



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 SentientpwR³ 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
Develop Business Case and Execution Plan	<ul style="list-style-type: none">• Business Case focused on identifying key solutions, time to market, competency, risks, benefits and key assumptions.• Identify key stakeholders:• Requires leadership and top down approval<ul style="list-style-type: none">• Sales and Presales resources are required to support business acceleration• Marketing and Demand Generation campaigns• Tokenization co-investments
Financial Goals	<ul style="list-style-type: none">• Build a 3 yr plan that sets key measurable and attainable targets which factors in cost and investments• Align growth objectives with market size and national expansion plan (Las Vegas, Los Angeles, Phoenix, Seattle)• Preserve shareholder equity
Focus Investment	<ul style="list-style-type: none">• Initial investment requires a 3yr commitment and should assume risk but with a significant roi of 10x• May require outside investment or acquisition, i.e. people or intellectual property
Key Verticals and Offerings	<ul style="list-style-type: none">• 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.• Objective is to build vertical integration solutions that can be monetized and duplicable, scalable and portable.
Partner Ecosystem	<ul style="list-style-type: none">• 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.



DEAL TERMS

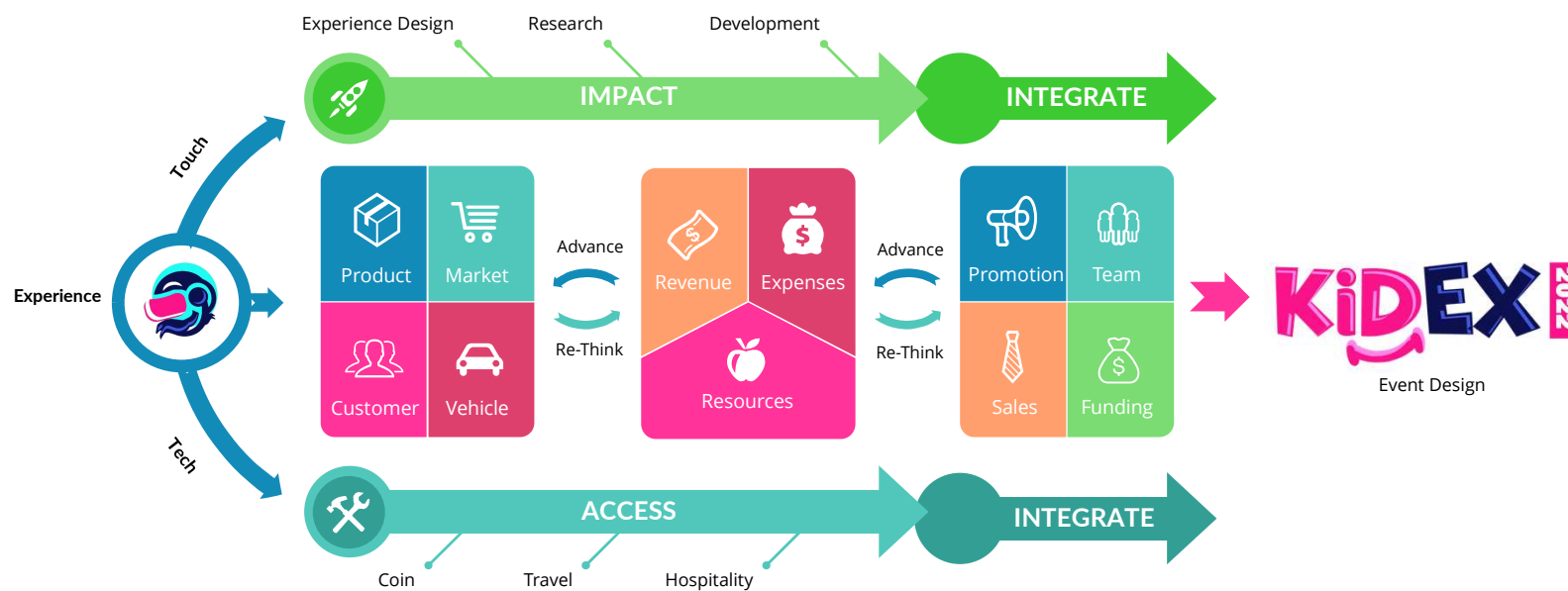
Offer Value	\$.05 per KidEX token share / \$2 million total transaction value ⁽¹⁾
Consideration / Exchange Ratio	\$2mm product placement contract value; \$2mm in future KidsEX tokens
Maximum KidEX Tokens Issuance	~100 million tokens
Pro Forma Ownership^(1,2)	95% TBS / 5% R3T
Structure	Business combination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





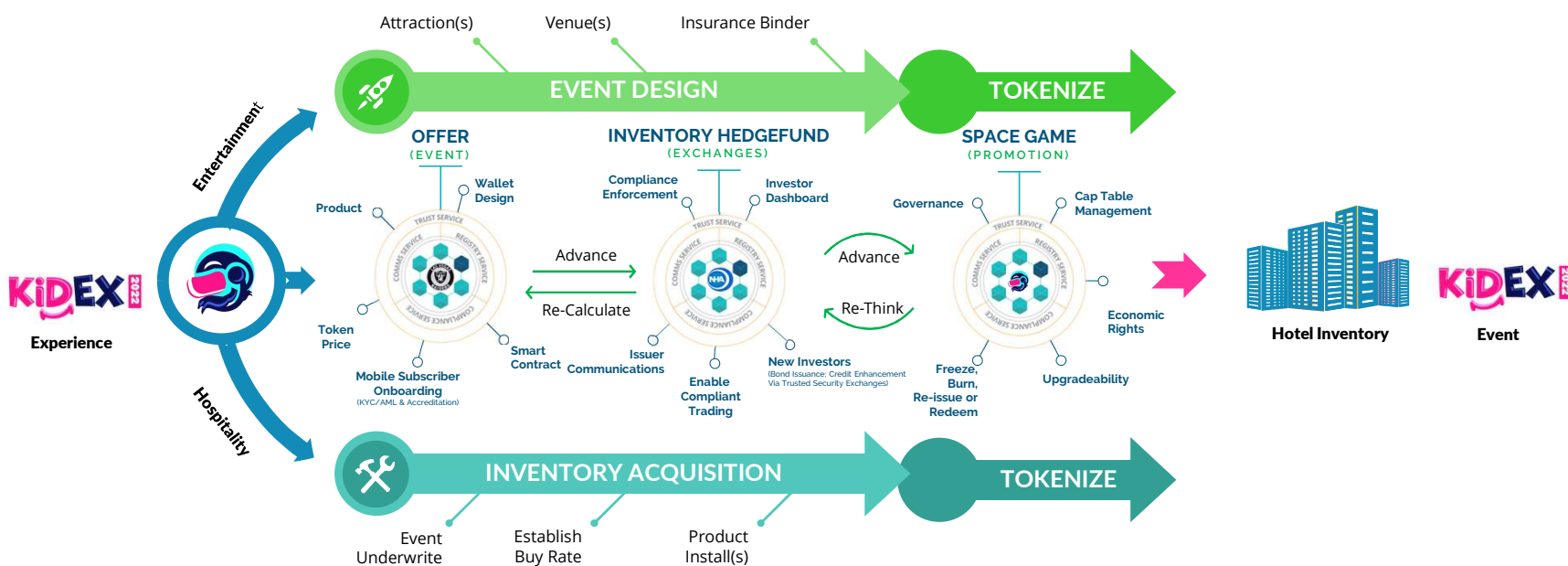
EXPERIENCE ECONOMY

Dream Factory

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



Transaction Anatomy





WELCOME
TO *Fabulous*
LAS VEGAS
NEVADA

IN FOCUS: LAS VEGAS



KIDEX “EXPERIENCE” ECOSYSTEM FAVORS 5G ECONOMY

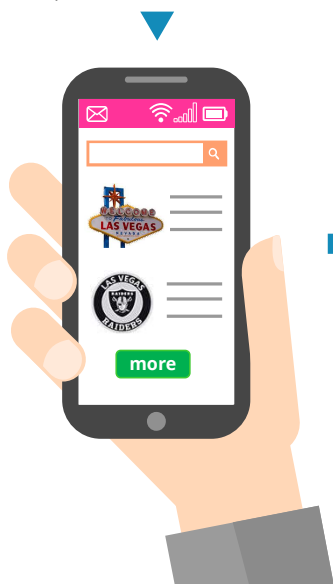




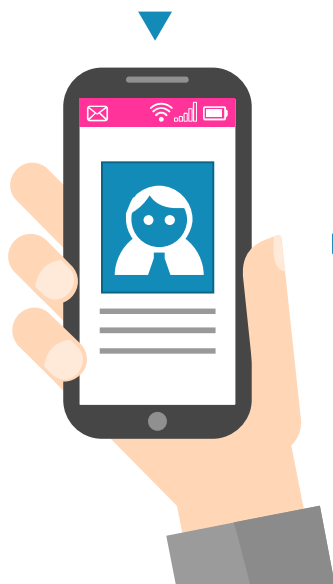
PROMOTION ANATOMY

Event Transaction

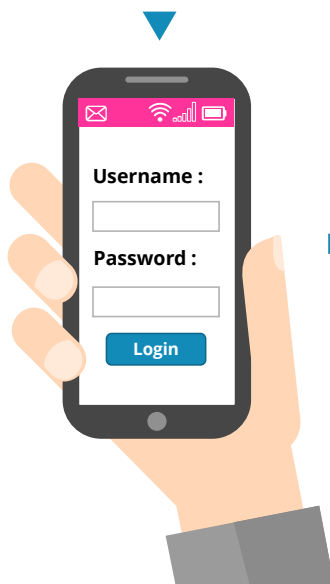
Search
Search for KidEX
experience and
promotional attraction



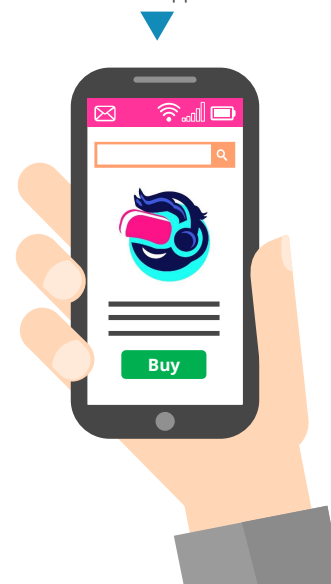
Profile
Create community profile



Credentials
Create mobile wallet and
app security credentials



Purchase
Purchase KidEX Token and
download mobile wallet
and app





Financial services



Media & communications



Pharmaceuticals



Healthcare



Retail



Technology



Travel & transport



Manufacturing



Professional services



Energy & utilities



Education



Cities



Real estate & construction



Sport



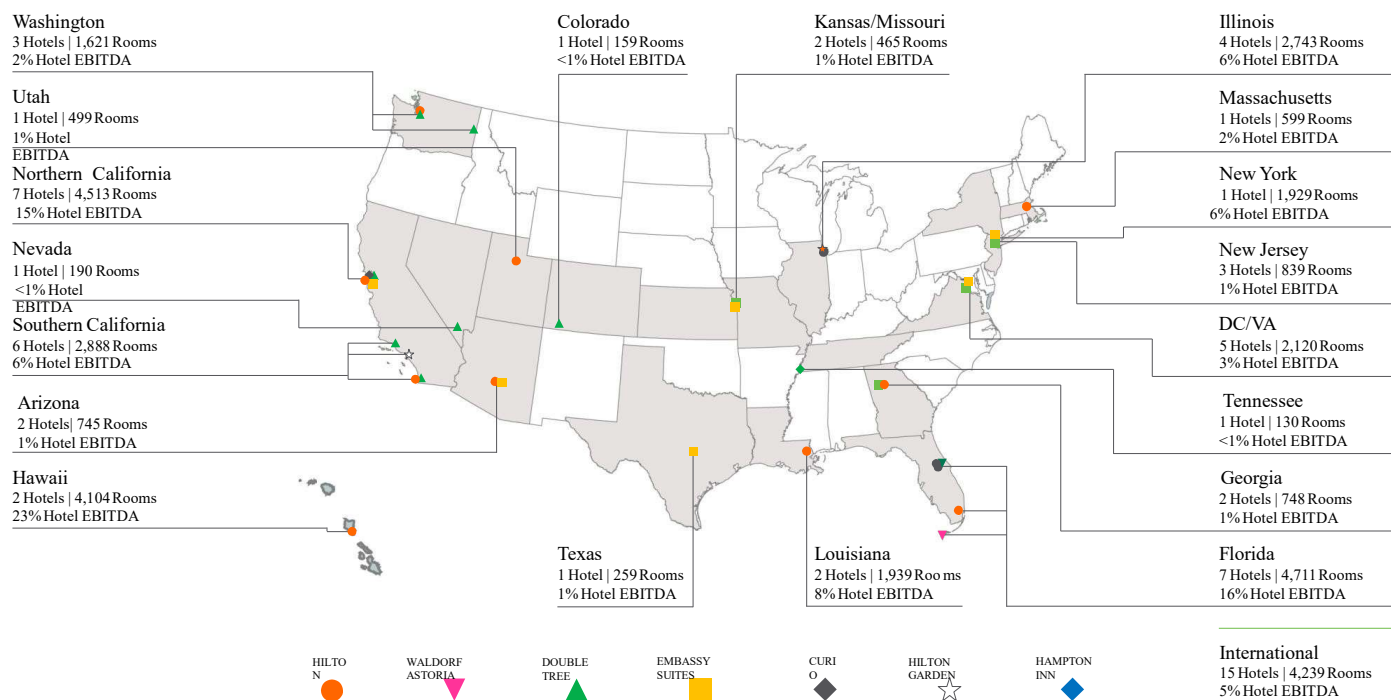


HOTEL ALIGNMENT PLAN 2025

“Diversified Exposure to Attractive Markets”

74% of Hotel Adjusted EBITDA from coastal markets⁽¹⁾

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



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

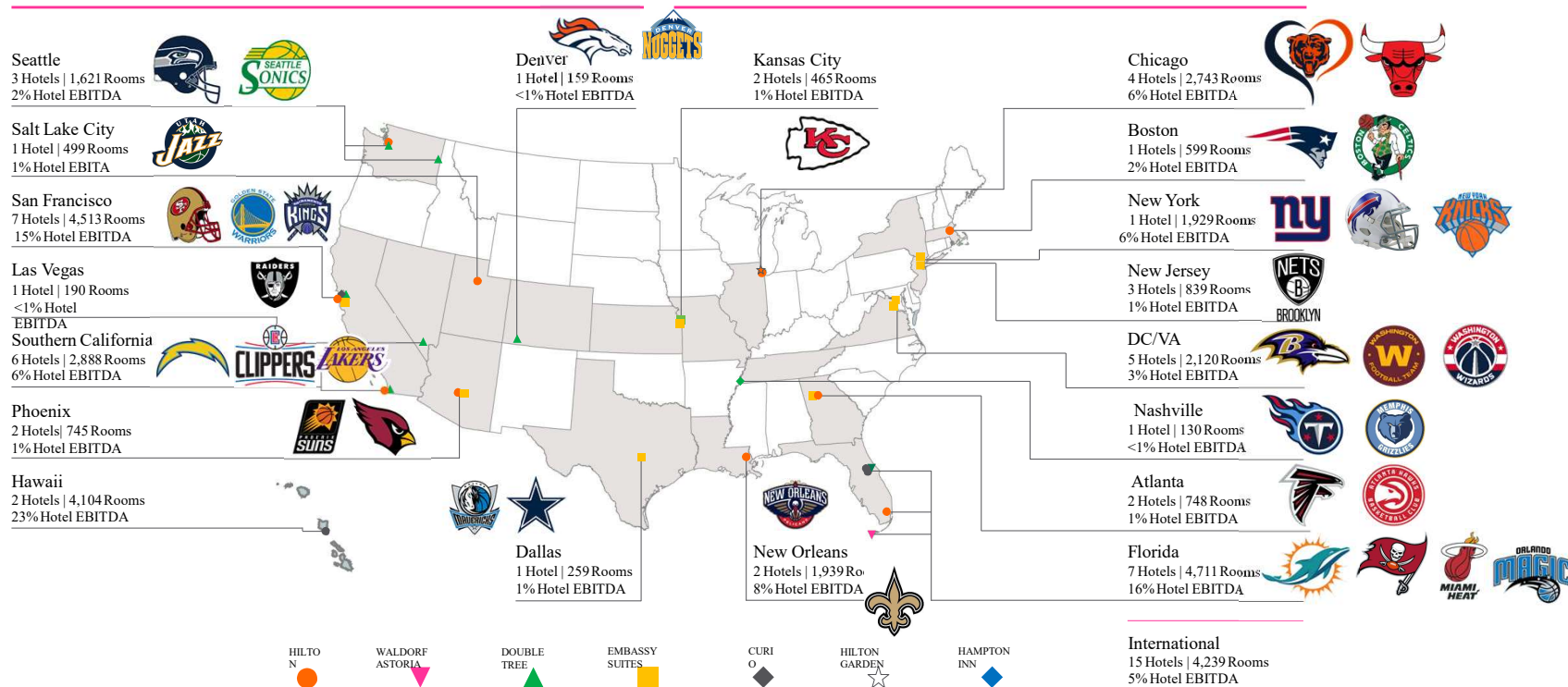
(2) Top 25 Markets as defined by STR Global

LUXURY SUITE ALIGNMENT PLAN 2025

"Diversified Exposure to Attractive Markets"

74% of Hotel Adjusted EBITDA from coastal markets⁽¹⁾

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



(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⁽¹⁾

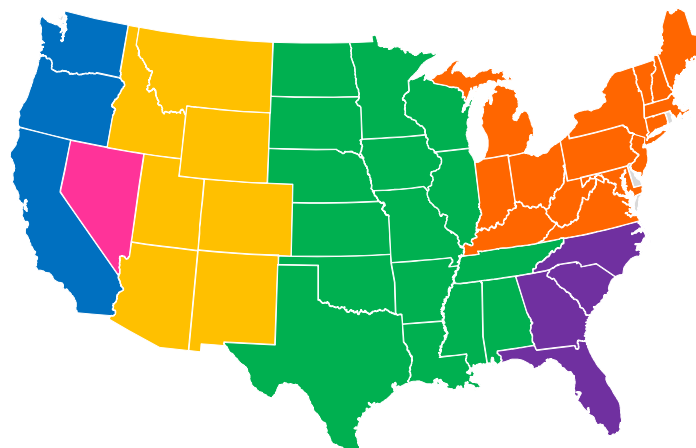
Top 25 Mkts & resort destinations⁽²⁾

12/365 Seat Model

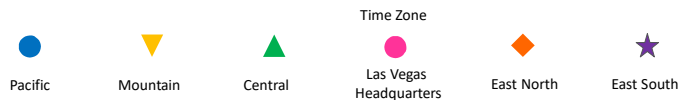
97%

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.

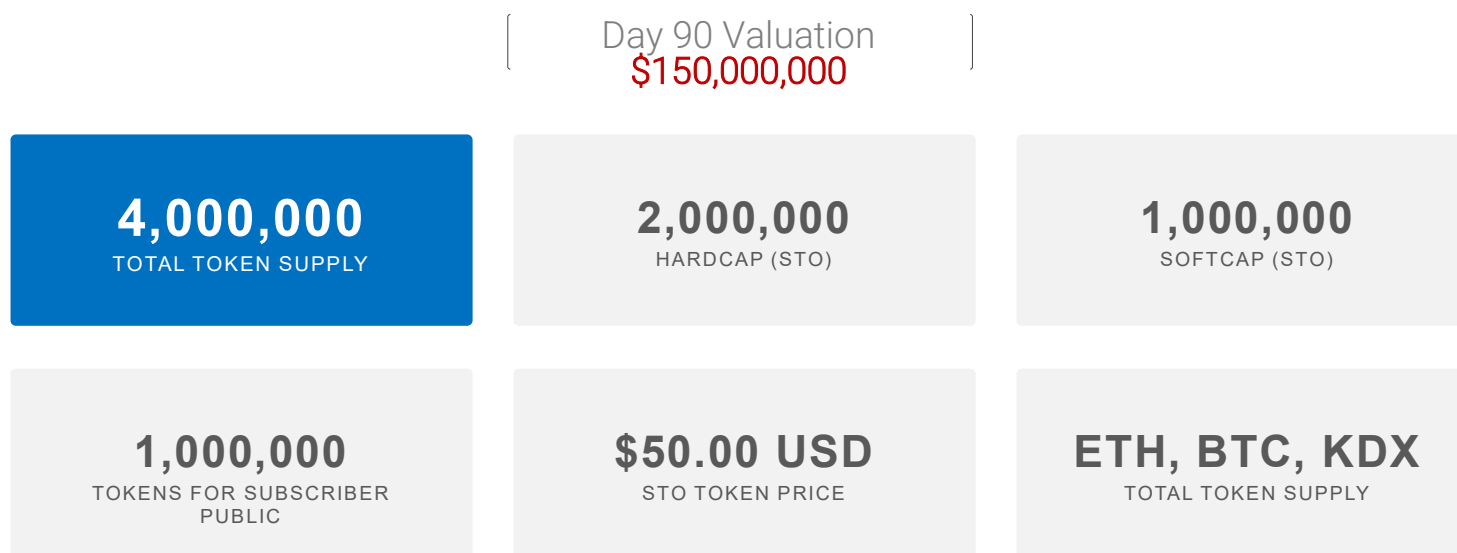


Branches	2022	2023	2024	2025	SEAT
Total Network	3	20	30	60	\$100K





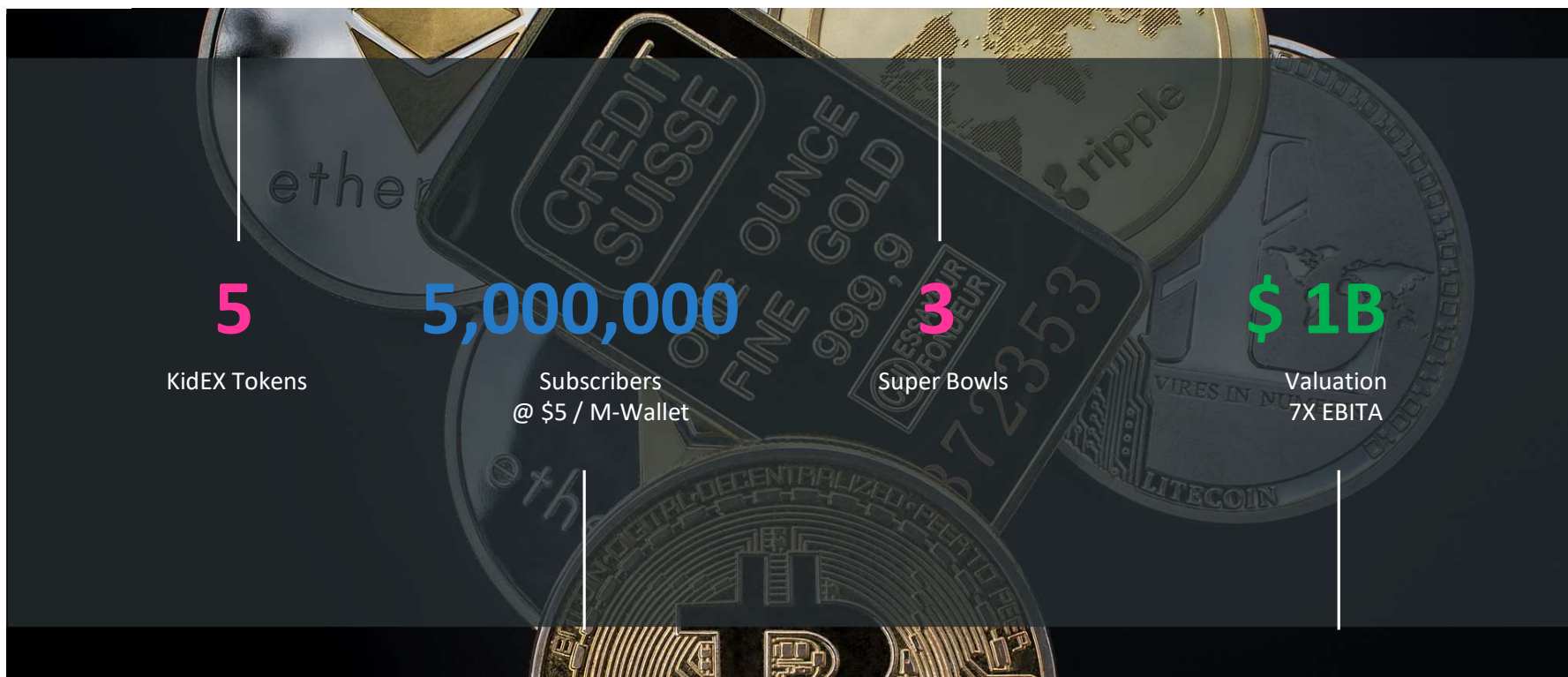
TOKEN ECONOMICS



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



Inventory Hedge Fund

HYPERTOKEN



SUPERTOKEN



Yield Management

COIN



FANTASY TOKEN



**INVESTMENT
TOKEN**



Analytics and
Reports



Foreign Currency
Exchange & Wallet



HYPERTOKEN

EVERYTHING UNDER ONE ROOF AT A COMPETITIVE PRICE

"DIE HARD FAN"



5,000,000

Subscribers

\$1B

Valuation (7X EBITA)

5

Tokens

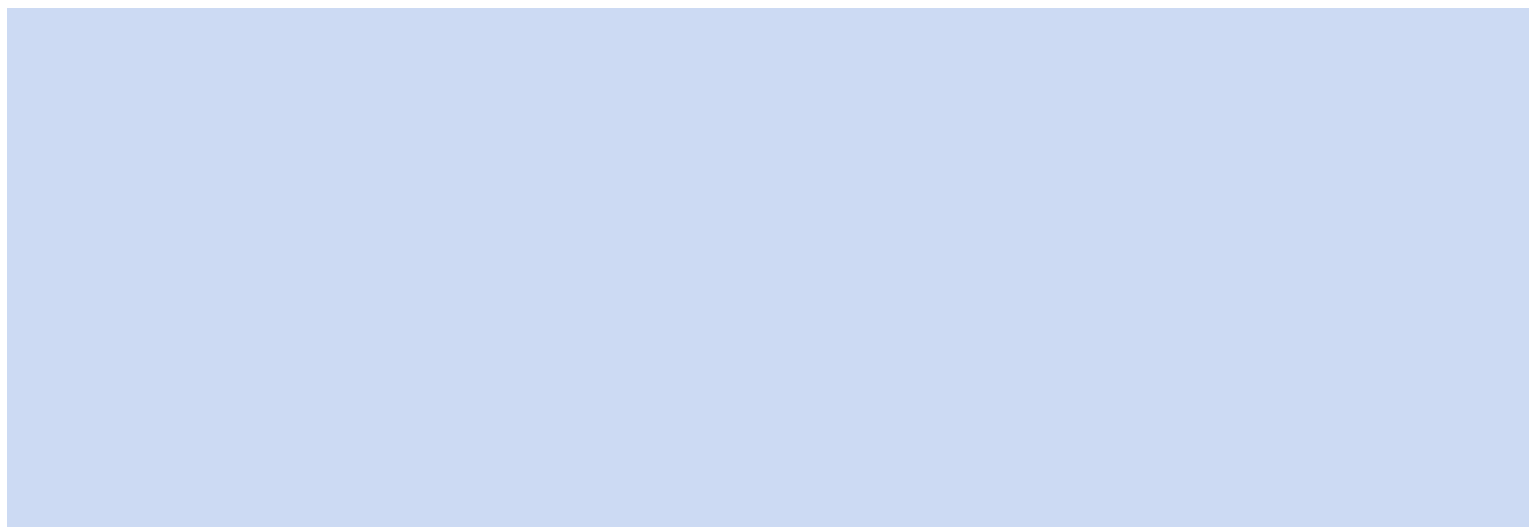
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World Series

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



SUPERTOKEN LOCAL RETAIL FOOTPRINT “CASUAL FAN”



5,000,000

Subscribers

\$1B

Valuation (7X EBITA)

5

Tokens

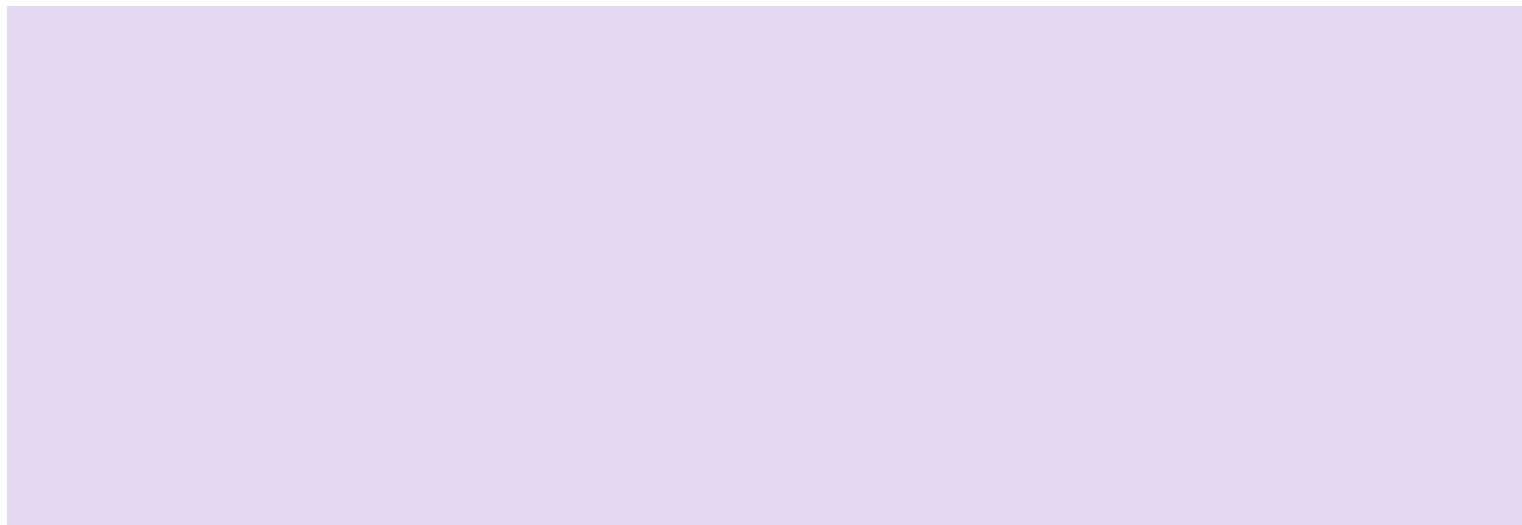
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O'Brien Trophy's

02. ROLLING OUT SENTIENT'S
MULTIFORMAT & OMNICHANNEL MODEL
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FANTASY TOKEN PROFESSIONAL & FANTASY LEAGUE “E-SPORTS FAN”



5,000,000

Subscribers

\$1B

Valuation (7X EBITA)

5

Tokens

3

Stanley Cups

02. ROLLING OUT SENTIENT'S
MULTIFORMAT & OMNICHANNEL MODEL
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INVESTMENT TOKEN

ULTIMATE ACCESS TO THE ELITE 1% “FANATIC FAN”



5,000,000

Subscribers

\$1.5B

Valuation (7X EBITA)

5

Tokens

3

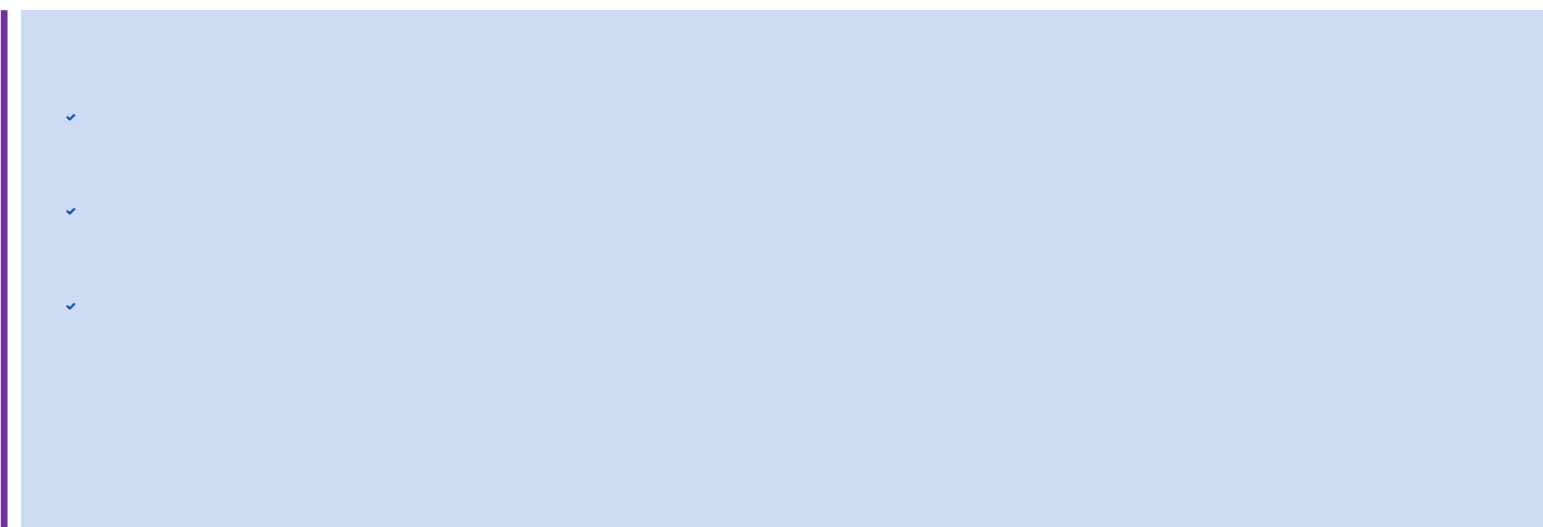
Super Bowls

02. ROLLING OUT SENTIENT'S
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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