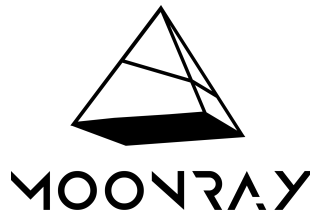
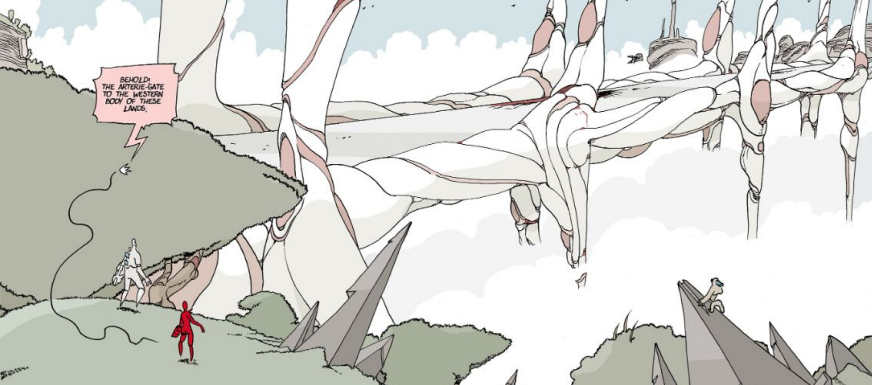




MOONRAY



Moonray is a 3rd person multiplayer PVP game for PC and consoles

// **Immersive gameplay** set in a far future posthuman world

// **Intense combat** that is easy to pick up, hard to master – designed for competitive gameplay

// A science fantasy epic defined by a **beautiful visual style** and captivating lore

// Graphic Novel and Linear Content to develop the world, engage the community, and **build the Moonray IP**

// Leveraging **blockchain tech to enhance the game experience**



Opportunity

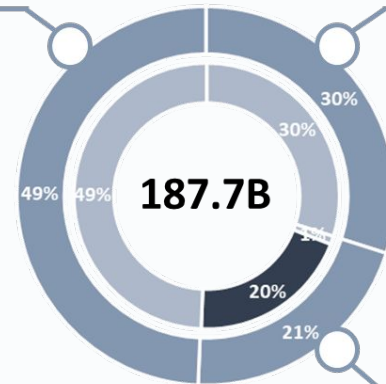
Moonray sits in the center of multiplayer online PVP gaming, esports, and blockchain

Following the immense popularity of 3rd person shooters and MOBAs, a large and growing global community is looking for melee focused arena games

Smash hit titles such as For Honor (2017) and Naraka: Bladepoint (2021) shows a huge demand for this type of games but there are only a handful of titles to choose from

Mobile, 96.2B

Console, 56.1B



2023 Global Games Market, Newzoo

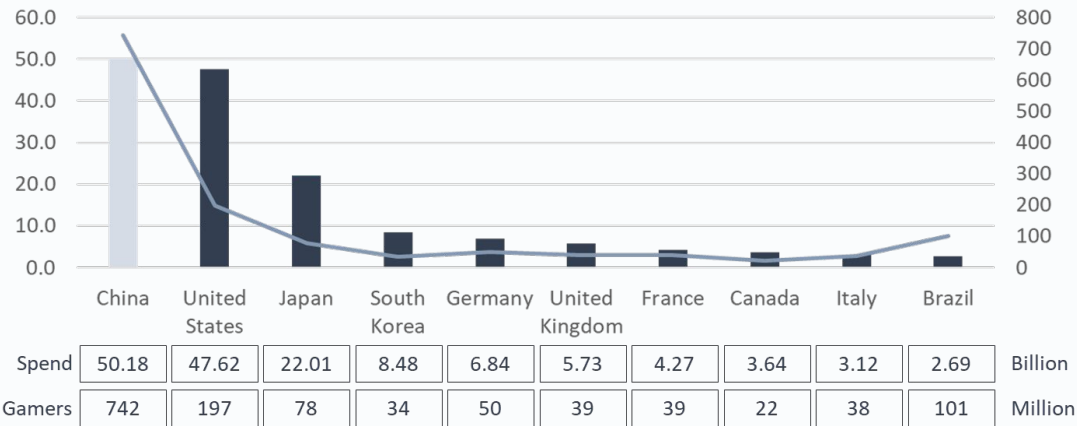
PC, 39.0B

Browser, 1.9B

Download, 37.1B

Billion, USD

Million, Gamers



2022 Top 10 Gaming regions by revenue est., Newzoo

Designed to leverage blockchain tech to enhance the game experience

Marquee Web3 game, only a handful of titles come close to its quality

Game play and blockchain aspects allows us to tap into an enthusiastic web3 community

Blockchain aspects in a AAA title draws attention from publishers not willing to risk their own IP (and communities) on new tech

We Have Completed a Successful Raise and are Driving Engagement

"conventional combat in an unconventional world of floating fractal sculptures"



"A Salvador Dali painting come to life"

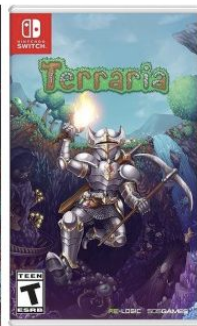


These Graphic Novel Media Tie-Ins Are Ready to Play

By Nicole Audrey Spector | Aug 11, 2023

Like 41 Share Tweet Comments

PW SUBSCRIBE by the Month



Splashy video game ads that are ever-present at comics fan conventions are designed to capitalize on the overlap between gamers and graphic novel readers. Both markets have enjoyed tremendous growth over the past few years, though the video game market towers over that of comics. According to *Fortune Business Insights*, the global video games market was valued at \$188.7 billion in 2021 and is projected to grow to \$307.2 billion by 2029, while the global comic book market was valued at \$14.7 billion in 2021 and is expected to grow to \$21.4 billion in 2029.

\$8.25M raised over two rounds

Discord: ~115k members

Twitter: ~185k followers

We are Building the Moonray Ecosystem as a Multi-Media Project

Games:

- **AAA (Moonray Game) – live on the Epic Game Store**
- **Mobile (Moonray Mobile) – Alpha in Q1 2025**
- **Game #3 (TBD) – development to begin in Q4 2024**

Graphic Novel:

- **Book One (Mother's Skin) – published October 2023**
- **Book Two (Echoes of Ascension) – published May 2024**
- **Book Three (TBD) – anticipated in bookstores in May 2025**

Linear Content:

- **Look-dev – three clips completed in partnership with ReelFX, to be released shortly**
- **Moonray Trailer – completed**

The Mium Foundation will launch the Moonray Token as a way to power the ongoing development of the Moonray Ecosystem creating next-gen experiences for developers, artists and players

Immersive Gameplay is at the Core of Our Project

The game is **live as of July 1st** and available on the Epic Game Store

Moonray's **beautiful art and captivating lore** pulls the gamers into a world they don't want to leave

Engaging combat that is easy to pick up and hard to master – rewards thoughtful action over button mashing – appeals equally to **casual players and esports professionals**



Asset ownership and token rewards **engages the community** in ways not possible without blockchain

The game has an **easy onboarding and purchasing experience** that is familiar to the broader online gaming community

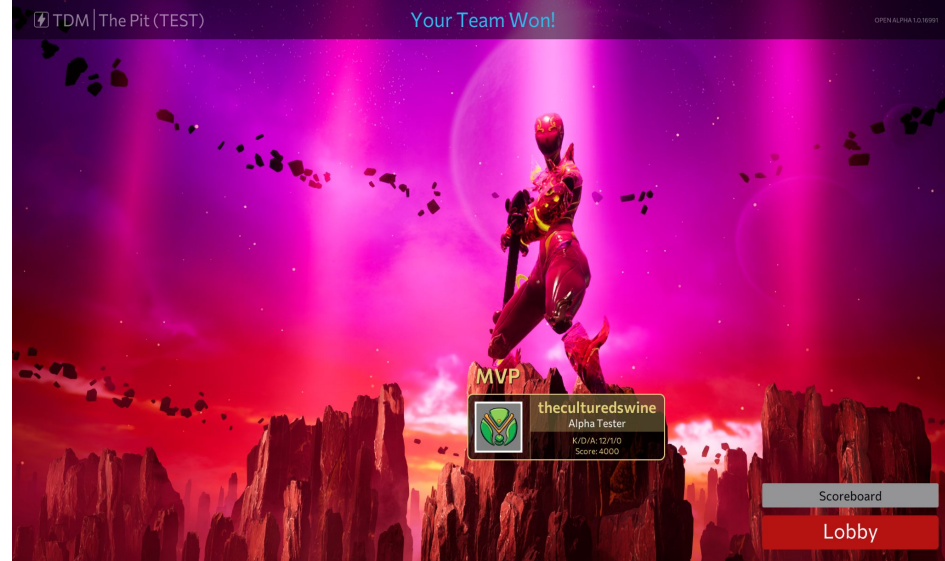
Web3 experience hidden but open to those that wish to engage when they are ready to engage – “onboarding of the next billion users”

Competitive gaming and esports are main targets

We are creating the future of **competitive gaming on the blockchain** with a focus on net code efficiency and optimized servers to **reduce lag and ensure performance**

Unlocking the “Fat Tail” of esports allowing broad participation in the community

Specific game modes allow players to enter competitive games and fight for **a share of token prize pools**



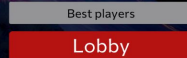
“Prize Fights” allow casual gamers to compete in a game of skill and win in a controlled environment

Organized events and **tournaments** will provide opportunities for competitive teams to fight for larger, sponsored prize pools

Asset ownership, personalized collections and prizes in tokens **increases earning opportunities for esports teams** far beyond current revenue models

TDM | The Pit (TEST) Scoreboard OPEN ALPHA 1.0 (16/9/21)

Rank	Name	Badge	Kills	Assists	Deaths	Damage	Scores
1	theculturedswine		12	0	1	13374	4000
1	morbez2003		1	0	6	1594	355
2	Wisp		0	0	3	353	20



Keeping Economics Simple

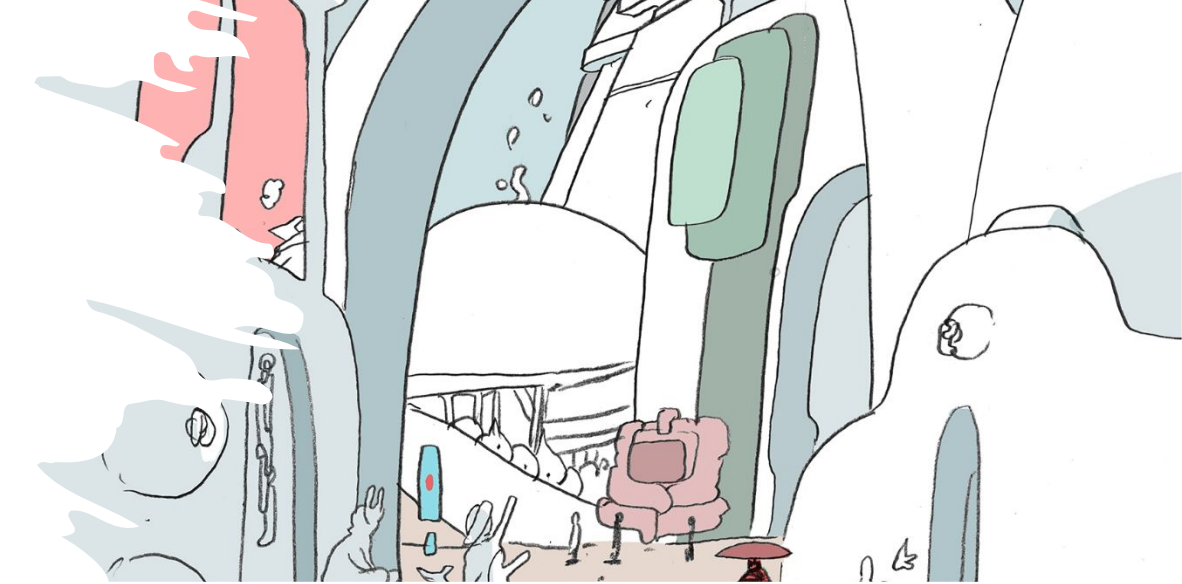
No Crypto? No problem // We take credit cards

Low-barrier to entry // Easy onboarding for Web2 and Web3 users - No wallet needed!

Esports on the Blockchain // Opportunity for pros and casual players using the Moonray token – company gets a cut of the purse

Unleash economic rewards // Own your assets and earn tokens

Customize with Vanity NFT's // Killing the Pay-to-Win epidemic



Expanding Access to the Game with Moonray Mobile

The AAA game will be our flagship product, but in order to capture a **broader gamer population**, we are developing a **mobile auto-battler** leveraging the same digital assets as the AAA game

Moonray Mobile will also leverage the Moonray token to unlock special content, and as rewards in tournament matches, helping to **generate additional demand for the token**

The mobile game will allow us to vastly expand our user base and play time by providing **access to gamers** who cannot play the AAA version, and allowing for users to **play-on-the-go**



Diving Into the Moonray World as We Expand Our IP

Created by Brandon Graham and Xurxo G. Penalta

The graphic novel develops the lore for the game and provides inspiration and concept art for game artists

The **comic book series** allows readers to explore the Moonray world and is a tool to create engagement beyond the game

We are coming off of **highly successful pre-sales** campaigns for Book 1: Mother's Skin and Book 2: Echoes of Ascencion – both funded in hours with all stretch goals met

Available to 4,000 comic bookstores (Midtown Comics etc.) and bookstores (Barnes and Nobles etc.) in North America and the UK

Published by **Living the Line** and distributed by **Diamond**

Currently exploring publishing in **international markets**

Series of 6 volumes planned – Books 1 & 2 are completed and **Book 3** is already **underway**



"...gloriously epic, exploding scifi fantasy world daydreams..."

— Mike Allred, *Madman, Bowie: Stardust, Rayguns and Moonage Daydreams, Red Rocket 7, Superman: Space Age*



"Stunning tour de force of imagination and execution... WOW!"

— Geof Darrow, *Shaolin Cowboy, Hard Boiled, The Big Guy and Rusty the Boy Robot*

Evolving Our IP with Streaming Content



X



We have partnered with [ReelFX](#) to bring our game and comic book to the screen – leveraging UE5 to create an animated series



We are working on several video clips and a pitch deck that we will pitch to streaming services in 2024



ReelFX have completed numerous projects, and currently have the only animated series on Netflix rendered entirely in UE5

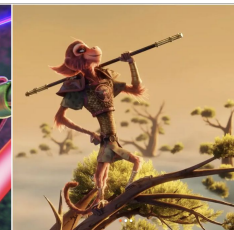


[\(332\) Behind the Scenes on Super Giant Robot Brothers! with Reel FX | Unreal Engine - YouTube](#)

Moonray Lookdev by ReelFX



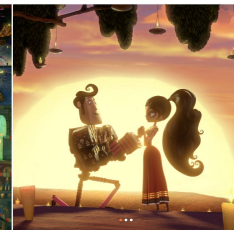
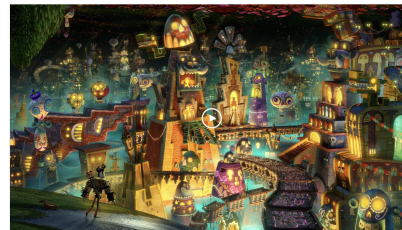
ReelFX Features



THE MONKEY KING

Netflix Animation | 2023
Directed by Anthony Stacchi

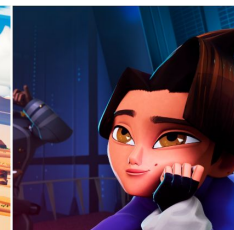
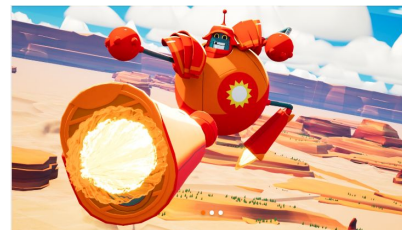
**3 weeks in Netflix top 10
30M views (and counting)**



THE BOOK OF LIFE

Fox Animation and Reel FX Animation | 2014
Directed by Jorge Gutierrez

\$100M Box Office

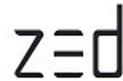
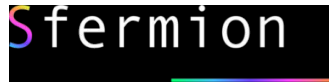


SUPER GIANT ROBOT BROTHERS

Reel FX Animation and Netflix Animation | 2022 | Directed by Mark Andrews

**Rendered in
UE5**

Investors and Partners



Summary of Progress

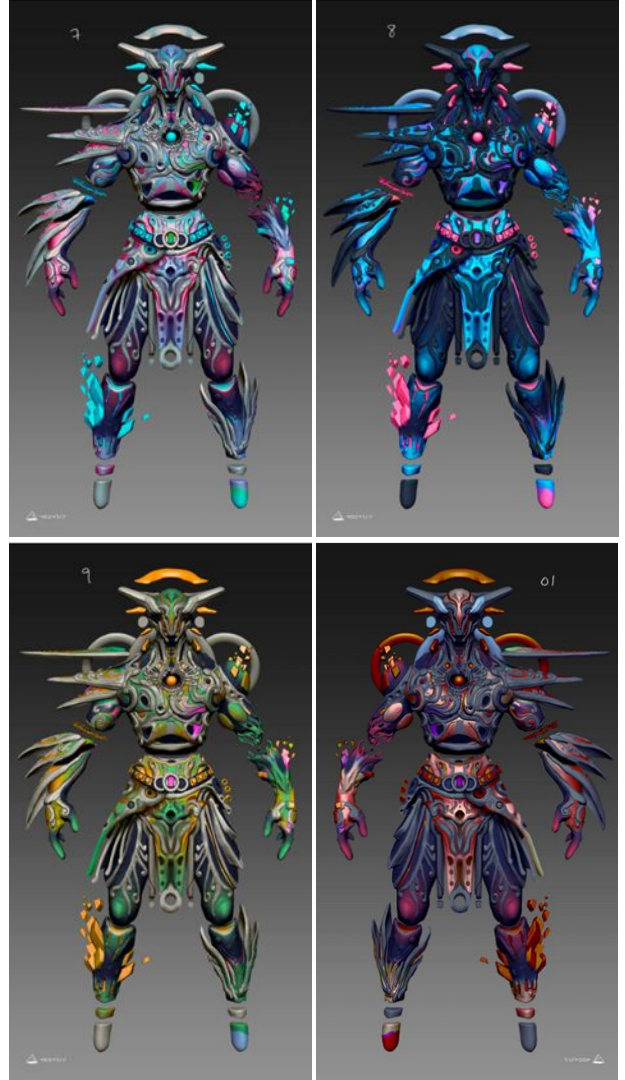
Two Successful Raises // \$8.25M combined

Game Development // We are currently in Alpha, successfully conducting playtests and tournaments with esports and the Moonray community pros to refine our combat

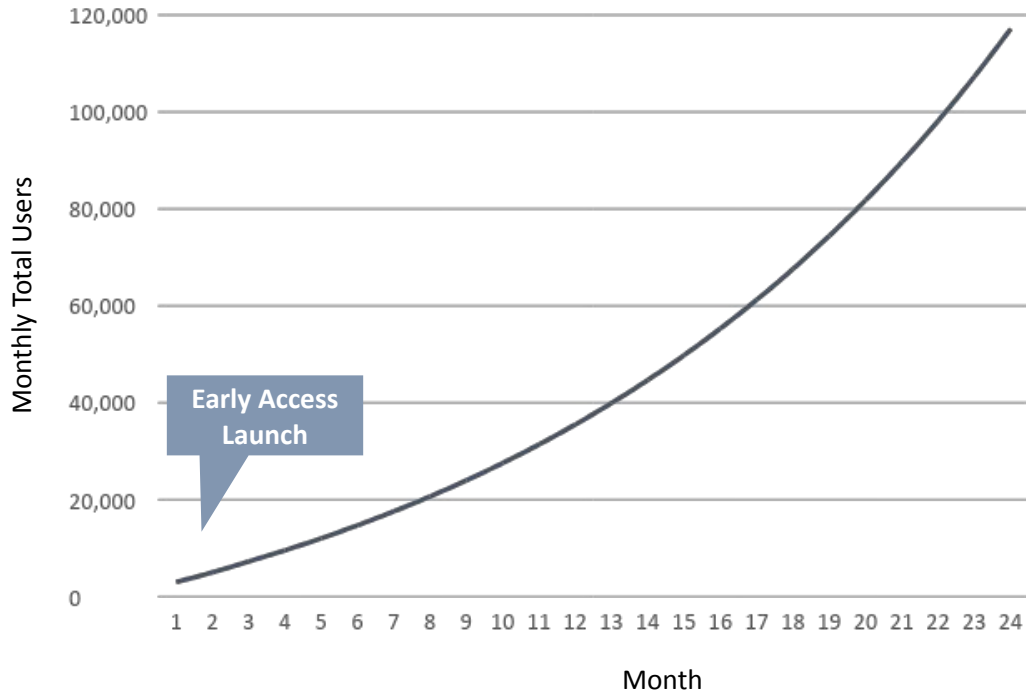
AAA Team // Our core team consist of 40 programers, designers and artists that has shipped several AAA titles and are highly regarded in their respective fields

Strategic Partnerships // Partnership with Reel FX on streaming content, PlayStation, Soneium, BASE and gaming guilds like YGG, Snack Club and Unix for user acquisition

IP Development // Books 1 and 2 of our graphic novel are available at comic and bookstores with Book 3 set for publication in May 2025



Projections



- Our projections conservatively assume **100k+ MAU by the end of year 2**
- We anticipate continued growth beyond year 2 with the **potential to reach millions of users**
- Our current raise is targeting **\$3M** with a close in Q1 2024 and a split between equity and tokens
- Funds will enable us to **scale rapidly** in both development and user acquisition
- Expand **content** production, increase **marketing**, and scale **infrastructure**