



# Play4Property Brand and Messaging Promise

## Who is Play4Property:

A global online gaming leader providing valuable prizes through a unique game of skill offering

## Our vision:

Offer a secure, simple and exciting online gaming experience with valuable prize opportunities for everyone who has a dream of becoming independently wealthy

## Our mission:

To enable any person with access to the Internet an opportunity to win the property or prize of their dreams through a simple, secure and entertaining online game of skill

## Our market category:

Anyone over the age of 18 with Internet access

## What Play4Property offers:

An exciting internet gaming experience

## Play4Property 60 second elevator pitch:

Play4property is a secure and trusted global online gaming company that offers its players the opportunity to win a property of their dreams and other valuable prizes through a unique, patented game of skill called *Spot the Ball*.

The online Spot the Ball game is simple, but requires a considerable amount of skill in judging the specific location of a game ball in a sporting event photograph. The challenge is that the ball has been digitally removed from the photograph and professionally retouched to mask its original location.

The Play4Property website securely tracks all players' entries, and the first person to select the exact or closest location of the ball coordinates as determined by a judge's decision is the winner of the competition. The competition is held over a 30-90 day period and results are announced within 10 days after the competition has finished.

## Our logo:



## Our tagline:

Dream it. Click it. Win it.™