

**MULTIMEDIA PLATFORMS, INC.**  
**(OTCQB: MMPW)**  
**FEBRUARY 16<sup>TH</sup>, 2016**

**RECOMMENDATION**  
**BUY**

**29 E COMMERCIAL BLVD STE PH-  
D FORT LAUDERDALE, FL  
33308-4214 UNITED STATES  
WWW.MULTIMEDIAPLATFORMSINC.COM**

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### **Big opportunities in Small Cap's in a down market**

Broadstreetalerts.com recent profiles and track record, 157% in verifiable potential gains for our members in December 2015 alone.

December 29th, 2015- (NASDAQ: INVT) opened \$1.35/share hit a high midday of \$2.82/share over 100% in gains for our members.

December 15th, 2015-(NYSE-MKT: XXII) opened at \$1.29 hit a high of \$1.54 within 3 days for gains of 19% for our members.

December 2nd, 2015- (NASDAQ: TCCO) opened at \$3.25 hit a high of \$4.50 within 3 days for 38% gains for our members.

These are numbers that make traders drool. Any trader in any market would fall all over themselves to see numbers like this. So if you've been on the fence, perhaps it's time to start doing some research and verify our numbers for yourself. We are constantly raising the bar and separate ourselves from the rest of the small-cap newsletters as the best in business. We know with a large following comes a large responsibility as we have everyone from institutional investors to the beginner following our profiled securities in our newsletters. This is something we take very seriously always seeking small cap growth companies that have both near and long-term potential for our members.

\*\*\*Get our small cap profiles, special situation and watch alerts in real time. We are now offering our VIP SMS/text alert service for free, simply text the word "Alerts" to the phone number 25827 from your cell phone.

## **Analyst Report: 7.5 Million Monthly Readers Aligns Company for Profitable 2016**

### **Summary:**

Multimedia Platforms, Inc., formerly Sports Media Entertainment Corp., is mainly focused on acquiring Multimedia Platforms, LLC (MMP). MMP is a multimedia technology and publishing company that integrates print media with social media, and related online platforms, to deliver information and advertising to the market. The Company was in the business of selling computer monitoring software, as of December 31, 2014. As of December 31, 2014, the Company's products include Spybuddy 2013 and Keylogger PRO 2013 (collectively, the Software). The Software allows users to monitor and record all areas of a personal computer PC, tracking every action down to the last keystroke and the last file deleted. The

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Software is compatible with the Windows XP, Vista, and 7. Software is sold on a subscription basis with an upfront, one-year license fee.

Multimedia Platforms, Inc. has a current market capitalization of \$4.59 M with 65.61 M outstanding shares. Its daily average volume traded is 0.12 M shares.

### Key Indicators (Q3 2015)

Shares Outstanding	65.61 M
Revenue	0.44 M
Gross Profit	0.14 M
Net Income(Basic/Diluted)	-2.17 M
Cash and Short-term Inv	0.27 M
Total Debt	1.12 M

### Performance (6 months)



### Recent News and Analysis:

The company announced last week that it is the go to news source for the national LGBT community with reach of over 7.5 million monthly readers. The strength of this national coverage is based on the significant "Hyper Local" solutions that its five publications provide to the country's top LGBT markets; Southern California, New York and Florida. The Company's publications generate revenue streams in local and national advertising. The successful monetization efforts of the print segment of the business generated topline 2015 revenue to be reported in a soon to be released filing and is on pace to exceed those figures in 2016. This has allowed MMPW to attract industry-leading editors, photographers, writers and journalists to create the best LGBT focused content in the business. The content and editorial created by these experts has allowed MMPW to proudly launch the global digital hub, WiRLD. Through WiRLD, the Company is able to further aggregate users and create additional exposure for publishers, with much lower distribution costs, compared to the competition.

Additionally, the company recently announced the beta launch of [www.wirld.com](http://www.wirld.com). WiRLD is a digital platform inspiring and informing the LGBT community. WiRLD offers breaking global LGBT news and stories along with videos and custom content to be shared. Targeting the Millennial LGBT marketplace, WiRLD has the most relevant events happening across the globe helping its users connect instantly to places to go shop, eat, play and stay. There is also a WiRLD community to bring like-minded LGBT members together, which integrates with their current preferred social community. WiRLD is the only LGBT-destination where the user can collect redeemable rewards, known as "tokens", for reading, watching and sharing favorite stories or videos and participating with local businesses and advertisers.

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Upon registration, members of WiRLD can redeem tokens at any time for digital rewards, access to custom sweepstakes and donations to LGBT non-profits and organizations.

### **Pros:**

- This first of its kind growth stage multimedia company is growing its revenue by 205% quarterly on a year-over-year basis. This is very impressive and expected to continue as the company's new website attracts more viewers.
- Reaching 7.5 million monthly viewers on [www.wirld.com](http://www.wirld.com) certainly speaks volumes about the company's marketing efforts. Those views will surely attract a crowd of companies wanting to advertise on the website generating ad revenue to compliment the already flowing and growing sales.
- Given that this is a new and growing company, it is expected that there are minor net losses in the next couple of quarters. Despite this, MMPW is generating a very attractive 32% gross margin and with revenues growing by as much as 205% quarterly, it is expected that the company will be generating a profit in the near future and a hefty one at that.

### **Cons:**

- Despite the favorable financial projections for the company, there still remains the fact that the company has yet to generate a net income; though this is expected for a newly growing company.

### **Recommendations and Conclusions:**

MMPW is trading near a 52 – week low that is most likely caused by the current general market conditions. Global stocks have been very volatile, with oil price, commodities and equities suffering massive swings. This creates an opportunity for investors to seek out strong fundamental companies and invest for the longer term of approximately 36 months. Fundamentally, MMPW is a strong company with excellent annual revenue growth, customer growth as evident through the number of views reports on the company's media site, and a very capable management team that will perform despite the market conditions. This is why MMPW is recommended as a "Buy" with a 12 –month price target of \$0.25. This value is based on revenue growth consistent with previous quarters of 205% for the next 12 months and a P/S ratio of 5.89 (current) which translates to a market cap of approximately \$14million or \$0.25 per share.

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**Sources:**

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