

Corporate Presentation



Kiro'o Corp

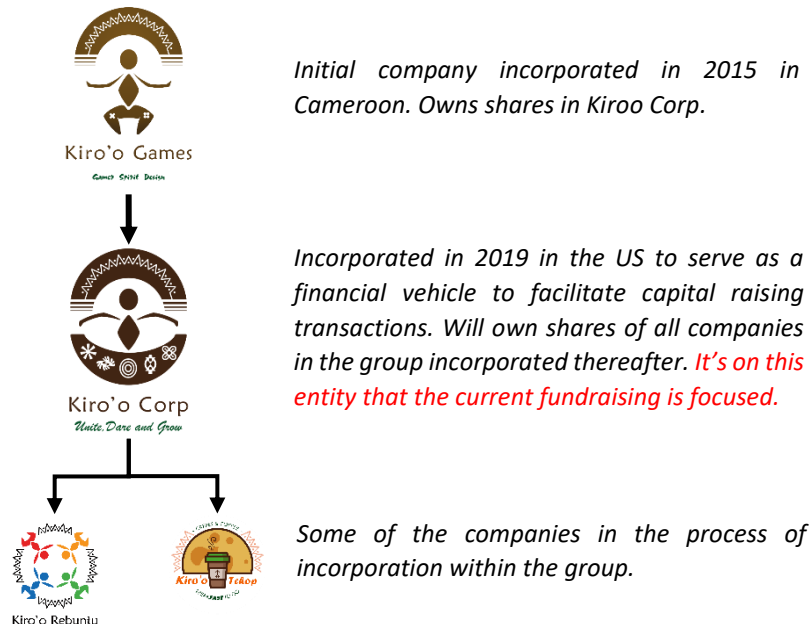
Unite, Dare and Grow

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1. KIRO'O GROUP

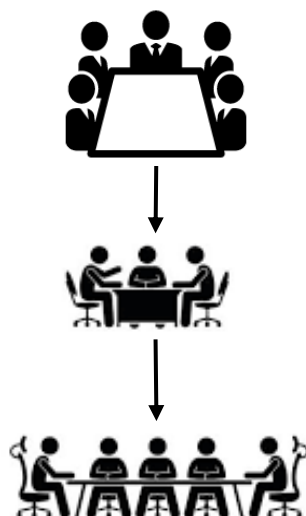
The Kiro'o group currently consists of two main companies, namely Kiro'o Games and Kiroo Corp.



1.1. Kiro'o Games SARL



A company under Cameroonian law, it was incorporated on June 02, 2015 and registered at the Yaoundé Trade and Personal Property Credit Register (RCCM) under the number RC/YAO/2015/B/528. The company currently has 23 employees, all of whom are Cameroonian nationals and live in Cameroon, and operates as follows:



The General Assembly: it's the body that validates the budgets and the annual action plans. The General Assembly takes place between April and May of each year.

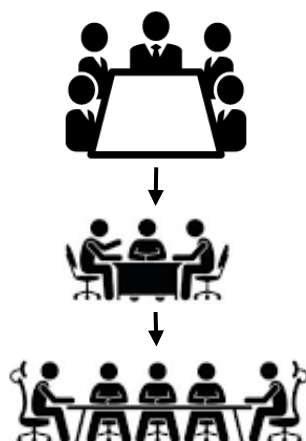
The Board Members: made up of the founders, its role is to define and adjust the strategic actions to be carried out in order to achieve the objectives assigned to the company.

The Management Committee: made up of the founders and the heads of each of the company's technical departments, also known as "Leads", the Management Committee's mission is to oversee the day-to-day execution of the tasks defined by the Board Members.

1.2. Kiroo Corp



Company under American law, it was incorporated in Delaware on January 22, 2019 under the number 7247835. While waiting to complete the current fundraising (round 1), the company is under the provisional administration of a President in the person of Olivier Guillaume MADIBA, and a Secretary General in the person of Jean Yves BASSANGNA. Once the lifting is over, the company will operate in the same way as Kiro'o Games, namely:



The General Assembly: consisting of UMOJA SAS, Kiro'o Games, the founders and any VC, Business Angel or group of them having taken a participation equal or superior to USD 100 000.

The Board Members: made up of the founders and any individual or legal entity with a stake equal to or greater than USD 100,000.

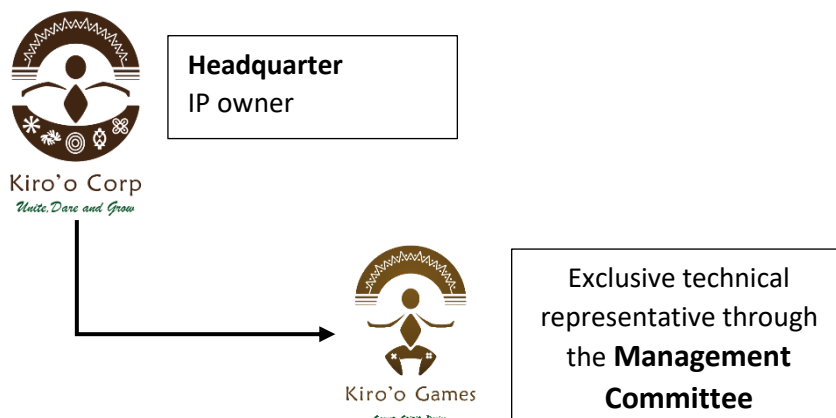
The Management Committee: Kiroo Corp and Kiro'o Games share the same Management Committee.

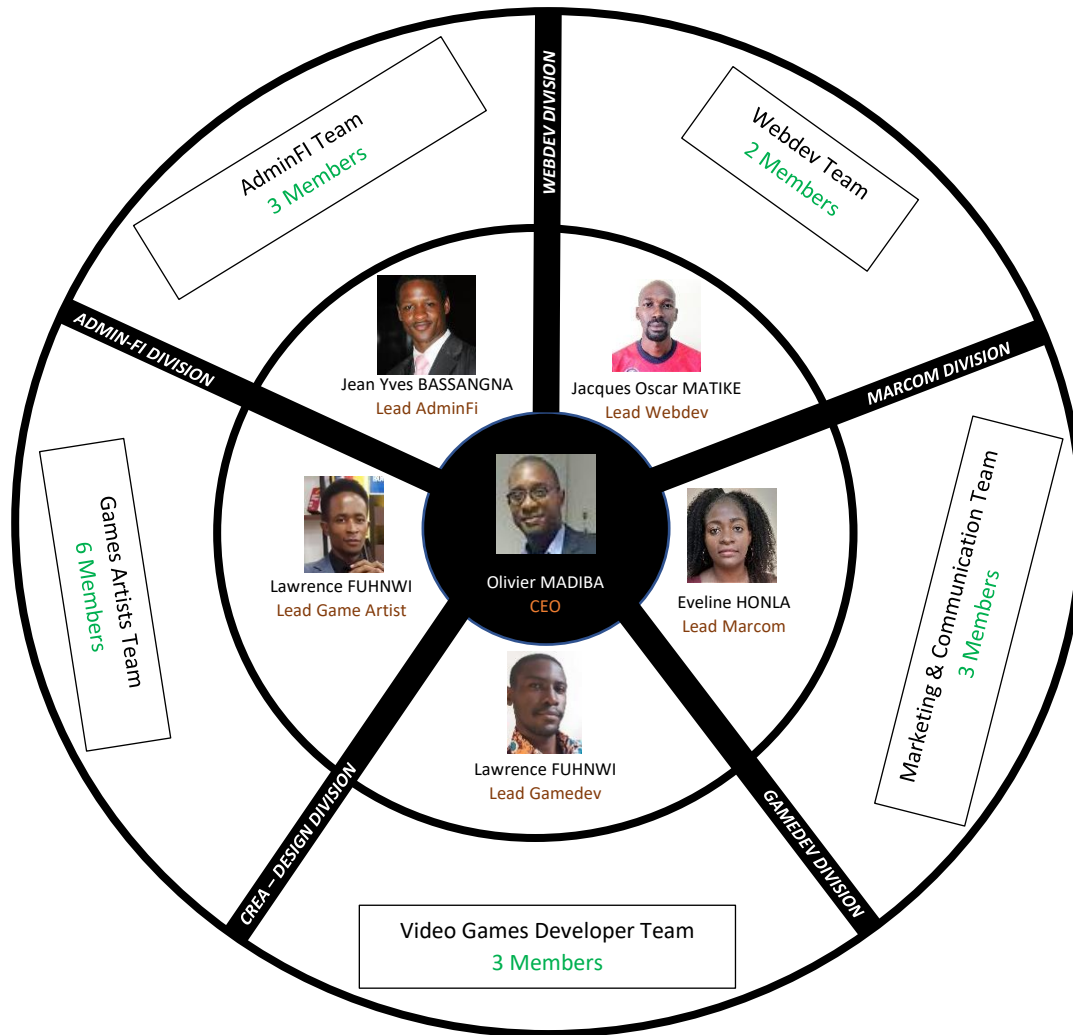
NB: UMOJA SAS is the company under Cameroonian law which will be constituted at the end of the current fund raising to serve as a vehicle for all investors of the said fund raising. In other words, UMOJA SAS will be the sole shareholder in Kiroo Corp on behalf of the investors that it will regroup.

2. CORPORATE STRUCTURE

The group is organized as follows:

- **Kiroo Corp:** Our administrative, legal and financial Headquarter from which all the companies of the Kiro'o group will be managed, be it on a technical or financial level
- **Kiro'o Games:** Kiro'o Games is the **exclusive technical representative**. In other words, all the activities carried out by Kiro'o Games are only for the account of Kiroo Corp





We have opted for a **solar organization** chart that allows us to harmoniously combine:

- **Leadership circle:** through the management committee (leads and CEO) at the center of decision making, which is done in a collegial manner depending on the divisions involved or solicited
- **Hierarchical management:** At the level of each division, management is much more pyramidal, with the lead person at the head of operations, responsible for leading his or her team to achieve the objectives set by the management committee
- **Participative management:** Information flows freely between the nerve center as well as between the different divisions or even team members.

This organization allows the teams to be very agile and the company to adapt quickly to its internal and external environment.

Scheme 2 : Solar Organigram of Management Committee

3. MANAGEMENT COMMITTEE

As noted above, the executive and technical management of the company is ensured by the management committee made up of the founders and the Leads. Below you will find the biographies of each of them.

3.1. Founders



Olivier Guillaume MADIBA

President & CEO

In office since 2013

Biography

Born on October 10, 1985 in Douala, he did his primary education in Yaounde and his secondary education in Douala where he obtained a Baccalaureate C at the Joss High School of Douala. He arrived at the University of Yaoundé 1, where he spent a year in mathematics to finally move into the field of computer science where he obtained his license in 2009.

Versatile, he is both scientific and literary and published his first novel Day and Night, an initiation tale in 2009. In 2007, at the age of 22, faced with local difficulties and the lack of prospects at the end of training for Cameroonian students, he set up without funding (initial capital 25 000 FCFA) with fellow students, the MADIA Group, which is now an Association and a Company whose goal is to promote computing and the Internet useful for Africa.

The ambition to create video games was born at the age of 14, and he took action as soon as he entered college at 17, with his project AURION that he has been maturing since then. From 2013 to 2016, Olivier will lead a team of beginners to create the first African fantasy RPG in history. He had them build their own game engine and designed one of the best storylines in the business. Since 2017, he has successfully transformed Kiro'o into a cross media company.

Key achievements

- Fundraising
- Technology Development Branch
- Art direction on Aurion l'Héritage des Kori-Odan
- Writing of scenarios and scripts

- Negotiation of partnerships
- Rebuntu Method



Jean Yves BASSANGNA
General Secretary & Lead
Financial and Administrative
In office since 2013

Biography

Born on June 15, 1985 in Garoua, he did his primary and secondary education in Yaoundé where he obtained a Baccalaureate D at the Biyem-Assi High School. Passionate about numbers, he decided to pursue his higher education at the University of Yaoundé II where he obtained his degree in Economics and Management in 2009.

After a brief professional experience at MTN Cameroon, he joined MADIBA Guillaume Olivier within the MADIA Group in October 2010 as a salesman. After 3 years of activity, Olivier decides to pursue his dream and the versatility and musical fiber of Jean Yves will complement the project to launch Kiro'o Games in 2013. Among his most outstanding achievements within the team, we will note the participative crowdfunding system to finance the Studio in 2013, at the same time as the composition by himself of one of the most epic soundtracks of African fantasy for all Kiro'o Games.

Key achievements

- Design and implementation of procedures (fundraising and administration)
- Design of the Kiroo share class system
- Accounting and tax administration
- Drafting of contracts and legal monitoring
- Composer of the original soundtracks (Aurion LKO, Le Responsable Mboa)
- Sound direction



Jacques Oscar NDJEBAYI
MATIKE
Lead Web Developer
In office since 2013

Biography

Born on April 20, 1986 in Yaoundé, he did his primary and secondary education in Yaoundé and Douala where he obtained a baccalaureate C at the Collège St Michel. He then continued his studies in Computer Science at the University of Yaoundé I where he was a friend of MADIBA Guillaume Olivier.

He will then launch with him in the MADIA Group as a Web Developer, then he will progressively evolve to the position of Technical Manager and finally Founder Shareholder. In 2013, looking for a new challenge, it is quite natural that he will follow Olivier in the Kiro'o Games project. Among his achievements, he succeeded in integrating payment by mobile money in the games and in building an online customer relationship management system for the African public. He is one of the most inspiring leaders of the team.

Key achievements

- On behalf of the game "Aurion the Kori-Odan Legacy"
 - o ATH of the game (HUD)
 - o Design and implementation of the game's GPS
 - o Quality assurance
- On behalf of Kiro'o
 - o Web Shareholders application
 - o Kiroo World Ecosystem (Rebuntu, Aurionthegame, Payment API)
 - o KGF data server
 - o Data server responsible
 - o Responsible for server administration

3.2. Les leads



Eveline Rosette HONLA
Lead Marketing & Communication
In office since 2018

Biography

Born on November 16, 1987 in Yaoundé, she did her primary and secondary education in Yaoundé where he obtained a Baccalaureate D, then will continue her higher education in Marketing at the Catholic University of Central Africa from where she will leave with a license.

After several experiences in other structures, she joined Kiro'o Games in 2018 as Marketing and Communication Manager. She managed the launch of all cross-media products (games and comics) and transformed Kiro'o into a more data-driven company.

Key achievements

- Product launches
 - Aurion KGF
 - Rebuntu
 - The Mboa Manager



Lawrence Ambe FUHNWI
Lead Video Games Artist
In office since 2018

Biography

Born on March 11, 1997 in Bamenda. He did his primary and secondary education in the same city where he obtained a GCE A/L at GBHS Atiela Nkwen. Although passionate about drawing, he pursued his higher studies at the University of Buea where he graduated in Information and Communication Management in 2018.

The same year, his degree obtained, he decided to finally follow his passion by responding to a job offer. The interview being conclusive, he leaves his hometown to join the team of Kiro'o Games in Yaoundé in 2018 as a self-taught 3D artist. His artistic skills will quickly make him a key part of the team. Every day, he creates and optimizes the studio's creative pipelines and process to make beautiful African-themed art assets.

Key achievements

- Realization of Aurion BD Tome 1
- Development of mobile games:
 - o Aurion KGF
 - o The Manager
 - o Buyam Sellam



Yves Clément EBO'O
Lead Video Games
Developer
In office since 2019

Biography

Born on September 10, 1988 in Yaoundé, he did his primary and secondary studies in Yaoundé where he obtained a baccalaureate F2 Electronics. He will continue his higher education at the "Institut Siantou Supérieur" but will soon be caught up by his passion, computer science, in which he is self-taught.

In 2019, he joins the Kiro'o team as a programmer and will quickly become a key player. Indeed, when all seems lost during a coding sprint, the whole team knows it can count on "Ebo'o". Beyond coding, his skills in game design are one of our main assets.

Key achievements

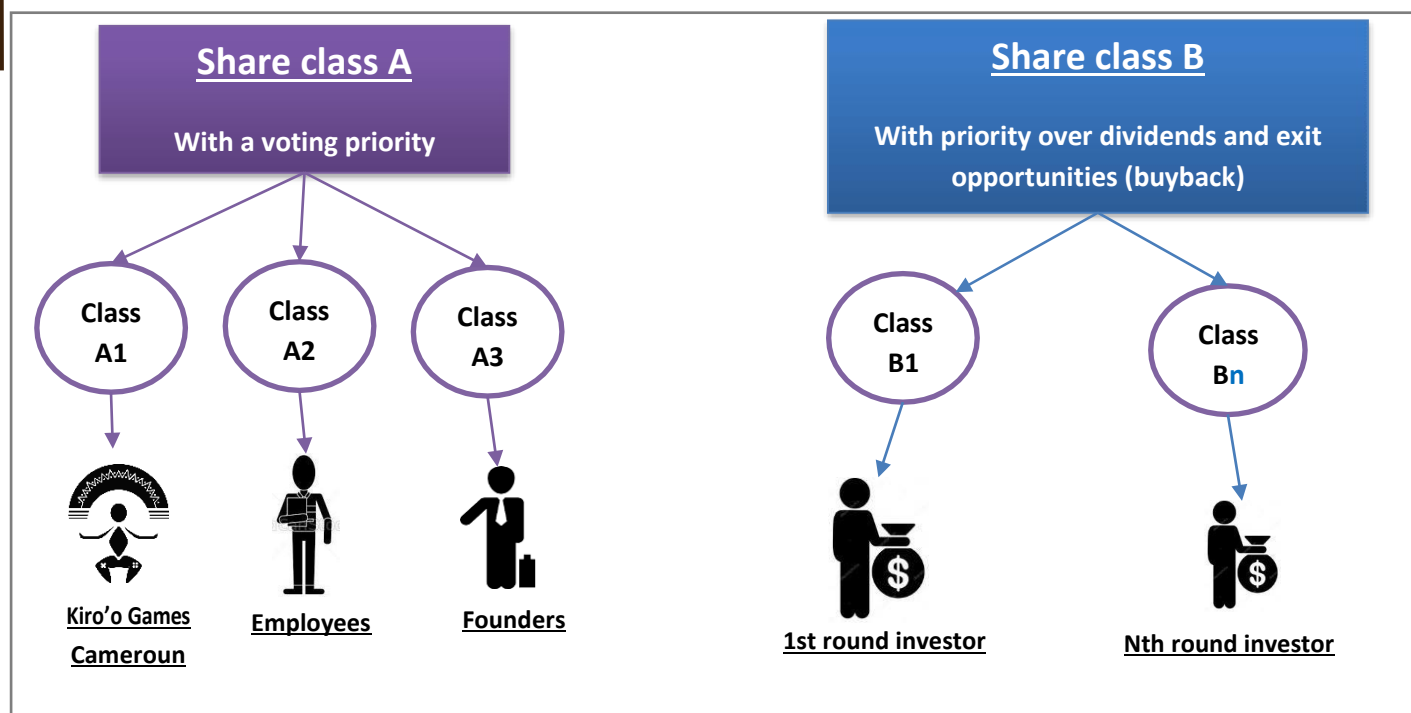
- Aurion KGF
- "Le Responsable Mboa"

4. CAP TABLE AND FUNDRAISING STRUCTURE

4.1. Cap table

4.1.1. Share classification






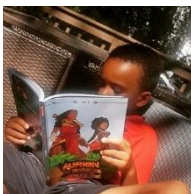



There are two types of shares in the capital of Kiro'o Games USA:



- Characteristics applicable to all share classes combined:
 - **Priority:** Priority refers to the fact that a share receives dividends or is entitled to be sold before another. On this basis and in general, two levels of priority can be distinguished:
 - Class B shares have priority over Class A shares
 - The subclass index gives the order of priority. For example, a subclass B1 share will have priority over a subclass B2 share, which in turn has priority over a subclass B3 share, and so on.
 - **Voting rights:** Each subclass of shares gives a more or less important voting right as per its definition (details in the following section).
- Features applicable only to Class B shares:
 - **The Preferential Multiplier (PM):** This is the multiplier to determine your **preferential income** in relation to your initial investment. If you have a MP of 3X, this means that Kiro'o will have to give you at least 3 times your amount of dividend investment.
 - **The preferential period:** As long as you have not received your preferential income, the founders give you a priority of their dividend until you reach the income in question

4.1.2. Kiro'o's fundraising traction

Here is a summary of the different fundraising round of Kiro'o since 2013:

Period and fundraising	Milestones
<p>Early Stage (2013-2017)</p> <p>250K USD</p> <p>En Equity Crowdfunding raised from more than 100 investors</p>	     <ul style="list-style-type: none"> - 1st PC game released AURION Legacy of The Kori-Odan. - Business Elearning website launched The Rebuntu Method. - Mobile games prototype "The Mboa Elite & Aurion KGF" - volume 1 of Aurion Comics in B&W.
<p>Seed Stage Phase 1 (2019-2021)</p> <p>We launched a fundraising round in April 2019 to raise 1M USD</p> <p>We have received so far 656K USD</p>	    <ul style="list-style-type: none"> - Recruitment and training of a new team. - Release of the first monetizable mobile game Aurion KGF. <ul style="list-style-type: none"> o 52K downloads. o Mobile Money In-App purchase business model validated in Africa (1400 USD de revenues). - Creation of our own customer management technology "Kiroo World" <ul style="list-style-type: none"> o o with a single account, each of our players has access to the entire catalog. o o We can communicate directly with our players via our server without intermediaries. o o Our ability to monetize different products has been multiplied. - Demo of the game The Elite of Mboa loved by the players <ul style="list-style-type: none"> o 18K downloads. o Review note at 4,4/5. - Opening of the first Kiroo Tchop Pub. - 2 Volumes of the Aurion Comic book released in color on Amazon (2K sales) - Signed deal for an Aurion animated Series.

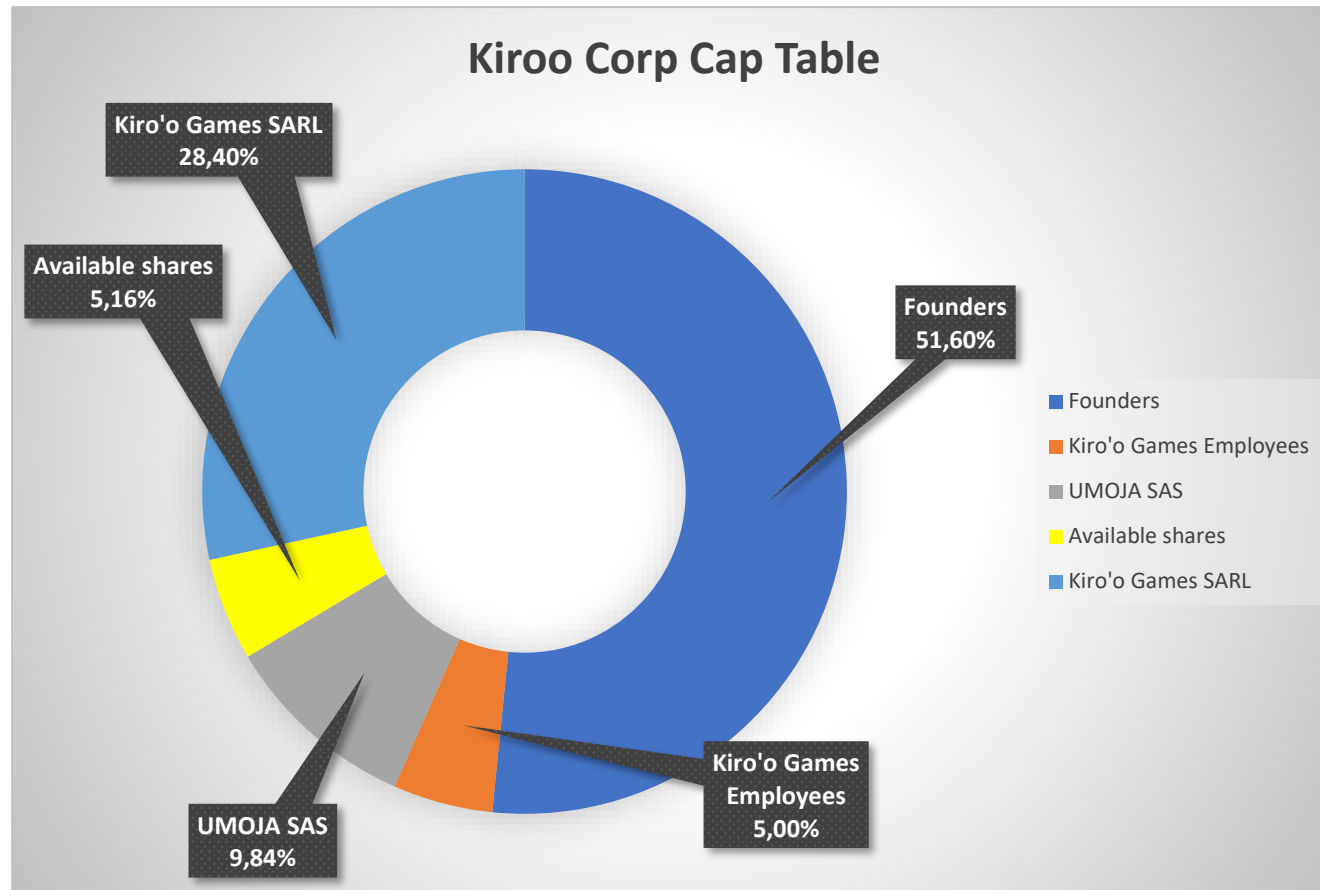
The current fundraising aims to complete the Seed Stage of 1M USD by raising the remaining 344K USD.

4.1.3. Current Kiroo Corp Capital table

The following table shows the breakdown of Kiroo Corp's shares:

Holders	Share class	Number of share	Percentage of capital	Voting Rights		Dividends right		
				Ratio	%	MP	MRP	%
FOUNDERS	A ₃	5 160 000	51,60%	4	78,45%	1	0,43	24,45%
Kiro'o Games (syndicating for 1 st investors)	A ₁	2 840 000	28,40%	1	11,46%	1	1	28,40%
Kiro'o Games Employees	A ₂	500 000	5,00%	2	4,04%	1	0,43	2,15%
UMOJA SAS	B ₁	983 718	9,84%	1	3,97%	3	3	29,51%
Available shares	B ₁	515 000	5,15%	1	2,08%	3	3	15,49%
TOTAL :		10 000 000	100,00%		100,00%			100,00%

- We give investors more rights over dividends and resale opportunities, but we retain control by having a higher voting ratio
- The founders who are seated in Kiro'o USA, have no voting rights or dividends at the level of KG Cameroon on KG USA table
- The shares you buy will be registered in a syndicate called UMOJA SAS, which will invest 500K USD based on our estimates
- **Definitions of the criteria for dividend entitlement:**
 - **Preferential Multiplier (MP):** If this ratio is 3, it means that you have priority to the dividend until Kiro'o has paid you 3 times your investment
 - **Preferential Income Multiplier (MRP):** If this ratio is at 3 for instance, it means that for each dividend distribution where you have priority, your percentage of capital is multiplied by 3 to define your maximum share of the annual dividends. The surplus is deducted from the founders' dividends



4.2. Fundraising Structure

4.2.1. Investment requirement

If you are reading this document, it means that you are a venture capitalist who is interested in investing in our company. As such, we are open to any proposal from you as to the structuring of the latter, knowing that our financing requirement is **344K USD**.

4.2.2. Dilution risk management

Talk about the entry of a new shareholder or new fundraising in series A and more, is also talk about the problem of the dilution of the founders and their involvement in the destiny of Kiroo Corp.

Being aware of this constraint, the founders want to specify that the most important thing for them is to keep control of the company through the decision-making process in order to have a hand on the vision and the execution of it.

That's why, as you will note in the capitalization table (section 4.1.1), the shares held by the founders have a voting rights multiplier of 4, which minimizes the impact of dilution on their control of the company. As an example, *although they have a capitalization of 51.60% on the current capitalization table, they have a voting right of 78.45% at this stage.*

Using this principle, the table below simulates the entry of a new shareholder with a dilution of around 10%:

Holders	Share class	Number of share	Percentage of capital	Voting Rights		Dividends right		
				Ratio	%	MP	MRP	%
FOUNDERS	A ₃	5 160 000	46,44%	4	75,08%	1	0,43	37,39%
Kiro'o Games (syndicating for 1 st investors)	A ₁	2 840 000	25,56%	1	10,97%	1	1	25,56%
Kiro'o Games Employees	A ₂	500 000	4,50%	2	3,86%	1	0,43	3,55%
UMOJA SAS	B ₁	983 718	8,85%	1	3,80%	1	1	8,85%
Available shares	B ₁	516 282	4,65%	1	1,99%	1	1	4,65%
New shareholders	B ₂	1 000 000	10,00%	1	4,29%	2	2	20,00%
TOTAL :		11 000 000	100,00%		100,00%			100,00%

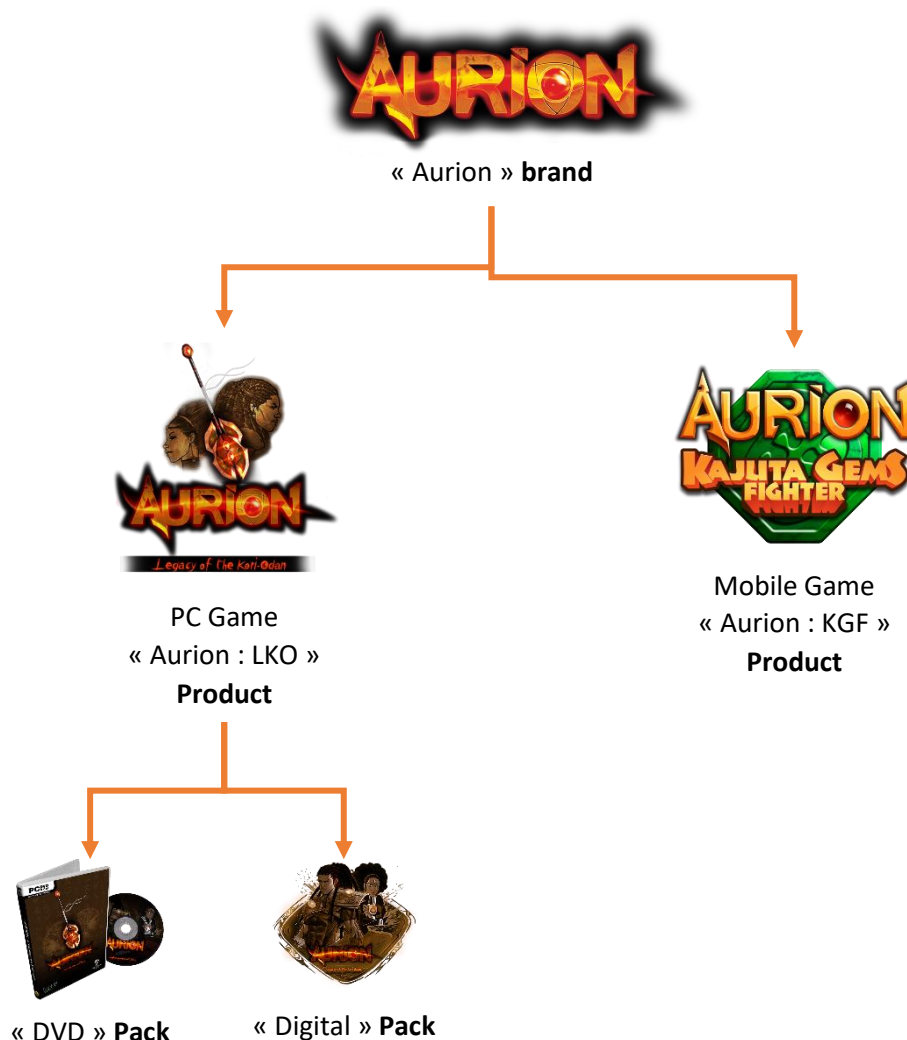
5. KIROO PORTFOLIO

5.1. Nomenclature

First of all, you should know how our products and services are organized:

- First, we have the brands
- Second, we have the products and services. A brand can have several
- Finally, the products and services may or may not be available in several packs. When they exist, the products and services in our catalog are made available to the customer in the form of a pack. Otherwise, the product or service is made available to the customer in its original form.

To illustrate this, we will take the "Aurion" brand.

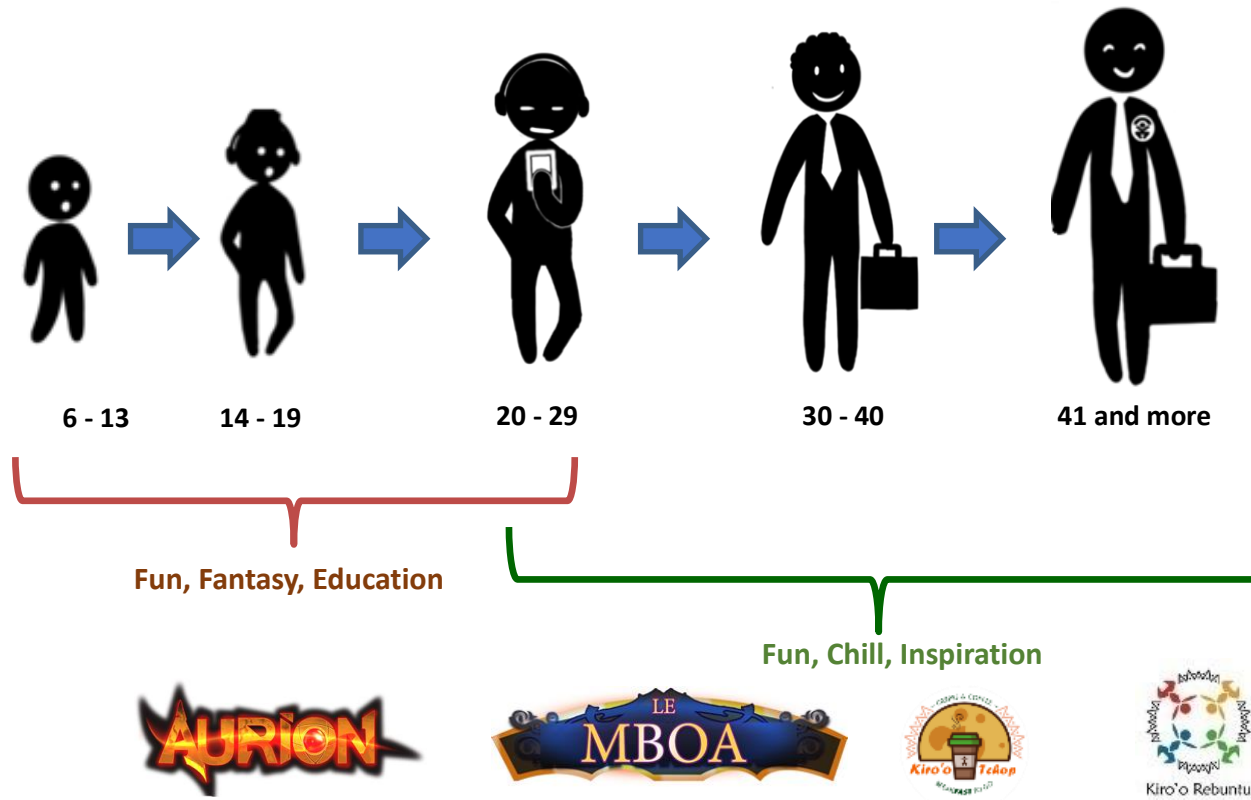


5.2. Products catalog

5.2.1. By brands



5.2.2. By brands



Our brands are built to be a part of
The entire life of an User

5.3. Products catalog

5.3.1. Already released



Product name: Aurion: Legacy of the Kori-Odan

Type: 2D Video Game

Synopsis: In the city of Zama, the king and queen, Enkwo and Ewineh Kori-Odan are crowned on their wedding day. But this happy day will be the beginning of their struggles, their trials and their journey to find the true meaning of the Kori-Odan Legacy.

First release date: April 2016

Platform:

- Released: PC ([store link](#))
- Upcoming: XBOX, PlayStation 4

Languages: French, English

Downloads: 106K

Cost to build: 217K USD (36 months of development, 20 persons)

Revenue to date: 173K USD

Turnover to date: 353K USD

Revenue potential for the next 3 years: 300K USD

- XBOX sales: 50K units at 3 USD each
- PS4 sales: 50K units at 3 USD each

Discontinuation strategy: We do not intend to remove the product from the market. However, Aurion is the first release of a trilogy. The second one is supposed to be released in the next two years, and the third one two years later.

Derivative products:

- Already done: Graphic Novel, Mobile Game
- Still available for partnership: Merchandising, Anime, Movie and the rest



Product name: **Aurion: Legacy of the Kori-Odan**

Type: Graphic Novel

Synopsis: Based on the PC Game

First release date: June 2019

Platform:

- Amazon ([store link](#))
- Afrikrea

Languages: French, English

Market:

- TAM : 50M
- SAM : 10M readers
- SOM : 100K Buyers

Metrics:

- Number of issues: 09 volumes
- Sold: 0.9K
- Viewers: 500K

Cost to build: 119K USD (2019 to date, 5-10 persons)

Revenue to date: 10K USD

Potential:

- Revenue for the released: 1.19M USD – 3.9M USD
- Upcoming issues: 162 Volumes
- Revenue for the upcoming: 34,13M USD – 102.5M USD

Derivative products:

- Already done: None
- Still available for partnership: Anime, Merchandising, Movies and the rest



Product name: Aurion: Kajuta Gems Fighter

Type: Match-3 RPG Game

Synopsis: Blast away, explode gems and fight powerful enemies in the fantasy world of Aurion. With over 100 replayable levels, play as Enkwo & Ewineh, collect all the Kajuta and restore the balance of Aurion.

[Click here to see the trailer](#)

First release date: July 2021

Platform:

- Playstore ([store link](#))
- Appstore (Upcoming)

Languages: French, English

Market:

- TAM: 700M (North America, Europa and Africa)
- SAM: 300M (North America and Europa)
- SOM: 2M ((North America and Europa)

Metrics (2022):

- Downloads: 176K
- Users: 92K
- DAU: 1K - 5K
- MAU: 15K - 45K
- ARPPU:
 - o Africa: 1.4USD
 - o USA & France): 9.12USD

Cost to build: 111K USD (24 months, 10 persons)

Revenue to date: 3K USD

Revenue potential: 8M USD

Derivative products:

- Already done: None
- Still available for partnership: E-Sport, Merchandising

Product name: « The Elite of Mboa »



Type: Mobile Game

Synopsis: A game targeted at young adults (18-35 years old) that humorously simulates the career of civil servants in French-speaking Africa.

[Click here to see the trailer](#)

First release date: August 2020

Languages: French

Platform: Playstore ([store link](#))

Metrics:

- Downloads: 49K, 88% pure organic (2022)
- Every player brings us an average of 5 new players by referral

Cost to build: 160K USD (18 months, 15 persons)

Revenue to date: Free

Revenue potential: 8M USD

Derivative products:

- Already done: None
- Still available for partnership: Merchandising

Parodic newspaper, taking up the news of the imaginary country "Le Mboa", news itself inspired by the real news in Cameroon and elsewhere in Africa.

5.3.2. Not released yet



Product name: **Aurion: Legacy of the Kori-Odan**

Type: Anime

Expected release: 2024

Derivative products:

- Already done: None
- Still available for partnership: Merchandising, Movie and the rest






Product name: **Caloo Hunter**

Type: Graphic Novel




Expected release: Not defined

Derivative products:

- Already done: None
- Still available for partnership: Mobile Game, Merchandising, Movie and the res

	<p>Product name: Caloo Hunter</p> <p>Type: Anime</p> <p>Expected release: Not defined</p> <p>Derivative products:</p> <ul style="list-style-type: none"> - Already done: None - Still available for partnership: Mobile Game, Merchandising, Movie and the rest
	<p>Product name: Buyam Sellam of Mboa</p> <p>Type: Mobile Simulation Game</p> <p>Expected release: Not defined</p> <p>Derivative products:</p> <ul style="list-style-type: none"> - Already done: None - Still available for partnership: Mobile Game, Merchandising, Movie and the rest
	<p>Amusement Park</p>

5.3.3. Other assets

 <p>Kiro'o Rebuntu</p>	<p>Fintech service that is currently limited to sharing the experience of Kiro'o Games in terms of self-entrepreneurship. The platform is supposed to evolve into a crowdfunding platform.</p>
 <p>Kiro'o World Divertir · Inspirer · Soutenir</p>	<p>Technology developed by Kiro'o and allowing:</p> <ul style="list-style-type: none"> - users to have access to all Kiro'o products through a single user account - to integrate any type of payment solution by Mobile Money in Africa, whatever the operator or the payment aggregator.
 <p>Kiro'o Tchop BREAKFAST TO GO</p>	<p>Africa fast food chain designed to offer our community of players a non-digital experience of the Kiro'o service as a reward for their use of Kiro'o products.</p>