



# Stakeholder

Communication for SplashPlay, Inc.

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## From the Top...

## SplashPlay and Fund Raising

**D**id you know SplashPlay is more than trivia games in bars and restaurants? In fact, SplashPlay is also a unique and risk-free fund raising vehicle for any organization needing to raise money.

### America's Schools

The new school year has started and every parent, grandparent, aunt and uncle is girding their loins for the onslaught of fund raising activities. Whether it is magazines, cotton candy or walk-a-thons, every school has plans at the ready to extract more and more much needed dollars from a student's loving and caring family and friends to subsidize their worthy causes. This reality was graphically illustrated recently in Orange County.

While attending meetings of the board of directors of two local schools in Orange County, it was strikingly obvious that their commitment to fund raising was real, legitimate and more importantly, a problem. Unfortunately their efforts rarely yield the much needed capital they seek. In fact, in one example the football coach reported that their annual snow cone campaign netted the football boosters a total of \$12.75!

When the time came for SplashPlay to introduce its fund raising solution, every skeptical and jaundiced eye looked on with great skepticism. Clearly the question in the back of their minds was; "What are they trying to sell us?"

### Fund Raising Challenge

One school (we will call Cash Flow Elementary) needed to raise \$50,000 in order to subsidize its unique academic program. To achieve this objective, the parents of 350 students (approximately 140 families) of Cash Flow Elementary would be challenged to each raise \$357. Albeit \$357 is not a staggering figure. However, when one considers the never ending demand to support worthy charitable causes, the average family is all-too-often over extended when it comes to funding yet another "worthy cause."

Audience skepticism piqued when they were told that with SplashPlay they could raise all the funds they needed at no cost and no risk to the school. More importantly, no one would need to write a single check to reach their fund raising objectives.

### The SplashPlay Solution

The SplashPlay social/gaming platform is uniquely suited for fund raising activities. All that is required of the school is to create its own trivia games (e.g. sports trivia, historical trivia, community trivia, etc.), and invite its supportive families to share SplashPlay with their friends and families; both directly and via social media. Simple as that!

### School Specific Trivia Game

SplashPlay offers the unique ability for a school to not only raise money but to engage its supporters in a fun and informative manner. Toward this end, the school can create their own personalized trivia games intended to provide a relevant experience for the players. For example, the school can post games about sports teams' accomplishments, academic awards, community achievements, names of teachers, etc. SplashPlay is only limited by the imagination and creativity of the school for there are no limits to the variety and quantity of trivia games a school can create to engage and entertain its supporters.

### It's All about Social Reach

SplashPlay's growth strategy is about Catalyzed Viral Growth™. For most online offerings, whether mobile apps, social media or gaming, viral growth is hoped for, but rarely realized for a couple of reasons: (1) Viral growth is either dumb luck, or (2) The result of a substantial marketing investment exceeding \$7 per engaged person. As such, if you want an audience of 1 million viewers of your web site or mobile app, you either have to be unbelievably lucky or be prepared to spend \$7 million.

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# QR Codes Win Hands Down

SplashPlay is often asked “Why QR Codes?” The answer is simple, but



warrants some background information to have an appreciation for SplashPlay’s strategy underlying the use of QR Codes. Currently there are numerous technologies which can be implemented to provide “geographic location” identification of a mobile consumer. The most talked about are Beacons and NFC tags. Let’s take a look at both.

## Beacons

Think of Beacons as a kind of indoor GPS that communicates with a specific app on a smartphone allowing the user to be geographically located. Beacons, a plastic module (see illustration) attached to a wall, contain a computer chip, battery and Bluetooth transmitter/receiver. As interesting as Beacons are, they suffer from serious drawbacks inhibiting their widespread adoption including: (1) Complex layers of consumer permissions to turn on Bluetooth and opt-in, (2) Need pre-load

software applications on smartphones, (3) Maintenance (e.g. battery replacement and repair), (4) Limited range (less than 50 feet), and (5) High cost (averaging \$30 to \$100 each).



Beacon

Since beacons are “not disposable” they are not candidates for packaging applications or

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SplashPlay’s Catalyzed Viral Growth™ strategy promotes viral growth by making its games available to a large audience -- such as restaurant patrons and fund raising partners. In doing so, the projected cost of engaging someone as a SplashPlay player is \$0.08 each (or less) or 1/87<sup>th</sup> the cost of paying to reach an audience through conventional means.

## School Fund Raising

Now, let us consider why SplashPlay is interesting to a school.

SplashPlay’s offer is simple: We share 40% of SplashPlay’s advertising revenue from games played with a participating school. How substantial is SplashPlay’s fund raising proposition? With a few simple calculations, the power of SplashPlay and social media quickly becomes evident.

### Let’s take a look at Cash Flow Elementary school’s need to raise \$50,000.

According to the Pew Foundation, the average social media user (Facebook, Instagram, etc.) has 500+ online connections. As such, the 280 parents (140 families x 2 parents) of Cash Flow Elementary potentially reach upwards of 140,000 (280 x 500) friends in social media (“Virtual Friends”). Now, let’s assume only 2% of the 140,000 Virtual Friends, or 2,800 people share SplashPlay within their social media network. In doing so, they reach upwards of 1,400,000 Virtual Friends (2,800 x 500). In

total, Cash Flow Elementary school has the ability to reach 1,540,000 Virtual Friends (1,400,000 + 140,000) via social media. Finally, let’s assume only 10% of the entire body of Virtual Friends (154,000 people) accept the challenge to play SplashPlay to support the kids of Cash Flow Elementary **at no cost to them**. Cash Flow Elementary will have 154,000 Virtual Friends supporting the funding needs of the school without anyone having to write one check.

In order to reach Cash Flow Elementary school’s \$50,000 funding goal, they simply need to encourage the 154,000 Virtual Friends to answer 10 SplashPlay trivia questions a week (about 2 minutes worth of effort) throughout the school year (40 weeks) resulting in a total of 61.6 million SplashPlay trivia questions answered. Based on SplashPlay’s expected revenue of \$0.0022 per trivia question, SplashPlay’s total revenue would be \$135,520. In turn, Cash Flow Elementary school’s 40% share will be \$54,208. Goal achieved risk free and at no cost to the school or the families.

## School Fund Raising Market Size

According to the U.S. Department of Education there are 98,817 primary schools in America. If each school needed to raise \$50,000, the gross fund raising amount would be \$5 billion. In turn, this represents a potential market size (in SplashPlay revenue) of \$13 billion. More

## SplashPlay and Fund Raising

interestingly, if only ½ of 1 percent (0.005) of the nation’s public schools adopt SplashPlay as a fund raising tool, 494 schools would be promoting SplashPlay and in turn, SplashPlay could easily establish an active user base in excess of 76 million (494 x 154,000) engaged players.

## More Than School Fund Raising

In this discussion we explored SplashPlay as a fund raising tool for schools. However, just as SplashPlay is not limited to bars and restaurants, it is also not limited to schools. In fact, any organization (e.g. clubs, charities, fraternal organizations, churches, synagogues, sports teams, theater groups, hospitals, boosters, etc.) desiring to raise capital can adopt SplashPlay’s Fund Raising strategy as part of their capital development solution. All they need to do is become an Official SplashPlay Fund Raising Partner, create their own games and share them with their friends, families and social media relationships – risk free and free of charge.

## Call to Action

As stakeholders, SplashPlay is our company and each of us can dramatically affect the company’s future. If you are aware of an organization interested in a new, unique and risk free funding solution invite them to call SplashPlay at 877-286-9003 to learn how to get started.

# SplashPlay Game

## SplashPlay Digital Coupons

**A**lbeit obvious, but the fact is the best time for an advertiser to call a consumer to action is when it is convenient for the consumer to respond — basically when they are out and about. It is with this fact in mind that the design team at SplashPlay created a truly unique feature to SplashPlay's gaming platform — Real-Time Digital Coupons. Let's explore SplashPlay's Digital Couponing technology.

### 1 Deal Offer

Each time a SplashPlay player answers a trivia question, along with the result of their answer they are presented a Real-Time Digital Coupon from one of SplashPlay's sponsor partners (e.g. advertisers, restaurants, packaging partner, etc.) If the player is interested in the deal offer, they simply click the "Click for Deals" button and the Digital Coupon will be displayed.

### 2 Deal Page

The SplashPlay Deal Page displays the details for a particular offer. SplashPlay's advertisers and partners are provided unlimited flexibility as to the use of the Deal Page. As illustrated, it can be as simple as a text offering, or as exotic as a video clip, bar coded coupon or a link to their website. If the player is interested in the offer, all he or she needs to do is click the "Save" button after which the Digital Coupon will be saved in the player's SplashPlay account for redemption at their convenience

To provide advertisers and partners expanded reach beyond SplashPlay, the play may share the Digital Coupon with friends and family either through email or social media by simply clicking the "Share" button. In doing so, the player is granted 500 bonus points each time they share a SplashPlay Digital Coupon adding to their rewards and sweepstakes entries.

### 3 Player's Deals

The player's saved Digital Coupons are kept in their account for redemption at any time. In order to redeem a saved Digital Coupon, the player simply logs into his or her account and selects the desired Digital Coupon.



Next Topic: **Creating Your Own Games**

### 4 Deal Redemption

As on the Deal page, the player may share the deal with his or her friends and earn 500 bonus points.

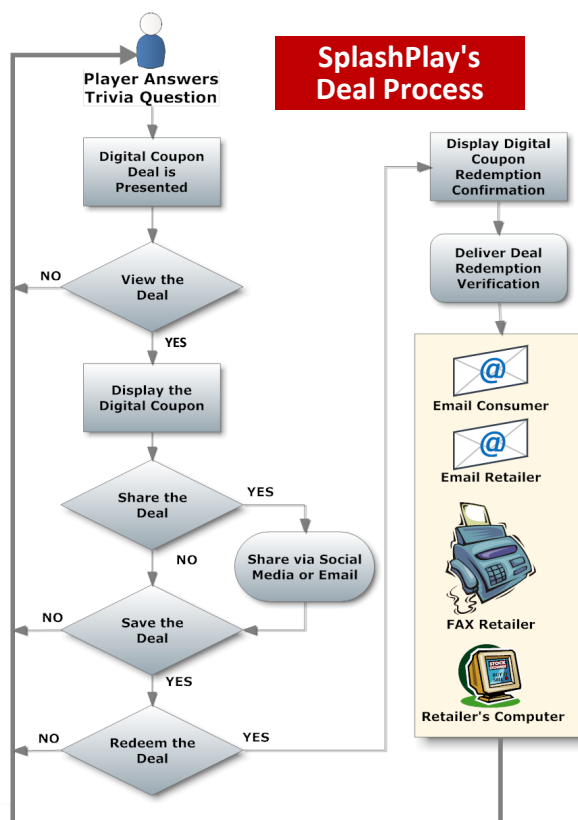
To redeem a coupon, the player shows the Digital Coupon to the retailer and clicks the Redeem Button.

### 5 Deal Confirmation

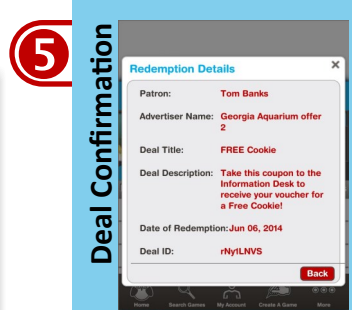
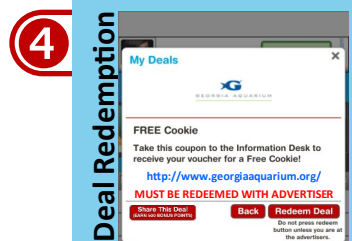
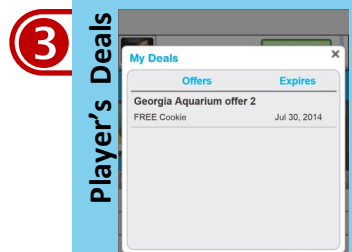
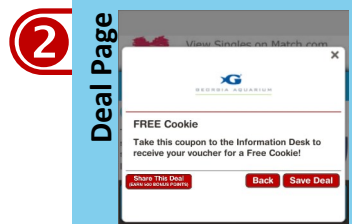
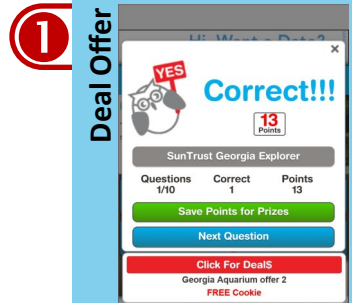
Once the Redeem Button is clicked, the player and the retailer are presented the Digital Coupon Redemption Confirmation page showing the specifics about the redeemed Digital Coupon. At the same time, an email is sent to both the player and the retailer containing the Digital Coupon's specifics along with the redemption date, confirmation code and player contact information. Additionally, if desired, SplashPlay will automatically send the Deal Confirmation to the retailer's fax machine and/or point-of-sale computer.

SplashPlay's Digital Couponing feature illustrates that the Company's technology is more than just a simple quiz or trivia app. SplashPlay is a comprehensive marketing strategy implemented as a game. In doing so, SplashPlay can ensure that an advertiser's or brand's message (or Digital Coupon) is delivered to their desired audience for maximum effect.

The following illustrates the SplashPlay Deal delivery and redemption process.



## SplashPlay Real-Time Deals



# A Market Perspective: Digital Couponing

**S**plashPlay is more than trivia games. In fact, built into the SplashPlay technology is a powerful and dynamic digital coupon delivery system. Why is this important? Digital couponing is one of the fastest growing components of the mobile landscape. In fact, according to Juniper Research, the number of digital coupons redeemed by consumers is expected to double over the next three years from 16 billion in 2014 to 31 billion by 2017. Why the growth in digital coupons? Because digital couponing is driven by the 150+ million smart devices which directly impact how consumers receive, store and redeem offers.

According to the market researcher L2 Business Intelligence, consumer digital couponing behavior is on a sharp rise with the most dramatic growth expected from food and beverage companies who have yet to capitalize on the power of digital coupons.

Literally, millions of consumers are walking around in their daily activities with a computer in their pocket — Smartphones. All of which are ready and willing to receive opportunities and save money with mobile offers. SplashPlay was designed to capitalize on the potential of mobile and is one of the most innovative and entertaining mechanisms for delivery of real-time, relevant and valuable offers right to the consumer's smart device benefiting both the consumer and the marketer.

## Seamless Redemption

Digital couponing is poised to explode thanks to the growing adoption of mobile devices and their integration into our everyday lives. SplashPlay was founded specifically to address and benefit from the opportunities this fast-paced market offers and is on the forefront of mobile engagement. More specifically, SplashPlay is a trend setter for digital couponing by making digital offers easily and readily available to its participants

which can be saved and redeemed seamlessly.

To date, brands have lagged behind in digital couponing. According to L2, the majority of food and beverage brands have not yet realigned their coupon programs to meet the quickly shifting online and mobile needs of their customers. In fact, L2's study revealed that only 61 percent of the brands reviewed offered digital coupons. More interestingly, even fewer brands actively distribute digital coupons and 25 percent of brands surveyed do not even have a digital coupon strategy. Based on L2's study, it is easy to understand SplashPlay's enthusiasm for the projected growth in digital couponing.

## Mobile Couponing

Juniper Research predicts that while there will be some growth in print-at-home digital coupons, the real growth will come from increased real-time redemptions of digital coupons from the consumer's smart device. Driving the growth in digital coupon redemption is the evolution in consumer behavior with shoppers eagerly incorporating mobile devices as a part of their daily purchase behavior.

Mobile technology enables consumers to receive and store coupons for later redemption on their smart devices — a process which SplashPlay does easily and seamlessly. Consistent with the market trend of integrating digital coupons into social media platforms, SplashPlay is on the forefront of digital/mobile/social coupon integration providing marketers the opportunity to deliver targeted offers based on the consumer's geographic location, activities and interests. Imagine if the California Angels baseball team wanted to deliver a buy-one-get-one-free ticket offer to Orange County California residents. Rather than mailing paper coupons to a million Orange County households, they could easily deliver their coupons through SplashPlay

and specifically define their target audience as: (a) Consumers within 10 miles of Angel Stadium, (b) Patrons of Sports Bars, and (c) Baseball Trivia Players. In doing so, the Angels' message would be direct, targeted, relevant, effective and affordable.

Like any growing technology, digital coupons face some hurdles, the most significant of which is the lack of sophisticated point-of-sale technology (e.g. NFC, WiFi, Bluetooth, etc.) at many retail locations. Recognizing this challenge, SplashPlay designed its coupon strategy to enable easy redemption by simply pressing the Coupon Redeem button on the consumer's smart device (see Jittery Joe's Digital Coupon) [see SplashPlay's games article on Page 3]. Once this is done the SplashPlay platform automatically and seamlessly delivers redemption confirmation to the retailer via email, text and even fax eliminating the need for costly technology upgrades and modifications on the part of retailers.



## Mobile/Digital Coupon Awareness

Rest assured the opportunities in mobile couponing are not going unnoticed. The fact is, retailers and brands are in the early innings of the digital coupon ball game when it comes to taking advantage of mobile's ability to drive traffic, brand awareness and sales. SplashPlay does more than *just deliver retailers' digital coupons*. SplashPlay enables retailers to integrate their real-time coupon offers with SplashPlay's engaging, entertaining and social gaming experience.

The dramatic consumer adoption of smart mobile devices has created a more dynamic, vibrant and relevant experience for

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# Papa Johns...the Demonstration Begins



**B**y the time you receive this latest issue of *SplashPlay's Stakeholder Newsletter*, 50,000 foam cups branded with the



SplashPlay game touch point will be winging their way to the Papa John's pizza restaurants in Orange County.

This is a unique opportunity to demonstrate to Papa John's and other Quick Service Restaurants (QSRs) SplashPlay's ability to reach, engage and expand a brand's effectiveness well beyond paper bags, drink cups or pizza boxes.

During the demonstration period, SplashPlay cups will be delivered with every pizza. Considering the facts that on average, each Papa John's pizza is consumed by 3.8 people spending at least 30-minutes, SplashPlay's brand and game platform will be in front of 200,000 smartphone toting Orange County residents for 100,000+ hours of brand exposure – All at no cost to SplashPlay. Papa John's is truly a unique opportunity for SplashPlay.

## SplashPlay Value Proposition

As discussed in prior issues of *SplashPlay's Stakeholder Newsletter*, management's objective is to partner with advertisers to subsidize its paper and glass drink ware. In the case of disposable cups, either national or local advertisers will pay \$0.05 per cup offsetting SplashPlay's production, development and delivery costs. In the Papa John's example, future advertisers would pay

\$2,500 to sponsor 50,000 cups.

In order to evaluate SplashPlay's value proposition, let's assume only 2% engagement, or 4,000 of Papa John's diners play SplashPlay. Based on SplashPlay's utilization history, the average player will answer 16 trivia questions and in turn be presented 16 digital coupons – 8 Papa John's coupons and 8 drink ware sponsor's coupons. As such, it is reasonable to expect upwards of 64,000 digital coupons presented to the Papa John's audience of which 32,000 are the drink ware sponsor's. The resulting drink ware sponsor's cost per engaged SplashPlay player would be \$0.63 ( $\$2,500 \div 4,000$ ). More interesting is SplashPlay's effective \$0.078 delivery cost per digital coupon ( $\$2,500 \div 32,000$ ).

## SplashPlay –vs– Paper Coupons

For the sake of this analysis, let's assume an advertiser wishes to have its "paper" coupons delivered to 50,000 homes via one of the many multi-coupon envelope direct mail programs with each envelope containing 30 – 40 paper coupons (e.g. ValuePack or MoneyMailer, etc.). The cost to do so would be \$450 per ten thousand households totaling \$2,250. Unfortunately, multi-coupon direct mailers are not enthusiastically received and enjoy only a 10% open rate effectively reaching only 5,000 consumers. Irrespective of the fact that an advertiser's coupon is buried in a pile of 40 other coupons, the cost to deliver 5,000 paper coupons is \$0.45 each

( $\$2,250 \div 5,000$ ). Coupon redemption aside, at \$0.078 per delivered coupon, SplashPlay is 6-times more cost effective than paper coupons.

The other benefits offered by SplashPlay's digital coupon solution is: (1) Coupons can be saved in one's SplashPlay account for later redemption, (2) Coupon offers can be shared via email or social media substantially expanding the advertiser's reach, and (3) SplashPlay can provide advertisers both geographic and behavioral targeting. SplashPlay's digital couponing functionality is provided all at no additional cost to drink ware sponsors further enhancing SplashPlay's value proposition.

## Thoughts on Broadcast Media

As noted above, SplashPlay will be presented to the Papa John's audience for 100,000+ hours. If an advertiser purchased 200,000 thirty-second local television or radio ads at \$100 per spot, the cost would be \$20 million. Albeit, as an advertising medium SplashPlay may not as exciting as television or radio, however, there is no way to logically compare a \$20 million advertising purchase with a \$2,500 purchase. SplashPlay is clearly the hands down value proposition winner.

From SplashPlay's perspective, the Papa John's demonstration is like a \$20 million advertising campaign Free of charge.

## Exit Strategy

**T**he most common question SplashPlay receives from its stakeholders is "What do you see as SplashPlay's exit strategy?" The excitement and glamour of a public offering is appealing, however, Management's goal is more tempered. SplashPlay's objective is to be acquired by a company in our space – Social / Mobile / Local Technology. Candidate acquisition partners of interest to SplashPlay include companies such as Facebook, Google, PayPal, Ebay, Groupon, and any number of well-funded and highly valued companies.

Management believes SplashPlay is appealing as an acquisition candidate based on five factors: (1) Unique Market Access, (2) Lowest User Acquisition Cost, (3) Large Mobile User Engagement Potential, (4) Integrated Virtual/Brick-and-Mortar Strategy, and (5) Revenue and Profit Based Business Model. When these factors are combined with the high value placed on audience size (e.g. eyeballs), Management believes SplashPlay has the potential of commanding a substantial valuation. Over the next two years, as SplashPlay expands its distribution channels and develops more users, the Company's valuation should increase accordingly. Additionally, SplashPlay's platform has tremendous value because our technology is complete, deployed, tested and proven. Basically, SplashPlay is a "turn-key" operation with proven technology versus an "idea on the back of a napkin." All an acquiring party has to do is add more fuel to the gas tank and dramatic growth will occur.

When one considers SplashPlay's underlying economics and strategy, it should be obvious to any potential acquiring party that SplashPlay is an asset and sensible business model that can be easily integrated with their mobile strategy.

# Sweepstakes Prize Winners

In September, SplashPlay was pleased to announce the winners of the Jittery Joe's Coffee Shop and the Georgia Aquarium Sweepstakes. Each point a player earns represents an additional entry in their respective SplashPlay sweepstakes. As such, the more points a player earned, the more chances he or she had to win. Upon the close of the sweepstakes period the SplashPlay system automatically gathered the game play statistics and executed a random drawing. The winner for the Georgia Aquarium and Jittery Joe's sweepstakes was selected at random from their respective pools of players. We are pleased to announce that Hope Petree of Lynchburg, Virginia won her iPad as a player at the Georgia Aquarium and Kelly Rhea of Atlanta, Georgia won his at the Jittery Joe's coffee shops. Congratulations Hope and Kelly. Enjoy your new Apple iPads.



**"The best feature is definitely the way you get your points. I like that you get more points based on your speed." Kelly Rhea, Atlanta, GA.**

**"I won two cookies at the Georgia Aquarium and later won the SplashPlay iPad. WOW!" Hope Petree, Lynchburg, VA.**

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## QR Codes Win Hands Down

drink ware. For example, if a 100 table restaurant wished to deploy Beacon technology, the cost would be \$5,000 to \$10,000 in addition to installation, maintenance, replacement, software design and development.

### NFC Tags

NFC tags are interesting miniature radios comprised of a microchip and coil (see illustration) and are often embedded in a label attached to a product as a device to prevent shoplifting.

To communicate with an NFC tag, an NFC enabled smartphone (is yours?) generates a radio signal received by the NFC's coil. Upon receiving the signal from the smartphone, the microchip of the NFC tag powers up and starts communicating its unique ID to the NFC enabled smartphone. Minimal as this technology appears, NFC is very expensive since NFC tags have to be placed "everywhere" within an establishment (whether a restaurant or museum) or on every product (beverage glasses or packaging) to identify the consumer's specific location or trigger an event. Like Beacons, to benefit from NFC tags the consumer would need an NFC enabled smartphone and specific software to "understand" what an individual NFC tag meant.



Unquestionably, NFC tags are far less expensive per unit than Beacons -- \$0.10 each versus \$30. However, the product marketer would have to attach one to "every" package or beverage cup delivered to the consumer plus bear the cost of software development.

How expensive is NFC? Let's consider for example the cost to McDonalds if they elected to replace QR Codes on their disposable drink ware and packaging with NFC tags. Currently McDonalds serves 68 million people daily, representing 25 billion annually. By adding an NFC tag to each of its 25 billion drink cups McDonalds would spend \$2.5 billion annually, or 23% of its \$11 billion of profit. NFC is truly a high cost alternative compared with QR Codes which are simply printed on McDonalds' drink ware at no additional cost. Even if NFC tags only cost \$0.01 each, for McDonalds QR Codes are \$250 million cheaper than NFC technology.

So, to answer the original question "Why QR Codes?" ... SplashPlay does so because QR Codes are the hands-down winner in ease of application, consumer engagement, maintenance, and cost. QR Codes represent the natural evolution of mobile consumer engagement and activation which is being quickly adopted by savvy brands and marketers worldwide.

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## DIGITAL COUPONING

consumers and an unprecedented opportunity for retailers and brands. What was once a test and explore mentality with a small group of marketers dipping their toes into mobile is quickly becoming a sophisticated multichannel tactic within a marketer's toolkit. SplashPlay is simply the most innovative and affordable digital coupon delivery solution that will drive sales.

The bottom-line is simple. SplashPlay is an innovator in delivering real-time digital couponing. Retailers and brands want sales, and the delivery of digital coupons directly to active/mobile consumers will increase the chance of a transaction with higher and more immediate return on marketing and promotion dollars.

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## AUDIENCE REACH

REACHING LARGE AUDIENCES THROUGH RESTAURANTS, BARS, ONLINE, MOBILE DEVICES & MORE

# Frequently Asked Questions

## How is SplashPlay's stock structured?

Currently SplashPlay has only one class of stock – Common. All shareholders' shares, including founders and management, are treated exactly the same with no preferences granted to anyone. Some companies issue different classes of shares (e.g. Facebook's Mark Zuckerberg's shares grant him 57% voting rights over all corporate and shareholder matters) which may include guaranteed dividends or even preferred voting rights excluding other shareholders from having a voice in processes such as election of the board of directors.

## I received a Debenture Agreement rather than a stock certificate. Why?

SplashPlay's second financing round was done in the form of a Convertible Debenture. Simply put, a Convertible Debenture is a loan made to the company granting the lender the privilege of converting the principal and interest into Common Stock at any time at a predetermined share price. In SplashPlay's case, the conversion price is \$0.40 per share. The benefit of the Convertible Debenture is the investor's capital grows as it accumulates interest. For example, if an investor earns \$1,000 in interest on a \$10,000 loan the Debenture would be converted into 27,500 shares of Common Stock ( $\$11,000 \div \$0.40$ ). Basically, with SplashPlay's Debenture the investor's cash value grows allowing the purchase of more shares at no additional out-of-pocket cost to the investor.

## Can I create my own games?

Yes. Simply go to [www.splashplay.com](http://www.splashplay.com) and click the "Play Now" button and you will be transferred to the SplashPlay game platform. The next step is to click the green "Create a Game" button and follow the simply step-by-step process. Finally, you will need to name your game (e.g. Johnson Family Trivia), pick a game category (e.g. sports, music, pop culture, tv, etc.) and finally identify if your game is for public use or just for those people you invite to play.

## How do I share my games with friends?

If you want to share yours or any game with your friends simply begin a game and click the "Share" button. SplashPlay allows you to share your game either through email, Facebook, Pinterist, Google+ or Twitter. Additionally, you can enable your SplashPlay account to automatically post your game play activity automatically to social media each time you play SplashPlay.

## If I have a lot of questions in my trivia game can I upload them in bulk?

Absolutely. SplashPlay game questions and answers can be entered individually or using our bulk upload feature. To use the bulk upload feature simply create your game in an Excel spreadsheet. To do so, in Row 1 Columns A through E of the spreadsheet enter the following Column Titles: **Question**, **Answer**, **Wrong\_1**, **Wrong\_2** and **Wrong\_3**. Then enter your Questions and Answers beginning in Row 2. When you have completed your Questions and Answers and saved your spreadsheet, log into your SplashPlay game account, click Create a Game and select "Bulk Upload." You will be prompted to browse for your Excel file on your computer than click upload. Note that Questions are limited to 100 characters and Answers are limited to 35 characters.

## Do you have any questions you would like answered?

We enjoy nothing more than answering our stakeholders' questions. If you have any questions you think other SplashPlay stakeholders would like answered feel free to email [tbanks@splashplay.com](mailto:tbanks@splashplay.com) and they will be included in future issues of the *SplashPlay Stakeholder Newsletter*.



## Breaking News

**October 11, 2014, Mission Viejo:** The United States Patent and Trademark Office granted SplashPlay, Inc. registered trademark status on the phrase **"You've Been Splashed!®"** This phrase is used throughout SplashPlay's social media communications between players.

