



WHAT IS THIS DOCUMENT?

Welcome to ProTouch Africa's whitepaper for the World's first Fan-Owned Impact Investment and Fan Engagement Platform for Athletes from Africa.

This document is meant to inform and inspire participation in this new Podium Pursuit Collective, built on the Blockchain and leveraging tokenization.

Our vision is to unlock the potential of African athletes and build a transparent and sustainable Impact Fund, that supports high performance and unlocks value for athletes, fans, brands and investors. We exist to activate a fan base with purpose, unlock new revenues and create a sustainable funding model to support and enable the next generation of athletes from Africa.

We are a group of passionate sports fans who want to enable fans to acquire rights in a new athlete-focused Collective - aggregating over 4 500 of Africa's top-performing athletes, their 30 million fans globally and, the brands that support them – enabled by our Web3 Fan Engagement Platform, User-generated Content and Broadcast Rights Properties, and a Fan-Owned Athlete Impact Fund.

THE PODIUM PURSUIT COLLECTIVE: ENABLING AFRICAN ATHLETES

THE VISION IS CLEAR: To unlock the potential of athletes from Africa and build the World's first fan-owned Athlete impact fund for African athletes.

COMBINING PERFORMANCE AND PURPOSE: The Podium Pursuit Collective is inspired to ignite a purpose-led fan community, drive interactivity and unleash alternative revenues [far beyond traditional sponsorship] to support African Athletes to perform on the World stage.

Anchored to the United Nations 17 Sustainable Development Goals and the belief that athletes can also be great champions for social and environmental causes – we are reshaping the sports investment landscape to revolutionize athlete funding in Africa forever, while championing a more positive future for humanity.

THE TIMING IS OPPORTUNE: Despite immense talent on the continent, the medal count for African athletes at the last five Olympic Games has declined. The toughest challenge our athletes face is that of funding and the opportunity to participate in international competitions. This is particularly true in Africa! With the Paris 2024 Olympic Games on the horizon, the timing could not be better to leverage and activate a collective movement that will make a significant impact on the next generation of athletes, in the lead-up to LA2028 and beyond.

WHY DOES THIS MATTER? Beyond athletic prowess, athletes have the power to be catalysts for positive change, influencing attitudes, being role models for the youth, breaking down barriers, and creating a more inclusive and compassionate society:

- Inspiring and influencing the youth to embrace values such as teamwork, resilience, and empathy...
- Amplifying Social Causes and raising awareness about pressing issues. Athletes bring attention to societal challenges, encouraging their fan base to get involved...
- Athletes have the power to ignite conversations and provoke action...
- Athletes contribute to the creation of a more connected and harmonious World...
- By aligning with social causes, athletes contribute to initiatives that lead to the implementation of impactful projects.

THE MISSION IS COMPREHENSIVE: To assemble an ecosystem that brings together top [and potentially top] performing athletes from Africa, their thirty-million fans globally and a network of purpose-led brands, organisations and interested parties that are passionate about seeing more African athletes on the podiums of the World's biggest events.

THE GOALS ARE AMBITIOUS: To activate a collective, involving fans and brands as investors in the success of our continents' top talent and, revolutionizing support through an independent and transparent fan-owned Athlete Impact Fund, which leverages tokenization and the Blockchain.

THE ECOSYSTEM IS ROBUST: Consisting of several interconnected components including a curated database of top-performing athletes from Africa, a global fanbase that is rewarded for interactivity, brand and cause-related collaborations and, an athlete/ fan investor network.

THE BUSINESS MODEL: Designed to enable revenue generation through a new digital rights license, our Web3 Fan Engagement Platform, Fan and Athlete-generated Content and Broadcast Rights Properties, and an innovative fan-owned Athlete Impact Fund.

Below is a high level view of these (covered more fully in the respective annexures):

- **WEB3 FAN ENGAGEMENT PLATFORM** aggregating news and social media, a match centre with upcoming events, results and statistics, an e-commerce fan shop with exclusive and replica merchandise from Africa's best teams and partner deals for athletes and fans.

We feature the best current and upcoming athletes from Africa, through our Digital Athlete Profile Platform and provide athletes with a crowdfunding platform as well as a new way to connect with their fans, build and monetize their brand/s.

Our revenues come from advertising, sponsorships, partnership rebates and commissions, merchandise and digital membership and premium subscription sales, made through the platform.

- **FAN AND ATHLETE-GENERATED CONTENT AND BROADCAST RIGHTS PROPERTIES** incentivising the uploading of fan and athlete-generated content directly into our moderated content management system for fans globally to enjoy; a weekly round-up magazine show, streamed on our Fan App; an African Athlete Awards Event; and, an African athlete story-telling documentary series, produced in collaboration with a global production studio.

Our revenues come from advertising, sponsorships and the sale of the broadcast rights.

- **A FAN-OWNED ATHLETE IMPACT FUND** providing an investment opportunity that aims to revolutionize the way fan investors participate in the growth and success of top-performing athletes from Africa, initiated through the sale of premium subscriptions in exchange for access to a range of Podium Pursuit benefits; an "unlimited" number of Fan Pass Tokens (which unlock even more experiences) and a "limited" number of Fan Investor / Athlete Ambassador redeemable tokenized debentures - unlocking even more fan value, as well as profit-share, for fan investors and athlete ambassadors.

Funding is distributed to qualifying athletes (based on our performance ranking index algorithm).

OUR STORY

PROTOUCH™ AFRICA is a South African-based Sports Tech business founded in 2016. The company is driven by a vision to ignite fan engagement and activate new revenue streams for sports clubs, teams and federations across Africa, using digital solutions and strategic advisory services.

ProTouch is the distributor of several sports tech solutions including Swiss-based Blocksport AG Fan Engagement, NFT and Token Platform, enabled by Blockchain technology and providing branded Fan Apps, digital memberships, digital collectables and play-to-earn games to sports teams, clubs and federations globally. ProTouch has implemented several fan app solutions in Africa as well as spearheaded the development of fan engagement and advisory services for top football, rugby and hockey brands.

Having funded over twenty-six road cyclists from six African nations including five national champions and two continental champions - as part of the #1 ProTouch Continental Road Cycling Team in Africa - for more than 5 years, ProTouch truly understands that the toughest challenge our athletes face is that of funding.

So, instead of registering a team in 2023, it set about building a platform – inspired to activate a purpose-led community of fans and investors, to drive interactivity and to unleash alternative revenues (far beyond traditional sponsorship) to support African Athletes to perform on the World stage.

THE FOUNDERS

Rebecca Eliot – Co-Founder and Chief Impact Officer

Rebecca is passionate about enabling the next generation of athletes from Africa. She started her career in publishing before joining the start-up team of My School - a South African-based purpose-led affinity program, aimed at fundraising for schools by aggregating the spending of family members through a network of the largest retail brands. This programme has been running now for over 25 years and has provided around R934 million 9\$50 million) in support to more than 8 000 schools in South Africa. While responsible for partner negotiations, Rebecca started building a strategy and consulting business focussed on loyalty and rewards in the retail, financial services and healthcare industry and has designed, implemented and managed many of today's top South African loyalty and rewards programmes.

Together with her husband, funded Africa's top UCI Road Cycling Team – ProTouch Professional Road Cycling Team – for 5 years. Rebecca is a Registered Cycling South Africa Team Manager and has managed Team South Africa riders at both the 2019 African Games and Africa Cup. It was over this period that she really started to understand the plight of athletes from Africa.

She co-founded ProTouch Africa - a purpose-led sports consultancy focused on fan engagement, new technologies and alternative revenue streams for sports clubs, teams and federations and a purpose of enabling more athletes from Africa onto the World stage.

After Tokyo2020, she commenced with assembling an ecosystem – now referred to as The Podium Pursuit Collective – consisting of more than 4 000 top performing athletes, from fifty-four African nations competing in thirty-six sports codes - their fans globally and partner organisations eager to align their brands with a project enabling the next generation of athletes from Africa.

Brad Eliot – Co-Founder and Chief Commercial Officer

Brad's career spans over a 30-year journey where he has held various executive management and global leadership positions. He has led large enterprise technology modernisation and digital transformations and his domain expertise lies in finance and technology environments across various industries including Financial Services and Sports, Media and Entertainment.

His most recent role as Group Chief Information Officer at Multichoice Group, the largest pay television operator in Africa included a focus on technology platform modernisation, digital transformation, enterprise data and analytics, establishing practices around Enterprise Architecture, Machine Learning and Artificial Intelligence and Cloud.

He is an avid sportsman having been awarded provincial and Springbok colours for yacht racing, participates in various mountain biking events and is a Level 1 UCI Coach and Registered Cycling South Africa Team Manager.

He co-founded the ProTouch Professional Road Cycling Team in 2016 and this team went on to become the top-ranked Continental team in Africa for four consecutive years developing five National and two African Continental Champions, who also participated in the 2022 Tokyo Olympics and 2023 Commonwealth Games.

Brad holds an Honours degree in Bachelor of Commerce and is a qualified Chartered Accountant.

STAKEHOLDER VALUE PROPOSITION

FOR ATHLETES:

The Podium Pursuit Collective recognises and celebrates the achievements of African athletes on the World stage.

We provide a digital platform for athletes to unlock value from their Name, Image and Likeness (NIL) while still competing and, beyond their sporting career.

ProTouch Africa has curated Digital Athlete Profiles (think LinkedIn for athletes) for Africa's top sporting talent. Each profile has been curated and validated by ProTouch Africa using various 3rd party platforms and includes: social media links for fans to connect directly with these athletes and view their notable results, achievements and major events they have participated in.

Once an athlete has claimed their Podium Pursuit Digital Profile and activated this, they have the ability to set up and manage their campaigns; share their stories and journeys; promote their sponsors and partners; sell merchandise; and, access Podium Pursuit Partner deals and services (to reduce the operational costs associated with training, development and participation at qualifying events); apply for scholarships at US-based universities and colleges; access travel benefits - designed to support athletes needs and requirements, when travelling to international events); benefit from athlete branding services (provided through our partnership with a global agency specialising in Athlete Brand Development); and, off-the-field coaching and support (with a special focus on financial literacy, wealth management and investment opportunities, as well as access to travel insurance and healthcare services) for athletes.

Our AI-powered Marketplace connects brands with top-performing athletes who share their values and who wish to leverage their authentic influence and the emotional connections they have with fans, to raise awareness about social and environmental causes. We are also currently integrating the job posting platform so that we can connect current and former athletes to meaningful career opportunities.

Each activated athlete is ranked (based on their governing body ranking and social network following) and using our performance index algorithm will qualify to access funding annually, through our fan-owned Athlete Impact Fund once this is established.

Identified Athlete Ambassadors (currently competing and/or retired athletes) that align with our vision and mission, will be afforded the opportunity to participate in the Athlete Impact Fund as Athlete Ambassadors and receive Athlete Ambassador Tokens entitling them to profit share in the Podium Pursuit Collective, in return for promoting the Collective and assisting to onboard and activate more athletes, as well as their fans.

FOR FANS:

Fan engagement and interactivity are at the forefront of The Podium Pursuit Collective's priorities. Fan engagement is more than getting fans to attend sporting events and games. It is the emotional connection that is created between a fan and an athlete, their team or sports category. It is also an intentional process of encouraging fans to 'actively' participate and interact - whether directly or indirectly - on a continuous daily ritual.

The Podium Pursuit Collective Fan App provides fans with a Digital Club House where they can access an aggregated newsfeed and social media wall, a match centre that includes all upcoming and past matches including a filtered calendar, results and stats in addition to the ability to stream game highlights and selected LIVE games.

Fans are encouraged to participate in prediction games, polls, voting, and earn rewards for completing fan missions which include sharing more information about themselves, liking, sharing and commenting on our newsfeed, inviting friends to join The Collective and interacting on a regular basis in the form of daily rituals.

Fans can connect directly with athletes from Africa through our platform, support their crowdfunding campaigns, purchase merchandise and authentic replica supporter wear, download digital athlete 'player' cards and start their NFT Collections. Fans can also become content creators for The Collective, by uploading their own content – photos, videos, interviews and content featuring athletes from Africa competing on the World stage and their fans.

In the future, this feature will aid us in uncovering African athlete stories, help identify hidden talent on the continent and provide creators the opportunity to unlock value by having their photos and videos downloaded earning them real rewards in return as well as being discovered.

Fans and organisations can make donations and/or purchase our Podium Pursuit Premium Subscription in addition to an unlimited number of Podium Pursuit “Fan Pass” Tokens, granting token holders access to additional exclusive benefits and experiences through the Collective.

FOR BRANDS AND ORGANISATIONS:

Athletes inspire millions of people through their perseverance, discipline, and resilience. Their stories of triumph over adversity serve as powerful narratives that captivate audiences. Authenticity, emotional resonance with fans, inspiring narratives, and positive role modelling make athletes indispensable allies for brands and organisations seeking genuine and enduring impact.

It is understood that when athletes endorse a brand, their enthusiasm resonates with fans, creating a meaningful connection and enhancing the brand’s image which in turn can lead to new business and a more engaged relationship with existing customers.

The Podium Pursuit Collective provides a network of brands - passionate about social and environmental causes - with the benefit of endorsements from athletes using our AI-based Marketplace and unprecedented access to a global fan base to drive a return on investment. We bring athletes and employers together on a platform connecting current and former athletes to meaningful career opportunities.

Brand partners are featured in our Fan Engagement Platform and Broadcast Rights Properties. Brands provide access to preferential deals on products and services used by athletes – nutrition, airline tickets, accommodation, wearable devices etc. – and benefit from aligning their products with an athlete’s journey and encouraging fans to engage with these products or services. Our engagement platform provides the ability to target push notifications can also be leveraged to incentivise and encourage sales.

We are onboarding Founding Partners across multiple categories including, but not limited to: payments, connectivity, banking, telecoms, healthcare, insurance, media, energy and FMCG.

Brand Partners and organisations can also participate as Investors in our Athlete Impact Fund by making ESG contributions and by purchasing Fan Pass or Profit share Investor Tokens. Fan Pass Tokens can be made available to a brand’s customers, to unlock more value and loyalty to existing customers whose interests resonate with sport and the support of African athletes.

Loyalty programmes with unredeemed or expiring points and rewards (including specifically airline programmes – one of the biggest expenses that athletes incur) can encourage their customers to convert these to purpose by donating these to Podium Pursuit and help us to further enable the athletes from Africa.

FOR INVESTORS:

Blockchain technology provides transparency and security and the tokenization of investments opens up new avenues for liquidity and the potential for capital appreciation for Fan Investors in our Athlete Impact Fund.

At the heart of The Podium Pursuit Collective is an independent and transparent fan-owned Athlete Impact Fund - built on the Blockchain and by tokenizing real-world assets (RWA). By combining the power of blockchain technology and tokenization, we are unlocking a new era of secure, transparent, and accessible investment that provides flexibility, and the potential for capital appreciation for fans of athletes from Africa.

This revolutionary impact fund is designed so that investors contribute to a transparent and sustainable impact on the global sporting stage. The funds raised from the sale of a limited number of Investor Tokens will be utilized to drive the further development, construction, and expansion of this transformative project to unlock the full potential of athletes from Africa.

An initial Capital Raise of \$1 500 000 is required to kickstart the Athlete Impact Fund, further personalization development of the platform and some working capital requirements. The raise will be in the form of a combination of Donations and redeemable Tokenized Debenture (1 500 Tokens at \$1 000 each). In terms of the South African Markets Act, a bond or debenture of a private company is excluded from the definition of securities. This exclusion provides a unique opportunity to consider these debt instruments ‘tokenization’ without the regulatory encumbrances usually associated with securities.

A limited number of Tokenized Debentures will be made available, obtained through the fund representing unsecured debt instruments where returns are solely contingent on the profits generated by The Podium Pursuit Collective.

While there is no fixed term for the redemption of the debenture, Podium Pursuit reserves the right to amend this from time to time. It is projected that by Year 4, the project becomes cash positive with income exceeding expenses (including athlete funding) and by Year 5, the initial debenture holders receiving a return of 18%.

OUR MILESTONES

MVP BETA LAUNCH – 1 FEBRUARY 2024

- COLLATION OF ATHLETE DATABASE: 4 500 athletes from 54 African Nations, across 36 Sporting codes.
- BETA VERSION OF FAN APP LIVE - MINIMUM VIABLE PRODUCT (MVP): User group of 1 000 testing on live beta version in the Google and IOS app stores.
- EARLY ACCESS ATHLETE ONBOARDING: Invitation-only top performing athletes claiming digital profiles and benefiting from airline partner deals to Europe.
- CROWDFUNDING PLATFORM LIVE: Case Study - R620,500 (\$33,000) for Women's Hockey5s World Cup Team, in 4 weeks. This team had to self-fund their way to the World Cup and achieved 4th place overall against tough competition and well-funded teams.

CURRENT ACTIVITIES

- COMPLETING THE BUILD OF THE DIGITAL ATHLETE PROFILES including integrations to 3rd party Governing Body rankings and working with athletes to set up their crowdfunding campaigns and claiming of these profiles.
- ONGOING COLLATION OF THE ATHLETE DATABASE continued sourcing of top performing Athletes including World Championships, World Cups, Continental Games, National and International Sporting Events.
- ONBOARDING KEY PARTNERSHIPS AND SPONSORS Athlete-focussed brands including airline partnership with Air France/ KLM to initiate preferential rates on flights to Europe.
- INITIATING media partnership as a key focus for Q1 2024.

MILESTONES TO 31 MARCH 2024

- EXTENDED CROWDFUNDING CAMPAIGNS ON OUR PLATFORM to extended Hockey Teams and individual athletes that have qualified for Paris2024 (Judo and Para Athletics) for preparation events in Europe.
- ONBOARDING KEY PARTNERSHIPS across categories including higher profile PR and Media coverage, media interviews on the Collective to drive awareness.
- LEVERAGE AFRICAN GAMES (8 – 23 March 2024) in Ghana, to drive awareness and user activity around fixtures, results and athlete medallists for Olympic Qualifying events.

MILESTONES APRIL – JULY 2024

- COMPLETE THE INITIAL CAPITAL RAISE of \$1,5 million to kickstart the Athlete Impact Fund, do further customisations to the fan engagement platform and some working capital.
- DRIVE INTERACTIVITY WITH THE FAN BASE by launching key partnerships and rewards for the fan base to unlock value.
- LAUNCH MERCHANDISE RANGE to drive revenues in the Road to Paris2024.
- ATHLETE IMPACT FUND AND NGO REGISTRATION Establishing the Podium Pursuit Athlete Impact Fund and NGO structures.
- LAUNCH OF INVESTOR PROFIT SHARE TOKEN issuing of the Podium Pursuit Fan Investor tokens.
- LAUNCH PROTOUCH AFRICA TV a weekly podcast and television show that will be streamed onto the Podium Pursuit Fan App. This weekly magazine-style show will do round ups on top performing athletes on the World stage as well as feature upcoming events and exclusive interviews with top performing athletes and teams.

ADDITIONAL ANNEXURES AVAILABLE ON REQUEST.