

Impactful Stories
Compelling Experiences
Memorable Brands

Crafting Futures. Designing Breakthroughs.

COMPANY PORTFOLIO

PREPARED BY

MAIEUX

MAIEUX SDN. BHD.

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MAIEUX.COM

Bringing Visions to Life

Based in Malaysia, Maieux is a leading creative powerhouse in Southeast Asia, providing advertising and marketing, branding, IT development, consultancy, and Web 3-related services.

Maieux's expert team covers everything from IT to branding, helping brands or businesses build positive impacts via technology. Our comprehensive services have helped numerous brands craft long-lasting experiences, stories, and impacts.

Tapping into your infinite potential with **Maieux**.

Unlock your brand's full potential with Maieux's seasoned team. We prioritize your needs and deliver an authentic experience or product to your consumers and users. Stand out with a strong identity that leaves a lasting impact, turns clicks into sales, and

builds strong customer relationships. In a dynamic world where consumer behavior is rapidly changing, our creative visionaries and strategists are ready to help you grow with your audience and stay in trend.

Engage like never before.

In today's world, we are creatures of digital devices. Digital transformation and online presence aren't just important - they're essential to a brand's performance and market dominance. This digital-first reality demands experiences that captivate and engage beyond the ordinary. We craft immersive digital journeys that forge

deeper connections between brands and their audiences, transforming passive observers into active participants in your brand story.

We share passion for your ideas and make it a reality with up-to-date technology.

Our Services

Turbocharge Growth with Creativity and Strategy

Branding & Marketing

- Digital Marketing Campaigns
- Brand Strategy & Identity Development
- Visual Identity Systems (Logo, Typography, Color Palette, Mascot Design)
- Content Creation & Cinematic Storytelling
- Green Screen Production & Post-Processing
- Motion Graphics & Visual Effects

Creative Technology

- Augmented Reality (AR) Solutions
- Virtual Reality (VR) Experiences
- AI-Powered Creative Solutions
- Gamification Strategies

Digital Solutions

- Responsive Website Design & Development
- Mobile App Development (iOS/Android)
- UX/UI Design & User Journey Mapping

Web 3, NFT & Metaverse

- NFT Strategy & Creation
- Smart Contract Development
- Metaverse Experience Design
- Decentralized Application (DApp) Development
- Crypto Token Strategy & Implementation
- Web 3 Branding & Marketing
- Web 3 Community Management
- GameFi & Metaverse Development
- Whitepape

Advisory & Consultancy

- Digital Transformation Strategy
- Technology Roadmapping
- Competitive Analysis & Market Positioning
- Web 3 Strategy & Design Thinking

Incubation & Acceleration Support

- Market Entry Strategy
- Business Model Validation
- Scaling & Operational Efficiency
- Minimum Viable Product (MVP) Development
- Funding Preparation & Pitch Development

Introducing Our Approach

Our formula for your
brand's success



Where ideas emerge and evolve

1.

Discovery | Embark on a discovery session with our people-first philosophy. We begin by understanding your business objectives, challenges, and vision.

2.

Strategy | Our team develops a comprehensive roadmap tailored to your specific needs, whether branding, digital solutions, Web 3 development, or strategic consulting.

3.

Creation | This is where concepts transform into reality. Our designers, developers, and strategists work together to create effective, innovative, and creative solutions.

 Latest technology

 Bold tactics

 Innovative tools

4.

Delivery | Watch your solution come to life via our meticulous attention to detail implementation. We ensure everything functions flawlessly with thorough testing and refinement.

4.

Growth | Our relationship doesn't end at launch. We provide performance monitoring, insight gathering, and optimization recommendations services to ensure your solution evolves with your business.

We are more than just another digital company/ web 3/IT company.

Discover the Maieux difference.

Buckle up! A peek at how we work our magic to handcraft the compelling experience.

The Blend of Virtual and Reality

Green Screen Video Production

Our green screen video production seamlessly blends virtual and reality, allowing brands to create dynamic, professional content with limitless possibilities.

Using high-quality green screen setups, advanced lighting techniques, and precise keying technology, we replace backgrounds with custom visuals, brand elements, or immersive environments. Whether it's for corporate presentations, product showcases, or marketing campaigns, our team ensures smooth integration, crisp visuals, and engaging storytelling to elevate your brand's presence.

From pre-production planning to post-production enhancements, we meticulously handle every detail to maintain high production quality. Our expert editors use advanced compositing techniques to refine the final output, ensuring a natural and polished look. By combining creativity with technical expertise, we help businesses produce compelling videos with memorable narratives that captivate audiences and enhance brand identity.





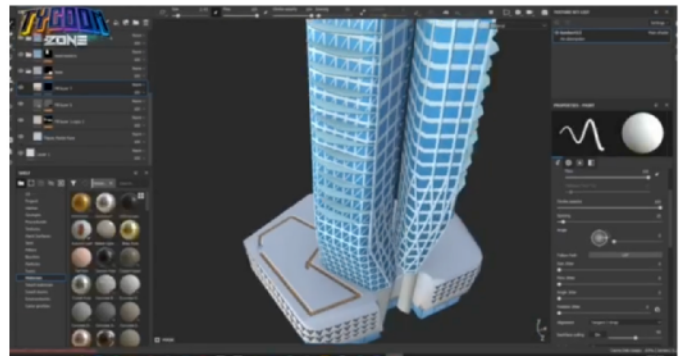
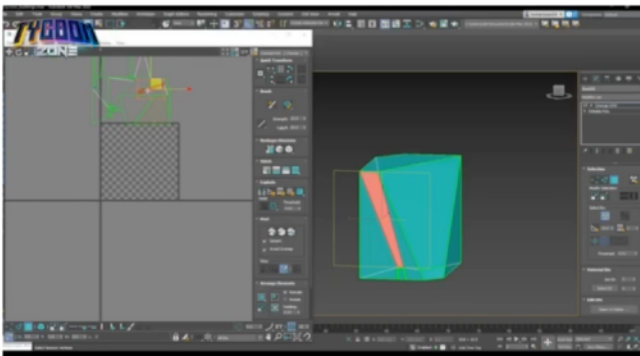
The Making of Immersive GameFi

Mobile Game Development | Concept Arts Design | UI/UX Design

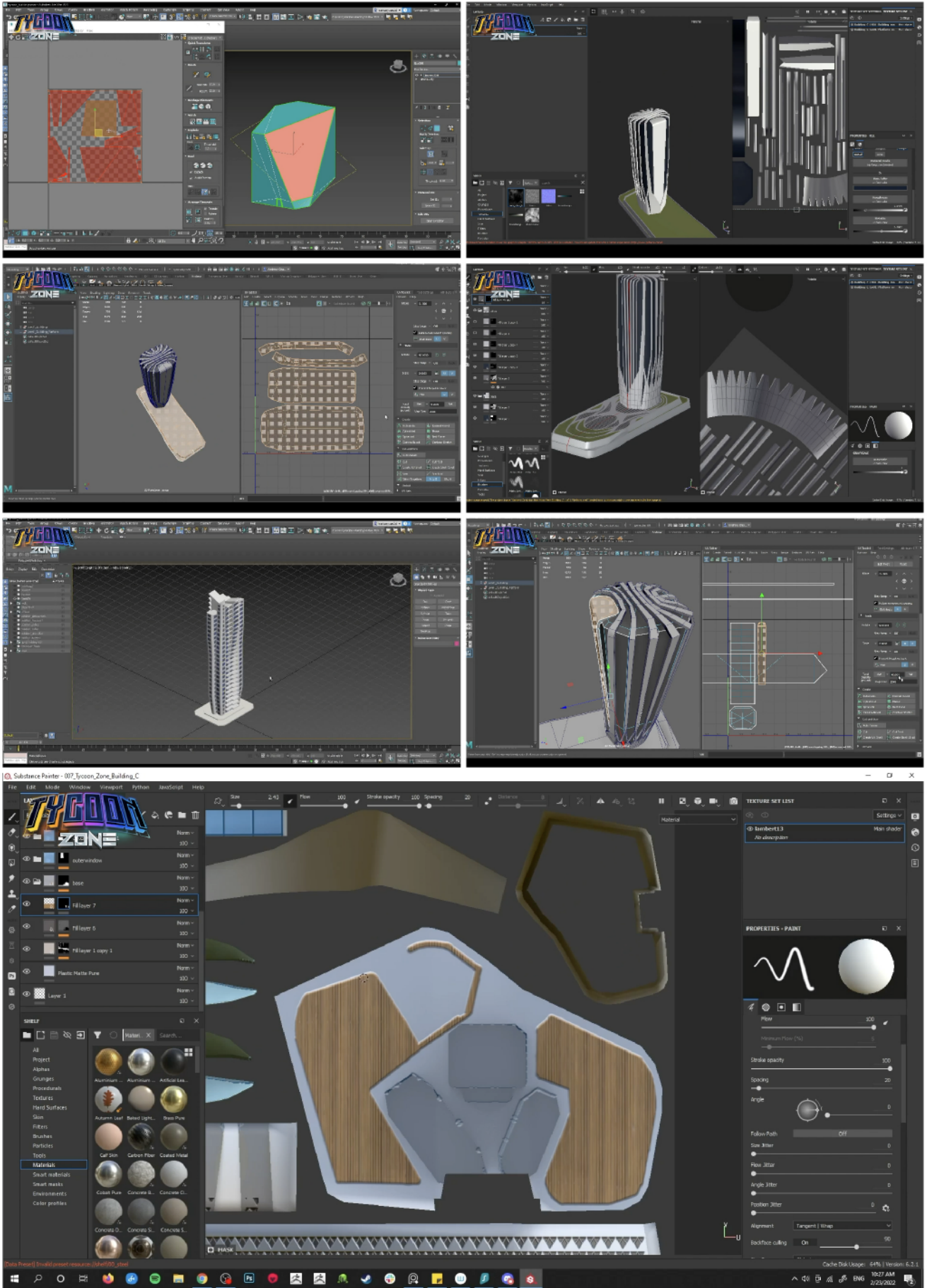
Built with Unity | For iOS & Android

Our mobile game development team brings creativity and precision to every project, leveraging the power of the Unity engine to craft immersive gaming experiences. While Unity provides a robust and flexible foundation, our developers meticulously handcraft each in-game asset, ensuring unique design, seamless integration and optimized performance.

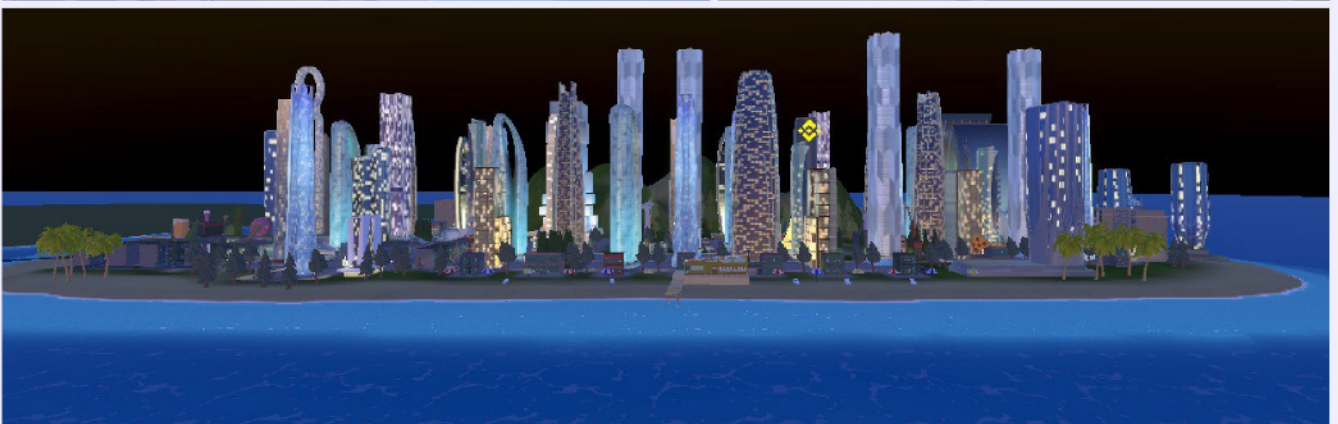
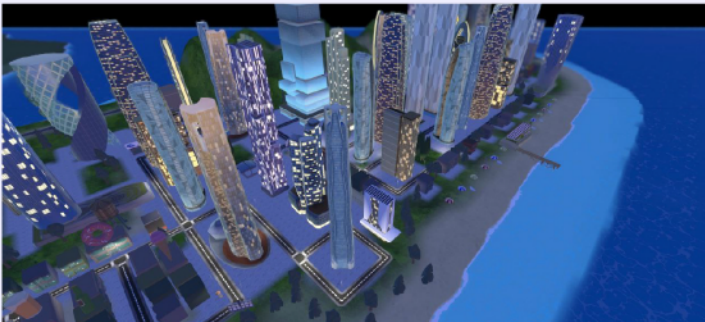
From detailed textures to interactive elements, every structure is carefully designed to enhance the gameplay and bring the virtual world to life. By combining cutting-edge technology with artistic expertise, we deliver mobile game that captivate players and set new standards in the GameFi industry.



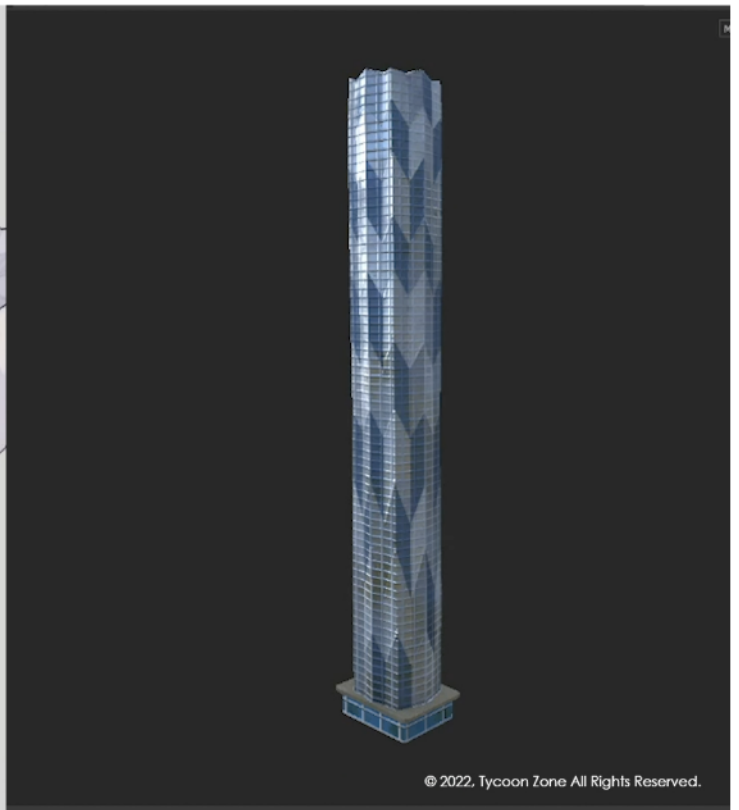
3D Modelling of In-game Assets



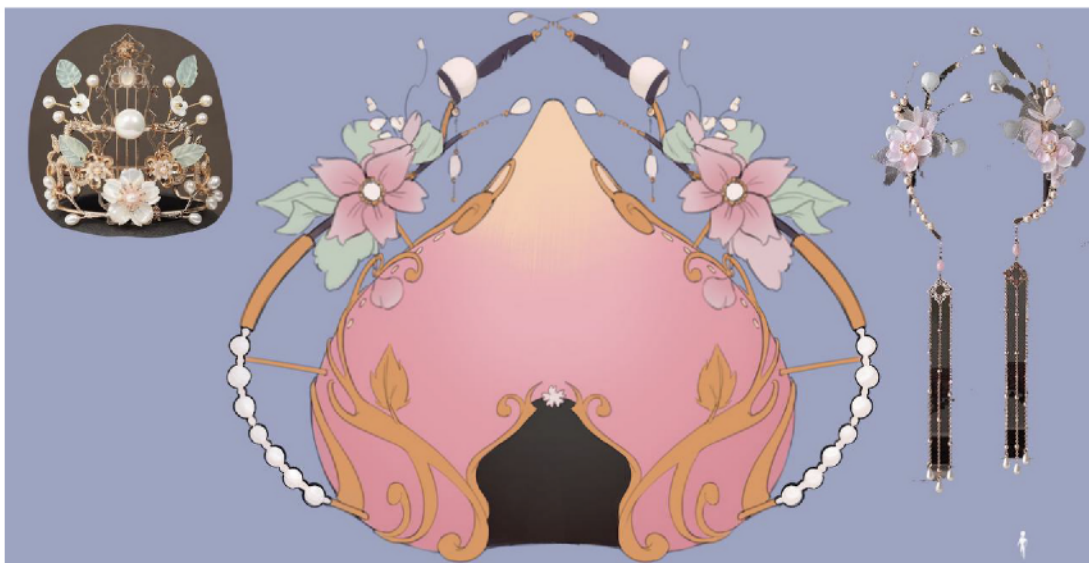
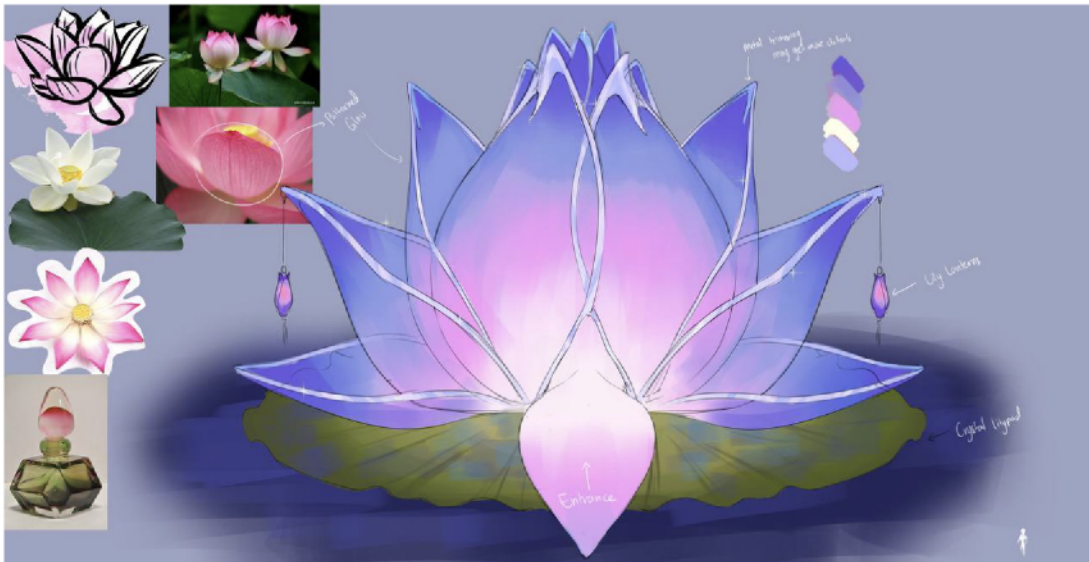
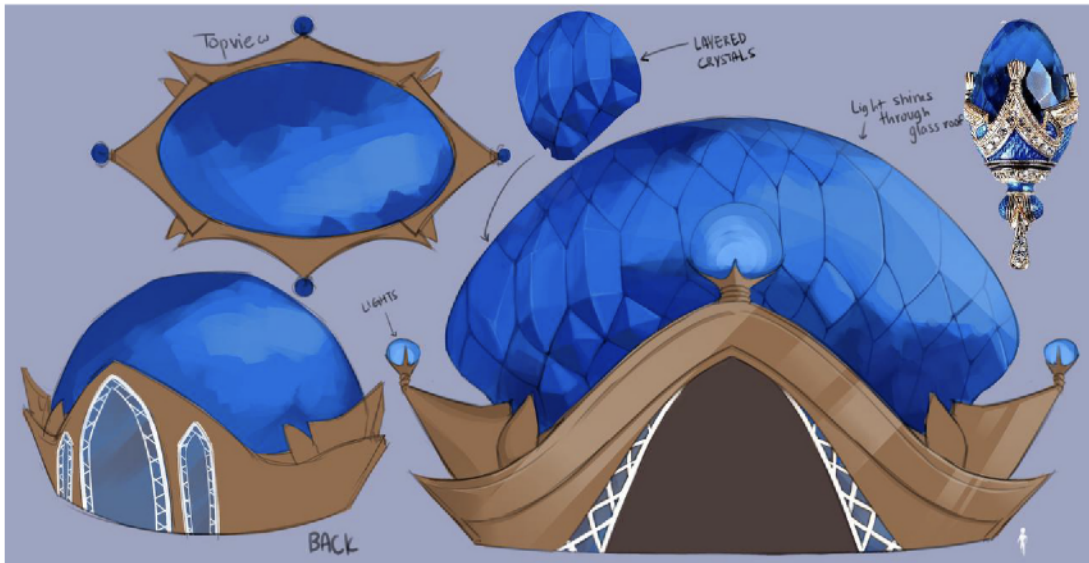
3D Modelling of In-game Assets



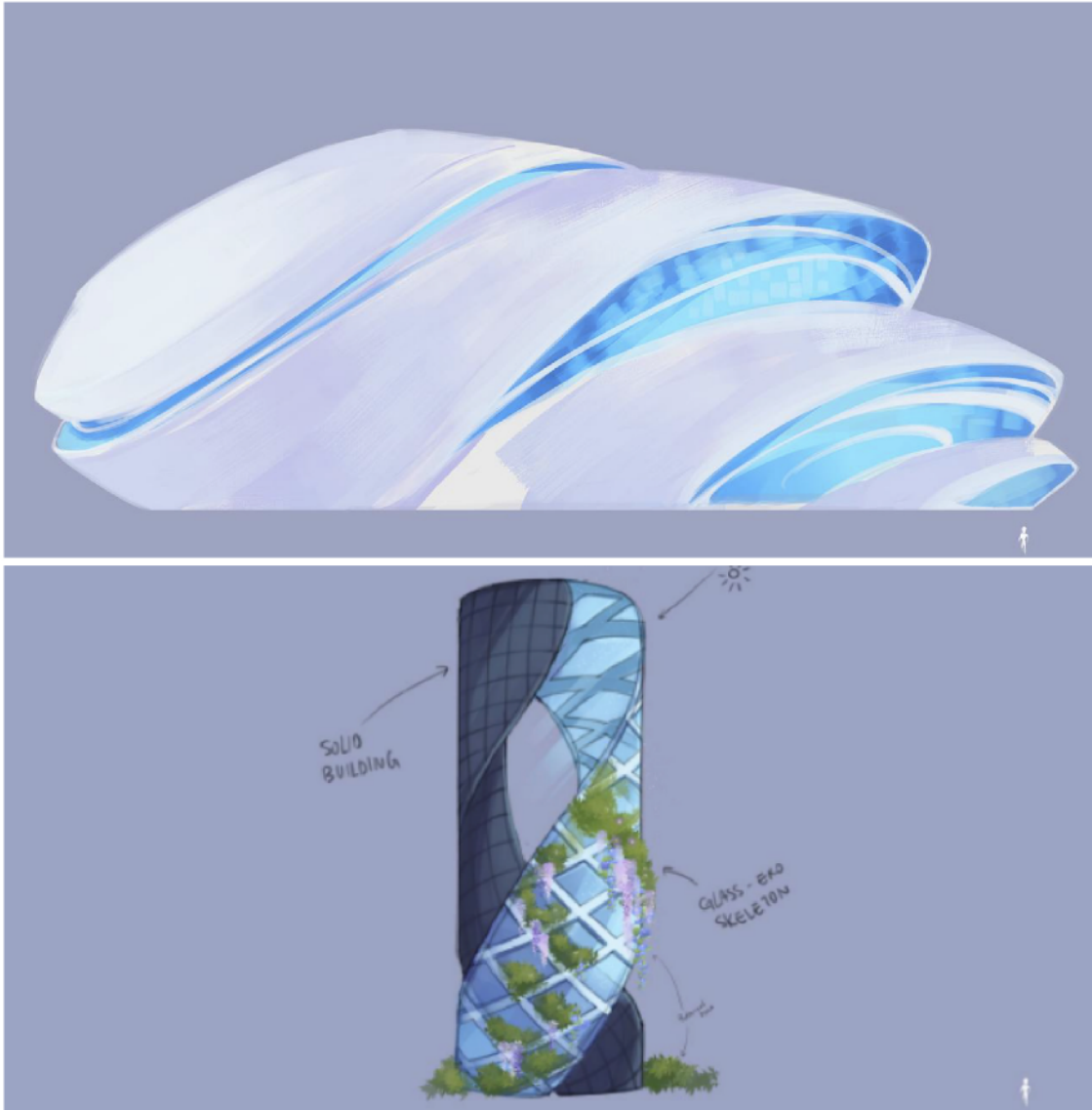
In-game Capture



3D Modelling of In-game Assets



Building Concept Arts - designed by our creative team

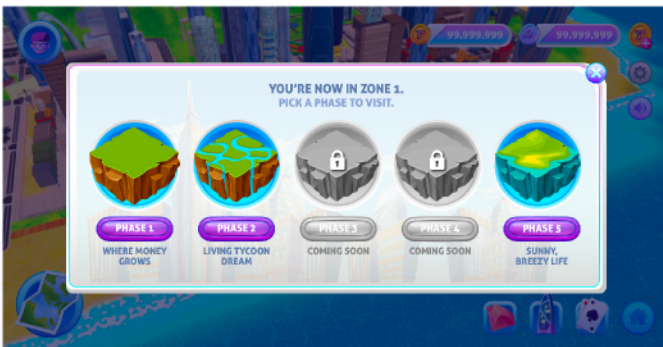
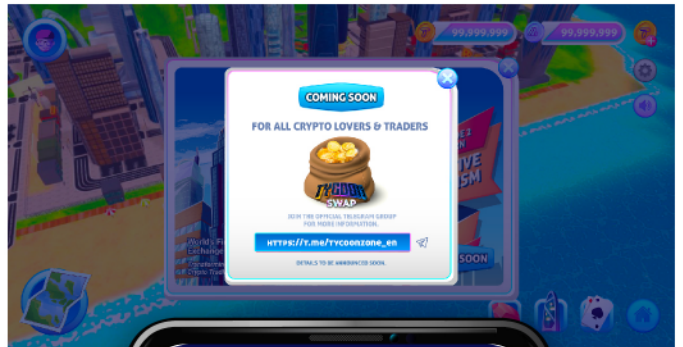


Building Concept Arts - designed by our creative team

Enhancing Player Experience Through Intuitive UI/UX Design

A game's potential is only realized when players can effortlessly navigate its world. Our UI/UX team designed the mobile interface to eliminate friction between player intent and action. By prioritizing intuitive controls, clear visual hierarchies, and responsive feedback systems, we've created an immersive experience that players love and enjoy.

Each element, from inventory management to trading systems, was rigorously tested across diverse user groups and different devices to ensure accessibility without sacrificing performance. The integration between the mobile game and dApp results in a seamless experience that feels natural from the first touch, allowing players to focus on building their virtual empires in the GameFi ecosystem.



- 3D mobile game with on-chain support
- Designed by our creative team
- Teaser of upcoming features to keep players engaged
- Minimalistic design for an intuitive journey
- Redirect to the official Telegram group (community building and providing immediate support)
- Integration with dApp
- Rich gameplay
- API integration

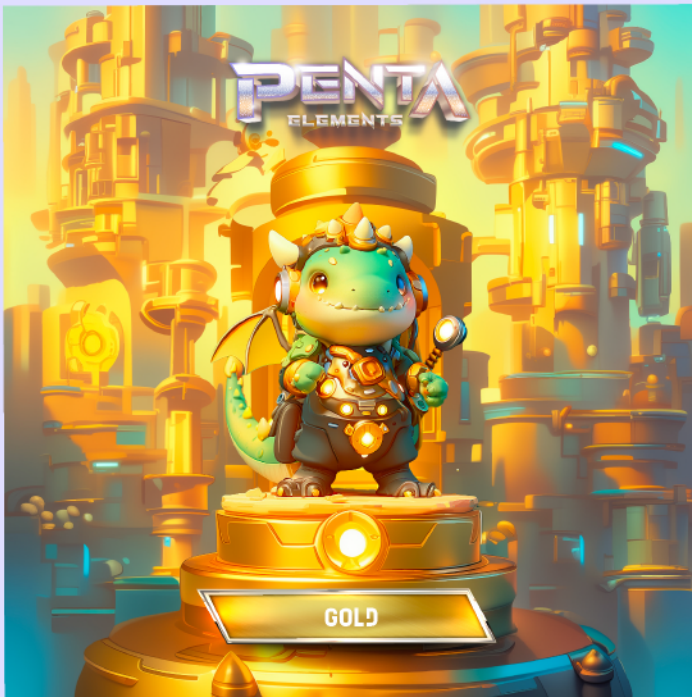
Bringing Characters to Life

Original Character | Brand Identity Design (Mascot)

Bringing characters to life starts with a deep understanding of a brand's identity, values, and target audience. Our character design process begins with **in-depth discussions to capture the essence of the brand's language**, ensuring that every detail aligns with its personality and messaging. We conduct thorough market research to analyze industry trends, competitor mascots, and audience preferences,

allowing us to craft unique and memorable characters that stand out. From initial concept sketches to refined digital illustrations, we focus on expressive details, color psychology, and adaptability across various media. By combining creativity with strategic design, we develop mascots that not only represent the brand but also foster strong emotional connections with audiences, making them an integral part of the brand's identity.





Character Design + Blockchain = Valuable Digital Assets

Beyond branding, character design can be seamlessly integrated into the digital landscape through NFTs, transforming mascots into valuable digital assets. By leveraging blockchain technology, these characters can become collectible, tradeable, and interactive, offering brands a new way to engage with their audience. NFT-based characters open the door to exclusive content, loyalty programs, and gamified brand experiences, driving deeper customer involvement and long-term value. Whether as part of a metaverse initiative, a digital membership program, or a limited-edition release, our NFT-powered character designs enhance brand engagement while unlocking new revenue streams in the evolving digital economy.

We have successfully designed NFT character assets that **blend artistic creativity with blockchain utility**, creating unique, collectible digital mascots for brands and projects. Our designs have been integrated into NFT marketplaces, metaverse platforms, and gamified ecosystems, offering both visual appeal and real-world utility for collectors and communities.

Mascot 1

Polar Bear
In Five Elements



Mascot 2

White Cat
In Five Elements



Mascot 3

Dinosaur
In Five Elements



Aesthetic + Functional = Stunning experience that is true to your brand

Branding Strategy | Digital Solution Development

The idea that we must choose between aesthetics and functionality is a false compromise - why settle for one when you can have both? At our core, we believe that great design is not just about looking good; it's about creating an experience that works seamlessly and enhances user engagement. You can have it all - a richer, more immersive experience that captivates visually while delivering intuitive, high-performance functionality.

In today's crowded digital space, standing out requires more than just a generic website or brand story. Our branding strategies ensure that your **visual identity is distinct, cohesive, and aligned with your brand's values**, while our digital solutions bring those ideas to life through cutting-edge technology and seamless user experiences. Whether it's a sleek dApp interface, an interactive platform, or a fully integrated ecosystem, we create solutions where design and function coexist in perfect harmony - so your brand doesn't just exist, it thrives.



Website Development

\$3.6BN

Traded on our in-house marketplace

\$820,000

Traded on our in-house marketplace

2,800,000

Daily active players

JOIN OUR COMMUNITY!

Oceanus is a new Blockchain game, partially owned and operated by its players. You can reach out to us at all hours on Discord. So feel free to explore our Decred to discover our heartwarming community. Learn more about Oceanus on Decred.

DISCORD

MARKETPLACE

MAVIS HUB

PLAY & EARN

Inspired by the story of Oceanus, we are proud to present our version of Oceanus that we have carefully designed and developed.

Oceanus aims to provide a mesmerizing and unconventional Play-to-Earn experience for its players, allowing them to explore a complete and mysterious ocean civilization while enjoying the profits from managing their Blockchain game.

CAPTAIN TOKEN AND AUTOMATED FISHING SCRIPT

1

The player must update the automated fishing script daily. It helps with the crew members's efficient fishing profits. To update the script, the captain must pay Karma points equivalent to ~20% of the total fishing profits bonus buff.

2

If the captain doesn't update the automated fishing script, the crew's fishing profits bonus buff will be affected, including the captain himself.

3

If the captain doesn't update the automated fishing script for two days continuously, he will be forced to surrendering his captain's rights. All rights and benefits from the captain tokens will be removed immediately. His crew member has the right to appoint a new captain on the crew ship and form a new team on releasing a program when there's no one.

KARMA POINTS SYSTEM

Players can also redeem fish from the seafood market. Players will also obtain Karma points by releasing fish from the seafood market.

Players can obtain Karma points by releasing captured fish.

Any unique fish captured during offshore fishing will be automatically released by the system, giving all crew members their Karma points.

AUTOMATED FISHING SCRIPT

SPECIAL FISHING ROD

A special kind of fishing rod ONLY AVAILABLE through Karma points in the fishing equipment market.

It adds a bonus buff to players' fishing profits. In addition, a player can only obtain certain unique fishes through a special fishing rod.

The automated fishing script helps all crew members receive bonus buff for their daily fishing profits.

NFT Cruise Ship Equipment worldwide rental crew members received daily fishing profits bonus buff, weighted average by the total amount of NFT Cruise Ship Equipment.

NFT Cruise Ship Equipment individual rental crew members received daily fishing profits bonus buff.

MEDIA

WHITEPAPER

PPT

VIDEOS

NOTES

ANNOUNCEMENT

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ARTICLE

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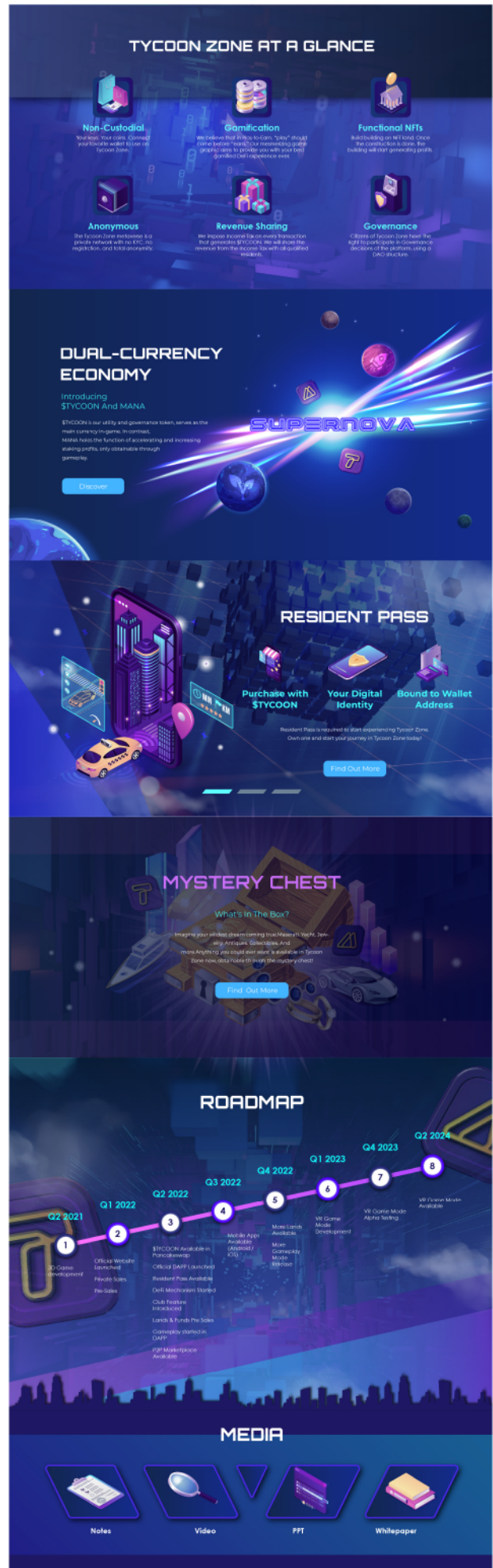
Placeholder for article content 2

Placeholder for article content 3

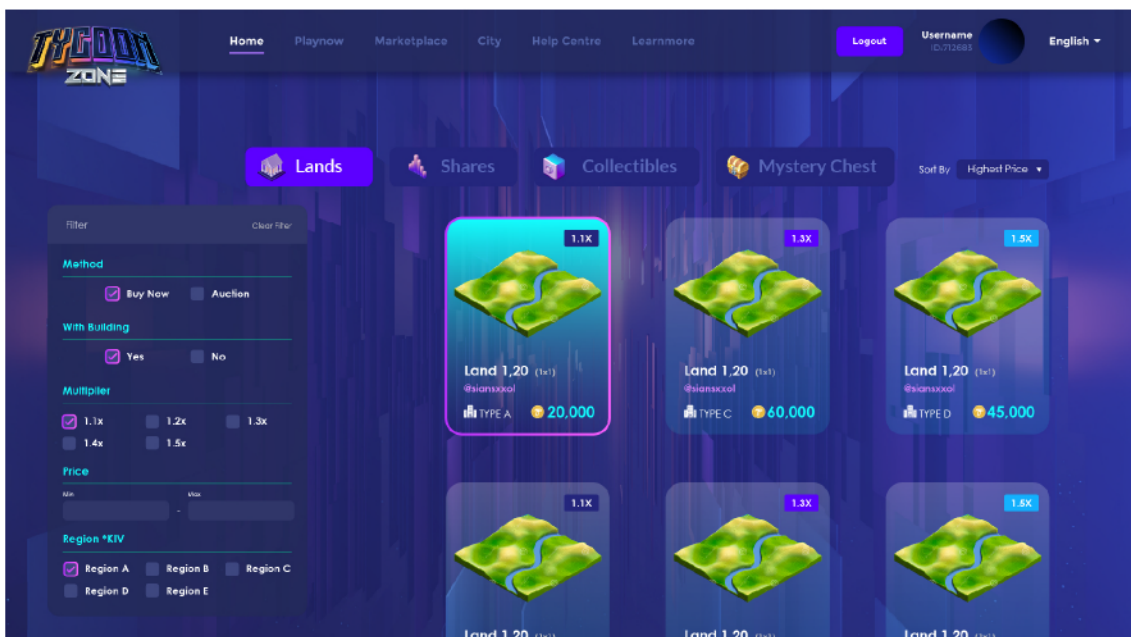
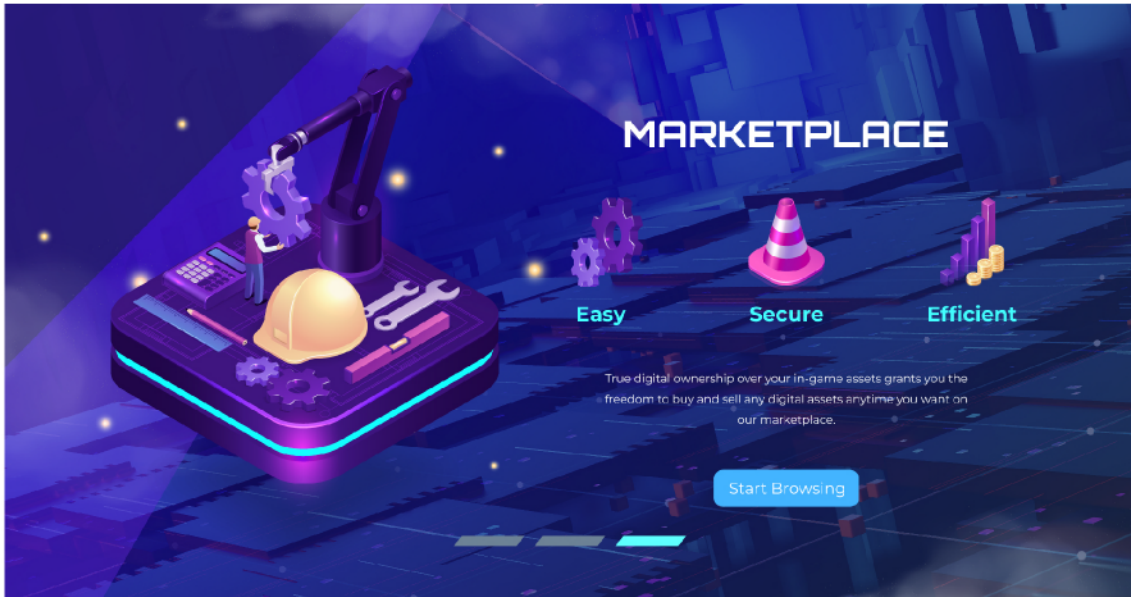
OCEANUS

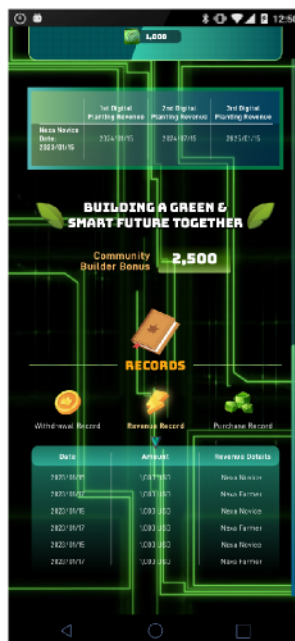
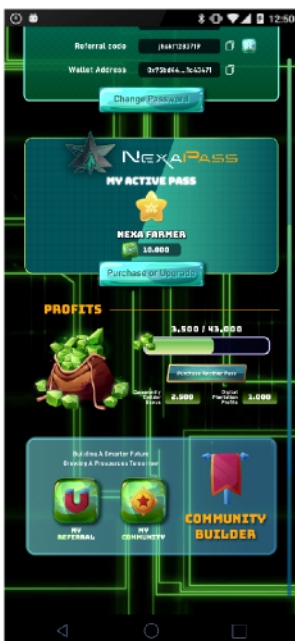
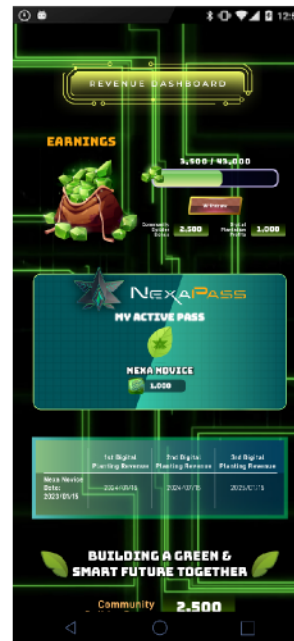
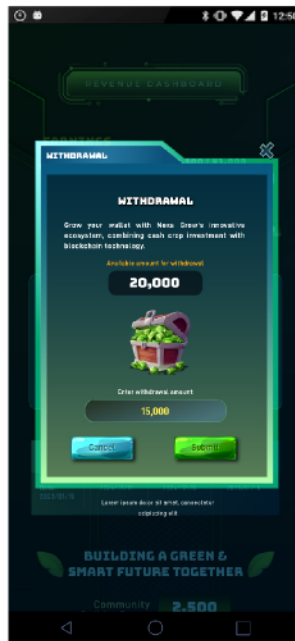
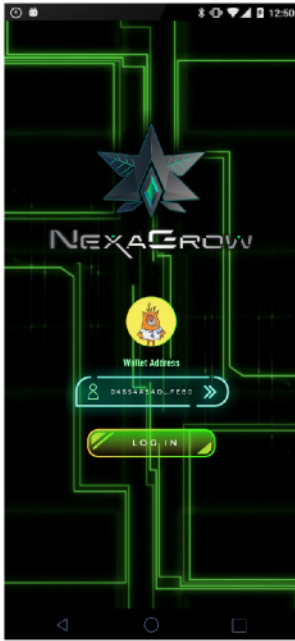
The story of our Oceanus starts on a remote island in the middle of the sea, just like how the River Oceanus existed Earth in Greek Mythology. Players can choose from the available crew characters to start their adventures in Oceanus.

LEARN MORE



Website Development





Kuala Lumpur, Malaysia

maieux.com

MAIEUX

Leading creative powerhouse dedicates to building powerful narratives and experiences.

We appreciate you taking the time to explore our company portfolio.

At Maieux, we are passionate about creating meaningful experiences and products that help to unlock your brand's full potential. It is what we are good at, and it is what we strive to build for you.

We can't wait to create more with you.

Let's talk: hello@maieux.com

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