A DIGITAL CURRENCY FOR SPORTS & ESPORTS, ENTERTAINMENT PLATFORMS, ADOPTABLE UNIVERSALLY ACROSS OTHER INDUSTRIES.

White Paper V2.3

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY.

YOU SHOULD CONSULT YOUR OWN ADVISORS CONCERNING THE LEGAL, TAX, ECONOMIC, FINANCIAL AND OTHER ASPECTS ASSOCIATED WITH THE Chiliz TOKEN AND SOCIOS.COM PLATFORM

Disclaimer

The Chiliz token is classified as a 'Virtual Financial Asset' in terms of the applicable Maltese 'Virtual Financial Assets Act' (Chapter 590 of the Laws of Malta) (the 'VFA Act') The Chiliz token does not possess any necessary characteristic required to be considered a transferable security, money market instrument, unit in collective investment schemes, a digital currency, commodity, security or any other form of investment in any jurisdiction.

This white paper is compiled in accordance with the requirements and provisions of the VFA Act and is in the process of being registered with the relevant competent authority, the Malta Financial Services Authority. As at the date of this white paper, no other registrations, approvals or licensing requirements apply for the Chiliz token in terms of applicable Maltese law.

This white paper does not constitute a prospectus or offering document and is not a solicitation for investment and does not constitute an offer of financial instruments, securities to the public or a collective investment scheme. Any decision to purchase Chiliz tokens shall be based on consideration of this white paper as a whole.

The Issuer reserves the right to (i) make changes to this white paper and any documents linked to the Chiliz token and/or holding and use of Chiliz token to ensure compliance with the applicable regulatory requirements and (ii) , do all that is necessary to be in compliance with any regulatory requirements, including but not limited to, interrupting, suspending or ceasing the operations or trading of the Chiliz token if deemed necessary at the Issuer's sole discretion.

It is solely up to you to ensure that no prior or subsequent approval, notification, registration or licence is needed or if such is needed, it is solely up to you to obtain such prior or subsequent approval, notification, registration or licence or require any form in the country where you are a citizen, national, resident or having a similar connecting factor, or incorporated, registered or effectively managed, and the Issuer shall not in any way be liable for any non-conformity of the above by you.

The Chiliz tokens are not available to (i) a natural person being a citizen, national, resident or having a similar connecting factor to; or (ii) a juridical person being incorporated, registered or effectively managed and controlled from or within a country, jurisdiction or territory where the private placement or the holding and use of the Chiliz token and/or virtual currency or other tokens at any other moment in time is prohibited by laws, regulations or other practices and policies in the said country, jurisdiction or territory, which is taken to include, but is not limited to the United States of America, or any other jurisdiction where the aforementioned are prohibited.

This white paper, the Chiliz tokens and/or the holding, use and trading of the Chiliz token carries no rights, whether express or implied, other than for their use on the Socios.com platform and trading on cryptocurrency exchanges, Chiliz tokens do not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the Issuer. Chiliz tokens do not give you any entitlement to acquire any such interest or entitlement in respect of the Issuer.

The administrator of the Issuer, as identified in the Considerations section of this white paper, are the persons responsible for the information contained in this white paper. To the best of the knowledge and belief of the administrators of the Issuer (who have all taken reasonable care to ensure such is the case), the information contained in this white paper is in accordance with the facts and does not omit anything likely to affect the import of such information. The administrators of the Issuer accept responsibility accordingly.

Chiliz

Top Level **Snapshot**

VISION

- Give billions of sports & esports fans a currency to buy direct voting power in their favorite organizations
- Create a crowd management platform for teams, leagues, events and games across multiple verticals
- Take inspiration from Socios team control models (used by teams like Real Madrid & FC Barcelona)

TEAM

- 40+ Sports, esports and gaming industry experts
- Experienced in regulated gaming, gaming tech & sports-centric business development

Advisory board:

Current and former leaders from Facebook, Google, Playtech, Sina Sports, Fnatic, Team Vitality, PokerStars, InFront Sports & esports influencers.

LEGITIMACY

- Developed in the E.U. (Malta)
- Executed with the support of the Maltese Government
- Member of the EEA (Enterprise Ethereum Alliance)

Chiliz

Top Level **Snapshot**

MARKET

- **Esports & videogames:**

Larger than Film + Music industries combined, with 2017 market size of $108.9B and projected to be $128.5B by 2020

- **Traditional sports:**

The largest entertainment industry globally, with a market size topping $620B as early as 2011 & net revenues topping $90B in 2017

SHAREHOLDERS

- **Top Chinese Venture Capital firms:**

Ceyuan Ventures (Feng Bo)
H&S Financial Group

- **Business Leaders**

Dr. Stanley Choi, Investor and IPO Specialist (Hong Kong)

Xavier Niel, French Telecommunications Tycoon (France)

Donald Tang, Hedge Fund Manager (Hong Kong)

PRIVATE PLACEMENT

- **Completed in 2nd half of 2018**

- **Currently utilizing the ERC20 token standard**

- **$CHZ**

- **$66 million raised in private token sale**

Chiliz

Top Level **Snapshot**

VIABLE CONSUMER DEMOGRAPHICS

Gaming and esports consumers are young, well-educated, relatively affluent and digitally savvy. Their profile matches that of early cryptocurrency adopters. Furthermore together with sports consumers, both demographics have readily adopted digital voting/ polling and other crowd-solutions as means of engagement with teams and leagues.

A GAP IN CURRENT ENGAGEMENT SERVICES

Sports and esports investment mostly comes from media corporations, corporate sponsors and independent, wealthy financiers. As such, the average fan has no ability to participate in decision-making events for the organizations they follow, though this demand exists. Chiliz fueled platofrms - specifically a Chiliz-powered, tokenized fan voting platform such as Socios.com - fills this gap. This affords fans some degree of decision making influence, while offering a new direct revenue stream for sports and esports organizations.

CHILIZ PIONEERS "FANS AS INFLUENCERS" SOLUTIONS

Owning Chiliz tokens and exchanging them on Chiliz-powered platforms like Socios. com, fans can acquire voting rights and the ability to participate in decisions and guidance for teams, leagues, game titles and events. It's a solution scalable and flexible enough to work across sports and esports ecosystems.

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CONSIDERATIONS

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1.2 Issuer Information
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1.1

Disclaimer & Risks

Express Disclaimer:

The Socios.com Platform as well as the Fan Tokens fall outside the scope of this White Paper – they are mentioned in this White Paper by way of reference only and are strictly not regulated by the contents hereof.

Risk Factors :

The following is a non-exhaustive disclosure of principal risk factors which are considered to be material by the Company in connection with the Private Placement Event, and the acquisition, holding and/or use of Chiliz as well, to the extent rendered application, the use of the Socios.com Platform at any moment in time. Participants should consider these risk factors alongside all other information provided in the White Paper and are advised to consult with their own professional advisers (including their financial, accounting, legal, tax, technical or other advisers and experts) before deciding to obtain Chiliz. In addition, Participants should be aware that the risks described herein may combine and thus intensify one another.

The Company believes that the following risk factors may even affect its own business, as well as the external valuation of Chiliz (which external valuation is beyond the scope and purpose of the reason behind the Socios.com Platform and the Company's Business). Most of these risk factors are contingencies which may or may not occur and the Company is not in a position to predict the likelihood of such contingency occurring.

By acquiring, holding and using Chiliz, the Participant expressly acknowledges and assumes the following risks:

General Suitability of token acquisition

The acquisition of Chiliz from the Company is only suitable for financially sophisticated persons who are capable of evaluating the merits and risks of such an acquisition, or other persons who have been professionally advised with regard to token acquisition and who have sufficient financial resources to be able to bear any losses that may arise therefrom (which may be equal to the whole amount spent in connection with the token acquisition). Such an acquisition should not be seen as an investment or a financial asset.

Risk of losing access to Chiliz due to loss of Private key/s, Custodial Error or Participant Error

A Wallet is necessary to acquire, hold and dispose of Chiliz. The Participant hereby understands that he is responsible for setting up the Wallet with a third-party provider to hold Chiliz and he is responsible for implementing reasonable measures for securing the Wallet. Accordingly, loss of requisite private key/s associated with the Wallet holding Chiliz will result in loss of such Chiliz and any other cryptocurrencies and/or tokens held within. Moreover, any third party that gains access to such private key/s, including by gaining access to login credentials of the Wallet that the Participant uses, may be able to misappropriate the Participant's Chiliz. Any errors or malfunctions caused by or otherwise related to the Wallet that the Participant chooses to receive and hold Chiliz including the Participant's own failure to properly maintain or use such wallet or caused as a result of the choice of third party provider for the Wallet, may also result in the loss of Chiliz Additionally, the Participant's failure to follow precisely the procedures set forth in the Terms for acquiring and receiving Chiliz including but not limited to, the provision of the wrong Wallet address for receiving Chiliz may also result in the loss of his Chiliz.

Risk of Mining Attacks

As with other decentralized cryptographic tokens based on the Ethereum protocol, (ERC20 tokens) Chiliz are susceptible to attacks by miners in the course of validating Chiliz transactions on the Ethereum blockchain, including, but not limited, to double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Socios.com Platform and/or Chiliz, including but not limited to, accurate execution and recording of transactions involving Chiliz.

1.1

Risks

Risk of Hacking and Security weakness

Hackers or other groups or organisations may attempt to interfere with Chiliz in a number of ways, including, but not limited to denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks, and any such similar events which could have an impact on Chiliz, the Socios.com Platform and the Services the Company may offer from time to time.

Risk of Security weakness in the Smart Contract, Website and Chiliz Source Code or any associates software and/or Infrastructure

There is a risk that the Smart Contract, Website, the Socios.com Platform and Chiliz may unintentionally include weaknesses or bugs in the source code interfering with the use of or causing the loss of Chiliz; the source code of the Website is open and could be updated, amended, altered or modified from time to time.

The Company is unable to foresee or guarantee the precise result of an update, amendment, alteration or modification. As a result, any update, amendment, alteration or modification could lead to an unexpected or unintended outcome that adversely affects Chiliz and/or the Website. As a result, Chiliz may be lost.

Risk of no Listing or low/no Liquidity

Chiliz are intended to be used solely for the Socios.com Platform and the Company will not support or otherwise facilitate any secondary trading on an exchange or the secondary market or the external valuation of Chiliz, which are all beyond the scope and purpose of the Socios.com Platform. This restricts the contemplated intended use of Chiliz only to the Socios.com Platform and could therefore create illiquidity risk with respect to Chiliz that the Participant owns. Even though there are currently online services available which enable exchange of cryptographic tokens with other such tokens or even enable the exchange of cryptographic tokens for fiat money, there are no warranties and/or guarantees that Chiliz will be made available for exchange with other cryptographic tokens and/or fiat money, and no guarantees are given whatsoever with regard to the capacity and/or volume of such exchange/s.

It shall be explicitly cautioned that such exchange, if any, might be subject to poorly-understood regulatory oversight, and the Company does not give any warranties in regard to any exchange services providers. Users including the Participant, if applicable, might be exposed to fraud and failure affecting those exchanges. In any case, it is not the Company's aim to enable exchange of Chiliz for other cryptographic tokens or for fiat currency and it shall therefore not commit to any endeavours to list Chiliz on such exchanges or any secondary markets.

Risks of an eventual unfavourable fluctuation of ETH or Chiliz' value

The Socios.com Platform is intended to be financially self-sufficient and self-financing after the Private Placement Event and the Company commits to have no specific interest in the market value of Chiliz. Nevertheless, if the value of BTC, ETH and/or Chiliz fluctuates, the Company may not be able to fund development to the extent necessary, or may not be able to develop or maintain the Socios.com Platform in the manner that it intended. In addition to the usual market forces, there are several potential events which could exacerbate the risk of unfavourable fluctuation in the value of ETH or Chiliz including another DAO-like attack on the Ethereum network, or significant security incidents or market irregularities at one or more of the major cryptocurrency exchanges.

Risk of Malfunction in the Ethereum Network or any other Blockchain and of Competing Platforms

It is possible that Chiliz are interacting with malfunctions in an unfavourable way, including but not limited to one that results in the loss of Chiliz or prevent their use on the Socios.com Platform. It is possible that alternative platforms could be established that utilise the same open source code and protocol underlying the Socios.com Platform and attempt to facilitate services that are materially similar to the Socios.com Platform. The Socios.com Platform may compete with these alternatives, which could negatively impact and Socios.com Platform, including the utility of Chiliz for use of the Socios.com Platform

1.1

Risks

Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, Chiliz are uninsured unless the Participant specifically obtains private insurance to insure them. Thus, in the event of loss of Chiliz or loss of Chiliz's value, there is no public insurer, such as the Investor Compensation Scheme or private insurance arranged by the Company to offer recourse to the Participant.

Risk associated with uncertain Regulations and enforcement actions

The regulatory status of tokens in general, Initial Token or Coin Offerings, Private Placement Event and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory authorities may apply existing regulation with respect to such technology and its applications, including the Socios.com Platform and the Chiliz. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement regulatory actions or changes to law and regulation affecting distributed ledger technology and its applications, including the Socios.com Platform and the tokens.

Regulatory actions or changes to law and regulation could negatively impact Chiliz and the Socios.com Platform in various ways, including, but not limited to, a determination that the acquisition, holding and use or disposal and transfer of Chiliz constitutes a regulated instrument that require registration or licensing of those instruments or some or all of the parties involved in the acquisition, contribution, sale and delivery thereof. The Company may cease operations or interrupt the Private Placement Event in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable or no longer viable to obtain the necessary regulatory approval/s to operate in such jurisdiction or to provide the Socios.com Platform.

Risk arising from Taxation

The tax characterization of Chiliz is uncertain. The Participant must seek his own tax advice in connection with purchasing Chiliz, which may result in adverse tax consequences to him, including withholding taxes, income taxes and tax reporting requirements.

Risk of insufficient interest in Chiliz and the Socios.com Platform

It is possible that Chiliz and the Socios.com Platform will no longer be used by a large number of individuals, companies and other entities or that there will be limited interest in the use of Chiliz and the Socios.com Platform. Such a lack of use or interest could negatively impact the development of the Socios.com Platform and therefore the potential utility of Chiliz.

Internet Transmission Risks

There are risks associated with using Chiliz including, but not limited to, the failure of hardware, software, and Internet connections, or other technologies on which the Socios.com Platform or the use of Chiliz relies. Such failures may result in disruptions in communication, errors, distortions or delays when using Chiliz and the Socios.com Platform or the Website.

Risk of Dissolution of the Company

It is possible that, due to any number of reasons, including, but not limited to, a decrease in Chiliz's utility, the failure of commercial relationships, or intellectual property ownership challenges, unfavourable market conditions and added compliance and regulatory obligations, the use of the Socios.com Platform may no longer be viable to be offered or the Company may need to cease trading and be dissolved and liquidated.

Risk arising from Lack of Governance Rights

Since Chiliz do not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the Company, all decisions involving the Company will be made by Company at their sole discretion, including, but not limited to, decisions to transfer more Chiliz for use, to sell or liquidate the Company. These decisions could adversely affect the utility of that the Participant holds.

1.1

Risks

Regulatory Risks and Market Risks

The Company and by operation of the Socios.com Platform, are subject to a variety of domestic and/or EU and international laws, regulation and directives, including those with respect to privacy and data protection, consumer protection, data security, and others. These laws, regulations and directives, and the interpretation or application of these laws, regulations and directives, could change. In addition, new laws, regulations or directives affecting the Company, the Socios.com Platform and Chiliz could be enacted, which could impact the utility of Chiliz and their use on the Socios.com Platform. Additionally, the Participants are subject to industry specific laws and regulations or licensing requirements.

If any of the Parties fails to comply with any of these licensing requirements or other applicable laws or regulations, or if such laws and regulations or licensing requirements become more stringent or are otherwise expanded, it could adversely impact Chiliz and the Socios.com Platform, including the Chiliz' utility on the Socios.com Platform The Participant hereby accepts the risk that in some countries Chiliz might be considered, now or in the future, a Security Token. In this case the Company gives no representations, warranties or guarantees that the Utility Tokens are not considered to be Security Tokens in all countries. The Participant hereby accepts to be solely responsible of the legal, financial and any other risks connected to Chiliz as a security in his country and to be the only responsible to check if the holding, using and the disposal of Chiliz is legal in your country.

Also, changes in laws, regulations and directives governing the Company's operations may adversely affect their business and consequently the Socios.com Platform. Any change in the Company's tax status, or in taxation legislation in Malta or elsewhere, could affect the value of its financial holdings, its business and the Company's ability to achieve its business objective and continual commitment to the development of the Socios.com Platform.

Other Inherent Risks

The Participant understands and accepts the inherent risks associated with Chiliz, to the extent not covered elsewhere in the Terms, including, but not limited to, risks associated with (a) money laundering; (b) fraud; (c) exploitation for illegal purposes; and (d) any other unanticipated risks.

Unanticipated Risks

Cryptographic tokens such as Chiliz as well as blockchain are a new and untested technology. In addition to the risks included in the Chiliz Documents there are other risks associated with the Participant's acquisition, holding and use of Chiliz , including some that the Company cannot or may not anticipate. Such risks may further materialise as unanticipated variations or combinations of the risks discussed in the Chiliz Documents.

The Participant hereby represents and warrants that he will take sole responsibility for any restrictions and risks associated with the holding or use of Chiliz. If any of the risks, mentioned in the Terms are unacceptable or the Participant is not in the position to understand, the Participant should not acquire, hold or use Chiliz.

1.2

Definitions

Definitions, as applied within this document:

Chiliz Token(s)

A utility cryptographic decentralised token issued by the Company based on the Ethereum protocol (ERC20 token) being the token which can be used by sports fans to acquire Fan Tokens

Fan Token(s)

A utility cryptographic branded token bearing the marks/name of the partnering sports team or organization to which they relate. Such Fan Tokens are created by a separate entity within the Group and are designed for direct utility within the Socios.com Platform. Fan Token(s) grant holders voting rights to particularly participate in the decision-making processes, feedback polls and surveys in regards to the sports teams or organizations to which they relate. Fan Tokens can be exclusively traded using Chiliz Tokens.

Participant

Any person (natural or juridical), who has contributed and is bound by the terms of the private placement and this White Paper and/or who intends to hold and/or use Chiliz Token(s) at any moment in time and shall include any person who intends to become a Participant.

Issuer or Company

HX Entertainment Limited, a company registered under the Laws of Malta with company registration number C 77290 and having its registered address at 14 East, Level 7, Triq Tas-Sliema, Gzira, GZR1639, Malta.

Mediarex or Group

Mediarex Enterprises Limited, a company registered under the Laws of Malta with company registration number C 73768 and having its registered address office at 14 East, Level 7, Triq Tas-Sliema, Gzira, GZR1639, Malta (as ultimate parent company) and its direct and indirect subsidiaries.

White Paper

This document in its entirety

Socios.com or Socios Platform, or Platform

The socios.com platform, a platform developed by another entity within the Group, operating on the basis of blockchain technology and smart contracts for the purpose of offering a tokenized voting platform where fans can buy, sell and execute voting or “crowd managers” rights in their sports teams and benefit from extra VIP benefits

VFA Act

The ‘Virtual Financial Assets Act’ (Cap. 590 of the Laws of Malta) and any subsidiary legislation enacted thereunder

1.2

Information on the Issuer

Information on the Issuer:

The issuer of the Chiliz token is HX Entertainment Limited, a company registered under the laws of Malta with company registration number C 77290 and having its registered address at Level 7, 14 East, Sliema Road, Gzira, GZR1639, Malta (the “Issuer”).

The Issuer was established on October 24th, 2016 as a wholly-owned subsidiary of Mediarex Enterprises Limited, saving one share which is personally held by Mr Alexandre Dreyfus, an administrator of the Issuer. The Issuer is lawfully existing and registered as a private limited liability company in terms of the ‘Companies Act’, Chapter 386 of the Laws of Malta

As at the date of this whitepaper, the Board of Administrators of the Issuer is constituted by the following persons:

Alexandre Dreyfus (Reachable at Level 7, 14 East, Sliema Road, Gzira, GZR1639, Malta)

1.3

KYC & AML

Know Your Customer (KYC) and Anti-Money Laundering (AML) & Counter Financing of Terrorism Procedures:

The issuer has adopted rigorous KYC procedures to verify the identity of every applicant, and the beneficial owner (where applicable) that has expressed interest in acquiring Chiliz and only those contributors which have successfully identified themselves in the KYC procedure, to the Issuer's satisfaction, have been successful in participating in the Chiliz Private Placement.

Strict compliance with KYC procedures protects the contributors and the Issuer from criminal elements such as money laundering activities and terrorism financing. The KYC procedures adopted were based on current market practices and in accordance with all applicable Maltese and EU legislation

The Issuer recognizes the importance of preventing money laundering and terrorism financing therefore AML and counter-financing of terrorism procedures have been implemented in accordance with applicable legislation, notably the Prevention of Money Laundering Act (Chapter 373 of the Laws of Malta) including any rules and regulations enacted thereunder. The Issuer particularly requested the identification of any politically exposed persons (“PEPs”), an individual who is or who has, been entrusted with prominent public functions, and immediate family members, or persons known to close associates of such persons.

The policies and procedures implemented by the Issuer in this respect are based on contributor’s identification and contributor’s identity verification on the basis of the following sources:

- Documentation provided by the contributors.
- Information about the contributors obtained from reliable and independent sources.

In particular, the Issuer has and shall not conduct business with the following risky persons:

- Those refusing to provide the Issuer with required information or documentation.
- Entities whose shareholder/control structure cannot be determined.
- Those individuals that are included on any official sanction lists.
- Individuals indicating possible involvement in criminal activities based on available information.
- Those individuals with business where activity, source of funds or source of wealth cannot be reasonably verified.

An appropriate record of received documentation and information, copies or recommendations are retained by the Issuer for the legally established time period as per applicable laws, including AML legislation and data protection laws including General Data Protection Regulation.

1.4

IP Rights & Service Providers

Intellectual property rights associated with the offering, projects arising from it, and protection thereof:

The Chiliz® and Socios.com™ marks, all content on the Chiliz website (www.Chiliz.com) and this white paper in relation to the Chiliz offering and the Socios.com platform, unless mentioned otherwise, remain the intellectual property rights of the Issuer's parent company, Mediarex Enterprises Limited, a company registered under the laws of Malta with company registration number C 73768 and having its registered address at Level 7, 14 East, Sliema Road, Gzira, GZR 1639, Malta.

This means that readers are not allowed to use the content contained in web pages, electronic or written publications or any other media and/or words, phrases, names, designs or logo that are our trademarks without our express written permission.

All information provided on website, whitepaper, business model and any other public document, is subject to change without any notice to any person including any stakeholders or token holders.

External Service Providers:

Legal Advisors:

E&S Consultancy Ltd.

Palace Court, Church Street, St. Julian's STJ 3049, Malta.

Auditors:

Nexia BT

The Penthouse, Suite 2, Capital Business Centre, Entrance C, Triq Taz-Zwejt, San Gwann SGN3000.

2

THE CHILIZ

2.1 What is the Chiliz & the Socios.com platform?

2.2 Why develop the Chiliz & the Socios.com platform?

2.1

Socios.com, the platform Chiliz powers

Chiliz, powering Socios.com, gives sports and esports fans the ability to crowd-manage their favorite teams, games, leagues and events. By 2020, we anticipate a sports & esports landscape that is not only shaped by what games, teams and leagues draw the highest audiences, but by those who can most effectively activate and monetise that audience by putting their fan-base in the driving seat. It's called **radical fan engagement**:

A universal sports and esports 'crowd-control' engine capable of giving fans voting rights to guide their some of their favourite teams' management and strategy decisions. Any league, any team and any game, realised with blockchain technology. With Chiliz powering the Socios.com platform, fans can become **influencers** of any competitive entity. In turn, teams, leagues & events, from any corner of the sports & esports world can then monetise the fan demand for these voting rights.

2.2

Why develop Chiliz & the Socios.com platform?

Our motivation: To turn the world's billions of sports, esports and gaming fans from spectators into influencers.

With Chiliz tokens powering the Socios.com platform our vision is to turn 2.2+ billion gamers and 380+ million esports fans, as well as the billions-strong community of football fans, from spectators into team-connected influencers and decision makers.

The global sports market continues to grow year over year, and the esports market in specific is expected to experience 32% annual growth over the next 2-3 years.

Exploration to try to improve fan engagement in both sports and esports is ongoing, as with both verticals, monetising fans via direct team connection - outside of game broadcasts and live events - continues to represent challenges.

Our vision embraces both cryptocurrency and blockchain backed fan platforms as the most effective tools to empower sports' and esports' active fans and transform them from passive spectators into active influencers, who help guide the teams and organizations they love to follow.

3

PROBLEM & SOLUTION

3.1 The Opportunity
3.2 The Innovation

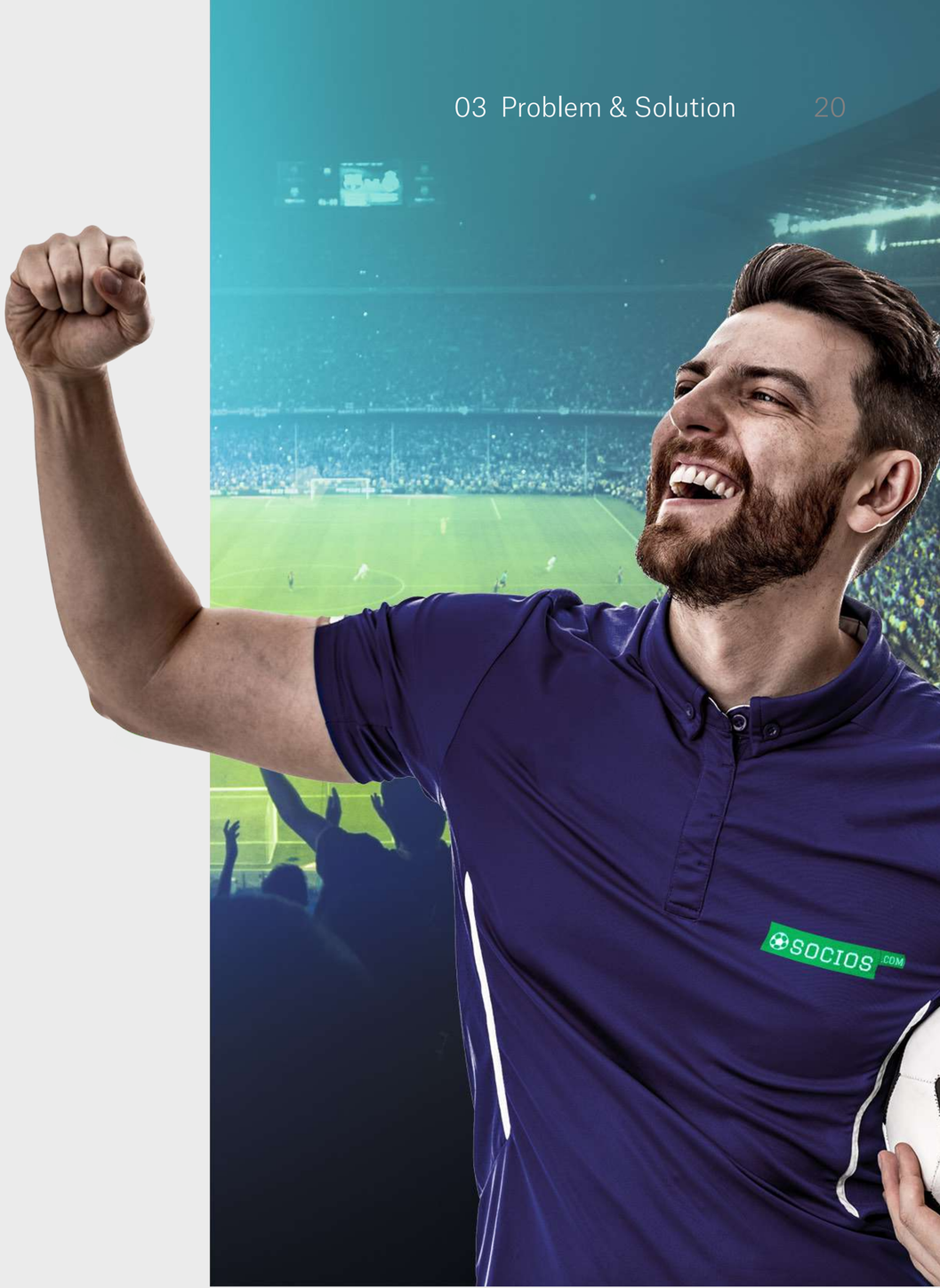
3.1

The Opportunity

Fans can only watch. They can't make decisions or influence the organizations they love

The current sports and esports environment offers - for the most part - only transactional 'contact' for fans. They pay for licensed products & watch their favourite line-ups compete in their favourite games. However, this is a passive endeavour as the fans have no influence over their favourite teams or players. While the appetite to 'activate' fans as influencers exists, current exploration into direct fan engagement, for example the 'Fan Voice' element of F1 or the digital FanBoost engagement of Formula E, has not left the realm of novelty.

Historically this has meant that unless you create your own team, there are almost no systems in place for influencing team decisions and there is no way to transition from fan to active participant. Gaining this voice through direct investment in a specific team is not an option for the vast majority of sports organisations. And even if it were, the barriers to entry for an average sports fan - time, funding, talent acquisition ability – are immense to the point of being insurmountable.



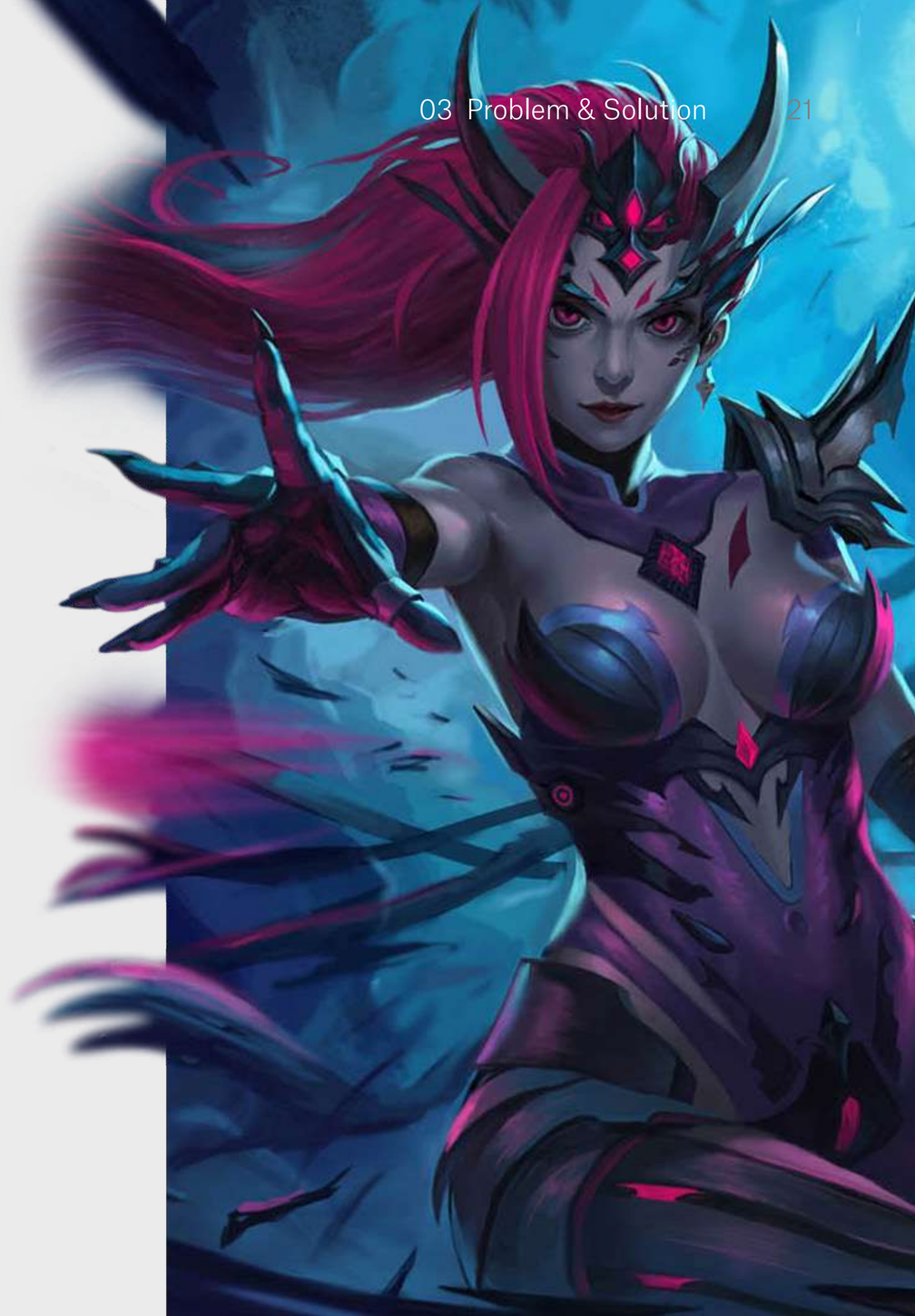
3.2

The Innovation

A platform where fans get a direct Vote in their favorite sports organizations, connect and help fund new sports and esports entities

The Socios.com platform, powered by the Chiliz token – a team crowd-management system that empowers fans to take a meaningful, active hand in guiding various decision making and influencer events for their favourite professional sports and esports teams. This is made possible via the novel application of a scalable, blockchain-based Fan Token purchasing and utility infrastructure; brought to life through the secure, trustless deployment of tokenized voting rights and executed via smart contracts on the Socios.com platform.

This Chiliz-fueled blockchain solution turns team management into an entertainment proposition in its own right, gamifying voting rights into a trading & re-trading experience. Every fan's voting decision will directly affect real-world sports and esports teams, as well as any other partnered organizations. Socios.com's fan-controlled teams can operate in both existing sports & esports infrastructures – competing independently in conventional events such as The Premiere League, La Liga, and etc. for football or Dreamhack, ESL and etc. for esports (as conceptual examples only) – or in new emerging sports entertainment environments.



4

PLATFORM INTRODUCTION

4.1 An overview
4.2 Fan decisions
4.3 Partner Flexibility
4.4 Third parties
4.5 Fan-owned teams

4.1

The Socios.com Platform: An overview

The Dream

Sports & esports entities from individual players (or streamers) and teams to entire competitive leagues, globally, guided by a braintrust of fans acting as each organization's hive-mind - who make the decisions those organizations agree to offload to them.

The Engine

The Socios.com platform's blockchain backed, tokenized voting system; capable of driving transparent and democratic crowd decision making processes for teams & entities from any game type or sporting vertical.

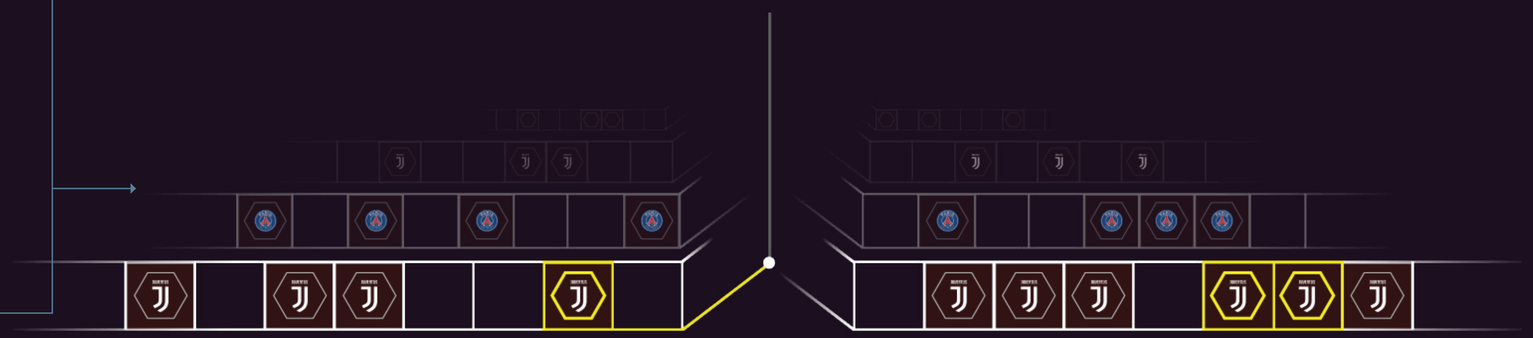
The Fuel

The Chiliz ($CHZ) token, used by fans to acquire branded Fan Tokens from any team or organization partnered with the Socios.com platform and enact their voting rights as their fan influencers.

What this tokenized voting platform can power:

Sports teams across any game or league
Independent esports teams
Sports and Esports events

Sports and esports leagues
Ecosystem relevant brands
Sports and esports influencers



4.2

What decisions can fans make?

When fans enter the Socios.com platform, acquire Chiliz tokens and then use them to exercise their voting rights, they become part of the crowd-managed decision engine for whichever organisation they've chosen to support. **But, what kinds of decisions can fans make to guide & engage with the Teams & Leagues they have a Vote in?**

The more fully a team immerses themselves in Socios.com partnership - the more powerful their fan engagement proposition becomes.

* Please note, these are conceptual examples. Real-world decision making / voting topics for teams & leagues will vary depending on the specific title in which they are competing.

Here are some general examples:

Team-wide decisions*

For Football teams - choosing team's 3rd Jersey designs, influencing line-ups in friendly matches, choosing between fan offerings.

For esports teams - (where applicable) - match-ups for teams to compete against at events, exhibition games and practice matches.

For teams built from the ground up to run on Socios.com - which players are drafted onto the team (chosen from an eligible draft pool).

League-wide decisions*

Format decisions regarding leagues (length of season, competitive match-making formats for season, and the like).

The new game modes in which teams should compete.

For multi-game capable leagues – which new titles should be included for league expansions.

League matchmaking decisions – how teams should be seeded and how matchmaking will occur during the regular season (where applicable).

4.3

The Socios.com platform: vv

Other Sports verticals

Tokenized voting rights in teams to be announced in additional game areas (Cricket, Baseball, F1 and etc.)

Esports teams

Fan-led decision making & management influence for esports organizations.

Football teams

Fan-led decision making & club influence for teams including PSG & Juventus.

Influencers

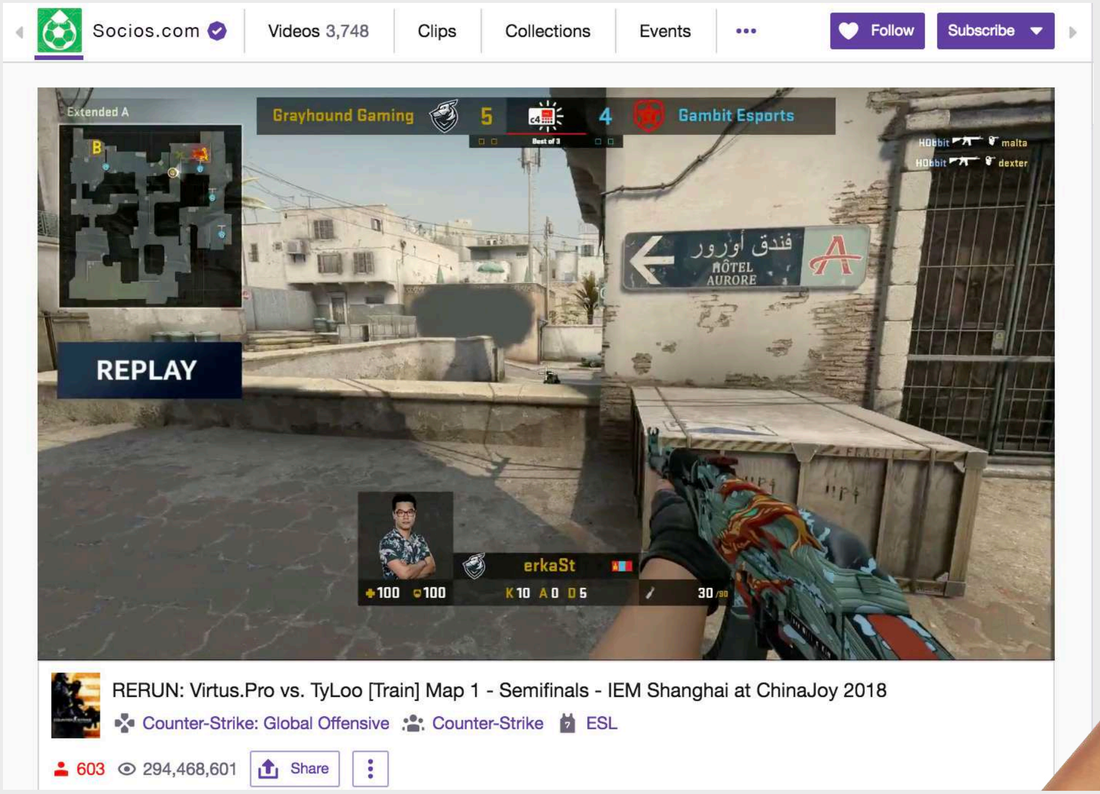
Fan-led influence & guidance directly between fans and streamers/ personalities

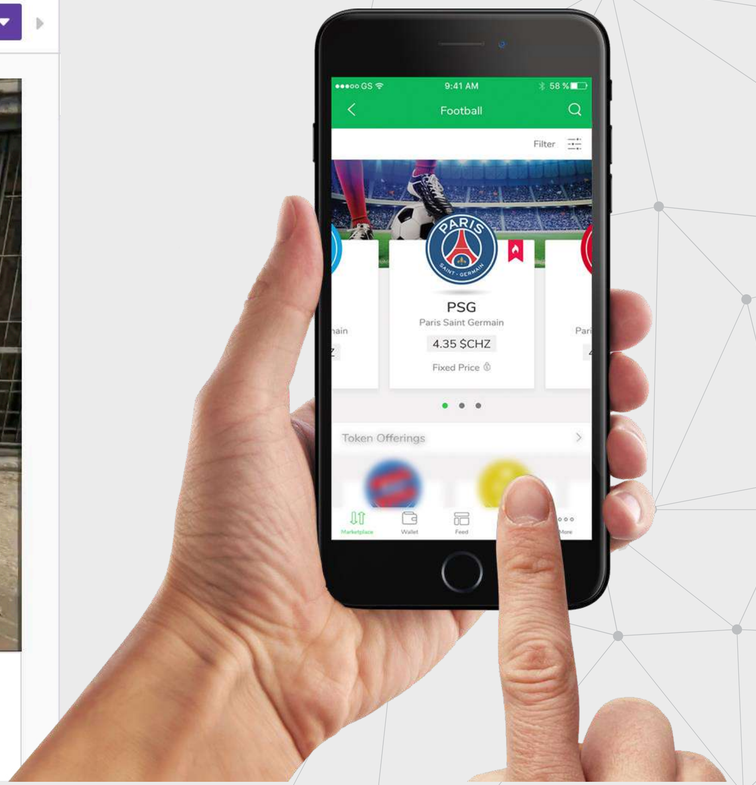
Brands & Events

Crowd influence/ engagement solutions via Fan Tokenization for forward thinking brands & sporting events

4.4

Mobile-first & easily connectable to existing platforms: **Third Party**





An example: The Socios.com platform can be connected to Twitch via overlay options, creating real-time influence opportunities and giving fans the ability to utilize Fan Token-empowered voting and other Socios.com platform features while watching the very teams/ events they are influencing.

Mobile app development for the Socios.com platform will allow fans to access the voting and rewards portals they have a say in from anywhere - on-site at events, out with friends or anywhere else.

4.5

Historic Precedents: **Fan-Owned Teams**

European Football

Some of the most valuable sports franchises such as FC Barcelona, Real Madrid, FC Porto & SL Benfica are owned & partly managed by **'Socios' – groups of tens of thousands of club supporters who actively vote to elect their teams' board members and leaders.** No single 'Socio' can have monopolistic voting power and as a result, everyone has a hand in guiding top level management decisions.

The NFL

The Green Bay Packers are the only community-owned team in the NFL – with 360,584 current stockholders, none of whom are allowed to own more than 4% of the team's 5m+ shares at any one time.

5

CHILIZ & SOCIOS.COM: VISION THROUGH 2020

5.1 First application
5.2 Milestones
5.3 Expansion Phases

5.1

First Application: **Activating the Football Vertical**

SOCIOS.com

OFFICIAL PARTNERS

JUVENTUS OFFICIAL FAN TOKEN

Top tier football clubs including Paris Saint-Germain & Juventus will officially become the first teams to be 'tokenized' on Socios.com

As it's first practical user-ready application, the **Socios.com platform will create a crowd-voting economy for the Football sports vertical**. To kick-start this, the platform has finalized and announced multi-year **partnerships with Paris Saint-Germain and Juventus** as its first 2 cornerstone clubs. Additional top tier clubs are due to be on-boarded in the near term as well.

As the official home of the Paris Saint-Germain & Juventus Official Fan Tokens, both clubs have followed a format which will serve as Socios.com's blueprint for on-boarding moving forward. Clubs will off-load a predetermined level of influence power to their fans - to be decided by the clubs themselves - with the Socios.com platform generating a set supply of Fan Tokens in exchange.

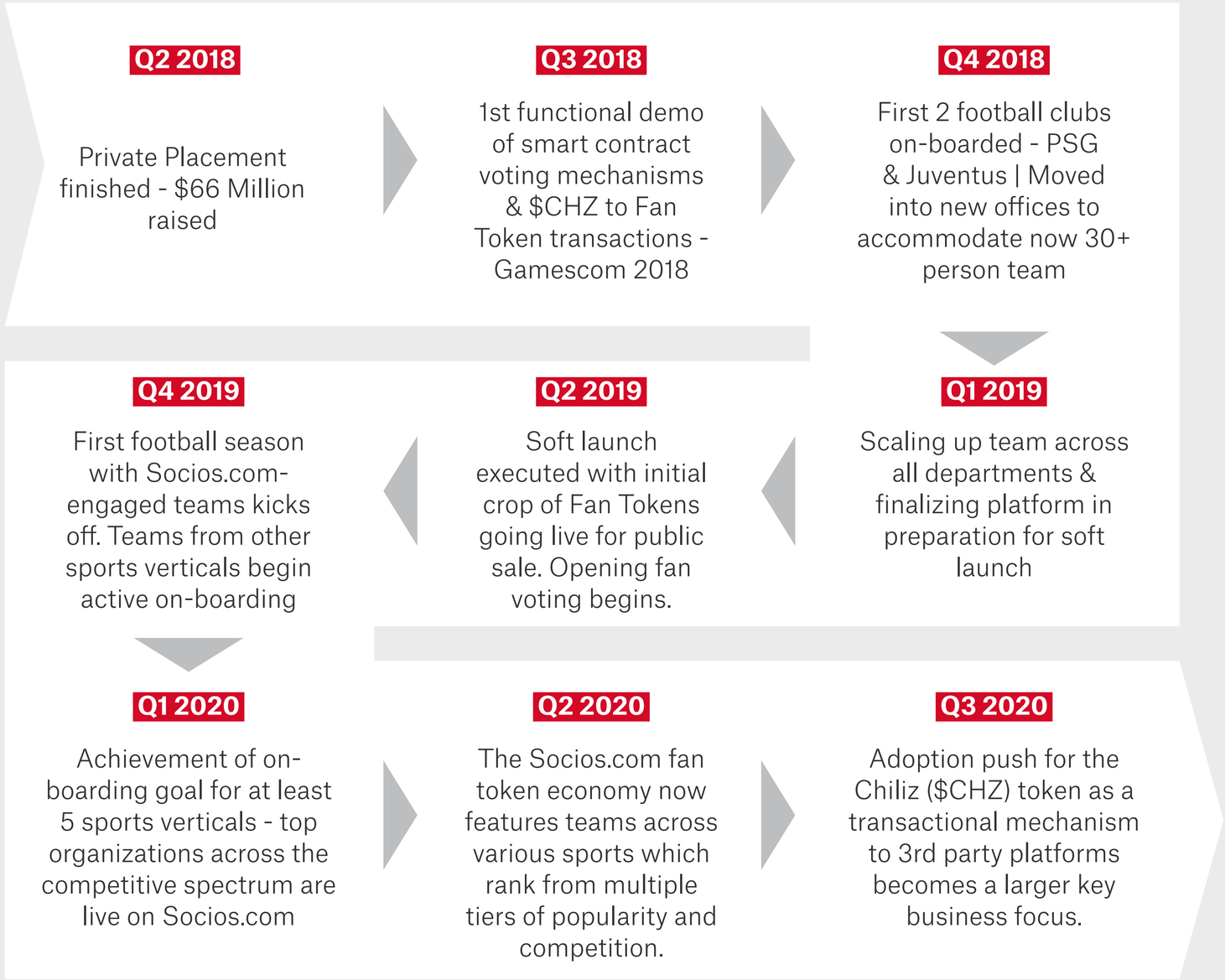
Fans purchase these Fan Tokens and use the platform to interact with on-demand surveys opened by clubs. Anyone who has at least 1 Fan Token is eligible to vote, and every incremental 'voice' attached to each Fan Token counts equally.

The fans speak, the clubs listen.

5.2

Past and Future: **Milestones achieved & future progress**

With foundations set, Chiliz and the Socios.com platform it powers will look to use Football as a benchmark to expand our Tokenized Fan Voting model to other sports in order to cater to a global marketplace where different competitive verticals are dominant - prime examples of diversification are Cricket in the Indian market, Baseball for Japan, and the like.



5.3

3 Phases: $CHZ & Socios.com launch, buildout, and market adoption

PRE-LAUNCH

Q1, 2019

Chiliz tokens are generated and distributed; the Socios.com platform moves past development milestones to enable Chiliz to Fan Token transactions & smart contract voting mechanisms. First major team partners sign on to participate in the platform including PSG and Juventus.

LAUNCH

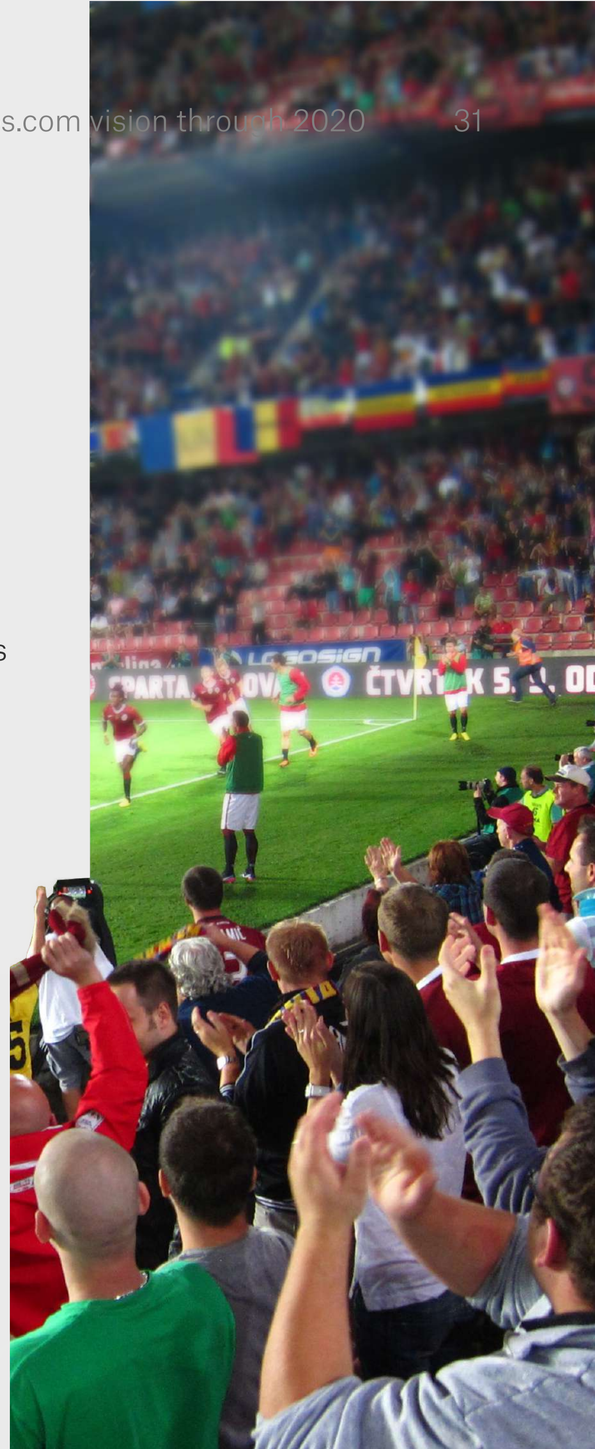
Q1 - Q3, 2019

The Chiliz token becomes readily available for public purchase on exchanges. The Socios.com platform opens for a soft launch to the public, with the platform's initial crop of cornerstone partner teams offering their Fan Tokens and enabling crowd guided voting on first decisions. The first European Football season with Socios.com-engaged teams begins.

DIVERSIFICATION

Q1, 2020+

With Chiliz now in organic circulation as a currency, Socios.com moves to expand its Fan Token economy and rewards based offerings into new sports verticals - actively on-boarding team organizations from other globally followed sports including Cricket. The platform's esports vertical moves to aggregate diverse partner types outside teams, including streamers & gaming brands.



6

SOCIOS.COM PLATFORM: FEATURES

6.1 Voting
6.2 Fan Token Offerings
6.3 Buying and Selling Fan Tokens

6.1

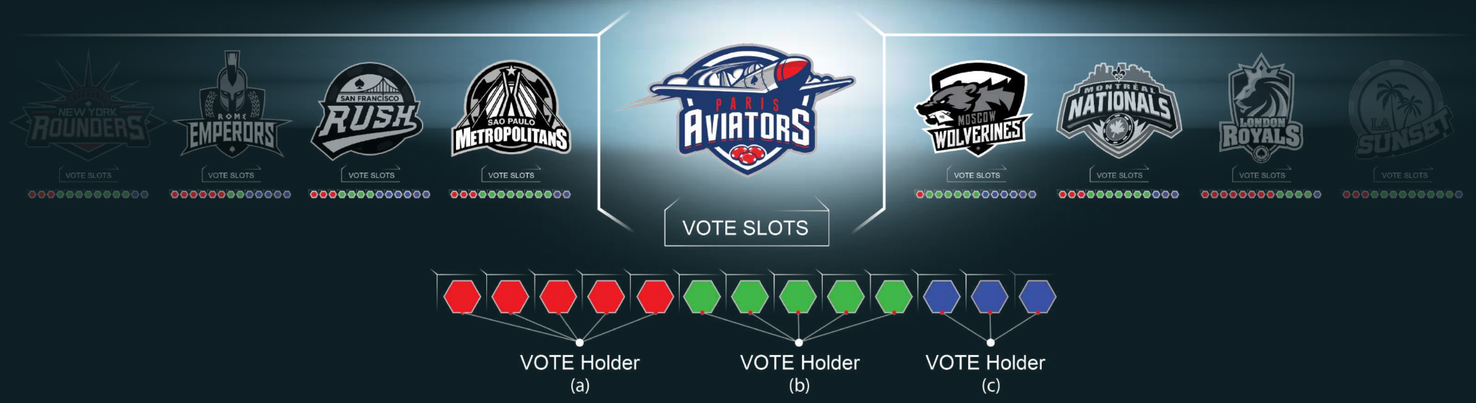
Voting
Voting rights for fans via Fan Token-enabled smart contract executions

The team-specific engines that run every decision in the Socios.com platform

All sports and esports teams – independent or league-tied - operating in the Socios.com platform will debut with a specified, finite number of Fan Tokens tied to concrete voting rights. Fans who obtain voting rights by trading Chiliz tokens for Fan Tokens, gain a decision-making right for that team. Each vote is executed as a group of smart contracts, wherein fans leverage their ownership of Fan Tokens to 'send' them to various answers in a given pole. Once a certain engagement threshold is met, all voting results become valid, with all votes and vote results stored in Socios.com's side blockchain for transparency.

Maintaining Team Management Integrity

Every team operating on the Socios.com platform will run their own semi-autonomous organizations - implementing democratic rules to poll FanToken holders about every team-related decision. These semi-autonomous organizations consist of smart contracts executed on the Socios.com side blockchain, guaranteeing integrity by ensuring that only Fan Token holders can participate and therefore influence it proportionally to the number of Fan Tokens they own. Blockchain-managed votes are publicly auditable, ensuring that neither the Socios.com platform nor the organisations fuelled by it, can manipulate voting results or ignore fan crowd-guidance.



6.2

Fan Token Offerings*

A democratic solution for fans to purchase first-offer Fan Tokens from newly introduced organizations on Socios.com

When a new organization goes live on Socios.com, their supply of Fan Tokens is offered for purchase by fans on a first come, first served basis as a fixed price point. Only after Fan Tokens are in the hands of fans, can they be listed or re-listed on Socios.com's shared marketplace. This fixed-price 'order line' is in place to ensure that the first chance to purchase any given Fan Tokens is a transparent and fair experience for users.

How Fan Token Offerings Work

Together with Socios.com, each new team on-boarded to the platform decides on an initial Chiliz-pegged value for their Fan Tokens. This is a fixed, base price (in $CHZ) at which all fans can publicly purchase specific Fan Tokens on first release.

Buying accessibility for these first-run Fan Tokens functions as a virtual line. Fans pre-order a set amount of tokens before release, with orders fulfilled in the order in which they're placed.

Fan Token Offerings run under volume consideration as well. This means that single user has a capped amount of Fan Tokens which they can pre-order for any team. This may fluctuate on an organization-by-organization basis, but the end goal of capping remains the same - to ensure that no single user is able to buy up a monopoly of Fan Tokens. These user by user caps for ownership are maintained even after a new organization's Fan Token Offering period expires and their Fan Tokens go live on the Socios.com marketplace.

*Fan Token Offerings, as well as Fan Tokens fall outside the scope of this White Paper – they are mentioned in this White Paper by way of reference only and are strictly not regulated by the contents hereof.

6.3

Buying & Selling Fan Tokens

A gamified marketplace where fans acquire, sell & grow their 'Fan Token Portfolio'

Fans who are in control of 1 or more Fan Tokens on Socios.com gain access to the **Socios.com marketplace**. Here fans can auction off the voting rights (Fan Tokens) they hold. This dynamic, gamified system allows users to leverage their ownership positions to exchange Fan Tokens for Chiliz at dynamic rates. **What this means:**

Users are free to list their Fan Tokens at any price they wish - for example 20 Chiliz for a specific Fan Token - but that doesn't guarantee they'll be sold. For any given team's marketplace, only the cheapest Fan Token price is visible to buyers. Once that token is purchased, the next cheapest price becomes visible and acts as that Fan Token's current public value. Each Fan Token price point in the Socios.com shared marketplace is updated in real-time, so where and when users decide to buy or sell Fan Tokens becomes a strategic consideration - similarly to a normal market or exchange.

With regard to selling, fans who auction off their Fan Tokens can use their accrued Chiliz to diversify the Fan Tokens they hold across teams or other entities, or to keep building their voting stewardship in a single team.

A Gamified Economy & Business Model: The Socios.com marketplace ensures that Chiliz tokens have real utility. Traded in a sub environment, the acquisition of voting rights in a fan's favourite teams becomes a meta-game in itself. Trading micro-fees taken by the platform also represent a sustainable business model to fuel the Socios.com platform as a whole.

7

TECHNOLOGY & VALUES

7.1 Our values
7.2 Auditability
7.3 ETH Protocol & ERC Standard
7.4 Why Ethereum?
7.5 The platform at a glance

7.1

Our values and how blockchain serves them

Transparency and auditability: Core ethos for Chiliz & Socios.com

Our commitments both to future users of the Socios.com platform and the organisations fueled by the Chiliz token are clear:

For our users: To be the currency and platform which together act as a decision-making engine of the fans, giving them a way to meaningfully influence their favourite teams with complete integrity.

For our partner organisations: To create and share revenue generated via the Socios.com platform in a fair & transparent way.

Trust in our currency and the platforms and products its made to power is important – both for our users and our partners - but we understand that trust alone is not enough when it comes to ensuring that voting rights will be exercised fairly and that revenue will be accounted for accurately. As a technological foundation, blockchain is the de-facto choice to do so in an eloquent manner.

To ensure integrity, we run our own permissioned instance of the Ethereum blockchain. This permissioned sidechain is the core of Socios.com. It hosts every team, league, game title or other organisation who connects with the platform, together with each organisation's crowd voting mechanisms run as a Semi-autonomous organization on this blockchain.

Running our own permissioned sidechain will drastically reduce transaction costs by allowing the use of a Proof of Authority (PoA) consensus algorithm to confirm each new block of the permissioned chain - with each block storing polling/ decision results - instead of necessitating the use of Proof of Work (PoW) consensus. Other than being a scalability solution, this system also ensure transparency as Socios.com's PoA sidechain will be publicly auditable.

7.2

Auditability

On the permissioned sidechain:

Everything occurring on the Socios.com platform in terms of voting & trading is stored in an auditable, permanent manner via public ledger on our permissioned blockchain.

On the main Ethereum blockchain:

Everything that occurs on the Socios.com platform in terms of chilliZ ERC20 transactions - new accruement of Fan Tokens converted from Chiliz ($CHZ) tokens and Socios.com account balance exchanges as part of the platforms other service features - will be stored in an auditable, permanent manner via public ledger on the main Ethereum blockchain.

The Socios.com platform will serve as an oracle connecting our permissioned sidechain to the main Ethereum blockchain:

Chiliz ($CHZ) Tokens will be emitted on the main Ethereum blockchain, while partner-specific Fan Tokens will be emitted on our permissioned sidechain. This means that on a functional level the Socios.com platform itself serves as the only bridge which enables the exchange of Chiliz tokens and Fan Tokens (and vice versa).

The Socios.com platform's public ledgers, which together chronicle a full history of platform-wide transactions, can be audited by anyone, namely the fans who entrust us to give them a legitimate set of voting rights.

7.3

Utilizing the Ethereum Protocol & the ERC20 Token Standard

What is Ethereum?
In the words of the founders:

"Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property.

This enables developers to create markets, store registries of debts or promises, move funds in accordance with instructions given long in the past (like a will or a futures contract) and many other things that have not been invented yet, all without a middleman or counterparty risk.

The project was bootstrapped via an ether presale in August 2014 by fans all around the world. It is developed by the Ethereum Foundation, a Swiss non-profit, with contributions from great minds across the globe."

- www.ethereum.org

What is the ERC 20 Token Standard?

ERC20 is one of many different protocol standards on the Ethereum network for issuing tokens. "ERC20" itself simply means 'Ethereum Request for Comment 20", with the number 20 serving as a unique identifier of this specific standard.

For a token to be considered ERC20 compliant, it needs to feature this standard's necessary smart contract 'rule' - or function - inclusions. There's 6 mandatory functions and an additional 3 optional functions which dicate if a token is ERC20 compliant or not. You can learn more about what these are in specific terms **here.**

In terms of top-line scope, the central benefits of compliancy with ERC20 standards for Chiliz lies in the popularity of the standard type itself, wherein its integrity as a tech and protocal standard are well documented. The proliferation of ERC20 standard has also streamlined exchangability and liquidity for these token types .

7.4

Why Ethereum?

Ten reasons the Socios.com permissioned sidechain is based on Ethereum

1. We believe in the spirit of **open source** development, having found inspiration from innovations created by open source communities for the last 15 years.

2. Ethereum provides a complete toolkit for developers to build **Apps, Smart Contract and other blockchain based solutions.**

3. Ethereum and Solidity - its smart contract scripting language is supported by a very **well-established and active community**.

4. Compared to other blockchains that have not delivered on use-case promises, Ethereum is a **proven technology** running live applications by the thousands.

5. Ethereum comes with a Turing complete **smart contract scripting language**.

6. Ethereum is a **mature ecosystem** where tools like Parity, Truffle or Open Zeppelin continue to push quality and security upwards.

7. Ethereum's **vast choice of consensus algorithms** (including Proof of Authority) allows any chain topology, including permissioned chains.

8. Ethereum has much **higher performance when deployed on permissioned** chains.

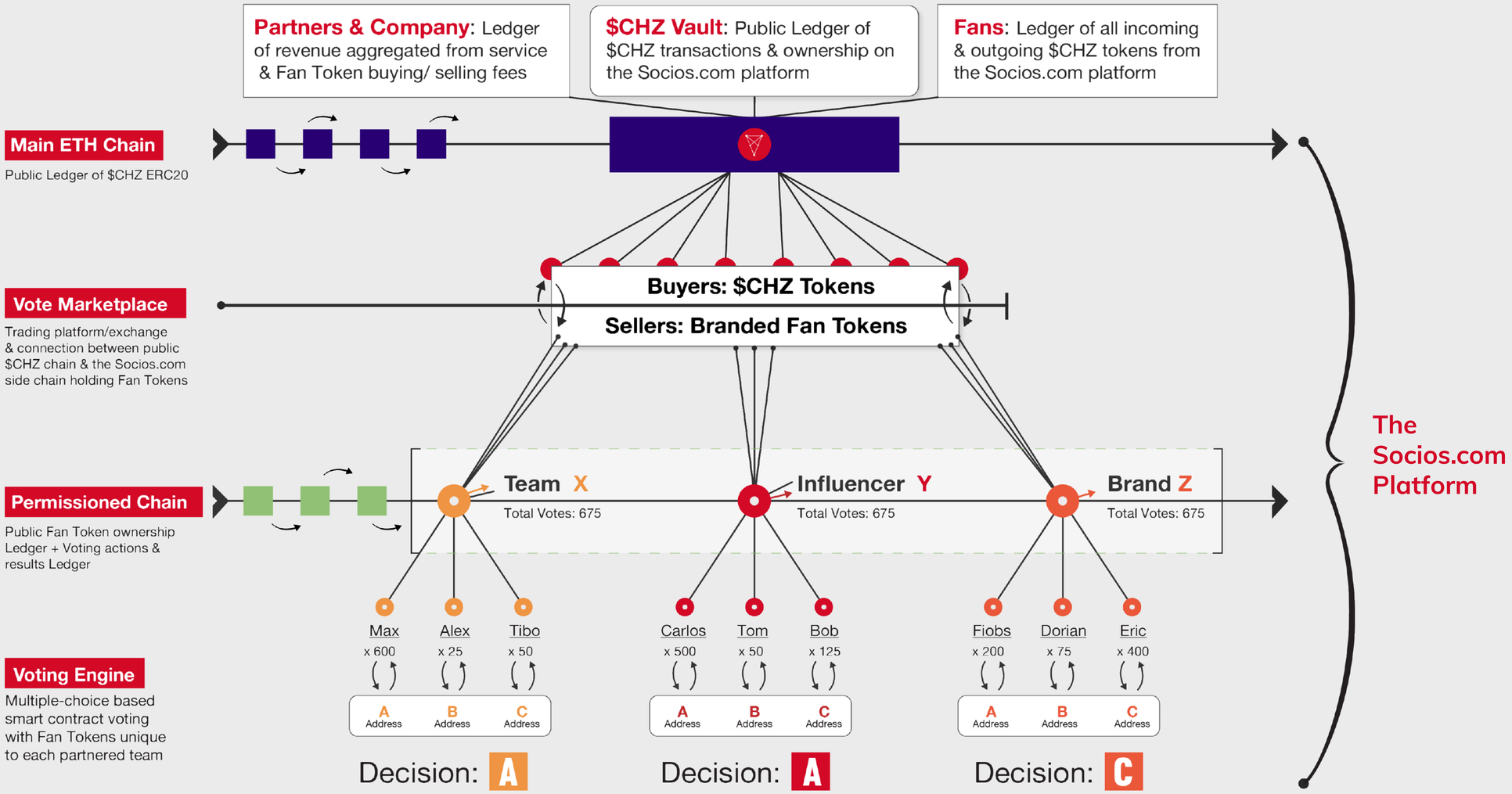
9. Ethereum is '**future proof**' when considering its roadmap (Metropolis and Serenity phases), which paves the way for things like Proof of Stake, Sharding or Plasma chains.

10. With communities - including the Enterprise Ethereum Alliance - rallying around the environment, Ethereum benefits from the consensus-confidence of it's **diversely focused active adopters**.

7.5

The platform at a glance:

On an architectural level, the Socios.com platform combines its core components across the public Ethereum blockchain and our permissioned blockchain. The platform acts as a bridge between these two chains.



Chiliz ERC20 tokens are part of the main Ethereum chain and associated with transactions from fans funding & withdrawing from the platform, and aggregation of service and exchange fees (monetisation for partner organisations). The $CHZ Vault is also located on the Main Ethereum chain.

The Socios.com permissioned sidechain is where Fan Tokens are dispensed and allocated to fans through Fan Token Offerings, or acquired via exchange in the Socios.com marketplace.

8

FAN ENGAGEMENT TRANSACTIONAL MODEL

8.1 Monetization

8.2 Revenue for teams, leagues & events

8.1

Platform monetization

Fees for buying & selling, and for platform services power the Socios.com business model

Low service fees, high transactional volumes

The Socios.com platform will monetize its user base of sports and esports fans by charging a micro-fee for all transactions completed on it. However, the act of voting & making decisions as a fan once they've purchased Fan Tokens for their desired team, league and/ or event, will always be free.

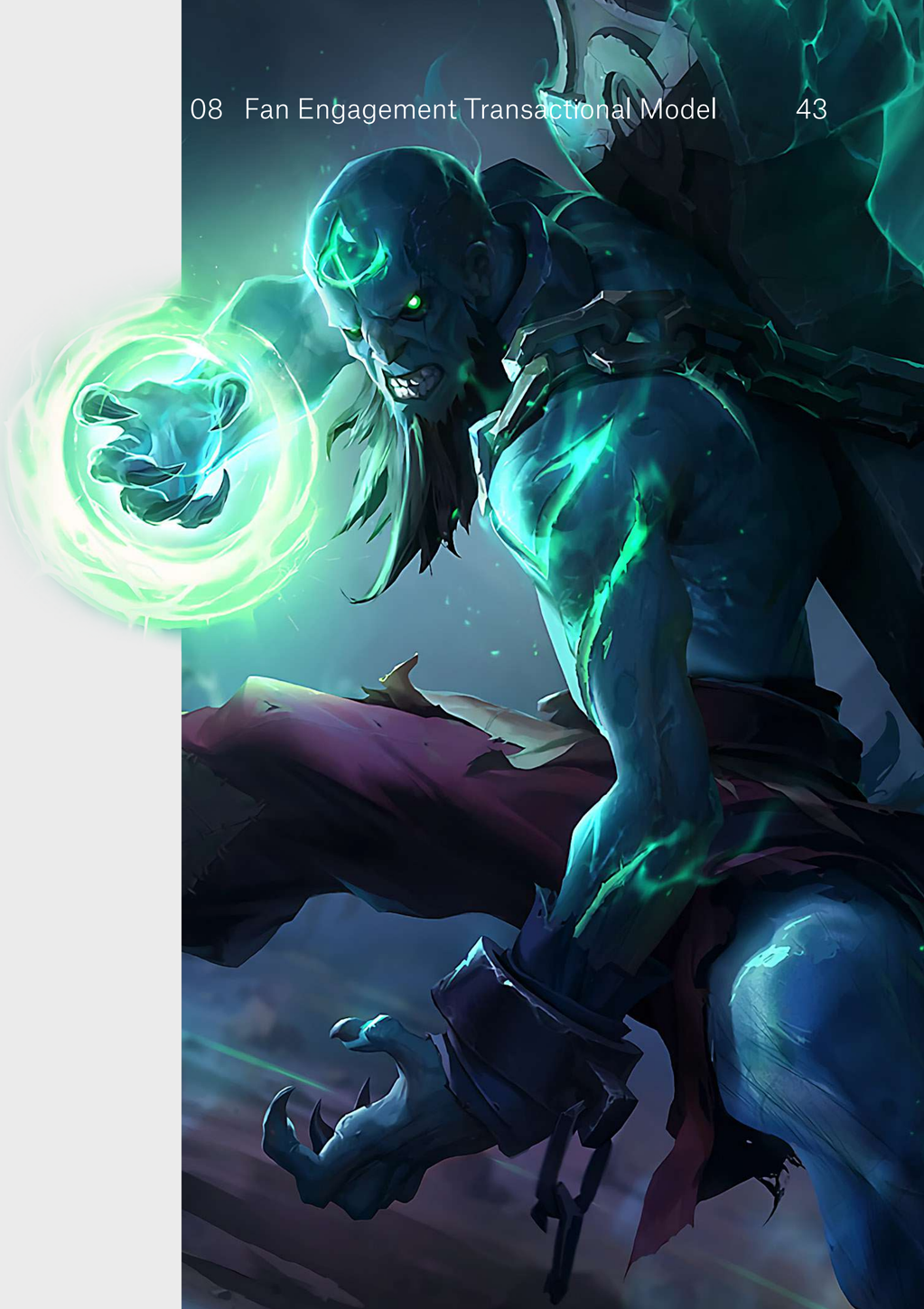
Fees will be gathered from all of the following major transaction/ trade points on the Socios.com platform as either a very small percentage amount of transactions, or as a set percentage fee, depending on the service type:

Socios.com marketplace Trading Fees

All P2P transaction conducted on the Socios.com platform's Socios.com marketplace – for fans buying and selling ownership of Fan Tokens for specific teams, leagues and events will be subject to a micro-fee.

Sub-feature Service Fees

All socially and competitively minded sub-features on the Socios.com platform - including possible entertainment features like **Leaderboard Leagues, P2P Daily Challenges** and **Digital Asset Trading** - will be subject to set provider fees for users.



8.2

Revenue streams for partners on the $CHZ-powered Socios.com platform

Whenever fans trade Votes: Teams, leagues, events and games make revenue

Profit share with platform partners

All team, league & event entities who connect with the Socios.com platform and have themselves 'listed' on its shared Socios.com marketplace will collect a percentage of micro-fee revenue generated as our users buy and sell those partner's Fan Tokens. Furthermore, at listing, as Fan Tokens are released onto the Socios.com platform and bought by fans, a majority of this initial monetary influx goes directly through to the partners they are associated with.

The Socios.com platform doesn't hinge on simply paying teams, leagues or event organisers for leveraging their individual fan bases and bringing them into our platform environment; it places them within a sustainable **Fan Engagement Transactional Model** – where spurring fan engagement isn't pursued as a marketing tactic, but as part of a direct business model.

9.1

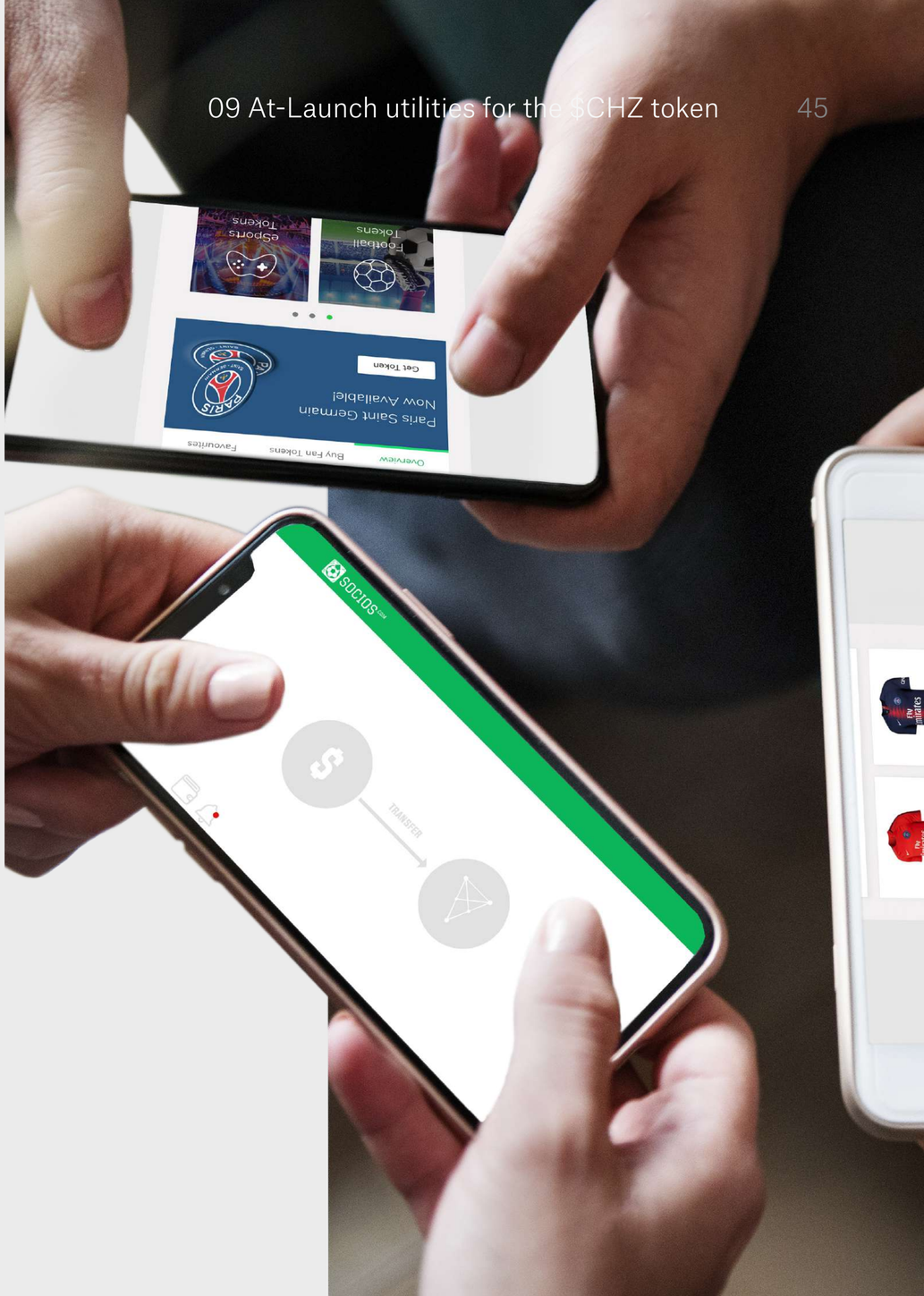
Socios.com

Socios.com marketplace & fan-led team influence hub

Socios.com is a tokenized fan voting platform for sports & esports

Socios.com is a turnkey solution for any sports or esports organization to monetize their fan base via a custom Fan Token Offering (FTO), giving fans access to team branded Fan Tokens that come with voting rights and access to VIP level club rewards and engagement opportunities.

In addition to this upfront upside, Socios.com offers a sustainable source of passive revenue as a team's fans use the platform to exercise their decision making power, engage with 'ownable' VIP features and buy and sell various branded Fan Tokens back and forth amongst themselves.



9.1

Socios.com

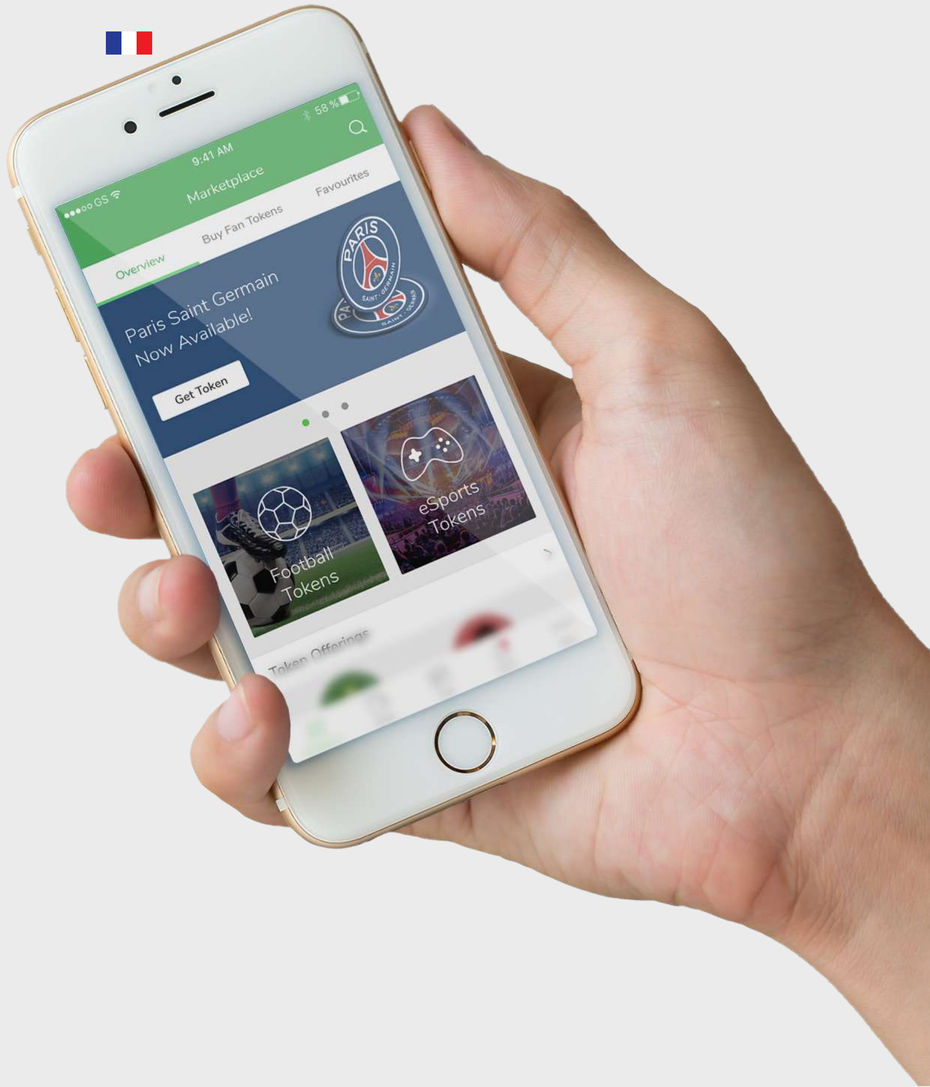
Teams listen, Fans choose - Our proposition:

Branded Fan Tokens on the Socios.com platform are fans' license to vote on team matters. Teams choose what fans decide, and fans are who they'll hear when they ask.

An ambition to create a cross-sports, shared Fan Token economy:

Socios.com plans to on-board 50+ teams from football and other verticals including esports and other conventional games such as cricket and the like. One of the central end-goals for doing so is in order for this platform to develop an open, gamified Fan Token economy.

Our vision is a platform which caters to both hardcore "single team" fans and casual global fans alike. Whether fans want to leverage their token driven influence rights to help guide a single team, or want to interact with multiple teams across different sports, Socios.com is your gateway to do it.



9.1

Socios.com

At-launch Partners

Paris Saint-Germain

Most competitively successful football club in French history. Has the support of more domestic fans than any other football club, & enjoys one of the largest global fan bases of any team - regardless of sport - as well.

Juventus

The most popular football club in Italy, having the support of roughly 34% of all Italian football fans domestically. Juventus also counts more than 300 million supporters globally, 41 million of which reside in Europe.

Additional Parterships

Socios.com - though beginning with football as its first area of partnership - will feature other tier one football teams, as well as tier one teams from other verticals such as esports, Cricket and the like at launch too.

A blockchain business hub in Malta - connecting Europe & Asia

9.2

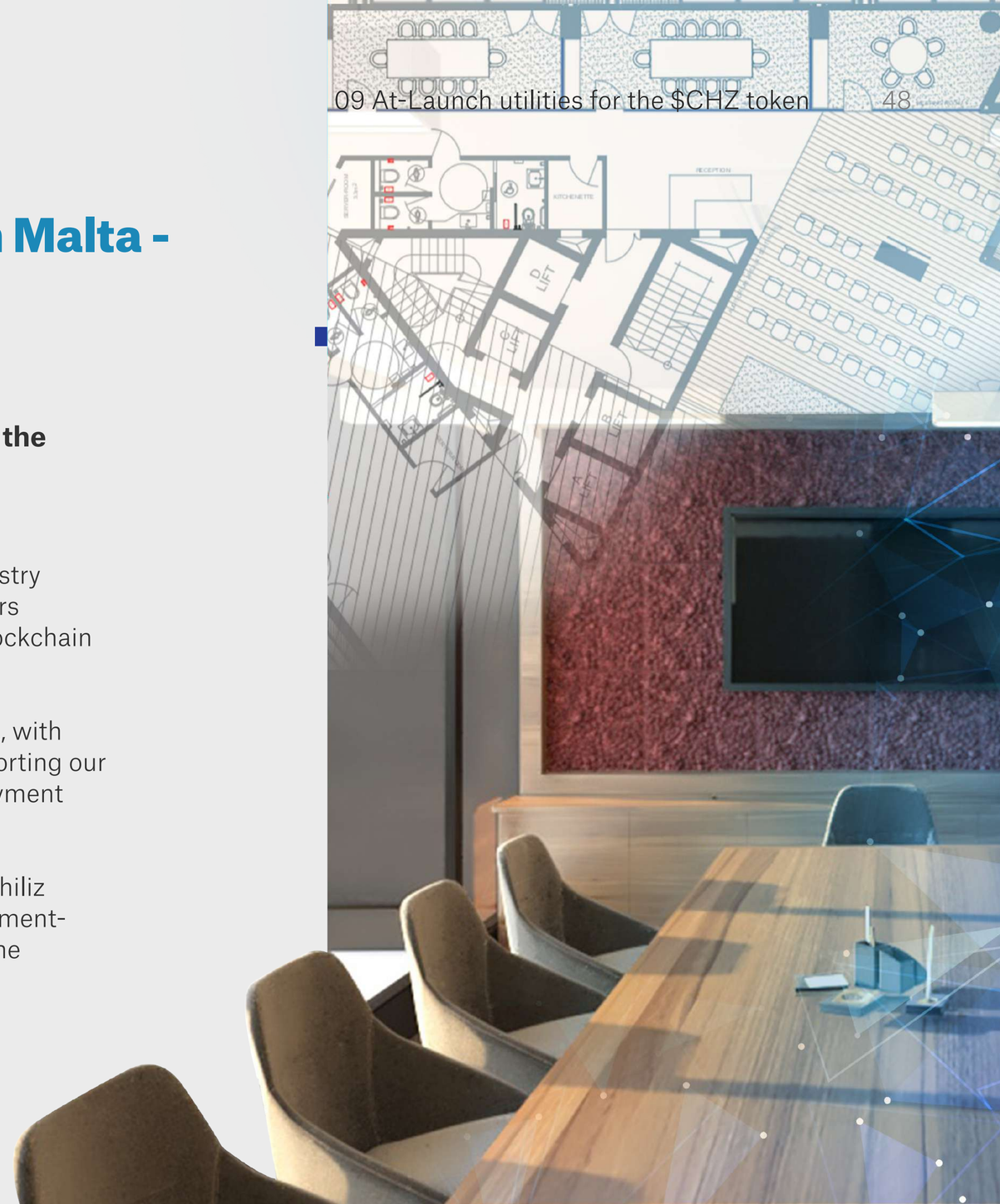
Chiliz Blockchain Campus

Chiliz Blockchain Campus: On-site connection at the forefront of regulation

The Chiliz Blockchain Campus is an accelerator and industry hub connecting some of the industry's largest stakeholders across Asia and Europe, together with other emerging blockchain entrepreneurs.

The Chiliz Blockchain Campus is located on-site in Malta, with over 2000 sqm of space dedicated to servicing and supporting our members. The Chiliz ($CHZ) token will be usable as a payment method for membership.

Known as "The Blockchain Island", Malta - home of the Chiliz blockchain campus - is a leader in the adoption of government-level framework to regulate blockchain enterprises, and the financial dynamics which underpin them within Europe.



9.2

Chiliz Blockchain Campus

Blockchain Campus Amenities: Tools to support in-residency businesses

CHILIZ BLOCKCHAIN CAMPUS

Hot Desks

Floating workspaces with reciprocity among other blockchain business hubs around the world, with initial partnerships already secured in Singapore & Paris. Hot desk clients will also have access to the blockchain campus suite of Small Business tools including HR, PR & Legal services.

Mentorship Programs

Established blockchain businesses & pillars of the crypto community are partnering with the campus to provide emerging teams entrepreneurs & engineers with structured mentorship opportunities to help them and their projects flourish.

Funding Accelerators

Leading blockchain investment funds will regularly gather on campus to review members' projects informally as well as gathering in more formal pitch-style settings to review prospective highlights being incubated on-site.

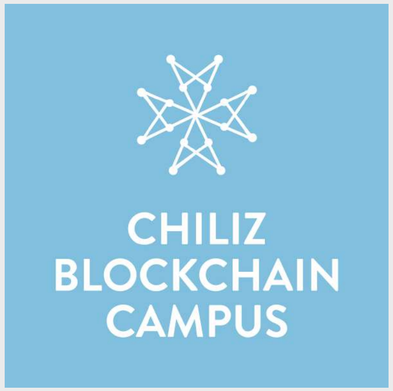
Networking Access

Networking events with leading Asian and EU based cryptocurrency funds. Engagement opportunities with leading cryptocurrency exchanges. B2B events for emerging blockchain companies to meet, share ideas and collaborate.

9.2

Chiliz Blockchain Campus

Blockchain Campus Amenities: Tools to support in-residency businesses
(continued)



Protocol-specific Training

Numerous organizations behind today's major protocols are partnering directly with the campus to train engineers and entrepreneurs alike in best practices & optimal project development and implementation routes for their technologies.

Venue Spaces for Client Events

Chiliz blockchain campus members will have access to premium open spaces for events they may need to hold on behalf of their projects/ businesses.

Video Production Solutions

Turnkey - Studio, Crew and Editing/ Graphics solutions which campus members can use to realize videos for ICO pitches and marketing, advertising, educational or business-centric content.

2000 sqm of Flexible Workspace

Chiliz blockchain campus' sheer size ensures that it can accommodate aggressive growth, welcoming blockchain companies from around the world to find their home in Europe.

10

TEAM, ADVISORY & SHAREHOLDERS

10.1 Team
10.2 Cornerstones
10.3 Advisory
10.4 Shareholders

10.1

Leadership

Alexandre Dreyfus
Chief Executive Officer

22 years of experience as a serial entrepreneur in the digital space building & maturing tech businesses. Pioneered web-based interactive tourism guides in the late 1990's with Webcity, co-founder of Winamax (the largest French online poker room) & Chilipoker. Successful business exits include buyout of Webcity via Carrefour – later merging with a competitor service & sold to Yelp & sale of technology platform underpinning Chilipoker to Bally Technologies (now Scientific Games). Founded Mediarex Entertainment & acquired the Global Poker Index & The Hendon Mob in 2013.

Thibaut Pelletier
Chief Technology Officer

13 years of experience in app & platform development for gaming & digital media. Developed state-of-the-art iGaming platform regulated in France (sports, betting & poker) to manage real-money gambling operators online, featuring hundreds of games & dozens of B2C payment solutions for 240k+ global users as CTO of Chiligaming. Used this platform to power major gambling operators in the US (Mohegan, Stratosphere), in regulated US markets (NJ) & on Carnival Cruise ships while at Bally Technologies. Lead B2C platform dev. solutions for a leading regulated Lottery & Casino Operator in Denmark as Director of App Development at Scientific Games.

Max Rabinovitch
Chief Strategy Officer

10 years of experience in creative direction & strategic consulting in the digital space. Helped bring enterprise clients USPCC (Bicycle Brand) & Morton Salt into the mobile arena as CD at ComboApp; directed content & platform strategy for start-up clients at New Coast Ventures. Produced commercial concepts from pitch to production for clients including Famous Footwear, McDonald's (NA), Nestle & Sony (PlayStation) as a freelance consultant with MadHat Creative & partners. Headed league/ gameplay organization for the 1st season of the GPL.

10.1

Team

The Chiliz team & its affiliates leveraged it's full multi-national team of creatives, developers and gaming industry professionals to bring the Chiliz project & the Socios.com platform from concept and Private Placement on to functional build-out. **Our current team has years of experience working together** and the company forecasts 20+ talent additions to its team in 2018 to ensure specialist coverage for every area in its new blockchain based environment.

Emma Diskin
Chief Marketing & Communications Officer

Magnus Linder
Head of Partnerships & Business Development

Jade Cruickshank
Chief People Officer

Fiobian Manicolo
Chief Financial Officer

Dorianne Spiteri
Head of Legal & Compliance

Beatrice Collet
Managing Director , Chiliz Blockchain Campus

10.2

Cornerstones

OK Blockchain Capital

Blockchain consultation and technology support arm of OKex, one of the world's leading cryptocurrency exchanges. OK Blockchain Capital focuses on helping promising initiatives in their space raise need capital, while providing operational & marketing guidance as well as access to their exchange platform.

Steven Nerayoff, Esq., LL.M.

Prolific serial entrepreneur, attorney inventor of 20 internationally recognized patents. In addition to his role as a Co-Founder & ICO Legal Architect for Ethereum, his involvement in other high profile blockchain projects includes Lisk, Bancor, tZERO, ZenCash, ZCash, Ripio, Aion & Storm.

Ceyuan Ventures

A top-tier venture capital firm focused on exploring emerging technologies. Ceyuan Ventures was an early investor in OKex & continues to actively work to help finance and propel established blockchain projects forward. The company was founded by Bo Feng.

Binance

Binance is an international cryptocurrency exchange platform and the largest of its kind by trading volume in the world. Acting as more than an exchange enabler, Binance actively works to promote regulated cryptocurrency exchange and adoption across global markets and supports emerging projects.

10.2

Advisory

Our Advisory Board supports the company in two significant areas: Token utility adoption and platform growth. This brain-trust of sports and gaming space expertise, industry networks and marketing power helps with partnership development for Socios.com & Chiliz Token adoption as a neutral-use currency.

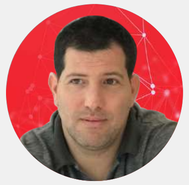
Business

Sam Li
Head, Strategic Partnerships, Sina Sports

Former Associate VP of the NBA & current lead for domestic & international sports content acquisition for China's largest online media portal.

Mickey Kim
Director, Google

Director at Google & active Angel Investor with MBA from Berkeley.



Gil Rotem
Former Gaming COO, Bet365

Former board member & part of leadership team for the world's largest online sportsbook.

Tarquin Henderson
Former Head, EMEA Gaming Sales, Facebook

iGaming industry veteran & expert in social game marketing; former executive at 888 Holdings & CMO of BetClic Everest Group.

Dr. Christian Mueller
Director, Business Dev., Infront Sports

Business development head for one of Europe's leading sports marketing agencies.

Morten Pedersen Tonnesen
CEO, Ve Global

Marketing solutions innovator & former Head of Group Marketing, PokerStars.

10.3

Advisory

Business

Thomas Winter
VP, Golden Nugget Interactive

Veteran executive in the iGaming space & former CEO of BetClic.

Ludovic Bodin
Co-Founder, French Tech (Beijing)

Serial entrepreneur in gaming and tech, and creator of multiple FPS games.

Matthieu Pigasse
Global Head of M&A, Lazard Bank

CEO of Lazard France, prominent investment banker & media owner.

10.3

Advisory

Esports

Dr DisRespect
Twitch Icon

FPS legend w/ 2+ Million Twitch followers & two-time **consecutive** Blockbuster Videogame Champion (1993 & 1994)

Wouter Sleijffers
CEO, Fnatic

Leader of one the world's most popular & competitively successful esports teams, Formers VP, Marketing Services, Skrill.

Nicolas Maurer
Owner & CEO, Team Vitality

Esports entrepreneur, founder of the most popular team in France; spot inductee into the EU LCS.

ElkY
Poker Icon, Esports Star

World famous Poker pro with over $13.5M in lifetime earnings & former StarCraft phenom. Also known as Bertrand Grospellier.

Anomaly
YouTube Influencer

Esports streamer with 2+ million YouTube & 900k+ Twitch followers. Co-Owner of a popular CS:GO skin trading site.

Guillaume Patry
StarCraft World Champion

Iconic former StarCraft Pro under the alias "Grrrr...", World Champion in 1999 & one of the top players in Korea in the early 2000's.

10.3

Advisory

Esports

Hong "YellOw" Jin-Ho
Korean TV Personality,
StarCraft Icon

Popular StarCraft pro in Asia in the mid to late 2000s; became a national TV personality & LoL coach in Korea following his retirement.

10.4

Shareholders

Our shareholders represent a diverse cross- section of business and investment leaders, with top level Asian venture capitalists, and media and sports analytics leaders adding world-class business strategy value to the company in addition to financial support and security.

策源创投
Ce Yuan Ventures

Ceyuan Ventures
Venture Capital Firm

Top tier Beijing Based Venture Capital firm & early investor into the OKEx exchange. Founded by Bo Feng (pictured, top).

Dr Stanley Choi
Venture Capitalist

Dr Choi, together with H&S Financial Group are a leading financial vehicle focused on IPOs & gaming transactions.

Xavier Niel
Telecommunications Tycoon

French telecom mogul, majority shareholder of Free, Monaco Telecom, Eir Telecom & owner of Le Monde.

John Gleasure
Founder, Board Member, Perform Group

Current Chief Commercial Officer of DAZN, a.k.a the 'Netflix' of Sports.

11

CHILIZ CROWD SALE ($CHZ)

11.1 Distribution
11.2 Funding allocation
11.3 Project Token Generation Event

11.1

Chiliz Token Distribution

Total Chiliz to be minted

($CHZ) 8,888,888,888

Private Pre-sale & Private Placement Hard Cap
(NOW CLOSED)

($CHZ) 3,066,666,666

Chiliz issued to Team + Seed Investors

($CHZ) 1,111,111,110

Chiliz issued to Advisory Board

($CHZ) 266,666,666

Userbase Reserve

($CHZ) 1,777,777,780*

Marketing Operations

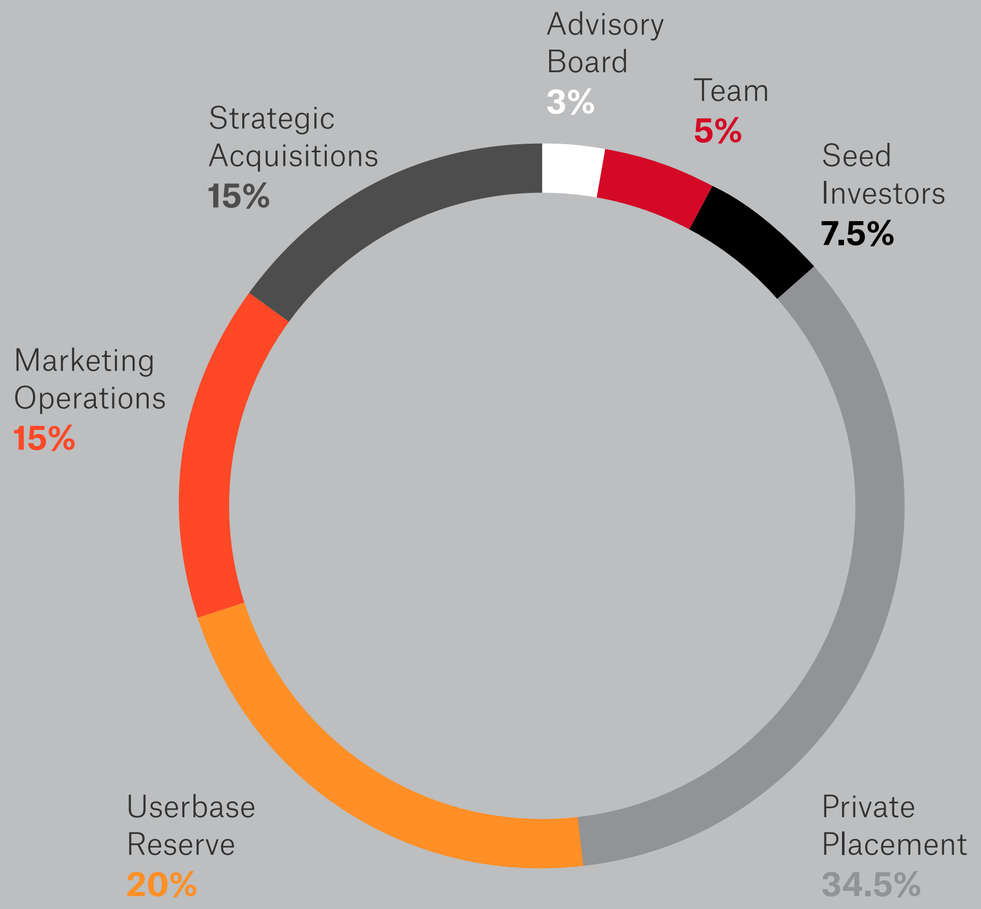
($CHZ) 1,333,333,333

Strategic Acquisitions

($CHZ) 1,333,333,333

*3 token addition to Userbase Reserve factored in to off-set fractional allocations to other users/ parties.

Chiliz Allocation by Group



11.2

Pre-Sale & Sale Funding Allocation*

Operational Expenses
58%

A majority of funds will be passed on from the Issuer to an affiliate to develop the Socios.com platform, secure partnerships & realize the platform's digital infrastructure.

User Acquisition
20%

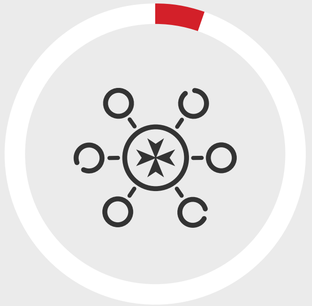
Funds will be used to acquire new users for the Socios.com platform and grow engagement in its voting utilities, P2P user experiences and marketplace.

Corporate Structuring
10%

Funds will be used to ensure that the Socios.com platform maintains fully independent operations and has the strategic freedom to grow on its own terms.

Security & Legal
5%

Funds will ensure timely audits for Chiliz, for Socios.com platform security and to ensure the legality of the platform's operation in the EU and in all other relevant global markets.



Ecosystem Support
7%

The Issuer will invest in Malta's emergent blockchain ecosystem, developing valuable partnerships to help the company and its stakeholders as we grow.

*Denotes allocation of net proceeds of contribution only.

11.3

Chiliz project Token Generation Event

Chiliz' Token Generation Event was executed via Private Placement only & completed in 2018 with our hard cap reached. We are no longer pursuing fundraising measures, instead focusing our efforts on leveraging accrued resources to realize the Chiliz/ Socios.com vision.

If you are interested in engaging with Chiliz or our Socios.com initiative in a business development or partnership scope - or if you simply have questions for us - please reach out to: **contact@Chiliz.com**

12

CONTACT

12.1 Points of Contact

12.1

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China

Mediarex Beijing Sports and Culture Ltd
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Galaxy SOHO
Chaoyangmennei Street
Beijing

Telegram channel: t.me/Chiliz_io **CEO:** alex@Chiliz.com **Whatsapp:** +356 99 99 78 78 **WeChat:** alexdreyfus
KakaoTalk: adreyfus

Find Chiliz

medium.com/Chiliz twitter.com/Chiliz

Find Mediarex via GPL

discord.me/gpl facebook.com/gplgaming twitter.com/gpl

chiliz

White Paper editing history

V1.00 January 8th, 2018

V1.01	February 7th, 2018
V1.02	February 9th, 2018
V1.03	February 13th, 2018
V1.04	February 16th, 2018
V1.05	February 20th, 2018
V1.06	February 22th, 2018
V1.07	February 23rd, 2018
V1.08	February 27th, 2018
V1.09	March 2nd, 2018
V1.1	March 6th, 2018
V1.2	March 7th, 2018
V1.21	March 7th, 2018
V1.22	March 12th, 2018
V1.23	March 15th, 2018
V1.24	March 16th, 2018
V1.25	March 26th, 2018
V1.26	April 6th, 2018
V1.27	April 17th, 2018
V1.28	April 23rd, 2018
V1.29	May 4th, 2018
V1.30	May 29th, 2018
V1.31	June 8th, 2018 - Post Token Sale
V1.32	June 8th, 2018
V1.33	June 26th, 2018
V1.34	August 7th, 2018

V2.0 October 11th, 2018

V2.1	October 15th, 2018
V2.2	November 6th, 2018
V2.3	November 13th, 2018