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Grandville, MI. – (Newswire) – December 11, 2017 – DNA Dynamics, Inc. (USOTC: DNAD), outlines its strategy to investors in a letter from the President of the Company:

Letter Outlining DNA Dynamics Strategic Direction for 2018

Dear Shareholders,

I wanted to set out our ‘direction of travel’ for you so that you can see what we are aiming to achieve as well as giving a clear vision of where we want to be at the close of 2018.

Over the past 6 months, since becoming CEO, I have been researching the best of breed offerings and looking at competitors in the space we are going to operate within. I am now in a position to lay out for you the strategic acquisitions we are going to make, the ‘home-grown’ products we are going to develop and describe how I see them integrating to make a single homogeneous offering that is an end-to-end experience for our gaming clients.

Our aim is to create a ‘skills-based gaming’ platform where players pit themselves one against the other to put their knowledge and experience to the test for profit. A really good explanation of what Skills Based Gaming is can be found in Nevada’s Regulation 14.010(10) which states that “a Game of skill is defined as a game in which the skill of the player, rather than chance, is the dominant factor in affecting the outcome of the game as determined over a period of continuous play.”

The gaming platform that we are currently evaluating and undertaking due diligence on is initially to be based around sports activities such as Football, Baseball, Soccer and Basketball.

In order to comply with the various State rules around Games of Skill, we went looking for a compliant ‘payment processing system’ that allowed gamers to ‘swap’ their winnings for crypto-currencies or ‘game-coins’ that can either be stored in a digital wallet or even used within other games. A player can keep their winnings in our own home-grown crypto-currency; they can ‘swap’ it for bitcoins or another popular crypto-currency; or they could again ‘swap’ them, this time for coins that can be used in third party games and entertainment.

This has taken us into the ‘crypto-currency’ arena and, whilst we are some way away from having anything meaningful to launch as we are still only now drawing up memorandum of understandings for third parties, we believe that the final end-to-end platform will be something pretty special, something unique and something very valuable. Our operational



headquarters have been moved to Europe and we are scouting for the right office space currently.

I personally understand how difficult it is to invest hard earned capital into a company with only a \$20m market cap and a sub-penny price. If you have already invested, I thank you and if you are simply keeping us in mind, I ask that you watch us closely over the coming days and weeks and judge us against the delivery of our strategic aims. We'd like to look back this time next year and see a company with a \$100m market cap and 10,000 monthly active players.

It's also important to note that we have not, and have no plans to, pay third party promoters, and as such, you should purely rely on the disclosures and releases at www.otcmarkets.com as well as on our website at www.dnadynamicsinc.com. Any third party social media or online chat room is not affiliated with, or paid for, by the company.

We will, however, be contracting an Investor Relations firm to handle incoming enquiries and dispatch Investor Packs and we expect to announce something on this during January 2018. They will be paid a small, monthly cash retainer and are there to answer incoming enquiries.

Sincerely,

Carl Grant.
President