

justmove

MKI
MAKE AN IMPACT

JANUARY 2022

INVESTMENT OPPORTUNITY

The first app that rewards people for moving and creating positive impacts with cryptos that can be invested in carbon credit projects, NFT impact arts or donated to charity.



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FORWARD-LOOKING STATEMENTS

We cannot guarantee that the projections in this document will come true.

These projections have been prepared based on the implementation of the marketing plan, conversations, assumptions and market comparisons. This presentation does not constitute an offer to sell or a solicitation of an offer to buy securities other than where and to whom such an offer may lawfully be made. This presentation is not a prospectus or other offering document under any law. It is for informational purposes only and does not constitute an invitation or an endorsement of any securities for subscription, purchase or sale in any jurisdiction (including, without limitation, the United States).

Certain statements in this press release, other than statements of historical fact, are forward-looking statements that are based on certain assumptions and reflect the Company's current assumptions and reflect the current expectations of Fintech Sport Group Inc. Forward-looking statements are provided for the purpose of presenting information about management's current expectations and plans for the future.

The reader is cautioned that such statements may not be appropriate for other purposes. Forward-looking statements include statements that are predictive in nature "believe", "estimate", "seek", "intend", "target", "plan" and "forecast", as well as negative versions thereof and other similar expressions, or are characterized by the use of forward-looking terminology or are characterized by the use of the future or conditional form of verbs such as "to be", "to have" and "to be able to".

COMPANY

DISCOVER WHO WE ARE

- Canadian **start-up** launched in **2019**.
- Developed the JustMove **application** combining **fitness** and **fintech** and the **Make an Impact ecosystem** solution running on **Web 3.0**.
- Received **2 million** in private **funding**.



- **Led by experienced entrepreneurs.**
- **Team of 20 people** located in **Canada**.
- **Governance** with a **strong** Advisory Committee.

HIGHLIGHTS

OF OUR APP

- **150,000** apps **downloaded**.
- Active in over **40 countries**.
- **10% monthly growth** in the number of installations.
- Nearly **1 million activities** were completed.
- Over **50 charities supported**.
- **\$500,000** in accumulated **donations**.
- Trees planted for **reforestation**.
- **Rated 4.7 out of 5** in the App and Google Play Stores with over **1000 reviews**.



150,000
DOWNLOADS



1 MILLION
ACTIVITIES



+50
CHARITIES



4.7 / 5
RATING

MISSION AND VISION

MISSION

Motivate people to move and create carbon credits and positive impacts by rewarding them with tokens on the blockchain and opening a new investment market on decentralized finance (DeFi) with Web 3.0 and non-fungible NFT technologies.

VISION

To become the largest active community where every member is motivated and rewarded to accelerate the creation of positive impacts.

MEET OUR TEAM



PATRICK AUBÉ
CEO AND CO-FOUNDER

20 years of experience in business. Nominee Entrepreneur of the Year Ernst & Young in 2010.



CLAUDIA DAVID-NUGENT
CMO

Expert in digital marketing and customer acquisition.



BUDDHIKA MADDUMA
CTO AND CO-FOUNDER

Engineer with extensive experience in managing an international team.



KELUM VITHANA
COO AND CO-FOUNDER

Expert in managing technology operations.

GOVERNANCE

ADVISORY COMMITTEE



ROBERT LUXENBERG

Mr. Luxenberg is an investor in various start-up companies. Extensive experience in marketing.



CHRISTIAN TRUDEAU

Mr. Trudeau was President of BCE Emergis, Transcontinental Interactive and Centria Commerce.



MARTIN CHALIFOUX

Mr. Chalifoux has been associated with the prestigious firms Accenture, Oliver Wyman and Ernst & Young for nearly 30 years.



DR. CHARLES DESCHAMPS

Dr. Deschamps is an emergency physician and investor in healthcare companies to share his experience.

THE PROBLEMS

WE ARE FACING



PHYSICAL HEALTH

In 2021, the WHO released the results of a major study on the physical health of new generations. More than 25% of millennials and more than 80% of Generation Z around the world do not get enough physical activity.



GLOBAL WARMING

Global warming is a problem for all of humanity. Global greenhouse gases emissions continue to increase and 2021 has been the hottest year on record. Human beings are responsible : scientists are unanimous.



PHILANTHROPIC MODEL

Faced with social and environmental emergencies, current philanthropic models are no longer sufficient. Two problems have emerged in recent years: **legitimacy and effectiveness**. Today, it is too difficult to verify the use of donated funds and to measure their real impact on society.

OUR SOLUTION

A WEB 3.0 ECOSYSTEM

The company has developed a mobile app and a **Make an Impact** ecosystem using **blockchain** and **Web 3.0** technologies, decentralized finance (**DeFi**) and cryptographic tokens.

The ecosystem rewards people who move and accelerates the creation of positive impacts **with crypto tokens** that can be **invested** in **carbon credit** projects, **NFT** impact arts or **donated to charity**.

To be able to **demonstrate the results** of the positive impacts created by the members, investments and results are **stored in the blockchain** which offers a high level of **security** and **transparency**, is **not falsifiable** and offers **instant traceability**.



MAKE AN IMPACT

MKI ECOSYSTEM



Suite of **technological tools** working with **Web 3.0** and **blockchain**;

A **platform** that lists **investment and donation projects** available to the community to create positive impacts;

An **NFT** impact arts artworks **marketplace** to reward positive impact creators;

A charitable native **utility token** called **MKI** with **IMPACT** and **CO2** positive impact tokens.

The JustMove **application**.

OUR CUSTOMERS

GENERATIONS Y & Z



- They no longer buy a brand, **they adhere to a brand.**
- The young generation is in a **dynamic of equity, eco-responsibility and sharing.**
- Their **spending** is motivated by a **desire to invest.**
- They **embrace** everything **digital**, especially **cryptocurrencies.**
- They are looking for **no-fee, easy and quick integrated banking solutions.**

FINTECH

MARKET

2021 to 2025

\$5 504
BILLION

23.6%
CAGR

The fintech market has been **valued at \$5,504 billion** in 2019 and is expected to **reach an average annual** growth rate of **23.6%** from 2021 to 2025.

FAST GROWTH

Blockchain and **cryptocurrencies** are the **fastest-growing segments** of the **fintech industry**.

2 billion

Mobile payment services process an average value of **2 billion** dollars in transactions per day.

80%

80% of **Millennials** have used a smartphone at least once **to shop online**.

FITNESS

MARKET

25.61%
CAGR

2021 to 2025

- **The fitness applications global market**
It is expected to reach an average **annual growth** rate of **25.61% by 2025** up to **13 billion** USD a year.
- **Key Growth Drivers**
The growing **demand** for **real-time data** and the increasing importance of maintaining a healthy lifestyle are **expected to increase** the **size** of the **fitness applications** global **market**.



Asia-Pacific is expected to experience the **strongest growth** during the forecast period **2019 - 2025**.

- **GPS tracking**
The **activity tracking** segment is expected to be the **fastest-growing** segment over the forecast period.

CARBON MARKET

A summary report from the Task Force on the Development of Voluntary Carbon Markets (TSVCM) released in January 2021 provided details on estimates of the voluntary carbon credit market that forecast a continued increase reaching a market size of \$180 billion by 2030.

2030

180 billion



NFT MARKET

NON-FUNGIBLE TOKENS (NFT)

2025

\$ 80B
CAPITALIZATION

With the growing interest in **non-fungible tokens**, the **capitalization** of the **NFT** market could exceed **\$35 billion** by 2022 and **\$80 billion** by 2025.

Millennials

23%
COLLECTORS

23% of Millennials in the U.S. **collect NFTs**.

2030

70%
CHARITIES USING NFT

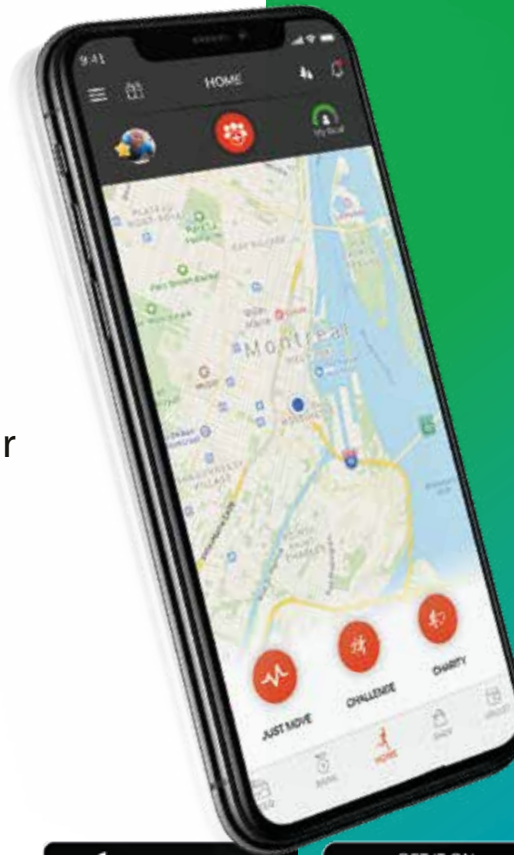
By **2030**, it is predicted that **70%** of large **organizations** will offer **NFT works** as an important **method of fundraising**.

Nearly **\$41 billion** worth of crypto was **spent** on **NFT marketplaces** in **2021**.

THE APPLICATION

JUSTMOVE

- **Fitness application** with **integrated digital wallet**.
- **Rewards people** when they get **moving**.
- Allows **companies** to **reward** their **employees** when they **move**.
- The app can be **paired** with **smartwatches** or mobile devices such as Garmin, Apple Watch, Google Health and Fitbit.



INNOVATIONS IN DEVELOPMENT BY 2022

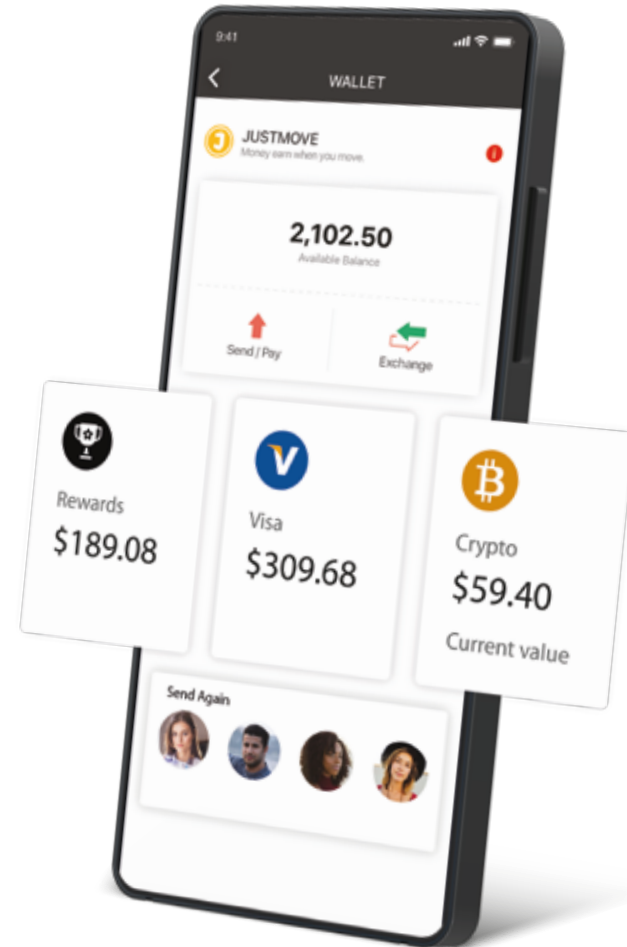
- Integration of an **NFT impact marketplace**.
- **Reward tokens** for **creating positive impacts**.
- Integration of **investment projects** for **carbon credits**.
- **Visa™ Debit** card with **cashback** rebates.
- **Ecological footprint** calculator.

DIGITAL

IMPACT WALLET

Pay. Receive. Send. Invest.

- **Rewards earned** are immediately **deposited** into the **digital impact wallet**.
- **Pay** your friends **instantly** and **express** yourself with every payment note.
- **Make** a positive impact by sending money to **charity** or send money to **invest** in a **carbon credit project**.
- **Invest** to **participate** in **NFT Impact artworks**.



VISA™

DEBIT CARD

Spend your reward **dollars** at **millions of merchants** online and in-store **around the world**.

- Start **using** your **virtual card now, no need** to wait for a **plastic card**.
- **Pay** with **Apple Pay** or **Google Pay**, where **supported**.
- **Instant cash back** is **automatically** deposited into your digital wallet.
- **Fund** your **virtual Visa™ Debit card** with **Interac™ e-Transfer** or transfer your reward dollars.

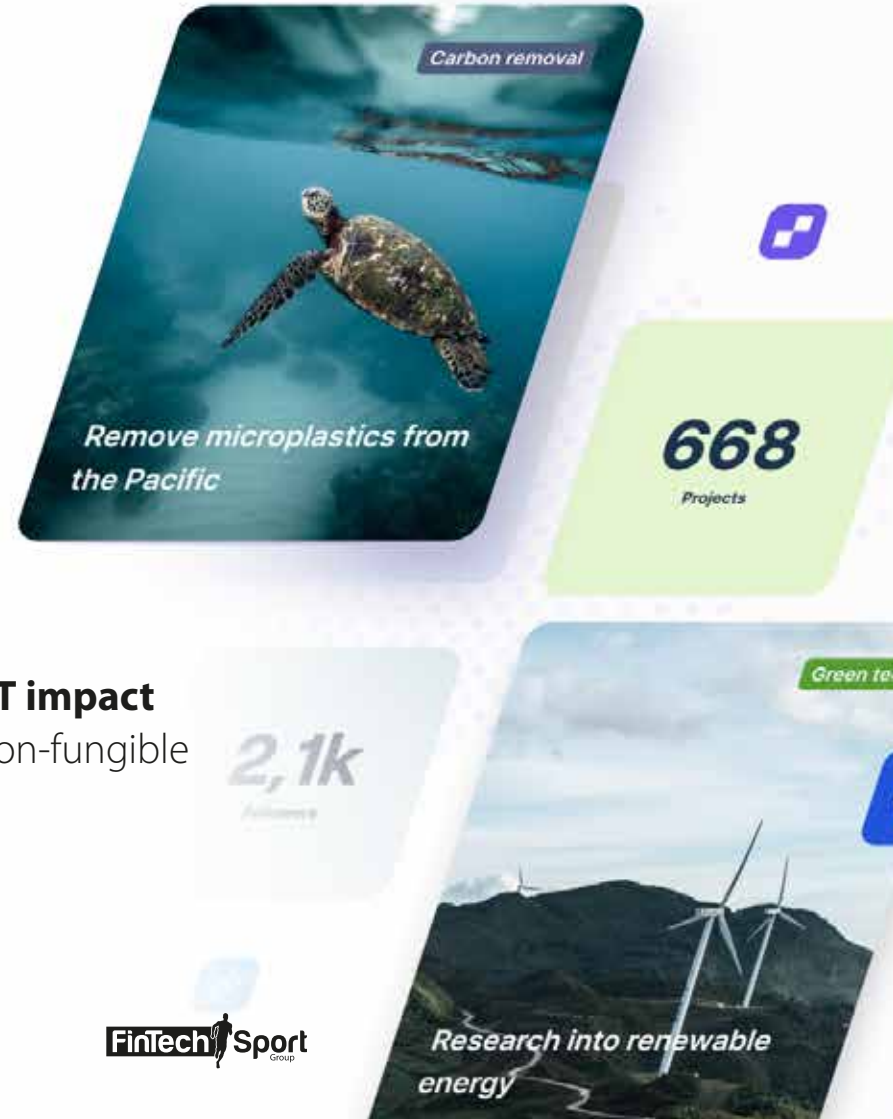


POSITIVE IMPACT PROJECTS PLATFORM

Make an Impact offers a **platform** that lists **positive impact projects** approved by our ecosystem.

The **platform** allows **users** to **donate or invest** in **projects** that appeal to them in order to **accelerate funding** and **create positive impacts** more quickly.

In return for their participation, the platform issues an **NFT impact receipt** on the blockchain and **distributes** fungible or non-fungible cryptographic **tokens** that can be **exchanged** or used **in the ecosystem**.



REWARDS

EARN CRYPTO TOKENS

justmove

The user **moves** with the **JustMove** app to **create a positive impact on their health** and **receives IMPACT** crypto **tokens**. They can **double their positive impact** by **replacing** the use of their **car** to go to **work** by walking or biking and **receive** bonus **CO2** crypto **tokens**.



By **donating** to charitable and **social projects**, the donor will **receive IMPACT** crypto **tokens**.



By **donating** to voluntary carbon **credit projects**, the donor will **receive CO2** crypto **tokens**.



By **investing** in **mandatory carbon credit projects**, the investor **will receive NFT** crypto **tokens**, each fractionalized **unit** of which **corresponds** to the reduction of **one ton of CO2**.

NFT MARKETPLACE

IMPACT ARTWORK

The NFT marketplace features **unique** art, songs, books, videos or **digital artworks** created by well-known artists who **support and fund positive impact projects** with their talents and fame.

- **50% or more** of the proceeds from the sale of impact artworks are **donated** to **positive impact projects**.
- The **first platform in the world** to determine the floor price of a **digital artwork** based on the **real value of positive impacts** created on the planet.



THE COMPETITION

 endomondo



 runtastic

STRAVA



 sweatcoin

 runkeeper

FITNESS

justmove

REWARDS

KOHO

MOGO

FINTECH

 crypto.com

NFT

coinbase NFT

 OpenSea

STACK

BUSINESS

MODEL



B2C

Purchase of rewards
for a friend or
family member

10%

on rewards



B2B

Participants in
a virtual race
Purchase of rewards
for employees

10% to 15%

on rewards,
\$3 per participant



IMPACTS

Set-up fee
Fundraising fees on
donations
Impact NFT Artworks

2.5% to 10%

of donations and
per NFT transaction



MERCHANTS

Selling advertising
Cash back

1% to 15%

per transaction
cash back



VISA CARD

Visa Interchange

0.5% to 3%

per transaction
cash back

MARKETING

STRATEGY

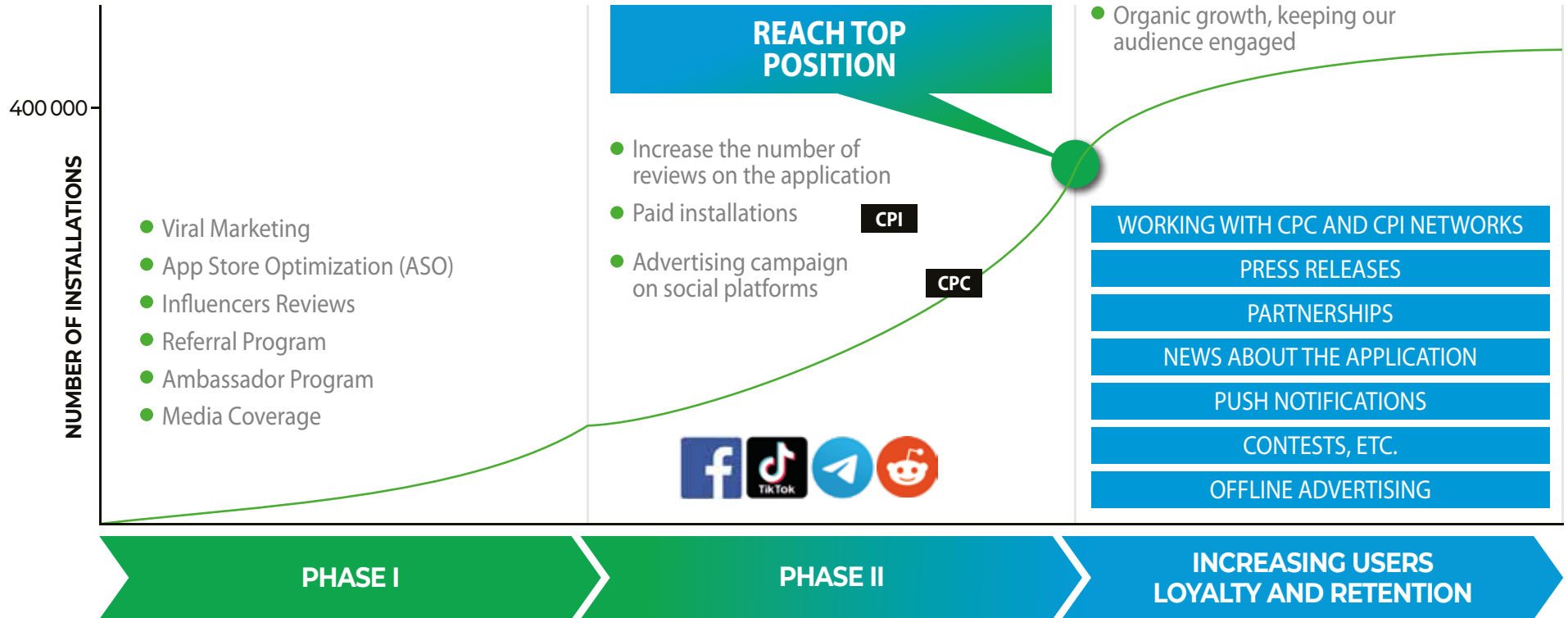
Customer acquisition strategy.

- Create a **community of Ambassadors** and **influencers** with a stake in the **company's stock**.
- Set up a **referral program rewarding people** who **promote** the application.
- **Reach out to Millennials and Z** generations with **technological innovations** that combine **health, climate** and **finances**.
- **Target communities of individuals** and **companies** looking to make a **positive impact**.



MARKETING

ROADMAP



AMBASSADOR

PROGRAM

Launch of referral program:



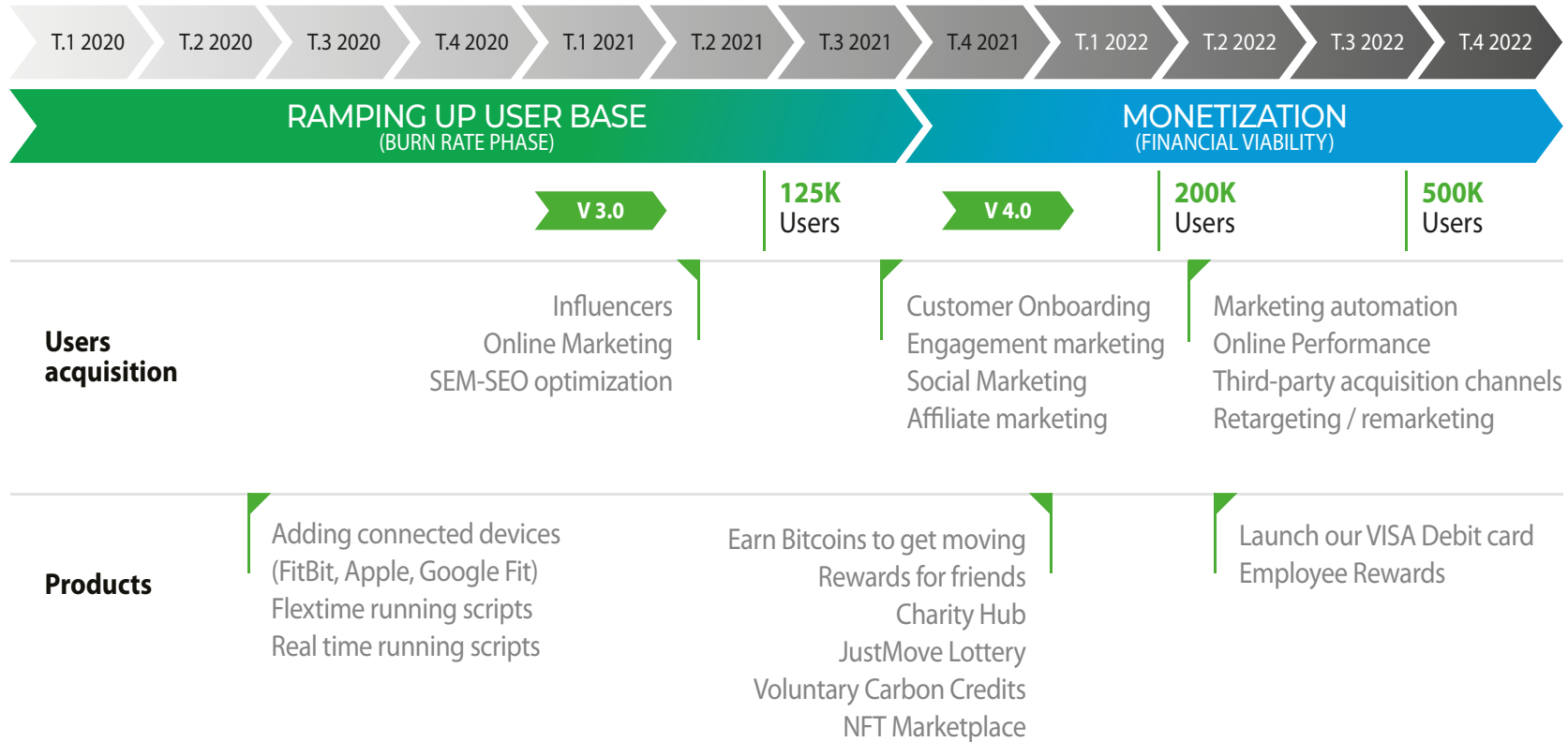
Refer JustMove to a friend
and receive \$25 each!

* As soon as the new user has deposited
\$250 on their Visa™ Debit card.

Develop your JustMove
team and earn badges that
have an impact.

- **AMBASSADOR NFT BADGE**
Double your
get moving rewards.
- **ECO NFT BADGE**
Plant twice as many trees.
- **SOCIAL NFT BADGE**
Breakfast program
for kids across Canada.

ROADMAP TO SUCCESS



COMPARABLES

STRAVA

Strava Valuation reached **\$1.5 billion** in 2021.



Google bought the company for **\$2 billion** in 2021.



Toronto-based fintech Koho, valued at **\$300 million** has **375,000 members**.



Mogo (TSX: MOGO; NASDAQ: MOGO) - markets a Visa digital credit card. It is valued at \$500 million with **1.5 million** members.



OpenSea has just completed a **\$300 million** round of financing, which places its valuation at **13.3 billion** USD

PROJECTED FINANCIAL

HIGHLIGHTS 2022

TOTAL REVENUE
\$ 14.1M+

ENTERPRISE REVENUE
\$ 2.2M+

TRANSACTIONS VOLUME
\$ 399.5M+

EBITDA
\$ 2.6M+

AUC
\$ 52M+

CAC
\$ 9.13

STRONG MEMBER GROWTH

WITH HUGE SOCIAL IMPACT - 2022



MEMBERS

488K+

UP 249% YR/YR Globally



TREES PLANTED

300K+



FUNDRAISING AMOUNT

FOR CHARITY

\$ 4.8M+



STEPS COUNTED

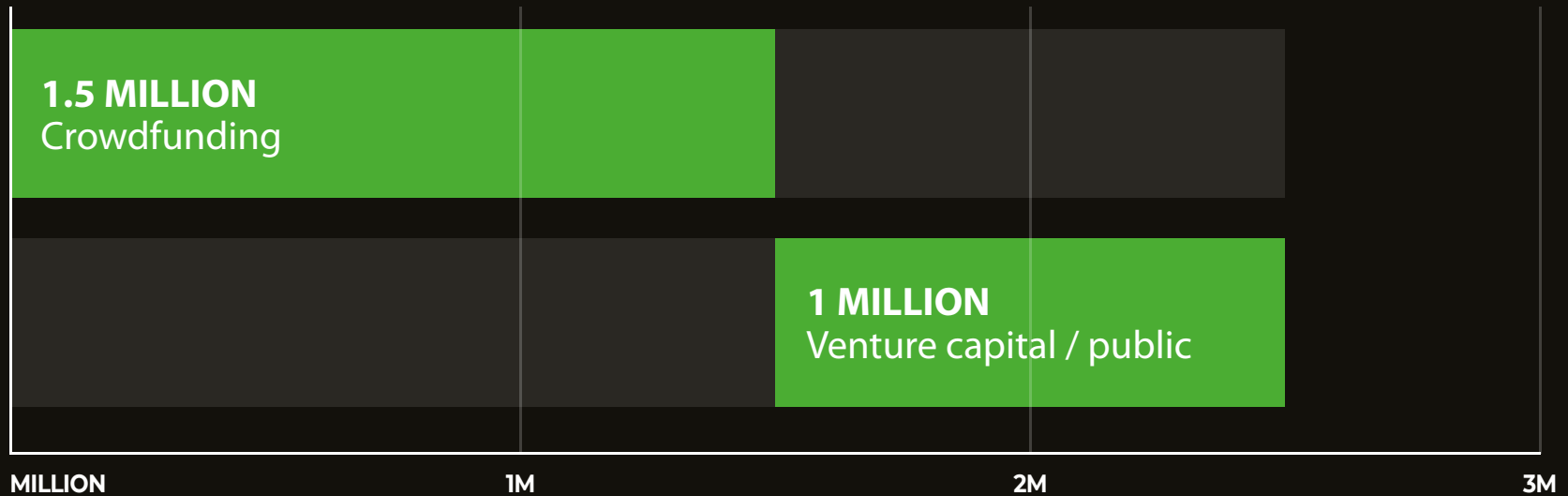
20.3B+

NEEDS

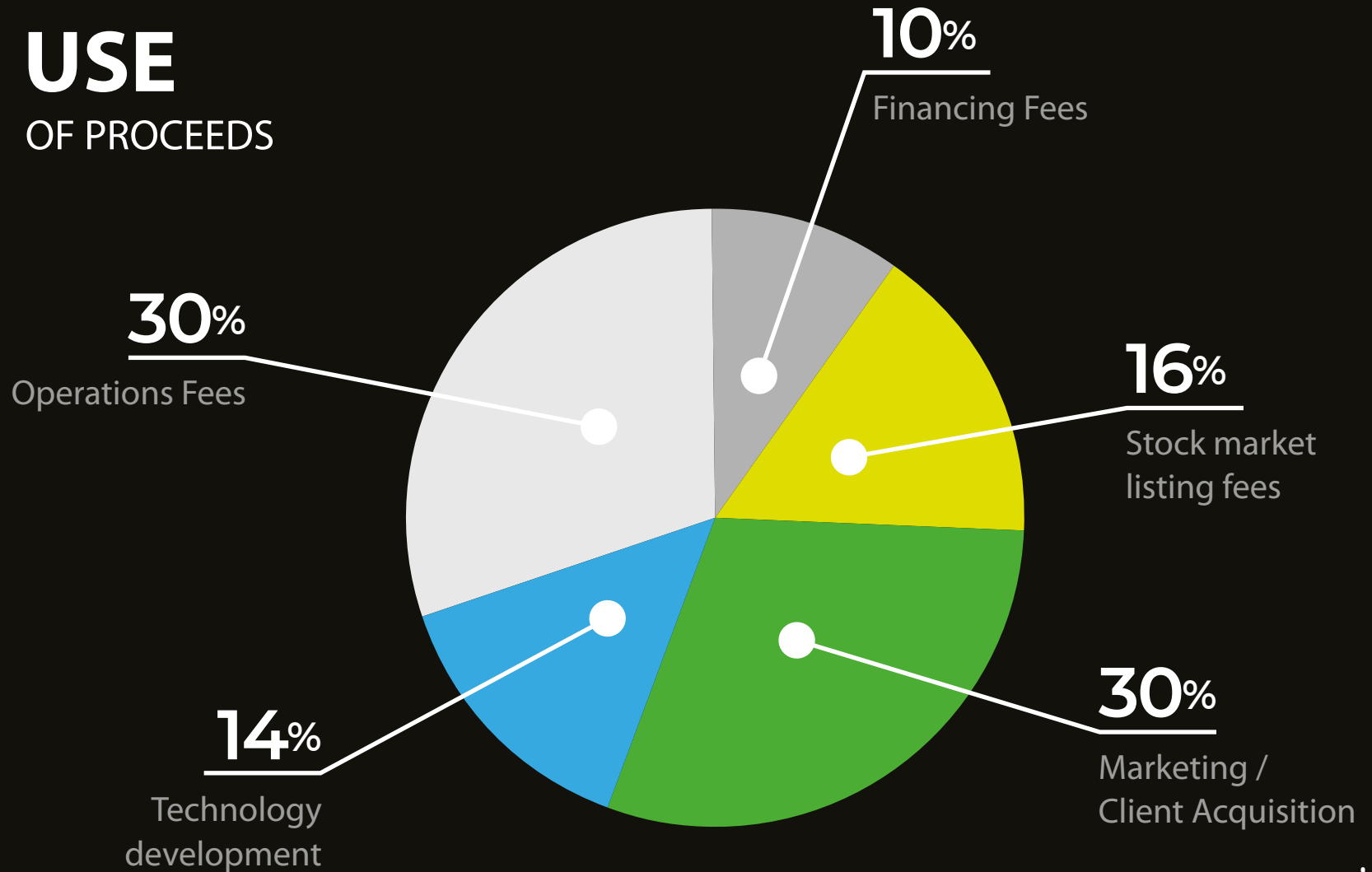
FINANCIAL

FUTURE FUNDING ROUNDS

2.5 MILLION



USE OF PROCEEDS



COMPETITIVE

ADVANTAGES

- Leading **fitness application** with **artificial intelligence** and a unique worldwide concept of **virtual challenges**.
- **Integrated digital wallet** with **Visa™ Debit** and **bank accounts**.
- **Collaboration** between the **Justmove community** and **charities to create positive impacts**.
- **150,000 customers** in over **40 countries**.
- A **decentralized market** for the sale of **carbon credits** and the **financing** of **new projects**.
- A unique **solution** to **purchase NFT** from **Interac™ e-Transfer** in a single click.
- **Experienced team** in business and high technology.
- Strategic **partnerships** have **already been established**.

EXIT STRATEGY

We want to **list the company** on the **TSX-V** or the **CSE** Canadian stock exchanges in 2022.

Our company would benefit from a much larger financing vehicle, would receive a lot of business media coverage, and could use its capital stock to make strategic acquisitions and accelerate growth.

