

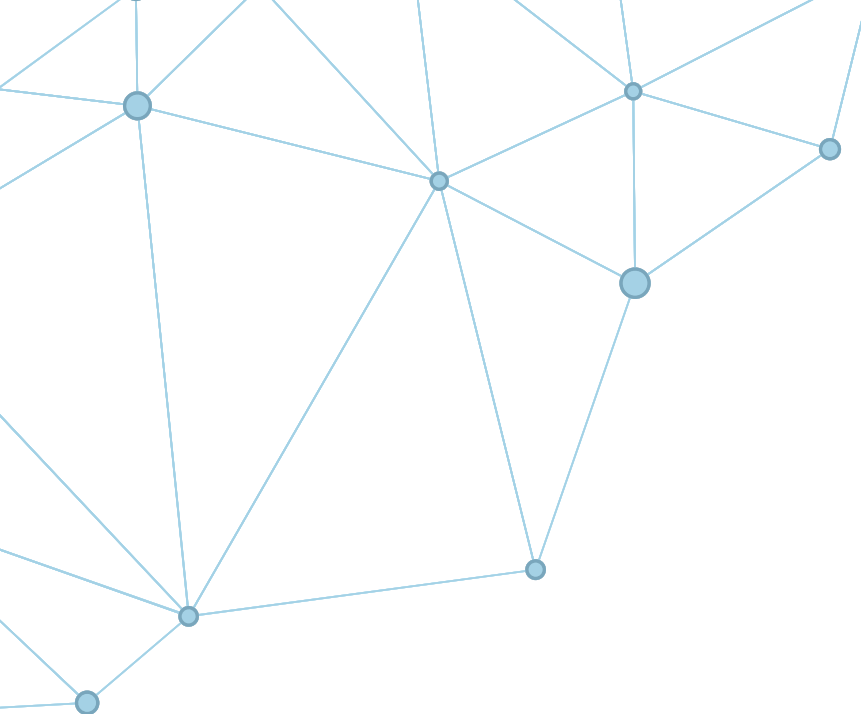


White Paper

2024

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Embrace The Future With Zetly Fueling Sports –
Web3 World For The Sports Industry.



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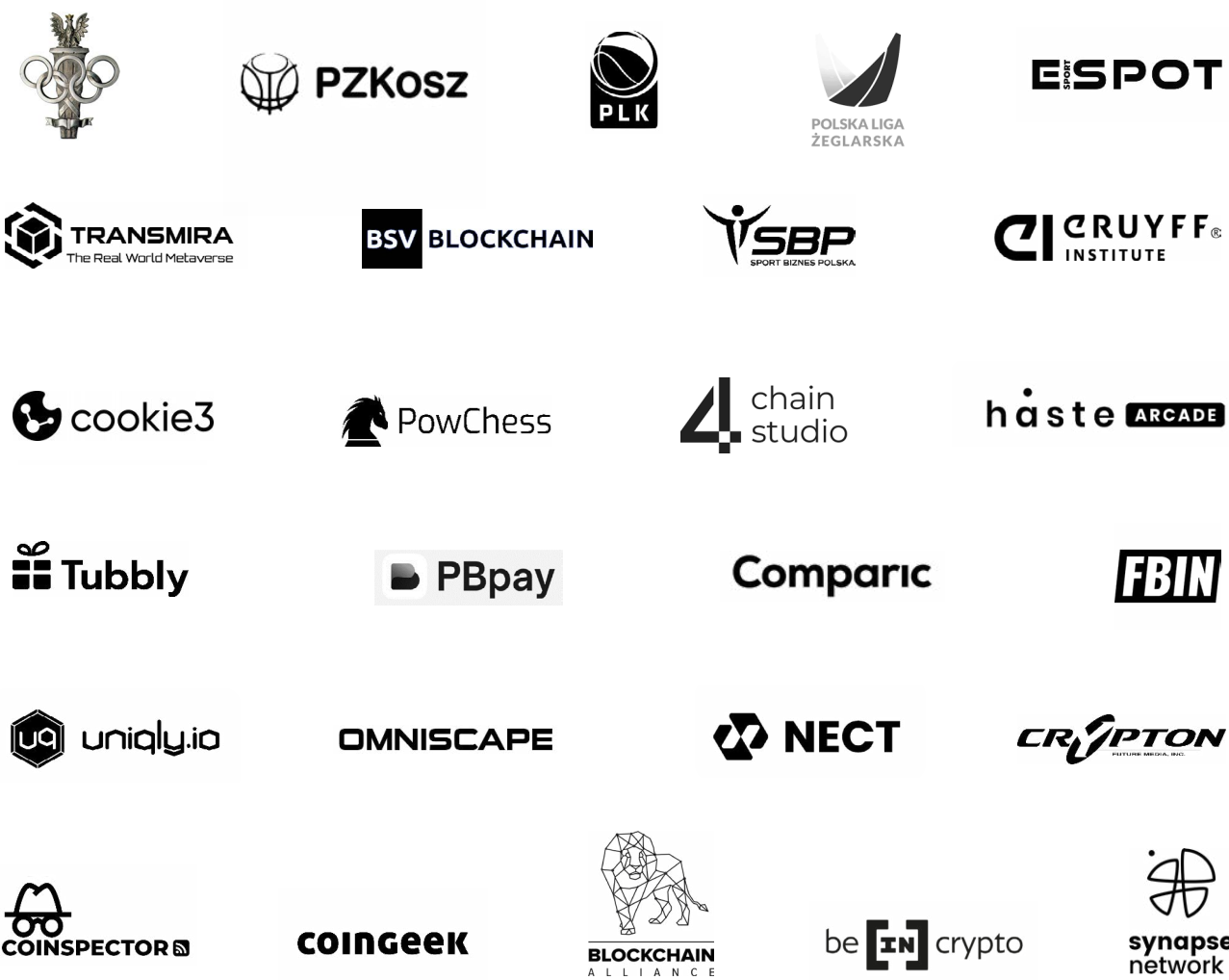


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SPORT **IS EMOTION** **SPORT** **IS CAPITAL** **SPORT** **IS ZETLY**

1. Introduction

Emotions generated by fans have huge potential. Zetly is a state-of-the-art and unique platform for fans, sports clubs, federations, athletes, and sponsors whose aim is to capitalize on sports emotions, involve fans, and create a bridge to the digital world for all sports. Zetly's vision is to redefine fan engagement, help to create new revenue streams, reduce the distance between the sports world and fans, as well as make being a fan a 24/7 experience. We are witnesses to dynamic changes, and those clubs and brands which will find ideas to involve digital fans will create a new sports world, and will take full advantage of its opportunities.

Reducing costs by eliminating middlemen, building trust among users, data security and transparency – all these features are close at hand thanks to the latest technologies.

This document presents Zetly from various perspectives. Zetly for the fans, Zetly for sports clubs and sportspeople, Zetly for sponsors and sports federations, as well as Zetly for venturesome persons who will discover new ways of conducting a business based on an original ecosystem.

2. Background Information

Sport, as any other industry, goes through difficult moments. Limited income from ticket sales, few spectators in stadiums, smaller proceeds from sponsorship contracts and ever-changing fan habits seriously affect the sports economy. Zetly's intention is to help clubs and teams generate income and increase fans' involvement when they need it most.

The digital transformation is the fact, and the best thing we can do in this situation is to understand that trend and spread out wings, taking advantage of its momentum. Sports teams and leagues all over the world already use the blockchain technology as a fundamental element of their digital strategies. Zetly is a partner which helps go through those changes, bringing together clubs, sportspeople and fans.

The emotions generated by fans is the capital thanks to which they buy T-shirts, gadgets and various club products. As we move forward, fans' habits change, and this is a huge potential that clubs can use by moving their services skillfully into the digital world. The most convenient way to achieve that is Zetly, i.e. a state-of-the-art platform combining the world of sport with the world of digital technologies.

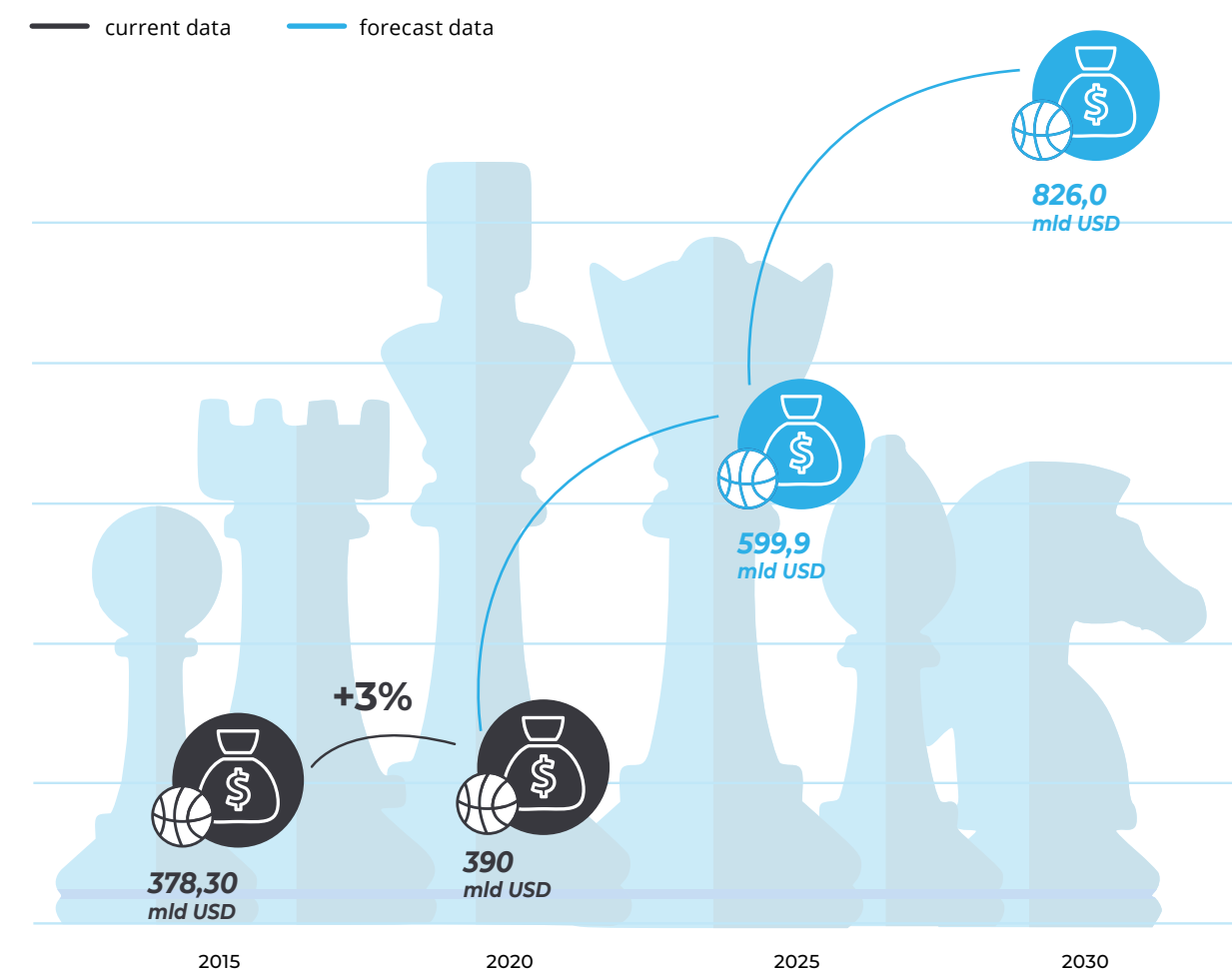
Platform's users gain access to the most popular modules connected with sale, distribution and handling of sports content, gathered in one place. Close at hand, the users have at their disposal a digital wallet, tokens of favorite teams, NFT Non-Fungible Token) market, together with the possibility of creating and earning on them, as well as a number of crowdfunding solutions thanks to which fans can demonstrate their support for selected sportspeople and involvement. Conveniently, securely and directly, based on the latest standards of the digital technologies.

Involved and satisfied users use the platform, acquiring digital goods from clubs and sportspeople, which benefits all parties. Everybody can join that process. What you need to do is to bet on Zetly.

3. Market

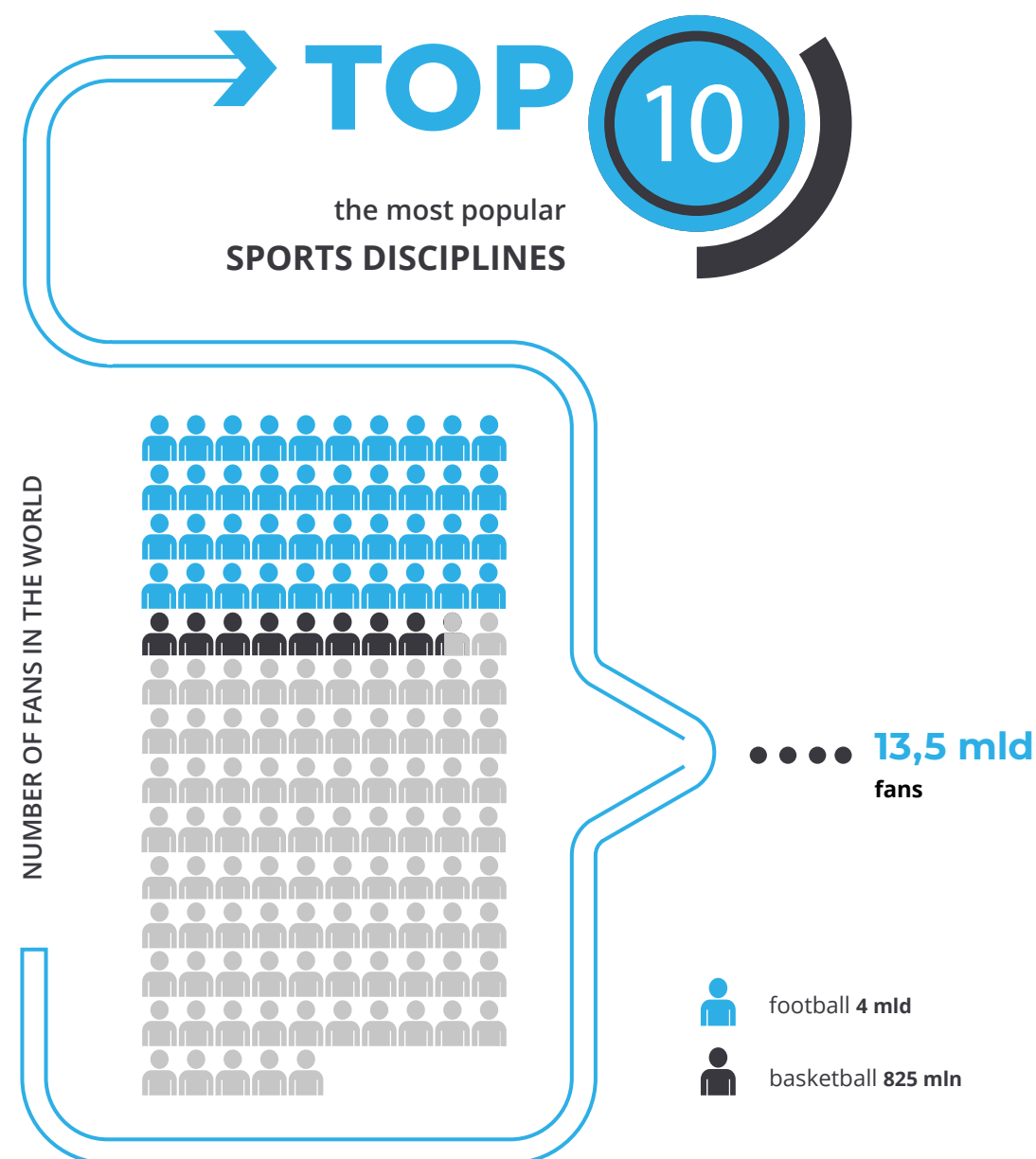
The blockchain is a dynamically developing market segment which is perceived as the most important innovation in the upcoming decade. Although still at the very beginning of the adoption process, blockchain has great future and prospects for acquiring new users.

The value of the global sports market at a complex annual growth rate (CAGR) at the level of 6.6%.



In 2020, the global sports market reached a value of nearly USD 390 billion, recording a growth of 3.4% since 2015. It is estimated that the market will reach the value of USD 599.9 billion by 2025, and USD 826.0 billion by 2030, with the annual growth rate (CAGR) of 6.6%.

New technologies drive market development - fans want something convenient and easy to use, something which will allow them to be closer to sport without leaving home. Sports apps are a haven for those who cannot devote more time to watching sport or the whole match on TV. The size of the global sports technology market was estimated at USD 10.5 billion in 2020, and it is expected to grow by 18.5% in the years 2021-2027. The sports app industry is growing at a tremendous pace with millions of users.



Ten most popular sports disciplines have as many as **13.5 billion fans all over the world**. Naturally, it is dominated by football, which globally has **4 billion fans**. Basketball, thanks to the popularity of NBA, seems to breathe down football's neck. It is much further down the ranking, with only (or as many as) **825 million fans worldwide**.

Sports market in Poland

According to Forbes, the value of the sports market in Poland in 2019 amounted to PLN 9.63 billion. It is estimated that its value will increase by approx. 25% over the next four years.

According to the report prepared every two years by Statistics Poland (GUS), entitled "Physical Culture in Poland in 2018" (the 2020 report is not available yet), in Poland there are **14,772 sports clubs**, in which, in total, **over 1 million persons do sports**. In Poland, there are, in total, **69 sports associations**, which in one year only selected **10.5 thousand members of the national team** in various disciplines.

Translation of the above-mentioned data into the number of digital fans

On Facebook, 15 most popular teams of Ekstraklasa (top Polish football league) have, in total, over 3 million fans. Five most popular sports disciplines (football, volleyball, speedway, handball, basketball) have, in total, 4.7 million fans. Altogether, there are approx. 6.2 million of digital sports fans in Poland, excluding those who follow the most popular sportspeople. If we add to that the neighboring countries, and assume that the proportion of the digital fans to the size of the population is similar there, then in Poland itself and in its neighbors there are over 26 million digital fans which Zetly can reach.

4. Opportunities

Plenty of problems of today's sport can be eliminated thanks to digital technologies. Services can be simpler, direct, faster, and authorized in a secure way, which leaves all doubts concerning trust out of the equation.

Examples of using the blockchain technology in the sports industry



In the future, no time limitations will apply to being a sports fan. Taking advantage of that potential, Zetly will help the sports business develop. The digital transformation gives opportunities and ways to create new sources of income for clubs. Zetly will also benefit other participants of the ecosystem: partners, sportspeople and coaches.

Overview of the potential opportunities in the sports sector



Fan involvement

When there is no clapping of the fans who watch their favorite team thanks to a streaming service, their reactions can still be followed by means of new technologies. Zetly is a perfect tool for boosting fan involvement. Clubs will be able to create their unique tokens which can be used for voting, buying club merchandise, accessing content

and memorabilia or participating in loyalty programs. It will be possible to send to the most loyal fans, in a convenient and secure way, prizes, unique memorabilia in the form of NFTs, as well as information from the club's life which has never been published. Fans will be more keenly interested and ready to interact than ever before.



NFT and digital collections

The NFT market, made up of e.g. works of art, collector cards and sports memorabilia, is an innovation which allows perpetuating the most valuable things in sport: moments and emotions. Now we can transfer them to the digital world, attribute certain value to them, and, upon creating them, assign a certificate of authenticity to them.

It is a huge market, which thanks to Zetly will be safe and directly available to users. A well-known platform, in cooperation with the biggest basketball league in the world, has earned a few hundred million dollars selling digital NFT assets. The service allows users to buy and sell short video clips with the best pieces of basketball play (Top Shots).



Crowdfunding

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Smart contracts

are part of the blockchain network, so they are stored in a public database and cannot be changed. The terms and conditions of such a contract are directly sewn into the lines of its code. Due to the fact that contracts are performed on the basis of the blockchain network, they can be exchanged directly between two parties, without participation of a third party. On the Zetly platform, we use smart contracts to create and trade in NFTs, issue club tokens, and communication with Defi (Decentralized Finance).

5. Problems and solutions (I)

Insufficient fans' involvement limits sources of income

In a situation in which fans cannot participate in sports events live, there are fewer and fewer ways to stimulate their emotions. Watching a match on the couch, fans find it hard to arouse the same strong feelings as when supporting their favorite team with thousands of other fans. It is a huge challenge, which means that the world of sports must develop its services, flood fans with new ideas and try to adapt them to their needs, in order not to lose their attention. Losing their attention involves losing their emotions, and losing their emotions leads to losing money. If we manage to redefine the relationship between fans and their favorite club or player, then the sports business stands a chance to be better off than ever before by creating new needs in its audience - needs based on technology. Reaching a big group of fans, it will be easier to involve sponsors. Once emotions have been aroused in fans, clubs will not have difficulty selling physical and digital gadgets which define a genuine, involved fan. Clubs and players face quite a challenge, if they want to bring fans, by means of digital channels, closer to sport than so far. Today even the most loyal fan of a given team has no influence on its decisions, and information may reach him with a delay. They need a few more effective ways of communication which would allow them to more often ask fans about their opinion, and make them feel they have influence on the future of their favorite team. If sportspeople could easier reach fans with information, and ask them about their opinion, fans would certainly appreciate that, providing valuable input at the same time.



Zetly Sport is the solution of this problem.

Thanks to the module, clubs and sportspeople can issue their own tokens, which are a virtual currency connected with them and used within their ecosystem. Those fans who will decide to invest in club tokens will gain access to numerous functionalities. It is token holders who will be invited to vote on selected issues concerning the team, be included in the loyalty program, receive special prices for club merchandise and additional services, be able to receive important information first, and be invited to participate in campaigns organized by the club. Tokens may be used as the currency to purchase team gadgets, and event tickets for events and matches.

The extent to which tokens are used in relations with fans is limited only by the team's creativity. They can be used to reward volunteers' work, acquire funds through new services and products, but, first of all, to strengthen their bonds with fans and increase their involvement. With more options for interaction, fans move from a passive role to an active and supporting one. The sense of belonging and loyalty grows. Success is shared among sportspeople, clubs and fans.

5. Problems and solutions (II)

Transitory nature of moments and emotions

Another problem the world of sport and fans themselves face these days is the transitory nature of sports emotions. These fantastic moments pass very quickly, never to be revived again with the same intensity. Naturally, fans film practices and matches to post them on social media. The problem is, however, that when fans post such materials, they do not benefit financially from it. At the same time, popular platforms earn thanks to ads. If the distribution of those materials was in the authors' hands, they could generate genuine income on that. Fans also like collecting and exchanging club merchandise, as cards with images of players and teams. Physical goods have their unique atmosphere, but also have a number of disadvantages, e.g. the fact that they can be lost or forged. This market element can be based on digital technology and thanks to its potential these goods may become unique, accessible and forgery-proof.



Zetly NFT Creator and Zetly Collectibles will help here!

Thanks to the NFT Creator module, users can change each moment and emotion into a digital work of art. The unique atmosphere of the tifo display, the dedication of the players during another tough practice, the smile of a child walking onto the pitch with his idol, the moment of reaching the summit or the cup raised in the moment of triumph – all these emotions can be kept. Furthermore, creating an NFT on the Zetly platform, we automatically become its author and the first owner. It is up to us, if we sell it on the NFT exchange built into the platform, or keep it as a unique souvenir. Thanks to Zetly NFT Creator, sports associations, clubs and players may create their own digital collections to sell them to their fans, or use them as a unique form of rewarding involvement and loyalty.

5. Problems and solutions (III)

Not every objective can be achieved.

Lack of funds is a problem hindering development and growth of small sports clubs. Some larger clubs have a base of committed fans and big sponsors that contribute to their success. However, not every club is lucky enough, irrespective of the talent it has. Today's sports institutions are dedicated to top-level sportspeople found at a young age by scouts in sports clubs or centers. Plenty of sportspeople are only dependent on their sponsors and institutions which control sport financing, which, then, are owners of their rights to the image and career path. And what about talents which can appear later or outside the most popular structures? How to give a chance to those emerging talents, and what can be done to help them acquire funds for development in the future?



Zetly Crowd is our answer.

Zetly Crowd is a crowdfunding module, which acts as a bridge connecting those who need funds with fans and investors who can actively support them. Again, the fans' and players' creativity will determine the model of cooperation they will propose. Zetly offers them a module which helps establish various forms of cooperation. It will be possible to create one's own crowdfunding campaign and offer something in return for help or simply a fundraiser for a personal development goal, appealing to supporters and fans who expect nothing back. Another type of a fundraiser is a share in success. Users who will invest in young talents, giving them an opportunity for development, may receive a share in their profits at a later date. Irrespective of the discipline and level of proficiency, Zetly Crowd gives everybody an opportunity to pursue their sports passion and achieve their goals.

6. Zetly's vision, mission and objectives

Our vision is to create a digital ecosystem of synergies.

Zetly will help the sports industry move to the digital reality and take advantage of its potential. Zetly is a bridge between clubs, fans and organizations, allowing them to transform fans into active and influential authors who support their beloved teams and organizations on an ongoing basis.

Zetly is a new dimension of sports relationships which offers the participants of the sports market a unique opportunity to more effectively involve, encourage and reward the community of their fans. Zetly will be a tool thanks to which clubs will develop, prosper and build stronger relationships with their fans.

The Zetly solutions will also help finance sports clubs, teams and individual players, as well as contribute to their growth in terms of income, ranges and building communities, thus creating a new digital economy for the world of sport.

Our mission is to redefine fan engagement, help to create new revenue streams, reduce the distance between the sports world and fans, as well as make being a fan a 24/7 experience.

The modules which make up an integrated system of smart, adaptable solutions at the meeting point of business, technology, communication but also emotions.

Zetly's objectives:

1. Opening up new sources of income by clubs thanks to creating new business strategies and community building.
2. Increasing the clubs', sports organizations' and players' digital range.
3. Increasing their value by teams, leagues, associations and sportspeople by tokenization as a new form of fundraising.
4. Allowing equal access to the process of contributing to the digital economy to all sports market participants, irrespective of their size, development stage as well as tangible and intangible resources.
5. Facilitating exchange of and trade in collectibles by means of digital technologies.
6. Creating new digital products for sport.
7. Building a market for digital content in the form of NFTs, allowing authors to generate new, additional income.
8. Securing copyright and author's economic rights through digital certificates.
9. Helping sportspeople, clubs and other sports organizations raise funds through the crowdfunding module.
10. Education regarding usefulness of the blockchain network and potential of digital technologies.



ZETLY **FUELING** **SPORTS**

7. Zetly Platform

Discover Zetly, the ultimate tokenization and fan engagement platform for fans, sports clubs, federations, athletes, and sponsors. This distinctive ecosystem creates an exclusive marketplace that combines club tokens, NFTs, sports memorabilia, play-to-earn, and a digital sports wallet – all seamlessly integrated into one place, where sports clubs can offer unique sets of digital collectibles and athletes can create crowdfunding campaigns. Redefining revenue possibilities and introducing fresh avenues for partners and sponsors to interact with the community of fans.



Apart from Zetly Wallet, the following modules fulfill the platforms most important functions: **Zetly Sport**, **Zetly NFT Creator**, **Zetly Fan Memorabilia**, **Zetly NFT Moments**, **Zetly NFT Fan Shop**, **Zetly Digital Collections**, **Zetly Crowd**, **Zetly Quizzes** and **Sports Metaverse Digital Twin**.

7.1 Overview of Functionalities

The multi-functional Zetly platform, together with the app, has the following functions:



7.2 Zetly Sport



This module is the basic part of the Zetly platform and app. It is a solution for fans and sports clubs. It is an ecosystem of club tokens which can be purchased with FIAT, STABLE COIN or CBDC. Zetly offers new ways of financing to sports clubs, and boosts fans' involvement thanks to creating club tokens – a form of a sports club currency. It will be issued by the club, connected with it, and used by fans through the Zetly app and platform. Club tokens will be exchanged for special offers for club merchandise, rewards, digital items, collectibles, rights to vote and have influence. These solutions will help generate additional income which clubs will be able to invest further and involve fans on a completely different level. This tool features numerous solutions thanks to which the club can manage a specific ecosystem for its community. The sharing economy, which thanks to exchange of services, influences

the token/s value and increases together with its demand. In fact, it is up to the club which solution, services and bonuses it will offer to the person who will decide to purchase club tokens.

Club tokens will be sold during CTO Club Token Offerings). It is a period during which the token selling price is secured until they end up on the secondary market.

Holding tokens, the user will be able to take advantage of the following functions:

Trade

Since club tokens also have their value which depends, among other things, on the club's achievements, but also on the supply and demand, their holder can freely trade in them on a dedicated marketplace. In a quick, easy and transparent way.

Voting and influence

Token holders will be able to acquire voting rights, and, consequently, decide, for example, how the T-shirts for the next season should look like, which city the team should visit to meet fans, who to play a friendly against, or what song should be played before a match. Fans will be

able to vote and take decisions about the team they support on a regular basis. Each vote is cast as a group of smart contracts in which fans use their club tokens in order to receive various answers in a dedicated voting or influence questionnaire.

Club merchandise

Club gadgets, collectibles and items signed by the team are a popular hobby among fans. Club token holders may purchase them directly from their favorite team. On the other hand, teams can come up with and offer limited goods only to their supporters, and thanks to it will drive the need to purchase club tokens, as it is the only currency of their true fan.

Rewards and loyalty programs

The most loyal fans like to be appreciated for their unwavering support. We present a loyalty program which has been moved to the blockchain in order to ensure that the points of exchange are secure and protected against manipulation. In this place, token holders can find unique rewards, offers and digital collector assets which are unavailable to anybody else, and are not even in the sale.

12 Player and Away Games

The match day is something unique to fans. Thanks to the 12 Player and Away Games functions, sport clubs can take those emotions to even a higher level not only during games at home, but also away. 12 Player represent exclusive content during match day, and Away Games are Play to Earn activities using Geo-location and mobile AR (Augmented Reality).

7.3 Zetly Digital Collections



The module designed specially for creating digital contents and emotions in the form of NFTs. It can be used by fans and clubs, sportspeople and players, i.e. everybody who wants to share their life and emotions with others. They may take the form of pictures, photos, songs, audio or video materials, as well as sports moments and emotions which nobody can fake. It is available to everyone, involving, safe and creative. Zetly NFT Creator is supposed to be something like that.

NFT concept

NFT, i.e. Non Fungible Token) is a unit of data recorded in a blockchain network. The token confirms authenticity and unique nature of a digital asset, thanks to which it cannot be exchanged. It also allows following the history of a given asset's ownership. NFTs are indivisible, so it is impossible to but, e.g. half a painting, and it is always necessary to but the entire work of art.

Create your own NFT

Creating NFTs on the Zetly platform will be as intuitive and simple as sending content to social networks. Everybody can become a creator and author of unique sounds or pictures from sports events. The app will allow sending an NFT from any other place and posting it on the Zetly platform. Users will be able to mint NFTs as individual authors, paying a small fee if the token is sold or transferred to an external exchange. The second option will be a subscription as part of which the author will receive a given number of NFTs to be minted and sold without any additional fees. In the case of the transfer to an external exchange, the author always bears the costs of the gas fee.

NFT market

Trade and share with people all over the world. The platform allows the users to create and issue a digital certificate or an asset for sale on a dedicated market. The user may trade both in his original creations and NFTs bought through the platform - it also applies to collections which will be issued by clubs. The NFT market is subject to the rules of supply and demand, thanks to which its participants determine

Protection of rights

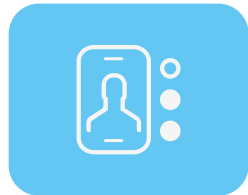
It is a solution for individual authors, sportspeople and artists who create digital sports or artistic content. Tokenization of intellectual property rights will allow authors to control their work and ensure they receive appropriate fees. The transactions are safe thanks to the use of smart contracts in the blockchain network, Each NFT contains encrypted information about its ownership, size and function.

the right price for the resources created by the users. The platform also includes the so-called Ultras Sector, in which the most loyal fans can sell NFTs from tifo displays. The assets created by means of Zetly NFT Creator may be sold also on other exchanges, but in such a case, the author first needs to pay a fee for using the Creator.

Certificate of authenticity

Confirm authenticity of the goods, verifying the source. It is a convenient option for users who can create ownership records for their items, such as pictures or unique T-shirts. The market of digital memorabilia allows buying and selling them in the form of digital NFTs as a unique certificate of authenticity. It will make it impossible to sell fake collectibles, and eliminate false information on ownership of a given item, as the blockchain network will be able to verify everything.

7.4 Zetly Digital Collections



Zetly Collectibles allows buying, holding and sending digital sports cards which can be connected with non-fungible tokens. Digital collectibles, such as cards, expand clubs' sources of income.

Limited club collections

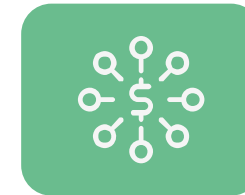
This function allows clubs to create unique, one-off or limited digital collections. It is an opportunity to promote personal brands by creating unique collectibles connected with sportspeople. It is also an opportunity to return to the tradition of collecting cards with images of favorite athletes, with the only difference being that now these assets are digital, which improves their security, availability and authenticity.

Storage of and trade in collections

All NFTs will be available in one place – in Zetly Wallet. The user will be able to create albums for personal and business NFTs. The Zetly wallet will ensure an easy and secure method of storage and access to all collections. Zetly allows buying, selling and collecting unique digital resources. What is another function of the collection market is the possibility of selling physical sports memorabilia which will be authenticated by NFTs.

Both digital and physical collectibles will have smart contracts associated with them in the blockchain network. They will be secured and connected with a public address, which will allow following the ownership of these resources, updating the entire network after each transaction. Zetly Digital Collections allows users to store, trade in, sell or auction those digital cards in the same way as is the case with physical ones. The Zetly app will offer cards from various sports disciplines, issued both in big series, and in limited editions, as well as a unique program of rewards for collectors.

7.5 Zetly Crowd



This transparent crowdfunding model helps connect persons who actively seek funding with involved fans and supporters. On the Zetly platform, the Crowd module is available to everybody user verified by the app, irrespective of whether it is a player, athlete, artist, team, club, or any other sports organization. The KYC (know your customer) and AML (anti money laundering) will be necessary for each user who will want to organize a fundraiser. Each profile created will be checked and pre-approved by Zetly before the publication, in order to make sure that the person who runs the campaign is the account owner.

The instructions included in the platform's guide will help each participant create the best possible presentation

of the achievements, projections of the future investment goals, prepare content and send it to the Zetly platform. The integration with social media will help share the latest news and inform others about ongoing campaigns.

Help, support, invest

Is a solution for teams and individual players or sportspeople who seek financing. Zetly will collect a transaction fee for each campaign completed through the crowdfunding modules. All raised funds will be made available to the campaign's organizer after commission has been deducted.

The **Zetly Crowd** module features three types of campaigns:



Help

This type of campaign offers fundraising based on the principle of a non-repayable donation. Fans and supporters decide to give tokens and do not expect anything in exchange. Examples of goals: new kits for players, coverage of practice costs, purchase of equipment, travel, accommodation, training camps or fees for participation in competitions. If the description convinces donors, the team will succeed.



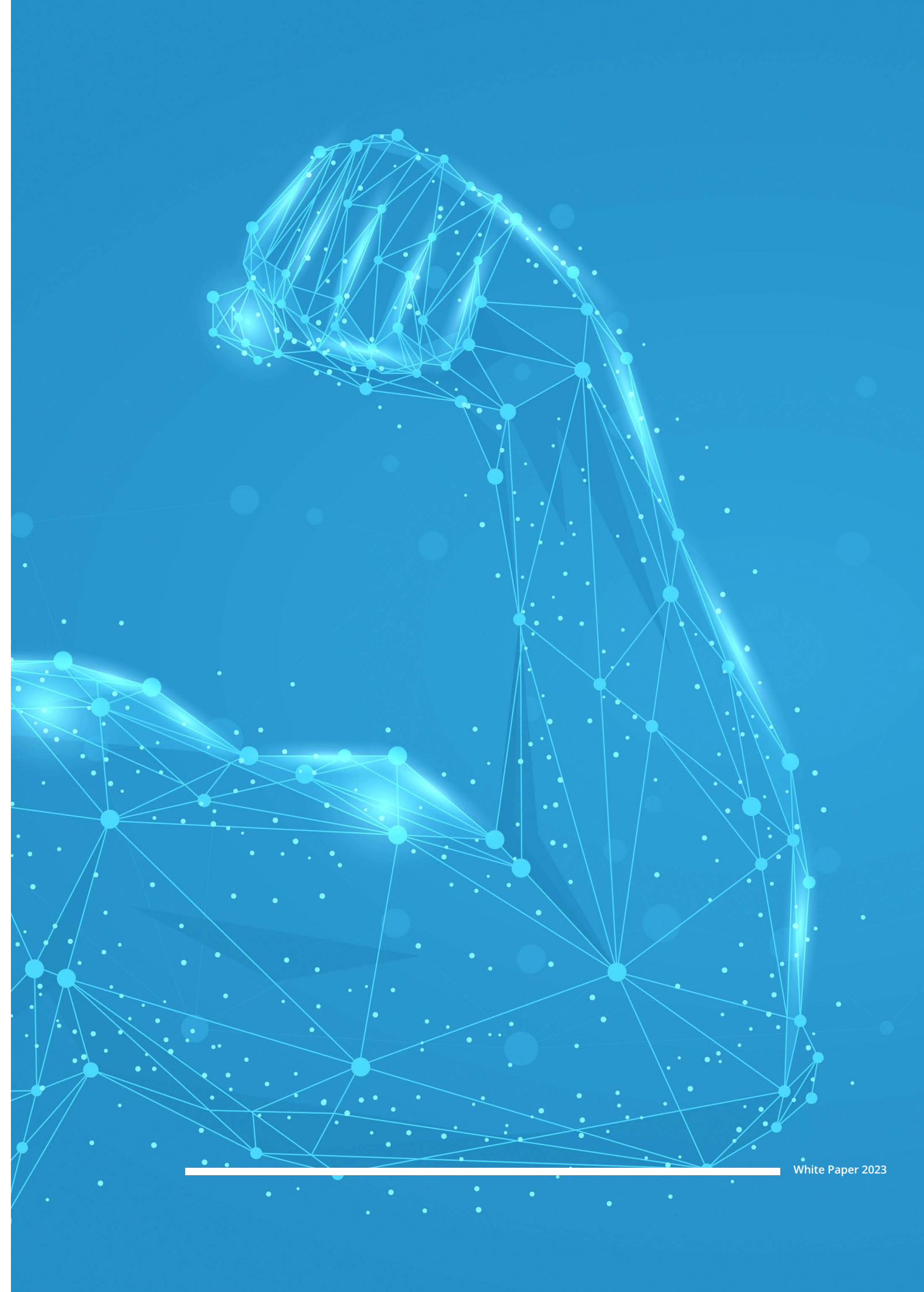
Support

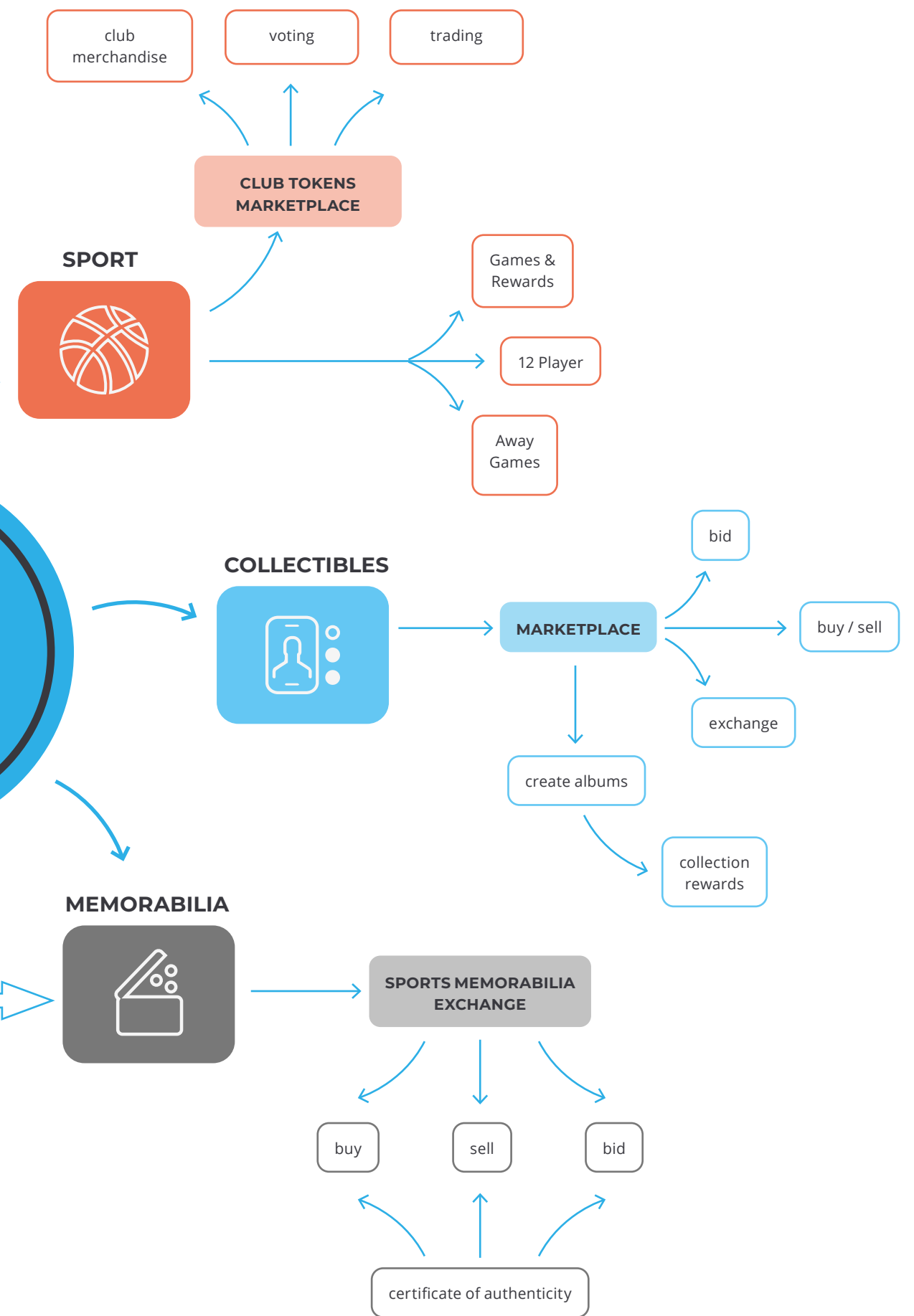
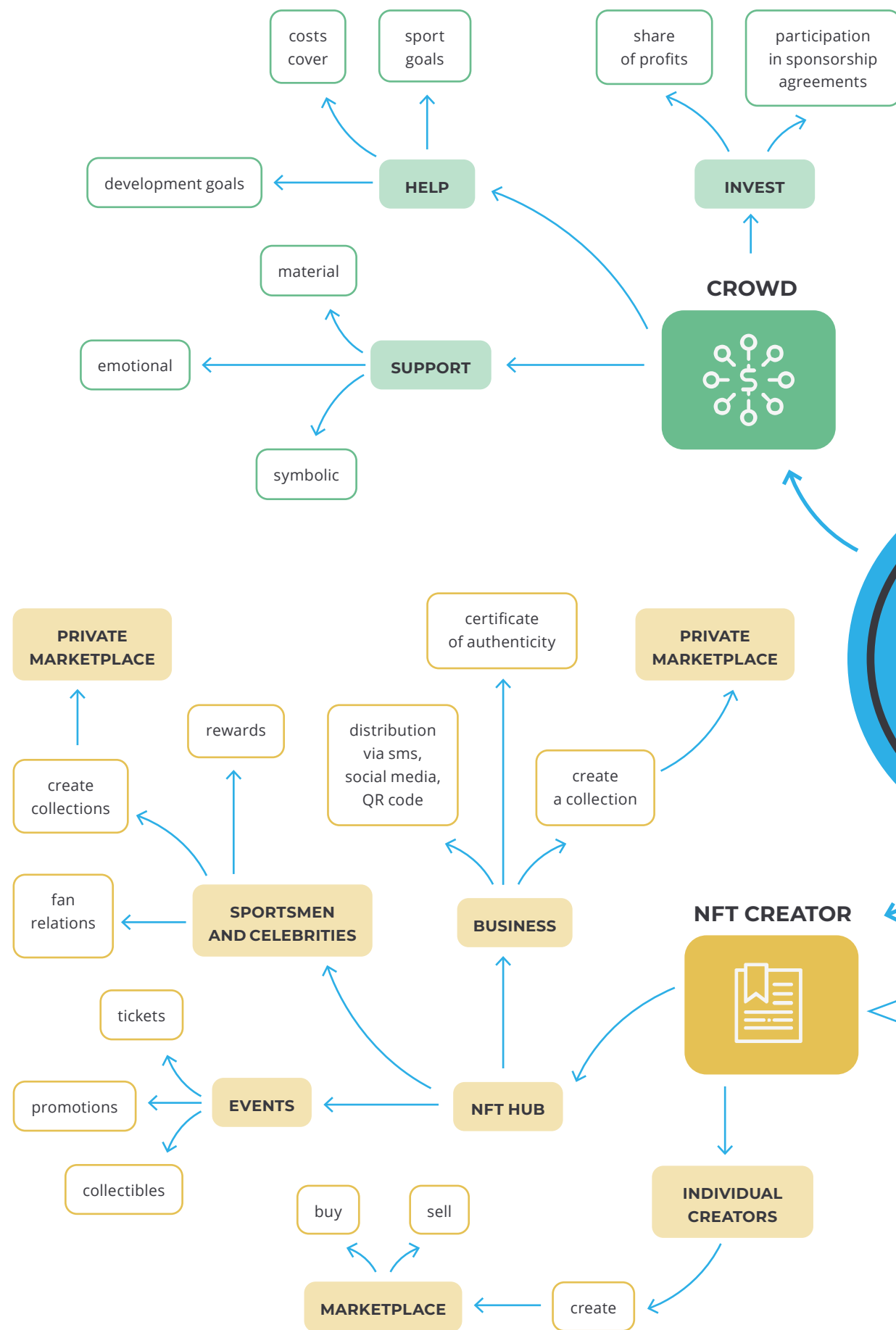
The campaign will allow the user to exchange ZET Tokens for unique services or products offered by the player, athlete or artist. It means that in exchange for the funds transferred, the person who offers support may take part in a practice, video conversation, supper or meeting, workshop, trip to a game with the beloved team, get tickets in VIP sectors or unique memorabilia with the athletes' signature.



Invest

This campaign will be a tool to raise funds for promising talents, in order to secure financing for further development in exchange for part of their future income. It will allow sportspeople, including amateurs, find financing and demonstrate their talent to the world. This campaign will allow detailed sponsorship contracts on any terms and conditions. It may take the form of both short- and long-term contracts. Investors will be able to obtain a share in the rights to the image, future profits, commercial and trade licenses, share in transfer rights and other economic rights.





8. Token ZET

8.1 What is ZET Token?

Token utility

ZET Token is a utility token and part of the Zetly platform. ZET Token does not confer any property or monetary rights or decision-making rights. ZET token is not a medium of exchange accepted by the public as payment for goods and services outside the Zetly platform. Any sale of ZET tokens is subject to compliance with the KYC/AML policy.

The ZET token serves multiple purposes within the Zetly platform, enhancing user engagement and facilitating various transactions:

- **Access to goods and services**

ZET functions as a utility token within the Zetly ecosystem, providing holders with access to various goods and services, including NFTs, digital collectibles, and exclusive content.

- **Access to Sports Quizzes**

ZET holders gain access to the Sports Quiz module, where they can test their sports knowledge and earn rewards for correct answers.

- **Governance and Voting**

In the future, ZET holders may be granted voting rights on certain platform decisions, giving them a voice in the development and direction of the Zetly ecosystem.

- **Rewards and Incentives**

ZET tokens can be used to reward and incentivize fan engagement, participation in community activities, and contributions to the platform.

The ZET token is intended to be used primarily within the Zetly.io platform along with a limited network of merchants and partners who have contractual arrangements with Zetly. This network is expected to grow as the Zetly platform expands and establishes new partnerships. The ZET utility tokens can be redeemed for goods and services related to the Zetly platform once it is fully developed. Until the platform is launched and the relevant offers become available, the ZET tokens cannot be redeemed.

Token Burn Function

Zetly envisions a burn function as part of its tokenomics strategy. The token burn function involves permanently removing tokens from circulation, thereby reducing the total supply of available tokens. This process is triggered in specific instances to help stabilize and potentially increase the value of the ZET token by controlling its supply.

ZET Token Burn Mechanism

The ZET token burn mechanism is a crucial component of Zetly's deflationary strategy. The token burn option is embedded within the smart contract, ensuring automation and transparency in the process.

Instances of Token Burning

- **Sport Quiz Token Burns**

Zetly plans to burn a portion of tokens used in sports quizzes. Currently, 2% of the total tokens won in quizzes will be burned each time players use ZET tokens to participate.

- **Sport Quiz Voting Pools Token Burns**

Players can use ZET tokens to vote and influence game parameters. All tokens used in these voting polls will be burned, further decreasing the circulating supply.

- **Unsold Token Burns**

Tokens that remain unsold during token sale rounds (private sale, pre-sale, launchpad sale) will also be burned. This action aims to prevent an oversupply of tokens, which could negatively impact their value.

Burn Triggers

The token burn process is automatically triggered by the smart contract under the following conditions:

- **During Sports Quizzes**

Automatic burning of 2% of the tokens from the prize pool.

- **During Voting in Voting Pools**

Automatic burning of all tokens used for voting.

- **After Token Sale Rounds**

Automatic burning of unsold tokens.

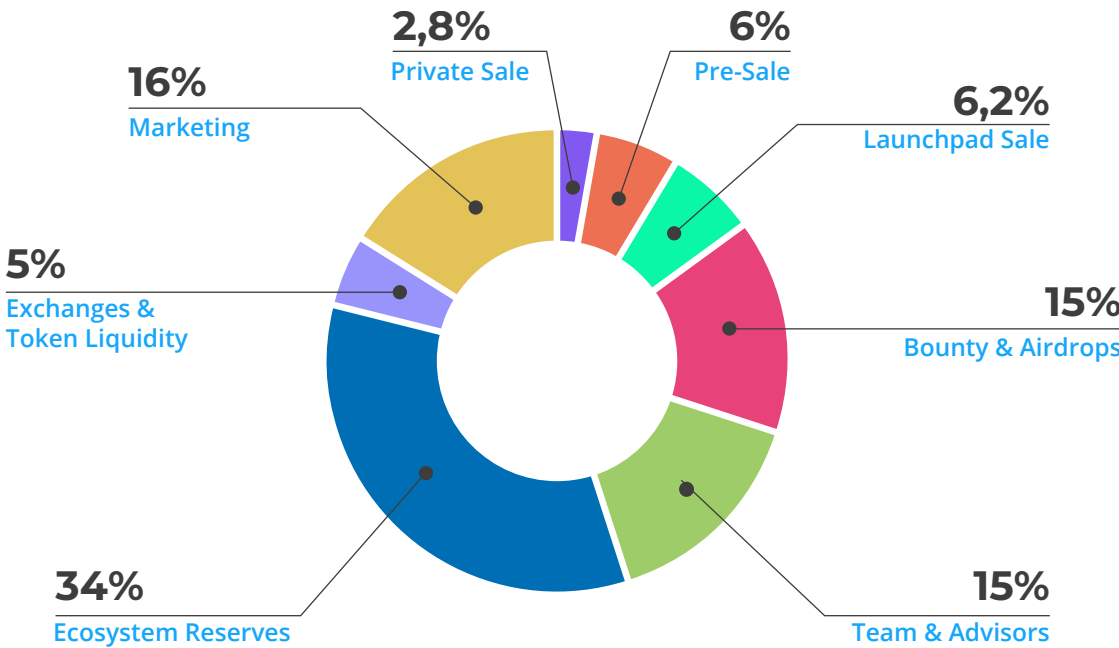
These mechanisms ensure continuous control over the supply of ZET tokens, aiming to increase their value and maintain the stability of the Zetly ecosystem.

ROUNDS:

Token's name	ZET
Token's symbol	ZET
Standard	ERC-20
Platform	Polygon
Maximum supply	3 500 000
Token's price: Private	USD 0.0026
Token's price: Pre-Sale	USD 0.0030
Token's price: Launchpad Sale	USD 0.0035
Private	Closet
Pre-Sale	26.06.2024
Launchpad Sale	TBA

We reserve the right to extend the duration of the individual round or to close it early.

8.2 Token's distribution



Token Allocations	% inpool	Tokens
Private Sale	2,80%	98 000 000
Pre-Sale	6,00%	210 000 000
Launchpad Sale	6,20%	217 000 000
Bounty & Airdrops	15,00%	525 000 000
Team & Advisors	15,00%	525 000 000
Ecosystem Reserves	34,00%	1 190 000 000
Exchanges & Token Liquidity	5,00%	175 000 000
Marketing	16,00%	560 000 000
SUM	100%	3 500 000 000

8.3 Token Vesting Process

- **Private Sale**
20% TGE, 6 months cliff then rest unlocked over 8 months
- **Pre-Sale**
25% TGE, 4 months cliff then rest unlocked over 10 months
- **Launchpad Sale**
33% TGE, 2 months cliff then rest unlocked over 12 months
- **Team & Advisors**
4 months cliff then rest unlocked over 14 months
- **Ecosystem Reserves**
12 months cliff, rest unlocked over 24 months
- **Exchanges & Token Liquidity**
Unlocked over 10 months
- **Marketing**
1 month cliff then rest unlocked over 17 months
- **Bounty & Airdrops**
2 months cliff, rest unlocked over 12 months

9. Business model

1. **Zetly Sport:** The module will be the basis for issuing club tokens (utility tokens). Module designed to build fan engagement around clubs. Zetly Sport is a place to buy, exchange, sell tokens and unlock digital content and features.
2. **Zetly NFT Creator:** Generate NFT Project for tickets or collectibles that links that NFT to ticketing event. Link your NFT project to particular content and then provide transferable ownership rights.
3. **Zetly Fan Memorabilia:** For individual creators to create and sell digital content and emotions in the form of NFT. These can be images, photos, audio, and video tracks, including moments or sports emotions that needs to be remembered.
4. **Zetly NFT Moments:** NFT Moments are officially licensed digital assets - with proof of ownership, limited supply, and a unique serial number, which can be bought, sold, and exchanged by fans achieving value on the secondary market.
5. **Zetly NFT Fan Shop:** Clubs can blend their physical products with their digital twins and augment their fans' experience.
6. **Zetly Digital Collections:** Clubs and Players will be able to create their own collections of NFT player cards. Fans can collect those cards and benefit from rewards when having full collections.
7. **Zetly Crowd:** This module connects people who are actively seeking funding (athletes, teams, or other sports organizations) with fans and supporters.
8. **Sports Quizzes:** A social game in the form of a mobile app where you can participate in a sport quizzes, test your knowledge and get rewarded for winning.
9. **Sports Metaverse Digital Twin:** Zetly, along with its partners, is playing a leading role in this next evolution of the internet and the web with the only platform that combines Blockchain, AR, VR and Geo-location with monetization, backed by patented technology.

10. Marketing strategy

Zetly's marketing strategy focuses on digital marketing and communication aimed at potential strategic partners.

The marketing objective is to raise awareness of the services offered by Zetly and the positive influence of the blockchain technology on the sports business. The advantage is that we aim the project at fans of all sports, not just the most popular ones.

We focus on creating a network effect in which calibrating the supply and demand on the platform is an important step. The more users on one side of the market, the higher the value of the services which can be achieved on the other side and vice versa. Thanks to each new team which will join us we will attract more fans, and more fans can attract more teams, so the effect will gain momentum. Consequently, the platform's development will be accompanied by growing income, and the value of the ZET Token will also be on the rise.

Our offer is aimed at enthusiasts of and investors in cryptocurrencies, funds, sportspeople, clubs, sports associations and everybody who can see the future

in the new, digital world of sport. The marketing strategy will be implemented in accordance with the stages of the token sale, including pre-sale, marketing, sales and marketing as well as after-sales activities. Part of the token allocation will be invested in strategic partnerships with sports associations and local groups which can help develop the platform and build the community around Zetly.

Furthermore, at an early stage reward programs with tokens will be introduced to encourage the community to contribute to the platform's development.

The programs are divided into Bounty, Airdrops and Referrals subcategories.

We will organize press conferences and coverages. At each stage of the sale, we will get in touch with the project's community and media to present the results of our actions and their influence on the entire project's feasibility.

What will be the basis of the marketing and commercialization strategy for the entire project is partnerships with global, trusted media in the sports and crypto community, influencers, paid ads banners, and content promoted on social media.

Our marketing action plan consists of:

- **landing page with a promotional video**
- **reaching the public mainly thanks to marketing in social media in which we will ensure frequent updates,**
- **creating a project knowledge library**
- **experts' statements, clients' opinions and references**

Objectives



Zetly's objective in the first three years of operation is to establish cooperation with at least three sports associations and 25 clubs from various disciplines each year. In the future, the number of new partners will gradually increase.

Zetly's marketing objectives since the beginning of the token sale will be aimed at acquiring sports associations as strategic partners, and as many clubs on the European market as possible to become ecosystem's participants. The platform will offer them tools thanks to which they will be able to build a new economy around fans. Boosting their involvement and monetization of club tokens will have positive influence on clubs' budgets.

Expansion



Acquiring sports associations as strategic partners is the basis of Zetly's operation. We will build strong foundations by starting on the Polish market and later expanding to neighboring markets such as Austria, the Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Slovenia, Croatia, Serbia, Ukraine, Lithuania, Latvia, Estonia and Nordic countries. We plan to expand by systematically adding clubs from various disciplines which will offer club tokens and by establishing business structures and sales networks in each of the above-mentioned countries.

11. Key success drivers

We move with the times

The Zetly platform opens up new possibilities of sponsorship via digital assets, crowdfunding and fundraising through tokenization. The system is direct and secure, and, at the same time, is something new, so attractive and interesting to its users. It offers fans new experience they have not known before.

We are a partner

Zetly will provide business tools designed in such a way as to help sports organizations increase their digital range and better connect them with fans, at the same time generating new sources of income. Zetly may reform the way in which loyalty programs are created, followed and offered to users. Our platform is a place where clubs can create their own sports ecosystem and offer club tokens, together with a wide range of products which can be purchased for them. Zetly supports clubs and sportspeople in becoming familiar with new solutions, so that they can implement creative ways of earning and fundraising.

We involve fans and bring them closer

Fans have a genuine opportunity to become part of the club by holding club tokens. Taking advantage of the platform based on the blockchain, all parties participating in loyalty programs will be fully integrated and connected. Zetly creates an ecosystem for sports clubs and their fans without middlemen, establishing a direct relationship. It is an open environment which the users may fully take advantage of, having influence on its development and gaining access to numerous functions to enhance their experience. Fans will build this ecosystem together with their teams.

We are one of the first ones

Despite the fact that the blockchain is nothing new, there are practically no solutions based on that technology which offer such a comprehensive approach to sports as Zetly. It is still an early stage for the European market, so we stand a chance of becoming one of the first companies to follow that path. We strongly believe that Zetly will also play an educational

role thanks to which the advantages of the blockchain technology and token utilities will be better understood by the public and more popular.

We are for everybody

Our aim is to become a platform for everybody. For many different sports disciplines, including less popular ones. For sports clubs from various countries and leagues. For emerging disciplines as well as extreme sports and e-sport players. Zetly is a multi-functional tool for all sports fans, clubs, players, etc. The win-win model for sportspeople from various disciplines thanks to which many of them can change the future of their sports career by being part of Zetly.

We sell emotions

Zetly is a place where everybody, not only sportspeople but also fans, may perpetuate emotions, moments and change them into NFTs, creating a unique work of art, and, in addition, earn on their sports emotions. The more people are involved in this process, the more popular NFTs become, which means that the value of this market will be on the rise.

We are aware of the risk

We know that what we want to do is a huge challenge. We rely on the blockchain technology, which is relatively new and is subject to slowly developing industry regulations. The sports market is huge, and trying to become an important part of it, we are fully aware of the hard work we need to do to be successful.



ZETLY **MAKE IT** **HAPPEN**

12. About us

12.1 Company and its history

We are an international company whose founders have over 20-year experience in business. The Zetly Fueling Sports founders have, for years, run an event agency, advertising agency in the social media industry, as well as have been in charge of a law firm dealing mainly with commercial company law and sports law. What bonds the whole team together is the passion for sport. We have been closely watching the constantly developing cryptocurrency and blockchain technology market for two years. Thanks to everyday conversations and constant expansion of knowledge in this area, we have built an experienced team and created a concept and business model – a multi-functional platform based on the blockchain technology. We do it to change not only the Polish, but also European sport. We are really excited by the possibility of a positive revolution in sport offered by digital technologies.

We know that there is potential on the market, so we create Zetly as the first ultimate tokenization and fan engagement platform for the sports industry. The aim of our strategy is to deliver on all items mentioned in this document, keep the deadlines, and deliver the fully functional platform with the app.

We believe that the business model and solutions we have developed will get a favorable reception by fans, sports clubs, federations, and other sports organizations.

Zetly Group sp. z.o.o.

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40-158 Katowice

Poland

www.zetly.io

 <https://twitter.com/Zetlydotio>

 <https://t.me/zetlydotio>

 <https://www.facebook.com/zetlydotio/>

 <https://www.linkedin.com/company/zetly>

12.2 Team



Rafał Gelner

Co-founder, CEO Zetly Group Sp. z o.o.

Rafał is a visionary, coach, and manager with a very broad scope of competence, as well as a project manager and logistician. An investor and analyst, as well as a Web3 and Metaverse enthusiast. Rafał has over 15-year experience in project and business management in various industries. He started his career, by creating a reputable real estate agency in the south of Poland. Thanks to critical analysis and intuitive thinking, he is always able to effectively solve the most difficult business challenges. In private life, Rafał is also a personal coach and musician.



Michał Glijer

Founder, CEO Zetly OÜ

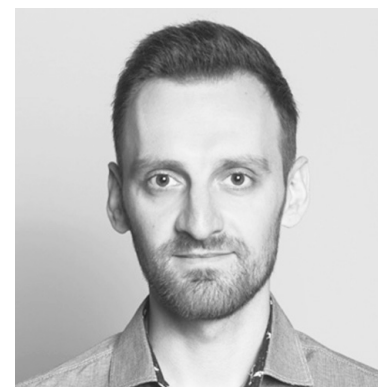
Entrepreneur with 20-year experience in marketing, as well as project management and investment. The founder of Skyline Blockchain Agency. A co-author of projects and companies in which he has held the position of CEO and marketing director, such as Event Agency More Than Explore. He is really experienced in the areas of strategy, partnerships and innovations in the marketing services sector. Michał is a traveler, basketball umpire, economist and sports manager by education. He has worked in the blockchain technology industry for nearly two years, and his life motto is "Opportunities don't happen. We create them".



Marcin Dryka

Chief Technology Officer

Graduate of the Silesian University of Technology in the field of "Computer Sciences" and the WSB University in the field of "Project Management". As he himself says, "custom software development is the best thing I have done in my professional career". He started his adventure with coding many years ago. Marcin uses many programming languages in his work: PHP, Java, Python, JavaScript, TypeScript (including React and NodeJS) and Go. At the same time, he develops the skills to provide high-quality technical solutions both as a specialist (technical skills) and a manager (team building, project management). He had the opportunity to learn about various industries and assist in the automation of many processes in many projects. He also deals with the creation of non-standard IT projects.



Paweł Gojny

IT Manager

Strategist and manager with over 10-year experience in marketing, e-commerce and financial management. This tokenomics enthusiast has created platforms and mechanics of B2B loyalty programs. His passion for statistics, analysis and automation started during the studies at Łódź University. Professionally, Paweł deals with optimization of companies' operation. In his free time, he likes to be active and travel. On a private note, he is a talented pianist, who fulfills his passion in jazz music.



Monika Holland

GTM Strategy Advisor

Founder of BOLD Business Decisions, a Strategic Advisory Services Company serving tech Start-ups with GTM Strategies and Execution in any stage of their company journey. She is Keynote speaker at Startup Accelerator Programs and Podcasts. As an Executive Sales Leader in the last 20+ years, Monika has earned a reputation of achieving top sales results, unprecedented market share growth and business development in global markets while building powerhouse sales teams with companies like American tech company HotelPlanner or British SaaS company Traveltek. Monika consults start-ups part US and Europe based accelerator programs on commercial strategies. She collaborates with Lithuanian governmental organization Innovation Agency Lithuania and UK based International Strategic Advisory Firm PoE Advisory.



Christopher Nielsen

International Expansion Advisor

CEO and Founder of PoE Advisory. Christopher has 15+ years of international experience from MNEs and Big4 consultancy focusing on international tax and transfer pricing. Prior to founding the PoE Advisory, worked as a Director with EY in London (the department of transfer pricing and operational model efficiency). He has advised global companies in various sectors and industries including advising on international tax audits, global restructurings, industry/business analysis, M&A transactions and financial modeling. Christopher has a strong academic record including an MSc in Business Administration and Commercial Law from Copenhagen Business School and various selective course from the faculty of Law at the University of Aarhus, Denmark.



dr Agnieszka Bier

Data Scientist

Holder of PhD in mathematical sciences and associate professor at the Faculty of Applied Mathematics of the Silesian Technical University, where she teaches, among other things, Cryptography and Coding Theory. She is an author of scientific publications on mathematics and computer science. Agnieszka conducts scientific research into the group theory and apps which support teaching maths. She manages and implements R&D projects aimed at using advanced data analysis methods, modeling and artificial intelligence in the industry (innovation manager). She supports companies from various industries in adaptation of solutions which require scientific competence and knowledge of mathematics.



Tomasz Nowacki

Business Operations Consultant

People Manager with a team focus. Skilled and PMP certified Project & Program Manager. Managing teams by motivation with the best knowledge and skills. Wide experience in project management, team management, and operations. A Master's degree in social communication helps Tomek be the person who can work as a single contact point between the customer and IT specialists to manage all the stakeholders for one goal which is delivering finished projects in time, within budget, and full scope.



Ronald Duldulao

Marketing Specialist

With more than 5 years of experience in Crypto and Blockchain space, Ronald is dedicated in connecting one crypto company/project to another in bringing high quality products toward a unified goal which is mass adoption. He worked with different solid crypto projects with their marketing strategies and partnership deals. Also an individual investor, NFT enthusiast and a man with HODL spirit.



Ahmad Aman

Marketing Specialist

E-commerce Specialist with proven skills. Manage many of Amazon's seller central accounts at Different marketplaces from all over the world including the USA, UK, CANADA, KSA, UAE, EUROPE, etc., I worked for more then 7 years as an Project Manager, Advisor Chief Marketing Officer, Social Media Community lead.

Along with this worked as a Social Media Manager and Project Manager in many Social Media platform. Ahmad is adaptable to a variety of situations. Ability to operate independently and in groups or teams, extraordinary Telegram experience, Twitter, Instagram etc.



Alicja Cuber-Strutyńska

Graphic Designer

Graphic designer for years, mainly as a freelancer. Alicja draws, paints and photographs. She values diversity but cares about the consistency of communication. She can effectively visualize thoughts, visions, and needs. Alicja works with institutions, organizations, and businesses. She graduated from the Silesian University of Technology in Gliwice. For several years she was an event organizer. She is interested in quantum physics, especially lectures by Richard Feynman and Andrzej Dragan, who combines her passion for physics with photography. Follower of the motto: there are no limits!



Justyna Appel

Graphic Designer

Graphic designer with many years of experience, with a passion for art (poster, painting). Graduate of the Academy of Fine Arts in Łódź and Warsaw. Professionally, for years she has cooperated with developers and production companies, where she deals with visual identity and designing POS materials. At Skanska Residential Development Poland, she additionally coordinated the graphic work of external companies for the purposes of implementing the brand on the Polish market. Justyna continues her artistic work in which she takes up the topics of intertwining the two worlds – technology and nature. At the same time, she is constantly developing her skills as a graphic designer in an innovative, international business environment.



Mateusz Całkowski

Sport Acquisition Specialist

In 2014, he organized the first esports tournament, starting the existence of his own brand OGA.project, which organized and was involved in over 30 projects. The biggest tournament in Galeria Warmińska in Olsztyn and the Polish Esport Cup deserve special mention. Since then, he has been actively working on various gaming projects. Since 2018, he has been the owner of Future4u Agency. Professionally, he conducts esports classes for the TEB Edukacja school. He likes to travel and spend his free time actively. A music lover who also decided to record his first track in 2022. Continuous development is a priority for him.



Dominik Stępień

Crypto enthusiast with 5 years of experience. Lover of DeFi, NFT and every project that puts token utility and sustainability as a priority. In the past, investor and trader of fashion items and gaming assets, now a person with strong belief in blockchain technology and its impact on the future of finance and other aspects of our life. In free time He loves playing tennis, traveling and shorting unsustainable ecosystems.



Marcin Rzetecki

Technical Blockchain Advisor

He has 15-year experience in business in the IT industry, both in Poland and abroad. Marcin is actively involved in blockchain projects at each stage of their implementation. He specializes in verification of the concept with the final product, tokenomics and delivery of a minimum profitable product. Author of numerous publications on the blockchain technology. He has an extensive network of business contacts. Being an expert in his field, he is a speaker at various international conferences.



Maurycy Konopacki

Technical Blockchain Advisor

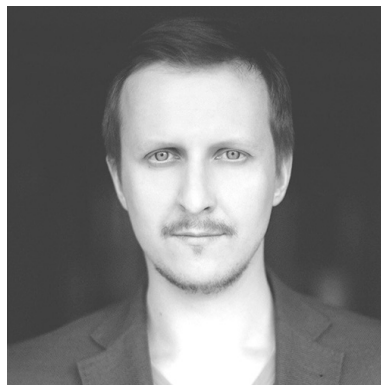
Co-author of and speaker at numerous events and conferences devoted to cryptocurrencies and blockchain technology, and interested in these topics since 2016. Maurycy is an author of technical articles on investment and analytics in various blockchains. He is a lecturer at Nicolaus Copernicus University in Toruń, where he was the founder of Bitcoin Science Club. A project manager in technology startups.



Ivo Irbe

Sport Advisor

My name is Ivo Irbe and I am the managing sales representative in the EU for a US company. I was leading sports and sport related society all my life. I first gained an interest in cycling when I was 8 years old. This interest quickly developed into a passion as my father was an ex-cyclist and my personal trainer and since then I have been dedicated to understanding the most effective and efficient way to increase endurance performance. Long rides outside through four seasons built for me confidence and attitude. This journey with sports began when I initially started to compete with my training buddies and friends for fun in local races. It developed into my character's-self driven target addict to achieve. Sports career decision was an obvious choice for me as I have a natural ability to push myself harder. As a professional athlete and member of the national team participating in EUCH, WCH I realized that fighting for victories is not giving me satisfaction. Along with the skills I have developed to be able to achieve, I truly appreciated the way how to manage all these small details in training processes, nutritional and lifestyle habits. I'm enjoying managing the current needs and circumstances in the basic process more, instead of getting the result done.



Paweł Łaskarzewski

Strategic Founding Advisor

Co-founder of one of the biggest deep-tech-company, launchpad & vc in crypto ecosphere – Synapse Network. Serial entrepreneur & advisor in dozen of cryptocurrency projects with over 20 years of experience in the economic, financial and banking sectors. He has already built 5 startups operating in the international arena. His experience gained in cooperation with the largest in the financial industry allowed him to understand the market operation well and use this knowledge in building an open and accessible crypto system according to a simple and inspiring vision #BeTheDeFiance.



Jarosław Śmietana

E-Sport Advisor

Expert and lecturer on gaming and esports in Poland. Founder of ESPORT SPOT – the first e-sports arena in Poland located in Elektrownia Powiśle in Warsaw. The originator and creator of Legia Esport Schools. Managing editor of the Brief Esports section. Business Consultant with over 15 years of experience in the esports and gaming industry. The organizer of over 20 esports events and tournaments for professionals and amateurs. Jarosław has worked with the most important esports organizations in Poland, such as Pride, Team Kinguin, AGO Esports, and Illuminar Gaming as a team manager, esports director, and development director. He has gained business experience, among others at McKinsey & Company. Regular speaker at gaming and esports conferences in Poland.



Dawid Gardyński

Strategic Implementation Advisor

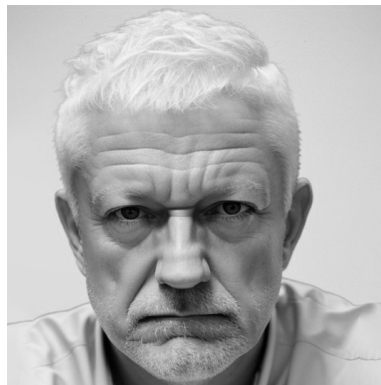
Dynamic and multifaceted professional with an impressive range of competencies. With over 18 years of experience encompassing IT, business education, and expertise across 10+ industries, Dawid brings a wealth of knowledge to the table. From data management and team leadership to logistics optimization, commercial building supervisory roles, sales, and Public Relations, his diverse background fuels his ability to excel in any challenge that comes his way. He is dedicated to pushing boundaries, fostering efficiency, and delivering exceptional results.



Marcin Wenus

Business Advisor

Founder of Comparic.pl, the largest portal for active investors in Poland. CEO of Comparic24.tv and Invest Cuffs – one of the largest investment conferences in Europe. Since 2006, he has been active in the capital markets, and since 2015 also in the cryptocurrency markets. He owns shares in several dozen companies, thanks to which Marcin can connect managers and help in finding synergies between various industries and companies. Active in the GameDev industry since 2020, co-organizer of the GameDev Investment Forum as part of one of the largest industry fairs in Europe. Co-organizer of many other conferences and fairs, including the largest in the crypto industry in Poland: CryptoVerse Expo. Privately, a social activist, enthusiast of team sports.



Piotr Bykowski

Financial Advisor

Banker with 25 years of experience in payments, operations, cash management, customer support, op risk, project management, fraud prevention, AML and regulatory compliance. In the past worked for a number of major Polish banks and the largest e-commerce platform in Poland. Block-chain, crypto-currency and WEB3 technology enthusiast, early crypto adopter who saw the growing potential of the whole crypto/web3 sector so jumped the traditional finance ship 5 years ago and turned what was initially just a curiosity-driven hobby into profession. Privately well seasoned traveller, motor-biker and avid collector of traditional financial instruments like coins, banknotes, cheques, shares and bonds..



Julija Hrstić

Sport Advisor

Graduate from the University of Split, where she has finished economy in 1998 and postgraduate marketing in 2006. She is qualified sales and marketing director with over 20 years of experience in the field. Julija worked nearly 4 years at Hajduk Split as a director of Sales Marketing. Before Hajduk Split, she was an exective director at Galeb d.d. Focused on definition and implementation of sale and marketing strategies. Her main field of interest are Project Management, Business Consulting, Business Planning and Business Strategy. Julija is a very people oriented manager with significant results in team leading, B2B and B2C relationships.



Tomaž Frelih

Sport Advisor

Graduate of computer science at the University of Ljubljana. His interest in commercializing knowledge led him to found the Hekovnik Startup School, connecting young companies with investors from Southeastern Europe. In 2011, he founded the school's branch in Silicon Valley, where he continued to connect investors and start-up projects and helped raise \$ 45 million for over 600 teams and companies that participated in over 200 events. Tomaz is a co-founder of Patron Dispenser, which created the world's first dispensing system for sticky resin, wax, paste and oil, and Freyherr, which runs the cannabis business. For 14 years he has been the CEO of Profiling d.o.o. dealing with IT project management, business consulting and event management.

13. Disclaimers

Disclaimers

None of the provisions contained in this document (Zetly Whitepaper) constitutes legal, financial, business or tax advice, and, therefore, one should consult one's legal, financial, tax or other professional advisors prior to taking any action in connection with this document. This document is intended solely for general information purposes. It does not constitute a prospectus, securities note, offer of securities, invitation to invest, or offer to sell any product, item or asset (digital or otherwise) to the public or a collective investment scheme. The issuer reserves the right to introduce changes to this Whitepaper and any documents connected with the ZET Token and/or holding and using the ZET Token. The information contained herein has not been prepared or approved by a legal entity. Such activities are not and will not be performed in accordance with any law, legislation or jurisdiction. The publication of the Zetly's Whitepaper is not tantamount to the obligation to comply with any law, legislation or jurisdiction. This Whitepaper is a document providing information on the Zetly's plans concerning the development of the Zetly Platform in the future. Zetly reserves the right to change those plans or refrain from implementing them at its own discretion.

This Whitepaper is a working version to be reviewed and discussed by the community, as well as only for information purposes, and is not legally binding in any manner. It may include "forward-looking statements" - that is, statements about events in the future. Such declarations often refer to Zetly's future business and organizational plans. The information contained in this document may be translated into other languages or used in written or oral communications with the existing and potential clients, partners, etc. In such a translation or communication, some of the information contained in this document may be lost, distorted or interpreted differently.

Reading this Whitepaper, the reader (you) confirms, understands and agrees that the ZET Token may have no value, that there is no guarantee or representation of the value or liquidity for the ZET Token, and that the ZET Token is not intended for speculative investment. Those who hold ZET Tokens, as well as use and trade in ZET Tokens have no rights except the right

to use them on the Zetly Platform and App, as well as trade in them on cryptocurrency exchanges. The ZET Token does not have any of the necessary characteristics required to be treated as a transferable security, money market instrument, share in a collective investment scheme, digital currency, commodity, security or any other form of investment in any jurisdiction. In order to avoid any doubts, we would like to point out again that Zetly, together with its management structure, employees and advisors, shall not be liable for any damage whatsoever, including, but not limited to, direct, consequential, incidental, special or indirect damages, including, but not limited to, lost profit or loss of revenue caused by participation in token sale. The purchase of the ZET Token is final and non-refundable, unless the minimum value of the funds gathered is reached. You are not eligible and should not buy the ZET Token if you are a citizen or (tax or any other type) resident of any country, state or territory in which the purchase of the ZET Token may be prohibited. Zetly shall cooperate with all necessary authorities and all authorized financial institutions, as well as strictly comply with all applicable AML (Anti-Money Laundering) and KYC (Know Your Customer) regulations, as well as other government and financial regulations.

If you have any doubts about the action you need to take, you should consult it with your advisors regarding legal, tax, economic, financial and any other aspects of the ZET Token, as well as Zetly Platform and App.

14. Risk and other information

Risk and other information

You understand and agree that there are numerous risks involved in the purchase of ZET Tokens, storage of ZET Tokens and use of ZET Tokens on the Zetly Platform and App. There is a risk that the development of Zetly Platform and App may not be performed or implemented according to the plan for various reasons, including, among other things, a decrease in the price of any digital resource, virtual currency or ZET Token, unpredictable technical problems which may result in the lack of funds for development actions. Hackers and other malicious groups or organizations may attempt at interfering with the Zetly platform in various ways, including, among other things, by malware attacks, consensus attacks, Sybil attacks and impersonation.

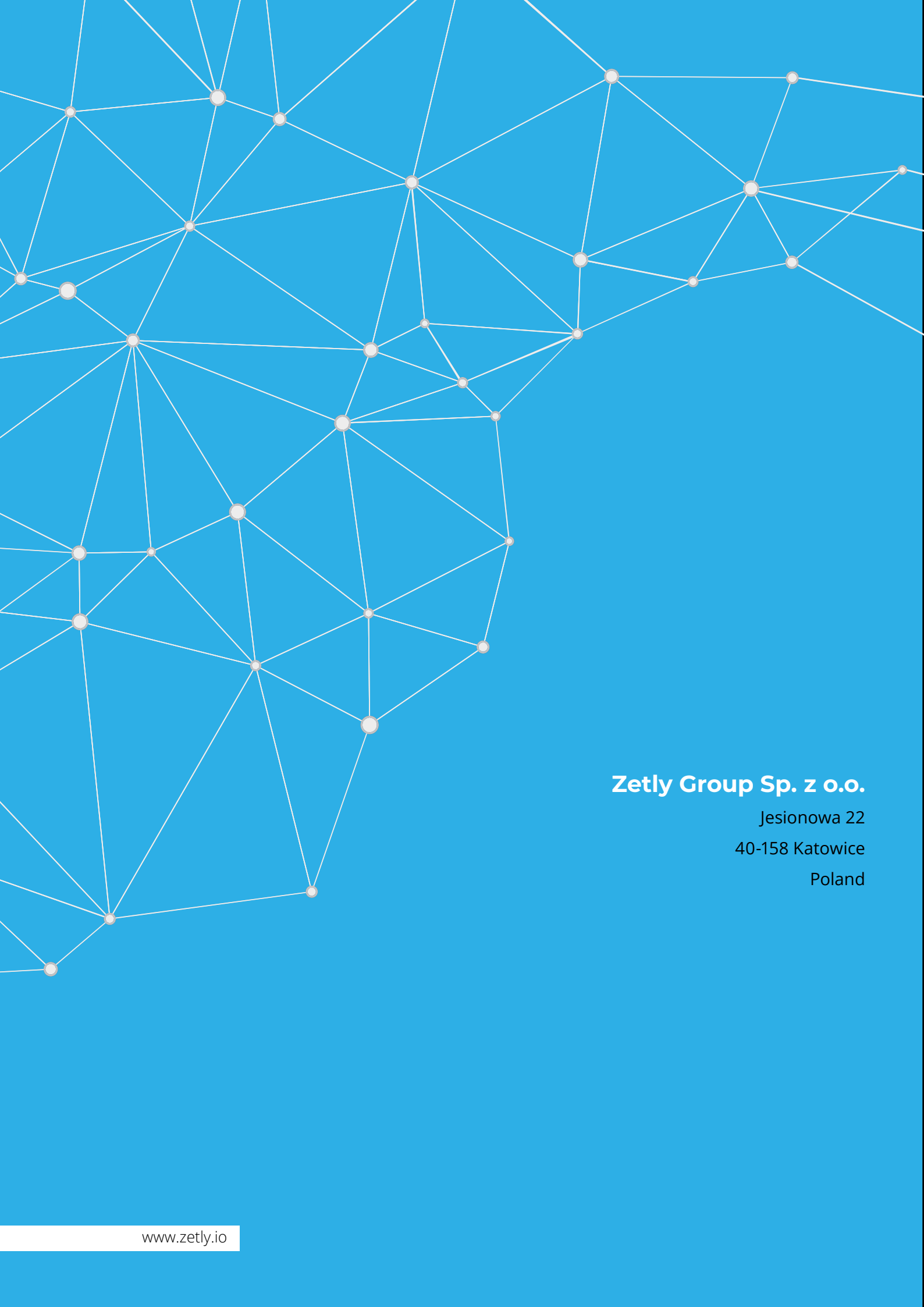
The regulatory status of the ZET Token and distributed ledger technology may be unclear or unresolved in numerous jurisdictions in various countries. It is impossible to predict how, when and if regulatory bodies will apply the existing regulations or create new rules for such a technology and its applications. Regulatory activities may, in various ways, adversely affect the ZET Token and/or the Zetly platform and app. Zetly may decide to cease operations in a given jurisdiction, if regulatory action or changes in law or regulation render operations in such a jurisdiction unlawful or it is not commercially desirable to obtain the necessary regulatory approval to operate in such a jurisdiction.

Cryptocurrencies and the blockchain technology are new types of investment. Apart from the above-mentioned risks, the Zetly platform is not able to predict other risks. It is irrational to assume that such a risk may be predicted in advance. Other unpredictable risks may arise in the future. Each Investor/Buyer acknowledges that the smart contract, blockchain and distributed ledger technology is still at an early stage of development, as well as warrants and represents to Zetly that is fully aware of the risk involved in it.

Any person who decides to purchase the ZET Token must be aware of the fact that Zetly's business model may change or require modification due to new regulatory requirements and compliance with applicable laws in any applicable jurisdiction, country, state or territory

in which the purchase of ZET Tokens or similar cryptocurrency tokens may be prohibited. It is possible that alternative networks using the same or similar idea and basic protocol will be created and attempt to replicate a similar environment and usability, which could adversely affect Zetly.

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