

CONFIDENTIAL

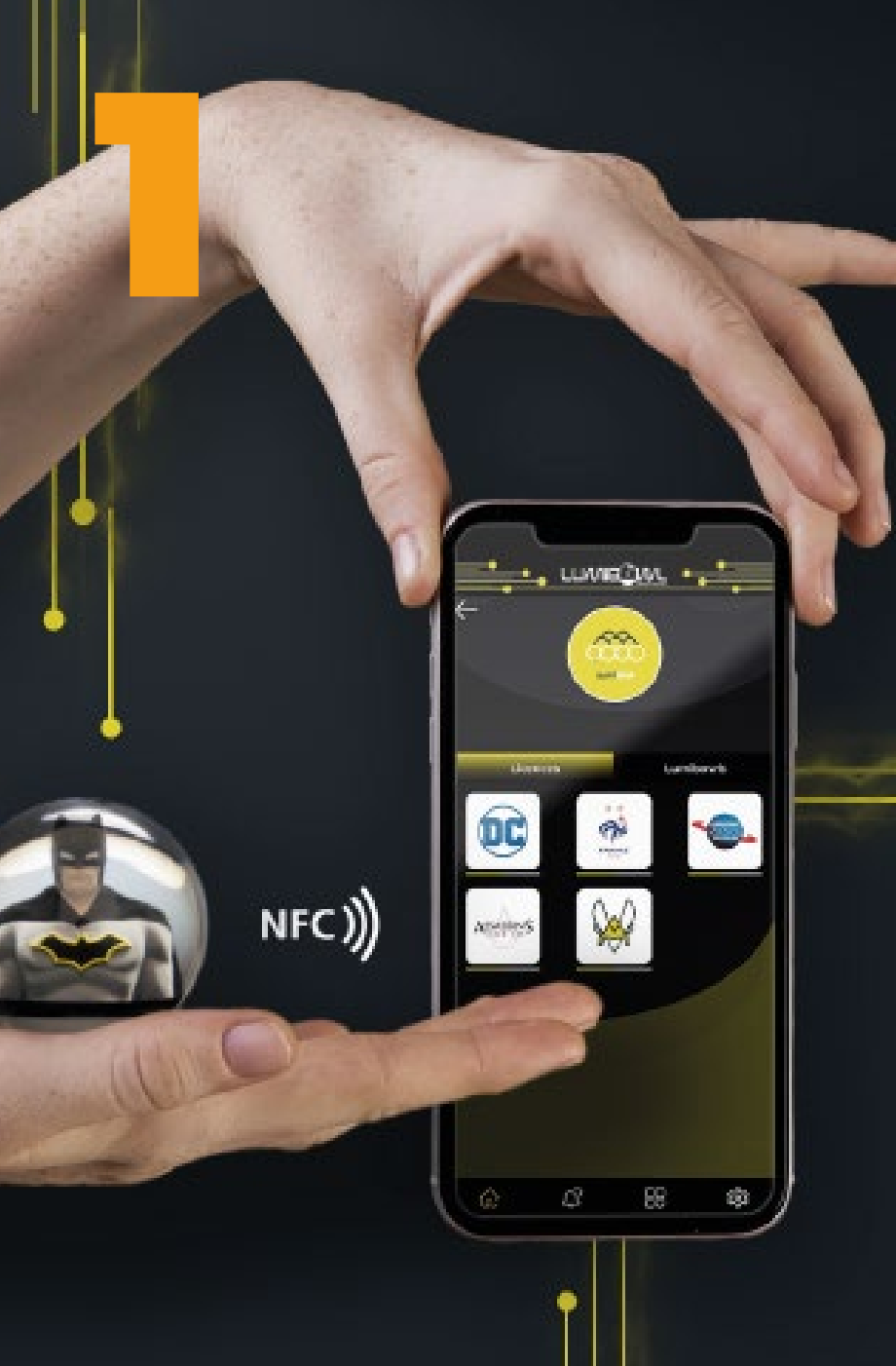
LUMiHEART

The Phygital Company

AGENDA

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LUMIBOWL : A PHYGITAL PRODUCT

Lumibowls are **connected** pop-culture **collectible** figurines

A lumibowl is made of :

A detailed resin figurine depicting a character or an object within the multi-universe of pop-culture (Sports, Gaming, Movies, TV Shows, Cartoons, ...)

A Ø 4.5cm/1.8" crystal clear **resin sphere**

A fully secured, **smartphone-readable NFC chip** to connect to virtual worlds

A magnet to interact with its ecosystem (upcoming board games)



LUMIBOWL
Collect & Connect



PATENT / FR-3 103 711 /
Issued on 10 December 2021

DIGITAL PRODUCTS :

E-BOWL and NFT-BOWL

3D version for Mobile - 3D NFT version for the Metaverse

- Gifted to some Lumibowl buyers
- Can be ordered through app-based flash sales
- 3D NFT model can be retrieved in the Metaverse
- Image consistency - this is still a 'bowl'
- Can be exchanged or resold through the app
- Second-hand sale commission

+ On Demand, Paid Minting Service

To transform a Lumibowl or an E-Bowl into a NFT Bowl

DROP System

based on a theme or an event



RARITY



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APP & CONTENTS

EACH LUMIBOWL HAS ITS OWN THEME-BASED SET OF CONTENTS

These can be:

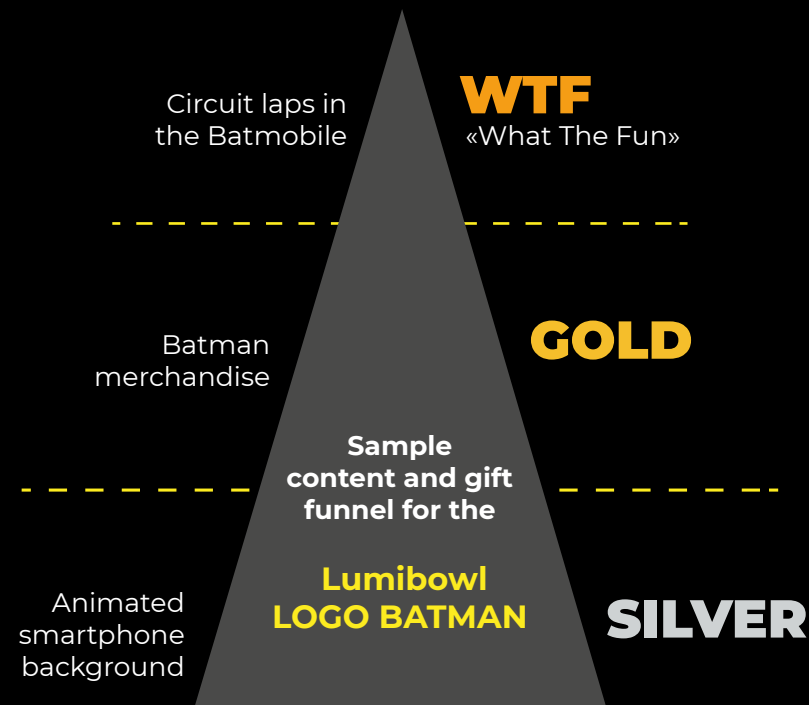
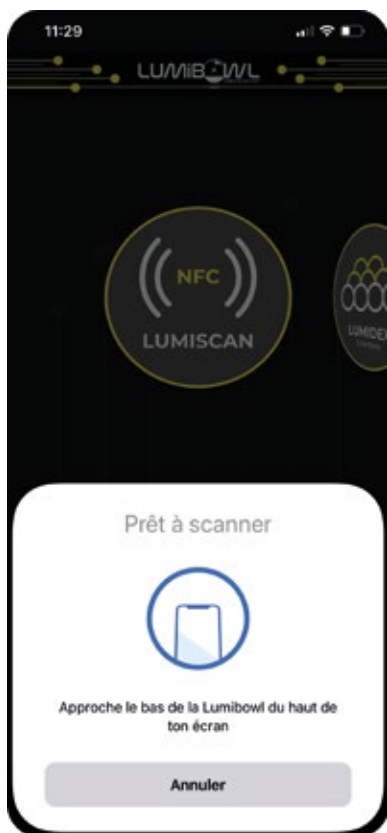
- codes,
- links,
- pictures,
- videos,
- stream,
- NFT,
- digital and/or physical gifts

Contents are meant to perpetually evolve over time, with **unique and fun surprises in store for the lucky ones.**

A FREE, ANDROID & IOS APP WHERE THE 'BOWLERS' (USERS):

- collect their Lumibowls
- discover their surprises
- receive notifications
- assign their Lumibowls a Lumicode, a unique collectible number in the series.

The sooner you scan, the lower the number.



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LICENSES

LICENSES DEFINE THE TARGET AUDIENCE

IN PROGRESS
2023-2024

Acquiring new licenses is key to add more universes to the line up and acquire new fans, collectors and gamers.
Everyone is a potential fan and there should be a Lumibowl for everyone.



ALREADY SIGNED



Convincing a large audience requires a dedicated, personalized, channel-differentiated approach.

Step 1 : Gen Z

Influenced / Connected / Instagram / Youtube / TikTok

Step 2 : Adults & Nostalgia buffs

Facebook / Press / Radio

Step 3 : 6-12 years old

TV / Youtube. Inspired by Gen Z

Step 4 : Beyond

'Niche' Lumibowls, Memorabilia, In-Memoriam, Collaborations, ...

Disney

STAR
WARS

MARVEL

P I X A R
ANIMATION STUDIOS

UNIVERSAL

NETFLIX



20th
CENTURY
STUDIOS

PRODUCTS

APP & CONTENTS

LICENSES

MARKETS

ROADMAP

BP

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MARKETS

Collectibles & Toys

Source Xerfi - Le Monde - Market Decipher...

GAMES & TOYS

\$90B

Global Market for Games & Toys

French Market: \$4.1B

Market Growth

+ 4,0 % in 2020
+ 3,0 % in 2021

COLLECTIBLES

games & toys

€1.3B

Collectible Segment

+6,2 %
estimated average yearly growth
in the next 10 years

STRONG

Market Growth

+ 4,0 % in 2021

NFT

Global Market

\$44.2B

VOLUME

Collectibles (76 %)
Art (9 %)
Video Games (7 %)

EXPONENTIAL

Market Grow

+ 1.400 %
last quarter

BEING SUCCESSFUL IN 2022

Our Instagram,
a no-brainer for Gen-Z



A POWERFUL SOCIAL MEDIA PRESENCE

- Positioned first and foremost as a connected collectible.
- Exclusive POC in France with our partner FNAC to spark the interest of competing distributors and to hold a stronger negotiation position.
- Focus on the strongest license so far (DC Comics to bring in the community of die-hard fans).
- Drive sympathy and affinity with a playful tone.
- As a second step, become a gaming option for the 6-12 years old.
- Offer unique and compelling gifts and experiences via the WTF content.



MICHOU and INOXTAG
2 LEADING FRENCH INFLUENCERS
With more than 10 million followers



@lumibowl

Instagram
@lumibowl

16k
followers



lumibowl

www.lumibowl.com

FUNKO, A **SUCCESS STORY** !



\$1B Revenue
globally in 2021
(near-monopoly situation
with 73% of the global
collectibles segment revenue)



FNAC Exclusive
MSRP of **€12.99** (inc sales tax)

STRENGTHS

Connected / Infinitely reprogrammable.
Gifts & Surprises, sometimes very rare or very large.
A whole community inside the app.
Easy to carry on you.
2 major influencers at launch.
FNAC, a major distributor, in an exclusive partnership.
Design respecting the original material.

OPPORTUNITIES

New Lumibowls/Line-ups eagerly expected by fans and distributors alike.
Everyone looks up to something or someone!



Testimony :
from the Games & Toys
buyer for FNAC



APRIL 2022 - SIGNING SESSION AT LA FNAC CHAMPS ELYSÉES

«I can now confirm that the Lumibowls launch with FNAC is a success both from a marketing/ visibility and business standpoint. We are on par with a Funko national exclusive, with Funko being a leader on the collectible figurine market since many years.

An increasing number of stores are requesting access to the product. With the upcoming line-ups and the contents and gifts in the app which will contribute to the current buzz, there is no doubt that the product is destined for greatness.»



Raphaël Hernandez

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LUMIHEART Company

Head office :
4 Avenue Laurent Cély
92600 ASNIÈRES-SUR-SEINE,
FRANCE

SAS with a capital of 18 240 €
Registered : 878 878 032 RCS Nanterre
N° TVA Intra : FR 90 875 875 032
Established on 13 November 2019



A PRODUCT BY
LUMIHEART
The Phygital Company

JULIEN GOULOIS

julien@lumiheart.com

+33 6 19 02 51 77

