

Real-time innovative language solutions



What We Do

Yappn delivers contextual machine translation for eCommerce, messaging and content platforms through API's

We excel when the challenges of language, time and scale intersect



The Language Challenge

Language is the barrier to commerce and the growth of social communities

Challenges

Why traditional translation solutions fail?

Human translation cost, speed and scalability is prohibitive for larger projects; limitation of traditional machine translation deliver less than desirable translation results

- **Current Machine Translation:** Lack of context, syntax cultural, ethnic, political translation capabilities
- **Human Translation:** staffing new markets with bilingual staff is cost prohibitive and causes delay in delivery
- **Scalability:** Scale in many instances means traditional translation is simply impractical or even not possible

Ideal Solution

Yappn solutions dramatically improve upon traditional translation methods, increasing speed, improving translation accuracy to better reflect specific commercial requirements and lowering costs

- Set of stand-alone tools to support the entire sales cycle inclusive of the website, shopping cart checkout, marketing, sales and support
- Quick and cost effective system integration through robust APIs
- Custom trained lexicons (translation libraries) create a translation output for specific vertical markets and customer requirements

Desired Outcomes

Offering a complete customizable set of tools to engage consumers in up to 67 languages, Yappn solutions allow companies and people to communicate in the language of their choice, all in real-time

- It is still early days in the shift from traditional bricks & mortar retail to eCommerce spending with only 6.6% of whopping US\$24Trillion total retail sales done online this year
- Backed by its proprietary & patented technology, Yappn advanced algorithms return translation with the correct meaning and context of the message, in real-time



Yappn Solutions

- Five solution categories dramatically improve upon traditional translation methods, increasing speed, improving the fidelity and lowering costs
- Significantly improve translation accuracy to better reflect specific commercial and social requirements
 - Industry terms
 - Context & syntax
 - Cultural, ethnic & political
- Custom trained lexicons (libraries) that create a translation output for specific vertical markets and customer requirements
- Quick and cost effective system integration through robust application protocol interfaces (APIs)



eCommerce Translation



Customer Care



Enhanced Messaging



Marketing Services & Intelligence



Dynamic Website Translation



Yappn's Enhanced Machine Translation

Enhancing commodity-based machine translation and raising it to a higher level of accuracy in order to reflect commercial and social requirements

Increase Market Reach & Worldwide Sales

Dependable offerings that truly address a global marketplace.

- Real-time translation capabilities in up to 67 languages
- Ability to detect the online mobile user's preferred language and translate the communication into the user's language in real-time

Decrease Customer Care Costs

Remove the prohibitive costs of staffing new markets while being able to scale large projects with real-time capabilities.

- Quick and cost effective system integration through robust API's

Increase Customer Satisfaction

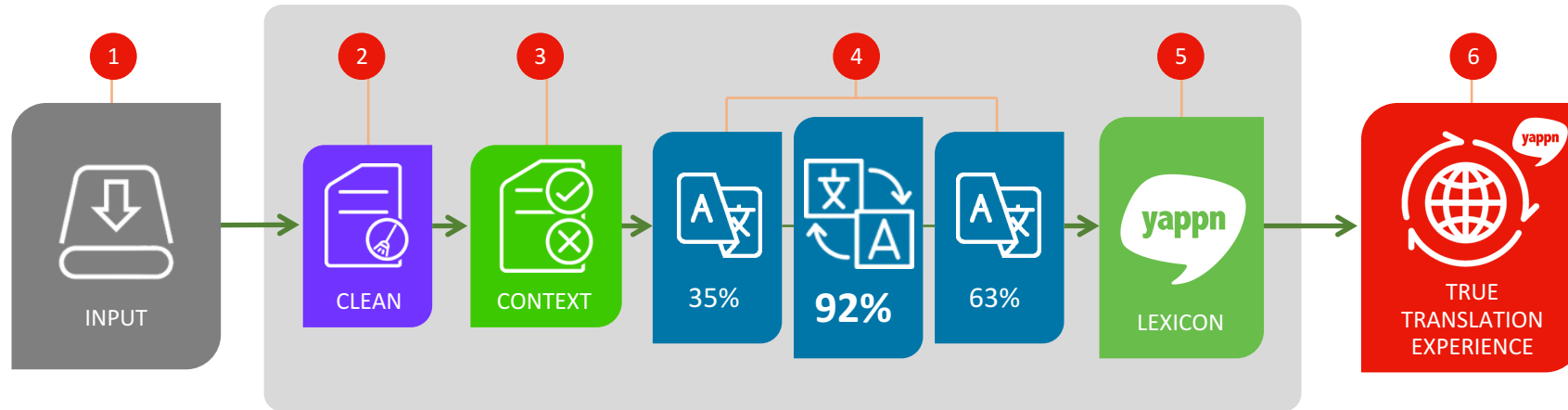
72% of customers are less likely to buy if they cannot purchase in their language of choice (Common Sense Advisory).

- Real-time language translation enables vendors and consumers to communicate freely with one another, each in their own preferred language

A mid-size eCommerce site has approximately 80,000 products at any given time, adding between 1000-1500 every month. The average product description has approximately 500 words, but must be translated into 8 languages. That's 4 million new words being translated every month. A human can only translate approximately 1500 words a day. Yappn's eCommerce Translation provides the scale, efficiency and high quality result that human or generic machine translation cannot provide.



Enhanced Machine Translation Technology Flow



- Input** 1 Receive file for translation
- Clean-Up Review** 2 Correct spelling, accents, abbreviations
- Contextual Review** 3 I.e., Basketball player “traveling”; infraction or holiday?
- Scoring Translations** 4 Aggregation of multiple MTs, selection of most accurate translation result
- Lexicon Enhancement** 5 Adding Yappn, industry and client lexicons
- Final Output** 6 Yappn delivers true translation experience via API or tool set connection, in real-time

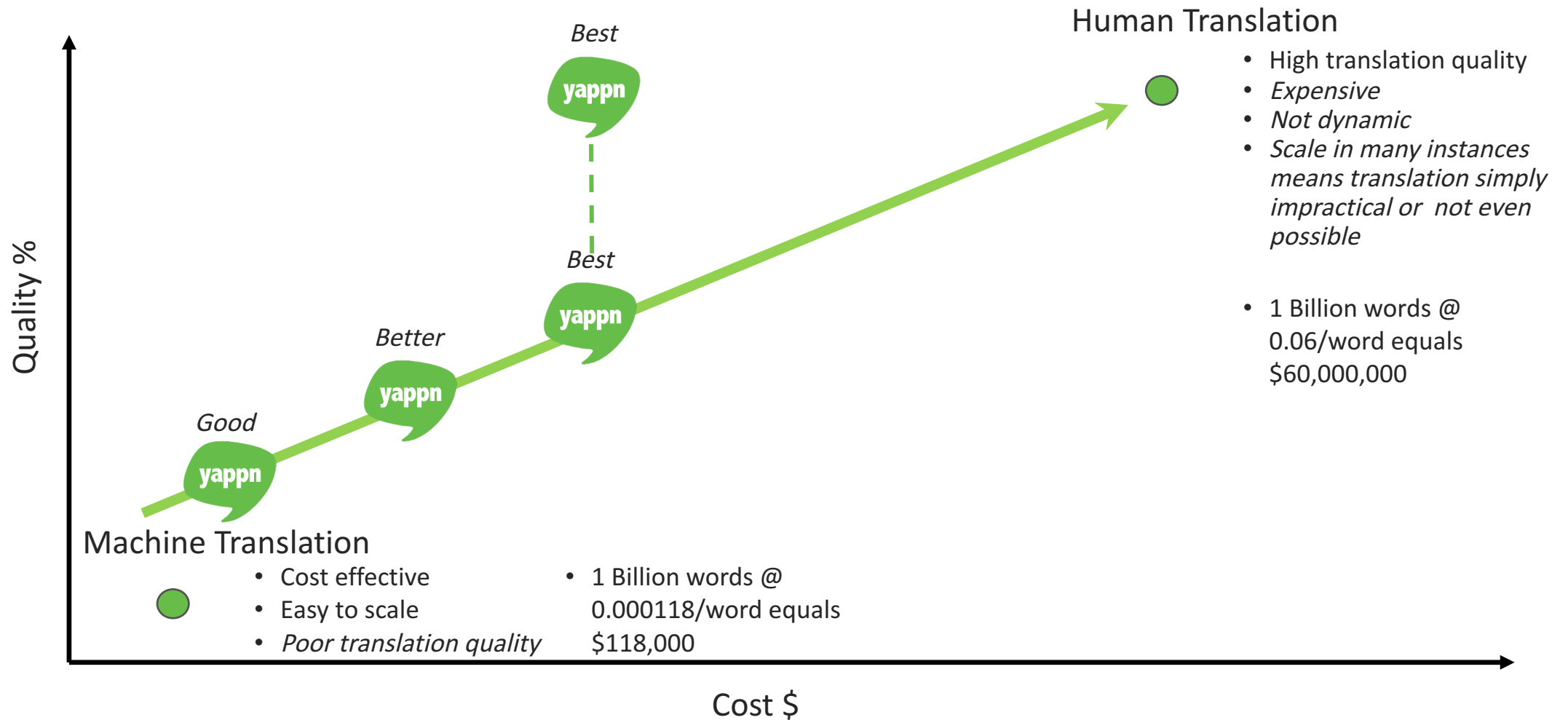


Yappn Technology in Action

Original Input	Generic Machine Translation	Machine Translation English Interpretation	New Lexicon Arabic Edition	New Lexicon English Interpretation
Hautest pairs	ازواجHautest	Husbands/Pairs Hautest	ازواج من الاحذية الانيقة	Trendy pairs of shoes
Retro Redux	الرجعية مسترجع	Backwards return	عودة موضة الزمن الجميل	Return of the classics/Good old times
Shoulder Poetry	الشعر الكتف	Shoulder Hair	الكتف الانيق	Elegant Shoulder
Flats	شقة	Apartment	حذاء مصطح	Flat shoes
Up your athleisure ante with these no-sweat designer backpacks that will take you across town in lightweight high fashion.	مع هذه لا athleisureحتى ما قبل للعرق الظهر مصمم التي سوف تتخذ لكم في جميع أنحاء المدينة في آخر صيحات الموضة وخفيفة الوزن .	Even before athleisure with these not designed to race back that will take you all over the city in high fashion and light weight.	تصاميم حقائب ظهر خاصة من مصممين العالم ستمنحك ستايل عالي المستوى و خفة	World designer backpacks that will give you lightweight versatility and style
Invigorate your ensembles with our selection of constructed bags that imbue everlasting youth.	تنشيط الفرق الخاصة بك مع شركائنا في اختيار الحقائب التي شيدت أن إضفاء الشباب الأبدى .	Activate your own teams with our choice of bags that were constructed to give eternal youth .	جدد شبابك و من حولك مع تشكيلة الحقائب التي نقدمها لك	Renew your youthful years and those around with our exclusive selected bags
Zesty Indulgence	حريف تساهل	Cayenne indulgence	سحر الانغماس	Magical indulgence
Whimsical patterns	أنماط غريب الاطوار	Strange patterns oddball	أنماط فرحه	Patterns of joy
X-ceptional Finds	X ceptional اكتشافات -	X ceptional finds	اكتشافات مذهلة	Amazing finds



Traditional Translation Options



Senior Management Team



Ed Karthaus
President & CEO

Ed Karthaus has more than 30 years of experience in the technology, financial services and telecommunications industries. He was previously the COO of Teneda Inc. and has held senior executive leadership roles at Prophix Software Inc., D+H, Filogix LP and NCR Canada. He has served on the Board of Directors of the Research, Innovation and Commercialization Centre (RIC Centre) and remains an Advisor today. Ed began his career with Xerox Canada and Oracle Canada.

Craig brings 10 years of experience to his role as Yappn Corp.'s Chief Financial Officer. As a senior manager in the assurance practice, Craig's professional background involves extensive experience with publically traded technology entities in both Canada and the United States. Prior to joining Yappn, Craig held senior positions at Intertainment Media Inc. and Ernst and Young. He is a Canadian Chartered Accountant and holds an H.BBA from Wilfrid Laurier University.



Craig McCannell
Chief Financial Officer



Steve Taylor
Chief Sales Officer

Prior to joining Yappn, Mr. Taylor was the CEO of Resolver Inc. from 2002 until 2015 when the company was sold to Klass Capital. During his tenure at Resolver, Mr. Taylor oversaw all aspects of the business including Sales, Marketing, Technology, M&A, Finance and Investor Relations. Prior to Resolver, Mr. Taylor was an instrumental part of Cyberplex's growth in revenue from \$1 Million to almost \$40 Million over a five-year period.

Mr. Pearlman has over 25 years background in all facets of technology and business development. He was the President of Enghouse Systems Limited (TSX: ESL) for six years, where he was responsible for the operational management of a global software development company serving the needs of multiple verticals with a diversified offering of enterprise software and service solutions. Prior to working for Enghouse, Mr. Pearlman was the CIO for Valu-net Corporation for six years and was responsible for the operational management of one of the first leading edge eCommerce development companies in North America.



Anthony R. Pearlman
Chief Technology Officer



real-time innovative language solutions

Summary

- Yappn enhances commodity-based machine translation to a higher level of accuracy reflecting specific commercial and social requirements
 - Customized set of tools to meet specific clients' needs
- Backed by its proprietary technology, Yappn's advanced algorithms return translation with the correct meaning and context of the message in real-time
 - Customized lexicons to industry or clients specifications
- Hosted on Microsoft's Azure cloud-based platform giving Yappn dependable offering and scalable solutions that truly address a global marketplace
 - System integration is seamless, quick and cost effective



Contact Information

Steve Taylor

Chief Sales Officer

T: 1.800.395.9943 x 246

E: steve.taylor@yappn.com

Ed Karthaus

President & CEO

T: 1.800.395.9943 x 287

E: ed.karthaus@yappn.com

Join us online:



<https://www.linkedin.com/company/yappn>



<https://twitter.com/yappnCorp>



<https://www.facebook.com/yappn/>

Canadian Office: 80 Tiverton Court, Suite 100, Markham, ON, L3R 0G4

US Office: 1001 Avenue of the Americas, 11th floor, New York, NY, 10018



real-time innovative language solutions