

LOOKINGGLASSLABS

Corporate Presentation

Spring 2022

NEO: **NFTX**

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Looking Glass Labs is a leading Web3 platform creating perpetual revenue streams through NFT architecture, immersive metaverse environments, play-to-earn tokenization.



OPERATIONAL PORTFOLIO

LOOKINGGLASSLABS

We are building a highly scalable, modular platform and digital distribution service that will provide turnkey solutions for users, creators, and brands to interact with Web3 technologies.



OVERLORDS (P2E GAME)

A **play-to-earn (P2E)** digital collectible card game where users earn NFT/token rewards for continued engagement, interaction and participation velocity.



PROJECT ORIGIN

Our metaverse environment and digital distribution service, providing users and brands with a spectacular 3D world to create, play, share, learn, and prosper within.



HOUSE OF KIBAA

HOUSE OF KIBAA

Our leading digital studio designs and curates next-generation 3D-rigged assets, allowing functional art and collectibles to exist simultaneously across various NFT/metaverse environments.



\$HOK UTILITY TOKEN

The **HOK** utility token will function as the medium of exchange across our platforms, allowing our users to earn, trade, swap and spend within our metaverse.



VIRTUAL ASSET PORTFOLIO

Through collaborations and consulting opportunities, accretive M&A, and partnerships, we are building out a portfolio of perpetual royalty streams, resulting in consistent, de-risked, passive revenue.

SCALABLE REVENUE STREAMS



METaverse LAND SALES

Opportunities for individuals, brands and creators to buy premium digital space in our Project Origin metaverse.



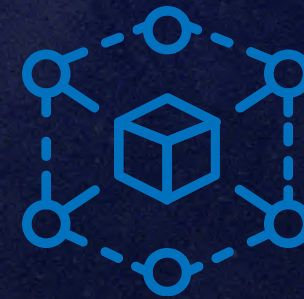
TOKENIZED PLATFORM

The HOK token will provide utility such as earning rewards, exchanging for digital assets or perform certain actions on our platform.



CUSTOM CREATOR TOOLS

Suite of tools for asset creators and communities with minting and integrating their assets into the metaverse and the Looking Glass ecosystem.



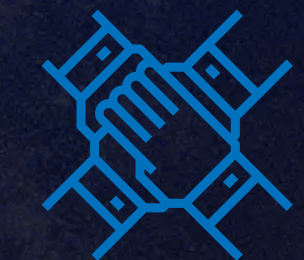
STUDIO & METaverse CONSULTANCY

Creating 3D assets along with full-service consulting on minting, smart contracts, and blockchain for organizations, communities, and creators looking to engage with Web3.



NFT DROPS

NFT drops of exclusive assets provide our members with immediate value and, in turn, provide LGL with significant secondary sale revenue opportunities.



PARTNERSHIPS & ROYALTIES

Exclusive partnerships creating opportunities for secondary sale royalties from HoK assets & memberships.

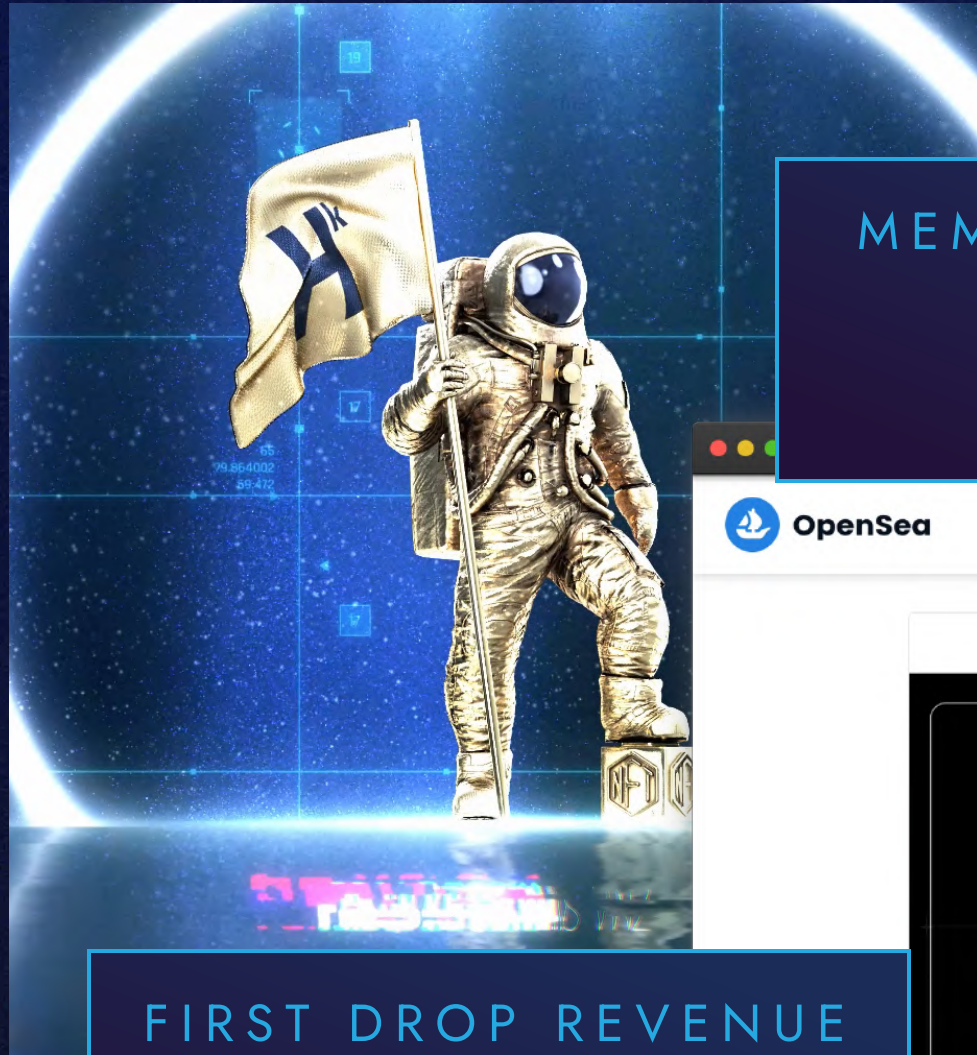
OUR LEADING BRAND



HOUSE OF KIBAA

A 100% owned subsidiary of Looking Glass Labs, House of Kibaa (HoK) is a Web3 studio at the forefront of technologies in the blockchain, NFT and metaverse sectors. HoK is designing a hyper-realistic metaverse for 3D assets, allowing functional art and collectibles to exist simultaneously across unique NFT blockchain environments.

HOK BY THE NUMBERS



MEMBERSHIPS SOLD

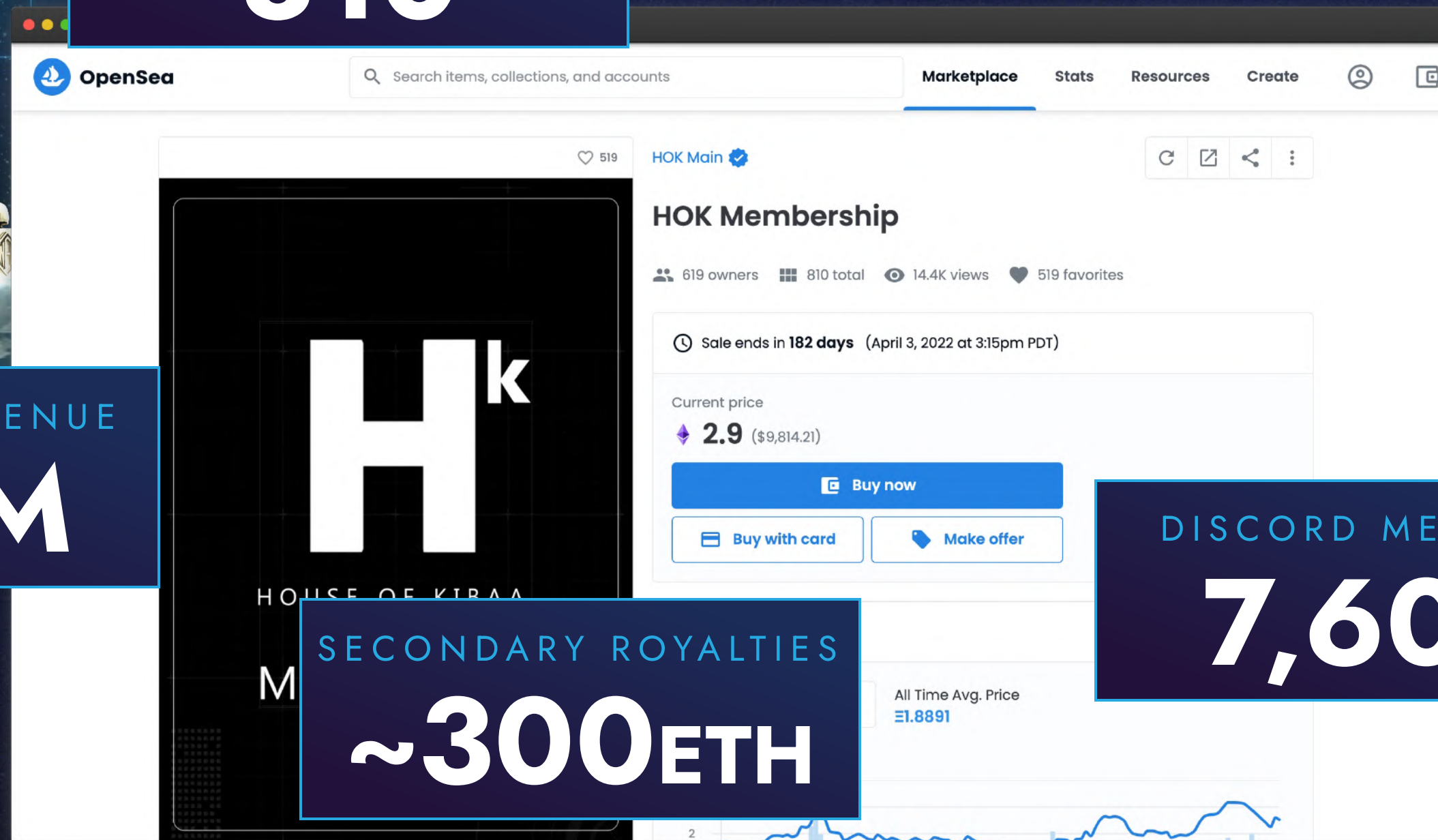
810

TWITTER FOLLOWERS

20,000

FIRST DROP REVENUE

\$6.2M



SECONDARY ROYALTIES

~300ETH

DISCORD MEMBERS

7,600

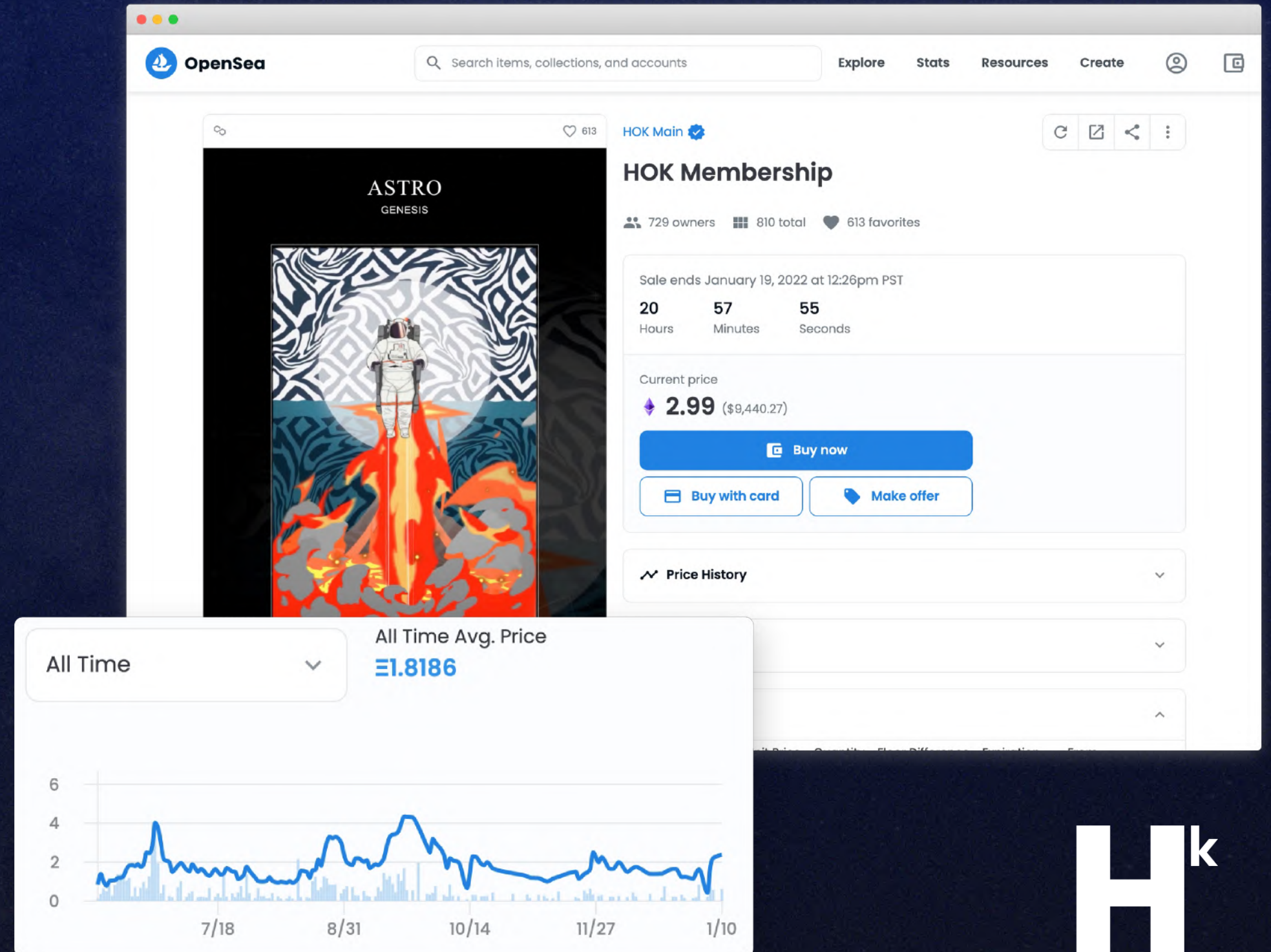
H^k
HOUSE OF KIBAA

Data points last updated Jan 14, 2022

HOK GENESIS MEMBERSHIP

In May 2021, HoK debuted its cornerstone Genesis Membership allowing holders to purchase one NFT and receive a lifetime of HoK produced digital assets airdropped monthly. Initially minted Genesis Memberships were sold by HoK for US\$500 each, generating **~US\$490,000 in proceeds over a four-week period**.

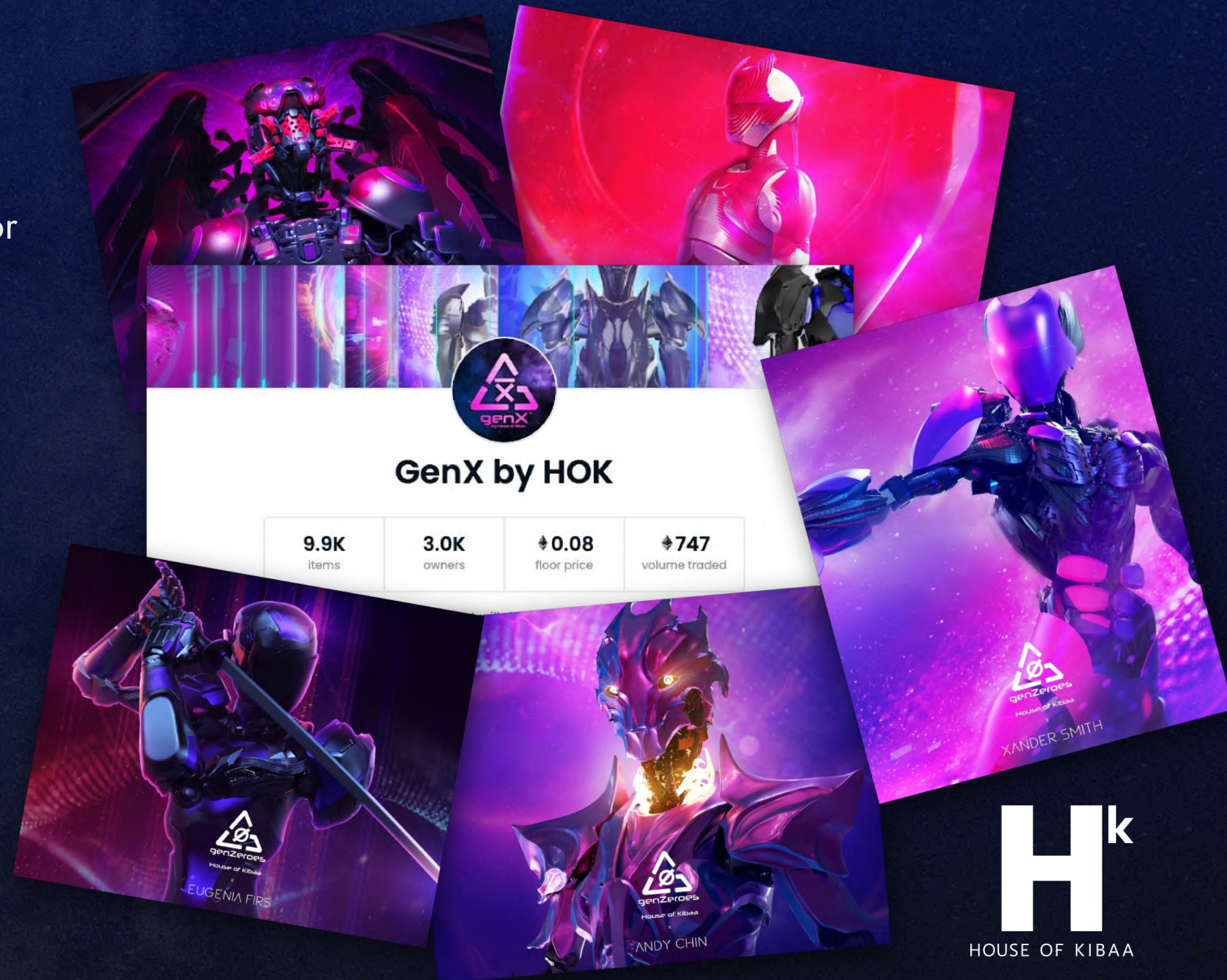
As of January 27, 2022, Genesis Memberships resale on the secondary market for US\$11,359, equating to a price appreciation of **over 2,000% in ~9 months**.



GENZEROES: \$6.2M CAD IN 37 MINUTES

GenZeroes is generative series of 10,000 unique 3D avatars. On September 30, 2021, all 10,000 GenZero NFTs were sold and delivered to the blockchain wallets of 3,000 new owners resulting in ~CAD\$6.2M in revenue for HoK.

As of January 2022 over \$3.5M in GenZero NFT resales have occurred, of which HoK achieves a lifetime royalty stream of 5% on each transaction.



UNITS SOLD

10,000

TIME TO SELL OUT

37min

UNIQUE OWNERS

3,000

H^k
HOUSE OF KIBAA

WORLD'S FIRST LIVE-ACTION NFT SERIES

A Ten-Episode GenZeroes Series is being developed by Aleks Paunovic, Jeremy Smith, and Matt Venables for LGL's subsidiary, **Genzero Productions**, specializing in the production of original media involving NFTs.

The "GenZeroes Universe" includes a live-action series, comics, and collectibles. Each level of NFT ownership will endow different benefits with the top-level allowing fractional ownership of the series.

Chapter 1 is now live at GENZEROS.COM.



Watch the trailer on YouTube - <https://www.youtube.com/watch?v=DW5woiboOWg>



PROJECT ORIGIN

The Social Metaverse

Our metaverse ecosystem and digital distribution service will provide users with a spectacular 3D world to create, play, share, learn, and prosper within while providing opportunities for people, communities, creators, and brands to engage in a hyper-realistic environment. All of our current NFT collections have been optimized/3D-rigged for Project Origin.

HOUSE OF KIBAA

ORIGIN

NFT-ENABLED ENGAGEMENT



By connecting their wallet to Project Origin, users will be able to access advanced features and engage with the NFTs and the communities in new ways:



PLAY - Mini-games and activities will be personalized based on the NFTs they own.



TRADE - Real-time NFT swaps will be able to be carried out, similar to trading cards.



EARN - Earning coins and rewards in the environment will provide more incentive to engage.



ENGAGE - Communities and creators can engage on a new level by hosting live events and providing a new level of communication.



HYPER-REALISM X FUTURISTIC FACILITIES

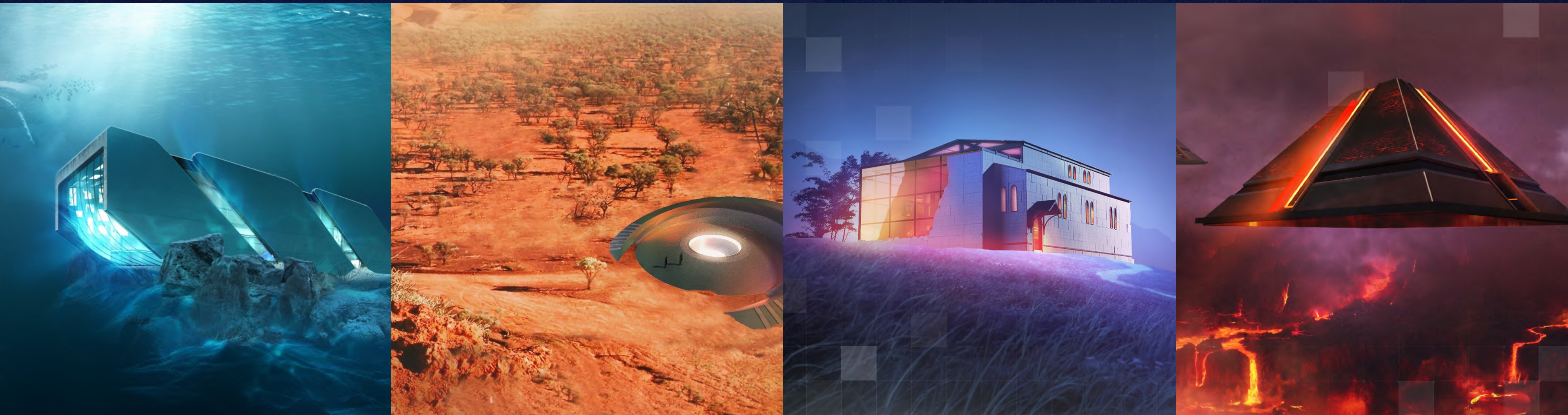


The Project Origin metaverse is being designed with a focus on hyper-realism and architecting state-of-the-art facilities for users to interact with. Users, communities, and brands will engage with a premium digital space that will be enjoyable and immersive. With 20 planned different environments inspired by the real world, Project Origin will function as the ultimate portal to the next-generation metaverse.

Project Origin is being designed with HTML5 interoperability so that brands can utilize their existing web experiences and existing design teams can work to quickly provide engaging displays in the world.

DIGITAL LAND SALE

An initial land sale was held in April 2022 for early adopters and community members. This sale was the gateway to HoK's Project Origin metaverse frontier and generated \$2.6M in revenues over the two day sale. Unlike any other land project, Project Origin provides a hyper-realistic visual experience backboned by the Unreal 5 Engine. Future sales will focus on B2B and brands as the metaverse grows.



BAYC & GUTTER CAT GANG 3D ASSET COLLABORATIONS

HoK is currently creating metaverse-ready 3D assets in collaboration with the well-known NFT collections of Gutter Cat Gang and Bored Ape Yacht Club (BAYC).

BAYC OWNERS

6,200

GUTTER CATS OWNERS

1,800

BAYC MARKETCAP (USD)

\$2.62B

GUTTER CAT FLOOR

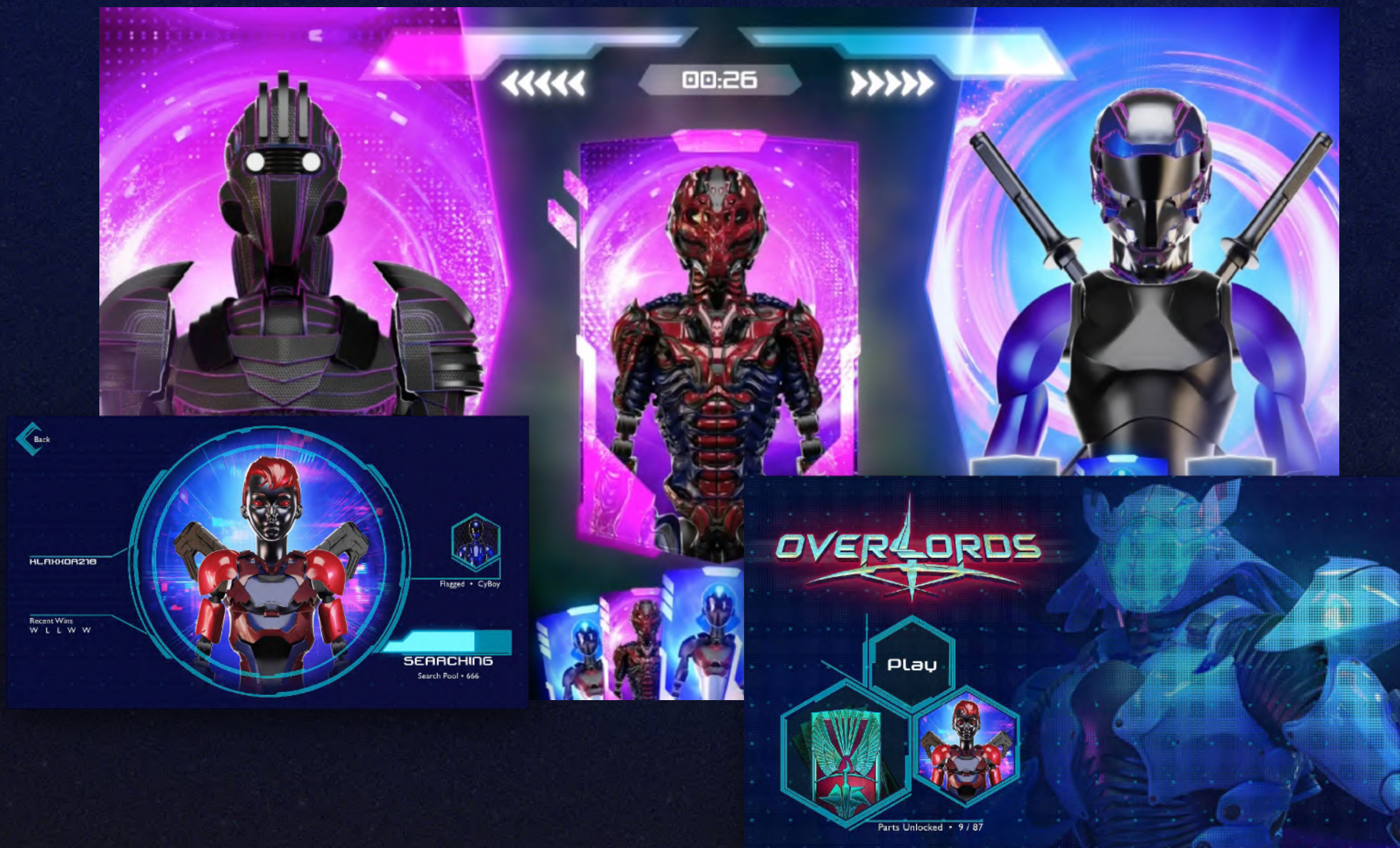
6.0ETH

H^k

HOUSE OF KIBAA

OVERLORDS: PLAY-TO-EARN (P2E)

P2E gaming is emerging as one of the next transformative opportunities for HoK and Web3 as a whole. P2E amalgamates the highly coveted LTV and "sticky" engagement value of online gaming, and the ability to earn real-world income driven by digital asset ownership and gameplay. Popularized by Axie Infinity amongst others, the P2E industry has experienced parabolic growth in H2 2021 and equates to billions of dollars of crypto market cap.



Overlords is a rapid-fire PvP tactical card game, built by HoK for the GenX collection:

- **Fast-paced online gameplay**
- **Defeat opponents to steal their essence**
- **Join tournaments and live events**
- **PvP and community-focused PvE modes**

LOOKING GLASS LABS IN THE MEDIA

Nike just snapped up a virtual sneaker brand with a huge valuation. The CEO of a digital agency behind a \$4.5 million NFT sale shares 3 ways fashion brands could shape the metaverse — and an under-the-radar virtual world to watch.

**BUSINESS
INSIDER**

How do you pick a good cryptocurrency fund?

WP

The rise of NFT companies floating on the stock market.

capital.com

'Hawkeye' & 'Van Helsing's Aleks Paunovic To Lead NFT Sci-Fi Series 'GenZeroes'

DEADLINE

Six NFT Stories In 2021 That Demonstrated Vancouver's Web3 Emergence

techcouver

New NFT projects: Digital art in the frame


currency.com

BE PART OF THE DIGITAL RENAISSANCE



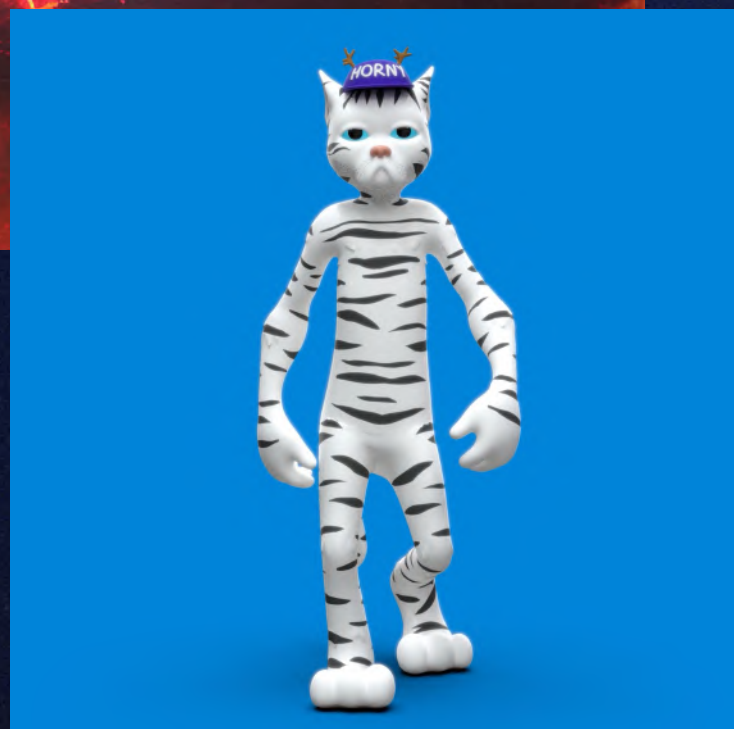
The NFT ecosystem runs on Blockchain technology and fosters a marketplace where creators and their partners receive royalty payments of 3-10% of every sales transaction of their virtual good, both on initial sales and in perpetuity on all future transactions.

As such, NFT royalty and development platforms have the opportunity to collect lucrative passive payments in perpetuity.

Our NFT royalty streaming model provides our shareholders with the upside of owning multiple NFT collections along with our platform approach to providing tools, technology, and digital spaces for creators & users to engage with the metaverse.

LOOKINGGLASSLABS

PERPETUAL NFT ROYALTY AGGREGATION



Through collaborations and consulting opportunities, accretive M&A, and partnerships, Looking Glass Labs will build out a portfolio of perpetual royalty streams, resulting in consistent, de-risked, passive revenue.

1. Partner with high velocity NFT communities, key creators and brands.
2. Build communities, collaborate on asset creation, and further integrate with our immersive environments.
3. Earn perpetual royalties each time an NFT changes hands.

HUMAN CAPITAL



Dorian Banks Chief Executive Officer

Mr. Banks is an international serial entrepreneur, having started dozens of businesses in Europe, Africa, Asia and North and South America. For over 25 years, he has worked in the tech, agri-tech and blockchain sectors. Mr. Banks primarily works to identify up-and-coming trends, develop a business model and turn the idea into a successful business. He has also consulted globally in multiple sectors of expertise. Mr. Banks has served on over a dozen public Boards and taken his own startups to the public markets such as MetroBridge Networks which he started as a one-man operation. He also has served in larger corporations such as Chief Knowledge Officer of Voith GmbH in Germany. He continues as Managing Director of Design Build Research, a non-profit educating around sustainable building practices.

Jason Nguyen Chief Creative Officer

Mr. Nguyen has had over 10 years' experience in the animation and technology sector with renowned animation studios and positions in tech start-ups. He was a Lead Previsualisation/Layout Artist at the entertainment company WildBrain, as well as at CineSite Studios, where he worked on the animation for the Adams Family 2 movie. Mr. Nguyen acted as Chief Operating Officer at TrueToke, a luxury cannabis accessories company, from March 2020 to April 2021. He has held the position of Project Manager at Paperbox Studio since February 2021. Mr. Nguyen has been a blockchain investor and researcher since 2017.

Neil Stevenson-Moore Chief Product Officer

A serial entrepreneur, Mr. Stevenson-Moore was the CEO and founder of StylePixi, a retail technology company that leverages Artificial Intelligence and advanced algorithms to disrupt the \$25 trillion dollar retail market. Building off the success of StylePixi, Neil moved to London UK as he was selected to be the head of online giant Farfetch's "Store of the Future". Farfetch is recognized as a world leader in consumer retail technology and is currently valued in excess of \$1.5B. Neil has since co-founded and helped to build SportNinja into a fast growing player in the \$200B amateur sports industry. Mr. Stevenson-Moore brings a wealth of consumer engagement and marketing experience to the Looking Glass team, and will be instrumental in developing an exciting go to market strategy.

Francis Rowe Chief Financial Officer

Mr. Rowe is a Partner at Dickson CPAs in Victoria, BC where he provides accounting, tax, and business advisory services. In addition, he currently serves as a Director and Chief Financial Officer for several private entities. Mr. Rowe holds a Bachelor of Science degree from the University of Northern British Columbia and is a member of the Chartered Professional Accountants of British Columbia.

BOARD OF DIRECTORS



Adam Deffett Director

Mr. Deffett is a senior capital markets professional with over 15 years of experience in the Canadian equity markets. Mr. Deffett began his career at RBC Capital Markets and has held senior positions in both sales and trading at various Canadian banks and independent dealers, most recently as Managing Director and Head of Institutional Sales at Laurentian Bank. He has extensive experience in capital raising, shareholder communication and capital markets strategy. Mr. Deffett is also the interim CEO of Wellbeing Digital Sciences Limited. Mr. Deffett graduated with a Bachelors of Commerce from the University of Calgary and is a CFA Charterholder.

Patrick O'Flaherty Director

Mr. O'Flaherty is a Chartered Accountant and a Chartered Financial Analyst. He also holds a degree in Economics from Union College, in Schenectady, NY. Mr. O'Flaherty has several years of experience in financial services, including public accounting and wealth management. He has worked for a recognized accounting firm and two recognized banking institutions.

Carl Chow Director

Mr. Chow is a telecommunications Consultant, at Shaw Communications responsible for designing, implementing, and upgrading cost-effective telecommunication systems for both residential and commercial clientele. Mr. Chow served on the board of directors for a Singapore domiciled company, Interact Investments Inc., from 2010 to 2015. Mr. Chow held a position as an Investor Relations senior manager for NewAge Financing Limited, from 2006 until 2009. His role and responsibilities were composed of liaising with start-up companies and locating strategic Venture Capital funding. Prior to this position he served as CEO and director of Meadow Springs, Inc. and as a director of Lido Minerals Corp. (now Highlander Silver Corp.) Mr. Chow completed a diploma in Financial Management from the British Columbia Institution of Technology.

PRO FORMA CAPITAL STRUCTURE



	Shares	% of FD
Issued Share Capital:	108,241,551	82.1%
Pro Forma Fully-diluted Share Capital:	131,773,351	100%
Fully Diluted Market Capitalization	C\$35.5M	
Cash as of January 31, 2022	C\$5.8M	
Debt as of January 31, 2022	Nil	

FORWARD LOOKING STATEMENT



This presentation contains “forward-looking statements.” Statements in this presentation that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations, or intentions regarding the future. Such forward-looking statements include, among other things: the Company’s goal to become the leading digital studio specializing in NFT architecture, immersive metaverse design and virtual asset display monetization streams; and to build out a portfolio of perpetual NFT royalty streams through collaborations, accretive acquisitions and other arrangements, to potentially result in consistent, de-risked and passive revenue.

The material assumptions supporting these forward-looking statements include, among others, that: the Company could mitigate the risks associated with the blockchain and NFT industry; and the ability to compete with other businesses in the NFT market.

Although management considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect. These forward-looking statements are only predictions and involve known and unknown risks, uncertainties and other factors, including: the continued growth and adoption of NFT and metaverse offerings by consumers; the cost of developing and designing NFTs and metaverses is economically viable; the Company being able to attract and retain a sufficient workforce with desired skillsets to develop the Company’s NFT and metaverse offerings; the availability of offerings provided by third-parties in the NFT, metaverse development and online gaming market to identify potential transactions; the increasing adoption of NFTs as a solution for various online gaming, entertainment and collectible uses; the Company having the ability to mitigate the risks associated with the blockchain and NFT industry; and the ability to compete with other businesses in the NFT, metaverse development, content creation and collectibles market.

Although management considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect. These forward-looking statements are only predictions and involve known and unknown risks, uncertainties and other factors, including: the risk that the Company’s offerings are not accepted by the consumer, the risk that other competitors may offer similar digital offerings; the risk that there may be negative changes in general economic and business conditions; the risk that the Company may have negative operating cash flow and not enough capital to complete the development of any of its technologies; the risk that the Company may not be able to obtain additional financing as necessary; the risk that there may be increases in capital and operating costs; the risk that the NFT technology may be subject to fraud and other failures; the risk that there may be technological changes and developments in the blockchain that make the NFT solutions obsolete; risks relating to regulatory changes or actions which may impede the development or operation of the blockchain solutions; the risk that other competitors may release similar blockchain offerings; the potential future unviability of the NFT market in general; the volatile cost of the amount of computational effort required to execute specific operations on the blockchain, and other general risks involved in the blockchain solutions.

Risks and uncertainties about the Company’s business are more fully discussed in the Company’s disclosure materials, including its reports filed with the Canadian securities regulators and which can be obtained from www.sedar.com.

Any of these risks may cause the Company’s actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Further, although the Company has attempted to identify factors that could cause actual results, levels of activity, performance or achievements to differ materially from those described in forward-looking statements, there may be other factors that cause results, levels of activity, performance or achievements not to be as anticipated, estimated or intended. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this news release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. The Company does not assume any liability for disclosure relating to any other company mentioned herein.

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