



P2EARN

INVESTORS PRESENTATION

MAY 12, 2023 | ENGLISH

CSE:PXE | FSE:WH4



NO GAME NO GAIN

Forward Looking Statements

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While the Company considers these assumptions to be reasonable, the assumptions are inherently subject to significant business, social, economic, political, regulatory, competitive and other risks and uncertainties, contingencies and other factors that could cause actual actions, events, conditions, results, performance or achievements to be materially different from those projected in the forward-looking information. Many assumptions are based on factors and events that are not within the control of the Company and there is no assurance they will prove to be correct.

Furthermore, by their very nature, forward-looking information involves a variety of known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, events, results, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. Such risks, uncertainties and other factors include, without limitation, those related to: The ability to obtain financing needed to fund the continued development of the Company’s business; the Company’s ability to manage anticipated and unanticipated costs; the Company’s inability to maintain or improve its competitive position; market conditions, volatility and global economic conditions; and industry-wide risks, and general risks and uncertainties related to the Company’s prospects and business strategy.

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Welcome to the Future of Gaming

P2Earn Inc. is the first publicly listed company in Canada to offer an all-in-one play-to-earn solution to take advantage of the rapidly growing adoption of blockchain gaming. We offer players the opportunity to earn real-world value through their in-game achievements and activities by utilizing unique digital assets that can be bought, sold, and traded like physical assets.

We are determined to harness the explosive growth of the blockchain gaming market by leveraging capital and creating a self-sufficient digital economy. Our proprietary gaming guild platform, built by our world-class team, streamlines revenue generation.

During our beta testing we generated positive revenues with our gaming guild over an eight-month period. We believe this will rapidly scale up to allow us to take advantage of the blockchain gaming market, and this is the next stage of our execution plan.

We are thrilled to share this opportunity with you and we are excited about the future of online gaming.



Alex Lineton
CEO P2Earn Inc

Investment Highlights

First Mover Advantage

- P2Earn is the first publicly listed company to offer an integrated play-to-earn platform

Validated Business Model

- Generated positive EBITDA during beta testing of the technology platform

Profit Scalability

- Profit potential scales with an increased player base

Tight Share Structure

- Only 65 million shares outstanding and 2.5 million options

Market Potential

- Blockchain gaming market estimated at \$4.6 billion in 2022, expected to reach **\$65.7 billion by 2027**^[1]

Platform Launch

- Launch of highly anticipated gaming guild platform expected in Q2 2023

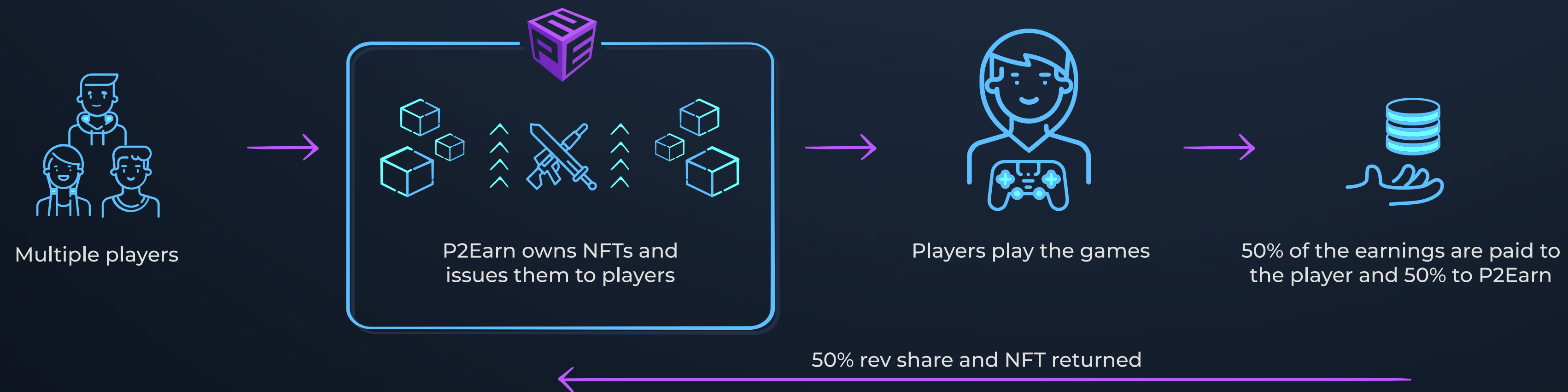
[1] <https://www.marketsandmarkets.com/Market-Reports/blockchain-gaming-market-167926225.html>

Business Model

P2Earn Gaming Guild

Play2Earn acts as a sponsor for skilled gamers. The company provides these players with the necessary gear and funding to **aid in their performance** in various play-to-earn video games. The company and the player then split any profits 50/50

How P2Earn uses Play-2-Earn gaming with NFT Gaming Guild delegation



UNIQUE BENEFITS

- 1 Game players no longer need to buy their own NFT, which opens the guild to a global game playing audience. Anyone around the world can make an income from playing games with P2Earn.
- 2 The Smart Contract makes the transaction trustless, ensuring that the revenue share and NFT's are automatically returned to P2Earn.

Case Study

TIM



\$800
average
monthly
earnings

*Average earnings for guild members may vary

Philippines

\$150 average monthly minimum wage in the Philippines ^[2]

Meet Tim, a 32-year-old hard-working Filipino with a diverse background and a unique approach to life. Born and raised in San Fernando, Pampanga, Tim is the eldest of three siblings and is proud of his roots. With a strong work ethic and an entrepreneurial spirit, Tim has had an interesting journey thus far.

Starting his career as a Field Engineer for a Construction Company, Tim then moved on to become an Officer in Charge in a Waterproofing company. However, after some time, he found himself unemployed and decided to try his hand at e-commerce. Despite the challenges, Tim did not give up and instead found new ways to earn an income.

Today, Tim is a successful player of Axie Infinity and Decentral Games Ice Poker, two decentralized gaming platforms on the P2Earn platform. Tim's earnings from these platforms depend on the market status of the coins, but in his first four months of playing, he was able to average \$700 to \$800 a month, which is already a lot in the Philippines.

Tim's resilience, adaptability, and willingness to take risks have been key to his success. He is an inspiration to others and a shining example of what can be achieved through blockchain gaming.

"P2Earn and blockchain gaming are now a big part of my life. Not only do I enjoy playing these games, but I also earn without having to pay and I have full control over my time."

[2] <https://nwpc.dole.gov.ph/stats/current-real-minimum-wage-rates/>

PATRICK

\$780
average
monthly
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*Average earnings
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Philippines

\$150 average monthly
minimum wage in the
Philippines ^[2]

Player Base

The increase in internet access in developing nations will have a significant impact on the play-to-earn gaming industry. With more people being able to access and participate in these games, the industry could see increased growth and a wider player base.



1.4B

population in India

^[3] **28% (396.4M)**
of the population
plays online games



281M

population in Indonesia

^[4] **65% (185M)**
of the population
plays online games



113.3M

population in Philippines

^[5] **38% (43M)**
of the population
plays online games

^[2] <https://nwpc.dole.gov.ph/stats/current-real-minimum-wage-rates/>

^[3] <https://www.statista.com/statistics/1116354/india-share-of-online-gamers/>

^[4] <https://www.statista.com/statistics/1332796/sea-number-of-gamers-by-country/>

^[5] <https://www.statista.com/statistics/1117207/philippines-online-gamers/>

Platform Potential

During our beta testing, we generated positive revenues with our gaming guild over an eight-month period. We believe this will rapidly scale up to allow us to take advantage of the blockchain gaming market, and this is the next stage of our execution plan.



**All figures are in CAD*

Target year-on-year revenue with **10,000 daily active players**

FORMULA

$$\text{\$35 average daily earnings per player} \times \text{10,000 players} \times \text{364 days}$$

The above formula assumes expected average daily earnings (range between \$14 and \$35 per player) multiplied by the number of players in the gaming guild multiplied by 364 playing days per year

2023 Roadmap

Q2 2023

Platform Completion & Launch

- Completion of **testing and developing** of play-to-earn gaming platform
- Completion of **player migration and opening of platform** to new registrations
- Launch of **completed platform**

Capital Raise

Raise CAD 3 million - CAD 4 million in operating capital to purchase NFT assets for P2Earn guild members

Q3 2023

More Games, More Players

- Target daily active players of at least **2,500**, with projected gross revenue (YOY) of **CAD 31.8 million**
- Adding of new games through partnerships with **blockchain game developers**
- Establish offshore **marketing, programming and customer support center in Asia** for global guild members

Q4 2023

Aggressive Growth & Revenue

- Year-end target of daily active players of at least **5,000**, with projected gross revenue (YOY) of **CAD 63.7 million**
- Prepare platform capacity for **increased player base** (10,000 and above)
- Establish P2Earn as one of the largest play-to-earn gaming guilds in the world

*this timeline is subject to change on market conditions and business priority changes

Market Size

Play-to-earn gaming is dominating the decentralized internet

54%

of all NFTs owned are gaming NFTs

70%

of all active crypto wallets are in gaming

USD 4.6B^[1]

investments in blockchain games (as of Q4 2022)

The blockchain market size projected to reach
USD 1.4 Trillion
 by 2030^[6]

Play-2-Earn gaming **is a great business** for turbulent times. It is also becoming a **growing trend** in the decentralized internet. Earnings are paid out in tokens that can be either retained, converted to a stable coin, or converted to real currency. This is driving a **new era of engagement** and excitement in gaming, as well as potentially creating **new economic opportunities** for players and developers.

[1] <https://www.marketsandmarkets.com/Market-Reports/blockchain-gaming-market-167926225.html>

[6] <https://www.grandviewresearch.com/industry-analysis/blockchain-technology-market>

Industry Adoption

Why Amazon Stock Suddenly Popped This Morning

By Rich Smith - Jan 27, 2023 at 12:45PM

KEY POINTS

- Amazon may begin selling its own NFTs in April.
- The company may also offer crypto games with NFTs as prizes.
- Both of these things may happen. But if they do, are they worth \$30 billion in market cap to Amazon?
- Motley Fool Issues Rare "All In" Buy Alert

Reality vs Hype: Why Experts Say Blockchain Is The Future of

COLLECTIBLES

BY JEX EXMUNDO • JANUA

News • Technology

Mark Cuban Joins Ethereum NFT Game Axie Infinity's \$7.5 Million Raise

The NFT-driven monster-battling game has surged of late, and now it has funding and celebrity investors to give it an even bigger push.

By Andrew Hayward

YGG Japan Secures \$2.95 Million in Funding from Square Enix, SEGA, and Other Web3 Firms

Square Enix and SEGA, two of the biggest Japanese gaming firms, have taken a stake in YGG Japan, a subDAO of Yield Guild Games that aims to lead the "play-and-earn" movement in Asia.

by Akira Ming JAN 30, 2023

Saudi Arabia to Partner with The Sandbox

The Saudi government announced late on Tuesday that it will partner with leading metaverse game The Sandbox to develop a metaverse presence.

The news sparked immediate price action for the native SAND token, which pumped by 30% in just two hours after the announcement.

Sebastien @borgetsebastien · Follow

It was a true honor to sign our MOU partnership ceremony between @TheSandboxGame and the Saudi Arabia Digital Government Authority (DGA) during #LEAP 2023 conference, and we look forward to exploring, advising and supporting mutually each other in activations of the Metaverse

1:30 AM · Feb 8, 2023

Read the full conversation on Twitter

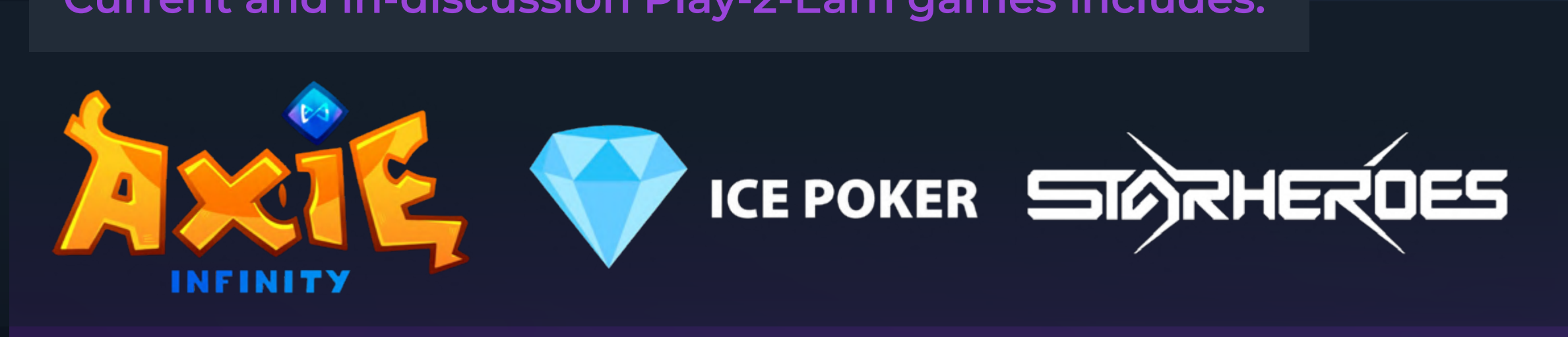
807 Reply Share

Gaming Market

There are currently around 500 known Play-2-Earn games^[7] either live or under development.

P2EARN brings players to these games, removing a barrier to entry for gameplay and helping these games to gain a loyal audience. We solve a problem for both gamers and game owners.

Current and in-discussion Play-2-Earn games includes:



Number of active
Blockchain Games
doubled in 2022^[8]



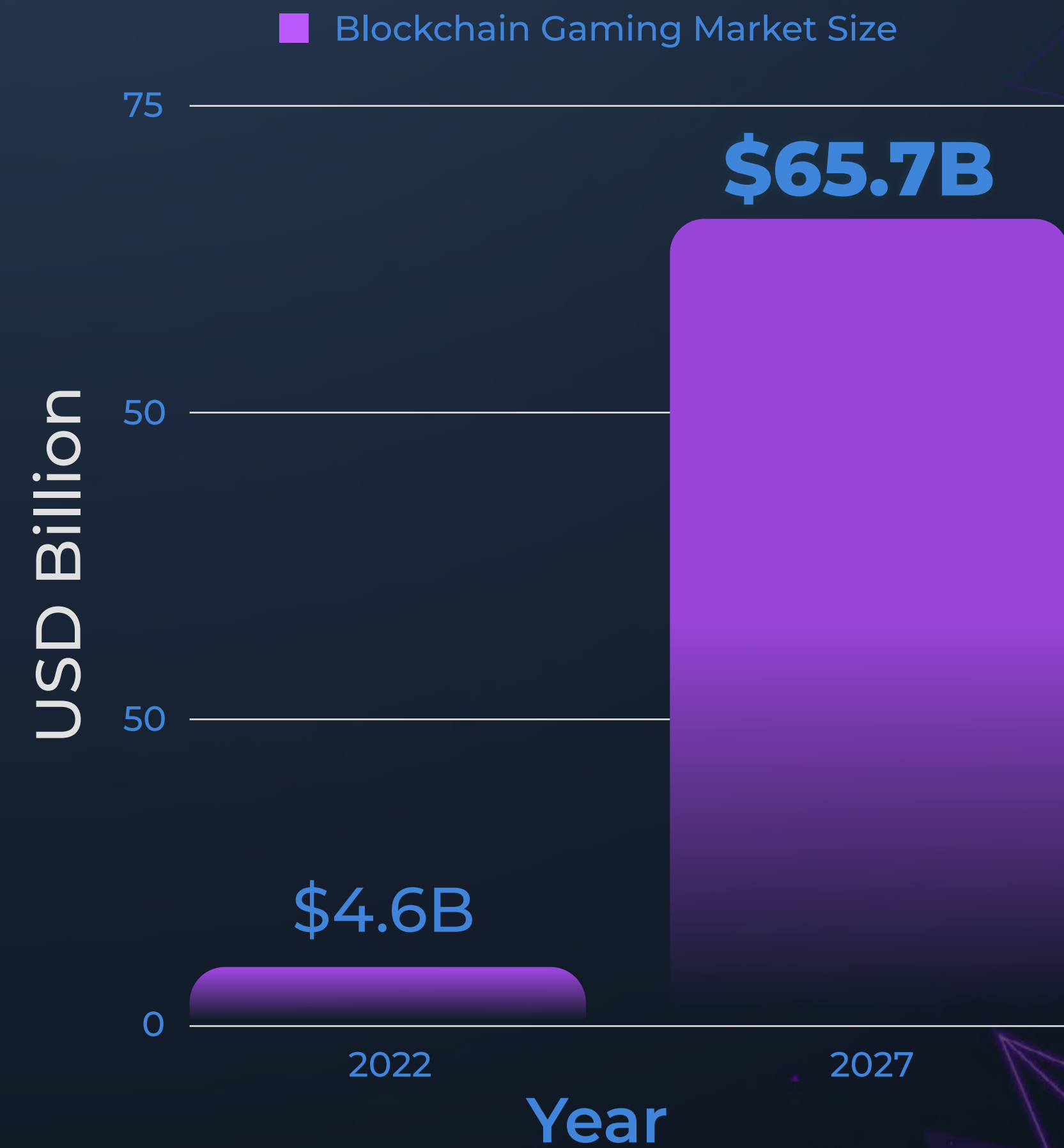
[7] <https://playtoearn.net/blockchaingames>

[8] <https://dappradar.com/blog/>

Blockchain Gaming Market Overview^[1]

- The global blockchain gaming market is predicted to grow from **USD 4.6 billion** in 2022 to USD 65.7 billion in 2027.
- A portion of the growth of this market can be attributed to the **increasing investments** and funding in blockchain games, NFT trends, and play-to-earn gaming.
- The Asia Pacific is estimated to hold the **largest market share** due to the real-world, social benefits.

The blockchain gaming market is experiencing rapid growth, driven by increasing adoption of blockchain technology and the emergence of new decentralized gaming platforms and applications. This growth has led to a proliferation of new blockchain-based games and has attracted significant investment from investors, developers, and gamers alike.



[1] <https://www.marketsandmarkets.com/Market-Reports/blockchain-gaming-market-167926225.html>

NFT Games and Marketplaces ^[9]

The largest marketplace by overall transaction value is OpenSea, which has facilitated **\$14.68 billion worth of NFT sales**. Axie Infinity boasts the most traders, with 1.6 million using the Axie Infinity marketplace since its inception in 2018. Almost \$4 billion worth of NFT transactions has occurred on the Axie Infinity Marketplace.

TOP MARKETPLACES	AVERAGE PRICE	TRADERS	VOLUME
OpenSea	\$938.99	1,387,357	\$14.68B
Axie Infinity	\$216.15	1,624,169	\$3.94B
CryptoPunks	\$123,690	5,600	\$2.40B

TOP NFT P2E GAMES	TOKEN	MARKET CAP
Axie Infinity	AXS	\$1.30B
The Sandbox	SAND	\$1.21B
Decentraland	MANA	\$1.42B

**all values are in USD*

[9] <https://opensea.io/>

Bitcoin Mining Operation

We also operate an efficient Bitcoin mining operation powered by sustainable energy sources. We have a total capacity of 14,934 TH/s. Our operation includes state-of-the-art 140TH/s Bitmain XP machines constituting approximately 17% of our total capacity.

Our low cost of mining of around \$16.5k per Bitcoin ensures profitability even in unfavorable market conditions, giving us a competitive edge. Our Bitcoin is mined in colocation facilities throughout North America with all miners under manufacturer warranty. Our cohosted facility operates 24/7 and is fully managed to ensure maximum uptime and operational reliability.



\$28,000 Current Price	\$11,500 Profit per BTC
\$50,000 Anticipated Price	\$33,500
\$68,000 Previous High Price	\$51,500
\$100,000 Anticipated Price ^[10]	\$83,500

**all figures are in USD
current price as of March 29, 2023

[10] <https://fortune.com/2023/02/01/cathie-wood-ark-invest-report-bitcoin-to-hit-1-5-million-by-2030/amp/>

Meet the Team

The P2EARN team are Play-2-Earn gaming experts who know how to profit from the next generation of the Internet and this incredible technology revolution.



Alex Lineton

Chief Executive Officer

Alex Lineton is a seasoned professional with extensive experience in the cryptocurrency and Web3 gaming industries. Since 2018, he has been a pioneering figure in the crypto space, demonstrating his expertise by establishing a hydroelectric-based green energy Bitcoin mining operation. As a leader in the Play-2-Earn gaming arena, Alex has established and run multiple successful gaming guilds, including the highly successful play-2-earn Ice poker guild.

With a proven track record in business creation and development, Alex is also highly sought after for his expertise in governance and strategic leadership. He has served on the boards of various prestigious organizations, leveraging his skills to drive positive change and drive results. Alex is a dynamic and impactful leader, whose expertise and passion for the crypto and gaming industries make him the ideal candidate to lead the company into the future of online gaming.



Chloë Clover

Chief Marketing Officer

Chloë Clover is a highly talented and driven marketing professional, recognized as a leader in the field of Web3 communications. With a passion for innovation and a proven track record of success, Chloë has earned recognition as one of Forbes' "30 under 30" entrepreneurs and was named the Tees Business Woman of the Year in 2022.

With a strong presence in the industry, Chloë is a sought-after social influencer and public speaker, leveraging her expertise and charisma to drive engagement and inspire others. Her diverse background includes experience working with prominent organizations such as the British Broadcasting Corporation, Hampton by Hilton, and Riot Games.

Chloë is a force to be reckoned with, using her energy, creativity, and passion to drive results and make a meaningful impact in the Web3 and marketing industries.

Board of Directors

Jesse Dylan

Jesse Dylan brings a wealth of experience in media and technology. With a proven track record of success in building and selling companies, Jesse has established himself as a visionary in the industry. His passion for the future of content, distribution, and digital currencies has driven his focus on hand-selecting teams to disrupt these rapidly evolving arenas.

Jesse's leadership and innovative thinking position him at the forefront of the industry, driving growth and progress for his companies and the sector as a whole.

Chris Bradley

Chris Bradley is a leading technologist and blockchain expert, who has created enterprise level technology platforms for Santander Bank and multiple Nasdaq listed technology providers including the company who was acquired by Facebook to create facebook ads. He brings to P2Earn considerable experience of managing industrial scale technology, infrastructure and scalable software to successfully grow large scale companies.

Graham Martin

Graham Martin is a prominent gambling entrepreneur and part of P2Earn's board of directors. Martin has an extensive background in the online gaming industry, having founded Bonne Terre Ltd (Sky Bet) and served as President of International Development at NewGioco Group Inc. He brings his expertise and experience to P2Earn's Board of Directors to help the company expand into the wider online gaming environment.

Gene Vailaitis

Eugene Vailaitis has led many organizations through rapid growth. As head of sales for a large US Art company, Gene scaled the business to over a quarter of a billion in Revenue in the company's second year. Mr. Vailaitis is a seasoned business executive, board member of several public companies, and a well-recognized, award winning journalist.

Advisory Board



Jeff Burton

Advisory Board
Chairman

Jeff Burton is a true pioneer of the digital age and a legend in the gaming industry. He was the third employee of **ATARI.inc**, International Home Computer Division, in 1980, responsible for its business development throughout Europe and the Middle East. He joined former Stanford classmates as a founding team member of **Electronic Arts (EA)** in 1982, the company responsible for some of the most iconic game titles in history, such as the PGA Tour series, Madden series, Mass Effect, and Medal of Honor, among hundreds of others. There he led the company's international expansion from inception until its IPO seven years later.

"I have long believed that the concept of players earning a share of the profits through gameplay was the future of all gaming. The unique Guild model that P2Earn has developed, is the perfect way to implement this approach."

Partnership



Thirdweb – Web3 Development Framework Partner

<https://thirdweb.com>

“Play to earn games will be one of the catalysts which introduce millions to Web3.”

Jake Loo, Chief Technology Officer. (Mkt Valuation \$160M)



Polygon – Block Chain Platform Partner

<https://polygon.technology>

“Players are going to play games whether we are in a bull market or a bear market.”

Urvit Goel, vice president of games at Polygon (Mkt Cap \$9BN)



Compass Mining - Bitcoin Mining Operation Management

<https://compassmining.io>

“We believe that mining is the backbone of the Bitcoin network, and we’re proud to be a part of this transformative technology.”

Whit Gibbs, Chief Executive Officer (Mkt Valuation \$1.58B)

News & Share Structure

- P2earn Inc Adds Microsoft-Backed Blockchain Game StarHeroes To Guild Platform
May 8, 2023
- P2Earn Closes Second Tranche of Private Placement
May 5, 2023
- Electronic Arts (EA) Co-Founder Jeff Burton Joins P2Earn as New Advisory Board Chairman
May 2, 2023
- Bitcoin and Web3 Veteran Alex Lineton Named New P2Earn Chief Executive Officer
April 13, 2023
- P2Earn Closes First Tranche of Private Placement
April 3, 2023
- P2Earn Announces Private Placement, New Auditor
March 29, 2023
- Name and Symbol Change, Share Consolidation, and Corporate Update
March 20, 2023

FUNDAMENTAL DATA (CAD)	
CSE	PXE
Shares Outstanding	64,790,872
Options	2,500,000
Warrants	24,859,467
Fully Diluted	92,150,339
Share Price (CAD)	\$0.115
Market Cap	\$7,450,950

as of May 12, 2023

*Assumed Figures Post-consolidation



ISIN: CA69379U1012 WKN: A3D7RC

Corporate Governance

DLA Piper Legal Counsel



DLA Piper is a multinational law firm with offices in more than 40 countries throughout the Americas, Asia Pacific, Europe, Africa, and the Middle East. It has a total revenue of \$2.48 billion, and average profit per equity partner of \$1.49 million

<https://www.dlapiper.com/en-us>

Green Growth CPAs Auditor



Our Auditor is a leading national accounting and advisory firm providing a suite of accounting, tax, and financial solutions built on sound accounting principles and optimized for the unique risks and opportunities of various industries.

<https://greengrowthcpas.com>

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