



THE FUTURE CURRENCY FOR SPORTS FANS ENGAGEMENT



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# 1. INTRODUCTION

Since 2004 we have worked successfully on global major sporting events, official projects, and gathered valuable knowledge of the sports industry.

We have built a strong foundation of understanding how sports inspires, is appreciated, and transcends through cultural barriers for the passionate community around the globe.

During 2007 we were one of the first companies ever to have worked on creating online digital assets for the biggest sporting events.

Since 2013 we have been looking into new ways of selling the artwork and sports products online via adopting into a universal digital token solution for payment, content and exchange.





## 2. BENEFITS

**SPORTZ COIN** cryptocurrency has been created to communicate and connect businesses with consumers globally, delivering a new sustainable blockchain platform and ecosystem to meet the needs of the future generation.

**SPORTZ COIN** has the potential to revolutionise the way the sports industry can engage with existing and new sports fans.

**SPORTZ COIN** embraces the latest technologies that will provide a fulfilled experience for consumers and provide a variety of investment and consumable options in the digital online metaverse.

**SPORTZ COIN** demonstrates how leveraging of blockchain technology can be used to create a relevant ecosystem by a single global token which can revolutionise the industry in a sustainable way which is mutually beneficial for all relevant sports industry stakeholders.

**SPORTZ COIN** is the first ecosystem built on the BSC blockchain that will combine both tangible and non-fungible tokens, NFT marketplace, stakeholders from the sports industries, federations, associations, and the value of digital collectables, transforming it into a global digital business marketplace.

By integrating **SPORTZ COIN** with BSC – a blockchain based decentralised financial system, **SPORTZ COIN** will not only become a highly desirable sports experience, but also a tangible investment.





## 3. OVERVIEW

### 3.1 Blockchain technology

Useful tool which will be the primary method to store, trade or transact digital and tangible assets in the future.

Cryptocurrency allows users to send and receive data in a decentralised and transparent way without the involvement of external bodies and third parties.

Cryptocurrency is widely adopted because of the non-existent need for an intermediary such as a financial institution that would otherwise augment the costs of transactions.

**SPORTZ COIN** will seek leverage and the advantages of cryptocurrency and blockchain technology to give consumers the rewards of this difference in lower costing and clear processing of data to all stakeholders.

**SPORTZ COIN** will adopt this formula and provide an ecosystem with several highly-desirable features across the BSC blockchain.





## 3. OVERVIEW

### 3.2 About Binance Smart Chain BSC

BSC is a ground breaking proof-of-stake blockchain network, being developed into a decentralized application (DApp) development platform with a multi-asset ledger and verifiable smart contracts.

BSC is a fast, high-throughput open –source smart contract platform for digital assets and dApps creating a decentralized financial (DeFi) ecosystem.

BSC's consensus algorithm speed delivers unparalleled speed, security and reliability.

Almost instant transfers

Transactions on BSC are finalized in roughly 3 seconds and cost a few cent.

Simply secure

BSC's validator nodes form a global , trustless, and leaderless Proof-of-Stake network.

Highly scalable

BSC can process 50 to 60 transactions per second and scale to thousands of nodes.

Ethereum compatible

BSC is Ethereum Virtual Machine (EVM) compatible. Therefore able to deploy and run our Ethereum dApps on BSC. Smart contracts deployed on the Ethereum network can be easily deployed on BSC.





## 3. OVERVIEW

### 3.3 About SPORTZ COIN

First ecosystem built on the BSC blockchain that will combine Sports events, NFT marketplace, stakeholders from the sports industry, and the value of digital collectables, transforming it into a global digital business marketplace.

By integrating **SPORTZ COIN** with BSC – a blockchain-based decentralised financial system, the **SPORTZ COIN** token will become a highly desirable, sports experience, but also a tangible investment.



### 3.4 SPORTZ COIN logo:

Hermes was known as the Greek god of sport and athletics. His golden wings are used in the logo as Hermes was known for his speed as a messenger and athlete. He was equally known as the god of trade, wealth and luck. The horseshoe open-end up is considered to be lucky and used to attract good fortune and protection.



## 4. FEATURES

### 4.1 SPORTZ COIN features

**SPORTZ COIN** will be based on secure blockchain through digital encrypted ledger.

The tangible tokens will be divided into restricted number of tokens and allocated in a smaller unit to different stakeholders from countries national team, events and sports federations or associations.

**SPORTZ COIN** will be the main cryptocurrency exchange available for different countries to acquire tokens that represent their country, national team and/or event.

Official Licensed Products (OLPs) will be attributed to the token assigned on the **SPORTZ COIN** cryptocurrency platform.

The digital asset will provide access to an encrypted ledger of membership rights ownership.

Fans and consumers must purchase **SPORTZ COIN** (\$SPZ) via a cryptocurrency exchange in order to acquire the token.

Fans and consumers of the tokens can keep these tokens in a DeFi wallet and watch the value grow or decrease.

It will be an encrypted secure digitalised wallet to keep their tokens and they will be in control how they manage their tokens.

The landing page website will be linked to a mobile app. Within the mobile app there will be a **FANS SPACE** where consumers can upload their memories, photos of a sporting event, polls voting, match schedule with match predictor, destination travel news in different languages, team profiles, stadium/host city information, historical photos and videos, list of OLPs and more.



## 4. FEATURES

### 4.1 SPORTZ COIN features cont.

Tokens can also be minted where necessary for official partners of that event to benefit from.

In addition, official partners can also accept tokens as payment at the stadiums, events or matches.

If a payment solution provider already exists with a official partner, the **SPORTZ COIN** token can still be integrated and adopted to use as a currency if it were a traditional Fiat currency such as USD, EUR or GBP and used under the main financial institution or payment card provider. OLPs will be marketed via the app technology encouraging further sales through third party financial institutions payment cards.

The tokens can be used to purchase OLP products or anything else within the stadiums, sporting events, online market places and stores at discounted prices in a fast secure framework.

**SPORTZ COIN** can offer blocks of tokens to VIPs, hospitality, official partners and clients to use as corporate gifts.

The cryptocurrency wallet will hold the tokens for consumers to invest in, utilise and pay with.

The NFTs that will also be based on the same blockchain, will be able to create up to date digital programmes, that allow consumers to download for each game via the same app.

From each transaction the holders will invest into the sporting federations that hold the official rights (gatekeepers of the events) they will also receive royalties from each token used.

Sporting federations, official and event partners, should they wish, could offer other benefits for consumers and fans to use their digital wallet to purchase or utilise the tokens.



## 5. ECOSYSTEM

### 5. SPORTZ COIN Ecosystem

One of the key features of **SPORTZ COIN** is the large ecosystem to be built out which is inclusive of the **SPORTZ COIN** token \$SPZ, NFTs, wallet, Farming, Swap, stakeholder pools and the NFT marketplace.

#### 5.1 SPORTZ COIN token

##### 5.11 Tokenomics

Name: **SPORTZ COIN**

Symbol: \$SPZ

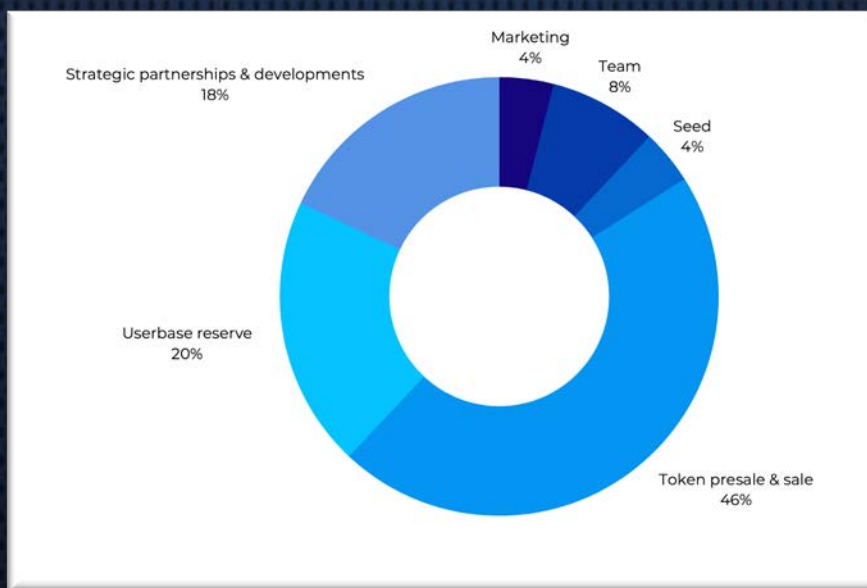
Circulation supply: 388,888,888,888 (388.8 trillion tokens)

Total supply: 388,888,888,888 (388.8 trillion tokens)

Max supply: 777,777,777,777,770 (777.7 trillion tokens)

##### 5.12 Distribution

**SPORTZ COIN** token \$SPZ are utility tokens that have real value and can be used for all transactions in the **SPORTZ COIN** ecosystem. The intention is for the launch to be on the BSC blockchain.





## 5. ECOSYSTEM

### SPORTZ COIN Token features

#### 5.13 Anti-whale protection

**SPORTZ COIN** has a maximum circulating supply of 777,777,777,777,770 (777.7 trillion tokens)

Anti whale protection includes:

Maximum tokens per transaction is (0.1%) tokens.

There will be a maximum tokens per wallet to nullify whale manipulation.

No wallet can exceed 1% holdings.

#### 5.14 Reward Pool

Normally both staked tokens and rewards cannot be accessed in real-time (until maturity date/1 year). In addition the system normally has high GAS fees associated. **SPORTZ COIN** will launch a rewards pool that distributed 4% worth of rewards. The distribution will be automated on the BSC smart contract and carried out every 60 mins for wallets holding **SPORTZ COIN** tokens.

#### 5.15 Marketing and Licensing fund

Promotions and advertisements are key to the **SPORTZ COIN** project.

**SPORTZ COIN** smart contract will automatically take 4% of every transaction for marketing and development purposes. Some of which will be invested into the NFT projects, stakeholders and partnerships, licensing rights and other prospective projects that will be launched on the **SPORTZ COIN** decentralised Exchange. Furthermore, a setup within the development structure of the Smart contract will allow the reserved funds to be merged with the market cap.





## 5. ECOSYSTEM

### SPORTZ COIN Token features

#### 5.16 Liquidity fees pool

Our Smart contract deposits 5% from every buy/sell transaction as \$SPZ liquidity pool.

Every Buy/Sell trade is matched with liquidity in the liquidity pool. A bigger liquidity pool will provide more stability to \$SPZ price.

#### 5.17 Buy-back & burn wallet

1% of tokens are collected from every transaction are stored in our contract. This wallet is known as Buy-back wallet, when enabled it purchases \$SPZ from exchanges and removes the purchased tokens permanently from circulating supply while simultaneously making the market bullish.

#### 5.18 Sustainable development fund

1% of every transaction is automatically collected for sustainable development purposes. Some of which will be invested into the NFT community projects, stakeholders pledges and partnerships on sustainable development projects in sports.





## 5. ECOSYSTEM

### 5.2 SPORTZ COIN and Sports Tourism

Will provide a real world sports experience

Able to offer lower priced sports travel and events experiences as NFTs.

Investors/NFT buyers are rewarded as sports tourism returns as the tangible value of each entitlement NFT can be sold or traded at higher market rates – anywhere from 3-5 times higher than purchase price.

NFTs/investor buyers are rewarded as when sports tourism returns the demand increases and scarcity of the minted NFTs become rare and valuable.

Ecosystem is fuelled by the **SPORTZ COIN** token \$SPZ which gains liquidity from the sale of NFTs. Stakers of **SPORTZ COIN** earn \$SPZ tokens used to trade for the different sports experiences, hotels packages, tickets, etc. Investors are interested to buy VIP sports hospitality experiences as NFTs to either use or sell when the sports tourism picks up after the pandemic.

### 5.3 SPORTZ COIN NFTs

**SPORTZ COIN** has created a NFT marketplace for buying, selling and trading of specific NFTs. **SPORTZ COIN** will also have its own NFT created collections as well as collaborations with other sports federations and associations. The NFT marketplace can be used for exchanges or sales. Users can opt to trade digital assets for another unique or scarce digital asset. At the same time, they can be traded for **SPORTZ COIN** tokens \$SPZ at an agreed price based on the algorithm valuation between the cryptocurrencies or fiat currencies.

Users can trade **SPORTZ COIN** tokens \$SPZ and other NFT items on the Marketplace. Products up for sale can be from stakeholders, destination partners or users and they are bought with **SPORTZ COIN** tokens \$SPZ. This is considered an exchange of Non-Fungible Token (NFT) and Fungible Token (**SPORTZ COIN** token \$SPZ).

All commodities in the **SPORTZ COIN** marketplace are NFTs that are unique and different from all other existing commodities. The main currency in the Marketplace is the **SPORTZ COIN** token \$SPZ and all transactions are made in **SPORTZ COIN** token \$SPZ.

The platform will be scalable and able to develop with the BSC blockchain infrastructure.



## 5. ECOSYSTEM

### 5.4 SPORTZ COIN Swap

The BSC Blockchain has released fast and reliable smart contracts which enable DeFi and NFT projects to be carried out based on the Blockchain. Our developers are designing a Decentralised Exchange that will be compatible with wallets that support the BSC smart contract. The exchange will serve as a window for other projects to be built on the BSC smart contracts, providing **SPORTZ COIN** tokens \$SPZ a prominent spot in the ecosystem.

The decentralised exchange will be launched with BSC smart contract adoption. The exchange will also provide future support for other Blockchain coins such as Ethereum, Binance and Cardano.

### 5.5 SPORTZ COIN Wallet

An API secure place to secure your **SPORTZ COIN** tokens \$SPZ and earn rewards.

### 5.6 SPORTZ COIN Metaverse

A major Metaverse built in Decentraland that will include NFT wearables, drivables and NFT keys. These keys will give VIP access to certain areas in **SPORTZ COIN** virtual world that will include virtual experiences of different events, games, matches around the world, watch videos and be immersed in AI technology as if you are at the event or stadium.





## 5. ECOSYSTEM

### 5.6 SPORTZ COIN Metaverse cont.

#### Overview:

Land content, which are digital assets stored as NFTs in an BSC smart contract, allows users to maintain a ledger of ownership for land parcels, transfer, or sale of the ownership in a virtual 3D metaverse ecosystem.

From the metaverse, organized and identified as Cartesian coordinates (the intersection of the x and y-axis), specific land parcels will be made available for purchase.

Land will be owned by the global community – decentralized ecosystem and not controlled by centralized individuals or organization.

Open to the public to view via web browser without the need for users to register online. Individuals may also stay connected through their own secure, official MetaMask wallet to purchase land, products, and services.

#### Content:

The NFT collections are available on the Sportz Coin NFT Marketplace. Anyone can bid on an NFT that will give the individuals the ownership over the specific coordinates in the Sportz Coin Metaverse.

Users can view, interact within the virtual Sportz Coin metaverse world. At the same time view, organize, select, purchase, and build from relevant NFT offers direct from sport associations, events, players and fans.

Landowners will be responsible for creating the decentralized virtual world in terms of its contents, design, create and develop custom made environments, including implementing of social experiences. They can trade, sell user-generated materials, and monetize its content, applications within its virtual economy and cryptocurrency Sportz Coin \$SPZ. The NFTs will allow a wide range of capabilities, including images, text, sound, videos, payment, interaction and more.

The content may also include NFTs, services, holidays, tickets, events, hospitality and dining experiences, travel services, tournaments, egaming, shopping, trading, images, text and so much more.



## 5. ECOSYSTEM

### 5.6 SPORTZ COIN Metaverse cont.

#### Payment solution:

The Sportz Coin economy is to implement direct cost-effective payment channel infrastructure between users and through the official secure MetaMask wallet for fast payments and with low booking fees for the services and products.

#### Advertising, marketing:

Landowners including sports federations, associations, clubs, players, commercial entities, land real estate developers and other landowners can use their land to create their own products, services, advertising marketing platform and engage with the Sportz Coin Metaverse global community.

#### Digital Collectibles:

Members, will be able to publish, distribute, advertise, digital assets as NFTs for branding, trading and for sale.

#### Social Integration:

Sportz Coin Metaverse will allow the sports industry to promote their services to the sports industry, and able to publish, distribute their up-to-date products, services, digital NFT content to end users.

The global community can join online events, seminars, presentations, event offers, tournaments, forums, debates connect with P2P chat, messaging, social interactions between users and landowners.





## 5. ECOSYSTEM

### 5.6 SPORTZ COIN Metaverse cont.

#### Summary:

Sportz Coin Metaverse is to unite the sports industry with existing and new sport fans. The users from the sports industry to buy a piece of virtual land platform, monetize real content sporting experiences through virtual images and create their own sports event packages and licensing services, through NFTs - non fungible tokens.

Users can interact with sports industry leaders. They can buy additional items as NFTs such as sports services, holidays, tickets, events, hospitality and dining experiences, travel services, tournaments, egaming, shopping, trading, images, text and so much more.

Sportz Coin native token is Sportz Coin \$SPZ. The community users can claim ownership of each available parcels after purchase using \$TVL cryptocurrency.

\$SPZ will be the only accepted cryptocurrency when buying land parcels in the Sportz Coin Metaverse. \$SPZ can also be used for purchasing all products, including NFTs sports packages and official licensing products within the metaverse.

\$SPZ will be used to buy land, commercial services, events through the metaverse. Users able to purchase piece of Sportz Coin land and monetize their content.

The Sportz Coin Metaverse landholders can earn \$SPZ from renting, leasing, selling advertising, options and or other paid experiences from P2P.

When new landowners acquire \$SPZ to purchase land, they receive 4% back as rewards in BUSD from all buy and sale transactions direct to their wallets.

Each time \$SPZ users acquire the cryptocurrency to use as native currency in the Sportz Coin metaverse, 1% fee of the corresponding amount of \$SPZ value acquired will be used to buy back \$SPZ and then burned to remove from circulation.

From all transactions when acquiring \$SPZ 1% fee is deducted and donated to help support community sustainable development projects.



## 5. ECOSYSTEM

### 5.6 SPORTZ COIN Metaverse cont.

Summary: cont.

Sportz Coin Metaverse is a global virtual space for the sports and commercial partners community to stay connected with users. Sport fans can also save their \$SPZ with incentive to earn over time as the number of tokens decreases, becomes scarce and thus increases the price per \$SPZ.

The team has been working with the sports industry associations and federations since 2004 and has built a strong, well respected working relationship with the sports event industry to make the Sportz Coin Metaverse a successful ecosystem.

Cryptocurrency investors are advised to do proper research before investing in any digital asset.





## 6. ROADMAP

### Roadmap

The **SPORTZ COIN** ecosystem roadmap is split into the following phases. Please note that the ecosystem allows for modifications during the development and expansions of future phases. Therefore the roadmap can change if better opportunities present themselves to the overall ecosystem.

#### 6.1 Phase 1 – Q1 2022

- Logo and graphics designed
- Website domains acquired
- Trademarks assigned
- Launch of website
- Marketing and pre-sale
- Development of smart contracts, wallets and DApps
- Pre-launch of NFT marketplace
- Partnership and official licensing agreements with the sports industry partners and associations
- Creation and start of creating **SPORTZ COIN** NFTs
- Coingecko and Coinmarketcap listings

#### 6.2 Phase 2 – Q2 2022

- NFT marketplace launch
- Release more **SPORTZ COIN** NFTs
- Development and concept creation of the Sportz Coin Metaverse
- Metaverse build
- CEX listing
- Launch of NFT farming platform

#### 6.3 Phase 3 – Q3 2022

- Release of Farm and Staking pools
- Metaverse buildout for different sporting events
- **SPORTZ COIN** website updated
- More exchange listing

#### 6.4 Phase 4 – Q4 2022

- Listing on major exchanges
- Marketing and promotion development
- **SPORTZ COIN** DApp stake earn tokens (mobile devices iOS and Android)
- More strategic partnerships



## 7. ABOUT US

Since 2004 and with access to clients from all sectors including the sports, technology, financial, automotive, food and beverage, travel and tourism industries, our team has been building a strong, reliable, well respected business and global media platform with new technologies that enable companies and organizations around the world to drive sales and raise awareness's on the responsible, sustainable economic development.

Our many years of learning, understanding, gained knowledge, expertise and capabilities, as well as creating strong well respected extensive relationships that provides new benefits and solutions for customers, companies the ability to use, adapt into new easy-to-use platforms. We deliver both customer satisfaction and financial results for the fast growing sports industry needs.

Above all, our commitment is to help the sports industry to build, and operate successful marketing programs through use of NFTs, easy to use universal sports currency that allows customers to benefit from the right offers, packages, select the best products, tailored sports deals, promotions, incentives, increased loyalty and save on events from around the globe with rewards.

### **How NFTs will work for you**

We will work with existing sports members, athletes, federations, industry team agents to do whatever is necessary to plan, make available and design the best NFTs, for sport fans to benefit from.

Our model is to build respected, sustainable and responsible relationships between the sports industry and sport fans adopting to new technologies.





## 8. TEAM

### The Team

Well versed and experienced team made of specialists each with their own unique and vital skills to make the **SPORTZ COIN** ecosystem successful.



#### **Technical genius - USA**

Chris Manaloyo – “The Professor” – Crypto technical engineering genius that eats algorithms for breakfast. Support and technical assistance, including development from Cardano, Bep20, ERC20 and ERC721 platforms.



#### **Marketing development- UK**

Andrew Disney – experienced graphic designer and social media specialist with worldwide experience in the sports, gaming and travel industry. Youngest Master's graduate ever from the world's number 1 sports and business education institutions Kedge Business Marseille



#### **Head of development - USA**

Maurice Breene-Smith – over 20 years experience in the media, publishing and digital sectors, responsible for licensing and contractual agreements with some of the world's biggest sporting, music and economic sustainable development events. Never answers the phone as always on the phone.



#### **Founder and head of governmental affairs - USA**

Ru. Orlanda –fitness and health guru with 25 years experience dealing and managing international governments, corporations marketing budgets for their foreign policy. Since 2004, head of publishing for the print and digital official media for the major international sporting events. Can-do attitude and excuses are for losers believer in order to spearhead and instigate awareness campaigns related to economic sustainable development projects and environmental issues.



## 8. TEAM



### **Quality controller - Germany**

Tony Aydin – never stops analysing information and dedicated problem solver. Having 15 years experience in quality control, nothing goes unnoticed by Tony.



### **Business development - Switzerland**

Louise Benz – Youngest ever Masters champion from the leading Swiss business schools in Lausanne. With already 5 years worth of hands on business experience within the international sporting federations and global travel associations, provides young fresh talent to the team.



### **Business consultant and psychologist - UK**

Berry Elgin – provides unique skill set that is indispensable when negotiating for new business and keeping the whole team in clockwork. Connoisseur in the fine arts of business consulting and management training.





## 8. TEAM



### **International relations - Germany**

Laura Lintz– Well versed in over 5 languages, Laura provides indispensable communication skills to connect and engage with our existing and new potential international partnerships.



### **Sales partnerships - Germany**

Denis Kurt – 15 years sales experience and responsible for delivery and execution of major advertising partnerships with some of the world's biggest sporting and global awareness events.



### **Business analyst - Switzerland**

Can Imak – always travelling and knows all the flight attendants by first name. 10 years experience with some of the biggest German automakers and financial institutions.

## 9. CONTACT

Email: [info@sportzcoin.com](mailto:info@sportzcoin.com)



## 10. DISCLAIMER

This whitepaper sets out the current and future developments of the **SPORTZ COIN** ecosystem and the \$SPZ token. The \$SPZ token is issued and managed by a dedicated entity wholly separate from **SPORTZ COIN** website. This whitepaper is made available solely for the purpose of providing information and is not a statement of future intent. The information contained in this whitepaper has not been approved by any regulatory authority and may be amended, updated, or otherwise modified at any time. In publishing this whitepaper, **SPORTZ COIN**, its related bodies corporate, its directors, staff and any other contributors make no warranties or representations of any kind, including with respect to successfully achieving the development or implementation of the technologies, innovations, or any other activities noted in this whitepaper, and to the maximum extent permitted by law, any warranties implied by law or otherwise are hereby disclaimed.

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The plans and projections mentioned in this paper may not be achieved, either in part or in whole, due to multiple risk factors such as (without limitation): changes in legislation or regulation, defects in technology developments, corporate actions, market or sector volatility, or the unavailability of complete and accurate information. In the event that changes to legislation or regulations make it illegal or commercially unviable to operate in a particular jurisdiction, some or all plans and/or technologies described in this whitepaper may not be deliverable to, or may cease to be offered to, users in certain jurisdictions.

The functionality of the blockchain protocols on which the \$SPZ token is issued falls under the control of third parties, and the parties operating these respective protocols are accountable for any malfunction or adverse changes to these protocols which may negatively affect the \$SPZ token. Other risks, such as majority mining power attacks, double-spend attacks, or advances in quantum computing may compromise the security and usability of these protocols and, by extension, the security and usability of the \$SPZ token.

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