



# **FUTURE PLANS FOR PLAYACTIVE**

**Introduction of new  
Marketing channel and Blockchain  
Technology**



**PlayActive is an exciting communication platform that combines sports, coupon games and quiz games for pubs, organizations and businesses.**

**This is an arena where sponsors and partners can meet, and offer unique benefits for customers, employees and visitors.**

**Those who visit pubs or are in contact with our partners can receive attractive offers, prizes from sponsors, discounts, and much more, which reinforces customer engagement and loyalty.**

## **How and why Introduce blockchain technology in PlayActive?**

The blockchain technology introduced in PlayActive will provide a safe, transparent and efficient method for handling transactions and prizes. This technology will not only increase security, but also reduce costs and streamline all aspects of our business.

At PlayActive, customers are recipients of attractive offers, prizes and discounts that companies want to promote through the local community and PlayActive. This creates a unique and engaging customer experience that benefits both companies and customers.

### **For companies and partners:**

PlayActive is the ideal platform to promote your business. By offering exclusive offers, prizes and discounts to customers, you increase your business's visibility and attraction, while strengthening your relationship with existing customers and the surrounding community.

We are building a platform that forms the basis for collaboration across sectors, where companies, organisations, schools and more can create activities, marketing and sources of income for desired purposes. Our technology ensures better control over activity data in real time and helps to improve and strengthen cooperation between all actors associated with the platform.

## Marketing opportunities

We also offer unique and creative avenues for marketing and using "green" currency, including before, during and after contests, invitation materials, "in game" marketing, sales of contests, leaderboards, and more. This helps your company to be seen and remembered by customers.

## The vision of the future

**In the future, we envision the launch of a separate cryptocurrency dedicated to sustainable construction in your local community, which clearly differs from existing cryptocurrencies.**

Sales of our "green" currency will be available directly to sponsors, advertisers and more. They buy "green" currency per invoice and then donate their portfolio of "green credits" to selected competitions and criteria to reach their desired target groups.

This includes, for example, prizes in competitions or for the recruitment of new participants.

Participants/customers who acquire "green currency" can use the currency to

buy goods or services from actors who are part of the platform, or give it as gifts to friends and acquaintances.

In the first phase where only the providers in the platform can buy the "currency" in a "soft" form, we want to achieve legitimacy, curiosity, basic sustainability between pubs, businesses, advertisers and organizations and its participants.

The distribution of the purchases of "green currency" also takes care of a percentage to selected organisations, and in particular the voluntary organisations.

At a later stage, when we have managed to reach the "boiling point", we want to launch the "green" currency also for the customers/participants in the platform.



## Phase without blockchain functionality

In a first phase, we can deliver this without blockchain functionality, but a web 2.0 credits solution in a beta phase of, for example, six months to a year before we release full blockchain functionality. This approach allows us to test and adapt the system before full launch, while providing value to our users and partners.

## Advantages with and without blockchain

### Without blockchain:

- Faster implementation and rollout.
- Lower initial costs and complexity.
- Gives time to collect feedback and adapt the solution based on the user's needs and experiences.

### With blockchain:

- Increased security and transparency for all transactions.
- Automated and efficient handling of the green currency.
- Strengthens the trust and legitimacy of the green currency over time.

## Conclusion

The PlayActive platform makes you part of a global community made up of all kinds of businesses, organizations, cultures and age groups. Together we build a brighter, more sustainable future. Join us today and make a difference in the world with PlayActive.

Your support will help create a revolution within communication and gaming platforms, while helping to build a more inclusive and sustainable society for everyone. Let's together create a world full of exciting opportunities, commitment and growth. Welcome to PlayActive - where everyone's a winner!

