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# INDUSTRY & SPECIAL TOPIC PANELS

## TRANSCRIPT

# THE MATURATION OF GAMING: NO LONGER CHILD'S PLAY

## LYTHAM PARTNERS FALL 2021 INVESTOR CONFERENCE PANEL

**Top gaming executives discuss and debate industry topics and the evolution of gaming.**

For a replay of the Gaming panel please visit:  
<https://lythampartners.com/virtual/fall-2021/>.

The Lytham Partners Investor Conference brings companies and investors together through webcast presentations, fireside chats, industry panels, and virtual 1x1 meetings. Each event is archived and available for on demand viewing. Our conference series has featured more than 125 companies from various industries including healthcare & pharma, cannabis, consumer, technology, industrials & special situations, clean technology, and financial technology & cryptocurrency.



**Ben Shamsian**  
Vice President  
Lytham Partners



**Shafin Diamond Tejani**  
CEO  
Victory Square  
Technologies, Inc.  
CSE: VST / OTCQX: VSQTF



**Matt Bailey**  
CEO  
GameOn Entertainment  
Technologies Inc.  
CSE: GET



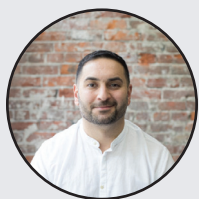
**Tim Bieber**  
CEO  
Fantasy 360  
Technologies Inc.  
CSE: VRAR


**BEN SHAMSIAN, VICE PRESIDENT, LYTHAM PARTNERS**

Hello everyone. And welcome to Lytham Partners Fall Investor Conference. My name is Ben Shamsian. I'm the Vice President. Thank you for joining us here for our gaming panel titled, The Maturation of Gaming: No Longer Child's Play. We are joined by three executives from three great companies from the industry to get some insight on how they see the space. I've gathered some topics that are of interest to investors and hope to learn greatly from our panels.

Joining us today are Shafin Diamond Tejani, CEO of Victory Square Technologies; Matt Bailey, CEO of GameOn Entertainment Technologies; and Tim Bieber, CEO of F360. Before we begin the discussion, I would like to have each of you introduce yourselves and provide a brief description on your companies.

Shafin, we can start with you.

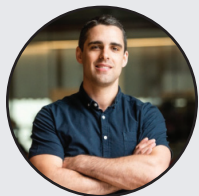

**SHAFIN DIAMOND TEJANI, CEO, VICTORY SQUARE TECHNOLOGIES INC.**

Yeah. Thanks Ben, for having me and nice to see you, Matt and Tim. So Victory Square Technologies was founded in 2017. The idea was to give investors access to the next best tech giants before their giants. So we've built a venture built studio where we've found 26 of the brightest companies from over 80 accelerators around the world. These are companies that are focused on key sectors, such as digital health, gaming, eSports, crypto, virtual and augmented reality, the creator economy, cybersecurity and green tech. And we put them into one public company where we work with these companies for 12 to 48 months and then spin them out.

So investors are getting access, ground floor access to the next best tech companies by investing in VST, we're publicly traded in Canada under ticker VST and in Frankfurt under 6F6 and on the OTCQX under VSQTF.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Great. Matt?


**MATT BAILEY, CEO, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Yeah. So at GameOn, we're solving a problem that media and entertainment are suffering from right now. And as that viewership is dwindling, people aren't watching anymore, especially the younger demographic like millennials. So we are working with those content owners and distributors, be it teams, leagues, TV networks, OTT platforms, and sports books to make their content more engaging and social through fan engagement technology like prediction games. We're working with the likes of NBC Universal, MX Player in India. And we're working with them again to make their content more engaging, social and monetizable. We're currently listed on the CSE ticker symbol GET, G-E-T.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Thank you. And Tim?


**TIM BIEBER, CEO, FANTASY 360 TECHNOLOGIES INC.**

Nice. Yeah. Thanks Ben. Yeah, we're working on something extremely exciting here, but so Fantasy 360, we started business in 2017 in the out-of-home entertainment space kind of social gaming, creating escape rooms. And they were very interactive, very high tech escape rooms. And now what we've done is created escape experiences that are all in VR and we're creating a what we call physical portal to the Metaverse. So the whole Metaverse concept in VR being this portal into the Metaverse right now is what we're really after.

And so what we have is a shipping container, a 40-foot shipping container that is a hyper immersive VR experience. Six players go inside, you're in VR headsets. So all the visuals are mapped to all the physical objects that are inside, that you're grabbing, touching, feeling, there's heat, heat blasts, cool blasts, scents that give you the impression that you're there, motion rumble floor. So basically you step into the shipping container and you feel like you're in the experience because the visuals are actually kind of this out of the world – out of worldly experience.

**TIM BIEBER, CEO, FANTASY 360 TECHNOLOGIES INC. (CONT.)**

So it's super exciting. We've got a number of LOIs that are being signed with this thing that's going to be launching, we're launching it right now, actually. We just listed on the CSE under ticker symbol VRAR so a lot of fun stuff that's happening in the realm of VR and Metaverse.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Thank you for that. Now let's get into some topics of interest, gaming in all these different forms has been accelerating over the last 10 years and all points indicate that the growth will continue. What has led to this phenomenon and why do you expect such growth to continue to accelerate. Shafin, I'll start with you.

**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC.**

So, I recently read an article and I think they were saying that, the total value of the global gaming industry is over 300 billion, which is more than music and movies combined. I think in that same article I read, there are currently about 2.7 billion gamers in the world, of which 500 million were added in the last three years. So I think some of the reasons for that, one would be the emergence of new gaming platforms. The second, the surge in mobile gaming adoption, the third, which I think is most interesting from my perspective is that this emphasis on social interaction, this desire for social experiences, we've seen that accelerated during the COVID-19 pandemic. But I think the social aspect is increasingly a key aspect in this overall experience for gamers.

So connecting with friends, meeting new people are critical to this gaming experience. So, we're seeing social interactions being a big part of it. My son who's nine years old is a digital first. And I would go and meet my friends at the mall or talk on the phone, they're meeting in Fortnite, in Minecraft, in Roblox and connecting with one another, listening to music and having their kind of interactions there. So I think this new version of gaming is really in, there's a big social kind of interaction perspective there.

And I think, with that, we're seeing this emergence of gaming as an ecosystem of super platforms, where players can again, meet, communicate, watch live stream concerts, shop, listen to music. Tim kind of mentioned a bit about what they were working on and reminded me almost of a physical introductions in the Metaverse where people are spending more and more time, kind of digitally. So I would say, the three reasons being the emergence of new gaming platforms, surge in mobile gaming adoption, but the most interesting thing I think people should watch for is this emphasis on social interaction.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's great. Matt, I'd love to hear your thoughts there.

**MATT BAILEY, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Yeah. I mean, just to expand on that, I think we're seeing, gaming's been around for decades, but we're starting to see this concept of gamification adding layers of gaming to various other industries. Like watching a movie can be a game now, as we saw with Netflix and Bandersnatch, going to an event can be a game now by checking in and earning rewards. Gamification as a whole is integrating so many other industries and experiences. And I think we're going to see more and more of that.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Tim?

**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC.**

Yeah, I'll add to that. I mean, as I mentioned in my little intro, the Metaverse. So right now, what's just really exploding as a platform and really what they're calling the next computing platform is this concept of a Web 3.0 or what's being termed now the Metaverse. So we saw Mark Zuckerberg in their last Facebook earnings call said that they want to be known no longer as a mobile company, but as a Metaverse company. Shafin talked about Fortnite, Fortnite, the amounts of active users and interactions within that, which a lot of people are pointing to that as being one of the kind of key platforms that's an early Metaverse where **TIM**





**BIEBER, FANTASY 360 TECHNOLOGIES INC. (CONT.)**

people are creating their character, they've got their virtual persona in there, they're hanging out and doing concerts. I mean, the last concert that they did was Travis Scott. That was 12.3 million people. That's the largest concert in history. I did some research on it. The next largest concert was three and a half million people on the beach of Copacabana.

So like, it's just in scales and proportion that we've never seen before. So I think the next wave is going to be this Metaverse and what's happening within the Metaverse, not only for gaming, but just tech and society. It's quite interesting.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's great. Obviously, gaming is multifaceted. Let's talk about sports betting and specifically obviously in the U.S., it's the legalities state dependent. What is the role of free-to-play gaming in sports betting? Matt, I'll start with you.

**MATT BAILEY, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Yeah, I mean, first of all, I think sports betting in North America specifically is one of the biggest opportunities of our lifetime. It will be the biggest sports betting in market in the world due to regulatory reasons. It hasn't been but now we're starting to see the majority of U.S. states and Canada as well, adopt sports betting, which is really exciting. We think that the free-to-play part of the funnel is really important.

Free-to-play in general, when you're looking at predictive gaming, it's not new, it's been around for a while free-to-play prediction games, but there are a lot of dead bodies on the side of the road. The reason why is because most of them only focused on one fan motivation, it's playing and winning cash, play for free win cash, play for free win a reward, which I think is the real problem. What free-to-play needs to do more of is tap into the other motivations that fuel fandom like recognition in front of a community that you care about or progression going up certain levels and divisions and earning badges and things like that.

Bringing the elements of a video game to a free-to-play predictive experience is what truly will tap into the motivations that fuel fandom, no matter the content, be it sports, reality TV, or whatever else. We think that's really important in driving and engaging free-to-play experience that ultimately will convert to real money bidding.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Got it. Shaf, how do you see free-to-play?

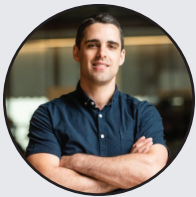
**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC.**

Yeah, I agree with what Matt is saying, it's interesting, like it's always been used as a lead gen tool and this is going to be a paraphrase, it almost like a gateway drug. But I think that what separates kind of the wheat from the chaff like Matt was saying, there's a lot of dead bodies on the road, I think is this additional engagement as opposed to just play for free win cash. And so I think it's always been used as a lead gen tool, I think more than ever sports betting companies along with professional sports teams and leagues are desperately trying to keep fans engaged, especially with all the – with Twitch and eSports and all these other different types of distractions.

I think how – I think it's the innovation around it. That's going to allow for companies operating that space to be successful and really create the right incentive or rewards program for the community or piece of IP that the free-to-play concept is kind of built around.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Got it. Got it. Tim, any thoughts there?



**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC.**

Yeah. I love free-to-play. I mean, I love the business model. What we're really going forward here is a bit of a, maybe call it a hybrid or even just a sort of a step back approach where the reward at the end is your so social experience with your friends. So our, our client or family entertainment centers, those family entertainment centers, obviously charge to have somebody in this attraction and play this game. But then the reward at the end of it is that you've come out with your friends. You guys have had this experience together, a hands on fully interactive experience, but where we're kind of seeing this as this physical portal to the Metaverse is the one-step further from free-to-play, which right now what's happening in the gaming sector is called play to earn and basically with kind of the NFT space, one gaming platform that's really leading the way here is Axie Infinity.

So there's some really interesting stuff that's happening there that there can be a reward at the end that's beyond just that social fun experience, but you're rewarded with an NFT treasure hunt or something a badge, a badge of honor that you passed our escape VR game. So that's where we're seeing the trend migrate from free-to-play to now play to earn and NFT being a big part of that. So I think the NFT game is going to be really important to try to figure out how to incorporate into any gaming environment.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's quite interesting. As the title of our panel indicates as gaming is no longer child's play, corporations are ever more using gaming and games as avenues for retention enhancement of their customers and their employees. Can you talk about what executives are seeing and what's leading them to this avenue? Tim, I'll begin with you.

**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC.**

Sure. Yeah. There's a few things that I can speak to there. So a few years ago, we did an execution with Intel. Intel came to us and said, we need to help train our executives in team building. A lot of our executives across divisions don't necessarily work well together or know that they need to work well together. So across six continents and 50 countries, we rolled out their mobile escape experiences for Intel. So these are I mean, it's Intel and it's Intel executives. And the experience was a gamified approach to trying to teach a corporate training experience of team building.

So that's a perfect example that this is no longer child's play of trying to figure out gamified ways of engaging a bigger, bigger, and broader audience. Another example of that, which is a large part of our business is experiential marketing. So we did a campaign for Bayer Pharmaceutical, where they used a 40 foot shipping container. That was a three room escape experience. And this thing showed up at events all around the world. It was easy to pick up. They gamified the experience for their consumers, that it wasn't just kind of a boring experience to come and talk to a brand.

And then with our VR shipping container, I mean, this is well beyond child's play. I mean, what we're doing here is a first in putting VR into an environment, a fully hyper immersive environment where you've got all of physical effects that are firing at the same time, that all the immersive experience in the headsets, are working. So it's a level far beyond where gaming has ever gone before. And the corporations that are jumping onto that are these large family entertainment centers and bigger attraction, not necessarily kind of your Disneyland attraction parks, but attraction parks that are looking for that next cool thing. That's not just engaging the kid. Because audiences are changing, audiences are becoming more sophisticated. They're wanting things that that much more mind blowing. So whether it's corporate America or whether it's down to a theme park, around the block from you, the experiences are just coming to a whole other level.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's great. Matt, your product is largely B2B and with large corporations as your customers help us understand more.



**MATT BAILEY, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Yeah. Again, that element of gamification infiltrating other industries, such as TV, sports, and just content in general, the reason why it is, is because gaming equals engagement. And at the end of the day, content or TV networks, teams, leagues want people to watch more and fans and consumers are no longer just tuning in to watch the game. Millennials and Gen Z aren't watching the game at all.

TV is becoming the second or third screen, even the never screen in some cases, our Chairman, J Moses likes to always say, if he hands the remotes to his teenage children and says, put on ABC, they won't know how and that's a huge, huge problem for media. So gamification and tying that into the content and turning, watching something or consuming content or in between episodes turning that into a game through game mechanics like recognition and rewards and progression, bringing elements of video games to watching content is really important.

And just to go back to the child's play wording like gaming in general. I mean, it's far from child's play in so many ways. Gamers are athletes now. Soon, I'm sure they'll be Olympians in the not too distant future. They're making – some are making more than many professional traditional athletes. There are stadiums now dedicated just to gaming. So I think that – seeing that continue to grow and then continue to infiltrate into where else we see gamification applied, such as TV and other content.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Shaf, you saw this trend coming years ago, hence your investments that you have in the space. Have you seen it migrate and kind of where do you see it going?



**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC.**

Yeah. I mean, I think it's really kind of the point Matt made, which is gaming increases engagement. What we've seen is this movement towards, whether corporations or companies, whether it's to attract customers, really building a community around their IP or product. And then once you're able to do that the goal is to increase customer frequency, dollar value of visit and loyalty. And I think data has shown that when you incentivize that participation, you automatically increase the odds of attracting retaining customers. And so I really think it just boils down to gaming equals engagement, it's been proven and validated. And I think what's interesting now is that given that specifically the TV scenario, given the TV now, might be the second or third option. There are a number of players that are now using technology today, Tim mentioned MFTs, using today's technology to create to further gamify the experience as opposed to just having a very one dimensional. Now you can really extend that that customer journey or experience in your products. And again, it all kind of boils down to though is, gamification is proven to result in engagement.

One quick note too, it's interesting. I was talking to someone else about this, most people have downloaded the Starbucks app, and I think Starbucks has done a great job. And they have these streak where it's funny, I notice myself, wanting to make sure I go to Starbucks every day for five days, once I've gone two days in a row, because I get extra points. Gamification has become super sophisticated. There's a lot of human psychology that's gone into coding and programming these things to really take into account ways to impact human behavior. And then there's machine learning and AI that's like optimizing it out for the individual person. So I notice that like Starbucks is feeding me things, they are getting me engaged to want to go again customer frequency increases the dollar value of my visit and it keeps me loyal to them.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's great. We've talked about television in general and sports viewership both declining. Matt Bailey, the opinion that fan engagement should be more like video games. Can you explain more? And I invite Shaf and Tim to respond afterwards.



**MATT BAILEY, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Yes. I mean, this goes back to the dead bodies that are on the side of the road in free-to-play it's because they haven't embraced the game mechanics that video games have seen be so successful. They're just focusing on the one game mechanic playing and winning, playing and winning, which just won't work. So what we like to think about video games is one, because our team come comes from video games said, J Moses, our Chairman, green-lit the original Grand Theft Auto. Santi, our Chief Product Officer spent 10 years building the FIFA game at EA Sports so successfully. So bringing those mechanics like Shaf just mentioned the Starbucks app, that's a great example of progression and allowing users to progress through and earn different points, but then community and reward.

And when you – if you think about Officepools, as why they're so engaging, it's not because you can win \$100 it's because you can turn up to the office the next day and brag about being the winner of the Officepools. That's the exact type of mechanics that we want to build into our predictive gaming experience in our fan engagement technologies that we're serving to teams league and TV networks around the world. And it's not just sports, it's reality TV, it's news. We're even talking right now to a very popular weather app. Their problem is people open up the app 10 seconds in the morning, they check the weather and they're out of there. So how can we apply different game mechanics, like progression and recognition to that audience to keep them more engaged within the experience?

**BEN SHAMSIAN, LYTHAM PARTNERS**

Got it. Tim, fan engagement is not something you directly deal with, but your – the corporations that are your customers, or their fans or their customers, or their employees. Help us understand that aspect?



**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC.**

Yeah. I mean, the engagement in the experience, our experience for these family entertainment centers is extremely important because they need them to come back. They need them to come back to our – we selfishly want them to come back to our experience and do it over and over and over again. We've got – there's seven missions that are – that is part of our experience. So the first mission, when you blast off into space, you've got to kind of solve this riddle as to what's happening with this alien race that's come into our galaxy. And then you progress through the storyline.

So for us, the engagement – it's really important to engage into a story and a bigger, as I kind of throw around this word Metaverse, our game, we kind of look at is like more of a micro Metaverse. I call it a Microverse. So you've got to engage someone in your Microverse. And then you start to engage them into a bigger Metaverse story in our story and then within the family entertainment centers that these exist. They want to have people show up. They want to have them stay for longer in their center and play more game. So engagement is extremely, extremely important.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Got it. Shaf?



**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC.**

Yeah. I mean, I think a couple of things. One, I think now that people are – I find myself watching a game on my phone checking my fantasy stats. And specifically, we're talking about NFL as an example, also quick snippets. I think people are now used to these quick snippets. So from a fan engagement perspective, with what Matt was mentioning with GameOn or sports betting in general. I mean, it's the game with the game where I think what sports teams and leagues are doing. And traditional sport is creating games within the game. So you might be watching a game on your phone, because you're realizing you've got two devices you're co-viewing with other friends in different type of areas, but you're playing games throughout that game.




**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC. (CONT.)**

So it's keeping you motivated to continue that experience, and then obviously the rewards and badges that you earn are what keep you coming back game after game after game. So I think a lot of this is a result of the technologies that exist today and what people are able to do. And just the habits and behaviours, our behaviors have changed with the advancements in technology, the mobile adoption, this idea like quick snippets, where you've seen IPL or Rugby sevens, like shortening the game because people are just not able to sit through, in crickets, like a three day match. So I think a lot of this is – a lot of this fan engagement using these video game or gamification tools are just a result of like human behavior today and the tools that we kind of have in our disposal.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's great. Thank you. I want to talk about NFTs that word has been or that acronym has been thrown around non-fungible tokens. Shafin, if you can just A, briefly explain to us what they are, how they work? And how do you see the role of NFTs in gaming and what utility does it bring?

**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC.**

It's funny you asked that question. I posted a note on LinkedIn today which is, just me trying to explain to my friends what NFTs are. It's a pretty funny picture, which I think a lot of people kind of group it into to three different types of categories. Before I kind of talk about that there's one interesting thing happening. Having been in the crypto space since 2012 or 2013, we've seen kind of several booms, the ICO boom, the defi boom and the NFT boom. And I think blockchain tech is kind of revolutionized and involved in many areas. But specifically in gaming, I think it requires special attention. And Tim did referenced something called play-to-earn earlier.

**SHAFIN DIAMOND TEJANI, VICTORY SQUARE TECHNOLOGIES INC. (CONT.)**

I think there's this gamify boom going on where it's synergy of the ICO, defi and NFT market. I think that's what something that that's going to be significant. And really NFTs are kind of at the forefront. So, NFT stands for non-fundable token, it's a unique digital kind of collectible traded on the blockchain and crypto games in the reference to gaming. They can represent consumables, characters and any other treatable kind of asset. And users can sell their in-game NFTs to peers and earn tokens with these play-to-earn kind of models.

But this play-to-earn model, I think is – or this play-to-earn phenomenon, I think is a real sweet spot for gaming and for game developers where it's simply giving gamers and game enthusiasts a control over – control and ownership over their in-game assets. Allowing these gamers to increase the value of these assets by actively playing the game and then players in this business model create value for game developers and other players by participating kind of in this in-game economy.

And it's interesting because in games like World of Warcraft, players were playing and earning in-game assets, but they didn't own them. And so you would see secondary markets being created for people to buy, sell and trade them. I think what this play-to-earn kind of economic model around NFTs that is let players create new digital assets, trade them via the video games infrastructure and using the play-to-earn model players can earn virtual in-game currency, which is liquid and pretty easily sold for other cryptocurrencies in Fiat.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Great. Tim, your thoughts there.

**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC.**

Yeah. There's a – I mean, it's a huge and exploding trend and it's really just exploded in the last year. And even in the last three months, it's just absolutely exploded. So we're tracking it really closely. One of our Board members Kathy Hackle, she's known as the godmother of the Metaverse. And a huge way that the Metaverse is being kind of monetized is by NFT. It's been a big driver in what's happening within the Metaverse. So we've been leaning quite heavily on her and coming up with our own solutions of NFT.





**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC. (CONT.)**

So not necessarily collectables, but at the end of the day collectables. But one big collectible is an avatar. So you could look at Board 8, Yacht Club and they have avatars, these avatars trading for \$30,000, \$40,000, \$50,000 in real dollars. So I think the avatar play for us is what we're really excited about, because we've just done an LOI on a VR game catalog company that powers location-based entertainment facilities. They've got 325 VR games. Every one of those games is as I'm referring to a Microverse. So the challenge is to connect all of those games in a very easy and tangible way to be able to do that is to connect them with one avatar.

So instead of every single one of those games, having its own avatar, you would have one avatar. And that's from the movie Ready Player One. You've got one avatar that move through the OASIS in. So what we're challenged to do, and what we're doing right now is creating a single avatar that will work across 325 games. Those 325 games you could look at as a location-based VR Metaverse. Those avatars themselves could be NFT. There's also some opportunity of doing NFT, like Easter Egg, Easter Egg hunt and collectables. But we're in early days in trying to figure it out. I think at the end of the day, there has to be that play in any platform that we're creating. But we want to be smart about it and not just throw around buzzwords and do something that wouldn't resonate with our community and our audience.

**BEN SHAMSIAN, LYTHAM PARTNERS**

Got it. Matt, GameOn has made some investments in the area of NFTs. Help us understand what they are and how you're thinking about it?

**MATT BAILEY, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Yeah. I think again, like the others, we watched for a while, our Chief Product Officer was the mastermind behind NBA Top Shot, so you had that background. And when NFTs kind of have exploded throughout the last year, we noticed that a lot of them are just kind of cash grabs. And we think a lot of them will kind of fall by the wayside because they have no utility. You're just minting and selling. And that's the extent of most of the platforms right now, the NFT projects out there right now.

So we think gamification again, will play a big role in the next wave of NFTs. We think it's going to be really important for these NFTs, not only to look good and feel cool, and for you to kind of showcase them in your trophy room, so to speak. But being able to use those in games or use those to go to an event or watch a movie, or however else is going to be really, really important. How we're doing it is by adding a layer of gamification to NFT marketplaces.

So if we're working with a league or a TV network or any content that already has that marketplace in place, whether they're buying and selling NFTs, we can add a gamification layer to it where you can then go and use those NFTs in prediction games or other gaming experiences. And in that process win more NFTs and then perhaps gain access to exclusive content or the VIP area of the arena. It's like adding various levels of utility to the NFTs through gamification is how we're making a play. But in general, utility will be really important. And I think over the next, say five to 10 years, we're all going to be using NFTs in ways that we wouldn't even imagine like your ticket to an event or listening to an album or going and watching a movie. So really excited for NFTs and the collectible space.

**BEN SHAMSIAN, LYTHAM PARTNERS**

That's great. Thank you. Unfortunately, that is all the time we have. I want to thank all of our panelists as well as everyone listening. If any investors would like to get in touch with any of our panel companies, please reach out to myself or any members of the Lytham Partners team. Thank you very much and have a good day, everyone.

**TIM BIEBER, FANTASY 360 TECHNOLOGIES INC.**

Thank you.

**MATT BAILEY, GAMEON ENTERTAINMENT TECHNOLOGIES INC.**

Thanks for your time, Ben.



# GAMING PANEL

## Presenting company profiles

### **VICTORY SQUARE TECHNOLOGIES, INC. (CSE: VST / OTCQX: VSQTF)**

Victory Square (VST) builds, acquires and invests in promising startups, then provides the senior leadership and resources needed for fasttrack growth. VST's sweet spot is cutting-edge tech that's shaping the 4th Industrial Revolution. Our corporate portfolio consists of 20+ global companies using AI, VR/AR, and blockchain to disrupt sectors as diverse as fintech, insurance, health and gaming.

### **GAMEON ENTERTAINMENT TECHNOLOGIES INC. (CSE: GET)**

GameOn Entertainment Technologies Inc. powers the most-watched content in the world with the most innovative fan engagement technologies. GameOn provides broadcasters, TV networks, OTT platforms, leagues, tournaments and sportsbooks with interactive, social experiences around sports, television and live events. Since completing the Comcast NBCUniversal LIFT Labs Accelerator powered by Techstars in 2018, GameOn has secured white label projects with several partners in sports and entertainment. Through their innovative predictive gaming technologies and meta-layers, including fully NFT capabilities, GameOn bring fans closer to their favorite sports and entertainment brands, and increase engagement through community, competition and rewards.

### **FANTASY 360 TECHNOLOGIES, INC. (CSE: VRAR)**

Fantasy 360 Technologies is building the Physical Metaverse. Since 2016 the Company has been an industry leader in Social Entertainment, Virtual Reality (VR) and Augmented Reality (AR) entertainment attractions. With its Hardware Platform UNCONTAINED and its Software Platform Uncontained/OS, the company helps its stakeholders build user experiences unmatched in realism, depth and immersion. Guided by industry veterans on the company's board of directors Cathy Hackl (Metaverse Strategist and "the godmother of the Metaverse") and Alvin Graylin (HTC China President, Virtual Reality Venture Capital Alliance President). The company builds experiences on its platforms for some of the world's largest companies including: Intel, Bayer, Capital One, Scotia Bank, the US Food and Drug Administration, Allegiant Airlines and more.

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**PHOENIX**

4602 E. Thomas Rd.  
Phoenix, AZ 85018  
Office 602.889.9700

**NEW YORK**

245 Park Avenue, 39th Floor  
New York, NY 10167  
Office 646.829.9700

**LOS ANGELES**

2029 Century Park East, 4th Floor  
Los Angeles, CA 90067  
Office: 213.722.6890

info@lythampartners.com  
www.lythampartners.com