Investing in Cuban Growth and Opportunities

August 2017
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Five Reasons to Invest in Cuba Ventures

1. Publicly traded investment company capitalizing on USD$3 billion per year & growing Cuba travel industry. - 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 - There is a unique window of opportunity with US travel restrictions relaxing yet minimal competition from American companies due to the trade embargo. Through legacy agreements with Cuba's largest travel suppliers, Travelucion Media provides customers with access to a broader and more diverse portfolio of travel packages in Cuba than most other travel providers through its proprietary back-end booking system customized for 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 decades having structured many deals with the Cuban government and its ministries. They are knowledgeable concerning the idiosyncrasies of dealing with the government and Cuba's foreign investment laws.

4. Strong revenue growth and robust potential growth through its own organic, online traffic - The Company’s net booking revenues have been increasing at a rate of over 100% annually the last few years with US bookings still only accounting for 6% of the business yet 34% 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 - It is expected that there will be strong appetite from companies entering Cuba to acquire already established businesses, especially from American companies when 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.
Cuba Ventures Capital Structure and Travelucion Deal

- TSX Venture Stock Exchange Symbol: CUV
- U.S. OTC Grey Symbol: MPSFF
- Shares Issued and Outstanding: 72.4 million
- Shares Fully Diluted: 110.1 million
- Insider Ownership: Over 30%

- Cuba Ventures Corp., previously MPH Ventures Corp., has completed a Change of Business through the acquisition of Travelucion Media (now a wholly owned subsidiary of the Company)
- Cuba Ventures acquired 100% interest in Travelucion Media for 20 million shares and CDN $100,000
- Steve Marshall, the Founder and President of Travelucion Media, was its sole owner
Steve Marshall: **CEO and Director of Cuba Ventures, Founder of Travelucion Media**

- Trilingual entrepreneur specializing in international marketing and deal brokering
- Successfully adapted to varied world markets throughout his career directing marketing campaigns in Spain, France, Russia, Moldova, Ukraine and Cuba including a multinational timeshare company and a multilevel digital marketing corporation
- Mr. Marshall spent 11 years in Cuba specializing in Cuban joint ventures and successfully founded a number of companies including:
  - Primeras Inversiones - Havana Free Zone
  - First State approved Real Estate joint venture – CIMEX
  - Dimension W-Tech Start-Up Joint Venture with the Ministry of Communications
  - First Cuba Centric Online marketing company handling over 30 million annual internet visitors with the Ministry of Tourism
- Steve was a special advisor to a number of corporations spearheading their entrance into the new economy and providing support and investment in a range of commercial sectors
- He is knowledgeable concerning the idiosyncrasies of dealing with the Cuban Government and Cuba's foreign investment laws
Cuba Ventures Management

Jim Pettit: President, Chairman and Director
• Director of Cuba Ventures since January of 2002 and was appointed President in 2004
• Currently serving on board of directors of several public companies and offers 25+ years experience specializing in finance, corporate governance, executive management and compliance

Tim Fernback, MBA, CPA, CMA: Director
• 20 years of experience financing both private and public micro-capitalization companies in Canada
• Ran Discovery Capital Corp., a prominent British Columbia venture capital firm specializing in financing and consulting to technology-based start-up ventures.
• Ran the investment banking and corporate finance departments for one of the oldest and most respected Western Canada-based brokerage firms, Wolverton Securities Ltd.

Vito Echevarria: Journalist
• New York-based journalist who graduated from Fordham University with a BA in political science, while later attending courses at the University of Miami School Of Law.
• Specializes in Cuba's foreign investment landscape.
• First visited Havana in 1996 to cover the island's emerging biotechnology sector for America Economia, a Dow Jones business monthly magazine.
Alfredo Manresa Ruiz: Cuba Ventures - Cuba Investment Advisory Board

- Alfredo Ruiz is a seasoned banking professional and manager with extensive knowledge of the Cuban banking and financial system
- Worked for Spain’s CAM Bank (now Sabadell) between 1989 - 2012 in varied high level positions, including branch and regional management positions
- Founding manager of CAM Bank in Havana, Cuba and during his tenure as Regional Bank Director in Havana they earned award of best CAM Bank International Branch in 2003, 2004 and 2005
- Was certified for financial operations by the National Bank of Cuba

Walfrido Quiñones Bencomo: Cuba Ventures - Cuba Investment Advisory Board

- Walfrido Quiñones Bencomo is a Cuban citizen and licensed Cuban attorney acting as legal counsel for Steve Marshall throughout Steve’s 11 years in Cuba
- Together they obtained government approvals for countless businesses in Cuba, including joint production agreements, joint ventures and national representation of foreign entities
- The extensive commercial sectors in which they were involved included: real estate, hotel development, Cuba travel, parks and golf course projects, information technology, Havana Free Zone establishment and operations, import/export and many more
- Walfrido is a member in the Cuban Bar Association as a practicing attorney
Cuba Investment Opportunities and the Tourism Industry

• Cuba's USD$3 billion-plus tourism industry ripe for significant growth

• Despite a general tourist ban still in place, American travelers can qualify to go to Cuba under one of 12 broad categories including family, humanitarian, journalism, religious, educational, and people to people travel

• American visits to Cuba up over 50% last year with new easing of travel restrictions

• Unique window of opportunity: minimal competition from American companies due to trade embargo yet travel restrictions on qualified Americans going to Cuba have relaxed opening up multi-billion dollar market servicing these travelers

• Expected that U. S. Corporations will eventually seek media opportunities to promote commercial sectors related to Cuba especially if embargo is lifted

• United States has few home-grown Cuba centric media distribution opportunities like Travelucion Media
Travelucion Media’s Overview

- Travelucion Media is a cash-flow positive online travel and digital media company specializing in travel marketing, electronic reservation and online booking solutions for international visitors to Cuba

- Owns one of the world’s most significant portfolios of Cuba focused web assets and domains
  - Travelucion Media owns 432 Cuba related websites popularizing all facets of Cuba including +80 travel destinations, hotels and resorts, car rentals, banking and commerce, Cuban culture, music, celebrities, sports, food and more
  - Websites collectively generate over 30 million page-views per year and direct traffic to the main Travelucion booking and e-commerce sites
• Travelucion Media is in a unique position due to its long operating history in Cuba to be able to provide Cuba travel bookings through three of the largest locally operated suppliers including Havanatur, CubaTUR and Gaviota, and therefore access to a broader portfolio of Cuba travel and custom tourism packages than any other travel provider.

• The company’s proprietary online booking systems have been developed to poll prices from each agency to determine the lowest price and best travel options for customers.

• Booking revenues up over 150% in 2015 from 2014 and are predominantly hotel rooms, private residences, car rentals and tours but specialty tourism in other areas is on the rise as well.
Travelucion’s Customized Travel and Adventure Tourism

• Recently, global travel industry trend in niche travel companies that provide local tour and marketing support for travelers to explore local cultures and locations; greater emphasis on “adventure tourism” including staying outside of major tourist resorts such as private residences and B&B locations

• Travelucion is uniquely positioned and able to offer custom vacations in addition to the more standard hotel room, car rental and tour bookings it currently generates revenue from

• The company expects higher interest in private home rentals and B&B’s (soon to have 4,000 listings in Travelucion database), specialty tours, private restaurants, self-drive car rental services as well as the historic (pre-1959) car tours offered in Havana

• Additional specialty tourism activities such as health tourism, ecotourism, golf, fishing, water sports and spa services can all be booked through Travelucion’s booking platform

• The company is also set up to handle the travel requirements of qualified US travelers to Cuba

• Travelucion Media is future-ready, controlling latent internet traffic for Cuba in numerous currently unexploited sectors: health, cruises, music, banking, Free Zones, commerce, learning & education, photography, cinema, media & advertising, sports, modeling, casting, sailing, and more
Travelucion’s Private Residence and B&B Database

• Travelucion Media is adding an additional 4,000+ Cuban private residences (Casas Particulares) and bed & breakfasts (B&B’s) to its network of Cuba focused websites and booking platforms

• With the addition of these new listings to the current 150 listings, the company will have one of the largest listings databases of private residences and B&B’s on the Caribbean island and will offer the owners of these private homes and B&B’s exposure to the company’s Cuba-centric organic internet traffic consisting of over 30 million annual page views

• Unlike most other travel suppliers for the Cuban market, visitors to Travelucion’s websites and e-commerce booking sites will be able to complement their private residence and B&B bookings by adding other services such as car rentals, tours, excursions, airport transfers and other local services into their customized online shopping carts and make payment for the entire package and stay

• With limited hotel beds on the island, the increasingly popular private residences and B&B’s offer travelers places to stay and a unique way for them to interact with the Cuban People and Cuban culture.
Travelucion’s Medical Tourism in Cuba

• Travelucion Media has signed exclusive contract to market Cuban medical treatments to travelers across its 432 Cuban related websites

• Contract is significant development as it positions Cuba Ventures’ Travelucion within this rapidly growing industry in addition to expanding and diversifying the current Cuba travel business

• Cuba Health System, along with its doctors and surgeons, are world renowned as is Cuba’s medical research

• 252 medical procedures and treatments will be offered through Travelucion's websites, all ISO 9001 compliant, ranging from cosmetic and plastic surgery to major surgeries and cancer treatments

• As per contract, Travelucion will keep a 10% commission on all medical procedures and treatments booked through its websites

• Rising healthcare costs in developed countries has led to an expansion of the medical tourism industry

• Value of global medical tourism market by 2019 estimated at US$32.5 billion
Partnership with SPORTTU and SKYY Digital Media

• Agreement with U.S. sports media giant SPORTTU for the distribution of Cuban sports events, player profiles and bios, Cuban team facts and results, and Cuban sports-related media content in the United States and worldwide.

• Cuba Ventures will distribute this content through major mobile carriers including America Movil, which has over 260 million wireless subscribers, the United Nations and major international sports federations.

• Alliances with Mercosur, Cuban Health and now SPORTTU that additional revenue streams from our media division will only increase going forward.

• Monetization and revenue from the Cuban sports section on the mobile app and web pages of SPORTTU and Cuba Ventures’ proprietary websites will be generated via up to three exclusive ad locations displayed to visitors across all markets and mobile carrier partners.
TRAVELUCION...is the leading digital media company dedicated to Cuba

432 web properties, many online for +15 years attracting a massive worldwide audience.

TRAFFIC
+30 Million page views since 1997

+86K articles/pages
+30 Million page visits/year

+4 Page Rank Average
Websites Cover Diverse Topics

- Cuban Culture
- Cuban History
- Cuban Sailing
- Cuba Sports
- Cuban Celebrities
- Cuban Consulates
- Cuban Facts
- Cuban Restaurants
- Cuban Embassies
- Cuban Commerce
- Cuban Classic Cars
- Cuban Banking
- Cuban Travel
- Cuban Museums
- Cuban Weather
- 88 Cuban Cities & Islands
- Cuban Diving
- More...

Top 10 Countries:

- United States: 33.7%
- Spain: 9.6%
- Brazil: 9.1%
- Venezuela: 8.9%
- United Kingdom: 8.8%
- France: 7.8%
- Canada: 6.7%
- Italy: 6.4%
- Germany: 4.3%
- China: 3.9%

Top Referers:

- Google
- Own Network*
- Facebook
- Twitter
- Yahoo
- Pinterest
- Bing
- YouTube

*All sites interlinked - 60% of visitors surf other sites within proprietary network
SOCIAL NET

facebook
8 ACCOUNTS
42k FOLLOWERS

twitter
44 ACCOUNTS
22k FOLLOWERS

instagram
3 ACCOUNTS
2k FOLLOWERS

tumblr
14 ACCOUNTS
5k POSTS

pinterest
4 ACCOUNTS
3k PINS

youtube
3 ACCOUNTS
100k VIDEO VIEWS
Travelucion Growth Plans and Catalysts

- U.S. change in policy toward Cuba and relaxing travel restrictions allowing qualified American to travel to Cuba
  - Americans represent 34% of visitors to Travelucion’s websites yet they account for less than 6% of the company’s revenue; if tourist travel restrictions are lifted and assuming a more consistent conversion rate as seen with visitors from other nations, Travelucion could see a significant increase in sales very shortly after the restrictions are lifted

- Enhance the corporate profile of the company though marketing
  - Focus marketing in North America to cater to Canadian and American travelers
  - Establish relationships/partnerships with large North American travel and cruise line companies

- Build upon Cuban Entrepreneur rules
- GDS incorporation for central booking
- Increase marketing budget through additional online advertising (online spending on content and/or pay-per-click) as well as sales team
- Overhaul/modernize the websites that currently generate over 30 million page views a year; leverage this to drive volume to the booking platform to monetize this traffic
- Continue to build on the 4,000+ private home (Casa Particulares) rental listings using a model similar to that of Airbnb and HomeAway, as well as taxi/historic private car service
Travelucion Technology Applications

• Mobile and web-based interfaces will permit all visitors to preview and book private homes directly from their phones, order classic car tours on demand, reserve private restaurants, tours and adventures in real time, yet with a uniquely Cuban style.

• The company is also preparing its 432 multi-language Cuba web properties for Global Distribution System (GDS) integration in preparation for GDS real-time bookings through Amadeus, Abacus and, when authorized, American GDS companies Travelport and Sabre (near term catalyst).

• Cuba Ventures and Travelucion Media will continue to expand the existing travel and Cuba focused marketing initiatives in numerous sectors with a specific spotlight on the emerging US-Cuba travel market, while launching the development of mobile and web-based interfaces that will allow the company to offer real-time reservations.
Cuba Ventures Milestones and Catalysts

• 2017:
  ➢ Overhaul/modernize the websites that currently generate over 30 million page views a year; leverage this to drive volume to the booking platform to monetize this traffic
  ➢ Enhance the corporate profile of the company through marketing with focused efforts in North America
  ➢ Continue to build on 4,000+ private home (Casa Particulares) rental listings using a model similar to that of Airbnb and HomeAway, as well as taxi/historic private car service

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

• Cuba Ventures and Travelucion Media will continue to expand the existing travel and Cuba focused marketing initiatives in numerous sectors with a specific spotlight on the emerging US-Cuba travel market, while launching the development of mobile and web-based interfaces that will allow the company to offer real-time reservations as well as GDS integration
Cuba Ventures Highlights

• Publicly traded Canadian investment company capitalizing on the growth and unique opportunities in the USD$3 billion per year and growing Cuba travel and tourism industry

• Strong management and advisory team with track record of success and focused expertise in Cuba

• Wholly owned sub Travelucion Media is cash-flow positive online travel and digital marketing company specializing in travel marketing, electronic reservations and online booking solutions for international visitors to Cuba

• Travelucion also owns significant portfolio of Cuban focused web assets (432 websites) which collectively generate over 30 million page-views per year and direct traffic to the main Travelucion booking sites

• Travelucion's revenues have been rapidly increasing in the wake of notable shift in American policy towards Cuba as diplomatic relations between the two nations have now normalized

• Unique window of opportunity: minimal competition from American companies due to US trade embargo yet travel restrictions on qualified Americans going to Cuba have relaxed opening up multi-billion dollar market servicing these travelers

• Noteworthy shareholder base and significant insider ownership: over 41% of issued / outstanding shares
Other Assets in Cuba Ventures Corp.

- Cuba Ventures will look to sell or spin-out (into new public vehicle) mineral assets held by Company; benefit to the shareholders

- Cuba Ventures owns 100% of the 3,420 acre Pidgeon Molybdenum Deposit in Ontario

- Company completed NI 43-101 resource estimate (July 2012 Riverbend Geological Services Inc.) showing indicated resource of 2.7 million tonnes of 0.117% Mo (cutoff of 0.04% Mo) and inferred resource of 12.4 million tonnes of 0.083% Mo (cutoff of 0.04% Mo)

- Cuba Ventures also owns 100% of the 3500 acre Raney Gold Project located 110 km SW of Timmins, Ontario

- Easily accessible by highway and all season logging roads

- 14 drill holes completed on property with intersections including 3.9 g/t Au over 17.2m and 6.5 g/t Au over 8.0m

- Results from the small number of drill holes to date indicate a robust zone of gold mineralization is present at the property
Contact Information

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