



PiXL.. Pitch Deck

Utility Token for ICO

The Tokenized Private Credit Investment Platform

The \$PXL utility token powers the PiXL ecosystem, offering tiered transaction discounts, staking rewards, governance rights, and a deflationary model designed to create long-term value. The upcoming ICO in Q3 2025 presents an exclusive opportunity for early investors to participate in this high-growth sector



Confidentiality and Disclaimer

GLOBAL INVESTMENT NOTICE

This presentation and the information contained herein is being furnished to you on a confidential basis in connection with your consideration and evaluation of a potential investment in PiXL and PiXL property (collectively, the "Company"). The information communicated via this presentation (or any supplements, videos, or attachments hereto) is proprietary and confidential to the Company and intended for the exclusive use of the recipient. If you are not the intended recipient of this document (or a person responsible for delivering such document to the intended recipient), you are hereby notified that any disclosure, copying, distribution, or reliance on the contents of this document is strictly prohibited. If you have received this document in error or are not the named addressee, please notify the Company immediately and destroy this document. This presentation is the sole property of the Company and may not be copied, shared, or used without its express written consent.

The information contained herein has been prepared solely for informational purposes. This document provides details about potential investment opportunities, which are not intended for or available to certain investors in specific jurisdictions. These investment opportunities have not been registered with the United States Securities and Exchange Commission ("SEC"), the United Kingdom's Financial Conduct Authority ("FCA"), the European Securities and Markets Authority ("ESMA"), or any other state, federal, or national securities commission or agency. Such investment opportunities are available only to certain "accredited investors" under US securities law, "professional clients" or "eligible counterparties" under the Markets in Financial Instruments Directive II ("MiFID II") in the EU and UK, and similar qualifying investor categories in other applicable jurisdictions. This presentation does not constitute an offer or a solicitation to buy or sell any security. Any offer or solicitation will be made solely by delivery of a definitive investment agreement and/or other confidential offering documents provided directly by the Company.

Prospective investors from the United States, United Kingdom, European Union, and other regions should be aware of the legal requirements, tax consequences, and foreign exchange regulations applicable to their citizenship, residence, or business operations regarding the acquisition, holding, or disposal of interests. It is the investor's responsibility to understand and comply with all applicable laws and regulations. Investors should make decisions only after reviewing the definitive investment agreements and offering materials provided by the Company, conducting thorough due diligence, and consulting their legal, accounting, and tax advisors to form an independent judgment regarding the suitability of this investment.

The information provided in this document is for informational purposes only and is based on data from the Company and third-party sources that the Company believes to be reliable. However, the Company, its representatives, and its advisors have not independently verified the facts, assumptions, or estimates presented herein. Consequently, NO WARRANTY OR REPRESENTATION, WHETHER EXPRESSED OR IMPLIED, IS MADE, and NO RELIANCE SHOULD BE PLACED on the accuracy, completeness, or correctness of the information and opinions contained herein.

The opinions, forecasts, and projections in this document reflect the Company's current judgment but are subject to change without notice. External parties, including placement agents, independent auditors, legal counsel, or advisors, have not reviewed, compiled, or expressed any opinion or provided assurances regarding the assumptions or projections stated in this document.

Investment results are inherently subject to risks and may fluctuate substantially over time. INVESTORS MAY EXPERIENCE SIGNIFICANT LOSSES, INCLUDING THE TOTAL LOSS OF THEIR INVESTMENT. Past performance does not guarantee or indicate future results. Prospective investors should evaluate all risks outlined in the confidential offering materials and consult with their financial, legal, and tax advisors before making any investment decisions.

This presentation is directed exclusively at persons who are: in the United Kingdom, investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 or high-net-worth entities and other persons to whom it may lawfully be communicated; in the European Union, professional clients or eligible counterparties as defined under MiFID II; and in the United States, accredited investors as defined under Rule 501(a) of Regulation D of the US Securities Act of 1933. AN INVESTMENT IN THESE SECURITIES IS SPECULATIVE, ILLIQUID, AND INVOLVES A HIGH DEGREE OF RISK. Such investments are suitable only for persons who can bear the financial risks of losing their entire investment.

Certain statements contained in this presentation may constitute "forward-looking statements" within the meaning of applicable securities laws, including the US Private Securities Litigation Reform Act of 1995. Forward-looking statements typically use terms such as "anticipate," "believe," "expect," "intend," "plan," "may," "will," "should," "would," and similar expressions. These statements are based on the Company's current expectations, projections, and assumptions but are subject to various risks and uncertainties that could cause actual results to differ materially.

These risks, uncertainties, and other factors include, among other things, CHANGES IN INTEREST RATES AND CURRENCY FLUCTUATIONS (IMPACTING GLOBAL AND REGIONAL INVESTMENTS), RISKS OF DEFAULT AND CONCENTRATION OF DEBTS OR ASSETS, LOSS OF DISTRIBUTION OR STRATEGIC PARTNERS, INSUFFICIENT ASSETS TO SUPPORT PROJECTED RETURNS, ECONOMIC DOWNTURNS IN GLOBAL, REGIONAL (UK, EU, US), AND EMERGING MARKETS, COMPETITIVE PRESSURES IN REAL ESTATE DEBT AND BLOCKCHAIN MARKETS, CHANGES IN GOVERNMENTAL REGULATIONS (INCLUDING UK FCA, EU ESMA, AND US SEC POLICIES), FAILURES IN INTERNAL CONTROLS OR CYBER-SECURITY INCIDENTS, DISRUPTIONS IN BUSINESS OPERATIONS, INABILITY TO SECURE ADDITIONAL FINANCING OR CAPITAL, IMPACT OF DISRUPTIVE GLOBAL EVENTS (INCLUDING PANDEMICS, CONFLICTS, OR GEOPOLITICAL INSTABILITY), DILUTION OF SHAREHOLDER VALUE DUE TO MERGERS, ACQUISITIONS, OR RESTRUCTURING, CHALLENGES IN RETAINING KEY PERSONNEL, FAILURES IN CRITICAL TECHNOLOGY SYSTEMS (INCLUDING BLOCKCHAIN INFRASTRUCTURE), AND RISKS FROM TECHNOLOGICAL ADVANCEMENTS AND RAPID MARKET CHANGES.

The occurrence of any of these risks could materially and adversely affect the Company's operations, financial performance, and investor returns.

The information in this presentation is qualified in its entirety by the definitive investment agreement and other confidential offering documents provided by the Company. INVESTORS MUST CAREFULLY REVIEW THESE MATERIALS, INCLUDING THE DETAILED RISK FACTORS, BEFORE MAKING ANY INVESTMENT DECISION.

The securities referenced herein have NOT BEEN REGISTERED under US federal or state laws, UK FSMA regulations, or EU securities laws and may not be offered, sold, or transferred except in compliance with applicable laws and regulations.

The Company DISCLAIMS ANY OBLIGATION to supplement, update, or revise this presentation or any forward-looking statements contained herein, whether as a result of new information, future events, or otherwise.

Management of PiXL is available to answer any questions regarding the Company's business model, investment opportunities, and potential risks outlined herein.

PiXL is not a bank, licensed financial institution, investment firm, or regulated entity in any jurisdiction. PiXL does not offer or provide any banking, securities, investment, or financial advisory services, and no part of the platform should be construed as such. All activity on the PiXL platform is limited to the facilitation of digital asset utility and tokenized engagement via blockchain-based technology.

PiXL does not accept or process any form of fiat currency (such as GBP, USD, EUR). All payments made to access services on the PiXL platform must be made in accepted cryptocurrencies, and users are solely responsible for ensuring the legality and compliance of their activities based on their local laws and jurisdictions.


Where fiat-to-crypto on-ramping is presented via third-party providers such as Transak, PiXL acts purely as a technology integrator. PiXL is not a party to any fiat-to-crypto transaction. The Transak widget is provided for user convenience and is governed solely by Transak's terms of service, regulatory obligations, and licensing. PiXL does not handle, custody, convert, or intermediate any fiat funds at any stage of the transaction.

Users are strongly advised to seek independent legal and financial advice to ensure compliance with their local laws before interacting with the PiXL platform or any third-party services made available through it.

Any statements/documentation/materials/diagrams/information regarding business processes, the PiXL Platform, the products of PiXL, or strategies provided by PiXL may be speculative and reflect potential future ideas for the business. They are not guaranteed to be implemented and will not be pursued without the necessary regulatory approvals and legal advice. Additionally, PiXL reserves the right to adjust or change these ideas based on shifts in business strategy or other factors. As such, there is no assurance that these future business ideas will be realized or executed.

Executive Summary

PiXL: Revolutionizing Private Credit Investment with Blockchain




Revolutionizing Private Credit Investment

PiXL is redefining Private Credit investment through blockchain technology, making it more accessible, liquid, and efficient. The \$PXL utility token is central to this vision, fueling transactions, governance, and platform incentives



\$PXL: The Core of a Thriving Ecosystem

\$PXL is more than just a token; it's a utility-driven asset that powers engagement, investment, and liquidity within the PiXL platform. Designed for staking, fee reductions, governance, and a buy-back burn model, it creates long-term value for holders




Upcoming ICO -Unique Investment Opportunity

The \$PXL token sale launches on June 1, 2025, presenting a high-growth opportunity for early investors. With a fixed supply of 1 billion tokens and tiered access to staking rewards, governance rights, and premium investment deals, \$PXL is structured to scale with ecosystem adoption




Strong Market Potential & Growth Strategy

The tokenized asset market is projected to exceed \$10 trillion, driven by demand for fractional ownership and blockchain-based investment models. PiXL is positioned at the forefront, with a \$200M+ development finance pipeline, strategic partners, & a structured tokenomics model



Deflationary & Rewarding Token Model

\$PXL integrates staking incentives, governance participation, and a sustainable buy-back & burn mechanism, ensuring scarcity while rewarding long-term holders. As platform adoption grows, so does \$PXL demand and value



Join the Future of Debt Investment

With a clear roadmap, strong partnerships, and a robust tokenomics model, PiXL presents an attractive opportunity for VCs, early adopters, & institutional investors. Now is the time to be part of a transformative ecosystem that bridges blockchain with real-world assets

Problem Statement and Solution

PiXL redefines private credit investing by leveraging blockchain to fractionalize private credit, development finance ownership and streamline transactions

How PiXL Solves These Issues

Powered by the \$PXL Utility Token



Fractional Ownership

Tokenization allows investors to buy and sell smaller shares of development finance investment opportunities, lowering entry barriers



Enhanced Liquidity

Tokens enable faster transactions, allowing users to trade private credit assets with greater flexibility



Global Accessibility

Blockchain-powered investment removes geographic limitations, enabling borderless token ownership



Transparent & Secure

Smart contracts automate processes, ensuring trustless transactions, verifiable ownership, and transparent investment structures



Staking & Rewards

Hold \$PXL to earn staking rewards and unlock premium development finance investment opportunities



Governance Rights

Participate in key platform decisions, influencing investment strategies and ecosystem upgrades



Transaction Fee Discounts

Enjoy tiered fee reductions, with greater savings for long-term holders and high-volume investors



Deflationary Model

Buy-back and burn mechanisms reduce supply, ensuring token scarcity and long-term value growth

Company Overview

A blockchain-powered private credit investment platform launching \$PXL to fuel growth and liquidity



Introduction

PiXL is a blockchain-powered investment platform transforming private credit & debt investment through tokenization. \$PXL token is designed to fuel growth, providing liquidity, rewards, and exclusive investment opportunities. Secure & scalable infrastructure enables access to global private equity markets



Mission

To revolutionize development finance investment by integrating blockchain technology and \$PXL utility. By offering transparent and incentivized investment opportunities, we remove barriers to entry, democratizing access to institutional-grade Development Finance assets



Vision

To establish \$PXL as the backbone of the PiXL ecosystem, driving liquidity, governance, and rewards within the private credit investment market. Our goal is to create a sustainable, high-yield investment ecosystem powered by tokenized assets and decentralized finance



Project Concept

Fuelling the PiXL Ecosystem with \$PXL – A Utility Token for Growth and Liquidity

Build Token-Powered Ecosystem



Develop a blockchain-driven ecosystem where \$PXL enhances engagement, liquidity, and investment accessibility

Launch the \$PXL ICO



Execute a structured token launch to provide liquidity, incentivize adoption, and fund platform expansion

Integrate Web3 Wallets



Enable seamless \$PXL transactions through MetaMask, Coinbase, and other leading wallets for easy participation

Expand Staking & Rewards



Introduce staking mechanisms where \$PXL holders earn rewards, gain early access to investments, and reduce transaction fees

Activate Secondary Market for \$PXL



Develop a marketplace where users can trade, stake, and utilize \$PXL for governance, rewards, and investment incentives

Define DeFi Roadmap



Outline future DeFi integrations, including yield farming, lending, and liquidity pools to enhance \$PXL's utility and long-term value.

The Token That is Powering the
Next Era of Blockchain-Driven
Debt Investment

PiXL is revolutionizing private credit through \$PXL, a utility token designed to drive platform liquidity, governance, and investor rewards. The ICO will accelerate platform adoption, offering early investors a unique opportunity to participate in a thriving tokenized private credit ecosystem

Why Now? The Perfect Time to Invest in PiXL

The tokenization of real-world assets is accelerating—PiXL is strategically positioned to capitalize on this trillion-dollar shift

Tokenized RWAs are Booming



- The market for tokenized RWAs is huge, driven by institutional and retail adoption
- Blockchain-powered RWA investments are gaining mainstream acceptance as regulations evolve

\$200M Secured Investment Pipeline



- Development Finance opportunities are lined up for tokenization, giving \$PXL a strong advantage over speculative projects
- Institutional and retail investors are actively seeking blockchain-powered private credit solutions

Demand for Alternative Investments



- Traditional private credit and development finance is slow, illiquid, and capital-intensive—tokenization solves these challenges
- Investors are looking for high-yield RWA opportunities to hedge against market volatility

1st Mover Advantage in \$tr Market



- The opportunity to capture market share is NOW—before private credit tokenization becomes mainstream
- \$PXL leads the competition by merging blockchain, private credit, and a seamless investment experience

Reg & Tech Alignment



- Blockchain-based transactions provide security, transparency, and cost efficiency
- Compliance-ready with KYC/AML (Sumsb) and smart contract audits

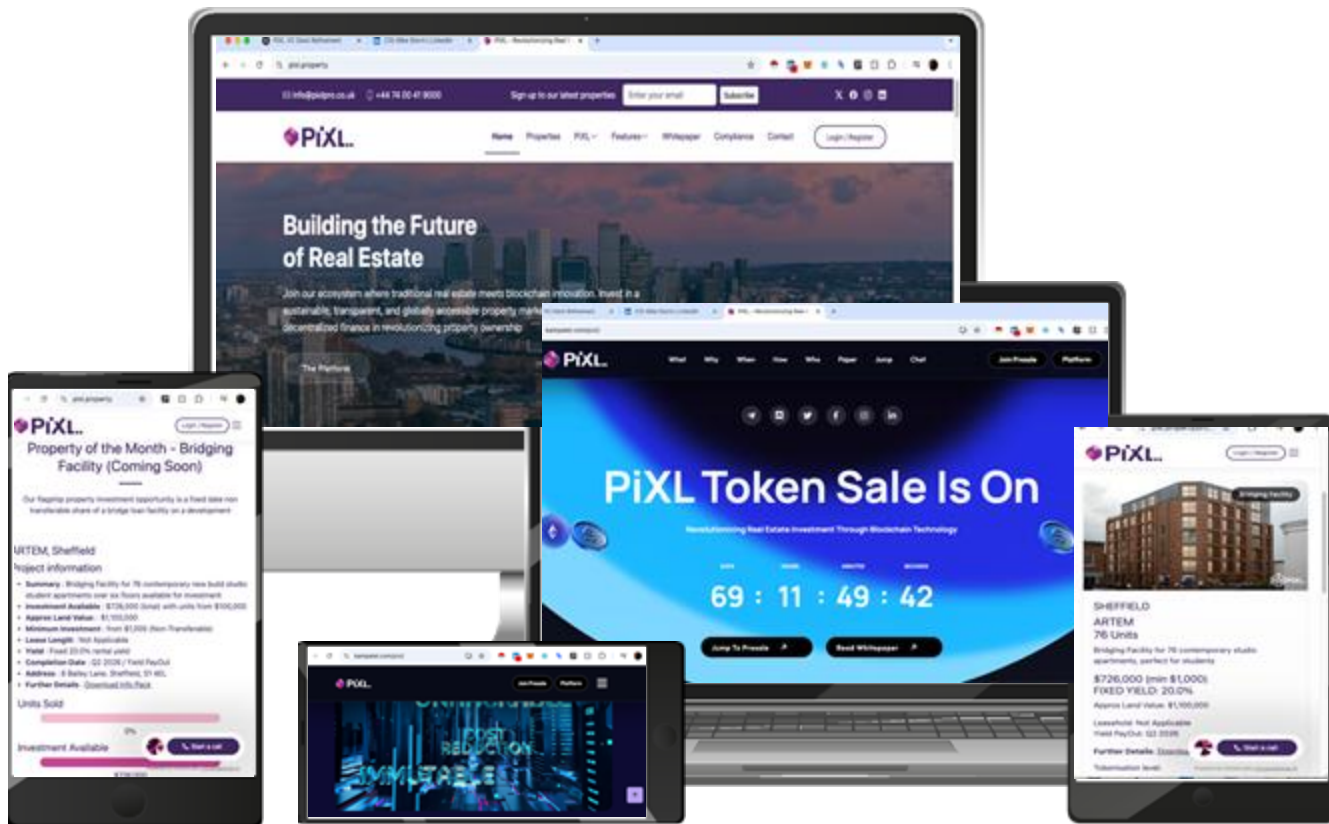
Institutional Capital in the Space



- Institutional investors, family offices, and funds are allocating capital to blockchain-based private credit/development finance
- \$PXL is positioned to attract liquidity, ensuring strong demand and sustainable market growth

PiXL: Seamless & Secure Investing

Powering the \$PXL Token Sale and Private Credit Tokenization



Key Features

And Enhancements

Responsive & Accessible

- o Fully optimized for desktop, tablet, and mobile devices
- o Ensuring a seamless user experience across all platforms for both investors and token holders

Secure & Scalable Infrastructure

- o Built on blockchain for transparent, immutable transactions
- o Enables secure tokenization and ensures protection for ICO participants

User-Centric Interface

- o Simple, intuitive design for easy Development finance investment and \$PXL token management
- o Dark mode & personalization features to enhance the investor experience

Real-Time Market Insights

- o Real-Time Market Insights
- o Live \$PXL token sale countdown & investment availability updates
- o Integrated development finance listings with instant transaction capabilities, driving token utility

Product Positioning For The Platform

Defining PiXL's Unique Value Proposition in the Private Credit Investment Landscape



Retail Investors (20%)

- Targeting Web2 and Web3 investors seeking high APY returns
- Offering fractional ownership and diversified private credit exposure



Institutional Investors (50%)

- Family offices, hedge funds, mezzanine finance, Junior & Senior equity looking for alternative investment vehicles
- Seeking investment opportunities within web3



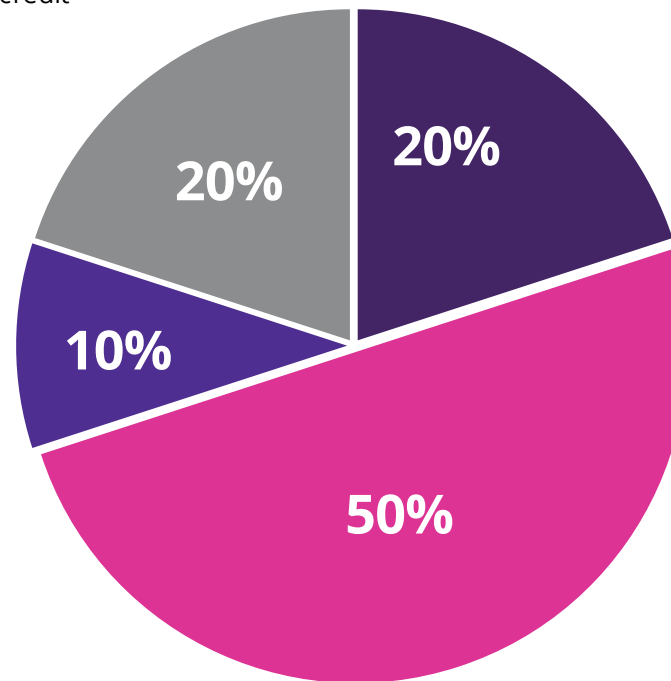
Tech-Savvy Investors (10%)

- Crypto-native users interested in blockchain-powered private credit investments
- Engaging through DeFi integrations, staking, and governance models



Real Estate Developers (20%)

- Builders and property developers leveraging tokenized finance for liquidity
- Utilizing blockchain to access alternative funding sources



Key Differentiators

- **Accessible & Inclusive** – Democratizing debt investments for both retail and institutional investors
- **Blockchain-Powered Security** – Utilizing Polygon (or Plume) for transparent
- **High-Yield Opportunities** – Unlocking APY-driven investment models traditionally unavailable in Web2 markets
- **End-to-End Ecosystem** – PiXL provides a full-cycle investment platform, from asset tokenization to secondary market liquidity
- **Compliance** – Built with compliance in mind by incorporating AML & KYC
- **Seamless Investor Experience** – Combining intuitive UX, automated smart contracts, and diversified investment options for all users

\$PXL Utility Token – Powering PiXL Ecosystem

Incentivizing Participation, Enhancing Liquidity, and Driving Long-Term Growth

Summary

\$PXL is the core utility token fuelling the PiXL ecosystem, streamlining transactions, enhancing liquidity, and incentivizing user engagement. Built for long-term sustainability, \$PXL rewards holders through staking, governance rights, transaction discounts, and a deflationary buy-back model.

Token Name: PiXL (\$PXL)

Total Supply: 1,000,000,000 \$PXL

ICO Launch Date: July 2025

Accepted Currencies: USDT, USDC

Initial Token Price: \$0.01 per \$PXL

Vesting Schedule:

- **Public Sale:** 30% unlock, 1 month cliff, 3 months vesting
- **Private Sale:** 20% unlock, 1 month cliff, 6 months vesting
- **Team & Advisors:** 0% unlock, 12-month cliff 24-month vesting

Key \$PXL Token Functions

- **Medium of Exchange:** \$PXL facilitates seamless transactions for tokenized private credit investments and platform utilities.
- **Staking & Yield Generation:** Stake \$PXL to earn APYs, gain exclusive access to premium investments, and unlock platform benefits.
- **Governance Rights** – Token holders participate in decision-making, influencing fee structures, new asset listings, and future protocol upgrades
- **Deflationary Buy-Back & Burn:** A share of platform revenue is allocated to periodic buy-backs, permanently reducing supply and strengthening token value.
- **Liquidity & Incentives** – \$PXL is strategically integrated into the ecosystem to incentivize adoption, with rewards for referrals, ambassador programs, and community engagement
- **Tiered Transaction Fee Discounts** – Holding \$PXL grants users reduced transaction fees, with higher discounts for long-term holders and large-volume investors

Why Invest in PXL Utility Token?

PiXL combines blockchain, private credit, & DeFi to create a next-generation investment platform-positioned for explosive growth



Aggressive Market Expansion

PiXL is deploying major marketing campaigns, partnering with Key Opinion Leaders (KOLs), and securing strategic alliances to drive adoption and onboard both retail & institutional investors



Real Utility & Adoption

Unlike speculative tokens, \$PXL is actively used within the platform for staking, governance, and transaction discounts, providing tangible benefits for investors and developers

Booming RWA Narrative

Tokenization of Real-World Assets (RWA) is one of blockchain's fastest-growing trends, with surging demand from institutional and retail investors for real world asset investments



Sustainable Tokenomics

PiXL is self-funded, eliminating reliance on external VC capital. This prevents early sell-offs, ensures a controlled token emission model, and supports long-term price stability



Staking & Long-Term Value

Holders can stake \$PXL to earn passive rewards, gain governance rights, and access exclusive investment deals, creating sustained demand and increasing token value over time

\$PXL Token Utility & Incentives

Designed to Drive Engagement, Liquidity, and Long-Term Value

Tiered Transaction Fee Discounts

\$PXL holders receive benefits and tiered transaction fee reductions when investing in tokenized private credit investment opportunities. The updated benefits are:

- Bronze – 10,000 \$PXL: Basic fee reductions and governance access
- Silver – 25,000 \$PXL: Enhanced APY and access to private listings
- Gold – 50,000 \$PXL: Premium features, staking boosts, and fee discounts
- Platinum – 100,000 \$PXL: VIP access to new deals and major fee reductions
- Diamond – 250,000 \$PXL: Zero secondary market fees and exclusive investments

Staking & Yield Rewards

Users can directly stake \$PXL to earn passive rewards. Staking provides:

- Competitive APYs based on lock-up periods (3, 6, 12 months)
- Bonus rewards for early supporters and high-tier stakers
- Exclusive access to high-value private credit investment opportunities

Exclusive Investment Access

Priority access to premium development finance deals before public listings:

Tiered benefits for early investors and top stakers

Private sales, discounted access, and exclusive rounds for Diamond holders

Buy-Back & Burn Mechanism

- 25% of platform transaction fees are burned permanently
- The more the platform is used, the fewer \$PXL tokens remain in circulation
- Revenues reinvested into platform development, staking rewards, and liquidity pools
- Deflationary design to boost long-term token value for holders

Governance & Voting Rights

\$PXL holders gain governance rights to influence platform direction:

- Fee structure decisions and reward distributions
- Proposal and voting rights for token buy-back strategies
- Ecosystem growth decisions (new partnerships, treasury strategy)

Referral & Community Rewards

Earn \$PXL for referring new investors and growing the community

Gamified referral and ambassador programs for engagement

Special rewards for early community leaders

PiXL Utility Tokenomics

Strategic Allocation for Sustainable Growth

Category	%	TGE	Cliff	Vesting	Purpose
Private Round	12%	20%	1	6	Funds development, partnerships, and platform innovations
KOLs	1%	25%	1	3	Incentivizes key opinion leaders to promote adoption and engagement
Public Round	5%	30%	1	3	Provides public access to \$PXL and raises funds through retail investors
Partners	2.5%	0%	6	18	Rewards strategic partners and ecosystem contributors with vested allocations
Liquidity	10%	100%	0	0	Ensures liquidity for exchange listings, market stability, and trading support
Treasury	10%	0%	0	36	Reserved for future ecosystem growth, strategic initiatives, and sustainability
Team	15%	0%	12	24	Aligns core team incentives with long-term success (subject to vesting)
Advisors and Consultants	5%	5%	6	12	Rewards key advisors and consultants for their strategic guidance
Marketing, Acquisitions, Partnerships	10%	10%	0	12	Funds marketing campaigns, acquisitions, partnerships, and community growth
Ecosystem & Development	18.5%	10%	0	30	Supports protocol enhancements, integrations, and ecosystem expansion
Community Airdrop	1%	0%	1	6	Rewards early adopters, community supporters, and engagement incentives
Staking & Community Incentives	10%	10%	0	36	Provides staking rewards and incentives for long-term token holders

Tokenomics

The PiXL token is designed to help facilitate fractional ownership, governance, and liquidity within the PiXL ecosystem.

With a total maximum supply of **1 billion tokens**, the token distribution strategically supports growth, ecosystem incentives, and market stability.

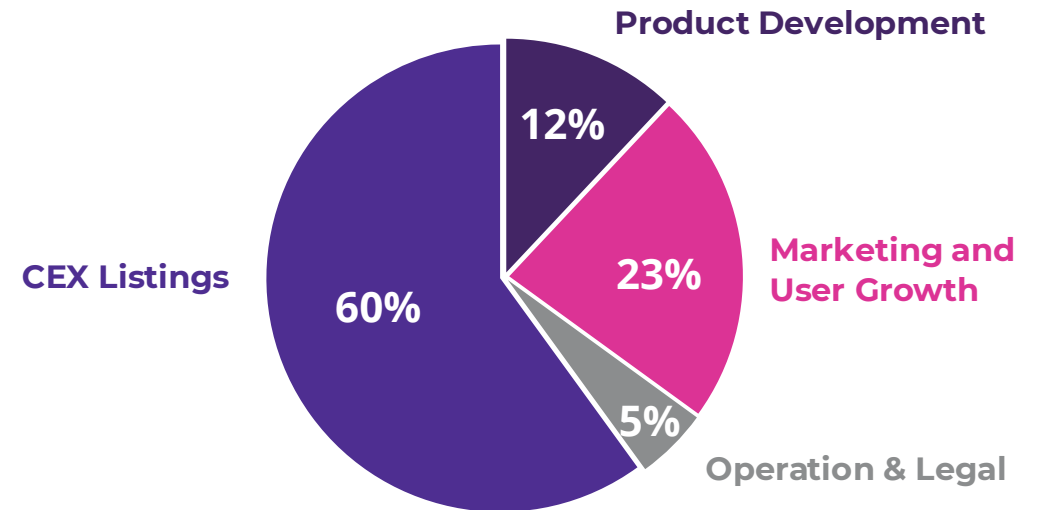
The **post-IDO valuation is set at \$10 million**, reflecting strong early-stage investor confidence and the platform's potential to reshape private credit investment through blockchain technology. Below is a breakdown of the token allocation and its role in the ecosystem.

Use of Funds pre and post TGE

\$PXL is raising a total of \$1.2m pre-IDO to deliver a significant market release of the token

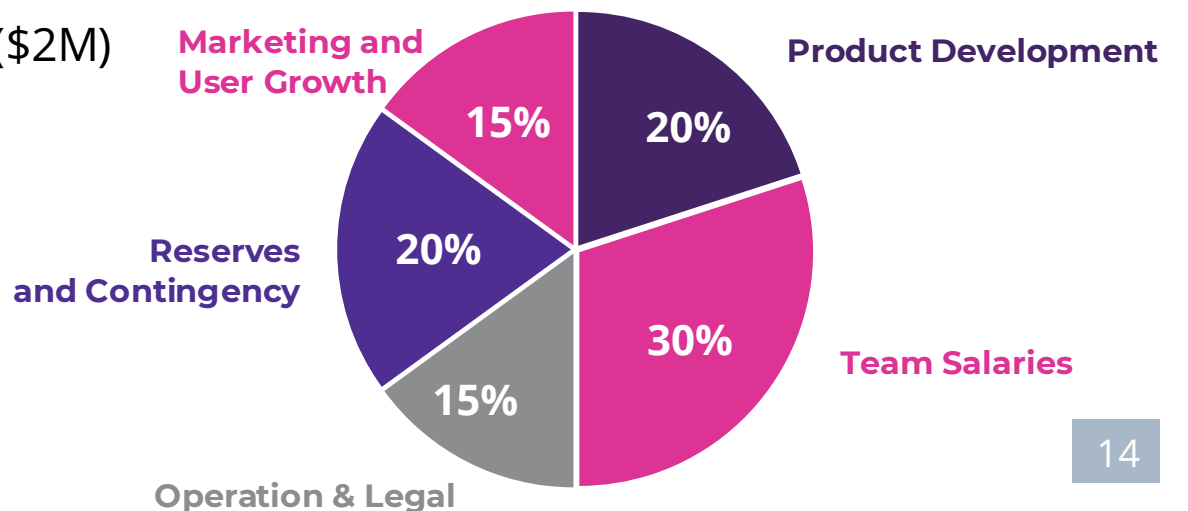
Pre-TGE: \$PXL Token go to market budget (\$1.2m):

- **12%** Product Development
- **23%** Marketing and User Growth
- **5%** Operation & Legal
- **60%** CEX Listings



Post-TGE: 18-Month Runway - Lean & Strategic growth (\$2M)

- **20%** Product Development
- **30%** Team Salaries
- **15%** Operation & Legal
- **20%** Reserves and Contingency
- **15%** Marketing and User Growth



Management Team

Professional team driving PiXL's vision with expertise in property, technology, operations, product strategy, and marketing



Branagh McNamara

CEO

Exp. 8 Years In Property

Leadership & Sales



Daniel Syed

COO

Exp. 5 Years In Commercial

Expand Operations



Max Vernon

CSPO

Exp. 5 Years In Corporate

Product & Strategy Dev

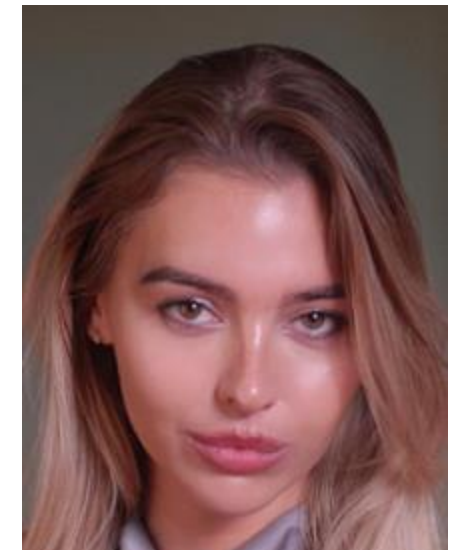


Kam Patel

CTO

Exp. 25 Years In Technology

Technology & Security



Lauren McNamara

Marketing Director

Exp. 4 Years In Corporate

Social Media & Marketing



**CONTACT
US :**

Branagh McNamara:

+44 7616 875 122



Email

branagh@pixlrwa.com



Website :

PiXL.property



THANK YOU