



INVESTOR PRESENTATION

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The Platform



darelle is an online marketplace designed to bring businesses, consumers and charities together, while benefiting the community with each transaction

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The History



- Darelle Media Inc was founded in 2011
- Launched first BETA in Spring of 2012
- Darelle Online Solutions Inc. - TSX Venture Exchange (TSXV:DAR)
- New Charity Programs in Spring 2015
- End to End solution
- First Licensed Online Gaming Service provider in BC

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Online Lottery Raffle Program



- Changes to the Criminal Code now allow for the use of computers to run online raffles
- Policy and Enforcement are the purview of Provincial Regulators
- Online Raffles dramatically simplify and reduce the costs of a raffle program
- Online Raffles level the playing field



Changes to the Law



- Changes Affect 4 Key Areas
 - Online Ticket Sales
 - Online Ticket Distribution
 - Electronic Ticket Draw
 - Online Prize Distribution

Online Ticket Sales



- **Online Ticket Sales** – To sell tickets through the Internet with real time processing and payment system
- **KEY:** Ability to take and process payments instantly using secure transaction processing ie. PCI Compliant PayPal. Funds immediately deposited into organizations gaming account

Online Ticket Distribution



- **Online Ticket Distribution** – To send a purchaser a ticket by email or through the Internet and where the purchaser downloads a copy of the ticket.
- **KEY:** Instant processing and delivery of ticket significantly reduces costs including printing, processing and postage

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Electronic Ticket Draw



- **Electronic Ticket Draw** – To determine a prize winner by conducting an electronic draw using computer software or a computer application (Random Number Generator)
- **KEY:** Removes the need to print counterfoil tickets for a draw. Compliant, cost and time efficient. If holding a manual draw print ready file exported to printer.



Online Prize Distribution



- **Online Prize Distribution** – To send a winner a prize voucher by email or over the Internet and where the prize winner downloads a voucher or gift certificate for redemption.
- **KEY:** Ensures cost efficient, timely and verifiable prize delivery fulfillment – ensures organization meets prize fulfillment obligations

The Raffle Program



- Provide End to End Online Raffle Program
- Built on proven technology
- Organization feedback has been strong
- Turnkey – Application through Financial Reporting – no multiple contractors
- First licensed Online Gaming Service Provider in BC
- Geographical Expansion in Process – Saskatchewan & Manitoba

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Since Launch



- Launched Online Raffle Platform – April 14, 2016
- Today
 - BC Lions Society & Easter Seals
 - Tapestry Health Foundation
 - Crisis Intervention & Suicide Prevention Centre
 - Vancouver Firefighter's Charity Society
 - Cystic Fibrosis Canada
 - Vancouver AIDS Society
- 12 BC Raffles under contract – September 2016
- Raffles range in size of \$20,000 to \$750,000

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Business Model – Online Raffle



- Initial License – Set Up Fee
- Flat Fee Per Ticket
- Average Revenue – 10 – 12% Proceeds
- Expansion – Saskatchewan & Manitoba
- Annual Goal – 125 Raffles - \$1.187 million
- Expansion – Alberta, Ontario, Que. & Maritime Provinces
- Second Year – 300 – 600 Raffles - \$3.45 - \$6.9 million

Charity Partner Facts



- Charitable and nonprofit sector contribute 8.1% of total GDP
- Core nonprofit sector revenue accounts for 2.4% of GDP
- 170,000 Charitable and Nonprofit organizations in Canada
- 84% of Canadians (approx. 23.8 million) donated to charities
- 70% of donations are done online

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Market Strategy - Provincial



- Launch Online Raffle/50/50 Program with Charity Partners
- Focus on National Charities
- Launch Raffle program to Sports Associations
- Expand Raffle programs to Community Associations
- Utilize Online Marketing
- Social Media as a Tool

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Market Strategy - Provincial Expansion



- Legislative Changes – Federal – Criminal Code
- Enforcement is Purview of Provincial Regulators
- Geographical expansion into Saskatchewan
- Geographical expansion into Manitoba
- Future expansion dependent upon policy change in each province

Company Information



- Trades on TSX Venture Exchange (TSXV:DAR)
- Parent Company – Darelle Online Solutions Inc.
- 66.8 million shares outstanding
- Private Placement - \$350,000 - \$0.035 Unit – March 2, 2016
- Second Tranche Closed - \$78,248 - \$0.035 Unit – July 19, 2016
- Approximately 90% of float is closely held

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Contact darelle



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Thank You

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