2021 PRESENTATION

YOUR WORST NIGHTMARES TOKENISED

WWW.FEARNFT.GAMES
Fear is the number one blockchain horror gaming “Play to Earn” and NFT ecosystem created by the studio that develops the famous Whack It series of casual games played by millions and watched by millions more on Youtube.

Fear host a vast ecosystem of unique, entertaining, and frightening horror games and NFTs comprised of some of the gaming industry’s top developers, all of which utilise the Fear coin and Fear NFTs to reward fans for their loyalty and gaming time.

Taking their experience from creating an outrageously humorous and bloody series of games that have captured the hearts and eyes of over 500 million gamers and Youtube addicts, the co-founders and twins Jonathan and Patrick Carey have embarked on a mission to bring horror gaming to the blockchain with Fear.
WHAT MAKES FEAR UNIQUE IN BLOCKCHAIN?

- Bringing millions of existing casual gaming fans to blockchain through new games
- Experienced team both technically and creatively with 20 years in the gaming industry
- 5 phenomenally successful games delivered over 6 years
- First real live action and idle games on Ethereum
- First highly animated series of games on Ethereum
- First real horror games on Ethereum
- Quick accessible browser games meet blockchain! (no need to download)
- Play to Burn and Play to Earn concepts through Fear coin
THE NUMBERS

The numbers don't lie for Fear's first gaming series “Whack It”. Here we take a look at the sheer number of gamers who have and still enjoy playing the games.

WHACK YOUR NEIGHBOUR (2015)

Game plays: 39M
YouTube Views: 62M

WHACK THE BURGLARS (2016)

Game plays: 53M
YouTube Views: 97M

WHACK THE CREEPS (2016)

Game plays: 80M
YouTube Views: 45M

WHACK THE SERIAL KILLER (2018)

Game plays: 29M
YouTube Views: 35M

WHACK YOUR UNDEAD NEIGHBOUR (2021) (ONGOING DEVELOPMENT)

Browser Game Plays: 11M | Blockchain Plays: 300k
YouTube Views: 6M
Android Installs: 900k (2k per day)
BRINGING A MASS UNDERBASE TO BLOCKCHAIN GAMING

Fear will be the first blockchain gaming ecosystem to provably convert large swathes of traditional gamers to blockchain gaming with a Fiat on Ramp solution working with Transak that makes acquiring both Fear Coin and NFTs as seamless as possible.

We also have incentivisation initiatives and educational videos to be published that encourage and reward our traditional gamers to start playing.

Some of our games are also even easier to access with them being browser based. This encourages quick and easy play whereby both traditional and blockchain gamers get to play our game with no installation needed.
Fear has large on going partnerships with some of the world's biggest casual online gaming portals (20m visits per month) who will host our game in addition to our own.

10 year old gaming portal www.whackit.co

Existing Whack It gamers will be rewarded with Fear for completing basic tasks such as:

- Establishing a Metamask wallet.
- Interacting with our game via the blockchain.
- Playing through exclusive Fear only accessible content.
- Gamers educate their friends through videos and word of mouth about the Fear coin and ecosystem.
Some of our biggest YouTube fans

We have over 20 of the top world Youtuber gamers who play our games for free, simply because they love them and find them ridiculously outrageous and surreal! Here is just a few of them:

- Zbing Z
- Markiplier
- Jackseptiye
- JuegaGerman
- MessYourself
HUGE ROADMAP AND RAPID DEVELOPMENT

Within our own gaming studio alone we are busy developing 3 games for blockchain, all of which will have Fear coin, NFT integration and Play to Earn features.

WHACK YOUR UNDEAD NEIGHBOUR

- Fear Coin Integration: **COMPLETE**
- NFTs: **DEV**
- Play to Earn Features: **DEV**

WHACK THE BURGLARS CHRISTMAS SPECIAL

- Fear Coin Integration: **DEV**
- NFTs: **DEV**
- Play to Earn Features: **DEV**

WHACK THE DEMON (DUE OUT Q4, Q1 ZZ)

- Our biggest game yet & hugely anticipated by our fans
- Fear coin integration
- NFTs
- Full Play to Earn Economy
Araya is our first ecosystem game outside our internal brand Whack It. In production by MAD VR Studio it’s a story driven 3D horror adventure game set in a creepy old Thai hospital.

> Fear coin integration
> First 3D horror game on the blockchain
> Play to Earn as you try to survive the nightmare
> Take control of one of three characters with NFTs
FEATURED PARTNER GAMES IN DEVELOPMENT

Mad Cock is a live action survival shooter where your pitted against blood thirsty cocks who will stop at nothing to wipe out the human race. Armed with powerful weapons and taking control of different heroes you must survive and then neutralise armies of cocks.

> Fear coin integration
> Live action shooter with endless hours of fun
> Play to Earn as you defend yourself against waves of cocks
> Take control of one of many colourful NFT characters
Q1/2022

1. eSports International Competition Launch
2. Advanced Revolutionary P2E Model
3. Movie Industry NFT Integrations

Q4/2021

1. Mystery Game: Launch
2. Whack The Demon: Game Launch
3. Whack The Demon: Play to Earn
4. Madcock: Game Launch
5. Dragons Den Evolving NFTs
6. First Incubator Game Launch
7. Fear Museum (Virtual Marketplace)

Q3/2021

1. Showcase Game Release: Whack The Undead Neighbour COMPLETE
2. Whack Your Undead Neighbour Play to Earn
3. NFT Integration Into Whack Your Undead Neighbour
4. Top YouTube Game Coverage
5. Araya With Fear Coin Integration And Play to Earn
6. Game Launch Pad And Incubator
The Dragons Den is a powerful evolving NFT story that drives new in-game and ecosystem partnerships and builds brand recognition.

The Den is home to 5 ancient Dragon eggs with rumours surfacing of some of the eggs showing signs of life.

Legend has it each egg must find it’s true and rightful home (in the form of a powerful Fear partner) to complete its evolution from a dormant egg to a fully grown Dragon of extreme force and NFT utility.
A sneak peak at the first of five unique eggs in the Dragons Den. The egg has yet to choose a worthy master capable of nurturing it’s evolution.

The lucky owner will be the one that possess’s the fortitude to keep the egg guarded from thieves, bandits and demons threatened by the potential it holds in the fight against evil itself.
An ancient, haunted museum will emerge from the shadows hosting strange and mysterious NFTs of great power. This scary and interactive museum will act as a portal between Fear Coin and our gaming eco-system.

Users will be able to explore the museum, be subject to bizarre and strange happenings while and eventually will be able to interact with other players in the most hilarious and devious of ways!

The museum will be the central point for all users to access our most valuable and sort after NFTs while also providing an entry point into our upcoming games.
Fear are introducing both an incubator program and staking / burning fee game launch pad to support upcoming game developers and successful existing fiat games.

We are currently nurturing unrevealed games beyond the catalogue revealed in this presentation to be both incubated and launched via our launch pad.

More information of the full features of the launch pad and the comprehensive support offered to game developers to achieve success in the Fear ecosystem will be made available in Q4.