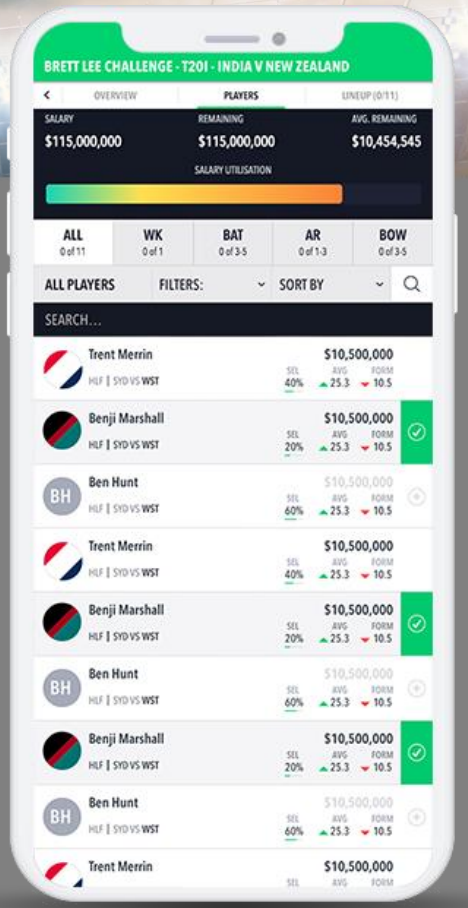


Welcome to the PlayChip Economy

PART 1

Daniel Simic, CEO
daniel.simic@playup.com

Why Are You Here?

Interest in Blockchain, Cryptocurrency and / or Gaming

Why Am I Here With My Team?

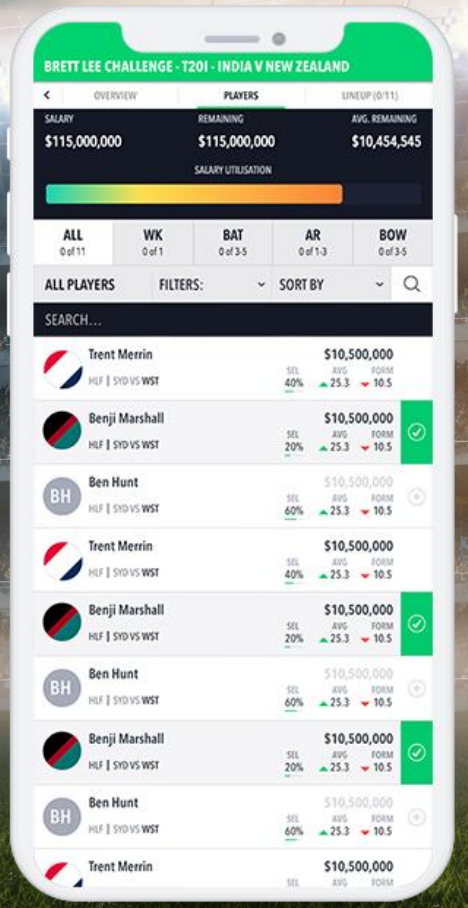
To provide you an opportunity of a lifetime

What is the PlayChip?

Universal Gaming Token

Purchase PlayChips

An Incentivised, Blockchain Enabled, Sports Community & Gaming Ecosystem



PART 2

Daniel Simic, CEO
daniel.simic@playup.com

PlayUp

PlayUp Limited is a fully operational global gaming ecosystem enjoyed by over 400,000 users from 70 countries around the world. Our team is passionate about building the world's largest community of interactive sports fans – and we are well on our way to doing just that.

Highlights

1. **Fully operational platform**
2. **Licensed operator since 2015**
3. **400,000+ Users**
4. **Servicing 70 countries**
5. **On track to achieve $350 million AUD in 2018 (turnover)**
6. **17+ Million page impressions per month**
7. **Represented by Global sporting icon Brett Lee**

And we are just getting started.

Traction

11+ mins

Average Session Duration

400,000+

Total Users

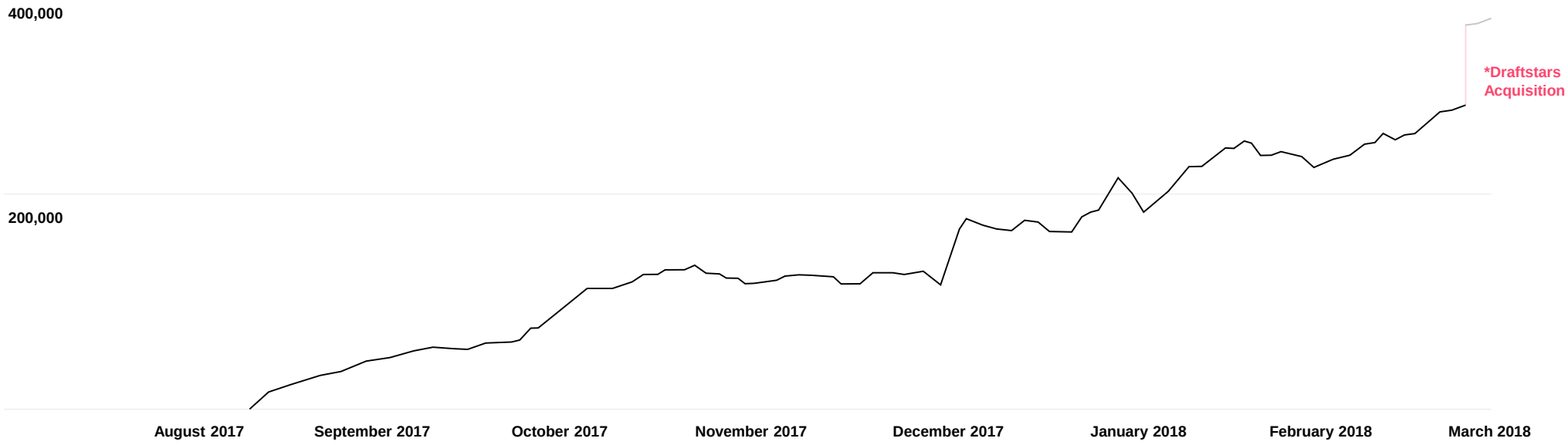
2,000,000+

Projected Users Q4 2018

17,000,000+

Page Views Per Month

Active Users



Team

MANAGEMENT TEAM

Daniel Simic.
Chief Executive Officer, PlayUp

Ryan Bowman.
Chief Marketing Officer, PlayUp

Richard Sapsford.
Director

Mic Costa.
Chief Technical Officer, PlayUp

Prashant Arora.
Chief Finance Officer, PlayUp

ADVISORS

Dr Adam Weigold.
Founder, Cryptyk

Jesse Merl.
Founder, Major League Fantasy

Jamie Mackay.
Founder, BWM Dentsu

Dean Richards.
Operations Manager, Betfair

TEAM

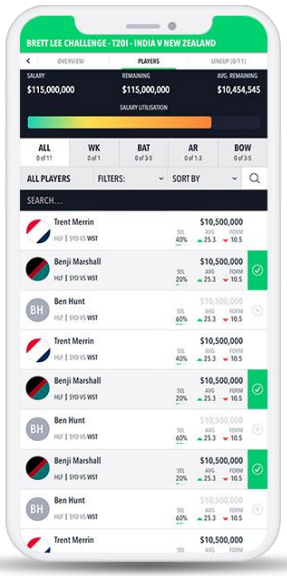
PlayUp has **27 full time** talented development and operational staff located in our offices in Sydney (HQ), Melbourne Darwin and Hong Kong.

OUR TEAM HAS SUCCESSFULLY MANAGED

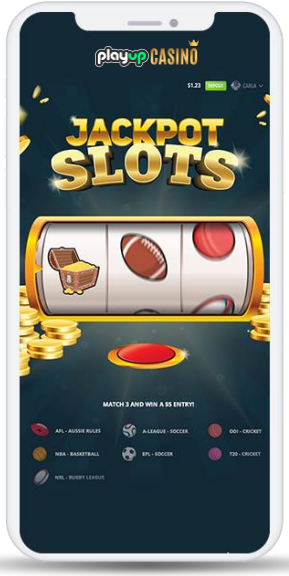
CrownBet
DRAFTSTARS
TOM WATERHOUSE .COM ONLINE BETTING
betfair
TopBetta
EY
FlyBuys
BWM Dentsu
MLF
freelancer
SAP

Our Business Units

PlayUp Limited is a group of strategic business units, each addressing a specific audience. Combined they address a broad user base and provide the foundation for a formidable gaming ecosystem.

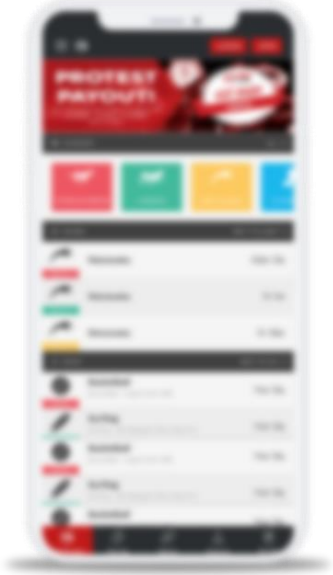


FREE GAMING



PAID GAMING

PAID GAMING



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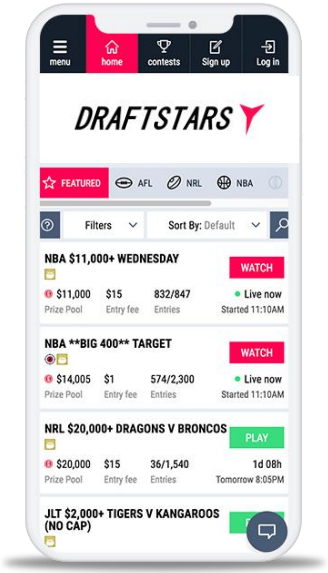
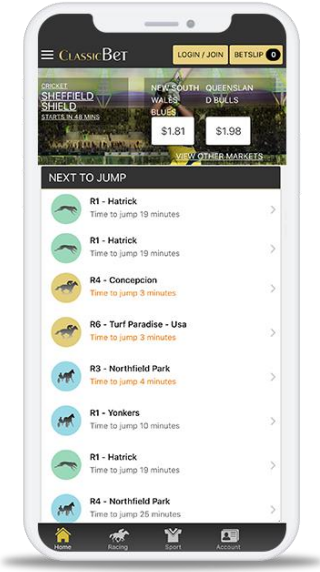


PAID GAMING



PAID GAMING

Our Market

MARKET SIZE 2017:
US$465 Billion

NOTE: Estimated market size including unregulated markets exceeds US$3 trillion

https://www.statista.com/statistics/270728/market-volume-of-online-gaming-worldwide/

Total Market Size 2017 (Revenue)

Growing at 10.81% CAGR.

https://www.statista.com/statistics/270728/market-volume-of-online-gaming-worldwide/

Our Plan

To create a unified ecosystem catering to users from ‘fans’ to ‘fanatics’ and ‘casual punters’ to ‘professionals’ allowing them to move frictionlessly through the platforms.

PlayUp is an approved service provider for the following sports and sporting bodies:

Platform Demonstration

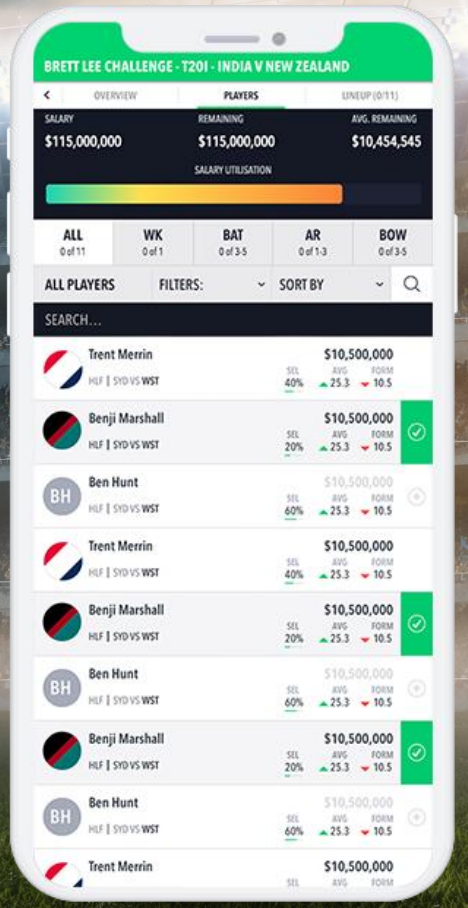
playup

DRAFTSTARS

ClassicBet

EPL LINEUP

The Universal Gaming Token



PART 3

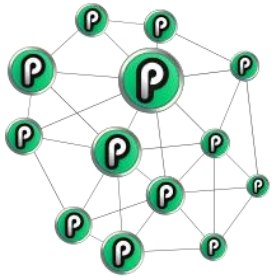
Daniel Simic, CEO
daniel.simic@playup.com

Why Now?

The PlayChip provides a unique opportunity to capitalise on the evolution of the 3 Trillion Dollar per year gambling industry.

TRULY GLOBAL

The PlayChip is a truly global, frictionless payment and reward system for sports fans and gamblers everywhere to connect, compete, and collect.



BLOCKCHAIN

The PlayChip enables us to create a decentralised community, kickstart network effects, incentivise members and provide fast liquidity.

Benefits

We are launching the PlayChip, an ERC-20 token which will deliver the world’s first licensed, blockchain enabled global fantasy sports and online gambling ecosystem.

- Incentivised users
- Bigger prizes and better odds
- Instant redemption
- Increased trust and transparency

- Global audiences
- Global liquidity
- Lower operating costs
- Network effects

PlayChip Wallet

The PlayChip and Wallet is of strategic importance to the ecosystem. The Wallet allows users to seamlessly transact across all PlayUp Business units. It will support multiple currencies (including crypto-currencies) providing Australia's first real use case of fiat and crypto transactions in the gaming world. Benefits include;

- **Frictionless transactions across all business units**
- **One 'KYC' and 'AML' process across all business units**
- **The PlayChip can be integrated with other third party gaming platforms'**
- **The PlayChip is poised to becoming a universal gaming token**

PlayChip Wallet Intergration

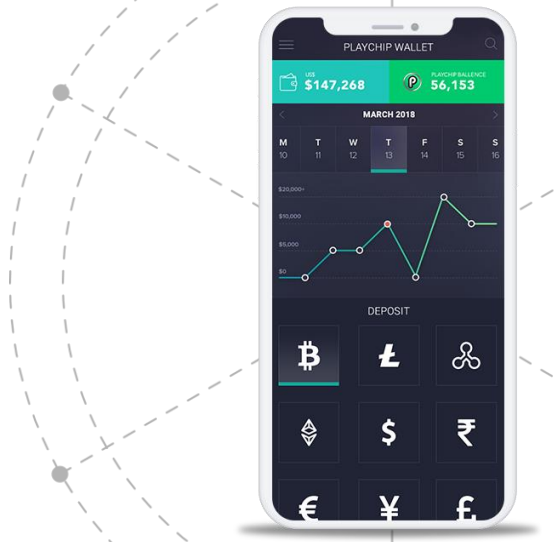
PlayUp Limited has implemented a business model based on “freemium” to “premium” transition. Connecting each business unit via our powerful PlayChip Wallet, capable of accepting deposits and withdrawals from all major global currencies including cryptocurrencies

playup

Business Model: Advertising and Sponsor funded. Used as low cost acquisition tool to transition to paid products.

[redacted]

Business Model: Difference between turnover and winnings. Typically 5 - 10%



PLAYCHIP WALLET

playup X

Business Model: PlayUp receives 10 - 20% from all entry fees paid.

CLASSICBET

Business Model: Difference between turnover and winnings. Typically 5 - 10%

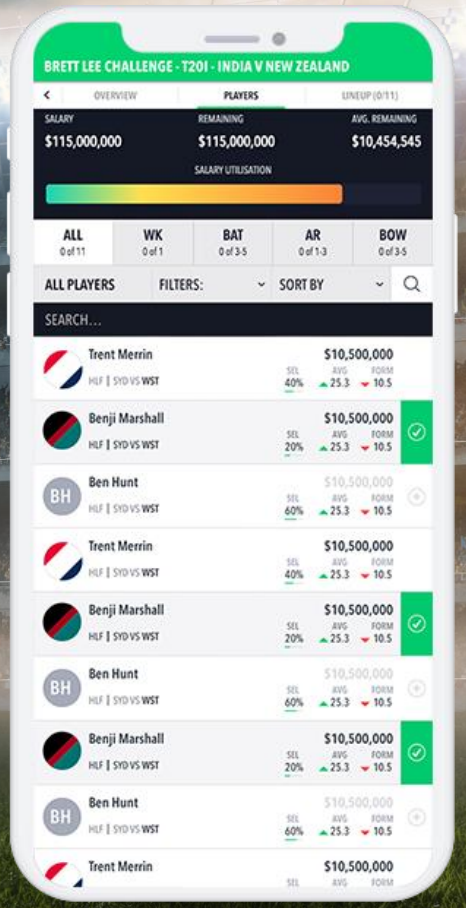
DRAFTSTARS

Business Model: PlayUp receives 10 - 20% from all entry fees paid.

[redacted]

Business Model: Difference between turnover and winnings. Typically 5 - 10%

The PlayChip ICO



PART 4

Daniel Simic, CEO
daniel.simic@playup.com

PlayChip ICO

TOKEN SALE

- Private Seed round - **SOLD OUT.**
- Public Seed round – **OPEN NOW.**
- Crypto Exchange Listing in June/July 2018.

MARKETING

- Large scale marketing campaign planned for ICO.
- Multiple global super-star Ambassadors to be announced to promote the PlayChip.

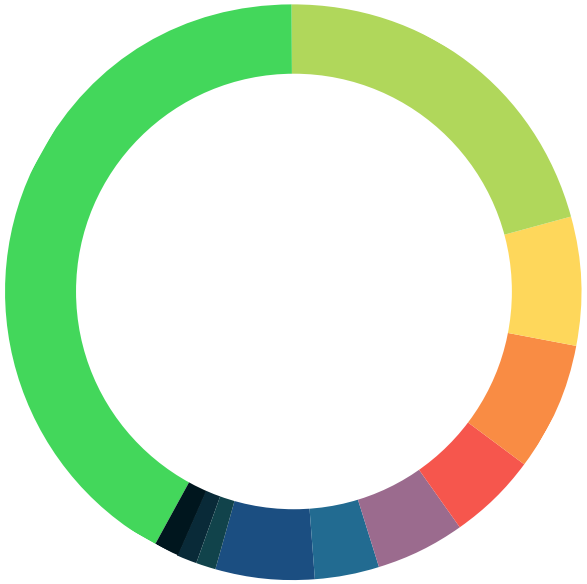
ROADMAP

- Secure additional gaming licenses.
- Blockchain integration (in progress).
- Deploy PlayUp Casino (development in progress).

Token Generation Event

PlayChip ICO **21%**
Rewards **7.2%**
Prizes **7.2%**
Bets **5%**
Hedging System **5%**
Founders & Advisors **3.5%**
Staff **5.5%**
Suppliers **1.2%**
Affiliate Programs **1.2%**
Charity **1.2%**
Cold Storage **42%**

PLAYCHIP ALLOCATION



ICO FUNDS ALLOCATION

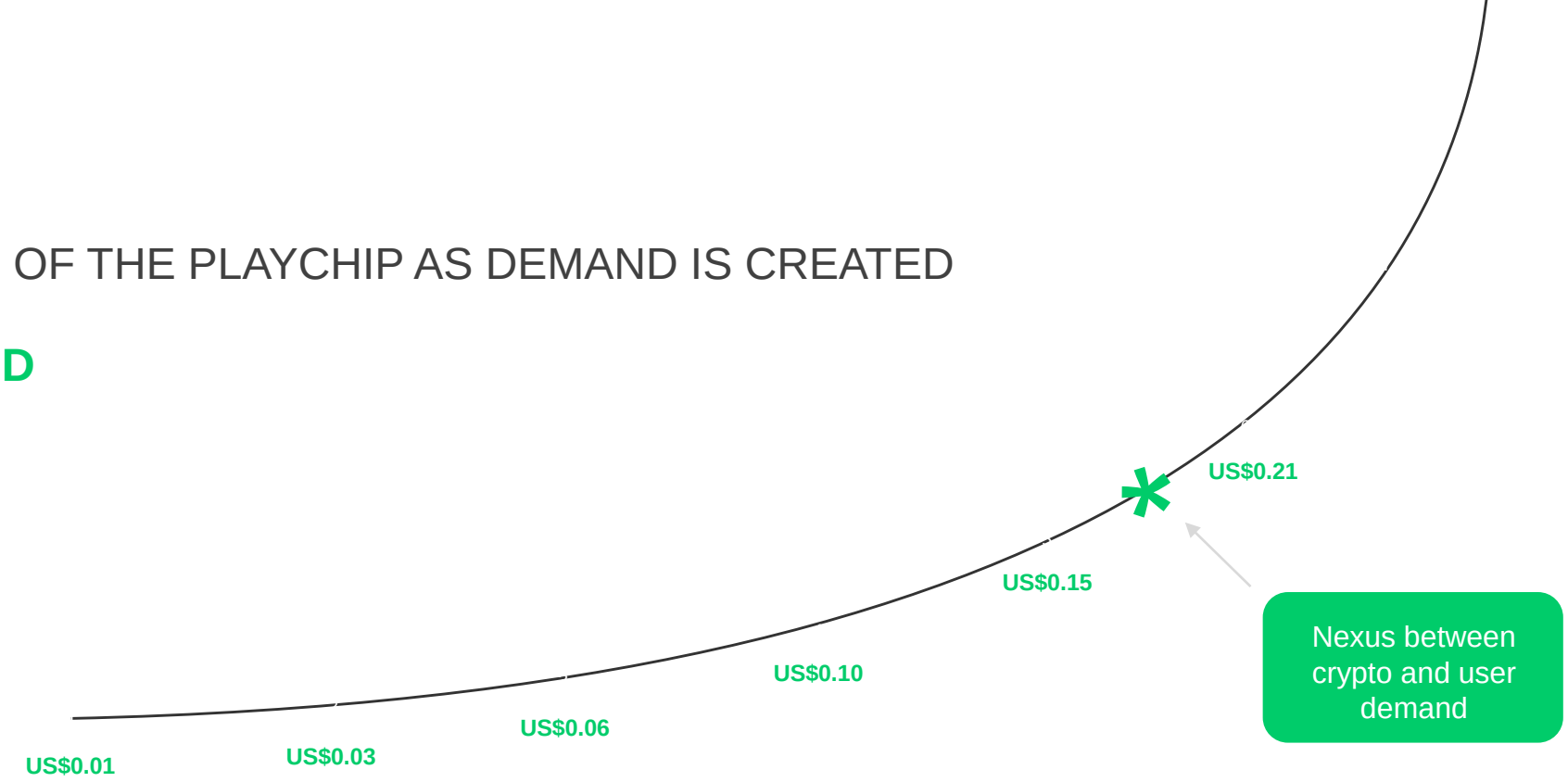
Marketing **55%**
Technical **30%**
Operations **6%**
Legal **4%**
Finance **4%**
Other **1%**

Demand

THE PROJECTED VALUE OF THE PLAYCHIP AS DEMAND IS CREATED

2 SOURCES OF DEMAND

- **USER DEMAND**
- **CRYPTO DEMAND**



Listing on major crypto exchanges

Initial Traction from marketing activities

Prize pool growth fuels user demand

Increased winnings creates further user demand

Increase in user demand delivers increased trading volumes

Larger trading volumes fuels crypto demand

User and crypto demand delivers exponential growth

Our Advantage

PlayUp vs. successful ICO's in the gaming sector

	playup	[illegible]	FUNFAIR	BETR	wagerr
Product Viability	✓	✓	✓	✗	✗
Product Offering	FULL	LIMITED	LIMITED	LIMITED	LIMITED
Licenced	✓	✗*	✗	✗	✗
Traction	HIGH	MEDIUM	LOW	✗	✗
Fiat & Crypto	✓	✗	✗	✗	✗
Free to Play Options	✓	✗	✗	✗	✗
Monthly Site Visits (Feb 18)	2.291m	44,371	178,890	70,096	102,079
Monthly Unique Visits (Feb 18)	204,053	19,922	91,287	23,526	36,209
Average Visit Duration (Mins)	11:22	2:00	1:46	1:33	2:46

*Not directly. Licensed via partner

Offer

Round 1	Round 2	Round 3	Round 4
Private Seed	Public Seed	Pre ICO	ICO
SOLD	50% Discount	30% Discount	0% Discount
February	$0.005	$0.007	$0.01
	LIMITED SUPPLY		

"COME HANG OUT IN THE PLAYUP APP AND CHAT WITH ME!"
12.1M | 2X NBA CHAMPION

Stephen Curry

Now Who Wants to Win Free PlayChips?