



CASHOUT – Play Like A Trader Press Kit

What Is Cashout?

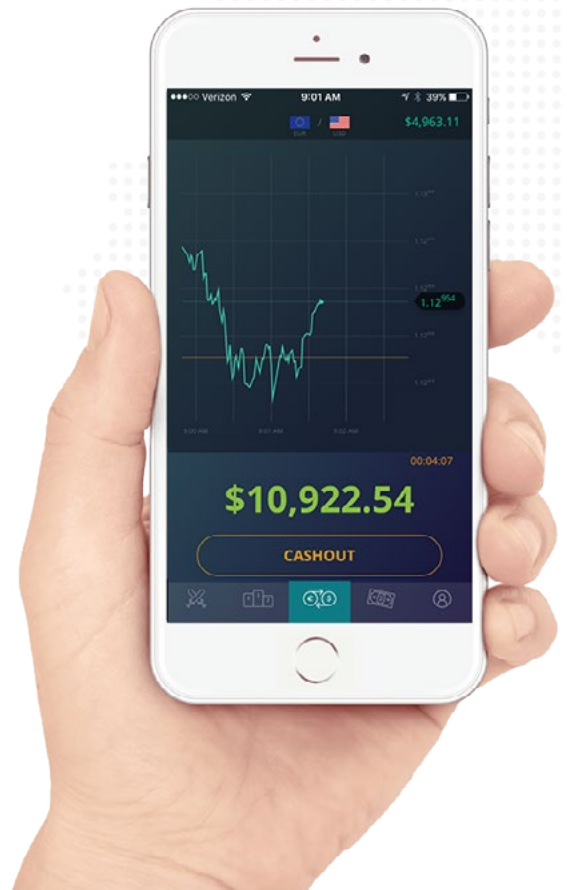
Cashout's vision is to make the foreign exchange markets accessible to everyone.

Cashout is a currency exchange game for iOS with real time quotes and profits. Compete against other traders, rank yourself globally and learn to trade like the pros. No risk involved. You can experience the action of real-time trading without investing a cent.

How Cashout Works

Your job as a trader is to predict if an exchange rate, such as the Euro traded against the US Dollar, is either going to "Rise" or "Fall". You put any amount of free virtual trading currency that you want on a trade, and watch in real time to see if your prediction comes true. As you master the ins-and-outs of trading you can track your progress on Cashout's global rankings.

Beyond solo currency trading, Cashout offers real-time battles. Battles last for ten minutes and allow traders to compete against each other on an equal footing. Battle winners also receive extra free trading currency.



The Mobile Gaming Market At A Glance

1.5 million+

Growing number of apps available in the iOS App Store

25%

Games are the most popular category of all apps

€18.74

Average revenue a user generates

1.3 billion

Projected amount of mobile gamers by 2020

€5.3 billion

Increase of market volume from 2016 to 2020

€6.7 billion

Biggest mobile gaming market: China



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The Problem We Solve



Classic Currency Brokers

vs



Cashout

- | | |
|------------------------------------|--------------------------------------|
| Encourage financial risk - | + Risk-free, simulated trading |
| Overly complex trading tools - | + First trades in less than 1 minute |
| Overload of information & jargon - | + Only the essentials of trading |
| Elitist image - | + Open to everyone |
| Stressful - | + It's just a game! |

Hard Facts About The Currency Exchange (ForEx) Market

\$5.5 trillion

Daily amount traded
in the currency
markets

\$400 billion

Amount traded daily by
individual and private
investors (retail)

\$50 billion

Amount traded daily in
the world's second largest
market, the NYSE

32%

Growth of the global
ForEx markets from
2010 to 2015

200%

Growth in retail
ForEx since 2007

1%

Size of the NYSE
compared to the
ForEx Markets



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Who Is Behind Cashout?

John Krehbiel is the founder and CEO of Cashout. With an extensive background in the online gaming industry, John has taken the world of gaming to the world of currency trading.

After completing an MBA in 2006, he started off as a business-marketing consultant. In 2009 John joined the PMU as Poker Product Manager. Two years later, he became Head of International Business Development at Winamax, which is today one of the worldwide leaders in online gaming. An entrepreneur at heart, in 2014 John founded an online tea business called Graviola Tea Company, which provides alternative incomes to an isolated region of Indonesia, promotes sustainable development and supplies an alternative tea to health-conscious buyers.

Cashout is supported by MAKERS (www.makers.do), who helps entrepreneurs turn their visions into reality.



Contact

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