

BUILDING THE

# FITNESS METAVERSE

Where physical fitness meets the metaverse.

## Introduction

---



# OliveX (NSX: OLV) is a digital health and fitness company

OliveX Holdings Limited's suite of products encompass fitness gamification and move-to-earn experiences, delivered via the OliveX fitness metaverse which enables real-world fitness to merge with the digital universe in order to engage consumers with brands, influencers, and coaches. OliveX is designed for those who exercise at home, at the gym, or outdoors in over 170 countries.



# Investment Summary

---



- OliveX is perfectly positioned in the centre of three of the most exciting high growth industries on the planet combining fitness, gaming and blockchain in the one place
- Rapidly expanding, revenue generating businesses across multiple, diversified streams
- Strategic partnerships with leading industry players, including Animoca Brands and Marvel



# Corporate Overview



## A\$1.10

SHARE PRICE

AS AT 02/09/2022

## 95.29M

SHARES ON ISSUE

AS AT 02/09/2022

## A\$105M

MARKET CAP

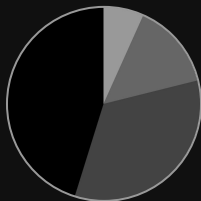
AT \$1.10/SHARE

## A\$7.9M

CASH & EQUIVALENTS

At 30 June 2022

## SHAREHOLDERS



- Strategic Investors 6.74%
- Management and Directors 14.38%
- Animoca Brands Limited 33.70%
- Other Investors 45.18%

## MILESTONES TO DATE



# Board of Directors



**Sonny Vu**

CEO of Arevo

Sonny served as President and CTO of Fossil Group, Connected Devices, using fashion and design to make technology more beautiful and useful. Before that, he started and built a number of companies: Elemental Machines, Misfit (wearables for fashion; acquired by Fossil Group for \$260m), AgaMatrix, FireSpout (acquired by Ask Jeeves). Before doing startups, he worked at Microsoft Research in NLP under Kai-Fu Lee, worked on a PhD in Linguistics at MIT under Noam Chomsky, and studied math at UIUC.



**David Do**

Independent Non-Executive Director

Being able to harness David's experience of being a key player at Microsoft, as well as his expertise in helping build some of the most famous media and e-commerce brands in the world, shows how big our ambitions are.



**Yat Siu**

Chairman & Co-Founder of Animoca Brands Corp Limited

Yat Siu is Co-Founder and Executive Chairman at Animoca Brands, a global leader in blockchain and gaming that aims to deliver digital property rights to the world's gamers and Internet users, play-to-earn economies, and a more equitable digital framework contributing to the building of the open metaverse. He is also Founder and CEO of Outblaze, an award-winning pioneer of multilingual white label web services.

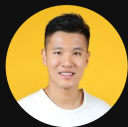


**Maja McGuire**

Independent Non-Executive Director

Maja's deep understanding and experience in capital raisings, corporate governance and commercial contracts with a number of innovative technology companies, not only in Australia, but also international companies based in North America, will be invaluable to our success.

# Management Team



**Keith Rumjahn**

Chief Executive Officer / Managing Director

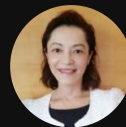
**Keith Rumjahn is the Founder and CEO of OliveX Group. He previously founded Coachbase with over 1 million coaches and was selected for the Nike+ accelerator powered by Techstars.**



**Adrian Hon**

Chief Innovation Officer

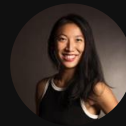
Adrian Hon is CEO at Six to Start, creators of Zombies, Run!, the world's best selling mobile fitness game with over 10 million downloads. He is the author of A History of the Future in 100 Objects, a columnist at EDGE magazine, and has spoken at the flagship TED conference, GoogleX, and Disney Imagineering to name a few.



**Mary Chow**

Chief Financial Officer

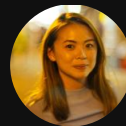
Mary Chow is the Chief Finance Officer for OliveX Group with 25+ years of experience in financial accounting, human capital management and corporate compliance services across various industries.



**Jenny Hsu**

Head of Operations

Jenny Hsu is the Head of Operations for OliveX. Previously, the interim Head of Product & Head of Operations at Prenetics, a genetics and diagnostic health company, and first HK unicorn to list on NASDAQ.



**Marisa Lam**

Head of Marketing and Communications

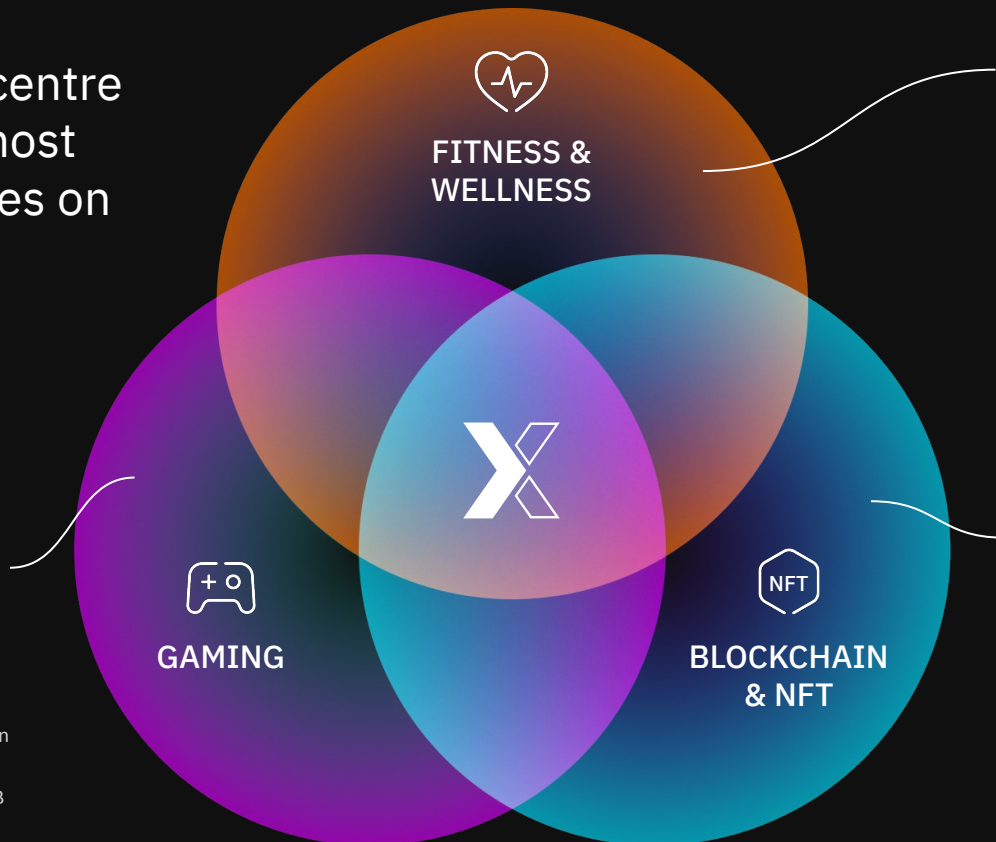
Marisa is the Head of Marketing and Communications at OliveX. Previously, she served clients such as Google, Yahoo, and Pfizer during her agency career with 10+ years on big data, cloud and AI.

# Industry Overview



OliveX is at the centre of three of the most exciting industries on the planet.

- US\$176 billion gaming industry is bigger than the film and music industry combined
- 3.2 billion global gaming community
- Popularity of fitness gaming and Esports clearly evident
  - Pokemon Go revenue hit US\$1.2B in 2020 - US\$5B total over 5 years
  - Esports have generated over US\$1B in revenue 2021



- Global gym industry was worth US\$96.7 billion in 2020, with more than 184 million gym members in total
- Industry experiencing a digital overhaul following COVID-19
- Fitness app market grew by 53.2% from 2019 to 2020
- Global music experience industry valuation set to grow by USD\$2.83bn from 2020 to 2025

- Wide adoption of blockchain technology has accelerated growth in NFTs
- Games continue to drive usage within the industry
- Unique active wallets (UAW) connecting to game apps increased 140% QoQ in Q3
- The NFT space generated US\$10.67 billion in trading volume during Q3 2021, an increase of 704% from the previous quarter

# Fitness 4.0: Fitness as a Game



1.0

DVD, VHS



2.0

On demand, live  
streaming



3.0

Fitness as  
a game



4.0

Many games all  
interconnected



WEB 2.0



WEB 3.0:  
MOVE TO EARN

Move to earn is coming  
to each vertical

**DUSTLAND**



# Mainstream Adoption of the Metaverse

Major fitness brands are positioning themselves to enter the metaverse



Nikeland in Roblox



Acquisition of RTFKT

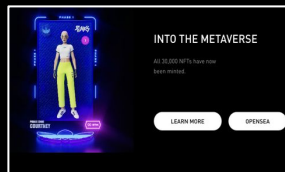


USD  
\$182M

Total NFT sales to date



Collaboration with  
Bored Ape Yacht Club



USD\$22M in sales achieved  
through initial drop



The Sandbox LAND  
Owners

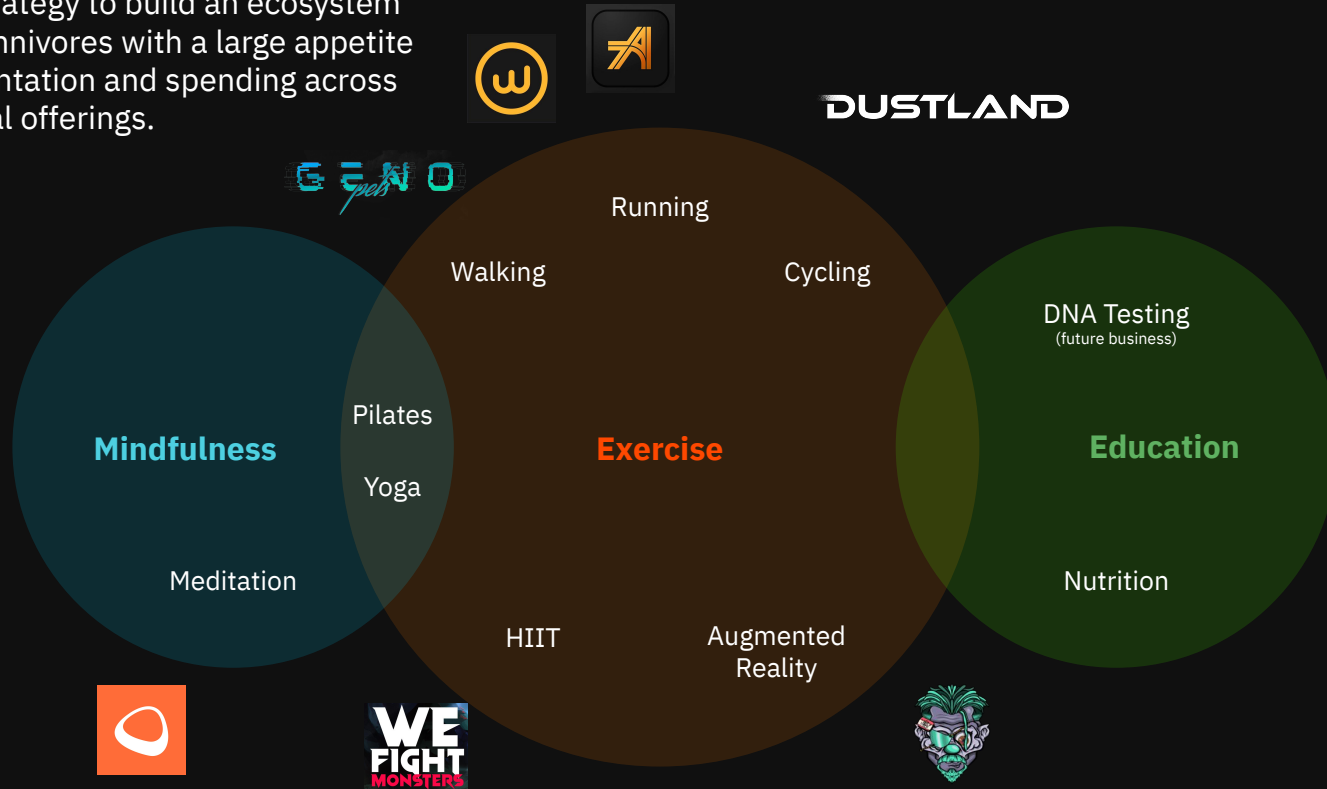
USD  
\$82m

Total NFT sales to date

# Building the Fitness Metaverse: 1 / 2



Corporate strategy to build an ecosystem for fitness omnivores with a large appetite for experimentation and spending across diverse digital offerings.



BUSINESS STREAM 1

**BUILD**

OliveX secured a best-selling team to form Six to Start, specialising in story-like games 'run for reward'



Adrian Hon, OliveX CIO and Six to Start CEO, provides best in class gamified fitness design knowledge

In Feb 2022 OliveX, including its subsidiary, Six to Start entered into a Licensing Agreement with Marvel Entertainment<sup>1</sup>

During 2020, three out of the top 10 revenue generating mobile games in the United States used a license: Pokémon GO, PUBG Mobile, and Call of Duty: Mobile<sup>2</sup>

1 - OLX NSX Announcement 9 Feb 2022 - MARVEL ENTERTAINMENT & OLIVEX

2 - Sensor tower Intellectual Property in the Mobile Games Market 2021

# Build / Zombies, Run!



## A\$1.2M

REVENUE  
PER YEAR

## >82K

AVERAGE MONTHLY  
ACTIVE USERS

## 40K

PAYING  
SUBSCRIBERS

## >8.6M

DOWNLOADS



## Co-created with Award winning writer Naomi Alderman

Most recent novel, *The Power* was the winner of the 2017 Baileys' Women's Prize for Fiction and later adapted by Amazon Prime Video into a British television series.

*The Power* topped Barack Obama's list of his favourite books from 2017 and has been translated into more than 30 languages.

### RUN EVERYWHERE

Outside, indoors, in  
gyms.

### AWARD-WINNING STORY

So good you'll want to  
play every day.

### SYNC ONLINE

Track your runs and  
share your progress.



# Build / DUSTLAND RUNNER



## A\$487K

REVENUE FROM  
NFT SALES

PER YEAR

## >22K

AVERAGE MONTHLY  
ACTIVE USERS

## >56K

DOWNLOADS

- Dustland Runner is the first ever blockchain fitness game to include play-to-earn/move-to-earn elements utilised by the biggest blockchain games in the world such as Axie Infinity
- Players physical output is rewarded in the virtual world with digital items in the form of:
  - DOSE, the OliveX utility token, which can then be used to make upgrades to characters and access additional features
  - Collectable digital assets known as non-fungible tokens (NFTs) which can be utilised in-game or traded in the secondary market
- Model can be integrated into additional titles including those developed with globally significant brand partners



> **2.7k** PRE-REGISTRATIONS  
FROM 173 LOCATIONS

The first ever blockchain  
cycling game with  
move-to-earn functionality.

- OliveX is now replicating the Zombies Run and Dustland Runner strategy through the acquisition of SOL Cycle1
- Lead by Scott Williams, SOL cycling is a cycling game based on the planet of marks with a deep storyline and multiplayer gameplay.
- Utilising the SOL Cycle platform, OliveX will create the first ever blockchain cycling game with move-to-earn functionality
- The global cycling market is significant - USD\$59.3 billion<sup>1</sup>



1 - Source: <https://www.grandviewresearch.com/industry-analysis/bicycle-market>



# Build / We Fight Monsters



Lead by Adam Stormhardt, We Fight Monsters is an audio based home HIIT looter workout game where you need to fight monsters by exercising.

Players physical output is rewarded in the virtual world with digital items in the form of:

- Diablo Immortal is a mobile looter game that made \$100M in revenue between June to July 2022<sup>1</sup>
- At home HIIT workout app Kayla Sweat made \$100M in revenue in 2020<sup>2</sup>

The logo for "WE FIGHT MONSTERS". "WE" and "FIGHT" are in large, white, bold, sans-serif capital letters. "MONSTERS" is in a smaller, red, bold, sans-serif font with a slightly distressed or hand-painted appearance. The background of the slide features a dark, atmospheric illustration of a fantasy landscape with a large red moon, a glowing blue flame, and two characters: a woman in green and brown attire holding a bow, and a man with a large white beard and blue armor holding a sword.

1 - Source: <https://technode.com/2022/08/16/blizzard-and-neteases-diablo-immortal-hits-100-million-in-overseas-revenue/>

2 - Source: The world's top fitness influencer whose Instagram-based 'bikini body guide' made her a millionaire has sold her empire for \$400m



# Build / Dose Token Ecosystem



## US\$2.53M

TOTAL IN \$DOSE TOKEN  
SALES ALREADY ACHIEVED

## US\$717M

FULLY DILUTED  
MARKET CAP<sup>1</sup>

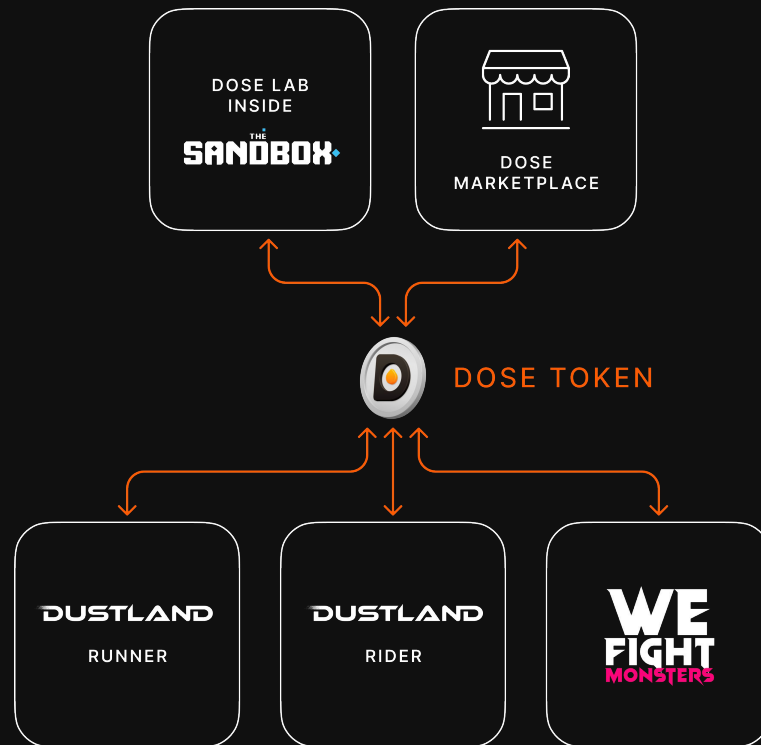
DOSE now listed on a number of major  
centralised exchanges:

OKEx, MEXC, Huobi, KuCoin

NFT's can be used across all games

Strategic parties to an initial US\$2M private sale included Blue Pool Capital, Polygon & Solana, SkyVision Capital, SMO Capital, The Spartan Group, Okex Blockdream Ventures, Sebastien Borget (co-founder and COO of The Sandbox) and Gabby Dizon (co-founder of Yield Guild Games)

\$DOSE token voucher presale and IDOs have been hugely successful with a total of US\$30k in sales



<sup>1</sup> - Source: <https://coinmarketcap.com/> - close price from 6 January 2022

BUSINESS STREAM 2

**PARTNER**

# Partner / OliveX Strategic Partnership










Leader in the emerging market of digital decentralised assets with 40M active users. Partnering with some of the biggest brands in the world.

A company now valued at over A\$8.2 billion<sup>1</sup> with various subsidiaries working to disrupt the US\$176 billion game business.<sup>2</sup>

Animoca Brands holds investments in multiple top 50 blockchain game companies including Dapper Labs (#3), Sky Mavis (#6), WAX (#9), Experimental (#15). Animoca strategically aligned with a 33.7% interest in OliveX.

**OliveX will be able to further utilise Animoca Brands' established 40m strong user base and the Animoca launchpad in order to jump start projects**

	Game	Community Size (Social Media Followers)
	Yuga Labs Otherside	238.3K
	Sandbox	1M
	Phantom Galaxies	108.8K
	Gamee	65.8K
	Revv Racing	146.3K
	Quidd	26K
	Crazy Defense Heroes	66.3K

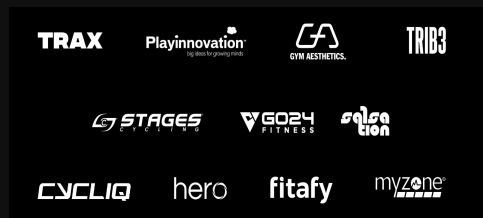
ANIMOCA GAME ECOSYSTEM

1 - Source:

<https://newzoo.com/insights/articles/global-games-market-to-generate-175-8-billion-in-2021-despite-a-slight-decline-the-market-is-on-track-to-surpass-200-billion-in-2023/>

2 - Source: <https://www.reuters.com/technology/>

Introducing globally significant brands to the metaverse, launching in October 2022



Part of OliveX strategy is to be the go-to company to help fitness brands engage with the Sandbox metaverse

Comprising of a 12x12 LAND parcel inside the Sandbox metaverse, that aims to to incubate partner brands' communities and provide access to new revenue streams via NFT sales, social hubs, and exclusive events

Partnerships with globally significant brands such as Myzone and Stages aim to unlock access to the millions of consumers, with a focus on those fitness-focused, unexposed to web3.



BUSINESS STREAM 3

# INVEST

# Invest / Breathonics



A music focused mental fitness app designed to show users how to breathe and rest for improved wellbeing

**\$129K**

REVENUE  
APP PRE-LAUNCH

**A\$3.4M**

REVENUE  
PER YEAR

**2.5K**

PAYING  
SUBSCRIBERS

**>3.1K**

AVERAGE MONTHLY  
ACTIVE USERS

**> 36K**

DOWNLOADS

Breathonics combines both Binaural Beats and audible frequencies designed to evoke and emotional response.

Features custom meditation music and a series of 5 to 15 minute guided breathing exercises.

Designed to actively balance mind and body using contemporary electronic music

OLX takes a strategic equity interest, and provides advisory services in connection with Breathonics' proposed digital utility token launch.



# Invest / Strategic Move-To-Earn Investments



**Incubating early stage move-to-earn games is integral to the growth and facilitation of a truly open and interoperable fitness metaverse**



Breathonics is OliveX's fifth move-to-earn fitness company and is a pillar to the expansion of our fitness metaverse.

As part of the strategic investment, OliveX will provide expertise with regards to coin pairings, marketing, exchange relationships and more.

OliveX is actively seeking further opportunities for investment within the move-to-earn gaming space.

There is substantial opportunity to expand the metaverse into:

- Connected fitness
- Computer version based games
- VR fitness
- Cognitive wellness based game offerings



DEFY disrupt is a location based GPS blockchain game.

Users utilise NFT Virtual Private Masks to obscure their identity, joining the revolutionary organisation DEFY, to complete mission.

# Digital asset investments



	Purchase price (\$USD)	Current price (\$USD)	Amount owned (\$USD)
<b>DUSTLAND</b>	-	\$0.011	250M tokens
	\$0.32	\$5.23	125,000 tokens
	\$0.00857	\$0.0635	5,829,240 tokens
	\$0.0008	\$0.019	312,375,000 tokens
	\$347 per 1 x 1	\$2200	144 pieces of land



# Invest / Case Study: DEFY Disrupt



## District Race

An AR location based events company focusing on local running events.



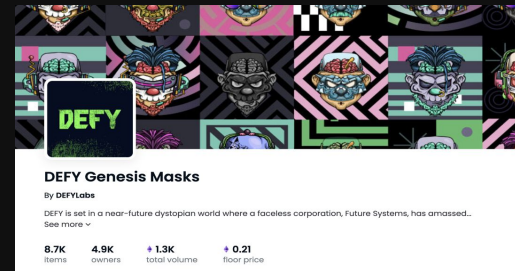
## DEFY Disrupt

Helped DEFY on tokenomics and fund raise. Assisted on strategy of successful NFT launching selling over \$1M in NFT's.

Token launched 15 August 2022. Market Cap of USD\$61M<sup>1</sup>

OliveX holds 10% of tokens.

DEFY is currently in closed Alpha, with 5800 MAU and 2300 DAU. In Q3 2022, DEFY will transition to the Public Beta phase, with both premium and free to play pathways being introduced to grow the user base.



## District Race

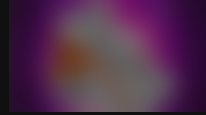
An AR location based events company focusing on local running events.



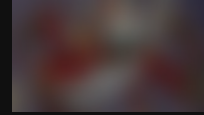
# Upcoming Value Accretive Events



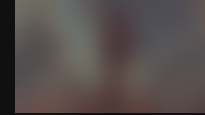
APE PASS



SELL BRANDED  
ACCESS NFT 1



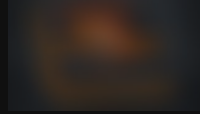
TOKEN SINK  
Dustcap PFP Avatar  
Launch



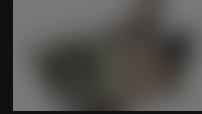
DROP  
Sell Branded  
Access NFT 2



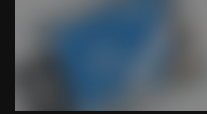
GA SANDBOX



SELL BRANDED  
ACCESS NFT 1



TOKEN SINK  
Blueprint item 3



TOKEN SINK  
Exclusive NFT Armour  
and weapon set

# Contact

---



## Keith Rumjahn

CEO & Co-Founder

[KeithR@olivex.ai](mailto:KeithR@olivex.ai)

## Investability

Investor & Media Relations

[info@investability.com.au](mailto:info@investability.com.au)



# Forward-looking statements disclosure

This presentation contains forward-looking statements or forward-looking information, within the meaning of applicable securities laws with respect to OliveX Holdings Limited ACN 631 675 986 (the Company). By their nature, forward-looking statements are subject to a variety of factors that could cause actual results to differ materially from the results suggested by the forward-looking statements. Accordingly, readers should not place undue reliance on the forward-looking statements.

Forward-looking information contained in this presentation is based on Company management's opinions, estimates and assumptions in light of its experience and perception of historical trends, current conditions and expected future developments as well as other factors that management currently believes are appropriate and reasonable in the circumstances. Forward-looking statements involve significant risks, uncertainties and assumptions, and there can be no assurance that such statements, underlying risks, uncertainties and assumptions will prove to be accurate. Factors that could cause actual results or events to differ materially include, without limitation, risks related to laws, rules and regulation applicable to the Company as well as the industry in which it operates (including in respect of taxes and other levies), economic or market conditions on both a national and global level, currency fluctuations, risks inherent to other entities at a similar stage of development and industry in which the Company currently is, competition from the Company's competitors, unsatisfactory development or marketing of the Company and/or its products or services, regulatory action or litigation (including product liability claims), and failure to enter into agreements or arrangements with other parties on fair or reasonable terms. Forward-looking information is made only as of the date on which it is provided and, except as may be required by applicable laws, the Company disclaims any intent or obligation to update such forward-looking information whether as a result of new information, future events or otherwise.



# APPENDIX

# OliveX Financial Snapshot



	Unaudited Figures	Audited Figures	
A\$ (m)	FY22	FY21	% Change
Revenue	2.98	0.64	363%
Gross profit	1.62	0.21	686%
Net profit/(loss) after tax	(12.61)	(7.34)	66%
Cash and Cash Equivalents	7.94	3.21	147%
Intangible assets*	9.02	-	100%
Digital assets**	5.99	0.5	1,086%
Total Assets	26.79	10.07	166%
Net Equity	8.89	8.50	5%
<i>*acquired investments Six to Start, Sol Cycle</i>			
<i>**listed and non-listed tokens, NFTs</i>			

Note: all figures are unaudited as of August 2022