

Company Profile

Artificial Life is an innovative, operational investment company which acts as a global technology provider and business incubator for its holding companies, assisting them in their operations, sales, production, and general business development activities.

Artificial Life is NOT your typical investment company. Our background is technology rather than banking or finance. We are experts in wireless computing, smartphone technology and content development with a sound and proven track record (we have won numerous industry awards and generated over 60 million app downloads over the last 3 years). We understand the mobile business world inside out around the globe and understand the real needs of any company active in this space. This is where we can help and add the most value for our investment companies. We also bring a strong partner and distribution network to the table with over 1000 direct and indirect sales channels.

We are currently in the process of building a unique, co-operating network of outstanding smartphone and wireless device companies mainly in the BRICS (Brazil, Russia, India, China and South Africa) markets (but also in other markets when appropriate).

Our goal is to establish a strong and powerful network of co-operating expert companies in the wireless arena that will invent the next disruptive technology and become dominant in its niche globally.

We are a public US entity (OTCPK: ALIF). Since 2011, our global headquarters is in Hong Kong and our EMEA headquarters is in Berlin, Germany.

Websites

www.artificial-life.com
www.botme.com
www.mopa-tv.com
www.opus-m.com
www.green-cortex.com
www.glucomo.com
www.toonmates.com

Fast Facts

Company Name:

Artificial Life, Inc.

Ticker Symbol:

OTC Pink Sheets: ALIF
Shares Outstanding: 66.46M
Fiscal Year-end: Dec. 31

Headquarters:

26/F, 88 Hing Fat Street.
Causeway Bay, Hong Kong.

EMEA Office:

Berlin, Germany

Investment Portfolio:

June, 2010 Green Cortex, Inc.
Dec, 2010 M-Health East Ltd.
Dec, 2010 AR Europe GmbH

Officers:

Eberhard Schöneburg, *Chief Executive Officer and Chairman*
Frank Namyshlik, *Chief Financial Officer*
Ernest Axelbank, *Chief Technology Officer*

Board of Directors:

Eberhard Schöneburg
Rene Jaeggi
Kazutoshi Miyake
Dr. Gert Hensel

Contact Information:

ir@artificial-life.com

Investment Strategy

We invest mainly in the BRICS (Brazil, Russia, India, China and South Africa) markets with a focus on smartphone content and wireless technology.

Our investment targets include promising start-ups, joint ventures, and mature companies whose focus and technologies are complementary to Artificial Life's broader business activities. We accept minority as well as majority investment requests.

We seek companies who are interested in a strong, global partner network and are looking for expansion and growth opportunities and not just capital.

Investments can range from 1 million USD up to 50 million USD. Investments will usually be made in cash, equity, by technology licensing against equity, or a combination thereof.

We are currently looking for companies active in these leading-edge mobile fields:

- Near Field Communication
- Mobile Business Apps and Games
- Mobile Health Care/Telemedicine
- Mobile Commerce
- Augmented Reality
- Social Networking Apps and Games

Intellectual Property

Our general approach is to offer our investment companies either cash for growth like other institutional investors would, or else we also offer the unique opportunity to our investment targets to license or acquire some of our outstanding and valuable intellectual properties in return for equity.

We believe that the right assets are as crucial for the success of a company as is the cash and liquidity for growth.

We have developed and acquired over the last years a wide range of intellectual properties with proven track records that can jump-start a business or bring it to new revenue levels immediately. Cash cannot do this in general. If a company just raises cash, it still needs to develop successful products.

Hence, by using already developed intellectual properties for its products a lot of money allocated for product development can be saved and, most importantly, a lot of time may pass until newly developed products may actually earn returns. And as everybody knows, time is crucial in the fast-paced mobile and wireless world.

Therefore, we will provide interested target companies not only cash when needed but also access to our IP and even access to its source code for adaptation of the IP when required.

Here are the most interesting properties we can offer to enhance your business:



M-Commerce



Mobile Middleware



Mobile Games & Apps



Augmented Reality Tools



m-Health



Mobile Participation TV



Social Media



Edutainment



Finance Assets



NLP

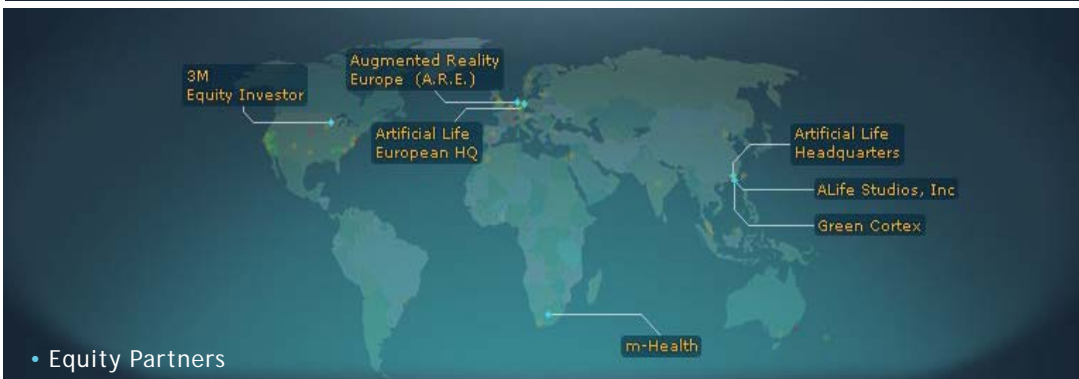


Mobile Property

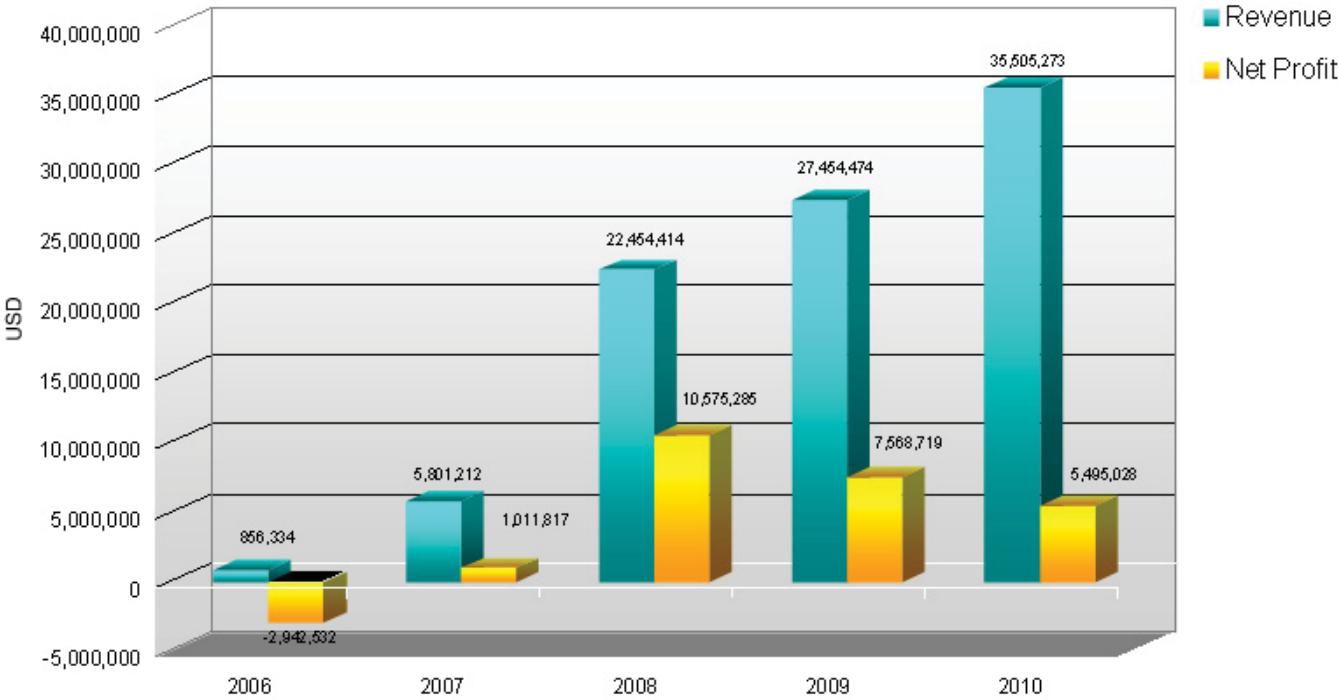


Other

Our Partners



Financial Performance



History

- 1994** • Founded in Boston, Massachusetts, USA, registered in Delaware as Neurotec International Inc.
- 1997** • Acquired by current Chairman and CEO through a management buy-out and changes name to Artificial Life, Inc.
- 1998** • IPO on NASDAQ
• Raised 12 mio USD
- 1998-2002** • Leading Internet developer for smart bots/agent technology
• Peak market cap of approximately US\$400M in 2001
- 2002** • Relocation to Hong Kong
• Switches from Internet to mobile business focus
- 2004** • Wins Best Mobile Game in the World Award from Ericsson for V-girl product (first real 3G game in the world)
- 2004-2006** • Develops and releases several major 3G games
• Funds raised 4 mio USD
- 2007** • Diversifies into mobile business apps and mobile technology platforms
• Acquires mobile diabetes monitoring system
• Acquires SMS Galaxy, an interactive mobile to TV interface technology
• Company turned profitable
• Funds raised 10 mio USD
- 2008** • Ranks 8th in Deloitte Technology Fast 50 China and 20th in Deloitte Technology Fast 500 Asia Pacific
• Develops first games and applications for iPhone and iPod touch
• Funds raised 5 mio USD
- 2009** • Announces new product line with augmented reality
• 3M invests in the Company and becomes 3M's strategic alliance partner
• Funds raised 8.5 mio USD
- 2010** • Admitted to Entry Standard Trading in Germany in March 22, 2010
• Announces Opus-M™, the company's e-commerce platform technology
• Selected by Microsoft as one of the first mobile game publishers to bring titles onto the Windows Phone 7 platform
• Launches Artificial Life Investments Ltd, makes first investments
• Funds raised 6 mio USD
- 2011** • Achieves milestone of 60 million game sales/downloads
• Business restructured into a global mobile technology investment venture
• Partners with China Mobile and Sony Ericsson on game distribution
• Launches a direct spin-off called ALife Studios, Inc.