

CROWN

Tree Roots Entertainment Group and T&B Media Global

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TABLE OF CONTENTS

Particulars	Page No.
Project Overview	4
Business Segment – T&B Media Global	12
Business Segment – Tree Roots Entertainment Group	26
Industry Overview – Movies and Entertainment Business	34
Industry Overview – SMO	37
Token Structure	40
Management Team	45

PROJECT OVERVIEW

PROJECT OVERVIEW



T&B MEDIA GLOBAL

This is a project between **T&B Media Global**, an IP management and entertainment investment company, and **Tree Roots Entertainment Group (TREG)**, a digital platform solution provider. **NUCA Digital**, our affiliated company, is an advisor for this project. We have also partnered with several leading professionals to facilitate the project.

T&B manages, produces, and invests in live-action films, animated films, and TV series that are distributed globally. We leverage existing IPs to expand into adjacent businesses such as licensing & merchandizing and channel expansion, such as SVOD among others. TREG is a joint venture between MQDC, Thailand's property developer, and T&B Media Global. The firm seeks to become a leading innovation & digital platform solution provider, striving to create a truly immersive and hyper-seamless experience.

T&B uses five animated movies and one animated series as well as the IPs of these projects to support the token while Tree Roots uses its live streaming platform, named SMO. We target the global market for these intellectual properties.

We continue to expand our strong ecosystems. Our token offers an attractive exposure to all of our platforms in the ecosystem spanning across the entertainment, tech and media industry.

DETAILS OF THE OFFERING

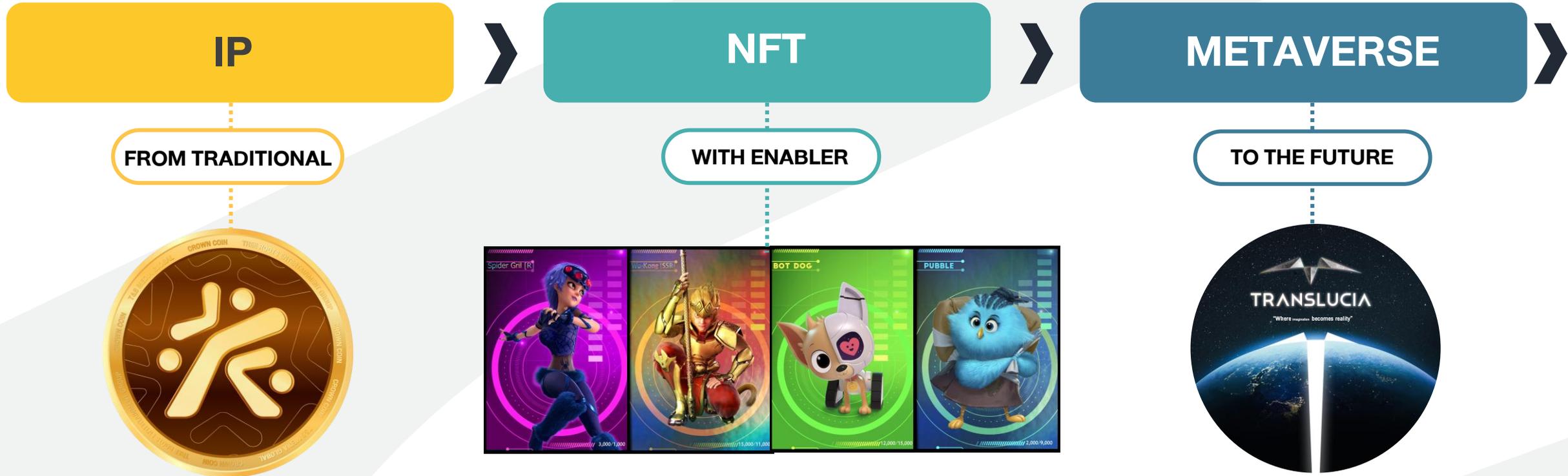
ISSUER:	Tree Roots Singapore Pte., Ltd.
TOKEN ISSUANCE:	140,000,000 TOKENS
LIST DATE:	March 2022
BENEFITS:	Reward Pool, NFT, Collectible Items, Privileges, and Exclusive Rights through our ecosystem and platforms

CWT TOKEN HIGHLIGHTS

- Supported by high-quality IP projects, including animated movies, series, and platforms
- Gain exclusive access to our NFTs and NFT market
- Connect to Translucia Metaverse
- Stake for various rewards (including stable coins), benefits, and utilities
- Global exposure to entertainment, tech, and media industry
- China market focus
- Strong ecosystem within our group companies and partners

WHAT IS CROWN (CWT)?

CROWN: An Exclusive Journey to NFT and Metaverse with great potential of the IP Projects



STRONG ECOSYSTEM

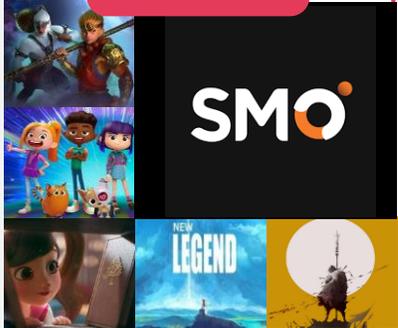
CWT links to all our platforms and projects.

CWT BENEFITS

1

STAKING FOR REWARDS

- Reward pool
- From movie/series IPs
- From SMO Live Platform



2

PRIVILEGE

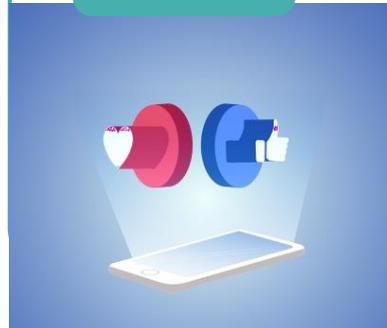
- NFT airdrop from ours and partner's projects
- SMO platform privilege
- Special access to the events



3

GOVERN THE DIRECTION OF MOVIE PROJECTS

- Token holders can vote for art concept / direction of the movie or platform



4

ANIMATED CHARACTER / AD BANNER

- Right to appear in an animated film for an individual investor
- Advertising banner in an animated film for a corporate or institutional investor



5

EXCLUSIVITY

- Right to participate in the whitelist and airdrop
- Right to participate in the NFT the special collection auction



6

METAVESE

- Exclusive access and privilege to Translucia Metaverse



VISION

"Become a leading and innovative platform that vibrates happiness to all, fosters well-being, and connects people of all generations across the globe through media, entertainment, and technologies."

MISSION

"Revolutionize digital platform solutions for people around the world with boundless exchange and communications, cultural appreciation, and deep engagement."

OBJECTIVE

"Strong ecosystem with robust growth"

Very First Token That Transforms Intellectual Property and NFT



Diversification:

Strong upside potential in the media, entertainment and tech industry Exposure to NFT and Metaverse

Real Business with Fast Growth:

Various benefits from IP including movies and live platform Global market access

Efficiency:

Transparency, fully traceability, 24/7 liquidity on exchange platform

TEAM STRUCTURE

The team overseeing the project will comprise of top management from T&B Media Global and Tree Roots Entertainment Group.

Dr. Jwanwat Ahriyavraromp, CEO & Founder of T&B Media Global, Mr. Athid Nanthawaroon, CEO of TREG, and Ms. Pannathorn Lorattawut, Chief Business Development Officer of T&B Media Global and CEO of VUCA Digital, oversee the deployment of capital, monitor the KPIs, oversee the performance of the projects and investments. They also work on a selection of investments to maximize the returns.



DR. JWANWAT "TAN" AHRIYAVRAROMP
CEO & Founder T&B Media Global



ATHID NANTHAWAROON
Director & CEO Tree Roots Entertainment Group



PANNATHORN LORATTAWUT
Chief Business Development Officer T&B Media Global
CEO VUCA Digital

ADVISOR

VUCA Digital is an affiliated company of T&B Media Global. By leveraging on its parent and group companies' intellectual properties, networks, and partnerships, the company provides blockchain consulting services, NFT platform, and cryptocurrency-related business.



Bitkub blockchain technology is managing the IT infrastructure, overseeing the blockchain technology, and managing the overall operating process for our project. With a large and experienced team, the firm is one of the leading tech companies in Thailand.

VCPlus Limited, based in Singapore, is in the financial technology and blockchain technology business sector. The company's FinTech business relates to the provision of custodian services for digital assets and the provision of advisory and management services related to regulation and licensing.



BUSINESS SEGMENT

T&B MEDIA GLOBAL

T&B – OVERVIEW

Background

Incorporated in 2016, T&B Media Global was founded by Dr. Jwanwat Ahriyavraromp with the aim to be a world leader in investment in family-friendly contents and the technologies that enable access to them. T&B Media Global invests in live-action films, animated films, and TV series that are distributed globally. Using its core business, the company leverages existing Intellectual Properties (IPs) to expand into adjacent businesses such as licensing and merchandizing, NFT, and games.

The company licenses unique and entertaining IPs, including core productions like animated feature films and TV series, live-action films, TV series, and format shows to international partners around the world. The company also acquires top-notch contents worldwide to distribute and vibrate happiness to people.

Business Segments

Core Business Segment

- Live Film
- Animated Film
- TV Series

Adjacent Business Segment

- Licensing
- Merchandizing
- NFT
- Games
- Theme park

Channel

- Various SVoD platforms like Netflix, TrueiD

T&B's NETWORK



NETFLIX



GMM GRAMMY



THE MONK STUDIOS



XYZ FILMS



REEL FX ANIMATION STUDIOS



SQUEEZE studio animation



STUDIO100 MEDIA

tiny island productions



SEARCH ENTERTAINMENT



ICONSIAM THE ICON OF ETERNAL PROSPERITY

true digital park



THE POWER OF INTELLECTUAL PROPERTY (IP)

IP can create massive revenue potential for holders by expanding into adjacent business such as...

INTELLECTUAL PROPERTY

GAMING

Market Size: **USD 173 Bn**



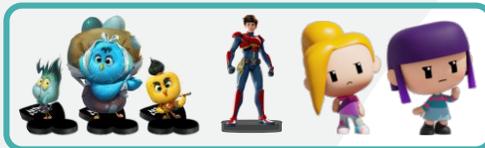
MOVIE / SERIES

Market Size: **USD 42 Bn**



LICENSING & MERCHANDISING

Market Size: **USD 291 Bn**



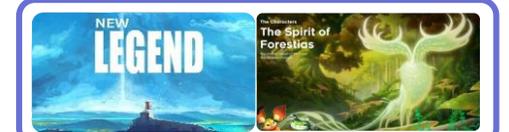
COMIC

Market Size: **USD 10 Bn**



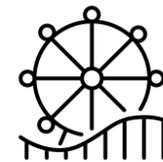
NOVEL

Market Size: **USD 12 Bn**

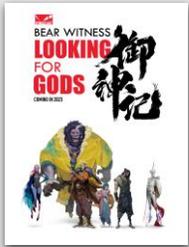


THEMEPARK

Market Size: **USD 71.6 Bn**



UNDERLYING PROJECTS

Underlying Projects						
Name	Legends Of The Two Heroes	Looking For Gods	New Legend	The Forestias	Blue City	FriendZspace
Movie / Series	Movie	Movie	Movie	Movie	Movie	TV Series
Genre	Action	Action, Drama, Adventure, Comedy	Action, Adventure	Adventure, Comedy	Adventure, Comedy, Sci-fi, Action	Adventure, Comedy
Release Year	2022	2024	2025	2024	2025	2022
Production	USD 15M	USD 16M	USD 16M	USD 20M	USD 15M	USD 9.2M
Geographical Focus	China / International	China / International	China / International	China / International	China / International	International / China

T&B – PROJECT HIGHLIGHT

Top notch director, writer, production team and Partners

1



2

Potential to expand into adjacent





LEGEND OF THE TWO HEROES

GENRE: Action	PRODUCTION BUDGET: USD 15 MILLION
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HIGHLIGHT:
“The first time ever that two well-known gods fight together with top-notch action scenes, visual art, and music.”



Top-notch action scenes, storyline & music

Additional revenue from adjacent business

Potential to reach out to China and international



HERMAN YAU

Ip Man,
The White Storm



ROBERT LENCE

Toy Story,
Beauty and the Beast,
and Shrek.



The music is composed by the City of Prague Philharmonic Orchestra with 80 musical instruments.



UNDERVERSE



Theme park



Licensing & Merchandising



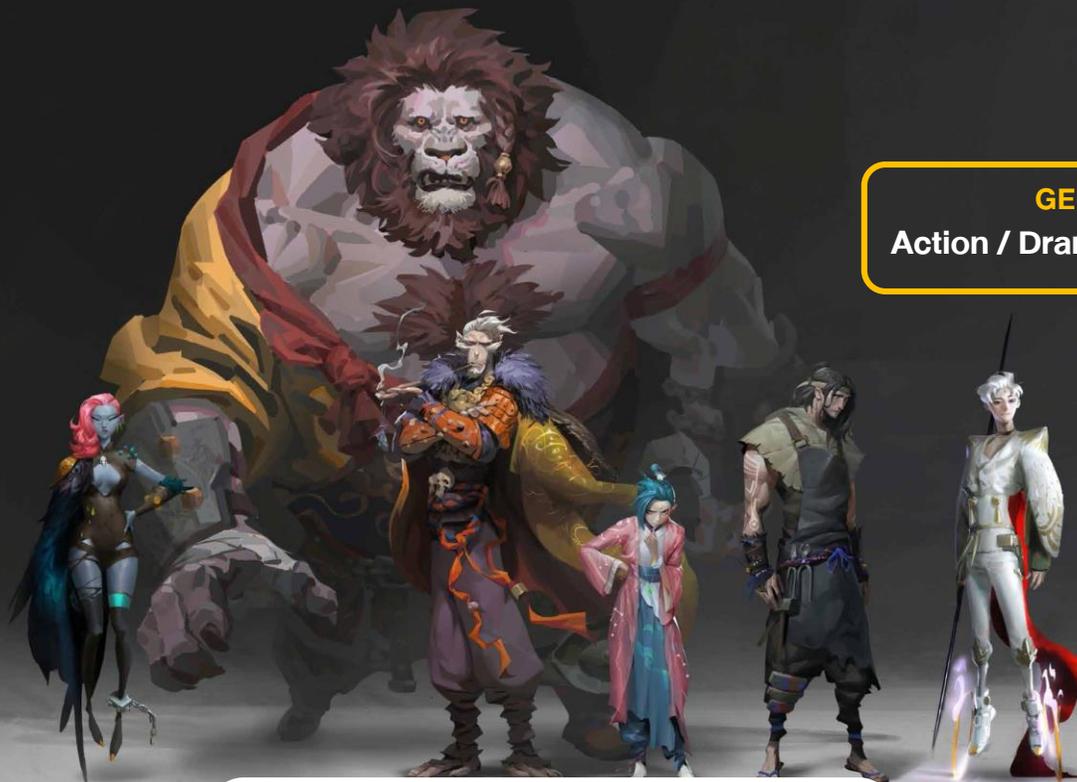
Game



LIX ENTERTAINMENT

Focus on film industry aiming to create a large cultural and entertainment business type based on Chinese culture and innovation.

LOOKING FOR GODS



GENRE:
Action / Drama/ Adventure

PRODUCTION BUDGET:
USD 16 MILLION

HIGHLIGHT:

“A movie that has Chinese R&D, Chinese development, and Chinese production to ensure that this movie will be suitable for the Chinese audience and create another phenomenon comparable to the success of Ne Zha.”

Extensive R&D in Chinese market

6 dimensions contribute to success film in China
(Successful movie focusing on 3 out of 6)

Aesthetics	Emotion	Social
Combines 2.5D with Stylish aesthetic to create a new experience	Focuses on the thought of anti-superseding of Chinese young people	Taking the “combat” between “celebrities” and “real stars”, Looking for Gods is trying to create a social conversation
Sensing	Content	Cognition
Maintain good standard of quality		

Well-rounded and experienced writer team



TOM FU
The Avengers,
Avengers: Age of Ultron,
Avengers: Infinity War, and



PENG KEXIN
The Legend of Hei

State-of-the-art production team



IDEOMOTOR
念动文化

NEW LEGEND



GENRE: Action / Adventure	PRODUCTION BUDGET: USD 16 MILLION
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HIGHLIGHT:

“Asian version of Marvel Cinematic Universe with a well-rounded director and production team.”



Strong plot and potential sequel

Successful director & production team

Spin-off opportunity to gain additional revenue

The story will use a well-known character, **Monkey King**, combined with **12 zodiac signs** represented by an animal to drive the story.

New Legends has a **huge potential** to create a sequel based on China’s mythical gods; currently China has over 300,000 known gods.



JIN DA YONG

Monkey King: Hero is back (2015)



OCTOBER MEDIA

Ne Zha, The great wall, Monkey King: Hero is back



UNDERVERSE



Theme park

Licensing & Merchandising

Game

THE FORESTIAS

GENRE:
Action / Adventure

PRODUCTION BUDGET:
USD 20 MILLION

HIGHLIGHT:

“A movie with a world-class director and writer team to create *The Forestias*’ universe with huge potential to spin off to related business



Accumulate potential audiences –
Commercials for The Forestias Real Estate Project



More than 3M view on Youtube

Raising an environmental awareness

SUSTAINABLE DEVELOPMENT GOALS



“Life on Land”

Top-notch original writer

BOB TZUDIKER & NONI



BLUE CITY

GENRE:
Si-fi / Adventure / Comedy

PRODUCTION BUDGET:
USD 15 MILLION

HIGHLIGHT:

“An environmentally friendly animated film with a world-class universe creator and huge revenue potential from synergy with our affiliated company’s projects”



Raising an environmental awareness



“Life on Land”

Award-winning writer team and well-known directors



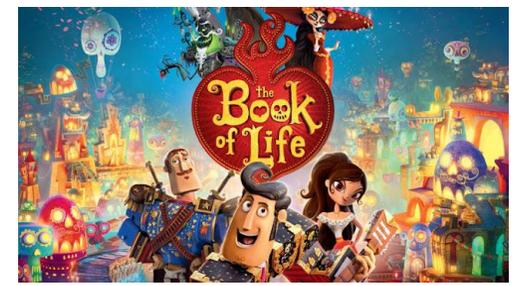
KEVIN MUNROE
Teenage Mutant Ninja Turtles,
My Little Pony: The Movie



BRANDON OLDENBUR
Winner of Oscar’s Best Short
Film, Animated in 2011



Award-winning production team



“Book of Life”, Best Animated Feature Nominations from the Golden Globe’s and Critics’ Choice Awards.

FRIENDZSPACE

GENRE:
Action / Adventure / Comedy

PRODUCTION BUDGET:
USD 9.2 MILLION

HIGHLIGHT

“L&M business driven by animated TV series with world-class team ranging from director, production studio, distributor, and toy manufacturers’ partners.”



Raise an awareness of diversity



Each of main characters represented a race around the globe

Showrunner, writer, and music composer have extensive experience in kids’ shows



DAN CLARK

Cartoon Network, Disney XD, Fox Kids



STUDIO 100

is one of the largest family-owned entertainment companies based in Europe



Secured the deal with ABC, Australia’s national broadcaster

Potential to gain additional revenue from L&M



FriendZspace is not just a series, as the original intent is to sell L&M products related to series.

COMPARABLE MOVIES

Legends of the Two Heroes, Looking For Gods and New Legend



Production Budget – USD 16 million
Box Office Revenue – USD 153 million
Multiple – 9.5x



Production Budget – USD 20 million
Box Office Revenue – USD 742 million
Multiple – 37.0x

The Forestias and Blue City



Production Budget – USD 150 million
Box Office Revenue – USD 690 million
Multiple – 4.6x



Production Budget – USD 70 million
Box Office Revenue – USD 348 million
Multiple – 5.0x

CWT'S PARTNERS



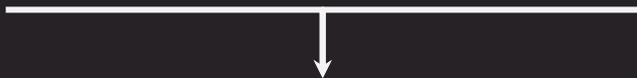
BUSINESS SEGMENT

TREE ROOTS ENTERTAINMENT GROUP



World-class entertainment company

OUR COMPANY



One of the largest property developers in Thailand



Happiness and Sustainability

is our foundation of the transparent business strategy throughout the organization. We commit to developing a wide range of digital solutions and platform to synergize the assets of our family of companies while enriching the lives of those who engage with our businesses.

“WE BREAK THE GAP”



Facilitate mutual relationship and recognition between fans and creators

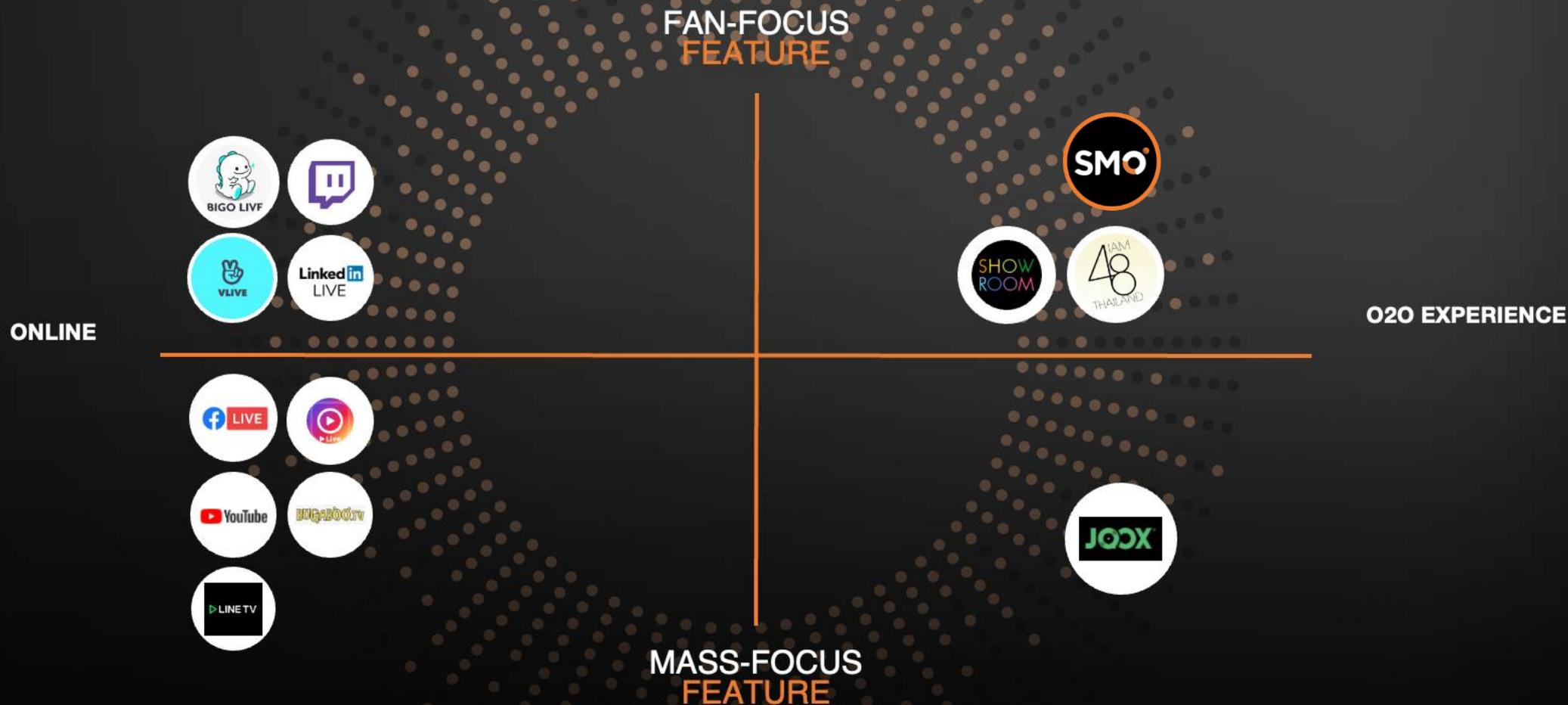
Sometimes they both wonder if their good feelings towards one another would be acknowledged and delivered ?

Every single moment - from micro moment till big event - is here

Bonding relationship and recognition between Creators & Fans
Fans & Fans
Creators & Creators

SMO is a responsive & interactive live streaming platform that leverages the power of the fans/audiences and their engagement with creators/influencers/artists.

POSITIONING MAP FOR LIVE STREAMING PLATFORMS



COMMERCIAL OPPORTUNITY

MULTISIDED PLATFORM BUSINESS MODEL

BRANDS INVESTER

SOURCE OF REVENUE :

- BRAND SPONSORSHIP
- BRAND TIE-IN

POTENTIAL BUSINESS



CREATOR MATCHING



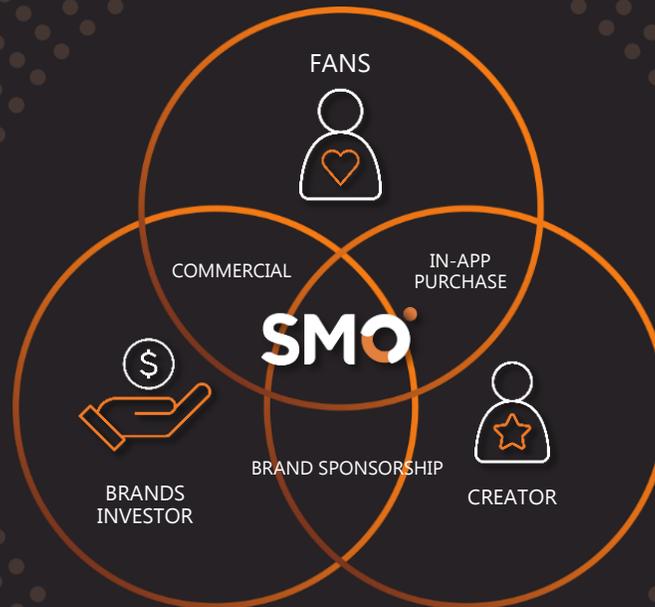
AD AND EVENT AGENCY



BRAND SOLUTION (BIG DATA)



ENTERTAIN MERCE



FANS

SOURCE OF REVENUE :

- IN-APP PURCHASE
- EVENTS
- MERCHANDISE

POTENTIAL BUSINESS



NEW FEATURES



EXCLUSIVE PROGRAMS



GAMIFICATION

CREATOR

SOURCE OF REVENUE :

- MERCHANDISE

POTENTIAL BUSINESS



MERCHANDISE AND FOODS



SMO MUSIC LABEL

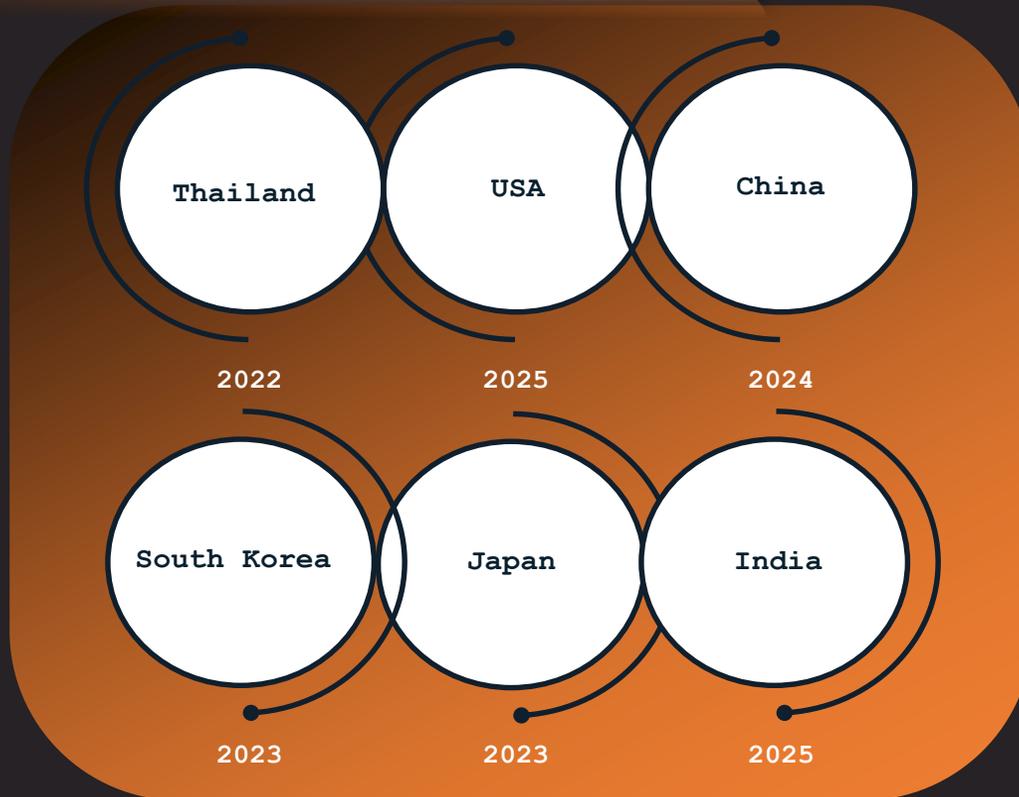


CREATOR CLASS



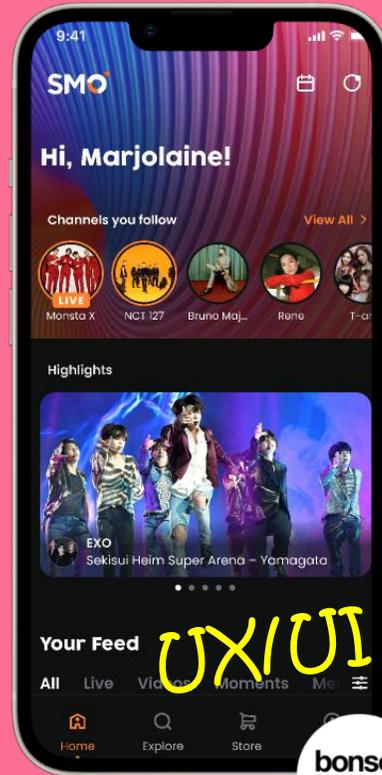
IP INVESTMENT

INTERNATIONAL PARTNERSHIP



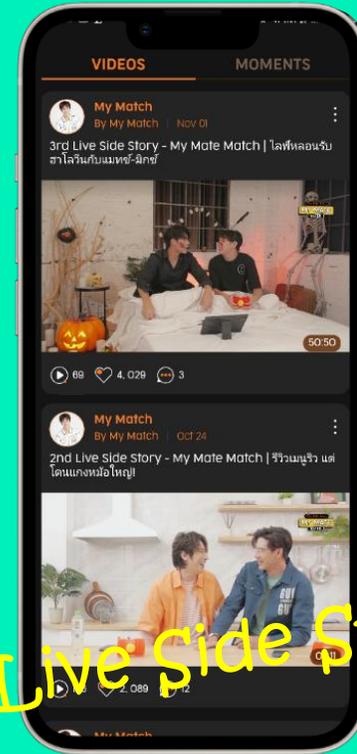
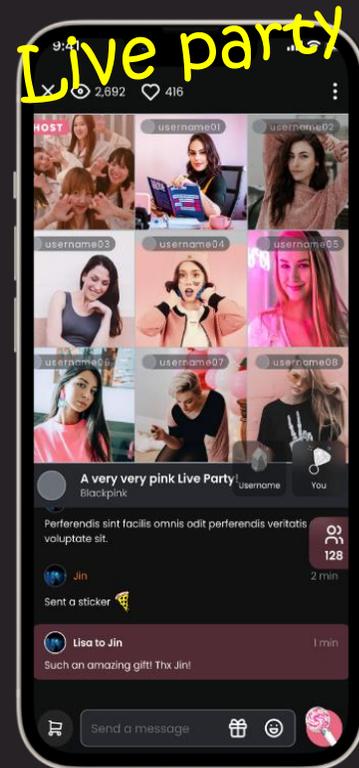
Along with T&B, and with alliance support from MQDC and CP Group, SMO will tap into international markets by partnering and acquiring **global venturing artists** to foster collaboration between creators around the world.

WHAT WE HAVE DONE IN 2021



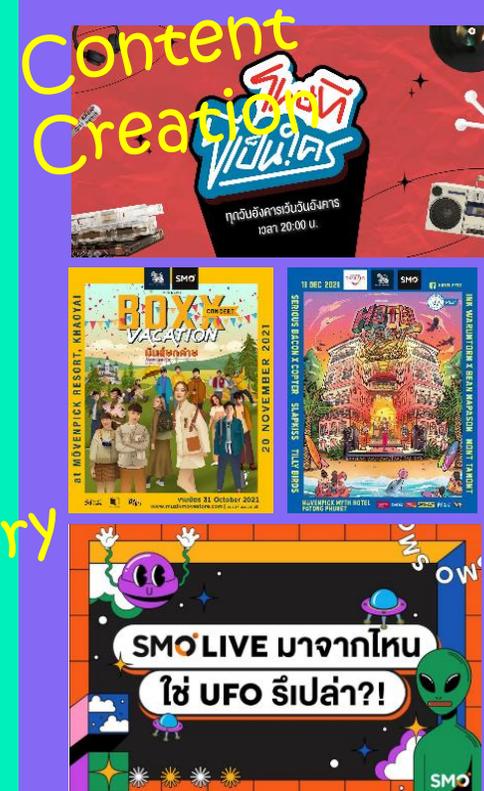
PRODUCT BUILDING

FEATURE BUILDING



EXPERIENCE BUILDING

CREDENTIAL BUILDING

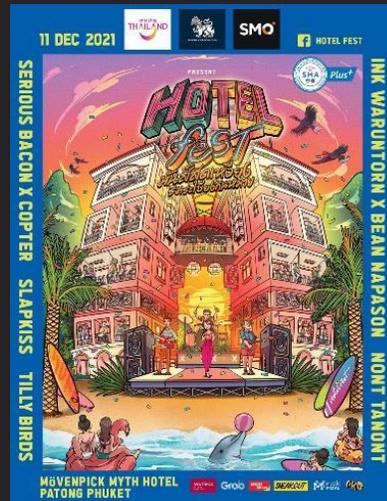


WHAT IS HAPPENING IN 2022

EXPERIENCE BUILDING



PRODUCT BUILDING



EXPERIENCE CURATOR

BRAND BUILDING



INDUSTRY OVERVIEW

MOVIES AND ENTERTAINMENT INDUSTRY

INDUSTRY OVERVIEW

China's box office growth rate has outperformed the global box office in the past 5 years, with a significant rise in market share

Global Box Office Revenue (USD Bn)



Global box office growth at 2% CAGR for the past 5 years...

China's Box Office Revenue (USD Bn)



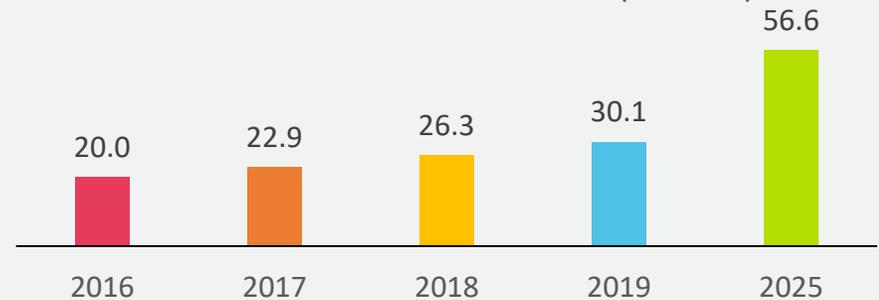
...China becomes a major country that drives growth and accounts for a significant share of box office

Top 20 Highest-Grossing Films in China (2019)

Genre	Total Revenue (RMB Bn)	# of films*
Action	22	12
Adventure	8	4
Drama	5	7
Comedy	4	2

*Some films have more than one genre

China's Animation Market Size (USD Bn)



China's animation market expected to growth at 88% from 2019 - 2025

INDUSTRY OVERVIEW

China's legislation creates a barrier for foreign movies, as a result the foreign movie percentage in China's cinema is decreasing relative to domestically produced movies

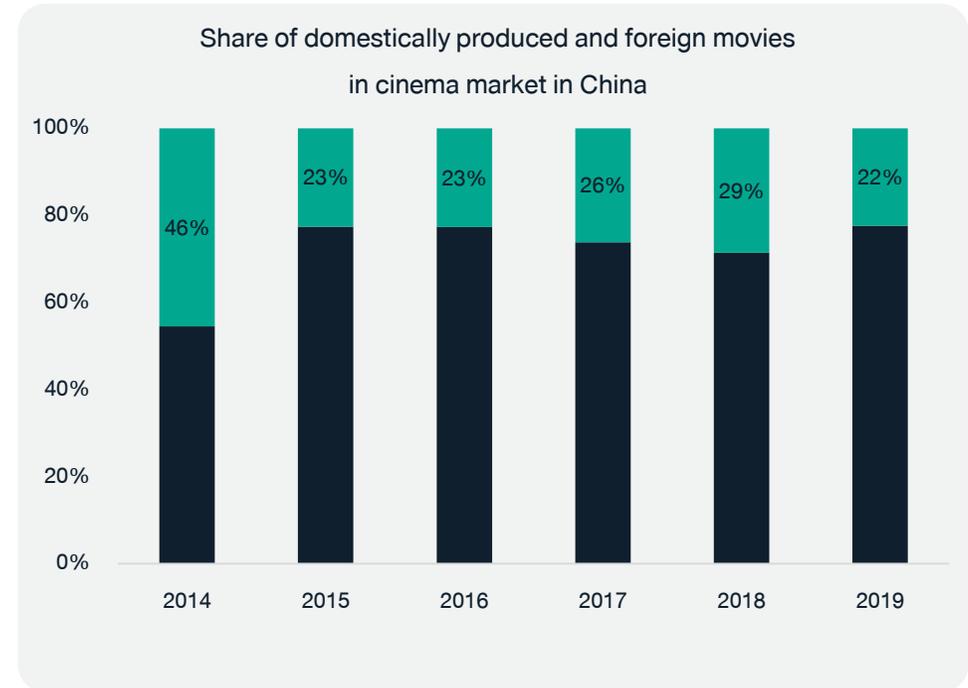
Regulations in China

Production: Filmmakers are required to **apply for government licenses**, and co-production with Chinese partners is encouraged.

Import and Censorship: Foreign movies are heavily subject to the government **censorship system** and **import quota system**.

Exhibition: The annual screening time of foreign movies at theaters **cannot exceed one-third** of the total screening time in China.

We are entering the China market through a co-production to overcome this barrier



- Domestically Produced
- Foreign Movie

INDUSTRY OVERVIEW

INDUSTRY OVERVIEW

Since the day the first domain was registered in 1985, the internet has not stopped growing. It has sailed through multiple recessions and one near collapse and kept on growing in use, size, reach and impact. It has so ingrained itself into the daily lives and has become quiet simply put – **INDISPENSABLE**.

GLOBAL
INTERNET ECONOMY

4.66 Billion

Internet Users Worldwide Jan 2021

> 60%

Of the World Population

7% growth

In Internet Users Annually

61.82 Million

Internet Users by 2025

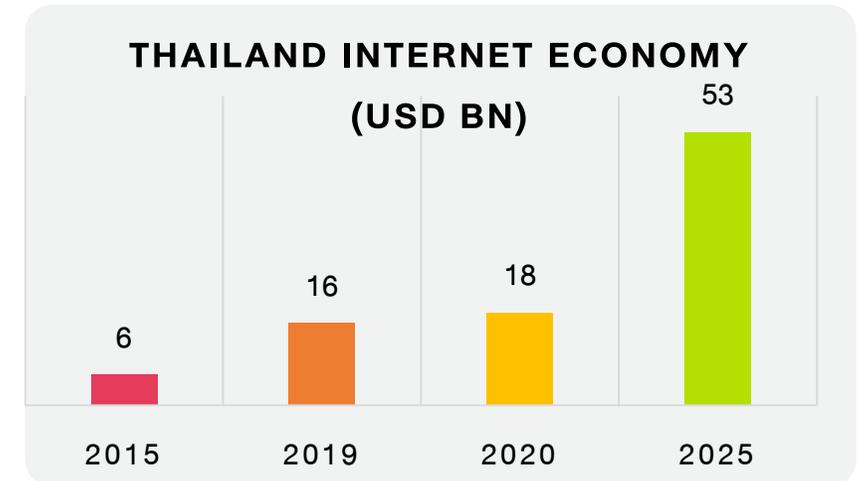
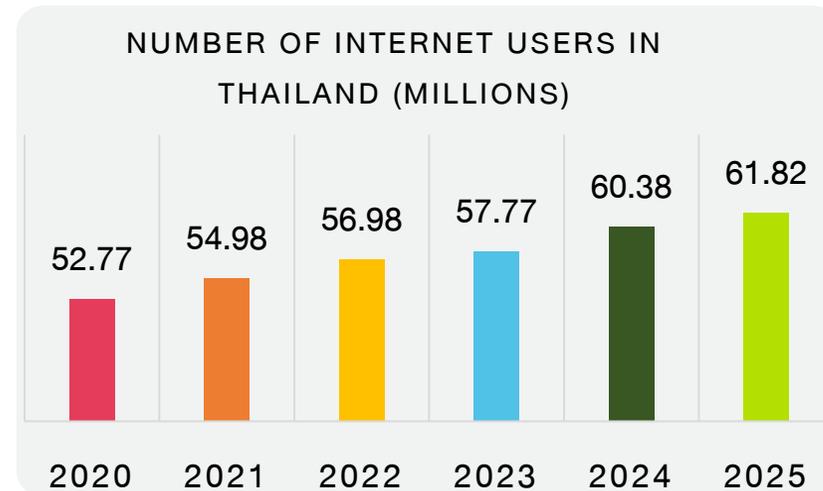
87%

Internet Penetration by 2025

USD 53 Billion

Thailand's Internet Economy Value in 2025

THAILAND
INTERNET ECONOMY



INDUSTRY OVERVIEW

SVOD Performance in Thailand

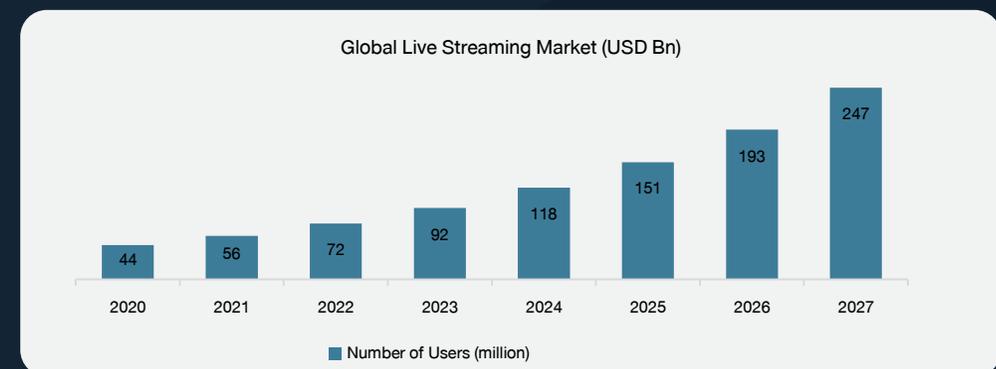
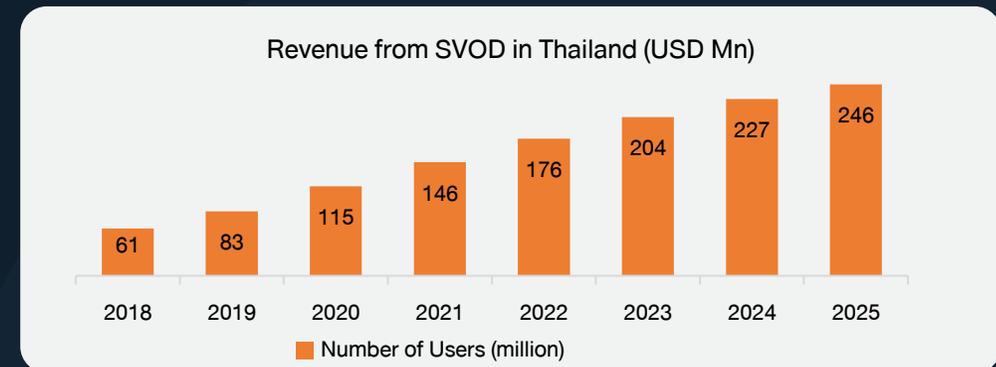
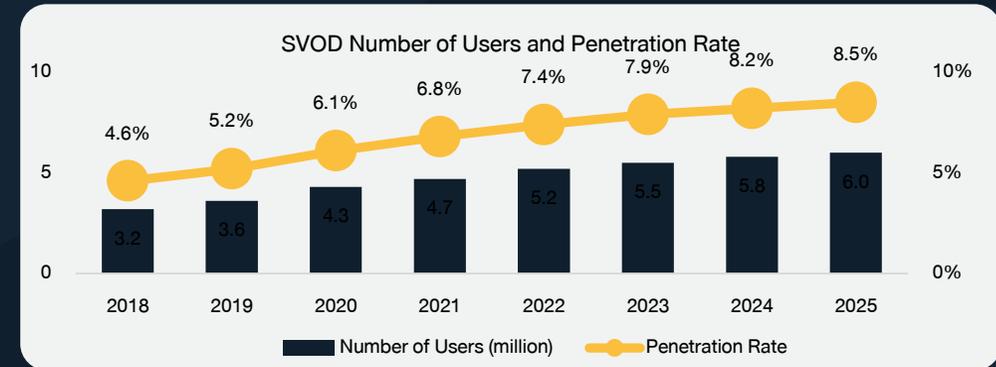
- It is expected to have 6 million users of Subscription Video on Demand (SVOD) in Thailand in 2025. This represents a penetration rate of 8.5%. The average revenue per user (ARPU) is expected to increase from USD 26.97 to USD 40.99 between 2020 and 2025.
- This increases the total revenue from SVOD in Thailand from USD 115 million in 2020 to USD 246 million in 2025, representing a 16% CAGR.

Global Live Streaming

- The global live streaming market is expected to grow at **28.1% CAGR** from USD 44 billion in 2020 to USD 247 billion in 2027.

Key Trends

- **> 9 Hours** is spent on the internet daily
- **71%** of consumers are more likely to make app purchase based on social reference
- On average, businesses generate **USD 6.50** for every USD 1 invested



TOKEN STRUCTURE

TOKEN OVERVIEW

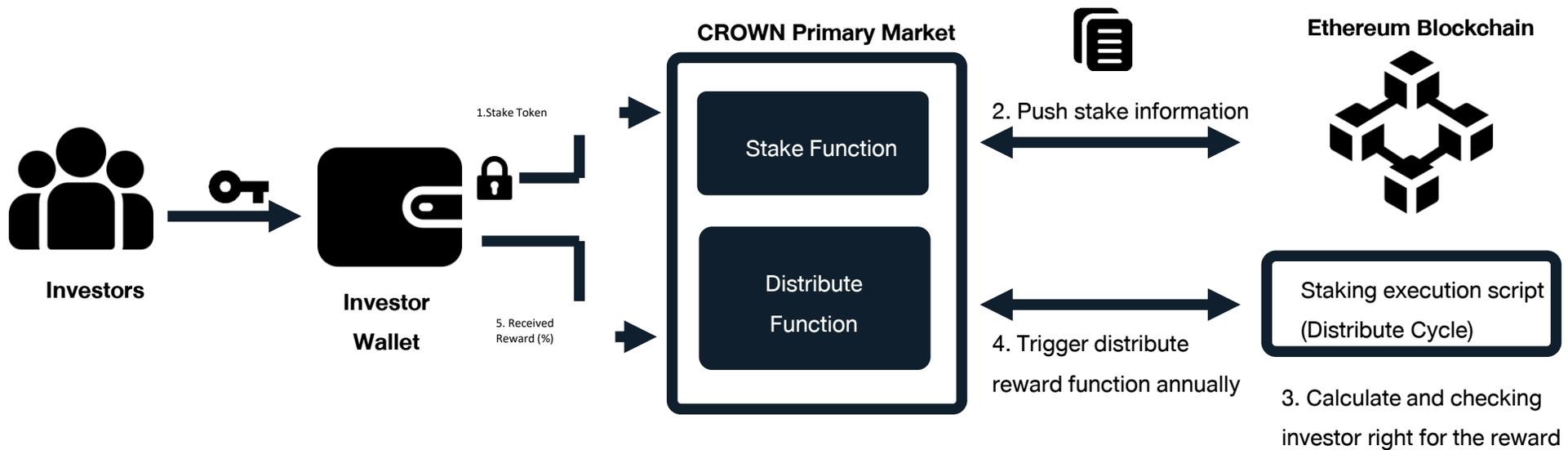
The following are the key features of the Token:

Number of Tokens:	140 million (total supply)
Official Name:	CROWN
Ticker:	CWT
Price at par:	1 Token = 1 USD
Payments Accepted:	USDT/USDC/ETH
Listing:	2022

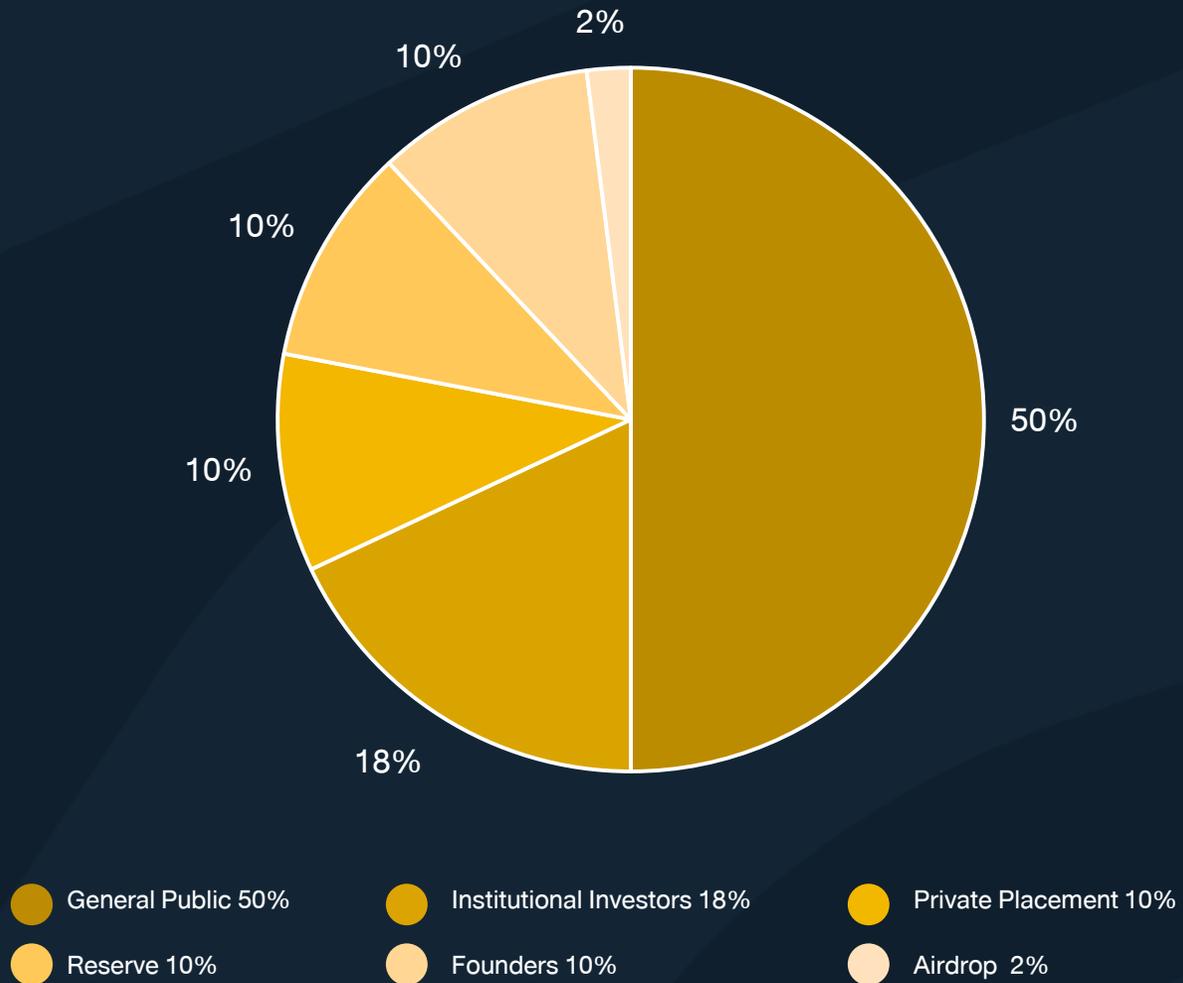


REWARD MODEL

- 1** Investors staking their tokens on the platform will receive a payout. This payout will be delivered according to the number of coins they choose to stake.
- 2** Token holders must stake their CROWN anytime during the staking period.
- 3** There will be a trading window, where token holders can choose to unlock their stake and trade their CROWN on the Secondary markets (Crypto Exchange platform), where CROWN tokens are allowed to change hands.
- 4** The “Staking execution script” will calculate the benefits toward each token holder respective to the amount staked.



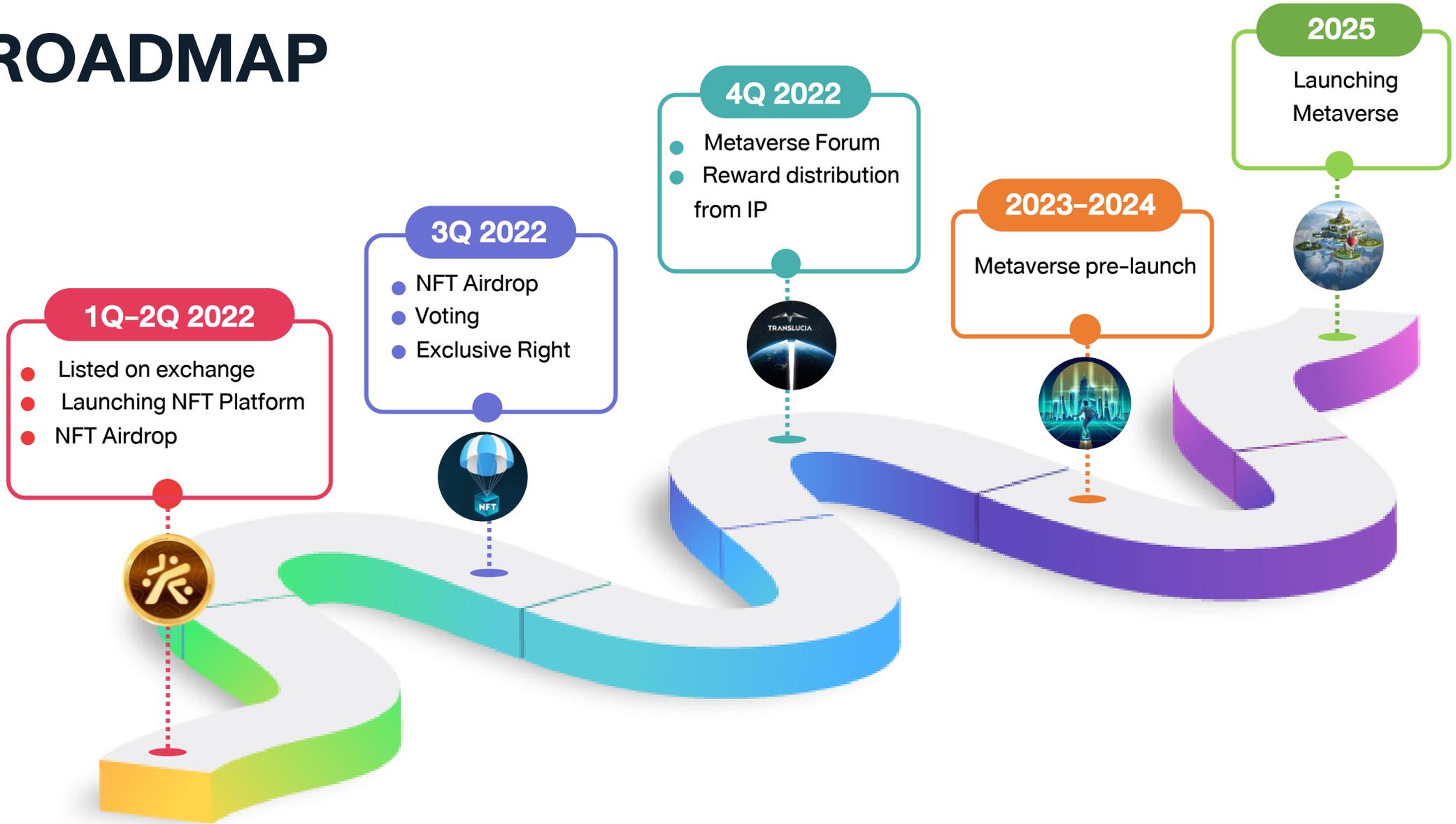
TOKEN DISTRIBUTION



Tokens will be allocated to participants as follows:

- 10% for private placement
- 18% for institutional investors
- 2% for airdrop and whitelist
- 50% for the general public
- 10% for founders
- 10% for reserve

ROADMAP



MANAGEMENT TEAM

MANAGEMENT TEAM



DR. JWANWAT “TAN” AHRIYAVRAROMP CEO & Founder T&B Media Global

Mr. Jwanwat Ahriyavraromp, or Dr. Tan, is a Thai entrepreneur whose entertainment companies are developing content, services and technologies that will entertain generations to come. His companies focus on the ability to vibrate happiness to audiences in whatever medium entertains them. Dr. Tan, the man behind Sheldon's success, holds a doctoral degree in Finance and Economics with several academic awards.

Following his doctoral graduation, he became Managing Director at Shellhut Co., Ltd., a shellcraft manufacturing and exporting company located in Bangkok, Thailand. The family-led company was established in 2000 to build on their shared passion for the sea and the creatures that live in and around it.

From the starting point of working at Shellhut, Dr. Tan decided that he wanted to do something out of the ordinary to encourage interest in sealife. He came up with the concept of animation involving seashells. It took years of research and development before he was satisfied that what he had was different and special enough to build into a world of seashell animation and cartoons.

Dr. Tan received a doctoral degree in Finance and Economics from Cleveland State University, a MBA from West Texas A&M University, and a BS from Thammasat University in Thailand.

MANAGEMENT TEAM



PANNATHORN LORATTAWUT

Chief Business Development Officer T&B Media Global

Ms. Lorattawut joined T&B Media Global in 2019 as Chief Business Development Officer. She has been in the financial services industry for over 19 years, and now oversees the group's investments, and strategy and business development.

Ms. Lorattawut was Senior Vice President at Meketa Investment Group, a full-service investment consulting and advisory firm with over \$1.4 trillion in assets under advisement in the U.S. Prior to joining Meketa, Ms. Lorattawut was a Consultant at Disabato Advisers in Chicago. She was a Senior Investment Consultant and Research Analyst for large institutional investment portfolios, with global investment experience across asset classes for government, corporate, and not-for-profit investment funds.

Prior to Meketa and Disabato, Ms. Lorattawut was a Graduate Research Assistant for the Scholl Professor of Finance at DePaul University in Chicago. She began her career as an Auditor for PricewaterhouseCoopers.

Ms. Lorattawut received a MBA from DePaul University and a BS with first-class honors, earning the Gold Medal Prize for an accounting major in the King's Scholarship Program from Thammasat University in Thailand. She is a Chartered Financial Analyst, a member of the CFA Institute and CFA Society of Chicago, and a Certified Public Accountant (Thailand).

MANAGEMENT TEAM



ATHID NANTHAWAROON

Director & CEO Tree Roots Entertainment Group

Mr. Athid Nanthawaroon is a Director and CEO of Tree Roots Entertainment Group since 2020. The company is a joint venture between MQDC, Thailand's property developer and T&B Media Global (Thailand), an IP management and entertainment investment company. His firm aims to create an ecosystem that bridges the real estate with entertainment through breakthrough digital platform solutions to revolutionize the growth of B2B and B2C markets. He also sees a clear opportunity to build a strong technological ecosystem which will link and enhance the property development business, innovative entertainment platform and gaming world together.

Since 2014, Mr. Nanthawaroon has also served as Senior Vice President in the Corporate Financing Department at DTGO Group of Companies. Established in 1993, DTGO's mission is to operate ethically, and integrate social contribution with business success. Its largest investment portfolio is property development under MQDC group. MQDC's projects range from condominiums to mixed-use and theme developments with over USD 5 billion in assets.

Specializing in business analysis and investment, Mr. Nanthawaroon has over 15 years of experience in various industries both in Thailand and abroad. He has led the strategic planning, investments, and fundraising for the group. He graduated with a Bachelor's degree in Finance from Kasetsart University and a Master's degree in Commerce and Accountancy from Thammasat University in Thailand.

THANK YOU

APPENDIX

LEGEND OF THE TWO HEROES

Genre – Action

Production Budget – USD 15 million

Highlight - “The first time ever that two well-known gods fight together with top-notch action scenes, visual art, and music.”

Hanuman and Monkey King (Son Wukong) are two of the most well-known gods throughout Asia, each of a high caliber in their own story. Legends of the Two Heroes originates from the idea of these great, powerful gods and is considered the first animated film that puts Hanuman and Monkey King in the same film.

Top-notch action scenes, storyline & music - T&B brought in Herman Yau as director of the movie. He is known for action scenes; the final fight scene in his recent movie, Ip Man, has received a lot of positive comments and, as Hong Kong film critic Sek Kei commented, “it has a good mix of culture, martial arts, nostalgia and realism”. Legends of the Two Heroes’ fight scenes will imitate the actual fight scenes by a stuntman directed by Herman Yau then translate them into a 3D animation. Moreover, T&B recruited Robert Lence to be a writer for this movie; Mr. Lence has more than 28 years of experience in the animation industry. Some of his previous works include Toy Story, Beauty and the Beast, and Shrek.

The music for this movie is composed by the City of Prague Philharmonic Orchestra with 80 musical instruments.

Potential to reach out to China and international markets - Lix Entertainment co-invests with T&B in this project. They are a one-stop service for animation production and a distributor for this film. Lix Entertainment has connections with one of the leading distributors in entertainment industry in China. Lix Entertainment’s networks can make the distribution of Legends of the Two Heroes nationwide in China and potentially reach out to the international market.

Additional revenue from adjacent business - Based on the strong storyline and distinguished character design, Legends of the Two Heroes can strongly expand into the licensing and merchandizing business by leveraging T&B China’s subsidiary Underverse (a designer toy company). By partnering with our affiliate companies, True Axion, or another potential partners, we plan to create games with this story.

Similar movies have earned box office revenue of 9.5x to 37x the production budget.



LOOKING FOR GODS

Genre – Action, Drama, Adventure, Comedy

Production Budget – USD 16 million

Highlight – “A movie that has Chinese R&D, Chinese development, and Chinese production to ensure that this movie will be suitable for the Chinese audience and create another phenomenon comparable to the success of Ne Zha.”

T&B China allocates resources to their R&D center led by Kenji Xiao, Director of Wuzhen International Future Visual Arts Project, who has extensive experience and understanding of the Chinese market. The story and structure of Looking for Gods will be based on six keys dimensions that contribute to the success of movies in China including Content, Social, Emotion, Cognition, Aesthetic, and Sensing. One of the selected movies for the key success factor analysis was The Wandering Earth, which achieved global box office revenue of USD 700M.

The Wandering Earth achieved 3 out of 6 dimensions as follows:

	Sensing	Cognition	Social
The Wandering Earth	Achieved true-to-life visual effects.	Became the first Chinese film that exceeded audience expectations	Some of the lines and plot has been circulated by the audience on social media platforms in China

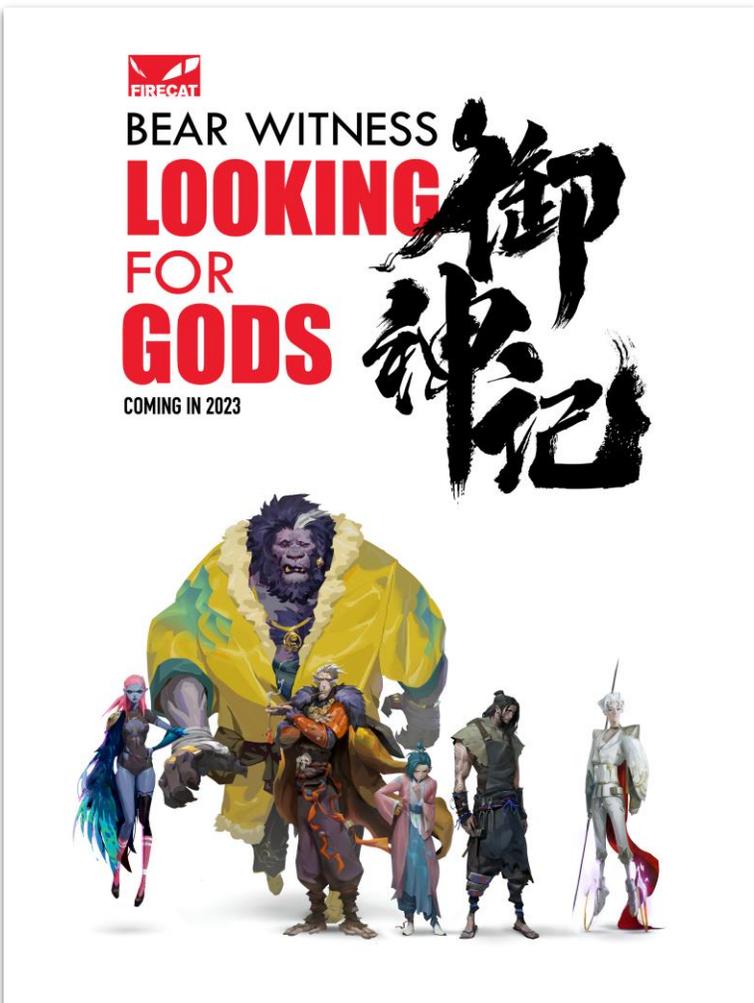
While Looking for Gods is trying to achieve another 3 dimension as follows:

	Aesthetics	Emotion	Social
Looking for Gods	Combines 2.5D with aesthetic suitable for Chinese to create a new experience	Benchmarked to Ne Zha, Looking for Gods focuses on the thought of anti-superseding of Chinese young people	Taking the “combat” between “celebrities” and “real stars”, Looking for Gods is trying to create a social conversation

Well-rounded and experienced writer team – In the writer team, Tom Fu has extensive experience in editing and creating dialogue for very successful movies which were distributed in China, such as The Avengers, Avengers: Age of Ultron, Avengers: Infinity War, and Avengers: Endgame. Moreover, Peng Kexin has great experience in screenplay writing for a very well-known animated TV series that was later spun off into an animated film.

State-of-the-art production team – Ideomotor and Base FX are behind the success of The Wandering Earth; they contributed to the production design and concept of the movie. Looking for Gods assigned them as Production Designer to ensure that the art concept and aesthetic of the story are top notch, comparable and exceed The Wandering Earth’s standard. For a production team, we bring in Paper Plane Studio, which specializes in 2.5D production with a track record of producing League of Legends, since the concept of the movie is to have a unique 2.5D visual for the Chinese market.

Similar movies have earned box office revenue of 9.5x to 37x of the production budget.





NEW LEGEND

Genre – Action, Adventure

Production Budget – USD 16 million

Highlight – “Asian version of Marvel Cinematic Universe with a well-rounded director and production team.”

Strong plot and potential sequel – New Legends’ idea is originated from an aspiration of creating an Asian superhero movie universe similar to the Marvel Cinematic Universe. The story will use a well-known character, Monkey King, combined with 12 zodiac signs represented by an animal to drive the story. New Legends has a huge potential to create a sequel based on China’s mythical gods; currently China has over 300,000 known gods. T&B can select a character from the pool and redesign it, then create a sequel to New Legends. In addition, in the long run T&B will make a sequel that connects New Legends with other movies in a pipeline.

Successful director – Currently, we are engaging Jin Da Yong (Kin) for the pitch package. He is known for directing a successful movie. His recent movie Monkey King: Hero is Back created a phenomenon in China and was able to achieve global box office revenue of USD 153 million.

Proven track record from the production team – October Media’s team is considered one of the earliest 3D animation production companies and one of the top-tier production teams in China. Their track record includes Monkey King: Hero is Back, which achieved a global box office of USD 153M, The Great Wall, which achieved a global box office of USD 335M, Ne Zha, which achieved a global box office of USD 742.5M, and an Emmy award in 2010 for special effects work.

Spin-off opportunity to gain additional revenue – New Legends’ characters and other characters from a sequel will be expanded to other lines of business by leveraging T&B’s affiliated companies and partners such as Underverse. We intend to integrate the characters and the story with a theme park and online and offline games.

Similar movies have earned box office revenue of 9.5x to 37x the production budget.



THE FORESTIAS

Genre – Action, Adventure

Production Budget – USD 20 million

Highlight – “A movie with a world-class director and writer team to create The Forestias’ universe with huge potential to spin off to related business”

Accumulate potential audiences – Commercials for The Forestias Real Estate Project - The Forestias has released 4 teasers since 2017 to tell the story of one family from one generation to another. The first teaser told the story about one couple living in the city, and both of them became grandparents in the fourth teaser. The conclusion of this family journey will be in The Forestias movie. Since the release, the short clip achieved more than 5 million views online. The result emphasizes the anticipation from the audience regarding the final conclusion of a family in the movie.

Top-notch writer team - The writer team has over 56 years of experience combined with legacy animation films such as Lion King and Tarzan. They are also members of The Writers Guild of America. In addition, the writers are known for creating a structure and the description of the world in animation films.

Raising an environmental awareness - The movie is focusing on “life on land”, one of the sustainability development goals by UN.

We aim to promote an awareness of the ecosystem and the importance of the forest.

Seamless transition from word to visual - Bob Tzudiker & Noni White were creating a universe in The Forestias with words. We will use one of the leading production companies to transform the world from a written form into a visual.

Synergy with affiliated company’s business - The movie will create a linkage to the real estate project of MQDC. The real estate project is focusing on an integration of safety, environment, family, and love. The real estate project will consist of the residential area, hotel, hospital, elderly care, and theme park, with more than 50% of the project covered by wood and trees. The art concept and characters in the movie will be used in the overall concept of the real estate project, where it requires recreation facilities. The Forestias movie generate additional revenue from selling its IP rights and expanding into L&M business. The Forestias movie will also create an interactive AR game similar to Pokemon Go that integrates the game with the actual place in a real estate project.

Similar movies have earned box office revenue of 4.6x to 8.1x the production budget.



BLUE CITY

Genre – Sci-fi, Adventure, Action, Comedy

Production Budget – USD 15 million

Highlight - “An environmentally friendly animated film with a world-class universe creator and huge revenue potential from synergy with our affiliated company’s projects”

State-of-the-art universe creator - Blue City requires the city in the movie to be architecturally feasible while still containing animated film aspects. We will connect the animated world to the real world for this ocean city.

Award-winning writer team and well-known directors - The writer won an Academy Award, which can guarantee the quality of the script. The director has done extensive animation work in the last decade; his track record consists of well-known films and animated films, including Teenage Mutant Ninja Turtles and My Little Pony: The Movie. With an environmentally friendly theme, this movie fits well with the writer and director.

Award-winning production team - The production team produced and developed “Book of Life”, the animated film that received several nominations including Best Animated Feature Nominations from the Golden Globe’s and Critics’ Choice Awards.

Raising an environmental awareness - The movie is focusing on “life below water”, one of the sustainability development goals by UN. We aim to create an awareness of the importance of the water and their ecosystem.

Synergy with affiliated company’s business - The movie will create a linkage to the real estate project of MQDC. The real estate project is focusing on an integration of safety, environment, family, and love. MQDC is planning to create a real estate project based on the concept of this movie, called the Blue City project. Moreover, imitating the movie in the real world can attract an audience who watches the movies to visit the actual place and create a tourist spot.

Blue City can leverage its IP to expand into the L&M business. It will also create an interactive AR game like Pokemon Go that integrates the game with the actual place in the Blue City territory.

Similar movies have earned box office revenue of 4.6x to 8.1x the production budget.



FRIENDZSPACE

Genre – Action, Adventure, Comedy

Production Budget – USD 9.2 million

Highlight – “L&M business driven by animated TV series with world-class team ranging from director, production studio, distributor, and toy manufacturers’ partners.”

Director, writer, and music composer have extensive experience in kids’ shows – Director has hands-on experience in kids’ shows. Production and music composer of *FriendZspace* has a good track record of producing TV series. The post-production Company “Bang Zoom” has won two Emmy awards for the series “Lost in Oz”. With these experiences combined, *FriendZspace* is expected to be a successful TV series globally.

Top-class distributor with high percentage of pre-sale track record – Studio 100 is one of the largest family-owned entertainment companies based in Europe; this helps reinforce the network and capabilities to distribute *FriendZspace* worldwide. They plan to target USA, Canada, UK, Spain, France, and Germany. Studio 100 has a high percentage of pre-sale animated TV series as it can sell the series to the broadcaster before the series ends and be able to match the producer with the toy manufacturers to produce L&M related to the series.

We will also engage SVOD platforms to distribute FriendZspace globally, such as Disney, Discovery Kids, and Netflix.

Potential to gain additional revenue from L&M – FriendZspace is not just a series, as the original intent is to sell L&M products related to series. As a result, the character design that appears in each episode can be mass produced. T&B has engaged several leading toy manufacturing companies such as Spinmaster – a Canadian global toy and entertainment company marketing consumer products for children, Jazzware – a leading toy company that holds many well-known licenses such as Marvel and Blackpink, and Mattel – an American multinational toy manufacturing company founded in 1945.

Official agreement signed – FriendZspace already signed an agreement with ABC; an Australian broadcast company and Discovery Kids (Latin American)