



ULTRA

The Future of Digital Games Distribution

EXECUTIVE SUMMARY

v1 . 06

Contact Information

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Industry

Infrastructure
Games Industry

Entities

Estonia Tallinn (HQ)
France Paris (Development)
China Hong-Kong (Distribution)

Development Stage

Ultra open release
Q2 2019

Project Inception

Q1 2017

Full time Collaborators

36

Token Symbol

UTA

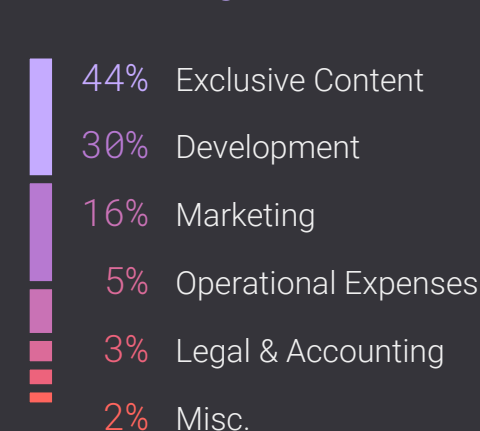
Total Token Supply

1,200,000,000
34% locked up for > 1 year

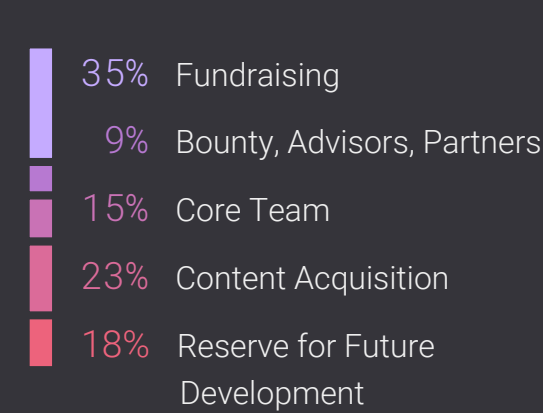
Participating Currency

ETH / BTC / EOS / USD / EUR

Funds Usage



Coin Distribution



Advisors Background

World Content Director of AMD
CEO of Unity3D China
Executive Director of Santander

Partners

BITFINEX EOSRIO

WACHSMAN PR IBC

gatecoin POINT95

BRIGHT UCCVR

The Grab

With an impressive line-up of world-class game industry executives and proven technologies in use by the Top 20 industry actors, Ultra's innovative PC games distribution platform aims to disrupt the game industry by offering new opportunities to game developers, players and influencers.

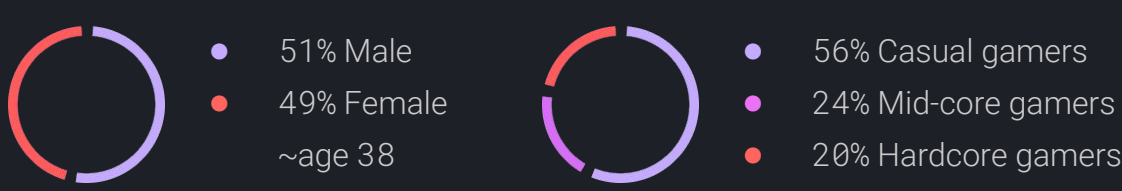
Problem / Opportunity

Steam is the dominating game publishing platform.

For developers:

- Major content discoverability issues
- Provides virtually no marketing tools or mechanisms
- Forces developers to hand over their customers and lose their control in the process
- Not suited for major MMO game publishers
- Revenue cut is prohibitive (~30% before tax)
- Does not share proper data to their developers
- No game publishing platform offers seamless game porting from Steam

For players:



- Doesn't offer any referral programs
- Doesn't reward players for contributions on the platform
- All side services such as betting, tournaments, etc. are on separate platforms
- Aging platform with bad UI/UX and no exciting new functionalities
- Doesn't cater properly to Chinese players

Solution / Product

Leveraging our existing game publishing technology and our extensive experience in the games industry, Ultra is solving industry problems with innovation.

- Large panel of free and commercial marketing tools for game developers
- Easy content porting from Steam, Xbox, PlayStation and Nintendo to Ultra
- Turn-key solution to successfully publish games in China
- Opt-in and configurable secondhand digital goods market
- Integrated user interface for game and virtual item tokenization
- Low revenue cut ~15%
- Multi-level referral mechanisms
- Our "we-economy" philosophy offers many revenue streams to all actors. We all succeed together.
- Developers retain control over their customers

Revenue Streams

- Game sales revenue shares
- Item trading revenue shares
- Advertisements
- Monthly content subscription plan revenue shares

Competitive Edge

- World-class team
- Exclusive partnerships in China (~70M users)
- ~8 patents in the application process
- Exclusivity on top technologies

At the corporate level, Ultra has experience, relationships and development expertise unlike any other gaming blockchain project and has a proven track record of building successful ventures.

The Management Team

David Hanson
Co-CEO
Former Founder and CEO of Xiaobawang \$100M+ video game console project for Chinese market in partnership with AMD.

Nicolas Gilot
Co-CEO
Former Founder and CSO at Xiaobawang, Former Founder and CEO of Youcall, growth 1.5x – 3x revenue of multiple game/app projects he worked on.

Mike Dunn
CTO
Former CTO at Dell & Time Warner, member of W3C, Mentor at TechStars, sponsor of MIT Media Lab, Founder of LA Media Lab.

Edward Moalem
CSO
Former Director of Google Play Games, Former Head of Apple Games Unit, brokered deals with most leading video game companies in the world.

John Guidon
CIO
30 years of companies growth in inflight satellite, semiconductors and software. Led and guided from first fundraising to exits totaling over \$1.7B

Julien Marron
CFO
20 years of experience in high caliber Finance. Former CFO at Wargaming and International Cost Controller at Ubisoft.

Chris Saad
Acting Head of Product
Former Head of Product at UBER
Co-Founder & Chief Product Officer at Echo.

Christian Rizea
Project Manager
25+ games produced at Ubisoft, Microsoft & Bandai Namco
Settlers Online and Blazing Angels.