



WHITEPAPER



JOKER CLUB, WHAT is it ?

**Joker Club is a collection of
8888 Unique Joker NFTs.**

**Each Joker opens completely new benefits
in the worldwide Partouche ecosystem.**

Welcome to Joker Club, the 3.0 community of Partouche Multiverse.

Follow the movement of 8888 NFT Jokers on a mission to bring entertainment into a new era.

To do so, the Joker Club is armed with **four families:**

Spades, Hearts, Diamonds, and Clubs. Each one cultivates its own lifestyle, but are all connected by the Joker Spirit, a philosophy that puts entertainment at the center of the world.

More than ever, entertainment is sacred and the decentralisation is on the horizon.

The Joker Spirit era has arrived.

Drop information:

- **Supply:** 8888 NFTs
- **Mint price:** 0.08 ETH
- **Blockchain:** Ethereum
- **Mint date:** from 20th to 23rd March 2023, with presales in casinos starting on the 10th March.
- **Secondary royalties:** 8.8%
- **Limit of tokens per wallet:** 5 NFTs
- **Integrated sponsorship offer**



The background is a vibrant, abstract composition. It features a mix of bright colors like magenta, cyan, and yellow, along with darker tones like deep purple and black. The design includes various textures: splatters, brushstrokes, and horizontal bands of color. A large, stylized 'X' made of overlapping brushstrokes is positioned at the top center. The text is centered and written in a bold, hand-drawn style. The overall effect is energetic and artistic.

**BUT BEFORE
LEARNING MORE...**
A LITTLE BACKGROUND



1973: First Casino in Saint-Amand

52 Auditoriums,
Conference rooms, and
Reception rooms

7 SPA
2 Golf Courses
15 Theaters



+ 5,600 Slot machines



+ 250 Game tables

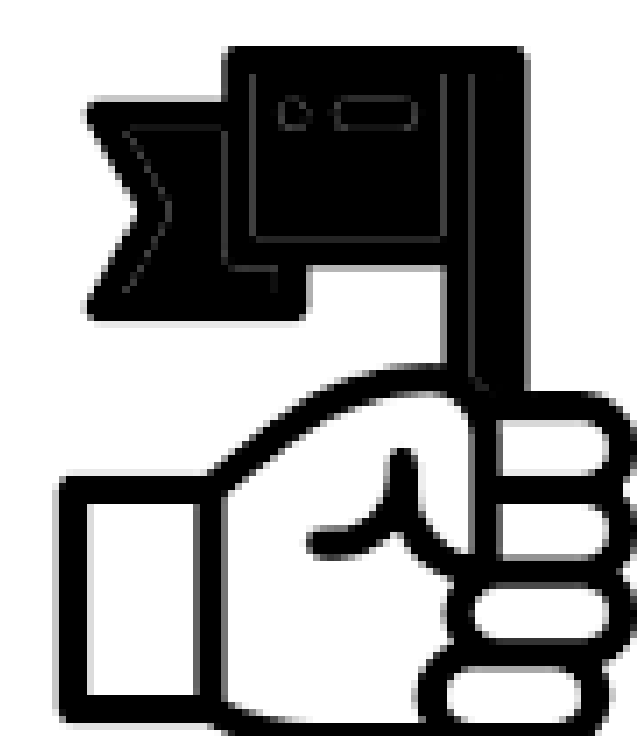


+ 1,100 Electronic tables



50 YEARS OF ENTERTAINMENT

42 casinos – 70 restaurants – 12 hotels – 4000 events per year



**Leading casino
operator**
in Europe
(number of casinos)



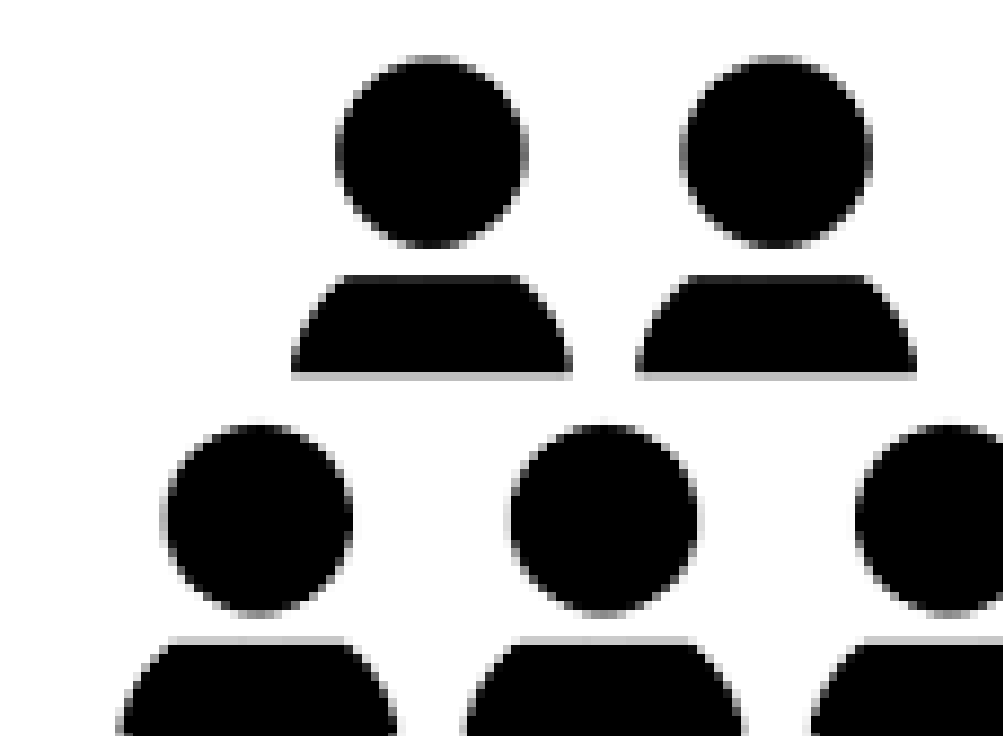
€636,7M
Gross gaming
revenue 2022



1995
Listed on the
stock exchange



4000
Employees



8M
Annual visits



1M
Members of the
Players Plus loyalty
program

Joker Club

THE FIRST PARTOUCHE MULTIVERSE PROJECT

On 12th April 2022, during NFT Days, the Partouche Group announced the creation of the Partouche Multiverse, its new subsidiary dedicated to blockchain activities. This is how we created Joker Club, the first NFT collection in the history of Partouche, whose launch is scheduled for March 2023.

The goal ? To develop a unique collection of Jokers, full of benefits in the Partouche world and build **a leading 3.0 entertainment ecosystem**. This is a major undertaking launched by Partouche on its fiftieth anniversary in 2023.

Update on using cryptos in casinos

In the spring of 2022, Partouche Multiverse announced the arrival of cryptocurrencies in the casinos and hotels. Today, the Group continues to work on the best solution to build a lasting partnership with a large-scale exchange. However, with the regulation change in the sector fast approaching, Partouche remains focused on the latest news to execute this concept, once regulations have been fully established.





Joker Club

A MULTI-PHASE SALES LAUNCH

Partouche Multiverse has bet on the **Ethereum blockchain**, an ideal playground for uniting communities around the world.

1. A pre-sale is available in casino on 10th March 2023

On 10th March, during the launch party in Forges-les-Eaux, the pre-sales of the Joker NFT will be available onsite in FIAT/euro and in crypto payment methods.

Then the next day, in the largest Partouche establishments, **pre-sales will be open to casino players** that guarantee them the ability to mint one or more NFTs. In this spirit, Partouche Multiverse is now educating the Group's employees to inform them about the project and support casino customers in this pre-sales process. Casino customers will be able to purchase the NFT directly in FIAT or in crypto, until 19th March.

2. MINT

A. On 20th, 21st, and 22nd March 2023, the mint will open to OGs and whitelists

This preview mint will be open to all Discord members with an OG role, but also to all with a whitelisted, **privileged status that rewards all future Jokers for their loyalty and involvement in the project.**

B. On 23rd March, the official mint will become accessible to the entire Web3 community

End of March 2023, during Paris Blockchain Week, Joker Club will launch its official mint, open to everyone.

1. The PRE-MINT

- Launch party at **Forges-les-Eaux** on **10th March**
- Casino pre-sales



2. The MINT

- **From 20th to 23rd March, in two phases (see previous slide)**
- The Joker Club team reserves the right to buy NFTs available on the market



3. The POST MINT

- **April/May**
- Holders will be able to use their utilities in the casino
- Private events at the Joker Club
- Inter-family competitions and challenges
- Events with partner communities

+ More surprises to come

Joker Club *THE 10TH MARCH LAUNCH PARTY*

Joker Club will use the flagship establishment of the Partouche Group: **the Grand Casino of Forges-les-Eaux, to organise its launch party. It will take place on Friday, 10th March.** The schedule for this exceptional evening includes conferences with Web3 builders, a cocktail party, the opening of the onsite pre-sales, and a unique show. **Live announcements and more! Maybe the Web3 party of the year!**

Please note, places are limited! To confirm your attendance, contact us via our [discord](#).



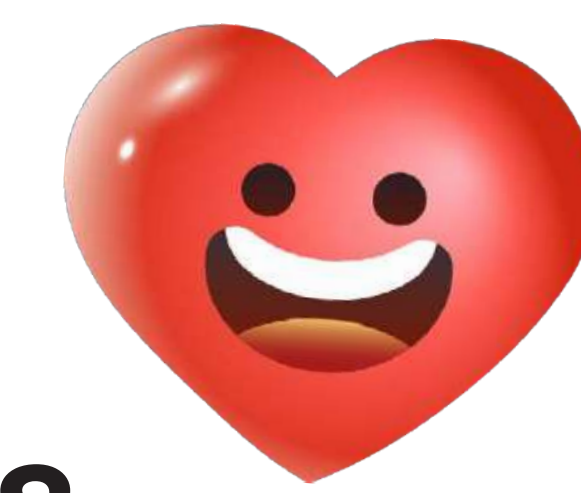


Joker Club

PREVIOUSLY-NEVER-SEEN BENEFITS AT PARTOUCHE (CAN BE COMBINED WITH THE PLAYERS PLUS LOYALTY PROGRAM)



**1/ Tempting discounts,
freebies, and exclusive offers
throughout the Partouche
ecosystem**



- Game credits (up to > 50%)
- Hotels
- Restaurants, snack and bar offers
- Shows
- Partner offers

2/ VIP and community access



- To private Joker Club events, several times a year
- To private online poker tournaments
- To the community via Discord
- Pioneering role to play in the evolution of Joker Club



3/ A Joker that belongs to you

- Joker holders may use them for marketing, commercial, or personal purposes. Joker Club will try to support these initiatives within its own network.
- Each Joker is a work of art that has a value. You can collect them to enjoy all of the benefits or re-sell them anytime on the secondary market

**The BEST is yet to come! These benefits are guaranteed for 2023, the year of the Partouche Group's 50th anniversary.
Other surprises are planned so that the Joker ecosystem evolves.**

Joker Club *NFT COMMUNITIES*

With **42 casinos** in **four countries**, **12 luxurious hotels** with different styles, **70 restaurants**, and more than **4000 events** organised per year, Joker Club from Partouche Multiverse has all of the assets to become the gold standard NFT community!

Our goal : to provide all of our physical resources and **event expertise in the hands of our partner Web3 communities**.

These new kinds of partnerships will allow the friends of Joker Club to organise their own events within the Partouche ecosystem. By increasing the number of physical meetings, these events will make it possible to cultivate and strengthen the feeling of community, forging physical ties, and sharing special moments. **Joker Club is about making virtual communities more real.**



Joker Club

A RICH ENTERTAINMENT STRATEGY CENTERED AROUND DISCORD

To bring its community to life on a daily basis before the MINT, Joker Club is offering a series of engaging activities related to our Group.

The Joker's Shop

A point system that rewards the most active members. The community can play exclusive games like **Rumble**, **Guess the Number**, and **Partouche Quiz** to earn points. These points can then be converted in the Joker shop to obtain a whitelist, goodies (t-shirts, caps, etc.) or a specific role (OG role, etc.)

Weekly poker tournaments

For the past several months, Joker Club has been organising Poker tournaments as one of its essential activities, with about fifty events already carried out. These weekly, online, and free experiences allow players to win real prizes and points redeemable in the Joker Shop. These meetings also offer the **opportunity to share moments with other NFT/WEB3 communities**, which we regularly invite, for example [Exclusible](#) or [CryptoMasks](#).

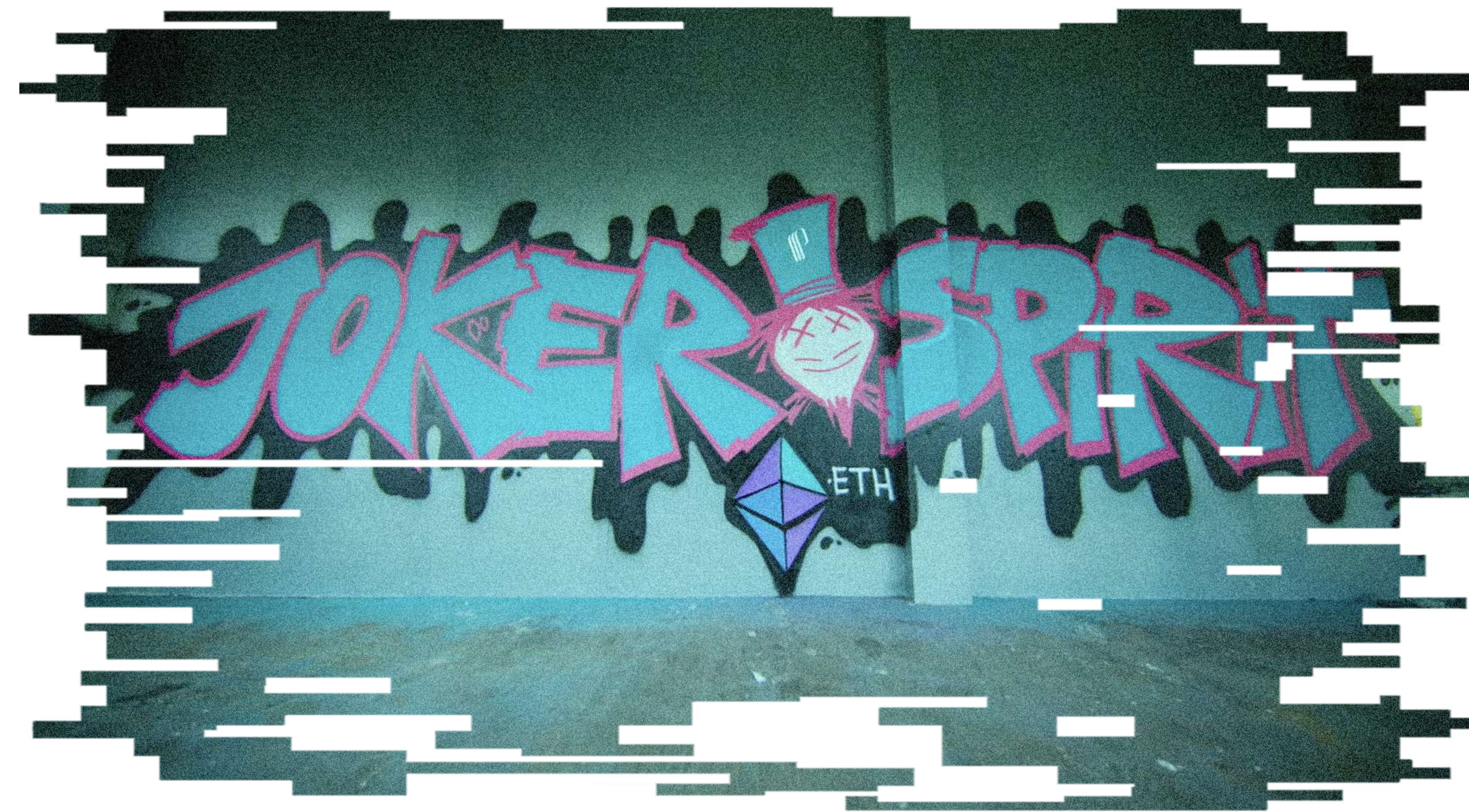




Joker Club

FOCUSES ON STREET MARKETING TO DRIVE ITS VALUES

The Joker is an out of the ordinary character. Each one carries unique values. This is the direction for our communication strategy for the Joker Club, through a prism of originality and inspiration. The Joker Club will reveal several NFTs and project information using street art artists, wild posting, etc. to demonstrate our understanding of all forms of art and urban culture. This is also a big part of the Joker Spirit.



Joker Club *STÉPHANE CORNICARD, THE INCREDIBLE VOICE OF THE JOKER*

Voted best voice-over in the world at the Voice Awards 2022,
Stéphane Cornicard has left his mark on video games, animated films, and commercials.
Today, he is proud to be the official voice of the Joker.

[Learn more](#)



Joker Club *TWITTER SPACES TO DRIVE WEB3*

Since November 2022, we have been organising Twitter Spaces to open a dialogue with experts and various Web3 communities.

Nearly 3000 listeners attended the first three episodes. Many more are coming soon.



 Joker Club Hôte

FAILLITE FTX : QUEL AVENIR POUR L'ÉCOSYSTÈME WEB3 ?

2 k ont écouté · 21 nov. · 1:48:53

[Lire l'enregistrement](#)

 Joker Club Hôte

Les coulisses artistiques des projets NFT

207 ont écouté · 12 déc. · 2:11:45

[Lire l'enregistrement](#)

 Joker Club Hôte

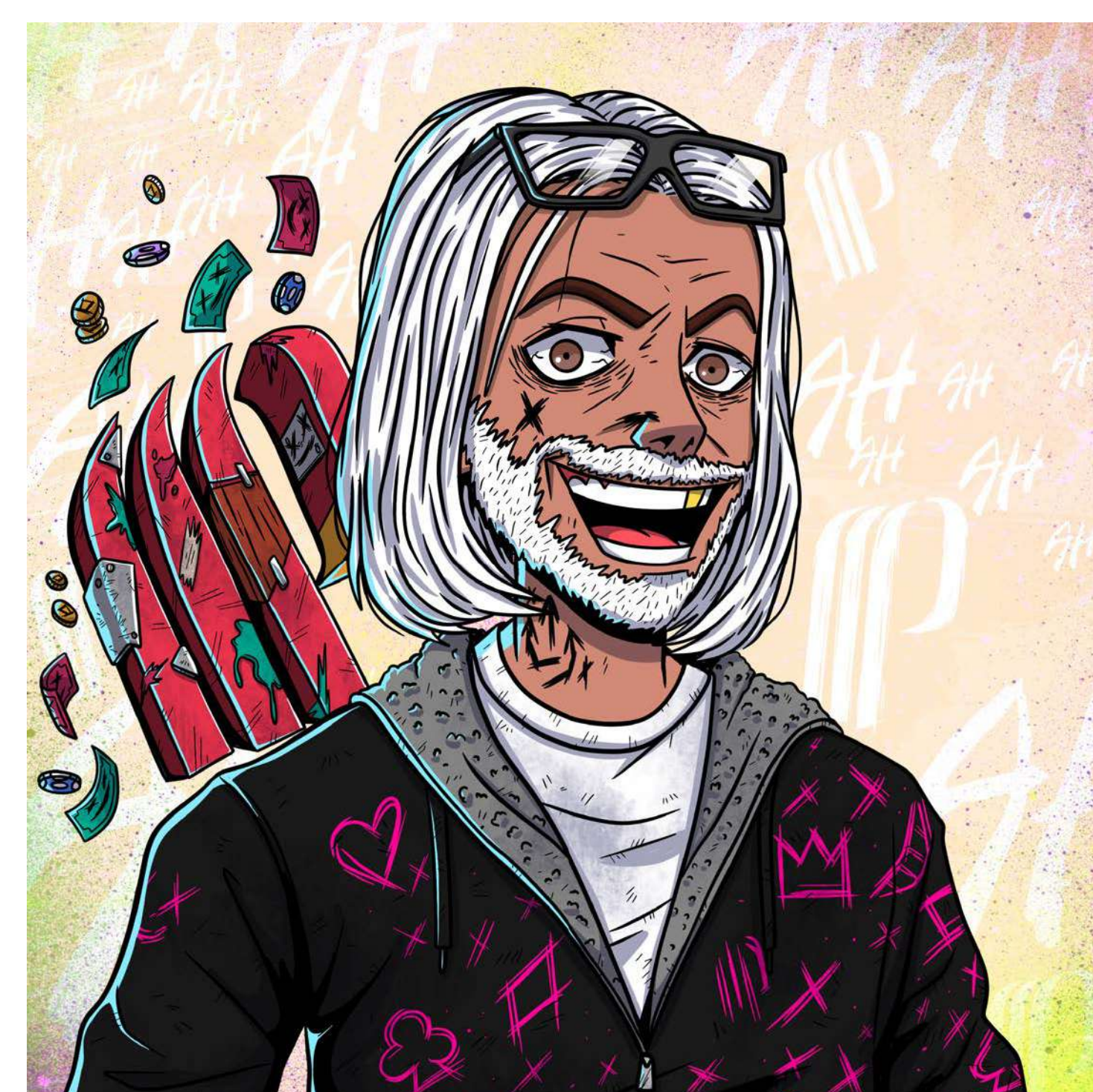
Web3 simple illusion ou véritable révolution ?

358 ont écouté · 14 déc. · 1:57:35

[Lire l'enregistrement](#)

Joker Club *ABOVE ALL A PASSIONATE TEAM*

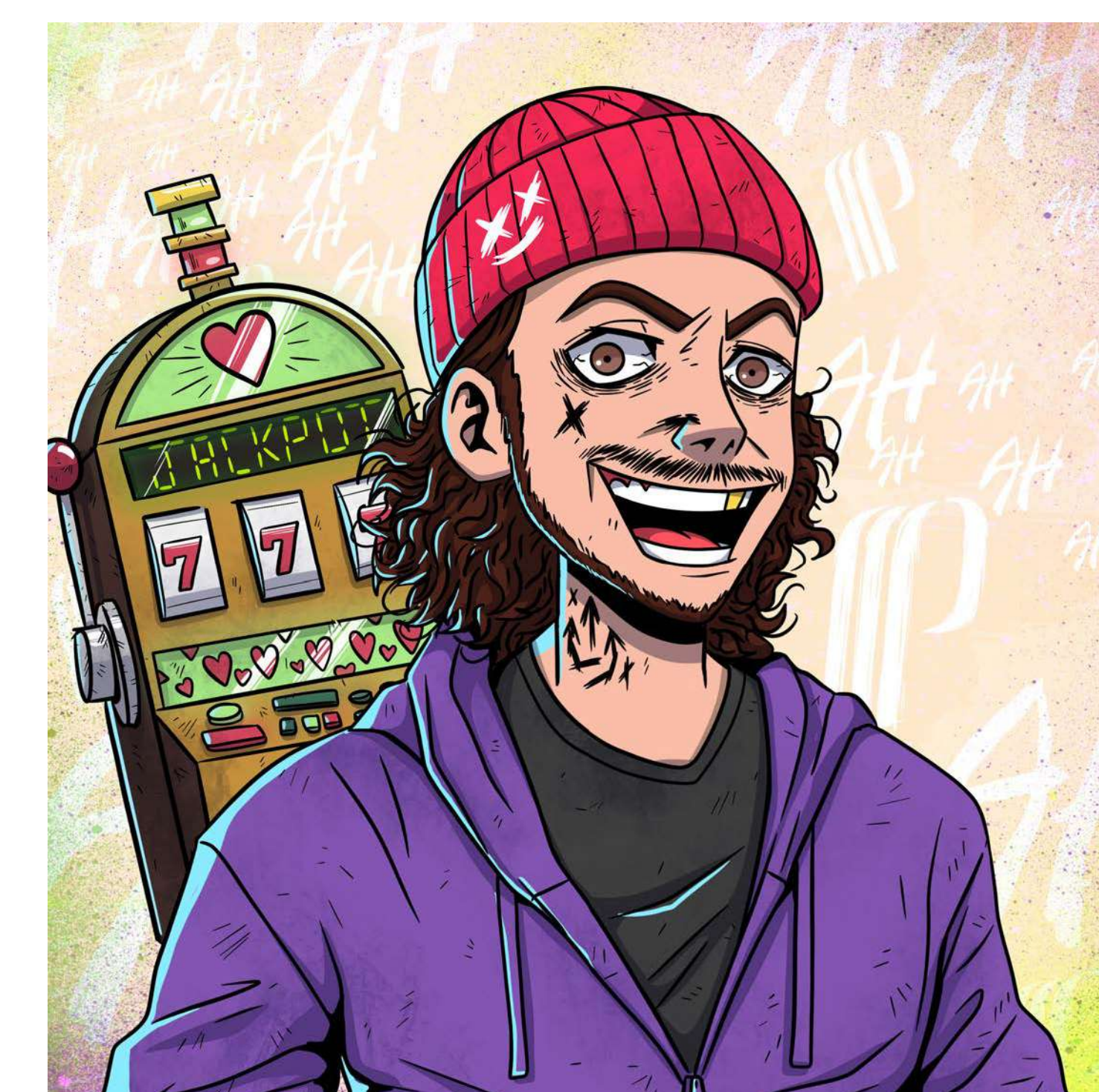
BUILDERS



Patrick PARTOUCHE
*Chairman of the
supervisor board
Groupe Partouche*



Maurice SCHULMANN
*Founder
Partouche Multiverse*



Ulysse PARTOUCHE
*Founder
Partouche Multiverse*



Jordan ABOUT
*Chief Operating
Officer*

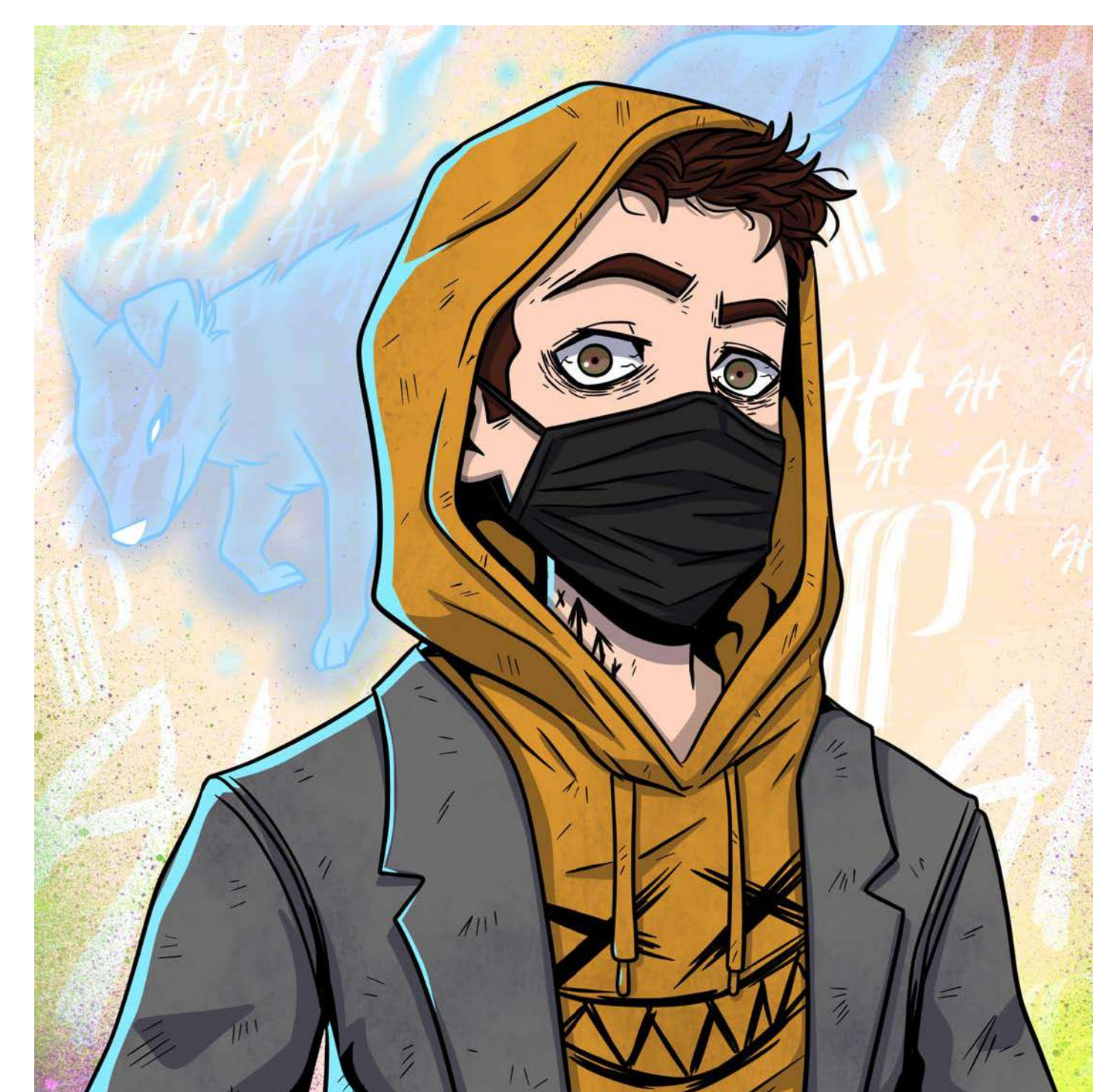


Nicolas BENARROUS
*Commercial
Director*

HEARTISTS



Guillaume VALLES
Creative Director



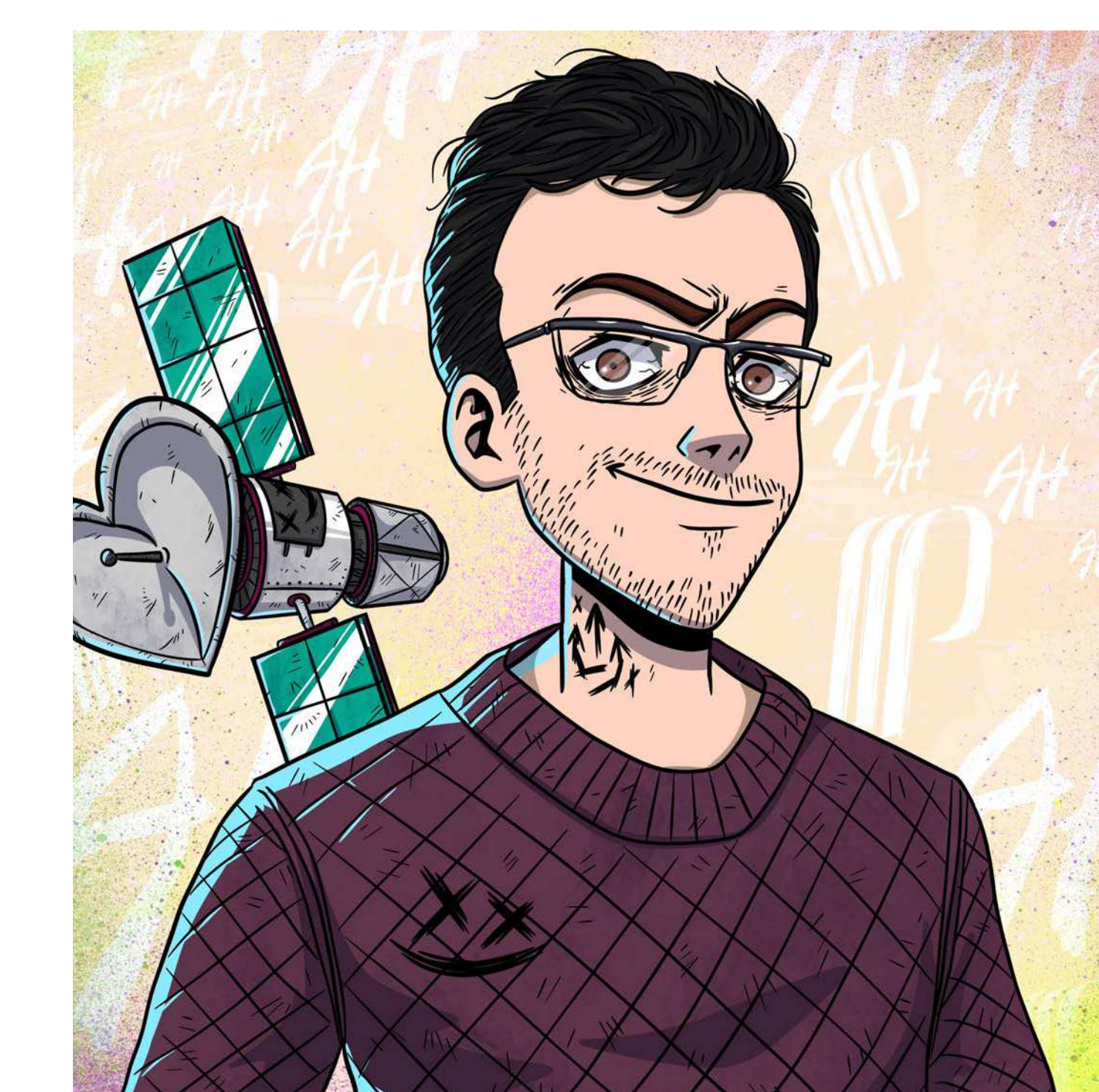
Alexandre HERBAUT
Artistic Designer



Adam COQUELET
CTO

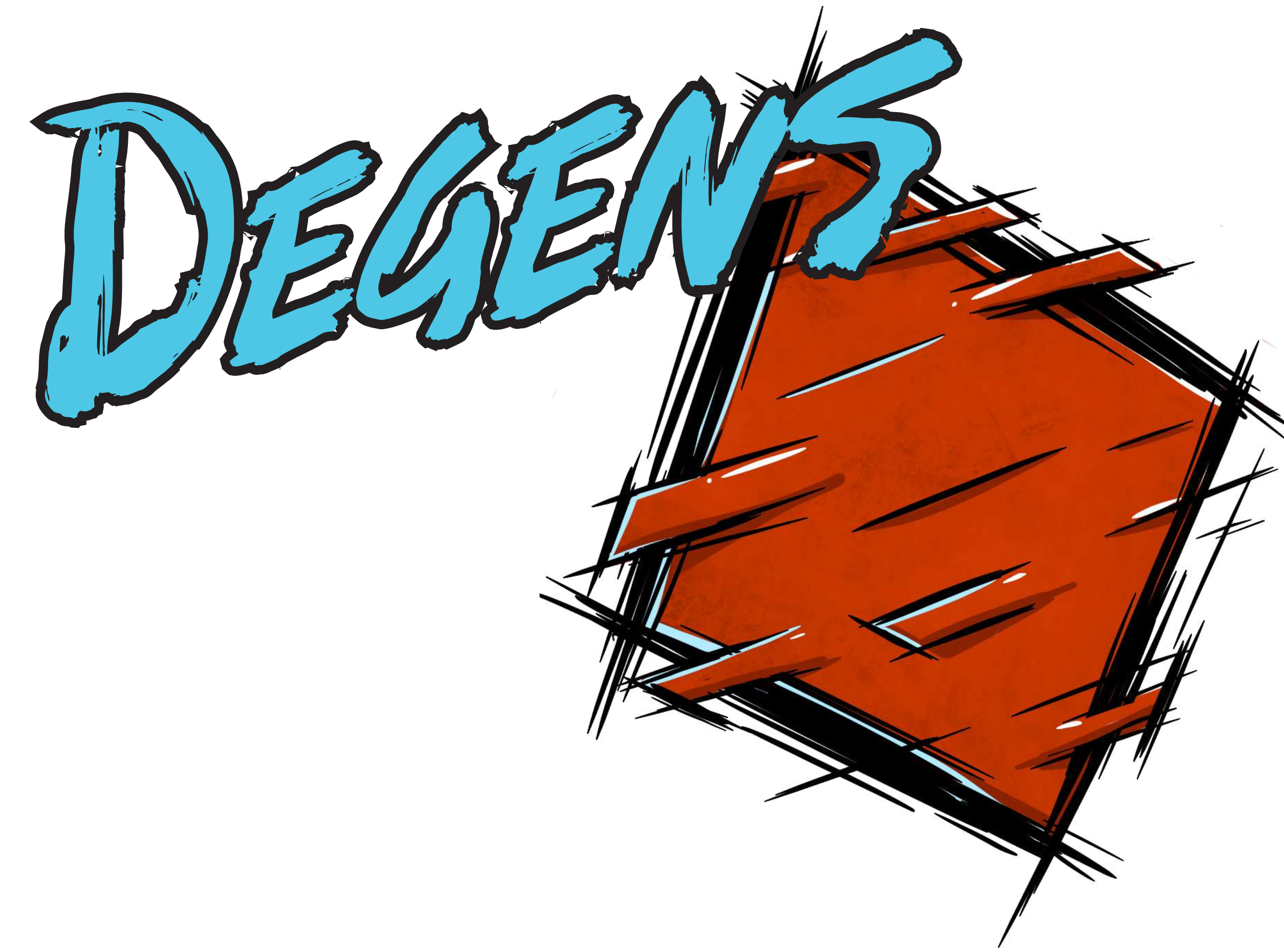


Frédéric BRICOUT
Leadgame Designer



Fabien TISSIER
IT Specialist

Joker Club *ABOVE ALL A PASSIONATE TEAM*



Melvin TETELAIN
Project Officer



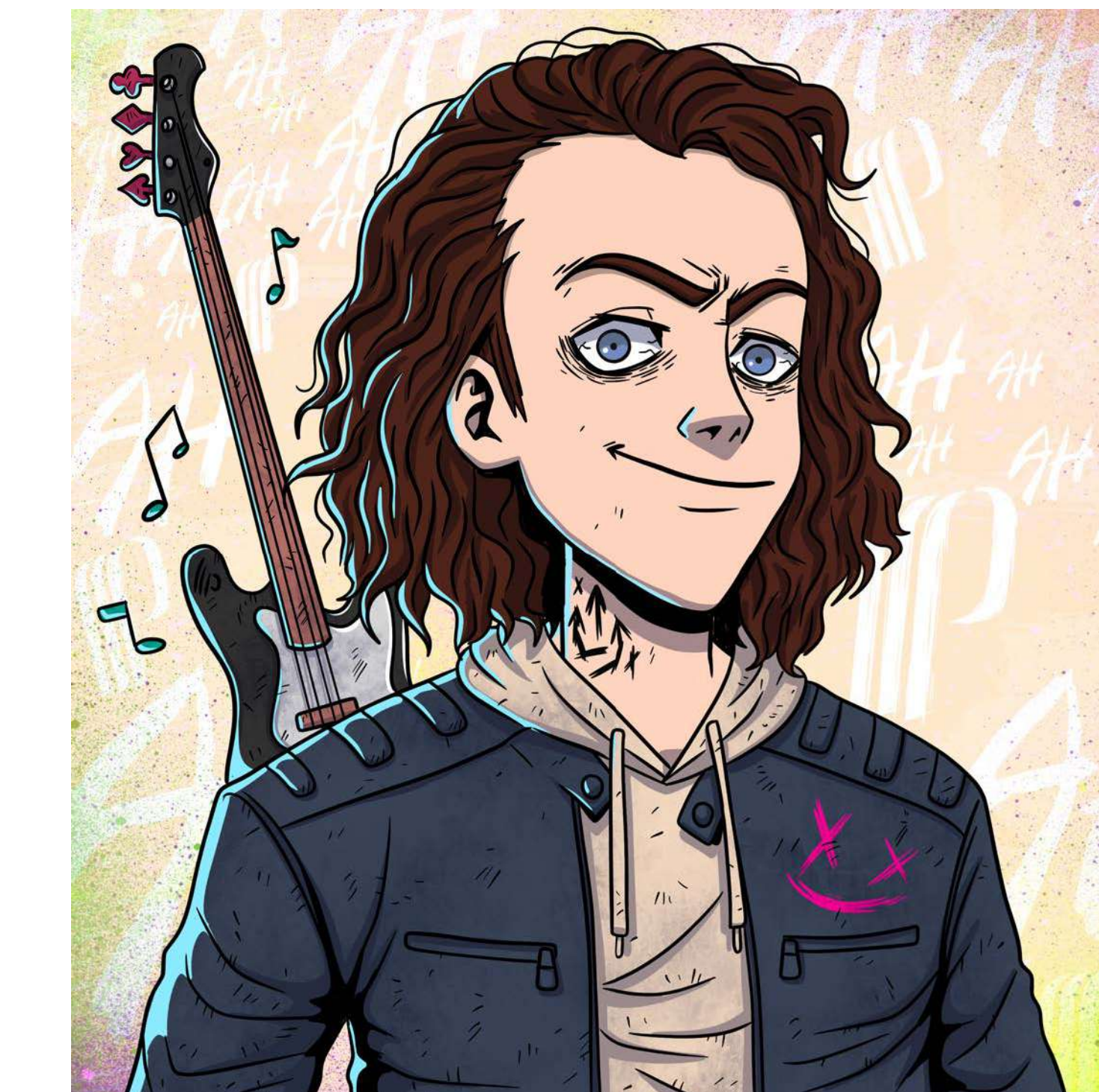
Mathias POZZI
Project Officer



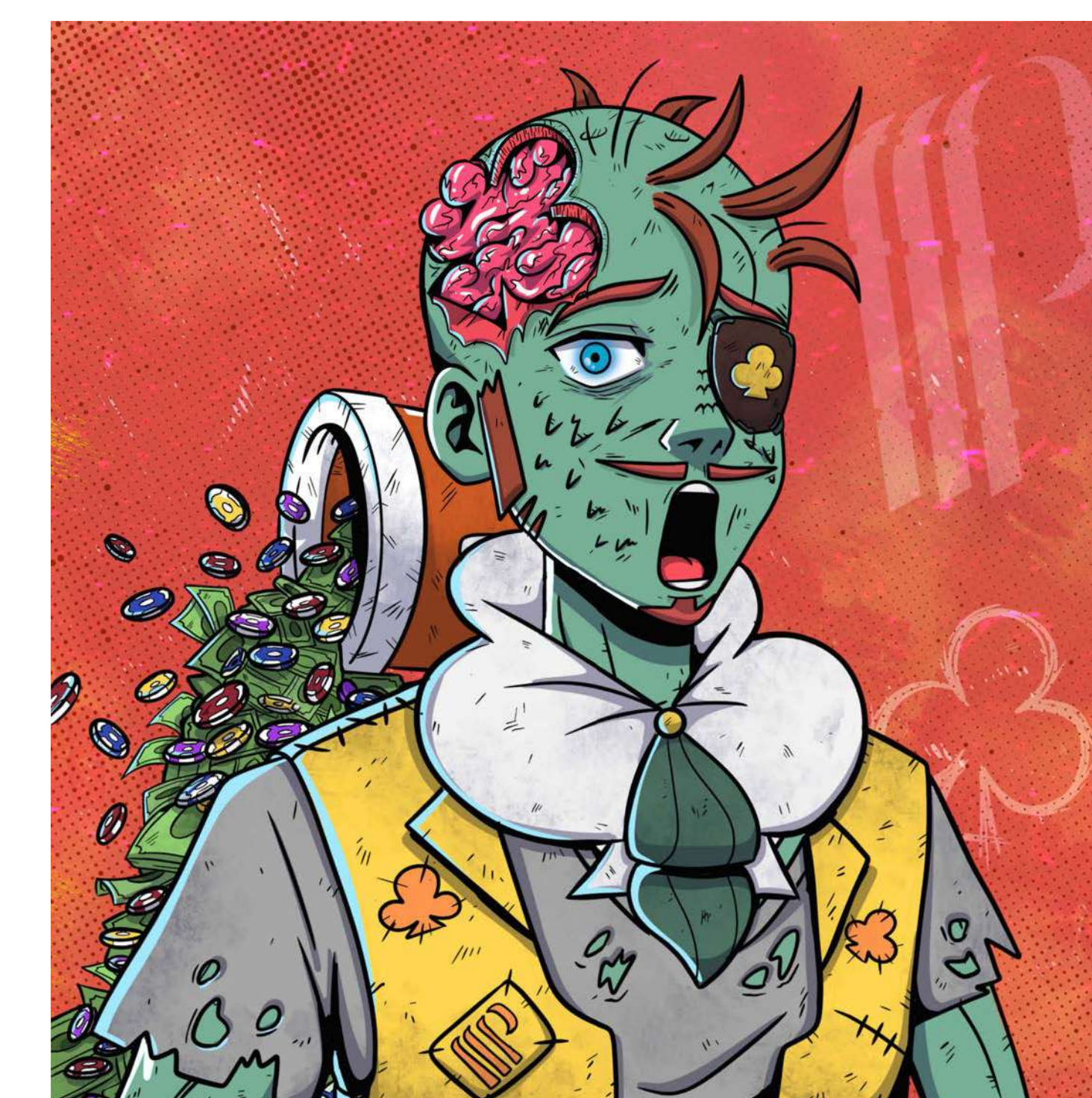
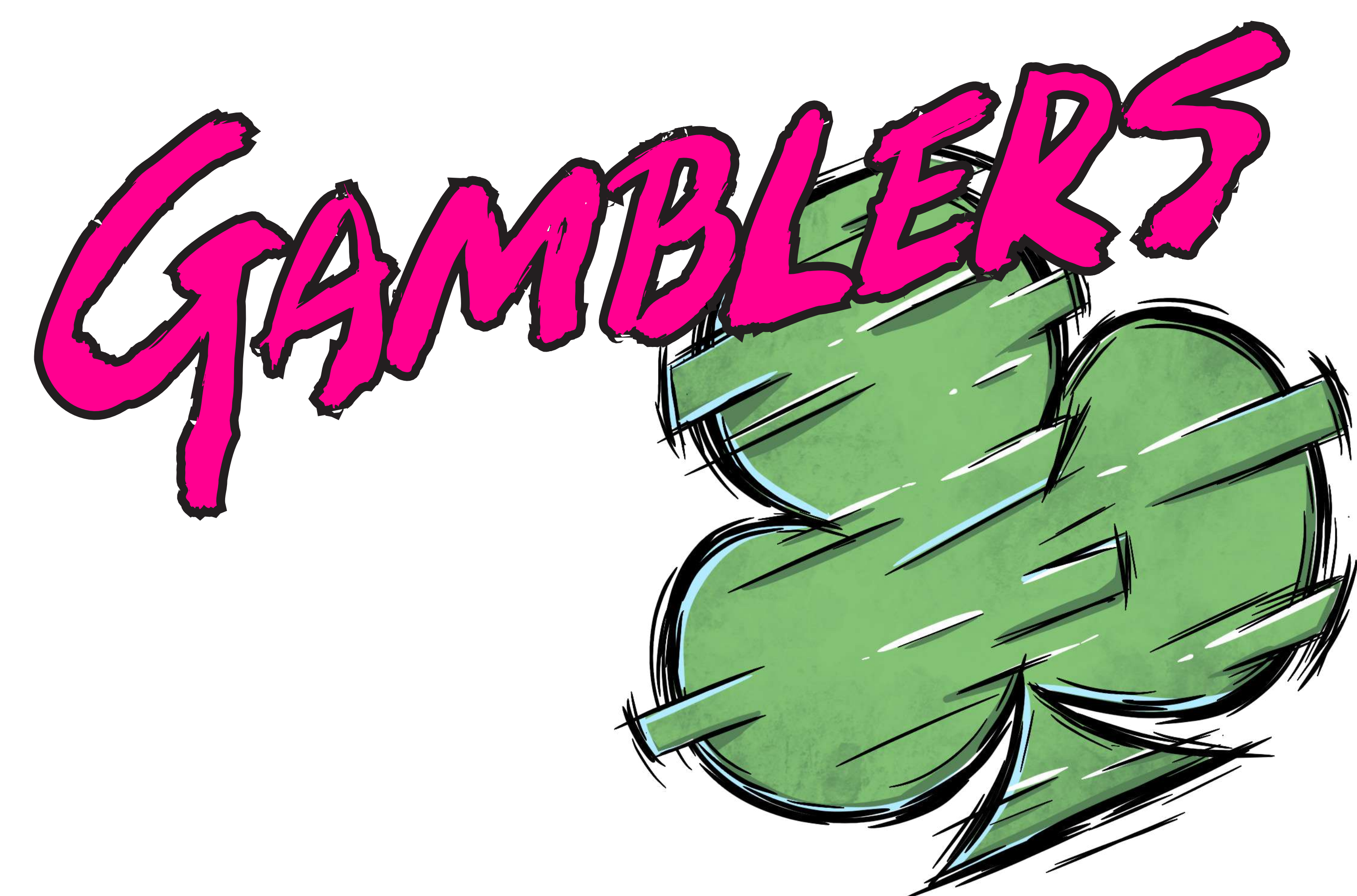
Eden GONZALVEZ
Project Officer



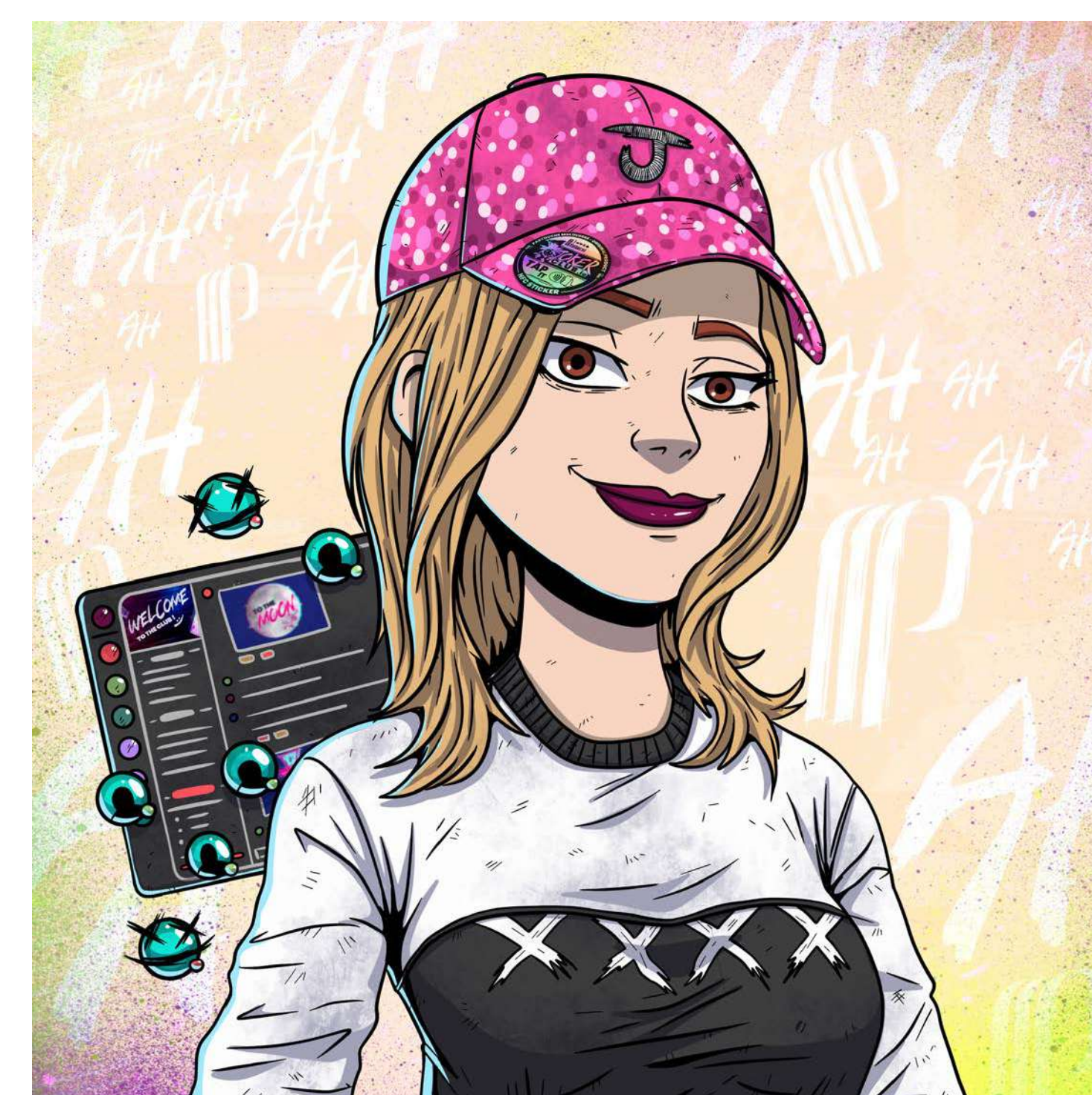
Faiz BEAUPRÉAU
Digital Designer



Gary AYMARD
Digital Designer



Arnaud BARTHELEMY
Manager UX/UI



Joker Girl
Discord Officer



Artem GORELOV
*International
Project Officer*

Our talented team is here
to **spread** the **Joker Spirit**.



STORYTELLING

THE JOKER IS REVEALED

Joker Club *THE CRAZY STORY*

1973. Saint-Amand-les-Eaux, after winning the Megapot, an emblematic player, Mamma, gives birth to talent in the heart of the casino:

THE BIRTH OF THE JOKER.

The Joker is a character like no other. He explored the entire world to devote himself to his passion: the casino.

Thousands of encounters. Extraordinary moments. Crazy adventures.

Today, the Joker is convinced of one thing: life is a party.

Whether you win or lose, the important thing is having fun — having fun and enjoying life.

THIS IS THE JOKER SPIRIT.

To share the Joker Spirit, he wants to gather 8888 Jokers from all over the world around his philosophy, creating four families.

Each family represents a state of mind, a component of the Joker Spirit madness.

WHAT WILL YOURS BE ?

1973. SAINT-AMAND-LES-EAUX.



Joker Club

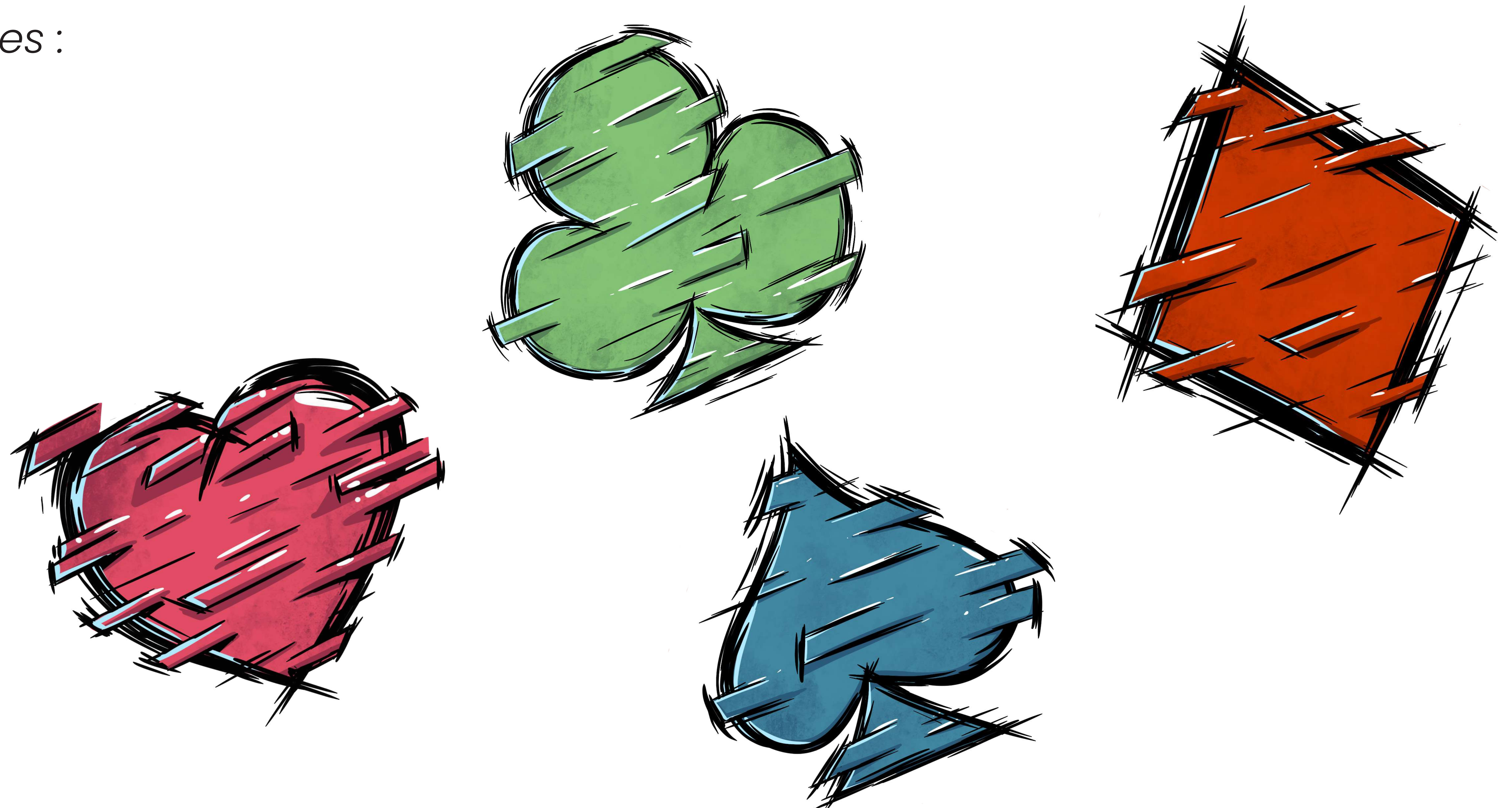
THE STORY STARTS DURING THE MINT

Joker Club glorifies the Joker, **an extraordinary character who has endured through generations and turned the world upside down with the stamp he has left behind.** This NFT community will spread the Joker Spirit, an entertainment philosophy composed of madness, fantasy, daring and originality. Supported by its community, the **Joker Club offers new, exciting, and immersive entertainment**, rich in new experiences and accessible via Web3 and inside all of the Partouche establishments (casinos and hotels).

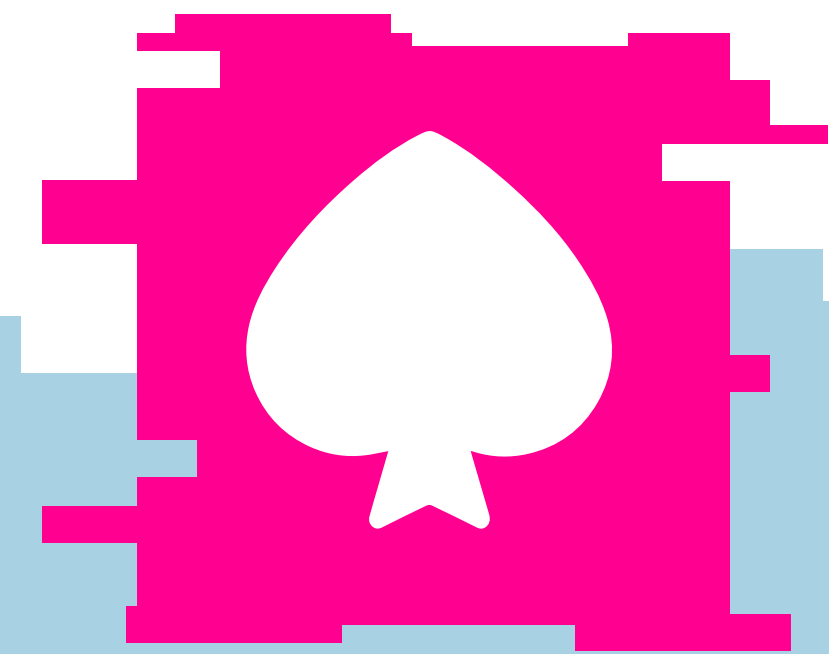
Each of the **8888 NFTs** represents a unique image with different attributes. Players become the exclusive owners of these Joker JPEGs, and can re-sell them.

Accordingly, the Joker Club is divided into four families :

1. **Spades** : builders, entrepreneurs
2. **Hearts** : the artists
3. **Diamonds** : hotheads
4. **Clubs** : players looking for adrenaline



Joker Club *THE FOUR FAMILIES !*



BUILDERS SPADE

« Do not follow the rules,
create them ! »

Joker Spade is a businessman
who speaks several languages
and travels very often.

His success makes him love
luxury and beautiful things. A
competitor at heart, he likes to
beat his opponents.

His achievement :
setting up a company
at just 14 years old.

THE ARCHITECT



OG HEARTISTS

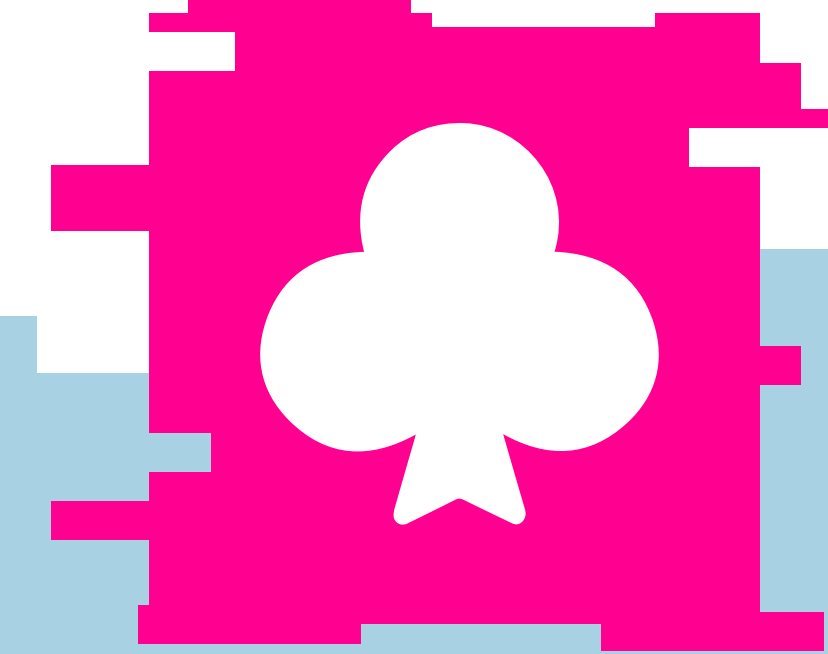
« It's time to love on-chain »

Joker Heart is an artist at heart.
Musician, songwriter, and poet.
He celebrates the beauty
of nature and women
in his works.

And he seduces with ease,
thanks to his knowledge and
great curiosity.

His achievement :
creating the most beautiful
graffiti of all time

THE ARTIST



GAMBLERS CLUB

« Life is a game
so play it well »

Joker Gambler is a gambling
enthusiast. Passionate about
gambling, the casino is
his second home.
He is also a fan of sports betting,
he chases luck and adrenaline
everyday.

His achievement :
winning the Partouche Poker
Tour three times in a row.

THE PLAYER



DIAMOND DEGENS

« What doesn't kill them
make them...crazier ! »

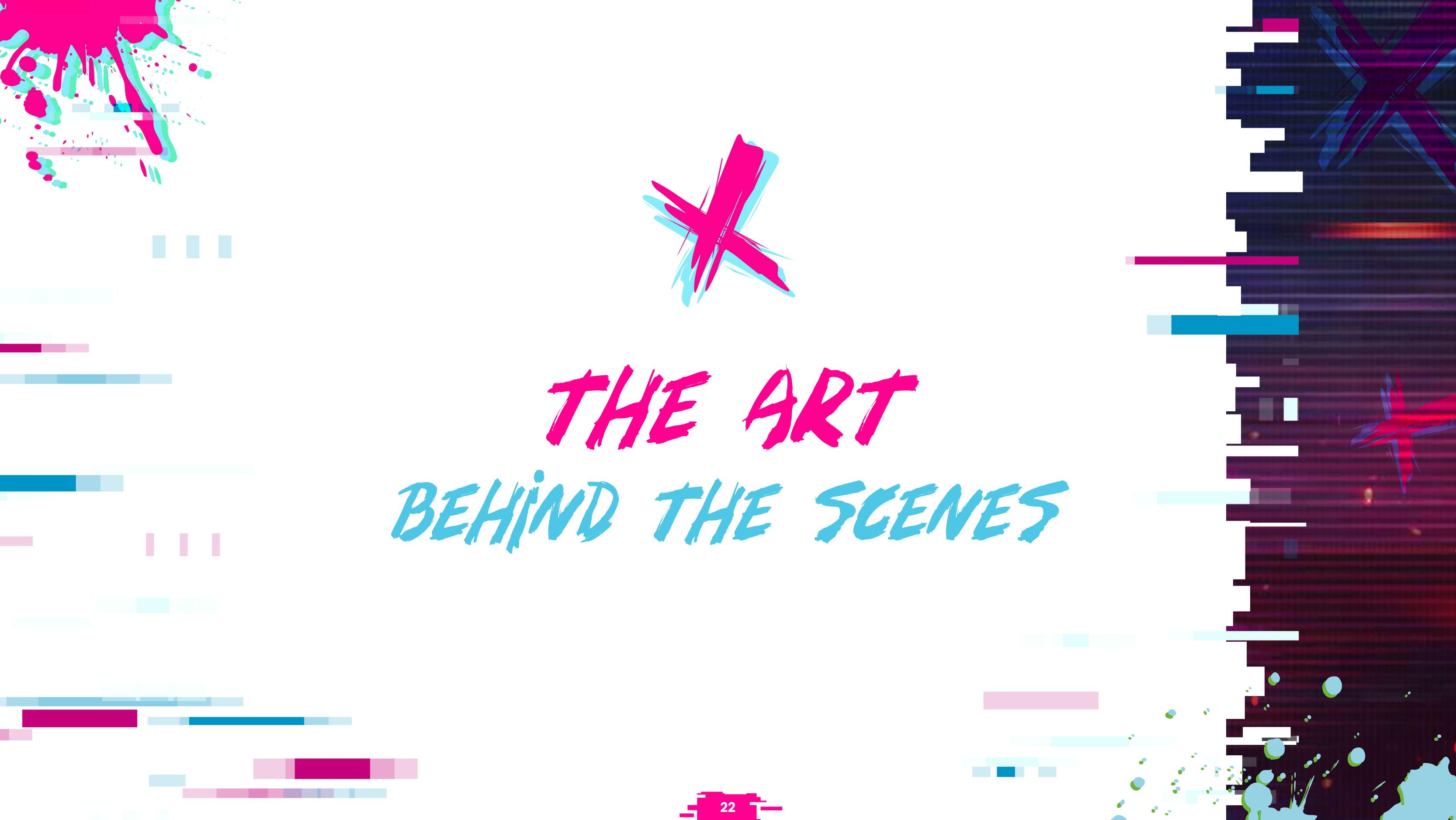
Joker Diamond is the wildest
of all the Jokers. The most
unpredictable and turbulent.
His madness is without
boundaries. Capable of the
best and the worst, he can
accomplish greatness but
often puts himself in danger.

His achievement :
climbing the mount Everest
in his underwear alone.

THE HOT HEAD

And in each families, there are quirky identities : Robots, Zombies, Astronauts, Angels, Demons, Hippies, Mafiosos, Punks etc. **that enhance the Joker Spirit.**

EACH FAMILY REPRESENTS A STATE OF MIND, A COMPONENT OF THE JOKER SPIRIT.



*THE ART
BEHIND THE SCENES*

The Joker *NFT 1/1*



« WE ALL HAVE A LITTLE BIT OF JOKER IN US »

A bit of madness. A bit of genius.
The unexpected animates our life.
Sometimes we lose and sometimes we win.
But we must always go for the jackpot and
experience new emotions.
If you have a passionate soul, if you have a
thirst for games and adrenaline,
join the craziest Web3 community.

REVEAL THE JOKER INSIDE YOU »

This is the artistic direction of the Joker. A crazy character with a choice of colours and textures reminiscent of the Joker Club universe. A punk background with material that reinforces this identity.

This pure joker 1/1 groups the elements from all of the families into a single wild card.

Creative Direction

THREE QUESTIONS

What resources did you mobilise and how much time did you need to produce the collection?

« From the time the decision was taken internally to create an NFT collection, we had **about eight months to produce the art for the collection.**

Indeed, before embarking on the creation of a collection, it was important to determine the best artistic and technical approach in line with trends and our own vision.

To do this, internally, we gathered **eight profiles from a panel of 3D artists, illustrators, and designers** to work first on different tracks for the artistic direction.

Once comfortable with the artistic direction, the designer **Alexandre Herbault**, worked full-time for nearly four months, sometimes assisted by a second designer, and me, as a creative director. »

To which graphic universe does the Joker Club belong? What are its influences?

« To the universe of the casino of course!! But beyond that, it was important for us that **the collection is a real cultural mixing pot** to highlight its connection to the energy and dynamism of Web3, but also to illustrate the crazy philosophy of the Joker Club, while injecting into it a part of our own identity as designers. Therefore, you can see that the iconography represents the different universes of the casino, NFT clichés, pop culture, and gaming.

Our graphic process mixes references re-visiting POP ART, street art, comics, and manga, with a hint of a punk attitude. »

How is Joker Club different from all the other collections from an artistic point of view?

« Many collections are already very relevant artistically.

However, we wanted every holder of a Joker **to be fully satisfied with the rendering, regardless of the level of rarity.** Therefore, we quite naturally emphasised the general graphic quality, regardless of the combination of variants. It is with this in mind that we applied particular care to the design of each of the graphic assets and their nesting.

In addition, our choice of artistic direction was also **largely influenced by our desire for the temporal durability of the collection.** Indeed, and in general, graphic creations very oriented towards illustrations and/or cartoons tend to withstand the test of time much better than those anchored in realism or based on 3D techniques. »



Guillaume Vallès
Creative Director

Joker Club *AN ARTWORK IN NFT*





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@Joker Club By Partouche