



THE 2.0 SPORTS COLLECTIBLES
BY SPLINK

slinkofficial.com

WEB SUMMIT
SPLINK BP
02/11/2023



WHO ARE WE?

Founded in 2020

Sports Enthusiasts

Fan Engagement Specialists

Official Licensed Collectibles

Augmented Reality Experts & Experiences



Our Vision

TO BE A LEADER IN DIGITALLY CONNECTED
COLLECTABLES FOR SPORT FANS GLOBALLY

"57M UNITS SOLD = €524M IN SALES IN 2028."



Market Size: Collectables & Sports Memorabilia

Global Collectables

Global Collectable Market is reaching €579B in 2031 – CAGR 6.2 %

25 % of collectable consumers are millennials bringing innovative trends & technologies

Sports Memorabilia

**2021: €24B
2032: €209B CAGR 22 %
2032 Digital € 83B**

**60 Million Collectors
Trading Cards biggest category
Sports Jerseys 30 % share
Football Memorabilia €23B**



Context:

New main challenges of sports businesses

**How to find new ways
to create revenue?**

**How to engage with next
generation of consumers in a
more digital world?**



Our Solution

Official Licensed Collectibles with Augmented Reality Experiences: the MyJERSEY

Splink brings sports fans closer to their favorite clubs through **innovative and immersive AR experiences**, offering a range of official and interactive collectibles to help fans show their support and cherish memories of their favorite players and clubs



Click to watch <https://youtu.be/FZi-DeLKwRw>




The Technology

INPUTS 

PRODUCT IDENTIFICATION 

TICKETING 

PUSH NOTIFICATIONS 



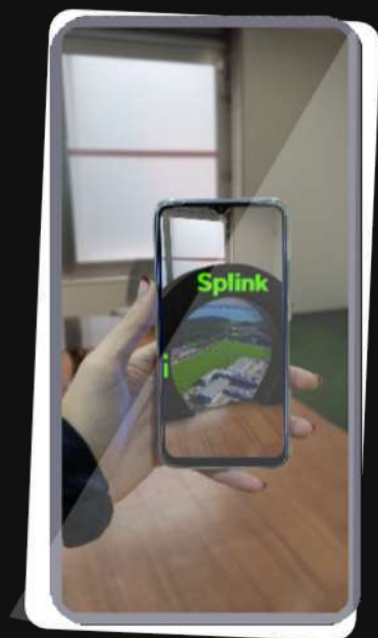
 LOYALTY & MEMBERSHIP

 USER DATA

 ACTIVE USERS

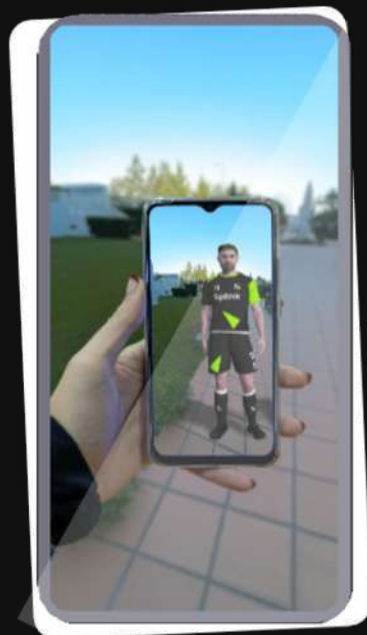
 SPLINK COLLECTION

AR Experiences



Stadium Tour

Let the fans take a peek at the ar backstage: **Stadium mode and access exclusive areas.**



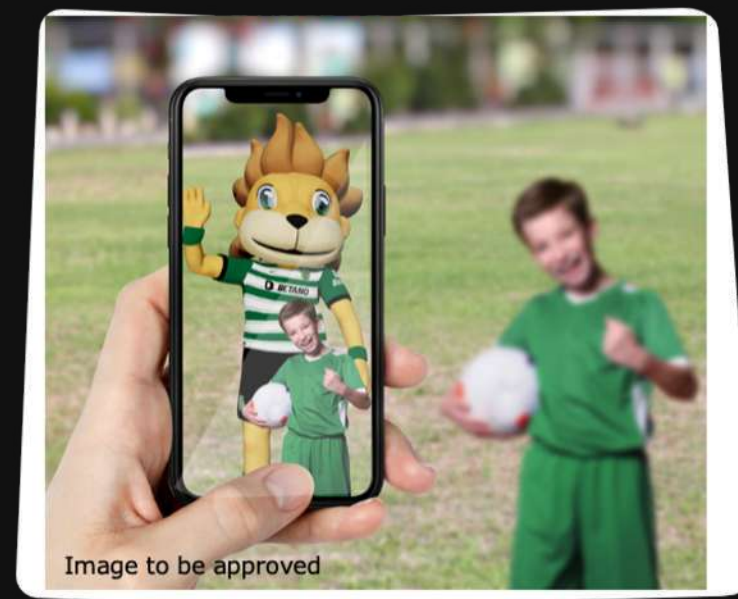
Player Photo

Let the fans **take a photo with their favorite players** and see them in action moving and playing around.



MyJersey AR

Fans can see the official jerseys in AR, can **customize with their name and number**, and click on **"BUY NOW"** to receive the actual jersey



Mascot / logo

Fans may **take photos and make videos with the mascot** and interact with it in AR. This will be specially made for younger generations.



Competitive Environment

Other
Players

PREMIUM LOOK AND FEEL



NO TECHNOLOGY

TECHNOLOGY USE

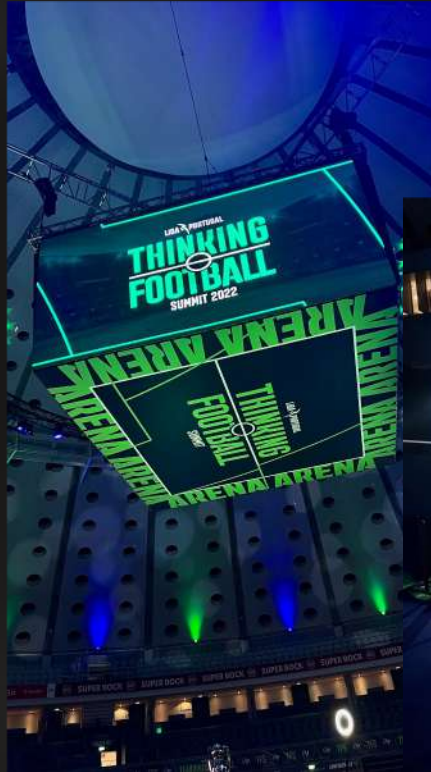


REGULAR LOOK AND FEEL



Events

Thinking Football Summit



World Football Summit





CBF 20th Anniversary

SPLINK PRIVATE OFFER TO LEGEND PLAYERS

20th ANNIVERSARY - PENTA 2002





Financials 2024-2028

	2024	2025	2026	2027	2028	Total
Units	1.000.000	2.500.000	10.000.000	16.000.000	28.000.000	57.500.000
Revenue	€10,000,000	€24,000,000	€97,140,000	€155,424,000	€271,992,000	€524,590,000
Profit	€2,500,000	€7,200,000	€35,941,800	€57,506,880	€100,637,040	€203,785,720
Profit in. %	25	30	33	37	37	

5.

Expansion to other Sports NOT included, yet.





Product Strategy:

Best in class physical products



Best in class digital experience

Simplicity / Platform

Price Value

IP / League / Club / Player

Quality

Collectible 2.0 = Phygital

AR exclusive experiences

My Collection integrated with AI

Authenticity + Traceability + Tradeability



Product Strategy:

MJ - Mini	MJ – Mini Pack	MyJersey	MJ XL	MJ Life Size	MJ Special edition
					
3cm	3cm	10cm	30cm	50cm	50cm
4,90 €	16,90 €	18,90 €	49,00 €	149,00 €	From 499,00 € to 899,00 €
Launch in Q2/ 2024	Launch in Q2/ 2024	Market	Launch in Q2/ 2024	Launch in Q2/ 2024	Launch in Q2/ 2024

Splink

PRODUCT SIZING



(ALL SIZES ARE APPROXIMATE)



IP's in execution and ready to sign

Goal is addressing 500M instagram club followers (Europe)

Clubs on Shelf or under production



Club	City	League	Insta-Fol.
PSG	Paris	Ligue 1	67M
Atletico	Madrid	LaLiga	16M
SL Benfica	Lisbon	Primeira Liga	3M
FC Porto	Porto	Primeira Liga	2M
Sporting CP	Lisboa	Primeira Liga	2M
Wolves	Wolverhampton	Premier League	2M
Estrela A.	Lisboa	Primeira Liga	70K
FC	Barcelona	La Liga	122M
West Ham	London	Premier League	3M
Olympique	Marseille	Ligue 1	3M
Real Betis	Sevilla	La Liga	2M
Total		...	222M



Clubs ready to finalize agreement



Club	City	League	Insta-Fol.
Real	Madrid	La Liga	145M
Manchester United	Manchester	Premier League	63M
Bayern	München	Bundesliga	40M
Arsenal	London	Premier League	27M
Tottenham	London	Premier League	16M
Total		...	291M



IP's in execution and ready to sign

Goal is addressing 80M instagram club followers (Brazil)

Clubs under production or ready to finalize agreement



Club	City	League	Insta-Fol.
Vasco da Gama	Rio Janeiro	Brasileirão	2.6M
Botafogo	Rio Janeiro	Brasileirão	1.2M
Palmeiras	São Paulo	Brasileirão	5M
Cruzeiro	Minas Gerais	Brasileirão	2.4M
América FC	Minas Gerais	Brasileirão	246k
ES Vitoria	Salvador	Série B	1.4M
Total		...	12,8M





IP's in execution and ready to execute

Goal is addressing 44.1M instagram federation followers

National Teams



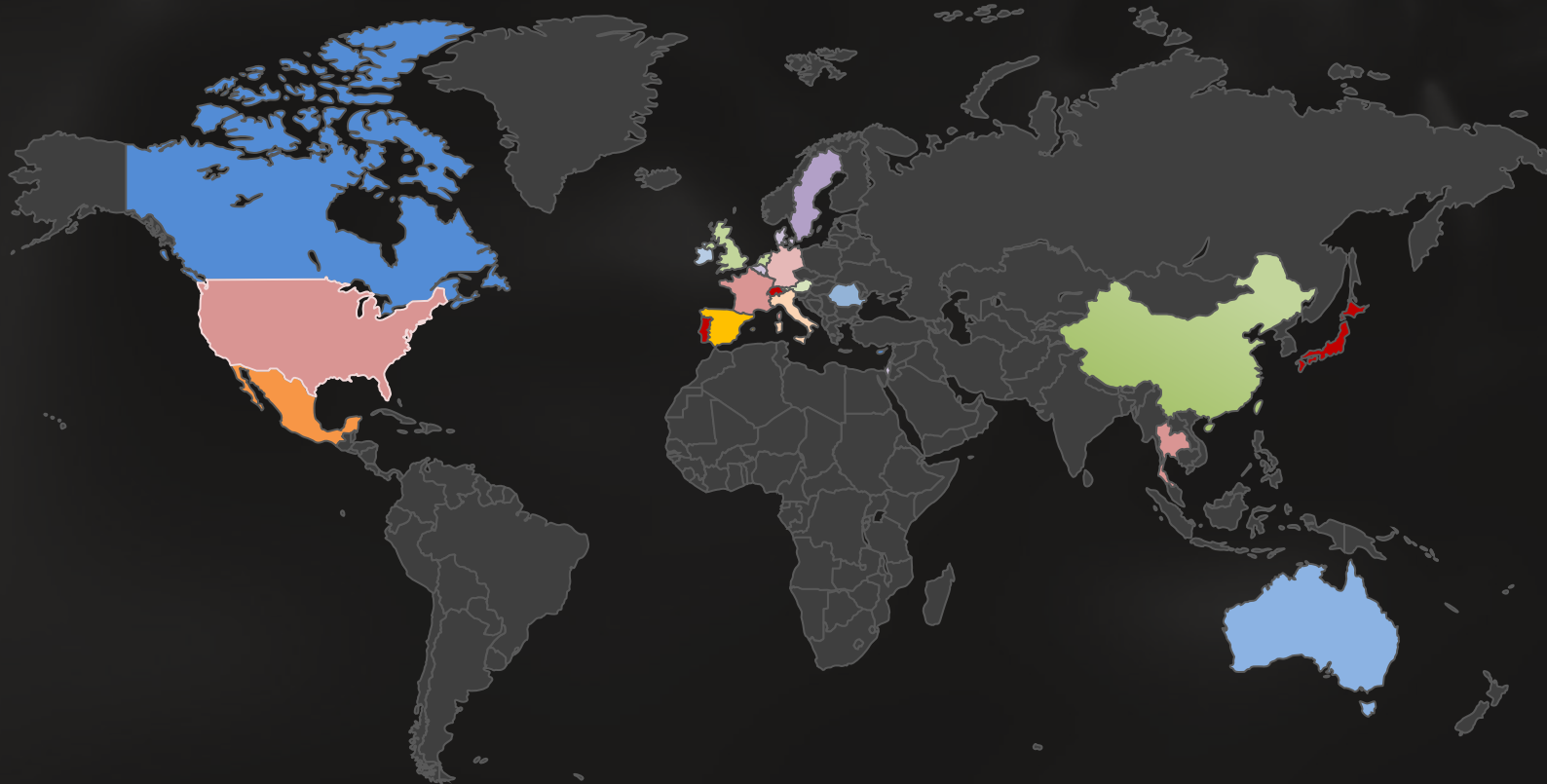
Federation	Insta-Fol.
Brazil	16.6M
Portugal	14.9M
Mexico	7.4M
Spain	5M
Qatar	219K
Total	44.1M





12 months of Global Sales

Sales already shipped to +20 countries



Country List

- Australia
- Austria
- Belgium
- Canada
- Cyprus
- France
- Germany
- Ireland
- Isle Of Man
- Israel
- Italy
- Japan
- Luxembourg
- Mexico
- Netherlands
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- Thailand
- United Kingdom
- United States

Total Units Sold		
Retail Units	eCommerce Units	Total Units
47 556	12 705	60 261



Sales Strategy

Product / Channel

Portugal Example

MJ Mini → Brand Collaborations
Mass Market
Grocery & CVS

MJ Mini → Football Clubs, Coca-Cola,
MEO, Fidelidade
Continente / 700 POS
Distributors

MJ → Clubs
Specialty Retail
Events / POP UP's

MJ → Football Clubs
Specialty Retail
Events / POP UP's

MJ XL → Clubs
Specialty Retail
Events / POP UP's

MJ XL → Football Clubs
Specialty Retail
Events / POP UP's

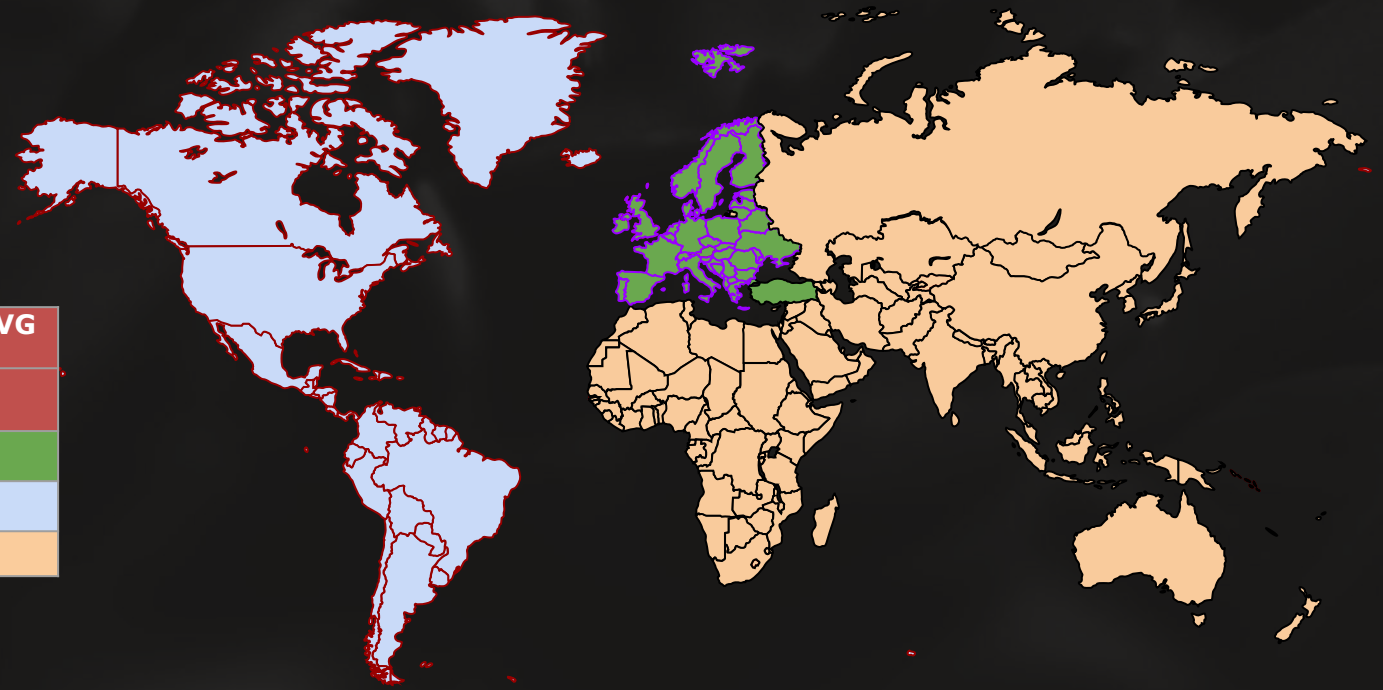
MJ XXL → Limited Edition
Collaborations
Events / PR

MJ XXL → Limited Edition
Collaborations
Events / PR



Sales Distribution

By Territory



	2023	2024	2025	2026	2027	2028	Total AVG
Sales by Territory							
Europe	70%	54%	51%	38%	44%	48%	51%
North America & LATAM	20%	36%	39%	52%	46%	42%	39%
Rest of World	10%	10%	10%	10%	10%	10%	10%



Marketing Strategy - Build & Reach Consumers

Build SPLINK community of 1M followers asap..





Team

Slink is led by a technical and quantitative team and was **founded in 2020 by Ivan, Hugo and Dulce**, who have +20 years' experience in Business, Tech, Design and Marketing.

Founders



Ivan Braz
Founder & CEO

MBA at University Lusófona
Entrepreneurship Studies at **MIT**
IT Management Consultant at **VODAFONE**
Co-Founder & COO at **MYFC**
Co-Founder & CEO at **MyiArts**



Dulce Guarda
Founder & CGO

Masters in Marketing Management at **ISEG**
Entrepreneurship Studies at **MIT**
Former CEO at **7Hills Shoes**
Strategic Planner at **BBDO**
Brand Consultant at **Brandia Central**
Co-Founder & CMO at **MyiArts**



Hugo Matinho
Founder & CTO

Program and Project Management **ISCTE**
Multimedia Degree at **ETIC**
CTO at **Evensys Technologies**
Chief at Architect **SpotQA**
APIS Software Architect at **Worten**
Co-Founder & CTO at **MyiArts**



Investors & Board



Paul Roy
Chairman, **The Riva Group of Companies**
CEO at **Galaxy Racer**
CELESTIAL



A. Félix da Costa
Formula E **World Champion**
Apex Capital Founding Partner



Guenther Hafie
Ex-CEO Oriental **Dreamworks**
and VP Sales **Walt Disney**





Summary

- First Indication that the My Jersey product can be the foundation for the company.
- 4 more sizes (Mini, XL, Life Size and Special Edition) are going to be launched in Q2 2024 to increase affordability and exclusivity.
- AR is the engagement tool for the clubs and the consumers (marketing / PR).
- 7 Clubs and 4 Federations are active, Q3 and Q4 will add good coverage in Portugal, Spain, UK, France, Germany and Brazil.
- 2023 on track / target to proof business model
- 2023 is targeted to deliver 126,000 units, 1,745,143.89 euros / revenues
- 2024 is targeted to deliver 1M units, 10M euros / Revenues / 2,5M euros Profits (25%)
- 2026 will deliver more then 10M units and 35,9M euros in profits (33%)
- 2028 will deliver more then 16M units and 100M euros in profits (37%)
- All of this is possible without expanding into any other sport like NBA and any monetization of digital assets.



JOIN A GLOBAL FOOTBALL REVOLUTION

If you would like to speak further, please contact us:

CGO – Dulce Guarda
dulce@splinkofficial.com

HEADQUARTERS

Splink - Lisbon

*Rua Padre Américo 7B – 1ºEsq
1600-548 Lisbon
Portugal*

+351 916 302 824

