

INDEX OF QUESTIONS / TOPICS AND SALES ARGUMENTS

Q: Why should a customer take the EURO2016APP from us? There are many/multiple apps in the stores that offer info regarding the UEFA European Football Championship 2016.	1
Q: Rights/Licences. Which rights are covered?.....	1
Q: Can a customer state in their marketing for the app that it is "approved by the UEFA" or what can they say/write?	1
Q: Languages. Which languages are available?.....	1
Q: How safe is the system? Do you have a contingency/backup system?.....	2
Q: "News" section on the app – where does the news come from?	2
Q: Is the app a real live reporter?	2
Q: What is the function of the FACEBOOK icon on the main page (menu) of the demo-app?	2
Q: How does the prediction function work? How can users of the app make predictions on Facebook/Twitter?	3
Q: Limited downloads. How many downloads should be advised?	3
Q: How can a customer check the number of downloads? And how to proceed?	4
Q: (Direct) Marketing Tools. What are the main (direct) marketing tools for the customer?	4
Q: How can push messages be submitted and when?	4
Q: How can (gift) vouchers be submitted and when?	5
Q: How can email addresses of users be downloaded??	5
Q: What is the Procedure for the EURO2016APP implementation.	5
Q: Can I have a demo app with the logo of the customer?	5
Q: DEMO APP QUESTIONS. Can I give access to the demo app to my customer? Why do I see old data of the 2012 UEFA Euro cup?.....	6
Q: Exclusivity. Is it possible for a customer to obtain exclusivity?	6
Q: Do you have other demo features than de DEMO APP??	6
Q: How can a customer login to the system to see layout etc of: Pushmessage submit, voucher submit, statistics on # of downloads?	8

Q: Why should a customer take the EURO2016APP from us? There are many/multiple apps in the stores that offer info regarding the UEFA European Football Championship 2016.

A: Our EURO2016APP includes:

- Full rights to publish/display pictures and info (statistics and personal info) of all teams/players.
- Full rights to publish stadium info incl. # of spectators
- CUSTOMIZED APP, incl. logo and info of the customer.
- The customer will have their own app including LOGO and description in the Apple, Google Play and Windows store
- The Customer's logo appears on every page of the app
- Live reporter 24/7 on all matches (incl. team pics, names/positions, pictures, live reporting on yellow/red cards, goals, missed penalties, player changes, extended playing time etc.)
- Welcome/about us message in the app of the customer incl. logo and link to the customer's webpage (if desired)
- Premium version features the customer's house style (look & feel)
- Unlimited submit of Push Messages (basic & premium versions)
- Unlimited submit of (Gift)Vouchers (premium version)
- Users can share a prediction on social media (Facebook, Twitter) thereby automatically broadcasting their use of your European Cup app, your reach on Facebook and Twitter will get a boost that will deliver long-term benefits.

Q: Rights/Licences. Which rights are covered?

A: Our EURO2016APP IS FULLY LICENSED as mentioned below.

- We only work with the best services available and have a solid contract with INFOSTRADA, the largest sports marketing and data processing centre in the world. INFOSTRADA handles and processes all UEFA data of the tournament and have fully covered the UEFA rights like they also have with many other international sport associations. They also service (real time) the main Television broadcasters like BBC Sports, NBC, SKY Sports, Reuter, Eurosports etc. and even have Coca Cola (official sponsor of the Euro 2016 tournament) and FIFA as their customer.
- We know from experience that a lot of (amateur) apps will be blocked in the near future due to miss-use/breaching of (UEFA or other) rights.
- Our app has the full rights to publish all features as mentioned in our brochure.

Q: Can a customer state in their marketing for the app that it is "approved by the UEFA" or what can they say/write?

A: Our EURO2016APP is a live reporter of the UEFA European Football Championship 2016.

- Customers can write or state that we have obtained the full rights to publish and use all matters as published in our brochure and in our declaration, regarding the UEFA 2016 European Football Championship.

Q: Languages. Which languages are available?

A: Our EURO2016APP can be implemented in 14 different languages.

- We can offer the app in: Danish, Dutch, English, Finnish, French, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish and Turkish.

Q: How safe is the system? Do you have a contingency/backup system?

A: Our EURO2016APP offers a secure environment.

- INFOSTRADA has all necessary backup and fallback systems in case anything happens. You can check their website <http://www.infostradasports.com> If you scroll down on the Infostrada site you will see some of their customers and those are really the big players.
- We have developed our apps in a way that all data regarding the tournament is submitted straight/directly to the Apple/Android/Windows stores for submit to all users of the apps without any interference of our local (Monkey Ventures) computer systems. Since we work with Infostrada and the official app stores you can be assured that there are sufficient backup systems at these partners service worldwide customers.
- However, we don't have influence on internet providers, official UEFA information and the Apple/Google Play/Microsoft Windows stores regarding their computer systems, but you can be sure that those organizations have covered their security in a very safe way.

Q: "News" section on the app – where does the news come from?

A: Our EURO2016APP is a live reporter of the UEFA European Football Championship 2016.

- The News section contains UEFA RSS feeds as also published on the UEFA website. However the official news feeds (as also published on the UEFA website www.uefa.com) are only provided (by UEFA) in English, French, German, Italian, Portuguese and Spanish. In case UEFA releases more languages on their official website (news feeds regarding the Euro 2016 Championship) then we will support these other languages as well.

Q: Is the app a real live reporter?

A: Our EURO2016APP is a live reporter of the UEFA European Football Championship 2016

- We have a real time connection with INFOSTRADA and all occasions like red card, yellow card, player swap, goals, penalties, missed penalties etc. will be reported "live" in the app. News regarding players that have been taken out of the tournament (injuries, disqualification etc) will be submitted via the "news" feature.

Q: What is the function of the FACEBOOK icon on the main page (menu) of the demo-app?

A: This Facebook icon on the main app page (menu screen) is a link to the Facebook page of the customer (your customer).

- We can place (optional) this icon on the menu-screen (main page) of the app that links to the Facebook page of your customer. In case your customer doesn't have a Facebook page then we can leave it out.
- However, we advise that customers make a Facebook page as they can publish info at this page regarding their app for the Euro Cup 2016 and also use this facebook page as a communication tool (not only for the Football tournament, but if they prefer they can make a special Facebook page for the tournament; it is totally up to the customer).

Q: How does the prediction function work? How can users of the app make predictions on Facebook/Twitter?

A: There are different options for Facebook and Twitter

- For Facebook there is free text (up to your customer) and fixed text (submitted by us). In the text below you can see an example how a message can look like. All text in **GREEN** is free text (up to the customer, they can inform us what this text must be), the fixed text is in **RED** because this is submitted by Infostrada/UEFA.

- Example of prediction on Facebook:

I use the special EuroCup2016 app of Media Monkeys, the best sport-app supplier you can get! I predict for the match Spain – France XX – XX Of course the placed prediction text will be in the app language of your choice. All Facebook predictions can also include a link to a website of the customer. This will be placed under the prediction text. We advise all customers to use this feature, but it is not compulsory. We advise all customers to use the same app name (chosen by the customer) in Facebook/twitter messages as it is published in the Apple/Google Play/Windows stores. Please note that they cannot use the word UEFA in their chosen app name or a registered trade mark name of UEFA (However..... it might be possible but then they need to pay a lot to UEFA.....).

- For twitter there are some limitations because twitter messages can only have a maximum of 140 characters (including spaces between words). Below you find an example, again the **GREEN** text is up to the customer, they need to tell us what this should be. And the **RED** text is fixed text submitted by Infostrada/UEFA.

- Example of prediction text in twitter:

I use the special EuroCup2016 app of Media Monkeys. I predict for the match Spain – France XX – XX Of course also this text will be in the app language of your choice. But the total message may not exceed 140 characters (incl. the spaces and the fixed text).

- **ATTENTION:** in your DEMO app the predict functions are available when you click (in the main/menu screen) on “matches” then click on a certain match and you will see on top “Match Details” “Line ups” and “Predict the score”. When you click on “Predict the score” you will see the prediction option.

Q: Limited downloads. How many downloads should be advised?

A: According to our experience with the World cup app in 2014:

- Be aware that users can predict the score of a match and place this on social media (e.g. facebook, twitter). This prediction will always be mentioned including a text that he/she uses the EURO2016APP of company “XYZ” (the name of the customer) so social media friends will look for the app as well in the Apple, Google and Windows store!
- Small Businesses (for instance a bar or restaurant) will easily get 2.000 downloads.
- A medium size shop or company (selling products/services to consumers in a region or niche market) will easily get 10K to 20K downloads, providing the app is “evangelized” and exposed to customers.
- Larger shops/customers should take at least 20K to 30K downloads and we advise national (retail) chains to take at least 50K or (better) unlimited.
- Keep in mind that users of the app are “ambassadors” and will recommend the app to their friends. **Also read the next topic: How can a customer check the number of downloads? And how to proceed?**

Q: How can a customer check the number of downloads? And how to proceed?

A: Customers will get a unique login and password to the CMS system. Please see the presentation of screenshots of the Login/CMS system at the end of this FAQ report.

- Customers can buy more downloads "afterwards" however then they have to pay again according to the pricing scale. Example: customer took premium app including 10.000 downloads. Price = license fee of 1500 Eur plus 2.500 Eur for 10K downloads. So total price is 4.000 Eur.
- In case the customer wants to buy 10.000 downloads extra afterwards they pay according to the scale, but no basic license should be paid anymore. In this case they need to pay another 2.500 Euro. This brings his total to 6.500 Euro's. If the same customer would have decided to buy 20.000 downloads with the initial order they only needed to pay: 1.500 Eur license + 4.000 Eur for 20.000 downloads, so the total costs would have been 5.500 Euro's (1.000 Eur less!)
- In case of limited downloads we provide a tolerance of 5% extra downloads
- In case customers reach their limit (plus 5%) they will be notified and have a choice to buy more downloads (according to the pricing scale, but no new license fee has to be purchased). The customer gets 24 hours to decide if extra downloads are needed. In case of no extra purchase (for downloads) the app will be put offline at the app stores. THIS WILL NOT INFLUENCE ALL PREVIOUSLY DOWNLOADED APPS, these will keep on functioning 100% but the app will no longer be downloadable from the app stores.

Q: (Direct) Marketing Tools. What are the main (direct) marketing tools for the customer?

A: Our EURO2016APP offers great (direct) marketing tools.

- Unlimited Push messages can be sent from the customer to all user's of the customer's app. Before, during and after the tournament.
- Premium version enables customer to send unlimited premium vouchers to all users of their app. Before, during and after the tournament.
- Premium version includes option to obtain email addresses from all users
- Users of the app can predict a match and share this on social media (facebook and twitter); any prediction will be published including text, for instance: "I'm using the "XX" app of XXXX" and predict 2-1 for France-Belgium (XX and XXXX stands for the name of the app and the name of the customer). We know from experience that this will boost the exposure of the customer as many "social media friends" will also download the app.
- The app displays the logo of the customer on EVERY PAGE
- What better direct marketing can you get????

Q: How can push messages be submitted and when?

A: Customers will get a unique login and password to the CMS system. Please see the presentation of screenshots of the Login/CMS system at the last pages of the FAQ's.

- Unlimited Push messages can be sent from the customer to all user's of the customer's app before, during and after the tournament. (see screenshots of Login/CMS)
- Push messages can be sent out immediately after input or can be planned and stored in advance for submit at certain date(s) and/or time(s).
- Planned push messages can be deleted/cancelled before they are sent out.
- Push messages cannot be withdrawn after submit.
- Money Ventures BV is not responsible for any content of submitted push messages.

Q: How can (gift) vouchers be submitted and when?

A: Customers will get a unique login and password to the CMS system. Please see the presentation of screenshots of the Login/CMS system at the end of the FAQ's.

- This feature is only available for premium users
- Unlimited vouchers can be sent from the customer to all users of the customer's app before, during and after the tournament. (See screenshots of Login/CMS)
- Vouchers can be sent out immediately after input or can be planned and stored in advance for submit at certain date(s).
- Planned vouchers can be deleted/cancelled before they are sent out.
- Vouchers can contain text & image/picture (including barcode in image if desired, composed by the customer)
- Vouchers cannot be withdrawn after submit.
- Monkey Ventures BV is not responsible for any content of submitted vouchers

Q: How can email addresses of users be downloaded??

A: Customers will get a unique login and password to the CMS system. Please see the presentation of screenshots of the Login/CMS system at the end of the FAQ's.

- This feature is only available for premium users
- Email addresses will be "asked" after downloading the app. According to EU laws this must be an "option" and cannot be compulsory. However, a simple question like "provide us with your email address and you will receive special offers, discounts or premium vouchers from us" will do the job.....
- Customers can download the email contacts via their Login/CMS (See the screenshots). After downloading these will be deleted from our system (EU law).

Q: What is the Procedure for the EURO2016APP implementation.

A: Monkey Ventures will provide you with the required input form and digital info.

- For the Basic version we need:
 - Logo of the customer
 - Choice of background colour
 - Short "welcome/about us" text
 - One Link to the website of the customer (if desired)
 - Name of the app (for the Apple/Google Play/Windows stores)
- For the Premium version we need:
 - House style "look & feel" of the customer
 - Company colours (for text and background)
 - Company Logo
 - Splashscreen logo (we can assist with this)
 - About us text (multiple pages possible)
 - Links to website(s) of the customer (if desired)
 - Name of the app (for the Apple/Google Play/Windows stores)

Q: Can I have a demo app with the logo of the customer?

A: Yes we can do this. You can provide your customer with a demo app incl logo!

- We can support you with a demo app including the logo of your customer but this will be against a 100,- Euro charge that will be deducted in case your customer buys the app.

Q: DEMO APP QUESTIONS. Can I give access to the demo app to my customer? Why do I see old data of the 2012 UEFA Euro cup?

A: You can provide your customer with your demo app! Just let them download the C3PO (Mobile Design Previewer) from Apple/Google Play store and give them your login info.

- It contains the UEFA EURO 2012 data because:
 - We don't have all data yet from Infostrada/UEFA (not all teams/players are known)
 - In case we put live data in the demo app now, you and your customers cannot see the LIVE reporting features of the app regarding matches and standings because those matches are not played yet! So you will not see the reporting of yellow/red cards, player swap, missed penalties, goals, etc including the time when it happened. Also you will "miss" features like the statistics per player etc. since they have not played yet. We advise to show the demo app with the "old" 2012 data so the customer can see the "live" features of the app.

Q: Exclusivity. Is it possible for a customer to obtain exclusivity?

A: Exclusivity for a certain branch/market-sector for a territory/country is possible

- Please contact Monkey Ventures to discuss the possibilities and pricing

Q: Do you have other demo features than de DEMO APP??

A: Yes we have!

- The main page of our different country/language websites shows an iPhone with a text block on the side (in many languages) mentioning:
TRY THE DEMO. CLICK ON AN ICON TO GET AN IMPRESSION.
 This feature gives already an impression when you click on the icons. You can use the link to this page to show a first glimpse to your customer.
- You can also use the link: <http://euro2016app.eu/appreview.php>
 - You can use this link also for your newsletters or other communication with your customers. On this page a logo can be downloaded and displayed in the screen of an iPhone with the app, so customers can have a first impression how their app will look like. However, this is just a brief preview! The logo, background colour and layout can be adjusted in many ways.
- You already have your customized presentation with your logo and contact details but please contact us in case you need additional pictures or images!
- Please see this link as placed by one of our partners on a French website for companies that look for gifts: www.tendanceobjet.com
- Please see below: three examples of newsletters/newsflashes as sent out by our business partners, they made mailings to their customers inclusive customized logo and display suggestions for the shops. Some examples have a bad resolution due to copying it to this word document, but we assure you that the originals look professional and nice!



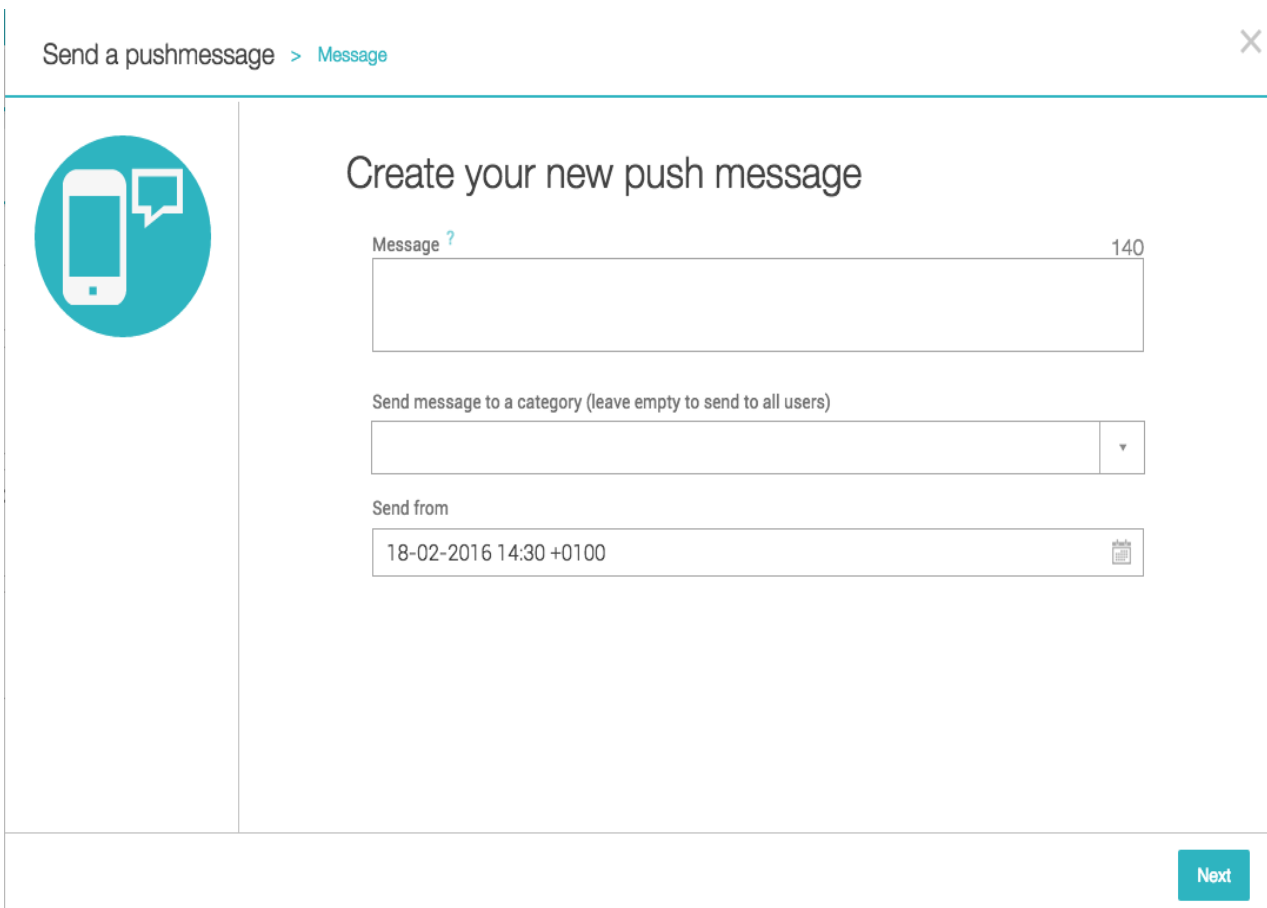
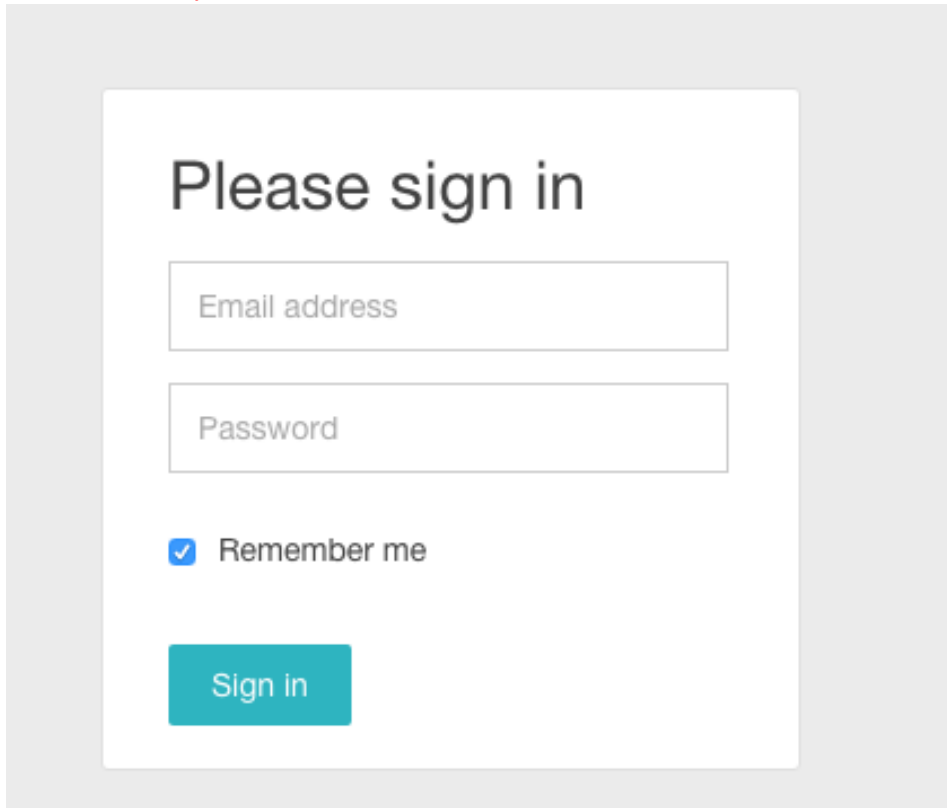


**YOU NEED MORE PICTURES?
Have more questions?
Need any assistance or support?**

**We are available to support you all the way!
Just call your contact person or mail us at:
info@euro2016app.eu**

**SEE THE SCREENSHOTS OF THE CUSTOMER'S LOGIN/CMS SYSTEM
ON THE NEXT PAGES.**

Q: How can a customer login to the system to see layout etc of: Pushmessage submit, voucher submit, statistics on # of downloads?



SCREENSHOTS OF THE CUSTOMER’S LOGIN/CMS SYSTEM, vouchers option for Premium version only!

The screenshot shows the 'Vouchers' management page. The header includes 'Media Monkeys Online BV', 'De EK app', and a user profile 'Frank'. The navigation bar contains 'Manage Your App', 'Analytics', 'Push Message', and 'Users'. The left sidebar lists 'About us', 'Vouchers', 'Register', and 'Intro'. The main content area is titled 'Vouchers' and includes a 'Show list' button and 'Page 1' indicator. The form fields are:

- Title: [Title]
- Description: [Description]
- Image: [Image upload icon]
- Valid through: 2016-03-02
- Visible from: 2016-03-02

 Action buttons 'Cancel' and 'Save' are located at the top right of the form.

The screenshot shows the 'Analytics' dashboard. The header is identical to the previous screenshot. The left sidebar lists 'Dashboard', 'Social Media', 'Downloads', and 'World Map'. The main content area is titled 'Analytics' and includes a date range selector 'Feb 12 - Feb 18'. The dashboard is divided into several sections:

- Downloads:** Shows 'This period' with 2 downloads and 'Total Downloads' with 39. A pie chart shows the distribution: iOS (0), Android (1), and WP8 (1).
- Popular Blocks:** Shows a pie chart of popular content blocks: Predict the score (24.5%), Knockout phase (15.7%), Poule phase (14.7%), Match Details (10.3%), Matches (7.8%), and Other (27%).
- Visits:** Shows a line graph with a peak and a label 'Total: 38 visits'.
- Time in App:** Shows a bar chart with three bars representing 39%, 16%, and 13%.