



**Brought to you by Planet Hollywood
and Animoca Brands**

Whitepaper

PLANET HOLLYWOOD

Planet Hollywood, a world-renowned brand and trademark established in 1991, through Founder, Robert Earl, continues to develop exciting and new endeavours while enlisting the star power of Hollywood's brightest celebrities. With world-class gaming, live entertainment, distinctive dining and out-of-this-world shopping, Planet Hollywood provides guests of every age an unrivalled and unforgettable entertainment experience.

Abstract

Planet Hollywood is building the largest online community for movie lovers and creators through NFTs. Owning the largest collection of Hollywood movie memorabilia, Planet Hollywood digitalizes real-world entertainment experiences and bridges them to the global online community by leveraging the cutting-edge NFT technology. With this new project, we add value to the existing Hollywood memorabilia, democratize the ecosystems, and empower movie lovers to directly interact with movie creators through a branded digital experience. Utilizing our native token, Planet Hollywood's HWOOD Coin (\$HWOOD), we aspire to realize our goal in transforming the amazing Hollywood experience into a next-generation ecosystem that benefits and reaches more supporters and creators.

Vision

Currently, NFTs provide an online ledger of ownership for all assets recorded on the blockchain. With this new technology, we envision a new world where digital and real-life experiences will be merged. Not only does an NFT represent the ownership and authenticity of the physical item, but it also encourages the connection and interaction between supporters and creators, breeding a whole new community that is accessible to everyone.

Mission

Planet Hollywood transports guests into the amazing world of Hollywood through authentic and rare memorabilia. While physical memorabilia deteriorates over time, no matter how perfectly preserved, an NFT will live in eternity and can be enjoyed without fear of deterioration. Therefore, we aspire to bridge real-world entertainment experiences and digital assets through NFTs.

Blockchain and NFTs

Blockchain

The brand-new technology has taken the world by storm. Introduced in 2009, at the peak of the financial crisis, cryptocurrency has now become one of the important asset classes with a huge market capitalization.

Following the lead of Bitcoin, a lot of cryptocurrencies with different applications emerged. Smart contracts are deployed to facilitate “trustless” transactions on the blockchain, allowing the participating parties to transact securely without knowing each other. Among the projects, Ethereum is the most well-known protocol. The community agreed on the multiple application-level standards, Ethereum Requests for Comments (ERCs), to promote interoperability and the development of the ecosystem.

ERC20 is the most widely adopted standard, which has been used for ICO crowd funding, utilities for community governance, etc. Additionally, ERC20 standard tokens are regarded as fungible tokens, which means that each unit of the cryptocurrency is interchangeable, allowing parties to swap equal amounts of tokens without any gain or loss.

Non-fungible tokens

In late 2017, a new standard called ERC721 was introduced and denoted a new standardized interface for non-fungible tokens (NFTs). Unlike ERC20 tokens, NFTs are unique and indivisible. Therefore, each NFT is distinguishable and cannot be divided or merged.

Because of this unique feature, NFTs are adopted to represent ownership over digital and physical assets. Its unique ID allows it to be tracked separately, and in doing so, becomes the best blockchain-based asset to represent uniqueness. Additionally, NFTs enable assets to be programmable and can improve liquidity and security.

Current Landscape

Since 2020, the NFT market size has tripled. Compared to 2019¹, the total transaction volume increased by 3x, from \$62,862,687 to \$250,846,205. The mass adoption trend was also reflected in the market activity: there was a ~97% increase in the number of active wallets transacting NFTs, from 112,731 in 2019 to 222,179 in 2020. Not to mention that the number of buyers and sellers rose from 44,644 to 74,529 and 25,264 to 31,504, respectively.

¹ NonFungible.com - NFT Yearly Report 2020

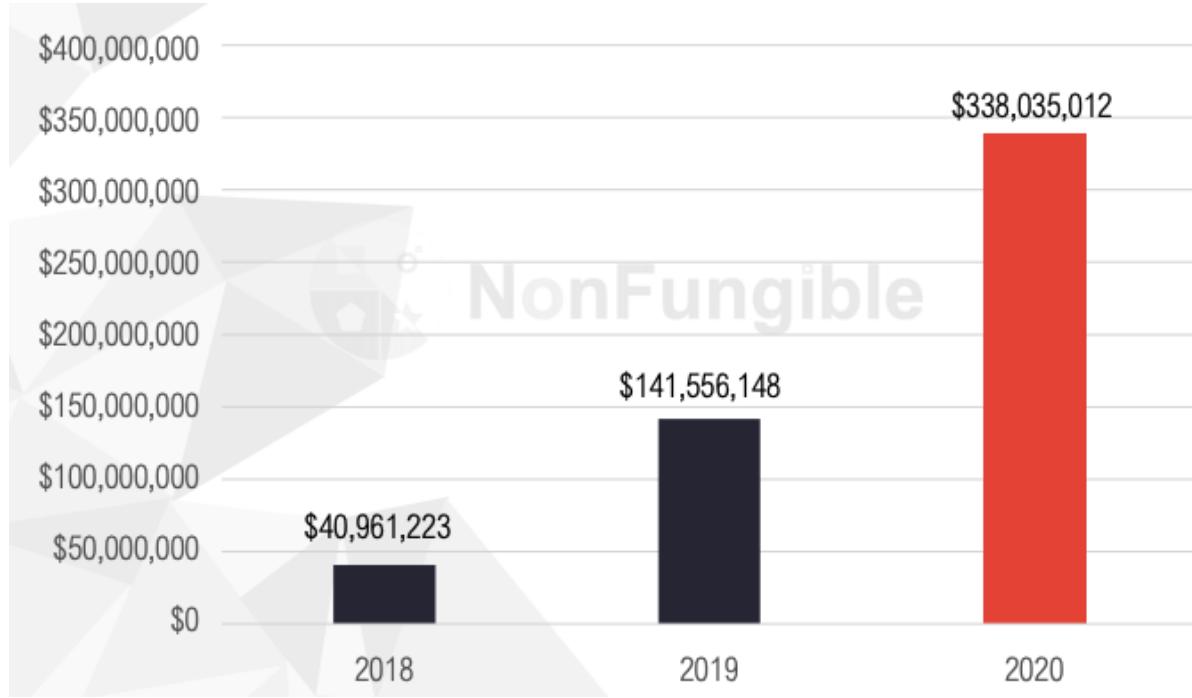
	2018	2019	2020
Active Wallets	110 551	112 731 +1.97%	222 179 +97.09%
Buyers	51 861	44 644 -13.92%	74 529 +66.94%
Sellers	27 877	25 264 -9.37%	31 504 +24.7%
USD traded	\$159 142 527	\$62 862 687* -60.52%	\$250 846 205 +299%

In 2020, the pace of NFT development accelerated to an unprecedented rate. The number of active wallets in Q4 doubled in number from Q3 and tripled in number from Q2.

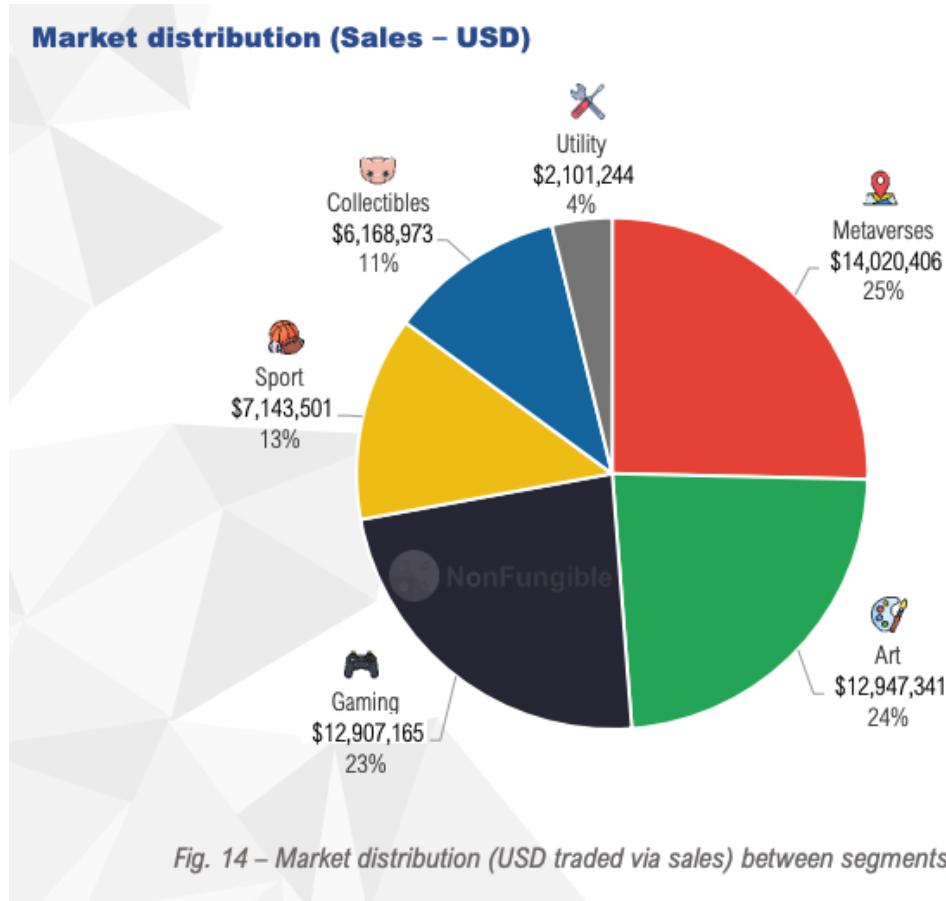
In 2021, the NFT market size rose to another level. For example, the trading volume alone at Axie Infinity, a cross-platform game with a play-to-earn model, reached a 30-day trading volume of \$520M, two times the total volume across all NFT platforms in 2020. This growth all happened after the news of Beeple selling an NFT for his artwork for \$69 million.

Soon after, institutions and brands discovered the potential and began entering the new space one by one. Tech companies such as Samsung, IBM, and AMD announced that they were launching NFT services. Luxury brands like LVMH and Breitling are also participating. In addition, Nike, NBA, MLB, F1, Real Madrid, PSG, and more sports brands are creating NFT games and products. Games companies including Ubisoft and Atari are also trying to integrate NFT technology into their games.

We have seen exponential growth in the market capitalization of NFTs in the last few years, primarily because people see the potential and the market is more widely accepting it.



Among the different sectors, art, collectibles, and metaverses have contributed 60% of sales in the NFT space.



NFTs and Real-world Assets

			24H	7D	30D	ALL TIME
MARKETPLACES			TRADERS		VOLUME	
MARKET	TRADE VOLUME	TRADE COUNT	TRADE VOLUME	TRADE COUNT	TRADE VOLUME	TRADE COUNT
1 Axie Infinity	\$520.12M	185,055	\$282.31%	282,31%	\$520.12M	482.28%
2 OpenSea	\$239.46M	53,756	\$52.06%	52,06%	\$239.46M	105.45%
3 CryptoPunks	\$45.4M	653	\$110.65%	110.65%	\$45.4M	148.86%
4 NBA Top Shot	\$23.14M	134,885	\$-16.45%	-16.45%	\$23.14M	-38.43%
5 Rarible	\$12.75M	9,343	\$-9.96%	-9.96%	\$12.75M	-4.77%

For now, the NFT market is dominated by only a few crypto projects. Axie Infinity has the largest 30-day trading volume of \$520M, contributed by 185,055 traders².

If we look closer, we can see that all the markets share one common attribute: they are all either games or digital collectibles. None of them are linked to real-world assets, which is a market with huge potential.

Authentication

One of the key attributes of NFTs is that they can verify and authenticate an asset, as NFTs are unique and cannot be reproduced. For example, Nike has already filed a patent for “CryptoKicks”³, tying a digital asset to shoes. If the owner would like to resell their shoes, they could sell them and transfer ownership paired with the digital asset instead of using a receipt or paperwork to prove authenticity.

Similar initiatives have come into the market in the space of luxury goods. For example, Everledger, a blockchain platform, is helping apparel and jewellery companies to put their products on the blockchain. The most prominent application is NFT diamonds, which verifies their authenticity and ensures that the entire supply chain is mapped in a tamper-proof way.

Price Transparency

As every item sold is recorded on the blockchain, which is accessible to everyone, price transparency is significantly increased. This transparency benefits both investors and collectors in a couple of ways. By checking the price history, buyers can determine if the selling price is fair and if the item can become an investment. Also, because transactions are

² NonFungible.com - NFT Market Overview

³ The Next Web - Nike now holds patent for blockchain-based sneakers called “CryptoKicks” <https://thenextweb.com/news/nike-blockchain-sneakers-cryptokick-patent>

transparent, there is no room for brokers to charge high commissions and sellers to charge unfair prices.

Royalty

In the world of physical assets, royalty payment cannot be easily applied, especially with OTC markets. However, with NFTs, bounded by a smart contract, creators can benefit from their hard work as long as it remains popular via royalty payments. Whenever the NFT is sold, the original creator will receive a certain percentage of the amount.

Planet Hollywood NFT Community

Planet Hollywood holds the largest collection of Hollywood movie memorabilia in the world, but this is not the most valuable element of the project we are proposing.

Hollywood movies attract millions of fans around the world. The multi-billion-dollar industry also creates hundreds of thousands of roles for creators. The Planet Hollywood (PH) NFT Community proposes to build a platform to gather both the creators and fans, facilitating the interactions between them, pulling all movie-lovers, studios, producers, and creators closer through memorabilia, physical and digital experiences, and the use of NFT technology.

Creators

The Hollywood industry would not exist without all the talented creators, and their efforts should be better appreciated and valued. The PH NFT Community will offer a platform to exhibit their work and share the behind-the-scenes process.

All creators, including actors, directors, writers, musicians, costume designers, VFX artists, makeup artists, etc., are invited to join the community and share the products of their talent.

Tutorials

With talents from the Hollywood industry, we will produce online classes with well-known instructors in their field of expertise, covering topics like cinematography, scriptwriting, acting, and more. By sharing their experience and knowledge through tutorial videos, creators will be able to earn rewards for their efforts.

On this platform, creators can create their own channel and offer paid content to users. There will also be sponsorship programs in which companies can support creators to deliver free content to users.

Personalized content will be wrapped in NFTs because of its exclusivity. Fans will be able to collect and trade them on a secondary market either in our community or in the open marketplace.

AMA (Ask-Me-Anything) Sessions

Industry talent and executives will periodically be invited to AMA sessions to answer questions from the community on live streams. The content is exclusive to community members only.

Database and Profiles

The PH NFT community will include an online database of information for production crew, personal biographies, plot summaries, trivia, reviews, etc. The database will allow creators to upload and update their own profiles, where fans can visit and leave messages on their boards.

Fans

Physical Memorabilia x NFTs

Fans can browse and own some of the most memorable props and wardrobe pieces from Hollywood films from the epic Terminator franchise to classics like Wizard of Oz. For now, there are more than 60,000 pieces of movie memorabilia in our inventory, and the number is still increasing.

All memorabilia will be linked to NFTs to authenticate the asset. The PH NFT Community will host regular NFT drops with seasonal, limited-edition items. For instance, on a particular celebrity's birthday, fans can collect the props and autographed posters of their most iconic roles and films in a themed NFT drop. The calendar of drops doesn't stop there with, movie anniversaries, world premieres, and award shows providing regular themed NFT drops all year.

Instead of a first-come, first-served, or highest bidding basis like most other platforms are using, a fair lottery method will be adopted. This is to ensure that everyone in the community stands equal chances to experience the joy of owning the memorabilia NFT. Community members can participate in the NFT drop and enter the lottery with \$HWOOD.

Marketplace

Fans who missed a drop can always shop through the secondary marketplace, which is open to all community members. In the marketplace, anyone can place bids or upload items for sale. Before an item is publicly listed, it would have undergone a strict examination procedure to verify its authenticity to protect the buyers.

In the initial stages, we will only accept the listing of the movie memorabilia licensed by Planet Hollywood. This is because we want to ensure a safe and risk-free environment where our community members can buy NFTs without the worry of encountering tricksters and frauds.

In later stages, the marketplace will accept more items for listing as the community grows. A community DAO (decentralized autonomous organization) will be formed to help verify the items, in order to expand the community efficiently and reliably.

Profiles and Forum

Profiles allow fans to fill in basic information about themselves, their interests, and of course, to show off their collection of NFTs. Fans can easily meet people who share the same interests with this feature, while the forum provides a platform for communication.

The forum is the place where all the interactions between fans happen. The NFTs are valueless without the background from the movies and the support from the fans. Here on this forum, fans can meet new people, discuss the movies and creators they love, and share the joy of owning any memorabilia at any time of the day.

Embracing the feature of decentralization of blockchain, the PH NFT community will introduce some governance features in later stages to make sure the community develops in the correct direction by consensus. The forum will be the first step to decentralization as it offers a medium for members to discuss and provide feedback on how to improve the PH NFT community.

Early Screenings

Planet Hollywood aspires to deliver the best entertainment experience for movie fans. This experience is not limited to owning an NFT or the collectibles, but also includes fans-only privileges.

Fans can purchase tickets with \$HWOOD or stake a certain amount of tokens to win an opportunity to participate in early offline and online screening events.

Events Live Streaming

Exclusive to our community members, live streaming covers the events and happenings in Hollywood. The Planet Hollywood team can access restricted areas where only the actors and crew are allowed to enter, streaming behind the scenes and private events, bringing the Hollywood experience closer to the fans.

These videos will also be minted as NFTs and made available for purchase on the platform.

Exclusive Interviews

Collectibles come in many formats. They can be valuable moments of actors sharing their thoughts and experience, not necessarily movie props or autographed movie posters. Exclusive interviews will be made available in the format of NFTs, commemorating the quotes of the actors and the joyful moments.

In this way, creators can share their ideas of the movie with fans as another way of promotion. Fans can also trade their favourite creators' videos on the marketplace.

Exclusive Merchandise and Experience

On special occasions, such as movie debuts and celebrities' birthdays, we will release special NFTs which include exclusive merchandise and experiences to celebrate and memorialization of the event.

Fans will have the opportunity to own the exclusive merchandise and the chance to meet their favourite actors face-to-face.

Online Class

Creators will be creating online tutorials about acting, cinematography, lighting, costume design, and much more, exclusively for PH NFT community members at all skill levels. By paying \$HWOOD, fans will learn from the best of the best in the industry. Once purchased, fans will have lifetime access to the material and can learn at their own pace anytime, anywhere.

Campaigns and Gamification Model

Regular campaigns will be held to keep our community engaged. Unlike traditional blockchain projects, which are generally limited to airdrops when trying to do promotional campaigns, Planet Hollywood is able to build the community in much more interesting ways as there are so many events happening in Hollywood.

Seasonal Themes

There will be different NFTs and physical collectibles for different occasions. For example, on Halloween, we will do special drops such as Dracula's armour, Scream's outfit, Alien's dart gun, etc. All will be available in limited quantities and for a limited time.

Classic Movies

With the recent trend of remakes of movies, fans are craving nostalgia. Our collection of collectibles can easily keep fans excited while they anxiously wait for new movies. For example, the upcoming release of Top Gun: Maverick will trigger fans to reminisce of the original movie that started it all.

We have a series of collectibles ready for the classic movie themed drop, including the flying suit Tom Cruise wore, the Pete Mitchell Maverick flying tag, the flight helmet filmed in the movie, Top Gun poster, and the F-14 production model.

Celebrating the Individual

At Planet Hollywood, we celebrate actors' birthdays, milestones, and anniversaries with fans in the community. For example, we celebrate Will Smith's birthday and offer exclusive content for fans to look back on his career, with collectibles like the military uniform from Independence Day, the staff card in Men in Black, and the poster of Bad Boys.

Mystery NFT Crate

Mystery NFT crates can be full of surprises. Fans will never know what NFTs they will receive until the crate is open. The crate will include a randomised selection of NFTs, which come with certain guarantees, such as containing an item of a certain rarity or above, further heightening the excitement of revealing an item.

Privileges and Governance

As mentioned, the purpose of this project is not merely building a marketplace or online shop for movie lovers. Instead, our objective is to build the largest online community for movie lovers, powered by blockchain technology.

Therefore, we believe that the community itself will have the best understanding and insights on how the project should develop and expand. Blockchain technology enables every \$HWOOD token holder to participate in governance decisions by casting votes to shape the future of the Planet Hollywood NFT community.

Every token holder has the same rights, but those with more tokens will have a bigger influence. We have reserved a certain percentage of tokens for platform rewards, which can be earned through campaign participation. We believe that the most active users will have a better understanding of the platform and more valuable insights. Therefore, they should possess greater influencing power to improve the community.

Other Features

Intellectual Property Rights & License

The NFT space is currently in a rapidly developing stage, and there are still a lot of controversies in the matters of Intellectual Property Rights. As the blockchain space is not fully regulated, we may see frauds trying to sell items that are not licensed. However, as the space grows, we foresee more and more measures to prevent fraud for the robustness of the NFT space. Intellectual Property Rights will become a crucial element in differentiating good projects from bad projects.

With Planet Hollywood's verified ownership of over 60,000 collectibles, authenticity will be a hallmark of all our offerings.

Minting NFTs for Future Movie Items

NFT technology enables the pre-sale of unreleased movie items. Instead of a redemption voucher or an invoice as proof of purchase, NFTs allow fans to hold the asset in their own wallets and even trade them on secondary markets. These items will be exclusively available by Planet Hollywood.

Metaverse

To complete the experience of the Hollywood community, we want to offer a medium where fans can share their collections - a gallery that community members can interact with each other.

By integrating augmented reality (AR) and virtual reality (VR) experiences into Planet Hollywood, fans can invite and visit each other's collections of memorabilia.

By using cameras on smartphones, augmented reality adds digital elements to a real-world environment. In comparison, virtual reality implies a complete immersion experience that shuts out the physical world. Using VR devices such as HTC Vive, Oculus Rift, or Google Cardboard, users can be transported into a number of real-world and imagined environments such as the headquarters of Skynet or a spaceship in Men in Black.

Co-owning Legendary Items

We plan to subsequently offer fractionalized NFT ownership for some of the collectibles, which may have eye-popping prices at auction. It is an interesting concept to allow potential investors to participate in highly prized NFTs. The idea was originally created for investors to diversify their investment, generally fine art. However, we found the technology suitable in our community as well.

Unlike fine arts collectors, movie lovers are more into sharing the joy of their movie experience through discussions and activities. While movie props are not as costly as fine art, fans would still be interested in the idea of co-owning items of the movie they love together.

Fractionalized NFTs will only be available for certain rare collectibles, considering the demand, technology and extra efforts required for execution.

Sandbox Integration

The Sandbox has been around for eight years as a virtual world where players can build, own, and monetize their own voxel gaming experiences. The team's vision is to offer a deeply immersive metaverse in which virtual worlds and games will be created collaboratively and without central authority.

The Planet Hollywood integration will bring a genuinely new gaming experience inside the Sandbox, which will feature many memorabilia in classic Hollywood movies. Players can relive the moments of the movies, own and use the classic movie items, and interact with other movie enthusiasts in the game. The memorabilia NFT will be available on the Sandbox's and Memento's marketplaces.

The Native Token - Planet Hollywood's HWOOD Coin (\$HWOOD)

\$HWOOD, the governance token of the Planet Hollywood NFT community, empowers creators and fans to influence decisions concerning features of the platform, product, and changes to governance parameters.

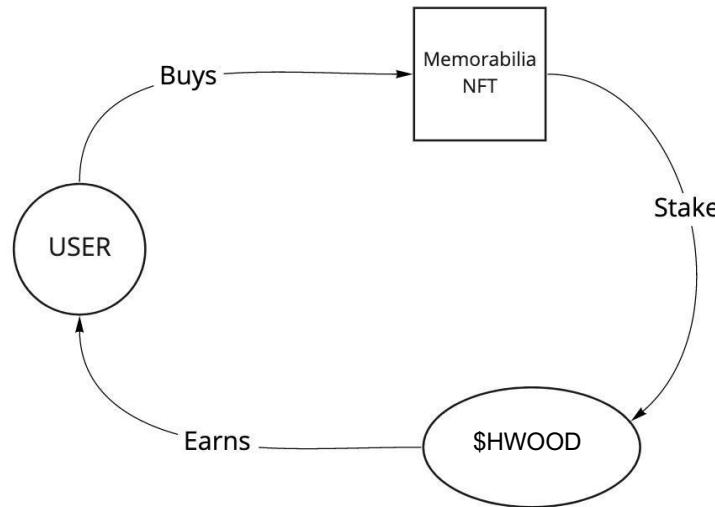
Active users can earn and purchase \$HWOOD in different campaigns. The idea is to reward users who value the community most, actively participate in discussions, refer new users, and promote Planet Hollywood. These users will be rewarded and have more governance power.

Token Distribution & Vesting Schedule

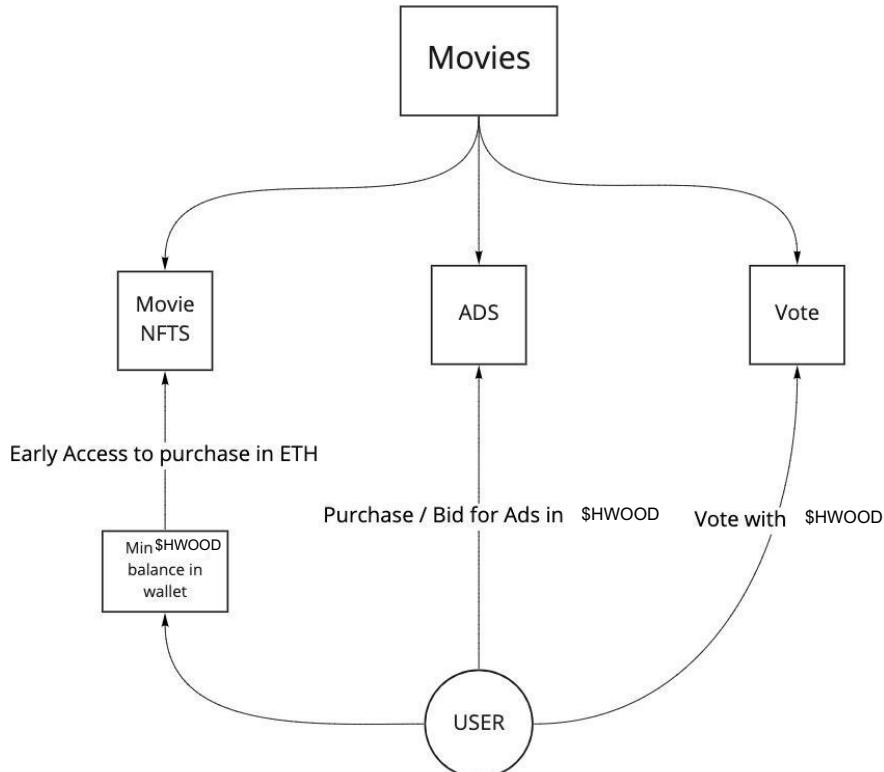
The total supply of \$HWOOD is fixed at 10,000,000,000 tokens. There will not be extra minting or burning.

Allocation	Supply	Supply %	Unlocking Mechanism
Platform Rewards	1,500,000,000	15%	48-month linear monthly vesting, starting from platform launch in Q4 2021
Marketing Fund	1,200,000,000	12%	48-month linear monthly vesting; 2-month cliff after TGE
Fashion & Brand Content Development Funds	1,000,000,000	10%	48-month linear monthly vesting; 2-month cliff after TGE
Liquidity Pool	2,000,000,000	20%	10% unlock after TGE
Team & Advisors	2,000,000,000	20%	24-month linear monthly vesting; 3-month cliff after TGE
Company Reserve	1,650,000,000	16.5%	Locked
Public Sale	50,000,000	0.5%	Unlocked
Strategic Private Sale	600,000,000	6%	24-month linear monthly vesting; 6-month cliff after TGE
Total	10,000,000,000		

Tokenomics



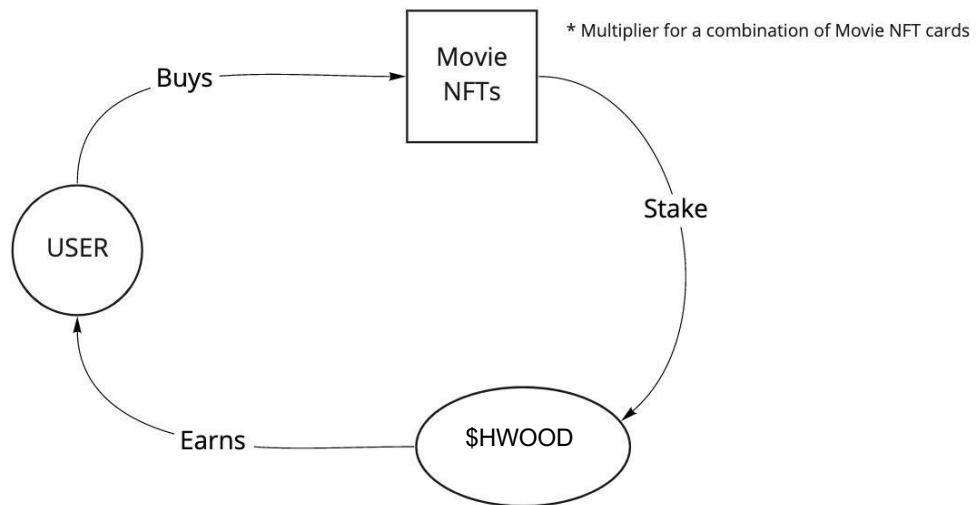
The **first phase** will entail Planet Hollywood issuing memorabilia NFTs which are staked to earn \$HWOOD. This is the first phase that lasts for only a specific period of time and is how \$HWOOD initially enters the ecosystem. There may be more memorabilia issued at later stages but those NFTs should not emit any \$HWOOD. The utility of these later stage NFTs will be derived from the utility described further below.



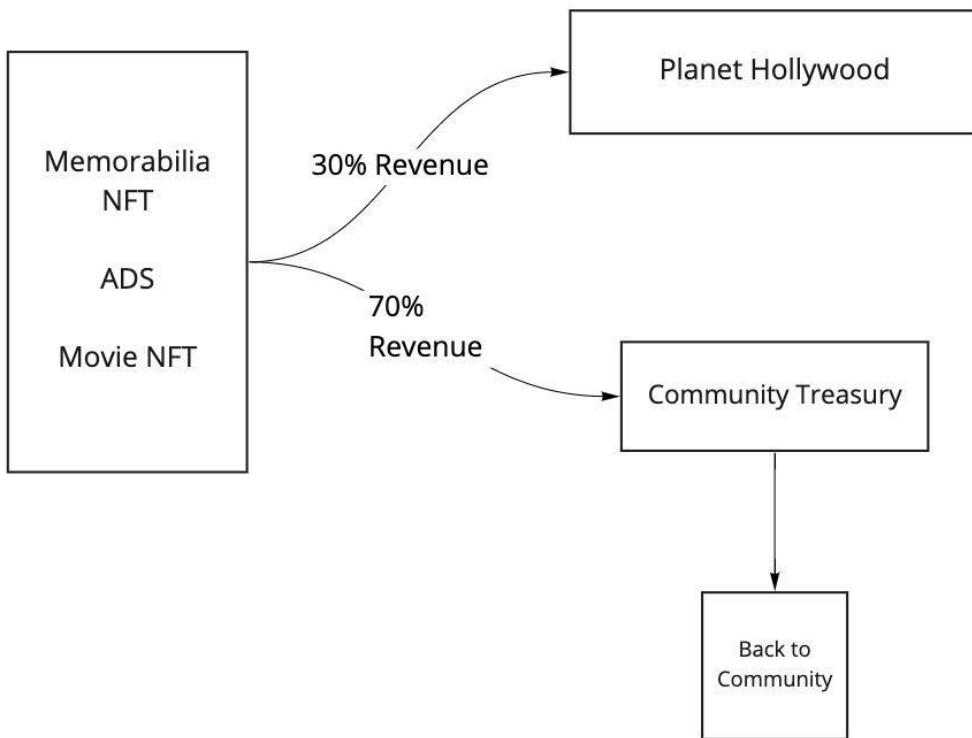
The **second phase** will be for movies to issue perform 3 tasks:

1. Issue / sell movie related NFTs
 - Users who have hold a certain amount of \$HWOOD in their wallet will have early access to these NFTs

- These NFTs can be purchased in both \$HWOOD or ETH
- 2. Sell Ads
 - Certain ad spaces within the movie can be sold by direct listing or through auction.
 - These ads can only be purchased / bid for \$HWOOD
- 3. Vote
 - The movie may allow certain decisions to be decided by \$HWOOD holders. These may range from superficial items such as a colour of a car to more fundamental decisions such as a character's story arc.
 - Voting power is correlated with the number of \$HWOOD a user holds in their wallet.



Phase 3 will involve allowing staking of Movie NFTs to earn \$HWOOD. This will be the main way \$HWOOD enters the ecosystem and will last for a longer period of time and emit a majority of the \$HWOOD pool allocated for staking rewards. In order to further gamify the experience we could create Movie NFT 'combos' where collecting a certain combination of NFTs will mean a multiplier for staking rewards.



The above shows that the revenue generated from the sale of Memorabilia NFTs, Movie NFTs and Ads will accrue to both Planet Hollywood and the Community Treasury. The assets in the Community Treasury will flow back to the community in the form of staking rewards,

Platform rewards

Laying the community's foundation with a reward system.

A fair amount of tokens, 15% of the total supply, are allocated as platform rewards. All active fans and creators are eligible for the platform rewards as they participate in our regular community building campaigns, which includes:

- Referrals
- Brand ambassadors
- Discussion and participation
- Movie reviews
- Etc.

The platform rewards are carefully designed to incentivize real engagements within the community. Unlike other NFT platforms, our marketplace already has the quality to attract adequate trading volume with the unique collectibles. We are not introducing any mechanism to encourage extra trading volume which may lead to wash trading issues.

Governance

Give power back to the community. Drive the platform forward.

Every \$HWOOD holder is empowered to influence decisions over the community's development.

Platform & Features

- New features or improvements
- Supported blockchains
- Campaigns

Operations

- UX / UI improvements
- Fees adjustments
- Governance rules
- Forum moderation
- Advanced functionality

Design & Products

- Creators and celebrities for partnerships
- Drops format

Fashion & Content Development Fund

Incentivizing more parties to expand the ecosystem

10% of the total supply of \$HWOOD is allocated for the fashion and content development fund.

To foster the development and expansion of the ecosystem, Planet Hollywood welcomes the input from the community through voting. Funds will be used on different categories, which include:

1. Licensing: grants of \$HWOOD to movie creators, actors, critics, etc. in return for licensing rights to produce officially licensed collectibles.
2. Listing: grants of \$HWOOD to physical movie collectibles companies to list the rare and officially licensed collectibles on Planet Hollywood.
3. Third-party platforms: grants of \$HWOOD to development teams for creating, hosting, or managing platforms that support the collection of rare memorabilia and feature them on Planet Hollywood.
4. Retail partnerships: grants of \$HWOOD for the integration of the Planet Hollywood platform into third-party platforms.
5. Localization: grants of \$HWOOD to global partners for incentivizing local news, platform localization, and market strategies.

The remaining \$HWOOD will be distributed across Liquidity Pool, Team & Advisors, Company Reserve, and sales.

Staking \$HWOOD

To encourage the holding of Planet Hollywood's HWOOD Coin (\$HWOOD), we will offer a unique staking program to our community.

In this staking program, holders will be able to earn credits by staking their \$HWOOD into the platform for a committed period. These credits can be used for purchasing exclusive memorabilia and experiences which are not available to buy with \$HWOOD.

Examples:

- Early script drafts
- Drawing of the design of movie props
- Etc.

Roadmap

MVP

- Marketplace
- Drops
- Community for fans
- Exclusive content platform
- Forum

Phase 1

- Creators database and profiles
- Mystery NFT crates
- Tutorials
- AMA platform
- Governance

Phase 2

- Metaverse
- Mini games

Team



Robert Earl - Executive Chairman

Recognized as a leading figure in the hospitality, lodging, gaming and food & beverage industries, Robert Earl, founder of Planet Hollywood, brought the Hollywood lifestyle, celebrities, influencers, and pop culture to cities across the globe through the timeless Planet Hollywood brand including the successful rebranding of the Aladdin Resort and Casino to the ever-popular Planet Hollywood Resort and Casino. Prior to Planet Hollywood, Robert grew the Hard Rock brand from its nascent stage to 22 units and laid the foundation for Hard Rock's continued growth. Always innovative, Robert co-founded Virtual Dining Concepts, which helps restaurants everywhere increase their profits and maximize their kitchen output through the addition of licensed virtual restaurant brands that feature collaborations with the biggest names such as MrBeast Burger, Guy Fieri's Flavortown Kitchen, NASCAR Refuel, Buddy V's Cake Slice, Barstool Bites, and Mariah's Cookies, with many other brands to launch.



Robbie Earl - Chief Product Officer

The second generation restaurateur inherited a passion for the restaurant business from his father and now oversees the new direction of restaurants capitalizing on the fast growing restaurant delivery trend. As head of talent partnerships, he's honed relationships with the biggest names in Hollywood, sports, music, YouTube and digital celebrities who become full collaborators in brand development and marketing. As a tech and crypto enthusiast, he's leveraged the company's buying power securing successful partnerships with the top delivery service platforms around the country and has been working on integrating the crypto community across the restaurant, hospitality and entertainment industries.



Giovanni Yruela - Chief Strategy Officer

Giovanni joined the Planet Hollywood brand nearly 13 years ago straight out of law school assisting with various acquisitions and brand deals. In his current role, Giovanni is responsible for exploring the various ways to expand the Planet Hollywood brand beyond restaurant, entertainment and hospitality through partnerships and alliances and monetizing Planet Hollywood's vast memorabilia collection. He envisions the gaining popularity of blockchain technology and NFTs and its corresponding community as providing the excellent opportunity to bring pop culture, Hollywood nostalgia, memorabilia, and backstage access to the world in partnership with Animoca. Giovanni knows that the mass adoption of blockchain technology in everyday business and leisure will be among us in the very near future.



Stephanie Antequino - Curator

Ever since a child, Steph knew she wanted to work with historic artifacts. This led to her obtaining degrees in Anthropology and Historical Administration. In 2006, she left her hometown for the sun and fun of Orlando, Florida to work at a local history museum and put her education to work. Seven years later, she leapt at the opportunity to join Planet Hollywood's Memorabilia Department. In her current role, Steph has had the opportunity to maintain, catalogue and curate the largest private collection of movie memorabilia that spans a 90 years of Hollywood history and has worked on projects across the globe. Steph is excited to expand crypto's ability to preserve these amazing Hollywood artifacts for generations to come as well as ensure the provenance of pieces through the blockchain.



Roberto Grande – Chief Marketing Officer

Roberto is a US-based investor, advisor, and producer. He started his career as an intellectual property lawyer, becoming partner in a multinational law firm where his practice focused on strategic technology transactions and the development of intellectual property licensing and monetization models.

Since leaving legal practice, he has founded and managed companies in the technology, entertainment, and advertising industries.

Roberto graduated from the Australian National University with an Honors Degree in Economics and an Honors Degree in Law.



Chris Lewis – Investor Relations and Strategy

Mr. Lewis has had a long career in building businesses by leading product, marketing and business development teams across an array of TMT segments. He was Head of Strategy & BD at Skype in Asia and led the Skype business there until just after the acquisition by eBay.

After Skype he joined as Partner of boutique consulting firm Exicon Global focused on leading digital transformation and ecosystem development projects at large TMT clients.

Following this, he joined the founding team of M800 / MaaiiConnect as CSO of this International Telecom Carrier in preparation for its Hong Kong IPO. He is an investor / advisor with several start-ups including; scraping-bot.io, yieldbooking.com, Panmeta (WeTalk) and others.



Zaf Chow – Blockchain P2E Expert

Zaf is the Director of Digital Strategy and Partnerships of Animoca Brands. She spearheads Animoca Brands' efforts in developing the play-to-earn (P2E) field, promoting mass adoption of NFTs and metaverses, and facilitating strategic partners' transition to web3, which build upon the core concepts of decentralization, openness, and greater user utility. Prior to this role, she had founded her own start-up, a fintech solution that facilitates mobile food ordering. Zaf was the previous Awardee of Innovation and Change-making Entrepreneurship by InvestHK. She has vast experience in different industries, from business innovation in retail to startup in mobile food ordering; and from fintech to blockchain gaming.

Advisors



Matt Medved

Co-founder NFT Now



Arnold Concepcion

Animoca Brands



Curtis Jackson III

Hollywood Actor



Jim Toth

Hollywood Insider



Yat Siu

Animoca Brands



Matt Mullenweg

Co-founder Wordpress



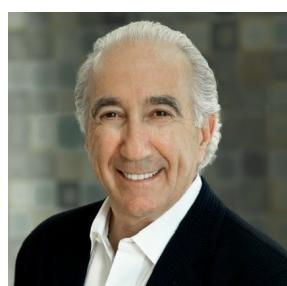
Robert Tran

MADworld



Megan Fox

Hollywood Actress



Gary Barber

CEO Spyglass Media Group



Kelly Leung

Animoca Brands Japan



Avi Lerner

Chairman Nu Image,
Inc., & Millennium Films



Pete Laverick

MADworld