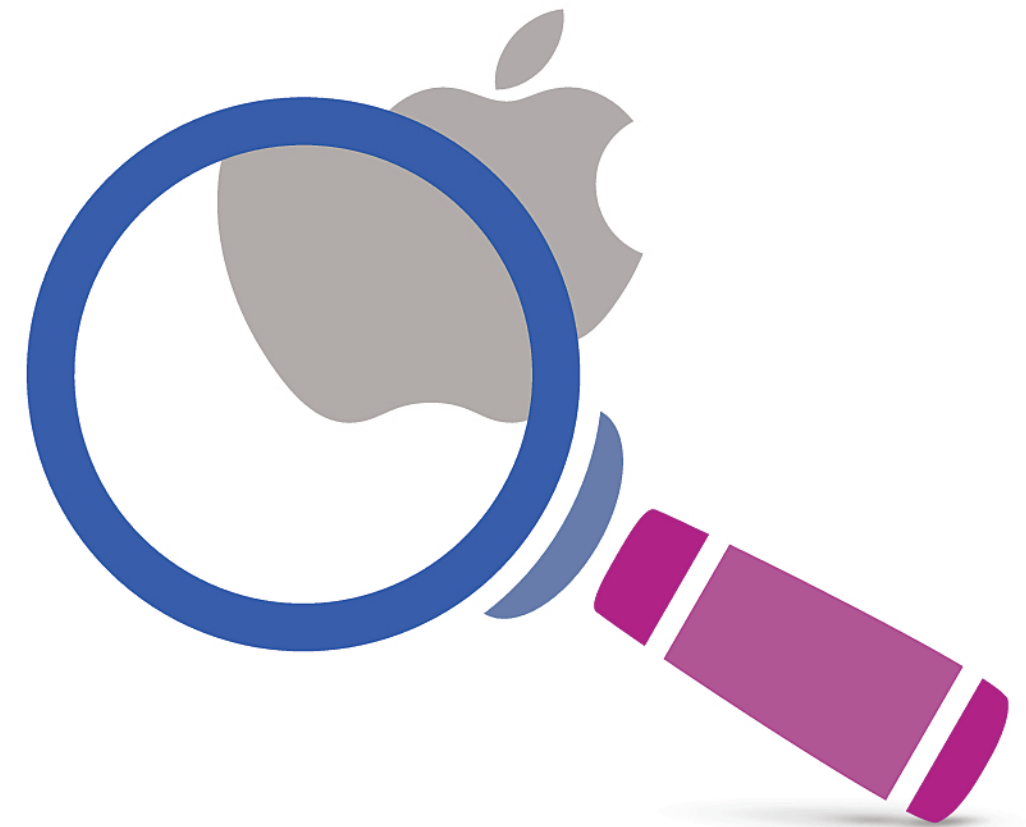


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Modbook Inc 2017 Crowdfunding Campaign

In-depth: Apple



August 2017

wefunder.com/modbook

Legal Disclaimer

All statements in this presentation, other than those of historical fact, are forward-looking statements that involve various risks and uncertainties, including, without limitation, statements regarding the future plans and objectives of the Company. These risks and uncertainties include, but are not restricted to, the need for adequate financing for future acquisitions and growth efforts. There can be no assurance that such statements will prove to be accurate. Actual results and future events could differ materially from those anticipated in such statements. These and all subsequent written and oral forward-looking statements are based on the estimates and opinions of management on the dates they are made and are expressly qualified in their entirety by this notice. The Company assumes no obligation to update forward-looking statements should circumstances or management's estimates or opinions change.

Apple's Business Strategy Creates Our Niche

Today's business model, by design, excludes pen-enabled Mac computers

- Apple success based on distinctive, sharply delineated operating system & hardware focus
- Apple's solution for creative professionals looking for Pen, Power & Portability ("*buy all*"):



Hard-coded into Apple by Steve Jobs

- Returned to Apple in 1996
- Transformed a floundering Apple into one of the most valuable companies on the planet
- Bringing laser-like focus to every fibre of Apple's corporate being (= antithetical to serving niches)

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1996 – Apple In Jeopardy

ColorSync 20
 ColorSync 17
 850 AV
 850
 750 AV
 750

Display

7550
 9550
 8550

Workgroup Server

500
 700

Network Server

1400
 5x00
 3x00

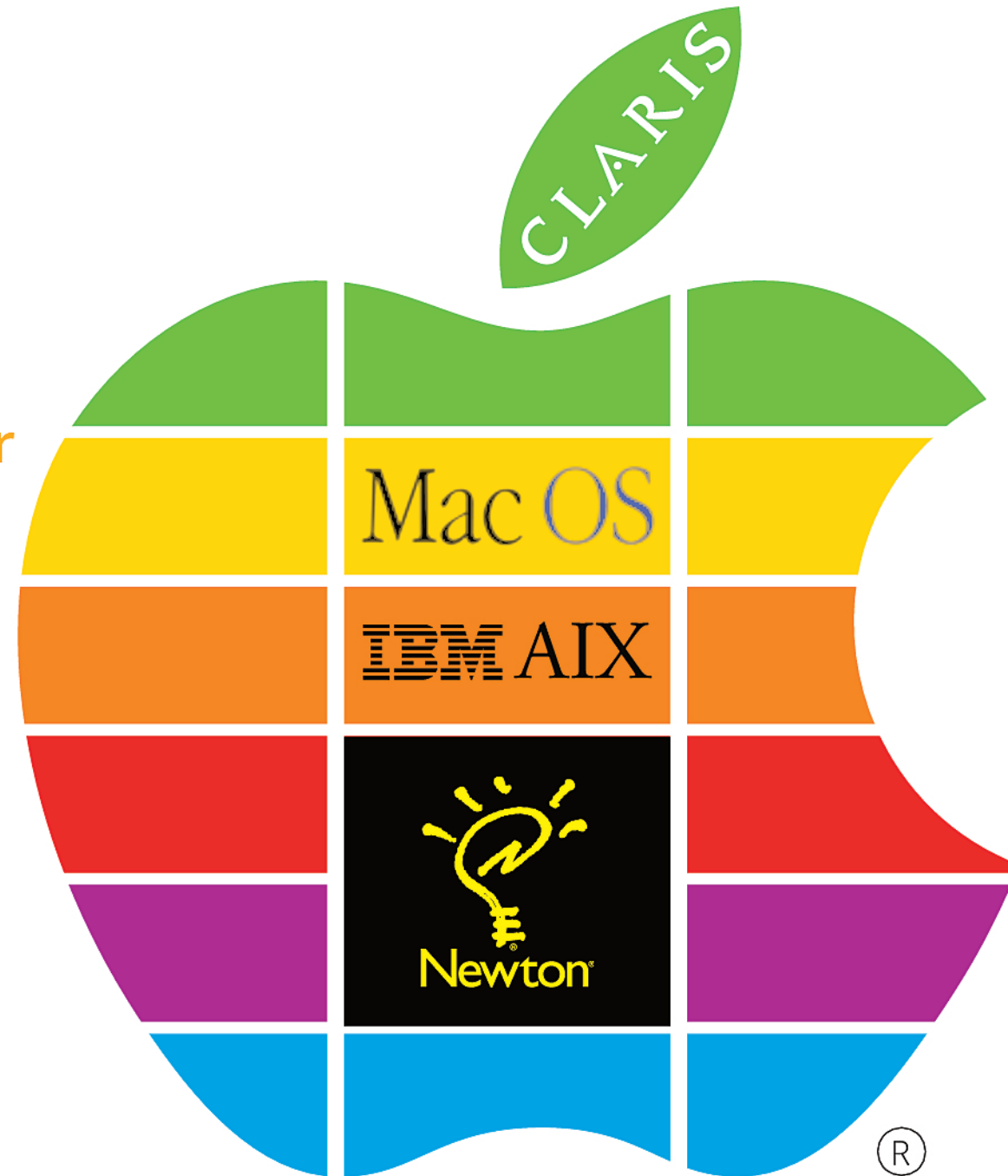
PowerBook

2x00

PowerBook Duo

Select
 Pro
 Color

LaserWriter



Portable
 1500
 2500
 4500

StyleWriter 6500

6500
 7300

Power Macintosh 8600
 9600

OneScanner 1200/30

4400
 5300

Performa 5400
 6400

QuickTake 150
 200

Newton eMate 300
 MessagePad

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Steve Jobs Return, Re-writes Apple's DNA

Operating Systems

~~3x~~

1x

User Interface Audiences

~~3x~~

1x

"Focusing is about saying No"

Steve Jobs, 1996

5x

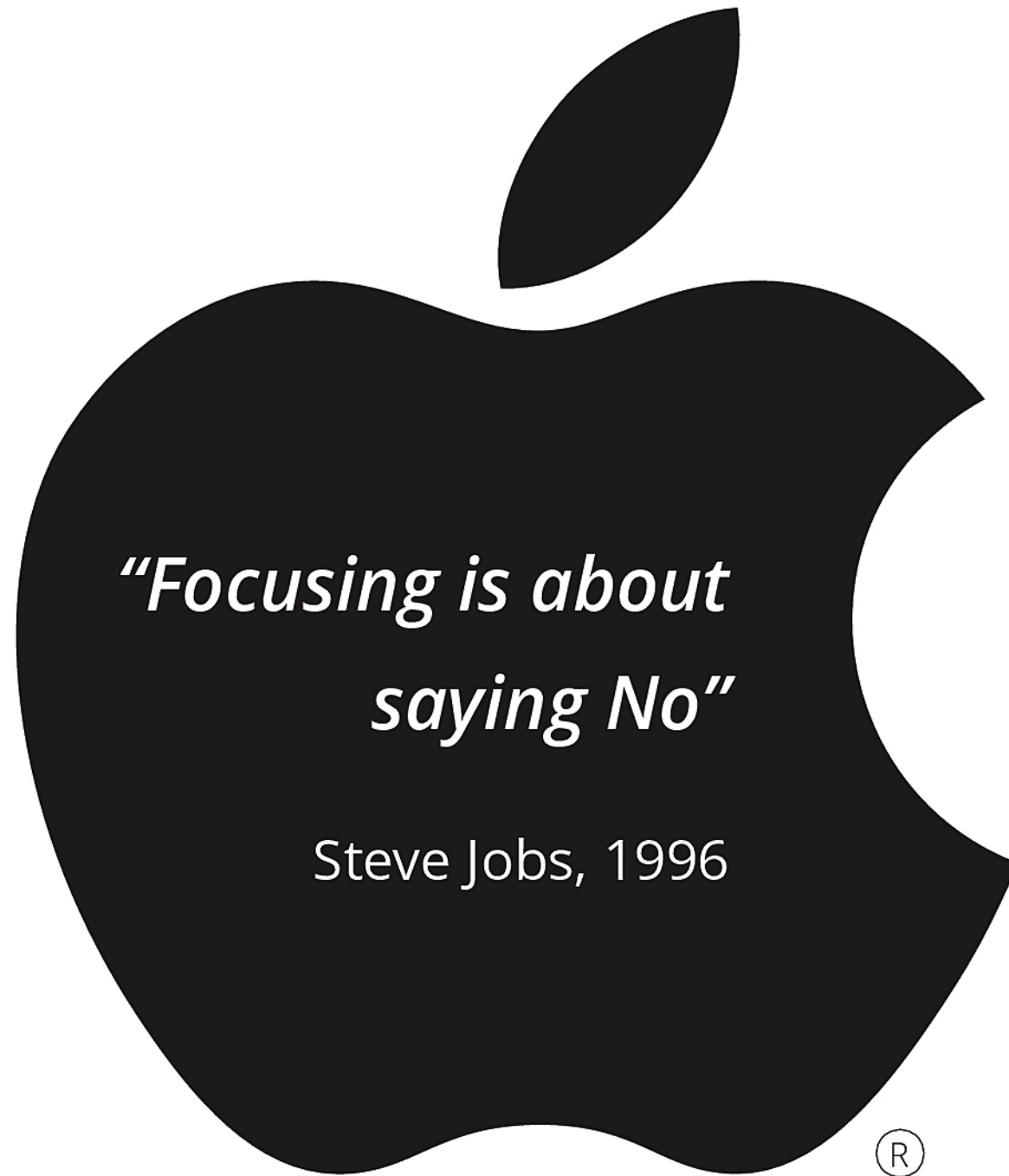
~~12x~~

Hardware Families

5x

~~36x~~

Hardware Base Models



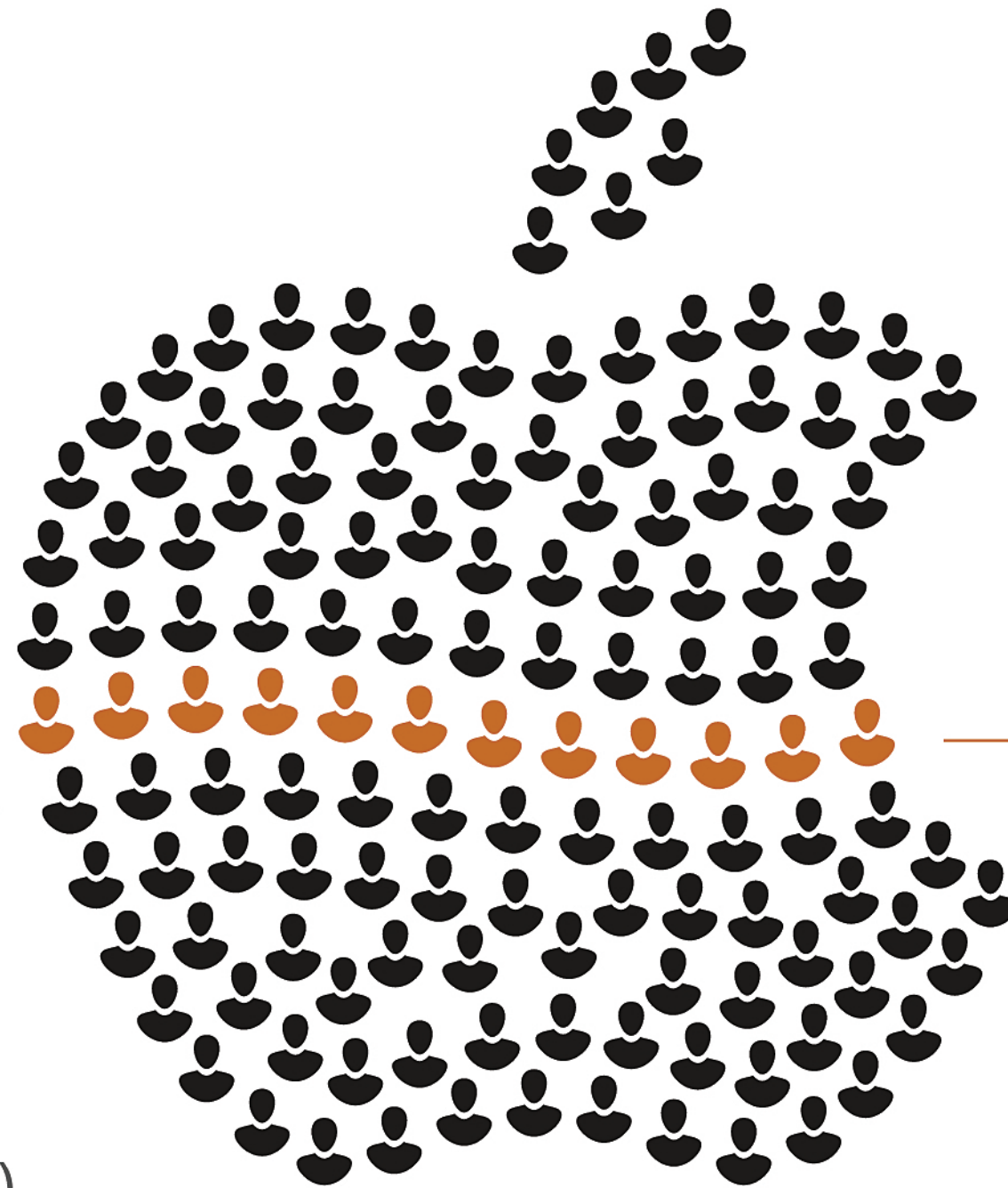
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Dual-Platform Strategy Creates **Modbook's Niche**

iOS tablets (iPads)



macOS computers (Macs)



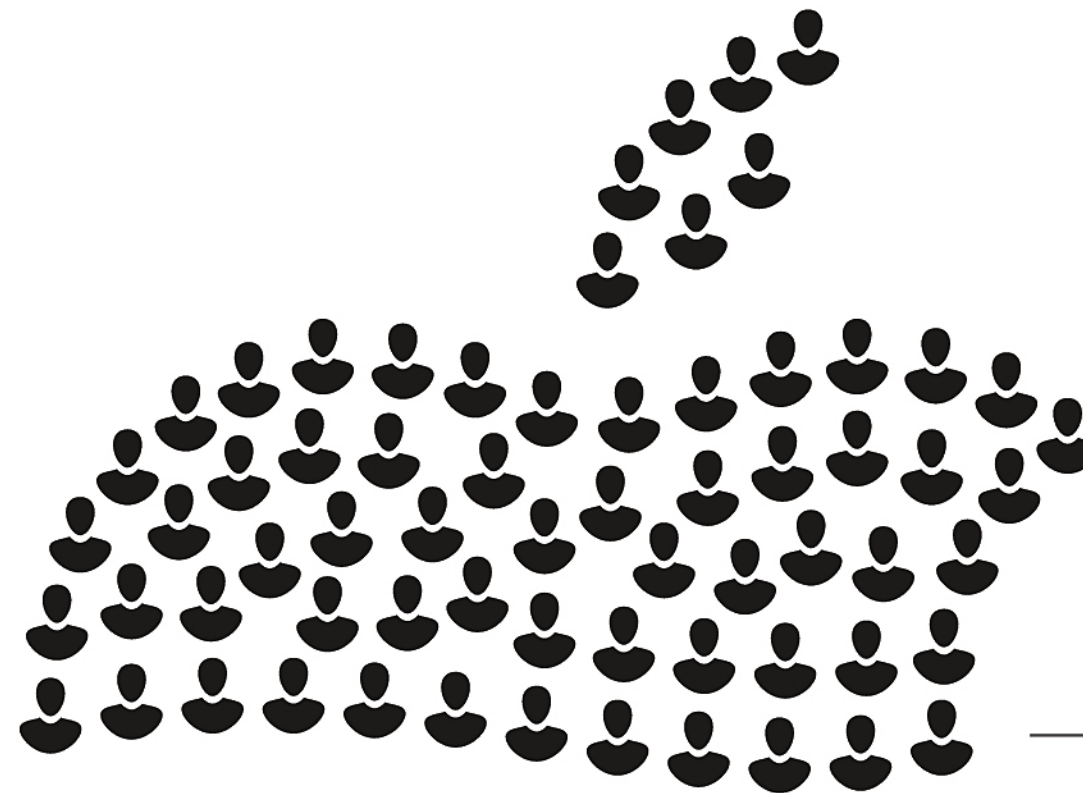
Creative Professionals
in need of
Pen, Power, and Portability

"We feel strongly that customers are not really looking for a converged Mac and iPad"

Tim Cook
CEO Apple Inc.

Apple's **Dual-Platform** Strategy Wildly Successful

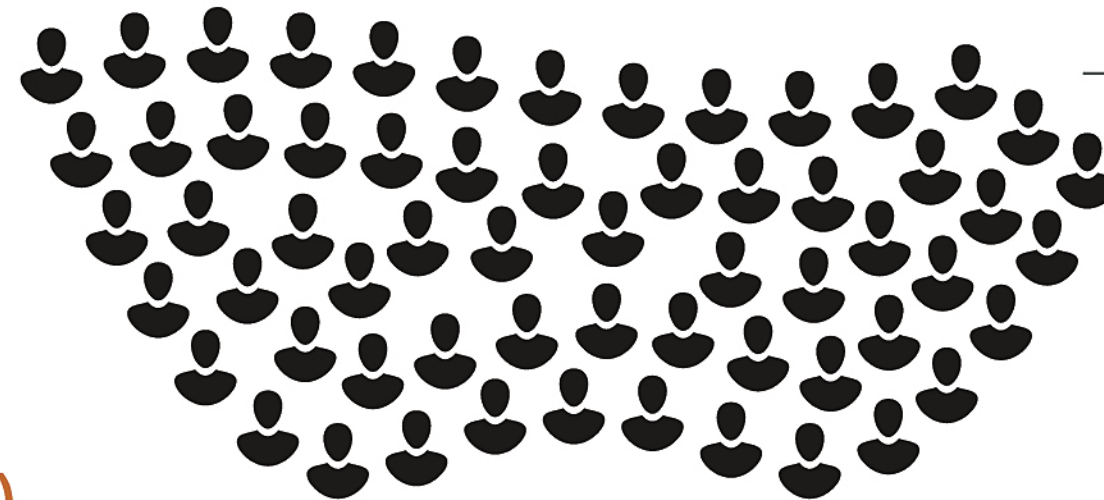
iOS tablets (iPads)



45 million users
 \$21 billion revenues
(not including 130m iPhones)



macOS computers (Macs)



18 million users
 \$23 billion revenues

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Apple's Success Maintains Modbook Niche Market

Modbook market niche too small for Apple

- 2016, all Apple business segments: \$275 Billion revenues
- 2016, Modbook target market: \$1.8 Billion revenues *(= 2/3 of 1% of Apple)*
- 2016, Apple exits \$11.3 Billion global computer monitor market *(= 6x Modbook market)*
- Apple rumored to prepare entry into \$900 Billion global car market *(= 486x Modbook market)*

Apple hard-wired to stay out of Modbook's niche

- Creating a macOS-based pen tablet requires abandoning current two platform strategy
- Entering niche markets like Modbook's = return to 1996

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Apple Protects Its Business, And Our Niche

Apple

...doesn't license macOS (or any other)



PC Manufacturers



Desktops, Laptops and Tablets



Windows

Android

Other

...but can't create macOS computers

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For additional information, or to make an investment

Visit our offering page here: wefunder.com/modbook

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