



# SHIRTUM

## WHITEPAPER

Launch of Shirtum's ICO and update  
Whitepaper [20.12.21]  
Subject to change



**A NEW WAY OF LIVING SPORTS**

**SHIRTUM**



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# SUMMARY

**Shirtum** is a global ecosystem of digital assets for athletes, clubs and sports brands to share their legacy with their fans and invite them to collect their stories by providing access to digital experiences directly within Shirtum's virtual world.

**Athletes and Clubs exhibit**, in their digital museums NFTs about their most exclusive and legendary moments that have shaped their careers and successes, recounting the story behind each unique moment in video.

**Fans** will be able to collect and transact all limited edition NFTs for sale in the Shirtum ecosystem, as well as take advantage of benefits to enjoy digital and/or physical experiences with their favorite sports clubs/athletes and brands.

**Technology** enhances the collecting experience - dynamic user interface; versatile API designed to facilitate transactions and integrate across platforms; anchored in Blockchain technology ensuring authenticity, traceability and immutability of the collections.

With this move into the metaverse, Shirtum will generate a more direct connection between fans and their idols while the former enjoy collecting and living experiences never seen before in the world of sports.





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## WARNING

2.1 — This Whitepaper has been drafted on the occasion of the issuance of 240,000,000 + 138,000,000 tokens, corresponding to the ICO (Initial Coin Offering or initial cryptocurrency issuance) of the \$SHI token. This ICO is structured in 2 Private Sale rounds and a Community Sale.

2.2 — Investors are cautioned that:

- a. The investment described in this Whitepaper involves the assumption of greater risk than investing in publicly traded companies.
- b. There is currently no legislation regulating (i) the processes of initial issuance of cryptocurrency or ICOs nor (ii) the legal nature of the rights derived from cryptocurrencies or tokens.
- c. The custody of cryptocurrencies or tokens is not performed by an entity authorized to provide investment services.
- d. ICOs, as well as the custody of cryptocurrencies or tokens, are based on what is known as distributed ledger technology or Blockchain, a novel technology that is not free of certain risks, as described below.

2.3 — Investors are cautioned that a full and careful reading of this Whitepaper is necessary to fully understand the information contained in this Whitepaper and to make any investment decision in connection with this Whitepaper.

2.4 — This Whitepaper has not been subject to verification or registration in the official registries of the Comisión Nacional del Mercado de Valores (“**CNMV**”). The ICO described in this Whitepaper is exempted from the obligation to publish a prospectus pursuant to the provisions of letter e) of section 2 of Article 35 of Royal Legislative Decree 4/2015, of October 23, which approves the revised text of the Securities Market Law (hereinafter the “**Securities Market Law**”).

2.5 — The ICO described in this Whitepaper has not been rated by any credit rating agency.

2.6 — Investors are advised that the functionalities of the future Shirtum Platform described in this Whitepaper are subject to change depending on technical limitations, legal, regulatory or product strategy changes during development.





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# DEFINITIONS

**“Shirtum”**: Shirtum Europa SL issuer of the token and MDM Sports SL owner of the technology

**“Shirtum Platform”**: Platform object of the ICO (as this term is defined below) described in this Whitepaper, through which its users will be able to access certain exclusive content related to the sports world, such as digital museums, so that players and soccer clubs can share their stories with users, also offering them the possibility of acquiring NFTs in this area. Technology has been developed by MDM Sports SL, which is the Andorran parent firm of Shirtum Europe

**“Issuer”**: SHIRTUM EUROPA, S.L.U.

**“ICO”**: Issuance of a total of three hundred and seventy-eight million (378,000,000.00) Tokens will be offered for sale in the Public Token Offering, under the terms and conditions set forth in this Whitepaper, with the objective of raising sufficient funding for the creation of the necessary infrastructure and launch of Shirtum Platform.

**“Token”**: Standard BEP20 token of the Binance Smart Chain. The technology is also ready to create tokens following the ERC-20 standard of the Ethereum Smart Chain in the future.

**“NFT”**: non-fungible token - cryptographic token that is unique.

**“Whitepaper”**: Document containing information of interest with respect to Shirtum, as issuer, the ICO, Shirtum Platform and the Tokens to be issued. The information contained in this document must (i) be presented in an easily analysable and understandable form and (ii) allow investors to make an assessment, with sufficient information, of the assets and liabilities, financial situation, profits and losses, as well as the prospects of the Issuer and the rights inherent to the Tokens.galleries.

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# INTERPRETATION

In this Whitepaper, capitalized terms and expressions shall have the meaning given to them in the previous section entitled “Definitions”.

Plural terms should include their singular and vice versa.

Any reference to any regulation shall be deemed to be made to such regulation as promulgated, amended or extended, as the case may be.

Any reference to “including” or similar term shall be understood as “including, without limitation” or “including, but not limited to”, as applicable.



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## ISSUER

1 — SHIRTUM EUROPA, S.L.U., with C.I.F. number B01799386 and registered office at Carrer de Gracia, 87 6 2 - 08008 Barcelona.

2 — Registered in the Mercantile Registry of Barcelona on 08/21/2020, inscription number 1, volume 47429, page 167, section, sheet 551558.

3 — The joint directors of Shirtum Europa S.L.U. are Marc-Albert Torras Gómez and Manuel Morillas Paredes.

4 — Shirtum's shareholder structure is as follows:

PARTNER	UNITS (PAR VALUE: 1.00 EURO)	PERCENTAGE OF CAPITAL STOCK
MDM SPORTS SL	FROM NUMBER 1 TO 135,000	100%

5 — Operation of Shirtum's general meeting:

The Company shall be governed and administered by the General Meeting, the administrative body, which is exclusively responsible for the management and representation of the Company.

The Bylaws shall be governed by the provisions of Articles 159 et seq. of the Law.

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## WHITEPAPER RESPONSIBILITY

D. Marc-Albert Torras Gómez, with N.I.F. number 53296458-F, and D. Manuel Morillas Paredes, with N.I.F. number 33962522-D, in their capacity as joint directors of Shirtum, (i) assume in the name and on behalf of Shirtum the responsibility for this Whitepaper and (ii) confirm the veracity of the content of this Whitepaper and that no relevant information is omitted or misleading.





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# INTRODUCTION

7.1

## WELCOME TO SHIRTUM



SHIRTUM EUROPA, “S.L.U.” is a company officially created in Spain in July 30th 2020.

Shirtum is an ecosystem which aims at giving its users exclusive access to digital content related to the sports world, such as digital museums, virtual communities and immersive experiences in the metaverse, where players and clubs can share their stories and create NFTs with utility in the digital world and/or in the physical world. Athletes and clubs exhibit, in their digital museums, NFTs of their legendary moments which marked their careers and successes. Telling the stories behind each moment in a video format. In addition, Shirtum will be creating “wearables” so that every sports fan can customize their metaverse avatar with merchandise of their favorite clubs, athletes and brands.

Users will also be able to collect and exchange limited edition NFTs linked to each piece of memorabilia in personalized galleries for users through the platform.

Technology will allow us to enhance the collecting experience. The use of a dynamic user interface; a versatile API designed to facilitate transactions and integrate across platforms, all anchored on Blockchain technology, which guarantees the authenticity, traceability and immutability of collections.

Shirtum will generate a direct connection between Players, clubs and Sporting Brands and thousands of fans, much stronger than a mere image transaction and significantly improving the current value proposition of collecting in the sports world.

We work in an international environment, our team is made up of members from Spain, Andorra, Argentina, Italy and the USA.





## 7.2

# CURRENT SITUATION

The digital asset market, estimated at over \$44 Billion has been growing dramatically in the last 3 years. This explosion has occurred with the introduction of decentralized applications (DApps). Lately, the world of virtual reality and the metaverse has contributed to much of this growth. Shirtum leverages the metaverse and its integrations with the blockchain to provide sports fans with a new form of connection to their idols and a more decentralized world for its users.

Competition has validated Shirtum's business model, but the market still lacks a leading company in the sector.

Until Shirtum, no one has captured the full experience involved in collecting digital sports assets. At Shirtum we see it as providing a link to physical assets, an emotional connection between fans and their idols, and the financial incentives of collecting and trading, all with optimized technology.

The global sports industry is a \$500 billion market, with more than 3.5 billion sports fans worldwide, all for disruption.

Direct competitors:

The most representative example of this industry to date is NBA Top Shot. NBA Top Shot is an NFT marketplace where fans can buy, sell and trade officially licensed NBA highlights, which operate like trading cards. However, there is little to no utility in these NFTs so users are looking to bank on the value of their collections increasing over time. Furthermore, individual athletes do not make money when their own Top Shot highlights are sold. NBA Top Shot has a revenue-sharing agreement with the NBA and the NBPA. The commissions charged on transactions are split across the entire league. This model is adopted by other projects in the space, but it does not allow for a direct connection between athletes and fans, because athletes are not incentivized to participate in the ecosystem. This translates into a very limited option of experiences and benefits for sports fans.

Nonetheless, the platform attracted more than 800,000 users with more than 200,000 being active, and generated a total sales volume of over \$700 M dollars.

Blockchain technology adoption is driven by platforms with digital assets coming into action in the 370 billion market generated by collectibles.

Gaming platforms are starting to use Blockchain through NFTs.

Minecraft recently announced that its NFTs will be on the market by the end of the year, noting that "unlike traditional video games blockchain environments allow users to have real ownership of in-game objects." Other companies like Meta, Ubisoft, NikeLand, Adidas (AdiVerso), Balenciaga, Gucci, Dolce & Gabbana, BMW, Sotheby's have launched their NFTs too.

It is worth noting that not only gaming platforms are joining NFTs, but soccer clubs themselves are starting to use them: clubs such as FC Barcelona, Atlético de Madrid, PSG or Juventus have started to trade digital assets through blockchain technology, associated with Chilliz and Socios.com, specifically, "Fan Tokens".

Finally, large investors are betting on NFTs, such as Kima Ventures, which recently invested in Sorare, and Andreessen Horowitz, through Dapper Labs and OpenSea. Dapper Labs has raised a total Funding of \$600, Sorare of \$740M and Socios.com of \$60M-

In recent months, Shirtum has experienced a stratospheric progress, signing more than 18 athletes among whom famous stars such as Ronaldinho, Javier Saviola, Ivan Rakitic, Rodrigo de Paul or Papu Gomez. In addition to having 2 historical clubs signed such as CA San Lorenzo de Almagro and Galatasaray SC. In September we launched an exclusive avant premier involving 8 players. It was totally SOLD OUT. Furthermore, the legendary Galatasaray NFTs sold out at 1895 €/unit in just 57 seconds.



# NFTs

## Making sports memorabilia go digital

The long history of Sports memorabilia and the impact of NFTs in a short period of time

Most Expensive Trading Cards: 100 years

Player	Created	Sold	Price
Mickey Mantle	1952	2021	\$5.2m
Luca Doncic	2018	2021	\$4.6m
Mike Trout	2009	2020	\$3.9m
Honus Wagner	1910	2016	\$3.3m
Giannis Antelokounmpo	2013	2020	\$1.8m

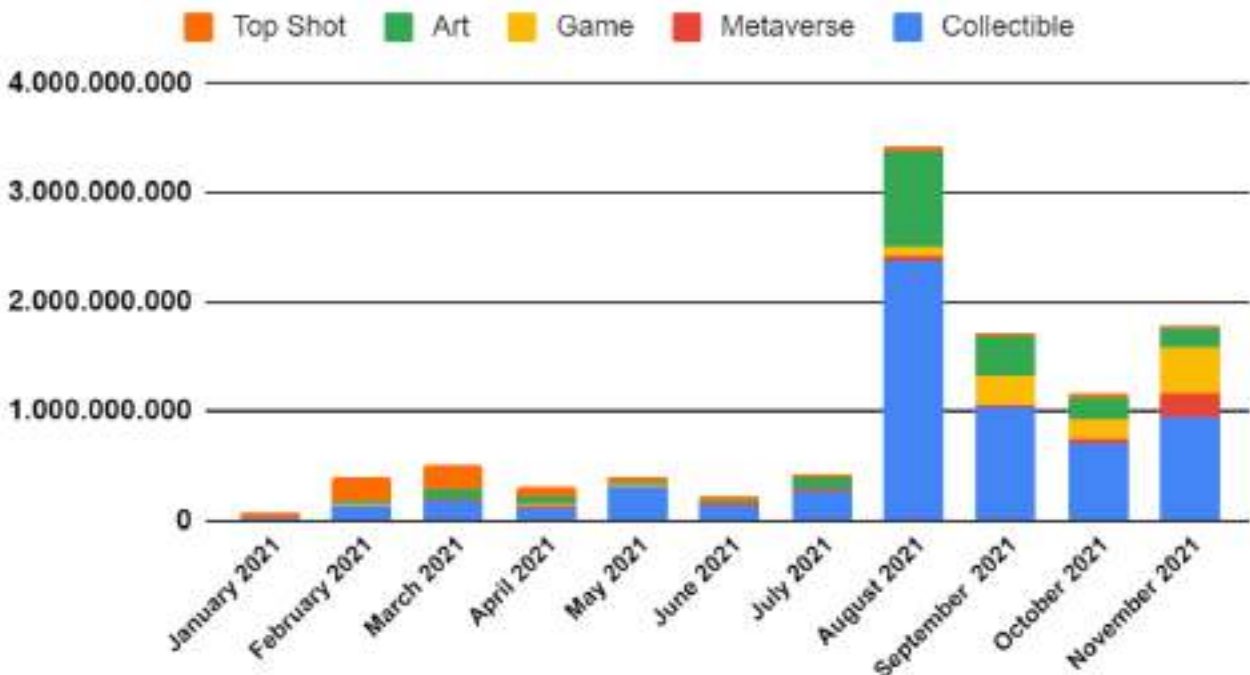
Most Expensive Trading Cards: 100 years

Moment	Created	Sold	Price
LeBron J. "Cosmic" Dunk	2021	2021	\$208k
Zion W. "Holo MMXX" Black	2021	2021	\$100k
LeBron J. "From The Top" Black	2021	2021	\$100k
LeBron J. "Throwdowns"	2021	2021	\$100k
LeBron J. "Holo MMXX" Black	2021	2021	\$99.9k

NBA top shots: the latest growing marketplace in history

Shirtum is positioned to capture this market by empowering athletes through their digital persona

## Monthly sales volume for major categories of NFTs, \$m





## 7.3

# THE PROBLEM AND THE SOLUTION OFFERED BY SHIRTUM

Athletes and clubs want to share with their fans the most iconic moments they have achieved during their careers. Fans want access to their idols private museums and experience that connection, but these are only accessible to those closest to them.

Shirtum, through the NFTs and always with the athletes and clubs as the main characters, create the bridge between these two sides of the platform, allowing fans to collect NFTs of their favourite players' memorabilia and enjoy the stories, told in first person by themselves behind their most exclusive moments.

There are currently many NFT marketplaces available, but none is exclusive to the world of sports and none is able to offer the experiences that Shirtum will offer for their NFTs. As an added and fundamental value, athletes, clubs and sports brands will be the ones sharing their legacy through exclusive stories told by themselves in first person in our metaverse.

In addition, Shirtum will be the first platform that simplifies the NFT purchase process by allowing our users to buy our native token \$SHI with credit card, which expands the market and simplifies the way we buy NFTs by also adding users who are not familiar with the Crypto space. This is the reason why our \$SHI token is the fuel that drives our ecosystem

**Value proposition for players:** Papu Gómez, a top-level player, is the main financial backer of the venture to date. He has been directly involved in the value proposition and product development, granting us access to all the needed stars as validated on our MVP. From this starting point, we have developed our own fluid relationships with the main stakeholders of the ecosystem: players, agents and clubs. Just like Sorare and Chilliz have been negotiating partnerships club by club, we will sign top players and choose, for the first year, 20 among the top 300 in the world. Both in football and other sports, together with clubs and sporting brands. We will refer to them collectively as “partners”.

Our value proposition for our partners goes way beyond monetization:

1. Create an asset (NFTs) from their stories.
2. Design the Player's digital museum, tell their history and legacy directly to fans.
3. Enable and empower a marketplace for their digital memorabilia (NFTs).
4. Create revenue streams from the collection and trading of their digital prized items.
5. Generate revenues that survive the Player's active, relatively short, career.
6. Enhance their own brand definition and value
7. Partners earn the lion share of the revenues generated by the pre-sales (around 70%).
8. Calls to action to fans: the more the partner participates, the more he/she earns.
9. Exclusivity: we will target a few world-class sports partners. Our model doesn't need hundreds of partners to work.

By aligning both ours and the partners interests, we rely on them as a source of organic traffic to our platform. We will help them create content they can be proud of and a potentially lifelong source of income at the same time, so they will be incentivized to share their NFTs with all their fans and followers on social media.

### Value proposition for fans:

1. Collect directly from their idols.
2. Empowered by partners “calls to action” and engagement.
3. Experience the history of each partner and the story behind each item in the Digital Museum
4. Collect in digital form a slice of history from their favourite partners.
5. Engage in a marketplace by collecting, selling and trading NFTs with other fans.
6. Showcase their collections in their own user galleries.
7. Partake in their idols' digital experiences.
8. Use the NFTs to access digital and physical experiences related to their idols, favorite clubs and sporting brands.



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# SHIRTUM PLATFORM

## 8.1

### OBJECTIVE

Create an immersive user experience in the world of NFTs and the metaverse, as well as connecting it to the physical world. In the case of Galatasaray NFTs, holders of the legendary edition NFT, received a special VIP experience access to the stadium for an official match of their choice. Shirtum is an ecosystem that changes the way users experience sport: our partners will share their legacy and our users will collect them to access never-before-seen experiences.

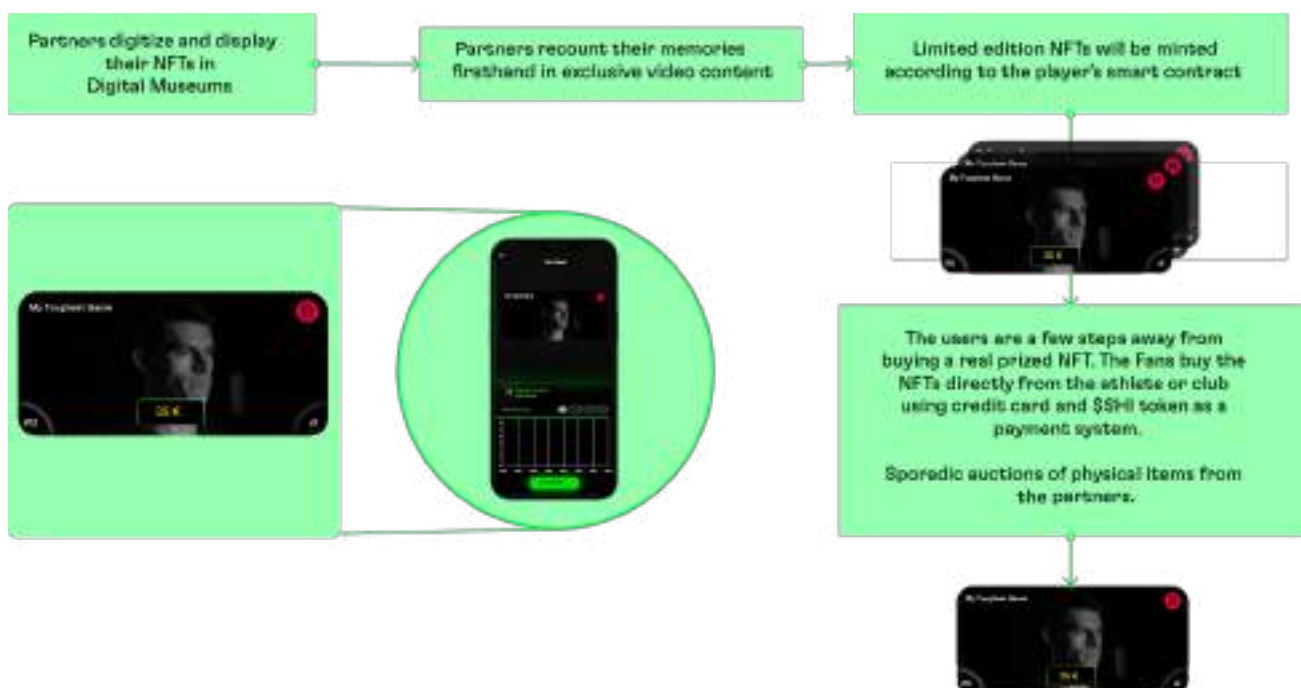
Our partners will display their NFTs in the metaverse and in the marketplace of our WebApp, with a story linked to exclusive experiences.

Sport idols display memorabilia in Digital Museums with the story behind each item.

Fans buy and trade NFTs, with a direct link to the original real world moment.

The entire infrastructure will be safeguarded by blockchain technology which guarantees legitimacy and traceability of all transactions made with advanced security embedded.

Our partners will also have the ability to decide whether they want to sell, among the owners of their NFTs, whichever experience they want to offer either digital or physical.





## 8.2

# DESCRIPTION OF THE PLATFORM

The platform is divided into the following sections:

- Museums
- Market
- Fanzone
- Gallery

In addition, the screen displays different icons whose functionality will be explained below.

As shown in the image below, once registered, the user will access the Shirtum Platform, displaying the following:





In the “Players” section, the user can visit the private museum of each athlete and club, where the different NFTs from the players and clubs are displayed.

Once the user clicks on the museum, he will be redirected to it, where he will have all the NFTs on display, with the possibility of accessing each of them and the history of the same, told by the player himself, as shown in the images below:

If the user clicks, for example, on the first NFT, they will be able to: See the price of that piece of memorabilia, scroll down and see the history behind it, told by the athlete or club itself, see the evolution of the price in 24 h, one week, one month and even one year.

It will be shown as well, the amount of total NFTs minted for every collection we drop.





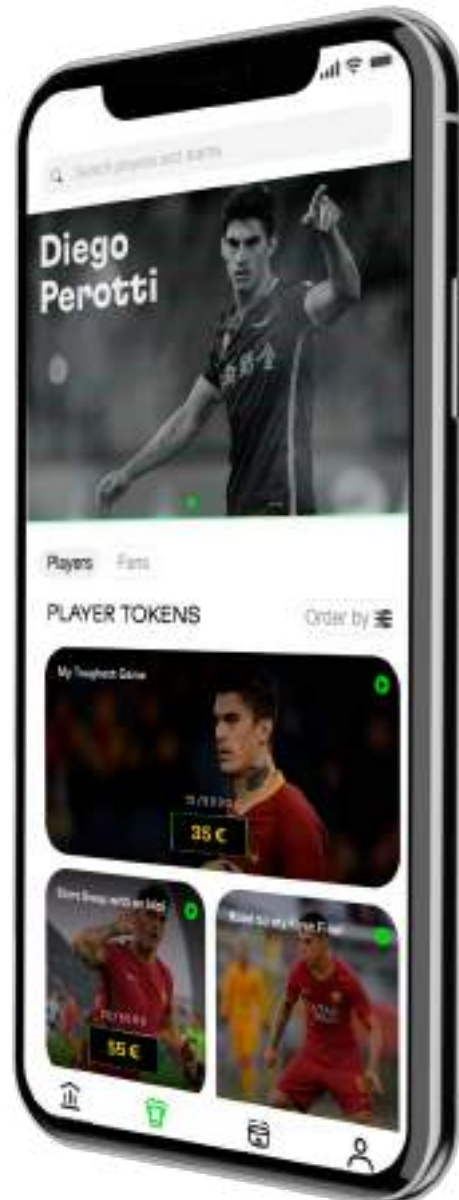


**MARKET**

Through the “market” icon, users can access the market of NFTs, which can be acquired in two different ways:

(i) Partners (directly from the players themselves, in first issue), (ii) Fans (buy them from other users who have previously acquired them)

For each player’s story, a limited number of NFTs will be created, ranging from 1 unit to thousands of units. These NFTs can be purchased either in direct purchase format at the fixed price or in auction format, depending on the case. The price of the NFTs will always be fixed in € and users will be able to purchase \$SHI directly on our platform with their credit cards or deposit \$SHI that they have bought outside of our platform to acquire the NFTs





In the Fanzone, users will be able to view teasers about the NFTs about to come.

Disclaimer: Although the first version of the platform is already developed, the product is under constant development and versions may vary from what is described in this whitepaper.



The Gallery is the user's "personal space", where he/she can view all the NFTs he/she owns, organize them by collections and offer them for sale.

Here the user can also check his balance in \$SHI and will be able to use his own credit card to purchase \$SHI to buy NFTs later on. It will be shown as well, the amount of total NFTs minted for every collection we drop.

Disclaimer: Although the first version of the platform is already developed, the product is under constant development and versions may vary from what is described in this whitepaper.





## 8.3

# ECONOMIC INCOME MODEL

**Shirtum** receives a percentage of all revenue generated from the sale of players' NFTs and the players, as creators, receive the lion's share (around 70%) of this revenue.

Shirtum also receives a small income (5%) from transactions made by users when they exchange or trade NFTs with each other on the secondary market. These commissions for transactions between users are, again, shared with the players who have issued each token, thus securing, for the first time, the actual rights of the athletes for life, as is already the case in the music world, for example.

When a user wants to buy NFTs in Shirtum, he must deposit money in his wallet. This deposit must be made in \$SHI. The user will see his balance translated into \$SHI and will be able to use this balance to buy the NFTs, which will have the price related to € in exchange for \$SHI.

Purchasing \$SHI, therefore, serves to acquire the collectible NFTs on the Shirtum platform, and in addition, depending on the \$SHI balance, the user can have additional advantages, such as, for example:

- Private or preferential entry into the purchase of exclusive NFTs
- Possibility to buy the physical asset if the partner/owner puts it up for sale
- Possibility to vote on different decisions in the APP (preference for new players, Nfts, new items, etc.)
- Preferential access in certain presales
- Access to complimentary NFTs for volume purchase of the currency
- Exclusive channels to our Discord communication channels based on number of tokens

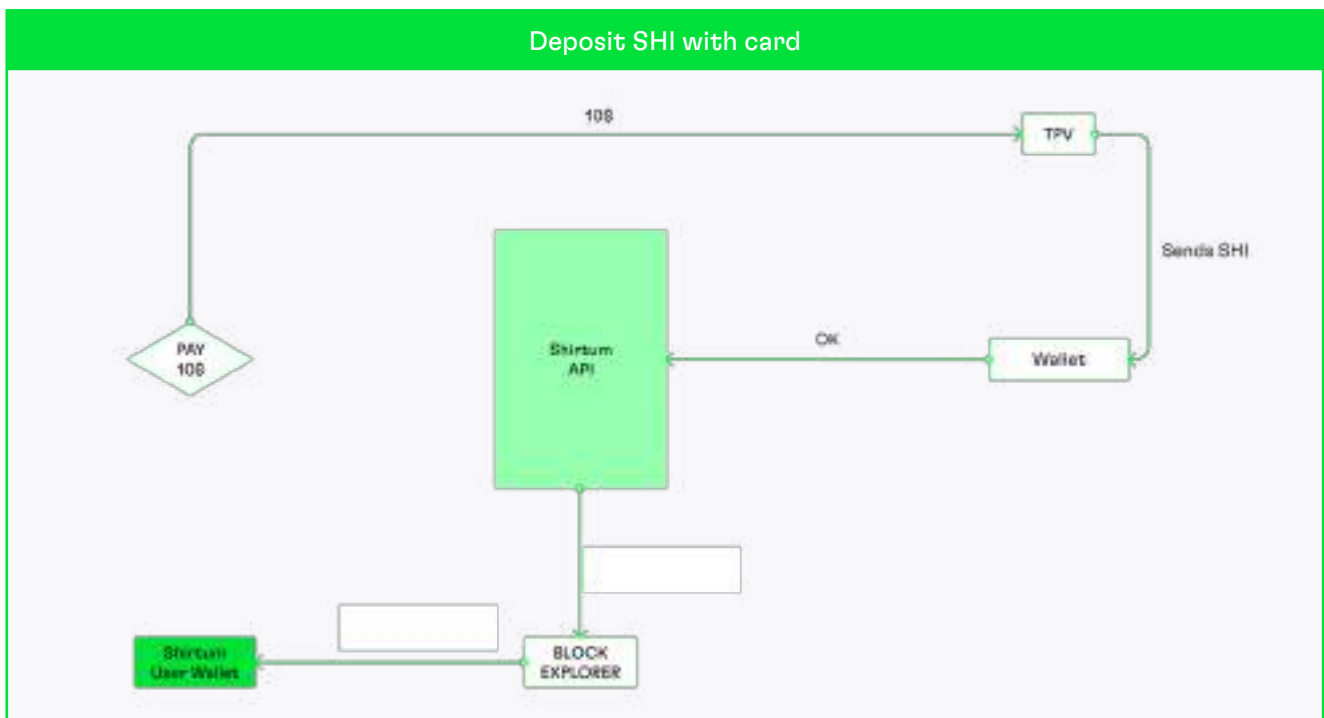
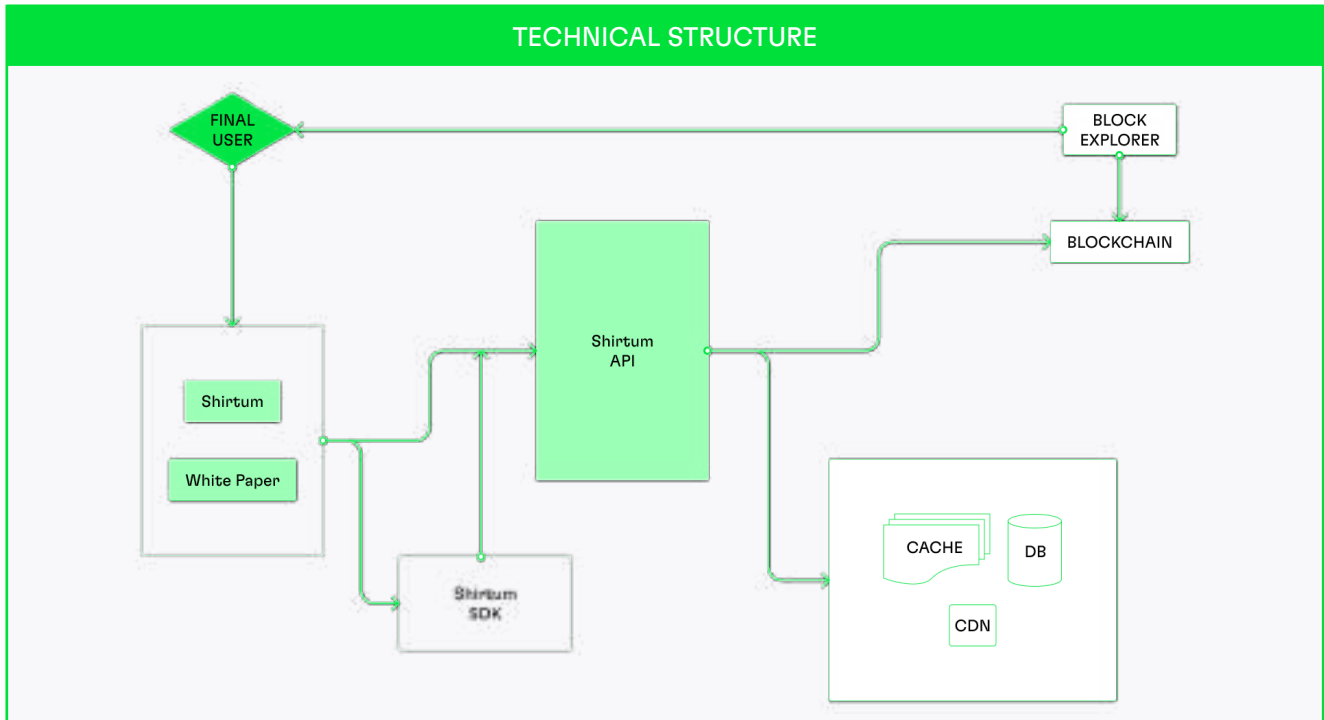
In sum, the use of the \$SHI token will foster the growth of the Shirtum ecosystem as a marketplace, ensuring the long-term sustainability of the project within the Blockchain world.





## 8.4

# PLATFORM DIAGRAMS





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# SHIRTUM METAVERSE

## 9.1 CONCEPT

The word “metaverse” is an innovative concept that emerged a few months ago and has been gaining momentum as global companies such as Facebook, better known as Meta, Nike, Adidas and countless other companies began a trend in the traditional world.

However, in the world of cryptocurrencies, the “metaverse” is a concept which developed a lot further back. So much so that the current value of the metaverse + VR already amounts to approximately \$500 B and is expected to quintuple by 2030.

## 9.2 WHAT IS THE “METAVERSE”?

The metaverse is a virtual space, where individuals can connect and explore the digital world as representations of their own physical persons, defined as “avatars”.

These avatars can be created and edited whenever you want. You can customize their hair, eyes, skin color, clothing, shoes, glasses and you can even add tattoos. Avatars allow people to express the digital form of their physical persons.

In the metaverse, you can create anything that the human mind can imagine. You can create museums, amusement parks, games, theme parks. Anything that can be programmed can be created.

In addition to the metaverse, there is the possibility of integrating virtual reality technology to generate a feeling of total immersion for the user.





## 9.3

# HOW DOES THE METaverse FIT INTO SHIRTUM?

Shirtum solves an existing problem in the world of sports: athletes, clubs and sports brands are far away from fans, they almost seem untouchable.

That is why Shirtum comes in to bring these sports fans closer to their idols through exclusive experiences.

To complete these immersive experiences, the metaverse serves as a tool to increase direct connection.

Our NFTs will give users the opportunity to unlock exclusive experiences and benefits, including in the metaverse.

The entire Shirtum ecosystem will revolve around the metaverse. Shirtum will have a virtual museum where you can purchase all the NFTs that the project launches and that will guarantee a utility in the online world and/or in the offline world.

This whole ecosystem is fueled by our native token \$SHI, and this is not the only thing that Shirtum will build on the metaverse, it is only the beginning.







## 9.4

# HOW WILL THE METaverse WORK IN SHIRTUM?

Shirtum creates digital memorabilia of athletes, clubs and sports brands in a predefined timeline that will be shared with all sports fans within Shirtum.

This is the way for clubs, brands and athletes to share their historical legacy, reward the people who have followed them from the beginning and create a new stream of income which can continue to grow.

Sports fans will be able to purchase these pieces of digital memorabilia (NFTs) directly in Shirtum's ecosystem and these same NFTs will be linked to exclusive experiences within the metaverse involving their idols, allowing sports fans to enjoy an innovative form of interaction.

Shirtum will be the first metaverse in the world to directly connect sports fans with the world's most recognized sports clubs, athletes and brands and provide immersive, never-before-seen experiences.

## 9.5

# HOW WILL SHI TOKEN BE USED INSIDE THE METaverse

Our native SHI token is the fuel of the whole ecosystem. It is the first step to enter our ecosystem.

SHI allows our community to buy NFTs and participate in our staking program, which give countless benefits, such as early access, discounts, private discord channels, higher governance weight on taking decisions and many more to come.

However, SHI also has its own token economy and as already mentioned in other sections of this whitepaper, 1% of all primary market NFT total sales in the Shirtum ecosystem will be set aside and burnt as part of our token burning strategy.

In Shirtum, we are always studying more possible utilities for our native token, to make it more attractive to our community and without affecting the sustainability of the ecosystem.

Some of the examples being studied are:

- Give the possibility to users to buy experiences directly with SHI if they have not been able to buy NFTs, but these must remain in staking for a certain time.
- To allocate a higher % to our token burning strategy.
- Allocate a % of our marketing pool to rewards for completing milestones and goals in the metaverse.



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# TOKEN FINANCING AND METRICS

10.1

## SHI TOKEN

The \$SHI Token is currently a standard BEP20 token of the Binance Smart Chain network with a limited supply. The technology is also ready to create tokens following the ERC-20 standard of the Ethereum Network in the future.

In order for users to perform certain actions on the platform, such as buying digital assets directly from the platform or any of the advantages listed in the previous point, they will need to have \$SHI tokens.

A stake section has also been developed, users are able to freeze their tokens for a period of time in exchange for incentives. These incentives, depending on the amount of \$SHI tokens and the staking period, can vary from (i) early access to NFT sales, (ii) discounts on NFT prices, (iii) exclusive NFTs available only for those staking \$SHI tokens, (iv) the chance to acquire the original physical shirt directly from the player or (v) experiences, both virtual and physical, involving their favorite players.

The Application will enable a Crypto wallet to deposit and withdraw the \$SHI token.





## 10.2

# TOKEN DISTRIBUTION

Below we describe the Public Offering of \$SHI tokens that was carried out:

Phase	Number of tokens	%	Price
Seed Round	22,800,000	3,05%	0.0275 €
Round 1 Private Sale (between €0M and €3.3M)	59,257,580,00	7,9%	0.0275 €
Round 2 Private Sale (between €3.3M and €6.9M)	13,350,026,00	1,78%	0.03 €
Community Sale	5,388,607,00	0,72%	0.036 €
Liquidity Pool	9,933,674,00	1,325%	0.0432 €

As the total number of tokens issued was i.e. one billion (1,000,000,000) tokens, the distribution has been set as as follows:

A total of four hundred and twelve million tokens (412.000.000) was allocated to the Public Offering in the following way:

- 22.800.000 tokens out of 22.800.000 have been sold on seed round.
- 59.257.580 tokens out of 100.000.000 have been sold on R1.
- 13.350.026 tokens out of 120.000.000 have been sold on R2.
- 5.388.607 tokens out of 60.000.000 have been sold on Community sale.
- 9.933.674 tokens have been added to lock liquidity on Pancakeswap for 3 years.

Unsold tokens have been burned or sent to the treasury wallet in a 50% split ; example: on R1 Shirtum has sold 59.257.580 tokens and 40.742.420 have been unsold, 50% goes to burning pool and 50% goes to Shirtum's treasury wallet.

Shirtum implements a buyback strategy which results in 1% of total NFT revenue for Shirtum being burnt periodically. Shirtum has also already burnt 25% of the total supply (1.000.000.000) from the burning pool. The now total supply is currently 749.479.189 and constantly decreasing as new NFTs are sold on the primary market.

During the Seed Round and Round 1 of the Private Sale, tokens had been priced at €0.0275 and in Round 2 of the Private Sale at €0.03. After this period, the Community Sale took place place, with the token priced at €0.036.

The \$SHI token price when listed on PancakeSwap was €0.0432, 20% over the price of the Community Sale.

The remaining % will be distributed among (i) founding players; (ii) advisors; (iii) team; (iv) treasury; (v) marketing; and (vi) partners in the following proportions:

Founding players	120,000,000.00	16,01%
Advisors	30,000,000.00	4,00%
Team	120,000,000.00	16,01%
Treasury (Bounty, staking rewards, etc)	148,749,302,00	19,85%
Marketing	100,000,000.00	13,34%
Partners	100,000,000.00	16,01%

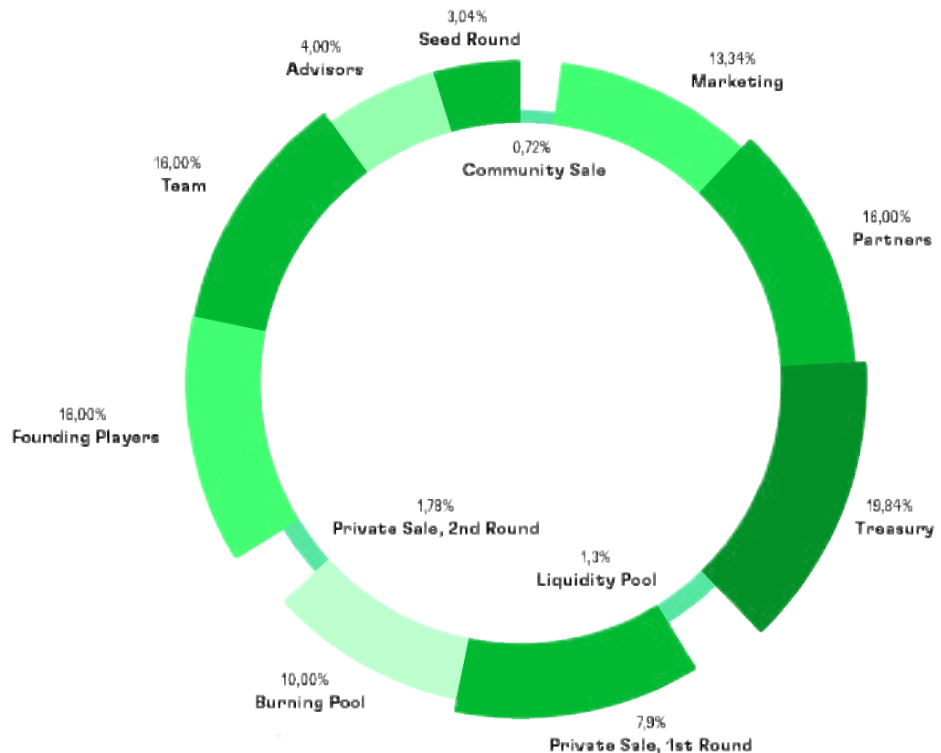
\* Team has no control over (i) founding players, (ii) advisors and (vi) partners' pools once distributed.

\* Treasury will destine a % of its pool to give rewards in \$SHI to the community.

\* Marketing pool will be destined to close deals and increase our brand exposure.



**TOTAL TOKENS:  
749,479,189**



Advisors and Founding Players will have a vesting period of 6 to 12 months. The tokens have been released as follows: 16% 30 minutes after the TGE (Token Generation Event), which had taken place in July, and 14% at the end of each month during the following 6 to 12 months.

Team members will have their tokens locked for a period of 12 months. After this time, the tokens will be released in a linear fashion over the following 12 months, with all tokens being released after the first 24 months.

The liquidity reserves (Treasury, 19.8% of Total Supply) will be used to hire and retain some of the team members. At the same time, the reserves will cover the costs of SHIRTUM's financial infrastructure for any short-term liquidity needs. In addition, the entry of \$SHI tokens in the different exchanges will be a high cost (a fee is required to access them) in the short term that we will cover with the existing reserves. This item also includes budgets for R&D, legal and regulatory compliance and community development.

Marketing and sales. 13,34 % of Total Supply will be allocated to Marketing and Sales campaigns to explain and offer the product through sports influencers, relevant social media channels and paid campaigns on these platforms. Funds will also be allocated to the creation of exclusive content that will be integrated into each of \$SHIRTUM's NFTs.

Partners pool will be used to close deals with new partners, clubs, athletes, venture capitalists.



## 10.3

# FINANCING

### Private Sales

During the pre-sale and private sale rounds, from June 1st to July 8th, all investors participated with a minimum of €500 and a maximum of €50,000 (BNB 1.5 - BNB 150). SHIRTUM signed an investment contract in which both parties agreed on the amount of \$SHI to be received as well as the vesting period of the allocation. Some of the private sale rounds ended without having sold all the tokens being offered, the unsold tokens have been split 50/50 between the burning pool and the treasury reserves and Shirtum has already burned the Burning Pool entirely, which means more that 25% of the initial total supply.

The vesting period for private investors has been the following:

- In Round 1 of the Private Sale: 20% of the tokens were released 30 minutes after the Token Generation Event, and 20% at the end of each month for the next four months until 100% of the tokens purchased by the user were released.
- In Round 2 of the Private Sale: 20% of the tokens were released 30 minutes after the Token Generation Event, and 16% each month for the next five months until 100% of the tokens purchased by the user were released.

### Public Offering

The public offering took place on July 5th at 16:00 utc and the tokens had been priced at €0.036 Per token. The public offering had last for up to 3 days or until all tokens of the 138,000,000 allocated for this phase have been sold. The minimum ticket had been 100€ and the maximum for this round 1,000€. The soft cap was 1,000,000€ and the hard cap, 5,000,000€.





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# MAIN RISK FACTORS RELATING TO TOKENS, THEIR MARKET VALUATION AND THEIR AVAILABILITY

## RISK OF CHANGES IN SPANISH OR EUROPEAN LEGISLATION.

Tokens will be issued in accordance with Spanish law in effect as of the date of this Whitepaper. There can be no assurance as to the impact of any possible court decisions or any possible changes in Spanish law or administrative practices after the date of this Whitepaper, and any such changes may significantly impair the price or usability of the tokens affected by such circumstances.

Notwithstanding the above, it is necessary to point out that, as of the date of this Whitepaper, despite the fact that both the CNMV and the various European regulatory bodies have issued various opinions and/or recommendations regarding the legal concept of tokens, as well as the potential regulation of tokens and Initial Coin Offerings, there is no national regulation or specific and harmonized regulatory framework at the European level on tokens, their different types, or Initial Coin Offerings.

From the point of view of the main legal risks in relation to Tokens and ICO, some of the warnings or recommendations made by different regulatory and/or supervisory entities in this regard are briefly summarized below:

### **CNMV press release: ESMA warns of the risks of so-called “ICOs” (“Initial Coin Offerings”) (February 8, 2018).**

- The European Securities and Markets Authority (ESMA) issued two statements on Initial Coin Offerings, including risks for investors and recommendations and rules for entities considering participating in them, such as:

“ESMA warns investors of the high risk of losing the capital invested in these types of offerings, as they are generally highly speculative and high-risk investments.”

“The price of the coin or token could be very volatile and investors may not have the ability to recoup their investment over an extended period.”

- Link to complete viewing:  
<https://www.cnmv.es/portal/verDoc.axd?t={d1d37c47-84fd-4a9b-8251-3186085e0c86}>





- **Joint communiqué of the CNMV and the Bank of Spain on “cryptocurrencies” and “initial coin offerings” (ICOs) (February 8, 2018)**
  - “Cryptocurrencies” are not backed by a central bank or other public authorities, although they are sometimes presented as an alternative to legal tender, although they have very different characteristics.
  - “The CNMV and the Bank of Spain warn that, to date, no “cryptocurrency” issuance nor any ICO has been registered, authorized or verified by any supervisory body in Spain. This implies that there are no “cryptocurrencies” or “tokens” issued in ICOs whose acquisition or holding in Spain may benefit from any of the guarantees or protections provided for in the regulations relating to banking or investment products.”
  - “There is a high risk of loss or fraud in this type of investment.”
  - “Either because of how they are structured or because of where the residence of their issuers is located, tokens issued in an ICO or financial products referenced to “cryptocurrencies” might not be subject to regulation. Therefore, buyers or investors would lack the protections offered by Spanish and, in general, European Union legislation to regulated investments.”
  - “Cryptocurrencies lack intrinsic value, making them highly speculative investments. Likewise, their strong dependence on unconsolidated technologies does not exclude the possibility of operational failures and cyber threats that could mean temporary unavailability or, in extreme cases, total loss of the amounts invested.”
  - “For the most part, ICOs are associated with entrepreneurial projects in very early stages of development, without a consolidated business model or with uncertain cash flows. These initiatives may have a high probability of failure.”
  - “The absence of markets comparable to organized securities markets subject to regulation may make it difficult to sell “cryptocurrencies” or “tokens” issued in ICOs for conventional cash.”
  - Link to complete viewing:  
[https://www.bde.es/f/webbde/GAP/Secciones/SalaPrensa/NotasInformativas/18/presbe2018\\_07.pdf](https://www.bde.es/f/webbde/GAP/Secciones/SalaPrensa/NotasInformativas/18/presbe2018_07.pdf)
- **CNMV considerations on “cryptocurrencies” and “ICOs” addressed to financial sector professionals (February 8, 2018).**
  - “The CNMV considers that a good part of the operations articulated as ICOs should be treated as issues or public offerings of negotiable securities.”

“In the case of ICOs that, based on criteria such as those just mentioned, may be considered negotiable securities or financial instruments, it is recalled that the corresponding national or European rules will be applicable to them, fundamentally those contained in, related to or derived from MiFID II, the Prospectus Directive and the Directive on Alternative Investment Fund Managers.”
  - Link to complete viewing:  
<https://www.cnmv.es/portal/verDoc.axd?t={9c76eef8-839a-4c19-937f-cfde6443e4bc}>



For the above purposes, the following distinction has been doctrinally established:

- We would speak of a utility token when we are in the presence of tokens that allow digital access to applications or services supported by a structure based on Blockchain technology. In principle, the utility token does not attribute rights or expectations of participation in a potential revaluation or profitability of businesses and/or projects, nor political or economic rights (in the sense of distribution of dividends, for example) in relation to the company issuing the token.
- A security token, on the other hand, is a token that represents rights with economic content that, due to their legal configuration and transmission regime, are susceptible to generalized and impersonal traffic in a financial market. This occurs, for example, normally in projects or businesses for which security tokens are issued as a financing mechanism (called ICOs, STOs or IEOs). A security token thus attributes or can attribute rights or expectations of participation in a potential revaluation or profitability of businesses and/or projects, assuming that investors acquire it for this purpose.

Therefore, it is considered that Security Tokens present or grant rights that can be considered equivalent to shares, debentures and other financial instruments included in article 2 of the TRLMV; being therefore considered by the regulator as negotiable securities, and as such, fully subject to the regulatory legislation of the securities markets. This determines that although there is no specific regulation in our country on Cryptoassets similar to securities or securities, it is generally accepted that those Cryptoassets comparable to negotiable securities must comply, like any other security, with the regulations applicable to them and, therefore, business or financial activities dealing with this type of assets will be fully valid and legal as long as they comply with the aforementioned regulations.

Analyzing the characteristics of the \$SHI Token, we can conclude that:

- The token received by the user does not represent an asset of value of the company.
- The token received by the user is not associated with the shareholding and the final value of the company, nor is its sale or acquisition linked to a possible revaluation of the price.

Therefore, we can conclude that \$SHI Token is a utility token, according to Spanish legislation and CNMV criteria.

Furthermore, “**MiCA**” (proposal for a Regulation of the European Parliament and of the Council on cryptoasset markets, amending Directive (EU) 2019/1937, currently pending approval) expressly recognizes that Cryptoassets are digital representations of value or rights with the potential to bring significant benefits to consumers and market participants.

It also expressly recognizes that there is a varied typology of Cryptoassets; some of them can be assimilated to financial instruments and, therefore, included in the scope of application of the rules on securities markets or to electronic money and, therefore, included in the scope of application of the Community rules on electronic money.

These two types of digital assets would be excluded from the scope and object of MiCA once this regulation is approved.

However, MiCA recognizes the existence of other types of digital assets that are precisely those that this Regulation intends to regulate. Particularly, MiCA refers to: (i) cryptotokens or digital assets that have a payment functionality and are intended to serve as a means of payment to acquire goods and services and as a store of value, and; (ii) utility tokens whose main functionality is to give their holders digital access to an application, services or resources available and offered in a DLT and whose issuers only issue and accept them precisely to enable the use of such services, applications or resources. This is the definition of utility token that is precisely stated in Article 3:1 (g) of MiCA.

If we take into account the characteristics of the \$SHI Token by virtue of the information provided by the Client, **we can conclude that the definition of utility token established by MiCA corresponds to the characteristics of the \$SHI Token.** Therefore, in our opinion, the \$SHI Token can qualify as a utility token for the purposes of the definition that currently exists in the draft as far as we are aware of MiCA.



Notwithstanding the foregoing, the Client must take into account the final wording and entry into force of MiCA, since this new EU Regulation imposes legal obligations on those companies whose activities are related to the issuance, trading and custody of utility tokens and establishes a complete regulation of this type of tokens in the European legal framework.

By virtue of the foregoing, investors should be aware that at the time of the issuance of the Tokens, the legal nature of the rights derived from the Tokens cannot be guaranteed, as well as the rights that may arise from the Tokens for the investors after the ICO.

In other words, the investment in Tokens derived from the ICO envisaged by SHIRTUM is subject to the risk inherent to the impact that may be caused by any judicial resolution, regulatory change or new regulation that, both at national and European level, occurs after the date of this Whitepaper, in relation to the Tokens or the ICO.

In conclusion, the investor in ICO Tokens should be aware that any of the above regulatory, administrative or legal changes could significantly impair the price, rights derived from, or ability to use the Tokens.

#### **Risk related to withholding tax liability as a result of noncompliance with reporting procedures**

The procedure described in this Base Prospectus for the provision of the information required by Spanish laws and regulations is a summary and the Issuer assumes no responsibility for them. In the event that the procedures currently applicable are modified or supplemented by, among others, any Spanish law, or by any interpretation or ruling of the Spanish tax authorities, the Issuer will notify the holders of the Tokens of such reporting procedures and their implications, as the Issuer may be obliged to apply withholding tax on distributions in respect of the securities in question if the holders do not comply with such reporting procedures.

The investor is also aware of the following risks that may occur:

- Risk of loss of usability of tokens on the blockchain platform where they are hosted due to problems in the platform.
- Risk of illiquidity and lack of representation in the market.
- Risk of abrupt change in token valuation due to changes in the market.
- Risk of abrupt change in token valuation due to token unlocking.
- Risk of unknown errors in blockchain technology
- Risk of loss of tokens by the token owner or a third party
- Risk of loss of tokens or cryptocurrencies by Shirtum.



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# BUSINESS PLAN

13.1

## GENERAL ISSUES

SHIRTUM's business model consists of the sale and marketing of NFTs relating to the most iconic moments experienced by athletes, clubs and brands throughout their history.

13.2

## PROJECTION

The SHIRTUM platform constitutes an entirely digital business model, which leverages blockchain technology, and certain networks.

Our goal is to become the absolute leader in the sports collectible NFT market and offer fans truly unique digital and physical experiences. Our initial focus will be in the world of football because of our extensive network of contacts, but we will gradually transition to include other sports such as American Football, Motor Sports, Basketball, Rugby, Golf, Padel, etc.







## 13.3

# COMPETITIVE ADVANTAGE

Shirtum combines a successful business model (Marketplace), in the intersection between a giant industry (Sports) and one in exponential growth (NFTs), with a unique value proposition (the players as creators of content being able to monetize their memorabilia). All of it is surrounded by a twofold aspirational aspect: for players, to leave a legacy; for fans: to collect their idols like they never imagined.

- 1.- For players: to leave a digital legacy, interact with their most loyal fans and create a new revenue stream.
- 2.- For fans: to connect to their idols by collecting NFTs, which unlock unique and exclusive experiences like never imagined before.

### Other competitive advantages:

- We introduce the concept of **“digital museums”** for players and clubs: Shirtum is the first **NFT (Non-Fungible Token) Sports Museum**.
- The partners also create create unique **digital experiences for fans** which can ultimately have a physical component attached to it.
- For the first time, **it is the athlete who sells directly to the fan** (through their museums), eliminating all intermediaries and creating an unprecedented connection.
- The biggest portion **of total revenue goes to the partners and clubs**, generating a lifelong source of income.
- The **player, club or sport brand** is the **main character of the story**, not a passive party (stickers).
- **Contracts are signed directly with players and clubs**: we achieve a much higher engagement by making them an important part of our revenue sharing model.
- There is a Fan Zone in Shirtum, where athletes and **fans can interact together and share content** regarding their shirt collections or memorabilia.





	SHIRTUM	DAPPER (NBA)	SORARE
Public Blockchain	YES	YES	YES
User Ownership over NFT	YES	YES	YES
Smart Contracts	YES	YES	YES
NFT Withdraw	YES	YES	YES
NFT Traceability	YES	YES	YES
Multi Language	YES	NO	YES
Web App	YES	YES	YES
iOS & Android App	YES	NO	NO
Non-Intrusive Sign Up	YES	NO	NO
Exclusive NFT content	YES	NO	NO
Direct connection between investor (fan) and player (idol)	YES	NO	NO
Digital Experiences with athletes, clubs and brands	YES	NO	NO
Real experiences with athletes, clubs and brands	YES	NO	NO
Metaverse (building and coming near future)	YES	NO	NO

**Digital Collecting & Experiences**

**SHIRTUM**

The only company that offers fans the opportunity to buy digital assets directly from their favourite players and clubs, while allowing them to access exclusive digital experiences through these NFTs.

**BLUE OCEAN**

**Digital Stickers**



All companies that are currently in the market are based on a model similar to what Panini has been doing for over 50 years. Players do not benefit financially from the transactions and there is only a passive relationship between the player and the fan.

**RED OCEAN**







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# ROADMAP

## 14.1

### GENERAL ISSUES

SHIRTUM's business model consists of the sale and marketing of NFTs related to the memorabilia of the most iconic moments experienced by players during their sports career.

#### Q1

2021

- Formulation of the DAO concept ✓
- First version of the whitepaper ✓
- Formulation of the initial project team ✓
- Formulation of first tokenomics ✓

#### Q3

2021

- Webapp V.1 launch ✓
- Launch of our first NFTs ✓
- Listed on exchanges ✓

#### Q1

2022

- Listing on CEX's
- Metaverse sneak peek's
- Strategic partnerships
- New sports
- New clubs
- New athletes
- Desktop version V2
- Woreables

- Launch of the first MVPs ✓
- Public announcement of the project in forums and media platforms ✓
- Whitepaper v1 ✓
- Publication of the webpage ✓
- Private sales and community sale ✓
- Listed on pancakeswap ✓

2021

#### Q2

- NFT launching ✓
- New sports ✓
- New partnerships
- UX/UI update
- Desktop updates
- Gifts and NFT transfers

2021

#### Q4

- Beta versión of Metaverse
- Listing on CEX's
- New sports
- New clubs
- New athletes
- Strategic Partnerships

2022

#### Q2





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# AUDITS

Several security audits will be carried out by external companies.

The audits will be performed on the token smart contract and on the additional smart contracts that the platform develops, testing all contracts under all circumstances on the testnet before uploading them to the mainnet. The entire platform will also be audited in due time with special attention to the token input/output module.

Our staking Smart contract was audited by Certik, one of the leading companies on the Crypto security space. Certik has audited more than 1300 projects and they guarantee the higher security possible on our Smart contracts.

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# LEGAL

SHIRTUM is a company officially created in Spain in 2020.

**Cristina Carrascosa Cobos**, an experienced blockchain lawyer, represents SHIRTUM as legal and tax advisor.

The entire process of financing through ICO, issuance of the token and creation of the platform will be sponsored by a team of lawyers from **ATH21**, a law firm specializing in cryptoassets, blockchain and new technologies.

Both Pre ICO and ICO will be fully regulated within the current regulations in Spain and legal guarantees will be offered to the investor, for which each investor must be identified through a KYC system contracted with an external company. Although the token will be regulated as a utility token, and always seeking maximum legal security, many of the requirements of the Securities Market Law for security tokens will be complied with, since legally it has been intended to maintain a conservative and demanding position, thus guaranteeing transparency for investors.



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# TEAM, CONSULTANTS AND ASSOCIATES

## LEGAL AND REGULATORY

**Cristina Carrascosa:** Founding Partner at ATH21. Law Degree at the University of Valencia, Master in Business Consulting at IE Law School and Taxation at the CEF. She has developed her professional career in law firms such as Cuatrecasas, Broseta or Pinsent Masons, where she created and directed the practice of Crypto / Fintech worldwide.

Part of the original team of the Blockchain Observatory, a working group created by the EU for the practical and legislative development of Blockchain technology. Co-author of “Blockchain: the Internet’s industrial revolution”, “They: Challenges, opportunities and threats in a connected world”, and “Disruptive technologies, regulating the future”. She is the Director of the Blockchain Program at IE Law School.

**Luis Gosálbez:** Founding partner of ATH21 and managing partner of Metricson, a leading legal firm in advice for technology-related businesses. He has over 15 years of experience in internet and technology businesses. After founding several startups between 2003 and 2008, Luis launched Metricson in 2009. He is currently part of the board of directors of several technology companies, a mentor in several Spanish incubators and a professor at various universities.

## SOCCER INDUSTRY

**Papu Gómez,** one of the best players in the world with more than 560 matches and 100 goals as a professional in Spain, Italy and Argentina. Professional player of Sevilla FC and Argentina National Team.

**Mariano Izco,** professional player of Calcio Catania

**Jonás Gutiérrez,** professional player of Club Atlético Banfield, formerly at Newcastle United and the Argentine National Team.

**Leo Scheinkman,** 20 years of experience in the football industry and PR. He has access to more than 80 clubs in 12 different leagues and to more than 70 players directly.

## FINANCIAL ADVISORS

**Gabriel Tolchinsky:** Gabriel was the CEO of Bladex - the regional trade finance bank of Latin America. Before joining Bladex, Gabriel had a successful career on Wall Street.

**Diego Arroyo:** He was the 6th employee at Spanish delivery unicorn Glovo, where he launched Spain and Italy. Before that, he was an investor at Mexican VC Cometa Capital and launched two ventures for Rocket Internet. He started his career at the M&A practice of Nomura. His expertise is the intersection of new retail, digital marketing and corporate development. He is a Forbes 30 under 30 Europe fellow.

**Mario Covo** (New York, New York, USA) - Co-Founder and Principal at Larch Lane Partners and Managing Partner at Danamar LCC. Wide experience in Banking.



# FOUNDING PLAYERS



IVAN RAKITIĆ



PAPU GOMEZ



RONALDINHO



JAVIER SAVIOLA



RODRIGO DE PAUL



ALBERTO MORENO



LUCAS OCAMPOS



MARCELO GUEDES



DIEGO PEROTTI



COMING SOON...



## FOUNDING TEAM

**David Rozencwaig, CEO & Founder.** - Serial Entrepreneur with vast experience in the fields of technology and social networks. He has developed a 14 year career in the football industry.

**Marc Torras, COO and Co-Founder.** - Entrepreneur with 6 years of experience in the digital tech industry, especially in SaaS models. Expertise in Marketing and International Management.

**José Luis Sánchez, CMO and Co-Founder.** - Entrepreneur and expert in online marketing. +25 years of experience in business management, mainly in multinational companies (US, Sweden and the UK), as well as developing and launching new products and APPs.

**Juanjo Chust, CTO and Co-Founder.** - 8 years of experience developing technologies applied to financial transactions. Specialized in Blockchain and in designing Smart Contracts.

**Manuel Morillas, Sales Director and Co-Founder.** - 30 years of experience in the sales field: designing strategic sales plans, managing large commercial portfolios and coordinating sales teams.

**Juan Curci, Content Director.** - PR & Communications specialist with extensive experience in the football industry and content management.

## SHIRTUM EMPLOYEES

On top of the founding team and the current advisors, we can make an employee estimation exercise for the first year after Community Sale is completed. We plan to expand our team by hiring top-level profiles to cover the following positions:

### Marketing Department

- Inbound Marketing Specialist
- Media Planner/Trafficker
- Affiliate Marketing Manager
- Head of Community Management
- Community Managers
- SEO specialist
- CRM Manager
- Customer Intelligence Manager
- Ads Designer

### Content Department

- Account Manager
- Copywriter
- Translators
- Video editor

### Development

- Designers
- Full stack developer

### Financial Dep.

- CFO

Shirtum employees will initially be located in our offices in Barcelona, Madrid, Alicante, Andorra, Luxembourg, New York and Buenos Aires.



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## SHIRTUM IN MEDIA

In May 2020, Shirtum launched a solidarity campaign to raise funds for the fight against COVID-19. More than 120 top players participated in the campaign, including James Rodríguez, Virgil Van Dijk, Andrés Iniesta, Papu Gómez, Alvaro Morata, Luka Modric, Ivan Rakitic, Paulo Dybala, Dani Alves, Radamel Falcao, and many more.

A total of \$130,000 was raised in just two weeks and the funds raised were sent to each player's designated hospital.

This campaign attracted the attention of the media, with more than 130 media outlets worldwide.

Print and digital media such as Marca, Tutto Sport, TYC Sports, La Nación, Bild, As, France Football, L'Équipe, ESPN, Kicker, Olé, and many more. Also some TV channels, such as Cuatro or Telecinco.







**MUNDO DEPORTIVO**

## Shirtum se asocia con Entourage para llevar las NFTs deportivas y el Metaverso al siguiente nivel

- La asociación estratégica permitirá a Shirtum añadir talentos y clubes deportivos de primera calidad a su ecosistema de NFTs y Metaverso
- Entourage Global está invirtiendo en Shirtum y su token, ya que considera que jugarán un papel clave en la conexión de los mejores talentos deportivos y los aficionados



RONALDINHO

Entourage Global

**Milliyet**

Dijital ile online ve offline alışveriş arasındaki d...

## Galatasaray'ın tarihi NFT koleksiyonu rekor hızla satıldı

Galatasaray tarafından yapılan Ağrı maçında 1 Ekim günü saat 19:05'te satışa sunulan Galatasaray kurucuları ve bir numaralı oyuncu Ali Sami Yen'in anısına çıkarılan tarihi NFT koleksiyonunun en hızlı şekilde satılan 933 adet NFT satışı sadece 59 saniye içerisinde için alındı.



**LA VANGUARDIA**

JUGADORES COLECCIONABLES

## Ronaldinho se suma a la fiebre de los NFT

El centrocampista del Barça firma un acuerdo con Shirtum para desarrollar tokens con los jugadores más importantes.



El centrocampista del Barça firma un acuerdo con Shirtum para desarrollar tokens con los jugadores más importantes.

REDACCIÓN BARCELONA 27/09/2022 16:17

HUAWEI

HUAWEI NOVA 9 Revela tu actitud



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# PREVENTION OF MONEY LAUNDERING AND TERRORISM FINANCING

SHIRTUM undertakes to comply with the provisions of Law 10/2010, of April 28, 2010, on the prevention of money laundering and terrorist financing (the “**Law 10/2010**”), which transposes into Spanish law Directive 2005/60/EC, of the European Parliament and of the Council, of October 26, 2010, on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (the “Third Directive”), on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (the “Third Directive”), as well as with the provisions of Royal Decree 304/2014 of May 5, which approves the Regulation of Law 10/2010, as well as Royal Decree-Law 7/2021 of April 27, on the transposition of European Union directives in matters of competence, prevention of money laundering, credit institutions, telecommunications, tax measures, prevention and repair of environmental damage, posting of workers in the provision of transnational services and consumer protection and with any other rule and/or regulation implemented or created in accordance with such rules, or that implement, develop, modify, replace, recreate or consolidate them, as well as any other laws applicable to the prevention of money laundering and the financing of terrorism that may exist in any applicable jurisdiction, to the extent that such rules may be applicable to it.

Consequently, SHIRTUM declares that neither itself as a company nor, to the best of its knowledge, any of its shareholders (or their legal representatives, employees or agents) has participated in any activity or acted in any way that could be understood as constituting a violation or non-compliance with the applicable regulations in relation to the prevention of money laundering and the financing of terrorism. Furthermore, SHIRTUM declares that it will implement and maintain a system of identification of its investors and/or users, requiring from them a document proving their identity (indicative but not limited to: national identity card, passport, residence card, etc.



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## PROTECTION OF PERSONAL DATA

Both in relation to personal data processing activities involving the ICO and in relation to processing in the context of its operations SHIRTUM will comply with the General Data Protection Regulation (EU) 2016/679 of 27 April 2016 (hereinafter the “**GDPR**”) as well as any other rules and/or regulations implemented or created pursuant to such regulation, or that implements, develops, modifies, replaces, recreates or consolidates it, as well as any other laws applicable to the processing of personal data that may exist in any applicable jurisdiction, including, where applicable, guides and codes of practice issued by supervisory authorities.

To ensure compliance with the GDPR and other applicable regulations, SHIRTUM has hired the services of the law firm ATH21, experts in privacy and data protection, among other areas.

Among other applicable obligations, SHIRTUM will comply with the principles of privacy by default and privacy by design. SHIRTUM has established procedures to ensure compliance with the right to information in the collection of data through the use of the corresponding informative clause at the time it collects personal data from its investors or users. In addition, it undertakes to sign with all those third parties who access personal data under its responsibility the corresponding data processing contract.





**A NEW WAY OF LIVING SPORTS**

**SHIRTUM**



SHIRTUM.COM