MY Icebreaker

CHANGING THE WAY WE SOCIALISE & MEET NEW PEOPLE

DISCREET FUN EFFECTIVE

SOCIAL MEDIA AND DATING APPS COMMON ISSUES

In the last couple of decades, social media and dating apps have gradually become the peferred method to connect aand communicate with each other, however:

- There is a widespread use of fake profiles or fake/outdated profile photos
- Users must publish their profiles in order to be connected with others
- People become increasingly less confident in face-to-face interactions

OUR INNOVATIVE SOLUTIONS

MY ICEBREAKER COMBINES THE TRADITIONAL WAY TO CONNECT WITH NEW PEOPLE IN REAL LIFE WITH THE MODERN USE OF IT TECHNOLOGY

No public profiles needed

Users choose to connect with who they see in real life and not off a profile the accuracy of which may be uncertain

No privacy concerns

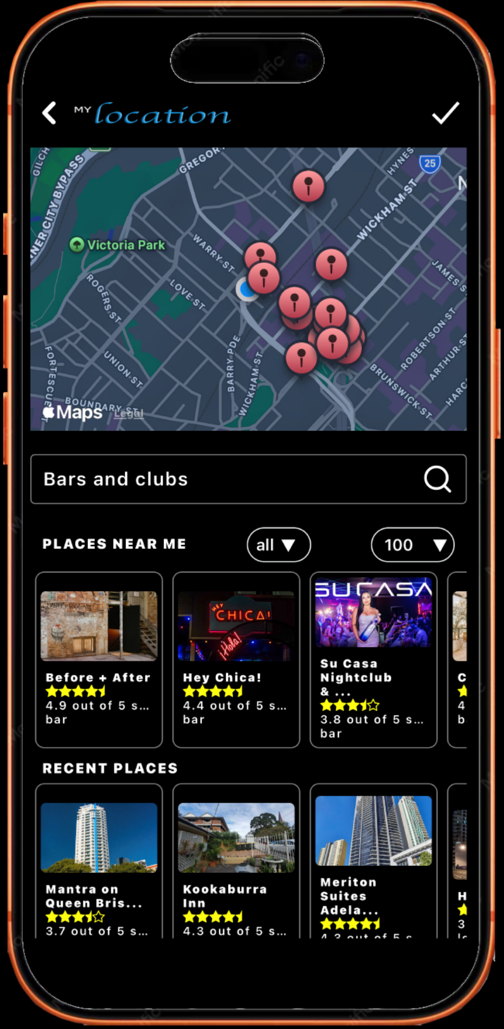
A users' profile is only revealed to another user if they have mutal interest in each other (matches)

No lack of confidence

A match allows users to connect with each other with confidence, knowing their has beeninterest is reciprocated

MATCH AND CONNECT IN 3 EASY STEPS

Check in at your location

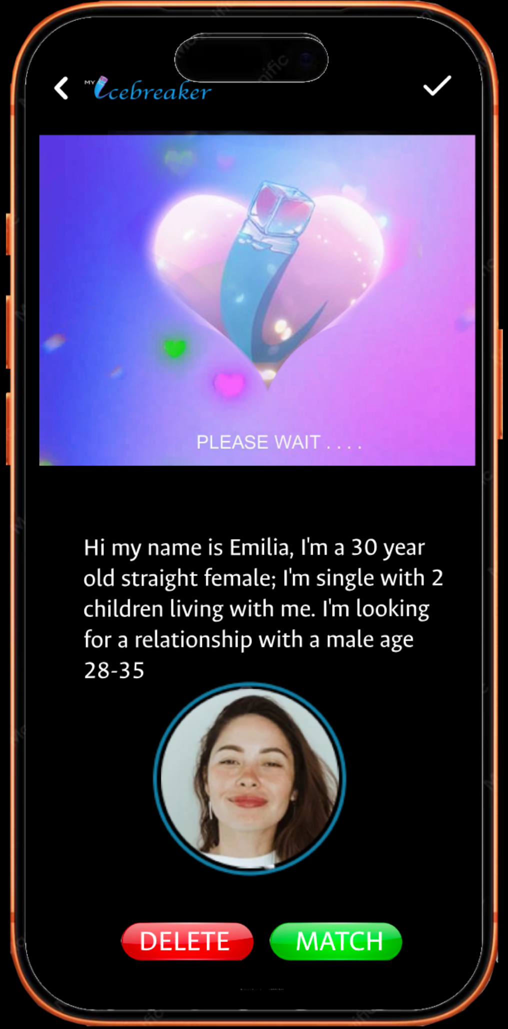


Find your location on Google or Apple maps or create yourown event

Choose your connection

Create an avatar representing the person you wish to connrct with

Match and connect



You match when the person you're interested in has already made an avatar of you and vice versa

MARKET OPPORTUNITY

Capitalising on the global growth of Social Media my Icebreaker app is strategically positioned to capture a share of this rapidly expanding market by focusing on real life applications, privacy, and effectiveness.

SOCIAL **MEDIA MARKET FORECAST**

$ 815

billion by 2033

Current Market Size

The social media global market was worth $252.95 billion in 2024, $286.53 billion in 2025 and by the end of 2026 is expected to reach $338 billion (an approx 13% compound annual growth)

Projected Growth

The market is forecast to grow at a compound annual growth rate (CAGR) of about 14% to 22%, reaching a massive worth of $530 billion to $815 billion by 2030–2033.

MY Icebreaker

DIVERSE REVENUE STREAMS FOR SUSTAINABLE GROWTH

A multi-channel approach to increase members:

- Partnerships with socialand lifestyle influencers
- Networking and social relationhip development
- Referral programs and membership rewards
- Targeted social media campaigns and advertising

Supporters
Sponsorship and brand partnership

In-App pop-ups
Advertisement and curated promotions

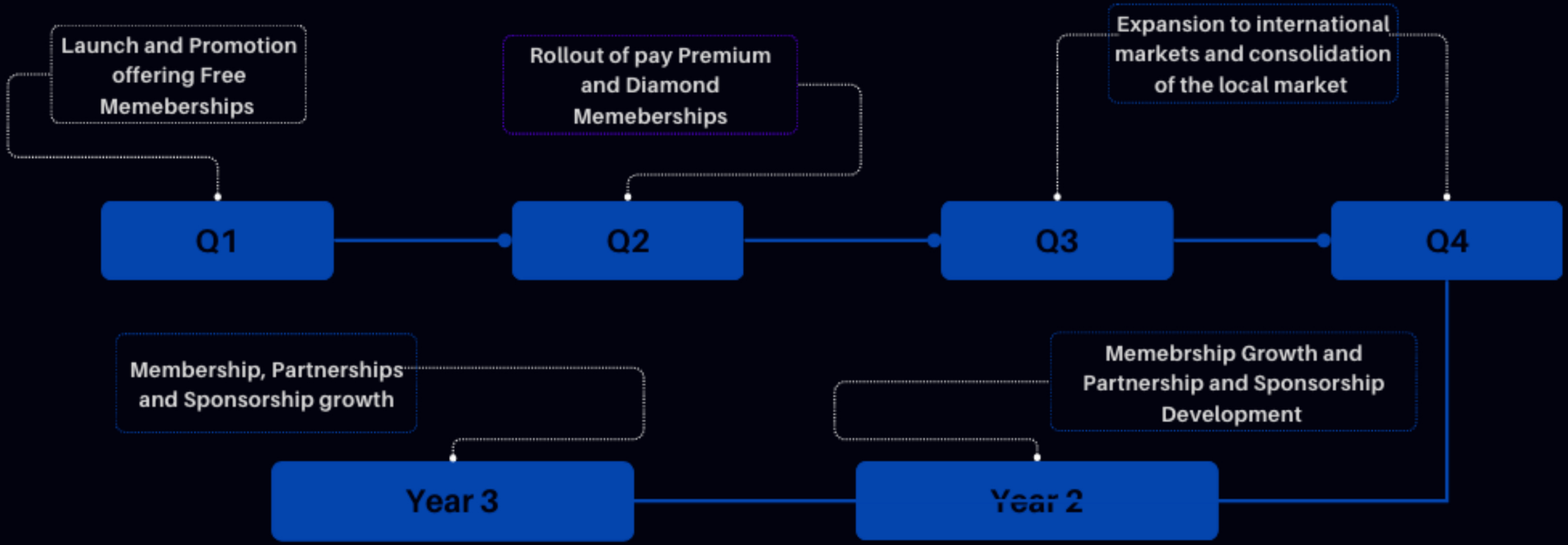
Diamond Membership
U$34.99 per user per month

Premium Memebership
U$24.99 per user per month

Diverse Revenue Model

ROAD MAP TO SUCCESS

Building, Growing, and Scaling in the Next 36 Months



COMPETITIVE LANDSCAPE

Positioned to lead in innovation and privacy, My Icebreaker redefines how people meet by enabling real-life connections without relying on public profiles or photos.

Compared to competitors, our app blends the traditional experience of meeting new people in real life with modern technology.

By ensuring mutual interest before users connect, it reduces the embarrassment of rejection while protecting privacy and anonymity—key differentiators in a crowded market.

FINANCIAL FORECAST

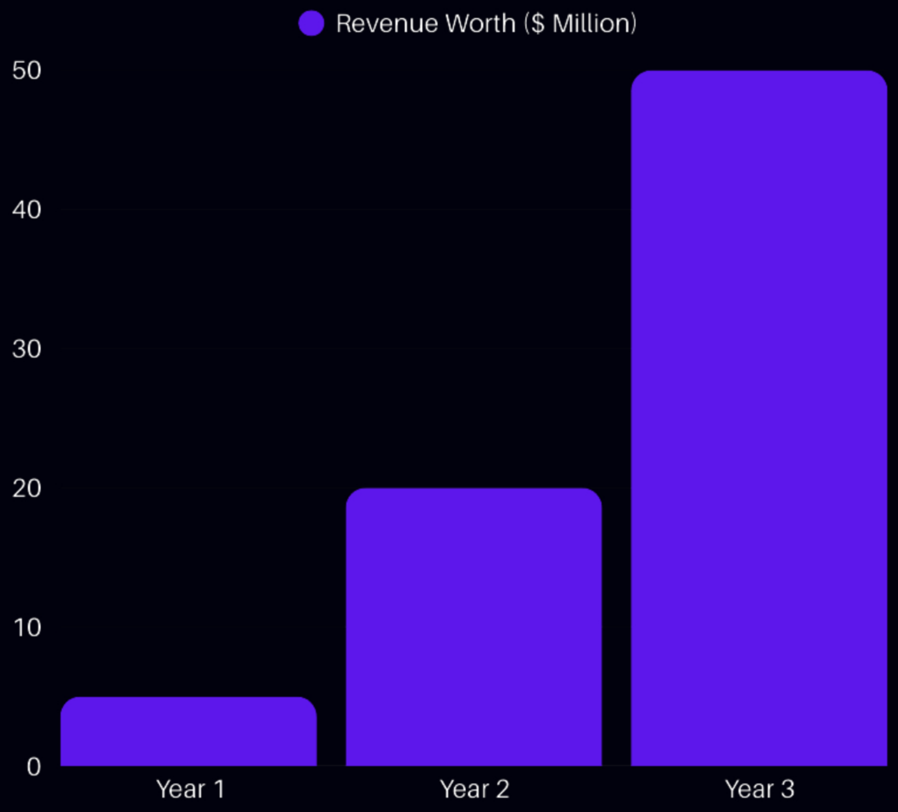
A Burkus valuation completed in March 2025 estimated My Icebreaker's value at $2.0–$2.5 million

Our multi-stream annual revenue model is expected to drive significant growth and long-term market capitalisation

The expected exit strategy is a takeover or acquisition by a major social media or dating platform, such as Tinder, TikTok, Facebook, or Snapchat etc.

A multi-milion dollar offer for the IP rights was made by a similar global platform when we lodge our patent.

3 year projected revenue



INVESTMENT OPPORTUNITY

Join my icebreaker and the future of socialising and meeting new people

We are seeking to raise $250,000–$500,000 in exchange for a 10%–20% equity stake. The investment will be used to:

- Accelerate marketing, advertising, and promotional campaigns.

- Enhance product features and support platform growth.

- Expand into national and international markets.

- Strengthen brand awareness and recognition.

TRACK RECORD

Our CEO, Antonio Cortese, is a former lawyer with a proven track record of leading successful capital raises, including raising over 100M for the IPO of Affinity Education Group Limited in 2013.

At the time of its listing, Affinity operated approximately 150 childcare centres and had a market capitalisation of $213 million. The company was subsequently acquired in 2021 for approximately $650 million

Thank you for considering My Icebreaker as part of your investment strategy. We look forward to discussing this opportunity further and welcoming your investment proposal.

Feel free to contact us with any questions or to arrange a more in-depth discussion about our projections and roadmap.

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