

EXECUTIVE SUMMARY FOR CAPITAL RAISING

PRIVATE & CONFIDENTIAL



MASTER CRAFTSMEN OF DIGITAL INNOVATIONS

HTTP://FIREWORKS.MY



Company Name: Fireworks Solutions Sdn Bhd

Company Type: Malaysian Company, Information Technology & Digital Innovations Company

Current Company Status: 10 years, Since 2003.

Company Strategic Focus:

Established in year 2003, Fireworks Solutions is an award winning technology design and innovation firm that specializes in mobility and internet based business solutions.

Fireworks Solutions is highly awarded, notably the Multimedia Super Corridor status & the ASEAN-BAC Malaysia Business Award 2013 for our technologies and creative innovations.

Mobimax, Fireworks' Cloud Based Mobile Publishing Application, which is currently an award winning and the company's key product. It's Publishing Software that offers organizations an enterprise-ready, secured, content publishing solution that can be used on all Mobile Devices and Computers.

Currently deployed to many forward thinking organizations such as Amway Malaysia & Thailand, Open University Malaysia & M-Mode Public Limited.

Fireworks plan to expand our market to other countries and also continue to R&D this solution into a world-class mobile & cloud solution.

With success of Mobimax in Malaysia and Thailand, Fireworks believe that this solution will yield success in other countries and is ready to up-scale its marketing.

Fireworks is looking for capital to leap-frog our business.

Mobimax Enterprise- Current Capability

Mobimax by Fireworks is an enterprise ready, mobile publishing solution that works on Apple iOS Devices, Google Android Devices. It also works on internet browsers on all Smart Phone and Desktop Computers.

A system that's enable organization to deploy their content to multi-devices and platforms, for public or in a secured enterprise environment.

Although MobiMax is a ready made software, its flexible to be customized towards individual organization needs.

For instance, Open University Malaysia, is using our system to sell their educational content such as Workbooks, Audio Books & Lecture Videos via the OUM Mobile App on both Android and Apple platform.

Amway Malaysia, Singapore and Thailand uses Mobimax to publish training & marketing materials to their members and distributors via the Amway E-Library Mobile App.

M-Mode Public limited uses Mobimax, to create and E-Commerce App that sells entertainment content such as E-Books, TV Series, Comics and Magazines.

We believe the demand of such software in on huge and rising rapidly due to the increase of usage of Smart Mobile Devices.

Mobimax Cloud- Future R&D Plan

We would like to make Mobimax more feature rich and more powerful. This will open up more possibility for adoption, and also we can up-sell our current customers.

Currently Mobimax is suitable for Large Businesses such as Amway and Open University Malaysia.

However we see a need of such software for smaller businesses.

We are planning to put Mobimax as a Cloud Software, via the SaaS Model (Software As A Service), whereby businesses could use Mobimax via the internet, to create and deploy their own Mobile & Web App that could publish books, magazines, catalogs, videos and etc.

We see this opportunity a gold mind, where we can expand our market to every part of the internet-connected- world.

Fireworks Planned Expansion Schedule

Year 1 :

- Strengthen Local Marketing
- Expand Mobimax Enterprise's market to Singapore, Vietnam, Thailand, Indonesia
- Launch Mobimax Cloud (SaaS)

Year 2 :

- Market Mobimax Cloud world wide
- Expand Mobimax Enterprise's market to Europe & America