



HOLOGRAMUSA

HologramUSA is the world patent rights owner of the Pepper's Ghost projection technique, a patent that has been defended across the world against the largest media companies, including Fox Television and Cique De Soleil. The same patented technique first gained popularity when the decades rap star Tupac appeared alive to stunned audiences world wide in a resurrection performance with Snoop Dogg at the Coachella Music Festival in California.

HologramUSA has partnered with the world's greatest brands including **Christian Dior, Verizon, Dodge** and **Anheuser-Busch** as well as licensing the technology to **Universal Studios Theme Parks**.

In 2016, HologramUSA orchestrated over 4,500 live projections across India over a period of 30 days in **the world's largest political campaign**, where HologramUSA successfully helped Nerinda Modi win the democratic election.

HologramUSA has also bought exclusive rights to some of the world's most notable dead celebrities including **Whitney Houston, Bob Marley, Roy Orbison** and over 20 other major names in differing genres of music and comedy.

HologramUSA has partnered with **Universal Music Group** to project their current living artists in live Hologram performances for stage and television, including Florida Georgia Line and The Band Perry with ABC Television (Disney) and Jimmy Kimmel Live!.

The demand and desire for Hologram performances is so strong that in 2017 HologramUSA is rolling out a **network of cinemas and theaters** fitted with its patented hologram projection system to convert theaters to live hologram performance platforms. Utilizing Internet streaming and global TV broadcast technology owned by HologramUSA through its owned and operated streaming sites FilmOn.TV, Cinemanow and OVGuide as well as its cable TV station FOTV, HologramUSA plans to roll out over **100 theater locations** across North America and abroad to project both live and pre-produced "resurrection" shows.

With expertise in marketing and merchandising, HologramUSA will playlist approximately eight (8) performances per location per day throughout the year. Each installation costs approximately \$350,000 USD, which HologramUSA provides debt finance for.

At a time when retail locations like shopping malls and theater chains are experiencing massive downturns in customer flow, HologramUSA has based its projections at the lowest benchmarks. We have not taken into account the popularity of the medium, nor the fan base of the show being projected, but have simply made assumptions based on theater industry standards at a maximum of 10% capacity at each showing. This does not include additional times used for private usage in sectors that include corporate, political, religious and education.

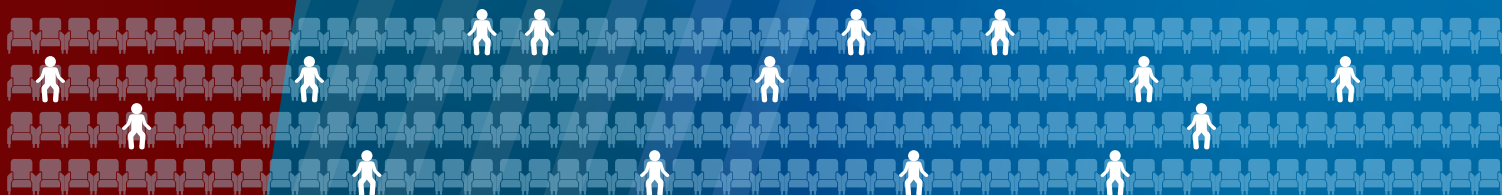
The location of each theater is in carefully selected to **maximize tourist footprints**, as well as advertising points of presence such as the Hollywood Walk of Fame, Santa Monica's 3rd Street Promenade, Branson Missouri, The Strip Las Vegas, Broadway New York, and Foxwood's Gaming Casino Connecticut. Our shows include live performances of living artists and speakers as well as resurrection shows, sporting events, festivals and more.

The further vision of HologramUSA is to integrate it with the social live streaming and chat platform developed by FilmOn TV, in order to integrate **fan based, user-generated content** to the performances.

Prior to expansion strategy **HologramUSA** (Nasdaq: HOLO) generates **\$30 million** in annual gross revenues from 3rd party services, as well as advertising sales from the internet and TV stations owned and operated by HologramUSA. On expansion, HologramUSA will execute its theater model similar to that of Imax Theaters, providing **custom content** to its patented projection technology systems.



150 THEATERS



200 SEATS PER THEATER AVERAGE • AT 15% CAPACITY



8 PERFORMANCES PER DAY • 335 DAYS PER YEAR [30 days for holidays & maintenance]



TICKET PRICE

[average]



TICKET OVERAGE

[estimated ticket sale overage]



MERCHANDISE

[gift store, concessions & personalized experiences]



ADVERTISING

[brand integration of products into shows]

$$\begin{matrix} \$3,408,000 & + & \$1,022,400 & + & \$1,022,400 & = & \$5,452,800 & \times & 150 \\ \text{[ticket sales per theater]} & & \text{[merchandise per theater]} & & \text{[advertising per theater]} & & \text{[revenue per theater]} & & \text{[theaters]} \end{matrix}$$



20%

< SALES COMMISSION
[ticket sales & distributors]

REVENUE SHARING >
[with theater owners]

50%



$$\$817,920,000 - 20\% =$$

\$654,336,000

GROSS PROFIT
IN ONE YEAR

NET PROFIT
IN ONE YEAR

$$\$654,336,000 - 50\% =$$

\$327,168,000