

Investor Fact Sheet

Friendable, Inc. (OTC Other: FDBL)



Company Overview

Friendable, Inc. is a mobile-social technology company focused on connecting and engaging users through two distinct applications that expand beyond today's limitations. The Company's first product, Friendable, which has surpassed one million downloads, is a mobile social application where users can create one-on-one or group-style meet-ups for food, drinks, live music, or any occasion. In 2017, the company will release Fan Pass, a live streaming video application where fans can watch exclusive back-stage and uncensored video content from their favorite performing artist and much more by subscribing to exclusive content. This upcoming release of the "Fan Pass" mobile app, the company aims to become a premier provider of social networking applications and live video streaming platforms that connect mobile users with new technology in a whole new way.

Investment Highlights

- Friendable believes that user acquisition translates to increased value and increased user interactions allow Friendable to offer advertising and sponsorship opportunities to local venues/businesses, where these meet ups take place.
- Generating revenue by providing these venues with location specific opportunities to reach potential customers when it matters most, as well as new features and applications that expand revenue opportunities into live video streaming (pay-per view) style or subscription based monetization of premium content is the focus of the Company's future growth.
- Friendable is also building and preparing to the launch an entirely new mobile phone application. Fan Pass will seek to capitalize on a tremendous need in the marketplace for both celebrity artists and their fans/followers to interact via an exclusive content driven platform.

Market Opportunity

- Immense market opportunity
 - In 2016, advertisers will spend an estimated \$30 billion on ads through social media.
 - By 2017, mobile video revenue is expected to reach over \$4 billion.
- Video streaming market is growing even faster
 - According to ComScore, Americans are spending > 1.4B minutes watching streaming video each year. The amount of time spent watching live video is still only a small fraction of the total time spent watching online video, yet it is growing rapidly.
 - By 2017, mobile video revenue is expected to reach over \$4 billion.
 - The average live streamed video view is 7% longer than the average online video view. Live video sites are 72% more likely to deliver the elusive demographic, males age 18-34, than the average online video site. Friendable seeks to target a valuable market segment with strong affinity for specific artists and a demonstrated record of spending substantial dollars online.

Path to Investor Returns

- Latest video streaming acquisition and last year's repositioning, has strategically placed core assets and shareholders at the intersection of two rapidly growing sectors: social media and video streaming.
- Enables management to maximize shareholder return and run parallel paths to ROI.

Offerings

Friendable

"Friends-first" approach to making new connections, focused on living in the present and looking forward to the future:

- Mobile application where users can create meet-up events that can be shared
- Users can select which type of event they would like to create or attend
- Matches users with similar interests and locations
- Look up current events and send gifts to other users.
- Friend other users to meet-up again and create a social network

As of October 2016, Friendable has over 1 million downloads across iOS and Android.

Fan Pass

Mobile app that empowers artists, musicians, athletes, and celebrities to deliver live, exclusive video content to their fan bases:

- Allows fans to watch exclusive live video content of un-cut and behind the scenes action, usually only available for those who pay a premium.
- Videos can be accessed through an artist-specific Fan Pass channel.
- Fans can pay a subscription fee or a one-time fee for a single event.
- Archived footage of previous live video recordings
- Fan chat during, before, and after events
- New avenue to monetize fan bases at fair rates

Select Financials and Facts

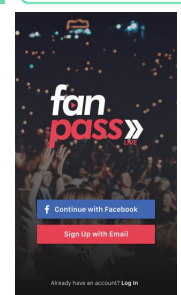
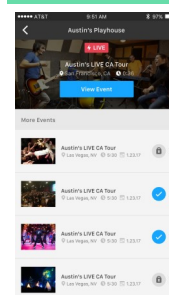
OTC Other Ticker:	FDBL
Closing Price at 11/8/16:	\$0.0034
52-Week Range:	\$0.00-\$0.03
Shares O/S:	663M
Est. Public Float:	661M
Market Cap (11/8/16):	\$2.3M
Enterprise Value (11/8/16):	\$3.8M
FY15 Revenue:	\$151K
Cash (9/30/16):	\$21K
Fiscal Year-end:	12/31

Balance Sheet Highlights

\$ in thousands	9/30/16 (unaudited)	12/31/15
Cash & cash equivalents	\$21	\$16
Total Assets	\$411	\$257
Convertible debentures	\$1,922	\$568
Total liabilities	\$3,542	\$1.8
Stockholders' equity (deficiency)	\$(3,131)	\$(1,500)

Other Revenue Opportunities

- Sponsor Advertisers
- Virtual Gifts
- E-commerce



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Web Sites:
www.friendable.com
www.fanpasslive.com

Friendable App: Find Nearby Friends

Make new friends with Friendable! Meet new people who share the same interest as you. Friendable makes it easy; use your location to help find people nearby.



Meet New People

Meet people in your area and be Friendable!



Event Guide

Find events and join the party!



Meet Up

Hang out with your friends!



Chat with Friends

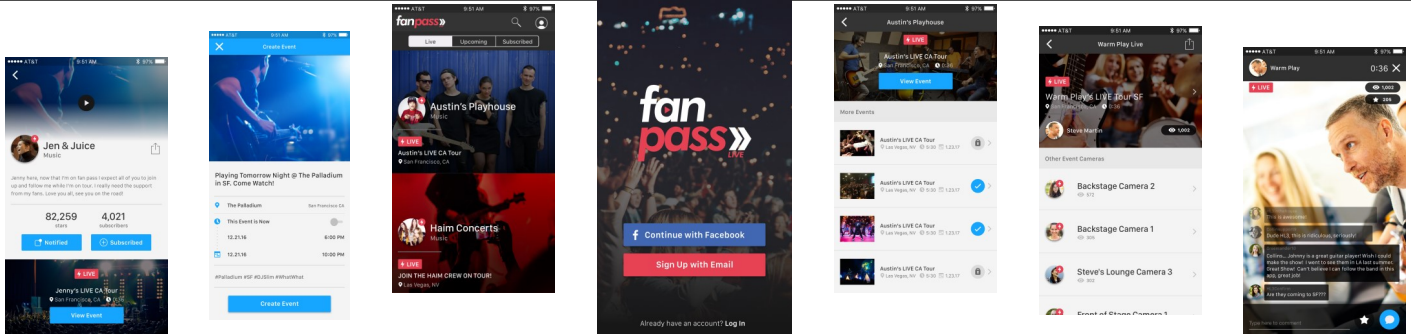
Chat with people and meet new friends near you.



Send Gifts

Share some happiness by sending virtual gifts to friends.

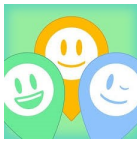
Fan Pass "Live" App



Return on Investment

Friendable Inc. expects to generate a return on investment through its existing three avenues - the Friendable application, the Fan Pass application, and the passive investment of the Hang With, Inc. acquisition - as well as developing additional relationships that broaden the company's opportunities:

Friendable



Expect monetization when app has a sizeable daily active user base. Revenue will be generated through ads and sponsorships.

Fan Pass



Expect to generate revenue through the app's subscription fees and ad revenue will be generated on archived live video content.

Hang With, Inc.



Passive investment (~\$30M valuation) may yield a profitable exit.

Executive Leadership

Robert A. Rositano, Jr. - CEO

Robert oversees day-to-day management and operational control over all aspects of the business. He is a serial entrepreneur with 20+ years of experience in technology and bringing in more than \$60M in liquidity events for the companies he has hatched or managed. Prior to starting the Company, Mr. Rositano was a founding member of the Internet's first IPO in 1993, Netcom Online Communications, Inc., which was sold to ICG and then to EarthLink in 1995. He has co-founded a number of successful ventures, including Simply Internet, Inc., Nettare.com, America's Biggest, Inc., Zippi Networks, Inc (an eBay partner) and CheckMate Mobile, a mobile app developer. He has also authored one of the first Web Directory's for Macmillan Publishers.

Dean Rositano - CTO

Dean is responsible for the day to day operations and guiding of the technical direction of the company. With 15+ years of experience in executive management, financial management, Internet architecture and high technology operations, he has successfully assisted in the raising of >\$40M in both private and public transactions. Prior to Friendable, Inc., he co-founded Checkmate Mobile, Inc, Latitude Venture Partners, LLC, Zippi Networks, Inc, America's Biggest, Inc, and most notably, was the co-founder and president and CTO of Silicon Valley based Nettare.com, which went public in 1998 when it quickly reached a valuation of \$600+M. With 3+M unique visitors daily and a top 5 worldwide, website rank. As President and CTO, Mr. Rositano was responsible for designing, architecting, and scaling the Nettare server infrastructure from 0 to 10+ million visitors per day.

Frank Garcia - CFO

Frank has an extensive background in public accounting and finance, with his most recent role serving as CFO for Titan Iron Corp. (OTCQB: TFER). From 1997 to 2006, he was employed in senior management positions by UK based Misy PLC, a global software and solutions company serving customers in international banking and securities, international healthcare, and retail financial services. Prior to 1997 he held executive positions with CEMEX, a world leader in the construction materials industry. Frank received his Bachelor of Science -Business Administration—Major in Accounting from the University of Arizona in 1981.

The foregoing compilation relates to Friendable, Inc. and contains forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. When used in this document, the words "anticipate," "believe," "estimate," "expect," and similar expressions as they relate to Friendable or its management, are intended to identify such forward-looking statements. Friendable's actual results, performance or achievements could differ materially from the results expressed in, or implied by, these forward-looking statements. For more detailed information the reader is referred to Friendable's Annual Report on Form 10-K for the fiscal year ended December 31, 2015 and other related documents filed with the Securities and Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes. Hayden IR, (HIR), its affiliates, officers, directors, subsidiaries and agents have been compensated by the Company for the creation of this document. HIR has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by HIR. HIR is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing.