



UH! APP

United Hunters Application

An innovative IT solution for the industry, bringing together more than 50 million people. Symbiosis of microservices combined into a single cross-platform meta-system. A product that will change the balance of values in a global market with an annual turnover of \$100 billion.

Download on the
App Store

GET IT ON
Google Play

EXPLORE IT ON
AppGallery

Version
for PC

uh.app

Investor Presentation
May 2025

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«La chasse n'est pas seulement une passion, c'est un mode de vie, un pont entre l'humain et la nature»

Dès mon enfance, j'ai baigné avec le rythme de la nature, façonné par les valeurs et les traditions de la chasse. J'ai eu beaucoup d'animaux: 3 chiens labradors, 2 fox terriers, une centaine de chiens courants, un corbeau, un lapin et mon préféré — un petit marcassin, qui a grandi beaucoup plus vite que moi et dont la taille m'a dépassé très vite. Mon père, le meilleur professeur de chasse, également chasseur passionné, passait la moitié de son temps à assouvir sa passion pour son sport favori entre la France et l'Afrique. Il disait souvent: «La chasse d'abord, l'école ensuite.» Et avec le recul, j'ai réalisé que les mêmes qualités qui font un grand chasseur — la patience, la concentration et la persévérance — sont également essentielles pour réussir dans la vie.

En grandissant dans un tel environnement, j'ai développé un lien profond avec la nature et je me suis demandé s'il était possible de vraiment connaître les animaux sauvages sans entrer dans leurs pensées et leur instinct de survie pour être éveillé 24 heures sur 24 face aux prédateurs? Reprenant la fameuse citation de José Ortega, «La chasse n'est pas quelque chose qui arrive à l'animal par hasard, car dans les profondeurs instinctives de sa nature il a déjà prévu le chasseur». Cette philosophie a encore plus façonné ma compréhension du monde naturel et je suis aujourd'hui maître d'un «équipage de chasse à courre», un type de chasse peu connu parmi les 62 différentes pratiquées en France. Cette pratique de chasse traditionnelle française reflète une profonde harmonie avec la nature et la responsabilité de maintenir l'équilibre dans la nature.

Dans le monde d'aujourd'hui, où la technologie nous éloigne souvent de la nature, UH.app propose un chemin de retour vers ce qui compte vraiment. Elle représente un engagement pour l'équilibre, le respect et la préservation de la biodiversité partout dans le monde. En connectant chasseurs et non-chasseurs, amoureux de la nature, UH veut être le garant de la consolidation par les nouvelles technologies de personnes qui partagent cette même philosophie. **UH!**

Henri de Monspey.



Henri de Monspey — hunting all his life. 30 years in international business cooperation. UH.app partner and émissaire.

I am creating a service that tomorrow no market participant will be able to ignore!



ROMAN D. — the author of the idea.
Producer. 20 years in international
business. 20 years hunting experience.

In modern society, in view of its active development and constant implementation of new technologies into people's daily lives, there is an overall reassessment of many processes and behavioral patterns.

Hunting, being formed throughout the history of mankind, is an integral part of many cultures which interests a significant part of the world's population and has the right to exist. Statistically, about 3% of the world's population is engaged in legal hunting. Given a relatively high cost of the hobby, working with this particular category of people provides a wide variety of possibilities including business.

Despite most of the public's opinion, hunting is not the cause of species extinction, but the only way to maintain balance in the animal kingdom. It has recreational importance, which generates a need for products and stimulates industry growth in various directions, brings funds directly to hunting regions, thereby helping to reduce social tension and, consequently, poaching.

Hunting has always led to a number of discussions. The main reason for the conflict between animal rights activists and hunters is the overabundance of information with varying degrees of truthfulness. At the moment, the global hunting community has no social network to unite and protect them.

Launch of UH.app, provides an obvious solution for representing legal hunting society on the internet! **UH!**

A handwritten signature in white ink, appearing to read 'Roman D.', located in the bottom right corner of the slide.

What is Uh.app?

Over the past 2 years, our company has been developing a unique IT-product for the hunting community.

UH.app is a comprehensive solution for modern needs in a global hunting industry. Our meta-system is a symbiosis of full-fledged microservices, an application for beginners and professional hunters. **Unique social network, international booking service, marketplace, community service, specialized mapping service, professional library, etc.** allow us to form a different view on hunting with an explosive world-changing app.

UH.app is going to unite individuals and companies, manufacturers and suppliers, government and non-profit organizations. We are confident that UH.app will receive global recognition and will become the most popular application for hunters in the world. **UH!**



Cross-platform technologies

Starting the development of UH.app, we decided to create a service that will approach any operating system and platform. We made the service available to every user on any device, in any popular browser, which will significantly increase the reach of the target audience.

Service development for different platforms and devices is a difficult and labor-intensive process for a team of any level, but only a cross-platform approach allows to create application for all popular platforms with a single codebase, which saves time, money and eliminates unnecessary efforts. **UH!**



UH.app?

Well, that's just smart naming

UH.app is short for **United Hunters Application**. Regardless of phonetics, in all languages, UH! sounds like an exclamation or excitement.

We expect for our customers to determine themselves the enunciation [uhap] or [ʌhæp] so the name is easily pronounced and remembered. The rare two letter UH along with secure .APP domain forms a unique, never before used brand name UH.app which will be relevant for search engines and application stores.

We are straight-up wizards when it comes to branding ;) **UH!**

Salut!

Hello!

Hæ!

Привет!

嘿!

هولا!

Hi!

Hola!

Servus!

Worldwide in 35+ languages

✓ English	✓ العربية	✓ Italiano	✓ وودرا
✓ Deutsch	✓ 中文	✓ Српски	✓ Eesti
✓ Français	✓ Türkçe	✓ 日本語	✓ فارسی
✓ Español	✓ Română	✓ Български	✓ हिन्दी
✓ Português	✓ Polskie	✓ العربية	✓ Հայերեն
✓ Русский	✓ 한국인	✓ Nederlands	✓ یسراف
✓ Tiếng Việt	✓ Afrikaans	✓ Magyar	✓ বাংলা
✓ Dansk	✓ Latviešu	✓ Lietuvių	✓ عرب
✓ Norsk	✓ Slovenčina	✓ Suomi	✓ Melayu
✓ Hrvatski	✓ Čeština	✓ Svenska	

Localisation

A product promotion process starts with the language versions preparation. How popular service in different countries is depends from localization quality, so we paid a special attention to this issue. By using a system of language-independent data format **JSON** derived from JavaScript, we can promptly deploy any language version or lingual changes. The wider the audience of engaged users, the greater the response-feedback to the application can be expected. **UH!**

How we started UH.App

Our approach is what most new projects lack!
An idea is not enough... Key element is to know
how to implement it!

Internal implementation of an IT project is not the easiest
and not the fastest method, but it's the most reliable and
very thorough!

By initiating independent project development and handling
all the processes without any outsourcing, we recognized the
issues and obstacles we would have to face. «No pain,
no gain!».

All product stages from market research to UX/UI design
to front and backend development are concentrated within
one team.

UH! team are young professionals only starting to gain
momentum today. Dedicated and hard working they are
already proving nothing is impossible. We are not
intimidated to take up on a global over-industrial superior
project, which larger and more experienced companies did
not dare to create. **UH!**



Our team

Production And Management



Dmitri
CEO & Co-Founder



Roman
Producer & Co-Founder



Henri de Monspey
UH.app partner and
émissaire

Design Department



Ilya
Designer-Engineer



Roman
UX Designer



Yulia
UX Designer



Tatiana
UX Designer



Irina
UX Designer
and guideline control



Katerina
UX Designer



Yulia
UX Designer



Alina
UX Designer

Front End Development



Nadezhda
Front End Developer



Nikita
Front End Developer



Vladimir
Front End Developer



Vladislav
Front End Developer



Evgenii
Front End Developer

Back End Development



Valeria
Back End Developer



Andrei
DevOps Architect



Albert
Full Stack Developer



Kirill
Back End Developer



Pavel
Back End Developer



Olesya
Back End Developer



Ksenia
Back End Developer



Ilya
Back End Developer

Consultation Department



Marius
International investment and
Venture capital (VC) manager



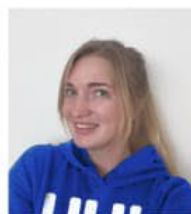
Philip
Hunt Consultant



Anna
Marketing manager



Andrew
Cyber Security Expert



Olga
Business development
in the USA



Kerim
Consultant

Translation And Localization



Darya
Linguist



Darya
Linguist, Front End
Developer

Law Department

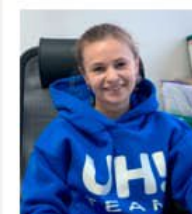


Pavel
International Lawyer



Ludmila
IT Lawyer

Accounting



Katya
Accounting



Katya
Accounting



Company structure

>30
Employees

8
Departments

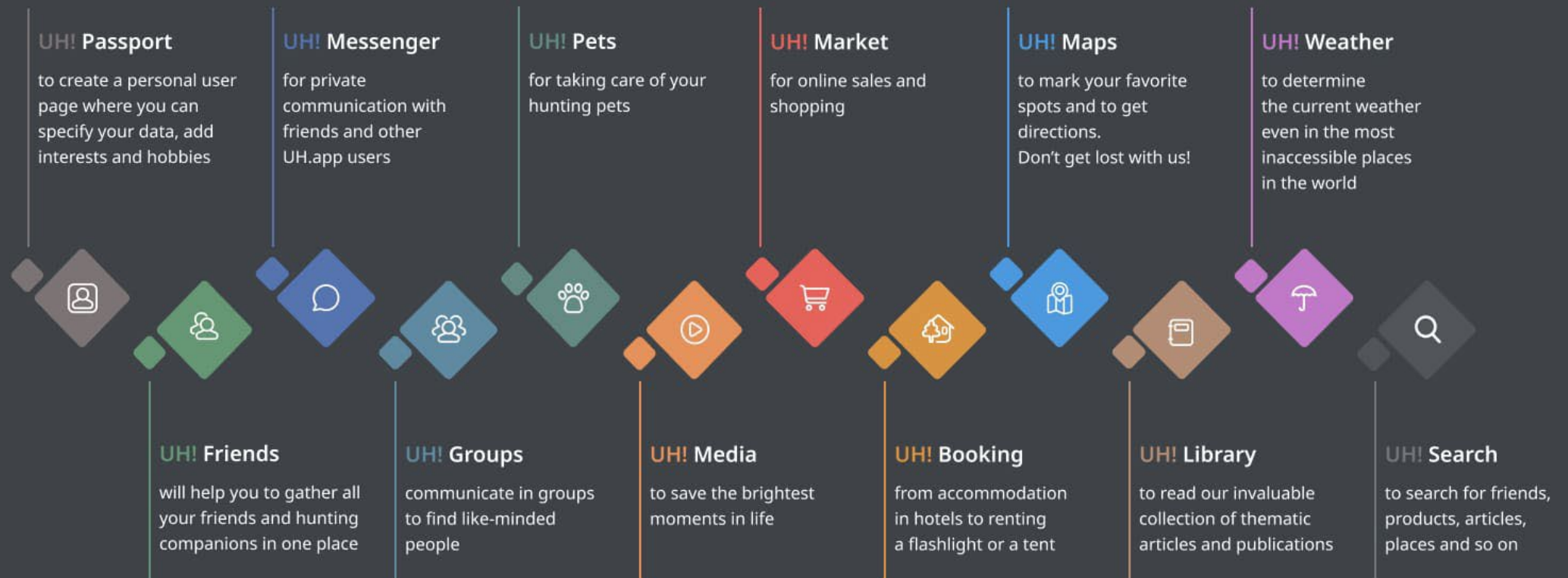


A man and a young boy are sitting in a field of tall grass, looking at a dog. The man is wearing a cap, glasses, and an orange vest over a plaid shirt. The boy is also wearing a plaid shirt and a vest. The dog is a brown and white spaniel. The background shows rolling hills under a cloudy sky.

UH! APP United Hunters Application

Social media network and application for hunters

UH.app meta-system microservices symbiosis

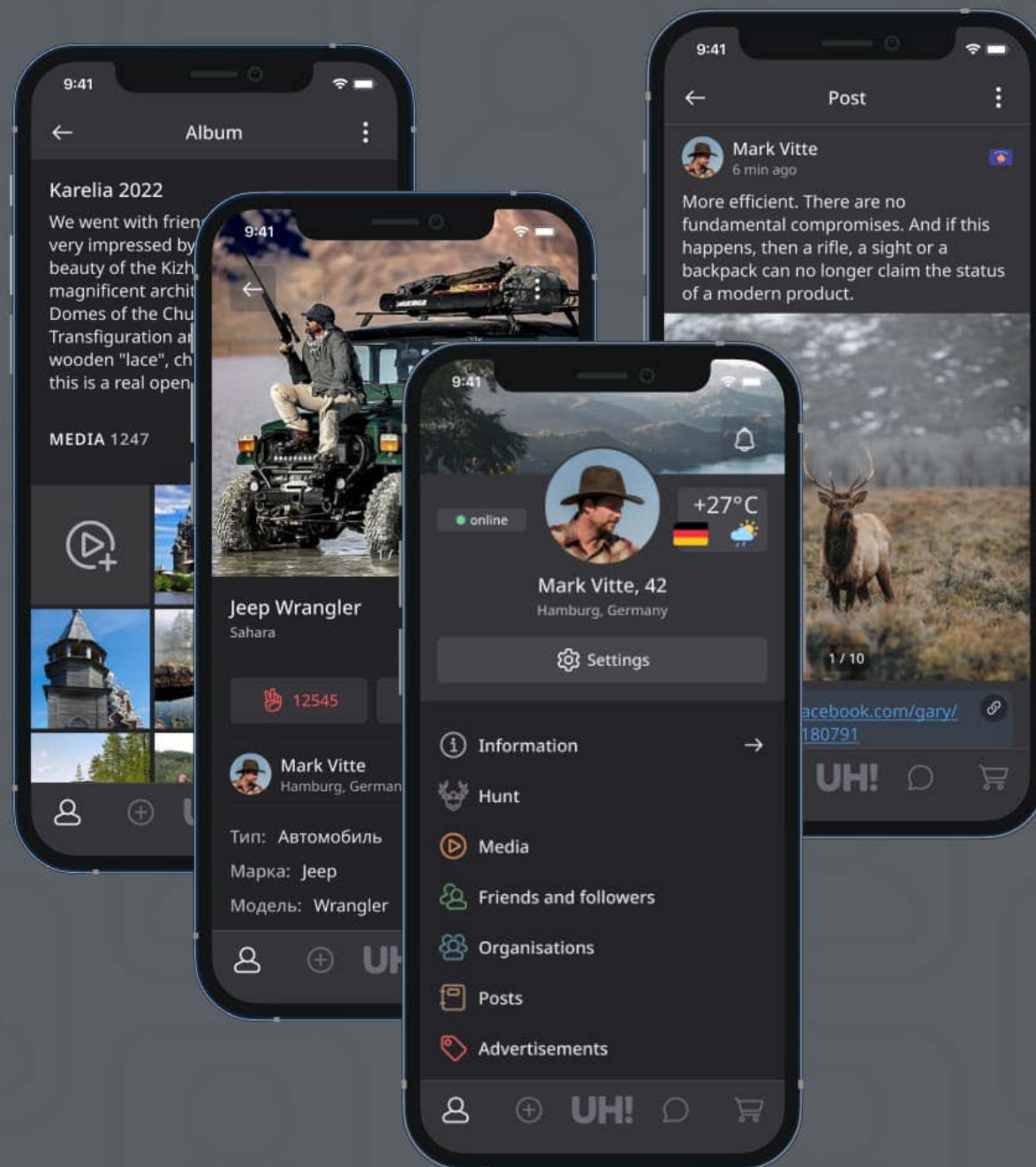


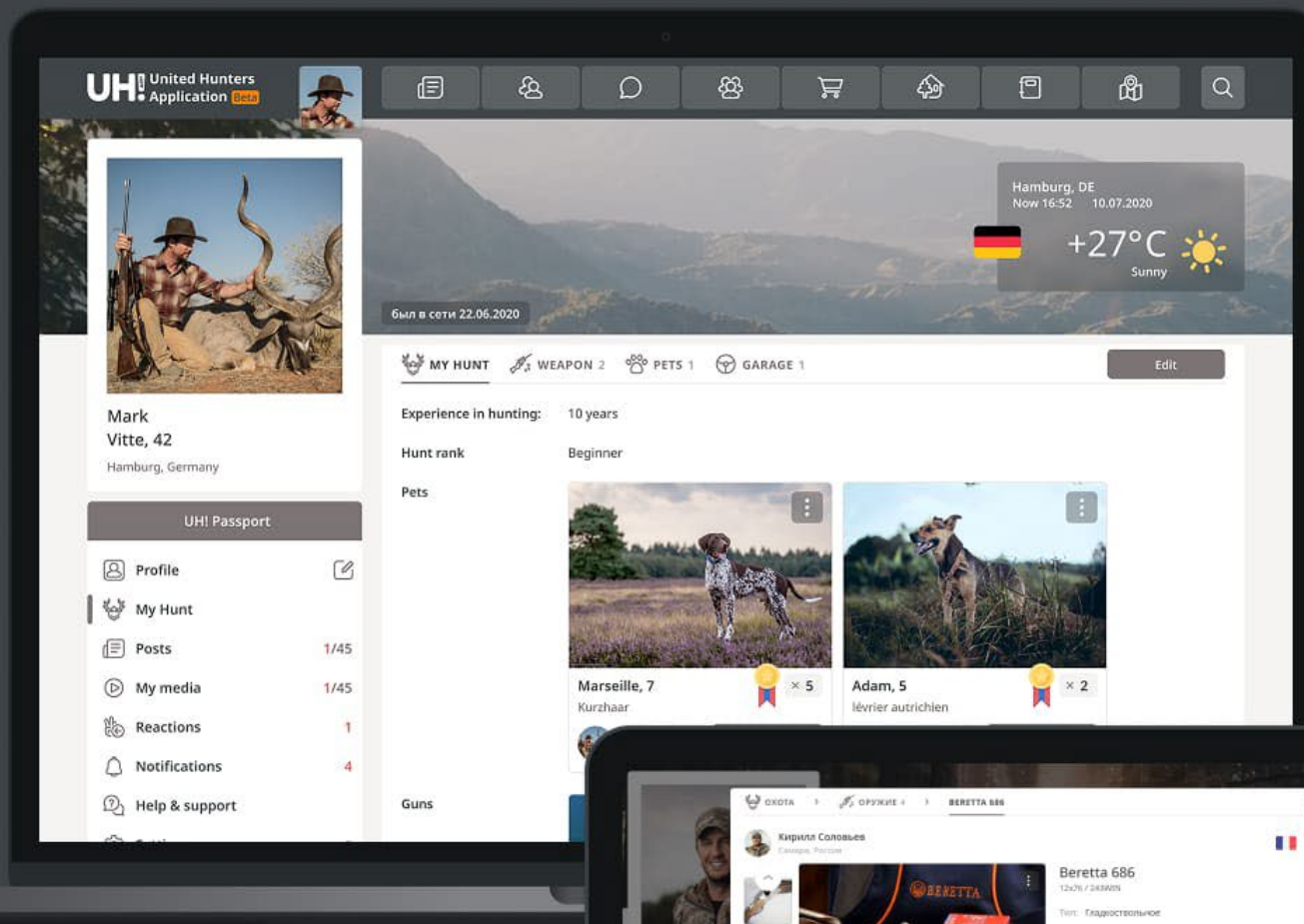


Sign up, share your interests and experience with like-minded people

The more detailed your profile is, the more accurate the recommendations will be. Tell us about your hobbies, experience in hunting, share your impressions about the car, weapon and pet, add trophy. Follow the latest news, find friends and followers.

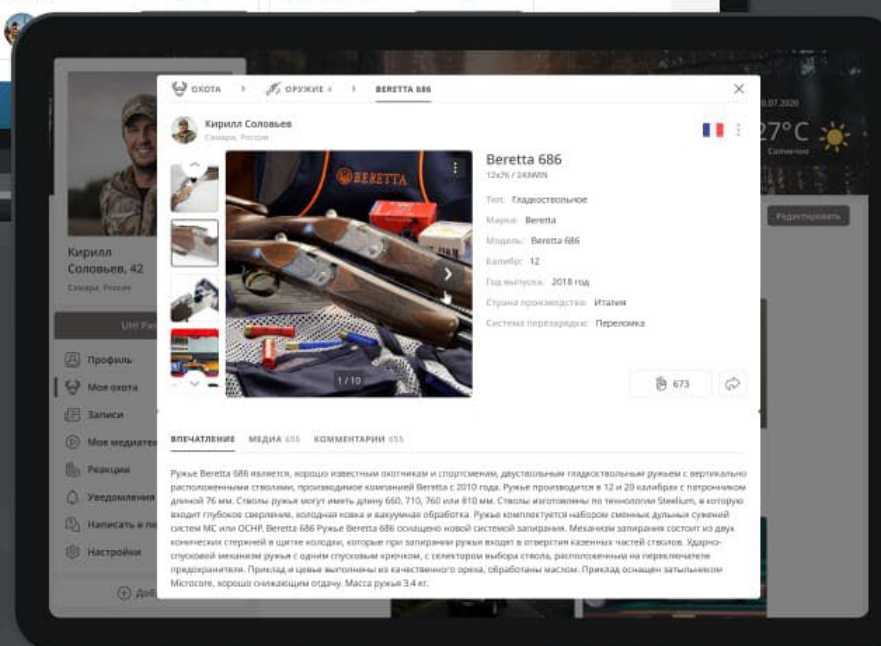
Customizable privacy and security configuration of UH.app allow users to independently determine the levels of access to data and the order of interaction with the metasytem. It is your decision what information will be opened and who will see it. **UH!**





When I started to work in UH.app, I met a small but highly motivated team. The concept of the application seemed to me very interesting and promising.

It all started with small tasks, and over time turned into solving serious issues of architecture, automation and code cleanliness. At the moment, our project is rapidly developing and turning from a small application into a whole meta-system, where all components interact with each other. And our team is growing along with the project. Every day we become better, more united, and most importantly, we create a unique product together.



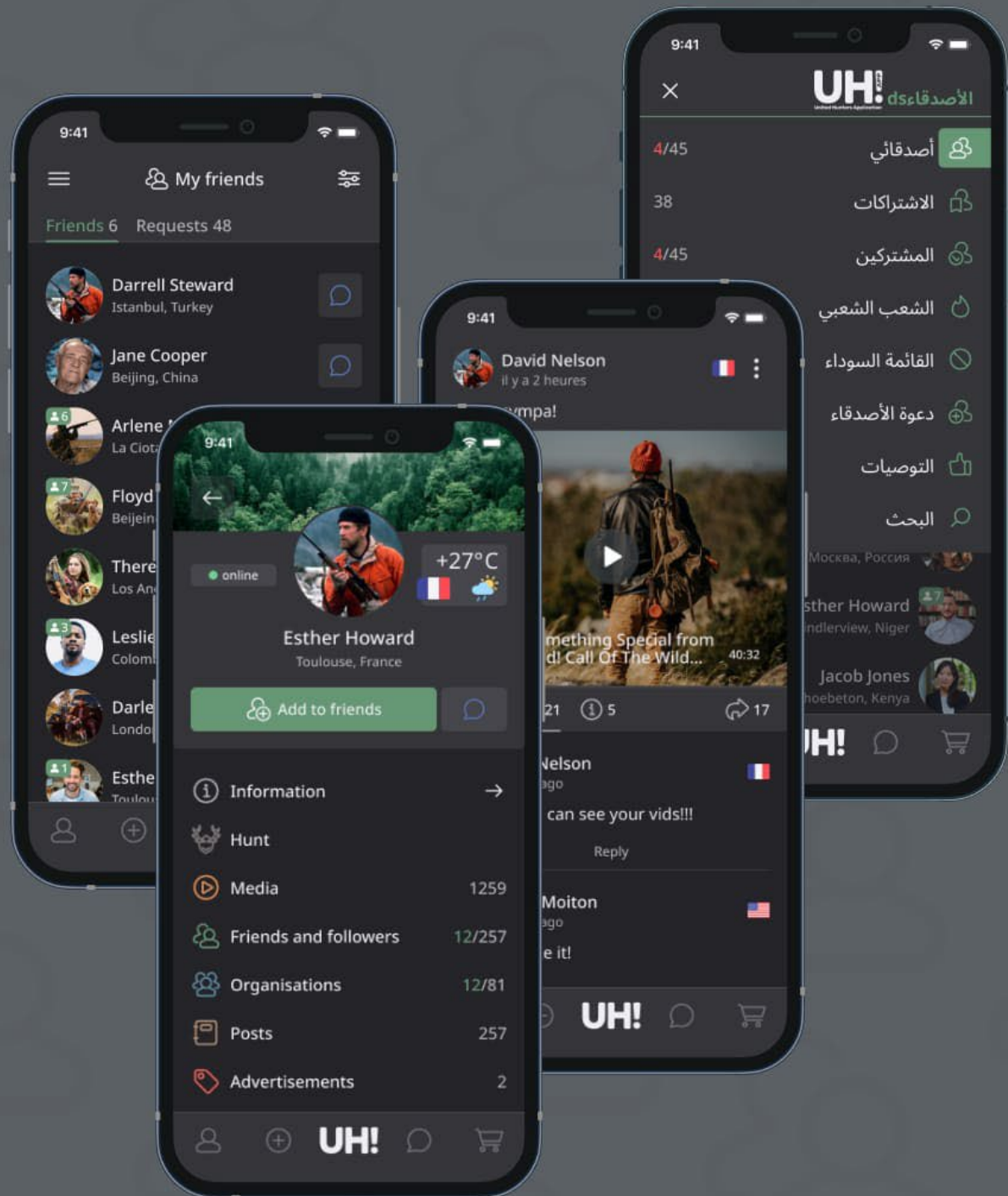


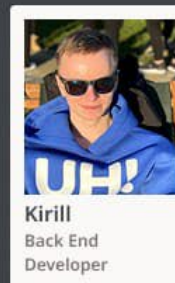
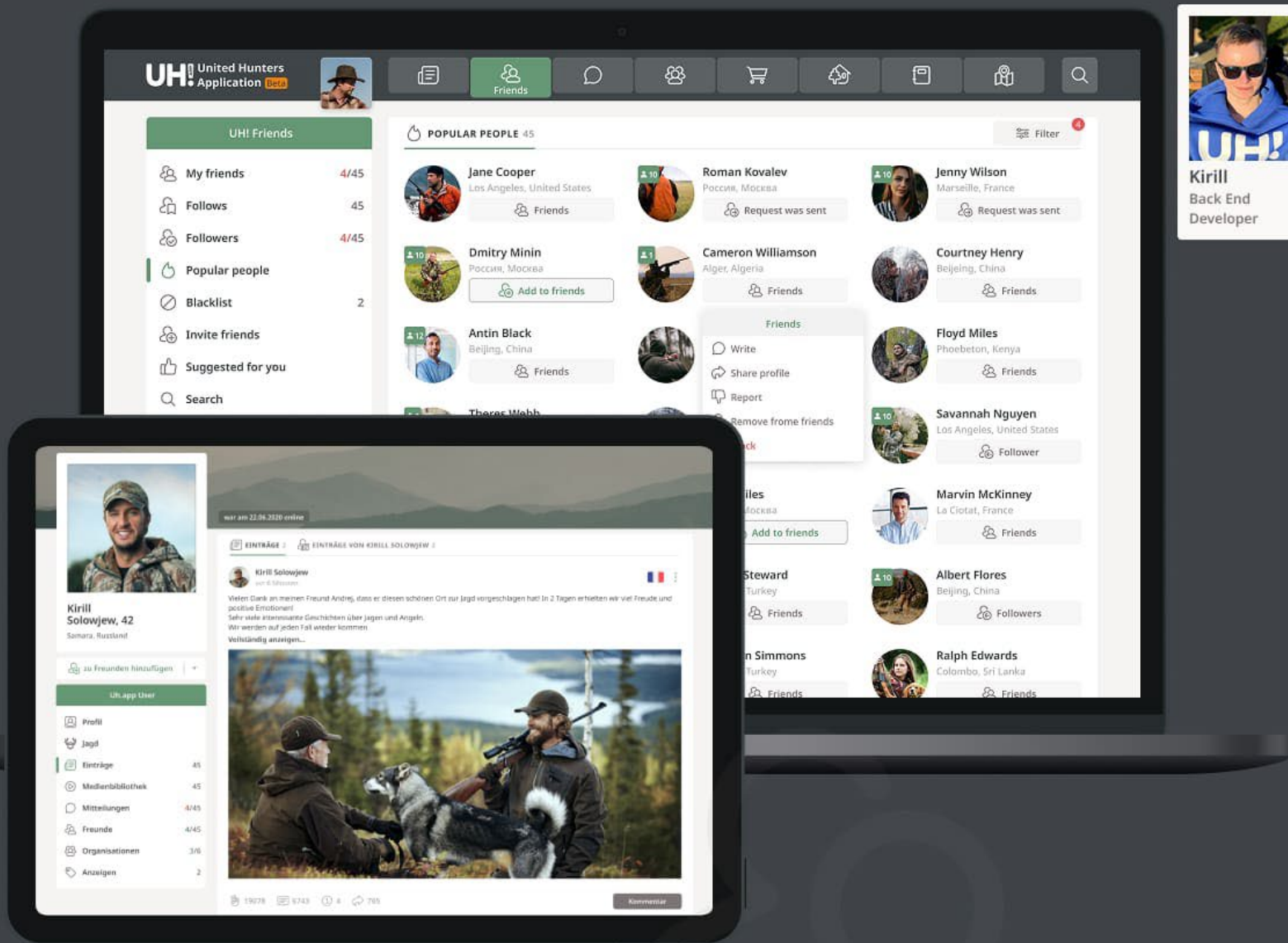
Hunting is not only a hobby, it's also about friendship

Hunter friend is someone you often trust in your life. This friendship is based on decency, responsibility, mutual assistance. Here is a place not only for rules and regulations, but also for jokes.

Thanks to smart search technologies, the **UH! Friends** allows users to find friends from different parts of the world, subscribe and follow opinion leaders, communicate with professionals and just interesting people.

Based on UH! Passport interactive data algorithms - create a unique list of recommendations; find hunters in the selected city or region, make friends. **UH!**





Web application development involves complex tasks. Therefore, for the successful creation of a project — a professional team is needed, consisting of specialists who are well versed in their kind.

We, the Back End Developers, are responsible for creating the server side of the web application. Our goals are achieved by using the latest and most diverse technologies, frameworks and methods.

We can ensure that the Back-end data processing will be work in a correct, secure and stable basis.





UH.app Messenger

Share news and experience right now

UH! Messenger is a convenient and secure way to exchange instant messages.

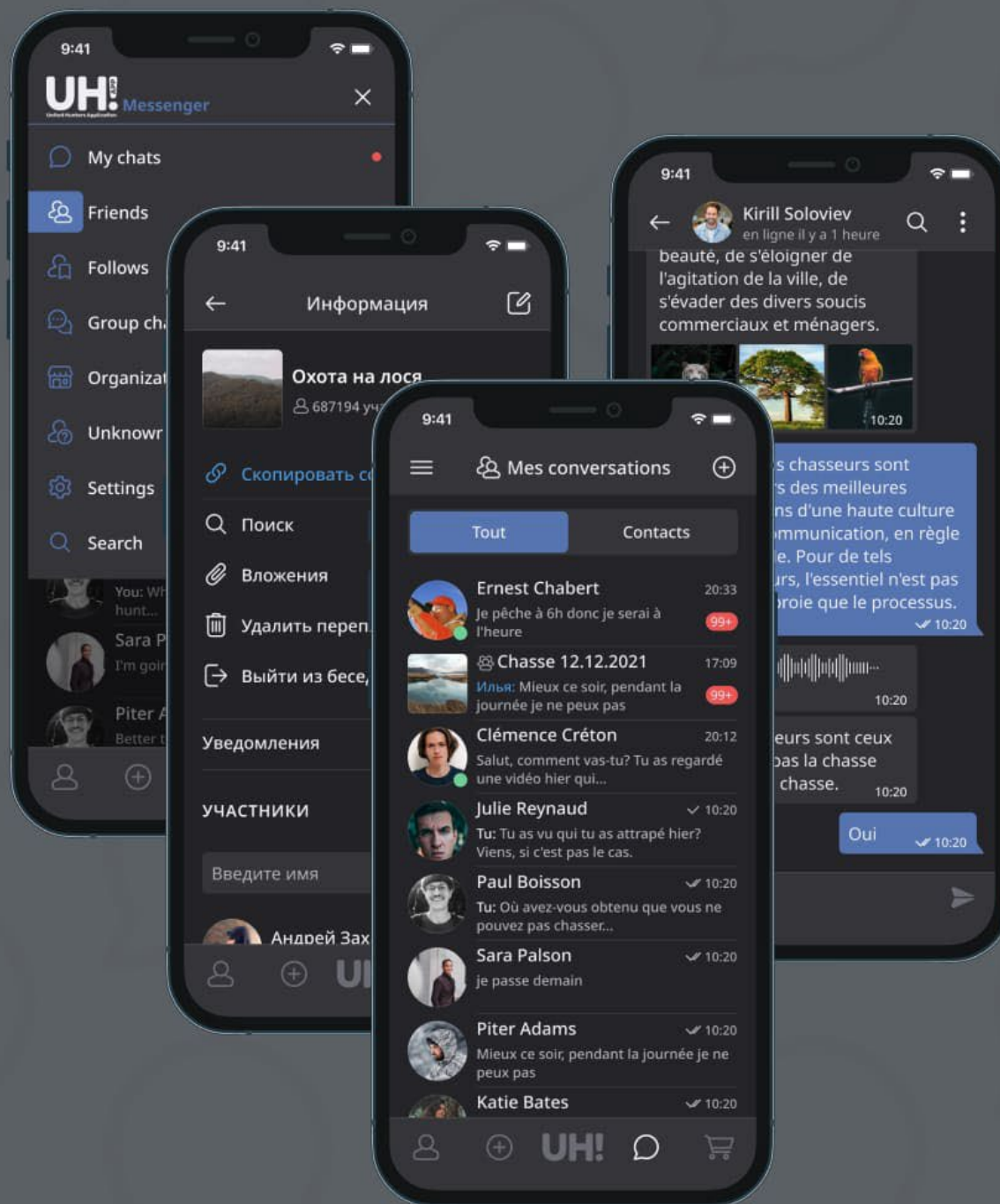
This is not only communication with friends and hunting companions, but also business conversations, active participation in chats.

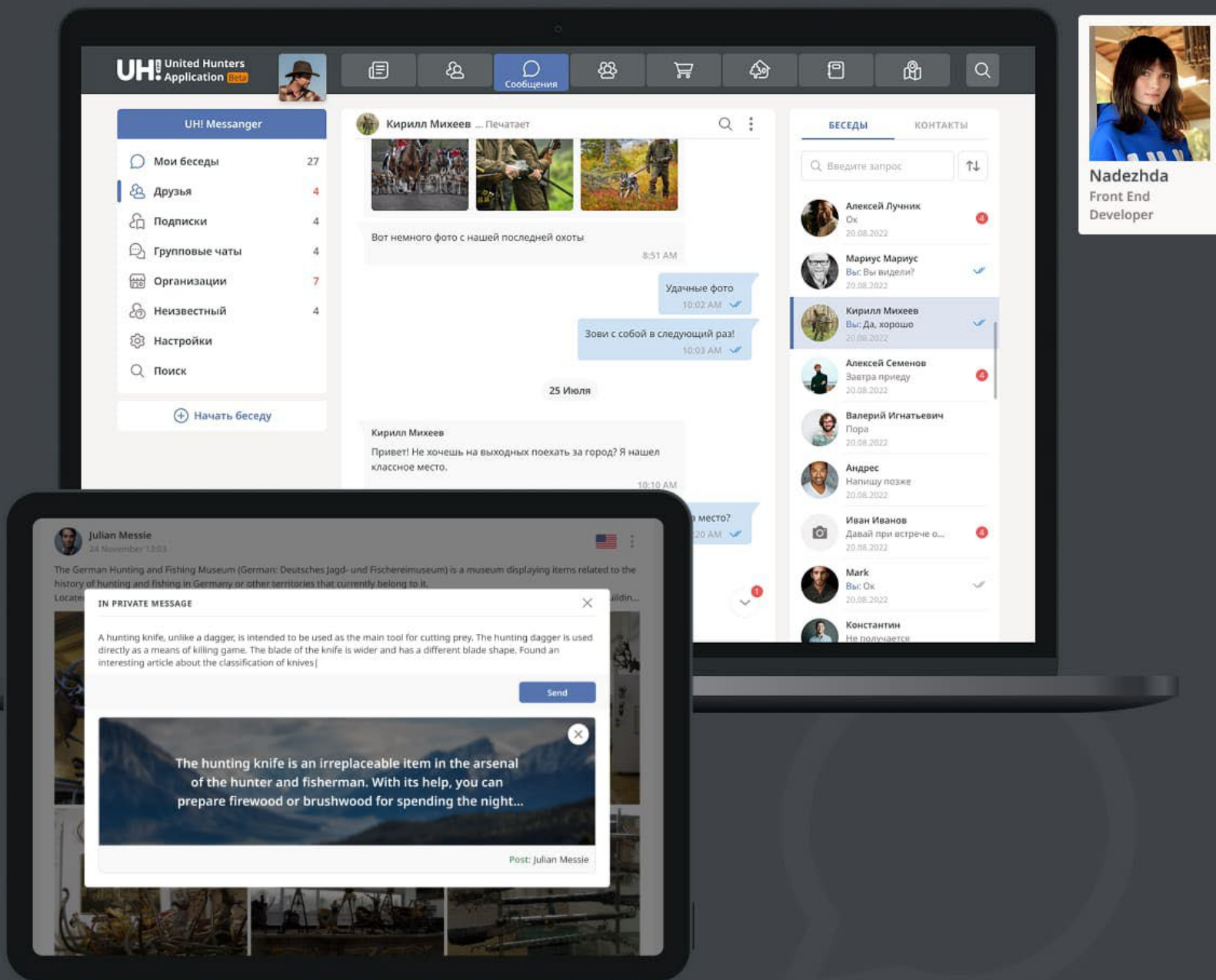
The service provides group conversations, the ability to send photos and videos.

Is there no time to write long messages and you want to share the news right now?

You can record voice messages!

The function of private messages will protect you from leaking information to third parties and the conversation will remain confidential. **UH!**





Nadezhda
Front End
Developer

Being a part of the UH.app team is a very personal story for me. Since childhood, my father and I, constantly fishing. More than once, he showed me his hunting trophies. And when I found out about the topic of UH.app, I decided without hesitation to participate in the creation of a unique application, a safe space that will unite the global community of hunters. Part of the project is being developed in React Native. It is one of the most popular cross-platform frameworks. The main advantage of React Native — is the ability to create applications not only for Android and IOS, but also for Android TV, macOS, Apple tvOS, Web, Windows and UWP. Application for 8 platforms — 1 project.

Code reuse makes it possible to quickly and cheaply create applications, because ~ 85% of the code written is supported by all platforms.



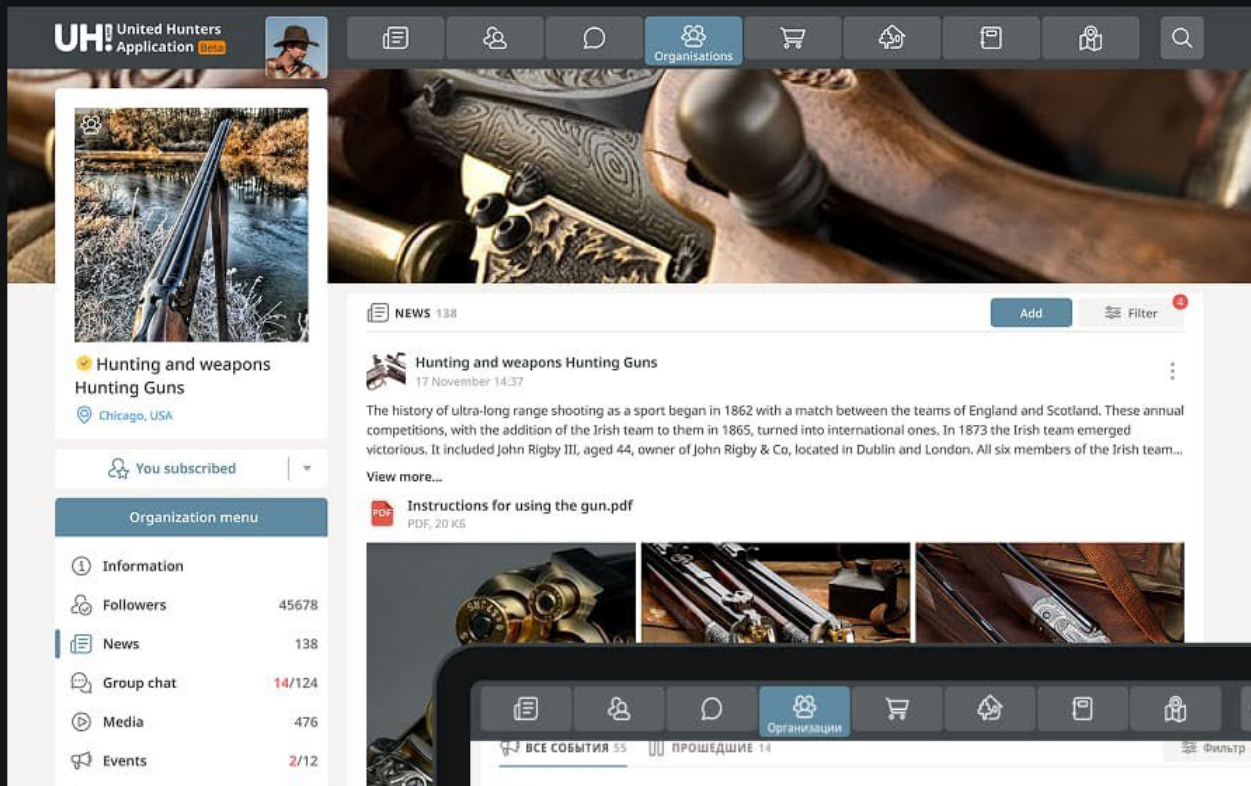


Follow groups or create your own —
take part of a community of professionals
and hunting enthusiasts!

Thanks to the microservice UH! Group you
will be able to exchange experience with
like-minded people online, read the latest
news from the official communities and
do business.

Promote your brand, invite friends, chat
about exciting topics, share news, life
stories and much more. To do this,
you just need to follow a group or create
your own. **UH!**





Albert
Full Stack
Developer

What interested me in this project?

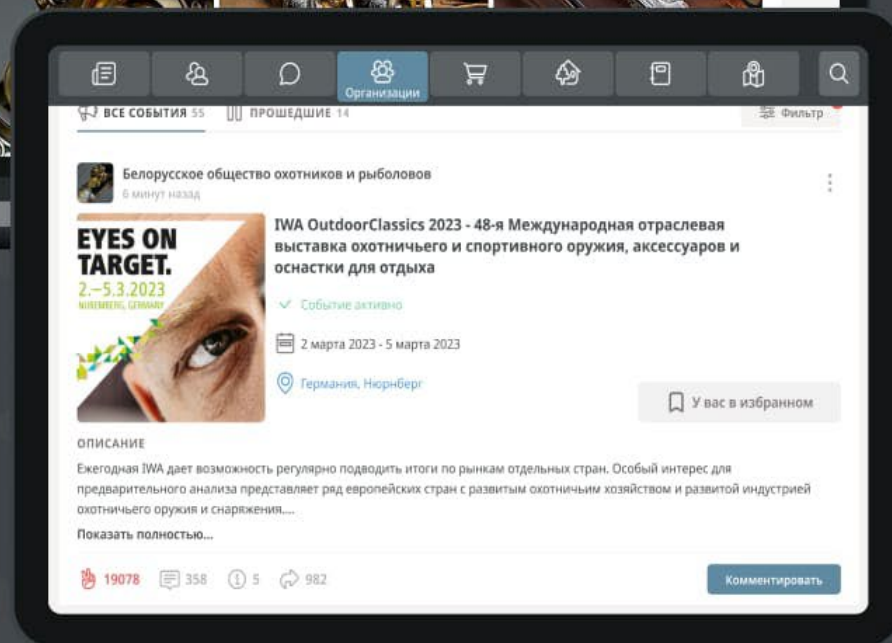
For me, UH.app is an abundance of modern and dynamically developing technologies.

From designing scalable, fault-tolerant databases that will be used by millions of people around the world in the future, to building a stylish interface that keeps up with the times.

I gain invaluable experience by participating in the creation of an application.

The main direction of my work is the development of a service for communication. It was necessary to think over the storage of data, taking into account the fact that in the future the number of messages will reach billions, and based on this, write the main logic of interaction between users.

And also an important component is the development of the user interface.

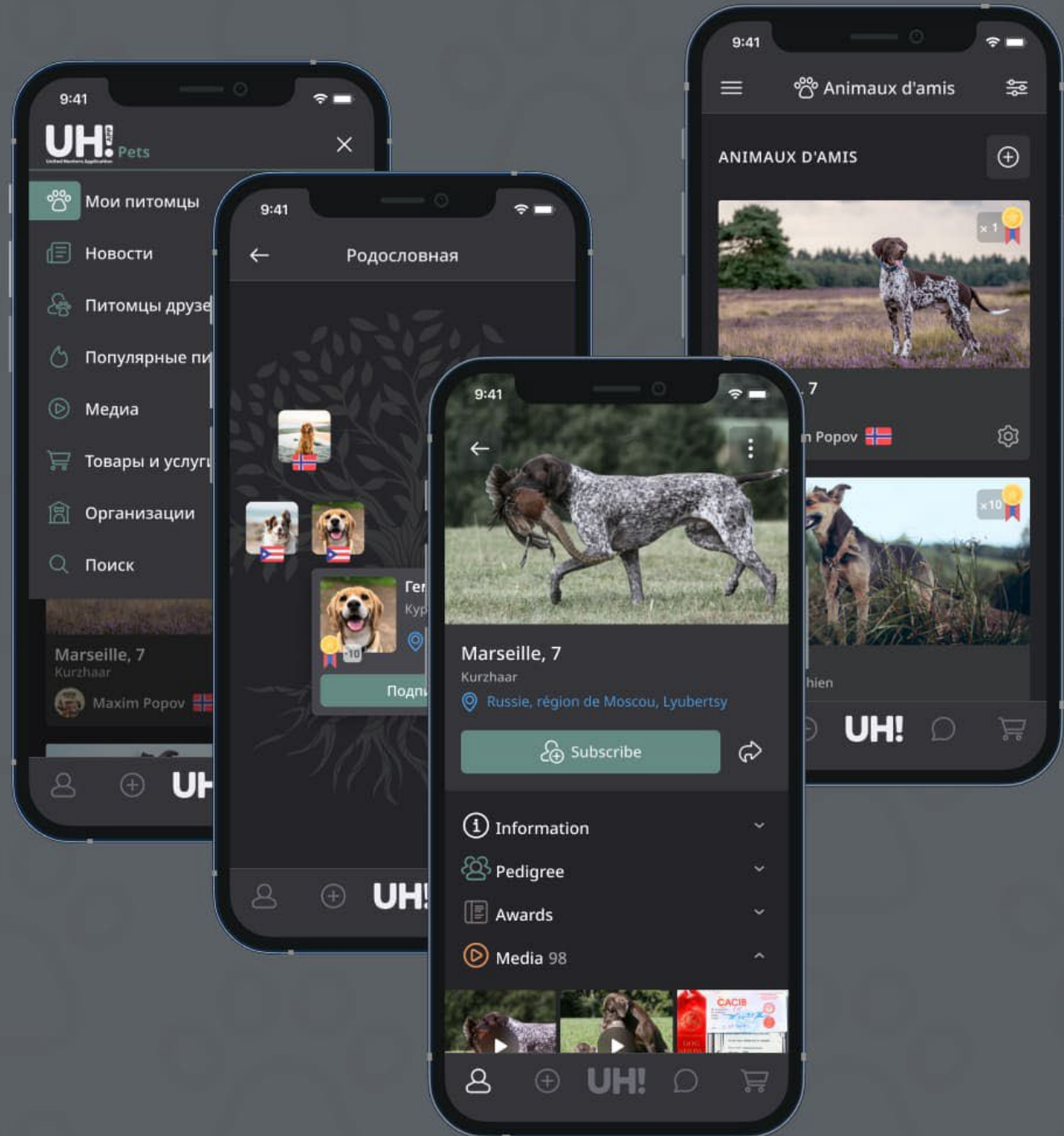




When you hunt on a horseback, with a dog or even with a falcon...

UH! Pets — is a charming microservice where you can add both: your pets and hunting companions, because they have become full-fledged members of our families. Their loyalty, devotion and love — unconditional. We try to reciprocate them, often facing with a lot of everyday questions about training, care and nutrition.

Answers, tips and recommendations can be found in our microservice UH! Pets. **UH!**





Mark
Vitte, 42
Hamburg, Germany

UH! Passport

- Profile
- My Hunt
- Posts 1/45

was online today

Hamburg, DE
Now 16:52 10.07.2020



+27°C



Sunny

MY HUNT WEAPON 2 PETS 4 GARAGE 1

Add



Marsel, 7
Austrian hound
7132



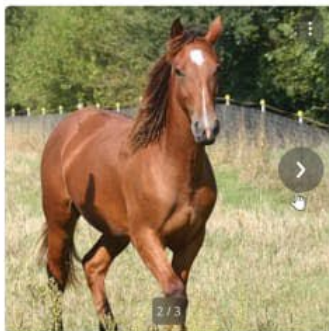
Gray, 5
Madagascar kestrel
23



Caesar, 13
Gunter
2

ПИТОМЦЫ ДРУЗЕЙ КРАСНЫЙ БАРОН, 5 ЛЕТ

Кирилл Михеев
3 дня назад



Красный Барон, 5 лет

Гунтер

Вид: Лошадь

Порода: Гунтер

Питомник: Чемпион

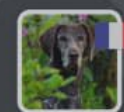
Пол: Самец

23441



ОПИСАНИЕ МЕДИА 3 КОММЕНТАРИИ 655

Гунтер — наиболее известная из английских полукровных лошадей. Замечательная по своей выносливости, так как под седлом остается иногда с утра до ночи. Это сильные и выносливые лошади, обладающие свободными, просторными движениями.





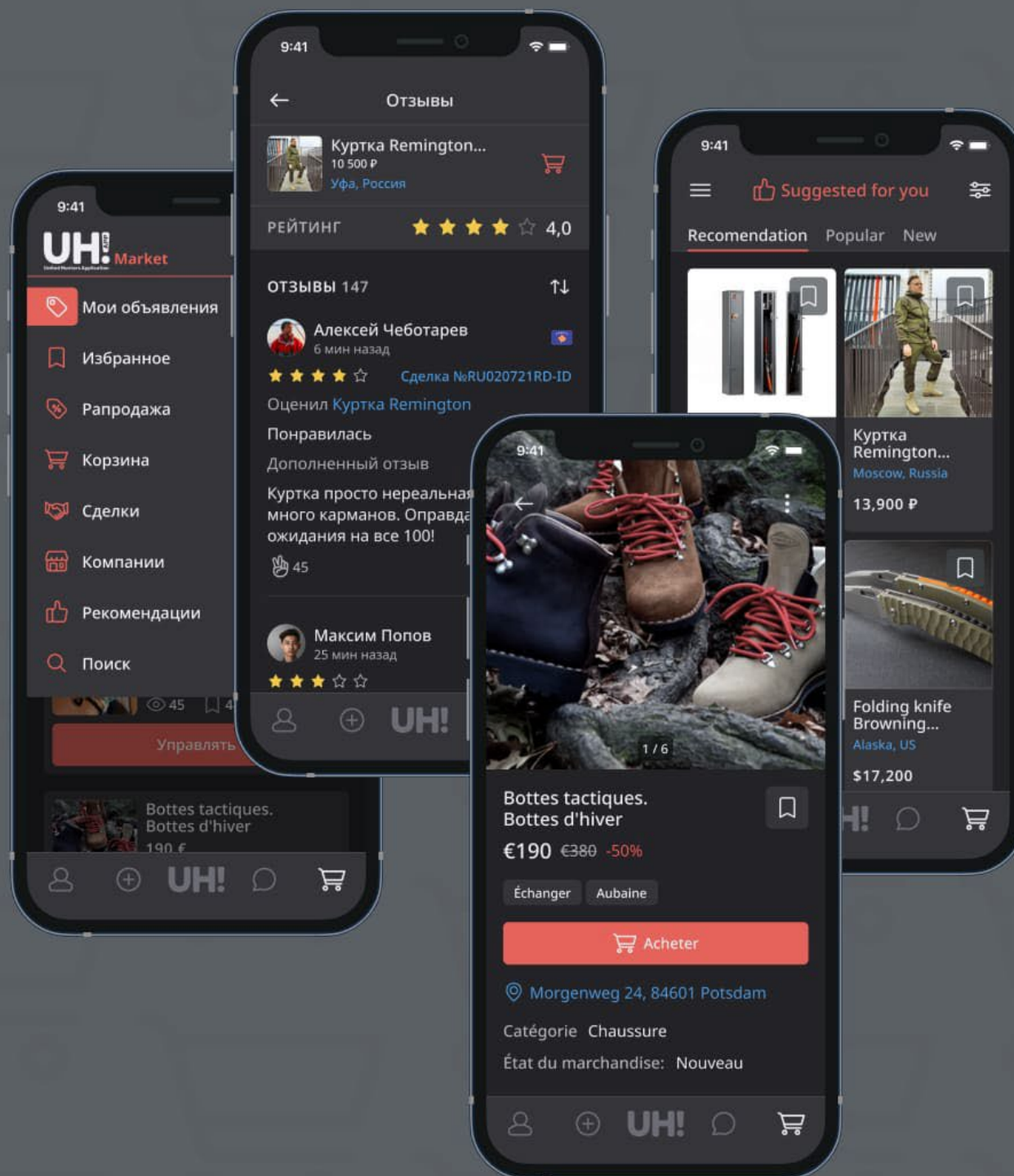
UH! Market for online buying and selling

Establish business relations and conduct wholesaling. Attract potential customers using promotions and discounts.

Buy unique items from anywhere in the world. The assortment is diverse: from weapons and equipment to food and real estate. Before buying, read the description and rate of the product. You can add an item to your favorites and also follow the price dynamics.

UH.app user will not encounter difficulties with buying or selling, because of our user-friendly interface. See the status of the transaction, both on the part of the seller and on the part of the buyer directly in the application.

UH! Market makes purchases become easier and more profitable. **UH!**





Arms chain salons
«Hunter»

Lion, France



UHI Market

- My advertisements 5
- Favorite 45
- Sale

SUGGESTED FOR YOU



Weapon safe Чирок 1325

4.9 11 reviews

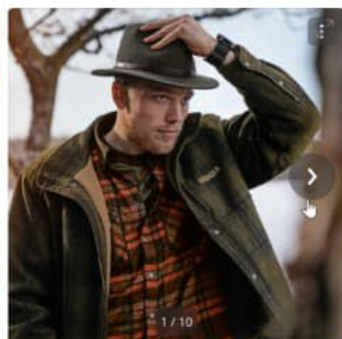
Lion, France

Boots Beretta ST015/
L0108/085G

3.2 191 reviews

Marseille, France

ПОИСК > КУРТКА REMINGTON BULLFI...



Куртка мужская Harkila Fjalar
jacket, Willow green/Black

4.6 Отзывов: 12

Беларусь, Минск

31 073 P 37-287 P -20%

Выберите размер

50 52 54 58

Выберите количество

1 +

Купить

В корзину

ПРОДАВЕЦ ОПИСАНИЕ ХАРАКТЕРИСТИКИ ВОПРОС/ОТВЕТ 2

Описание товара «Куртка мужская Harkila Fjalar jacket, Willow green/Black»

Куртка Fjalar jacket - это классическая тёплая куртка в клетку, идеально подходящая для самых разных мероприятий на свежем воздухе в холодную погоду. Будь это охота, рыбалка или просто прогулка с собакой в лесу.



Olesya

Back End
Developer

Why am I participating in the project?

UH.app is a completely new product that brings together people with one common interest — hunting. UH.app users can share specific news that is unacceptable to everyone in other social networks.

Working in the UH.app team, I appreciate that each employee is highly valued and participated in important discussions. This motivates me to accumulate greater professional skills, also put in the project my experience and strength.

The Back End development team uses the latest advanced technologies, takes care of the high quality and security of the application. We are developing a project in microservice architecture. Scalable and fault-tolerant code facilitates the process and maintenance of the application, and also it allows us to select methods for solving a specific service problem.



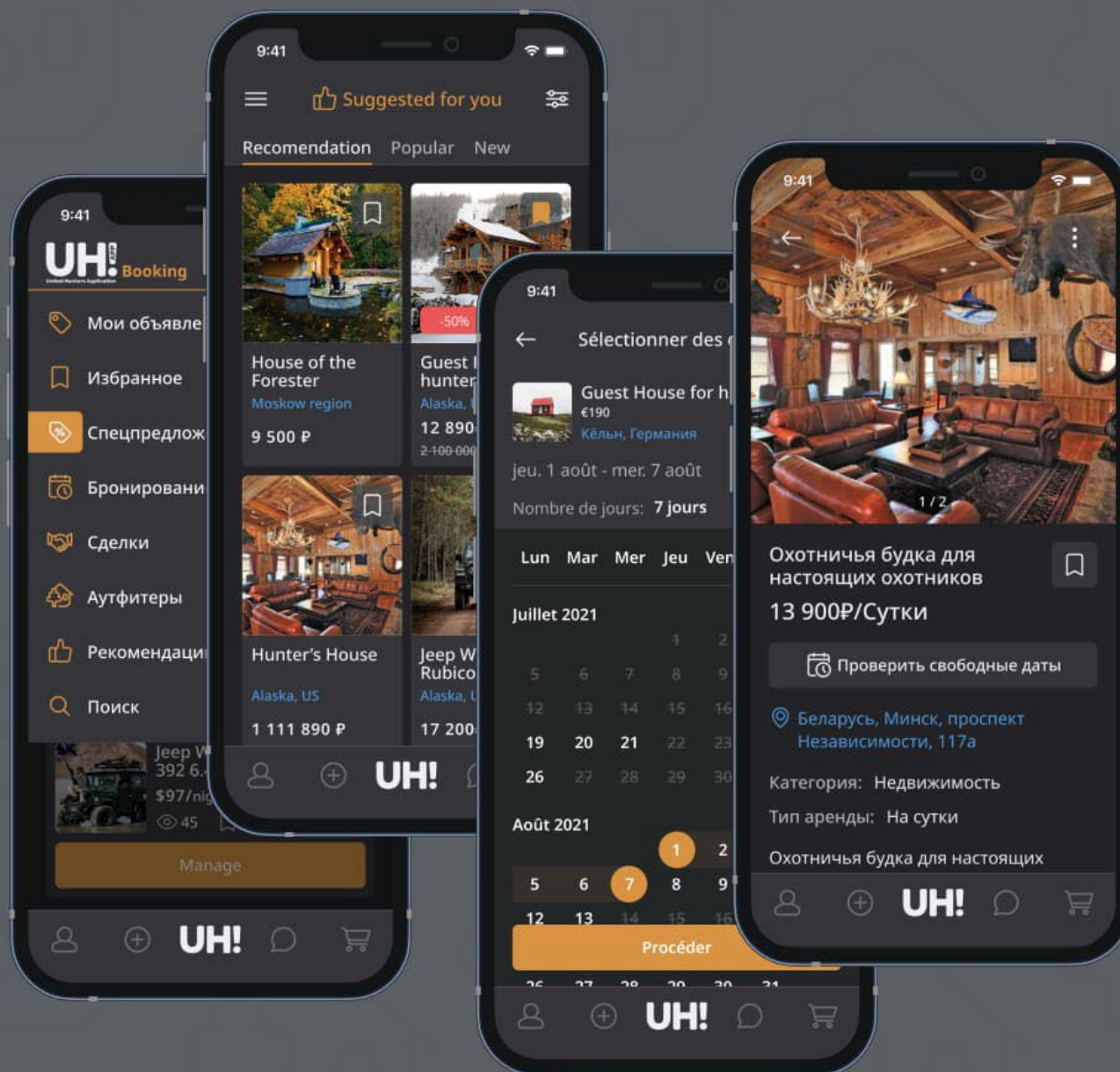


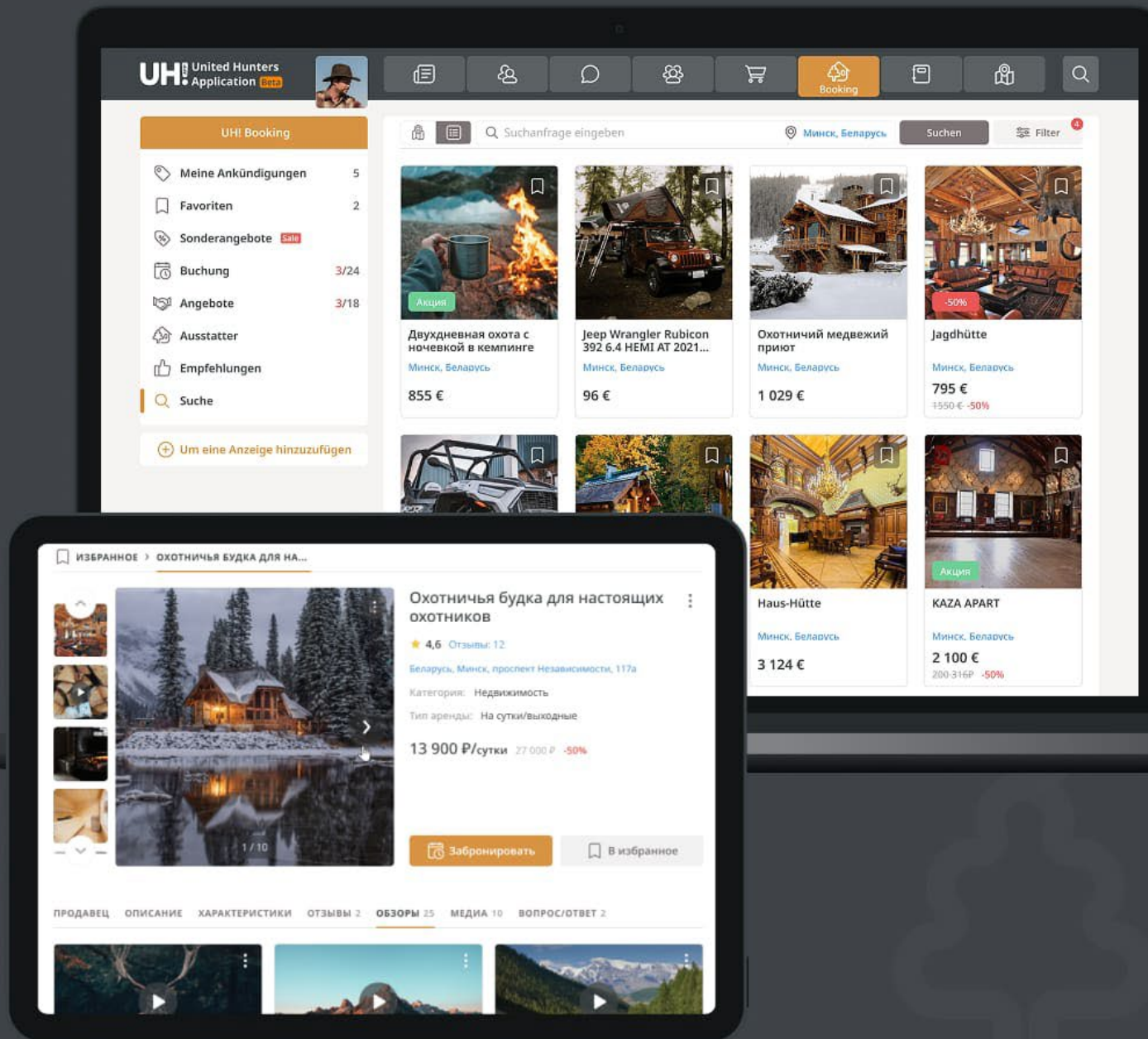
UH! Booking for organizing travel and leisure activity around the world

UH! Booking will help users to find leisure options, transportation services, unique accommodations for rent and much more.

Our microservice will help owners of accommodation facilities to attract guests around the world and expand their business. Applicants will be able to immediately see available dates in the ads and book an apartment or a cottage online.

The application and customer support are ready to communicate in 20 languages. Therefore, no matter where you book a hotel or rent a snowmobile, you will always find the information you need and be able to get the help. **UH!**





Pavel
Back End
Developer

Taking part in the UH.app project is not only an opportunity to get a unique experience, but also a chance to contribute to the development of modern technologies.

The goals of the UH.app software engineers team are supporting and creating the server part of the platform. Our ability to explore new, be more effective and efficient. It is very important for such large-scale projects.

Creating, maintaining and improving the server part is a continuous process that requires constant monitoring of the development of world technologies. This is the main aim of UH! Back End.



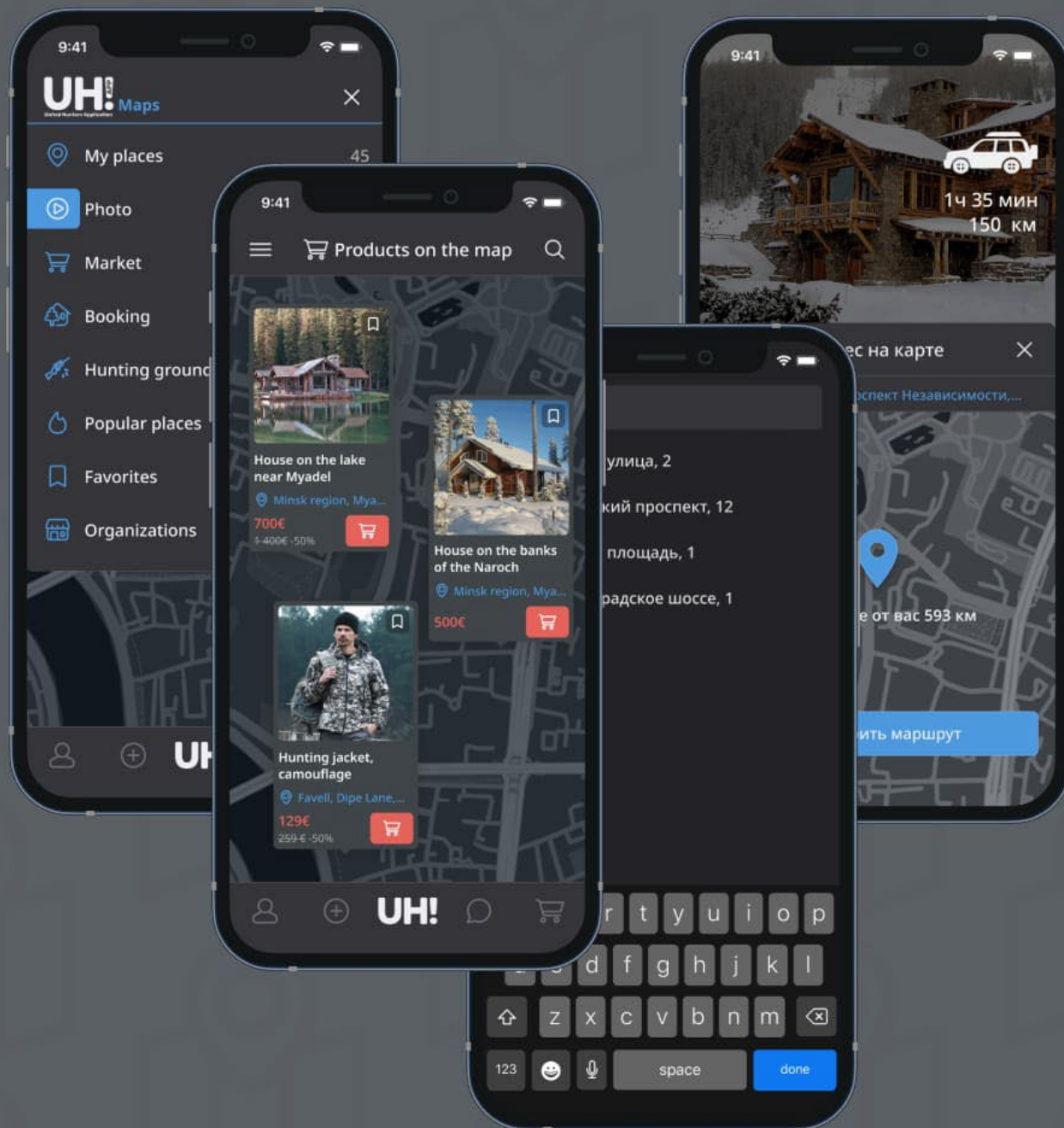


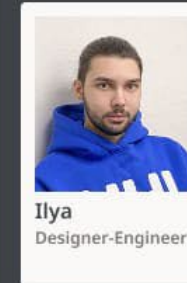
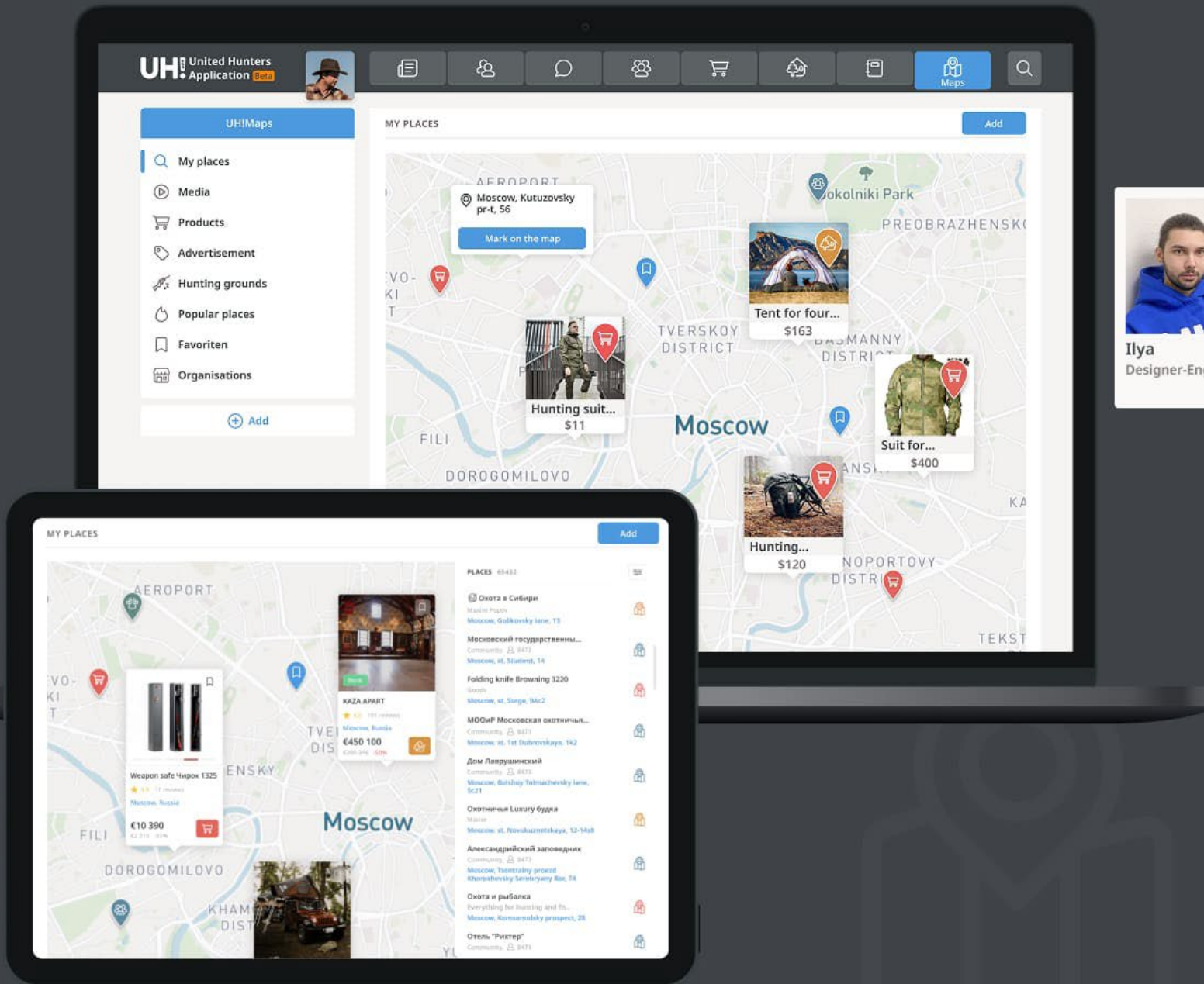
Specialized mapping service — the main assistant for the hunter

Draw optimal routes, find interesting locations and add them on **UH! Maps**.

Take a photo while hunting in Altai and tag them on the map. Tell us about locations that have not yet been mentioned in the service as tips for hunters who are just planning to visit these parts.

Want to conquer new places, but do not know what to pay attention to? Indicate the area that you enjoyed, and **UH! Maps** will provide you all possible options. **UH!**





When I first heard about the project, I understood that it is unusual. Despite the fact that I am far from the topic of hunting, it inspired me with the uniqueness of the idea.

Being a part of the UH! Team is an opportunity in which each member can offer a seemingly crazy thought and it will find a place in the app.

For me, it's the way to gain experience, implement my ideas, skills and contribute to the development of the project.





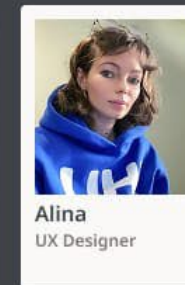
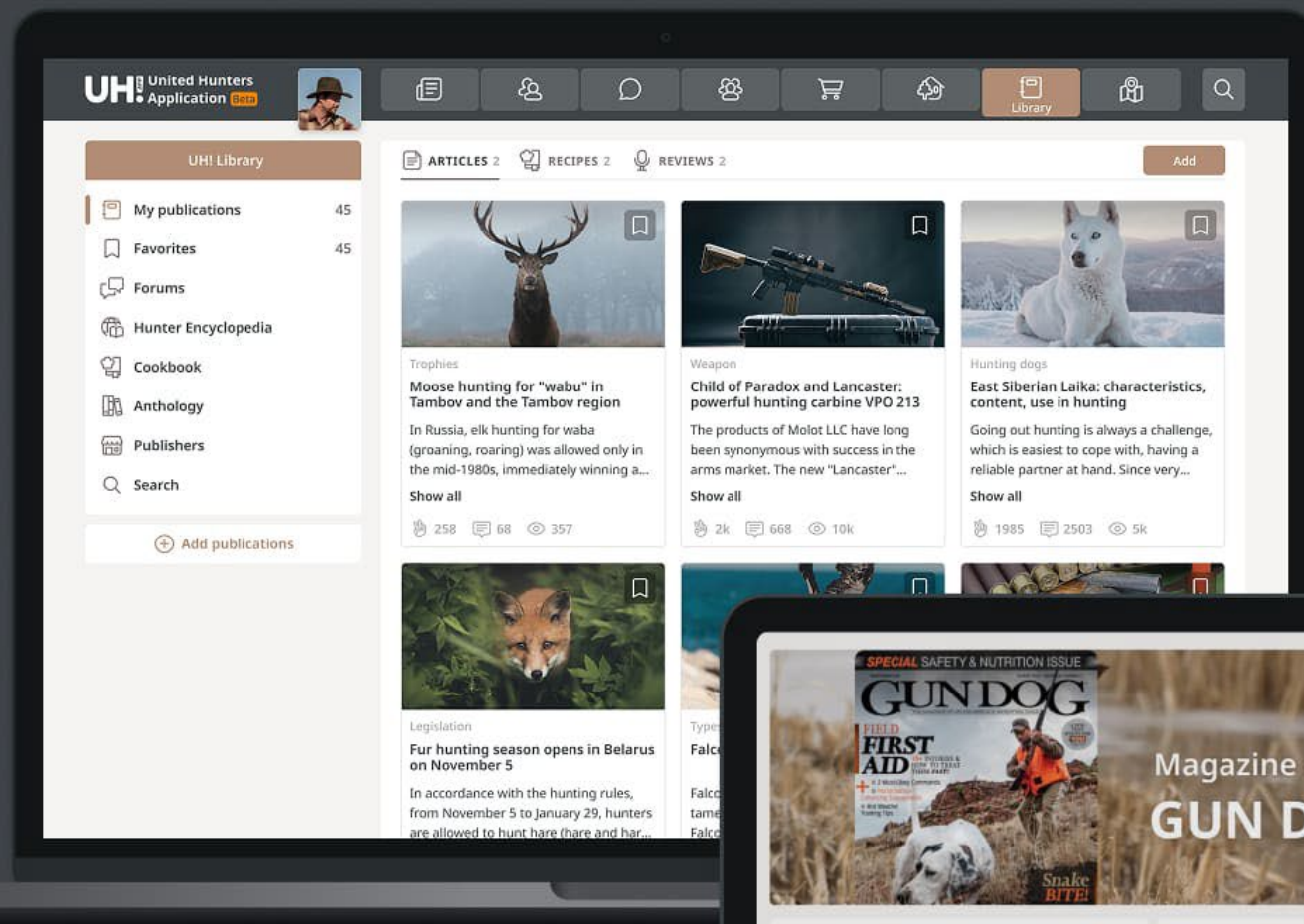
UH! Library is a great opportunity to experience the hunting culture of many countries!

Choose a topic of interest and enjoy a selection of informative articles and first-hand hunting stories, as well as add your own publications, reviews, favorite recipes.

For collectors, the service offers the most popular copies of magazines and books about hunting. You can add to favorites or buy the editions which you like.

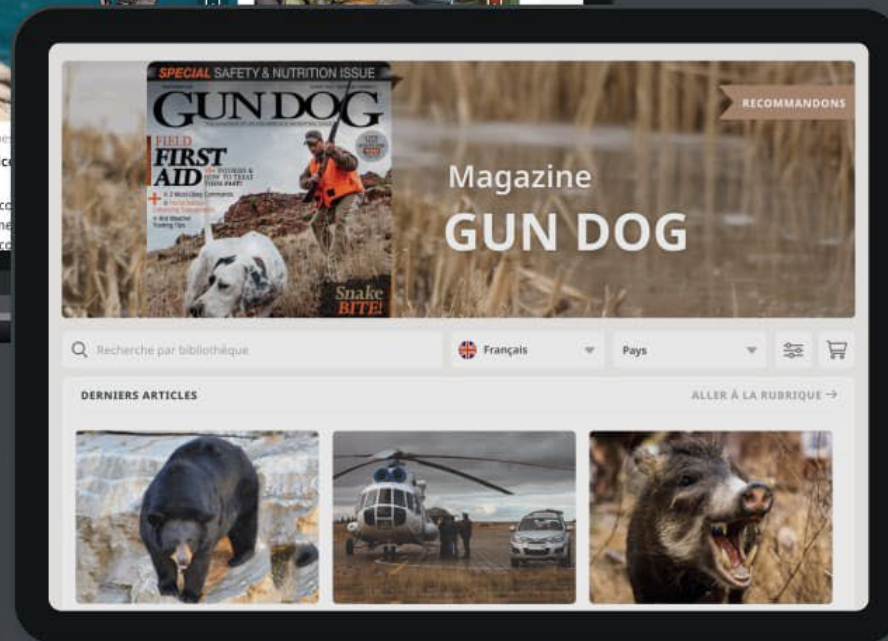
Happy reading with UH! Library. **UH!**





Each service of the UH.app ecosystem, the internal transitions and any element of the interface is thought out by us to the smallest detail.

This is an extensive and complex functionality, at the same time comfortable and adapted to the user. I like to work on a project, the idea of which expands the boundaries of a regular social network for a narrow target audience, covering many needs inside.



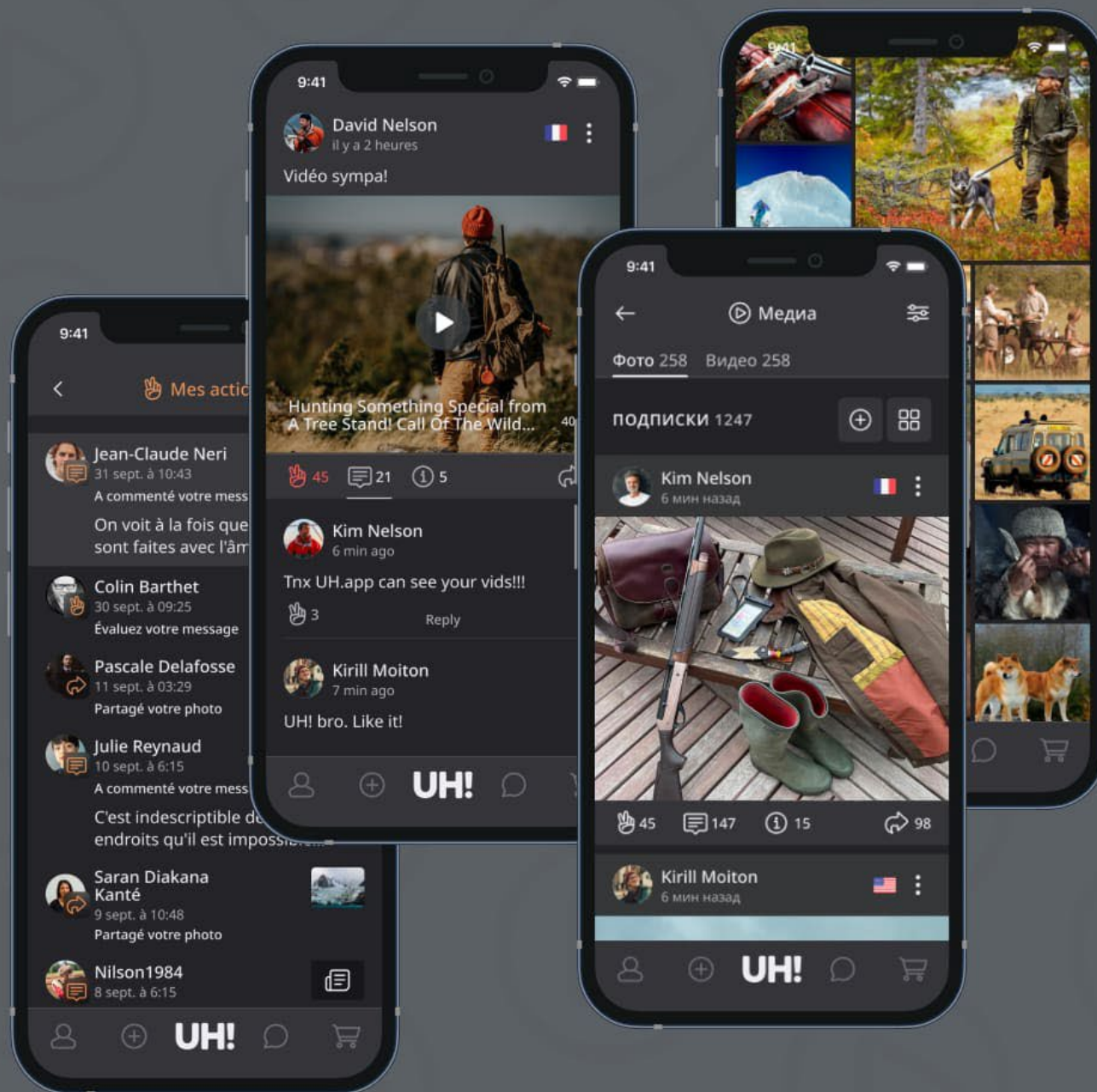


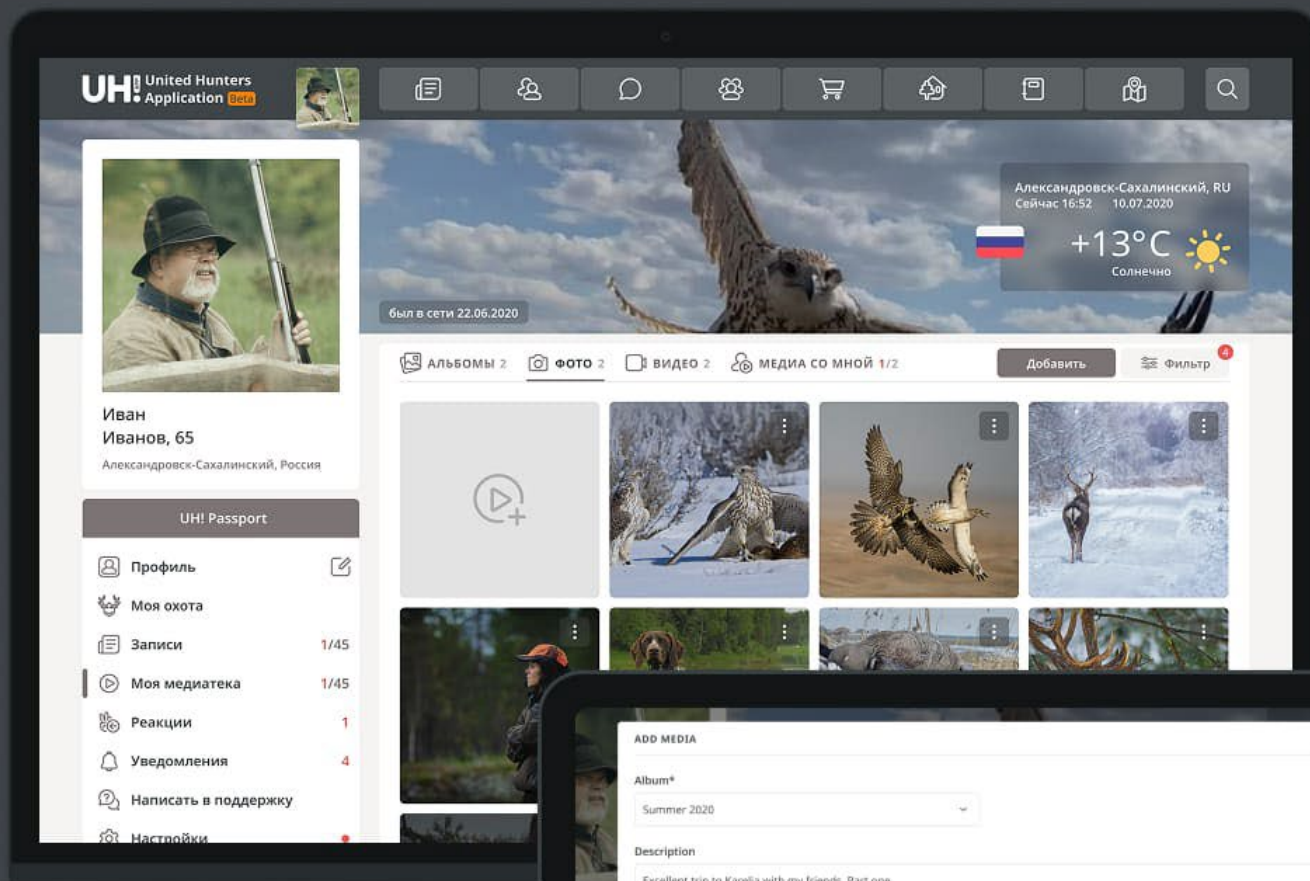
UH! Media — share your emotions and impressions

Expand your profile and share inspiring photos, videos and music with UH.app users.

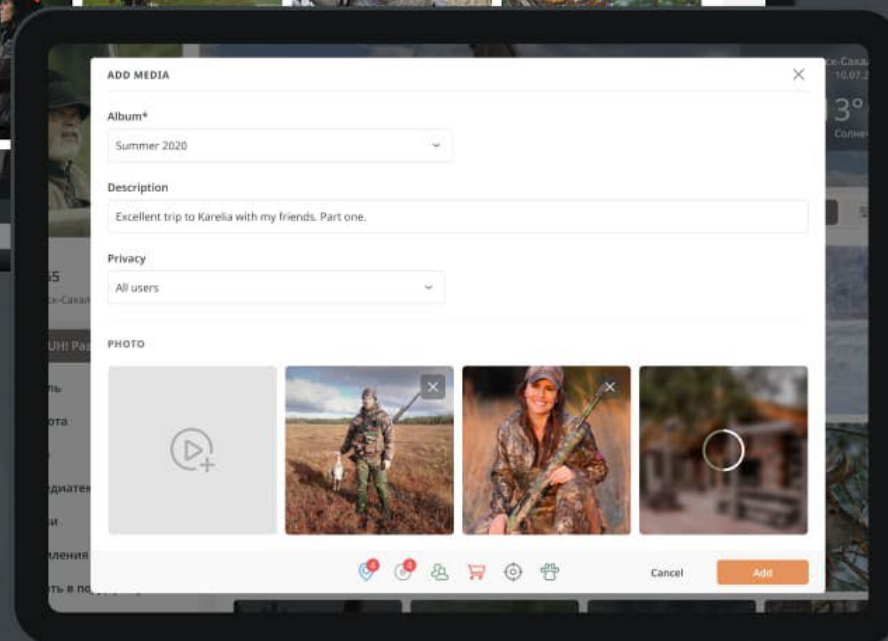
Create your own popular challenge with UH! Media, add tags, tag places and friends, collect ratings and comments so more people can see your post!

Here are collected media of hunters, fishermen, tourists and just interesting people from the whole world. Enjoy seeing on UH! Media. **UH!**





I am interested in this project because it is a great possibility to help people who are members of organizations for the protection and control of animal populations. Fauna diversity is very tempting to dishonourable hunters/poachers, leading to the extinction of some rare species and the increase of others. Our application will help hunters from all over the world to communicate, create a large community of passion, also to maintain balance in nature. To make communication easy, we localize our project in 20 languages.





«Will it rain, should I take an raincoat?» — UH! Weather knows the answer to this question

Usually, the weather for the next three days can be predicted fairly accurately. Over the next 24 hours, the percentage of hits is about 90% the third day is about 75%. This means that the prediction comes true in three cases out of four. UH! Weather made sure that you always have only reliable information about the weather anywhere in the world. **UH!**

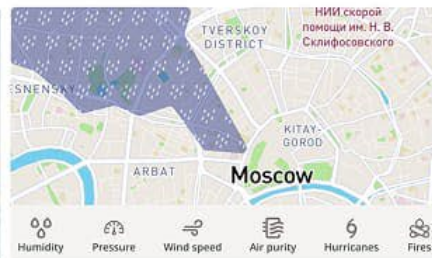
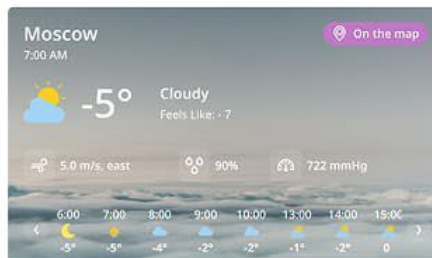




Uh.app Weather

- Weather forecast
- Weather on the map
- Hurricanes
- Air purity
- Fires
- Wind speed
- Pressure
- Humidity

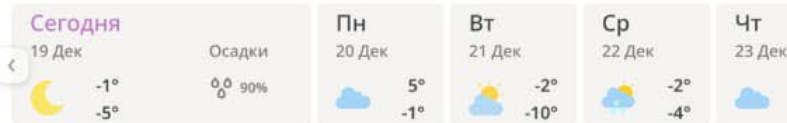
WEATHER FORECAST



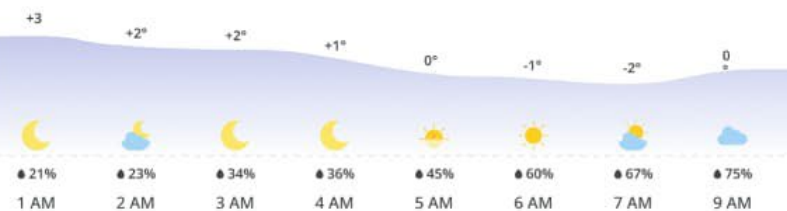
10 DAYS FORECAST

РОССИЯ > МОСКВА > МОСКОВСКАЯ ОБЛАСТЬ

ПРОГНОЗ НА 10 ДНЕЙ



ДЕТАЛЬНЫЙ ПРОГНОЗ



Darya
Linguist (French, German)

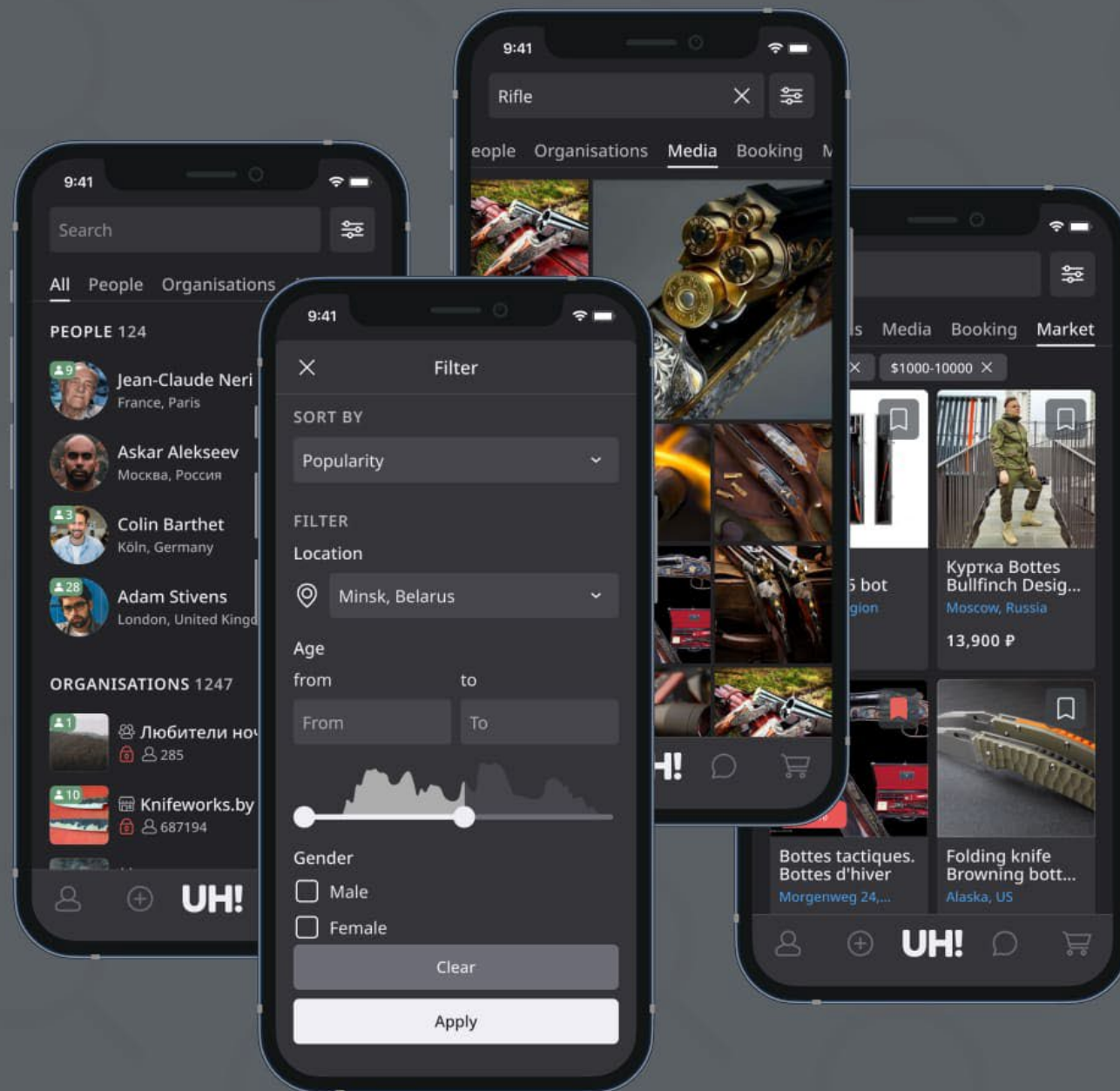
Localization is much more than just translation. We take into account many points. Good localization means adapting content to the business and cultural realities of the target country. While translating, we always clarify the controversial points and, only after making sure of their authenticity — approve. First of all, various cultural and linguistic functions play an important role. We take into account all parameters: user manual, text length, images, dates, sizes, etc. While translating into the target language, we guarantee that each interface element would not be missed.

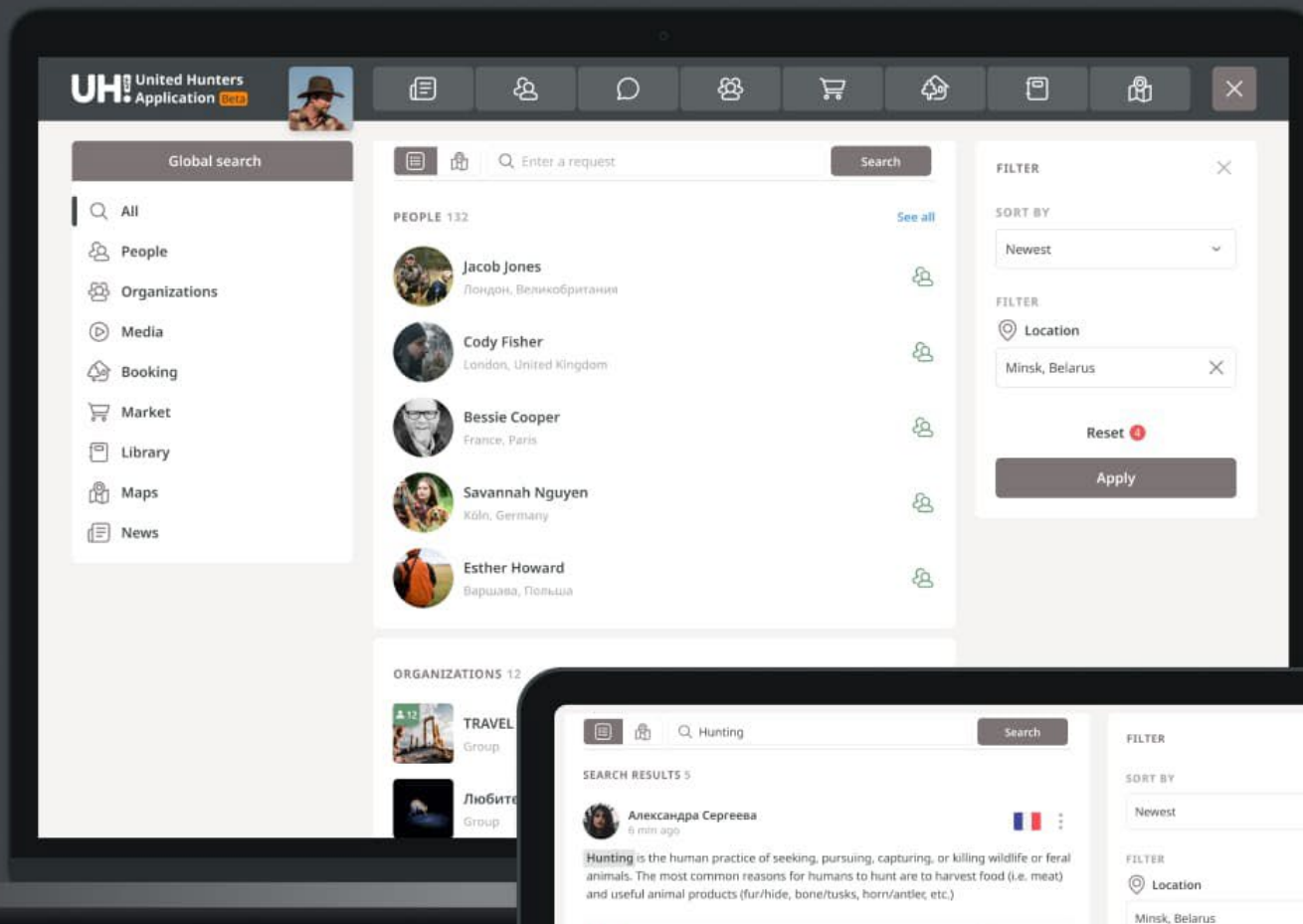




UH! Search — a unique microservice based on the elastic search technology

If you don't know which microservice is better to look for what you need, go to **UH! Search**. Thanks to automated sorting and filtering, you can set detailed search parameters, and our system will display the best results. **UH!**



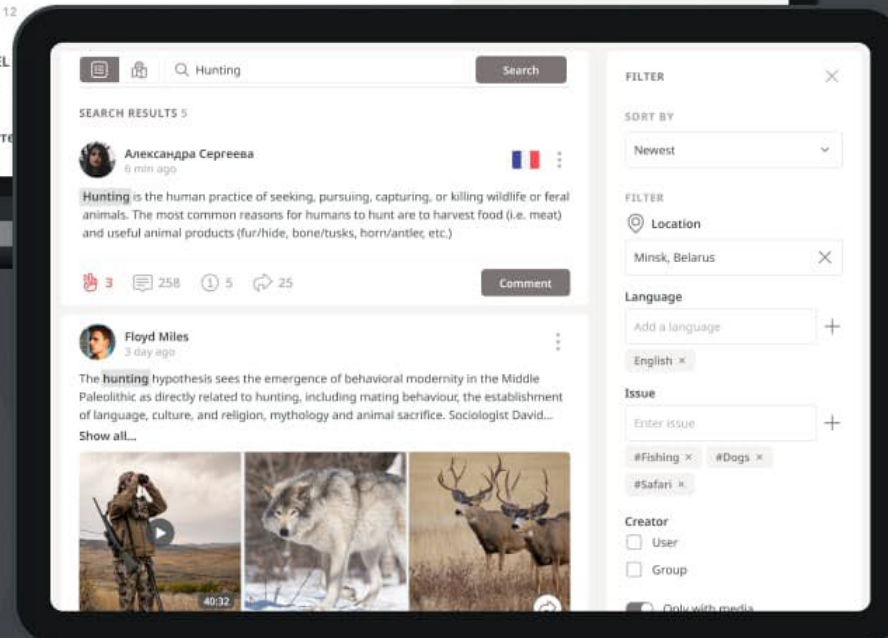


Why am I in UH.app?

I have dreamed of being a part of not just a team, but a part of a team where everyone is interested in the result.

Creating interfaces in design is extensive and one of the most important stages of development.

We immerse UH! Users in the topic deeply, study the issue carefully. We want to let them feel free and comfortable in the UH.app space.



About Technologies

UH.app development is carried out according to the microservice architecture. This style of engineering production bases on so-called Service Oriented Architecture (SOA). Application is structured around an assembly of interconnected services, where UH.app microservices are subdivided into smaller parts that are well-architected and provide to improve modularity.

Back-end technologies



Node.js



TypeScript



SendGrid
(Twilio)



Apache
Cassandra



Azure



Azure
Service Bus



Azure
Cosmos DB



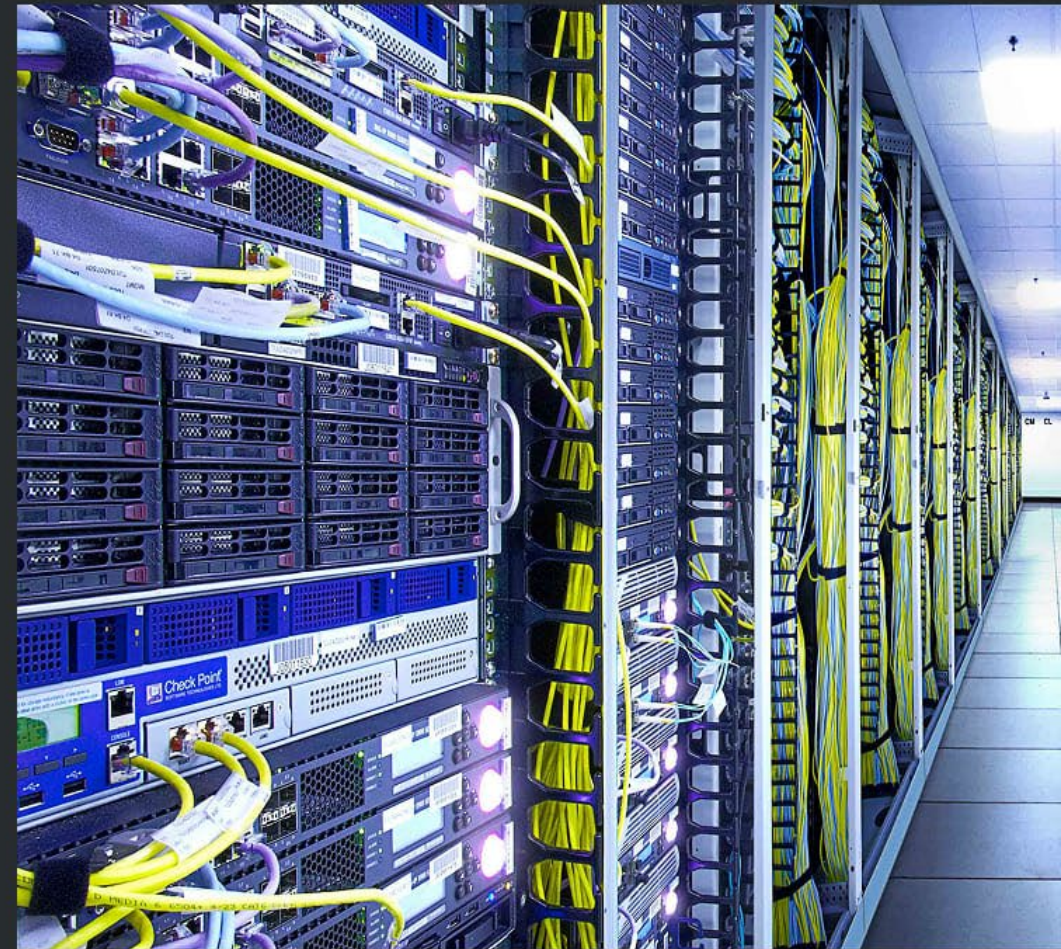
Twilio



REST API

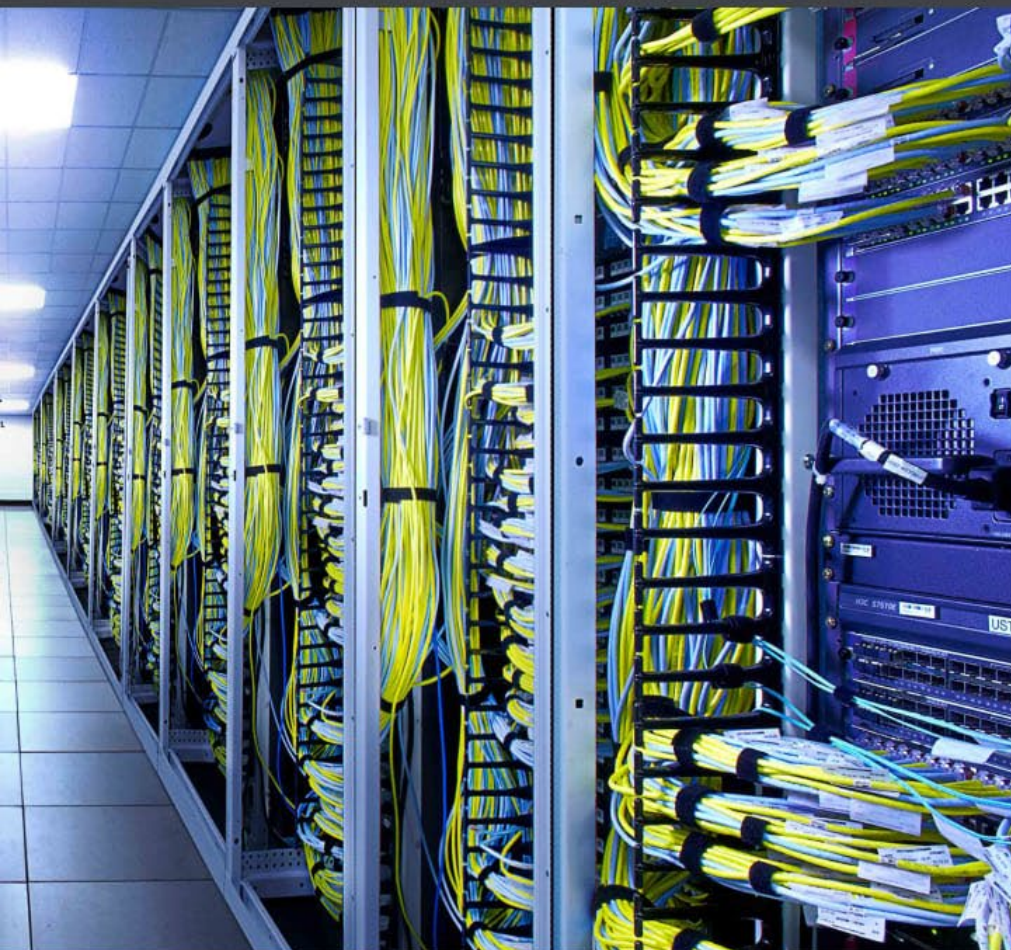


ElasticSearch



« To develop the applications, we use the Node.js platform. It is an open source, cross-platform runtime environment used to build web and server applications »

Pavel, UH.app developer



Using this approach of architecture, we obtain required indexes in flexibility, high scalability, continuous development, systematic organization.

Front-end technologies



Next.js



Mapbox



Expo



React Native



React



Yandex Maps



Google Maps



OpenWeather Map



GeoDB



Figma



Figma mirror



Miro



Styled Components

Own technologies



Palessit webdev



Geographyty



LVGN

Hunting & Cyberbullying

The use of social networks opens up both opportunities and risks at the same time. Hunting has never been as socially transparent as it is today. Never before has it's image been so malleable and open to influence through our own actions, but at the same time so vulnerable and open to attack.

Many people still believe that hunting an animal in its natural habitat is immoral. Therefore, food bloggers' publications gain thousands of likes, and hunters' accounts get blocked on all popular platforms, including Facebook, Instagram, Twitter, YouTube and TikTok. Cyberbullying and cyber harassment, also known as online bullying, are taking on truly terrifying proportions in the main social networks.

It's easy for us to find instances where the anti-hunting crowd has attacked a hunter for posting about their in-the-field successes. These attacks are generally below-the-belt shots that call hunters murderers, psychopaths, or even worse.

HUNTERS ABOUT HATE

Samantha Simpson

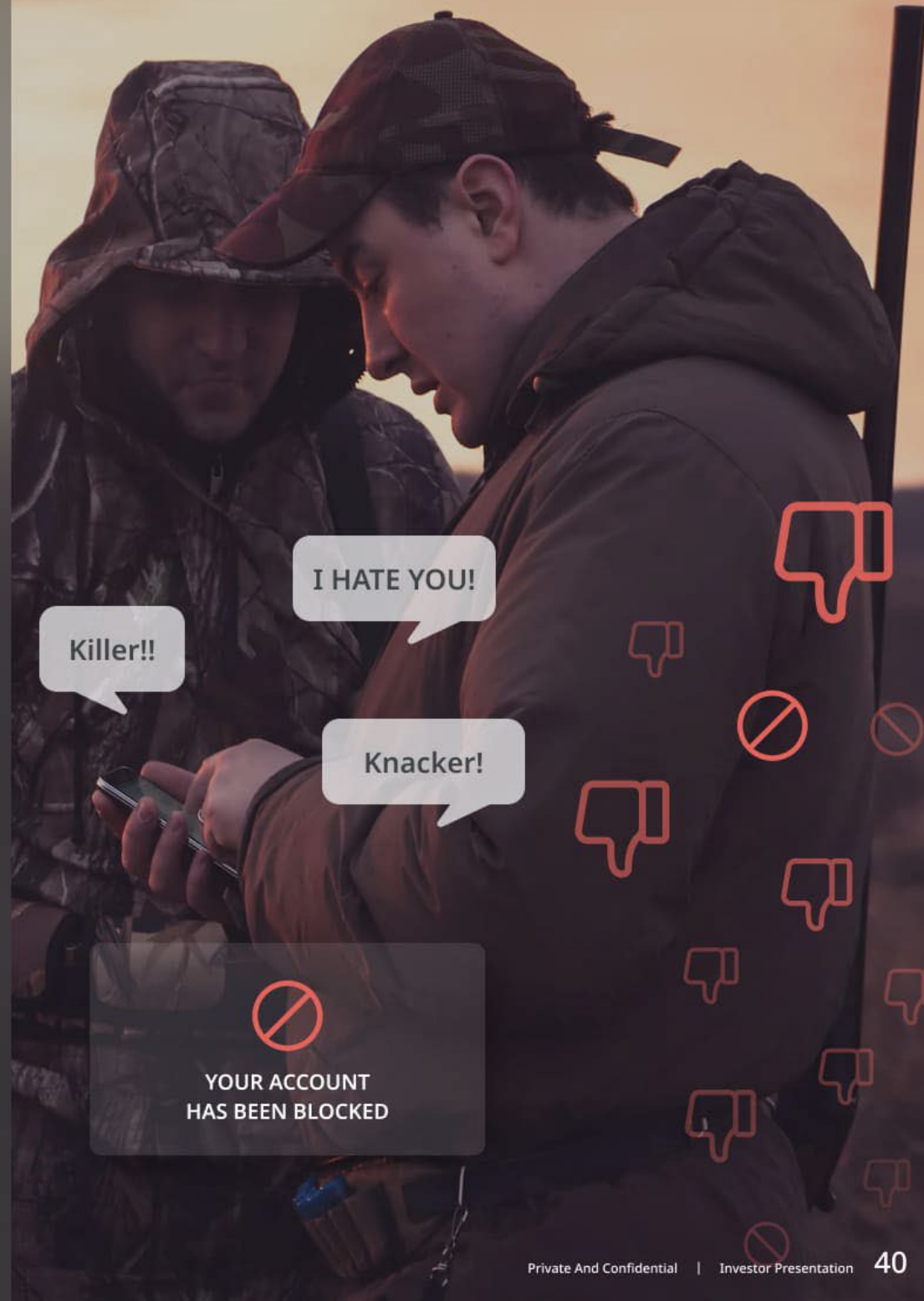
Samantha Simpson, 23, has been hunting for seven years, so social media has always been a part of how she shares photos and stories. Over the years, she has toggled her Instagram account back and forth from public to private. She deletes negative comments and tries to respond to critics with kindness instead of trading insults. But there are still barbs that get through to her. «People will guilt trip me like, «You're a woman, you're supposed to be giving life and bringing love into this world», Simpson said. People have said things like «I hope your whole family dies». Sometimes when she posts photos from coyote hunts with her husband, commenters will threaten to kill her pet dogs.

Daniel Waugh

Daniel Waugh of Emmett said people online make «veiled threats» not only at him but at his children. «I've had people make comments to my daughter that she has blood on her hands when she's 10 years old». Those comments are the ones that bother him most, though the 38-year-old gets plenty of hate himself. «If I'm taking a picture of an animal, I'm cognizant of any blood or if the tongue's hanging out, I'm trying to make it look a little less gory», Waugh said.

Melania Capitan

One of the most severe cases in terms of repercussions is that of Melania Capitan. In 2017, when the news broke that the young 27-year-old Spanish hunter and blogger took her own life after enduring severe cyberbullying, many posts were left on her social media pages celebrating her tragic suicide, presumably by many of the same people who bullied her in the first place.



UH.app is a timely and invaluable service for 50 million all over the world

The root of the issue is that hunting community has no any presentation in a positive way, there's no mutual understanding, there's no public support. Some of the largest global social media platforms are actively pursuing anti-hunting policies right now. All NON-hunting social networks refuse to accept materials where hunting would be served in a positive sense.

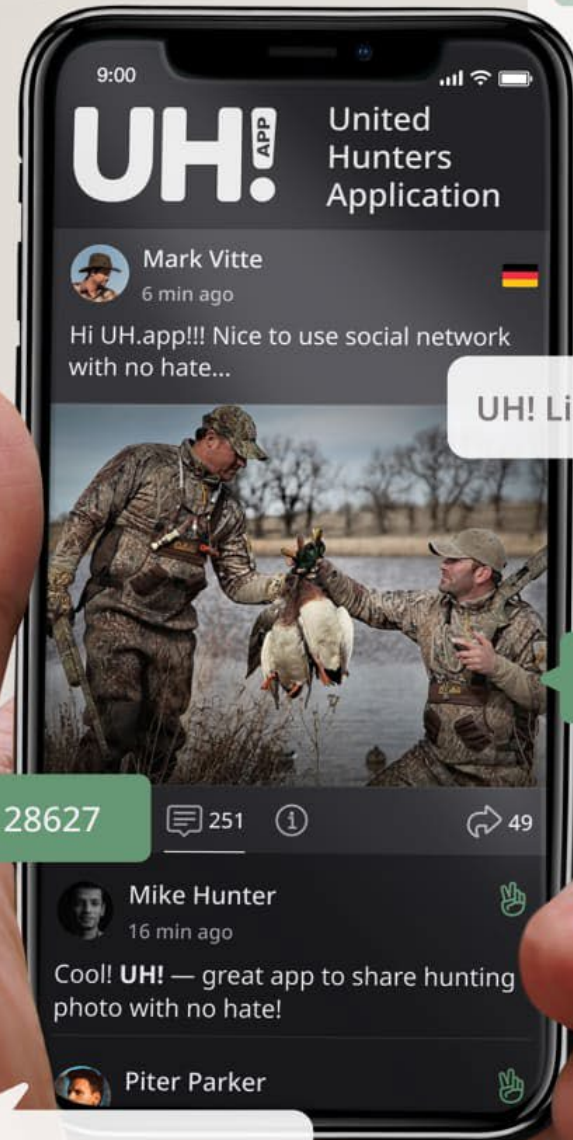
Hunting has always led to a number of discussions. The main reason for the conflict between animal rights activists and hunters is the overabundance of information with varying degrees of truthfulness. At the moment, the global hunting community has no social network to unite and protect them. Losing the opportunity to use social networks, hunters community is forced to communicate on thematic sites and forums. Attempts to create a global service were unsuccessful. Due to their narrow focus or locality, the vast majority of them have not received proper development and dissemination.

The logical solution seems to be the development and launch of a specialized service for hunters, which in fact will be able to unite more than 50 million hunters around the world. A service that can solve not only cultural problems (social tension), but also, can become an excellent business for the UH! Team and project investors.

United Hunters Application — an obvious solution for representing legal hunting society on the internet!

Bringing together individuals and companies, manufacturers and suppliers, government and non-profit organizations; growing worldwide **UH.app** will become the most popular hunting service in the world.

UH.APP IS THE BEST APPLICATION FOR HUNTERS!



FAMOUS HUNTERS WHO CHANGED THE WORLD

« *With God's will, we shall continue to work to protect our environment and our wildlife, as did our forefathers before us. It is a duty, and, if we fail, our children, rightly, will reproach us for squandering an essential part of their inheritance, and of our heritage* »

UAE Founding Father, the late Sheikh Zayed bin Sultan Al Nahyan





Nikolai II

He is from the Romanov Imperial House. He was the last Emperor of Russia, King of Congress Poland and Grand Duke of Finland. Colonel of the Guard. In addition, from the British monarchs he had the rank of Admiral of the Fleet and Field Marshal of the British Army

Hunting is one of the hobbies of the last Russian Emperor Nikolai II, who ruled Russia until 1917.

In adulthood, Nikolai II became an active hunter, he carefully described the participants in the hunt, its circumstances and hunting trophies (general and personal) in his diary. So, on December 8, 1891, he killed the first elk, leaving an entry in his diary: «The joy was great when I knocked him down!». His individual result on the hunt could reach hundreds and thousands of game specimens. In particular, the British Ambassador J. Buchanan said that on one of the hunts, Nikolai II personally killed 1,400 pheasants in one day. Nikolai II hunted in the suburbs of St. Petersburg, in Gatchina, the Finnish skerries of Virolahti, Belovezhskaya Pushcha. The emperor continued to hunt during the unstable period of the First Russian Revolution of 1905.

Yuri Gagarin and Alexei Leonov

Pilot-cosmonauts who made the first flight into space and the first spacewalk in the history of mankind. Heroes, cavaliers of the highest insignia of many states of the world

According to his daughter, Elena, Yuri Gagarin was a passionate hunter. He had a good eye, a lightning reaction and agility.

«He was very fond of wandering through the forest, and it was not such a hunt as it is now, in a warm shed lean-to waiting for a wild boar which is chased at you. It was a normal hunt, like in the countryside, when you had to walk through the forest, and you had to look for an animal, you had to spend time on this. Sometimes he came from hunting without prey», the woman shared on the air of the federal television channel.



Elizabeth II

The Queen of the United Kingdom and other Commonwealth realms

Hunting is one of the favorite sports in the UK Royal Family. This refers to hunting birds, especially pheasants. Every year, the chicks are specially bred on the estates. The season opens in early October and lasts until the end of January. All the male members of the royal family, including Princes William and Harry, are passionate hunters and excellent marksmen.



Sheikh Mohammed bin Rashid Al Maktoum,

is the Vice President and Prime Minister of the United Arab Emirates (UAE), its Minister of Defence, as well as the Ruler of the Emirate of Dubai

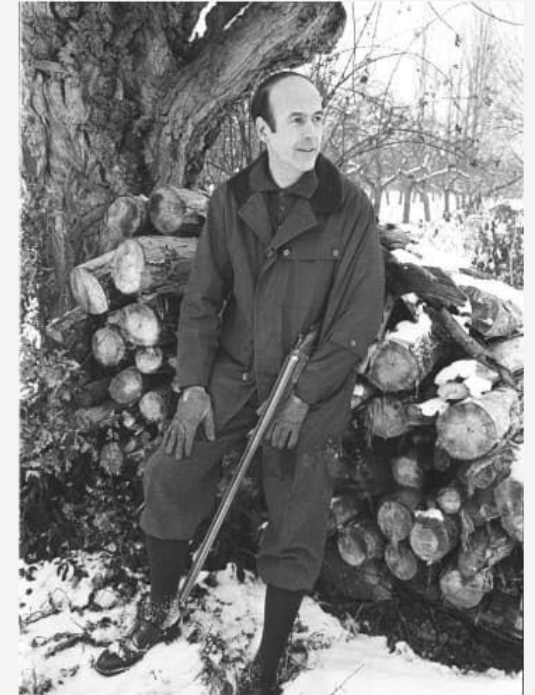
«We cherish our environment because it is an integral part of our country. On land and in the sea, our forefathers lived and survived in this environment. They were able to do so only because they recognised the need to conserve it, to take from it only what they needed to live and to preserve it for succeeding generations», — said Sheikh Zayed.

David Beckham and Guy Ritchie

British footballer and british film director

In the United Kingdom, in the midst of a hunting season — the traditional entertainment of The Foggy Albion — hunting not only goes to mere mortals, but also stars — for example, footballer David Beckham and director Guy Ritchie.

The football and style icon and one of the best directors of modern times went out of town to spend a quiet weekend in the company of men and shoot grouse. After hunting, friends enjoyed barbecues.



Valéry Giscard d'Estaing

Valérie Rene Marie Georges Giscard d'Estaing was a French statesman and politician, 20th President of the French Republic from 1974 to 1981

He brought presidential hunts back into fashion. He hunted with the President of the Constitutional Council, with the CEO of a large company, with the Duke of Edinburgh, with Juan Carlos...

He changed practices and asked that the touts be dressed in white shirts and ties. There was a need for high-end hunting which would be a tool of influence for the State, for its power. He didn't want us to go home empty-handed. He managed to make sure the scoreboard was important.

Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum Crown Prince of Dubai and Chairman of the Executive Council

A member of the ruling dynasty of the Emirate of Dubai, the son of Sheikh Mohammed bin Rashid Al Maktoum

Sheikh is known for his love of animals, he is an active defender of the environment. Hamdan took a photo of a pacified pair of birds and posted on his social networks. The video was viewed more than two million times.

It is reported that The Prince strictly forbade anyone to approach the car and alarm the birds. The territory was surrounded by a barrier tape. The Sheikh made a video of birds from a short distance by his own.



Leonid Ilyich Brezhnev

A Soviet politician

Brezhnev was an excellent shooter. In hunting, he knew a lot and rarely missed. During the hunt, he got 4 or 5 trophies, only after that Leonid Ilyich returned to Moscow with a clear conscience. He usually hunted trophy like wild boars, less often elk and red deer.

Brezhnev had a whole collection of weapons, there were about 90 guns alone. Basically, these were gifts for birthdays or anniversaries of dates for the USSR. The weapons were stored here at «Zavidovo» in three huge safes. For example, Leonid Ilyich liked to take a double-barrel shotgun of domestic production, on a large beast.



Ernest Miller Hemingway

An American novelist, war correspondent, he was awarded the 1954 Nobel Prize in Literature

But when you cannot shoot you can remember shooting and I would rather stay home, now, this afternoon and write about it than go out and sail clay saucers in the wind, trying to break them and wishing they were what they're not.

But this is supposed to be about shooting, not about books, although some of the best shooting I remember was in Tolstoy... When you have loved three things all your life, from the earliest you can remember: to fish, to shoot, to read; and when, all your life, the necessity to write has been your master, you learn to remember and, when you think back you remember more fishing and shooting and reading than anything else and that is a pleasure.



Global hunting market

>\$100
billion
annual global hunting market

- 41% Private individual
- 31% Business
- 28% Non-Profit Organizations



Global hunting audience

The global hunting and fishing market is expected to grow steadily at 6.2% per year from 2022 to 2027. The United States is the largest domestic market, accounting for almost 30% of the total market turnover. However, the strongest growth is expected in China, with a compound annual growth rate of 9.6% per year over the next five years. Italy, meanwhile, is the third largest European market with **750,000** active hunters, behind France and Spain with 1.2 million and **980,000** active hunters.

>50
million
hunters in the world

Country	Area (km ²)	Population (millions)	Ratio (hunters/ population)	Hunters (number)	Hunters (% of total population)	Hunters (per km ²)
Canada	9,984,670	34.7	1:14	2,482,678	7.15	0.25
Finland	338,448	5.2	1:17	308,000	5.92	0.91
Cyprus	5,896	0.8	1:18	45,000	5.63	7.63
Norway	385,207	4.7	1:25	190,000	4.04	0.49
Malta	316	0.4	1:27	15,000	3.75	47.47
USA	9,826,675	323.1	1:28	11,453,000	3.54	1.17
Sweden	447,435	9.0	1:31	290,000	3.22	0.65
Denmark	42,921	5.5	1:33	165,000	3.00	3.84
Ireland	70,273	4.2	1:46	104,000	2.48	1.48
Greece	131,957	10.7	1:46	235,000	2.20	1.78
Spain	505,970	45.0	1:46	980,000	2.18	1.94
Portugal	92,212	10.7	1:47	230,000	2.15	2.49
France	543,965	64.1	1:48	1,331,000	2.08	2.45
Russia	17,125,200	143.2	1:51	2,800,000	1.96	0.16
Bulgaria	110,994	7.7	1:70	110,000	1.43	0.99
Austria	83,879	8.3	1:70	118,000	1.42	1.41
Great Britain	242,495	61.1	1:76	800,000	1.31	3.30
Italy	301,338	58.1	1:77	750,000	1.29	2.49
Estonia	45,339	1.3	1:78	16,600	1.28	0.37
Croatia	56,594	4.5	1:82	55,000	1.22	0.97
Slovenia	20,273	2.0	1:91	22,000	1.10	1.09
Latvia	64,589	2.3	1:92	25,000	1.09	0.39
Czech Republic	78,866	10.2	1:93	110,000	1.08	1.39
Slovakia	49,034	5.4	1:98	55,000	1.02	1.12
Lithuania	65,300	3.6	1:113	32,000	0.89	0.49
Hungary	93,036	9.9	1:180	55,000	0.56	0.59
Germany	357,578	82.5	1:235	351,000	0.43	0.98
Luxembourg	2,586	0.5	1:250	2,000	0.40	0.77
Switzerland	41,285	7.6	1:253	30,000	0.39	0.73
Poland	312,696	38.5	1:363	106,000	0.28	0.34
Romania	238,391	22.2	1:370	60,000	0.27	0.25
Belgium	30,688	10.4	1:452	23,000	0.22	0.75
Netherlands	41,543	16.7	1:593	28,170	0.17	0.68



Europe

Hunting in Europe is a tradition! Although Europe is very small compared to other continents, here you can hunt a variety of animals: roe deer, boars, mouflons, gazelles, deer, hares, pheasants and partridges, etc.

But the most valuable species for the trophy hunter are the species, of course, the animal species endemic to Europe: alpine goat, subspecies of goats living in Spain — bison.

Millions of European hunters support flora and fauna through their animal population management, their knowledge of ecosystems and the conservation of natural spaces. France — the country's first in Europe in the number of practicing hunters — more than a million and this figure has been growing for several years. Spain and Italy, Germany and the United Kingdom follow. But if you look at the share of hunters per capita, on this list are leading Norway, Finland, Sweden and Denmark, hunting is popular and widespread among the population.

It is worth noting that hunting in Europe is an elite hobby. Studies have shown that the annual cost of hunting one hunter varies by country, for example, in Belgium — 5800 euros, Spain — 2450, Scotland — 1720, France — 1700. The total cost of hunting in Europe can be estimated at about 10 billion euros per year.

Special fame and respect among connoisseurs of hunting traditions earned the Spanish Royal Hunt — Montería, the traditions and rules of which were formed in the XIII century. Montería is a drive hunt for deer, boar and, in some cases, doe and mouflon, using a huge number of dogs (sometimes up to 900!). More emphasis is placed on the quantity of game, not on the quality of the trophies. The main difference in Montería today is the use of modern weapons and the ability to touch the ancient hunting traditions not only aristocrats, but also ordinary people.

Hunting in Europe is an activity with exclusively social, cultural and environmental benefits. Today, hunting has become a tribute to tradition, with the preservation of features and signs of national culture. **UH!**





Asia

The hunting industry in Asia is very different from Europe. It is extremely diverse in individual countries by objects, methods and level of development, and the range is very large, and the share of fishing industry, including the economy «for itself», is very high. Due to a lack of knowledge of the hunting industry in many Asian countries, it is estimated that in Asia there are at least 6-8 million hunters.

Hunting in Asia is a great adventure. The continent offers not only excellent hunting, but also fantastic opportunities for tourism, with the opportunity to get acquainted with different cultures. For mountain hunters, Asia is a truly inexhaustible resource hunting for a variety of mountain hoofed animal: all kinds of argals, mouflons, maroors, capricorns, urials, sulphurs, taras, each of which can be the most worthy decoration of any hunting collection! In Asia, it is also possible to hunt bears, gazelles, deer and other game. Among birds, hunters are interested in turacs, or francolins, several species of shrub chickens, including bankivska chicken, various pheasant, etc. Numerous wetland birds are also here.

Falconry is known to be very popular in the most densely populated region of the Middle East. Hunting with a golden eagle has been practiced since ancient times in Central Asia, but now it is more an art than hunting, even demonstration competitions are held.

In China, hunting enthusiasts are no less than in other countries. Hunting today is the best way to demonstrate wealth and power. The possession of weapons is strictly controlled by the state, so Chinese hunters have a great interest in other countries, especially the European Hunt. They are willing to spend a lot of money (for equipment and transfer) for the opportunity to shoot in other countries.

Hunting in Japan, as in China, expensive hobby and enjoy it often do not allow remoteness of hunting grounds, economic reasons and lack of leisure time. The population of Japan is about 127 million people, including 250,000 hunters. Compared to other countries, the percentage of hunters in Japan is lower, but the number of hunters has been increasing in recent years, averaging 10 per cent per year. Currently, only 17 species of mammals are allowed to hunt in Japan, including black and brown bears, wild boar, spotted deer, foxes and others. Fifty-one species of migratory birds are allowed.

Asia is not the easiest place to hunt, but it rewards a patient hunter generously. **UH!**





Africa

Africa has a special place in the hearts and souls of many hunters. In addition to the world-famous Kruger National Park, South Africa has about 150 national parks and reserves, including natural, marine, forest, botanical and other. In East Africa, especially Tanzania, Ethiopia, and Mozambique, there are large areas of wildlife inhabited by animals such as lions, buffaloes, leopards, and elephants.

Until today, poachers operate in some parts of Africa. Rhinos, elephants, as well as lions are ruthlessly persecuted by entire gangs. The prospect of large money, especially in poor countries, encourages people to earn from poaching, due to lack of employment in many regions. Some poachers don't even know what global damage they're doing to nature.

At the same time, there are more than 10,000 wild farms that specialize in breeding large game for hunting. There are three times as many people working there as on regular livestock farms. Thousands of tourists come to the cape every year for recreation. Farms, in turn, offer individual trips for all hunters.

Many hundreds of farms and hunting grounds help to control communal lands, providing not only economic incentives, but also well-managed animal populations. Namibia, for example, is one of the few places in Africa where wildlife is on the rise. Many of the world's major conservation organizations, including the WWF (World Wildlife Fund), continue to support hunting because they consider the hunting community a key ally in conservation.

The public policy of Africa is fully focused on the development of hunting, which has almost quadrupled the number of hunting animals in that country over the past 15 years. **UH!**





Australia and Oceania

Australia is unique! Australia's population density is one of the lowest in the world — just 2.8 people per square kilometer. Most people live on the coast. The total population of Australia is about 25 million people. According to the survey, there are 200,000 to 350,000 amateur hunters in the country. There are about 5.8 million legal weapons on the continent: pneumatic, single-shot, bolted, pump, lever, and semi-automatic.

Hunting in Australia is a real adventure. To a large extent, the continent attracts hunters to its uncharted territory with rare banteng, aquatic game and wild boar populations. Avid hunter Australia is primarily interested in the unique animal — water buffalo, as it is included in the list of trophy animals SCI (Safari Club International).

Throughout the territory there are many species of deer including sambar. Kangaroos exist in such numbers that they are a scourge in some areas, but the Government has taken measures to protect these animals: they have a strict limit on shooting. Rabbits, wild boars and other introduced mammals are also often hunted here.

Hunting has always been a popular pastime in New Zealand. First of all, as a way to get food, and second, being at the same time as sport or an entertainment. It is a small state with a population of 4.8 million people and has about 50,000 hunters.

All of New Zealand's wildlife was introduced by settlers a century ago and a healthy population quickly developed in a suitable habitat. New Zealand is the preferred destination for the grand trophy of red deer and mountain game. Depending on the region and territory, it is possible to hunt elk, deer, spotted deer and white-tailed deer. In the green areas, hunting is free. Often, the state grants explicit permission to hunt certain types of introduced game, to repair damage to New Zealand's landscape and ancestral species in the long term.

Australia and Oceania are undeniably the ideal hunting grounds. **UHI!**





South America

To visit South America — is a dream of many hunters. Every year, the country is visited by more than 20,000 hunters, including many women. There are many corners of virgin nature where there is a great abundance of game and fish. «Repertoire» of American hunting is very diverse! The variety of fauna, long-standing traditions and skillful organization of commercial hunts conducted according to well-designed rules, as well as the professionalism and integrity of the outsourcers and guides make hunting on American lands one of the best recreational and sports in the world.

Argentina and Uruguay — countries where you can plunge into the world of hunting. The most popular type of hunting — is bird hunting (pigeons, duck, partridge, etc. species). But it was the doves, hundreds of millions of them, that made this region famous. Pigeons and wood pigeons are considered agricultural pests in some countries and can be shot year-round. South American pigeon hunting is an unforgettable experience that should be on the list of every serious hunter.

There's not much information about Latin America, but we know that hunting there is a way to earn a living. We can only assume there's a problem with illegal hunting.

South America is also known for hunting of red deer, which were released in Patagonia Argentina about 100 years ago. There are also many other species, including boar, buffalo, blackbuck and deer. Popular in South America and hunting capybara, collar bakers and cougar. **UHI**





North America

The incredible scenery of North America, as well as a wide range of hunts and trophies undoubtedly attract hunters from all over the world. Hunting opportunities in North America are enormous.

North America's wildlife population has grown across the continent over the last century, thanks to the «North American wildlife conservation model», which relies on incomes from hunters to buy licenses and bonuses for hunting equipment.

More than 40 million people a year acquire permits for sports hunting and fishing. One in five men on the continent over the age of 18 are fishermen or hunters. Tens of millions of people spend many days observing, tracking, and photographing wildlife.

The number of amateur hunters (not constant, changing from year to year) in the United States — 11.5 million in Canada — 2.5 million. The average hunting load per km² of North American territory is about 1 person, it is extremely heterogeneous and depends on many factors, especially game concentration, remoteness and availability of hunting grounds.

The goals of the American hunter are in many ways different from European hunters. As the well-known English hunter W. Newland wrote, he studied hunting in the United States in the mid-1960s. An American hunter, especially a citizen, has less interest in the prey than in its pursuit, and in a difficult and harsh environment.

For an American hunter, it means a lot to possess hunting weapons and other equipment. It often has several shotguns, including rifled ones, which in turn has a positive effect on marketing and leads to the opening of large and small shops, diversified services, sites such as Cabelas. **UH!**





« In a civilized and cultivated country wild animals only continue to exist at all when preserved by sportsmen. The excellent people who protest against all hunting, and consider sportsmen as enemies of wild life, are ignorant of the fact that in reality the genuine sportsman is by all odds the most important factor in keeping the larger and more valuable wild creatures from total extermination »

Theodore Roosevelt

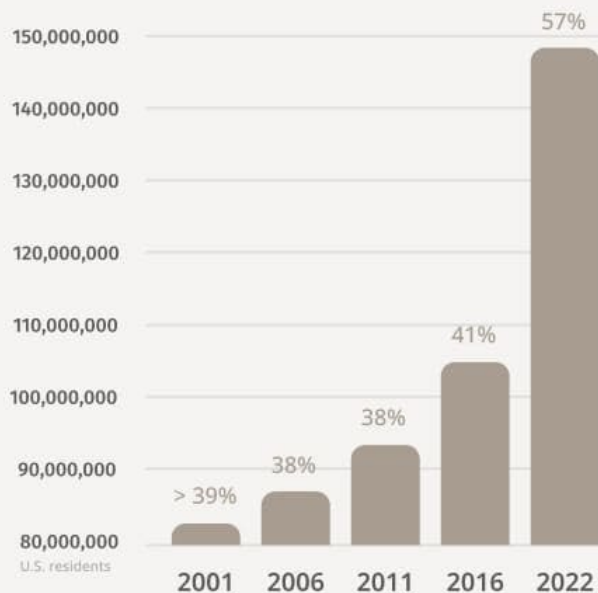
Hunting in America

Hunting market research on the example of the USA

Hunting is a grand tradition in America, loved and practiced by millions of people each year. Despite stereotypical images of hunters, the truth is that hunting is enjoyed by men, women and youth who hail from various social, cultural and ethnic backgrounds.

Hunting also benefits wildlife and natural resources management. Sportsman spending provides an essential funding source for conservation efforts that improve habitat for game as well as non-game species. At the same time, the billions of dollars generated by hunting supports businesses and provides thousands of jobs.

U.S. residents 16 years old and older, participated in wildlife-related recreational activities



U.S. is the largest domestic market, accounting for ~30% of the **global market** turnover

Hunting Participation

(National participation rate: 6 percent)



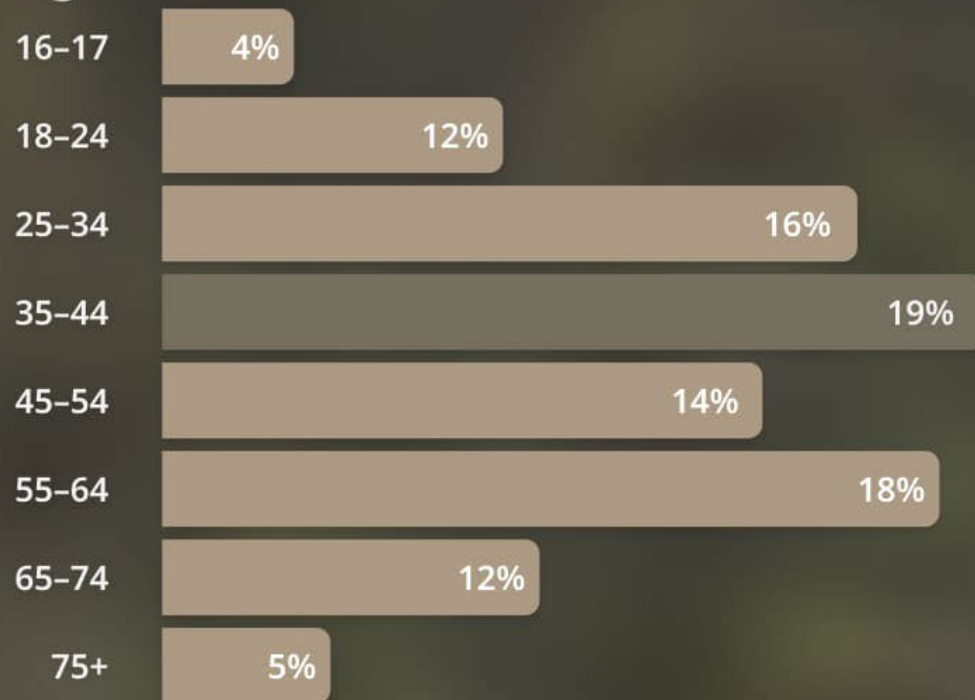


Based on official USA statistics

Total number of hunters
in the USA in 2022:

14,4
million

Age



77% Men

23% Women





Based on official USA statistics

Hunters, by Selected Characteristics

(State population 16 years and older)

The 2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation revealed that over 150 million U.S. residents 16 years and older participated in wildlife-related recreation.

In 2022, 14.4 million people 16 years old and older enjoyed hunting within the United States. They hunted 241 million days and took 165 million trips. Hunting expenditures totaled \$45.2 billion.

Of the U.S. population 16 years old and older, 9 percent of males, 2 percent of females, and 4 percent of other genders enjoyed hunting in 2022. Of the 14.4 million participants who hunted, 77 percent (11.0 million) were male, 22 percent (3.1 million) were female, and 1 percent (0.2 million) were another gender.

ENJOY HUNTING

>6% of USA population

>9% USA male population

10% of highly educated people in USA

		POPULATION		HUNTERS		
		TOTAL				
		259,434,526	100%	14,374,589	6 % Pop.	100%
SEX	Male	124,186,349	48%	11,037,478	9% Pop.	77%
	Female	134,503,954	51%	3,299,224	6% Pop.	23%
AGE	16 to 17 years	8,498,598	3%	537,312	6% Pop.	4%
	18 to 24 years	26,877,855	10%	1,672,225	6% Pop.	12%
	25 to 34 years	44,002,413	17%	2,304,482	5% Pop.	16%
	35 to 44 years	42,986,685	17%	2,792,085	6% Pop.	19%
	45 to 54 years	39,901,055	15%	1,992,740	5% Pop.	14%
	55 to 64 years	42,136,736	16%	2,581,922	6% Pop.	18%
	65 years and older	54,355,326	21%	2,449,531	5% Pop.	17%
	65 to 74 years	33,283,182	13%	1,772,070	5% Pop.	12%
	75 and older	21,072,144	8%	677,460	3% Pop.	5%
ANNUAL HOUSEHOLD INCOME	Less than \$10,000	29,217,437	11%	1,119,378	4% Pop.	8%
	\$10,000 to \$14,999	14,251,099	5%	569,415	4% Pop.	4%
	\$15,000 to \$24,999	23,940,187	9%	1,062,763	4% Pop.	7%
	\$25,000 to \$34,999	27,338,398	11%	1,236,139	5% Pop.	9%
	\$35,000 to \$49,999	33,367,728	13%	1,676,031	5% Pop.	12%
	\$50,000 to \$74,999	42,227,872	16%	2,608,914	6% Pop.	18%
	\$75,000 to \$99,999	30,728,243	12%	1,960,785	6% Pop.	14%
	\$100,000 to \$149,999	30,107,820	12%	2,116,724	7% Pop.	15%
	\$150,000 to \$199,999	11,557,976	4%	1,023,192	9% Pop.	7%
	\$200,000 or more	11,430,857	4%	686,090	6% Pop.	5%
	Not reported	5,266,909	2%	315,157	6% Pop.	2%
RESIDENCE DENSITY	Urban	207,550,596	80%	8,264,303	4% Pop.	57%
	Rural	51,273,801	20%	6,034,917	12% Pop.	42%
RESIDENCE SIZE	Metropolitan Statistical Area (MSA)					
	1,000,000 or more	120,312,780	46%	4,906,065	4% Pop.	34%
	250,000 to 999,999	45,157,567	17%	2,542,293	6% Pop.	18%
	50,000 to 249,999	21,052,174	8%	1,632,180	8% Pop.	11%
	Micropolitan (10-50,000)	18,009,250	7%	1,765,228	10% Pop.	12%
	Outside MSA	54,292,625	21%	3,453,454	6% Pop.	24%
EDUCATION	Less than high school	14,682,040	6%	753,338	5% Pop.	5%
	High school degree	86,266,448	33%	5,225,753	6% Pop.	36%
	Some college	72,864,202	28%	4,296,921	6% Pop.	30%
	Bachelor's degree	44,926,022	17%	2,177,871	5% Pop.	15%
	Graduate school	37,463,385	14%	1,649,679	4% Pop.	11%
ETHNICITY	Hispanic	44,808,283	17%	1,951,569	4% Pop.	14%
	Non-Hispanic	213,603,262	82%	12,330,388	6% Pop.	86%
RACE	White	178,338,033	69%	11,052,032	6% Pop.	77%
	African American	36,128,351	14%	1,535,179	4% Pop.	11%
	Asian American	10,859,254	4%	774,899	7% Pop.	5%
	All others	51,100,210	25%	1,711,087	3% Pop.	12%



Based on official USA statistics

Paid hunting license holders in the USA in 2022: **15,4** million



Statista. Number of paid license in USA from 2004 to 2023

Total licenses issued in the USA in 2022: **39,2** million



National Survey of Fishing, Hunting, and Wildlife-Associated Recreation





Based on official USA statistics

License Holders and Related Costs 2010-2023

These dashboards present licenses issued as reported by the states. The licenses are grouped by apportionment year. The apportionment year is two years after the states issued the licenses. For example, costs and number of license holders for 2021 represent license sales that occurred in 2019.

Participating in hunting and fishing generally requires state licenses to engage in these activities. Fees and revenues generated from licenses must be used for fish and wildlife conservation programs.

This information does not include licenses that do not meet the requirements of 50 CFR Part 80 or individuals are who not required to have a license. This information does not represent licenses issued for free, and in some cases individuals in some states may hunt or fish but are not required to have any license (e.g. landowners on their own property, people in certain age groups).

The table shows the nominal or unadjusted actual costs (excluding inflation) in dollars.

YEAR	HUNTING LICENSES, TAGS, PERMITS AND STAMPS	PAID HUNTING LICENSE HOLDERS	GROSS COST HUNTING LICENSES
2023	38,689,087	15,938,891	\$1,015,040,127
2022	39,190,651	15,386,273	\$971,026,938
2021	34,712,508	15,202,669	\$918,478,259
2020	35,091,264	15,158,443	\$902,356,898
2019	31,230,817	15,544,849	\$896,489,571
2018	33,476,898	15,620,578	\$872,190,189
2017	33,313,953	15,486,123	\$853,044,890
2016	32,944,242	15,413,638	\$824,973,807
2015	32,681,851	14,843,895	\$821,021,855
2014	32,105,197	14,597,091	\$806,474,977
2013	33,439,031	14,631,327	\$790,108,759
2012	32,519,423	14,960,522	\$795,780,902
2011	31,517,650	14,974,534	\$783,958,246
2010	30,873,334	14,448,040	\$776,886,269

+30% Gross Cost Hunting Licenses increased from 2010-2021

+5% Total Paid Hunting License Holders increased from 2010-2021

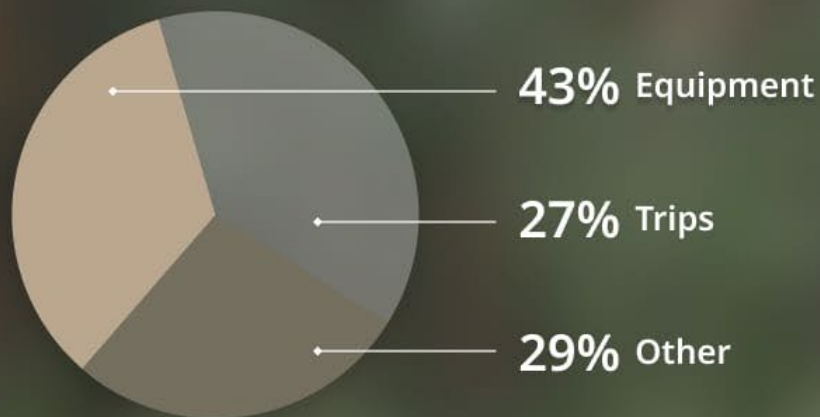




Based on official USA statistics

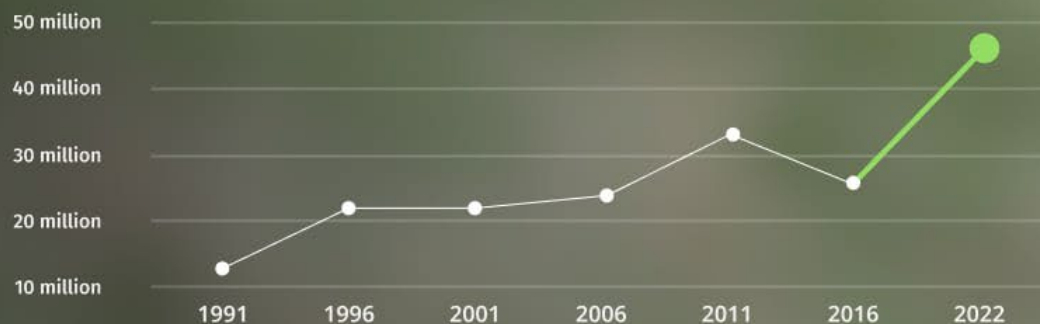
In total, USA hunters spent in 2022:

\$45,2
billion



\$3,176 average American Hunter spent in 2016

Hunters' expenses from 1991 to 2022





Based on official USA statistics

US residents
spend on hunting
each year

241+
million days

Expenditures for Hunting

(State population 16 years and older)

Of the \$45.2 billion spent by hunters in 2022, 27 percent, \$12.3 billion, was spent on trip-related expenses. Equipment expenditures for hunting totaled \$19.6 billion in 2022, 43 percent of all hunting expenses. Hunting equipment, such as rifles, telescopic sights, and ammunition, totaled \$7.9 billion, or 40 percent of all equipment costs.

Expenditures for auxiliary equipment, including camping equipment, binoculars, and special hunting clothing, accounted for \$3.9 billion or 20 percent of all equipment expenses.

Special equipment, such as campers or all-terrain vehicles, amounted to \$7.7 billion or 40 percent of all equipment expenditures.

Other expenditures such as licenses and land leasing and owning accounted for 29 percent of all hunting expenditures, at \$13.3 billion.

	EXPENDITURES			SPENDERS
	AMOUNT (\$)	AVERAGE PER HUNTER (\$)	NUMBER	AVERAGE PER SPENDER (\$)
TOTAL	45,221,096,403	3,146	13,854,558	3,264
TOTAL TRIP-RELATED	12,322,736,006	857	12,191,391	1,011
HUNTING EQUIPMENT	7,903,537,189	550	10,555,584	749
AUXILIARY EQUIPMENT	3,947,958,433	275	8,440,300	468
SPECIAL EQUIPMENT	7,742,558,419	539	3,351,210	2,310
OTHER EXPENDITURES	13,304,306,355	926	11,734,306	1,134



Based on official USA statistics

Economic Impacts of Hunting and Target Shooting in the USA. Total Multiplier Effect*

\$109,9 billion

*Total Multiplier Effect — also known as «total output» or «total economic effect», this measure reports the sum of the direct, indirect, and induced contributions resulting from the original retail sale. This figure explains the total activity in the economy generated by a retail sale. Another way to look at this figure is, if the activity in question were to disappear and participants did not spend their money elsewhere, the economy would contract by this amount.



Sportsmen's Alliance Foundation - Economic Impacts of Hunting and Target Shooting - Technical Report

Number of businesses in the hunting and trapping sector in the USA in 2022:

15,720



Statista - Number of businesses in the hunting and trapping sector in the United States from 2012 to 2022



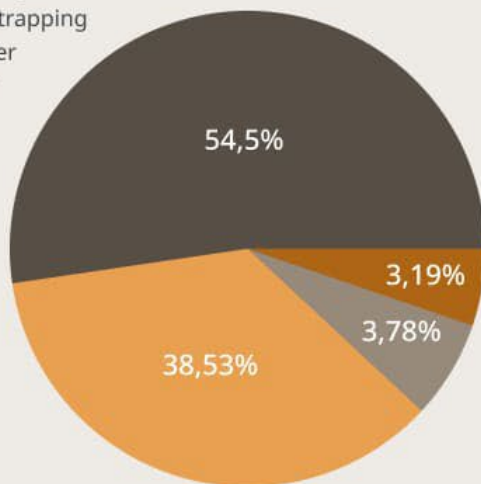


Based on official USA statistics

Hunting & Trapping industry jobs

Fishing and hunting workers represent the largest share of positions held in fishing, hunting & trapping at 54.5%, followed by farmers, ranchers, other agricultural managers with 3.78% and other managers with 3.19%.

- Fishing and hunting workers
- Farmers, ranchers & other agricultural managers
- Law & financial workers, travel guides and other
- Other managers



	Annual Salary	Monthly Pay	Weekly Pay	Hourly Wage
75th Percentile	\$90,000	\$7,500	\$1,730	\$43
Average	\$72,808	\$6,067	\$1,400	\$35
25th Percentile	\$41,500	\$3,458	\$798	\$20

17,23
thousands

Hunting & Trapping sector
employees in the USA
in the 2022

Top 10 professions in Hunting industry

Outfitter

responsible for helping clients prepare for a hunt

\$31,506 per year

Gunsmith

responsible for building and repairing guns and supplemental equipment

\$36,207 per year

Hunting guide

responsible for accompanying hunters on trips

\$39,536 per year

Store manager

responsible for overseeing the operations of a retail store

\$45,682 per year

Outdoor writer

responsible for creating written content about outdoor topics, including hunting

\$61,219 per year

Fisherman

responsible for utilizing specific techniques to catch fish for a variety of uses

\$66,864 per year

Communications manager

responsible for promoting their company's brand and offerings to an audience

\$67,237 per year

Wildlife biologist

responsible for studying wild animals to find out more about them and their environment

\$71,836 per year

Outdoor videographer

responsible for capturing content through the use of video equipment

\$73,981 per year

Land manager

responsible for maintaining and developing land, including the forests and other environments

\$80,737 per year



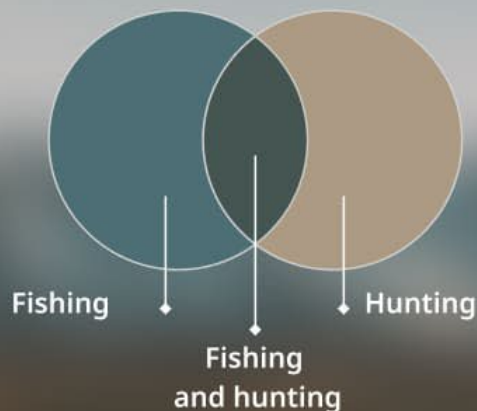
Based on official USA statistics

USA Hunters and anglers spent a total in 2022

\$144,6 billion

In 2022, 54.3 million U.S. residents 16 years and older went fishing and hunting.

This includes 39.9 million who fished and 14.4 million who hunted.



Costs of travels

Food, accommodation, transport, others

\$48,9 billion



Costs of equipments

Weapons, rifles, ammunition, clothing
tourist equipment, binoculars

\$60,3 billion



Other expenditures

Books, membership, licenses, tags

\$35,4 billion





Based on official USA statistics

Summary of Expenditures for Fishing and Hunting

(State population 16 years and older, data provided for 2022)

In 2022, Americans spent \$144.8 billion on fishing and hunting. Of that, \$48.9 billion — 34 percent, was for trip-related expenditures, including food, lodging, and transportation, while equipment expenditures amounted to \$60.3 billion, 42 percent of the total. Other expenditures — magazines, membership dues, contributions, land leasing and ownership, and licenses, stamps, tags, and permits — accounted for \$35.4 billion, or 24 percent of all expenditures.

	EXPENDITURES				SPENDERS	
	AMOUNT (thousands of \$)		NUMBER		AVERAGE PER SPENDER (\$)	
	HUNTING	FISHING	HUNTING	FISHING	HUNTING	FISHING
TOTAL	45,221,096,403	99,422,180,761	13,854,558	38,862,006	3,264	2,558
TOTAL TRIP-RELATED	12,322,736,006	36,604,110,918	12,191,391	37,341,147	1,011	980
EQUIPMENT EXPENDITURES	7,903,537,189	8,660,298,983	10,555,584	29,126,920	749	297
AUXILIARY EQUIPMENT	3,947,958,433	4,326,757,061	8,440,300	14,771,669	468	293
SPECIAL EQUIPMENT	7,742,558,419	27,747,888,134	3,351,210	7,908,496	2,310	3,509
OTHER EXPENDITURES	13,304,306,355	22,083,125,666	11,734,306	29,268,567	1,134	754

\$250billion
Wildlife recreationists spent

54,3million
Hunters and anglers in USA

9,7million people
both fished and hunted in 2022

«Fishing solves most of my problems.
Hunting solves the rest!»

Our worthy competitor

An application for hunters that could compete with us does not exist.

Apps currently found on the Internet do not provide such a wide variety of services as **UH.app** and are unable to fully meet the needs of our target audience. The most distinctive features of our project is the creation of an application not only for entertainment, but also for tracking animal populations, regulating hunting all over the world, spreading information and connecting people.

The only worthy competitor that we can compare ourselves to is **Fishbrain**. It's the №1 fishing app with over 15 million users. Fishing is one of the oldest traits. It helped people survive, provided food in difficult climate conditions, but hunting is just as ancient and popular!

*Fishbrain is a Soonicorn!

The Soonicorns — soon to be Unicorns — are the handful of highly valued startups which have successfully grown out of their nascency to attract valuations of over a few hundred millions. These companies in the coming years will take on the journey to becoming the elite Unicorns.



Fishbrain - the world's
most popular fishing app

Fishbrain is a mobile app, and online platform for anglers that provides map-based tools, social networking features, fishing forecasts, and data-backed recommendations on fishing gear.

FOUNDED	2010 year
VALUATION (NOV 2022)*	Soonicorn*
SOCIAL ENGAGEMENT	333,000 followers
WEB USERS	774,000 monthly visits
APP USERS	10 millions app installs
TOTAL USERS	15 millions
TOTAL FUNDING	€54,1 millions

[*tracxn.com/d/soonicorn-awards/top-startups-in-sweden-tech-2022](https://tracxn.com/d/soonicorn-awards/top-startups-in-sweden-tech-2022)



Private And Confidential Investor Presentation

Comparative analysis of Fishbrain and UH.app

We made a comparative analysis of Fishbrain and UH.app, which showed significant advantages of our service, as well as the scale and coverage of the market.

We provide a variety of options for the users: chatting with friends and finding new contacts, adding your own ads on the marketplace and promoting your own business. We target audiences all over the world, translating into 20 world languages, which will ensure maximum coverage of the hunting market.

Our research demonstrates that there are more anglers than hunters in the world. But at the same time, hunters' spending significantly exceeds all other outdoor activities expenditures. Also hunting addressable markets are more valuable and more underpenetrated.

Investment in Fishbrain

FishBrain has raised a total funding of \$65.8M over 8 rounds. It's first funding round was on Sep 05, 2013. It's latest funding round was a Series D round on Aug 07, 2023 for \$6M.

ROUND	DATE	AMOUNT
Seed	Sep 2013	\$150,000
Seed	Jul 2014	\$2,400,000
Series A	Jul 2015	\$8,000,000
Early VC	Apr 2017	€3,100,000
Series B	Mar 2018	\$13,500,000
Late VC	Mar 2021	\$31,000,000
Late VC	Jun 2022	€960,000
Series D	Aug 2023	\$6,000,000
		Total Funding: \$65,800,000



SERVICE

4 services

12 services

Messenger — own messaging service	✗	✓
Booking — service for booking accommodation and organizing tours	✗	✓
Library — online library, printed publications and magazines	✗	✓
Pets — pet profiles, products and services	✗	✓
Media — cloud storage for photos and videos	✗	✓
Groups — service for communication by interests	✗	✓
Maps — maps of hunting grounds, tags and places for hunting	✓	✓
Weather — own meteorological service	✓	✓
Profile — personal page with detailed description of the user's hunting	✓	✓
News — unique in-house news feed technology LVGN	✓	✓
Search — lightning fast search, fine-tuned relevancy, powerful analytics engine.	✗	✓
Marketplace — specialized marketplace for end-users and businesses	✗	✓

PLATFORMS

iOS, Android, Web, Smart TV

iOS, Android, Web, Smart TV

COUNTRIES

USA, Australia, Sweden, Canada

The whole world

COST

Paid rates for maps

Completely free

TECHNOLOGY

Public

Own 90%

INVEST ATTRACTION

Hardly own

Own 100%

NUMBER OF LANGUAGES

6

35+

Business model

The symbiotic interconnection of UH.app microservices allows for a wide range of business models to be applied and exploited. The underlying architecture allows to customize them depending on the geography of user experiences and types.

UH.app monetization strategy is built on freemium subscriptions, sales in non-social media microservices and user data monetization model. The social media component of the platform, which is free, generates data by users logging catches and interacting with each other. That data can then generate insights as well as recommendations to business users.

Hunting businesses are very profitable and, among other things, are poorly represented on the Internet. UH.app business strategy takes into account not only the possibility of working in B2C sector, but also in B2B direction. With the service growth, we plan to go into B2G market, which will allow the integration of numerous public services such as production, license renewal and control, accounting and much more. Thereby removes many bureaucratic barriers and will speed up interaction between private clients and the state.

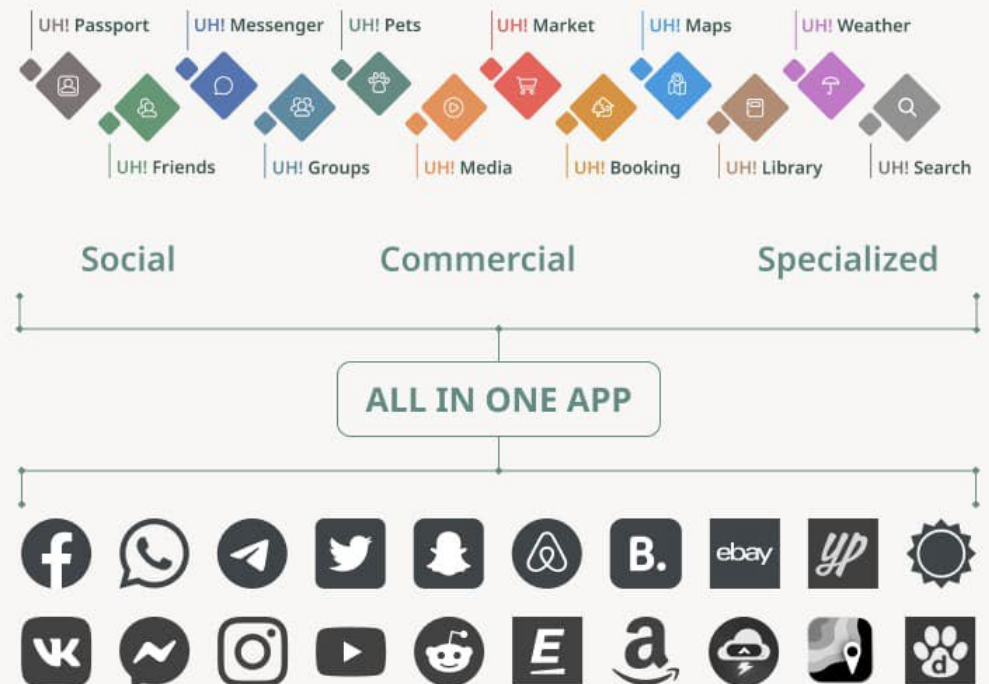
By developing a microservice architecture, the ability to configure premium versions individually for each product on the platform was initially built in, as well as the possibility of using geo-dependence or monetization in different regions.

It is important to note that the absolute majority of the services which we mentioned in our presentation were in fact free to use and did not generate any profit (remained unprofitable) for many years. Some of them, having existed for more than 10 years, are still in a state of testing and configuring their business models. That does not prevent them from being the best in their area of expertise, influence world processes in different spheres of life and cost tens and hundreds of billions of dollars.

The global hunting market is one of the last \$100 billion markets yet to be disrupted and recreated a new.

UH! APP

United Hunters Application



Hunting Equipment

Firearms and ammunition
Bows, arrows, archery equipment
Hand loading equipment
Hunting dogs and associated cost

\$28,2
billion



Auxiliary And Special Equipment

Camping equipment
Binoculars, field glasses, telescopes
Special hunting clothing
Processing and taxidermy costs

\$20,5
billion



UH.app addressable
markets are **massive**
and underpenetrated

\$100+
billion

annual global
hunting market



Other Expenditures

Magazines, books, DVDs
Membership dues and contributions
Land leasing and ownership
Licenses, stamps, tags, and permits

\$16,7
billion

Trip-Related Expenditures

Food and lodging
Public and private transportation
Guide fees, pack trip or package fees
Public and private land use fees

\$34,6
billion



UH.app multithreading

Synergy Effect. Flow and execution processes

Now is the time for modern digitalization of the hunting industry!

Our main focus is to penetrate the market with our comprehensive technology and to become №1 Service for the global hunting industry.

Today, UH.app's strategic goal is to attract as many various types of users from different market segments as possible. By providing a free service, we'll be able to expand worldwide and to make our service indispensable for the whole industry.

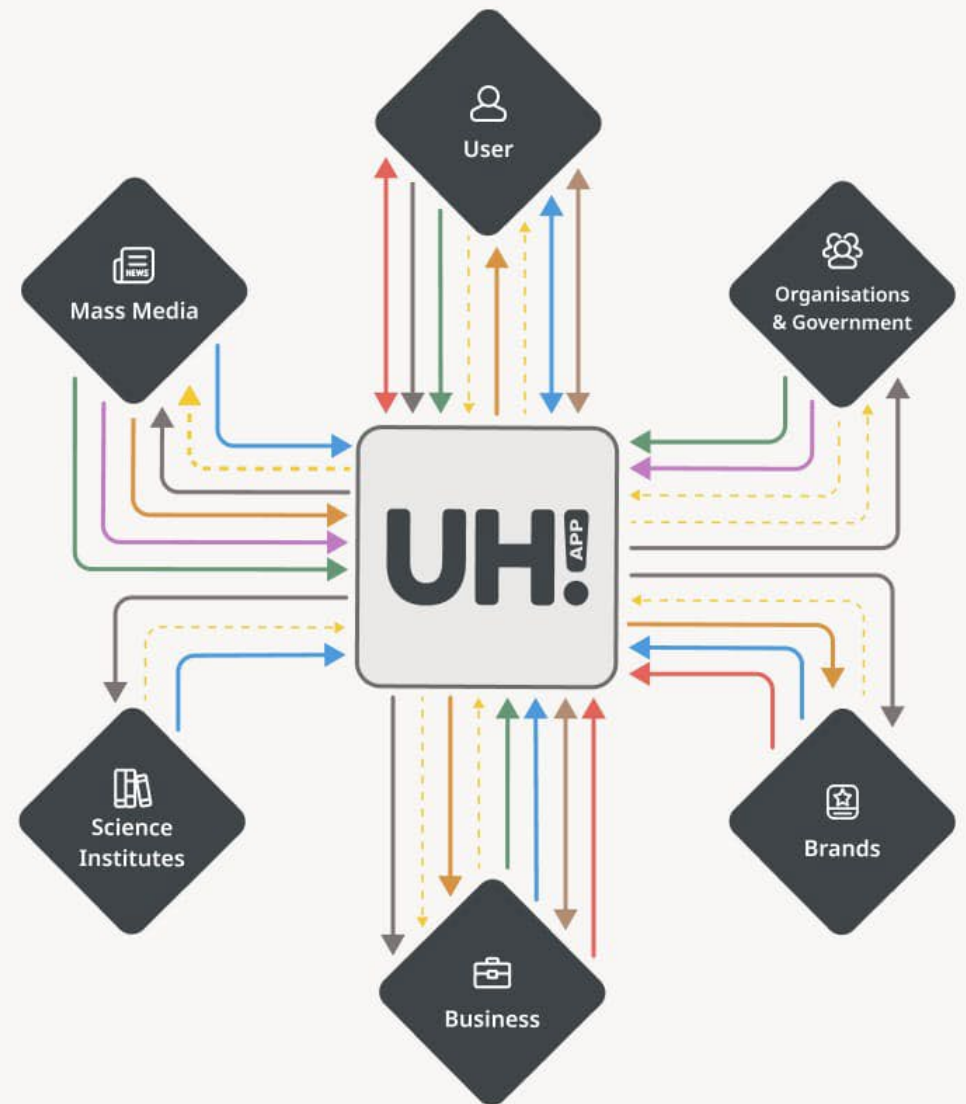
UH.app should stay free of charge for 3-4 years for all types of users. Building a community our customers will become our brand ambassadors and will drive organic growth.

While our plans are so ambitious, the introduction of business models logically takes a back seat. We do understand that the main goal of an investor is to make a profit. So on the next page we indicate several possible business models that, after adaptation and testing, will be used in one way or another.

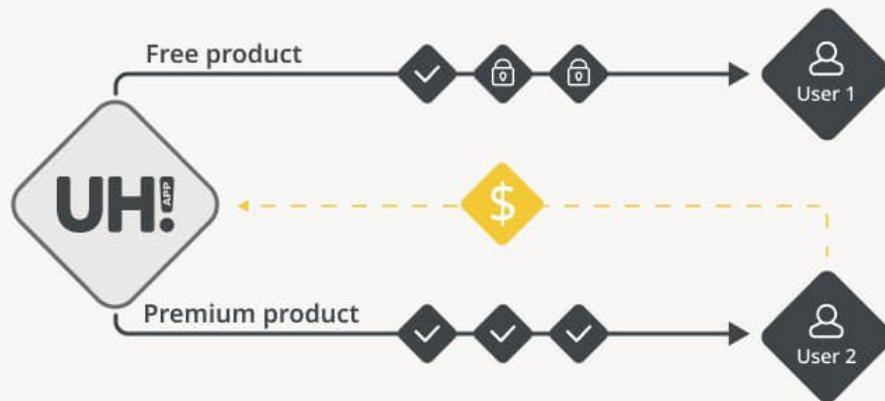
By directing and processing, user flow, data flow, cash and other flows between market participants, UH.app allows to generate multithread business stream. Thus, we create a structured ecosystem, where UH.app will become a core element for the industry, a high-performance and irreplaceable processing center.

UH.app multi strategy Chances

- Customer acquisition: It is easy to attract users when giving away a basic service for free.
- Marketing effect: people are likely to spread the word about free services (word of mouth).
- Networking effect: the more people use the service, the likelier it is that they attract other users.
- Easy to attract customers with the «bait» product because it seems to them like they are getting a bargain.
- Win-win business model establishment for users and customers.



- User flow
- Business user flow
- Data (information)
- Communications
- Money flow
- IT-Product
- Content
- Market Access



FREEMIUM

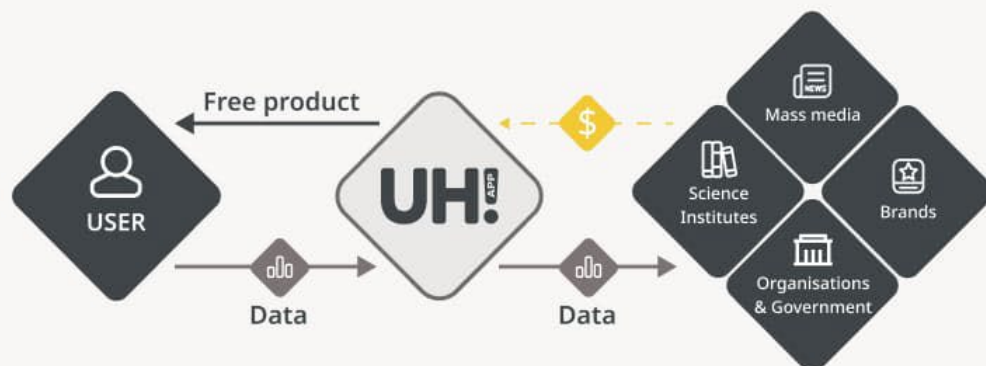
The freemium business model is known as the «business model of the Internet». The term freemium combines the words «Free» and «Premium». The basic product is available for free. The company generates revenue by offering connected premium product, i.e. additional functions or services which usually attract a small number of users. By giving away the basic product for free it is easier to lure users and create a customer base. This business model pattern is one of the most widely used for Internet start-ups. There are other business models that include a free product, but they are not based on the core concept of freemium. Neither the ad-financed model (link) nor the «premium with a free trial» model can be defined as freemium.



HOOK AND BAIT

The bait and hook pattern (also called «razor and blade» or the «tied products model») works in the way that the basic product is sold at a very cheap price in order to make profit by selling complementary products / refills for a high price or simply increase sales of the profitable complementary product.

Although the pattern is often credited to Gillette — the inventor of disposable razors — the bait and hook idea was introduced by its competitors. Only after Gillette's patents expired they adapted this pattern.



USER DATA MONETIZATION

The idea behind the «Data Monetization» pattern is to generate revenue out of available data or real-time streamed data. Examples of data sources are social media, portable devices, products or services accessed by the user and used in financial transactions. These data can be combined with external sources, like geodata, weather and data from objects (Internet of Things). There are different kinds of value propositions that can be created by selling: Raw data, Processed data, Insights.

The aim of this pattern is the sale of data. For information on creating additional value out of data, see «Data Leverage» business model pattern (follows soon).

When collecting, processing and selling user data, it is important to respect ethical considerations, like data privacy and the sensitivity of data.

Key Investor Highlights

Investment thesis

- ◆ A product that will change the balance of values in a global \$100 billion market.
- ◆ A comprehensive solution for modern needs in a global industry.
- ◆ More than 50 million passionate and wealthy clients in B2C, B2B and B2G sectors.
- ◆ Purpose-built platform and brand with a massive opportunity.
- ◆ An application for hunters that could compete with UH.app does not exist.
- ◆ Attractive entry valuation. The first external fundraising.
- ◆ Valuation supported by fundamental analysis of profitability and comparable companies.
- ◆ Amazing financial profile with visible path to profitability.
- ◆ A stable proven business model with a flexible customization options.
- ◆ Huge and underpenetrated addressable market with favorable tailwinds.
- ◆ Capitalizing on fastest-growing segments of massive and secular-driven global market opportunity.
- ◆ More than 2 years of internal development on cloud-based technologies.
- ◆ Symbiosis of microservices combined into a single cross-platform meta-system.
- ◆ In-house cross-platform development based on Service Oriented Architecture (SOA).
- ◆ Start-up culture with focus on innovation, pioneering, tech-forward and design-led mindset.
- ◆ Visionary founders with experienced management team.
- ◆ 100% founders' ownership.
- ◆ Innovative game changing product that no market participant will be able to ignore.

Road Map and the Direction



Summer 2026

Service №1 in the hunting industry around the world

Winter 2025–2026

100.000+ active users

Autumn 2025

Increasing the team, developing and launching commercial project services. Large-scale marketing strategy testing.

2025 We are here! You are impressed with our prospects

Product improvement. UX-testing. The first open investment round.

September 2024

Application release

August 2024

UH.app become a resident of «Twofour54» Abu Dhabi

Autumn 2023

Beta release of desktop, mobile version

Spring 2023

Localization of UH! Services in 35 languages

Summer 2022

Testing the working version of the product

December 2021

Creation of technology LVGN Local Views Global News

September 2021

Increase team members up to 20 people, development of basic mobile functionality and APP

January 2021

Recruitment of software engineers team in Hi-Tech Park and the start of development

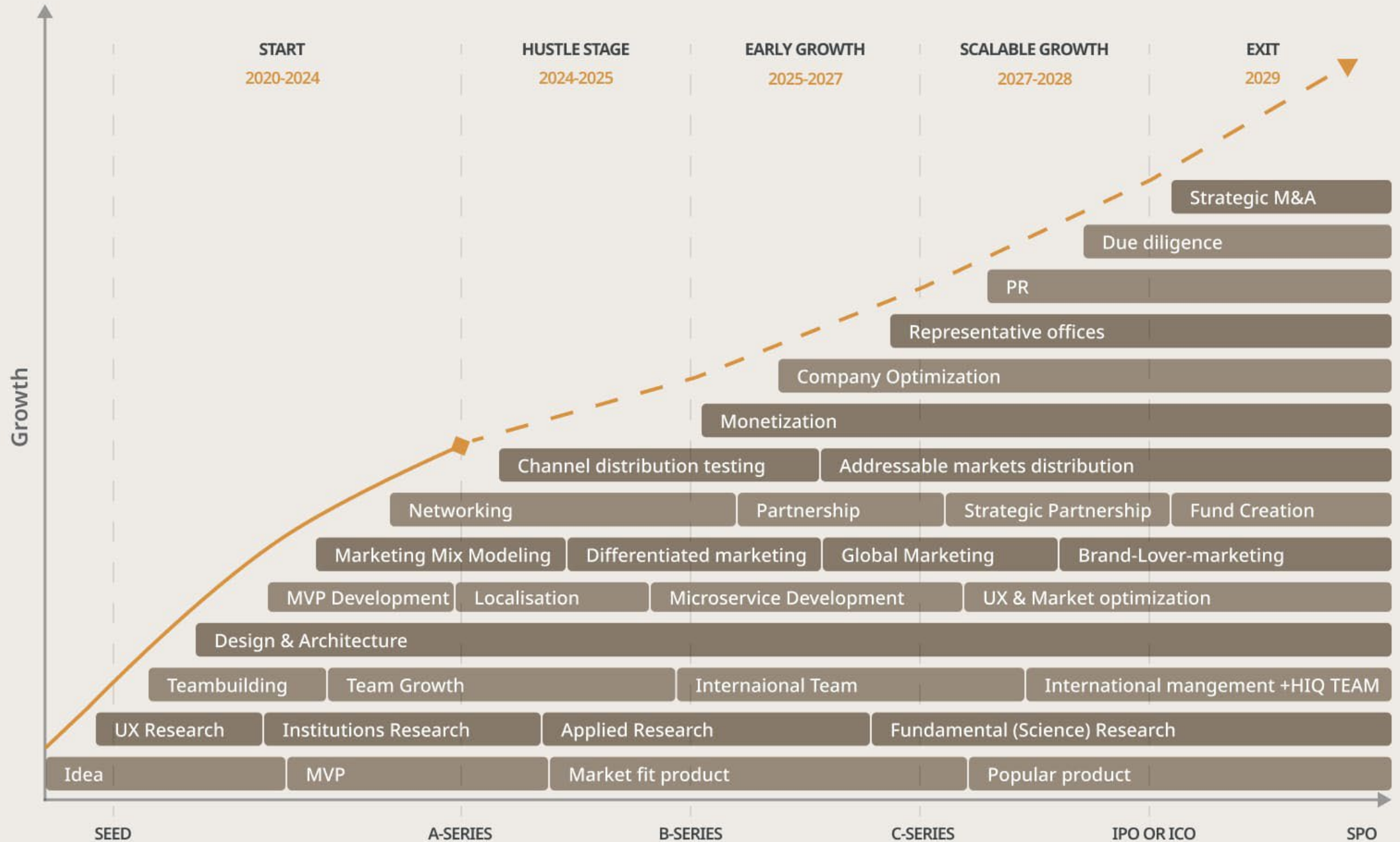
September 2020

Creating the first desktop prototypes

June 2020

Idea and analysis of the global hunting market

UH.app Valuation Strategy



Transaction Overview

Company Valuation & Pro Forma Ownership



Information is provided upon
request after NDA signing

Cooperation

On the way to creating our innovative meta-system, we decided to use the services of professional consultants and research centers to obtain up-to-date data on the global market. This gave us a huge advantage in predicting further work.

Interaction with large institutions is necessary when creating such a global project, because it allows you to soberly assess all the possibilities, the number of potential users and many other factors that are necessary for the development of a quality product. This product model allows you to conduct a dialogue with partners based on high-quality data and detailed forecasts.



Twofour54

a media free zone that provides world-class infrastructure and support services that enable the creative community to bring their ideas to life



Hi-Tech Park

a Belarusian special tax and legal regime for IT business development



The Ministry Of High-Tech Industry Of The Republic Of Armenia

Certification by the Ministry provides tax benefits to the start-up commercial organizations and individual entrepreneurs operating in the IT sector



Advance Marketing Analytics

global market research industry leaders



Statista

a German company specializing in market and consumer data



Belarusian State University

the leading higher educational institution of the Republic of Belarus



Faculty of Philosophy and Social Sciences BSU

structural division of the Belarusian State University



Belarusian State University of Informatics and Radioelectronics

leading higher educational institution in the field of information technology, radio engineering, electronics and telecommunications



Belarusian State Technological University

a university in Belarus specialized in engineering and technology



Belarusian State Academy of Communications

higher educational institution of the Ministry of Communications and Informatization of the Republic of Belarus



College of Business and Law

a Belarusian private educational institution



Minsk College of Business

a Belarusian private educational institution

Certain Risks Related to UH.app

All references to the «Company», «UH.app», «United Hunters Application», «UHL», «we», «us» or «our» in this presentation refer to the business UH.app LLC. The risks presented below are certain of the general risks related to the Company's business, industry and ownership structure and are not exhaustive. The list below is qualified in its entirety by disclosures contained in future filings by the Company, or by third parties with respect to the Company, with the United States Securities and Exchange Commission («SEC») or other equal organizations in other countries («EOOC»). These risks speak only as of the date of this presentation and we make no commitment to update such disclosure. The risks highlighted in future filings with the SEC or EOOC may differ significantly from and will be more extensive than those presented below.

- In order to build a new service for our users, we are analyzing different data and statistics to determine customer experience.
- We are an early stage company with a history of losses, and expect to incur significant losses for the foreseeable future.
- We already developed UH.app MVP and are making beta testing within our company and our consultants. But we have not yet released our service and attracted any user, which makes evaluating our business and future prospects difficult and increases the risk of investment.
- Our operating and financial results forecast relies in large part upon assumptions and analyses that we have developed. If these assumptions or analyses prove to be incorrect, our actual operating and financial results may be significantly below our forecasts.
- The markets for our offerings are still in relatively early stages of growth, and our success in these markets is dependent upon our ability to effectively market and sell our services as a substitute for conventional methods of C2C, B2C, B2B, B2G, C2C (P2P), C2B, C2G and G2C communication and commerce and the effectiveness of our other marketing and growth strategies. We expect to face competition with other (similar) products in chosen industries.
- Our ability to operate and sell our services is subject to, among other things, our ability to obtain expected or required certifications, licenses, approvals, and authorizations from different governmental authorities.
- We may not be able to achieve our expected business milestones or launch products on our anticipated timelines.
- We are substantially reliant on our relationships with our service providers for the parts and components in our service. If any of these suppliers or service partners choose to not do business with us, we would have significant difficulty in procuring and producing products and our business prospects can be significantly harmed.
- We may not be able to successfully develop commercial-scale manufacturing capabilities internally or through partnerships.
- We may encounter obstacles outside of our control that slow market adoption of social media such as regulatory requirements or our inability to obtain and maintain adequate facilities and infrastructure to develop our product in the future.
- We may not be able to attract, integrate, manage, train and retain qualified senior management personnel or other key employees.
- Our Business will be concentrated in the short term in a small number of metropolitan areas and countries which makes our business particularly susceptible to natural disasters, outbreaks and pandemics, economic, social, weather, growth constraints and regulatory conditions or other circumstances affecting these areas.
- Operation of IT business involves a degree of inherent risk. We could suffer losses and adverse publicity stemming from any negative accident involving our microservices.
- Our business may be adversely affected by labor and union activities.
- Our business will be subject to a wide variety of extensive and evolving laws and regulations, including data privacy and security laws, which may result in increases in our costs, disruptions to our operations, limits on our operating flexibility, reductions in the demand for this type of products and competitive disadvantages.
- Our business may be adversely affected if we are unable to protect our intellectual property rights from unauthorized use by third parties.
- We may need additional capital to pursue our business objectives and respond to business opportunities, challenges or unforeseen circumstances, and we cannot be sure that additional financing will be available, which could limit our ability to grow and jeopardize our ability to continue our business operations. We may be subject to cybersecurity risks to our various systems and software and any material failure, weakness, interruption, cyber event, incident or breach of security could prevent us from effectively operating our business.

Merci beaucoup, A très vite!



For questions, please, contact:

🌐 Web: uh.app

✉ Email: info@uh.app

📧 Telegram: t.me/uhapp

UH!^{APP} United Hunters
Application

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