▪ INVESTORS SUMMARY

Strategic tech partners: socios.com chiliz

FAN RATING

Next-Gen Fan Engagement Platform for Web3

Fan Rating Technologies Limited is a UK incorporated company eligible for the SEIS/EIS tax exemption scheme for early investors

Are 4 billion fans engaged enough?

PROBLEM

Current post-match fan engagement misses the new generation of sports fans.

25% Loss

In Fanbase Monetization

SOLUTION

Fan Rating 3.0

A User-generated fan platform that turns passive fans into active participants, rewarding interaction and **extending post-match engagement.**

Executive Summary

Fan Rating 3.0 is an advanced **Web 3.0 SportFi platform** for User Generated Content Creation with a rewarding based on DeFi and GameFi concepts and items (tokens, NFTs, metaverse) in a market of 3.6 billion sport fans worths 400 B$.

Fan Rating Technologies Limited, owner of the platform, is a UK incorporated company founded in 2023 by 4 entrepreneurs and senior managers with previous business relations, experts in sport business, ICT, Web3 and DeFi (decentralized finance) to provide the best advanced tech product and the market power.

The operational revenues are coming for 75% from the GameFi, 18% from the Advertising and 7% from Data monetisation.

We plan to reach **50 M€ by 2028**, with a Gross margin of 77% and an EBITDA of 44%.

Break-even reached in Q3 2026, positive cash generated in Q3 2027 and positive cash in bank in Q3 2026.

The PoC was launched in 2023, the MVP in June 2024, the Go-To-Market and official launch on web, Apple & Play stores is in June 2025. The market acquisition is done through our solid partnerships (B2B2C) with sport organizations (FIFA, MLS, Saudi Pro League, Serie A), media companies (FootballCo Media Company) and entertainment companies (Chiliz/Socios.com).

We've achieved strong pre-launch traction (+105% sign-ups, +280% app views) and secured key takeoff agreements:
$15M token purchase (GEM Digital), partnership with Chiliz (2M Web3 users), LOI with FIFA for naming rights.

After investing €1M in product development to deliver the PoC and MVP and securing €1.5M from an investor, we are now preparing for the Go-To-Market phase (with a forecasted CAGR of 119%). We aim to raise a €5M to 10M€ mixed round—comprising equity (at a pre-money valuation of €24M) and $FANR tokens offered at a 25% discount during pre-sale—to fund the following strategic initiatives:

- Product development
- Operations
- Marketing
- Partnerships

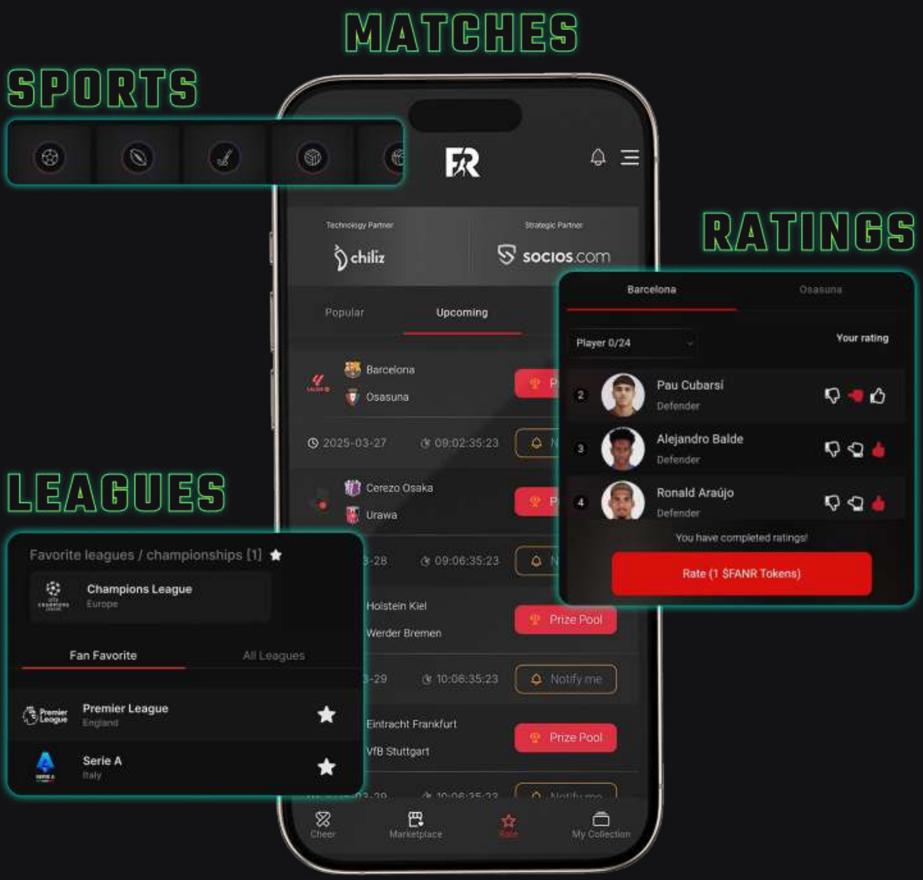
How does Fan Rating work?

RATE TO EARN GAMEFI

- 7 Sports men and women
- 60 Leagues
- NASCAR
- +1000 Matches
- Win $FANR
- Exclusive Content & Formats

GET IT ON Google Play

Download on the App Store



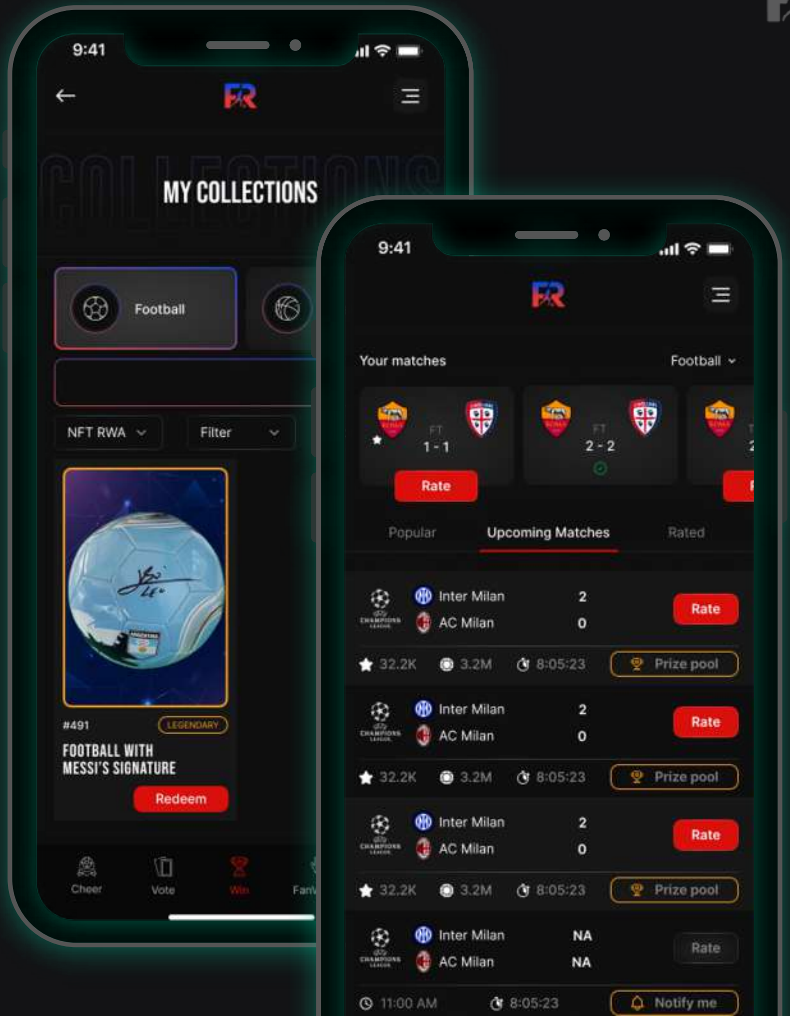
Select Sport > Select League > Select Match > Rate > Win $Fanr & Nfts

Value Proposition

Fan Rating is the GameFi partner for sport organisations, **media, gaming and livescore firms** seeking to diversify their revenue and boost user engagement.

What benefits we bring to Partners?

- Engage the 25% of disconnected new generation fans using Web3 principles
- Diversify and generate additional revenue
- Cross-engagement (attract fans of other sports)



Revenue Model

HOW WE CASH?

Tokens ($FANR) purchased in-app

Users need to purchase in-app $FANR to Play and to participate to exclusive events.

The average user spends $0.30 per match, for 30 matches a year.

NB: Saudi Pro League will purchase a high quantity of $FANR to distribute to its fans.

Sponsorship and Advertising

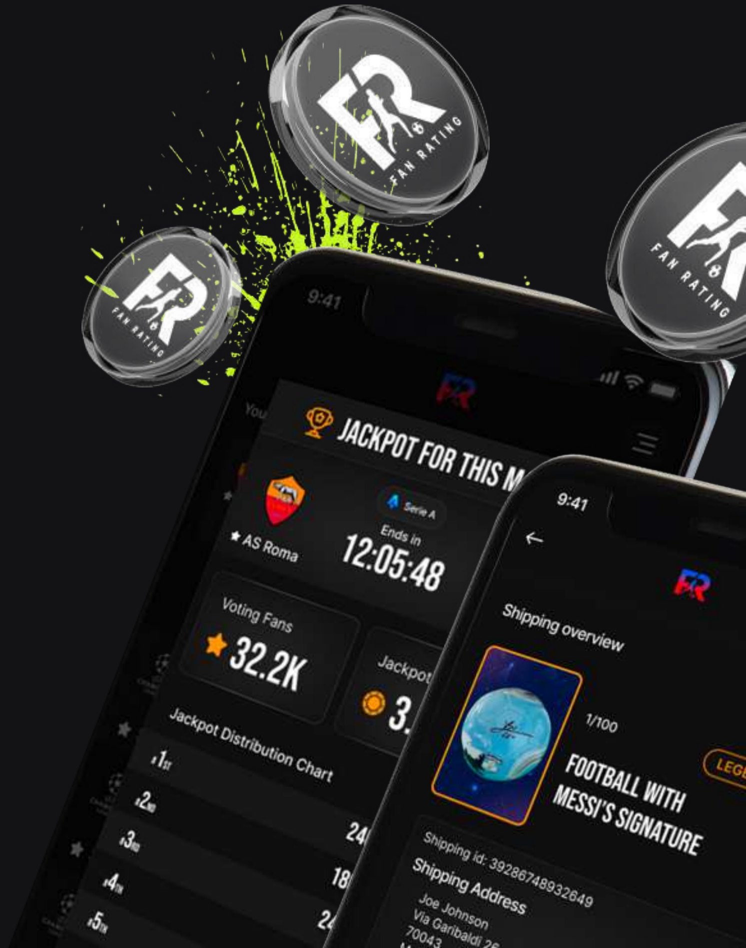
Sponsored content, events, and in-app advertising opportunities

Data monetization

Marketing campaigns using data platforms at $0.012 per contact.

Projected Revenue 2028: €52 M

CAGR 2025-2028: 119%



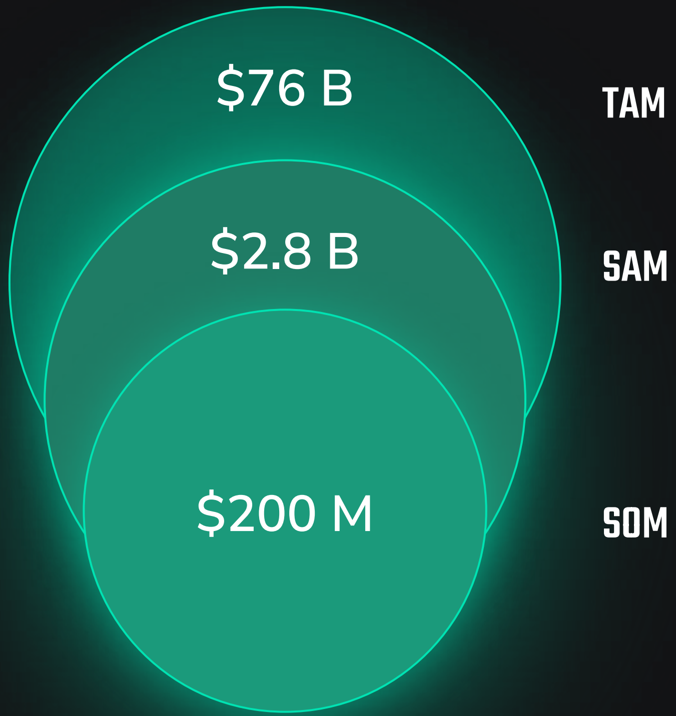
The Target Market *

Top 25 leagues attract 4 billion fans.

3.6 B
Digital Sport Fans

2 B
Sport bettors

425 M
Web3 & Crypto users



CAGR GameFi 23/28:27

cf. Business Research Insights
Source: https://www.businessresearchinsights.com/market-reports/gamefi-market-102420

Unfair advantages to win the competition

What Makes Fan Rating 3.0 Unique?

LEADERSHIP

- Charlie Stillitano - influent sport businessman
- David Murray Hundley - awarded UK best entrepreneur
- Andrea Rizzi - advisor Italian Regulatory Authority Securities Market (CONSOB)

PARTNERSHIPS

- Chiliz holding and Socios.com Strategic partnership
- FIFA LOI and negotiations for app naming rights
- MENA representative office through JV with LGG Group, a Saudi sports gaming group.
- Dupla DMCC to explore opportunities for Fan Rating with sports, athletes, celebrities, and organizations.

sorare

4.2 B$ *Fantasy game*

ONEFOOTBALL

2 B$ *Sport Entertainment*

Sports Interactive

1 B$ *Football Manager Gaming*

FIFA

Soft launch JUNE 2024 Official launch **JUNE 2025**

Our Dream Team

Passion, Talent, 20 years Experience & Knowhow

Fan Rating Technologies Limited, London-based Web 3.0 SportFi firm, was founded by sports and tech enthusiasts. After a successful PoC launch with Arrigo Sacchi, we created a multisport Web 3.0 SportFi platform, minted $FANR tokens, and secured key sports partnerships.

Andrea Rizzi
Co-founder & DeFi

CIO, expert in blockchain, decentralized finance (DeFi), securitisation and tokenization. Previous CTO of TEVA pharma and Head blockchain in Milano Global Advisors. Advisor securities regulatory authority in Italy (CONSOB).

Dr Amedeo Mangili
Founder & CEO

Serial entrepreneur founder of start-ups, 4 exits, expert in strategy, sport business, marketing, certified expert in Web 3.0 and Cryptocurrencies.

Michelangelo Chasseur
Co-Founder and CPO

Founder and CEO of Kotuko, Experienced IT leader, expert in Web 3.0 blockchain, crypto and NFTs.

LEADERS & ADVISORS

Charlie Stillitano
VP Partnerships

Founder of Relevant Sports, chairman International Champions Cup and Soccer Champions Tour, advisor for Serie A.

Massimo Oddo
VP Public Relations

Professional footballer AC Milan, FC Bayern , World Champion , Ambassador FIFA, TV commentator.

Flavio Faré
VP Sponsorships

20 years of experience as senior manager in AC Milan and Sport institutions.

James Hart
Chief Marketing Officer

3x Founder, 4x CMO. Built & scaled B2B x AI AdTech & Web3 x SportsTech. Launched at Google HQ, drove $100M+ sales, backed by top accelerators.

Dr Eng El Mostafa El Aouazi
Deputy Chairman

C-level in HTI in Gibraltar, previous senior roles with Qatar Investment Authority and Thuraya Satellite Communications, top-level positions in Morocco working directly with the Prime Minister’s cabinet.

POC - MVP

From Idea (2022) to Launch (June 2025)

2023 PoC

App Web2
Italian market
Season 2022/23

Jan 24 Setup

Set-up UK Limited:

- 10,000 shares
- 3 co-founders

JUNE 24 Partnership

- LOI Italian league
- Partnerships with Yardhub accelerator

JULY 24

- Web Dapp live for EURO 24 and Copa América

Sept 24 Beta Test

- Web Dapp Football V1 20 top leagues
- Apple and Play Store mobile Dapp

Nov 24 Partnerships

- 1Chiliz/Socios: partnership
- FIFA: Equities proposal
- MLS:Equities proposal
- League Serie A Equities proposal

Dec 24 Partnerships / Pre-Launch

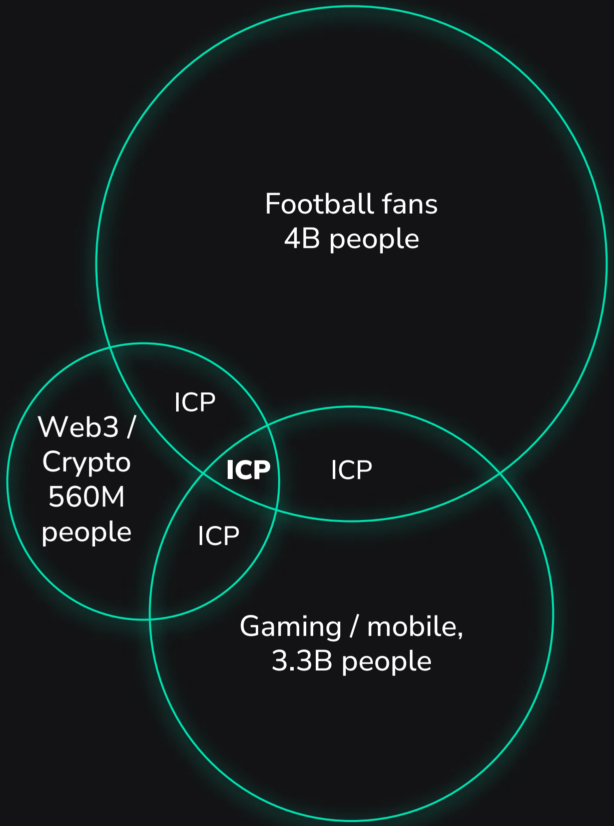
- LevelZ group partnership
- Saudi Pro League discussions
- Chiliz Sports partnership for B2B with 80 top clubs for verticals

- Approved on Apple Store and Google Play

June 2025 Launch

Ideal Customer Profile

Football fans x Fantasy Sports x Web3 users (18-35, Mostly Male, X, App Stores, YouTube, Instagram, TikTok)



Marketing strategy - Web2.5 App Scaling Approach

The marketing strategy should follow the huge success of web2.5 sports app project NFL / FIFA Rivals ($MYTH token $180M+ market cap, $1.25B ecosystem valuation 2021)

This approach follows the marketing strategy:

- Product excellence (strong ratings in the app stores)
- Web2-first UX
- Licensing for app naming rights and images players (NFL / FIFA)
- Early community building with Web3 audience
- Scaling mostly with Paid Ads

NFL Rivals crypto game scores nearly 3 million players as revenue climbs

By RT Watson

GAMING • OCTOBER 24, 2023, 10:59AM EDT

App Naming Rights

BRAND + PLATFORM NAMING RIGHTS

Available on the App Store

GET IT ON Google Play

F I F A RATINGS

- Name of app on Apple App Store and Google Play Store
- New domain name: fifaratings.com
- App name on creatives for App Store Ads + Meta Ads + Google Ads
- Use of trademark in marketplace digital rewards
- Add-ons: Social campaign on launch

Go2Market - Roadmap Fan Rating

SPRING – Q2 2025 (200K users – app 3/5)	SUMMER – Q3 2025 (600K users – app 4/5)	AUTUMN – Q4 2025 (1M users – app 5/5)

APRIL · MAY · JUNE · JULY · AUGUST · SEPT · OCT · NOV · DEC

- Socios DApp Store Listing
- $75K Airdrop Campaign x Chiliz, UCL, Libertadores, EPL
- App naming rights major name – FIFA Ratings / Ancelotti’s
- NFT Launch – Chiliz x Airdrop Pass
- $150K Airdrop Campaign x Socios, FIFA Club World Cup
- App Store Launch - FIFA Fan Rating
- $75K Airdrop Campaign x FC25 + Esports World Cup
- App Store Ads - Paid Ads Scaling, Europe/USA
- Launch Omnichain –DEX/CEX $10M+ market cap
- Major league partnerships - Marketing UA
- Major CEX Listing $50M+ market cap
- Ads – Middle-East / Asia
- MMP - Paid Ads Scaling

Traction Q1 2025 Key Partnership Signings

MARCH

- Dizplai (sports software platform UK - working with Liverpool FC, Man City FC, EPL Clubs).
- Entourage Sports on licensing deals (global partner of Juventus FC, Roberto Carlos, Luka Modric, Ronaldo)
- Crossmint on $FANR airdrop campaign (Web3 launch platform - raised $24M Series A, 2025)
- Fan Rating ambassador Matthieu Estrada, founder of ReMin Fan Media - Real Madrid Fan TV, 50M+ views on social media 2024.

Q1

- Dupla Sports Agency -Founder Ex-LALIGA, specialises in partnership deals with LALIGA, USA, LATAM
- Chiliz / Socios.com DApp Store launch (2M Football x Web3 wallet users) ,world's leading sports-focused blockchain, partnered with > 80 elite sports teams.
- Twitter / X Ads agreement to serve blockchain gaming ads in USA, UK, Canada, Australia, Germany, Japan, Turkey, Brazil, Thailand.
- GEM Digital, digital VC for the purchase of 15M$ equivalent in $FANR

Traction Q1 2025

Key Growth Metrics App

GROWTH	Q1 2025	MAR 25
New App Sign Ups	105%	↑1129%
Mau (Rate page in app)	51%	↑486%
App Views Growth	281%	↑552%
Average Engagement Time	141%	↓-51% *
View Per Active Users	276%	↑88%
X Impression Growth	82%	↑19%

**2 week international break - No fixtures in app*

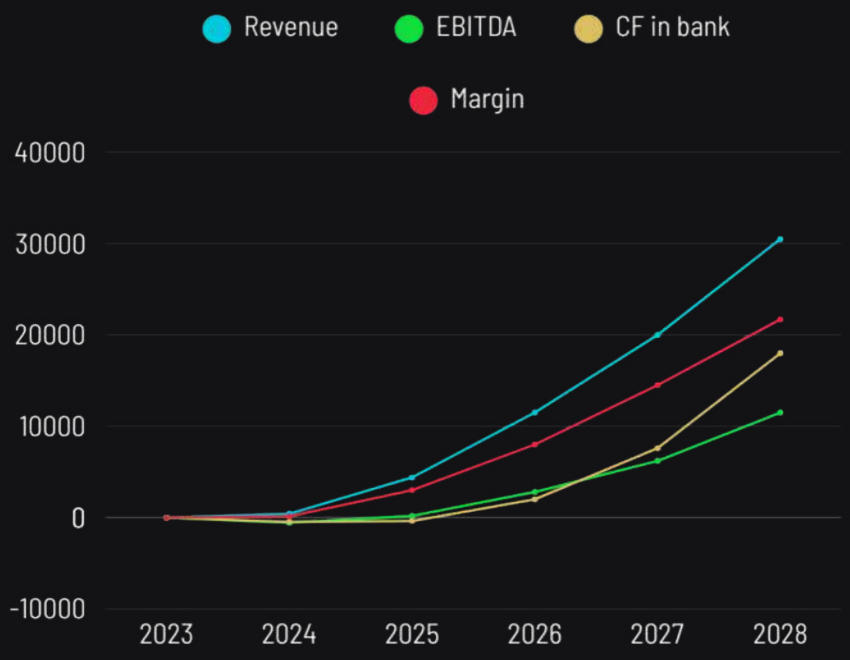
Financial Projections

Yr	Revenue*	EBITDA	Cash in bank
2024	No rev.	(138 k€)	200 k€
2025	1.4 M€	(2.3 M€)	77 k€
2026	12.6 M€	768 k€	2 M€
2027	30 M€	10.5 M€	6.6 M€
2028	52 M€	22.8 M€	25 M€

44% EBITDA

10.2 LTV/CAC

77% Gross



Financial CAGR 2025-2028: **120%**

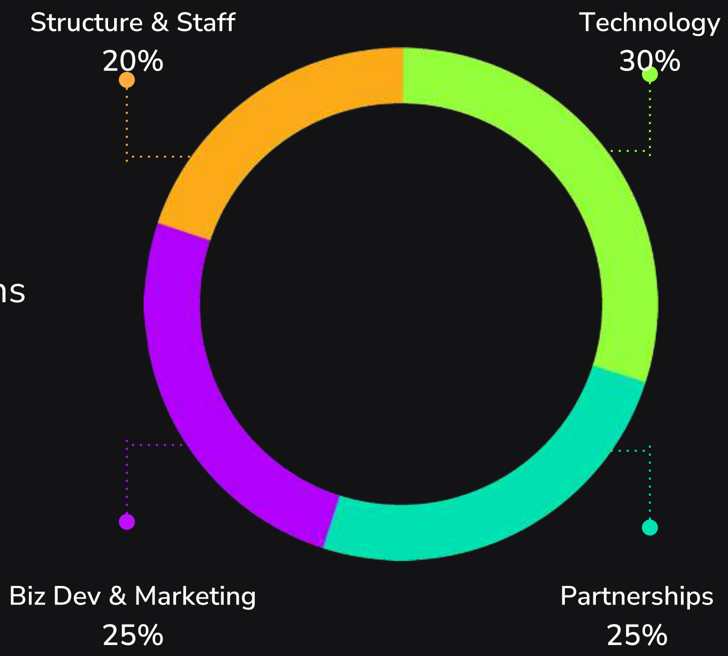
Need and Ask

WEIGHTED AVERAGE COMPANY VALUATION: € 24 M

5M to 10M€ for equities + Tokens:

- €5M in cash for 17.5% equity
- €5M in cash for an equivalent amount of $FANR tokens (private pre-sales 25% discount in OTC)
- A board seat

€ 1M Founders' Investment



NB: Fan Rating Technologies Limited eligible for the UK program SEIS/EIS tax exemption for early investors.

Thank you

Be a part of the revolution in Fan Engagement by embracing innovative technologies with us!

EMAIL

investors@fanrating.tech

WEBSITE

fanrating.tech

Investors' Relations Contact
+33 612377257

Fan Rating Technologies Limited
71-75 Shelton Street - London WC2H 9JQ

yard [hub]
WEB3 ACCELERATOR - DUBAI DIFC