



**We bring brands and game developers
into the NFT world**

We speak as the world has already changed

Facebook just revealed its new name: Meta

The company announced the rebranding during Facebook Connect

THE VERGE

Pepsi Introduces First NFT Series From VaynerNFT: How You Can Grab One

BENZINGA

Why 144-year-old brands are launching NFTs



Sotheby's sells record \$7.3B in art this year, NFTs fetch \$100M

Bloomberg

The Morning After: Adidas' first NFT drop made \$23 million

yahoo!
finance

Year 2022: in the heat of digital revolution



Crypto

The cryptocurrency market is growing year to year, conquering new areas of application as well as new industries.

Like any trend, blockchain initially developed as a niche technology, which was mainly used by early adherents.

However, nowadays the blockchain and the whole crypto industry break into the lifestyle of the global community, blurring the line between everyday life and virtual world.



People

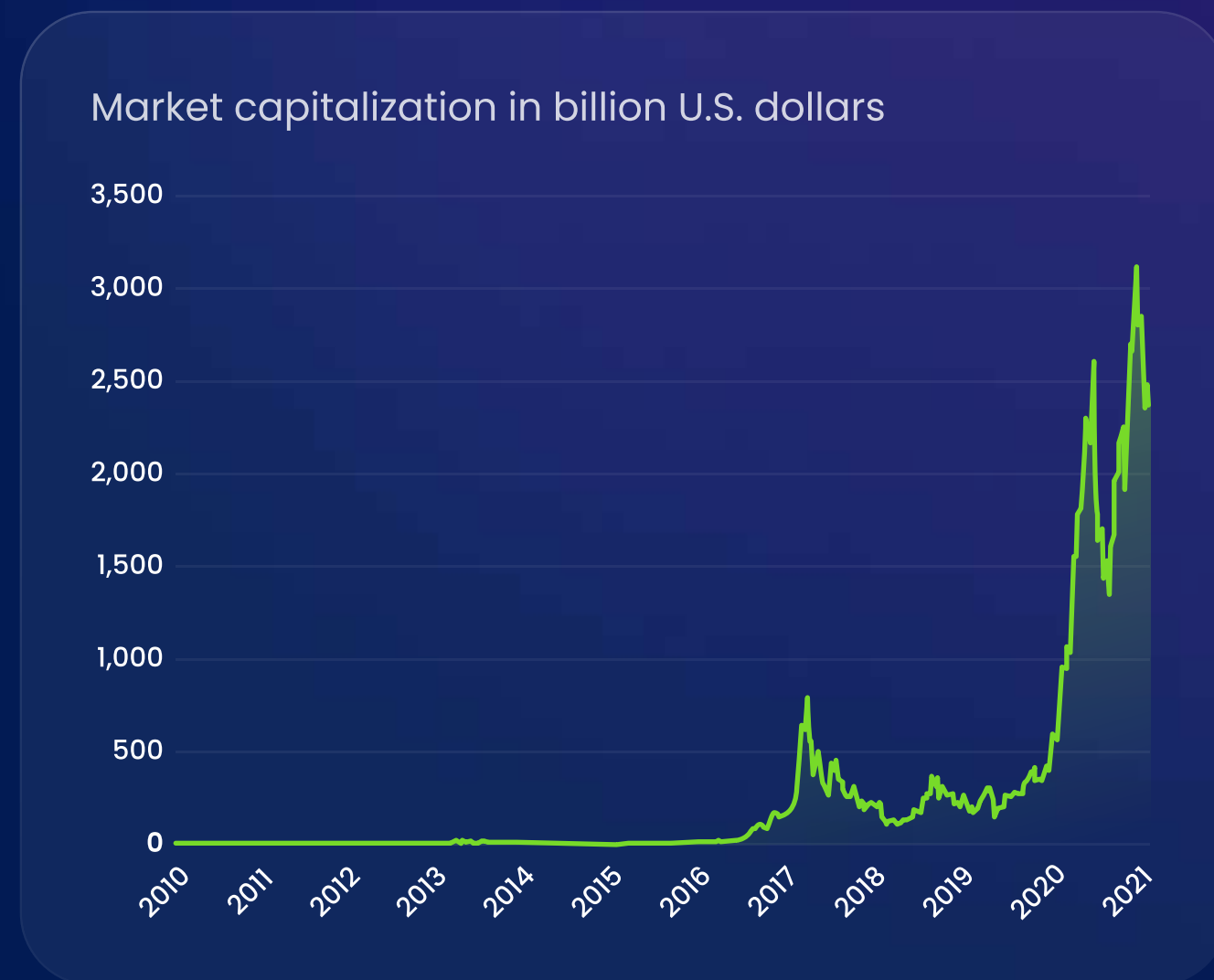
The digital life of each of us is growing rapidly, acquiring real value.

People are tired of centralization and are increasingly turning to blockchain technology to independently control their assets, virtual life and content.

Blockchain allows you to create transparent decentralized digital databases avoiding third-party interference.

And blockchain is the epicenter of the revolution

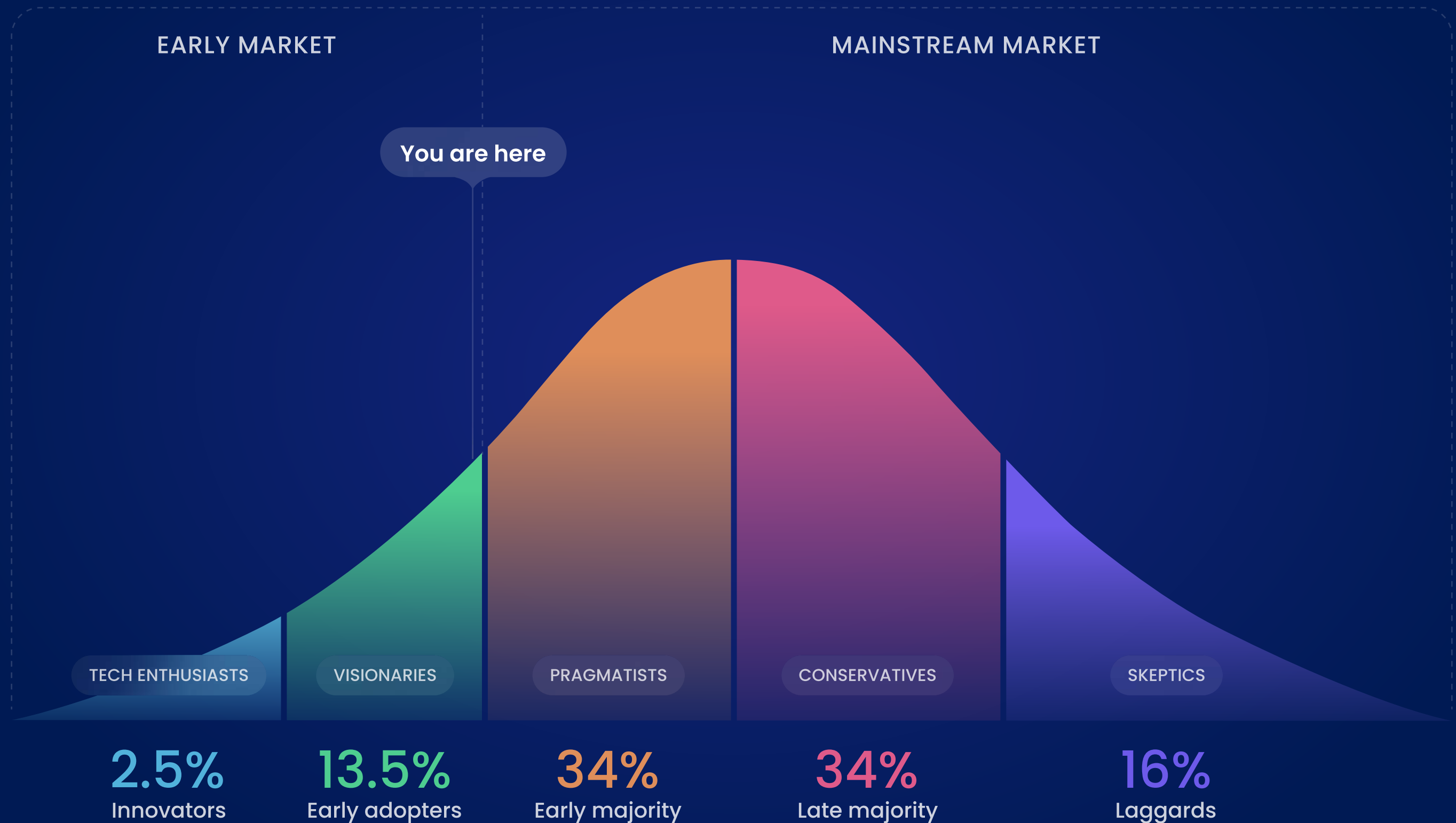
Overall cryptocurrency market capitalization reached \$3B in November 2021.



Bitcoin as the most popular cryptocurrency has performed at least 10-times better than any conventional assets.

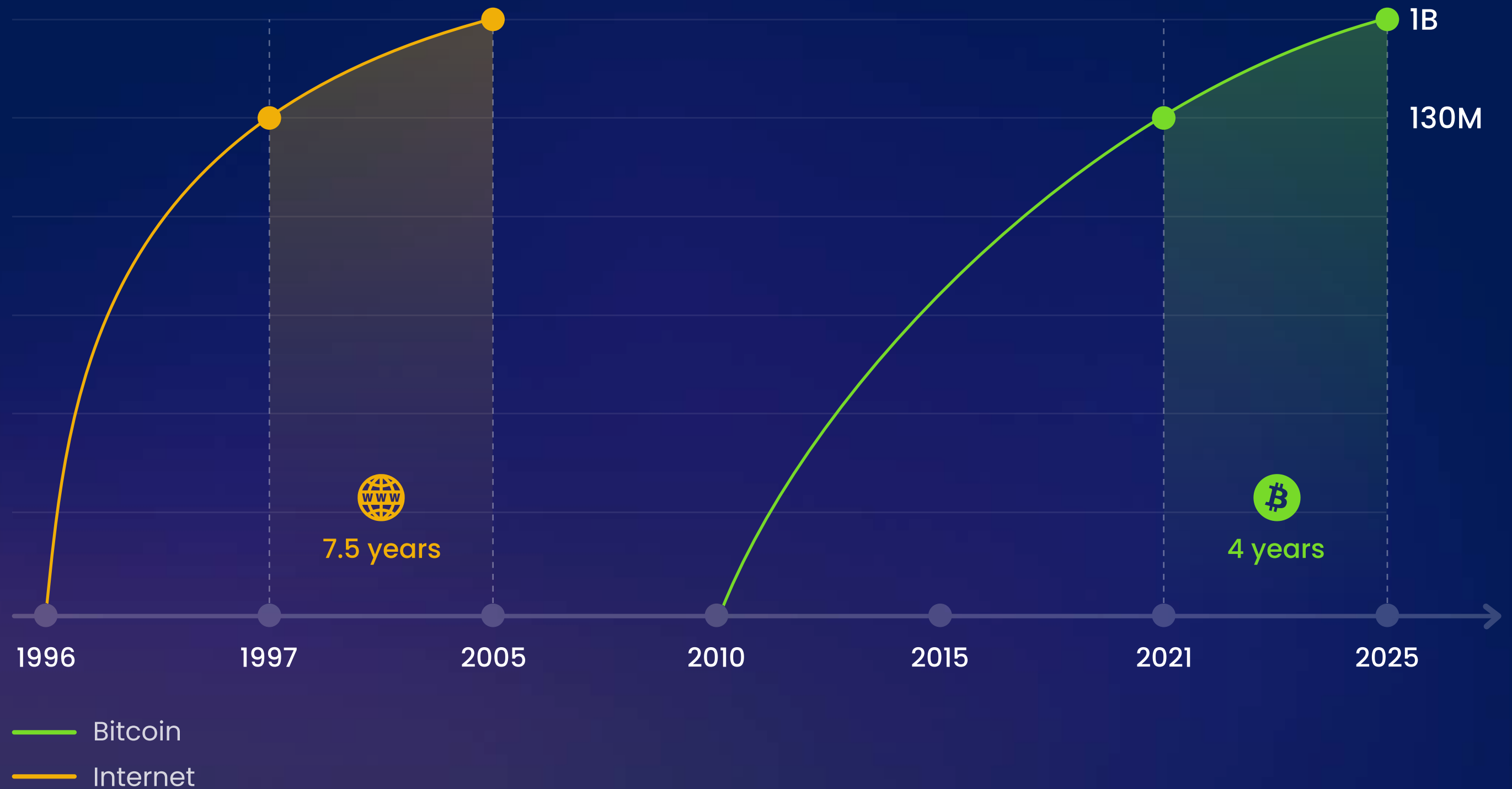


Cryptocurrency market is still young...



...but the rocket is ready to go to the moon!

Bitcoin will reach its 1B users milestone in **half the time** than the Internet.



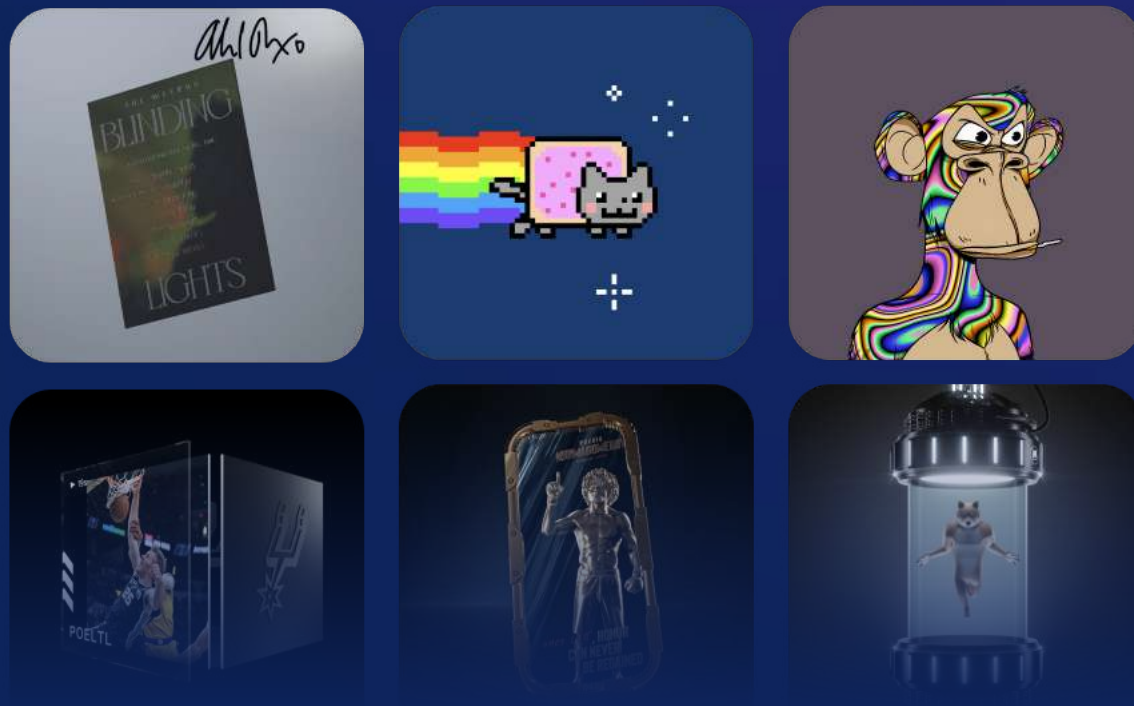
We are witnessing the bloom of NFT...

NFT token (non-fungible token) is a digital certificate for a unique object that is stored in the blockchain.

NFT is not a cryptocurrency in the usual sense. Each NFT is a unique token that has no analogue and guarantees the authenticity of the item providing exclusive rights to own it.

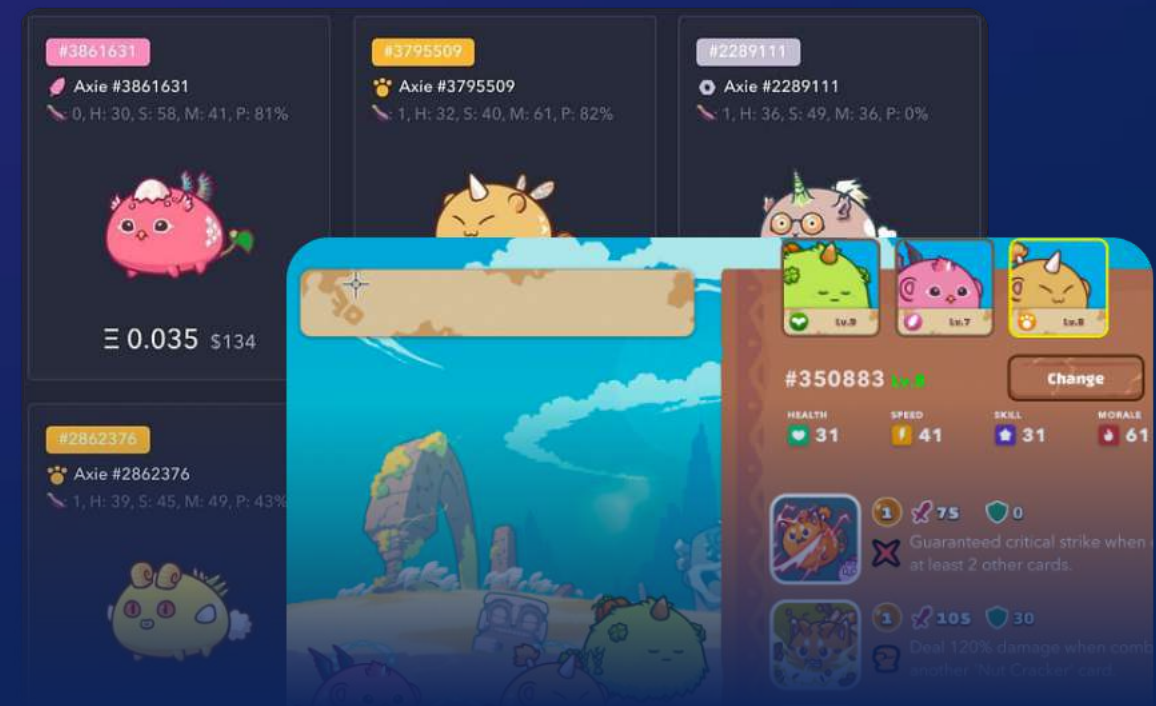
Static

Constant characteristics: text description and image or video.



Dynamic

Variable properties: may change depending on what is happening in the metaverse or reality



...followed by the bloom of **metaverses**

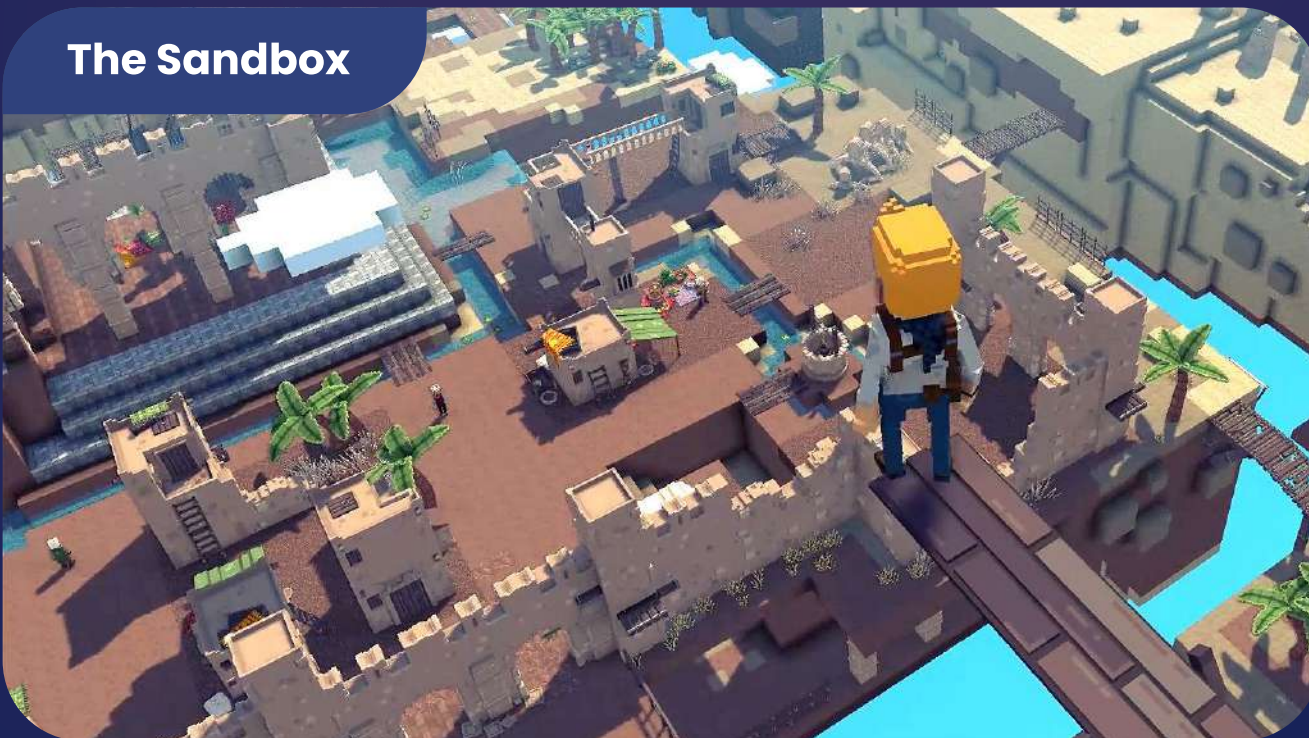
NFTs are widely used in the metaverses as the backbone of their economy, where all major assets are presented in the form of non-fungible tokens.

Metaverse is a shared collective virtual space, a digital universe where anything we could only imagine can exist. It can be both games and real world simulators.

Decentraland



The Sandbox



Axie



Analysts see 2022 as "the year of GameFi concept"



The demand for decentralization has fueled the global growth of the entire GameFi concept, where gaming meets financial instruments.

Blockchain

DeFi

• **GameFi**

NFT

Metaverse

And GameFi demonstrates the signs of growth the following years

Global gaming industry market size

Market analysts estimate the virtual gaming worlds revenue in 2021 to be \$180 billion, while in general the metaverse concept has over **\$1 trillion** market opportunity in just a few years.

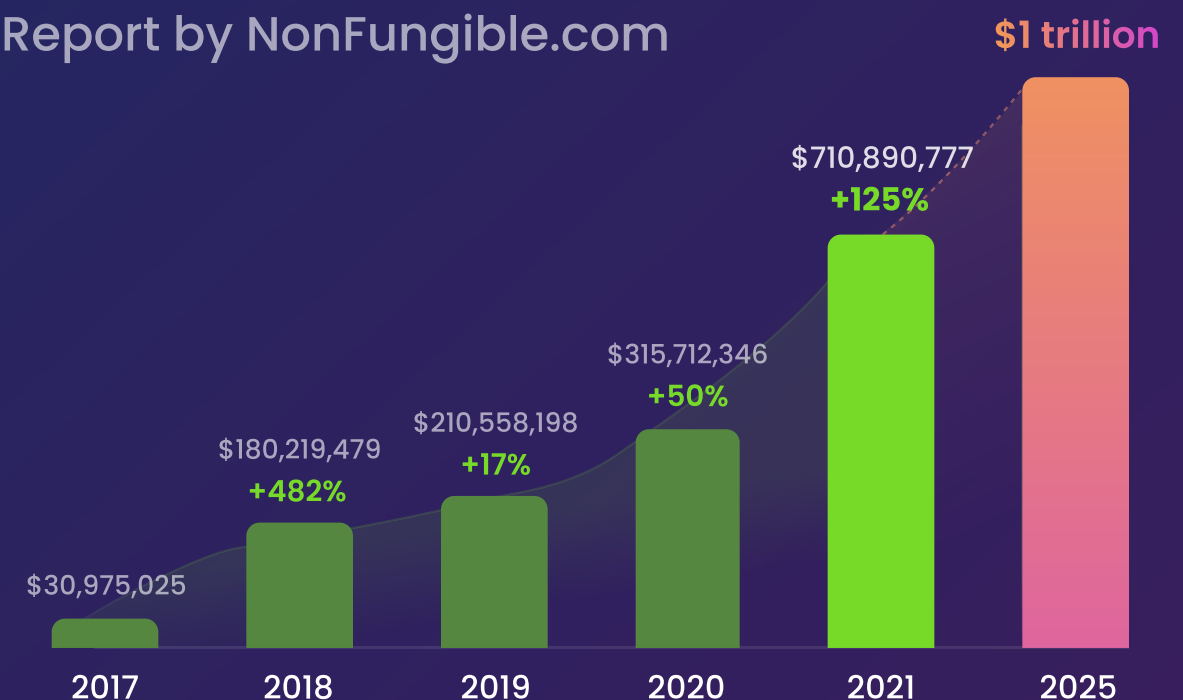
Grayscale Research



NFT & metaverse market size

As the world becomes more and more digital, many objects emerge as digital-native only, and the solution to the ownership question is already here in the form of NFTs.

Report by NonFungible.com



Big business gave the immediate response

Global brands spend billions of dollars on marketing strategies to win the consumers in the new digital reality — **Web 3.0**



Web 3.0 is the new online reality



It's all about next gen digital experience now

YESTERDAY



Focus
Tagging and
end-user experience

JS

Technology
JavaScript, AJAX



Ownership
Owned by
the network



Target reach
Community



Entertainment
Free-to-Play

TODAY



Focus
User empowerment through
trust, security, and privacy



Technology
Decentralized, Semantic Web, AI



Ownership
Owned by an entity &
shared through the network



Target reach
Individual



Entertainment
Play-to-Earn

NFT provides the ideal technology for integration

NFT is not only about games and art. NFT is the technology of:

- ◆ Recording the fact of owning a non-digital asset: binding to an object or a thing in the real world
- ◆ Recording the fact of ownership of a digital asset
- ◆ Exchanging NFT for an item in the real world
- ◆ Collecting
- ◆ Investing and trading



Character or person



Art



Game attribute



Sound



Physical object



Collectibles



Video



Fashion

And turns a new page in brand communications



New rich opportunities for interaction with the brand and its attributes



User acquisition boost, expansion of the crypto community, retention



New trendy brand perception (compliance with trends) and adoption to wealthy Z-generation



Creation of next generation game mechanics and growth of brand engagement



New revenue stream

We are here as we feel the pain of the business

Traditional business companies wish to join the NFT & GameFi trend, but **don't have the knowledge, technology and tools** to do the unique and secure integration into the cutting-edge trend.

Most of those coming from crypto and blockchain are unscrupulous projects that only give promises, instead of doing something. **The risk of running into fraud is too high.**

“Everything changes so quickly that you are either in trend and skimming the cream, or not. Therefore, the shift of game developer monetisation is the key dynamic driving the growing trend.”



TRUE solutions for Brands end-to-end

**We issue NFTs and launch white label GameFi projects
for conventional business brands within our ecosystem,
creative services and real payments in fiat currency**

TRUE.Ecosystem — your reliable guide into the world of GameFi

TRUE is a complex ecosystem providing all the needed **infrastructure for gamers, developers and brands** going digital, deep in metaverse

We are the bridge from physical to digital worlds firmly standing on **tech, brand & creative** expertise

We look deep into the client's business and develop the strategy for a holistic **digital brand experience** using the gamification approach

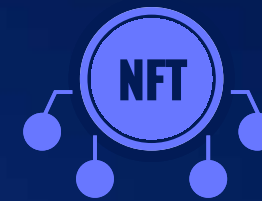


[Learn more
about TRUE vision](#)

We deliver one-click deploy end-to-end solution for brands to meet NFT and Gamefi



Brands



NFT and GameFi



Legal

Crypto expertise

Product expertise

Blockchain

Minting NFT

Experienced Team

Creative strategy

Tech expertise

TRUE ecosystem for brands, developers and gamers

Infrastructure for a smooth interaction with NFT by using GameFi innovations

TRUE



Brands

Brands can quickly mint and sell their own NFTs, which can be used by gamers in game worlds and collectors, both inside and outside the ecosystem.

- Merchant account
- NFT launchpad
- Creators services and certified game developers
- Legal contract & fiat currency

- Game worlds for building projects
- SDK out-of-the-box tools
- Built-in Oracle
- TRUE wallet & anti-fraud AI
- Cooperation with brands



Game developers

Developers are set free from building their own infrastructure to focus solely on game content and collaborations with global brands.

NFT marketplace & metaverse
End-to-end bridge to the digital



Gamers & crypto investors

Gamers & crypto investors get access to a variety of game worlds and 100% original NFTs from famous brands combined all in one place

There are plenty of companies and NFT marketplaces.

Why is TRUE team **the most reliable?**



TRUE experience in gamification

Our team has successfully launched dozens of games, hundreds of game mechanics and got thousands of satisfied players around the world.



TRUE experience in crypto

We went through the entire process of starting up a blockchain project from scratch. We've been following the latest technologies and updates in crypto world for 5 years.



TRUE business

We are not a virtual company on the dark side of the world. We know how to build a real business in crypto and are ready to share this experience.



TRUE experience in different geos

We are familiar with the operational aspects in most of the popular crypto markets.

There are plenty of companies and NFT marketplaces.

Why is TRUE the most interesting?



Creative expertise

We will come up with and offer several options for integrating NFT into your business on a turnkey basis.



Monetization

We do not just introduce a trend, but we know how to make money on it.



Fiat-friendly

We can easily transform crypto into fiat; we work under a contract and make a legally sound product.



Transparency

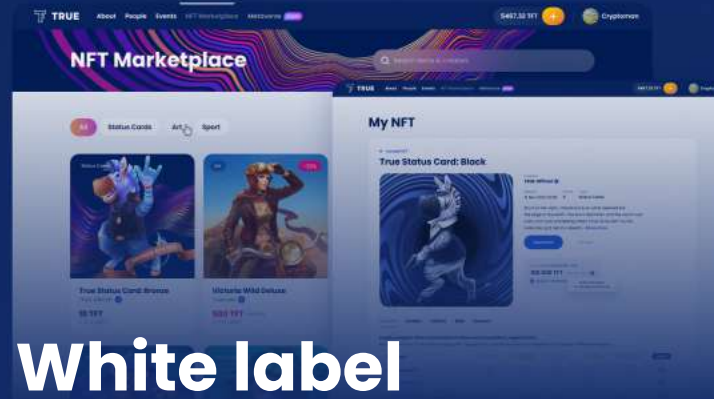
No internal commissions, we work only for a % of sales.

With TRUE you can create, manage, license and distribute crypto assets



Static NFT & Dynamic NFT

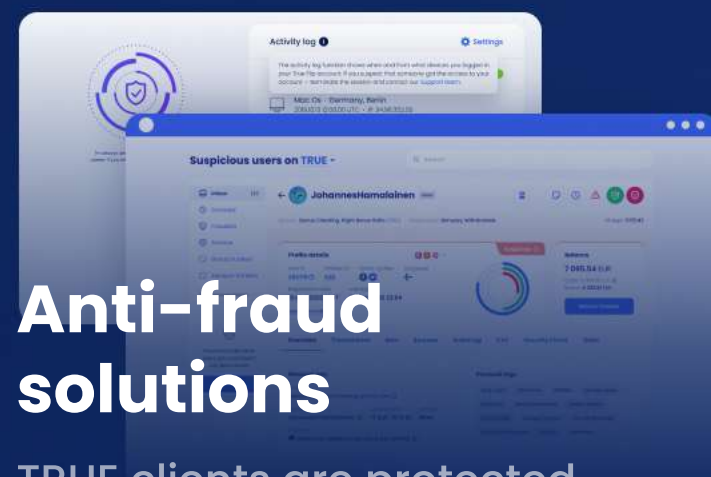
In the form of text, image, video, sound, artefact or any other digital object



White label marketplace & Infrastructure

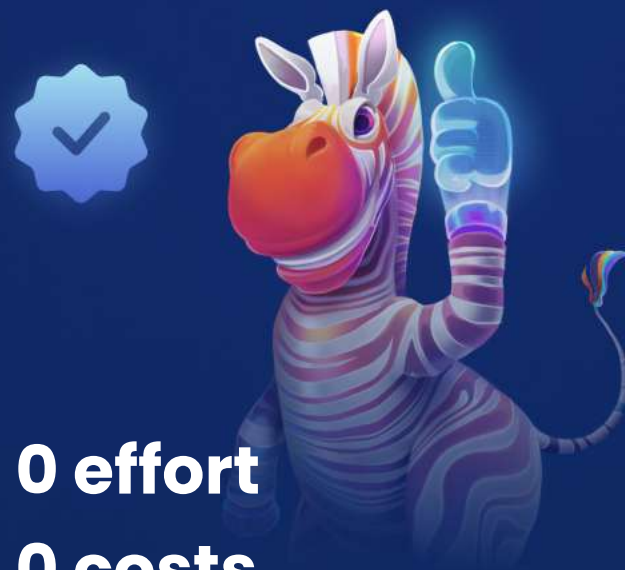


Active community & engagement



Anti-fraud solutions

TRUE clients are protected from any kind of forgery



0 effort 0 costs



High profit

90% rev share

In-house game development can create a metaverse of any level

A complete and comprehensive high-tech service for creating GameFi projects for brands to interact with the audience in the metaverse:

- ◆ Turnkey design
- ◆ Narrative
- ◆ Mathematics
- ◆ Game balance
- ◆ Setting
- ◆ Licensed RNG

True Lab is a certified MGA game developer within the True Group with a workforce of over **70 high-qualified** professionals:

- ◆ Animators
- ◆ Artists and illustrators
- ◆ Mathematicians
- ◆ Sound producers
- ◆ Programmers
- ◆ Managers

TRUE LAB



Professional crypto & tech oriented services provide full support of the project



Own base of NFT creators
and animators



Creative Studio
specialized in crypto



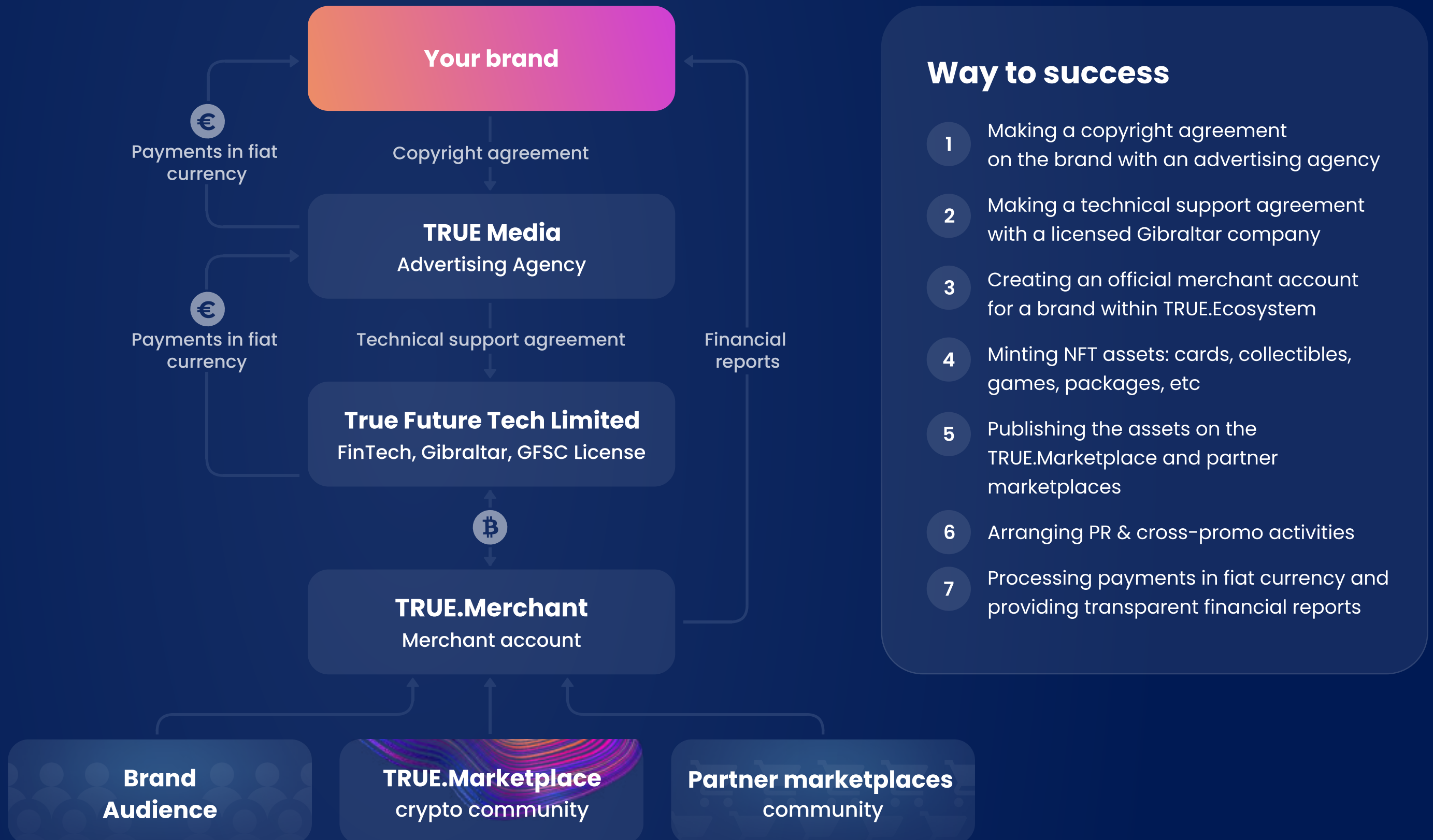
Personal account manager
and support 24/7



Marketing
and PR services

We take care of the development and integration of NFT technologies in the client's ecosystem on a turnkey basis.

We will help you develop creative strategy, get into the integration process and reach new audience

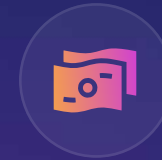


As well as provide unique conditions on the crypto market



Official contract

Transparent contract with the legit fintech company



Fiat currency

Monthly payments to settlement account are made in fiat currency



Full transparency

All NFT sales on the marketplace are recorded in the b2b merchant account



Possible options for cooperation

		1 stage Static NFT	2 stage Dynamic NFT	3 stage Dynamic NFT + GameFi
Type of data	Text	✓	✓	✓
	Images, videos, 3D-objects	✓	✓	✓
	Sounds & Music	✓	✓	✓
	In-game items and characters	✗	✓	✓
Features	NFT value increase	✓	✓	✓
	Exclusive NFT confined to special events	✓	✓	✓
	Multi-chain support	✓	✓	✓
	NFT transfer outside the TRUE ecosystem	✓	✓	✓
	Multiple and variable NFT characteristics with Oracle TRUE decoder support	✗	✓	✓
	Attachment to a real object, virtual-to-real exchange	✗	✓	✓
	Gamification and application in the game worlds TRUE	✗	✓	✓
	Creation and monetization of your own game world	✗	✗	✓
	Collaborations within the game world	✗	✗	✓

Transparent benefits for a brand

1 STAGE

Static NFT

- Entering the NFT trend and testing the audience's interest
- Designation of the brand's presence in the crypto industry

2 STAGE

Dynamic NFT






- Unique NFT use cases that differ from most competitors
- Immersion into the real benefits of using NFT

3 STAGE

Dynamic NFT + GameFi

- Building your own Metaverse under the brand name and fully engaging your audience
- Development of individual monetization mechanics according to company goals

...that none of the competitors have

	 TRUE \$13,300,000,000	 OpenSea \$5,968,428,815	 AXIE INFINITY \$4,739,446,541	 THE SANDBOX \$700,000,000	 INFINITE WORLD
Features for brands					
NFT marketplace	✓	✓	✓	✓	✓
NFT merchants account	✓	✓	✓	✓	✓
Legal contract & fiat currency	✓	✗	✗	✓	✗
Static NFT buy/sell	✓	✓	✗	✗	✓
Dynamic NFT buy/sell	✓	✗	✓	✗	✓
NFT creators professional services	✓	✗	✗	✗	✓
Certified game developers	✓	✗	✗	✗	✗
NFT launchpad	✓	✗	✗	✗	✗
NFT multichain bridge	✓	✗	✓	✗	✗
Marketing & PR support	✓	✗	✗	✗	✓
End-to-end GameFi solutions for Brands	✓	✗	✗	✓	✗
Colaborations and cooperations with the brand and its own game world	✓	✗	✗	✓	✗
Features for game developers					
World brands ready for cooperation	✓	✗	✗	✗	✗
SDK out-of-the-box tools	✓	✗	✗	✓	✗
Built-in Oracle	✓	✗	✓	✓	✓
Game worlds for building projects	✓	✗	✗	✓	✗
Gamers TRUE community	✓	✗	✓	✓	✗
Ready-made infrastructure for game developers	✓	✓	✗	✓	✗
Features for gamers & crypto investors					
Game worlds	✓	✗	✗	✓	✗
Staking	✓	✗	✓	✓	✗
Farming	✓	✗	✗	✗	✗
Referral Program	✓	✗	✓	✓	✗
Special & daily events	✓	✗	✗	✓	✗



**Are you ready
for TRUE future?**