

YOU

The world's first virtual
marketing ecosystem

10 February 2022



The world's first virtual,
decentralized and tokenized
marketing ecosystem that
connects global brands, local
businesses and consumers in
a never-seen-before way. It all
happens in what we call the
YOUiverse.

YOU

The YOUNiverse for users

Find people with similar interests

Watch ads and earn coins

Collect crypto currencies and NFTs in the wallet

Catch prizes in your location

3

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The YOUNiverse for brands

We help brands do their marketing...

...better

- Advertising that is not recognised as advertising
- Purely based on interests and location of users
- Gamification for fun and ongoing interaction with the users
- Directs users to the local stores or online shop

...faster

- It only takes 5 min to create a campaign on the campaign manager
- Content such as products, ads and promotions can be changed at any time
- Users get their benefits immediately

...cheaper

- It only costs 5 \$ to run a campaign
- Direct to consumer interaction with no costly media in between
- No advertising wastage through targeted interaction with users

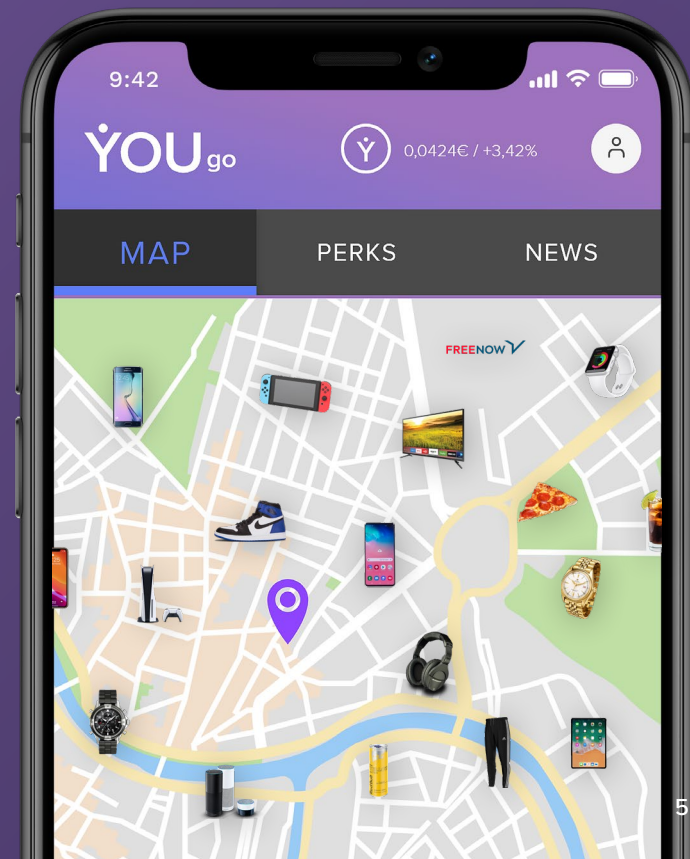
YOUgo

The never-seen-before augmented reality powered game where users can catch goodies and collect coins and NFTs

... a mobile game where users travel between the real and the virtual world with augmented reality

... a whole new experience for clients with offerings based on their interests and their location

Click here to see more!



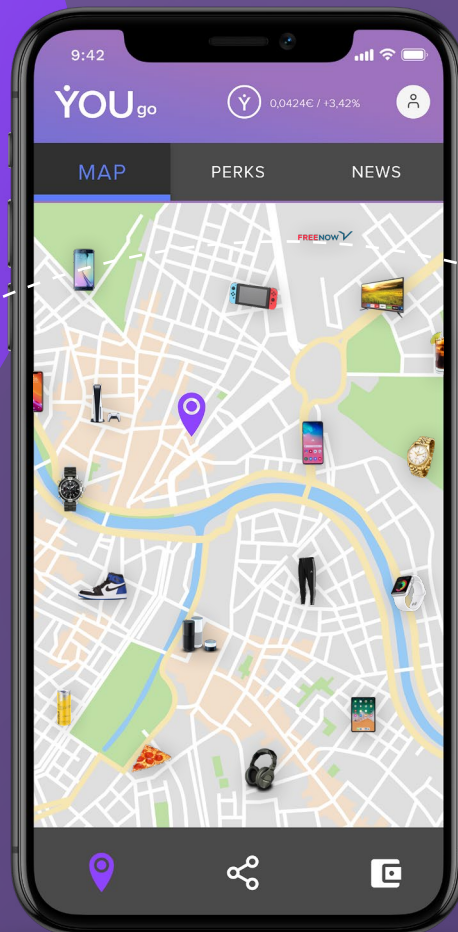
YOUgo

Win-Win:
Users win prizes.
Companies win business.



Create
airdrops

e.g. prizes, coins,
NFTs, incentives,
discounts...



Pick up
airdrops

e.g. at events, concerts,
festivals, sports games or
in the neighbourhood ...



We turn festivals, sport games and events into digital arenas and generate benefits for ...

Fans

„Gamification meets gratification“

- Can catch prizes, rewards, incentives and discounts from YOU and external partners
- Have fun with augmented reality „Pokemon Go“-like experiences before, after and in the breaks of the events

Organizer

„Revenues and experiences“

- Offers fans new experiences and entertainment
- Gets additional revenue streams through cashback arrangement and new partners coming from YOU
- Monetizes cross- and upseeling opportunities from fans that redeem prizes

Launch strategy of YOUNGO

Beta test

June-July 2021
Moscow, Russia

Launch of beta version with > 500 users and local businesses that participated in load testing and optimization of the platform.

Phase 1

Cooperations with entertainment groups

- Festivals (e.g. Live Nation)
- Sports games
 - Soccer
 - (E) Motor Sports
 - Ice Hockey
 - Basketball
- Other events

Phase 2

YOUNGO promotional events

- Launching a series of promotional events at highly frequented places such as Berlin Alexanderplatz, New York Time Square and London Piccadilly circus
- Using Social Media, local media and local partners to create talk-of-town-events in city hot spots

Phase 3

Take over cities

- Final phase of launch with city-wide roll-out of offering
- Partnership agreements with local stores, local branches of brands, delivery services, etc to offer ongoing entertainment and prizes
- Using Social Media, Influencer Marketing and cooperations with regional media to promote event

YOUgo x Live Nation / BigAir Festival

Phase 1 has started

Starting October 22, 2021 the cooperation with the world's leading live entertainment group: Live Nation

First event took place in Chur, Switzerland, Big Air Festival with >15.000 participants

YOUgo was part of the digital entertainment offering and promoted the new Augmented Reality Super App on the festival area. Almost 5.000 interactions with our target group led to more than 20% downloads of our new app! A big thanks goes to our new users and our partners such as Live Nation for the great event or Free Now for their trust and support with great prizes.



YOU [AR] FFM

Phase 2 YOU promotional events

Phase 2 of the go-to-market-strategy of YOU will start in spring 2022 in the city center of Frankfurt and soon after be rolled out to other vibrant cities across the globe.

YOU [AR] NYC YOU [AR] LDN YOU [AR] BCN YOU [AR] TLV YOU [AR] SGP

The YOU AR Cities festivals will create a never seen before hype: people will discover the cities with their mobile phones and Augmented Reality to hunt for thousands of goodies from local businesses, famous sport clubs and global brands.

The first ever AR treasure hunts will soon become the ultimate talk-of-town events and will achieve a massive revitalization of the city centers.

YOU AR BIG

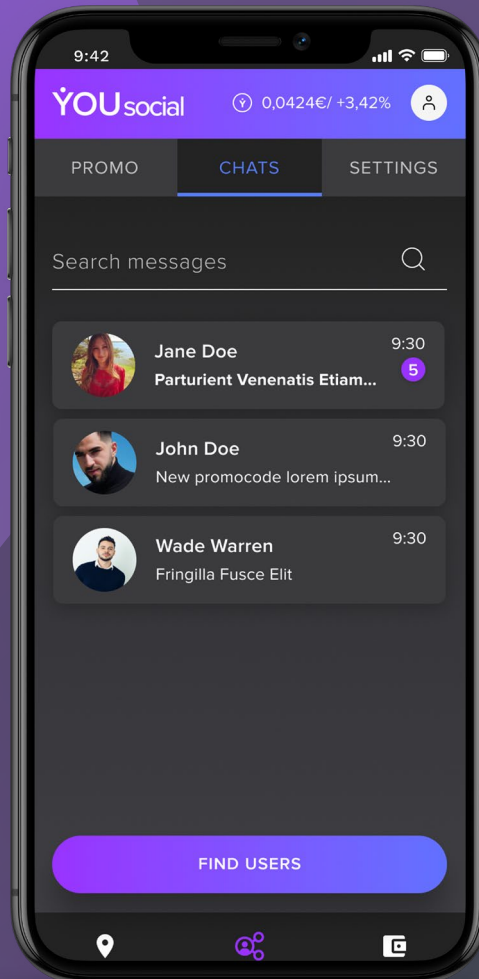


**And there is
even more to
come soon ...**

YOU social

Introducing a totally new social media platform.

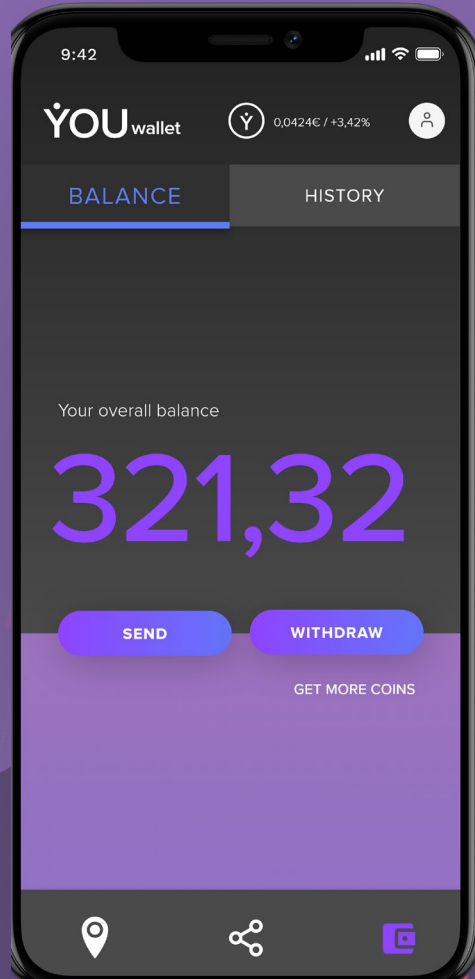
Meet other people in your area based on similar interests. Meet people, create groups, search for new friends and so much more. And here is what really matters: you have the full control over your data and over your account.



YOUwallet

YOUwallet is a crypto currency wallet and so much more.

First, it stores the tokens collected from YOUgo and will be connected to an exchange that allows the user to change tokens to any fiat currency effortlessly. Secondly, it will allow users to transfer the funds or tokens to friends, family, or anyone with a valid email address. And finally, it can store and trade crypto-collectibles that can be captured in the YOUgo game.



YOUcash (YOUc)

Facts & figures (as of November, 2021)

- Market rank #208 of all crypto currencies on coinmarketcap.com
- Fully Diluted Market Cap of \$1,973,000,376
- Supply YOUc: total issue is 11bn, circulation supply 6,7bn

YÖgo

YÖsocial

The YÖUniverse

All in one app

YÖwallet

YÖcash



It's not our data.

We strongly believe that data only belongs to one person – the user. All personal information will only be saved on the user's personal device and won't be stored or collected elsewhere.

We are Y&O

Management team



**Michael Muenzing,
Co-founder**

Michael is a multi-award winning, multi-platinum music producer who has been creating hit music since the mid 80's, his music sold more than 100 million records. He has created several successful companies that include entertainment properties like 'The Ministry of Sound' and various enterprises in and out of the music and film industries. An early Bitcoin investor and digital Asset Advisor, Michael spends most of his time in NYC but is a global nomad at heart.



**Konstantin Chernov,
Co-founder**

Entrepreneur with 25 years of experience in media, marketing and investments. Konstantin has started his career in the mid 90's as a member of Polygram International team. Konstantin was the co-founder of several media and hi-tech projects in Russia, Germany and Switzerland. He served as a CEO and marketing executive at a number of companies including the leading Russian media holding - Publishing house "Kommersant" and private equity fund, which specialised on international media and digital projects. Honing his marketing skills and leadership abilities over the years, Konstantin has come to understand the power of digital connectivity and the ability to resonate a message with audiences around the world.



**David Anton,
COO**

David is founder and president of the New York based marketing communications firm Anton & Partners. A&P has a world-renowned track record in all facets of communications: influencer marketing, advertising, branding, public relations, investor relations, special events, web and digital transformation. David is also the co-founder of EXPS Live, a virtual events platform company. In addition, David serves on the Board of Directors of SEEN plc, a digital video platform company based in London, as well as Zammo.ai, the conversational AI voice platform based in San Francisco. In addition, David is the Co-founder and Executive Chairman of Century City Entertainment Co. David has also served as a co-founder, early stage investor and advisor in many successful companies including Spotify, Tory Burch and Village Roadshow Pictures among others.