

Regulation A+ IPO



UNI | UNITED
NEWS
INTERNATIONAL



“The big opportunity in the news industry in the next 5 to 10 years is to increase its market size by 100x and drop prices by 10x....becoming larger and more important in the process.”

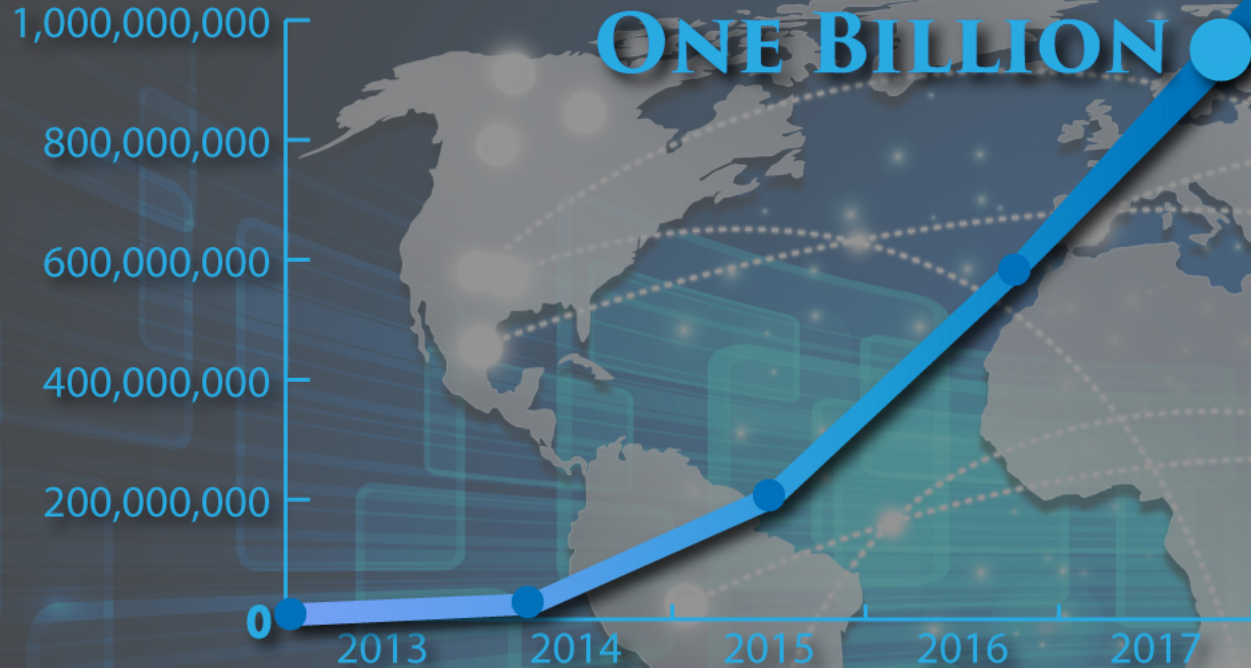
-Marc Andreessen, Wired, 2014

Highlights

- **Market Opportunity** \$174 Billion global news market transitioning from broadcast to distribution on mobile.
- **High Growth & Volume** United News International (“UNI”) is capitalizing on this transition, to date has distributed 40,000 plus one-minute video news reports resulting in over 1.0 billion views
- **Low Cost** Our internal cost is less than \$100 for all three formats (anchored video, audio and text). The cost is up to \$3,000/min for legacy broadcast news
- **Licensing Revenue Opportunities** plan to fill a huge hole in the online news ecosystem for an honest modern global news agency of record for the 36,000 daily English news publishers

Proven Track Record

CUMULATIVE VIDEO VIEWS ONE BILLION



TOTAL DISTRIBUTED
REPORTS

40K+

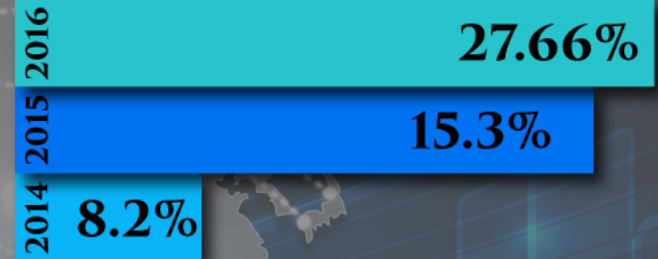
COST PER
REPORT

<\$100

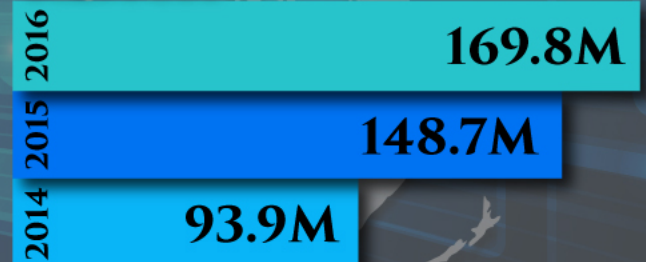
BILLION
IMPRESSIONS

12B

ENGAGEMENT RATE AVERAGE MONTHLY



AVERAGE MONTHLY REACH



Offering

Issuer United News International, Inc.

Listing / Ticker NASDAQ / NEWZ

Proceeds: Up to \$50 million

Share Price \$8.00

Use of Proceeds Expand news gathering. Licensee distribution and revenue

IPO Offering Page <http://ipo.unitednews.international/>

Fan Page: <http://www.facebook.com/UNI>

Number of Employees 30 worldwide

Company Locations Portland, OR, Full Time Desk Reporters in New York City, Washington, D.C. and Manila, Philippines

Industry

1. News is global, universal, and influential on everything from politics, to business to culture.
2. The news industry is changing dramatically from broadcast media to delivery on mobile
 - 2+ billion people will come online for the first time in the next decade through mobile devices
3. This change is re-shaping the news industry economics and incumbents
4. United News International is positioned to take advantage of this shift and plans to become the next global news agency of record similar to legacy “Wire” services

Market Demand for Video Ad Inventory

**Publishers Need
Our Video News To
Meet Inventory
Demands**

GLOBAL MOBILE AD SPENDING BY REGION

By 2020, worldwide mobile internet spending will reach nearly \$215 billion.

BY REGION IN BILLIONS OF DOLLARS

Region	2015	2016	2017	2018	2019	2020
North America	\$32.5	\$45.1	\$54.8	\$63.9	\$72.2	\$80.4
Asia Pacific	24.8	38.1	51.6	65.1	76.9	88.5
Western Europe	11.0	15.3	20.0	24.8	28.1	31.0
Latin America	1.0	1.9	3.1	4.7	6.1	7.6
Central and Eastern Europe	0.8	1.5	2.1	2.8	3.6	4.5
Middle East and Africa	0.4	0.6	0.9	1.3	1.9	2.8
Worldwide	\$70.5	\$102.6	\$132.5	\$162.6	\$188.9	\$214.7

Source: eMarketer (emarketer.com), March 2016. Figures in this table are mobile internet only, and exclude SMS, MMS and peer-to-peer messaging. Ad spending on tablets is included. Numbers may not add up to total due to rounding.

Today

1 shift a day

5 days a week

60 news reports a day

Internal Cost to Generate News in 3 Formats less than \$100 per report

City Desks in Washington D.C., New York City and Manila, Philippines

Tomorrow Post IPO

Multi-Shift, 24-hour

7-day per week

1000+ news reports day

Internal Cost to Generate News in 3 Formats less than \$100 per report

Worldwide 'Uberized' news gathering & last mile fact checking + City Desks in 35 National Capital Regions

Monetization

UNI video reports are licensed to publisher, access to entire report library

Metered usage and charge a flat CPM (cost per thousand views)

Publisher runs video ads on UNI video reports and keeps 100% of revenue

	Example Publisher (US)
Monthly Usage (Views)	10,000,000
NBS Steaming Fee CPM	\$1.25
Publisher Ad CPM	\$20.00+
Ad revenue paid to Publisher	\$200,000.00
Fee paid to UNI	\$12,500
Margin for Publisher	\$187,500.00

1. UNI sees evidence of this model through initial interest out of the Philippines
2. Plan to scale publishing partners as we grow newsroom to over 500+ reports per day

There is a huge demand from media buyers wishing to purchase pre-roll advertising that runs hand in hand with premium video content which is fresh and relevant to the consumer.

Disruptive Business Model

- Our internal cost is less than \$100 for all three formats
- The cost is up to \$3,000/min for legacy broadcast news
- The big guys are not able to lower their costs and unwind their massive cost structure
- Global demand for a consistent honest news product

Fair Use Doctrine

Much of the information and images the company uses for the development of its news reports are widely available on the Internet and in the public domain. For content that is not public, UNI follows a set of operating procedures to help ensure that all copyrighted material is used in compliance with the Fair Use doctrine as set forth in Section 107 of the U.S. Copyright Act. In its offering circular, the company states:

"All of our news team members are involved in training sessions to help ensure compliance with Fair Use rules and regulations. Once a news report has been completed but before it is distributed, it is reviewed by the managing editor for, among other things, apparent Fair Use compliance, and must be approved by the managing editor before release."

UNI conducts routine onsite training seminars for its newsroom staff with Fair Use advisor and counsel [Michael C. Donaldson](#).

Use Of Proceeds

- To scale the operation globally
- City desks in 35 national capital regions
- 3,000 uberized fact checkers – recent graduates of major journalism schools around the world. Invitation only. Not available to download to “citizen journalists”
- Expand workforce to 500 at USA headquarters
- Up to 100 assignment editors in the Philippines – great English skills among the educated workforce

UNI Anchors



CAMBRIE CALDWELL

Cambrie Caldwell is senior anchor and writer, leading the anchor team from UNI's U.S. headquarters. Prior to UNI, Caldwell worked at KNBP, a public broadcasting station in Reno, Nevada. She attended Oregon State University and graduated in 2011 from The Master's College in Southern California with a degree in print media communications. Caldwell joined UNI in 2014.



MATT PAUL

Matt Paul is an anchor and writer at UNI's U.S. headquarters. He began his career as a reporter and anchor at WKOK Radio in central Pennsylvania. He moved to the Radio PA Network and later to WITF, filling roles as reporter, anchor and program host. He most recently worked at FOX Sports before joining UNI.



RACHAEL LATHAM

Rachael Latham is an anchor and writer at UNI's U.S. headquarters. Prior to United News International, she worked as a sports reporter for terrestrial television in the United Kingdom, including Channel 4 and the BBC. A Paralympics medalist in swimming, Latham covered the London 2012, Sochi 2014 and Rio 2016 Olympic Games.



NEELA EYUNNI

Neela Eyunni is an anchor and writer at UNI's U.S. headquarters. Eyunni has worked in print, online and broadcast journalism for the past 12 years, including six years in Beijing, China. In China, she produced and anchored China Central Television's flagship program "Asia Today." Eyunni, a documentary filmmaker, also wrote, produced and narrated the film "On the Brink: Uncharted Waters," which aired on National Geographic Channel.

City Desk Anchors



KURUMI FUKUSHIMA
New York Desk

Kurumi (“Rumi”) Fukushima is an anchor and New York correspondent, covering business and financial markets. Previously, she was a journalist for CNBC, where she created and hosted a daily segment called “The Bottom Line” for CNBC.com. She also covered the U.S. stock market and other business news for TheStreet. Fukushima has a graduate journalism degree from Columbia University.



KRISTEL YAP
Manila Desk

Kristel Yap is an anchor and Metro Manila correspondent, covering news in Southeast Asia. Prior to UNI, Yap was a news anchor at Myanmar International Television in Rangoon, Myanmar. Yap is originally from Pampanga, Philippines and is a graduate of Miriam College



CAITLIN MANGUM
Washington D.C. Desk

Caitlin Mangum is an anchor and Washington, D.C., bureau chief, covering U.S. politics and military news. Previously, Mangum produced talk shows for SiriusXM PGA TOUR Radio and served as a video host for SB Nation, covering primarily the NFL and NBA. Prior to that, she worked for Comcast SportsNet and Fox Sports Florida.

Management Team



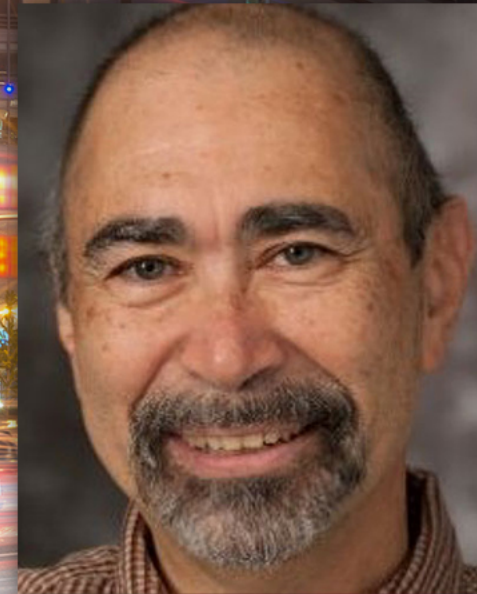
Stanley W. Fields
CEO, CFO, Founder

Is an entrepreneur, with 30 years of experience identifying market opportunities and seizing them to create shareholder value.



Jonathan Choe
Controller

is a CPA and financial management professional with over 20 years of experience helping companies with audit, financial reporting, technical accounting, revenue recognition and regulatory compliance matters.



Steve Woodward
Newsroom Director

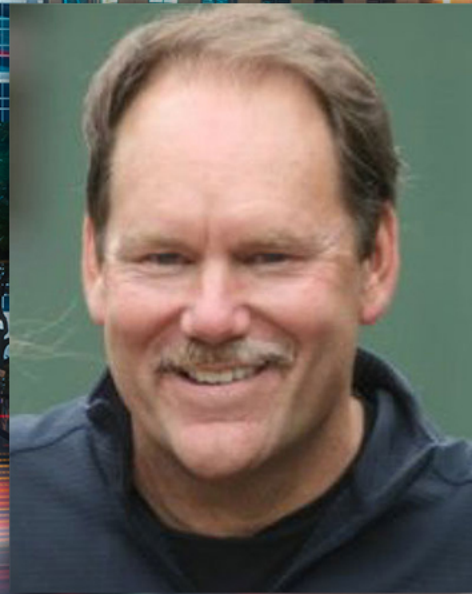
30+ years news experience. CEO & Co-founder Nozzl Media. Pulitzer Prize winner.

Board Members



Stanley W. Fields
Chairman

Is an entrepreneur, with 30 years of experience identifying market opportunities and seizing them to create shareholder value.



Kurt Thomet
Director

President Sextant Services,
Former President Quest Solution.



Colt Melby
Independent Director

Former President and Director of
Smith & Wesson Holding Corp.
(NASDAQ SWHC).

Advisors



Dr. Jaime Laya
Advisor

Former Governor of Central Bank of Philippines. Chairman Philtrust Bank.



Travis Baxter
Advisor

Content and External Affairs Director, Bauer Media



Reese Schonfeld
Advisor

Co-founder, CNN Co-founder, Food Network.

A long-exposure photograph of a city street at night. The background features several tall, modern buildings with illuminated windows and balconies. The street is filled with light trails from moving vehicles, creating vibrant streaks of red, white, and blue. A semi-transparent dark grey rectangle is centered over the image, containing the text "Thank You" in a white, sans-serif font.

Thank You