

REGULATION A+ ONLINE PUBLIC OFFERING



\$50,000,000
Common Stock

COMPANY OVERVIEW

United News International, Inc. (“UNI or the Company”) is a global news agency that generates fact-based reports from newsworthy events around the world and plans to license its continuously updated library to news publishers, news aggregators and web portals worldwide. Recent fake news scandals have created an unprecedented opportunity. UNI covers the four basic elements of any newsworthy event: *who, what, when* and *where*. Each news event is transformed into a self-contained news report available in three formats: Anchored Video, Text and an Audio File¹ all at an internal cost of under \$100 per report. Our news reports do not contain any analysis or opinion, nor do they contain native or sponsored content and content marketing masquerading as news or the latest scandal, fake news.

UNI plans to **expand the number of city desks** we have to major national capital regions around the world, and extend our workflow further to execute what we like to call the **“uberization model” for journalists**. In this model, journalists can train up and become a part of our news-gathering and proprietary last mile fact checking system. When our assignment editors decide there’s a news report to verify, an alert will go out to the network to see if there’s capacity to pick up the report anywhere in the world. These “uberized” reporters may be close to the location that a news report is breaking and accept the assignment, capture raw video with their phones and confirm facts in our news format. The “uberized” journalists would be paired with a team at headquarters who will complete and distribute the news report to control quality and accuracy. The “uberized” last mile fact checkers, armed with a smart phone will receive ratings on their news reporting, similar to a way an uber driver gets reviewed by their customers.

Our Planned Revenue Model

Monetization – Publishers worldwide have long struggled to gather and produce video news. This is acutely true of English-language newspapers. Management believes UNI solves a very big and growing problem within the global newspaper ecosystem for a modern, video first news agency “wire” service that focuses only on the factual elements of any news event in the world. Management believes once we scale our news gathering operations to 1,000+ news reports per 24-hour news cycle, that these publishers will license our news product. We believe that our cost structure is disruptive to the current global wire services such as the Associated Press, Reuters, Bloomberg and AFP. We plan to offer our service as follows:

- The video news reports will be metered and licensees will pay UNI fees calculated on the basis of “cost per thousand streams” (“CPM”), each “stream” being a person accessing the video for at least 3 seconds. The CPM will range between \$0.50 and \$1.75 per CPM.
- Licensees of our news reports sell local/regional advertising around our news product and keep 100% of their advertising revenue.

¶The current retail pricing range in the emerging markets for equivalent video content is a \$4.00 to \$10.00 CPM and the industrialized first world markets are fetching between a \$25.00 up to an \$80.00 CPM. There is a huge demand from media buyers wishing to purchase pre-roll advertising that runs hand-in-hand with premium video content which is fresh and relevant to the consumer.

¹ Currently UNI distributes Anchored Video – all reports contain text and audio files that can be distributed to licensees on demand.

Our Strategy

Expand news gathering and volume

Our success to date has laid the foundation for expanding our operations. After the final closing of this offering, the Company plans to rapidly scale its global news gathering operations to include the uberization model. We believe in month 6 of scaling the operation the Company will be at 500+ news reports for every 24-hour news cycle. By month 15 we will be gathering and distributing 1,000+ news reports every 24-hours.

Currently, UNI distributes news on Facebook, YouTube, Instagram, Twitter and our own <http://unitednews.international>. None of these distribution platforms are currently paying a license fee to UNI.

Develop license revenue

The intended revenue stream for UNI is licensing, not advertising. By focusing on license revenue, UNI avoids the volatile advertising market and the considerable costs of establishing and managing a global sales force.

At month 6, we plan to commence our licensing operation by hiring key licensing executives and associates around the world. We believe that by month 15 we will be above 1,000 news reports per 24-hour news cycle and be a “must have” news service for English language publishers around the world.

IPO Offering Page <http://ipo.unitednews.international/>

Fan Page: <http://www.facebook.com/UNI>

Number of Employees: 30 worldwide

Company Locations: Portland, OR, Full Time Desk Reporters in New York City, Washington, D.C. and Manila, Philippines

THE OFFERING

United News International, Inc. plans to offer up to a maximum of \$50.0 million of common stock to its fans and audience (which consists of 3.5 million fans with an average monthly reach of over 160 million) consisting of a maximum of 6,250,000 million shares at an offering price of \$8.00 per share. We plan to list the securities on NASDAQ and begin trading as soon as possible after the close of the proposed offering. Net proceeds to United News International are anticipated to be approximately \$49.3 million, assuming the company sells the maximum offering amount.

Symbol / Trading Venue:	NEWZ / NASDAQ ²	Gross Proceeds:	\$50.0 Million
Total Shares Offered:	6,250,000		

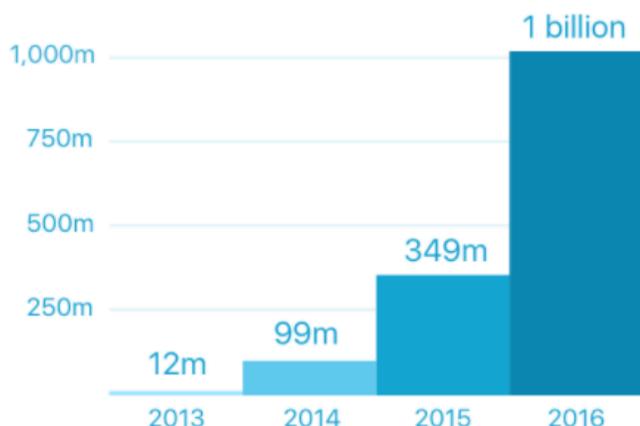
Investment Highlight: Premium, Engaging News Reports and Established Proof of a Strong Viewer Base

- Shifting consumer preference for video news consumption online
- 59% of US adults prefer just the facts of a news report³
- UNI has created a news gathering operation and plans to distribute its news through a proprietary news distribution platform to fill the high demand for short form news videos resulting in substantial viewership
- Impressive global audience with viewers in **236 countries and Trust Territories**

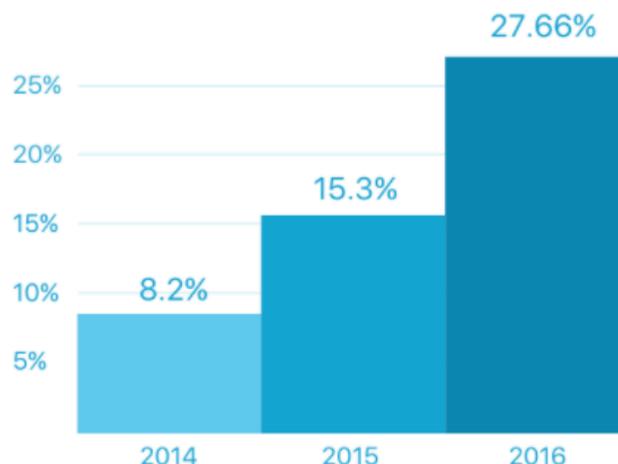
² Approval to list on Nasdaq subject to at least a \$7.0 million in financing at closing

³ Pew Research <http://www.pewresearch.org/fact-tank/2016/11/18/news-media-interpretation-vs-facts/>

TOTAL VIDEO VIEWS



ENGAGEMENT RATE²



Investment Highlight: Highly Scalable, Cost Efficient Video News-Gathering and Distribution Platform

- Streamlined operations with headquarters in Portland, Oregon and three remote news bureaus in Washington D.C., New York City and Manila, Philippines
- Gathers and distributes up to 50 original, anchored one-minute video news reports across a spectrum of news categories
- **40,000+ one min news report videos gathered and distributed** in over three years of operations
- **Cost of Under \$100** per news report gathered and distributed

Investment Highlight: Expansion Plans

- News gathering: Move from one shift 5 days a week to 3 shifts 7 days a week, multiple recording stages, additional on-location “bureau in a backpack” news reporters deployed in 35 National Capitol Regions and investment in workflow technology to launch “Uber-like” model for fact checking the last mile worldwide at a disruptive cost.
- News distribution: Improve existing newsgathering workflow platforms and build a new platform for news distribution and licensing.

Monetization: News reports (video) are metered, the licensee pays and UNI receives a cost per thousand streams (CPM) ranging between a \$.50 and \$1.25 CPM. Licensees of these news reports sell local/regional advertising around our news product and keep 100% of their advertising revenue. The retail pricing range in the emerging markets is a \$4.00 to \$10.00 CPM and the industrialized first world markets are fetching between a \$25.00 up to an \$80.00 CPM. There is a huge demand from media buyers wishing to purchase pre-roll advertising that runs hand-in-hand with premium video content which is fresh and relevant to the consumer.

RISK FACTORS

The majority of the company’s news is watched on Facebook, and changes to how Facebook distributes video content could adversely affect its business. It currently generates the majority of its audience and video views through Facebook and expects to continue to do so for the first 6 months post IPO. As a result, Facebook’s policies and practices exert significant influence over the maintenance and growth of its business. The business would be harmed if Facebook discontinues or limits access to its platform or modifies its terms and conditions or other policies, including fees charged to, or other restrictions imposed on, application developers, in ways that are unfavorable to the business.

United News International, Inc. has a limited operating history and commenced operations on February 8, 2013. Accordingly, there is only limited information upon which an evaluation of the prospects and future performance can be made. The proposed operations are subject to all business risks associated with new enterprises. It operates in an immature and rapidly evolving industry and has a relatively new business model. The industry in which it operates is characterized by rapidly changing Internet media, evolving industry standards and shifting user and client demands.

The Company has not yet developed any significant revenue streams in syndication subscriptions. Any or all revenue streams may not successfully materialize.

It has incurred significant losses since inception, and anticipates that it will continue to incur significant losses in the future. The company expects these losses to increase as it continues to seek to grow its licensee base, audience and operations. In addition, it may encounter unforeseen expenses, difficulties, complications, delays and other unknown factors that may adversely affect the timing of financial and operating expectations. Even if the company is able to grow its revenues, it may not occur quickly enough to sustain operations.

The company gathers news and facts for its news reports using a wide range of publicly available news and information sources, certain privately available news and information sources to which it subscribes and data services that help to determine which news stories are trending with various audiences from moment to moment around the globe. It sources most of these over the Internet and if its access to the internet is disrupted or delayed or made more complicated or expensive than it currently is, the ability to effectively access the range of news and fact sources required for news gathering efforts may be adversely affected.

The projected revenue would be generated from licenses. It may be unable to attract or retain licensees, which could adversely affect the future license revenue. Additionally, even if it is successful in retaining licensees, the future licensing revenue is likely to be affected by numerous factors, including economic conditions, and evolving digital licensing market dynamics. Its business model is relatively new and the Company requires substantial time and effort educating potential licensees, publishers and content providers about its solutions, including providing demonstrations.

Read all the risk factors in the Offering Circular:

https://www.sec.gov/Archives/edgar/data/1661424/000114420417026756/v466817_partiandiii.htm

The offering is being made only by means of an Offering Circular.

This document contains forward-looking statements reflecting current expectations that involve risks and uncertainties. These forward looking statements include statements regarding commercialization plans, expansion plans, the potential audience for the Company's products, and the offering timetable. Actual results and the timing of events may differ materially from those contained in these forward-looking statements due to a number of factors, including those discussed in the section entitled "Risk Factors" and elsewhere in the Offering Circular.

This document shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

Contact

Stanley W. Fields, CEO
United News International, Inc.

stanley@unitednews.international