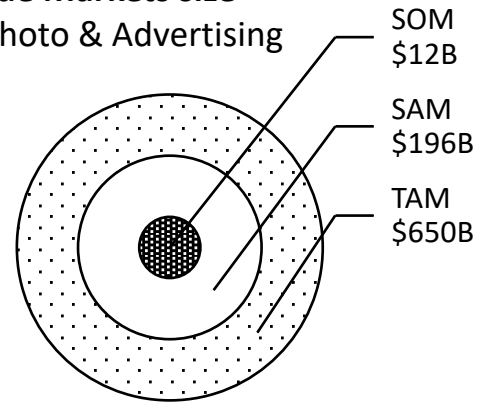


Edge AI solution will change digital photography forever – just as the latter had replaced film photography in the 1990s

Solving Problems	Number of attempts while taking photo - Time Spent/Desired Quality Ratio	Shooting photos like a Pro - requires a lot of experience and knowledge	Raising social appearance & Pursuit of Likes
Solution - Mobile App	Know-how simple intuitive UX/UI	Creative computer vision, shooting accurate pro-looking photos within a single try	Results match the user's desires
Killer Features	No-shutter button (auto photo process)	AI-driven photo assistant	AR-World Map of best photo angles ("SPOTS")
DINA's Ecosystem	Artificial intelligence	Computer Vision Deep Machine Learning	Reinforcement learning Augmented Reality Big Data
Competitive Advantages	EXIF (kilobytes) vs. Content (megabytes) cloud-data storage - drastic cost-efficiency	Pre-processing self-learning algorithms - Anticipates User's Desires	Hidden Advertisement & Gamification of SPOTS - boost retention rate and LTV
Risk Factors	Shortage of funds prior to next investment round	Cameraphone's (iOS & Android Platform) dependency	Aggressive M&A from Competitors

Worldwide Markets size

Mobile Photo & Advertising



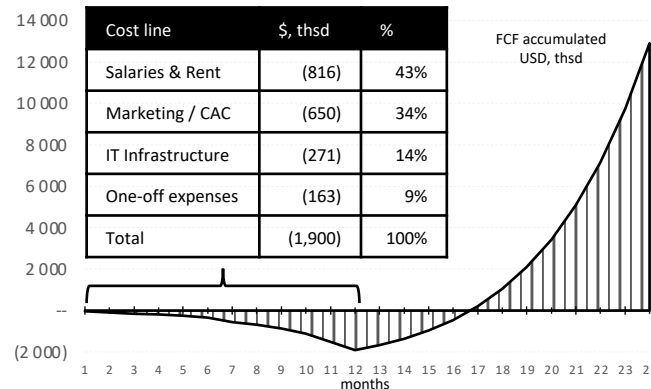
Investments we're raising

PRE-SEED = \$350k for the first 6 months

SEED = \$1,55m for next 18 months

Goals to be reached:

- Positive FCF
- 62M DAU
- Round A



Business model eop 2nd year

Freemium \$15,1M/month

Hidden Advertising \$6,5M/month

DAU 64M

Unit economics per user per lifetime

Revenue, excl. VAT \$27,87

Contribution costs \$21,79

Contribution Profit \$6,08

Investment results eop 2nd year

Equity Share Ownership 10%

Cash-Out (Exit decision) \$31M

C-o-C 16,2x

IRR 302%

EV (DAU valuation method) \$310M at DAU = \$5 (Instagram DAU = \$217)

Source: AppAnie

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Detailed project PitchDeck available at:

<https://projectdina.com/investor/>