

Zotality, Inc. is a US registered company. The Company's dating, matrimonial-matchmaking, and relational networking & 24/7 astro guidance services leverage karmic-astrology to provide holistic compatibility and relationship management solutions, and guidance in matters pertaining marriage, career, children, health, business, divorce, litigation, and other important life issues. These services utilize proprietary astro-algorithms based - personal and interpersonal - astro-predictions to disrupt and redefine the online matchmaking, networking, and astro-guidance landscapes. Zotality offers authentic astro products and credible astro-guidance through astrologers with a Graduate, Postgraduate, or Doctorate in karmic-astrology. On the cusp of rapid growth with an initial focus on over a billion people in India.

Business Platforms – Karmic astrology-based E-commerce, and relational networking & 24/7 astro guidance platform will be launched upon funding. The dating (www.ZoMatch.com) and matrimonial (www.KundaliMatrimony.com) platforms are released, and leverage karmic astrology to:

- Initiate romantic and matrimonial alliances through astro-compatibility matching based on the ancient synastry of karmic astrology, which - even today - is a prerequisite for millions of marriages in India, and
- Offer customized astro-content as a preventive protocol to manage relationships and life issues such as litigation, work, marriage, health, etc.

Business Offerings – *Premium Subscription Plans & Astro eCommerce* – Authentic products such as astro-gemstones and - *recession-proof* – technology enabled astro-guidance from qualified astrologers - with a Postgraduate or PhD in Karmic Astrology - will be sold as integrated eCommerce offerings.

In Sanskrit, the word Jyotish, translated as "Lord of light," refers to the sophisticated form of karmic astrology originating in the ancient Vedic traditions of India.

Karmic astrology describes the planetary patterns at the time of our birth and can give us valuable clues to understanding one's life journey. Through careful analysis of these cosmic influences, karmic astrology can help us realistically evaluate our strengths and challenges to optimize our full potential.



Millions of mundane queries are put to astrologers each day in India! Queries such as, will my father recover from illness? Will I pass my exams? When will I get married? Will our marriage last? And, much more

In predictive Indian astrology, the birth-chart is considered the map of an individual's past karma. And the belief in Karma is irrefutable & indisputable with over a billion Hindus worldwide!

Value proposition for users

- Free karmic compatibility matching with all matched profiles on matchmaking sites
- Evolving the supply chain and way astrological guidance is offered and disseminated
- Personalized predictions as a preventive protocol for management of relationships and important life issues such as marriage, romance, career, litigation, and more.
- Affordable, credible, and verifiable astro-guidance and authentic astro-products
- Astrologers with Graduate, Postgraduate, or PhD in Karmic Astrology (Jyotish)

Key Performance Indicators (KPIs)

- The dating and matrimony platforms are ready for aggressive marketing in India
- Astro algorithms, features, services, and content has been developed for the Relational Networking & 24/7 Astro Guidance platform
- eCommerce within 120 days & revenue generation within 180 days of funding
- Relational networking & 24/7 astro guidance platform within 270 days of funding

Traction

- Test marketing has proven market acceptability of the matchmaking sites with low user acquisition cost of \$0.07 for the matrimony and \$0.48 for dating site

Value proposition for investors

- The FIRST & ONLY karmic astrology based, disruptive model within the (1) networking, (2) worldwide dating, (3) Indian matrimony, & (4) Astro guidance spaces
- The first with relational networking & proprietary algorithms-based tools & predictions
- Market acceptance of the matchmaking and dating models tested & established in India
- Rapid membership and revenue growth expected within 24 months
- Disruptive matchmaking - Retains users even after they have found their special someone
- Multiple revenue streams - Ads, subscriptions, and sale of astro products & guidance
- Multiple recurring revenues - Subscription to premium plans on the dating and matrimony platforms, and the 24/7 astro-updates & guidance service
- Recession proof with high margins - 50% for Indian matrimony, 19.5% for US dating, 50% for astro-updates and guidance

Founder & CEO – Naresh Belwal – has a deep understanding of the karmic astrology domain and the Indian and US consumer markets, with proven track record in management, marketing, finance, and technology required for the success of the project.

Funding Requirement & Projections

- **Amount to be raised:** Between \$500K & 1.5 million now, and \$5 million in 12 months.
- **Projected Use of Proceeds:** Enhance matchmaking, & develop networking & 24/7 astro guidance, and eCommerce platforms, mobile apps, and aggressively grow the user base.
- **Financial Projections:** The Company projects 12.3 million users for the dating and matrimony platforms combined, with revenues of \$46.2 million, and EBITDA and Net Profit of \$13.6 and \$8.5 million respectively in Year 3.
- **Valuation projections:** Matrimony.com's IPO to raise \$77 million, in September 2017, was valued at \$342 million and 47 x Earnings. Zotality at the same PE multiple could be worth \$399.5 million based on 3rd year net profit of \$46.2 mn.
- **Investor Exit Projections:** In addition to an IPO and/or public listing, the Company could make for an attractive strategic investment or acquisition by:
 - a. Aggregators of matchmaking sites either in India or looking to get an entry into India
 - b. Social media companies
 - c. Indian print media companies with a matrimonial listings business

NOTE: Forward-Looking-Statements and Projections involve risks and uncertainties that could make the results differ significantly. This is NOT an offer to sell securities of the Company. Purchase of securities of the Company should only be made based on terms of the subscription agreement and/or offering memorandum.

Business Model: Leverage the free & proprietary astro-content across the (1) Dating, (2) Matrimony, and (3) Relational Networking platforms to facilitate eCommerce / up-sell of authentic gemstones and highly customized astro-guidance (The "Razor - Razor Blade" model).

SUCCESS DRIVERS

- Indian demographics favorable for online dating and matrimony. Over 300 mil of the 1.3 bn Indians are between the ages of 18 and 35, and 600 mil below 30!
- ZoTality is the **first to market** with a holistic karmic astrology-oriented dating, marriage, networking, and life service.
- Global online dating market \$6.69 bn in 2018 & projected to reach \$9.20 bn in 2025. In India, online dating user penetration at about 40 mn in Feb 2019! Huge upside.
- Online matrimony at \$250 mn in 2017 & projected at \$318 mn in 2020, in India. Matrimony.com's IPO for \$77 mn in Sept 2017, valued at \$342 mn & 47xEarnings. Oversubscribed by 441%.
- The wedding related market in India exceeds \$40 bn annually.
- The religion & spiritual services market estimated at \$40 bn.
- Astrological services market is highly fragmented, estimated at \$10 bn in India alone!
- Our matrimonial site and mobile dating site are live and ready for a full-fledged market launch.
- Clear path to revenue generation.
- Significant VC investment in astrology deals in 2019, based on increased millennial interest in Europe & the USA.
- 566 mn Indian Internet users in 2018. Projected 627 mn in 2019 and 730 mn in 2020.