The Internet is changing…
We're helping lead that change

Socialize®

The world's first Web3 ecosystem

Executive Summary

Socialize®

A web3 Company

Through a unique approach to Data collection, and Data use, DT Socialize offers individuals and businesses interoperable products across FinTech and Social Network platforms leveraging the innovative Web3 technologies. As a group, DT Socialize utilizes Digital ID Technology as a single, powerful connection point between Business Lines, Customer Experience, Overall Ecosystem, and Data Collection/Use/Control
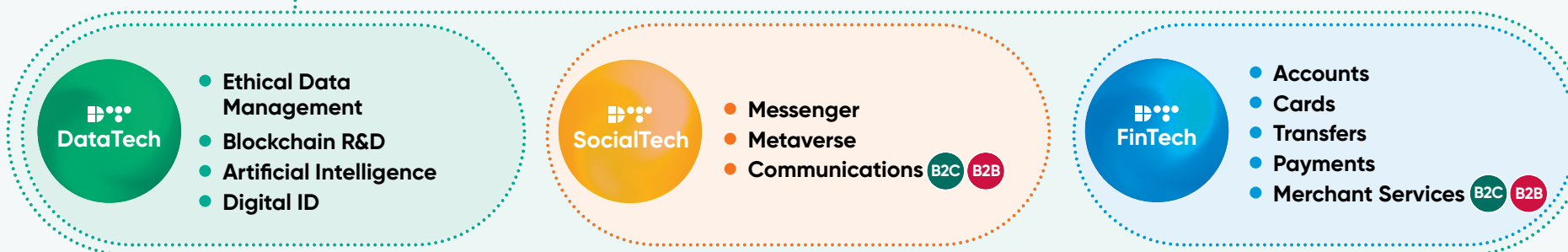
Key Facts

- **Launched** in 2020
- **700,000** members across the globe and mostly based in Europe
- **+162%** Turnover CAGR 2020-2022e
- **Cash flow** positive and self-funded since the launch in 2020
- **Membership** growth is accelerating and approaching 1 million members at the end of 2022 as new products, services, and markets are added
- **Loyalty** from members is high and churn is low
- **Merchants, banks,** and other service providers link to DT Socialize using an API, making implementation fast and low cost

Business Lines

DATA is the connection point to all **DT SocialTech** and **DT FinTech** Businesses and Opportunities

DataTech
- Ethical Data Management
- Blockchain R&D
- Artificial Intelligence
- Digital ID

SocialTech
- Messenger
- Metaverse
- Communications B2C B2B

FinTech
- Accounts
- Cards
- Transfers
- Payments
- Merchant Services B2C B2B

Moving towards B2B Solutions

Building on its B2C experience, DT Socialize is significantly expanding its revenue base – **Strategic growth areas are:**

B2B Solutions: by integrating product offers in single platforms that are web3 consistent and will bring access to cutting-edge technologies to all market participants, focusing in niche areas for small and medium-size companies and their clients

Geographical Expansion: through licensing in new services and new geographies (Gulf, South America, Europe, Central Asia)

Continued Innovation: of new products and services for both B2C and B2B organizations

Vision/Mission/Strategy
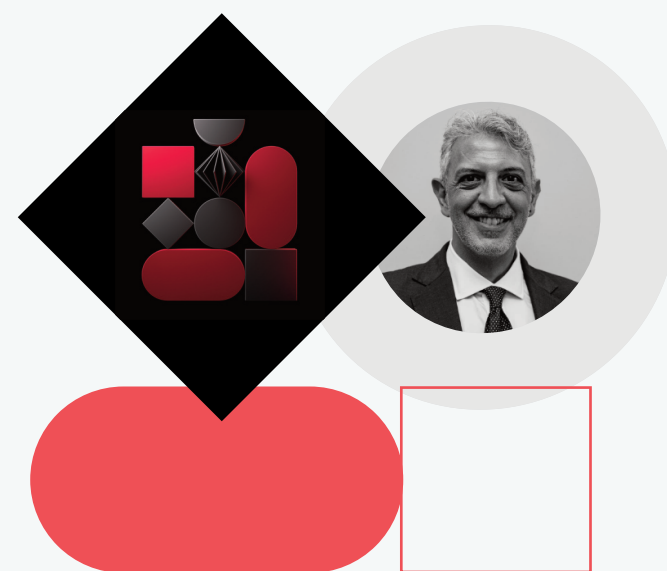
Our vision for DT Socialize is to disrupt the current digital landscape – by building the world's first Web3 ecosystem – empowering individuals and businesses with total ownership and freedom over how they use their data

Daniele Marinelli –
Founder and Chairman

Our mission is to build an innovative and unique digital infrastructure – allowing individuals, businesses and service providers to capitalize on the opportunities our digital web3 ecosystem creates

Our strategy is to provide a seamless ecosystem – building apps and technology for DT Socialize's three business lines of: **DataTech**, **SocialTech** and **FinTech**

Business Lines: Summary

Socialize®

Our Business Lines currently consist of a several companies – incorporated into three core business lines:
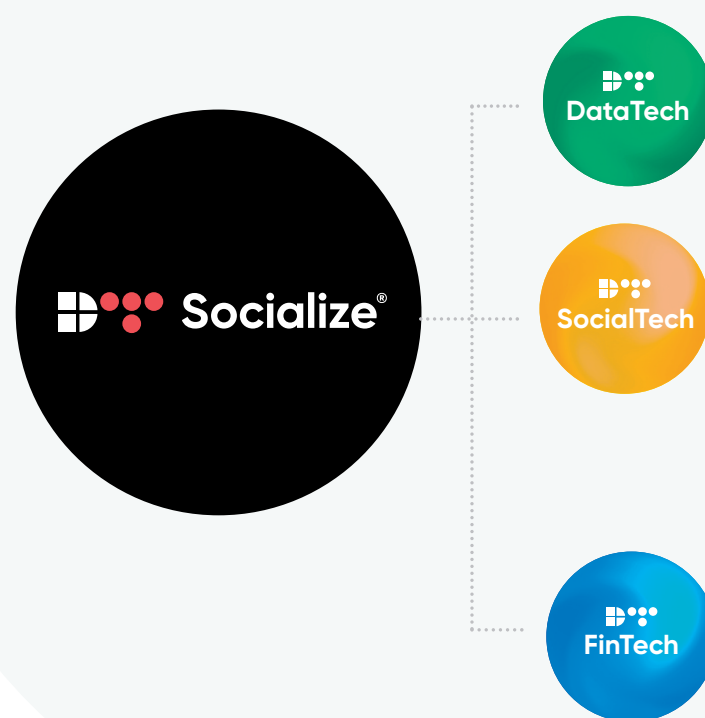
DataTech

DT's Digital connectivity unit between customers, the entire ecosystem and DT's unique approach to Data, including our own AI & R&D Unit for B2C and B2B Data Products

SocialTech

Proprietary retail B2C products: for own community of users: cryptography-secured, and fully-centralized Messenger App, UMetaWorld (designed as a replica of the real world), hardware through exclusive partners, VPN, and

B2B Products for other businesses: 'UMetafy' product for adding 'meta' experiences to ecommerce and service providers for new customer experience, bundled services

FinTech

Proprietary retail B2C products: exclusive use by own community of users: account management and payment services, and

B2B Products for other businesses: card services, account management, merchant acquisition, and investment management

Business Lines: B2C/B2B Opportunities

Socialize®

DataTech

R&D

DT's Digital connectivity unit between customers, the entire ecosystem and DT's unique approach to Data, including our own AI & R&D Unit for B2C and B2B Data Products
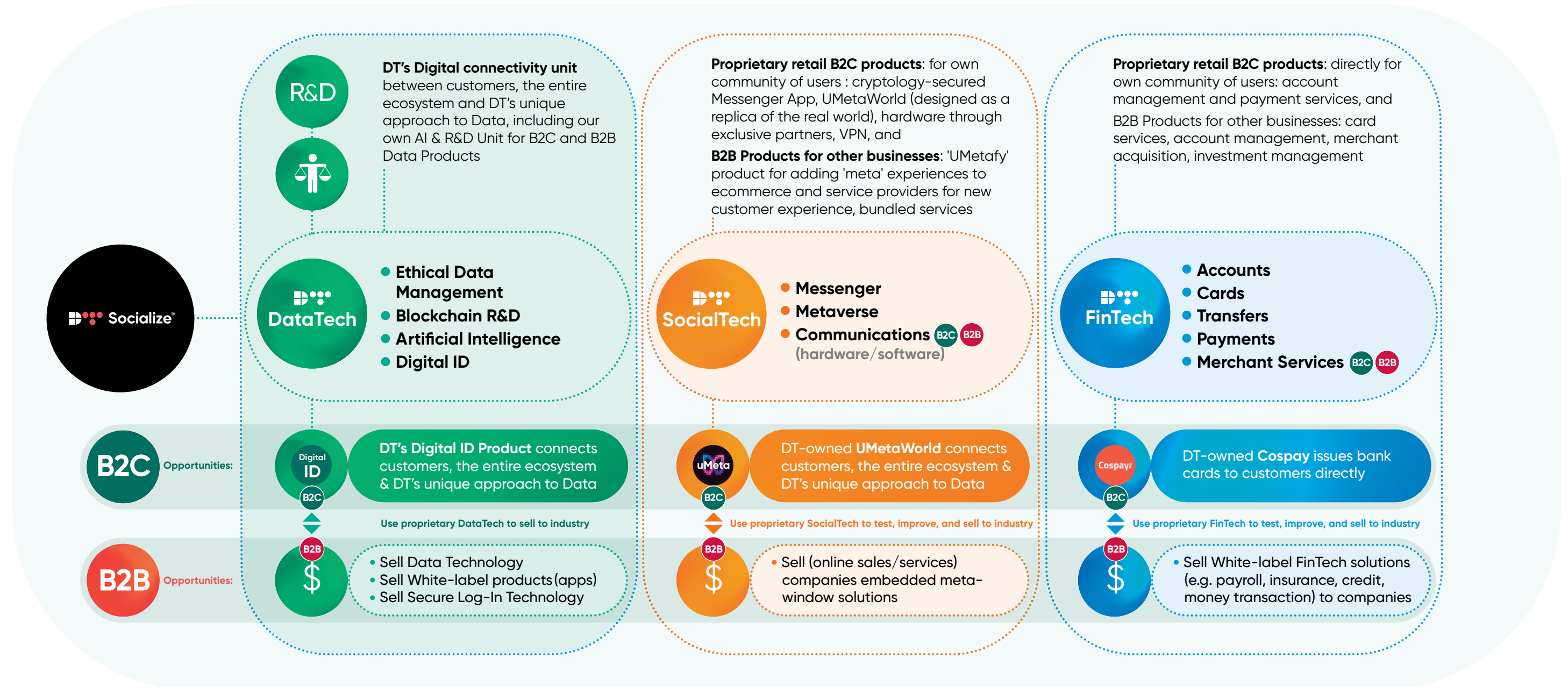
DataTech
- Ethical Data Management
- Blockchain R&D
- Artificial Intelligence
- Digital ID

SocialTech

Proprietary retail B2C products: for own community of users : cryptology-secured Messenger App, UMetaWorld (designed as a replica of the real world), hardware through exclusive partners, VPN, and

B2B Products for other businesses: 'UMetafy' product for adding 'meta' experiences to ecommerce and service providers for new customer experience, bundled services

SocialTech
- Messenger
- Metaverse
- Communications B2C B2B
  (hardware/software)

FinTech

Proprietary retail B2C products: directly for own community of users: account management and payment services, and

B2B Products for other businesses: card services, account management, merchant acquisition, investment management

FinTech
- Accounts
- Cards
- Transfers
- Payments
- Merchant Services B2C B2B

B2C Opportunities:

Digital ID — **B2C**
DT's Digital ID Product connects customers, the entire ecosystem & DT's unique approach to Data

Use proprietary DataTech to sell to industry

uMeta — **B2C**
DT-owned **UMetaWorld** connects customers, the entire ecosystem & DT's unique approach to Data

Use proprietary SocialTech to test, improve, and sell to industry

Cospay — **B2C**
DT-owned **Cospay** issues bank cards to customers directly

Use proprietary FinTech to test, improve, and sell to industry

B2B Opportunities:

$ — **B2B**
- Sell Data Technology
- Sell White-label products (apps)
- Sell Secure Log-In Technology

$ — **B2B**
- Sell (online sales/services) companies embedded meta-window solutions

$ — **B2B**
- Sell White-label FinTech solutions (e.g. payroll, insurance, credit, money transaction) to companies

Business Line: DataTech

• Overview

DataTech

DT DataTech is responsible for managing the data circle, including collection, organizing, enhancing the data value and data monetization and rewards sharing strategy. The Group also acts as in-house R&D developing blockchain and AI solutions for own **B2C** products but also for **B2B** markets

Data is collected from customers willing to share – in exchange they receive monetization rewards

An AI tool is being developed that will further enhance the data value by adding behavioral characteristics to data – and making it 'real time'

DT will monetize data as B2B providing access to businesses to data they really need – in terms of geography and target profile

DT DataTech's Digital ID product uniquely creates a digital persona of an individual – capturing vital core information, digitizing it in the form of NFTs

An enhanced version of **Digital ID** would also capture a person's image as an avatar (NFT), for use in meta applications. The approach to ID as digital persona is consistent with the approach to uMeta – which is digital copy of the real world

Digital ID will eventually become a connecting point for all products and services in the **DT Ecosystem** centralizing data – ensuring top-quality consumer data

The DT Group will market products such as job- or function-specific AI-powered personas for sales and customer support, other AI services, plus specific blockchain solutions

• Solutions, Services, and the **B2C** to **B2B** Model
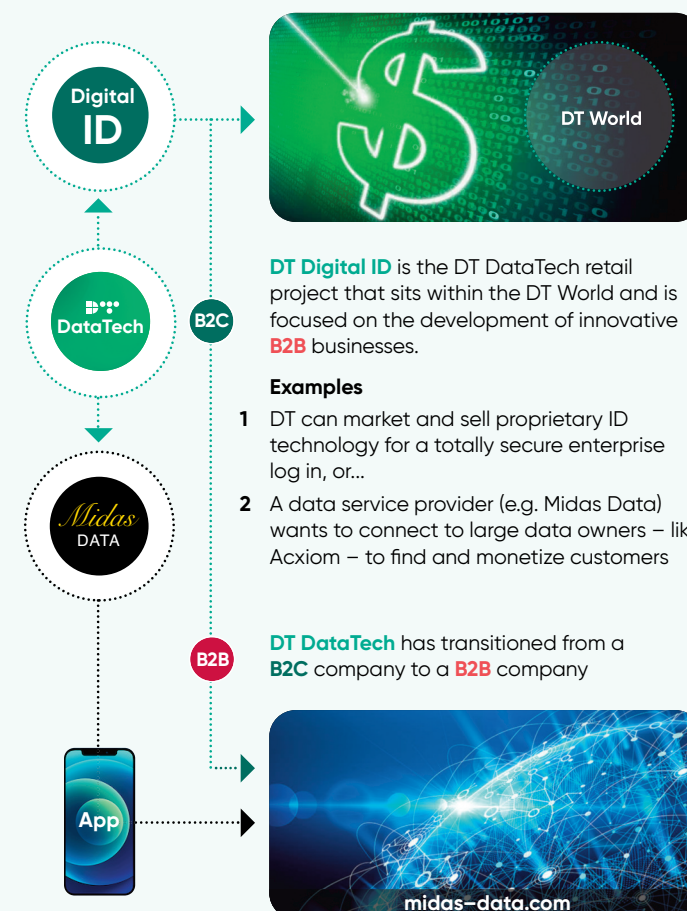
B2C DataTech Solutions

- **Neural ID:** digital identity solution powered by NFT technology, created as a digital persona – copy of a real person, with all attributes
- **AI :** personal voice assistant, smart avatars, e-learning

B2B DataTech Solutions
Through White-labeling:

- **High Value Consumer Data :** customized access to high quality consumer data, distributed by geographies, enhanced with behavioral data powered by AI engine
- **Blockchain-as-a-Service :** development of blockchains, cryptocurrencies, wallets, and smart contracts
- **AI-as-a-Service :** usage-specific neural networks, intelligent avatars with specific knowledge base for interaction with customers, sales and customer support
- **Digital ID product :** for scalable enterprise solutions (log in, cybersecurity, etc)

B2C B2B The DT DataTech B2C/B2B Model

Digital ID → DT World

DataTech **B2C**

Midas DATA

App

DT Digital ID is the DT DataTech retail project that sits within the DT World and is focused on the development of innovative **B2B** businesses.

Examples
1. DT can market and sell proprietary ID technology for a totally secure enterprise log in, or...
2. A data service provider (e.g. Midas Data) wants to connect to large data owners – like Acxiom – to find and monetize customers

B2B **DT DataTech** has transitioned from a **B2C** company to a **B2B** company

midas-data.com

Business Line: SocialTech

• Overview

![SocialTech logo]

DT SocialTech offers a unique line up of communication and networking tools to individuals **B2C** and businesses **B2B** that are accessible, affordable, transparent, and seamless through a single client onboarding platform

The DT SocialTech business strategy will allow for exploring further business relations with its clients through DT FinTech and DT DataTech – thus significantly enhancing the revenue at the DT Socialize Holding level. Over time, this will include:

- Capabilities to carry out financial and money transactions through a messenger App (UUP)
- Transact and socialize in the DT's Meta (UMeta)
- Benefit by earning utility tokens for rebate schemes, discounts, loyalty programs
- Receive monetary benefits when agreed to share your personal data

• Solutions, Services, and the **B2C** to **B2B** Model
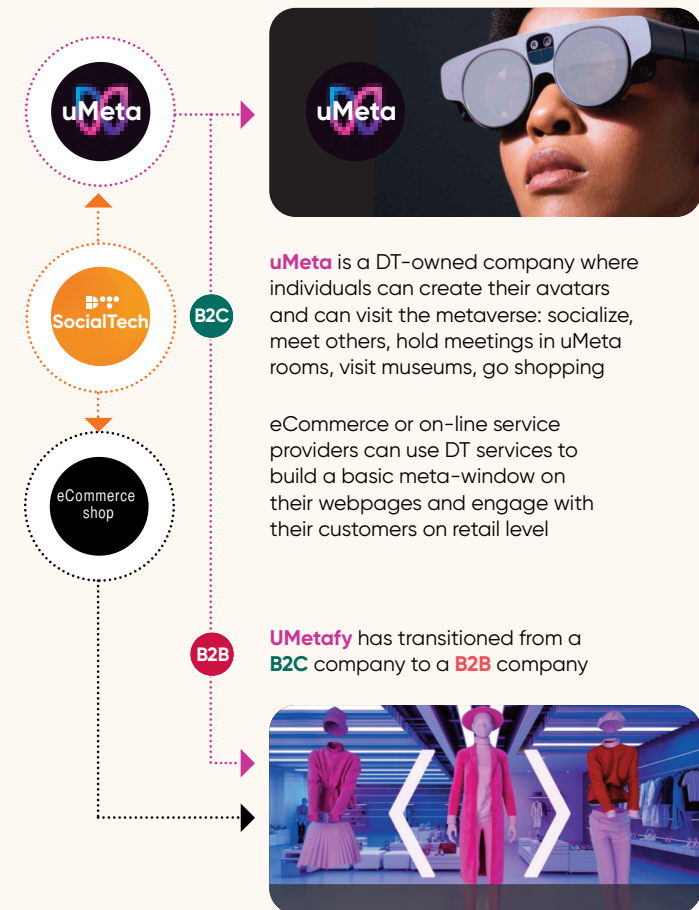
B2C SocialTech Solutions

- **Meta:** own metaverse experience, uMeta, as a unique approach to meta, is created as digital copy of the real physical world (for example, a specific city), where people can socialize or commerce
- **Messenger App:** encrypted and anonymous, fully decentralized, available in App Store and Google Play
- **VPN Services:** powered by encrypted servers located globally, NovaVPN hides your IP address from third parties, protecting your identity even with public or shared Wi-Fi, and safeguarding your data
- **Blockchain Phones:** high-performance Android phones with blockchain-powered data security

B2B SocialTech Solutions

Through EMD and White-labeling :

- **Metaverse:** simple metaverse solutions for businesses to benefit from meta-transition for online commerce, UMetafy
- **Secure Communication:** single offer for businesses containing communication tools, VPN connectivity, and secure office-based cloud solution for data backup and storage

B2C **B2B** The DT SocialTech B2C/B2B Model

![Diagram showing uMeta, SocialTech, eCommerce shop flow with B2C and B2B connections]

uMeta is a DT-owned company where individuals can create their avatars and can visit the metaverse: socialize, meet others, hold meetings in uMeta rooms, visit museums, go shopping

eCommerce or on-line service providers can use DT services to build a basic meta-window on their webpages and engage with their customers on retail level

UMetafy has transitioned from a **B2C** company to a **B2B** company

Business Line: FinTech

FinTech

• Overview

DT FinTech **offers a full line up of financial services to individuals** **B2C** **and businesses** **B2B** **that are accessible, affordable, transparent, and seamless – through a single client onboarding platform**

DT FinTech is providing its services through licensed Electronic Money Institutions in UK & Canada and third-party services providers in Europe/N. America

DT FinTech has pending license applications from several jurisdictions to expand the service and business geography. It is providing services backed by partnership agreements with Mastercard, Visa, Union Pay, Clean Junction Bank, Prime Bank, SWIFT, SEPA

DT FinTech will maintain a balanced portfolio of low and high-risk clients while ensuring full consistency with fiduciary and regulatory requirements

The DT FinTech business strategy will allow for exploring further business relations with its clients through DT SocialTech and DT DataTech – thus significantly enhancing the revenue at the **DT Socialize Holding** level. Over time, this will include:

- Capabilities to carry out financial and money transactions through DT's proprietary messenger App (UUP)
- Transact and socialize in the DT's Metaverse (UMetaWorld)
- Integrate crypto payments and investments in financial services

• Solutions, Services, and the **B2C** to **B2B** Model
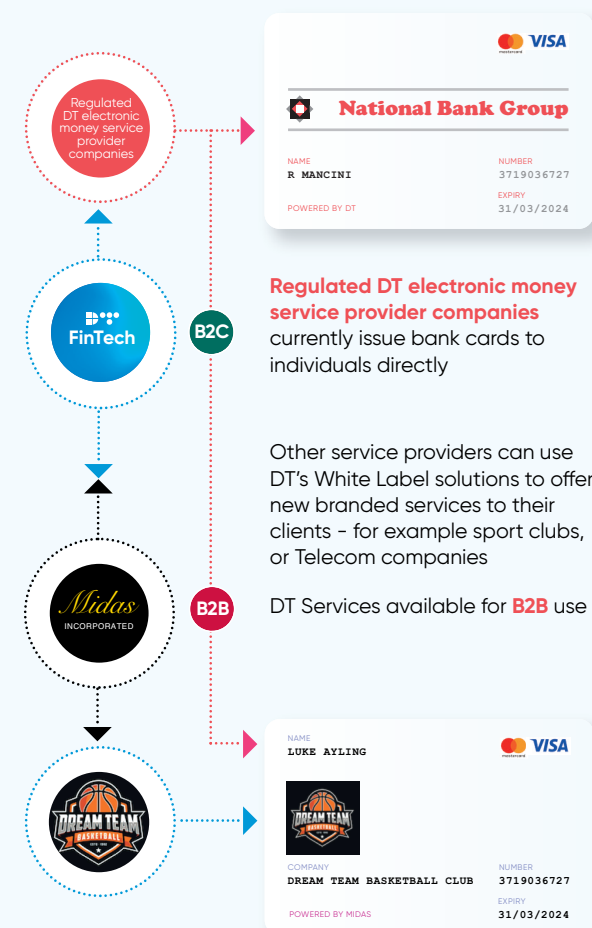
B2C FinTech Solutions

- **Asset Management :** Investing in Crypto Trading through a Trust; Wallet Services; Special Alternative Impact Investments opportunities
- **DT Retail :** Comprehensive Business Solutions for Retailers with Smart POS Systems provided by an exclusive partner with Integrated Accounting, Tax reporting, and marketplace integration and DT Merchant Acquiring
- **DT Suite :** Corporate cards, payments, account services to small and medium size companies for improved financial management and stronger corporate identity

B2B FinTech Solutions

Through EMD and White-labeling :

- **Issuance :** Card Issuance, Crypto Integration
- **Acquiring :** Merchant Acquiring through Mastercard, Visa, and Union Pay
- **Payments :** IBAN Accounts, SEPA payments, SWIFT payments (coming)
- **Asset Management :** Integrated asset management and financial software to brokers and personal wealth managers through white-labeling

B2C **B2B** The DT FinTech B2C/B2B Model

Regulated DT electronic money service provider companies

FinTech **B2C**

Midas INCORPORATED **B2B**

DREAM TEAM BASKETBALL

VISA
National Bank Group
NAME R MANCINI
NUMBER 3719036727
POWERED BY DT
EXPIRY 31/03/2024

Regulated DT electronic money service provider companies currently issue bank cards to individuals directly

Other service providers can use DT's White Label solutions to offer new branded services to their clients - for example sport clubs, or Telecom companies

DT Services available for **B2B** use

VISA
NAME LUKE AYLING
DREAM TEAM
COMPANY DREAM TEAM BASKETBALL CLUB
NUMBER 3719036727
POWERED BY MIDAS
EXPIRY 31/03/2024

Technology's Addressable Market
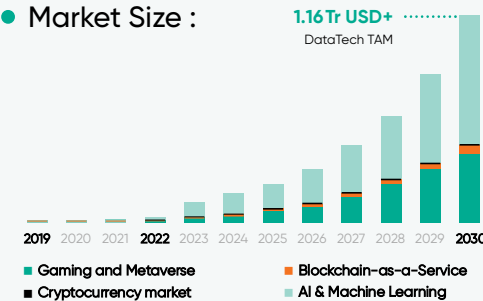
Socialize®

DT Socialize's target segments are forecasted to surpass :

$2.2 Tr
by 2030

DT DataTech

- **Total Addressable Mkt.** (until 2030)
  1.16 Tr USD+

- **Data Monetization**
  CAGR
  22.5%
  to 2026
  to 7.3 Bn USD

- **Blockchain-as-a-Service**
  CAGR
  39.5%
  to 2027
  to 24.94 Bn USD

- **AI & Machine Learning**
  CAGR
  39.7%
  to 2026
  to 309.6 Bn USD

- **Digital ID Solutions**
  CAGR
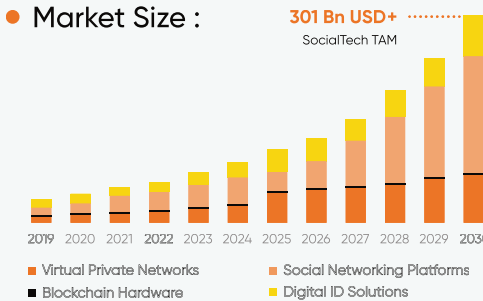 **16.2%**
  to 2026
  to 49.5 Bn USD

- **Market Size :**

  1.16 Tr USD+
  DataTech TAM

  2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

  - Gaming and Metaverse
  - Blockchain-as-a-Service
  - Cryptocurrency market
  - AI & Machine Learning

DT SocialTech

- **Total Addressable Mkt.** (until 2030)
  301 Bn USD+

- **Gaming & Metaverse**
  CAGR
  39.1%
  to 2030
  to 824.5 Bn USD

- **Virtual Private Networks**
  CAGR
  14.7%
  to 2027
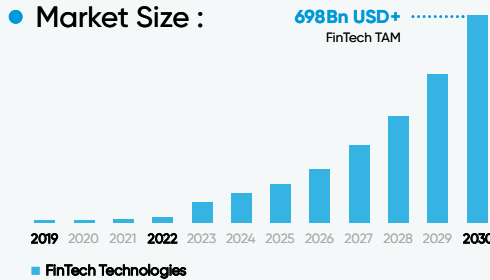 to 75.6 Bn USD

- **Social Network Platforms**
  CAGR
  23.4%
  to 2028
  to 173.2 Bn USD

- **Blockchain Platforms**
  CAGR
  38.5%
  to 2026
  to 2.3 Bn USD

- **Market Size :**

  301 Bn USD+
  SocialTech TAM

  2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

  - Virtual Private Networks
  - Social Networking Platforms
  - Blockchain Hardware
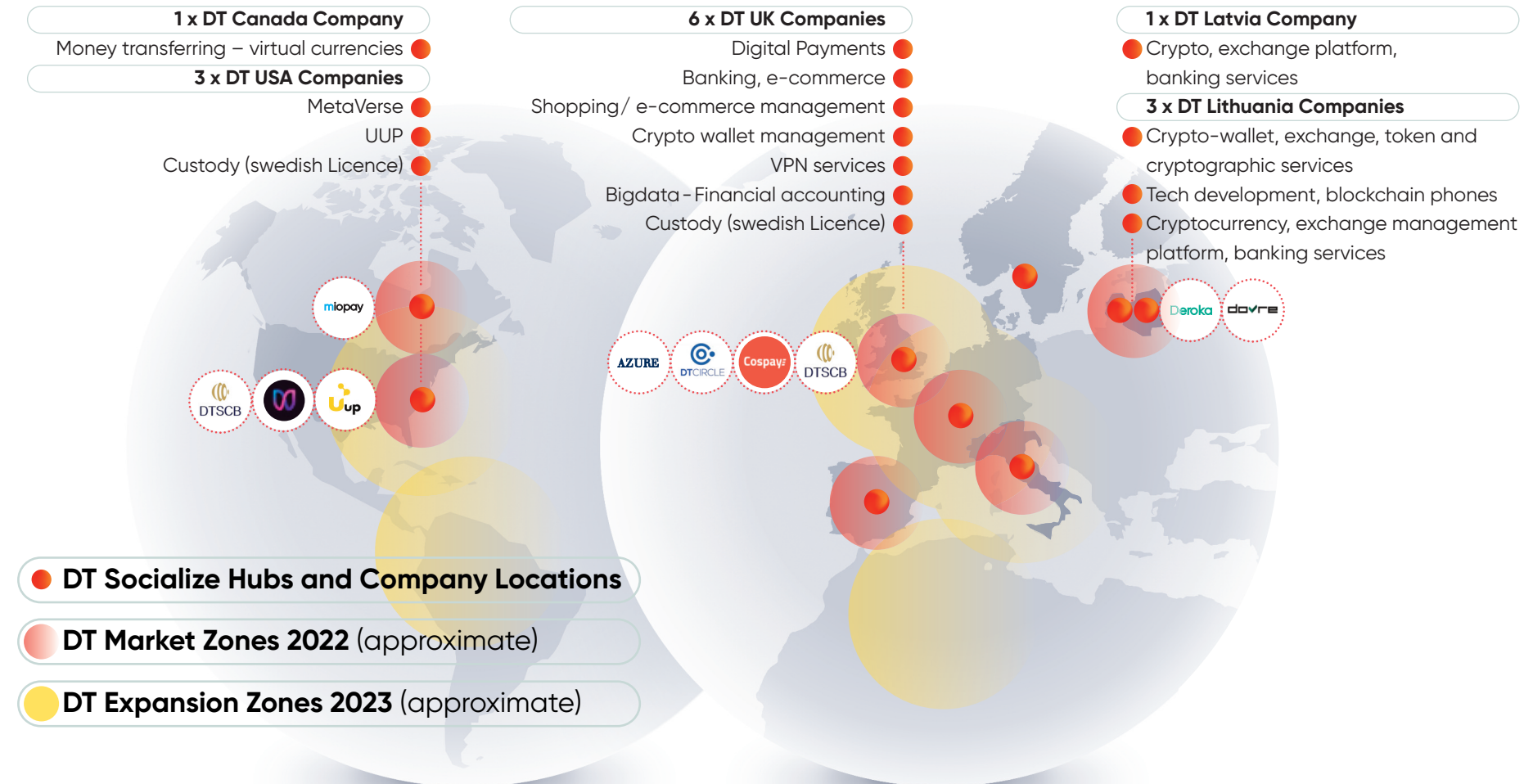 - Digital ID Solutions

DT FinTech

- **Total Addressable Mkt.** (until 2030)
  698 Bn USD+

- Banking-as-a-Service
- Retail Banking
- Business Banking
- Payments & Processing
- Wealth Management

- **Market Size :**

  698Bn USD+
  FinTech TAM

  2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

  - FinTech Technologies

Geographical Focus

DT Socialize is present across multiple segments and geographies

1 x DT Canada Company
Money transferring – virtual currencies ●

3 x DT USA Companies
MetaVerse ●
UUP ●
Custody (swedish Licence) ●

6 x DT UK Companies
Digital Payments ●
Banking, e-commerce ●
Shopping/ e-commerce management ●
Crypto wallet management ●
VPN services ●
Bigdata - Financial accounting ●
Custody (swedish Licence) ●

1 x DT Latvia Company
● Crypto, exchange platform, banking services

3 x DT Lithuania Companies
● Crypto-wallet, exchange, token and cryptographic services
● Tech development, blockchain phones
● Cryptocurrency, exchange management platform, banking services

● **DT Socialize Hubs and Company Locations**

DT Market Zones 2022 (approximate)

DT Expansion Zones 2023 (approximate)

Revenue Projections

Socialize®

Consolidated Revenues

Revenues by Business Lines

DT Socialize's combined operating revenues will be predominantly deriving from **FinTech** operations

However, **SocialTech** and **DataTech** are also forecasted to display explosive growth in the near term

DT DataTech Revenues
2022-23E

DT SocialTech Revenues
2022-23E

DT FinTech Revenues
2022-23E

Legend (Business Lines):
- Data Monetization
- UUP standalone (direct & white label)
- VPN standalone (direct & white label)
- Cloud Box standalone
- B2B Bundle (Messenger, VPN, Cloud)
- UMetafY
- UMetaWorld
- Opportunities
- Custodianship / Delaware Trust
- White label Payment Transactions
- Direct Payment Transactions
- Acquiring
- Opportunities

Assumptions : DT DataTech
- Community growth rate 150% YoY
- 5 EUR per dataset (FB: 10 EUR in 2014)

Assumptions : DT SocialTech
- UUP Standalone (direct and white label)
- VPN Standalone (direct and white label)
- Cloud Box Standalone
- B2B Bundle (Messenger, VPN, Cloud)
- UMetafY
- UMetaWorld
- Revenue ramp-up between Sep and Dec 22

Assumptions : DT FinTech
- Xward currently managing 9 white labels
- One of them is DTS Money
- DTS caps at 20k by Dec 2022, and assume other two will perform the same way

Axis (Consolidated): $0, $5m, $10m, $15m, $20m, $25m, $30m, $35m, $40m, $45m, $50m, $55m
Categories: Dec 2022E, Dec 2023E, Dec 2024E, Dec 2025E

Partnerships and Collaborations

**Building International Brand Positioning and Awareness through :**

- Partnerships with relevant global associations : i.e. ACAMS or GBBC

- Partnership with universities : i.e. Harvard BS, SDA Bocconi, Tartu University

- Participation in relevant Summits/Business Forums

- Media Interviews
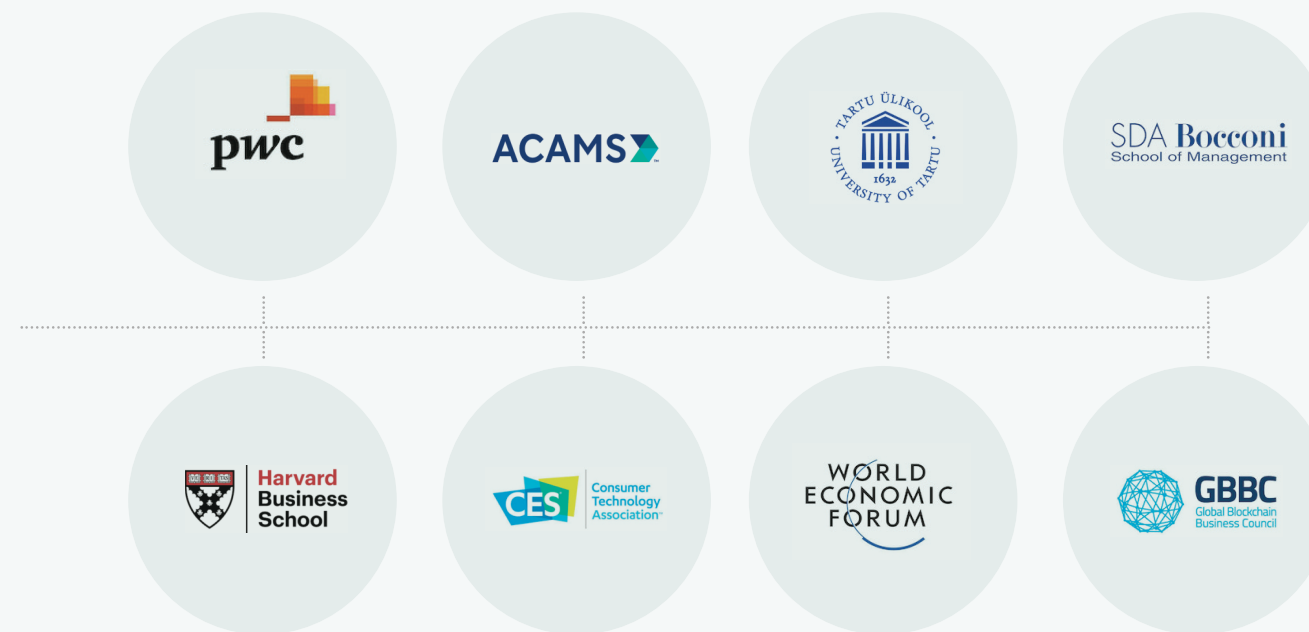
DT Socialize is fully compliant :
and is kickstarting important partnerships with industry associations & universities, certifications, partnerships – PwC, GBBC, SDA Bocconi, Tartu, CES, World Economic Forum
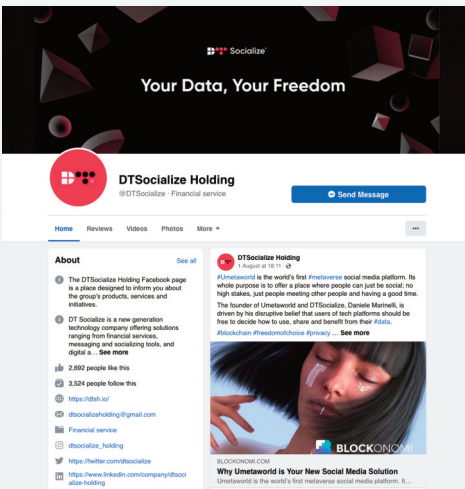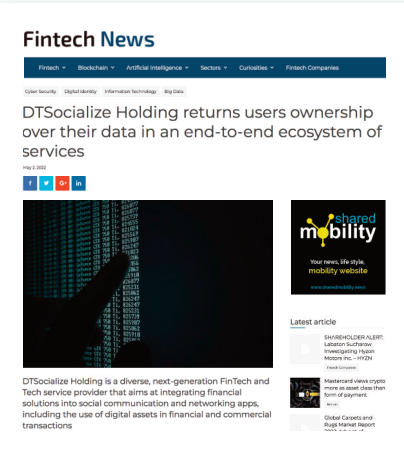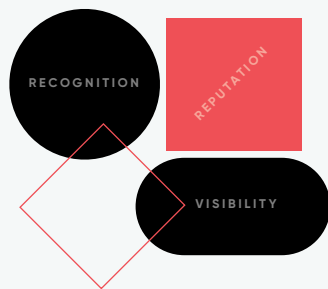
Key Contacts

Daniele Marinelli
Founder &
Chief Executive Officer

A pioneering entrepreneur of European fintech, Web3.0, metaverse, and the data industry, Daniele Marinelli is driven by his disruptive belief that users of tech platforms should be free to decide how to use, share, and benefit from their data

With over thirty years of experience, most recently as Founder and CEO of multiple FinTech, messaging, and AI companies – all united under the umbrella of DT Socialize - Daniele is set to fulfill his bold vision of creating a truly comprehensive web3 ecosystem

Daniele's recent work features innovative offerings such as a unique Metaverse concept with augmented reality and a digital ID enhanced by NFT technology

d.marinelli@dtsh.io

Samir Suleymanov
Strategy Advisor

Samir came to DT Socialize from the World Bank and International Monetary Fund, where he developed corporate, investment and financial strategies. His goal is to transform financial services to make them more inclusive and sustainable. His role at DT Socialize is to make that happen
s.suleymanov@dtsh.io

Arminas Junevicius
Chief Legal Officer

As a lawyer, Arminas has spent his career working in the FinTech, finance, and corporate sectors. He graduated in Law from Mykolas Romeris University and has a postgraduate diploma in Law from King's College, London
a.junevicius@dtsh.io

Giovanni Sanna
Chief Financial Officer

Giovanni's background is corporate finance and investment banking – working in London, Switzerland, and California as an equity, debt, and M&A advisor. He has a degree in Managerial Economics from the University of Cagliari, Italy, and a Masters in Venture Initiation from UCLA
g.sanna@dtsh.io

Samir Mastaki
Head of Operations

Starting his career on Wall Street as an Investment Banker, Samir has worked in Private Equity, Venture Capital and Consulting across 3 continents. He brings experience in management and governance of high tech businesses and is a fan of all things crypto
s.mastaki@dtsh.io

Socialize®

The world's first Web3 ecosystem