Shareholders,

We want to thank you for the patience and faith you have given over the last few years. It's been quite an evolving journey to say the least. Our Company has made significant technology and product advances over 2014 and we are pleased to provide you with an update as we begin 2015.

Last year, our software products and systems were redefined and reimagined based on in-depth interactions with clients and customers in the pipeline. To support this approach, we made the important decision to shift Yippy's focus from direct software sales and instead target the relatively untapped marketplace of enterprise unification.

We accomplished this shift in direction through the use of our Blue Flame appliance and our enterprise software stack (Yippy EASE 360), which delivers a complete unification solution to all data and major applications throughout the enterprise and beyond. The advantages of the appliance model are multiple, but first and foremost, it provides a more intuitive yet highly secure solution for data and application access, control, storage, monitoring and compliance.

As we are all aware, data breaches seem to be commonplace these days. All we have to do is look at Sony, Target, Morgan Stanley and many other large companies have been hit in the last few weeks and months to see the significant associated risk to enterprises of all sizes.

While our Company undergoes the very important ISO certification 20000, 27001/2 in the early stages of 2015, the Blue Flame appliance has reduced our definable and deliverable assets and risk objects significantly by stacking our software solutions on the appliance, fully integrated as an all-in-one solution. This has the potential to save our customers significant time and money typically devoted to compliance.

The Yippy team understands the problems associated with malicious hacking activities and are convinced our Blue Flame appliance and private cloud solution are useful in mitigating this risk. A Blue Flame appliance, whether behind the firewall and/or integrated into a managed private cloud, will effectively reduce risk for the customer.

The change to an appliance model requires a revamping of our sales approach. In order to successfully achieve this new approach, we consulted with top CIOs from Fortune 500 companies who revealed their pain points as it relates to data, providing us with a guide on pricing models that they would be interested in.

Our take away was clear. In order to be successful, we must have the flexibility to finance our Blue Flame appliances through a term based service level agreement. We took this to our hardware provider, and have agreed on a generous financing plan, enabling us to provide our appliance to our customers. The market is ready for software and cloud to be bundled and commoditized, and Yippy is finally in a position to do so.

Our company has distinct advantages in that we currently have minimal debt, manageable expenses and the best of breed software for enterprises rated by third parties such as Forrester Report and IDC. With that in mind, we believe we can under-price our competition significantly while providing functionalities unavailable from any competitor. Effective immediately, Yippy will be able to 100% finance SMB Blue

Flame appliance deployments, including software integrations (T&M), private clouds and hosting services through 36-month service agreements.

We envision unlimited vertical markets that will benefit from the use of our Blue Flame appliance, including but not limited to, legal, education, medical, insurance and financial services industries. These industries, among many others, are all in need of an enterprise unification platform. This is what Yippy delivers. The Solution, that starts at about $1,000 per month for a business with less than 50 employees and 5TB of data. It's a fantastic solution for the price.

Food for thought:

Yippy currently hosts 500+ million documents internally and provides access to more than two billion externally through multiple connectors for more than 100,000 users over the last two years. In that period we maintained 100% software and 99.99% network availability on third party metrics. It doesn't get much better than that in the world of information technology.

We are excited to begin 2015 in such a positive focused direction and we thank you for your continued support of Yippy and its management team. For more information on Yippy EASE 360 Enterprise Unification platform (Data + Application). Please see the following link:

http://www.otcmarkets.com/companyPresentationViewer?cmdId=510

Respectfully,

Rich Granville

Chairman and CEO

Yippy, Inc.