



FX1

FX1 Sports

**Watch live sports online with your
friends anywhere, anytime.
Redefined for Gen Z and Millennials**

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FX1 PROJECT OVERVIEW

The vision for FX1 was born out of real life challenges for the two founders. When we moved away from Australia to the USA it became difficult to stay in touch with friends and family. We're both very passionate about our various sports and decided to create FX1 to help stay connected with friends on a common topic - sports!

This has now turned into a new way for us to stay connected and interact through our live messaging platform (chat, audio, video). Sharing and experiencing together the best moments of live sports online with friends, anywhere, anytime.

The world is entering a new era of fandom where watching sports online should be a community driven, fun and engaging experience.

As live streaming continues to explode in usage across the younger generation of fans (18 - 35 year olds), we are seeing major changes in how fans want to consume and interact with live sports.

FX1 delivers an interactive live messaging platform (chat, audio, video) that seamlessly integrates into the streamed sports game day experience using our proprietary built technology. We make it super easy and fun for fans from across the world to connect, earn rewards, prizes, and engage socially online.

FX1 is on a mission to become the worlds #1 social messaging platform for sports communities. It demands a home as how we now consume & interact with live sports online has changed forever.

The standard format and delivery of professional sports online is not contemporary & relevant, and has become unappealing to Gen Zs and early Millennials

Traditional Fan Base
Gen X & Baby Boomers (>40yrs)
Behaviour: Passive
Format: TV, News, Articles

The New Emerging Fan
Gen Z & Millennials (18-35yrs)
Behaviour: Active
Format: Gaming, Streaming, NFTs, Social

Advancement in Internet Delivered Models (*Over The Top*) or streaming has caused a number of challenges



Streaming Fragmentation – growing competition, multiple sources for content, payment structure

Increasing Competition - entertainment, gaming, emerging sports, pop culture

Change in Behavior – want instant-messaging, gaming, self-expression, social interaction

Decline in Sports - 27% of Gen Zs dislike sports and 40% don't watch sports at all

Gen Z's & younger millennials (18 – 35yrs) have created a new era of fandom for professional sports

GROWING SEGMENT

20%
YoY growth for
sports streaming
through 2028



Gen Z's are
26%
of global
population



Streaming
Gen Z's #
1 channel

Avg Gen Z fan
follows over
6.5
sports

Global sports
fan market
size
\$272bn
by 2028



Sports have
access to a
global fan
base

**"95% of our
fans will never set
foot in our stadium."**

Brent Barry VP,
San Antonio Spurs

FX1 OUR SOLUTION

A free interactive live messaging platform (chat, audio, video) that aggregates and seamlessly integrates with live streamed sports games. Making the experience easy and more engaging for fans to connect socially while watching sports from anywhere

DISCOVER EVENTS

Find sports events and live sports moments based on interests and fan behaviours

Search across various aggregated sports streaming platforms

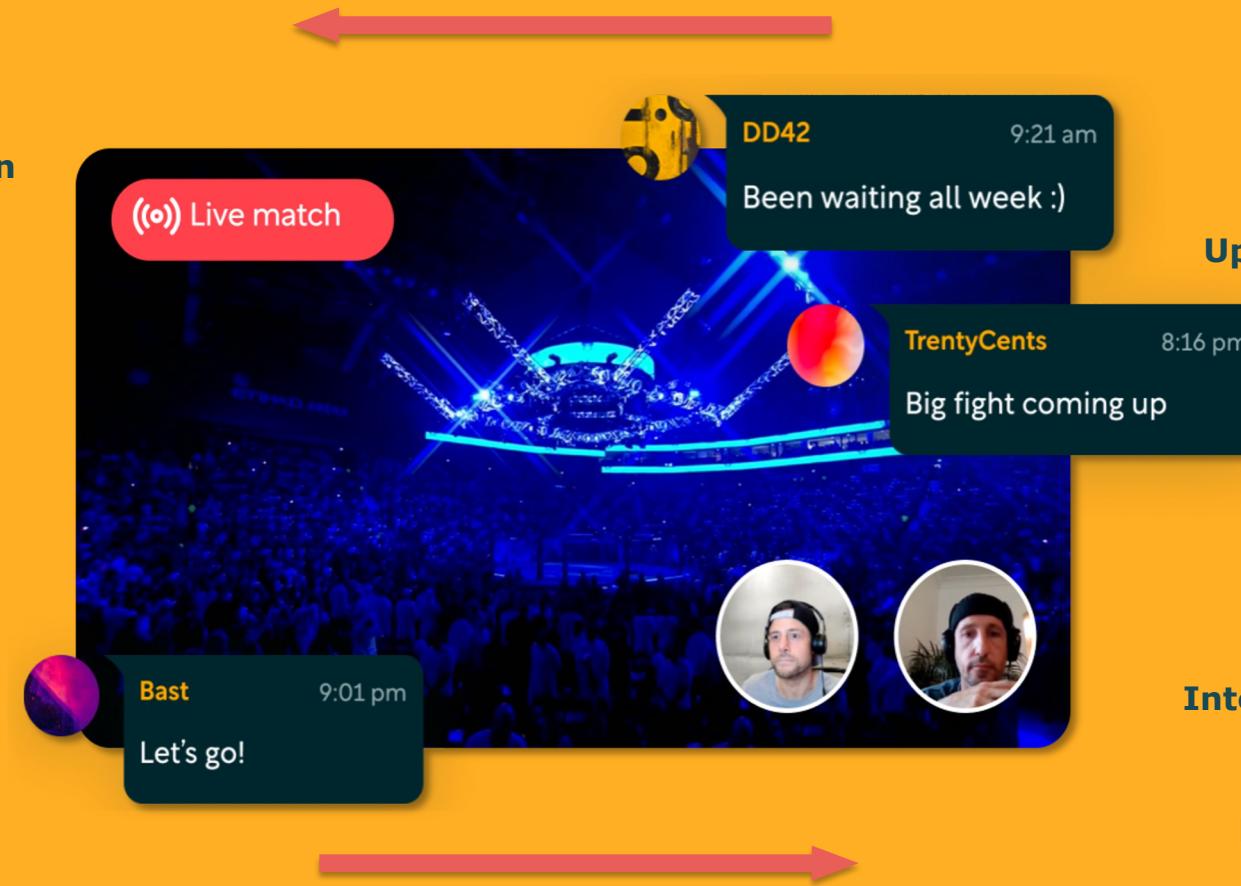
Pay annually, per view, or to access a section of the live game

INVITE FRIENDS

Create a public or private event

Seamlessly invite friends & your fan groups

Register for upcoming events with popular hosts, friends, & fans



FAN SIGNS UP

Authenticate your streaming platforms

Upload contact lists, find friends, create fan groups

Create your fan avatar

GO LIVE

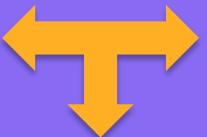
Finds friends real time and join their live game stream

Interact live via instant messaging, audio, & video with friends

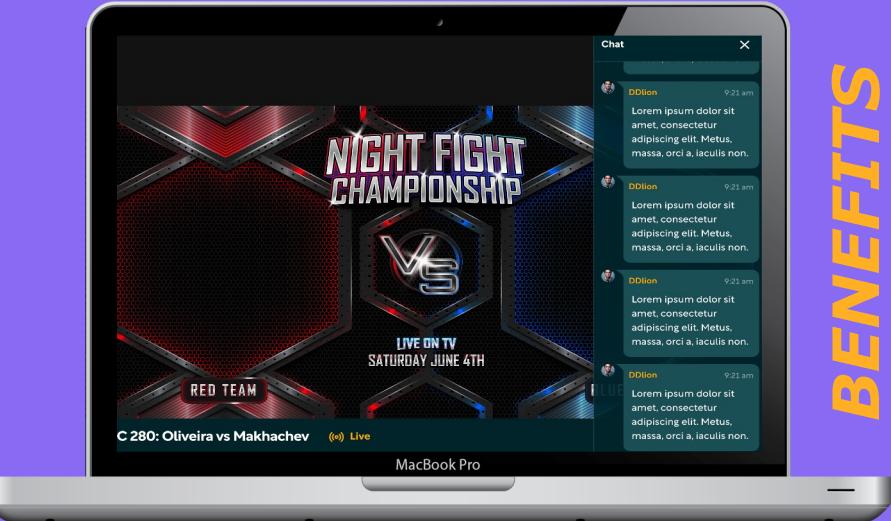
Earn \$FX1 and rewards while watching

FX1 BENEFITS FOR FANS

Watch live sports online in the one place, chat and engage with your friends across the world, and do so earning \$FX1



BENEFITS



Watch live sports with friends & fans

Join live game day events to watch with friends, or host events and build a fan community



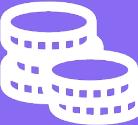
Real-time recommendations of what online games to watch

Custom-built algorithm developed around fan behaviors and real-time sports data



Enhanced interaction using our custom-built messaging technology

We enhance the game day experience by combining instant messaging, audio & video to live streamed sports events



Earn \$FX1, clout & rewards for watching sports

A gamified experience where you can earn by watching or hosting events & winning live competitions

FX1 PLANNED
PARTNERSHIPS

Watch your favorite league, team, or players online with friends via FX1

LEAGUES



STREAMING

ESPN+

hulu



prime video

*FX1 is currently not affiliated with any of the above brands and is contacting leagues/ streaming services with current partner conversations

How does \$FX1 work?

EARN

- Get rewarded for creating and setting up your account
- Refer friends and earn off their activity, forever
- Host games & shows and earn on viewer count + activity
- Earn through minutes watched of streamed events

USE

- Purchase discount streaming subscriptions with the top providers
- Use \$FX1 to pay for watching a single game, no subscription required
- Buy collectibles and digital sporting memorabilia for your fan avatar
- Tip other fans, sports stars, coaches or management

STAKE

- Stake your \$FX1 for compounded yield
- Choose a set lockup period to increase your earning rate
- Earn discounts off purchases based off staking earning rate
- Raise the status level of your fan avatar to access discounts and benefits

FX1 NFT FAN AVATARS

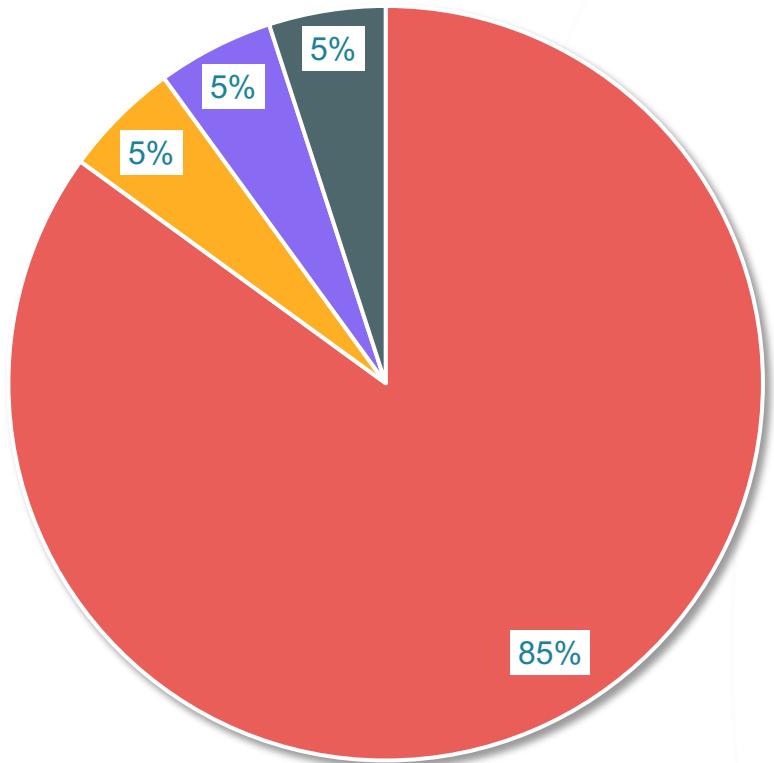


By becoming one of the early holders of the \$FX1 token, you'll be in the draw to receive NFT Drops for our prized Fan Avatars when they are released later this year.

- ✓ Get access to the most unique and exclusive Fan Avatars on launch
- ✓ Use your Fan Avatar to gain special powers and voting rights
- ✓ The more tokens you buy and hold, the better chance you have for a drop
- ✓ Earn the right to sell your avatar for a profit as it grows in value

FX1 TOKENOMICS

TOKEN DISTRIBUTION



■ LP ■ Team ■ CEX ■ Partners

\$FX1 is an ERC-20 token with a total supply of 250 million. Transaction fees fund the long term growth & vision of FX1.

250M

Max Supply

6%

Sell Tax

6%

Buy Tax

0.5%

Max Transaction
Anti-

1%

Max Wallet
Anti-

FX1 LAUNCH OBJECTIVES

The fair token launch of \$FX1 is an important step to further develop our platform, build out our team, and form key partnerships.



Product Development

Continue the build of our website and apps



Hire Team

Acquire A-Players across development and growth



Fund NFT Launch

Help assist the launch of our Fan Avatars in Q2/Q3 2023



Rewards Incentives

Plan, design and build our incentive program around \$FX1



Tokenomics Design

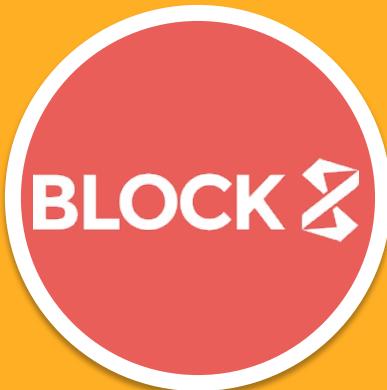
Complete our tokenomics design and whitepaper

We have partnered with the best in the industry to ensure our future success.



Proof - Our official partner for our Fair Launch campaign, ensuring safety and confidence for all investors

www.proofplatform.io



Block8 is a leading blockchain development studio with a proven track record across Fintech, Proptech and Regtech

www.block8.com



Our smart contracts are audited by **Solidity Finance**, who protect over \$50 billion in on-chain value

solidity.finance



Assure Defi is a leading independent third-party verification service that weeds out bad actors and keeps crypto safe

www.assureddefi.io

Thank you

<https://fx1.io>

