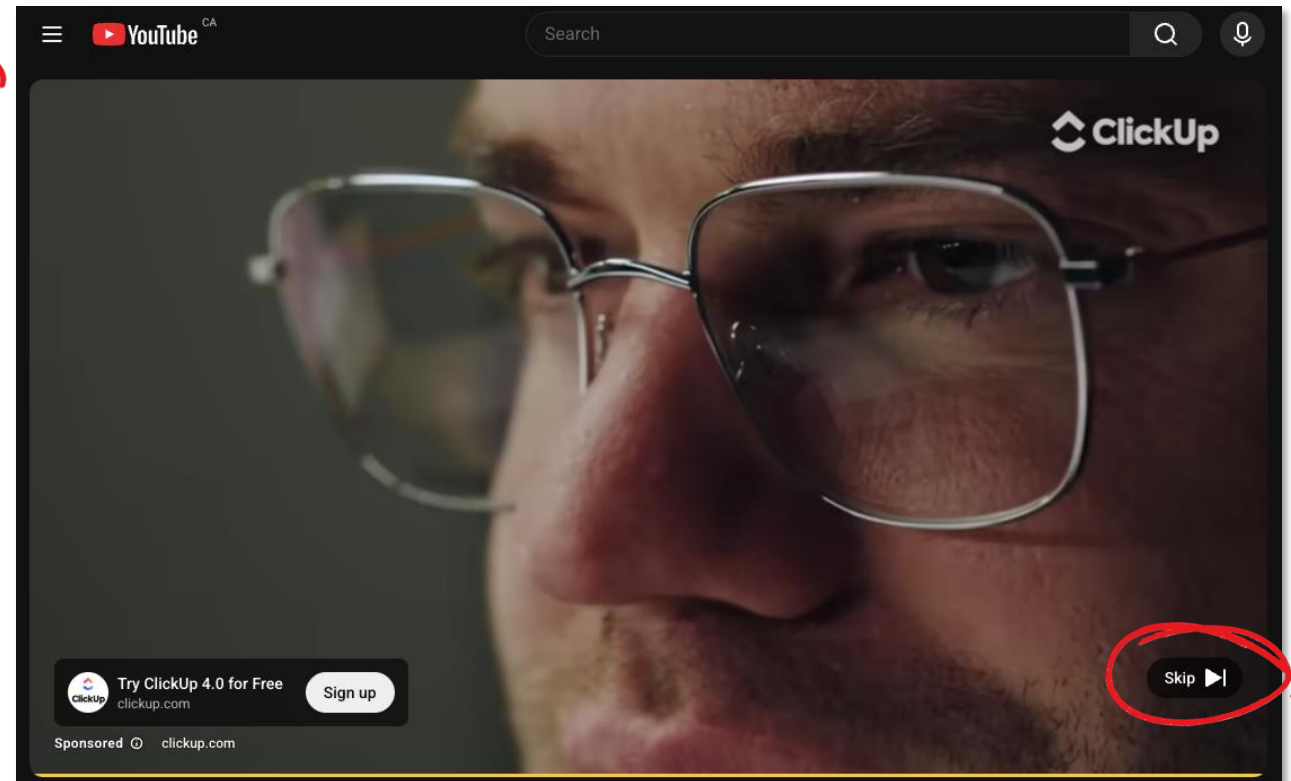




From Play To Purchase – Infrastructure For The Next 3 Billion Gamers

July 2026

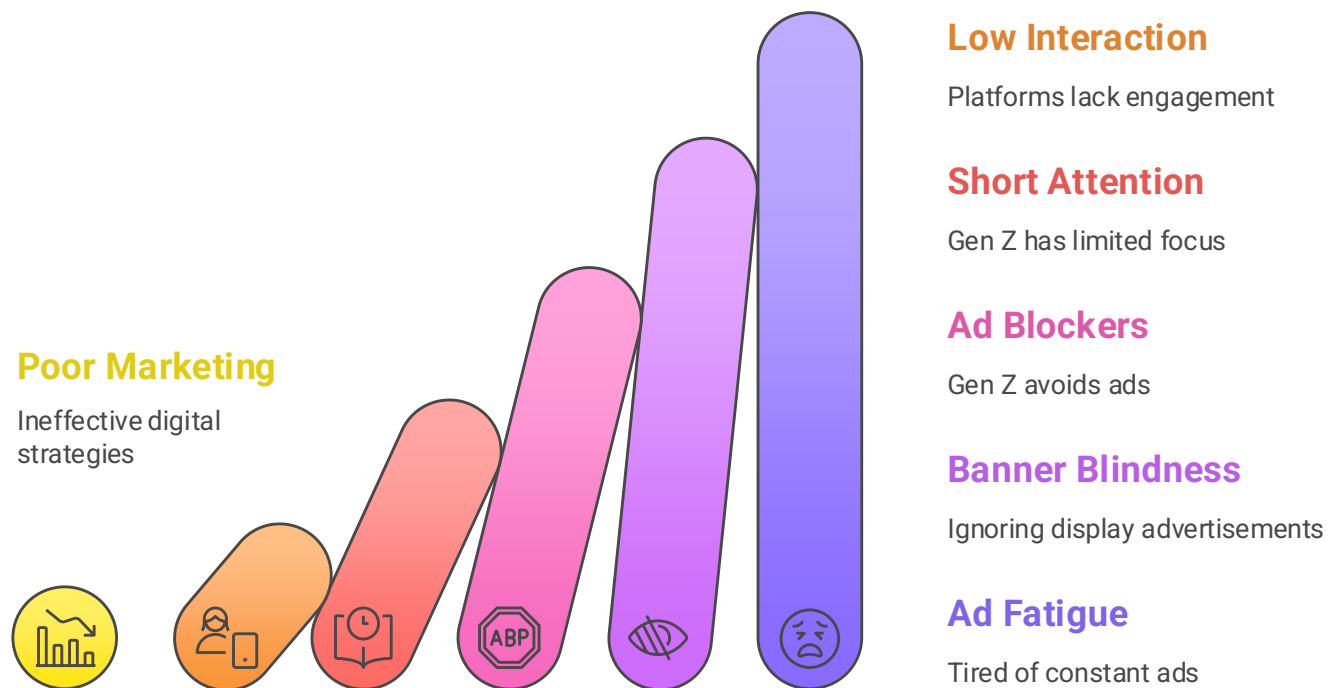
What's the first thing that pops into your head when you see the ad?



This reaction is the problem: traditional ads are built to interrupt, but **Gen Z is built to ignore them.**

Problem

Brands struggle with digital marketing for Gen Z



US\$26.8B has been wasted in the US on campaigns ignored by Gen Z.

Source: GWI, Gen Z Consumer Trends Report, 2024, ANA, Programmatic Ad Waste Report, 2024

Why Gen Z?

Gen Z (14 - 29 years old): The Most Powerful Consumer Group

\$12.6T

Spending Power by 2030

Growing from \$2.7T in 2024, Gen Z will represent 18.7% of global spending

6.1

Hours Gaming Daily

43+ hours per week spent on gaming platforms, with 88% playing games

75%

Active Gamers by 2027

58% prefer gaming to all other social activities

77%

Mobile-First

27% made purchases via mobile phone in past week

Gen Z will become the largest, wealthiest, and highest-spending generation in history, already influencing \$150B+ in household purchases.

Their digital-native behavior and gaming preferences create unprecedented marketing opportunities.

Sources:
NielsenIQ, World Data Lab (2024). Gen Z Spending Power, Bank of America Institute (2025). Gen Z: A New Economic Force, SQ Magazine (2025). Gen Z Gaming Statistics, Look at My Profile (2025). Gen Z Gaming Behavior, Newzoo (2025). Gen Z Gaming Trends 2025-2026

Solution: We Don't Make Games. We Empower Brands to Inhabit Them.

MetaMinding Lab provides brands a **three-pillared infrastructure** engine to thrive in immersive environments at scale. We focus on verified attention, cross-game identity, and scalable commerce, managing **Data (Pulse)**, **Incentives (Vibe\$)**, and **Audience (Network)**.

New Gen
Pulse

New Gen Pulse

The AI Brain

AI agentic engagement platform with conversational agents, gamified placement, and custom minigames.



Vibe\$

The Incentive Layer

Phygital rewards engine that connects in-game actions to real-world commerce globally.



MML Game Network

The Distribution

Instant scale across 20+ gaming environments, reaching 16M+ monthly users.

New Gen Pulse The AI Engine for Brand Zones

PILLAR 1

AI-Trained NPC Agents

Conversational NPCs capture real-time sentiment, purchase intent, and behavioral signals.

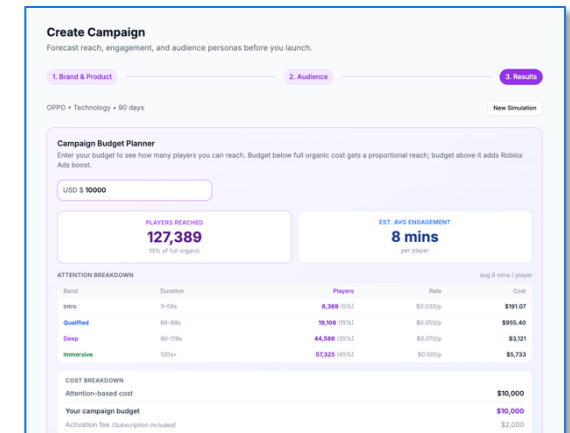
Gamified Product Placement

Physical brand assets are integrated into gameplay, enhancing brand recall.

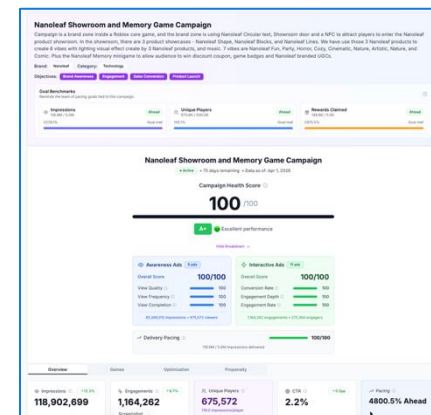
Custom Mini-Games

High-engagement branded experiences with enterprise-grade efficiency and full creative customization.

The screenshot shows the 'Create Campaign' form in the Game Advertising Portal. It includes sections for 'Brand & Product' (Brand Name: OPPO, Product Category: Technology), 'Campaign Objective' (Branding, Community building, and Product showcase), and a 'Next' button.



End-to-end agentic ad platform with campaign simulation, budget planning, and analytics.



[YouTube Video Link](#)

Vibe\$: Bridging Engagement to Real-World Commerce

PILLAR 2



12,000
Global Brand partners

Vibe\$ transforms verified in-game attention into real-world commerce, offering rewards like Netflix cards and Adidas discounts through partner infrastructure.

These online redemptions, promoted in partner game Discords and social media, enhance player retention and drive revenue for MML.

253
Countries & territories



[YouTube Video Link](#)

Instant Scale: A Ready-to-Go Audience of 16M+ Users

PILLAR 3

MetaMinding Lab's owned growing Game Network eliminates the cold-start problem. Brands don't wait for an audience to be built; they step into one that's already there, already engaged, already playing.

20+

Popular Roblox Games

Partnered with game studios and actively managed by MML across diverse genres and demographics

16.4M+

Monthly Active Users

Live, engaged players across the MML Game Network, available to brands today

917K

Daily Active Users

High-frequency, deeply engaged daily player base with strong behavioral signals

60M (4x growth)

MAU Target (12mo)

Scaling via cross-platform expansion including Mobile game, Fortnite and emerging platforms

MML Full Funnel: Attention, Conversion, and Amplification

Player engagement → Verified attentions → Reward activation
→ Measurable conversion → Scalable monetization.



New Gen Pulse

Brand zones, AI NPCs, and mini-games drive attention.



Vibe\$ Quest

Brands sponsored quests and loyalty points seed rewards.



Conversion

Claim rewards and redeem offers to monetize.



Performance

Track attention, completions, and closed-loop attribution.



5+ minutes of active branded engagement – Designed to create sustained engagement far beyond traditional ad formats.

Market Opportunity: The Frictionless Commerce Bridge



The Scale

3.6B Gamers

Starting where the density is highest;
scaling to the largest and most attentive
consumer block in history.

The Strategy

In-Game Engagement →
Real-World Commerce.

Zero Interruption. 100% Retention.

The Multi-Platform

The Universal Passport for
Gen Z Commerce.

Traditional: Interruptive Ads:

90% Bounce Rate

MML: Integrated Rewards

100% Flow Retention

Traction



Ocean Park Hong Kong Amnesty International



Produced custom games to promote their brand and causes

Reimagining Fundraising Global Innovation Challenge



Won this 2022 global competition for NGO fundraising solutions

Cyberport Web3 PoC Scheme Award



Awarded a project to showcase our solution

Cyberport Incubation Program



Earned the admission to the program

New Gen Pulse

Rolled out the platform in August 2025 and signed many brand activation through partners

MML Game Network

16 million+ MAU with 20 Roblox titles



Case Study: Amnesty International



Custom Game: Educating Gen ZA Through Gaming (2025)

Key Metrics	Engagement	Education	Community
	480K+ Visitors	74% Missions Completed	1,800+ Donation Leads
	300K+ Unique Players	83% Knowledge Improvement	300+ New Members
	21K Monthly Active Users	89% Final Quiz Scores	12% Supporters Identified
	15+ Min Avg. Playtime	(vs. 21% Initial Scores)	

Phase II: Using Data to expand the fundraising platform

- **UGC Collectibles:** Limited-edition virtual goods for fundraising.

Long-Term Vision:

Replicate for NGOs | Expand Crypto Donations (ROBUX → Real Impact)



[YouTube Video Link](#)

Case Study: In Lieu

Brand Experience on New Gen Pulse Through MML Game Network (2025)

Key Metrics	Engagement in 50 days in 4 games	Remark
	377M+ Impressions	
	2M+ Unique Audience Reached	20% of the population falls within the age range of 18 to 35.
	0.8% CTR	Purely enjoyable gameplay that attracts audiences without any rewards.
	15+ Min Avg. Attention Time	85% Completion Rate



[Trailer 1](#)



[Trailer 2](#)

Case Study: Nanoleaf

Brand Experience on New Gen Pulse Through MML Game Network (2025)

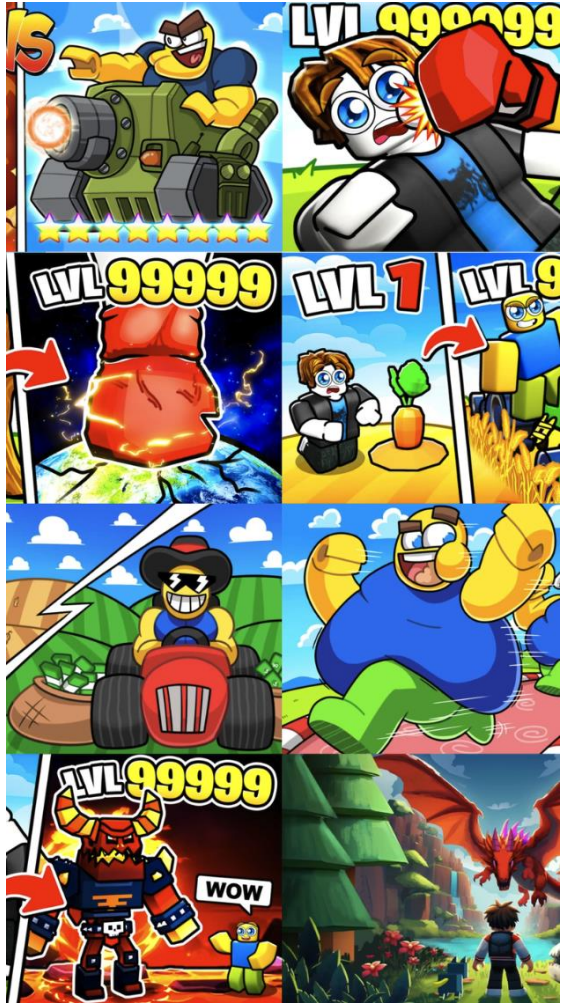
Key Metrics	Engagement in 60 days in 2 games	Remark
	205M+ Impressions	
	1.05M+ Unique Audience Reached	25% of the population falls within the age range of 18 to 35.
	1.2% CTR	Purely enjoyable gameplay that attracts audiences without any rewards.
	16+ Min Avg. Attention Time	71% Completion Rate



[Trailer](#)

Our MML Game Network

Key Metrics	1st batch of game (As of Jan 2026)	
	Number of Games	20
	Demographic	Males: 72% and Females: 28%
	Geographic	Asia: 42%, Latin America: 25%, Europe: 15%, N. America: 12%,
	Visits	261 Million+
	Average Daily Active Players (DAU)	917,800+
	Average Monthly Active Players (MAU)	16 Million+ [~44% 17-year-olds+]
	Average Session Time	18.7 Min



Management Team



Cofounder & CEO (Product Mind) **Ardy Lee**

Senior IT executive with over 20 years of experience in Asia and China. With a strong focus on client satisfaction, hands-on leadership, market entry, and product innovation.



Cofounder & CTO (Tech Mind) **Paul Kwan**

A technology leader with executive experience at Goldman Sachs, Millennium Partners, and Maybank Kim Eng. He transforms complex systems into scalable solutions, ensuring MetaMinding Lab delivers world-class solutions.



Advisors



Stephen Magora  CREDIT SUISSE
Senior executive specializing in data/AI strategy and digital transformation for financial services. Managing Director of Citi UK.



Jeremy Tang  AMERICAN EAGLE
Developed and executed branding, market entry, and sustainability strategies for companies such as Louis XIII, American Eagle Outfitters, and Li & Fung across Asia, North America, and Europe.



James Kwan  JUMPSTART MEDIA
James Kwan helps startups connect with global investors and accelerators, driving growth through his fundraising and innovation network.



Dean Edwards  MERCK  IMS | INTELLIGENCE. APPLIED.
Dean Edwards is a market insight expert with over 30 years in the Asia Pacific healthcare sector, specializing in market entry, product positioning, and sales force optimization to achieve commercial success.

Gen Z isn't waiting.

***MML: Building the infrastructure for
the next 3 billion consumers by
turning \$26.8B of waste into
commerce.***

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Engaging with Gen Z for Business



<http://www.metamindinglab.com>