

**AVANTAGE ENTERTAINMENT SUBSTANTIVE RESPONSE & FORMAL DISPUTE
AGAINST
MAKAI0 CREATIVE GROUP (MCG Global LLC), ("MAKAI0").**

We set out below the substantive basis for that dispute. All Avantage's rights are expressly reserved without exception.

AVANTAGE'S POSITION — SUMMARY

MAKAI0 did not deliver satisfactory services contracted under the Agreement.

ON 31 July 2024, after reviewing marketing results submitted by MAKAI0, Avantage requested documentation of marketing efforts and was sent the documentation below, entitled Marketing Campaign Performance Report.

Avantage believes that "documentation" submitted by MAKAI0 was an internally created document with little or no basis in fact that MAKAI0 knew or out have known were materially inaccurate.

We believe that the document below constitutes misrepresentation in the performance of the Agreement and provides grounds for Avantage's termination and refusal to pay service invoice for campaigns that we believe were badly misrepresented.

Marketing Campaign Performance Report

Campaign Summary: This document outlines the performance of various digital marketing campaigns from April 12, 2024, to July 4, 2024, including the efforts of staff members Honoka, Masayuki, Emily, and Yuko. It also details platform presence strategies for Twitter, Facebook, Instagram, and LINE.

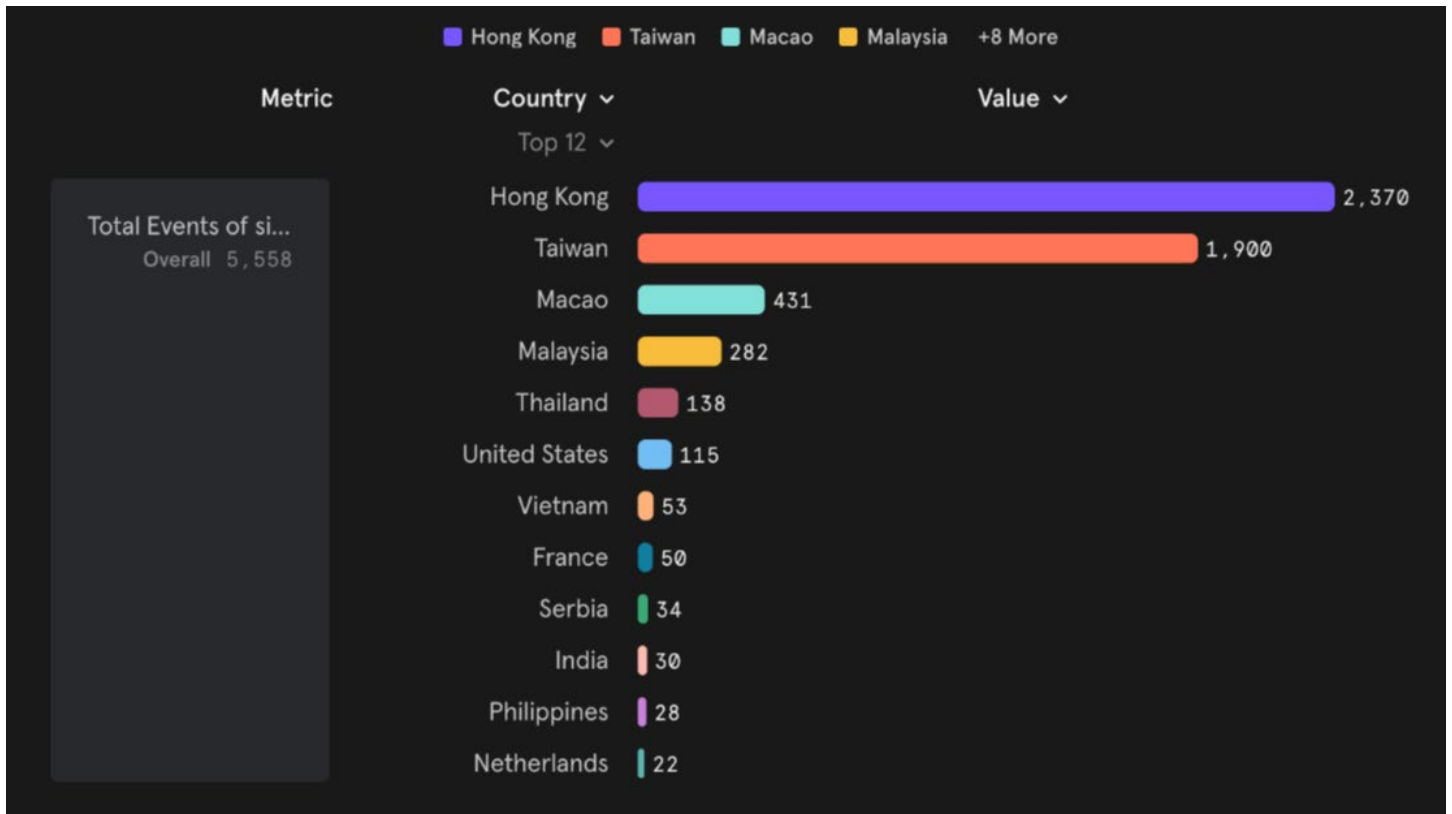
Ad Campaign Performance

Date	Platform	Ad Clicks	Sign-ups	Ad Description	Spend (USD)
4/12/2024	LINE Japan	500	50	"Play now and get early access!"	3000
4/13/2024	Yahoo Japan	700	65	"Join now for exclusive benefits!"	3500
4/14/2024	Google Japan	1000	80	"Discover the next big thing in gaming!"	4000
4/15/2024	TikTok Japan	1200	100	"Don't miss out on early access!"	4500
4/16/2024	LINE Japan	550	55	"Exciting new game waiting for you!"	3200
4/17/2024	Yahoo Japan	600	70	"Be the first to try our new game!"	3300
4/18/2024	Google Japan	1100	85	"Sign up now and experience the fun!"	4200
4/19/2024	TikTok Japan	1300	110	"Get ahead of the game - sign up today!"	4800
4/20/2024	LINE Japan	600	60	"Your exclusive invite to early access!"	3400
4/21/2024	Yahoo Japan	750	75	"Limited slots available - join now!"	3700
4/22/2024	Google Japan	1050	90	"Experience the thrill of early access!"	4300
4/23/2024	TikTok Japan	1250	105	"Sign up now and be part of the excitement!"	4600
4/24/2024	LINE Japan	580	58	"Join now and be a VIP player!"	3300
4/25/2024	Yahoo Japan	720	70	"Exclusive perks for early sign-ups!"	3600

4/26/2024	Google Japan	1080	88	"Get ready for the ultimate gaming experience!"	4100
4/27/2024	TikTok Japan	1280	102	"Claim your spot for early access now!"	4700
4/28/2024	LINE Japan	620	62	"Don't miss your chance to play first!"	3500
4/29/2024	Yahoo Japan	780	78	"Early birds get special rewards!"	3800
4/30/2024	Google Japan	1120	92	"Be part of something big - sign up now!"	4400
5/1/2024	TikTok Japan	1320	108	"Join now and be part of our community!"	4900
5/2/2024	LINE Japan	640	64	"Experience the game everyone's talking about!"	3600
5/3/2024	Yahoo Japan	800	80	"Unlock exclusive in-game rewards!"	3900
5/4/2024	Google Japan	1150	95	"Your adventure starts here - sign up now!"	4500
5/5/2024	TikTok Japan	1350	112	"Be among the first to play our game!"	5000
5/6/2024	LINE Japan	660	66	"Get exclusive access before anyone else!"	3700
5/7/2024	Yahoo Japan	820	82	"Play now and discover a new world!"	4000
5/8/2024	Google Japan	1180	98	"Join the early access fun today!"	4600
5/9/2024	TikTok Japan	1380	115	"Sign up now and be part of the excitement!"	5100
5/10/2024	LINE Japan	680	68	"Limited early access slots available!"	3800
5/11/2024	Yahoo Japan	840	84	"Don't miss the chance to play first!"	4100
5/12/2024	Google Japan	1200	100	"Experience gaming like never before - join now!"	4700
5/13/2024	TikTok Japan	1400	120	"Join our community and play early!"	5200
5/14/2024	LINE Japan	700	70	"Your invitation to early access awaits!"	3900
5/15/2024	Yahoo Japan	860	86	"Exclusive benefits for early sign-ups!"	4200
5/16/2024	Google Japan	1220	102	"Sign up now for exclusive rewards!"	4800
5/17/2024	TikTok Japan	1420	125	"Be the first to experience our game!"	5300
5/18/2024	LINE Japan	720	72	"Early access just for you - join now!"	4000
5/19/2024	Yahoo Japan	880	88	"Unlock special in-game bonuses!"	4300
5/20/2024	Google Japan	1240	104	"Join now and start playing!"	4900
5/21/2024	TikTok Japan	1440	130	"Claim your spot for early access now!"	5400
5/22/2024	LINE Japan	740	74	"Play now and be part of the excitement!"	4100
5/23/2024	Yahoo Japan	900	90	"Join now and get exclusive rewards!"	4400
5/24/2024	Google Japan	1260	106	"Don't miss your chance to play first!"	5000
5/25/2024	TikTok Japan	1460	135	"Sign up now and be part of our community!"	5500
5/26/2024	LINE Japan	760	76	"Experience the game everyone's talking about!"	4200
5/27/2024	Yahoo Japan	920	92	"Unlock exclusive in-game rewards!"	4500

The chart below shows the sign-ups identified in the Avantage system during the same period of time. As you will note, there are no sign-ups from Japan.

A discrepancy of this magnitude — consistent across all ad creatives and the entire campaign period and confirmed Avantage's live production platform data — is not attributable to normal variance between ad server and analytics measurements and indicates systemic tracking failure, artificial traffic, or both. The management, oversight, and verification of their own or their vendors' performance was Makaio's contractual obligation.



Should Makaio wish to engage in genuine good-faith consultation, Avantage is prepared to participate. As a precondition to any such consultation, Avantage formally requests Makaio produce the following real media documentation - in place of a form created by hand:

Raw UTM tracking logs and redirect configuration records for the full campaign period 12 April 2024 – 27 May 2024.