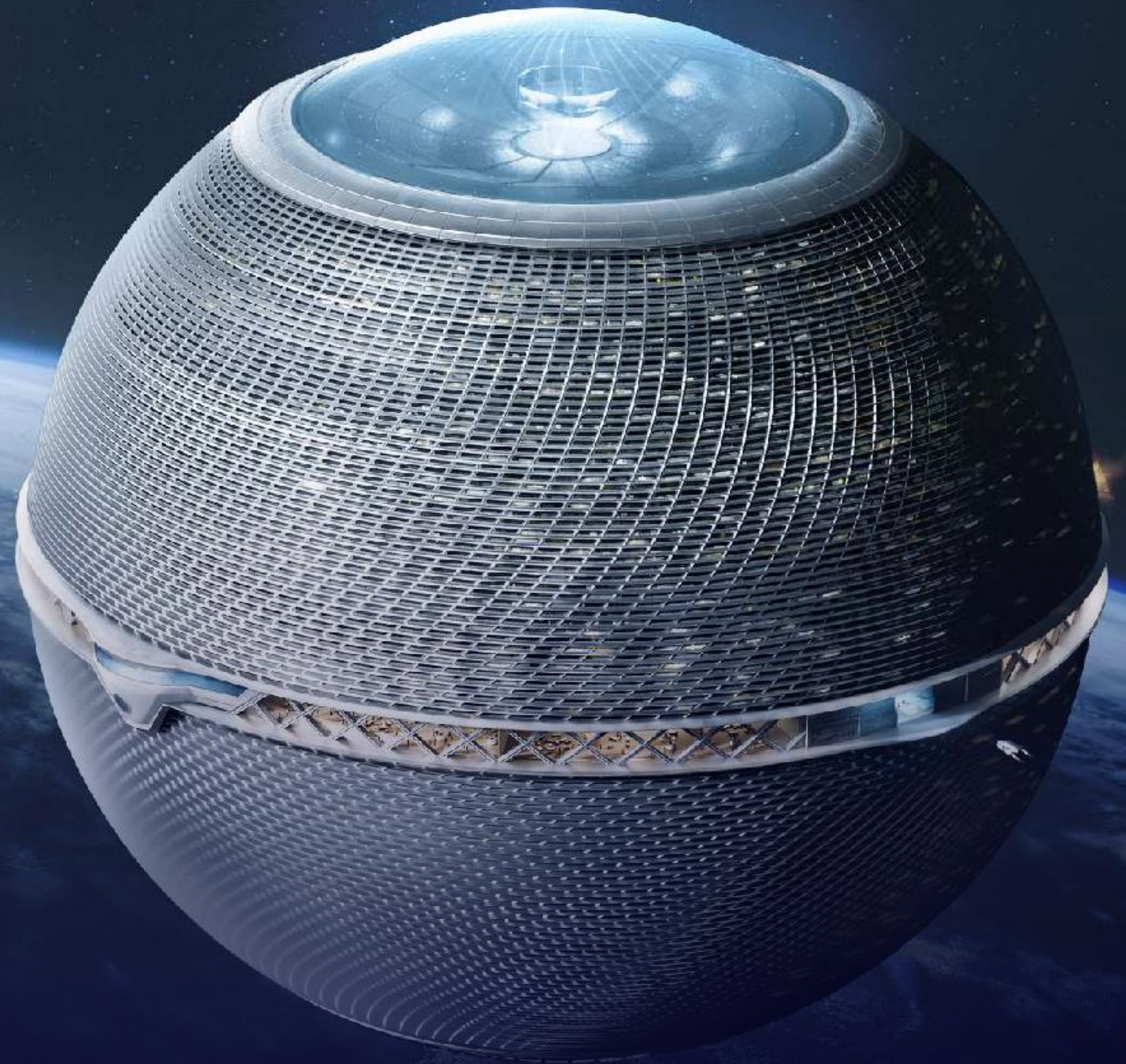




LunaOne

Company Presentation

10th August 2022





Notable Team



Daniel Puzny
CEO

MBA and LLM educated with 8 years in Blockchain & Crypto as a leading consultant for mainstream blockchain projects.



Cory Cozad
COO

MBA degree from St. Ambrose University, Cory has served as Associate Vice President of Digital Strategy.



Craig Wiltshire
CTO

Executive MBA, PCG Design. Solutions architect for spacial computing and machine learning. Specializing in advanced AR/MR eCommerce systems design.



Ashlee Stojanovski
CMO

Ash is a Web3 native with experience in GameFi. She's scaled ventures to multi-billion dollar valuations and has been involved in several sold-out NFT projects. Holds Bachelor of Marketing.





Notable Team



Tamara Alexandre
Chief of Staff

International and domestic experience within the scope of startups, mid size and large companies. Entrepreneurial experience having founded a marketing agency.



Lee Behnke
Influencer Director

Lee has been involved in blockchain since 2016 with experience in Distributed Ledger Technologies, Cryptocurrency, and NFTs.



Mike (Brax) Bracken
Community Manager

Michael has been in the Financial industry over 10 years working for Fortune 500 banks. He has been involved with the cryptocurrency space since 2015.



Jorge Sebastiao
Cyber Security Advisor

Specialist in Blockchain, NFT, AI, IoT, Gaming, Digital Twin, Cyber Security, Managed Services, Cloud Computing, Big Data.



Notable Team



Alex Lobanev
Senior Designer

Designer and developer specializing in user experience, world building, interactivity and branding. 10 years experience for Ferrari, Harry Winston, Shell, and others.



Ricky Miller
Chief Simulation Officer

Design expert for advanced training and simulation programs around the globe, specializing in augmented and mixed reality training and simulation.



Jack Anderson
Marketing Associate

A recent marketing graduate passionate to help shape our future for the better. Keen to build towards the future of the metaverse.



Metaverse Market

In 2021, 88% of global organizations invested in VR environments. ⁽²⁾

71% of global executives state that the metaverse will have a positive impact on their organizations. ⁽⁴⁾

42% Believe it will be breakthrough or transformational. ⁽⁴⁾

⁽¹⁾ Emergen Research. ⁽²⁾ Accenture. ⁽³⁾ Bloomberg. ⁽⁴⁾ Accenture. ⁽⁵⁾ PWC.

Metaverse Worth (USD)

2020 \$47b ⁽¹⁾

2021 \$64b ⁽¹⁾

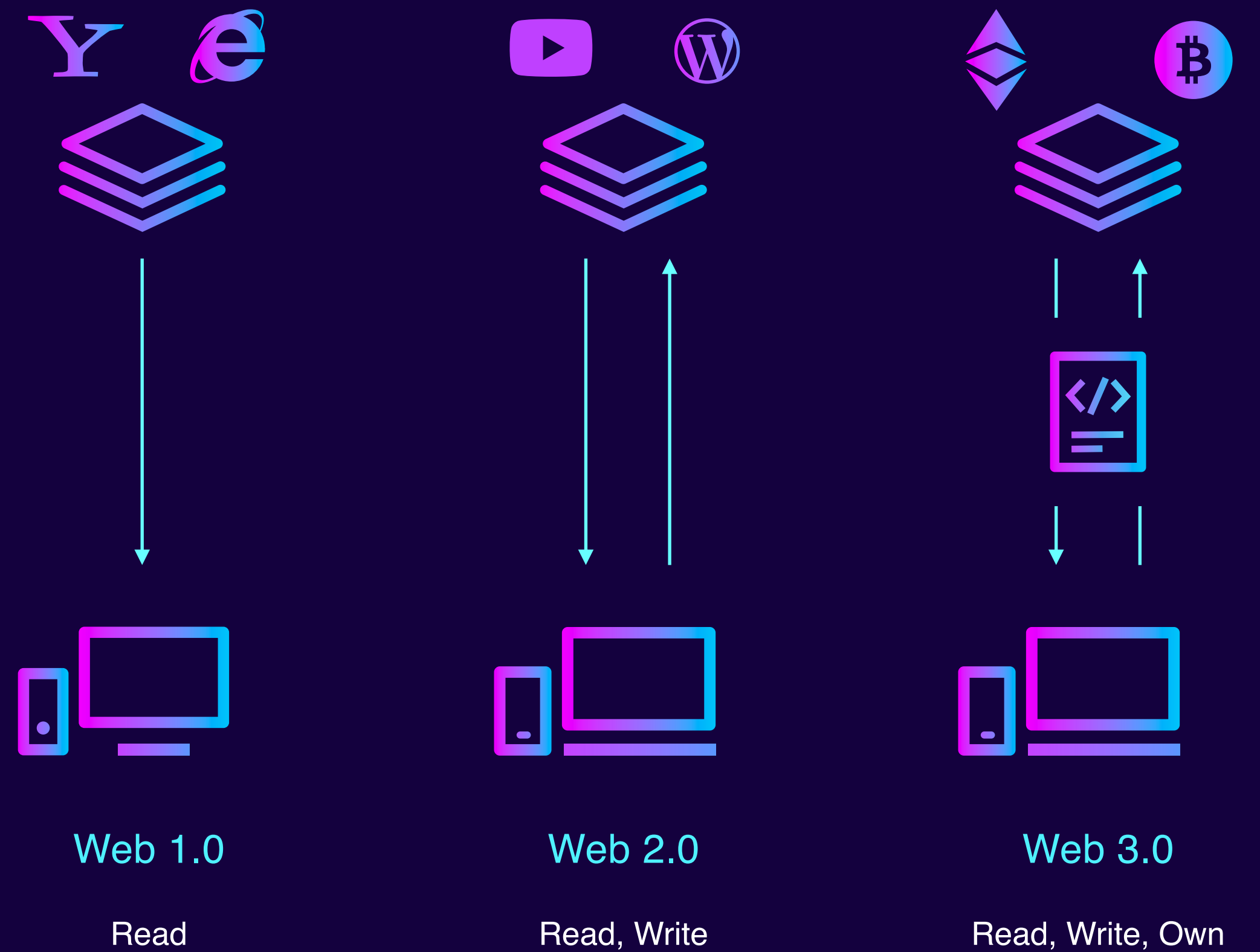
2024 \$800b ⁽³⁾

2030 \$1.5t ⁽⁵⁾

Web 3.0

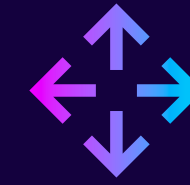
New Possibilities

- Metaverse
- Blockchain gaming
- Creator economy
- Decentralized Autonomous Organizations (DAO)
- Decentralized Finance (DeFi)
- New levels of privacy





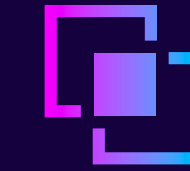
DAO



Dispersed



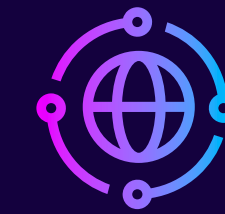
Communal



Transparent



Open



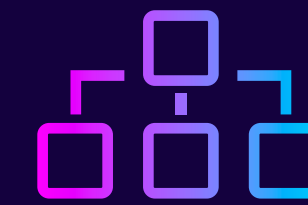
Fully Global

LunaOne Marketplace

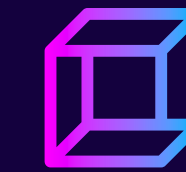
Company



Fixed



Hierarchical



Ambiguous



Limited



Occasionally
Global

Core features of DAOs



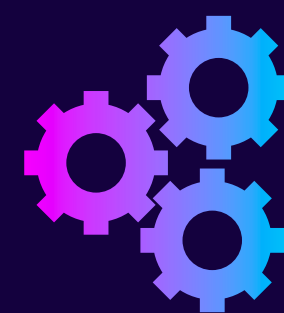
Communicate



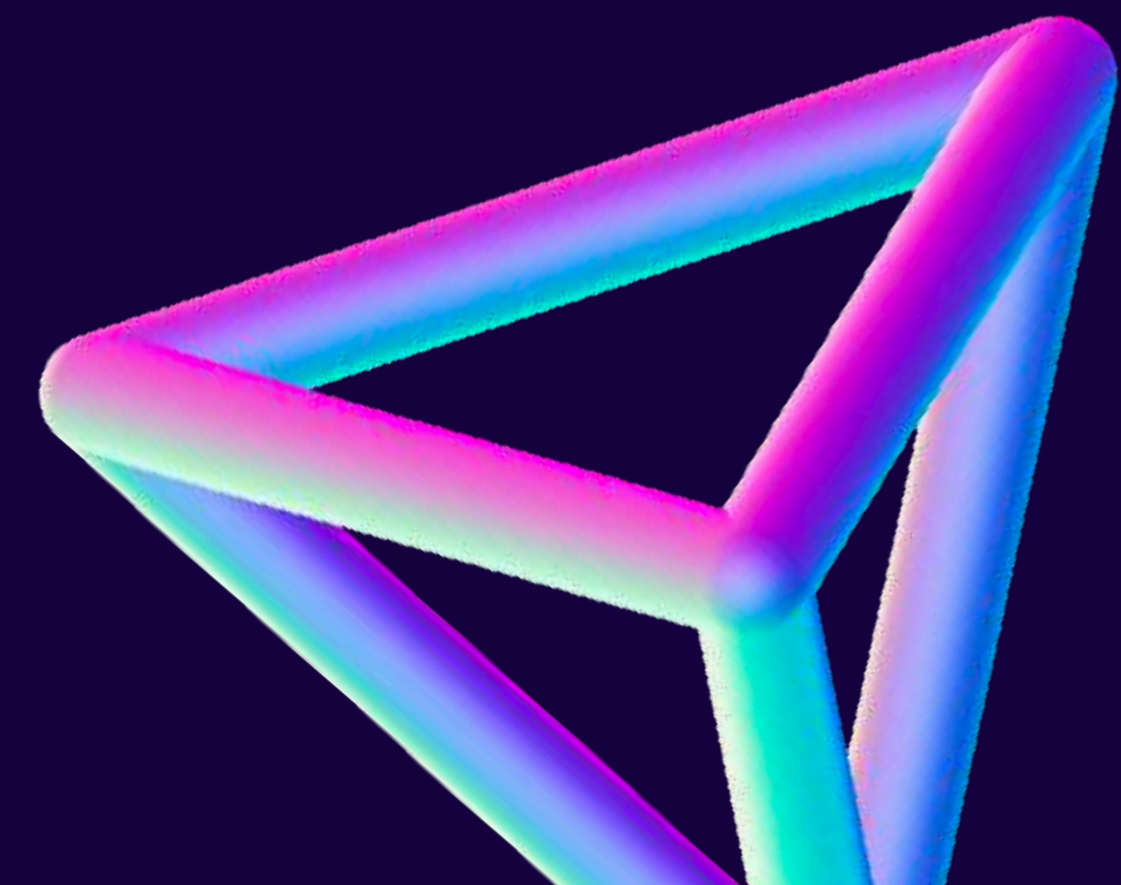
Pool Capital



Vote



Develop Projects





Roadmap

2020

- Development Started

2021

- Q4 • Decentralized File Cloud Development Finished

2022

- Q1 • Pre-distribution Starts
 - Technical Paper
- Q2 • Pre-distribution Ends
 - Distribution Starts

- Q3 • Coin Distribution Ends
 - Exchange Listings
 - Concept Art
 - NFTs
 - Community Testing

- Q4 • Metaverse goes live
 - NFT Marketplace
 - More NFTs
 - Real Estate
 - Development for Consoles

2023

- Q1 • Own and Fly Ships
 - Live events
 - Launch on Consoles
- Q2
 - LunaOne Planet Goes Live
 - Building System





Metaverse Landscape



- Launch Q4, 2022
- Over 10,000 paid and 40,000 registered users pre-launch
- 250,000 parcels of land and 20,000 spaceship apartments (NFTs)
- DAO
- Decentralised logic & nodes



Decentraland

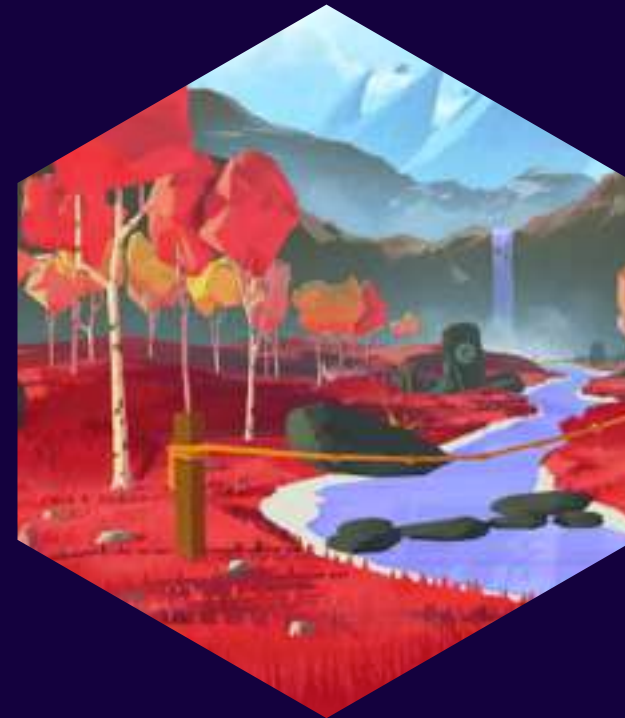
- Launch 2017
- Over 300,000 monthly users
- 90,000 parcels of land (NFTs)
- DAO
- Decentralised logic
- Peak market cap \$10b



- Launch 2011
- Over 1,000,000 monthly users
- 166,464 parcels of land (NFTs)
- DAO
- Decentralised logic
- Peak market cap \$7.5b



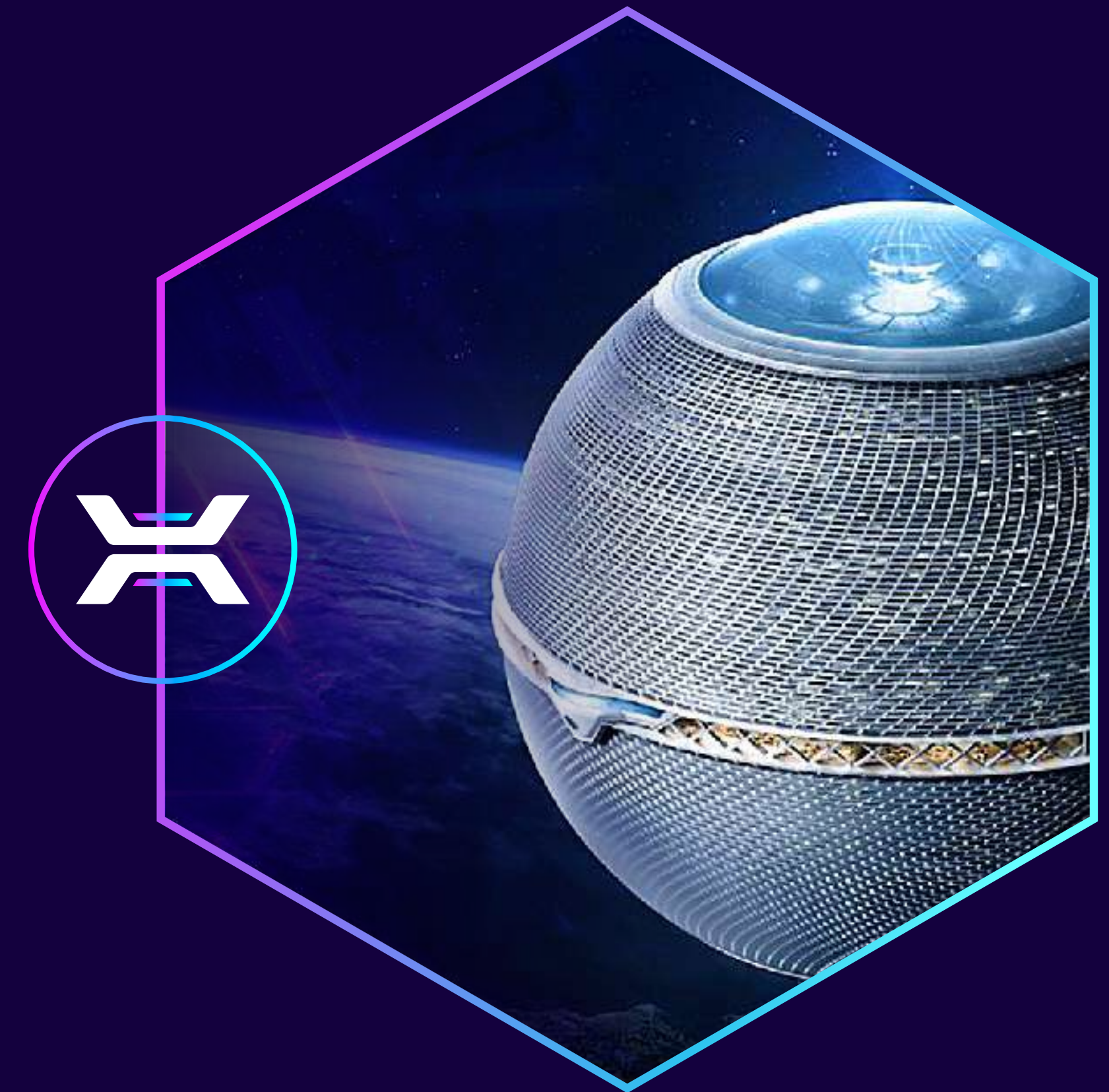
- Launch 2018
- Over 2,200,000 monthly users
- 68,964 parcels of land (NFTs)
- DAO
- Decentralised NFTs
- Peak market cap \$9B



LunaOne Reality

Other metaverses utilize low-resolution graphics and limited colours resembling old arcade games.

LunaOne metaverse is hyper-realistic.





Personal Avatars





Our Marketing Strategy

- Use of influencers in Crypto, Gaming, Celebrities
- Press releases with major news outlets
- Social media channels including paid
- Community building on Discord
- Metaverse events such as concerts & exhibitions
- Sponsorship of major Industry events, sports & culture
- LunaOne merchandise
- Webinars
- Conferences

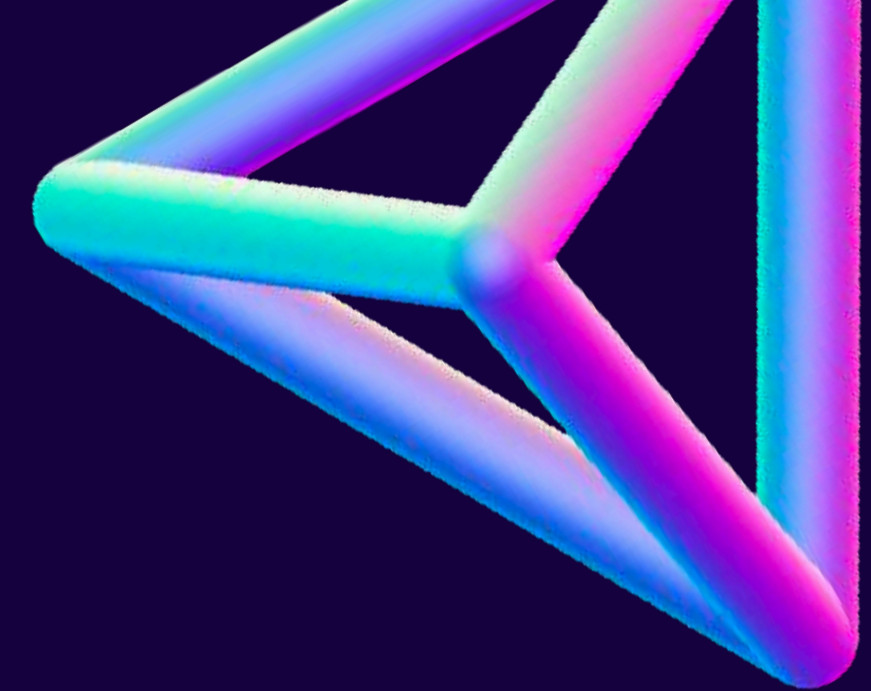


Revenue Model

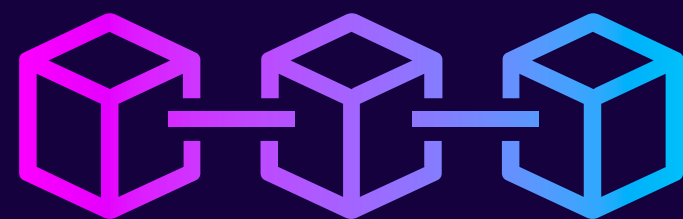
- Avatars & Accessories
- NFTs such as Real Estate, Spaceships, Art, etc
- Events/Music/Content
- VR/AR Headsets/Glasses & Haptic Suits/Gloves

- Games by LunaOne and Third-Parties
- LunaOne Gaming Console
- Advertising & Corporate Sponsorship
- Competitions & Lotteries
- Merchandise





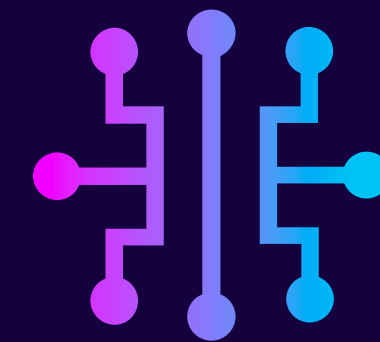
Unique Intellectual Property



Proprietary LunaOne-Chain is designed with over 400,000 tps and uses Directed Acyclic Graph (DAG) technology for a faster and more scalable blockchain.



Native Wallet & NFT marketplace built into LunaOne platform.



Decentralized File System for distributed computing and complete security. Utilize the best of Web3 infrastructure.



High Resolution Graphics giving a hyper-realistic environment. Use of volumetrics for celebrity holograms in concerts.



Strategic Objectives

- Continue to develop unique intellectual property
- Continue to build games within the metaverse
- Launch on all gaming consoles and devices
- Develop a line of VR/AR and haptic wearables
- Continue to create NFTs for LunaOne NFT Marketplace
- Build a gaming platform that third-parties can build upon
- Develop further use cases such as working in the metaverse



Use Cases

- Events
- Education & Training
- Shopping
- Entertainment
- Events
- Real Estate

Metaverse Event vs In-Person Event

Benefits of Metaverse

- No insurance
- No security
- No medics
- No drugs/alcohol
- No event costs
- No print material
- No sound/stage costs
- No travel/transport costs
- No attendee limits
- Controlled environment

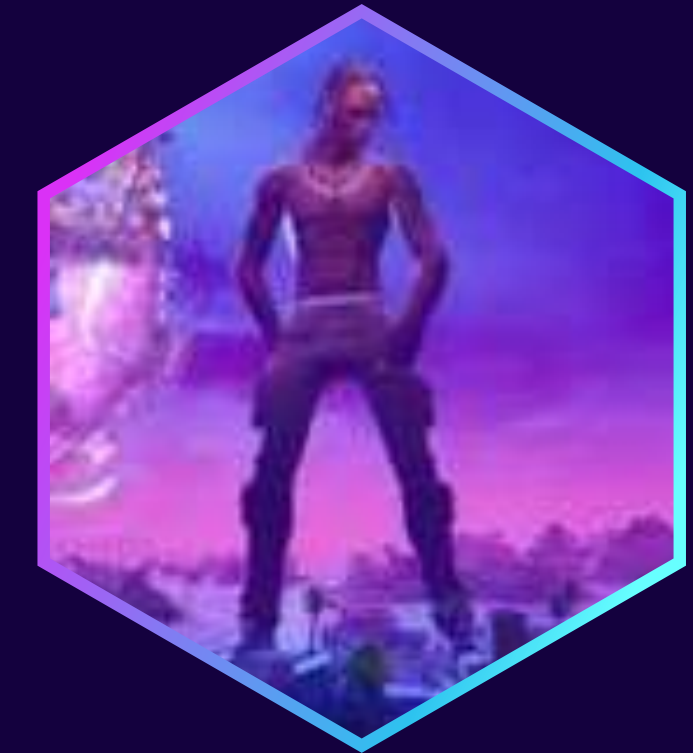
In-Person Event



Coachella 2022

Attendance 125,000 p/day
750,000 over 6 days

Metaverse Event



Travis Scott 2022 / Fortnite

Attendance 27,700,000 live
Total plays **45,800,000**



Less risk

Less overheads

More profit



Ariana in LunaOne vs Ariana in Fortnite



FORTNITE





Metaverse Education & Training

- Staff Training & Onboarding
- Conferences
- School/University Courses
- Workshops
- Announcements & Updates
- Q&A Sessions
- Seminars
- Library

Benefits of Metaverse

- No event costs
- No fixed location
- No travel/transport costs
- No print material
- No limits on attendees
- No dress code
- No clean-up
- Capture key metrics



Metaverse Shopping



Benefits of Metaverse

- No rental payments
- One controlled location
- Multiple languages based on user location
- No theft
- Save on physical products in multiple locations
- Show same product in multiple colors
- Customers can "try on" products with avatar
- Ship real product to



Less overheads

More fun

More profit



Comedy
Music Artists
Visual Artists
Motivational Speakers
Sports

TED Talks
Chefs/Cooking
TV/Streaming Content
Social Media

Metaverse Entertainment

Benefits of Metaverse

- No insurance
- No security
- No medics
- No drugs/alcohol
- No print material
- No sound equipment
- No stage costs
- Controlled environment
- No travel/transport costs





Metaverse Events

Exhibitions & Conferences

Festivals
(Film/Culture/Music)

Company Events

Product Releases

Album/Film Releases

Fashion Shows

Award Shows

Fundraising

Jobs Fairs & Recruitment

Family Reunions & Parties

Sports

Benefits of Metaverse

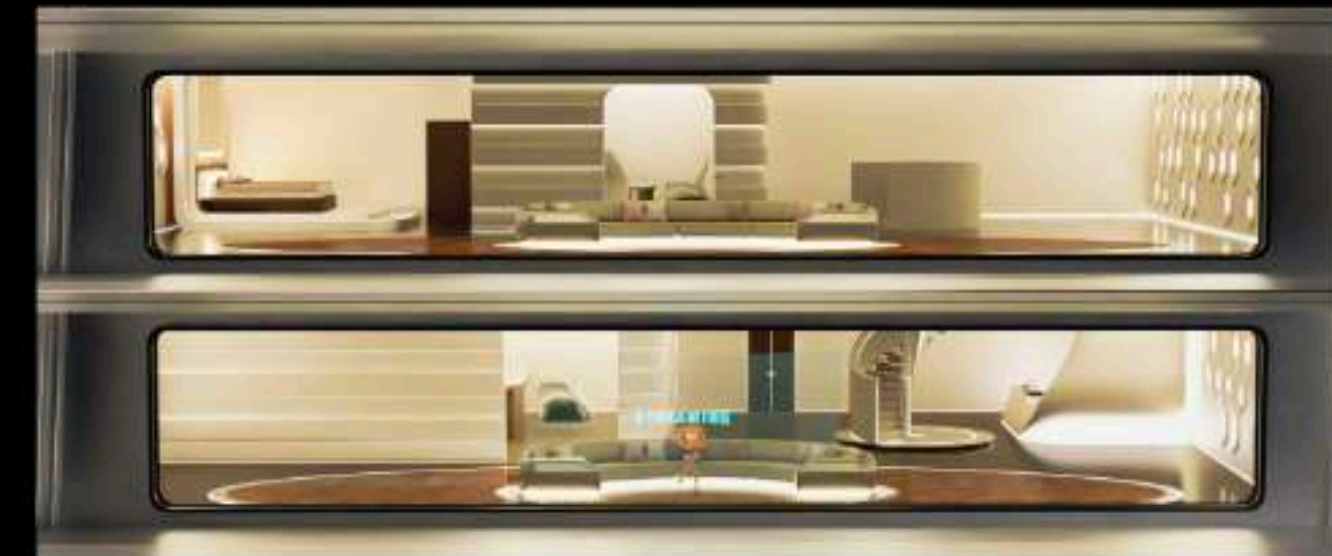
- No travel/transport costs
- No insurance
- No security
- No medics
- No event costs
- No print material
- No staging costs
- No attendee limit
- No wastage/clean-up





Metaverse Real Estate

- Earth-based cities - offices, shopping malls, land, apartments
- LunaOne planet - offices, shopping malls, land, apartments
- LunaOne Genesis spaceship - 20,000 apartments plus offices
- Additional planets and spaceships planned





Gallery



LunaOne Apartments

Luna Genesis Apartments
400 SQ. METERS CONCEPT



Luna Genesis Apartments
400 SQ. METERS CONCEPT



Earth Green City





EARTH BANK

— PAIRE —





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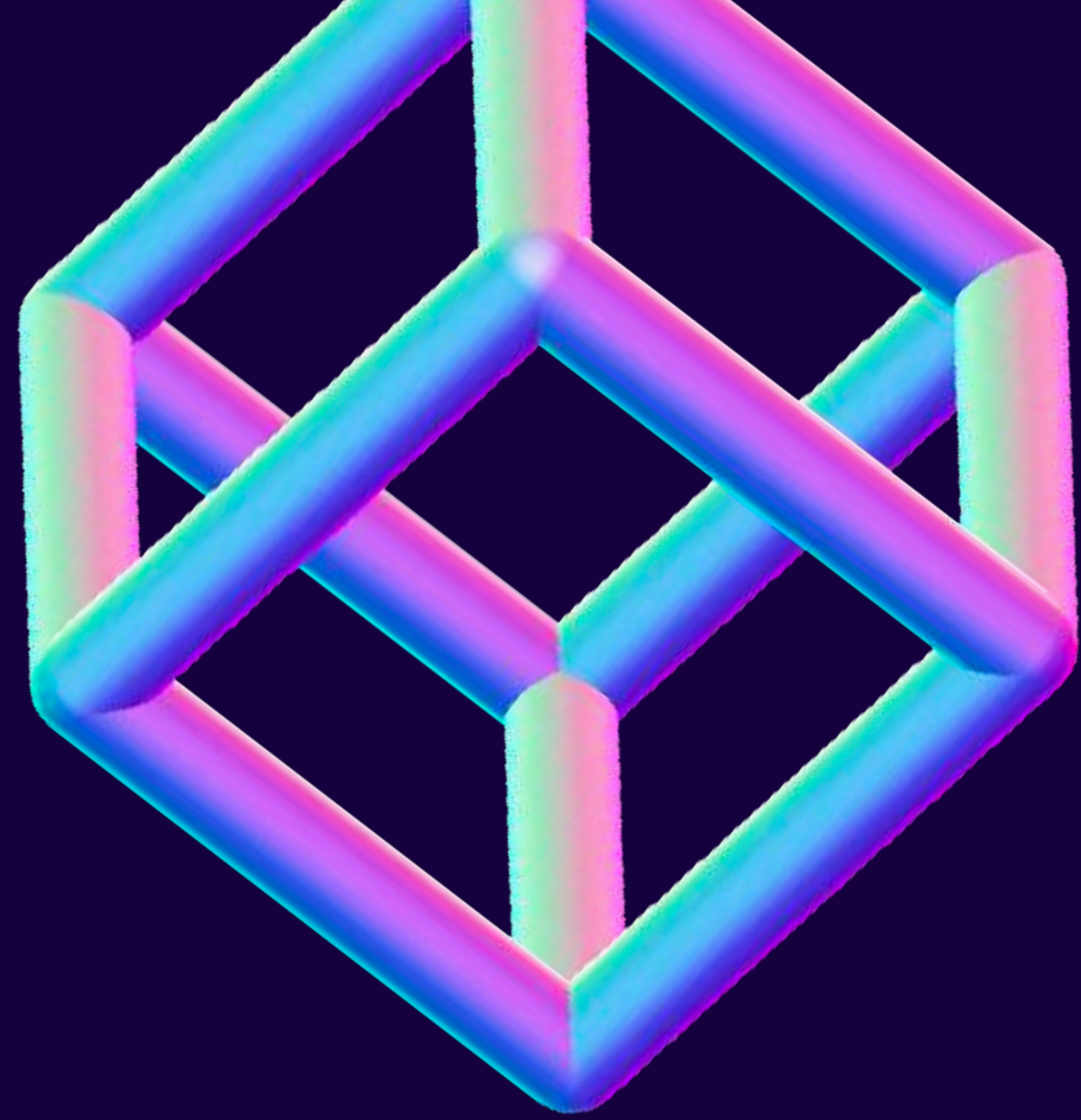
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LunaOne