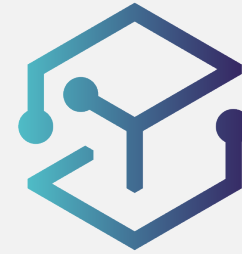


SPORT IS CAPITAL
SPORT IS EMOTION
SPORT IS ZETLY



ZETLY
FUELING SPORTS

Welcome to **Zetly**, the ultimate platform transforming tokenization and fan engagement. Our ecosystem offers innovative tools, integrating club tokens, NFTs, sports memorabilia, play-to-earn experiences, and a digital sports wallet – seamlessly connected in one powerful ecosystem

**Fueling the Future of Sports through
Digital Innovation**



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The summary may include "forward-looking statements and projections". This information is supplied from sources we believe to be reliable but we cannot guarantee accuracy. Although we believe our expectations expressed in such forward looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the anticipated results.

The value of investments and any income generated may go down as well as up and is not guaranteed.
Past performance is not necessarily a guide to future performance.

Vision



Our vision is to become the leading global Web3 platform that transforms the sports industry by creating a comprehensive digital ecosystem for fans, clubs, sponsors, and athletes.

Our mission is to revolutionize fan engagement, empower sports organizations, and unlock new revenue streams through tokenization, NFTs, and gamification.

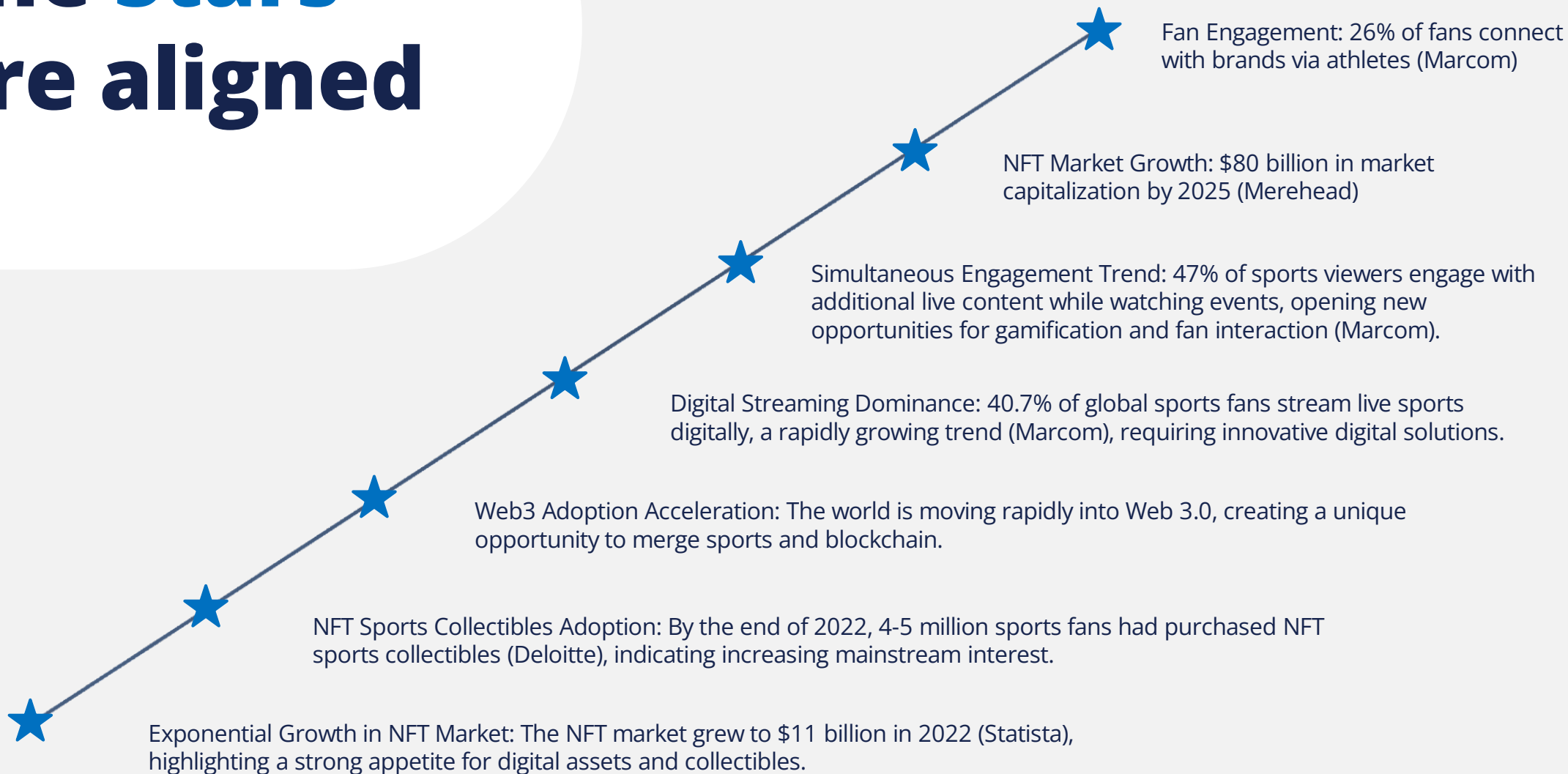


About Us

Zetly is revolutionizing the sports industry with a cutting-edge digital ecosystem that connects fans, sports clubs, federations, athletes, and sponsors. Powered by Web3 and enhanced by AI, Zetly transforms sports emotions into meaningful connections, new revenue streams, and 24/7 fan engagement. Our platform empowers users to tokenize their passions —whether by creating NFTs, launching athlete crowdfunding campaigns, or offering exclusive digital collectibles. Zetly streamlines fan engagement by automating processes, providing personalized interactions, and delivering actionable insights to enhance the fan experience. Zetly is more than a platform; it's the engine driving sports into the digital future, redefining how fans and organizations connect and thrive in the Web3 era.

Fueling the Future of Sports with Digital Power.

The Stars are aligned



Problem & Solution

Problem #1

Limited and outdated revenue models for sports organizations.

Problem #2

Fragmented and declining fan engagement in the digital age.

Problem #3

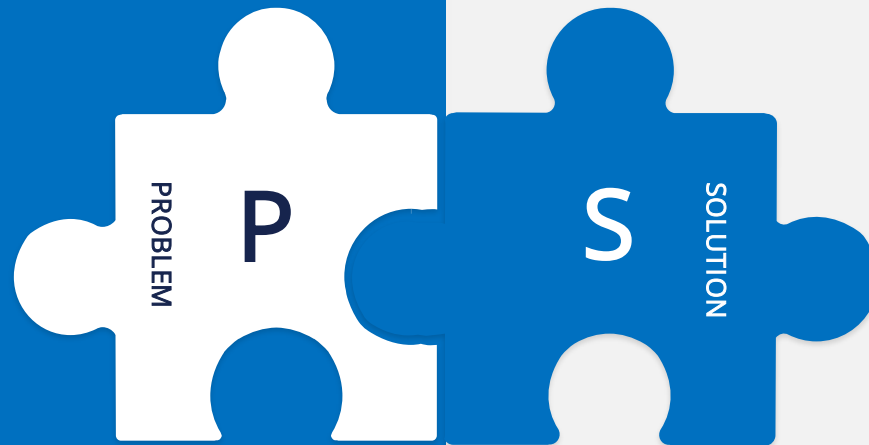
Missed opportunities to monetize sports emotions and iconic moments.

Problem #4

Lack of accessible funding for sports clubs, federations, and young athletes.

Problem #5

Sports Industry can't keep up with fan demands for better digital experiences, losing engagement and loyalty.



Solution #1

Zetly generates new revenue streams through tokenization, NFT sales, and micro-fees on transactions.

Solution #2

Zetly offers digital tools, gamification, and personalized rewards to reconnect and engage fans 24/7.

Solution #3

Zetly NFT Creator and Zetly Collectibles enable clubs and athletes to preserve and monetize memorable moments.

Solution #4

Zetly Crowdfunding module enables organizations and athletes to secure funding directly from fans and sponsors.

Solution #5

Zetly provides a scalable platform with AI-enhanced automation to meet evolving fan expectations, driving loyalty and innovation.

Global Opportunity

Global Sports Market

The global sports market is expected to reach \$600 billion by 2025 and \$826 billion by 2030 (Yahoo Finance). Additionally, 47% of sports fans engage with digital live content, presenting significant untapped opportunities (Marcom).

eSports Market

The global eSports market reached \$1.1 billion in 2021 and is expected to grow to \$1.62 billion by 2024 (Statista). This reflects rising demand for gamified and digital fan experiences.

Accessibility

With 6.6 billion smartphone users worldwide (Statista), Zetly has the potential to provide global access to digital sports content and capitalize on the growing demand for mobile-first platforms.

Market Validation

NBA TopShot:

- 100% revenue from selling packs.
- 5% transaction fees on secondary market trades.
- Exceeded \$1 billion in sales by May 2022, demonstrating fan willingness to spend on digital sports assets.
- The Opportunity Zetly is poised to capitalize on these trends, combining Web3 technology, tokenization, and NFTs to transform fan engagement and create new revenue streams in a booming sports industry.

Digital Fans

Top 10 sports disciplines:

Worldwide	1,39bIn
Europe	147mIn
Central-East Europe	19,5mIn
Poland	6,2mIn

Zetly – for whom?



Zetly Goals



Zetly Features

One app, multiple benefits and endless possibilities

Sell/Buy
club tokens.



Make an impact
support your club, vote,
express your commitment.



NFT Moments
buy, trade, and collect.



Support
sports goals in exchange
for services, products and awards.



Invest
in rising stars.



Help
your favourite team or player.



Create NFT
capture emotions and trade
your digital art.



Exchange
tokens for products, services and
discounts.



Collect
tokens and rewards, take part in
loyalty program of your favourite
team.



Store
your digital assets safely in e-wallet.



Play to Earn
using Away Games collect club
tokens and NFTs.



24/7 Fan
be informed, be involved,
and be part of all club events.

Zetly Platform

MVP Modules



Zetly NFT Fan Shop

A marketplace for physical products and digital collectibles. Unlock NFTgated content: real live events, digital wearable, limited edition merchandise, exclusive behind the scenes access.



Zetly NFT Creator

Generate NFT Project for tickets or collectibles that links that NFT to ticketing event. Link your NFT project to particular content and then provide transferable ownership rights.



Sports Quizzes

A social game in the form of a mobile app where you can participate in a sport quizzes, test your knowledge and get rewarded for winning.



Zetly Connect

An NFT validator that verifies ownership, detects duplicate mints, and confirms smart contract authenticity.

Business Model

Multiple features and revenue streams

Zetly employs a multi-revenue strategy, including micro-fees on transactions, NFT sales, subscription plans, and gamified fan engagement:

- Tokenization Services
- Transaction Micro-Fee
- Profit-Sharing
- Model NFT Marketplaces
- Subscription Services
- Partnership Revenue
- Supporting Initiatives



Zetly Fan Memorabilia



Zetly NFT Moments



Zetly NFT Creator



Zetly NFT Fan Shop



Zetly Crowd



Zetly Sport

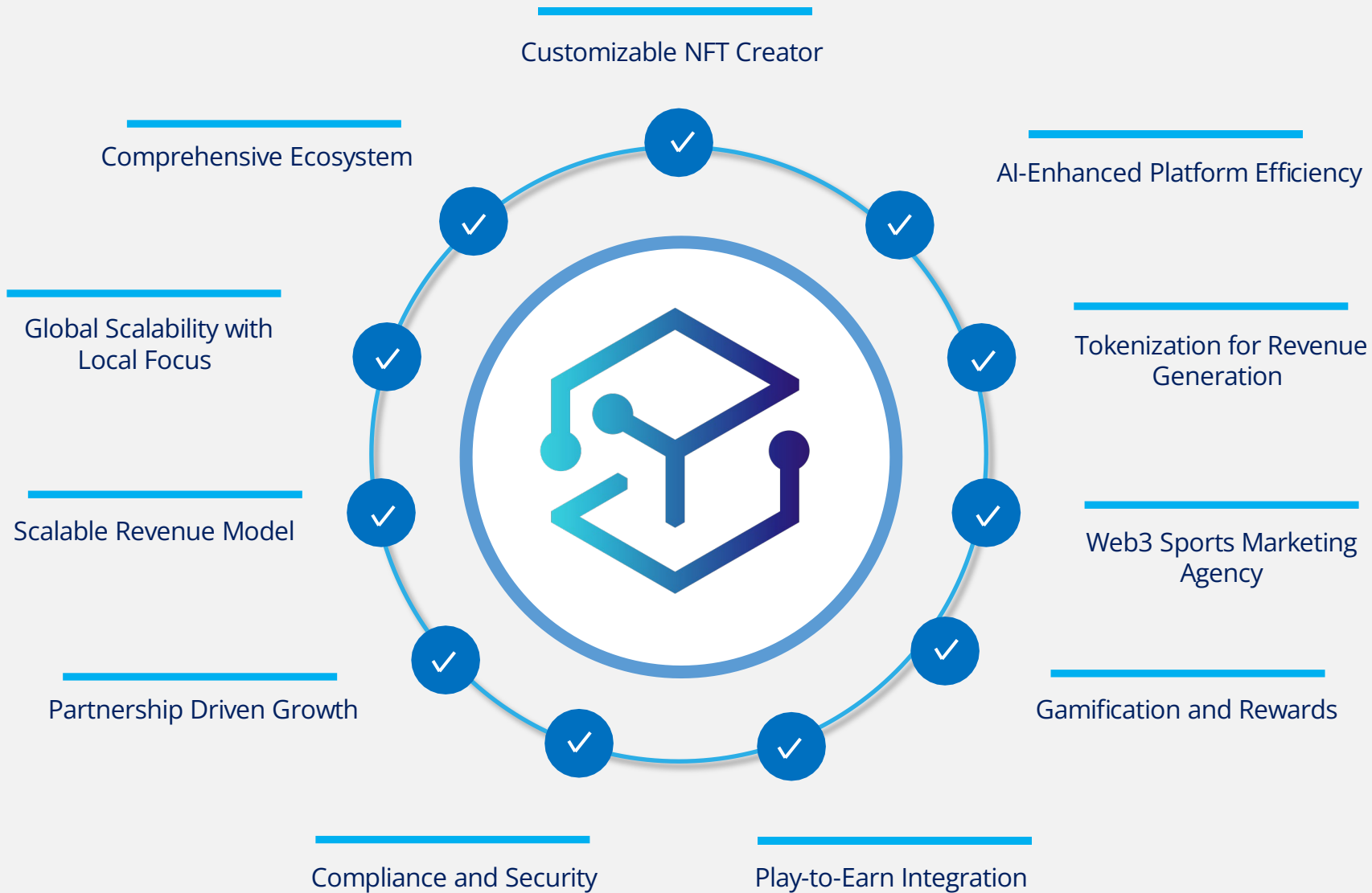


Sports Quizzes



Zetly Digital Collections

Unique Selling Points



Strategic Expansion

Expansion through dedicated strategic Partnerships “Glocally”

Objectives

Zetly's objective in the first three years of operation is to establish cooperation with at least three sports associations and 25 clubs from various disciplines each year. In the future, the number of new partners will gradually increase. Zetly's marketing objectives since the beginning of the token sale will be aimed at acquiring sports associations as strategic partners, and as many clubs on the European market as possible to become ecosystem's participants. The platform will offer them tools thanks to which they will be able to build a new economy around fans. Boosting their involvement and monetization of club tokens will have positive influence on clubs' budgets.

Expansion

Acquiring sports associations as strategic partners is the basis of Zetly's operation. We will build strong foundations by starting on the Polish market and later expanding to neighboring markets such as Austria, the Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Slovenia, Croatia, Serbia, Ukraine, Lithuania, Latvia, Estonia and Nordic countries. We plan to expand by systematically adding clubs from various disciplines which will offer club tokens and by establishing business structures and sales networks in each of the above-mentioned countries.



Local sports clubs



National sports federations



Global e-sports brands

Competitive Advantage

Strategic Market Focus

Concentration on underserved regions like CEE, DACH and mid-tier clubs that competitors overlook, creating a niche with significant growth potential.

Comprehensive Ecosystem Approach

Seamless integration of tools like tokens, NFTs, wallets, fostering long-term value for clubs and fans.

Diverse Revenue Model

Multiple monetization streams (transaction fees, NFT sales, subscriptions, play-to-earn) that provide financial stability and scalability.

Flexibility and Scalability

Modular platform design allowing clubs of all sizes to adopt and scale digital solutions according to their needs.

Education and Support

Providing Web3 education, training, and implementation support for clubs, reducing barriers to adoption and driving successful onboarding.

Fan-Driven Vision

Placing fan engagement and empowerment at the core of the platform, creating deeper emotional and financial connections between clubs and supporters.

Zetly Team

We are **Viking Warriors**—relentless, determined, and fearless in our mission. Zetly Team is led by a team of seasoned professionals with over 20 years of experience across key industries sports, blockchain, and marketing project management, Web3 technology, financial strategy, and digital transformation sectors. Together, we combine innovation, passion, and proven leadership to propel Zetly's success.



Rafał Gelner
Co-Founder - CEO Zetly Group LTD



Michał Glijer
Founder - CEO Zetly OU

Zetly Team



Marcin Dryka
Chief Technology Officer



Christopher Nielsen
Chief of International
Expansion



Monika Holland
GTM Strategy Leader



Paweł Gojny
IT Manager



Dr Agnieszka Bier
Tokenomy & Token
Design Specialist



Tomasz Nowacki
Business Operations
Consultant



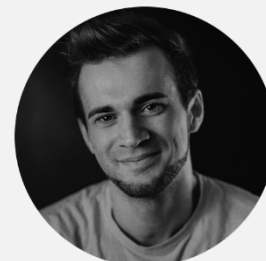
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Graphic Designer



Justyna Gojny
Graphic Designer



Ahmad Aman
Marketing Specialist



Mateusz Całkowski
Sport Acquisition Specialist



Dominik Stępień
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Maciej Paszkiewicz
Content and SEO Specialist

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Technical Blockchain Advisor



Ivo Irbe
Sport Advisor



Julija Hrstić
Sport Advisor



Paweł Łaskarzewski
Strategic Founding Advisor



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Media Advisor



Dawid Gardyński
Strategic Implementation Advisor



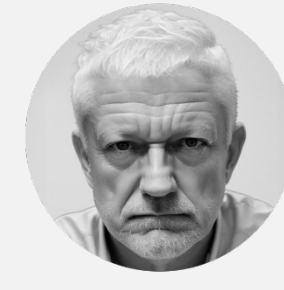
Tomaž Frelih
Sport Advisor



Jarek Śmietana
E-Sport Advisor



Maurycy Konopacki
Technical Blockchain Advisor



Piotr Bykowski
Financial Advisor

Strategic Partners



Polish Olympic Committee

Nationwide association of sports federations and organisations. There are currently 29 Olympic Summer and 8 Winter Sports.



Polish Basketball Federation

Men's and Women's national team.
National team 3x3
- World Champion
Millions of Polish Basketball Fans



Polish Basketball League

16 professional teams
TV audience per match: 30,000.
Arena audience: approximately 2,000



Polish Sailing League

The first cyclical league competition organized in Poland since 2015. The league consists of three levels - Regional League, League 1 and Ekstraklasa, and culminates in the title of Polish Club Champion awarded by the Polish Sailing Association.



The Real World Metaverse

\$13 Trillion market opportunity
5.5 billion users by 2030
Digital Twin market solution
Patented Technology



Enterprise Blockchain

Fastest public ledger
Unbounded scalability
Over 50 000 TPS
Current Block size 4GB

Our partners

PoE

CRUYFF
INSTITUTE

FBIN

SBP
SPORT BIZNES POLSKA

SPORT ESPOT

Technology partners

chain studio

BSV BLOCKCHAIN

LEOCODE

OMNISCAPE

synapse network

uniqly.io

haste ARCADE

Tubbly

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THANK YOU

Join Us in Revolutionizing Sports