



57,363  
Followers



20,318  
Followers



134,900  
Followers

**shae**

**LAT / MIG33**

**INVESTOR PRESENTATION (FEB 2014)**



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# Disclaimer



**Preamble**

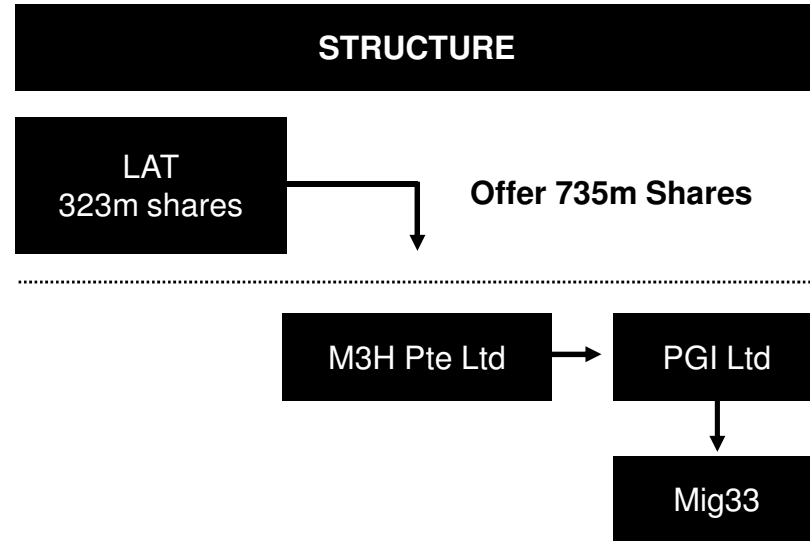
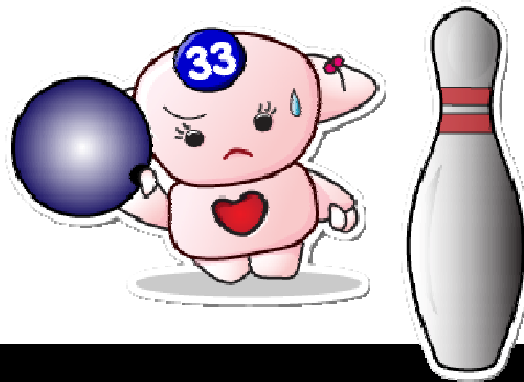
Latin Gold Limited (ASX: LAT) (“Latin Gold”) has entered into a Heads of Agreement to acquire 100% of the mig33 social entertainment platform through the issue of approximately 720 million shares to the various shareholders of m3h pte ltd and PGI Ltd, which combined hold mig33 and all its operating entities (“mig33”)

**Post-Acquisition Capital Structure (Indicative)**

Current shares on issue	323,152,868
Acquisition of mig33	735,006,836
Total	1,058,159,704

**Indicative Timetable**

Despatch of Notice of General Meeting.	24 March 2014
Prospectus open	25 March 2014
General Meeting to approve transaction	22 April 2014
Suspension of securities	22 April 2014
Prospectus close	29 April 2014
Re-compliance (Chapters 1 & 2 of ASX Listing Rules)	6 May 2014
Reinstatement to Official Quotation	13 May 2014



**PRO-FORMA BALANCE SHEET**

Pro Forma (31 December 2013)	Latin	mig33	consolidated
Current Assets	2,761,555	3,861,535	6,623,090
Non Current Assets	480,627	223,493	704,120
Goodwill on Acquisition			19,042,743
<b>Total Assets</b>	<b>3,242,182</b>	<b>4,085,028</b>	<b>26,369,953</b>
Current Liabilities	41,046	1,077,566	1,118,612
<b>Total Liabilities</b>	<b>41,046</b>	<b>1,077,566</b>	<b>1,118,612</b>
<b>Net Assets</b>	<b>3,201,136</b>	<b>3,007,462</b>	<b>25,251,341</b>
<b>Total Equity</b>	<b>3,201,136</b>	<b>3,007,462</b>	<b>25,251,341</b>

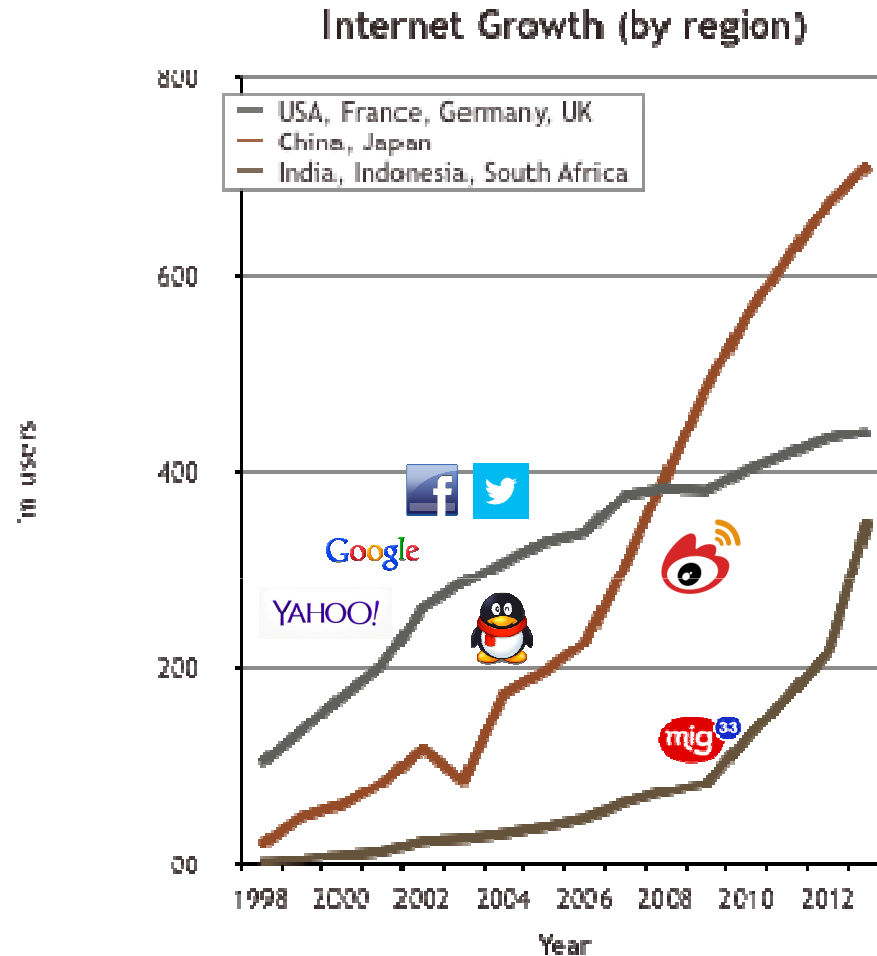
# LAT / MIG33 Transaction



The first world internet resulted in Yahoo, Google, Facebook and Twitter.

The next wave in East Asia resulted in Tencent, Sina, NHN and others.

What will the rise of the next 3.5bn people bring?



The next great Internet Opportunity



# Mig 33 is built and delivered on the latest low cost, scalable and extensible open source technologies



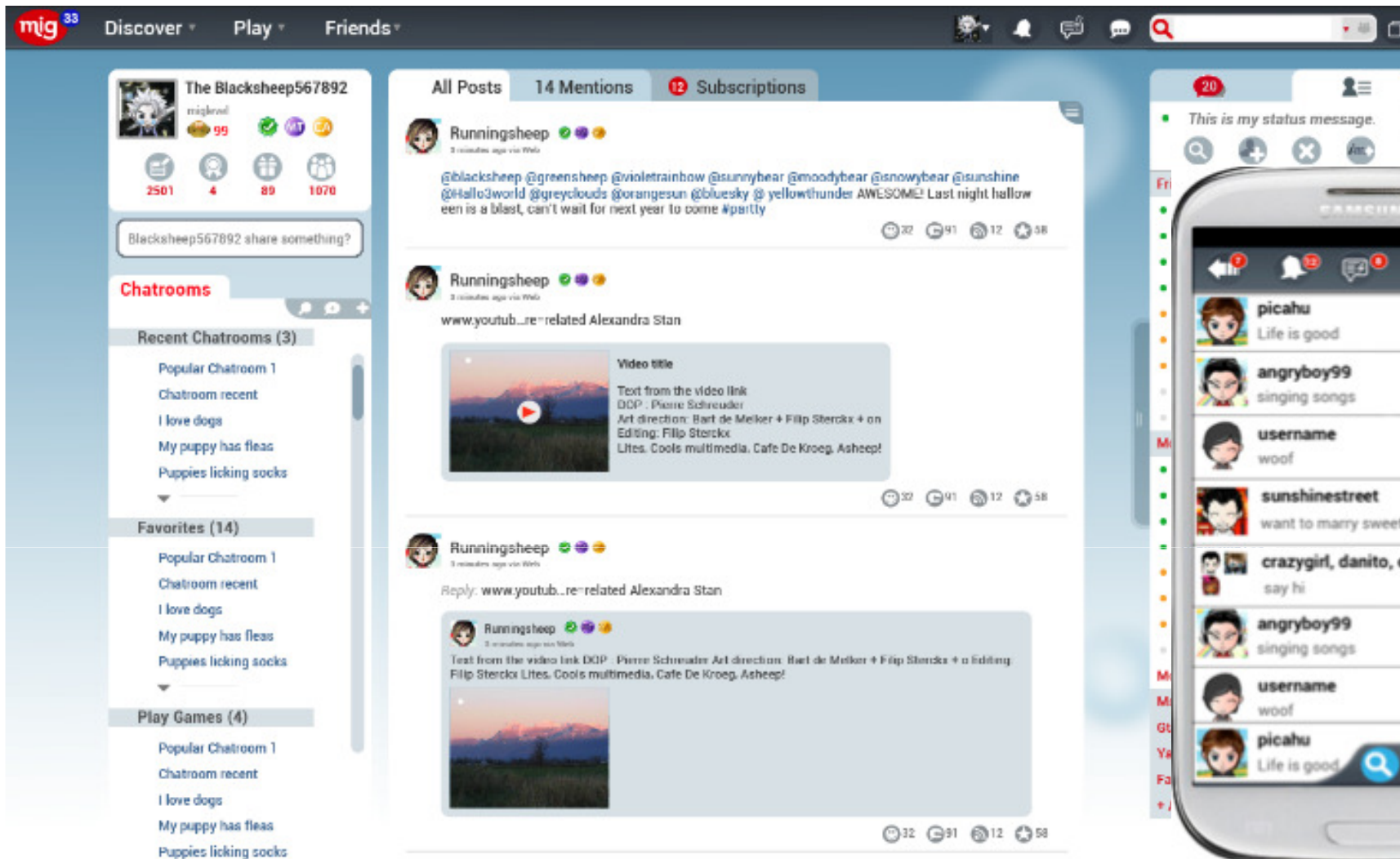
## Key Features:

- lightweight miniblog, instant messaging, and chatrooms
- emoticons, stickers, virtual gifts & games
- Gamification elements: Avatars, Badges, Levels & Leaderboard
- Available on Android, Wap, Web & J2ME.

*Coming soon: Branding update, IOS, J2ME and Blackberry updates, and Open Auth and Developer APIs.*

## What Is Mig33?





# What Is Mig33?

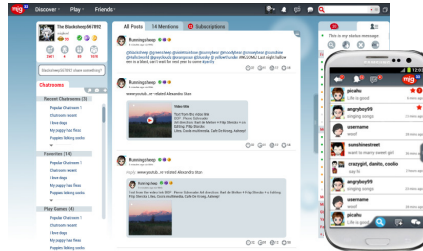


MIG33 OF THE PAST

AUGUST 2013

JANUARY 2014

MAY 2014



Allan Wu



5,073  
Follower  
s



7,665  
Follower  
s



49,300  
Follower  
s



Instant Messaging

Re-launched as a Mass Platform

Proven Media  
Partnership Engagement

Branding and Platform Update

70m registered users.  
Closed platform bound  
by the limitations of J2ME  
(examples of closed  
platforms: whatsapp,  
skype, yahoo  
messenger, etc)

2.2m MAUs  
Open platform with an  
HTML backplane  
(examples of open  
platforms: facebook,  
twitter, tencent qq, sina's  
weibo, etc)

3.2m (MAUs), over a dozen  
Artists / Celebrities building  
equivalent to larger  
engaged audiences in  
mig33 than in Facebook &  
Twitter (and 2 have dropped  
Twitter altogether).  
(examples of the model are  
Sina's Weibo and [YY.COM](http://YY.COM))

Ready for expansion  
through Open Auth, Share  
Buttons, Media  
Partnerships, Acquisitions,  
etc.  
(examples of the model  
are Tencent QQ, Sina's  
Weibo and YY.COM)



Repositioned For Future Success



### From Free Services

#### Initial Engagement:

- Chat (QQ)
- Blog (Sina's Weibo)
- Sharing & Likes (Facebook)

### Making Virtual Services Valuable ..

#### Deepen Engagement:

- SNS
- UGC
- Social Games
- Information

#### Valuable Services

- Avatars
- Virtual Goods
- Games
- Premium Content

### Collecting the Cash!

#### Payment:

- Prepaid
- Operators
- Advertising



Tencent QQ



Facebook

### From Free Services ...

#### Initial Engagement:

- Chat/Chatroom
- Communications
- Miniblog

### Making Virtual Services Valuable ..

#### Deepen Engagement:

- SNS
- UGC
- Social Games

#### Valuable Services

- Virtual Goods
- Avatars
- Premium Services
- Social Games

### Collecting the Cash!

#### Payment:

- Prepaid
- Advertising & Sponsorships



# How Mig33 Makes Money





**Artist or Media Partner** launches a game / contest on mig33 and announces it through other media (social, mainstream, otherwise). *(NB: This drives registrations.)*

Users are brought to the community to engage through miniblog, chat, chatrooms, and interact with the **Artist / Media Partner** through Virtual Gifts and Games.  
*(NB: This changes MAUs and Monetisation Rates.)*



Mig33 retains the users through friending with like-minded users and further engage with a range of free and paid for services and monetised also with sponsorships and advertising.

*(NB: This changes MAUs and Monetisation Rates)*

Example



**Build the Tencent for the rest of the world!** Tencent is a USD\$120bn listed company that is comprised of a set of platforms, content, gaming, and payment services that drives 90 percent of its ‘revenue from premium interactions and only 10 percent from advertising.



Mig33’s pathway is through platform development, media partnerships and acquiring complementary businesses.

Vision For The Future





**Steven Goh**  
**CEO & Co-founder**  
 Previously, Founder Sanford Securities, Bell Direct, and others.



**Andy Zain**  
**Director**  
 Asian entrepreneur with over 20 years experience in mobile content



**Dmitry Levit**  
**Director**  
 General partner of DMP Venture Capital and over a decade of Digital Media experience in SE Asia.



**John Lee**  
**Director**  
 Over 20 years of digital media and gaming experience. Formerly Chief Strategy Officer at Gigamedia, Managing Director of Softbank Ventures Capital, and McKinseys Consulting.



**Patrick Lee**  
 CFO



**Keith Long**  
 General Manager



**Joanna Yan**  
 Director Product



**Jeff Lim**  
 VP Engineering



**Shay Peleg**  
 Director Engineering

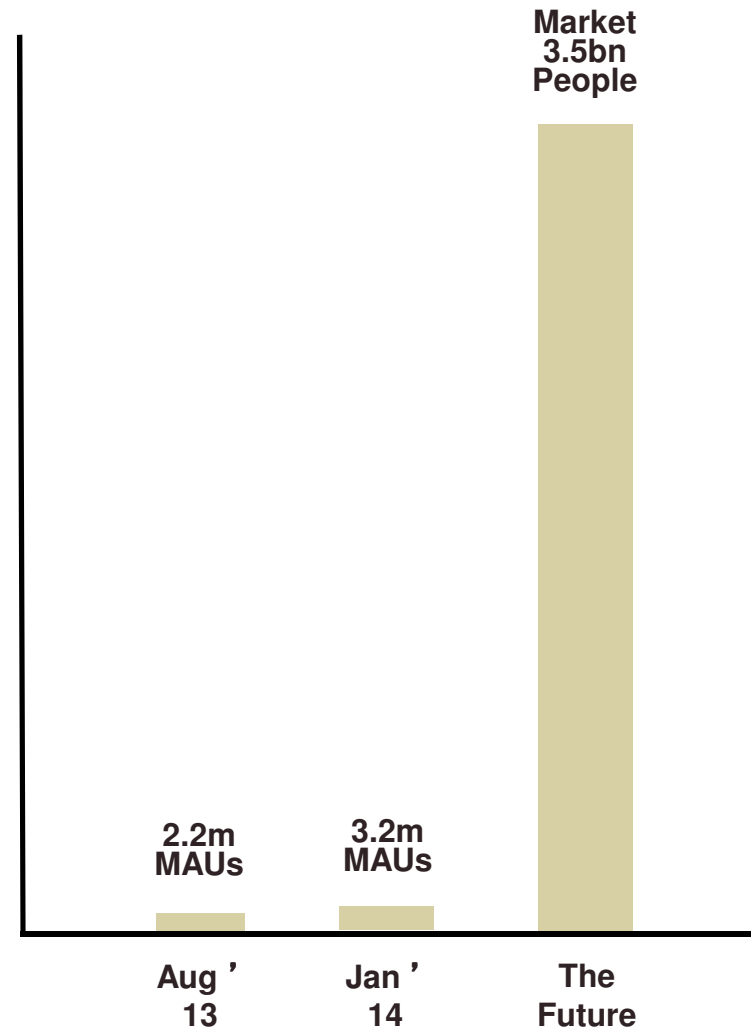


**Kiki Rizki**  
 Media Partnerships

# The Team



Win the rest of the world through product development, acquisitions, media and content partnerships.



What's Next?



THANK YOU!



e: [sgoh@pobox.com](mailto:sgoh@pobox.com)

m: +65 85226176

**mig33:** crazygrape



# Appendix



## Social Networking Companies Metrics and Valuations

Comparative Companies (Mature)	Revenue (\$m)	Monthly Active Users (MAU)	Market Cap (USD\$m)	ARPU (Rev/MAU)	Market Cap/ MAU	Valuation/ Revenue
YY.com (china)	\$ 244	87	\$ 3,900	\$ 2.80	\$ 44.8	15.98
Facebook (global)	\$ 6,900	1,200	\$ 145,300	\$ 5.75	\$ 121.1	21.06
Tencent QQ (china)	\$ 9,800	818	\$ 126,780	\$ 11.98	\$ 155.0	12.94
Weibo.co (china)	\$ 607	88	\$ 5,369	\$ 6.90	\$ 61.0	8.85
Twitter (global)	\$ 534	232	\$ 33,600	\$ 2.30	\$ 144.8	62.92
renren (china)	\$ 192	194	\$ 1,220	\$ 0.99	\$ 6.3	6.35
					<b>\$ 88.8</b>	<b>21.35</b>

**mig33**

**\$3m (2013)**

**3m (2013)**

# Comparative Evaluations



## 2.4B Global Internet Users in 2012\* – 8% Y/Y Growth\*, Driven by Emerging Markets

Rank	Country	2008-2012 Internet User Adds (MMs)	2012 Internet Users (MMs)	Y/Y Growth	Population Penetration
1	China	264	564	10%	42%
2	India	88	137	26	11
3	Indonesia	39	55	58	23
4	Iran	35	42	205	55
5	Russia	33	70	6	49
6	Nigeria	31	48	15	30
7	Philippines	28	34	32	35
8	Brazil	27	88	6	45
9	Mexico	19	42	9	37
10	USA	18	244	3	78
11	Argentina	17	28	57	68
12	Egypt	17	30	11	38
13	Colombia	14	25	39	54
14	Turkey	13	35	17	47
15	Vietnam	12	31	7	35
Top 15		654	1,473	15%	34%
World		902	2,406	8%	34%

**KPCB**

Note: \*All data (except China) as of 6/12. 2.4B global Internet users and 8% Y/Y growth rate based on the latest available data. China Internet user data as of 12/12, per CNNIC. Source: United Nations / International Telecommunications Union, [internetworldstats.com](http://internetworldstats.com).

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