



THE PLAYEX

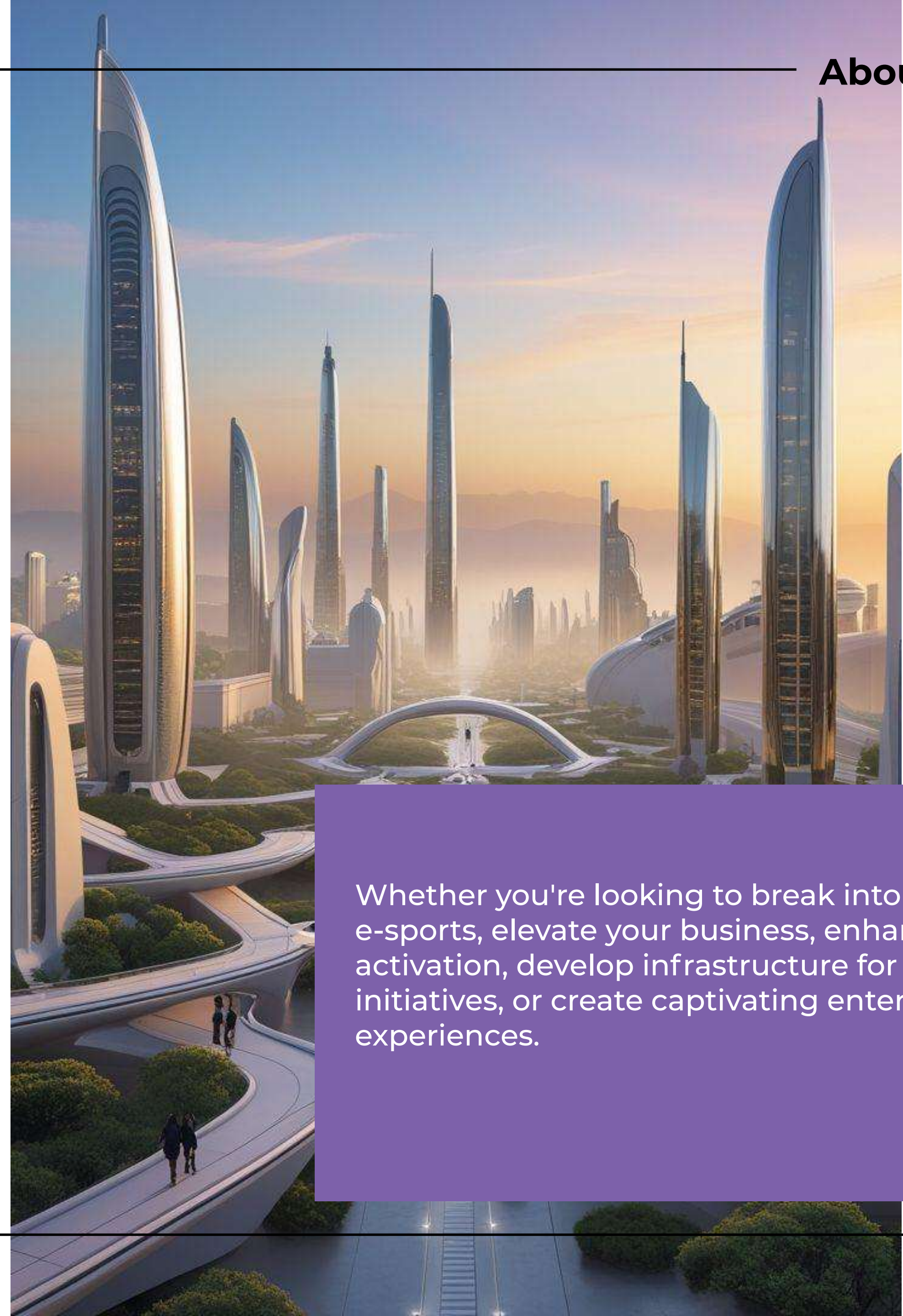
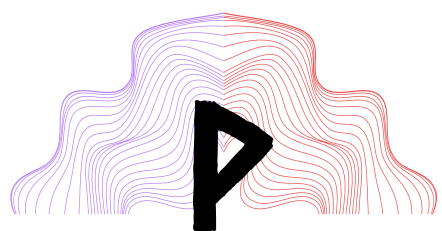
WHICH LEVEL ARE YOU ON



About THE PLAYEX

We are a dynamic, forward-thinking organization specializing in multiple industries, including sports, e-gaming, business development, entertainment, content creation and activation, and more.

As a one-stop-shop, we offer a broad spectrum of services that cater to the needs of businesses, athletes, gamers, entrepreneurs, and entertainment organizations alike.



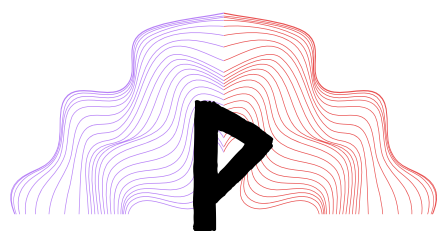
Whether you're looking to break into the world of e-sports, elevate your business, enhance sports activation, develop infrastructure for sports initiatives, or create captivating entertainment experiences.

OUR HISTORY

Founded in 2014, PLAYEX Is a Saudi-based, forward-thinking organization specializing In sports, e-gaming, business development, entertainment, content creation, and more. Empowered by Saudi Arabia's Vision 2030, we are committed to contributing to the Kingdom's growth as a global leader In e-sports and sports activation. As a one-stop-shop, we offer tailored solutions to businesses, athletes, gamers, entrepreneurs, and entertainment organizations.

Whether you're looking to enter the e-sports world, elevate your business, or enhance sports and entertainment experiences, we deliver innovation-driven strategies that exceed expectations.

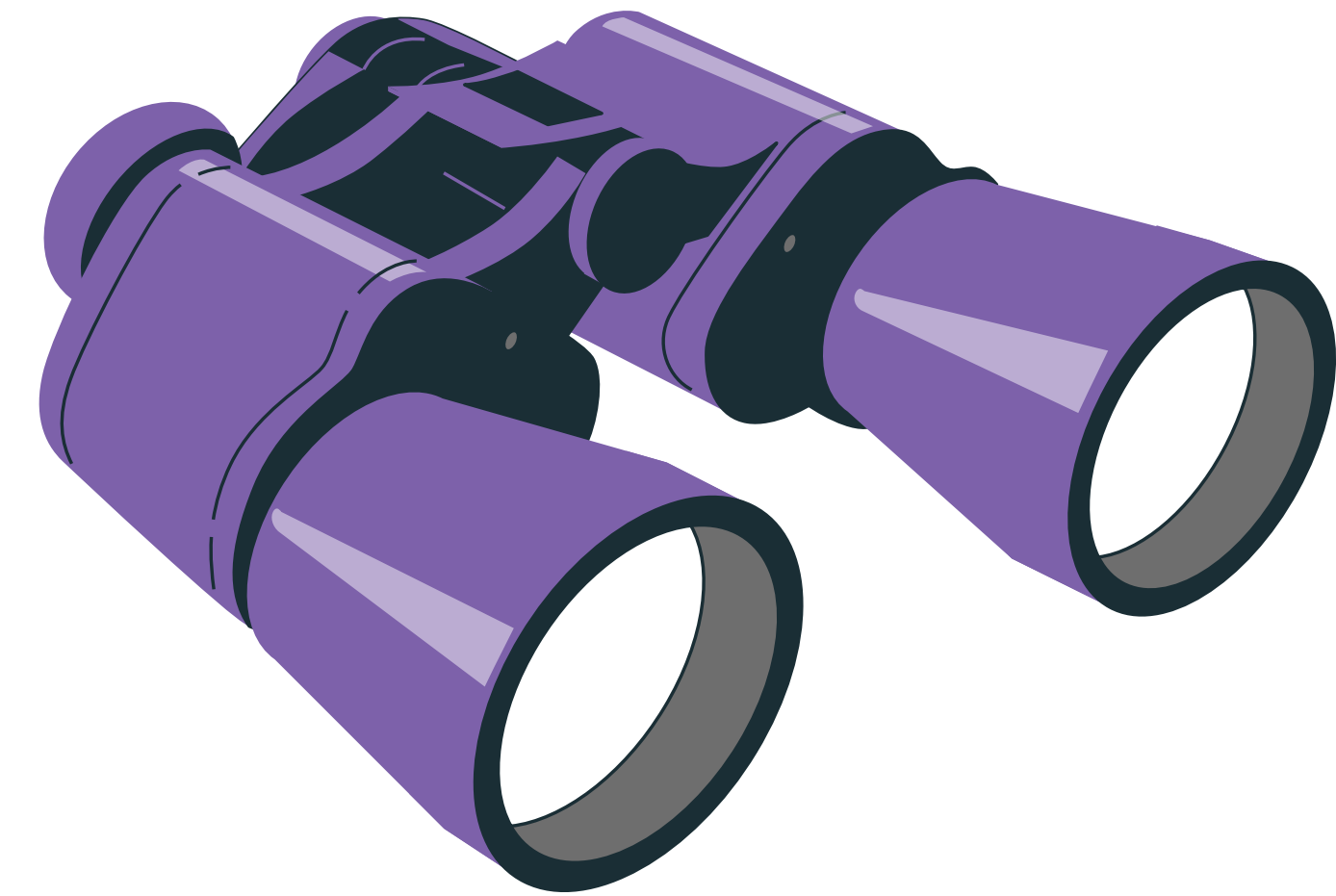
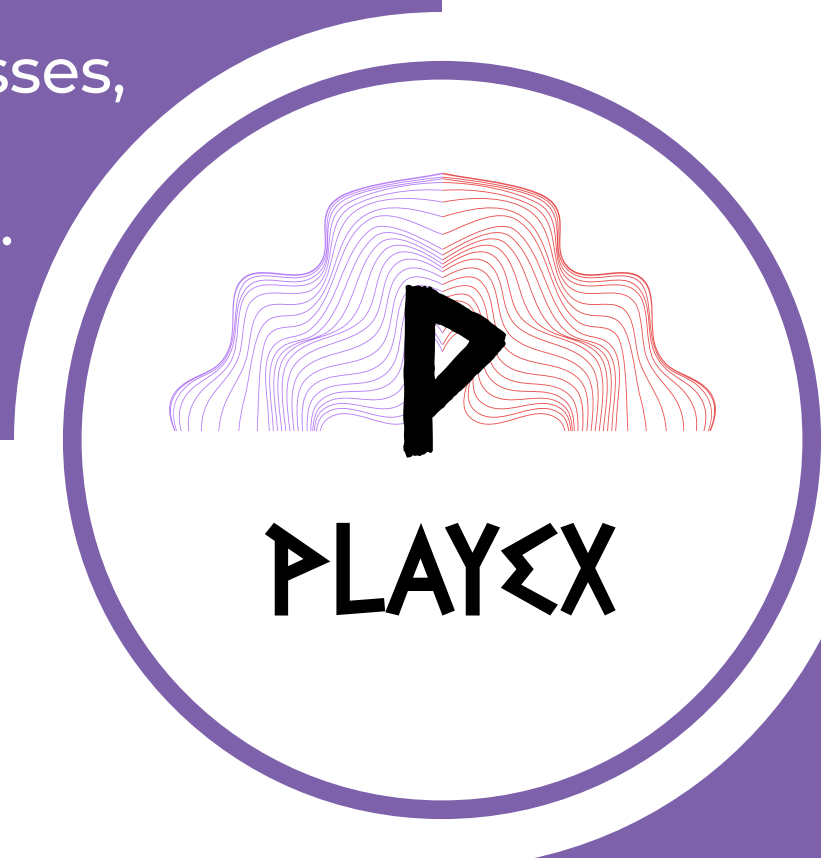
With expertise across multiple sectors, we create impactful content and activation strategies, ensuring engagement and measurable results that support the success of our clients in a rapidly evolving industry.



VISION

The leading global hub for innovation and solutions across sports, e-gaming, entertainment, cinematic and cartoon novels, business development, and beyond, where every client experiences transformative growth through tailored services, impactful activation, and cutting-edge technologies.

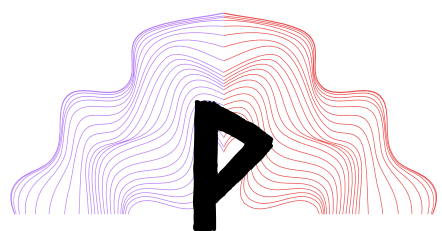
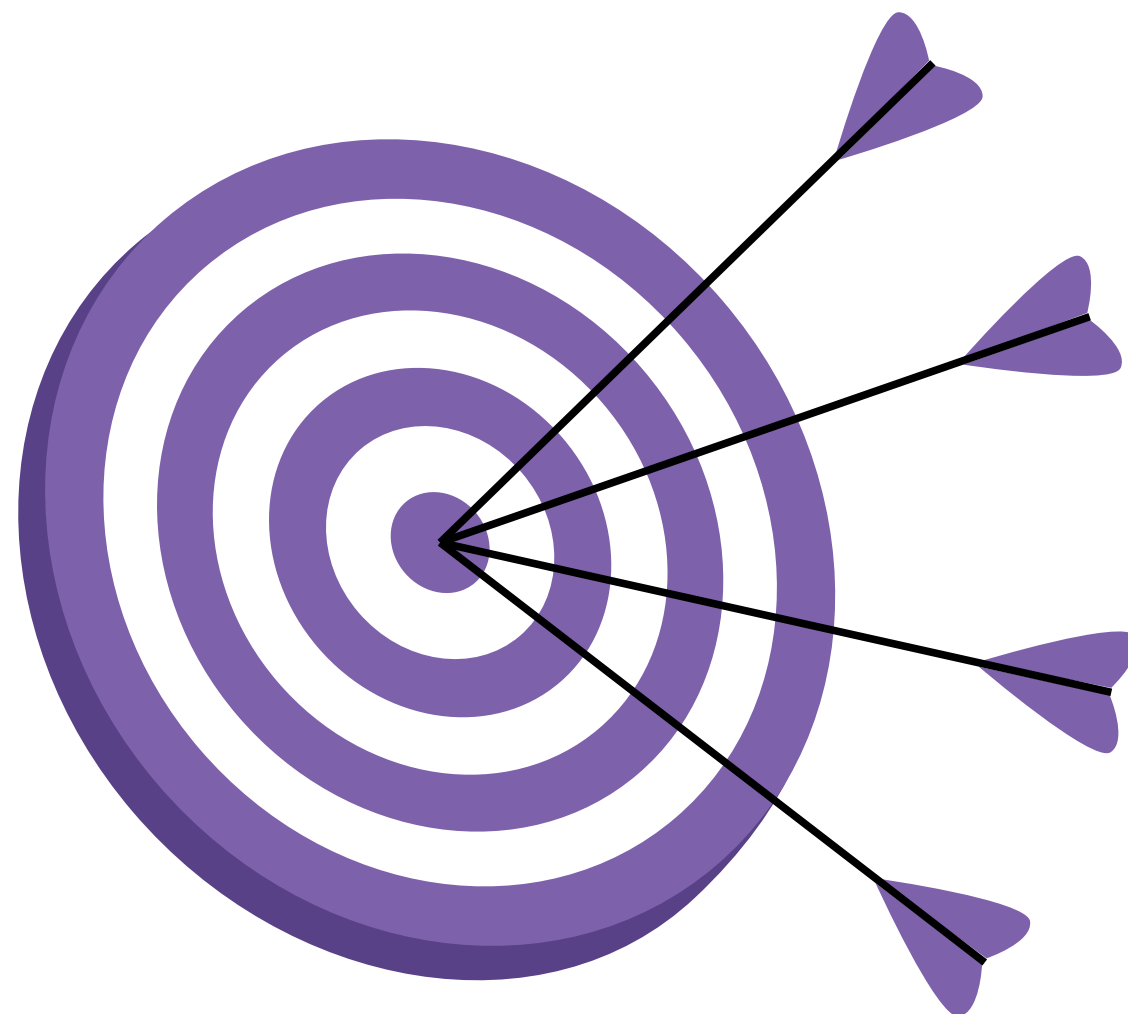
We aspire to create a connected ecosystem where businesses, athletes, gamers, entertainment creators, and storytellers thrive by leveraging creativity, expertise, and collaboration.



MISSION

Our mission is to empower individuals and Organizations across diverse industries by providing innovative, comprehensive, and Customized solutions.

Through excellence in service, strategic partnerships, and a commitment to continuous Innovation, we aim to be the trusted partner that drives success, unlocks new opportunities, and delivers exceptional results across sports, e- gaming, entertainment, cinematic and cartoon novels, and business development sectors.



OUR GOALS

PLAYEX'S FUTURE



Support Local Talent

Foster and promote local athletes, gamers, and entrepreneurs.



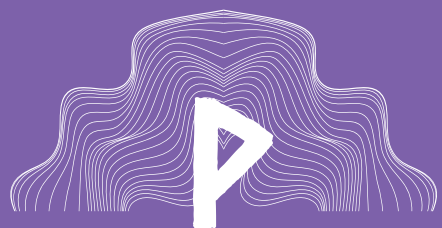
Embrace Cutting-Edge Technology

Continuously integrate new technologies to stay at the forefront of innovation.



Align with Vision 2030

Drive initiatives that contribute to Saudi Arabia's growth in entertainment, tech, and sports.



OUR GOALS

PLAYEX'S FUTURE



Lead Saudi E-Gaming and Sports

Become a top player In e-sports and sports activation, contributing to Vision 2030.



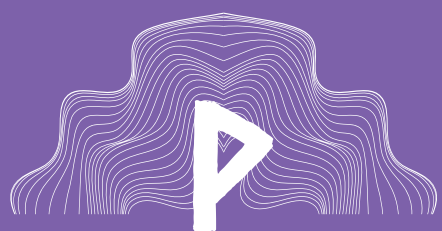
Expand Business Development

Grow by entering new markets and forming strategic partnerships.

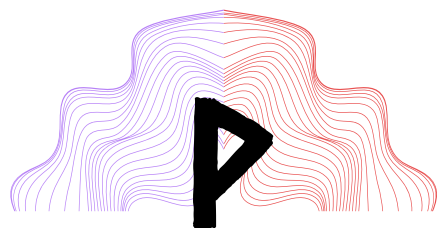
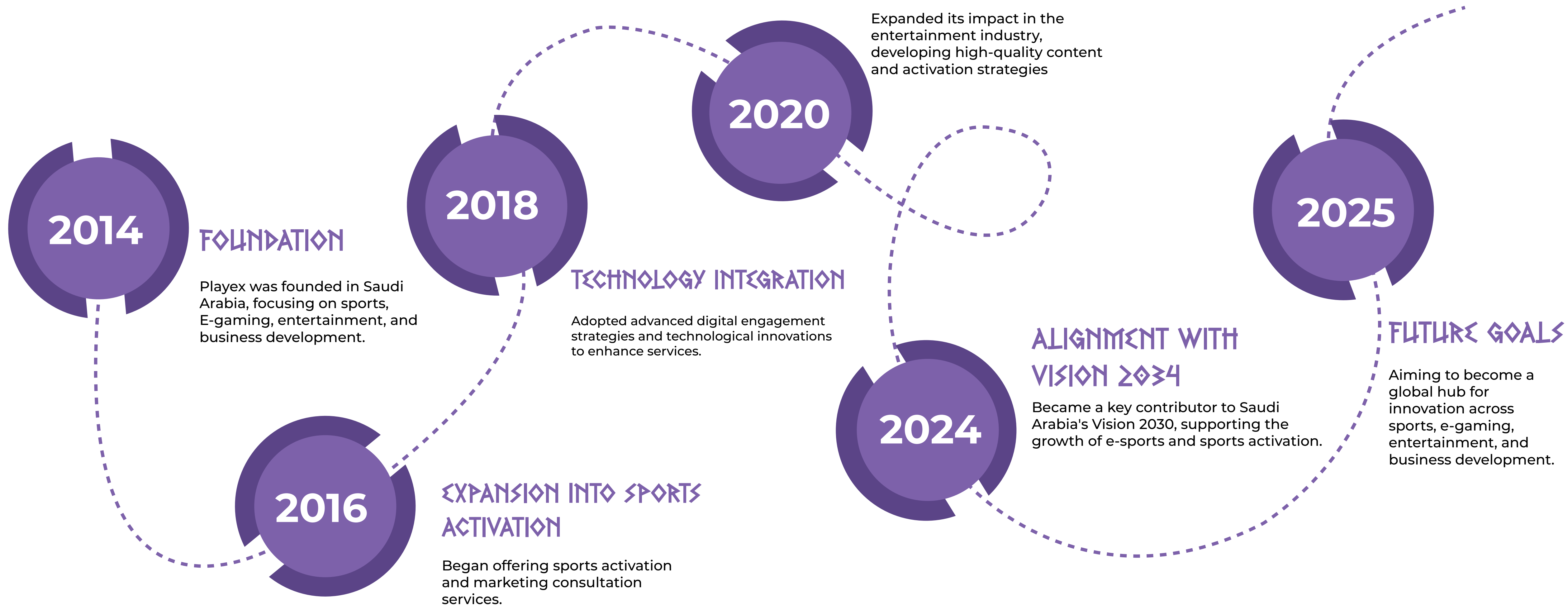


Create Engaging Content

Produce high-quality content that drives strong audience engagement and results.

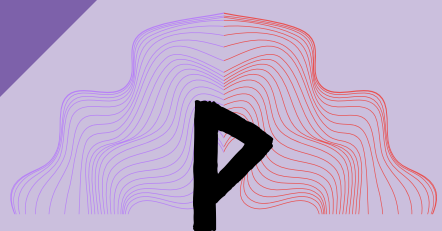


SUCCESS JOURNEY



PHYLOSOPHY

We're driven by innovation, Collaboration
and a passion for growth and meaningful change



PHYLOSOPHY

INNOVATION AS A CATALYST FOR CHANGE

We embrace creativity and forward-thinking as core drivers of progress. By constantly challenging the status quo, we aim to push boundaries and offer pioneering solutions that shape industries and create lasting impact.

COLLABORATION OVER COMPETITION

We believe in the power of collective effort. Whether it's working with clients, partners, or internal teams, collaboration fuels our success. Together, we can achieve more, solve complex challenges, and bring ideas to life in ways that stand out in the marketplace.

EXCELLENCE THROUGH CUSTOMIZATION

We are committed to delivering the highest standards of quality and performance. Excellence is not just a goal it's a mindset. From every project to every interaction, we strive to exceed expectations and deliver exceptional value.

EMPOWERMENT THROUGH CUSTOMIZATION

We recognize that each client, athlete, gamer, and entrepreneur is unique. Our approach is to listen, understand, and tailor our solutions to fit their specific needs, helping them unlock their full potential and achieve their goals.

INTEGRITY AND TRANSPARENCY

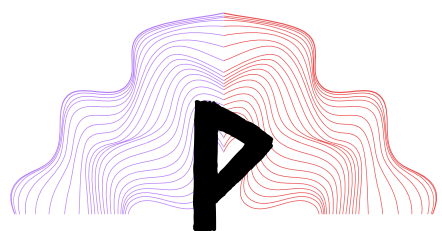
Honesty, trust, and accountability are the cornerstones of our relationships. We act with integrity in all that we do, ensuring transparent communication, ethical practices, and long-lasting trust with our clients and stakeholders.

SUSTAINABILITY FOR FUTURE GENERATIONS

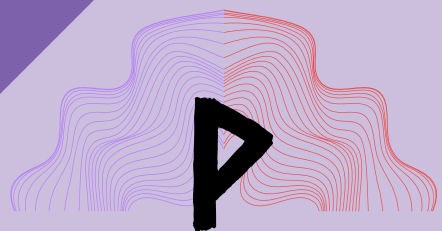
We are committed to integrating sustainable practices into our operations and solutions. By focusing on long-term value and positive impact, we aim to create a legacy that not only benefits our clients but also contributes to the well-being of the communities and the environment.

PASSION FOR GROWTH AND LEARNING

We are lifelong learners, constantly evolving and adapting to new trends, technologies, and challenges. Our passion for growth fuels our desire to empower our clients, partners, and teams to reach new heights in their respective fields.

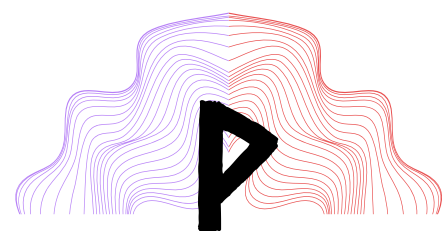


WHY SPORTS



SPORTS ARE THE FOCUS OF EVERYONES ATTENTION

The Kingdom's vision 2030 has drawn a bright future for Saudi sports, which through two main goals Achieving excellence In several sports regionally and globally Promote the practice of sports activities In the community In which we have made great strides as Saudis by increasing the number of sports federations to 92 and increasing the number of sports practitioners by 40%, and this only came with unprecedented support and great interest in reaching globalization through sports, where His Highness Prince Muhammad bin Salman, the Crown Prince, may God protect him, stated about the reality of Saudi sports and its future, saying: “We were able to raise the market value of the Saudi League to become the highest among the Arab leagues, and among the top 20 leagues In the world. We are also working with the same momentum on the rest of the federations”.



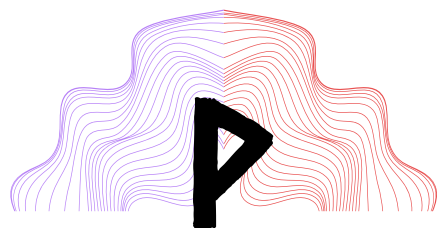
IMPORTANCE OF E-SPORTS



E-sports is one of the most important things happening globally. It's one of the most growing industries on the planet. It grows by 50% every year. The return of Public Investment Fund investment every year is from 15% to 25% profit. So it's really amazing, and we don't want to miss that. It's like beating Hollywood today. One of the streamers in esports has more than two billion views, more than the biggest Hollywood movie.

The National Gaming and Esports Strategy is driven by the creativity and energy of our citizens and gamers, who are at the heart of the strategy. We are delivering on the ambitions of the gaming community in Saudi Arabia and around the world, with an exciting new career, and unique entertainment opportunities, aiming to make Saudi Arabia the ultimate global hub for this sector by 2030.

**HRH MOHAMMED BIN SALMAN
CROWN PRINCE**



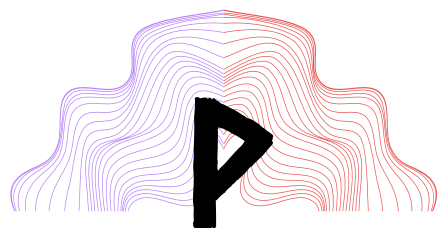
THE POWER OF SPORTS



Sport comes at the heart of the 2030 vision as one of its main pillars, So our wise leadership gives us unlimited support and continuous encouragement to continue to work on hosting the largest international sporting events here in the Kingdom.

The year 2019 was a clear message to the world that the Kingdom has become a leading destination in sports And as we welcome the whole world, we have ably succeeded in organizing more than 20 international sports events throughout the year between Individual and team sports, with the participation of the largest and most Important international Sports stars and in various cities of the Kingdom.

HRH PRINCE ABDULAZIZ BIN TURKI AL-FAISAL
SPORTS MINISTER



SPORTS RIGHT HOLDERS NEEDS



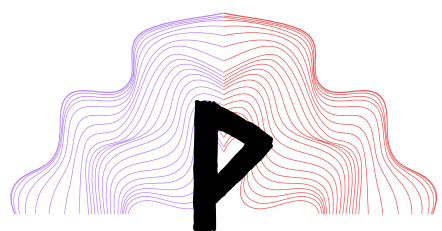
**BRANDING
GOALS**



**ATTRACTING
INVESTORS**



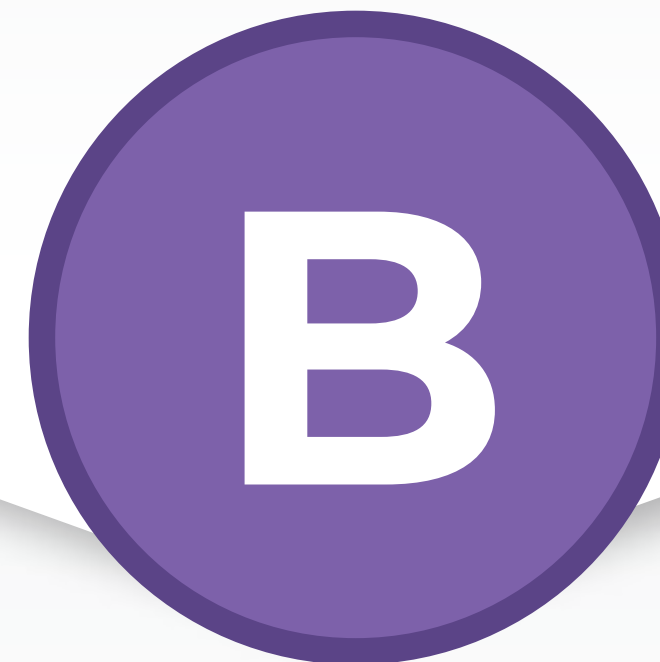
**INCREASING
REVENUE**



WHY COMPANIES NEED SPORTS?



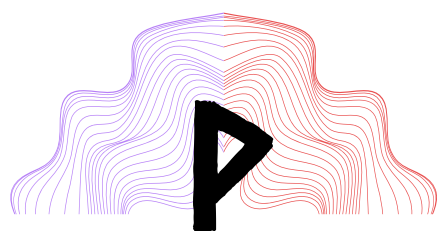
**BRANDING
GOALS**



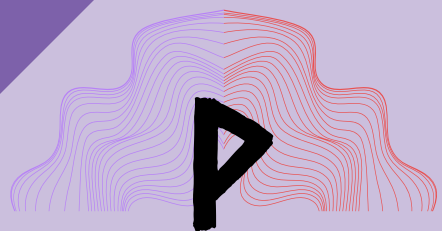
**CONSUMERS ATTRACTION &
ACQUISITION**

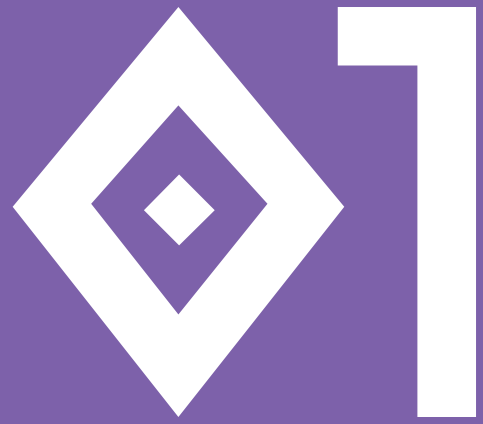


**CUSTOMER
RELATIONSHIP**



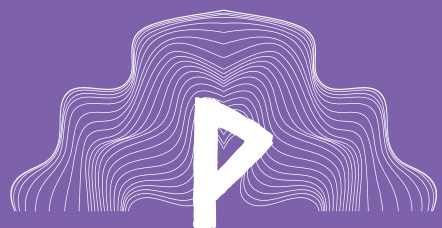
OUR SERVICES

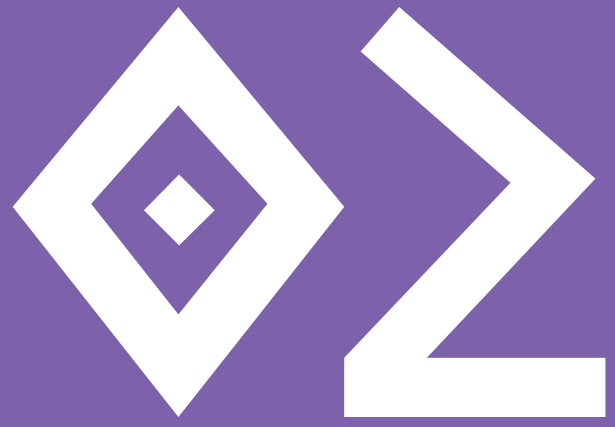




PARTNERSHIPS AND DEALS

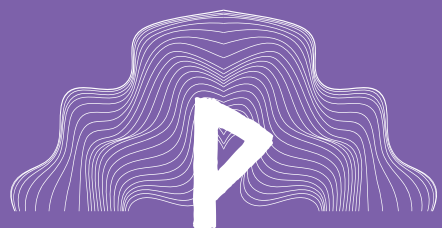
- Identifying and researching potential partners.
- Developing mutually beneficial partnership proposals.
- Negotiating terms and agreements for collaboration.
- Drafting and reviewing partnership contracts.
- Monitoring partnership performance and compliance.





EVENT MANAGEMENT

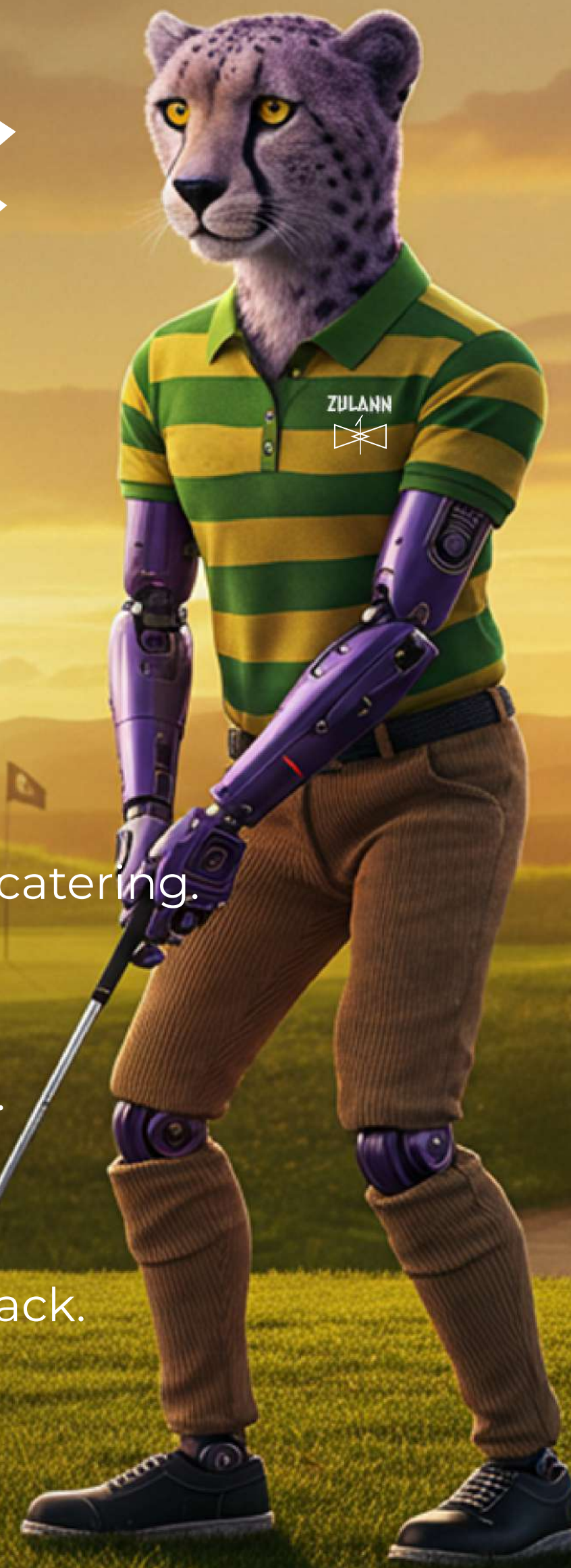
- Planning event logistics including venue selection and catering.
- Coordinating with vendors and service providers.
- Developing event marketing materials and promotions.
- Overseeing on-site event execution and management.
- Evaluating post-event success and consolidating feedback.





SPORTS FACILITIES MANAGEMENT

- Planning event logistics including venue selection and catering.
- Coordinating with vendors and service providers.
- Developing event marketing materials and promotions.
- Overseeing on-site event execution and management.
- Evaluating post-event success and consolidating feedback.

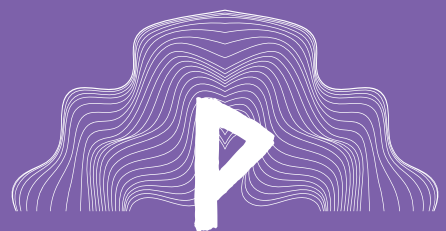


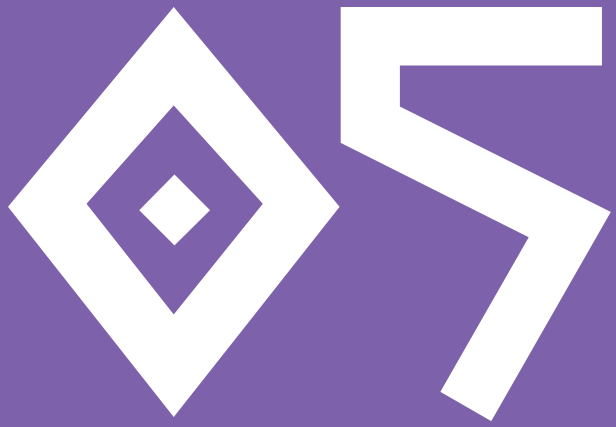
4



E-GAMING SERVICES

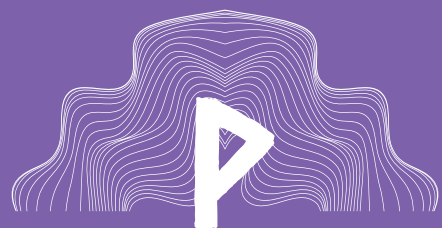
- Organizing online gaming tournaments and competitions.
- Providing technical support for gaming platforms.
- Developing and testing game updates and modifications.
- Creating engaging content for gaming communities.
- Analyzing player feedback and gaming trends for Improvement.

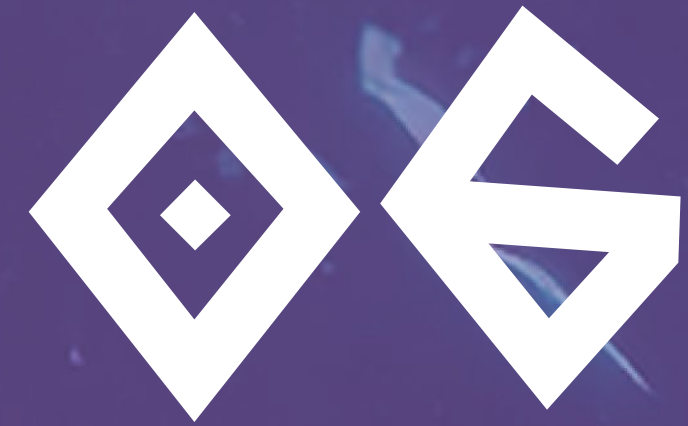




GAMES DESIGN AND CREATION

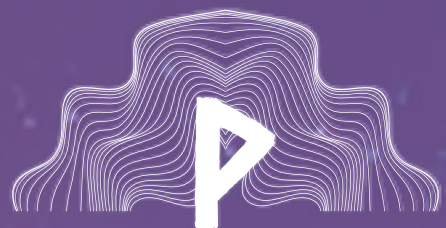
- Brainstorming and conceptualizing game ideas.
- Developing game mechanics and user experiences.
- Collaborating on artwork, characters, and storyline development.
- Testing game prototypes and gathering player feedback.
- Finalizing game releases and post-launch support.

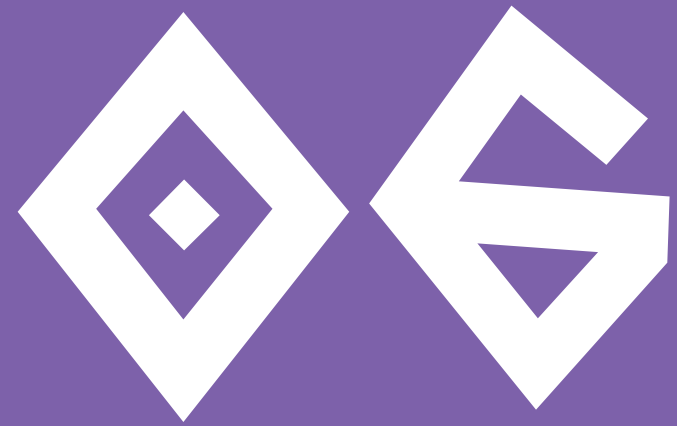




STALLIONS ESPORTS

We are excited to announce our sponsorship of
an amazing saudi leading e-gaming team!





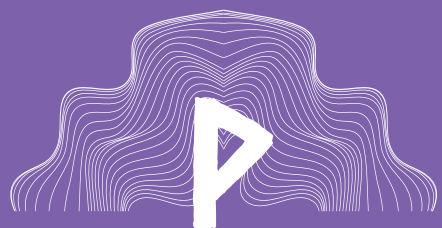
STALLIONS ESPORTS

CLUBS CROSS-GAME LEADERBOARD

	POINTS		TEAM	# RANK
Check Profile	91		Stallions 	#1
Check Profile	67		Team Falcons 	#2
Check Profile	67		Alqadsiah 	#3
Check Profile	65		Twisted Minds 	#4
Check Profile	62		Nobless 	#5

This partnership reflects our commitment to supporting the vibrant gaming community and tapping into the growing e-sports industry.

Our collaboration will include branding opportunities, promotional activities during live streams, and social media engagement. By sponsoring this talented team, we aim to connect with a dynamic audience, foster community spirit, and showcase our brand's dedication to innovation and entertainment in the gaming world. We look forward to the exciting journey ahead and celebrating our team's successes together!





ANIMATION FILM PRODUCTION

Here are Five Key Services Derived From
Animation Film Production





ANIMATION FILM PRODUCTION

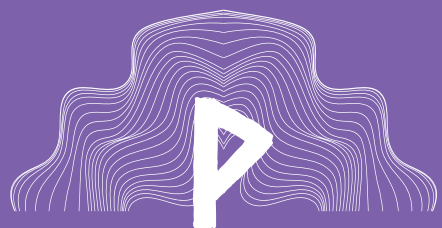
1. Storyboarding and Concept Development: Creating detailed storyboards and visual concepts that outline the narrative, character designs, and scenes, establishing the foundation for the entire film.

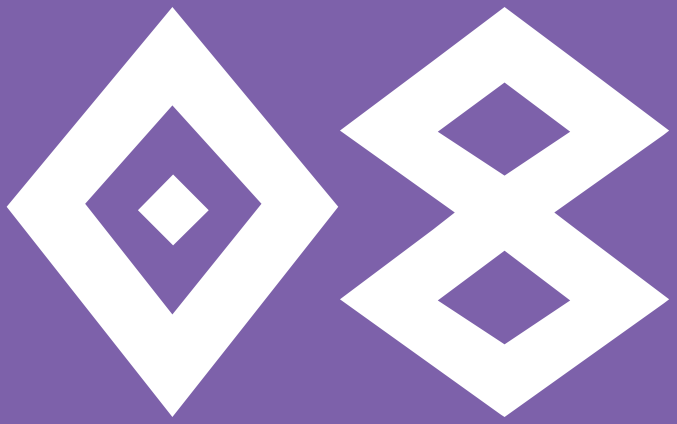
2. Character Design and Development: Designing unique and memorable characters, including their appearance, personality traits, and motions, ensuring they resonate with the audience.

3. 3D Modeling and Animation: Utilizing advanced software to build and animate three-dimensional characters and environments, bringing the story to life with dynamic visuals and fluid movements.

4. Voice Acting and Sound Design: Casting voice actors and creating soundscapes that enhance the emotional impact of the animation, including dialogue, sound effects, and background music.

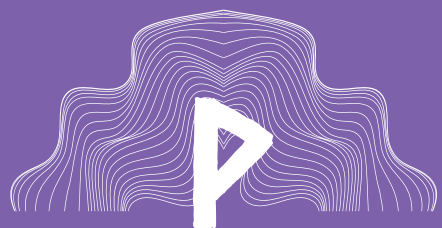
5. Post-Production and Visual Effects: Editing the animated film, applying visual effects, color correction, and final enhancements, ensuring a polished and engaging final product ready for distribution.



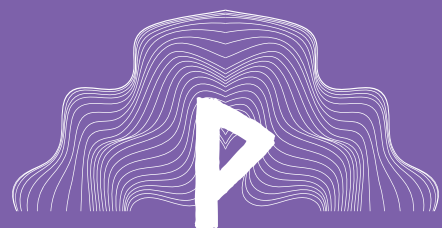


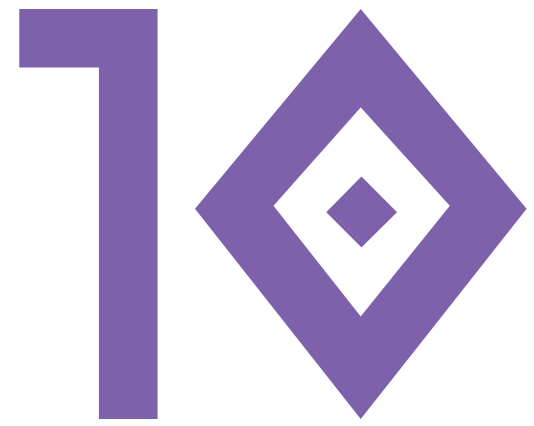
ARTIFICIAL INTELLIGENCE IN SPORTS INVESTMENT

1. Data Analysis and Insights
2. Predictive Modeling
3. Risk Assessment
4. Automated Trading Strategies
5. Fan Engagement and Market Trends.
6. Augmented Reality integration



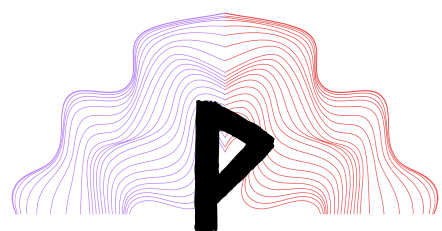
PRESS
CONFERENCE
BACKDROP





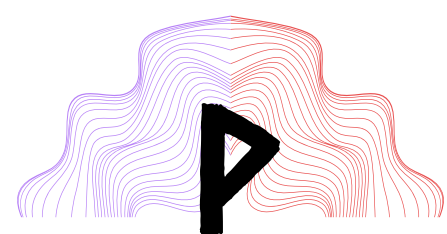
MIX AND FLASH ZONES

10% Logo Allocation



11

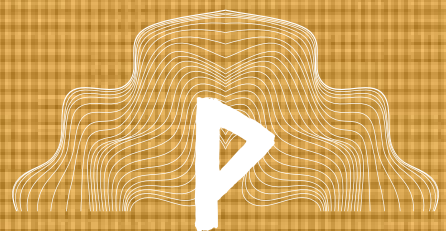
ADS ON TEAMS SHIRTS



12

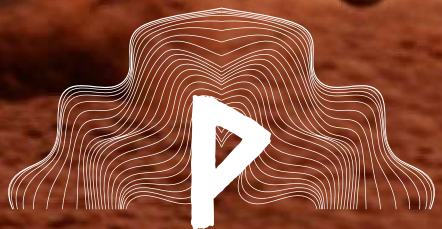
LED EXPOSURE

300' SEC PER MATCH



13

PRINTED BACKDROP

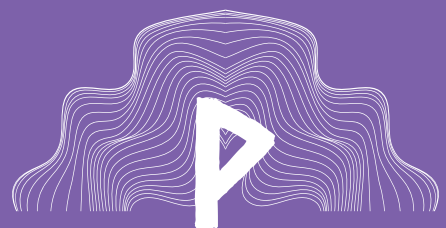
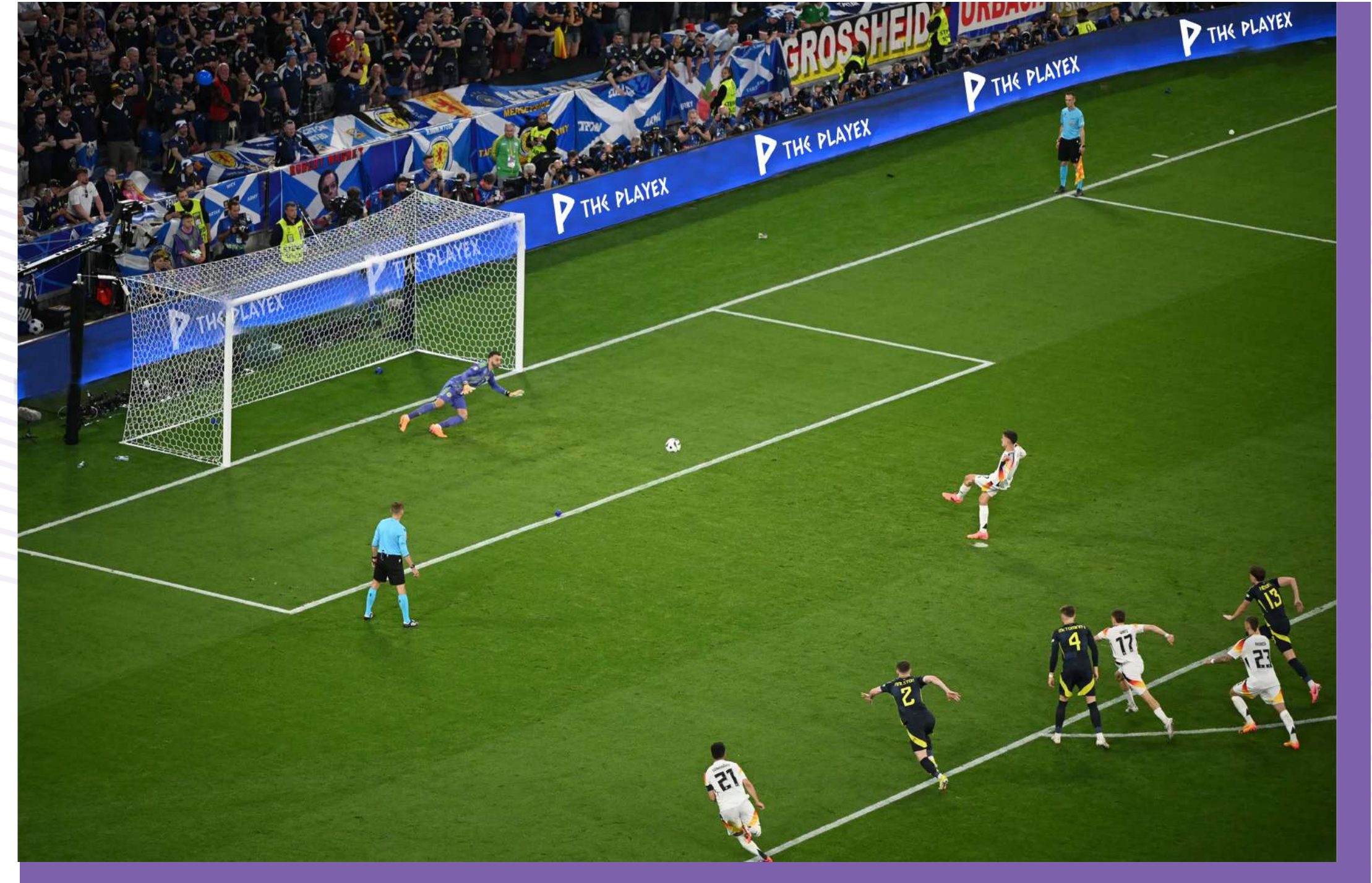


14

»» CARPET

NEXT TO GOAL NET
NEXT TO CORNER
POLE

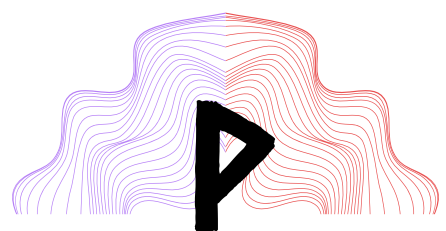
1 CARPET
Final Match Only
Production of Carpet and
Delivery to The Final
Match Stadium by Client



15

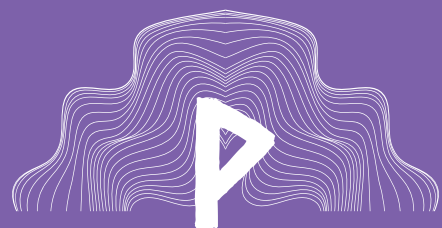
PRE-MATCH ARCHWAY

KING'S CUP MATCHES ALL MATCHES



16

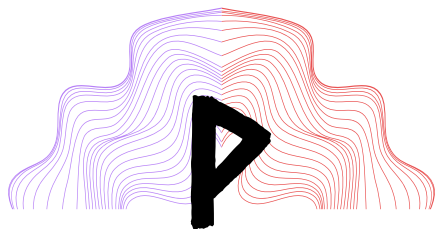
AWARD
CEREMONY
PODIUM



17 LOGO ON SCREEN



ELEMENTS	DESCRIPTION	FREQUENCY
logo next to score line	Logo Appearance	2 mins
Replay Swipe	Logo Appearance	2 mins
On Screen logo	Logo Appearance	2 mins
Screen Transition	Animation Video	2 mins
Strip ad	Logo \ Content	2 mins

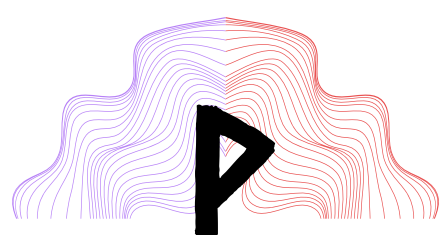


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IMAGERY AND VIDEO ARCHIVE

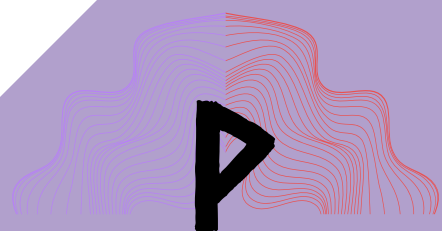
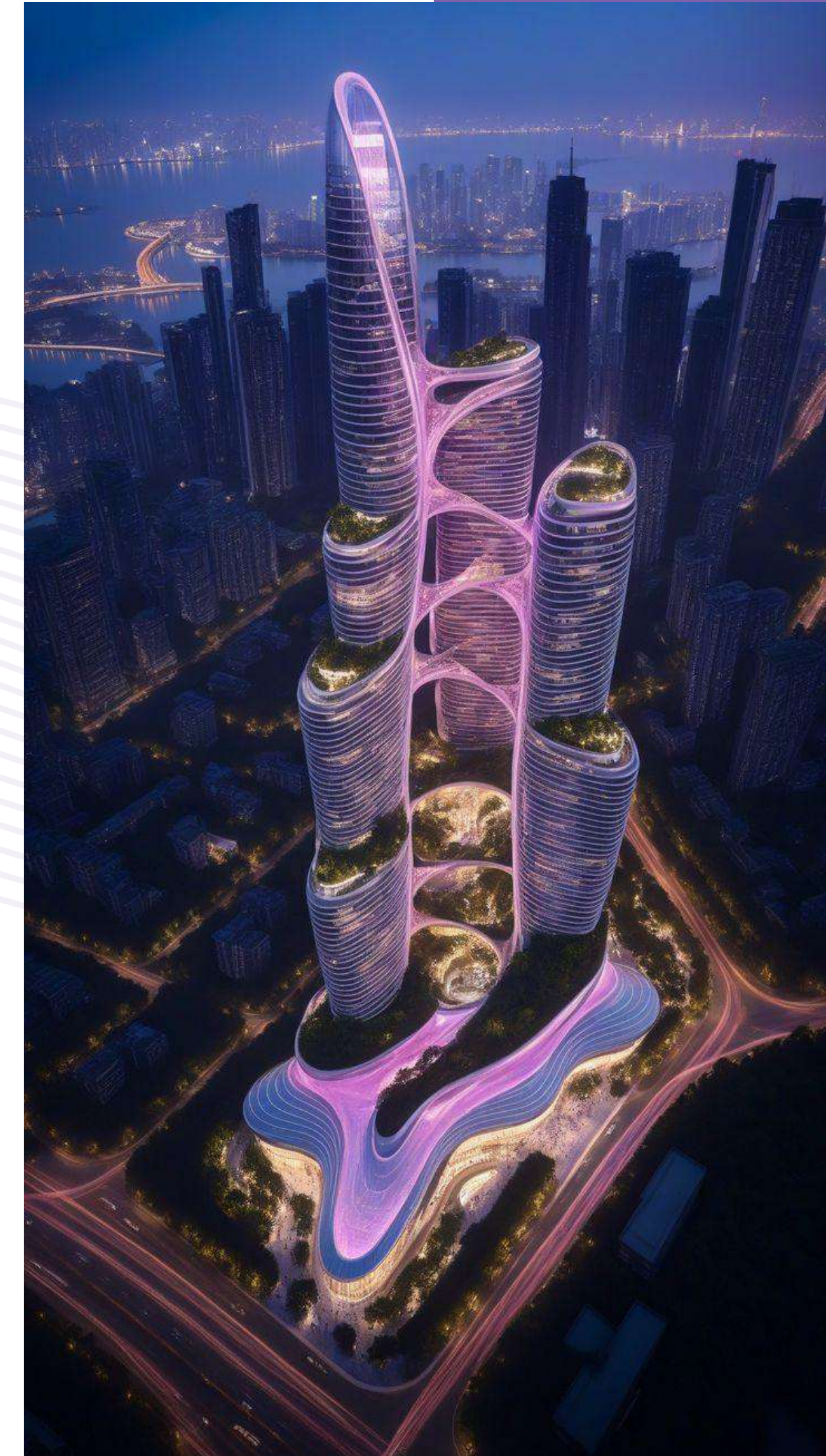
THE RIGHT TO USE
IMAGES AND VIDEOS
OWNED BY SAFF
FOR PROMOTIONAL
PURPOSES

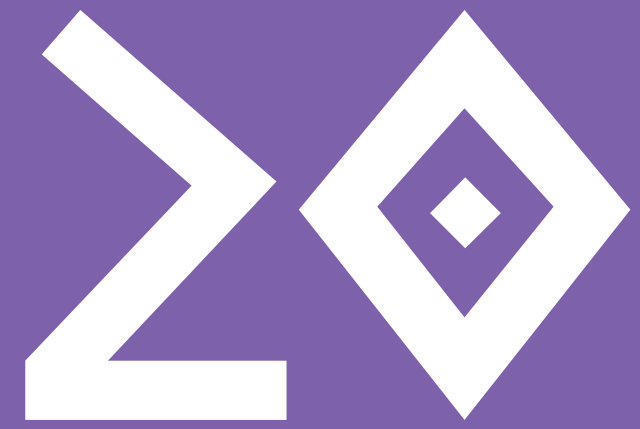


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ADVERTISING CONSULTATION

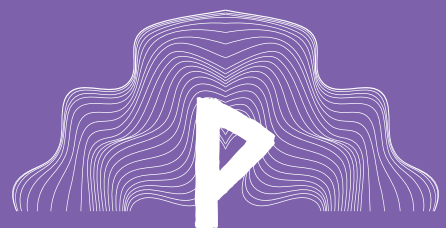
- Targeting and negotiations strategy
- Managing Sponsorship Projects.
- Monitoring & ROI Reports





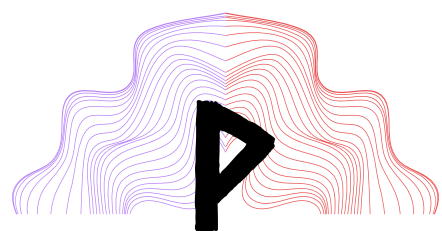
ADDITIONAL RIGHTS

Right to use logos for co-branded products and promotional campaigns Such as aé_ co-branded membership card and use of player images from training sessions inside the gyms as interior mood graphics - Right to create special edition gym-bags.



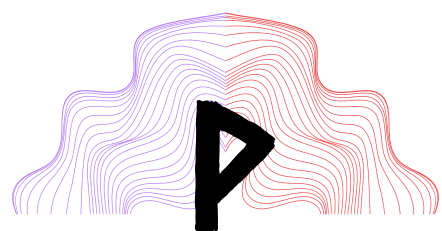
21

DESIGN AND EXECUTION OF EXHIBITION BOOTHS AND FOOD TRUCKS



22

SOCIAL MEDIA POSTS



ATHLETE AGENCY

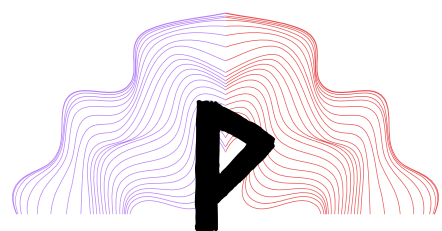
Athlete agents represent sports professionals, negotiating contracts and securing endorsements to maximize their client's earnings and career opportunities.

- Manages contract negotiations and legal agreements.
- Secures sponsorships and endorsement deals.
- Provides career guidance and marketing strategies.

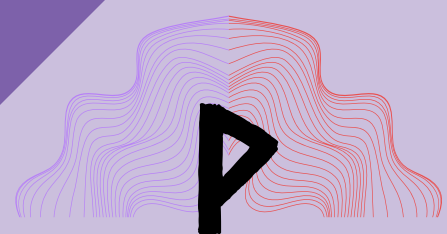
SPORTS WORKSHOP

Our company offers sports investment workshops, educating individuals on opportunities in the sports industry and providing expert strategies for effective investment decisions.

- Engages participants with practical insights on sports investments.
- Facilitates networking and collaboration among aspiring investors.
- Delivers expert instruction and personalized guidance in investment strategies.

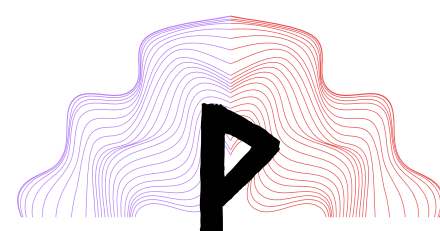


OUR PARTNERS





STALLIONS





PATHFINDER

PATHFINDER (VIPLISTA)

Ex Ordinario Ad Apicem - From Ordinary to top

For elite branding From Europe to UAE to KSA. Branding is the invisible force that turns a product into a presence. It shapes perception, builds trust, and evokes emotion—making people choose you even when others offer the same. Great branding isn't just what you say, it's what they remember and feel.

- The art and the psychology of logo, colors and the name
- Revolutionary branding and solutions designs
- Content and Company profile
- UI/UX design
- Creative materials and designs
- Branding consulting and strategy
- Redefine marketing with VIPLista the bespoke marketing services app



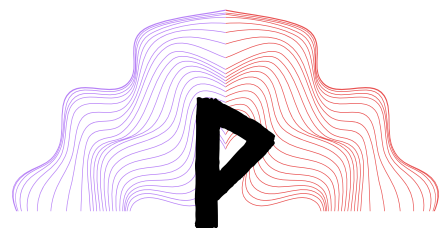


CHANGE THE GAME

Whether through video, social, gaming or events sport 360 is ready to tell sport's very best stories

We deliver award winning content which resonate with fans and places our clients ahead of their peers

- More than 13 million followers on social media
- Create social media content for sports and other fields
- Craft social media best strategy
- Website development
- Platform management
- Sports activities for companies in different fields
- Annual conference to gather the best events for sports and athletes





WHICH LEVEL ARE YOU ON