

MEGAFANStore



Megafanstore Marketing Ltd. | Investor Presentation

Company Purpose

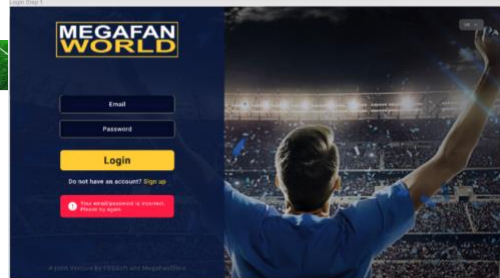
- Digital future for football clubs:
Monetise their huge fan base
- Create a global virtual world and
social media for football and sports
fans
- Provide a blockchain-based
micropayment solution to clubs
- Create digital fan assets, NFT-
Tokens and provide a marketplace
for football fans





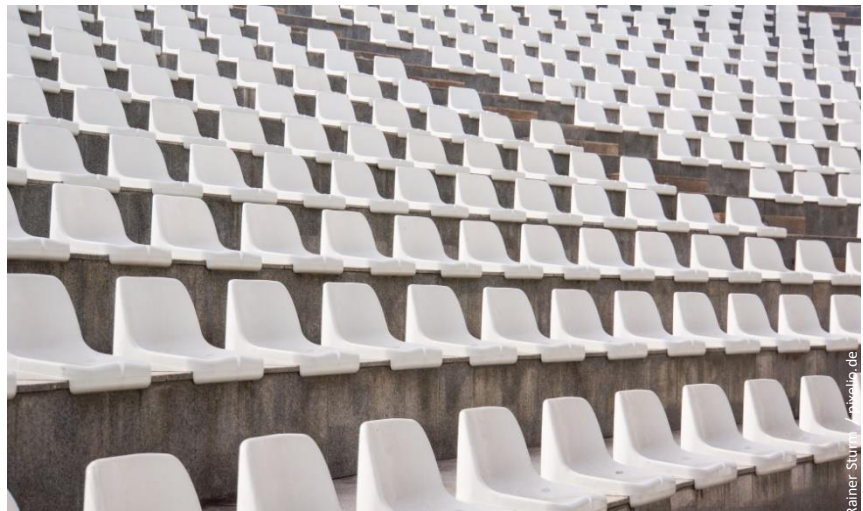
Company Achievements

- Founded in 2016
- Excellent network and contacts in the world of football
- Established online store for fan merchandise
- Cooperation agreements with strong partners
 - Great Branding (UEFA merchandise)
 - Chinese retail partnership
 - Joint venture with FDS Soft (software development)
 - Orion GmbH (important Stellar Development Partner)
 - 3DyourBody (3D scans and figurines)
- *Megafanworld* – Virtual 3D world for football fans launched in beta



Untapped Potential of Fan Base

- Football clubs have a huge following, up to 500 million world-wide
- Clubs' main income from ticket sales, TV rights, sponsors and merchandise sale
- Potential of the huge football fan base largely unmonetised
- Few opportunities in social media or eSports for organized competition between football fans
- Traditional club income heavily impacted by Covid-19
- Digital strategy of football clubs underdeveloped with huge potential



Megafanstore's Solution

1. Megafanworld:

Virtual 3D World
as online focal point for
football fans and Clubs

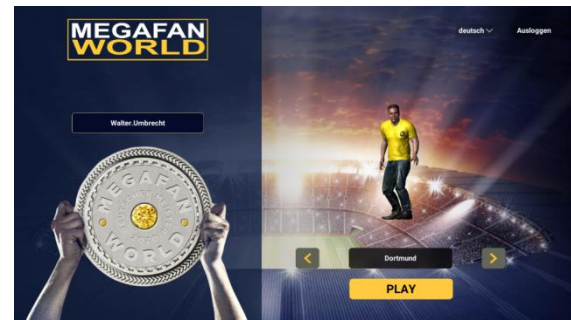
2. Digital Collectibles:

Blockchain Authenticated
Clubs can monetise their brand
and players online: Fan room to show and collect digital assets;
3D shops for clubs to sell offered digital assets

3. Fanwallet:

Using Blockchain Technology
as micropayment and voting solution for clubs and fans

> **The perfect Solution for Clubs to monetise their Fan Base**



Megafanworld

- *Megafanworld*: an online 3D world and social media network for football fans
- Presenting city and stadium environment familiar to fans
- Users (fans) choose an avatar reflecting their club affiliation (scanned 3D avatars also possible)
- 3D fun game with competitions between fans and collecting points for their team
- Perfect virtual solution for times of social distancing
- Potential to reach >100m users by 2022



Megafanworld

- *Megafanworld* aligns the interests of clubs and fans
- Revenue model: sale of in-app credit to users
- Incentives through trophies, prizes and special events
- Clubs can participate in *Megafanworld*, place their sponsors, reach their fans and receive revenue share
- Virtual fan store within *Megafanworld* facilitates sale of club and UEFA merchandise
- Company now in active discussions with major German football clubs and sports personalities



Digital Collectibles

- Blockchain-based fan collectibles (e.g. autograph cards, digital memorabilia and merchandise)
- Clubs officially create and authenticate each individual asset on the blockchain
- Ownership is recorded in the blockchain and no fakes or unauthorized copies can exist
- Fans can proudly exhibit their digital memorabilia under their *Megafanworld* avatar



- Buying/Selling of digital assets easily possible on a marketplace like a normal blockchain transaction

Revenue Model:

- Megafanstore charges clubs a fee for each transaction
- Megafanstore operates the digital marketplace within *Megafanworld*

Digital Assets with NFT Tokens

- Heightened Boom in digital assets and so-called non-fungible tokens (NFTs) since beginning of 2021
- Digital art in the form of NFT tokens was partially auctioned for tens of millions.
- Concept of digital assets with limited editions fits perfectly into marketing of digital fan articles, as all digital articles are registered on the blockchain and thus publicly digitally securitized.

No limits to imagination:

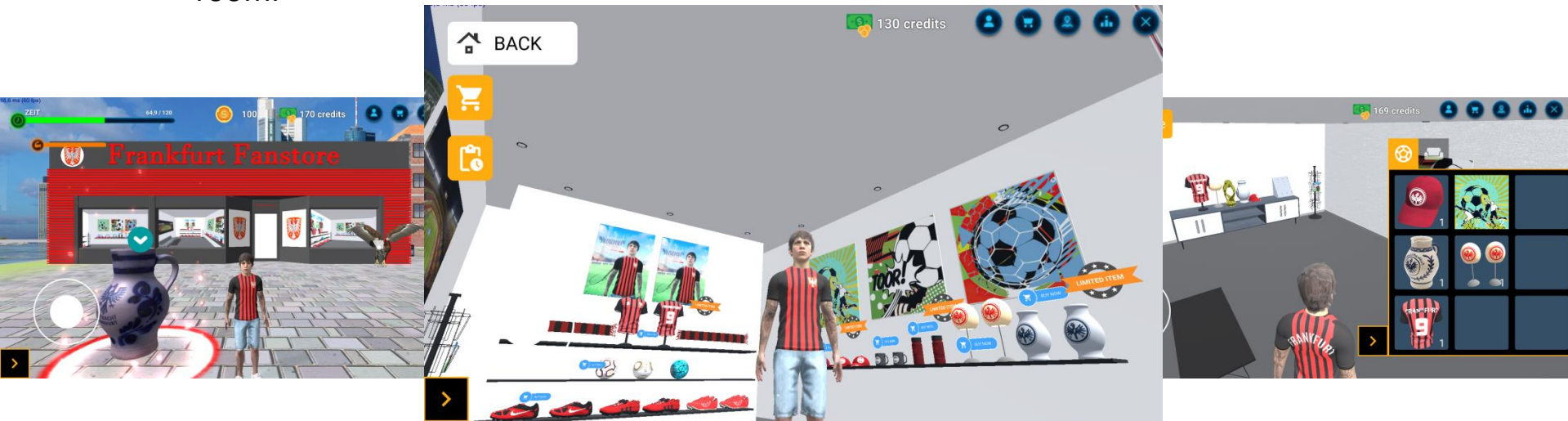
- Digital trading cards
- Digital autograph cards
- Digital artworks
- Historical limited digital editions of e.g. a final ball or trophies
- A goalscorer's shoes
- Team photos with original signatures
- Virtual objects (e.g. cups, glasses, plates, T-shirts) with the club logo
- etc.

Digital Assets: Tradability and New Sources of Revenue

- All virtual assets can be traded via an online marketplace – particularly interesting for limited editions after the primary market edition is sold out.
- Possibility that individual pieces experience a significant increase in value due to the “scarcity” if other collectors or fans want the piece
- Digital assets offer clubs new sources of revenue, especially in Corona times, when the number of stadium spectators is very limited
- Through *Megafanworld*, clubs can either sell digital assets or give them as prizes for digital competitions, raffles or as an incentive for taking part in surveys.

Digital Assets: Fan Room and Fan Store

- Similar to the personal fan room, clubs can set up digital exhibition rooms, halls of fame or shops – to present the assets. Fans can buy these for their fan room.
- In addition, traditional material fan articles can be offered for shipping, along with a digital certificate of authenticity.



Virtual shares on the stadium lawn

- Virtual participation in land or buildings of 3D worlds or games has boomed in recent years, followed even by mutual funds that invest in virtual real estate.
- One example: Proceeds of \$ 220,000 for a share in the Formula 1 racetrack in Monaco in a virtual game.
- For example, clubs could sell the grass in the stadium in virtual parcels of around 1m². A football pitch is usually 7000 m².
- There is also the option of paying out a small bonus to the lawn owner, which is linked to a championship / cup win or promotion.
- After the primary sale has ended, the secondary market starts and prices follow supply and demand. In addition, different categories can be output, e.g. normal lawn field, center circle, 16 meter room, 5 meter room etc.



Fanwallet and Fantoken

- Fanwallet and Fantoken – Based on Stellar Lumens [EURT stable token](#)
- Wallet is easy for fans to set up, fund and use
- Fantokens can be branded to individual Football clubs
- Fanwallet and token can be used for micropayments - within Megafanworld, for Digital Collectibles, surveys and voting, prize raffles, tickets, in-stadium and merchandise

- Transactions costs are over 500x lower than traditional methods (e.g. credit card, Paypal)



Revenue Model:

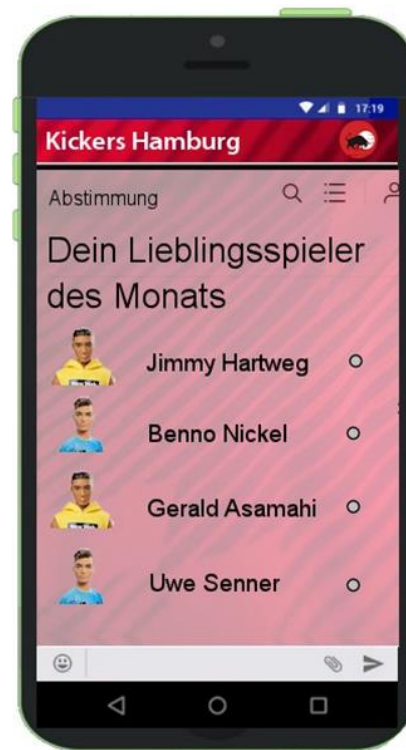
Megafanstore charges Clubs a fee for each transaction

Surveys, Votes, Raffles

- Fanwallet and Fantoken can also be used for voting/surveys/prize raffles
- For example Player of the Month, Goal of the Week etc.
- Blockchain makes voting process secure and auditable (better than US election)
- Prize Raffles are also possible

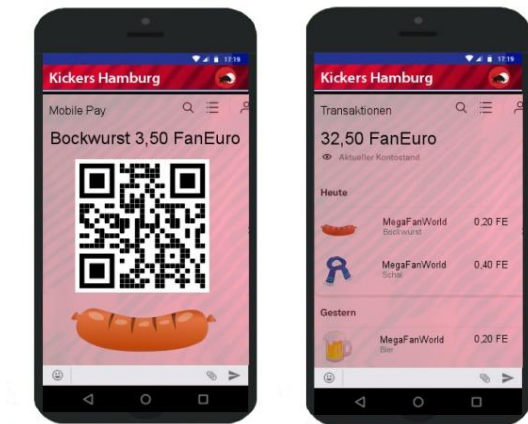
Revenue Model:

Megafanstore charges clubs a fee for each transaction and also participates in a share of revenues from votes etc. generated in the Megafanworld



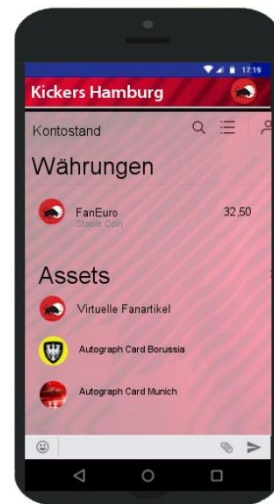
Fan account – The blockchain-based account

- Megafanstore offers partner clubs and fans a fan account for micropayments inside and outside of *Megafanworld* (similar to an account at a NEO Bank – already used by around 10 million Germans)
- The EURT token based on the Stellar-Lumens (stable equivalent of € 1), which is accepted by the regulatory authority, is used.
- The fan account can be set up easily in a few minutes and operation is child's play.
- The credit is **not managed by Megafanstore** and thus retains a secured value. No risk of bankruptcy.



Added Value for partner clubs

- In addition to the payment function, the fan account enables surveys or votes among fans, e.g. Goal or Player of the Month.
 - Partner clubs have a powerful tool for fan activation through the technology.
 - The fan account can also be used for payments in the online shop or in the stadium. (Mobile payment)
 - With the fan account, the club can reach a broad mass of fans and generate considerable additional income through the activities, which can also be in the smallest area.
- Club branding is possible. This creates a fan account that the fan uses like a bank account for payment transactions with the club and which is topped up with a regular budget.



Market Size

- 2bn football fans around the world, half of which use social media
- Total European Football market size is about \$34bn
- Chinese market for football merchandise is around \$2.3bn
- Global gaming market valued at \$152.5bn in 2019
- Mobile gaming in 2019, growing +10.2% year on year to \$68.5 billion



Business Model & Revenue Potential

- *Megafanworld* In-app purchases – Target of \$5m by 2022
- Fanwallet Transaction fees – Target of \$1m by 2022
- Referral fee for merchandise – Target of \$1m by 2022

Overall Revenue Target

\$7m by 2022, \$15m by 2023,
growing to \$50m within 5 years



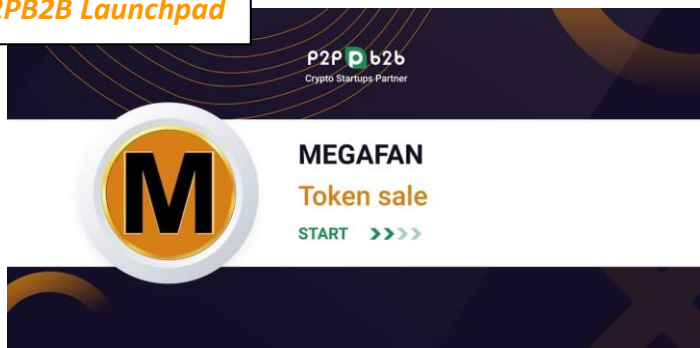
Why invest in Megafanstore now?

- *Megafanworld* and Fanwallet perfect tools for clubs to monetise fan base
- Big Movement has started for digital assets as trading or collectible assets
- *Megafanworld* 3D game beta version launched
- Active discussions with several clubs and sports personalities in progress
- Access to major league football clubs through cooperation with Great Branding (UEFA Partner)
- Potential to reach >100m users by 2022
- Further developments:
 - *Virtual Fan Room* supported by VR and AR
 - Creation of a social network for football fans

P2PB2B Offering

- 200,000 Security Tokens representing 18% of the company
- Token price: \$2 - 2.5, pre-money valuation of \$2m

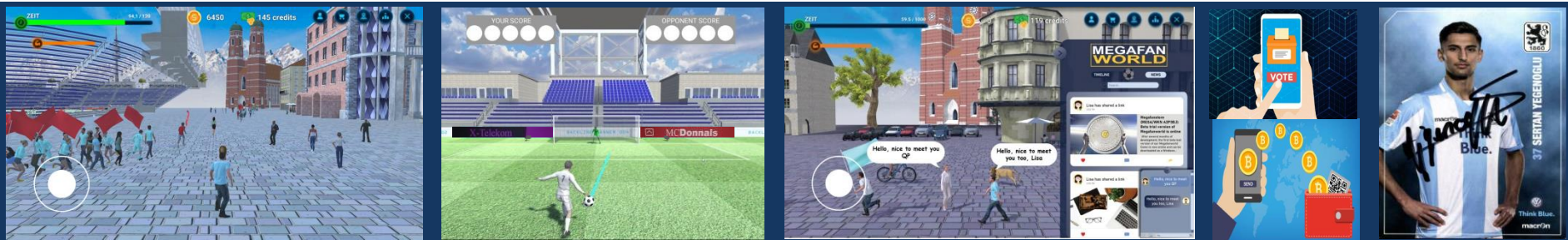
-> P2PB2B Launchpad



Use of proceeds:

- Further development of *Megafanworld* and Fanwallet
- Marketing and sponsorship deals with sports personalities
- 3D avatar scanning locations in Europe (cooperation with 3DyourBody)
- General overheads and working capital

Roadmap 2021-2022



- First public version of the 3D app, *Megafanworld*, with a football club as a partner
- Start of the German *Megafanworld Championship* with the opportunity to win a championship trophy
- Interactive Free Kick game in *Megafanworld* with fan competition
- Interactive 3D world *Megafanworld*
 - Implement social media tools in *Megafanworld*
 - Roll-out of Fan Wallet with voting/surveys/raffles
 - Roll-out of digital collectibles

Board of Directors



Andreas Schmidt, CEO, publisher of economic and financial media since 1990, former columnist for Forbes magazine. Youngest managing director of a listed company in Germany in 1990. Experienced with software development, marketing and social media. Former football player and long standing football enthusiast. Excellent contacts in the football scene.



Reinhard Schu, CFO/CLO, international lawyer for over 20 years with experience in corporate finance and commercial transactions.



Dipl.-Ing. Uwe Waldenmeyer, Non-executive Director, one of the pioneers in the sale of sports merchandising articles. Excellent network in the football scene.

General Company Information / Financials

The Megafanstore Marketing Ltd. was founded in October 2016 and registered with number 08579439 in the UK Companies House.

Company www.megafanstore.com

Websites www.megafanworld.de
www.3dminifan.com
www.capitol-world.com

Telegram: <https://t.me/megafantoken>

Twitter: <https://twitter.com/FancoinCoin>

P2PB2B

Launchpad: <https://p2pb2b.io/token-sale/MEGA/1>

Shareholder structure:

- Approx. 900,000 shares outstanding
- Management and consultants : 50%
- Main investor 20%
- Approx. 50 other shareholders: 30%

Previous financings at
EUR 1.00, 1.30 and 1.50

Pre-money valuation on current
Latoken offering: \$[2]m

Contact us

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