



VERSITY

THE NEW AGE OF REAL ESTATE

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INTRODUCTION

INTRODUCTION TO VERSITY:

THE FIRST REAL ESTATE METAVERSE DEDICATED TO HOUSING LIFECYCLE

The Real Estate market is broad and fragmented, with a significant number of players involved but organised in silos, that makes the user (customer) experience painful:

- **Find a place:** real estate agents
- **Finance a transaction:** Banks / Insurance
- **Refurbish a place:** contractors
- **Household equipment:** contractors

The sector has seen limited innovation over the years, with limited use of technology, old processes and a low customer satisfaction: **it is ready for disruption**

Versity create value by (i) disrupting the sector using **technology (Web3/Metaverse)** to help movers have a leaner and more pleasant experience (ii) bringing buyers and sellers together on a marketplace. **Versity is pulling the ecosystem in a unique place where digital and real world converge.**

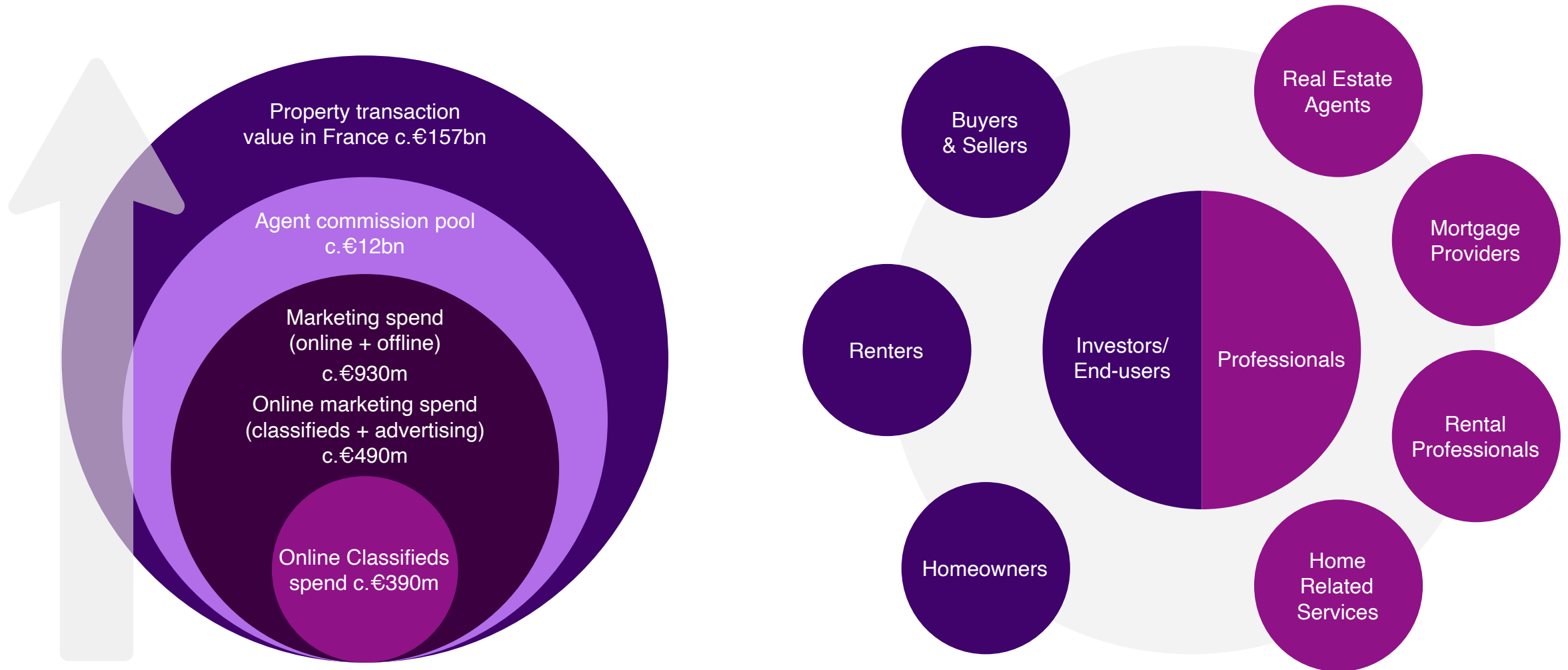
Versity platform **is based on 3 key components** : its **community** that will create the network effect and make Versity an essential place, **Sity (cryptocurrency)** to facilitate transactions, **NFTs** that allows investors gain exposure to a growing sector.



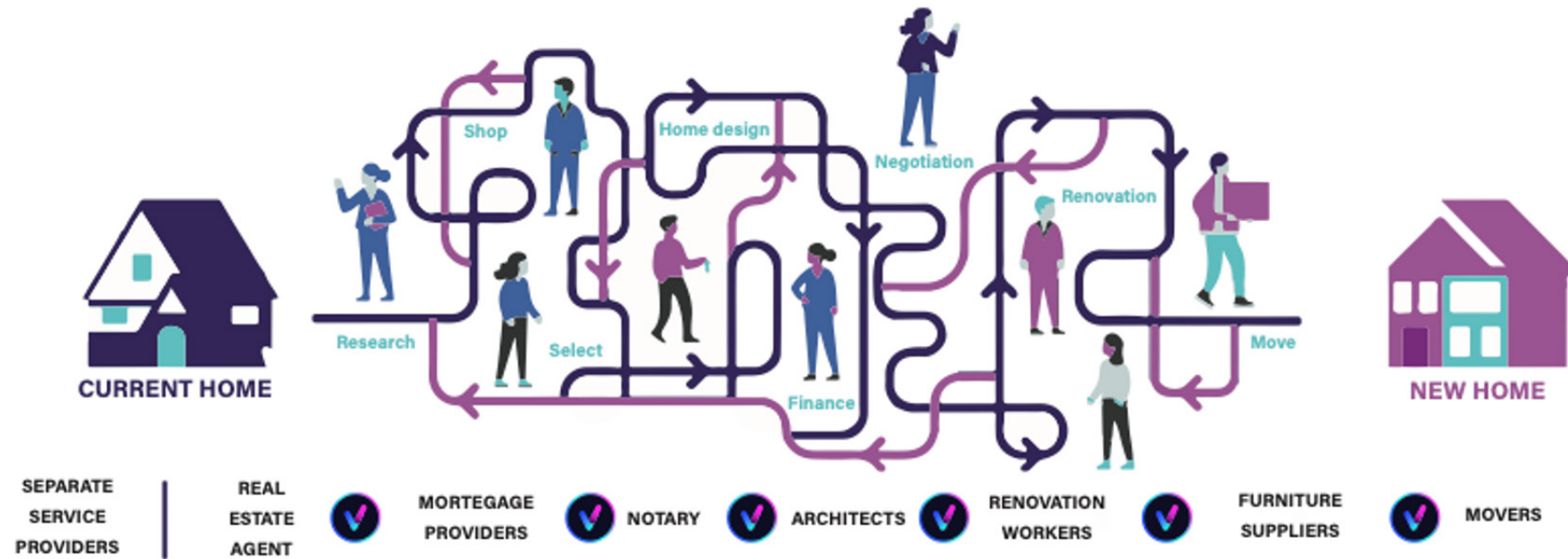
01

THE REAL ESTATE TRANSACTIONS MARKET

REAL ESTATE IS A LARGE AND FRAGMENTED MARKET WITH MULTIPLE STAKEHOLDERS



REAL ESTATE TRANSACTIONS ARE A BURDEN FOR CONSUMERS



Home buying process in 2022 is still laborious,demanding and costly.

A TIME CONSUMING AND INEFFICIENT SELLING PROCESS FOR PROFESSIONALS...



... WITH LIMITED INFORMATION AVAILABLE TO THE BUYER

Limited information offered by Real estate classified ad websites don't allow potential buyers to have a good idea of the property: pictures + text with limited description + basic technical information

The screenshot displays a real estate listing for an apartment. The main content includes a photo of the interior, a contact form for 'AZ IMMO', and a detailed description of the property. The listing is for a 2-bedroom apartment in the 'Quartier Biquier à Nice (06300)' for 245,000 €. The description highlights the apartment's features, including a terrace, a modern kitchen, and a bright living area. The agent's name is 'AZ IMMO' and the contact information is provided. The page also includes a 'Description du professionnel' section, 'Caractéristiques' (features) such as 'Construit en 2008', 'Entérieur' (interior) details, and 'Chauffage et diagnostics' (heating and diagnostics) information.

VERSITY IS THE NATURAL DISRUPTOR OF AN AGEING SECTOR

Current Real Estate sector situation

- Digitalization is basic and in its infancy
- New technologies such as web3 and blockchain are non existent
- Too much complexity in the sales/ acquisition process
- Time consuming tasks for real estate professionals

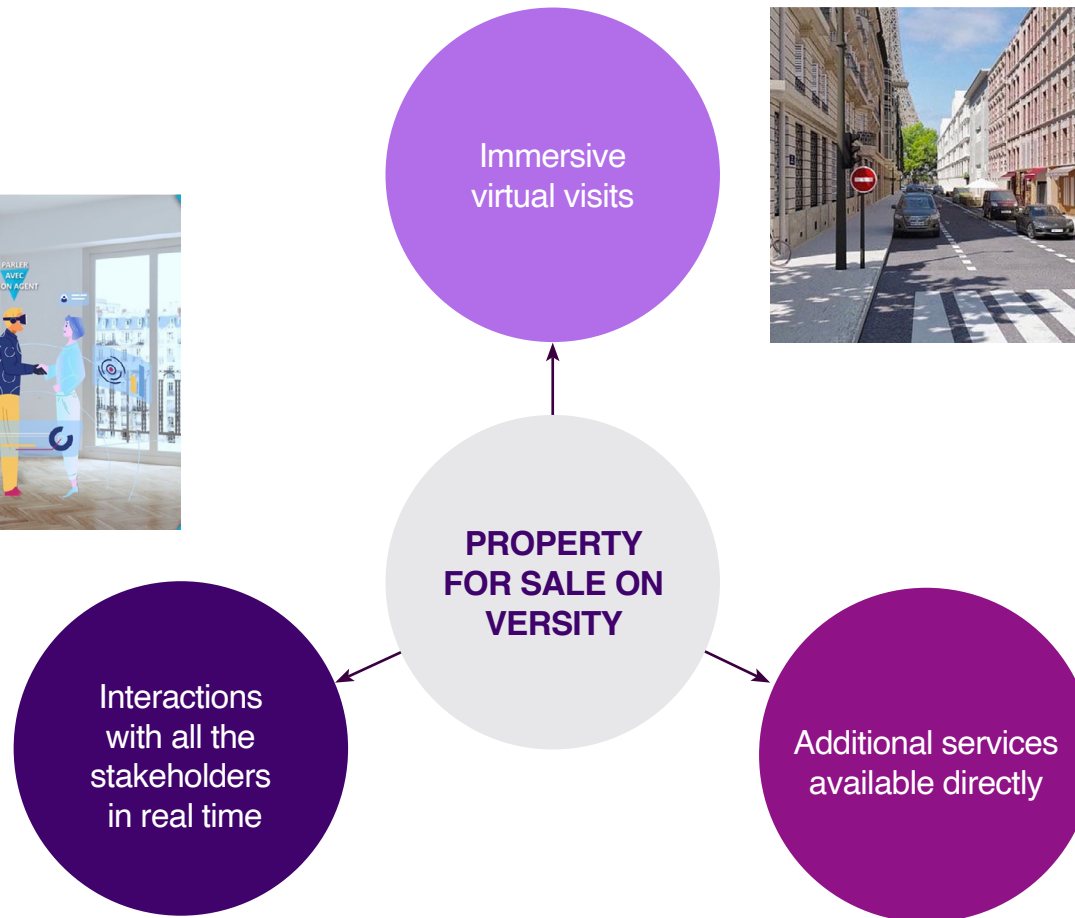
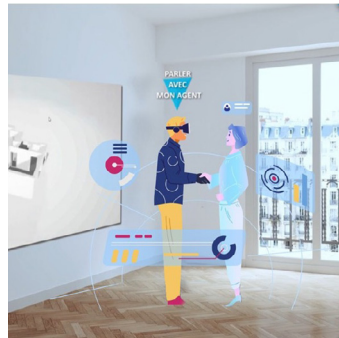
VS

Versity value proposition

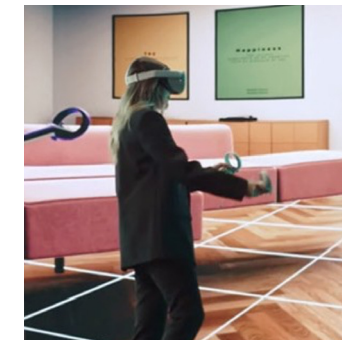
- Digital native
- Metaverse based on Polygon platform
- Lean processes & immersive experience
- Significant resource allocation optimisation

VERSITY MODERNIZES REAL ESTATE TRANSACTIONS AND ACCESS TO SERVICES

Without moving from your home, exchanges between sellers, buyers, agents to have all the information needed to accelerate the transaction.



Visit the property virtually whenever and wherever and discover its surroundings without the need to plan a physical visit.



Find the right service that will help to sell, buy or rent the property: Banks, Insurance, furniture stores, renovation works, movers, interior decorators.

VERSITY CAN DRIVE SIGNIFICANT VALUE CREATION FOR REAL ESTATE AGENTS

(hypothesis based on Versity real estate database)

CURRENT REAL ESTATE AGENT ECONOMICS

Average advertising budget: **10%**

Number of property sold: **12 to 15**

Average revenue for a real estate agency: **€150K/YEAR**

Estimated EBIT: low to mid single digit

SCENARIO 1: VERSITY AS AN INCREMENTAL TOOL

25% of the properties distributed on VERSITY:

Number of property sold: **19 to 23**

Productivity gain: **20%**

Gain of sales: **c.+50%**

Estimated EBIT: **c. 30% (*)**

SCENARIO 2: VERSITY AS THE KEY COMMUNICATION TOOL

100% of the properties distributed on VERSITY:

Number of property sold: **24 to 29**

Productivity gain: **30%**

Gain of sales: **c.100%**

Estimated EBIT: **c. 45% (*)**

SCENARIO 3: VERSITY AS THE NEW AGENCY MODEL

No more physical presence

Scenario 2 + significant cost reductions

But also for many more real estate professionals: property developers, real estate investors, holiday rental professionals.

(*) excluding productivity gain



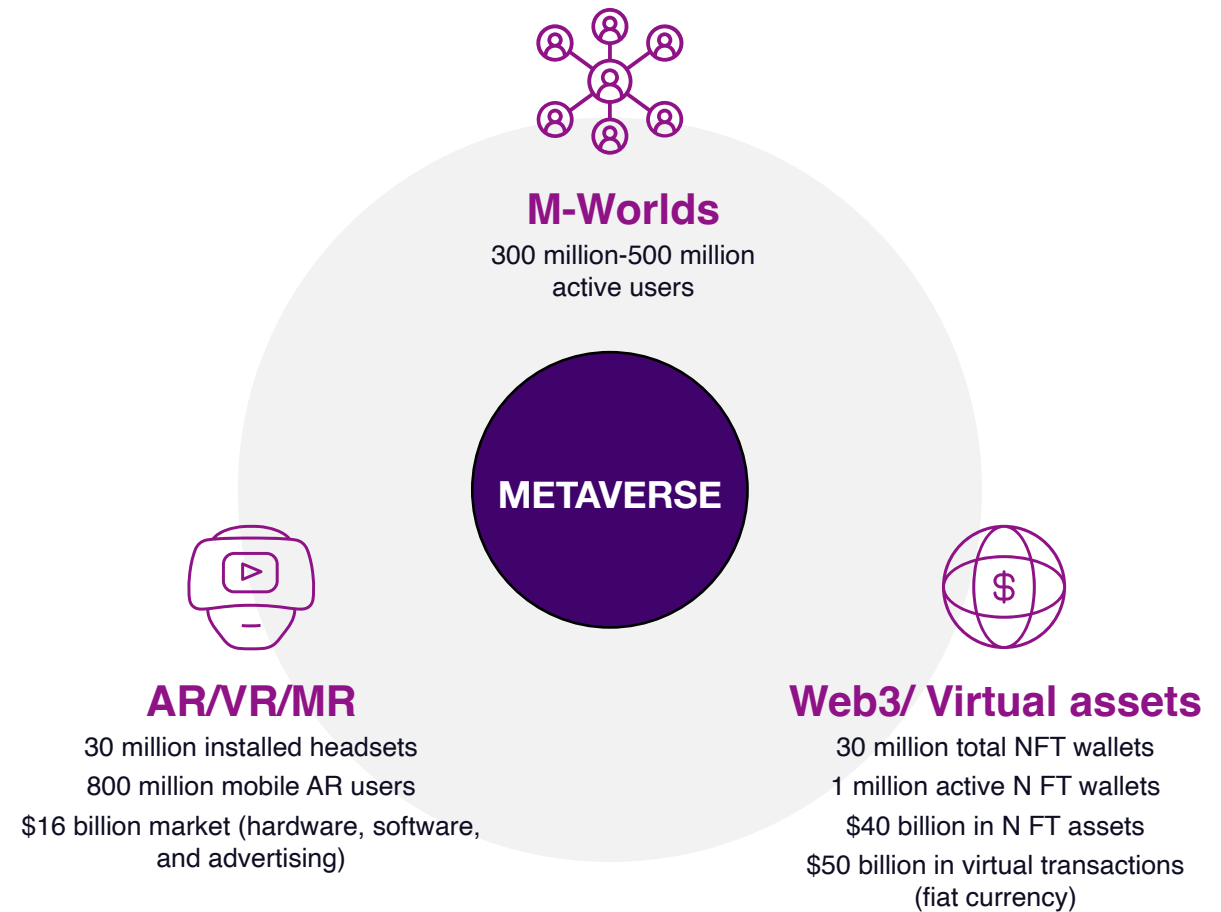
02

VERSITY: MERGING THE METAVERSE WITH THE REAL ESTATE MARKET

WHAT IS THE METAVERSE?

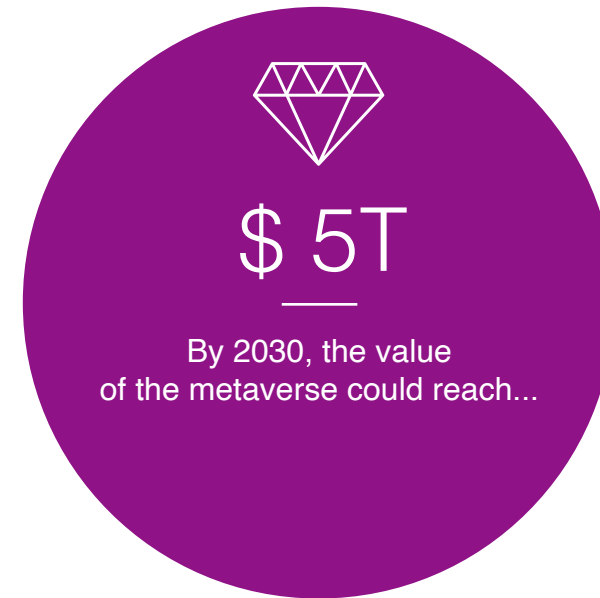
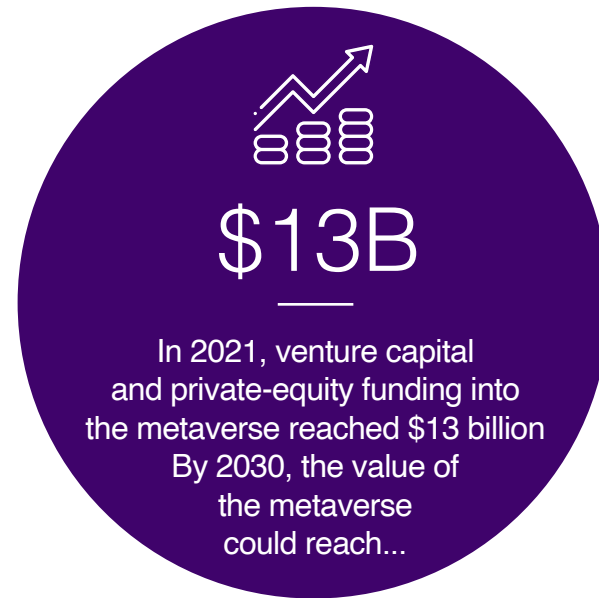
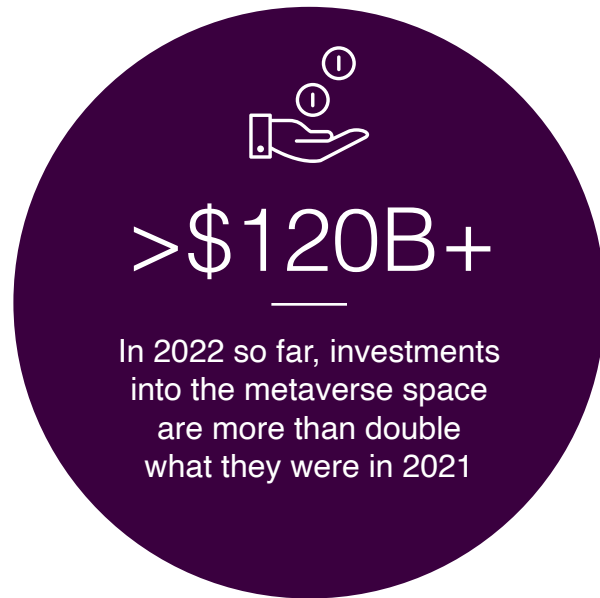
- An interconnected immersive virtual world to create and explore with others who are not in the same physical space as you
- The computing platform of the future for working, playing, learning, shopping, creating and more

The Metaverse Lies at the Intersection of Three Technologies and User Bases



Sources: Matthew Ball; Bloomberg; ARtillery Intelligence; Binance Research; BCG analysis.
Note: 2021 figures.

INVESTMENTS IN THE METAVERSE HAVE ACCELERATED OVER THE LAST 2 YEARS



Despite heavy investments, Metaverse is still looking for concrete applications

Consumers and brands are already engaging

59%

of consumers are excited about transitioning their everyday activities to the metaverse


57%

of metaverse-aware companies say they are adopters

(source : McKinsey & company)

VERSTY IS BRINGING METAVERSE TECHNOLOGY TO THE REAL ESTATE WORLD AND RELIES ON 3 PILLARS

1



A decentralized economy leveraging the blockchain

2



A digital twin that brings real estate projects to life

3



An open marketplace to offer new tools and services for individuals and professionals

1

A DECENTRALISED ECONOMY BASED ON TWO DIGITAL ASSETS POWERED BY POLYGON BLOCKCHAIN

An exchange token : the Sity

SITY is the main currency used for exchanges and transactions in VERSITY:
payment of suppliers, purchase/sale of NFTs, etc.

A revenue generating NFT : the Parsell

PARSELL is the land-based NFT of VERSITY:

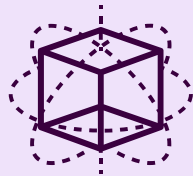
- A PARSELL provides its owner with a revenue stream based on the activity generated on the zip code (% of total revenue)
- It will have a market value that will evolve based on its attractiveness



2

THE DIGITAL TWIN RELIES ON BUILDING A STRONG COMMUNITY

Adoption accelerator: SITY will be used to reward the community



BUILD TO EARN

3D modelization
acceleration



SCAN TO EARN

Up to date data



VISIT TO EARN

Increase traffic

3

AN OPEN MARKETPLACE TO OFFER NEW TOOLS AND SERVICES FOR INDIVIDUALS AND PROFESSIONALS



OFFER IMMERSION INTO THE PROPERTY,
its neighborhood and environment



FOSTER INTERACTIONS BETWEEN THIRD PARTIES
to speed up the sale/rental/purchase of the property



PROPOSE ACCESS TO SERVICES
moving, financing, fitting, etc.



DESIGN YOUR OWN PROJECT
and virtually represent it
(Fitting, Layout, etc.)



03

COMPETITORS



03.1

CLASSIFIED ADS

REAL ESTATE CLASSIFIED ADS

WEBSITES' TRAFFIC

- Main website (10 000 000+)
- Secondary website (3 000 000+)

| Website ↓ ↑ | Page views (visit per month) 01/01/2022 ↓ ↑ | Page views (per visit) ↓ ↑ |
|------------------------|---|----------------------------------|
| leboncoin.fr | 49 333 000 | 12.43 |
| seloger.com | 19 100 000 | 3.30 |
| bienici.com | 10 100 000 | 8.25 |
| logic-immo.com | 7 600 000 | 5.17 |
| immobilier.lefigaro.fr | 4 200 000 | 2.78 |
| ouestfrance-immo.com | 3 600 000 | 7.09 |
| avendrealouer.fr | 3 400 000 | 6.02 |

Source: meilleursreseaux.com/immobilier

SeLoger Immo

60M

Monthly Visits

40M

Annual contacts

+57%

Contacts Vs Y-1

+86%

Traffic SEO

(source : McKinsey & company)

TOTAL REVENUE

240 million euros in revenue for the SeLoger group comes mainly from the services offered to professionals who register on the site - agencies and promoters - besides advertising



Leboncoin Immo

E-Commerce ranking: #1

29M

Unique visitors per month

+920K

Active real estate classified ads

173M

Average monthly visits

11 MIN

Time spent on the website

(Source: Internal data Leboncoin)





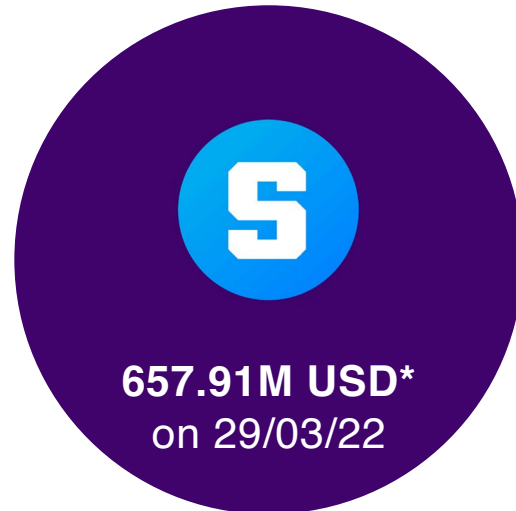
03.2 METAVERSE

REAL ESTATE IN THE METaverse: UNPRECEDENTED GROWTH

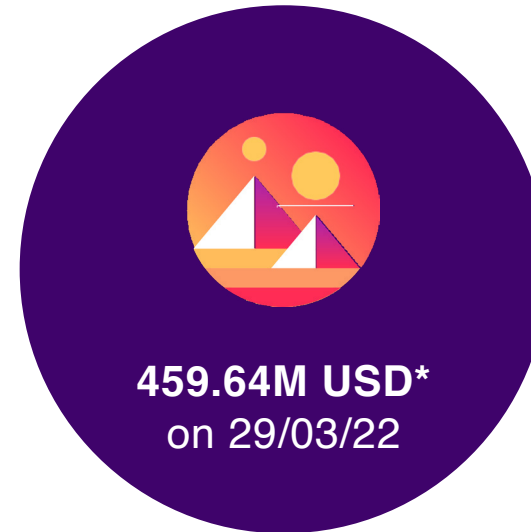
Two leaders on the Metaverse market



1.051.785 UzSD invest
on 25/11/21



320.701 USD invest
on 25/11/21

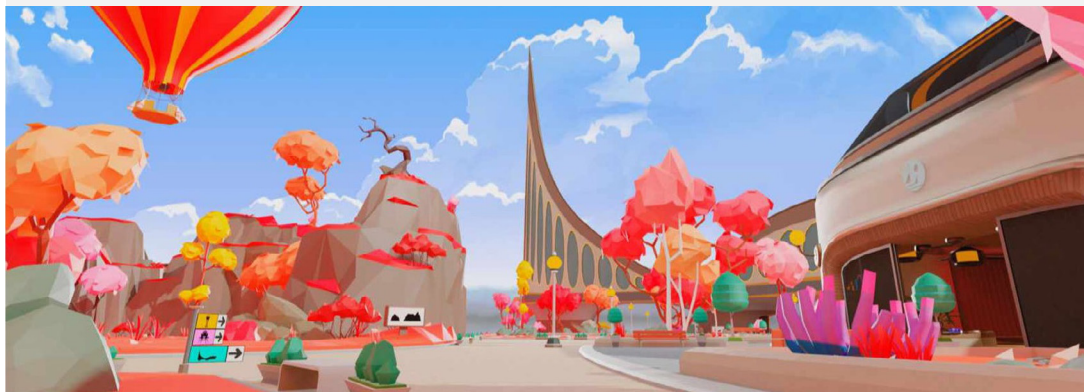


*These returns do not take into account the various Airdrops and Bonuses awarded to Token Holders.



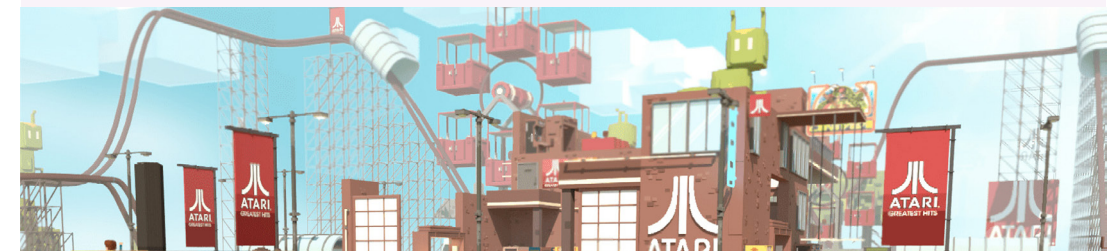
DECENTRALAND UTILITY

- Decentraland provides users with a canvas to decorate their land parcels
- Users can build homes, in a game form
- The platform also allows users to create games and other interactive structures



SANDBOX UTILITY

- Provides users with tools to create their own nonlinear gameplay, commonly known as a “sandbox mode”
- The player takes the role of “Deity apprentice” and sets about crafting their own universe through the exploration of resources
- Players encounter tasks like using water and dirt to make mud and challenges like making a battery or building an electrical circuit
- Players can save worlds they have created and also upload them to a public gallery



VS

VERSITY REPRESENTS THE BEST OF BOTH WORLD

| | Versity | SeLogger Or any Real Estate Portal | The Sandbox |
|-------------------------------------|---------|---------------------------------------|-------------|
| Real property | ✓ | ✓ | ✗ |
| Virtual Property (NFT) | ✓ | ✗ | ✓ |
| Immersive visits | ✓ | ✗ | ✗ |
| Marketplace | ✓ | ✓ | ✓ |
| Open environment | ✓ | ✗ | ✓ |
| Virtual customisation of a property | ✓ | ✗ | ✓ |
| Speculative assets (NFT) | ✓ | ✗ | ✓ |
| Return on digital assets (NFT) | ✓ | ✗ | ✓ |
| Real services | ✓ | ✓ | ✗ |



04

OUR BUSINESS MODEL

BUSINESS MODEL



**3D IMMERSIVE
PROPERTY CLASSIFIED
ADS FOR PROFESSIO-
NALS AND INDIVIDUALS**



**TRAFFIC
& LEADS
GENERATION**



**SALES OF NFTS
+ ROYALTIES ON FUTURE
RESALES**



**INTERACTIVE
MARKETPLACE
FOR SERVICE
PROVIDERS**

