



FOR THE PRESS



TO MEMBERS OF THE PRESS

We are incredibly proud to introduce you to Cow Level AG. Enthusiastic gamers will know that as the name suggests, the business is all about unlocking potential. Committed specifically to the advances in FinTech (financial technology) we hope that you will follow our journey, discover new technologies with us and learn how our investments shape the future of gaming.

Cow Level AG is proud to be an integral part of the first ever solution that will transform the gaming market. FiPME (First International Play Money Exchange) brings the real and virtual worlds closer together through a revolutionary next generation exchange to trade in-game goods and services. When adopted correctly, this will allow gamers to turn their passion into a profitable hobby or business.

With years of financial and gaming experience combined, Cow Level AG is working hard with the wider community to establish a network of loyal investors for FiPME. More information about FiPME can be found within this press pack and our company website cowlevel.ch

Our short term plans are to attract new investors and support our existing ones in order to successfully launch FiPME. Beyond that, Cow Level AG will continue to work with and for the gaming community to realise and bring to life new gaming innovations.

These are the messages that we will be building on over the next 12 months and with your support, across print and online, we are confident that we will continue to strengthen our existing relationships and broaden our network across a multitude of different gaming sectors.

It is our intention to work closely with you to ensure that we provide relevant content for your readership and welcome any collaborative media opportunities that there might be. For any press and media enquiries please email pr@cowlevel.ch

Finally, we would personally like to thank you for your support. It truly does make a positive difference to us. We look forward to continuing to work with you over the coming weeks, months and years.

Regards,

Stefan

Boris

OUR STORY

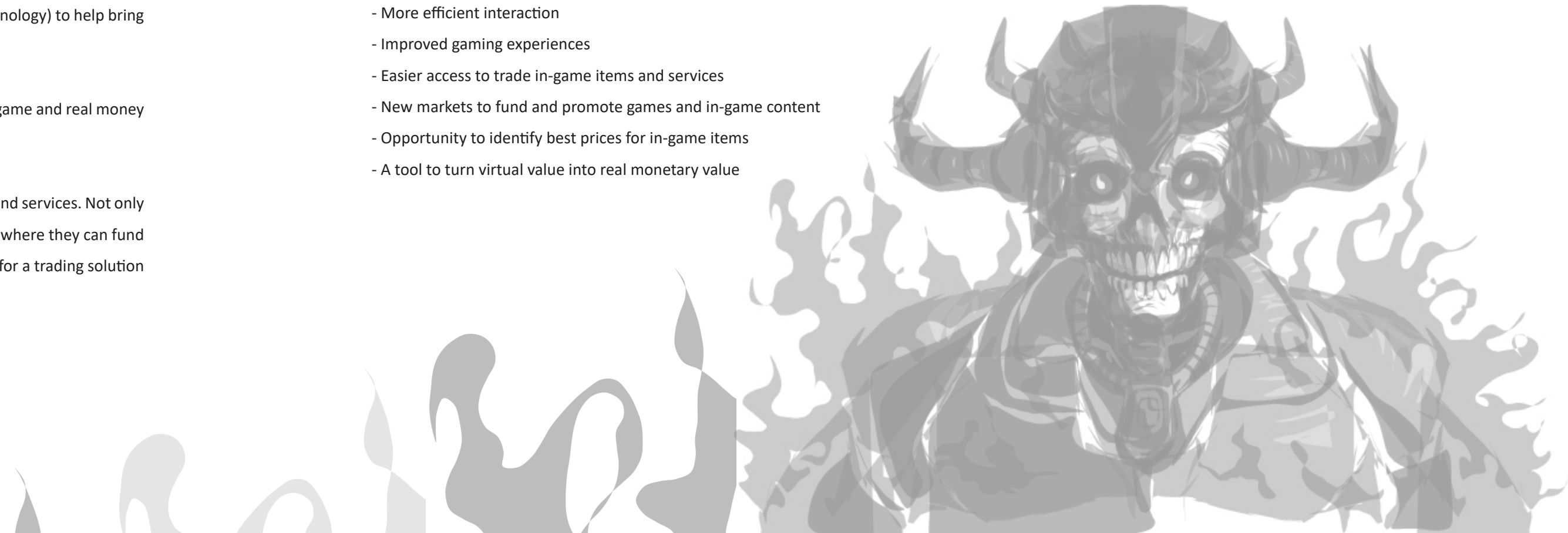
Cow Level AG was established to support the burgeoning videogame market. It is wholly committed to investing in FinTech (financial technology) to help bring to new innovative solutions to life that will not only improve the gaming industry and support the community but revolutionise it.

The online gaming market has matured beyond recognition and it continues to evolve at a rapid pace. It was only a few years ago that in-game and real money were clearly separated. Now, real value and therefore cost, has become a significant part of the gaming community.

Cow Level AG aims to enable new trading infrastructures to achieve a better gaming experience and easier access to trade in-game items and services. Not only do we support gamers but producers as well. Establishing the correct infrastructures will provide studios/publishers with better markets where they can fund and promote games and in-game content. The solutions that Cow Level AG is invested in will be the first to address the growing demand for a trading solution that will deliver a two-way exchange that represents the true value of the gaming community.

ADDRESSING THE MARKET NEED

- More efficient interaction
- Improved gaming experiences
- Easier access to trade in-game items and services
- New markets to fund and promote games and in-game content
- Opportunity to identify best prices for in-game items
- A tool to turn virtual value into real monetary value



STEFAN KAEMPER

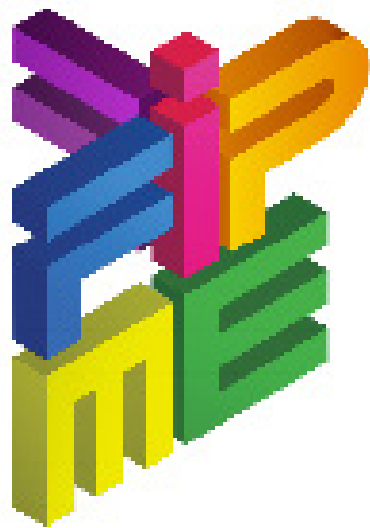


Stefan is a pioneer in electronic trading with 15+ years of experience and a developer of various complex trading systems. He is also former Head of Technical Trading for an investment boutique responsible for the largest turnover at EUREX exchange. After a successful exit from the previous startup with Boris, he got passionate about gaming again and decided to build FiPME together.

BORIS OBODDA



Boris lives exchange trading since pre-electronic times and online gaming from the very beginning and is perfectly competent in both worlds. He was one of the top electricity trader in EU with over \$1bln under management and a bookrunner at Germany's 3rd biggest utility. He also became the 2nd richest gamer in Everquest 2, one of the richest gamer in WoW, and a leader of 80 people guild. Now he spends all of his time building FiPME to improve the lives of his fellow gamers.



WHY COW LEVEL AG BACKS FiPME

FiPME (First International Play Money Exchange) is a next-generation disruptive virtual asset exchange to help online video gamers easily and securely value and trade in-game virtual money, items and services between games worlds for cash.

Cow Level AG is committed to supporting the gaming community and experience and we are excited to be able to help gamers earn through gaming. Exchanges are a proven business model and already universally adopted, so why not for the gaming world too?

The potential for FiPME is enormous. It will be the first ever regulated exchange, giving security for both buyer and seller, whilst allowing studios the opportunity to be part of the secondary market. Using a sophisticated framework, FiPME will help to avoid trading scams and delays in being able to sell to other gamers. It will also make trading more transparent.

FiPME addresses four core problems:

- 1) Buyers waste time manually searching for fitting deals instead of offering their own prices
- 2) Sellers have to guess fair market price for their goods and wait for buyers to come
- 3) Game publishers are cut off from the secondary market where most trading happens
- 4) Financial traders cannot enter the market because products and professional trading tools do not yet exist

Based on a two-way exchange for the entire industry, FiPME will support automatic deal matching at a set price, instant sale/purchase at market price, intergame swap, opportunities to trade services and open new markets to gain commissions, escrow accounts and price and market information. FiPME will support all industry players. With over 3billion gamers worldwide, where almost half pay for their ‘hobby’ FiPME will offer them the opportunity to turn their pastimes into profitable sources of income or create a new job inside the virtual wolrds to make a living!



UNLOCKING GAMING INNOVATION

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