



REVOLUTIONIZE GAMING WITH BLOCKCHAIN

Social Gaming Platform Supported
by MR Tokens

A Matchroom Whitepaper

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www.matchroom.io

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EXECUTIVE SUMMARY

Leet Entertainment's Matchroom platform (hereby known as Matchroom) is an integrated digital platform designed from the ground up to serve the unique demands of modern gaming communities with the aid of blockchain technology. Supported by a strong team of industry veterans, Matchroom intends to first establish itself a solid foundation as the preeminent digital destination for gamers across South-East Asia (SEA) before encroaching on the global market space.

Matchroom envisions itself as a for-the-community-by-the-community entity, labouring to facilitate and stimulate activities across all stakeholders but especially those at the grassroots level, of the gaming industry through the various platform features specifically devised to do so:

- **Facilitating Communities & Consumers;** social media, coordination & communication, original content, news & updates.
- **Facilitating Content Creation;** unique monetization opportunities, optimal publishing space.
- **Facilitating Industry Operators;** alternate funding source, targeted marketing opportunities.

Leveraging on the rising prominence of blockchain as the reliability of its security features is increasingly showcased and proven on the fields, Matchroom was designed with a majority of its features provisory to the diverse advantages blockchain can offer. Matchroom will be administering blockchain in the resolution of various issues that might otherwise render the platform operationally unfeasible in order to secure the position it is poised to take within the industry.

- Facilitate Day-to-Day Gaming Activities
- Resolve Modern Gaming Dilemmas
- Support Independent Developers & Organizers
- Enhance Industry Growth

Leet Entertainment Group Limited (hereby known as Leet Entertainment), the developer of Matchroom intends to raise USD10 million via an Initial Coin Offering (ICO) of Matchroom Tokens (hereby known as MR Tokens or MRT). The funds will be utilised to fully develop the Matchroom platform's key capabilities and features and to grow its user base. MRT offers unique utility function to its subscribers on the Matchroom platform as outlined in this white paper.

MARKET OVERVIEW



The global gaming industry is amidst a major boom significant enough that it is now recognized as a serious industry with over 2.2 billion global consumers of which 1 billion are paying customers. This is especially so in the Asia Pacific (APAC) region where revenue generation is as of 2017 represents a whopping 49.8% of total global revenue, bringing in 57.8 billion USD (14.6% year-on-year growth). Yet, gamers in the Asia Pacific region continue to be mainly served by Western-centric services and platforms, be it playing on the Steam platform or streaming game videos on Twitch or YouTube. Although Chinese and Korean game developers have begun to catch up, the game industry remains dominated by Western game developers like Activision-Blizzard, Inc., Electronic Arts Inc., Valve Corporation, Riot Games and Ubisoft Entertainment SA.

Evolution of Gaming Models

The gaming industry have kept inline with the pace of overall ICT development, steadily evolving as the years go by. Today's game market can be cleanly segregated into two major categories: Pay-to-Play (P2P) and Free-to-Play (F2P).

Pay-to-Play (P2P) models are recognized as the traditional format where gaming revenue modelling is concerned; under the P2P system, one would either purchase the game in full upfront, pay a monthly subscription for the temporary right to play the game, or a combination of the two. This format has over the years reigned supreme, enjoying adaptation rates of approximately 100% across all platforms (PC, console, etc) with overwhelming success. An unsurprisingly development, as choice was pretty much scarce back in the days.

Time-tested as the model is, it was not without its own flaws. It is almost mandatory for games developed under the P2P model to be of high-end variants with strong unique selling points and wow factor; the preview and initial marketing of these games has to be sufficiently moving for players to consent to investing a substantial amount upfront for something they may or may not enjoy. Moreover, games of subscription based P2P models require a large and consistent monthly subscription base to maintain both the game's playability and profitability.

Inheriting the contemporary market space from more traditional revenue models is the uprising Free-to-Play (F2P) system that has so far taken the world by storm. Games operating under the F2P system are allowed full access to the game's basic functions absolutely free of charge but will instead have to fork out a significant amount in order to attain premium features or bonus (e.g. quicker experience gain, access to pay-only characters or equipment, etc), leading to the birth of Pay-to-Advance (P2A). The primary driver for F2P and P2A success is the fact that potential players are given the opportunity to personally experience and evaluate the game for an extensive period before making informed decisions on how much they should spend based on the quality of their experience. This is advantageous to the game publishers and developers as well because it is incomparably easier to attract new players when it costs them nothing to try the game out; the presence of premium features and items also raises the upper limit on potential revenue to magnitudes never before thought possible.

The Rise of eSports

The audience for eSports is now 256 million worldwide, with the South East Asia region being the fastest growing region globally, projected to reach 40 million by 2019¹. Although eSport athletes are dominated by players from the West, Asians are increasingly dominating the ranks of the top eSport athletes at international tournaments². Although there is growing interest in the televising and streaming of gaming tournaments, this has yet to reach the level of advancement and sophistication of professional sports like tennis and football. But that day grows ever closer.

Meanwhile, eSports athletes are capitalising on the advances made in talent management over the last century and are poised to become true 360 stars. No longer do they wait for retirement like conventional sports star before they shift into commentary work - today's eSports stars shift easily between playing tournaments and providing commentary. Meanwhile, YouTube and Twitch, coupled with the ease of creating professional-looking videos, allows the semi-professional and professional eSports athlete to extend themselves into the field of Digital influencers; eSports stars have the capacity to generate revenue from not just prize money in tournaments and competitions, but create revenue from the power of their gaming celebrity status by creating content ranging from how-to videos to game reviews. Mainstream broadcasters are now increasingly willing to spend on acquiring eSports coverage content as its rapidly growing audience size is encouraging a shift of interest from traditional sporting events to that of their digital counterparts .

¹ <https://newzoo.com/insights/articles/southeast-asia-boasts-fastest-growing-esports-audience/>

² <https://www.nst.com.my/news/2016/08/165380/malaysian-team-wins-us14-million-world-dota-2-tournament>

BLOCKCHAIN & CRYPTOCURRENCY

Matchroom has always been a for-the-community-by-the-community product, and having walked a proverbial mile in the consumer's shoes, the team behind Matchroom understands better than anyone the importance of security and stability in the making of a conducive environment where the consumers may function without worry.

Simply put, Matchroom aims to adapt blockchain technology in mitigating the various risks involved in digital transactions via tools such as smart contracts to operate and monitor platform functions and also to leverage upon the various value-adding features blockchain offers.

- Facilitate Day-to-Day Gaming Activities
- Resolve Modern Gaming Dilemmas
- Support Independent Developers & Organizers
- Enhance Industry Growth

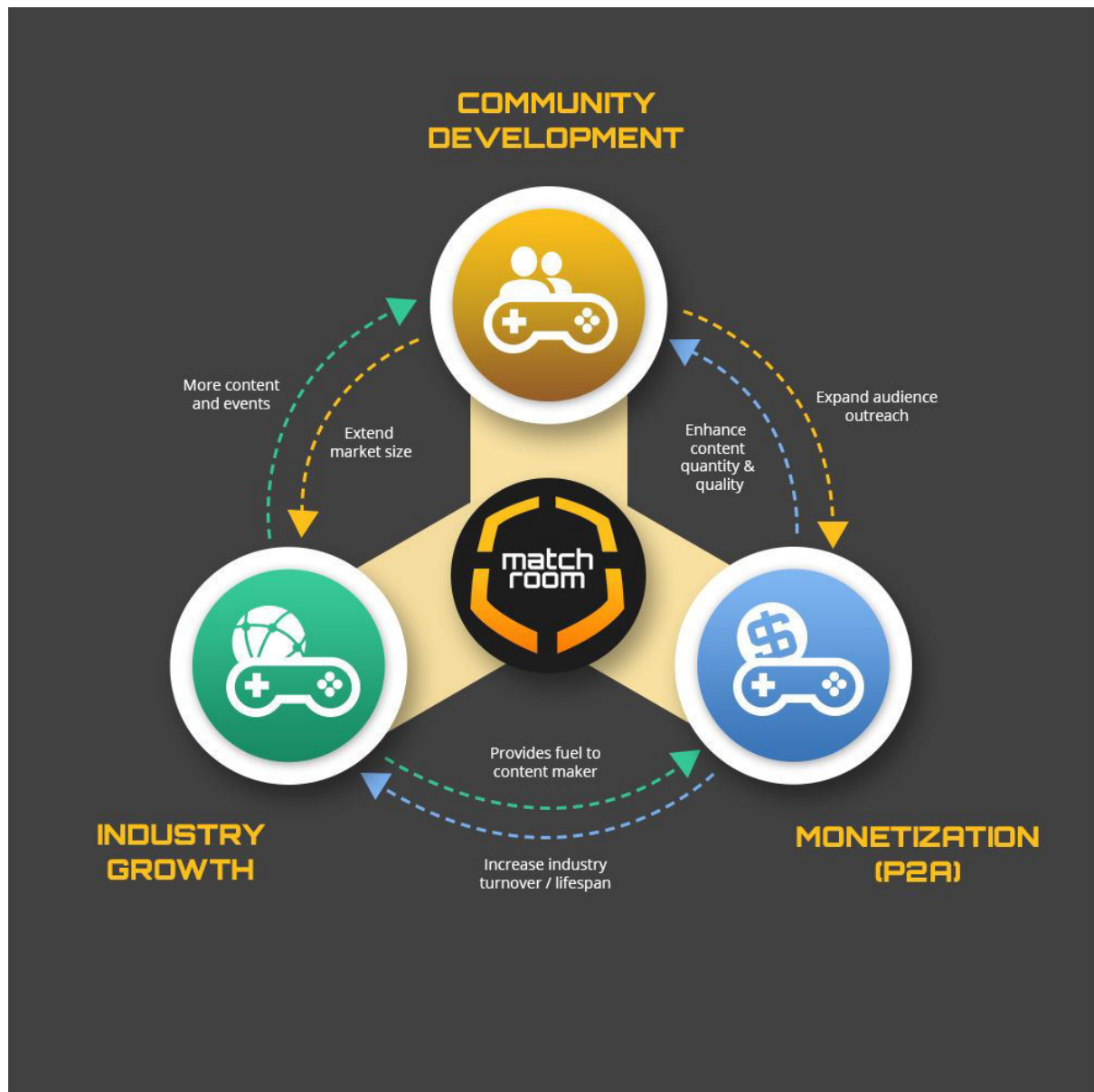
This reduction in risk will lead to not only a greater overall industry turnover as trading occurs more frequently but also fosters industry profitability by lowering the barrier of entry for new players to penetrate older games which effectively extends the lifespan of games in general.

Fortunately for Matchroom, Blockchain technology is currently on the rise with a progressively incremental rate of adoption as the days go by; with the myriad of advantages afforded to both us and the consumers, Matchroom has determined that there is no better time for it to entrench itself within this aspiring world-changing technology.

- **SECURITY.** Linked and secured via cryptography, transactions in a blockchain are recorded in “blocks” with unique timestamps & transaction data which are then linked to a previous equally unique “block”. The resulting data will be inherently resistant to modification - data in any given transaction or “block” cannot be altered retroactively without having to make alterations in all subsequent blocks as well (of which would require collusion of the network majority).
- **TRANSPARENCY.** The entire system is essentially a decentralised open distributed ledger that can record transactions between two parties efficiently in a verifiable and permanent fashion. This is further reinforced by the fact that the system is typically governed by a peer-to-peer network collectively adhering to a singular protocol for the validation of new blocks.

THE MATCHROOM STORY

In conceiving the Matchroom platform, the team at Leet Entertainment have drawn on their 10 years of collective experience in the fields of game distribution, eSports league and tournament organisation, game refereeing and building as well as administering game communities. The team have an unparalleled understanding of Asian gamers psychographics, demographics and game-play preferences, which have been mined to design from the ground up, a unique community-centric platform for the ultimate gaming experience. At the same time, Matchroom platform is anchored around three key pillars with sturdy elements of synergy that creates a strong positive feedback loop involving 360 constant engagement with all industry stakeholders.



Facilitating Community Development

The heart of the Matchroom platform is a thriving community of SEA gamers. However, building robust communities in South East Asia presents tremendous challenges. Language barriers, wide socio-economic variances between the different types of gamers (Console vs PC vs Mobile) and the dominance of bigger social media platforms like Facebook, Twitter, and Line makes it hard for a new platform to take root, much less bloom. Yet fundamentally, gaming is about a shared love and passion for an experience and the Matchroom team believes that through targeted and well-segmented guerilla and grassroots marketing, it can bring these different groups together onto a single platform.

As gamers themselves, the Matchroom team is personally acquainted with many of the inconveniences incurred from the consumption of traditional media and communication medium.

- Unlike in the days not so long gone, there now exist multiple alternatives to social media; some are even regional or national. Therefore, if one is expected to participate maintain relevance across all of these different channels, one has to keep multiple tabs open on their browser.
- Then as activity on social media is cyclical in nature, one would then proceed to start up tabs for viewing videos, reading articles, reading comics, etc.
- Furthermore, even if one is amidst the action of playing a game, one will inevitably require assistance in the form of information and knowledge one way or another, resulting in even more tabs opened up as one consults livestreams, videos, and guides - all of which are scattered across different sites.
- Additionally, and perhaps most importantly, the fact that communicating through social media requires the user to forego anonymity where the issue is compounded exponentially for female gamers as it involves the risk of undesired attention and unwarranted harassment that may or may not flow over to the physical world. This can have significant negative impact on the game in question, especially if it is one with strong emphasis on communal coordination.

Correspondingly, Matchroom's most fundamental offering involves platform features that caters to resolution of these issues.

Advanced Coordination Functions

The Matchroom team had determined from the very start to approach the project with sincerity and strives to deliver an end product that delivers value to both the community and industry; it is not within their intention to present potential users and investors with a generic product that is readily available in the current market.

As such, in order to focus marketing and outreach resources, the initial focus for community building will be centered on multiplayer games focused on activities

requiring cooperation and coordination. Games in this category tend to be MMORPG or RPG where their user base typically already have informal communities in place on other platforms like Facebook or WhatsApp or Line.

Matchroom will provide them with a platform to create and coordinate events within the games or outside, as well as recruit new players into their guilds or teams. Thus, Leet Entertainment will focus on grassroots gaming based outreach to draw in gamers who already belong to a guild or a team and to encourage them to use Matchroom as their preferred community interaction and organising platform via setting up their group pages and using Matchroom chat and group chat features.

These features will not only allow users the luxury of an integrated coordination and communication tool, but also to remain anonymous throughout the process as their personal information is left out of the equation unlike in traditional social media. The result of which would encourage growth in relevant genres of games as participation is now more convenient and secured.

Integrated Social Media Functions

As at January 2017, South East Asia has 305.9 million active social media users³ and it is an integral part of the gaming experience for South East Asian gamers. Matchroom will feature full integration with leading social media platforms like Facebook and Google+, allowing gamers to cross-post news, status updates, sharecast video, along with integrated private and group messaging features. When playing games on the Matchroom platform, players will be able to access all their social media channels to enjoy a social media enhanced gaming experience.

Adapting to the Matchroom platform also rewards the users with convenience as they will no longer be required to upkeep multiple tabs just to keep up with their communities.

Community Driven Content Creation

Content on any given platform is usually a critical driver of traffic circulation; a platform without sufficient quality content cannot hope to achieve any substantial success. Matchroom understands fully the importance of creating original content that it can call its own. Correspondingly, Matchroom will contract with dedicated content makers to research, design, and compose:

- Industry Related Articles
- Game Related Knowledge Database (wikis, guides, rankings, etc)
- Educational Videos

Promising digital influencers in the anime, cosplay and game review areas will be approached to publish their content exclusively on Matchroom. Leet Entertainment's

³ <https://www.techinasia.com/talk/full-guide-southeast-asia-digital-landscape-2017>

goal is to position Matchroom as the premier community platform for digital influencers in the gaming industry and semi-professional gamers to grow their fan base and create content. Proceeds of the ICO will accordingly be earmarked for professional and organic campaigns to create awareness about Matchroom's extensive social media features and to grow its Daily Average User (DAU) and Monthly Average User (MAU) numbers.

Furthermore, there is also the potential for Matchroom to eventually delegate the bulk of the knowledge based content creation to the community by offering substantial rewards to popular or well-used content, allowing the process to be wholly community driven.

Facilitating Monetization of Digital Asset (Pay-to-Advance)

The ability to monetize assets be they tangible or otherwise, is an important aspect across any given area of life; money might not be able to buy happiness but it sure is required for the world to run. The gaming industry is not an exception to this rule; inability to make a return on gaming related activities can severely stymie participation from all levels of stakeholders.

- Gamers might be less likely to spend on in-app stores;
- Streamers could have to give up streaming for proper day jobs;
- Content makers may lack the resources to create quality content.

Having identified such a pressing need in the market, the Matchroom team would be outright negligent to not have included corresponding features to bridge this canyon of a gap.

Virtual Trading

A common problem most modern gamers encounter in this day and age is the difficulty of disposing their assets in a game (to either cash-out or recuperate money spent), be it individual items or accounts as a whole, after quitting the game.

Leet Entertainment has equipped Matchroom with two powerful features that are designed to capitalise the growing preference for P2A functionalities namely *MatchTrade* and *Matchroom Escrow*. Both these features have been developed with the specific psychographic preferences of two distinct gamer archetypes:

- Entrepreneurial Gamers - Gamers who use their gaming skills to generate revenue. Such gamers exist in many forms, from selling How to Play Guides available via subscription on platforms like ClickBank to offering game reviews on YouTube for ad dollars (ie: PewDiePie). Power-leveiling - playing a game up to a certain level on behalf of an impatient player with money - or selling

high level accounts⁴ are other ways in which individuals with gaming skills can monetise their passion and skills.

- ROI Gamers - Gamers who have grown tired of a game and wish to re-capture part of the money they spent playing the game, usually via In-App purchases or virtual trades. Alternatively, someone who can no longer afford to maintain their gaming expenditure and needs to cut back on the number of games they play. Think of ROI gamers as the equivalent of 'pre-loved' handbag sellers; they're not there for the profit but rather just hoping to recover some of their cost.

The major challenge for both Entrepreneurial Gamers and ROI Gamers is twofold: firstly, virtual trading, specifically that of accounts, is frowned upon by many major MMORPG developers as it is deemed to be disruptive to the playability of the game. Secondly, the growth of social and mobile gaming means that the accounts are typically tied to a social media identity such as a Facebook account. It is impossible to separate the social media identity from the game identity. So an ROI gamer who wants to sell their Mafia Wars or Candy Crush account for example, would have to effectively sell their Facebook account.

MatchTrade is a key USP of the Matchroom platform, which has been built with a proprietary account creation system that allows the separation of an individual's social identity from their game account. A Matchroom user will be able to trade any of their game accounts openly on the *MatchTrade* platform⁵. To ensure total safety and security as well as prevent fraud in the trade and transfer of the account, Matchroom will have an ESCROW facility (*MatchEscrow*) which will securely hold both the account and the funds until the transfer is complete. MatchEscrow will be funded by a transfer fee that represents a percentage of the sale price.

MatchTrade and *MatchEscrow* are targeted at legalising the trade of accounts by making it a transparent and secure process. At the same time, the game developer is afforded an opportunity to remove blackmarket virtual trading⁶ of accounts and gain a slice of the revenue. *MatchTrade* and *MatchEscrow* will also be deployed to support virtual item trading.

Live Streaming (Virtual Gifting)

Matchroom's live streaming functions will not be reserved for prominent influencers; rather, any existing or aspiring content maker are welcome aboard our platform where they will have access to enhanced market reach. Effectively providing content makers an alternate means to monetize their content:

⁴ <https://www.cnn.com/2016/08/10/want-a-full-pokemon-go-account-its-yours-for-999999.html>

⁵ Provided always, this is sanctioned by the game developer. However, Matchroom intends to ensure that any games that are licensed for its platform involve permitting account selling and trading or running a P2A version of the game.

⁶ <https://killscreen.com/versions/black-market-peddling-pokemon-go-accounts/>

- Broadcasting on Matchroom affords the influencer or content maker more exposure with their target market as their uploads will almost certainly reach Matchroom users, all of whom are likely industry participants or enthusiasts.
- Matchroom provides its users with an alternate way to support their favored streamers and content makers in the form of Virtual Gifts which aims to make the entire process more dynamic, keeping things interesting. The recipient of said gifts will then receive monetary commission equal to a pre-designated portion of the gift's purchase value.

On top of that, the Matchroom team will also be launching initiatives to help content makers on the grassroots level through workshops, specialized incentives, and potentially endorsements.

Facilitating Industry Growth

Although platforms are mainly designed with consumer interest in mind, Matchroom believes the interest of industry operators to be equally important; after all, demand requires supply to function, gamers need games to play with, and enthusiasts require a content to obsess over.

Therefore, when designing the Matchroom platform, the Matchroom team made certain to include features that facilitates the growth of its respective stakeholder.

Brand Sponsorship (E-Sports & Events)

Potential sponsors may have difficulty identifying optimal sponsorship recipients. The sponsor's objective in doling out such funding is typically for brand exposure as an alternate source of advertisement. However, they face risk in that:

- Approaching recognized high-end organizers or streamers would guarantee phenomenal market reach but could also incur the risk of rejection due to restrictions placed upon them by existing sponsors or entering a saturated marketing space which may at the end of the day severely diminish the value of any given product or brand placement strategies.
- The alternative is to approach uprising organizers or streamers that would still provide sizeable market reach but has not been saturated. However, accurately identifying such targets is currently exceedingly difficult; sponsors are rendered susceptible to the risk of choosing wrongly or being mislead into targets that might provide them with insignificant or no exposure.
- The crux of the issue is that there is currently no real curated listing or database where potential sponsors can readily consult in order to make informed decisions.
- Additionally, sponsors are also relatively locked into region specific prospects due to regulatory, FOREX, and other red-tape limitations.

On the other hand, these very streamers and organizers that brand sponsors are searching for are also having difficulty securing support and funding as they lack an effective method of gaining visibility.

Matchroom will adopt a market-creating approach to eSports, centered around the power of social media and streaming video. It intends to ride the nascent interest and growing popularity of eSports in Asia to strengthen the platform's engagement lock on the South East Asian gamer population. Asian-based eSports teams are starting to make their mark in international eSports tournaments - Matchroom will position itself as the de-facto social platform for Asian-based eSport teams and players. With Matchroom's expansive social and community tools, professional gamers will be able to build fanpages, create their own fan channels and host their own tournaments. eSport fans will be able to interact with their favourite eSports players, follow them through various tournaments and even participate in tournaments or challenges hosted by these players.

Matchroom is also working to perfect its streaming technology in order to position itself as the go-to platform in South East Asia for eSport-related video content. In addition to broadcasting live streams of global eSports competitions, Matchroom will allow for challenges and tournaments hosted on the platform to be live streamed and video cast. Professional gamers and digital influencers will be able provide live commentary of global tournaments being streamed or those being hosted on the Matchroom community platform. This approach allows Matchroom to provide eSports fans with a tremendous value proposition - not only will they have access to the **content**, but they will be able to participate in the **conversation** and be a part of the **community**.

The final prong of our strategy to own the eSports audience and eSports eyeballs is through the creation of a Matchroom Ranking system. Matchroom will develop and create a proprietary ranking system that will track the tournament progress of Asian eSport teams and individual players to create a unique scored profile of each eSport Team and Player. This supports our community and audience building initiatives, but also creates unique content that is only available in the Matchroom platform.

Developer Crowdfunding

Moving on to another aspect of the industry, it is clear to see that game development and the investment that goes into it are currently more or less the exclusive domain of large established institutions; smaller companies and independent individuals with potentially great ideas have problems realizing their ideals due to the lack of funding and the means of securing thereof.

Traditional fundraising alternatives such as IPOs, bank loans, and angel investment incur high administration and execution costs on top of being embroiled in a sea of red-tape and regulatory obstacles; small companies and independent developers usually lack the capacity and expertise to shoulder financial and time burdens of such magnitude.

Even for those who have attempted securing funding through crowdfunding or other more modern fundraising channels, there are inherent faults in existing platforms.

- Typical crowdfunding platforms do not provide a strongly curated listing of projects as they lack the expertise, time, and budget to do so. This failure to facilitate accurate informed decision making leads directly to a decline in investor's inclination to invest due to uncertain risk profile. In the end, the effectiveness and hence the probability of success for a developer's fundraising initiative would be affected negatively.
- Existing crowdfunding platforms are not supported by specialized broadcastable communities which will result in low market reach as the possibility of hitting the developer's desired target market is severely diminished.
- Additionally, even on specialized platforms with strong relevant communities, aspiring developers would encounter a problem where the platform requires a high degree of product completion before the developer can be allowed to list. This effectively raises a substantial barrier-to-entry working against parties with great ideas but lack funding and support to realize their ideals as they may not be able to afford even a prototype.

Matchroom will strive to support developers by facilitating their funding initiatives through various key functions:

- Highly targeted and relevant market reach & exposure. The Matchroom community will be composed entirely of industry participants, and as such would be more likely to be interested in industry relevant products.
- Allows for better informed decision making. Development projects listed on the platform will be a distilled result of a stringent screening process, granting potential investors a greater chance for success; potential investors will also be given a glimpse of what has been completed thus far using our flexible API/SDK functions before making a decision.
- Fraud mitigation via staggered payouts. The sum total of investment made does not immediately make it to the developer's wallet; instead developers will be required to segment their project into phases and the associated funding for each respective phase shall only be released upon completion of the previous phase.

Synergy Between Matchroom's Three Core Pillars

The Matchroom platform was built such that its three core pillars each possess strong synergy with one another to result in a positive feedback loop.

As Matchroom facilitates the development of a loyal community through its various value-adding features, the resulting influx of consistent daily traffic will provide content makers with more audience and game traders with more potential buyers - effectively increasing the potential for monetization. At the same time, the vibrant

market space and increase in quality content ensuing from improvements in monetization potential as more people will be more inclined to become content makers, shall in return spur the growth of Matchroom's community. Additionally, the inflation of community size and content availability creates a strong environment for the industry to function in by providing larger market size and greater market activity.

On the other hand, the potential for successful monetization has a direct positive correlation with overall industry turnover. This relationship is driven by a number of interrelated factors:

- A fair majority of players are averse to spending on game related purchases due to the lack of a means to recuperate their expenditures. Facilitating the trading of ingame digital assets (items, accounts, etc) would therefore lower inhibitions and encourage spending, leading to the enhancement of industry profitability.
- Through the facilitation of trading, Matchroom creates as a byproduct, a safe and reliable market space where buyers can make purchases in confidence. This increment in ease of access to high-end game assets partially divests the industry of the barriers of entry for new players to penetrate into older games. The lifespan of older games shall be extended as a direct consequence, leading yet again to enhanced industry profitability.
- Moving away from Virtual Trading to address content makers, improvements in the potential for monetizing content will undoubtedly attract more industry participants to dabble in content making. As content and content makers on the Matchroom platform will almost certainly maintain relevance to the industry, increase in content shall infallibly provide invaluable support to the industry (free & targeted promotion of events/games through reviews, facilitation of gameplay through guides, and helps retain users through providing entertaining content)
- In return, a greater magnitude of investment will be funnelled into the industry as it becomes increasingly profitable, allowing for more consistent production of high quality games and events; giving industry participants more avenues and angles to create content around which would eventually lead to better monetization.
- It is also fair to assume that the revenue industry corporations earn will flow back to the consumers and content makers as they would be more inclined to give back to the community through increasing sponsorships and various user-base rewards.

MATCHROOM TOKENOMICS

Resolving Gamer Dilemmas with Blockchain

It can be said with certainty that Leet Entertainment has chosen the perfect time to materialize Matchroom and its ideals. The team behind Leet Entertainment and Matchroom have long envisioned an integrated platform capable of facilitating industry related activities across the board where all stakeholders may congregate regardless of origin and consumption preference. Although the platform features outlined during Matchroom's infant stages were equally ambitious and comprehensive, there were a number of potential issues with severe consequences that the team struggled to overcome before blockchain came along.

The founders and creators were not interested in merely jumping on a bandwagon for the sake of joining in or the fear of missing out. Instead, blockchain, cryptocurrency, and the ICO path was only considered and subsequently adapted after extensive deliberations concluding with compelling persuasion.

Virtual Gifting

- **Maintain Anonymity.** Blockchain as a fully decentralised system allows streamers on the platform to complete transactions all the way through to cashout without needing to reveal their identities.
- **Lower Transaction Costs.** Compared to existing payment gateway platforms, the transaction costs associated with cryptocurrency trading is much lower.

Virtual Trading

- **Fraudproof Transactions.** Embracing blockchain technology entitles Matchroom to enforce transactions through smart-contracts, largely strengthening its position as an escrow. The process will be fully automated with smart-contracts identifying and verifying both product and payment before conducting a final exchange between the two.

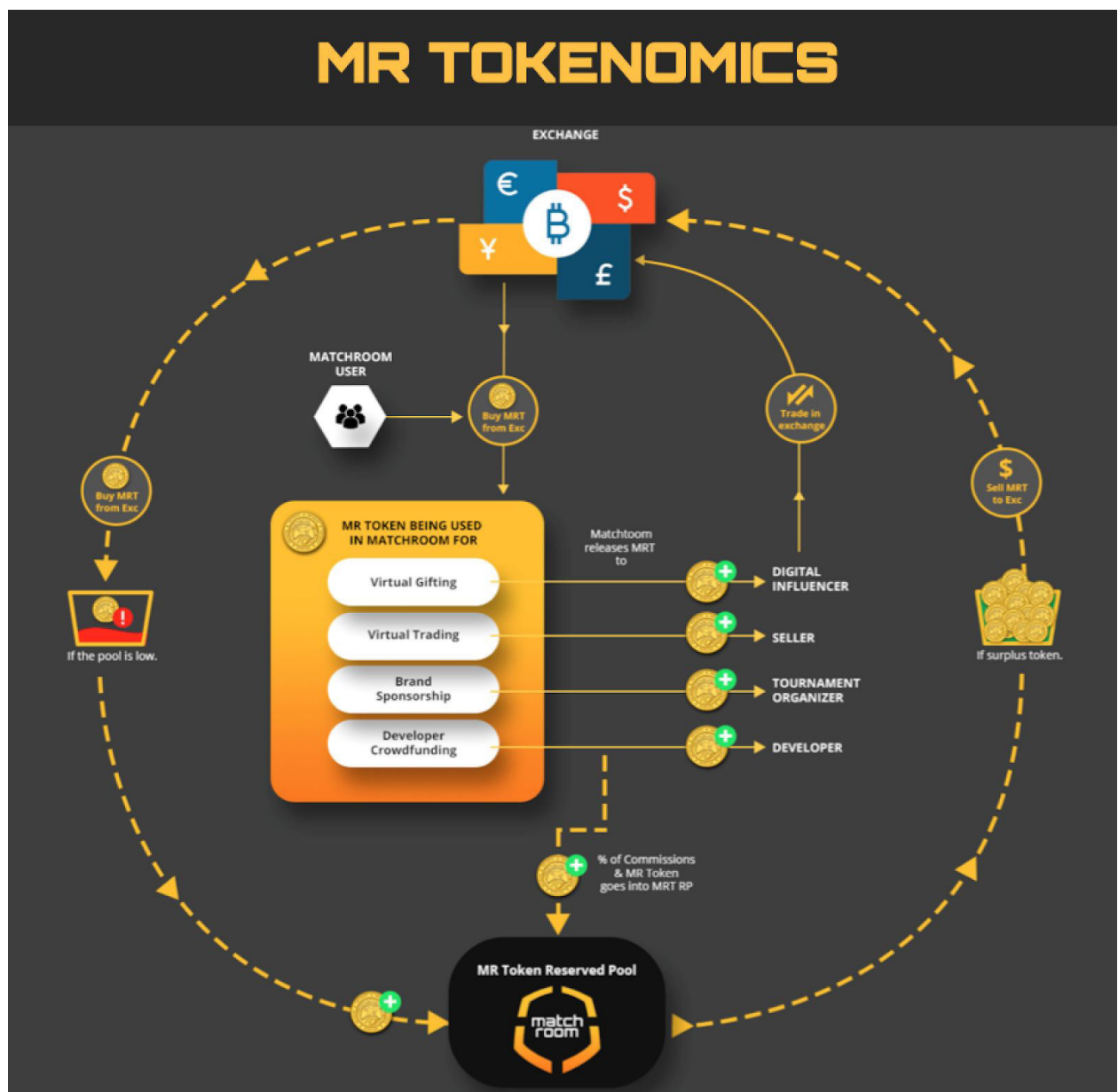
Brand Sponsorship

- **Global Reach.** Endorsing the usage of cryptocurrency permits potential sponsors to reach out to any given organizer regardless of geographical restrictions; because cryptocurrencies are denominated in universal values, the parties involved are effectively spared the various conundrums associated with FOREX.
- **Transparency.** The decentralisation of ledger accounting through blockchain can also result in absolute transparency as the records of which fidelity can not be tampered with, are openly accessible to the public.

Developer Crowdfunding

- **Flexible Investment Quantum.** Discounting various 3rd party payment gateway driven crowdfunding platforms, what cryptocurrency offers potential investors is flexibility in the amount they wish to contribute to any given ICO project (from as low as 10 USD); compared to say traditional IPO or the more modern Equity Crowdfunding offerings where the minimum investment quantum is typically above an average person's income bracket.
- **Facilitate Deliverables Driven Payout.** A key concern when investing into crowdfunding projects is the risk of encountering fraudulent pitches. In response to this problem, blockchain unlocks various tools that empowers potential investors with the ability to stagger their contributions' release to the developers based on deliverables completion.
- **Efficient Fundraising Alternative.** Traditional fundraising techniques are not always available, especially to small scale independent developers, as they are usually money and time intensive on top of requiring strong networking and expertise.

The Matchroom Token Ecosystem

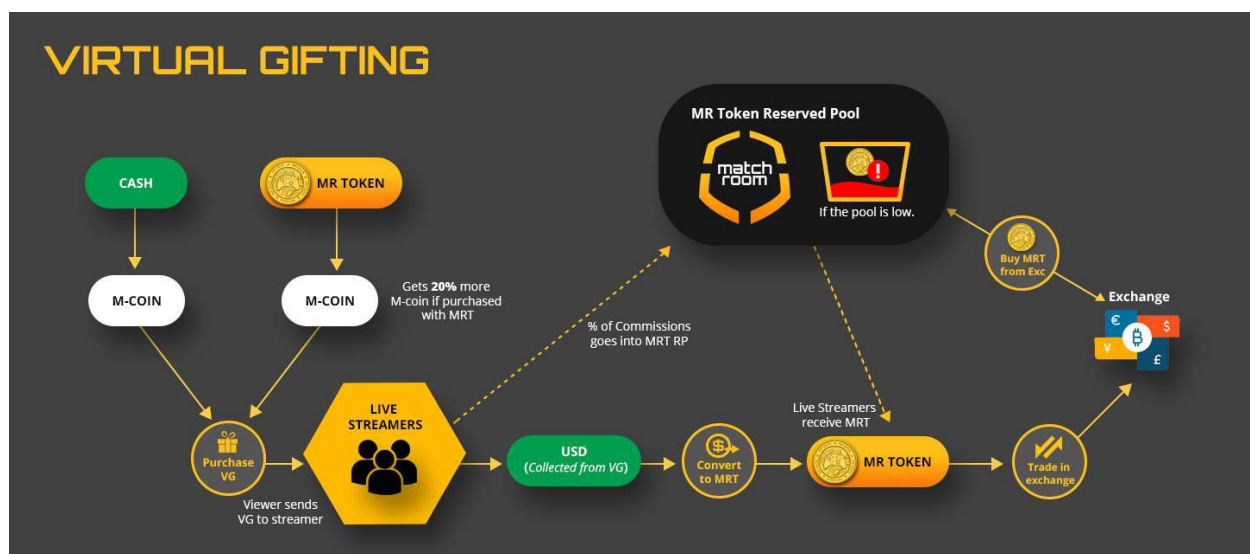


The Matchroom token ecosystem will be driven primarily by the four main platform features details in the diagrams below. Usage of these features will involve users purchasing MRT and content providers operating within our platform selling MRT in order to cash-out. Thereby ensuring organic circulation of the cryptocurrency.

Virtual Gifting (VG)

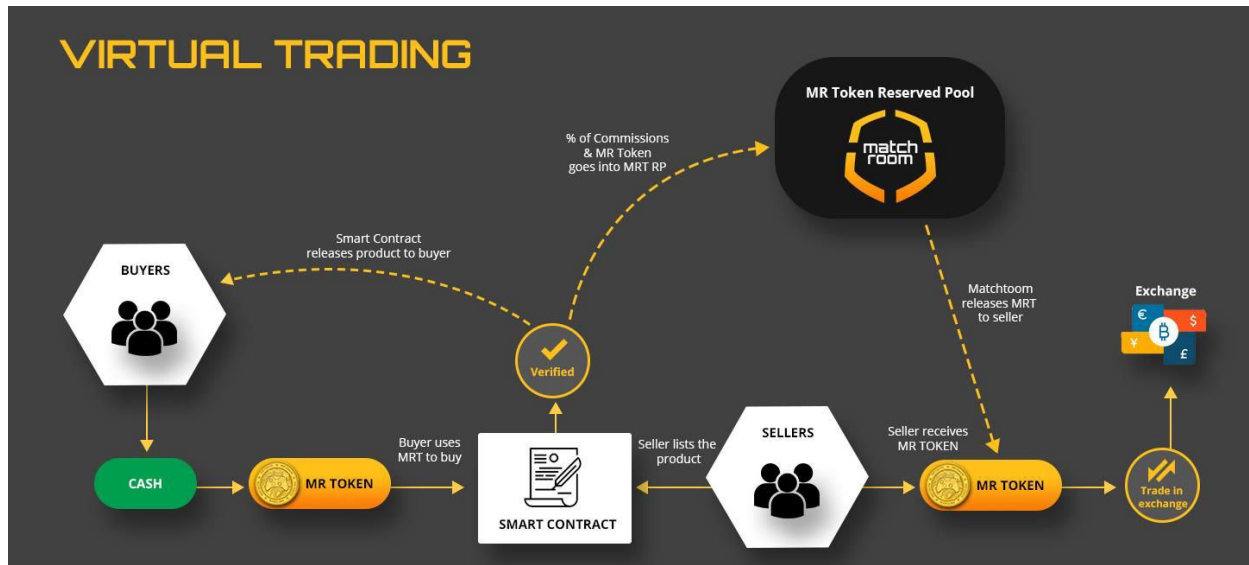
Enthusiasts and fans who desire to support their favored streamer through Matchroom can do so via the purchase of Virtual Gifts through Matchroom's unique digital currency (MCOINS).

MCOINS can be purchased directly from the platform at predetermined prices using either traditional payment methods or MRT. Recipients of virtual gifts will then have the dollar value of the gifts recorded in their wallet (denominated in USD) to be converted into MRT (taken from the Matchroom Vault) at the receiver's discretion which can then be resold on the open exchange. This drives organic circulation of MRT that is independent of market speculation.



Virtual Trading (VT)

Potential buyers looking to make highly secured transactions within the platform can only do so via MRT which they will have to purchase from the open exchange. The transactions will be governed by smart contracts and the seller shall receive the payment in full (minus our commission) as MRT upon satisfying the contract details. Sellers will then resell the MRT obtained to the open exchange, creating again cyclical waves of supply & demand.



Developer Crowdfunding (DC)

Prospective investors wanting to support the various development projects published under Matchroom will have to first purchase MRT from the open exchange before transferring the resulting tokens into a Matchroom wallet.

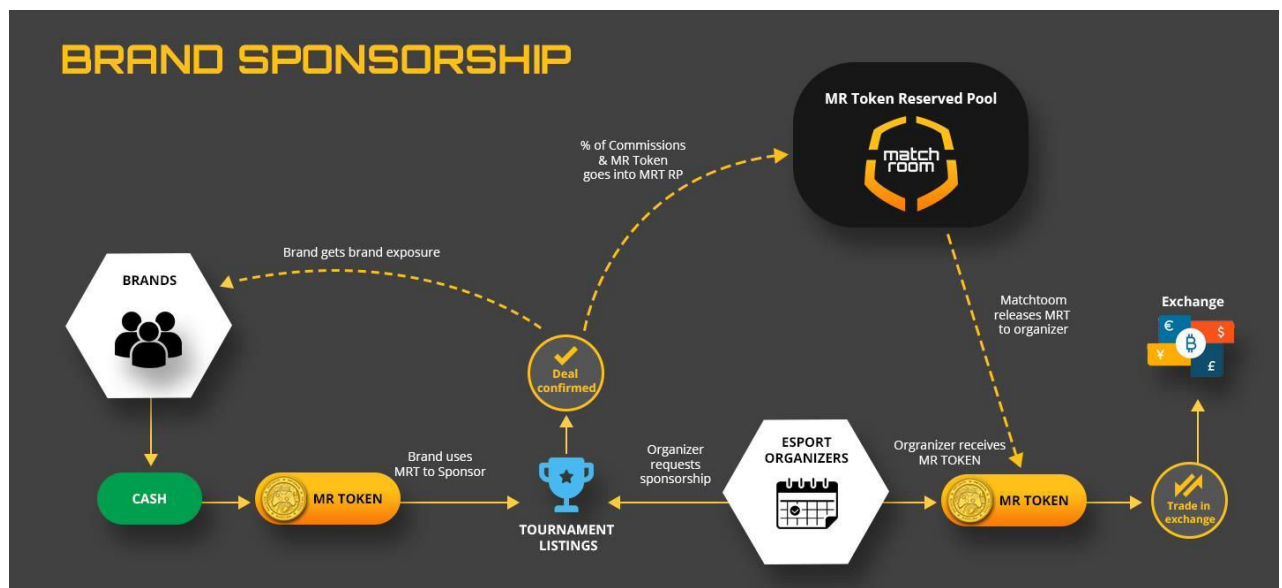
The sum total of tokens contributed will first be stored in the Matchroom Vault before being released gradually to the developers in phases as per the pre-designated terms and conditions. Benefiting developers can then cash out by reselling the tokens attained through the open exchange, creating both supply and demand for MRT throughout the process.



Brand Sponsorship (BS)

Prospective sponsors wishing to support esports events through Matchroom will have to first purchase MRT from the open exchange before transferring the resulting tokens into a Matchroom wallet.

The sum total of tokens contributed will first be stored in the Matchroom Vault before being released gradually to the event organizers in staggered phases as per predesignated terms and conditions. Benefiting organizers can then cash out by reselling the tokens attained through the open exchange, creating both supply and demand for MRT throughout the process.



MR TOKENS: THE MATCHROOM ICO



Token Sale Timeline

ICO Pre Sale : 28th February 2018 4.00pm GMT+8. Pre sale will conclude on the 15th of March, 2018.

Tokens purchase during this period will be given a bonus of 30% MR Tokens.

ICO Main Sale : 15th of March 2018 4.00pm GMT+8. Main sale will conclude on the 15th of May, 2018.

1,000,000,000 (1 billion) MR Tokens will be created with a value of USD0.02 cents each.

50% of the MR Tokens will be offered to eligible investors through the ICO. 20% will be allotted to the Matchroom founders, 15% will be allotted to Advisors and Partners, and the final 15% will be kept as reserve or bonuses.

Eligible investors may subscribe to an unlimited number of MR Tokens via the ICO. ETH is the currency used to subscribe to the MR Tokens.

The minimum transaction amount is 0.01 ETH during the Main-Sale, with no maximum transaction amount in place; while the minimum transaction amount is 1 ETH during the Pre-Sale (with a 30% bonus). Soft cap is set to USD 1,500,000.

PRICE	(Pre-sale) 1 ETH = 55,250 MR Tokens (with 30% bonus tokens) (Main sale) 1 ETH = 42,500 MR Tokens	PRE-SALE	75,000,000 MR Tokens (1,765 ETH)
TOKENS CREATED	1,000,000,000 MR Tokens	SALE BONUS	30% During Pre-Sale with the minimum purchase of 1 ETH in a single transaction (22,500,000 MRT available)
HARD CAP	USD 10,000,000 (10,000 ETH)	MAIN SALE	425,000,000 MR Tokens (10,000 ETH)
SOFT CAP	USD 1,500,000 (1,765 ETH)	ACCEPTED CRYPTOCURRENCIES	ETH
TICKER SYMBOL	MRT	ACCEPTED NATIONALITIES	Every Nationality, except: United States, Singapore. More information in our Terms of Token Sale.
MINIMUM PURCHASE PER PERSON	0.1 ETH	EXCHANGES	The plan is to be listed amongst the largest cryptocurrency exchanges.
MAXIMUM PURCHASE PER SUBSCRIPTION	Unlimited		

The ICO funds will be used as follows:

1. Development of the Matchroom Platform - 40%
 - a. Product Enhancement
 - b. Blockchain Application
 - c. Mobile Application
2. User Growth Marketing and Promotion - 30%
 - a. Market Expansion
 - b. Collaborations with Influencers
 - c. Sponsorships & Events
3. Operations - 30%
 - a. Server Infrastructure
 - b. Network & Technical Maintenance
 - c. On-ground Presence

Leet Entertainment intends for the MR Tokens to eventually be traded on several exchanges such as Bittrex, Binance, HitBTC and EtherDelta.

In addition to the MR Tokens being traded above, MR Tokens can also be used on the Matchroom platform as follows:

- Buying MCoins, the virtual currency of the Matchroom platform - MR Tokens carry a premium of 20% bonus when purchasing MCoins. MCoins allows you to enjoy the product and services which is offered on Matchroom ranging from in-app purchases of games as well as virtual gifting and other offerings.

- MR Token holders will have special access to our Matchroom Mall where limited edition virtual items and game merchandise will be available only via MR Tokens.
- MR Token holders will have the privilege of accessing all our Pre-beta games and shall receive a Premium in-game pack to enhance their gaming experience.
- MatchTrade and MatchEscrow; consumer usage of Matchroom's Virtual Trading Marketplace will only be available through MR Tokens.
- We will run monthly tournaments on Matchroom's MatchArena which is accessible using MR Tokens and are exclusive to MR Token holders
- MR Tokens can also be used to crowdfund independent game developers on the Matchroom platform. In return, game developers will give special access to these developers ranging from VIP access, special packs and avatars to other benefits depending on the developer offerings.

Additional Rewards

In addition to utilising the MR Token on the Matchroom platform, MR Token subscribers will have the following achievements accorded to them based on their purchase tier.

- Top 5 MR Token subscribers will be listed on the Matchroom platform as main sponsors of the Matchroom ICO; they shall be highlighted on the Matchroom platform via the limited honorary title of "Legendary Backers".
- Top 100 MR Token subscribers shall receive Matchroom VIP memberships which will accord them special access and passes to Matchroom sponsored events as well as unlimited access to all Matchroom apps and games.
- With every purchase of a 2 million MR Token block, the holder shall receive a limited edition MR Pure Gold Coin

MR Token Subscriber's Rights

It is important to note that MR Tokens are merely tools which allow MR Token subscribers access to future services & products. MR Tokens do not represent an ownership interest in Leet Entertainment or the Matchroom Platform, and neither do they convey to the MR Token subscribers with any right to a share in the profit of Leet Entertainment nor do they convey to the MR Token subscribers with any creditor's rights.

UNLEASHING THE BETA

Leet Entertainment will be launching a beta version of Matchroom by Q2, 2018.

Matchroom's unique community-building and community-management tools will be the first to be rolled out to the SEA gamer community. During the Beta version, the social integration aspects of the platform will be rigorously tested even as recruitment of users organically at the grassroots level is ongoing. Major gaming cafes and studios like Kitamen, Hax Gaming Studio, Syber Arena and the Dojo streaming platform will be targeted to port their tournament organising and gaming activities onto the Matchroom platform. This will create an rapid build-up of base users for the Matchroom platform. Matchroom will also be engaging, as a start, up to 25 promising digital influencers to commence exclusive content creation on the platform and to also test the virtual gifting technology. Leet Entertainment also intends to sign up the three major eSport teams which are recognized professionally at international Defense of the Ancients 2 (DOTA 2), Overwatch and Counter-Strike tournaments to exclusively run their social presence on the Matchroom platform. These numbers will continue to grow as Matchroom expands its userbase within South East Asia.

Independently, Matchroom will aim to secure 2 million independent user sign-ups, with a view to converting 800,000 into monthly active users (MAU) over the course of 2018. Conversions will be achieved by providing new users with the opportunity to play, for a start, up to 8 different games from the MMORPG, casual, first person shooter (FPS) and multiplayer online battle area (MOBA) games. More games will be added over the course of 2018 and beyond. Matchroom has partnered with renowned Chinese game studio Hoolai Games (*Three Kingdoms*, *War of Immortals*, *Hoolai Poker*) to co-publish their games exclusively on the Matchroom platform. Leet Entertainment intends to complete agreements with China Mobile Game Association (CMGA), Hong Kong Cyber Games Arena, MOL Global Inc, Kitamen, Weraku Games, iSentric Sdn. Bhd., and 5isocial to include their games and content within Matchroom on a co-publishing and revenue share basis.

The ICO will take place as Leet Entertainment rolls out its Matchroom closed beta.

THE MATCHROOM ROADMAP



Leet Entertainment is a firm believer that a crucial element to ensuring the meaningful collateralisation of investment in Matchroom is through the creation of original content that creates intellectual property rights and exploitation opportunities. This will also be how Matchroom will differentiate itself significantly from other ICO-linked games platforms. Leet Entertainment intends to pursue this strategy via a number of prongs, each which involves an incremental but measured foray into the IP creation value chain.

During its initial growth phase, Matchroom will be populated with third party games secured through partnerships or licensing agreements. However, Leet Entertainment will not simply publish games onto the Matchroom platform willy-nilly. Instead, the team at Leet Entertainment will curate the selection of games. Many platforms make the claim to curation but often do not specify the basis of their selection. Leet Entertainment will selected games based on a high level of match to the playing preferences of SEA gamers. The team at Leet Entertainment are well-equipped to ensure meaningful curation occurs given their extensive collective experience in game distribution and the community data obtained from the Matchroom platform.

Games will also be selected based on their capacity for enhanced playability when connected to the Matchroom API/SDK. For example, team-based games that would gain better playability when paired with an in-game chat channel. Games that featured individuals playing against the server will now be able to be played in Challenge or Tournament modes. As Matchroom is a strongly community-centric platform, the Leet Entertainment team will also look to identify old games that are

suitable to be re-published⁷ as *Matchroom Special Editions*. *Matchroom Special Editions* are games that will have their playability enhanced or their lifespan rejuvenated by the features of the Matchroom platform. These will typically be features did not exist in the original version of the game such as social media sharing, live casting or virtual item trading.

Simultaneously, Leet Entertainment will look to acquire or co-produce games in partnership with Asian games studios that cater or appeal to Asian-centric gameplay preferences. Leet Entertainment will participate in the development process with studios looking to reach SEA gamers to help them ensure their games have suitable playability and good psychographic targeting, utilising data from the community platform. The Matchroom platform will further utilised to provide marketing support to these games. Leet Entertainment will also explore partnership opportunities with game studios to pursue the third prong in the original content strategy: developing an Triple A title targeted at SEA gamers. This is a high risk boomerang strategy but one which could potentially have tremendous payoffs for the company. As Asia becomes an increasingly important marketplace for video games, Asian gamers will increasingly be hungry for content that is made with SEA audiences in mind and with SEA as the primary audience. At present, most game developers cater to the needs of different markets, including SEA, primarily through the provision of basic localisation features such as subtitling into local language or local currency pricing for In-App purchases. Some developers may be prepared to undertake customisation such as embedding localised landmarks into the game's geography. A SEA gamer-centric game built around stories and characters that have regional appeal or originating from regional IP will create tremendous audience leveraging opportunities for Matchroom and diversify the platform's revenue stream.

⁷ Electronics Extreme, a Thai-based company, licensed the rights to publish Ragnarok Online in Thailand after the original license lapsed. The company was able to do this because server data indicated that outside of South Korea, the biggest Ragnarok playing community was in Thailand.

MATCHROOM KEY REVENUE STREAMS

Matchroom's revenue streams have been developed carefully to take account SEA gamer consumer behaviour and also, experience conducting auctions and sales of virtual items in different markets in SEA. Matchroom intends to focus on building revenue streams on four strong pillars of opportunity:

- **In-App Purchases**

In-App purchases are an element of P2A facilitation and will be the easiest to launch and begin to exploit. This is a proven revenue stream and the Leet Entertainment team has significant experience in launching games and then creating and exploiting opportunities to generate revenue from In-App purchases, especially with MMORPG games. Matchroom will target 15% of the game players to convert to paying players, with an ARRPU of USD20-100 for MMORPG games and USD5-20 for casual games and FPS games⁸.

- **Virtual Gifting**

Virtual Gifting will be the method for monetising Matchroom's strong social media content creation tools and targeting of up and coming digital influencers. Virtual gifts offered on the Matchroom platform will range from 0.99-99.99 USD per gift, with some premium or time-limited gifts only purchasable via MR Tokens. Revenue share arrangements incentivise the influencers to create increasingly unique content, which in turn draws more users, and then generates more virtual gifting revenue. Although the market perception is that virtual gifting is largely unique to audiences in China, local dedicated virtual gifting sites like BIGO have shown that there are significant revenues to be generated from virtual gifts. Matchroom's virtual gifting will be focused on personalities in the gaming arena and subsets like cosplay, anime and eSports personalities.

- **Virtual Trading**

Virtual Trading is the other component of the P2A facilitation that Matchroom intends to make a key differentiator of the platform. Matchroom will undertake two tiers of virtual trading to generate revenue. The first tier is virtual item trading via the Matchroom Mall. This will be done in collaboration with game developers and will entail special game packages or limited edition packs or items that can only be purchased during specific windows on the Matchroom Mall using MCoins or MR Tokens in the case of limited edition items. Matchroom will split the revenue with the game developers. Matchroom will also run online auctions of localised unique virtual items or one-off virtual items developed in collaboration with the developers. The Matchroom team has extensive experience with special edition item auctions, with players willing to pay up to USD15,000 for such items⁹.

⁸ Based on the Leet Entertainment team's past experience with *Audition*, a arcade style dance game and *Sudden Attack*, an FPS game

⁹ Based on Leet Entertainment's experience conducting special item auctions as the publisher of *Maple Story*, a MMORPG game

The second tier of virtual trading is account trading, facilitated by the *MatchTrade* and *Match Escrow* service, to be the other chunk of our P2A revenue basket. This feature will require extensive testing, development as well as collaboration with game publishers, we expect to roll out this facility last. However, as account trading can involve significant figures¹⁰ and Matchroom will take a 1-1.5% percentage share of the final traded price, we expect this to be a substantial contributor to Matchroom's revenues.

- **Advertising**

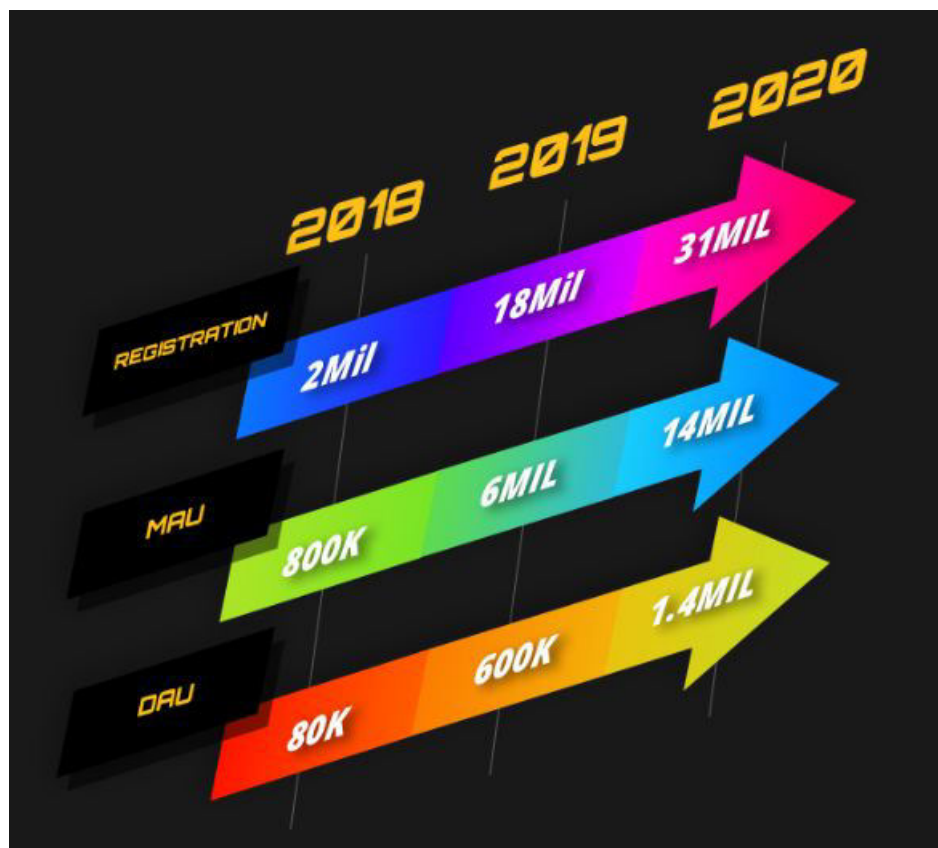
Livestreaming by digital influencers and videos will only be available after users have watched a 5-10 second video. On certain freemium games, users will have to watch a 5-10 second video before being able to access that game. The Matchroom advertising model is similar to that of YouTube, which requires the user to 'force view' advertising before being allowed to access the free content.

- **Facilitation Fees**

Matchroom will be retaining a portion equal to 5% of tokens raised from developers and organizers listed for funding through our blockchain supported features. These tokens will then be released into the open exchange when and if the Matchroom Vault exceeds the stipulated 15% equilibrium.

¹⁰ <https://www.theguardian.com/technology/2016/jul/19/pokemon-go-accounts-sold-thousands-ebay>

MATCHROOM USER FORECAST



The Matchroom forecast is largely based on new registered users from influencers with comparatively minor contribution from social media marketing and endorsed games. The numbers are projected to grow at an exponential rate due to the inherent nature of social platforms; loyal users will inevitably participate as strong marketing initiatives when they promote and recruit within their own social circles.

Matchroom will galvanize the process by introducing a revolving value chain. Starting from the initial engagement with consumers as Matchroom inserts itself into the market space, Matchroom will then provide these consumers with meaningful engagement through substantial content in order to retain their attention. Following that, Matchroom shall spur further content generation riding on these engagements, facilitated by its platform's unique features to ensure consistent audience retention. Finally, Matchroom can then monetize its effort thus far by capturing value across the chain through a myriad of techniques. Successful monetization will allow Matchroom to further prompt initial consumer engagement with more marketing initiatives.

TEAM MATCHROOM

Driving the development of the Matchroom platform are a team of game industry veterans with the requisite skills and knowledge to develop and grow the platform and it's revenue opportunities to their fullest potential.

The Founders



KEITH LONG (CEO) - THE WARLORD

Keith has been in the Asian gaming scene for more than a decade, having spent the last 15 years in senior management positions in Terra ICT (eGames Global), Asiasoft, Migme and now the Co-founder and CEO of Leet Entertainment. From distribution to publishing, he oversaw several hit titles such as O2Jam, Knight Online, Maplestory, Ragnarok Online 2, Sudden Attack and Audition which captured South East Asia users and remains as some of the top grossing revenue drivers in his previous companies.

Prior to founding Leet Entertainment, he ran Global operations for Migme, a social entertainment platform enhanced with gaming and virtual gifting listed on the ASX with almost 60 million MAU. Keith brings his considerable management knowledge and expertise in advancing companies from the start-up phase through expansions and revenue growth stages to Leet Entertainment.

<https://www.linkedin.com/in/keith-long-70598a15/>



CHRIS YAU (COO) - THE ROGUE

A veteran of the games industry, Chris began his career at Terra ICT, one of Malaysia's earliest game publishers and one of the first companies to launch MMORPG servers in Malaysia for global play. In his 15 years in the game publishing and distribution business, Chris has worn a variety of hats, ranging from setting up and running game operations to negotiating licensing rights with game developers in Korea, China, Taiwan and UAE. He also brings with him significant hands-on experience in data analytics and revenue forecasting for games. Chris's speciality is game customisation and localisation strategies for casual games, with a particular emphasis on expanding Daily Average Users (DAU) and growing revenues per user.

<https://www.linkedin.com/in/christopher-yau-611465143/>



PETER NG (CTO) - THE WIZARD

Peter comes from a mixed commercial and gaming IT background, having managed IT development and systems in a variety of companies, ranging from logistics to apps to gaming. His primary expertise in game system management is integrating payment, e-wallet and reward and game ranking/promotion systems into games and apps. At Leet Entertainment, his role is to ensure the Matchroom platform is built on a strong IT foundation and to manage the development team engineering the various features of Matchroom. Peter's taste in gaming leans towards the MOBA side - he is an avid *Clash Royale* player.

<https://www.linkedin.com/in/peter-ng-a96356142/>



KAMAL HAMIDON (CFO) - THE ORACLE

Kamal's extensive career in international banking, with a speciality in forex trading, places him in a unique position to understand both traditional business cashflow models, and the virtual currency components of the Matchroom platform. A veteran of HSBC and Citibank, Kamal oversees Leet Entertainment's fund-raising efforts and investor relations.

<https://www.linkedin.com/in/kamal-hamidon-mohamed-ali-8a4643148/>

The Minions



Tending to the day-to-day end-user driven side of the platform is our **Operations Team**, of which members are each in possession of about a decade's worth of experience in their chosen field of specialization. The team strives to ensure positive user experience and platform growth with their extensive experience in digital marketing, UI & general design, product & community management, content creation, and operations & user management; Having even handled renowned titles the likes of Maple Story, Cabal, O2-Jam, Ragnarok Online 2 and Sudden Attack. There's even a local internet celebrity on board with exceptional success as a livestreamer, eSports commentator & organizer, and gaming journalist.

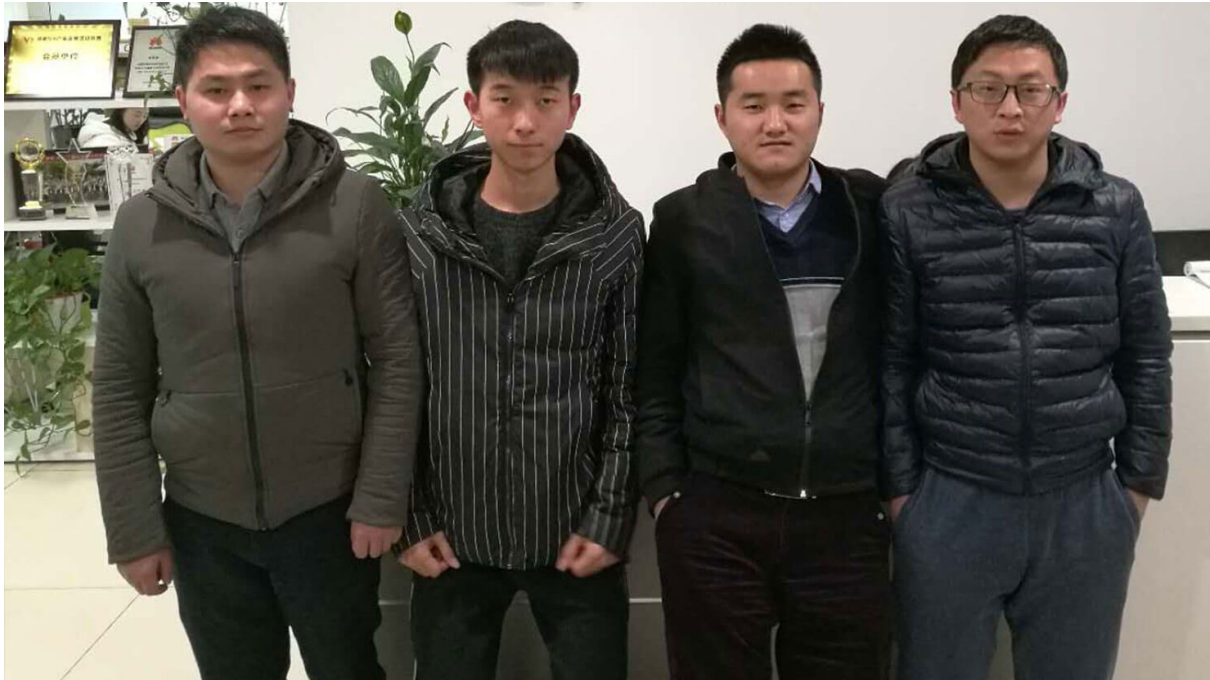


Supporting us from the shadows, working away tirelessly behind the scenes to provide us with the optimal working conditions is our **Infrastructure Team**. A young and dynamic group of connectivity experts hailing from large telco environments the likes of AT&T and Celcom, with 5 to 10 years of experience individually, the team now specializes in providing network support through cutting-edge Software Defined Networking (SDN) and Network Function Virtualization (NFV).

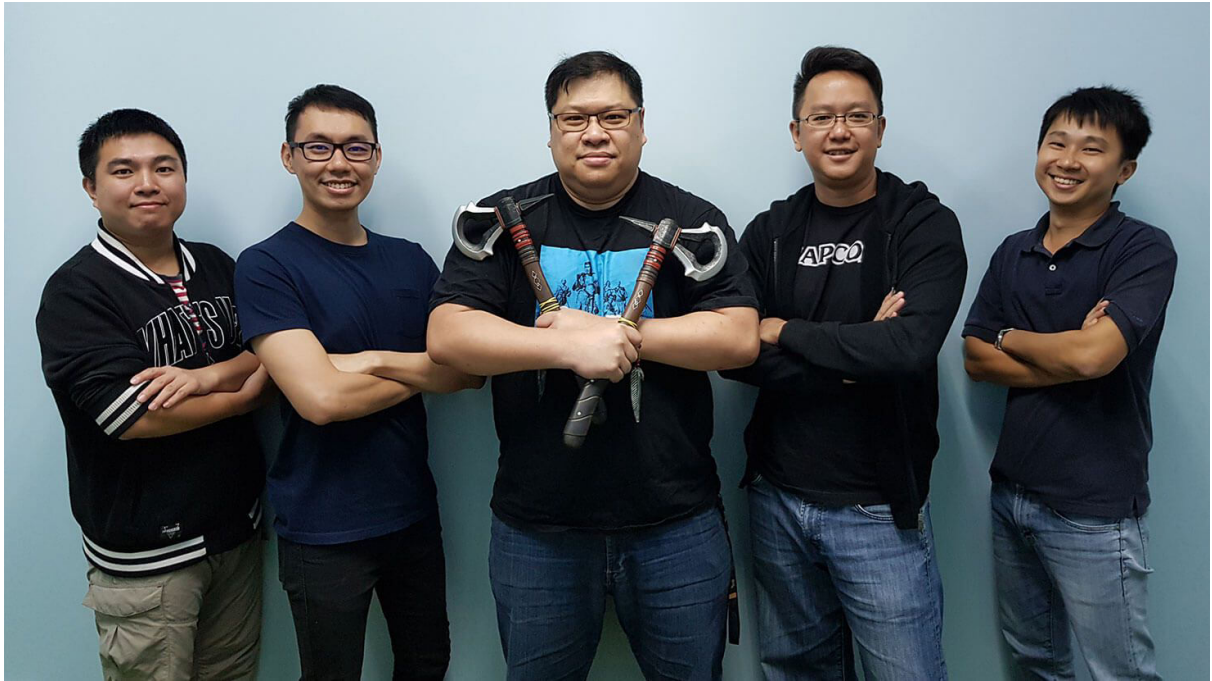


Toiling away like modern digital masons is our **IT Team**, ensuring smooth sailing with all things software and design related. The team is comprised of mostly seasoned veterans in the IT service sector with over a decade's worth of experience apiece;

encompassing expertise such as supporting staging & production deployment, software architectural evaluation, database administration & risk assessment, software engineering, and more.



Working on the development side of things, we have engaged a team of experienced software developers with the combined experience of over 34 years in the industry. The team, with offices in Hong Kong and Chengdu, have participated and lead software & database development projects in substantial banks, insurance companies, and casinos. They have since moved on from the corporate scene and are now focusing their efforts on social gaming websites.



We have also engaged in a Singaporean development team that has developed and provide numerous hardware and software solutions including IOT devices, online and mobile platforms, mobile e-wallets, backend management consoles and systems, business productivity platforms, service staff appreciation and rewards system, mobile e-commerce platforms, chat, streaming and social network modules, and more.

OUR ADVISORS & CONSULTANTS

We have selected our Advisors and Consultant strategically to help us enhance the business potential and growth of the industry. We believe, through these advisors and partners, we are able to look into the right development of our platform and expand our markets into South East Asia and beyond.



Anthony Lau - CEO, SQ2Fintech Pte Ltd (Platform Advisor)

Anthony is an established entrepreneur and corporate leader. Leading companies and business units to conceptualize, develop and execute business wins is a second nature. Anthony has vast experience and business network in the online and mobile platforms space.

<https://www.linkedin.com/in/anthony-lau-56a2511b>



Ronald Aai - CTO, SQ2Fintech Pte Ltd (Blockchain and Technology Advisor)

Ronald is a serial entrepreneur in the new world industry for the last twenty five years. He successfully built several internet businesses in his early career and has been developing new technologies for social media, payment, mobile wallets, mobile phones, telco systems, IOT solutions and blockchain technology. Ronald has several IP filed under his name related to mobile software development.

<https://www.linkedin.com/in/ronaldaai>



Kenneth Tan - Co-Founder & COO - Pinnacle Digital (FundYourselfNow) (ICO Advisor)

Kenneth has extensive experience in software development and is currently the COO at Pinnacle Digital.

He consulted on large scale enterprise deployment for MNCs and government Agencies. He has over 10 years of experience in the design, development and implementation of custom applications, mobile app development, website and eCommerce platforms, helping startups and business build their products. He is an avid supporter of the fintech and its potential applications that can revolutionize the world.

<https://www.linkedin.com/in/ktan85/>



Fayyaz Hussain - Consultant

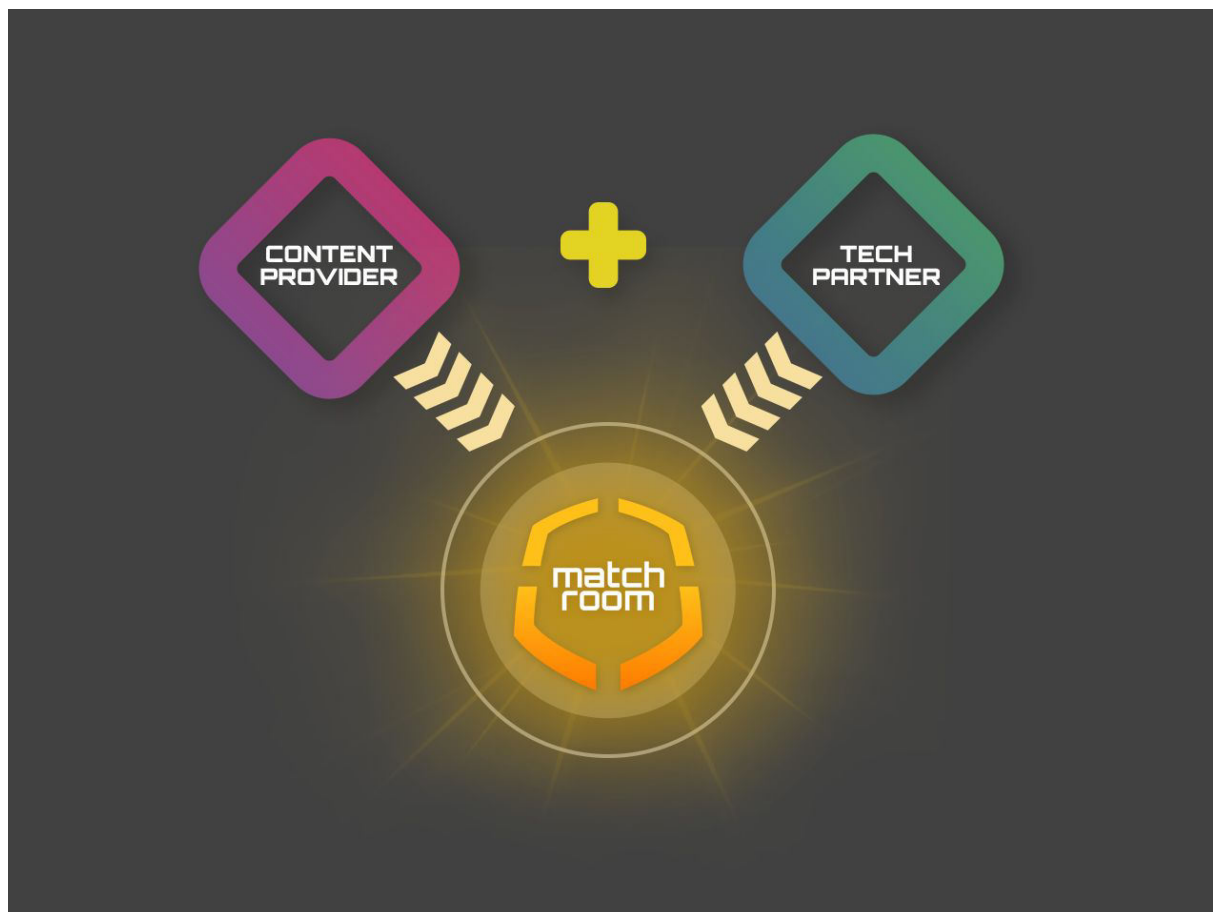
Self motivated executive with 17 years of professional experience in setting up Business Development (Sales) and online- marketing teams from ground up to generate revenue and growth in Telecom, Consumer Internet and Media. Deep understanding of markets and business culture of Indian sub-continent, South East Asia and Africa.

<https://www.linkedin.com/in/fayyazhussain/>

STRATEGIC PARTNERSHIPS

To ensure Matchroom platform is well positioned in the markets we are operating in, we have formed strategic partnerships with the following partners. The key success factor to Matchroom is for Matchroom platform to having have the right content partners, a technology partner and local market expertise.

In solidifying this partnership, Matchroom platform intends intends to export gaming and eSports content from China, including but not limited to Hoo Lai and HKCGA, and expand its reach towards South East Asia and in the near future towards India, Middle East and Latin American markets. In order for us to do so, we are partnering with SQ2Fintech as a forefront technology provider is building up our platform which is fully capable of reaching out to the global market.





CONTENT PARTNER

Hoolai Games

Hoolai Games is a Chinese mid-core social Web and mobile game development company and game publisher founded in 2008 by its CEO Qiao Wanli and President Jian Huang. Hoolai's portfolio of games including its flagship game, Hoolai Three Kingdoms, can be found in game platforms including the iOS App Store, Google Play, Facebook, Renren, and Tencent's Qzone.

Hoolai Games is headquartered in Beijing, and employs more than 700 people with offices in Shanghai, Tokyo, Guangzhou, Taipei, and Silicon Valley.



TECHNOLOGY PARTNER

SQ2 Fintech Pte Ltd

SQ2 Fintech is a Financial Technology Solution-as-a-Service provider (FinTech Solaas) headquartered in Singapore with offices in China and Malaysia. SQ2 focus on building innovative technological solutions, platforms and eco-systems; especially in the financial technology industry.

The company has developed and provide numerous hardware and software solutions including IOT devices; online and mobile platforms; mobile e-wallets; global prepaid debit cards solutions with Union Pay and Mastercard; backend management consoles and systems; business productivity platforms, service staff appreciation and rewards system; mobile e-commerce platforms; chat, streaming and social network modules and more.

Besides providing solutions for our customers, SQ2 is developing AURA, Adaptive-Unified-Reputation-Algorithm, our proprietary blockchain enabled Fintech solution. It infuse blockchain technology into IOT gadgets to enable mass adoptions of crypto-ecosystems with ultra low power secured devices.

LEGAL DISCLAIMERS

You should carefully consider and evaluate each of the following risk factors and all other information contained in this White Paper before deciding to participate in the ICO. To the best of Leet Entertainment's knowledge and belief, all risk factors which are material to you in making an informed judgment to participate in the ICO have been set out below.

If any of the following considerations, uncertainties or material risks develops into actual events, the business, financial position and/or results of operations of Leet Entertainment and the maintenance and level of usage of the Matchroom platform and the MR Tokens could be materially and adversely affected. In such cases, the trading price of MR Tokens (in the case where they are listed on a cryptocurrency exchange) could decline due to any of these considerations, uncertainties or material risks, and you may lose all or part of your MR Tokens.

Risks Relating to Participation in the ICO

There is no prior market for MR Tokens and the ICO may not result in an active or liquid market for the MR Tokens. Prior to the ICO, there has been no public market for the MR Tokens. Although Leet Entertainment will use reasonable endeavors to seek the approval for availability of the MR Tokens for trading on a cryptocurrency exchange, there is no assurance that such approval will be obtained.

Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid trading market for the MR Tokens will develop, or if developed, will be sustained after the MR Tokens have been made available for trading on such cryptocurrency exchange. There is also no assurance that the market price of the MR Tokens will not decline below the original purchase price (the "Purchase Price"). The Purchase Price may not be indicative of the market price of the MR Tokens after they have been made available for trading on a cryptocurrency exchange. A MR Token is not a currency issued by any central bank or national, supra-national or quasi-national organization, nor is it backed by any hard assets or other credit. Leet Entertainment is not responsible for, nor does it pursue, the circulation and trading of MR Tokens on the market.

Trading of MR Tokens will merely depend on the consensus on its value between the relevant market participants. No one is obliged to purchase any MR Token from any holder of the MR Token, including the purchasers, nor does anyone guarantee the liquidity or market price of MR Tokens to any extent at any time. Furthermore, MR Tokens may not be resold to purchasers who are citizens or permanent residents of any jurisdiction where the purchase of MR Tokens may be in violation of applicable laws.

Accordingly, Leet Entertainment cannot ensure that there will be any demand or market for MR Tokens, or that the Purchase Price is indicative of the market price of MR Tokens after they have been made available for trading on a cryptocurrency exchange. Future sales or issuance of the MR Tokens could materially and adversely affect the market price of MR Tokens. Any future sale or issuance of the

MR Tokens would increase the supply of MR Tokens in the market and this may result in a downward price pressure on the MR Token.

The sale or distribution of a significant number of MR Tokens outside of the ICO, or the perception that such further sales or issuance may occur, could adversely affect the trading price of the MR Tokens. Negative publicity may also materially and adversely affect the price of the MR Tokens. Negative publicity involving the Leet Entertainment, the Matchroom platform, the MR Tokens or any of the key personnel of Leet Entertainment, and/or regulation of cryptocurrencies may also materially and adversely affect the market perception or market price of the MR Tokens, whether or not it is justified.

There is no assurance that there will be sufficient engagement in the Matchroom platform such that you will receive such benefits and rights anticipated to be distributed to active users of the Matchroom platform. This is because the ability of Leet Entertainment to provide the MR Token subscribers their rights and benefits depend on the future results of operations and the future business and financial condition of the ICO, and there is no assurance of the future results of operations and the future business and financial condition of Leet Entertainment and/or the ICO. There is also no assurance of any success of Matchroom platform.

The value of, and demand for, the MR Tokens hinges heavily on the performance of the Matchroom platform and the continuous active engagement of its users and success of its contemplated business lines. There is no assurance that the Matchroom platform will gain traction after its launch and achieve any commercial success. Furthermore, there is no assurance that any of the activities contemplated by Leet Entertainment will be launched and generate sufficient customer traction.

While Leet Entertainment has made every effort to provide a realistic estimate, there is also no assurance that the funds raised in the ICO will be sufficient for the development of the Matchroom platform. For the foregoing or any other reason, the development of the Matchroom platform may not be completed and there is no assurance that it will be launched at all. As such, distributed MR Tokens may hold little worth or value. The funds raised in the ICO are exposed to risks of theft and while Leet Entertainment will make every effort to ensure that the funds received from the ICO will be securely held in an escrow wallet, which is a multi-signature address with access thereto by private keys held by reputable and trusted parties.

Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, vulnerabilities or defects on the ICO website, in the smart contract(s) on which the escrow wallet and the ICO relies, on the Ethereum or any other blockchain, or otherwise. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. In such event, even if the ICO is completed, Leet Entertainment may not be able to receive the cryptocurrencies raised and Leet Entertainment may not be able to use such funds for the development of the Matchroom platform.

Risks Relating to the ESCROW Wallet

The private keys to the escrow wallet may be compromised and the cryptocurrencies may not be able to be disbursed. The escrow wallet is designed to be secure. Each

of the holders of the private keys to the escrow wallet will use all reasonable efforts to safeguard their respective keys, but in the unlikely event that the keys to the escrow wallet are, for any reason whatsoever, lost, destroyed or otherwise compromised, the funds held by the escrow wallet may not be able to be retrieved and disbursed, and may be permanently unrecoverable.

In such event, even if the ICO is successful, Leet Entertainment will not be able to receive the funds raised and Leet Entertainment. will not be able to use such funds for the development of the Matchroom Platform. As such, distributed MR Tokens may hold little worth or value.

Legal Governance & Compliance

Leet Entertainment has sought out legal and compliance expertise to ensure that the ICO meets the new regulatory rules of the Initial Coin Offering at the ICO-stage.

According to the professional opinion of our legal advisors, our MR Tokens should not be deemed as securities and do not need to be registered as a security.

Regarding Translated Versions

The official version of the whitepaper is the English version ("Matchroom ICO Whitepaper"). Any documentation found in other languages are mere translations made to ease the understanding of non-english speakers. Leet Entertainment takes no responsibility for any errors or omissions in these translations. Leet Entertainment also gives no warranty, express or implied, as to the accuracy, completeness or reliability of the translation. In case of conflict or discrepancy between those translations and the English version, the English version shall be given priority and will always prevail.