

MEGAFANSTORE

Megafanstore Marketing Ltd. Investor presentation

Stand: Februar 2020



Important Note

This investor presentation contains certain forward-looking statements. Forward-looking statements are statements that do not relate to historical facts and events, i. H. Facts and events that occurred prior to the date of this presentation. The forward-looking statements are based on current estimates and assumptions made by the company to the best of our knowledge. Such forward-looking statements are based on assumptions and are subject to risks, uncertainties and other factors that may lead to the factual circumstances including the net assets, financial position and results of operations of Megafanstore Marketing Ltd. differ significantly from those and are more negative than those expressly or implicitly accepted and described in these statements. In addition, this presentation can be changed or supplemented at any time according to current knowledge.

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1 Company overview

Megafanstore sells and trades in fan and sports items. Megafanstore has a small team with experience in marketing, social media and e-commerce. Cooperation with established partners to increase business was also established using the core competencies. The Corona crisis placed a focus on the completion of MegaFanworld, a new virtual social media network for football fans.

- Megafanstore is currently developing and promoting the potential of UEFA products, UEFA co-branding products and merchandising products from leading European football clubs for the Chinese market and other countries. Megafanstore is in the process of building a franchise-like system with UEFA licensee The Great Branding.
- Megafanstore offers fans unique opportunities with 3D avatars and 3D figures. Megafanstore refers customers to the stores of 3DyourBody - an established company in the field of 3D figure production (with 8 existing stores). Megafanstore takes care of marketing for sports fans and receives a commission for every sale.
- Megafanstore has founded a joint venture with FDS Soft to develop a 3D game, a mobile game and a 3D world for soccer fans. There, fans can upload their personal avatar, which was previously created in local scan stores and interact interactively.
- Megafanstore kooperiert mit YDX Innovation, einem führenden Anbieter von Augment Reality und Virtual Reality Anwendungen. YDX entwickelte große Projekte für Walt Disney, Coca Cola, Intel, Adidas, Loreal u.v.m. Eine Augment Reality Anwendung wie Pokemon für Fußballfans ist in der Planung.

2 Planned IPO

Megafanstore Marketing Ltd. is currently conducting an IEO Initial Exchange Offering on the Latoken Exchange. Tokens, each representing one share, are offered at a price between \$ 1.80 and \$ 2.50. The issue volume is approximately 300,000 euros. Trading is scheduled for August 2020.

The company also plans to go public on a regulated, internationally recognized stock exchange in 2021. A listing on the Canadian Securities Exchange (CSE) and a dual listing of the shares in Germany are planned.

3 History of Megafanstore

Megafanstore was founded in 2016 when the directors designed a Germany fan sneaker for the World Cup and marketed it in an online shop.

In order to expand the product range with innovative fan articles, the idea arose to embellish 3D figures of soccer fans with the jersey of the favorite team and a trophy. For this purpose, a cooperation with 3DyourBody was concluded.

The concept also caught the eye of Great Branding from the point of offering it to football clubs on a large scale. The Great Branding also has a collaboration agreement for the sale of UEFA fan merchandise for the online store and a distribution agreement for the U.S. and Chinese markets. The project with China has developed dynamically in the last 12 months, a concept for a kind of fan shop was developed, which mainly contains UEFA products. A partner was also found who will implement this concept in China from May 2021.



Fan stores in Germany, Great Britain and the USA are planned for 2022, based on the same model. Initial talks with partners have already been held.

It is also planned to market a 3D edition of the best football players at UEFA. (Champions League Edition star figures) zu erstellen.



The optimal application for the fan avatars are virtual soccer games in a 3D world or a soccer app for the smartphone. In cooperation with FDS Soft, a separate 3D world for football fans and a football app are now being developed, which will be linked to the 3D world.

The 3D world and the app offer enormous possibilities for monetization, since a remuneration can be calculated for certain actions in the game, for example to expand the game or improve your skills.

4. MegafanWorld - 3D game and 3D world for football fans

The current Corona theme has also changed the environment for our projects. Accordingly, the projects were largely postponed to the next year and initially a focus was placed on the 3D game Megafanworld. The first beta version is scheduled to start in May 2020, the public version in June.

The fact that football fans are now likely to have a long idle period makes our offer in the market environment even more attractive. Millions of football fans can download the app for free and start playing right away.

In the first step, a version with a simple 3D fun game will be available, which in principle is similar to the well-known grouse game classic. A fan can move around the virtual city with his avatar and receive points if, for example, he removes a flag from an unpopular team from the 3D world. For a Frankfurt fan, this is done by sending his eagle to the opposing flag. The players must collect as

many points as possible within 3 minutes, an extension of the time period is possible if the fan drinks a beer to fortify himself.

With Google Pay, which is integrated into the app, the fan can top up their credit to eat more beers or sausages and thus achieve more points in the game.



At the start of the game, the fan can choose which city colors he wants to appear in the game. At the beginning there is the possibility for the following cities:

Frankfurt, Gelsenkirchen, Munich, Dortmund, Dresden, Hamburg, Berlin, Gladbach, Bremen, Wolfsburg, Freiburg, Hanover, Nuremberg and the team from the Reeperbahn in Hamburg.

A ranking of the best players and a total score of all players will also appear in the game, so that the fans of a team can compete collectively for points against another city. At the end of the competition, we will select the German Megafanworld gaming champion with a presentation of the "bowl".

Comparable soccer game apps already have downloads of up to 200 million users. We see a clear competitive advantage through our concept with targeted cooperation with clubs and the competitive nature of a kind of championship.

European competition

A cooperation for the organization of a European competition was agreed with The Great Branding, UEFA's license partner. All major clubs are addressed in this regard.



Further development of Megafan World into a virtual social media portal

In the next stage of development, it will then be possible for fans to move around in the 3D World of Football at the same time and to be able to communicate and chat with other people. In addition, there will be the feature that a Frankfurt fan can travel virtually to Munich and stop off at the Hofbräuhaus, where he will probably meet numerous Munich football fans. In addition to the social media area, the e-sports area is also developed, the fan can e.g. go to the sports field and interactively shoot penalties and get points depending on their success.

A key aspect of Megafan World will be the virtual fan room and the virtual fan store. A football fan can purchase virtual merchandising items in the fan store and present them in his fan room.

The more fan articles a fan has, the higher his status in the virtual world will be and he can get special incentives, such as real tickets or VIP tickets to his favorite club. There is also the possibility of purchasing merchandising items in real via the virtual fan shop.

The 3D world is combined with the social media component, where all players can create their own profiles, chat with one another or organize group chats, similar to other social media providers.

Megafanworld has a potential of around 500 million users

There are numerous ways to monetize a large number of users. The clubs are offered profit sharing to win customers on a large scale. (40%) In addition, substantial revenue is expected from merchandising items that can be bought in-game.

4.1 Fanwallet and micropayment system

With Blue Orion and FDS Soft, Megafanstore has started the conception and development of a micropayment system. This was interrupted because all resources were devoted to the development of Megafanworld. The fan wallet is based on a regulated EURO stablecoin and is defacto the same as the Libra from Facebook. With the company's own micropayment system, there are enormous opportunities for further monetization of Megafanworld, and the system can also be used to offer the clubs voting and surveys. The next step is to cooperate with a bank that can issue EC cards and offer other financial services as a “branded solution”.

Roadmap:

June 2020

- First public version of the 3D app, Megafan World, with a football club as a partner

June 2020

- Start of the German Megafan World Championship with the opportunity to win a championship trophy.

September 2020

- Interactive football app Megafanworld with goal scoring and competition

November 2020

- Interactive 3D world in Megafanworld

May 2021

- Chinese retail stores opened with UEFA and Chinese partners as “Home of Football”
- Development of a payment system for separate accounts in blockchain with IT partners

2022

- Scanning stations increased to 10 in collaboration with sports clubs in Europe
- Opening of 3 new stores of UEFA UCL goods in Europe with local partners in 2022
- Development of fan figure series with top European players

2023

- Increase the number of scan stations to 20 in collaboration with sports clubs and gyms in Europe and the U.S.

6 Board of Directors

Andreas Schmidt - CEO and Board of Directors

has been working in the economic and financial publications since 1990. Among other things, he was a columnist for the Forbes magazine and in 1990 the youngest managing director of a listed company in Germany. He has a global network in the financial industry.

Reinhard Schu - CFO and Board of Directors

Mr. Schu has been an international lawyer for over 20 years, has lived in London for 20 years and has worked as the legal director of larger medium-sized companies in recent years. He is licensed as a solicitor in England and is a fully qualified German lawyer. He specializes in international trade and contract law, mergers & acquisitions and corporate governance. Mr. Schu also has extensive experience as an investor in the small cap area. From May 15, Mr. Schu will also be operational for Megafanstore Marketing Ltd. be active and take on the function of board member responsible for finance and law.

Dipl.-Ing. Uwe Waldenmeyer - Board of Directors

is one of the pioneers in the sale of merchandising articles (B2B and B2C) in Germany, where he started his business in 1990. His many years of professional experience form the basis for an important network in the entire industry, which in particular includes football clubs, sponsors and large manufacturers of sporting goods. Baseball, football and basketball clubs from the USA are also included.

7 Consultants

Steve Vestergaard (Advisor)

Mr. Vestergaard has developed 10 sports simulations in his role as a game developer for Electronic Arts (EA Sports) and is a global leader in sports simulation games, game development, watermarking and IT security. He has been in software development for 35 years and has dramatically reduced the spread of illegal MP3 downloads through encryption technologies for the music industry, which now has a monopoly.

He has developed more than 30 global patents for IT security, crypto and watermark technology. Steve Vestergaard advises Megafanstore especially in the strategic area of e-sports and games in connection with the 3D avatars.

Abu Nurullah – Community Manager

worked in various companies, including: a. in the real estate, cryptography, pharmaceutical, e-commerce and corporate marketing sectors, in the area of community management.

He is an expert in advertising, forum support, content marketing, banner advertising, PR, Google AdWords advertising, email list coordination and social media marketing, influencer marketing, LinkedIn lead generation, etc.

8. Business plan for the next 5 years

The current structure of Megafanstore is very lean, in extreme cases the running costs can be reduced to 2 to 3 K euros per month. The main cost block is the development costs for Megafanworld. Since we have a cooperation with FDS Soft (MEGA 70% and FDS Soft 30%), the development costs are manageable. In an emergency, development and operations would also be able to continue if Mega did not make a financial contribution.

MEGA is structured in such a way that even if there were no funds from investors, it would be viable. Nevertheless, we assume that the company can at least raise enough funds and equity from investors to be able to finance a basic development.

Current status MEGAFANWORLD

The first version of Megafanworld is finished in the first test version, a first public downloadable version as BETA test version is planned for June 1st. The start of the German Fan Championship is July 1st. Discussions are currently being held with two football clubs about a partnership, whereby a "traditional club" has a firm verbal commitment and this is to be contractually fixed in the next few weeks. As soon as this is available, the game begins to design the corresponding scenery in the game according to the suggestions of the club. Afterwards other clubs will be addressed. In addition, an extensive cooperation with The Great Branding for the organization of a European competition was agreed.

The Great Branding is de facto the UEFA merchandising department and therefore has many years of very good contact with all major clubs, especially the top clubs in the UEFA Champions League.

We have created two scenarios for the planning. A reliable forecast can only be given after the first few weeks of operating Megafanworld. At this stage, there are more or less estimates. Basically, the goal with a number of users of the virtual social media portal is 100 million users by the end of 2022 and the possibility of increasing the number of users to 500 million in the coming years.

At its core, MEGAFANWORLD is a Facebook 3.0 whereby cooperations are entered into with the clubs and they participate in the sales of the fans assigned to them. The clubs are offered to develop a profile (the 3D design of the surroundings of the city and stadium area) and to carry out various competitions or campaigns that lead to fan activation, better brand positioning and additional monetization of the fan base. These are all core goals of every football club. Basically, we think it is possible that each club could generate around EUR 0.50 per follower in additional sales per month.

There is currently no way for clubs to develop the entire fan base through any business models with "micropayments". The top clubs with over 500 million followers worldwide have a monthly potential of EUR 250 million or EUR 3 billion per year.

We have set the following premises for the planning for the next 2 years:

- 20% of the current Facebook followers of a participating club register with Megafanworld, of which 20% (4%) spend an average of 3 euros in Megafanworld every month.
- 10% of the Facebook followers of a club in the city (if no deal with the club) register with Megafanworld of which 20% (2%) spend an average of 3 euros in Megafanworld each month.
- It is assumed that there is basically a very high willingness to spend money amounts for an online game to achieve better rankings.

The contribution margin is calculated at 25% of sales. The variable costs include: 50% participation of the participating clubs (including commission to intermediaries) plus 20% costs for the operation of the MegaFanworld technical infrastructure including further development costs that go beyond the basic development costs plus 5% for marketing that goes beyond that Go basic marketing.

As a basis, we have created 2 plans, a minimal plan and a target plan, based on the active users:

With minimal planning, we assume up to 1 million participants with target planning of 50 million. (By the end of 2021).

The estimated investment requirement is 100,000 euros, if the trend is positive then 2021 euros in 2021.

Minimum forecast 2020 bis 2021

	Q3 (inclJuni20Q4 20Q1 21Q2 21Q3 21Q4 21
Number of Users	100000	200000	500000	700000	800000	1000000
Revenue 3% * 9 Euro	27000	54000	135000	189000	216000	270000
Grossprofit	6750	13500	33750	47250	54000	67500
Administration	3000	3000	3000	3000	3000	3000
Salary	15000	15000	15000	15000	15000	15000
Marketing	15000	5000	5000	5000	5000	5000
Development	15000	15000	10000	10000	10000	10000
Cost	48000	38000	33000	33000	33000	33000
Overall	-41250	-24500	750	14250	21000	34500

Target Forecast 2020 bis 2021

	Q3 (inclJuni20Q4 20Q1 21Q2 21Q3 21Q4 21
Number of Users	200000	500000	2000000	10000000	30000000	50000000
Revenue 3% * 9 Euro	54000	135000	540000	2700000	8100000	13500000
Grossprofit	13500	33750	135000	675000	2025000	3375000
Administration	9000	9000	20000	30000	300000	30000
Salary	15000	15000	30000	45000	60000	600000
Marketing	15000	5000	5000	5000	5000	5000
Development	15000	30000	30000	30000	30000	30000
Cost	54000	59000	85000	110000	395000	665000
Overall	-40500	-25250	50000	565000	1630000	2710000

9 Share and shareholder information

Shareholder structure: A total of approximately 900,000 shares

Andreas Schmidt	230.000 (BoD/CEO)
Thomas König	181.500
Charlotte Ossenkop	50.000
Margaretha Wich	48.500
Uwe Waldenmeier	25.000 (BoD)
Reinhard Schu	25.000 (BoD / CFO)
Oliver Seidler	20.000
Dietmar Siebholz	20.000
Reto Herger	20.000
Lutz Nickel	20.000
Hendrik Klein	19.000

A further 60 shareholders with around 230,000 shares spread widely.

10 General company information

Gründung des Unternehmens

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

Registered address:

Great Britain 329-339 Putney Bridge Road, London SW15 2PG

The number of shares in the foundation was 0.5 million shares with a nominal value of EUR 0.01. There were several funding rounds in 2017, 2018 and 2019. The number of shares outstanding was 793,370 as of December 31, 2019. Financing between EUR 0.80 per share and EUR 1.50 per share was paid in. The paid-up capital of the company amounts to 280,001 euros. As of May 25, 2020 A financing round of EUR 1.50 is currently underway.

Ongoing financing round:

60,000 shares at 1.50 euros (public offer)

100,000 shares in the Family Friends Program at EUR 1.30

Legal system and legal form

The issuer is a LTD based in England and Wales.

Balance sheet date and other information from the commercial register office

The Issuer's balance sheet date is December 31 of each year. UK law requires issuers to submit their accounts to the Register of Companies in England and Wales no later than six months after that date.

Megafanstore Marketing Ltd.

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