

Fact Sheet Q4/17

TSX Venture Stock Exchange Symbol	CUV	Insider and Management Ownership	Over 40%
Shares Issued and Outstanding:	83,298,850	Listing Date	March 18, 2016
Market Cap (Nov 8/17)	\$5.8 Million	Shares Fully Diluted	130,876,742

The Opportunity:

Investing in the opening up of the Cuban travel, remittance and finance market. Wholly-owned subsidiary, Travelucion Media, which is a rapidly growing, profitable online travel and digital marketing company servicing international visitors to Cuba; positioned as a potential takeover target in the +\$3 billion annual Cuban tourism market.

Highlights:

- **100% ownership of Travelucion Media** – online travel and marketing company specializing in travel marketing, electronic reservations and online booking solutions for visitors to Cuba; proprietary booking system customized for Cuba .
- **Owns the single largest portfolio of Cuban-focused websites (432 sites in multiple languages)** - generate over 35 million page-views annually and direct traffic to booking sites; websites cover +80 Cuban travel destinations, hotels, resorts, car rentals, culture, music, sports, food and more
- **Over 100% annual revenue growth** - notable shift in American policy towards Cuba as diplomatic relations between the two nations normalize; 2018 net booking revenues projected to be CDN \$5 million
- **Equity acquisition of IBTO Florida USA Travel Agency** – concluded August 2017, opened physical premises Lincoln Road Miami Beach under Travelucion Miami name.
- **Creation of Fintech Division** – launching Revolupay® app for 3.4 billion USD remittance and 750 million USD markets. Launching CubaFIN lending platform potential 6 billion dollar lending platform. Launching ₱CU Coin Cryptocurrency.
- **Creation of Consulting Division** – First signed venture with Tyrval hotel industry supplier could generate 10 million USD in sales. Actively studying synergies with other company's; in Hotel & Resort, Pharmaceutical, Biotech, Equipment and goods sales.
- **Unique window of opportunity and potential takeover target** – current trade embargo means less competition. Likewise, big U.S remittance companies could be attracted to the blockchain powered **Revolupay®** or **₱CU Coin Cryptocurrency** or **CubaFin** lending platform by banks and financial institutions.



Travelucion Media and the Cuban Market:

- Founded in 2011 by Steve Marshall with +20 years of experience in Cuba
- Sector ripe for significant growth as Cuba opens up
- General US tourist ban still in place but travel up +50% last year for US travelers fitting into one of 12 "permitted categories" (educational, professional research, religious, sports, etc.)
- 38% of Travelucion's online traffic is American while only 6% of current booking sales are from US travelers; pent-up demand and potential explosive revenue growth.
- 432 websites with over 35 million page views serve as worldwide catalyst for Revolupay® or ₱CU Coin Cryptocurrency



Steve Marshall

Milestones & Catalysts:

Q1 2018

- Travelucion websites updated to GDS compatibility to drive increased sales volume to the booking platform.
- Various multinational banks to sign on as fiduciary institutions for Revolupay®
- Launch beta CubaFin lending platform
- Launch beta Revolupay® and  CU Coin Cryptocurrency.

Q2 2018

- Increased GDS derived sales volume from Travelucion
- Live version of blockchain powered CubaFin lending platform and loans to commence
- Live version of of blockchain powered Revolupay® and  CU Coin Cryptocurrency first remittances and local payments to begin

Q3 2018

- Consulting division to have at least 5 other exclusivity agreements similar to Tyrval
- Consulting division to have concluded at least one hotel project for exclusive sales via Travelucion

Cuba Ventures Management Profiles:

Steve Marshall - CEO & Director of Cuba Ventures, Founder and President of Travelucion Media Trilingual entrepreneur specializing in marketing having built a digital marketing corporation in France that he sold to a large German marketing company (HLS). He spent 11 years in Cuba specializing in Cuban JV's and successfully founded a number of companies. He is knowledgeable concerning the idiosyncrasies of dealing with the Cuban Government.

James G. Pettit - President, CEO and Director
Over 25 years' capital markets experience specializing in finance, corporate governance, executive management and compliance. Jim was previously Chairman and CEO of Bayfield Ventures Corp., a TSX Venture company, which was acquired by New Gold Inc. in January 2015.

Walfrido Sebastian Qui ones Bencomo - Cuba Investment Advisory Board
Cuban citizen and licensed Cuban attorney who has obtained government approvals for numerous businesses in Cuba including joint production agreements, joint ventures and national representation of foreign entities.

Alfredo Manresa Ruiz - Cuba Investment Advisory Board
Spanish national and seasoned banking professional and manager. He worked for Spain's CAM Bank (now Sabadell) from 1989 to 2012 in varied high level positions and was the founding manager of CAM Bank in Havana, Cuba.

Bernard Lonis - Cuba Ventures Advisory Board
Bernard is the founding owner of Adonis Resorts and holding company, Vesilen Investment, controlling technology focused companies. Bernard is a hospitality & tourism specialist with over 3000 hotel beds currently under his company's control. Bernard is a distinguished member of European hotel associations.

Five Reasons to Buy CUV:

1 One of the first and only publicly traded vehicles in North America offering direct investment exposure to Cuba – Cuba is opening up and there are incredible growth and investment opportunities but very few vehicles to get exposure to this with the US embargo still in place.

2 Competitive advantages and lack of US competition – Less competition from American companies due to the trade embargo and lack of inventory / GDS incorporation; the two largest online travel providers Expedia and Priceline currently do not service travelers going to Cuba. Travelucion has built proprietary back-end booking system customized for Cuba. Fintech division with CubaFin, Revolupay and  CU Coin Cryptocurrency set to disrupt over 18 billion dollars industries.

3 Strong management & advisory team with focused expertise in Cuba as well as in the capital markets – Steve Marshall and his team have operated with Cuba for over 20 years having structured many agreements with the Cuban government. They are knowledgeable and experienced dealing with Cuba's government and foreign investment laws.

4 Strong revenue growth and robust potential growth through its own organic, online traffic – Through its 432 sites, the Company controls a large amount of "free" online traffic interested in Cuba without having to "pay for clicks" and can look to further monetize this traffic to drive revenue growth. These +35 million page views will kick start the Fintech programs and compliment the consulting divisions.

5 Strong and realizable takeover Potential – There will be strong appetite from companies entering Cuba to acquire an already established business, especially from American companies once the embargo is lifted. Cuba Ventures will expand beyond travel into Fintech, hospitality, consulting and licensing plus, many other sectors and industries, leveraging its management team who bring a combined 8 decades of experience dealing with Cuba.

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