

Peeks the Birth of Social Commerce

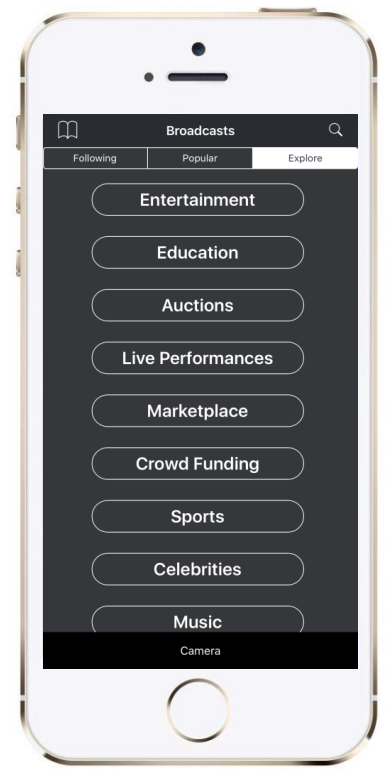
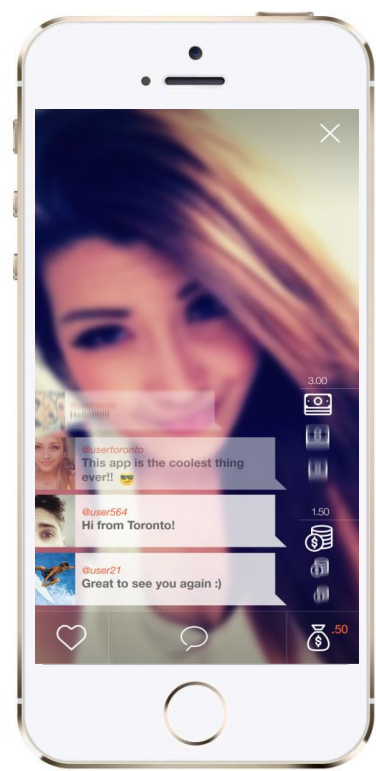


Forward Looking Statements

This presentation was prepared as a means to crystallize Peeks' business strategy. It is primarily intended for internal consumption and will serve as a yardstick to measure the Company's progress and accomplishments. This business plan is a living document and will be updated and revised as the company's strategy evolves. Certain statements contained herein constitute "forward-looking statements." These forward-looking statements are based on current expectations, estimates and projections about Peeks' industry, management's beliefs and certain assumptions made by management. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. The actual results and performance of the company may differ materially from the results expressed or implied by such forward-looking statements. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. Unless otherwise required by law, the company also disclaims any obligation to update its view of any such risks or uncertainties or to announce publicly the result of any revision to the forward-looking statements made here.

What is Peeks?

- ✓ Peeks is the worlds' live streaming, mobile commerce enabled social commerce platform
- ✓ Peeks is the single largest step in the convergence of broadcast media, social networking and mobile commerce
- ✓ Peeks embodies all revenue streams of both, broadcast media and e-commerce in one engaging, addictive social platform
- ✓ Peeks provides a fertile platform that allows everyone to monetize their popularity in real time and in real money
- ✓ Peeks will set the standard for Social Commerce in the 21st century



“Monetizing of mobile presents huge opportunities for those who crack the code.”

-Goldman Sachs, 2015

Peeks' Value Proposition

Fast. Easy. Fun.

Peeks takes the complexity out of e-commerce. Peeks uses revolutionary mobile-first technology to provide content creators a platform to fully monetize their content.

By simply tapping the screen of their mobile devices, members can buy goods and services, crowd fund projects, tip performers, bid on live auctions, subscribe to programming and much much more.

With Peeks, it has never been easier for broadcasters to make money from their content and social influence.

“For Generation Z, the major social networks are already old news. In the spring of 2014, about three quarters of teens’ surveyed by investment bank Piper Jaffray said they used Facebook; just six months later, less than half of teens said they used the service.

The survey found teens’ usage of Twitter fell from 63 percent to 59 percent over that same six month period. They’re certainly not using their smartphones any less. Increasingly, they’re turning to apps that let them broadcast and watch video live, such as YouNow, Snapchat and Twitter Inc.’s Periscope.”

• – Claire Brownell, Financial Post

Market Research – Millennials Love Video

Email Marketing

1 in 2 Millennials will read an email from a company if it contains a video

6 in 10 Millennials prefer to watch a company video than read a newsletter

Mobile

Nearly half (48%*) of Millennials only watch videos on their mobile device

Millennials are 3 times more likely than Baby Boomers to watch a video on their mobile device

Online Shopping

Millennials are 150% more likely than Baby Boomers to comparison shop with video while in-store

4 in 5 Millennials find video helpful during initial research for a purchasing decision

Nearly three-quarters (74%) of Millennials find video helpful when comparison shopping

7 in 10 Millennials find video helpful post-purchase when shopping for additional items from the same store

7 in 10 Millennials are likely to watch a company video when shopping online

Social Media

Nearly half of Millennials follow companies or brands on Twitter

84% of Millennials follow brands on Facebook

75% of Millennials follow companies or brands on YouTube

4 in 10 Millennials follow companies or brands on Instagram

* source : <https://contently.com/strategist/2015/11/04/infographic-why-millennials-love-video-marketing/>

The trend is undeniable

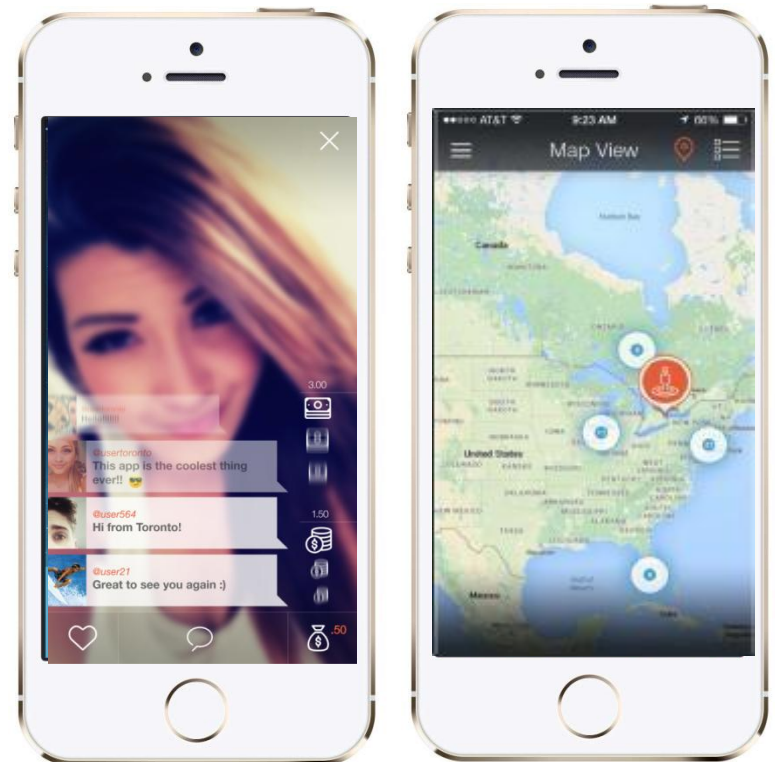
Those that successfully market to Millennials are primed to profit. According to experts, Generation Y will spend more than \$200 billion annually, starting in 2017, and \$10 trillion in their lifetimes.

To tap into that power, we need to meet Millennials where they already are and increasingly, that's video.

Peeks' Business Model

How Broadcasters Make Money

- Receiving tips from viewers during a live broadcast.
Tips can be as little as \$0.05 or as much as \$5.00 per tap
- Selling products and services directly to their followers
- Selling subscriptions
- Taking a 30% share in our patented Offer Box ad revenues
- Selling digital, pay-per-view tickets for exclusive events and experiences
- Crowd funding projects
- And much much more....



Peeks' Business Model

How Broadcasters Make Money (Tips)

- For Demonstration purposes only. Following table is not to be construed as forward looking statements.

Assumptions:

Broadcasters: 1,000,000

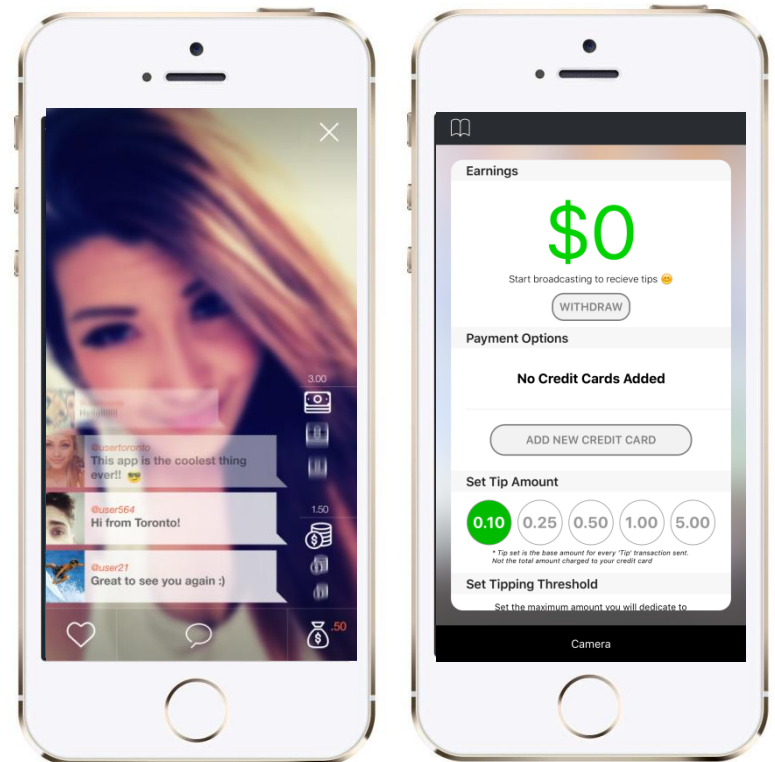
Monthly Followers/Broadcaster: 250

Average Tips/Month/Follower: \$2.00

Gross Revenue/Broadcaster: \$500

Peeks Fees @ 30% (per broadcaster): \$150

Broadcaster Monthly Earnings: \$350





6 in 10 Millennials prefer
to watch a company video
than read a newsletter

Source Statista.com 2015

Marketing Opportunity – Changing the Way We Transact

Celebrity-Fan Interaction

Celebrities can interact with their fans by sharing live video streams of their day-to-day activities. Live streaming promotes audience engagement and broadens their fan base while strengthening existing relationships. Celebrities also gain financially by earning 70% of all the ad revenues derived from incentives delivered to their viewing audience. Celebrities that have their own brands can use Peeks to sell products and services directly to their fans.

Social Influencers

Social Influencers with large followings can now effectively monetize the content of their feeds. From good looks and fitness routines to music and pet videos, the content that viewers will pay for is endless.

Live Music Events

Artists can broadcast their concerts globally to expand and strengthen their brand. They can also sell their music in real time – fans simply tap the screen to purchase and download their favorite songs.

Shopping Channels

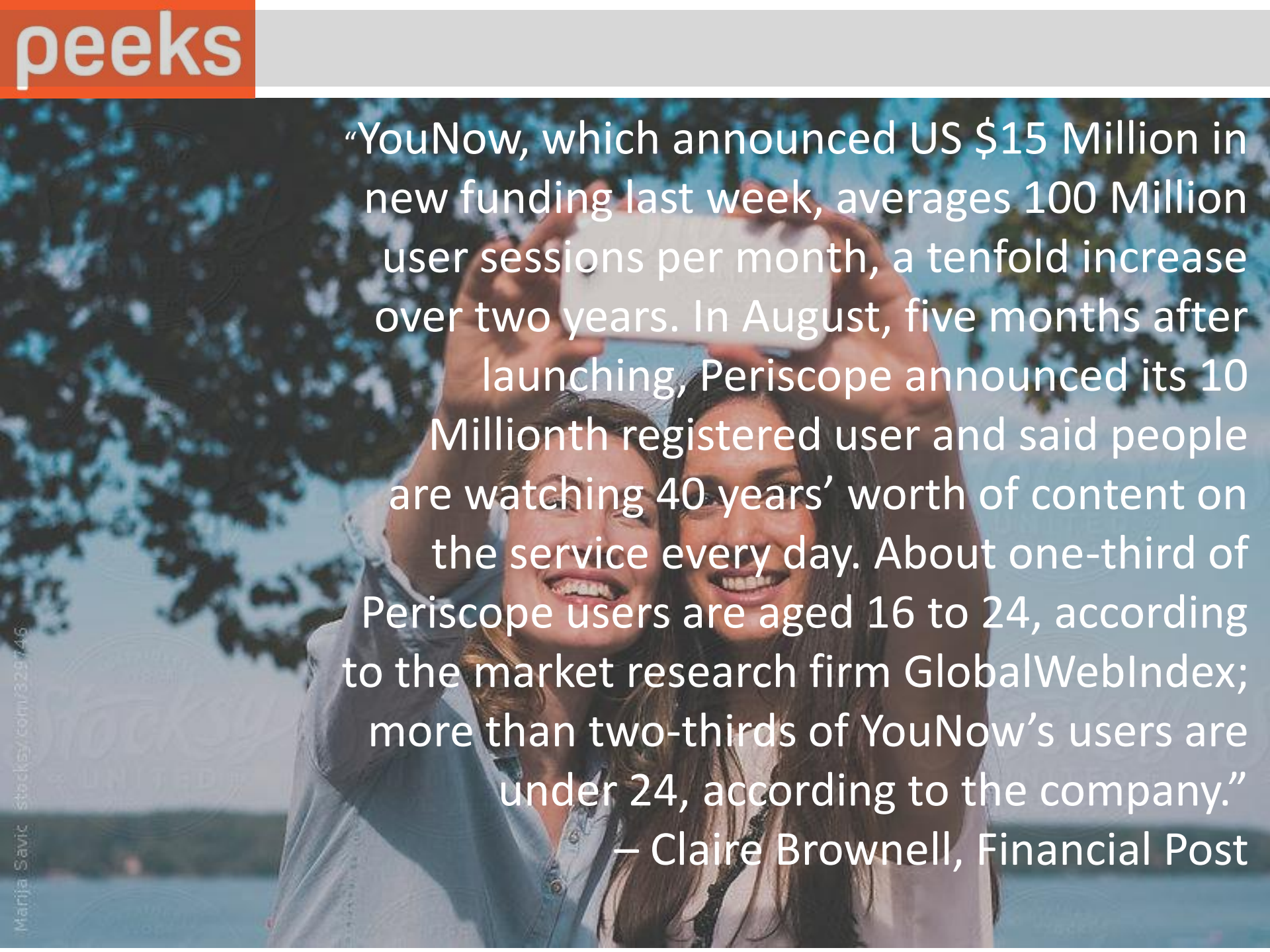
Peeks members have the flexibility to sell products and services from the convenience of their homes. Peeks eliminates the prohibitive costs associated with delivering infomercials on traditional network television.

Fund Raisers / Charitable Giving

Peeks members can quickly and easily donate to causes they care about. The immediate gratification associated with micropayment taps takes the experience of spontaneous giving to a new level.

Global News Events

Peeks allows members to broadcast socially important news in real time with no broadcast news bias. It enhances the public service value of live video streaming by allowing audiences to see world events as they unfold, exposing the public to new perspectives, ideas and points of view.

A photograph of two young women with long hair, smiling and holding up a white smartphone to take a selfie. They are outdoors, with trees and a body of water visible in the background. The image is slightly blurred, giving it a candid feel.

“YouNow, which announced US \$15 Million in new funding last week, averages 100 Million user sessions per month, a tenfold increase over two years. In August, five months after launching, Periscope announced its 10 Millionth registered user and said people are watching 40 years’ worth of content on the service every day. About one-third of Periscope users are aged 16 to 24, according to the market research firm GlobalWebIndex; more than two-thirds of YouNow’s users are under 24, according to the company.”

– Claire Brownell, Financial Post

Competitive Comparison



	peeks	twitter Periscope	Snapchat	facebook
Proprietary "Mobile Wallet"	✓	✗	✗	✗
Receive tips from fans in real time (real currency)	✓	✗	✗	✗
Proprietary ad revenue sharing	✓	✗	✗	✗
Sell products live	✓	✗	✗	✗
Incentive delivery technology	✓	✗	✗	✗
Broadcaster monetization controls	✓	✗	✗	✗
Push notifications	✓	✓	✓	✓
Video archiving	✓	✓	✓	✓
Advanced search capabilities	✓	✓	✓	✓

Live Video-Streaming and Video Sharing continues to garner high monetary valuations



Acquired by Amazon for \$970 million, 3 years post launch August 25, 2014



Current value of \$150 million, based on last round of funding as of October 2015



Acquired by Twitter for \$100 Million pre-launch



Raised \$175 Million at a \$16 Billion valuation from Fidelity



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