



## Yamzu Media Pack

### Yamzu

*"Making eSports competitions available to any gamer in any location in the world..."*

#### **Who we are...**

Yamzu is a successful Swedish online eSports Gaming Company with a current user base of more than 10,000 players across the world.

It has experienced a revenue growth rate of 300% in its first two years of activity.

Yamzu is designed as a fully operational, browser-based eSports tournament platform.

#### **Why we're ahead of the game...**

Yamzu is different from our newly-formed competitors because we have been successfully operating since 2016.

We are experienced and can implement innovation and ground-breaking ideas far quicker than our rivals.

The Yamzu platform makes eSports competitions available to any gamer in any location in the world.



## What we do...

The Yamzu platform is the only one of its kind, being entirely browser-based.

The platform is tailored to suit the needs of:

- Players and teams battling for prizes and rewards
- Brands, influencers and organizations that wish to set up tournaments
- Advertisers and sponsors targeting eSports audiences
- Currently Yamzu supports CS:GO and LoL - two of the most popular eSports games in the world
- The platform is ready to integrate many more popular games such as DOTA2, Call of Duty, Battlefield and PUBG

## Why we're different...

As a one-stop shop for eSports tournaments, Yamzu follows in the footsteps of platforms like Twitch and Steam - destinations situated at the crossroads of multiple revenue streams.

In addition, we plan to offer advanced tools (e.g. tokens) which will greatly simplify monetization for our users.

To achieve this ambitious objective, Yamzu has structured a series of processes that were deemed necessary to ensure speed, efficiency and ease of use of the platform - processes that are empowered and upgraded thanks to the introduction of Blockchain technology.

## The eSports market

The eSports market is enjoying an incredible economic boom.



New revenue stream opportunities are emerging daily within this wider marketplace.

New technologies such as smart contracts, decentralized applications and the Blockchain, represent an unprecedented opportunity for a successful company to create its own niche in the evolving gaming universe.

We believe established companies stand to gain the most from the application of new emerging technologies to online gaming.

Reasons include:

- The eSports sector is experiencing surging growth rates of ca. 38%
- The number of players is expected to increase from 300m to 500m by 2020
- The global market capitalization of the industry is likely to increment from \$650m to \$1.5bn by 2020
- Currently more than 130 companies are active in the sector
- Asia is the continent with the highest number of active players, followed by North America and Europe
- It has been estimated that in the coming years, brands will invest around \$700m in sponsorship deals related to eSports

eSports market capitalization is likely to reach \$905.6m by 2018, with an increment of more than \$250m in respect to 2017.

North America is expected to generate the biggest portion of revenues, contributing 38% relative to 2018 total market cap.



Sponsorship contributions are expected to increase in 2018, generating \$359.4m against \$234.6m in 2017.

Revenues from media events are growing, with a CAGR (2016 – 2021) of + 49.8%.

By 2021, the average revenues from media rights are expected to more than double in value in respect to 2018, making media rights the second major revenue stream in eSports industry worldwide.

### **Our vision**

As a brand, Yamzu plans to branch out into several niches of the gaming industry – including, but not limited to - entertainment hubs, talent agencies supporting Twitch streamers and niche clothing lines.

Long-term, we envisage our platform as a genuine household name for eSports competitions of any skill level.

At the same time, we are developing several Blockchain-based projects on the platform, some of which are close to implementation.

Yamzu is determined to become a leading eSports tournament provider and host, affiliated with P2P (Peer to Peer) gaming as well as with significant regional and global tournaments.

As Yamzu already supports an active platform, this gives strength to our projections.

In the future, we will work with game developers by forming symbiotic relationships surrounding the creation of new games. In doing so, both Yamzu and value creators (e.g. developers) will collaborate to encourage more gamers to participate at the intersection of paid gaming and cryptocurrency.



## **The Yamzu ICO**

Gamers already have Yamzu points, so it will be easy to switch to YMZ Tokens.

It is easier for the gamers community to play with cash and our ICO allows Yamzu to become a worldwide eSports ecosystem

Every transaction on the platform, after the introduction of the tokens, will involve the use of Yamzu tokens.

The YMZ will be the only currency accepted as payment by the Smart Contracts operating Yamzu's platform.

The issuance of Yamzu tokens will be limited to the Token Sale (also known as TGE event – Token Generation Event).

After its conclusion no more YMZ will ever be generated.

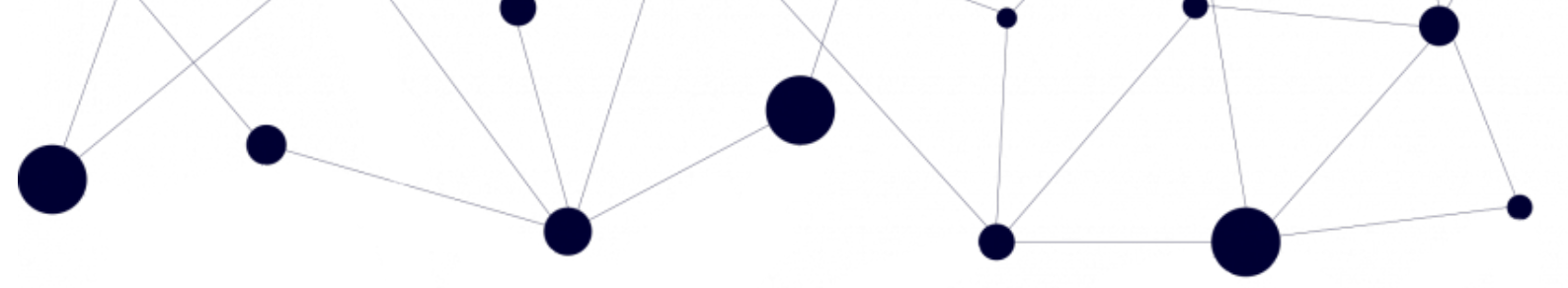
## **Our core team and advisors**

### **Asiad Majeed - CEO**

Asiad manages daily operations at Yamzu. A lifelong entrepreneur with international experience, Asiad brings a wealth of knowledge to every phase of the business' growth, having built Yamzu from the ground up. As a gamer since the industry's infancy, he possesses the unique insight necessary to ascertain the ever-evolving needs of the gaming community. The Yamzu marketplace is in good hands.

### **Hristiyan Nikolov - CTO**

Yamzu's in-house tech guru, Hristiyan combines strong experience in game development with an aptitude for game statistics mining.



Hristijan built the browser-based interface which supports the thriving Yamzu community. Before joining Yamzu, he worked on software for MOBAs and online fantasy leagues. Hristijan is the architect of the Yamzu machine.

### **Antonio Migliaccio - CFO**

Antonio has supported Yamzu since its conception, specifically helping the company in fully exploiting its matrix and user conversion. Given his extensive financial background, Antonio guided Yamzu in choosing the most suitable path to best deliver added value to its users and in selecting critical areas in which to continue expanding. Antonio's approach to business is both technical and financial oriented, making him the perfect fit for a CFO position in this eSports evolving market.

### **Jovan Radnic - Marketing**

A young and skilled marketing assistant from Montenegro, Jovan maintains and interacts with the Yamzu community while also keeping abuzz of news in the broader gaming culture. He also acts as the customer support mouthpiece for Yamzu - a function made most crucial by the direct feedback he gathers on the platform.

### **Marcus Zacco - Marketing**

Marcus creates internal processes, evaluates metrics, and ensures Yamzu is on the right path to reach its concrete goals. A member of Sweden's Mensa, Marcus combines a high IQ with a grounded approach to data on the Yamzu platform, the contours of the gaming landscape and the competition. Beyond mere brainpower, Marcus possesses special insights into marketing and is the resident copywriter and facilitator of the general feel of the company to outsiders.

---

Twitter: @TeamYamzu



<https://www.facebook.com/yamzuesport/>

Telegram @yamzu

Email [ico@yamzu.com](mailto:ico@yamzu.com)

---

**For further details please contact [meredith@disPRuptive.com](mailto:meredith@disPRuptive.com), +44 (0)  
7943774236**

