



Jonathan Falkowski, President
a: Suite 155 – 887 Great Northern Way
Vancouver, B.C. V5T 4T5
t: (604) 649-4873
e: jonathan@whiteboxgames.com

We Are:	E-sports video game development company, passionate about building a massive online gaming success story as a Canadian company; first game under development is Dark Nexus Area ("DNA") – http://www.darknexusarena.com
Our Market:	DNA is a PC-based MOBA (Multiplayer Online Battle Arena) game ; MOBA games dominate the rankings of top-performing games and sports events (League of Legends is the most played game in the world)
Our Advantage:	DNA is based on elements of the iconic Warhammer 40,000 IP – providing Whitebox immediate scale in the marketplace; Warhammer is a known entity, but DNA's sci-fi genre is new to the market
Our Technology:	Whitebox uses state of the art technology to deliver an industry-leading game experience, at scale. Whitebox IP will provide significant value for new games – technology platform, code and processes are re-usable for future opportunities. New game titles can be developed and deployed at low cost and high speed
Differentiation:	Iconic Warhammer IP, focus on competitive gameplay, rapid low-cost development
Competition:	League of Legends (70 million monthly users); DOTA 2 (8 million); Heroes of Newerth (2.5 million); Smite (4 million) – most players play multiple games
Monetization:	DNA is a Free To Play Model: provides fast, mass access to consumers; revenue is generated by micro-transactions for cosmetic upgrades and specialty items. FTP is emerging as the dominant model for MOBA games; self-distribution will reduce cost to deploy
Royalty:	Payable to Games Workshop – 20% of first \$3.8 million gross profit; 40% on gross profit thereafter; continued support by GW for new characters, story-lines
Financial:	Significant growth projections after year one, based on revenue micro-transactions (\$1-\$2/month/user) and monthly users growing from 200k to 1.5 million over 3 years; EBITDA% range 25% to 35%
Structure:	39 million shares issued - \$315K for IP; \$458k for cash; \$500k debentures/loan; last valuation \$.10 per share; we plan to raise \$500 to \$750k in next 6 months
Our Team:	Six initial founders, combining industry experience with the latest technical and artistic skills in game development. Team is now 25 professionals, racing to complete the game this year.
Timeline:	DNA announced <u>2/24/15</u> ; closed BETA 4/30/15; open BETA 9/30/15, full launch 1/1/16