

SER01JNO

— Be More —



A large, dense crowd of people, likely fans at a sports event, filling the frame. Many individuals are holding up yellow balloons, and several flags with horizontal stripes of yellow, red, and blue are visible, waving in the air. The scene is vibrant and celebratory.

**WE BELIEVE
IN THE FAN,**

IN THEIR PASSION
AND IN THEIR COMMITMENT
***TO THEIR SPORT,
TEAMS, AND THEIR HEROES.***

A large crowd of football fans is shown in a stadium, many wearing red and white striped jerseys. In the center, a man in a blue and white jersey has his arms raised in a celebratory gesture. The background is filled with other fans, some cheering and some looking towards the field. A red banner with the letters 'BBK' is visible in the upper left corner.

THAT IS WHY
**THE FAN IS OUR
NORTHSTAR**
IN EVERYTHING WE DO

A Miami Dolphins player, wearing a teal jersey with the number 32, is running with the football. He is being pursued by several New England Patriots players in white jerseys. The background shows a large stadium filled with spectators.

BY ***CREATING DEEPER DIGITAL EXPERIENCES***
FOR THE FAN, WE HELP THEM TO BE PART
OF THEIR SPORT IN A NEW WAY AND PART
OF A TRUE FAN COMMUNITY, WHERE THEY
CAN LIVE AND EXPRESS THEIR PASSION.

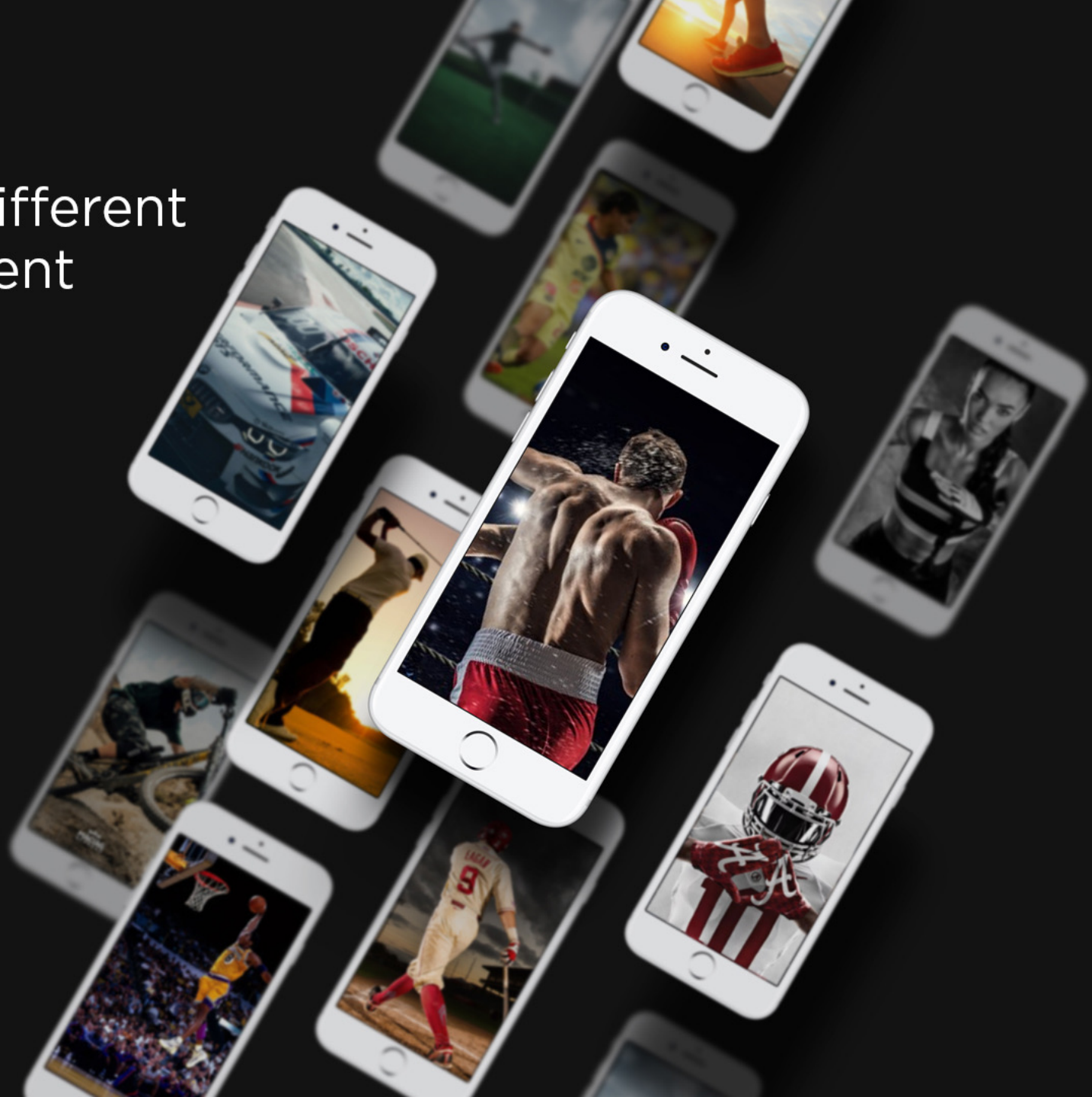
Just like a publisher used to publish different types of magazines under different brands for different industries.

For example a men's fitness magazine for all the men's fitness fans. Or a sports car magazine for the true petrolheads.



Serouno as a sports media company, will be creating different Fan Zone apps under different brands for different sports:

- A **boxing** Fan Zone app
- A **motorsport** Fan Zone app
- A **football** Fan Zone app
- A **basketball** Fan Zone app
- A **soccer** Fan Zone app
- A **fitness** Fan Zone app
- And much more





Lower the barrier of entry for creating and distributing content, and you unlock:

- New content creator types
- New content formats
- New audiences
- New expectations of content.

A woman with dark hair, wearing a black and red athletic top, black leggings, and bright orange sneakers, is captured in a dynamic pose as if floating or falling through the air. Her hair is blowing, and her expression is focused. The word "PASSION" is written in large, bold, white capital letters across the center of the image, partially overlapping the woman's body.

PASSION

MOVES THE WORLD



THE FAN CAN FIND IN OUR **FAN
ENGAGEMENT PLATFORMS** OR
FAN ZONES AS WE CALL THEM,
EVERYTHING THEY NEED IN
ORDER TO **LIVE THEIR FANDOM.**

THE CATEGORIES WILL BE:



AD-GAMES



**STREAMING
DE PARTIDOS**



HIGHLIGHTS



E-COMMERCE



**BETTING
ONLINE**



**MARKETPLACE
FOR THE FAN**



**NEWS
SITES**



**DISCUSSION
BOARDS**



**SOCIAL
NETWORK
FOR FANS**



LIVE RADIO



AR GAMES



VR GAMES



**OTT &
VOD**



**EXCLUSIVE
EXPERIENCES &
SWEEPSTAKES**



WE WILL REACH **MILLIONS OF ACTIVE
FANS** VIA OUR OWN FAN ZONE
BRANDS CREATED FOR **DIFFERENT
SPORTS AND INDUSTRIES.**

MARKET SIZE

+1B

TOTAL AMOUNT OF SPORTS FANS
IN THE US, CANADA, LATAM,
AUSTRALIA AND EUROPE WITH AT LEAST
ONE SPORTS RELATED APP DOWNLOADED.



PEGA

www.pegasuskickboxing.com

BUSINESS MODEL

- **SPONSORED CONTENT.**

- **CPC ADVERTISING**

COST PER CLIC

- **CPL ADVERTISING**

COST PER LEADS

- **CPM ADVERTISING**

COST PER THOUSAND

- **CPA ADVERTISING**

COST PER ACQUISITION

- **SUBSCRIPTIONS**

- **IN APP PURCHASES**

DIGITAL PRODUCTS LIKE RINGTONES
WALLPAPERS, STICKERS, ETC.



BUSINESS POTENTIAL

10 MILLION

ACTIVE MONTHLY
USERS PER APP.

x

\$1 USD

NET PROFIT
PER USER
PER MONTH

=

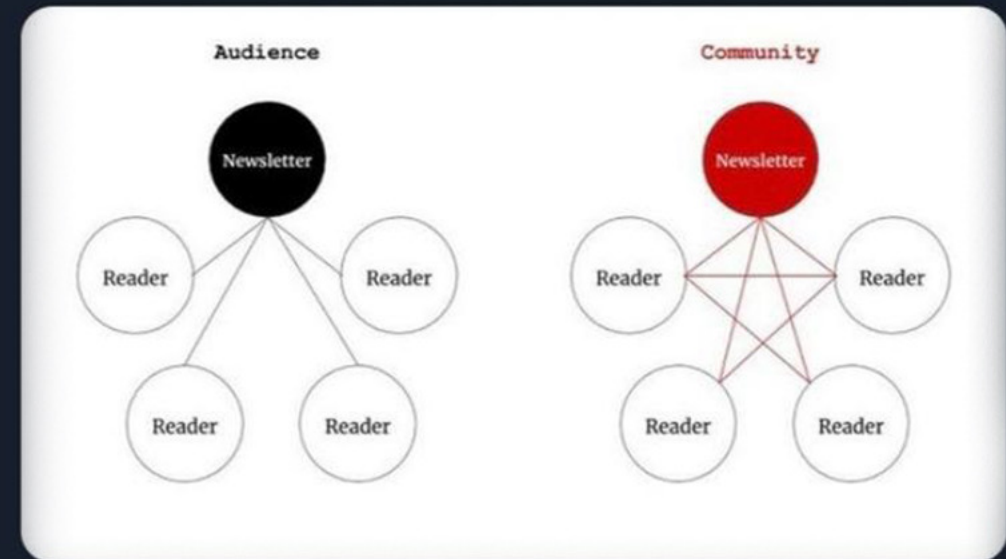
\$10 MILLION USD

NET PROFIT
PER MONTH PER APP.

THE POWER OF CREATING
COMMUNITIES INSTEAD OF A
PASSIONLESS AUDIENCE CREATES
A DEEPER ***SENSE OF BELONGING.***

The term "Community" is thrown around a lot today, especially in creator circles.

Let's be clear about one thing -- if you're not fostering connections between your readers, you don't have a community, you have an audience.



BY **REACHING MILLIONS OF FANS** VIA OUR FAN
ZONE APP BRANDS CREATED FOR **DIFFERENT**
SPORTS AND INDUSTRIES, WE'RE CREATING AN
EXTENSIVE TARGETED AD NETWORK.



SER01JNO

— Be More —

www.serouno.mx

XAVIER CANTON

Co-Founder & CEO



xavier@serouno.com



+52 1 2221209257

MILBURGO PALOMINO

Co-Founder & COO



milburgo@serouno.com



+52 1 222157157