



Company: FunJumping Inc.
Location: Cayman Islands
Website: <https://www.blacat.game>
Offering: US\$10.0 million Preferred Equity STO/DSO
Convertible: Converts to common in event of sale or IPO
Dividend: 1% dividend based on revenues

Placement Agent: Ensign Capital
Contact: David G. Walters, Managing Director
Phone: 416-839-7424
Financial Advisor: Redwood Group
Contact: Jim Bickel, Chairman
Website: <https://www.redwoodgroupintl.com>
US Securities Counsel: Loeb & Loeb LLP

FunJumping Inc. (“FunJumping” or “the Company”) is developing BlaCat, a scalable and comprehensive blockchain video game environment for every style of game, including real-time strategy, massively multiplayer online, and turn based, and every major operating system. BlaCat avoids third party publishers, letting developers keep the majority of their profits. With no special blockchain programming knowledge required, BlaCat offers developers an open-source software development kit based on NEO blockchain technology, provides speedy payments and gameplay, easy monetization of games and digital assets, crowdfunding opportunities and in-game advertising. Just as important, BlaCat gives gamers ownership of their digital assets via a user-friendly wallet, providing for a transparent game economy with a trustworthy peer-to-peer virtual exchange marketplace.

OFFERING CONSIDERATIONS

- **Fund raising:** US\$10M (USD) = 11.40% Equity of FunJumping
- **The total amount of BCS issuance:** 45M BCS = 40% FunJumping Equity
- **Project Potential: 100 mil gamers, over 3,000 game developers, US\$5 bil in annual revenues**
- Each BCS shall carry a cumulative, non-compounding, **quarterly dividend entitlement** in an amount equal to **1% of the Company’s quarterly revenue**, one quarter in arrears, which shall begin to accrue on the first anniversary of the initial Closing
- 10% of tokens to be reserved for BlaCat Team

- **Large and Growing Addressable Market** - In 2018, the **global gaming industry** had approximately 2.5 billion gamers, 4.4 million developers and was projected to generate **revenues of over US\$120 billion**. The industry is expected to grow in the high single digits over the next five years based on independent research from iResearch. While still in an early stage, the blockchain game industry is expected to grow at a 100% compound annual growth rate (CAGR) and reach approximately US\$13 billion over the same time period.
- **Blockchain Technology to Usher in a New Era of Gaming** – The gaming industry has undergone several major shifts with the most recent being the transition from pay-for-time to free-play/pay-for-items in the 2000s. FunJumping believes that blockchain technology has the potential to revolutionize the gaming industry once again by creating a new game economy “pay-for-assets” that solves the major problems inherent in the current free-play/pay-for-items model.
- **BlaCat Solves Key Issues for Developers and Gamers** – BlaCat delivers the majority of the revenue to the developers and allows gamers to retain full game asset ownership accordingly.
- **Collaboration with NEO Public Blockchain** - NEO provided FunJumping with US\$2M in seed money. BlaCat collaborates with NEO to promote the ecological development of blockchain technology, establish blockchain game standards, and discover potential game developers and games.
- **Experienced Executive Team** – FunJumping’s executive team has 15 years of experience in the video gaming industry. The Company currently has 30 + full-time employees and has established nodes in North America, Asia and Europe.
- **Poised for Early Mover Advantage** – BlaCat is close to launching the platform and is currently working with 10 developers, putting it a step ahead of others seeking to enter this space. Given the early to market opportunity, the Company plans a global launch as quickly as possible, with an initial focus on key gaming markets in China, North America and Europe.

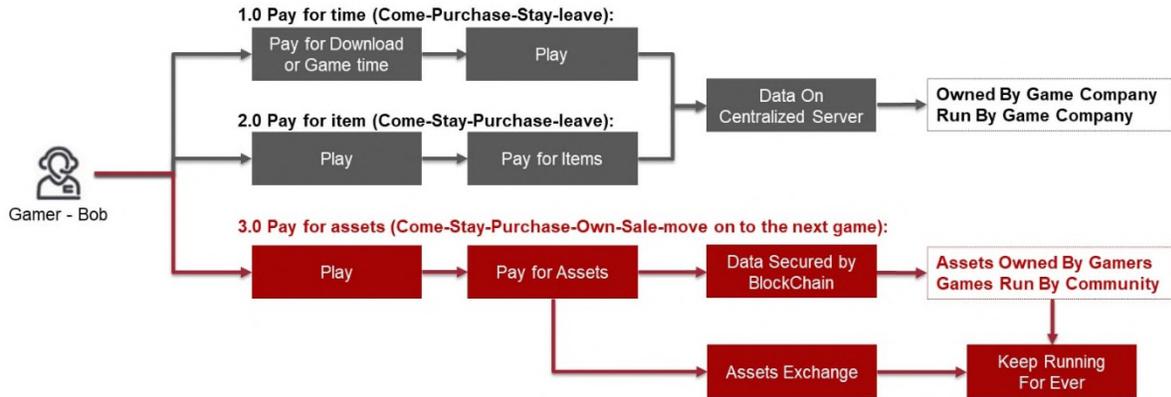
Blockchain Games Under Development



How BlaCat Will Disrupt and Revolutionize Gaming

Developers' profits are being squeezed by publishers at a time when game development has become extremely complex due to the need to balance user experiences for both free play and paying users. At the same time, players are spending more and more money on items to advance in the games, which are not portable and decline in value over time. Blockchain technology facilitates the development of an ecosystem that delivers the majority of the revenue to the developers, provides financial support for selected developers and an open source SDK that allows them to bring their games to market quickly. It also allows gamers to retain full game asset ownership and a transparent game economy with a trustworthy peer-to-peer virtual exchange marketplace.

Solutions - Pay For Assets – A Revolutionary Gaming Model



Internally Developed High-Speed Blockchain

ZoroChain is multi-chain structure solving network traffic congestion issues and the problem of concurrent transactions by instantly releasing and confirming within 300ms vs 1000ms for blockchain. It also facilitates token purchasing and has lower fees than blockchain.

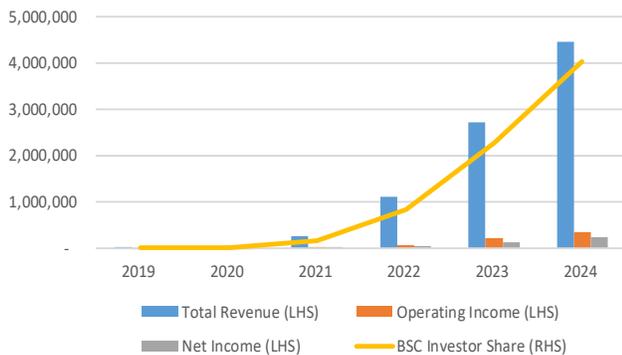
Developer Acquisition Strategies

BlaCat's growth strategy is focused on rapidly adding developers in each market. The Company estimates developers, on average will generate US\$1 million in revenue per year and is looking to add 50 developers per month. To that end, BlaCat will provide GameLab developer support programs with funding from \$10,000 to \$100,000 along with support for project presentations and the initiation of game crowdfunding programs. For veteran game developers, BlaCat will actively expand and develop various partnerships including investment, new technology support, and cooperation in exclusive game publishing.

Revenue Goals and Structure

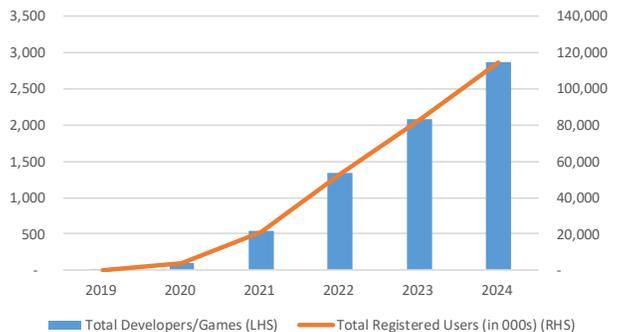
Projected by 2024 ~\$4B+ Total Revenue, \$345M Net Income, and \$40M+ BSC Investor Share

5 Year Projections - US\$ (000s)



Projected by 2024 ~3K Developers and 100M+ Users/Gamers on the Platform

Developer Games & User Growth



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