iHookup Social

Company Overview

May 2014

iHookup Social

Disclaimer

This presentation of iHookup Social and the iHookup iOS mobile application contains forward-looking statements and features that are to be added in future releases. The words, phrases or certain graphic representations / screens "would be," "will allow," "intends to," will likely result," "are expected to," "will continue," "is anticipated," "estimate," "project," or similar expressions are intended to identify "forward-looking statements."

Actual results could differ materially from those projected in Titan Iron Ore. Inc. ("Titan") business plan, the previously public company. The signing of the merger and plan of reorganization agreement with iHookup Social, Inc. should not be construed as an indication in any way whatsoever of the future value of the Titan – iHookup Social's mobile application, services, common stock or its present or future financial condition.

Titan's filings may be accessed at the SEC's Edgar system at www.sec.gov. Statements made herein are as of January 2014 and should not be relied upon as of any subsequent date. Titan – iHookup Social, Inc. cautions readers not to place reliance on such statements. Unless otherwise required by applicable law, Titan – iHookup Social does not undertake, and specifically disclaims any obligation to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statements.

Trend

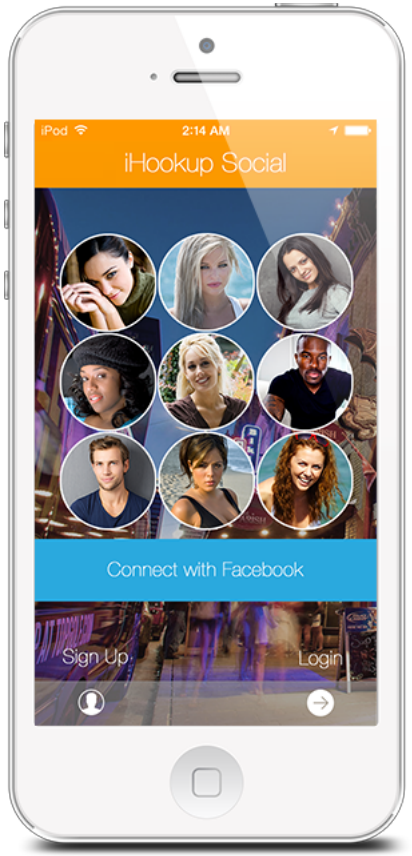
“

More people are taking their search for new connections, love and adventure with them wherever they go, using mobile apps on phones and other devices.

USA TODAY™
A GANNETT COMPANY

Overview

- iHookup Social is redefining the term "hookup" creating true social interaction. Connecting people, places and local offers
- iHookup Social is a "proximity based" mobile social platform
- Ranked in the USA as a Top 30, iTunes "Social Networking" app
- Capitalizing on the $82 Billion online dating marketplace!



Traction

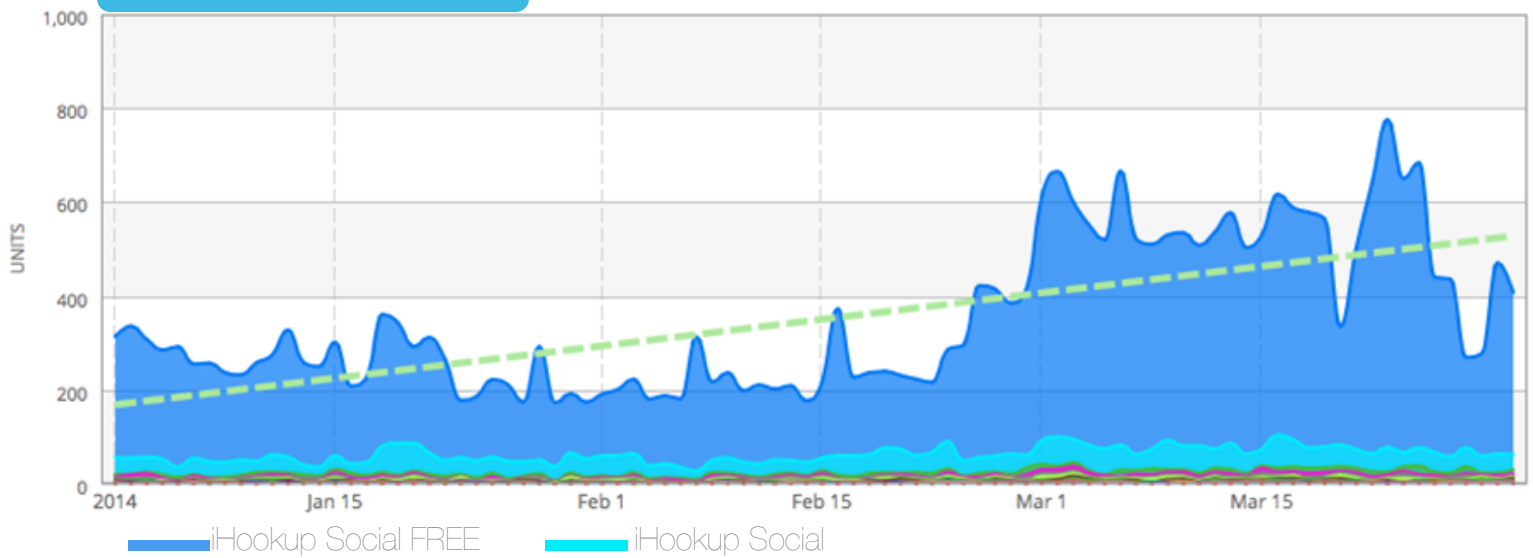
Downloads

* Total Downloads

COUNTRY	DOWNLOADS	UPDATES
United States	25,836	4,229
United Kingdom	1,461	207
Australia	1,027	233
Canada	959	136

* Data collected January - March 2014

Downloads per Day

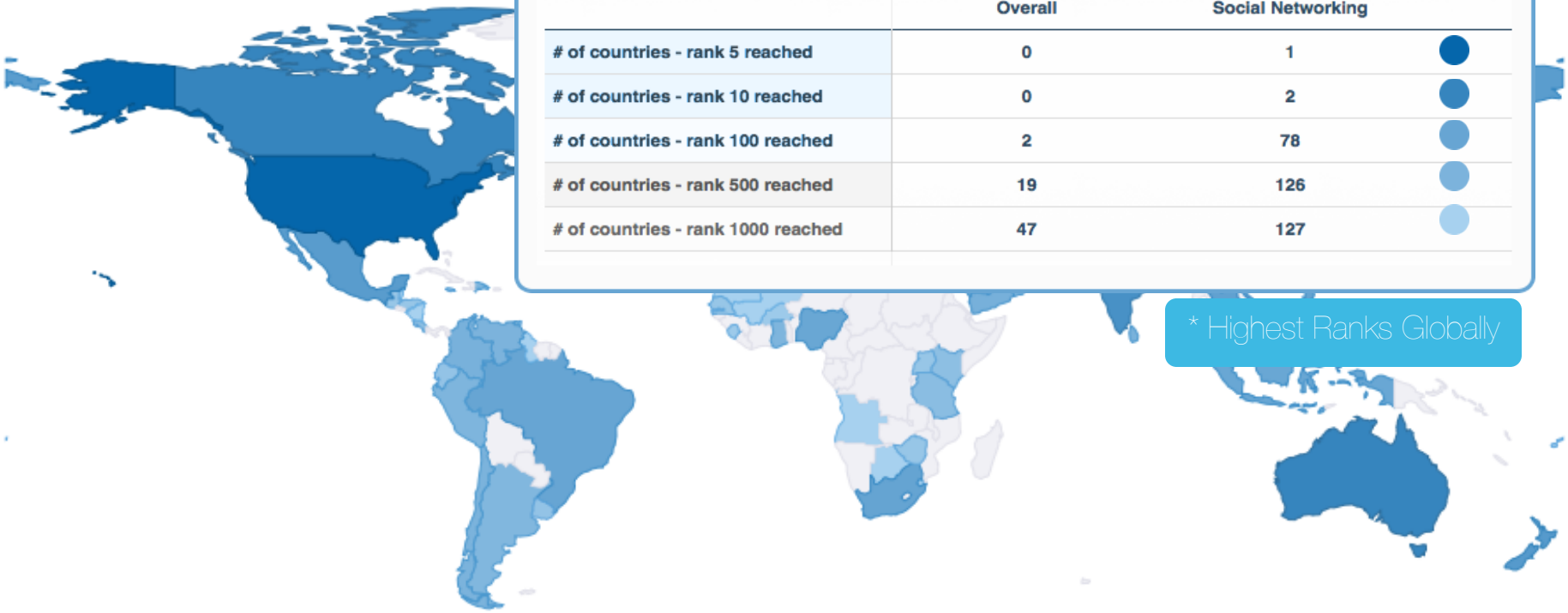


Traction

Daily Ranks

Ranks | Grossing | Highest Ranks | Highest Grossing

	Overall	Social Networking
# of countries - rank 5 reached	0	1
# of countries - rank 10 reached	0	2
# of countries - rank 100 reached	2	78
# of countries - rank 500 reached	19	126
# of countries - rank 1000 reached	47	127

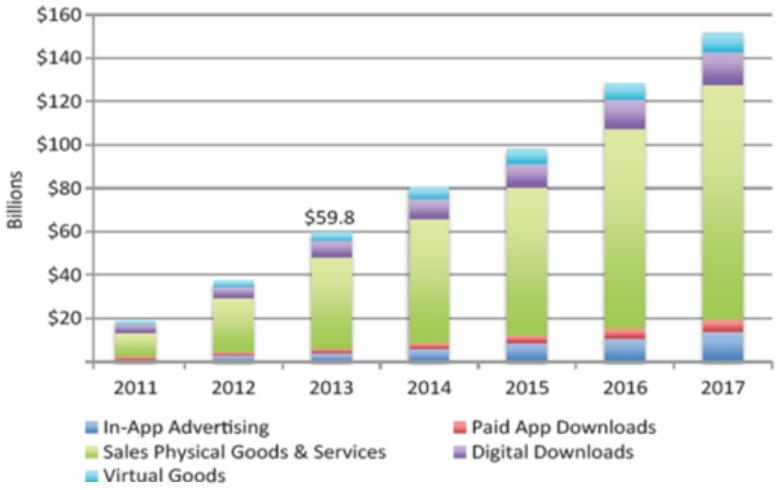


* Highest Ranks Globally

* Data collected through March 31, 2014

Market Facts

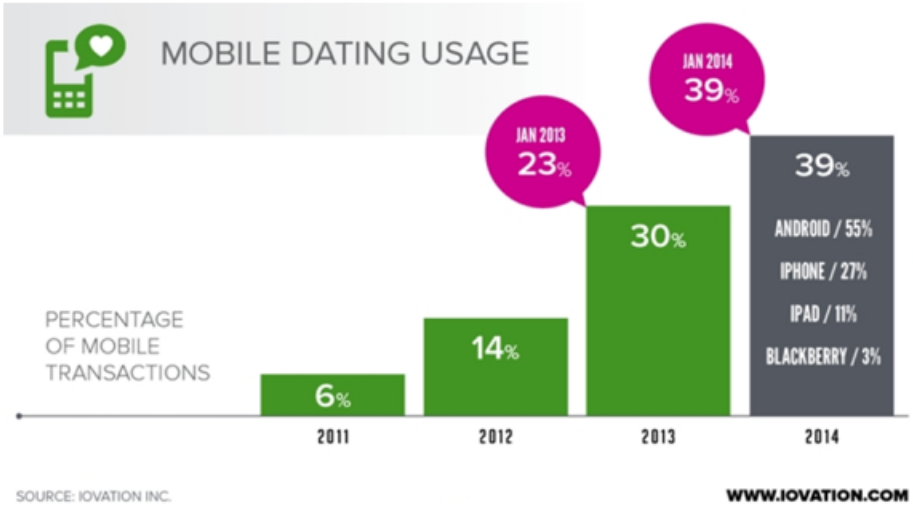
Emerging Market



APPNATION App Economy Report 6/13

The US App Economy

% of Mobile Transactions



Market Facts

Mobile dating and social media are growing at outstanding rates

- Tinder raises $500 million – 5 Billion Valuation = $500 per user value
- Facebook acquires mobile messaging application WhatsApp for $19 billion with 400 million Free Users**
- iHookup Social – Public Company - $1.2 Million Valuation @ 150,000+ users, FREE and Paid iOS apps

Valuations are tracking user acquisition & customers growth

*http://blog.flurry.com/bid/84512/Social-Networking-Ends-Games-40-Month-Mobile-Reign
** http://money.cnn.com/2014/02/19/technology/social/facebook-whatsapp/

Market Facts

Social Networking and online dating are billion dollar industries with sustainable demand

112 million people in the U.S. are single.*

Americans spend over $82 billion each year on dating activities.**

*/** http://www.cnbc.com/id/101530708

Competition

The most popular dating apps on the market are each missing at least one essential piece of the puzzle…

match.com

POF

eHarmony®

okcupid

ZOOSK

chemistry.com

User Experience

We are redefining the term "hookup" and emphasizing social Interactions

Hookup for Drinks

Cocktails anyone?

Hookup at the Club

What time?

Hookup for Coffee

Meet you there ;)

Unlike online dating sites, we don't lose customers when we make a match!
We help them to create good times!

Advantage

Brands, advertisers & merchants
Getting social when it counts!

Localized Recommendations

GPS & Proximity Enabled

Proximity Based Intelligence

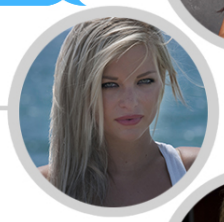
Good times!

Who wants to hookup for BOGO Tonight at San Jose Bar & Grill?

Recommended Merchant Offer!

:)

Meet you there!



:)

BOGO Tonight!

iHookup Social is the answer to, and the evolution of dating and social interaction

Marketing

Vertical Market Expansion

- Dynamic Creative
- Programmatic Buys

Mobile Display Ads

TV & Mobile Video Ads

Campus Ambassadors

Merchants

Vertical App Expansion

Facebook Install Ads

+

Viral Social

Facebook Connect

YouTube Channel

Socialize Broadcast

Push Notifications

Virtual Gifts

- HookupUSC.com
- HookupHollywood.com
- Hookup420.com and more!

Target specific advertising and localized Connections build viral growth

Best known traditional, social and mobile Marketing methods are optimized For max results!

Proximity based social patterns provide Marketing opportunities for iHookup And locally relevant offers!

Owned Properties (get from Dean)

Social Commerce

Subscriptions, virtual currency, & gifts intersect with brands & advertisers

Subscriptions

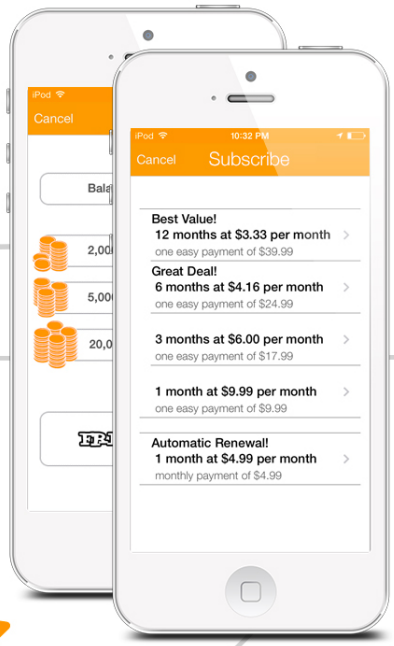
Freemium

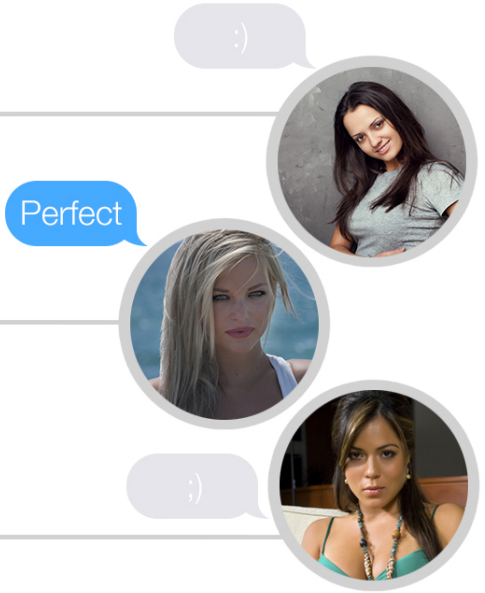
Coin Packs

Brands

Advertisers

Merchants





Monetization Elements

Stock Snapshot

Symbol	* TFERD	Market Cap	** $2.3M
Market	OTCQB	Volume	*** 1,538,840
Price	$0.0493	Shares	46,872,964

* Symbol to change to HKUP 20 days from April 28, 2014

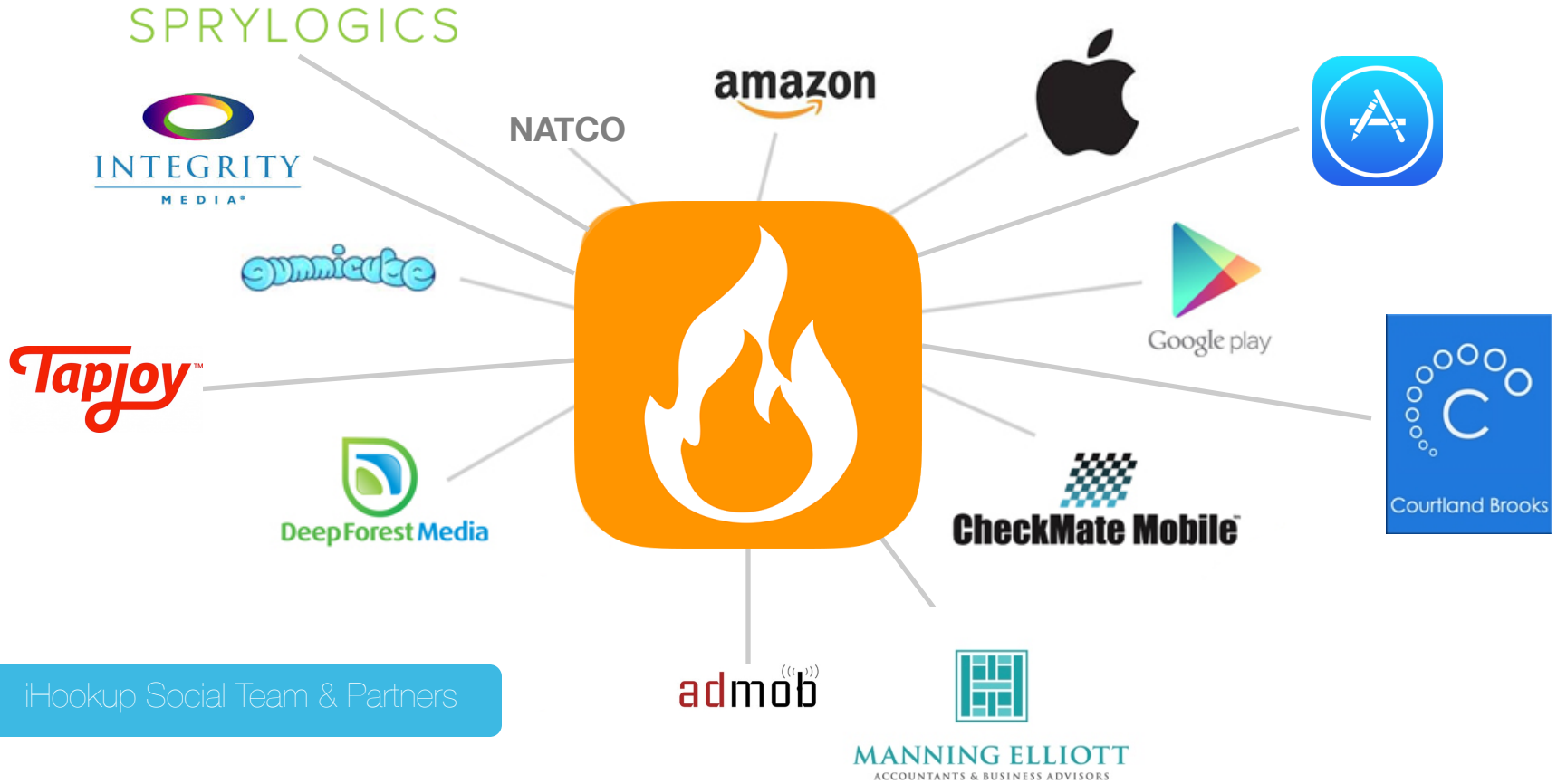
* Data collected April 29, 2014

** O/S x price

*** Average Volume, Yahoo 3mo avg 30,776,800 / 20

Partners

iHookup Social continues to expand its team and add strategic partners



iHookup Social Team & Partners

Management

Robert A. Rositano, Jr. – Chief Executive Officer

Has more than 20 years of experience in technology and bringing in more than $60M in liquidity events for the companies he has hatched or managed. He was a founding member of the Internet's first IPO in 1993, Netcom Online Communications, Inc. and he has a number of successful ventures since.

Dean Rositano – Chief Technology Officer

With over 15 years of experience in executive management, financial management, Internet architecture and high technology operations, Mr. Rositano has successfully assisted in the raising of over $40M in both private and public transactions, while architecting and implementing highly available systems that rapidly scale from 0 to millions of users daily.

Frank Garcia – Chief Financial Officer

Mr. Garcia had a background in public accounting and finance, with his most recent role serving as Chief Financial Officer for several years for Titan Iron Corp. He also held senior management positions with Misys PLC and CEMEX.

Will Richards – Executive Vice President of Mobile Design

Mr. Richards has held lead design, engineering and systems based roles at various technology companies over the course of his career, including Nettaxi.com, Applied Materials, BAE SYSTEMS, Distance EDU Learning, URreal and Checkmate Mobile. Mr. Richards holds a degree in Engineering from the University of Texas at Austin and patent inventor credentials in e-Learning.

Contact

Legal Counsel

Bingham McCutchen LLP

James C. Chapman, Partner
1117 S. California Avenue

Palo Alto, CA 94304
650-849-4850
650-849-4630
james.chapman@bingham.com

Auditor

Manning Elliott LLP

Ryan Ayre – Partner

1050 West Pender
11th Floor
Vancouver, BC V6E 3S7

Investor Relations

Integrity Media
Kurt Divich
702-396-1000

Transfer Agent

Nevada Agency and Transfer Co
Tiffany Erickson
50 West Liberty Street, Suite 880
Reno NV 89501

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