



Latin America Report and Advisory Opinion ~ Denis O'Brien

Using my South American Film connections I was able to get a true read from new adopting users and their feelings about Tweebaa. A few issues, including warnings not to download the app were alarming. Others, like descriptors in Google Play are easy issues to fix. In a quick session we got a month's worth of R &D on issue that need addressing for our Hispanic population worldwide, as well as the needs and aspirations or users that rely on these platforms daily.

The most alarming issue that needs to be addressed is the warning about "Do not download this application." These warnings are coming from their internet providers. Claro is one of them, more to follow. This specific issue shall be dealt with in a detailed fashion by talking with the team and then initiating outreach to these companies to resolve, quickly. They also had issues with security software in their phones warning or blocking, a major issue to solve!

Alejandro Rivera is a world class cinematographer and he is my colleague and a dear friend. He has filmed some of my best work including my new TV Pilot ZODIAC. He will shoot Tweebaa Webinar with me. Alejandro sent many Tweebaa invites to friends and colleagues in Peru and in Ecuador. Due to his respect among professionals, all gave him prompt and deliberate feedback. We followed up with questions and received comments. I will summarize this below. I do recommend a working team for improving our South American and greater Hispanic needs.

There are over 500 million users potential in Latin American countries, which are predominately Spanish speaking with Portuguese and French as well. Social media use is at 90%+, WhatsApp is often 100%.

North and Central America

- Belize
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama

South America

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- French Guiana
- Guyana
- Paraguay
- Peru
- Suriname
- Uruguay
- Venezuela

Caribbean countries

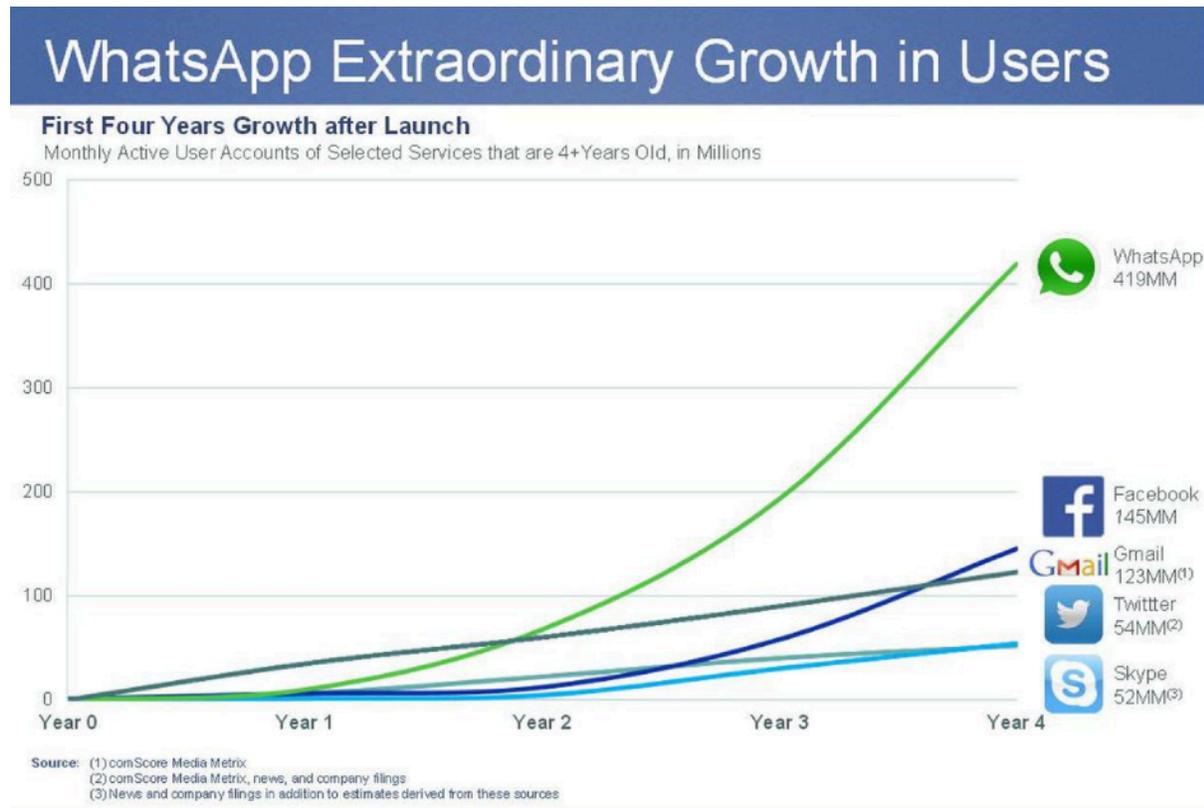
- Cuba
- Dominican Republic
- Haiti
- Guadeloupe
- Martinique
- Puerto Rico
- Saint-Barthélemy
- Saint-Martin

According to a Statistica study on social media usage in Latin America between 2018 and 2019, approximately 84.5% of the Latin American populous are active social media users. That means about 567,662,209 people use social media in one way or another. That is over half a billion people, not including America's Hispanic population. More than half these users are loyal to Facebook and all are loyal to WhatsApp.

What that doesn't show that is far more exciting, is over 80% of mobile users in South America use Whats APP. In some age groups it is close to 100%. This is a matter of reality in a region of spotty phone service and unreliable systems and the key to our rapid adoption in Latin America.

Whatsapp use worldwide & Latin America

The worldwide increase in Whatsapp usage primarily starting in August 2011. Some areas in South America saw an increase of up to 100%. This shows you the deep reliance on the platform. All of our recent test subjects rely on Whatsapp. Now more than ever we, should be capitalizing on this Latin American market, we are not ready, especially if we do not fully understand the allure and dependence on this APP.



On the chart below, you can see Whatsapp has total worldwide domination of the messenger market and virtually 100% in the Latin America region for messengers. It seems the disruption time has arrived. Tweebaa has an enormous opening and this understanding of WhatsApp is important in order to take on this and many regions.



Key Feedback from South Americans in our survey

1. Four of them responded that they got a strong warning not to download Tweebaa and that it was a bad file. Three in Peru and one in Ecuador.
2. Whatsapp referral from Tweebaa caused their phones to crash! All Android phones from Whatsapp Referral link in Tweebaa.
3. Seven of them responded that they could not select their country from the list Peru and Ecuador were not available options and they had to select another. Very irritated.
4. Virtually all of the Twenty said they need Voice Calling for it to be useful.
5. Many were very disappointed in both the shallow and short explanation of Tweebaa at Google Play and the fact there was no Spanish language option.

Action Steps to prepare for needed Latin American user base

1. Create a working group with a few from Tweebaa and many from Latin America and test the software with them and reward them in Tweebucks for cooperation.
2. Create early adopter user bonus so they can be the start of our growth in their markets, specifically in respect to voice calling and product sale.
3. Describe and update descriptions of app and add Spanish version to Google Play.
4. Create Spanish Language video versions for all videos,
5. Eliminate all issues with warnings another security stops disallowing the adoption of our app.

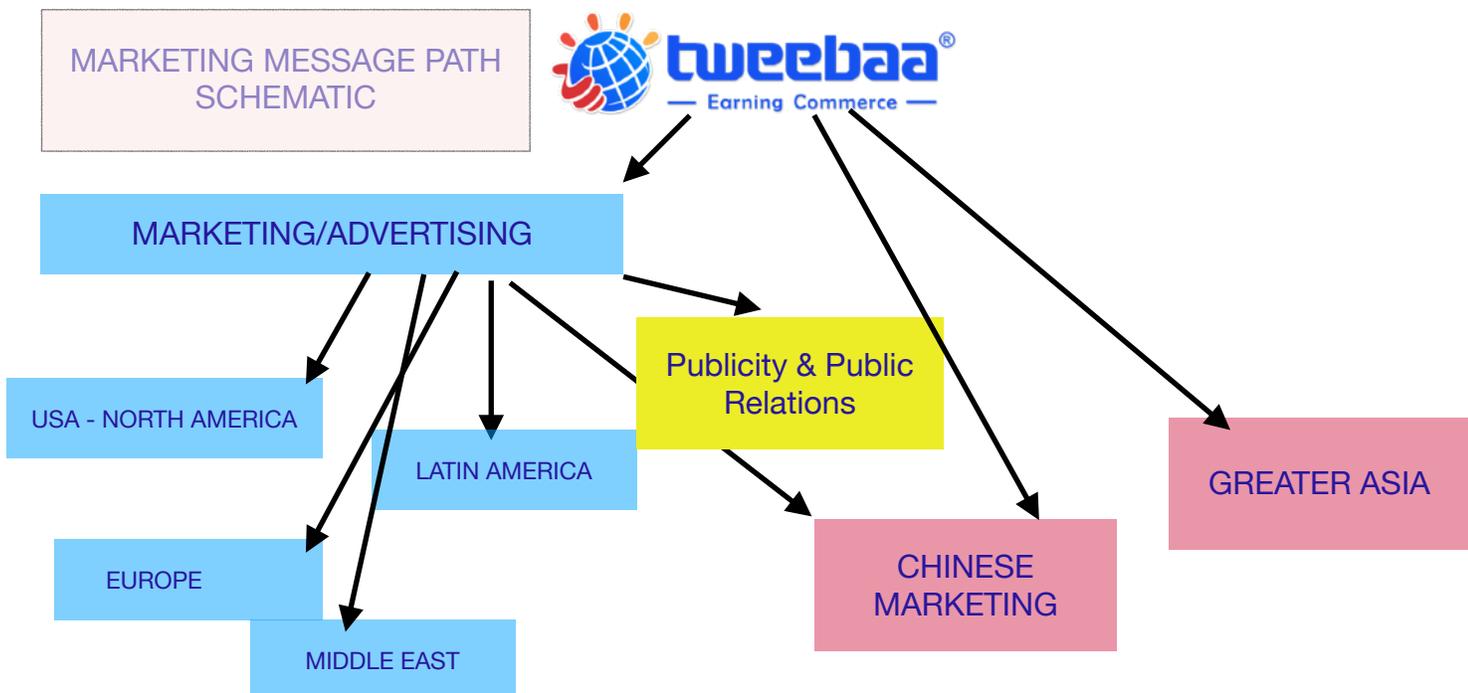
What the best results of the small study are that we conducted did cover both sides of the coin with communications and social media and then of course, add the marketplace. What we uncovered was that Tweebaa straddles both user phases of social media and communications . The ability to create the viable place for both to co-exist and to financially reward people is so very compelling.

Almost all agreed that Voice, Text, Social and products with a financial incentive to use it, that we would crush the competition. Very good feedback amidst the technical issues. In fact, several commented again after the first conversation that the reward incentive was so very interesting. The desire and interest level are very high and all of this without talking crypto.

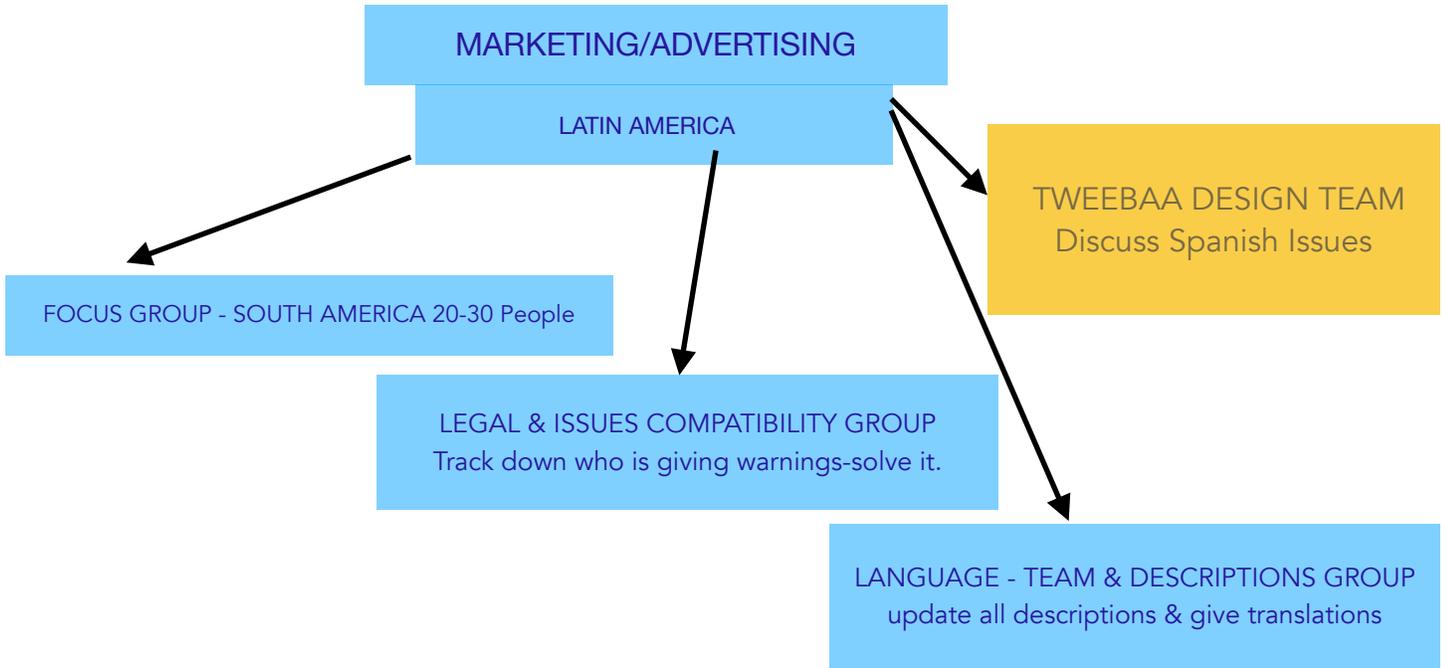
My opinion is to take our message and market it globally in sections. We already have Asia and North America in motion the next logical step is in Latin America. Creating a Working Group and working to a solution on the pressing issues and get an on-the-ground sounding board, will allow to swiftly adapt to this very important market that needs Tweebaa very much.

The only support needed is "CENTRAL MARKETING MESSAGE" coming from Tweebaa. I outlined what I see now as a "message schematic" showing how the unified message comes together. Chinese marketing is seeming to be outside the rest of marketing tools for many reasons and that works both ways. We will be unified but also different when needed.

On the last page I show the working focus group plan for Latin America. I suggest Tweebucks and a group reward and get them to all talk and improve Tweebaa in their eyes. Half a billion people. We then update our descriptions, solve warning issues across the region and then move to create Spanish user features to improve the user experience.



Latin America -PHASE 1



Latin America -PHASE 2

