PLAYING FOR THE PLANET

Worldwide, over 2.7 billion people play video games, spend nearly $160 billion dollars, and 150 billion hours on games annually.

Major game studios have already begun to harness the power of their platforms to address the climate crisis*.

Defend Nature Interactive is a purpose-driven game studio dedicated to tackling our greatest environmental challenges through interactive media.

*https://playing4theplanet.org/

GAMERS WANT TO GIVE*

Gamers are an untapped audience who have time, passion, expertise and want to give through games.

87% of gamers want to do good while they play.

67% would join other gamers to donate. Note, nature and animal welfare charities have highest donor acquisition costs**.

55% would make in-app purchases if some of the cost went to charity.

$38M has been raised by Call of Duty Endowment for veteran employment.

€300,000 was raised by Farmerama community for Malala Fund, as part an in-game event.

DEFEND NATURE
INTERACTIVE

We are creating a new era of gaming for the purpose-driven generation.

GAMES THAT GIVE BACK

Based on an award-winning eco-superhero property, our first game Bioman: Forest Farm is a relaxing free-to-play farming simulation game that allows gamers to donate a portion of proceeds to their favorite climate and animal welfare charities.

Veteran co-development team has held senior positions at:

BIOMAN
Forest Farm

SUPERHERO

Novel | Comics | Movie

Next Gen. Superhero

Science Fantasy

Green Superpower

THE BEST BOOKS OF 2018
KIRKUS REVIEWS

FUN TO PLAY

Futuristic Farming Sim

Regenerative Plant-Based Economy

Massively Social

Compelling In-App Purchases

PURPOSE-DRIVEN

Climate crisis subject matter

Plant real trees

Buy hemp-based merchandise

Donate to earth-friendly NGO's

COLLECTIBLES

Digital Collectibles

Blockchain/Non-Fungible Tokens

User-Generated Assets

Real Ownership

GAME DESCRIPTION

Based on a critically-acclaimed eco-superhero property, Bioman: Forest Farm is a fun free-to-play social game designed for farming game fans who want to take collaborative action to restore our climate and save rare animals from extinction.

Through the core game loop, players can donate to causes, plant real trees and keep track of their tree-planting ranking via leaderboards. In addition, they can enter tournaments in which the winner gets to choose which charity will receive the tournament prize.

Using smart contracts built on blockchain, we allow players to upload, trade & sell their digital decorations/skins for use by other players. This allows players to earn in-game currency from their creative talents, which increases virality and amplify network effects.

GLOBAL GAMES MARKET

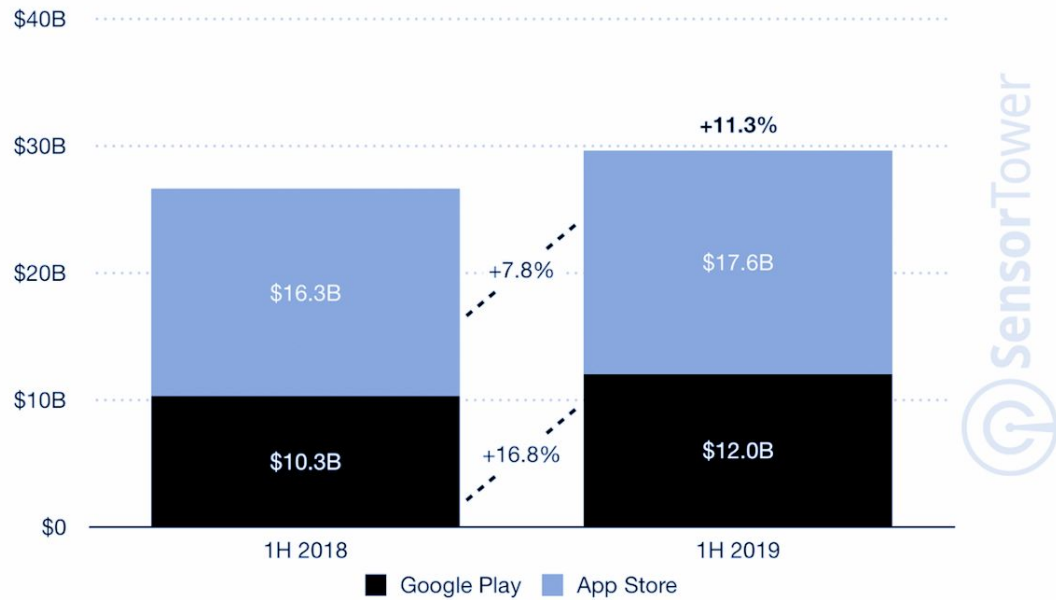## Worldwide Gross Mobile Game Revenue - First Half 2019

$40B

$30B   +11.3%

$20B   +7.8%
        $16.3B $17.6B

$10B

        $10.3B   +16.8% $12.0B

$0
          1H 2018   1H 2019
        ■ Google Play   ■ App Store

SensorTower   Data That Drives App Growth   sensortower.com

SensorTower

$69B
2019 MOBILE GAMES REVENUE

2.7B
GAMERS GLOBALLY

64M
MILLENNIAL MOBILE GAMERS IN US

DN
DEFEND NATURE
INTERACTIVE

CASUAL MOBILE GAMES

Net Revenue Per Category & Sub-Category in 2018 and Growth vs 2017.
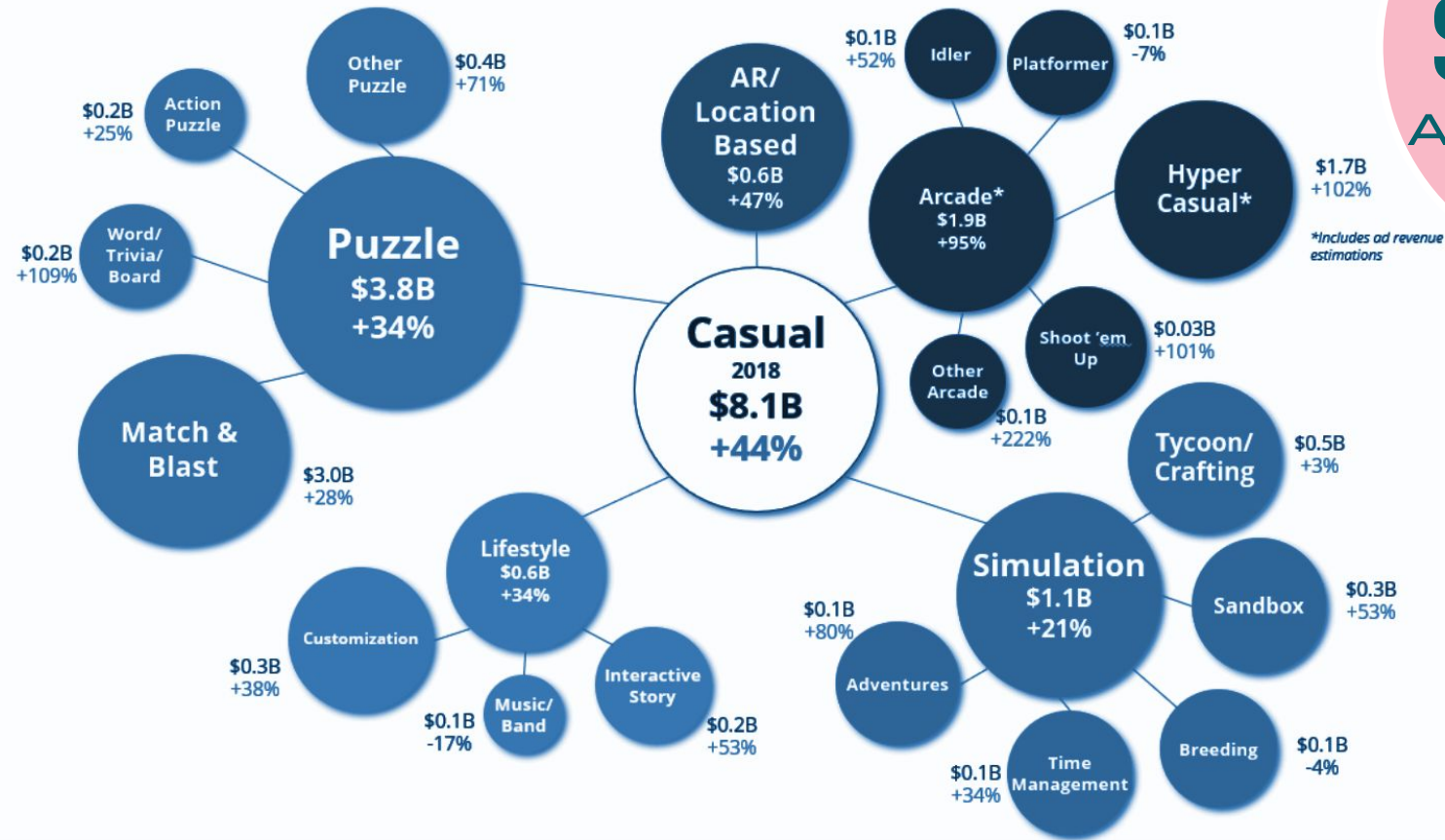
SIM GAMES
$1.1B
Annual Revenue

Other Puzzle — $0.4B +71%

Action Puzzle — $0.2B +25%

Word/Trivia/Board — $0.2B +109%

Puzzle $3.8B +34%

Match & Blast — $3.0B +28%

AR/Location Based $0.6B +47%

Idler — $0.1B +52%

Platformer — $0.1B -7%

Arcade* $1.9B +95%

Hyper Casual* $1.7B +102%

*Includes ad revenue estimations

Shoot 'em Up — $0.03B +101%

Other Arcade — $0.1B +222%

Casual 2018 $8.1B +44%

Tycoon/Crafting — $0.5B +3%

Lifestyle $0.6B +34%

Customization — $0.3B +38%

Music/Band — $0.1B -17%

Interactive Story — $0.2B +53%

Simulation $1.1B +21%

Sandbox — $0.3B +53%

Adventures — $0.1B +80%

Time Management — $0.1B +34%

Breeding — $0.1B -4%

TARGET MILLENNIAL GAMER

WORLD DESIGNER

"I want a piece of an immersive alternate world that I can customize and where I can express myself."

66% Female*

34% Male

22% — 16-24 yrs
50% — 25-44 yrs
28% — +45 yrs
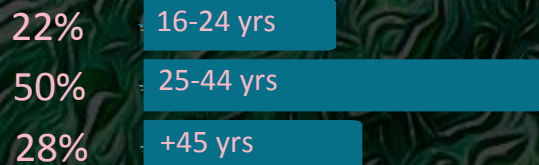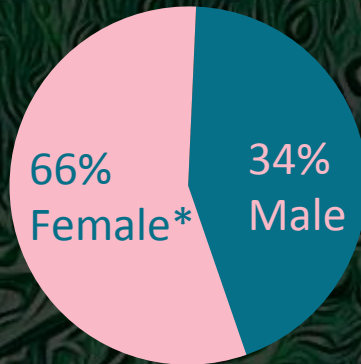
CASUAL/MIDCORE

"I want a game that easy to understand, and I can drop in and out of, but should evolve and become more challenging."

9.2hrs time spent mobile gaming weekly.**

71% of millenials play on mobile devices.**

$1.3k annual spend on games.**

PHILANTHROPIC

"I am change maker, I believe in the power of activism through actions both big and small. I want to use our collective voice for the greater good"

84% millennial employees donate to charity.***

$481 annual amount donated to charity.***

49% state climate their most important issue.****

*GameRefinery.com average over Hay Day, Township and Farmville 2
**https://www.mmogames.com/gamearticles/millennial-gamers-spend-big/
***https://www.forbes.com/sites/theyec/2018/08/15/how-millennials-are-changing-philanthropy/
****https://www.itsuptous.org/blog/which-issues-matter-most-millennials

PLAYER ACQUISITION

dīn
DEFEND NATURE
INTERACTIVE

MARKETING PROGRAM

Omnichannel Advertising
Content Marketing
PR

GAME AMBASSADORS

Gaming Influencers
Major & Grassroot NGOs

ORGANIC DOWNLOADS

Young Adult Novel (available)
Graphic Novel (in development)
TV Series (in development)

Android vs. iOS

Android		iOS
$3.21	INSTALL	$4.85
$9.10	REGISTER	$9.21
$33.83	IN-APP PURCHASE	$36.63

35.3%
Install-to-Register

9.5%
Install-to-In-App-Purchase

52.7%
Install-to-Register

13.2%
Install-to-In-App-Purchase

RETENTION

SOCIAL GAMING

Purpose-Driven
Promotes In-Game Collaboration
Guild Competitions
Climate Theme

ADDICTIVE GAME PLAY

Habit Forming Game Mechanics
Strong Meta-game
Appointment Mechanics

LIVE OPS

Live Events
On-going KPI Optimization
Player Journey Analytics

RETENTION CURVES*

DAYS	LOW	MED	HIGH
1	35%	43%	50%
7	17%	20%	25%
30	10%	12%	18%
Churn	30%	20%	15%

*https://www.pocketgamer.biz/comment-and-opinion/62566/considering-retention/

DN
DEFEND NATURE
INTERACTIVE

MONETIZATION

dn
DEFEND NATURE
INTERACTIVE

IN-GAME REWARDED ADS

A Gateway to IAP
Rewards Increases Retention
High eCPM* ~$12.1

IN-APP PURCHASES

BLOCK CHAIN

Limited-time Events
Digital Consumables
Loot Boxes
Digital Collectibles (P2P)
In-Game Real-Estate

PLANT-BASED MERCHANDISE

Exclusive to Game
Sustainable Apparel
CBD/Hemp Products

MONETIZATION (ARPDAU)**

AVERAGE	GOOD	EXCELLENT
$0.03	$0.05	$0.08

*http://progamedev.net/wp-content/uploads/2018/03/Q1_2018_SOOMLA_Monetization_Benchmarks_Report.pdf
**https://www.pocketgamer.biz/comment-and-opinion/62566/considering-retention
https://www.tapjoy.com/wp-content/uploads/2018/03/Maximum-Impact-Report-Exploring-the-Effect-of-Rewarded-Ads-on-User-Value.pdf

DIGITAL COLLECTIBLES

For additional revenue, friction-free blockchain technology will enable digital collectible items to be uploaded, sold & traded.

TRADING
Blockchain-based gaming platforms allow gamers to buy and sell items freely without concern of fraud, or that a platform will close and they will lose the value of their in-game items.

DIGITAL OWNERSHIP
With blockchain, every game item can be tokenized, allowing gamers to decide how they want to trade, sell or gift their items.

SECURE AND IMMUTABLE
Items based on scarcity and demand usually invite fraud and theft, but these risks are minimized on the blockchain because it is a distributed ledger.

$10B
MARKET
SIZE*

*https://hackernoon.com/nfts-and-the-fture-of-digital-memorabilia-ad39dad6b7f3

DEFEND NATURE
INTERACTIVE

REAL TREES/REAL IMPACT

TREE NATION

is a leading tree-planting platform.. Seamless integration with the game will allow players to offset their personal carbon footprint.

219 Planting Projects	138 241 Citizens	2 517 Companies

Players Buy Real Plants/Trees Subscriptions Available. → Monitor Personal CO_2 Offset. Compete via Leaderboards. → Aggregate Total Offset for Entire Game.
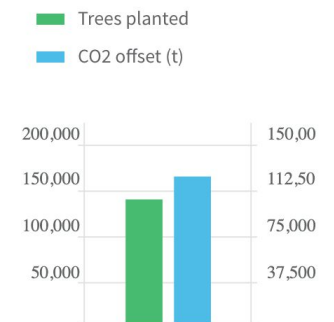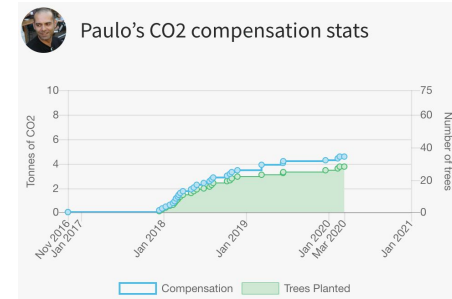
GAME CROSS

OVER
$.5B
REVENUE

OVER
$2B
REVENUE

	Released: 10/2013	Released: 06/2012	Released: 10/2017
Android	11M Installs per Month / $11M MRR	600k Installs per Month / $4M MRR	1.6M Installs Per Month / $3,2M MRR
Apple	2M Installs per Month / $9M MRR	1M Installs per Month / $3M MRR	2.4M Installs Per Month / $4.8M MRR

GAME COMPARISON

	Free-to-play	Farm Game	Regenerative	Blockchain	Purpose Driven	IP Based	Powerscore
BIOMAN FOREST FARM	✔	✔	✔	✔	✔	✔	92
Township	✔	✔	✘	✘	✘	✘	88
Hay Day	✔	✔	✘	✘	✘	✘	88
Animal Crossing Pocket Camp	✔	✔	✔	✘	✘	✔	85

DEFEND NATURE INTERACTIVE

DATA DRIVEN DESIGN

DNA of a Successful Mobile Game

GameRefinery

Features are responsible for 50 % of the sustainable revenue*

Money
Marketing & UA

Recipe for a game
Feature Set

Dev Team
Implementation

We enable our clients to...

- Reduce costs of production and boost revenue by focusing on the right features
- Keep the game's feature set competitive throughout the game's lifecycle and improve KPIs
- Stay constantly updated on feature level data of the market and competitors

* Based on our +4 years of study of over 7000+ feature level mobile game analyses

---

POWERSCORE® — 92

Game's components' overall market fit

GENRE SCORE	42	**BRAND & IP SCORE**	3
Genre's organic IAP monetization and download potential		Brand's / IP's effect on organic downloads and engagement	
FEATURE SCORE	47	**PUBLISHER SCORE**	0
Feature set's IAP monetization potential		Publisher's past performance, portfolio size and App Store featuring tendency	

$2M
TARGET MONTHLY REVENUE

INVESTMENT OPPORTUNITY
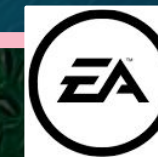
CONVERTIBLE NOTE
20% Discount, $5M Cap, 6% Interest

$1.5M

EXIT STRATEGY
Acquisition by Game Publisher

ACQUISITIONS

Acquisitions	11	33	36
Ex. Game Co Acq Cost/Year	$8M / 2018	$100M / 2017	$455M / 2017

INVESTMENT TRANCHES

PLAN		LEAN DEV.		MVP		BETA		SOFT LAUNCH	
Game Design Doc	$30K	Prototype	$200k	MVP	$150K	Beta	$100K	User Acquisition	$150K
Operations	$20K	PoC	$100K	NFTs	$100K	Live Ops	$50K	Live Ops	$75K
		Operations	$50K	Operations	$50K	Game Content	$100K	Game Content	$200K
						Operations	$50K	Operations	$75K

$50k   **$350k**   **$300k**   **$300k**   **$500k**

DN
DEFEND NATURE
INTERACTIVE

GAME STRATEGY

PLAN 3 Mths

Overall Strategy
Game Design
Service Agreements

LEAN DEV. 5 Mths

Game Prototype
Game Proof of Concept
Technical Design

MVP 2 Mths

Polish Game Play
Fix Critical Bugs
Prepare for Beta Launch

BETA 3 Mths

Scale Backend Tech
Content Release Plan
Marketing Materials

SOFT LAUNCH 3 Mths

Territory with low CPI
Optimise Acquisition
Optimize Retention
Optimize Monetisation.

dn
DEFEND NATURE
INTERACTIVE

FINANCIAL FORECAST

Key Annual Figures		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Trend
User Base								
Annual Downloads	(x)	0	70,513	333,333	1,200,000	2,173,913	3,111,111	
Active Paying Users	(x)	0	1,306	10,215	51,318	147,056	317,081	
Churn Rate	(%)	0.0%	81.3%	84.9%	85.7%	87.2%	88.1%	
Active Free Users	(x)	0	87,094	492,572	1,989,997	4,726,305	8,687,778	
Churn Rate	(%)	0.0%	80.7%	85.3%	85.9%	87.5%	88.4%	
Total Active Users	(x)	0	88,400	502,787	2,041,315	4,873,362	9,004,859	
Financials								
Revenue from APU	(USD)	0	124,281	1,630,293	10,595,679	41,850,088	118,473,482	
Revenue from Ads	(USD)	0	274,094	3,155,016	24,105,878	105,444,973	296,921,707	
Total Revenue	(USD)	0	398,375	4,785,309	34,701,557	147,295,061	415,395,189	
Operating Profit	(USD)	0	76,738	2,262,737	21,840,311	98,656,522	282,392,657	
Net Profit	(USD)	0	57,553	1,697,053	16,380,233	73,992,392	211,794,493	
Working Capital	(USD)	0	47,805	574,237	4,164,187	17,675,407	49,847,423	
Total Equity	(USD)	500,000	1,552,949	3,114,238	18,184,052	86,257,052	281,107,986	
Total Debt	(USD)	0	0	0	0	0	0	
Total Cash	(USD)	208,333	1,206,248	2,296,671	13,831,949	68,449,037	231,183,209	
Total Assets	(USD)	500,000	1,552,949	3,114,238	18,184,052	86,257,052	281,107,986	
Net Changes in Cash	(USD)	208,333	997,915	1,090,423	11,535,277	54,617,088	162,734,172	
Margins								
Gross Margin	(%)	NM	70.0%	70.0%	70.0%	70.0%	70.0%	
EBITDA Margin	(%)	NM	35.5%	48.8%	63.1%	67.0%	68.0%	
EBIT Margin	(%)	NM	19.3%	47.3%	62.9%	67.0%	68.0%	
Net Margin	(%)	NM	14.4%	35.5%	47.2%	50.2%	51.0%	
ROE	(%)	NM	3.7%	54.5%	90.1%	85.8%	75.3%	

FOUNDING TEAM

ALFIE RUSTOM
CEO FOUNDER

For over 15 years, Alfie has held senior consulting and management roles related to banking technology, globally. He is known for building world-class teams for rapidly growing businesses and managing complex enterprise-wide projects for major global financial institutions.

In 2013, he left the corporate world to reinvent himself as one of New York's most innovative tech and media entrepreneurs. In parallel to developing the Bioman IP, he launched two startups in Fintech and Blockchain. He is now fully dedicated to developing impactful gaming properties to address climate change.

MARJORIE KAUFFMANN
CRO

Marjorie worked three years in investment banking, mostly covering Media and CPG clients, followed by six years in the entrepreneurial sector (both co-founding and working at startups, and advising early stage investments).

Throughout her career, strategy has been the common denominator, with a more recent focus on growth and innovation – from managing product development, developing top line growth strategies, and assessing white space opportunities, to rationalizing growth, and cost structures.

THOMAS EMMANUEL
CPO

Thomas is an accomplished leader in product and venture development with a proven record of establishing and leading companies. He specializes in driving breakthroughs, managing change, and creating roadmaps to actualize corporate vision. His products have featured editorially in over 260 publications worldwide including ABC News, Inc Magazine, Business 2.0, Maxim, and Film Journal International.

As a blockchain advocate, Thomas understands distributed ledger technology and non-fungible token-based ecosystems will usher in a new generation of value networks and user experiences.

HAMID YOUNESSI
CTO

Hamid is an experienced full-stack developer with a focus on web, gaming, mobile and e-commerce technologies. Proficient and fully hands-on architecture and coding in multiple programming languages. A solid track record of design, architecture, coding, and delivery of scalable high-traffic online platforms and real-time applications. Extensive experience with startups and enterprise.

Technologies: Java, SCALA, C++, C, AngularJS, MongoDB, MYSQL, CoffeeScript, JavaScript, PLAY, PHP, Flex, Hibernate, Akamai, Varnish, Memcache, REST, SOAP, GitHub, XML, JSON, Oracle, SQL, HTML, PERL, ATG Dynamo, LAMP, Tomcat.

dn
DEFEND NATURE
INTERACTIVE

CONSULTING GAME DESIGNER

RAY HOLMES

With the massive success of Farmville, Ray is known as one of the top mobile free-to-play game designers in the world, Video Game Producer and Lead Designer since 1996. Comfortable speaking the language of programmers, designers and artists. Skilled at managing creative professionals and driving the creative process. Highly experienced in the creation and management of Social Games on Facebook and Mobile.

2010

FARMVILLE

$1B
REVENUE

10 YEARS LATER

2020

$2M
MRR

ADVISORY BOARD

HEIDI SHOENECK

As a Creative Leader, Heidi has been inspiring people to buy for nearly two decades. I have led Omni-channel marketing initiatives for many Fortune 100 brands such as Unilever, Nestle, P&G, Kellogg's, Nokia, The Home Depot, Lord & Taylor, L'Oreal and McDonald's — adding more than 20 awards to the shelves of my companies and clients.

JOHN BALESTRIERI

John Balestrieri has over twenty years of Technology Management, Gaming, Advertising and Entertainment Experience. John was the former Worldwide CTO of Ogilvy, one of the largest and most prestigious advertising agencies in the world. He has worked as both the COO & CTO for a number of technology companies. He is currently co-founder/CEO of Vavel.gs bringing the next generation of MMO games to life.

ACCLAIMED I.P.

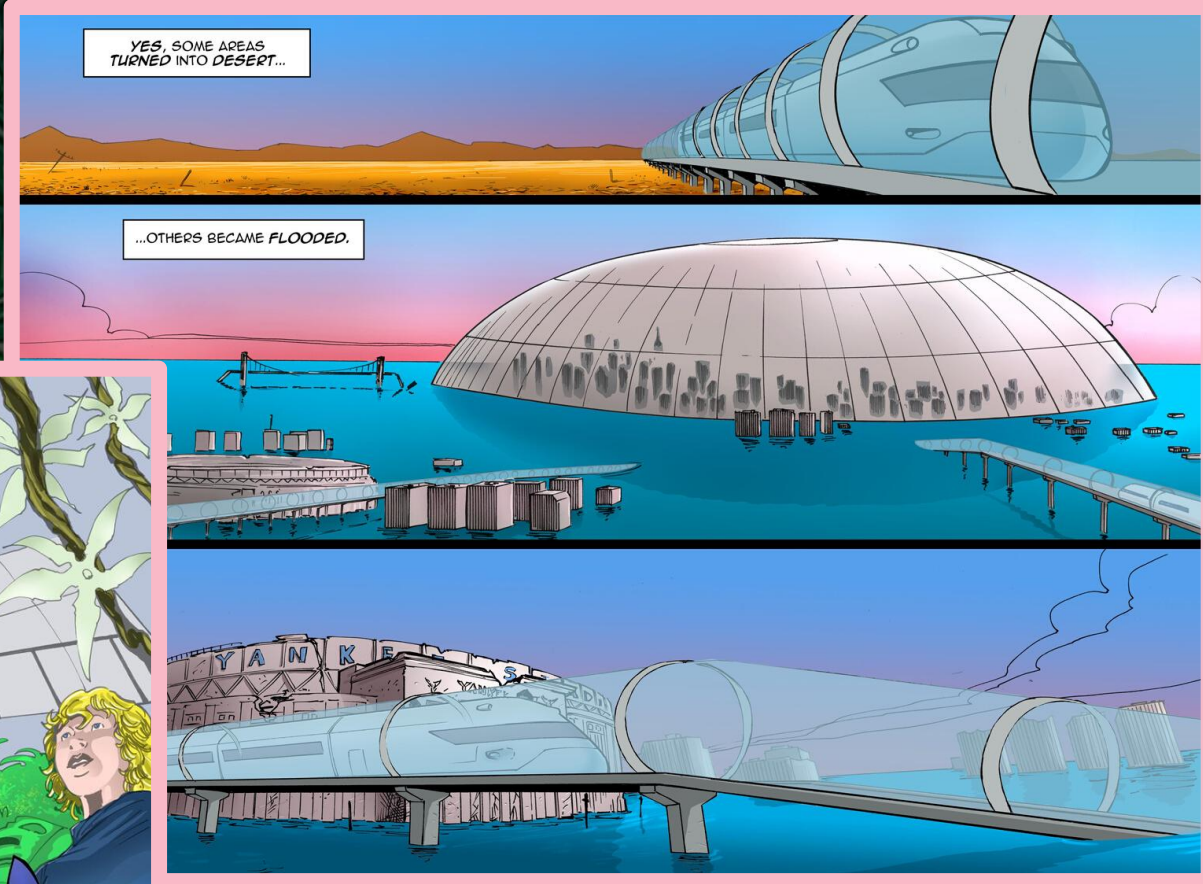*"Brings the storytelling mojo"*

"A rich and satisfying confection"

*"A thrilling Superhero Journey.
Smart & thoughtful"*

Kirkus reviews [starred review]

CONTACT

DEFEND NATURE INTERACTIVE

ALFIE RUSTOM

+1347-721-0479
alfie@defendnature.com