



PICTICULAR FAQ

DUE DILIGENCE QUESTIONNAIRE

Doesn't Apple TV already aggregate movies across the different streaming platforms?

What makes PICTICULAR derived data more accurate than other search and recommendation platforms?

What is the current status of the app?

What has been the historical and projected future user growth?

Why is now a good time for PICTICULAR to launch?

How does it work with TV's? Do you have to watch it on your phone?

Is the app available for iPad?

When was PICTICULAR founded?

Who are the founders and what are their backgrounds

How does PICTICULAR generate revenue?

It partially does. However, Apple TV's design limitation does not allow it to fully capture users taste or decision making matrix as they visually assess each title or platform.

PICTICULAR captures each engagement with each movie poster or platform because of our linear feed design focus as opposed to the antiquated less interactive tiled platform design of Apple and Amazon.

PICTICULAR's 4 quadrant swipe interface design requires that the user "vote" on an item before moving to the next title. All of the users engagement across a film, platform or friend is captured. The secure mobile only design, along with consumer behavior ensures the utmost of data accuracy.

Fully released for download and use on both iOS and Android devices.

We have had organic "hockey stick" growth at the current rate of 1.75 additional friend users downloading the app after initial user download.

Search fatigue and frustration has never been higher as streaming platforms launch and a de-aggregation of content across platforms / cable boxes occurs. **PICTICULAR** search and recommendation helps users find what they want, when they want, including at cinema chains.

PICTICULAR directly connects with your smart TV via either wifi or Bluetooth for streaming of trailers or films and communicates unfinished film screening with the appropriate streaming platform.

PICTICULAR is available for iPad or multiple mobile devices but must be authenticated as you traverse multiple devices for security and true taste authenticity to ensure the most accurate AI recommendations.

PICTICULAR was launched in Oct 2020

Todd Courtney – 10 years of film investment and distribution experience after Silicon Valley biotech startup acquisition by KKR in 2006.

Marcel Van Lohuizen – 6 years of film investment experience. Leads technologies and product development at Google where he has been since 2002 as a highly accomplished software engineer.

Lasse Hamre – Founder of iHeartMedia (formerly Thumbplay), which was acquired by Clear Channel in 2011.

PICTICULAR has multiple avenues of revenue generation including in-app advertising, transactional in-app e-commerce, and leveraging of secure data accumulation.



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Sami Al-Bashir, *Director of Finance*

How does the announcement to modifications of IDFA in June 2020 impact prospects for mobile digital advertising?

Firstly, browsers, including Safari and Firefox, already block third party trackers unless users opt in so the IDFA opt in on mobile devices is not controversial. Many leaders have been anticipating this for over a year and **PICTICULAR** was built to establish siloed profile ID accumulating derived data and geo-caching specifically from in-app activity around all third-party products rather than relying on third-party data tracking. In order to purchase items with our one click cinema and platform purchasing functionality, users will need to approve IDFA. Additionally, **PICTICULAR's** low friction onboarding / authentication exhibits a benign and consumer value driven experience to maximize IDFA opt in with additional opt in requests upon engagement of in-app third party content, ticketing, product. Summarily, IDFA restrictions across multiple platforms makes each individual platform, such as **PICTICULAR**, more valuable and necessary as a marketing partner due to data tracking being less aggregated.

What if I don't care about movies?

Family or friends regularly share their unsolicited taste in content, trailer or products with their peer groups and PICTICULAR's one click list or individual item sharing provides an innate fun and low friction social sharing fun experience that converts even the most inactive app users or movie agnostic personalities. Curiosity drives human nature to know what pop culture is being shared or discussed amongst our personal peer group.

Why is PICTICULAR is so narrowly focused on being a movie only app?

PICTICULAR is a movie app like Amazon was a book store. More than 1 billion users rely on review sites like Yelp and IMDB to get recommendations from others, generating over a billion dollars in advertising revenue every year. Oddly, these platforms do not offer a truly personalized experience. Why should people with drastically different tastes see the same ratings and reviews?

OVERVIEW

PICTICULAR provides personalized recommendations from like-minded people all around the world—use it to find your next favorite movie, band, restaurant, resort, book, and much more. **PICTICULAR** uses predictive algorithms to deliver personalized recommendations aggregated from user activity around all in-app products and services. By rating what you like and dislike, the app generates a personal "Match%" for every item. Not only do users save time finding what to watch (and eventually what to read and where to go), building a taste profile is also surprisingly addictive.

The **PICTICULAR** Match% is computed from the ratings of people who are the most similar to you. This peer-to-peer method allows us to service a wide range of categories with the same user experience and algorithm. It also means we will be able to suggest what book or music or destinations you will enjoy based on the movies you love and frequent, with and without friends —it's helping you get recommendations from like-minded people all around the world. By consolidating personalized taste, you would only need a single Taste profile across the web. Our long-term vision is to replace all rating and review platforms with one app and turn "Match%" into the new standard for product discovery.

FUN FACTS

- 33,000 registered users
- Viral co-efficient of 1.75 new users onboarded by every 1 user that downloads PICTICULAR.
- Already one of the top search results on Google and both app stores.
- Upcoming categories include music, books, podcasts, food & drink, resorts, travel, events, fashion, gadgets, articles, and even recipes.
- Personalized results that come from humans, not a machine.
- App lets you compare tastes with friends to find what to watch together or a restaurant you will all love.

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