

# WHITE PAPER

## ABSTRACT

The advent and advances of blockchain technology addresses the most important issue in human history—trust in equivalent exchanges, thanks to its many advantages such as “decentralized” data storage, open and transparent information that cannot be tampered with, data security, and low cost, etc. The application of blockchain technology in the artwork market is giving birth to a digital revolution in art.

First, the sharing mechanism of the digital economy is integrated into the artwork market. Blockchain technology is able to give a second life to artworks in the digital world. This is achieved by mapping the digital content of any art piece onto blockchains to form unique digital collectibles of asset nature. In this case, NFT is the asset entity of digital content, which effectively enables value exchange of digital content, extending the benefits with a wider population, and liberating both the productive forces and the relations of production in the art industry.

Second, an art market based on trust among machines is established. Information relating to an artwork such as its source, key details, delivery process and transaction history will be digitalized and stored in the blockchain-based trading system. Once it is done, all the information will be immutable and unforgeable, which can effectively prevent counterfeit artworks and frauds. Underpinned by trust, the art market is more secure, offering benefits to collectors and other stakeholders from art museums, galleries, and auction houses.

Third, a transparent and open trading system is created. Blockchain data is visible to users world-wide and accessible to central management systems and database catalogs. Every user is the witness to transactions, which ensures high transparency in the system. Therefore, the art market will be fairer and ever more robust, attracting more artists, collectors, investors, dealers, and major art institutions.

The rise of NFT is a prime example of the marriage between blockchain and art, attracting unprecedented public attention. In the foreseeable future, the NFT boom will continue to grow and transform the way concepts and values are exchanged between blockchain and the real world.

NFTs have taken the digital world by storm. Even as collectors shell out thousands of dollars to own these digital assets, the high transaction costs (a.k.a. crypto gas fees ) are a serious damper.

With the massive rise in popularity of decentralized finance (DeFi) projects, gas fees have also gone up significantly. For first-time buyers and sellers, especially, this means losing their profit margin or even facing a loss. Some buyers, for instance, have lost more than \$200 in gas fees while buying an NFT worth just \$30 in Ether.

High network gas fees and prerequisite knowledge of how cryptocurrencies operate are two common barriers for the scaling of digital collectibles (NFTs) to the general public. A faster blockchain network is part of the solution, but the main benefits are lost if the onboarding process continues to be too troublesome.

Another problem is Creators need to use different platforms to amplify their message instead of a single one. This leaves them with little creative time

We propose a centralised platform that would solve a number of these onboarding issues, bringing millions of users of physical collectibles into the world of NFTs; whilst also rewarding users through incentivised DeFi-like strategies.

A single cross-device decentralized platform to bridge the gap between influencers and their community, allowing them to tokenize their creations and providing a marketplace to bring together sellers and buyers.

## **WHAT ARE NFTS (DIGITAL ITEMS)?**

NFTs are non-fungible tokens (digital items) that live on the blockchain. Mostly known as NFT, "Non-Fungible Token" is a non-fungible asset that is unique and cannot be split. NFT can be connected to real-world objects. NFT

provides the owner of the native digital assets (assets only exist in or originate from the digital world) with proof of ownership, which can live outside of a centralized server or repository.

### **What exactly is a Non-Fungible Token or NFT?**

A non-fungible token (NFT) is a unique, individual token existing on a blockchain such as Ethereum. Unlike cryptocurrencies like bitcoin, each NFT token contains unique data meaning non-fungible tokens are not interchangeable with each other. This non-fungible nature of the tokens means their use cases differ greatly from their fungible counterparts.

A fungible token can be exchanged for the same type of token equally without any difference. A good example is a dollar - If you and I both have a dollar—we can swap dollars and it doesn't matter, neither of us lose out they are equal. Whereas, with non-fungible tokens they are both unique, meaning if we both have an NFT, mine could be a baseball card, and yours could be your Birth Certificate—obviously we cannot exchange these two equally. Therefore making our tokens non-fungible.

Non-fungible tokens are used to create verifiable digital scarcity. NFTs are used in several specific applications that require unique digital items. This has initially proven popular for blockchain games and collectibles like CryptoKitties on the Ethereum blockchain. NFTs can also be used to represent in-game assets, which are in control of the user instead of the game developer. One exciting benefit of this arrangement means the non-fungible tokens or digital items may actually outlive the game they were initially created for and find incorporated into separate future games. Yet another potential use is in digital art, by helping prove authenticity and ownership.

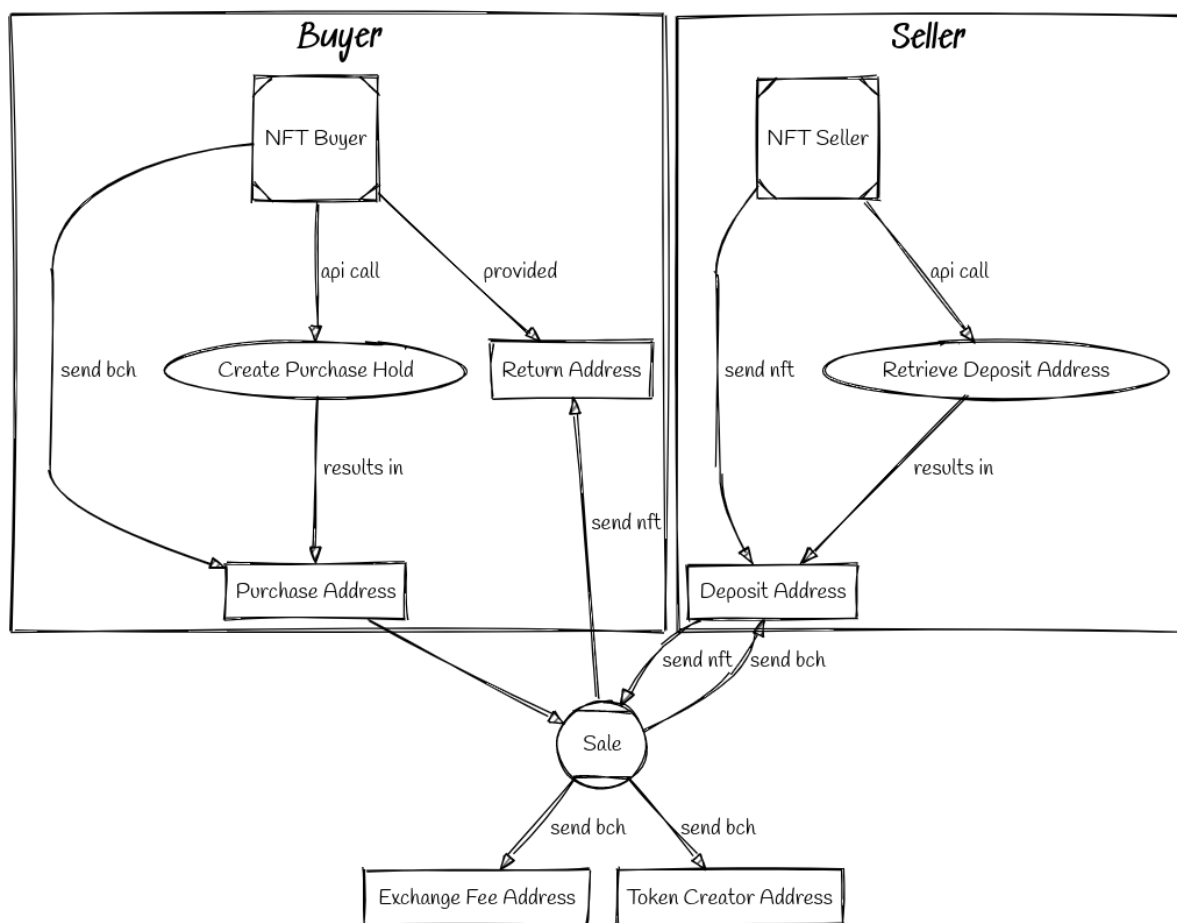
### **Fungible Tokens VS Non-fungible Tokens**

<b>Fungible Token</b>	<b>Non-Fungible Token</b>
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<p>Interchangeability</p> <p>FTs of the same type are interchangeable and their value is not affected.</p>	<p>Non-interchangeability</p> <p>NFTs of the same type are not interchangeable.</p>
<p>Uniformity</p> <p>FTs of the same type share the same specifications and all tokens are identical.</p>	<p>Uniqueness</p> <p>Each NFT is unique.</p>
<p>Divisibility</p> <p>FTs can be split into smaller units of equal value.</p>	<p>Indivisibility</p> <p>NFTs are indivisible and one token serves as a basic unit.</p>
<p>Convenience</p> <p>FTs are easy to split and exchange.</p>	<p>Security</p> <p>Tokens are unique and can be used in a variety of settings, such as gaming.</p>
<p>ERC-20/TRC-20</p> <p>Standards on Ethereum protocol and TRON protocol that support the launch of OMG, SNC, TRX and other tokens.</p>	<p>ERC-721/TRC-721/BEP-721</p> <p>New protocols on Ethereum and TRON that support the launch of NFT (e.g. encrypted collectibles).The most recent is Binance's participation with NFT marketplace development on BSC should start from picking the best-supported</p>

	wallet for its NFT tokens BEP-721 and BEP-1155.
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Based on the above-mentioned features, NFT can be used to map assets on-chain and is also a unique digital collectible. Currently, most NFT projects are for digital collectibles, video game assets and virtual worlds, with well-established ecosystems and trading platforms. Token minting and trading platforms allow you to easily create NFT tokens, view NFT contracts and trade NFTs.



NFT smart contracts record data of a project on the blockchain. This data can either be those that need to be stored in a decentralized way (e.g. properties that represent video game assets) or external links to specific resources.

### **Innovative circulation, collecting, use and flexibility**

NFT has scarcity and asset property. NFT becomes a digital collectible as it maps the data. As with traditional collectibles, people collect for passion, social needs, cultural identity and investment purposes. Collectors are often able to reach a consensus within the same culture circle and are willing to pay a lot more than what non-collectors can imagine for a rare collectible. This phenomenon is not news in many culture industries (e.g. fan economy and audiophiles), and the NFT crypto- collectibles market is no exception.

Thanks to blockchain's open data and token's programmable asset nature, NFT collectibles enjoy a well-established, transparent, reliable and cost-effective secondary market. The market allows users to trade and transfer NFT collectibles conveniently and auction their collectibles at a fraction of the cost. NFT collectibles have an advantage over traditional collectibles in trading and circulation, which can help to keep the market active.

Some NFT collectibles are sold in mystery boxes, which stimulates circulation and increases their prices. Having been proven by the market to be an effective way to

promote desire and purchases from the users, this business model can greatly stimulate market circulation.

The biggest difference from traditional collectibles is that some NFT collectibles are multi-purpose. Firstly, in the context of games, an NFT is more than just a collectible. It can be used in the game and has value in the virtual world. Secondly, as blockchain data is transparent and reliable, different applications can work together to showcase NFT collectibles.

### **Achieving artwork traceability**

In the traditional collectible market, there is often a concern that when one purchases an artwork, the item may be deemed to be fake by an authenticator and lose its value. In the real world, people's judgments are easily influenced by others. The cost of authentication is extremely low. Sometimes the price of an item can change drastically because of a comment by a celebrity.

NFT, however, is different. Once the NFT is registered on the blockchain and the public offering is completed, all data can be verified publicly and independently.

When the data can't be tampered, its authenticity can't be challenged, either. Its authenticity only grows stronger with time.

This also ensures the artwork intellectual property is protected efficiently.

Compared to traditional IP protection, a major improvement made by NFT is automation. Using smart contracts, NFTs empower artists by allowing them to distribute royalties and protect their intellectual property. In other words, in the world of blockchain, NFT protects the artists' copyright, which further increases the value of NFT artworks. As NFTs are unique and transferable, one can use them to prove his/her ownership in case of forgery or infringement. A 'marked' NFT is unique and therefore all the more valuable.

## **NFT MARKET OVERVIEW**

**In 2020, the overall trading value of NFT tripled, reaching \$250 million. In March 2021 alone, the total sales of NFT surpassed \$220 million. It is predicted that in the next decade, 50% of the top 100 artists and artworks in the world will be registered as NFTs.**

### **NFT Market Hits \$2.5B In Six Months**



*(ByPYMNTS)*

The sales volume for non-fungible tokens (NFTs) hit \$2.5 billion in the first six months of this year, up from a total of \$13.7 million in all of 2020, Fox News reported, citing data from the NFT marketplace OpenSea and other marketplace data.

OpenSea's NFT sales hit a record high in June, with volume reaching almost \$125 million, the data show.

Some 10,000 to 20,000 buys have purchased NFTs on the ethereum blockchain every week since March, outnumbering sellers, according to data aggregator NonFungible.com, which culls information exclusively on the ethereum blockchain. Transactions totaled \$1.3 billion, minus roughly \$8 billion of decentralized finance (DeFi) NFTs, the news outlet reported.

Trading volume hit just under \$2.5 billion for the first half of 2021, according to DappRadar, which aggregates sales figures across multiple blockchains, Fox reported.

Both DappRadar and NonFungible.com monitor sales that happen on the blockchain. Sales from other avenues, such as auction houses, are added to the total separately. In March, for example, Christie's auction house sold a digital image as an NFT for a historic \$69.3 million. Sotheby's sold the second-highest NFT — CryptoPunk — for \$11.8 million.

The National Basketball Association Top Shot is an NFT trading site for fans that has seen a decline in volume as the number of buyers dropped to 246,000 in June from 403,000 in March. Sales of the Top Shot "moment" hit a high of \$182 in February but decreased to 246,000 last month.

Earlier last month, Tampa Bay Buccaneers (formerly New England Patriots) tight-end Rob Gronkowski said he was looking to sell more than 300 NFTs spotlighting moments from the four Super Bowls of his career.

Beeple, the artist behind Christie's near \$70 million sales, said that before NFTs there wasn't a legitimate way for people to collect digital art.



Circle CEO Jeremy Allaire told PYMNTS in a March interview that blockchains open up possibilities as a model for creators and artists to “monetize their work in a patronage form.”

### **Significant year-on-year increase in the number of traders and trading volume**

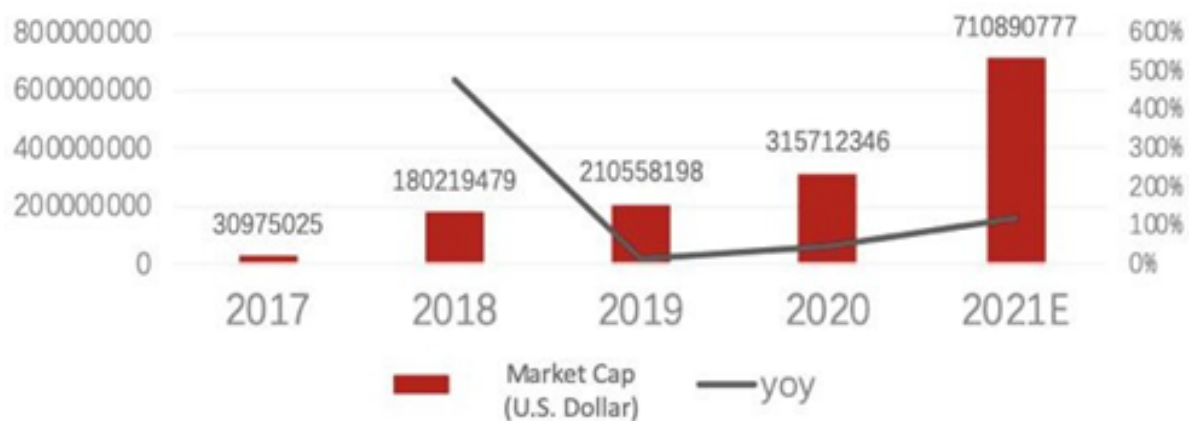
In Q1 2021, there were more than 140,000 active wallets and more than 70,000 buyers on the NFT marketplace, with 131 times more transactions than Q1 2020 and 20 times more than Q4 2020. Growth has been rapid across the sector and community activity also increased significantly.

### **Total NFT transaction volume and number of transactions within the last year.**



With countless application and technology possibilities, NFT could become more and more attractive as we move forward in the digital era. According to Non Fungible.com, NFT's total market capitalization reached \$210 million in 2019 and was expected to grow by 50% to \$320 million in 2020. The number was also expected to continue to climb by 125% to \$710 million in 2021.

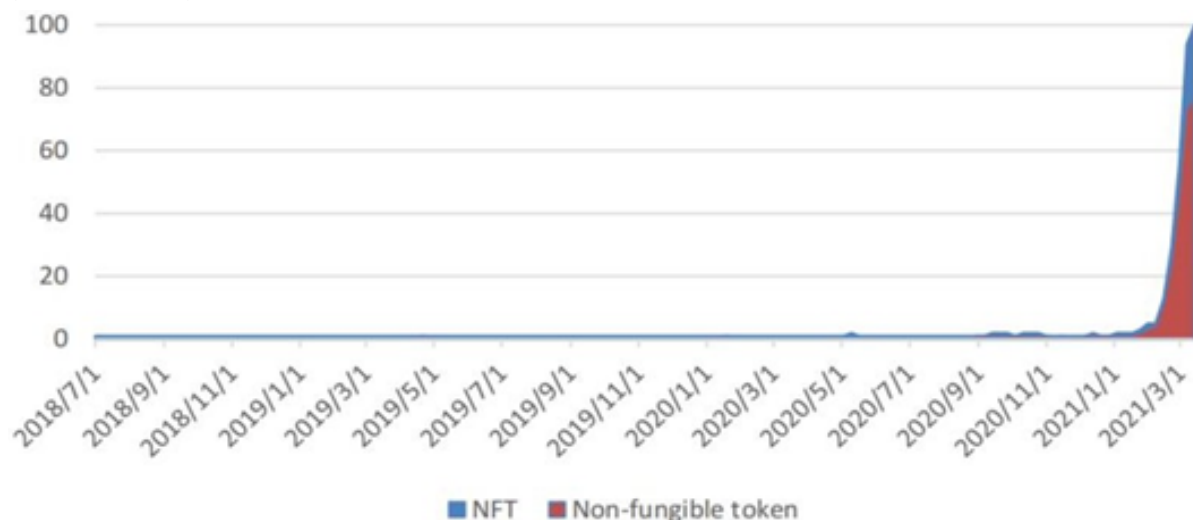
### **2017-2021 NFT Total Market Capitalization and Forecast (in US\$)**



### More and more people are noticing NFT applications

The number of search queries for NFT has increased drastically in 2021. According to Google Trends, globally, the number of search queries for keywords "NFT" and "Non-fungible token" has been increasing greatly in 2021, indicating the growing popularity and visibility of the NFT ecosystem.

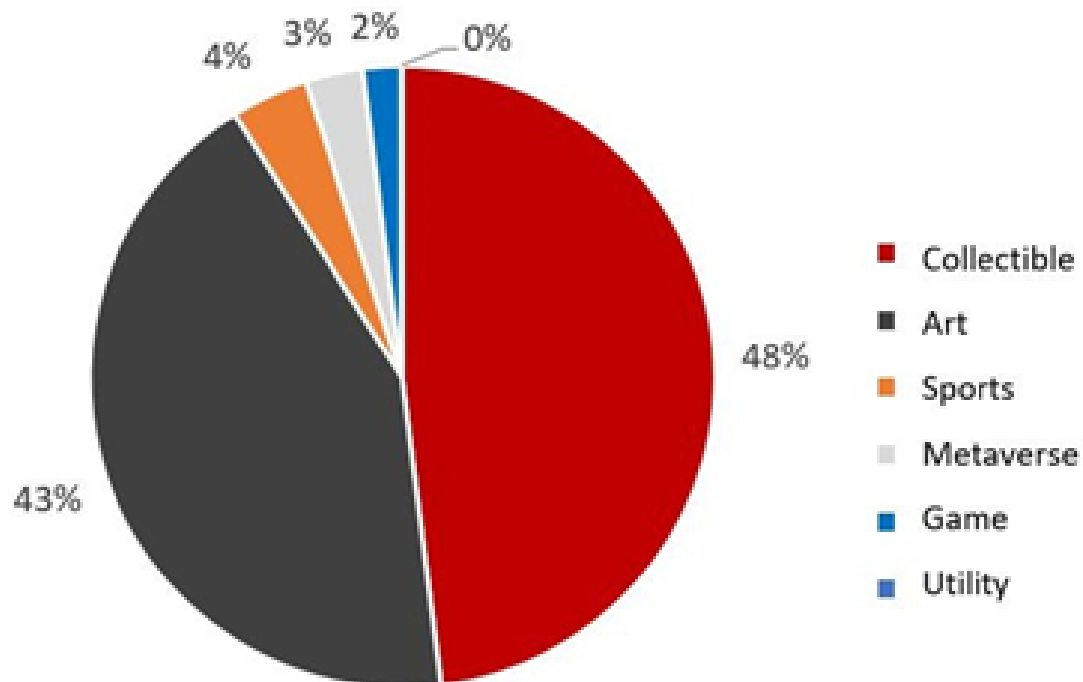
### Global search queries for "NFT" and "non-fungible token" on Google (2018- 2021)



### NFT is being used in many areas in real life

The blockchain-based NFT was created to give digital assets a unique marker. NFT also provides a cross-border clearing and settlement platform, enabling non- fungible digital assets to be mapped onto the chain for exchanging. NFT is valuable because it's authentic, transferable and provides ownership. Statistics show that, in the global NFT market, the top 3 NFT applications are collection, arts and sports. They accounted for 48%, 43% and 4% of the global NFT market in Q1 2021, with respective market size of \$960 million, \$860 million and \$0.8 billion.

## NFT Market Composition, Q1 2021



## THE PROBLEM

The digital collectibles (NFTs) market largely consists of users who are pre-familiar with cryptocurrency and the operational use of the blockchains they're hosted on. Millions of traditional users of physical collectibles are currently unable to access NFTs primarily due to challenging onboarding processes, such as:

- i) purchasing cryptocurrencies on an exchange
- ii) required understanding of different blockchains
- iii) knowledge on how to set up a crypto wallet
- iv) knowledge on how to export tokens from the exchange to a crypto wallet
- v) heavy network prices on the blockchain (e.g. Ethereum network)
- vi) Creators need to use different platforms to amplify their message instead of a single one. This leaves them with little creative time.
- vii) High network gas fees

NFTs still remain far too troublesome for some, thus leaving out millions of potential users to the world of digital collectibles and the millions of dollars of revenue they could bring in.

Besides , The problem for MUSEUMS is that it needs to seek a balance between protecting the interests of all participants and the sound development of the system. And it needs to be considered that economic models can eventually lead the ecosystem to community autonomy smoothly. It is necessary to ensure that the self-interests of all participants are consistent with the ultimate goal of the system and promote each other. At the same time, all participants can also supervise and restrict each other to ensure the safety and stability of the entire ecosystem.

In order to achieve our design goals, we think from several aspects:

- (1) How to ensure the safety of Museums .
- (2) How to maintain the sustainable development of Museums.
- (3) How to protect the interests of participants.
- (4) How to ensure that the interests of the participants are consistent with Museums's development direction.

## **MUSEUMS PROPOSED SOLUTION?**

A single cross-device decentralized platform to bridge the gap between influencers and their community, allowing them to tokenize their creations and providing a marketplace to bring together sellers and buyers.

an easy to use platform where users can buy, sell, trade, bid, and gift authenticated digital collectibles licensed directly from the world's leading brands, featuring:

- Easy email address sign up.
  - USD onboarding via payment integration partners.
  - Access to premium, authenticated digital collectibles backed by the world's greatest brands.
  - Options to buy, sell, swap/trade, bid, and gift collectibles.
  - Show off your collectibles to social media.
  - Build up your Museums profile.
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- Earn rewards via Museums's native MUS token which can be used for trade discounts and priority access to limited edition collectibles.

- Minimize the fees for users when using our NFT platform. Platform will build on Binance Smart Chain for the best fee price and highest speed of transaction.
- Friendly user experience. Each user is assigned a wallet for the storing of their collectibles. We handle all the blockchain on the backend. No confusion nor compulsion for the user to learn crypto if they don't want to.
- Great support

## **Why BSC**

### **NFT Marketplace Development on Binance Smart Chain (BSC)**

We use Binance Smart Chain for its speed and lower gas fees. It has a simple UI, The Mining process makes it more preferable. BSC and its reliable approach concept reached up to 12 Million transactions on May 16, 2021. Its growing chain tends to continue with impact on the crypto world.

### **Features of Binance Smart Chain NFT MarketPlace**

- Effective Tokenization of assets
- Enhanced Creation and Minting of NFTS
- Non-Commodity Synthetics
- DAO creation and Operation
- Other Chain Interoperability

### **Why Start NFT Marketplace on Binance Smart Chain?**

- Provisions for AR and VR
- Growth percentage of 37000%
- NFT sales keep hitting high
- Increased Crypto art volume 466%
- 14 million caps of art display

Binance smart chain from Binance is a community-based, smart contract blockchain open-source system that is decentralized. It is compatible with the Ethereum Virtual Machine (EVM).

### **NFT Marketplace on BSC**

NFT marketplace development on BSC should start from picking the best-supported wallet for its NFT tokens BEP-721 and BEP-1155, Inventories to store the NFT tokens, and Frontend UI to increase the adaptability.

The marketplace should be interlinked with BSC to bring out actions like Minting, selling, buying, and bidding.

BSC Benefits:

- ❖ BSC to ETH and vice versa portability
- ❖ Decentralized Autonomous Organization creation and support operations.
- ❖ BSC Block validations every 3 seconds once .
- ❖ Cross-chain transfer support
- ❖ CipherTrace's analytics to monitor VASPs, OTC, and originate frauds.

## **STRENGTHS OF MUSEUMS**

### **Advanced technology**

MUSEUMS is backed by the underlying technology of the top-notch BSC Chain and with support from the storage system Interplanetary File System (IPFS) to deliver the mission of registering world-class artworks as NFTs on the blockchain.

NFT artworks will be made into unique BSC-721 tokens on-chain. The tokens will be stored in the BSC-721 smart contracts of NFT tokens, and the rights and interests of the underlying artworks belong to NFT holders. Corresponding information of the BSC-721 token and the records of the artwork will be permanently stored on the IPFS (Interplanetary File System) while files will be permanently stored on the Internet.

### **Simple - Anyone can use**

We are well aware that most people are not familiar with blockchain or NFT technology. For that reason, we do our best to build the most simple-to-use NFT marketplace . We bring web 3.0 NFT technology innovation to everyday use for users to enjoy the best entertainment content.

### **Refresh the current NFT market**

As you already know, the current NFT market is just focusing on expensive artworks and luxury collectibles. This kind of content is not appealing to everyone, especially the young generation; we will focus on empowering Meme

on Instagram, TikTok short-form content creators to provide new fun entertaining content to the world.

Museums is a community- driven TikTok-style NFT Marketplace which runs on mobile as well as other web- enabled devices like your computer.

### **Collectible Categories**

Museums aims to become an all-industry-support platform covering but not limited to:

- Film and Television
- Animation
- Sports
- Arts and Culture
- Music
- Games
- Celebrities
- Fashion
- Other Officially Licensed Memorabilia

## **ECOSYSTEM**

### **Traders**

Licensed collectibles are developed by Museums Studio which can be sold on the Official Museums Store and purchased by collectible traders. Based on brand categories, these collectibles can vary in their forms (still images, 3D models, music, videos, etc.), all with an emphasis on creating an immersive experience for the collectible holder.

### **Creators**

An internal team of 2D and 3D environmental and character artists working at the Museums HQ who design and develop authenticated collectibles licensed directly from the world's leading brands, which are sold in the Museums Store. Each collectible that the Studio creates, whether extremely rare or common, comes with a Museums hologram/watermark for instant recognition and brand verification.

Brand new tools for interacting with fans and brand new ways to earn more as a creator.

Blockchain-powered, so it's transparent, censorship-resistant, and no middle man. Value goes to you.

### **Partners**

Holders of MUS in partnership with Museums will earn a percentage of revenue, typically on the sale of packs and marketplace transactions. Each Partner that Museums obtains is unique, usually dependent on the brand, its owner, history, and fanbase size.

### **Affiliate Partners**

Those who scout for official brands, introduce, and successfully facilitate the landing of major licensing deals for Museums. Typically this can be all licensing agencies for big brands around the world. Leadership will share the revenue from the brand they bring onboard. The percentage is subject to change based on brand valuation and each individual contract.

### **Artworks and artists**

Museums support the tokenization of artworks and artists. Artworks will have their ownerships confirmed and sources traced on the blockchain, where users can also trade them.

### **Communities**

Communities are built through the impact of the initiators, which will be a forum for art enthusiasts to exchange ideas and recommend valuable artworks and artists through self-governance.

### **Marketplace**

Creators can generate video content continuously and have it listed and bought with a single swipe. Users can choose to keep the NFT in their wallet or in the treasury smart contract

### **Influencer Badges**



MUS badges for achievements such as: best selling products, biggest community, most interested people, most frequent transactions, most effective etc...

## **Decentralized**

All minting and selling of the token is done through a smart contract system without human interaction.

Each user wallet is private and not controlled by the platform

## **MUS TOKEN - GOVERNANCE TOKEN NFT**

### **Definition of MUS**

Museums always aims to be the most convenient and profitable NFT marketplace for creators and collectors. Therefore Museums is developing with the firm will to become a fully Decentralized Autonomous Organization with our governance token for users. They can influence decisions and incentivize active participation by our token.

The token governance project-management model has been received much support from the community and has been proven to be efficient within the DeFi industry.

MUS, as the sole token issued by Museums, is the governance token for the Museums ecosystem. NFT holders participate in the governance of Museums by holding MUS tokens.

MUS is designed for the empowerment of the ecosystem and governance over the community. It serves as an ETF-like benchmark index for suggesting the overall value of all NFTs on Museums. MUS is the base trading token, made up of fan tokens, into trading pairs which can be traded on Museums Swap.

The MUS token is powering Museums and provides influencers and content creators a way to monetize their brand. It also facilitates users' access to exclusive features, low fees and a better platform experience.

### **Business model of MUS**

In short , In Museums network, MUS token mainly has the following functions:

- (1) Used for staking, maintaining the consensus of the Museums network, and ensuring the safe operation of the network.
- (2) Used to provide guarantees for selected nodes.
- (3) Used to create and use NFT.
- (4) Used to purchase various services in the ecology.
- (5) Used to pay network transaction fees (Gas).
- (6) Various elections and voting for on-chain governance mechanisms.

Museums are a trading platform. Users need to pay or pledge MUS for products and guarantee products. At the same time, various service fees in the ecology can also be paid using MUS tokens.

Similar to other blockchain projects, the transaction fee for using the Museums network is also paid by MUS.

Museums will eventually turn to community autonomy, and the entire Museums governance will use MUS tokens for on-chain parliamentary elections and voting, and proposals for voting.

## **Allocation of MUSEUMS TOKEN**

Token Symbol : MUS

Underlying blockchain: TRON

Planned total supply: 1,000,000,000 MUS

Initial issuing price: 0.03 USDT

## **TOKENOMICS**

<b>Team</b>	15%	150,000,000	Lock 24 months linear distribution
<b>Advisors</b>	1%	10,000,000	Lock 24 months linear distribution
<b>Liquidity Pool Reward</b>	12%	120,000,000	None
<b>Ecosystem and incentives for creators</b>	17%	170,000,000	\$1m incubation fund for creators
<b>Reserve</b>	14%	140,000,000	Treasury for further research and development (multi-chain and cross-chain)
<b>Marketing</b>	20%	200,000,000	Reserved budget for various marketing actions. To be spent after TGE. Max. 5% per month
<b>Seed Round</b>	5%	50,000,000	Lock 12 months
<b>Private Round</b>	13%	130,000,000	10% TGE 6 months vesting
<b>Public Sale</b>	1%	10,000,000	None
<b>DEX TGE BSC</b>	2%	20,000,000	None
<b>TOTAL</b>	<b>100%</b>	<b>1,000,000,000</b>	

## ROADMAP

### Phase 1:

- ❖ Release whitepaper, set up community and social media.
- ❖ Finalize Conference holding platform
- ❖ Software Architecture
- ❖ Integrate Conferencing module into product Architecture

### Phase 2:

- ❖ Smart Contract Architecture
- ❖ DevOps infrastructure
- ❖ Medal System

### Phase 3 :

- ❖ **Build the infrastructure of the NFT ecosystem**
- ❖ **Smart Contracts System Development**
- ❖ **Partnerships and Marketing Kick-off**
- ❖ **Mobile App Development**
- ❖ **Smart Contracts Audit**

**Phase 4 :**

- ❖ **App Store Launch**
- ❖ **Auction**
- ❖ **Multichain Development**
- ❖ **Crowdsource**

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(f) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

(g) you agree and acknowledge that neither MUSEUMS nor the distributor shall be liable for any indirect, special, incidental, consequential or other damages in tort, contract or otherwise (including, without limitation, loss of

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(h) all of the above representations and warranties are true, complete, accurate and not misleading from the time you obtain and/or accept this white paper or part thereof.

#### D. CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS.

All statements contained in this White Paper, statements made in press releases or in any place accessible by the public and oral statements that may be made by MUSEUMS or their respective directors, executive officers or employees acting on behalf of MUSEUMS (as the case may be), that are not statements of historical fact, constitute "forward-looking statements".

Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend",

"may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying

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White Paper regarding MUSEUMS are matters that are not historic facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of MUSEUMS to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which MUSEUMS conducts its respective businesses and operations;
- (b) the risk that MUSEUMS may be unable to execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of MUSEUMS;
- (e) changes in availability and fees paid to distributors in relation to MUSEUMS's respective business and operations;
- (f) changes in the availability and salaries of employees who are required by MUSEUMS to operate their respective businesses and operations;
- (g) changes in preferences of customers of MUSEUMS;
- (h) changes in competitive conditions under which MUSEUMS operate, and the ability of MUSEUMS to compete under such conditions;

- (i) changes in the future capital needs of MUSEUMS and the availability of financing and capital to fund such needs;
- (j) war or acts of international or domestic terrorism;
- (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of MUSEUMS;
- (l) other factors beyond the control of MUSEUMS; and
- (m) any risks and uncertainties associated with MUSEUMS and its business and operations, MUS (all referred to in the White Paper).

All forward-looking statements made by or attributable to MUSEUMS are expressly qualified by these factors.

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These forward-looking statements are applicable only as of the date of this White Paper.

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F. **TERMS USED.** In order to facilitate a better understanding of the MUSEUMS tokens purchased, and the business and operations of MUSEUMS, certain technical terms and abbreviations are used in this White Paper and, in some cases, their descriptions. These descriptions and designations should not be taken as definitive in their meaning and may not conform to standard industry meanings or usage.

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