

Gem Space
Group of Companies



News Bulletin

№3



December 31, 2024

NEWS BULLETIN

Issue №3, December 31 of 2024

Dear friends!

We would like to present you with the third issue of our Newsletter. On the eve of the New Year, we would like to summarize the results of our mutual work and remember what the past year was like for Gem Space, what challenges we faced, what results we achieved and how we see our future.

The year of 2024 was a year of great achievements and revolutionary changes for the project. Our biggest achievements are growth in the number of Gem Space downloads, a new high audit valuation of the application and successful presentation of our projects at the largest international IT exhibitions. Our revolutionary changes are the launch of a new direction of Gem Soft development, which will financially and informationally strengthen the main project, Gem Space.

Our team has undergone a qualitative transformation over the course of the year and has grown to 120 people. As the project became more well-known, we were able to attract the most qualified specialists and managers with extensive experience in IT and marketing. This is evidenced by the fact that the employees who joined us in 2024 live in countries including Cyprus, Georgia, Indonesia, Thailand and Japan.

But, let's take it one step at a time.

GEM SPACE: 44+ MILLION DOWNLOADS

So, as of December 30, 2024, the total number of downloads in stores has reached an impressive 44 million, of which 37 million are on Google Play.

Number of Gem Space Downloads
as of 30.12.2024

44 200 149

37 093 265



3 100 000



3 000 000



973 197



33 687



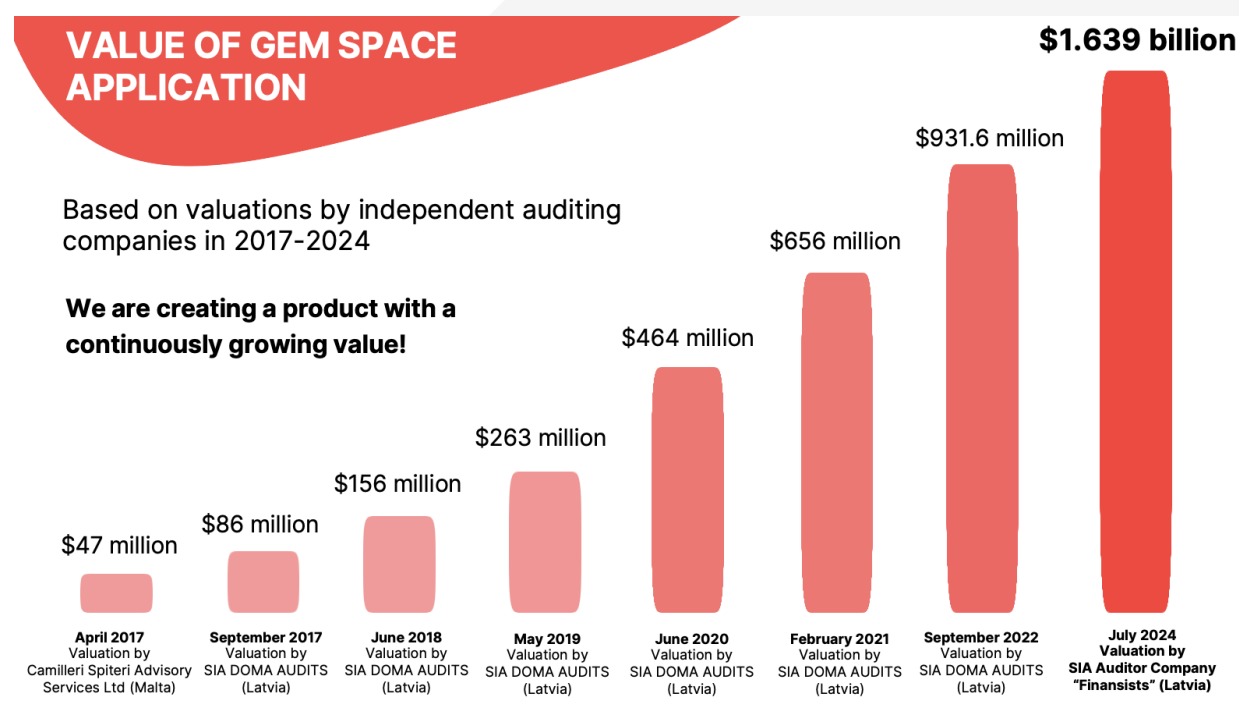
Statistics show that we are just one step away from realizing one of the most important goals of the project - 50 million downloads on Google Play. As you may know, the installation counter is set up in a particular way, upon our application reaching 10 million users - the counter changes, whereas the following change will occur only after reaching 50 million installations.

Moreover, 50 million downloads will immediately secure the transition of our application to the next level, which will certainly lead to increased interest from potential buyers. That is exactly why it is crucial for us to achieve this notion as soon as possible.

Our marketing team has made significant efforts to improve our user acquisition strategy in different regions of the world. We carefully studied specifics of different countries, taking into account cultural and social differences in order to adapt our approach and strategies to maximize user engagement. We gained invaluable experience that, with sufficient funding, will allow us to significantly expand our user base when the time comes. This increases the application's chances of becoming a truly global product capable of meeting the needs of a wide range of users. All our efforts today are aimed at attaining this notion!

GEM SPACE: PROJECT VALUATION - \$1.64 BILLION

In July of 2024, the latest valuation of the application was conducted. According to the audit by SIA Auditor Company "Finansist", an independent auditing company, the application's value reached 1.64 billion dollars! This is the direct result of mutual work by a major team including investors, developers, marketers and the administrative team of the project!



Now, let's take a look back at yet another highlight of the past year. In May of 2024, we received a formal offer to acquire our application for \$1.025 billion (company name withheld under NDA terms). The offer was rejected by the President's Board; however, the very fact that we received our very first offer to acquire the application shows that we are in the final stages of our project! The beginning has been laid - now we look forward to 2025 with great optimism!

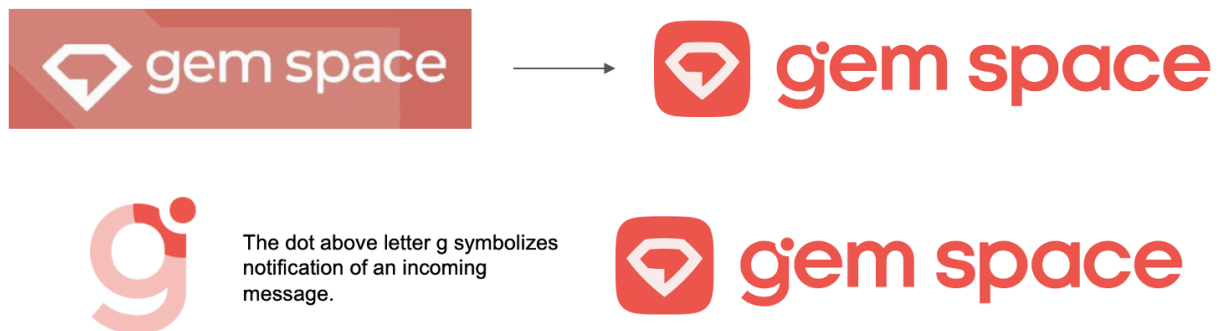
GEM SPACE: NEW LOOK, NEW MARKETING

Above all, the new business stage meant a new visual identity for our product - more stylish, more modern and more appealing.

Both the marketing and design teams we retained this year transformed our logo, brandbook and our overall image. These changes strengthened the company's identity and brand recognition. The decision was very right, and its results were immediately reflected in the number of organic application downloads (organic installations are downloads of the application derived from natural and free traffic, not related to advertising or other paid promotion channels).

Comprehensive amount of work was implemented, which in one way or another affected all the key areas of development and promotion of Gem Space project:

Step 1 - adjusted the logo of our main project - Gem Space

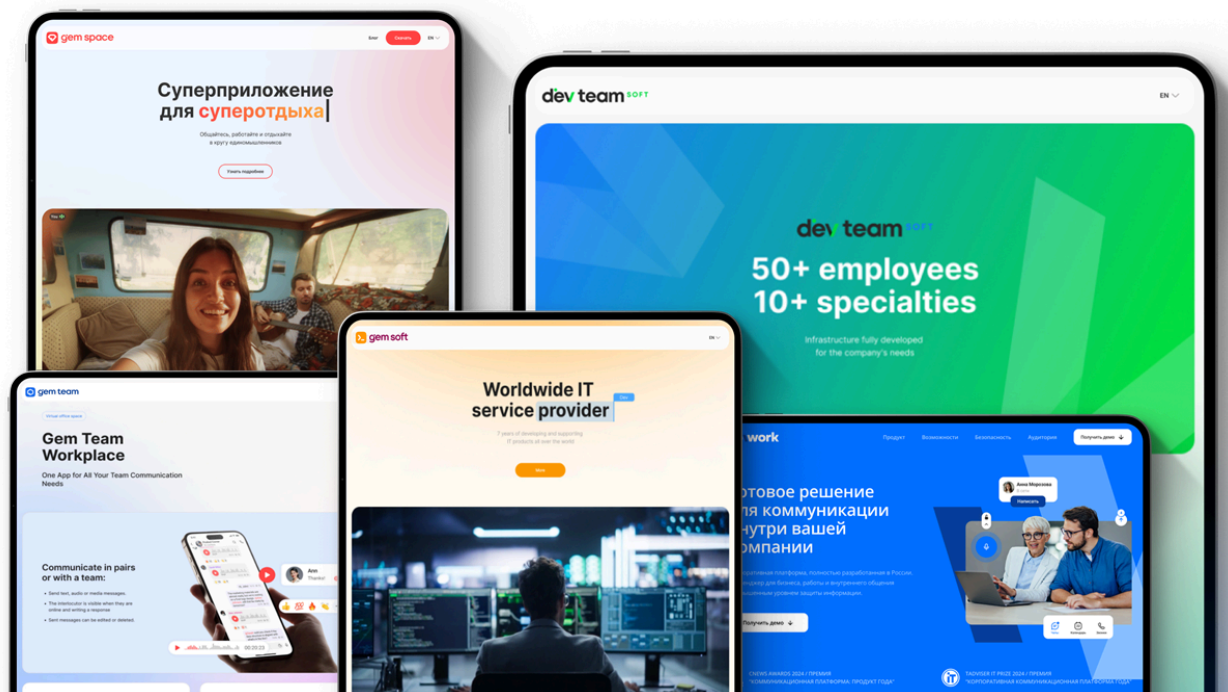


Step 2 — unified the logos of all our products in line with the updated brand strategy

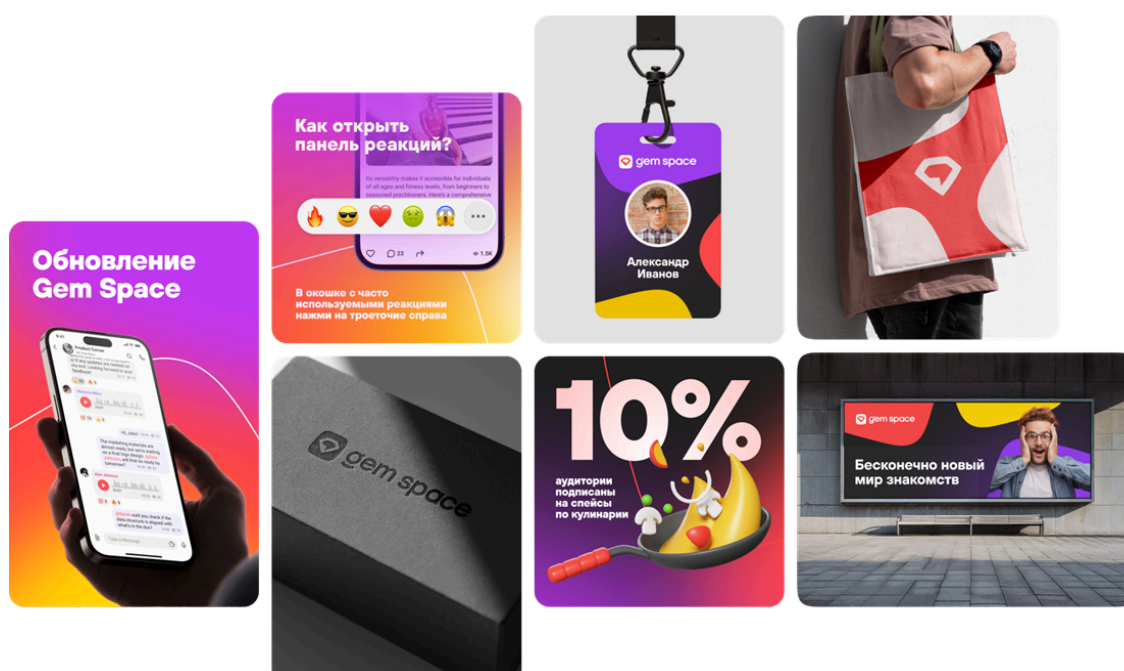


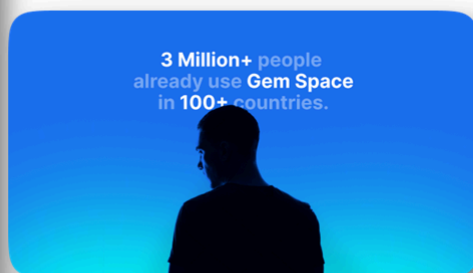
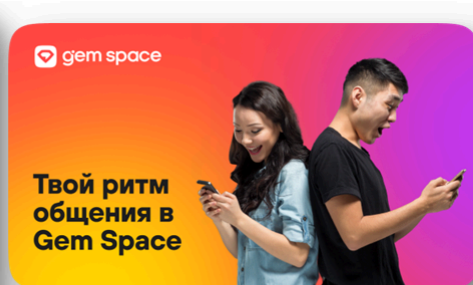
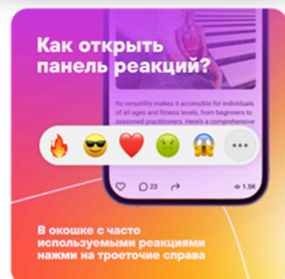
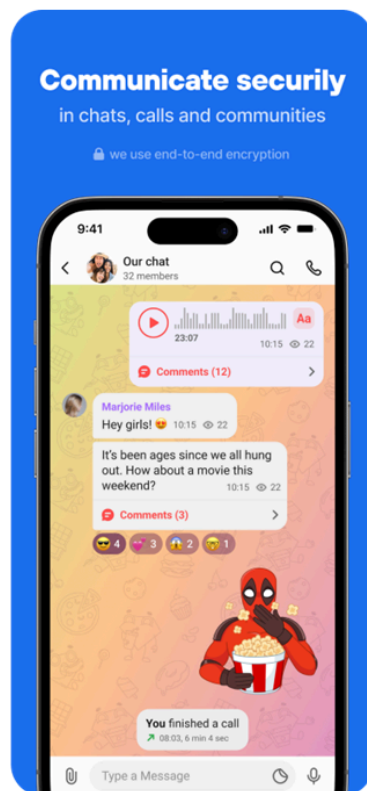
Step 3 — revamped all the brand websites

A separate website with its own visual ecosystem is designed for each brand.



Step 4 — updated all advertising communications





Step 5 — developed new visuals for our offline events



Due to the new marketing policy we were able to significantly increase the efficiency of our PR campaigns, which led to an increase in key analytical indicators of Gem Space superapp.

The following was accomplished:

- Increase in the number of application installations.
- Increase in organic traffic.
- Increase in the number of social media followers.
- Significant increase in user engagement.
- Steady monthly increase in retention.
- Expansion of user geography.

Needless to say, over the course of 2025 we will continue to implement a set of marketing initiatives that will enable the application to achieve growth in all indicators, including through the development of new regions and new functionality in Gem Space.

GEM SPACE: SUCCESSFUL REALIZATION OF PRINCIPAL OBJECTIVES

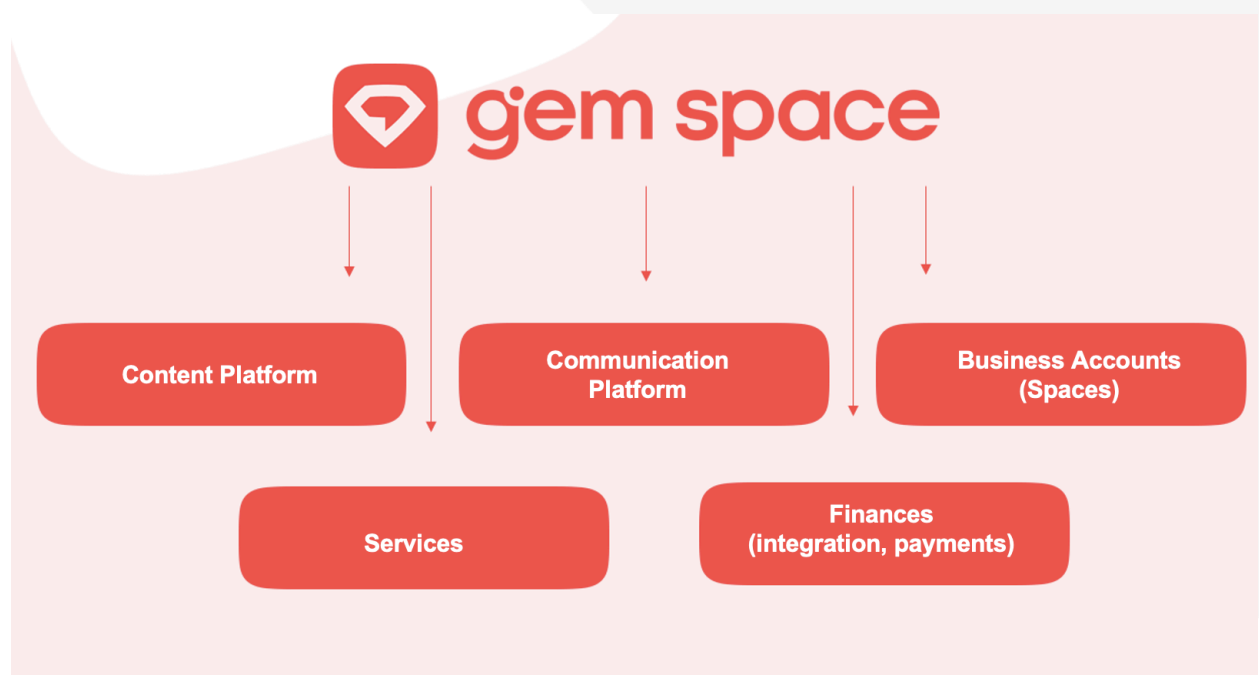
Our primary goal has been and remains the successful sale of Gem Space application and distribution of shareholder profits. To realize this goal, The Board of Directors tasked the

development team to stabilize, optimize and improve the performance of the application to ensure quality scaling as users grow to 50-100 million. The second critical task was to transition from Google Cloud solutions to independent, all-in-one solutions. This multi-level set of technological operations is crucial for achieving strategic goals of the project - preparing the application for a large-scale global market launch and the subsequent sale of the project.

Due to these critical tasks, the number of updates to Gem Space functionality in the second half of the year was not so high, as most of the time was devoted to “work under the hood”. However, we have many surprises in store for Gem Space users in 2025. We plan to introduce business account functionality, launch Gem Wallet, integrate payment systems and introduce monetization including paid subscriptions and advertising. This will help attract even more original content creators and consumers, small business owners. The application is bound for a redesign that will radically change its face, and, first of all, will affect onboarding. We will also add the ability to search for people by geotags for joint activities, we will have bots to activate communication.

We have already approved the product vision, roadmap and defined our development strategies for 2025. On the slides below you can see some of our product plans for Gem Space, which will be launched in the near future.

Product Vision



Product Goals

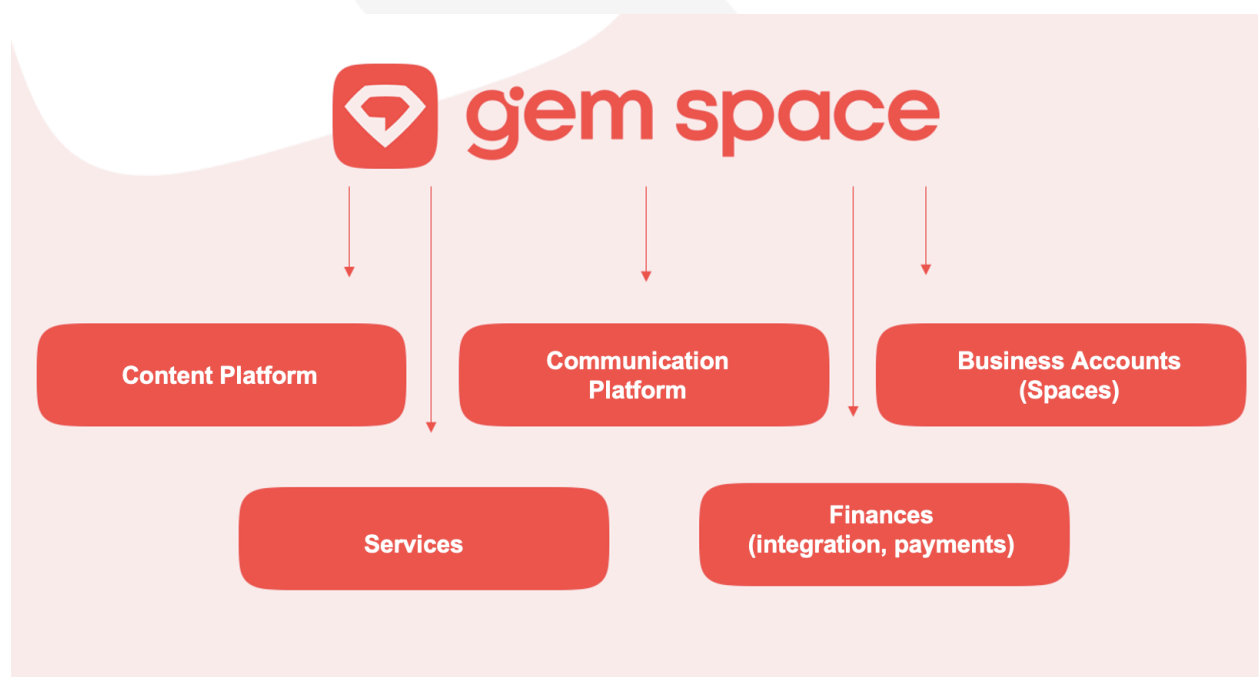
We outlined 2 main product goals for 2025 and defined methods for their realization:

1. Become one of the leading SuperApps.
2. Develop and implement monetization strategies.

Methods of achieving objectives:

- Ensure channels are competitive in select markets.
- Attract organic content creators.
- Implement monetization strategies, including paid subscriptions and advertising.
- Create a monetization model for small businesses.
- Retain users through social activation.
- Make Spaces a key element of the SuperApp.

Road Map 2025



The main regions for project promotion have been identified:

- Southeast Asia
- GCC countries.
- Latin American countries.

Over the course of 2024 we have started promotional work in these regions, while in 2025 it will intensify and continue and we hope it will bring the anticipated results for our project.



GEM SOFT: NEW DIRECTION OF DEVELOPMENT

Gem Soft - is a new direction of the project's development, launched in June 2024. The first and most popular product of Gem Soft was the creation of a secure corporate messenger - Gem Team.

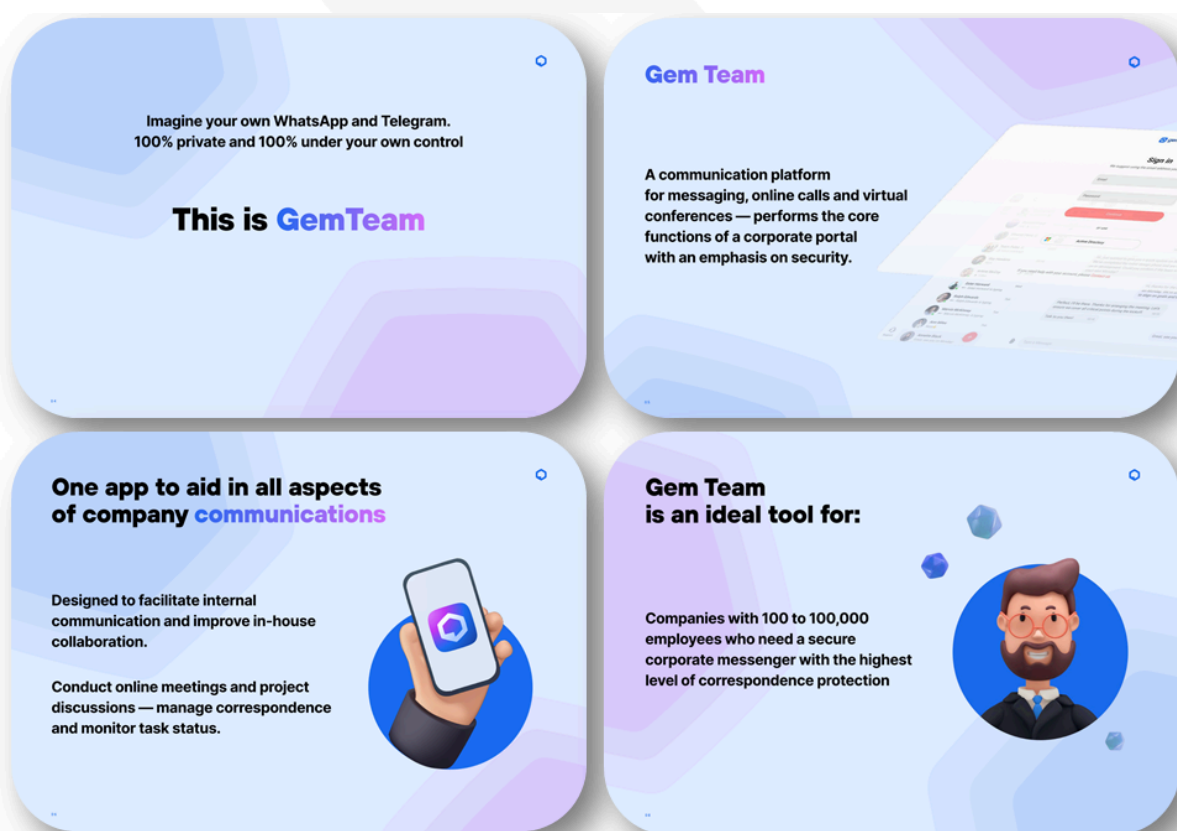


**IT DIRECTION ESTABLISHED FOR FINANCIAL AND
INFORMATIONAL SUPPORT OF**



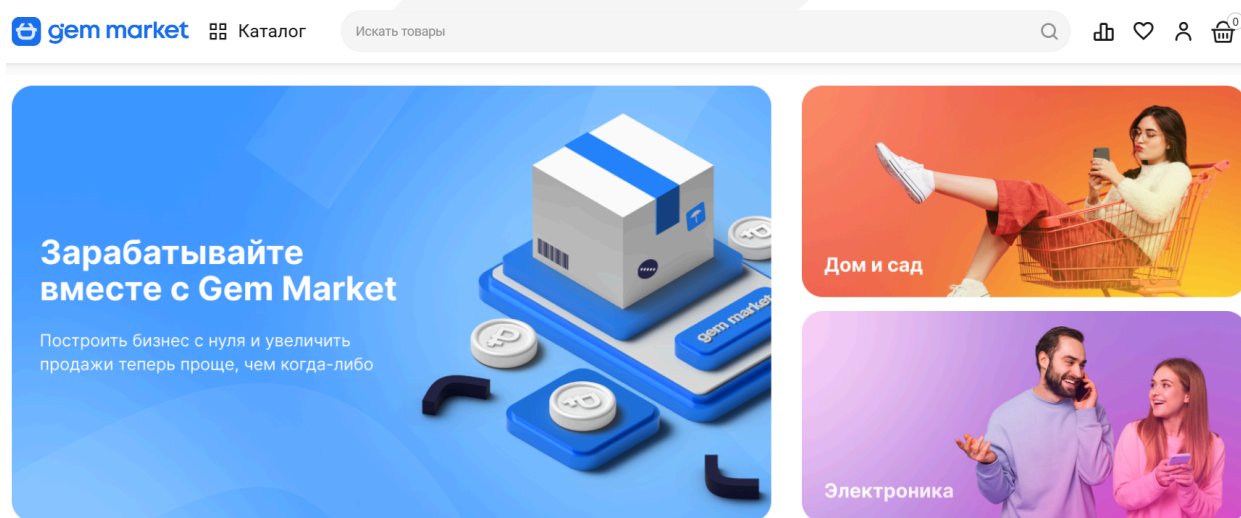
This direction was launched for a reason! While conducting numerous negotiations with companies and government agencies in 2023-2024, we saw a great demand for localized versions of a secure corporate messenger. These requests became the catalyst for the creation of the product, the main goal of which is to get information support and additional funding through the sale of Gem Team licenses and direct them towards completion of the final stage of development of our main project, Gem Space application. As you know, venture projects require the largest amount of funding at the final stage and all of our decisions and actions today are aimed at ensuring that we are able to pass this stage with dignity and success.

We completed the development of the MVP version of Gem Team in December 2024. The application is currently being completed with the necessary functionalities, after which it will be presented to potential customers as demos. Initially, the demos will be demonstrated in countries where we have received preliminary requests and where we have seen the most interest, in particular in Qatar, Uzbekistan, Russia, Brazil, and Europe.



GEM MARKET

Gem Market is also one of the most promising directions for us. In June 2024, we launched the web-version of Gem Market marketplace in the Russian Federation. After launching and testing the pilot marketplace in Russia, we plan to scale it - launching marketplaces in other regions of the world, and eventually selling the entire combination of marketplaces to the end buyer.



As predicted, in December we finalized the mobile version of Gem Market. The basic version of the application has already been published in the main stores. Our specialists have already started preparing a large-scale advertising campaign to attract buyers and sellers to the platform. We expect that in the coming issues of the Newsletter we will be able to delight you with interesting information and results of the development of this direction.

GOING INTERNATIONAL

In 2024, we introduced Gem Space and Gem Soft to the world! Our company made a real breakthrough by presenting our products at the world's largest IT exhibitions in Qatar,

Riyadh, Uzbekistan, Lisbon.

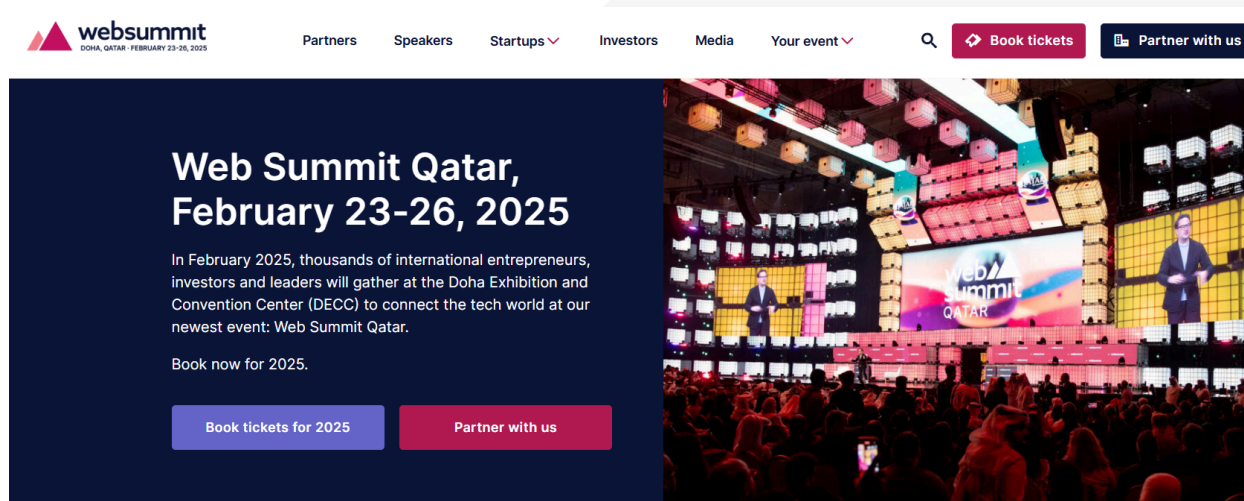


Participation in events of this level is one of the most important steps towards realization of our global goals, it is the confirmation of the project's maturity, readiness and competitiveness of our products, and, of course, it serves as a trampoline to move into the big league of global IT-companies!



Tremendous work undertaken in this direction will be a powerful foundation for our further development in 2025, for even greater promotion of our products on the international arena and for finding potential buyers of the project.

In 2025, we will continue and strengthen this effort. Preparations for the next event have already begun - we will participate in WebSummit Qatar 2025 on February 23-26, 2024.



CONCLUSION

Dear investors! The year of 2024 has become the year of achievements for us, the year of international recognition, technological development, growth and scaling. The accuracy of choosing this project development vector and consistent strategy to achieve our goals is confirmed by the recognition of our work and the increased interest in our products from the global community. We are currently at the pre-sales stage and are focused only on global integration of our competitive products into profitable market segments!

It was your support that helped us achieve impressive results that we can be proud of today. We would like to express our deep gratitude to you for your excellent teamwork, energy and sincere belief in our project!

As the project managers, our main goals remain unchanged - we, as well as thousands of our investors, are highly interested in the earliest possible sale of our main project - Gem Space. All our efforts, decisions and resources are currently focused on achieving this

goal. We are looking for and finding new ways for development and growth points, opening new directions, testing promotion regions, searching for additional sources of funding and doing everything possible to make our dreams come true as soon as possible. We are confident that 2025 will be the year of our breakthrough, that it will bring us fantastic progress and results!

The Board of Directors sincerely congratulates all investors with the approaching New Year! We wish you and your families health, happiness, financial prosperity and fulfillment of all your dreams! Continue to actively move towards your personal ambitious goals, boldly strive for new heights and win!



We wish for unforgettable holiday moments, family comfort and magic, which are so characteristic of the New Year. May the New Year bring you new opportunities, new ideas and new achievements!

May 2025 become a year of brilliant victories, bright accomplishments and a year of achieving all financial goals for all of us. Happy New Year!

Respectfully,

The Board of Directors of Gem Space Group of Companies



**Happy
New Year!**