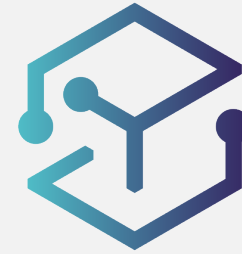


SPORT IS CAPITAL
SPORT IS EMOTION
SPORT IS ZETLY



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 information contained in this document is strictly confidential.

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.

Business Model

Multiple features and revenue streams

MVP (Phase 1 – Early Revenues)

Zetly starts with fast-to-market, high-margin modules that generate immediate traction:



NFT Event & Perk Drops

Primary sales of NFT-based passes for limited-access events (e.g., concerts, VIP experiences, workshops) and perk collectibles (discount vouchers, backstage passes).



Subscription Services

SaaS-style tiered plans for sports organization.



Supporting Initiatives

Zetly Academy & Web3 Sports Marketing Agency (education, consulting, onboarding fees).

Expanded Model (Phase 2 – Full Ecosystem)

As adoption scales, Zetly unlocks additional diversified revenue streams:



Tokenization Services

Issuance of club tokens, crowdfunding, and fan economies.



Gamification & Rewards

Play-to-earn challenges & fan engagement monetized through micro-fees & partnerships and Sport Quizzes



Partnership Revenue

White-label solutions, sponsor activations, co-branded campaigns with federations.

Problem

Clubs and federations run recurring sports events - but lack a scalable digital monetization layer.



Sports federations and leagues operate recurring calendars (matches, tournaments, seasons).



These events generate strong fan attention, but monetization resets after every event.



Existing tools stop at ticketing or merchandise and do not capture post-event engagement.



Fans want digital ownership, perks, and proof of participation tied to real events.

Buyer clarity

Primary buyer: federation or league commercial/marketing director.

Clubs participate via federation rollout.

Solution

Zetly sells utility-based digital items around recurring sports events through one repeatable workflow.

How it works

Federations launch digital items tied to real events, fans buy or claim them, use real utility, and the same workflow repeats across the season.

Clarification

Event passes are the first and clearest SKU — not the business.

Why now

This workflow turns recurring sports calendars into recurring digital revenue instead of one-off activations.

Business Model (MVP ONLY)

Revenue model (MVP — no tokens, no speculation)

B2B — predictable revenue

- Federation / league subscription
- Setup & campaign creation fees per season
- One federation onboarding unlocks multiple clubs

B2C — event-driven revenue

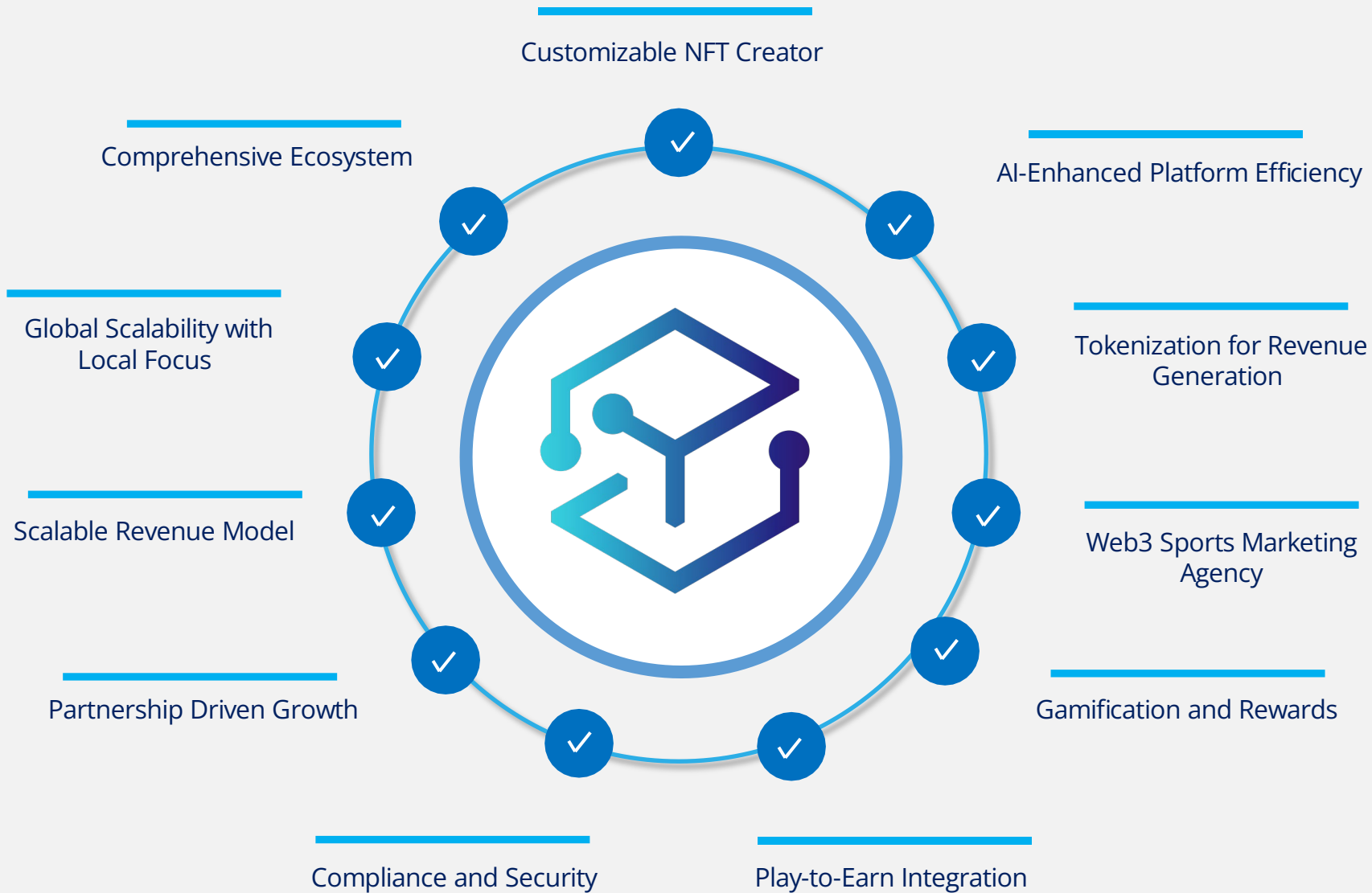
- Percentage of primary sales from:
 - Event passes
 - Digital collectibles
 - Player cards
 - Moments
- Revenue scales with event frequency and drop volume, not headcount.

Expanded model (Phase 2)

Optional extensions (post revenue proof)

No secondary market. No token dependency in MVP economics.

Unique Selling Points



Go-To-Market Strategy – Zetly

Entry Markets:

Launch in Poland & CEE, leveraging existing partnerships (Polish Olympic Committee, Basketball Federation & League, Sailing League) as anchor clients.

Federation-Led Expansion:

Secure federations as strategic partners to onboard 10+ clubs annually, creating fast adoption across football, basketball, and other disciplines.

Education & Web3 Sports Marketing Agency:

Through Zetly Academy and a dedicated Web3 Sports Marketing Agency, we deliver training, digital strategies, and marketing execution, removing adoption barriers for clubs.

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Proprietary Programs:

Triad of Success – a structured framework educating clubs on Web3 fundamentals, monetization, and fan engagement strategies.

Big Five Program – a flagship initiative connecting clubs, federations, fans, sponsors, and athletes into one digital ecosystem.

Scalable Regional Rollout:

Stepwise expansion from Poland → CEE → DACH → Nordics → UK, building a pan-European footprint supported by local networks.

Fan Acquisition & Monetization:

Fan engagement fueled by gamification, NFTs, token drops, and crowdfunding, monetized via transaction fees, NFT sales, and subscriptions.

Competitive Advantage

First-Mover Advantage in Underserved Markets

Strategic entry into CEE and DACH mid-tier clubs where no scaled Web3 competitor operates, giving Zetly defensible early traction.

Comprehensive SportsTech Ecosystem

All-in-one platform combining tokenization, NFTs, crowdfunding, gamification, and AI—positioned beyond single-purpose rivals like Chiliz or Sorare.

Resilient & Diversified Revenue Model

Multiple monetization streams (fees, NFT sales, subscriptions, gamification, crowdfunding) ensure stability and scalability, independent of token volatility.

Institutionally Ready & Compliant

Built with compliance and security from day one, making Zetly trusted by federations, sponsors, and investors.

Proven Adoption Pipeline

Partnerships with leagues, federations, and Olympic Committee provide direct market access and immediate user onboarding.

Network Effects & Fan Ownership

DAO-driven governance and community tools turn every new club and fan into long-term ecosystem growth, creating sticky engagement and defensibility.

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Zetly Team



Rafał Gelner
Co-Founder - CEO Zetly Group LTD



Michał Glijer
Founder - CEO Zetly OU

Relentless builders with proven track record in sports, tech & Web3.

- ✓ **Leadership:** Two repeat founders with 20+ years of experience in sports and marketing ventures, combining entrepreneurial vision with strong execution.
- ✓ **Industry Expertise:** Collective experience across professional sports marketing digital strategy, and technology-driven fan engagement.
- ✓ **Proven Access:** Deep network with federations, Olympic Committee, leagues, and sports clubs → direct entry points into adoption.
- ✓ **Execution Power:** Core team of 20+ professionals in product, business development, and technology, backed by global partners.
- ✓ **Culture:** We are “Viking Warriors” — resilient, mission-driven, and fearless in building the future of sports engagement.

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



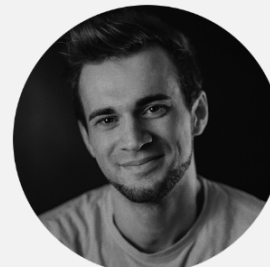
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Strategic Implementation Advisor



Mateusz Całkowski
Sport Acquisition Specialist



Dominik Stępień
Token Utility Specialist

Zetly Advisors



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Technical Blockchain Advisor



Julija Hrstić
Sport Advisor



Paweł Łaskarzewski
Strategic Founding 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



Technology partners



Media partners



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THANK YOU

Join Us in Revolutionizing Sports