

The logo features the word "hobby" in a blue, lowercase, sans-serif font. To its right is a stylized "@db" symbol, where the "@" is blue and the "db" is yellow, all enclosed within a blue circular outline.

hobby@db

The text is overlaid on a semi-transparent white rectangular area. The background of the slide is a collage of images: a crowd of people at a convention, shelves of model cars, and shelves of action figures.

**Database & Market
for the \$450 billion
Fan Merch**

The date is written in a yellow, sans-serif font inside a black, rounded rectangular shape.

October 15 2020

Collectible merchandise is a \$450 billion industry that you don't know about

This is larger than the addressable markets for most other marketplaces, it is for example almost 3x Etsy's

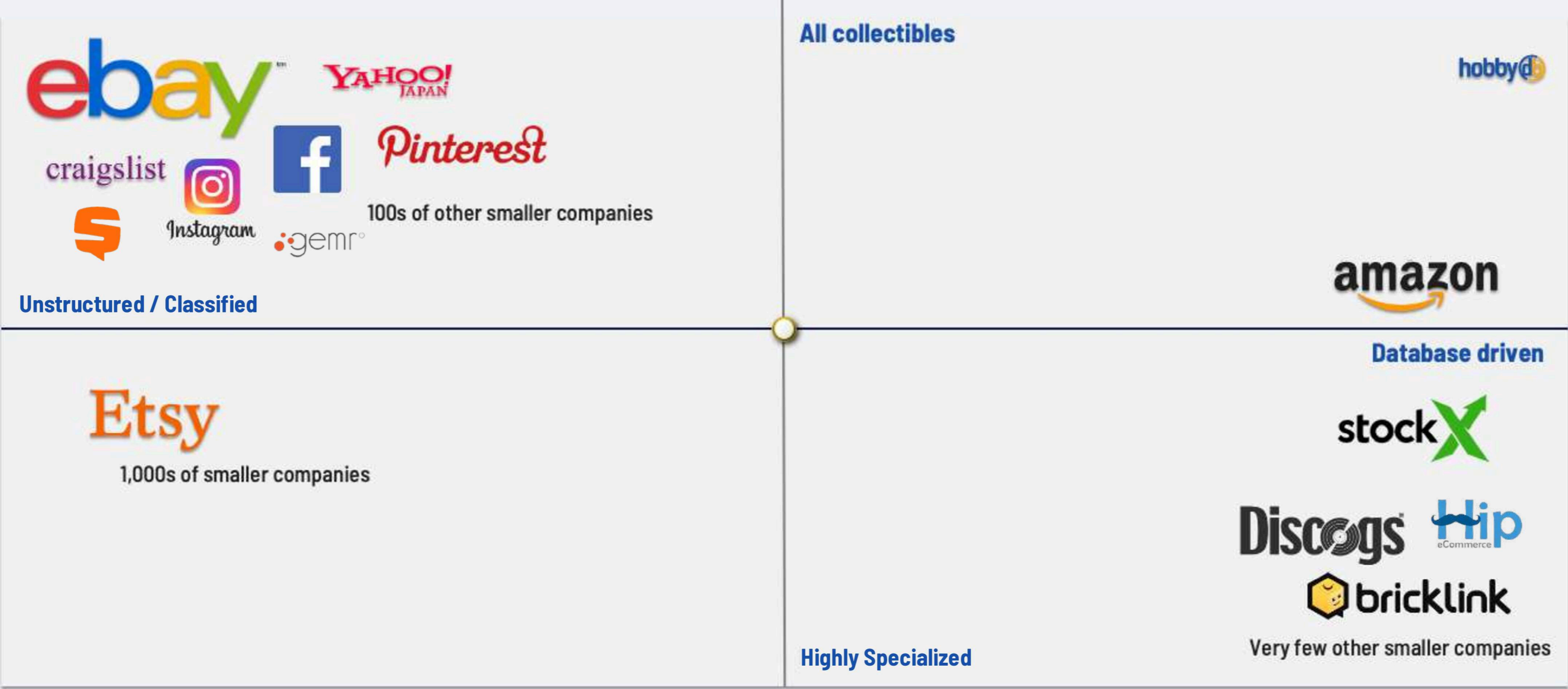
	Etsy	hobbydb
Market Cap	\$5.5b	TBD
Industry Size	\$155 billion ¹	\$450 billion ²
Industry Won	Craft market	Collectible / Merchandising

Source: 1) Forbes, 2) LIMA & hobbyDB studies

There are lots of players, but all with the wrong approach for the Fan Merch market

Amazon, eBay and Facebook are market leaders, but none have more than 5% market share¹

The Classified format doesn't offer differentiation so only the large general players thrive
 20 collector specialist sites have now closed with none left standing in the English language market

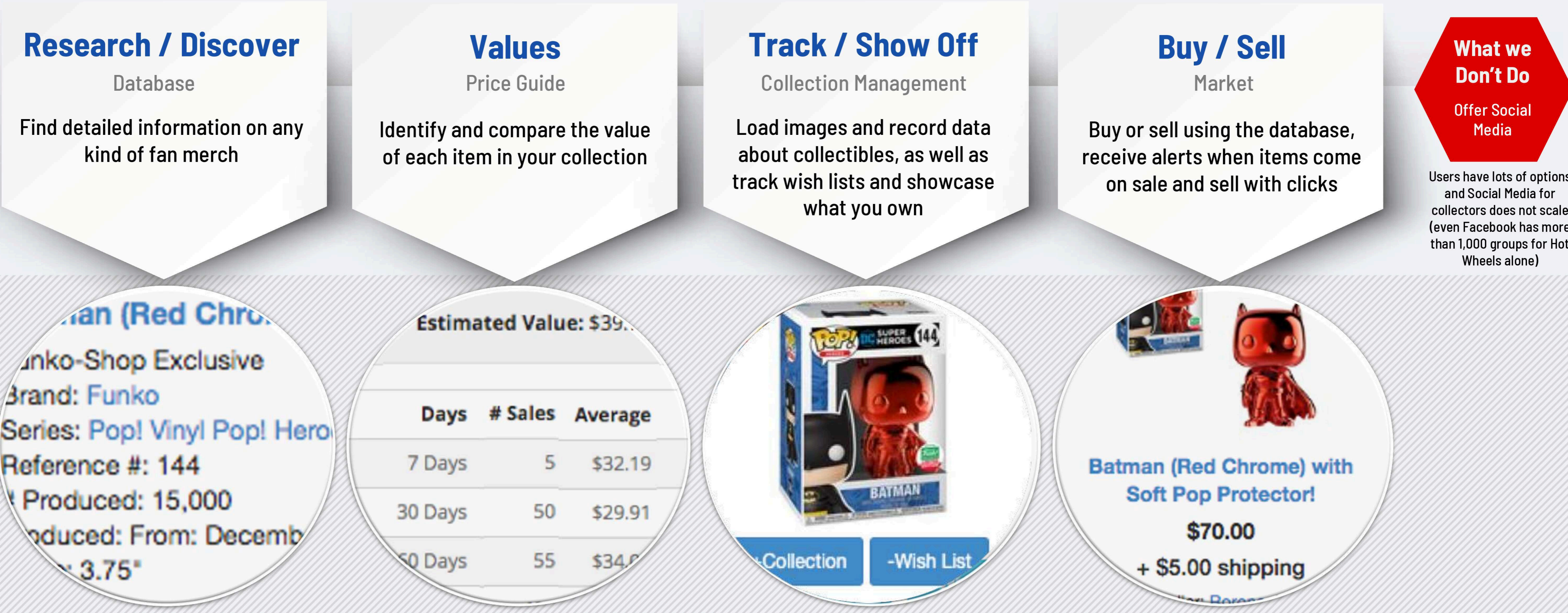


hobbyDB believes that this model can be expanded to be a Category Killer for all Fan Merch

- The Specialized Database Model works
- StockX raised more than \$110m at a \$1+ billion valuation in June 2019
 - Lego bought Bricklink in November 2019
 - Discogs and Hip eCommerce are reported to be profitable

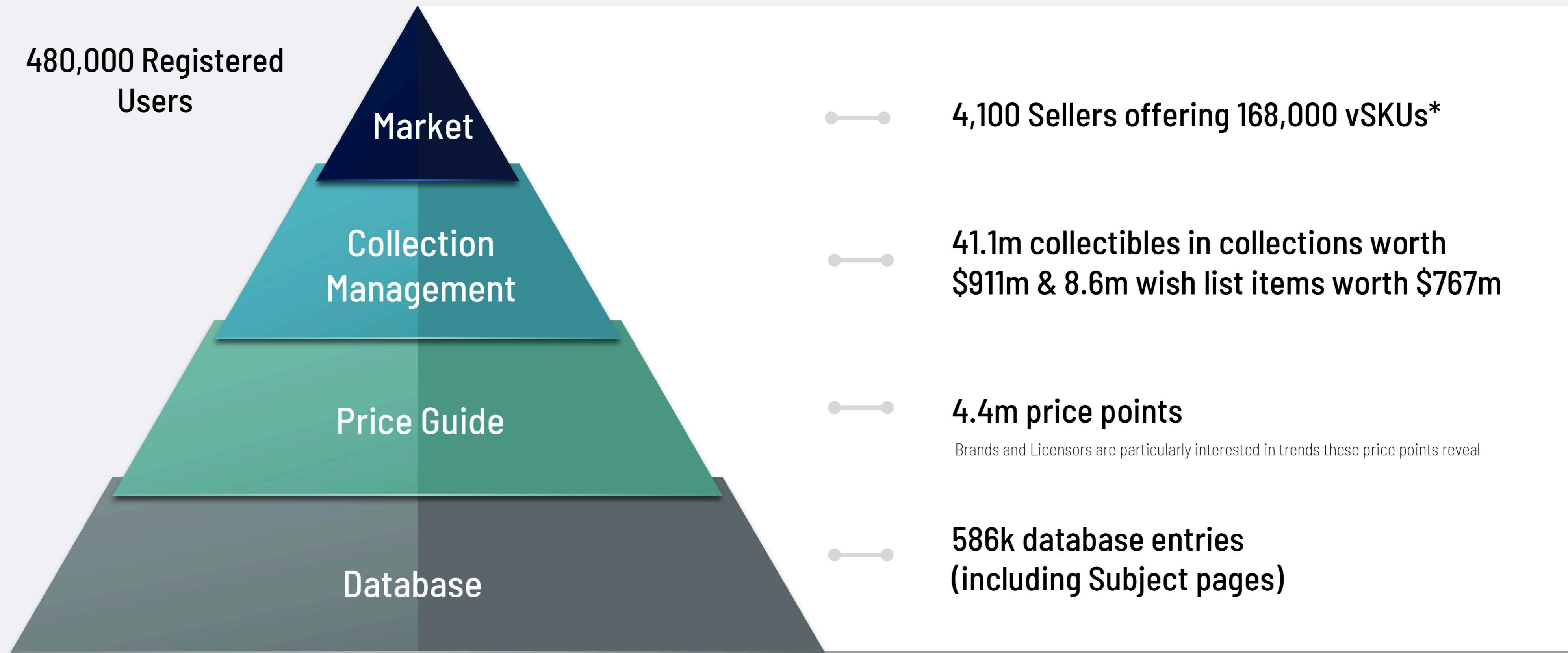
Introducing hobbyDB, the database that powers all aspects of the fan's experience

A cross between Kelley Blue Book's database-driven price guide and Amazon's database-driven marketplace



And it's working, items in our users' collections & wish lists are worth > \$1.6 billion

By focusing on each consequent layer of the pyramid, we laid the foundation for fast growth in 2021 and the years to come

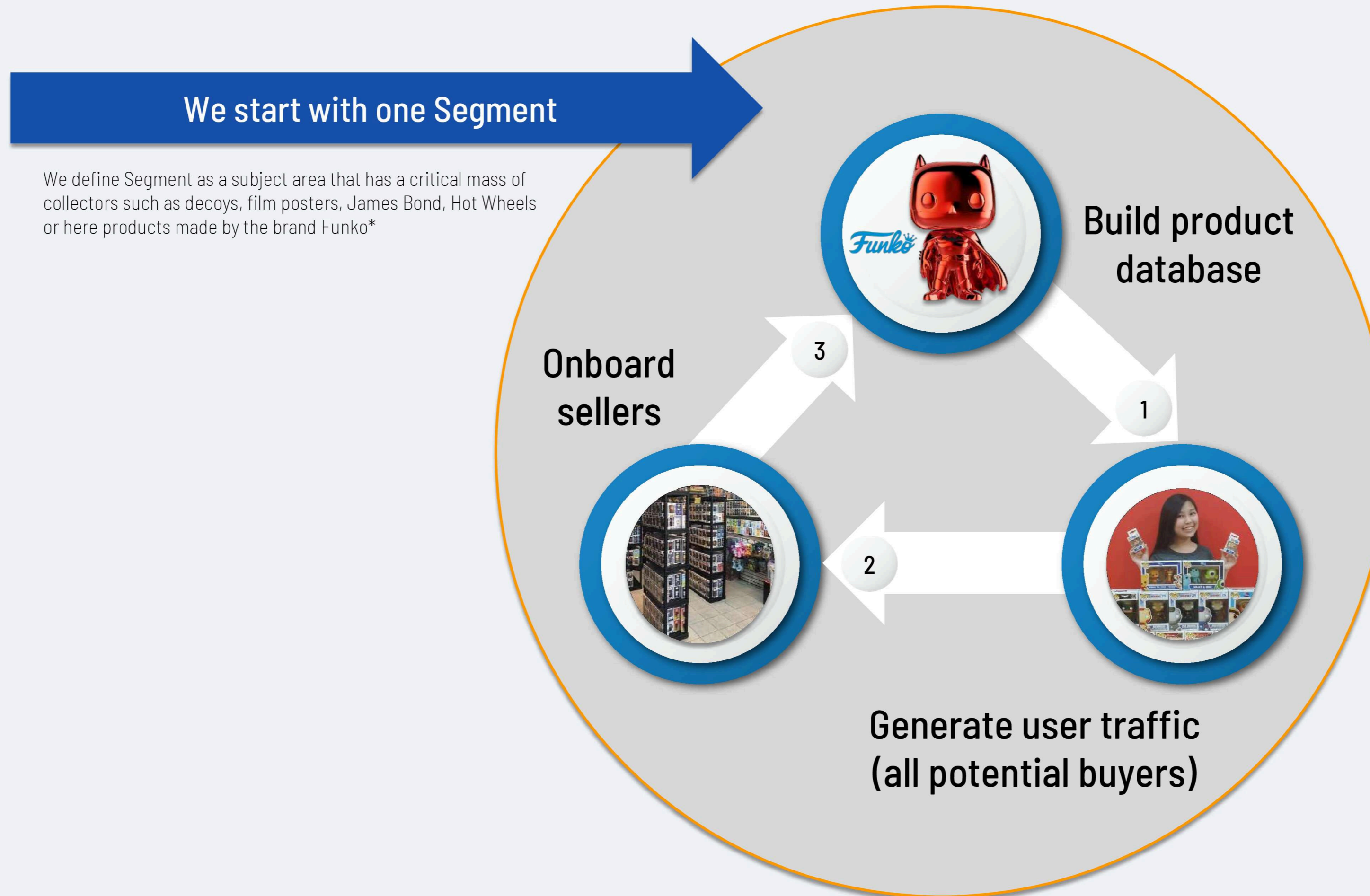


hobbyDB was / is built like a pyramid from its Database foundation up

*) vSKU or Vendor SKU is a database entry that is offered for sale by a vendor. If two vendors offer this same database entry those count as two vSKUs

We build one Segment at a time

Getting to critical mass in a Segment leads to positive unit economics fast



Funko is our 1st Segment with positive unit economics

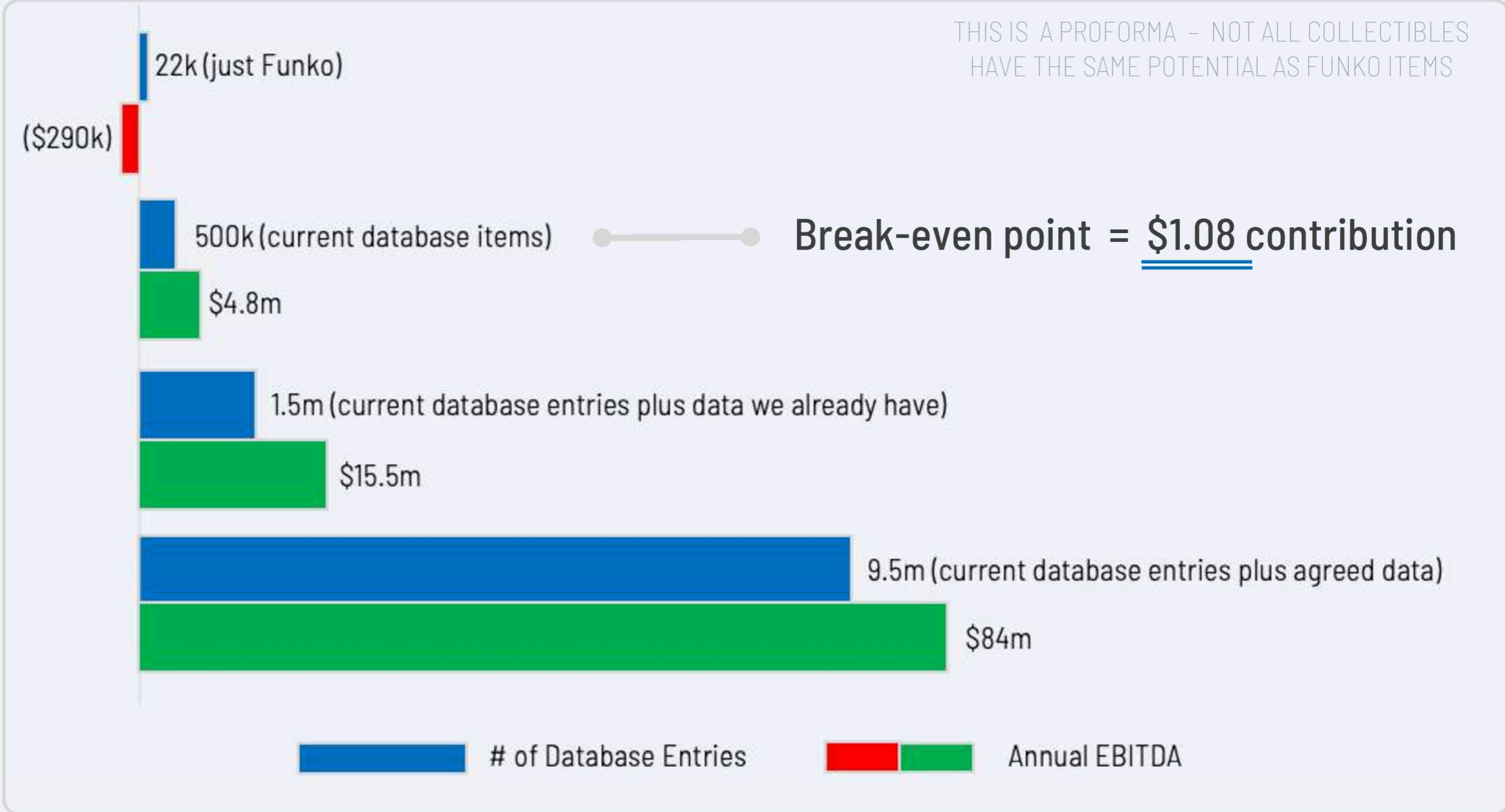
At the current rate our Funko Segment already contributes \$250,000 annually



Monthly P&L for Funko

Income	
Transaction & Affiliate Fees	\$9,100
Advertising	\$8,400
Data Sale	\$10,400
	<u>\$27,900</u>
Variable Costs	
Finance Fees	\$2,600
Customer Service	\$2,800
Data	\$1,700
	<u>\$7,100</u>
Monthly Contribution	<u>\$20,800</u>
Contribution per Item per month	<u>\$0.95</u>
Contribution per Item per year	<u><u>\$11.35</u></u>

If we could earn that same contribution of \$11.35 on our other data we would earn



Without partners, this would take too long

We find the party with the best data, which helps us to grow faster and makes it harder for whomever comes after us

We purchased a website

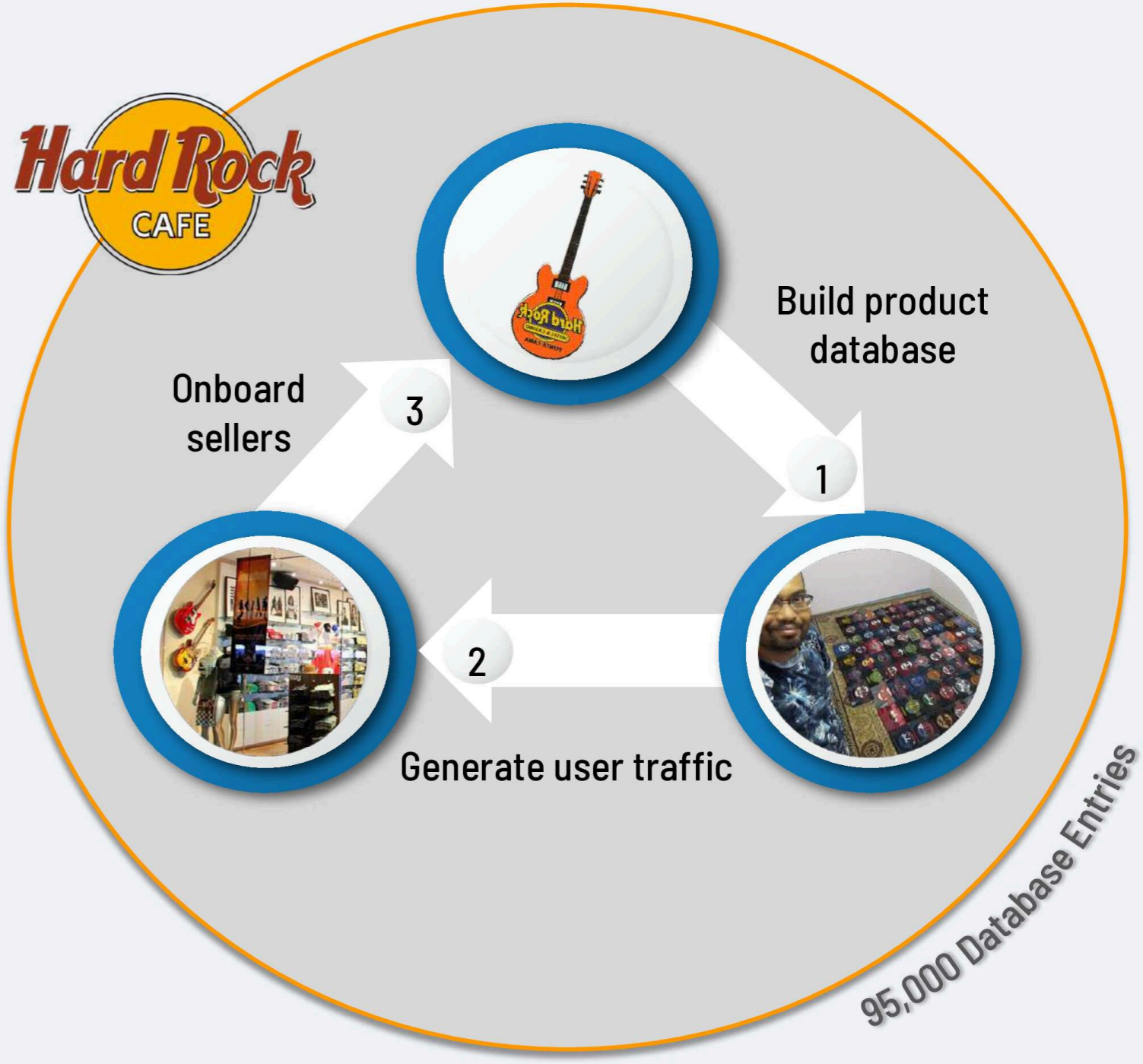
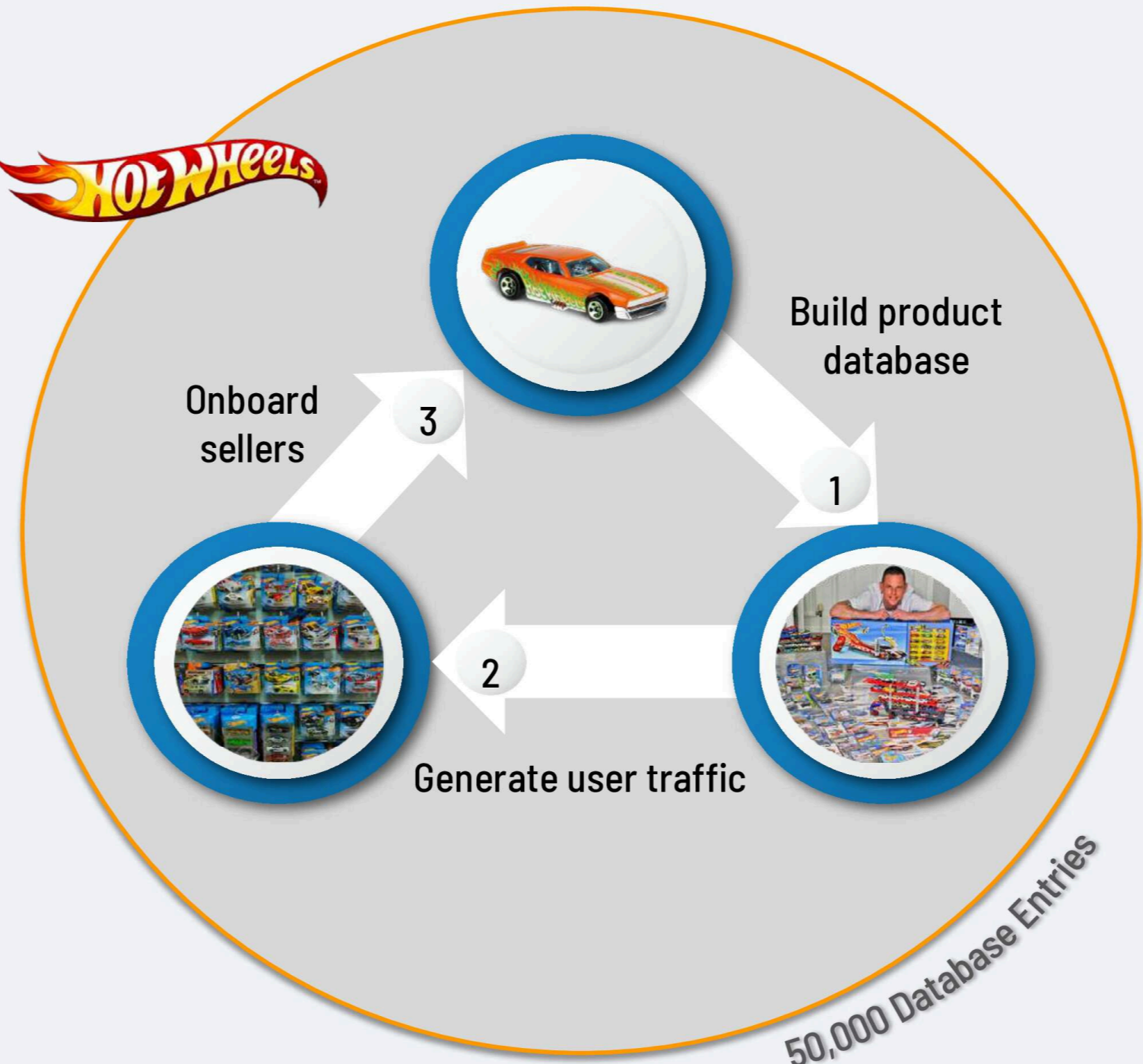
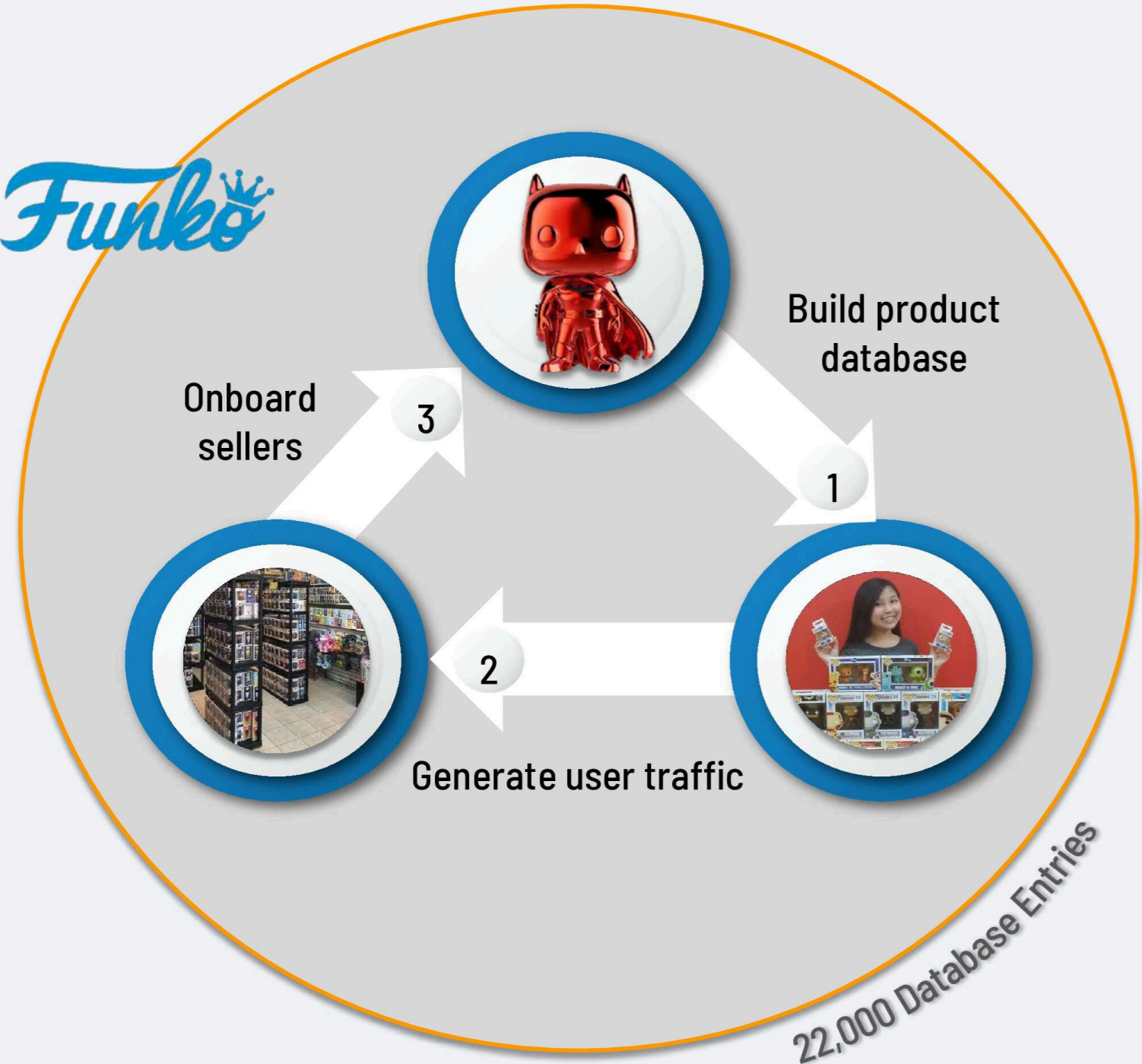


We worked with a club and a seller



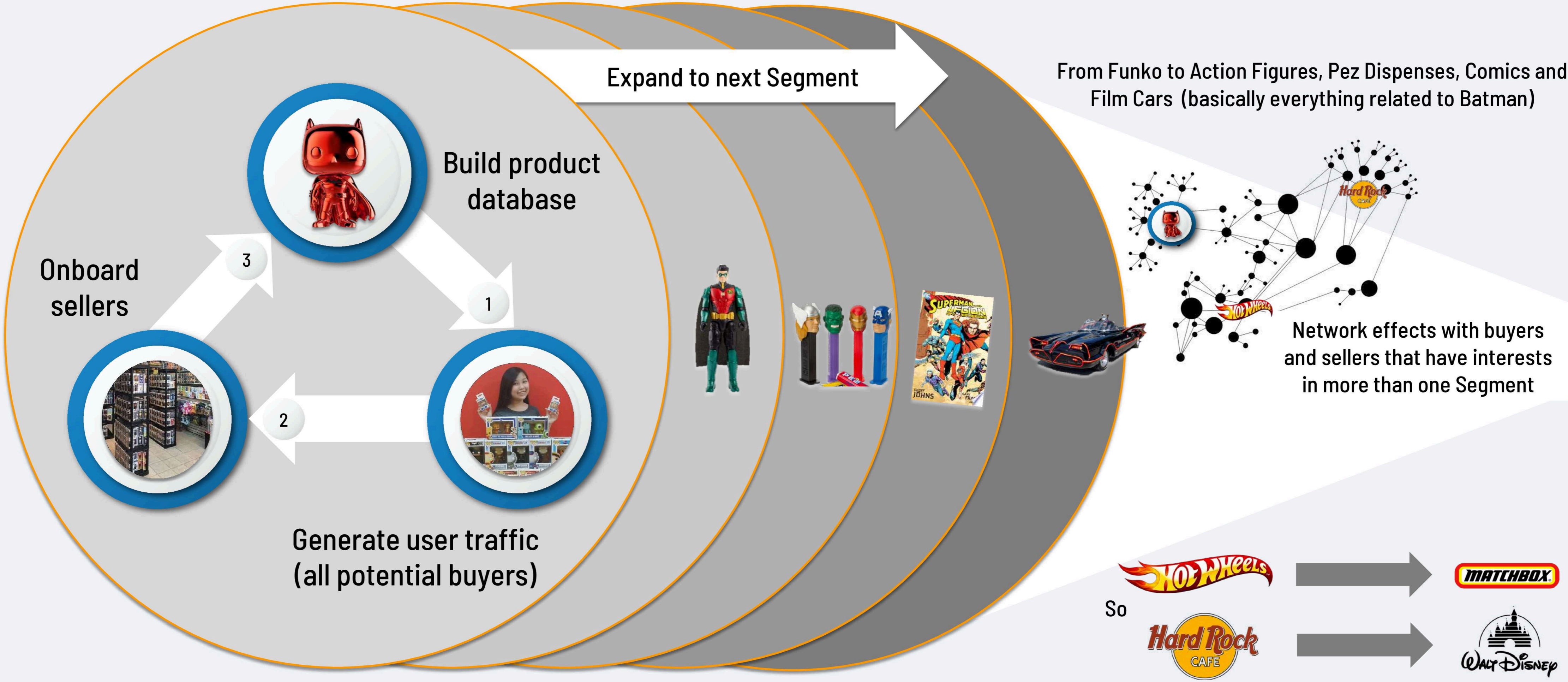
The brand provided us with data

HARK ROCK CORPORATE



Once established we expand into Segments that have the same buyers and sellers

Each new Segment creates exponentially more network effects



To sum up

Here is why you should own some of hobbyDB

- 1** With relevant experience and industry knowledge, our team is uniquely positioned to dominate this unconquered, \$450 billion market
- 2** We've built a robust, data-first foundation to underpin our product offerings, creating a high barrier to entry for competitors
- 3** With our success in Funko we have now proven that Segments can have attractive Unit Economics (\$11.35 annual per Data Entry)
- 4** With 439,000 registered users, collections worth \$911 million and a rich pipeline of data opportunities we're now poised for monetization