hyppe
monetize your ideas

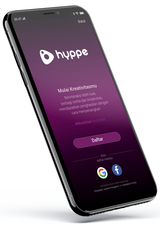
FactSheet 2021

What is Hyppe?

Hyppe is a social media platform created for content creators, in which contents ownership is supported by Blockchain and ad revenue sharing system that is fair and transparent. Hyppe ensures content creators have the best platform to share your work and earn more.

As a platform that uses **Blockchain Technology,** creating contents ownership authentication becomes simpler, easier and more reliable.

Hyppe will be a revolutionary blockchain project today in the world of digital contents, sharing profits in digital business to create a new revenue source and digital asset platform around the world.



Vision & Mission

Vision To be the first platform to guarantee the authentication of all digital contents. Become the first platform which globalizes all digital contents from various regions (100 billion hours to that market untouched). To be the first digital content sharing economy. Become a leading company that has the largest digital contents.

Mission Create a worldwide platform for digital content ownership authentication using Blockchain technology. Educate the importance of maintaining property rights, the perfection and value of digital contents. Make ownership authentication simple, easy and affordable for all digital contents. Creating a sharing economy to help content creators monetize contents and their followers to generate while enjoying the contents. Creating a digital assets ecosystem in managing across borders to reduce transaction costs and make payments quickly.

Internet and Social Media Users

TOTAL POPULATION OF ONTERNET AND SOCIAL MEDIA USER IN INDONESIA

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
272.1 MILLION	338.2 MILLION	175.4 MILLION	160.0 MILLION
URBANISATION: 55%	vs. POPULATION: 124%	PENETRATION: 64%	PENETRATION: 59%

Digital advertising in Indonesia is the second largest in Asean, reaching IDR 9 trillion

Indonesia's digital advertising is the second largest in Southeast Asia. According to the Integral Ad Science (IAS) report, spending on digital advertising in Indonesia will reach USD 639 million or IDR 9 trillion (USD 1 = IDR 14,214) by 2019.

However, digital advertising spending is threatened by the presence of digital waste in the form of advertising fraud (ad fraud), namely when their ad appears on fake websites. Such sites are deliberately designed to trick* visitors or engagements so that their owners can gain profits through digital advertising.

MONETIZATION ALGORITHM

Withdrawal Points:
Hyppe Point
in the user account can be converted into cash.

FOR EMBURSEMENT OF FUNDS
Open rupiah Bank Account which will be linked directly to that Hyppe Account which serves as a transaction destination when they send a request to convert points into cash.

In order to withdraw funds, the user account must have a minimum of USD 10. The estimated time it takes to process the withdrawal request is 3 days. The fee for amount per user is 5% Hyppe. Users will be provided with valid terms and agreements for withdrawals.

Hyppe **Point**
equal to
Hyppe **Credit**
(IDR Purchasing, Donations and Advertising)

1000 Hyppe **Point**
equal to
1 Hyppe **Credit**

User Benefits:
Friends Reference Posting Content
= 100 Hyppe **Points**
= 1 Hyppe **Points**

accumulated every 10 Likes

Title

Hondo Widjaja
Direktur Utama

Magin M
Chief Strategy Officer

Sammy Goh
Chief Operation Officer

Doris Halim
Chief Marketing Officer

BACKGROUND

PT. Hyppe Teknologi Indonesia is an information technology company that develops its core business, social media application, through the **HYPPE** brand with diversification and synergy as the business model.

PT. Hyppe Teknologi Indonesia is a software development company and mobile applications with a team of scientists, developers, world-class designers, mathematicians, engineers and creative teams.

We are motivated to build distinguished and functional digital products which will be the center of people's lifestyle in the industrial era 4.0 in creating, socializing and earning money for life and a better future.

We are proud to have the best creative team and renowned partners from all over the world, which support the development and branding of this application.

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Business Partner

- Google Play — Apps Market
- App Store — Apps Market
- BLOCKCHAIN — Technology
- Quyum.com — App Developer
- Tencent 腾讯 — Technology
- Indosat Ooredoo — Server & Data Center
- berdikari Insurance — Insurance Partner
- BPNI — Financial Advisor
- NRG We Identify to Simplify — Technolgy Division
- Xulu System — IT Solution

Insurance

berdikari Insurance

PT. Berdikari Insurance is a subsidiary of PT PP Berdikari which is a State Owned Company (BUMN) and became PT Berdikari (PERSERO).

PT. Berdikari Insurance is in the insurance business and provides the best services to policyholders. Berdikari Insurance is willing to pay underwriting services and other fees and also fully responsible if there is default on the project being carried out. PT Berdikari is a third party that guarantees every fund that is placed and used by PT Hyppe Teknologi Indonesia in developing the HYPPE application.

Private Placement

Issuer	: PT Hyppe Teknologi Indonesia
Type of instrument	: Fund Allocation Agreement PT Hyppe Teknologi Indonesia
Project Total	: as much Rp. 1.500.000.000.000 (One trillion five hundred billion rupiah)
Investor	: Individual / Institutional
Denomination	: Minimum Rp. 2.000.000.000 (two billion rupiah)
Main Type of business	: Software Development
Purpose use of fund	: Hyppe Application Development
Ownership Proof	: Fund Allocation Agreement
Offering methods	: Limited Offer
Time Period	: 12 months & 24 months since published
Payment	: every month
Compensation	: 8 -12 %
Amount Payment	: Amount placed will be repayed at due date
Repayment source	: Issuer's operating incomes and revenues
Default	: Default : A. Issuer's failure to pay or full settlement on the compensation due date. B. Liquidation of the company. in the event of default, this contract will be cancelled automatically and all funds placed will go through a claim process that is provided by PT Berdikari Insurance (Persero) through its payment bond
Taxation	: Refers to the Indonesia tax rules and regulations applies. Compensation Tax is paid by the Issuer
Transfer of rights	: This agreement is neither transferable nor traded to any party
Applicable Law	: Republic of Indonesia Law
Guarantee	: Issuer ensures that every allocated fund is covered by PT Berdikari