



LAMMAS CONCERTS

WHITEPAPER

V1.0

HOSTING CONCERTS GLOBALLY &
ENGAGING WITH THE CRYPTOCURRENCY
COMMUNITY

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EXECUTIVE SUMMARY

With declining album sales, the increase in streaming and limited touring capacity, artists' revenues have been declining sharply, yet fans are starved for interaction and are looking for a more personal connection with their beloved musicians.

Events globally are moving online – especially in the last year. The Belgian mega rave Tomorrowland went online in 2020 and sold over 1 Million tickets. People threw parties in their houses, invited their friends and partied like they were there. This is now becoming mainstream and the potential here is enormous.

Animal Concerts is a division of Animal Entertainment Group that capitalises on the traditional concert model and gives it new life through integrating blockchain and other digital technologies. This includes:

- + Focusing on online streaming and LIVE concerts to mass audiences
- + VIP passes to the in-person concerts - auctioned as digital collectibles
- + Sponsorships & Partnerships
- + Marketing, Data & Advertising opportunities

OUR SOLUTION

We will host concerts for big name artists and stream it online to an almost limitless audience globally. We are creating brand new revenue streams for artists, and new and interesting ways for fans to interact with them – bringing artists and fans together we are solving the problem from both sides. We already have agreements with several household name artists for concerts later in the year, with many more Tier 1 bands and DJ's under negotiation.

REVENUE POTENTIAL

A big artist can easily sell 100,000 tickets for a venue in just one city – opening this up to the entire world via online streaming – we can sell millions. Once we have an active community of millions, the potential for additional revenue streams in advertising, promotion and partnerships is massive. We can have Super Bowl style sponsors, partner with entertainment or crypto companies, and we already have lines of additional merchandising in the works. Even the data we can collect via optional surveys in exchange for free tokens, is incredibly valuable from this most desirable demographic.

Every band has an army of fanatical followers we can bring to our community. We will have entire lines of merchandising for each artist and sell VIP tickets to the intimate venues where the concerts are performed, and we can produce and sell collections of NFT's on the artists behalf. GenZ are used to buying digital assets like in-game spending. Many kids today prefer to spend money on digital assets rather than purchasing physical goods themselves. We can sell them a T-Shirt from a concert, and then they can wear this T-shirt on their Avatar in their favourite game.

CREATING AN UNPARALLELED EXPERIENCE

We will bring artists and their fans closer together on our platform creating new and innovative experiences and opportunities to trade. We are also going to incorporate Virtual Reality into our concerts by putting several 360 Degree cameras on stage, the viewer can use a VR headset to get a truly immersive experience like they are on stage with the band, but from their own living room.

UTILITY

Our Animal token will be the Digital Currency for our ecosystem where people can buy concert tickets, merchandise, NFT's and other products right from the app. It will also be the currency used by our sponsors and partners want to do business with us, thus solidifying real token utility in the long term.

ON A MASSIVE SCALE

Our contracts with the artists include many social posts on Instagram/Facebook/Twitter mentioning us – some of these artists have 20 million+ followers. We are aiming to have the biggest social following of any cryptocurrency – as no other coin has the mainstream reach we will have by using big name celebrities as our marketing arm. We will also sell tickets via Ticketmaster, Eventbrite and Resident Advisor, ensuring fans who follow their favourite artist on these platforms, will be notified about a concert but not just in one city – but all around the world. Our token will be listed on premium reputable exchanges so that we are open and accessible to everyone.

OUR AMAZING TEAM

We have built a very solid team of experienced experts and entrepreneurs from industries like technology, finance, real estate and media – but also experienced bookers in the music industry – coupled with experts on blockchain and NFT's to help us achieve our goals and roadmap. We are working hard building the plan for the concerts, the technology, marketing & promotion and we will work tirelessly to make our vision become a reality. We have some significant targets and goals but we have the team, the energy and the ambition to make it happen.

THE OPPORTUNITY

We are now beginning our presale to select clients, starting at \$1,000 – with additional discount for \$100,000 and \$1,000,000+ spend. We want serious Buyers who see the potential in this venture and believe in the vision and the team behind it. We want to raise a significant sum to build the world's best concert streaming and NFT platform, book dozens more tier 1 bands and musicians, do world class marketing and PR, and become the first ever household name company in the space.

PROTECTING BUYERS

We are working hard to ensure our token has stability and success in the long term. Token buyers will be vested to bring stability to the token and avoid early dumps, and we are working with liquidity providers to launch on a significant number of top tier exchanges for maximum exposure. Our budget includes significant spend to get listed on Binance and other top tier exchanges, and between the close of the presale and the ICO, we will be booking dozens more artists and then start a large scale marketing campaign with the bands, exchanges and influencers prior to the tokens becoming available to strengthen demand before the token launch.

JUST THE BEGINNING

Animal Concerts shows incredible promise on a multitude of fronts: Revenue from ticket sales, Advertising, Promotion & Merchandising, and even NFT's but also with real token utility across the entire ecosystem. Household name artists will be promoting us to our fans helping us get exposure to the masses quickly like no other Cryptocurrency. With many more avenues for additional revenue potential in video games, art and in person concerts – we are incredibly excited about the phenomenal possibilities of this project. If you believe in our vision and want to be part of our journey from the beginning as a partner or by purchasing our presale tokens, please get in touch to schedule a call – and we look forward to having you with us on this very exciting journey.



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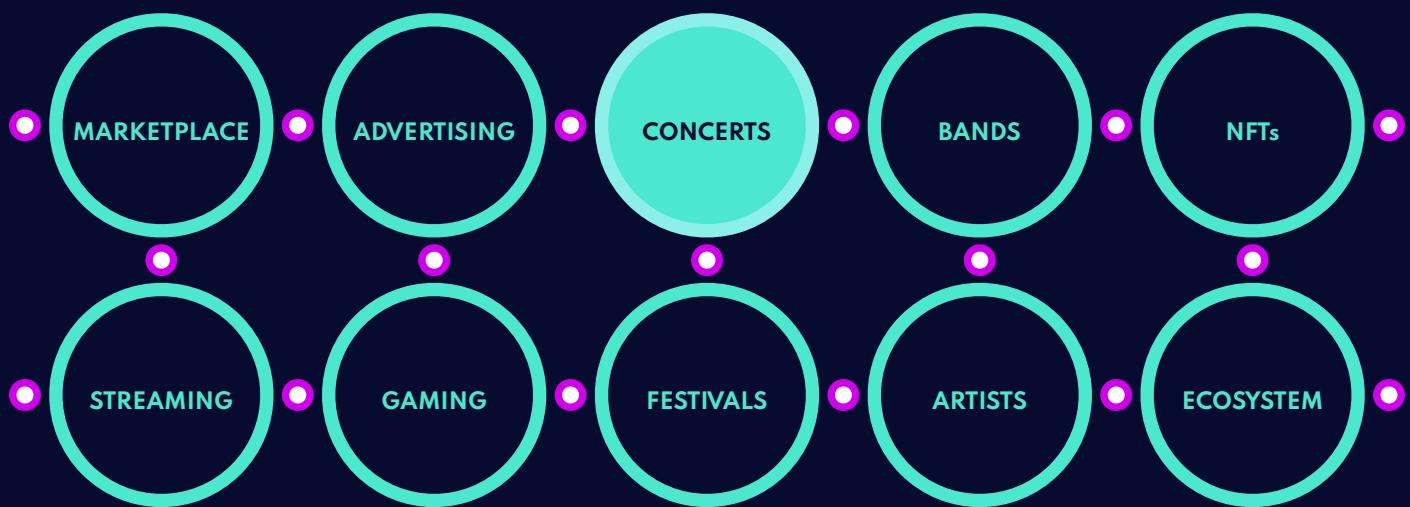
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ANIMAL ENTERTAINMENT

HOW WILL ANIMAL ENTERTAINMENT GROUP RESHAPE THE INDUSTRY

Animal Entertainment Group is expected to reshape the entertainment industry. In doing so, we see revenues being generated through a combination of strategic initiatives:

- + To bring online streaming concerts to the next level
- + Book 40+ top tier artists for concerts and have them promote our brand and platform
- + No other crypto platform will have this many A-List Celebrities onboard
- + We will have the biggest social following of any cryptocurrency
- + Multiple revenue possibilities by expanding into Art, Music, Video Games & NFT's



However, we continue to evaluate strategic priorities periodically and envision for Animal Entertainment Group to evolve over a period of time. For ease we have detailed each revenue section in further detail.

WHY SHOULD CONCERTS USE A CRYPTOCURRENCY

Banking and payment systems are inefficient and outdated. Using our native Animal Tokens you can easily jump on an App and make accurate & fair payments to participants or artists involved. No longer do we have to wait to "wire transfer" or worry if the banks are open during weekdays. Animal Tokens provide the platform for dedicated fans to directly invest, whilst artists get compensated via the Artist to Audience protocol.

This is the first step that Animal Entertainment Group is conducting to reshape the industry. But let's also address the elephant in the room; cryptocurrency is considered more attractive to the next generation of consumers, those who grew up as digital natives.

"CURRENCY IS JUST ONE TINY LITTLE ASPECT OF [CRYPTO]. IT'S ABOUT CHANGING HOW WE INTERACT IN A BUSINESS SETTING."

GRAMMY-WINNING ARTIST RAC.

MUSIC ENTERTAINMENT MARKET

AT A GLANCE

\$3 BILLION

2021-2002
LIVE MUSIC GROWTH
BUSINESSWIRE MARKETS

\$29 BILLION

2021 GLOBAL LIVE
MUSIC MARKET
BILLBOARD MUSIC RESEARCH

\$31 BILLION

2022 GLOBAL LIVE
MUSIC MARKET
PWC'S GLOBAL ENTERTAINMENT & MEDIA OUTLOOK 2018-2022

19.9%

STREAMING
GROWTH

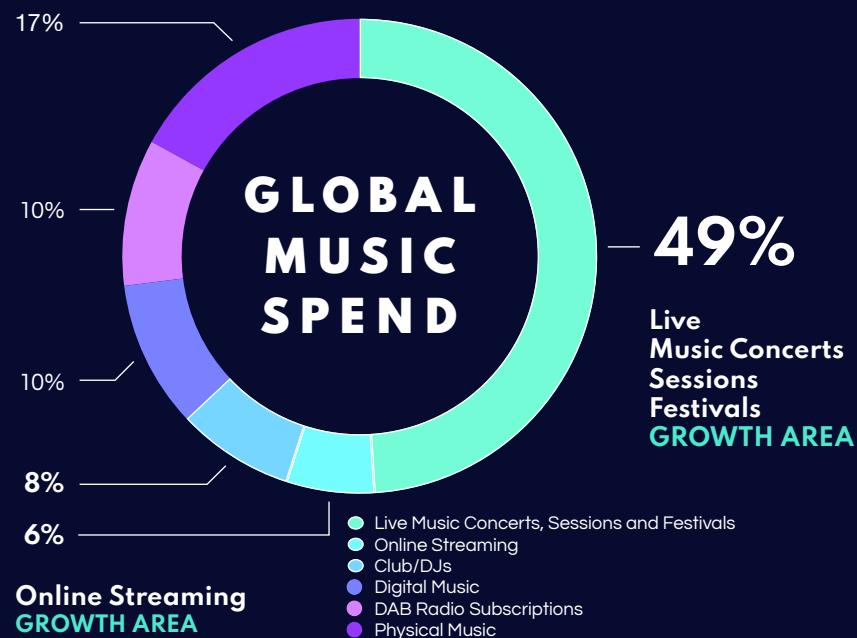
Music industry revenue shift from physical and digital sales to streaming, live events and VR represents the highest level of engagement and revenue opportunity for interactive music streaming.

Animal concerts is especially well placed to offer the most unique service and marketplace offering live, streaming and VR, partnering with the top 200 artists, brands, agents and concert organisers.

A key segment for Animal concerts is VR; **Citibank estimates the VR Market will reach \$1 Trillion USD by 2035.**

LIVE CONCERTS AND FESTIVALS CONTINUE TO DOMINATE

Animal's live, streaming and VR concerts feature the biggest artists offering brands and sponsors a new, engaging and robust value proposition.



AN INTERACTIVE EXPERIENCE



Voice Chat,
Messaging
between fans,
groups, bands and artists



Search and Filter event
attendees, locate friends
attending this event that are
within 1 mile of your location



All our events will be live
events with VIP tickets to
sound checks, meet and
greet and backstage
passes



Watch together,
Emersive AR and VR
Join friends and
Events, Invite,
Favourite



Easy to purchase and attend
events. Supreme customer
experience.
Discounts for using
ecosystems currency in our
marketplace



Interact, voting and tipping
favourite artists, collect
unique collectibles and NFTs
Rewards for regular
engagement and attending
multiple events

Animals plans to offer realistic synchronous communication with other users, allowing people to enjoy experiences together from the ends of the world. You may look at each other during the event. Such features serve to simulate the communal experience of attending live events with friends.



ARTIST AND MUSIC FUELLED COMMUNITIES

ARTIST FANBASES PROPELS STREAMING GROWTH

Music events are about experiences and music concerts are synonymous with visually delightful experiences. Our platform and marketplace add many layers of engagement to the musical experiences. Music historically drives new platform use because of its universal appeal. For example, the fan base of the top video game is dwarfed by the artist fan base of leading artists and bands.

We will have agreements and confirmed bookings with the world's top 50 bands and artists, working with the best agents and organisers to hold 200 spectacular events in our first year.

One such partner AMA Music organises over 300 music events per year.

Our artists want to work with Animal Concerts because we offer far better opportunities to engage with fans and reach new communities and significantly greater than industry standard revenue shares.

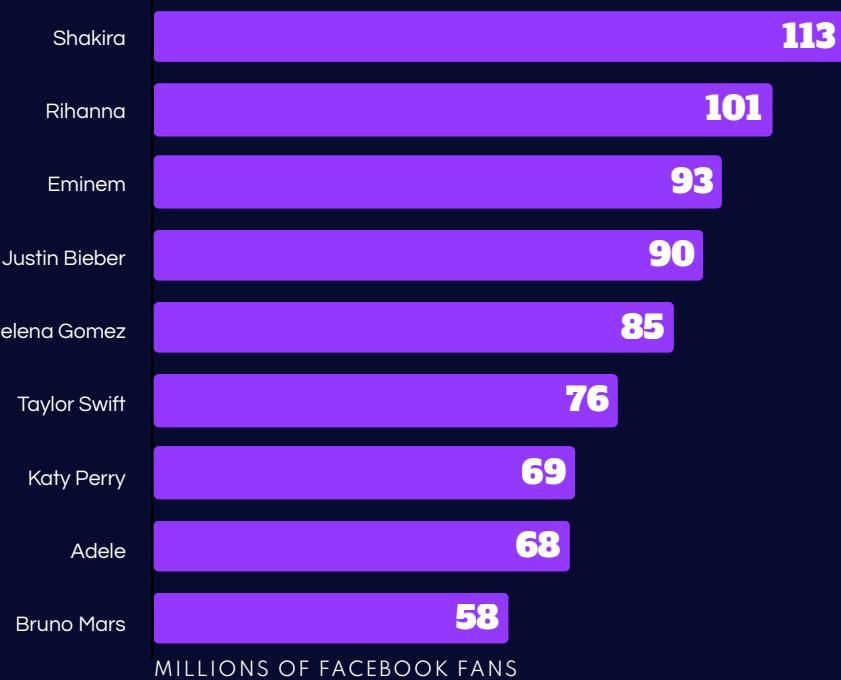
ENGAGEMENT ANALYTICS

Animal's backend analytics will provide deep insights, interaction time, heat maps and other engagement telemetry on how users are interacting during events as well as media views, news, artist social media posts and content launches are announced with our community and marketplace. Our platform roadmap includes auto reporting and other label, content creator services such as rights management, publishing and NFT sales.

Our dashboard provides aggregated transaction and user reports across multiple platforms and devices, all of which will be available to export and visualise for artists, brands, sponsors and partners to gain special insight. Since these behaviour maps are generated through our platform controls, it is possible to record the details on the blockchain, making it highly effective for measuring engagement and creating transparency in reporting.

Artists and Bands are contracted to help promote their events on all social media platforms (10 posts each). Standard contracts include 20 meet and greets, 50 backstage passes, 10 VIP passes. NFTs will add millions to our marketplace revenue. Typical NFT contracts include 100 signed guitars, signed lyrics and backstage passes as NFTs to the holders NFT ticket.

MOST POPULAR MUSIC ARTISTS



GLOBAL MARKET OVERVIEW 2020

Users want to engage with their favourite artists and are demanding the next unique, interactive experience.

In 2020, the global recorded music market grew by 7.4%. This marked the sixth consecutive year of increasing revenues, thanks to a continued rise in paid subscription streaming revenues which offset a decline in physical and performance rights revenues.

There was growth in eight of the top 10 markets globally, largely driven by streaming. Revenues from subscription streaming, in particular, increased across the board.

Record companies' ongoing hard work and investment laid the foundations for a now predominantly digital industry and helped to ensure its resilience against the extraordinary circumstances of 2020. Record companies have continued to invest in artists, as well as in their own infrastructure and networks around the world, to drive the development of the industry. Alongside this, they have engaged in diverse methods of bringing music to fans across a range of digital services, ensuring that there are more opportunities than ever before to experience music.

Other sources of music income, especially live music, have suffered during the pandemic. Social distancing restrictions have severely impacted the live music market. For example, Live Nation, a leading live entertainment company, experienced a 98% year-on-year revenue decline in Q2 2020, driven by global concert shutdowns. Live Nation management expects concerts to return to scale by summer 2021. Goldman Sachs projects live music revenue will recover to pandemic levels by 2022.

UP 7.4%

GLOBAL RECORDED MUSIC MARKET GROWTH

DOWN 10.1%

PERFORMANCE RIGHTS REVENUES REVENUE DECLINE

UP 19.9%

STREAMING GROWTH 2021

443M \$USD

USERS OF PAID SUBSCRIPTION ACCOUNTS

62.1%

STREAMING SHARE OF GLOBAL REVENUES

UP 18.5%

GROWTH IN PAID SUBSCRIPTION STREAMING REVENUES

The music industry is nothing if not resilient, having experienced a dramatic turnaround over the past five years. Technological advances driven by streaming had ushered in a period of growth. However post pandemic new revenue streams are what's needed to complete a recovery and to grow further.

A RETURN TO LIVE CONCERTS PAIRED WITH STREAMED EVENTS

After a definitive halt to live music events in 2020, fans will be itching to see their favourite musicians live, surrounded by the ambiance that only an in-person concert experience can provide. Live music events will change to introduce AR, VR, and event streaming 'everything everywhere' at scale. The music industry doesn't have to stick with one specific way to tour. Drive-in concert events, intimate and unique at-home live streams, and other adaptations to the concert experience give performers ways to ease into the live music scene again and to revive earnings.

As with the music genre crossover and the mood-setting aesthetic that people crave, there'll also be an increase in festival gatherings. Various artists will come together and provide a multi-faceted experience that will introduce fans to music in the same way genre-less playlists and algorithms aim to with technological innovation.

Fans drive music industry trends. With more people using Animal Concerts, a first-hand platform to share their thoughts, preferences and dislikes directly with artists and execs at major record labels, it makes gathering data easier to make smart decisions that benefit all. As with any music trends that've been popular in the past, it requires leading the pack in what's popular in the moment and then learning how to capitalise on it for the long-term.

Our research and experience tells us that blockchain will accelerate and enable further technological advancement. Not least the building of artist led communities and fanbases that have insatiable appetite for live and streaming concerts, events and festivals

Animal takes Interactive Voting to a "next level" experience allowing them to vote for the best parts of the show, with feedback to the artist. Enabling them to vote on all content released by the artist to their community.

Our events and experiences are the catalyst needed to revive the industry and introduce new capital which until now has been focussed on music IP investing and acquisitions.

2020 IN NUMBERS

In 2020, recorded music revenues totalled US\$21.6 billion, an increase of 7.4% on 2019 and the sixth consecutive year of growth. Growth was driven by streaming revenues – particularly paid subscription streaming – which more than compensated for declines in revenues in other formats. **A deep dive look into the formats tells a different story. The music industry is suffering and so are artists.**

ANIMAL CONCERTS IS THE VITAMIN SHOT TO REVIVE MUSIC

STREAMING

**UP
19.9%**

It was a strong year for streaming and revenues grew by 19.9% in 2020 to US\$13.4 billion. Paid subscription streaming was the key driver of this, growing 18.5%. Streaming was the dominant format and accounted for 62.1% of global recorded music revenues. It represented more than half of revenues in 48 markets worldwide, an increase of 12 markets from 2019.

**DOWN
15.7%**

DOWNLOADS AND OTHER DIGITAL

Music consumption continued the move from an ownership model to an access model in 2020 and revenues from downloads and other digital fell 15.7%. Revenues from permanent downloads declined 17.3% to represent less than 6% of total revenues and just over US\$1.2 bn.

**DOWN
10.1%**

PERFORMANCE RIGHTS

Revenues from performance rights – use of recorded music by broadcasters and public venues – declined by 10.1% in 2020 as the COVID-19 pandemic impacted public performance revenues, interrupting more than a decade of continuous growth in this sector.

**DOWN
-9.4%**

SYNCHRONISATION

Revenues from synchronisation – the use of music in advertising, film, games and TV – declined by 9.4% in 2020 due to production delays resulting from pandemic restrictions after growth in 2019 of 4.4%. Sync's share of total global revenues (2.0%) was slightly lower than the 2.4% recorded in 2019.

**DOWN
4.7%**

PHYSICAL

Physical revenues fell by 4.7% in 2020 to a total of US\$4.2 bn. This was a slightly slower rate of decline than the previous year (5.3% prior year). Alongside a reduction in revenues from CDs (down by 11.9%), vinyl had a very strong year and revenues grew 23.5% compared with 6.1% in 2019.

REAL WORLD EARNINGS POTENTIAL

TRIPLE DIGIT \$M ARR FORECAST

A big artist can easily sell 100,000 tickets for a venue in just one city – opening this up to the entire world via online streaming – we can sell millions. Once we have an active community of millions, the potential for additional revenue streams in advertising, promotion and partnerships is massive.

- + Selling concert tickets; targeting sales in the millions of tickets, at \$10-15 per producing repeatable extremely high margins on an incrementally lower cost base, leading to a healthy 10x CAGR when compared to current industry benchmarks
- + Building and enhancing blockchain communities; offering crypto natives new experiences. Appealing to non crypto natives via social media. Our CAC (Customer Acquisition Cost) is as low as possible. 100s of millions of people are crypto native music fan and we will deliver the best experiences to all fans
- + We will sell merchandising for bands through our platform replicating the existing model at concerts with none of the drawbacks with stock levels and margins
- + Creating Unique Limited Edition NFT's especially prepared for a band has multi million MRR potential
- + We are working with bands to offer 100s of creatives from each band or artist including images from previous concerts, signed guitars, handwritten music and other amazing items
- + We will directly appeal to big brands generating advertising revenue whilst generating brand loyalty with Super Bowl style ads at start and end of concerts
- + With the help of our growing audience, community and fan base we see multiple opportunities to add promotions and sponsorships both inward and outward facing adding yet more revenue growth
- + Partnerships and collaborations; we are already seeing related businesses and partners wanting to use our platform for a number of the opportunities we have spoken about above. In addition there are a number of technical partnerships to expand our reach and capability further in areas such as multi chain interpretability, multi wallet compatibility, asset and token custody, payments and asset exchange
- + Keeping customers' data safe is our first data priority. However with customer permission we will use Identity and purchasing behaviour data to offer customers better rewards, deals and experiences. We are working with Basic Attention Token to collect detailed and valuable datasets
- + We offer simultaneous streamed gigs into multiple venues. Fans can experience more than 1 gig per night with on demand access to their favourite DJs, Bands and Artists.
- + We will offer concerts dedicated to schools, colleges and universities. We know this is a ready made, eager market for us given positive feedback from top UK and US universities and colleges.

MAXIMISING TOKEN UTILITY FOR ALL

Our Animal token will be the Digital Currency for our ecosystem where people can buy concert tickets, merchandise, NFT's and other products right from the app. It will also be the currency used by our sponsors and partners want to do business with us, thus solidifying real token utility in the long term.

PLATFORM AND PLATFORM UTILITY

- + For smaller stadia and venues we will charge a per event fee similar to Sky Box Office Commercials Distribution Agreements to receive the event or concert stream. We recognise this significant potential to scale. However **venues can earn back tokens if their sell out in record time, each time**
- + Centralised and decentralised streaming services pay to be a recognised supplier and one of the hosts or access portals to a streaming experience - they can also be **rewarded with tokens in line with the quality of their streaming service when they join our platform network and protocol** - ensuring we deliver the best experience possible - its a win for all!
- + Promoters, distributors and sales agents earn tokens for faster than agreed sales of tickets vs their contract, their contract replicated in a smart contract - encouraging a healthy amount of competition with transparent and fair terms
- + This solves a number of existing concert ticket sale website issues: Ensuring buyers can buy when they want, accessing platforms without issues so we experience fewer abandoned purchases. Fans who often fail to get tickets to traditional events we feel your pain
- * Token rewards encouraging partner platforms promote us and deliver the best technical service and experience, in doing so, fans and artists will naturally gravitate towards those that perform the best, offer the best price whilst offering the best service
- + We are working with a number of global infrastructure providers. They will accept FIAT and tokens from us - ensuring **our cost base does not increase significantly with scale**
- + Complimentary additional marketplaces add to our distribution and sales reach to sell content, digital merchandising and NFTs accepting FIAT and tokens, **offering discounts and rewards with tokens**
- + NFTs as a service: to bands, publishers and record labels and media organisations from inception to custody to distribution to recovery
- + We assist a number of non crypto native businesses become crypto native and they pay us for our platform services.
- + Exclusive brand launches with our digital partners with unique digital content to be featured in games and online worlds - offer fans access to the latest big brand digital NFT trainers sold alongside the physical pair or instead of the physical pair
- + Advertisers, Brands and Partners can purchase the Animal Token in order to advertise with us at preferential rates and select times

IN SUMMARY ANIMAL ENTERTAINMENT IS THE DISTRIBUTED AND DECENTRALISED STREAMING SERVICE FOR CONCERTS AND LIVE EVENTS

THE WAY WE THINK ABOUT TOKEN UTILITY

Fans, artists and partners alike should benefit from animal token and its extensive use - it's that simple.

- + Purchasing tickets; Paying with our tokens generates a discounted price. The discounted rate based on loyalty and history, similar to a weighted discounted cashflow model
- + 'VIP evangelists' and Animal community contributors; our VIP members accrue loyalty discounts faster and in greater quantity. Contributions include becoming genuine positive voices, affiliate ticket sales, affiliate social media followers, posting on social media and reviewing their experiences online
- + VIP members; receive exclusive access to limited run tickets, limited edition merchandise, content and artists music, releases and other unique materials and collectibles - related to your favourite bands and artists
- + Members tiering to VIP levels based on their ticket purchases with tokens and viewing history leading to ever greater rewards and discounts
- + ALL Members earn tokens through viewing; the more you VIEW the more you EARN
- + NFT's: We are creating a catalogue of 40 digital assets for the bands most passionate fans to collect. Each ticket will be an NFT itself
- + Rewards and competitions: The Animal Token will be paid out for qualifying rewards and competitions
- + Service providers and partners in our ecosystem can redeem tokens for FIAT

THE MORE YOU PARTICIPATE IN THE ANIMAL ECOSYSTEM THE MORE YOU CAN EARN AND BENEFIT FROM FURTHER TOKEN UTILITY.

ADVANCING PUBLISHING RIGHTS

MODERNISING CONTENT DISTRIBUTION AND PAYMENT FOR CONTENT AND SERVICES

Leveraging blockchain we simplify content distribution and enable more effective payments across the community. This will improve transactions between artists, vendors, fans, and other content producers or services providers.

We plan to share a percentage of our earnings among stakeholders, meaning that content producers and artists receive value and rewards. This in turn creates economic stability for content producers and artists.

An individual's contributions to the staging, development and performance can be tracked and linked permanently using Animal Entertainment Group's ecosystem, which runs on blockchain.

Content can be digitised, release and automatically distributed using smart contracts. Vendors, artists and consumers can interact and do business with one another in one ecosystem.

Contracts hold parties to account to deliver their obligations, they ensure consistent distribution of rewards and enable the fair sale of goods and services directly to the specific fanbase.

This rewards the community for their support and loyalty with merchandise and product opportunities.

Blockchain technology has the potential to remove intermediaries from the equation ensuring the link between supply and demand is immediate, direct, and immutable. With Animal Entertainment Group running the foundation of the network ensuring content delivery and commercial opportunities are marketed to both consumers and artists (producers).

With blockchain, artists will be able to track their content distribution through our ecosystem and benefit from network and community payment systems for consumers and fans. Artists can create special edition pieces effectively becoming their own content distributors, as the first point of contact for fans to interact with them and their artistry

Accessory products including merchandise and unique digital content will be created to increase awareness of an artist and or their new content and latest creations. Helping to keep consumers engaged in an artist's story.

BLOCKCHAIN ENSURES FAIR RIGHTS DISTRIBUTION AND THE UNIQUENESS OF DIGITAL CONTENT IS GUARANTEED

A decentralised ledger can be programmed to allow certain access to fans under certain conditions (eg. special releases or special performances.) However, it's also the enabler for artists to conduct any transaction with fans to further enhance their reach and their bond with their fanbase.

Our ecosystem powered by will simplify the tracking of all interactions, touch-points, content, and transactions, whilst enabling the creation of digital memories that can be shared by fans and their beloved artists.

THE ROLE OF SMART CONTRACTS IN THE FUTURE OF AUTOMATION

Smart contracts are not just for financial transactions, to extend commercial opportunities and sharing of revenues. Animal Entertainment will use the blockchain to carry out agreements and tasks. This ensures obligations are maintained with suppliers and forge trust and transparency and fairness in sales and arrangements with customers. Smart Contracts can be attached to any interaction or purchase, enabling Animal Entertainment to track use and loyalty on a constant basis with fans and artists.

"ARTISTS CAN CREATE SPECIAL EDITION PIECES EFFECTIVELY BECOMING THEIR OWN CONTENT DISTRIBUTORS, AS THE FIRST POINT OF CONTACT FOR FANS TO INTERACT WITH THEM AND THEIR ARTISTRY"

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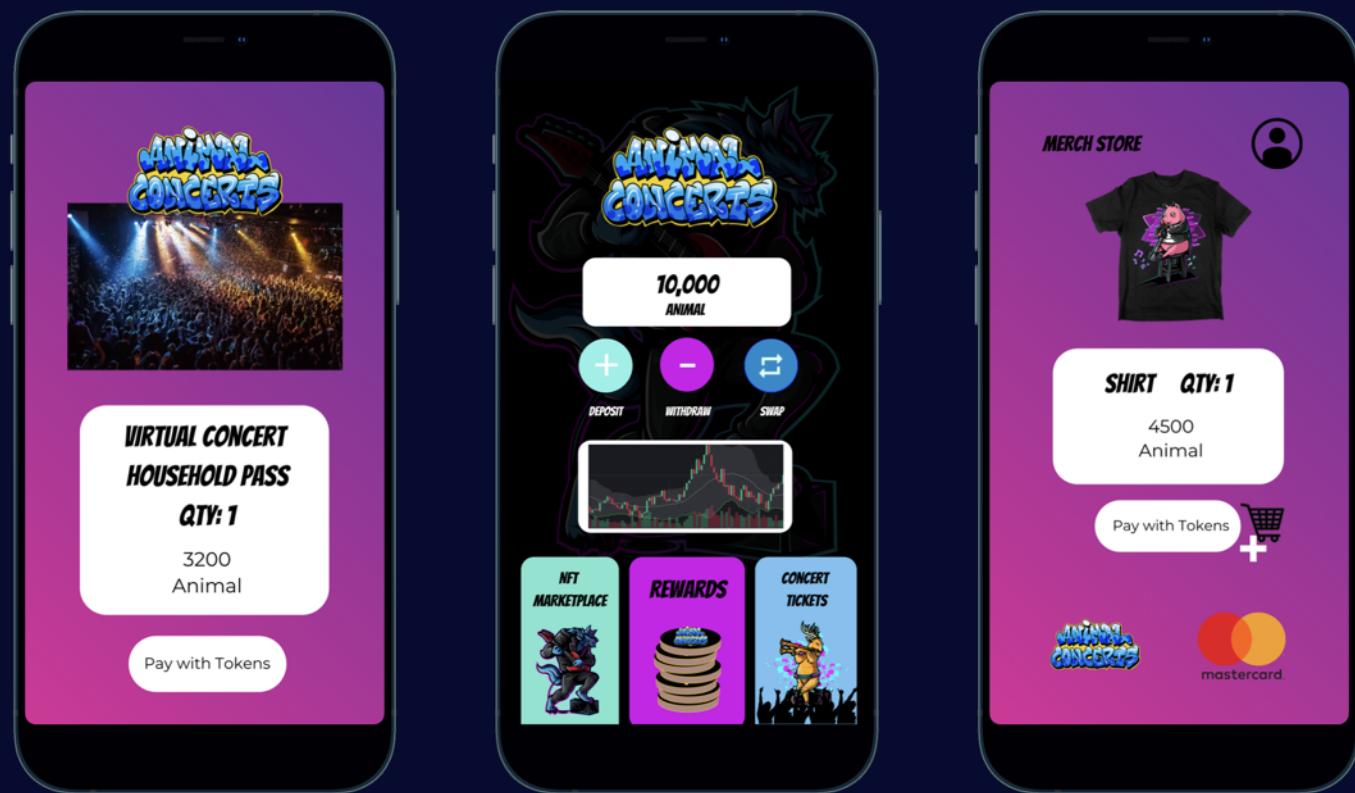
THE ANIMAL SMART WALLET

Our chosen blockchain will ensure a secure payment system for fans, vendors, service providers, sponsors, and artists by using smart wallets. Our encrypted wallets will be able to trade in our token and in time directly with FIAT as an alternative.

Participants in our ecosystem will be incentivised to use the native crypto token through discounted rates compared to FIAT when used to pay for goods and services within the Animal ecosystem. Equally, artists and suppliers will receive a premium if they choose to be paid in tokens instead of FIAT.

Ultimately, our token ecosystems ensures that we share part of the reward with our community whilst removing third party payment services like Apple and Google that only demand a premium for a very narrow service layer.

NEAR TERM ROADMAP: WE WILL PAY THE SIGNIFICANT SUMS NECESSARY TO BE LISTED ON TIER 1 AND OTHER PREMIUM REPUTABLE EXCHANGES.



*This mockup may not reflect the final design



DIGITAL PROPERTY MANAGEMENT

AN ADDED BENEFIT WITHIN OUR ECOSYSTEM

Our platform is the catalyst for the digital music and streaming ecosystem by providing intellectual property rights. Animal Entertainment ensures that all 'actor' rights are maintained without bias or favour. Meaning that digital content can finally enjoy the same natural protections as physical content.

In the past this has prevented artists from earning royalties on secondary sales and lending fees. Even well known digital music platforms have avoided royalties through legal and usage loopholes.

Our network maintains the rights of all ecosystem participants especially the artists and consumers. Our platform offers an opportunity to make artists content and content owned by consumers already more valuable than ever before by monetising its consumption and use, this is only the beginning of what can be done with our technologies.

Animal Entertainment enable a world where artists can share and create content and sell this content to anyone who demands it. We enhance relationships with brands and sponsors looking to support events. Artists can also release, track and control free content to their fan base.

Animal Entertainment will emerge as the most secure way of storing, streaming and delivering Artists content and performances to their fan base and audiences electronically. Once a story is written, it can never be changed without leaving behind a trace. The AnimalChain records every transaction and interact with all artists and content in the ecosystem, so no one can duplicate or steal creations and content to reap profits from artist's hard work.

We are blockchain agnostic and believe in interoperability. We are working on a multi-chain basis. Our chosen blockchain will ensure a secure payment system for fans, vendors, service providers, sponsors and artists by using smart wallets. Our encrypted wallets will be able to trade in our token and in time directly with FIAT as an alternative. Our token will represent a discount to FIAT when used to pay for goods and services within the Animal ecosystem. Equally our token will represent a Premium to FIAT for artists and suppliers if they choose to be paid in tokens.

Ultimately our token ecosystems ensures we share part of the reward with our community whilst removing third party payment services like Apple and Google that only demand a premium for a very narrow service layer.

ENSURING DIGITAL RIGHTS ARE SECURE, UPHELD AND MAINTAINED

Animal Entertainment will ensure productive copyright. One problem that has long plagued the publishing and distribution part of the music industry is literary theft. Stealing artist's work with Animal Entertainment DRM is now impossible.

Our technology automatically adds timestamps, originator and ownership stamps to published materials, content and creations. These contracts define the rights on who can access the content, when, how and under what circumstances. This incorporates who owns the content, who originated the content and what is permitted for distribution.

Our protocol is significantly more effective than traditional methods which in this technological era have proven inadequate and frequently hacked by those with low levels of technical expertise. Current copyright and digital protections have little to no purpose and to not achieve their goal in todays increasing complex digital world.

Our foundation and network rules protect rights for fans, artists, contributors and connected businesses. Artists and fans are able to trace the ownership of property back through the record of ownership using embedded easy to read, transparent smart contracts. All blockchains are immutable, meaning that records of origination, ownership, rights and transactions can't be manipulated or deleted.

MERCHANDISING

SUMMARY

Animal Merchandising is a division of Animal Entertainment Group which partners with world-class musicians to create additional merchandising opportunities through combining the traditional concert model with blockchain technology. This model involves acquiring the rights to sell merchandise via concert deals. Artists are searching for additional revenue streams. Animal Entertainment Group intends to host over 200 concerts with over 1000 artists annually to mass audiences in person and online.

THE MARKET

Last decade, the merchandise industry continued its booming growth as the sales of music merchandise increased from \$2.79 billion in 2015 to \$3.1 billion in 2016.

Companies diversified their business model into this cash cow, as seen by how Warner Music Group in November of 2018 spent \$180 Million to buy Germany-based music merchandise maker EMP Merchandising. Merchandise has the potential to build such loyal followings that similar companies can even sell novelty items like "limited edition bricks" as is the case with the clothing brand Supreme, or branded board shorts and jackets in the thousands of dollars.

OPPORTUNITY

There are tens of millions of fans who want a richer experience of their favourite artists. When unable to attend concerts live, they often turn to purchase merchandise to feel more connected to their beloved band.

Through a high volume of concerts we will provide a platform to expand a mass of opportunities for merchandising products for both fans and artists via the blockchain. Two examples of this are Disney's purchase of Marvel merchandising rights and Apple's purchasing of Beats by Dre headphones. They both took a great product with a loyal fan base and gave it greater exposure. We intend to do the same with artists in our ecosystem.

ADVERTISING

SUMMARY

Animal Advertising is a division of Animal Entertainment Group that capitalises on the traditional model of advertising and gives it new life through integrating blockchain and other digital technologies. Most concerts are lacking in advertising space, such as Super bowl-style ads. We are looking to bring the ad space to the concert industry.

We maximise effectiveness by ensuring our ticketing provider sends targeted emails to fans based on their purchase history whilst not annoying ones who are less likely to be interested. The customer journey is optimised by automatically syncing with sites like "Bandsintown" to have a seamless one-click journey right from the alert to the ticketing site of their favourite artist.

THE MARKET

- When they're not actively searching out new shows, hardcore festies are reading about and talking about shows on news articles and social media,
- Forty-five percent of hardcore festies have discovered a festival through online advertising campaigns.
- 54% have discovered festivals via radio or TV ads. Keep these digital spots targeted, and be sure to track your ticket sales by region to measure your ads' results.
- The traditional advertising model has been struggling ever since consumers shifted from watching tv to using streaming services. A 30-second commercial in the Super Bowl topped \$5 million this year which was half the cost of production. TV consumption has dwindled, especially among younger viewers.

ENHANCED ECOSYSTEM ECONOMICS

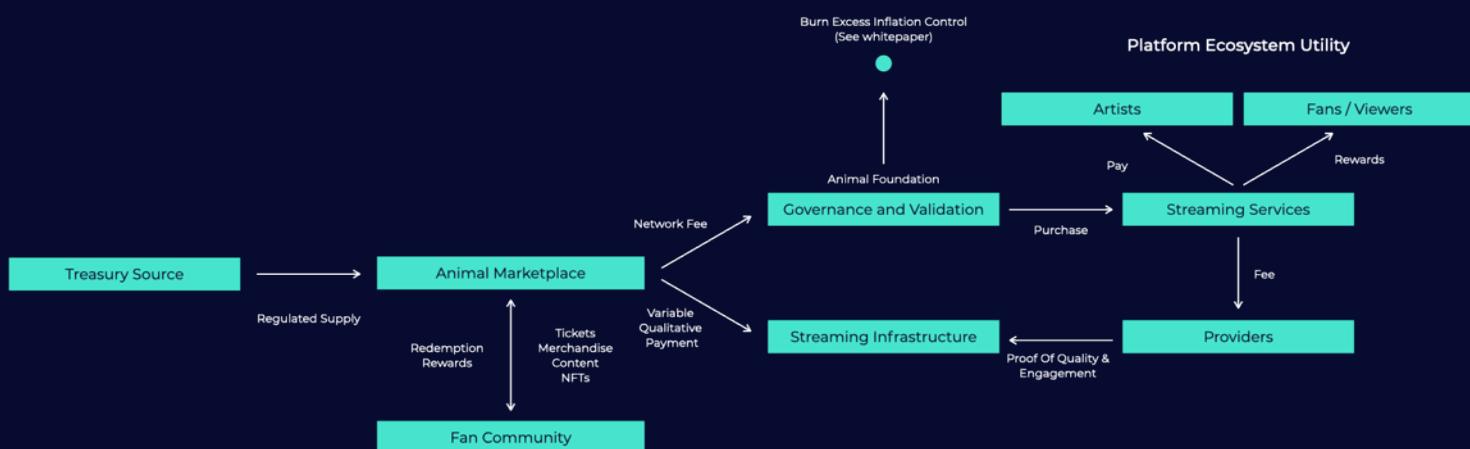
The overarching goal of the Animal Entertainment crypto economics design is to properly incentives and reward all Animal Network ecosystem stakeholders, and thus ensure the security and utility value of the Animal network.

Our Mainnet 1.0 will introduced an Animal Token inflation reward of 2-3% per year for Animal staking as shown in Diagram 1 below, which incentives token holders to stake Animal to validators and streamer nodes, and thus secures the blockchain network through Animal's multilevel-BFT consensus mechanism.

In addition, streaming platforms purchase Animal tokens in order to incorporate Animal's A2A (Artist to Audience) video delivery protocol into their infrastructure, reward their community for sharing bandwidth and as a payment method to the foundation, platform, artists, content creators. We plan to extend the protocol to reward edge nodes (such as those in the link below), another important network participant responsible for providing video delivery services as shown.

ENHANCED ECONOMICS INCLUDE NEW ANIMAL TOKEN INFLATION, STAKING AND BURNING.

So for a 4% initial fee this covers, Issuing, Transferring, Governance and Administration of Tokens. Of that 4%: 1% Liquidity, 1% Burn, 2% Team / Development



LEVERAGING EDGE NETWORK

EDGE IS THE FUTURE OF CLOUD

They are a peer-to-peer server-less infrastructure, powered by blockchain technology and built using the spare capacity all around us.

OWNED BY EVERYONE

Anyone can contribute to the Edge, and benefit from its use.

FASTER AND CHEAPER

Edge offers improved efficiency and performance, saving up to 90% compared with traditional cloud services.

ENVIRONMENTALLY FRIENDLY

Edge is built using spare capacity from devices already in the home & office, reducing the carbon footprint of the net.

TRULY GLOBAL REACH

Network coverage in 60 countries and counting.

HOW IT WORKS

The platform calls an on-chain smart contract to register the streaming service provider for the platform. After that, anyone can query the blockchain to verify that the streamer is registered on the platform. To receive better service guarantees, a platform needs to pay for the delivery service. Animal will follow a similar business model, but process service payments in a fully decentralised and transparent fashion.

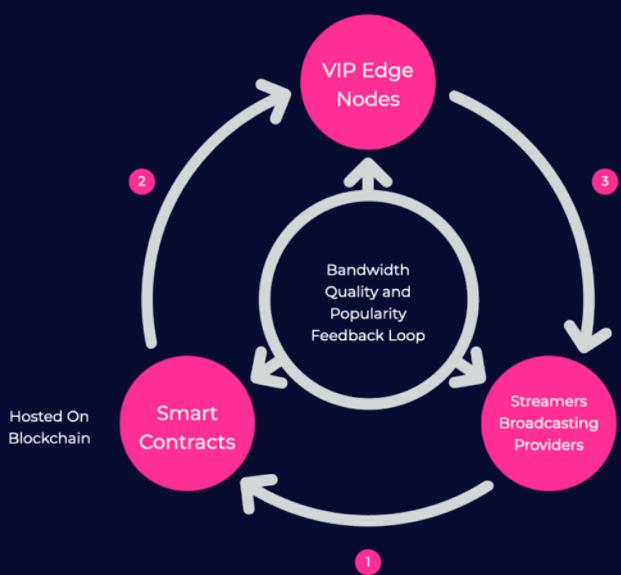
The content provider and streamer needs to provide their metadata including (unique IDs). They also need to sign the metadata. As an edge node relays the stream, it examines and verifies the associated metadata. If the signature is valid, the edge node would query the blockchain to see if the platform has registered the streamer. If both conditions are met, the edge node can be convinced that the stream data is from the claimed streamer and is delivered for the claimed platform.

The platform pays through smart contracts on-demand. The payment records for (platform, streamer) are available and provable on-chain. A Smart Contract ruleset and routing service determines which services the platform can use based on the contract and payment. The contract must be followed, so is not impacted with no opportunity for centralised censorship. Each individual edge node determines the priority of a content based on the usage and payment from the platform for the content.

QUALITY ASSURANCES PROCESS WITH CONTENT DELIVERY SERVICES

As in traditional content delivery services, platforms need to pay the Animal Entertainment network in order to use the infrastructure with service guarantees. However, on the Animal Network, these payments are in Animal Tokens and recorded on-chain.

Quality Assurance Rewards



- ➊ Animal Entertainment generates Animal Token payments via the smart contracts to the edge network for the streaming services and infrastructure also referred to as the broadcasting service
- ➋ Each edge node independently queries the smart contracts for the recent payments on behalf of and to the streaming service
- ➌ Each edge node independently adjusts the delivery priority for the broadcasting services or streaming service

Based on the recent on-chain platform payment records, each individual edge node independently determines the priorities of the platforms' traffic. Higher payers get higher priority. This way, larger platforms can receive stable and reliable services by paying market competitive fees. Individual users (i.e. freelance streamers) can still use the Edge Network for free, but without service quality guarantees.

If there is more demand from platforms than the bandwidth supplied by the edge network, then network fees (ie. the amount of Animal Tokens burned) will naturally increase similar to gas price of Ethereum or transaction/request cost on alternative protocols.

Additionally, by leveraging the blockchain ledger, a platform can manage payments at a much finer granularity. For example, a platform can set different amounts of payment for different streamers, depending on each streamer's viewership or status.

Today's video platforms typically require streamers to register themselves and in turn this can be recorded on the blockchain. In this way, a platform can also deregister streamers if they behave maliciously.

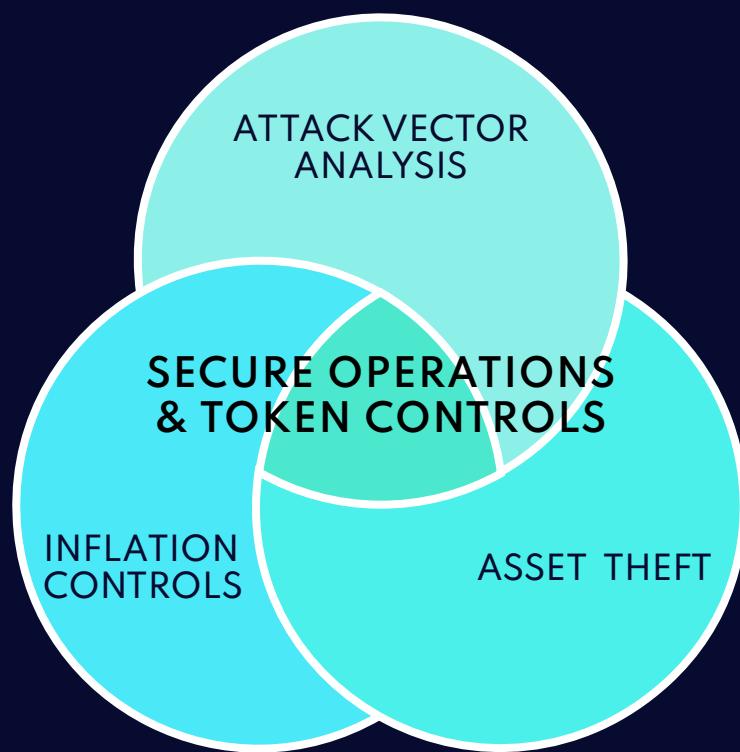
The diagram above illustrates the service quality assurance discussed above. Higher Animal token payment amounts for a service leads to higher priority for that service's traffic, and hence improved delivery quality, and vice versa.

An ongoing assumption is the highest paying services will be the most popular or attract the most sponsorship for their services.

A portion of the Animal token payments to the network will be burned permanently, and the remainder will be split among the elite nodes that submitted a Proof-of-Quality and Proof-of-Service. Initially, the protocol requires that at least 2% upwards of each payment will be burned.

OVERCOMING CHALLENGES

We want to encourage honest behaviour. A platform should pay (and therefore burn) a sufficient amount of Animal Tokens for using the Animal Edge network infrastructure with service guarantees, which provides incentives for the Edge Nodes to provide high quality data delivery service..



ATTACKS

ATTACK VECTOR ANALYSIS

Byzantine Edge node behaviour resistance. If an attacker controls a portion of the Edge Nodes, those Edge Nodes could become byzantine nodes and behave arbitrarily.

For example, the byzantine Edge Nodes might not ensure the platform performs correctly based on valid the platform traffics based on the recent payments.

However, X% of byzantine Edge Nodes only reduces the delivery service efficiency by X%, e.g. even if 60% of the Edge Nodes are byzantine nodes, the edge network can still provide 40% of the total bandwidth capacity. The platform will pay less due to the service quality drop, but these payments still lead to Animal Tokens burning.

Therefore, albeit slower, eventually the system can still reach the balanced state as discussed in the "Enhanced Network Economics" section.

GUARDING AGAINST ARTIST CONTENT THEFT

ATTACK AND MITIGATION

"Identity theft" refers to an attack where a concert streamer pretends to be another streamer by including bogus information in the metadata sent along with the video stream. This can be prevented in our proposed system if we require the streamer to sign the video packets he/she sends out to the network. The signature should sign the hash related to the data packets.

Any Edge Node receiving a video packet and the accompanying signature can verify its validity, hence the identify theft attack is not possible.

Our protocol is design to prevent leeching, sybil attacks or malicious acts designed to destabilise the platform.

INFLATION CONTROLLED

2 - 4 %

Animal Tokens inflation for 'bandwidth dedication and availability' for edge nodes will be introduced in addition to existing Animal Tokens rewards for nominators and governance processes such as validation.

All edge nodes will have the option to stake Animal Tokens to upgrade itself to an Elite Edge Node, and earn its portion of the newly inflated Animal Tokens through an "Always Ready" mechanism.

The additional inflation will be split proportionally among elite nodes calculated based on the amount of Animal Tokens staked, and the readiness score of each node.

We believe that with proper inflation incentives, the number of edge nodes can quickly grow from thousands to tens or even hundreds of thousands, which can provide sufficient bandwidth to cater to the needs of major streaming platforms with millions of users.

While this approach is effective in expanding the capacity of the edge network, inflation alone does not retain or increase the utility value of Animal Tokens. This is especially true when the amount of Animal Tokens generated exceeds the demands from the video platforms and end viewers.

REWARDS ECOSYSTEM

PAYING ANIMAL TOKENS TO SERVICE PROVIDERS ON A PERFORMANCE BASIS

There are two statuses of Node: Standard and VIP

STANDARD NODES

To receive the performance-based rewards, an Edge Node first needs to stake a sufficient amount of Animal Tokens to upgrade itself to an Elite Edge Node for a performance.

VIP NODES

VIP Edge Nodes can gain performance-based reward by submitting the "Proof-of-Q-Service" to the blockchain. This is to encourage edge nodes by rewarding them based on how much data they actually relay and the throughput of that data in MB/s or GB/s. High data bandwidth ensures quality of service with is greater than the minimum broadcast standard.

Animal Protocol ensures that an edge node cannot use a streamers/content providers or artists signature in the remote past to generate the hash. Rewards are a function of the quality, time of the steam and the number of fans or venues accessing that stream.

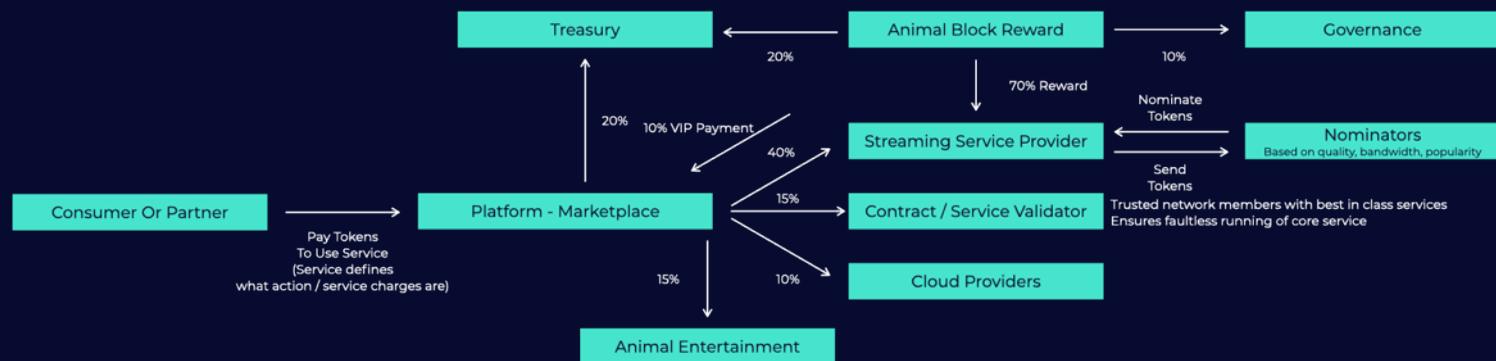
VIP Nodes dedicated to venue streaming will receive rewards based on the venues average capacity.

BURNING ANIMAL TOKENS

Animal Token burns as a balancing force will be introduced. The Elite Edge Network will enforce a rule that at least 2% of each Animal Tokens payment to the network will be burned, treated as network usage fee.

NETWORK SERVICE PROVIDERS EARN REWARDS

Rewards To Value Enhancing Service Providers Based On Service Quality



Burning can serve as an effective mechanism to sustain the utility value of Animal Tokens: Higher token velocity requires lower token circulation supply when other conditions remain the same.

Conceivably, with a portion of Animal Tokens burned for each edge network payment, the supply of Animal Tokens can be reduced gradually, and reduced at a faster pace when the network usage increases.

Eventually any excess amount of Animal Tokens will be burned, and if at that point the Animal Tokens inflation rate (a blockchain parameter) can be adjusted to match the burning rate, the system will enter a balanced state where the Animal Token utility value is effectively stabilised.

TEAM

We have assembled a strong team of executives with diverse backgrounds to transform our vision into a reality. Executives from Banking, Hedge Funds, Software Development, Music, Media, Retail and Blockchain. We have a highly successful, ambitious and driven team who will work together to bring blockchain to the music & entertainment industry in a way that the world has never seen before.



COLIN FITZPATRICK

FOUNDER AND CHIEF EXECUTIVE OFFICER

Colin is a 20 year veteran of the tech industry having a distinguished career working for companies such as Oracle, Salesforce, HubSpot and Dell, in roles spanning Sales, Marketing, Programs & Management. He has a real passion for people, leading teams and working with high growth businesses. Originally from Ireland but now living in Dubai, Colin has always had a keen interest in the technology space, but has been fascinated by the Crypto space since he first became a Crypto convert in 2015. His other main passion is Music, having been a DJ and club-night organiser for many years - Colin has fantastic energy and enthusiasm with everything he does.



NEIL BATCHELOR

CHIEF OPERATING OFFICER

Neil is a unique talent as a strategic, self-aware and commercially-oriented leader and technology pioneer with 20 years capital markets, focussed on digital assets and blockchain based ventures for the past 7 years pioneering and driving growth across 58 multinational markets within trading, asset tokenisation and custody. Neil has forged a consistent track- record in building highly efficient, process driven, highly specialised client service centric organisations with an innovative and differentiating vision. Neil has advised and lead early stage ventures such as Bilendo and OptioPay. As well as later stage ventures such as Iowoca, PayKey and Open Legacy.



MITCH HAMILTON

FOUNDER AND CHIEF PRODUCT OFFICER

Mitch utilises his years of research in crypto and relationships in blockchain to establish the product suite and vision. Two time winner of Australian Long Tan Leadership Award, Mitch started a successful crypto coaching and consulting business and is plugged in to all aspects of the Crypto markets. Mitch has experience leading teams, technology and brings a proven track record of providing direction and control for the execution of strategic goals, as well as directly overseeing operations. He has a real passion for people and helping teams succeed to their best abilities.



JOE DEOBALD

DIRECTOR OF BLOCKCHAIN SOLUTIONS

Winner of the "40 under 40 " prize from Business in Vancouver, regular Forbes Contributor, and Blockchain veteran, Joe is an experienced entrepreneur with two successful exit's under his belt and has also worked with TedX . Joe has consulted for dozens of successful blockchain projects and has been running his own very successful creative agency, now coming on board with Animal to lend us his experience to help us drive foward.



KEVIN HUGH DONNERY

DIRECTOR OF PLATFORM AND PARTNERSHIPS

Kevin has over 20 years experience in the financial sector starting with JP Morgan before working as a trader in London for various banks. More recently he has been working with Blockchain and Crypto start ups ranging from exchanges to payment companies using his large network of contacts globally to secure funding. He has a passion for making crypto more accessible and the opportunity of banking the unbanked by using smart devices to enable financial inclusion to users globally and unlock that incredible potential.



ALEE ABBASI

CHIEF TECHNOLOGY OFFICER

Alee is a blockchain guru with experience working with multiple top 100 projects in the blockchain space with special expertise in working with the DeFi and DApps market on both Ethereum and BSC. He has worked with projects who have raised millions of USDs of presale and are successfully launched in the market today. Alee has a passion for high impact and high growth marketing and the knowledge and experience to scale Animal quickly.



GEORGE VARGHESE

CHIEF COMPLIANCE OFFICER

George brings years of experience in Compliance, Risk Management, Process Mining, Data Analytics, Blockchain and machine learning. He has led multi-million dollar deals with government agencies, large financial, insurance companies and telcos in Singapore, Vietnam, Philippines, Malaysia, UAE and India, and led partnership engagements with industry-leading software platform companies to maintain leadership in the Integrated Risk Management , Data Privacy, Blockchain and Machine Learning fields.



ALI HOMAYOUNI

DIRECTOR OF INVESTOR RELATIONS

Ali Homayouni, based in London. Ali served as the Executive Director of Global Retail Advisors, a global real estate company in New York. Previously, he worked at BlackRock as Vice President in London and New York. BlackRock is the world's largest asset manager, with \$8.67 trillion in assets under management as of January 2021. Prior to that, he worked in a large hedge fund in UK. With a career spanning over 15+ years in developing and directing sales strategies in commercial real estate industry, where he was listed at NY's top commercial real estate broker in the New York Times. Ali is an experienced salesperson with a proven track record in deal and revenue generation, relationship management and communication. Ali has a passion for blockchain technologies, digital assets and working with early-stage startups focused on transforming financial services for the better.



ALFONSO MENA

CHIEF FINANCIAL OFFICER

Seasoned Finance Director with experience at Board Level in the area of Integrated Risk Management, Data Analytics, blockchain and crypto projects. Alfonzo possesses wide experience in closing multi-million dollar deals with government agencies, large financial, insurance companies and telcos in Singapore, Vietnam, Philippines, Malaysia, UAE and India. He has led partnership engagements with industry-leading software platform companies based out of USA, Canada and the United Kingdom to maintain leadership in the Integrated Risk Management, Data Privacy, blockchain and machine learning industries.



ASIF VAYANI

CHIEF MARKETING OFFICER

Experienced Marketing professional with vast years of experience leading marketing for multimillion/billion-dollar companies such as Netflix, Selfridges, Al-Futtaim in UAE, and Rubaiyat - KSA. Asif has a passion for high impact and high growth marketing and the knowledge and experience to scale Animal quickly.



BORNA SAMADI

DIRECTOR OF NFT INNOVATION

Borna ran his own creative agency for many years with a more recently speciality on Blockchain. He is a natural Entrepreneur with significant experience in the Crypto space. Having been involved with over 100 successful projects Borna brings incredible technical leadership to the team and the knowledge to help build the very best platform. He has led partnership engagements with industry-leading software platform companies based out of USA, Canada and the United Kingdom to maintain leadership in the Integrated Risk Management, Data Privacy, blockchain and machine learning industries. Canada and the United Kingdom to maintain leadership in the Integrated Risk Management, Data Privacy, blockchain and machine learning industries.

FUTURE EXTENSIONS

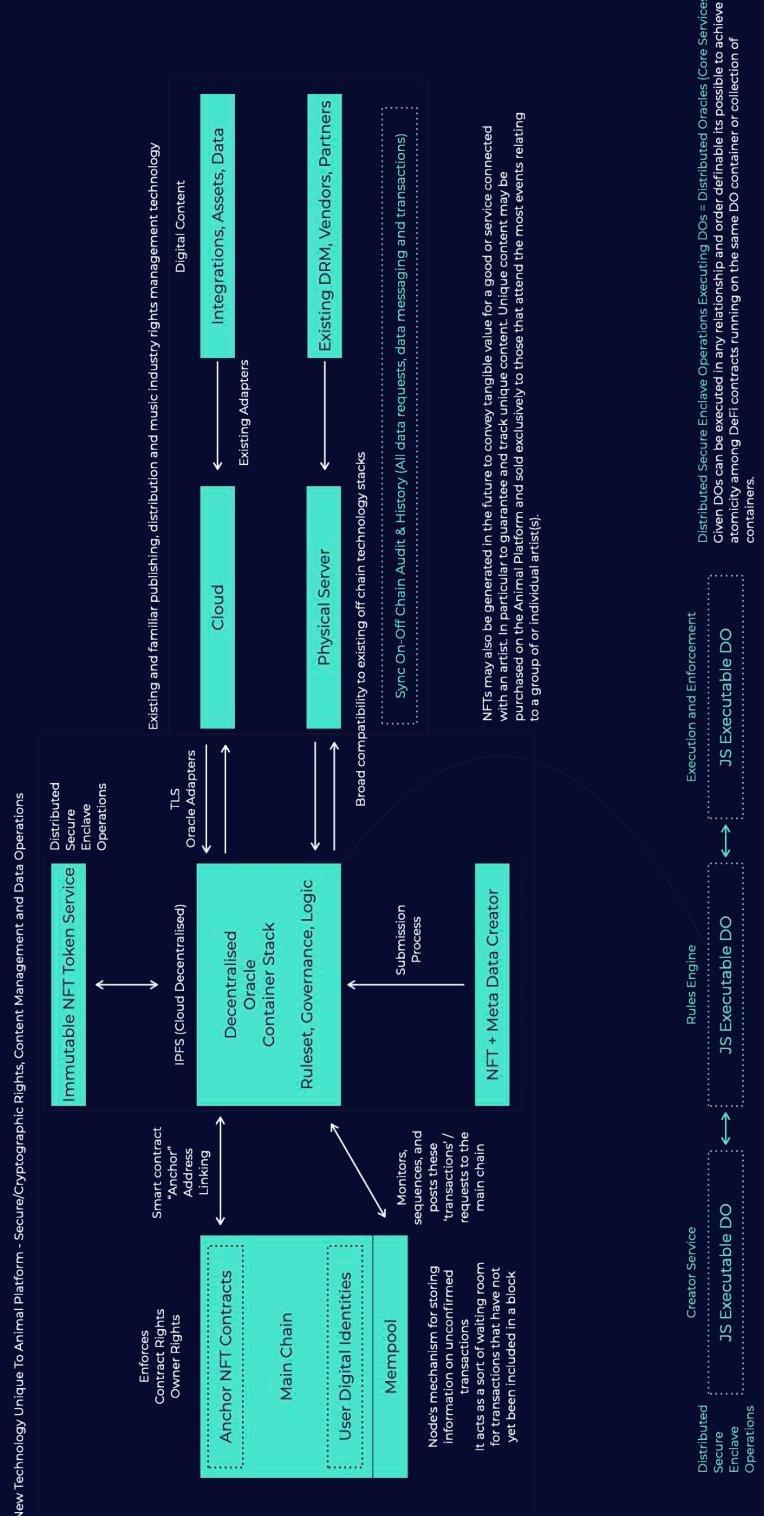
Future DRM Service Protecting Artists Through Immutable Rights Off to On Chain: In this white paper, we presented protocol enhancements and crypto economics design for Animal Mainnet 1.0.

Below is a teaser of the exciting future merging new and existing technology to combat artist content fraud and issues with todays DRM protocols.

We will set of out a path where Artists are rewarded fairly for their content reducing fraud whilst upholding the rights of artists and consumers.

DRM THROUGH NFTS ON AND OFF CHAIN MECHANISM

Connecting Services With Smart Contracts To Operate On Chain





TOKENOMICS

TOKEN GENERATION EVENT SCHEDULE

Animal Token is the primary means of exchange for data, content or services utilised and purchased
Animal Token is a governance token, whereby token holders vote on proposals to change the network and service features

	EXCLUSIVE PRIVATE SALE	ICO SALE	EXCHANGE LISTING	PARTNERS	ADVISORS	TEAM	RESERVE	TOTAL
Token Allocation	6,250,000,000	12,500,000,000	37,500,000,000	12,500,000,000	6,250,000,000	12,500,000,000	37,500,000,000	125,000,000,000
% Total Supply	5%	10%	30%	10%	5%	10%	30%	100%
Discount	75%	50%	-	-	-	-	-	-
Token Price (\$)	0.001	0.002	0.004	-	-	-	-	-
Amount Raised (\$)	6,250,000	25,000,000	150,000,000	500,000,000	-	-	-	181,250,000
Total Valuation at Each Round	125,000,000	250,000,000	500,000,000	-	-	-	-	875,000,000
Vesting (months)	12	18	24	-	36	36	max 48	-
Cliff (months)	3	6	12	12	12	0-6	-	-
Terms	25% released after 3 months, 25% released after 6 months, 25% at 9 months and 25% at 12 months 25% released after 6 months, 25% released after 12 months, 25% at 15 months and 25% at 18 months 5% released at TGE, 5% at 3 months, 5% at 6 months, and 5% at 9 months, and 5% every 3 months thereafter through to exhausting reserves. Discretionary subject to ecosystem governance and voting. Designed for funding new projects and to attract new service providers							
	36 month vest; Earned every 12 months in equal parts over 36 months Vests between month 12 and 24.							
	Vests between month 12 and 24. 12							

TOKEN GENERATION RELEASE SCHEDULE



USE OF FUNDS RAISED

50%	Booking bands and artists, creating unique experiences and events for fans to remember forever. The best artists cost millions!
25%	of the funds will be used to add new products and services and perform upgrades to the system, which includes team recruiting, training, and the development budget.
15%	will be used for Animal marketing, including continuous promotion and education of our platform and protocol and blockchain innovations in industry mediums. Including various advertising activities, to grow Animal brand loyalty with bands, artists, fans and Buyers, attracting THE BEST artists to the platform.
10%	will be kept in reserve.

Maximum issuance at launch: see TGE and release schedule slides

PRE SALE

Interested in learning more about Animal Concerts?

To make a presale purchase, or to discuss a partnership, please fill in the form and we will be in touch to arrange a call/zoom with you.

Our soft cap is set at \$25m

Value per token in 1st round presale is \$0.001 USD

Commencement date is 27th of June for presale.

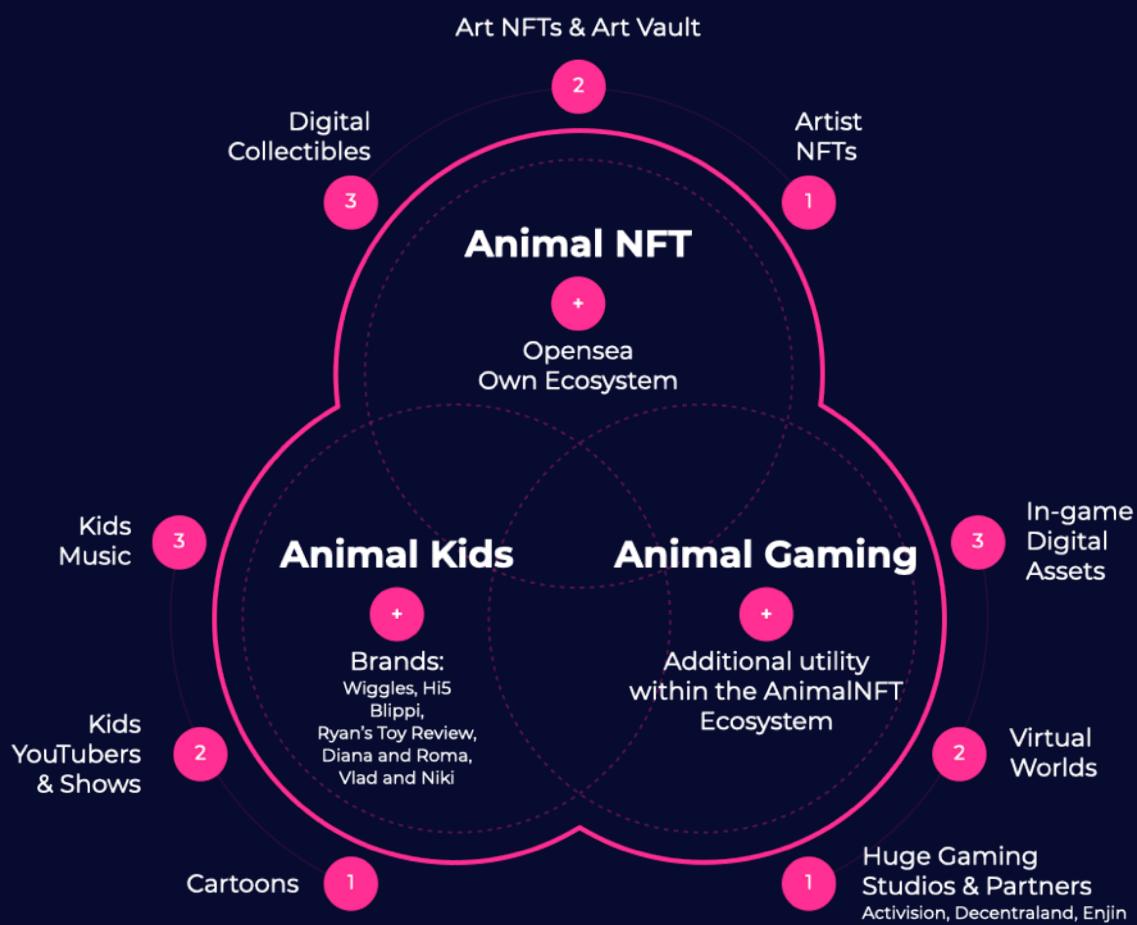
Enquire on our website animalconcerts.com to prebook.

Please also fill in our enquiry form and state your preferred purchase level.

OUR ROADMAP



MULTIPLE ADDRESSABLE MARKETS



RISK DISCLOSURE & RISK DISCLAIMER

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY.
YOU SHOULD CONSULT YOUR OWN ADVISORS CONCERNING THE LEGAL, TAX, ECONOMIC, FINANCIAL AND OTHER ASPECTS ASSOCIATED WITH THE ANIMAL TOKEN, ANIMAL NETWORK, PROTOCOL, PLATFORM AND ALL RELATED LEGAL ENTITIES

Capitalised terms used in this Risk Disclosure Statement that are not otherwise defined shall have the meanings given to those terms in the main body of the attached Client Services Agreement.

This Risk Disclosure Statement is presented to you when you enter into a Client Services Agreement with Infinity Conglomerate Group and you must acknowledge having received, read and understood this Risk Disclosure Statement in order to engage Infinity Conglomerate Group under the terms of the Agreement. Please read this Risk Disclosure Statement in its entirety.

The Risk Disclosure Statement does not disclose all of the risks or relevant considerations associated with a decision to engage in trading of crypto currencies or the decision to engage Infinity Conglomerate Group under the Agreement.

Trading in crypto currencies may not be suitable for certain members of the public. You should carefully consider whether trading in crypto currencies is appropriate for you in light of your knowledge, experience, financial objectives, financial resources and other relevant circumstances.

INFINITY CONGLOMERATE GROUP IS NOT REGISTERED IN ANY CAPACITY WITH ANY CANADIAN OR FOREIGN SECURITIES REGULATORY AUTHORITY. NO INVESTMENT ADVICE OR RECOMMENDATION WILL BE PROVIDED BY INFINITY CONGLOMERATE GROUP OR ANY REPRESENTATIVES OF INFINITY CONGLOMERATE GROUP REGARDING THE PURCHASE OR SALE OF ANY SECURITIES OR DERIVATIVES.

Introduction

Infinity Conglomerate Group believes that you should be aware of the risks involved in the purchase, sale and custody of crypto currencies. Crypto currency trading may not be appropriate for you, particularly if you use funds drawn from retirement savings, student loans, mortgages, emergency funds, or funds set aside for other purposes. The volatility and unpredictability of the price of crypto currencies relative to fiat currency may result in significant loss over a short period of time.

The following is a brief non-exhaustive summary of certain more significant factors and special risks you should take into account when deciding whether to trade crypto currencies.

What are crypto currencies?

In this Agreement, including this Schedule, the term "crypto currencies" refers exclusively to bitcoin, ether and such other crypto currencies as the Client and Infinity Conglomerate Group may agree to and authorise in writing.

Crypto currencies (such as bitcoin and ether) are digital representations of value that function as a medium of exchange, a unit of account, or a store of value, but do not have legal tender status.

Crypto currencies are sometimes exchanged for currencies, but they are not generally backed or supported by any government or central bank. Their value is derived by market forces of supply and demand, and they are traditionally more volatile than fiat currencies. The value of Crypto currencies may be derived from the continued willingness of market participants to exchange fiat currency for crypto currencies, which may result in the potential for permanent and total loss of value of a particular crypto currency should the market for a crypto currency disappear entirely. Federal, provincial, territorial or foreign governments may restrict the use and exchange of crypto currencies, and regulation in North America is still developing.

Crypto currencies differ in their functions, structures, governance and rights. Infinity Conglomerate Group will only trade in well established crypto currencies that function as a form of payment or means of exchange on a decentralised network, such as bitcoin and ether. These crypto currencies have certain features that are analogous to existing commodities, such as currencies and precious metals, but are also different in many key respects, as described in this disclosure statement.

Risks in trading crypto currencies

The following is a brief summary of some of the risks connected with trading crypto currencies.

(1) Short history risk

As a relatively new open source technology, it is expected that there will continue to be technical developments in blockchain technology, which could impact the value of a crypto currency. Due to this short history, it is not certain whether the economic value, governance or functional elements of crypto currencies will persist over time. The crypto currency community has successfully navigated a considerable number of technical and political challenges since the genesis of the bitcoin blockchain, which Infinity Conglomerate Group believes is a strong indicator that it will continue to engineer its way around future challenges. That said, the continuation of a vibrant crypto currency community is not guaranteed, and insufficient software development, contribution rates, community disputes regarding the development of the network and scaling options, or any other unforeseen challenges that the community is not able to navigate could have an adverse impact on the price of a crypto currency.

Open source developers of blockchain technology have signalled that they will continue to make efforts to improve the scalability and security of public blockchains like bitcoin and ethereum. For example, in respect of the ethereum blockchain, developers are planning to replace the current hash-based mining consensus mechanism of proof-of-work with a proof-of-stake mechanism. Changes may also occur to the bitcoin blockchain, for example with the continued development of scalability protocols like the Lightning Network, which operate on top of the bitcoin blockchain. The expected timing and impacts of this change are uncertain.

(2) Volatility in the price of crypto currency and loss of liquidity

The crypto currency markets are sensitive to new developments, and since volumes are still maturing, any significant changes in market sentiment (by way of sensationalism in the media or otherwise) can induce large swings in volume and subsequent price changes. crypto currency prices on trading platforms have been volatile and subject to influence by many factors, including the levels of liquidity, public speculation on future appreciation in value, swings in investor confidence and the future growth of alternative crypto currencies that may gain market share. In certain circumstances, it may become difficult or impossible to assess the value of your crypto currencies.

The trading of crypto currencies on public trading platforms has a limited history. The prices available on those platforms have, in some cases, been more volatile and subject to influence by additional factors not specific to the value of crypto currencies, including liquidity levels and operational interruptions. Operational interruptions can limit the liquidity of crypto currencies on the trading platform, which could result in volatile prices and reduced confidence in the crypto currencies traded on those platforms.

(3) Potential decrease in global demand for crypto currencies

Crypto currencies represent a new form of digital value that is still being digested by society. Their underlying value is driven by their utility as a store of value, means of exchange, or unit of account. Just as oil is priced by the supply and demand of global markets, as a function of its utility to, for instance, power machines and create plastics, so too is a crypto currency priced by the supply and demand of global markets for its own utility within remittances, B2B payments, time-stamping, etc. Speculators and Buyers using crypto currency as a store of value then layer on top of means of exchange users, creating further demand. If consumers stop using crypto currencies as a means of exchange, or their adoption slows, then the



price may suffer. Buyers should be aware that there is no assurance that crypto currencies will maintain their long-term value in terms of purchasing power in the future or that the acceptance of crypto currencies for payments by mainstream retail merchants and commercial businesses will continue to grow.

While the value of bitcoin may be derived primarily from its capitalisation and position as first mover, the value of ether relies far more on its underlying blockchain technology. The ethereum blockchain is intended to allow people to operate decentralised applications using blockchain technology that do not rely on the actions of a centralised intermediary. Ether, which is the primary currency of the ethereum blockchain, can then be used to compensate for the effort of others to power these decentralised applications and ensure that any transactions that occur on these applications are recorded in the blockchain. Accordingly, the long term value of ether may be tied to the success or failure of the blockchain technology and the decentralised applications built upon the ethereum blockchain.

(4) The blockchains on which crypto currencies operate may temporarily or permanently fork

Both the bitcoin and ethereum blockchain networks are powered by open source software. When a modification to that software is released by developers, and a substantial majority of miners consent to the modification, a change is implemented and the blockchain network continues uninterrupted. However, if a change were to be introduced with less than a substantial majority consenting to the proposed modification, and the modification is not compatible with the software in operation prior to its modification, the consequence would be what is known as a "fork" (i.e. a split) of the blockchain. One blockchain would be maintained by the premodification software and the other by the post-modification software. The effect is that both blockchains would operate in parallel, but independently. There are examples of such forks occurring in the past on both the bitcoin and ethereum blockchain networks. In the future, such a fork could occur again, and affect the viability or value of a crypto currency. Your Trading Platform may choose not to support any future fork of the underlying blockchain of the crypto currencies available on that platform, in which case you may not have any rights to the new crypto assets that may be created as a result of that fork.

(5) Issues with the cryptography underlying the crypto-networks

In the past, flaws in the source code for digital assets have been exposed and exploited, including flaws that disabled some functionality for users, exposed users' personal information and/or resulted in the theft of users' digital assets. Although the bitcoin and ethereum blockchains have demonstrated resiliency and integrity over time, the cryptography underlying either one could, in the future, prove to be flawed or ineffective. For example, developments in mathematics and/or technology, including advances in digital computing, algebraic geometry and quantum computing, could result in the cryptography of the blockchain network being vulnerable to attack. This could negatively affect the value of crypto currencies traded in your Client Account.

(6) Uncertainty in regulation and future financial institution support

The regulation of crypto currencies continues to evolve in Canada and in foreign jurisdictions, which may restrict the use of crypto currencies or otherwise impact the demand for crypto currencies. There may be limitations on the ability of a securities regulator in Canada to enforce Canadian laws on foreign entities, and foreign rules that apply to crypto currency activities which occur in other jurisdictions may not necessarily be enforced in that jurisdiction. Furthermore, banks and other financial institutions may refuse to process funds for crypto currency transactions, process wire transfers to or from crypto currency trading platforms, crypto currency-related companies or service providers, or maintain accounts for persons or entities transacting in crypto currencies.

(7) Concentration risks

Certain addresses on the bitcoin and ethereum blockchain networks hold a significant amount of the currently outstanding bitcoin and ether, respectively. If one of these addresses were to exit their bitcoin or ether positions, it could cause volatility that may adversely affect the price.

Further, if anyone gains control over 51% of the computing power (hash rate) used by the blockchain network, they could use their majority share to double spend their crypto currencies. If such a "51% attack" were to be successful, this would significantly erode trust in public blockchain networks like bitcoin and ethereum to store value and serve as a means of exchange, which may significantly decrease the value of crypto currencies.

(8) Electronic trading and dependence on the internet

There are risks associated with using an internet-based trade execution software application including, but not limited to, the failure of hardware and software. Infinity Conglomerate Group does not control signal power, reception, or routing via the internet. Under certain market conditions, we may find it difficult or impossible to liquidate a position quickly at a reasonable price. This can occur, for example, when the market for a particular crypto currency suddenly drops, or if trading is halted due to recent news events, unusual trading activity, or changes in the underlying crypto currency system. The greater the volatility of a particular crypto currency, the greater the likelihood that problems may be encountered in executing a transaction. In addition to normal market risks, you may experience losses due to one or more of the following: system failures, hardware failures, software failures, network connectivity disruptions, and data corruption.

(9) Cyber security risk

The nature of crypto currencies may lead to an increased risk of fraud or cyber attack. A breach in cyber security refers to both intentional and unintentional events that may cause Infinity Conglomerate Group or one of the Trading Platforms to lose proprietary information or other information subject to privacy laws, suffer data corruption, or lose operational capacity. This in turn could cause Infinity Conglomerate Group or the Trading Platforms to incur regulatory penalties, reputational damage, additional compliance costs associated with corrective measures and/or financial loss. Cyber security breaches may involve unauthorised access to Infinity Conglomerate Group's or one of the Trading Platform's digital information systems (e.g. through "hacking" or malicious software coding), but may also result from outside attacks such as denial-of-service attacks (i.e. efforts to make network services unavailable to intended users). Cyber security breaches of Infinity Conglomerate Group's third-party service providers (e.g. the Trading Platforms, and other service providers) can also give rise to many of the same risks associated with direct cyber security breaches.

(10) Lack of investor protection insurance

Investments in crypto currencies are not protected by the Canadian Investor Protection Fund, the Canadian Deposit Insurance Corporation or any other investor protection insurance scheme.

(11) Commission and other charges

There may be costs associated with the use of Trading Platforms, which are subject to change. Any fees associated with the use of your authorised Trading Platforms will be paid directly out of your Client Account.

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