

Bubble Gum Interactive PRIVATE & CONFIDENTIAL



Bubble Gum Interactive Pty Ltd Information Memorandum

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1.0 Executive Summary

Business Area	Virtual Worlds, Children's Entertainment, Massively Multiplayer Online					
Total Amount Sought	\$1.1 million (Round 1), up to \$800,000 (Round 2)					
Min. Investment Parcel	\$25,000					
Industry Category	Virtual worlds, children's virtual worlds, online gaming					
Application of Funds	To complete virtual world production to launch, management and operations including marketing and sales over 6 months to cash flow positive.					
Preferred Funding Type	Strategic Partnership or Equity					
Preferred Investor	Corporation or Trade Partner, Development Fund, VC Firm, Business Angel					
Preferred Involvement	Trade or strategic partnership, business advisory to board level involvement					
Intellectual Property	R&D, Provisional Patent, Copyright, Trademarks, Top Level Domains					
Location	HQ in Sydney NSW, Australia. Subsidiary office in San Francisco, CA, USA.					
Gross Margin	Anticipated Gross Margin up to 65%					
Competitive Advantage	Highly targeted production with high scores in audience focus groups. Unique game play, narrative engine and story. Improved performance and latest technology. Advanced design with dual world and avatar system. Multilingual site and multi-currency billing. Trade secrets and feature releases.					
No. of Employees	20 (current partner and employee contributions including contractors)					
Organization Type	Private Company					
	Little Space Heroes is a story driven massive multiplayer virtual world for kids built in flash. Our core audience is kids globally aged 5 to 12 years, comprising of an addressable market in excess of 200 million. This demographic is the fastest growing segment of the virtual worlds market, at 25% YOY growth driven by increasing broadband penetration, growing popularity of virtual worlds, and other factors. The main revenue stream is projected to be subscription based.					
Market Growth and Revenue Projections (base case)	MARKET & SUBS	Oct- Dec 11	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	<i>MARKET</i>	91,450	114,313	137,175	157,751	173,526
	<i>UNIQUE VISITS</i>	457	4,573	13,718	31,550	43,382
	<i>FREEPLAYERS</i>	229	2,286	6,859	15,775	21,691
	<i>NEW SUBSCRIBERS</i>	21	206	617	1,420	1,952
	<i>PREV PERIOD SUBS</i>		15	0	0	0
	<i>CHURN</i>	-	(6)	(206)	(617)	(1,420)
	<i>TOTAL SUBSCRIBERS</i>	15	221	617	1,420	1,952
	<i>GROSS REVENUE (000's)</i>	\$90	\$11,922	\$37,037	\$93,704	\$128,843
Exit Strategy	At year 3 to 5 of operations the company proposes to seek opportunities to sell the Little Space Heroes virtual world and related IP to a multinational Media or Toy Company, for example MTV-Nickelodeon, Sony, Disney, Mattel or Nintendo. BGI projects a sale at a significant premium to current valuation, although we make no guarantees or assurances.					

2.0 Company and Product Overview

Bubble Gum Interactive (BGI) has developed an online virtual world for kids, and associated set of technology solutions and processes.

Our core audience are kids globally aged 5 to 10 years, boy skew from the US, UK, Canada and Australia comprising of an addressable market in excess of 80 million individuals [English speaking and online]. Second Tier markets have been identified including other English speaking markets and both Spanish and Mandarin speaking territories. The gender ratio of Little Space Heroes is targeted for an 80/20 split between boys and girls, given the (1) overarching space theme and (2) a larger focus on gaming activities than existing children's social MMOs such as Club Penguin, Moshi Monsters, and Rune Quest.

In Little Space Heroes kids play as a little space heroes, who reside in a fun, adventurous home world from where they venture out and explore their universe. The property and virtual world have received overwhelmingly positive feedback from focus groups and endorsement from MTV-Nickelodeon.

The Little Space Heroes product consists of multiple elements:

- **The virtual world:** The actual LSH virtual world environment including gaming components.
- **The public website:** The website that can be accessed by non-players and players alike and which serves as a marketing tool to help create new players and retain existing players.
- **The community website:** A partially-public component of the public website that provides an out-of-game environment for players to connect with one-another and to maintain a sense of community.

The technology components include:

- **Client side game engines x 2:** Infinite parallax scrolling and tile based engines
- **Narrative engine:** Delivers story narrative, quests and feeds (any media)
- **Sound engine:** Advanced sound engine and SFX
- **Mini-game engines:** 8 flash mini-game engines with additional engines in design
- **Backend:** Chat, Filtering, Player database, Moderation and Community tools
- **World editor:** Drag and drop space realm world editor for agile production pipelines and re-skinning.

The overarching theme is for our audience to spend time exploring the Galaxy for clues to Shadowbot's whereabouts and the missing Glows. Aside from this main quest and related adventures, there are many other activities aimed at making their adventure a rich multi-dimensional experience, including - befriending buddies to chat, socialise, share clues and play simple games with; collecting and buying items; decorating their house; playing with their pet Glow; honing flying and other mission skills; collecting parts to build cool robots; catching up on news and story feeds; playing fun community games and mini-games; earn coins and collectibles, build skills, etc.

On a parental level Little Space Heroes will provide a child safe and fun environment, with expected ESRB and PEGI ratings of "E" for everyone (6+) or equivalent.

Little Space Heroes Product DNA:

- World and characters have a magic emotive quality
- Open story arcs and quests that encourage repeat and evolving game play
- Every second should be fun and engaging
- Cute and collectable with loads of opportunity for personalisation and community
- The 'action' is slapstick and non-violent with estimated ESRB and PEGI ratings of 6+ (Everyone)¹
- There are no losers, children should have an elevated mood after playing
- Moderation including in game play and story seeding.

Feedback from focus groups conducted in May 2011 in Australia with 50 boys and girls aged seven to twelve years was extremely positive. Key highlights amongst the participants were the diversity in story and character available within the realm, exploration of the universe and discovering things about it, engagement via the three available mini-games and interacting with other players. Parental comments were also positive regarding the non-violence and imaginative play.

Core virtual world features include:

- Evolving storyline with multiple story arcs and quests for the audience to explore
- Intelligent game characters and narrative engine combine to deliver the story arcs and quests
- Community elements including chat, emoticons, buddy lists, and face book derivatives
- International 'safe chat' allowing kids to talk to players in different countries, facilitating translation between English, Spanish, Mandarin and other languages
- Virtual economy with players being able to earn and spend virtual Coins in stores and catalogues
- Lots of opportunity for personalisation i.e. (a) player's avatar (b) vehicles (c) home, and (d) pets
- Collectables gained through treasure hunts, purchases and swapping
- General 'in world' game play simply by interacting with the environment, other players, building their avatar and home, and exploring the universe in search of the story's Villain
- Special 'event' game play like treasure hunts, parties, and other events
- Single and multiplayer mini-games
- Community management for in game actors and character appearances, user generated content, suggestions, and customer enquiries
- Automated moderation, anti-bully and filtering, and real-time moderation
- Prizing system for real world and virtual items
- Future interoperability with third party content streams i.e. movies, radio, games, comics
- International payment gateway extensions in local currencies
- Significant protection against piracy, given the nature of subscription server based games
- Browser based world and narrative with no need for a game client download
- Patent pending innovations including the infinite parallax scrolling engine
- Other features based on trade secrets and surprise releases

¹ Titles rated **E** (Everyone) have content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language. Refer <http://www.esrb.org> for more information on this ratings system. This document is confidential and does not serve as an invitation for investment. The Directors disclaim any liability whether for negligence or otherwise concerning the contents of, or omissions from, this document, or for any economic loss incurred from reliance on the information contained herein.

3.0 Management and Team Leads

The management team has an extensive background in technology and children's entertainment, entertainment law, business planning, production and project management, research and design, licensing, marketing and sales. The team also has consolidated relationships with individuals at Disney, MTV, Electronic Arts and Activision, which can be potentially be activated in line with various exit strategy options.

Leigh Harrison – Managing Director and CFO

Leigh Harrison brings a wealth of management and entrepreneurial skills, specialising in company and operations management, new product development, product lifecycle management, financing, marketing and sales. Leigh has participated in a number of successful companies in the international packaging, publishing and IT industries.

Michael Karp – Director of Strategic Partnerships and Legal Counsel

Michael is an intellectual property attorney and corporate strategist with background in complex software licensing. Currently the Managing Director of online social network Blingee.com. Prior to Blingee Michael headed mobile DRM innovator LockStream Corporation, orchestrating sale to Irdeto Access B.V.

Phillip Mason – Executive Producer and Technology Director

Formerly the online manager for Disney Interactive Media Group Australasia, Phil has ten years of product development and operations management with specialty knowledge of the children's and casual gaming industries. Key skills include product design and development, user experience and game design, innovation and new technology, online branding and marketing, traffic building and digital marketing, and the commercialisation of content driven destinations including www.disney.com.au network.

H.S. Kullar – International Business Development and Sales

H.S (Chris) Kullar brings key business development experience with a core focus on increasing profits and cultivating new and existing business – including the development of innovative products and services. Chris has held a variety of senior sales, marketing, business development and operations positions at companies that include CCI, COLO.com, Fabrik, BT Tymnet and Netcom.

Paul Gray – Community Management, Marketing and Sales

Paul Gray has 10 years international marketing experience working with leading brands and products. Paul headed up marketing for Disney's online and mobile activities in Australia and in Europe where he led a number of marketing initiatives for both free and premium online content including launching Disney's Toontown Online, the world's first MMO game designed for kids, in the UK, France and Germany. Paul also assisted with marketing strategies for the launch of Club Penguin in Australia, and Pirates of the Caribbean.

Garth Midgley - Creative Director

Garth Midgley brings 12 years' experience as a creative lead in the video game industry with a focus on team management and the design and production from concept to completion across environment, character and game GUI. Garth was formerly a lead artist at Krome Studios, with former positions at Crytek, Tantalus and Atari Melbourne House studios – working on intellectual properties including Star Wars and Transformers.

Anthony Tambrin – Development Team Lead

Anthony Tambrin has ten years' experience in rich media application and game development working with brands including Disney. He has previous experience building virtual worlds and systems including the Coinland virtual world www.coinland.com.au. Anthony developed BGI's patent pending infinite parallax scrolling engine and other proprietary technology including world editors.

4.0 Market Activity and Growth Potential

The children's virtual world category is booming as more kids flock to imaginative, character-driven non-linear story environments. An expected 53 percent of children on the Web will belong to a virtual world within four years², more than doubling the current population, according to a recent report from eMarketer. Bubble Gum Interactive (BGI) has developed a browser based virtual world for kids, and an associated set of technology solutions and processes. BGI's core audience includes kids globally aged 5 to 12 years, boy skew. Tier 1 markets include the US, UK, Canada and Australia comprising an addressable market in excess of 80 million individuals [English speaking and online].

The market is relatively young giving early stage companies like BGI a chance to rival brands like Disney and Nickelodeon. Virtual worlds have overcome enabling restrictions in terms of broadband access, computing power, and ease of use, and are now experiencing significant interest among major brands, as well as traction among targeted demographics. With the success of Habbo Hotel, Neo Pets and more recently Club Penguin, a sector has emerged focused on building virtual worlds based on a mix of avatar centric communities and casual gaming for younger audiences underpinned by subscription, virtual goods economies, and immersive advertising³.

Key Growth Drivers Kids Virtual Worlds

- **Perceived Value:** Parents are allowing their kids to spend more time in VW's.
- **Peer-to-Peer Chatter:** Kids in the playground are making virtual play dates in VW's
- **Internet Brand Awareness:** More VW's having a real world presence e.g. NeoPets, Club Penguin.
- **Payment Mechanics:** Easier, faster ways to purchase virtual currencies/ services/goods.
- **Value for Money:** VW's as a form of entertainment are readily accessible to most households.
- **Safety:** Walled Garden, Anonymous, Moderated approach and endorsed 6+ age based suitability from ESRB and PEGI game rating entities resonates with parents and teachers.
- **Greater Funding:** Apparent uplift in Venture Capital activity in 2010.

In addition to core gaming activity, analysts expect to see a lot more brands to move into virtual worlds – either tactically or into their own worlds.

Major growth areas include:

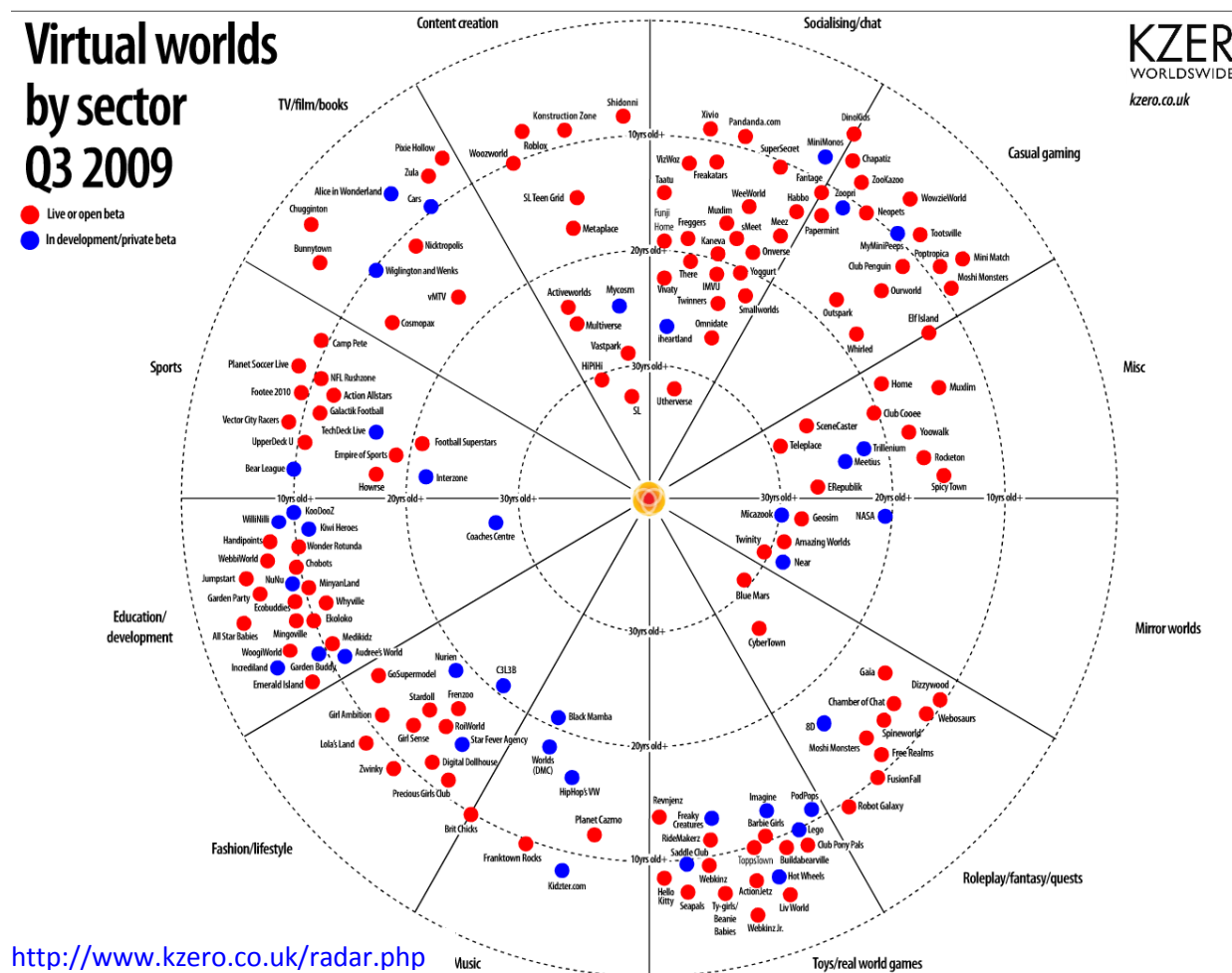
- **Media Brands:** TV Shows, films, youth IP creating virtual worlds to create greater engagement.
- **Toy Brands:** As above.
- **Music:** Major growth area for virtual goods and event simulcasting.
- **Virtual Celebrities:** Starting with musicians.
- **New Genres:** Science fiction, gambling, and other genres.
- **Other Service and Goods Sectors:** For example Banking, Fashion and Fast Food companies wanting to resonate with children and adults.

² References: http://www.bizreport.com/2009/05/emarketer_virtual_worlds_to_increase_55.html# and report: http://www.emarketer.com/Report.aspx?code=emarketer_2000568

³ Revenue estimates <http://techcrunch.com/tag/club-penguin/>

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The Chart below shows a summary of virtual world activity by sector:



Virtual World Research Agency KZero has reported significant growth in virtual worlds in the past two years as shown in the table below.

Total Registered Accounts

Age Range	2009				2010		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
5 to 10	77m	114m	152m	179m	190m	211m	219m
10 to 15	246m	334m	367m	392m	413m	444m	468m
15 to 25	73m	99m	117m	193m	237m	273m	288m
25+	18m	21m	23m	25m	27m	30m	34m
Total	414m	568m	659m	789m	867m	958m	1009m

Among the fastest growing demographic is 'kids' between the ages of 5 and 10 which grew 280% in the two year period and is expected to continue to grow further. Combined with the age group 10 – 15 which almost doubled in the period, this shows that the 'kids' and 'twens' market represent a significant opportunity.

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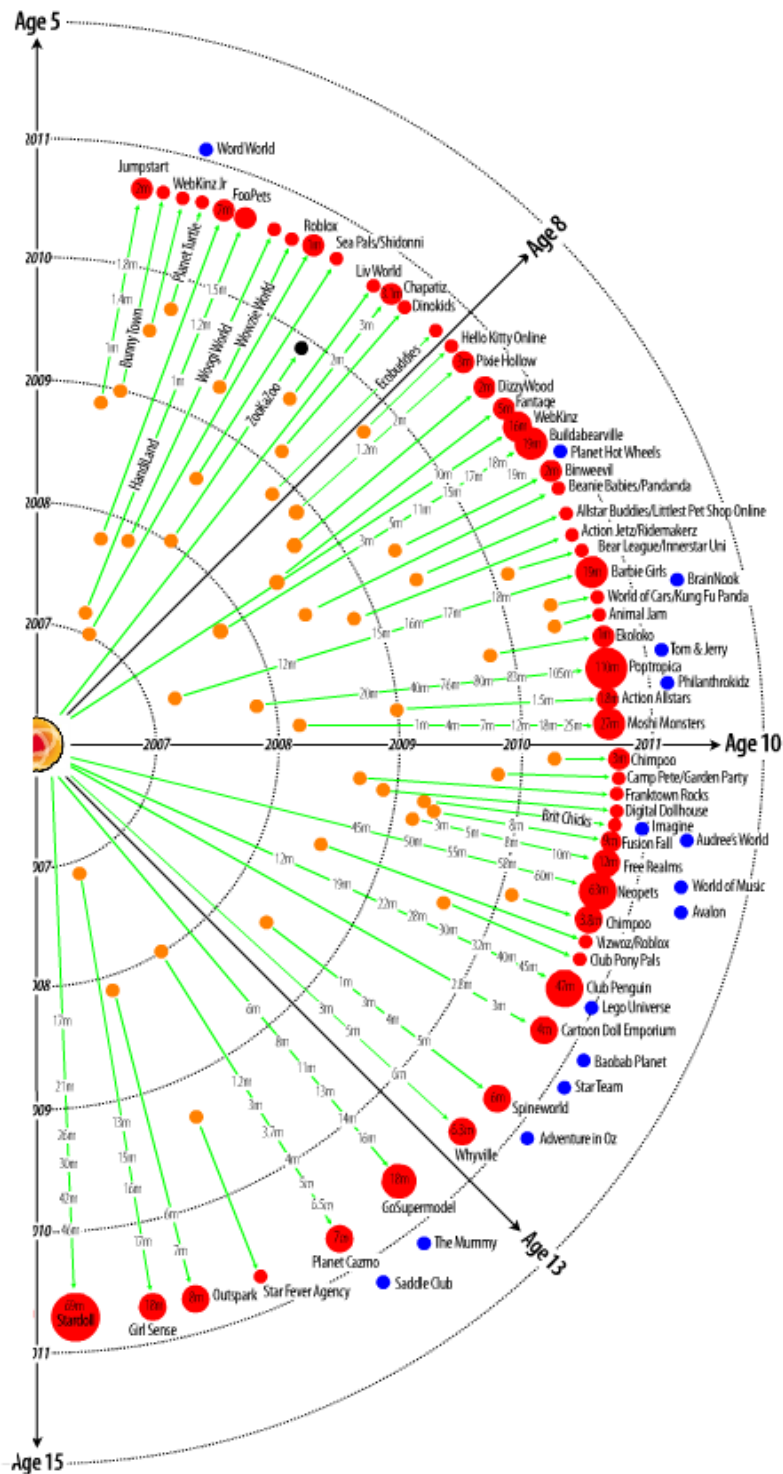
The diagram below shows the spread of virtual worlds by their appeal to kids aged 5-15. While there are a large number of titles shown, many of these are small-scale entertainment services with minimal virtual world elements.



Virtual Worlds Registered Accounts Q3 2010

- Live or open beta
- Launched in
- Closed
- Closed beta / in development

No data shown for worlds under 1m registered accounts.
Includes estimates.
Copyright KZero 2006-2010



4.1 Target market segments

Recognising the opportunity to develop a compelling and entertaining virtual world for kids, LSH has been designed to appeal to a younger audience. We have focused on a primary market segment, but augment this with appeal to a secondary segment. Importantly, we have considered the unique buyer-user situation of our playing audience and have incorporated the requirements of a supporting segment:

Segment	Details
Primary Segment	Boys aged 5 – 10 living in the USA, UK, Canada, Australia, New Zealand and China.
Secondary Segment	Boys and girls aged 11 – 13 living in the USA, UK, Canada, Australia, New Zealand and China
Supporting Segment	Parents and guardians of children falling into the primary and secondary segments.

LSH requires an internet connected computer meeting the minimum specification. The game is intended to achieve an ESRB/PEGI rating of E for everyone. This is an ideal rating as it should satisfy the concerns of more protective parents while not implying that the game is designed for a younger audience (i.e. as the 3+ rating does).

4.2 Competitive environment

LSH is an entertainment product, and thus competes with a vast range of other entertainment products. Our target market of users, derive enjoyment from a number of products and services: toys, offline games, online games, films and video, music, sports and more.

Spending on gaming for children under 18 is increasing with data from February 2010 indicating that in the USA 4.9% of the household entertainment budget is spent on video games⁴.

4.2.1 Direct competitors

Our research has revealed that there are currently no “E” rated Virtual World or MMORPG for our target audience that is based on a space theme. Space and science-fiction are a popular genre amongst our primary target segment as is evidenced by the vast number of successful film and television franchises and associated publishing, toys and merchandise that has appeared in recent years (Avatar, Transformers, Bakugan, Ben 10, Star Wars etc)⁵.

4.2.2 Indirect competitors

There is a wide range of MMORPG, virtual worlds and other online entertainment services designed for our primary target audience. Our audience seeks entertainment value.

⁴ Video Games score 5% of Household entertainment budget, Nielsen report, <http://blog.nielsen.com/nielsenwire/consumer/video-games-score-5-of-u-s-household-entertainment-budget/>

⁵ Top toys for boys, Christmas 2009 http://kids-toys.suite101.com/article.cfm/boys_toys_whats_hot_for_christmas_2009

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MMORPG's are designed on long-term play and a commitment to the entertainment experience. Most offer very limited free play and many have overly complex registration processes, intended to ensure parental approval, but doing so in a way that impacts on user experience.

A robust plan for updates embedded within the underlying story is required to maintain interest and excitement within the community. Active engagement of the community both in-game and outside-game is also critical to maintaining this enthusiasm.

4.2.3 Other competitive products

In the wider context, other gaming products are competitors to LSH:

- CD ROM games for computers – although this is decreasingly relevant for our target audience.
- Console gaming – for Wii, Xbox, PS3 and earlier generation consoles. While some gaming products incorporate online play, most that do are aimed at older audiences (e.g. Call of Duty)

4.3 Differentiator traits of LSH

The table below highlights aspects of LSH and contrasts this with four other popular and successful virtual worlds/MMORPGS (as of Q1 2010) that are complimentary in their appeal to our target market.

Little Space Heroes	Neopets	Runequest	Club Penguin	Disney Fairies
Boy Skew	Neutral	Boy skew	Neutral	Girl skew
Space Adventure Theme	Mixed – creatures	Fantasy	Unique – Penguins	Fantasy
Story driven multi-verse	No	Yes	No	TBC (No)
Discrete educational elements in story plot	Minimal	No	Minimal	Minimal
One click to pay	No	No	No	No
Dual Avatar System (avatar and ship)	No	No	No	No
Dual Avatar travel modes (walk and jet pack)	No	No	Yes (walking & limited flight)	No
Dual Realms (planet realm and space realm)	No	No	No	No
Arcade game play elements in main realm(s)	No	No	No	No
Buddy based leader boards	No	Yes	Yes	No
Facebook derivatives	No	No	No	No
Latest flash technology (AS3) and standards	No – html	No	Yes	Yes
High production pipeline efficiency	Unknown	Unknown	Unknown	Unknown
2010 global resolution standards (900x600)	No	No	No (480x768)	Yes
New kid on the block	No	No	No	Yes – for girls

5.0 Revenue Streams and Market Rationale

The virtual world is accessed via a web browser and can be played from an internet enabled computer meeting the minimum specifications. The entry point, LittleSpaceHeroes.com will operate from a single global destination with international billing and support for tier 1 English speaking markets initially.

BGI has identified further expansion including EMEA, Spanish and Mandarin speaking territories.

5.1 Subscription

The Little Space Heroes business model is projected to generate its major revenue via subscriptions.

New members to the service will first play the game as a free member – they will incur no fees and have long-term access to a portion of the game. This is commonly referred to as a "velvet rope" strategy – providing access to a reasonable section of the game to allow free players to get a taste for it, but withholding access to key parts which are reserved for paid subscribers only.

Importantly, free members will be able to interact with paid members (within velvet rope confines) so as to gain even more visibility of the features available to them should they subscribe.

Strategic goal	Supporting tactics
Acquisition	Velvet-rope free play model is designed to generate a large volume of free players being exposed to game content. Pricing and marketing helps to incentivize subscriptions with lower tenure plans.
Retention	Significant savings on longer term subscriptions are a means to extend the average tenure of subscribers and make revenue more secure.

In addition to on site and in game marketing and velvet rope strategies, innovations registration and user experience design also aim to increase acquisition rates for free play members by minimising the number of clicks to play. Patents will be explored for these innovations.

LSH subscription fees are designed based on:

- **Competitive products:** The subscription fees charged by comparable services such as Club Penguin, Moshi Monsters and Runequest
- **Capacity to pay:** The ability of parents/guardians to be able to afford to pay for a subscription

Our current potential pricing methodology is designed to be simple, remain consistent and encourage subscribers to "move up" to longer term subscriptions.

Potential Pricing schedule - US Dollars

Subscription period	Fee charged	Monthly equivalent	Saving
Monthly	\$6	\$6	-
6-Monthly	\$30	\$5	17%
Annual	\$55	\$4.58	24%

Pricing is based on whole numbers rather than use of dollars and cents (e.g. \$6 rather than \$5.95). This provides a simpler, more easily communicated total price, allows for the user to make their own value decisions and to understand the discounts achievable through purchase of longer term plans. It is also regarded as more honest and open pricing and this is in line with our overall positioning.

5.2 Physical Products and Merchandising

The Little Space Heroes online store intends to sell a limited amount of merchandise including some apparel and toys. BGI intend to use the online store to test the market potential of various product lines for wider distribution through mass market retail channels.

Over the longer term the founders see significant revenue potential in developing goods and services outside of BGI's core business, including for example toys, apparel, books, e-book/e-reader content, cartoons and other lines.

Major competitors NeoPets, Club Penguin and Moshi Monsters have all enjoyed significant success in creating toy, apparel and other merchandise post the initial success of their virtual world offerings.

In a recent press release Moshi Monsters forecasts of \$100 million in physical product sales in 2011 given a spate of global licensing deals and their current reach of 30 million children across 150 countries.⁶ These deals include trading cards with Topps, Toys with Vivid and books with Penguin.⁷

Club Penguin began to extend its IP across merchandise categories soon after the Disney acquisition. Disney's Vice President of Technology and Innovation said in a press release in 2008 "Internet toys are the hottest trend in the toy industry. Kids want to play with their toys online as well as in the real world. The Club Penguin toy line gives kids the best of both worlds"⁸. Club Penguin has since produced physical toys including plush and figurines which integrate game content. These have consistently ranked well in industry best-seller toy lists appearing in top 10 lists in 2010⁹. The original line of Club Penguin plush puffles was credited for helping increase global sales of plush toys by 22% due to the virtual world

⁶ IGN: Moshi Monsters Forecasts 100 Million in Sales in 2011 <http://pc.ign.com/articles/113/1131463p1.html>

⁷ Moshi Monsters deals <http://www.toynews-online.biz/news/33169/Now-Topps-adds-Moshi-Monsters>

⁸ Club Penguin Press Release <http://www.clubpenguin.com/company/news/102408-new-consumer-products.htm>
<http://www.clubpenguin.com/company/news/102408-new-consumer-products.htm>

⁹ Top Toys for Christmas 2010 <http://www.toynews-online.biz/news/32861/The-Entertainer-reveals-top-toys-for-Christmas>
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connection¹⁰. Disney has now taken the franchise to other digital environments including games for the Nintendo DS and Nintendo Wii. Independent retailers even offer entire web-store categories in support of Club Penguin, such as the department pages offered at Toys R Us¹¹ and Amazon¹².

5.3 Other Revenue Streams

Core focus in years 1 and 2 is to grow market share and consolidate subscription revenues. Other revenue channels may be developed at such time as deemed appropriate given market feedback and the impact of expansion or potential trade partner agreements.

5.3.1 Micropayments

Little Space Heroes' virtual goods management and ecommerce engines include design that can be adapted to support micropayments for users to purchase virtual items for the player's avatar, pet, vehicles, and home, streaming media and entertainment, and other items or services.

This feature may be implemented for markets where micropayments are a more popular channel in comparison to subscription.

5.3.2 Licensing Opportunities and New Product Development

The company's virtual world engine can easily be skinned using the world editors to support new themes and revitalise existing properties. BGI will investigate the potential to license lucrative children's properties suited for virtual world iterations e.g. Nickelodeon's Dora the Explorer and Sponge Bob.

The partners have also researched other opportunities to develop new IP that leverages existing market niches built on popular toy categories and kids themes. Once BGI has capital to invest in new product development we intend to assess exploiting short listed prospects within these niches by skinning the engine to support an entirely different theme, most likely a girl's property.

5.3.3 Immersive Advertising Revenue

Virtual Worlds provide a powerful direct marketing platform. In the future, BGI may provide opportunity for media, toy and apparel companies to promote value added, audience specific products or services within the world.

Importantly the advertising must not compromise the product's core DNA and primary revenue streams. And to this end, any advertising channels into the world will be subtle, with a focus on licensing deals based on brand integration within the world theme, streaming media, competitions and subtly branded virtual goods for avatars, pets and the player's homes.

¹⁰ Toy Trends: The Ones to Watch <http://www.licensing.biz/features/203/TOY-TRENDS-Ones-to-watch>

¹¹ Toys R Us Club Penguin department <http://www.toysrus.com/family/index.jsp?categoryId=3350439>

¹² Amazon Club Penguin department http://www.amazon.com/gp/search/ref=sr_nr_scat_2400497011_in?rh=n:165793011,p_lbr_one_browse-bin:Club+Penguin,k:club+penguin&keywords=club+penguin&ie=UTF8&qid=1294139311&scn=2400497011&h=c5410d59f31dfaadd96c68df166135c06d4b414e

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5.3.4 Third Party Platform Licensing and Enablement

If it wishes, the company may also be positioned to enable third parties wishing to enter the children's virtual world and casual gaming market. Some analysts project robust growth within the toy and media sector in the next 5 years as companies invest heavily in customer engagement and vertical growth online through immersive virtual world style experiences.

This includes sponsored developments for existing franchises and acquisition of internet brands by companies like Electronic Arts, Mattel, Hasbro, Sony, Lego, Time Warner AOL, Nintendo, Microsoft, Kellogg's, MacDonald's, and other multinationals.

For toy, media, food and video game industries the platform offers scope for:

- Increased consumer engagement and brand affinity
- Incremental revenue opportunities
- New consumer acquisition
- Cross product promotion
- The development of virtual goods economies (NeoPets, Habbo Hotel, Hello Kitty)
- A subscription platform (Club Penguin)
- An advertising platform (NeoPets, Habbo Hotel)
- A broadcast platform for real world media (Nicktropolis, Habbo Hotel)
- A model which limits video game piracy given everything relies on server side subscription authentication (World of Warcraft, Runescape, Pirates of the Caribbean Online)
- The development of lucrative technology based toy products (Clickables, Webkinz)
- A gateway to other online economies (Xbox Arcade Live, Wii online)
- A value ad and sales tool (MacDonald's Happy Meals online, Kinder Surprise)

Importantly, managing licensing and enablement operations will require a significant re-structure and so the potential to add revenue opportunity in this space will be assessed on merit against other revenue channels and growth areas; and with consideration of maintaining control of the platform and associated IP.

6.0 Marketing Strategy

6.1 Market Strategy focus

Key marketing initiatives will focus on two core efforts:

- **Acquisition:** Attracting new users to the game and converting these from free-trial to fully-paid subscribers. Success metrics are number of free trial accounts created, number of subscription sales and cost per acquisition.
- **Retention:** Maintaining paid subscriptions and upselling subscribers from lower tenure subscriptions to higher tenure subscriptions (e.g. from monthly to annual). Success metrics are the total number of existing subscribers, active rate (i.e. % of subscribers that log in within a period) and churn rate.

To support marketing and sales, promotional activities are designed around the AIDA model:

- **Awareness:** Increase awareness and understanding of LSH within our target market
- **Interest:** Pique interest in our target market to explore and try LSH
- **Demand:** Generate sense of enthusiasm to take part in LSH
- **Action:** Generate the creation of a new free-play account (and later, the purchase of a subscription

Strategic goal	Supporting tactics
Acquisition	Generate awareness of LSH and bring qualified traffic to the site – individuals that are ready to create a free-play account and start playing. Following on from this, all efforts of promotion will be backed up by the pricing and product strategies to create new subscriptions.
Retention	Effort will focus on retaining existing subscribers and motivating these individuals to become ambassadors for the product – telling friends and family about it and thus assisting with the acquisition efforts.

6.2 Advertising

Advertising activity may be conducted using selected appropriate media that is consumed by our target audience. Messaging will focus on free-play access to the game rather than subscriptions – our primary focus is to get new players into the game and to have them create a free account. Once they have done this, the product and pricing strategies will assist in converting them to paid subscribers. Advertising campaigns will be integrative, i.e. they will involve multiple media to communicate to target audiences.

6.2.1 Television

Television can be a costly media and will be used only where appropriate. Rather than simply buying flights of TV spots, our focus will be on combining advertising with editorial style endorsement, e.g. through promotion of the product via hosted television shows, joint sponsorship/promotion of relevant content or through special offers by the television channels. We will select channels on regional basis to ensure that we reach our target markets but a shortlist of channels that we may advertise with include:

- Disney Channel
- Nickelodeon Channel(s)
- Boomerang
- Cartoon Network
- Jetix
- KidsCo
- Children's programming blocks on free-to-air (FTA) broadcasters

6.2.2 Short form video

BGI intends to create 4 x 3 minute webisodes at HD resolution. The webisodes will provide story background and messaging designed to encourage players to visit the website and play the game. Discussions have been held with a large global media/entertainment organization to investigate the option of broadcasting these on their cable TV channels. For this reason we are ensuring the webisodes meet HD broadcast quality.

6.2.3 Online

Online advertising will consist of display advertising on a mix of sites:

- **Games websites:** Games websites that cater to our primary and secondary target markets will be a priority category for our online advertising spend. Sites that appeal to a broader audience (e.g. Yahoo Games) will not be our primary focus as too large a share of that audience falls outside our target market (e.g. many adult players).
- **Television channel websites:** Sites linked to television channels such as Disney.com, nickelodeon.com and their affiliated regional sites
- **Magazine websites:** Sites associated with magazines aimed at our target audience such as Kzone.com.au

6.3 Public relations

PR is anticipated to form a critical component of our promotional strategy due to its ability to extend the reach of key messaging.

LSH intends to take a proactive PR approach, actively working with media agencies and being open to media interviews. This is expected to extend also to members of the public for previews and other activities.

6.4 Transmedia content

BGI intends to produce a broad range of transmedia content. This is defined as additional content set within the story that provides incremental elements that enhance the core story. It may include providing back-story on existing characters that appear within the game, give more understanding of events and locations and plant seeds for story-arcs of various sizes that encourage more immersion within the core property.

6.5 Word of mouth

Word-of-mouth is a highly effective means of spreading both awareness of a product and driving interest and demand. It can be difficult to directly influence word-of-mouth however by providing an engaging and entertaining service and focusing general marketing efforts on increasing social and communal play, we will seek to foster positive word-of-mouth.

6.6 Social media

A major focus will be placed on engaging social media through contacting and engaging with key bloggers, publishing information via social networks and tools such as Twitter, establishment of facebook profile pages, a YouTube channel in which video content can be seeded and promoted and other suitable social media tools.

LSH intends to produce banner ads, buttons, stamps, tags, stickers and will investigate the development of free iPhone and other Smartphone apps, all of which will be hard-coded with links back to the website (along the lines of the Spread Firefox movement).

Additionally, free downloadable content such as desktop wallpapers, icons, character art with markets as well as printables are expected to be introduced over time and made available via the community site.

6.7 Community initiatives

A successful virtual world requires an active and engaged community. Our community initiatives will be focused on encouraging users to engage with each other – by making new friends, chatting, competing in mini-games or larger game play together – and by providing incentives that celebrate individual players – such as the leaderboards.

A community management plan has been drafted and will be maintained to coordinate and schedule a number of community initiatives to support this approach:

- Regular Prize giveaways
- Major Prize events
- Leaderboards
- Player profiling

7.0 Distribution

The website is the key tool. Marketing distribution efforts will be focused on driving qualified traffic to this site. Direct initiatives will result from promotional activity as well as ensuring suitable SEO positioning. Additionally, distribution arrangements such as affiliate deals will be pursued.

Strategic goal	Supporting tactics
Acquisition	Using partners with access to our target market to drive qualified traffic to our website, with or without special offers and incentives.
Retention	In future, provide additional options for payment for existing players – such as pre-paid game cards.

7.1.1 Affiliate deals

A key strategy for growth is anticipated to be the use of affiliate deals to drive pre-qualified traffic to the LSH website.

BGI will seek to establish relationships with a limited number of partners at launch, however we plan to build the functionality to allow for simple and easy-to-set up affiliate arrangements with websites. As we grow, interested website owners should be able to establish affiliate arrangements with LSH. If so, they will be provided with a unique account, advertising material (e.g. standard ad-units), brand and product guidelines and a compelling incentive scheme that provides financial reward based on subscriptions sold as a result of traffic delivered from their site.

A possible negotiated scenario is outlined below:

Subscription purchased	Possible fee paid to affiliate
Free account	\$0.00
Monthly account	0 to 100,000 accounts = \$2.50 per account 100,001 to 500,000 accounts = \$2.75 per account >500,000 accounts = \$3 per account
6-Monthly account	0 to 100,000 accounts = \$12 per account 100,001 to 500,000 accounts = \$15 per account >500,000 accounts = \$18 per account
Annual account	0 to 100,000 accounts = \$15 per account 100,001 to 500,000 accounts = \$20 per account >500,000 accounts = \$25 per account

Tracking systems will be developed and used (such as driving traffic to an affiliate tagged page) and using cookies to provide a defined window of opportunity for the affiliate partner.

In this example, if a visitor visits an affiliate, clicks on an LSH advertisement and arrives at our site but does not create a free account or purchase a subscription immediately, the cookie stored will ensure that if this visitor returns to the site and creates a free account or purchases a subscription within 30 days of first visit, we will mark them as being provided by the affiliate.

7.1.2 Gaming and kids magazines

Although the publishing industry is experiencing plateauing or declining demand, there is still opportunity to promote the game through the traditional medium of gaming and kids magazines.

As part of our PR strategy, we intend to contact the editors of major gaming and kids magazines in our target geographic markets. There will be a staggered approach based on:

- Advising that game is in development and supplying sample art and screenshots

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- Invitation for journalists to view previews of game (either through guest accounts to closed production environment or via video demonstrations)
- Invitation for journalists to review the game at closed-beta time
- At launch, we intend to offer special invitations to magazine readers to take part in our Red Carpet – Space Pioneer program. We intend to provide offline content including launcher program that opens the user's browser to the LSH website (affiliate tagged) to allow them to enter the game.
- Following launch, and dependent on success of this channel, we intend to periodically provide special offers to key publications – such as free time, special pricing offers, in-game exclusive content and more.

At each stage we will seek to maximise coverage of the game within the publications.

8.0 Revenue Projections (base case)

Revenue Projections – Base Case

Gross Revenue Q4 2011-2015

MARKET & SUBS	Oct- Dec 11	Dec 2012	Dec 2013	Dec 2014	Dec 2015
MARKET	91,450	114,313	137,175	157,751	173,526
UNIQUE VISITS	457	4,573	13,718	31,550	43,382
FREEPLAYERS	229	2,286	6,859	15,775	21,691
NEW SUBSCRIBERS	21	206	617	1,420	1,952
PREV PERIOD SUBS		15	0	0	0
CHURN	(6)	(206)	(617)	(1,420)	(1,952)
TOTAL SUBSCRIBERS	15	221	617	1,420	1,952
GROSS REVENUE (000'S)	\$90	\$11,922	\$37,037	\$93,704	\$128,843
FUNDING	\$1,755	\$650	-	-	-
EXPENSES	(\$1,225)	(\$3,800)	(\$6,852)	(\$11,638)	(\$14,931)
LESS AFFILIATE SHARE	(\$14)	(\$1,788)	(\$5,556)	(\$14,056)	(\$19,327)
PROFIT	\$577	\$6,984	\$24,630	\$68,011	\$94,586
CBF	\$577	\$7,561	\$32,191	\$100,201	\$194,787

Base case is modelled on comparisons with Club Penguin and Moshi in tier 1 markets only. In this scenario there is one major online affiliate deal in play (50 million U/B's per month) generating 50% of traffic to the site.

Key Variables – Base Case

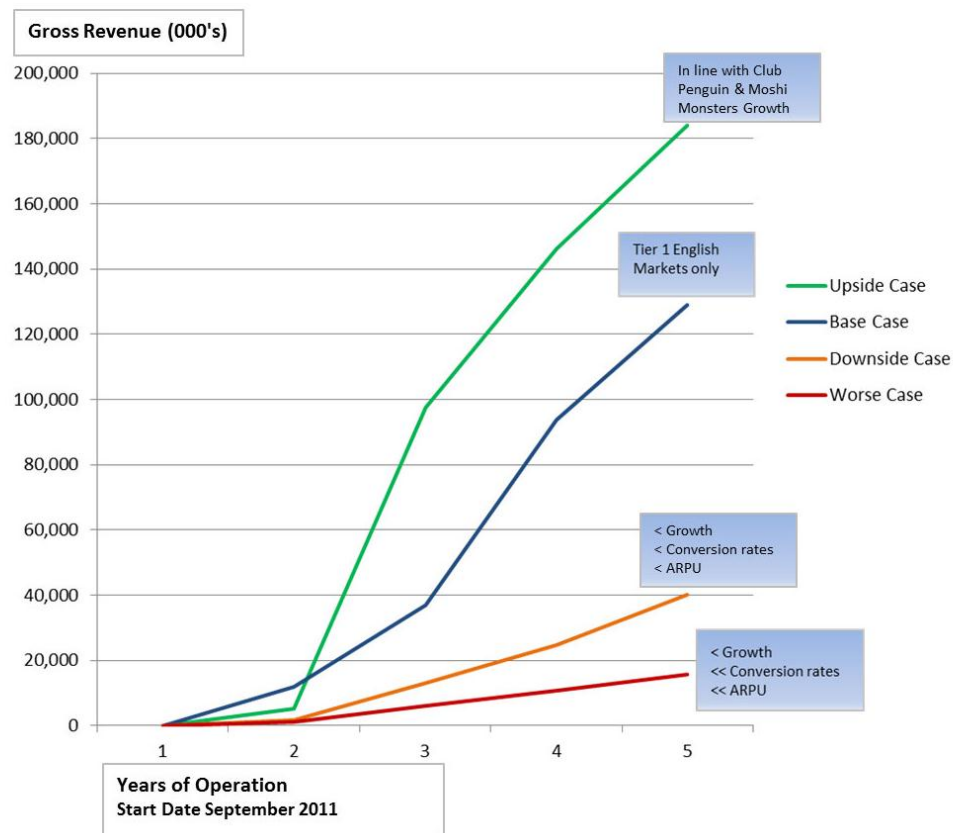
- Growth Rate is inline with competitor growth in Tier 1 markets
- Conversion rate of U/B's to free players is 50%
- Conversion rate of free players to paying subs is 9%
- ARPU is \$6 Y1, \$54 Y2, \$60 Y3, then \$66 Y4 and Y5 (based on 9-11 month tenure)
- Churn is 100% YOY
- Affiliate share is 30%

Total Addressable Market

- + Tier 1 English speaking markets only (6-12 y/o)
- + 80/20 boy skew applied

Assumptions: Assumes a Little Space Heroes.com launch Q4 2011.

Comparison of Gross Revenue Cases Q4 2011-2015



9.0 Projected Breakeven Analysis

The company aims to be cash flow positive within 6 months of operations.

Breakeven based on Organic Growth Only - Initial 6 Months

RPU/month	Cost of Goods per RPU	Gross margin	Av. Monthly Expenses	Subscribers for Breakeven
6	0.20	5.8	240,000	41,379

Breakeven based on Affiliate Growth Only - Initial 6 Months

RPU/month	Cost of Goods per RPU	Gross margin	Av. Monthly Expenses	Subscribers for Breakeven
6	2.4 + 0.20	3.4	240,000	70,588

Breakeven based on Organic and Affiliate Growth (50/50) - Initial 6 Months

RPU/month	Cost of Goods per RPU	Gross margin	Av. Monthly Expenses	Subscribers for Breakeven
6	1.4	4.6	240,000	52,174

Based on an even mix of organic and affiliate growth we estimate the company will be cash flow positive at approximately 52,000 subscribers. Referring to the cash flow analysis this is anticipated to occur by the end of the first quarter of operations.

Breakeven analysis assumes the following -

- Operating revenues to breakeven are based on projected subscription revenue streams only and in consideration of monthly operational burn
- Revenue per user (RPU) assumes a \$6 per month subscription model where the average user spends for 9 months before churn, making the base case RPU \$54 USD per annum
- Revenue streams are split between organic and affiliate driven growth
- A 40% profit share on RPU is paid to the Affiliates for customer acquisitions
- First 6 month operational expenses average \$240,000 per month.

Cost Structure Evolution in achieving commercial goals –

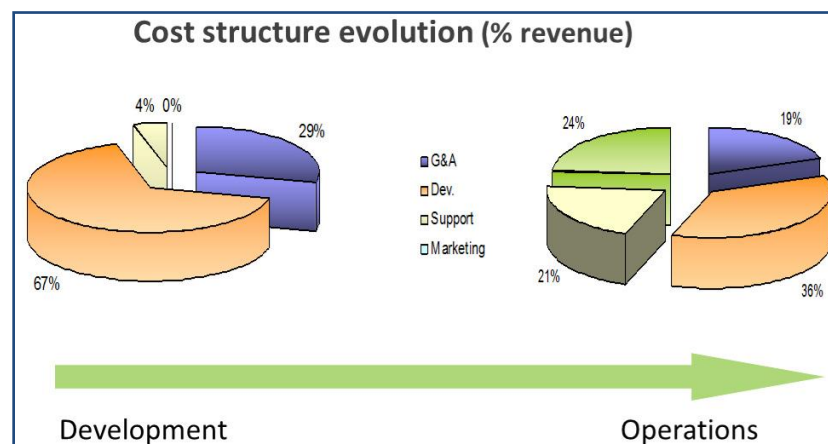
In sustaining growth and customer retention the main focus will be on supporting the following –

- Growth of the community/customer support team and related processes
- Scalability of the game server infrastructure to service the growing player community
- Iterative development strategies to expand the world and keep the community engaged in the story arc and community
- Continued development of the velvet rope and related strategies
- Marketing strategies aimed at acquisition and retention

In growing the franchise and additional opportunities outside of the core virtual world business –

- Investment in R&D
- Cross platform development to extend the service into other platforms (mobile and consoles)
- Development of the licensing arm and related merchandising development
- Other business development

In supporting these requirements, adequate revenue will be reinvested into infrastructure, labour and marketing to ensure the company scales resources to achieve key commercial goals. A chart illustrating the shift in cost structure evolution is below:



10.0 Company Valuation, Sources and Applications of Funding

8.1 Company Valuation (includes BGI and BGG)

The current pre-money valuation is 3 million AUD based on partner's contributions, intellectual property, milestones completed and potential exit options and relationships.

8.2 Sources and Applications of Funding

Business and project planning, concept, early prototype and beta design were initiated through the self-directed efforts and personal investment of founding partners in addition to a talent pool of freelancers. Collectively the partners contributed \$400,000 in seed funding, and over 5000 hours in sweat equity.

The company is currently seeking the final parcel of Round 1 investment in return for ordinary shares at a pre-money company valuation of A\$3 million. We have currently raised \$920,000 of our \$1.1 million dollar target through a combination of equity capital and government funding.

Bubble Gum Interactive intends to use the funds plus a round 2 raising up to \$800,000 to (1) complete product development to launch stage; (2) recruit management and operational teams, (3) pursue marketing and sales initiatives, (4) realise sales goals, and (5) drive further strategic growth and customer acquisition.

The table below summarises sources and applications for funding for the seed capital and rounds 1 & 2:

	Seed	Round 1	Round 2
Funding source	Founders	Equity Government	Equity Government
Funding amount	\$400k	\$1.1 million	Circa \$800k
Activity time frames	2009-2010 18 mths concept to alpha product	12 mths to complete product and launch and initial sales Sept - to December 2011	6 mths operations to drive sales Jan 2012 to June 2012
Milestones	Concept Prototype User Testing Alpha product Production roadmap Business plan Financial plans Marketing plan Provisional Patent Trademarks	Complete product Billing and CRM Open beta Launch marketing Operations roadmap Affiliate deals International Patents Launch Sep11 Sales through Dec 11	Drive Sales Scale operations Add Community team Calendar marketing activity Ongoing game development Drive sales Cash flow positive position

Investment milestones



***Total angel investment is 350,000 as at 30/07/2011**

11.0 Exit Strategy

Exit strategy relies on initial success and trading into profit with strong customer acquisition and growth based on a combination of end product theme, customer service and technology innovation over three to five years.

At this stage, the company intends to seek opportunities to sell the LittleSpaceHeroes.com virtual world to a multinational toy or Entertainment Company, for example Viacom, Disney, Time Warner, Nintendo, Mattel, Hasbro, EA or Sony for a significant premium over current valuation. While we believe it is realistic that we can garner a premium based on recent market activity we make no guarantees or assurances.

The partners are in discussions with MTV-Nickelodeon International and have consolidated relationships with key people at Disney, Time Warner, Activision, Electronic Arts, Microsoft, Nintendo and Sony that can potentially be activated for exit discussions when appropriate. Partners are currently focused on MTV-Nickelodeon as a key prospect for a Australasian and North American affiliate distribution deal – the Little Space Heroes property being developed with their customer base in mind.

Minimum estimated size of company at exit is approximately 25 to 30 staff for management, sales and marketing, production and community; and 50 'casual' staff for customer service and moderation of a user base of approx. 1.5 million subscriptions and 12 million free members – generating an annual turnover of approximately \$65 million USD. These revenues do not consider other channels such as merchandise, console and hand held games.

In considering exit, it's important to note, the partners are intent on launching a second virtual world in market and operating prior to exit. If this occurs, it is likely to be a girl centric property produced over a twelve month period by re-skinning the platform and subsequently leveraging the existing billing, CRM, community management and support infrastructure. While we make no guarantees or assurances, if produced and deployed, the property should provide significant added value in addition to the Little Space Heroes virtual world.

12.0 Intellectual Property

To date the partners have invested 2 years of intensive product research and development. Ownership and management of the core intellectual property is governed by sister company Bubble Gum Games Pty Ltd, with Bubble Gum Interactive Pty Ltd being responsible for operations and production. Investors receive equal shares in both companies under stapling provisions.

The company has developed a proprietary virtual world technology platform and associated set of solutions, including the [patent](#) pending infinite parallax scrolling engine¹³. Additional patents are being drafted for user registration innovations. BGG is also intending to explore the development other unique intellectual property with market potential in the virtual worlds sector, based on in depth market research.

With the exception of the creator's moral rights, all copyrights have been assigned to Bubble Gum Games Pty Ltd (**BGG**) for the Little Space Heroes property. BGG also owns top level domains and AU [trademarks](#) for the Little Space Heroes property in class 9, 14, 16, 18, 20, 25, 28 and 41 for computer software and games, toys, furniture and apparel, online games, cartoons, film and music productions.

Please note some of the trademarks and patent applications are still in process, so BGG and BGI make no guarantees or assurances these will be successfully registered given the discretionary powers of the examiners and any current or future opposition.

Successful trade mark and patent strategies will be extended internationally. BGG also owns various trade secrets, speculation, research and development.

¹³ AU Provisional Patent No.2010903187: Method and Process for Developing Infinite Parallax Scrolling using Flash.

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13.0 Investment Opportunity

This offering enables participation in a fast growing market segment, leveraging a proprietary virtual world platform built by a seasoned team. The potential benefits to investors are summarised below:



* While we believe this is a currently realistic target based on recent market activity we make no guarantees or assurances about your return on investment.

14.0 Charitable Charter

The Company's Charter is concerned with setting corporate examples in charitable and community based initiatives. The company will endeavor where possible to use its unique product and distribution base, including its relationship with strategic commercial entities to assist and promote charitable endeavors for the life of the company's operations. This may include corporate sponsorship of various global charities, the organising of Internet charity drives, and the donation of product for sales generating charitable moneys.

15.0 Contact

For more information please contact –

Phil Mason	Australasia	philm@bubbleguminteractive.com
Chris Kullar	United States	chrisk@bubbleguminteractive.com



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16.0 Appendix

16.1 Nickelodeon Endorsement

22 October 2010

Dear Phil,

This letter confirms Nickelodeon Australia's interest in Bubblegum Interactive's project "Little Space Heroes".

As per our previous discussions, Nickelodeon also confirms that we would be willing to participate in the next round of user testing for the project, providing that such testing is convenient to both parties and such an opportunity arises. Further, we would be willing to enter into discussions about cross-promotional opportunities between Nickelodeon and Bubblegum Interactive to help assist the initial marketing of "Little Space Heroes" once the program is launched.

We understand you are seeking production finance at this stage, and encourage you to keep in touch regarding the progress of your project.

With kind regards,



Katrina Southon
General Manager
Nickelodeon Australia

nickelodeon™



16.2 Intellectual Property Schedule

Disclaimer:

Please note some trademarks and patent applications are still in application process. Bubble Gum Interactive Pty Ltd and Bubble Gum Games Pty Ltd make no guarantees or assurances these will be successfully registered given the discretionary powers of the examiners and any current or future opposition.

<p>Trademark Little Space Heroes Name with Device</p>	<p>AU Trademark Number: 134299 Description: Little Space Heroes Logo Status: Registered</p> <p>Core Goods & Services:</p> <p>Class: 9 Cartridges for computer games (software); computer games entertainment software; computer games programs downloaded via the Internet (software); computer games software; animated cartoons; animated cartoons in the form of cinematographic films; music recordings.</p> <p>Class: 41 Internet games (non-downloadable).</p> <p>Class: 14 Watches; alarm clocks; clocks; figurines of precious metal; decorative pins (jewellery); jewellery; jewellery boxes; watch bands; watch cases.</p> <p>Class: 16 Cartoons (printed matter); books; books for colouring purposes; children's books; colouring books; comic books; drawing books; posters; posters being printed matter; decorative wrapping paper; gift wrapping paper.</p> <p>Class: 18 Bags (not in the nature of sacks) for holding laundry; bags for clothes; beach bags; carrying bags (other than disposable carrier bags); casual bags; school bags; shoulder bags; shoulder bags for use by children; sling bags; toiletry bags.</p> <p>Class: 20 Air cushions in the nature of furniture (not for medical purposes); articles of furniture adapted for use by children; bathroom furniture; bedroom furniture; book stands (furniture); chairs being furniture; computer furniture; desks (furniture); domestic furniture; fitted bedroom furniture; furniture; furniture for children; furniture incorporating beds; nursery furniture; shelf units (furniture); stuffed furniture; waste bins (furniture); bean bags in the nature of furniture; drinking straws; pocket mirrors; wall mirrors; picture frames; pillows; mattresses; sleeping bags; cake decorations made of plastic.</p> <p>Class: 25 Children's clothing; caps (headwear); pyjamas; pants; footwear for children; jackets (clothing); printed t-shirts; T-shirts.</p> <p>Class: 28 Action figures (toys or playthings); action toys; children's toys; educational toys; electronic toys; figurines being toys; model vehicles (toys or playthings); paper models (toys); paper toys; plastic toys; plush figures (toys); plush stuffed toys; plush toys; remote control toys; remote controlled flying toys; ride-on toys; soap bubbles (toys); soft toys; toys; toys in the form of puzzles; toys made of paper; toys made of plastics; toys made of plush; costumes being children's playthings; play costumes; trading cards (card game).</p>
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Trademark Little Space Heroes Name Only	AU Trademark Number: 134930 Description: Little Space Heroes words only (no image) Status: Registered Core Goods & Services: Class: 9 As above Class: 41 As above Class: 28 Action figures (toys or playthings); action toys; children's toys; educational toys; electronic toys; figurines being toys; model vehicles (toys or playthings); paper models (toys); paper toys; plastic toys; plush figures (toys); plush stuffed toys; plush toys; remote control toys; remote controlled flying toys; ride-on toys; soap bubbles (toys); soft toys; toys; toys in the form of puzzles; toys made of paper; toys made of plastics; toys made of plush; costumes being childrens playthings; play costumes; trading cards (card game).
Trademark SIGN UP FOR ADVENTURE! Words Only	AU Trademark Number: 1389347 Description: SIGN UP FOR ADVENTURE! Status: Approved Goods & Services: Class: 9 As above Class: 41 As above
Trademark DISCOVER EVERY DAY! Words Only	AU Trademark Number: 1389345 Description: DISCOVER EVERY DAY! Status: Approved Goods & Services: Class: 9 As above Class: 41 As above
Provisional Patent Infinite Parallax Scrolling Engine	Australian Application Number: 2011902867 Status: Filed Title: Method and process for developing Infinite Parallax Scrolling using Flash Inventors(s): Phillip Mason and Anthony Tambrin Applicant: Bubble Gum Interactive P/L Filing Date: 18/07/2010 Currently under opposition: No Next Step: PCT Application by 18/06/2011 Link Patents Australia
Provisional Patent Synchronising Random Events with Minimal Server Communication in Real-Time Online Multiplayer Game Setting Link Patents Australia	Australian Application Number: 2011902512 Status: Provisional Application lodged Title: Method and Process for Synchronising Random Events with Minimal Server Communication in Real-Time Online Multiplayer Game Setting Inventors(s): Phillip Mason and Anthony Tambrin Applicant: Bubble Gum Interactive P/L Filing Date: 27/06/2011 Currently under opposition: No Next Step: PCT Application by 27/06/2012

Social Networks Little Space Heroes Little Ponyville Little Ocean Heroes Bubble Gum Interactive	Youtube youtube.com/LittleSpaceHeroes youtube.com/LittlePonyVille youtube.com/LittleOceanHeroes youtube.com/bubbleguminteractive Other Networks – linkedin.com/company/1245173 crunchbase.com/company/bubble-gum-interactive	FaceBook facebook.com/pages/Little-Space-Heroes/ facebook.com/pages/Little-PonyVille/ facebook.com/pages/Little-Ocean-Heroes/ facebook.com/pages/Bubble-Gum-Interactive/	Twitter twitter.com/LilSpaceHeroes twitter.com/LittlePonyVille twitter.com/liloceanheroes twitter.com/BGStudio
Domain Names Little Space Heroes Little Ponyville Little Ocean Heroes	Little Space Heroes Top Level Domains – littlespaceheroes.com littlespaceheroes.net littlespaceheroes.mobi littlespaceheroes.info littlespaceheroes.biz littlespaceheroes.tv littlespaceheroes.ws littlespaceheroes.co International Domains – littlespaceheroes.ca littlespaceheroes.asia littlespaceheroes.cn littlespaceheroes.co.in littlespaceheroes.co.jp littlespaceheroes.co.kr littlespaceheroes.co.nz littlespaceheroes.co.uk littlespaceheroes.com.au littlespaceheroes.com.ar littlespaceheroes.com.br littlespaceheroes.com.es littlespaceheroes.de littlespaceheroes.es littlespaceheroes.eu littlespaceheroes.fr littlespaceheroes.hk littlespaceheroes.in littlespaceheroes.jp littlespaceheroes.kr littlespaceheroes.mx littlespaceheroes.ru littlespaceheroes.sg littlespaceheroes.tw littlespaceheroes.vn Other Iterations –	Little Ponyville Top Level Domains – littleponyville.com littleponyville.net littleponyville.mobi littleponyville.info littleponyville.biz littleponyville.tv littleponyville.ws littleponyville.co International Domains – littleponyville.asia littleponyville.biz littleponyville.ca littleponyville.cn littleponyville.co.in littleponyville.co.jp littleponyville.co.kr littleponyville.co.nz littleponyville.co.uk littleponyville.com.au littleponyville.com.br littleponyville.com.es littleponyville.com.tw littleponyville.de littleponyville.es littleponyville.eu littleponyville.fr littleponyville.hk littleponyville.in littleponyville.jp littleponyville.kr littleponyville.mx littleponyville.ru littleponyville.sg littleponyville.us Other Iterations –	Little Ocean Heroes Top Level Domains – littleoceanheroes.com littleoceanheroes.net littleoceanheroes.tv littleoceanheroes.co International Domains – littleoceanheroes.asia littleoceanheroes.biz littleoceanheroes.ca littleoceanheroes.cn littleoceanheroes.co.in littleoceanheroes.co.jp littleoceanheroes.co.kr littleoceanheroes.co.nz littleoceanheroes.co.uk littleoceanheroes.com.au littleoceanheroes.com.br littleoceanheroes.com.es littleoceanheroes.de littleoceanheroes.es littleoceanheroes.eu littleoceanheroes.fr littleoceanheroes.hk littleoceanheroes.in littleoceanheroes.jp littleoceanheroes.kr littleoceanheroes.mx littleoceanheroes.ru littleoceanheroes.sg littleoceanheroes.tw littleoceanheroes.us Official Fan Club Iterations –

	littlespacehero.com littlespacehero.net littlespacehero.info littlespacehero.com littlespaceheros.com lilspaceheroes.com lilspaceheroes.info Official Fan Club Iterations – littlespaceheroesfanclub.com spaceheroesfanclub.com	littleponyvilleonline.com littleponyvilleonline.net lilponyville.com lilponyville.mobi lilponyville.net littlehorseville.com littlehorseville.net Official Fan Club Iterations – littleponyvillefanclub.com littleponyvilleridingclub.com ponyvillefanclub.com ponyvilleridingclub.com	littleoceanheroesfanclub.com oceanheroesfanclub.com
Domain Names Bubble Gum Interactive Bubble Gum Games	Bubbleguminteractive.com Bubblegumuniverse.com Bubblegumgames.net		
Proprietary Technology	Infinite parallax scrolling engine World Editor - Infinite parallax scrolling engine Scrolling 2D Home world engine Spatial sound engine 8 x Flash Mini-game engines		

