Business Plan summary

Kiro’o Games
Game & Spirit Design

- Main Promoter, CEO Kiro’o Games & MADIA LTD: MADIBA Guillaume Olivier
- Contact Main Promoter, CEO Kiro’o Games & MADIA LTD:
  - Mail: madiba@kiroogames.com
  - Mobile: +237 6 70 73 13 14
- Activity sector: Information technology, entertainment and culture.
- Kiro’o Games Studio email address: contact@kiroogames.com
- Kiro’o Games Studio website: www.kiroogames.com
- Project Location:
  - Location: Cameroon
  - Targeted operation area: Europe, USA, Africa

Under the Patronage of

(*)This document is a summary of the Business Plan. This is an English translation of the original French document.
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**A - CONTEXT AND OPPORTUNITY**

**Some key figures**

- The making of a decent average game requires about **4 to 5 million dollars**. Kiro’o Games needs **less than 1 million dollars**, a quarter of the above amount for equipment and good local working conditions.

- More than **400 million** video games were sold worldwide between 2004 and 2012.

- In a segment of **10 million players**, for games like AURION, we target just **140 000** and forecast about a **200% profit margin**.

*Currently, video games are sold through the web or online shops. This saves the need for shipping and costs of industrial production for physical media (CDs, Cartridges, etc.)*

The video game industry is currently undergoing a multi-faced crisis related to lack of creativity, diminished interest from the public in addition to the worldwide economic crisis which commands costs reduction and much needed innovation.

This looks like a complex equation for modern creators who are striving to bring something new but with old recipes already known. Gamers worldwide are pretty bored playing the thousandth version of the game featuring the typical ninja, elf or troll. It gets harder to keep standing on the scene so to speak.

In addition to this, it has been observed that Gamers (real ones) long for some deeper aspect, some kind of meaning beyond the usual only-entertaining mode. It would be interesting to launch a spiritual genre which through gaming would trigger personal growth and would not just be a new toy.

That’s where MADIA and its partners come on the scene with the «**Kiro’o Tales**», as proponents of a new genre that would establish an African basis to the video game industry in need of a breath of fresh air.
The goal of the Kiro'o Project is to create a new genre of media works with an initiation vocation inspired by the African Culture. However, the Project's ambitions and vision go beyond a mere sterile allegation.

In actual fact, to showcase its pertinence, its importance in the promotion of our culture and especially its innovative nature in its conception as well as its perception, we will have to produce the first works of the genre with the video game as prominent media.

Creative process based on the Kiro'o Tales

- **Kiro'o Tales**: it refers to a narration and Game design methodology that Olivier MADIBA and his collaborators decided to formalize. Beyond defining new rules to create attractive and immersed virtual worlds, Kiro'o Tales is particular because it lays emphasis on **existential lessons of life** that the players must learn. This methodology offers a magnified vision of African Myths and Traditions with the goal of making them accessible and attractive for all. **Kiro'o Tales is the subject matter of an essay novel**

- **The Kiro'o Games Studio**: It is the company to be at the heart of the project that will be constituted of local and continental human resource; thus, enabling a competitive production cost in comparison to foreign projects in the same sector.

- **AURION game project**: A series of games (02 components and 03 versions) defined from the studio's inception to exploit the Kiro'o Tales genre.
C. GLOBAL STRATEGY OUTLINE

The current phase of the project (in development since 10 years) is expected to last 5 years from January 2014 to December 2018. However, the first game will be launched in beginning 2015; allowing one year to evaluate the profitability of the project.

This section summarizes the project's general calendar.

- **Draft phase: December 2013 – Beginning 2015:**
  - Creating **AURION 1.0**: a low budget PC game, marketable at very low price and sold on the internet (by downloading on specialized website);
  - Assessing the success of the Kiro'o genre with the target (at minimized risks).

- **Seeking financing for the effective project (First 08 months of 2015)**
  - Seeking massive and punctual financing for **AURION 1.5** of higher scale (1 million Euros);
  - Finding an editor for a more effective penetration of the market.

- **Realizing the game **AURION 1.5** on PlayStation 4, XBox One, wii U and PC (2016-2017):**
  - Realizing a game of average scale;
  - Creating paying or free downloadable contents (DLC);
  - Creating mobile games and free tablets based on the game’s off series;
  - Writing a book on the Kiro'o Tales methodology and promoting the new genre by creating a buzz around the unique initiative in Africa.

- **Realizing the game **AURION 2.0** on Play Station 4, xbox One, wii U and PC (2018)**
  - Browse on the wave of success derived from the two first games to realize the conclusion of the scenario;
  - Enlarge the studio if necessary.

Our overall strategy can be represented as follows:
Analyses and conceptions of AURION 1.0

Finalizing the Scenario and Game play for final version of AURION 1.0

Realising AURION 1.0

Distributing the game AURION 1.0

Finalising the Scenario and Game play for final version

Creating a community of fans

Seeking financing to open the Kiro'o Games Studio

Opening a Kiro'o Games Studio in the form of a profit-making project

Recruitment

Upgrading the staff

Finding game editors and investors for the Kiro'o Games Studio

Finding game editors and investors for the Kiro'o Games Studio

Effective recruitment of the studio for AURION 1.5

Installing equipment, mastering tools and realising AURION 1.5 & AURION 2.0

PHASE 1&2
(2013- Beginning 2014)

PHASE 3
(Mid 2014- Mid 2015)

PERSPECTIVES
(Mid 2015-2018)
D. KIRO’O TALES: THE GENRE THAT WILL PROPEL THE AFRICAN CULTURE

Kiro’o Tales is a creative medium that Africa is going to launch on the multimedia scene (games, films, cartoons, etc.) internationally. It stands on two poles:

- **Narration:** creating universal stories from an African perspective.
- **Techniques:** Innovations in the area of visuals sound and gameplay (rules) for video games, films, etc.

- **Kiro’o Tales is a subject to an essay novel** that will present this method under the scrutiny of worldwide media experts.

We expect the following:

- **Incidence on the African culture:** generally considered as “exotic” by many foreigners, the potentiality and narrative methodology, and even the universal pedagogy the Kiro’o will offer a new look and a new means of drawing inspiration from it. This could reignite growing interest for African culture manifested through journeys and books bought in Africa.

- **Improving the quality of African creations:** It has been observed that young Africans creators often lack imagination. They seem to stick to simplistic imitations of existing works or African tales. With the Kiro’o, they have the opportunity to graduate to another level so to speak.
E. CONTRIBUTION AND INCIDENCE OF THE PROJECT

The benefits of the project can be summed up as follows:

- **For the founders**
  - Fulfilling of a ten year old ambition;
  - Self-employment in addition to living one’s passion;
  - Improved self-esteem from contributing to Africa’s pride;
  - Prosperity.

- **For Africa and its cultural icons**
  - Opening a new cultural outlet awaiting only talented individuals (technology is available);
  - Opening and using a media for the transformation of the best African cultures and reinforcing the continent’s voice in the constrictive exchange between people;
  - Establishing a new creative base geared towards the sublimation of local traditions and myths via virtual worlds (Kiro’o Tales).

- **For the video game industry**
  - Low-cost, low-risk innovation;
  - New creative landmarks for a wider present and future audience;
  - Growing pool of African consumers.

- **For investors**
  - Low risk investment, (compared to average investments in the sector).
  - With an expected turnover of almost 6 million de Dollars over 2 years, we guarantee over 150% of returns in case of success. Our estimations are based on simulations of the worst outcome and a pragmatic approach.
Here is a summary of our current achievements:

**2002-2005: First amateur studio and first version of AURION**

- Amateur studio MCS (Madibao Corporation Studio) from his time of university.
- 2 versions of AURION, demo and Fan Game
- The 2nd version was a hit on the amateur RPG Making scene with its innovative Gameplay which in terms of dynamic ideas exceeded existing professional games of the same kind.

![Screenshot from the 2nd version of AURION in 2003-2005, RPG which featured untold Tactical QTE phases](image1)

**2007-2010: Intensive training in Game design and creation of MADIA**

- Penning the scenario and AURION’s central Gameplay in accordance with Game design rules.
- Creating amateur works (mini cartoons, etc.) to get acquainted with the techniques of professional Game Design.
- Launching MADIA and earning practical experience in project management.

**2011-2012: Creating a model version of AURION 1.0 and the birth of Kiro'o**

- Creating a model version of AURION 1.0
- Huge interest from the original fans
- Birth of the Kiro'o concept and writing the project with professional prospects in mind.

![Images from AURION 0.5 (made in 2012)](image2)
April 2013- May 2013: Sponsorship and launching conference in Cameroon

- Endorsement from the Ministry of Arts and Culture

Pictures from the two conferences in Cameroon, on the left the main promoter with Her Excellency the Minister of Arts and Culture; on the right lecture room at the GICAM’s

- Two launching conferences in Yaounde on May 10, 2013 at the Hilton hotel, in Douala on May 17, 2013 at GICAM. These two conferences featured:
  - More than 180 guests (Officials, journalists, cultural icons, etc.);
  - Ongoing media coverage local and abroad;
  - Increased trust from our partners;
  - Gathering a local pool of investors.

Some national press clippings, Cameroon Tribune on the left, Mutations on the right
May 2013- September 2013: Pre-studio and media hype

- 80% of necessary human resource pre-recruited;
- Intense communication and very good feedback from international players on the Kiro’o concept:
  - Prototype images designed
  - **11 publications in print media** including one full page in LE MONDE Magazine - Eco&Entreprise
  - **31 web articles** on us in the general and specialized video game press
    - 24 in French
    - 6 in English
    - 1 in Polish
- Setting up a personal fund raising procedure by private-equity and international prospection (equity crowd-funding)
- Project selected in **Venture Capital for Africa (VC4AFRICA)**, batch of September 2013

![Working session with the team in pre-studio](image1)

![Press Clipping in LE MONDE Magazine](image2)
Prototype Images (2013) showing aspect of the game in real time
October 2013 - November 2013: Installing the studio

- 24 investors around the world: Cameroon, France, Canada, Italy, USA, etc.
- Over 30% of financing needs raised;
- Studio equipped and functional for the beginning of effective work on AURION 1.0.

Pictures presenting studio work-site
December 2013: Launching the studio for AURION 1.0
Some Screenshots (2014) of Aurion 1.0

Title screen: Enzo and Erine looking at Zama from a distance...

Official cover of the game, showcasing the project on different communication

A combat phase

Facebook page: http://www.facebook.com/AurionheritageDesKoriodan
In 2014: Wide media coverage of Kiro'o Games and expanding business network

*Kiro'o Games was exhibited at the ceremony of the 20th anniversary of the World Trade Organization*

**Specialized Video- Game Media**

*Kiro'o Games: recognized as one of the references on the scene of African Video Games*

*USGAMER* is one of the most popular American video game websites

*Kiro'o Games has a Technical Sheet on JeuxVideo.com the most popular francophone video Games Web site*
G. OUR CURRENT SUPPORT AND PARTNERSHIPS

As of today, the Kiro’o Games studio project has managed to attract support and attention from:

<table>
<thead>
<tr>
<th>Names</th>
<th>Job, organization and country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mme AMA TUTU MUNA</td>
<td>Minister of Arts and Culture of the Republic of Cameroon</td>
</tr>
<tr>
<td>KWEMAINE Roland</td>
<td>Chairman Go Ahead Africa (Cameroon)</td>
</tr>
<tr>
<td>RYSSEN Michael</td>
<td>Senior Software engineer à UBISOFT (France)</td>
</tr>
<tr>
<td>Joseph Saulter</td>
<td>African-American musician, actor and video game designer</td>
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<tr>
<td></td>
<td>Co-founder of The Urban Video Game Academy</td>
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<td></td>
<td>President of the DeKalb Council of the Arts</td>
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<td></td>
<td>chairman of the Diversity Advisory Board at the International Game Developers Association</td>
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<td></td>
<td>full-time faculty member at the Art Institute of Atlanta in the field of audio production</td>
</tr>
<tr>
<td></td>
<td>CEO of Entertainment Arts Research which is the first African American-owned 3D video-game development company in the United States</td>
</tr>
<tr>
<td>YAKAN A Ziem David</td>
<td>General Manager ONG CAFOR (Cameroon)</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.cafor-ong.org">www.cafor-ong.org</a></td>
</tr>
<tr>
<td>Pr NJOH MOUELLE Ebenezer</td>
<td>Cameroonian Philosopher and politician (Cameroon)</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.njohmouelle.org">http://www.njohmouelle.org</a></td>
</tr>
<tr>
<td>Dr Cécile Marie Istasse - MOUSSINGA</td>
<td>President AMMAWOULI (France)</td>
</tr>
<tr>
<td>IYODI Dieudonné</td>
<td>Writer of the Serial MBÔMBÔLE Chair of the Strategic Council to African States (Cameroon)</td>
</tr>
<tr>
<td>NKOUAMOU Robert</td>
<td>Manager COLORIX printing (Cameroon)</td>
</tr>
<tr>
<td>IYODI Hiram</td>
<td>National President - Synergie de la Jeunesse Camerounaise / Association des Jeunes de la CEMAC (Cameroon)</td>
</tr>
<tr>
<td>MUKAM Sankara Olivia</td>
<td>National President Harambe (Cameroon)</td>
</tr>
<tr>
<td>LINGE Idriss</td>
<td>International communicator / Journalist (Cameroon)</td>
</tr>
<tr>
<td>DANEDJO FOUBA Dorothy</td>
<td>Journalist MINCOM and international blogger (Cameroon)</td>
</tr>
<tr>
<td>GWET Meïnna</td>
<td>Senior Analyst to the National Bank of Canada (Canada/Montreal)</td>
</tr>
<tr>
<td>OWONA Marylène</td>
<td>Social Network Manager / Member OSEZ L’AFRIQUE (France)</td>
</tr>
</tbody>
</table>

Among many others from different walks of life who connected to us in many different ways. We have also gathered support and recognition from the amateur community of video game developers.
H- GUESTBOOK EXTRACTS

Here is what they said:

“Fostering the essence of universal wisdom with simplicity but intensity that can only to be found in African tradition”

Ama TUTU MUNA
Minister of Arts and Culture Republic of Cameroon

« With the youth growing disinterest in inner values, the Kiro’o represents an efficient medium for the transmission of our rich, beautiful and proud culture. »

Dr Cécile Marie Istasse–MOUSSINGA
President AMMAWOULI (France)

« The low cost, associated with inspired and realistic ideas, allows this project to turn our weaknesses into strengths. »

YAKAN A ZIEM David
National Manger ONG CAFOR (Cameroon)

« Kiro’o tales is an African-instigated meeting of cultures and an efficient means for presenting a different side of our continent, by promoting its deeper ideology, so as to inspire growth in everyone. »

IYODI Hiram Samuel
National President - Synergie de la Jeunesse Camerounaise / Association des Jeunes de la CEMAC (Cameroon)

« The establishment of an African video game development studio is a sublime opportunity to apply economic rules in order to attract new investors and associated returns. »

GWET Meïnna
Senior Analyst at the National Bank of Canada
Founder of Bobby Finances (Canada/Montreal)
I- PRESENTATION OF MADIA

MADIBA Guillaume Olivier, currently 29, is an IT Analyst and a young Cameroonian author. He is the co-founder of MADIA, a two-headed entity: an association and a company. The MADIA Group offers IT solutions (web essentially) for private individuals and companies in Cameroon and Africa.

<table>
<thead>
<tr>
<th>MADIA key figures</th>
<th>Some references</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 7 years in existence</td>
<td><a href="http://www.ketch-btp.com">www.ketch-btp.com</a></td>
</tr>
<tr>
<td>- More than 25 clients</td>
<td><a href="http://www.paness.net">www.paness.net</a></td>
</tr>
<tr>
<td>- 20 customized web sites realized</td>
<td><a href="http://www.sodecao.cm">www.sodecao.cm</a></td>
</tr>
<tr>
<td>- Over 40 complete projects in total (web sites, logo, consultancy, etc.)</td>
<td><a href="http://www.enstp.cm">www.enstp.cm</a></td>
</tr>
<tr>
<td>- 1 international project currently funded by la francophonie: PANGAYA started 2 years ago</td>
<td><a href="http://www.fafed.org">www.fafed.org</a></td>
</tr>
</tbody>
</table>

Evolution and Structure of MADIA
**J. SUMMARY OF CALL FOR INVESTMENT**

**IMPORTANT NOTICE:** The term “share” in this document refers to a thousandth (1/1000) of the Capital of the Studio Kiro’o Games and not to stock exchange shares, hence their evaluation. These shares could eventually be transformed into “stock shares” on prorate basis and depending on the strategic choices of the Company that is being created.

1. Type of shareholders

**Type of Shareholders**

- **KIRO’O GAMES CORE SHAREHOLDERS:** These are perpetual shareholders of the studio. The share capital of the project / studio is divided into 1000 shares consisting of:
  
  - **(450 shares) 45% to Promoter Shareholders:** consisting of
    - The legal entity MADIA SARL that has incubated the project.
    - Individuals who created the project excluding MADIA.
    - Collective shareholding for future employees (not shareholders) of the KIRO’O GAMES Company.
  
  - **100 shares (10%) to studio auto-investment:** to manage inter fundraising period.
  
  - **450 shares (45%) to Investor Shareholders « ORIGINS »:** These are those who have contributed financially to the initial creation of the studio in 2014/2015.
- **AD HOC SHAREHOLDERS:** These are the shareholders who invest solely on a project (game) of the studio. In general they will be responsible for massive investments (> = 500 000 Dollars) and shall reap the largest benefits of joint projects. Ad hoc shareholders are composed of:
  o Video Game Editors.
  o Big private investors.
  o National or international Investment Fund etc.

The distribution of 45-10-45 in The Core of the studio is only valid when there are ad hoc shareholders. For the first game, ORIGINS shareholders have the largest share of the profits (80%) since they carry all the risk

2. Investment opportunity

The Kiro’o Games Studio's business opportunity mainly relies on **two advantages that its local currency the F CFA gives it** on the international market that represents our target market:

- Producing locally at low cost: production costs are **relatively low** compared to video games produced out of the continent;

- Selling on the international scale (even at low price) consequently leads to a **relatively significant turnover**.

- Buy 1 share Kiro’o **in 2014** at **400 000 FCFA** that is **$770/ 610€**.
- Get a **potential profit** of **1 609 995 FCFA**, that is **$3 095**.
  (400% profit margin) by the **end of 2018**.

The “**ORIGIN Shareholder” capital is opened at up to300 social shares out of the 1 000 that constitute the capital.”
### Number of Kiro'o Shares put on sale now

<table>
<thead>
<tr>
<th></th>
<th>FCFA</th>
<th>Euros</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
<td>120 000 000.00</td>
<td>183 000.00</td>
<td>231 000.00</td>
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</tbody>
</table>

### Maximum amount obtained by investment

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<th>FCFA</th>
<th>Euros</th>
<th>Dollars</th>
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<tr>
<td>120 000 000.00</td>
<td>183 000.00</td>
<td>231 000.00</td>
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</table>

### Sale price of 1 share Kiro'o

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<th>FCFA</th>
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<tr>
<td>400 000.00</td>
<td>610</td>
<td>770</td>
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### DISTRIBUTION OF INVESTMENT PROFITS

<table>
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<tr>
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<th>FCFA/€</th>
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<tr>
<td>Dividend estimation of an Origin social share in 2015</td>
<td>708 540.58</td>
<td>1 080.16</td>
<td>708 906.67</td>
<td>1 363.28</td>
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<tr>
<td>Estimation of revenue for a social share for ORIGINS investors AURION 1.5 (2017)*</td>
<td>482 371.53</td>
<td>735.37</td>
<td>476 652.81</td>
<td>916.64</td>
</tr>
<tr>
<td>Estimation for a social share for ORIGINS investor AURION 2.0 (2018)*</td>
<td>833 013.29</td>
<td>1 269.92</td>
<td>824 435.21</td>
<td>1 585.45</td>
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<tr>
<td>Estimation profit on investment 2015</td>
<td>308 540.58</td>
<td>470.16</td>
<td>308 906.67</td>
<td>593.28</td>
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<tr>
<td>Percentage profit on investment in 2015</td>
<td>77.14%</td>
<td>77.08%</td>
<td>77.23%</td>
<td>77.05%</td>
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<tr>
<td>Estimation profit on investment in 2017*</td>
<td>482 371.53</td>
<td>735.37</td>
<td>476 652.81</td>
<td>916.64</td>
</tr>
<tr>
<td>Percentage profit on investment in 2017*</td>
<td>120.59%</td>
<td>120.55%</td>
<td>119.16%</td>
<td>119.04%</td>
</tr>
<tr>
<td>Estimation profit on investment in 2018*</td>
<td>833 013.29</td>
<td>1 269.92</td>
<td>824 435.21</td>
<td>1 585.45</td>
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<tr>
<td>Percentage profit on investment in 2018*</td>
<td>208.25%</td>
<td>208.18%</td>
<td>206.11%</td>
<td>205.90%</td>
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<tr>
<td>Total profit on share 1 purchased by ending 2018*</td>
<td>1 623 925.39</td>
<td>2 475.45</td>
<td>1 609 994.68</td>
<td>3 095.37</td>
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<tr>
<td>Total percentage of return on investment by ending 2018*</td>
<td>405.98%</td>
<td>405.81%</td>
<td>402.50%</td>
<td>402.00%</td>
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</table>

(*) An “origins” shareholder do not reinvest at this level

>> Case of a member of the Board of Directors

<table>
<thead>
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<th></th>
<th>FCFA</th>
<th>Euros</th>
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<tbody>
<tr>
<td>Minimum number of social shares to sit on the Kiro'o Board of Directors</td>
<td>30</td>
<td>30</td>
<td>30</td>
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<tr>
<td>Corresponding amount to invest</td>
<td>12 000 000.00</td>
<td>18 300.00</td>
<td>23 100.00</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>FCFA</th>
<th>Euros</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum number of social shares to sit on the Kiro'o Board of Directors</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Corresponding amount to invest</td>
<td>36 000 000.00</td>
<td>54 900.00</td>
<td>69 300.00</td>
</tr>
</tbody>
</table>
Maximum profit for Board member in 2015: 27 768 651.84 FCFA, 42 314.68 Euros, 27 801 600.00 Dollars.

Maximum profit for Board member in 2017: 43 413 437.25 FCFA, 66 183.36 Euros, 42 898 752.45 Dollars.

Maximum profit for Board member in 2018: 74 971 195.65 FCFA, 114 292.85 Euros, 74 199 168.45 Dollars.

Total profit for Board member by ending 2018: 146 153 284.74 FCFA, 222 790.89 Euros, 144 899 520.90 Dollars.

3. Summary of sales projection

a) Return on investment AURION 1.0 (Beginning 2015)

>> Recapitulation of charges for AURION 1.0 (Dec. 2013 - Beginning 2015)

<table>
<thead>
<tr>
<th>Recapitulation of charges to create AURION 1.0</th>
<th>FCFA</th>
<th>Euros</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>HR needs to create AURION 1.0:</td>
<td>66 050 000</td>
<td>100 693</td>
<td>127 019</td>
</tr>
<tr>
<td>Installation and equipment needs</td>
<td>31 040 500</td>
<td>47 321</td>
<td>59 808</td>
</tr>
<tr>
<td>Running needs</td>
<td>12 750 000</td>
<td>19 437</td>
<td>24 519</td>
</tr>
<tr>
<td>Contingencies (5%)</td>
<td>5 492 025</td>
<td>8 373</td>
<td>10 567</td>
</tr>
<tr>
<td>Total needs to create AURION 1.0:</td>
<td>115 332 525</td>
<td>175 823</td>
<td>221 914</td>
</tr>
</tbody>
</table>

>> Recapitulation of sales simulations for AURION 1.0 (2014 - Beginning 2015)

| Game's cost price in Dollars | 4.20 |
| Game's cost price in Euros   | 5.30 |
| Sales target: target of number of copies to sell via downloads (on a market of 10 million players) | 140 000 |
| Profitability threshold: minimum number of copies to sell via downloads to recover costs (on a market of 10 million players) | 41 870 |
>> Summary of net profits for AURION 1.0 (2014 - Beginning 2015)

<table>
<thead>
<tr>
<th></th>
<th>FCFA/€</th>
<th>Euro</th>
<th>FCFA/$</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted sales AURION 1.0</td>
<td>385 702 716</td>
<td>588 000</td>
<td>385 840 000</td>
<td>742 000</td>
</tr>
<tr>
<td>Reminder of total investment AURION 1.0</td>
<td>120 000 000</td>
<td>182 939</td>
<td>120 000 000</td>
<td>230 769</td>
</tr>
<tr>
<td>Total Profit from Sales AURION 1.0</td>
<td>265 702 716</td>
<td>405 061</td>
<td>265 840 000</td>
<td>511 231</td>
</tr>
<tr>
<td>% Total Profit</td>
<td>221%</td>
<td>221%</td>
<td>222%</td>
<td>222%</td>
</tr>
</tbody>
</table>

>> Profit per share acquired on the game Aurion 1.0 (for sales in Dollars)

- 01 share bought at 400 000F CFA that is $770 /610€ in 2014;
- Percentage of rights on profit for ORIGINS shareholders: 80%
- Total amount to share among ORIGINS shareholders: 212 672 000 FCFA that is $408 985
- Rights on profit per ORIGINS share (1/300th of the total amount to distribute): 708 906 FCFA that is $1 363;
- Return on investment of close to 70%.
- Profit margin amounting to 308 906 FCFA that is $593

b) Return on investment AURION 1.5 (2017)

>> Recapitulation of estimated charges for AURION 1.5 (2016-2017)

N.B: It is important to precise that only simulations that will definitely be revised upwards according to critical returns from Aurion 1.0 are presented here. These criticisms will enable us to be set on the type of game (2D or 3D) that we envisage for the 1.5 and 2.0 versions. This will certainly influence the costs below. For this specific case, we simulated the next parts of AURION in 2D Cellshading.

<table>
<thead>
<tr>
<th>RECAPITULATION OF ESTIMATED CHARGES FOR AURION 1.5</th>
<th>FCFA</th>
<th>EUROS</th>
<th>DOLLARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total HR charges</td>
<td>202 140 000</td>
<td>308 160</td>
<td>388 731</td>
</tr>
<tr>
<td>Total operation charges</td>
<td>61 560 000</td>
<td>93 848</td>
<td>118 385</td>
</tr>
<tr>
<td>Total equipment and installation charges</td>
<td>204 153 175</td>
<td>311 230</td>
<td>392 602</td>
</tr>
<tr>
<td>Total punctual charges (doubling, motion capture, etc.)</td>
<td>6 500 000</td>
<td>9 909</td>
<td>12 500</td>
</tr>
<tr>
<td>Proposal for advertisement budget</td>
<td>262 382 800</td>
<td>400 000</td>
<td>504 582</td>
</tr>
<tr>
<td>&gt;&gt; Total estimation for investment in project (excluding advert.)</td>
<td>474 353 175</td>
<td>723 147</td>
<td>912 218</td>
</tr>
<tr>
<td>Total estimation for project's investment budget (including advert.)</td>
<td>736 735 975</td>
<td>1 123 147</td>
<td>1 416 800</td>
</tr>
</tbody>
</table>
>> Recapitulation of sales simulations for AURION 1.5 (2017)

| Sales target: target of number of copies to sell via downloads (on a market of 10 million players) | 400,000 |
| Game's cost price in Euros (€) | 12 |
| Game's cost price in Dollars ($) | 15 |

Percentage belonging to Kiro'o Heart on punctual investments | 20%

Profitability threshold: minimum number of copies to sell via downloads to recover costs (on a market of 10 million players) (if sales are made only in Euros) | 93,596

Profitability threshold: minimum number of copies to sell via downloads to recover costs (on a market of 10 million players) (if sales are made only in Euros) | 94,453

>> Summary of profits for AURION 1.5 (2017)

<table>
<thead>
<tr>
<th>Net profit</th>
<th>%profit</th>
<th>Kiro'o Heart's Share in FCFA</th>
<th>Kiro'o Heart's Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential profit in Euros (€)</td>
<td>4,800,000</td>
<td>3,676,853,25</td>
<td>327,37%</td>
</tr>
<tr>
<td>Potential profit in Dollars ($)</td>
<td>6,000,000</td>
<td>4,583,200,05</td>
<td>323,49%</td>
</tr>
</tbody>
</table>

>> Profits per share (without reinvesting) on the game AURION 1.5 (in 2017):

- Gross profit of 476 652 FCFA that is $916
- That is a profit margin of 119% on your initial investment.

c) Return on investment on AURION 2.0 (2018)

>> Recapitulation of estimated charges for AURION 2.0 (2018)

N.B: It is important to precise that only simulations that will definitely be revised upwards according to critical returns from Aurion 1.0 are presented here. These criticisms will enable us to be set on the type of game (2D or 3D) that we envisage for the 1.5 and 2.0 versions. This will certainly influence the costs below. For this specific case, we simulated the next parts of AURION in 2D Cellshading.
## Recapitation of Estimated Charges for AURION 2.0

<table>
<thead>
<tr>
<th></th>
<th>FCFA</th>
<th>EUROS</th>
<th>DOLLARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total HR charges</td>
<td>160 000 000</td>
<td>243 918</td>
<td>307 692</td>
</tr>
<tr>
<td>Total operation charges</td>
<td>84 200 000</td>
<td>123 138</td>
<td>165 769</td>
</tr>
<tr>
<td>Total equipment and installation charges</td>
<td>88 241 175</td>
<td>134 523</td>
<td>169 695</td>
</tr>
<tr>
<td>Total punctual charges (doubling, motion capture, etc.)</td>
<td>13 000 000</td>
<td>19 818</td>
<td>25 000</td>
</tr>
<tr>
<td>Suggestion for advertisement budget</td>
<td>262 382 800</td>
<td>400 000</td>
<td>504 582</td>
</tr>
</tbody>
</table>

### Total estimation for investment in project (excluding advert.)
- 295 441 175
- 450 397
- 568 156

### Total estimation for project’s investment budget (including advert.)
- 557 823 975
- 850 397
- 1 072 738

---

### Recapitulation of sales simulations for AURION 2.0 (2018)

<table>
<thead>
<tr>
<th>Sales target: target of number of copies to sell via downloads (on a market of 10 million players)</th>
<th>600 000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game's cost price in Euros (€)</td>
<td>12</td>
</tr>
<tr>
<td>Game's cost price in Dollars ET ($)</td>
<td>15</td>
</tr>
<tr>
<td>Percentage belonging to Kiro'o Heart on punctual investments</td>
<td>20%</td>
</tr>
</tbody>
</table>

### Profitability threshold: minimum number of copies to sell via downloads to recover costs (on a market of 10 million players)
- (if sales are made only in Euros)
- 70 866

### Profitability threshold: minimum number of copies to sell via downloads to recover costs (on a market of 10 million players)
- (if sales are made only in Euros)
- 71 516

---

### Summary of Profits for AURION 2.0 (2018)

<table>
<thead>
<tr>
<th>Profit net</th>
<th>%profit</th>
<th>Kiro'o Heart's share</th>
<th>Kiro'o Heart's share in FCFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential profit in Euros (€)</td>
<td>7.200.000</td>
<td>6 349 602,83</td>
<td>746,66%</td>
</tr>
<tr>
<td>Potential profit in Dollars ($)</td>
<td>9.000.000</td>
<td>7 927 261,59</td>
<td>738,97%</td>
</tr>
</tbody>
</table>

### Profits per share (without reinvesting) on the game AURION 2.0 (in 2018):
- Profits of **824 435 FCFA** that is **$1 585**
- That is a profit margin of 206% on your initial investment.
- And finally: **All other profits of the studio for at least 30 years (studio’s life span)**
K. SUPPORT US

To you all, whether you are a governmental or non-governmental organization, a multinational, public or private company, private individual, philanthropist, you can support this ambitious project as an editor, investor or sponsor and create history with us. For any participation in one of these categories, please, contact the Main Promoter of the MADIA Group on the following addresses preferably by mail to facilitate traceability and activity reports.

- **Contact main Promoter**
  - Mail: madiba@kiroogames.com
  - Mobile: +237 70 73 13 14

- **Contact MADIA**
  - Website: www.groupe-madia.com
  - Mail: service.administratif@groupe-madia.com
  - Mobile: +237 76 50 95 26

- **Contact KIROO GAMES**
  - Mail: contact@kiroogames.com
  - Website: www.kiroogames.com

For practical purposes, please, file us your professional e-mail address (if you do have one) and include the following:

- Your name and occupation
- Your telephone number and your country.
- Your contribution:
  - Communication or business networking.
  - Donation, lobbying, philanthropy
  - Investment.
  - Technical, you may want to join our crew.

Further information will be sent to you about the modalities for your contributions.
WORD FROM THE MAIN PROMOTER

Dear potential partners,

I’m proud to introduce you to an innovative project of the MADIA group: The creation of a video game studio in Cameroon. After a preparatory phase of ten years, what might have sounded outlandish has become an imminent possibility, to which you are invited to take part.

Owing to the trust we earned from high profile personalities, who have discovered our potential, we can now start the preliminary draft phase. It is in this light, and in the hope of counting you as our first partners or investors that you receive this document.

Without being pretentious, I would like to let you know that our request goes beyond the simple “help young Africans” alibi. Contact us bearing in mind that MADIA is inviting you to seize an unprecedented opportunity in such a favorable context and timing.

Ever since the dawn of times, visionaries have led the world; people who, while remaining coherent and pragmatic, keep pushing themselves in order to fulfill a real human need. They then earn a well deserved prosperity along the way. With its usual might, MADIA offers the Kiro’o Games studio and the Kiro’o Tales genre as an innovative answer to a real need in the thriving video games industry. We are confident in the fact that ambitious investors and partners will measure the unique opportunity this project represents at the appropriate time (beginning of a new era, new generation consoles) and in the appropriate context (major innovations and pragmatic simulations).

Hoping that our initiative meets your personal goals, we invite you to support us. To conclude, I pay due homage to all the passionate people and volunteers who have contributed to this personal dream right from the beginning, 10 years ago. Owing to their contribution, an apparently impossible idea has become a real and promising project.

MADIBA Guillaume Olivier
Co-founder MADIA
Promoter of the Kiro’o project