



dito

INVESTOR PRESENTATION

NOVEMBER 2020

anytime, anywhere gameplay



DISCLAIMER

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COMPLETE MOBILE GAMING PLATFORM

developed in-house, hosted in the cloud and fully scalable



Features

Developed for white-label - a simple, cost effective process to rebrand for B2B clients.

Complete backend gambling solution written in Java, suitable for a wide range of gaming systems and quick app development.

- Developed specifically for mobile devices
- Designed to be fast, secure and scalable
- Built in native iOS using Swift and Objective C
- Android app in development
- Operationally proven
- Previously approved and regulated by the UK Gambling Commission
- Random Number Generator (RNG), certified and verified by iTech Labs
- Tested internally to 50 bets/trades per second equivalent to 2.5m per day and 200x current volumes
- Versatile platform facilitates rapid product development and deployment



MARKET OPPORTUNITY

the rapid growth of mobile gaming and availability opens up a new world of opportunities

2.2bn

mobile gamers globally, with over 200m of these players in the US

Source : Mediakix

>80%

of 2018 IPOs on NYSE and NASDAQ were mobile-focused

Source : App Annie

51%

of global gaming revenue is from mobile, vs 25% for console and 24% for PC

Source : Go Globe

62%

of smartphone buyers will install a game within the first week of purchase

Source : Go Globe

\$0.74

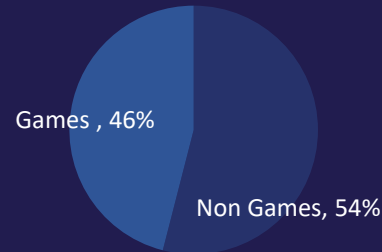
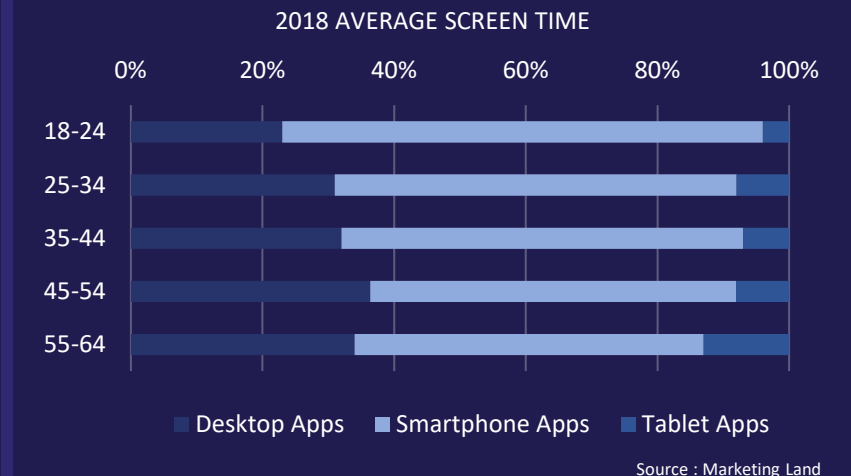
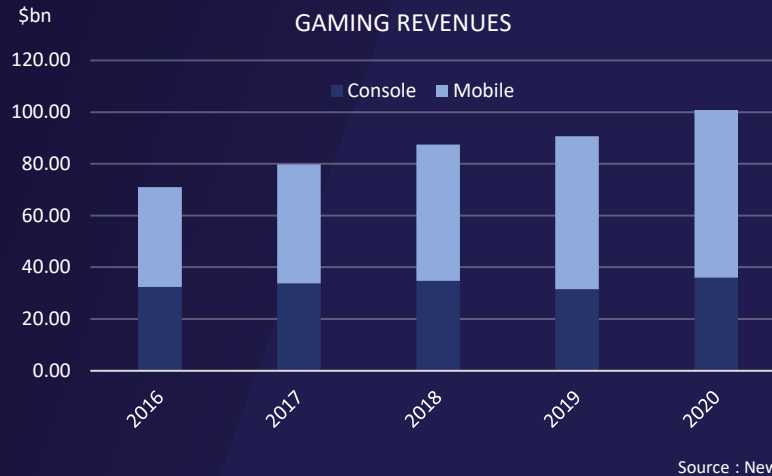
of every \$1.00 spent on apps is spent on gaming

Source : App Annie

3 hours

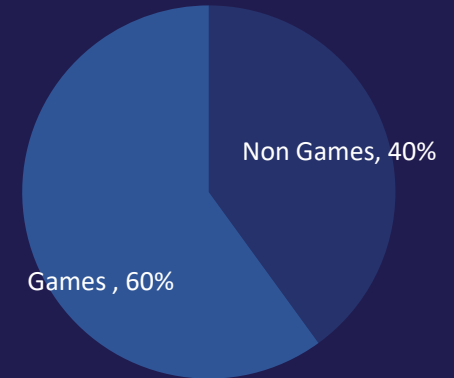
is the average user's daily time spent on mobile apps

Source : App Annie



MOBILE REVENUES MARKET SHARE

2017 to 2022

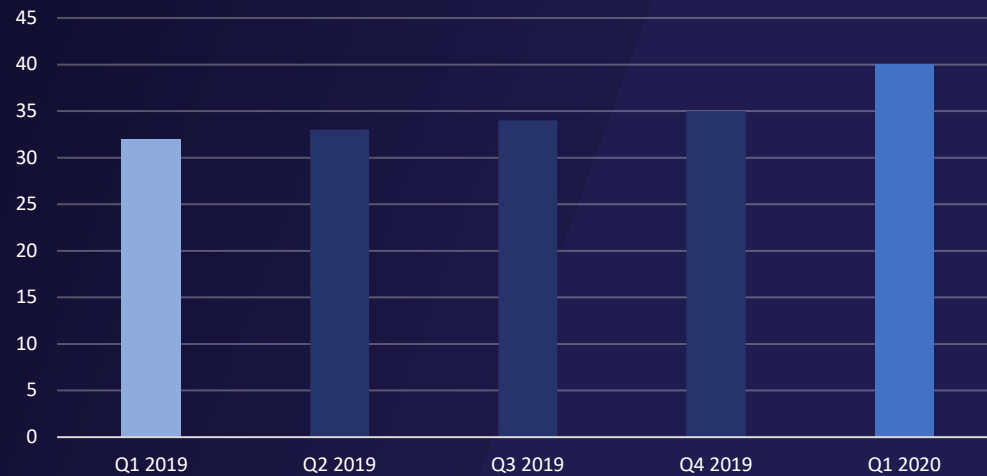




COVID-19

the pandemic has changed the industry with new trends and a significant increase in mobile gaming players

AVERAGE WEEKLY TIME SPENT IN ANDROID APPS
(in billions)



300m

average weekly hours in the US spent gaming during March 2020

Source : App Annie

50%

more games downloaded during the pandemic peak in France, UK and Italy

Source : App Annie

1.2bn

record downloads of games in iOS in China in March 2020

Source : App Annie

25%

year-over-year increase in average time spent in apps and games for Q1 2020 (worldwide)

Source : App Annie



TRADING GAMES: STATISTICS

NENX app – white label KPIs

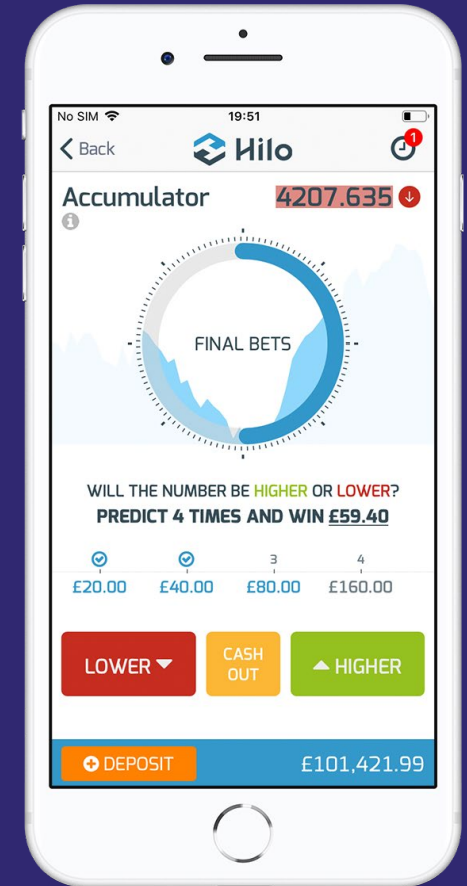
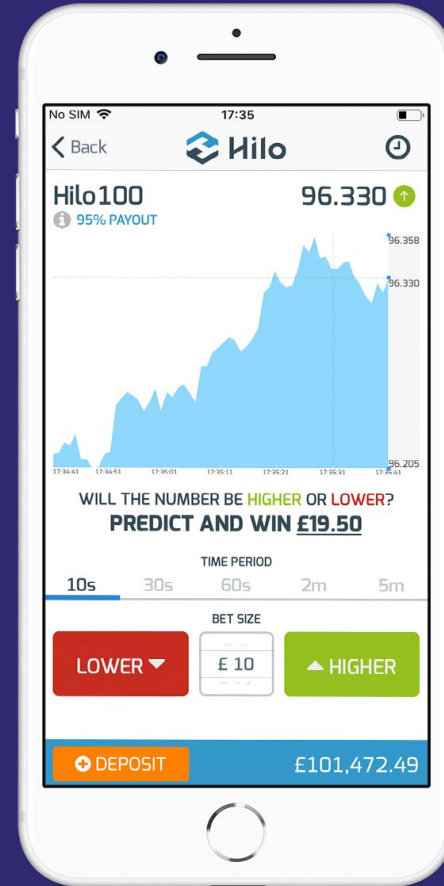




TRADING GAMES

real money gaming, free-to-play and cryptocurrency

-  Price-based trading games and apps
-  Backend management console
-  Real money, advertising and free-to-play
-  Third party gaming integrations
-  Accumulator games with larger payouts

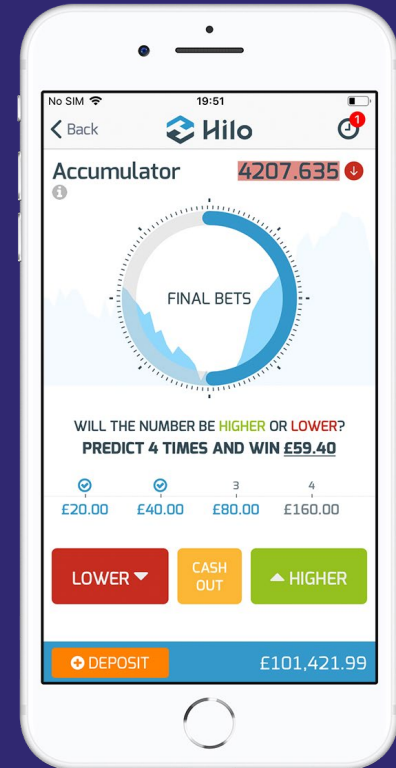
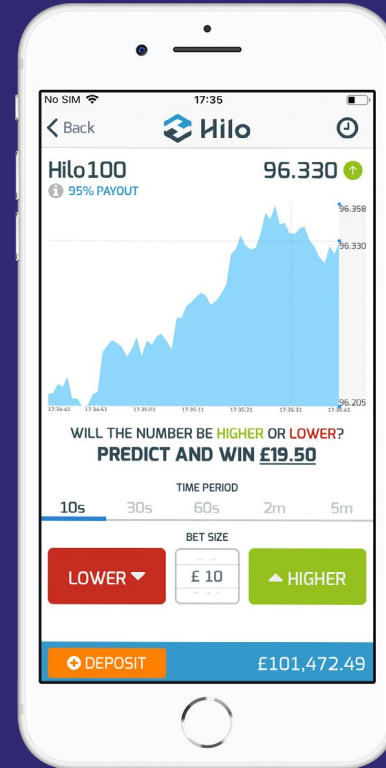




TRADING GAMES: FEATURE COMPARISON

our certified RNG and financial market accumulator are proprietary industry first inventions

	Dito	Others
Gamification of trading	✓	✗
Virtual markets	✓	✗
Free-to-play	✓	✗
Cryptocurrency	✓	✗
Third party integrations	✓	✗
Accumulator	✓	✗
Short bet durations	✓	✗



This data summary is based on popular binary trading products such as binary.com and IQ Option, as well as financial platforms such as IG and City Index.



TRADING GAMES: REVENUE MODEL

licensing software to third parties for their own complete gambling solution

Software licensing

Gaming revenue share

Cross-selling

Businesses who want to offer Dito's trading games to their own customers are required to meet their own regulatory requirements where applicable.

We typically charge a share of Gross Gaming Revenue (GGR) between 25-60%, with a minimum monthly fee.

Our platform enables our licensees to cross-sell other games to their customers in order both to capture a greater share of their customers' 'wallet' as well as reducing churn.

In the United Kingdom, under a UK Gambling Licence, you can offer casino games (blackjack, roulette, poker, etc.) and sports betting products.



NEW AND IMPROVED: HILO V4

improving the core product and life-cycle communications to drive better margins and lifetime value

Stronger Product

- App redesign:
 - Improved UX
 - Tutorials
 - Registration Flows
 - Deeplinking
- Leaderboards (Daily, Monthly, Geo)
- Third party games - Casino launch

Refined CRM

- Historic data analysis and refresh of marketing communications, including:
 - Email
 - Rich Inbox
 - Push Notifications
 - Facebook Custom Audiences

Smarter Acquisition

- Higher quality through better budget control and LTV analysis
- Testing and optimizing campaigns

+40%

Increased Margin on Spend

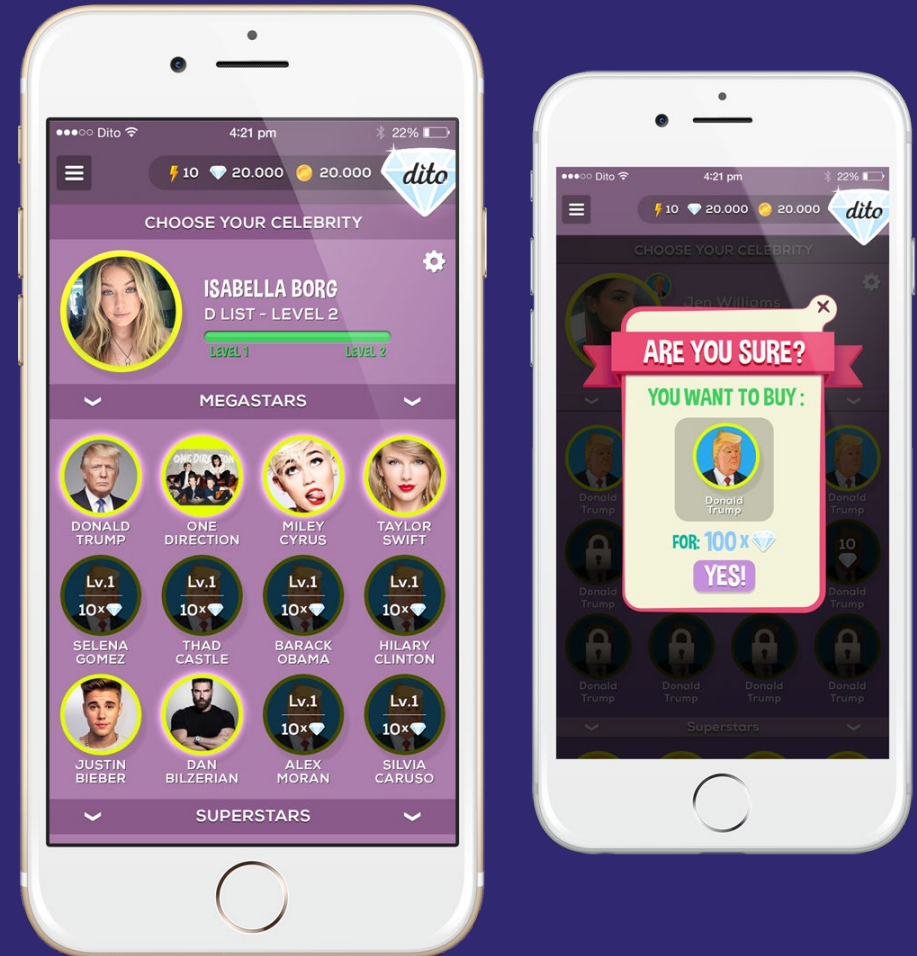




SENTIMENT BETTING: INTRODUCTION

dito's revolutionary 'sentiment betting' engine allows consumers to bet on the popularity of celebrities

- Leveraging established tech platform to create a unique gaming genre
- Dito's 'Sentiment Engine' converts live feeds from social media into a continuous volatile 'price' to bet on the popularity of a range of celebrities and sports personalities
- Free-to-play to generate uptake and drive traffic to the app
- In-app purchases available to extend game play and provide additional gaming options
- Additional in-app advertising opportunity
- Portfolio of games with additional social features to engage users and increase lifetime value
- Strong social content, including leadership boards and tournaments to drive user participation
- Planned launch in Q1 2021





SENTIMENT BETTING: REVENUE MODEL

gameplay and social activities drive in-app purchases to achieve targets

Free to play

In-app purchases

Advertising opportunity

Users can purchase in-app power-ups to improve gaming experience.

Power-ups can be used to:

- Extend game play
- Buy Powerups
- Advance to the next level
- Participate in tournaments
- Buy additional celebrities

Dito receives 70% of customer's spend on in-app purchases

- Google and Apple charge a 30% commission

All in-app purchases generate revenue

- customers cannot withdraw funds

In-app purchase price point varies

- from \$/£/€ 0.99 - 9.99



CROSS-SELLING, B2B AND WHITE LABEL

integration of third party casino games to increase lifetime value (LTV)



Cross-selling the best in class casino games

- NetEnt
- Quickfire (Microgaming)
- Evolution Gaming (Live dealer)
- Betsoft
- iSoftbet

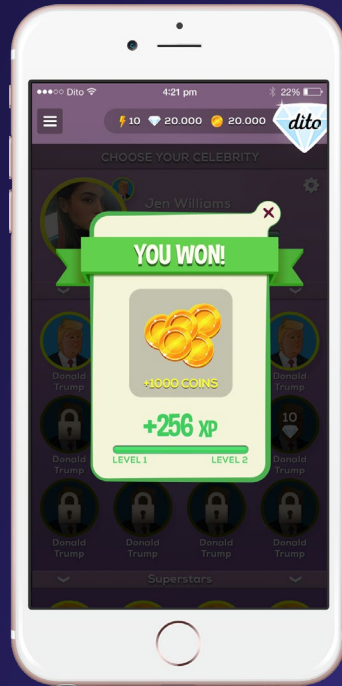
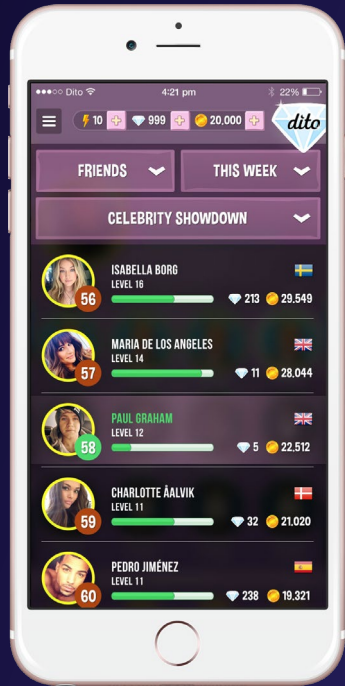
B2B and white label

- Platform built from the ground up to be quickly white-labelled for other brands
- Backend handles any RNG-based games or real time feeds
- Set-up fees and revenue share
- Leverage existing platform and costs



NEW APPS AND GAMES

more mass-market games targeting millennials



Celebrity and sports star betting using RNG and sentiment analysis



Real-money gaming and free-to-play



Monetization of casual and hyper-casual games



Additional revenue streams from in-app purchases



Leaderboard and other social features included



Acquisition of third party games and developers



GROWTH STRATEGY





INVESTMENT CASE: OVERVIEW



Investment to date

Gametech	\$ 8.87m
Dito	\$ 1.37m
	\$ 10.24m

Proposition

- Seeking to raise \$5M-10M+ on OTC
- Cash to implement growth strategy and US listing
- US\$2.50 per common stock of the Corporation Dito, Inc.



CONTACT



Jason Drummond
Founder and CEO

jd@dito.com

Dito, Inc.

413 W 14th St, New York, NY 10014, USA

+1 347 9831 227

Dito UK Limited

184 Shepherds Bush Road, London, W6 7NL, UK

+44 203 923 8777

