



Building the Fitness Metaverse

Where physical fitness meets the metaverse

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

OliveX leading the pack

FITNESS 4.0

Creating the first fitness metaverse

**DUSTLAND
RUNNER**

DEFY

GENO
pets



DOSE Token

- OliveX fitness metaverse utility token
- Fully diluted market cap of US\$717M*

- 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

1 - Source: <https://coinmarketcap.com/> - close price from 6 January 2022



CORPORATE OVERVIEW

A\$1.95

SHARE PRICE

AS AT 08/10/2021

95.26M

SHARES ON

ISSUE

A\$185.76M

MARKET CAP

AT \$1.95/SHARE

OLX SHAREHOLDERS



Strategic Investors
(6.74%)



Management and
Directors (14.38%)

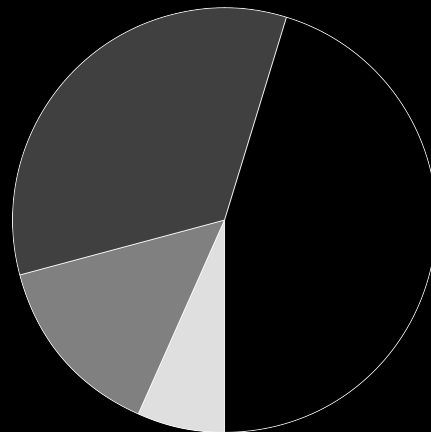


Animoca Brands
Limited (33.70%)



Other Investors
(45.18%)

TOP 20 - 76.47%



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

MANAGEMENT



Andy Hall
Chief Operations
Officer



Adrian Hon
Chief Innovation
Officer



Mary Chow
Chief Financial
Officer



Jenny Hsu
Head of Hong
Kong Operations



Marisa Lam
Head of Marketing
and Communications



Scott Williamson
CEO, Dustland
Runner

INDUSTRY OVERVIEW

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

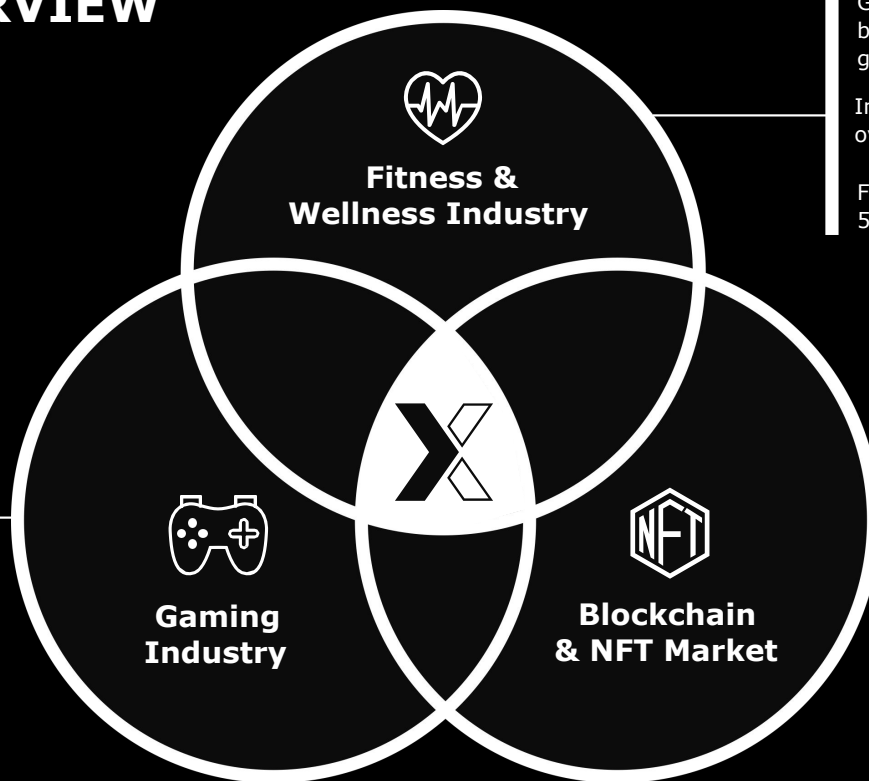
US\$176 billion gaming industry is bigger than the film and music industry combined¹

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 overhaul 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

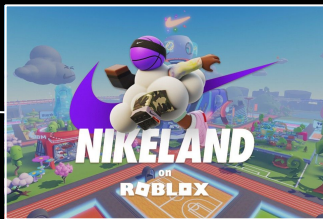
7 - <https://dappradar.com> - Dapp Industry Report: Q3 2021 Overview

MAINSTREAM ADOPTION OF THE METAVERSE

Major fitness brands are positioning themselves to enter the metaverse



Nikeland in Roblox



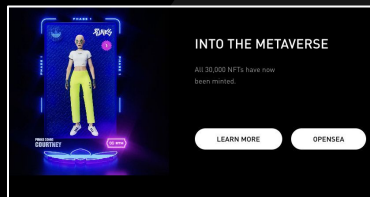
Acquisition of RTFKT



Collaboration with
Bored Ape Yacht Club



USD\$22M in sales
achieved through initial drop



The Sandbox
LAND Owners



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 40M active users.



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



A company now valued at over **A\$2.9 billion** with various subsidiaries working to disrupt the **US\$176 billion** game business.¹



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 strategically aligned with a 33.7% interest in OliveX



ANIMOCA GAME & TOKEN ECOSYSTEM²

	Listed Tokens	Total Supply	Price (US\$)	Market Capitalisation Fully Diluted (US\$)
	REVV	3,000,000,000	\$0.138	\$412.80M
	SAND	3,000,000,000	\$5.240	\$15,720.00M
	TOWER	10,000,000,000	\$0.048	\$475.40M
	GAMEE	3,180,000,000	\$0.211	\$669.71M
	LMT	1,500,000,000	\$0.135	\$201.75M
	QUIDD	1,000,000,000	\$1.380	\$1,380.00M
	STZ	99,000,000	\$0.668	\$66.08M

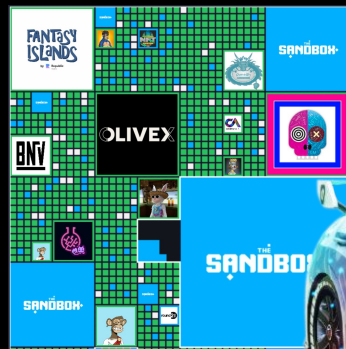
¹ - Source: <https://newzoo.com/insights/articles/global-games-market-to-generate-175-8-billion-in-2021-despite-a-slight-decline-the-market-is-on-track-to-surpass-200-billion-in-2023/>

² - Source: <https://coinmarketcap.com/> - close price from 6 January 2022

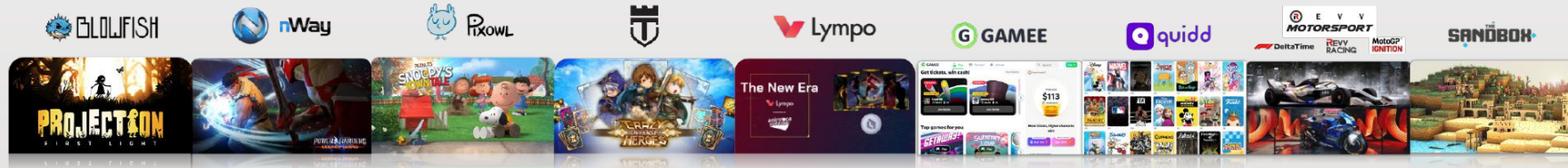
OLIVEX STRATEGIC PARTNERSHIP WITH ANIMOCA BRANDS



OliveX and Animoca collaboration
well advanced with OliveX owned
LAND in the Sandbox and DOSE
REVV race car NFTs launched



OliveX will be able to further utilise Animoca Brands' established 40m strong
user base and the Animoca launchpad in order to jump start projects



Building the Fitness Metaverse

OliveX's strategy to create a fully interoperable fitness ecosystem

Build



Leveraging proven game engines and platforms such as Zombies Run and Sol Cycle to develop new game experiences which include blockchain gaming characteristics

Collaborate and deploy across multiple partnership brands and IP



ZOMBIES, RUN!



SOL CYCLING

Incubate and Invest



Incubate and invest in early stage move-to-earn blockchain games to expand the fitness metaverse



Brand Partnerships & the Sandbox



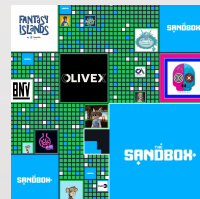
Assist world class brands to enter the Sandbox metaverse utilising OliveX owned LAND in the Sandbox for NFTs sales, digital experiences and interaction with brand communities



THE END GAME

Create a completely open and interoperable ecosystem in collaboration with Animoca Brands to allow access to all user-bases, communities, and partner brands

Interoperability and utility are the key value drivers for NFTs and create more opportunity for trading thus increasing their value



DUSTLAND RUNNER



Build

Building the first ever blockchain
'move-to-earn' audio game utilising the
proven engine of Zombies, Run!

- › OliveX is developing a blockchain based 'move-to-earn' 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 run and get rewarded for it (move-to-earn)
- › Real-world jogs, sprints, and dashes move players forward in the game's narrative and allows the player's avatar to improve its attributes and earn rewards






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



ZOMBIES, RUN!

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



THE WALK

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



ZOMBIES, RUN!

KEY METRICS

REVENUE

A\$2.2M

PER YEAR

OVER

300K

AVERAGE MONTHLY
ACTIVE USERS

35K

PAYING
SUBSCRIBERS

OVER

9M

DOWNLOADS

WWW.ZOMBIESRUNGAME.COM

HOW IT WORKS



Build

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.

200

200 Missions.

You'll never run out of
motivation.



Award-Winning Story.

So good you'll want to
play every day.



Walk, Jog, Run.

Fun at every speed.



Base Builder.

Collect supplies to rebuild
your town.



Sync Online.

Track
your runs and share
your progress.



Interval Training.

Create your own missions



1 Million Players.

The
biggest smartphone
fitness game, ever.



Run Everywhere.

Outside, indoors, in gyms.

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**



Build



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!

CREATING A FITNESS METAVERSE WITH ANIMOCA AND THE SANDBOX

Functionality to expand utility of digital assets

Interoperability of NFTs provides utility across multiple platforms and metaverses



Build



DOSE Token
powering the
ecosystem

NFTs earned and acquired will be
interoperable with the wider ecosystem

Users play one game to
Earn and acquire NFTs



Integration with other metaverses

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



EXPANDING THE FITNESS METAVERSE



Build

Dustland Rider The World's First Blockchain Cycling Game

- OliveX is now replicating the Zombies Run and Dustland Runner strategy through the acquisition of SOL Cycle¹
- Utilising the SOL Cycle platform OliveX will create the first ever blockchain cycling game with move-to-earn functionality
- The new Dustland Rider game provides access to a wider fitness focused user base of active cyclists
- The global cycling market is significant - USD\$54.44 billion global cycling market (2020)¹



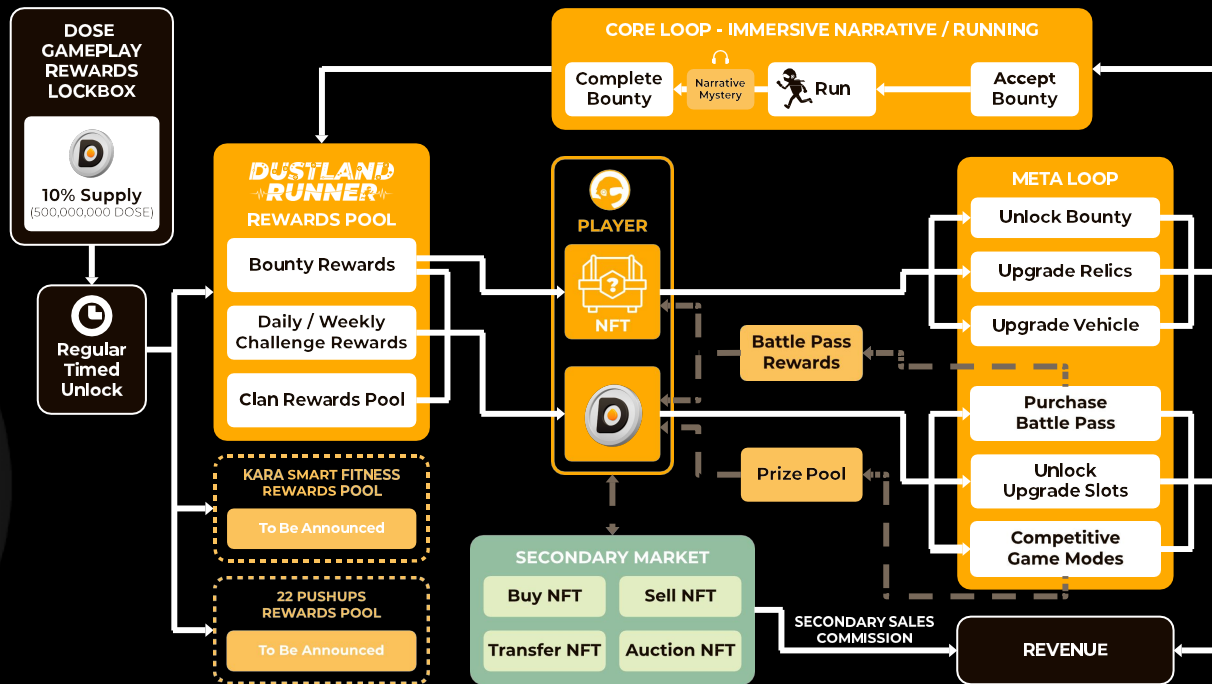
DOSE TOKEN ECOSYSTEM



Build

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

How DOSE is being earned and used in Dustland Runner



STRATEGIC MOVE-TO-EARN INVESTMENTS



Incubating early stage move-to-earn games is integral to the growth and facilitation of a truly open and interoperable fitness metaverse



Genopets is a step based virtual gaming metaverse

The game is shaped and molded by the users' real life actions and the user's steps further develop the Genopet itself

The Genopets utility token, GENE, currently has a fully diluted market capitalisation of ~USD\$950M¹



DEFY disrupt is a location based GPS blockchain game

Users utilise NFT Virtual Private Masks to obscure their identity, joining the revolutionary organisation DEFY, to complete mission

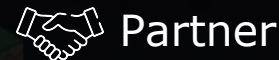
OliveX is actively seeking further opportunities for investment within the move-to-earn gaming space

There is substantial opportunity to expand the metaverse into

- › Connected fitness
- › Computer version based games
- › VR fitness
- › Cognitive wellness based game offerings

1 - Source - <https://coinmarketcap.com/> (6 Jan 2021)

OLIVEX AND THE SANDBOX



Introducing globally significant brands to the metaverse

➤ **Part of OliveX strategy is to be the go-to fitness company to help fitness brands engage with the Sandbox metaverse**

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

OliveX is partnering with globally significant brands such as Playinnovation and Gym Aesthetics and has the intention of assisting these and other brands with the integration into the Sandbox metaverse¹

THE
SANDBOX

animoca
BRANDS

OUR METAVERSE PARTNERS

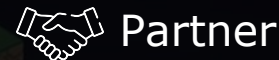

Playinnovation™
big ideas for growing minds

**The UK's leading playground
and ballcourt manufacturer**

 **GYM AESTHETICS.®**

**German fitness apparel brand that
fully comprehends an athlete's need**

OLIVEX AND THE SANDBOX



Introducing globally significant brands to the metaverse

► 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, utilising our 12x12 LAND parcel inside the Sandbox metaverse for these launches and NFT sales

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 1 - OliveX Business Units

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 - 2 partnerships signed - Gym Aesthetics and PlayInnovation

Revenue: Subscriptions

Kara

- Smart mirrors and apps

Revenue:
Direct sales & subscription



Appendix 2 - DOSE Tokenomics

DOSE TOKEN ECOSYSTEM

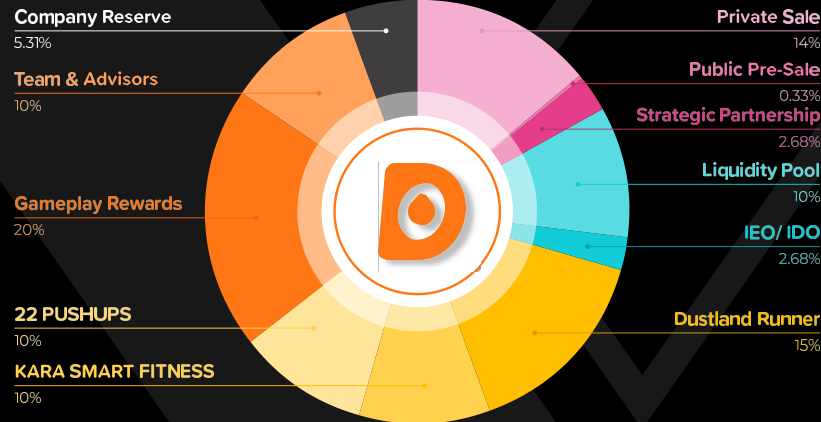
Total of US\$2.53M in \$DOSE token sales already achieved

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\$30k in sales

DOSE now listed on a number of major centralised exchanges including OKEx and MEXC

Fully diluted market cap now US\$717M*



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%

1 - Source: <https://coinmarketcap.com/> - close price from 6 January 2022

Appendix 3 - NFTs and Cryptocurrency

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.

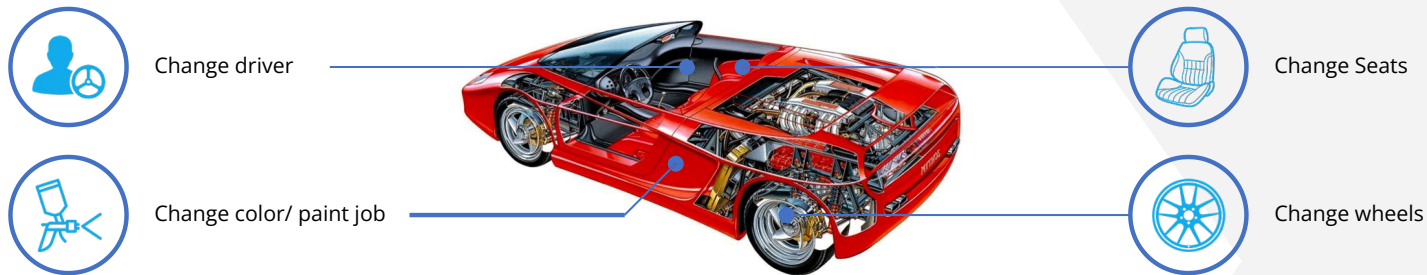
ERC-721: *non-fungible tokens*. For ownership of things. Such tokens are completely unique and not interchangeable.



♦ ERC 721 ♦



OPEN ASSETS IN PHYSICAL TERMS



source: Ferrari Mythos

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.



OpenSea



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

INTEROPERABILITY = P2P OWNERSHIP ECONOMICS

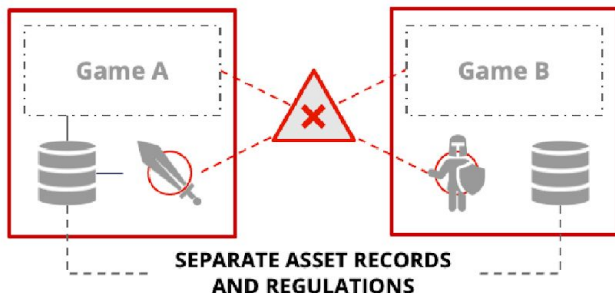


Cross-application interoperability refers to the capacity of games to utilize a shared asset.

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

SILOED DATABASES CONFINE ASSETS TO THEIR NATIVE ECOSYSTEM

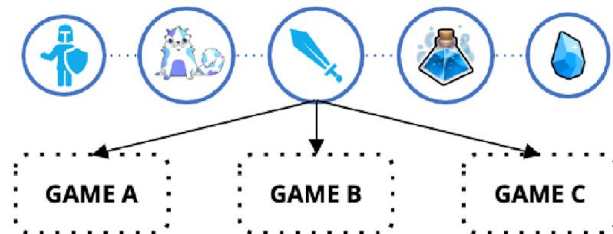


User-transactions, under this model, form mere license agreements: a right to use items within, and only within, the context of that original game. Thus forming a closed loop between player and developer.

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

A DECENTRALIZED MODEL FACILITATES XCH. BETWEEN GAME ECOSYSTEMS



NFTs PROMISE TO SET THIS BOLD NEW STANDARD FOR CROSS-APPLICATION SUPPORT

NFTs PROMISE TO SET THIS BOLD NEW STANDARD FOR CROSS-APPLICATION SUPPORT

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.