

MY PET HOOOLIGAN™



AMGI
ANIMATION STUDIOS

ABOUT MPH

'My Pet Hooligan™' is a AAA, free-to-play role playing game launching on PC this Summer with console coming soon.

The game is brought to you by: AMGI Studios - an independent gaming and animation technology company that lives at the intersection of gaming, technology and storytelling.




**MY PET
HOOLIGAN**

STYLE & ATTITUDE



My Pet Hooligans are humorous, playful, cheeky, rebellious, badass and unapologetic - as they fight for survival inside a dark dystopian world.

CHARACTERS



Hooli

The leader.
The Spokesrabbit.
He's a loud and
rambunctious rabbit, but
also lovable and brave.



Crystal Bun

Head of the notorious
cypher-buns. Crystal
is a double agent and
Hooli's partner in the
rebellion.



7 Factions

Cypher Buns, Bunnars,
Mutants, Punk Bunnis,
Rogue Jumpers,
Playboyz and Hare
Raisers.



Zuckbots

A companion robotic
army to the Hooligans.
Together they pull off
the greatest heist in
Metaverse history

BACKSTORY

Click for video



Think Grand Theft Auto (GTA) meets
Ratchet and Clank in the style of Zootopia.
Only slightly more insane!

Once enslaved by their mysterious corporate overlord, MetazuckBot, the Pet Hooligans have broken free and are in open rebellion against him. Each My Pet Hooligan belongs to one of seven factions: **Cypher Buns, Bunnars, Mutants, Punk Bunnis, Rogue Jumpers, Playboyz and Hare Raisers.** They're led by Hooli and Crystal Bun - united in their disdain for their former captor.

The Hooligan's also broke back into Zuckcorp and successfully hacked Zuckbots who have joined the rebellion. Together with the Hooligans, they're a force to be reckoned with!

LICENSING AND MERCHANDISING

There is no licensing idea too crazy for My Pet Hooligans. Speak to the team at The Brand Liaison about your next big idea!

LIFESTYLE

Health & Beauty
Home Décor Housewares
Home Furnishing
Food & Beverage
Pet Products



FASHION

Footwear
Accessories
Apparel
Sleepwear



ENTERTAINMENT

Toys & Figurines
Games
Consumer Electronics & Hardware
Attractions, Live Events & Music
Sporting Goods & Outdoors

MEDIA & DIGITAL

Publishing
Video Games
Software & Apps
TV, Film & Animation
Streaming Media

7 HOOLIGAN FACTIONS



ACCESSORIES

TRAITS AND RARITY

Every My Pet Hooligan belongs to one of 7 factions which defines some of their personality and the core characteristics of that rabbit. Depending on the rarity and desirability of traits, some Hooligans can be extremely collectible. New players start with “blank” rabbits that can be accessorized in the in-game store.

The individual look of each Hooligan is made up of different options for the following traits:

- Hair, Hats & Head Adornments
- Eyes, Teeth & Face Options
- Colors, Tattoos & Fur Patterns
- Tees, Shirts & Jackets
- Items, Weapons & Gadgets



ZUCKBOT COMPANIONS



DIGITAL FIRST IP

AMGI Studios launched My Pet Hooligan as a digital first IP to enable global coverage from launch by tapping into the NFT and cryptocurrency audiences.

14 Dec
2021

MPH launches
collectibles

30sec

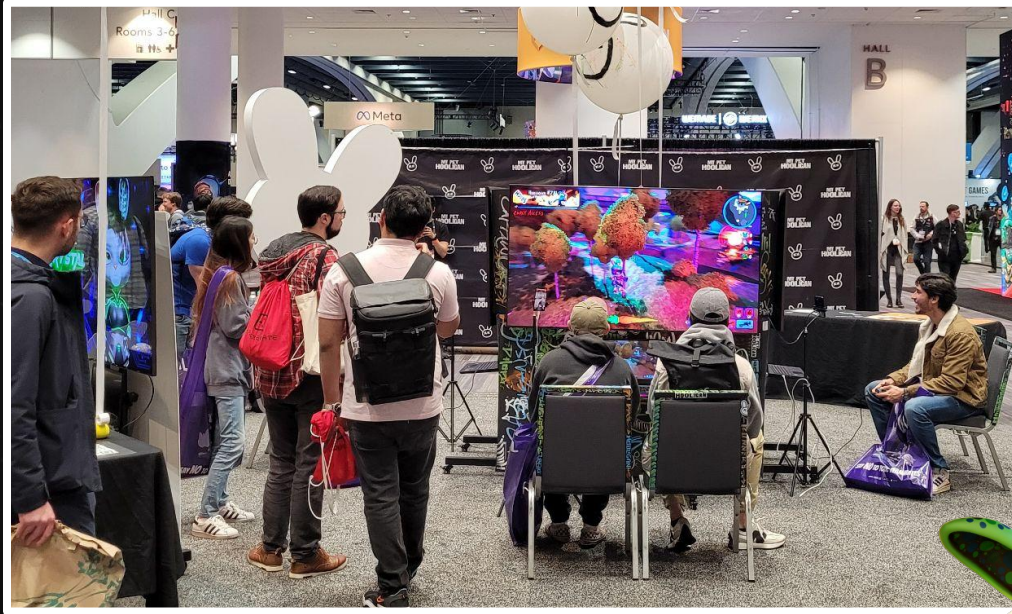
Sold out 8,888
collectibles

\$50M

in secondary
trading



DEMOGRAPHICS



CURRENT AUDIENCE

75% Male | 25% Female

Ages 7 - 45

Gamers & Tech Forward

Globally Distributed

High Disposable Income

USA



EU



GLOBAL



GAME RELEASE

The My Pet Hooligan Free-to-Play game will be launching globally over the next 18 months with major partners.

Q3 PUBLIC
ALPHA
2023 RELEASE

Q4 PC &
MAC
2023 RELEASE

Q1 XBOX &
PLAYSTATION
2024 RELEASE

GAMING, TECHNOLOGY AND VC PARTNERS FOR LAUNCH



MARKETING & PR

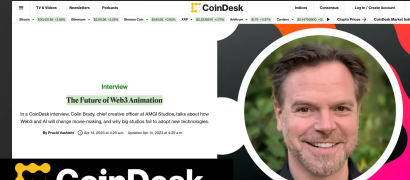
Post launch, My Pet Hooligan will drop new, unique downloadable content to Amazon Prime Gaming putting the My Pet Hooligan brand in front of 300 million active Amazon customers every month.



CO-MARKETING OPPORTUNITIES

- Weekly Social Media Posts
- Weekly Twitter Spaces
- Monthly Live AMAs
- Medium Features
- Consumer Media
- Trade Media Placements

RECENT MEDIA



CoinDesk



Forbes



VentureBeat



THE CRYPTO TIMES



30,000 Members



2,000 Subscribers



90,000 Followers

ABOUT AMGI

Click for video



Founded in 2019, AMGI Studios creates, develops and produces gaming and entertainment IP through the use of its unique blend of storytelling, tech, AI integrations and innovations in real-time animation.

The AMGI team consists of over 50 gaming and entertainment industry veterans from companies such as Pixar, Industrial Light and Magic, EA, Dreamworks, Warner Bros., and Amazon Studios.

OUR TEAM



Roger Paglia

Chief Executive Officer

AMGI Animation Founder, producing digital and live-action titles for a new generation. Former Vice Chairman and CEO of CenterStaging, Co-Founder of Rehearsals.com, Comcast VOD, and Buena Vista Distribution.



Howard Livingston

Chief Financial Officer

Howard is a veteran in the world of Consumer Products. He was in charge of global finance for Warner Bros. Consumer Products and global finance for Warner Home Video - where he was credited with negotiating the first major studio home video content supplier agreement with NETFLIX.



Luke Paglia

Chief Operations Officer

Extensive live action experience with commercial clients such as Apple and Toyota. Most recently credited for Coldplay and BTS music video. Oversees coordination and execution of all projects.



Colin Brady

Chief Creative Officer

A Pixar alumni and celebrated animation visionary, known for his work on Toy Story, A Bugs Life, Toy Story 2, Game of Thrones and Hugo.

OUR TEAM



Tony DiIoia

EVP Consumer Products

AMGI Animation Founder. An industry veteran in the animation and licensing space, he has created original characters and established and operated character-based entertainment companies for 30+ years.



Kevin Mack

Chief Technical Gaming Officer

An industry veteran in the gaming space for 30+ years. He has worked for Amazon Studios as well as EA on titles such as Medal of Honor: Airborne and Medal of Honor: Pacific Assault.



Amos Burns

Project Manager

Over a decade of experience in physical production, marketing and sales. Experience includes licensing and merchandising, feature films, live-events, television, animation, and video games. Companies include: Propagate Content, Producers Guild of America, and RPM Talent.

ZUCKBOTS

COMING SOON

MY PET
HOOLIGAN
THE MOVIE





ANIMATION STUDIOS



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AMGI Studios

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