



Life is a game. Play it safe

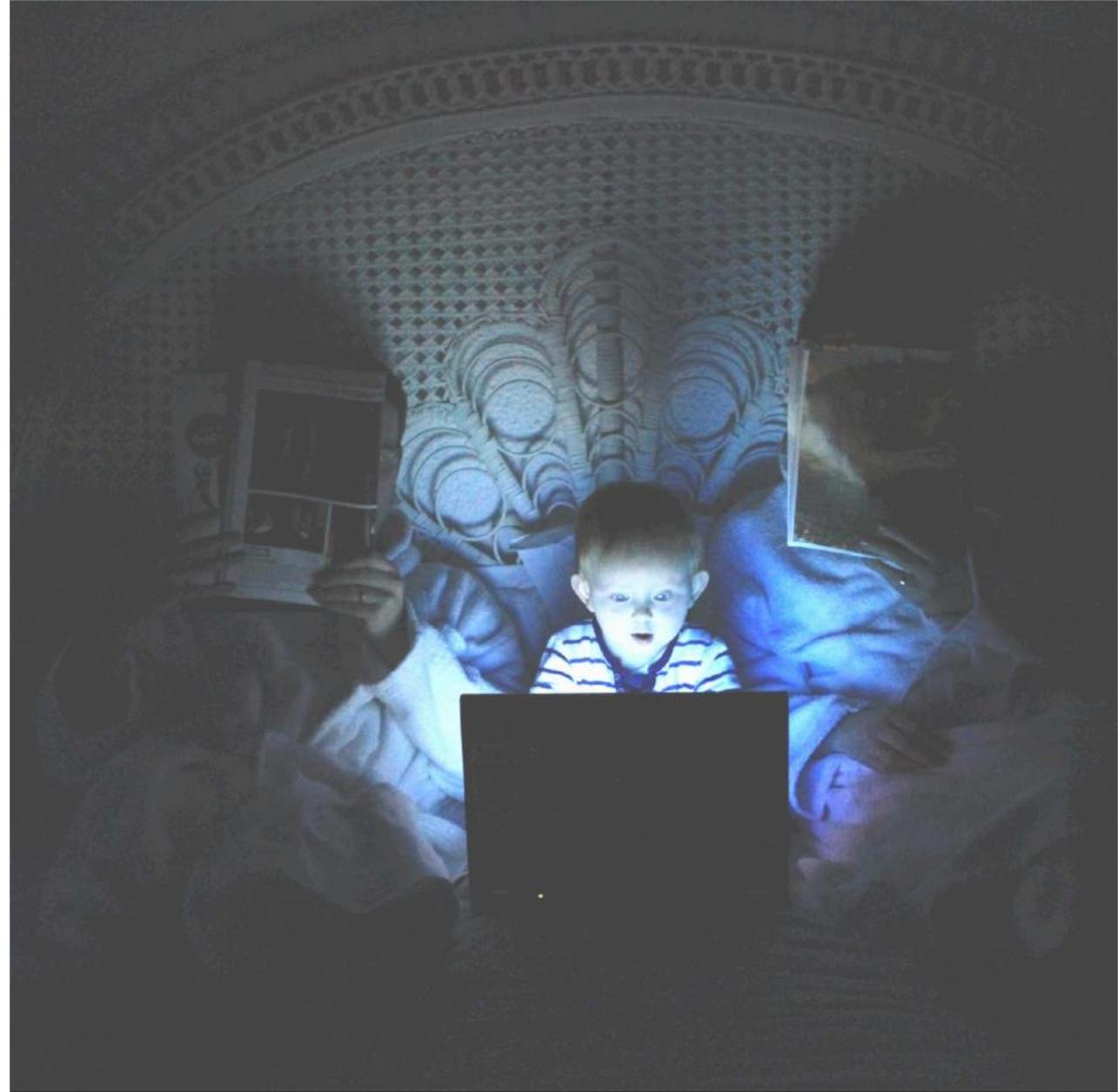
Passport.GG: Gamified Security Layer



Social Disconnection | 50%+*
Socialise in Games

Cyberthreats | 72%* Exposed
to Theft and Grooming

Mental Health | Cyberbullying
(35+%* Affected Report
Depression), Addiction

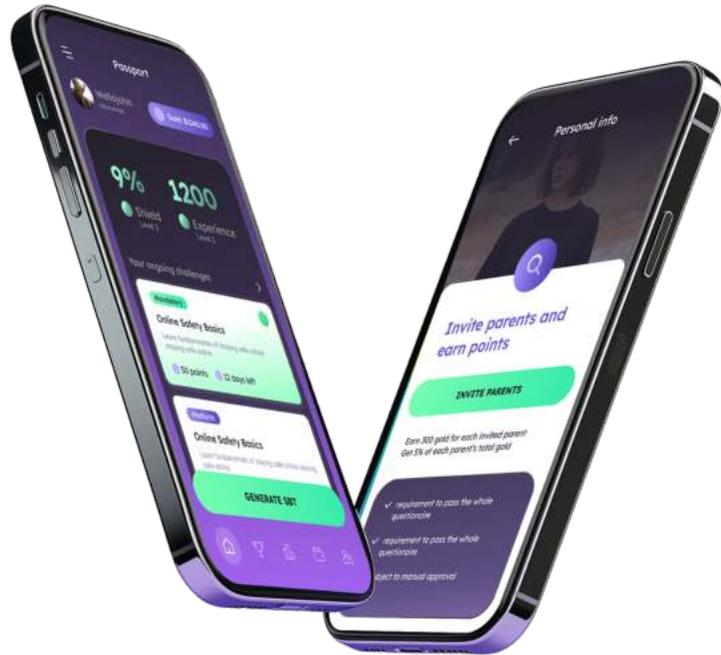


* - Data provided by Fortnite investors, Axiomatic

** - <https://www.bcg.com/publications/2022/why-children-are-unsafe-in-cyberspace>

*** - ** - <https://www.broadbandsearch.net/blog/cyber-bullying-statistics>

SOLUTION | Layer, that Is Gamified In RPG* Style



App For Gamers
Gamified Cyberhygiene
Digital Wellbeing
Safety and Data
Ownership



App For Parents

Knowledge and Tools to Protect and React

Connection with Their Kids

Passport.GG
Ecosystem



Platform for Public Institutions

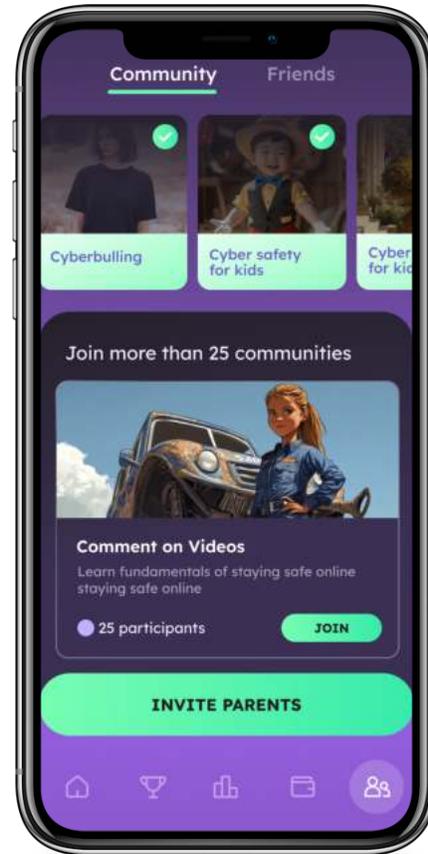
Cybersecurity
Protection

Fighting Cyberbullying
through Esports and
Gaming

* - Role-playing Game or alternatively can be referred as Radically Positive Gaming concept

TECHNOLOGY | Cutting-Edge. Responsibly Applied

- **AI** | AI-driven Personal Development; AI Assistant for Parents and Teachers; Prediction Engine
- **BLOCKCHAIN** | SBT* with Multilayer KYC for Identity Verification
- **PQC** ENCRYPTION** | Advanced Measures to Ensure Longevity of Data



- **Transparent and Ethical** | EU AI Act, GDPR, ISO and other compliance
- **Science-based** | We craft content with psychologists, behaviour and cyber experts
- **Secret Sauce** | Connection with Games to Leverage the Passion Points through Esports

* - SoulBound Token; ** - Post Quantum Computing

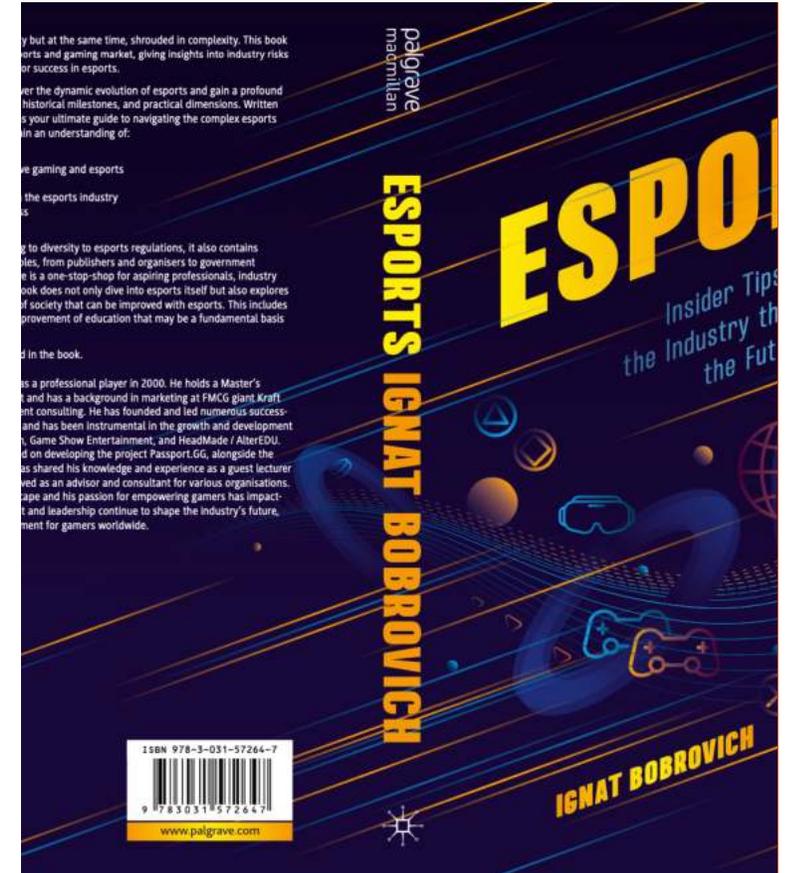
ESPORTS | Quintessence of 25 Years Of Practice



Esports helps me to fight with bullying and social disconnection



I dive into the world of esports with 360 degrees outlook



Realisation that to make real impact parents and schools are crucial

MARKET | Dedicated to Protecting Every Gamer

**91% Of
Kids**

AGED 3-15 PLAY
DIGITAL GAMES ON
DEVICES*

**50+
Million
of Kids**

OUR TOTAL
ADDRESSABLE MARKET
IN THE EU AND US

**25+
Million
USD**

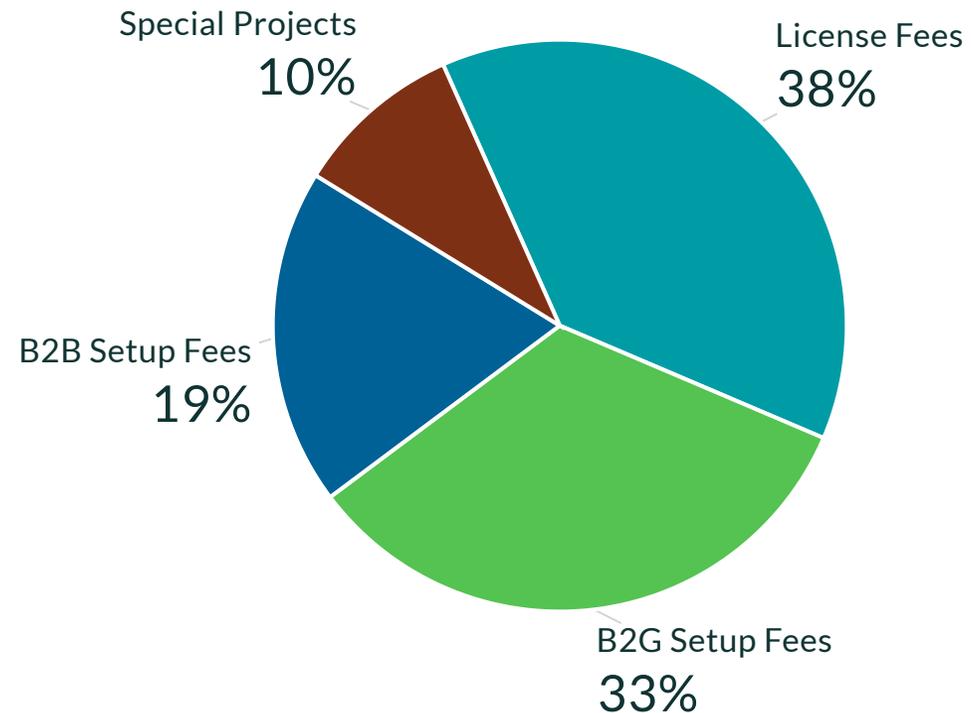
OUR OBTAINABLE
MARKET IN THE EU AND
US

* - <https://www.uswitch.com/broadband/studies/online-gaming-statistics/> research focused on the kids in the UK

BUSINESS MODEL | Peace of Mind for Parents and Stakeholders – our Value, our Fee

- Brands, government bodies, NGOs are key partners in our market entry and user acquisition model, allowing to grow without heavy budgets
- In 2+ years, we aim for a more versatile business model. I'm glad to share more details in the Q&A

2024-2025: Focus on Licence Fees And Setup Services

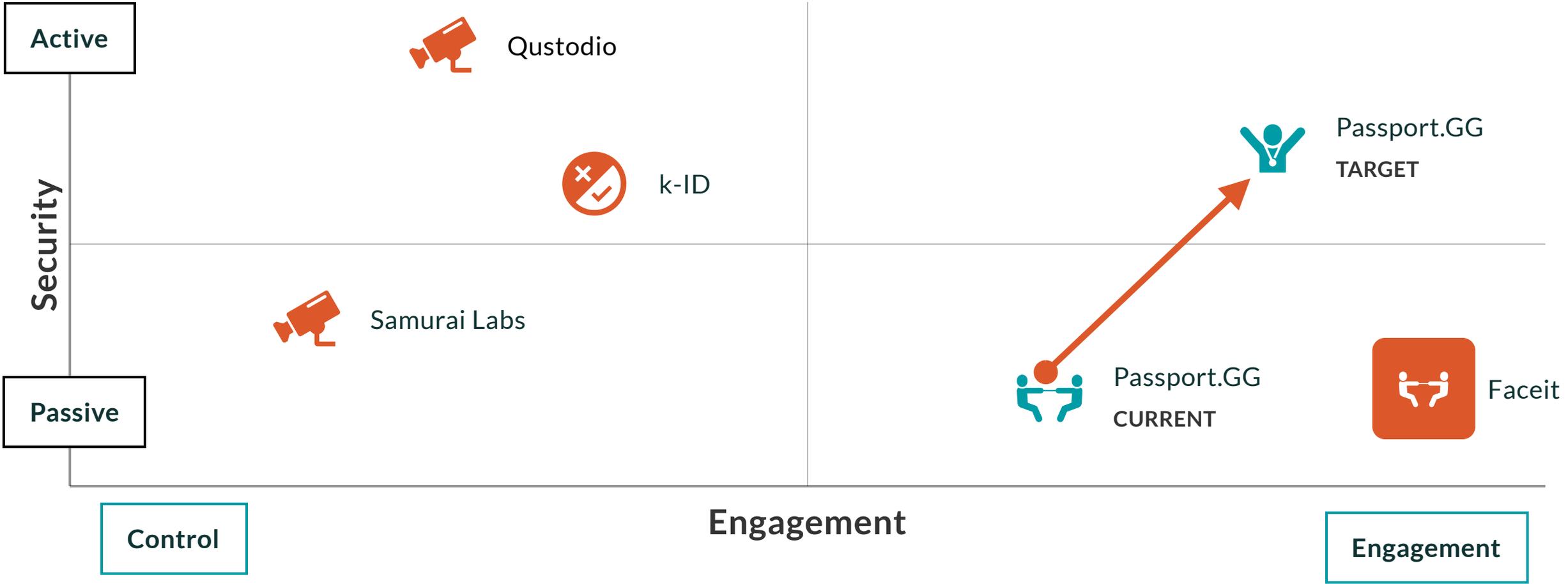


TRACTION | Validated by Different Stakeholders

- 110+K of Gamer IDs Issued across 50+ Countries
- 200K+ USD Aggregated Revenues
- Work with Corporates (e.g. AB InBev, Google), Public Institutions, Universities, NGOs and Beyond

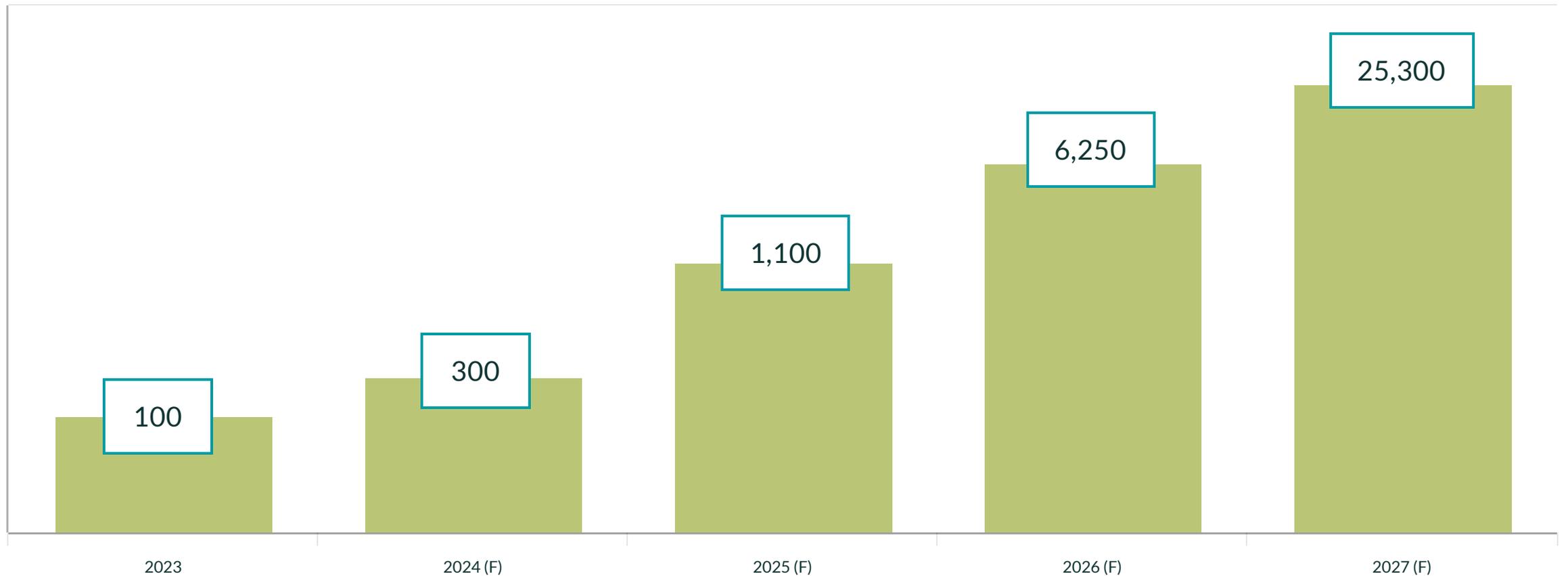


COMPETITORS | We Focus On Knowledge And Trust, not Surveillance and Control



FINANCIALS | Bootstrapped. Ready to Grow

Revenue, K USD



TEAM | Match of Competences and Motivation



Ignat, CEO

In esports since 2000; 10+ years in esports business, 5+ years in edutainment



Paul, CTO

12+ years in insurance, 6+ in IT development; built from scratch 2 Neo Banks



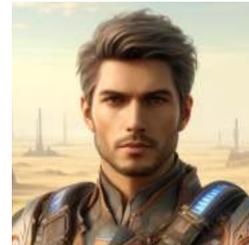
Eugene, CPO

10+ years in IT with focus on cybersecurity and business intelligence



Catherine, CMO

10+ years in marketing (services, luxury goods (incl. Bentley Motors))



Max, Value manager

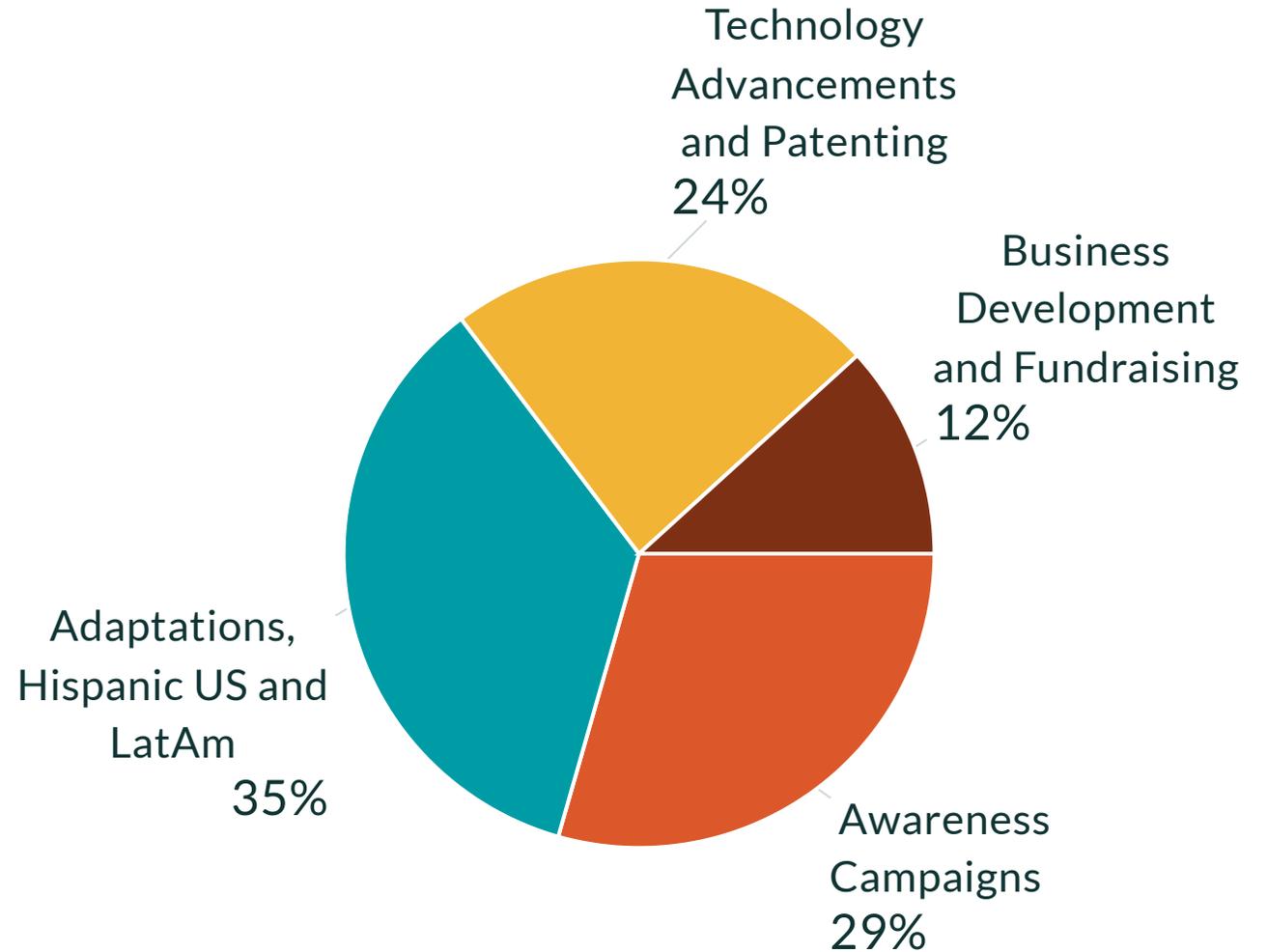
14+ years in HR business (behavioural psychology, education and development)

And we have great advisors, including ex top executives from Twitch, AAA game publisher and international esports organisations

250K USD | How Will We Spend It?

Targets:

- 5M+ of People Reached to Rise the Awareness
- 80K+ of Families Engaged with Content and Tools
- 1M+ USD fundraised (Investments and CSR projects) to expand to GCC, LatAm and beyond



**Are You Ready
to Invest in the
Safety of
Children Online?**

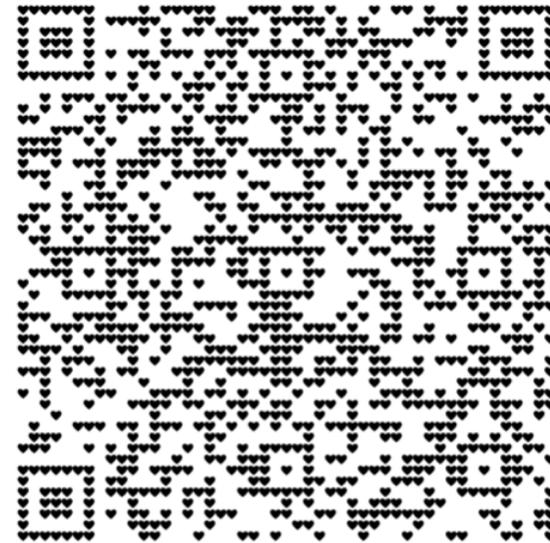


Let's Build Safer Future!

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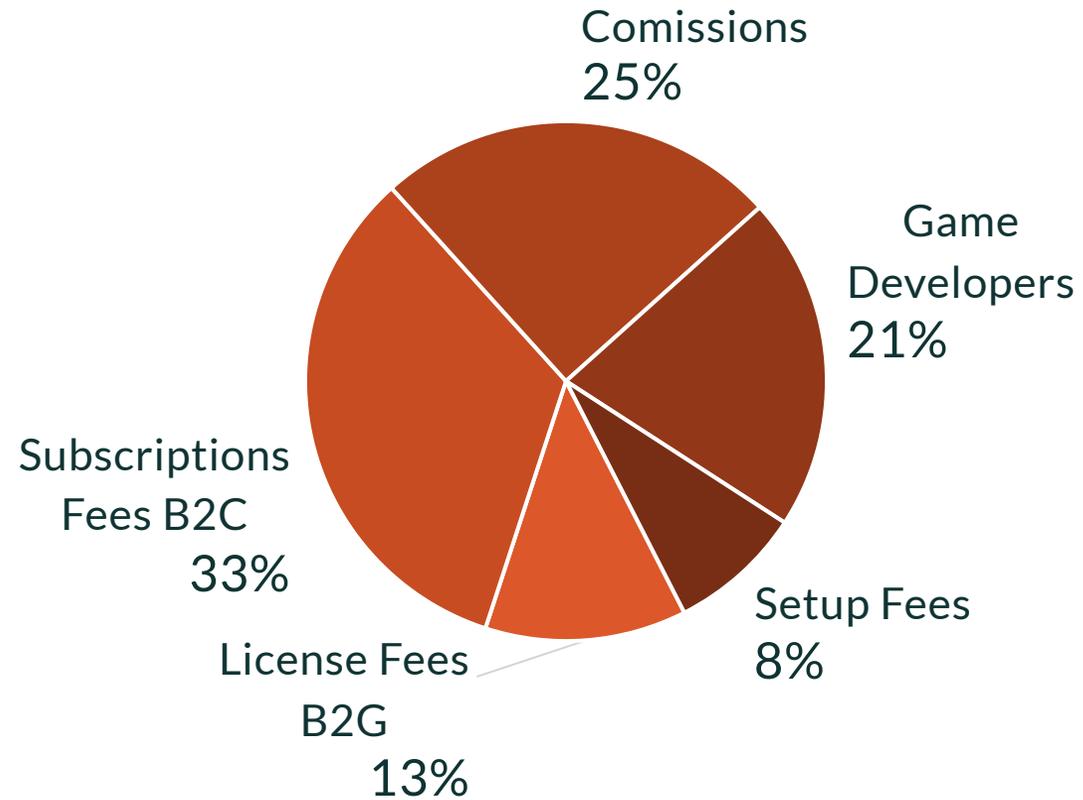
Save Kids Online



Appendix Slides for Q&A

BUSINESS MODEL | Future Plans

2027: Focus on B2C



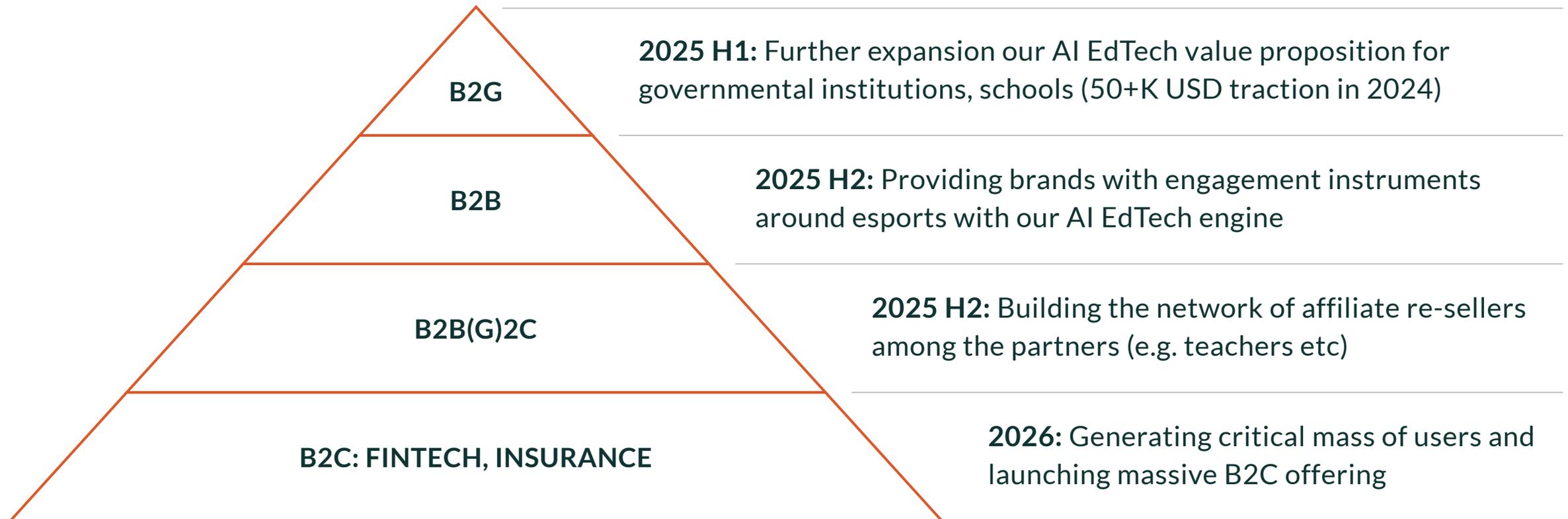
WHY GAMING | Most Passionate Type of Gaming; Core Element of Socialisation

- 3.2BN+ of People Are Playing
- 600M+ Are Esports Enthusiasts
- 180BN+ USD Total Value of Gaming Market



GO-TO-MARKET: We Start With Special Project with a goal to get to retail

We aim to become the industry standard for cybersecurity, identity and assets management in esports. We start from the governmental projects and brands. The long-term vision is to become the backbone for the creator economy



Public-Private Partnership

The project requires initial support of the governmental funding and other sources (grants etc.) to start the project. But to ensure the long-term longevity, working with external partners (sponsors etc.), as well as providing additional services to parents may increase the longevity of the project

Initial Setup Funding

The initial setup phase requires funding from national or international non-commercial budgets to ensure the roll-out and proper integration

Sponsors

Once operational, sponsors can provide extra funding

Additional Services

To ensure the project longevity, it's possible to provide extra services to end-users for a fee

Currently operational pilot in Estonia supported by public partners



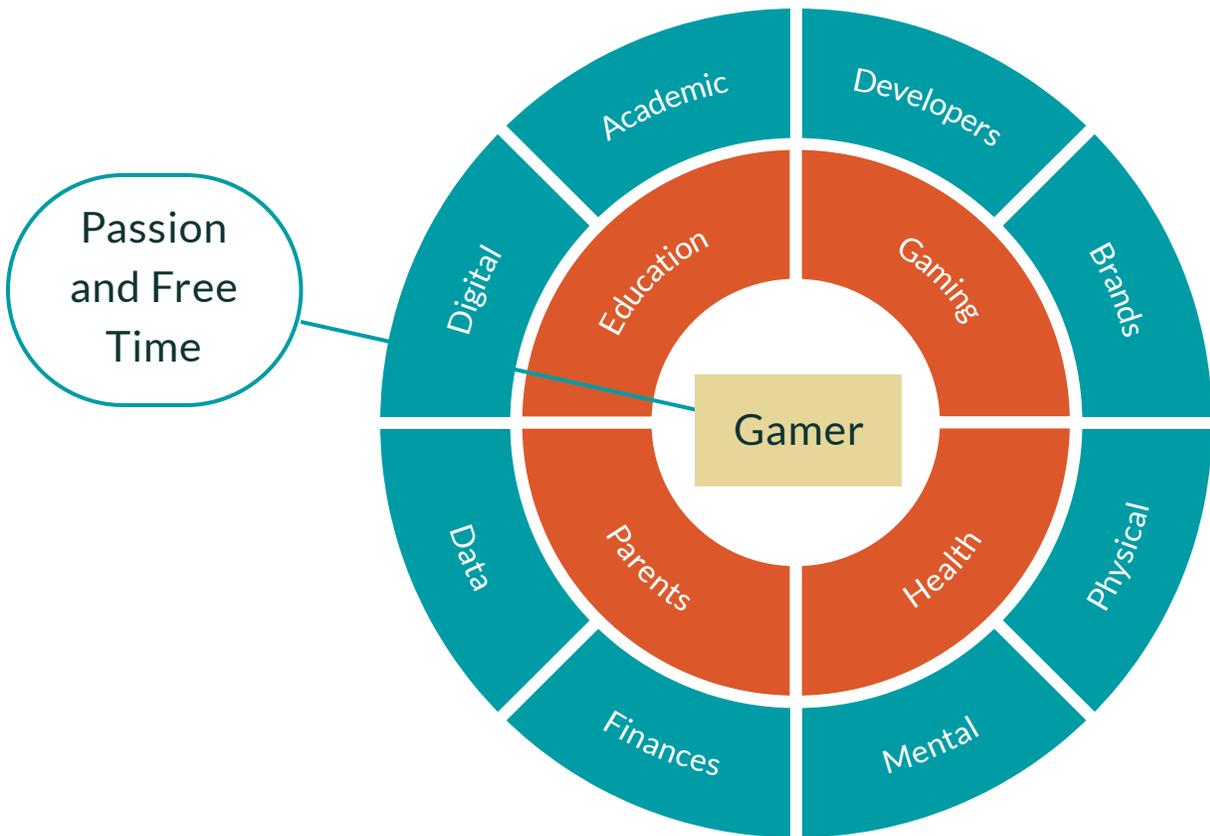
REPUBLIC OF ESTONIA
INFORMATION SYSTEM AUTHORITY



Startup
Incubator
by Tehnopol

VISION | Empower Gaming Industry

We create security layer for the industry, ensuring the peace of mind of parents with safe engagement of the kids. This opens new monetisation opportunities within the industry



- Gaming industry is fuelled by time and money time spent by gamers
- Money is often provided by the parents, that may want to limit the gaming activities
- Other stakeholders (e.g. schools) can impose even more limitations on the digital activities

We increase trust and safety, empowering legit activities