



SaTT

SMART ADVERTISING TRANSACTION TOKEN

WHITE PAPER

V.6.2
06/01/2021

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01 Who are we?



ATAYEN, Inc is an American company specializing in developing applications dedicated for business pages on Facebook and other social networks.

Facebook application developers since 2008, Gauthier Bros and Stephanie Clement founded ATAYEN, Inc. in 2014 to further develop the marketing application technology they invented to improve business pages on Facebook.

ATAYEN, Inc.'s Iframe suite of apps allows customers to establish an effective communication hub using simple tools.

IFRAME SUITE OF APPS BY ATAYEN, INC.

Contact Form



Adds a customizable contact form to a Facebook page and automates responses.

Newsletters



Provides a registration form for Facebook pages to facilitate customer contact and communication (emails, phone...).

Automatic Newsletter



Generates newsletters automatically from Facebook page news feeds and sends them to its contact list.

Coupons App



Create custom coupons to reward Facebook or other social network communities.

Iframe Apps



Inserts any internet content (html, website ...) into a Facebook page.

Add a Link



Adds custom links that redirect users to specific pages.

Store App



Creates or imports custom stores into a Facebook page for online sales.

Sharing Tools



Allows customization of the appearance of shares on social networks while providing performance statistics (clicks).

The challenge of revolutionizing advertising via Blockchain

By studying the **4 million pages** that use our applications, all our customers have the same goal, maximizing the penetration and awareness of their brands, products, services, news and promotional offers.

We decided to provide a service to make the interaction of online marketing tools more transparent (Facebook, Instagram, Youtube, Twitter, Snapchat...).

Some examples:

- Mercedes releases its latest video on the Auto Journal Facebook page.
- Amnesty International appears in the CNN Newsletter.
- Nike publishes a post sponsored by Kobe Bryant on Instagram.
- L'Oréal has products tested by the latest fashion influencers so they post them on their Youtube channels.

Until now, this was all done by humans in agencies. They hold the cards. **The opportunity was obvious: create a secure index of advertising offers!**

While searching for the best solution, we realized blockchain would be perfect for our needs.

It is a decentralized and distributed database that guarantees the integrity of data and transactions.

We will use it hold the data securely and verify payment once the terms of a contract are fulfilled.

This allows us to offer a powerful and reliable tool to the development community to take care of advertiser / creator relationships.

The idea of SaTT was born (Smart Advertising Transaction Token).

The SaTT is a «utility token» based on blockchain technology that allows exchange of advertising and audience payment.

SaTT is regulated by a Smart Contract which lists advertising offers with all data held securely in the Ethereum blockchain.

The Smart Contract sets the conditions for participation in campaigns, quantifies the success, and guarantees the final renumeration.

The Ethereum blockchain is fast, inexpensive, safe and versatile allowing distribution of rewards on the internet traffic market more equitably by removing all the constraints induced by centralized intermediaries.



ATAYEN, INC

Developing awesome apps since 2011

2011



Gauthier Bros & Stephanie Clement start to develop multiple apps for Facebook pages.



Release of Iframe App & Contact Form

2014

ATAYEN, Inc. is born.

> 6 operating apps

> More than 500,000 users



Release of Store App

2015



> Kima Venture & The DOT become shareholders.

> Launch of IFrame Apps Suite :
9 Apps for \$19.

2017

1 million users

> Solly Azar become shareholder.

> \$500,000 generated



Release of Automatic Newsletter

2018

> Start Ethereum Development



\$600,000

of annual revenues

2019

OUR NEW CHALLENGE :

Develop an ad exchange platform for our users.

AN IDEA :

Create a smartcontract to rule advertising transactions & create a token for value sharing.

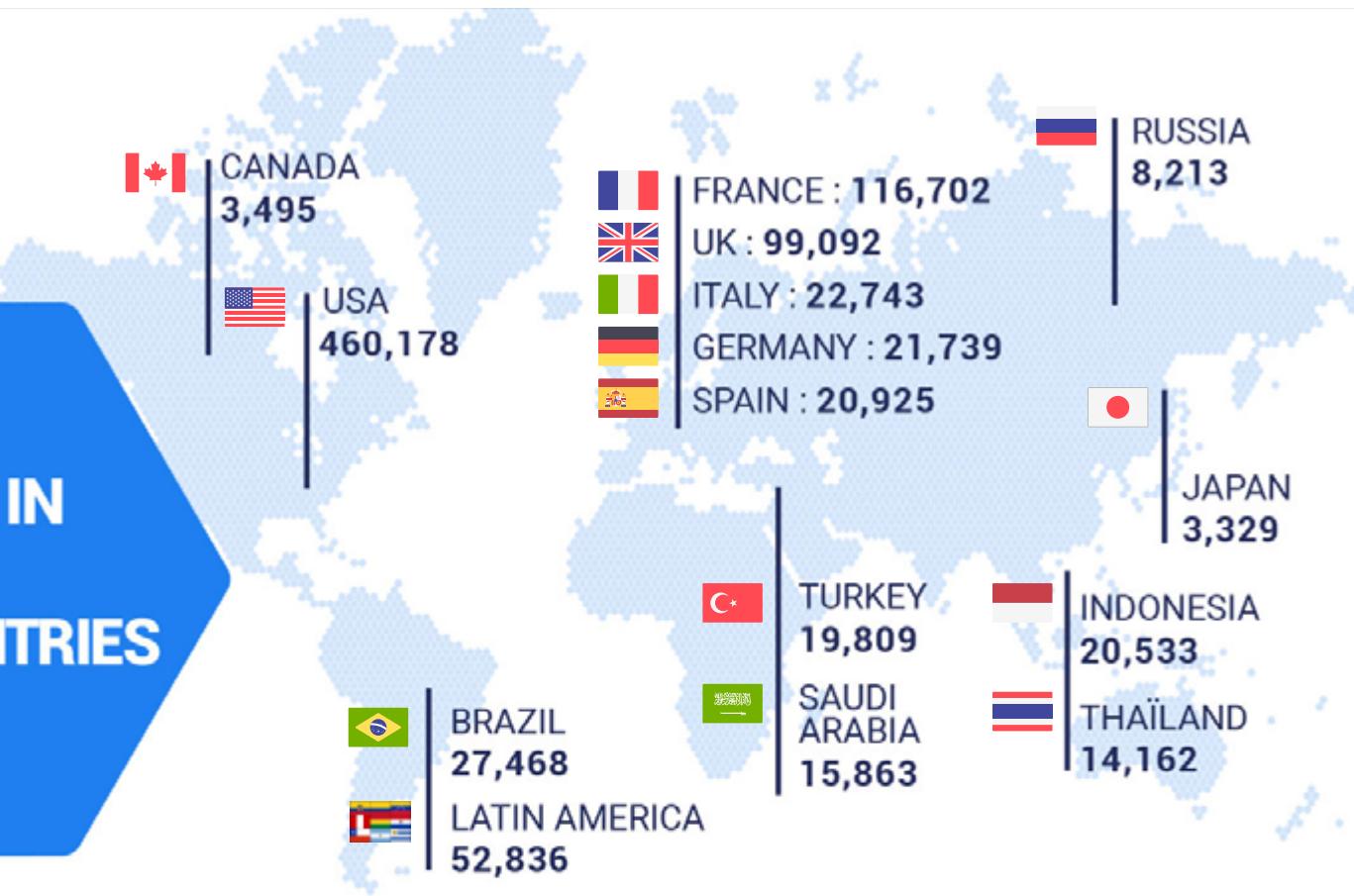
SaTT is Born!

OVER ONE MILLION PERSO PAGES

A few figures

**USED IN
121
COUNTRIES**

**OVER
4 MILLION
BUSINESSES**



515,505
COMMUNITIES

482,832
APPLICATIONS

228,161
PERSONAL PAGES

207,799
STORES

130,140
MUSIC ARTISTS

115,730
COMPANIES

104,990
PRODUCTS /
SERVICES

100,753
WEBSITES

Used by the world top brands 4 MILLION FACEBOOK PAGES



02 Understanding Online Advertising

Advertisers have many tools to publish, quantify and analyze their advertising campaigns. They can spread their messages through:

- ▶ Brand and co-brand websites
- ▶ Presence on community networks
- ▶ Rich Media Campaigns
- ▶ Content sponsorship, brand content, marketing influencers

Digital strategy must be built and measured according to several problems as :



How can they quantify the return on investment in the current environment?
Accurate data to evaluate the effectiveness of digital actions with regard to campaign objectives in terms of impact on the brand (awareness, memorization, brand preference...) and/or performance (increased traffic, online sales, offline sales, generation of opportunities or leads...).



Media buying strategies and communication budgets based on evaluation of the Web's contribution to the media plan (coverage of the target, repetition of messages, complementarity of the media).



Community engagement through content creation, participation in branding and social media outreach.
Accurate data around that define the engagement and interaction, intimacy and influence of the clients.



Understanding customer behavior, needs and expectations. Qualification of leads from behavior data, tools and third-party databases to generate business opportunities.

The enormous potential of the online advertising market

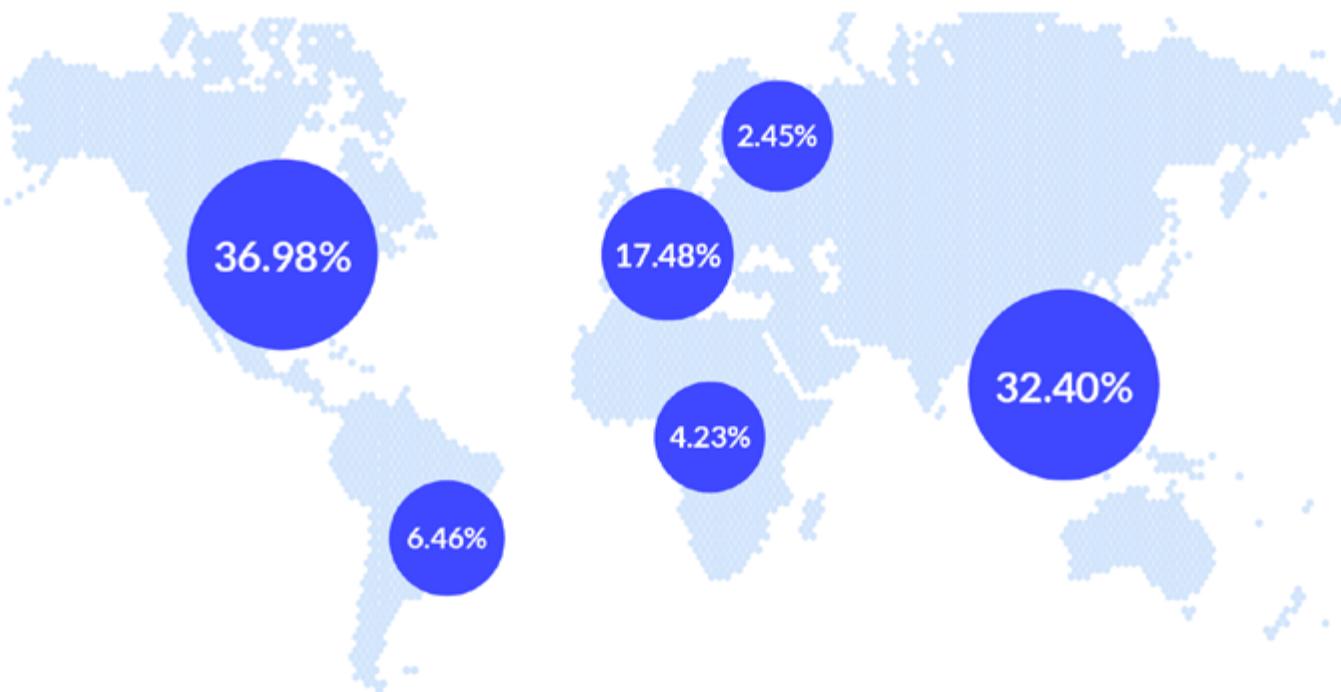
The digital advertising market is growing rapidly.

In the first half of 2017, the online advertising market represented 2 billion USDollar, a significant increase of 9.8% compared to the first half of 2016.

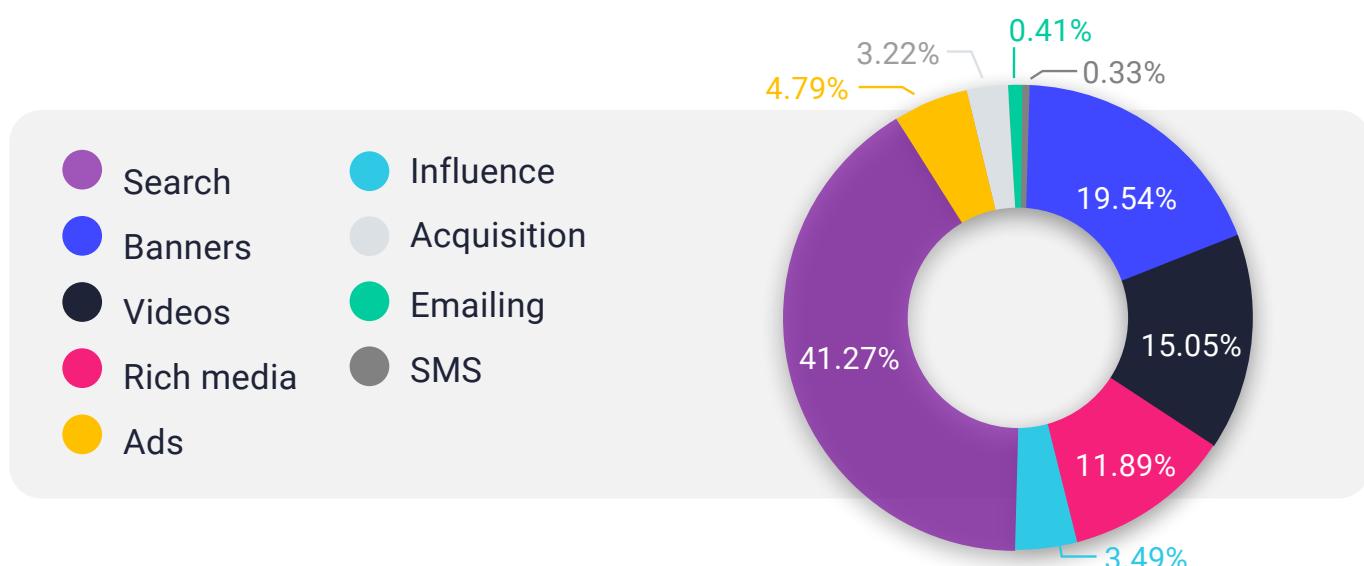
The digital market is far ahead of other media. It represents 33% of investments versus 28.3% for television.

In 2017 digital advertising generated 247.87 billion USD.

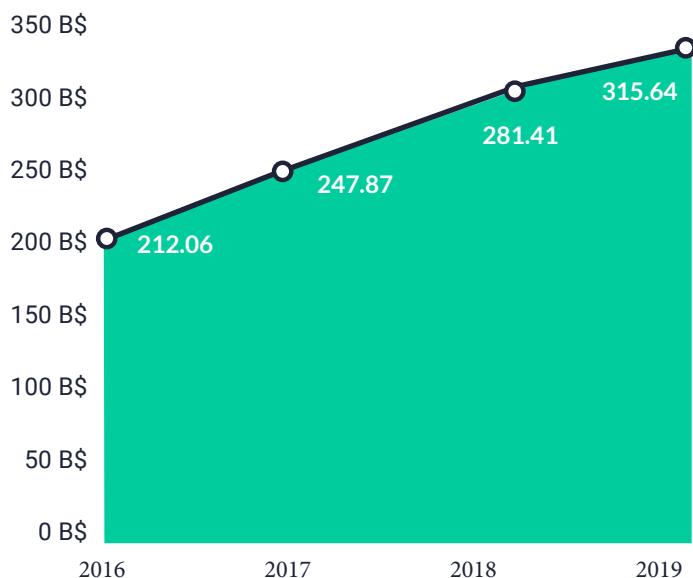
◆ 2017: Total Media Advertising Spending Worldwide by Region



◆ 2017: Breakdown by Media



◆ Revenues in the digital advertising market



◆ 2017: Breakdown by Platform

	GOOGLE:	33.00%
	FACEBOOK:	16.20%
	ALIBABA:	7.80%
	BAIDU:	6.20%
	TENCENT:	3.00%
	LINKEDIN:	2.70%
	YAHOO:	1.40%
	TWITTER:	1.40%
	AMAZON:	1.00%
	SNAPCHAT:	0.40%
...	OTHERS:	29.50%

◆ 2017: Breakdown by Industry

Retail
32.40%



Automobile
12.90%



Financial services
12.20%



Telecom
10.90%



Consumer goods
8.80%



Travel
8.20%



Computer Products
7.60%



Media
5.80%



Leisure
4.90%



Others
4.30%



Health and Pharmacy
2.40%



A few definitions to understand advertising!

INFLUENCER MARKETING includes all practices that aim to use the recommendation potential of the influencers, most often used in the sense of digital influencer.

PERFORMANCE MARKETING are the techniques where the advertiser pays for advertising or marketing based directly on campaign results. Advertisers like this, since it theoretically limits risk if a campaign is unsuccessful.

This sort of payment is often based on:

- transactions billed to commission or to CPA ,
- visits or clicks billed to CPC ,
- various completed forms invoiced to CPA.

AFFILIATE MARKETING works based on a payment model for affiliates (e.g.a webmaster or blogger) whenever a customer does a specific action (e.g. makes an order, purchase, installation, etc.). These networks are usually independent and work with Advertisers (CPA Networks - see below)

AFFILIATE NETWORKS (CPA NETWORKS) offer rewards to advertisers in the CPA model and offer a range of services including creating entire affiliate programs. The affiliate networks charge advertisers for customer actions, payment of commissions to affiliates and charge commissions for the service.

AN AFFILIATE (webmaster, publisher, advertiser, influencer) is a marketing professional (or a group of marketers under a single account in an affiliate network) who provides publicity for a product or service in return for compensation or a payout for every targeted customer action originating from their site.

AN ADVERTISER, in this context, is the person encouraging affiliates to find customers by creating offers and paying for them (often through affiliate networks) for targeted customer actions corresponding to the conditions of the offer.

TRACKING is the monitoring of the many campaign parameters in the affiliate marketing process. For example: time, source and number of targeted activities.

FRAUD, in terms of affiliate marketing, means the different ways to deceive the affiliate network and the advertisers in order to obtain a monetary reward.

There are a variety of common methods: emulation of targeted actions, spoofing the source of the customers introduced (cookie stuffing), tricking customers by using decoys to increase the probability of a targeted action (for example using a price significantly lower than the advertiser's offer) and others.

THE LEAD is the targeted customer action in response to an advertising campaign: sales, order, call, registration, installation of the application, etc.

THE OFFER is an advertising proposal to attract targeted activities from advertisers or affiliate networks.

THE COMMITMENT is the concept of social commitment or commitment to social networks, usually meaning the set of interactions that can be generated on social publications (Facebook post, Snap, Tweet, etc.) organic or paid. Social commitment can therefore be translated as a "like", a comment, sharing or other forms of reaction offered by the different social networks.

The different online advertising business models

Advertisers, according to needs (to increase brand awareness, generate traffic, acquire leads or even develop their sales) will choose a payment mode for their creators.

These are the different ways to invoice online advertising:



CPC

(Cost Per Click)

CPC is the cost per click generated by a creator.



CPM

(Cost Per Thousand)

CPM is the cost per thousand displays or impressions of an ad.



CPA

(Cost Per Action)

CPA is the cost per action, which can be a sale, a form or a quote request.



CPV

(Cost Per View)

CPV is the cost per view of a video.



CPE

(Cost Per Engagement)

The advertiser pays when users interact with the ad (likes, comments, shares...).



CONVERSION RATE

The conversion rate is the KPI corresponding to the % of people who performed an action in relation to the target population.

03 A Smart Contract to govern advertising transactions

Thanks to the **SaTT Smart Contract**, an advertiser can easily create advertising campaigns whose conditions for participation and results will be stored in distributed decentralized records (blockchain). These ads will be searchable via dedicated APIs. This means tampering with results will be extremely difficult.

A SaTT Smart Contract transaction may only be validated if:



The affiliate meets the criteria- age, sex, city, audience.



The creator has relayed the advertising campaign and the defined oracle has returned the result statistics.



The "oracles" have returned the information, the transaction is executed and the SaTT amount transferred to the creator.

A. Selecting the relevant creators

One of the biggest challenges of internet advertising is recruiting and validating advertising campaign partners.

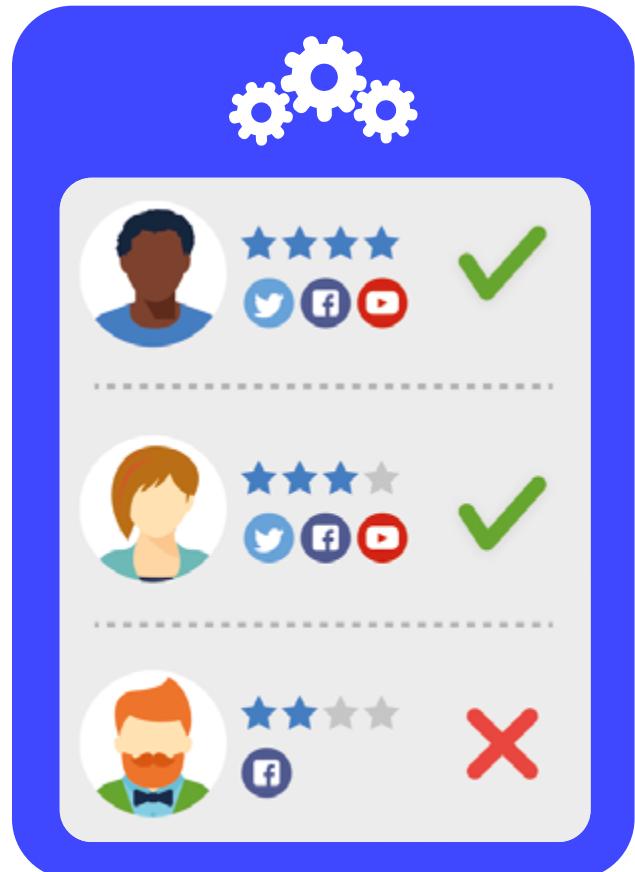
Advertisers must select the best partners. This can depend on the scope of their broadcast network, the topics addressed or simply its image.

An example:

Illegal streaming sites are able to generate significant traffic, but given the nature of the practices an advertiser will generally avoid using them in favour of a source that will not affect the integrity of its image.

SaTT Smart Contract will give an advertiser the power to define criteria for partner participation in a campaign as well as our automated oracle performance.

An advertiser may, for example, choose the Klout app to define the level of influence required to participate.



B. Quantifying the results of an advertising campaign

In the current model, advertising agencies or affiliate networks are able to evaluate the performance of an advertising campaign, by its number of impressions, clicks, or sales.

Therefore there is a specific statistical tool for each platform, which is relatively robust and secure, but does not include reactions on social networks that are useful in judging the performance of an ad.

These tools are similar to the ones used by advertisers (e.g. Google Analytics, Facebook Analytics, etc.)

The major advantage of SaTT is the use of the Smart Contract which communicates with third-party APIs to quantify the performance of campaigns and evaluate the amount of the transaction.

These applications play the role of Oracle and interact automatically with the Smart Contract to quantify the performance of an advertisement and thus automatically define the amount to be paid to the creator.

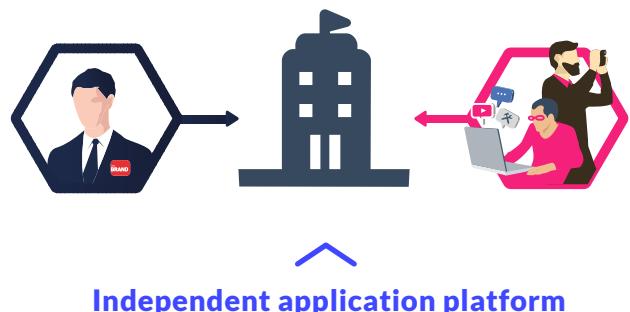
The advertiser can choose between third party apps depending on its objective.

For example:

As part of an influencer marketing campaign, an advertiser can define an application specializing in the study of Instagram statistics as a performance oracle and thus quantify the remuneration to the creator.

In the same way, another may choose Google Analytics as a reference if it aims to quantify the visits to its website.

Current Model

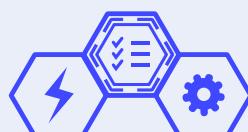


Independent application platform

The SaTT Smart Contract



This is the typical group of applications that play the role of oracle.



With the SaTT Smart Contract, advertisers and creators will be able to obtain results such as impressions, clicks, subscribers, sales or reactions on the social networks for a campaign with the most relevant tools according to its objectives.

Depending on the usage evolution, new tools can be added and will communicate with the SaTT Smart Contract.

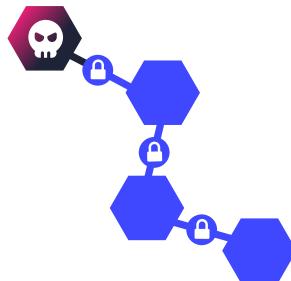
C. Building trust, preventing fraud



The security of current affiliate networks is threatened:

- ▶ If a centralized network is hacked, the hackers can access all system accounts.
- ▶ In the case of a technical failure on a centralized platform, all ad campaigns stop working until the incident is resolved.

Advertisers and creators of many ad networks must trust centralized advertising agencies without being able to verify the statistical results provided.



Thanks to the blockchain, advertisers and their campaigns are not connected to each other. This means they are not all affected by a single hack or malfunction.

Thanks to the **SaTT Smart Contract**, ads and transactions are governed by modules of independent persons secured by the Ethereum blockchain.

In the event that a module or oracle malfunctions, the integrity of ads of other advertisers is preserved.

◆ The most common frauds found in the online advertising market

Advertisers

- ▶ Inform a creator that an order was not delivered and refuse to pay commission on the customer purchase
- ▶ Change the site tracking code so that not all leads are registered and paid.

Creators

- ▶ Inject fake accounts to obtain CPA commission.
- ▶ Trick statistics by using robots.

Advertising Agencies

- ▶ Delay commission payments to creators.
- ▶ Make mistakes in the calculation of affiliate remuneration.
- ▶ Discreetly remove advertiser and creator accounts.
- ▶ Trick the statistics.

▶ The use of the **SaTT Smart Contract** allows advertisers and creators to define a trusted third party (oracle) who will decide on the campaign performance statistics and the amount to be invoiced (examples: Google Analytics, Instagram Analytics, etc.).

▶ The decentralized and distributed **blockchain** ensures integrity of the billing data and payments without any possibility of falsification.

D. Reducing costs, speeding up transactions

The traditional business model of conventional centralized advertising agencies relies on a prohibitive cost of entry and monthly billing for the services provided.

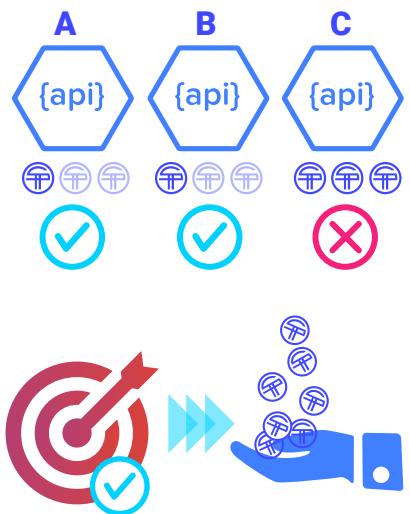
The minimum fee for using their interface ranges from several hundred to thousands of dollars a month.

With the blockchain and the SaTT Smart Contract, the transaction cost is split between the encryption and oracle modules based on user needs. There is no minimum monthly billing. The competition between the oracle modules guarantees a high level of service and competitive rates.

In traditional centralized advertising agencies, the payment of commissions to affiliates may take several months, resulting in significant transfer fees and blocking where minimum billing amount is not met.

By using SaTT, payments are immediate as long as the success criteria are met. Payments are subject to neither a transfer fee nor a currency conversion fee.

Choice of oracle



E. A complete and decentralized tool to govern advertising transactions

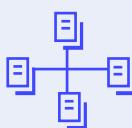


Traditional centralized advertising agencies offer proprietary interfaces that, through their design, may not meet all the expectations of advertisers and creators.

Some need access to specific statistics, to generate custom reports or to automate the creation of advertising.

The SaTT Smart Contract, operating in a decentralized way via the Ethereum blockchain, allows developers to design tailor-made tools.

Hence, any developer can design a SaTT-compatible campaign creation tool, an advertising directory or statistics interface.



The SaTT Smart Contract is decentralized, it is not a proprietary platform.

04 Operation of the SaTT Smart Contract

The **SaTT Smart Contract** works in a decentralized and distributed manner. The blockchain will include all current offers that allow any API or platform to perform operations, whether creating as part of an adbuilder, posting to make an ad directory, or as an oracle, for example by providing the necessary statistics to validate and quantify the transaction.

The advantage of such a Smart Contract is to gather market offers in a decentralized database, to set the rules that apply to advertising contracts and to automatically trigger payments once the transaction is performed.

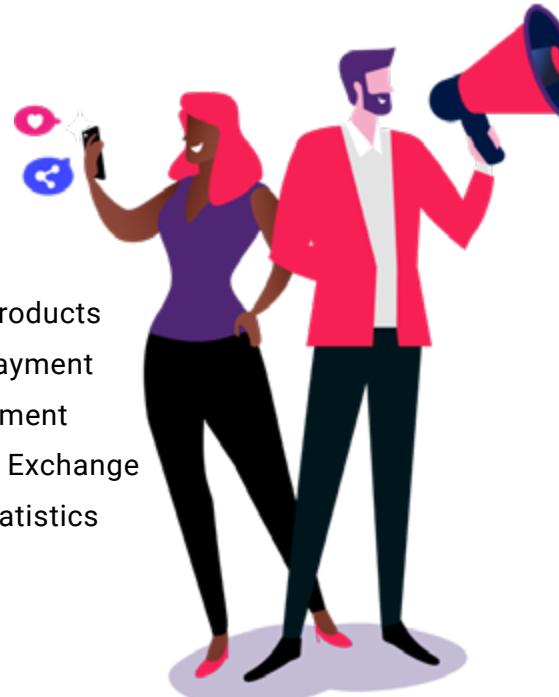


Advantages For Advertisers

- ✓ Very low fees
- ✓ International creators
- ✓ No middleman
- ✓ Relevant statistics
- ✓ Automatic Payment

Advantages For Creators

- ✓ Exclusive products
- ✓ Surety of payment
- ✓ Instant Payment
- ✓ Easy Token Exchange
- ✓ Relevant Statistics



Advertisers



The advertiser wants to maximize the penetration of their message. We provide a simple, fast and powerful tool to identify the best communication medium, and the best performing potential partners.

The SaTT Smart Contract facilitates the broadcast of advertisements according to performance objectives (e.g. to increase its visibility, to generate traffic, to generate sales opportunities or to directly make sales).

It can follow the evolution of a campaign on the industry standards, such as Google Analytics, Instagram or Facebook Analytics through oracle module connections. Finally, creators and communities can access exclusive products and events in exchange for SaTT.

SaTT which it can turn around and reuse for new campaigns!

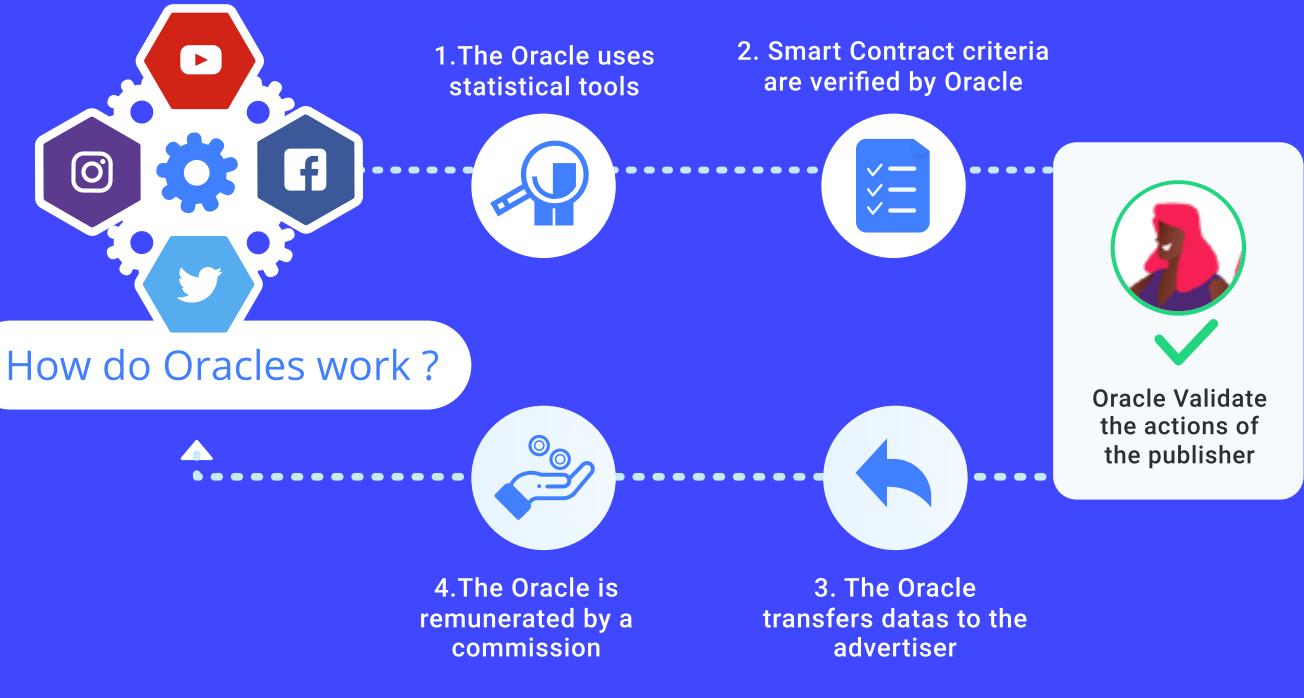
Creator



The creator wants to find the most relevant and profitable campaigns and content for its audience.

Thanks to the blockchain, partners can now guarantee that the campaign is funded and will be paid as soon as the contract conditions between the partner and the advertiser are met, such as at the end of a campaign or performance threshold. Once the objectives are achieved, the Smart Contract automatically triggers the transaction and the specified funds are transferred directly to its portfolio net of the commission paid to the oracle modules.

Oracles



What is an oracle module?

An oracle is an application between the Smart Contract and a data source to relay information on the performance of a campaign or process (number of clicks, number of views, ability to participate, validation of campaign integrity). When an application connects to Google Analytics and returns the volume of a creator's traffic on the advertiser's website at the end of the month to an oracle module, it uses that data to determine if the conditions of the Smart Contract are fulfilled. Several oracles may be involved in the process before a Smart Contract based transaction is approved.

For example:

Coca-Cola could define that the company REECH decide on the capacity of creators to participate, set the transaction condition to 2,000 views, and define Google Analytics as oracle to obtain the statistics, the results of the campaign...

Oracles can be developed directly by ATAYEN, Inc. or by third-party developers via the SaTT API.

The advertiser can choose the most relevant of the validated applications or have custom ones created.

The application developers are compensated via commission when transactions are approved and validated.

Oracles, trusted third parties to the transaction



PERFORMANCE ORACLE

Performance oracles provide the statistics needed for billing. For example, it may be used to count views, clicks, lead engagement or sales.

MailChimp

Google Analytics

Magento

PrestaShop

facebook

twitter

zanox.

Contact Form



CAPACITY ORACLE

Capacity oracles analyze the partner profiles to validate they meet the criteria set by the advertiser for the campaign. These conditions can range from the reputation of the creator on social networks, to factors such as its type of audience, or market segment.

REECH

socialmention*

KLOUT

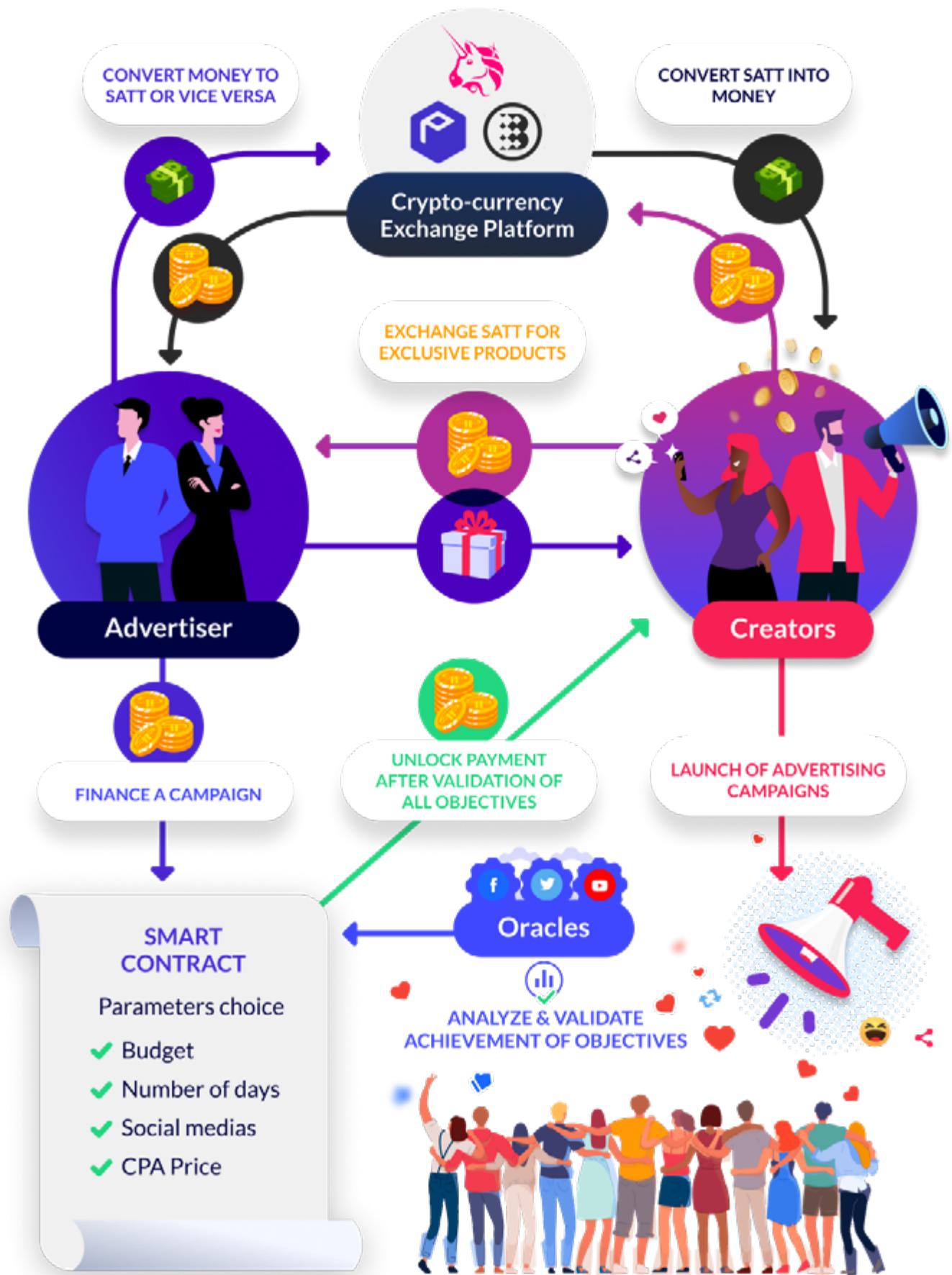


SECURITY ORACLE

Security oracles are an option for advertisers who want to analyze and validate the quality of the campaign as well as minimizing potential fraud. Some of the modules include robot detectors and a lead or visit analyzers.

DATADOME

SaTT Ecosystem



05 FAQ

◆ WHAT IS A SaTT TOKEN?

SaTT are tokens issued from an Ethereum smart contract. These tokens will be used in advertising transactions between advertisers and creators.

◆ DOES THE TOKEN BESTOW OWNERSHIP ON THE ATAYEN INC. COMPANY?

No, the tokens do not bestow any rights or ownership of ATAYEN Inc.

The tokens allow you to use the advertising services provided by ATAYEN Inc. and to trade products and exclusive services

◆ HOW MANY SaTT TOKENS ARE AVAILABLE?

We have issued **20 000 000 000 tokens** out of which **118 000 000 are available for the crowdsale**. We will not issue any additional tokens in the future.

◆ WHAT CAN I BUY WITH SaTT?

You can already purchase our App Suite and our e-mailing service. Soon, you will be able to pay for advertising services as well as our partners' services and products.

◆ HOW TO GET SaTT TOKENS?

You can easily acquire SaTT during the crowdsale thanks to our wallet. You can purchase them with ETH, BTC or by bank transfer.

You can participate from exchange platforms such as Bitrex, Binance or any wallet, as well as by credit card by using services like transferwise.

Upon receipt of proof of payment, the corresponding SaTT are delivered to your wallet, and you will then be able to transfer them to any ERC20 wallet (MEW, Metamask, etc) or use our App.

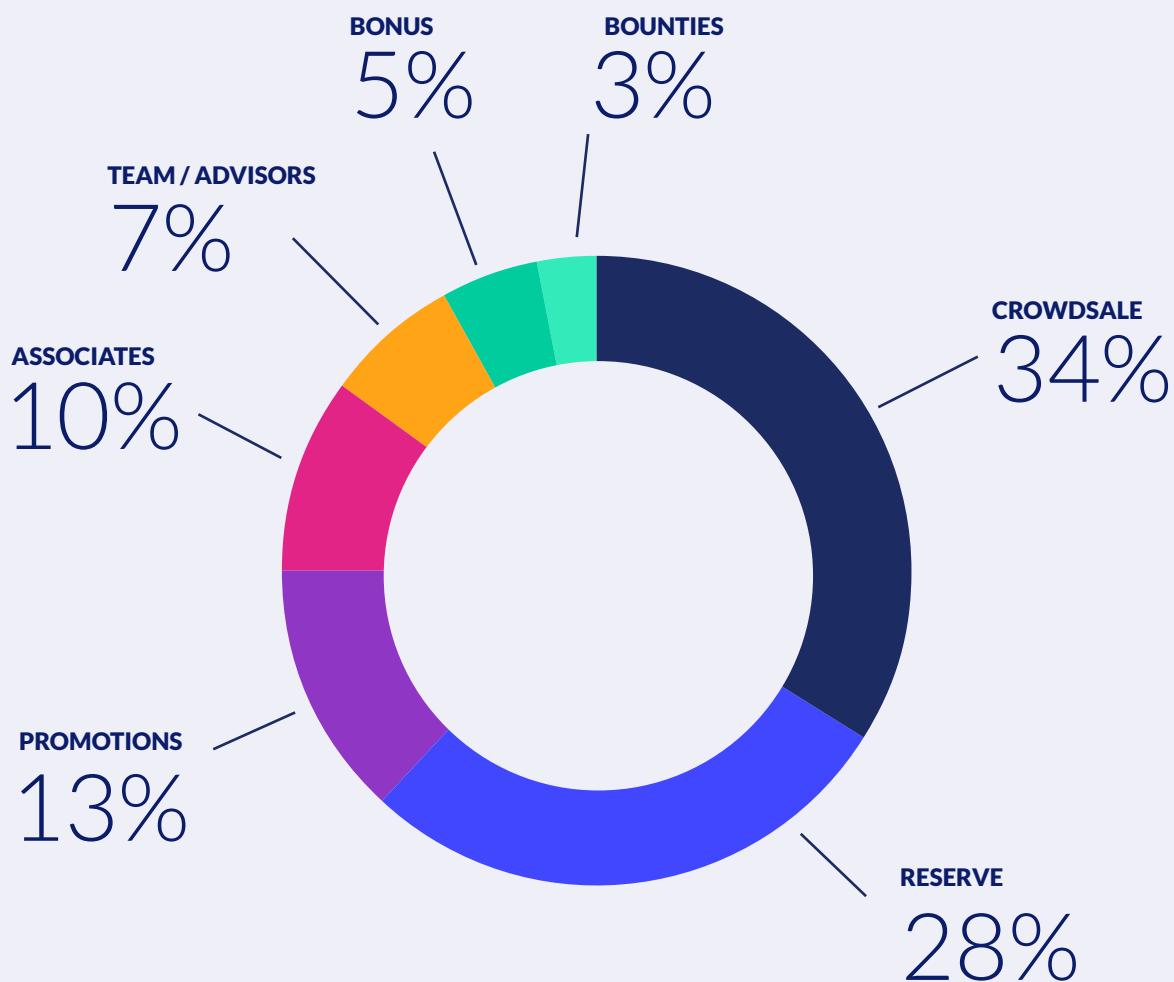
◆ WHERE TO STORE PURCHASED SATT?

You can store your SaTT on our SaTT wallet at satt.atayen.us, on any ERC20 wallet (MEW, Metamask, etc) or on a nano Ledger key.

◆ HOW TO CREATE A SaTT WALLET?

To create your SaTT wallet with ease, go to satt.atayen.us, sign up or login through Facebook Connect and choose your password to secure your transactions.

06 SaTT Distribution



07 RoadMap

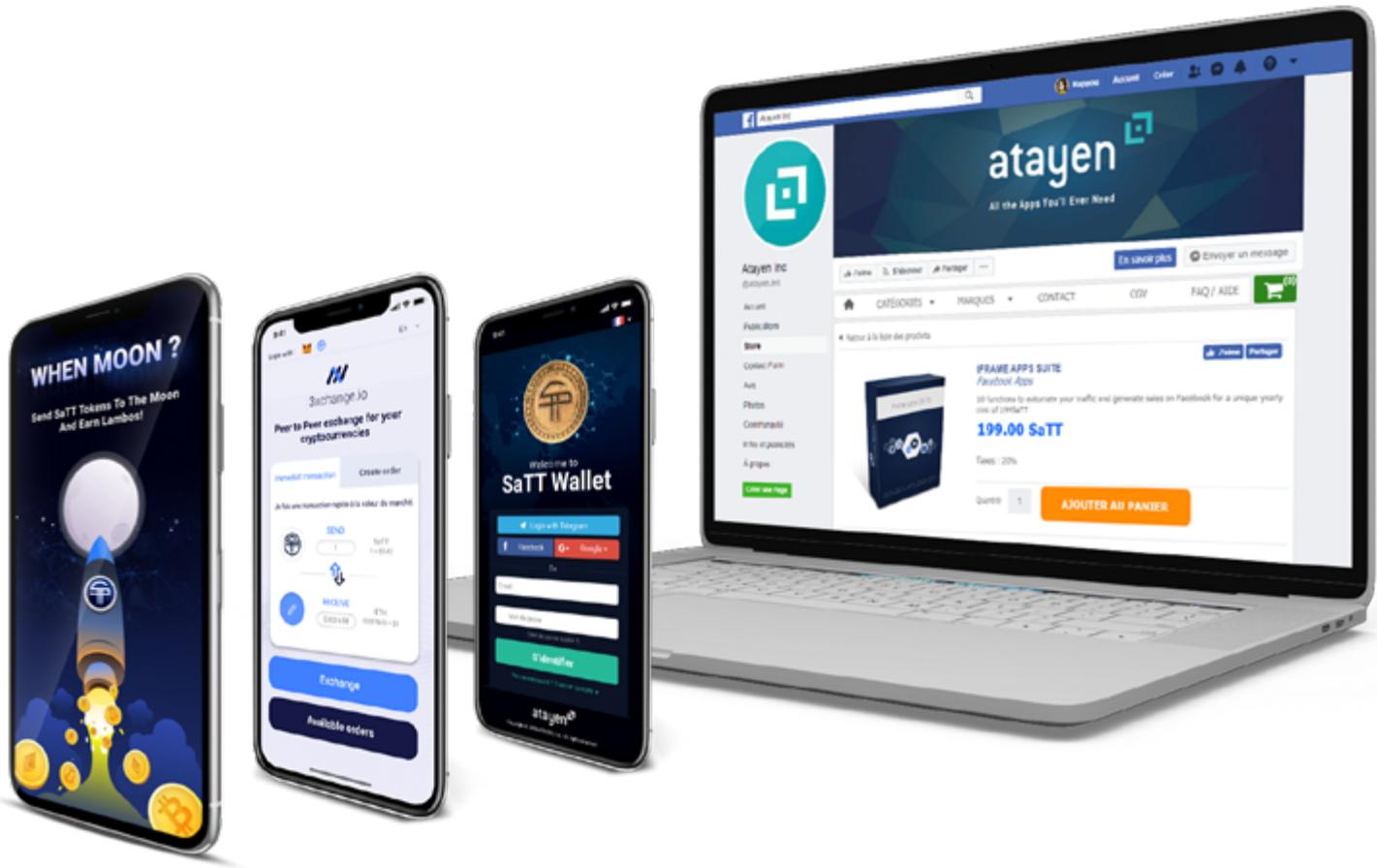


On The Road To Open Source (2020~2021)



08

SaTT is live: It's already more than a currency



- You can exchange your SaTT with others Cryptocurrencies in P2P, [3xchange.io](#).
- You can stock & transfer SaTT to your contacts, with the [SaTT Wallet](#).
- You can sell or buy on Facebook with [Store](#).
- You can pay or be paid in SaTT with the payment API [PayBySaTT](#).
- You can send SaTT to the moon with the application [When moon](#)

09

Buying SaTT exclusive products

SaTT is already a medium of transactions and can be used to buy our App Suite or products on Facebook pages that use our apps. The PayBySaTT functionality is easily installed in our app store. We will also offer SDK for third-party developers so that we make a host of exclusive products and events payable in SaTT.

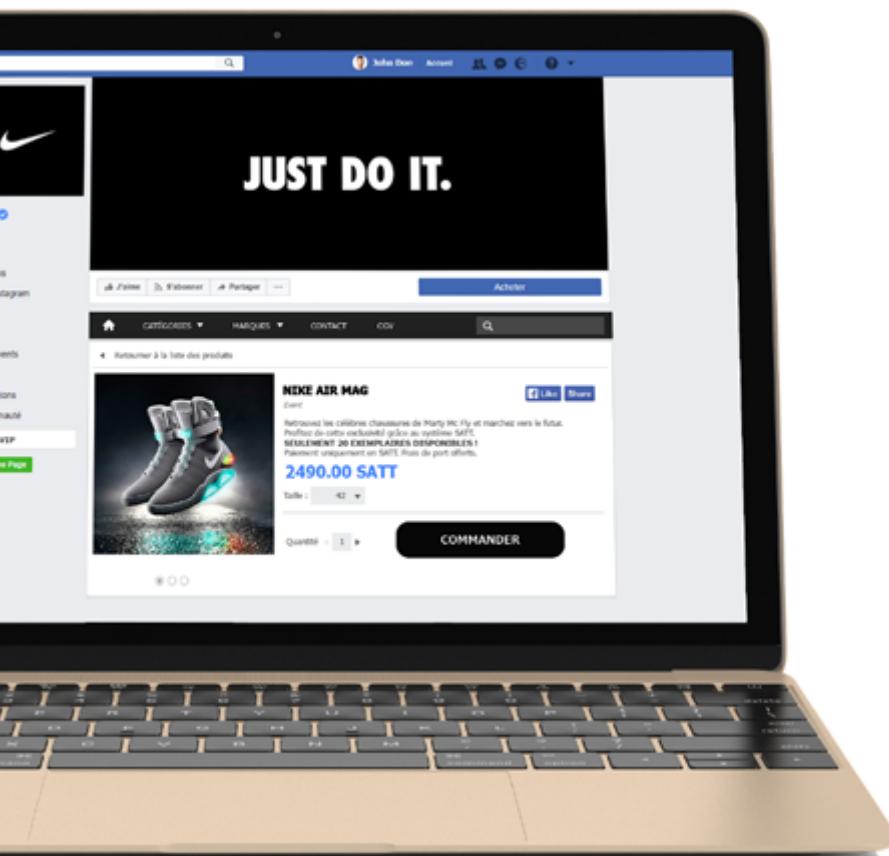
Exclusive products

Exceptional products for exceptional people.



Events

Events reserved for SaTT holders.



Brands can sell exclusive products for SaTT to a community of exceptional people.

- September 2018: Installed in Store By ATAYEN, Inc. Sell or buy SaTT on Facebook stores
- Q.2 2019: SDK for third party developer (Woocommerce, Magento, Prestashop ...).

Every year we select at least 6 of the biggest events to offer a SaTT evening to discuss our project with the leaders of the community.

Advertisers can also arrange exclusive events with the PayBySaTT module.

10 A strong, motivated team



Gauthier BROS
CEO



Stéphanie CLÉMENT
CTO



Samir KSIBI
Associate partner



Geoffrey MOYA
Blockchain expert



Caroline MURACCIOLI
Chief design / UX guru

THE ADVISORS



Eric
ALEXANDRE
CEO Jetcoin



Barak
EL HOMAYSSI
CEO SRG



Philippe
ERB



Jean michel
BILLAUT



Richard
ESTEVE



Quentin
HERBRECHT



Jordan
DELAGNEAU



Richard
WANG

THE INVESTORS



Kima Venture



DotCorp



NB Group



Solly Azar



**DOES OUR PROJECT INTEREST YOU ?
WOULD YOU LIKE TO SUPPORT US ?
We are ready to hear your proposal !**

I would like to participate

11 Disclaimer

PREAMBLE

The buyer of SaTT tokens understands and accepts that ATAYEN, Inc. does not aim to act as a substitute for the knowledge that the buyer must possess for its purchases on the cryptoassets market .

Thus, the buyer of SaTT tokens assumes and acknowledges an understanding of the field of cryptoassets, systems developed by ATAYEN, Inc. and the Blockchain mechanism. This includes the risks associated with the crowdsale as well as the mechanism related to the use of cryptoassets, and more specifically, SaTT tokens (including storage).

ATAYEN , INC. WILL NOT BE LIABLE FOR LOSS OF SaTT TOKENS, PIRACY, AND / OR SITUATIONS INVOLVING THE IMPOSSIBILITY FOR THE PURCHASER TO ACCESS THE SaTT TOKENS WHICH MAY RESULT FROM ANY ACTIONS OR OMISSIONS OF THE PURCHASER OF SaTT TOKENS AND THE USER OF THE SERVICES OFFERED BY ATAYEN , INC.

THIS WHITEPAPER IN NO EVENT SHALL CREATE A PROSPECTUS OR OFFERING DOCUMENT. IT IS NOT INTENDED TO CONSTITUTE AN OFFER TO SELL OR AN INVITATION TO A PURCHASE AND / OR SUBSCRIPTION OFFER.

THIS WHITEPAPER IS NOT INTENDED TO CONSTITUTE A SOLICITATION TO INVEST IN SECURITIES OR ANY OTHER FORM OF INVESTMENT PRODUCTS. THIS WHITEPAPER, IN WHOLE OR IN PART, AND ANY COPY OF IT, SHOULD NOT BE TAKEN OR TRANSMITTED TO ANY COUNTRY WHERE THE DISTRIBUTION AND DISSEMINATION OF WHITEPAPERS IS PROHIBITED OR RESTRICTED.

1. GENERAL INFORMATION

The SaTT token will not be legally considered a security since it does not give rights to dividend, interest, profit-sharing, or any other remuneration. Also, the SaTT tokens will not be considered shares because they do not give access to ordinary or extraordinary general meetings of ATAYEN, Inc.

The sale of SaTT tokens is final and non-refundable. They cannot be used outside the platform developed by ATAYEN, Inc. Consequently, they cannot and must not be bought for speculative purposes or investments. The buyer of the SaTT tokens understands and is aware that the SaTT tokens issued by ATAYEN, Inc. operate in a decentralized non regulated market. The information issued by ATAYEN, Inc. relates to the crowdsale and SaTT tokens, and the purchaser of the said tokens understands that no specific European regulatory framework governs this activity. As a result, the buyer is aware that the purchase of SaTT tokens is undertaken without the benefit of legal and / or regulatory protection.

Any person purchasing SaTT tokens understands, accepts and acknowledges to have carefully reviewed this whitepaper and to fully understand the risks, costs and benefits associated with the purchase of SaTT tokens and the services offered by ATAYEN, Inc.

2. RISK

2.1 General information on the risks related to cryptoassets

2.1.1 Risks related to trading or holding cryptoassets

The buyer acknowledges and understands that cryptoasset markets are decentralized nonregulated markets. The SaTT Tokens issued and the services offered by ATAYEN, Inc. therefore relate to unregulated markets which are not governed by any specific European framework. In other words, and unlike «traditional» financial assets, the Central Bank cannot take corrective measures to protect the value of cryptoassets in a crisis, or issue more assets in the markets.

Cryptoasset markets are determined by supply and demand. These markets are dynamic markets and the corresponding prices are often extremely unpredictable and volatile. Cryptoasset prices are generally not transparent, are highly speculative and likely to be manipulated by the market. In the worst case, the asset may be reduced to zero value. Also, the buyer of the SaTT token and the user of the services offered by ATAYEN, Inc. acknowledge being aware that cryptoassets, due to their lack of regulation, are likely to be misused for illegal activities owing to the anonymity of transactions. The law enforcement and financial market regulation bodies are therefore likely to investigate alleged unlawful activities which could be detrimental to the buyer and / or the user.

As a result, cryptoassets should be considered an extremely high risk asset and the buyer will always have to buy with the understanding and awareness that the funds can be lost. The purchase of cryptoassets is not suitable for everyone. The buyer therefore understands that SaTT tokens should not be bought without the necessary knowledge and expertise to understand the characteristics of the token, the crowdsale, the whitepaper and the exposure to risk.

The buyer of SaTT tokens understands and accepts that ATAYEN , Inc. has no intention of acting as a substitute for the knowledge that the buyer must possess for its purchases on the cryptoassets market. The buyer of the SaTT tokens and the user of the services offered by ATAYEN, Inc. understands and accepts that ATAYEN, Inc. and this whitepaper is not intended as a substitute for the knowledge that the buyer must possess for its purchases on the cryptoassets market.

Indeed, the buyer recognizes that the risk of loss in the purchase of cryptoassets can be considerable. The buyer must therefore carefully consider whether the purchase on this type of market is appropriate in view of their situation and financial resources. The buyer understands that a total loss of tokens is possible.

2.1.2 Risks related to third parties

The Blockchain is an independent public peer-to-peer network, free of any European legislation or regulations. The buyer understands that errors, failures and / or violations may occur in the Blockchain and may result in the loss of the purchased SaTT tokens. Also, the buyer acknowledges being bound and subject to any change and / or modification in the Blockchain system and being subject to any applicable law that may apply to the Blockchain. While ATAYEN, Inc. may provide information about the legislative and regulatory changes that could occur, ATAYEN, Inc. is not required to provide information on the subject and gives no guarantee, express or implicit, statutory or other, regarding features, current legislation and / or security in the Blockchain.

2.1.3 Specific information on the risks related to the SaTT tokens

SaTT tokens may eventually be exchanged on third party platforms (Exchanges). These third parties are not banks and do not hold their fiduciary assets / virtual assets as deposits.

If such third party loses money, fails or goes bankrupt, there is no specific legal protection that covers the buyer for the losses resulting from the tokens that the buyer may have held with that third party, even if that party is registered with a national authority. The SaTT tokens and services offered by ATAYEN, Inc. cannot predict the risks associated with these third party holders (Exchanges).

Indeed, depending on the structure and security of the digital wallet, some may be vulnerable to piracy, and lead to the theft or loss of cryptoassets, and more specifically the SaTT token. ATAYEN, Inc., despite the information it may provide, will not be liable for any losses caused by these third parties

2.2 Specific information on the risks related to the SaTT tokens

The acquisition and storage of SaTT tokens involves various risks. These include the possibility that ATAYEN, Inc., may not be able to launch its operations or projects, including development of its Blockchain or the services promised in this Whitepaper.

As a result, and before acquiring SaTT tokens, any user acknowledges to have fully examined the risks, costs and benefits of acquiring SaTT tokens in the context of a crowdsale and, if necessary, to have obtained the opinion of a professional specialist on this subject.

Any interested person unable to accept or understand the risks associated with the activity (including the risks associated with the non-development of the ATAYEN, Inc. platform) or any other risk as indicated in Article 2.1 above, should not buy.

2.3 Important Warning on the Whitepaper and the Business Model

This Whitepaper should not be considered as an invitation to invest. It does not constitute, nor relate in any way, to a securities placement. This whitepaper does not include or provide any information or indication that could be considered by the buyer as a recommendation or incentive to invest. SaTT tokens are just utility tokens and therefore can only be used on the platforms developed by ATAYEN, Inc. and are not intended as an investment.

The possibility of buying SaTT tokens on trading platforms is only intended to allow the use of the services offered by ATAYEN, Inc. and is not an incentive to invest.

In addition, ATAYEN, Inc. should not be considered a legal, tax or financial advisor. All information provided in this whitepaper is provided solely for the purpose of general information and ATAYEN, Inc. makes no warranty as to the accuracy and completeness of this information.

ATAYEN, Inc. cannot be considered as a financial intermediary pursuant to Articles L. 519-1, L. 541-1, L. 545-1, L. 547-1 L. 548-1 of the Monetary and Financial Code. As a result, ATAYEN, Inc. does not have to obtain authorizations for the purpose of combating money laundering or to register by virtue of Article L. 546-1 of the Monetary and Financial Code.

The acquisition of SaTT tokens does not confer any rights in the activities of ATAYEN, Inc.

The buyer of SaTT tokens understands and accepts the fact that national regulatory authorities can carefully examine the companies and operations associated with cryptoassets worldwide. As a result, regulatory measures, investigations and actions may affect the activities of ATAYEN, Inc. and even limit or prevent its operation.

The buyer understands the ATAYEN, Inc. business model and that, in the future, the whitepaper and the

economic terms may change due to new regulatory requirements. In such case, the buyer of SaTT tokens recognizes and understands that ATAYEN, Inc. cannot be held responsible for any loss or damage, direct or indirect, as a result of these changes. These change factors include, among others:

- A change in the political, social, economic and cryptoasset stock market conditions as well as a change in the regulatory environment in the countries in which ATAYEN, Inc. carries out its operations and activities;
- The risk that ATAYEN, Inc. may be unable to execute or implement its business strategy and future development;
- Changes in interest rates and / or exchange rates of fiduciary currencies and cryptoassets;
- Anticipated change in growth strategy and expected organic growth;
- A change in the availability and fees payable to ATAYEN, Inc. as part of its business and its operations;
- A change in the availability and salaries of employees that are required by ATAYEN, Inc. to operate its business and implement its operations;
- A change in the competitive conditions under which ATAYEN, Inc. is operating.
- A change in the capital requirements of ATAYEN, Inc. as well as the availability of financing;
- A war or acts of national and international terrorism;
- The occurrence of catastrophic events, natural disasters or any other event external to ATAYEN, Inc.;
- Other factors beyond the control of ATAYEN, Inc.

ATAYEN, Inc. will do its utmost to launch its operations and develop its platform. The buyer of SaTT tokens understands that ATAYEN, Inc. provides no guarantee on the objectives it wishes to achieve. As a result, ATAYEN, Inc., its bodies and employees are not responsible for the losses and damages resulting from the inability to use the SaTT tokens, except in the case of intentional or negligent wrongdoing on the part of ATAYEN, Inc.

Thus, the buyer understands and accepts that nothing in this whitepaper is or can be considered to be a promise or commitment regarding the performance or future policies of ATAYEN, Inc.

3. WARRANTIES

By participating in the crowdsale, the buyer understands and accepts the above and in particular, warrants:

- To have carefully read and to accept the entire contents of the whitepaper;
- To have the authorization and full powers to buy SaTT tokens through a crowdsale according to the applicable laws in the territory of their domicile;

- To reside in a jurisdiction that allows ATAYEN, Inc. to sell SaTT tokens through a crowdsale without requiring authorization by the competent courts in their declared domicile;
- To not use the crowdsale for illegal activities, such as (but not limited to) money laundering and financing of terrorism;
- To have sufficient knowledge of the nature of SaTT tokens and to have an understanding and significant experience with cryptoassets and Blockchain-based systems;
- To buy SaTT tokens only to access the platform developed by ATAYEN, Inc.
- To not buy SaTT tokens for investment and / or speculative purposes.

IF IN DOUBT ABOUT THE PURCHASE OF SaTT TOKENS, IT IS ABSOLUTELY ESSENTIAL TO CONSULT A LEGAL, FINANCIAL, TAX OR OTHER COMPETENT PROFESSIONAL ADVISOR.

BRUZZO DUBUCQ AVOCATS



Cedric
DUBUCQ

Attorney since 2013, Cédric Dubucq works in business law and assists companies and individuals in the field of cryptoassets. He is a founding member of the dothanks «Avotechs».



Thomas
BERNARD

Thomas Bernard provides legal support for digital companies. Business developer and attorney, Thomas has expert knowledge of all aspects and challenges of digital and cryptoassets.



David
YBERT DE FONTENELLE

Entrepreneur and attorney, David Ybert de Fontenelle provides professional and personal legal support inherent to cryptoassets.

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