



AN INCENTIVISED, BLOCKCHAIN ENABLED, SPORTS COMMUNITY & GAMBLING ECOSYSTEM

PlayUp is ushering the 3 trillion dollar gambling market into the crypto world.

What is PlayUp?

PlayUp is not a concept, it is an existing global fantasy sports and licensed online betting platform enjoyed by over 400,000 users and on track to generate \$200 Million in turnover this year, and we have just begun! PlayUp is set to disrupt and lead a new revolution in online gambling via the introduction of the PlayChip.

What is the PlayChip?

The PlayChip is an ERC20 token, which will provide a truly global, frictionless payment and reward system. The PlayChip, built on the Ethereum blockchain will decentralise our community, kickstart network effects, incentivise members and provide fast liquidity.

By transitioning to the PlayChip, we can immediately open up our platform to players from over 68 countries who are using our product on a daily basis and will provide them a system to realise the value of their wins. This will rapidly increase appeal, user demand and in turn increase the value of the PlayChip.

The PlayUp Ecosystem

PlayUp has implemented a business model based on "freemium" to "premium" transition. Free PlayChips are distributed to our users in a process we call activity based 'mining' i.e. the PlayChips we give to users are paid for by advertising on our free to play platform. This gives us the ability to build a huge global audience quickly as there is no barrier to entry. All users are given a free crypto enabled PlayChip wallet when they join and are incentivised to grow the network by referring friends and completing other activities that grow our user base, resulting in rapid growth and higher demand - all at a low cost to PlayUp.

As we build our sports loving community, PlayUp can transition them to our paid products such as our Licensed Fantasy Sports, Betting and Gaming platforms, in a frictionless way utilising the PlayChip wallet.

PlayChip Wallet (free)

- Free to all users
- Global coverage
- Frictionless usage within ecosystem
- Supports all major crypto deposits and withdrawals
- Added activity based 'mining'

PlayUp (free)

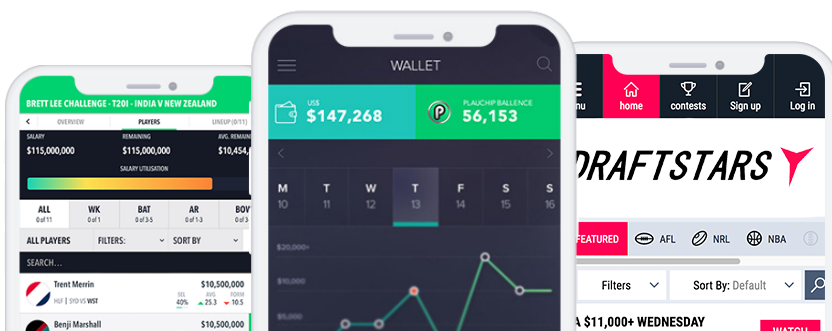
- No barrier to entry
- Global coverage
- Free coins are awarded through activity based 'mining'
- Promoted by Influencers and Ambassadors (e.g. Brett Lee, Barry Hall and Wendell Sailor)
- Low cost user acquisition

Draftstars (paid)

- Frictionless transition from free to paid via PlayChip wallet and integrated marketing
- Active in multiple territories via existing licenses
- Global rollout with additional licenses (in progress)

PlayUp Bet & Casino (paid)

- Frictionless transition to other paid products via PlayChip wallet and integrated marketing
- Active in multiple territories via existing license *
- Global rollout with additional licenses (in progress)



TRACTION:

Users: 400,000+
Avg Session: 10.21 mins
Projected Users: 2 Million + (Q4 2018)
Ambassadors:



Brett Lee (2018)
Cricket Legend
 @BrettLee_58



Barry Hall (2017)
AFL Legend
 @BarryhHall



Wendell Sailor (2016)
NRL Legend
 @RealBigDell

TIMELINE:

Private Pre Sale: SOLD
Public Pre Sale: March 2018
Pre ICO: April 2018
ICO: May 2018
Listing: June 2018

TARGET:

\$50,000,000 USD
 Accepting USD, AUD, VISA / Mastercard, AMEX, ETH, BTC, NEO

FOUNDING TEAM:

Five years experience building interactive gambling products and running licensed online betting businesses. Highlights including generating over \$650 million in online billings within 5 years of startup and existing company via listing on the Australian Stock Exchange.



Daniel Simic, CEO
 in /in/daniel-simic/



Michael Costa, CTO
 in /in/miccosta/



Ryan Bowman, CMO
 in /in/ryanmbowman/



Matt Sanders, MD
 in /in/matt-sanders-au/

TEAM:

PlayUp has 27 full time talented development and operational staff located in our offices in Sydney, Darwin, Melbourne and Hong Kong.

Investors & Advisors



Richard Sapsford
 Founder, Wizer Capital



Dr Adam Weigold
 Founder, Cryptyk



Jesse Merl
 Founder, MLF



Jamie Mackay
 Founder, BWM Dentsu

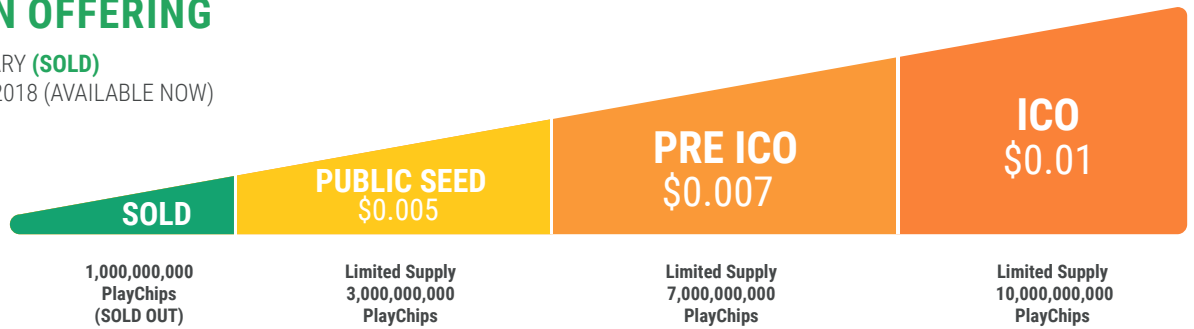


Dean Richards
 Operations Manager, Betfair



INITIAL COIN OFFERING

PRIVATE SEED: FEBRUARY (SOLD)
PUBLIC SEED: MARCH 2018 (AVAILABLE NOW)
PRE ICO: APRIL 2018
ICO: MAY 2018
LISTING: JUNE 2018



3,000,000,000 PLAYCHIPS ARE AVAILABLE FOR PURCHASE DURING PUBLIC SEED

PUBLIC SEED VOLUME DISCOUNTS

(Maximum qualifying discount applied to your full contribution)

Contribution (USD)	Discount	Coin Price
\$0 - \$24,999	NA	0.005
\$25,000 - \$49,999	10%	0.0045
\$50,000 - \$99,999	15%	0.00425
\$100,000 - \$249,999	20%	0.004
\$250,000 - \$499,999	25%	0.00375
\$500,000+	30%	0.0035

PAYMENT METHODS

Bank	Cryptocurrency
VISA / Mastercard	Bitcoin (BTC)
American Express	Ethereum (ETH)
Bank Transfer	NEO (NEO)
Send completed form to ico@playup.com	Email ico@playup.com for cryptocurrency deposit details

I would like to purchase a quantity of 'PlayChips' totaling; (USD)

\$25,000
 \$50,000
 \$100,000
 \$150,000
 \$500,000
 Other \$

CONTACT

via ABN Newswire

Full Name / Company Name		
Email	Phone / Mobile	
Address	City	
State	Post Code / ZIP	Country

CREDIT CARD

Card Number	Expiry	CCV
Cardholders Name (As it appears on Card)	Signature	Date

MasterCard surcharge 1.5% VISA surcharge 1.5% AMEX surcharge 3%

BANK TRANSFER

AUD USD
 I have made a bank transfer amount of
 With reference

AUD Deposits; Bank Name: NAB Name: Fantasy Sports Global BSB: 082184 Account No: 403286533 SWIFT Code: NATAAU3302S
 USD Deposits; Bank Name : NAB Name: Fantasy Sports Global BSB: 082184 Account No: FTSP0USD01 SWIFT Code: NATAAU3303M

CRYPTOCURRENCY

Email ico@playup.com for deposit details

BTC ETH NEO
 Value (USD) \$

RETURN COMPLETED FORM TO: ICO@PLAYUP.COM

All AUD deposits will be converted to USD according to the highest exchange rate published on www.xe.com on the day the AUD or was received by PlayUp. All Cryptocurrency deposits will be converted to USD according to the highest exchange rate published on www.coinmarketcap.com on the day it was received by PlayUp. Coins will be issued based on this USD converted amount.

This is not an offer of securities or a solicitation of an offer

Ensure you have read an understood the Light Paper including the disclaimer before participating in this Public Seed Round of the ICO. The Light Paper can be obtained at www.playup.com/ico