



GAMING, FASHION & VIRTUAL REALITY

AGENDA

1. CONTEXT AND OPPORTUNITY
2. MOD4: AN INNOVATIVE PLATFORM
3. GAME CONCEPT: HOW TO PLAY
4. WHAT MAKES US UNIQUE
5. KPI: NUMBERS AND POTENTIAL
6. REVENUES
7. VISION

CONTEXT AND OPPORTUNITY

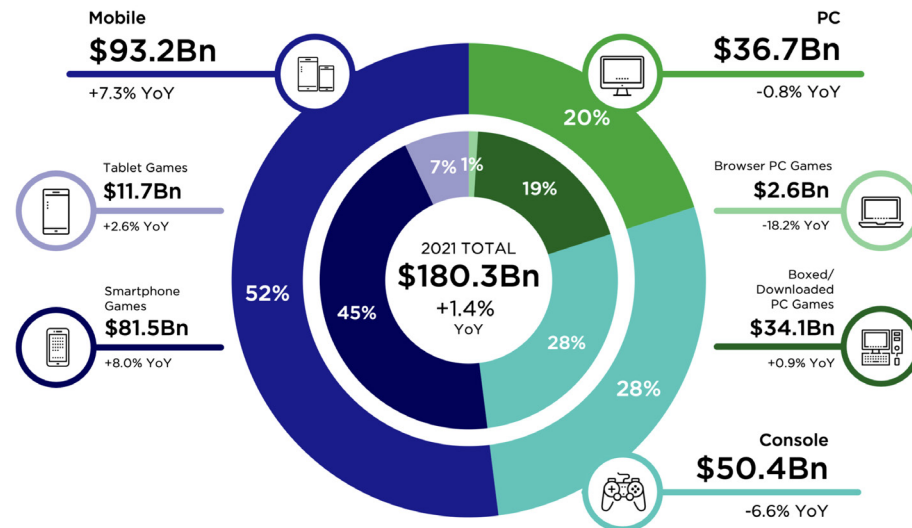
GAMING

AN EXPONENTIALLY GROWING INDUSTRY



2021 Global Games Market

Per Device & Segment With Year-on-Year Growth Rates



\$93.2Bn

Mobile game revenues in 2021 will account for 52% of the global market

A study by Newzoo on the revenues of the gaming market worldwide estimates an increase (from 2019 to 2024) of 8.7%, which will bring the total revenues to \$218.8 billion in 2024.

Mobile games alone will generate a turnover of \$116.4 billion in user expenditure.

By now, it is an established fact that gaming is the **most profitable sector of the digital entertainment market**.

The growth rate of players in the two-year period 2020-2021 was impressive: it is estimated at +5.4% and shows no signs of slowing.

Of all the sectors, **mobile gaming** is not only the most **profitable**, but also the one currently undergoing the **biggest growth**: 2.8 billion of the 3 billion players worldwide this year play on a mobile device.

This compares with the 1.4 billion who play on using a pc and the 0.9 billion who play on a console.



FASHION X GAMING

A CONSTANTLY GROWING TREND

Fashion and Gaming: the collaborations born recently are ever more reducing the gap between these two industries in a way that's advantageous for both. On one side, Brands can strengthen their presence with existing consumers and reach a new avant-garde audience; on the other, games acquire authority by being associated with prestigious Brands. A symbiotic relationship that's becoming ever stronger.

Fashion and Gaming go hand-in-hand thanks to their shared objective of offering ambitious, out-of-the-ordinary experiences.

The main theme in these collaborations is **customization** and the creation of an own «**virtual identity**». Hence, just like in the real world, the brands want to satisfy the players need to customize their own alter-egos, using virtual replicas of real products.

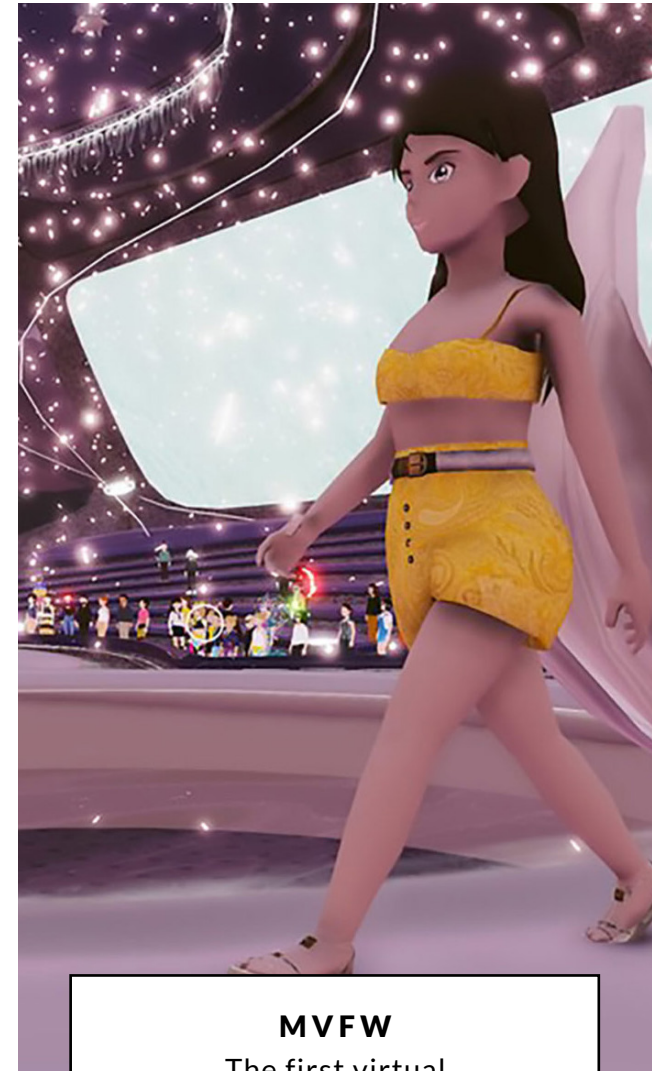
VIRTUAL EXPERIENCES



CONCERTO FORTNITE
Travis Scott



ANIMAL CROSSING
Virtual runway shows with top
Luxury Brands such as Bottega
Veneta and Chanel, among
others



MVFW
The first virtual
fashion week

MOD4: AN INNOVATIVE PLATFORM

MOD4 - STYLE & PLAY

MOD4 is an amplified **mobile fashion game** combining shopping, creativity and the social aspect in a single app, so creating a three-dimensional ecosystem with enormous potential for both its users and our partners.

FASHION WHEEL 2.0

- MOD4 players bring their avatars to life, collect virtual fashion items – exact replicas of the season collections by **the most famous brands** – compete in fashion challenges showing off outfits that reflect their style and try to climb the charts to become a **Fashion Creator** able to inspire the community.
- MOD4 is an open system that any brand or retailer can use as a showcase to give its products visibility. Currently, the users have access to the items in the Luisaviaroma catalog and can choose from more than 600 luxury and up-and-coming brands
- Each virtual item can be purchased within the game and can be used and exchanged between users in a market system where **demand and supply generate price and value.**

The virtual world has **a direct link with the real world**: in fact, each in-app item has a link that takes the user to the real item on LuisaViaRoma.com.

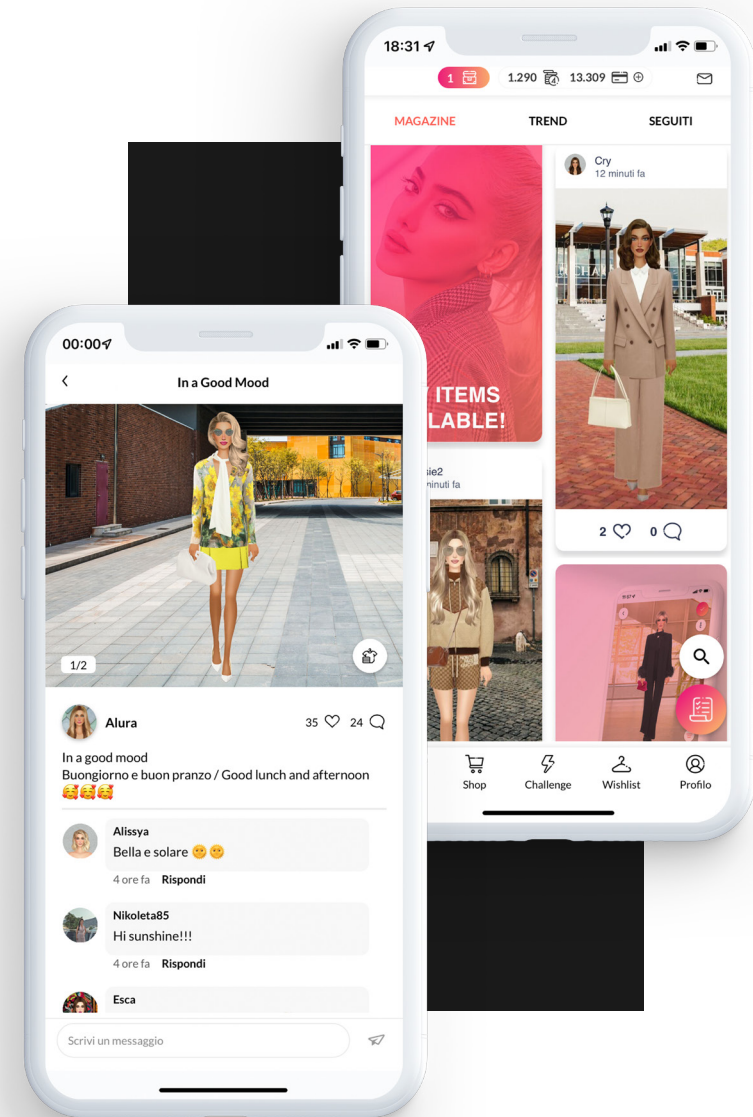


A 360° EXPERIENCE

> MOD4 is not only a game, but an **entire ecosystem** where users can interact with other players, replicating the logic of some of the most famous **social networks**. Within MOD4 the avatars aren't only anonymous mannequins, but rather they come alive, grow and evolve throughout the game together with the user, who can use his/her own avatar as a means to **express their creativity**.

> The main MOD4 page is a **social feed** (like *Instagram/Pinterest*) where users can decide which avatars to follow. The players can **select their favorite avatars**, communicate with them and create groups that enjoy the same fashion style.

This social experience recreates what has happened on Instagram in recent years in the virtual world. **By gaining visibility and climbing the game's charts**, the avatars will become attractive to the real-life brands, which will use them to **promote their own products in an innovative way**.



GAME CONCEPT: HOW TO PLAY

GAMEPLAY

The Game Loop is made up of a few simple actions, easy replicated every day, but at the same time sufficiently diverse that they will create addiction in the players to obtain a high retention rate.

1 CREATE YOUR OWN AVATAR

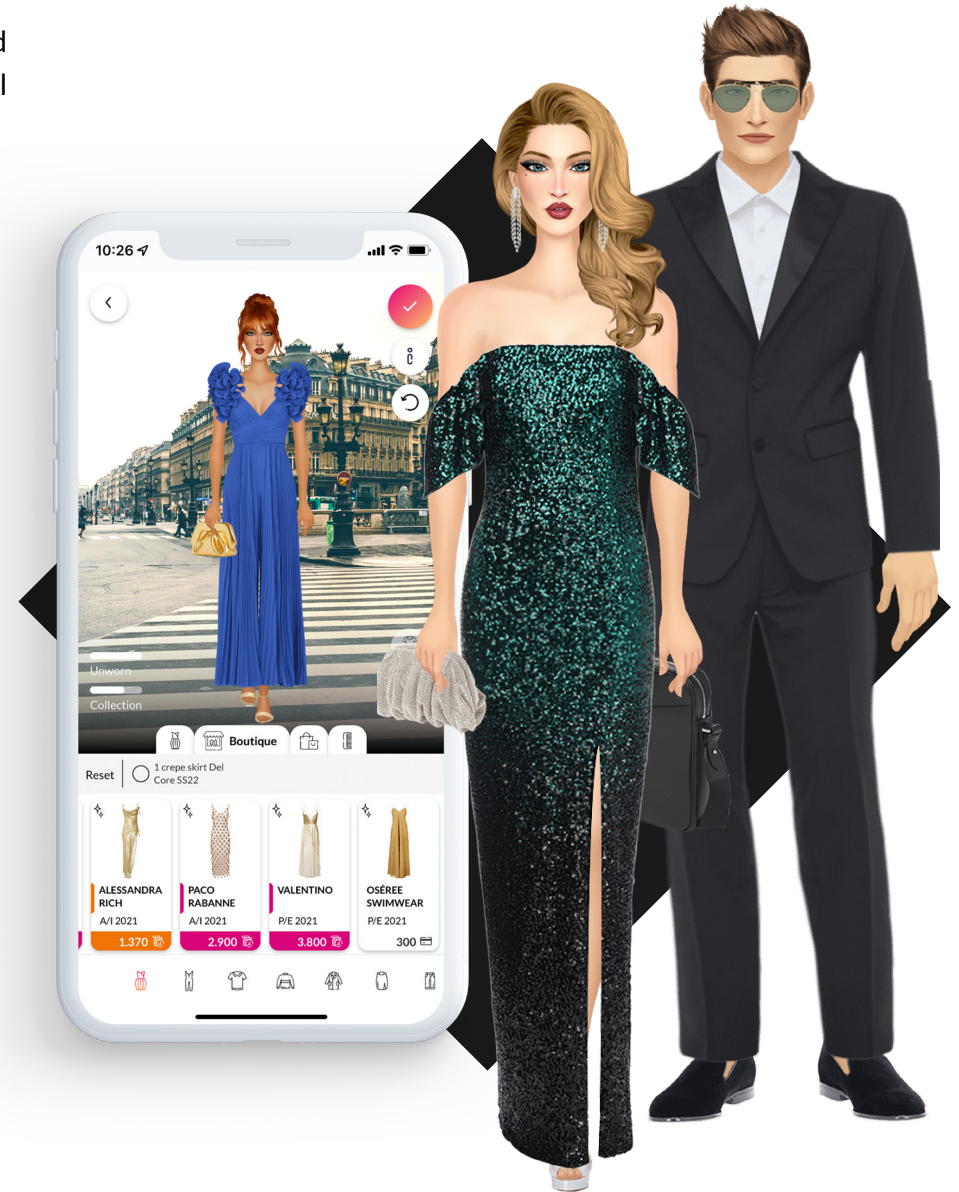
- 1 Can be customized by choosing from millions of facial features combinations (*eyes, nose, hair, makeup, etc*).

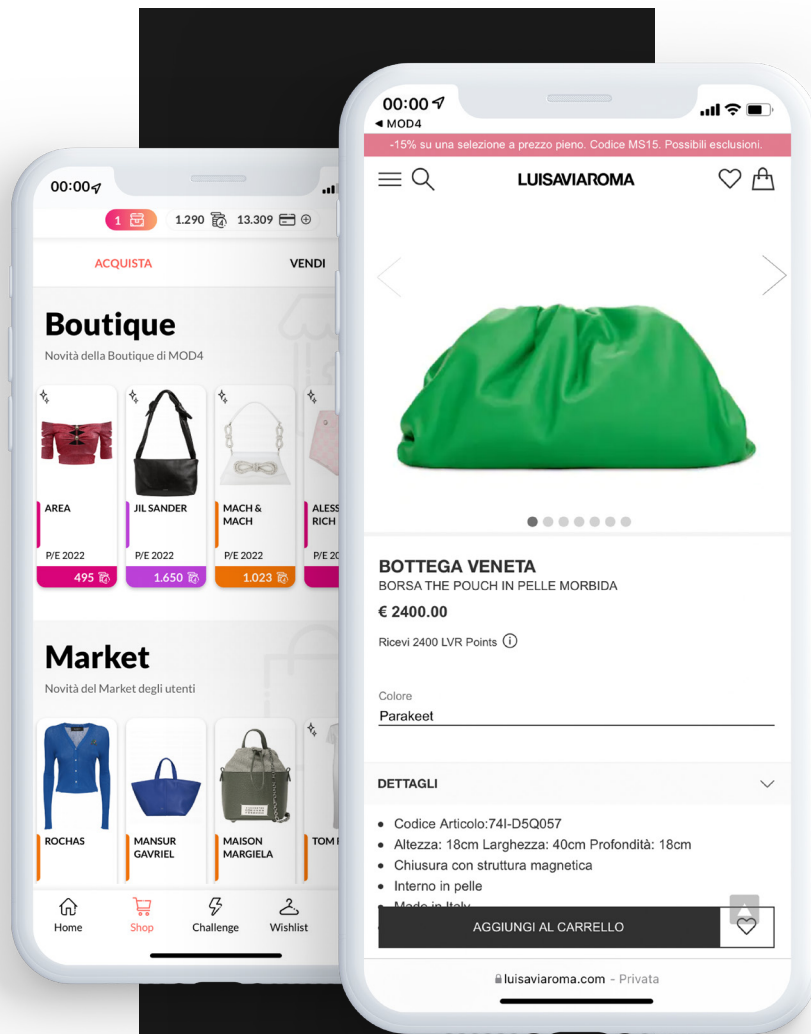
2 TAKE PART IN CHALLENGES

- 2 Each day there will be new challenges with different themes (*for example: look for a gala, spring look, red outfit*) and the users will have to create their outfit using items earned up to that moment.

3 VOTE FOR THE BEST OUTFITS

- 3 The winners of each challenge are democratically voted for by all the users, who need give a positive or negative vote on a series of outfits created by other players.





WIDEN YOUR VIRTUAL COLLECTION

In three dynamic, fun ways:

4

- » Redeeming the prizes won with the Challenges;
- » Buying new items in the Boutique;
- » Searching for bargains in the Market where users can buy or sell their items

BECOME POPULAR

5

Users will have a chance to show off their own creations in the social feed, where they can receive other users' likes and comments and increase their followers base.

REAL LIFE SHOPPING

6

Each virtual item it's linked directly to the real product on LuisaViaRoma (*this experience can be replicated for any other brand or retailer*).

WHAT MAKES US UNIQUE COMPARED TO OUR COMPETITORS

THE FASHION CREATOR CONCEPT

The balance generated between gaming and reality: the user grows during the various stages of the game to become a real Fashion Creator, stimulating buying behaviors from virtual to real.

EVERYONE PLAYS, EVEN MEN

We are the only ones who also interface with the male universe: ours is not purely a female game, anyone can participate and express their creativity.

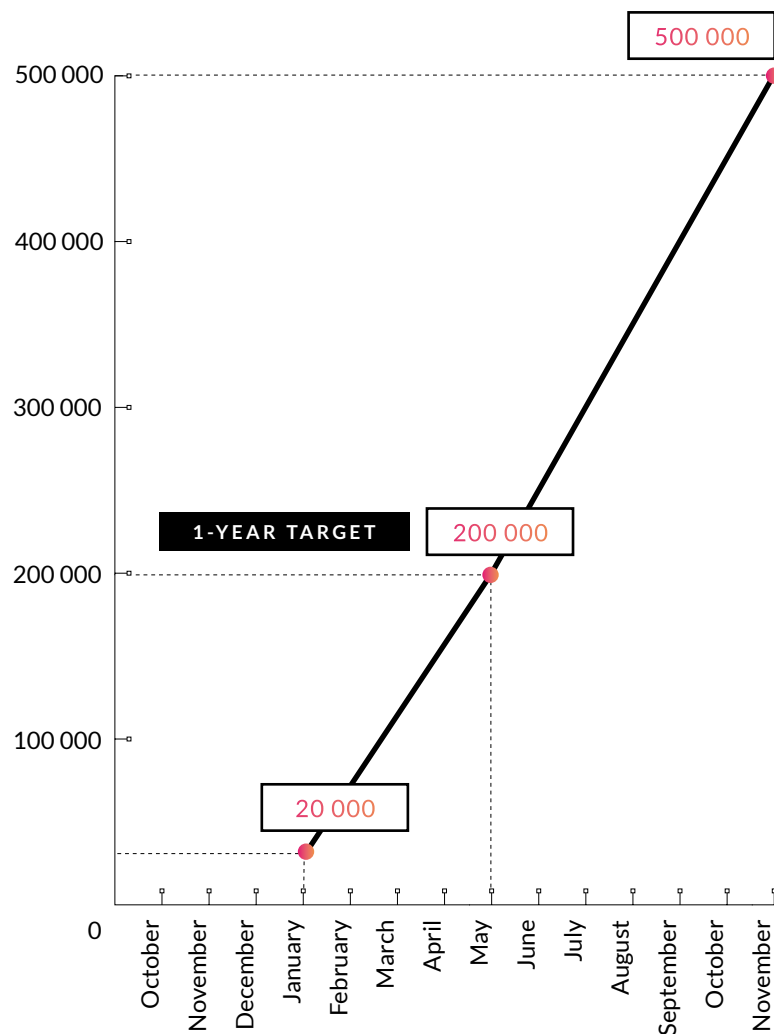
PREMIUM CATALOGUE

We have the largest catalogue of luxury brands available on market: from virtual to reality in one click.

PERSONALIZED DATA

We own an infinite amount of data that offers insight into user preferences. This data can be shared with external stakeholders who can use it for commercial and non-commercial purposes.

KPI: NUMBERS AND POTENTIAL



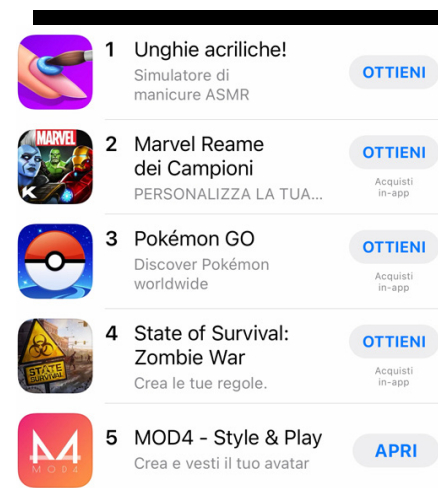
DOWNLOAD

MOD4's goal for the first year was to generate 200,000 downloads. This target **has been reached in the first 6 months**, and was doubled by the end of the first year.

E-COMMERCE ORDERS

MOD4 players have already generated a considerable volume of orders on **LuisaViaRoma.com**. On average, when a MOD4 user lands on LVR their *conversion rate is 3 times higher* than an average LVR user.

The total order volume can also rapidly grow, increasing the number of brands/retailers present in the app.



APP STORE RANKING

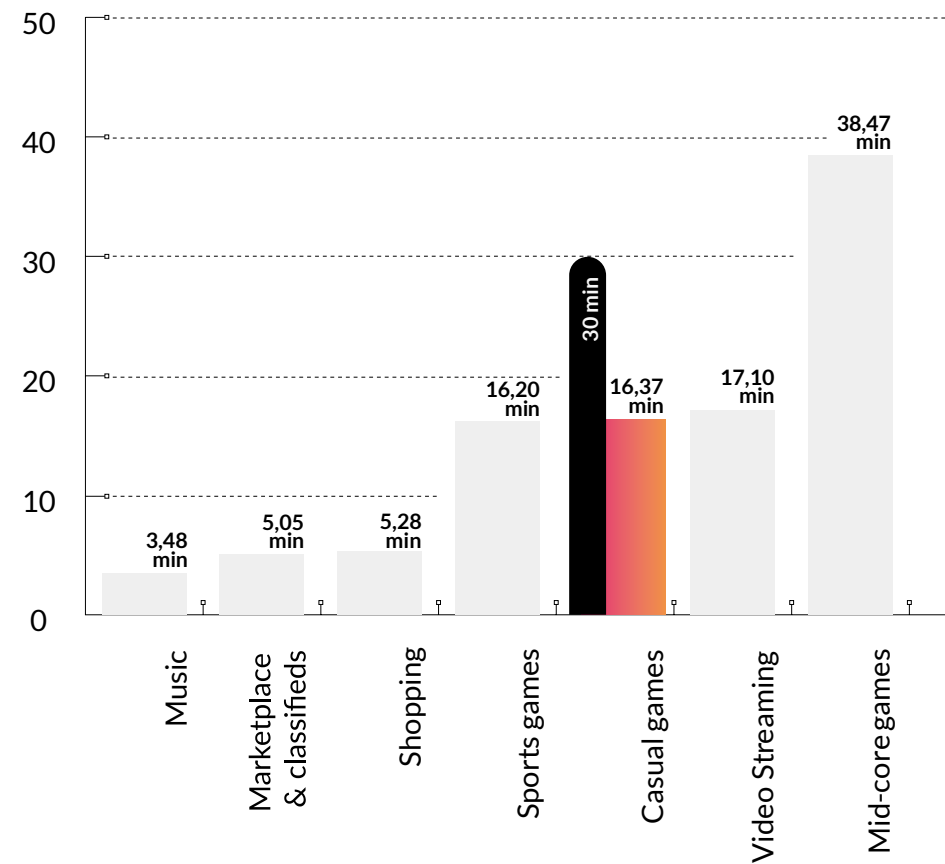
MOD4 is already positioned in the **TOP 5** ranking reference on the App Store.

AVERAGE DAILY INVOLVEMENT

The average daily engagement of MOD4 users is about **30 minutes**, almost double that of the reference category (**casual games**) average.

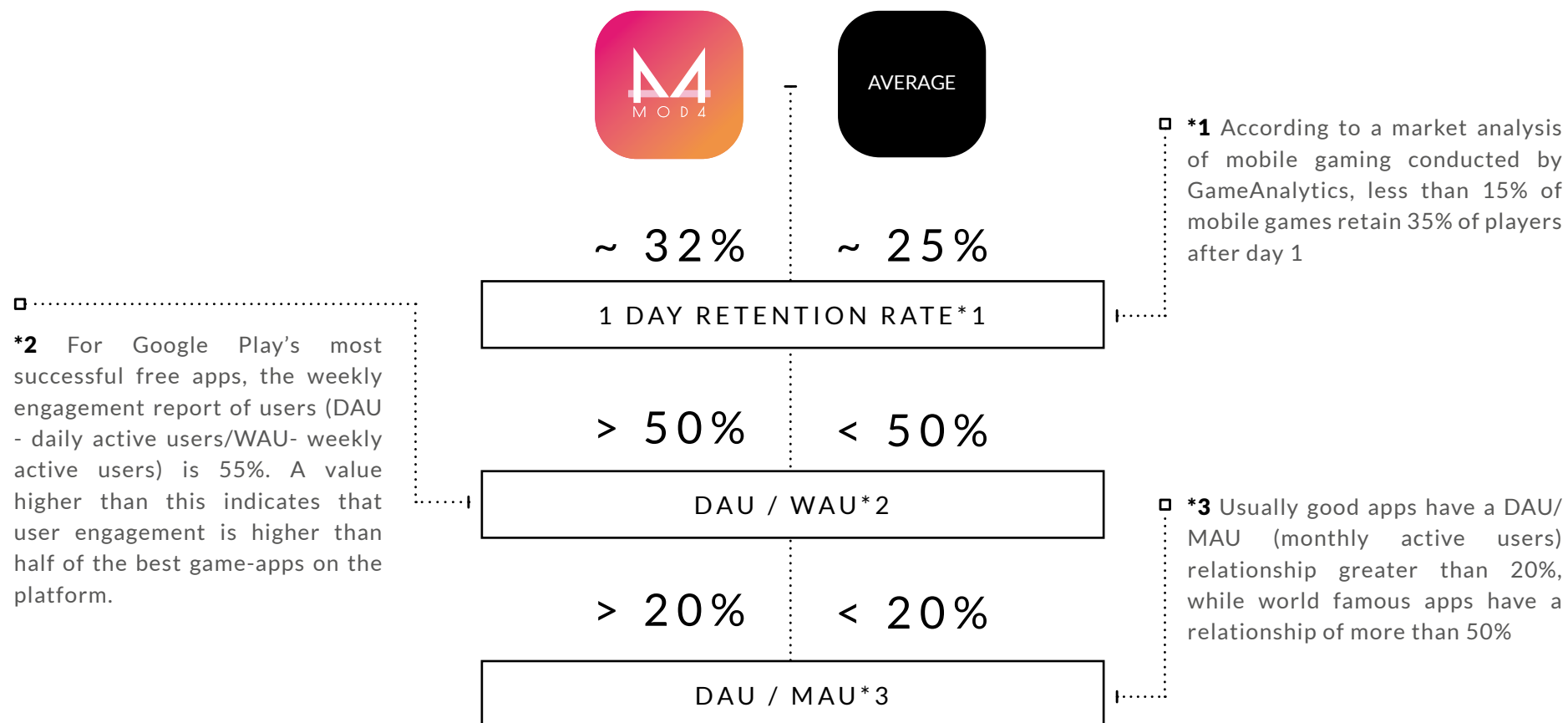
2M

The MOD4 community has generated over **2 million** outfits via Fashion Challenge participation



GAMING KPI

All the main reference KPIs in the gaming world show **results well above average** and in line with the top games.



TYPES OF USERS AND SOCIODEMO ANALYSIS

We have identified 3 main categories of MOD4 players, all fundamental for the growth of the user base:

FASHION ADDICTED

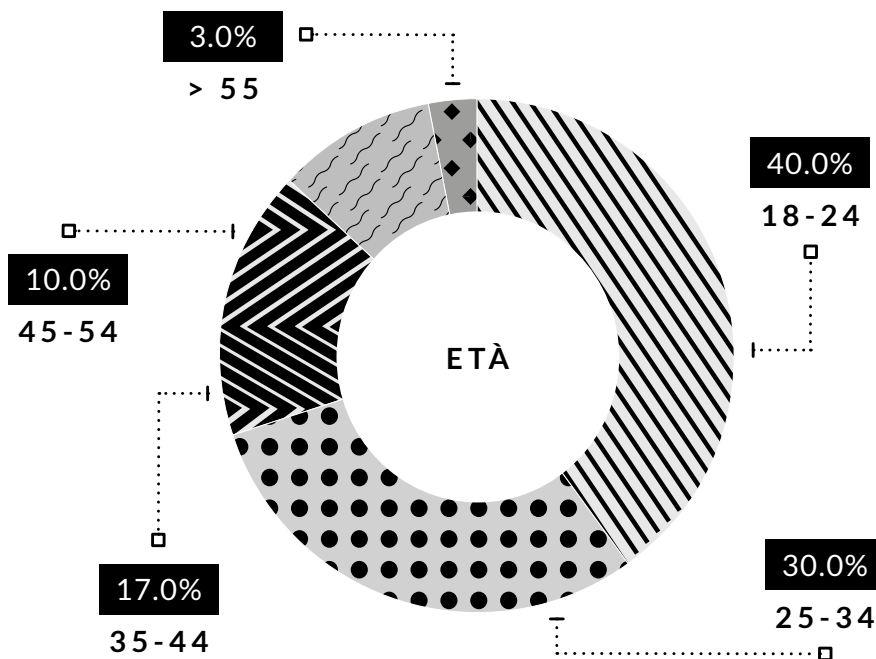
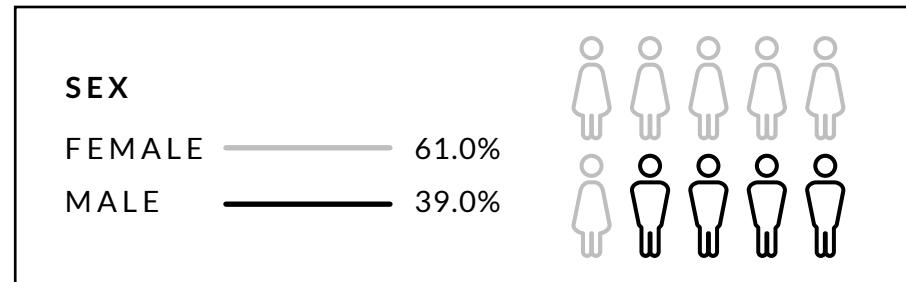
Primarily interested in fashion, they use MOD4 as a source of inspiration for looks/outfits in the real world

INFLUENCER WANNABE

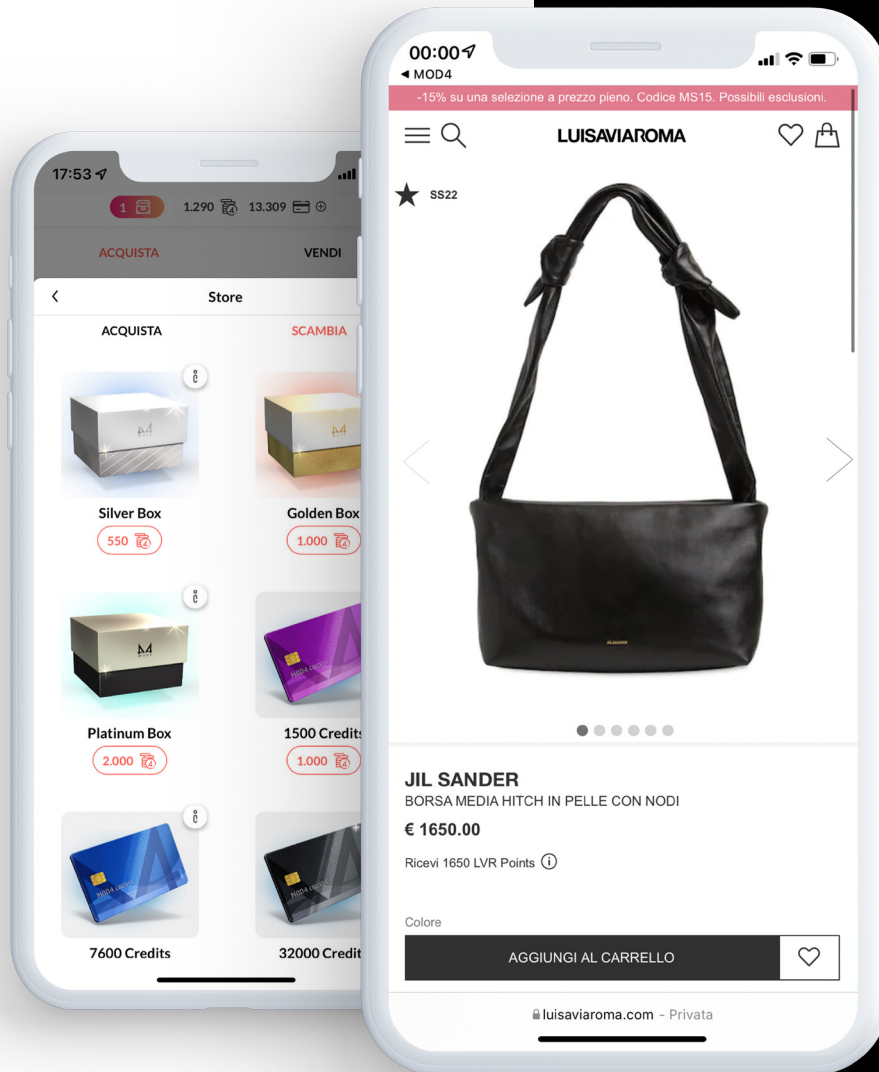
Play and spend actual currency in order to climb the rankings and become an influencer

CASUAL GAMER

A mix of fashion lovers and gamers, the main group of users from which it is possible to cultivate users willing to pay for in-app purchases and convert to real orders on Luisaviaroma.com



REVENUE STREAM

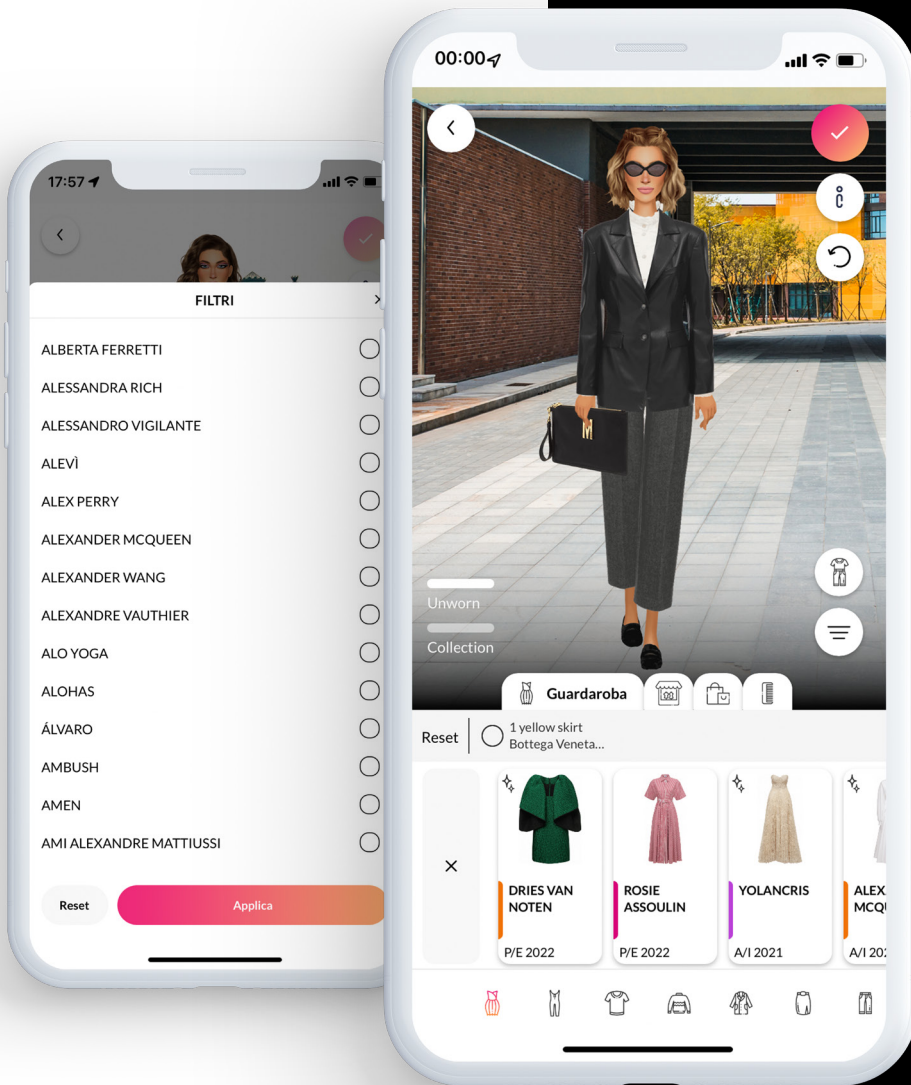


IN-APP PURCHASES

Users can on MOD4 for free, but they also have a chance **to spend real currency** to buy the game's currency and progress more quickly.

COMMISSIONS ON REAL PURCHASES

MOD4 earns a **percentage as commission** for each purchase generated on LuisaViaRoma by users who landed on the website through the app. This model can be replicated for any potential collaboration with brands or retailers.



IN GAME ADV

MOD4 can leverage its user traffic to act as an advertiser by **showing advertisements**.

BRAND PARTNERSHIP

Collaborations with brands that want to gain visibility in the app can do so thanks to exclusive gaming experiences such as the challenges, special virtual items and editorial content.

VISION

ROADMAP

VISION

GAMING, FASHION & VIRTUAL REALITY

	2021	2022	2023
PRODUCT	MOD4, the first worldwide platform world for Fashion Creators	Blockchain technology with NFT can be used between different game systems	Development of a Virtual Brand with the MOD4 label 3D
RESULTS	TOP 5 app store ranking. Media coverage. First active partnerships	TOP 1 app store ranking International media coverage Co-marketing activities with premium virtual designers	TOP 1 app store ranking Main game-commerce usage Co-marketing activities with premium brands
METRICS	Download: 400k MAU: 50/75k	Download: 1M MAU: 200k	Download: 3M MAU: 500k

THANK YOU



PRESS@MOD4.COM