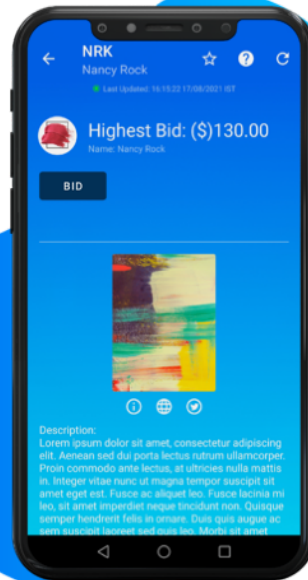




Presents

DIGITAL CUSTOMER ENGAGEMENT

Ultimate Digital Merch/NFT Experiences On Upstream's
Regulated One-Stop-Shop for NFTs



INTRODUCING UPSTREAM NFTs

Upstream offers a secure **one-stop-shop** for creating and selling **authenticated NFTs** to sell **tickets, merchandise, passes**, build **community engagement & loyalty**.



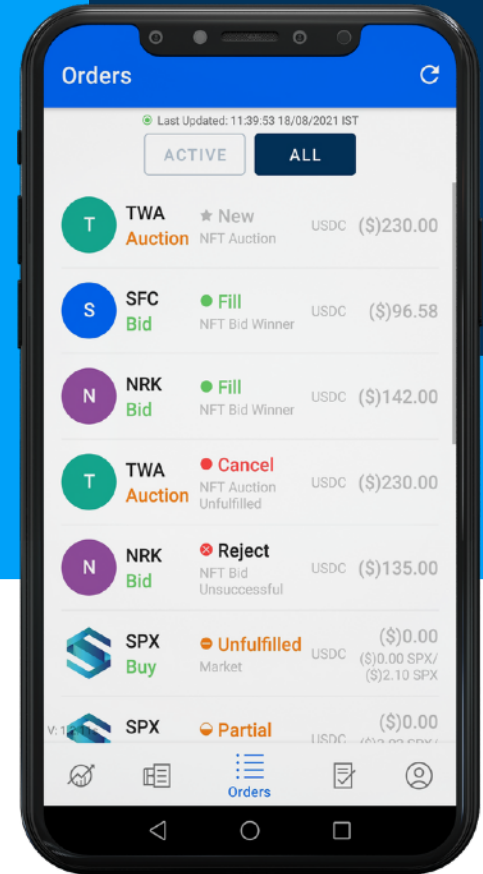
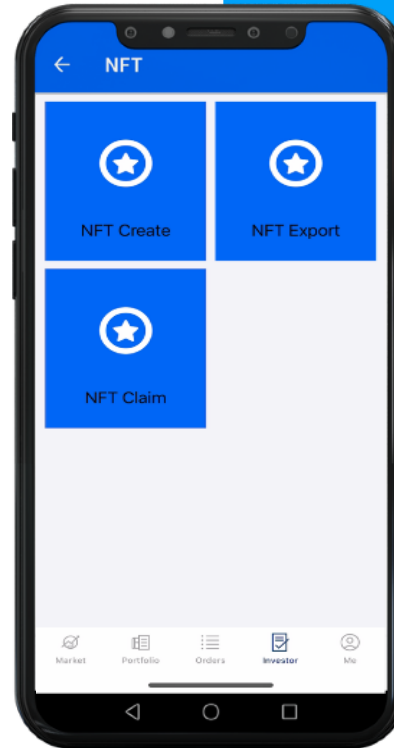
**NO UPFRONT COSTS, NO
GAS OR MINTING FEES**



**CONTINUOUS NFT
REVENUE STREAMS**



**BUYER | SELLER
PROTECTION**

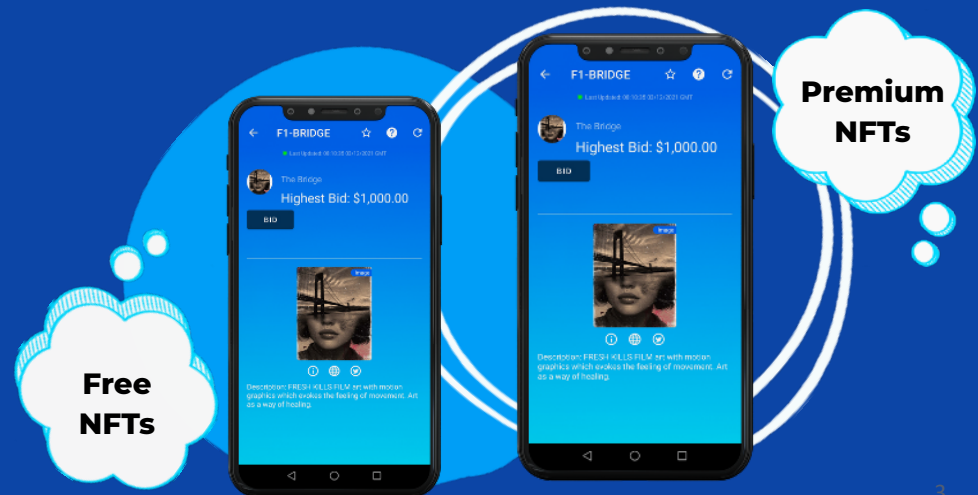
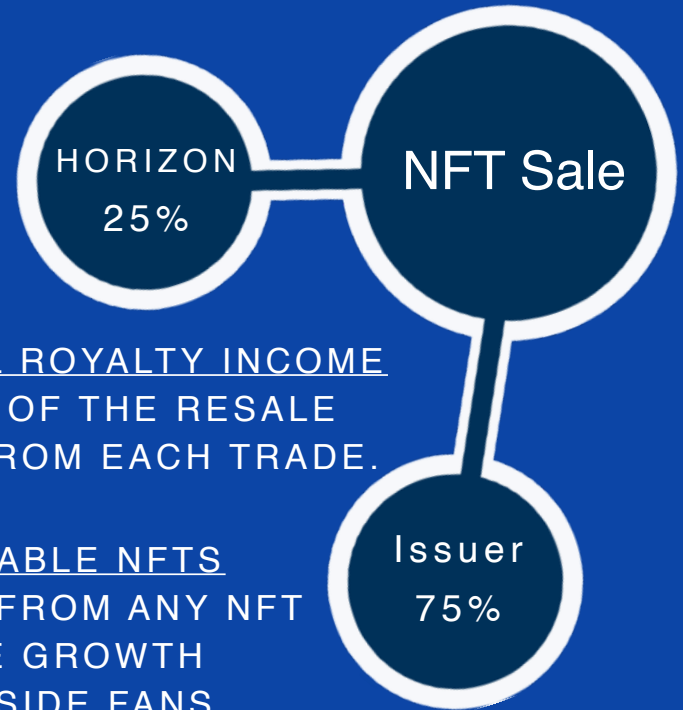


BY THE NUMBERS



- Regulated NFT one-stop-shop
- Team of experts to help structure your NFT strategy & collections
- Horizon technology covers all NFT minting & gas fees
- Collectible NFTs can also be traded on a global exchange & trading app

- Issuer receives 75% of NFT sale immediately after purchase; some of the highest in the NFT space
- Owns % of resale royalty for each additional trade in the NFT's lifecycle
- NFTs as customer touch points/incentives
- All US dollar trading accounts FDIC-insured up to \$250k.



LOW COST AND PREMIUM NFT EXAMPLES



First, engage fans with low-cost, free NFTs

Next, offer more premium NFTs for fans to purchase

Exclusive Footage NFTs

Premium Digital Merch NFTs

Commemorative Moment NFTs

Membership/Points NFTs

Cameo NFTs



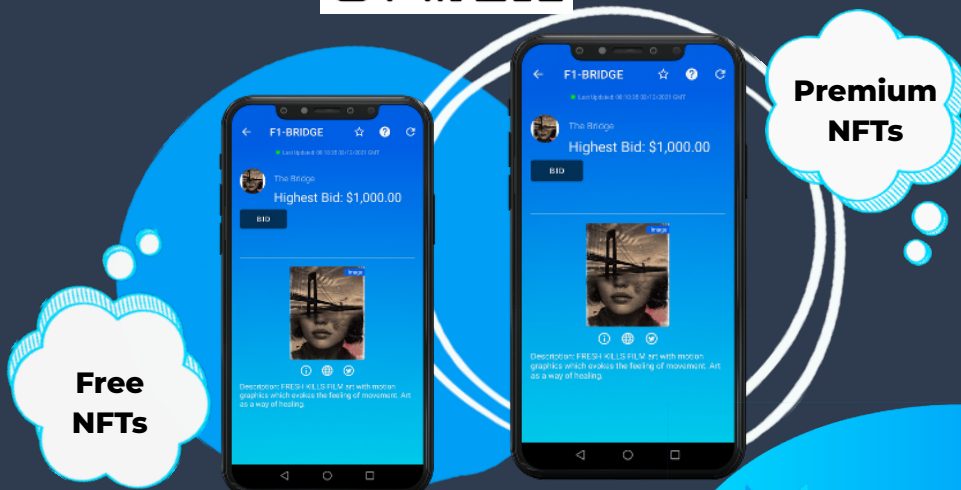
VIP/Access NFTs

Memorabilia NFTs

Video NFTs

Geo-fenced NFTs

Promotion NFTs



ULTIMATE ENGAGEMENT

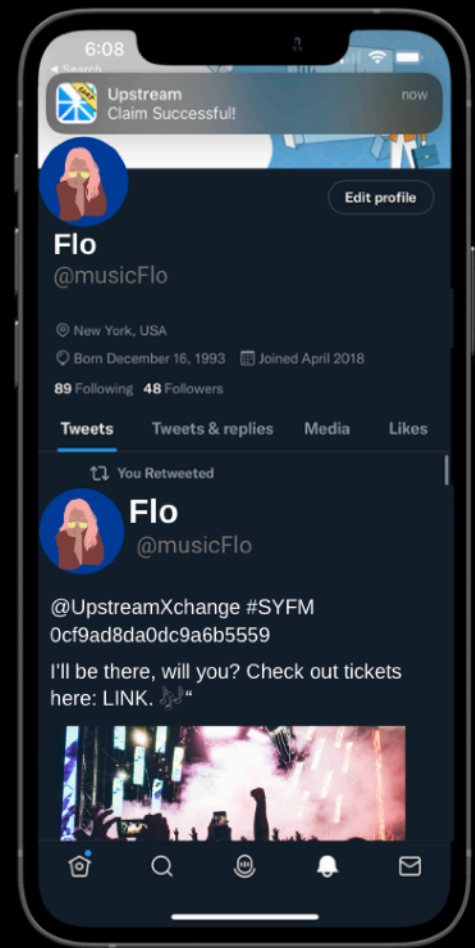
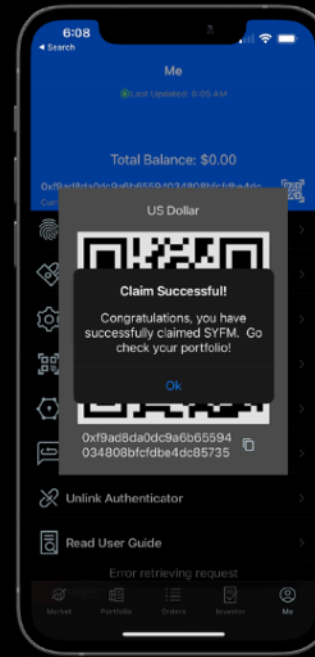
- CONCERTS
- MUSEUMS
- ART GALLERIES
- PRIVATE EVENTS
- SEMINARS
- TRADE SHOWS
- WORKSHOPS
- WEBINARS
- AUCTIONS
- SPORTING EVENTS
- FESTIVALS
- CLASSES & MORE!



NFT EXAMPLES

Tweet Rewards / Social Mint

A unique share-to-earn NFT experience where fans Tweet about a project and instantly receive a free NFT in their Upstream portfolio as a reward for their promotion



NFTs as Tickets

NFTs that can be shown to gain entry to an event or act as a commemorative collectible

NFT EXAMPLES

QR code ~ NFT Instant Airdrop



NFT Examples
NFT Airdrop



NFT EXAMPLES

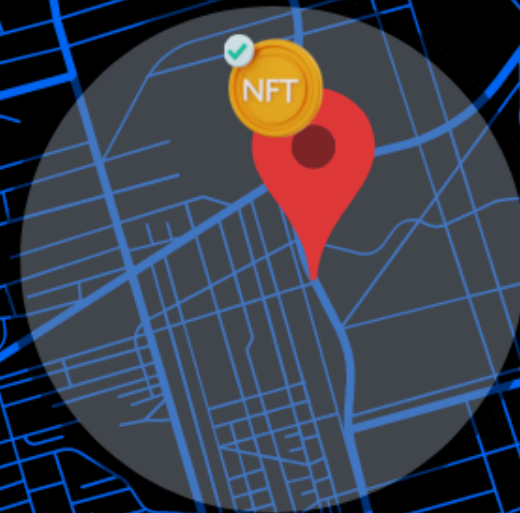
Speed Entry / VIP Lines

**NFT
HOLDERS
ONLY**

NFT EXAMPLES

Area Specific / Geofenced

MAKE AN EVENT
LAST AFTER THE
SHOW BY
RELEASING
COMMEMORATIVE
NFTS MADE
AVAILABLE ONLY
WITHIN A
SPECIFIC AREA



NFT EXAMPLES

Ticket Integration

dpstream

SP
EVENT CODE

dpstream

Q 15
ROW / BOX SEAT

X8
SECTION

** YOU'RE WELCOME **

Q
ROW / BOX

**Claim Your Free
NFT for a Meet &
Greet Experience**

\$0.00
PRICE

6250096 5070658 96488

No refunds, exchanges or cancellation allowed

NFT EXAMPLES

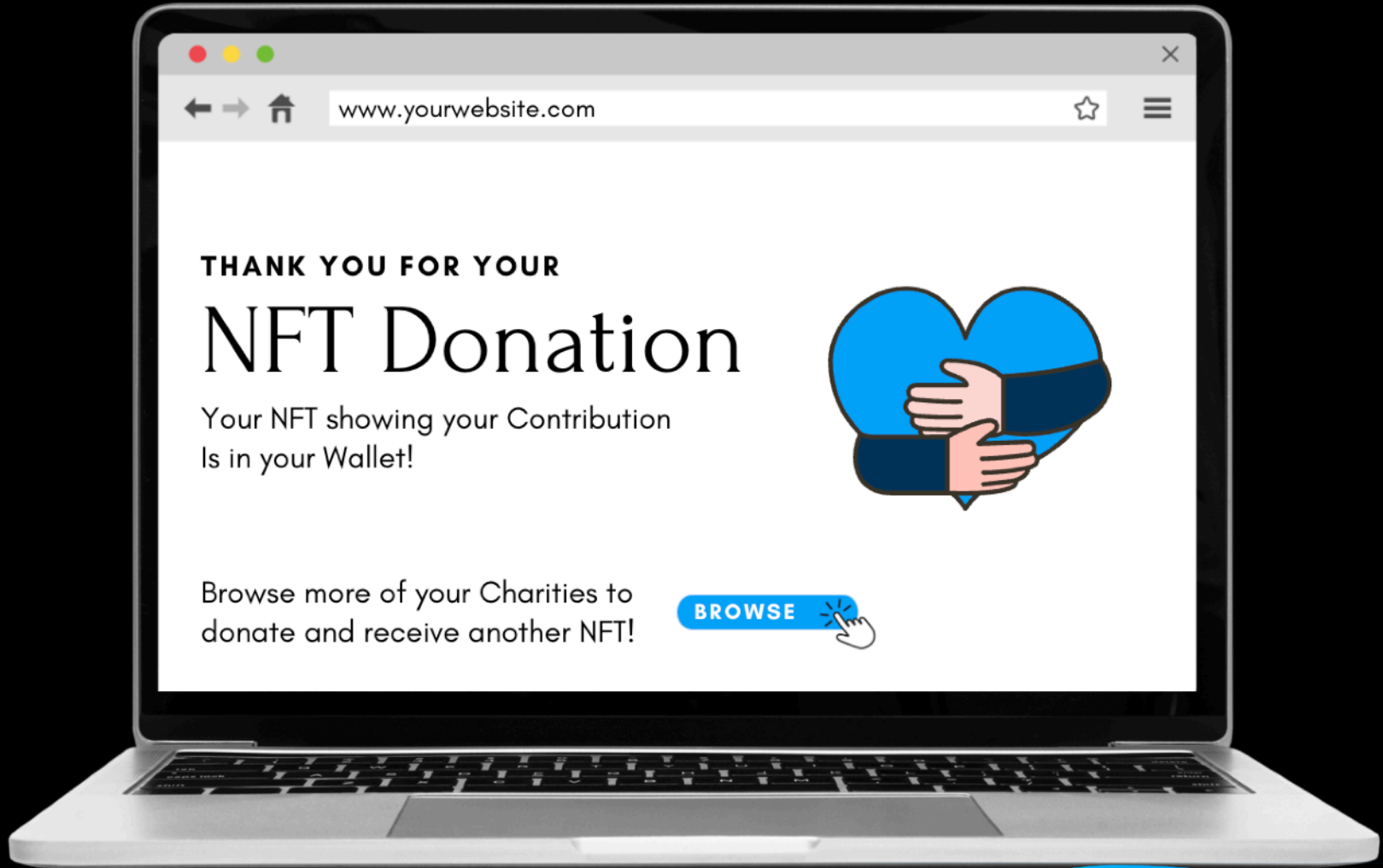
OOH Ad Integration



SCAN TO CHECK OUT OUR  COLLECTIONS

NFT EXAMPLES

Non-Profit / Fundraising



THANK YOU FOR YOUR
NFT Donation

Your NFT showing your Contribution
Is in your Wallet!



Browse more of your Charities to
donate and receive another NFT!

BROWSE 

NFT EXAMPLES

Digital Merch. Sales



BUY



BUY



BUY





Premium NFT

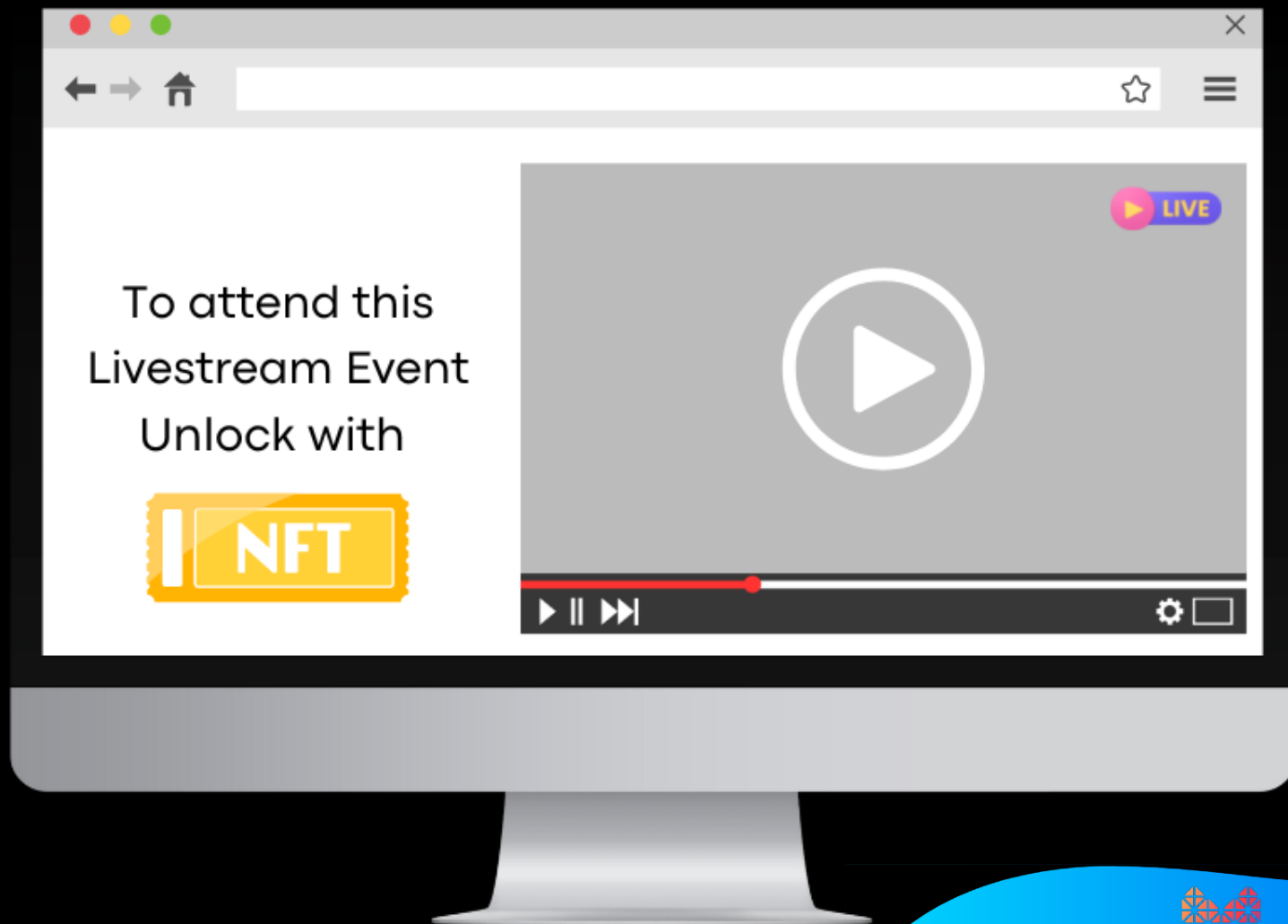
Unlocks:

- 10% Merchandise discount on all of your purchases
- Exclusive digital merch

Buy Now

NFT EXAMPLES

Exclusive Virtual Online Events

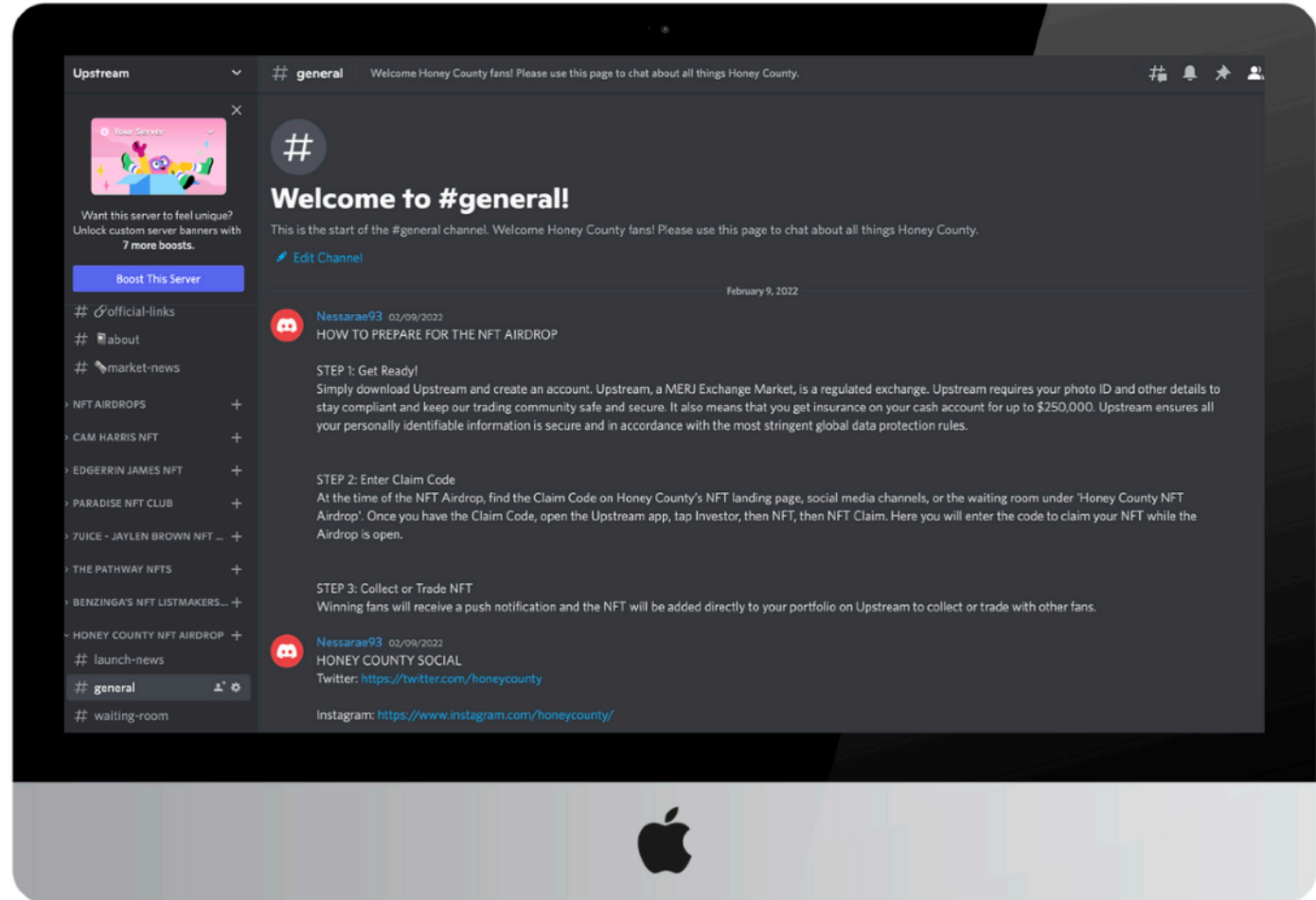


NFT EXAMPLES

Club Membership NFTs



Invite your fans to continue the conversation on Discord, receive important updates, and get real-time assistance.



ISSUER (You)



(Trading Exchange)

PARTNERSHIP PROPOSAL

Who's Who



Upstream and Issuer shall establish partnership to create digital merchandise, rewards campaigns, experiences & more as NFTs to generate revenue, loyalty and customer engagement using both onsite, in ad. & push notifications.

The Casino will leverage their personal brand to market the opportunity to fans while we take care of *NFT structure*, technology fees, minting fees, and gas costs.



NO UPFRONT COSTS, NO
GAS FEES, FREE MINTING



NO CONTRACT OR
LOCK-IN PERIOD



RECEIVE 75% OF ALL NFT
SALES AND CONTINUED
ROYALTIES



ULTIMATE FAN
ENGAGEMENT NFT
EXPERIENCE

NFTS ARE A \$2.5B¹ MARKET AND GROWING



**NFTS ARE ATTRACTING THE ATTENTION OF
PROMINENT BRANDS, ATHLETES, & ENTERTAINERS
WITH NO SIGNS OF SLOWING DOWN.**

THE VERGE

Beeple sold an NFT for \$69 million

Through a first-of-its-kind auction at Christie's



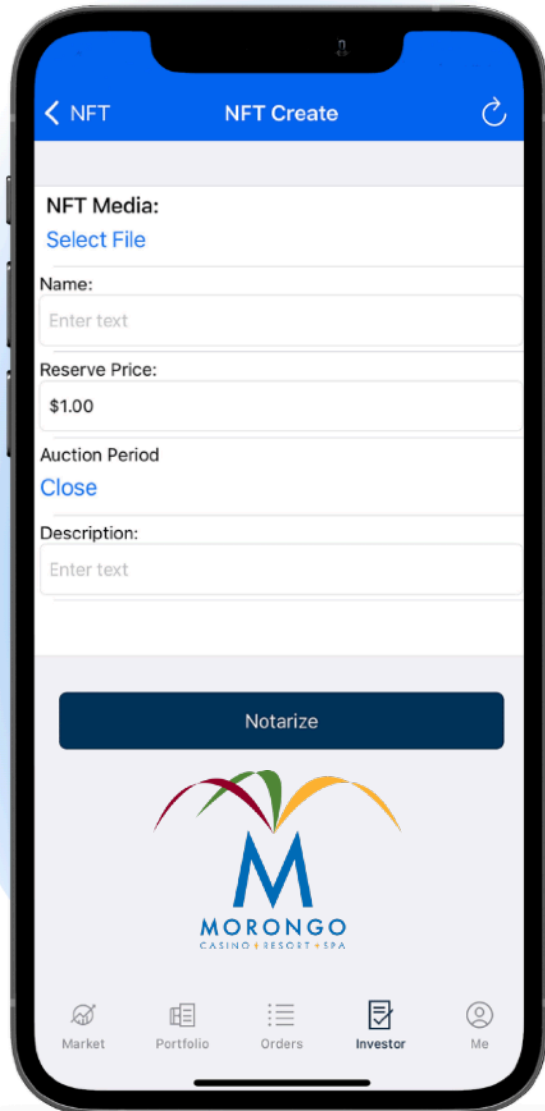
**A fan just paid \$270k for a LeBron
James highlight — and it's just the tip
of a \$2.3b iceberg**

BUSINESS INSIDER

**'Nyan Cat' flying Pop-Tart meme sells for nearly \$600,000 as
one-of-a-kind crypto art**



Types of NFTs on Upstream



DIY NFTs In-App

Open Upstream >> Tap Investor >> NFT >> NFT Create

- ▶ Single NFTs can be created directly in the Upstream app in 30 seconds.
- ▶ Add the media, & description, set the opening bid price, & auction length.
- ▶ Fans bid on the NFT, the winner receives NFT in their portfolio to hold & trade.

**Upstream charges \$1 to execute an auction*

Bulk NFT Orders **More than 1 at a time*

Complete Bulk NFT Order Form and send to Upstream

Buy Now NFTs

- ▶ Sell hundreds or millions of NFTs for free by sending us your media (image/video/audio) & basic information for us to fulfill your bulk NFT orders.
- ▶ Set price, quantity, description, & launch date

Airdrop NFTs

- ▶ Airdrop NFTs are free & redeemable by a Claim Code for mass fan engagement opportunities



FREE AND
LOW-
COST
NFTS

No
Gas
Fees



INCLUSIVE NFTs WITH NO GAS FEES CHARGED TO USERS

Many of today's popular celebrity NFTs sell for thousands or millions of dollars, excluding the masses. That's not including rising gas fees on NFT platforms just to buy and sell them. Upstream supports **accessible NFTs** for all fans to participate in with **no gas fees** and **no blockchain knowledge needed**.

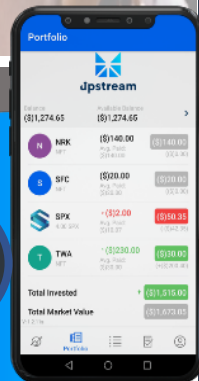
CAPTURE THE MOMENT, THEN COMMEMORATE IT WITH ALL YOUR FANS

Upstream offers powerful NFT creator tools to offer thousands of **digital collectibles to global fans in seconds** through Upstream Airdrops. Whether that's on set, on a field, or on stage; connecting with your digital-first audience has never been easier.

GENERATE NEW REVENUE STREAMS WITH FAN ENGAGEMENT NFTs

Connect with fans through digital merchandise and reward-based NFTs, all from a user-friendly trading app where fans can claim or purchase NFTs using **PayPal, Credit** or **Debit** Card, US dollars or **USDC digital currency**.

CONTINUOUS
REVENUE
STREAMS



PROTECT YOUR BRAND AND YOUR FANS ON UPSTREAM



Fully Regulated Exchange



Upstream is a MERJ Exchange Market, an affiliate member of the World Federation of Exchanges (WFE), a member of the African Stock Exchanges (ASEA), a member of the Committee of SADC Stock Exchange (CoSSE), a full member of the Association of National Numbering Agencies (ANNA) and a Qualifying Foreign Exchange for OTC Markets in the U.S. MERJ is overseen and regulated by the Seychelles Financial Services Authority ("FSA"). The Seychelles FSA also coordinates with the Financial Action Task Force to achieve the highest standards of international anti-money laundering requirements.

FDIC Insured accounts for all investors

Every Upstream trader that funds their account from their personal bank account will receive a new U.S. Dollar bank account at Upstream's U.S. banking partner, Digital Trust. Citizens of any country in the world, excluding sanctioned territories, may fund an Upstream U.S. Dollar account with currency from their country which will be exchanged for U.S. Dollars. All Upstream U.S. Dollar accounts, U.S. and non-U.S., are individually FDIC-insured up to \$250,000. For additional investor security, U.S. Dollar withdrawals from a trader's Upstream app will only ever be sent to the same bank account from where the investor originally funded from for even greater protection.

Simplified sign-up

Signing up for an Upstream account is easy. Simply download the App from Google Play, Apple Store or Mac App Store and fund your account. Experience in-app wallet creation and familiar payment onramps including PayPal, Debit, and Credit.. Trading and account openings are only available through Upstream to allow the greatest level of security for account access using the biometrics on smartphones.



ON JAN. 1, 2021, CONGRESS PASSED THE ANTI-MONEY LAUNDERING ACT OF 2020 AS PART OF THE NATIONAL DEFENSE AUTHORIZATION ACT, WITH THE BIGGEST CHANGES TO THE BSA IN TWO DECADES.



IN MARCH 2021, THE FINANCIAL ACTION TASK FORCE ISSUED A DRAFT FOR UPDATED VIRTUAL ASSET GUIDANCE, WHICH COULD HAVE IMPLICATIONS FOR NFTS.



BUYERS OF THE \$600K NYAN CAT NFT AND OTHER NOTABLE NFTS ARE ONLY KNOWN BY THEIR WALLET ADDRESS. THIS COULD HAVE SERIOUS AML IMPLICATIONS.



THE AML ACT EXTENDS THE SCOPE OF THE BSA TO CRYPTO EXCHANGES, MAINTAINING THAT VIRTUAL CURRENCY BUSINESSES ARE MONEY SERVICES BUSINESSES, AND THEREFORE, SUBJECT TO BSA REQUIREMENTS.



MARCH 2022, THE SEC HAS REPORTEDLY SENT SUBPOENAS TO NFT MARKETPLACES FOR REGULATORY VIOLATIONS.

The existing user journey to buy or claim NFTs is full of friction.

Other Platforms' UX



1

Set up a digital wallet on a third-party like MetaMask



2

Purchase cryptocurrency from a third-party digital currency exchange



3

Connect your wallet to the NFT platform



4

No identity verification to protect buyers & sellers



5

Enter bidding war with unverified buyers or bots, paying high gas fees regardless of a successful NFT bid

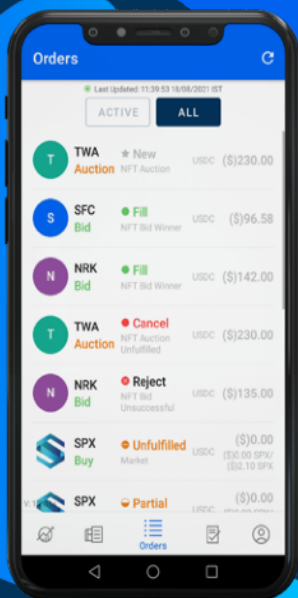
SIMPLIFIED USER JOURNEY ON UPSTREAM- NFT AIRDROPS

No MetaMask, no blockchain knowledge needed, no gas fees charged to users. Open your NFTs to an existing & new global audience.

1

GET READY!

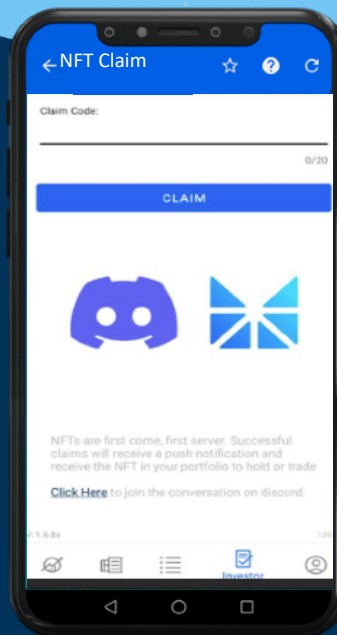
Simply download Upstream and tap sign up.



2

ENTER CLAIM CODE

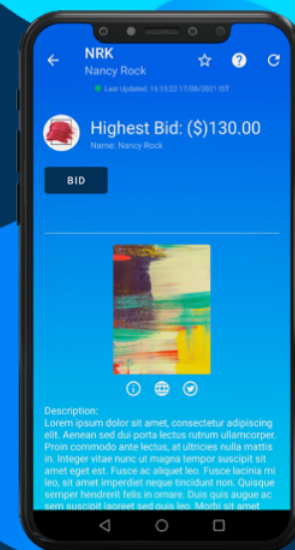
Scan QR code or Tap NFT Claim and enter the code to claim your NFT while the Airdrop is open.



3

COLLECT OR TRADE

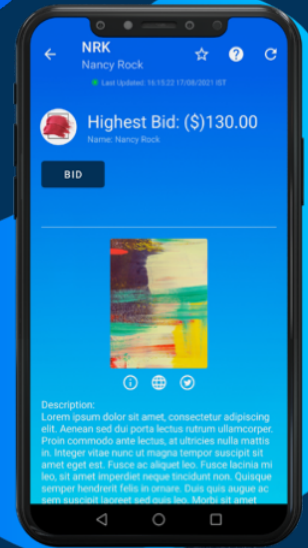
Fans will receive a push notification & the NFT will be added to their portfolio to hold or trade with other fans.



SIMPLIFIED USER JOURNEY ON UPSTREAM- NFTs FOR PURCHASE



No MetaMask, no blockchain knowledge needed, no gas fees charged to users. Open your NFTs to an existing & new global audience.



ADDRESSING ETHEREUM'S CARBON FOOTPRINT



At **45.79 metric tons**, Ethereum has roughly the same **carbon footprint** as the entirety of Finland.

A stylized illustration of a green plant with several leaves and small circular buds at the top, growing out of a globe. The globe is rendered in shades of green and blue, with a network of white lines and dots representing a digital or blockchain structure. The background is dark green with some faint clouds and a starry pattern.

Upstream is **100% carbon neutral** with its own solar “field” for ETH mining used for our Ethereum layer-2 rollups.

All the benefits of an “industry standard” ERC-721 NFT platform with **no carbon footprint and no gas fees charged to users.**





Upstream Brand Ambassadors



Dominique Wilkins
NBA Hall of Famer



Edgerrin James
NFL Hall of Famer



Armando Christian Pérez
Pitbull



Antrel Rolle
NFL Superbowl Winner & All-American



Theo Ratliff
The Shot Blocker



Agnez Mo
Indonesian Singer/Song Writer

Other Brand Ambassadors

Rob Hite: NBA

Randy White Chocolate: Street Ball

Corey Williams: NBA

Carol Alt: Super Model

Camron Harris: NFL/Weightlifter

UPSTREAM CLIENTS

eros
now



Beatclub



YO MOBILE

vo/ume



NFTs on
 **upstream**



Fully regulated exchange

**No gas fees charged
to users**

**Buyers and sellers
verified**

**Accepts digital currency,
PayPal, Credit, Debit, USD**

Carbon neutral

**NFTs on
Other Platforms**



Unregulated markets

**Gas fees regardless
of successful bid**

**Unverified buyers and
sellers**

**Third-party wallet and
crypto required**

Carbon footprint

JOIN THE FUTURE OF
NFTS

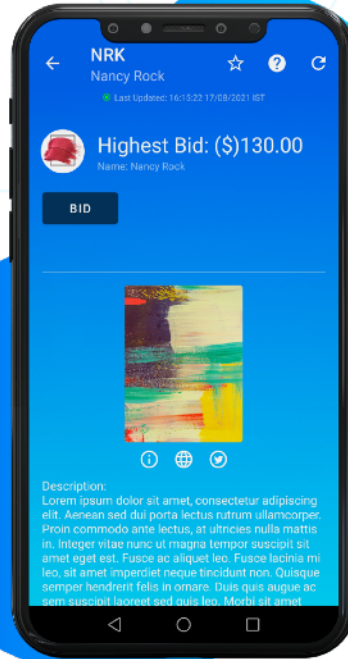


Secure. Authenticated. NFT One-Stop-Shop

Visit upstream.exchange

D.I.Y : CREATE & SELL NFTS

with  upstream



CONTACT



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310-901-8166

ruth@mccartney.com