We build our Database allowing users to manage their collections and they already own collectibles worth $610 million. Now it’s time to monetize.
Collectible merchandise is the $450b industry you don’t know about

It’s larger than every marketplace that you know of. Almost 3x of Etsy

<table>
<thead>
<tr>
<th>Market Cap</th>
<th>Etsy</th>
<th>hobbydb</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7.2b</td>
<td></td>
<td>TBD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry Size</th>
<th>Etsy</th>
<th>hobbydb</th>
</tr>
</thead>
<tbody>
<tr>
<td>$155b¹</td>
<td></td>
<td>$450b</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry Won</th>
<th>Etsy</th>
<th>hobbydb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft market</td>
<td></td>
<td>Collectible / Merchandising</td>
</tr>
</tbody>
</table>

Source: ¹Forbes, ²Marketwatch
It’s so big because normal folks now also buy fan merch regularly

Collectors have huge collections, but the biggest volume of sales is with the more casual fan

**Casual**
Interested and *casual* buyer
15%* of the US population
Biased to *older*
LTV: $80

**Enthusiast**
Follows certain *fandoms*
30%* of the US population
Biased to *younger*
LTV: $420

**Collector**
*Completist*
15%* of the US population
Mostly *male, 35+*
LTV: $1,092

Source: hobbyDB
Sure there are sites around, but nobody owns this space yet

eBay is the market leader with only 3% market share
We have the experience and passion to change this
We ran the largest eBay business in Europe, had 2 successful community exits and some of us are life-long collectors
What is missing is hobbyDB, the database that powers all aspects of the fan’s experience

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

Research / Discover
Find detailed information on any kind or esoterica

Value
Identify and compare the value of each item in your collection

Track / Show Off
Load images and record data about collectibles, as well as tracking wish lists and showcase what you own

Buy / Sell
Buy or sell using the database, receive alerts when items come on sale and sell with clicks

Batman (Red Chrome) with Soft Pop Protector!
$70.00 + $5.00 shipping

Estimated Value: $39.00

<table>
<thead>
<tr>
<th>Days</th>
<th># Sales</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Days</td>
<td>5</td>
<td>$32.19</td>
</tr>
<tr>
<td>30 Days</td>
<td>50</td>
<td>$29.91</td>
</tr>
<tr>
<td>50 Days</td>
<td>55</td>
<td>$34.00</td>
</tr>
</tbody>
</table>

Funko-Shop Exclusive
Brand: Funko
Series: Pop! Vinyl Pop! Heroes
Reference #: 144
Produced: 15,000
Produced: From: December 3.75
We designed the Site to be a Flywheel / more Data → more Users → more Sellers

Our business is defensible as everyone wants only one single best database

Start with one collection category

1. Build product database
2. Generate user traffic (all potential buyers)
3. Onboard sellers

Repeat with next category

Reap increasingly stronger network effects
It’s starting to work – our Data and therefore Users are growing substantially

590k registered users to date

- 30m collectibles in collections worth 610m & 7m wish list items worth 518m
- 4m price points
- 500k database entries

1. The Lure

2. Inventory
With all these Users being potential Buyers, Sellers see an opportunity

There are three types of people that sell on our marketplace and we already have good solutions for the first two groups:

**Consumers**
- Come to site organically
- 15% of items in collections are duplicates and can/should be sold
- 50 SKUs

**Semi-professional**
- Resell collections of old products as middle-men + some new product
- Long tail of new product SKU
- 500 SKUs

**Professional**
- Direct outreach to bring onboard via our integrations with channel management software
- Most sell across multiple marketplaces
- 2,500 SKUs
In fact, more & bigger Sellers are coming to hobbyDB

4k sellers already on the platform

These 4,000 sellers are Consumers and Semi-professional Sellers as we were lacking the tools for Professional Sellers.

We are just launching our Shopify integration, giving us access to an estimated 60,000 Professional Sellers (from a total of 800,000).
We gain from all of this in 3 different ways
Attractive transaction business with great upside through diversified monetization

**Fees**
10% rake on transactions

Compare positively to Amazon and eBay's much higher takes

**Traffic**
Advertising & affiliate starting at $0.80 CPM
Increase to $2 CPM over time

Move from network ads to self-service industry specific ad clients

**Data**
Selling data to brands and licensors

Growing as we have more data on more segments (we signed up our first 3 customers for these services in 2019)
Leading to great Outcomes

These scenarios show a range of good to amazing outcomes

<table>
<thead>
<tr>
<th>Segments</th>
<th>Hot Wheels</th>
<th>Hot Wheels</th>
<th>All Model Cars</th>
<th>All Toys</th>
<th>All Collectibles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Funko</td>
<td>Funko</td>
<td>All Pop Vinlys</td>
<td>All Pop Culture</td>
<td>All Licensing</td>
</tr>
<tr>
<td></td>
<td>Hard Rock Café</td>
<td>Hard Rock Café</td>
<td>Similar to HRC</td>
<td>(Disney, Starbucks)</td>
<td></td>
</tr>
</tbody>
</table>

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### Our Strongest Current Verticals

<table>
<thead>
<tr>
<th>Market Share</th>
<th>Good - 5%</th>
<th>Dominating - 25%</th>
<th>Good - 5%</th>
<th>Good - 5%</th>
<th>Good - 5%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>In millions (US$)</th>
<th>GMV</th>
<th>Fee Income</th>
<th>Other Income</th>
<th>Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>43</td>
<td>6</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>213</td>
<td>32</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>600</td>
<td>90</td>
<td>14</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>3,500</td>
<td>525</td>
<td>105</td>
<td>630</td>
</tr>
<tr>
<td></td>
<td>22,500</td>
<td>3,375</td>
<td>844</td>
<td>4,219</td>
</tr>
</tbody>
</table>

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### Natural Extensions

| Nice Lifestyle | Good | Great | Fantastic | Unicorn / |
|---------------|------|-------|-----------| IPO / IPO |
| Business      | Trade Sale | Trade Sale | IPO / Trade Sale | IPO |

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Etsy

Today

Unicorn /
To sum up
Here is why you should own some of hobbyDB

1. $450b untapped market that has not been conquered

2. Building a comprehensive database, similar to what IMDB did with entertainment, creates a big barrier of entry

3. Nobody knows this space better than we do. We have the combined experience and specific industry knowledge to crack the code