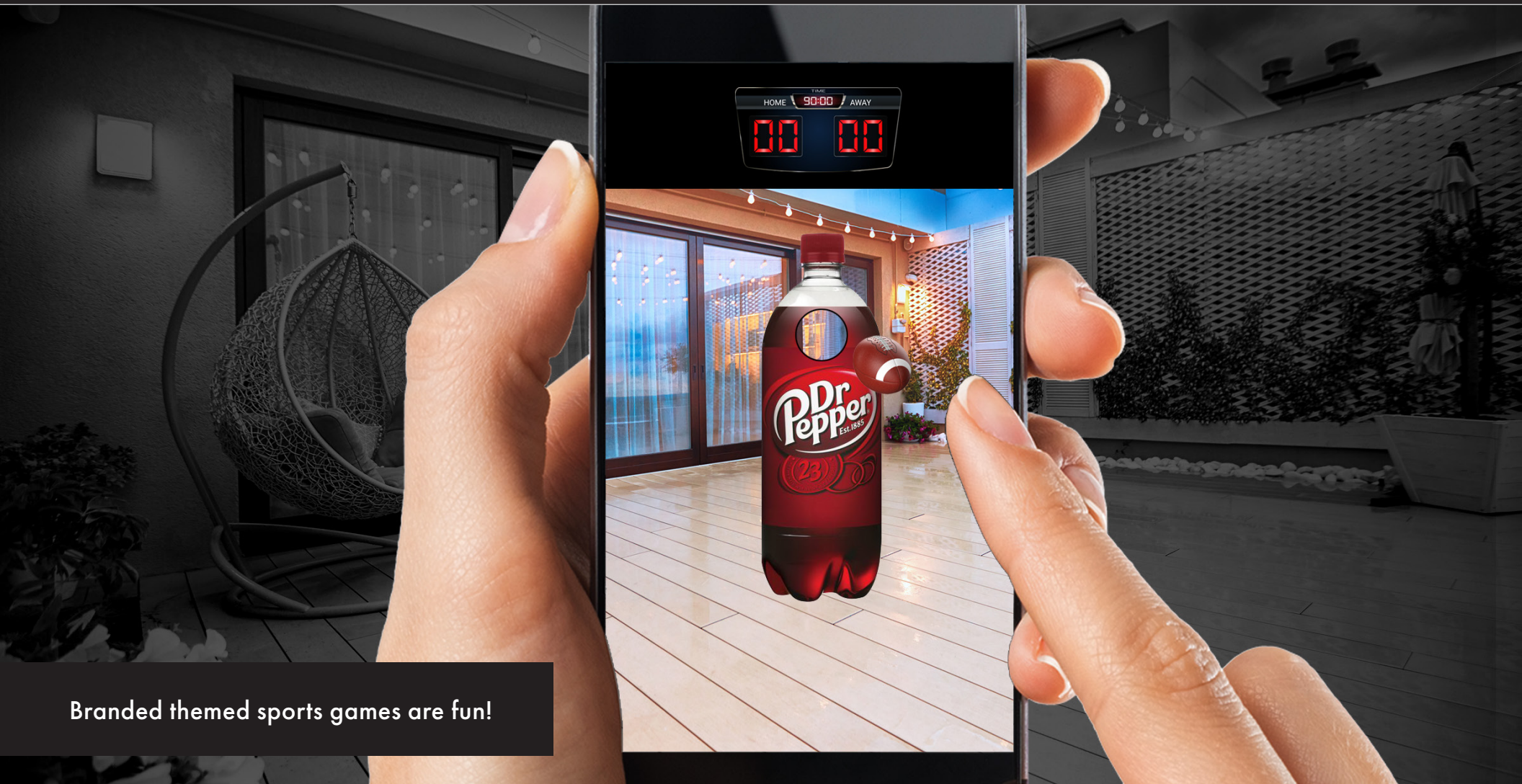




**Branded Skill Games
And Competitions**

Activate and engage your customers with exciting augmented reality games and competitions.

Turn consumers into fans of your brand with viral skill game competitions.



Branded themed sports games are fun!

Sizzle will convert your packaging and brand into dynamic gaming experiences and competitions your fans will enjoy for hours of interaction. The football and/or the target may be branded for any team or company.

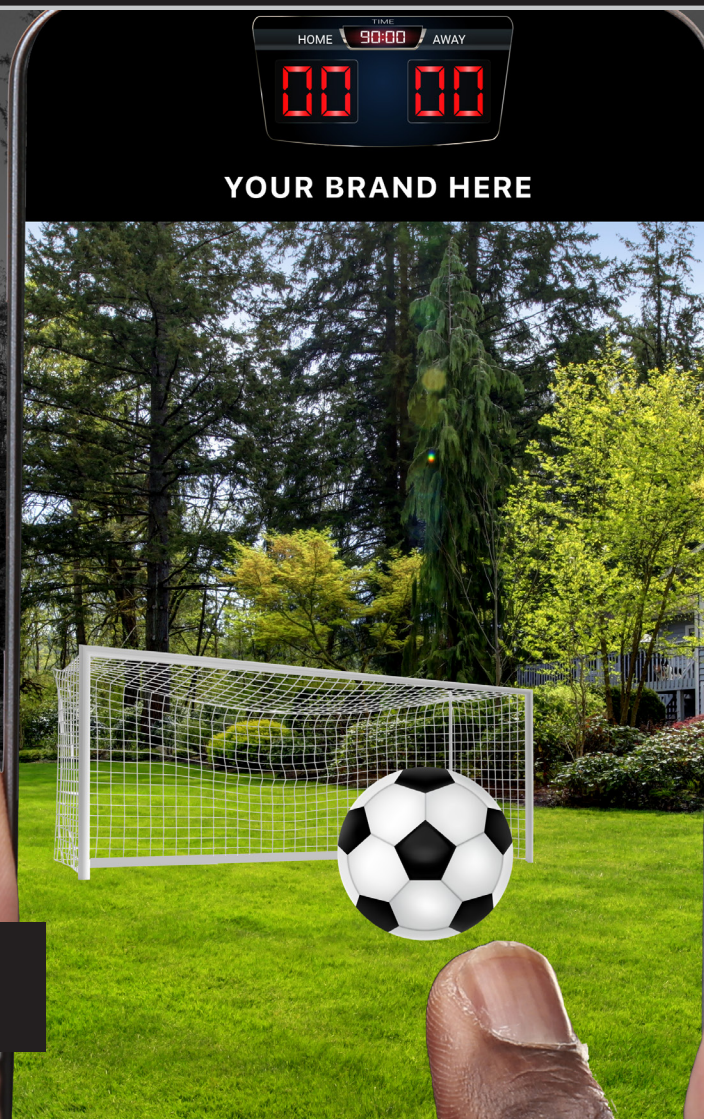
These games may be played as individual games, head to head games in person, games against the computer, as well as games that may be played against other players in other locations.

Consumers may be enticed to join competitions for larger prizes and for

their access to the grand cash prize.

Other options include making extremely difficult challenges that are next to impossible to achieve, and adding a massive cash prize payout in the eventuality that this very difficult outcome is achieved. An example on this game might be.... in 8 seconds, you must get 6 footballs through the hole in the target and your opposing player must accomplish the same, on the same game. If that happens, a grand cash prize is awarded and that prize is supplied through an insurance policy that insures against this improbable outcome.

For illustrative purposes only



Kick penalty shots on goal

The net will rotate from kick to kick to change up the experience and make the game play more engaging.

Multiple versions of this game are available, including an avatar goalie, if desired.

See the first page of this deck for all of the possible options that this game can be programmed to provide.

The ball and/or the net may be branded for any team or company.



Branded soccer game experiences

Custom goals enable any shape or style of goal to be constructed to your specific branding requirements.

Games can be structured for total number of goals kicked and completed in 60 second, 30 second or 15 second periods.

The ball and/or the goal may be branded for any team or company.

See the first page for all of the possible variations of this game that are available.



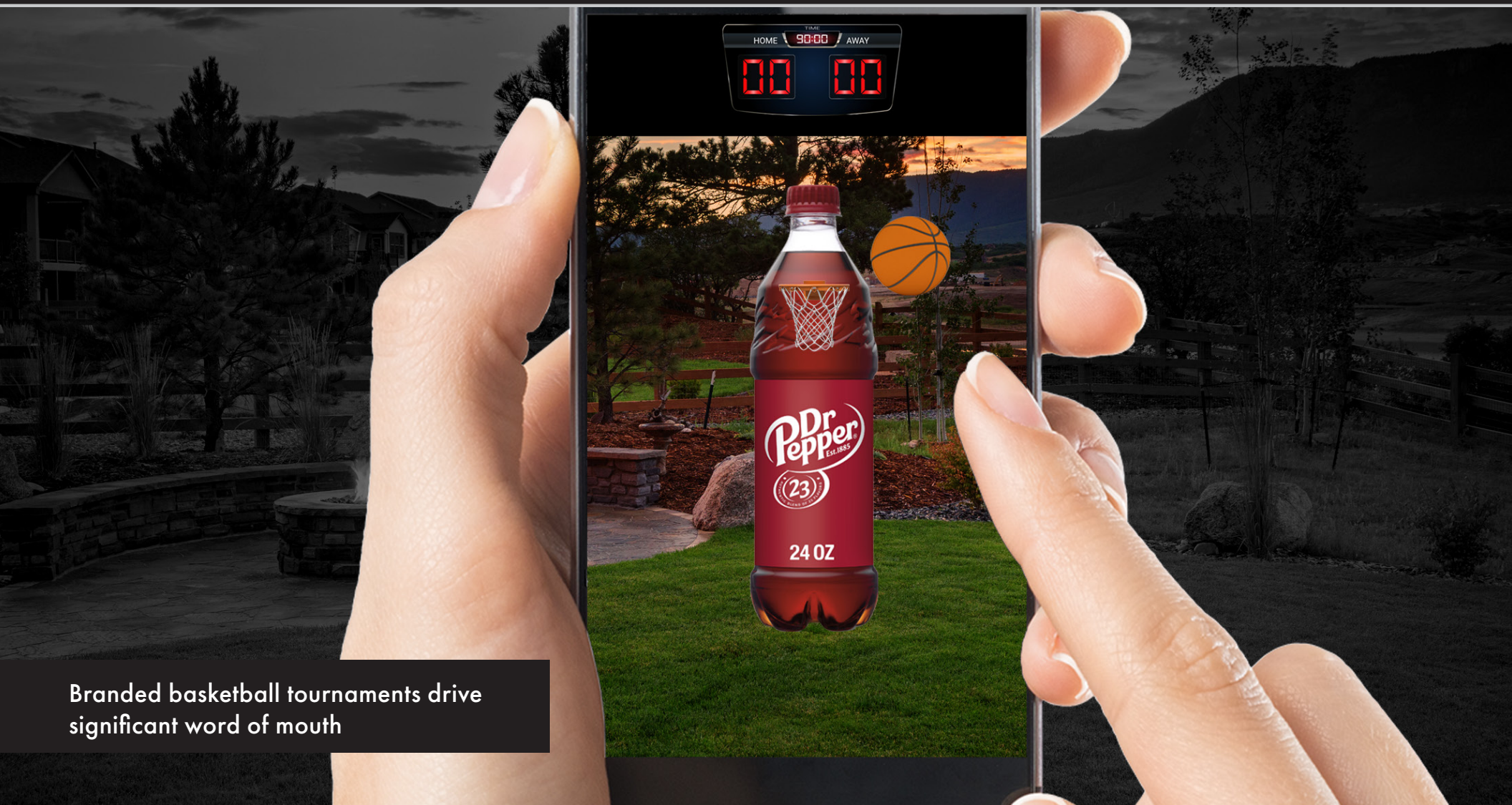
AR basketball delivers days of engagement

Shoot baskets against a time clock, while the net rotates to different shots with each basket shot.

Add a sport's ladder framework to this game and create a significant competition with large prizes for your consumers to compete for.

The ball and/or the basket may be branded for any team or company.

See the first page for all of the possible variations of this game that are available.

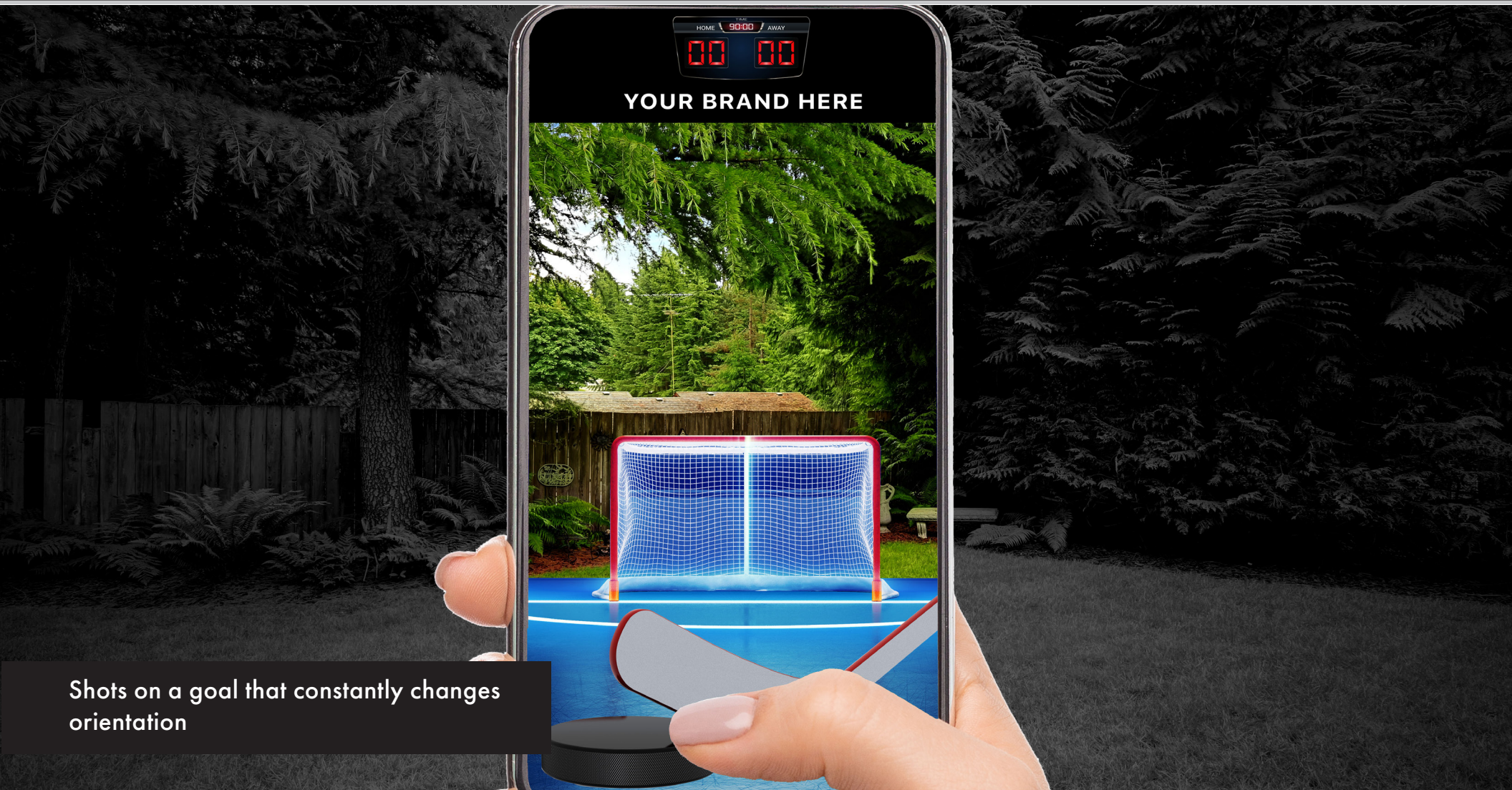


Branded basketball tournaments drive significant word of mouth

Branded tournaments go viral when everyone is in competition for a significant prize or experience or tickets or scholarship.

The ball and/or the goal may be branded for any team or company.

See the first page for all of the possible variations of this game that are available.



Shots on a goal that constantly changes orientation

Timed competitions, sports ladders, branding.

The puck and/or the goal may be branded for any team or company.

See the first page for all of the possible variations of this game that are available.

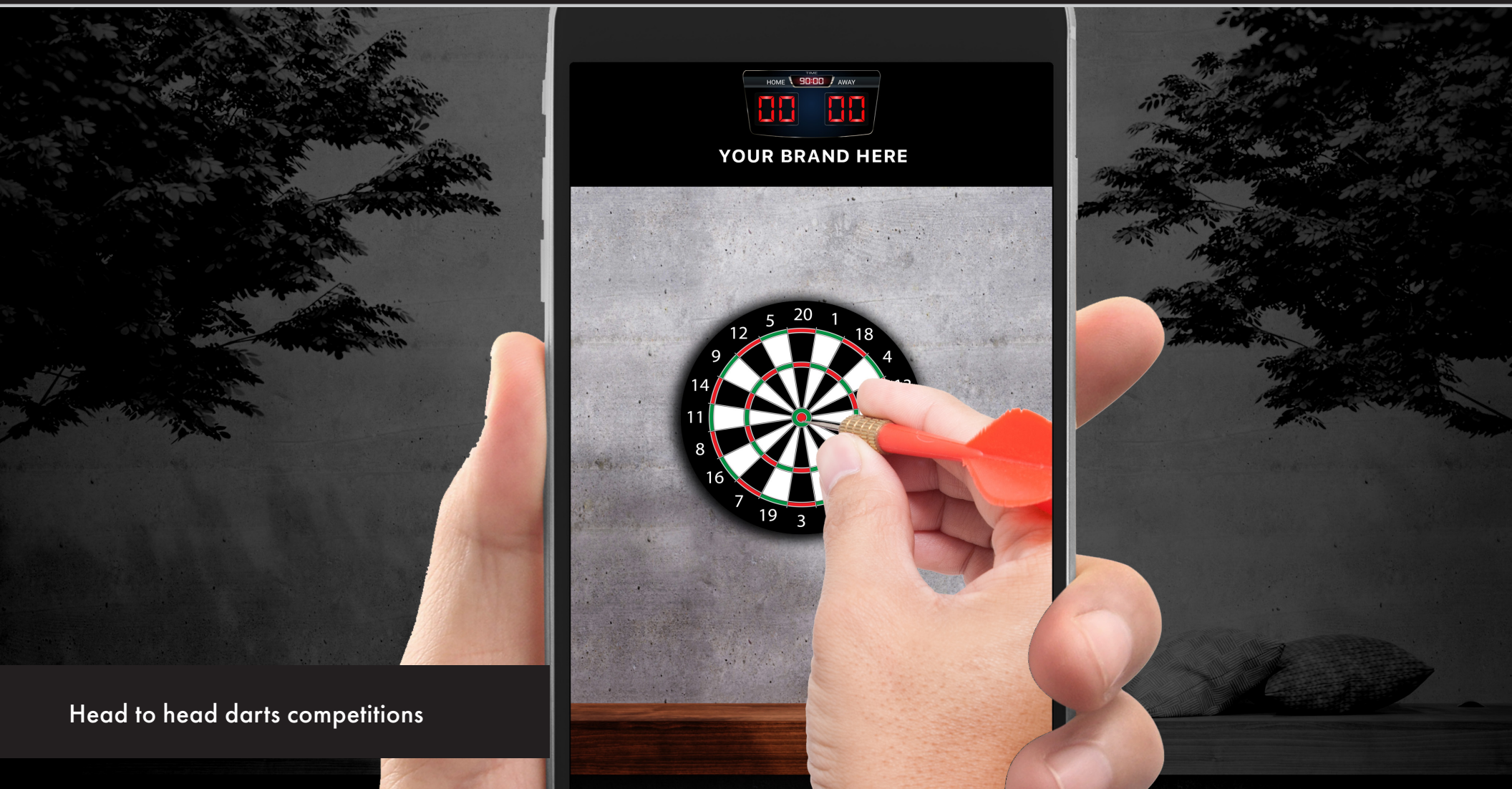


Softball toss at milk cans

How many softballs can you throw into the targets in a specified period of time?

The ball and/or the cans may be branded for any team or company.

See the first page for all of the possible variations of this game that are available.

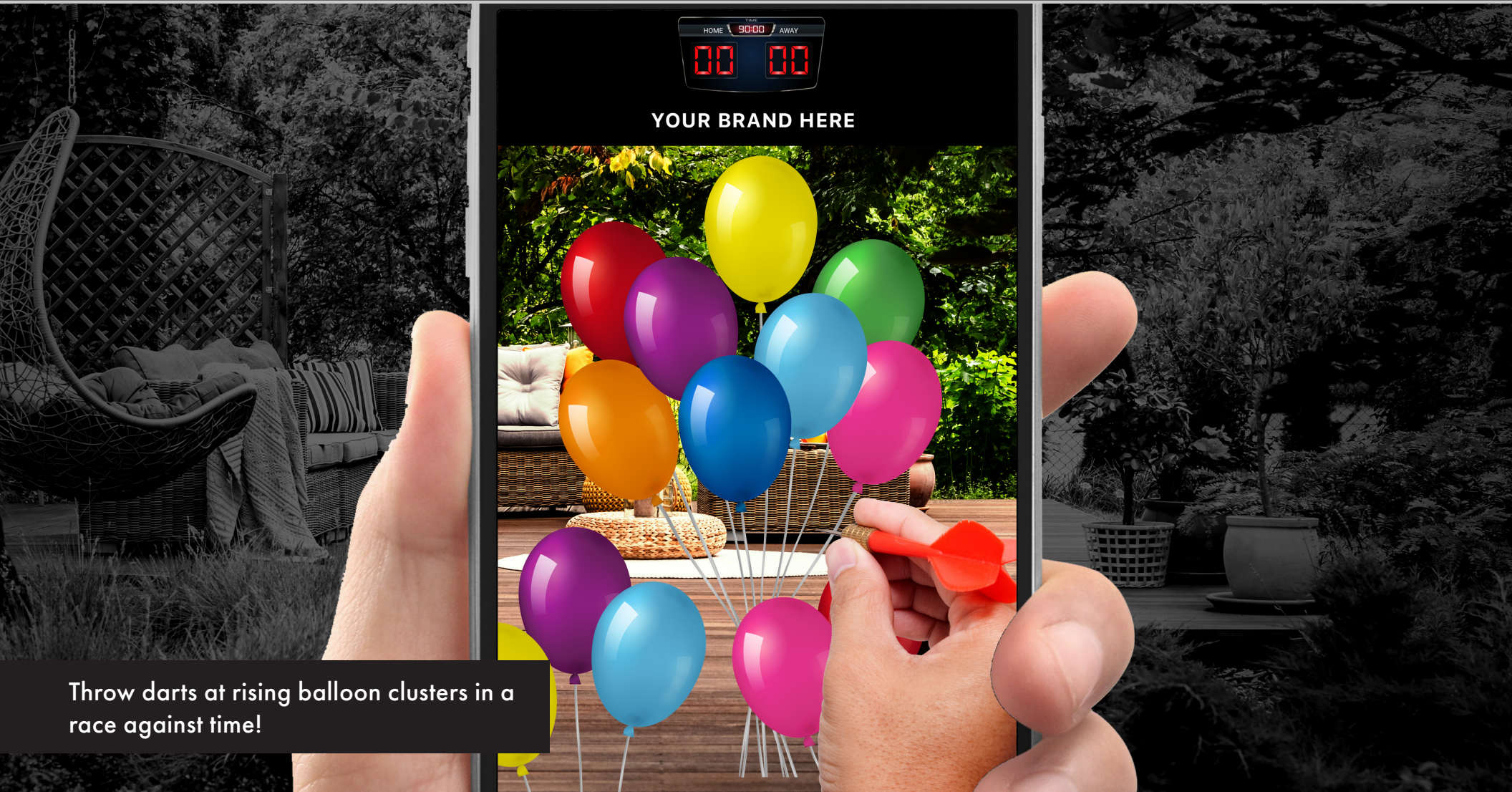


Head to head darts competitions

Two players can play each other from home, in your branded highly viral competitions.

The darts and/or the dartboard may be branded for any team or company.

See the first page for all of the possible variations of this game that are available.

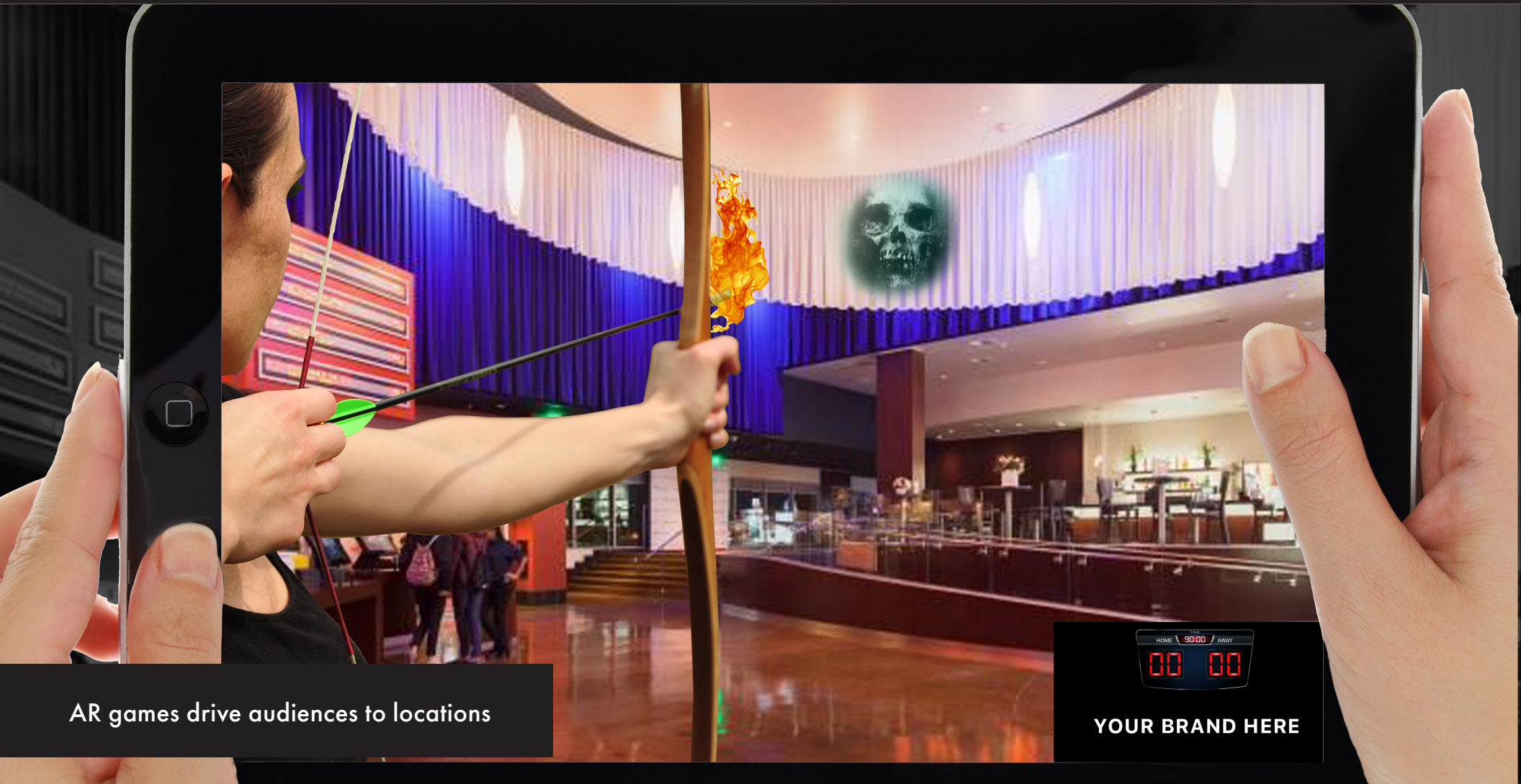


Throw darts at rising balloon clusters in a race against time!

Two players can play each other from home, in your branded highly viral competitions.

The darts and/or the balloons may be branded for any company.

See the first page for all of the possible variations of this game that are available.

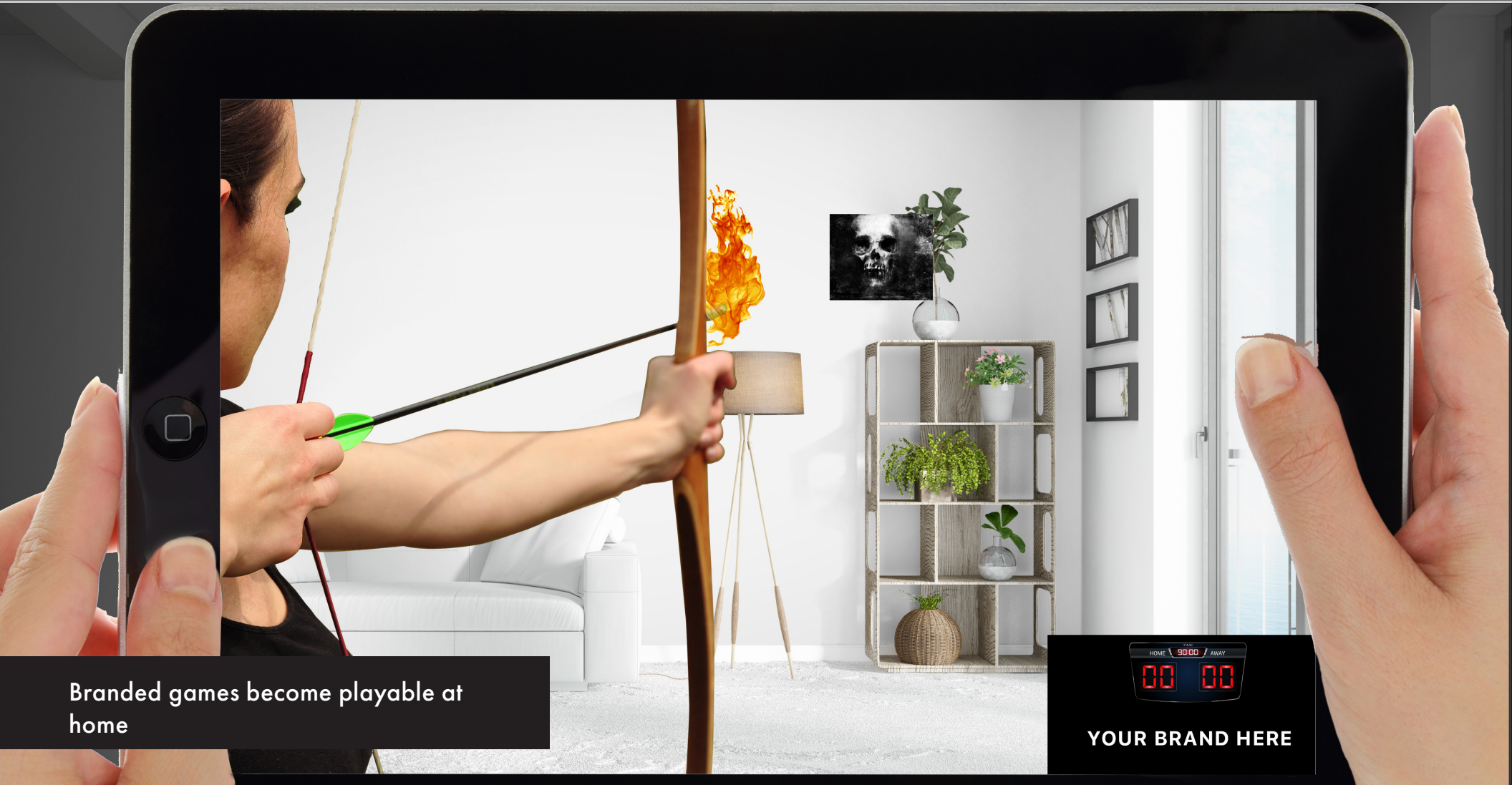


AR games drive audiences to locations

Branded themed games like this concept for Lara Croft drive customers to a retail location in order to access and unlock the game. Then Sizzle converts that customer with a retail purchase offer, and makes the same game playable anywhere, once the consumer has come to the theater to unlock the game.

Two players can play each other from home, in your branded highly viral competitions.

The arrows and/or the bow and targets may be branded for any property or company. See the first page for all of the possible variations of this game that are available.



Branded games become playable at home

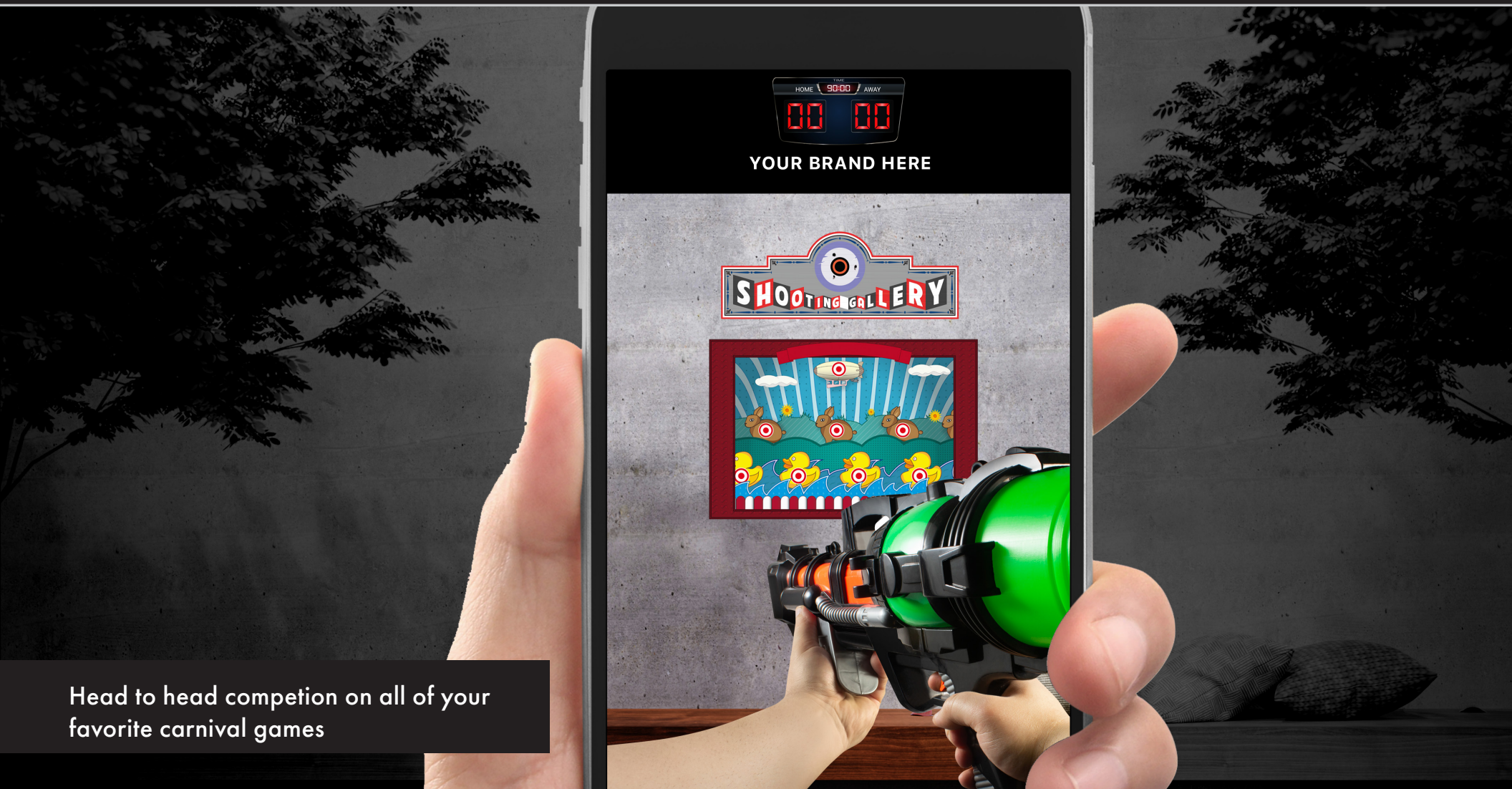
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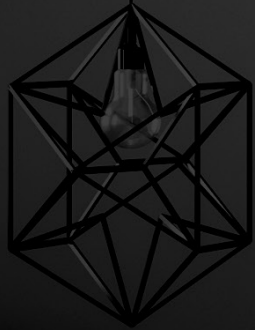


Head to head competition on all of your favorite carnival games

Using a high power water gun, users fire at all of the continually changing targets in a shooting gallery to earn points and score prizes.

The water gun and/or the shooting gallery may be branded for any company.

See the first page for all of the possible variations of this game that are available.

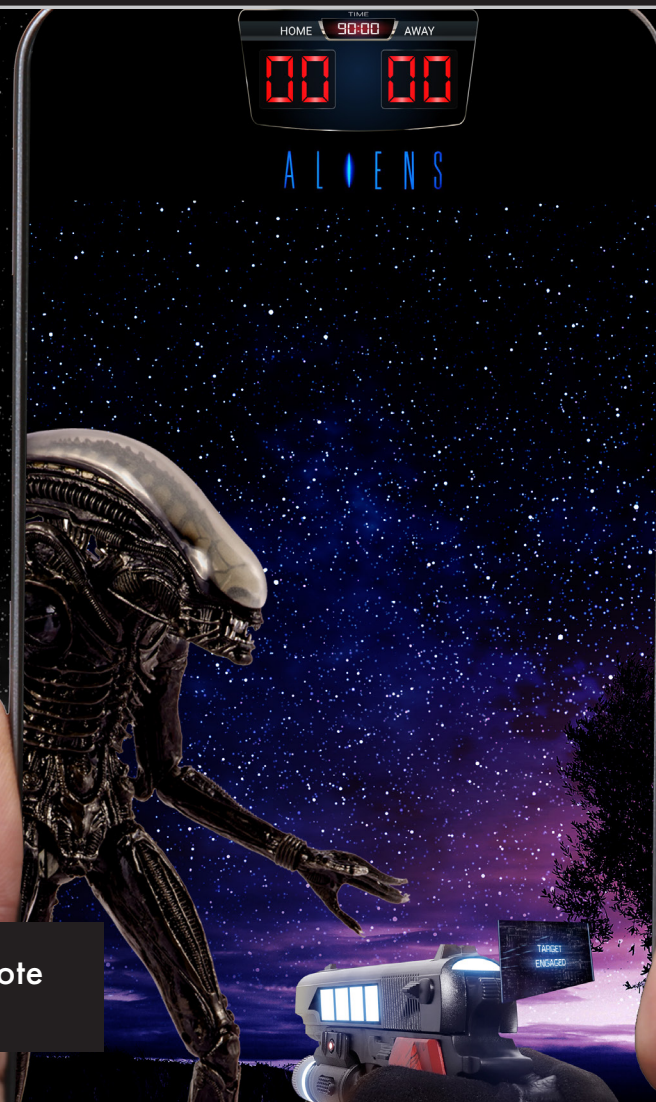


Each of the Sizzle games come with offers and prizes

Throw the softball and knock the metal milk bottles completely off the pedestal.

The softball and/or the milk bottles may be branded for any company.

See the first page for all of the possible variations of this game that are available.



Sizzle is the perfect platform to promote entertainment with stunts that Sizzle

Branded entertainment games come to life in the most cost effective manner, using the Sizzle platform. Using the animated assets from the film enables perfect replication of the brand property while simultaneously creating highly interactive game play for the fans.

Prizes and competitions are same as the other competitions in this document and can be structured for single player, multi player and timed competitions leading to large prize awards, access to key merchandise and more.



Deliver augmented reality games to pair up with any entertainment experience

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Branded head to head competition generates organic viral sharing

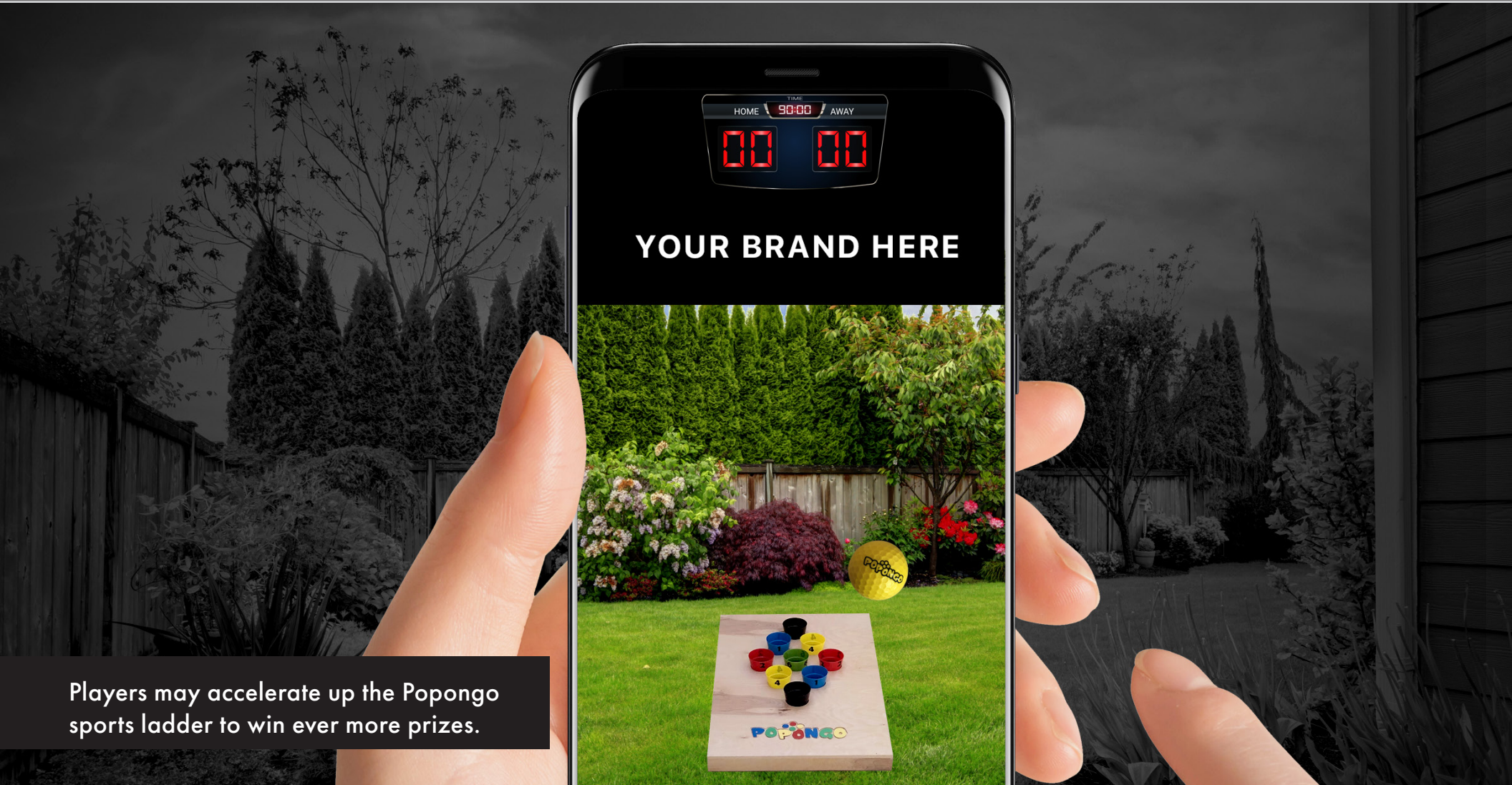
Sizzle presents our newest game, Popongo. Popongo provides one of the most viral, most fun virtual games ever! This simple to play, but difficult to beat game creates hours of player competition.

Players alternate throwing balls at the cups on the board. Each cup carries a different score value. First to score 50 points, wins! This simple game is easily crafted into prize competitions, sports ladder competitions with grand prizes, and much more.

The large prize competitions would potentially require a person to play the game at least once per day for a period of 5 days to enter the grand

prize competition. This creates very significant top of mind awareness for the brand in the mind of the consumer, and high appreciation for the brand providing such a fun experience.

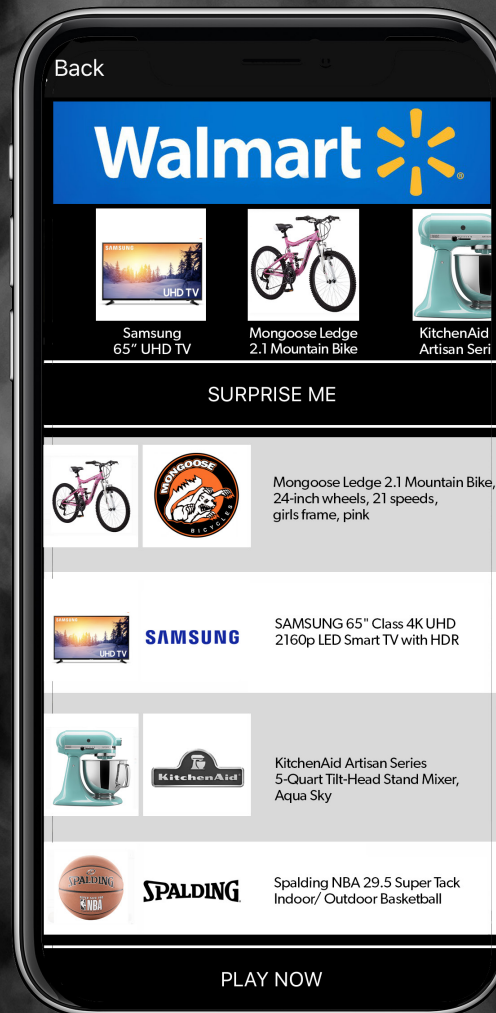
Most importantly... this game is very viral. So a brand can entice one consumer, but that consumer will have to invite another consumer to play against them in order to enter, so that instantly doubles the number of participants.



Players may accelerate up the Popongo sports ladder to win ever more prizes.

The Popongo sports ladder may be employed by a national brand such as a soft drink or fast food and the game may only be accessed by driving the consumer to a retail location to unlock the game so that they may participate.

The game offers prizes and offers that may be played for. This creates market research, as the players pick prizes that they wish to compete for, as well as the delivery of discounted valuable offers that entice consumers to use those offers for the increased volume purchase of goods or services.



Sizzle prize selection starts every game

PURPOSE: Allowing consumers to pick from a series of prizes in a prize pool creates market research that is matched with the Sizzle artificial intelligence to enable the Sizzle Offer Engine to offer discounts on items that are a good fit with the tastes and interests of the user. Provides brand exposure, product exposure, peer to peer sharing and increase customer loyalty and patronage.

CONCEPT: All Sizzle games start with the Sizzle prize selection system. The user is instructed to pick 4 prizes that they might want to win, before they start any game.

- Generates market research by allowing users to express their preferences

- Enables Sizzle’s Offer Engine™ to deliver continual discounted offers to users who have shown interest in key prizes
- Creates product and brand impressions at the start of every game

DISCLAIMER: Mocked up visuals are for illustrative concept purposes only. No direct relationship between Walmart, Samsung, Mongoose, KitchenAid, Spaulding and Sizzle is intended or implied. Walmart, Samsung, Mongoose, KitchenAid, Spaulding trademarks are property of Walmart, Samsung, Mongoose, KitchenAid, Spaulding.

Extensive AI powered data and analytics

- Tracks all in-app activities
- Reports delivered to merchant dashboard via a merchant portal
- Custom configured to your specific campaigns
- All data remains proprietary to your company and will not be sold

CREATED BY



THE ILLUSION FACTORY®

- Since 1979, The Illusion Factory has been entrusted with the advertising and marketing of over \$7 billion in film and television properties
- Recipient of over 265 of the top creative and technical awards, while helping generate more than \$100 Billion in revenue
- Creator of Sizzle and many other first of its kind innovations in advertising and marketing over 42 years
- Have collaborated with over 150 of the Fortune 500 in pairing entertainment, gaming, interaction, contests with brands

Thank you!

Presented by:



...a member of The Illusion Factory family
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Calabasas, CA 91302

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