

20 October 2017

Dear Shareholder,

UPDATE ON CAPITAL RAISING THROUGH CROWDSPHERE

Lateral Profiles Limited ('Lateral') offer to existing shareholders to participate in a crowdfunding campaign through Crowdsphere is currently underway and will close on the 4th of November. The campaign has reached over 90% funding of its minimum target so far. Lateral is raising capital to support global expansion initiatives for our world class, innovative mobile payments and e-commerce platform.

Lateral's proprietary platform Viaduct represents a new way to deliver digital content and bill for that content through Direct Carrier Billing (DCB). It will be used to sell non-digital content in sectors such as parking, ticketing and eventually physical goods.

Through the agreements we have with the various telecommunication carriers Lateral bills for the content directly to the customers mobile phone account. We are happy to inform you that:

- Viaduct has been deployed and successfully piloted in Australia.
- We have recently signed agreements to bill customers in UK and Europe through our partner Docomo Digital, a subsidiary of Nippon Telecom.
- Deployment is underway in UK and Spain.

DCB is expected to explode in usage over the next five years, according to industry analyst Ovum Consulting the DCB market has a potential size, within 4 years, to reach over USD \$140 billion per annum.

Lateral intends to become a global leader in the DCB business, and take advantage of this massive growth opportunity.

Our platform and our experience

The Viaduct platform is based on work in association with Vodafone in Australia, New Zealand and UK, Spark, 2Degrees, Optus and Telstra. Today Viaduct is a fully developed e-commerce platform that uses similar payment technology to bill for any type of product or service.

Our Partners

Lateral has partnered with the Nippon Telecom subsidiary, Docomo Digital, to deploy services in several countries. Docomo Digital has complementary skills and technology that will enable Lateral to reach its full potential. Our agreements with Docomo also give us unprecedented access to their global distribution partners including Google and Facebook.

Capital raising programme

This campaign is the first part of a capital-raising program that will drive Lateral into a global leadership position. The initial offer is being made to existing shareholders and is open until 4 November 2017.

This offer will be followed in 2018 by a targeted raise from institutional investors and strategic partners.

Listing on the Unlisted Securities Exchange

Lateral has applied for listing on the Unlisted Securities Exchange* to enable shareholders to buy and sell shares on a market.

How to access the offer

You can subscribe for shares in this offer using the forms included with this letter, or you can access the offer through the Crowdsphere website. If you are using the paper forms please complete these and mail to the address below:

Jack Beamish-White
PO Box 109437
Auckland 1149
New Zealand

To invest on the Crowdsphere website please follow these steps:

1. Visit www.crowdsphere.co.nz
2. Create an account, you can do this by clicking 'Create Account' at the top right of the screen.
3. Fill in all applicable details and click 'Submit' at the bottom of the page. You will receive an email to confirm your account, please confirm by clicking on the link.
4. Once you have created an account and logged in, click 'Home' at the top which will take you to a screen where you can see the 'Lateral Profiles – Private Offer'.
5. Click 'Lateral Profiles – Private Offer' and enter the password **lateral2017**
6. You can access all relevant information from this page including the Information Memorandum, Company Constitution and other supplementary material.
7. To invest click 'INVEST NOW' and enter the dollar amount you would like to invest in the 'Total \$' box. You will need to confirm your investment on the following pages.
8. Check your email inbox for an email from Crowdsphere which you can provide all necessary details.

If you have any questions regarding how to invest in Lateral, please contact Crowdsphere or Lateral via the details below:

Crowdsphere
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ocuthill@crowdsphere.co.nz

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We would like to thank all shareholders for their continued support of Lateral and look forward to considerable success.

Best Regards,



Roger Grice
CEO
Lateral Profiles Limited

* *The Unlisted Securities Exchange is not a licensed financial product market.*