



– The next generation of location-based gaming

Welcome to iGotcha Studios. We are very excited that we are about to reach a major milestone and launch our first game. The company is in a great position for the next steps with a potential partnership with one of the most well-known sound hardware companies in the world, the chance of being featured by both Apple and Google as well as having an IP deal around the corner.

First, we will in the beginning of 2020 do a larger Series A investment round which will provide the foundation needed to reach out globally with this game and our upcoming

titles. Meanwhile we will also create a long-term IP agreement with one of the world's largest brands and at the same time continue to scale up our business through several other lucrative income streams within the gaming industry.

We are very excited for this journey and this folder will briefly describe our plan moving forward. Welcome to a world of opportunities.

BASTIAN GEISSLER
CEO

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BRIEF INTRODUCTION

iGOTCHA STUDIOS - THE NEXT GENERATION OF LOCATION BASED GAMING

- iGotcha Studios is launching its first game in Q1 2020
- Unique game idea: Mobile gaming is a strong and fast-growing industry, and location-based gaming (LBG) has been proven successful by the release of Pokémon Go during the summer of 2016. The unique take that iGotcha Studios brings to the table is the combination of a well-established mobile gaming genre with the new opportunity of location-based titles. This has given us the chance to create a game that has proven to attract a wide range of players. The game has been perfected during an almost one year long Soft Launch.
- The game is loaded with extra benefits for players and for iGotcha Studios:
 - For players, e.g. up-leveiling and out-of-reach purchases.
 - For iGotcha Studios, e.g. behavioural statistics and player movement control via campaigns.
- The team behind iGotcha Studios includes some of the best people in the gaming world:
 - Game release backgrounds include Hitman, Anarchy Online, and Cities: Skylines
 - Company backgrounds include Paradox Interactive, Funcom, StarStable and Inno Games.

MOBILE, APPS 'N' GAMES - THE MARKET

- Global mobile app revenue forecast for 2020: \$189 billion (businessofapps.com)
- There are 5.11 billion unique mobile users in the world today, up 100 million (2 percent) in the past year (wearesocial.com)
- With growth in line with overall app market revenues
 - 75% of mobile gaming revenues are in-app purchases – five times that of apps in general
- Pokémon Go is the biggest instant mobile app success of all time
 - 550mn downloads during first 80 days
 - \$470mn gross revenues during first 80 days
 - Peak revenue of \$16mn a day
 - iGotcha Studios is set to be the next big launch in location-based gaming

5.11 bn

unique mobile users in
the world in 2019

WEARESOCIAL.COM

READY TO LAUNCH

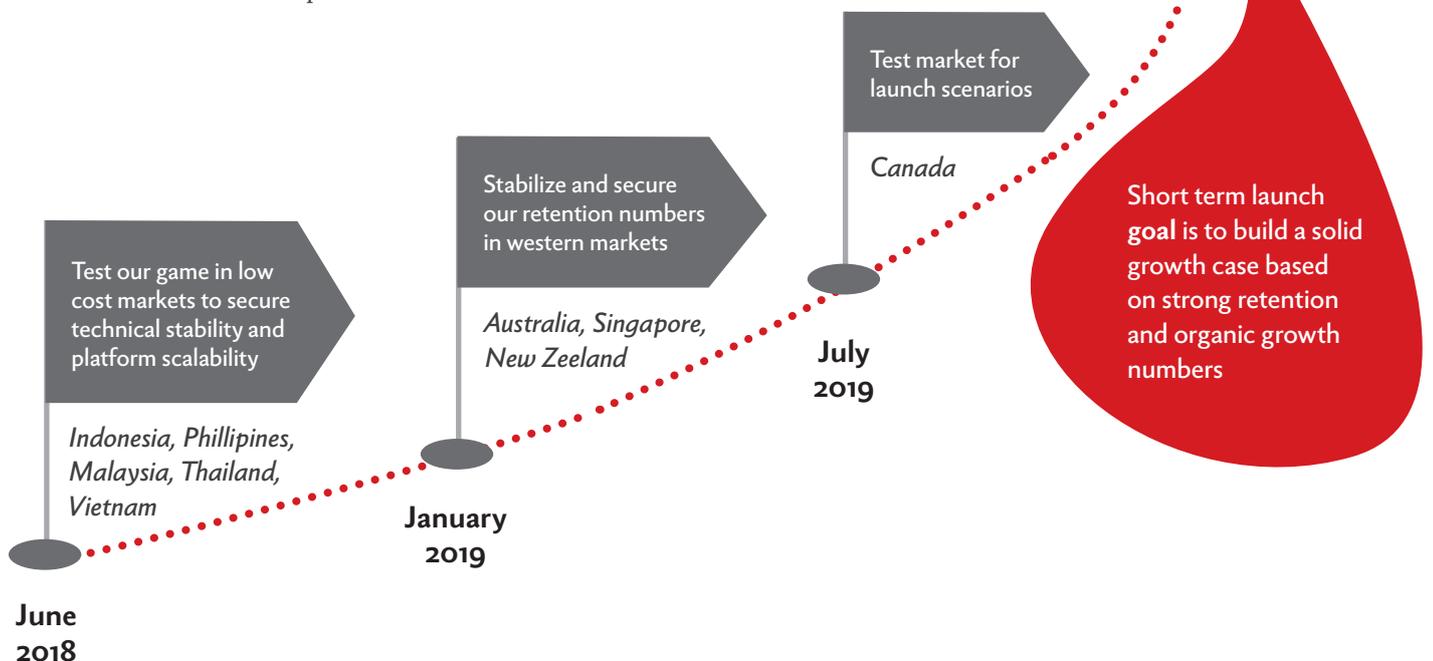
Target audience are casual players and consist of all genders. Soft Launched proved that target audience is well balanced.

Marketing strategy based on solid organic growth foundation and a mix of paid, earned, owned and partner channels

Q1 2020 – LAUNCH of our first game

WE ARE READY TO LAUNCH

In June of 2018, iGotcha Studios went into our first live markets where we tested the game and improved it based on data from our live players. This is called a Soft Launch. Knowing we couldn't take any shortcuts; our Soft Launch was structured in several important milestones.



OUR RATINGS

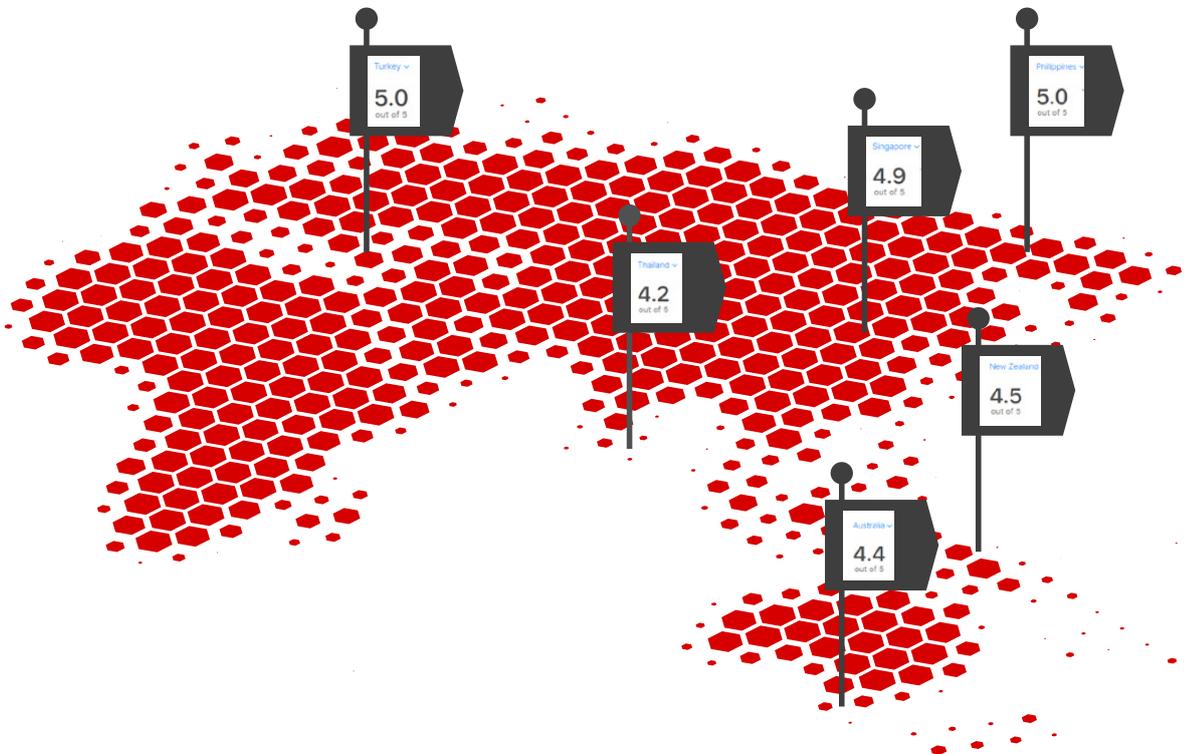
APP STORE RATINGS MATTER

Players provide ratings and reviews on the App Store to give feedback on their experience with a game and help others decide which games they'd like to try.

Ratings and reviews influence how our game ranks in search results and can affect whether someone downloads our game. Users can rate on a scale of 1 to 5 stars and we are very proud of our ratings based on the early stage we still are in.



Our App Store Ratings



BUILDING VALUE

New Games

- Development time cut considerably
- Reuse code base
- Cross platform marketing potential

Our Platform

- Cost efficient game production
- Licensed B2B revenue stream
- Unique top of the line architecture



Mobile Publisher

- Strong network and market experience
- Established concept for launching mobile games
- Solid platform and community for cross-promotion

IP-Games

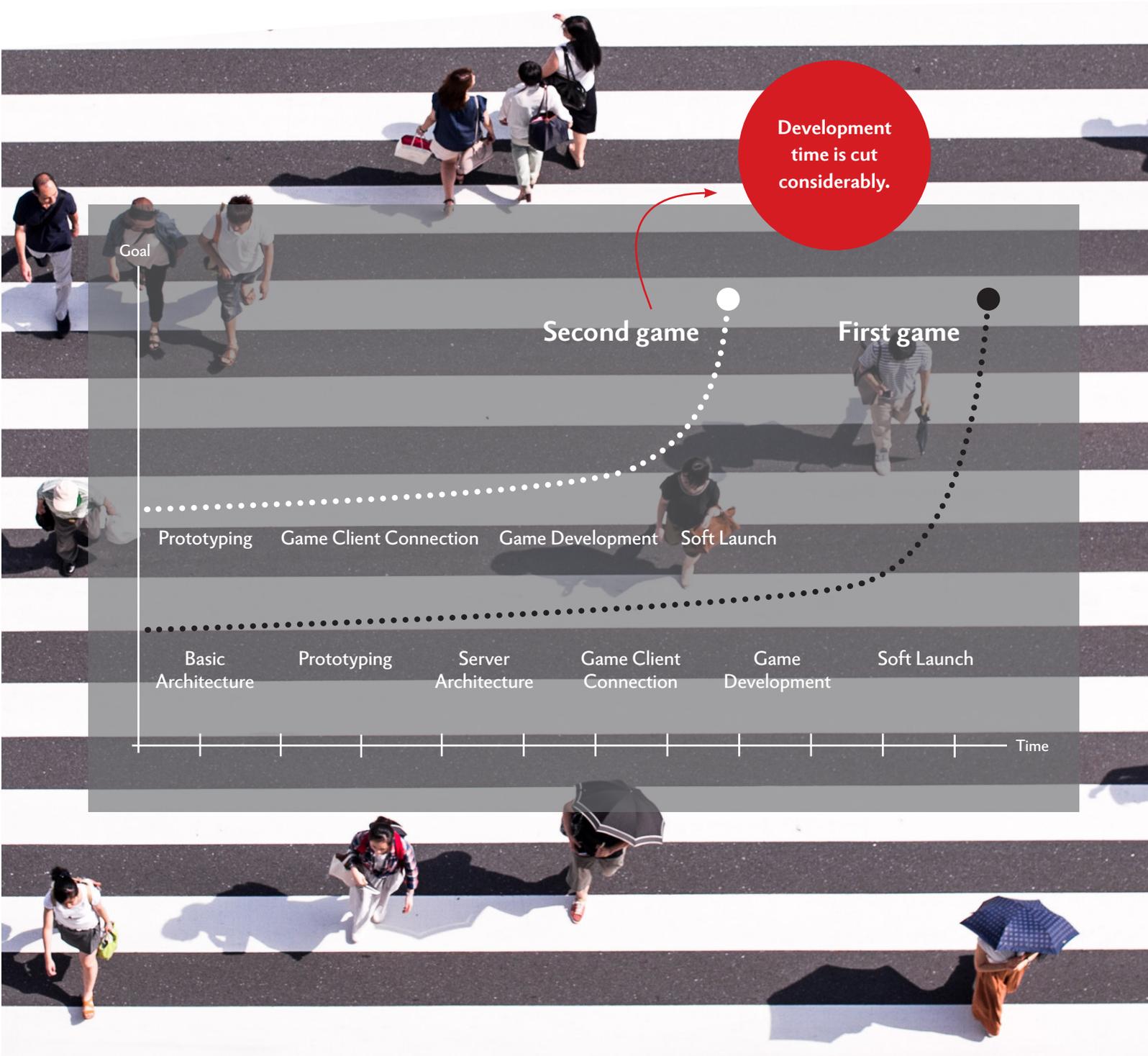
- Drive business, brand recognition and company value
- Unique location-based gaming approach
- Diversified portfolio for cross-promotion

NEW GAMES

BUILDING ON OUR PLATFORM

By having built a solid platform from which we can create and launch future projects, we have cut our development time considerably.

This gives us the opportunity to do rapid prototyping, easily testing ideas and theories and therefore lowering the risk of any project before it goes into full development while cutting actual development considerably.





IP GAMES

WHAT IS AN IP GAME?

IP stands for Intellectual Property but the meaning of it has become 'a well known brand'. When we say that we want to make an IP game, it means we want to make a deal with a well known brand and get the license rights to make a game based on their brand. Known location-based IP deals are Pokémon Go, Jurassic Park or the Walking Dead. All of these are big successes.

IP DEAL AS A VALUE ACCELERATOR

IP Deals normally act as very strong value accelerators. To make a game with one of the top brands in the world gets the attention of players, media and investors. A good example is the creator of Pokémon Go who raised \$35 million in a Series A investment after having signed the IP deal for the Pokémon brand.



Global mobile app revenue
forecast for 2020:

**\$189
billion**

BUSINESSOFAPPS.COM

OUR PLATFORM

CORE

Location-based gaming requires a server platform that is not normally used in mobile titles. When approaching this subject, we have decided to create an architecture that takes into account both the needs of a 'normal' mobile game as well as location-based gaming.

This gives us the chance to not only add more of our own games to this platform but later on productify it and create B2B revenue streams.

LICENSED B2B REVENUE STREAM

Creating and maintaining servers is a time and cost heavy endeavour. With the platform we have created today, we aim to offer other game development studios the possibility to connect their games with our platform. Their benefit will be a more cost and time efficient production while our benefit will be a B2B revenue stream and a diminishing cost overhead.



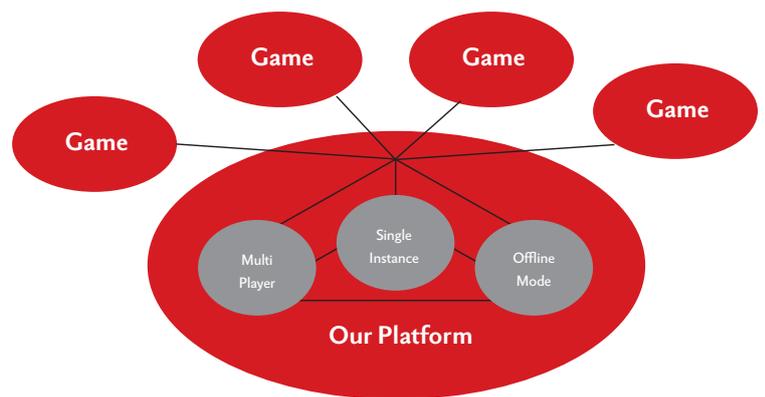
COST EFFICIENT GAME PRODUCTION

With our top of the line solid platform that we have built, we can now much easier, cheaper and faster create and launch future projects.

Development time is cut considerably.

UNIQUE TOP OF THE LINE ARCHITECTURE

Our architecture was planned and built in a way where we can add more and more games to the same server structure. Through this unique top of the line architecture, we have the possibility to add not only location-based games but create and launch a wide variety of mobile genres.



MOBILE PUBLISHER

WHAT IS A MOBILE PUBLISHER?

A mobile game publisher can help other game studios with valuable services like launching their games, monetization, app store optimization, and funding. In return, the Mobile Game Publisher gets a share of the games' revenues.

OUR EXPERTISE

As a growing studio launching our own games, we are building the very foundation needed to become a mobile game publisher. Our own games can serve as a platform from which we can help other games launch. Much like our server platform, we reuse what we already have and create new and lucrative revenue streams.



Market revenues:
46.7 billion
U.S. dollars 2018
WEARESOCIAL.COM

1.28 bn

mobile game
users worldwide in 2018

STATISTA.COM

COMPANY FUTURE



Fall 2020
Possible Exit
(Series A or B)

Q3 or Q4 2021
Launch IP game

Summer 2020
IP deal signed

Spring 2020
Develop IP talks

Q1 2020
Series A

Q1 2020
Launch

January 2019
Soft Launch

2019

2020

EXECUTIVE SUMMARY

IGOTCHA STUDIOS - THE NEXT GENERATION OF LOCATION BASED GAMING

- Our first game has been Soft Launch tested since January 2019
 - Continuously improved results in terms of player engagement, second day login and app store ratings
 - iGotcha Studios first launch will occur Q1 2020
 - Plan for iGotcha future value creation well underway
 - Second game already in planning phase; more coming
- Sharp negotiations regarding major IP rights ahead, i.e. for iGotcha to develop new game with world famous consumer brand backing
 - Opportunities to license our platform to other developers as well as to boost our role as mobile publisher
 - Investment round Q1 2020, with considerable valuation increase and major bank anchoring
 - Exit possibilities probable within 18 months



Global mobile app revenue forecast for 2020:

\$189
billion

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NOTES BY ATLAS CAPITAL GROUP

A very promising game developed by a company with the in-house experience to bring it to market.

A GAME READY FOR THE MARKET

The potential for iGotcha Studios is huge.

With a very promising game almost ready for market, and with a highly experienced team behind the project, the opportunities for the company look good. A number of challenges have been overcome in recent years, and with the company now in the final development stages of its first game, the issues that remain are mainly related to how well the game will be received by the public. Using already proven game concepts, together with location-based gaming, and making it a massive multi-player game is a bold move that could well be the start of a new trend in mobile app gaming. What also makes iGotcha Studios so exciting is that it has the in-house experience to develop this concept and bring it to market.

The gaming market is unique in the sense that experts worldwide agree on one thing: it is impossible to tell which games will be the next great money-makers. Some of the most valuable gaming apps in the world have been developed at very low cost and with no real thought of creating billion-dollar businesses, whereas some very expensive productions have been abject failures..

We certainly do not claim to know more than the experts, but considering that the total gaming market is virtually unlimited, and that the more specific Location-Based Mobile Gaming remains a new and fairly undeveloped market, our view is that the potential of the segment greatly outweighs the remaining challenges.

POTENTIAL TO BECOME A GLOBAL MARKET LEADER

The current valuation of the company is based on a number of previous capital rounds, and the estimated remaining cost of production and marketing of the go-to-market phase. This valuation is fair, but may well look ridiculously low in hindsight because the upside potential is huge once the company gets traction among the global players.

Another very interesting piece of information is that iGotcha Studios also has additional values related to the server solution, external publishing possibilities as well as additional games to be launched.

We are excited about the opportunity and our analysis is that iGotcha Studios has found and developed a very interesting genre with the potential to become a global market leader.

ABOUT ATLAS CAPITAL GROUP

Atlas Capital Group S.A. is an independent company that gathers information on investment opportunities and summarizes and provides this information to its shareholders and members.

Atlas Capital Group S.A. is designed primarily for private investors, companies as well as individuals, and is comprised of a limited number of investors. Each investor is personally invited, and Atlas Capital Group's recommendations and services are for members only. Atlas Capital Group is independent, with no ties to any other financial corporation.

EXCLUSIVE PROJECTS

Atlas Capital Group S.A. offers a number of investment vehicles that are tailored to our members' personal circumstances. These vehicles are exclusive to our members, and gives access to investments that are normally only open to

investors with very high net worth. Our products are open to all our members, and we focus on several investment types, including real estate, structured capital products and equities.

ACTIVE OWNER

Atlas Capital Group S.A. always strives to be an active owner in our investments, and we are often engaged with the boards of the companies we invest in. This is our way of guaranteeing that we always have influence and control of the development of our investment projects.

Atlas Capital Group S.A. has its head office in Luxembourg.

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