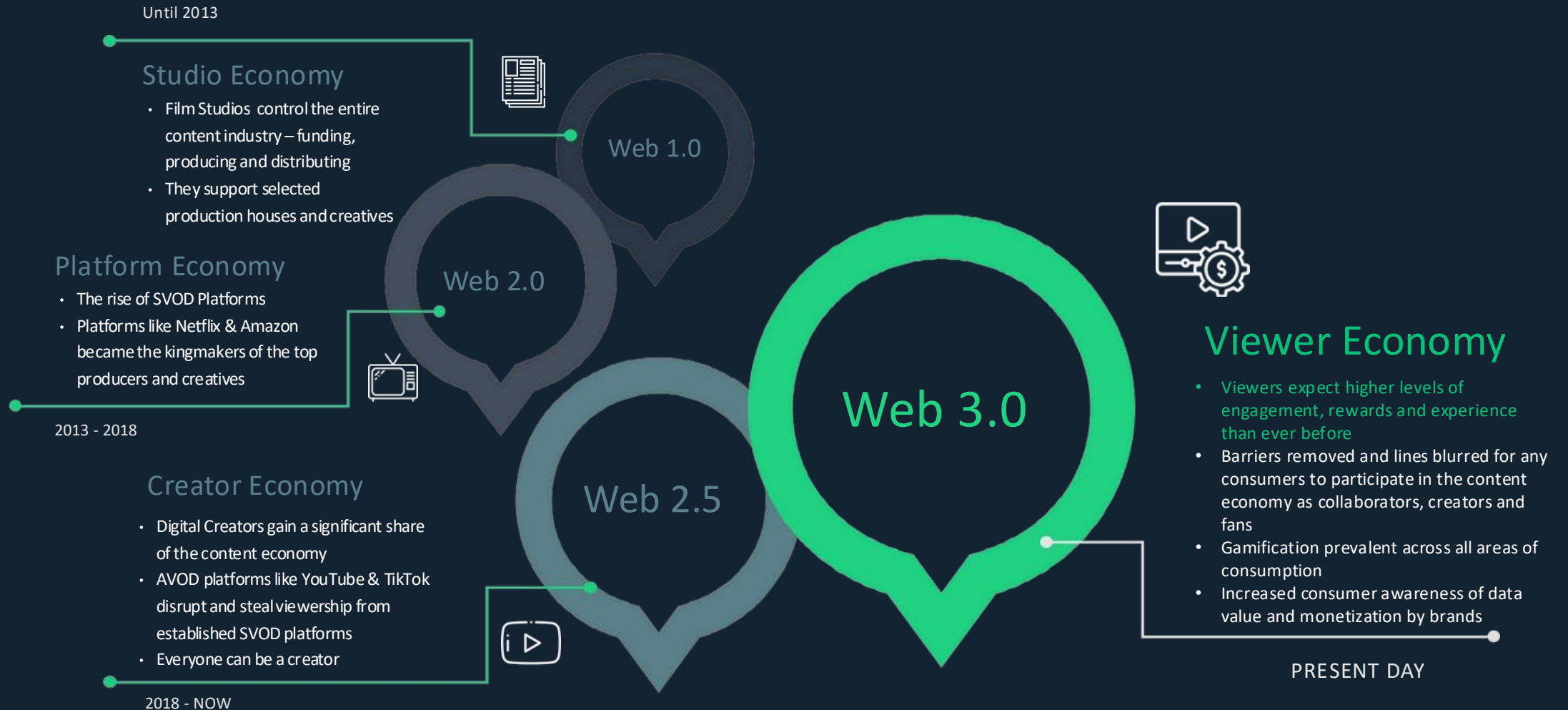




The World's Largest Watch&Earn Streaming Platform



The Evolution Of The Content Economy



The problem in media streaming

The current media streaming business model is broken and Myco aims to solve this issue.

The broken model's stakeholders



The Viewer:

Cannot make anything out of the content and cannot invest in it.



The Advertiser:

Pays for a disengaged audience, leading to wasted investments in advertising.



The Content Creator:

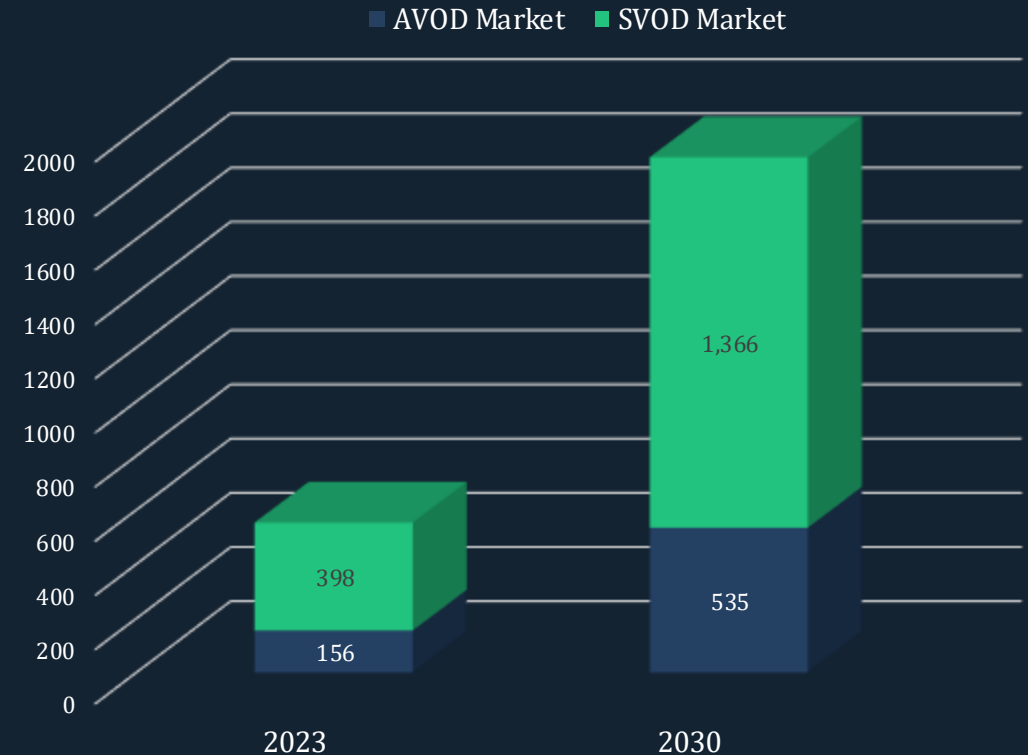
Faces barriers to entry and struggles to get funding.



The Market & Opportunity

- The overall video content streaming industry has a total annual revenue of over USD 500 Billion today.
- The industry is expected to grow to USD 2,000 Billion by 2030.
- Advertising revenues to AVOD Platforms alone are anticipated to reach USD 500 Billion a year by 2030.
- There is a total of circa 5 Billion video streaming consumers today – out of this majority (3.5 Billion users) are consuming content on AVOD (ad supported video on demand) platforms.
- While the advertising revenues are growing each year – their growth could be amplified if a platform can provide a more captive, participating, engaged and empowered audience – thus justifying higher CPM rates and faster industry growth.
- SVOD & TVOD (transaction / subscription) revenues are declining globally however with high end web3 engagement opportunities, the paid consumer can have an elevated relationship with the platforms & the overall content economy.

Global Streaming Market - USD Billion



Total Global SVOD Subscribers 2023 – 1.4 Bn
Total Global AVOD Users Unique 2023 – 3.5 Bn

The Gaps in a Highly Centralized Global Content Economy

1. Creator

Funding & Fair Monetization

Talent. Stories. Skillset ☒
Funding. Monetization. Distribution ✗

Who invests into content directly or indirectly?

- SVOD Platforms (Netflix, Amazon, Disney)
- Studios
- Content Financing Companies
- Linear TV Channels & Broadcasters
- AVOD Platforms (Youtube, Twitch)
- Brands

2. Viewers

Empowerment & Earning

Funds. Global Interest. Risk Tolerance ☒
Ownership. Monetization. Involvement ✗

What are GenZ looking for?

- Increased incentivisation and sustainable monetization
- More ownership of content and data (decentralised ownership)
- More involvement & engagement (community driven platforms)
- More Gamification (offerings beyond passive consumption)
- More recognition (user driven recognition for contribution vs passive subscribers)

3. Platforms

Declining Users & Loyalty

Quality Content. Global Reach. SVOD/AVOD ☒
Captive Audience . Loyal Subscribers. Community ✗

The reality of content platforms today

- SVOD – losing subscribers with minimum Gen Z penetration
- AVODs – losing revenues & low margins with high data & hosting costs, low CPMs
- Linear TV – haemorrhaging viewers & advertisers
- Content loyalty over platform loyalty
- Impression / CPRP based media spends facing global decline

The GAP

- Lack of funding - 99.54% of the scripts for film & TV are not produced
- Upfront funding – only for established creators
- High cost of funding – leading to selective funding
- Creator monetization post publishing – Over 99% of YT creators can't achieve monetization

- Thousands of viewers who are consuming advertising messages as non-captive audiences (no participation)
- No platform offering true empowerment to consumers of content
- The new viewer is merely a transactional consumer with no further or deeper involvement in the creator economy

- Declining subs for SVODs globally
- Captive viewers for AVODs / Linear TV
- High video infrastructure costs with AWS / Azure, etc
- CPM model decline
- Limited GenZ penetration (gamers / gaming streamers win)



**Engage. Earn.
Empower.**

A vertically integrated **watch&earn content streaming platform** driven by web3 technology

Creators and viewers in 190+ countries, with **22M registered users & 7M MAUs**

200+ live sporting events streamed, **1M videos** on platform, **2K+** creators

30M+ micro payment transactions in community rewards

2K+ licensed titles with **50 MyOriginals** and **200+ commissioned**

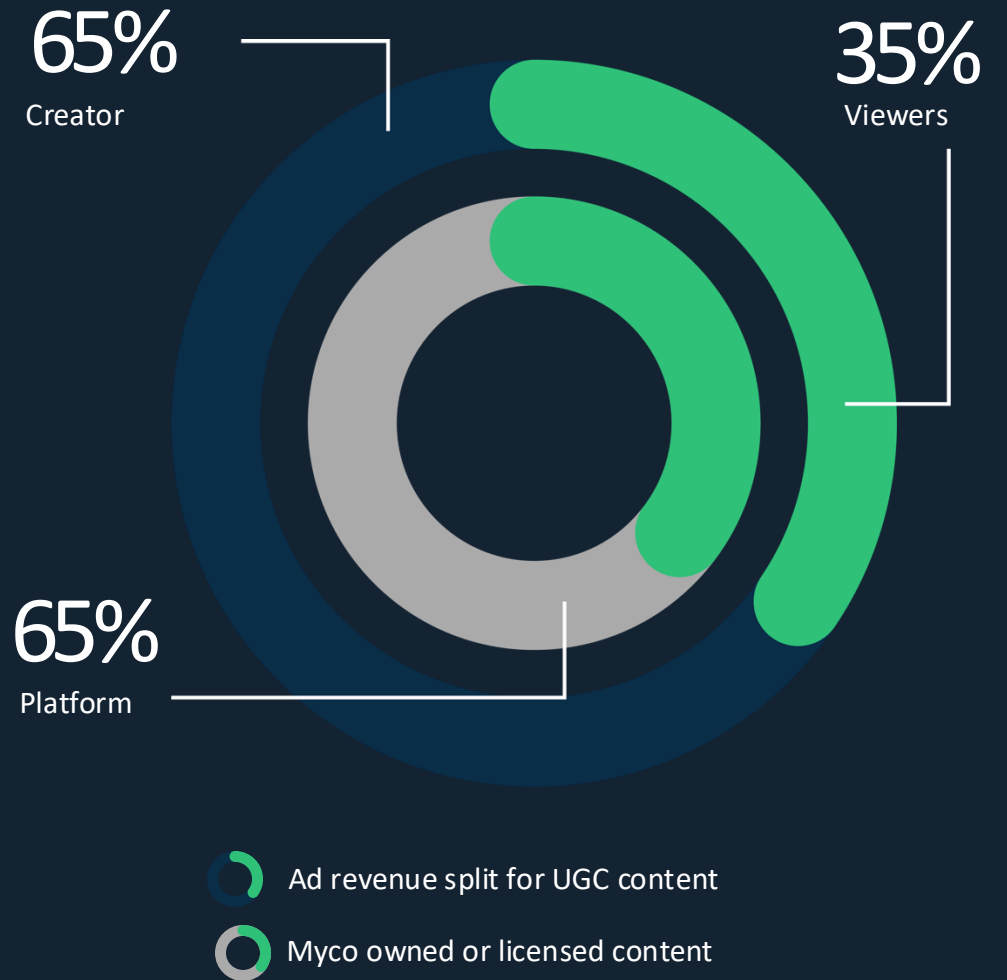
Available on **Web, Apple, Google Play and Huawei Stores**

\$7.2M annual revenue in FY23-24 with **\$650k in Profits**

Power to the Viewer.

Viewer rewards for time
and loyalty

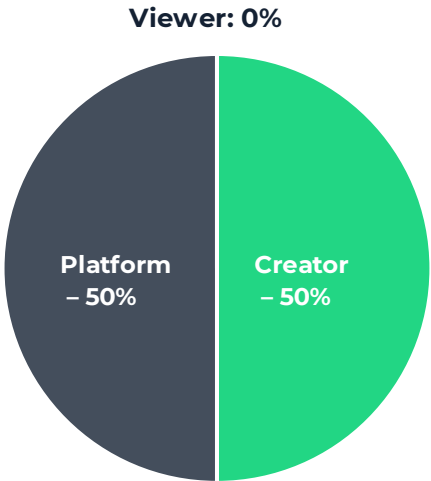
No entry barriers to becoming a creator



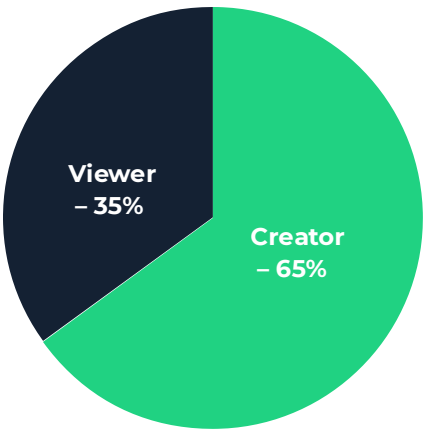
Why Myco Appeals to Both Users and Content Creators






- While many video streaming platforms focus on rewarding content creators only, every time a viewer watches content on Myco, they earn a part of the revenue and are empowered to contribute back to the content economy.
- Users directly contribute to the growth & success of the platform and get rewarded for their contribution.
- Users achieve reputational status within the community by growing and holding their token earnings allowing them to gain multiple benefits such as voting rights, subscriptions and collectibles.
- As users transition into becoming creators there are no barriers to entry, or pre-requisites or minimum number of subscribers needed for them to create their channel and get enrolled in the Myco platform economy.
- On Myco, content creators start earning from their very first upload and view. Unlike the high thresholds for monetization and restrictions of platforms like YouTube and TikTok, there are no minimum monetization benchmarks on Myco.

Ad Revenue Split – Other Platforms



Ad Revenue Split – myco



		   
Monetization	<ul style="list-style-type: none">• The myco platform aims to provide a shared monetization system that offers absolute power and ownership for viewers, democratized decision-making, and a community-led approach.• Viewer 35%, Creator 65%, Platform 0%• No minimum monetization benchmarks. Creators start earning from their very first upload and view.	<ul style="list-style-type: none">• Content consumption currently lacks incentivization for consumers, power, decision-making, and a sense of community.• Viewer 0%, Creator ~55% or less, Platform ~45% or more• 500 Subscribers and 3k watch hours required for Youtube and 10k to 100k views required for the likes of TikTok
Transparency	Powered by decentralized storage and a transparent economic layer sitting on the blockchain.	Decisions are solely at the platform's discretion and there is no transparency on offer.

The Product

Getting all your video content needs in **one platform**; no need for 6 different platforms.

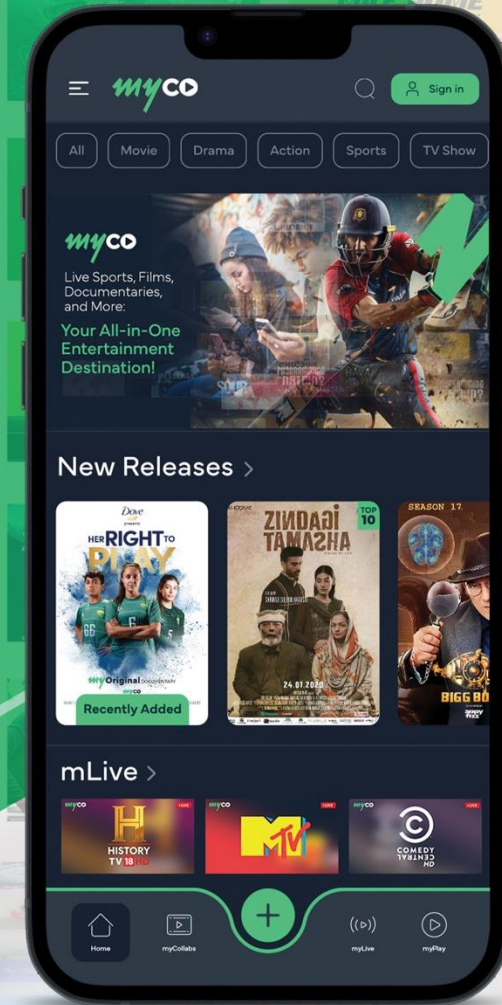
Earning by watching Sports, TV, film and UGC Videos.

Participating in the **creative economy** of the World as a Viewer – being part of the **creator community**.

Content creators uploading their videos and **earning with no barriers to entry**; monetizing their first impression & building their own communities.

Filmmakers pitching their stories directly to consumers, getting voted, **getting funded right away**.

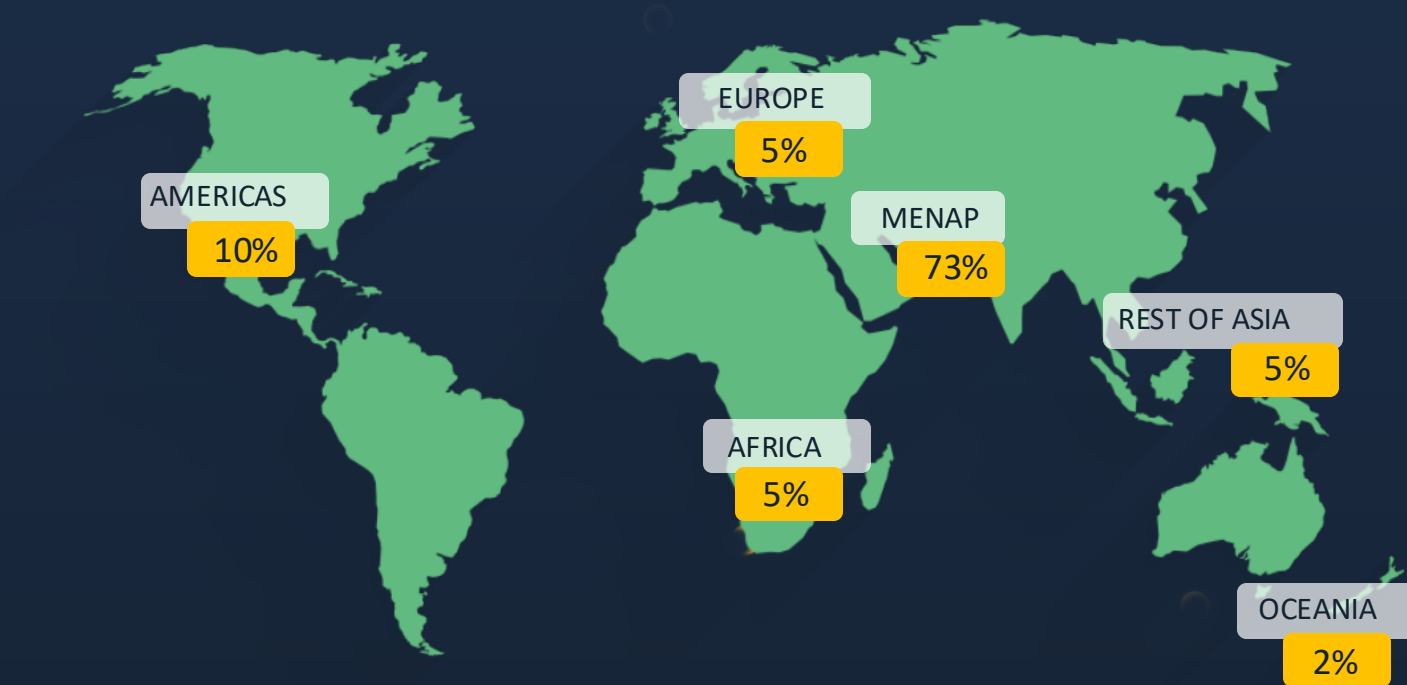
Distributors, partner channels and library owners uploading their thousands of videos on a platform that lets them **own their streaming economy entirely!**



A decentralized content streaming super app

that delivers true
empowerment, where
viewers thrive, and
where creators prosper.



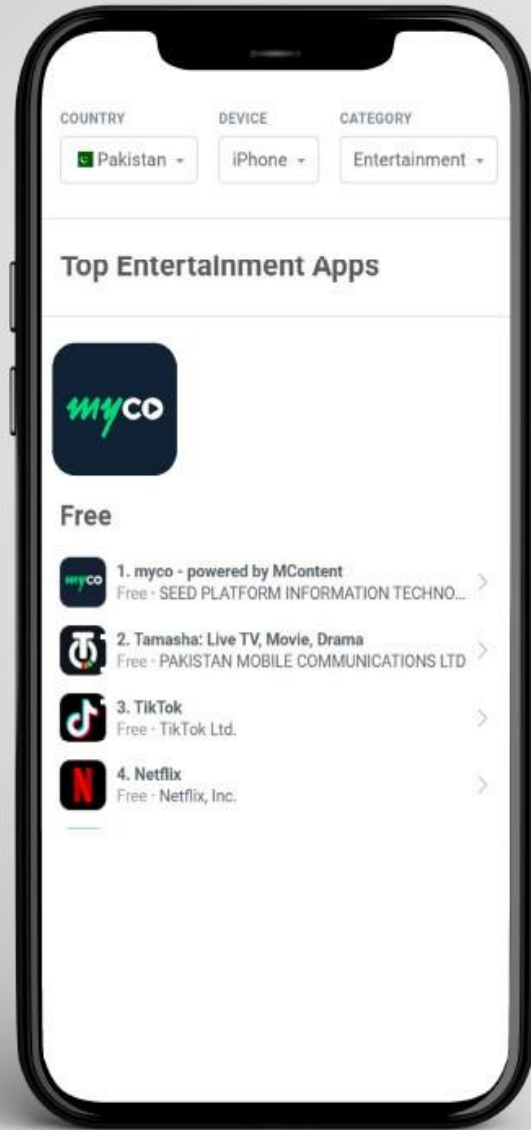


Creators
& Viewers in
190+
Countries



22m Registered Users
7m MAUs
500k-1m DAUs
200+ Live Sporting Events
3m Videos on Platform
2k Popular Creators & Partner Channels
40mins Average Watch Time on Platform
30m+ Micro Payment Transactions
10k+ Licensed Titles
100+ MyOriginals
200+ Companies Advertise on Myco





myco records the biggest spike in daily downloads

During ICC World Cup '23

Source: Appfigures
Note: Spike = Average Daily Downloads in 9M 23 / Average Daily Downloads during World Cup



Original Content & Sports

The image showcases a variety of original content and sports available on the myco platform. At the top, a grid of posters includes:

- ZINDAGI TAMASHA**: A film featuring a group of people in a desert setting.
- Proof of Less**: A film featuring a woman's face against a starry background.
- PLANET PULSE**: A podcast cover with a globe and green energy lines.
- AMERICAN DAREDEVIL**: A poster for a live event featuring a person on a ledge.
- CLIP OIL**: A podcast cover featuring a woman with blonde hair.
- THE GIRL & MRS. BLAKE**: A film poster featuring a woman's face.
- SANGE**: A film poster featuring a woman's face.
- PAKISTAN VS SOUTH AFRICA**: A cricket match poster for the Women's T20 World Cup.

Below the grid, two smartphones display the myco app interface. The left phone shows a login screen with the text "Watch It. Earn It. Own It." and a "Sign in" button. The right phone shows the home screen with a "Zindagi Tamasha" movie card and a "Play Movie" button. At the bottom, a large banner reads "WELCOME TO INCREDIBLE" and "Catch All The Action LIVE on myco". The myco logo is visible in the bottom right corner of the banner.

WELCOME TO INCREDIBLE

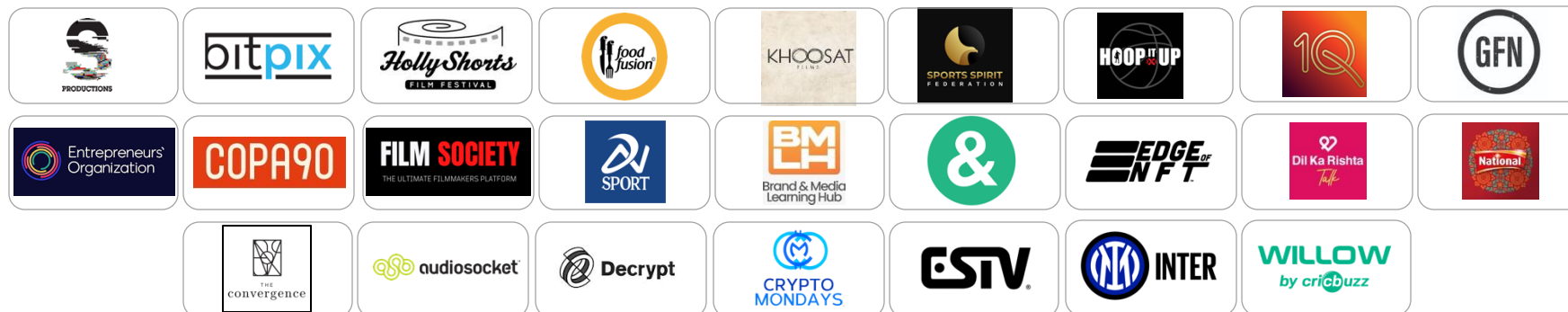
Catch All The Action

LIVE on myco

Watch & Earn *ForPakistanRegion *T&C

Some of Our Partners

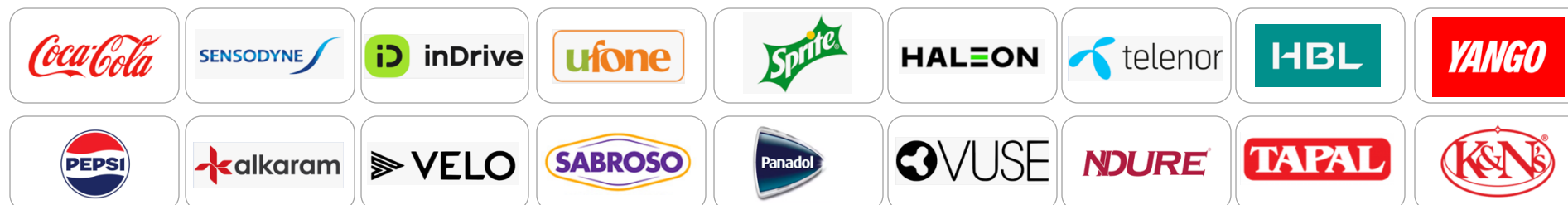
CONTENT PARTNERS



SPORTS PARTNERS



BRAND ADVERTISERS



Recent Deals & Partnerships

myco.io
6,987 followers
2w · Edited · 🌐

EPL is back on myco, and the excitement is about to kick off! 🏆 It's time to rally behind your favorite teams. From stunning goals to unforgettable moments, don't miss a second of the action. Watch every match live, only on myco! 📺

Catch the first match tonight—Leicester City vs. Tottenham—at 12 a.m. on www.myco.io download the app -

Only for Pakistan region*

#EPLonmyco #Football #LiveOnmyco #EPL #PremierLeague

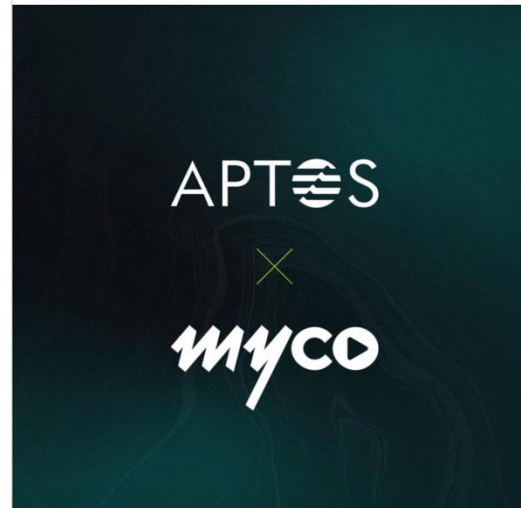


Aptos Foundation
6,928 followers
2w · 🌐

📺 The Aptos Foundation is partnering with myco.io, uniting the world's fastest-growing Web3 streaming platform with the most performant L1 blockchain.

Myco is set to bring its 13M+ users and 3M+ active monthly viewers to Aptos, with plans to integrate onto the Aptos network by the end of 2024.

Together, we're on a mission to take Web3 streaming and entertainment into the mainstream. Stay tuned 🙌



myco.io
6,987 followers
1d · 🌐

Today marked another major **#milestone** for us: we held a signing ceremony at our Dubai headquarters where we have hosted our shareholders and our new partner: Mix Media Network.

The start of this **#partnership** marks the first steps towards the establishment of myco Arabia, which will be our expansion hub into the Middle East markets.

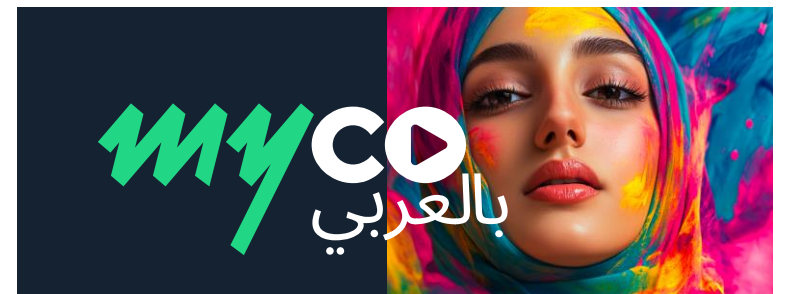
We are just getting started!



Eng Vs Aus Caribbean Premier League India Vs Ban

Streaming now on **myco** via **WILLOW** by **cricbuzz**

for north american users only*



Fundamentally Strong Revenue Backbone Diverse revenue streams beyond traditional advertising



Platform Advertising



Content Syndication & Licensing



Live Sports Ad Revenue

Fundamentally Strong Revenue Backbone Diverse revenue streams beyond traditional advertising



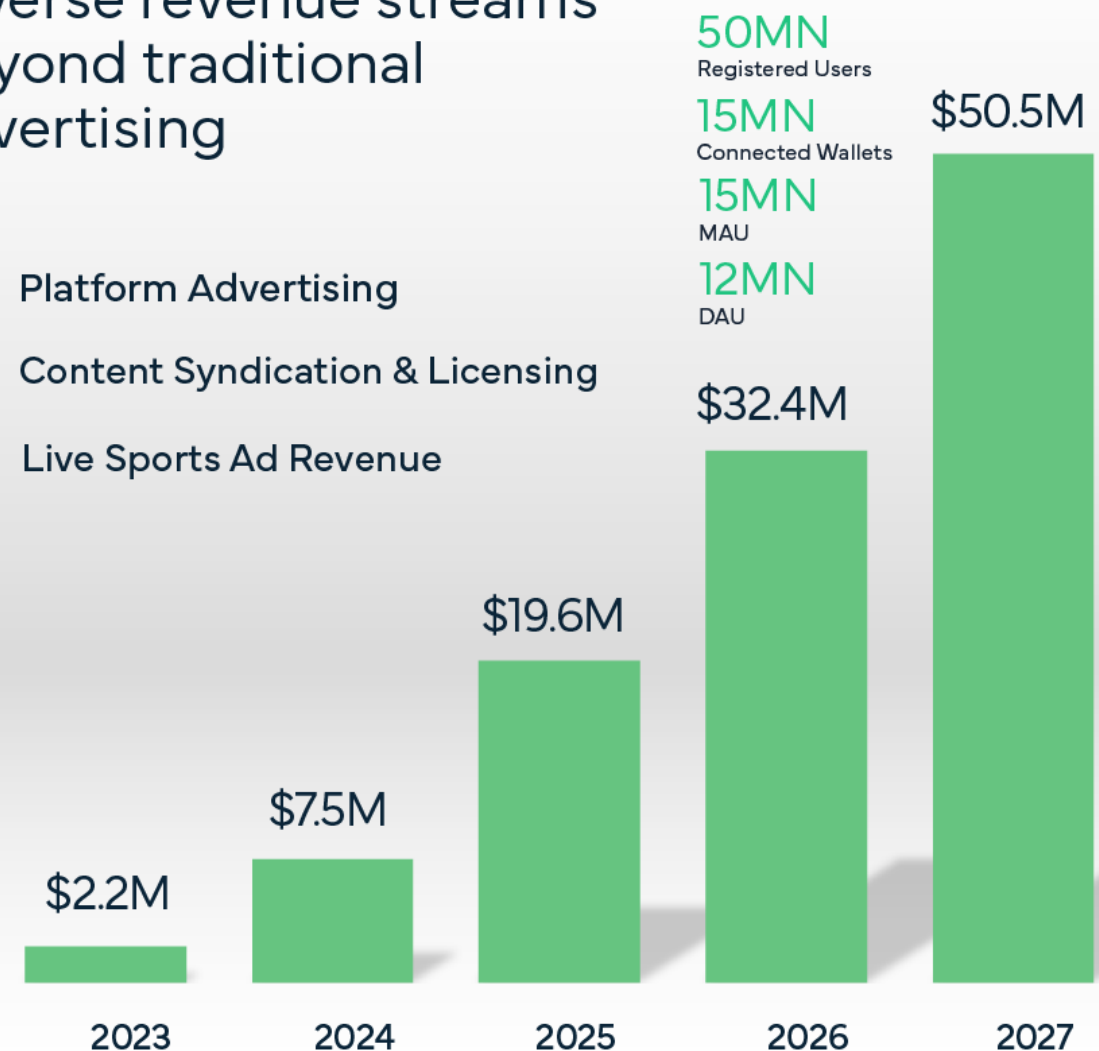
Platform Advertising



Content Syndication & Licensing



Live Sports Ad Revenue



Leadership



Umair Masoom
Founder & Managing Director

20+ Years in Marketing, Fintech & Media
Entertainment

Founded myco in early 2021

Ex Gargash CMO, Mercedes-Benz, HBO, ARY Digital,
PTVC, Daman Investments, Bol TV Network



Hani El Khatib
Co-founder & Chief of Web3 and Growth

20+ Years in technology & blockchain industries

Ex Regional Director for Chainalysis - MENA,
Fore Scout Technologies, McAfee, Techbytes



Phil McKenzie
Co-Founder & CEO Primary Markets

20+ Years in Content Production, Streaming
and Film Financing

Co-founder of Goldfinch & First Flights

Pioneer and Prominent thought leader globally in
Web3 film financing & new content economies



Somair Rizvi
Co-Founder & CEO Emerging Markets

20+ Years in Digital Media & Growth

Ex Country Head for Zenith Optimedia, Mindshare,
Publicis, Ali Baba, Rocket Internet, Dubizzle, Delivery
Hero, Pepsi, Shell



Tariq Jaser
Co-Founder & CMO

10+ Years in Marketing and advertising

Ex Gargash, Dubai Holding Group, Dubai Properties,
Air Arabia, Hitachi, Jumeirah Group, IPG



Zuhair Jawed
Co-Founder & CCO

15+ Years in BizDev & Product

Early joiner at myco - leads the product &
engineering team, Ex Sports Star International,
Insight IT, Worldcall Telecom, NekSoft

Board of Directors



Dr. Lamees Hamdan
Chairperson & Board Member

Entrepreneur, business leader Founder of OUAL,
SHIFFA, DLMD Chairperson in several entities



Brandon Fong
Advisor, Streaming

Ex SVP Curiosity Stream,
Ex STX, Ex Starz,
Ex Time Inc, Ex AoL



Hubertus Thonhauser
Board Member & Investor

Ex Chairman at Tezos Foundation
Chairman at Ghaf Captial
Founding Partner at Enabling Future



Ahmed Khizer Khan
Board Member & Investor

Global banker, private equity, VC
CEO of Daman Investments
Ex Barclays bank, ex Citibank



Shehab M. Gargash
Board Member & Investor

Group CEO of Gargash Group
Chairman at Deem Finance
Dubai Chamber of Commerce



Stefan Tieleman
Advisor & Investor

Managing Director at Villain
Studios
Ex leadership team at Twitter
Ex leadership team at Vice

Watch It. Earn It. Own It.

