



## INVESTMENT OPPORTUNITY

### COMPANY DESCRIPTION

This is an opportunity to invest in original film, sports, and technology intellectual properties (IP).

Marketing Completion Fund, Inc. ("the Company" or "MCF") is a media company formed to finance, develop, and distribute original and existing intellectual property ("IP") brands, content (AR, film, games, VR) and technologies and monetize revenue opportunities globally.

MCF has developed its own Financing Risk Mitigation System to reduce risk investing in intellectual property ventures and a Marketing Technology System to generate revenue PRIOR to principal photography.

The initial project is a China – U.S. Cross Border entertainment project that includes the "Iron Ice" hockey-themed motion picture and associated marketing opportunities and the Hat Trick Lifestyle

### INVESTMENT OFFERING

The Company is raising capital and offering accredited, corporate, and institutional investors an opportunity to invest in a \$500,000 seed round convertible note or in a \$19,575,000 Private Offering of Common Stock / Limited Liability Units that are a combination of Marketing Completion Fund, Inc. Common Stock and Iron Ice Films, LLC Membership Units (collectively the "securities").

### MCF PROJECTED REVENUES

Projected revenues are \$500,000 over the next 12 months and \$6,000,000 over 24 months prior to film production and \$300,000,000 in overall revenue in 120 months after the film and game release.

MCF plans to generate revenue from:

- English and Chinese investor and consumer lead generation sales
- Consulting fees for providing professional service to China and U.S. companies
- The development and sales of associated marketing opportunities in Iron Ice motion picture licensed games and merchandise, Hat Trick licensed products, celebrity team events, youth food, prizes and travel packages

## TRACTION & MILESTONES

### Intellectual Property



Feature Film IP



Licensing IP



HAT TRICK

Lifestyle Sports IP



Celebrity Events IP

- Iron Ice Script is delivered
- Iron Ice IP design completed
- Hat Trick Lifestyle Sports IP Brand design completed
- Hollywood Hat Trick IP design completed
- Iron Ice & Hat Trick products in development
- Hockeyhatrick.com launched

### TARGET MARKETS

#### The \$3.7 Trillion Markets

MCF is a unique hybrid company operating in multiple industries and structured to capture a share of the China, U.S. and global Ecommerce, entertainment (\$2.2 trillion) and sports (\$1.5 trillion) markets.

**Ecommerce** China eclipses the US to become the world's largest retail market and retail ecommerce sales are projected to top \$2.416 trillion in 2020.

**Entertainment & Media** Global E&M revenues are expected to rise from \$1.8 trillion in 2016 to \$2.2 trillion in 2021.

**Film Industry** According to MPAA (Motion Picture Association of America), global box office sales reached US\$38.3bn in 2015,

**Games** 2.2 billion gamers across the globe are expected to generate \$108.9 billion in game revenues in 2017.

**Marketing Technology** The size of the annual market for the marketing technology industry is expected to reach \$32 billion by



### COMPANY PROFILE

Marketing Completion Fund, Inc.  
[www.completionfund.com](http://www.completionfund.com)

### MANAGEMENT & ADVISORY BOARD

The team has China, corporate finance, entertainment, film, game, hockey, IP brand development lead generation and SaaS technology experience.

Brad Turner, Founder, CEO  
Hatem Kateb, CFO  
Bryan Lemster, CTO  
Greg McAndrews, Corporate Finance  
Rana Gujral, China Partnerships  
David Kuff, Media & Public Relations

### Advisory Board

Michael B. Hainkel, Film Tax Strategy  
David Ortiz, Games, ESports, Virtual Reality  
Richard Turner, Film Production, Legal  
Cervantes Lee, China Strategy

### INDUSTRY

**Category:** Entertainment & Media  
**Sub-Category:** Marketing Technology, Licensing, Intellectual Properties

### FUNDING TO DATE

Funded by Management team.

### AMOUNT OF FINANCING

\$500,000 seed round convertible note  
\$19,575,000 Private Offering of Common Stock / Limited Liability Units

### USE OF FUNDS

Investor and consumer lead generation, film pre-production, marketing and sales, PPM, legal, Iron Ice and Hat Trick products

### ACCOUNTING

TBD

### LAW FIRM

TBD

### CORPORATE STRUCTURE<sup>1</sup>

UNIT Price: \$ 7.25  
Common Shares Offering: 2,700,000  
Iron Ice Membership Units: 2,700,000  
Amount of Financing: \$19,575,000  
Currently Issued MCF Shares: 5,310,000

### OFFICES

Marketing Completion Fund  
171 Pier Avenue., Suite 443  
Santa Monica, CA 90405

### INVESTOR RELATIONS

Brad Turner (310) 663-1434

## FINANCIAL PROJECTIONS

2018	2019	2020	2021	2022	2023	2024
\$505,000	\$5,500,000	\$47,250,000	\$68,500,000	\$84,750,000	\$65,000,000	\$57,000,000
\$209,750	\$2,050,000	\$19,212,500	\$28,375,000	\$35,287,500	\$26,150,000	\$22,575,000