

# **HIERO 2, INC**

THE NEXT GENERATION OF  
EMOJI APPS

## TABLE OF CONTENTS

**Page 5:** Summary

**Page 12:** Emoji Keyboard

**Page 19:** Business Model

**Page 21:** Sponsors

**Page 27:** Content Management System (C.M.S.)

**Page 31:** Art

**Page 36:** Merchandise

**Page 41:** Partner Commitment

**HIERO 2, INC.**

HIERO 2  
IS THE  
NEXT  
GENERATION

**DIGITAL  
MARKETING  
ENGAGEMENT  
PARTNER**



# HIERO 2, INC.







**SUMMARY**

## HIERO 2, INC.

### SUMMARY



- Custom, state of the art emoji Keyboard Apps for athletes, brands, cities and celebrities.
- Proprietary back-end Content Management System that allows us to switch out emojis in real time.
- Valuable IP creation from emojis to mascots that can be used for merchandising and in digital brand awareness campaigns.

## HIERO 2, INC.

### SUMMARY



- Stay engaged with your fans 365 days a year.
- Special Offers through emojis and push notifications.
- v2 series of emojis will allow for click through to websites, and can be used as redeemable coupons that can be sent to friends creating viral, inexpensive campaigns.

## HIERO 2, INC.

### SUMMARY



- Offer in-app advertising, through sponsored emojis.
- Creating emoji-centric merchandise that appeals to a younger audience.
- Develops In-App and stand alone games, such as the million dollar penalty shootouts, hoop trees, etc.

## HIERO 2, INC.

### SUMMARY



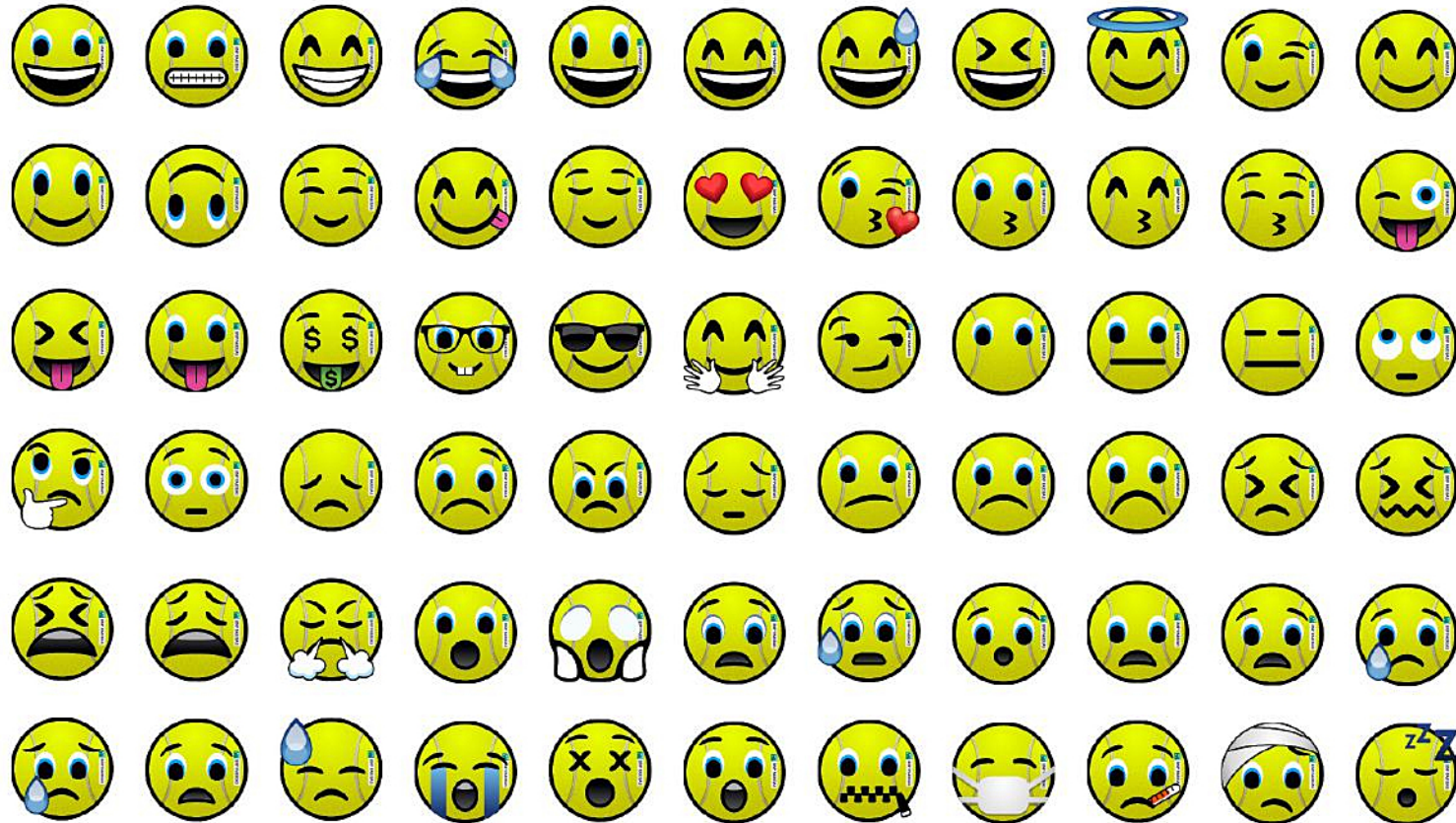
- Holiday centric emojis and birthday emojis that keep fans engaged throughout the entire year
- Facebook log-in enables data collection, collecting information for highly-targeted advertising.

# HIERO 2, INC.





# HIERO 2, INC.



**EMOJI**  
KEYBOARD



# EMOJI KEYBOARD

- The Hiero 2 emoji keyboard is available either as a stand alone app or can be integrated into an existing app.
- The emoji keyboard is incorporated on the iPhone's sticker board.

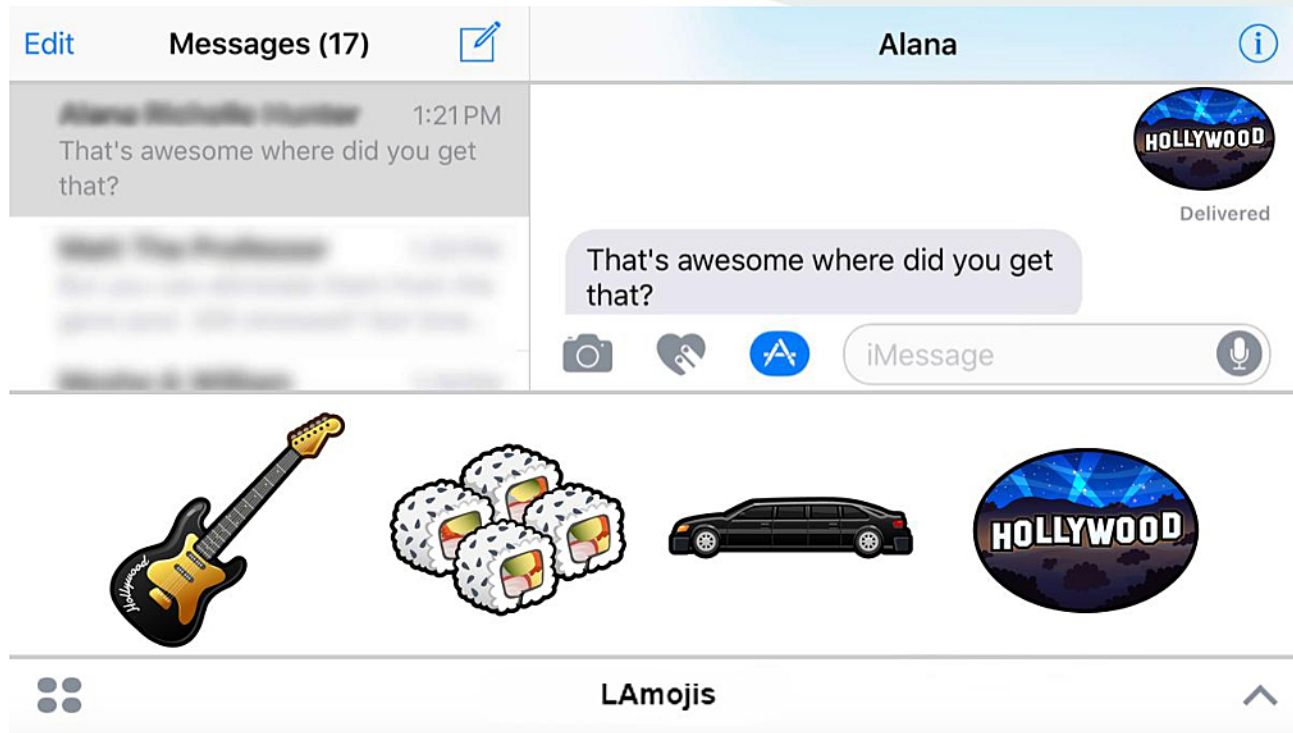
## HIERO 2, INC.



# EMOJI KEYBOARD

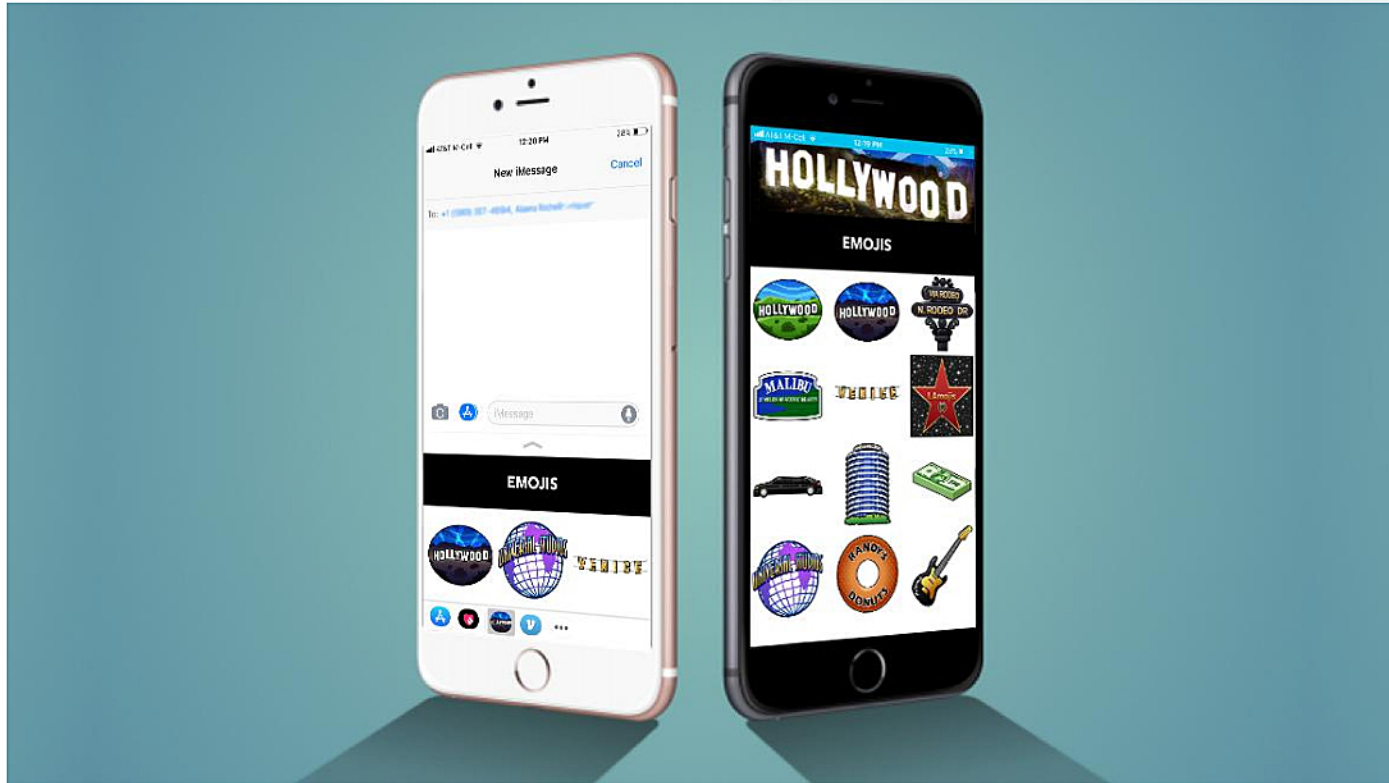
- Every Hiero 2 keyboard comes with a minimum of 100 emojis.
- Fan emojis allow fans to become an instant emoji celebrity.
- Holiday specific emojis allow for brands to connect to users throughout the year.
- Real-time updates to connect with fans at a moments notice.

# HIERO 2, INC.



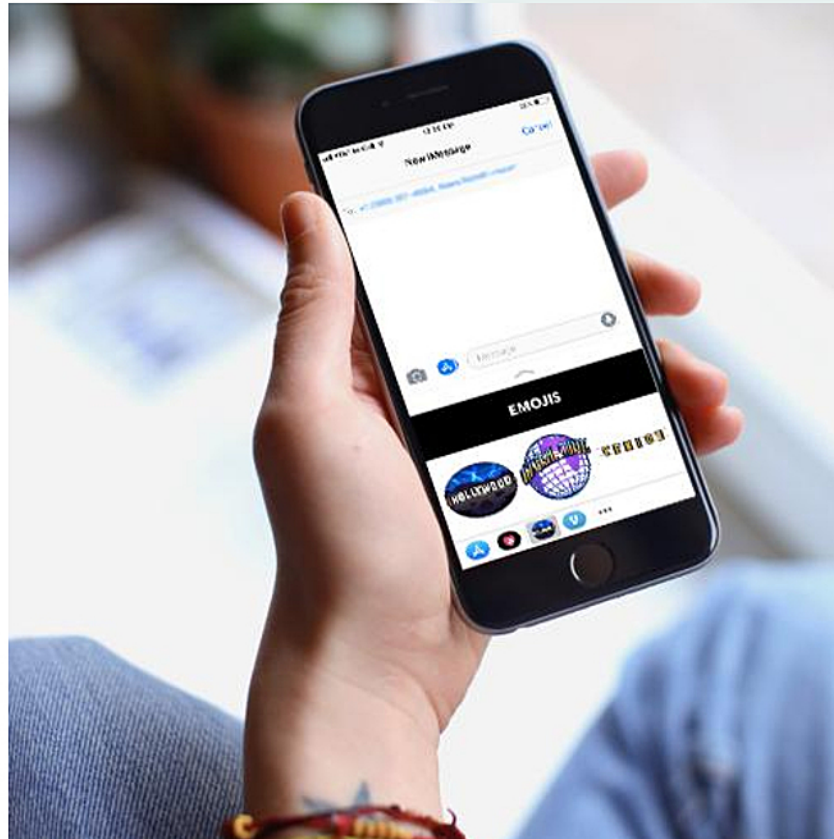


# HIERO 2, INC.





# HIERO 2, INC.



## ICON CONCEPTS



# BUSINESS MODEL



# BUSINESS MODEL

- Proprietary emoji app platform developed by Hiero 2, Inc.
- All art assets and app development created by Hiero 2.
- Emoji app launches with social media promotion from our athlete, brand, or celebrity partner.

**HIERO 2**  
SPONSORS

## HIERO 2, INC.

### SPONSORS



- The app can be made available to fans for an upfront fee, or made available as a “freemium” model, with in-app purchases for additional emoji packs and other special features.
- Assets in app can be sponsored by third party companies for additional revenue streams.



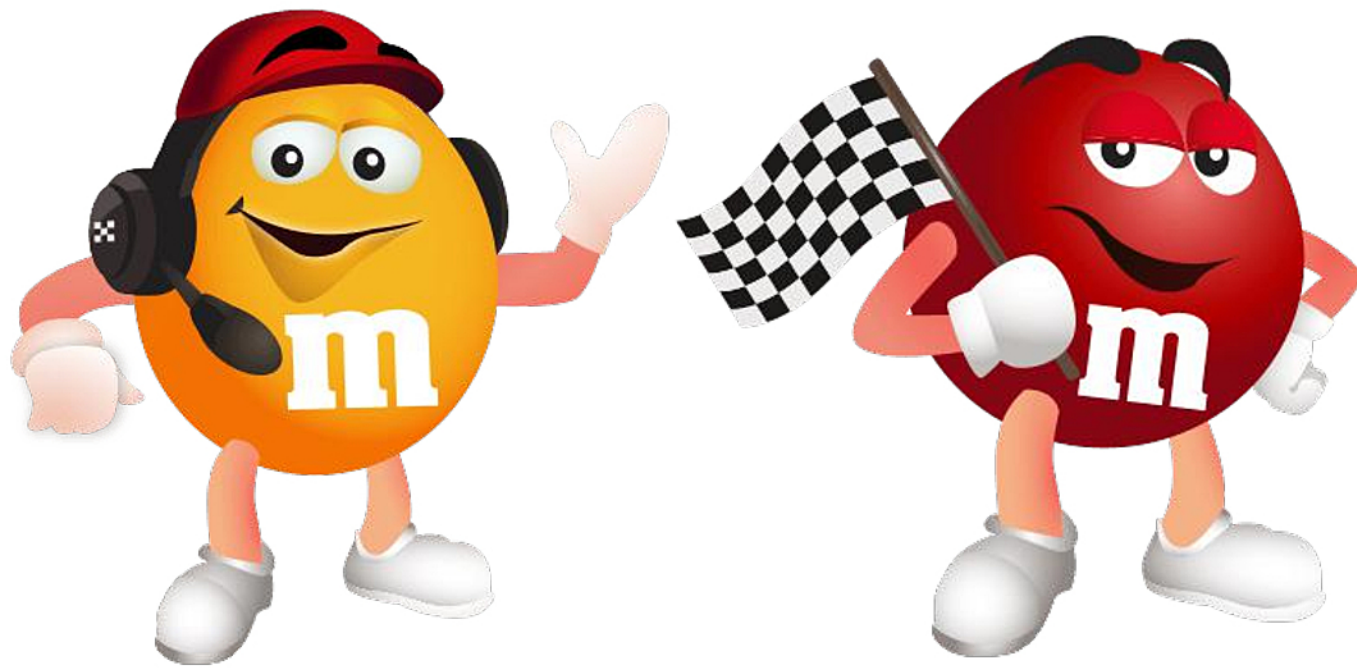
HIERO 2, INC.

## SPONSOR CONCEPTS



HIERO 2, INC.

## SPONSOR CONCEPTS



HIERO 2, INC.

## SPONSOR CONCEPTS



HIERO 2, INC.

## SPONSOR CONCEPTS





CONTENT MANAGEMENT

# SYSTEM



CMS



**Our proprietary  
Content  
Management  
System allows us to  
update our apps in  
real time**

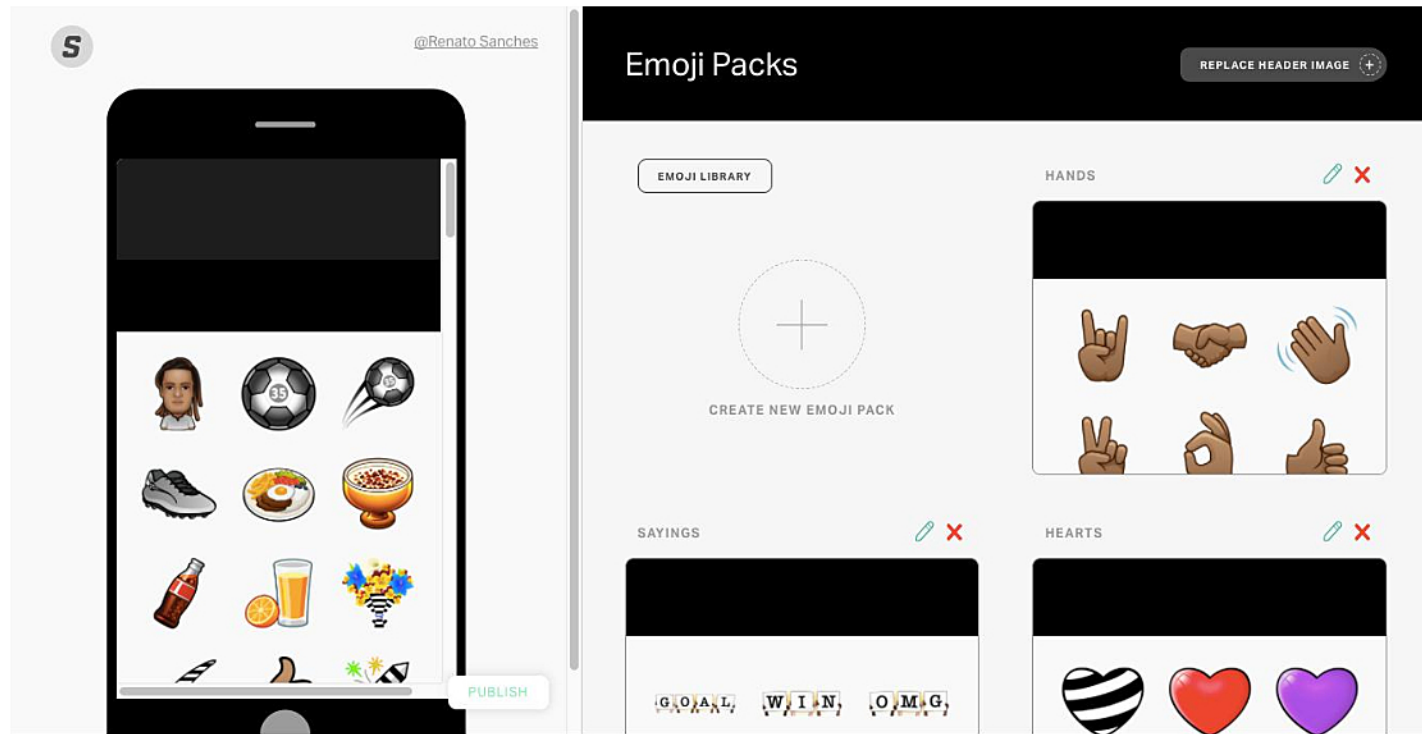


# CMS



- We have the ability to add, remove, or edit the order of any emoji in our app as well as divide emojis into subsections.
- Our CMS is easy and intuitive to use with a drag and drop interface.
- Ability to add emojis quickly to commemorate special events.

## CMS



# HIERO 2 ART

HIERO 2, INC.

ART

**We don't just  
create emojis,  
we create valuable  
art and IP**



## HIERO 2, INC.

### ART



- Hiero 2 creates emojis that are fun, bright, and works of art.
- We work with our clients direction, creating a variety of emojis in different styles.
- We know which emojis people use, which emojis are “sticky”, and how to make artwork that really POP’s.
- Hiero 2 creates mascots that attract a younger audience.

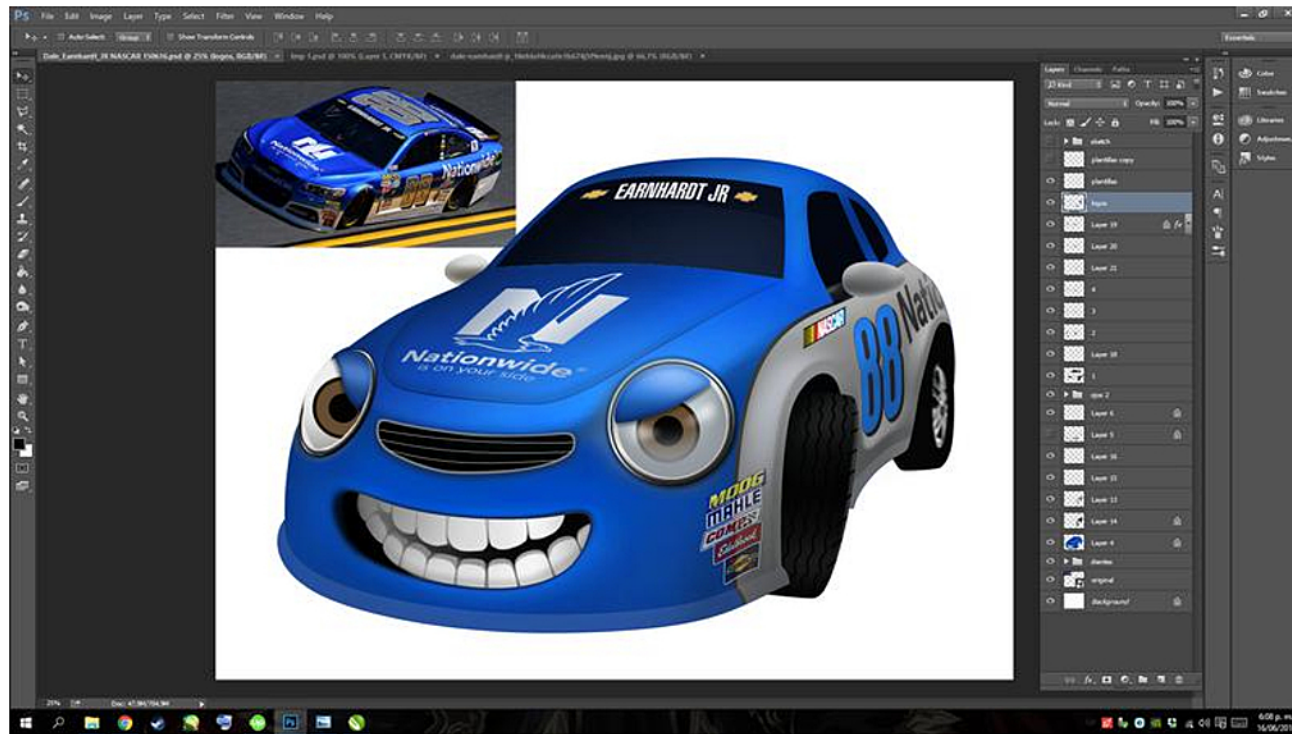
# MASCOTS





# HIERO 2, INC.

## CREATION PROCESS





**MERCHANDISE**

HIERO 2, INC.



MERCHANDISE

**We create art that  
can be used as IP for  
merchandise**

## HIERO 2, INC.

# MERCHANDISE



- All art assets are created for use in merchandise designs.
- Our art team is experienced in creating designs that fans love.
- Emoji centric merchandise attracts a younger audience that has grown up with emojis in their daily lives.

HIERO 2, INC.

## MERCHANDISE

Having your logo on everyday items for constant brand engagement.

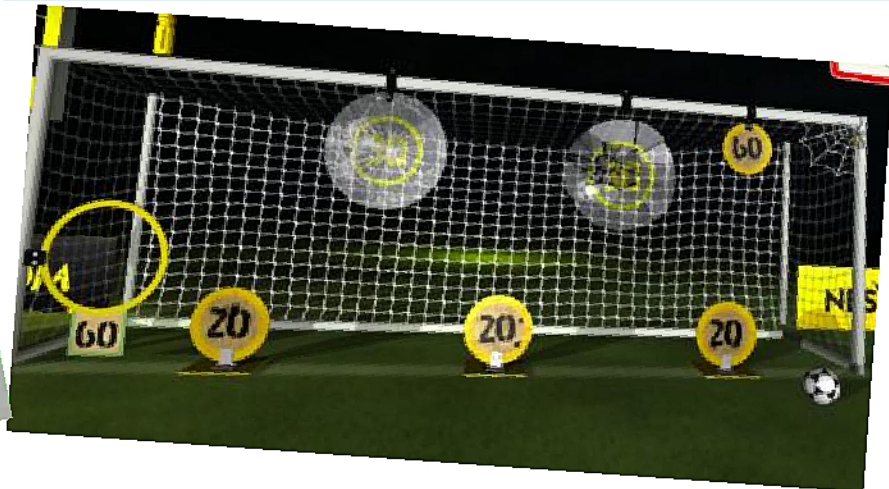




# HIERO 2, INC.

## EVENTS

Million Dollar free throws,  
penalty kick games and  
other fun events.







**PARTNER  
COMMITMENT**



# PARTNER COMMITMENT

---

**Working together to  
create the ultimate  
success story**



### PARTNER COMMITMENT

- Photos and videos of everything that appeals to your fan base and followers.
- Slogans, sayings, gestures, logos, memes and anything that represents you and your brand.
- Launch and ongoing promotions on all social media platforms.

## CONTACT



**Klaus Moeller**

Email: [klaus@american.com](mailto:klaus@american.com)

**Hayden Michael**

Email: [hayden@hiero2.com](mailto:hayden@hiero2.com)