



Making Marketing a Force for Good

Token Sale White paper

May 2020

Table of Contents

1. Executive Summary	3
2. Introduction	6
3. Business Model	9
4. Growth and Expansion Plan	13
5. WOOP Token Sale - Introduction	15
6. Token Offering	16
7. Token Valuation	18
8. Use of Funds Raised	21
9. Corporate Structure	22
10. Team and Advisory Board	23
11. Appendices	27
12. Disclaimer	29

1. Executive Summary



WOOP (WOmen of OPinion) is a revolutionary digital engagement platform launched in 2017 which is making marketing to women a force for good.

WOOP turns the online engagement time of women, for which it is paid by brands, into rewards for its women members and funds for charities focused on the education and nutrition of underprivileged children, aligned with the UN's sustainable development Goal no. 2 - Zero Hunger and Goal no.4 - Quality Education.

When women engage on WOOP, everyone wins: Brands, Consumers and Society. To see how WOOP works, click [here](#).

Since its launch in Q3 2017, **700,000 women across 6 countries** - India, Philippines, Russia, Indonesia, Malaysia and Arabia have spent 5 million minutes doing **4.5 million actions** on WOOP for leading consumer goods companies like P&G, L'Oreal, Philips, and Reckitt Benckiser.

These 4.5 million actions have not only made WOOP a profitable and viable business model, but have also **funded 470,000 social impact actions** - 420,000 school days for primary school girls in India; 42,000 school lunches for students in government schools in Philippines; 6,000 class hours for autistic children in Russia and bought 4000 books for needy children in Indonesia.

WOOP has a unique Triple Win business model which charges brands for measurable engagement with Women and then uses part of this revenue for rewarding the women on WOOP and funding Child education & nutrition charities. **The result is a 'Triple Win'- Brands gain superior value for their marketing budget; WOOP members get rewards and emotional fulfilment and underprivileged children get education and nutrition.**

The company is now planning to expand its user base in the 6 current countries, launch in 10 new countries and build a Tokenised ecosystem to further enhance the appeal of the model. The WOOP platform will be integrated with the Public Ethereum blockchain, which will allow community members (WOOPers) to convert their WOOP points into real cash.

Over the next 10 years, WOOP aims to grow its user base 30x, from 700,000 to 20million and social impact 300x to \$27 million.

To fund the user base growth, geographic expansion and to adapt its proven gamified platform for blockchain, WOOP is raising **\$5,000,000 over two years by issuing 10,000,000 WOOP tokens, offered for sale at \$0.50 each.** Discounts on the public sale price will be available via a limited pre-sale (subject to terms and conditions).

WOOP Tokens carry an entitlement as follows:

- ✿ For a period of 10 (ten) years, WOOP will pay 20% of global consolidated net profit after tax to the token pool
- ✿ WOOP will distribute the payment annually to all token holders pro rata, according to their token holding
- ✿ Independent auditors will calculate and publish the consolidated earnings in USD at the end of each financial year; WOOP will convert 20% of the total profit after tax into ETH (the native cryptocurrency of Ethereum) at the spot rate on the day of disbursement and pay out to token holders using a smart contract.

It should be noted that the Tokens are not company shares and the distribution is not a dividend. Rather, the Tokens represent a profit-sharing scheme.

It is expected that one or more public cryptocurrency exchanges will voluntarily list the token at a future date. At such time Token holders will be able to buy and sell their tokens at the market price. In the meantime Token holders may buy and sell tokens privately by direct negotiation with other token holders if they wish.

Based on current financial performance and projections, WOOP estimates that each token will have accumulated a total of \$2.51 in annual payments by the end of its ten-year lifetime, representing a **40% annualised ROI for public sale tokens and 45% for tokens bought at the (minimum) 10% pre-sale discount.**

In addition to realising a profit, token buyers will also enable a **300x expansion of WOOP's social impact activities to \$27 million** across the globe, directly contributing towards two of the UN sustainable development Goals of Zero Hunger and Quality Education.

Further, as WOOP's membership will have significant concentration in emerging markets like India, Philippines, Indonesia, Brazil and Turkey another benefit is the **increased adoption of cryptocurrency** in areas that will benefit most from the technology: the underbanked. WOOP already has over 700,000 members who will gain immediate access to cryptocurrency wallets.

In summary, WOOP expansion has the potential to create millions of new female cryptocurrency users, help educate and feed millions of underprivileged children while delivering a healthy profit for token holders.

WOOP Tokens - Good for Investors, Good for Blockchain. Great for underprivileged Kids.

This White Paper explains in greater detail the WOOP business model, expansion plan and the value proposition for prospective token buyers.

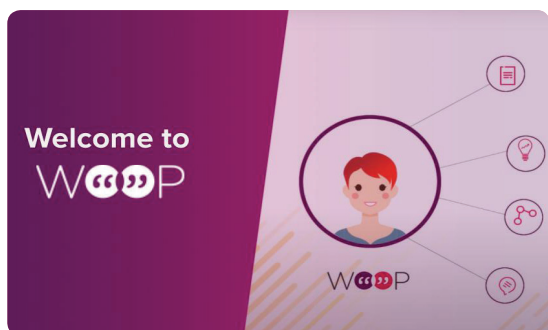
2. Introduction

WOOP is the world's 1st 'Triple Win' digital marketing platform where everyone wins - brands, consumers and society.

On WOOP, the digitally connected women, the HAVEs, can help the less fortunate children, HAVE NOTs - just by spending time online engaging with brands they like and without donating any money. On top of this women also have a chance to win rewards for their engagement on WOOP.

WOOP is where Consumption meets Compassion, because Consumption only thrills, while Compassion fulfils.

See how the WOOP Triple Win platform works [here](#).



WOOP started in India in Q3 2017. In 2018, it expanded to the Philippines and Russia. In 2019, it added 3 more countries - Indonesia, UK and Arabia. By end 2019, there were 700,000 women signed up on WOOP across these 6 countries.

Over 4.5 million 'Missions' have been completed on WOOP for leading companies like Unilever, P&G, L'Oreal, Philips, and Reckitt Benckiser and have delivered valuable insights, engagements, reviews and video testimonials for their brands.

L'ORÉAL



P&G

PHILIPS



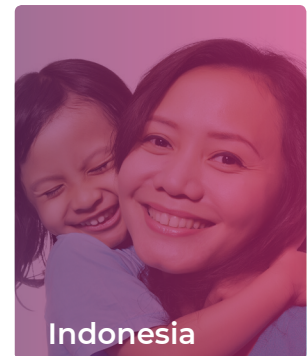
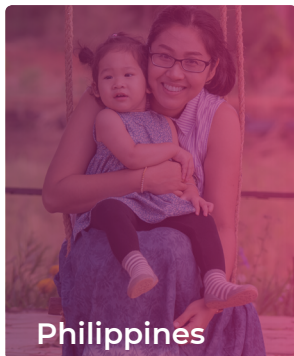
Hear Philips AVENT India Marketing head on the value of WOOP [here](#).

The 4.5 million Missions completed for brands have also funded 420,000 school days for underprivileged young girls in India; 42,000 nutritious school meals for children in the Philippines, 6000 class hours for autistic children in Russia, and 4000 schoolbooks in Indonesia, through WOOP's partnership with leading charities.



See what the India charity partner's CEO has to say about WOOP, [here](#).

Click below to read some of the stories of the children WOOP has already helped across its key markets

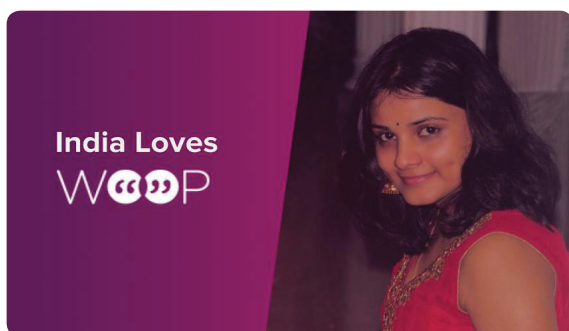


In addition to helping underprivileged children, 50,000+ WOOP members have won exciting rewards for themselves, like product samples, gift hampers, discount coupons, and meetings with celebrities.

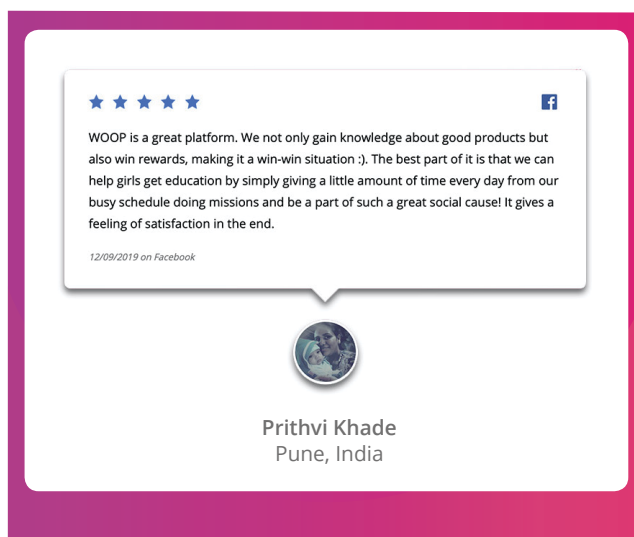
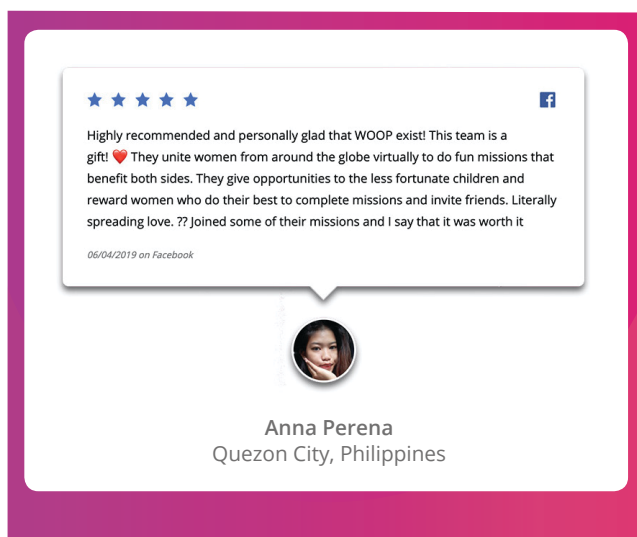
This combination of being able to win something for oneself and also being able to help underprivileged children without donating any money, has generated a massive amount of affection for the WOOP model.

See an Indian WOOP member express her thoughts [here](#).

See Indonesian WOOP members talk about what they like about WOOP [here](#).



Over 1300 reviews with 4.9/5 ratings received in [India](#), and 200+ reviews with 5/5 rating in [Russia](#) and [Philippines](#), are testimony to the genuine appreciation of WOOP's model by women everywhere we operate.



3. Business Model

WOOP charges brands for growing trust through Peer Advocacy.

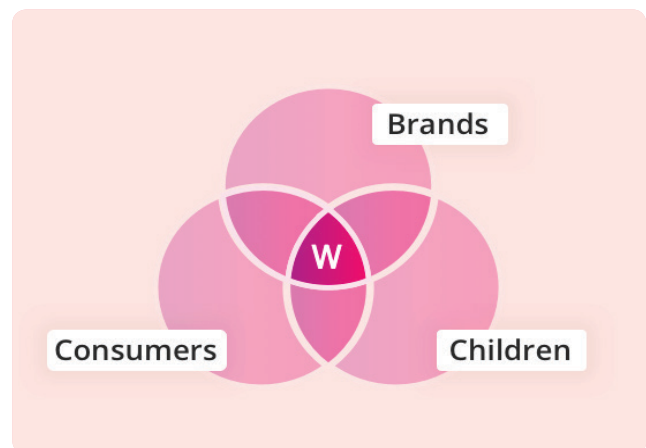
In today's world of always on content and fake news trust is a precious commodity. While trust in the media has gone down massively over the last 5 years, consumers' trust in the recommendations of their friends, family and colleagues stays strong.

92% of people completely trust recommendations from friends, family and colleagues, according to Nielsen's Global Trust Study.

These peer recommendations are 5-10 times more trusted than paid advertising and Influencers. WOOP helps brands get this trusted Peer Advocacy at scale.

WOOP's unique Triple Win platform for triggering Peer Advocacy

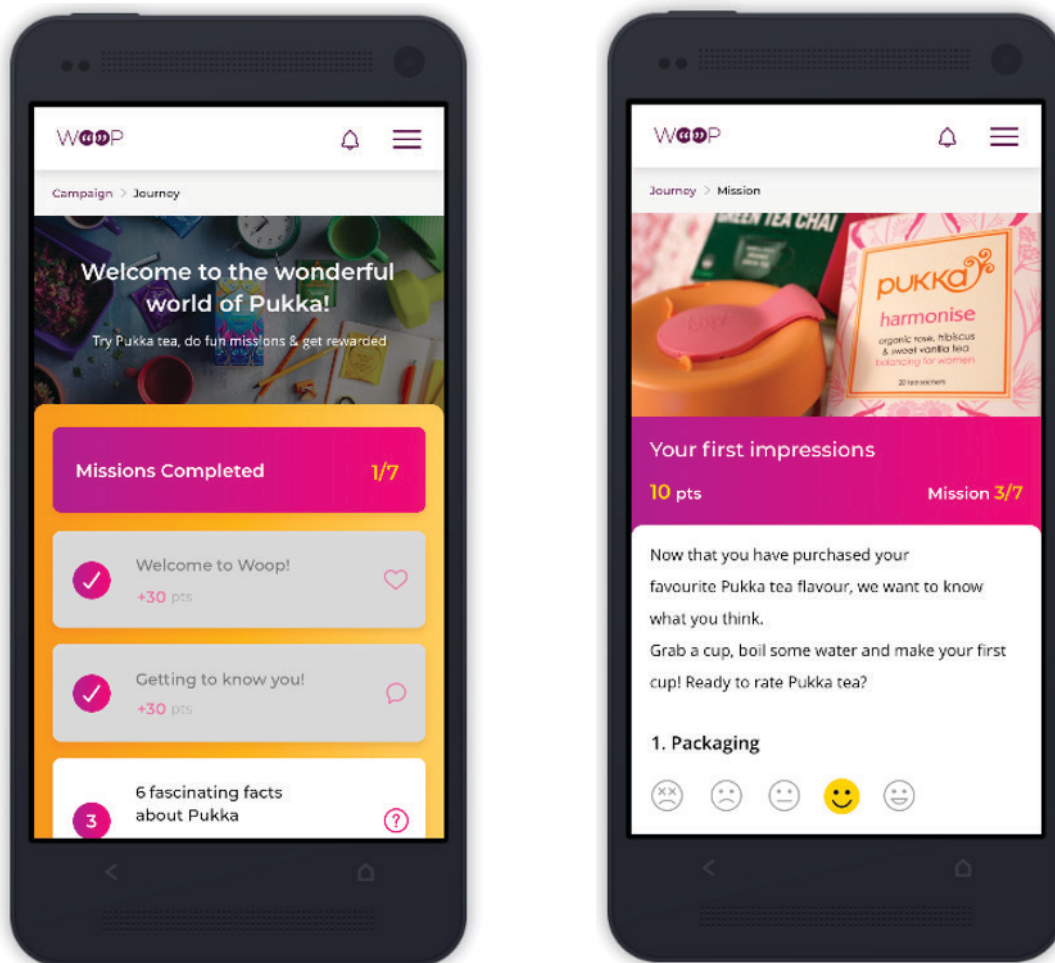
WOOP's innovation is in using a platform to deliver a Triple Win seamlessly: Brands get Engagement and Peer advocacy, Women get rewards & fulfilment and needy children get education and nutrition, using its proprietary gamified platform.



How the WOOP platform works

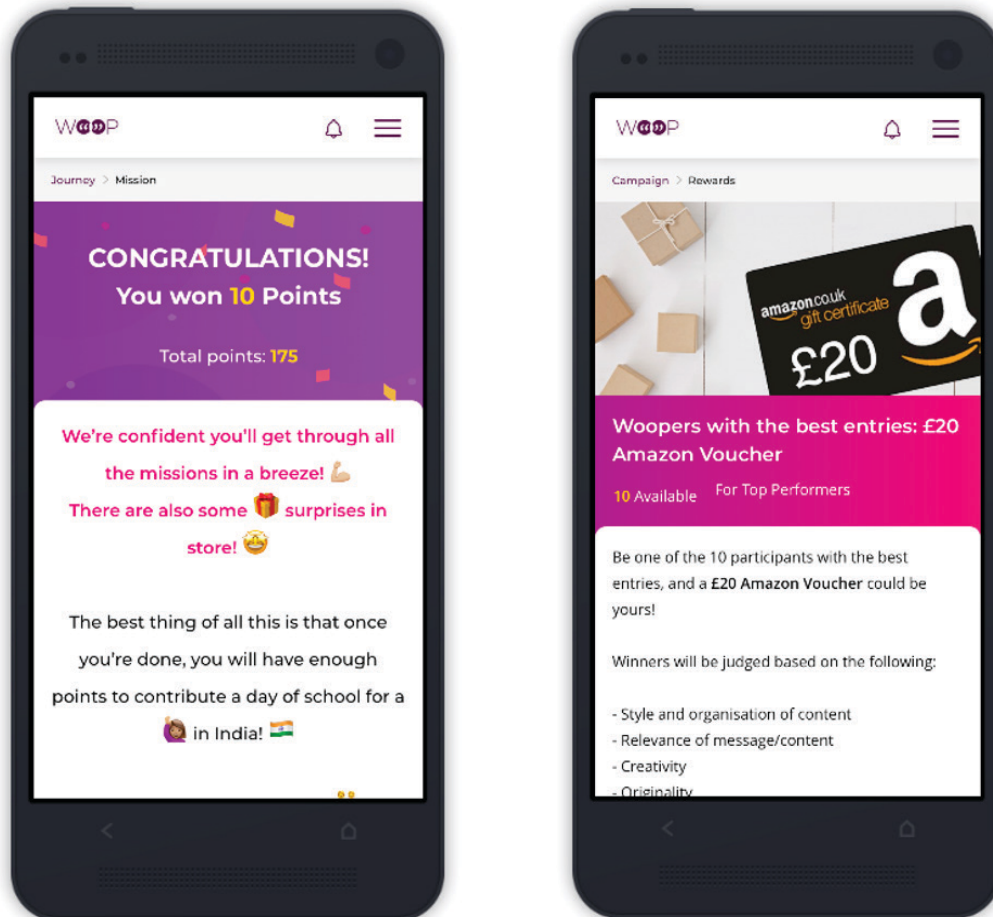
When a woman signs up to be a WOOPer on her country specific mobile optimised site, she provides us information about her background and interests. Based on this we connect women with various different brands and products that they might enjoy.

- Women connect with brands through fun bite sized tasks called “Missions” like surveys to tell brands their habits and attitude, quizzes to learn more about the brand’s benefits, sharing their experience via a photo on social media, writing reviews on platforms like Amazon, creating a video testimonial, and attending a brand event.



The Missions help women learn useful information & ‘life hacks’ from peers and experts, as well as giving them a genuine opportunity to express their opinions in a safe environment. On the other hand this two-way interaction via Missions generates much more valuable output for brands compared to one-way digital ads.

- ❁ In return for doing missions WOOPers earn points which give them a chance to win rewards such as coupons and Amazon gift cards. In addition they can win experiences that money just can't buy, like meeting a celebrity!



In the next phase of WOOP, once Blockchain integration is completed these reward points will be convertible into WOOP tokens at a predetermined rate, giving WOOPers the option to convert them into other cryptocurrencies or fiat.

- Points are also converted into donations for charity partners at a predetermined formula. Even if a user is not lucky enough to win a reward, if they have earned enough points they will help support the education and nutrition of underprivileged children. This support is through WOOP's partnership in each market with leading charities

In India, 500 WOOP points create one school day for an underprivileged girl through WOOP's partnership with Nanhi Kali

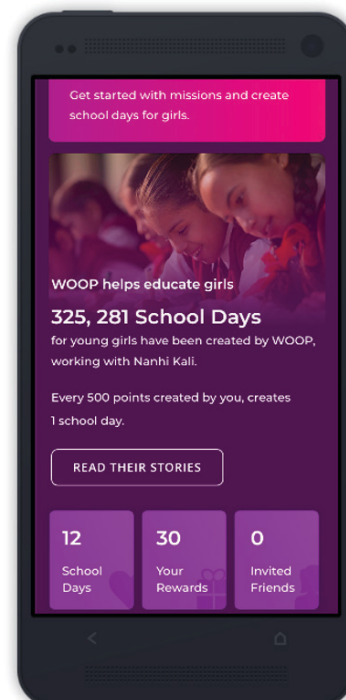
In Philippines, 500 WOOP points create one nutritious school lunch through WOOP's partnership with Gawad Kalinga

In Indonesia, 1000 WOOP points fund 1 school book, through WOOP's partnership with Save the Children

Our Charity Partners



- Women can see stories of the children they have helped and also track the number of books, lunches, and class hours they have created thus making the impact of their engagement very tangible and transparent.



4. Growth and Expansion Plan

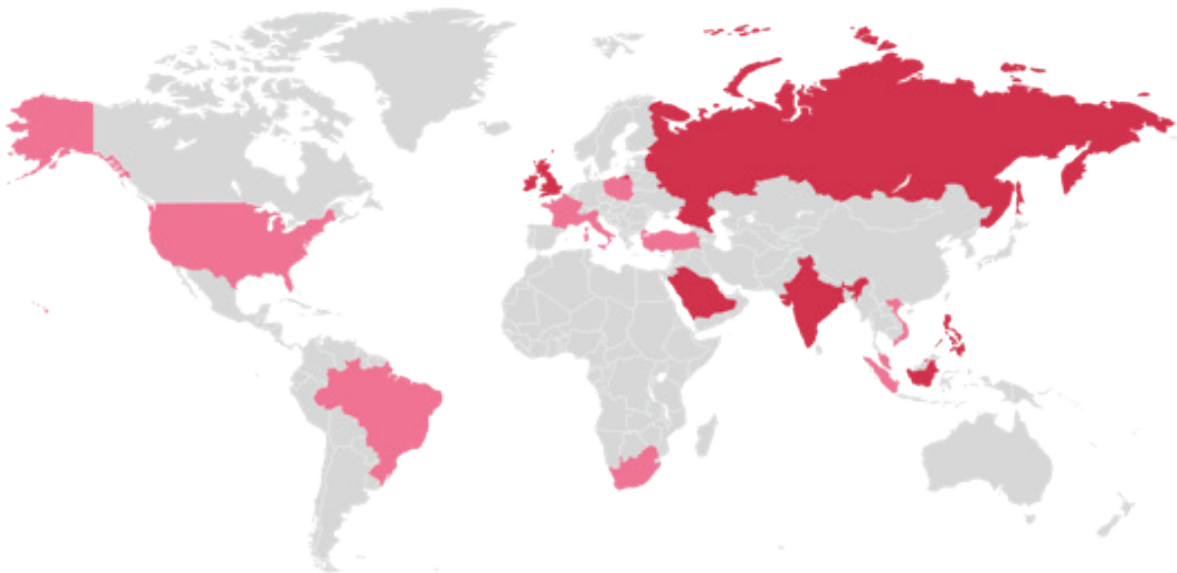
The four key pillars of WOOP's growth strategy are as follows

1. Grow the user base in the current 6 countries

Growing the WOOP user base in India, Indonesia, Russia, Philippines, Arabia and UK will ensure that most leading brands will consider WOOP as one of the key parts of their digital marketing plans and spending.

2. Launch WOOP in 10 new countries by 2024

By 2024, we want to launch WOOP into 10 new countries: US, Brazil, Germany, France, Italy, Netherlands, Turkey, Vietnam, Malaysia and Singapore. We will replicate the playbook which has worked well in the existing 6 countries.



By 2029 we plan to grow the total WOOP community across the 16 countries to 21 million. Please refer to the appendix for a country by country projection of community size.

3. Building WOOP 2.0 to link WOOP reward points to a cryptocurrency

Currently WOOP reward points only provide a chance (not a guarantee) for users to win a reward. In future WOOP reward points will have tangible value denominated in a leading cryptocurrency. This guaranteed benefit will motivate WOOP users to engage more on the platform, leading to more brands wanting to use WOOP in their marketing activities. This will also bring millions of women into the cryptoworld thus enhancing the ecosystem.

4. Building WOOP as a strong brand

We will better communicate the social impact WOOP is delivering, which in turn will trigger more users to join the WOOP platform. Partnering with women celebrities who are already involved with child education and nutrition causes will also be part of the WOOP brand building.

WOOP has already made a start on Celebrity Partnership in the Philippines, with the 1999 Miss Universe runner up Miriam Quiambao, who is now a mother and a TV host and inspirational speaker agreeing to becoming a WOOP Ambassador.



5. WOOP Token Sale - Introduction

To fund its growth plans, WOOP is raising \$5,000,000 over two years by issuing 10,000,000 WOOP tokens, offered for sale at \$0.50 each.

The WOOP Token Sale begins with a period of private placement in which interested investors can take advantage of reduced price Tokens by entering into a SAFT Agreement. Initial discounts for the pre-sale/private placement are fixed at 10%. However for significant investments additional discounts may be available by negotiation.

✔ Private Pre-sale:	01 - 31 May 2020
✔ Public sale:	01 - 30 June 2020
✔ First revenues to investors:	October 2020
✔ Subsequent annual revenue payments:	October, 2021 - 2029

The RoadMap



6. Token Offering

The following schedule describes the details of the token issuance.

1. Token Description

Name:	WOOP
Token Type:	Profit Share
Protocol:	ERC-20

2. Issuance Details

Issuance (capped total circulation)	= 10,000,000 (10 million) tokens.
Token Sale price (undiscounted)	= \$0.50
Hard cap = 10,000,000 x \$0.50	= \$5,000,000 (in two annual tranches):
2020 hard cap	= \$2,500,000
2021 hard cap	= \$2,500,000
Soft cap = \$500,000	

Unsold tokens will be retained by WOOP and accorded the same entitlement.

3. Entitlements

- ✿ 20% of consolidated profit-after-tax (PAT) will be awarded annually for 10 years to the total token pool (10M tokens)
- ✿ Token holders will receive a pro rata portion of the profits annually

Example:

Token buyer's holding	= 800,000 tokens	
Token holder portion	= 800,000/10,000,000	(= 8%)
Year 1 PAT	= \$390,000	
Profit share total	= 20% x \$390,000	= \$78,000
Token holder year 1 income	= 8% x \$78,000	= \$6,240
Year 2 PAT	= \$975,000	
Profit share total payout	= 20% x \$975,000	= \$195,000
Token holder year 2 income	= 8% x \$195,000	= \$15,600

(See section 7 for full 10-year projections)

4. Simple Agreement for Future Tokens (SAFT)

- ❖ Early investors may purchase tokens ahead of the token sale in a pre-sale via a private placement agreement
- ❖ Tokens sold in a SAFT may be eligible for a bulk purchase discount and may be subject to certain terms and conditions such as a 'lockdown' period
- ❖ Terms are individually negotiable, however the company's initial fixed discount rate is 10% for purchases over 500,000 tokens

5. Token Allocations

- ❖ 1% of total issuance (100,000 tokens) will be set aside as compensation for the advisory team
- ❖ There will be no other free allocation of tokens
- ❖ Founders will not receive windfall or Management Tokens

7. Token Valuation

The token value is based on WOOP's projected future income. Based on the expected proceeds of the token sale, WOOP estimates a global expansion rate increasing from 9 countries in 2019 to (conservatively) 20 by 2029. Global membership (WOOPers) is projected to climb from over 700,000 in 2019 to 21 million in 2029. Please refer to the appendix for YoY growth projections and assumptions.

The WOOP P&L projections are displayed in Table 1

1. WOOP 10-year financial projections

YEAR	PROFIT AFTER TAX (PAT)	ACCUMULATED PAT
2020	\$389,000	\$389,000
2021	\$972,000	\$1,361,000
2022	\$2,017,000	\$3,378,000
2023	\$4,150,000	\$7,528,000
2024	\$8,211,000	\$15,739,000
2025	\$12,484,000	\$28,223,000
2026	\$16,894,000	\$45,117,000
2027	\$21,722,000	\$66,839,000
2028	\$26,883,000	\$93,722,000
2029	\$31,949,000	\$125,671,000

From the above P&L projections the expected returns to the token buyers can be calculated. 20% of the entire P&L accumulated over 10 years will be paid out (annually) to the owners of the 10,000,000 issued tokens, pro rata. The calculated return per token is shown in Table 2.

2. ROI for original token buyers

ROI PROJECTIONS	
Token lifetime in years	10
Total 10-year accumulated PAT	\$125,671,000
Value distribution to entire token pool[1]	\$25,134,200
Accumulated value per token[2]	\$2.5134
SAFT token original cost (including discount)	\$0.4500
SAFT P&L per token[3]	\$2.0634
SAFT token ROI[4]	458.54%
SAFT token ROI annualised (approx.)	45.85%
Public sale token original cost	\$0.5000
Public sale P&L per token[3]	\$2.0134
Public sale token ROI[4]	402.68%
Public sale token ROI annualised (approx.)	40.27%

Notes:

1. 20% of PAT for ten years is paid out to the entire token pool annually
2. Total value distribution divided by total number of tokens issued
3. Total return after 10 years
4. Total ROI (P&L expressed as a percentage of original investment)

The projections above assume the token is held for the full ten-year lifetime. However, once the token is listed on a public crypto exchange it can be freely traded at its current market value prior to the end of its lifetime. The market value will reflect the expected future income from the remaining annual payout.

Using the projections in Table 1 we can calculate the theoretical value of the token at any time within its lifetime.

For example, assume the following:

- ✿ The original buyer wants to sell tokens after (say) 4 years
- ✿ The actual P&L to-date is on target and projected P&L remains as is
- ✿ The new token buyer wishes to realise an annualised ROI of at least 20%

Using the projected P&L for the remaining years, the token buyer can calculate a fair price for the token. The calculation is shown in Table 3. The total benefit gained by the original token buyer is a sum of the amount already received in annual payouts plus the price paid by the new token buyer.

3. Market Value calculation for tokens sold before end of lifetime, with ROIs for buyer/seller

TOKEN MARKET VALUE PROJECTION (EXAMPLE)	
Number of years already held when token is sold:	4
Number of token lifetime years remaining:	6
Projected accumulated PAT in remaining years:[5]	\$118,143,000
Total payout in remaining years:[6]	\$23,628,600
Payout per token in remaining years:	\$2.3629
Desired <i>annualised</i> ROI for new token buyer:	20%
Price to achieve desired annualised ROI:[7]	\$1.0740
Payout already received by original token buyer[8]	\$1,505,600
Payout already received per token	\$0.1506
Total value received by original buyer per token[9]	\$1.2246
Total ROI for original token buyer (non-discount)	144.92%
Total annualised ROI for original token buyer (non-discount)	36.23%

Notes:

5. From table 1: Year 10 accumulated PAT minus Year 4 accumulated PAT

6. Payout = 20% of PAT

7. Desired annualised ROI = 20%; Total (6 years) ROI approx. = 120% = $\frac{[\text{payout per token}] - [\text{calculated price per token}]}{[\text{calculated price per token}]}$

8. 20% of year 4 accumulated PAT

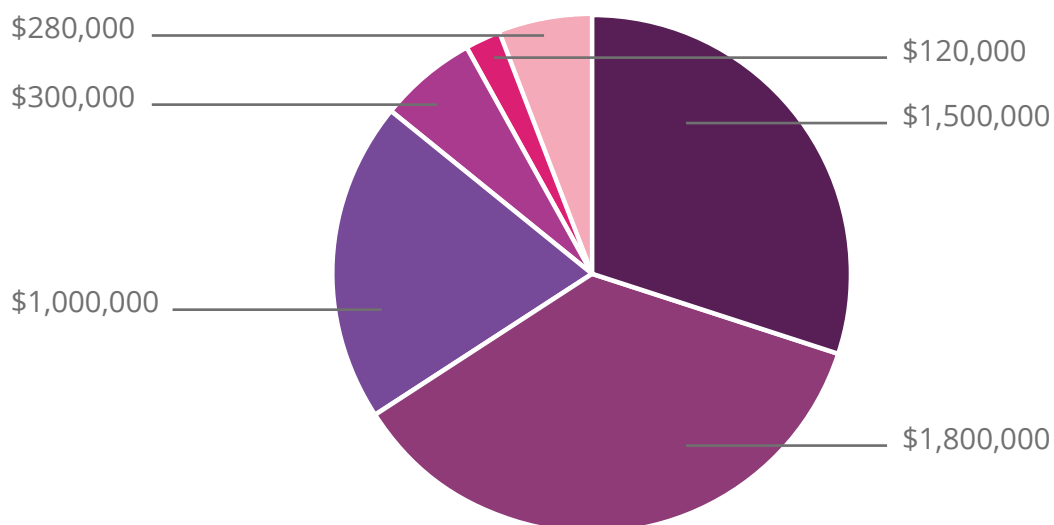
9. Price paid by buyer + total payouts received per token

The actual market value of the token at any point in time will depend on the demand and what new buyers are willing to pay and may be higher or lower than the example shown in Table 3.

8. Use of Funds Raised

Sale proceeds will be deployed across the following four growth pillars in the following proportions (\$ amounts approximate):

1	Current 6 geographies community growth (30%)	\$1,500,000
2	Launch in 6 new geographies – tech stack, infrastructure, legal, compliance (36%)	\$1,800,000
3	WOOP 2.0 define, spec, smart contracts, blockchain integration, build, test, governance (20%)	\$1,000,000
4	WOOP brand building and strategic partnerships (6%)	\$300,000
5	Cloud costs / contingency (2.4%)	\$120,000
6	Reserve (5.6%)	\$280,000



9. Corporate Structure

The WOOP head office is in Singapore with subsidiaries across the globe. The token issuing entity will be incorporated in Estonia and will be responsible for annual disbursements to Token holders. The Estonian based entity and issuing company in respect of the WOOP Token will be WOOP (Estonia) OU.

At the end of each WOOP financial year, consolidated P&L will be calculated in USD. WOOP (Singapore) will pay 20% of this amount to WOOP (Estonia), which will convert the funds into ETH at the spot rate. The total resulting ETH will be disbursed pro rata among all token holders via a smart contract.

See Figure 1 for a schematic representation of the flow.

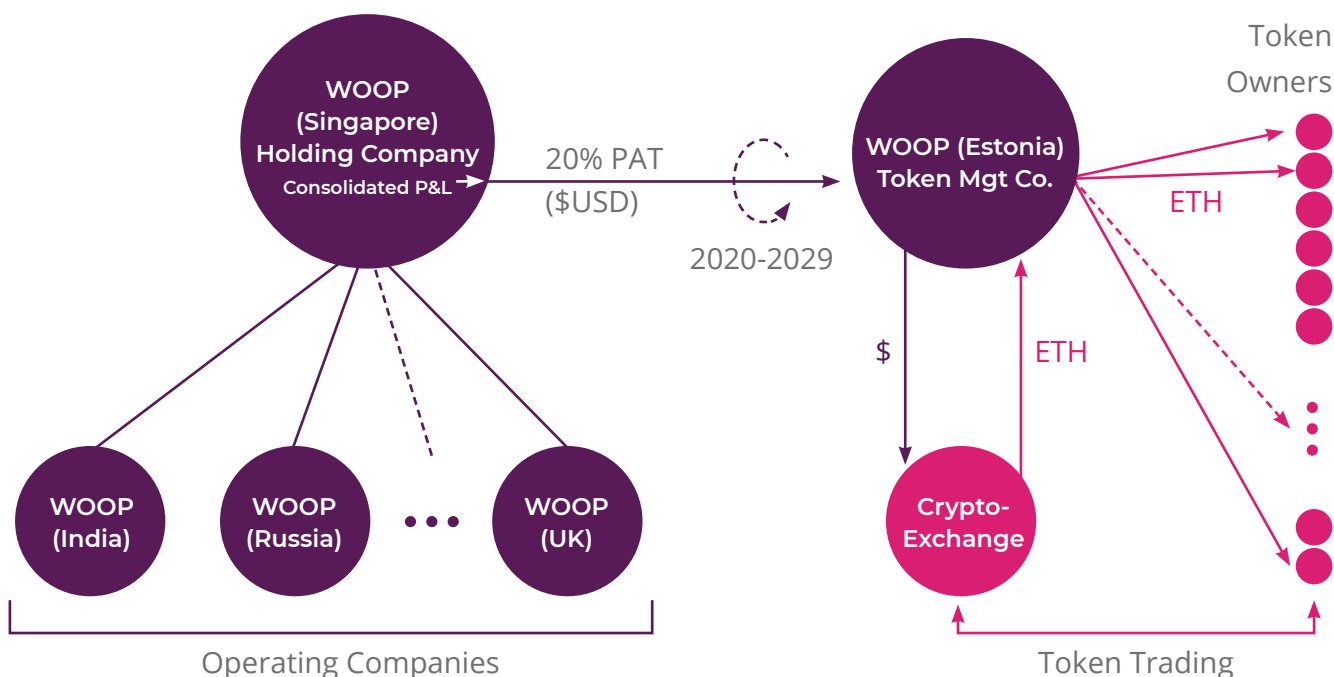


Fig. 1. Corporate structure showing annual disbursement

NOTE: To preserve the ethics of our business and in the interests of good Governance, there is no allocation of Tokens to the WOOP Management Team.

10. Team and Advisory Board



Co-Founder: Asit Gupta. CEO A highly proficient marketer with 20+ years spent building brands at P&G and BAT plc across India, Russia, UK, China. Following a successful corporate career, Asit is now giving back to the society via WOOP. Asit's recent interview with ET Now (India's FT equivalent) can be seen at <http://bit.ly/AsitETinterview>.



Co-Founder: Rashi Mittal Nair A word-of-mouth marketing addict who has spent the last 15 years obsessing over what really gets people talking and how brands can best leverage those insights. Rashi was a Specialist in Influencer Marketing for nearly 5 years at Procter & Gamble and also led or was involved in a series of international & national award-winning work, including 3 Cannes and 2 Stevies.



Bert Van Den Berg. Head of US & Europe 25+ years across Benelux, Germany, Korea, China with PwC, Friesland, Philips. Led the first consumer Advocacy program for Philips Oral Care in Korea, in 2005.



Andrei Ivanov. Head of Russia Broad sales experience, strategic planning and research with the ability and skills to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment.



Nanisha Effendy. Head of Indonesia Over 23 years of leadership and business development experience with Digital agencies, platforms and publishers. Part of the team which launched Indonesia's first youth portal in 1999/2000.



Amitabh Bose. Head of Middle East 20 years in marketing, commercial leadership roles across India, UAE, Saudi, Egypt with Henkel, Masafi, Kantar group. Led the first large scale word of mouth program for Henkel in 2006.



Jun Ann Sia. Head of Content 10+ years of Marketing Project experience in luxury retail and consumer goods industry, having served clients across China, ASEAN and Europe.



Shreeniwas V Iyer. Technology Advisor An accomplished technology leader with 15+ years' global experience across India, UK, ASEAN in technology, Internet and social media across leading companies like Quantcast, WPP and Yahoo.



Token Sale & Investor Relations: David Lofts (CEO, Ethical ICO). A Brand Architect with a background in global consumer & finance marketing, David has launched brands & flotations worldwide, and previously worked with WOOP Founder Asit Gupta to build a billion dollar brand in Russia. David is an advisor to Blockchain Tech World and has overseen many successful Token sales. An inspiring public speaker, David is an outspoken advocate for racial, gender and social equality.



Blockchain & Tokenomics: Dr Stef Savanah (CTO, Ethical ICO). 35+ year broad career includes 17 years in financial services and deep-dive R&D into blockchain since 2013. Stef has over 260 international patent applications to his name. A prolific public speaker and educator, Stef brings a wealth of knowledge in token modelling and Tokenomics.



Legal Counsel - Estonia: Marek Herm is Senior Partner at Atella Law in Tallin, Estonia. He is both a traditional Tax and Crypto specialist and has advised numerous Token Sales as principal legal counsel.



Strategy Advisor: Manisha Lath Gupta Experienced strategic marketer with stints at Uber, Axis Bank, Unilever and Colgate. Digital entrepreneur with successful exit in 2015 of online art portal. A permaculture farmer since 2011. Speaker on marketing, gender diversity & equality and permaculture.



Marketing Advisor: Erica Stanford Founder of the Crypto Curry Club - UK's no. 1 rated networking and educational events in London (or Bristol, Oxford, Cambridge, and coming soon to Edinburgh and Glasgow) for blockchain, digital currency, crypto, payments, AI, and tech for sustainability. Frequent speaker at Crypto and Blockchain conferences. Associate Guest Lecturer on Crypto at Warwick Business School.



11. Appendices

Global Membership Projections (WOOPers) 2020-2029

Today WOOP has over 700,000 WOOPers in 9 regions around the world.

By 2025, and based on our existing growth curve the WOOP community will be 11.5 million, and over 21 million by 2029.

COUNTY / REGION	2019	2029
India	245,000	6,000,000
Philippines	250,000	2,800,000
Russia	150,000	1,400,000
Indonesia	45,000	2,000,000
UK	5,000	500,000
Arabia	10,000	350,000
US		3,200,000
Brazil		1,200,000
Turkey		700,000
Vietnam		700,000
Malaysia		300,000
Singapore		100,000
Netherlands		300,000
Germany		800,000
France		800,000
Italy		700,000
TOTAL	700,000	21,050,000

Profit / Loss Projections 2020-2029

WOOP has been in operation since 2017 and has collected accurate figures for operational costs; recruitment costs/forecasts; and income.

	PROJECTED P&L 2020-2029										
	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Community size (WOOPers)	751,000	1,500,000	2,850,000	4,560,000	6,539,000	8,993,000	11,463,000	13,933,000	16,403,000	18,873,000	21,050,000
New Users Acquired		749,000	1,350,000	1,710,000	1,979,000	2,454,000	2,470,000	2,470,000	2,470,000	2,470,000	2,177,000
Engaged/Billed Users (i)		877,500	1,567,500	2,280,000	3,269,500	4,496,500	5,731,500	6,966,500	8,201,500	9,436,500	10,525,000
Revenue/User (ii)		3.00	3.02	3.25	3.50	4.08	4.46	4.84	5.22	5.60	6.00
Revenue		\$2,632,500	\$4,733,850	\$7,410,000	\$11,443,250	\$18,323,238	\$25,533,833	\$33,683,028	\$42,770,823	\$52,797,218	\$63,150,000
COGS:		\$949,170	\$1,702,635	\$2,394,000	\$3,323,300	\$4,694,074	\$6,036,633	\$7,469,053	\$8,995,332	\$10,615,472	\$12,121,750
User Acquisition costs (iii)		\$247,170	\$445,500	\$513,000	\$544,225	\$613,500	\$617,500	\$617,500	\$617,500	\$617,500	\$544,250
Rewards cost (iv)		\$438,750	\$783,750	\$1,140,000	\$1,634,750	\$2,248,250	\$2,865,750	\$3,483,250	\$4,100,750	\$4,718,250	\$5,262,500
Charity Donation (v)		\$263,250	\$473,385	\$741,000	\$1,144,325	\$1,832,324	\$2,553,383	\$3,368,503	\$4,277,082	\$5,279,722	\$6,315,000
Gross Margin		\$1,683,330	\$3,031,215	\$5,016,000	\$8,119,950	\$13,629,164	\$19,497,199	\$26,213,975	\$33,775,490	\$42,181,746	\$51,028,250
Overheads - Salaries & Office		1,000,000	1,500,000	1,950,000	2,145,000	2,252,250	2,522,520	3,405,402	4,597,293	6,206,345	8,378,566
Technology Costs		150,000	225,000	350,000	480,000	650,000	730,000	810,000	890,000	970,000	1,050,000
Sales & General Admin (SGA)		35,000	60,000	130,000	175,000	200,000	240,000	340,000	440,000	540,000	640,000
PBT (profit before tax)		498,330	1,246,215	2,586,000	5,319,950	10,526,914	16,004,679	21,658,573	27,848,198	34,465,401	40,959,684
PAT (profit after tax)		\$388,697	\$972,048	\$2,017,080	\$4,149,561	\$8,210,993	\$12,483,650	\$16,893,687	\$21,721,594	\$26,883,012	\$31,948,554

Notes:

- i. Each user can be engaged multiple times across different campaigns even in the same month
- ii. New models of user monetisation like insights and affiliate commission will develop, pushing up ARPU gradually
- iii. Average per user cost is maximum \$1 USD after taking into account organic recruitment through referrals. This will be amortised over 3 years, leading to \$0.33 per user cost. From year 3 the cost will decrease gradually due to higher community referral recruitment via network effect
- iv. 5% of users win rewards; average reward cost is \$10
- v. 10% of revenue

12. Disclaimer

WOOP and related names, logos, and brands are trademarks or other property of WOOP. This White Paper is for information purposes only and does not guarantee you a right to purchase any Tokens. Any purchases will be subject to the terms and conditions of the definitive agreements governing such purchase.

This White Paper does not constitute a prospectus. The information contained herein is not intended to provide a basis for investment decisions and does not constitute an investment recommendation.

This White Paper does not necessarily identify, or purport to identify, all the risk factors associated with WOOP Tokens. Prospective participants must make their own independent assessment, after making such investigations as they consider necessary, of the merits of participating in the WOOP token sale. Before deciding to participate in the WOOP token sale, you should read in full, consider and evaluate the risks detailed below. WOOP has set out, on a best efforts basis and to the best of our knowledge and belief, all known material risk factors to enable you to make an informed decision as to whether you should participate in the WOOP token sale. In participating in the WOOP token sale, you understand and accept the technical and market uncertainties and risk factors detailed below, which may or may not materialise. WOOP will not be held liable, without limitation, if any of the risks or uncertainties detailed below materialise or any unforeseen event impacts on the WOOP token value.

If any of the material risks or uncertainties below develop into actual events in the future, WOOP may be adversely and materially affected. This may result in the trading price of WOOP Tokens (where they are listed on a cryptocurrency exchange) declining and you losing all or part of your WOOP Tokens.

The distribution of entitlements to token holders may be subject to tax in the jurisdiction of the issuing entity. Prospective participants should consult and rely upon their own investment, accounting, legal and tax representatives and advisers as to such matters concerning WOOP Tokens and to evaluate independently the financial risks, consequences and suitability of participating in WOOP token sale, or if in any doubt about the contents of this White Paper.

This White Paper contains forward-looking statements (“will”, “expects”, “anticipates”, “estimates” and similar words indicating belief, predictions, expectations, plans, estimates or projections). You should proceed with caution in relying on such statements. The actual results, performance or achievements of WOOP tokens may differ materially from those anticipated in the statements in this White Paper. Neither WOOP nor any other person warrants, undertakes or represents that the future results, performance or achievement of WOOP or WOOP Tokens will be as set out in the statements in this White Paper.

WOOP will not be responsible for updating any of the statements in this White Paper or publically announcing any changes to the statements in this White Paper to reflect future developments or new information which may arise.

WOOP may not be held liable, without limitation, for:

- All direct and Indirect damage that may occur during operation of the WOOP platform or WOOP Tokens;
- Non-performance, malfunction or unavailability of the services due to a third party;
- Loss, fraudulent or unlawful use or disclosure of your login credentials;
- Temporary or permanent suspension of the operation of the WOOP platform or WOOP Tokens, for whatever reason, particularly at

- the request of public authorities;
- Your professional activity;
- Loss, alteration or destruction of the content hosted on the WOOP platform, in whole or part, in so far as WOOP are not responsible for managing your activities or data backups;
- Security incidents resulting in loss of data and/or details and/or value relating to the WOOP platform;
- All damage caused by factors not dependent on WOOP tokens, such as failure of your equipment, internet network outage, lack of compatibility between WOOP tokens and your requirements etc.

If you are in any doubt as to the action you should take, consult your legal, financial, tax or other professional advisors.

Do not copy or disseminate any part of this White Paper without including this disclaimer. No part of this White Paper may be reproduced, modified, translated, abstracted or used in whole or part for any purpose without prior written consent from WOOP.

General business risks

The future success of WOOP tokens is dependent on our personnel. Failure to attract, develop and retain skilled and highly qualified employees could have an adverse and material effect on our performance.

We may be exposed to liability claims which our Insurance may not cover. This could not only affect the profitability and performance of WOOP and WOOP Tokens, but also our reputation.

Fraudulent or Illegal activity by our employees and our association with cryptocurrencies may cause controversial opinions which could affect our reputation and ultimately the performance of WOOP Tokens.

Risks relating to WOOP Tokens, Token sales and blockchain

As cryptocurrency trading can be high risk, you should consider whether deciding to participate in WOOP tokens is right for you based on your Investment objectives, experience and appetite for risk. You are strongly advised to assess your participation in WOOP tokens according to your nationality and place of residence.

Trading of WOOP Tokens: WOOP Tokens are not currency issued by any central bank or national, supra-national or quasi-national organisation. WOOP Tokens are not backed by hard assets or any other credit. WOOP is not responsible for the circulation and trading of WOOP Tokens. Prior to this, there has been no public market for WOOP Tokens.

WOOP will use its reasonable endeavours to seek approval for WOOP Tokens to be traded on a cryptocurrency exchange. If approval is acquired, there is no assurance that an active or liquid trading market will develop for WOOP Tokens or that the market price of WOOP Tokens will not fall below the original purchase price. The purchase price of the WOOP Tokens is therefore not indicative of the market price once trading on a cryptocurrency exchange commences.

Trading of WOOP Tokens will depend on the consensus of its value between the relevant market participants. Cryptocurrencies can be volatile assets, which may affect the performance of WOOP Tokens. No one is obliged to purchase WOOP Tokens from any WOOP Token holders, including the purchasers. The liquidity or market price of WOOP Tokens to any extent at any time is not guaranteed, nor is the existence of an active and liquid market for WOOP Tokens.

Accidental loss of tokens: You may accidentally lose your WOOP Tokens if you fail to follow the instructions relating to them or if you fail to remember your password, private key or passphrase. In such circumstances, it is unlikely that your WOOP Tokens will be recoverable.

The regulatory framework: Regulation surrounding cryptocurrencies, blockchain technology and digital assets is uncertain in many jurisdictions. The regulatory landscape surrounding these technologies is rapidly and constantly changing, making it difficult to predict how governments and authorities in different jurisdictions will regulate and affect such technologies in the future. The performance of WOOP tokens may be materially impacted by any future regulation and legislation relating to cryptocurrencies, digital assets and blockchain technology. In the future, WOOP Tokens may constitute regulated financial Instruments that require registration or WOOP tokens may have to cease the distribution of WOOP Tokens entirely or in jurisdictions where the government may make it unlawful or commercially undesirable to continue to do so.

WOOP tokens may be negatively impacted by the publication of negative or restrictive opinions or reports in various jurisdictions. WOOP tokens may become the subject of examinations by governmental authorities and/or enforcement fines, judgments, settlements or penalties, causing WOOP to restructure its operations and activities or cease to offer particular products and services. This may result in reputational damage for WOOP or higher operational costs, which may in consequence adversely affect WOOP Tokens.

The sale or resale of WOOP Tokens to purchasers who are citizens or permanent residents of jurisdictions where the purchase of WOOP Tokens may be in violation of applicable laws is prohibited, including, but not limited to, laws prohibiting cryptocurrencies and cryptocurrency exchanges.

Fraud: Given the uncertain regulatory framework surrounding WOOP platform and WOOP Tokens, much of the technology used is largely unregulated, which may give rise to fraudulent activity and cybercrime.

Hacks and cyber-attacks: The nature of WOOP tokens leaves it open to risks relating to hacks and cyber-attacks. There is no assurance WOOP tokens will not be subject to theft or interfered with by hackers or other malicious groups and organisations, including, but not limited to, cyber-attacks, malware attacks, denial of service attacks, Sybil attacks, mystification, smurfing, spoofing, consensus-based attacks, crypto-jacking, mining attacks, vulnerabilities and/or defects. Similarly, advances in cryptography and the development of quantum computers may present risks of theft or loss in relation to WOOP Tokens. WOOP tokens will use its reasonable endeavours to ensure that the funds received relating to WOOP Tokens and WOOP's business are held securely and detect any hacks, cyber-attacks or other defects in a timely matter.

Disruptions: WOOP tokens and WOOP platform be disrupted by events such as natural disasters, equipment failures, network connectivity downtime, power losses or viruses. WOOP tokens and WOOP platform may also be affected by flaws in programming or source code leading to exploitation or abuse thereof. Any significant breaches of WOOP's security or disruptions may have adverse effects on the usability, stability and security of WOOP platform and other WOOP tokens services within the network, and may adversely affect the utility, liquidity and/or trading price of WOOP Tokens.

Blockchain and cryptocurrencies' underlying technology is relatively new and constantly developing and may experience technology failures. WOOP tokens is built on smart contracts on the Ethereum blockchain and Ethereum protocol. Any malfunction or loss in value relating to the Ethereum protocol may result in disruption to WOOP tokens or a decline in value. WOOP tokens will not be responsible for any weaknesses that are discovered in the cryptographic processes implemented in the context of the WOOP platform or WOOP Tokens. You accept and understand the risks associated with errors in the code of smart contracts, the trust account or the software used for the Token Sale.

Unforeseen risks: The technology and market around cryptocurrencies, blockchain and digital assets is new and often untested, so may give rise to risks and events which WOOP tokens cannot predict.

Legal remedies: Due to the International nature of the Internet and third parties' terms and conditions outlining similar risks as these, it may be difficult in certain circumstances for WOOP tokens to assert its legal right and find a reasonable legal remedy in the case of a dispute.

Insurance: Unlike bank accounts and other financial institutions, funds held through cryptocurrency networks, such as Ethereum, are generally uninsured against a loss of tokens (including WOOP Tokens) or loss of value.

Verification: The sale of WOOP Tokens is generally not regarded or designed as securities sales and are not subject to the same third party verification and auditing standards.

[In participating with WOOP tokens, you must comply with WOOP's Know Your Customer ("KYC") procedures and provide WOOP with any related information requested prior to purchasing WOOP Tokens.]

