

Welcome to The ZUKI Group

An in-revenue, internally diversified, set of cutting-edge tech plays, each built for explosive growth, & all benefitting from abundant synergies



Providing engagement tools for influencers in the form of crypto-fueled P2E games (USA)



Building the largest, most data rich and accurate collection of death and vital records on earth, giving access to 1B+ records, serving community of 1.5M+ (USA) (in revenue)



Providing on-demand delivery services to the UK's chain stores and independent retailers and restauranteurs (UK)

(in revenue)



Promoting a scientific, app-based approach to fitness & metabolic health (USA)

Money Ball

Helping sports clubs & organizations maximize the value of their content though an Al-powered suite of ad management tools (Portugal)



Providing world class eSports endurance racing content and fantasy gaming (Denmark)



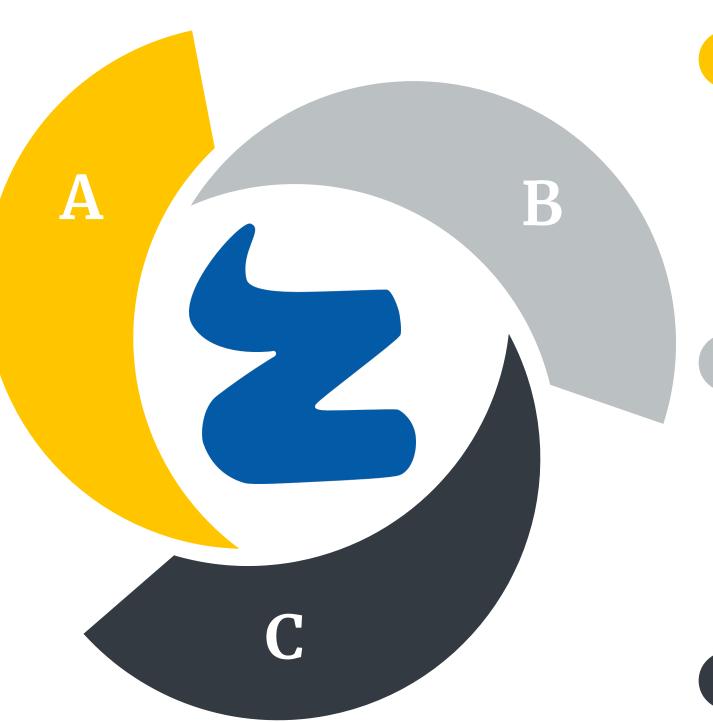


DeliveryDrop



Money Ball





ZUKI Group Values

Values deliberately nurtured and lived every day define destiny.



Beauty

We seek to make the world a more enjoyable and more beautiful place by providing well thought out and reliably delivered services, which make the lives of those in our community better, brighter and easier.

В

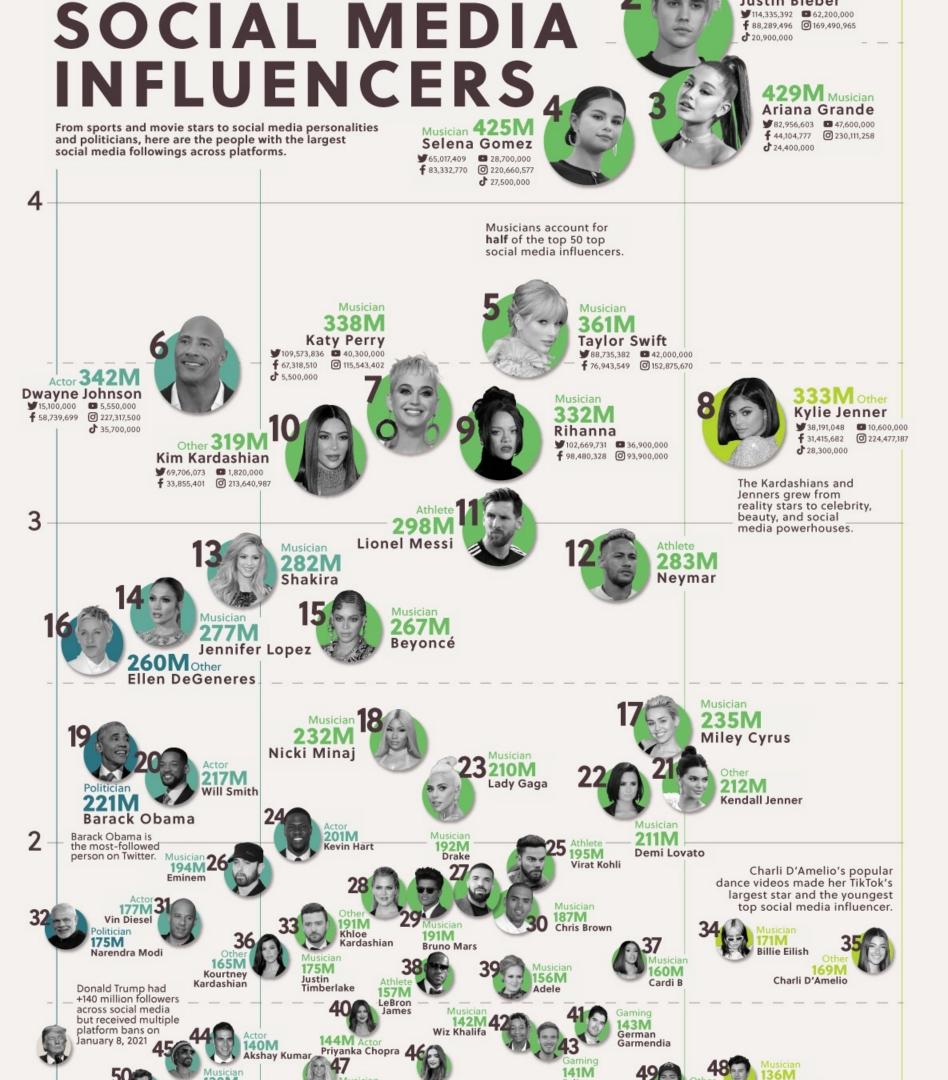
Balance

We seek to deliver a balance of benefits and services to our community of shareholders, employees, token holders, influencers, users and business partners.

C

Bounty

We seek to enrich – both figuratively and financially – our community as we strive for beauty and balance in all we do.



ZUKI's Mission:

Gamify Everything!

The ZUKI games platform empowers influencers of all sizes and all areas of interest to engage their followers by enabling them to create and to run topically relevant pay-to-play, play-to-earn games.

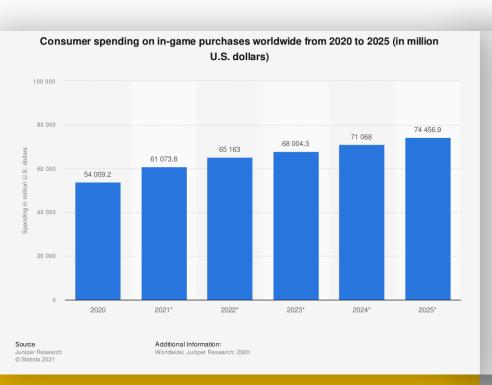
All ZUKI games are games of speed, skill, knowledge & memory. None involve speculation or gambling. of any kind.

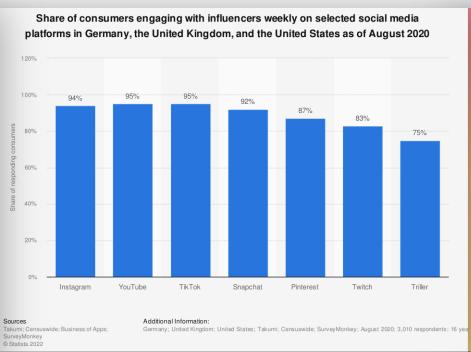
The ZUKI games platform provides influencers and their followers with many ways to win, e.g.:

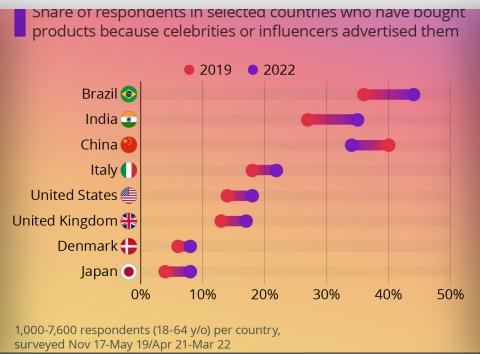
- Play games to earn (P2E);
- Create games to earn (C2E);
- Mint NFTs to earn (M2E); &
- Stake ZUKIs to earn (S2E).

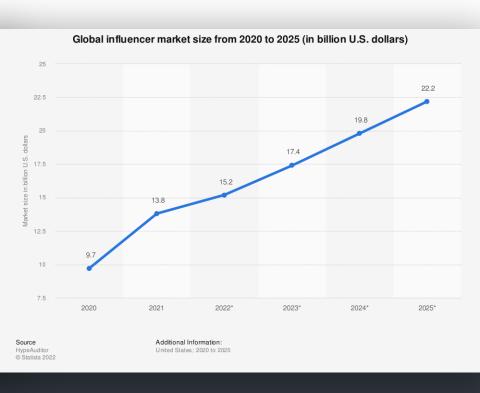
The Resilient Digital Games & Influencer Marketing Markets

Even in Hard Times Like the Pandemic and the Current Economic Turmoil, the Digital (Social, Mobile, Browser-based, & Crypto) Gaming Market & the Influencer Marketing Market Continue To Grow









Digital Gaming Purchases Are Still Going Up

ZUKI's Influencer driven user acquisition strategy and its remunerative three-tiered affiliate marketing program, which rewards influencers and other users to onboard their fans, followers, friends and family, should help ZUKI build user counts and revenue.

Social Media Platforms Abound

ZUKI's Strategy Is Platform

Agnostic, meaning we are

building a game platform, which

can be used by influencers on any

Social Media Platform,

Influencer Acquisition Targeting

Through influencer agents, ZUKI is negotiating with influencer agents in the most productive influencer markets – Brazil, Italy, USA, UK, Denmark & Japan

Influencer Marketing Growth

Despite turmoil and troubles, influencer marketing has grown and is expected to grow

Influencer Engagement Tools

P2E Games of Skill & Knowledge
Game Creation Interface
Influencer Agent Support Panel
Social Media Platform Agnostic

Built-In Technology & Business Risk Mitigation through Diversification

With the various technologies. Business models and markets represented within the ZUKI Group, Investors

Have More Ways To Win and Know Going In That We Are Already in Revenue

01 02

05 04

Generous Game Economics & Wealth Creation System

Built-in SmileCoin-Supported, Cost-Efficient System for Sharing the Bounty Generated on the Platform

Limitless Subject Matter Coverage

Our P2E Games Come From Real World Influencers and Are As Unlimited in Their Subject Matter As Are Our The Interests Represented in an Influencer's Audience of Followers

This Serves To Make ZUKI P2E Games as Inherently Diverse,
Equitable and Inclusive as Possible. By Comparison, the Rest of
the Digital / Mobiile Games Marketplace Is 80:20 Male Dominated

Game Making For Everyone

ZUKI P2E Game Making Will Be Opened to All ZUKI Game Platform using a Games-as-a-Service (Gaas) Model

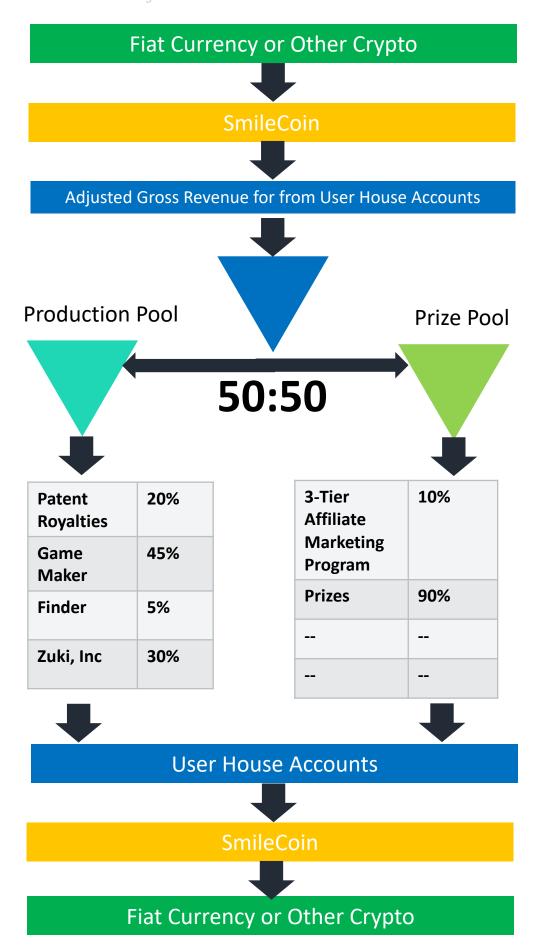
ZUKI Utiklity Token

03

This Token Will Be Used Early as a Consolation
Prize, but as the Number of Wallets Holding, ZUKI
Tokens Increases. These Tokens will be Used for
Game Access & Other Utillities with Our Games
and within our Group, of Companies.

ZUKI's Single Game Economics

A Community That Returns Value To Its Members



ZUKI Sample Screen Shots

Beautifully Made, Elegantly Executed



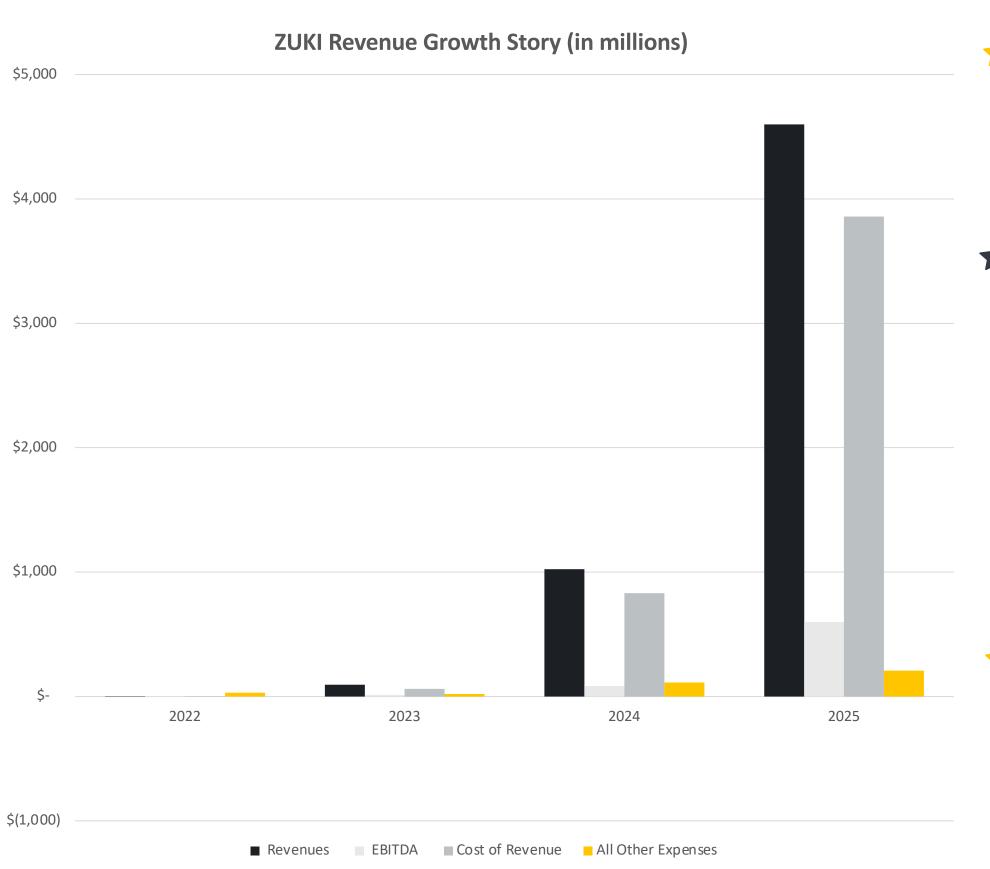




Game type shown: Time Memory Match

ZUKI Projections

Influencer Adoption & a Three-Tiered Affiliate Marketing Program Drive Influencer/User Acquisitions & Growth





Influencers Drives Revenue Growth

Revenue growth is driven by growth in the number of influencers making games on the ZUKI games platform and then by their followers deciding to make games on the platform for their family, friends, and social media followers. ZUKI will open game making to all platform users within six (6) to nine (9) months of its first launch.



Pre-Launch Influencer Acquisition

ZUKI is currently in negotiations with influencer agents representing influencers who collectively reach over 1.5 billion users worldwide. Influencer agents are interested in the ZUKI games platform, because of : (a) the "finder fee" share of revenues generated by each influencer they onboard; and (2) the "easy button" suite of tools, which ZUKI provides to influencer agents, which enable them to support and to manage their represented influencers on the platform.

The interest of influencers in adopting ZUKI is driven by:

- (1) ZUKI's being a direct, remunerative, fun means of fan engagement; and
- (2) ZUKI's providing influencers new spaces to allow their sponsors to engage their fans, without influencers being see as "sell outs".

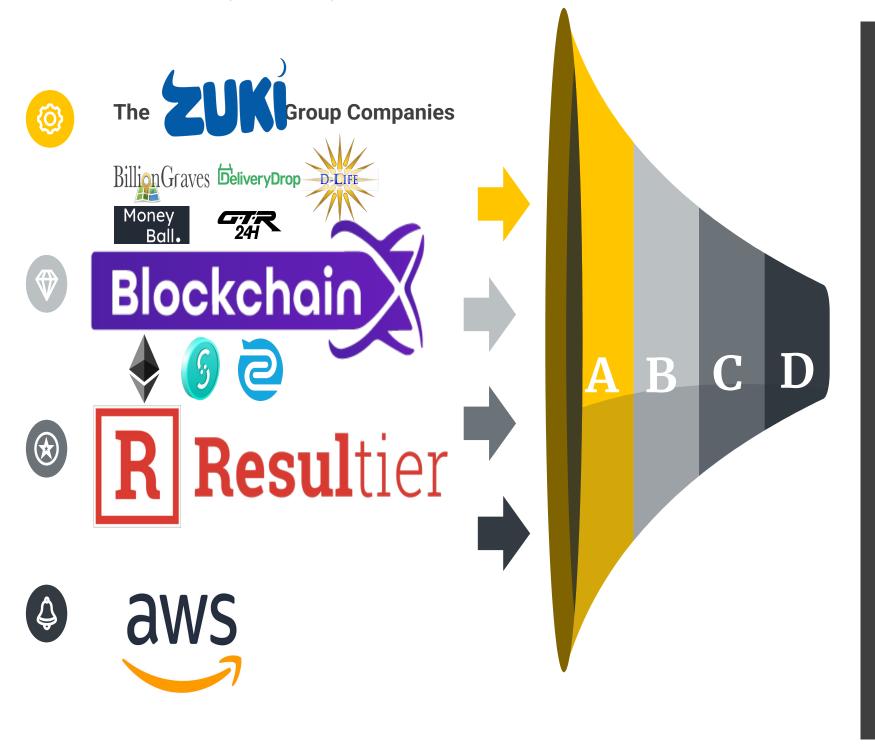


Three Tier Affiliate Marketing Program Drives Growth

ZUKI provides all users -- influencers and followers alike - with a three-tiered affiliate marketing program that pays those who bring new users to the ZUKI games platform a percentage of each new user's spend on the platform for a defined period of time, depending on the user's subscription level.

Key Partnerships

Where but for these partnerships?



Leadership Team

Board Members, Officers, Experts & Other Key Leadership

Board

- Vince Hesser, Chair -- Real Estate Developments; MMA Sports Ventures Investor/Operator; Accountant
- Shawn Wright, Director/Company Secretary Real Estate Development; MMA Sports Ventures Investor/Operator; Nevada Company Secretarial Expert
- **Jim Phipps**, Director Serial Entrepreneur; Board Level & C Suite Leader; Direction & Turnarounds Expert International Commercial Attorney

Officers

Platform

The ZUKI Games

- Jim Phipps, CEO, Zuki, Inc.
- Hudson Gunn, CEO, Billion Graves
- Syed Sherazi, CEO, Delivery Drop
- Paul Stevens, CEO, D-Life
- Helder Silva, Founder, Moneyball
- Jon Fabricius Turrell, CEO, GTR24H

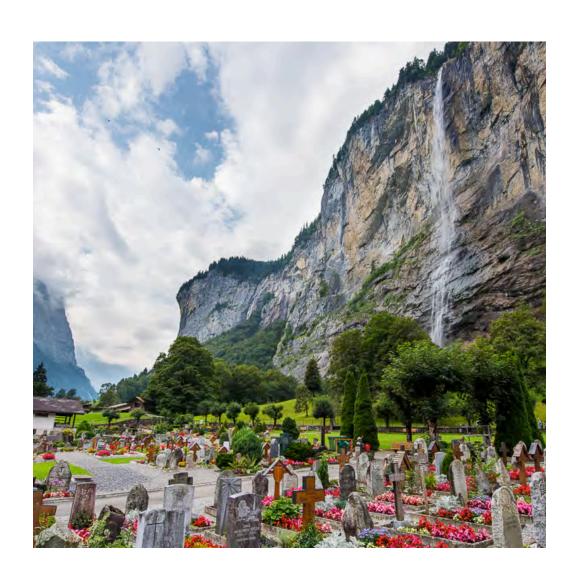
Experts & Other Key Leadership

- Yokesh Sankar, Technical Blockchain Advisor; Serial Blockchain Entrepreneur
- Vinayak Rajagopalan, ZUKI Utility Tokenomics Advisor
- Ravishankar Shahmugam, ZUKI Utility Token Project Manager
- Spencer Patterson, Contracted CTO; C-Suite Executive & Serial Entreprenuer
- Ammon Cookson, Oversight Executive; C-Suite Level Executive
- **Diego Rodrigue**, Program Manager
- **Bernd Helzer**, Principal Engineer
- Greg Parkinson, Principal Engineer
- Rafael Solano, Leed Full Stack Engineer
- Feroze Mohammad, Consulant; Lead Nomad Developer
- Steven Diaz, Full Stack Engineer
- Natalie Stout, Lead UX/UI Designer, Infrastructure Engineering



BG is the best and most accurate resource of death records ever collected





BillionGraves

Mission: To create the world's largest and most comprehensive index of vital death and burial information

Model: B2C Subs | B2B Licenses | B2G Subs+Licenses

READ MORE

READ MORE

Genealogy Market

Total Market size: \$3.4b in 2021 - \$8.6b by 2030 Pool of 3M genealogy service subscribers - Ancestry.com 2020

- Crowd-Sourced Volunteers

 1.2 Million active volunteers who have made over 100M contributions in over 200 countries.
- Innovative Technologies
 In-house proprietary technologies using AI and machine learning to 10x content capture rate.
- Proven International Presence

 Modern and simple web and mobile

 applications with real-time updates and support of 40+ languages.



Traction & Financials

Values in USD

As of Q2 2022*

Current Revenues 2022

\$489,821

Target: \$900,000



Current Monthly Revenue

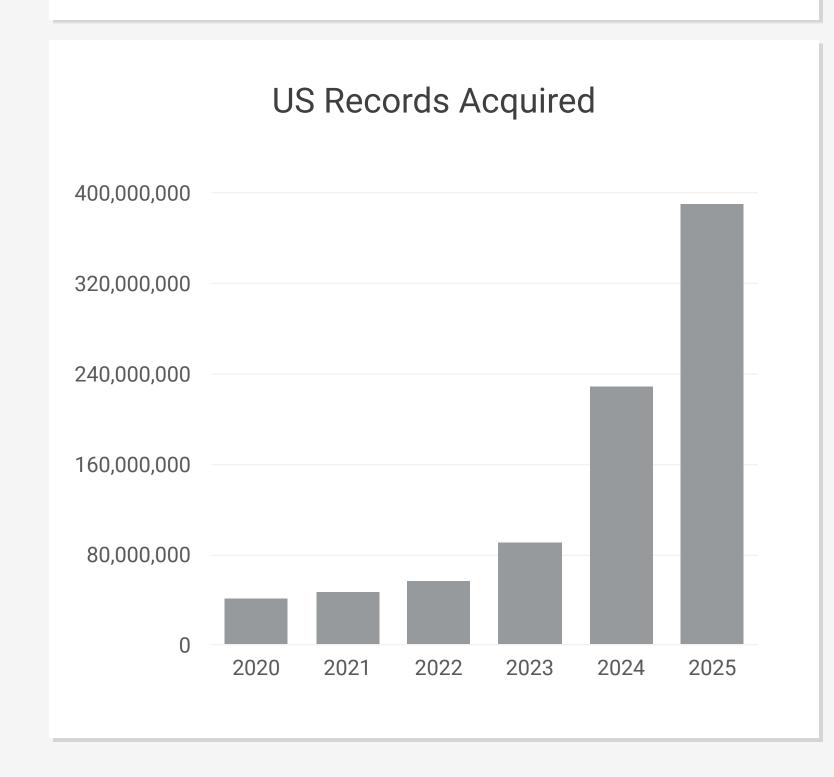
\$69,501

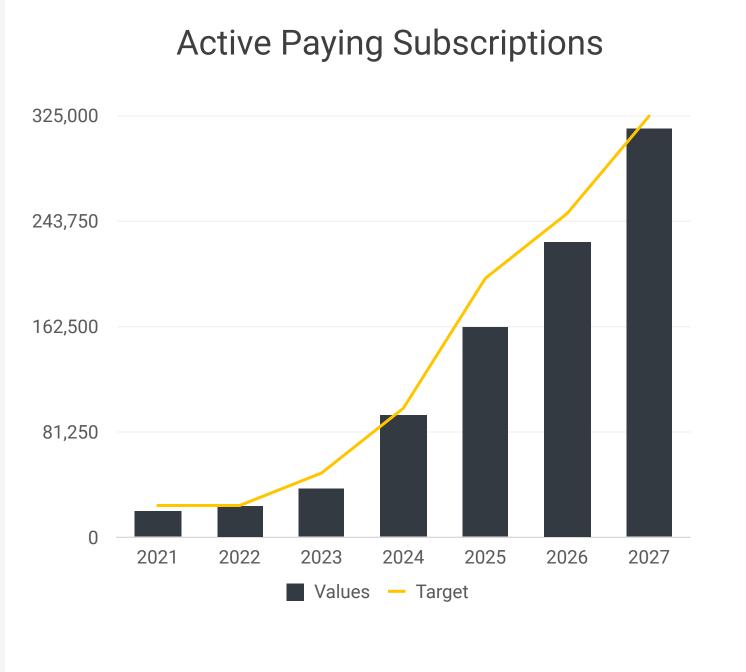
Target: \$65,000

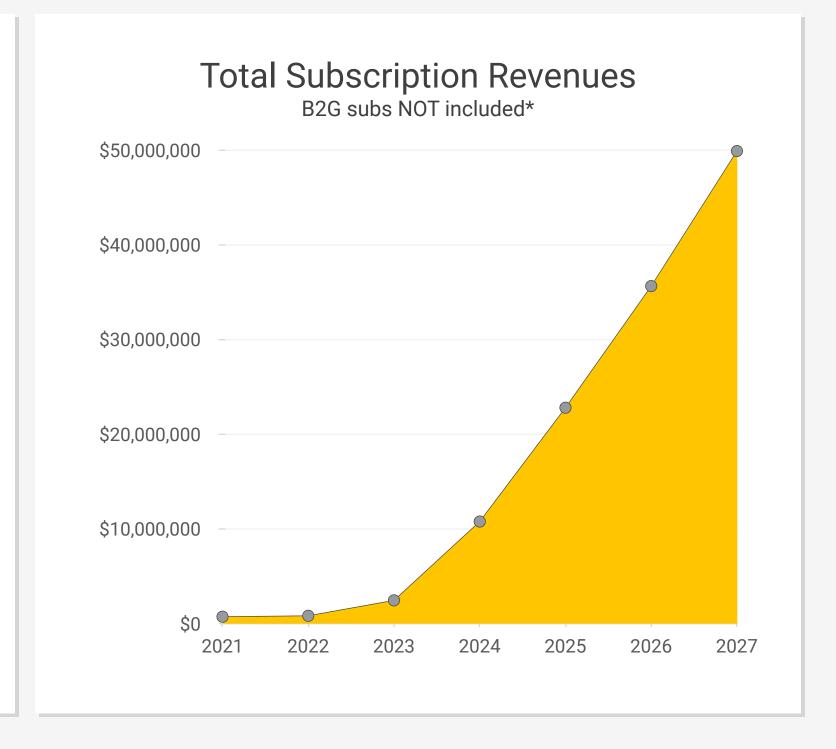


Active Paying Subscriptions

21,029







Preservation of History

Records collect with our tools provide the most accurate and comprehensive index of death information, unrestricted by privacy laws. Most often the ONLY remaining documentation of vital information.

Our Value 02 03





Our in-house proprietary technology allows us to capture content at 10X the speed and 1/8th the cost. It can be mobilized anywhere in the world and begin processing data in real-time.

The "Master" Death Index

Replacing the SSDI record collection as the Master
Death Index providing B2G and B2B services to
target Social Security fraud, identity theft, and voter
registration fraud

Leadership Team

Hudson Gunn

CEO and Chairman. BBA
International Business,
Entrepreneurship and
Technology Commercialization

Brian Moncur

Chief Technology Officer. 30
years of web and mobile
software design and
development with AI and ML

Mike Wolfgramm

Managing Director Atua
Ventures. CTO & SVP of
Technology Ancestry.com

Ralph Yarro

Managing Director Atua
Ventures. CEO, Chairman
Techcyte, Inc and Voonami, Inc

Key Partnerships













Investors Pack 2022

Thank you for your interest in Delivery Drop, the new eGrocery platform set to revolutionise the UK's convenience delivery market.

Our Company. DeliveryDrop is an on-demand delivery service possessing unique technologies within the young, prosperous eGrocery market and beyond.

Hypermarket delivery schedules cause inconvenience for many buyers; small shops have no capacity to offer delivery.

We fill this valuable market space, using an in-house developed app to provide a unique service with dedicated delivery drivers achieving vendor to customer delivery within 60min (28min average).

The modern consumer focus on convenience spans all market sectors. By pioneering the eGrocery field, we empower local business growth and meet a serious consumer need with on-demand, single-click delivery of all conveniences.

We use independent businesses to act as our dark stores without the need of asset management and high stock value.

2018 **Feasibility Study** Q3 Evaluated feasibility of UK market vs US & Asia 2019 Q4 Established a design & development team Planning & **Development** 2020 Q1 Co-Founder, Haseeb Riaz wire-framed the system with technical Development input from Syed Sherazi & Testing Q2 Development of user interfaces initiated Q1 UX & UI testing amongst user groups Q3 Established sales team to signup businesses 2021 Q4 Marketing went live alongside app release **Post Launch** Q1 Primary focus in Sheffield 2022 Q2 Launched service throughout Growth North of England Q1 Nationwide rollout with Stuart partnership Q3 Partnered with Deliverect for integrated C-POS & EPOS



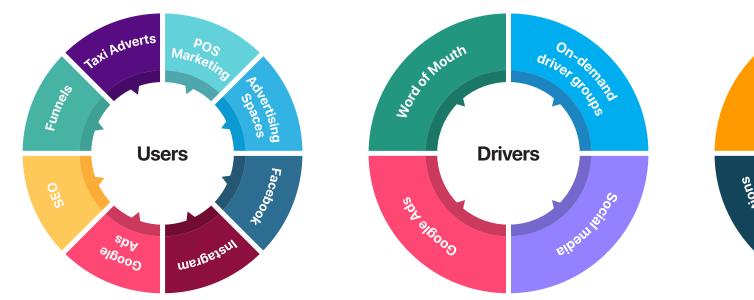
Marketing Traction. As an app-based business, we use a range of funnel-based methods to increase our online presence and download numbers. We have invested heavily in this technology and its experts.

Additionally, we run branding campaigns throughout the cities in which we operate, and offer full POS marketing to vendors to help significantly grow their presence.

Marketing Budgets Year 1 £230,000 Year 2 £425,000

Figures are assumed based on current marketing spend.

Year 3



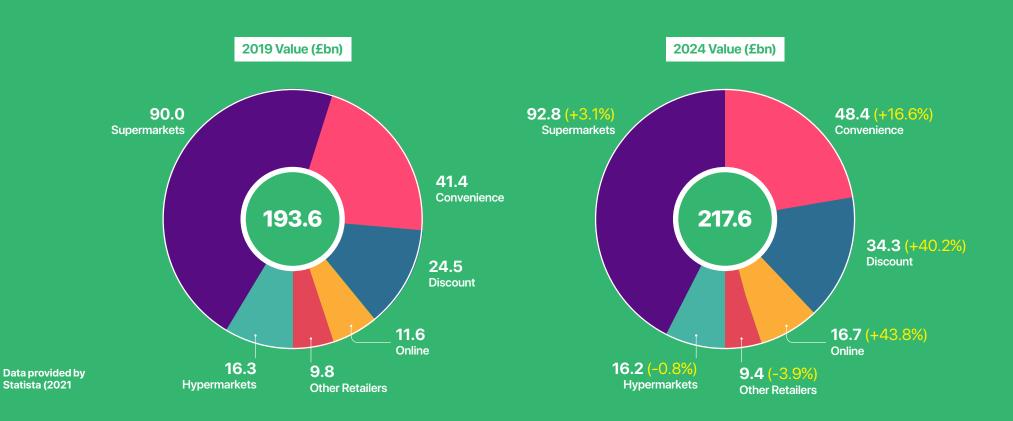


Charts show identified and implemented streams of marketing



£900.000

Around 25% of UK households buy groceries online using supermarket delivery or Click & Collect offerings. Data provided by Statista (2021)

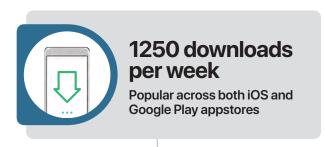


Where we stand. We are delighted to report significant success during our introductory phase one launch. The process has confirmed our forecasts and laid the foundations for confident expansion into most areas north of the UK.











Vision. We are continuously looking for advancements to our technology to stay steps ahead of our competitors.

Currently, we are developing an interactive shopping experience (that we believe to be a UK-first) as a platform provider to any businesses seeking to harness the potential of on-demand deliveries.

This platform will empower users to shop from their favourite branded outlets by way of an Americaninspired technology via MasterCard.

This technology will allow our drivers to carry out our customers' shopping whilst maintaining direct, in-app video, voice and text interactions (from the takeaway counter, supermarket aisle etc.)!

This result is a totally new, reliable and accurate on-demand shopping experience all from the comfort of the customer's home or place of work.









Who is Delivery Drop? Delivery Drop is a convenience-based platform that allows customers to order their favourite products from their local retailers and get them delivered to their door in less than an hour.

We live in a society dominated by convenience. Advances in technology line our lives with incredible efficiencies, such as the ability to order instantly from our favourite restaurants and takeaways. Small restaurants that receive fewer customers can now place themselves on food delivery apps to increase their visibility and bring their excellent products to a broader audience.

And that's wonderful! But as a nation, we still need to head out to buy everything else apart from our favourite feast.

Head to the US, and you'll find a starkly different atmosphere. Almost every American you ask will have a favourite grocery delivery app that delivers

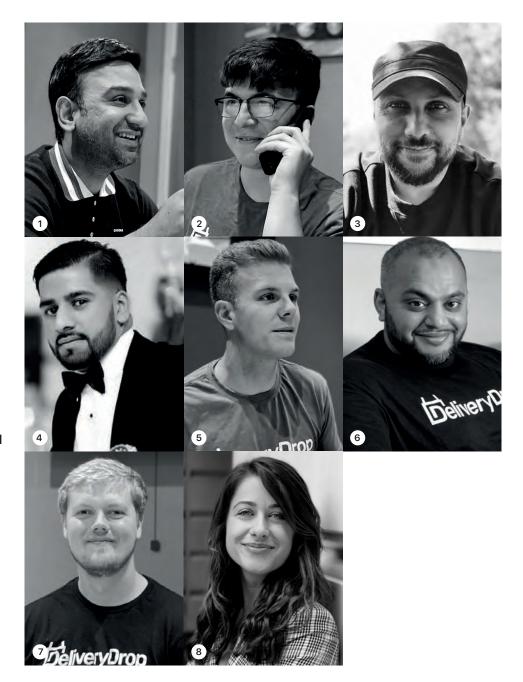
- Syed Sherazi
 CEO
- Callen Deighan
 Social Media Expert
- 3. Haseeb Riaz Head of Design & Marketing
- 4. Khurram Khan Product Specialist

most items in mere minutes. Inspired, we embarked on a journey to build an app that would finally give Brits the experience of REAL consumer convenience in the palm of their hand.

A chance to support the local businesses they knew and loved – plus, find a few more they never knew before!

Almost one year on from this moment of revelation, we are beyond proud to present DeliveryDrop: on-demand delivery supporting a whole host of business types. We hope you enjoy this experience as much as we enjoyed dreaming it up and making it a reality, which we constantly strive to develop for your enjoyment.

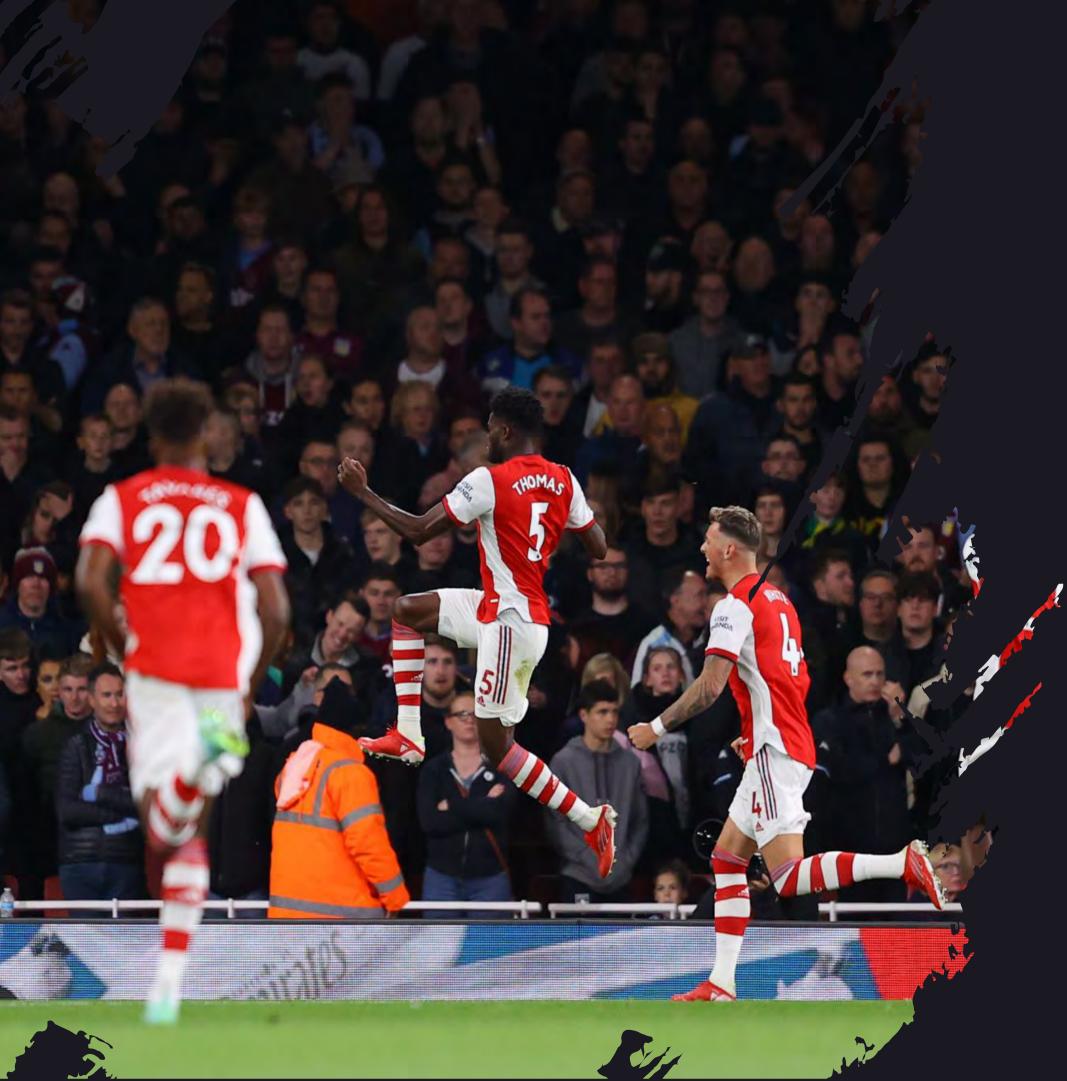
- 5. Jake Clough
 Sales Manager Regional
- 6. Kam Hussain National Sales Manager
- Carl Brazier
 Business Operations Analyst
- 8. Charlotte Coupe
 Development Team Head











Sports Ads MARKET

🜟 Couch Stadium 🥕

Football Fans are investing more in TV Subscriptions instead of going to stadium. Trending since 2014/2015. KPMG Football Benchmark Report.

★ Sports 🔗

By all metrics, sports are the most viewed content by users. 85% of internet users say they regularly watch at least one sport online or on TV.

Sport Ads Market

Expected to reach USD 89.60 Billion in 2027, CAGR of 6.72% from 2021 to 2027.

Money Ball•

Moneyball

★ Untapping SMB's Sports Ads Market



Our AI models can recommend and distribute Ads according to geography, interests, and user behavior, decreasing the cost per view and allowing SMBs and local brands to advertise during sports events.

★ Dynamic Server-Side Ad Platform

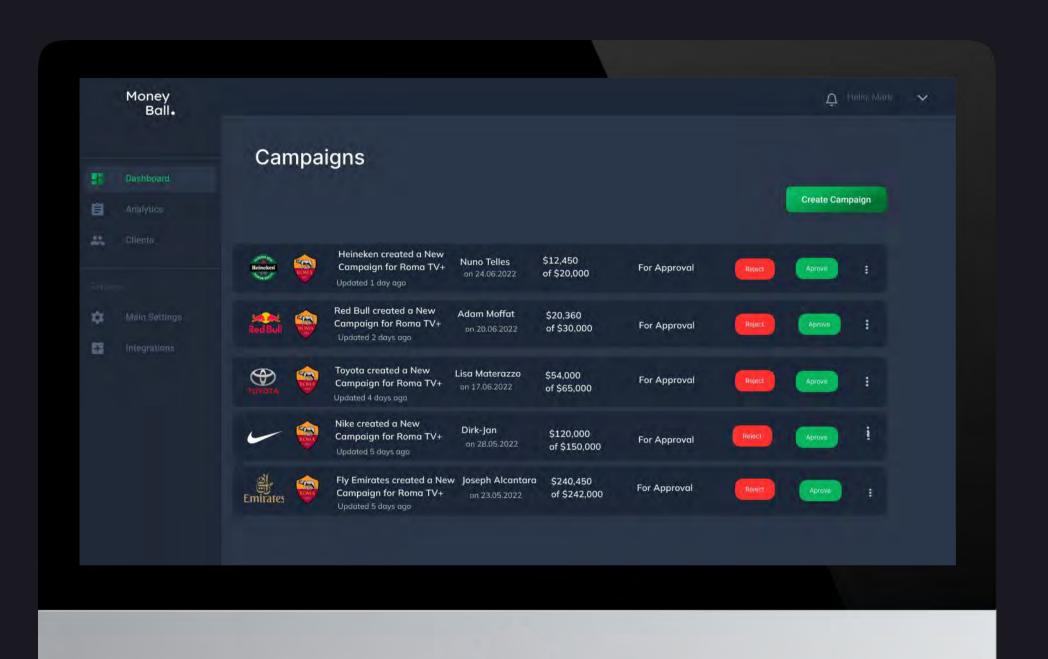


Moneyball can serve Millions of ads at the same time (server-side) and distribute them trough different users.

★ Proprietary Tech

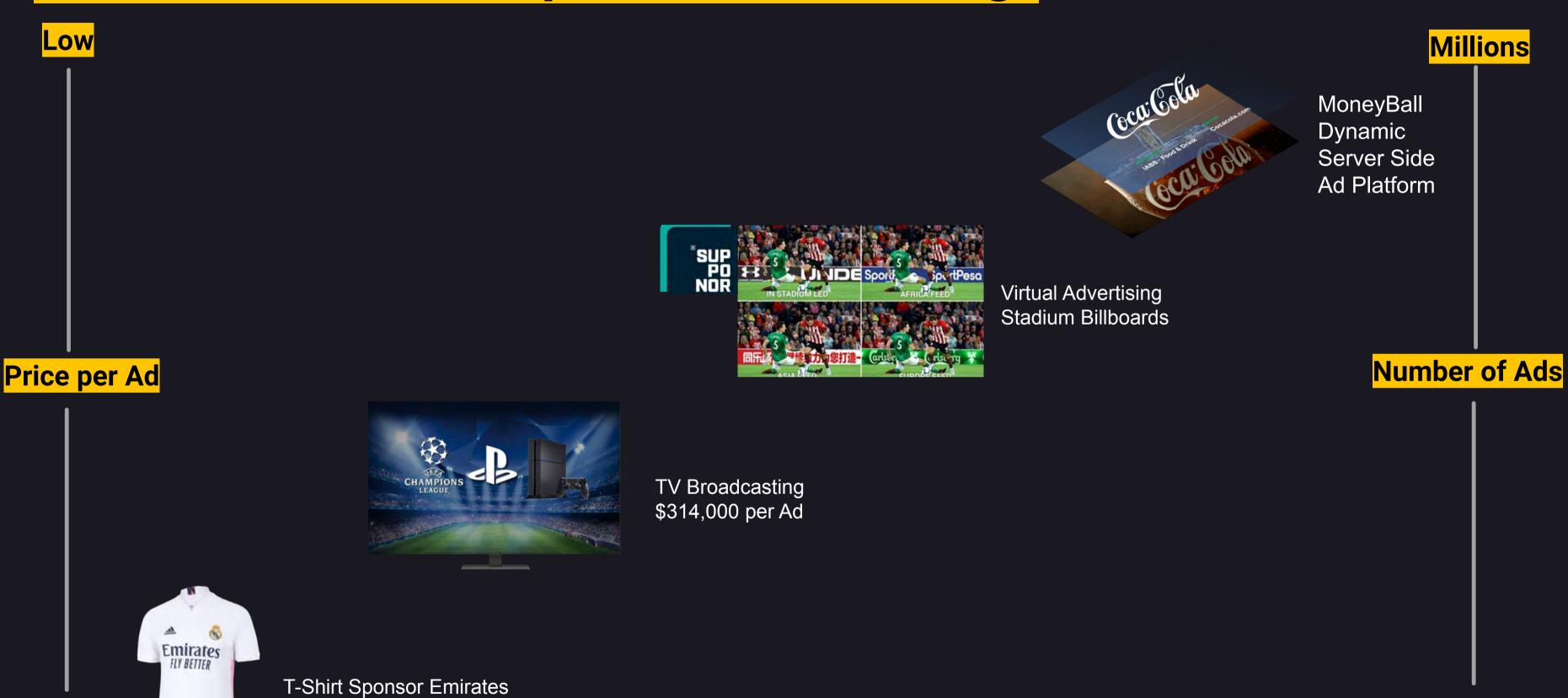


In-house proprietary technologies using AI and object detection in order to track moving objects.





What are the Current Options for Advertising?



Non-Scalable

High

€449 Million

Scalability

Super Scalable

Mainly 1-3

Financials

Revenues per Match susd



Revenues \$USD



Money Ball•

Leadership Team Tech+Finance+Sports

Helder Silva

Founder & CEO

(PhD Neuroscience).
Young Portuguese Entrepreneur of

the year 2019.

Internationally awarded across
Europe, Japan, and the Middle East
(Technology, Entrepreneurship & AI).

Ricardo Monteiro

VP Operations

Co-Founder & COO Mercadao

(Exited to Glovo)

Master Degree in Finance at Universidade

Catolica Portuguesa

Riccardo Nasuti

Head of Digital

(Master in Sports Management)
Football Digital Manager (AS Roma, ACF
Fiorentina). +20 years of experience in
Football & Digital Media.

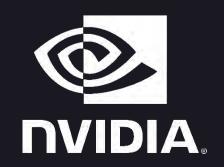
Joel Silva

Director of Partnerships

+10 years of experience as a FIFA Agent.

Key Partnerships













Money Ball.



GTR24H - Home of Endurance eRacing World Championship



Mission: World's biggest Leader in the Digital MotorSport space

Introducing GTR24H

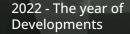
GTR24H is a leader in the simulation ("sim") racing esports "Gaming-as-a-Service" (GaaS) market. Our platform portfolio includes the iconic motorsport racing events series EEWC (Endurance Esport World Championship). Our media broadcast distribution and content partnerships are led by MotorVision TV and also include: AppleTV, Amazon FireTV, Roku, Facebook gaming, Twitch, ESTV and 19+ Fastchannels(Himachi, Ayozat, Carbon TV, Ebaba TV, FreeCast TV, NBC Universal, TCL and many more). Among our sponsorships, we have been honored to feature Fortune 500 technology sponsors which include: Cisco, HP, AMD, and more.

We produce more dedicated sim racing media broadcasts and services to target a large and underserved global Esports audience which encompasses the professional, semi-professional, pro-amateur, amateur and casual gaming enthusiast classes in the sim racing genre. Our origins and funding date back to over a decade ago, as far back as 2007, when we launched our inaugural eSports competitive league series, which today is known as the iconic platform ``EEWC` (Endurance eRacing World Championships) and Sprint Series.

We develop world class, competitive gaming venues, globally available online and also as featured destination arena events, where a global audience of avid eSports racers and influencers, encompassing both the young and the old, both professionals and amateurs alike, compete shoulder-to-shoulder, in a diverse, social media integrated, competitive sim racing ecosystem. With a 2019 market valuation at over USD \$4 billion for sim racing, expected to reach over USD \$9 billion in 2027 globally, according to research from Grand View Research, an industry source for market insight and analytics, we firmly believe we have the right strategy to capitalize on this significant market opportunity.

We encourage u to visit our partner side: https://partners.gtr24h.org/

GTR24H - Esports Market valuation



Current Revenue: 55.000 USD Target: 100.000USD Active Followers: 45.000 Total viewership:

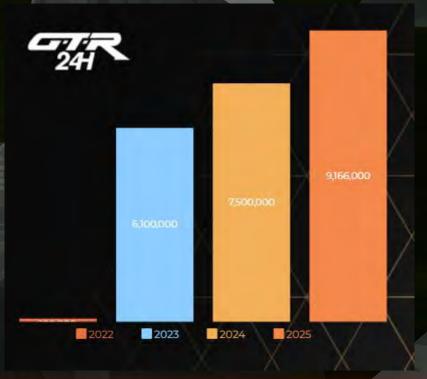
5.1 Million

2023 - The year of Expansion:
Expected Revenue:
6.1 Million USD
Expected followers: 1+ millions
Expected total viewerships: 40+ millions

2025 Operational for more growth Expected

Revenue: 8.1 Million USD Expected Followers: 4+ millions Expected Total viewership will be 160+ million viewers with access to our partnership

deals



Revenue Streams

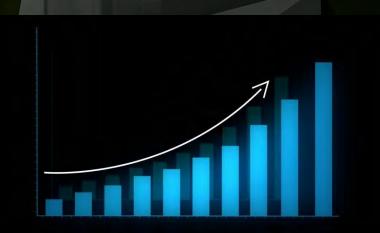
The current revenue stream at GTR24h is generated by broadcasting fees to TV stations, Selling of GTR24H branded Merchandise, Sponsorship deal, Advertising and Future Games development revenues in NFT/Metaverse gaming space and finally media rights to our platform in The Esportlandscape Globally. Currently GTR24H is represented at ESTV (35+ Streaming stations Globally), MotorVision.TV, Amazon Fire/PhilipsTV (Own built Channel), Ongoing launches of 150+ Fast channels in United States and beyond to up sell our content via Campaigns, Media license agreements widely spread out Globally.

GTR24H has annually since 2007 been organizing Esports events and is today the oldest organizer in the space - that has given us substantial knowledge to create the most unique events which resemble being part of a real MotorSport event - At GTR24h we all about the most unique atmospheres in our events for both audiences and and drivers.

This will help us monetize our audience with selling of merchandise, fan engagements and in-depth coverage reports for viewers to follow the teams. GTR24h will through advertising campaigns, sponsorship and events attrach large amount of traffic to our platform with broadcasting deals on large scale TV networks in the foreseen future.

Its been GTR24h current mission in to expand our sales further into the TV markets - with major launches in 2022 and beyond - to create large upsell opportunities such as as advertising, Co-branded Merchandise, user-moneytizations and finally create eSports events in United States, Asia and Europe.

We expect with our current mission that GTR24H will continue to expand our sales in many regions of the Esport space where you will see joint ventures and cooperation with other sections of the Esport industry.



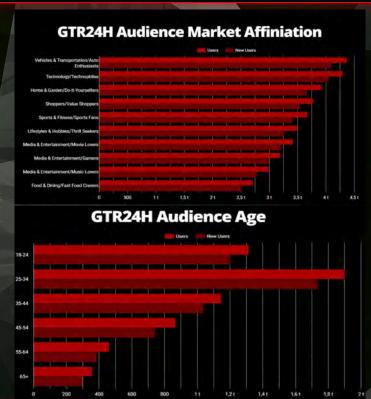
Marketing

GTR24H current revenue streams is utilized by our Broadcasting deals and Sponsorships deals - To this day GTR24H is live streaming on more than 50+ platform via ESTV, MotorVision, Amazon Fire and much more channel networks. The 2023 season will expand our business even further into the TV markets - with major cooperations and large upsell opportunities such as as advertising, merchandise, user moneytizations and meta verse events and eSports events in United States, Asia and Europe.

The majority of the Demographics at GTR24H are 25-65 years old ppl with interests in Vehicles/Transporation Auto Industry, Technology, Sports & Fitness/Sports Fans, Lifestyles&Hobbies/Thrill Seekers, Media/Entertainment/Movielovers and so forth-the area is huge and combined with the general interest for MotorSport fans on Facebook alone is more than 180 million people which are potential customers of our livestream production.

Psychographics is the study of consumers based on their activities, interests, and opinions (AIOs). It goes beyond classifying people based on general demographic data, such as age, gender, or race. Psychographics seeks to understand the cognitive factors that drive consumer behaviors to GTR24H and why. Its of extreme importance that GTR24H learn the market habits of our fans (Men and Women) and what drives them to continue watch our content and what initiatives should be taken to gain their interests for more.

Is it the evolvement to be part of something which unite people? is it more tech? More AR, XR capabilities which is needed? - Psychographics is an ongoing development - which should anyone interested as it creates business opportunities.



GTR24H Partners: ÆUROSPORT















11 111 11 CISCO







logitech



HEUSINKVELD











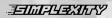






















The Leader Ship Team



Jon Fabricius Turell, CEO and CTO "I am a technology executive and CEO with 25+ years of experience managing technology media, technical marketing, production, program management and business development for companies in both Scandinavia, Asia and the USA, Over the past 3 years, I created a growth rate in the GTR24h brand by more than 900% in revenue, and I grew record viewership of GTR24h content, now available on Amazon Prime, ESTV, Amazon Fire, Own TV Channel on Roku, XUMO, STIRR, IMDB.com, Plex, Sports International TV, Samsung TV plus, and 30+ streaming channel.



James Kellogg, Chief Marketing officer and Innovation officer
Strategic leader responsible for International B2B Business & Partner Development, B2C
Content Distribution, Brand
Design, International Marketing
Strategy and Strategic
Cooperations with major
multinational media and telecom streamers, TV networks and distributors related to series, film, interactive / XR / e-sports content development and sales for our company.



Peter Munkholm, CPO and Marketing Manager Online presence consultant. 14 years of experience in marketing agencies and 17 years in online marketing. Officially joined the organizers in 2011. Loosely involved since 2008.



Paw Lindegaard, COO CEO Of Multiple entrepreneur and engineering companies for the past 20 years in Denmark - mainly focusing on constructions of events and great business investments.

How to contact us:



How to Contact us: Jon Fabricius Turell CEO and CTO

Email: jon@gtr24h.org, Phone: +45 42 63 65 80 http://www.gtr24h.org



Paw Lindegaard COO and Event Organizer

Email: paw@gtr24h.org Phone: +45 22 22 92 00 http://www.gtr24h.org You should enter into business with GTR24H if you are looking for influence with otherwise hard to reach young adult men and your brand will benefit from associating with Teambuilding, concentration and experience growth in a Esports which never gets old: Digital MotorSports.

The core values associated with virtual racing, are the same as real-life racing, but GTR24H provides a much more financially viable solution and we provide a younger and more digitally mature audience than traditional motorsports.

While others are failing to understand the core business of sim racing, with more than a decade of experience in eSports Racing, GTR24H can provide knowledge and a constantly growing marketing platform that is unique in the sport. You will not find a cheaper or faster-growing platform in any kind of sports for your brand to reach new customers.

Thank you!

The journey is the reward."

Taoist saying

★ Contact us

Jim Phipps,

CEO, Zuki, Inc.

jphipps@zuki.app

+1 801 800 3350

★ Learn more

https://ZUKI.APP/

Twitter: @zukisphere



