



**Boba Mint Holdings Ltd**

**CSE: TNJ**

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**Q1 2025**

# FORWARD LOOKING STATEMENTS

Certain statements contained in this presentation constitute forward-looking information within the meaning of securities laws. Forward looking information may relate to our future outlook and anticipated events or results and may include statements regarding our future financial position, business strategy, budgets, litigation, projected costs, capital expenditures, financial results, taxes and plans and objectives. In some cases, forward-looking information can be identified by terms such as “may”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “intend”, “estimate”, “predict”, “potential”, “continue” or other similar expressions concerning matters that are not historical facts. These statements are based on certain factors and assumptions regarding, among other things, expected growth, results of operations, performance, and business prospects and opportunities. While we consider these assumptions to be reasonable based on information currently available to us, they may prove to be incorrect. Forward looking-information is also subject to certain factors, including risks and uncertainties that could cause actual results to differ materially from what we currently expect. These factors include, among other things, the availability of funds and resources to pursue development projects, the successful and timely completion of clinical studies, and the ability to take advantage of business opportunities, the granting of necessary approvals by regulatory authorities, and general economic, market and business conditions. For more exhaustive information on these risks and uncertainties you should refer to our most recently filed Annual Information Form which is available at [www.sedar.com](http://www.sedar.com). Forward-looking information contained in this presentation is based on our current estimates, expectations and projections, which we believe are reasonable as of the current date. You should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While we may elect to, we are under no obligation and do not undertake to update this information at any particular time.

# Company Overview



**Boba Mint Holdings Ltd. specializes in blockchain-based mobile games, emphasizing player-owned assets and tokenized gameplay. We create world-class games that people love. Through innovation and excellence, we craft immersive experiences that captivate players worldwide.**

## Werd Studios

50% ownership of WERD Studios, a top-tier blockchain gaming studio.  
Access to a diversified portfolio, including Cafe Disco Party, Moon Poker and Amino Rewards

## Tanjea

An innovative mobile gaming ecosystem where players earn \$TNJ tokens. Gamers engage in strategic gameplay, creating a thriving digital economy

# Total Addressable Market (TAM)

- As of 2024 global blockchain gaming market is valued at approximately **\$14B USD**.
- By 2030 blockchain gaming is expected to reach upwards of **\$600B USD**.
- Expansion is driven by increasing demand of player ownership of in game assets, transparency and new monetization opportunities.







## Werd Studios

**Werd Studios creates high-quality games that players love. Our focus is on delivering fun, immersive, and engaging experiences across both blockchain and traditional mobile gaming.**

**Every game we build is designed for mass appeal, long-term success, and seamless gameplay.**

## Werd Advisory

**Our crypto advisory team partners with top blockchain projects, providing end-to-end support in token development, strategy, and growth.**

**With deep expertise and a strong network, we optimize tokenomics, execute go-to-market strategies, and assist with smart contracts, fundraising, community engagement, and exchange listings to ensure long-term success.**

# Industry Comparables (Non Blockchain)



- Rovio Entertainment: Developer of Angry Birds.
- Revenue (2022): €317.7 million.
- Bought by Sega in 2023 for \$775M USD.



- Supercell: Mobile game developer.
- Notable Titles: Clash of Clans, Clash Royale, Brawl Stars.
- Revenue: €2.8 billion.
- Valuation: \$5.5 billion.



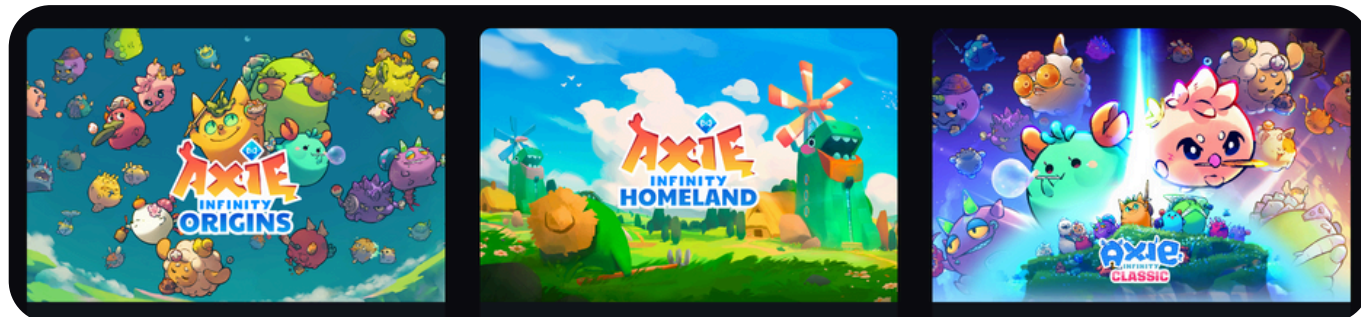
- Tencent Games is known for hits like Honor of Kings and PUBG.
- In 2024 revenue reached \$24 billion.



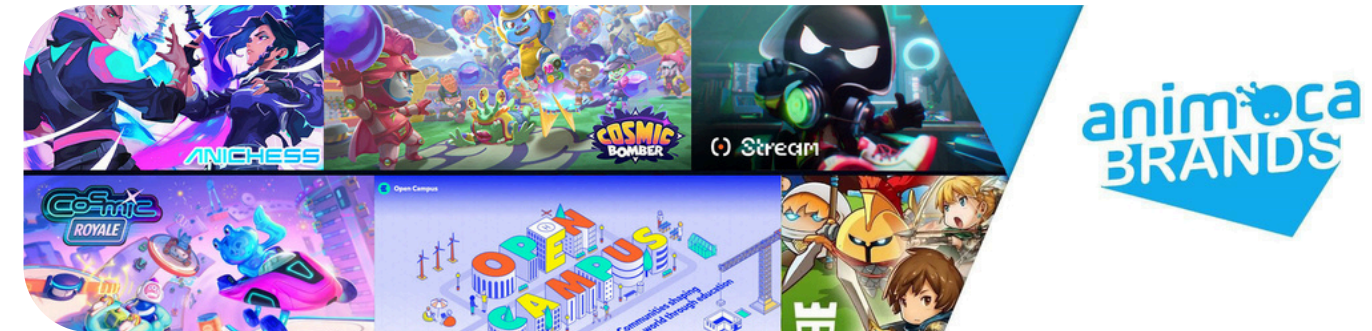
# Industry Comparables (Blockchain)



- Sky Mavis pioneered the play-to-earn (P2E) model generating over \$4 billion in NFT sales.
- Axie Infinity (\$AXS) has a current valuation \$1.2B USD.



- Animoca Brands is the most influential blockchain gaming company.
- The Sandbox (\$SAND) currently trades at a FDV of \$1.2B USD.





# Boba Mint Portfolio Companies



## Cafe Disco Party

Mobile arcade game where you build a cafe empire.



## Moon Poker

Free, Daily, Hyper Turbo Poker Tournaments for Real Cash Prizes.



## Amino Rewards

Helps you earn rewards for lifestyle activities you're already doing.

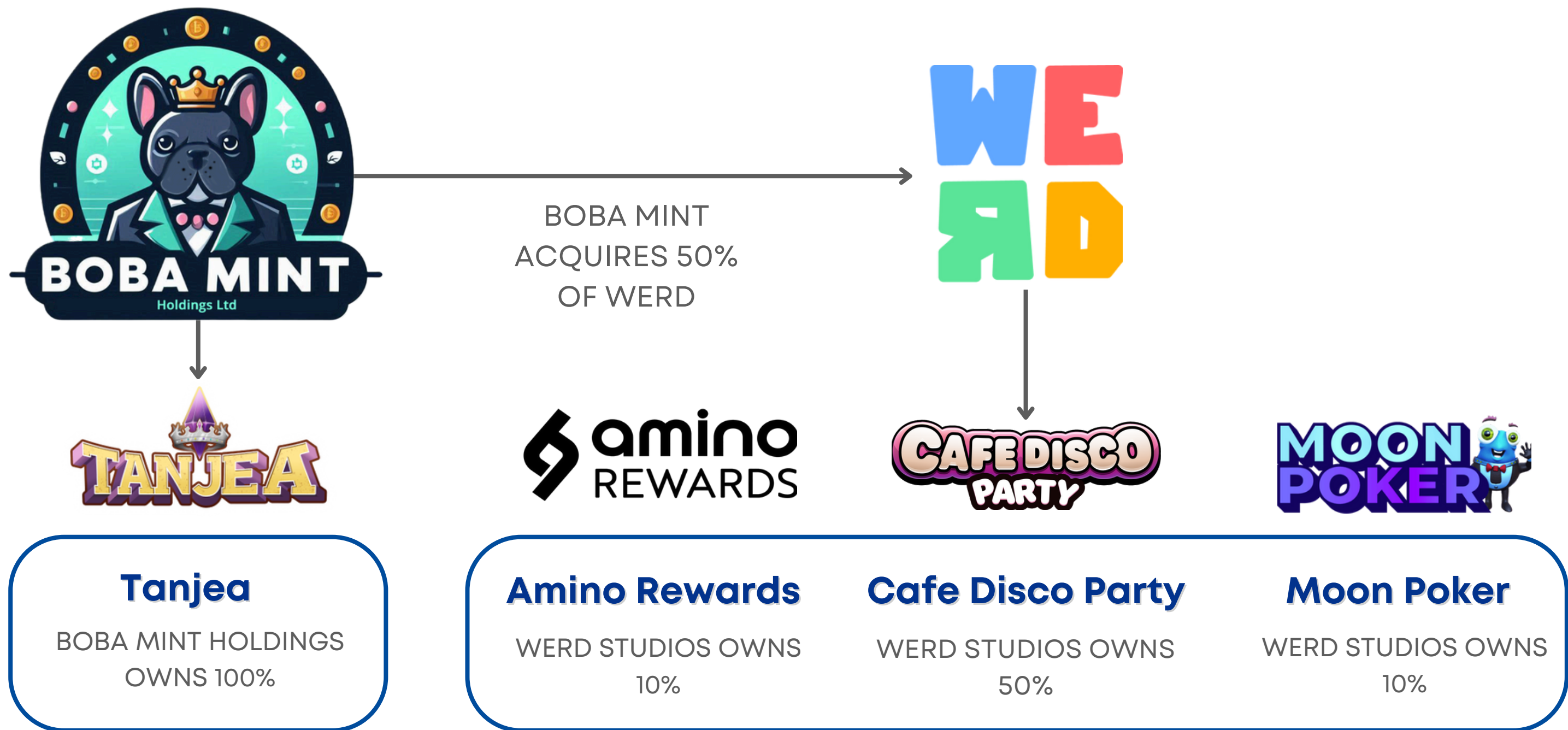


## Tanjea

A mobile strategy game hosted on the Ethereum blockchain.



# Boba Mint Ecosystem



# CAFE DISCO PARTY

Cafe Disco Party, the music is pumping, the drinks are flowing, and YOU are in charge of the party! Build, customize, and expand your very own cafe empire while hosting the most epic parties in town.



- Flagship game of Werd Studios holding a 50% ownership stake.
- Mobile game launches Q2 2025.
- \$DISCO cryptocurrency token on ERC-20 network launches Q2 2024.
- The most influential names in crypto gaming are signed on as advisors and marketers.





## What's the buzz?

- Master Multitasking: Serve drinks, clean up, and keep guests happy—all while handling surprises like power outages or sneaky thieves!
- Explore and Expand: Unlock themed cafes, from Samurai Sushi to outer-space ice cream, and turn them into ultimate disco spots.
- Decorate and Impress: Customize furniture to show off your style in your home and VIP area. Celebs might drop by and boost your gameplay!
- Earn \$BEETZ: Complete tasks, hit milestones, and spend \$BEETZ on upgrades, furniture, and outfits.

With fast-paced gameplay, quirky characters, and endless customization, Cafe Disco Party lets you build, chill, or grind your way to a \$BEET Billionaire. Ready to throw the ultimate bash? Download now and let the good times roll!





**Revolutionary free poker app with daily tournaments to win real cash prizes. Quick 20-30 minute poker tournaments that even the most casual poker players enjoy.**

- Operating legally in USA and Canada (Real money online poker sites are illegal in most states)
- App has been live for 6 months already picking up significant traction.
- Over 14000 verified users with over 1000 playing nightly
- Bryce Hall and Bob Menery are full time spokespeople for the app with more celebrities ready to join
- New free mini game with \$1,000,000 jackpot prize
- Recently Moon Poker ranked #1 in Apple App Store 







## Amino Rewards is a health and fitness company that finds ways to incentivize a healthier lifestyle

- Official fitness loyalty app of the San Francisco 49ers NFL.
- Onboarding Stevewilldoit (Nelk Boys) as Amino Rewards ambassador.
- The Amino Rewards app (live for iOS and Android) lets users earn rewards points, which can be redeemed for Amazon, Walmart and Uber gift cards for fitness activities. Running challenges, hydration, and more coming soon.
- Plans to insert a full product marketplace for red tag deal shopping.
- Partnerships with hundreds of major retailers that pay Amino Rewards for driving traffic.
- Flagship partnerships with Alo Yoga and Hydrate Spark.





A mobile strategy game built on the Ethereum blockchain where you can participate in daily competitions and battles on land parcels across each kingdom. Earn TNJ tokens through your victories and lead your clan to win the most TNJ to become one of the rulers of Tanjea's eight kingdoms.

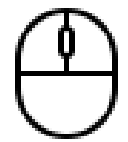


- 100% ownership
- \$TNJ token will be available in calendar year 2025
- Plans for the token to trade onUniswap in the future





# Four Revenue Streams Currently Operating



## In App Purchases

Direct revenue from users buying digital goods, power-ups, or exclusive content.



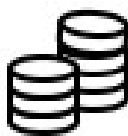
## In App Advertising

Monetizing non-paying users with ad impressions.



## Paid Partnerships

Sponsored content and brand integrations.



## Token Trading Fees

Percentage-based fee on each transaction.

**\*Not applicable for Moon Poker\***





**Trading Symbol : TNJ**

## **Share Capital Q1 2025**

<b>Total issued &amp; outstanding:</b>	77,265,212
<b>Warrants:</b>	34,106,000
<b>Options:</b>	3,400,000
<b>Fully Diluted:</b>	114,771,212
<b>Share Price:</b>	\$0.15
<b>Market Cap:</b>	\$11.5M



# Management

## **RODY LAZAR - CEO**

RODY HOLDS A BACHELOR'S IN BUSINESS AND SOCIETY FROM YORK UNIVERSITY. AS THE FOUNDER AND CEO OF RBL COMMUNICATIONS, HE SPECIALIZES IN DIGITAL MARKETING, INVESTOR RELATIONS, AND CORPORATE STRATEGY. WITH EXTENSIVE EXPERIENCE IN PRIVATE AND PUBLIC MARKETS, HE HELPS COMPANIES ENHANCE THEIR MARKET PRESENCE. A SEASONED INVESTOR, RODY BRINGS DEEP FINANCIAL EXPERTISE AND STRATEGIC INSIGHTS TO BUSINESSES NAVIGATING COMPLEX MARKETS.

## **JING PENG - CFO**

MR. PENG IS A CANADIAN CHARTERED PROFESSIONAL ACCOUNTANT. HE HAS WORKED IN PUBLIC ACCOUNTING FOR THE PAST FOURTEEN YEARS. SINCE DECEMBER 2010, MR. PENG HAS BEEN THE SENIOR FINANCIAL ANALYST AT MARRELLI SUPPORT SERVICES INC., A WELL-RESPECTED SUPPLIER OF ACCOUNTING AND REPORTING SERVICES. PRIOR THERETO, MR. PENG WAS A SENIOR ACCOUNTANT AT MSCM LLP FROM JUNE 2009 THROUGH DECEMBER 2010, AND AT KPMG LLP FROM JANUARY 2007 THROUGH JUNE 2009. MR. PENG HOLDS A MASTER'S DEGREE IN MANAGEMENT AND PROFESSIONAL ACCOUNTING FROM ROTMAN SCHOOL OF MANAGEMENT, UNIVERSITY OF TORONTO.



# Board of Directors

## **BRADLEY COTTON - INDEPENDENT DIRECTOR**

BRAD SPECIALIZES IN STRATEGY-DRIVEN BRAND DEVELOPMENT AND MARKET EXECUTION. BEFORE FOUNDING INDIE CREATIVE AGENCY, HE SPENT 15 YEARS LEADING GLOBAL CAMPAIGNS FOR BRANDS LIKE MERCEDES-BENZ, COORS LIGHT, AND TD BANK. HE HOLDS A B.A. FROM UWO AND DIPLOMAS IN IT AND ADVERTISING COMMUNICATIONS. AS MEDRELEAF'S FIRST MARKETING DIRECTOR, HE HELPED DRIVE ITS \$3.2 BILLION SALE IN 2018.

## **MICHAEL KRON - INDEPENDENT DIRECTOR**

ALLEN SPEKTOR HAS 15+ YEARS OF CAPITAL MARKETS EXPERIENCE, INCLUDING FIVE AS AN INSTITUTIONAL SALESPERSON ON BAY STREET, COVERING MINING, HEALTH SCIENCES, AND CANNABIS. HE HAS ADVISED PRIVATE AND PUBLIC COMPANIES ON CAPITAL RAISING, BUSINESS DEVELOPMENT, AND MARKET STRATEGY WHILE ALSO MANAGING HIS OWN INVESTMENTS FOR THE PAST DECADE.

## **ALLEN SPEKTOR - INDEPENDENT DIRECTOR**

MICHAEL KRON, FOUNDER OF MULTIPLE TECH STARTUPS, IS CHAIRMAN & CEO OF ANYWHERECOMMERCE, INC. HE SERVES AS AN INDEPENDENT DIRECTOR AND AUDIT COMMITTEE CHAIR FOR SIYATA MOBILE AND DIGIMAX GLOBAL. A CPA, HE BEGAN HIS CAREER AT ERNST & YOUNG AND STUDIED AT MCGILL AND CONCORDIA.



# Contact

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