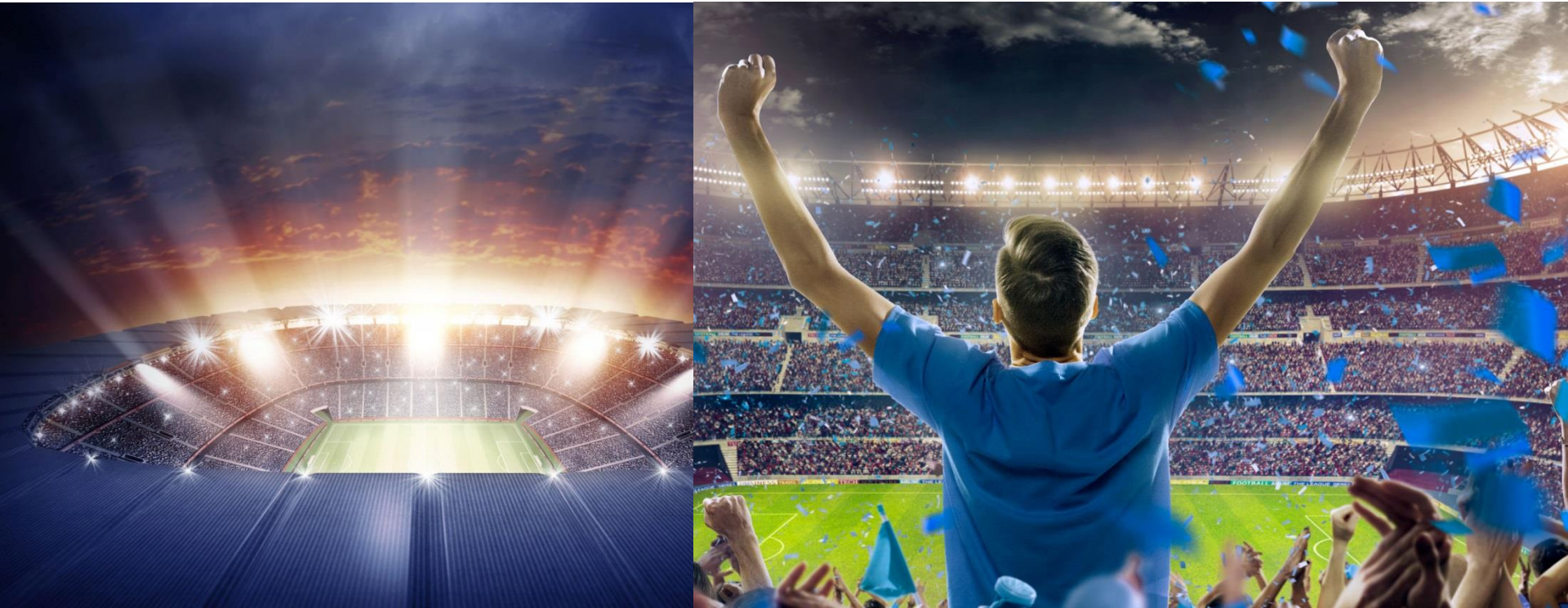


MEGAFANStore



Megafanstore Marketing Ltd. | Investor Presentation

Company Purpose

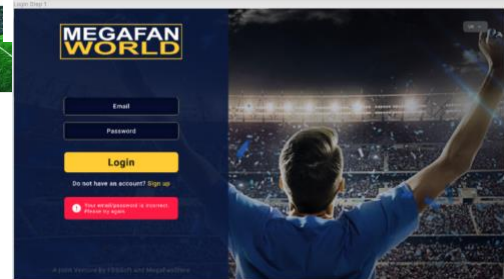
- Monetise the huge fan base of football and other sports clubs
- Create a global virtual world for football and sports fans
- Provide a blockchain-based micropayment solution to clubs
- Consolidate the market for sports merchandise in new markets





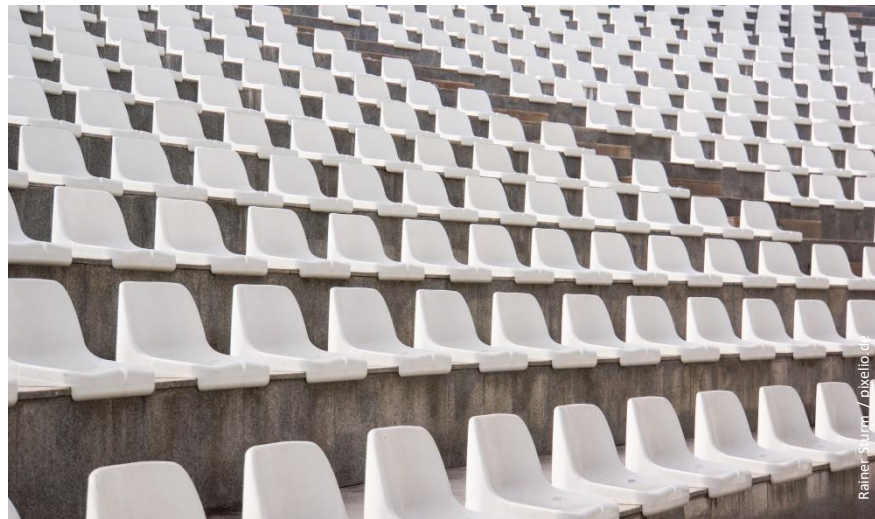
Company Achievements

- 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



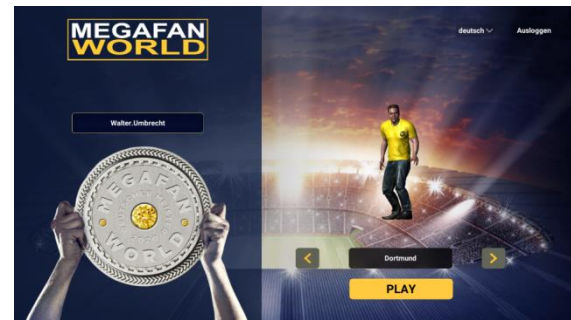
Untapped Potential of Fan Base

- Football clubs have a huge following, up to 500 million world-wide
- Club's 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



Megafanstore's Solution

- 1. Megafanworld:** **Virtual 3D World**
 - Online Focal Point for Football Fans and Clubs
- 2. Digital Collectibles:** **Blockchain Authenticated**
 - Clubs can monetise their brand and players online
- 3. Fanwallet:** **Using Blockchain Technology**
 - 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*

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:

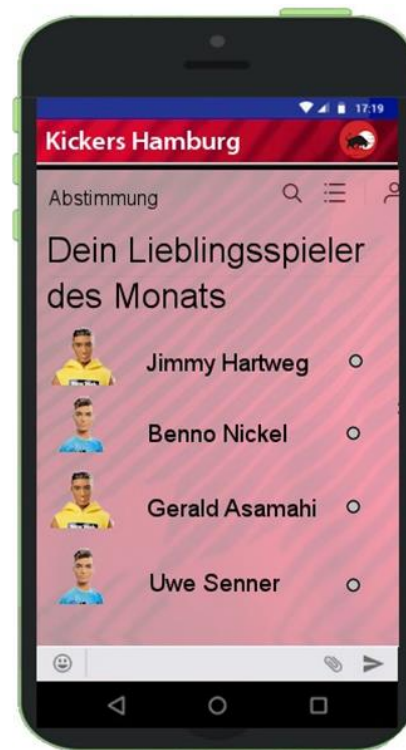
Megafanstore charges Clubs a fee for each transaction

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



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
- *Megafanworld* – Virtual 3D world for football fans launched in beta
- 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

Latoken Offering

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



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

Websites: www.megafan-sto.eu
www.megafanworld.de
www.3dminifan.com
www.megafanstore.de

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

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

Latoken

Launchpad: <https://latoken.com/ieo/MEGA>

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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