



Affyn

MORE FUN TOGETHER



Affyn

Play-To-Earn Metaverse

where everything our users earn in the virtual world can also be utilized in the real world

PROBLEM

CRYPTOCURRENCIES INABILITY TO ACHIEVE MAINSTREAM ADOPTION



LACK REAL WORLD USE CASE BENEFITS

Cryptocurrencies continue to be speculative instruments.



WHY PAY IN CRYPTO?

Very few people buy crypto for the purpose of using it in the real world.



PROBLEM



**CRYPTOCURRENCY
World**

People eventually sell into cash when they don't use.



Outflow:
Money leaving the ecosystem = Price drop

Lack of real world use case and benefits.



**REAL
World**



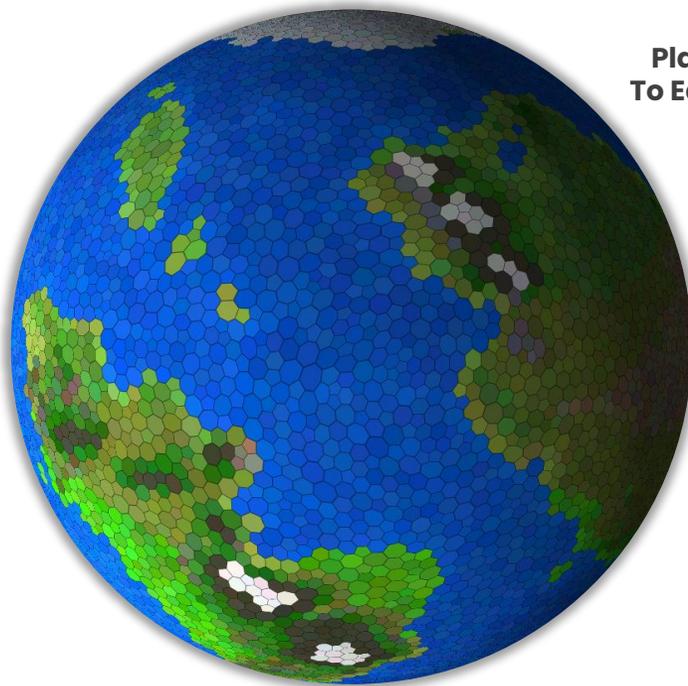
Metaverse

with unique and fun AR activities where users can play to earn rewards that can be utilized in both the virtual and real world integrated within the ecosystem.

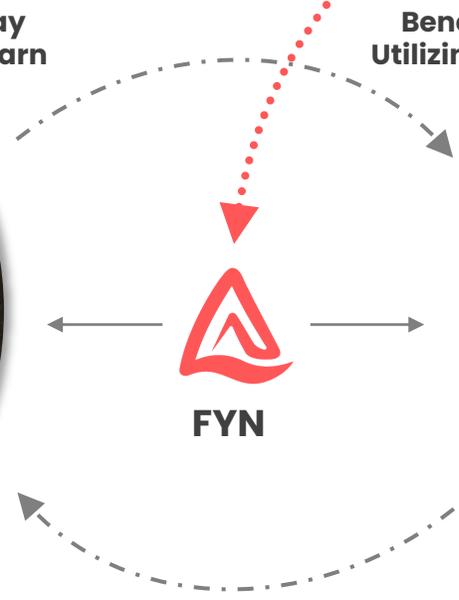
SOLUTION

UNTAPPED MARKET:

Attract non-crypto users to buy crypto to take advantage of the benefits



NEXUS
Virtual World



Closed-Loop Economy



LIFESTYLE
Real World

Lifestyle Platform

where users can enjoy special privileges, discounts and exclusive products & services when they utilize FYN in the real world. With this approach, users will utilize the token instead of selling and will even attract new users and fiat into the ecosystem



NEXUS WORLD



PLAY-TO-EARN METAVERSE

with a digital layer that's mapped to the real world where users can explore, play and earn through quests, events and activities.



PLAY-TO-EARN

WAYS TO EARN FYN IN NEXUS



VISIT

specific landmarks daily



CAMPAIGNS

and daily quests



COLLECTION

a full family of buddies



BUILDING

facilities as a service for others



AUGMENTED REALITY ACTIVITIES



CAMPAIGNS IN NEXUS

where for example we will announce that 20 bears are going to attack a shopping mall this coming weekend.

Users who help capture these bears through the augmented reality lens will earn FYN tokens while those who capture the special white polar bear will win a trip to Paris.



VIRTUAL LAND

DIGITAL LAYER OF HEXAGON GRIDS

covering the entire earth's surface
where users may buy, own,
develop, and monetize these lands.



Virtual lands purchasable only with FYN



STRUCTURE TYPES



FACILITIES

such as shops, games, rest stops to provide a service to other players



BUILDINGS

Lease the land to companies to advertise their brands

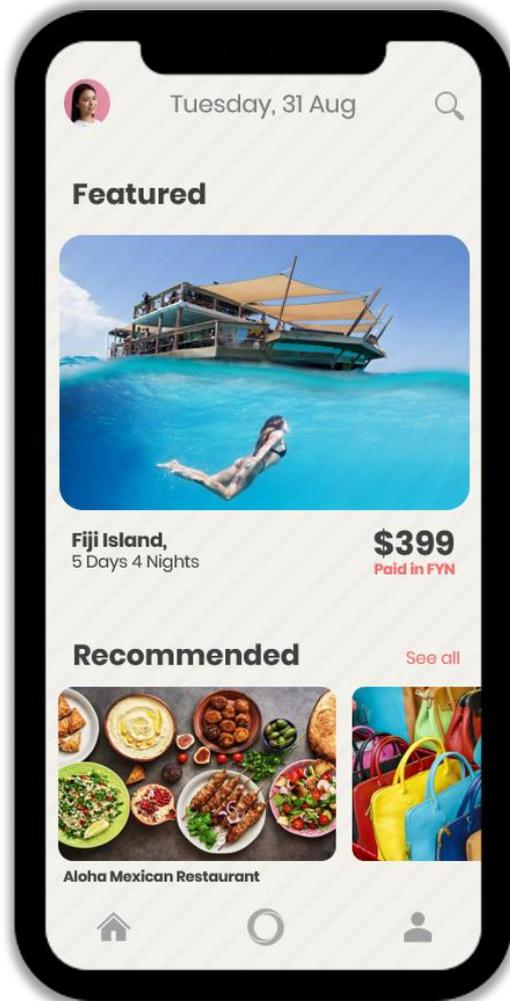


NATURE

where buddies can spawn to draw users to their location



REAL WORLD

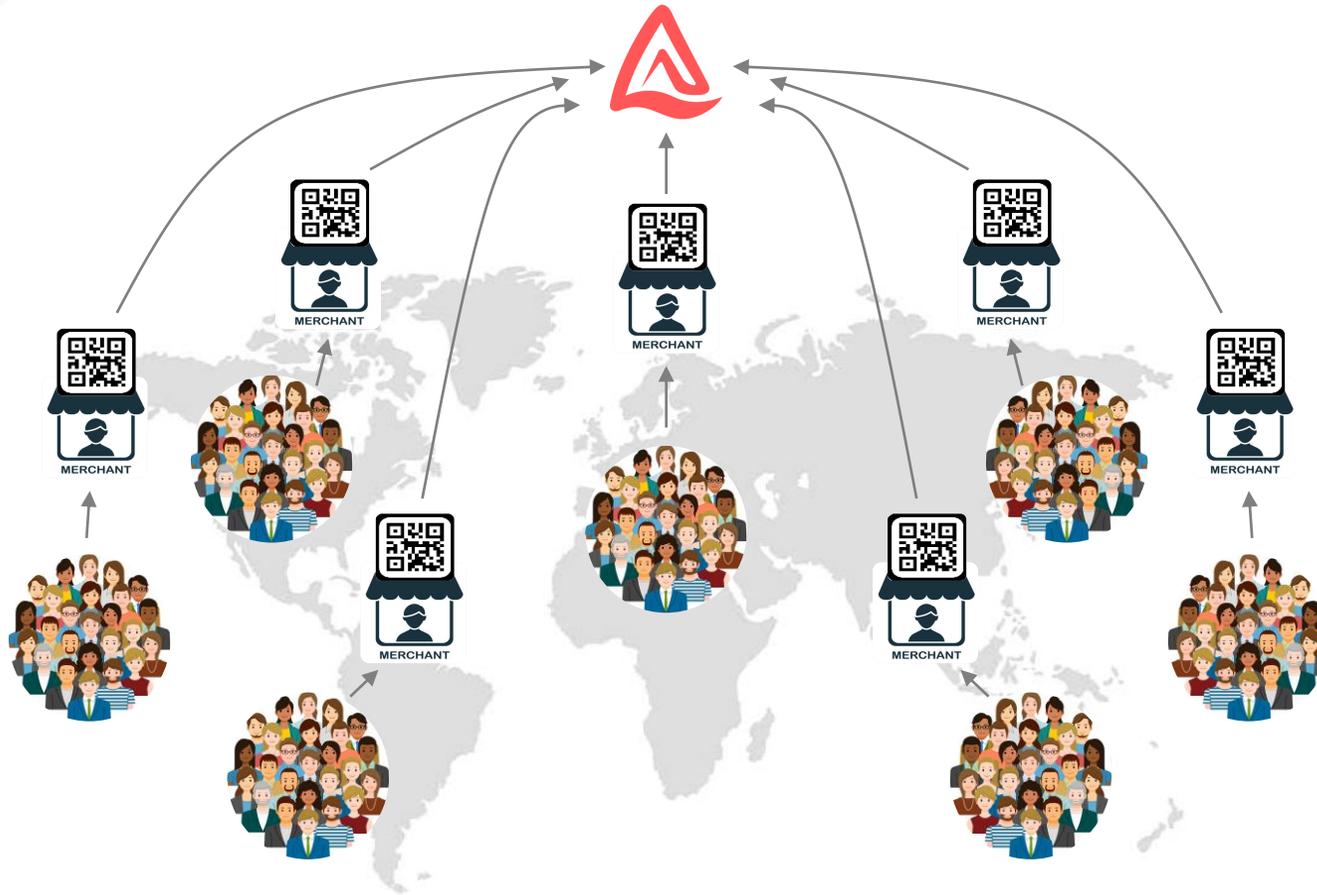


LIFESTYLE PLATFORM

Users can enjoy special privileges, discounts, and access to exclusive products and services from our merchant partners when they utilize FYN within the ecosystem



LIFESTYLE MERCHANT NETWORK



INCENTIVIZE MERCHANTS

by allowing our merchant partners to tap into the unlimited spending of the community that they help us build. This approach is more inclusive and collaborative where not only do we bring existing Affyn customers to them, they are also incentivized to bring in non-users to grow the Affyn community with us.

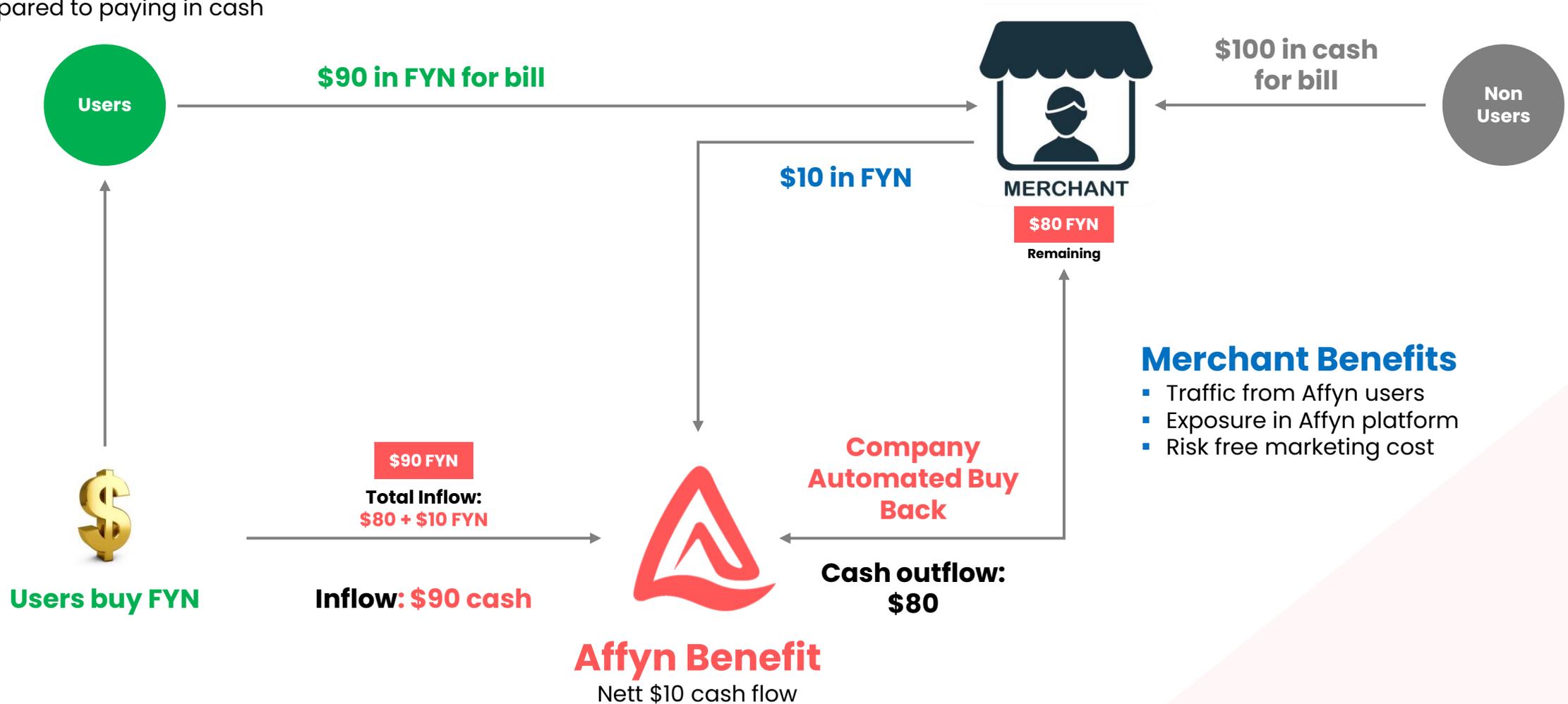
Our global network of merchants are incentivized to help us grow the community by bringing in new users into the Affyn ecosystem



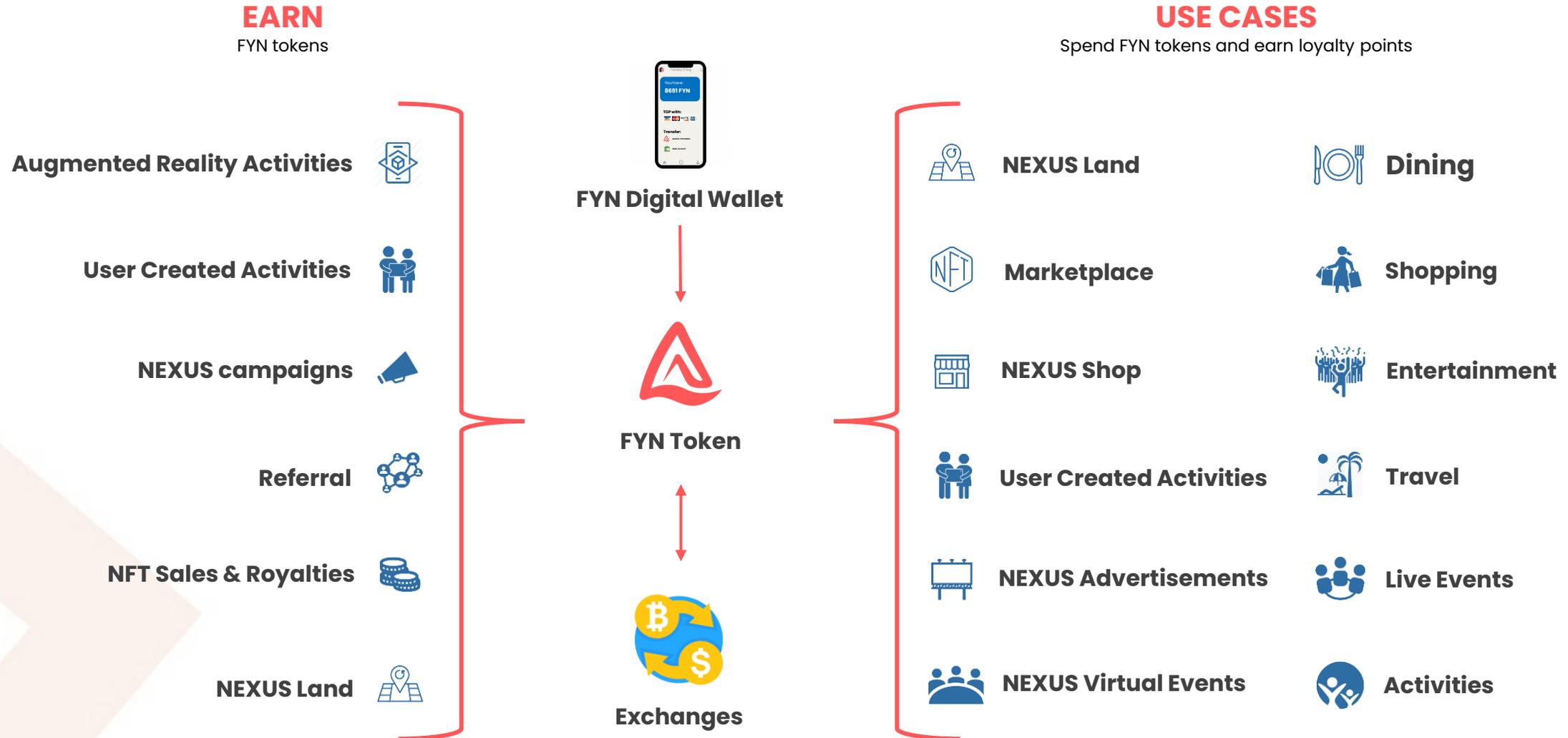
LIFESTYLE ECONOMIC FLOW

User Benefits

Pay lesser with FYN as compared to paying in cash



FYN TOKEN ECONOMIC FLOW



ECOSYSTEM



NEXUS Land

Users may buy, own, develop, and monetize land parcels in NEXUS



Augmented Reality Activities

Campaigns and activities in NEXUS where for example treasure chests will be planted at a shopping mall which users may hunt through the augmented reality lens.



Marketplace

Users may create, list, buy and sell NFT digital art, character skins, wearables, collectibles and structures in NEXUS NFT marketplace.



NEXUS Shop

Users may purchase from NEXUS shop to enhance their advantages such as increasing item drop rates, their earning ability for FYN or loyalty points.



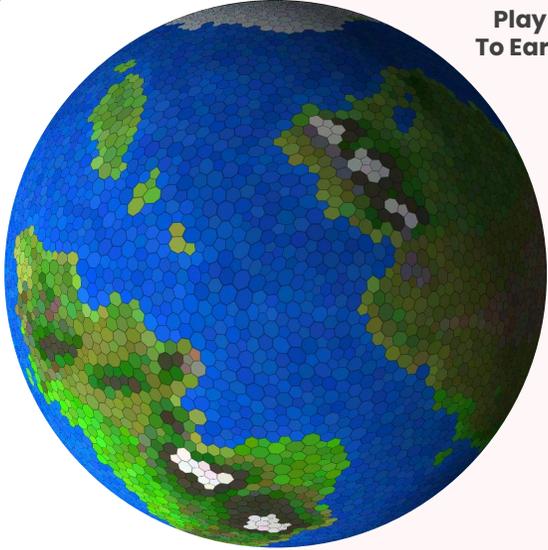
User Created Activities

Users may craft, create, and monetize their own genre of activities and games in Nexus.



Rewards

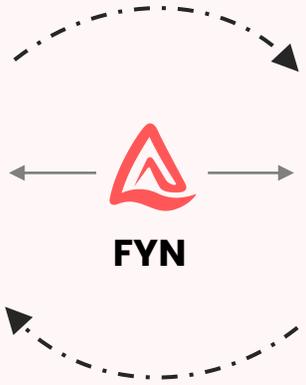
Through NEXUS, users can earn rewards ranging from FYN, NFTs, to attractive real world prizes such as vacation trips.



NEXUS
Virtual World

Play To Earn

Utilize FYN & Benefit



Closed-Loop Economy



LIFESTYLE
Real World

Dining

Users may dine at one of our merchant partners where they can enjoy special benefits or discounts with FYN.



Shopping

Users can enjoy special benefits or discounts when they shop at one of our merchant partners with FYN.



Entertainment

Users can enjoy special benefits or discounts when they participate in entertainment activities at one of our merchant partners with FYN.



Travel

Users may book our curated trips which are filled with unique itineraries at exquisite hotels.



Events

Official events organized by Affyn are exclusively for our users where tickets are purchasable only with FYN.



Activities

Activities are exclusive activities organized by our merchant partners such as bowling, laser tag, art & craft, etc.



FYN ALLOCATION



- Initial - 1%
- Private Round - 10%
- Seed Round - 16%
- Crowdsale - 3%
- Founders, Team & Advisors - 18%
- Foundation - 30.5%
- Company Reserve - 11.3%
- Marketing - 10.2%



PRESALE PLAN

SEED

Price per FYN:

\$0.05

FYN tokens Available:
160,000,000

Upon Launch:
10% unlocked upon launch. 10 Days
locked. 1% unlocked daily after.

Max amount purchasable:
80K FYN

TBA

CROWDSALE

Price per FYN:

\$0.13

FYN tokens Available:
30,000,000

Upon Launch:
10% unlocked upon launch. 10 Days
locked. 1% unlocked daily after.

Max amount purchasable:
20K FYN

TBA

PUBLIC LAUNCH: \$0.20

FYN total supply: 1,000,000,000 (1 Billion)



ROADMAP

Q4 2020

- Team formation
- Idea analysis & initiation
- Market fit research

Q1 2021

- Development of project plan
- Capital structure and strategy planning
- Design and technical specifications initiation

Q2 2021

- Development of project concept
- Creation of whitepaper
- Design of website

Q3 2021

- Launch of website
- Token creation
- Smart contract creation
- Marketing agency engagement

Q4 2021

- Design and technical specifications initiation – Alpha Phase 1.0
 - **Metaverse (Virtual world) services**
 - Storyboard development, design and architecture documentation
 - **Lifestyle (Real world) services**
 - Design and architecture documentation
- Whitelist registration
- Fund raising process
- Security audit checks
- Mass marketing campaign (e.g. engaging influencers)

Q1 – Q2 2022

- Development of mobile application – Alpha Phase
 - **Metaverse (Virtual world) services**
 - Development of NEXUS world with primary layout
 - Development of NFT marketplace
 - Development of 3D animation (e.g. pets, characters)
 - **Lifestyle (Real world) services**
 - Development of products & services feature
- Pre-sale of virtual land accepting FYN
- Security audit checks
- Brand awareness marketing
- Fund grants for artists and creators to produce NFTs on Affyn
- Target to list on exchanges

Q3 – Q4 2022

- Development of mobile application – Beta Phase 1.0
 - **Metaverse (Virtual world) services**
 - Development of NEXUS world with enhanced features
 - Development of 3D animation – expanded
 - Development of augmented reality
 - Functional NFT marketplace with Affyn/user NFT listing enabled
 - **Lifestyle (Real world) services**
 - Functional products & services feature
 - Collaboration and partnerships with B2B merchants
- Security audit checks
- Brand awareness marketing
- Host campaigns and contests for NFT designs
- Target to list on reputable exchanges in 2022

Q1 – Q2 2023

- Development of mobile application – Beta Phase 2.0
 - **Metaverse (Virtual world) services**
 - Development of NEXUS world with enhanced features
 - Development of 3D animation – expanded
 - Functional earn and reward features
 - Functional NEXUS shop for reward booster, in-game items and etc.
 - **Lifestyle (Real world) services**
 - Special events, parties and activities
 - Partnership with B2B merchants and partners
 - Subscription model implementation
- Security audit checks
- Brand awareness marketing

Q3 2023 onwards

- Development of mobile application
 - **Metaverse (Virtual world) services**
 - Functional NEXUS world with 3D animation
 - B2B advertisement services enabled
 - **Lifestyle (Real world) services**
 - Expanded use cases for FYN tokens
 - Collaboration with B2B merchants and partners for merchant listing and advertising
- Security audit checks
- Brand awareness marketing
- Target to list on more reputable exchanges in 2023

■ Completed ■ In-progress



CORE TEAM



Lucaz Lee

Founder, Chief Executive Officer

In the core leadership team (Asia) of a travel & lifestyle company which went from US\$91m a year to US\$926.6m in annual revenue within 4 years.

Helped lead a genomics startup from zero to US\$20m revenue within 2 years before a successful acquisition by a NASDAQ listed company.



Janice Koh

Chief Operating Officer

29 years experience as a Chief Operating Officer.

Successfully launched many campaigns for brands like Yakult, Yeo Hiap Seng to brands and sub brands under Unilever – Lipton, Lux, Dove, Organics, Walls, Pond's and many more.



Franklin Chuah

Chief Technology Officer

Awarded top 10 in the prestigious Microsoft Imagine Cup for two consecutive years.

Graduated as one of the top in his entire information technology cohort.



TO BE ANNOUNCED

Co-Founder, Chief Financial Officer

Associate Director in one of the Big 4 accounting firm.

Led cross-functional teams to advise transactional accounting for blockchain and risk advisory.



ICO CAMPAIGN MARKETING PLAN

PHASE 1

WHO

Network of influential friends with large group of followings

HOW

We will be providing them with a referral link where they can earn 10% in our tokens when the people they refer make purchase

PHASE 2

WHO

Telegram influencers that we've built a relationship with over the years. Total userbase of 16 million targeted crypto investors

HOW

We will be providing these telegram influencers a referral link and engage them to promote Affyn to all 16 million targeted crypto investors.

PHASE 3

WHO

Engaged the number 1 blockchain marketing agency in the world - Ninja Promo to oversee our marketing and advertise on Mainstream media

HOW

We will be featured on mainstream media such as Forbes, Yahoo Finance, NASDAQ, Bloomberg where we will be able to reach millions of views and also give us a lot of credibility

PHASE 4

WHO

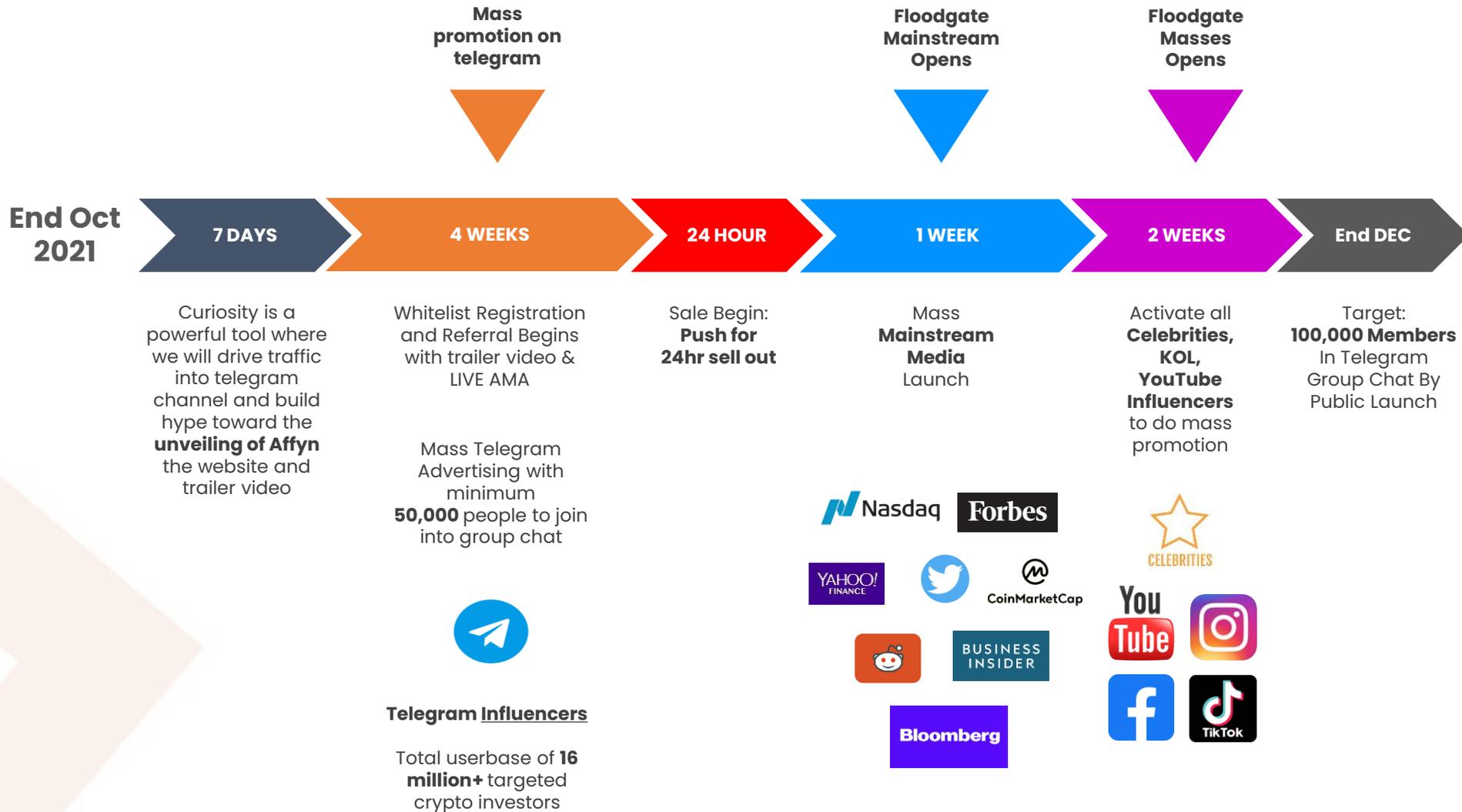
We will be activating celebrities, YouTube crypto influencers such as Satoshi Stacker, and Key Opinion leaders

HOW

We will get celebrities and crypto influencers to promote Affyn which will drive a mass traffic into our community.



ICO CAMPAIGN MARKETING PHASES



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THANK YOU

