

2018



Contents

- 03. **A word from the Director**
- 04. **Agenda**
- 05. **Board of Directors**
- 06. **Key events in 2018/2019**
- 09. **The launch on 1st July**
- 10. **Our outlook for the future**
- 11. **Financial year 2018/votes**
- 13. **Getting people talking about us**
- 14. **The application**
- 15. **Our partners**



You can find this report and all the meeting documents on our investor platform at www.treasurehunters.ch/dashboard

A great start to the adventure

2018 was a year of challenges as well as a year full of good surprises. January was a time of doubts and questioning:

Can this rather crazy idea actually work?

Does it already exist?

Do we have the resources we need and are we strong enough to take the plunge?

We were convinced and soon enough, we realised we were not alone. The more we talked about it, the surer we were, and the bigger the project became.

The first big surprise was that we managed to get an appointment with Tamedia's top management. To be honest, when we were looking for partners, we told ourselves: «we must aim high and keep our fingers crossed». A partnership email to Switzerland's largest media group and hey presto! a meeting scheduled with two senior managers a few days later! We didn't even have presentation material as yet, just a few screenshots of an application that was far from finished. But when the idea's good and the team is keen, nothing is impossible. A few days later, we gave them a magnificent presentation that resulted in our biggest partnership agreement.

After that, we were more confident than ever, and we held a trump card to find other partners. We were pleasantly surprised with the highly positive comments we received from major groups and even from the Republic and Canton of the Jura that promptly gave us their backing.

My second big surprise was You! Our fund-raising has been a huge success and the number of players who pre-registered grew quickly and is in fact still increasing each day.

All signals are green and I'm all the more confident about our application's release next week. I thank the entire Treasure Hunters team for the considerable work, and also you, dear investors, for your trust and support throughout this wonderful year.



Diego Rohner
Hunter in Chief

Agenda for the evening

6 pm - Doors open

- Welcome drink

6:30 pm – General meeting called to order

- Word from the Director
- Introduction of the Board of Directors
- Key events in 2018
- Beginning of the year 2019
- The launch on 1st July
- The future
- Figures for 2018
- Questions/answers

7:15 pm – Voting

- Election of the Chairman of the Board of Directors
- Election of the secretary
- Approval of the financial statements

7:30 pm – Dinner

Board of Directors

Chairman



Diego Rohner
Hunter in Chief

Members



Pierre Gelso
The Big Hunter

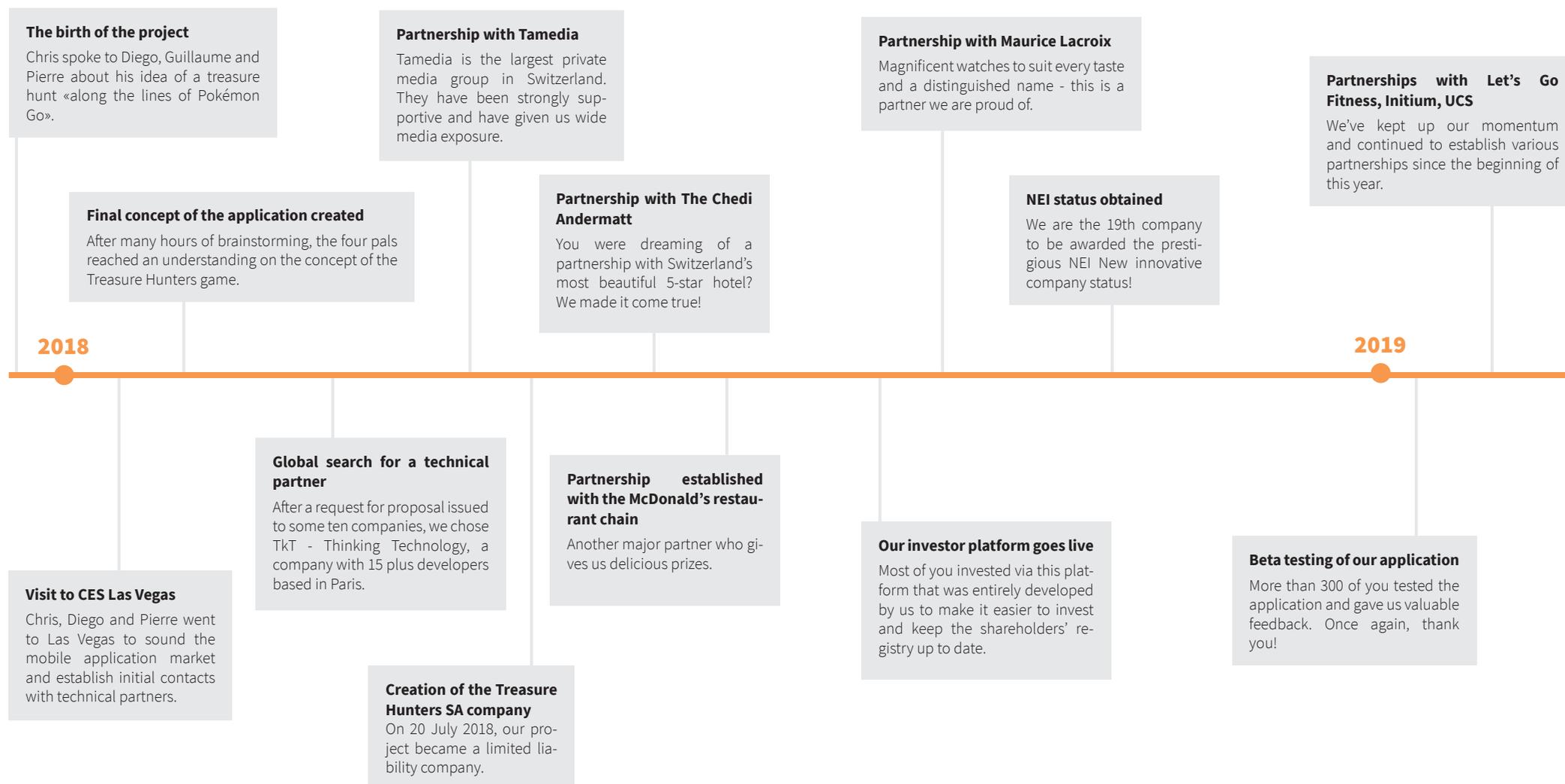


Chris Buzas
The First Hunter



Guillaume Hentzi
Hunter Developer

Salient points of the year



The much-awaited launch

After some forty dispatches of the application to Google and Apple for validation, we are ready! The launch is nearing and the stakes are high.

It's true that despite the several series of tests we have conducted, and despite appointing experts to validate our server infrastructure, a hitch can still happen. There are so many different telephones and systems that even major development studios can run into problems when launching a

new game. However, we have done our very best to tackle most of them, and we are confident.

We are relying on you to be among the first to download the application and give us your feedback, whether positive or negative. We have also set up an on-call system with our technical partner so that we can be as responsive as possible in case of a problem.

Major marketing campaign and utterly mind-boggling prizes.

For the first two weeks of the launch, we have planned for over CHF 300,000 in ads, advertorials and inserts in Tamedia group's media, in both digital and paper formats.

This ad campaign will put Treasure Hunters in the spotlight in a big way and will certainly spark interest.

During the month of July, we have also planned to put up prizes that match our ambitions – the Porsche, the Polaris, Maurice Lacroix watches, nights at The Chedi Andermatt, or entrance tickets to the Laver Cup, to name but a few of our finest treasures.

NEI New Innovative Companies

By awarding the NEI (New Innovative Company) status, the Canton of Jura enables entrepreneurs having their tax residence in the Jura to benefit from tax exemptions and increased aid for economic promotion.

Since 2012, this status has been granted to 18 companies.

Treasure Hunters is only the 19th to acquire this status!

Statistics at last!

Throughout the time we were developing Treasure Hunters, we had trouble making forecasts. When you are a pioneer inventing a new application with an all-new concept, you don't really have figures to rely on to shape your outlook in the short term.

This is why we will learn a lot from the first few months of the application's use, not only to technically optimise our development work and the application, but also to choose the winnings and the new features to add to the application.

New features?

The key to success isn't just to have a good application but above all to keep it up to date and add features so our users don't lose interest. We are launching the first version of the application next week but our developers are already working on a fu-

ture version with new features like sounds added to the application, group quests, the possibility of earning coins without having to move by playing mini-games, and customising your hunter avatar.

Going international

From the outset, we haven't hidden the fact that our ambition is to launch our concept in other countries. We expect a lot from the feedback on the application in Switzerland so that we can find the right strategy to export it optimally.

We can already tell you that we have an exclusive tie-up with a team from the UAE to find partners and decide about the launching of Treasure Hunters in that part of the world.

Figures for 2018

As Treasure Hunters was created in July 2018, the figures you will see today are based on the first six months of our operation.

We must clarify for those who are less familiar with these procedures that it is normal for a start-up to not report profits during the

first few years of its existence. It is standard practice to set aside all the amounts collected as provision to reinvest in the company. This is even more so for Treasure Hunters, given that it has not yet started its sales activity as the application is not yet online.

Chairman of the Board of Directors



Diego Rohner
Hunter in Chief

Meeting Secretary



Cem Arslan
Marketing Hunter

Do you want to be a great ambassador? Here's how you can help us!

You are our most important ambassadors. You have contributed significantly to create this application, and you have helped us put up many incredible treasures for the winning.

For your investment to be worth it, Treasure Hunters must be a huge hit! Help us by getting everyone talking about the application. Make sure that all your friends and family members know Treasure Hunters.



Subscribe to our social network pages (Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat)

Like or comment on our posts on social networks, so your friends can see your activity on our pages

Post in your profiles that you are attending this wonderful general meeting and tag Treasure Hunters



Speak to your friends about the project, and don't forget, the share price will increase to CHF 12.- on the day the game is released

Share our posts during the launch so we create a buzz the moment we go live



Once the game is out, download the application, give it the highest rating and add a positive comment on AppStore and Google Play Store

Play, let others know, and send your referral link to all your contacts – you will be rewarded with coins

Make a contribution through a purchase during our next crowdfunding campaign... people attract more people

The Treasure Hunters players' hunting grounds!

Outdoors, countryside, towns... the hunting grounds for Treasure Hunters players are many, varied and endless.

From the 1st of July, thousands of treasures will be hidden virtually and players will be swarming all over the Swiss countryside.

32
trophies to win in the game

414
days of development

2'250
treasures in the first month

26'479
checkpoints placed in our application

659'000
francs worth of gifts in stock

∞
the number of people you can refer



They have placed their trust in us

Without them, Treasure Hunters would not be the application it is today!

They have faith in our project and through their support, Treasure Hunters has received unparalleled exposure to get the project off the ground.

Do you want to partner with Treasure Hunters? Do you know someone who would like to be our partner?

Let us know!





You want it ? Hunt it !

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