

WHITE PAPER



Name: ON

Symbol: ONLIVE

Decimals: 18

Blockchain: Polygon Mainnet

Total Supply: 3.000.000.000

INTRODUCTION:

The ON Token is the native utility asset and economic engine of the ONLIVE ecosystem, a decentralized, community-owned Web3 media network enabling open information access, censorship-resistant content distribution. With a fixed total supply of 3 billion tokens, ON is designed for long-term transparency, scarcity, and predictability. Its immutable supply model operates independently of central banks, interest-rate policies, and traditional financial control mechanisms. ON powers all essential functions within the ecosystem, including access to decentralized media services and participation in ecosystem growth. ONLIVE follows a clear and scalable development roadmap, beginning with the ON Token and ON TV, and expanding into a fully decentralized application ecosystem. Future phases include ON Market News and a decentralized Bitcoin reserve, designed to support long-term value preservation and strengthen financial resilience. Security is a foundational principle of the ONLIVE ecosystem. The ON Token smart contract has been developed and comprehensively audited by Cyberscope, a globally recognized leader in blockchain security, ensuring compliance with the highest international security standards.

Token Contract: 0x14F74e11F0d9D469A4c9D686cfB18a771b31D94f

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I. Ecosystem

The ONLIVE Ecosystem is a fully decentralized, blockchain-based media infrastructure designed to redefine how news, television, and digital content are created, distributed, and monetized in the digital age. Built on the fast, scalable, and energy-efficient Polygon blockchain, ONLIVE combines technological performance with true decentralization, transparency, and independence from traditional financial and media systems. At the core of the ecosystem lies the ON Token, the exclusive utility and governance asset that powers all interactions within ONLIVE. With a fixed total supply of 3 billion ON, the token embodies scarcity, sustainability, and trust, while enabling a self-contained, borderless digital economy. The ON Token facilitates payments, rewards, value transfer, and community governance, ensuring that economic activity within ONLIVE remains transparent, censorship-resistant, and free from centralized intermediaries.

The flagship product of the ecosystem is ON TV, the world's first fully decentralized television channel. ON TV provides an open platform for independent, uncensored, and community-driven content with a strong focus on blockchain technology, the digital economy, innovation, and education. Through documentaries, interviews, analysis, and informative programming, ON TV reflects ONLIVE's mission to merge media freedom with technological progress, ensuring that information remains authentic, accessible, and globally available.

Complementing this vision, the ON News Channel delivers real-time cryptocurrency and market news with a clear emphasis on speed and accuracy. The unique value proposition of ONLIVE lies in its ability to distribute critical information as quickly as possible, minimizing delays, manipulation, and centralized gatekeeping. By leveraging automation, AI-supported content processing, and decentralized distribution, ONLIVE establishes a new standard for information flow in Web3 media.

ONLIVE is not a conventional media platform, but a community-driven ecosystem governed by transparent rules and shared ownership. It operates without fiat dependencies, advertising pressure, or centralized control, enabling unrestricted participation regardless of geography or institutional access. Through its open infrastructure and token-based economy, ONLIVE is building a resilient foundation for the future of decentralized media, where truth, speed, and freedom define the global exchange of information.

II. Vision

The vision of ONLIVE is to establish a globally accessible, fully decentralized media infrastructure that restores trust, transparency, and independence to the digital information economy. In an era increasingly shaped by centralized platforms, algorithmic control, and financial dependencies, ONLIVE seeks to redefine how information is produced, distributed, and consumed, placing ownership and governance back into the hands of the community.

ONLIVE envisions a future in which media is no longer constrained by geographic borders, institutional gatekeepers, or centralized financial systems. By combining blockchain technology with decentralized liquidity, immutable token economics, and censorship-resistant distribution, ONLIVE aims to create a resilient information network that operates independently of traditional power structures. The ecosystem is designed to function without reliance on fiat currencies, advertising-driven incentives, or opaque intermediaries, enabling content and value to flow freely and transparently on a global scale. At the core of this vision lies the ON Token as a neutral, scarce, and predictable economic medium. With its fixed supply and long-term liquidity architecture, ON is designed to serve not only as a utility token within the ecosystem, but as a structural foundation for sustainable digital media infrastructure. The planned integration of a decentralized Bitcoin reserve further reflects ONLIVE's long-term commitment to financial resilience, value preservation, and economic independence beyond short-term market cycles.

ONLIVE does not seek to become a centralized authority in media, but rather a decentralized framework upon which independent creators, analysts, educators, and communities can build. Governance through transparent, community-driven decision-making ensures that the evolution of the ecosystem remains aligned with collective interests rather than centralized control. This approach positions ONLIVE as a public digital good, owned, shaped, and defended by its participants.

Ultimately, ONLIVE's vision is to contribute to a more open, informed, and sovereign digital society. By uniting decentralized media, transparent economics, and long-term strategic discipline, ONLIVE aims to become a foundational pillar of the Web3 information landscape, where freedom of information, economic integrity, and technological progress coexist sustainably.

III. Liquidity Strategy

The liquidity strategy of the ON Token is designed to ensure long-term market stability, transparency, and sustainable value creation within the ONLIVE ecosystem. The core principle of this strategy is a strong commitment to decentralized liquidity, secure capital allocation, and efficient reinvestment mechanisms that strengthen the token's economic foundation over time. All capital raised during the PreSale conducted via PinkSale is allocated exclusively to the creation of decentralized liquidity in the ON/POL trading pair. Any ON tokens remaining unsold after the PreSale are strategically deployed during the market launch phase to further deepen the ON/POL liquidity pool on Uniswap. This approach ensures a stable initial price environment and sufficient depth for organic market participation. During the early launch phase, liquidity is locked in a cost-efficient manner using DXLock to provide immediate security and confidence for early participants. Following the completion of the market introduction phase, the liquidity pool is permanently secured through a 100-year lock via UNCX, effectively eliminating the risk of liquidity withdrawal and reinforcing long-term trust. In parallel, a strategic reserve plays a central role in reinforcing the resilience of the ON Token. This reserve remains locked via PinkLock until February 1, 2026, and is designated for the establishment of a decentralized Bitcoin reserve in the form of Wrapped Bitcoin (WBTC) on Uniswap V3. The resulting liquidity position is subsequently locked for 100 years through UNCX, ensuring that the Bitcoin-backed reserve remains permanently secured. This structure introduces an additional layer of economic stability to the ONLIVE ecosystem and reflects the project's long-term vision of aligning digital media infrastructure with sound decentralized value principles.

All trading fee revenues generated through liquidity provision on Uniswap are systematically reinvested into the ON/POL and WBTC-based liquidity pools. Rather than extracting short-term value, these fees are used to continuously strengthen market depth and liquidity resilience. Over the long term, the project aims to maintain a target allocation in which approximately five percent of the total ON token supply is represented in each of the two primary liquidity pools. The strategic reserve serves as the primary instrument for achieving and maintaining this ratio in a controlled and transparent manner.

The ON Token operates under a zero percent transaction tax model. All peer-to-peer transfers conducted outside of liquidity pools are fully tax-free and incur only the standard gas fees required by the Polygon blockchain. Likewise, swapping the ON Token does not introduce any additional project-level fees beyond Polygon's native transaction costs. This frictionless transaction structure ensures high usability, accessibility, and seamless integration of the ON Token across the entire ONLIVE ecosystem.

Decisions regarding a potential listing of the ON Token on centralized exchanges are governed by community participation rather than centralized authority. Through regular community votes, token holders collectively determine whether the strategic focus should shift toward pursuing a centralized exchange listing or remain dedicated to expanding decentralized liquidity. This governance approach ensures that the long-term market direction of the ON Token remains aligned with the principles of decentralization, transparency, and community-driven decision-making.

IV. Tokenomics

The tokenomics are designed to ensure long-term stability, transparency, and sustainable value creation within the ONLIVE ecosystem. The distribution model follows a clear, conservative structure that prioritizes decentralization, market integrity, and the long-term alignment of all stakeholders. With a fixed maximum supply of 3,000,000,000 ON, the ON Token is strictly deflationary in nature. No additional tokens can be minted beyond this cap, ensuring long-term scarcity and predictable economic conditions.

Founders – 30% (900,000,000 ON)

Thirty percent of the total token supply is allocated to the founders and early contributors who were instrumental in the conceptualization, financing, and technical realization of ONLIVE. This allocation reflects the long-term commitment, strategic responsibility, and economic risk assumed during the early stages of the project. The founding group consists of private investors and contributors who supported ONLIVE from its inception and laid the foundation for its development, infrastructure, and ecosystem design. The founders' allocation is intended to align incentives over the long term and ensure continued dedication to the growth, security, and strategic direction of ONLIVE.

Strategic Reserve – 40% (1,200,000,000 ON)

The strategic reserve represents the economic backbone of the ONLIVE ecosystem and is designed to secure long-term liquidity, resilience, and strategic flexibility. A core function of this reserve is the establishment of a decentralized Bitcoin reserve for the ON Token, implemented through wrapped Bitcoin (WBTC) liquidity on Uniswap. In addition, the strategic reserve will be used to support ecosystem growth through carefully selected partnerships, infrastructure expansion, and measures that enhance the long-term tradability and relevance of the ON Token within the global digital asset economy. To ensure market stability and prevent premature intervention during the early market phase, the strategic reserve will remain fully locked until January 1, 2026. This lock-up period underlines ONLIVE's commitment to transparency, predictability, and long-term economic discipline.

Marketing – 8% (240,000,000 ON)

Eight percent of the total ON Token supply is allocated to Marketing and Community Incentives, with the objective of supporting ecosystem adoption, user engagement, and long-term brand visibility of the ONLIVE platform. This allocation is primarily intended to support the product launch and early ecosystem activation phase. ON Tokens from this reserve may be distributed as incentives to highly active community members, early adopters, and contributors who demonstrate outstanding engagement or provide measurable value to the ONLIVE ecosystem. Such incentives are designed to foster organic growth, reward merit-based participation, and strengthen community alignment during critical growth phases. In addition, the Marketing allocation is used to incentivize active participation within ONLIVE's Discord and community channels, particularly in areas related to market discussions, research contributions, and high-quality analytical insights. By rewarding constructive discourse and knowledge-sharing, ONLIVE reinforces its positioning as a decentralized, community-driven media and information platform. Beyond direct community incentives, this reserve supports long-term awareness and visibility initiatives for the ON Token. This includes marketing campaigns, community challenges, strategic collaborations, and platform-wide initiatives aimed at expanding ONLIVE's global reach while maintaining an emphasis on organic adoption and credibility. The deployment of the Marketing allocation follows a disciplined and transparent approach, ensuring that tokens are released in a controlled manner aligned with ecosystem growth milestones.

PreSale – 10% (300,000,000 ON)

Ten percent of the total ON Token supply is allocated to the Pre-Sale, which will be conducted via the PinkSale platform. The Pre-Sale enables early supporters to participate in the ecosystem prior to public trading and provides the initial capital required to bootstrap liquidity and infrastructure. Any ON Tokens not sold during the Pre-Sale will not be redistributed or retained but will instead be used exclusively to strengthen decentralized liquidity during the market introduction phase, thereby supporting price stability and efficient market formation.

Liquidity Pools – 12% (360,000,000 ON)

To ensure immediate, permissionless, and stable tradability, twelve percent of the total ON Token supply is allocated to decentralized liquidity pools on Uniswap V3 on the Polygon blockchain. In alignment with ONLIVE’s long-term vision, this liquidity is strategically structured across two core trading pairs, with six percent allocated to the ON/POL pool to provide native ecosystem liquidity and six percent allocated to the ON/WBTC pool to establish long-term value anchoring through Bitcoin exposure. All liquidity positions will be locked for a period exceeding 100 years, symbolizing ONLIVE’s irreversible commitment to decentralization, market transparency, and trustless trading. This long-term liquidity lock eliminates the risk of liquidity withdrawal, ensures continuous and permissionless market access, and enables organic price discovery driven solely by supply and demand.

V. Transparency & Security

Transparency and security form the foundation of the ON Token and represent two of the most important pillars of the entire ONLIVE ecosystem. To guarantee the highest level of transparency, all ON Token transactions are fully visible on the Polygon blockchain and can be verified at any time by the public. The smart contract is published and officially verified on Polygonscan, allowing every holder to review its structure, functions, and key parameters directly on-chain. Furthermore, all relevant contract details and contact information are made publicly available via Polygonscan, ensuring complete traceability and accountability.

In alignment with ONLIVE's commitment to true decentralization, essential governance decisions are made through community voting conducted via the official X (Twitter) account. This democratic approach allows the ONLIVE community to play an active role in shaping the project's future. One of the first such community-driven decisions will concern the potential listing of the ON Token on centralized exchanges, ensuring that the ecosystem remains guided by collective choice rather than centralized control.

All official announcements, press releases, and news articles are published transparently on the official information channels, ensuring that information is always accessible and verifiable. In addition, important updates and real-time communications are shared through the official ONLIVE X channel and the Telegram community, creating a direct and open dialogue with supporters and investors. For any individual inquiries or feedback, the ON Team remains readily available via email and Telegram, emphasizing continuous engagement and accessibility.

To ensure maximum security and technical integrity, the ON Token was developed and audited by Cyberscope, one of the world's most respected blockchain security firms. The comprehensive audit by Cyberscope guarantees that the ON Token smart contract meets the highest international security standards, ensuring protection against vulnerabilities and external threats. The ON Team remains committed to maintaining these security and transparency standards permanently, upholding a long-term vision of reliability, openness, and trust in every aspect of the ONLIVE project.

VI. Management

The ON Token and the broader ONLIVE ecosystem are managed by THE ONLIVE L.L.C., a legally registered entity headquartered in the Republic of Kosovo. The company serves as the organizational backbone of the project, ensuring that all administrative, strategic, and operational processes are conducted transparently and in alignment with the project's long-term vision.

At its core, ONLIVE pursues the principle of maximum decentralization. The role of THE ONLIVE L.L.C. is therefore not to exercise centralized control, but rather to facilitate the global

expansion of the ONLIVE vision and to actively support the creation and growth of a strong, independent, and engaged international community. The company functions as the structural framework that enables ONLIVE to operate efficiently while remaining true to its decentralized philosophy.

In addition to project management and strategic coordination, THE ONLIVE L.L.C. is responsible for official communication, transparency, and community engagement. To ensure open and verified communication, the company operates the following official channels:

Official Website:	https://www.ontoken.io
Official YouTube Channel:	https://www.youtube.com/@ONTOKEN_OFFICIAL
Official X (Twitter) Account:	https://www.x.com/ON_TOKEN
Official Telegram Channel:	https://t.me/ontoken1
Official Discord Server:	https://discord.gg/S4GSvFBnR3
Offical Contact Email:	office@ontoken.io

Through these communication platforms, ONLIVE ensures direct, transparent, and continuous interaction with its global audience. All official announcements, updates, and strategic developments are exclusively communicated through these verified channels to maintain credibility and consistency.

By combining professional management through THE ONLIVE L.L.C. with a community-driven governance model, ONLIVE establishes a balanced framework that unites organizational stability with decentralized participation — forming the foundation for sustainable growth, trust, and innovation within the ONLIVE ecosystem.

VII. Polygon Blockchain

The ONLIVE ecosystem and the ON Token are built on the Polygon blockchain to provide a scalable, efficient, and future-proof technological foundation capable of supporting a fully decentralized media and streaming infrastructure. As a leading Ethereum Layer-2 solution, Polygon enables ONLIVE to operate at the intersection of performance, security, and decentralization.

ONLIVE is designed to handle continuous on-chain interactions, including content access, token-based transactions, community participation, and ecosystem incentives. Polygon's high throughput and near-instant transaction finality ensure that these processes occur seamlessly, without latency or network congestion. At the same time, its extremely low transaction fees make the ONLIVE ecosystem economically accessible to users worldwide, removing financial barriers that would otherwise limit participation and adoption.

A key strategic advantage of Polygon is its full compatibility with the Ethereum Virtual Machine (EVM). This ensures that ONLIVE benefits directly from Ethereum's mature security model, extensive developer ecosystem, and battle-tested smart contract standards, while avoiding the scalability limitations and high costs typically associated with Ethereum mainnet. This interoperability allows ONLIVE to integrate advanced decentralized applications, analytics, automation tools, and future Web3 innovations without compromising reliability or transparency. Beyond performance and security, Polygon aligns with ONLIVE's long-term vision through its energy-efficient and sustainable architecture. Its consensus mechanisms significantly reduce environmental impact compared to traditional blockchain systems, supporting a responsible approach to decentralized infrastructure that is scalable not only technologically, but also economically and ecologically.

The decision to deploy the ON Token on Polygon reflects ONLIVE's commitment to building a borderless, inclusive, and resilient media ecosystem. By leveraging Polygon's scalability, cost efficiency, and Ethereum-level security, ONLIVE establishes a robust foundation for decentralized television, real-time news distribution, and community-driven media, ensuring that the ecosystem remains accessible, secure, and built to scale for global adoption.

VIII. Risk Factors

While ONLIVE is designed with a strong emphasis on transparency, innovation, and long-term sustainability, potential participants should be aware that the ON Token and the broader ONLIVE ecosystem operate within a complex, rapidly evolving technological, regulatory, and economic landscape. As with all blockchain-based projects, certain inherent risks may affect the development, adoption, and market valuation of the ON Token over time.

One of the primary risk factors influencing the early-stage performance of the ON Token is its reliance on the Polygon (POL) blockchain, which serves as the core technical infrastructure of the ONLIVE ecosystem. Any technical limitations, network disruptions, regulatory developments, or long-term changes in the scalability, security, or market positioning of the Polygon network could have a direct or indirect impact on the functionality, transaction efficiency, and public perception of the ON Token. Although Polygon is widely regarded as one of the most established and reliable Layer-2 solutions within the Ethereum ecosystem, dependency on external blockchain infrastructure remains an inherent consideration for all projects built upon it. To reduce this structural dependency, ONLIVE plans to establish a decentralized Bitcoin reserve, thereby diversifying its underlying asset base and strengthening long-term resilience.

Furthermore, the inherent volatility of the global cryptocurrency market represents a significant risk factor. Token prices may be influenced by macroeconomic conditions, changes in regulatory frameworks, shifts in investor sentiment, or broader market events that are beyond the control of the ONLIVE ecosystem. As a result, short-term price fluctuations, periods of heightened volatility, or broader market corrections may occur independently of ONLIVE's technological progress, platform development, or ecosystem adoption.

ONLIVE is committed to mitigating these risks through a transparent governance framework, continuous technical development, and long-term liquidity locking mechanisms designed to enhance trust, stability, and market confidence. Nevertheless, participants should acknowledge that digital assets are inherently speculative in nature and remain subject to external risks beyond the direct control of ONLIVE L.L.C.

By engaging with the ONLIVE ecosystem, participants expressly acknowledge these risk factors and are strongly encouraged to conduct their own independent research, seek professional advice where appropriate, and make informed decisions based on their individual financial circumstances, risk tolerance, and understanding of blockchain-based markets.

IX. Roadmap

ONLIVE is not merely developing a platform; it is building a decentralized, community-owned media ecosystem designed for the next generation of Web3. The roadmap reflects a phased and sustainable approach, focusing first on a solid foundation, followed by expansion, decentralization, and global adoption.

2025 – Foundation & Launch Phase

- Launch of the ON Token (ONLIVE)
- Successful Pre-Sale Completion
- Liquidity Pool Launch (ON/POL) on Uniswap
- CoinGecko listing
- Launch of ON TV (Web Version)
- More than 1,000 ON Token Holders

2026 – Expansion & Decentralization Phase

- Introduction of the ON TV
- Establishment of a Decentralized Bitcoin Reserve
- Launch of the ON Newspaper
- CoinMarketCap Listing
- More than 10,000 ON Token Holders
- Market Capitalization exceeding 10,000,000 USD

Version 2 of this White Paper will be released upon the completion of the milestones outlined above, providing an updated roadmap and detailing the next stages of ONLIVE's global expansion and technological advancement.

X. Legal Disclaimer

This White Paper (the “Document”) has been prepared solely for informational and transparency purposes. It provides a general description of the ON Token (“ON”) and the ONLIVE ecosystem in a conceptual, technical, and strategic context only. This Document does not constitute, and shall not be interpreted as, investment advice, financial advice, legal advice, tax advice, or any other form of regulated advice. Furthermore, it does not constitute a prospectus, offering memorandum, or disclosure document within the meaning of applicable laws in the European Union, the Republic of Kosovo, or any other jurisdiction.

Nothing contained in this Document shall be construed as an offer to sell or a solicitation to purchase any tokens, securities, financial instruments, or investment products. Any reference to the ON Token, its functionality, utility, or potential future use cases is purely descriptive and non-binding. Participation in any token-related activity, if made available, may be restricted or prohibited in certain jurisdictions and is subject to compliance with all applicable local laws and regulations. Access to this Document does not imply eligibility to acquire or use the ON Token.

The ON Token is not intended to constitute a financial instrument, security, transferable security, or regulated investment product within the meaning of Directive 2014/65/EU (MiFID II), Regulation (EU) 2017/1129 (Prospectus Regulation), or Regulation (EU) 2023/1114 (Markets in Crypto-Assets Regulation – MiCA). However, regulatory frameworks for digital assets are evolving, and no assurance can be given that the ON Token will not be classified differently by regulatory authorities in the future. ONLIVE L.L.C. makes no representation or warranty regarding the present or future regulatory treatment of the ON Token in any jurisdiction.

In the Republic of Kosovo, the legal and regulatory framework for digital assets and token-based ecosystems is still developing and may be subject to material changes. Nothing in this Document shall be interpreted as a confirmation that the ON Token or the ONLIVE ecosystem complies with any current or future licensing, registration, or supervisory requirements under Kosovo law. Each participant remains solely responsible for ensuring that their participation complies with all applicable legal and regulatory obligations.

The ON Token does not represent equity, ownership, debt, profit participation, revenue sharing, dividends, or any claim against ONLIVE L.L.C. or any affiliated entity. There is no guarantee of value, price stability, liquidity, market demand, exchange listings, ecosystem growth, or future utility. The ON Token may lose part or all of its value, and any participation is undertaken entirely at the user's own risk.

Participation in blockchain-based ecosystems involves significant risks, including but not limited to extreme market volatility, liquidity limitations, smart contract vulnerabilities, protocol failures, cybersecurity incidents, governance changes, regulatory interventions, taxation changes, and the loss of private keys or wallet access. These risks may result in partial or total loss of digital assets and cannot be fully mitigated.

The ONLIVE ecosystem relies on third-party infrastructure and technologies, including the Polygon blockchain, decentralized exchanges, smart contract standards, and external software components. Any malfunction, exploit, protocol modification, fee structure change, governance decision, or regulatory action affecting such third-party systems may materially and adversely affect the functionality, availability, or value of the ON Token and the ONLIVE ecosystem. Mechanisms such as liquidity locks, reserves, or diversification strategies do not eliminate these risks.

This Document may contain forward-looking statements, including statements regarding future development plans, roadmap milestones, adoption metrics, listings, reserves, or strategic initiatives. Such statements are based on assumptions and expectations at the time of publication and are subject to significant uncertainties. Actual results and outcomes may differ materially from those expressed or implied. There is no obligation to update or revise any forward-looking statements.

Tax treatment of digital assets varies by jurisdiction and individual circumstances. ONLIVE L.L.C. does not provide tax advice. Each participant is solely responsible for determining and fulfilling any tax obligations arising from their interaction with the ON Token or the ONLIVE ecosystem.

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