The Business
The smart platform services and how we monetise.

The Market
The market trends and the millennial audience.

The Investment
The capitalisation and the investment offering.
Do you have many apps on your phone?

Users have in average 90 apps installed, but use around 30 monthly and only 10 daily!
A plethora of apps lacking an integrated ecosystem.
Today
Connected smart phones
App economy via app stores
Appstores are catalysts
No unified intelligence

“There is an app for that”

Future
Connected smart platforms
Platform economy via users
Platforms are catalysts
Unified intelligence

“There is a button for that”

We innovate with a smart platform consolidating the fragmented plethora of apps into an easily accessible rewarding realm where millennials are served as kings!
A smart platform for gaming and services.

THE FUTURE TODAY

Modelling China's leading lifestyle platform with 1 billion users.
Gaming
The perfect catalyst in building the future today.

Platform
Uniting millennials in a highly rewarding realm.

Services
Leveraging userbase in providing digital services.
Make it cool, easy and rewarding for millennials!

#supermission
THE STATUS TODAY

A proven gaming platform
1 million games played in over 100 countries by 25 000 users served by apps from 195 app stores.

A proven networking platform
50 million tokens bought by 8 000 users in 52 000 transactions with 250 000 rewards paid.

A smart platform ready to boost
Now raising for game launch and marketing to reach 3 million players and breakeven.

A team that never give up
The core team are the principal investors and has demonstrated solid persistency over years.

A unique kingdom of users
The smart platform where the users are the kings of a truly rewarding realm is the future.

A millennial sweet spot
The digital native millennials entering their prime spending years form a gigantic market.
THE BUSINESS

Let’s talk about what we do!

#superbusiness
A rewarding realm using the popularity of gaming to grow a large user base in a trusted environment and further expand into complimentary services.
Entertainment
Ultimate game
Modern swipe experience

Easy gameplay
Stunningly polished interface

Cool features
Fresh new social functions
Enjoy categories
Driving user engagement

Enjoy mastering
Fighting favourite topics

Enjoy raising
Dedicated learning tools
Ultimate game
The modern visual gameplay combines stunning imagery, a multitude of questions and a wide variety of categories and difficulties, with the thrill of winning prizes.

Profoundly engaging
The various single, double and multiplayer games are designed for social interaction, fast viral growth and high levels of engagement and retention.

Proprietary technology
The advanced and dynamic algorithms facilitate both asynchronous and real-time gameplay, while availability in 100 languages makes the platform truly global.
Singleplayer
Single player games allow the users to play against themselves to raise the game, rank and enjoy their mastery.

Doubleplayer
Double games adds the excitement of fighting other users being your friends or new platform relationships you get.

Multiplayer
Multiplayer tournaments have a lot of great prizes for you to win either alone, among friends or with new playmates.

The games are designed for enjoyment, smartness and winnings leading up to user’s joy in mastery and the feeling of earning their luck. Smart is the new sexy!
Multiplayer tournaments

Games with entry fees and prizes will be allowed in most jurisdictions, while these games might be closed to certain audiences for legal reasons.

Payment of entry fees with credits purchased or earned on the platform.

Pre-funded prize pools with flexible configurations to set fixed margins.

Always 50% winners on the two first levels, then 10% on each level.

<table>
<thead>
<tr>
<th>Level</th>
<th>Credits</th>
<th>Winners</th>
<th>Prize</th>
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<tbody>
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<td>8</td>
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<td>1</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>7</td>
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<tr>
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</tr>
<tr>
<td>1</td>
<td>4,000,000</td>
<td>2,000,000</td>
<td>Level up</td>
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</table>
Massive popular content inventory
### The big world of sports fans

<table>
<thead>
<tr>
<th>Top sports</th>
<th>Top football clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>Manchester United</td>
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<tr>
<td>Cricket</td>
<td>Liverpool</td>
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<tr>
<td>Basketball</td>
<td>FC Barcelona</td>
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<tr>
<td>Hockey</td>
<td>Real Madrid</td>
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<td>Tennis</td>
<td>Chelsea FC</td>
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<tr>
<td>Volleyball</td>
<td>Arsenal</td>
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<tr>
<td>Baseball</td>
<td>Manchester City</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Biggest sport
High user engagement

Betting culture
Spending money attitude

Best rankings
Advanced ELO ranking
Main sports
Billions of global fans

Huge clubs
Highly devoted communities

Famous stars
Massive social influence
Great business
Profoundly commercial

Great skills
Profoundly skilled fans

Great chance
Profoundly engaging
Learning nuggets
Create usage and engagement

Free pass
Makes your gameplay better

Win or buy
Get for free or pay your way
Better ads
With noninvasive formats

Better experience
Boost positive player sentiment

Better rates
Collected from advertisers
Tinderly social
Find likeminded playmates

Thrillingly rewarding
Win bragging rights and prizes

Truthfully bonding
Create rousing relationships
Earlier version
Proven webapp, native iOS + Android
25,000+ players, 1m+ plays, 190 app stores
Huge 25,000+ content library

Next version
Native iOS + Android
New UX, swipe and social features
Demo in app stores

mowjow  aws
GAMING

Enterprise + Education
Entertainment gaming is the gateway into serious gaming.

#blackberrystory
Enterprise
Cool gamified training

Adaptable
Platform facilitates verticals

Growth
Everyone goes mobile!
Education
Cool gamified learning

Contemporary
Visual lifestyle is trending

Competitive
Rewards and prizes
The gaming concept provides a tremendous growth potential.

#futuregrowth
Learn more about the game at the website.

#gamevideo
GROWTH VERTICAL

Digital services
Entertainment gaming is the gateway into digital services.

#modernlifestyle
The skill based games provide a new dimension of cognitive intelligence enabling modern adaptive services resulting in better brand connections.
Money
Banking, exchange and trading services are making it seamless to exchange SuperOne tokens and other crypto assets to use your money in the real world.

Shopping
By coupling shopping offers directly with gaming activity, users will be able to soften the blow of not winning in providing targeted complimentary offers.

Travel
Travel prizes are material in the games and being able to provide adaptive offerings will create additional sales and provide great mutual platform benefit.
The platform’s business models is to drive users into complimentary digital services either provided by the platform itself or through partnerships or white labeling.
We monetise from advertising, game credits and services fees.

#multimonetising
Advertising
Monetising with ads revenue

Gaming
Monetising with game credits

Services
Monetising with service fees
Advertising revenue

Ads impressions example
Daily active users (DAU) 10 million
Impressions per user/day 25
Fill rate 25%
Ads blended CPM $4.50
Daily ARPU $0.028125
LifeTime (LT) 6 weeks
LifeTime Value (LTV) $1.18
Daily ads revenue $280k
Monthly ads revenue $8.4m
Yearly ads revenue $100m
Entertainment example

Daily active users (DAU) 10 million
Daily paying users 1 million (10%)
Daily ARPPU $0.83 ($25/month)
LifeTime (LT) 6 weeks
LifeTime Value (LTV) $37
Daily game revenue $0.83m
Monthly game revenue $25m
Yearly game revenue $300m
Yearly game profit $100m (35%)
BMW Dealership example
4,400 dealers, 6 regions, 150 countries
7,000 cars of $44k in average daily
1.5 car/$70k/dealer/day, $2m/month
30 production lines, 14 countries
Revenue $110b/year, $300m/day
130,000 employees
40 dealers awarded yearly
Example: 1,000 dealers pay
Revenue $1,000/dealer/month
Revenue $1m/month
Prize costs $200k/month (21 prizes)
Monthly profit $800k
Yearly profit $10m (one deal only)

Gaming revenue
University example

Harvard, Oxford and Stanford
75 000 students, 800 000 living alumis
Perfect gateway to enterprise
About 200m students globally
Highly attractive audience
Brands will pay high premium
Example: 100 000 students and alumis
ARPU $10/month
Revenue $1m/month
Prize costs $200k/month (100 prizes)
Monthly profit $800k
Yearly profit $10m (one example only)
Digital services example

Daily active users (DAU) 10 million
Daily paying users 1 million (10%)
Daily ARPPU $0.33 ($10/month)
Daily service revenue $0.33m
Monthly service revenue $10m
Yearly service revenue $120m
Yearly service profit $100m (80%)
The annual ARPU (average revenue per user) is estimated to develop towards about $50 with a highly feasible potential of raising towards the $100 mark and beyond.
**ARPU comparisons**

<table>
<thead>
<tr>
<th>ARPU</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8</td>
<td>SnapChat - ads</td>
</tr>
<tr>
<td>$10</td>
<td>Zynga - gaming</td>
</tr>
<tr>
<td>$12</td>
<td>Facebook Asia - ads</td>
</tr>
<tr>
<td>$16</td>
<td>Tinder - premium</td>
</tr>
<tr>
<td>$25</td>
<td>SuperOne - early monetisation</td>
</tr>
<tr>
<td>$28</td>
<td>Facebook globally - ads</td>
</tr>
<tr>
<td>$42</td>
<td>Facebook Europe - ads</td>
</tr>
<tr>
<td>$50</td>
<td>SuperOne - well monetised</td>
</tr>
<tr>
<td>$64</td>
<td>Spotify - premium</td>
</tr>
<tr>
<td>$100</td>
<td>SuperOne - super monetised</td>
</tr>
<tr>
<td>$131</td>
<td>Netflix - premium</td>
</tr>
<tr>
<td>$133</td>
<td>Facebook US/Canada - ads</td>
</tr>
<tr>
<td>$137</td>
<td>Google globally - ads</td>
</tr>
<tr>
<td>$256</td>
<td>Google US - ads</td>
</tr>
<tr>
<td>$1,000</td>
<td>LeoVegas casino and betting</td>
</tr>
</tbody>
</table>

The unique advertising concept will yield higher than market rates.

The unique prize games will drive paid game revenue towards casino levels.

The adaptive services will increasingly drive revenues as the platform thrive.
Unique potential

High engagement levels and a viable and tremendous monetisation potential.

- Lotteries
- Gambling
- SuperOne
- Trailblazer games
- Most games
- Trivia

Cost / time

- Paid installs
- Content + press
- Referral network
- Player rewards
- Game challenges

Highly efficient marketing features are natively designed into the platform.
Native virality
Game winners and invites

Free prizes
High volume acquisition funnel

Paid installs
Gigantic commercial channels
Acquisition costs

**Free prizes example**
- Designed for high virality
- 200,000 free access tickets
- 20 tickets per signup, 10,000 users
- Prize Maldives trip of $10,000
- Cost Per Install (CPI) USD 1.00
- Virality (K-factor) of 2.00
- Efficient CPI USD 0.33

**Paid installs example**
- Chartboost, 1b gaming smartphones
- Paid installs to boost momentum
- Cost Per Install (CPI) USD 3.00
- Virality (K-factor) of 2.00
- Efficient CPI USD 1.00
With high native virality the average CPI is estimated to $1.

#lovefreestuff
The total cost base is estimated to 60% of revenue.

#variablecostbase
1m users
Yearly profit $20m - $0.01/token
Market value $200m - $0.1/token

10m users
Yearly profit $200m - $0.10/token
Market value $2 000m - $1/token

100m users
Yearly profit $2 000 - $1.00/token
Market value $20 000m - $10/token

The platform’s three revenue streams strengthens and solidifies the business model and provides significant growth potential that’s highly cash generative.
A highly profitable and scalable business model.

#scalableprofit
OWNERSHIP

Corporate
We’ve created a new form of direct ownership model.

#tokenised
The platform aligns the interests of its founders, investors and networkers into a modern and mutually beneficial and rewarding stakeholder realm.

Founders
Active management providing concept, execution and capital.
Getting rewarded via ownership and performance.

Investors
Passive investors providing capital and investor network.
Getting extra tokens and early exchange opportunity.

Networkers
Active networkers providing network of users and capital.
Getting tokens and networking rewards.
All profits from the platform's revenue streams are directed to the SuperOne tokens maximising their payouts and value.
Mowjow Limited
Incorporated in London
Owner of SuperOne Limited
Gaming and technology
Global execution team of 12+
Equity $5m, turnover $1m

SuperOne Limited
Incorporated in London
Owned by Mowjow Limited
Tokenised profit sharing
2 billion SRX tokens
Subsidiaries Asia/Africa/Europe

Status today
50m tokens sold (2.5% of 2b)
Average 6 500 tokens/user
Unique network on blockchain
250 000 blockchain rewards paid
Updated platform in Sep 2019
We create and own the core technology ourselves.

#independent
Years of proven technology development

<table>
<thead>
<tr>
<th>Year 2014</th>
<th>Year 2015</th>
<th>Year 2016</th>
<th>Year 2017</th>
<th>Year 2018</th>
<th>Year 2019</th>
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</thead>
<tbody>
<tr>
<td>1\textsuperscript{st} edition</td>
<td>2\textsuperscript{nd} edition</td>
<td>3\textsuperscript{rd} edition</td>
<td>4\textsuperscript{th} edition</td>
<td>5\textsuperscript{th} edition</td>
<td>6\textsuperscript{th} edition</td>
</tr>
<tr>
<td>PHP/MYSQL</td>
<td>Hybrid MEAN/PHP</td>
<td>MEAN/NEO4J</td>
<td>BTC platform</td>
<td>Native apps</td>
<td>Upgraded network</td>
</tr>
<tr>
<td>Rackspace</td>
<td>Single player game</td>
<td>Amazon EC2/S3</td>
<td>BTC transactions</td>
<td>ETH platform</td>
<td>Higher performance</td>
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<tr>
<td>Test games</td>
<td>Cash games</td>
<td>Challenges</td>
<td>ETH transactions</td>
<td>ETH network</td>
<td>Exchange solution</td>
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<td>Initial design</td>
<td>Design update</td>
<td>Private games</td>
<td>Smart contracts</td>
<td>ETH games</td>
<td>Updated Telegram bots</td>
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<tr>
<td>Rewards</td>
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<td>Tournaments</td>
<td>Token sale concept</td>
<td>Dynamic prize pools</td>
<td>Native demo app</td>
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<td>QMS</td>
<td>New QMS</td>
<td>Prize games</td>
<td>QMS update</td>
<td>Prize pools</td>
<td>ETH network</td>
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<tr>
<td></td>
<td></td>
<td>ELO ranking</td>
<td>Additional content</td>
<td>State channels</td>
<td>State channels</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Geo location</td>
<td>25,000 players</td>
<td>Smart contract RNG</td>
<td>ETH games</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Design update</td>
<td>1 million games</td>
<td>Realtime rewards</td>
<td>ETH games</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rewards update</td>
<td></td>
<td>Telegram bots</td>
<td>Dynamic prize pools</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chat/notify</td>
<td></td>
<td>Additional content</td>
<td>Prize pools</td>
</tr>
<tr>
<td></td>
<td></td>
<td>QMS update</td>
<td></td>
<td>100+ languages</td>
<td>State channels</td>
</tr>
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<td></td>
<td></td>
<td>Additional content</td>
<td></td>
<td>SuperOne 1.0</td>
<td>Smart contract RNG</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New webapp</td>
<td></td>
<td></td>
<td>Realtime rewards</td>
</tr>
</tbody>
</table>

With a tested and proven multimillion dollar platform and full control over the technology, we're able to scale quickly and safely, as well as easily add new features.
We’ve a solid setup and are ready to scale.

#uniqueplatform
Launch roadmap
There is actually a free lunch in making!

#freestuff
Free prizes is the catch
Minimum 100 monthly games with free prizes of up to $10,000 each like trips to the Maldives, cruises and football matches. Stuff making people go nuts!

Free credits is the driver
Users get entering credits by inviting. Every new user brings 10 credits to each and we have 20 million to give away to get 1 million new users every month!

Fantastic results
We calculate 50% discount on the prizes and will run media campaigns to support the boost. We expect to get 3 million new users at a total cost of $3 million.
The networking app will launch at $1m while also ramping up the team, an upgraded game app and tons of fresh content. The game is launching when $10m is secured and we commence a three months runway to breakeven.
QuizUp got 1 million users in 8 days. We’ll beat them!

#themillionweek
THE MARKET

Let’s talk about the opportunity!

#supermarket
**Before (2006)**

<table>
<thead>
<tr>
<th>Company</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>ExxonMobil</td>
<td>$363b</td>
</tr>
<tr>
<td>General Electric</td>
<td>$349b</td>
</tr>
<tr>
<td>Microsoft</td>
<td>$279b</td>
</tr>
<tr>
<td>citigroup</td>
<td>$231b</td>
</tr>
<tr>
<td>bp</td>
<td>$226b</td>
</tr>
<tr>
<td>Shell</td>
<td>$204b</td>
</tr>
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</table>

**Today (2019)**

<table>
<thead>
<tr>
<th>Company</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>$961b</td>
</tr>
<tr>
<td>Microsoft</td>
<td>$946b</td>
</tr>
<tr>
<td>Amazon</td>
<td>$916b</td>
</tr>
<tr>
<td>Alphabet</td>
<td>$863b</td>
</tr>
<tr>
<td>Facebook</td>
<td>$512b</td>
</tr>
<tr>
<td>ExxonMobil</td>
<td>$343b</td>
</tr>
</tbody>
</table>

Technology is the new oil
Digital services are changing lifestyles.

“Investments in new financial services doubled to $111 billion in more than 2,200 deals in 2018”

- KPMG The Pulse of Fintech, 2019
Who drives this change?
The millennial generation brings new dimensions.

Between 20 and 40 years
The largest generation cohort in history.
The most spending power of any generation.

Better foundation
The first generation of true digital natives.
The best educated generation ever.

Behavioural effects
The affinity for technology sparks new behaviours.
The lifestyle focus on experiences and wealth.

“Millennials are moving into their prime spending years and are poised to reshape the economy”
- Goldman Sachs, 2019
The millennial opportunity

**Global workforce**
More than 2 billion millennials will represent 75% of the workforce and leadership in 2025, and is entering their prime spending years.

**Global commerce**
Word-of-mouth is in the driving seat, they marry and buy homes later, while mobile entertainment and financial services prevails. Mobile is the king!

**Global education**
Digital lifestyle sparks online education and the freelancer economy. The new generation of leaders requires new mobile tools for learning.
Millennial traction is the key to the future.

#millennials
How is value created?
The world’s largest and best monetised social network.

The pre-revenue market valuations

- Feb 2004: Launch, 1m users
- Dec 2004: $100m
- May 2005: $550m
- Apr 2006: $1 bn
- Jun 2006: $15 bn
- Oct 2007: $50 bn
- Jun 2011: $500 bn

Only about 2 years to a billion dollar valuation.


Key metrics 2018

- Revenue:
  - Yearly: $55b
  - Daily: $150m
  - Minute: $100k
- Valuation:
  - Market cap: $500bn
  - P/S: 8.5
  - P/E: 30
- Users:
  - Users: 2.4bn
  - Value/user: $200
  - Profit margin: 40%
- ARPU:
  - Worldwide: $28
  - USA/Canada: $133
  - Europe: $42

Facebook is a benchmark in ads monetisation and market valuation.
**The pre-revenue market valuations**

<table>
<thead>
<tr>
<th>Date</th>
<th>Launch</th>
<th>20m pix/day</th>
<th>$860m</th>
<th>$3b</th>
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<tr>
<td>Today</td>
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</table>

*Only 18 months to a billion dollar valuation.*

**Key metrics 2018**

<table>
<thead>
<tr>
<th></th>
<th>Revenue</th>
<th>Valuation</th>
<th>Users</th>
<th>ARPU</th>
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<tbody>
<tr>
<td></td>
<td>Yearly</td>
<td>Market cap</td>
<td></td>
<td>Worldwide</td>
</tr>
<tr>
<td>Daily</td>
<td>$1.2b</td>
<td>$22b</td>
<td></td>
<td>$8</td>
</tr>
<tr>
<td>Minute</td>
<td>$3.3m</td>
<td>P/S</td>
<td>18</td>
<td>USA/Canada</td>
</tr>
<tr>
<td></td>
<td>$2.3k</td>
<td>P/E</td>
<td>Loss</td>
<td>$13.5</td>
</tr>
</tbody>
</table>

Snap is a poster-child of fast pre-revenue valuation growth in the post Facebook era.
<table>
<thead>
<tr>
<th>Digital eyeballs and fees - value $100/user</th>
<th>Crypto and neo-banks - value $1,000/user</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Instagram</strong></td>
<td><strong>coinbase</strong></td>
</tr>
<tr>
<td>Acquisition $1b</td>
<td>Private valuation $8b</td>
</tr>
<tr>
<td>30m users - $33/user</td>
<td>12m users - $666/user</td>
</tr>
<tr>
<td>Pre-revenue</td>
<td>Revenue $520m</td>
</tr>
<tr>
<td><strong>WhatsApp</strong></td>
<td><strong>nubank</strong></td>
</tr>
<tr>
<td>Acquisition $20b</td>
<td>Private valuation $10b</td>
</tr>
<tr>
<td>360m users - $55/user</td>
<td>12m users - $833/user</td>
</tr>
<tr>
<td>Only $10m revenue</td>
<td>Revenue $1.2b</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td><strong>Revolut</strong></td>
</tr>
<tr>
<td>Publicly listed $19b</td>
<td>Private valuation $5b</td>
</tr>
<tr>
<td>300m users - $63/user</td>
<td>4m users - $1,250/user</td>
</tr>
<tr>
<td>Run rate revenue $1b</td>
<td>Revenue $25m</td>
</tr>
<tr>
<td><strong>tinder</strong></td>
<td><strong>ñ26</strong></td>
</tr>
<tr>
<td>Private valuation $6b</td>
<td>Private valuation $2.7b</td>
</tr>
<tr>
<td>50m users - $120/user</td>
<td>2.3m users - $1,170/user</td>
</tr>
<tr>
<td>Revenue $800m</td>
<td>Revenue $80m</td>
</tr>
</tbody>
</table>
Millenial traction creates value fast

**Drives network effect**
Millennials’ quickly invite their friends sparking fast exponential growth that drives the valuable network effect resulting in retention.

**Drives valuation**
Investors love millennial traction and a pre-revenue valuation north of $100/user is fairly achievable enabling access to growth capital at less dilution.

**Drives revenue**
With an attractive and fast growing user base, the initial traction on monetisation will drive revenues and also boost the valuation substantially further.
How to reach millennials?
Mobile gaming is the highway to millennials.

“All millennials use mobile games and services daily. Social, excitement and relief from everyday boredom.”

“The boom of investment in mobile gaming is indicative of its stratospheric growth, massive revenue and strong user engagement”

- TechCrunch, 2019

**Entertainment**
All millennials use mobile games and services daily.
Social, excitement and relief from everyday boredom.

**Enterprise**
Gamification of work processes and learning.
Internal competitions and teambuilding.

**Education**
Pedagogical games designed to educate.
New behaviours change education and learning.
Gaming is the world’s biggest entertainment industry.

#everyoneplays
Top grossing Western titles

- **Candy Crush**: Lifetime revenue $4b, Launched Nov 2012, Acquisition $6b
- **CLASH of CLANS**: Lifetime revenue $4b, Launched Aug 2012, Acquisition $10b
- **Pokémon**: Lifetime revenue $2.5b, Launched July 2016, Private valuation $4b
- **FORTNITE**: Lifetime revenue $2.5b, Launched Mar 2018, Epic Games $15b

Top grossing Asian titles

- **mixi**: Lifetime revenue $7b, Launched Aug 2013, Monster Strike
- **GungHo**: Lifetime revenue $7b, Launched Oct 2013, Puzzle & Dragons
- **王者荣耀** (Amplex): Lifetime revenue $4.5b, Launched Nov 2015, Honor of Kings
- **Fate Grand Order**: Lifetime revenue $3b, Launched July 2015
Sweetspot
$350 billion
2 billion millennials

Advertising
$210 bn market
Advertising in gaming $100b
Facebook, Google, Chartboost

Gaming
$140 bn market
Gaming in Asian markets $70b
lead by China, Japan @ARPU $90

Addressable market
Upwards of $100 billion from 500 million players

Advertising in general $110b
Facebook, Google, local operators

Gaming in Western markets $70b
lead by US, DE, UK @ARPU $50
The gaming opportunity

Gaming behaviour
There are more than 2 billion digital natives that’s habitual with gaming and visual applications in easily accessible ecosystems.

Gaming acceptance
There is a widespread acceptance of gaming amongst advertisers, while users are readily adopting the freemium business model.

Gaming opportunity
The is a huge benchmark opportunity for our unique, visual gaming concept at the sweetspot between advertising and gaming.
Money - $6 trillion
The new digital banking and crypto services are servicing modern millennials with a simplified financial life, disrupting the industry incumbents.

Shopping - $3 trillion
The accessibility of online shopping and comparison services are changing the way people shop, leaving high street retailers behind.

Travel - $1 trillion
Travel is the mostly desired activity of the millennial generation and a plethora of online offerings innovates the industry.
## 10 Asian targets

<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
<th>Gaming Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>1,400m</td>
<td>$38bn</td>
</tr>
<tr>
<td>Japan</td>
<td>127m</td>
<td>$20bn</td>
</tr>
<tr>
<td>Korea</td>
<td>50m</td>
<td>$4bn</td>
</tr>
<tr>
<td>Taiwan</td>
<td>23m</td>
<td>$1.3bn</td>
</tr>
<tr>
<td>Indonesia</td>
<td>260m</td>
<td>$900m</td>
</tr>
</tbody>
</table>

## 10 Western targets

<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
<th>Gaming Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>330m</td>
<td>$30bn</td>
</tr>
<tr>
<td>Germany</td>
<td>82m</td>
<td>$4.6bn</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>67m</td>
<td>$4.5bn</td>
</tr>
<tr>
<td>France</td>
<td>65m</td>
<td>$3.3bn</td>
</tr>
<tr>
<td>Canada</td>
<td>37m</td>
<td>$2.3bn</td>
</tr>
</tbody>
</table>

2.2 billion people, 1.2 billion smartphones
$65 billion in gaming, 750 million gamers

1.2 billion people, 700 million smartphones
$55 billion in gaming, 500 million gamers
Gigantic gateways

- Google
  - World biggest ads provider
  - Android, search, online
  - More than 3b users

- Facebook
  - World's biggest social network
  - Social sharing and ads
  - More than 2.4b users

- YouTube
  - World's biggest video network
  - Influencers, ads and videos
  - More than 1.3b users

- Chartboost
  - World’s biggest game marketer
  - Paid installs and in app ads
  - More than 1b smartphones

- WeChat
  - China's biggest social network
  - Social sharing and ads
  - More than 1b users
That’s where we get millions of millennials.

#massivemarketing
That’s why we’ll launch when capitalised well.

#massivebudgets
THE INVESTMENT

Let’s talk about your ownership!

#superinvestor
INVESTMENT

Capitalisation
Tokenised revenue based financing model.

#superfinancing
Ads, gaming and services
Profits distributed to the SuperOne tokens

Your wallet and account
Profits are sent directly to your account
Token price increases for every token sold. Algorithm $P_n = USD 0.025 \times (1+(10^{-0.33}))^n$.

Maximum 2 billion tokens.
Capitalisation strategy

**Early stage raise upwards of $10m for game launch**
The creation and development have been funded by the founders and seed networkers and investors. Now it’s time to ramp up the funding for a massive game launch.

**Launch campaign to get 3 million users**
When the early stage raise is completed, a three months aggressive marketing campaign will launch. The goal is to attract more than 3 million users.

**Growth capitalisation at higher valuation**
Leveraging the massive buzz around the game, the capitalisation will continue and provide growth funding to grow the game and launch other services.
Seed and early investors will have exclusive and priority access to sell their tokens at $1.
The $10m raise in early capitalisation will be used for a major launch campaign over three months designed to attract north of 3 million users creating a massive stakeholder value.
Significant capitalisation is the key to user traction.

#marketing
Value proposition
1m players
Revenue $50m
Profit $20m
Token profit $0.01

Token value

100m players
Revenue $5 000m
Profit $2 000m
Token profit $1.00

Token value

Massive token value increase

Market valuation based on P/E 10 and ARPU $50.

3m players
Revenue $150m
Profit $60m
Token profit $0.03

Token value

10m players
Revenue $500m
Profit $200m
Token profit $0.10

Token value

1m players
Revenue $50m
Profit $20m
Token profit $0.01

Token value

$0.10

$0.30

$1.00

$10.00
A successful launch will potentially drive the token value 10x to $0.30 per token and create a great momentum for further growth and capitalisation.
We are ready to scale and will use the investment to fund growth of our player base to 1 million daily players, our initial benchmark for projected profitability. This growth will take the form of prizes and influencer rewards to help us achieve significant organic virality. With the funding, we will be well positioned to run a 100 day intensive marketing campaign while we fine tune our efficient growth engine.

### The potential homerun

<table>
<thead>
<tr>
<th>Profit and Loss $k</th>
<th>Year 2020</th>
<th>Year 2021</th>
<th>Year 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>65 385</td>
<td>240 667</td>
<td>423 625</td>
</tr>
<tr>
<td>Services</td>
<td>65 385</td>
<td>240 667</td>
<td>423 625</td>
</tr>
<tr>
<td>Gaming</td>
<td>196 154</td>
<td>722 001</td>
<td>1 270 874</td>
</tr>
<tr>
<td>Total revenue</td>
<td>326 924</td>
<td>1 203 335</td>
<td>2 118 124</td>
</tr>
<tr>
<td>Network rewards</td>
<td>80 307</td>
<td>287 000</td>
<td>493 327</td>
</tr>
<tr>
<td>Net revenue</td>
<td>243 617</td>
<td>916 335</td>
<td>1 624 797</td>
</tr>
<tr>
<td>% growth</td>
<td>276 %</td>
<td>77 %</td>
<td></td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>51 389</td>
<td>185 003</td>
<td>320 985</td>
</tr>
<tr>
<td>Development</td>
<td>1 336</td>
<td>7 450</td>
<td>20 930</td>
</tr>
<tr>
<td>Sales and</td>
<td>50 379</td>
<td>138 660</td>
<td>228 894</td>
</tr>
<tr>
<td>General and</td>
<td>10 371</td>
<td>26 412</td>
<td>47 905</td>
</tr>
<tr>
<td>Total expenses</td>
<td>113 475</td>
<td>357 525</td>
<td>617 904</td>
</tr>
<tr>
<td>EBITDA</td>
<td>130 142</td>
<td>558 811</td>
<td>1 006 893</td>
</tr>
<tr>
<td>EV (Enterprise)</td>
<td>1 016 000</td>
<td>4 169 000</td>
<td>7 472 000</td>
</tr>
<tr>
<td>Revenue margin</td>
<td>40 %</td>
<td>46 %</td>
<td>48 %</td>
</tr>
<tr>
<td>ARPU (monthly)</td>
<td>$5.37</td>
<td>$5.46</td>
<td>$5.54</td>
</tr>
<tr>
<td>CPI (Install cost)</td>
<td>$0.84</td>
<td>$0.99</td>
<td>$1.18</td>
</tr>
<tr>
<td>Players EOP ('000)</td>
<td>12 300</td>
<td>24 500</td>
<td>38 500</td>
</tr>
</tbody>
</table>

### User Metrics

<table>
<thead>
<tr>
<th></th>
<th>Year 2020</th>
<th>Year 2021</th>
<th>Year 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic growth</td>
<td>565</td>
<td>520</td>
<td>520</td>
</tr>
<tr>
<td>Paid growth</td>
<td>1 298</td>
<td>1 148</td>
<td>1 148</td>
</tr>
<tr>
<td>Viral growth</td>
<td>58 166</td>
<td>138 463</td>
<td>191 943</td>
</tr>
<tr>
<td>Total growth</td>
<td>60 009</td>
<td>140 131</td>
<td>193 612</td>
</tr>
<tr>
<td>User attrition</td>
<td>47 620</td>
<td>127 788</td>
<td>179 725</td>
</tr>
<tr>
<td>Net growth</td>
<td>12 388</td>
<td>12 343</td>
<td>13 887</td>
</tr>
<tr>
<td>Users EOP</td>
<td>12 300</td>
<td>24 500</td>
<td>38 500</td>
</tr>
</tbody>
</table>

### User Metrics

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>User invites</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Conversion</td>
<td>10 %</td>
<td>10 %</td>
<td>5 %</td>
<td>5 %</td>
<td>2.00</td>
</tr>
<tr>
<td>New users</td>
<td>1</td>
<td>0.50</td>
<td>0.25</td>
<td>0.25</td>
<td>2.00</td>
</tr>
<tr>
<td>Virality</td>
<td>2x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Monetisation Metrics

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising (20%)</td>
<td>$1.09</td>
</tr>
<tr>
<td>Services (20%)</td>
<td>$1.09</td>
</tr>
<tr>
<td>Gaming (60%)</td>
<td>$3.28</td>
</tr>
<tr>
<td>Total long term ARPU per month</td>
<td>$5.46</td>
</tr>
<tr>
<td>LT (Life Time in months)</td>
<td>1.7</td>
</tr>
<tr>
<td>Long term LTV (Life Time Value)</td>
<td>$9.29</td>
</tr>
<tr>
<td>Long term CPI (Cost Per Install)</td>
<td>$1.18</td>
</tr>
<tr>
<td>Months to breakeven (13 weeks)</td>
<td>3.0</td>
</tr>
<tr>
<td>Total users (paying users)</td>
<td>1 091 000 (109 000)</td>
</tr>
<tr>
<td>Cash to breakeven ($'000)</td>
<td>$5 500</td>
</tr>
</tbody>
</table>

All estimates in USD '000
Your chance to own a piece

SuperOne started in 2018 as a spin-off from Mowjow, which was founded by Andreas Christensen five years ago, and has grown to attract more than 700 investors. Both Mowjow and SuperOne are incorporated in London.

SuperOne operates a tokenised business model that diverts all platform profits to tokens functioning as digital shares. To finance growth and marketing, SuperOne is now conducting a token sale.

We are offering an early investor round of $10 million for 250 million tokens at highly attractive terms.

With the funding, we will be well-positioned to scale and run a 100-day intensive marketing campaign designed to attract more than 1 million daily users, our initial benchmark for projected profitability.
How to invest?
The first one million dollars of investments into the early stage round is rewarded with double bonus resulting in significant better returns.

### Double bonus first $1 million

<table>
<thead>
<tr>
<th>Package</th>
<th>Bonus</th>
<th>Tokens</th>
<th>Return @ $1</th>
<th>Return @ $2</th>
<th>Return @ $3</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>20%</td>
<td>200k</td>
<td>$200k (39x)</td>
<td>$400k (79x)</td>
<td>$590k (118x)</td>
</tr>
<tr>
<td>$10,000</td>
<td>40%</td>
<td>460k</td>
<td>$460k (46x)</td>
<td>$920k (92x)</td>
<td>$1.4m (138x)</td>
</tr>
<tr>
<td>$25,000</td>
<td>60%</td>
<td>1.3m</td>
<td>$1.3m (53x)</td>
<td>$2.6m (105x)</td>
<td>$3.9m (158x)</td>
</tr>
<tr>
<td>$50,000</td>
<td>80%</td>
<td>3.0m</td>
<td>$3.0m (59x)</td>
<td>$5.9m (118x)</td>
<td>$8.9m (177x)</td>
</tr>
<tr>
<td>$100,000</td>
<td>100%</td>
<td>6.6m</td>
<td>$6.6m (66x)</td>
<td>$13.1m (131x)</td>
<td>$19.7m (197x)</td>
</tr>
</tbody>
</table>

Exclusive access to sell tokens
Why become an early investor?

**A successful launch yields 10x return**
The massive marketing for the upcoming launch will quickly provide a large user base driving the valuation and market perception to new heights.

**Exclusive access to sell tokens at $1.00**
With the exclusive access to sell your tokens when the token price reaches $1.00, you will be able to liquidate and cash in on your investment to secure your profit before others.

**Priority exchange trading**
When the exchange is opened for everyone, you will enjoy priority trading over other users, meaning that your orders will be transacted before others.
A homerun investment?

The team that never give up!
The core team are the principal investors aligning their interests with yours, while years of profound creativity and solid persistency in evolving the concept, have proved their firm commitment.

The kingdom of users!
The smart platform provides a rewarding realm with non-invasive ads boosting positive user sentiment and unique data collections while leveraging proven gaming and networking technology.

The millennial sweet spot!
The sweet spot between advertising and gaming constitutes a gigantic global market with billions of digital native millennials entering their prime spending years.
Check our calculators and choose your investment.

http://so.link/calculator
Super.One
THE FUTURE TODAY
#superinvestor