

**Catheon**  
gaming

# Leading the **Blockchain Gaming** Revolution

Whitepaper Presentation: The Catheon Gaming Ecosystem

September 2022

A futuristic space scene. In the foreground, a rocket with a large, glowing orange and black structure is flying towards the left, leaving a bright yellow and orange trail. In the background, a large, metallic, alien-like structure with glowing blue lines is visible. To the right, a blue planet is surrounded by a ring of dark rocks or debris. The overall background is a dark, starry space with a blue and green nebula-like glow.

Our vision is to  
**revolutionize**  
the way we  
**play, live and earn**



# Blockchain gaming is disrupting the \$250 billion gaming industry...

**Pay-to-play**  
Pre 2005

A game is sold directly, or via subscription; gamers pay for entertainment

**Free-to-play**  
2005-20

A game is free to install, with in-game purchases allowing gamers to pay for enhanced experience

**Play-and-earn**  
2021 onwards

A game is free to install, with gamers having the opportunity to buy assets that enable them to monetize their time spent in-game



... for the right reasons



## Traditional gaming



## Blockchain gaming

Limited to in-game, non-transactable and at risk of T&C



Asset ownership

NFTs introduce property rights for in-game items

Not possible outside of game / game ecosystem



Asset transferability

Assets freely transferable outside of ecosystem

Assets "at the mercy" of publisher / developer



Asset security

Assets fully controlled by the player

Largely limited to gamers



Mass adoption potential

GameFi becoming a function across industries

None to the casual gamer



Monetary value accrual

Time spent monetized by leasing or selling in-game assets

YouTube



[Catheon Gaming](#)  
[corporate video](#)

Catheon Gaming is the  
next generation gaming ecosystem



# #1 fastest growing blockchain emerging giant





# #1 fastest growing blockchain emerging giant

HSBC 

  
KPMG

Ranked by HSBC and KPMG as the #1 Blockchain Emerging Giant in the Asia Pacific region (out of 6,472 companies analysed), we are the **industry's only fully end-to-end ecosystem** providing world-class publishing and advisory capabilities, underpinned by the Catheon Gaming Center, Catheon Labs, and the Catheon Metaverse.



# Extensive global team and network spanning 37 different countries

8

Strategic advisors

67

Core & community team

19

Partner game studios



Experience from the most successful gaming, business and blockchain companies in the world



# Our achievements speak for themselves

#1

Largest blockchain gaming portfolio<sup>1</sup>

#1

Fastest growing blockchain company<sup>2</sup>

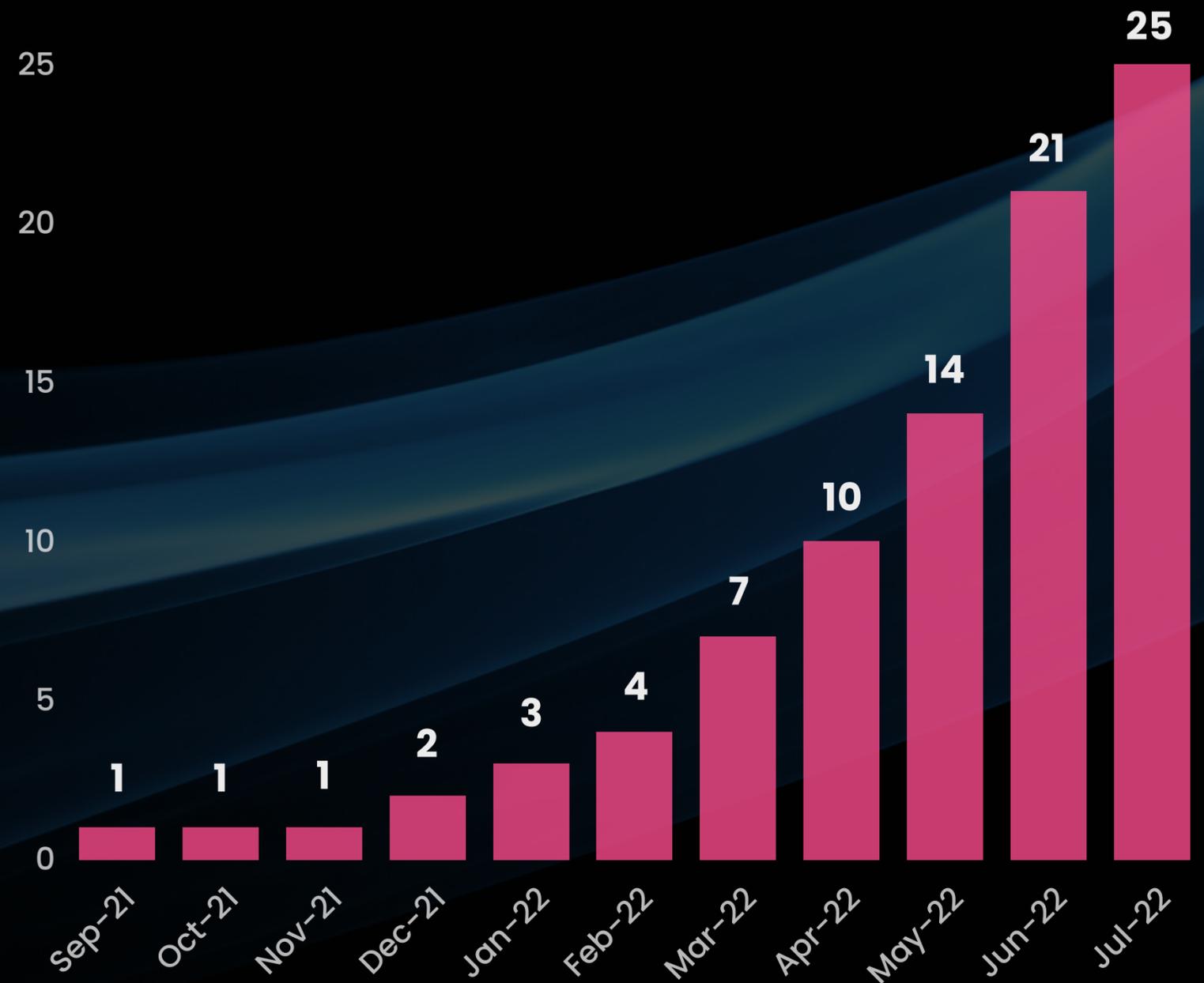
#1

Most Anticipated Blockchain Game 2021 (SolChicks)<sup>3</sup>

#1

Blockchain Emerging Giant in APAC<sup>4</sup>

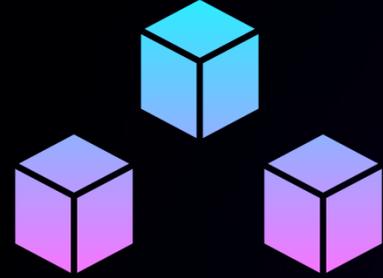
Portfolio game titles of Catheon Gaming # by month



Note: 1. Catheon Gaming analysis as of August 2022. 2. As measured by the # of new blockchain games since Sep 2021. 3. PlayToEarn Blockchain Game Awards 2021. 4. As analysed by KPMG and HSBC out of 6,472 companies assessed.



# The 4 pillars of



**DEVELOPMENT  
& PUBLISHING**  
Leading blockchain  
gaming portfolio



**CATHEON LABS**  
Consulting &  
advisory



**CGC**

**CATHEON GAMING  
CENTER**  
Distribution &  
marketplace platform



**CATHEON METAVERSE**  
Unifying &  
interoperable hub

# the Catheon ecosystem



# Our Partners

BLOCCORE



GD10 VENTURES

Sfermion

SHIMA CAPITAL

Fundamental Labs

MASTER VENTURES

YGG SEA



AU21 CAPITAL

SVC SKYVISION CAPITAL

GoldenTree ASSET MANAGEMENT EST. 2000

KUCOIN LABS

gate.io labs

MEXC Global

COINTELEGRAPH

polygon



Chainlink

play earn BLOCKCHAIN GAME LIST

BLOCKCHAIN SPACE

UNIX Gaming

ALTCOINBUZZ

400+ partners globally





... of the  
highest  
quality

## Selected highlights from our gaming portfolio of 25 games



Game from the **#2 most popular** anime in China with 18M downloads



Upgrade of game with **2.5M players** and **357K MAUs**, and led by AAA ex. Square Enix team



Led by co-founder of King (created Candy Crush)



Voxel-based sandbox game from a studio whose previous titles have grossed **>\$20M**



**#1 Most Anticipated Blockchain Game** of 2021 with a record **\$500M IDO**



Reskin of one of the most popular FPS games globally with **130M downloads**



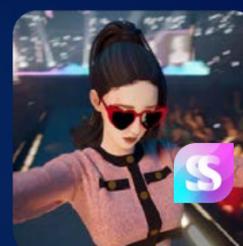
Team has developed titles that have **grossed >\$100M** in their lifetime



AAA team who has developed titles **grossing >\$200M** in their lifetime



Developed by China's leading UE5 development team with **95 years** of cumulative experience

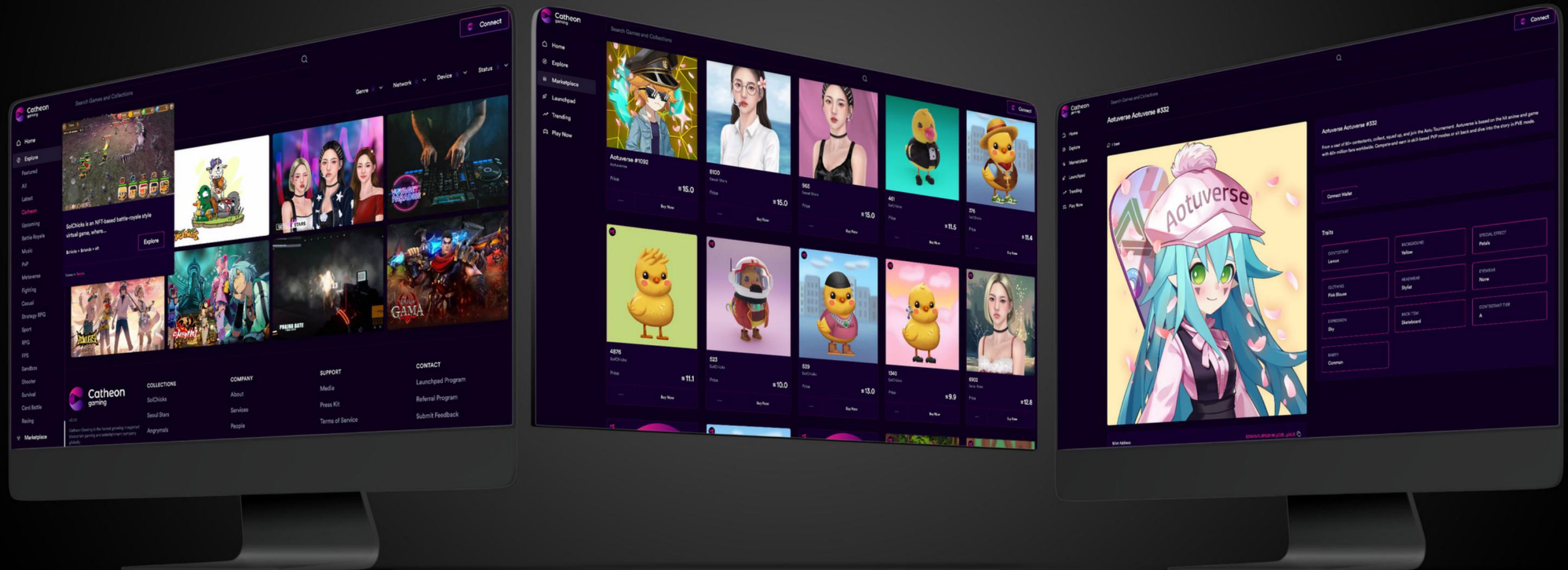


First karaoke genre game with a virtual K-pop idol. Held a live virtual concert with **5K+ viewers**



# Catheon Gaming Center (CGC)

## Distribution & marketplace platform for web3 gaming



Vision to be the **largest blockchain gaming** distribution platform for **millions of gamers**  
("Web3 Steam")



# A first of its kind Web3 gaming platform



Game explorer  
and launcher



Plug-and-play SDK  
for developers



Token and NFT  
primary sales



NFT  
secondary  
marketplace



Gaming  
advisory  
services



At scale with 300+  
3rd party blockchain  
games listed at launch



Chain agnostic:  
multi chain  
support





# Catheon labs

## Consulting & Advisory

Catheon Labs is being built to be the **blockchain gaming consultant of choice** for both traditional and Web3 companies.

Catheon is uniquely positioned to combine its Web3 gaming/metaverse track record with a **world-class consulting experience.**

### WHO?



Luxury



Hospitality



Banking



Sports



FMCG



Entertainment

### WHAT?



NFTs and Metaverse presents new ways of connecting to customers and new experiences



Brands need a partner to help navigate the challenges of the metaverse and Web3

### WHY?



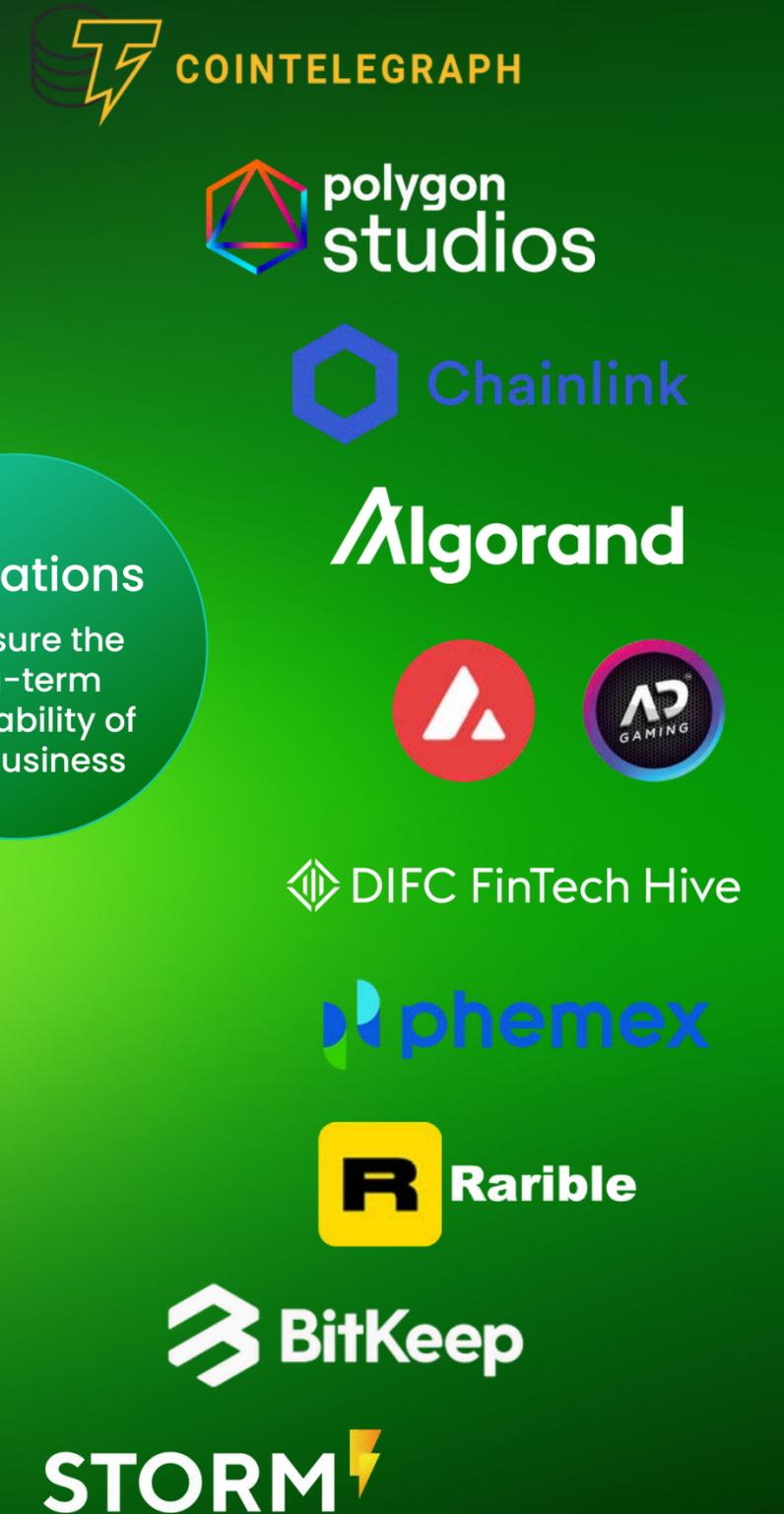


# The Catheon GameFi Accelerator Program

The acceleration of the most innovative, ambitious and promising blockchain gaming and metaverse projects globally.



## Partners to date





# Catheon Metaverse

The Catheon Metaverse will be a **single unifying metaverse game** that will form a key part of the Catheon Gaming ecosystem.

All users in the CGC ecosystem will be able to port their NFTs from any Catheon game as an avatar **into an open-world metaverse.**



YouTube



Catheon Metaverse  
Demo preview



# Introducing the **\$CATHEON** token

The universal governance and  
utility token underpinning the entire  
Catheon Gaming ecosystem



# Unparalleled use cases

Payment method for  
Catheon Labs  
advisory mandates



Universal currency for  
game purchases

Interface token for  
developers using  
the CGC SDK



Mandated transaction  
fee medium

User Incentives



Universal currency for  
the Catheon Metaverse

Ecosystem  
governance



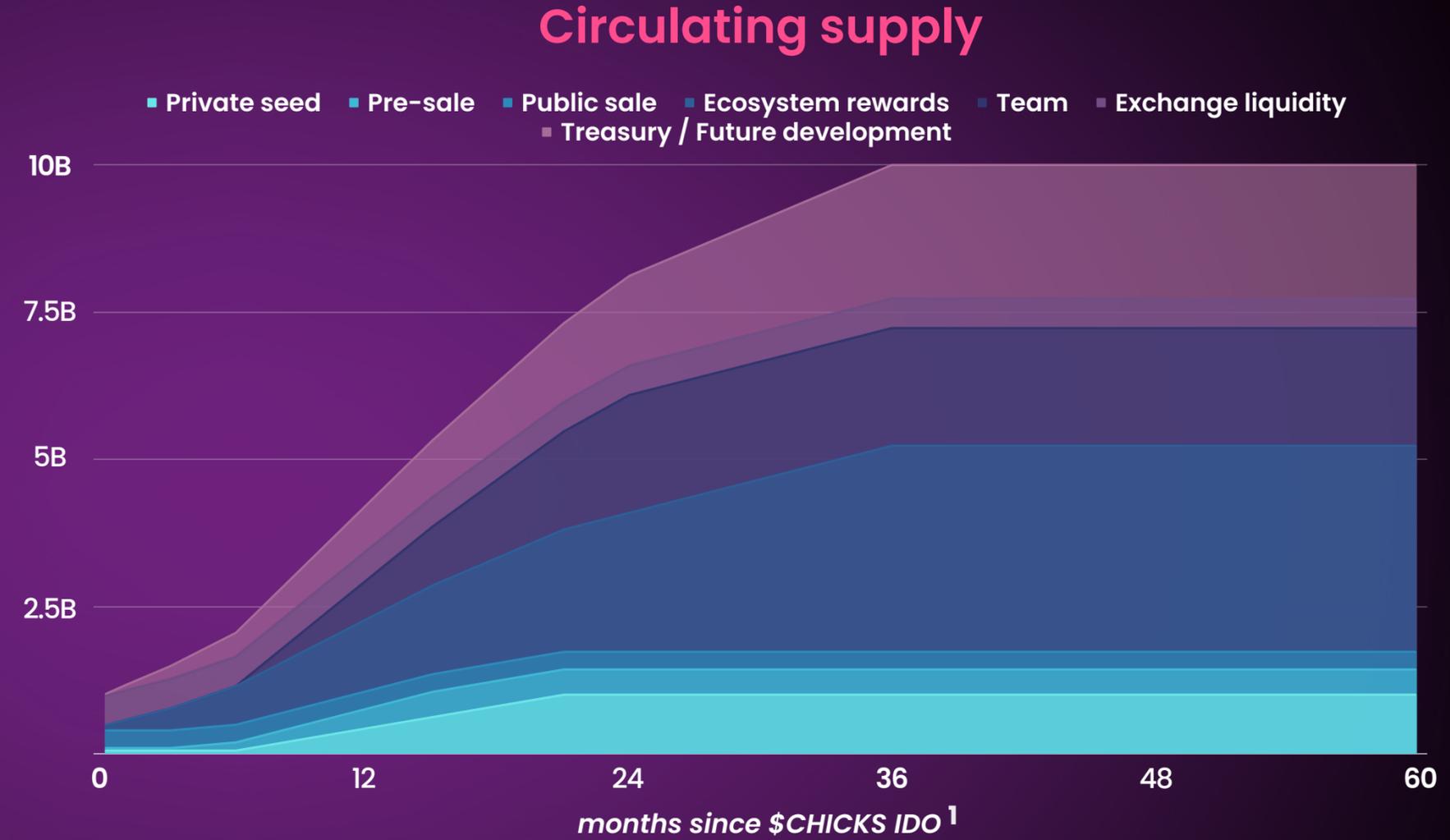
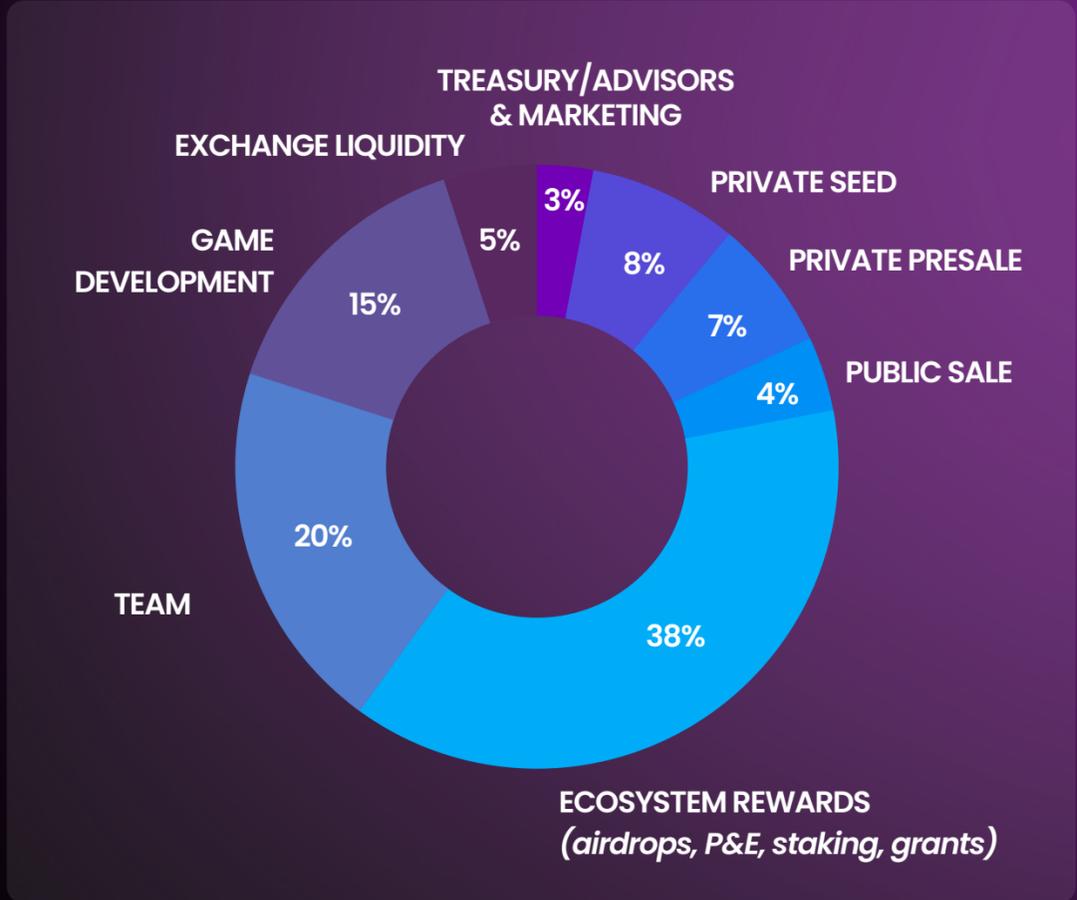
Purchase of Catheon  
Black Pass



# \$CATHEON tokenomics

**Token supply**

**10B**

### Incentive mechanics

**50%** of all ecosystem revenue to be reserved for incentives

Note: 1. Refers to time since \$CHICKS TGE on 13-Dec-21.  
Indicative only and subject to change





Introducing  
the **Catheon**

# black pass

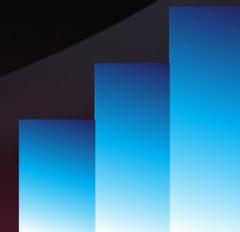
A limited edition NFT for integral members of the Catheon ecosystem.



**Only 300 passes**  
released  
at launch



20% discount off  
**\$CATHEON**  
transaction fees



**Exclusive game**  
access and utilities  
to be announced

# A roadmap worth waiting for...

## Q3 2022

- Catheon Ecosystem launch
- SolChicks Saga Beta release
- CGC platform and SDK v1 launch

## Q4 2022

- SolChicks Saga full game release
- Catheon Accelerator launch
- Catheon Labs - DIFC Fintech Hive Investor Day
- Launch of Angrymals game
- War of GAMA Beta test

## Q1 2023

- Launch of Aotaverse, China's #2 anime game
- Launch of the Onigiri Metaverse with Polygon
- Launch of War of GAMA

## Q2 2023

- Catheon Gaming Center v2
- Launch of Cosmic Break Metaverse with Polygon
- Launch of Goal Champs Football
- Launch of SeoulStars, #1 K-pop game
- Launch of Prajna Gate FPS

## Q3 2023

- Star's End space royale launch
- Elteria Adventures sandbox launch
- Launch of pirate battle royale, Maelstorm

## Q4 2023

- Alpha launch of the Catheon Metaverse
- Launch of Neo Tokyo Conception by ex-Square Enix team



Today, we at Catheon Gaming are excited to present our vision for **the next era of gaming...**

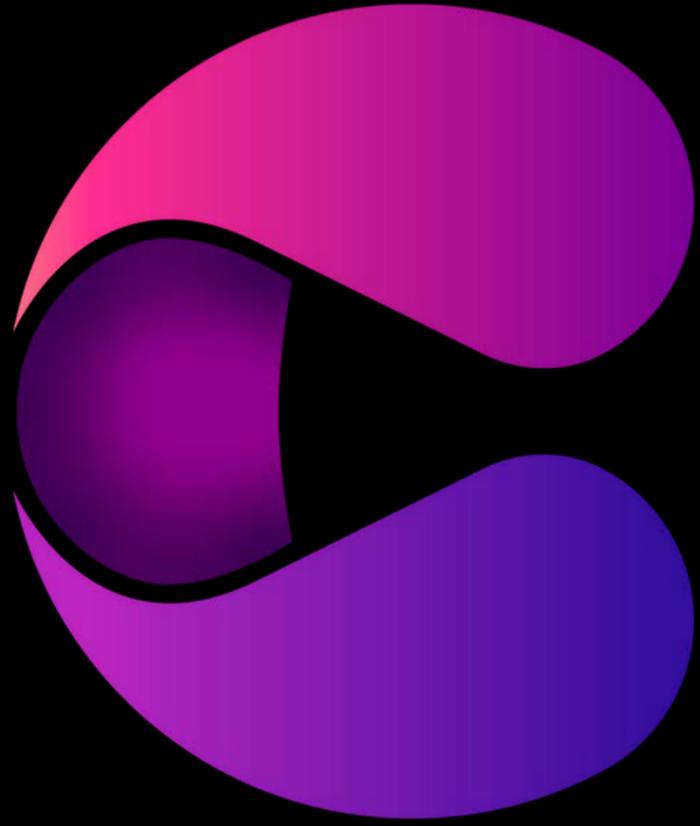
**We believe that** there is a need for connectivity between billions of individual game experiences but on a unified platform.

**We believe that** the incredible fundamentals of a best-in-class game portfolio, a passionate team, and one of the deepest gaming ecosystems in the industry can drive change.

**We believe that** we can truly revolutionize the way we play, live and earn.

**Together, we will revolutionize blockchain gaming**





# Catheon gaming

**Join the revolution today**

info@catheongaming.com



For more information please read the  
**long-form whitepaper**