

27th January 2017

Dear [investor],

Important notice to all clients with a Dreamstock Investment

UPDATE JANUARY 2017

Dear Shareholder,

I am pleased to tell you that the Share Exchange with Dreamstock Shareholders has been completed and My Club Betting shares are due to be allotted shortly. I am writing a separate 'Welcome' email to you before we start sending you regular shareholder updates as some of you may not be up-to-date with things that have been happening here. Also, in view of the imminently expected share exchange with Papillon Holdings PLC of My Club Betting (as enlarged by Dreamstock) we do not propose to issue share certificates as these will be redundant in a short period of time. Dreamstock shareholders will however appear on My Club Betting's share register and it is expected that you will receive a new share certificate shortly after the completion of the share exchange when we complete the listing scheduled for late February.

Firstly I would like to wish you all a belated happy and prosperous New Year.

The last few weeks have been extremely busy and I now want to take this opportunity to bring you up to speed about events at My Club Betting. I would have contacted you earlier but we were awaiting certain information from the United States. The patent case was heading to a climax throughout December with full pre-trial preparation going on by both sides, with the jury trial expected to start a few weeks ago on January 9th.

Just before a Court Mediation at the end of November the Judge allowed the Defendants to file a motion for summary judgement which I am told is not unusual in these situations. The application concerned the construing of the term 'changing' data in relation to what is 'claimed' in the Patent and how it had been determined in a 'Markman Hearing' held earlier in the year, where the Judge construes the Patent claims for the benefit of the jury. As background, the Patent concerns the efficient handling of continually changing data such as, for example, stock pricing. The term 'changing data' was construed as **only** 'changing data' at the Markman Hearing.

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In the motion the Defendants claimed that they transmit a piece of 'fixed' data as well as the 'changing' data. For example, the stock name or ticker, when they transmit the price changes. It was argued that it is clear from the Patent that there has to be a 'fixed' data element attached to the transmission of the 'changing' data otherwise the 'changing' data would not know where to go. Effectively this would make the Patent and the original product 'nonsensical' because the data would be transmitted with no knowledge of where it had to sit within an Application so a piece of fixed 'non-changing' data would have to be attached. The Judge found in favour of the Defendants as this was how the term 'changing' data was construed at the Markman Hearing. The contention is that the interpretation made is incorrect.

As I understand, this could/would form the basis of an Appeal. I can say no more than that at this stage. I must state that this is my own personal opinion and cannot be stated as fact. In the event that an Appeal is deemed to be the next step, I will keep you informed immediately on receiving any such confirmation. An Appeal, if made, should take place within the next four to six months. Once again, that is only my opinion. I hope that this goes some way to answering some of the questions being asked by Shareholders and serves to provide some clarification of the current position. Naturally, we are frustrated by the outcome thus far, but not deterred.

I thought that I would enclose 'part' of a press release which clearly shows the technical description of the Ruling. I have highlighted the relevant and most important part of the press release.

Law360, Los Angeles (January 23, 2017, 10:16 PM EST) -- Bloomberg LP, Charles Schwab & Co. Inc. and others beat back patent infringement claims from Quest Licensing Corp. in Delaware federal court on Thursday when a judge ruled their real-time stock market updates on programs like Bloomberg Anywhere don't infringe Quest's patent for an information exchange method. The order from U.S. District Judge Gregory Sleet arrives after nearly three years of an intellectual property row that began with multiple cases and was consolidated into one over Quest's patent directed toward a method for supplying real-time information over mobile networks.

After the defendants tried and failed to get the patent claims found invalid at the U.S. Patent Trial and Appeal Board, Bloomberg and Charles Schwab last fall asked the court for summary judgment of noninfringement. ***They argued that their programs, which include non-changing information like stock symbols, can't infringe the patent that claims a method of transmitting "changing information," which claims construction defined as "only data that has changed."*** Judge Sleet agreed, and said Quest was attempting to shoot back the motion with new arguments about claims construction.

"Quest does not dispute that defendants' accused systems receive and send the stock symbol every single time the systems receive data from the exchanges or supply data to mobile users," Judge Sleet said. "Given this fact and the record evidence, the court finds, as a matter of law,

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that defendants' accused systems receive and supply financial exchange transaction information that always includes a unique identifier that does not change — e.g., stock symbol.”

Quest initially sued Bloomberg in April, claiming it had infringed its information patent — U.S. Patent Number 7,194,468 — with its Bloomberg Anywhere service and related software that gives mobile access to real-time financial information.

The patent covers "an apparatus with a first receiver for receiving changing information relating to a plurality of different sets of data such as financial data and a second receiver for receiving the changing information in synchronism with the first receiver," according to the patent.

Quest also filed infringement suits against at least three other companies over the '468 patent in April including Interactive Data Corporation, FactSet Research Systems Inc. and SunGard Data Systems, and against Charles Schwab in June. U.S. District Judge Gregory M. Sleet consolidated the suits on Oct. 9.

In late September 2014, Bloomberg and Charles Schwab filed their petition for covered business method patent review with the PTAB of the '468 patent. They argued its claims were invalid, as they failed to limit their claimed subject matter beyond an abstract idea of communicating information updates to subscribers. The defendant companies then moved to stay the district court litigation as the PTAB considered the '468 patent's validity, arguing the review is “very likely” to resolve the dispute.

Judge Sleet granted the motion to stay the order in December 2014. The stay was then lifted in April 2015 after the PTAB denied the petition for review, kicking litigation back into motion.

The defendants in November 2016 moved for summary judgment of noninfringement, and Quest replied in December. In Thursday's order, Judge Sleet said that this brief was “attempting to persuade the court to revisit its claims construction ruling.”

The order said Quest argued that experts had a difference of opinion over whether a ticker symbol alongside changing price information constitutes “only data that has changed.” But Judge Sleet said that Quest's expert report ignored the way the court used the word “only” in its construction.

In summary, as stated above, I am very disappointed at the 'so far' situation in the United States but knowing the team over there I am sure that they will persevere and turn the situation around. It is clear that whatever the outcome of this case, if successful will have a profound effect on the industry and any other business that utilises any real-time data over mobile networks.

In regard to the Reverse Takeover (RTO), Papillion and My Club Betting both remain committed to the RTO, which of course, will result in My Club Betting being listed. Target for the completion

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of the RTO is still quarter One. The audit is proceeding satisfactorily and the first draft of the financial adequacy projections have been submitted to the auditors for review. We are also progressing well with the issuance of a £5m Bond that will enable the Company to propel the marketing program of the unique betting services across the UK. We are anticipating that the Bond will be in place and fully subscribed by the time we complete the RTO. This will underpin the funding requirements for the listing.

We have new faces to introduce you to:

We welcome **Sol Campbell** as football ambassador. Sol is a great character and well known in the sport and we are delighted that he has joined us. Even if you are not a rugby union fan I bet you will have heard of **Lawrence Dallaglio**, ex England Captain, and a well-known commentator and personality. It's a great privilege to have him on board as our ambassador too. He is assisted by the legend **Chris Sheasby**. They join **Michael Vaughan**, **Andrew 'Chubby' Chandler** and **Adrian Morley** who all have a passion for grass roots sport. We will shortly be announcing more ambassadors.

Two key appointments:

Stephen Wundke:

Stephen was born in Australia and is a former professional cricketer. He moved full time to the United Kingdom over 30 years ago and in that time he has accumulated a wealth of knowledge in his chosen profession of marketing.

He has worked in the betting industry as a consultant for over 15 years and applied his special brand of "niche" marketing to companies such as Sporting Index, Cantor Index, Betdaq, Sportingbet, Racebets and Chesterbet. He joins us as Chief Operating Officer.

Graham Anderson:

Having graduated with a degree in marketing and communications, Graham joined global communications agency Burson-Marsteller and helped found their Sports Marketing offering. Graham was then headhunted by Nike to become their UK Head of Communications. Further to that role he was promoted to Head of Football in the UK, where he had the responsibility for product development, sales planning and sports marketing. During that period Nike grew to be the No.1 football company in the country with a turnover of £40 million. Graham is Chief Marketing Officer.

Please take the part of the email that covers the patent as my view only, as all communication is 'discoverable' in any United States court case. I still feel confident that our partners in the United States will deliver a successful outcome.

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We will send out another update at the end of February but will update you of any news that we believe is important for you to know. Please feel free to call me if you require any further information.

Thank you for being a Shareholder.

Regards,

Neil Riches

Founder and Managing Director – 'My Club'

T: 01883 772920 **E:** neilriches@myclubbetting.com

Yours faithfully

Angela Murphy
Compliance Manager, 27.01.17

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