



Building the Fitness Metaverse
Where physical fitness meets the metaverse

INVESTORS DECK 2021

OliveX is a digital fitness company that provides applications, smart technology and unique fitness gamification leveraging blockchain technology and play to earn functionality.

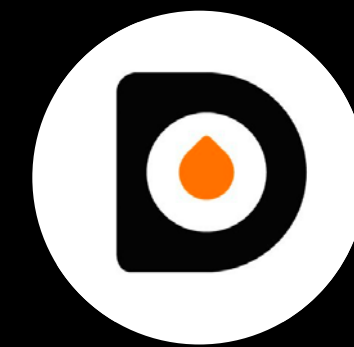
OliveX leading the pack

FITNESS
4.0

Creating the first
fitness metaverse



First ever blockchain
'run for reward' audio game



DOSE Token

- OliveX fitness metaverse utility token
- Fully diluted market cap of US\$150M

- Expert knowledge and a **strategic partnership with Animoca Brands** put OliveX ahead of the competition.
- OliveX is perfectly positioned in the **centre of three of the most exciting industries on the planet** combining fitness, gaming and blockchain in the one place.

CORPORATE OVERVIEW

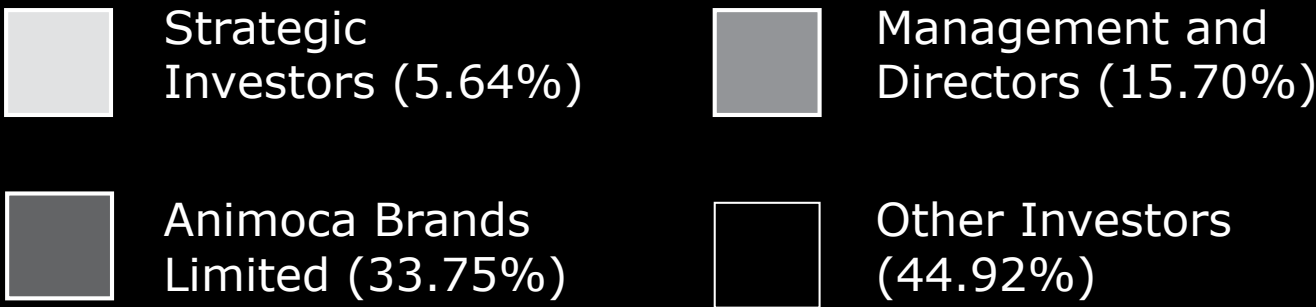
A\$1.00
SHARE PRICE
AS AT 08/10/2021

A\$87.25M
MARKET CAP
AT \$1.00/SHARE

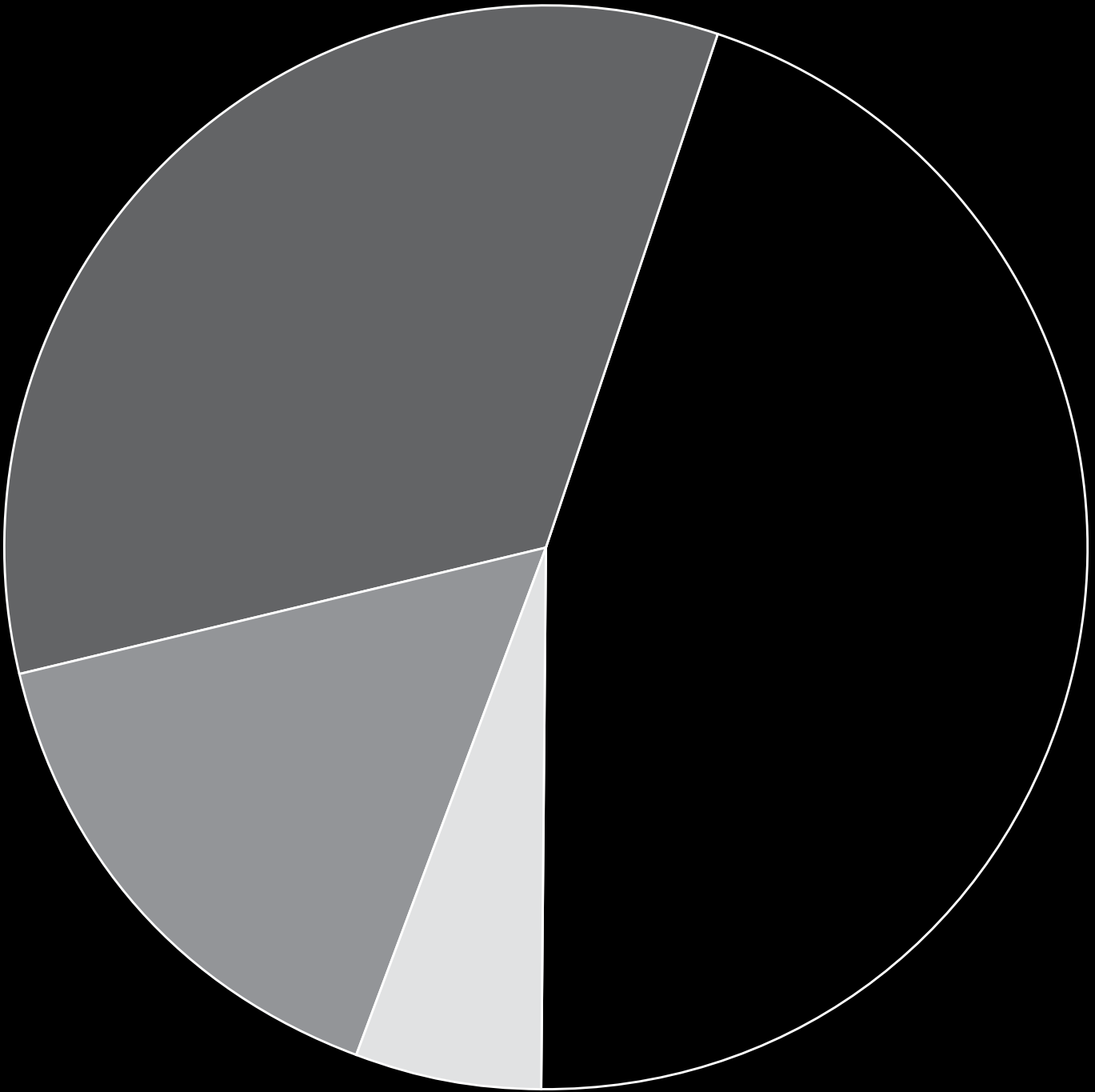
87.25M
**SHARES
ON ISSUE**

A\$3.2M
CASH BALANCE
AS AT 30/06/2021

OLX SHAREHOLDERS



TOP 20 - 75.88%



BOARD OF DIRECTORS



Sonny Vu
Non-Executive
Chairman



Yat Siu
Non-Executive
Director



David Do
Independent
Non-Executive
Director



Maja McGuire
Independent
Non-Executive
Director



Karen Contet
Independent
Non-Executive
Director



Keith Rumjahn
Managing
Director



Andy Hall
Chief Operations
Officer



Adrian Hon
Chief Innovation
Officer

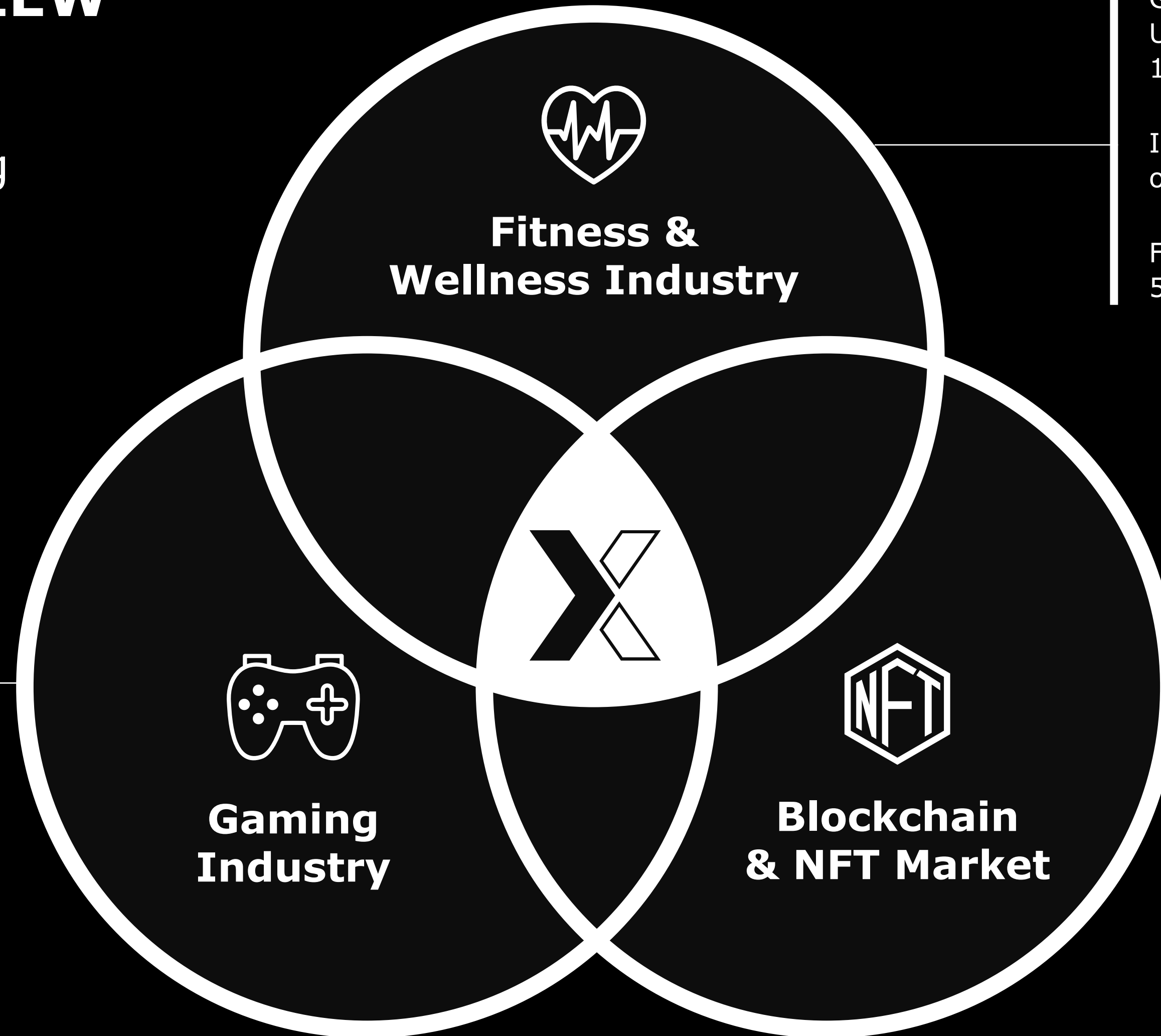


Mary Chow
Chief Financial
Officer

MANAGEMENT

INDUSTRY OVERVIEW

OliveX is at the centre of three of the most exciting industries on the planet.



US\$176 billion gaming industry is bigger than film and music industry combined¹

3.2 billion global gaming community²

Popularity of fitness gaming and Esports clearly evident:

Pokemon Go revenue hit US\$1.2B in 2020 - US\$5B total over 5 years³

Esports have generated over US\$1B in revenue 2021⁴

Global gym industry was worth US\$96.7 billion in 2020, with more than 184 million gym members in total⁵

Industry experiencing a digital overhall following COVID-19

Fitness app market grew by 53.2% from 2019 to 2020⁶

Wide adoption of blockchain technology has accelerated growth in NFTs

The NFT space generated US\$10.67 billion in trading volume during Q3 2021, an increase of 704% from the previous quarter⁷

Games continue to drive usage within the industry

- Unique active wallets (UAW) connecting to game dapps increased 140% QoQ in Q3⁷

1 - www.newzoo.com - Global Games Market to Generate \$175.8 Billion in 2021

2 - www.statista.com - Number of video gamers worldwide in 2021, by region

3 - www.forbes.com - 'Pokémon GO' Has Made \$5 Billion In Five Years

4 - www.statista.com - eSports market revenue worldwide from 2019 to 2024

5 - policyadvice.net - 19+ Statistics and Facts About the Fitness Industry (2021)

6 - www.grandviewresearch.com - Fitness App Market Size, Share & Trends Analysis Report By Type (Exercise & Weight Loss, Activity Tracking), By Platform (Android, iOS), By Device (Smartphones, Wearable Devices), And Segment Forecasts, 2021 - 2028

7 - <https://dappradar.com> - Dapp Industry Report: Q3 2021 Overview

INDUSTRY OVERVIEW

Blockchain Gaming

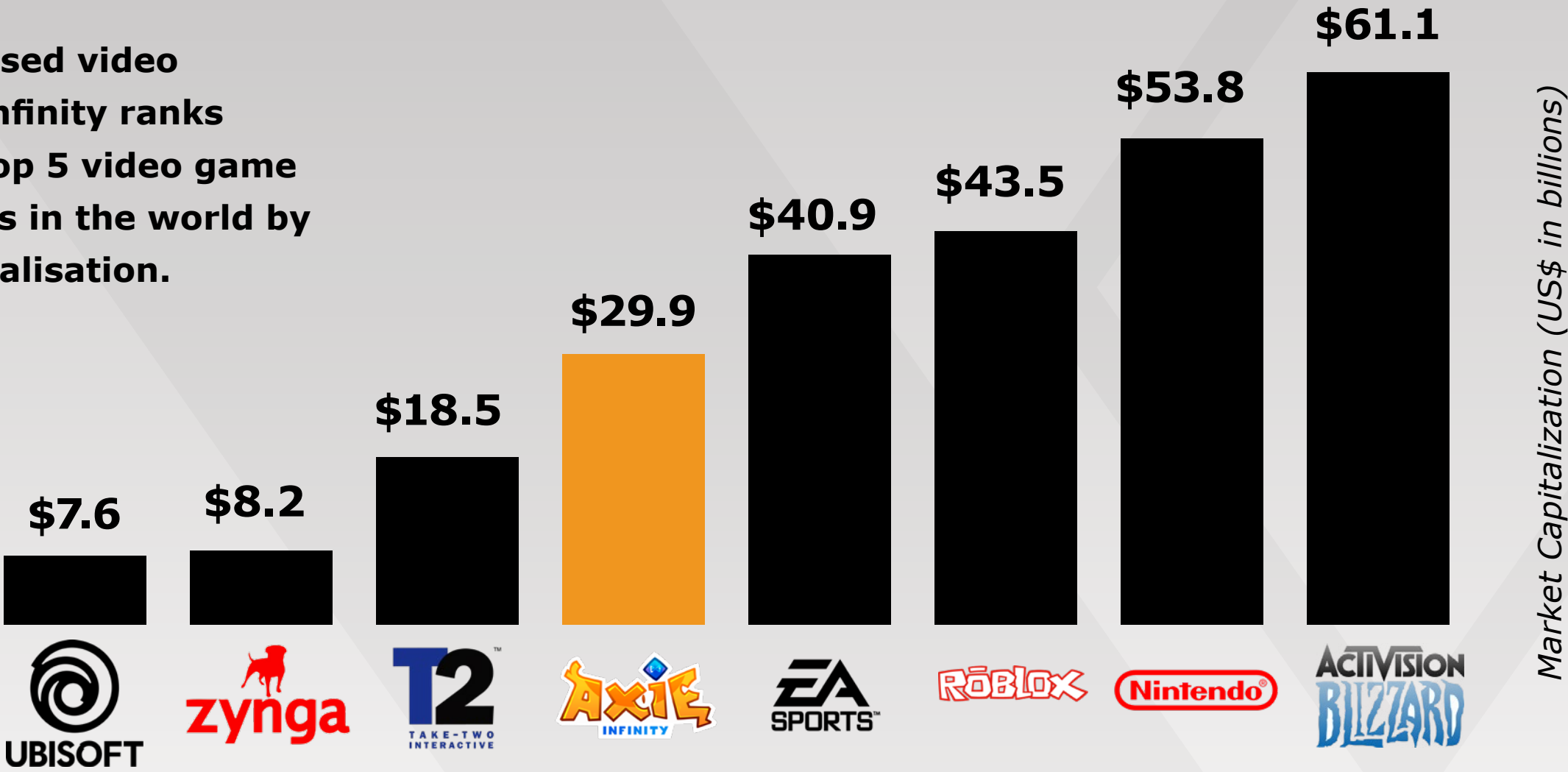
Axie Infinity

Blockchain Gaming Giant



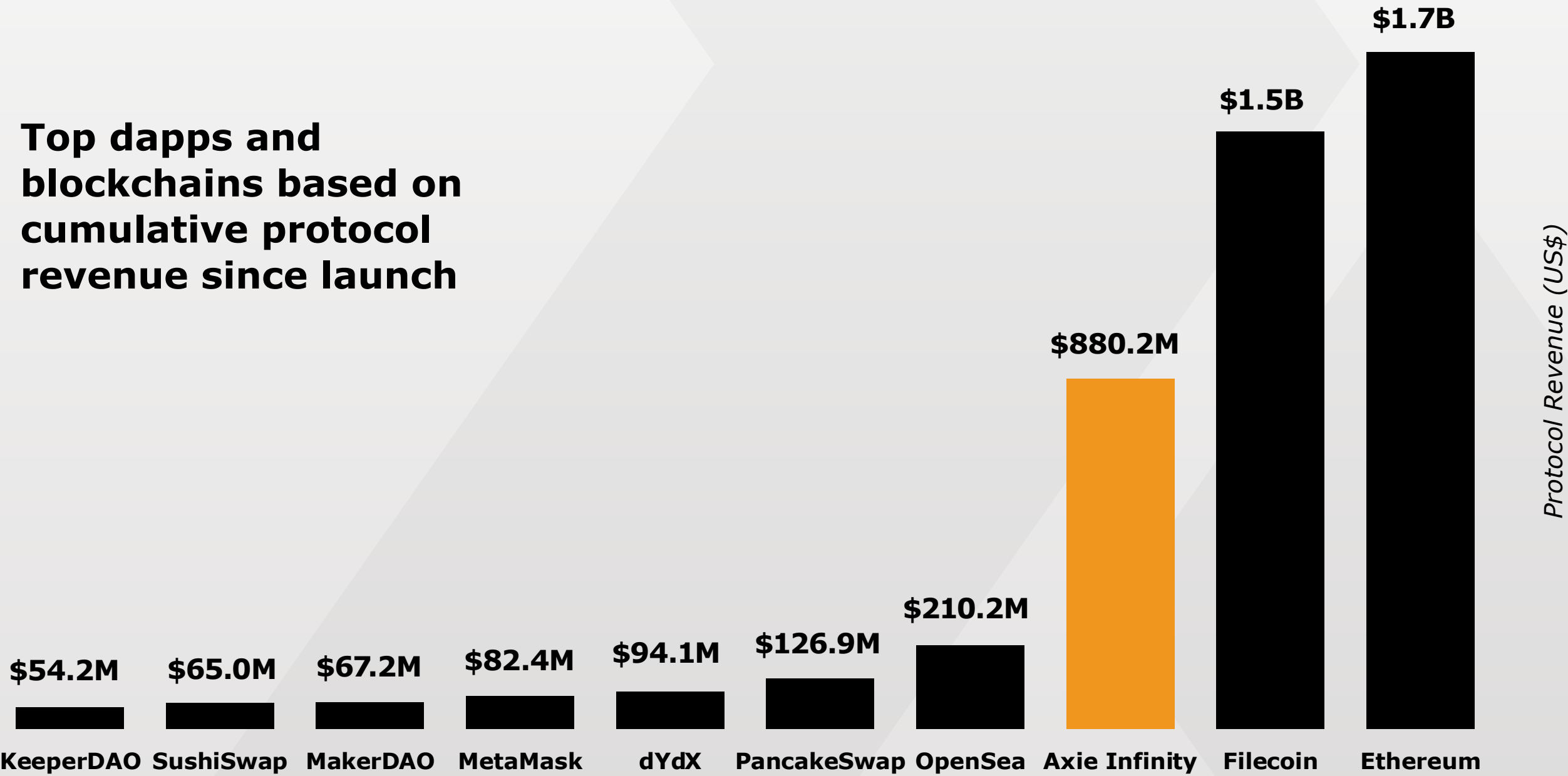
- Axie Infinity is a highly successful blockchain game developed by Sky Mavis generating US\$7.23B in trade volume to date
- Axie is now the 3rd largest dapps/ blockchain based on cumulative protocol revenue since launch showing the power of successful blockchain gaming offerings
- Axie utilises play to earn functionality to allow players to earn reward in the form of cryptocurrency that can be exchanged for cash or digital items

➤ Ethereum based video game Axie Infinity ranks among the top 5 video game organisations in the world by market capitalisation.



Date as of: Oct 1, 2021 Source: Messari Trading View
Note: Axie Infinity is not a company, rather it's a decentralized project.
Axie Infinity market capitalization computed on a fully diluted basis.

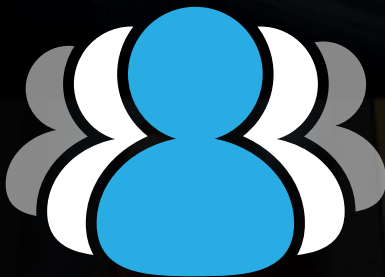
➤ Top dapps and blockchains based on cumulative protocol revenue since launch



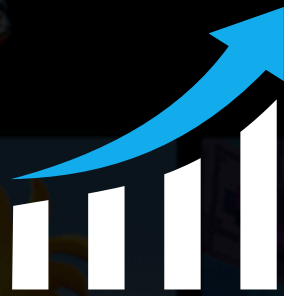
Source: www.tokenterminal.com - October 2021

OLIVEX STRATEGIC PARTNERSHIP WITH ANIMOCA BRANDS

Changing the way the world lives, works and plays



Leader in the emerging market of digital decentralised assets with 70M active users.



A company now valued at over **A\$2.9 billion** with various subsidiaries working to disrupt the **US\$176 billion** game business.



Partnered with some of the biggest brands in the world with **millions of monthly active users across all their channels.**

Animoca Brands holds investments in various top 50 blockchain game companies including Dapper Labs (#3), Sky Mavis (#6), WAX (#9), Experimental (#15), Decentraland (#18), and Lucid Sight (#23).



ANIMOCA GAME & TOKEN ECOSYSTEM

	Listed Tokens	Total Supply	Price (US\$)	Market Capitalisation Fully diluted (US\$)
	REVV	3,000,000,000	\$0.130	\$390,000,000
	SAND	3,000,000,000	\$0.720	\$2,160,000,000
	TOWER	10,000,000,000	\$0.037	\$370,000,000
	GAMEE	3,180,000,000	\$0.280	\$890,400,000
	LMT	1,500,000,000	\$0.147	\$220,500,000

1 www.statista.com - Number of video gamers worldwide in 2021, by region

OLIVEX STRATEGIC PARTNERSHIP WITH ANIMOCA BRANDS

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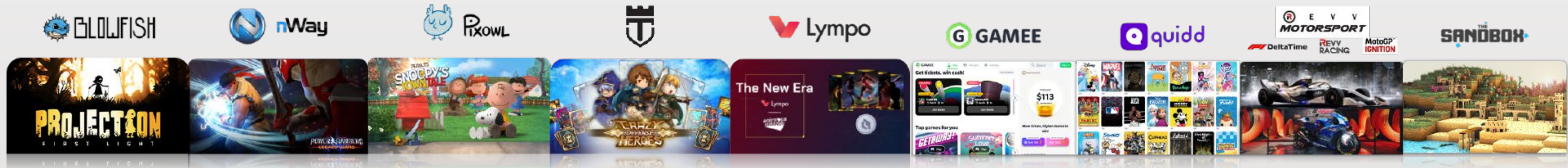


Animoca is strategically aligned with a 33.75% OLX equity holding with Animoca Brands' Managing Director Yat Sui, also Non-executive director of OliveX

Shared vision of empowering the 3.2 billion global gaming community via the delivery of digital property rights

OliveX will work with Animoca to specifically develop fitness related games and platforms to build the fitness metaverse

OliveX has the ability to leverage Animoca Brands' existing metaverses such as the Sandbox to make a fully interoperable fitness gaming ecosystem



OLIVEX KEY BUSINESS UNITS

Delivering unique user experiences and digital property rights via blockchain gamification & play-to-earn

Fitness Gaming Division

Six to Start

- Fitness game development & 'run for reward' audio games
- Zombies, Run! & The Walk

Revenue: In-game fees

DOSE Token Ecosystem

Leveraging proven gaming engines in the metaverse

*Powered by OliveX utility token
DOSE - Listing expected
October 21*

Dustland

- NFT/Blockchain
- First ever blockchain 'run for reward' game
- Potential Sandbox integration

Revenue: Game fees, NFT sales, secondary sales, tokens, play to earn

Other Complimentary Business Units

Volution

- Fitness Data Management
- Data management and digital services for gyms and fitness centres
- Existing partnerships with Les Mills, Gold's Gym and anytime fitness
- Potential to help these brands enter the metaverse

Revenue: Subscriptions

Kara

- Smart mirrors and apps

Revenue:
Direct sales & subscription

SIX TO START

The team behind the best-selling smartphone fitness app
Zombies, Run!

- OliveX acquired Six to Start in March 2021
- Six to Start specialises in story-like games 'run for reward'
- Adrian Hon, OliveX CIO and Six to Start CEO, provides best in class gamified fitness design knowledge
- Top level story writing capability with award winning author Naomi Alderman



Run in the Real World
Become a Hero in Another

- #1 gamified audio running app
- Proven audio running experience core game loop which can be leveraged for other game offerings



It's time to walk
for your life

- Funded by the UK Department of Health for the NHS
- Helps people walk 10,000 steps every day, while they're on the run



KEY METRICS

REVENUE

A\$2.2M

PER YEAR

OVER

145K

AVERAGE MONTHLY
ACTIVE USERS

35K

PAYING
SUBSCRIBERS

OVER

9M

DOWNLOADS

WWW.ZOMBIESRUNGAME.COM

HOW IT WORKS

Walk, jog or
run anywhere
in the world.

Hear your
mission and
music through
your headphones.

If you're chased
by zombies,
you'll have to
speed up!

You'll
automatically
collect supplies to
build up your base.



Zombie Chases.

Get your heart racing.



Award-Winning Story.

So good you'll want to
play every day.



Base Builder.

Collect supplies to rebuild
your town.



Interval Training.

Create your own missions



Run Everywhere.

Outside, indoors, in gyms.

200

200 Missions.

You'll never run out of
motivation.



Walk, Jog, Run.

Fun at every speed.



Sync Online. Track
your runs and share
your progress.



1 Million Players. The
biggest smartphone
fitness game, ever.

EXPANDING PROVEN GAMING ENGINE

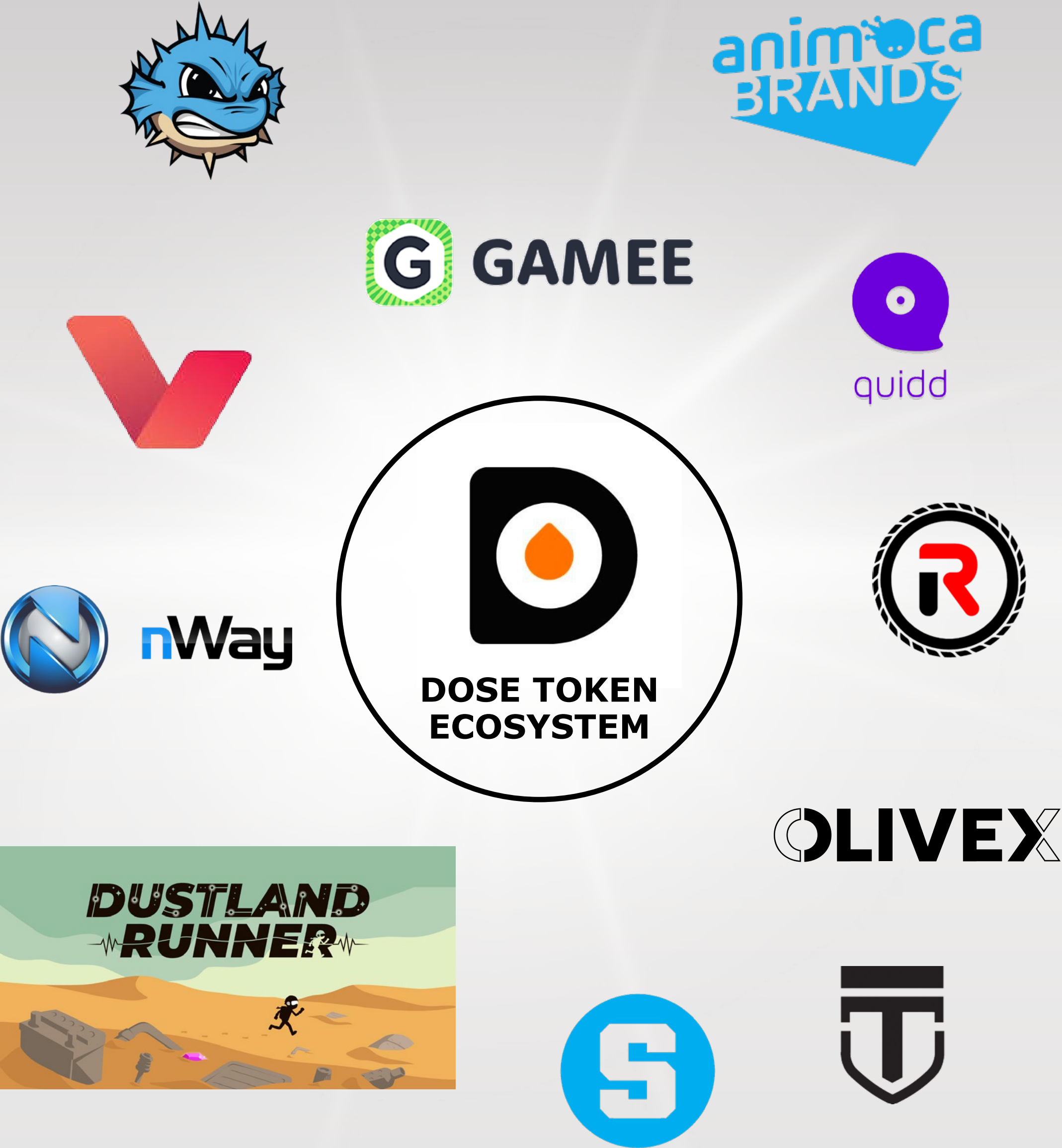
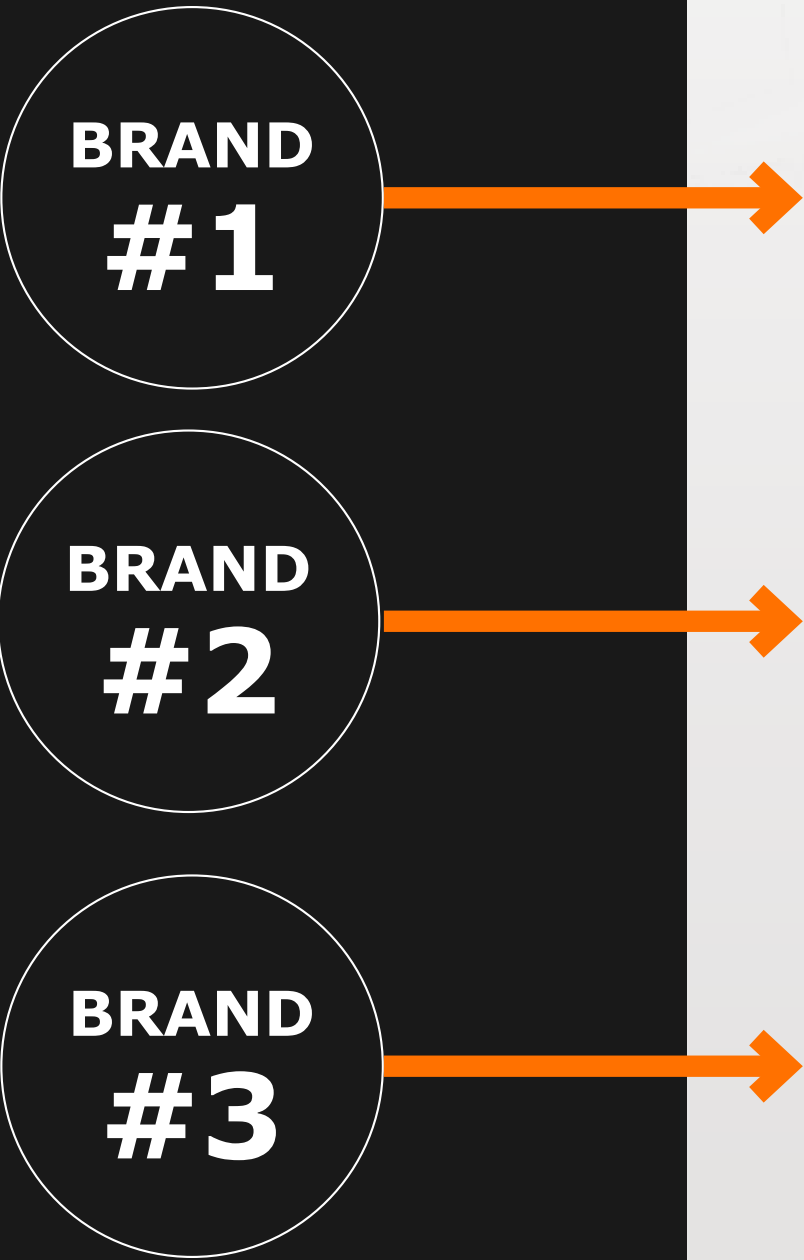
Leveraging Zombie Run engine across brands and within the metaverse

Expanding ZR experience with more partnerships and adding multiple IPs to the engine



Expansion of Existing Fitness titles

Proven engine to be deployed across multiple world class brands



DUSTLAND RUNNER

The first ever blockchain 'run for reward' audio game utilising the proven engine of Zombies, Run!

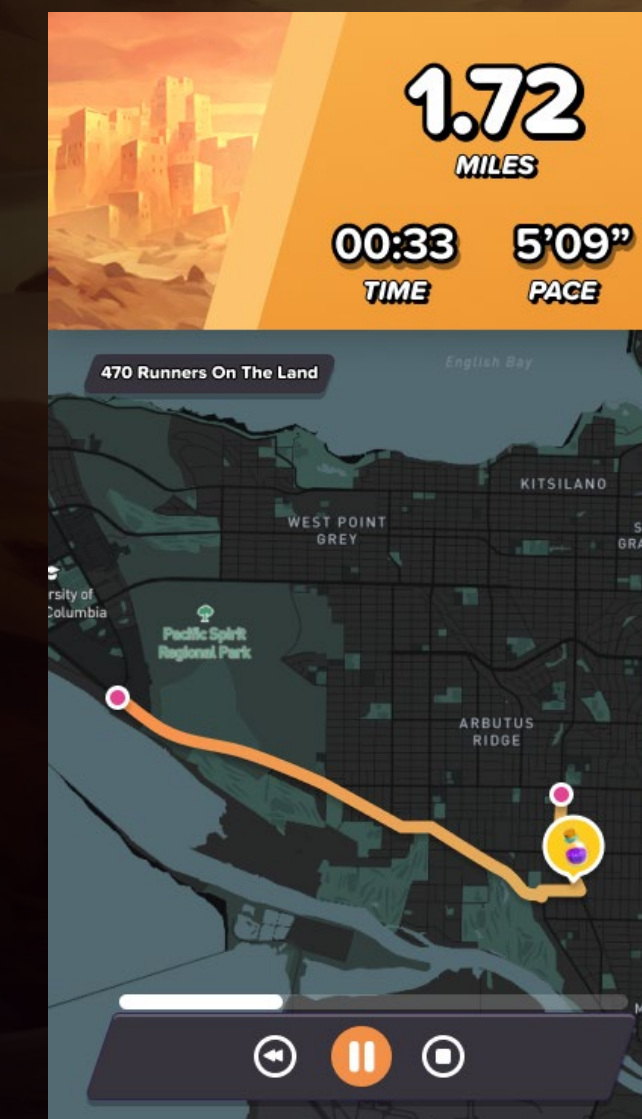
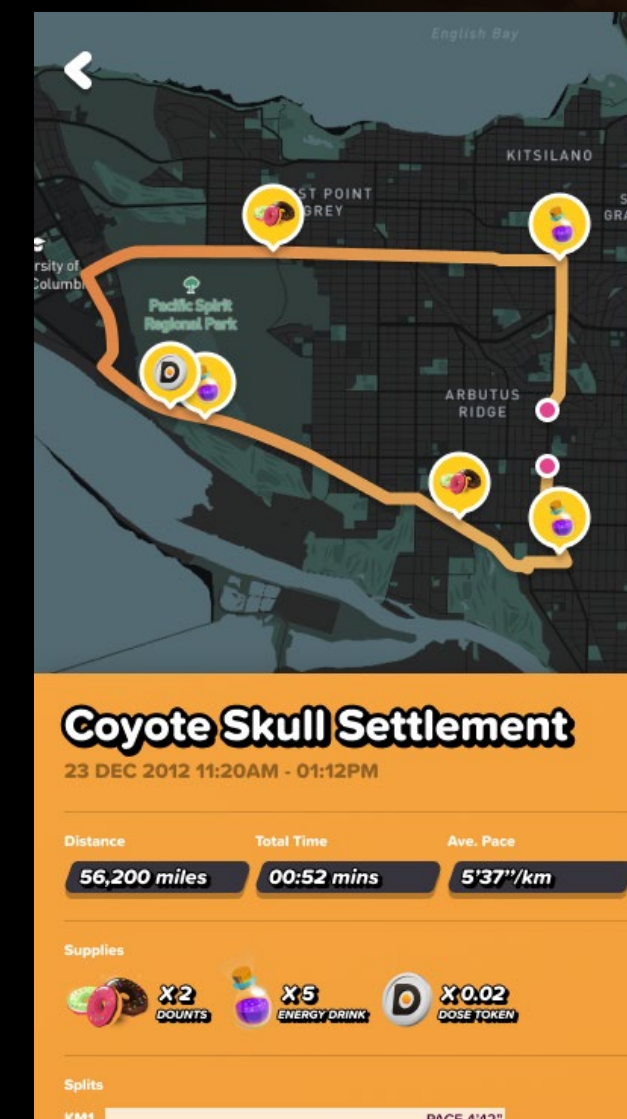
- OliveX is developing a blockchain based 'run for reward' game Dustland Runner, which is designed on top of the game engine of Zombies, Run!
- Dustland Runner is a health and fitness blockchain game that encourages and motivates people to get rewards while running (play to earn)
- Real-world jogs, sprints, and dashes move players forward in the game's narrative and allow the player avatar to improve its attributes and earn rewards



DUSTLAND RUNNER

The work done in the physical world allows players to reap rewards in the virtual world

- Dustland Runner is the first ever blockchain fitness game to include play-to-earn elements utilised by the biggest blockchain games in the world such as Axie Infinity
- Players physical output is rewarded in the virtual world with digital items in the form of:
 - DOSE, the OliveX utility token, which can then be used to make upgrades to characters and access additional features
 - Collectable digital assets known as non-fungible tokens (NFTs) which can be utilised in-game or traded in the secondary market
- Dustland Runner model can be integrated into additional titles including those developed with globally significant brand partners



CREATING A FITNESS METAVERSE WITH ANIMOCA AND THE SANDBOX

Functionality to expand utility of digital assets



DOSE Token
powering the
ecosystem

Interoperability of NFTs provides utility
across multiple platforms and metaverses

Non-fungible tokens
Acquired or earned in-game



Integration with other metaverses

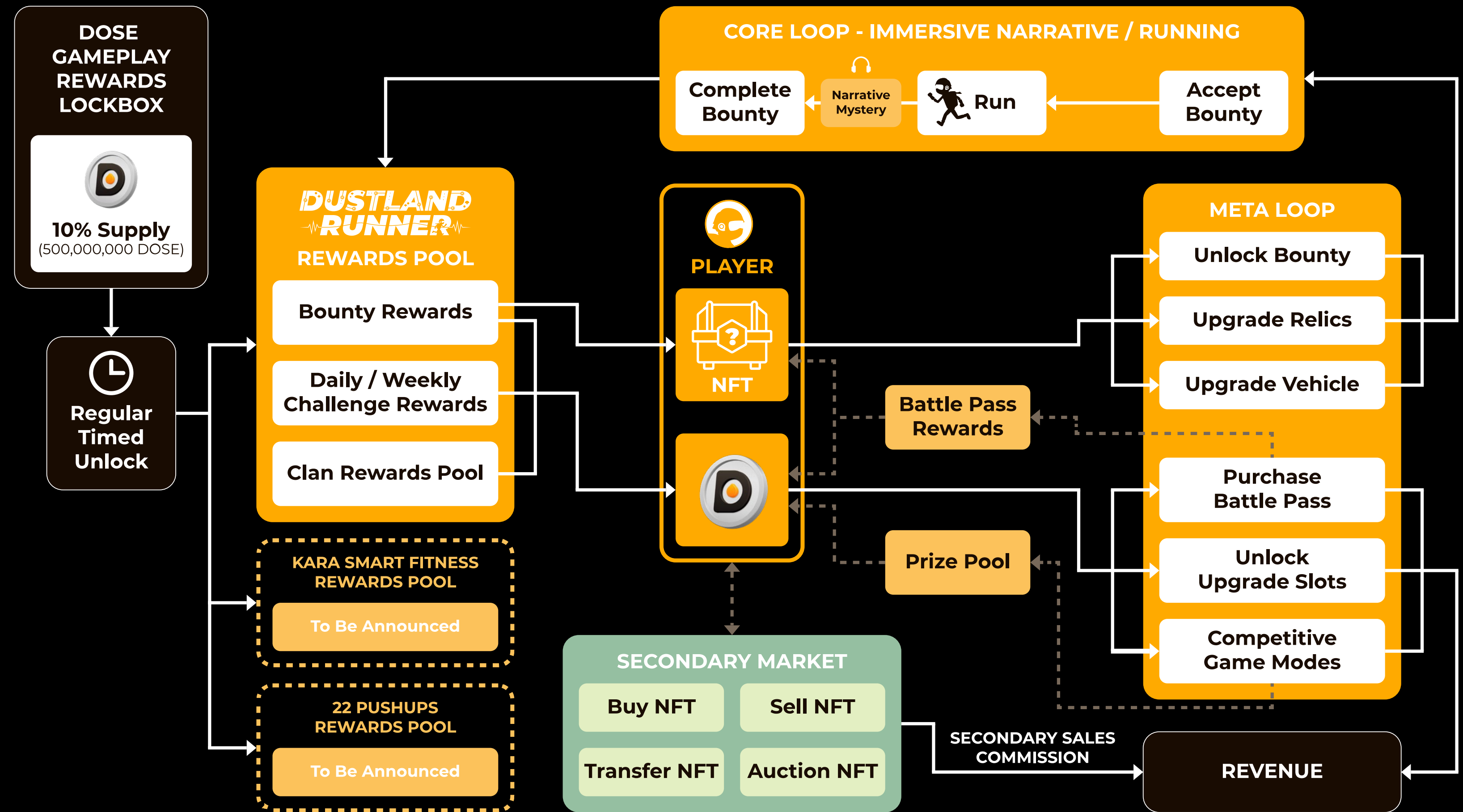
- Avatar, rewards and other assets utilised in multiple metaverses
- Expands utility and potential for additional secondary trading
- Ability to leverage Animoca's digital infrastructure and metaverses



DOSE TOKEN ECOSYSTEM

\$DOSE is an ERC-20 utility token for run-to-win games within the OliveX ecosystem

➤ How DOSE is being earned and used in Dustland Runner



DOSE TOKEN ECOSYSTEM

Total of US\$2.53M in \$DOSE token sales already achieved

Strategic parties to an initial US\$2M private sale included Blue Pool Capital, Polygon & Solana, SkyVision Capital, SMO Capital, The Spartan Group, Okex Blockdream Ventures, Sebastien Borget (co-founder and COO of The Sandbox) and Gabby Dizon (co-founder of Yield Guild Games)

\$DOSE token voucher presale and IDOs have been hugely successful with a total of US\$530k in sales

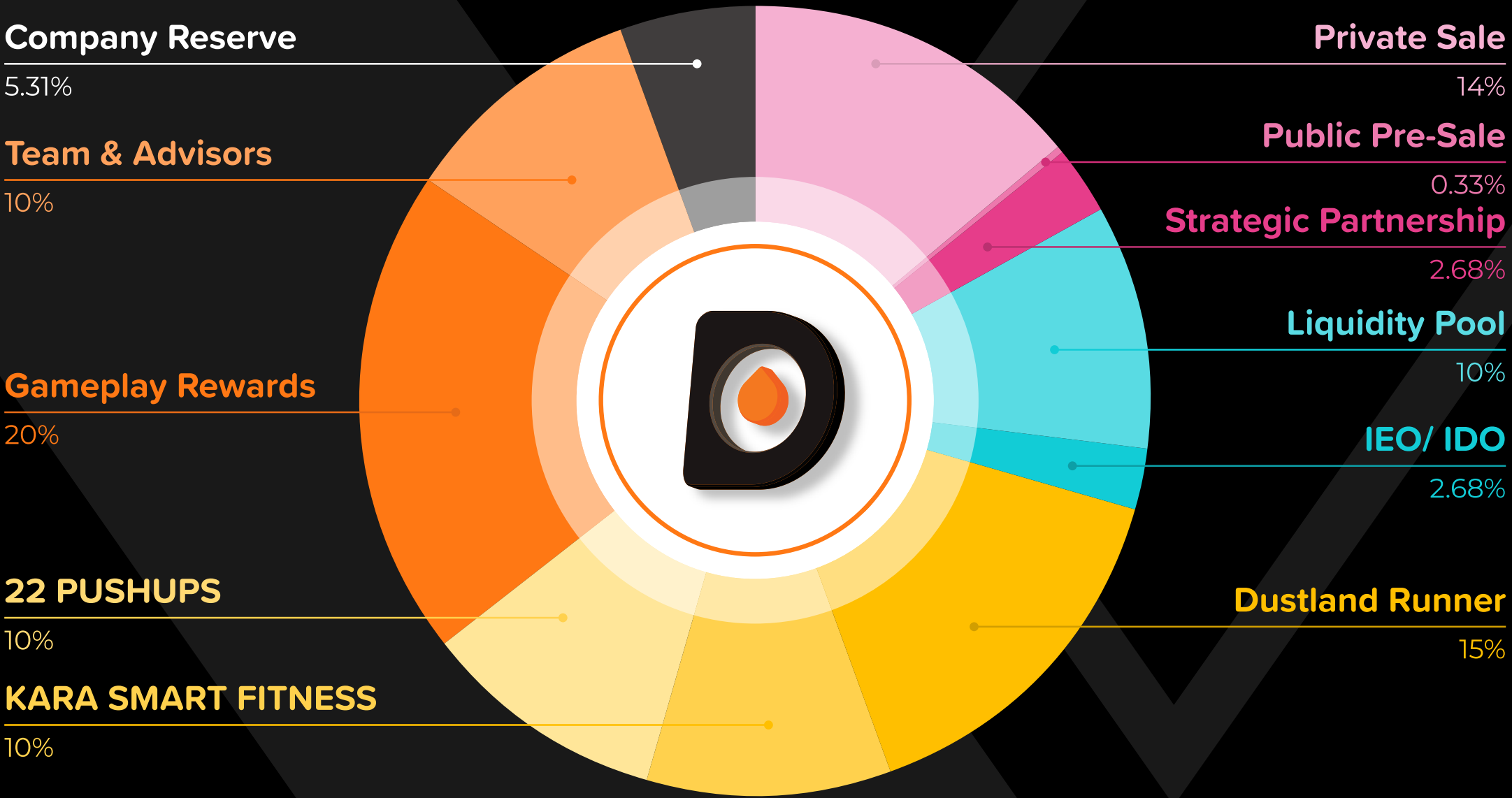
- 51K people signed up to buy on the Animoca launchpad!
- Chainboost sale at US\$0.03 price sold out in only 30 minutes!

➤ Fully diluted market cap now US\$150M

DOSE Token Launch Details - October/November 2021

Sale Type	Marketplace	Amount	Price	Fully Diluted Market Cap	Status
Presale	Animoca Launchpad	US\$430K	\$0.015	US\$75M	Completed
IDO	Chainboost	US\$100K	\$0.03	US\$150M	Completed
IDO	Polkastarter	US\$500K	\$0.03	US\$150M	2 Nov 21

CEX listing scheduled for late October 2021



ALLOCATION	SUPPLY	PERCENTAGE
Private Sale	700,000,000	14%
Public Pre-Sale	16,500,000	0.33%
Strategic Partnership	134,000,000	2.68%
Liquidity Pool	500,000,000	10%
IEO/ IDO	134,000,000	2.68%
Dustland Runner	750,000,000	15%
KARA SMART FITNESS	500,000,000	10%
22 PUSHUPS	500,000,000	10%
Gameplay Rewards	1,000,000,000	20%
Team & Advisors	500,000,000	10%
Company Reserve	265,500,000	5.31%
Total DOSE Supply	5,000,000,000	100%



DOSE

ROADMAP

Closed Alpha Q1 2022

- Mobile app alpha release
- Proof of Workout alpha test
- Daily / Weekly challenges with DOSE rewards
- Prologue running missions
- Pre-sale voucher unlock
- Dustland Runner unique avatar NFT sale (also grants Alpha access)

Post Launch 1 Q3 2022

- New DOSE app integrations
- Safe NFT lending (scholarships)
- Virtual Race #1 - Beta
- Battlepass - Beta

Kickoff Q4 2021

- Dustland Runner Litepaper release
- DOSE token generation
- DOSE public presale (voucher)
- DOSE token DEX / CEX listing
- Cross promotion activities
- Dustland Runner land (NFT) pack / sale (also grants Alpha access)
- Bridge to Polygon

**DUSTLAND
RUNNER**

Launch Q2 2022

- Mobile app open beta
- Official website & metagame launch
- Landowner rewards launch
- Season 1 running missions & NFTs
- Exclusive runners' club for Avatar holders (alpha)

Long Term Q4 2022 +

- Clans metagame & rewards
- PVP
- More to come!

OLIVEX AND THE SANDBOX

Introducing globally significant brands to the metaverse

THE
SANDBOX

animoca
BRANDS

- **Part of OliveX strategy is to be the go-to fitness company to help fitness brands engage with Animoca's Sandbox metaverse.**

The Sandbox's established and sophisticated blockchain user base will assist in the growth of our partner brands' communities and provide access to new revenue stream via LAND/NFT sales, social hubs and exclusive events.

- OliveX, via its subsidiary Volution, has existing partnerships with a number of the leading fitness brands globally and has the intention of assisting these and other brands with integration into the Sandbox metaverse.

OUR PARTNERS

THE **FITNESS** CONCIERGE

ANYTIME
FITNESS

gym
plus

Heba

LES MILLS

KARA
SMART ★ FITNESS



OLIVEX AND THE SANDBOX

Introducing globally significant brands to the metaverse

THE
SANDBOX

animoca
BRANDS

➤ **The Sandbox provides numerous mechanisms for brands to monetise their fan base and communities**

OliveX will be integral to assisting fitness brands navigate into the metaverse

Land/NFT Sales

LANDs can host all kinds of games, **GYMS**, stores, museums, concert halls, pubs, or any other social area for people to gather and experiment together.

Social Hubs

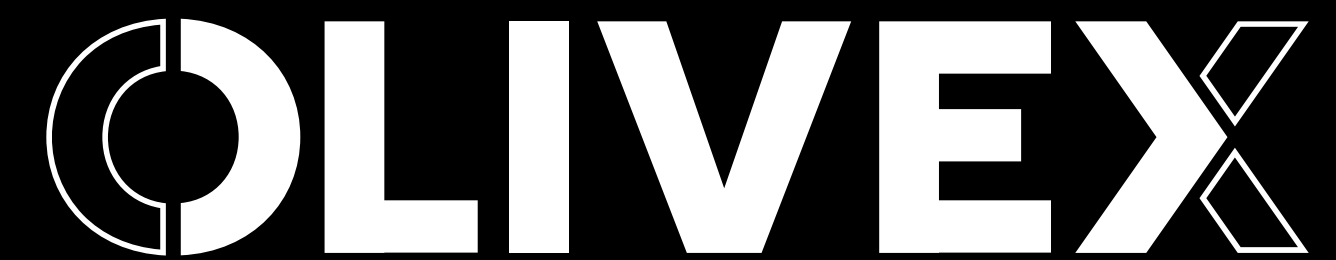
Social Hubs are the best way for you to share content with communities.

Exclusive events

Case study: Snoop Dogg Event

\$650K worth of SAND (~US\$500K) NFT tickets for the Snoop Virtual party... sold in 20 min!





Forward-looking statements disclosure

This press release contains forward-looking statements or forward-looking information, within the meaning of applicable securities laws with respect to **OliveX Holdings Limited** ACN 631 675 986 (the Company). By their nature, forward-looking statements are subject to a variety of factors that could cause actual results to differ materially from the results suggested by the forward-looking statements. Accordingly, readers should not place undue reliance on the forward-looking statements.




Forward-looking information contained in this press release is based on Company management's opinions, estimates and assumptions in light of its experience and perception of historical trends, current conditions and expected future developments as well as other factors that management currently believes are appropriate and reasonable in the circumstances. Forward-looking statements involve significant risks, uncertainties and assumptions, and there can be no assurance that such statements, underlying risks, uncertainties and assumptions will prove to be accurate. Factors that could cause actual results or events to differ materially include, without limitation, risks related to laws, rules and regulation applicable to the Company as well as the industry in which it operates (including in respect of taxes and other levies), economic or market conditions on both a national and global level, currency fluctuations, risks inherent to other entities at a similar stage of development and industry in which the Company currently is, competition from the Company's competitors, unsatisfactory development or marketing of the Company and/or its products or services, regulatory action or litigation (including product liability claims), and failure to enter into agreements or arrangements with other parties on fair or reasonable terms. Forward-looking information is made only as of the date on which it is provided and, except as may be required by applicable laws, the Company disclaims any intent or obligation to update such forward-looking information whether as a result of new information, future events or otherwise.

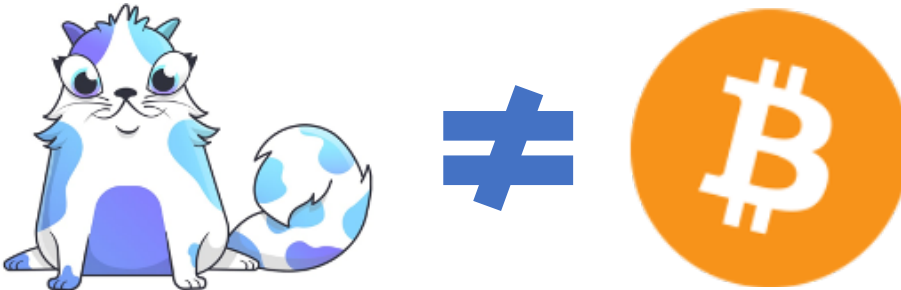


APPENDIX

NON-FUNGIBLE TOKENS (NFTs)

Emerging segment in global game market: virtual tokens for digital scarcity, security and authenticity

Fungible	Non-fungible
E.g., One US Dollar	E.g., Limited-edition postal stamp
Interchangeable	Not interchangeable
Uniform (all are the same)	Distinct or unique
Divisible	Indivisible
	
	



NFTs are not cryptocurrencies!


The cats you see on this page are from *CryptoKitties*, an app by Dapper Labs that is built on blockchain, similarly to Bitcoin and Ethereum - but *CryptoKitties* uses NFTs and is not a cryptocurrency.

NFTs allow *CryptoKitties* to be traded as unique items. Ownership is tracked securely thanks to blockchain.


Token Interfaces

ERC-20: *fungible tokens*. For ownership of assets like currencies. Such tokens are uniform and interchangeable.

ERC-721: *non-fungible tokens*. For ownership of things. Such tokens are completely unique and not interchangeable.



◆ ERC 721 ◆



INTEROPERABILITY = P2P OWNERSHIP ECONOMICS

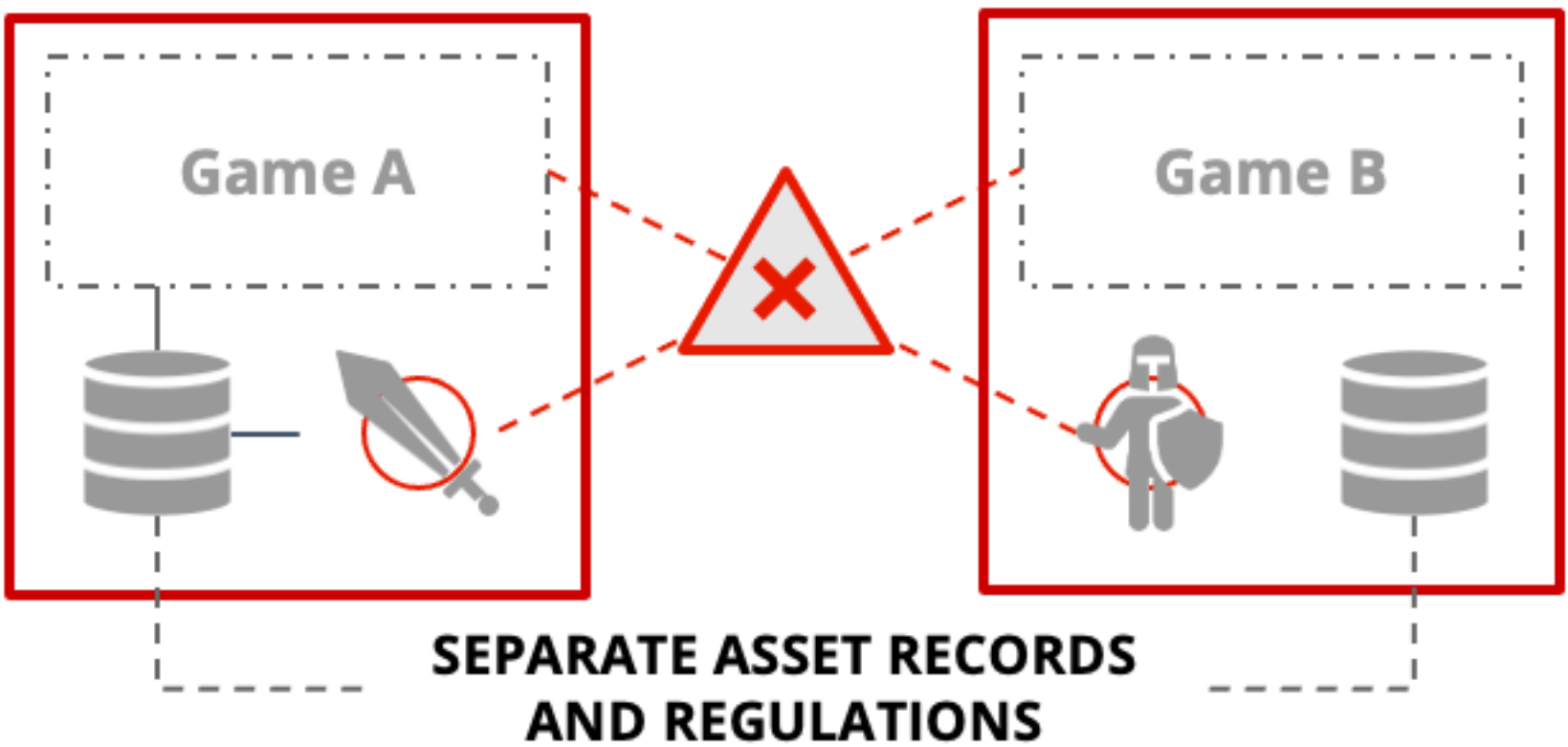


Cross-application interoperability refers to the capacity of games to utilize a shared asset.

TRADITIONAL CLOSED LOOP MODEL

PROBLEM: As long as assets are bound to one server, their value hinges on one use case: the original game. And when players get tired of that game, or when that game shuts down, that item becomes a sunk cost. The centralized model, put simply, traps players assets to a single server.

SILOED DATABASES CONFINE ASSETS TO THEIR NATIVE ECOSYSTEM

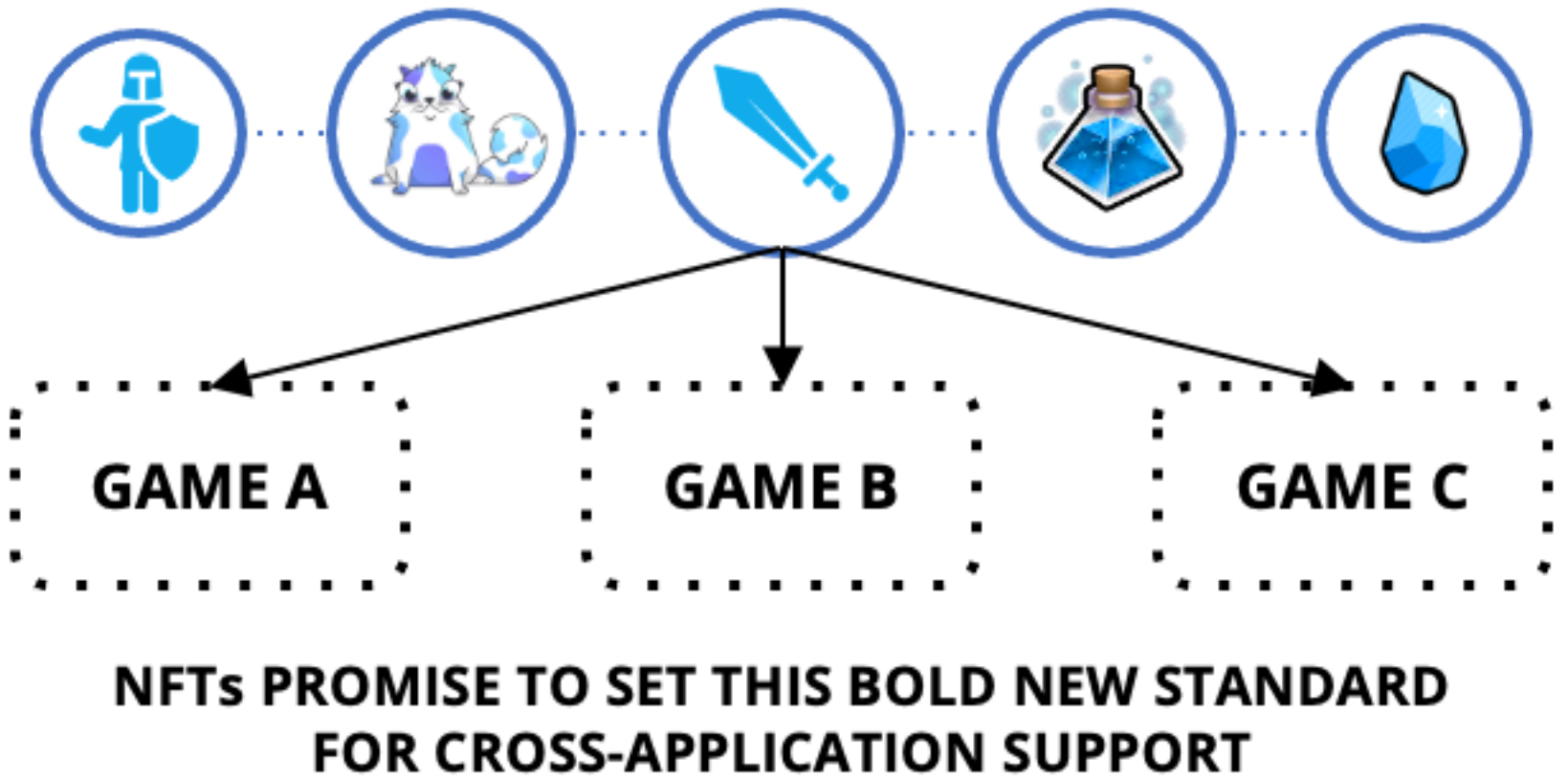


User-transactions, under this model, form mere license agreements: a right to use items within, and only within, the context of that original game. Thus forming a closed loop between player and developer.

DECENTRALIZED NETWORKS ENABLE INTEROPERABILITY

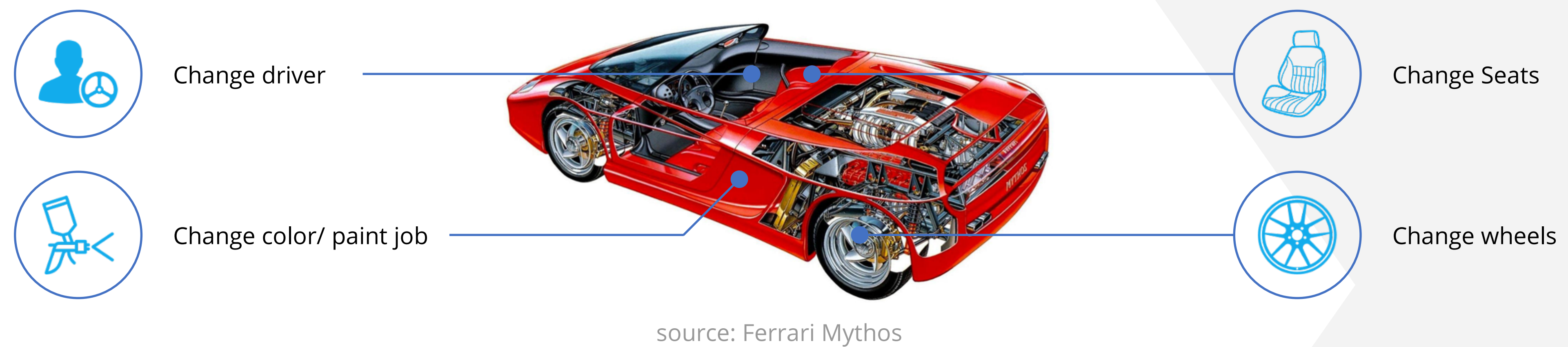
SOLUTION: Through storing these assets on distributed ledgers, players can leverage their use in a variety of games. Items in Game A have use-cases in Game B. Decentralized networks foster an open-economy, one in which the borders of applications are opened, allowing migration of assets from one game to the next.

A DECENTRALIZED MODEL FACILITATES XCH. BETWEEN GAME ECOSYSTEMS



If developers shut down, players assets are not lost. Players can still use them in other games which recognize those assets and continue to trade them on decentralized marketplaces. The idea is that assets are no longer constrained to a single ecosystem.

OPEN ASSETS IN PHYSICAL TERMS



Open digital assets can be center of the experience in itself. For instance, different services can be added to a car, in spite of different manufacturers

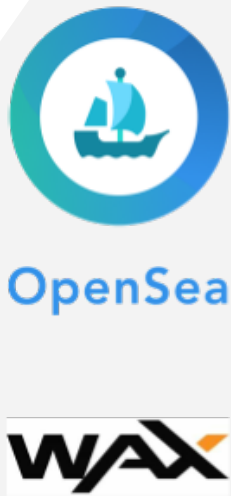
WHAT IS OPEN DIGITAL ASSETS

UNIQUE FEATURES

PLATFORMS

Open digital assets is a kind of open source of assets that users can add layers on top, e.g their own story, value, asset to it.

- NFTs have been growing significantly in popularity in recent years as it
- provides a certificate of authenticity.
 - registered it's transaction on the blockchain and provides a permanent and transparent record of each purchase and proof of ownership.



Several emerging platforms including **Nifty Gateway** and **MakersPlace** have been providing marketplaces on which digital goods can be offered and sold. Anyone can go online and verify who owns a specific NFT, that can a specific piece of digital art from e.g Beeple

OTHER BUSINESS UNITS

Volution & KARA Smart Fitness

Volution - Harness the Power of Data

Volution is a full end-to-end, in-club and virtual solution for gyms designed to keep your members engaged, wherever they are.



Service offerings include:

- Gym Solutions
- Virtual Solutions
- Analytics and reporting

300

FITNESS CENTRES

380K

ACTIVE USERS

1,500,000

WORKOUTS COMPLETED

OUR PARTNERS



KARA Smart Fitness

An interactive digital platform available through any mobile device, but scalable to our interactive digital mirror hardware products.

- Diverse Variety of Classes at your fingertips
- Utilising A.I. recognition and activity tracking



Meditation



Pilates



H.I.I.T.



Strength



Cardio



Barre



Boxing



Stretch



Yoga