

Fact Sheet Q2/16

TSX Venture Stock Exchange Symbol	CUV	Listing Date	March 18, 2016
Shares Issued and Outstanding:	62.6 million	Shares Fully Diluted	95.9 million
Market Cap (April 8/16)	\$5 million	Insider and Management Ownership	Over 40%

The Opportunity:

Investing in the opening up of the Cuban market through the 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 to offer wide variety of travel including hotels, private residences, car rentals, medical tourism and ecotourism
- **Owns the single largest portfolio of Cuban-focused websites (432 sites in multiple languages)** - generate over 30 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; 2016 net booking revenues projected to be CDN \$5 million
- **Unique window of opportunity and potential takeover target** – current trade embargo means less competition from American companies yet travel restrictions are dissipating and eventually there could be takeover interest from large US travel companies once embargo is lifted



www.travelucion.com

Travelucion Media and the Cuban Market:

- Founded in 2011 by Steve Marshall with +20 years of experience in Cuban travel sector
- Sector ripe for significant growth as Cuba opens up with normalization of US-Cuban diplomatic ties and easing of travel restrictions
- 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.)
- 34% 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



Steve Marshall

Milestones & Catalysts:

Q2 2016 ✓

- April: Overhaul/modernize Travelucion websites to drive increased volume to the booking platform
- May: Enhance Cuba Ventures corporate profile through marketing with focused efforts in North America e.g. Cuba Investment Forum, Ft. Lauderdale, Florida May 12th
- June: Continue to build on current 150 private home (Casa Particulares) rental listings using a model similar to that of Airbnb and HomeAway, as well as taxi/historic private car service

Q3 2016

- Establish relationships/partnerships with large North American travel and cruise line companies; continue to grow booking and travel revenues

Q4 2016

- Launch mobile and web-based interfaces that will allow the company to offer real-time reservations as well as GDS integration

Cuba Ventures Management Profiles:

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.

Steve Marshall: 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 including: CIMEX, first Cuban state approved real estate JV, Primeras Inversiones, a Havana Free Zone company; and Dimension W, a tech JV with the Ministry of Communications. He advised several companies in a range of commercial sectors and is knowledgeable concerning the idiosyncrasies of dealing with the Cuban Government.

Walfrido Sebastian Quiñones 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.

Jordan Trimble, B.Sc., CFA: Corporate Development

Worked in the capital markets industry in various roles with numerous TSX Venture companies specializing in corporate finance and strategy, shareholder communications, marketing, deal structuring and capital raising.

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 which provides customers with access to a unique and diverse portfolio of travel packages in Cuba.

3 Strong management team with focused expertise in Cuba as well as in the capital markets – Steve Marshall and

his team have operated in Cuba for over 20 years having structured many agreements with the Cuba 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 – US bookings only

accounting for 6% of the business currently yet over 33% of the company's organic, online traffic is American. Management sees significant upside in US booking potential, as well as in specialty travel segments like medical tourism, ecotourism and the private residence and B&B markets. Through its 432 sites, the Company controls a large amount of online traffic interested in Cuba without having to "pay for clicks" and can look to further monetize this traffic to drive revenue growth.

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 look to expand into other sectors and industries leveraging its management team who bring decades of experience dealing in Cuba.

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