

# 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

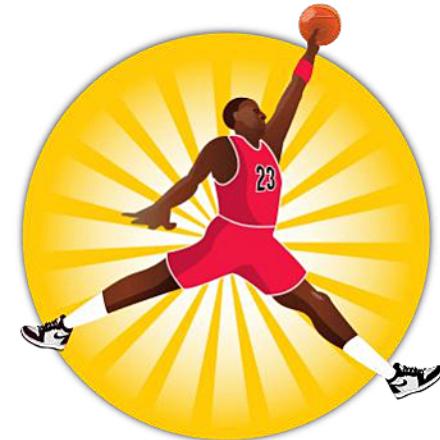
HIERO 2, INC.

HIERO 2  
IS THE  
NEXT  
GENERATION

**DIGITAL  
MARKETING  
ENGAGEMENT  
PARTNER**



# HIERO 2, INC.



# SUMMARY

# SUMMARY

## HIERO 2, INC.

- 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.



# SUMMARY

## HIERO 2, INC.

- 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.



## SUMMARY

# HIERO 2, INC.

- 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.



## SUMMARY

# HIERO 2, INC.

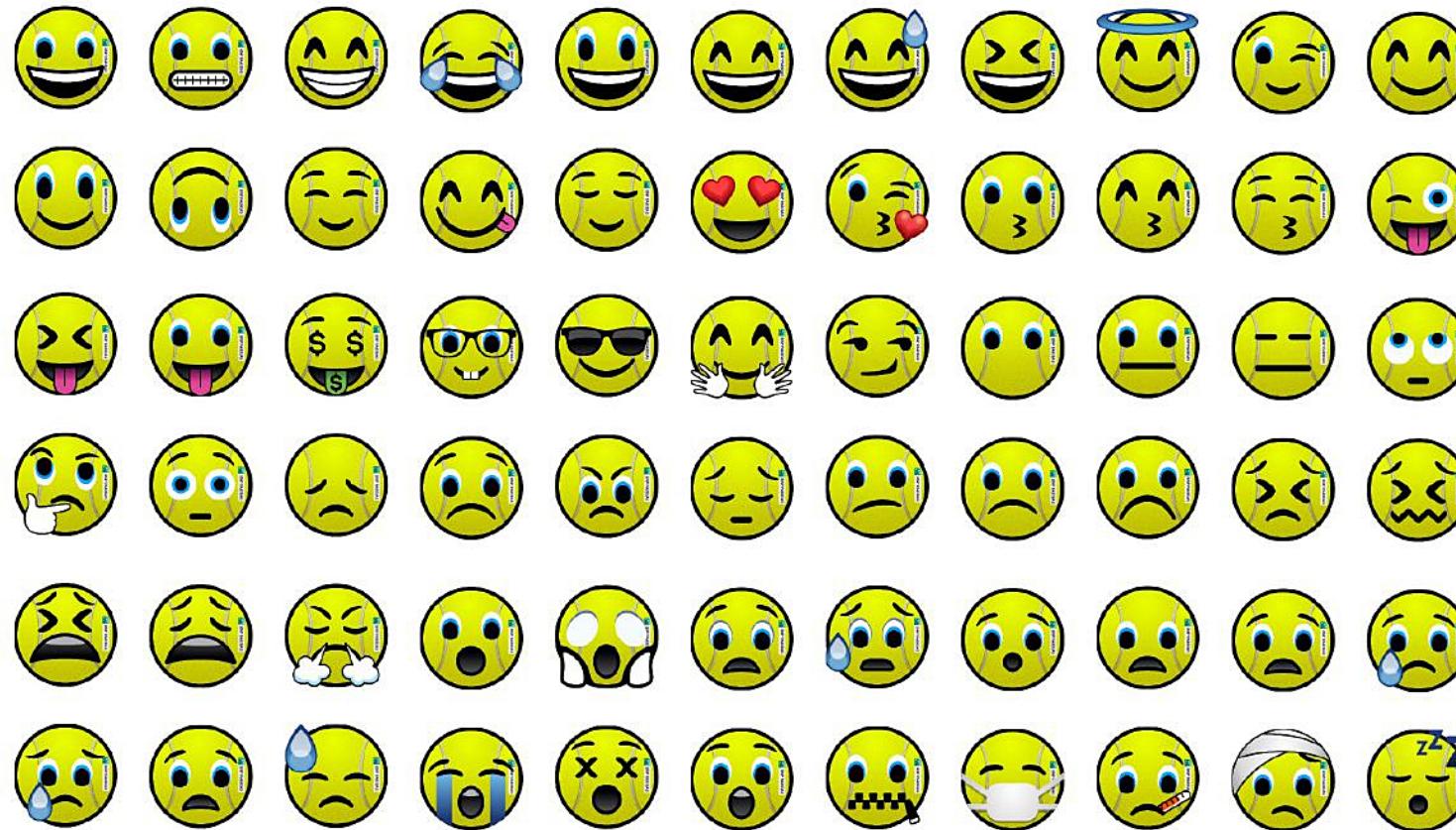
- Holiday centric emojis and birthday emojis that keep fans engaged throughout the entire year
- Facebook log-in enables data collection, collecting information for highly-targeted advertising.



# HIERO 2, INC.



# HIERO 2, INC.



EMOJI  
KEYBOARD

## EMOJI KEYBOARD



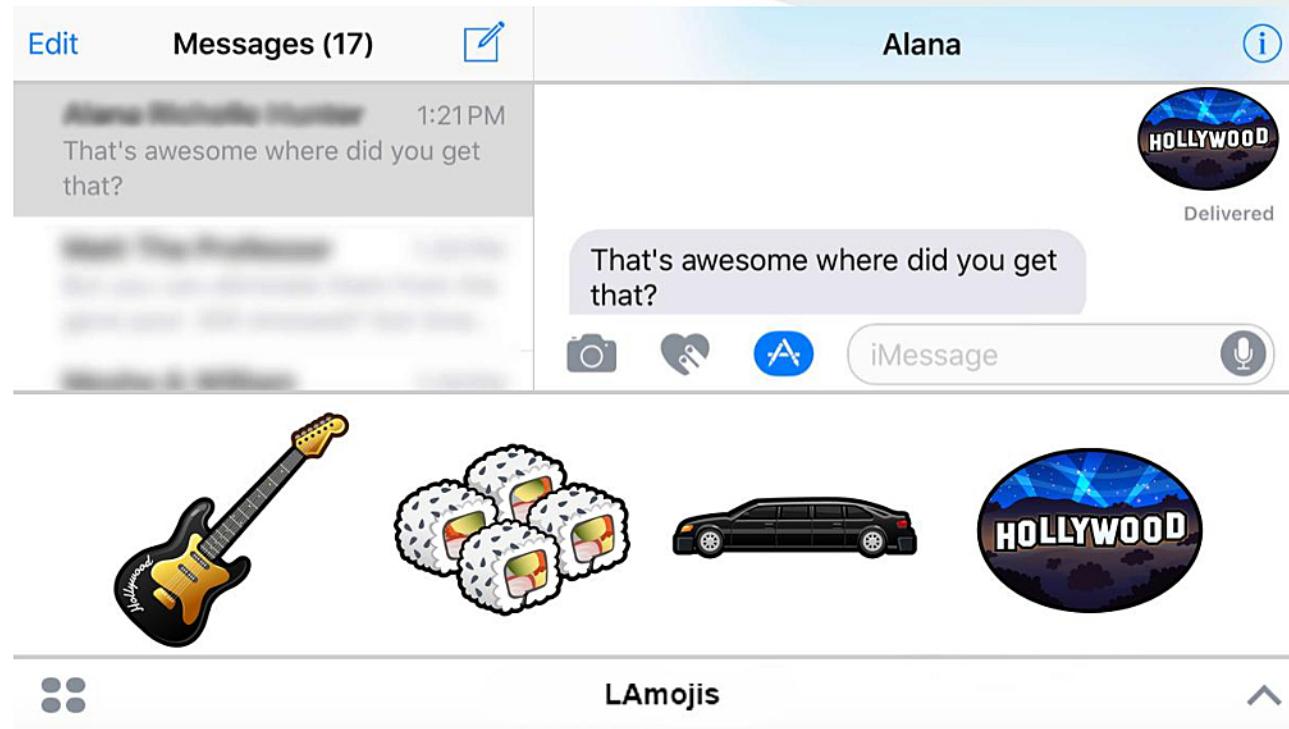
- The Hiero 2 emoji keyboard is available either as a stand alone app or can be integrated into an existing app.
- The emoji keyboard is incorporated on the iPhone's sticker board.

## EMOJI KEYBOARD

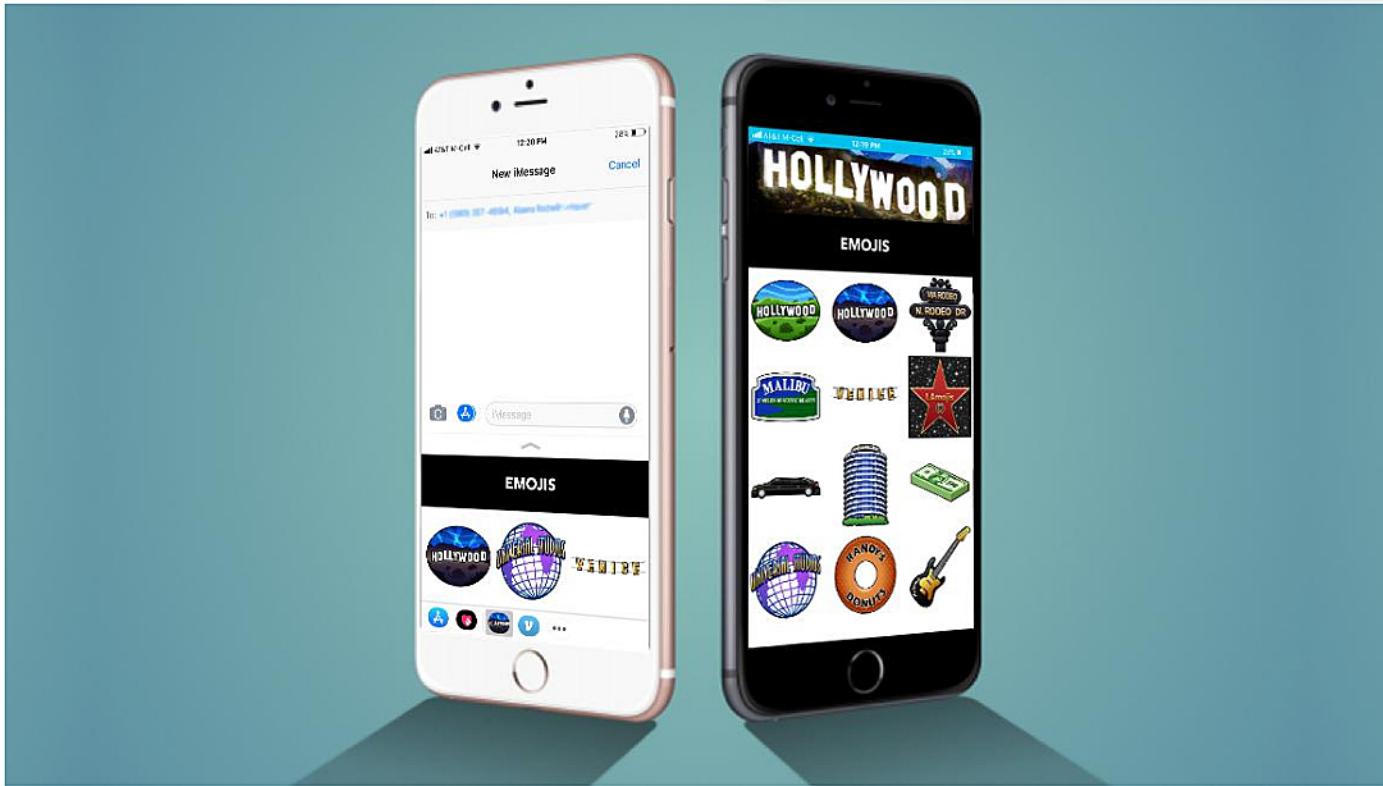


- Every Hiero 2 keyboard comes with a minimum of 100 emojis.
- Fan emojis allow fans to become an instant emoji celebrity.
- Holiday specific emojis allow for brands to connect to users throughout the year.
- Real-time updates to connect with fans at a moments notice.

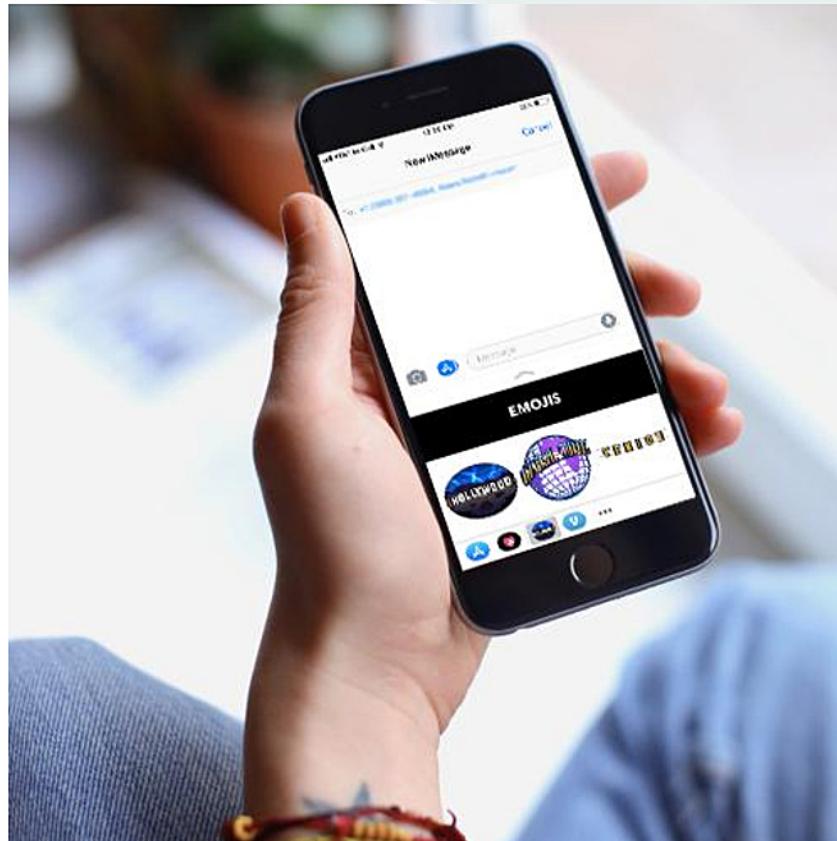
# HIERO 2, INC.



# 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

## 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.

## SPONSOR CONCEPTS



## SPONSOR CONCEPTS



## SPONSOR CONCEPTS



## SPONSOR CONCEPTS



CONTENT MANAGEMENT  
**SYSTEM**

CMS



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



- 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

The image shows the Hiero 2 CMS interface. On the left, a mobile phone screen displays a grid of various emoji icons, including a person, a soccer ball, a soccer boot, a bowl of cereal, a bottle, a glass, a bouquet of flowers, and a small plant. At the bottom of the phone screen is a 'PUBLISH' button. Above the phone is a user profile with the letter 'S' and the handle '@Renato Sanches'. To the right of the phone is the CMS interface. The top bar is black with the text 'Emoji Packs'. On the far right of the top bar is a 'REPLACE HEADER IMAGE' button with a plus sign. Below the top bar are three sections: 'HANDS', 'SAYINGS', and 'HEARTS'. Each section contains a grid of emoji icons with edit and delete buttons (green pencil and red X) to the right. The 'HANDS' section contains a hand pointing up, a handshake, a waving hand, a peace sign, an 'OK' hand, and a thumbs-up hand. The 'SAYINGS' section contains the words 'GOAL!', 'WIN!', and 'OMG!'. The 'HEARTS' section contains three heart icons: a black and white striped heart, a red heart, and a purple heart.



HERO<sup>2</sup>  
ART

ART



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

# ART

## HIERO 2, INC.

- 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



## CREATION PROCESS



**MERCHANDISE**

## 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.

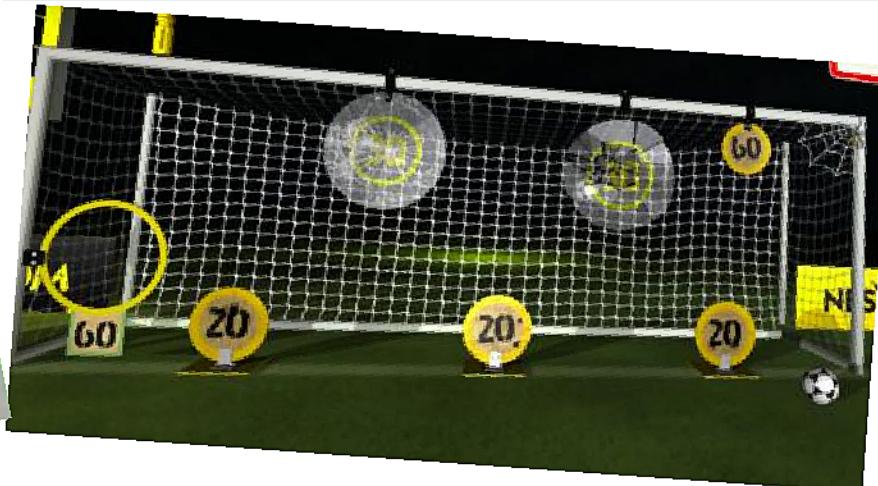
## MERCHANDISE

Having your logo on everyday items for constant brand engagement.



## 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@emerican.com](mailto:klaus@emerican.com)

**Hayden Michael**

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