

## Shareholder Update – October 2017

3 October 2017

Dear Shareholder

### **RAISING NEW EQUITY THROUGH CROWDSPHERE**

We are pleased to announce an offer to existing shareholders through Crowdsphere Limited, an equity crowdfunding platform. This offer is available to existing shareholders of Lateral Profiles Limited (Lateral) at a price of 4 cents per share.

#### Global Growth Opportunity

This is the first stage a capital raising plan which will enable Lateral to further establish its business on a global scale. Lateral will be one of the first companies to deliver a new mobile payment model into the UK market, followed by rollouts in several European countries.

Lateral's world class platform, Viaduct, has been extensively tested in marketing pilots to establish its commercial viability.

#### Partnering with Docomo Digital

Lateral has partnered with a global leader in Direct Carrier Billing (DCB) transactions, Docomo Digital, a subsidiary of Nippon Telecom, to deliver and bill digital products across multiple countries. Docomo Digital has complementary skills and platforms that will enable Lateral to reach its full potential in the rapidly growing DCB market. DCB grew by 27% in the UK during 2016 and is expected to grow by 31% this year.

The projections in the Information Memorandum show rapid growth and substantial profitability, based on the commercial data obtained from pilots and assuming the full capital raising programme is executed.

As the DCB market starts to open globally, Lateral sees exciting growth opportunities ahead.

#### Capital raising programme

The initial offer will be made to existing shareholders using the Crowdsphere crowd funding platform. This offer will be available until 4 November 2017.

This will be followed in 2018 by a large investment from institutional investors. We will ensure that major industry players and partners are invited to participate.

This offer is the last chance investors will have to acquire shares at the offer price of 4 cents per share.

#### Listing on the Unlisted Exchange

Lateral is in the process of listing on the USX Securities Exchange, this will enable shareholders to buy and sell shares in Lateral.

## How to access the offer via Crowdsphere

The offer can be subscribed through the Crowdsphere website, please follow these steps:

1. Visit [www.crowdsphere.co.nz](http://www.crowdsphere.co.nz)
2. Create an account with Crowdsphere, 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 once you have entered the password.
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 – Oliver Cuthill

Phone: 027 339 7661

Email: [ocuthill@crowdsphere.co.nz](mailto:ocuthill@crowdsphere.co.nz)

Lateral Profiles – Jack Beamish-White

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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  
Managing Director  
Lateral profiles Limited