



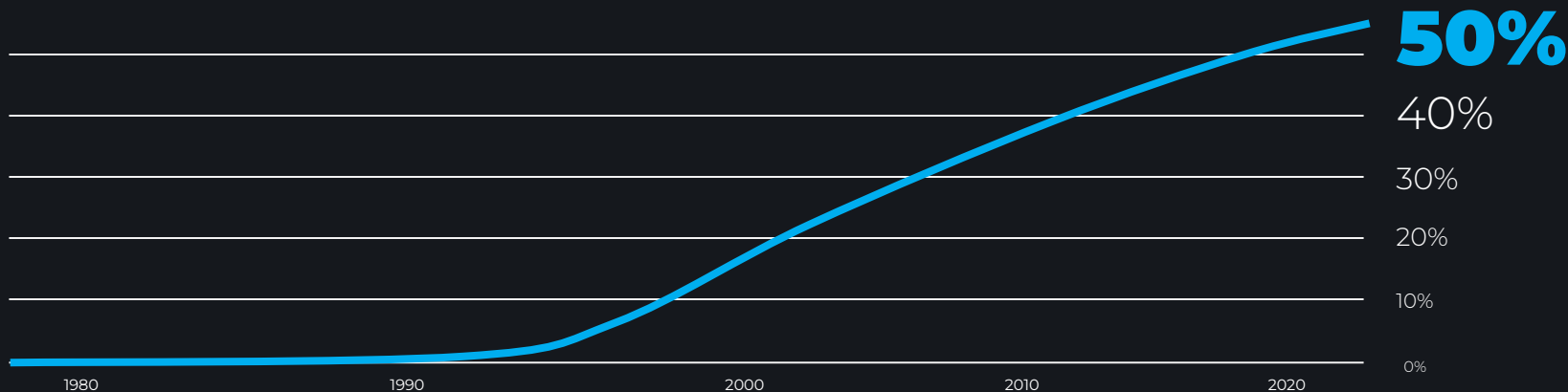
UNLOCKING BRAND VALUE IN THE METAVERSE

Last Update : Feb 2023

WE ARE AT A TURNING POINT..

THE FIRST TRUE DIGITAL NATIVES ARE COMING OF AGE

Global Youth as % of world population



*Source: United Nations Population Division
World Population Prospects: 2021

THEY ARE GROWING
IN VIRTUAL WORLDS



12H+

PER WEEK, MORE
THAN WATCHING TV*

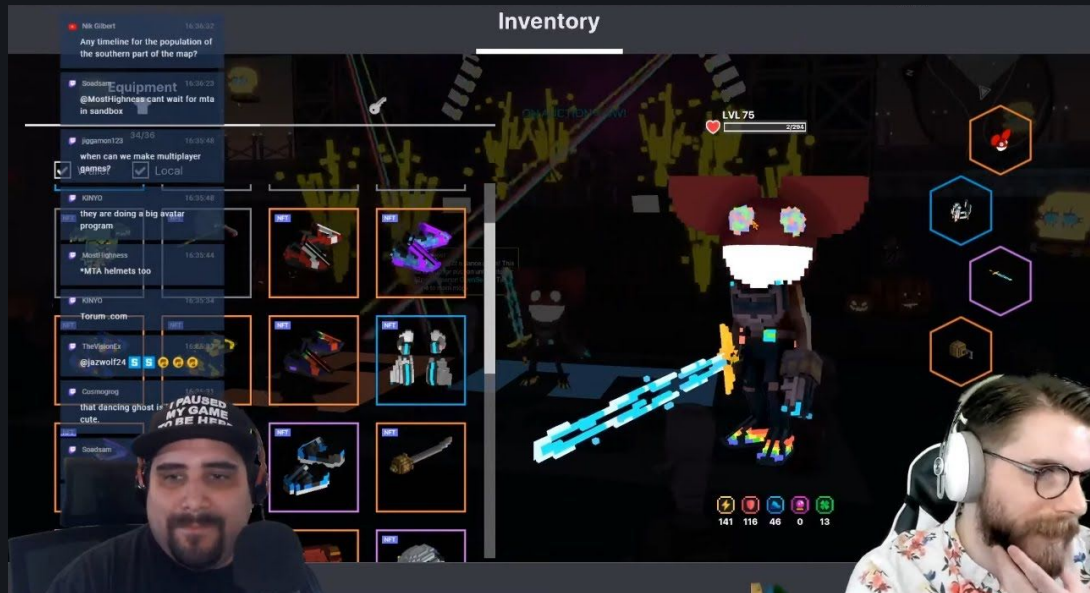


*Source: A New Area of Engagement in Entertainment & Media Report, US June 2022

...WHERE THEY ARE
CREATORS NOT
PASSIVE VIEWERS

75%

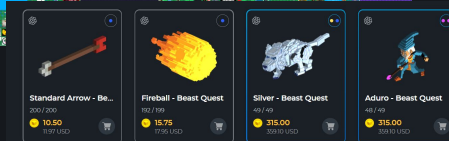
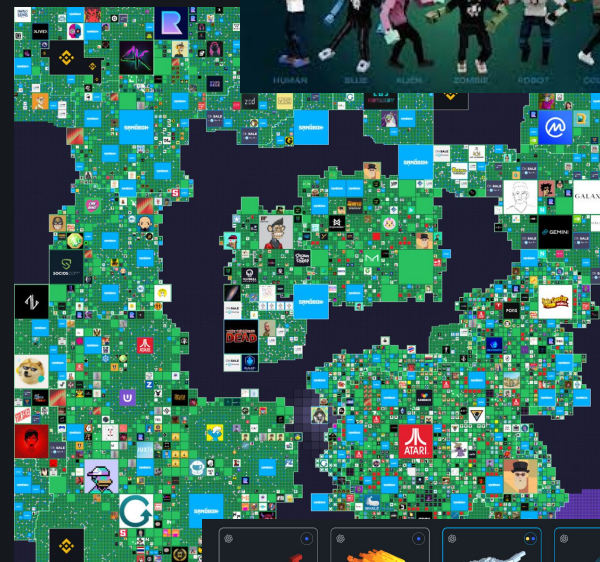
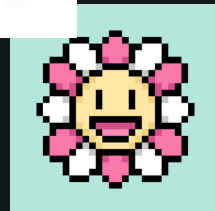
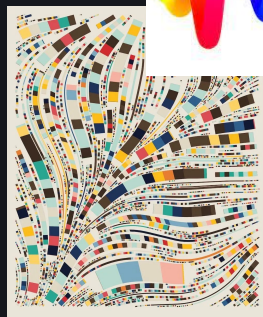
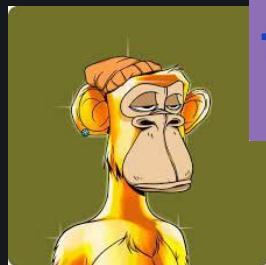
GENZ WANTS
TO BE CREATORS*



... **DIGITAL OWNERSHIP**
BECOMES A SECOND
NATURE TO THEM

\$40B

SPENT **NFTs**
IN 2022*



*Source: [Chainanalysis](#), 2022

websummit®



***“We believe in the near future,
what we experience & own
digitally will have as much
- or more - value than IRL”***

Sébastien Borget,
COO at The Sandbox

OUR MISSION IS TO
EMPOWER THE CREATOR GENERATION
TO BUILD NEW FORMS OF EXPERIENCES
BASED ON TRUE DIGITAL OWNERSHIP

THE OPEN METAVERSE

PLAY

WITH YOUR AVATAR
IN AN OPEN WORLD
FULL OF DIVERSE &
IMMERSIVE
EXPERIENCES, SOLO
OR MULTI



CREATE

WHATEVER YOU
IMAGINE, WITH “NO
CODE” TOOLS,
VOXEDIT & GAME
MAKER

OWN & EARN

WITH YOUR LAND, AVATAR,
ASSETS... AS PLAYER, CREATOR
OR PARTNER





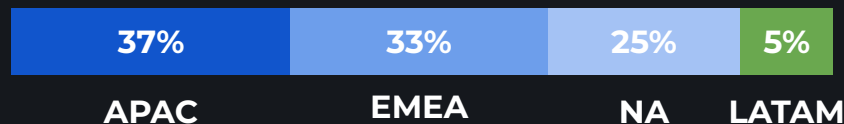
THE
SANDBOX
ALPHA SEASON 3

THE SANDBOX EMBRASSES A DIVERSE COMMUNITY

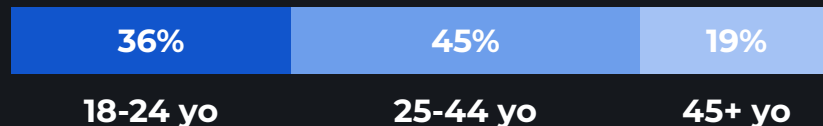
4M+

ACCOUNTS CREATED
+350K IN H2 2022*

USERS GEOLOCALISATION ALPHA SEASON 3



ESTIMATED DEMOGRAPHIC



*Sources : The Sandbox internal data (MixPanel, August-Nov 2022)

ALPHA SEASON 3 (10 WEEKS, SEPT-DEC 2022)

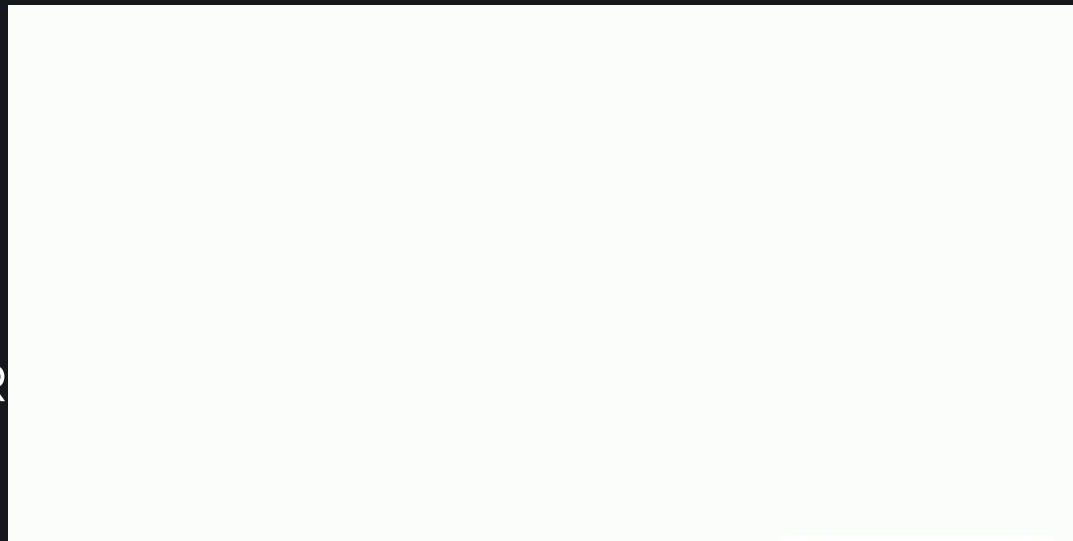


Sources : The Sandbox internal data (MixPanel, August-Nov 2022)

**DRIVE UNMATCHED
ENGAGEMENT WITH
BRANDS EXPERIENCES**

30MIN

**AVERAGE PLAYTIME PER
USER IN BRAND
EXPERIENCES***



**KEY METRICS BENCHMARK
FROM ALPHA SEASON 3 BRANDS & IPS EXPERIENCES**

Brands & IPs Experiences Benchmark

REACH - AWARENESS -	Total visits	240 K (average / exp)
	Unique players	80.6 K (average / exp)
	Geoloc	APAC: 39%, EMEA: 35%, NA: 22%, LATAM: 4%
ENGAGEMENT - CONSIDERATION -	Total playtime / player / exp	27.5 Min (average / exp)
	Daily playtime / player / exp	17 Min (average / exp)
	Experience completion rate (percentage of total quests completed by player)	85 % Quests (average / exp)





ADRIAN CHENG



Blond:ISH



CUBE



DLP
O



Doodles



etoro



GALAXY

GEMINI BITCOIN

VAULT
GUCCI



INTERCEL



INTERCEL



W of Empire

OLIVE



PCCW HKT

pwc



SANDBOX



SHIFT UP



Swoop Dog

socios.com



STEVE AOKI

THE CHAIN

TIME SPARK

UBISOFT



W

zed



FASR

THE POWER OF SUBCULTURE MARKETING

A pixelated, blocky character with a wide, toothy grin is being pushed on a gurney. The character is rendered in a light blue color against a darker blue background. The gurney is also pixelated and has four wheels. The overall aesthetic is reminiscent of early computer graphics or video game sprites.

DIGITAL NATIVES...

**BUYING “EYEBALLS”
DOESN'T WORK
ANYMORE...**

69%

GENZ FIND ADS
DISRUPTIVE, TURNING TO
A DIFFERENT SCREEN
WHEN ADS RUN*

**SOCIO/DEMO TARGETING
DOESN'T WORK
ANYMORE...**

66%

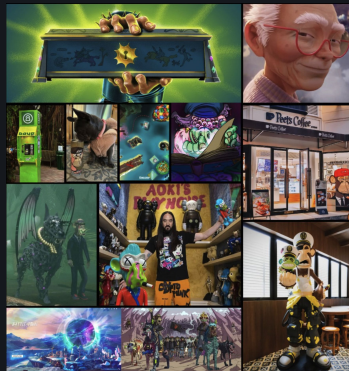
GENZ BELIEVE
COMMUNITIES ARE
CREATED BY INTERESTS,
NOT BY ECONOMIC OR
EDUCATIONAL LEVELS*

**BRANDS CAN ACHIEVE SOMETHING THEY
RARELY DO WITH LARGE MEDIA BUY:
EARN CREDIBILITY & EARN MEDIA.**

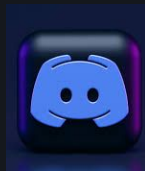
**TAPPING INTO THE WEB3 SUBCULTURE,
GROWING AND NURTURING COMMUNITIES
LEAD TO AUTHENTIC BRAND BUILDING
UPSIDE, BUT ALSO D2C AND COMMERCE
OPPORTUNITIES “EYEBALLS” CAN’T BUY.**

GAMING & WEB3 IS A SUBCULTURE WITH ITS OWN VALUES WORDING COMM CHANNELS

...



Aped Cope Delist
Derivatives FOMO
Gas GM IYKYK
Mint Looks Rare NFA
Right Click Save As Wen.
Suplain





**VOICES
FROM
THE
METAVERSE**

BLOND:ISH

BUILD BRAND

Build Brand relevance in the Gaming & web3 subculture by proposing an entertaining experience aligned with Brand vision & mission.

- Experience visits
- # unique players & geoloc
- Total & daily playtime per user
- Experience completion rate

DRIVE ACTION

Build and activate your own web3 community through NFT sales (Avatars collection, wearable & more)

- Recruited community size
- NFTs activation conversion inside and outside The Sandbox

EARN REACH

- #Views on YouTube/Twitch, engagement on Twitter
- #PR clippings

BE RELEVANT TO THE GAMING & WEB3 SUBCULTURE BY SHIFTING MARKETING APPROACH

ADVERTISING ENTERTAINMENT

~~ADS~~ **SCRIPTED NARRATIVE**
(eg. content series)

~~PASSIVE BRAND CONTENT~~ **ENGAGING
EXPERIENCE**
(eg. Games, Guests)
...



CUSTOMERS COMMUNITY

~~ONE WAY COMM~~ **TWO WAYS COMM**
(eg. Discord conversation)
~~CENTRALIZED~~ **CO-CREATION**
(eg. Game Jams)
...

SALES UTILITIES

~~CRM~~ **ORM**
(Ownership Relation Manager)
(eg. Gated events, IRL benefits)
...

[BUILD BRAND]



LEDGER

THE SCHOOL OF BLOCKS

330k+

visits

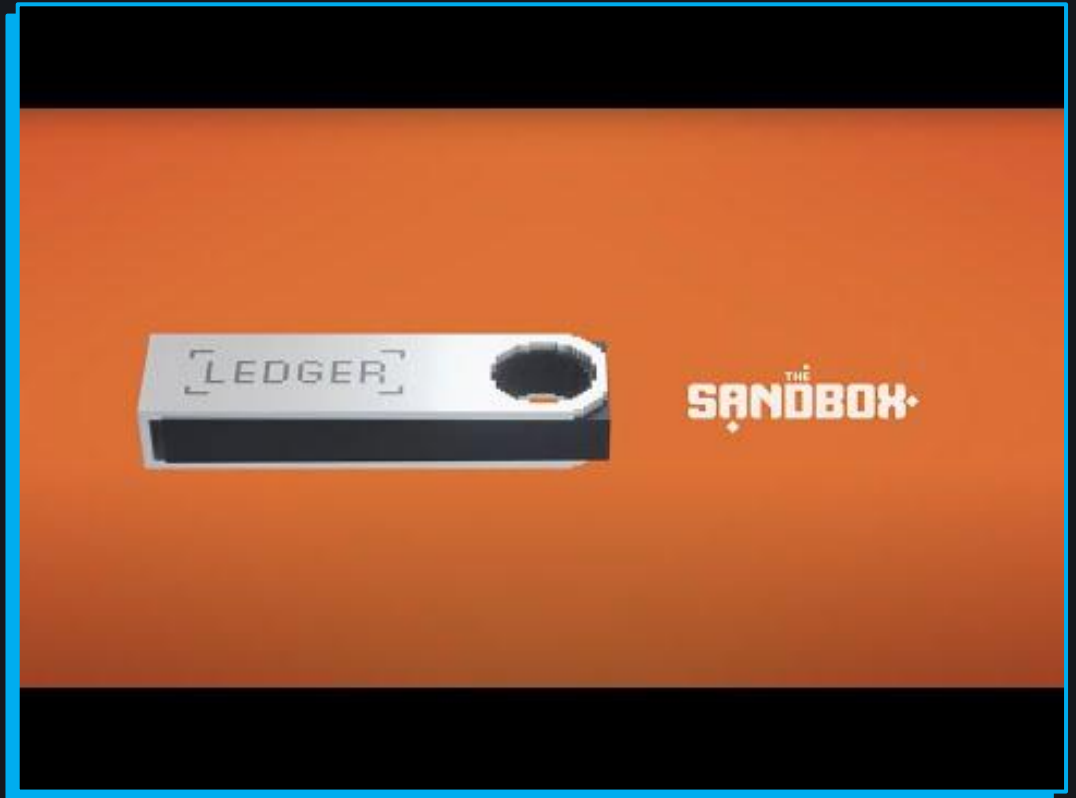
117k+

unique
users

49 min

play time /
user

- **THE OBJECTIVE :** Ledger - a leading solution in crypto & NFT security through cold wallets - went to The Sandbox to increase its **brand awareness and consideration among web3 enthusiasts.**
- **THE APPROACH :** Ledger echoed its “School of Block” educational content about web3, through an entertaining experience, where users were invited to **play & learn about crypto & NFT security, through 20 quests.**



[BUILD BRAND]

GUCCI
GUCCI VAULT

128k+
visits

70k+
unique
user

15 min
play time /
user

- **THE OBJECTIVE :** Nurture the Gucci's positioning of the brand's "unconventional approach to luxury fashion" through their new brand campaign & activations.
- **THE APPROACH:** an experience where past, present and future coexist through the power of the imagination, aligned with the IRL pop-up store activations (Paris, Milan, Tokyo, Osaka, and Bangkok, and in Palace shops in London, New York, Los Angeles, and Tokyo). NFTs join the platform's virtual shelves as objects from different eras with diverse origins to spark new creativity for the future.



[DRIVE ACTION]



SNOOP DOGG

MEGA MANSION IN CALIFORNIA

10k

Unique
avatars

\$4.6M

sales

- **THE OBJECTIVE** : Build Snoop brand relevant to the web3 culture while driving new revenue streams **brand awareness and consideration among web3 enthusiasts**.
- **THE APPROACH** : **immerse fans into Snoop Dogg's universe** recreating the artist's famous mega mansion, with a casino, a record studio, a swimming pool. **Exclusive 'Pass' giving access to Snoop's concert** in The Sandbox and **'Avatars' letting fans live the experience as their idol**.



THE 3 STEPS TO ENTER THE SANDBOX

1 - ENTER THE METAVERSE

People come with a discovery mindset to The Sandbox, where brands are welcomed and celebrated. Build your presence within the Metaverse and drive awareness with new audiences.

THE SANDBOX SOLUTION

LAND

KPIs

- Reach: **land impressions, unique views, clicks**
- Others: PR clipping, social media engagement



THE 3 STEPS TO ENTER THE SANDBOX

2 - ENGAGE WITHIN YOUR EXPERIENCE

Align your metaverse experience with your brand story and campaigns. Deepen your brand's impact by driving engagement like never before !

THE SANDBOX SOLUTION



KPIs

- Engagement: # **unique users**, **play time** (tot/XP, /player)
- Others: total views on YouTube, Twitch & social media



SANDBOX CARE BEARS

GAME JAM

Beast Quest

GAME JAM

SANDBOX x Pororo

Pororo Game Jam

THE WALKING DEAD

GAME JAM

8/11/2021 TO 21/11/2021
START TO CREATE!

GRAVITY x SANDBOX

Ragnarok Explorers, Create Your New World!

RAGNAROK GAME JAM

deadmau5

VoxEdit Contest

SANDBOX

THE SMURFS

GAME JAM

ATARI

Game Jam

SANDBOX

CYBERKONGZ

VOXEDIT CONTEST

THE 3 STEPS TO ENTER THE SANDBOX

3 - ACTIVATE YOUR WEB3 COMMUNITY

Tap into the entertaining & web3 culture, foster new connections with The Sandbox users by building and activating your own community.

THE SANDBOX SOLUTION

AVATARS COLLECTION

NFTs

KPIs

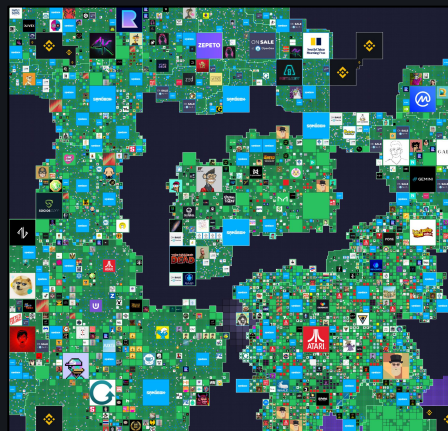
- Sales: **revenue** inside & outside The Sandbox
- Others: **recruited community size**





EXAMPLES & ESTIMATION OF BUDGET

1 - LAND



1 x 1* 4,683 SAND	3 x 3 50,000 SAND	6 x 6 150,000 SAND
--------------------------------	--------------------------------	---------------------------------

* 1x1 = 1 Hectare or 2.4 Acres or 1 Soccer Pitch

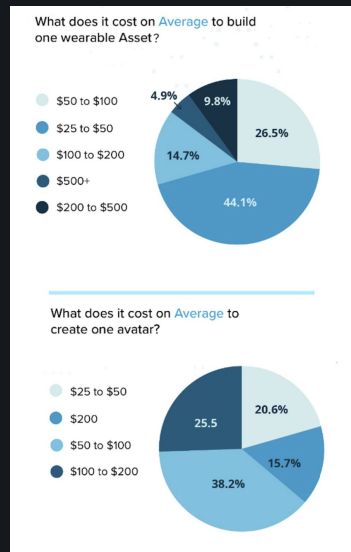
2 - EXPERIENCE



1 x 1* ~50-80k USD	1 x 2 ~60-110K USD	2 x 2 ~80-150K USD
---------------------------------	---------------------------------	---------------------------------

* Estimated, subject to agency / studio localisation & expertise

3 - AVATARS & NFTS



Source : [Metaverse Builders Report](#) (2023, SandStorm)

HOW TO WORK WITH THE SANDBOX

IPs

50/50 Partnership

For large IPs (>5M followers) willing to bring their community to the Metaverse and directly partnering with The Sandbox.

- **Land** recoup from the NFTs sales
- **Experience** build by The Sandbox
- **50/50** NFTs revenue share
- **Marketing assets** produced by The Sandbox
- **Timeline : 6 months**

Brands

5% Platform Fees

For large Brands, working with The Sandbox Agency / Studio Partners

- **Land** bought from The Sandbox
- **Experience** build by Agency/Studio
- **5% fees** on NFTs sales
- **Marketing assets** produced by Agency/Studio Partners
- **Timeline : 6 months**

THE PARTNERS PROGRAM

THE SANDBOX THE SANDBOX 2023 ECOSYSTEM

700+ DIVERSE PARTNERS
AROUND THE GLOBE

**400+ GLOBAL BRAND
& IP PARTNERS** x2 vs 2021

**200+ AGENCY
PARTNERS**
x10 vs 2021

**10+ PLATFORM
& TECH PARTNERS**

**20+ EDUCATION
PARTNERS** x4 vs 2021

**100+ GAMEMAKER
STUDIO PARTNERS**
x2 vs 2021



**THE PARTNERS PROGRAM SUPPORTS AGENCIES & STUDIOS
ONBOARD BRANDS & IPs TO THE SANDBOX**

PROMOTION		Partner	Advanced Partner
Partners Directory	Partners Directory helps match agencies around the globe with Brands and IPs inquiries	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Events	Agencies & studios are welcomed to join The Sandbox events and show their work eg. NFT NYC, NFT London, NFT Paris	<input type="checkbox"/>	<input checked="" type="checkbox"/>
TRAINING			
Resources Hub	Online learning resources, webinars & newsletter that gives agencies & studios the information they need to become experts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Beta test	Beta test new features of The Sandbox tools (Vox Edit & Game Marker) and nurture product roadmap	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUPPORT			
Account Manager	Dedicated The Sandbox team helping Partners grow their business eg. land sales, pipeline management, sales pitch	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Forum & Support	Forum powered by the builders community eg. updates, bug report, request, and The Sandbox team helping fix issues.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Partner : passed LD & Art tests

Advanced Partner : passed Level Design & Vox Edit tests + published an experience

A FEW OF OUR PROVIDED SERVICES FOR PARTNERS

PARTNERS DIRECTORY

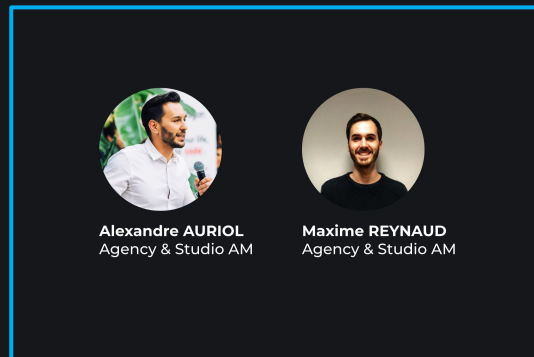
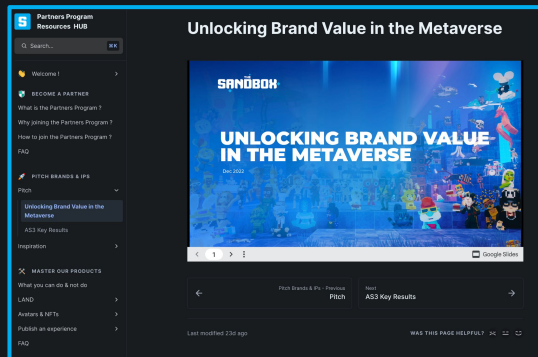
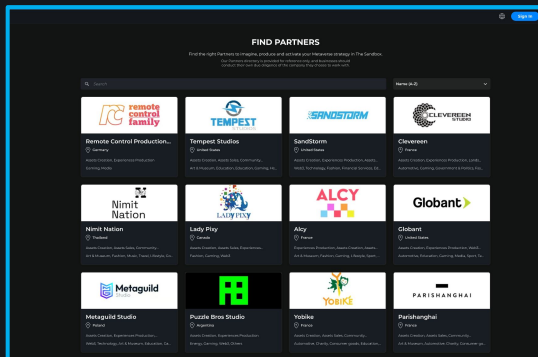
Helps match agencies around the globe with Brands and IPs inquiries

RESSOURCES HUB

Resources, webinars & newsletter that gives agencies & studios the information they need to become experts

ACCOUNT MANAGERS

Help agencies grow their business while growing their clients'



**TIME TO BUILD THE
FUTURE TOGETHER!**

THE
SANDBOX

**THANK
YOU!**

BUILD YOUR JOURNEY CENTERED AROUND ENTERTAINMENT, COMMUNITY & UTILITIES



Collect Voxlites

7/100

Follow (1/10)

0 1 2 3 4 5 6 7 8 9

MULTI
PLAYER
GAMEPLAY

Multiplayer

Inventory

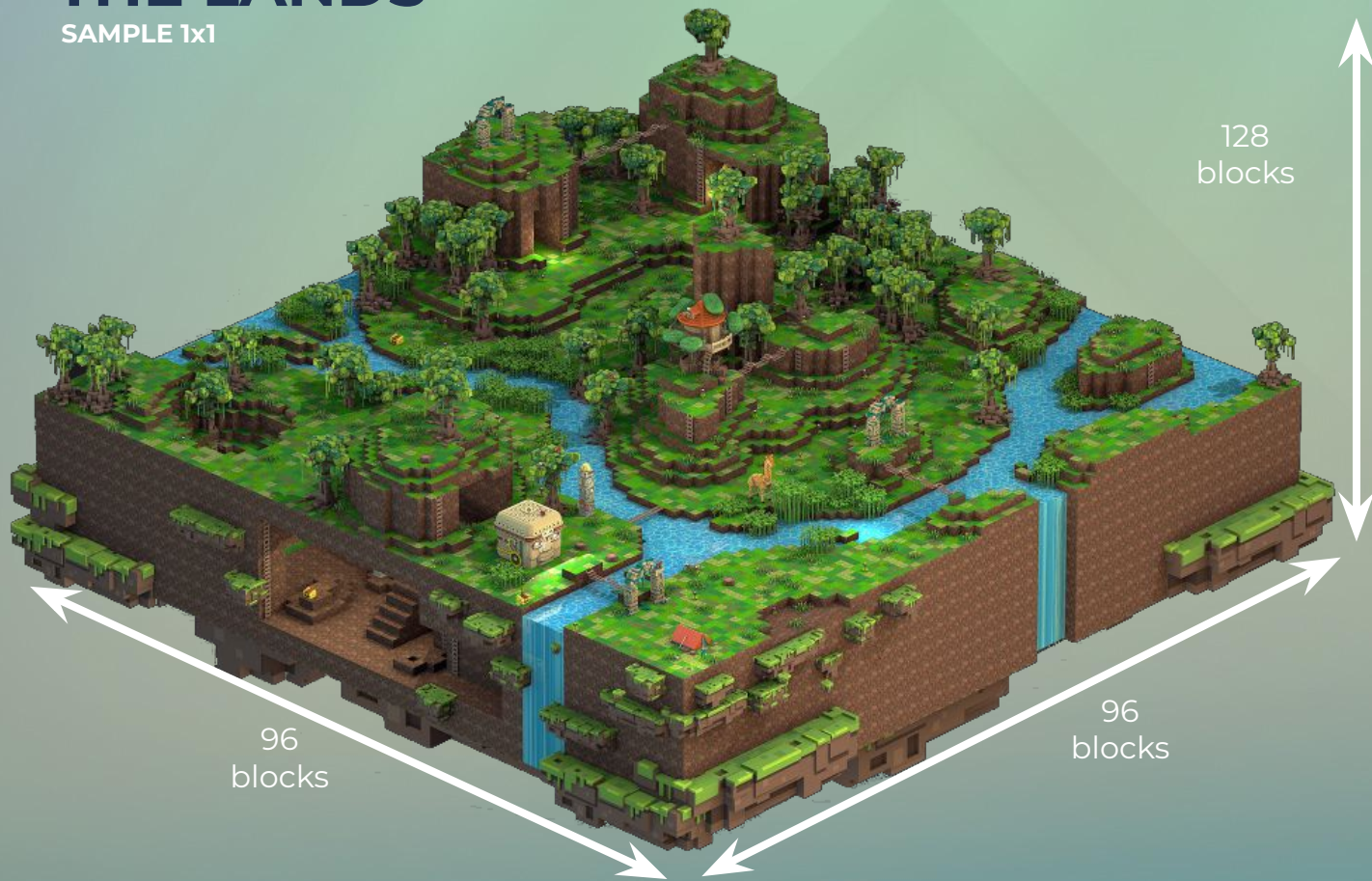
Map

HUD

Help

THE LANDS

SAMPLE 1x1



REAL LIFE SIZE:

1 HECTOR
or
2.4 ACRES
or
1 SOCCER PITCH

LAND SIZES:

1X1
2X2
3X3
6X6
12X12
24X24

OUR SUSTAINABLE ENGAGEMENT



NEW EFFICIENT TECHNOLOGY

A partnership with **Polygon** and a migration to a new eco-friendly NFT layer 2 solution that will use up to 100x less energy than Ethereum



CARBON REMOVAL OFFSET

The acquisition of carbon credits for removing emissions with carbon removal blockchain-based platforms **Nori** and **Offsetra**



TREE GROWING

In collaboration with **WeForest**, 1% of Sandbox's proceeds goes to restoring forests in Ethiopia, Zambia and Brazil





COOLDOWN

Activate 4 cloud machines to stop your dehydration!

3/4



x

THE
SANDBOX



A LEGO City minifigure with red hair, wearing a yellow and blue outfit, stands on a purple platform in the bottom left corner of the image. The background is a complex, multi-colored LEGO cityscape with various structures and beams in shades of purple, blue, brown, and white, set against a bright yellow sky with soft, colorful clouds.

world of women

5 EPISODES FROM 5 ADDITIONAL QUESTS WILL BE AVAILABLE STARTING 21ST SEP TO 27TH SEP





world of women

X

THE SANDBOX



THE SANDBOX
BELONGING
WEEK



THE SANDBOX

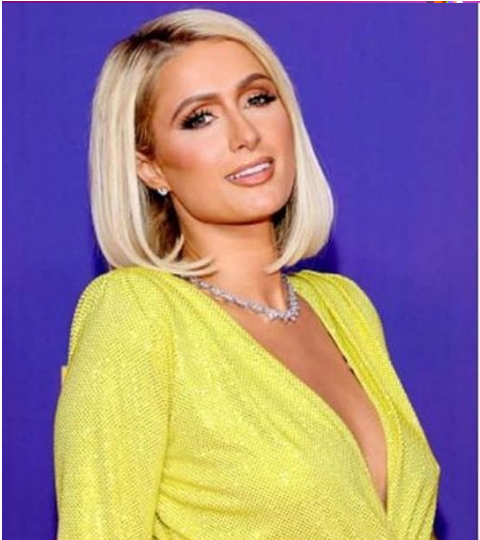
X

NYX
PROFESSIONAL MAKEUP

X

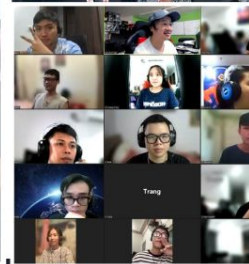
POC
PEOPLE OF CRYPTO

MAGIC STRENGTH LIFE HEALING NEW IDEAS PROSPERITY SERENITY SPIRIT

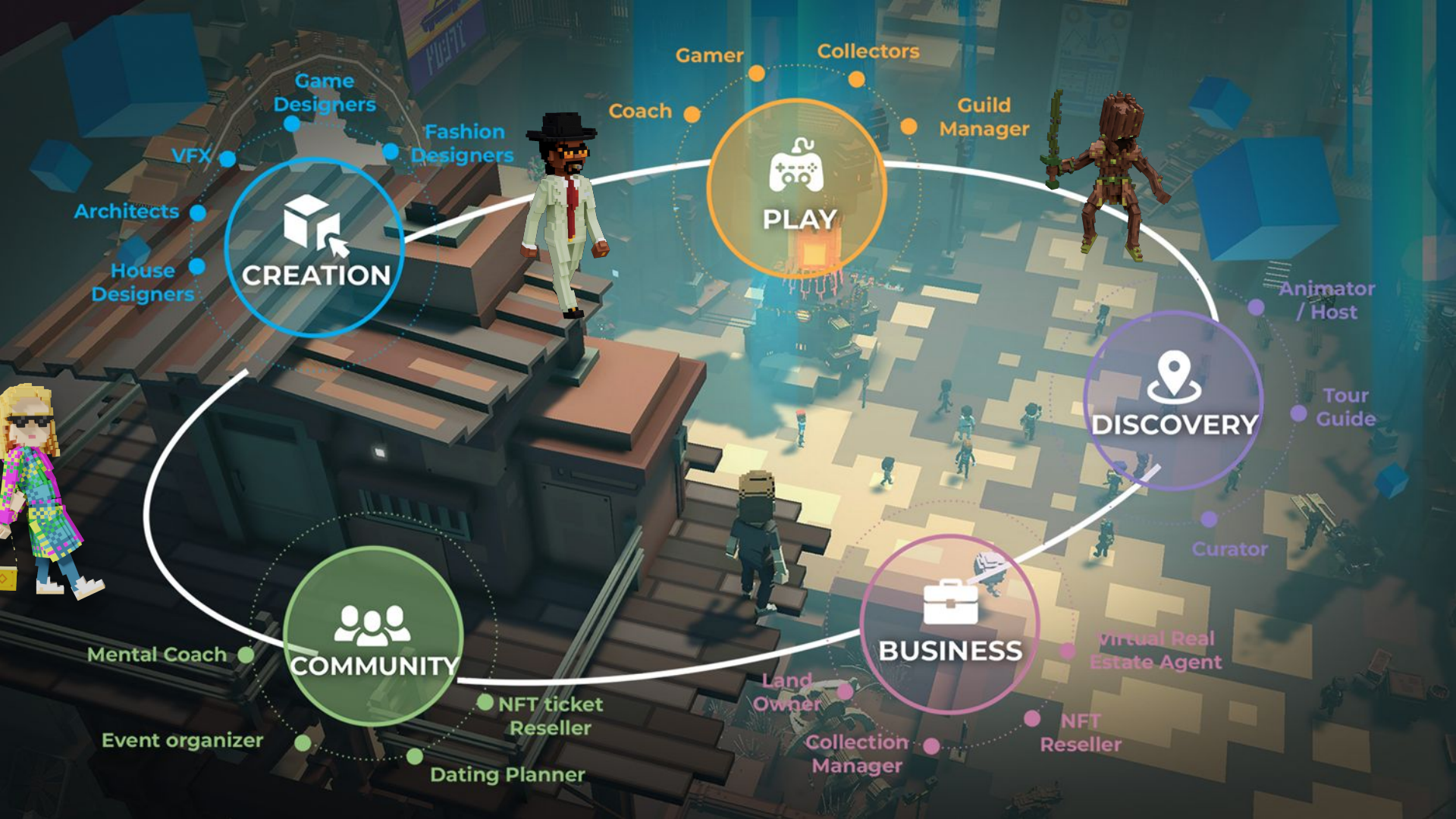




**200+ AGENCY & STUDIO
GLOBAL ECOSYSTEM**



**THE NEXT GEN OF THE
CREATOR ECONOMY**



THEY ARE GROWING
IN VIRTUAL WORLDS

3B+

GAMERS, +30% THE
PAST 7 YEARS*



*source: Juniper Research / Exploding Topics

BE RELEVANT TO THE WEB3 SUBCULTURE BY SHIFTING BRAND APPROACH

[AWARENESS]
**ADVERTISING
ENTERTAINMENT**

~~PASSIVE BRAND CONTENT~~
ENGAGING EXPERIENCE
(eg. Games, Guests)
~~ADS SCRIPTED NARRATIVE~~
(eg. teaser)

...

[ACTION]
**SALES
UTILITIES**

~~CRM ORM~~
(Ownership Relation Manager)
(eg. Gated events, IRL benefits)

...



[CONSIDERATION]
**CUSTOMERS
COMMUNITY**

~~ONE TWO WAYS COMM~~
(eg. Discord conversation)
SINGLE CO-CREATION
(eg. Game Jams)

...



PLAY
GAMES

EXCHANGE
SOCIAL HUBS

TEAM
WORK SESSIONS

CELEBRATE
DANCE CLUBS

DESIGN YOUR NEW COLLECTION
FASHION

CONNECT WITH ARTISTS
CONCERTS

DISCOVER NEW ARTISTS
MUSEUMS & GALLERIES

DECORATE
HOUSING

TRAVEL
TOURISM



MY AVATAR

SHOP

AVATAR CREATOR



DEADPOOL 2 BINGO



WOW GALAXY



WONI SURFER



CLOWN



MOW #9944



TERRA



WOW
GALAXY

3D VIEW

3D MODELS

Idle

Walk

Swim

Drive

3D in Context

Party

SAVE

THE 3 STEPS TO ENTER THE SANDBOX

1 - ENTER THE METAVERSE AWARENESS

People come with a discovery mindset to The Sandbox, where brands are welcomed and celebrated. Build your presence within the Metaverse and drive awareness with new audiences.

THE SANDBOX SOLUTION

LAND

KPIs

- Reach: **land impressions, unique views, clicks**
- Others: PR clipping, social media engagement

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THE SANDBOX SOLUTION

EXPERIENCE

SOCIAL CONTEST

GAME JAM

KPIs

- Engagement: **# unique users, play time** (tot/XP, /player)
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THE SANDBOX SOLUTION

AVATARS
COLLECTION

NFTs

KPIs

- Sales: **revenue** inside & outside The Sandbox
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