

Global Mobile Marketing Platform

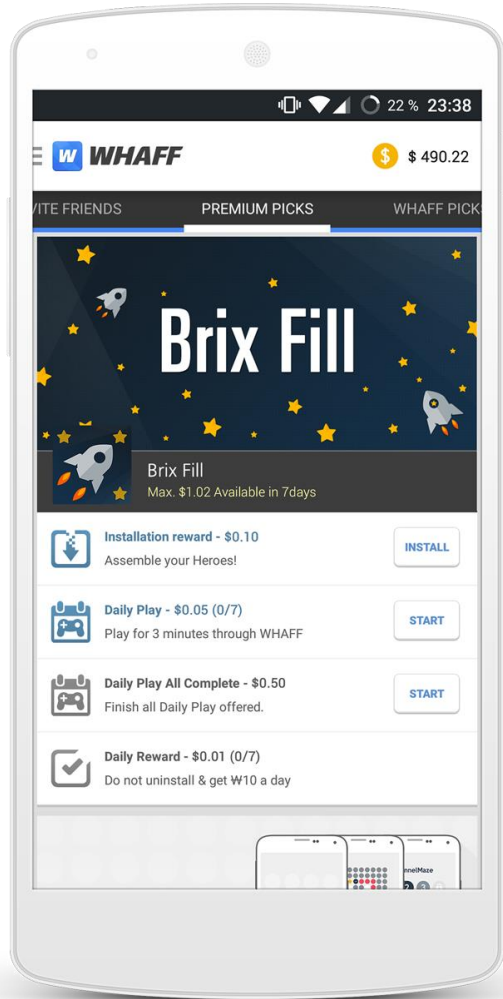
WHAFF

/ Content

- Global Mobile Reward App WHAFF
- Accurate Targeting Service
- Unique Reward System
- How Daily Play Works
- Successful Results (Stats)
- WHAFF vs Competitors
- Benefits of Daily Play
- Boosting and Customization
- Daily Package Prices

+ Global Mobile Reward App WHAFF

Increase the number of Actual Users and maintain top Market Rank!



/ Hit your target!

facebook-based Membership
Less false Information, More accurate targeting

/ Global and Popular Platform

Accumulated 5 million downloads (as of feb. 2016)
More than 1 million 'Likes' on WHAFF official facebook page
Serviced in more than 150 countries

/ In pursuit of new and unique Marketing

Equipped with distinct rewarding system, we are always enthusiastic to provide continual and lasting results

+ Accurate Targeting Service

Target your audience and Market your game effectively



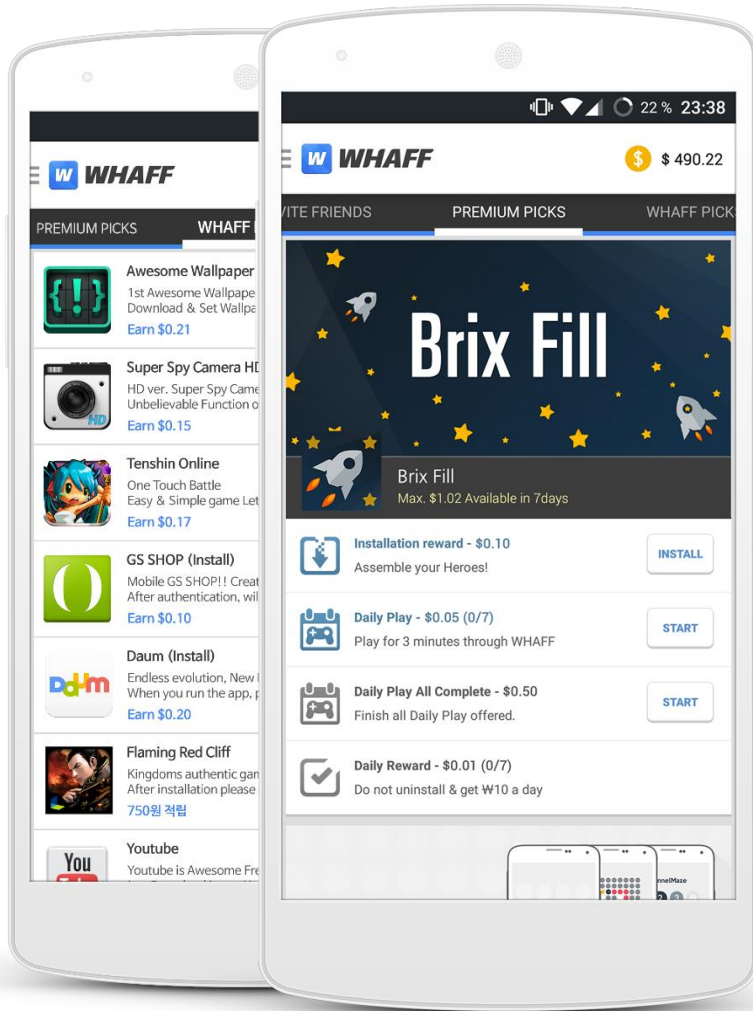
*Bullseye!
No More Falsified and misleading marketing!*

Our Targeting System has 95% Accuracy Level

Based on facebook Statistics

+ Unique Reward System

The total marketing solution



/ Cherry picker Prevention

Want retention rate?

Encourage users to stay dedicated with daily rewards

/ Growth of Actual Users

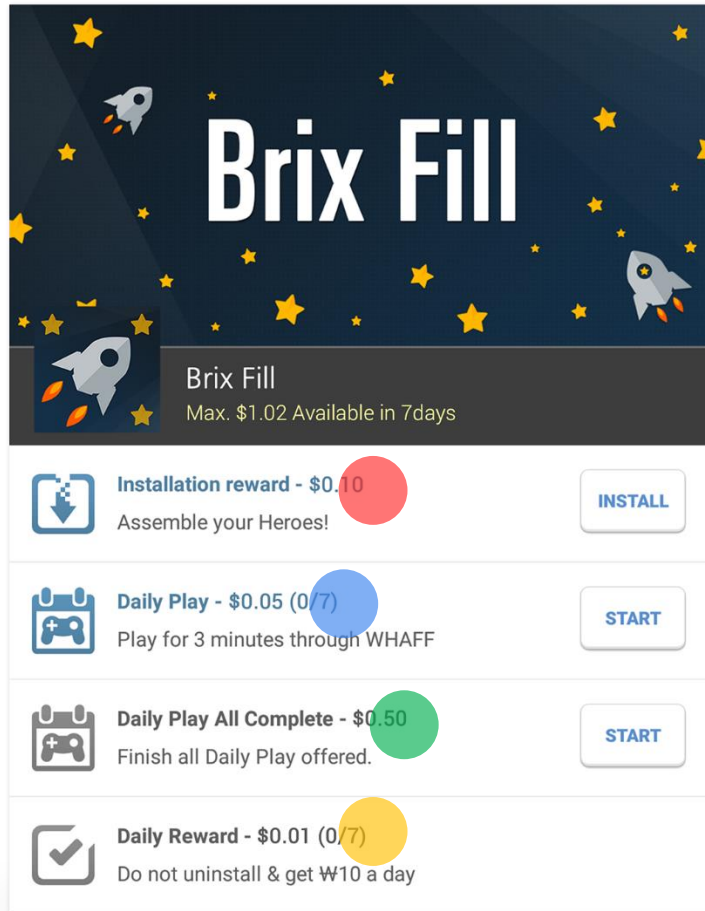
Let the users decide for themselves to keep playing or Not by providing affluent and charming experience of The gameplay or utility runs.

/ Easy-to-use

Use WHAFF's services whenever, wherever without confusing SDK or extra installations

+ How Daily Play Works

Daily Play rewards users in three ways: Installation, Playing and Maintaining



/ Installation Reward

Rewarded after a user installs and app

/ Daily Play Reward

Rewarded daily after 2 minutes+ of running your app

/ Complete Reward

Rewarded when a user complete all Daily Play offered

/ Maintaining Reward

Rewarded daily for keeping the app on the user's device

+ Successful Results (Stats)

Years of experience and dedication prove effectiveness of Daily Play

/ The Effects of Daily Play

App Annie

Highest Ranks	←	Games	Game Action (Games)	Game Arcade (Games)	Game Music (Games)
# of countries - rank 1 reached		0	0	0	9
# of countries - rank 5 reached		0	1	0	26
# of countries - rank 10 reached		0	1	1	69
# of countries - rank 100 reached		3	12	26	101
# of countries - rank 500 reached		22	84	98	101
# of countries - rank 1000 reached		25	89	99	101

Highest Grossing	Casual (Games)
# of countries - rank 500 reached	7
# of countries - rank 1000 reached	8

+ WHAFF vs Competitors

WHAFF offers you a whole new paradigm



VS



Accurate Targeting
Covers audience of all ages
(accumulated 5 million downloads)

Highest Retention Rate
Biggest Exposure of the App
(Installation, Opening, Playing and Maintaining)

Inaccurate Targeting
Needy Youth
Low Retention Rate
Less Exposure of the App
(Installation and Opening)

+ Benefits of Daily Play

Daily Play helps you get better ranks in Google Play

/ Google Play Rank Algorithm

The followings are the factors that impact app rank according to the article about the app store rankings formula by Alex Walz*

- Average app store rating
- Rating/review volume
- Download and install counts
- Uninstalls (what **retention** and churn look like for the app)
- App **usage** statistics (how engaged an app's users are and how frequently they launch the app)
- Growth trends weighted toward recency
- Keyword density of the app's landing page

We have analyzed that install-and-delete pattern of conventional CPI model doesn't do much for your app rank.

Having long-time active users is important to increase your app rank.

* Deconstructing the App Store Rankings Formula with a Little Mad Science, Alex Walz
<https://moz.com/blog/app-store-rankings-formula-deconstructed-in-5-mad-science-experiments>

+ Benefits of Daily Play

Daily Play will play 2 roles : Booster and Anchor

Booster

When you start your campaign, Daily Play will boost your app rank by providing many active users instantly.

Anchor

If your app rank were to go down, Daily Play will play as an anchor to haul it back from a rapid fall.

+ Boosting and Customizing

You can boost and customize your campaign in any way

/ **Boost**

- You can get a upper place to boost your campaign by bidding.
- Seats on our offer wall are placed by rate, so the campaign with the highest rate gets the top seat.
- We know from our experience that user consumption pattern starts from top to bottom.
- The campaign with the top seat will draw more volume and attention.

/ **Customize**

- Decide for yourself the period of days for Daily Play and Daily Reward
- Decide on your budget based on the number of users you want to target

With our distinct system, rest assured that your campaign will be run safer and more efficient than simple CPI and CPA marketing. Join WHAFF now and break the status quo.

+ Daily Package Prices

Start global mobile marketing with WHAFF now!



/ Daily Package

CPI : \$ 0.20

Daily Play : \$ 0.10 / day (min. 2 days)

Daily Reward : \$ 0.02 / day (min. 2 days)

+ Thank You!

<http://whaff.com>

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