

SPORTSFIX

V.4.0

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ABBREVIATIONS

| Key | Meaning |
|------|----------------------------------|
| AWS | Amazon Web Services |
| CPM | Cost per Mille |
| DR | Digital Rights |
| DRM | Digital Rights Management |
| DS | Digital Stadium |
| DSME | Digital Stadium Marketing Engine |
| DSP | Digital Season Passholder |
| ICO | Initial Coin Offering |
| OTT | Over The Top |
| SDK | Software Development Kit |
| SF | SportsFix |
| SFT | SportsFix Token |
| UGC | User Generated Content |
| VOD | Video On Demand |

ABSTRACT



BE A GAMECHANGER! JOIN US!

Imagine what combining the power of a “Netflix” platform with Blockchain technology would do to transform the most powerful content in the world – SPORTS. That’s SportsFix (SF) for you.

SF presents a revolutionary digital sports content ecosystem based on Blockchain technology; debundling and decentralising sports media rights, enforcing trust and immutable transparency via SF Tokens (SFT) and smart contracts built on the Ethereum network.

SF Media Holdings is already a fast-growing OTT business in Asia, streaming local and international sports events to millions of fans every week and on track to become one of Asia’s most valuable live video streaming platform in the region.

With the ICO, SF will enhance user experience to the OTT platform. Fans will be able to participate and engage with their fellow fans, favourite leagues and clubs while using SFT as a mode of payment throughout the platform.

MARKET OPPORTUNITY

At least 70% of the world's population enjoy sports in some form – either consuming or participating in sports. Here are some stats around sports:



\$450-\$620 Billion
The global sports market was valued at \$450-\$620 Billion

(AT Kearney, 2015)



4.7 Billion
Almost 2/3 of the world's population watch at least one sport

(FIFA, 2015)



70%
More than 70% watch videos on their mobile phone at least once a day

(Nielsen, 2016)



57.2%
Current smartphone penetration across Asia is 57.2%

(Statista, 2018)

HOW IT WORKS TODAY

The process of distributing sports content is expensive, antiquated, and inconvenient. Sports is often bundled with other content and finally marked up in a large Pay TV subscription package making it unaffordable and inaccessible to many fans. Packages are often bundled with undesirable, network-biased content which increases the cost. Users are forced to accept these high prices due to the inflexibility of choosing the content and paying for what they want.

CURRENT SPORTS MEDIA DISTRIBUTION SYSTEM



Our vision is to redefine the sports content market by cutting out the middlemen (e.g. agents¹ and broadcasters²) and connecting rights holders directly to fans through the SportsFix ecosystem. This provides new revenue streams to rights holders³ and SportsFix alike and nurture the very premise of what sports fans are seeking (which is being as closely connected to their favourite sport/league/team as possible). Combined with blockchain technology, SF will secure identity, payments,

¹ Agent - a person who acts on behalf of another person or group.

² Broadcaster - an organisation that purchase such licence from Rights Holder to transmit such content by radio or television (whether it is terrestrial, satellite or otherwise)

³ Rights holder - a person or organisation who owns the content or has the necessary licence to sub-licence such content to third party/broadcaster.

THE PROBLEM



Convoluted
Sports Content
Distribution
System



Middleman
Mark-ups,
Artificial
Packaging And



Centralized
Revenue
Distribution
System



Displaced Fans



Lack of Direct
Fan Engagement

CONVOLUTED SPORTS CONTENT DISTRIBUTION SYSTEM

- Traditional TV is an antiquated model
 - Too many platforms and channels
 - Limits franchises from direct engagement and monetization pathways to fans because of one way communication
- Arbitrage game by larger players that monopolize content
- Poor content discovery
 - Use of electronic program guides can be a tedious process
 - Confusing/ non transparent content scheduling of linear channels

Solution: Through our Digital Stadium (DS) concept (see below), fans can connect with their favourite team and with each other and vote for their favourite team's sports content. This creates a new consumption model for sports content that is decentralized, affordable, and accessible.

MIDDLEMEN MARK-UPS, ARTIFICIAL PRICING AND PACKAGING

- Aggregated price increases due to a convoluted system of international, regional and local agencies and agents acting as gatekeepers to the industry and incentivizing poor transparency and packaging practices.
- No incentive for agents to be transparent about the pricing and process as they look to protect their relationships with both parties (rights holders) on the acquisition and (broadcasters) on sales side.
- Fans on the other hand are confronted with Broadcasters' practices of bundling sports content with other content and services which makes it impossible for the fan to determine the price of the content they want to watch.
- Fans end up with more content and channels than they really need

Solution: Rights holders can disintermediate their content from middle man markups by direct delivery of their Live games via our DS in smaller digital packages directly to their fans' smartphones. The mass debundling can be accelerated and made transparent by blockchain coded smart contracts that will allow for new subscription models. The creation of SFT accelerates the trend of "debundling" of content by creating a powerful internal self marketing network effect for clubs to harness, through their fans building their own DS token ecosystems.

CENTRALIZED REVENUE DISTRIBUTION SYSTEM

- Rights holders sell rights of ALL clubs/teams in league format
- Centralized media rights system
- Current revenue opportunities of clubs restricted by collective bargaining
- Unfair/ inequality of revenue re-distribution to clubs/ teams

Solution: SF acquires the legal live streaming rights for sports content at the league level, unbundle the content to individual games or smaller highly personalized and contextualized digital content items. SF will then create a new token economy based on actual consumption of sports content that will create 1-1 engagement opportunities with sports clubs/ rights holders and fans through the exchanging of SFT.

DISPLACED FANS

- Displaced fans worldwide largely cannot access and watch their favourite teams/ leagues/events due to:
 - Location, they are not in close proximity to see live games in the “traditional stadium” or can’t get access to tickets (limited capacity)
 - Lack of access to the live TV broadcast
 - Inability or unwillingness to pay for expensive content packages
- Financial constraints for (smaller) sports/leagues/clubs to effectively develop a coherent digital strategy to reach those fans

Solution: A sophisticated and transparent data analytics platform in connection with our DS economy will allow us to serve displaced fans by allowing them to request, vote and pledge for our catalogue of international content rights. Our token economy unlocks new opportunities where rights holders (Federations/Leagues/Teams) can tokenize their Live game/event rights and create a Digital Stadium where this ecosystem can flourish between fans and sport. Rights holders can empower and leverage their fan bases as their best marketers through the use of our SFT to connect with their displaced fans. The tokenization of sports content unlocks a new model of content distribution that is decentralized and universally more accessible.

LACK OF DIRECT FAN ENGAGEMENT

- Little to No direct (two-way) communication between content creators and fans (Fan Engagement problem)
- Traditional Broadcasters rely on antiquated viewing measurement systems (Nielsen, Comscore, etc.)
- Increasing restrictions and regulations of traditional/ major distribution platforms in their user data sharing willingness and capabilities.
- Lack of personalization - One-size-fit-all approach by traditional distribution platforms

Solution: By creating a token economy around sports content, fans go from a passive role to an active and engaged role. The SFT wallet allows for each fan to be identified and engaged individually. This creates new opportunities that never existed in the traditional broadcasting model.

OUR SOLUTION

PRESENTING THE "DIGITAL STADIUM" ECONOMY

The SportsFix Digital Stadium is the ultimate fan experience combining the excitement of live and Video on Demand (VOD) sports content with the power of social media, gamification, predictions, fantasy leagues and e-commerce all driven by the SFT. It allows fans to:

- Pledge and vote for their favourite content
- Control their own experience by only paying for their preferred content
- Engage directly with their favourite clubs
- Simulate live stadium experience by interacting with other fans within the DS

This concept is a unique integration of blockchain (smart contracts) and 'non-blockchain'



This concept is a unique integration of blockchain (smart contracts) and 'OTT' technology (delivery of film and TV content via the internet without requiring users to subscribe to traditional cable or satellite pay-TV service) to enable fans to unlock their favourite content and product features through bidding. The operational features of the utility token are highlighted in the diagram (Refer to page 9).

SF will engage with the fans to create a unique user profile that helps to curate their favorite sports content based on their behaviour and preferences. SF's reward system is designed to create a compulsive loop for engagement, elevate status among fans, and recognize loyal fans that help grow the digital stadiums.

This encompasses a host of activities that harness value into the ecosystem such as user-generated content, voiceover talent, content voting, community building and social media sharing. Consequently, fans will be encouraged to engage and actively participate with their favourite content.

SF intends to utilize sports content as a vehicle to accelerate the adoption of cryptocurrency amongst the masses by successfully integrating this decentralised consumer marketplace into fans' everyday sports consumption.

DIGITAL STADIUM COMPONENTS

TIERED MODEL

Digital stadiums are tiered based on group attendance. Although digital stadiums can theoretically have a near unlimited capacity, stadium tiering is used to incentivize respective fan bases to watch the livestream together. As the community of fan bases grow, they collectively as a group move up the digital stadium tiers to unlock innovative stadium features to enhance their viewing experience.



An algorithmic formula is used for each game to determine the tiers. The formula calculates the projected content cost for the game, feature cost, and hosting cost. The stadiums are tiered out by those costs and divided by the number in attendance. The formula optimizes which digital stadium will be unlocked for a fanbase based on these metrics. At a bare minimum, a bronze stadium will be made available to digital season passholders (see further below) for every game since they are enrolled in a seasonal subscription and helped release the content.

In order to ensure parity between sports club fan bases, the formula will also take into account key metrics of the club which include regional market size, social media followers to determine how large respective communities need to be before getting upgraded to the next tier. SF will be promoting market driven product development with our user base using this model. Our users are empowered to unlock the features they want to see and use. A continuous delivery approach will be implemented to create the best customized experience specifically curated for users.

BRONZE STADIUM

The bronze stadium is the base stadium and provides the standard OTT streaming experience alongside one custom feature. This stadium is continuously unlocked for our digital season pass holders.

SILVER STADIUM

The silver stadium has the full basic features unlocked for its fan bases which include earning loyalty and entering the group leaderboard competition with other digital stadiums. These users in this stadium will have active SFT wallet where they can accrue loyalty points and earn tokens. Fan bases that unlock the silver stadium will be entitled to choose two custom features to enjoy in their digital stadium experience.

GOLD STADIUM

The gold digital stadium retains all the features of a silver stadium and allows users to enjoy 5 customized features in their digital stadium experience.

PLATINUM STADIUM

When the platinum digital stadium is unlocked the marketplace opens. The marketplace allows users to redeem their loyalty points (see below) that they've earned. The platinum digital stadiums allows users to access all custom features!

SUPERFAN STADIUM

The SuperFan Stadium are Digital Stadiums that are officially endorsed by sports clubs. This stadium is independent of Bronze, Silver, Gold and Platinum stadiums. Here users have access to special content that is produced by the club that entails player interviews, behind the scenes, and special access content. The SuperFan stadiums are able to encompass the full digital content spectrum by allowing clubs access back to their Live streaming rights and complemented it with the ancillary content they produce.

Sports clubs will be allocated predetermined number of SFT to be distributed to their fan base. The amount of tokens distributed is based on the addressable market size of fans (e.g. location, social media following etc.). Fans that receive these tokens will automatically be placed in the Bronze SuperFan Stadium whilst fans that were already digital season pass holders are automatically upgraded to Silver SuperFan Stadium.

DIGITALSTADIUM FEATURES

The table below illustrates the key features within the digital stadium which is spread across 3 categories: basic, custom and marketplace.

| FEATURES | | DIGITAL STADIUMS | | | |
|-----------------|---------------------------|------------------|--------------------------------|--------------------------------|--------------------------------|
| BASIC FEATURES | | BRONZE | SILVER | GOLD | PLATINUM |
| 1 | Watch | P | P | P | P |
| 2 | Voting | P | P | P | P |
| 3 | Pay | P | P | P | P |
| 4 | Social Share | P | P | P | P |
| 5 | Earn/Loyalty | | P | P | P |
| 6 | Wallet | | P | P | P |
| 7 | Leaderboard (Group) | | P | P | P |
| CUSTOM FEATURES | | | | | |
| 1 | Message | | Choose 2 custom features | Choose 3 custom features | Choose 4 custom features |
| 2 | Badges/Leaderboard | | | | |
| 3 | Stickers | | | | |
| 4 | Multistream | | | | |
| 5 | Cut/Paste | | | | |
| 6 | DVR/Timeshift | | | | |
| 7 | HD | | | | |
| 8 | User Generated Commentary | | | | |
| 9 | Gifting | | | | |
| 10 | Prediction | | | | |
| 11 | Bandwidth | | | | |
| MARKETPLACE | | | | | P |

BASIC FEATURES

- Watch – To watch live games and videos on demand
- Voting – Fans can pledge SFT for their desired content
- Pay – Fans can use SFT to purchase game day passes or subscribe as a digital season passholder
- Social Share – Function enables fan to share activities on their social media platforms (e.g.FB, IG, Twitter)
- Earn/ Loyalty – Fans can accumulate individual and community points based on activities (e.g. UGC, social sharing, etc.)
- Wallet – To view balance of tokens
- Leaderboard (Group) – Group leaderboard system enables different fan bases to compete

CUSTOM FEATURES

- Message – Enables chat group functionality for each digital stadium
- Badges/Leaderboard – To view badges (e.g. Influencer badge, Commentator badge etc) from individual profiles and individual leaderboard
- Stickers – Add on to chat functionality
- Multistream – Users can view 1 or more games at the same time
- User generated content (UGC) – Allows individual users to generate unique content
- Bandwidth – Reduces bandwidth consumption of user while still maintaining high video quality across OTT delivery networks
- DVR/Time-shift – Allows users to view video that already played (e.g. if you come in 15 mins late to a match, you can start from the beginning and catch up with live content during halftime break of 15 mins)
- HD – High definition video
- User Generated Commentary – Unique content generated by users
- Cut/Paste – Allows users to cut/paste scenes to support UGC
- Gifting – Ability for users to send gifts (e.g. game day passes, merchandise etc.) to other users
- Prediction – Enables users to predict outcomes of games (e.g. Exact prediction 3 points, Correct result 1 point), and have individual leaderboard

MARKETPLACE

Marketplace will allow digital stadiums to have their own merchandise that caters to the fans of that particular stadium. Loyalty “community points” can be redeemed for discounts on merchandise.

DIGITAL STADIUM USERS

INDIVIDUAL GAME DAY PASSHOLDER (ALA-CARTE MODEL)

Casual fans who watch on an intermittent basis can pay for a single game day pass using fiat currency through various payment solutions (E.g. telco and retail distribution partners described in Partners section below). They will not enjoy the full feature benefits of the stadium such as earning loyalty points or SFT without signing up for an SFT wallet and will be restricted to bronze stadiums.

DIGITAL SEASON PASSHOLDER (SUBSCRIPTION MODEL)

A digital season passholder (DSP) typically represents dedicated fans and enables them to follow their favourite sports club/clubs for the whole season. These seasonal ticket holders of the DS will be entitled to special promotions, status recognition, and opportunities for their early enrolment in releasing the content. DSPs will earn SFT throughout and at the end of the season based on their level of engagement and how their DS performs (stadium fanbase growth).

Once DSPs enter the stadium, they will pre-set how much they are willing to pay or “stake” for their favorite sports content using SFT. They will do this by voting on their favorite content they would like to see released into the digital stadium. The act of voting enrolls the users into a subscription for the content for the season. These tokens then are locked into a smart contract until the sports content is released and streamed into the DS. The tokens are held in a transparent system to pay SF to view the content and if the target subscription rate is not reached, the tokens are released back to the users.

PRODUCT DEVELOPMENT ROADMAP



SF capitalises on the latest blockchain technology that employs smart contracts, digital rights management (DRM) and content licensing ledgers leveraging leading edge technologies to simplify usability and transparency. Blockchain will empower fans to utilise SFT that are shareable, transferable and usable by anyone throughout a fully auditable and valid ledger of transactions guaranteeing ease and trust to use SF services, as entries into the ledger can only be made if they are validated by the system.

This will create the basis for an immutable and solid form of user interaction where not only transactions are viewable and traceable by public, or amongst the participants involved in those transactions, but also reliable as it exploits a secure public network that is not managed by a third party. Our blockchain infused platform will allow an open and unbiased system with transparent rules where users' content contribution, engagement and voting results become part of an immutable system of decentralized public and private ledgers.

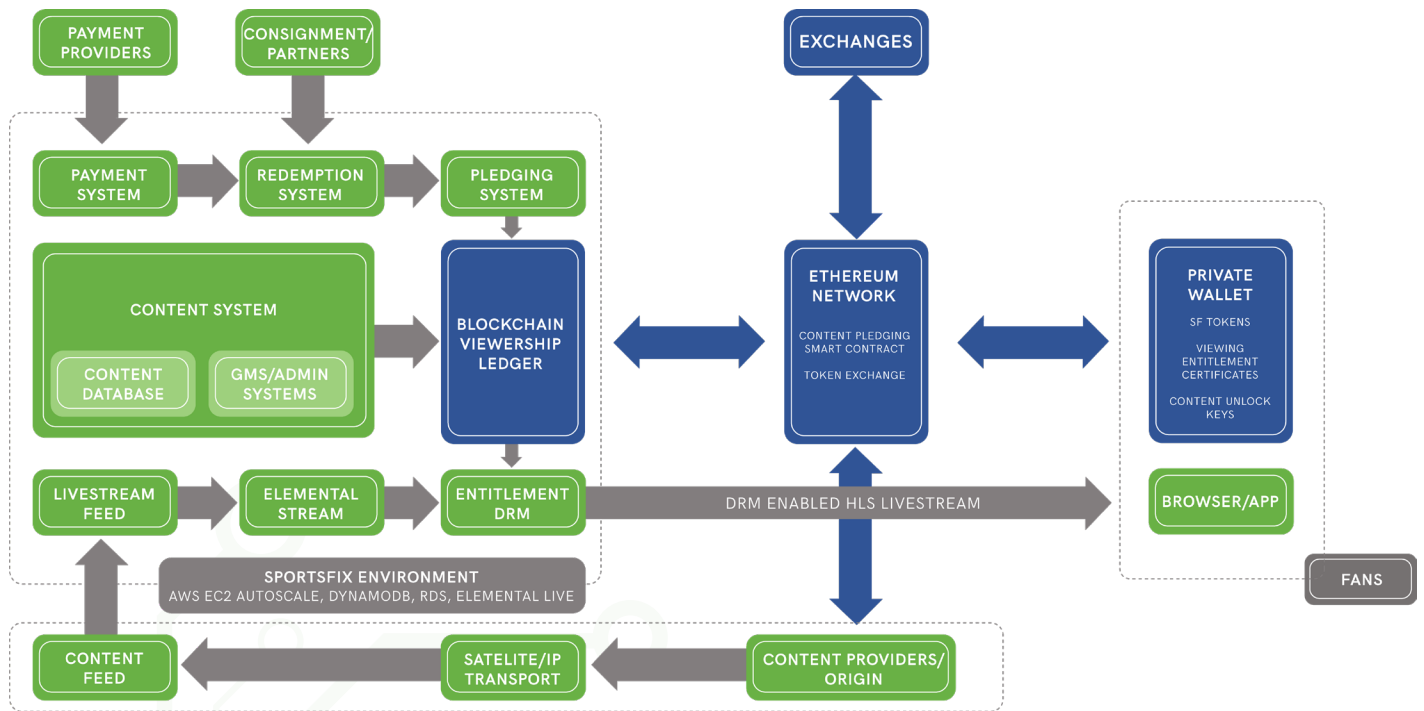
SF's current OTT 1.0 platform includes a sophisticated code/ ticketing system which generates codes to trigger multiple payment models including Telecom post and pre-paid billing, retail and wholesale billing as well as various e-wallet billing mechanisms throughout Southeast Asia. The OTT platform is developed with the Amazon's AWS technologies including EC2, Lambda, Big Data and Elemental - AWS Video Streaming service.

SF is in the process of launching a prototype of the OTT 2.0 infrastructure offering basic functionalities for fans to engage with our content through smart contracts. In Q4 2018, we will launch our DS concept where fans have a SFT wallet and dashboard to manage their engagement within their chosen DS. By early 2019, SF aims to have the prototype of the full DS economy developed, including voting, community and social features as well as crowd-sourced commentary, gifting and rewarding.

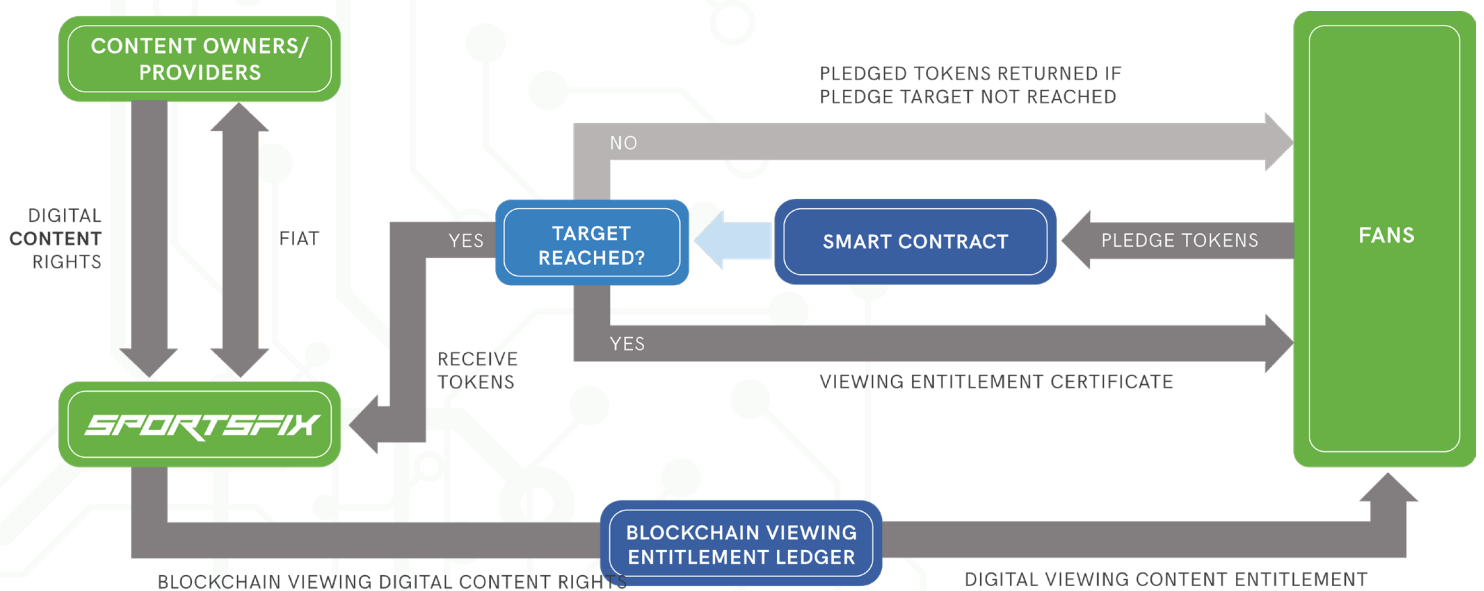
Besides leveraging blockchain technology, SF will develop a sophisticated analytics platform¹ to engage the fans using a system of proprietary algorithms combined with machine learning and game theory models which allows us to deliver highly personalized content based on various data points (E.g. fans' interests and behaviors; favorite clubs, leagues, teams, players.) Fan behaviour and interactions throughout the system are captured, logged and analyzed in our SF Analytics system in order to evolve a smarter service that acknowledges fans' individual preferences. SportsFix

¹ SportsFix Digital and SF Media in storing, dealing and processing the personal data of the purchaser/SFT holder shall comply with the requirements of the Personal Data Protection Act (2012) of Singapore and where applicable, any other similar legislation in other jurisdictions.

TECHNOLOGY ARCHITECTURE



Overall SportsFix Architecture engagement with the Ethereum network and the Fans.



The Digital Rights Management System with the BlockChain subsystems as the main catalyst

A framework of smart contracts is developed to automatically place transactions with various features such as unlocking, calculating and monitoring elements to provide a secure and transparent solution. SF pledging transaction is initiated by the fans to unlock future content, for which they require to have SFT which can be bought either via an exchange or when they receive game day passes from their favourite clubs.

Once a fan pledges, a smart contract is run to place the transaction for which the users have full transparency of viewing (E.g. on Etherscan). The platform will utilize smart contracts to hold the fee and perform disbursement of the collected funds on obligations met as explained below.

For every DS, a pledging period is defined within which all the user's pledges must go through. Upon reaching the required number of pledging tokens within the pledging period, pledgers receive the viewing entitlement in the blockchain viewership ledger which are traceable by the owners. SF maintains a DRM system to create viewing entitlements. Users are granted with entitlements keys stored in a blockchain viewership ledger that represents their viewing right by which they are able to access/unlock the contents which can be viewed in the DS.

The platform fee will be calculated based on total pledged tokens. If the pledging period ends and the total required number of SFT is not reached, the tokens are returned to the users. Smart contracts ensure a successful content pledge to assign viewing rights to the respective fans.

$$\text{Sum of Fan Pledges} = \text{Content Cost} + \text{Processing and Administration Fees.}$$

GO TO MARKET STRATE-

To build our growth model around our Digital Stadium economy, SF will be employing a four pronged strategy as seen below:



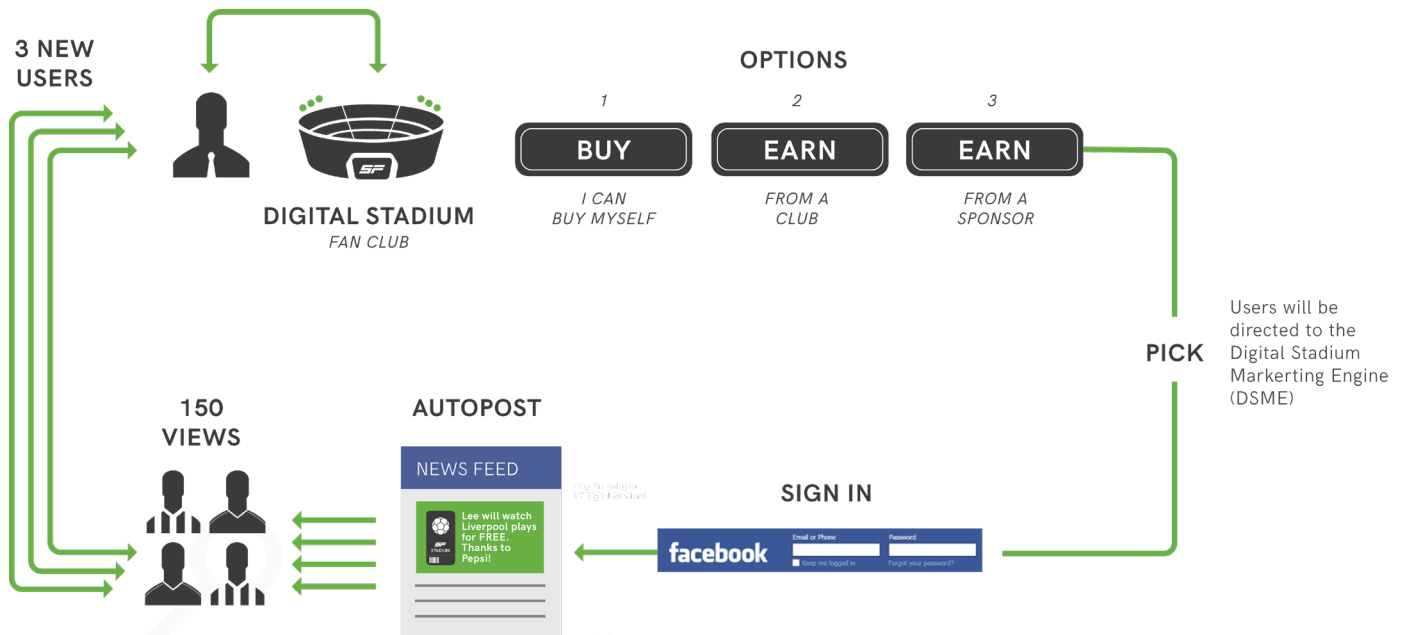
GAME DAY PASSES

Game Day Passes are used to accelerate growth by leveraging fans social media accounts and creating a viral loop using the Digital Stadium Marketing Engine (DSME). The DSME, a tool set developed by SF, acts for each DS as a content management system harnessing the social media accounts of fans who attend games to unlock new tiers of the DS for better features. The DSME powers the game day passes, club growth model, and sponsorship model.

In this model, fans can earn SFT initially from clubs and later from sponsors to redeem game day passes in return for doing specialized posts via the Game Day Pass marketing engine. Seed tokens given to clubs will support reaching quickly critical mass to attract sponsors and advertisers.

The mechanics of how game day passes are distributed creates a sustainable growth loop of bringing new fans into the Digital Stadium via their social network feeds. SportsFix will be able to convert a fanbase into a legion of evangelizing early adopters by creating a self marketing network effect.

DIGITAL STADIUM MARKETING ENGINE: USER FLOW



CLUB GROWTH MODEL

The club growth model is kicked off by getting the buy in of sports clubs/teams to officially endorse their digital (SuperFan) stadiums. Clubs are provided with their own DSME allowing them to set up their own bounty prizes in SFT to nurture fan engagement. Clubs can assign tasks (e.g. share embedded links to vote and sign up for digital season passes) and reward fans with bounty prizes that can be redeemed in their Club tokens for autographs, special player access events, and digital downloads.

This will enable sports clubs to mobilize their fanbase and harness them into a powerful marketing team that can drive higher Digital Season Passholder (DSP) subscriptions. These tasks create ample opportunities for sports clubs to have direct 1 on 1 engagement opportunities with their fans.

Sports clubs are also provided with a dedicated dashboard on SF's platform to view their key data points such as fan engagement, views and interactions, purchases, potential content preferences and ratings. This real-time insight empowers clubs to create a more robust rewards system to incentivize fans to continually stay engaged.

SPONSORSHIP MODEL

Sponsorship of clubs or venues has always been an expensive undertaking. Naming rights of stadiums go for millions of dollars and contract terms are long-term. With brands looking for new ways to engage with fans and consumers, our DS economy creates a unique opportunity for sponsors to “micro-sponsor” our DS or specific digital content for short-term periods (Season, Weekend, Match) at a fraction of the traditional sponsorship costs.

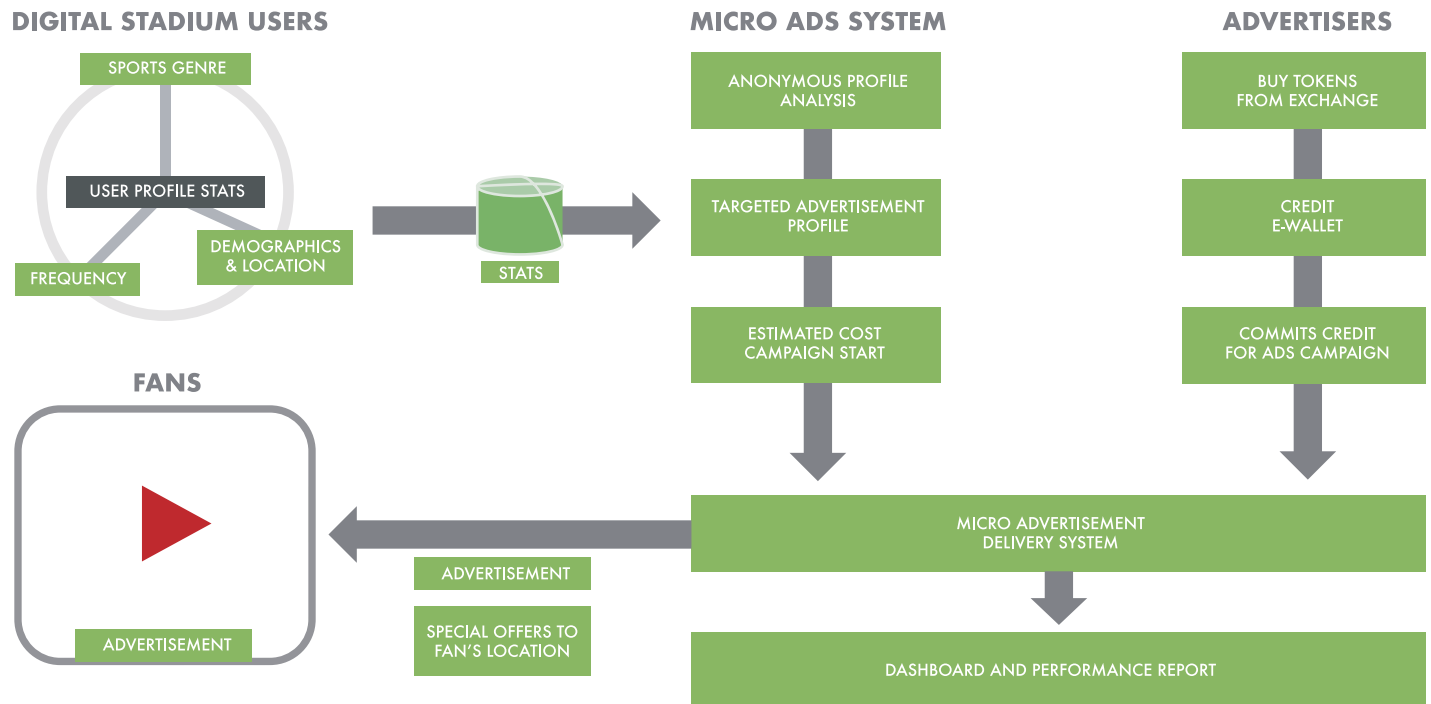
This model will come into effect after the club growth model has been successfully deployed. With an established fanbase and audience, sponsors will want the opportunity to engage with fans. The DS economy allows for a sponsor to engage with a fan base (e.g surveys, watching ads, etc.) by purchasing game day passes or deeply discounting them by paying for a portion of the tickets. This creates a new “fan and sponsor” relationship where sponsors can buy game day passes for fans to enjoy the game.

After SFT are issued, sponsors will be able to spend SFT in a number of creative ways that allows for different levels of engagement and influence in the digital stadium. This includes but not limited to:

- Logo placement on Game Day Pass
- Social media sharing (E.g. status update, shoutout, hashtag etc.)
- Naming rights to Digital Stadium
- Sponsored video
- Logo layered graphics around big moments (E.g. Goals, half/full time updates etc.)
- Sponsoring of marketplace

Sponsors will use fiat to purchase SFT. Sponsors will then spend SFT in the Digital Stadium ecosystem to buy influence and engagement with fans. As sponsors spend their SFT within the Digital Stadium to engage with fans, those tokens are burned and removed from the total token supply in circulation. This creates a deflationary pressure on the circulating token supply which will help stabilize and increase the value of the total SFT in circulation. To control the actual rate of removal of tokens via the sponsorship model, SportsFix will adjust the prices of the sponsorship pathways accordingly to maintain the stability of SFT and sponsorship value.

MICRO-ADVERTISING MODEL



The micro advertising model introduces a pay per view system that will be tailored based on a number of different metrics such as sports genre, demographics, frequency and location. This model mainly benefits the small and medium micro advertisers that focus on CPM exposures.

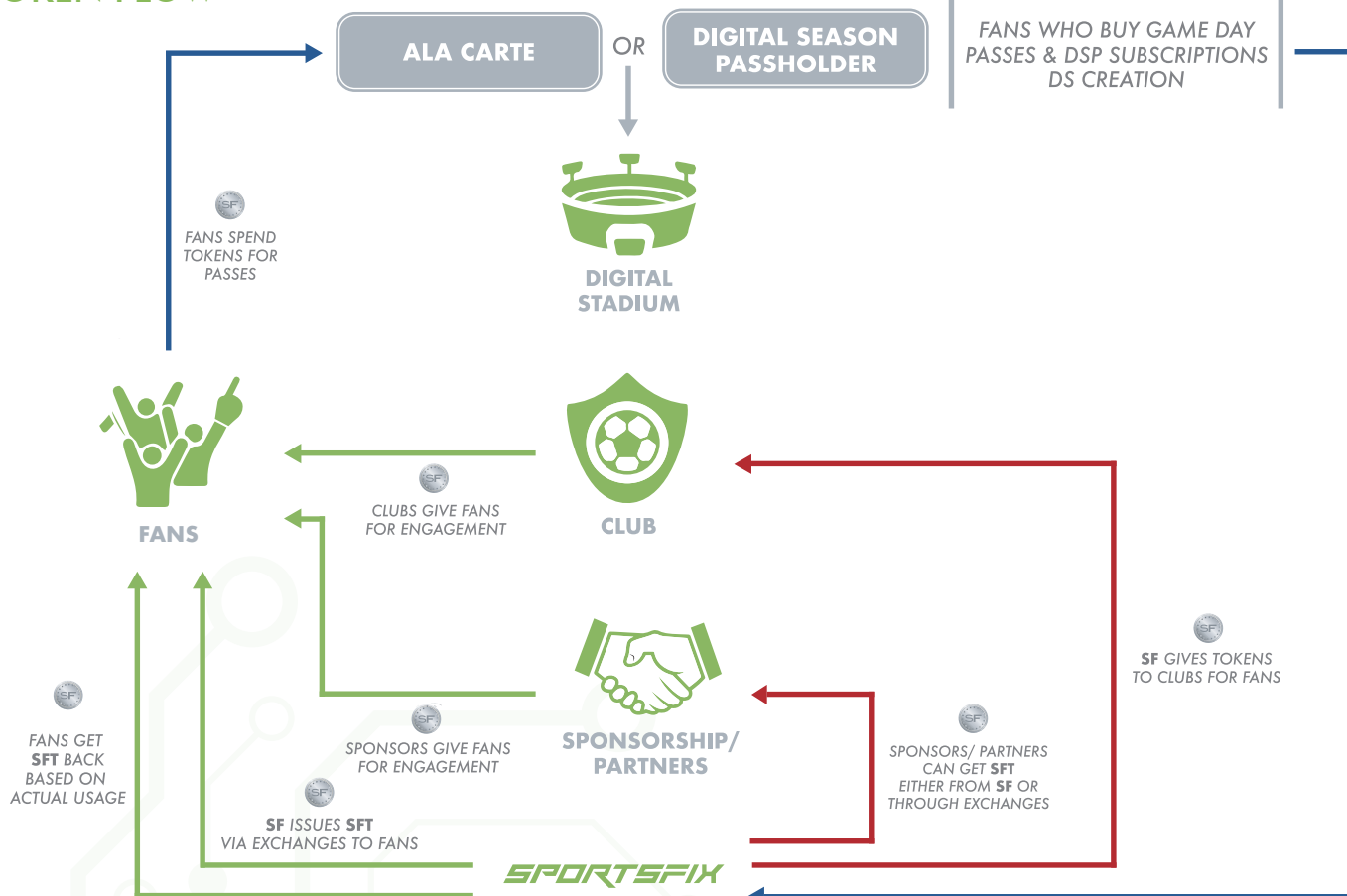
The advertisers decide on the expenditure limits and only being charged by the ads that were shown. Advertisements consist of both banner and video ads that could be tailored on when it should be displayed.

The deep integration Software Development Kit (SDK) allows advertisers to customise the advertisement experience along with Inline mechanism to offer and complete a transaction within the browser In-Game experience.

For example, if a pizza advertisement is displayed, users can complete the order within the game window without any obstruction to the user experience. Deep integration allows endless possibilities to enable a direct, impulse based In-Game Shopping experience.

SF TOKEN MODELS

TOKEN FLOW



Light Green

To Fans

1. SF exchanges SFT for cryptocurrency
2. DSPs can get rebates in form of SFT after season ends
3. Clubs distribute SFT to Fans to enter DS and reward fans when they engage in certain tasks that help grow digital stadium attendance
4. Sponsors reward fans with SFT to enter digital stadium

Red

From SF to Clubs, Sponsors, and Distribution Partners

1. SportsFix allocates and gives tokens to Clubs to fund their Game Day Passes.
2. SportsFix exchanges cryptocurrency for Fiat to pay Sponsors and Partners

Blue

To Sportsfix

1. Fans spend SFT for passes
2. SFT used to power the DS
3. Sponsors buy SFT with cryptocurrency
4. Staked SFT and SFT spent on game day passes go to SF.

SUMMARY OF TOKEN FUNCTION WITHIN ECOSYSTEM

TOKENS GOING TO SPORTSFIX

- Fee from the live content bidding to view
- Fee from DSP subscriptions to watch live content
- Fractional sports content purchase fee (Users buying individual sections of one game)
- Digital stadium creation & maintaining fee
- Digital Stadium upgrade costs – storage, user cap, ect
- Marketplace fees from DS

TOKENS LOCKED/STAKED INTO ECOSYSTEM

- Tokens are pledged for content unlocking, which gets locked until the minimum required fund is reached within the defined pledging period for the content to be purchased by the content providers.
- This process provides the users with viewing entitlement which is transparently viewable at the blockchain viewership ledger.
- Failure in reaching the required fund level to unlock a specific content results in refunding the SFT to the pledgers (through smart contracts).

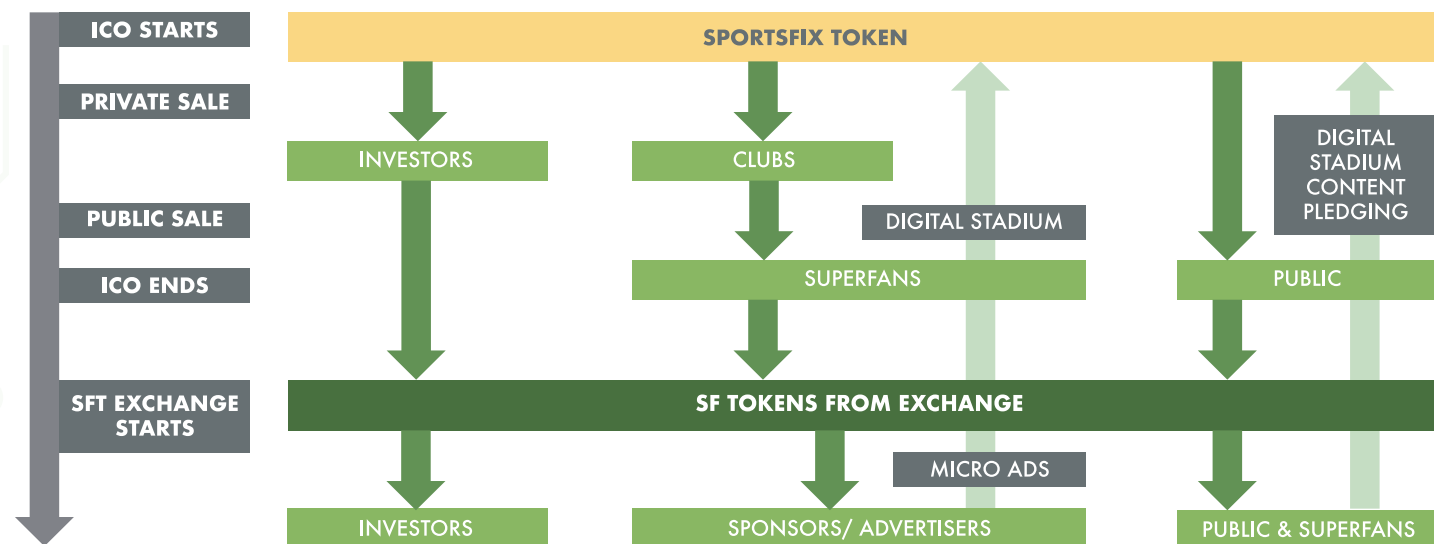
TOKENS GOING FROM SPORTSFIX TO THE WIDER ECOSYSTEM

- Relationship building with clubs, teams, leagues for user acquisition and rewards (Game Day Passes)
- Distributed to users of the platform through engagement, content creation, marketplace.
- SFT are distributed to Digital Stadium participants for leaderboard success, post quality, engagement.
- SFT are rewarded to Clubs that mint their own token within the SportsFix Token system

ISSUE OF TOKENS

- SFT will be issued by SportsFix Digital Pte Ltd ("SF Digital"), a private company to be incorporated in Singapore.
- SportsFix Digital will issue tokens in exchange for payment in Ethereum or other acceptable cryptocurrencies to be determined.
- The issue of SFT is subject to KYC/AML Screening and all proceeds from the sale of tokens shall be utilised to develop SportsFix OTT Platform.

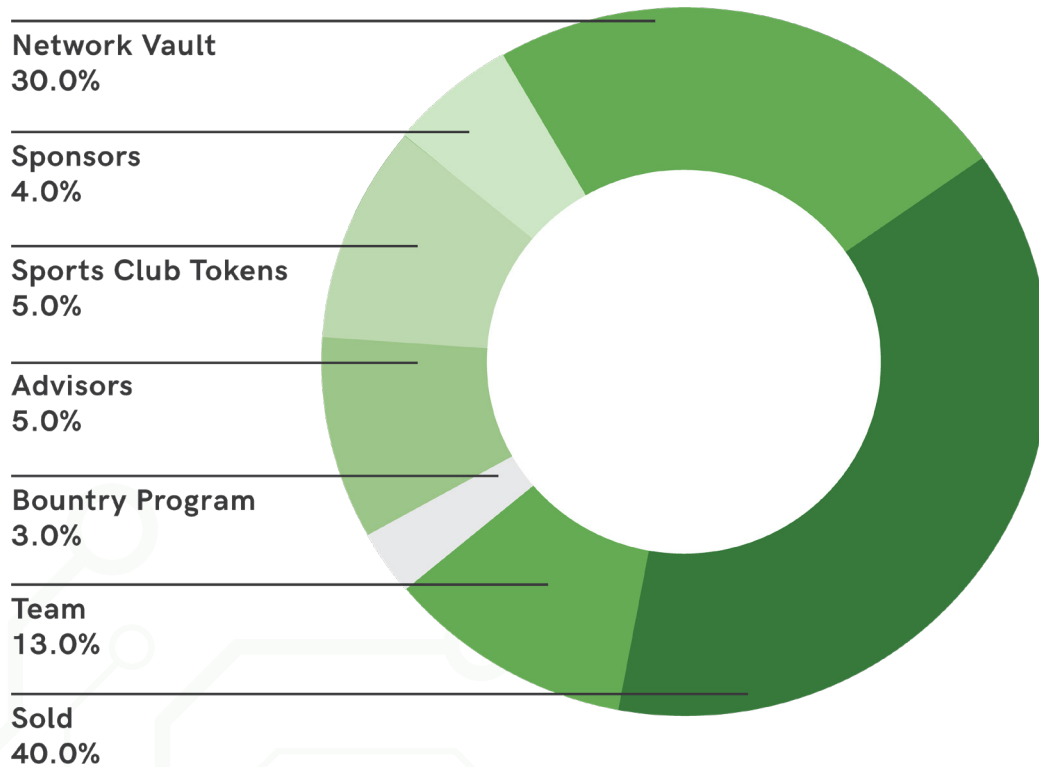
TOKEN MODEL



TOKEN METRICS

| Token Metrics | SFT |
|------------------------|-------------|
| Tokens Issued | 800,000,000 |
| Token Price (USD) | 0.10 |
| Pre-sale duration | 4-8 weeks |
| Total amount SFTs sold | 320,000,000 |
| Pre-sale discounts | 10-80% |
| Minimum cap (\$) | 2,000,000 |
| Maximum cap (\$) | 14,000,000 |

TOKEN ALLOCATION

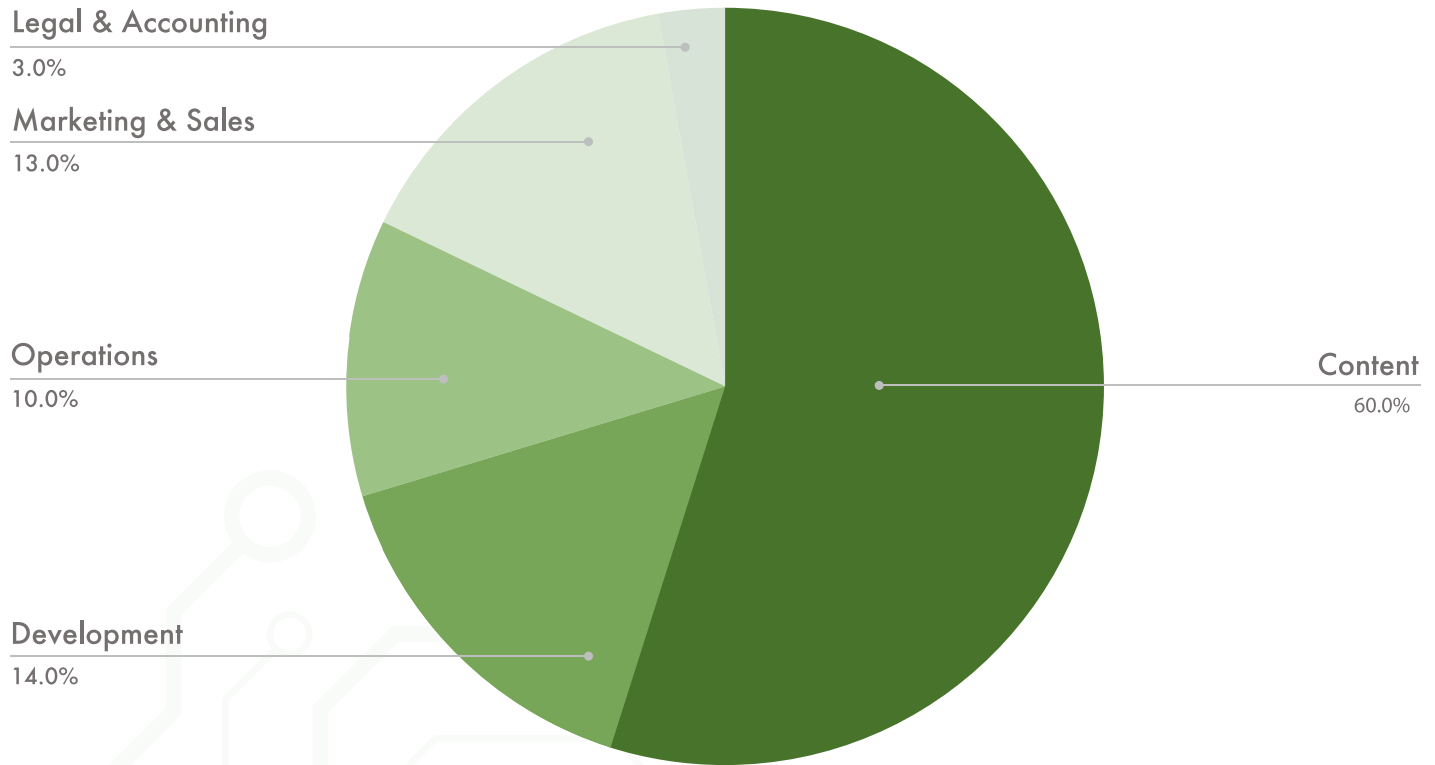


TOKEN SALES & UTILIZATION

A total of 800,00,000 tokens will be issued, and will be allocated in the following ratios:

- 40% Sold
- 13% Distributed to the SportsFix Team
- 5% Distributed to the SportsFix Advisors
- 5% Strategic Club Partnerships
- 4% Sponsorship Program
- 3% Bounty Program
- 30% Retained by SportsFix in a 'Network Reserve Vault'

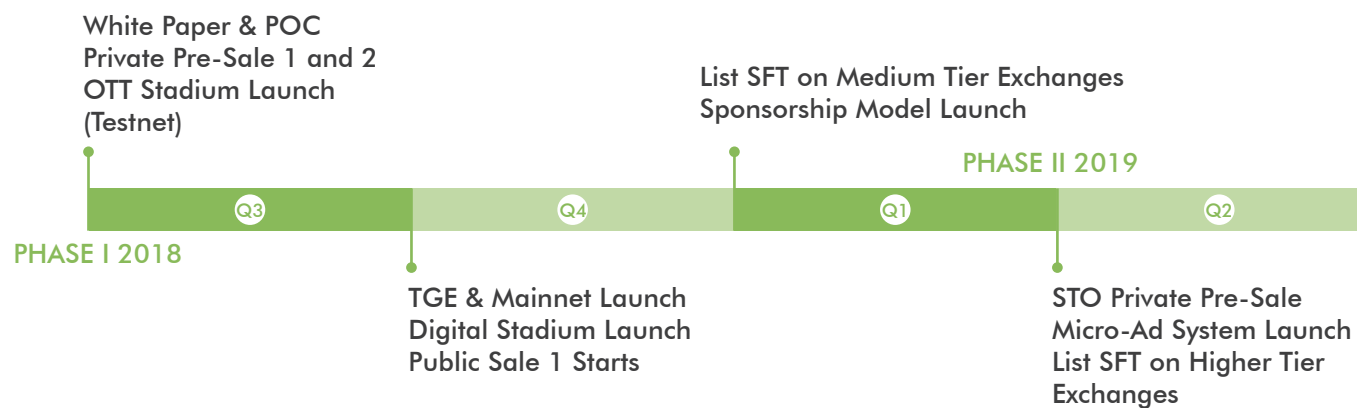
DISTRIBUTION OF PROCEEDS FROM SFT TOKEN SALE



The elements presented in the graph above is defined below:

- Content & acquisitions covers the cost of acquiring sports content, producing original content and strategic acquisitions.
- Development costs covers all R&D expenses, including design and development of smart contracts, cryptographic mechanisms, the SportsFix platform, apps and features, SDK, etc.
- Operation costs include streaming and monthly platform costs, as well as the salaries of all SF employees (excluding the technology team).
- Marketing costs will be allocated accordingly to procure both distribution partners (e.g. Mobile Network Operators, Retailers, ISPs, etc.), and sports fans/users for the OTT platform.
- Legal & accounting costs will cover relevant legal, auditing and accounting related expenses.

ICO/STO ROADMAP



BUSINESS CONSIDER-

CUSTOMER VALUE PROPOSITION



Group Content



Personalized Fan



Reduce Cost of



1 on 1

GROUP CONTENT BIDDING

Fanbases can unlock content for their favourite sports teams and innovative product features through group bidding.

PERSONALISED FAN EXPERIENCE

Fans control their experience by only paying for the content and features they want to watch at any point in time.

REDUCE COST OF VIEWERSHIP

Unbundling of content to single games or smaller digital units supported by a new decentralized micro-sponsorship and micro-advertising model caters towards changed viewing habits.

1 ON 1 ENGAGEMENT

Sports clubs can identify, interact with and reward their most active fans in the Digital Stadium.

CONTENT STRATEGY

SportsFix's content acquisition strategy will be determined by content availability/ attainability and potential market fit, as well as user input and voting outcomes. Replacing intermediary agencies and large media corporations, SportsFix aims to transparently define sports media ownership, bidding systems and distribution rules to drive down the cost for the end user.

Analysing SFT usage across SportsFix' broad ecosystem, as well as on a micro region-by-region/ country basis, SportsFix will utilise this data to determine which content is the most popular and relevant through the outcome of users' voting and bidding patterns, therefore influencing future content offerings.

When used in conjunction with smart contracts, fans collectively can influence content buying transactions without the involvement of intermediaries. By 'disintermediating' the purchase of sports content, fans who buy tokens and vote with them are doing more than just 'paying to view'. They are indirectly impacting what content is available on Sportsfix.

We believe this user-focused bidding model will redefine the way content platforms are able to deeply understand users' content preferences, thus allowing SportsFix to continuously and correctly purchase the most desired sports coverage for its users. Moreover, the consistent development of the SportsFix platform to increase user engagement via additional features will sustain and continuously grow the platform's ecosystem over time.

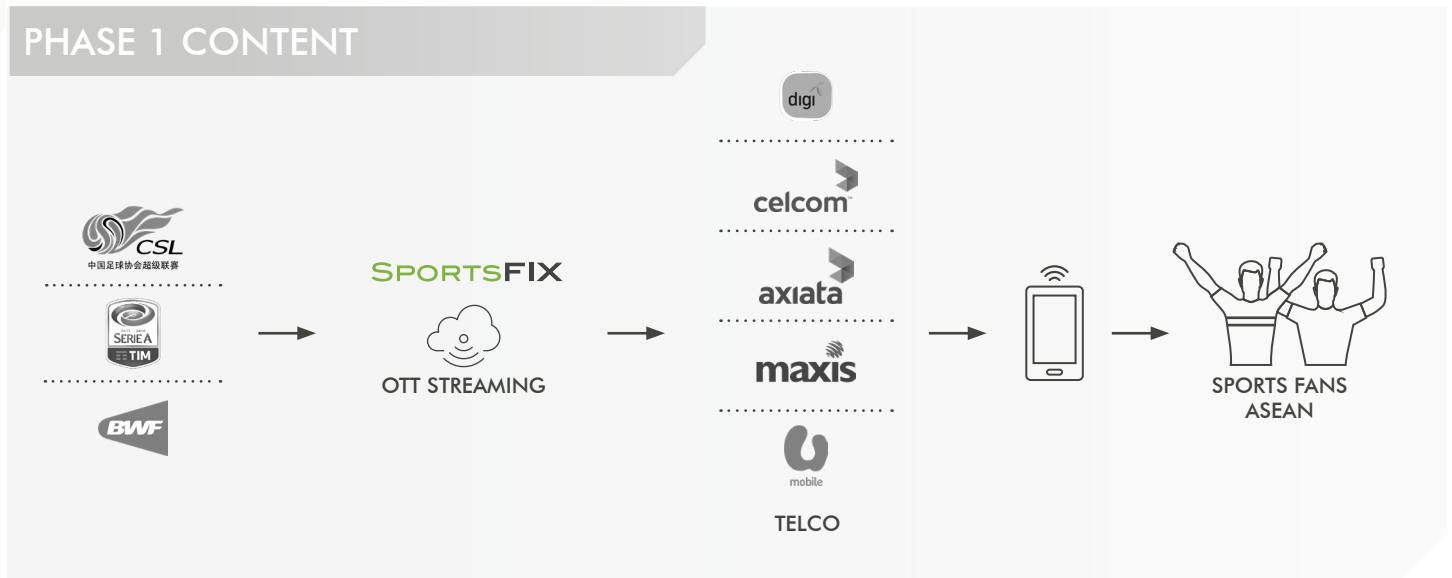
BUSINESS CONSIDER-

PRODUCT ROLL-OUT

PHASE 1 (EXISTING OTT MODEL)

As a platform, SF currently stands as an OTT 1.0 video streaming platform leveraging best-in-class streaming infrastructure from AKAMAI, AWS and other best-in-breed vendors.

PHASE 1 CONTENT



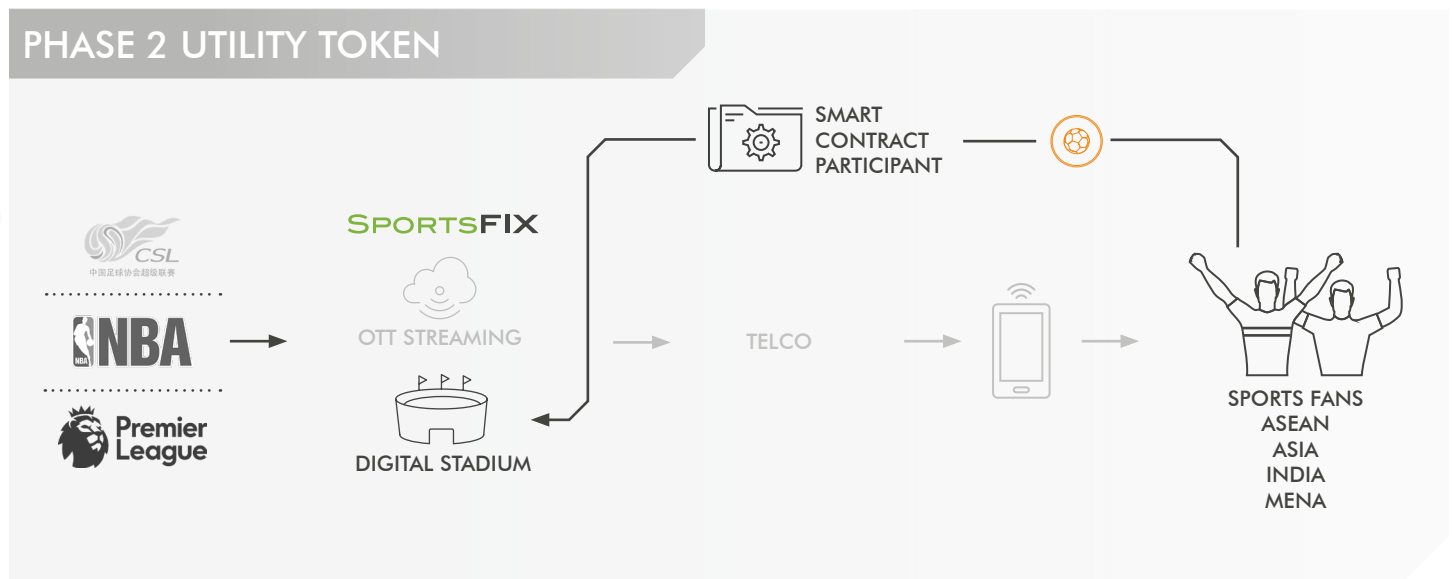
Unique partnerships with major regional telecoms, retailers and other distribution partners allows SportsFix access to hundreds of millions of new users to grow its base. The content strategy is positioned to meet the demands and match the demographics in each market.

BUSINESS CONSIDER-

PHASE 2 (INITIAL COIN OFFERING)

In phase 2, the platform will be extended to an OTT 2.0 decentralized ecosystem composed of two components including the Content Vault and Digital Stadium which will enable sports fans not only to watch content, but to participate in the voting and distribution of popular global sports media rights. This ecosystem will be powered by the SFT, a utility token based on the Ethereum blockchain.

PHASE 2 UTILITY TOKEN



The success of our ICO will determine the value and level of sports content that can potentially be acquired for distribution via the SportsFix platform. The diagram below serves as a guide as to the potential content that could be acquired based upon different investment milestones:



SWOT ANALYSIS

STRENGTH

- Strong relationship with sports content right holders globally
- Strategic content agreements and partnerships with league and sports club
- Strong partnerships with telcos and other operators
- Sachet pricing model

OPPORTUNITY

- Huge market potential in ASEAN (650M population)
- Mass market adoption of cryptocurrencies
- Decentralized/unbiased ownership model



WEAKNESS

- Existing platform limited to niche content
- No premium content (yet)
- Brand awareness

THREAT

- Piracy
- Competition from Traditional Pay TV
- Slow internet speed in emerging markets
- Content lock-up from "big players"

TEAM

KEY PERSONNEL



CARL KIRCHHOFF

**CO-FOUNDER &
CEO**

Carl is Co-founder of SportsFix and EverSport, two leading sports OTT streaming platforms in USA and Asia and intimately familiar with the sports and media industry in all aspects, from content acquisition, distribution, fan-engagement and



MARCUS LUER

**CO-FOUNDER & EXECUTIVE
CHAIRMAN**

Marcus is a serial entrepreneur and founder of TSA, Branded Real Estate, Glory Kickboxing and SportsFix. He was voted into the top 200 SBI (Sports Business International) team comprising industry leaders over the past 18 years and has been featured on CNBC, BBC News, Bloomberg Asia.



GUNESH RAJ

CTO

Gunesh is an avid Blockchain enthusiast; co-founded Travel meta search engine SPRICE, a series of start-ups in Malaysia, Singapore, Germany and Spain on USENET, Set Top Boxes and Video Search Engines. He was the Head of Project Delivery in BAE Systems AI and the CTO of GoQuo before joining SportsFix.tv.



ANDY WARD

VP STRATEGY

Andy is an entrepreneur focused on emerging technologies, intellectual property, and novel business models. He co-founded CrowdCart which Developed and executed IP strategy for disruptive e-commerce transaction platforms. He currently leads the strategic initiatives of SportsFix.



ISAIAH JONES

VP GROWTH

Isaiah has extensive experience in growth marketing, digital strategy and partnerships having worked at Google, Rocket Internet and Vungle previously. He then led strategic partnerships at Applift before doing freelance consulting. He currently leads marketing and growth activities at SportsFix.



GANESH NATHAN

VP OPERATIONS

Ganesh is an entrepreneur with prior experience in assurance, consulting and risk management at PwC, KPMG and AFC respectively. He founded Drinkentrepreneurs Malaysia, Asean's leading networking platform and led business development at PlantOS before consulting with MaGIC's Ventures and Global Partnerships team. He currently leads business

TECHNOLOGY & RESOURCES



RAVI TEJA

BLOCKCHAIN DEVELOPER

Ravi is a software engineer with experience in the banking, marketing and advertising industry. He is skilled in Java, Angular Js, Android, Postgres, MySQL, MongoDB, Unity3D, GWT, SQL. Strong engineering professional with a Bachelor of Technology (B.Tech.) focused in Computer Software Engineering from Sri Sai Aditya Institute Of Science and Technology.



TAHA SHOKOUIHI

BLOCKCHAIN DEVELOPER

Taha is a software developer and IS analyst, developed and managed various IT solutions in diverse domains such as, E-commerce, Recruitment, Accounting, F&B and Blockchain. BiggleApp and HospitalityByMep application are of his portfolio. He has developed ICO platform networks based on Ethereum. He holds a Master's degree in Information Systems.



SADRA SHOKOUIHI

BLOCKCHAIN DEVELOPER

Sadra is a full-stack application developer engaged in various software industries with a great passion in Blockchain and Crypto. Developed Blockchain based platforms using Ethereum and Bitcoin. His other software experiences are within MLM systems, E-commerces and user profiling. He holds a Master's degree in Information Systems.



OMAR SHAH

CLOUD ENGINEER

Shah was a senior engineer with Astro handling operations and system administration. He has extensive experience in AWS (EC2, RDS, Route53, S3), Akamai (DSD, NetStorage & KSD), Git, Puppet, Capistrano, Varnish, Debian-based Linux. Shah now leads the AWS and Streaming technology Architecture in SportsFix.tv.



BANYU PRIETA

COMMUNITY MANAGER

Prior to SportsFix Banyu was a founder at Burgreens, the first organic eatery franchise that has expanded 4 locations in Jakarta. In addition, she was a writer for The Jakarta Post and Indonesia Design. She holds a Masters in Business Administrations.



RODNEY KOH

ICO LEGAL

Rodney is presently a Corporate Partner of Azri, Lee Swee Seng & Co. Formerly, an investment banker structuring RTOs, IPOs and commercial deals, and worked overseas in Africa and other markets, he currently specialises in mergers & acquisitions, joint-ventures, IPOs, due diligence and also renders advice on ICOs and blockchain related matters.

ADVISORS



LON WONG

BLOCKCHAIN EXPERT

Lon Wong is a long-time advocate of blockchain technology. He is the CEO of ProximaX, an advanced extension of the Blockchain and Distributed Ledger Technology (DLT), and served as the first president and a founding member of one of the world's largest open-source blockchain technology project, NEM.io Foundation, Ltd. Business Review & Venturebeat.



RICHARD KASTELEIN

BLOCKCHAIN EXPERT

Founder of industry publication Blockchain News (acquired in 2017), partner at ICO services collective CryptoAssets Design Group, director of education company Blockchain Partners (Oracle Partner) - Richard Kastelein is an award-winning publisher & entrepreneur. He has written over 1500 articles on Blockchain technology at Blockchain News & has also published on ICOs in Harvard



MICHAEL TERPIN

BLOCKCHAIN EXPERT

Michael is Founder of Transform Group, the world leader in blockchain and ICO PR and advisory services (75 ICOs and counting), as well as CoinAgenda, the leading conference series connecting mainstream investors with blockchain and cryptocurrency investments.



SALINA BO

BLOCKCHAIN EXPERT

Salina is currently the Vice President of AA Union Capital, focusing on blockchain app development through the implementation of KYCBench, a security platform to help verify KYC (Know-Your-Customer) data for ICO whitelists and non-blockchain enterprises by using Vguard Protocol in helping automatization of data collection and verification.



PHIL LINES

SPORTS MEDIA RIGHTS EXPERT

Phil is a media rights expert with a compelling list of clients that include media groups, broadcasters, governing bodies and Premier League clubs including FIFA, UEFA, AFC, The Football Association, EFL, Turkish Football Federation, Union of Turkish Superlig Clubs, La Liga, News International, British



MICHAEL PAYNE

SPORTS MARKETING EXPERT

Michael has 35 years at the forefront of the sports marketing industry and was recognised by Ad Age as one of the world's 50 most influential marketers. He has served clients such as Alibaba, NBC Sina, IOC, F1, IAAF and Ryder Cup to name a few.

PARTNERS

TOTAL SPORTS ASIA

Founded 20 years ago in Kuala Lumpur, Malaysia by Group CEO Marcus Luer, the TSA GROUP is Asia's leading global sports marketing agency. With over 50 dedicated sports marketing professionals operating in its offices across the region, TSA represents and has worked with major global sports brands – from Premier League Football Clubs, Formula One teams, and a host of Olympic sports federations (BWF, ITTF, AIBA, IAAF, FINA).

TSA incubated SportsFix and Glory Kickboxing and has helped grow many other well-known global sports franchises from WWE to the US Open Tennis in Asia. Their clients include worldwide broadcasters, Asian multinationals, and global corporations seeking to maximize the power of sports for their own brand benefit.

Offering a full range of services including media rights distribution, TV production, sponsorship, events management, and consulting, Total Sports Asia's mission is to enrich people's lives through sports & entertainment.



SPORTSFIX - AMAZON WEB SERVICES PARTNERSHIP

SportsFix took another leap forward in platform enhancement after being among the few startups in Malaysia selected to join the Amazon Web Services (AWS) Activate programme.

SportsFix, ASEAN's leading mobile-centric over-the-top (OTT) sports streaming platform, was picked by AWS to be part of the Activate programme - Portfolio Plus package, which offer AWS Promotional Credit per year, along with other training and support benefits. With the Activate programme and the collaboration with AWS media services, it allows for sports fans to enjoy a new live-to-VOD experience on the SportsFix website.

SportsFix recently launched the revamped website at www.sportsfix.tv on the AWS cloud platform which now allow fans to watch LIVE streaming of their favourite matches in a seamless environment by allowing the switch from LIVE to VOD in an uninterrupted experience through a 72-hour live stream cache. The AWS Elemental, a product of AWS that is being used by SportsFix, delivers live and on-demand video to any device by allowing the transfer of videos before encoding is completed. This is done through real-time ingest to a cloud-based workflow.

AWS Elemental makes it easier and simplifies the traditional labour-intensive processes. Projects that once took months or years—such as standing up 24x7 live broadcast channels, converting a library of video-on-demand (VOD) assets for distribution, or streaming a high-profile live event—can now be completed in a fraction of the time with the new services. AWS Elemental also protects content using Digital Rights Management (DRM) and AWS Elemental scales automatically in response to load, so viewers will always get a great user experience, which is key for sports fans anywhere. Other features on AWS Elemental used by SportsFix include Lambda, which allow the running of codes without provisioning or managing servers and AWS auto-scaling, monitors your applications and automatically adjusts capacity to maintain steady and predictable performance across multiple services.



SPORTSFIX - TWITTER

SportsFix enjoys a close working relationship with Twitter to live stream the inaugural Boost SportsFix Super Cup and other live game events.

"Footballers and club-related hashtags were among the most discussed sports terms on Twitter in Southeast Asia and globally in 2017, so we know football is a huge driver of conversation on Twitter. This collaboration is a great way to tap into the engaged audience of football fans across the region who are already using Twitter as a primary source of content," said Maurizio Barbieri, Head of Sports Partnerships SEA, Twitter. "By partnering with leading broadcasters like SportsFix, we look forward to bringing the best of live football video and conversations together on Twitter."

Taking place last year during January 13-20 at the National Stadium at Kuala Lumpur Sports City, the Boost SportsFix Super Cup pre-season football tournament saw three of Southeast Asian region's premier clubs- Kelantan FA of Malaysia, Persija Jakarta of Indonesia, and Ratchaburi FC from Thailand battled for the SportsFix Cup.

Twitter's livestream had over 100,000 views of the game in our Digital Stadium. It was a resounding successful partnership and demonstrates SportsFix ability to execute. SportsFix joins other major media companies that engaged in a partnership with Twitter this year including The Walt Disney Co., Fox Sports Asia, Astro Malaysia, Asian Tour, and others.



CORPORATE INFORMA-

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Marcus Otto Luer
Scott William Rudmann
Carl Guido Kirchhoff

Shareholders

Total Sports Asia Limited
IPO Wealth Holdings No. 2 Pty Ltd
Bansea One Pte Ltd
E-Basis Bay Sdn Bhd
8Capital Pte Ltd
Various High Net Worth Individuals

Sportsfix Digital Pte. Ltd. (201821958G)

Registered office: 80, Robinson Road, #02-00,
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Directors

Sim Choong Kiat
Lee Choo Suat
Philip Lines

Shareholder

SF Media Holdings Sdn Bhd

TERMS & CONDITIONS

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “NO REPRESENTATIONS AND WARRANTIES”, “CAUTIONARY NOTE ON FORWARD LOOKING STATEMENTS”, “MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION”, “NO OFFER OF SECURITIES OR REGISTRATION” AND “RISKS AND UNCERTAINTIES” CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The SF Tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

of any of the information set out in this Whitepaper.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by SportsFix Digital Pte Ltd of the SF Tokens (“Issuer”) to purchase any SF Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Issuer will be an affiliate of SF Media Holdings Sdn Bhd (“SF Media”) and will utilise all proceeds of sale of the SF Tokens to fund SF Media’s businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the SF Tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Issuer and you as a purchaser, and in relation to any sale and purchase, of SF Tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (“T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

SportsFix already has an existing and functioning platform as described in the Roadmap and Development section. This white paper makes no binding representations or guarantees about the existing platform.

No Representations and Warranties

SF Media and/or the Issuer does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness

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These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of SF Media and/or the Issuer to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

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- B. the risk that SF Media and/or the Issuer may be unable or execute or implement their respective business strategies and future plans;
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E. changes in the availability and fees billable to SF Media and/or the Issuer in connection with their respective businesses and operations;

F. changes in the availability and salaries of employees who are required by SF Media and/or the Issuer to operate their respective businesses and operations;

G. changes in preferences of customers of SF Media and/or the Issuer;

H. changes in competitive conditions under which SF Media and/or the Issuer operate, and the ability of SF Media and/or the Issuer to compete under such conditions;

I. changes in the future capital needs of SF Media and/or the Issuer and the availability of financing and capital to fund such needs;

J. war or acts of international or domestic terrorism;

K. occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of SF Media and/or the Issuer;

L. other factors beyond the control of SF Media and/or the Issuer; and

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This Whitepaper includes market and industry informa-

tion and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information.

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Consequently, neither SF Media, the Issuer, nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

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No person has been or is authorized to give any information or representation not contained in this Whitepaper in connection with SF Media and/or the Issuer and their respective businesses and operations, the SF Tokens and the Sportsfix ICO (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of SF Media and/or the Issuer. The Sportsfix ICO (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of SF Media and/or the Issuer or in any statement of fact or

information contained in this Whitepaper since the date hereof.

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The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to SF Media and/or the Issuer. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

Terms & Conditions

Any agreement in relation to any sale and purchase of SF Tokens (as referred to in this Whitepaper) is to be governed by only the T&Cs of such agreement and no other document. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

Risks and Uncertainties

Prospective purchasers of SF Tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with SF Media, the Issuer and their respective businesses and operations, the SF Tokens, the Sportsfix ICO, all information set out in this Whitepaper and the T&Cs prior to any purchase of SF Tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of SF Media and/or the Issuer could be materially and adversely affected. In such cases,

you may lose all or part of the value of the SF Tokens.

Other Considerations

To the maximum extent permitted by the applicable laws, regulations and rules, SF Media and/or the Issuer shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you.

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