

The logo consists of a stylized white shark fin or wave shape on the left, followed by the word "SharkReach" in a bold, white, sans-serif font.

SharkReach

Investment Opportunity

Q1 2016 ♦ OTC: SHRK

sharkreach.com





SharkReach is a **Disruptor**
to the traditional media, marketing
and advertising industry.

We are a **Next Generation
Influencer Marketing Company**
that partners with celebrities and
influential people (influencers) to
organically endorse brands on social
media.



Our Executive Team

Media Visionaries with Proven Track Records



CEO

Steve SMITH

Steve worked for more than 17 years in the media business in senior management. Having worked with high profile media assets within Television, Print, Digital, Outdoor & Events, Steve has unparalleled knowledge of creative marketing tactics.



GM / SVP SALES

Steve MORIYA

Steve has 15+ years of experience in media sales and monetization. Holding positions at Discovery Digital, BroadbandTV, Dailymotion, WWE and ION (Influencer Outreach Network) where he was a part of the development team producing the operational backend of ION's influencer and client facing platform.



CFO

Mark J. Gustavson

Mark Gustavson has 17 years of business development, transactional, alliance management, finance, operational, company formation and IP experience with emerging technology companies. During his career he has acquired extensive experience integrating business disciplines in connection with emphasis in turn-around transactions.

Our Board and Advisory

Experts and Industry Leaders



Kevin Harrington

Inventor of the infomercial,
Original shark on Sharktank,
Pioneer of As Seen on TV



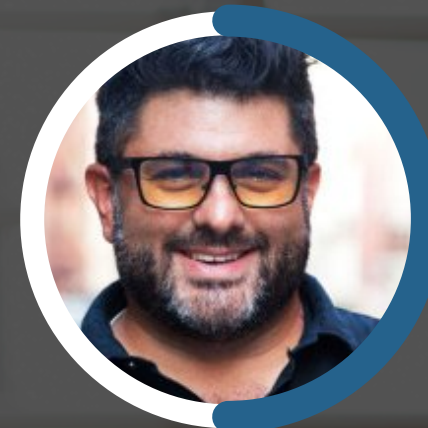
Randall COX

Sr. Advisor - Winnick Group,
Former President of
Relativity Media



David GOODRICH

VP at Fox, ThinkLA Board
Member, thought leader



Paul KONTONIS

Digiday CMO, President –
GOVA, SVP Strategy –
Collective Digital Studio



Eric PILKINGTON

Former Chief Digital Officer
of McCann, Managing
Director at IBM



Patricia CLARK

Media industry veteran, Fox
News, World Wrestling
Entertainment



Jake KOVALCIK

Media start-up veteran



Jim LOUDERBACK

Former editor in chief PC
Magazine & GM Discovery
Communications

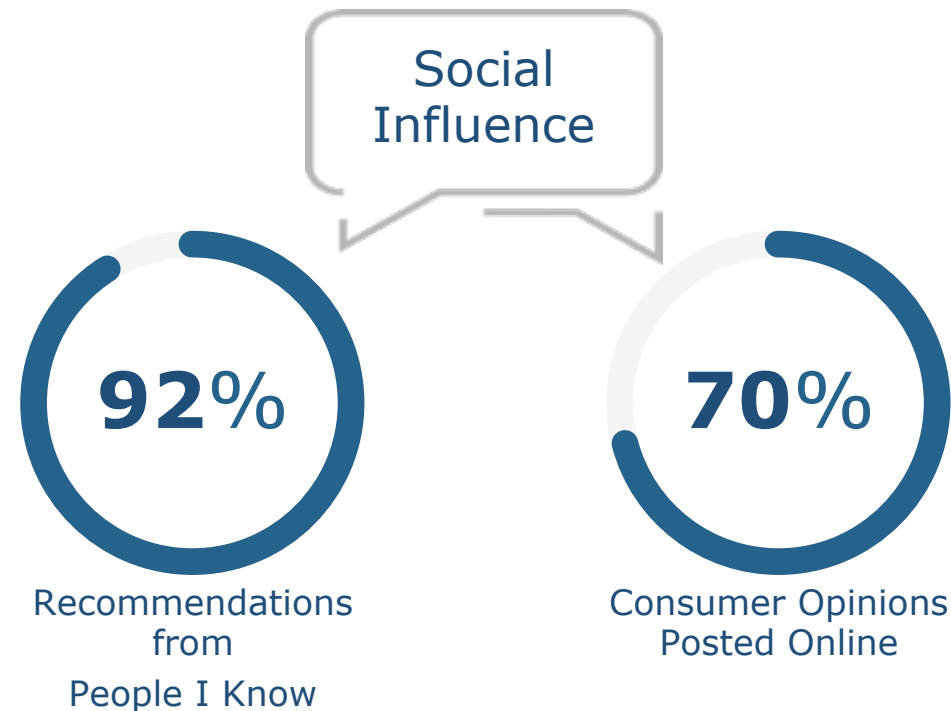
Opportunity

Influencer Marketing is changing the face of traditional Online Advertising and Marketing

Social influencers offer a more **authentic voice**, leading to more **engaged audiences**.



What Forms of Advertising Do Consumers Trust?



58%

Branded Websites

47%

Ads on TV

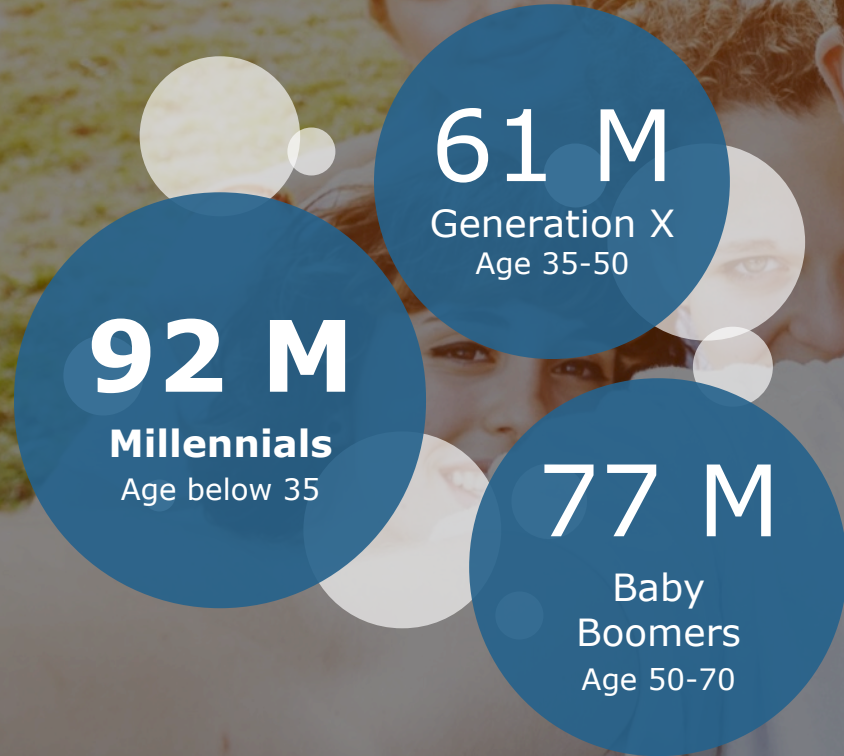
33%

Online Banner Ads

Influencer Marketing Will Only Accelerate

Influencer marketing is expected to be one of the fastest growing areas of social media in the coming years as Millennials are about to move into their prime spending years

The Millennial generation impact on the economy is going to be huge



5 out of 6 Millennials in the US connect with companies on social media networks

For **every dollar spent**, marketers see an **EMV*** of **\$6.85** on Influencer Marketing Programs making this a powerful tool for companies to successfully engage their audiences.



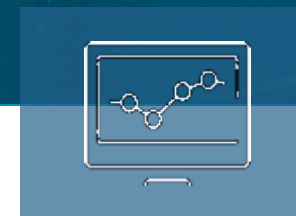
Our Solution

We combine the strength
of an **Influencer Owned Network** with **Proprietary Technology**



Unique Influencer Owned Network

We reward influencers by offering company stock options to top performers.
That's why we are considered an 'Influencer Owned' company, the only one of its kind.



Proprietary Technology

Our proprietary technology allows brands to make offers to influencers and track exactly how effective each influencer is based on the level of engagement of their social media posts.



Forbes quoted
SharkReach as a “**Game
Changing Company**”
in influencer marketing

Also Feature On

Entrepreneur

FORTUNE





THE HUFFINGTON POST

TC TechCrunch

 **SharkReach**

Our Unique Influencer Owned Network

Influencers are offered ownership in SharkReach via employee stock option program

	<p>Our influencers have the opportunity to earn stock options based upon their reach.</p>	<p>Our influencers have a fiduciary duty to SharkReach as well as a non-compete when starting a program.</p>	<p>Our influencers are vested in the success of the company, our client and our network.</p>	<p>SharkReach continues to activate influencers on all Social Media platforms, globally.</p>	
	 1	 2	 3	 4	

Our Proprietary Technology

SharkReach's technology enables clients to select suitable Influencers and seamlessly track Campaigns



Shark *Rank*

Influencer Ranking System and Influencer Market place allows clients to select relevant Influencers for their Campaign utilizing SharkRank's proprietary influencer ranking algorithm.

Shark *Score*

Campaign level reporting engine that allows clients to log in and view the statistics of delivery of the campaign in real time calculating impressions, views, likes & shares, carrying the reporting across all social media outlets and the web.

Shark *Pulse*

Asses Campaign effectiveness and monitor brand sentiment across Social Media and the Web. There is no other company tracks sentiment as SharkReach can. This is an industry first feature.

SharkReach influencers
have executed many
successful influencer
marketing campaigns in a
variety of industries



Business Model

We select key influencers for a brand's marketing campaign and collect a healthy margin on every transaction



Our Influencer Owned Social Media Network

We are a major MILLENNIAL targeted play in the media and marketing sectors

Our network consists of over **20,000** of the best and most prominent influencers with a combined reaching over **2.9 billion** aggregate reach.

20,000+
Influencers

500M+
Followers

200M+
Likes & Shares

2.9Billion
Aggregate Reach

Shift Toward Digital Media

Digital to represent 35% of all US Ad spending by 2019

US Marketing Spend Forecast %, 2014 to 2019

2019

Traditional Ad Spending

65%

Digital Ad Spending

35%

2014

76%

24%

Our market is growing

Agency fees for Social Media will reach \$2.1 Billion by 2019

US Agency Fees for Social Media Forecast

US\$ billion, 2015 & 2019



Growth Strategy

We will focus on acquisitions & sustainable organic growth in order to gain as much market share as possible

To acquire disruptive companies that meet the following criteria:

- Novel Content Management Strategies
- Sentiment Tracking Metrics
- Ownership of Extensive Client Lists & Posses Key Relationships
- Operational for over 2 years with heavy traction in the influencer marketing space
- Possess a proven approach with positive results

To grow our network and improve SharkReach's platform:

- Full time staff dedicated to entering new social influencers & RFP's from brands/ companies into our system
- Generate awareness of SharkReach's rewarding options plan
- Develop new metrics and add new data sources to create more effective campaigns

Highlights

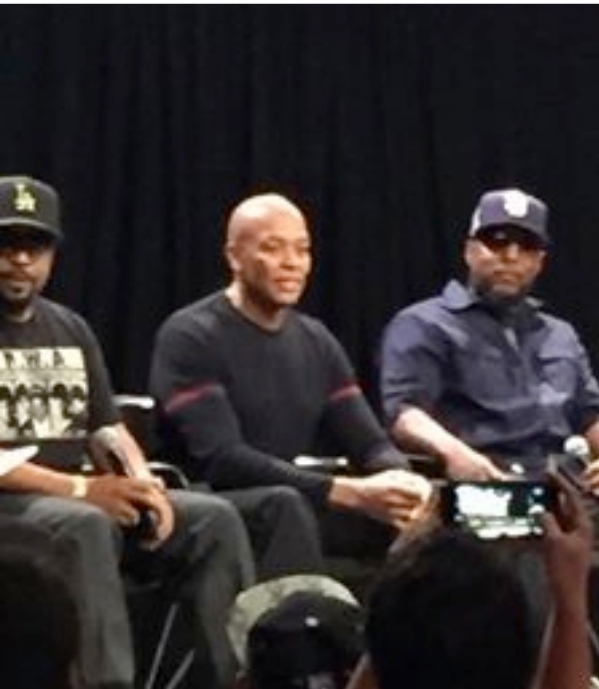
- 1 Rapidly growing market segment worth over \$100 billion by 2019
- 2 Additional Revenue Streams through sponsor embedded Programing
- 3 Expansion and growth strategy to expand into any imaginable industry
- 4 Company difficult to replicate; appealing target for large media and advertising companies
- 5 Seasoned management team with multinational experience
- 6 Leader in Influencer Marketing and strong reputation in the media industry
- 7 Innovative business model where influencers own shares in the company
- 8 Proprietary technology and tracking metrics for proven results
- 9 Establish network over 200,000 Influencers with over 500 million followers
- 10 Forbes quoted SharkReach as a “game changing company” in influencer marketing

We are **The Next Generation Marketing Company** helping brands tell their story through the world's top influencers



What we do for our clients

SharkReach Case Study: Straight Outta Compton



Universal Pictures & SharkReach joint Screening and Roundtable event featuring full cast of the movie.



"Compton Tour" – Influencers make appearance at key historical locations surrounding the NWA 90's era:

- Eazy E's estate residence – Straight Outta Compton original recording studio venue
- Kelly Park – Ruthless Records' artist local performance venue
- Randy's Donuts – East Compton hangout

Impressive Results

The Campaign was the most successful Social Media campaign that Universal has ever run delivering a staggering 1600% over the contracted impressions



Case Study

94.7 M
Social Reach

177 K
Engagements

81.3 M
Influencers Reach

177 K
Audience Engagement

THANK YOU

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