

A wide-angle photograph of a massive esports arena. The stadium is packed with spectators filling every seat in the tiered seating. On the ground floor, there's a large stage area where esports tournaments are held. Multiple large screens are mounted on the stage, displaying the game being played. The stadium has a complex steel truss roof system. The overall atmosphere is dark, with the bright screens and stadium lights creating a dramatic effect.

Yamzu

eSports tournaments
on the Blockchain

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Highlights



Highlights



Yamzu's platform is up and running



300% Revenue Growth Rate



Ready to integrate most PC and mobile games



Users base of **10K active players**

CS:GO and LoL

Users from over 20 countries

The Market



The Market

- The eSports sector is experiencing surging growth rates of ca. **38%**.
- The number of players is expected to increase from 300M to **500M** by **2020**.
- The global market capitalization of the industry is likely to increment from \$650M to **\$1.5B** by **2020**.
- Currently more than **130 companies** are active in the sector.
- Asia is the continent with the highest number of active players, followed by North America and Europe.
- It has been estimated that in the coming years, brands will invest around **\$700M in sponsorship** deals related to eSports.



The Market

- The number of players joining this emerging market is steadily increasing by **15% on an annual basis.**



GLOBAL OVERVIEW 2018

POPULATION	7,590.5 M
ONLINE POPULATION	3,965.9 M
AWARENESS	1,586.1 M
ESPORTS ENTHUSIASTS	165.0 M
ESPORTS REVENUES	\$ 905.6 M
ANNUAL REVENUE/ENTHUSIAST	\$ 5.49

The Market

- Based on the data gathered on index.co, there are more than 130 companies currently active in the eSports sector, the market is experiencing an annual growth rate of ca. 38%.
- According to CB Insight, the start-up that managed to raise the most in venture capital is **Sea Limited**. The company in 2017 closed a round of investment of ca. **\$772M** and consequently launched an **IPO** (Initial Public Offering) on Nasdaq with a **post-money valuation of \$5B**.



Revenue Model



Revenue Model

1. Yamzu retains a **fee** from each entry fee payed by the users to gain access to tournaments or to set up matches among peers. The fee structure is designed in the following way:



2.5% VAT
(Value Added Tax)
paid directly by Yamzu
to the relevant government.

2. Yamzu **licenses its engine** to companies wishing to hold events.
3. Yamzu holds **sponsored events** for brands wishing for exclusive rights to hold events online.

Why an ICO?



Why an ICO?

- Already have Yamzu points, so **easy to switch** to YMZ Tokens.
- **Easier** for gamers community **to play with cash.**
- Allows Yamzu to become **worldwide e-Sports ecosystem.**



Yamzu

Expansion Plan

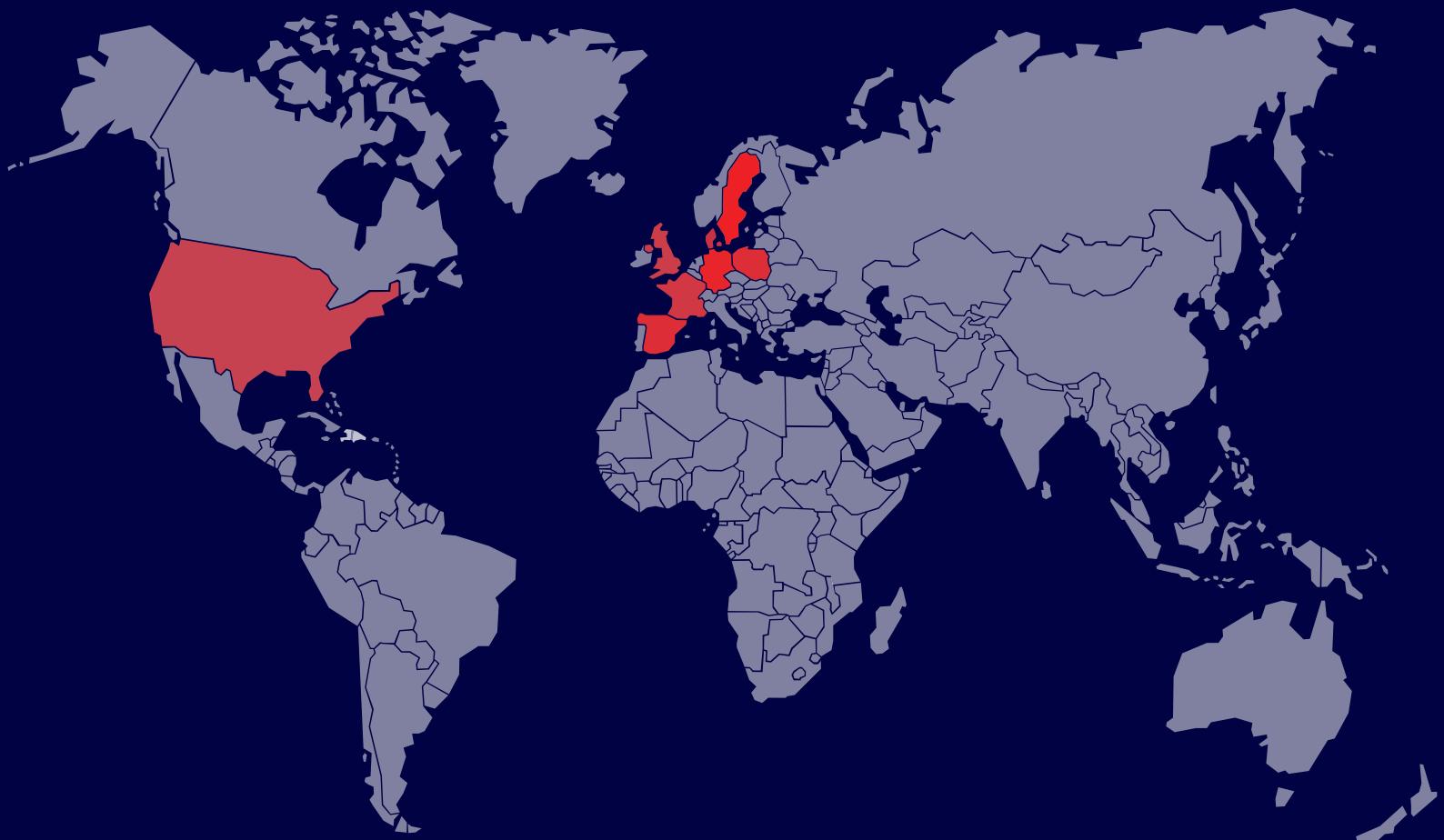


Expansion Plan

10K Active Users on the platform
as of today

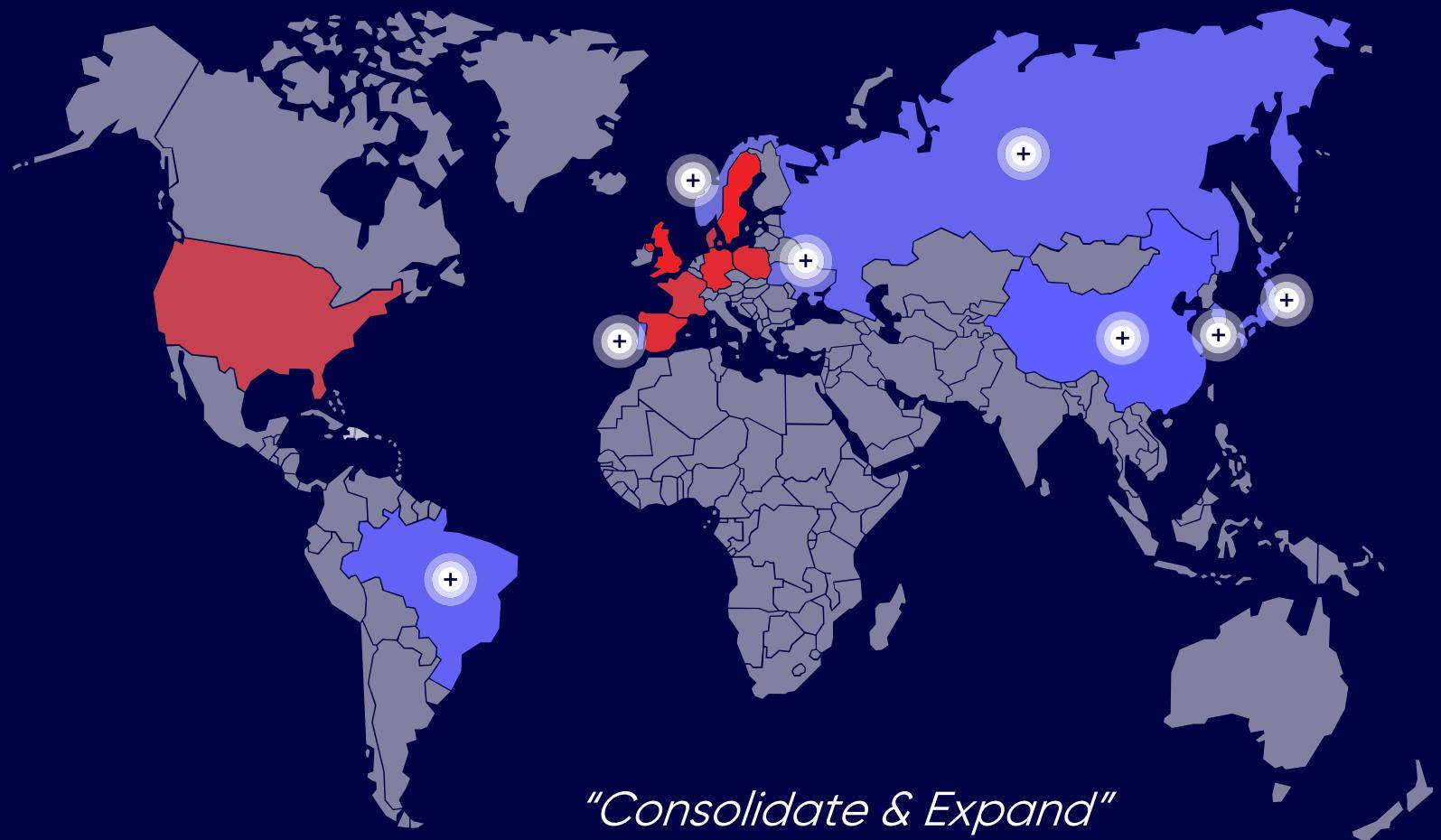
USERS (TODAY)	
SWEDEN	15%
DENMARK	11%
GERMANY	13%
SPAIN	10%
POLAND	9%
FRANCE	7%
U.K.	3%
U.S.	2%

*The above represented percentages
represent the top 70% countries in our
user base.*



Expansion Plan

USERS (TOMORROW)
+ RUSSIA
+ BRAZIL
+ CHINA
+ SOUTH KOREA
+ JAPAN
+ PORTUGAL
+ NORWAY
+ UKRAINE



Token Sale



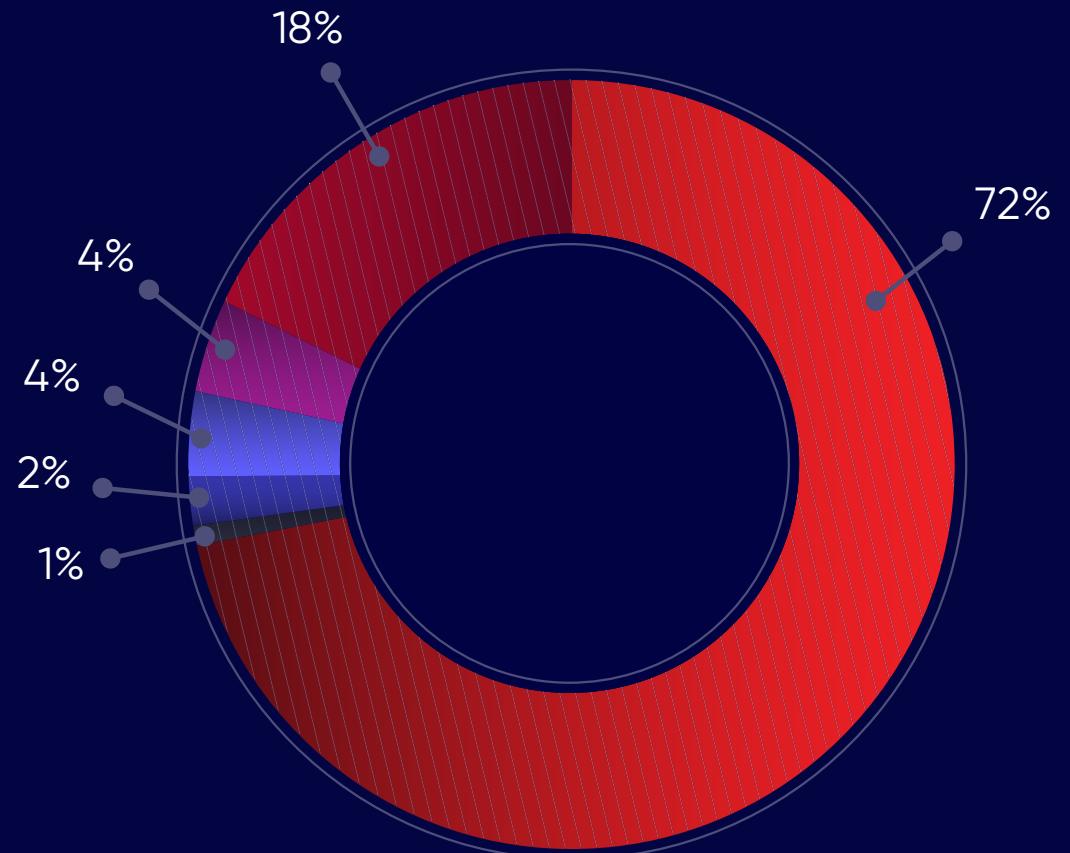
Token Sale

	Public Pre-Sale	ICO
Start date	25 th July 2018	29 th August 2018
End date	25 th August 2018	29 th September 2018
Bonus	30%	0%
Soft CAP		3,000,000 €
Hard Cap		13,000,000 €
Exchange Rate		1 YMZ = 0.1 €
Available Currencies		ETH
Min. Contribution		0.1 ETH
Max. Contribution		Unlimited (AML & KYC apply)

Token Distribution



Token Distribution



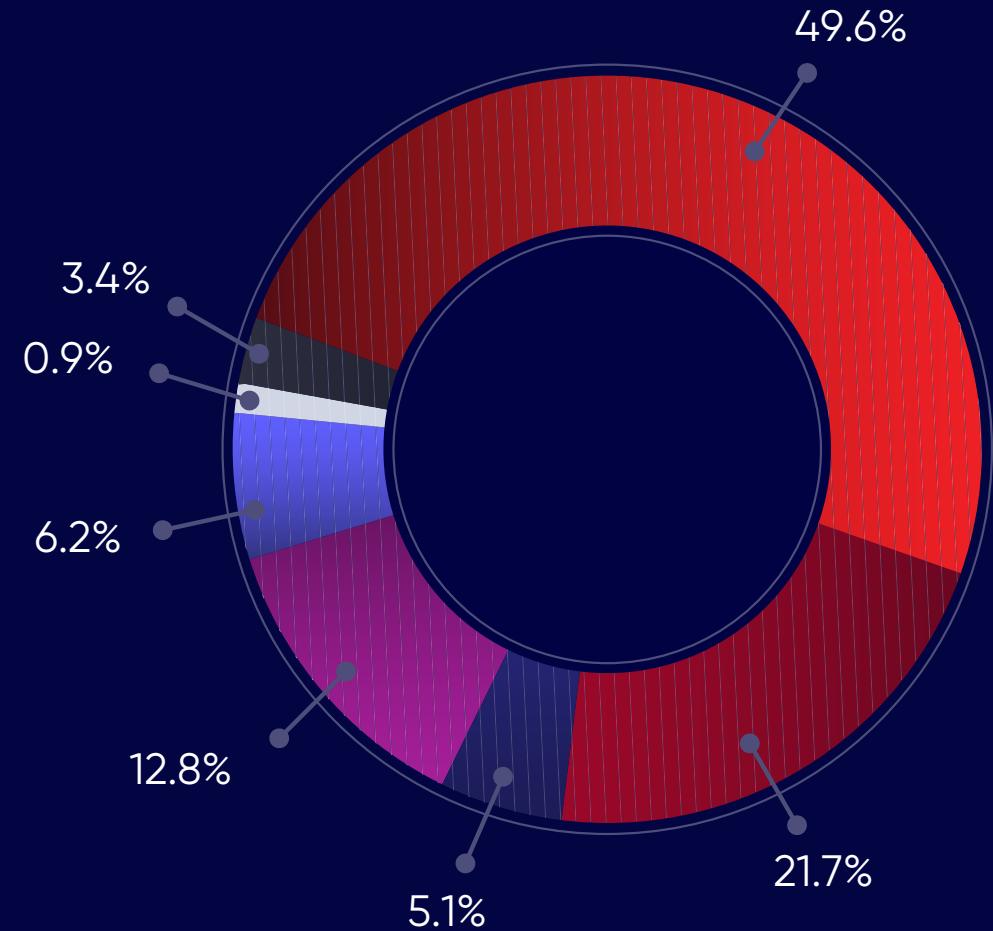
- Token Sale
- YMZ (Internal)
- Exchange
- Team
- Bounty
- Advisory



Use of Funds



Use of Funds



- Events and Marketing
- Staff and Overhead
- Blockchain and Smart Contract implementation
- IT and Servers
- Outsourcing
- Software
- Legal and Administrative

Team and Advisors



Team and Advisors



Founder

Asiad Majeed - CEO



Management

Antonio Migliaccio – CFO



Management

Mathias Hautala – COO



Management

Morten Christensen – CMO



Co-Founder

Hristiyan Nikolov - CTO

Team and Advisors



Community – Marketing

Jovan Radnic



Advisor

Ian Scarffe



Advisor

Alexandr Chevtaev



Advisor

Alan Moon Soo Kim



Community – Marketing

Marcus Zacco



Community – Marketing

Bartozs Navarra

Team and Advisors



Advisor

Ong Jun Hao



Advisor

Jared Polites



Advisor

Mauro Andriotto



Advisor

Alex Chang



Advisor

Joseph Lowe



Advisor

Daniil Morozov

Yamzu

Team and Advisors



Advisor

Ciprian Filip



Advisor

Victor Chow



Tech Team

Emil Priver



Tech Team

Elmer Kuloglija



Tech Team

Thomas Fredriksson

Yamzu

Team and Advisors



ICO Community Support

Ilona Borsiak



ICO Community Support

Maria Tokareva



Roadmap



Roadmap

The Past

Q1 2016

Yamzu constitution
Yamzu's first "closed beta" is launched for League of
Legends.
Yamzu starts generating revenue.

Q1 2017

Yamzu launches CS:GO in "closed beta".

Q4 2016 Yamzu ends its first operational year with revenue
higher than **800K SEK**.

Q2 2017 CS: GO launches in "open beta" alongside League
of Legends.

Q4 2017
The Yamzu engine is ready to support mobile games.

We celebrate the second and best year
of the platform in terms of revenue.

The platform generated more than 2.7 M SEK for a
roughly 300% growth in revenue generated in 2016.

The Future

Token Sale **Q3 2018**

Q4 2018 Full implementation of YMZ tokens into the platform.
Yamzu opens the platform to sponsors, influencers
and partners
Launch of Yamzu merchandise line for gamers.
The YMZ will be quoted on trading platforms
Internal exchange implementation

The first mobile eSports games will be implemented in the platform. **Q1 2019**

More PC eSports titles will be available, including DOTA 2, PUBG, Call of Duty, and Battlefield.

By this point in time, Yamzu will have more than **Q4 2019** 20 eSports titles available on its platform, ranging from AAA to indie games.

Q2 2019 Yamzu will hold its first global eSports events.

Q2 2020 Yamzu will hold annual eSports championships for our top ten countries with the most users.

Attachments – Financial Highlights



Attachments – Financial Highlights

The figures below are denominated in Swedish Krona (SEK) and are a matter of public record.

INCOME STATEMENT	2016	2017
Operating income	891,782	2,608,758
EBITDA	22,493	(48,883)
EBIT	22,493	(115,090)

BALANCE SHEET	2016	2017
FIXED ASSETS	331,036	264,829
CURRENT ASSETS	295,190	111,712
TOTAL ASSETS	626,226	376,541
EQUITY	39,561	36,956
LONG-TERM LIABILITIES	388,447	240,493
CURRENT LIABILITIES	198,218	99,092
TOTAL EQUITY AND LIABILITIES	626,226	376,541

Note: The financial statements can be ordered directly from the Swedish Companies Registration Office by clicking on the following links:

🌐 <http://bolagsverket.se/en>

🌐 <https://foretagsfakta.bolagsverket.se/fpl-dft-ext-web/grundInformation.seam?cid=747021>



Thanks

Yamzu

Telegram @yamzu

Email ico@yamzu.com