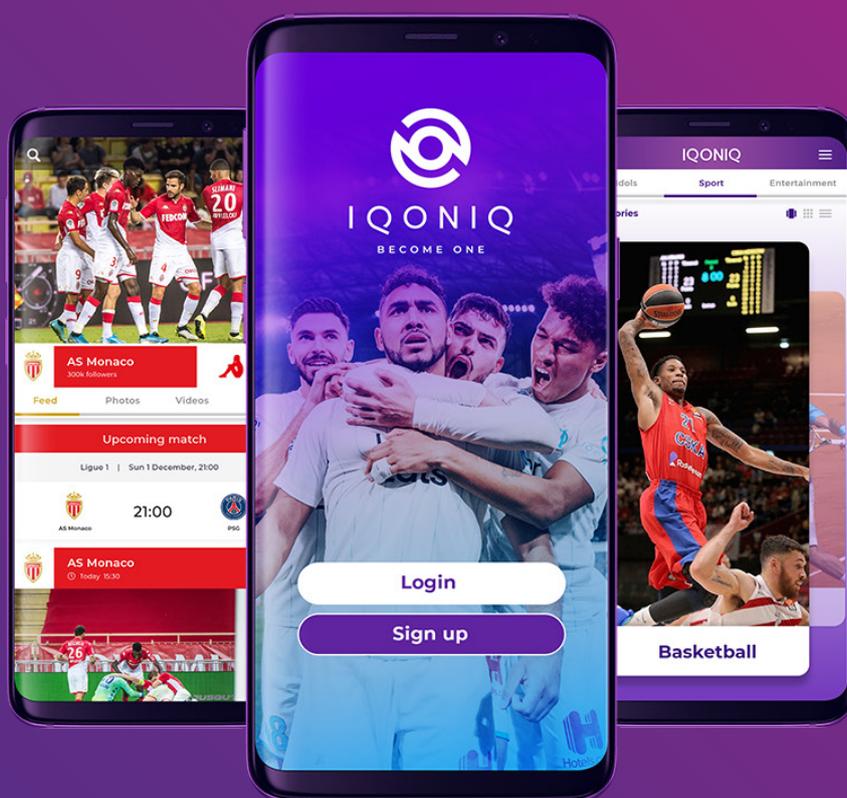




IQONIQ

BECOME ONE



**THE ALL-IN-ONE FAN
ENGAGEMENT SOLUTION**
REDEFINING LOYALTY

WHITE PAPER
NOVEMBER 2020

WWW.IQONIQ.COM

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Disclaimer

This White Paper aims to provide a deeper insight into the ecosystem and different economy related factors behind IQONIQ Group SARL. This paper is subject to change. It will be amended from time to time to include continuous feedback to questions received from the community and further findings. Any amended versions of this paper will be published on the IQONIQ FanEcosystem OU website; only the most recent version of the White Paper published on the website is the relevant White Paper of IQONIQ FanEcosystem OU. For more information, visit www.IQONIQ.io or email participate@IQONIQ.io

1. Executive Summary

For too long, fans and their heroes have been short-changed by existing fan sites and social media platforms.

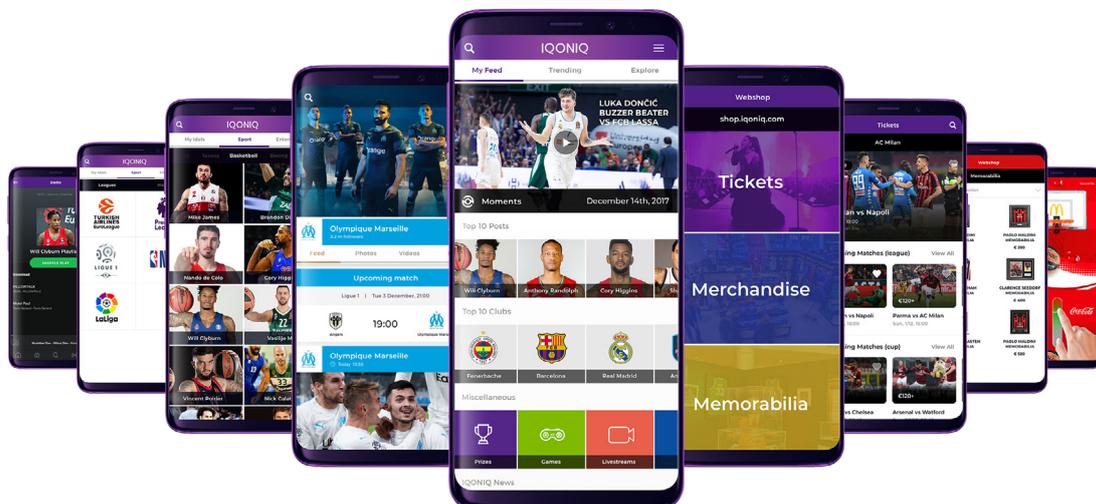
Fans want to know everything about their Idols and clubs but have to switch from Snapchat to Instagram and then back to Twitter to catch all the updates they want from their heroes or those with an inside track. If they want to buy tickets or merchandise that's another site again. As a result, Idols from the sports and entertainment world and the clubs they represent, have a fragmented fanbase – one which takes a long time to nurture and maintain.

This has a knock-on effect for brands and businesses seeking to link with sports and entertainment heroes too. Their marketing messages are being diluted through a myriad of channels and obscured by a tickertape of other content streamed through a fan's social media feeds.

There's no single mechanism for Idols and clubs to reach their fans and engage with them or for businesses and brands to partner with Idols effectively.

However, a new solution is set to revolutionise the world of fans, clubs and Idols.

IQONIQ is a new fan engagement platform for the sport and entertainment world. The world's first fan ecosystem which provides an all-in-one solution to meet the needs of Fans, Clubs, Idols and Brands.



2. Introduction



“We don’t really know our fans. In fact, Google and Facebook know more about our fans than we do”

Guy Laurent

Marketing Director

UEFA

Ask any dedicated fan of a football club, sports personality or celebrity what they want, and they will say deeper engagement with their heroes. Yet the organisations that claim to bring fans closer to their Idols are letting them down.

Fan engagement platforms are not delivering a rich enough experience. Some platforms provide exclusive content, such as images or videos, but no real opportunity for fans to get to know more about their Idols.

Similarly, fans often find the established social media platforms don't allow them to engage sufficiently with the personality, club or sports star they admire. Hungry for knowledge, fans spend time searching Twitter, Facebook and Instagram in search of nuggets of information about their heroes.

Eager to learn the latest scores or catch the latest movie trailer, fans turn to Sky Sports or YouTube, hoping there's nothing they've missed.

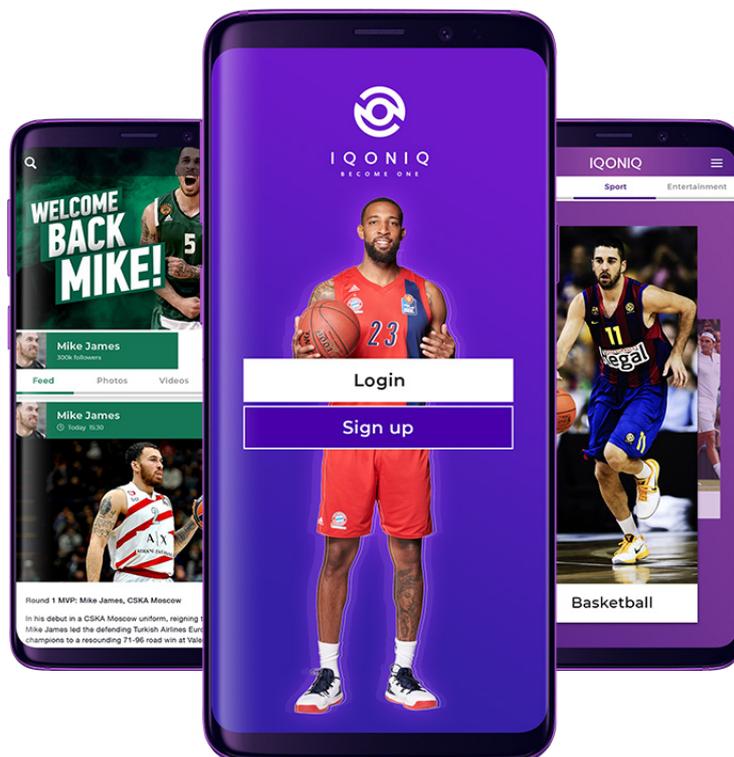
2. Introduction

As a result, the fan experience is fragmented, sending people across multiple sites, channels and platforms. These fans need one single place to find everything they could ever want to know about their heroes.

Equally, the clubs, stars and personalities of the sport and entertainment world need their fans. Without the support of their fans, they would not have the recognition and fame that drives their careers.

However, social media has little to offer Idols in terms of real engagement with fans, and there is no effective channel for them to develop or strengthen a loyal fanbase and stay in control of their personal brand.

There's a gap in the market for a unified platform with the power to meet the needs of fans, their Idols and their clubs. The time has come for a fan engagement platform with a difference. An ecosystem which understands the needs of fans, clubs and Idols are intertwined, and which fulfils all these needs in one unified solution.



3. The Challenge for Fans



“Most loyalty programs fail due to lack of incentives that reward fan loyalty”

Adolfo Bara

Former MD Sales & Marketing
LaLiga

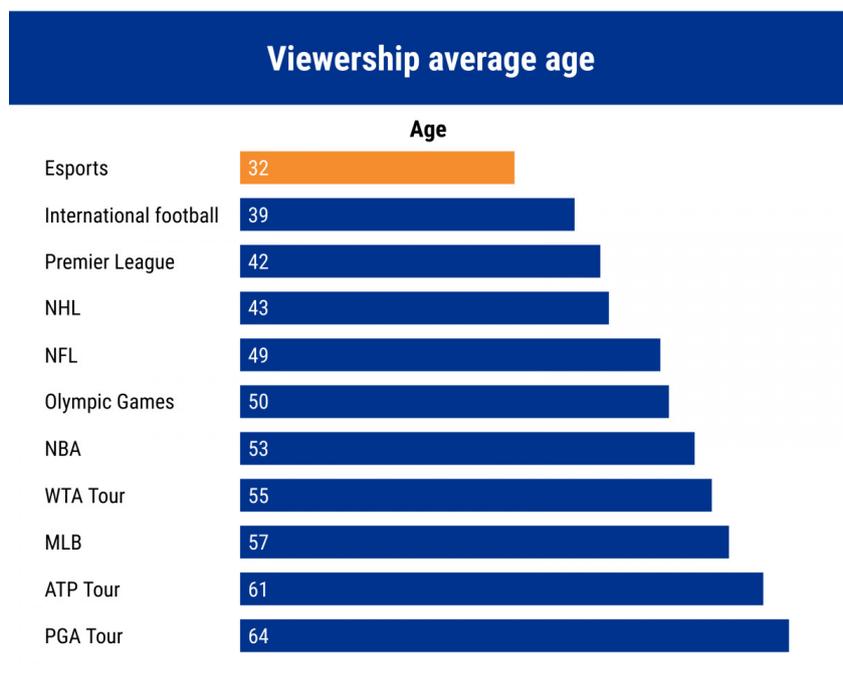
Recent decades have seen an explosion in the wealth and power of the sport and entertainment world, which is changing the fan experience – and not always for the better. Take the premier league football clubs, for instance, which are increasingly owned by wealthy individuals or organisations. Many clubs are moving away from their roots as community hubs and becoming large-scale corporate businesses.

These clubs still have a loyal following of fans, but even the most dedicated fan could be forgiven for feeling they are being left out in the cold.

A football fan paying to watch their club play week-in-week-out, subscribing to the requisite TV channels and buying the team kit for their children could start to feel they are constantly giving without getting anything special or valuable in return. As a result there is a growing disconnect between club and fan.

3. The Challenge for Fans

Add to the mix the fact that in a few years' time, sports clubs could be facing a demographic time-bomb. The average age of a person attending a football match is now 41. Younger fans are being frozen out by high prices, but also by lack of engagement. Millennials are not getting what they want from the fan experience, and crucially, they don't feel rewarded.



Source: KPMG research and Nielsen, in 2016

While some sports clubs are starting to target their younger fans, such as the NHL's partnership with Snapchat, the sports and entertainment business still has a long way to go towards engaging a new generation of fans.

Similarly, fans of a music band may feel that while they can buy tickets for concerts, stream their latest music and follow band members' posts, there is no appreciation for this admiration – it's not a two-way relationship.

3. The Challenge for Fans

3.1 No rewards for loyalty

Social media provides the vehicle through which fans can follow the fortunes of their heroes, but beyond the rare tweet or comment, the platforms don't offer an effective channel for interaction between fan and Idol.

Fan sites provide glossy images, expensive merchandise and, in some cases, exclusive content. But this comes at a cost. As a result, fans are being milked for their devotion throughout the year, but are they rewarded for it?

Opportunities to win prizes are few and far between, loyalty schemes don't provide any genuine incentives, and the fun element of fandom can sometimes be thin on the ground.

A fan survey commissioned by Deloitte found that while fewer than 10 percent of fans of each of the five major US sports leagues participate in any type of sports loyalty program, two-thirds would be open to participating if the incentives were right.

So there is plenty of scope to create a happier, more loyal fanbase, but few clubs are taking advantage of their fans' appetite for loyalty programmes.

3.2 No tailored experience

What is an avid fan of Manchester United football club likely to want most? Statistics about the key players? Interesting snippets about the history of the club? An easy way to purchase tickets, travel and merchandise? All this and more?

The answer is that each fan will want something different. Some fans are passionate about the facts and figures around their favourite players. Passing accuracy, minutes played or goals inside the box, perhaps. Others want to watch videos of match highlights, check upcoming fixtures or book a tour of Old Trafford stadium.

What is missing from current fan engagement platforms is the opportunity for a fan to tailor their experience to their own tastes, passions and budget.

3. The Challenge for Fans

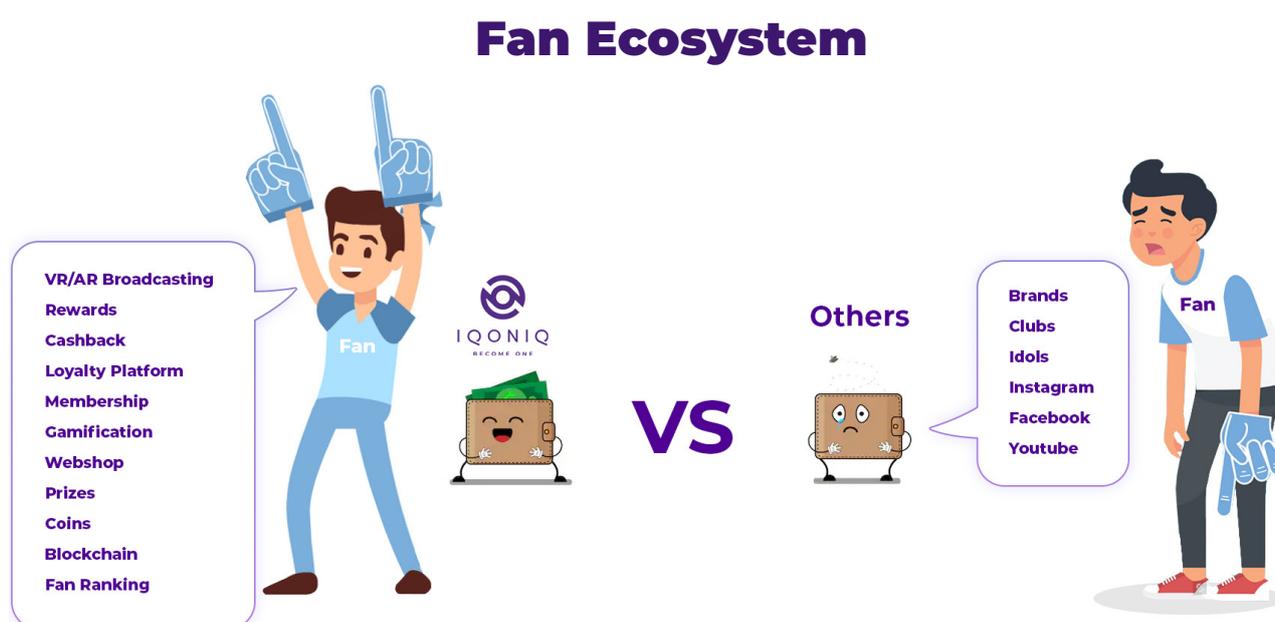
3.3 No single source of information

For a dedicated fan, information about sport and entertainment personalities can be found on club websites, social media and YouTube. But tracking it down involves sifting through multiple platforms and clicking through a lot of irrelevant content to get to what they want. It's a time-consuming, frustrating and unrewarding process.

Similarly, sites created for fans can miss the mark when it comes to actually giving fans what they want. Fan engagement platforms make the mistake of assuming that a fan of the basketball team Alba Berlin will only want details about their club. However, many followers of European basketball will also want to know what FC Barcelona and Valencia Basket are doing to gain a deeper insight into the competition.

A fan of musical theatre might follow a number of performers appearing in London's West End and on Broadway, and a Glastonbury veteran wants the lowdown on all the acts at the festival.

It's time for a platform that understands that fans want engaging, rewarding and tailored experiences without feeling they are being milked dry.



4. The challenge for Idols & Clubs



“Current solutions simply don’t provide us a way to effectively monetize our fans”

Eduard J. Scott
COO
EuroLeague Basketball

Fans don’t want to be exploited, but many are actively keen to spend money on the clubs and Idols they admire, if they feel they are getting good value. The difficulty is that there are not enough opportunities for clubs and Idols to target fans with high quality personalised goods and experiences.

There is no reciprocal channel through which fans can pay for richer, value-added engagement, while generating revenue for clubs and Idols. Without a positive solution to monetise their fanbase, sports clubs, entertainment businesses and the Idols themselves are missing out.

It’s a global issue – while sports sponsorships generate more than €200 billion euros worldwide, very little revenue comes directly from individual fans. There’s an estimated three billion sports fans worldwide, yet less than 1% is successfully monetised.

4. The challenge for Idols & Clubs

Social media is not the answer. While clubs and Idols can place sponsored posts on social media, the impact is limited. Similarly, fan sites may provide the opportunity to sell merchandise, but not to sell dreams in the form of personalised interactions, bespoke rewards and an ongoing dialogue with an Idol.

4.1 Limited opportunities for interaction

The stars of the Sports and Entertainment World need the continuing support of their fans to keep their popularity quotient high. However, personalised interactions with a massive fanbase on Twitter or Facebook is almost impossible. Social platforms currently offer no safe, versatile or effective tool for high profile people and organisations to manage a closer engagement with fans.

While some fan engagement sites provide exclusive content in the form of interviews, soundbites and images, the platforms don't allow for Idols to engage in managed interactions with their fans. Without this opportunity, celebrities have no way to sustain a positive dialogue with their followers, and to build their value in the eyes of those fans.

Communications for clubs that represent sports personalities and teams are harder than ever following the new data protection regulations. Clubs have lost between 70 and 90 per cent of their databases following the introduction of GDPR, and this will take time and effort to recover.

4.2 A fragmented fanbase

The other issue with established social media is that Idols and clubs can spread themselves too thinly.

The latest tweet, post or share often fails to hit home with the fans because the Idol is trying to reach out to too many people across too many platforms in the same, non-personalised way.

4. The challenge for Idols & Clubs

It's hard to measure a fanbase because some fans follow their Idols on multiple social channels, others stick with just one. This means Idols and clubs can't be sure they are reaching all their fans unless they cover all the social media bases. And this takes time and effort on the part of the Idol or the promotional team behind them.

4.3 Limited opportunities for monetisation

Existing social media networks treat celebrities as regular users, leaving them no scope to monetise the creative content they post. Even though each social media post from a globally recognised celebrity is extremely valuable and brands are willing to pay for a mention, it is the social media platforms themselves that generate the most income from celebrities' presence.

Idols have no way of profiting from the ads that Twitter and Facebook sell to the countless brands looking to promote their goods more generally on their channels on a daily basis. Some entertainers, sports personalities and clubs have millions of fans, and being unable to monetise this fully is an opportunity missed.



“There isn’t another industry that is being so fundamentally transformed with data and digital technology like sports,”

Satya Nadella
CEO
Microsoft

5. The challenge for Businesses & Brands

Today's brand culture is stronger than ever and whether you're a sports equipment supplier, fashion house or food and drink manufacturer, you need a recognisable personality to represent your brand. It's important for brands to create links with Idols which project the right image, but finding the right celebrity, entertainer or sports club to represent a brand can be difficult.

5.1 No rewards for loyalty

Leading brands need to find Idols who share their values and who can portray them in a positive light. Other factors such as the Idol's fan demographics and geographical reach are also important in ensuring a sponsorship deal is successful.

Although global brands surrounding the borders of ballparks, tennis courts and concert arenas are a familiar sight, there is a missed opportunity to take that branding, target it and deliver it directly to the fan straight to the smartphone in their pocket. Social media misses the mark here because branded messages get lost among an endless stream of posts.

Currently there is no single solution for businesses and brands to gain the insight they need to identify which Idols would offer the best prospects for sponsorship. Brands and businesses need a one-stop solution to provide them with opportunities for sponsorship, advertising and direct selling.

5.2 An evolving market

The way we watch sport and entertainment is changing. With so many options on so many screens, watching a baseball match or a rock concert has become a series of short sprints rather than a marathon. Fans switch from one device to the next, eager to catch those golden moments.

Research from Nielsen suggests that TV ratings for sport have dropped because viewers are watching fewer games and shorter sessions while overall reach for sport remains high.

5. The challenge for Businesses & Brands

Attention spans are shorter than they used to be and audiences are looking for instant updates as they swipe to the next channel, video or app.

Research from Nielsen suggests that TV ratings for sport have dropped because viewers are watching fewer games and shorter sessions while overall reach for sport remains high. Attention spans are shorter than they used to be and audiences are looking for instant updates as they swipe to the next channel, video or app.

Fans are accessing content from a multitude of platforms, and this fragmentation presents difficulties for brands in search of a sports personality, celebrity or club to partner with in order to reach their fans.



“Increased interest in short-term things, like stats and quick highlights... has funnelled some young viewers away from TV.”

Brian Hughes

Senior Vice President of Audience Intelligence & Strategy
MAGNA Global USA

Time for change

Some influential pioneers in the sports and entertainment sector are recognising the need to adapt to this brave new world by engaging with the new phenomenon of the multi-platform fan.

5. The challenge for Businesses & Brands

One example of this is Peter Moore's fan engagement strategy for Liverpool FC which uses technology to re-create the gaming experience to communicate with fans as though they were in a video game. There are also plans to add 360-degree cameras at Anfield to offer a view of the match that younger fans are used to seeing in video games like FIFA.

To complement these initiatives, Liverpool is developing a multi-platform strategy to engage fans on all fronts, as well as a new app to communicate with its tech-savvy generation of fans.

With heavyweights such as Liverpool FC addressing the evolution of its fanbase, it's a clear indication that the market as a whole needs to re-define the way it reaches out to fans.

The moment has come for a new approach which recognises the way fans today want to engage with brands and interact with their Idols – one that encourages and rewards their loyalty with tangible goods and benefits.



“The next generation (of fans) is going to be playing Fortnite, or Apex Legends and is he even going to get out of his bedroom? That is the challenge we face. The only way to meet that challenge is go get them.

It is on me as a CEO of a global football club to think about new ways we can continue to engage them otherwise we are going to lose generation after generation.”

Peter Moore
CEO
Liverpool FC

6. Introducing IQONIQ

IQONIQ is a new fan engagement platform for the sport and entertainment world. IQONIQ is the very first all-in-one ecosystem, offering fans a more personalised relationship with their heroes and rewarding fans for their engagement.

The platform also allows personalities and organisations in the realm of sports and entertainment to manage their social presence, pull together their fragmented fanbase and monetise their valuable assets.

Having spoken extensively to fans, clubs and Idols around the world, IQONIQ gained a privileged insight into the needs, hopes and aspirations of all parties. Recognising the symbiotic relationship between fans, their Idols and their clubs, IQONIQ sets out to meet the needs of both groups and deliver a solution which benefits everyone involved.

6.1 How is IQONIQ different for fans?

An all in one solution

As our days get busier and the communications channels we use become more cluttered, people are increasingly turning to all-in-one solutions to manage many aspects of their lives.

Rather than searching through physical or online stores for our favourite music, 36% of music is now streamed through Spotify. Instead of scrolling through websites for video content, 78% of online video is accessed through YouTube. And to save time finding hotels, contacting them and making reservations, a huge 92% of all hotel bookings are made online through platforms such as Booking.com.

IQONIQ takes this centralised model and runs with it by creating a complete fan ecosystem, where fans can find out anything and everything about their heroes.

Recognising every fan is different in terms of the experience they seek, IQONIQ enables its fans to shape the way they engage with their Idols to fit in with their needs, interests and lifestyles.

6. Introducing IQONIQ

6.2 How is IQONIQ different for Idols and clubs?

A single, loyal fanbase

In a world where one impulsive tweet, questionable post or random piece of fake news can destroy a reputation, Idols work harder than ever to build a positive personal presence.

High profile figures in the sports and entertainment world can manage their reputations more carefully by focusing on one single, reliable platform. A band would be able to strengthen its image as innovative instrumentalists or songwriters more quickly if all the content of them creating their music is focused in one place, for example.

But having a large fanbase is only part of the story. Through IQONIQ's fan ecosystem, Idols can optimise their presence and derive an income from fans who are keen to pay for a higher level of engagement. With a unified channel, Idols and clubs can provide positive, value-added engagement that their fans will be happy to pay for.

6.3 How is IQONIQ different for businesses and brands?

Multiple opportunities in a single place

IQONIQ provides a powerful influencer marketing platform for some of the key brands of the sport and entertainment world. Using a data-driven approach, IQONIQ explores geographic and demographic information to predict which high profile influencers are likely to have the greatest impact for which brand. These predictive analytics provide a valuable insight for brands in selecting the most lucrative sponsorship and advertising deals. A sports clothing brand can target a specific football club or player, or a perfume manufacturer might develop links with an up-and-coming girl band.

IQONIQ's extensive understanding of the Idols and clubs they have partnered will help to provide brands with better opportunities for association and sponsorships. Businesses and brands can link up with Idols who match the values of the brand and who will help that brand project a positive image.

7. Meet the needs of fans, clubs, Idols & businesses



**“We create environments for our fans to share,
and if it’s memorable, it’s shareable.
Above all, create memories.”**

Brad Meriwether

Director of Consumer Marketing
Atlanta Braves

7.1 What’s in it for fans?

Fans gain an all-in-one platform with everything they need, that they can access through the IQONIQ app.

From this one customisable app, fans follow their favourite hero without spending time tracking down the latest news, stats and interviews on social media. Fans can also subscribe to IQONIQ on a monthly basis as a premium member, which offers a range of benefits.

Each member receives an IQONIQ membership card that can be used as a personalised ID Card, pre-paid debit card, and last but not least Loyalty card. Members can then purchase IQONIQ digital coins or earn IQONIQ loyalty points by engaging in a range of activities or buying merchandise from the IQONIQ webshop. Members can also donate their coins or loyalty points to charity.

7. Meet the needs of fans, clubs, Idols & businesses

7.2 Rewarding engagement

For the first time ever, fans can be part of a platform that rewards them for their loyalty. A platform that understands that each fan wants to engage with their hero on their own terms.

Members gain access to discounts, vouchers, cashback and reward items of their choice, and the more they take part, the more loyalty points or coins they can earn.

Fans want to get closer to their heroes, and they can win prizes that give them a more personal connection with their Idol or club, such as a signed T-shirt, a personal chat or the opportunity to meet the Idol in real life. There is also the chance to take part in auctions for unique items donated by celebrities.

7.3 Gamification

Watching a match at your favourite football stadium is thrilling enough, but fans can go one step further by joining in with live online games via the app on their smartphones – while they are watching the match.

IQONIC users attending a football match can compete in online games with other members who are also at the stadium, as well as hundreds of thousands or even millions of members at home. The top 10 winners appear on the big screen in the stadium and can take part in a penalty and or free kick shoot-out on the pitch and win real-life prizes.

As well as the top 10 winners in the stadium, other fans who play the game can win signed jerseys, balls, tickets and other prizes. Every player wins IQONIQ loyalty points, so everyone wins something.

For each sport or event, there are online games to match.

7. Meet the needs of fans, clubs, Idols & businesses

7.4 Putting fans in control

Many fans will have wished that they could be in control of the camera during a sports game. The platform's virtual and augmented reality technology takes the game experience to the next level by allowing fans to select from 16 different camera angles to watch a live concert or game.

Fans can even lock on to a particular player they want to follow, create their own highlights of the game or guess the outcome of a free-kick.

7.5 A closer, richer fan experience

Celebrity posts, facts and figures about the lives, achievements and aspirations of the Idols are available at the touch of a screen. If concert tours, match statistics or life histories are what fans want to read about, they can explore these details all in one place.

To stay up-to-date with the objects of their admiration, fans can see exclusive stories from their heroes throughout the day. Some of these stories will provide a coveted glimpse into the lives of Idols, and they are shared on the platform for just 24 hours before they disappear.

The advantage of IQONIQ's close relationships with its partners from the sport and entertainment world is that fans avoid the fake news and clickbait that proliferates on established social media. Through the platform, fans can be sure that news about the latest transfer deals, music releases or Oscar nominations are as reliable as they can possibly be.

7. Meet the needs of fans, clubs, Idols & businesses

7.6 Sharing the passion

IQONIQ provides fans with the opportunity to share their passion with other equally dedicated fans by enabling them to connect and chat through its messaging tool.

Members have the option to create their own personalised news feed and offers a simple way to explore all the categories and posts that are of interest – everything to do with a particular film franchise, for instance.

In the fast-paced existence of the sports personality, athlete, actor or singer, fortunes can change in a heartbeat. To keep fans in the loop about their heroes, the platform constantly updates statistics on all its Idols and clubs.

Members can also opt to be notified when tickets become available, and buy those tickets through the platform.

7.7 Privileged insight

Getting closer to a hero means understanding what makes them tick. Many fans will have wondered which kind of music their Idol is listening to when they work, train and relax. IQONIQ gives fans the chance to find out for themselves by inviting Idols to connect their playlists to the platform for fans to listen to and be inspired by.

IQONIQ is the first ever platform which puts fans at the forefront. IQONIQ recognises the importance of fans, understands what they want and creates an ecosystem that gives fans tangible benefits.

The beauty of IQONIQ is that it gives fans a complete view of everything in the sphere of their Idol. It's this combination that is IQONIQ's selling point – the whole is greater than the sum of its parts.

7. Meet the needs of fans, clubs, Idols & businesses



“Be as engaging as possible, be fan-first, be entertaining, and ultimately be human.”

Paul Rogers

Head of Digital & Social Media
AS Roma

7.8 What’s in it for Clubs and Idols?

A simple, effective and powerful way for Idols to reach, engage with and benefit from their sizeable fanbases.

It’s no longer enough for personalities in the sports and entertainment sphere to rely on third party broadcasters to promote their image. In the social media age, the stars of stage, screen and stadium need a social presence, whether this is maintained by the Idols themselves, or the teams behind them.

Either way, regularly putting out interesting, fan-worthy posts is hard work, expensive and time-consuming. By concentrating on a single channel, Idols can focus on the quality of their messaging.

7. Meet the needs of fans, clubs, Idols & businesses

7.9 Powerful messaging

The lives of high-profile sports and entertainment personalities are busy, so to help them create content and distribute it from wherever they are in the world, IQONIQ provides them with a powerful mobile app so they can capture all those Kodak moments.

Idols can post stories that only stay on the platform for 24 hours. This means fans are constantly tapping through to check for anything new, such as a singer's story of their latest recording session, or an actor's post from a film set.

7.10 Targeted engagement

IQONIQ provides personalities and sports clubs a way to grow their fan base and monetise their daily social networking activity.

The time and effort Idols spend sharing content with their followers will not significantly change from the other platforms which they currently use. IQONIQ offers Idols and clubs a profit-share model that invites them to become a financial partner of IQONIQ.

7.11 Building a fanbase

IQONIQ understands that Idols already have established fanbases on other social media platforms. So when they post on IQONIQ, followers on other social media sites will automatically be notified.

Idols can share their IQONIQ link in every status update or interaction with Facebook or Instagram, for example. This translates into potentially millions of automatic link impressions of their IQONIQ content, driven via their existing social audiences.

IQONIQ is a game-changer for Idols and clubs, helping them derive revenue from their fans by providing a platform through which they can offer fans added value goods, experiences and interactions.

7. Meet the needs of fans, clubs, Idols & businesses

7.12 What's in it for Businesses and Brands

Brands seeking association with clubs and Idols, or businesses looking for opportunities to promote their goods and services have a ready-made channel in IQONIQ. The platform provides a wealth of opportunities to make links with personalities from the sport and entertainment world. That's important, because now more than ever before, personality is key. A positive gesture, charitable support or even a random act of kindness can seal the reputation of an athlete, footballer or entertainer.



**“Consumers want their brands to stand for something,
and equality, diversity and inclusion would
rank highly in any list of causes.”**

Phil Carling
Head of Global Football
Octagon

7.13 New opportunities

IQONIQ provides a vehicle for clubs and Idols to build on these identifiable personalities through their posts, stories and images. And this in turn opens opportunities for brands to associate with stars who represent the qualities they seek to promote.

Brands of all types, from sports goods, financial services or food retailers can benefit from the insight IQONIQ provides through predictive analytics to enter into mutually beneficial sponsorship deals.

7. Meet the needs of fans, clubs, Idols & businesses

At the heart of IQONIQ is the app, which provides fans with a link into the world of their hero. Brands and businesses can be part of the app by making use of our revenue models which will add a level of exclusivity and engagement, that brands cannot get easily from other social channels.

There are direct selling opportunities through the app too. Businesses can offer discounts on refreshments at the stadium, with on-the-spot offers to fill outlets during quiet periods. Brands can provide special offers on merchandise, or half-time prizes.

Advertisers and sponsors can target fans by geographic region, sport and entertainment interest, or other target groups.

Benefits for Fans

Closer to their heroes

A one stop-shop for exciting content, social posts and opportunities to win signed merchandise or meet and greet opportunities.

Deeper knowledge of icons

Instant access to reliable and up-to-date news, facts and figures and exclusive video.

A true fan community

Interactive games at events, a platform for sharing content and a messaging tool for reaching out to other fans.

Recognition as a fan

Earning IQONIQ coins or loyalty points by taking part in activities, games and engagement.

Feeling the love

Priority treatment with exclusive access to VIP events, online activities and early alerts about upcoming matches and concerts.

7. Meet the needs of fans, clubs, Idols & businesses

Benefits for Idols & Clubs

A higher profile among fans

Closer engagement with fans through personalised social posts and signed merchandise.

A more positive public image

Communicating values, creating an identifiable persona, and staying in charge of the messages projected.

Increased revenue

Becoming an IQONIQ partner and optimising the Idols/Clubs and platform's revenue streams.

Better promotion

Opportunities for marketing and advertising, product endorsement and sponsorship. Priority treatment with exclusive access to VIP events, online activities and early alerts about upcoming matches and concerts.

Benefits for Businesses & Brands

Increased revenue

Businesses can sell their products and services at games, matches and events.

Lucrative opportunities

Predictive analytics to identify which clubs and icons provide the best sponsorship possibilities.

Strong branding.

Closer alignment with clubs and Idols that share the brand's values.

A wider reach.

Access to the world's most admired Idols and clubs through a single platform.

8. IQONIQ's Competitive Edge

Although some companies may claim that we compete with them, the truth is, there are quite simply no direct competitors to IQONIQ that provide so much value in a single solution. The likes of Facebook, Twitter and Snapchat also have fan pages, but they can't offer fans the same depth of experience as IQONIQ. At best, fans gain a snapshot of their hero and a fleeting glimpse of their life which is available to anyone who cares to search for it.

There is nothing on social media that has been created especially for the loyal and valued fan. Likewise, the majority of other fan engagement sites and apps concentrate on providing exclusive content without delivering true fan engagement. There is clearly a gap in the market for an all-in-one fan engagement solution.

Tools	IQONIQ	Facebook	Twitter	Instagram	Otro	Dugout	Influencer Platforms	Youtube	QQ	SinaWeibo
Content Upload	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Livestream	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓
Chat with Idols	✓	✗	✗	✗	✓	✗	✓	✗	✗	✗
Club Memberships	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Exclusive Profiles	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
Webshop	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Exclusive Playlist	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗
Exclusive Content	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ticket Shop	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Charity	✓	✗	✗	✗	✗	✗	✗	✗	✗	✓
Game	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Gamification	✓	✓	✗	✗	✗	✗	✗	✓	✓	✓
Loyalty Program	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Story	✓	✓	✗	✓	✗	✗	✗	✓	✓	✓
Exclusive Prizes	✓	✗	✗	✗	✓	✓	✓	✓	✗	✗
VR/AR Broadcast	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Free Application	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓
Blockchain	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗

This table provides an overview of IQONIQ's offering compared with the other platforms currently in the market. In the competitive space of sport and entertainment, IQONIQ is the only fan engagement platform that rewards fans, in a wide range of ways, for their loyalty.

This not only gives fans the choice to follow their Idols in the way that suits them best, it also allows Idols and clubs to present themselves in a more human, relatable and engaging dimension, whether they are sharing their favourite song or providing a personalised prize.

9. IQONIQ in Action

Consider for a moment, the world of sports and entertainment fans in the future. The year is 2024, and the IQONIQ fan ecosystem has transformed the way fans interact with their Idols.

9.1 A brighter future for Fans

A basketball fan is keen to buy tickets to see his team, FC Barcelona, play against rivals CSKA Moscow. He opens the IQONIQ app and spots that the tickets are now on sale, so he checks his IQONIQ coin wallet and sees he has enough to pay for two tickets.

There have been rumours that one of the team's top players is injured and is waiting to hear if he will be fit to play. The personalised newsfeed on IQONIQ confirms the player will have to sit out this match until his knee has healed. The fan uses the IQONIQ app to send a message to his chat group on IQONIQ speculating how the match will go without the team's star player. Just then a new story appears on the app from Barcelona's coach at a training session, reassuring the team they have a great chance of winning.

Waiting for the match to start, the fan scrolls through the app to play an interactive game against tens of thousands other fans in the stadium and hundreds of thousands or millions of fans at home. He plays a basket shooting game and is delighted to find he is the winner. As a reward, he is invited onto the pitch to shoot a basket for real during half time.

The basketball fan takes a selfie with some of the players and posts it onto the IQONIQ platform. Returning to his seat, he decides he would like to follow the fortunes of one of the newer players, so he locks his camera view onto that player.

Later, back at home, the fan wants to review some of the match highlights. By viewing videos and posting reactions to them he earns enough loyalty points to gain a discount on his team's official cap.

9. IQONIQ in Action

9.2 A brighter future for Idols

An aspiring triathlete is rapidly gaining prominence in her sport due to her recent achievement in the Ironman World Championships. She is keen to grow her fanbase and to inspire other women to train, compete and share her love of the sport.

She logs onto the IQONIQ app and posts a selfie taken after an early morning training session, adding an inspirational message. Her loyal fanbase is quick to respond. It's been a good month with strong sales of her merchandise in the IQONIQ webshop, thousands of new followers and a lucrative sponsorship deal in the bag.

Since posting a story about attending a climate change conference, the triathlete's presence has grown stronger, and through IQONIQ, she has been approached by a number of brands keen to associate with the values she stands for.

Our athlete has a busy day ahead. She is attending a women in sport event and will be leading a motivational workshop with two winners of an IQONIQ fan competition. The best part is that with just one fan engagement channel to focus on, she can boost her profile among genuine fans and feel a closer connection with them, without spending time on multiple social platforms.

These two examples demonstrate how IQONIQ will be transformational for fans of sport and entertainment, and the Idols they admire, bringing them together in a way that has never before been achieved.

10. The IQONIQ Business Opportunity

10.1 Ready for Clubs and Idols

IQONIQ has already taken great strides in its journey towards creating a fan ecosystem and fulfilling the needs of fans, Idols/clubs and brands.

Our launch partner, EuroLeague Ventures (EV) is a joint venture between EuroLeague Basketball and IMG Media. We are the exclusive fan engagement and loyalty platform for EV, which has 40 clubs in 19 countries with 90 million direct fans and an indirect fanbase of over 110 million. Converting just 0.5% of the Euroleague direct fanbase to paid membership would generate an annual revenue of approximately 30 million euros.

There are an estimated 2.5 billion users of social media, and more than 50,000 Idols active on these platforms, according to Statista. With a platform specifically for fan engagement, IQONIQ predicts a userbase of more than 500 million fans through its platform by 2024. Each enjoying a richer, more personalised engagement with their Idol.

Social Media Idols Market reach



> 2,5 billion Users*

Sports & Entertainment Idols on Social Media



> 50k**

IQONIQ's initial Idols online reach



> 500 million Fans***

*Source: Statista.com

By establishing partnerships with around 500 Idols and hundreds of clubs, each with a following of between 100,000 up to the millions (for some, even tens and hundreds of millions), our reach could potentially extend to more than 1.5 billion people through the existing social media pages of our clubs and Idols, a reach that is almost unheard of.

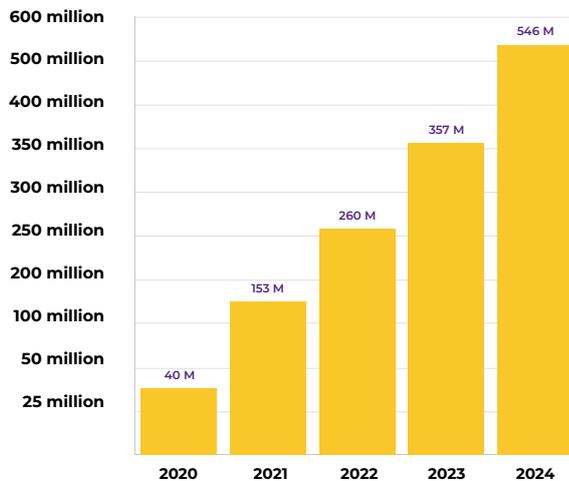
10. The IQONIQ Business Opportunity

10.2 Ready for Fans

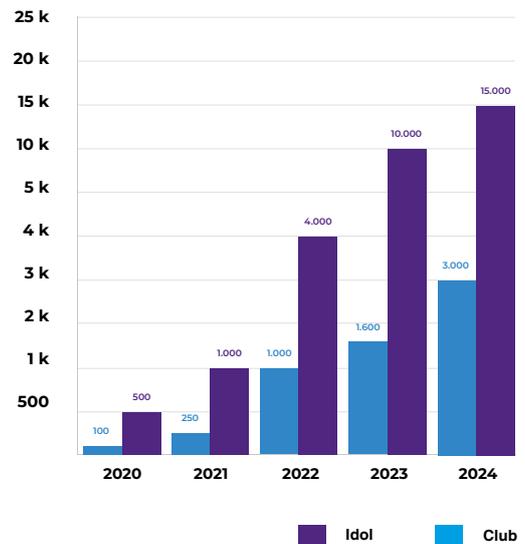
This strong community of fans is ready for a new dimension in engagement. And we are ready for them. IQONIQ’s use of patented camera technology will soon be part of 18 sports clubs, enabling us to offer a truly personalised experience of sporting events. Fans will be able to virtually immerse themselves in the stadium experience with the game streamed live to their VR goggles. And the building blocks of the social media element, loyalty platform, gamification and webshop are already in place.

IQONIQ has already invested a sizeable amount in technical development and developing strategic partnerships to give fans the best possible experience.

User Growth



Idol & Club Growth



10.3 Ready for Brands

We have created the infrastructure to connect brands and marketers with sports and entertainment Idols. IQONIQ offers a cyberspace where brands can be part of the conversation between Idols and their fans. Brands can select from standard IAB display properties on the app, use premium advertising, app backgrounds or custom displays on the site. As a global platform, we can offer the opportunity for advertisers and sponsors to target fans by geographic region, sport and entertainment interest, or other target groups.

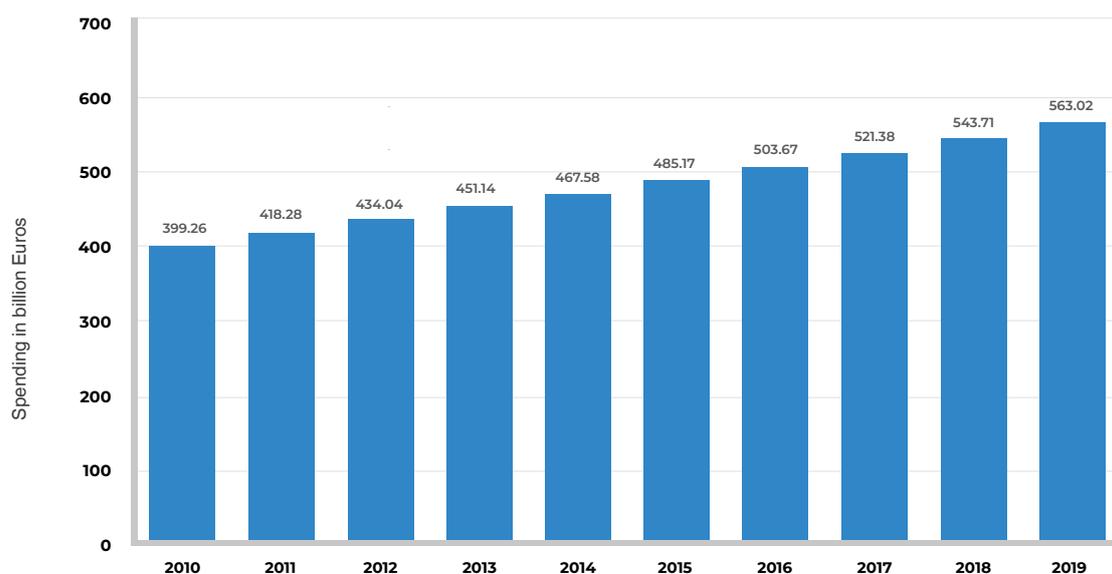
10. The IQONIQ Business Opportunity

10.4 The Global Sports & Entertainments Industry's Growth

The annual global revenue of the overall sports market is € 700 billion (appendix A) and the global Media & Entertainment has reached more than € 2 trillion (appendix B) in revenues, and digital opportunities for fans and sports entities, media partners and global brands alike are at the center of driving this growth. Transforming the sports & entertainment sector means implementing digital innovation in every niche of the industry: from boardroom to the pitch and from the Cloud to the courtside and behind the scenes; all the time driving more sophisticated, immersive and bespoke fan experiences and engagements.

Optimizing digitalization in the process will build new audiences faster, improve engagement with existing fans and enable the delivery of digital campaigns and platforms that assist businesses in proving their audiences, techniques and ROI. If digital innovation is harnessed swiftly, the growth for the sports & entertainment sector will be unlimited. One of the major factors are the money companies has spent on advertisement, which reached € 543.71 billion (appendix C) and the number is only going up!

Global advertising spending from 2010 to 2019 (in billion euros)



Appendix a: www2.deloitte.com

Appendix b: www.trade.gov

Appendix c: www.statista.com

10. The IQONIQ Business Opportunity

10.5 Revenue Streams

IQONIQ offers idols and clubs a profit-share model that invites them to become a financial partner of IQONIQ.

The income is generated through multiple revenue streams including:

- Advertising from businesses
- Sponsorship by brands
- Income from product endorsement
- Fan membership subscriptions paid monthly
- Membership perks such as online games and access to augmented reality broadcasting
- Sales of merchandise in the webshop
- Sales of tickets for concerts, matches and events
- Sales of digital memorabilia such as exclusive music videos



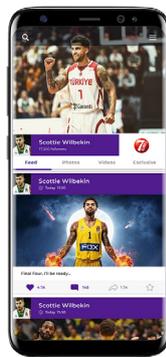
**Sponsored
Splash Screen**

Sponsored splash screen will be shown every time the user is opening the IQONIQ app.



Sponsored logo

Sponsor logo will also be visible because the top header remains fixed.



Sponsored logo+

Sponsor logo is visible on every 5th post on the feed.



Advertisement

Google adwords advertisement platform via DQ&A sales agency pay per view principle based on CPM rate.



**Stories
Advertisement**

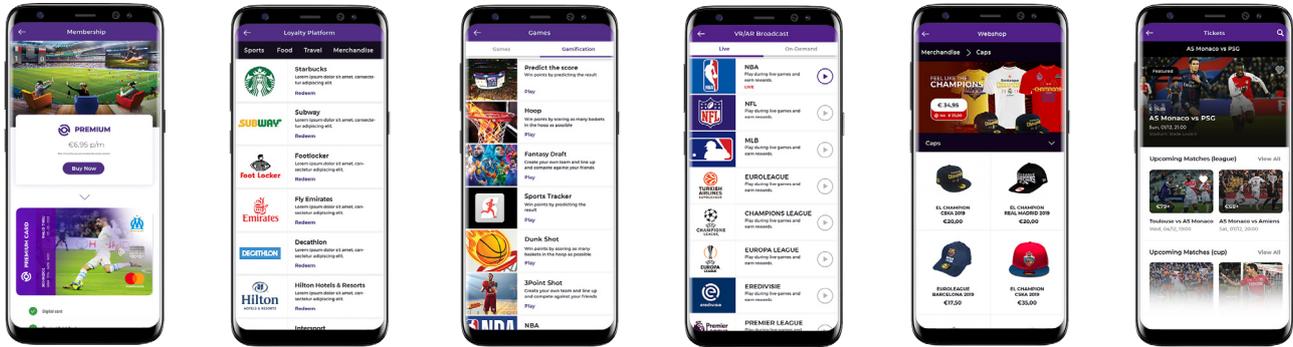
The advertisement will be shown after every third Idols story, where it will be visible up to 10 seconds.



**Product
Endorsement**

Idol post a photo or video (product placement) via IQONIQ app with hashtags of the brand.

10. The IQONIQ Business Opportunity



Membership

An opportunity to purchase a membership with the club they like and enjoy all the benefits.

Loyalty Platform

Reward loyal fans with discounts, vouchers, cashback and reward items of their choice.

Gamification

Sponsorships and advertisement will be shown while the fans are playing the game.

VR/AR Broadcast

Fans can purchase the platinum membership to get access to VR/AR Broadcast

Webshop

Fans can purchase merchandise from idols or clubs.

Tickets

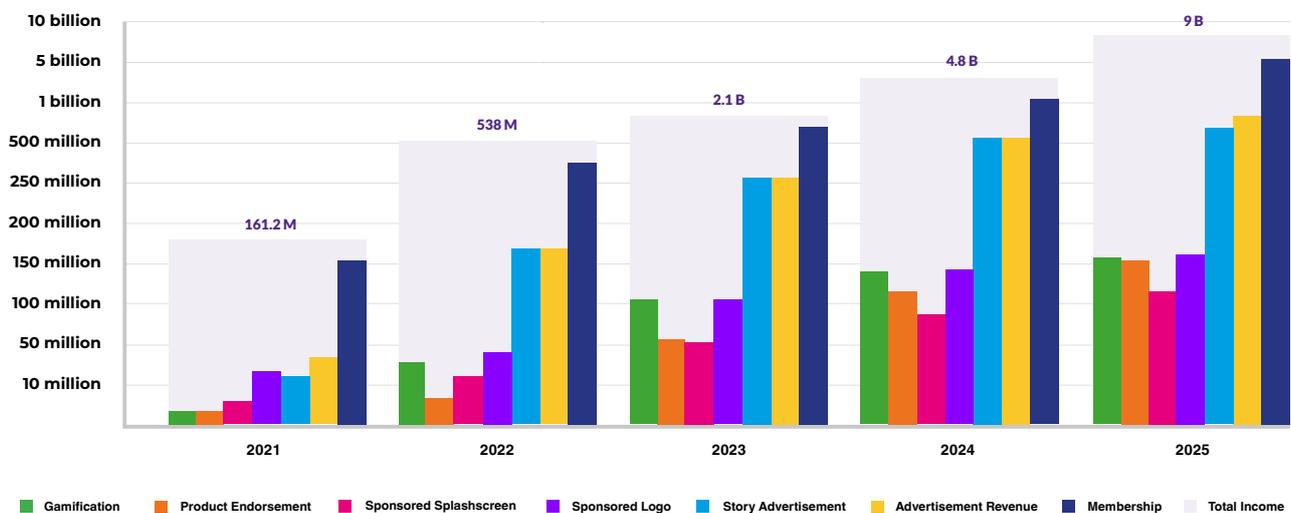
The IQONIQ Ticket shop will sell tickets for upcoming events in the sport & entertainment world.

10.6 Revenue Growth

The potential of the revenue growth of the company will automatically support the strength & the growth of the IQONIQ Tokens. Which will give an uplift of the investment from the investors of the IQONIQ Tokens. This emphasis on growth will ensure that contributors will continue to benefit from a well invested and ever growing ecosystem.

Total income

All values in Euro's

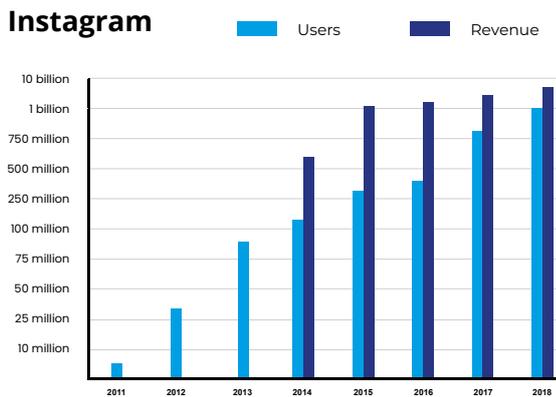


10. The IQONIQ Business Opportunity

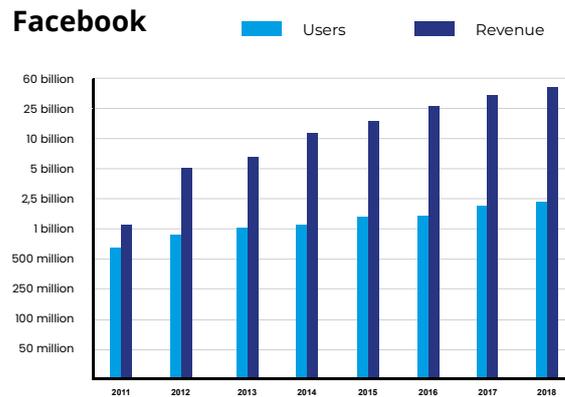
10.7 User & Revenue examples of Instagram, Facebook, Snapchat & Twitter

The below graphics illustrates & supports the potential growth of IQONIQ in userbase and revenue potential.

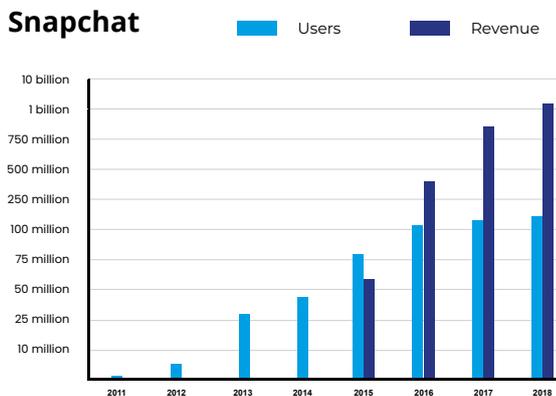
Instagram



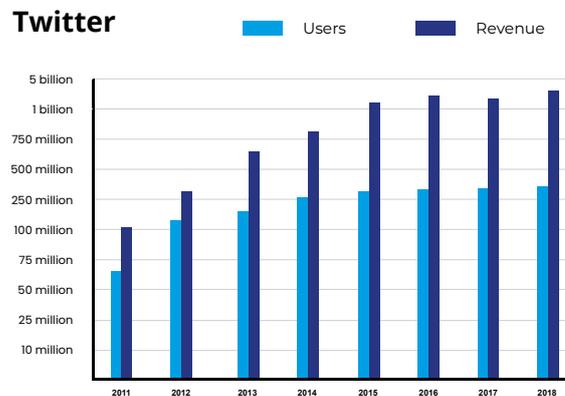
Facebook



Snapchat



Twitter



10. The IQONIQ Business Opportunity

10.8 A technology driven solution

As an innovative sports and entertainment company, IQONIQ taps into a wide range of technology to deliver its fan engagement platform. These technologies include PHP, Dotnet, Java, Native Android and IOS to mention a few. All of these technologies add value and help create a comprehensive ecosystem. One of the key emerging technologies behind IQONIQ is blockchain, which we believe offers a simple, secure and scalable solution to support the tens of millions of fans on our platform.

To avoid some of the issues inherent in the public blockchain, IQONIQ is launching a private blockchain platform. This gives us greater control of the data our partners and fans have entrusted us with. IQONIQ blockchain can process transactions much faster than some of the existing platforms, which have limited scalability, resulting in slower processing speeds.

As a decentralised network, the IQONIQ blockchain manages real-time transactions, and all the documentation associated with a transaction is visible on a real-time basis too. This means that we can offer a transparent and secure process between trusted parties – our fans, Idols, clubs and brands.

For more information about the technology behind the IQONIQ platform, please visit
participate.iqoniq.io

11. Tokenomics

As a pure utility, the IQONIQ tokens intrinsic value is to grant access, to the fans , to the idols and organisations in sports and entertainment. Ensuring that beyond the scope of traditional social media channels, IQONIQ is able to engage, grow and unify a vast community of disenfranchised and dissatisfied fans.

Our fans want to buy tickets, merchandise and experiences, and they want to feel valued for their loyalty. Similarly, our Idols want to monetise and reward their fanbase they have worked hard to cultivate.

The IQONIQ token provides a streamlined way to deliver a reciprocal loyalty programme which encourages fans to get more involved and to be rewarded for this greater involvement.

The IQONIQ token, IQQ, is a utility token, and ownership of this token provides fans with access to a wide range of exciting opportunities which bring them one step closer than anyone else to their Idols.

By using their tokens, users can gain access to options which may include:

- Access to a club's new kit several days before it is released to the general public.
- The chance to participate in 'ask the star' conversations with an Idol.
- VIP access to sports grounds.
- Specially produced video and exclusive content.
- Priority access to tickets for matches, shows and events.

The more engaged a fan is with the platform, the more utility tokens they can own, opening up a myriad of opportunities to become one with their Idol.

11. Tokenomics

11.1 Looking ahead

IQONIQ's vision is to provide a complete solution to its fans and Idols, and as part of this, we are planning some exciting future developments to name just a few:

- Additional services for clubs and Idols including the opportunity to select from a wide range of products and services, from concierge services to luxury cars.
- A charitable IQONIQ foundation to enable Idols , Clubs, or even Brands to support and promote their charity and charities of their choice.
- As the platform grows and the use of the IQONIQ tokens increases, IQQ will have the capacity to scale up and deliver more than 3,000 transactions per second and more than 100 million transactions a day.
- IQQ will be used for a range of applications including remittance, corporate payments, trade finance and foreign exchange. The token will be widely accepted by global banks, currency exchanges and other payment service providers as well as corporate houses and e-commerce merchants.

11. Tokenomics

11.2 Issuance, Distribution and Initial Value of IQQ

Issuance and Sale of the IQONIQ IQQ Token

IQONIQ FanEcosystem OU, registered in Estonia under number: 14333573, address Harju maakond, Tallinn, Kesklinna linnaosa, Rävala pst 19-67, 10143, which will be the company responsible for the issuance, sale and distribution of the IQONIQ IQQ Token.

Initial Value:

The IQQ token sale structure will be as follow:

Initial Token Offering	
Launchig Price	€ 0,25 / IQQ
Allocation	250.000.000 IQQ Tokens
Time period	Start: TBA
	End: TBA
Time period for whitelisting	Start: 18th of May 2020
	End: 27th of May 2020

Unsold Tokens

IQQ tokens that are not sold during the Private Sale will be used in the second round of fundraising. All tokens that are not sold in the second round of fundraising will be used for investment in new partnerships, incentives for fans and for further funds for growth of the company.

11. Tokenomics

Incentives

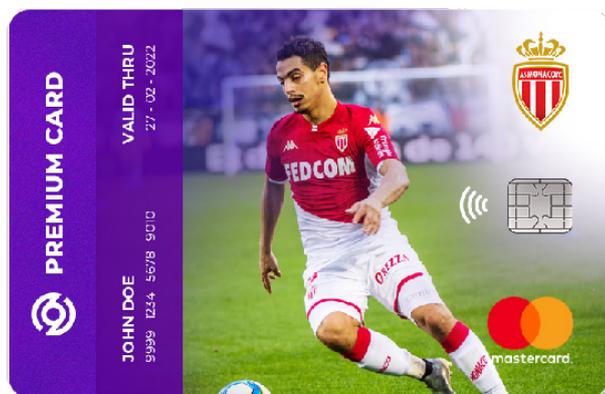
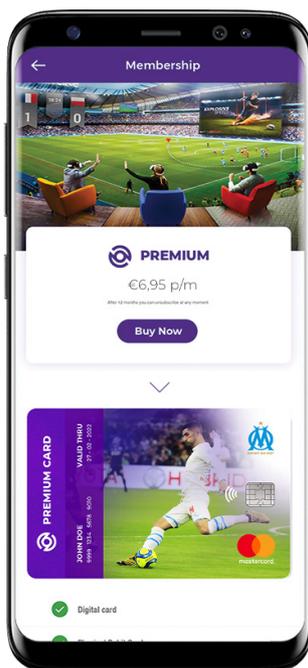
First and foremost, the early token participants will purchase IQQ tokens at their initial reduced price. Depending on how many tokens the fans are purchasing they will receive a discount or get the premium membership card for free. The membership card will give the fans greater discounts and give them access to exclusive benefits and experiences. Visit www.iqoniq.com for more information about the memberships.

In addition to these inherent opportunities, we offer the participants who participate in package 4 a lifetime premium membership. This means that they will be rewarded with certain in-app services for free if their account remains active.

Three in one Smartcard:

Clubs & Fans can customize their own membership Smartcards.

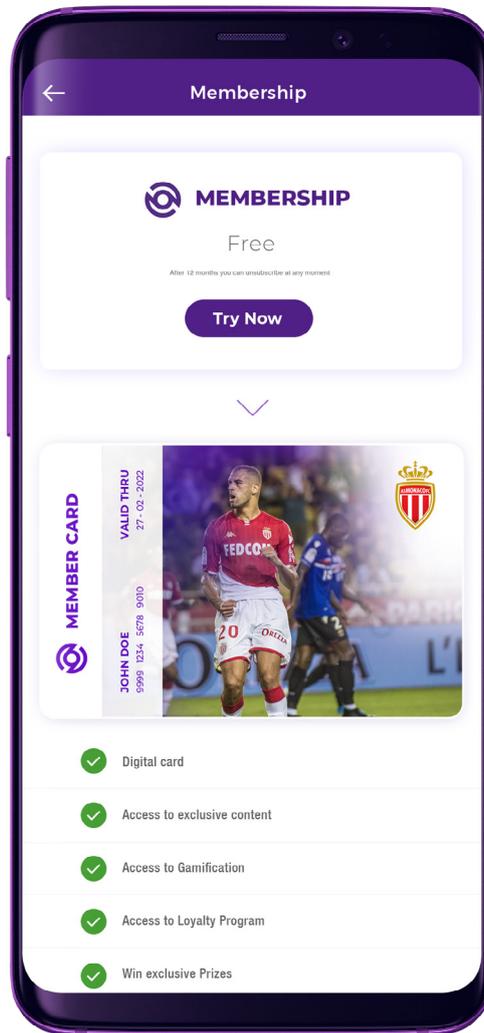
- Personalised ID membership Smartcard (physical)
- Pre-paid debit card
- Loyalty card / Earn IQONIQ Loyalty Points



11. Tokenomics

Freemium

Users can create an IQONIQ account and receive a free digital Membership Card on activation.



11. Tokenomics

IQQ Tiers

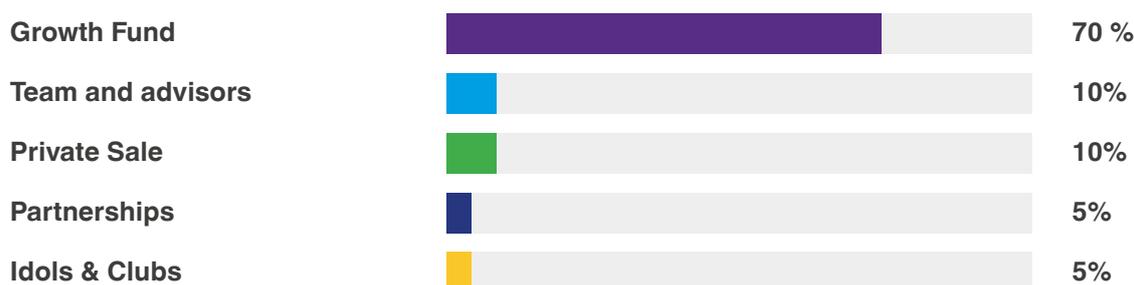
	Tier 1	Tier 2	Tier 3	Tier 4
Tokens held	100 - 1000	1.001 - 2.000	2.001 - 5.000	5.001+
Fans receive	<ul style="list-style-type: none"> Premium Membership 25% Discount 25% bonus loyalty points for the following month Up to 15% rewards on platform 	<ul style="list-style-type: none"> Premium Membership 50% Discount 50% bonus loyalty points for the following month Up to 20% rewards on platform 	<ul style="list-style-type: none"> Premium Membership 75% Discount 75% bonus loyalty points for the following month Up to 25% rewards on platform 	<ul style="list-style-type: none"> Free premium membership 100% bonus loyalty points for the following month Up to 30% rewards on platform spend*
Chance to win	<ul style="list-style-type: none"> Jerseys Official Game Balls from the IQONIQ partners 	<ul style="list-style-type: none"> Signed official Jerseys from the IQONIQ partners Signed official Game Balls from the IQONIQ partners General admission tickets from the IQONIQ partners 	<ul style="list-style-type: none"> Signed official Jerseys from the IQONIQ partners Signed official Game Balls from the IQONIQ partners VIP ticket from the IQONIQ partners Final four ticket EuroLeague 	<ul style="list-style-type: none"> Signed official Jerseys from the IQONIQ partners Signed official Game Balls from the IQONIQ partners VIP ticket from the IQONIQ partners Final four ticket EuroLeague Monaco Formula 1 VIP Tickets EU Semi-Finals & Finals Football match VIP tickets Exclusive VIP benefits and VIP experiences

*Subject to holding the IQQ token for the entire month. IQONIQ is reserving 10% of revenues into a reward pool which is utilized to award discounts and other platform rewards. The maximum size of the rewards in any given 30-day period is subject to the size of the reward pool.

11. Tokenomics

Total issuance of IQQ

There is a total of 2.500.000.000 IQQ Tokens that will be created. For the Private Sale there will be 250 Million Tokens allocated. The issuance and distribution of the IQQ Tokens will begin within 7 days of closing the Initial Token Offering sales.



Contributors and Private Seed Investors

The allocation “Contributors and Private Seed Investors” is used for the total token issuance of IQQ which may include private seed investors. These investors may have negotiated individual deals with IQONIQ to bootstrap the company. This allocation also includes the Initial Token Offering sale for the community.

Partnerships

The allocation “Partnership & Sponsorships” is retained by IQONIQ to grow the platform & business strategically. This IQQ reserve will finance community campaigns and partnerships.

Idols & Clubs

The allocation “Idols & Clubs” is distributed to form new alliances with idols and organisations in sports and entertainment that can help strengthen our brand. These Tokens are vested for 1 year (12 months) and have a quarterly (3months) release period with 25% of the Tokens. The vesting starts with the distribution of the IQQ Tokens after the Initial Token Offering.

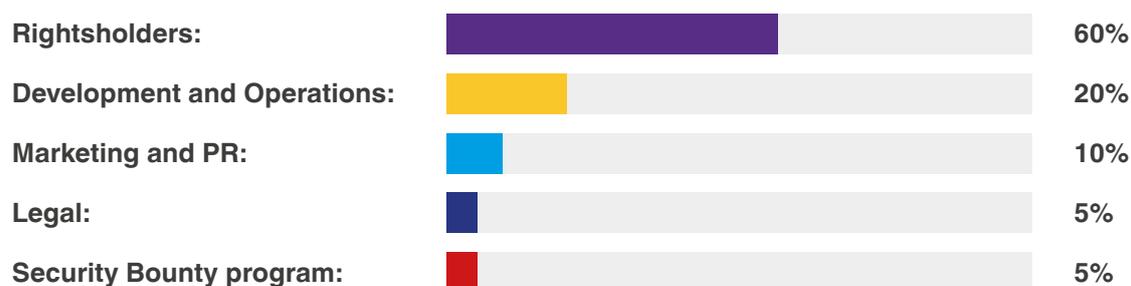
11. Tokenomics

Team and Advisors

The allocation “Team & Advisors” is distributed among the team and current as well as future advisors. These Tokens are vested for 1 year (12 months) and have a quarterly (3 months) release period with 25% of the Tokens. The vesting starts with the distribution of the IQQ Tokens after the Initial Token Offering.

Allocations of Funds

The IQQ token Sale proceeds will be used for the following:



Rightsholders

To expand the brand and create more attention about our project among the sport & entertainment fans all over the world, we will spend these funds in attracting the idols and organisations in sports and entertainment to join the platform. We believe that the best and most efficient way to get fans attention is through their idols and organisations in sports and entertainment.

Development and Operations

These funds will be used for the operational business of IQONIQ such as salaries, research, rent, insurances, expanding the team and further development of the platform; new features, optimize the platform and the server cost.

11. Tokenomics

Marketing and PR

To expand growth, awareness and image of IQONIQ in the future, this allocation will be used to develop a modern and appealing outward presence and communicate the Mission & Vision of IQONIQ to the target market.

Legal

To secure IQONIQ in every legal situation, these funds will be spent to ensure compliance in every relevant jurisdiction.

Security Bounty Program

This allocation is reserved to incentivize security specialists and hackers to communicate critical system errors and bugs directly with IQONIQ and help resolve them before any damage can occur.

12. The world's first fan Engagement Ecosystem

Fans of sport and entertainment need no longer accept a second-rate fan experience. The days of searching established social media, or hunting the web for information are gone. Through IQONIQ's platform, fans can now shape their experience in the way that suits them best. Stats fanatics can access numbers, dates and details, game players can enter competitions for unique prizes, and sports aficionados can rest assured they will always get tickets for the next match.

In a very short time, a fan will be able to tap on the IQONIQ app for news of their Idol, exciting competitions, and chats with fellow fans. In just a couple of swipes, fans have access to a one-stop-shop for everything they need to bring them closer to their Idol, from merchandise and tickets to social posts and video.

Fans will finally see how much they are valued.

The tide is turning for celebrities, athletes and sports clubs too. At last, they have the opportunity to interact more effectively with their fans, focus their communications on one channel and monetise a loyal but fragmented fanbase.

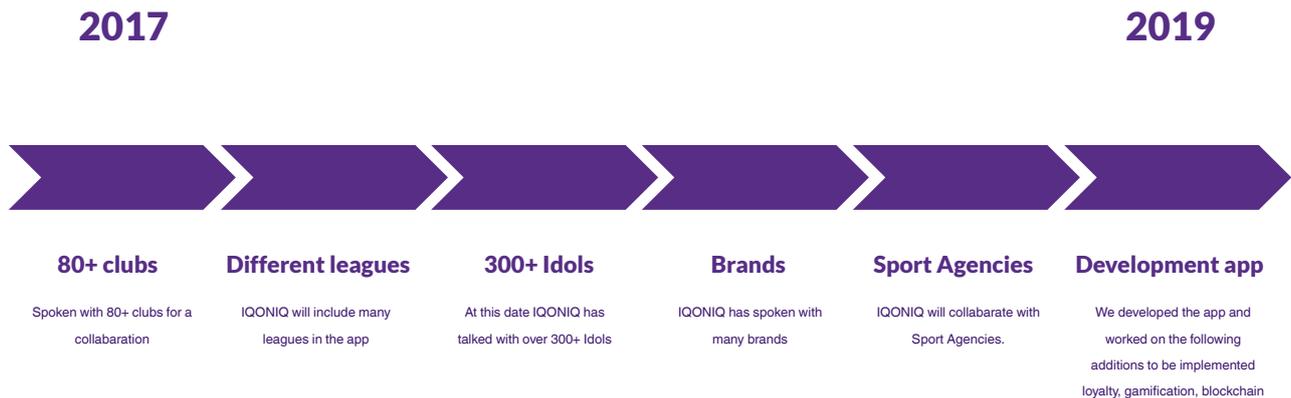
Instead of seeing their fans fragmented across a scattering of platforms, forums and clubs, Idols can reach their fans through one, dedicated channel. And by focusing on this single channel, Idols can create a positive image and sustain their reputation among loyal followers.

IQONIQ creates a more balanced ecosystem between fans, Idols and clubs, which supports a mutually beneficial relationship between all parties.

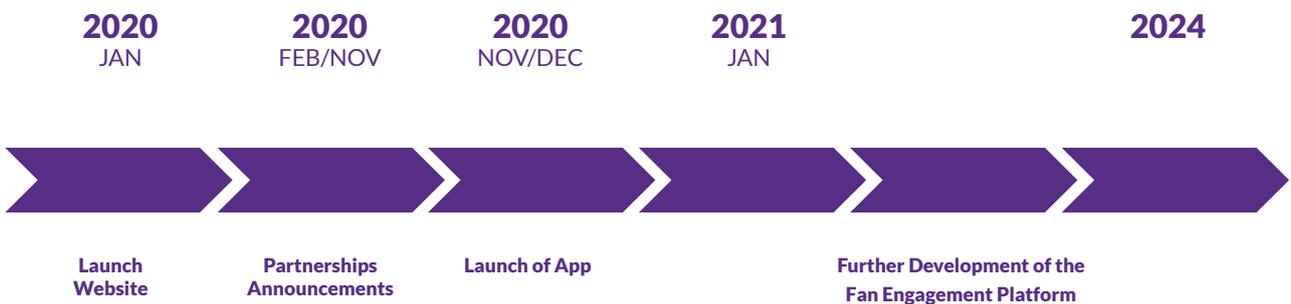
With innovative revenue streams, opportunities for brand partnerships and a largely untapped community of fans, all underpinned by blockchain – the technology of the future – IQONIQ is poised to revolutionise the world of fan engagement for good.

13. Roadmap

Roadmap 2017 - 2019



Roadmap 2020 - 2024



14. Strategic Alliances



www.img.com



www.lextal.ee



www.sport-gsic.com



www.microsoft.com



www.wpp.com



www.groupm.com



www.mediacom.com



www.bcw-global.com



www.superunion.com



HOGARTH

www.hogarthww.com



www.razlincapital.com



www.wwp-group.com



www.kpmg.com



Law . Tax

www.cms.law

15. Accomplishments

15.1 Achievements

Launching Partners

IQONIQ is excited to announce strong launching partners from the sport and entertainment sector. For more information: see IQONIQ Partnerships.pdf.

Last Stage of Negotiations

IQONIQ is in final negotiations with over 30 football clubs in the five top leagues, and is also in far advanced negotiations with idols and organisations in sports and entertainment from all over the world.

Awards

- **Top 10** - Hype Sports Innovation for Blockchain out of 125 sports tech start-ups *May 31, 2019*
- **Top 20** - TAU Innovation Conference out of 400 start-ups *June 28, 2018*
- **Top 25** - eBay Startup Cup (Israel) out of 100 start-ups *June 27, 2018*
- **Finalist** - Chelsea Tech Hack (upon invitation only) *April 5, 2018*
- **Winner** - Euroleague Tech Challenge out of 62 start-ups *March 23, 2018*
- **Winner** - iAngels Sports Tech Awards out of 50 sports tech start-ups *July 4, 2017*
- **Top 35** - Sports Tank out of 275 sports tech start-ups *May 2, 2017*
- **Top 50** - Hype Foundation out of thousands of sports tech start-ups *Mar 5, 2017*

15.2 Intellectual Property

Utilizing:

- Gamification patent
- Camera broadcasting patents

Patent Law Firms:

- Michael D. Eisenberg MS, JD (USA)
- Botti & Ferrari s.r.l. (Italy)
- Bhering Advogados (Brazil)
- Kiyohara & Co. Patent Attorney (Japan)
- Y. Shin Patent Office (Korea)

16. Marketing & Promotion EuroLeague

Marketing & IP Rights

Designation:

- Premium Partner of the Turkish Airlines EuroLeague (EL)
- Premium Partner of the 7DAYS EuroCup (EC)
- Premium Partner of Euroleague Basketball (EB)
- Rights over EB leagues, event and program logos including all 42 club logos in connection with marketing campaigns
- Access to EL & EC players to create a TV Spot and to players' approved imagery

Designation & IP Usage



TV Commercials



IP Usage



16. Marketing & Promotion EuroLeague

Media Facing

- 4 x 5" On Screen TV Graphics (player stats) during game time in all EL games
- 4 x TV Header brand integration in all EL games broadcasted
- 2 x TV Header brand integration in all EC games broadcasted

On Screen TV Graphic Example



TV Jingle Example



TV Header Example



16. Marketing & Promotion EuroLeague

Media Facing

- 2 minutes of exposure the courtside advertising systems during all EL & EC games (504-519 games per season)
- One 3D decal in 4 out of 18 EL arenas (in 50% of the games played in these arenas)



- Media backdrop integration



16. Marketing & Promotion EuroLeague

EXPERIENTIAL

- Right to conduct promotional activities and adv spots in all EI & EC arenas
- Right to have a promotional stand and activation in the EI Fan Zone & EI Roadshow
- 1200 tickets preferential seating areas (up to 5 per game) in all EL & EC Games
- 10 A-class preferential F4 tickets with access to the hospitality area
- 10 B-class preferential F4 tickets
- 5 A-class preferential EC Finals tickets with access to the hospitality area
- Possibility to purchase additional tickets for the F4 & EC Finals tickets

Experiential Marketing



F4 Hospitality Example

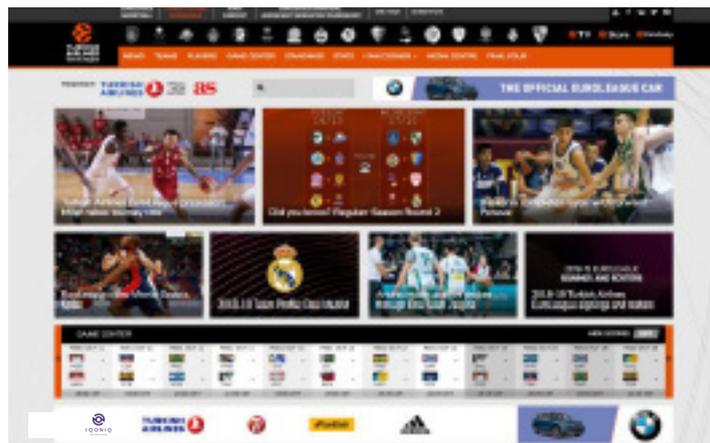


16. Marketing & Promotion EuroLeague

Digital & Content

- Brand integration in the official partner strip of the EI & EC websites
- Banner integration in 1/20 banner EI & EC websites
- Right to integrate a minimum of 5 promotions on EI YouTube, Facebook or Twitter channels
- Ad space inside the official EB media center and FF official programs
- Right to have the logo inserted in exclusive on line content
- Special offers for all EIL merchandising items and EL TV passes for clientele

Brand & Banners Integration Examples



Branded Content Example



16. Marketing & Promotion EuroLeague

PR

- Joint PR activity to announce the partnership
- Joint PR activity to announce milestones (4)

Partnership Announcement Example



Left: Founder & CEO of IQONIQ | Right: President of EuroLeague Basketball



17. Marketing & Promotion via Sport Clubs

Marketing & Promotion



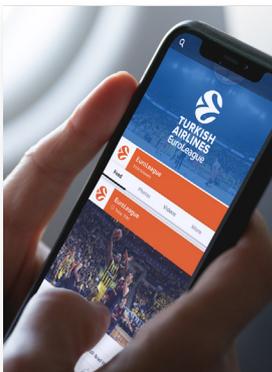
Global Brand visibility & Reach

- Partnership launch
- IP & player imagery
- LED advertising



Engagement & Traffic

- Player Access
- Digital/social media inventory to promote the platform harnessing access to talent



Incentives, Rewards, Call to Action

- Unique promotions
- Money can't buy experiences
- Compelling competitions

17. Marketing & Promotion via Sport Clubs

Global brand visibility and reach:

- Official Designation: Premium Partner of the THE CLUB.
- Rights over Competitions, event and program logos including all player images in connection with marketing campaigns.
- Right to create and distribute custom made loyalty membership cards including all player images, individual and/or team player images.
- Access to THE CLUB's Players to be used in advertising campaigns and approved imagery, animations and videos.
- Brand integration in the composite logo of THE CLUB.
- On Screen TV Graphics inclusions during game time in all season games.
- TV Header Brand integration in all season games broadcasted.
- Exposure on the courtside advertising systems during all season games.
- A 3D decal in the stadium/arena.
- The Company's Brand will be integrated in all media backdrops related to Competitions games.
- Right to use the stadium/arena to promote the Company's Brand and THE CLUB's Loyalty Program through offline and online promotional activities, onsite promotion such as stands and flyers, and advertising spots.
- Right to conduct promotional activities during the Championship games.
- Right to place a promotional stand and activation in THE CLUB Fan Zone and/or Roadshow.

17. Marketing & Promotion via Sport Clubs

- Joint PR activity to announce the partnership.
- Joint PR activity to announce major milestones reached in THE CLUB's Loyalty Program.
- Composite logo in all replay graphics.
- Composite logo used together with the scoreboard.
- Composite logo exposure on two on-court decals.
- Composite logo exposure on two backboard decals.
- Composite logo used on the badges of players.
- Composite logo displayed in all platforms used to advertise the competition.
- Composite logo on the official game ball.
- On Screen TV Graphics (player stats) during game time in all THE CLUB games.
- TV Header brand integration in all THE CLUB games broadcasted.
- Exposure in the courtside advertising systems during all games.
- One 3D decal.
- Brand integration in all media backdrops.

17. Marketing & Promotion via Sport Clubs

Engagement and Traffic:

- Right to use the stadium/arena to promote the Company's Brand and THE CLUB's Loyalty Program through offline and online promotional activities, onsite promotion such as stands and flyers, and advertising spots.
- Right to conduct two promotional activities during the Championship games. Promotional activities shall be previously approved by THE CLUB.
- Right to place a promotional stand and one activation in THE CLUB Fan Zone and/ or Roadshow. Design and size of the stand, and type of activation shall be previously approved by THE CLUB.
- Brand integration in the official partner strip of THE CLUB websites.
- Right to develop a loyalty program section within THE CLUB website with subsections promoting all players.
- Banner integration in all the banners throughout THE CLUB's websites, with possibility to geo-target the message per country with tailor made ads.
- Right to integrate promotions on THE CLUB's Facebook account geo-targeted to the respective areas.

17. Marketing & Promotion via Sport Clubs

- Right to receive exclusive campaigns on THE CLUB's official social media (including fan contests) per month.
- Right to integrate emails throughout the season to THE CLUB's CRM Database to promote the THE CLUB's Loyalty Program.
- Right to be included in THE CLUB's Newsletter throughout the season in a premium advertising space.
- Right to receive Ad space for the Company's Brand inside the official THE CLUB's Media Centre.
- Right to receive Ad space for the Company's Brand within the Championship's official program.
- Right to have the Company's Brand inserted in exclusive on-line content to be determined by common agreement by the parties for every sport season.
Can be existing content or new defined content by both parties.

Incentives, rewards and tickets:

- Signed and unsigned official game balls branded with composite logo
- Signed and unsigned jerseys from each player
- Special discounted offers for THE CLUB's OTT TV passes upon subscription to the THE CLUB's Loyalty Program.
- Right to conduct promotional activities and adv spots in THE CLUB stadium/arena
- Right to have a promotional stand and activation in THE CLUB Fan Zone & Roadshow
- Right to use THE CLUB's Trophies for promotional activities

17. Marketing & Promotion via Sport Clubs

- Right to receive game tickets in preferential seating areas in all season games.
- Right to receive A-Class preferential tickets with access to hospitality for all Championships games
- Right to receive B-Class preferential tickets for all Championships games
- Right to purchase additional tickets for the Championships before they go publicly on sale.



18. Marketing & Promotion General



BRAND DEFINITION. LAUNCH STRATEGY. LAUNCH DELIVERY



WPP & Mediacom will provide **IQONIQ** with access to the most sophisticated capabilities to ensure maximum growth of the platform

18. Marketing & Promotion General

WPP & Mediacom will provide IQONIQ with access to the most sophisticated capabilities to ensure maximum growth of the platform

MediaCom+ would provide consultative and a best practice approach to a range of strategic and activation services that will enable IQONIQ to maximise the commercial value that it is able to exploit from partnerships with brands, talent and rights holders as well as building value for the IQONIQ brand itself. To do this, they have compiled a team of specialists that will provide a market-leading approach to specialisms to provide IQONIQ with personnel that will maximise value across all areas of the business while providing a strategic and linked up approach.

The MediaCom+ team will include:

- GroupM
- MediaCom
- MediaCom Beyond Advertising
- MediaCom Sport & Entertainment
- Burson Cohn & Wolfe
- Superunion



superunion



18. Marketing & Promotion General

MediaCom your WPP entry point, strategic council and planning partner

MediaCom will be our WPP entry point and account management one stop shop. On top of account management and horizontal strategy they will lead the development and implementation of our January 2020 launch, utilising their Systems Planning approach and then work with us on an ongoing basis to cost effectively recruit and maximise the value of our audience.



18. Marketing & Promotion General

Superunion will create and articulate a brand purpose; making IQONIQ a brand people want to succeed

Superunion are the worlds most awarded Branding agency. They will lead the development and articulation of the consumer centric purpose for IQONIQ. In other words; why will people care? This articulation will unlock everything from the Content Strategy to the way we speak to PR and the type of campaigns we plan.

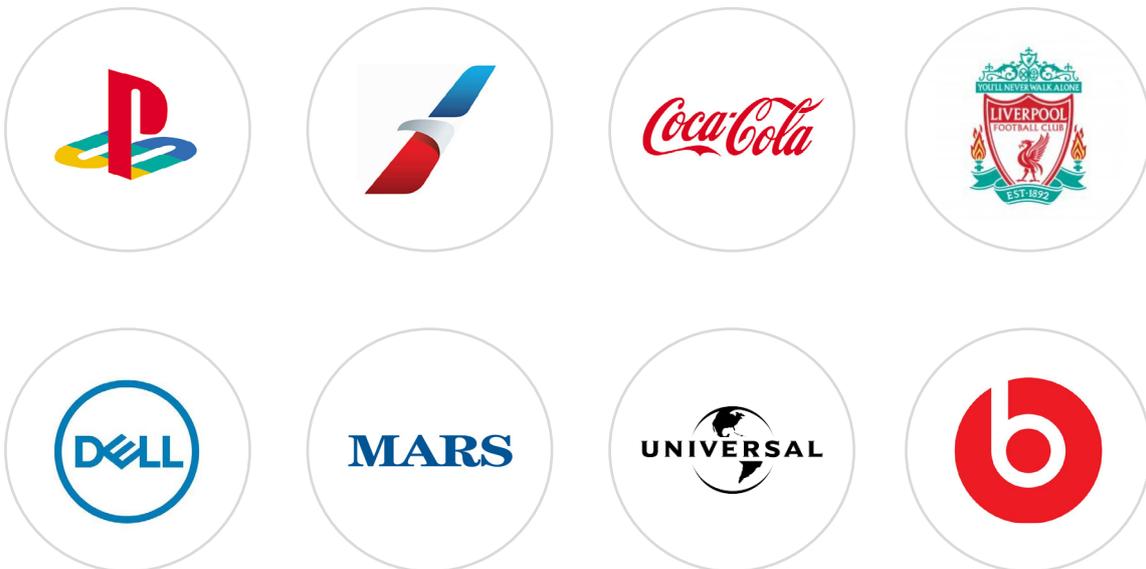


18. Marketing & Promotion General

MediaCom Sport & Entertainment will provide IQONIQ will specialist sponsorship consultancy

MediaCom Sport & Entertainment is an award winning sponsorship agency. They know that at the core of successful strategy for IQONIQ will be negotiation of partnerships that deliver optimal set of rights for the most competitive price.

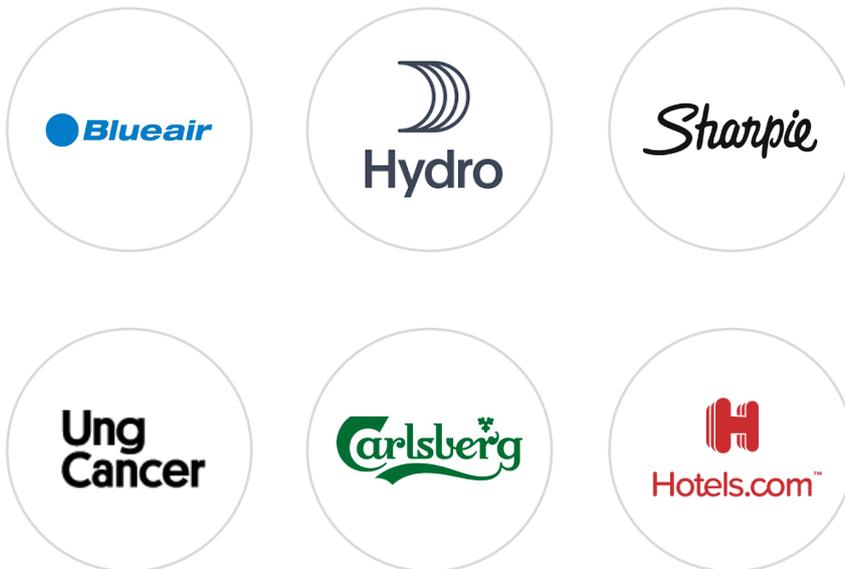
They will leverage their expertise in rights management to ensure IQONIQ maximizes each and every contribution to drive growth of the platform. They will also utilize their tool to value platform inventory as well as promoting the inventory amongst the clients.



18. Marketing & Promotion General

Burson Cohn & Wolfe will put IQONIQ at the heart of sport through strategic PR implementation

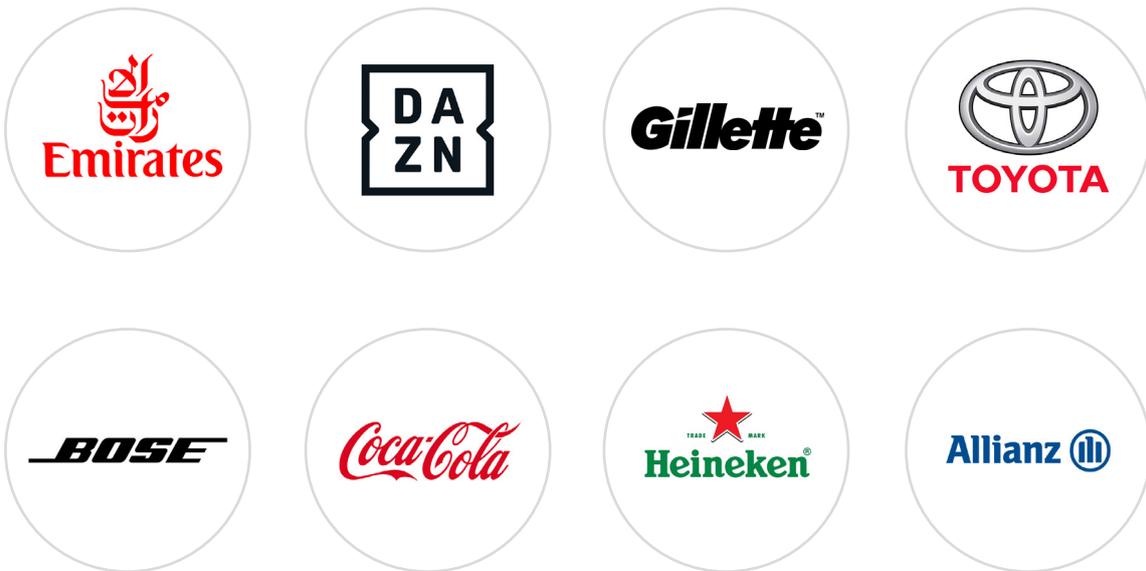
BCW have been behind the biggest campaigns in sport for the past two decades. For IQONIQ they will build an integrated PR launch strategy – to maximise initial exposure and then work on an always on basis to be in the places that matter to reach the audiences IQONIQ wants to recruit.



18. Marketing & Promotion General

Hogarth will be the production engine that powers IQONIQ's content

Hogarth are the WPP powerhouse production agency with offices in every major market underpinned by industry leading workflow technology. Through Hogarth we're able to place a production crew at every club IQONIQ does a deal with – to capture everything from the intimate to the entertaining – and via MediaCom+ we can learn and optimise that content to create a true publishing voice.



19. Team



KAZIM ATILLA

Founder & CEO



AVI POLAK

CCO



MEIRAV HAREL

COO



DENNIS CONTRERAS

CFO



OFER GABAY

Acting CTO



TOM SCOTT

CMO



CAL EVANS

CLO



GREG IVRY

CBDO NA

19. Team



SADIQ RAZAK

Investment/Capital
Markets Department



JENNIFER EWING

Investment/Capital
Markets Department



JASON PATTERSON

Research & Develop-
ment Department



JAMES EASTWOOD

Research & Development
Department



RAJ CHOWDHURY

Blockchain Related
Technology Officer



**CINTO ARJAM
TARÉS**

Commercial
Manager Spain



**RODRIGO MARTÍNEZ
GUTIÉRREZ**

Commercial
Manager Spain



**MARC SERRA
SALLENT**

Business Development
Manager Spain

19. Team



LUDGERO SOUSA

Business Strategy



ADRIÀ CASALS

Partnerships Activation
manager Spain



UTKU OĞUZ

Business
Development
Manager Turkey



HAKKI PEHLIVAN

Business
Development
Manager Turkey



KY NGOC DOAN

Product
Development



RIZA OZDEN

IT Manager



**GINO
SPANGENBERG**

Head of Design

The executive team is supported by an experienced internal and external team of business developers, designers, marketers, IT and software developers which will help the company grow in the right direction.

Why IQONIQ is a Compelling Opportunity to Participate:

- ✓ Low Data Cost
- ✓ Potential leading social network platform for idols and their fans
- ✓ Massive total addressable market
- ✓ Attractive aggregator business model
- ✓ Net profit vs turnover
- ✓ Multiple revenue tools
- ✓ Strong Patent on our gamification
- ✓ Global Tier 1 Strategic Partners
- ✓ Launching Partner EuroLeague
- ✓ IQONIQ utility token has already been accepted to be listed on different exchanges
- ✓ Compelling key metric and indicative valuation
- ✓ Existing proven business model
- ✓ Global market
- ✓ Idols & Clubs are business and financial partners
- ✓ Numerous avenues for further
- ✓ IQONIQ's team of business experts, designers and programmers is backed up by a management and executive team with a combined **250 years+ experience.**



I Q O N I Q

B E C O M E O N E

“Our goal is to become the Number One Fan Engagement Platform for the Sports and Entertainment market within the next 3 - 5 years”

WWW.IQONIQ.COM

Disclaimer

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