



IN FOCUS: LAS VEGAS



## STRATEGIC DIFFERENTIATOR



1

CAPITALIZES ON GLOBAL FOOTPRINT

- Leverages Sentient's expansive international pilot map, pilot agreements in lucrative MNO markets across the world: Germany, Italy, Spain, U.K., Israel, China, Africa
- Secures China Database MOU (1 billion subscribers @ \$1.63 ARPU in first year)

2

DELIVERS COMPLEMENTARY CORE COMPETENCIES

- Unlocks greater economic value by combining SentientpwR<sup>3</sup> data creation, curation, aggregation and deployment expertise with SentientDb's low-cost, highly efficient data optimization and management capabilities
- Creates energy efficiencies & value-added margin for 5 million tokens earmarked for KidEX pilot agreements
- Delivers enhanced product development capabilities
- Integrates operations and controls across both products in support of KidEX offerings

3

ADDS HIGHLY-EXPERIENCED, GLOBAL MANAGEMENT TEAM

- Improves international management bench strength with industry leading management and research teams
- Leverages strong relationships and expertise in U.S., Canada, and international markets



## STRATEGY & EXECUTION

Objectives	Status
<b>Develop Business Case and Execution Plan</b>	<ul style="list-style-type: none"><li>Business Case focused on identifying key solutions, time to market, competency, risks, benefits and key assumptions.</li><li>Identify key stakeholders:</li><li>Requires leadership and top down approval<ul style="list-style-type: none"><li>Sales and Presales resources are required to support business acceleration</li><li>Marketing and Demand Generation campaigns</li><li>Tokenization co-investments</li></ul></li></ul>
<b>Financial Goals</b>	<ul style="list-style-type: none"><li>Build a 3 yr plan that sets key measurable and attainable targets which factors in cost and investments</li><li>Align growth objectives with market size and national expansion plan (Las Vegas, Los Angeles, Phoenix, Seattle)</li><li>Preserve shareholder equity</li></ul>
<b>Focus Investment</b>	<ul style="list-style-type: none"><li>Initial investment requires a 3yr commitment and should assume risk but with a significant roi of 10x</li><li>May require outside investment or acquisition, i.e. people or intellectual property</li></ul>
<b>Key Verticals and Offerings</b>	<ul style="list-style-type: none"><li>Focused alignment on key verticals in disrupted sectors of hospitality, travel, entertainment, and sports, with an emphasis on event and experience integrations that cater to the youth demographic.</li><li>Objective is to build vertical integration solutions that can be monetized and duplicable, scalable and portable.</li></ul>
<b>Partner Ecosystem</b>	<ul style="list-style-type: none"><li>Plan includes development of relationships with key partners to deliver: (1) technology solutions; (2) luxury suite and event venue procurement(s); (3) entertainment, sports, influencer talent; (4) product placement offerings as either white label, private label or stand alone model that can be taken to market or simply included in inventory hedge fund product install campaigns.</li></ul>



## DEAL TERMS

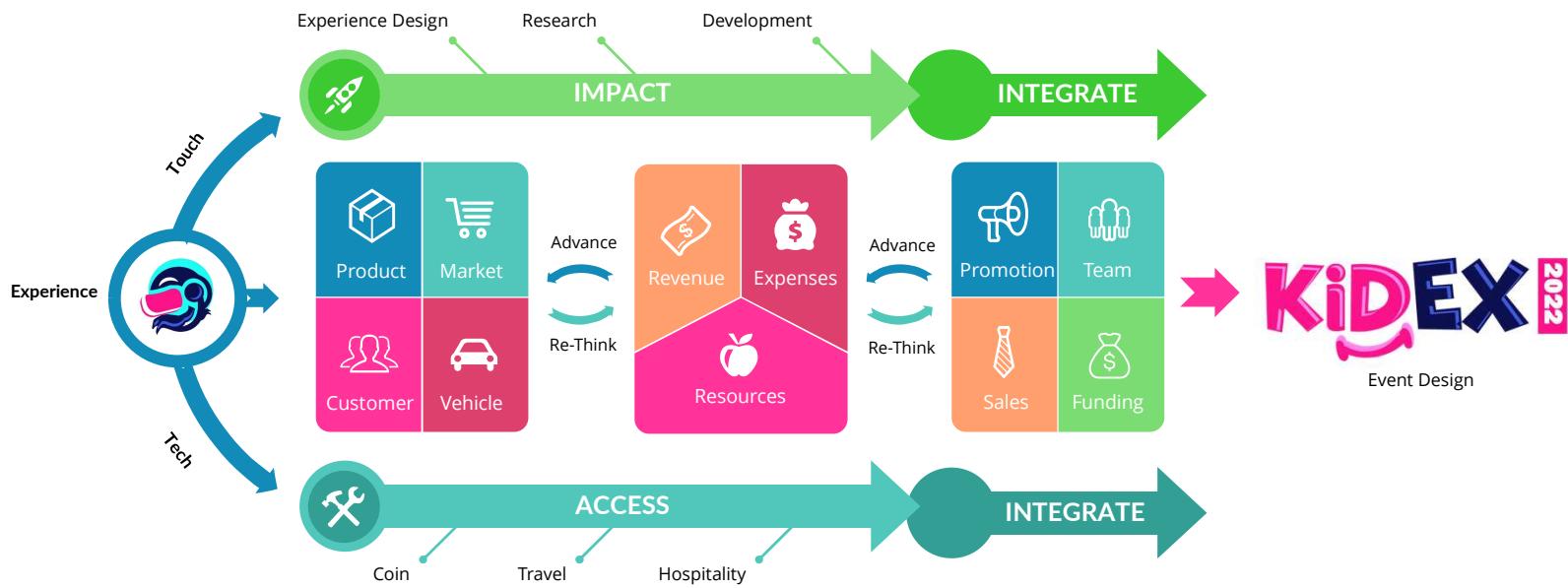
<b>Offer Value</b>	\$.05 per KidEX token share / \$2 million total transaction value <sup>(1)</sup>
<b>Consideration / Exchange Ratio</b>	\$2mm product placement contract value; \$2mm in future KidsEX tokens
<b>Maximum KidEX Tokens Issuance</b>	~100 million tokens
<b>Pro Forma Ownership<sup>(1,2)</sup></b>	95% TBS / 5% R3T
<b>Structure</b>	Business combination through KidEX SPV
<b>Support Agreements</b>	Transaction MOU; Product Placement Agreement
<b>Jurisdiction</b>	Las Vegas, NV (Clark County)
<b>Deal Protection</b>	Bond issuance in the amount of \$4 million secured for the benefit of R3T
<b>Timing</b>	Expected closing in September 2021, subject to customary closing conditions

1. Cash capital infusion due at time of closing
2. Assumes closing of KidsEX, LLC. (as and when it is formed)



## EXPERIENCE MODEL

Value Proposition





## EXPERIENCE ECONOMY

### Dream Factory

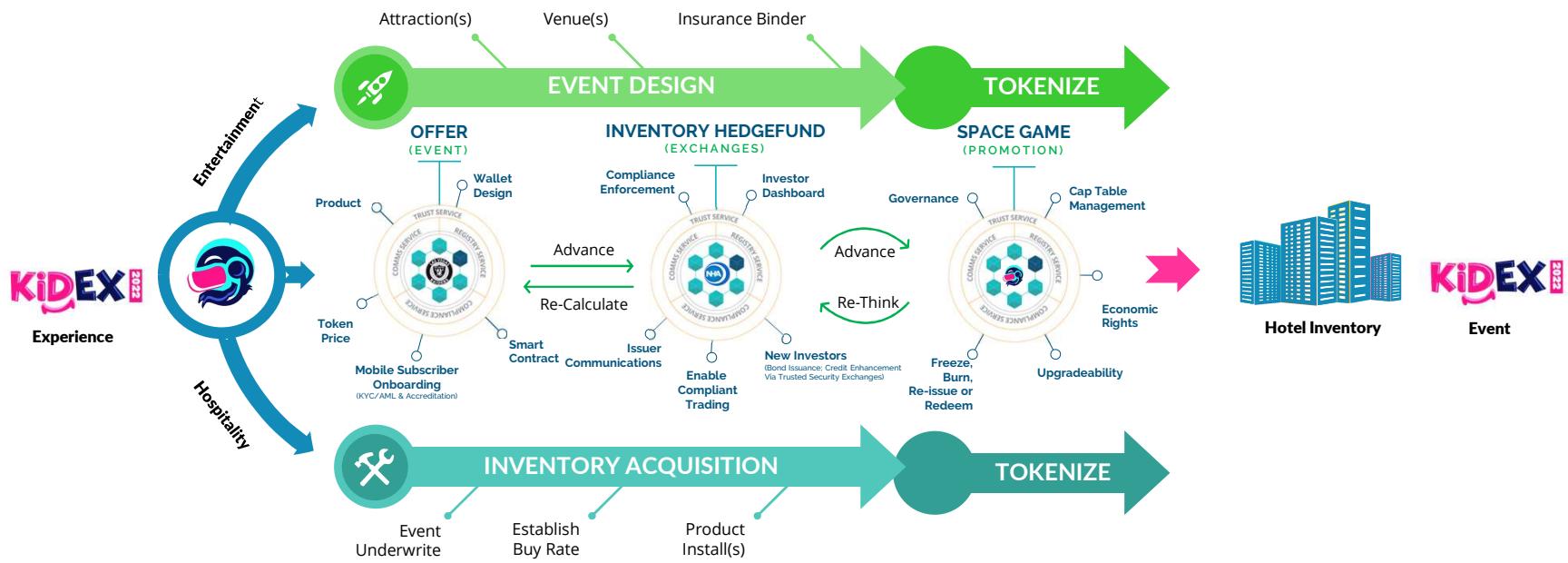
Educational	Esthetic	Entertainment	Escapism	Euphoria
				
<b>\$10/token</b>	<b>\$20/token</b>	<b>\$30/token</b>	<b>\$40/token</b>	<b>\$50/token</b>
<ul style="list-style-type: none"><li>» Technology</li><li>» Science</li><li>» Engineering</li><li>» Media</li></ul>	<ul style="list-style-type: none"><li>» 7<sup>th</sup> World Wonder</li><li>» Allegiant Stadium</li><li>» Historical Treasure</li><li>» Architectural Gem</li></ul>	<ul style="list-style-type: none"><li>» Sporting Events</li><li>» Concert</li><li>» Festivals</li><li>» Shows</li></ul>	<ul style="list-style-type: none"><li>» Travel Destination</li><li>» Life Style</li><li>» Period</li><li>» Persona</li></ul>	<ul style="list-style-type: none"><li>» Marriage Proposal</li><li>» Wedding Anniversary</li><li>» Reunification</li><li>» Fantasy</li></ul>

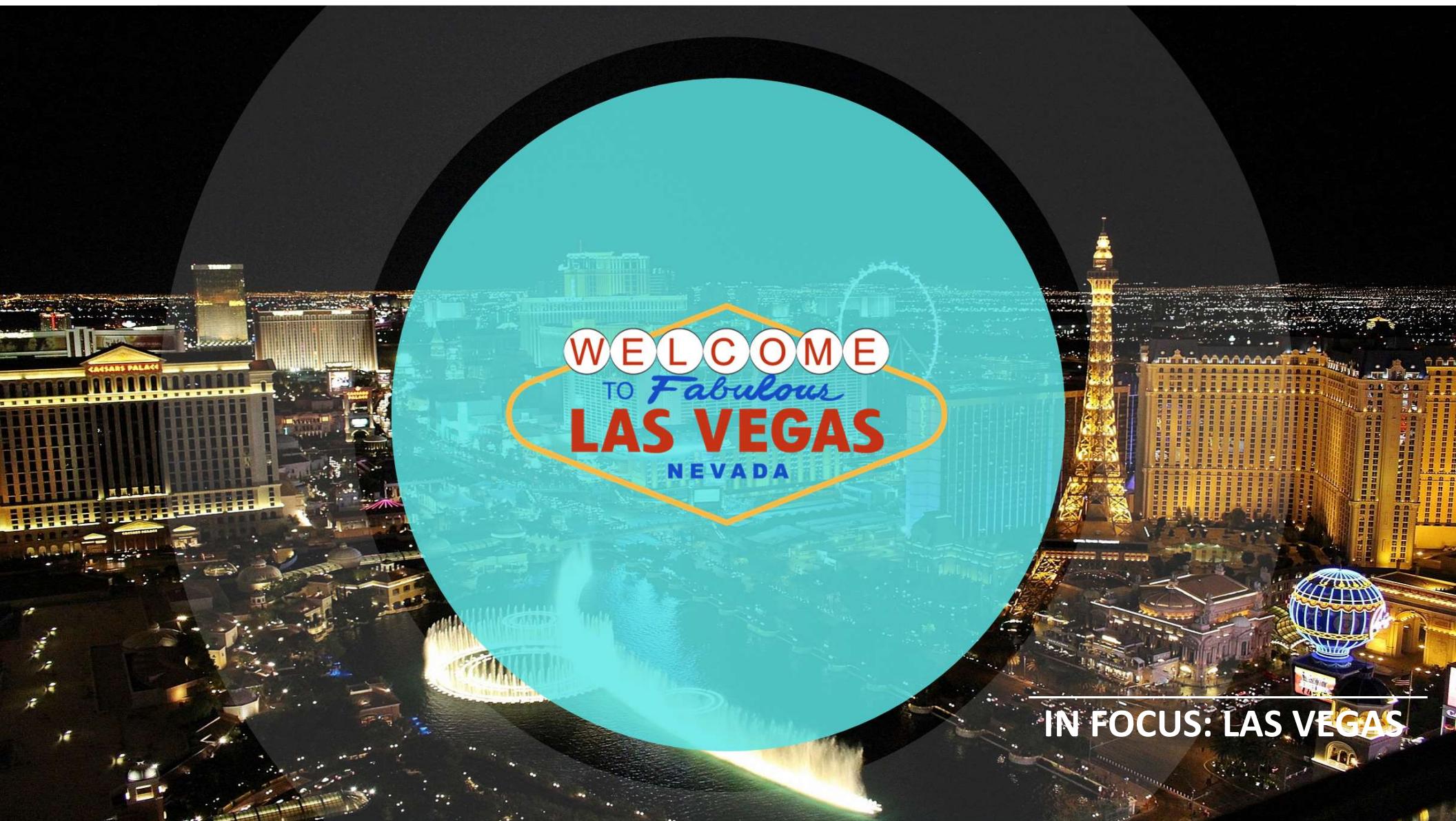




## EVENT MODEL

### Transaction Anatomy

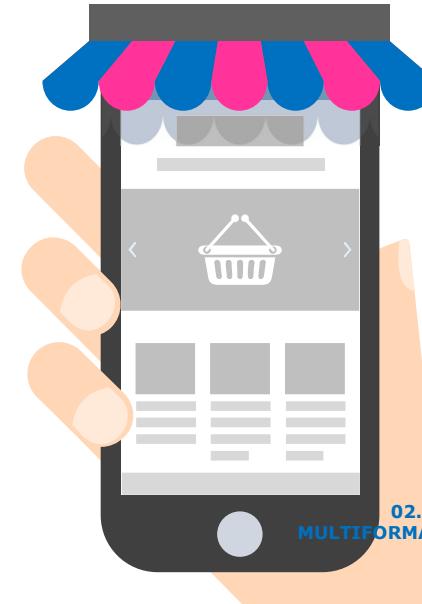




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## KIDEX "EXPERIENCE" ECOSYSTEM FAVORS 5G ECONOMY



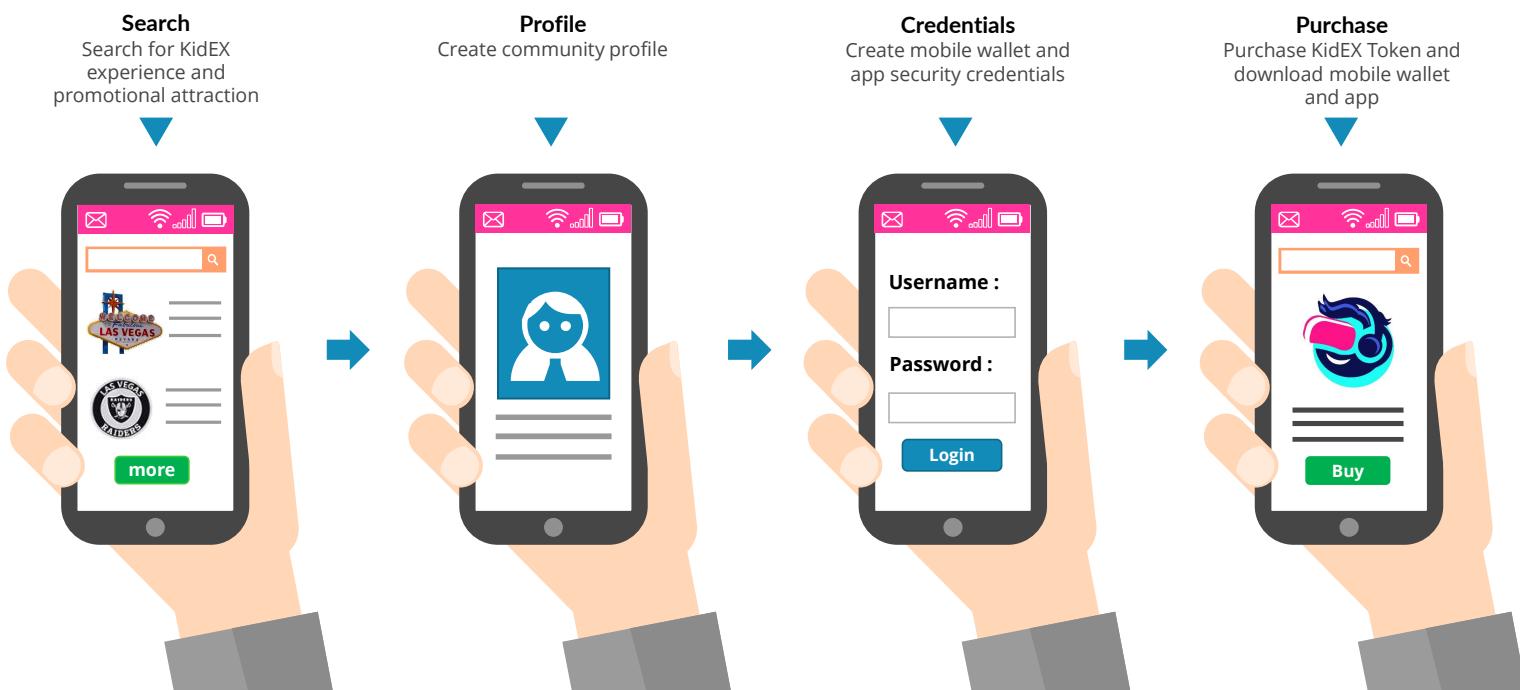
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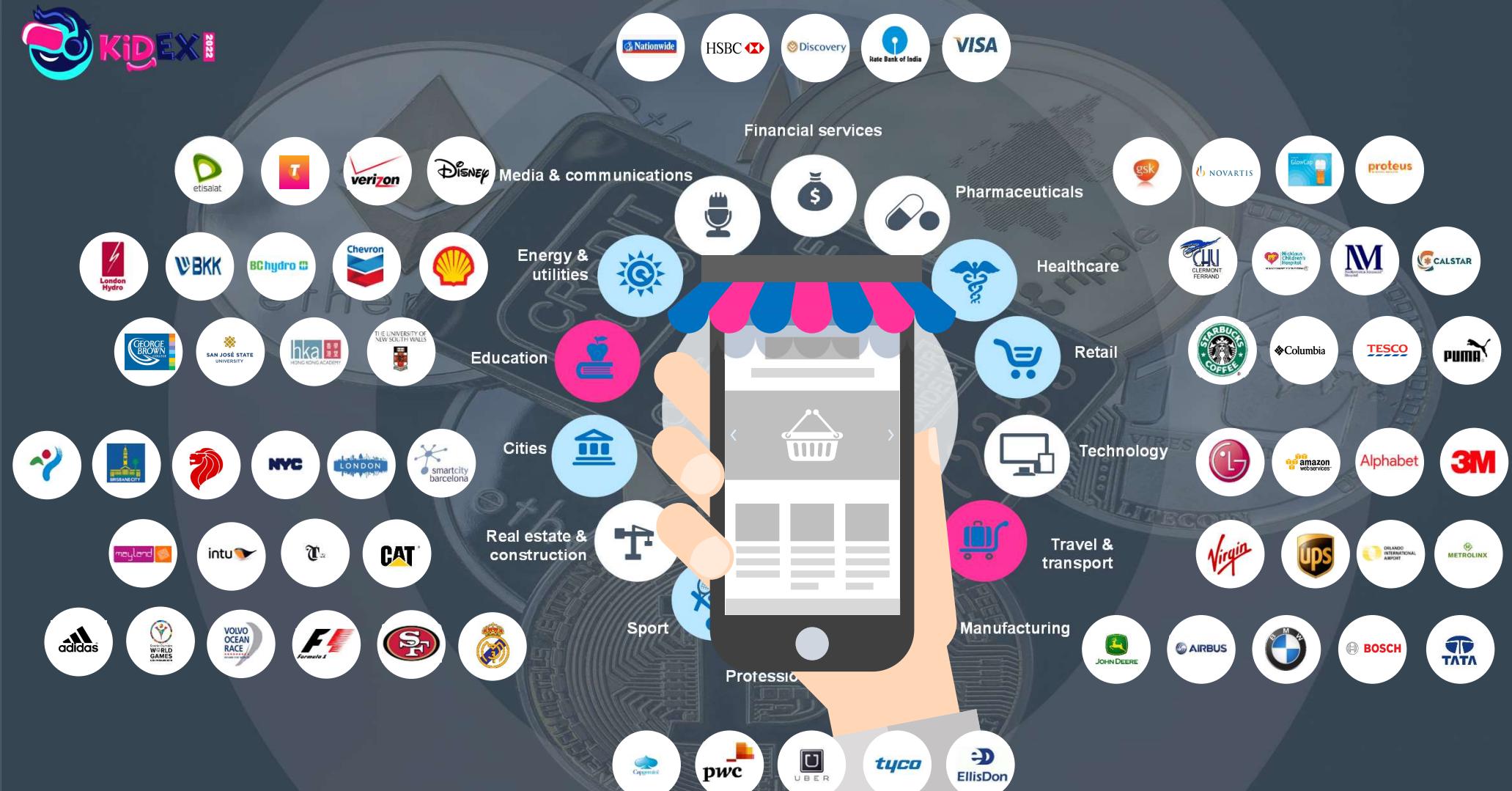
April 2020 | 41



## PROMOTION ANATOMY

Event Transaction







# HOTEL ALIGNMENT PLAN 2025

## “Diversified Exposure to Attractive Markets”

74% of Hotel Adjusted EBITDA from coastal markets<sup>(1)</sup>

91% of Hotel Adjusted EBITDA from Top 25 Mkts & resort destinations<sup>(2)</sup>

Washington  
3 Hotels | 1,621 Rooms  
2% Hotel EBITDA

Utah  
1 Hotel | 499 Rooms  
1% Hotel  
EBITDA

Northern California  
7 Hotels | 4,513 Rooms  
15% Hotel EBITDA

Nevada  
1 Hotel | 190 Rooms  
<1% Hotel  
EBITDA

Southern California  
6 Hotels | 2,888 Rooms  
6% Hotel EBITDA

Arizona  
2 Hotels | 745 Rooms  
1% Hotel EBITDA

Hawaii  
2 Hotels | 4,104 Rooms  
23% Hotel EBITDA

Colorado  
1 Hotel | 159 Rooms  
<1% Hotel EBITDA

Texas  
1 Hotel | 259 Rooms  
1% Hotel EBITDA

Kansas/Missouri  
2 Hotels | 465 Rooms  
1% Hotel EBITDA

Louisiana  
2 Hotels | 1,939 Rooms  
8% Hotel EBITDA

Illinois  
4 Hotels | 2,743 Rooms  
6% Hotel EBITDA

Massachusetts  
1 Hotels | 599 Rooms  
2% Hotel EBITDA

New York  
1 Hotel | 1,929 Rooms  
6% Hotel EBITDA

New Jersey  
3 Hotels | 839 Rooms  
1% Hotel EBITDA

DC/VA  
5 Hotels | 2,120 Rooms  
3% Hotel EBITDA

Tennessee  
1 Hotel | 130 Rooms  
<1% Hotel EBITDA

Georgia  
2 Hotels | 748 Rooms  
1% Hotel EBITDA

Florida  
7 Hotels | 4,711 Rooms  
16% Hotel EBITDA

International  
15 Hotels | 4,239 Rooms  
5% Hotel EBITDA



(1) Pro forma 2016 Hotel EBITDA includes pro rata share of Pro forma Hotel Adjusted EBITDA from Unconsolidated Joint Ventures

(2) Top 25 Markets as defined by STR Global



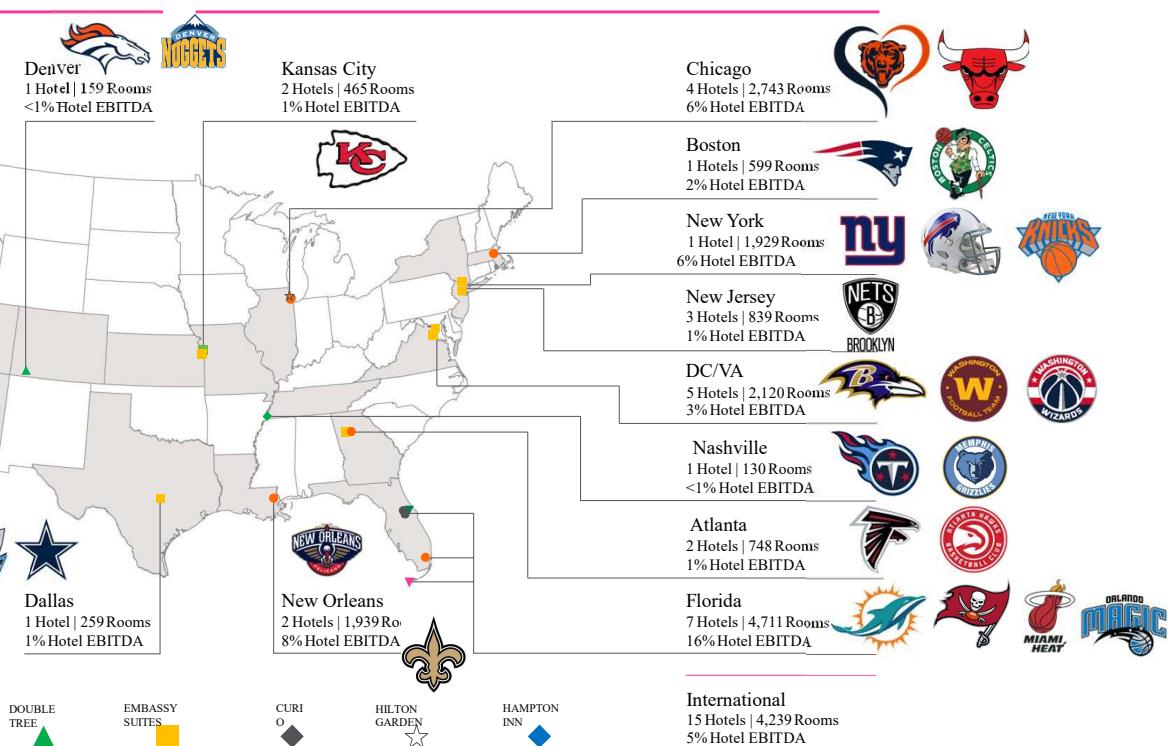
## LUXURY SUITE ALIGNMENT PLAN 2025

### “Diversified Exposure to Attractive Markets”

74% of Hotel Adjusted EBITDA from coastal markets<sup>(1)</sup>



91% of Hotel Adjusted EBITDA from Top 25 Mkts & resort destinations<sup>(2)</sup>



(1) Pro forma 2022 Inventory Hedge Fund EBITDA includes pro rata share of Pro forma Inventory Adjusted EBITDA from Unconsolidated Joint Ventures

(2) Top 25 Markets as defined by STR Global



## NATIONAL EXPANSION PLAN 2025

### “Franchise Opportunities in Attractive Markets”

*Territory Map includes 3 coastal markets<sup>(1)</sup>*

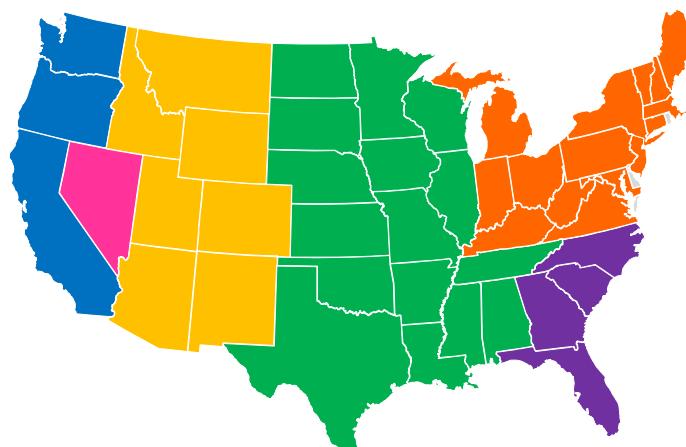
*Top 25 Mkts & resort destinations<sup>(2)</sup>*

#### 12/365 Seat Model

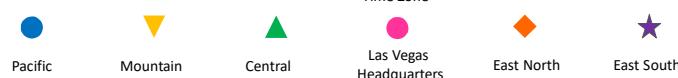
**97%**

Each Territory is comprised of a pre-determined number of “seats” that are assigned to sub-regions or even further subsets of sub-regions.

Only 12 Seats are available and will be filled on a first come first serve basis; however, preliminary seat terms last for only 365 days, and certain KPI's must be achieved and maintained in order to roll your seat into the next calendar operating period. Those seat holders that under perform, or pose some predefined threat to the KidEX brand, will have their seat sold at market value during the next annual enrollment window.



Branches	2022	2023	2024	2025	SEAT
Total Network	3	20	30	60	\$100K





## TOKEN ECONOMICS

Day 90 Valuation  
**\$150,000,000**

**4,000,000**

TOTAL TOKEN SUPPLY

**2,000,000**

HARDCAP (STO)

**1,000,000**

SOFTCAP (STO)

**1,000,000**

TOKENS FOR SUBSCRIBER  
PUBLIC

**\$50.00 USD**

STO TOKEN PRICE

**ETH, BTC, KDX**

TOTAL TOKEN SUPPLY

Pre-release of 1,000,000 Tokens into the market, or one free token per mobile-wallet download. 1,000,000  
subsequent Token available for purchase and required to satisfy initial subscription payment.



## VALUATION 2025





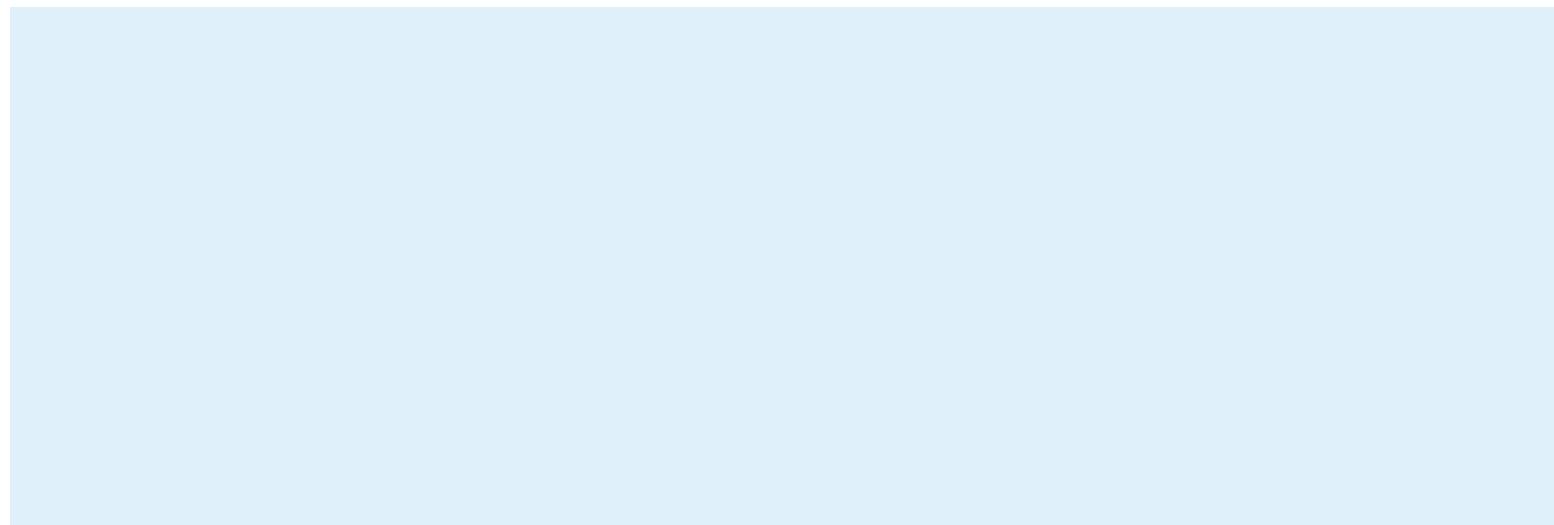
## STRATEGIC PLAN 2022-2026





## HYPERTOKEN

**EVERYTHING UNDER ONE ROOF AT A COMPETITIVE PRICE**  
**“DIE HARD FAN”**



**5,000,000**

Subscribers

**5**

Tokens

**\$1B**

Valuation (7X EBITA)

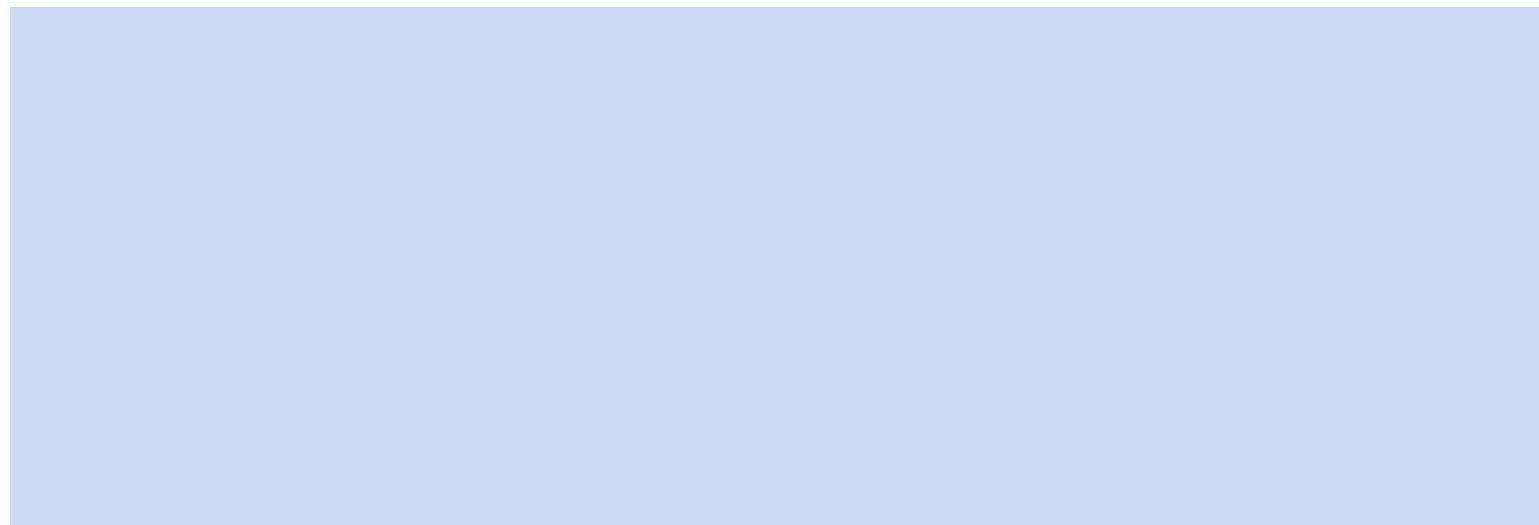
**3**

World Series

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## SUPERTOKEN LOCAL RETAIL FOOTPRINT “CASUAL FAN”



5,000,000

Subscribers

5

Tokens

\$1B

Valuation (7X EBITA)

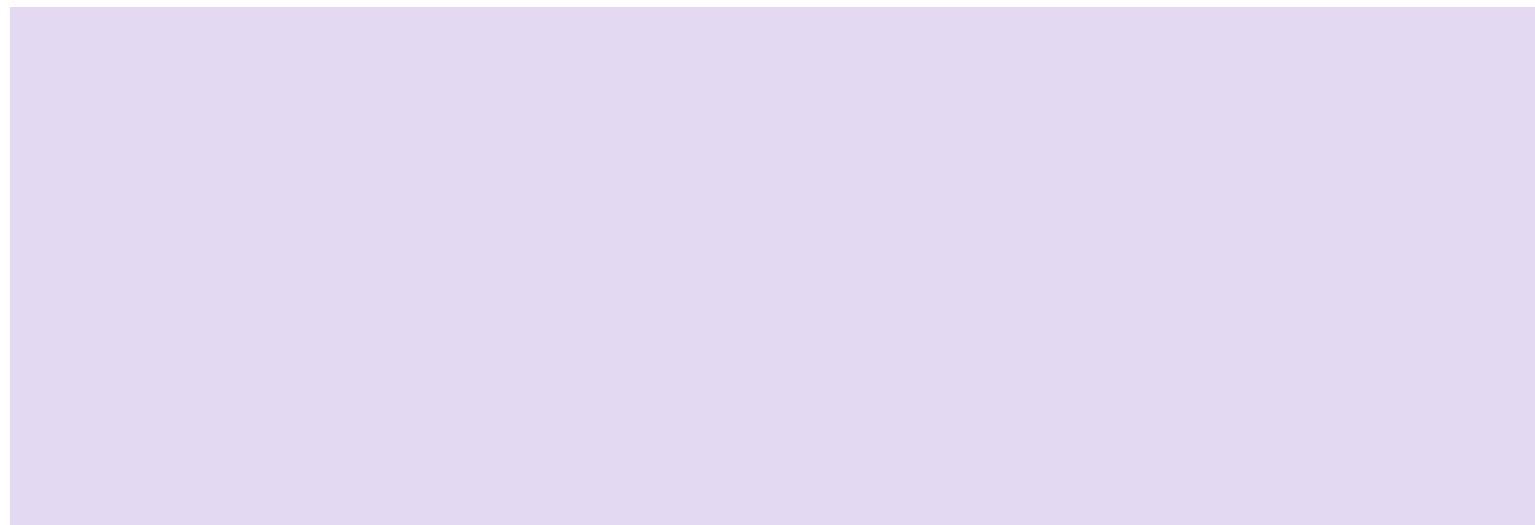
3

O'Brien Trophy's

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## FANTASY TOKEN PROFESSIONAL & FANTASY LEAGUE “E-SPORTS FAN”



**5,000,000**

Subscribers

**5**

Tokens

**\$1B**

Valuation (7X EBITA)

**3**

Stanley Cups

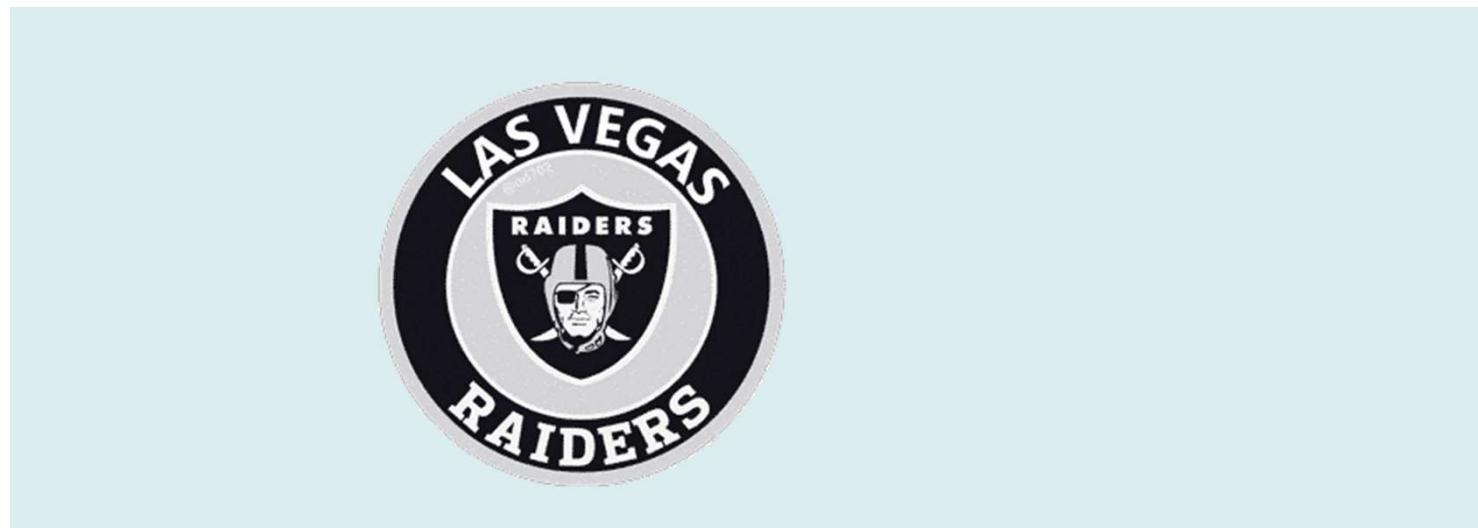
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April 2020 | 17



## INVESTMENT TOKEN

### ULTIMATE ACCESS TO THE ELITE 1%

#### “FANATIC FAN”



**5,000,000**

Subscribers

**5**

Tokens

**\$1.5B**

Valuation (7X EBITA)

**3**

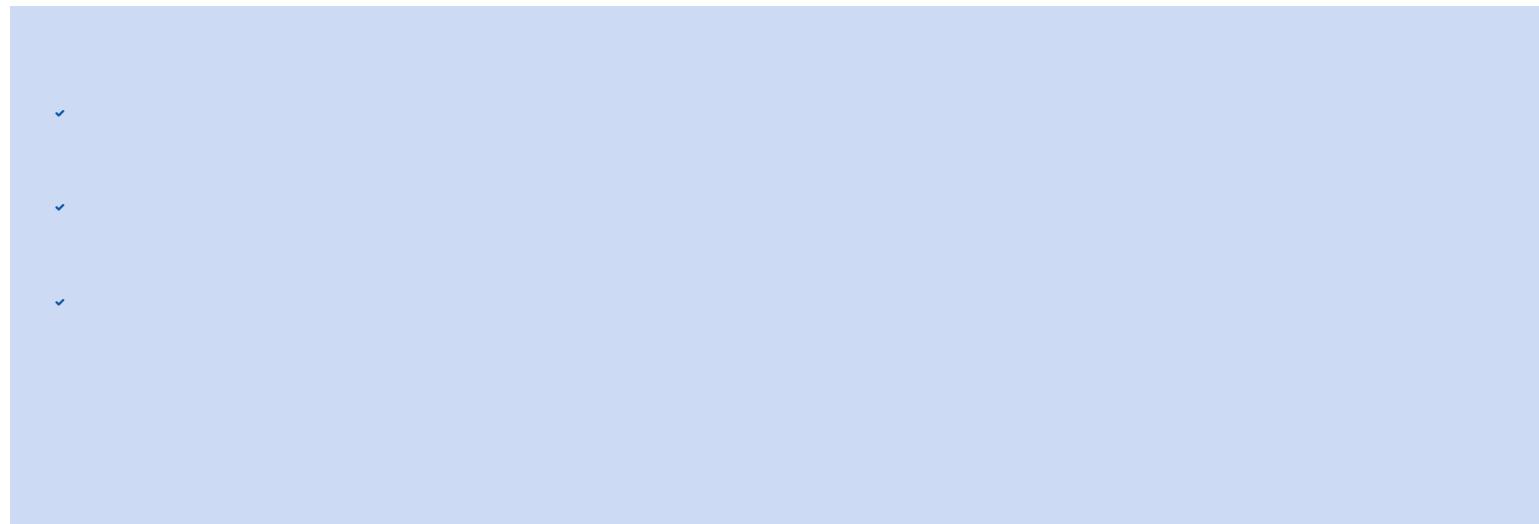
Super Bowls

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MULTIFORMAT & OMNICHANNEL MODEL  
April 2020 | 17



## COIN

**“CURRENCY FOR A NO FRILLS EXPERIENCE”**



**5,000,000**

Subscribers

**\$1B**

Valuation (7X EBITA)

**5**

Tokens

**3**

World Cups

02. ROLLING OUT SENTIENT'S  
MULTIFORMAT & OMNICHANNEL MODEL  
April 2020 | 17



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