BOOSTO

Returning Power and Freedom to Creators and Makers

PROJECT WHITE PAPER V3

2018 Mar

In collaboration with Boostinsider Inc.

IMPORTANT: YOU MUST READ THE FOLLOWING DISCLAIMER IN FULL BEFORE CONTINUING

The sale ("Token Sale") of the BOOSTO Token ("Tokens"), the exchange medium for participants on the BOOSTO platform as detailed in this whitepaper ("Whitepaper") is only intended for, made to or directed at, only certain persons. Moreover, this Whitepaper is not a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. This Whitepaper has not been registered with any regulatory authority in any jurisdiction.

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to Boost Labs Pte. Ltd. (Singapore company registration number: 201801417R) (the "Project Company") and BOOST Labs Co. Ltd (BVI Company No.: [1969798]) (the "Token Issuer") that:

(a) you are not located in the People's Republic of China and you are not a citizen or resident (tax or otherwise) of, or domiciled in, the People's Republic of China;

(b) you are not located in the United States of America and you are not a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America, unless you are a U.S. Qualified Person (as defined herein);

(c) you are not located in a jurisdiction where the Token Sale is prohibited, restricted or unauthorized in any form or manner whether in full or in part under its laws, regulatory requirements or rules;

(d) you agree to be bound by the limitations and restrictions described herein; and

(e) you acknowledge that this Whitepaper has been prepared for delivery to you so as to assist you in making a decision as to whether to purchase the Tokens.

YOUR ACCESS TO AND/OR POSSESSION OF THE INFORMATION IN THIS WHITEPAPER OR SUCH PART THEREOF (AS THE CASE MAY BE) IS ALSO SUBJECT TO THE LEGAL DISCLAIMERS AND NOTICES AS SET OUT IN PAGES [46] TO [61] HEREIN. PLEASE READ THEM IN FULL BEFORE CONTINUING.

Table Of Contents

1. Executive Summary

BOOSTO is an influencer driven decentralized app store. It provides a protocol for creating decentralized applications that act like an entire ecosystem and allow developers and companies to easily build DApps that directly interact with individual influencers, influencer networks, social media platforms, and brands with consumers, services, companies and much more.

BOOSTO's platform aims to empower global influencers and developers through unleashing the full potential of influencer led communities, by using blockchain as a foundation of trust and tokens as incentives to build various interactive decentralized applications. The developers can tap into the influencer network and collaborate to provide more interactive functionality with audiences and sponsors. Selected influencers will also be able to issue their personalized tokens, and through this system, the implicit potential of influencers can be measured by the total value of their tokens. Early supporters of influencers growing in popularity will be rewarded, since they can now use their existing tokens to buy more influencer's services, or exchange for more goods and services of other influencers.

BOOSTO token is the main token that will be used as a means of exchange, used on the BOOSTO's Platform, which is built on top of the influencer infrastructure

1.1 The Problem

Content marketing and influencer marketing driven by ads is a broken model - wrong incentives and poor economics have driven content creators to ultimately serve their content for big name advertisers.

Many startups, and even blockchain projects, have set out to disrupt this old model by providing alternative revenue models for content creators. While evaluating the current market, we realized that most companies are working to solve their existing content creator problems. In addition, we realized that, while influencers have a large amount of followers, they do not have the technical capabilities to develop applications which enhance interaction and relationships

with their followers. With an open ecosystem, adding developers to the mix, they can develop smart contracts, integrate and improve both data and payment on blockchain with existing social network data, and more.

1.2 Our solutions

The Project Company partners with Boostinsider, Inc. ("Boostinsider"), which is a San Francisco based company, focusing on B2B solutions with a team of developers who are passionate about creating tools to enable customizable DApps to take innovation to the next level. We understand that by adopting blockchain technology, we can create even better transparency for data and payment. By incorporating tokenization mechanics to decentralized network, we can remove rent-seeking intermediaries and provide direct incentivization to ecosystem players, especially independent developers and early adopters.

The BOOSTO platform enables a decentralized ecosystem for influencer Marketing:

Users: Communities led by influencers

Contributors: Influencers and developers

BOOSTO tools: Data, analytics, payment, development library, Oracles, APIs, etc.

1.3 Background of BOOST Labs

Development of the BOOSTO platform will be carried out by the Project Company, a Singapore based blockchain and big data marketing research company. The Project Company has access to data and influencer networks from Boostinsider, a leading influencer marketing platform with a community of 350,000 content creators and more than 300 brands. Boostinsider's product suite includes: (1) Social Adwords (socialadwords.io), an automated performance based influencer marketing platform that has generated more than 3 million USD revenue in two years.
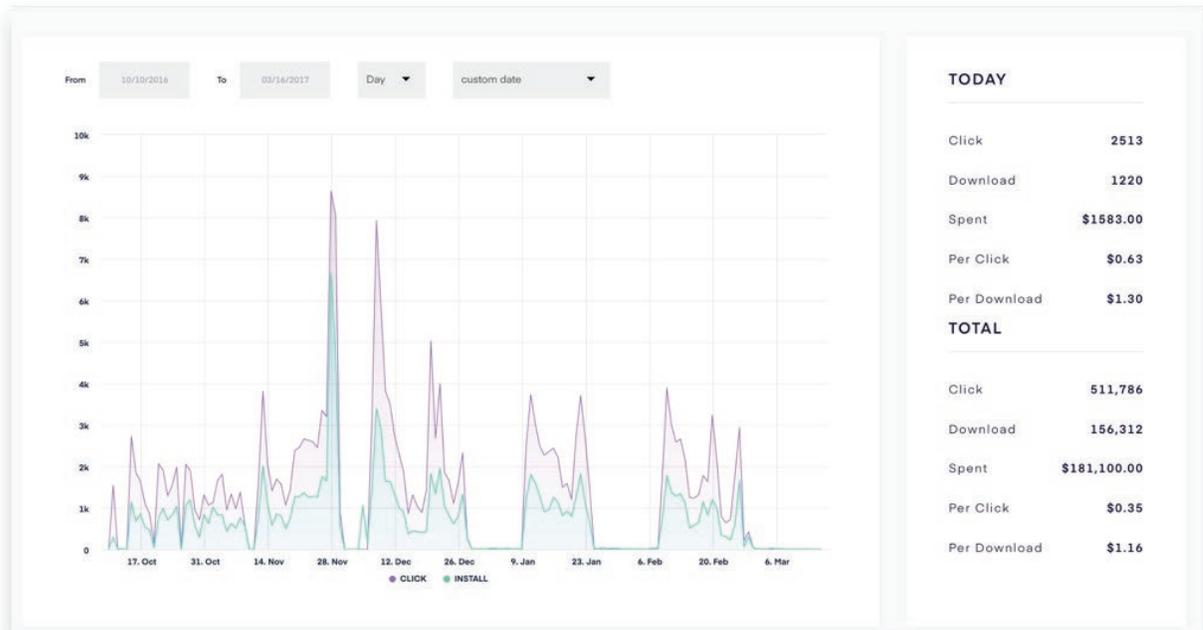
(2) SocialBook (socialbook.io), is an influencer performance analytics engine powered by machine learning technology. SocialBook allows advertisers to retrieve demographic and psychographic data of any influencer on YouTube and Instagram. Meantime, advertisers can search realtime for influencers by their audience data, including country, age, gender, and even price. Since its debut in October of 2017, it has accumulated more than 3000 users with 300 paying customers.
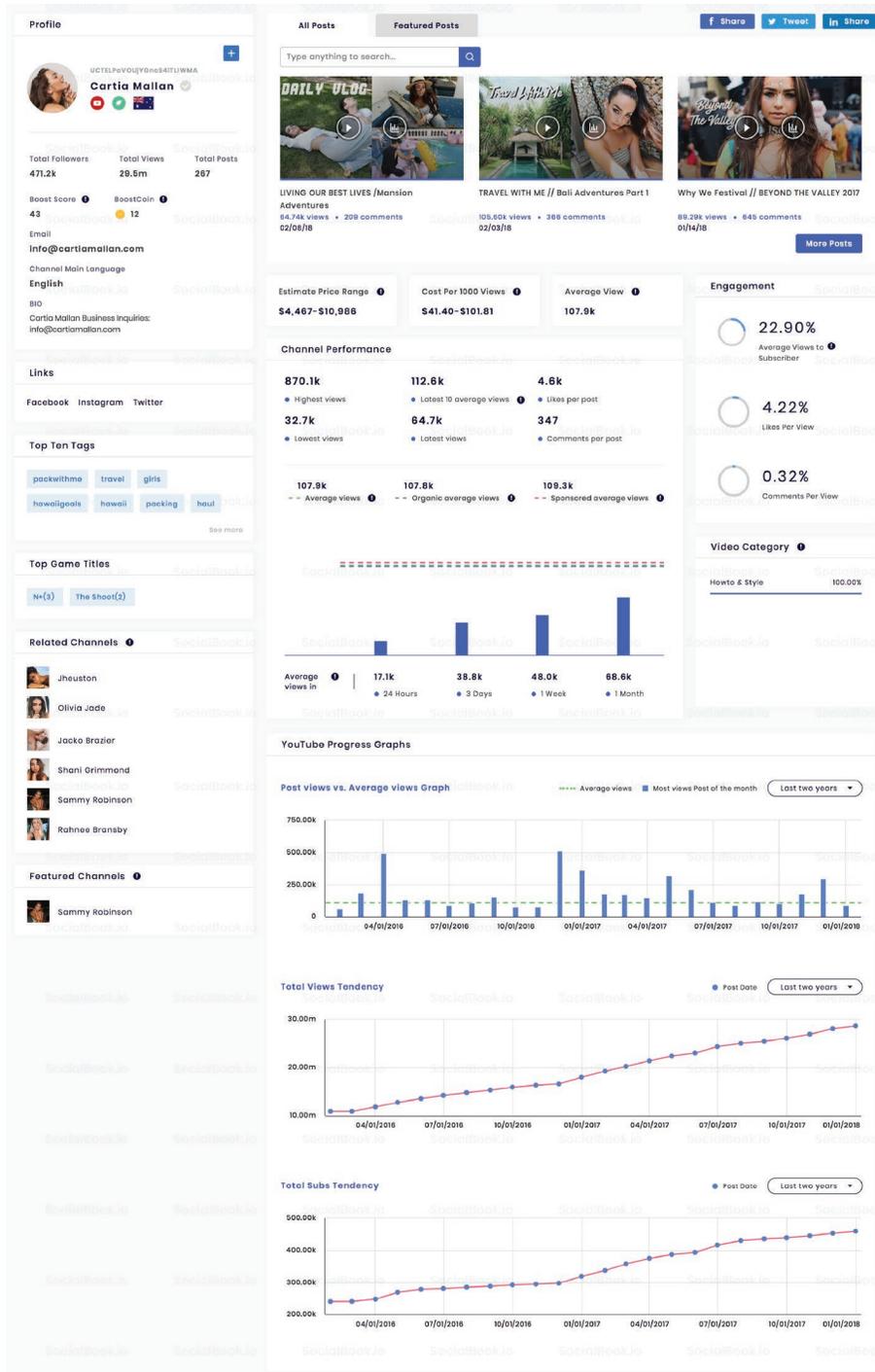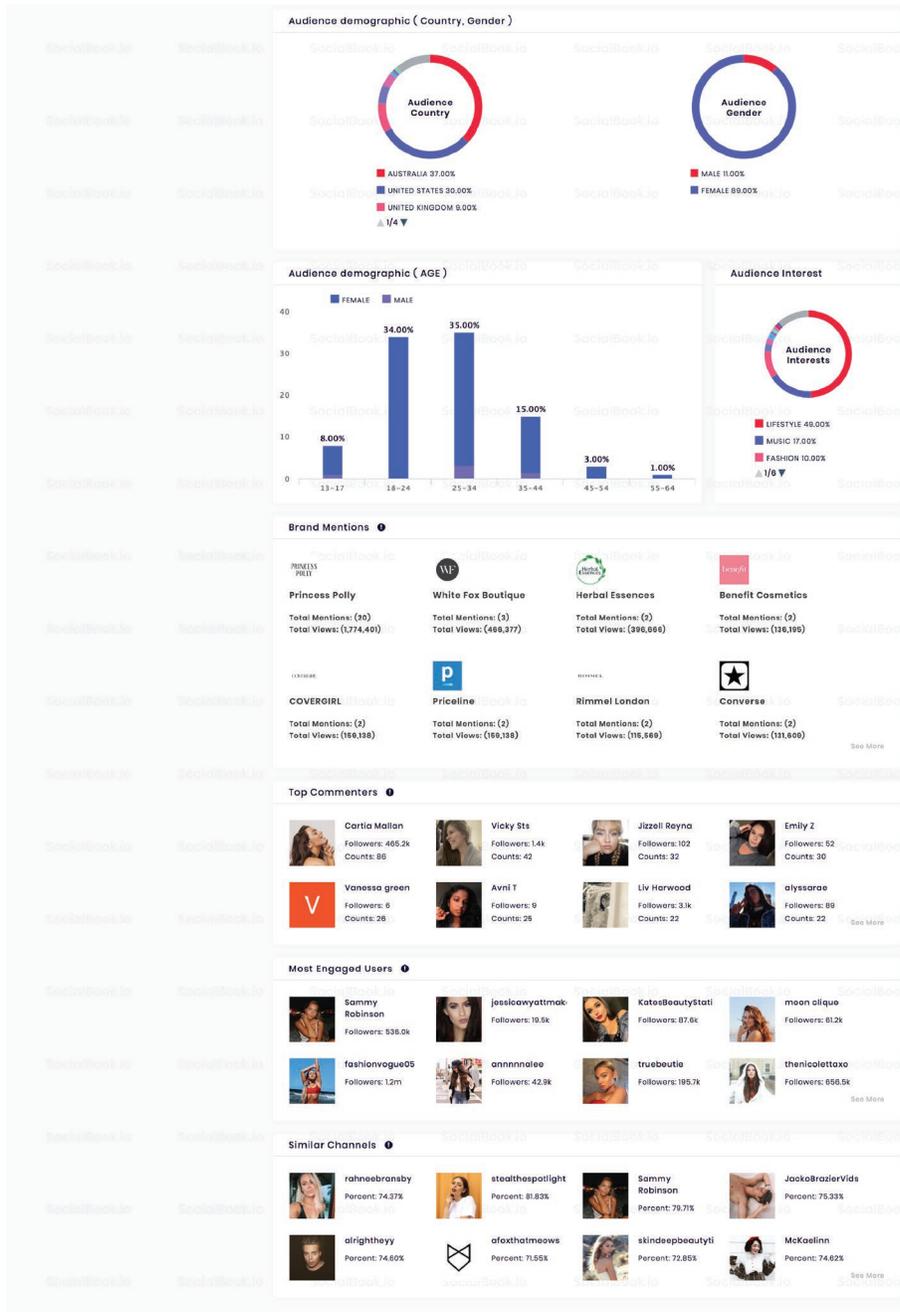
Boostinsider is backed by top investors, such as VenturesLab and Giant Networks, and also operates an education program in China, which teaches Chinese companies how to leverage global social media to engage global audiences.

2. BOOSTO Stakeholders

Platform Participants

- Influencers

- Developers

- Audiences/Fans

- Companies

2.1. Influencers

An influencer is an individual who has significant impact on a specific niche. Influencers are often connected to key roles of media outlets, consumer groups, industry associations or community tribes.

Prominent influencers have many followers viewing their content, yet the way that they are monetizing their reach is through referral links and advertisement. Moreover, the main cut of advertisement is still earned by the platform itself.

Jason Calacanis, a well-known Silicon Valley entrepreneur, was part of YouTube's professional partners program, said that to make 10 videos, he would spend $25,000 to $75,000 in costs before a dime was earned with advertising: But he is not creating content anymore because it's simply not sustainable. "YouTube is an awesome place to build a brand, but it is a horrible place to build a business." – Jason Calacanis

New monetization model

By using the BOOSTO platform, Jason could now utilize DApps with existing users and their data to launch crowdfunding campaigns with transparent processes and payments enabled by smart contracts. The new generation DApps is much quicker to deploy because of the Project Company's tools and user data layer made it easy for developers to customize software for each influencer to optimize user experiences.

Now, influencers, like Jason, can also have more venue of income, through

interacting with their fans, using the DApps created by developers. DApps, on the blockchain, helps to ensure the transparency and trust during the exchange of goods and services. Besides this, with the BOOSTO platform now on the blockchain, payment will be in real-time, rather than a payout on a weekly or monthly basis. The cost savings will also be passed down to all stakeholders, since there will be no more need for intermediaries.

As another example of DApps, selected influencers can also create their personalized tokens known as KOLO tokens ("KOLO Tokens"), which will be expanded upon in this Whitepaper.

2.2. Developers

Developers will gain an opportunity to work with influencers, and at the same time leverage the influencer's network, while helping the influencer strengthen bonds and interactions with target audiences.

Influencers will not have to pay the developer upfront, but instead, based on the application the developer creates, he will receive fees based on transactions via his or her applications. This will give the developer a constant stream of income as long as the application is running. This is where having a smart contract would be helpful.

2.3. Fans/Audiences

Fans can now interact with their influencers, in more variety of ways, besides commenting. Influencers can sell their time to allow fans to participate in a game live, interact, have dinner with him, and buy/auction limited items in the DApp, which are added into the influencer store by the influencer.

2.4. Companies

Merchants that wish to interact with the influencers, check influencer statistics, can buy BOOSTO tokens to access the influencer's audience data. They could also work on sponsorship programs, organize auctions, or even create another DApps, specifically to work with certain influencers.

3. BST tokens & KOLO tokens

BOOSTO tokens will launch as an ERC20 token on Ethereum Blockchain and will be used as the main medium of exchange on the BOOSTO platform. Content creators will no longer need to go through a centralized system that control how they can monetize their brand. All ecosystem tools and applications will need to use the Tokens as the main currency for payments.

For example:

- Brands and advertisers pay influencers in Tokens in order to buy influencers' services.

- Influencers can deploy a third party DApp built upon the BOOSTO platform into their personal marketplace ("Personal Store").

- Influencers can directly purchase Tokens from the BOOSTO influencer trading platform ("BOOSTO Influencer Trading Platform").

- BOOSTO Tokens can be exchangeable for all KOLO tokens on the BOOSTO Influencer Trading Platform.

Only selected influencers can apply to join this exclusive club that allows them to issue their personalized KOLO Tokens. It is an ERC20-compliant utility token, and it is the secondary token on the BOOSTO platform. Once approved by the Project Company, such influencers will be able to launch a unique KOLO Token bearing a unique name. Note that each selected influencer can have his or her

BOOSTO
Influencer Trading Platform

```
                              ┌─────────────┐
        ┌─────────────────────│     BST     │
        │                     └──────┬──────┘
        │         ┌──────────────────┼──────────────────┐
        │         ▼                  ▼                  ▼
        │   ┌──────────┐      ┌──────────┐       ┌──────────┐
        │   │  KOLO-A  │      │  KOLO-B  │  ▪ ▪ ▪ │  KOLO-X  │
        │   └────┬─────┘      └────┬─────┘       └──────────┘
        │        │                 │
   ┌────┴────────┴─────────────────┴──────────────────────────┐
   │                    Ethereum Blockchain                     │
   └────────────────────────────────────────────────────────────┘
```
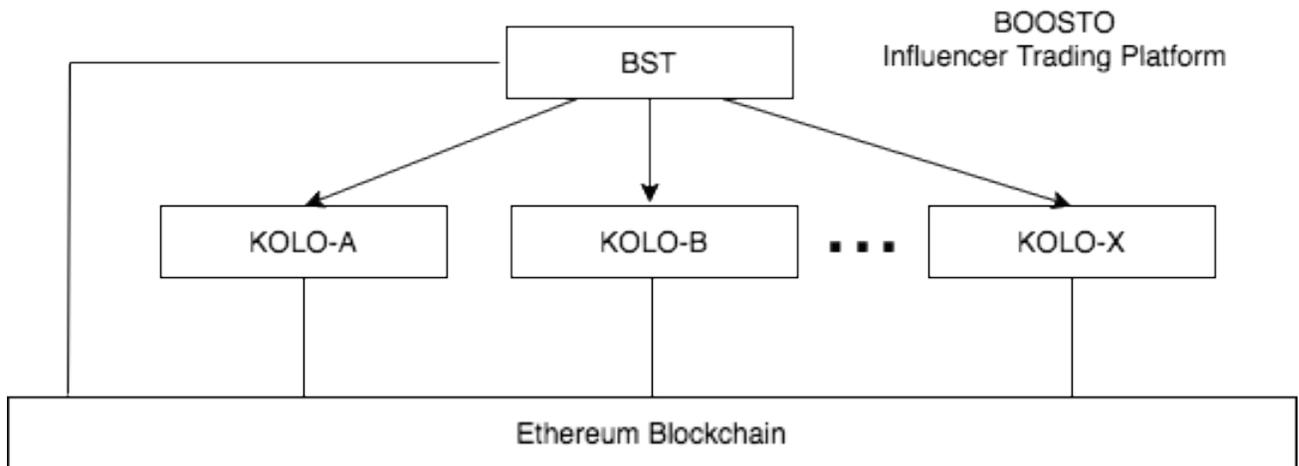
Features of a good cryptocurrency	BTS	KOLO tokens
Usability Who are interested in using the coin (non-investors)?	• BST is the parent currency for all KOLO tokens • BOOSTO Big Data platform will use BST as the primary currency	• Advertisers • Influencer's Personal Stores • Fans/Audiences
Transfers How easily the coins can be exchanged to other coins?	• BST can easily exchange to all other cryptocurrencies	• BOOSTO Influencer Trading Platform will allow users to exchange BST and KOLO tokens
Community The community behind the coin	• Boosto Big Data platform users • Developers • All influencers and their customers/fans	• Influencer's fans/customers

own KOLO Token, such as KOLOA, KOLOB, etc. For example, Coby can have his own COBYO token, while Michelle Phan can have PHANO token. KOLO Tokens will also be initially launched as an ERC20 token. KOLO tokens are allowed to list on BOOSTO's Influencer Trading Platform.trading platform.

The initial price of each KOLO Token will depend on the level of influence each influencer possesses. The total number of each influencer's KOLO Tokens is fixed at one million. The consideration for the initial sales of KOLO Tokens by an influencer will be the tokens only and no other forms of currency will be accept. For example, if influencer A is launching one million KOLOA, he or she plans to

Influencer

1
- Influencer A will use BOOSTO DApp Store to launch his/her own token(KOLO-A).
- 1M KOLO tokens will be created for each influencer.

2
- Purchasers (influencer's fans/audience, customers, brands, etc.) will pay BST to buy KOLO Tokens in a token sale event.
- Influencer can retain some KOLO Tokens to distribute to their fans/audience as bonuses.
- The Project Company receives a small percentage of proceeds raised from the sale of KOLO Tokens as a fee for creating the KOLO Tokens.

KOLO token distribution

5 **BOOSTO DApp Store**
- KOLO-A will be added to BOOSTO DApp Store.
- Influencer can deploy different DApps on blockchain and use them.

4 **Influencer Store**
- Influencer A can sell goods/services in his/her BOOSTO Influencer Store and accept KOLO-A.
- People also can pay fiat currencies to buy KOLO-A token from the store.

3 **Influencer Trading Platform**
- KOLO-A token will be listed on BOOSTO Influencer Trading platform.
- All KOLO tokens are convertible to BST in the trading platform.

collect X amount of BOOSTO Tokens, taking Y percentage of KOLOA. Based on the current BOOSTO Token unit price of $Z, then the initial price of KOLOA will be:

Price of KOLOA = X*Z/(Y*1,000,000)

The process of launching KOLO token is summarized in the following graph:

There are several reasons why we choose to launch personalized KOLO Token for different influencers, instead of adopting the BOOSTO Token across the entire system.

- Each influencer's worth is different. We believe only a unique KOLO token can represent the true value of each influencer.

- KOLO Tokens will be more attractive to influencers, especially popular ones. When we pitch to influencers, helping them launch their own cryptographic token is a huge selling point, instead of requesting that they use the BOOSTO Tokens.

- We value the brand of each influencer, and believe that KOLO token is a more concrete representation of each influencer's brand.

- It also gives influences much more sense of ownership, and influencers will be much more willing to promote KOLO tokens to their audience.

Each KOLO Token can be used exclusively in the influencer's Personal Store. It can be directly purchased in the influencer's Personal Store, or traded through the BOOSTO Influencer Trading Platform. This is how fans of different influencers can circulate across different Personal Stores and can buy/sell different KOLO Tokens.

4. Platform Features

4.1 Influencer's Personal Store

Motivation

The Influencer's Personal Store itself is not a new concept. When Michelle Phan promoted some cosmetic brands, she contributed a substantial amount of revenue to the brands, while she herself only received advertising payments from YouTube. Smart enough, she naturally started her own brand called IPSY: https://www.crunchbase.com/organization/personalized-beauty-discovery and has raised $100MM at the value of $500MM.

In fact, half of the top 10 YouTubers who made the most money from YouTube ads have their own personal stores. Using Logan Paul as an example, https://blog.boostinsider.com/happy-2018-which-youtuber-had-the-best-2017-4e647d9fd43b, his merch store: https://shoploganpaul.com/ has around 7.2 million monthly visits and more than 90% of the traffic comes from his YouTube channel.
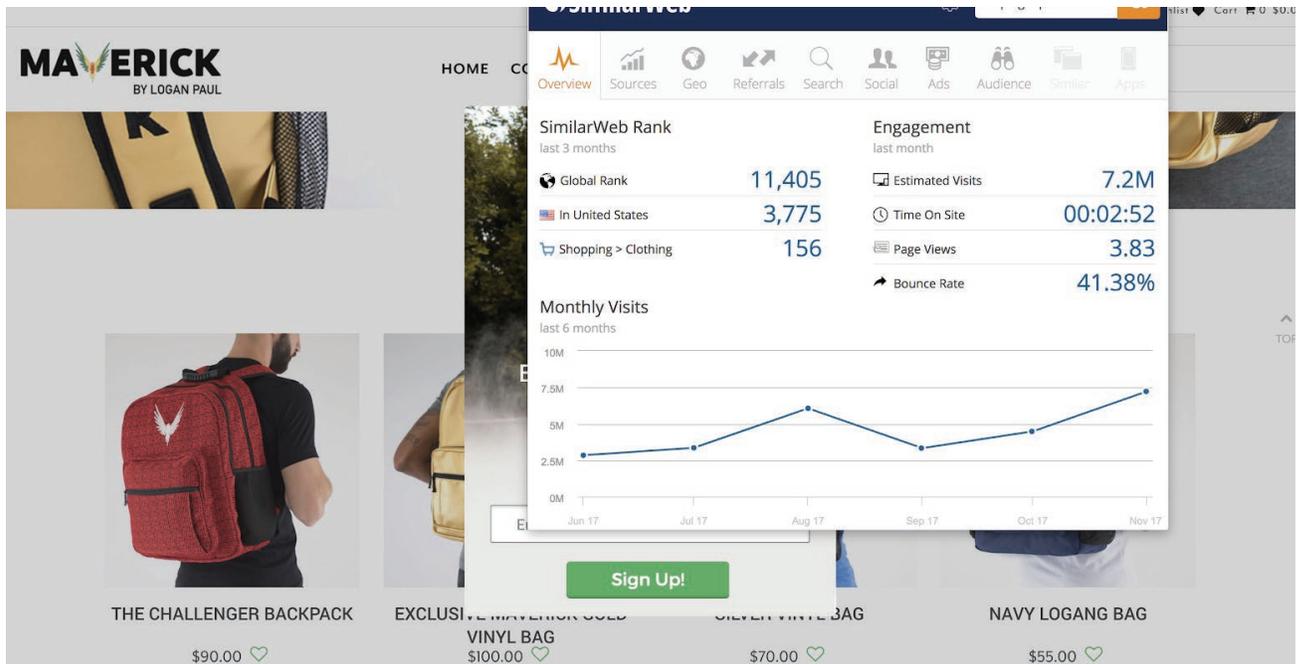
We performed an internal survey with our content creators. The answer is almost universal: Yes, every content creator would love to own a store. The reason why only so few influencers have their stores is lack of resources: Identifying the correct products, logistics, design, and technology. With the BOOSTO platform, these obstacles will be wiped away.

What is an influencer's personal store

When we talk about influencer's personal stores, we are not referring to traditional affiliate stores with existing products that can be found everywhere. An "Influencer Personal Store" on BOOSTO platform is an influencer's fan club connecting influencers, advertisers, and audiences. The products and services sold in an influencer personal store are derived from the brand of this influencer.

Within an influencer's personal store, an influencer can now:

- utilize data provided by a Boostinsider platform and pick items recommended by Boostinsider, add his or her own design, then directly sell to his or her audience.

- partner with brands, designers, and fans to create customized virtual items, such as an influencer's exclusive hero skin in a game, or emoji in an app.

engage with their audience by offering exclusive rights to them. For example, they can offer offline dinner time, one hour of one-on-one coaching time, etc., through auction or selling of service.
[See: How DApps work, 10.1; Auctions Platform]

Advertisers can now:

· directly purchase performance based influencer services, such as sponsored posts and shoutouts from his/her personal store. [See: How DApps work 10.2; Performance-Based Advertisement Smart Contract]

· consult or communicate with influencers directly with incentivized messaging.

· view the demographics and psychographic data of influencers to find brand target audiences.

Fans can now:

· purchase different items from influencers [See: How DApps work 10.3; Purchase of limited edition products]

· interact with their idols in a much more diverse and engaging way. [See: How DApps work 10.4; Giveaway Programs]

There are various types of items that can be sold in an influencer's Personal Store. In a later section we will present some of them in more detail. However, from a high level, there are two types of transactions: a) on-chain transactions and b) off-chain transactions. [See: How DApps work 10.5; Transactions]

4.2. Influencer Trading Platform

When KOLO tokens emerge, a trading platform naturally comes into play.

For example, if a fan who owns a certain amount of KOLOA notices a dinner appointment from influencer personal store B, which costs X KOLOB, he can go to the BOOSTO Influencer Trading Platform, trade KOLOA for KOLOB, and then go to B's influencer Personal Store to purchase corresponding items.

Since there is circulation of KOLOA and KOLOB, the price of KOLOA and KOLOB will also fluctuate on the BOOSTO Influencer Trading Platform. When influencer A gains popularity, more people will be willing to purchase KOLOA, expecting to benefit from the potential gain of KOLOA's value increase in the trading market.

There are several reasons for using BOOSTO's Internal Exchange:

- Influencers in general are not blockchain experts.

- It is also hard to list a new coin in public exchanges.

- Our trading platform is dedicated for influencers and their audience. It will be a good place for influencers and fans to compete against each other.

An influencer trading platform also serves as the second marketplace for virtual tokens/privileges purchased through influencer personal stores. For example, a user obtained one hour gameplay with Pewdiepie from Pewdiepie's personal store, he/she can choose to resell it in the trading platform.
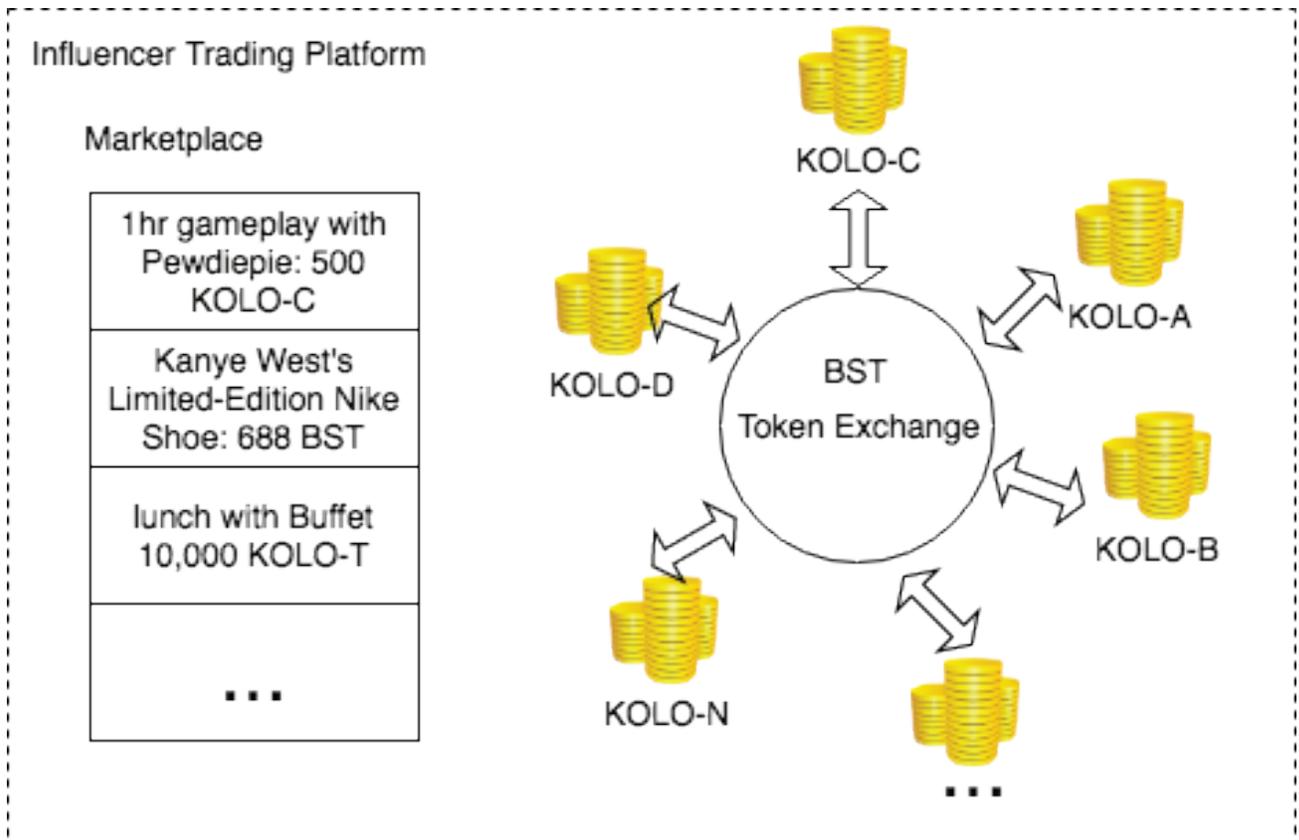
5. Development framework & DApp Store

Open source libraries/tools
will help developers to develop/test DApps.

BOOSTO open source
Libraries/Tools & APIs

Ethereum
Blockchain

Smart Contracts can allow Boostinsider
to call some functions as a trusted source.

Smart contracts can use BOOSTO Oracle
Service to get data from Big Data platform
and social networks.

Boostinsider Big
Data Platform

BST Token

Boostinsider as
a trusted source

All KOLO Tokens

BOOSTO Oracle Service

Social Networks

BOOSTO DApp Store will connect developers and influencers.
Developers can develop DApps and let influencers
and social media users deploy and use them.

BOOSTO DApp Store

BOOSTO will provide a suite of tools, such as SDKs, Oracle Service, and Store to help developers easily onboard our platform.

For example for the above campaign DApp, the process will be like this:

1. Developer login to web application or use API to create profile for DApp.

2. Boostinsider will assign an address to the DApp. The developer needs to use this address in smart contract function to allow Boostinsider to call functions.

3. The developer deploys DApp on blockchain.

4. In DApp's profile on our service, developer can configure settings (WHEN and HOW to call the smart contract function).

   In above case:

   WHEN = number of followers > 500k

   HOW = name, parameters of the function & address of DApp

5. Social media users will use our service to register their YouTube accounts using Youtube

API and communicate with the DApp.

6. Boostinsider will get private data from the profile using the API and call the smart contract function.

Developers also can use our APIs to integrate the service with their own tools. For example a DApp can have its own wallet and use our APIs to implement the above solutions.
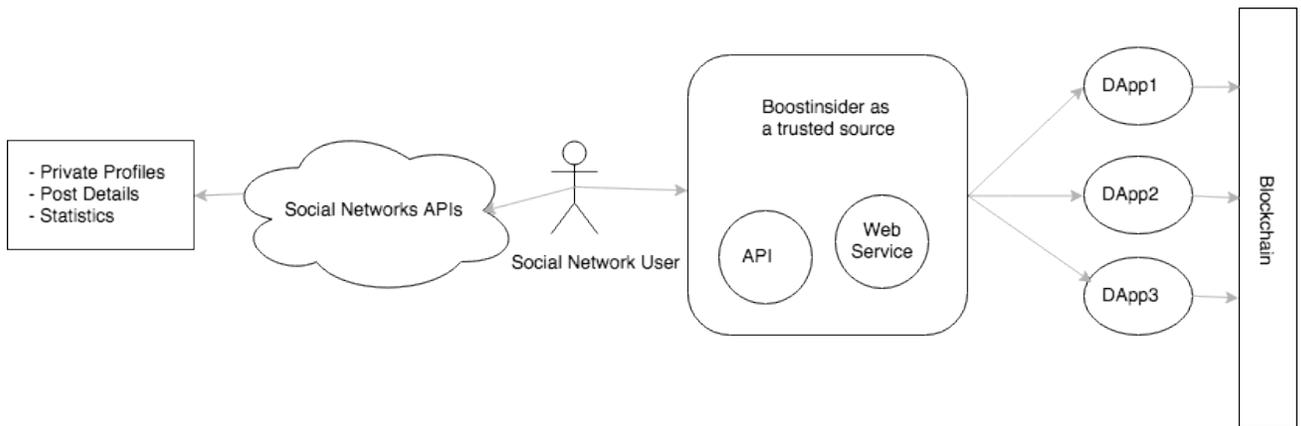

5.1 DApp Store

Influencers have a community and great opportunities to use the benefits of DApps and blockchain technology. But, the problem is that developing and even deploying or using DApps are not easy for end users and most influencers can't perform the necessary tasks.

The goal of the BOOSTO DApp Store is to fill the gap between developers and influencers. Developers can use BOOSTO SDK to develop various DApps and add them to the personal store. Also Influencers can customize and deploy DApps on blockchain and use them. Developers also can use the DApp Store, to invite influencers to join their DApps and gain some funds.

There are examples for use cases for the DApp Store such as Lottery Game DApp, Coin Award DApp, Influencer Marketing for DApps/Token sale, can be found in: [Process Flow 10.6; DApp examples]

6. Product Prototype

Despite the complication of the backend logic behind the BOOSTO system, the user interface has to be straightforward and user friendly since it targets social media users and their audiences. As we discussed above, each influencer can choose different DApps from the DApp store, and deploy into their own personal stores as shown in the graph below.

6.1. Influencer Personal Store

We will list some of the store examples of different influencers below.

6.1.1 Instagram Makeup Artist

An instagrammer makeup artist can have a developer develop a DApp digitizing her makeup art pieces, and allow her fans to bid on them. So her influencer Personal Store could look like this:
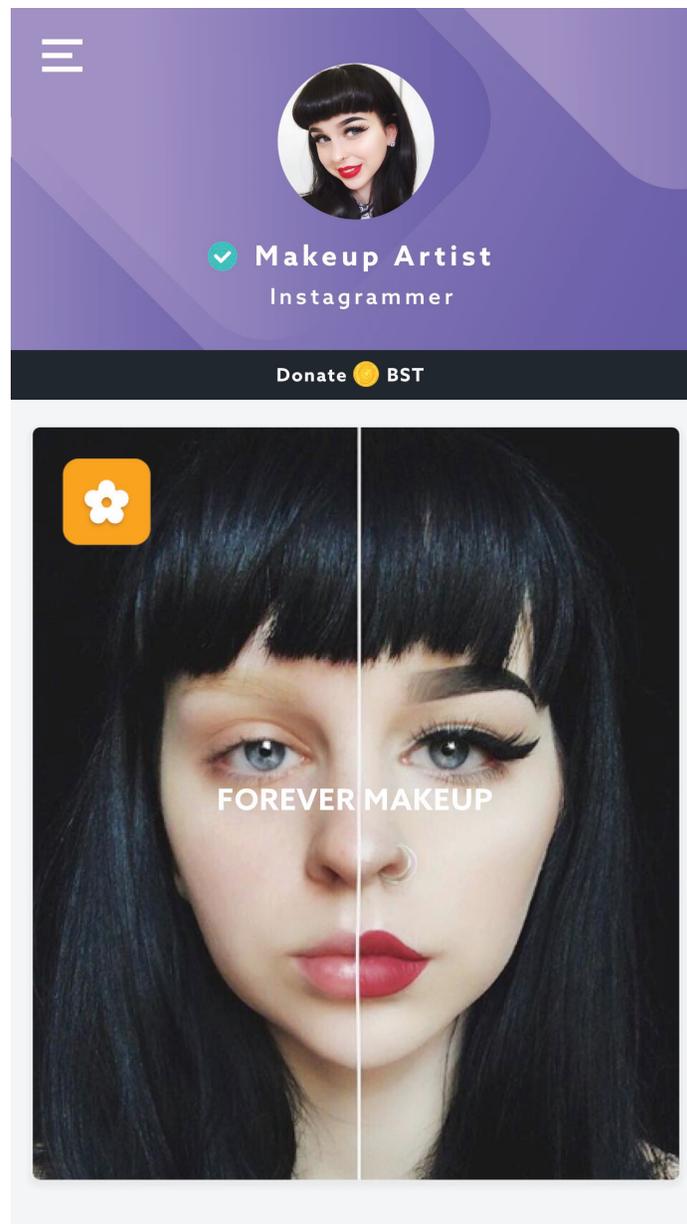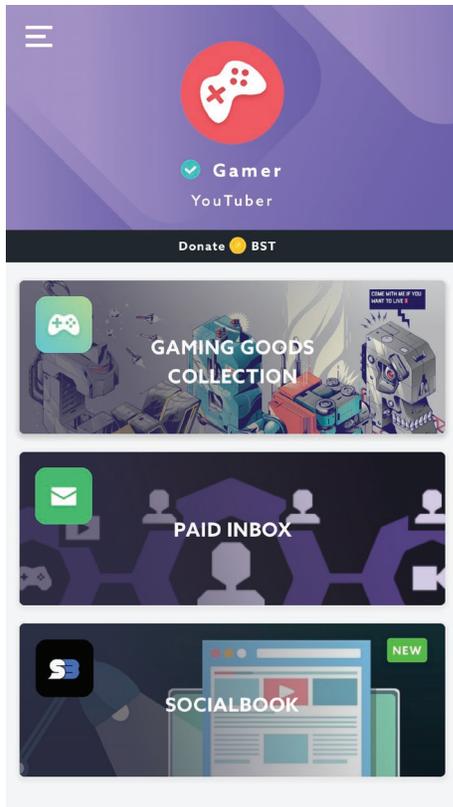
6.1.2 Gaming Influencer

A YouTube gaming influencer can deploy the following DApps into this store:

- Gaming Goods Collection

- Paid Inbox

- SocialBook
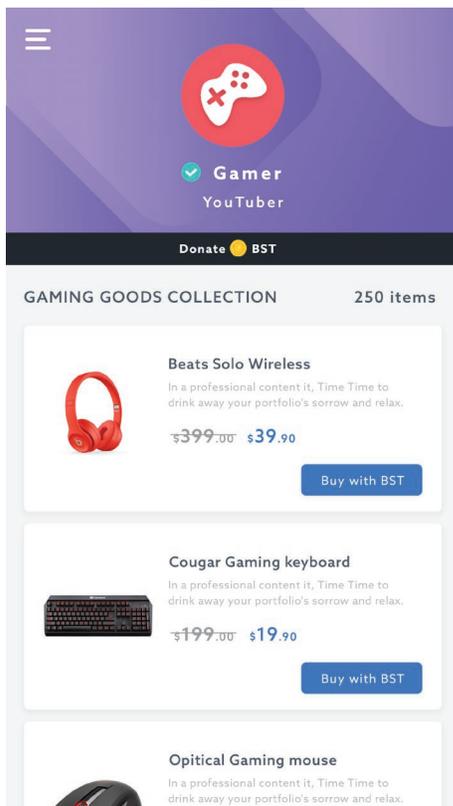
The Gaming Goods Collection can just be another DApp focusing on selling this Youtuber's exclusive commodities. Fans can directly purchase using fiat currency. However, if they choose to pay using KOLO Tokens, they stand to enjoy a substantial discount. The purpose of this discount is to stimulate the circulation of KOLO Tokens.
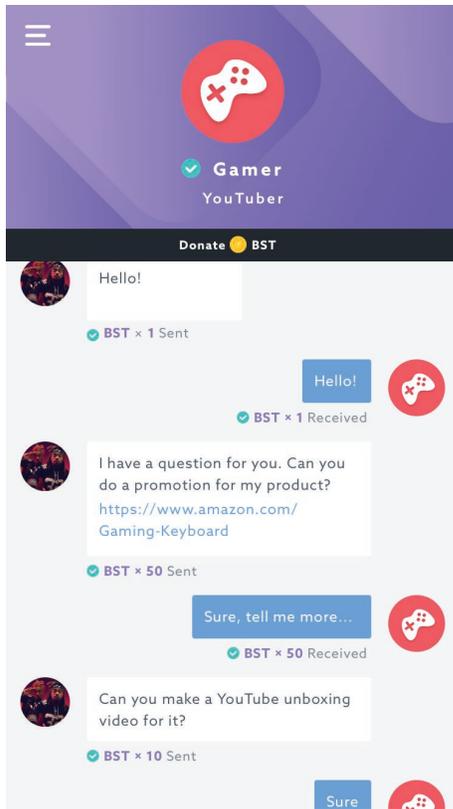
Paid Inbox will be one of the DApps that are developed by Boostinsider using the BOOSTO platform's protocol. Through this DApp, advertisers, fans, and anyone who are using the DApp can communicate with the influencer directly. They can tip the influencer with KOLO Tokens to increase the chance of receiving replies. They can also directly make offers to influencers.
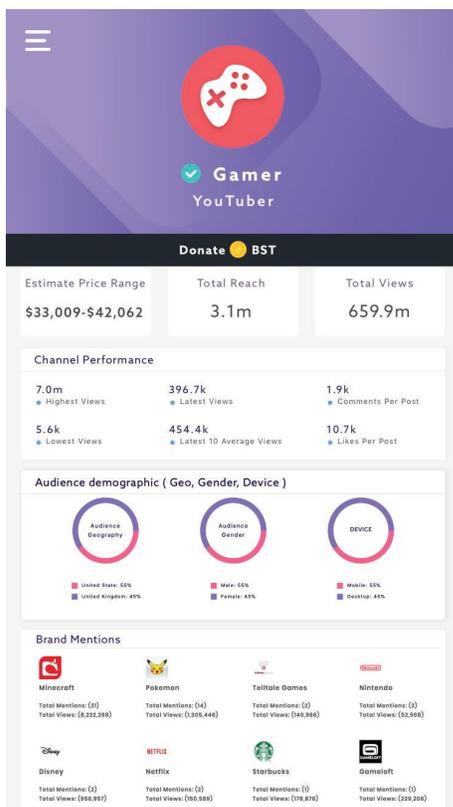
SocialBook will also be another DApp that is converted from Boostinsider's existing product: SocialBook.io. It allows people to view the exclusive insight data about this influencer's audience: country distribution, age, gender, and interests. Marketer and brands can use KOLO Tokens to gain access to this profile.
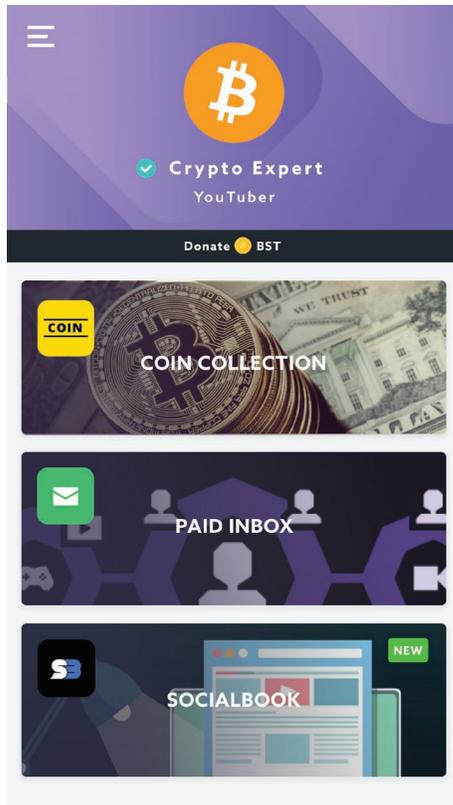
6.1.3 Crypto Influencer

A crypto influencer's store can have the following DApps in his/her store:

- Coin Collection

- Paid Inbox

- SocialBook
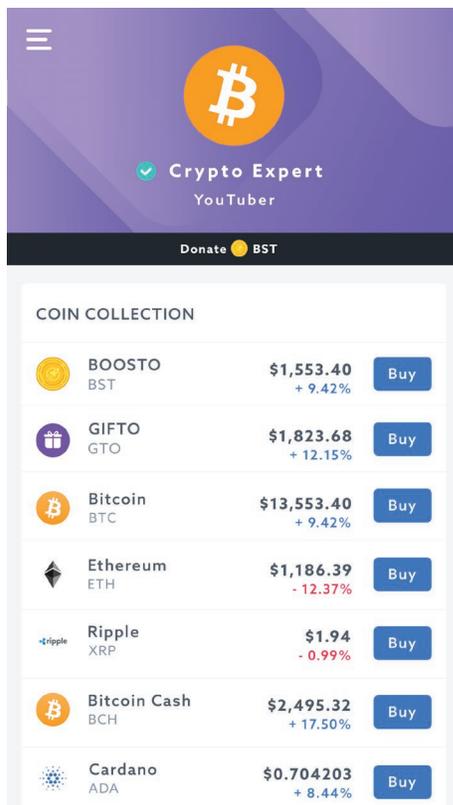
Coin Collection can be an exchange affiliate, where influencers can show his or her token portfolio so that their fans can research what tokens they have purchased, and can even directly purchase the same token from within an influencer's portfolio. Influencers can also receive a commission from the token transactions initiated from their portfolio. This is only an example of a DApp that can exist in the Personal Store, which the influencer can add from the DApp store as a functionality. Do take note that this section is a DApp and it is not representative of what the Boosto Tokens or KOLO Tokens are used for.

6.1.4 Other deployable DApps

When we build a blockchain based influencer Personal Store for influencers, blockchain developers also play an important role in this ecosystem. For example, if an influencer would like to run a Giveaway program in his/her Personal Store to reward his or her audience, he/she can deploy this application from our secure DApp Store.

Blockchain developers can use Boostinsider Big Data platform (via REST APIs or our SDKs) and also blockchain platform (BST coin and Ethereum smart contracts) to develop various applications. We also will provide a secure market and try to connect developers, Influencers, and brands together
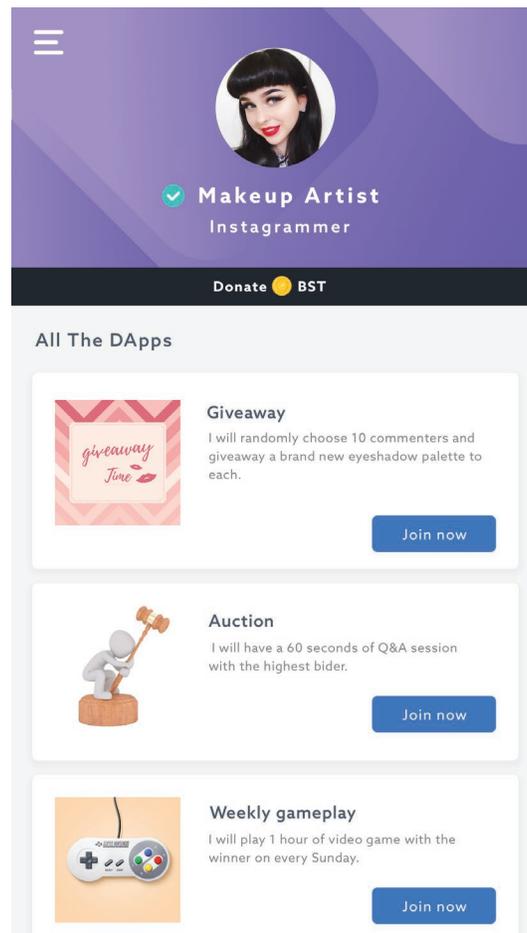
6.2. Influencer Trading Platform

BOOSTO Influencer Trading Platform(ITP) is an integral part of the BOOSTO platform. ITP services as a trading hub for different influencer tokens and also amplifies the value of a KOLO token.
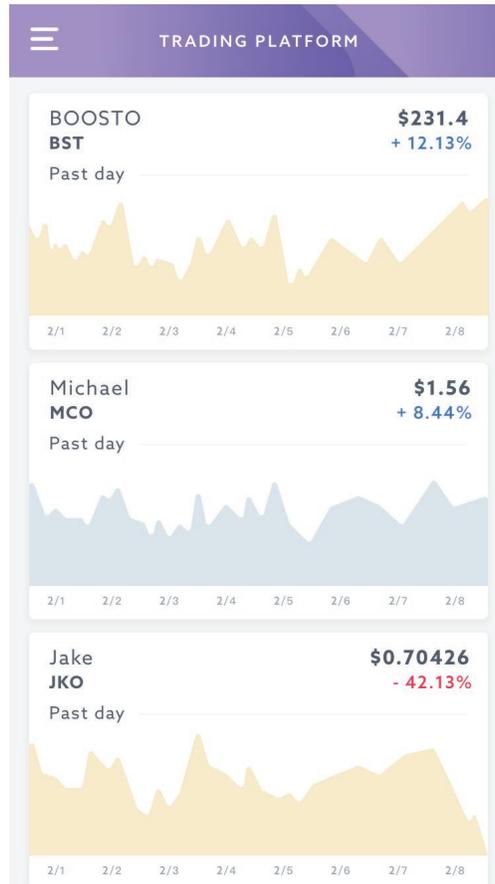
6.3. The Influencer Personal Store Management Portal

There are multiple roles in the influencer personal store and each different role has its own entry.

For product makers, they can

- upload their own design

- check whether designs are chosen by influencers

- track sales records

- receive fees for products that they created

For influencers, they can

- view sales records

- track service orders to ensure whether they want to take the offer

- access the fan club ranks (leaderboard)

- manage the personal store

- communicate with fans

- receive payments for products and services sold through their Personal Stores
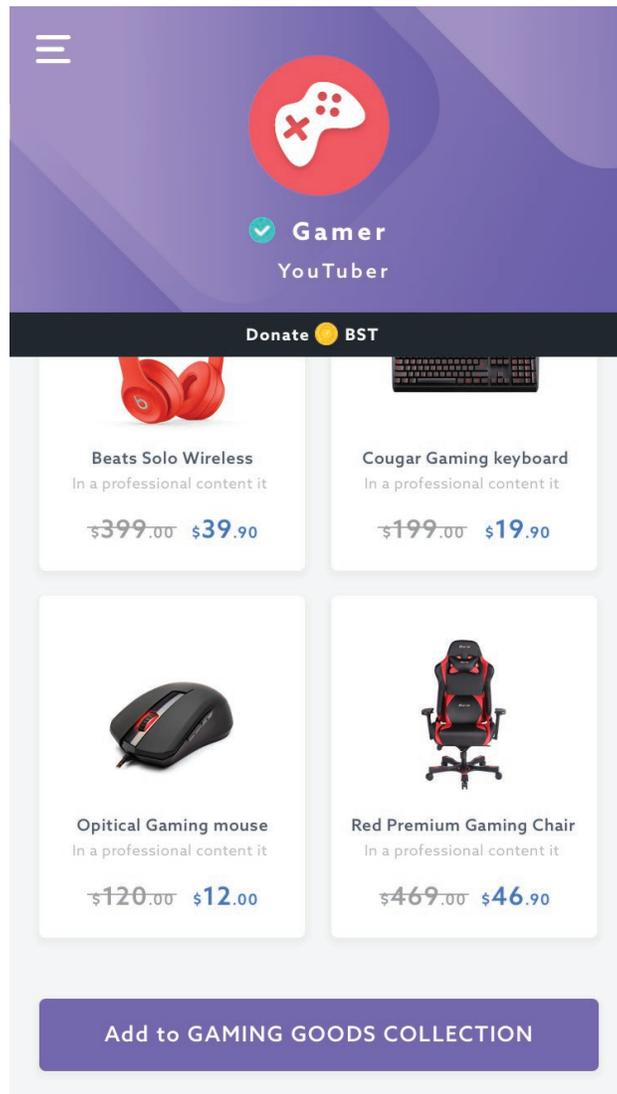
For fans, they can

- purchase influencer items and check order status

- communicate with the influencer and the community

- access the fan club ranking (leaderboard)

We will also build a gamification mechanism to group fans holding different amount of KOLO Tokens into different levels. Each level has exclusive access to different sections and collections of the influencer store. In this way fans are encouraged to obtain more KOLO Tokens to gain more privileges.

We plan to implement the management backend in app format with a user friendly interface, so that all parties can easily perform operations on the go.

6.4. BOOSTO wallet

The BOOSTO wallet ("BOOSTO Wallet") will be integrated directly into the influencer Personal Store that will handle all Token-related transaction activities, such as creating the user's wallet on the Ethereum blockchain, and performing transferring, buying, and redemption functions, both internally on our network and externally on the blockchain. With the BOOSTO Wallet, any user can easily manage, transfer, or purchase Tokens and KOLO Tokens via Boostinsider, or any other influencer Personal Stores.

It also provides a customized interface for communicating with smart contracts and on-chain apps that use BOOSTO Tokens and KOLO Tokens.

7. Team & Advisors

7.1 Core team members

Heidi Yu, CEO, a serial entrepreneur, influencer marketing evangelist and AI enthusiast. An MBA graduate from Seattle University, she successfully founded Boostinsider at the end of 2014. As one of the few women leaders in blockchain adaptation, Heidi founded BOOSTO, an influencer driven decentralized app store that returns power to creators and makers. Heidi speaks to audiences around the world about the adaptation and the benefits of the blockchain.

Chen Wang, CTO, blockchain developer, big data veteran. Former WalmartLabs principal engineer and served in microsoft cloud computing for six years. Computer Science master degrees from University of North Carolina at Chapel Hill and Shanghai Jiaotong University with 12 years of working experience.

Rock Zhang, Head of product, graduate from Stanford GSB. Former 360 Anchorfree senior product manager and Apus oversea BD director with 12 years of working experience.

Adam Charles, Campaign Manager, former country manager for Adways USA. He is an expert in community building with over 23 years of experience, having first begun creating online fan communities dating back to 1995. Over the course of his career he has worked with over 500 influencers to directly help build the communities for over 2000 core mobile games; including such famed franchises as Final Fantasy, Digimon, and Marvel Comics.

Reza Bakhshandeh, Token Design Architect/Blockchain developer and AI/big data expert. Software Engineering bachelor's and AI master's degrees from Shiraz University, Inventor of patent US9489401B1 with 14 years of working experience.

Team member

Mahdi Heydari, Senior Algorithm Engineer/BlockChain developer. Computer Science graduated from Shiraz University with 12 years of working experience.

Yi Hong,Data Scientist, Computer Science PhD from UCLA, Bachelor from Shanghai Jiaotong University. Former Data Science Tech Lead at AppDynamics(Acquired by Cisco) and staff machine learning engineer from Walmartlabs with five years of working experience.

Shunran Jia, Senior Software Engineer/Blockchain Developer. Computer Science bachelor degree from Hunan University with 5 years of working experience.

Wen Nie, Frontend Developer. Bachelor degree from Sichuan University with 3 years of working experience.

Jinchun Xia, Full Stack Developer Bachelor degree from Dongruan University with 3 years of working experience.

7.2 Advisors/Early Investors

Paul Veradittakit, Partner at Pantera Capital and focuses on the firm's venture capital and hedge fund investments. Pantera Capital is the earliest and largest institutional investor in digital currencies and blockchain technologies, managing over $1B.

Andy Tian, CEO of Asia Innovations Group. Successful serial entrepreneur (AIG, his fourth startup). Previously general manager of Zynga China and while at Google, introduced Android to China. MIT BS & MA degrees in computer science.

Danny Yang, CEO of Blockseer. One of the earliest pioneer in blockchain technology. Artificial intelligence veteran. AML expert. Inventor. Serial entrepreneur: like.com, Maicoin, ScoreData, and Seravia. Harvard BS and Stanford

Ph.D. degrees.

Mark Mai, a serial entrepreneur and a pioneer in China's venture investment field. He started his venture capital career back in the mid 90's and co-founded Shanghai Pudong Ventures, one of China's first venture capital firms. He was also the venture partner of DFJ Dragon fund in Silicon Valley in the early 2000s.

Addison Huegel, a communications and marketing specialist with a degree in Physics from UC Berkeley. He previously worked with the Ethereum Foundation and DEVCON1.

Melody He, founder of Spartan Group, a blockchain advisory and investment fund. She was an early investor in TenX and strategic advisor to Gifto and Appcoins.

8. Allocation of resources

Auditing and Legal affairs   20%

Product development.   40%

Fund

Marketing   20%

Operations   20%

9. Project milestone

OCTOBER 2017

Launch of SocialBook.io - The world's
most advanced influencer search engine.

Q1 2018

Product design and concept validation.

Q2 2018
Launch of SocialBook DApp built on
BOOSTO protocol, and participation of
10 seleted influencers.

Q3 2018

BOOSTO protocol beta launch,
allowing 3rd party DApps.

Q4 2018

BOOSTO platform official launch,
open to 350k influencers.

2019

Product iteration and expansion.

10. How DApps work on BOOSTO Platform

This section details each process flow for the different examples of DApps

10.1 Auctions Platform (Goods and Services)

Rare auctionable items, e.g. one hour of gameplay with Pewdiepie
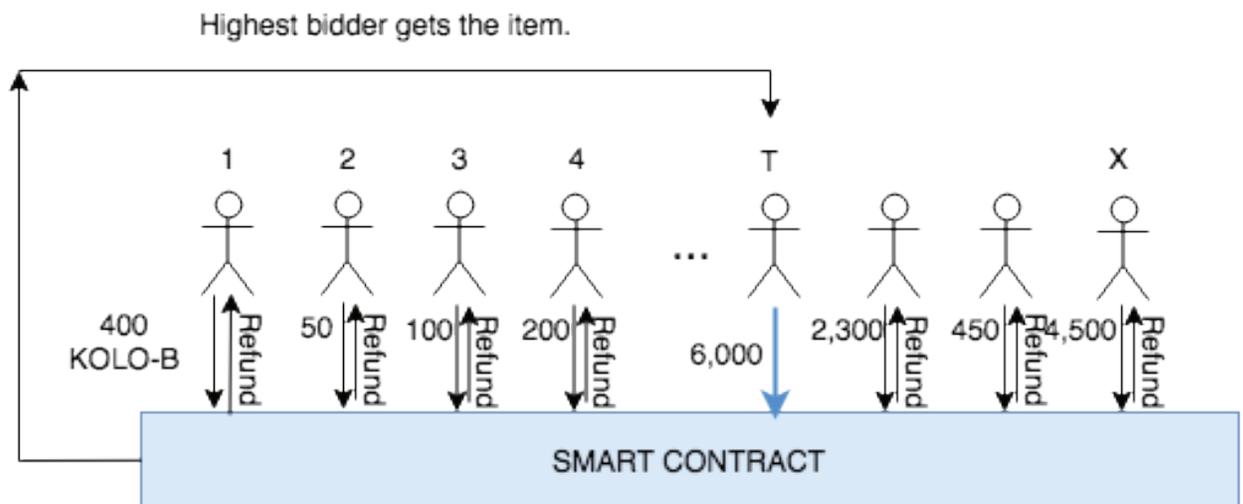
Notes

- Each user can bid on the item with a different amount of tokens.

- When auction ends, the highest bidder Tom (T in the graph) will receive this
  item.

- All other bidders are refunded.

- Winner can choose to materialize the item, or sell it again on Influencer
  Trading platform.

10.2 Performance-Based Advertisement Smart Contract

Brands buy one sponsored video from influencer B with 1,000 KOLOB. Once the video reaches 10,000 views at the end of seven days, payment will be made. If the number of views is less than 100, no payment will be made. Otherwise, proportional payment will be made based on number of views.
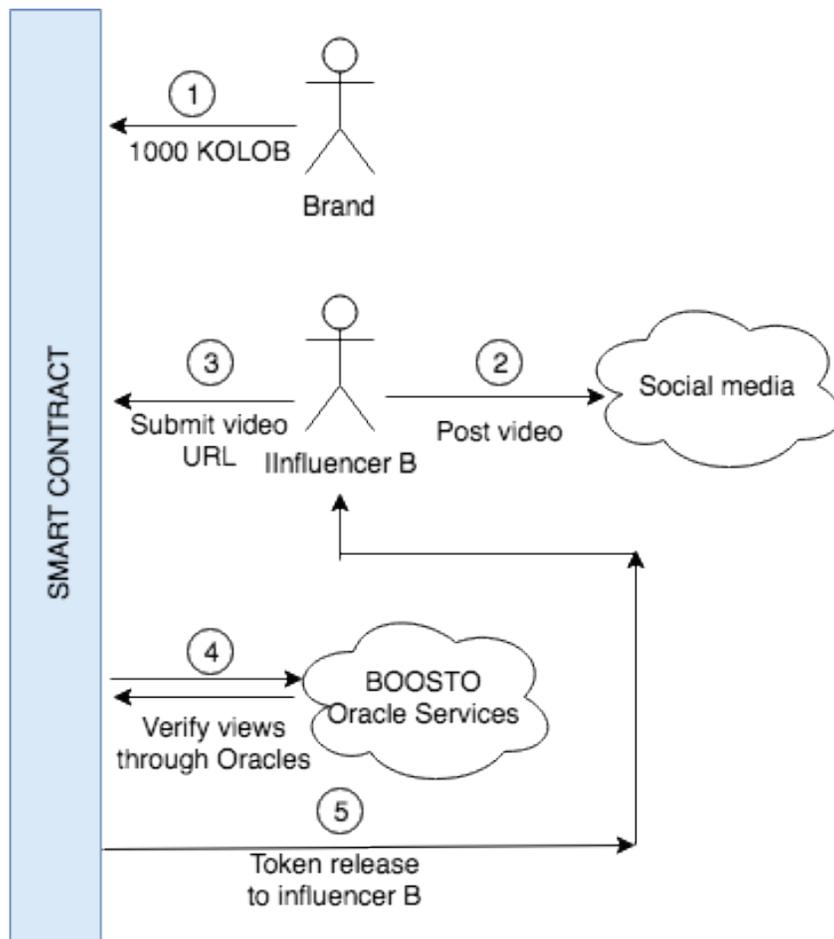
Notes:

- Brand transfers 1,000 KOLOB. Tokens held in escrow status on smart contract.

- Influencer B then starts producing video. Once video is approved by the brand, influencer B posts this video on his/her channel (e.g. YouTube)

- Influencer B submits the video URL to smart contract.

- Once seven days has passed, smart contract will communicate with BOOSTO oracle services (will be explained later) to validate the number of views for this post.

- Depending on the number of views, tokens will then be released to influencer B's wallet automatically (or be refunded to brand if the result is not satisfied).

There are unlimited ways for influencers to interact with brands and audiences within their influencer personal stores. In fact, an influencer's personal store is an open platform that allows influencers to deploy different DApps into their stores. All the above user cases are just samples of DApps: some can be developed by BOOST Labs, many others will be contributed by developers around the world. BOOSTO as a platform will provide a development framework for developers to develop various social media DApps and allow influencers to choose different DApps from the DApp Store and deploy to their personal stores.

10.3 Purchase of Limited Edition Products

Limited edition products, e.g.100 units of T-Shirt with influencers' signature, each costs 50 KOLO-A, with expiry date of DateX
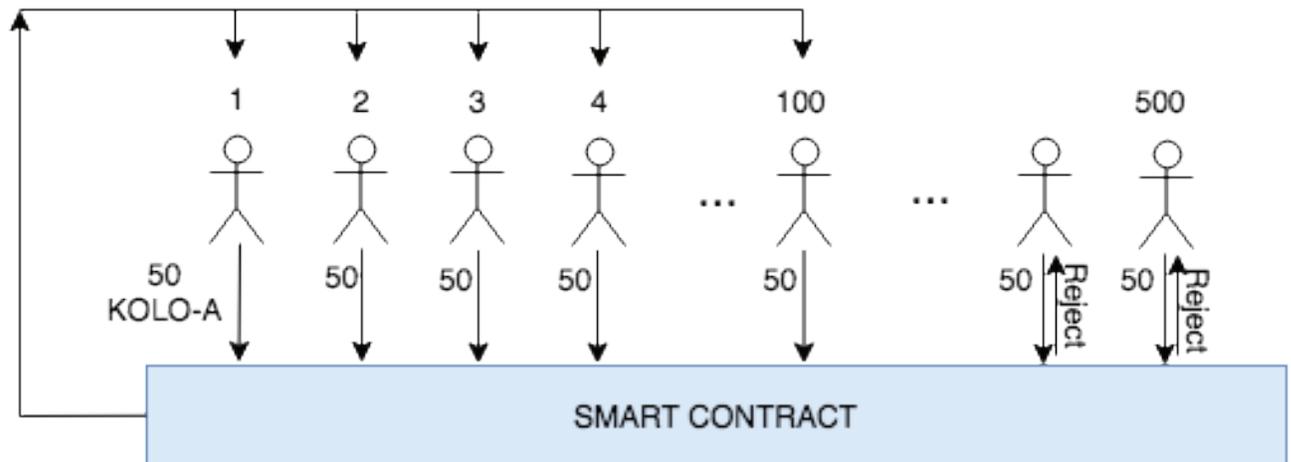
Notes:

- All users try to purchase one T-shirt by sending 50 KOLO-A tokens to the influencer.

- The first 100 transactions will be recorded on smart contract.

- When 100 T-shirts are all sold out, or expiry date is reached, purchase will be ended, and the "T-shirt" receipt will go into first 100 users' wallets. All other transactions will be rejected.

- Brand is responsible for logistics such as shipping and customer service.

Brand and influencer will be able to negotiate on the sales terms. Once established, the terms will be coded into smart contract and deployed on blockchain. When condition is matched, in above case, when 100 T-shirts are all sold out, or expiry date is reached, each party will receive its token share respectively.

A possible example of the how the tokens will flow between the stakeholders will be as such:
For physical products that are purchasable in BST/KOLO token, BOOSTO platform

will receive 5% of the total token spent. For digital products, BOOSTO platform will receive 10% commission cut. In the case of digital products, such as an in-game character skin, game developers would need buyer's in game ID and can directly award the character skin to him or her once the transaction is complete.

10.4 Giveaway Programs

Influencer C runs a giveaway program for 1,000 fans. Each fan need to pay one BST to enter the program. Two random winners will receive an iPhone.

Giveaway is another common way for influencers to interact with their fans. Currently all such programs are either conducted offline by influencers, or through other centralized web services in a non-transparent way. Within BOOSTO platform, all the rules are programmed into smart contract, which ensures the transparency and fairness of these programs.
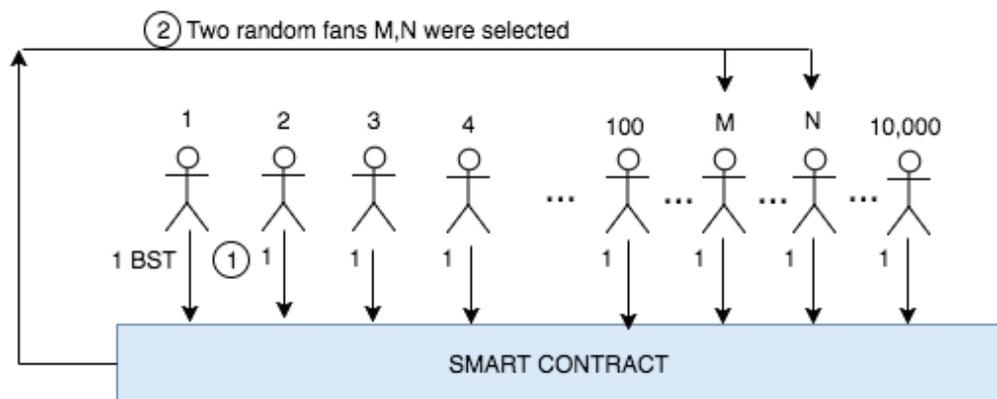
Notes:

• Each fan can transfer 1 BST to the influencer through smart contract.

• Once there are 10,000 participants, any more token transfers will be automatically rejected.

• Two random fans(M and N) will be selected, and "iPhone" receipt will go into their accounts.

10.5 Transactions
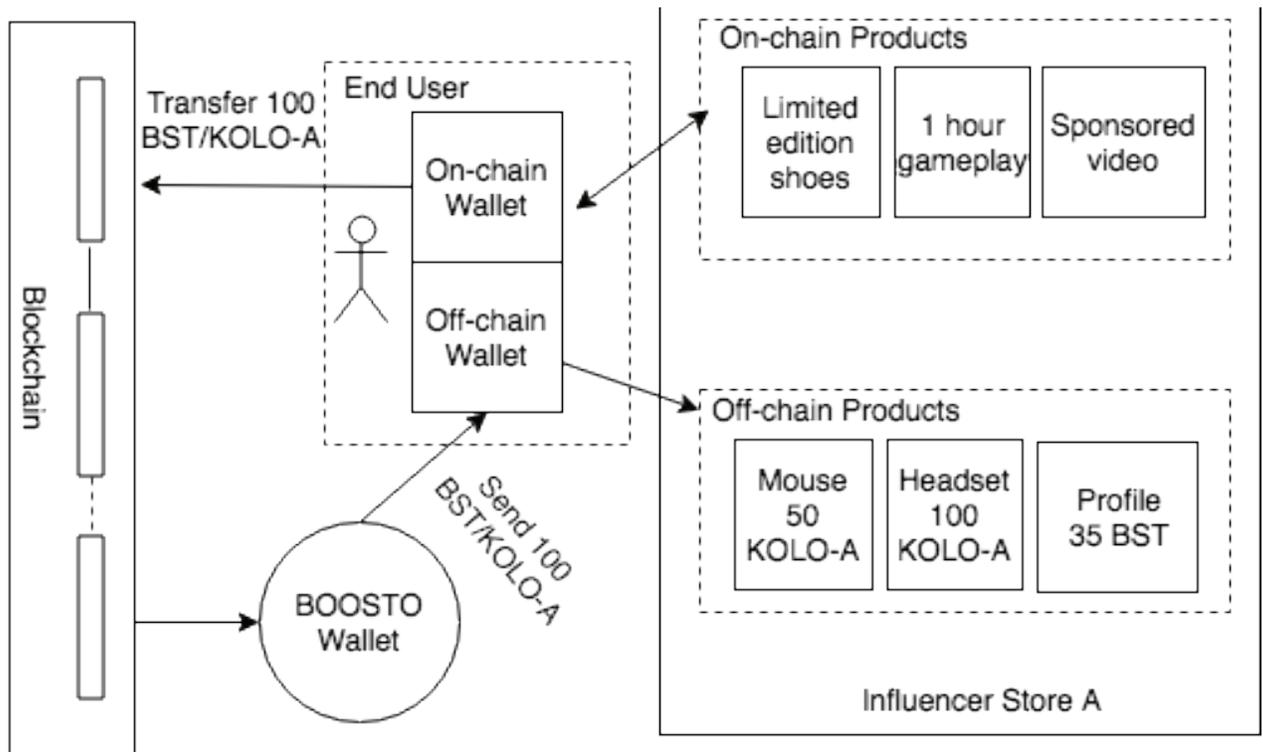
Off-chain transactions aim for simple transactions that only involve two parties and need real time response. Items involved mostly have fixed prices. For example, when one brand purchases an influencer's demographics data, the brand would want to view the data at real time, once payment is made. This operation is better performed off-chain for smooth user experience. In addition, off-chain transactions can also save the gas costs, since influencer personal stores are built upon Ethereum blockchain and each on-chain transaction involves a certain amount of gas. If one brand wants to view the demographics data of 100 influencers, instead of performing 100 on-chain transactions and pay the gas cost for 100 transactions, it is better to allow the brand to deposit tokens first to BOOSTO platform, pay one time gas fee, then the BOOSTO platform allocates corresponding virtual coins into account, and the brand can directly transfer virtual coins without any gas cost.

Most transactions in influencer personal stores will be on-chain regulated by ethereum smart contracts. Let's examine some of the on-chain products in detail.

10.6 DApp examples

1- Lottery Game DApp

The influencer can deploy the DApp and run a lottery game on blockchain and invite their fans to participate in the game.
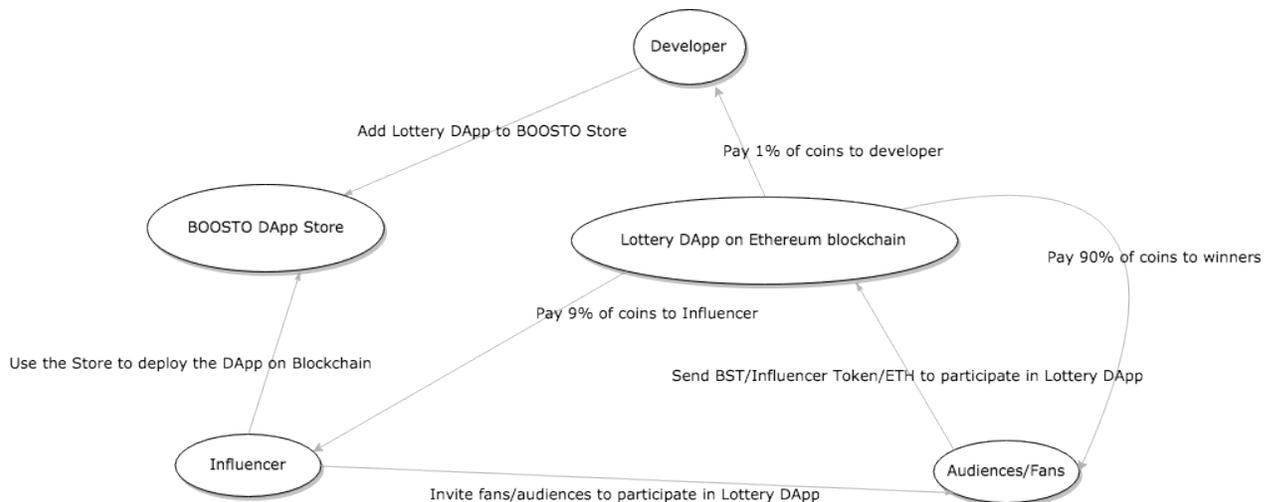
Lottery Game DApp
- Influencer can deploy the app on blockchain.
- Audiences/fans can send Inflencer coin, BST, ETH to participant in lottery.
- At the end of lottery 90% of funds will go to 10 winners wallet, 9% to the influencer as commission and 1% to the developer.

2- Coin Award DApp

The Influencer can deploy the DApp to award some coins to his/her fans. Fans/audiences will participate in the game and the DApp will send some KOLO tokens to the winners. Also the influencer can send some coins to developer's wallet as a donation.

3- Influencer Marketing for DApps/Token sale

DApps and Token sale events can use influencer marketing to grow their community. For example, a token sale event can define a role for influencers and allow influencers to invite their fans/audience to participate in the token sale and receive some awards. All the rules will be defined clearly in the smart contract and influencers and fans (investors) will receive their shares.

BOOSTO SDK will provide some tools and libraries for developing these kinds of applications and BOOSTO DApp Store will help developers to invite influencers to join their community.
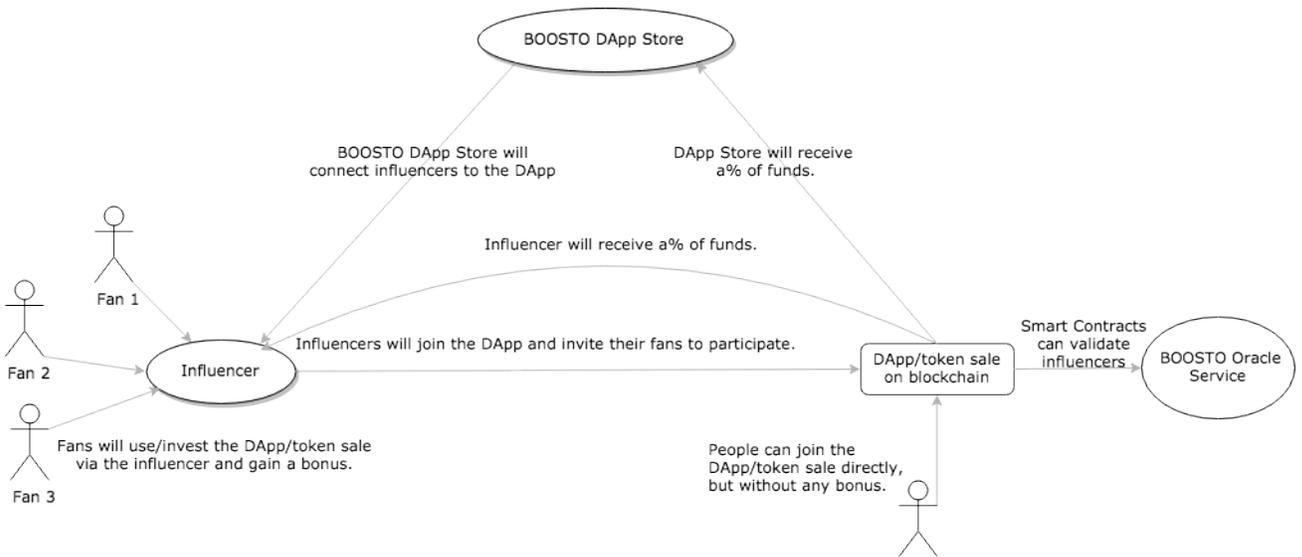
Influencer Marketing for DApp/token sale

- Developers can use BOOSTO SDK to develop DApps and Smart Contracts that are supporting Influencer Marketing.
- Influencer can join the DApp and invite their fans/audience to participate in the DApp/token sale.
- The Smart Contract can use BOOSTO Oracle Services to validate influencers.
- Fans/Audience will participate in the DApp/token sale and gain some awards.

RIDER A

IMPORTANT: YOU MUST READ THE FOLLOWING DISCLAIMER IN FULL BEFORE
CONTINUING

The sale ("Token Sale") of the BOOSTO Token ("Tokens"), the exchange medium
for participants on the BOOSTO platform as detailed in this whitepaper
("Whitepaper") is only intended for, made to or directed at, only certain persons.
Moreover, this Whitepaper is not a prospectus or offer document of any sort and
is not intended to constitute an offer of securities of any form, units in a business
trust, units in a collective investment scheme or any other form of investment, or
a solicitation for any form of investment in any jurisdiction. No regulatory authority
has examined or approved of any of the information set out in this Whitepaper.
This Whitepaper has not been registered with any regulatory authority in any
jurisdiction.

By accessing and/or accepting possession of any information in this Whitepaper
or such part thereof (as the case may be), you represent and warrant to Boost
Labs Pte. Ltd. (Singapore company registration number: 201801417R) (the
"Project Company") and BOOST Labs Co. Ltd (BVI Company No.: [1969798]) (the
"Token Issuer") that:

(a) you are not located in the People's Republic of China and you are not a citizen
or resident (tax or otherwise) of, or domiciled in, the People's Republic of China;

(b) you are not located in the United States of America and you are not a citizen,
resident (tax or otherwise) or green card holder of, or domiciled in, the United
States of America, unless you are a U.S. Qualified Person (as defined herein);

(c) you are not located in a jurisdiction where the Token Sale is prohibited,
restricted or unauthorized in any form or manner whether in full or in part under
its laws, regulatory requirements or rules;

(d) you agree to be bound by the limitations and restrictions described herein;
and

(e) you acknowledge that this Whitepaper has been prepared for delivery to you so as to assist you in making a decision as to whether to purchase the Tokens.

IMPORTANT NOTICE

This Whitepaper in current form is being circulated for general information and to invite investor feedback only on the BOOSTO platform as presently conceived, and is subject to review and revision by the directors of the Token Issuer and/or the Project Company, the advisers, and/or legal advisers of the Token Issuer and/or the Project Company. Please do not replicate or distribute any part of this Whitepaper without this note in accompaniment. No part of this Whitepaper is intended to create legal relations between a recipient of this Whitepaper or to be legally binding or enforceable by such recipient against the Token Issuer and/or the Project Company. An updated version of this Whitepaper may be published on a date to be determined and announced by the Token Issuer and/or the Project Company in due course.

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED "DISCLAIMER OF LIABILITY", "NO REPRESENTATIONS AND WARRANTIES", "REPRESENTATIONS AND WARRANTIES BY YOU", "CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS", "THIRD PARTY INFORMATION AND NO CONSENT OF OTHER PERSONS", "TERMS USED", "NO ADVICE", "NO FURTHER INFORMATION OR UPDATE", "RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION", "NO OFFER OF INVESTMENT OR REGISTRATION", "PREVAILING LANGUAGE" 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 Tokens are not intended to constitute securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment 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 of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of

investment in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion or any advice to acquire, sell, or any solicitation of any offer by the Project Company or the Token Issuer to acquire any 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 proceeds from the sale of the Tokens will be deployed to support ongoing development and growth of the BOOSTO platform, business development, marketing and compliance activities.

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

Any agreement as between the Token Issuer and you as a participant in the Token Sale, and in relation to any purchase of Tokens, is to be governed by only a separate document setting out the terms and conditions (the "Token Sale Terms") of such agreement. In the event of any inconsistencies between the Token Sale Terms and this Whitepaper, the former shall prevail.

PLEASE NOTE THAT THE TOKEN ISSUER WILL NOT OFFER OR SELL TO YOU, AND YOU ARE NOT ELIGIBLE TO PURCHASE ANY TOKENS IN THE TOKEN SALE IF: (A) YOU ARE LOCATED IN THE PEOPLE'S REPUBLIC OF CHINA OR IF YOU ARE A CITIZEN OR RESIDENT (TAX OR OTHERWISE) OF, OR DOMICILED IN, THE PEOPLE'S REPUBLIC OF CHINA; (B) YOU ARE LOCATED IN THE UNITED STATES OF AMERICA OR IF YOU ARE A CITIZEN, RESIDENT (TAX OR OTHERWISE) OR GREEN CARD HOLDER OF, OR DOMICILED IN, THE UNITED STATES OF AMER-ICA, UNLESS YOU ARE A U.S. QUALIFIED PERSON; OR (C) SUCH TOKEN SALE IS PROHIBITED, RESTRICTED OR UNAUTHORIZED IN ANY FORM OR MANNER WHETHER IN FULL OR IN PART UNDER THE LAWS, REGULATORY REQUIRE-MENTS OR RULES IN ANY JURISDICTION APPLICABLE TO YOU, AT THE TIME OF YOUR INTENDED PURCHASE OR PURCHASE OF THE TOKENS IN THE TOKEN SALE. No regulatory authority has examined or approved of any of the informa-tion set out in this Whitepaper. No such action has been or will be taken under

the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and the BOOSTO platform. Please refer to the section entitled "Risks and Disclosures" set out at the end of this Whitepaper.

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled "Disclaimer of Liability", "No Representations and Warranties", "Representations and Warranties By You", "Cautionary Note On Forward-Looking Statements", "Third Party Information and No Consent of Other Persons", "Terms Used", "No Advice", "No Further Information or Update", "Restrictions On Distribution and Dissemination", "No Offer of Investment Or Registration", "Prevailing Language" and "Risks and Uncertainties".

DISCLAIMER OF LIABILITY

To the maximum extent permitted by the applicable laws, regulations and rules, the Project Company and/or the Token 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.

NO REPRESENTATIONS AND WARRANTIES

The Project Company and the Token Issuer do not make or purport to make, and hereby disclaim, 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 of any of the information set out in this Whitepaper.

REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to the Project Company and the Token Issuer as follows:

(a) you agree and acknowledge that the Tokens do not constitute securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction;

(b) you are not:

    (i) located in the People's Republic of China or a citizen or resident (tax or otherwise) of, or   domiciled in, the People's Republic of China;

    (ii) located in the United States of America or a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America, unless you are a U.S. Qualified Person (as defined herein); OR

    (iii) located in a jurisdiction where the Token Sale is prohibited, restricted or unauthorized in any form or manner whether in full or in part under the laws, regulatory requirements or rules in such jurisdiction;

(c) if you are located in the United States of America or a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America, you are a "U.S. Qualified Person", being a person (being either an individual or legal entity or a person, including without limitation a governmental authority) who is an "Accredited Investor" as defined in Rule 501(a) of Regulation D under the U.S. Securities Act of 1933, as may be modified, amended or supplemented from time to time;

(d) you are not a citizen or resident of any jurisdiction in which either the purchase of, receipt, or holding of Tokens is prohibited, restricted, curtailed,

hindered, impaired or otherwise adversely affected by any applicable law, regulation or rule;

(e) none of you or (and in the case of a corporation) any of your subsidiaries (if any), any of your directors or officers nor, any of your employees, agents or any other person acting on behalf of your or any of your Subsidiaries is an individual or entity that is, or is owned or controlled by an individual or entity that:

(i) is listed by the Monetary Authority of Singapore ("MAS") as designated individuals or entities defined in the respective regulations promulgated under the Monetary Authority of Singapore Act (Chapter 186) of Singapore, the United Nations Act (Chapter 339) of Singapore or the Terrorism (Suppression of Financing) Act (Chapter 325) of Singapore or such other law, regulation or rule as may be prescribed by the MAS from time to time;

(ii) is currently the subject of any sanction administered by the United States Office of Foreign Assets Control of the United States Department of the Treasury ("OFAC") or any other United States government authority, is not designated as a "Specially Designated National" or "Blocked Person" by OFAC or subject to any similar sanctions or measures imposed or administered by the United Nations Security Council, the European Union, Her Majesty's Treasury of the United Kingdom or similar sanctions administered or imposed by the government of Singapore or any other country (collectively, the "Sanctions");

(iii) is located, organised or resident in a country or territory that is the subject of such Sanctions (including, without limitation, the Democratic People's Republic of Korea, the Democratic Republic of Congo, Eritea, Iran, Libya, Somalia, South Sudan, Sudan and Yemen); or

(iv) has engaged in and is not now engaged in any dealings or transactions with any government, person, entity or project targeted by, or located in any country or territory, that at the time of the dealing or transaction is or was the subject of any Sanctions;

(f) none of: (i) you; (ii) any person controlling or controlled by you; (iii) if you are a privately-held entity, any person having a beneficial interest in you; or (iv) any person for whom you are acting as agent or nominee in connection with your participation in the Token Sale is a senior foreign political figure, or any immediate family member or close associate of a senior foreign political figure, as such terms are defined below;

(g) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction, or a solicitation for any form of investment, and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;

(h) you acknowledge and understand that no Token should be construed, interpreted, classified or treated as enabling, or according any opportunity to, tokenholders to participate in or receive profits, income, or other payments or returns arising from or in connection with the Tokens or the proceeds of the Token Sale, or to receive sums paid out of such profits, income, or other payments or returns;

(i) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

(j) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Token Sale, or future trading of Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Project Company, the Token Issuer, the Tokens, the Token Sale, and the BOOSTO platform;

(k) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to the Project Company and/or the Token Issuer;

(l) you agree and acknowledge that in the case where you wish to acquire any Tokens, Tokens, Tokens are not to be construed, interpreted, classified or treated as:

  (i) any kind of currency other than cryptocurrency;

  (ii) debentures, stocks or shares issued by any person or entity;

  (iii) rights, options or derivatives in respect of such debentures, stocks or shares;

  (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

  (v) units in a collective investment scheme;

  (vi) units in a business trust;

  (vii) derivatives of units in a business trust; or

  (viii) any form of investment;

(m) you are legally permitted to participate in the Token Sale and all actions contemplated or associated with such participation, including the holding and use of Tokens;

(n) the amounts that you use to acquire the Tokens were not and are not directly or indirectly derived from any activities that contravene the laws and regulations of any jurisdiction, including anti-money laundering laws and regulations;

(o) if you are a natural person, you are of sufficient age and capacity under the applicable laws of the jurisdiction in which you reside and the jurisdiction of which you are a citizen to participate in the Token Sale;

(p) you are not obtaining or using Tokens for any illegal purpose;

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

(r) you are fully aware and understand that in the case where you wish to purchase any Tokens, there are risks associated with the Project Company and the Token Issuer and their business and operations, Tokens, the Token Sale, and the BOOSTO platform;

(s) you bear the sole responsibility to determine what tax implications a purchase of Tokens may have for you and agree not to hold the Project Company, the Token Issuer and/or any other person involved in the Token Sale liable for any tax liability associated with or arising therefrom;

(t) you agree and acknowledge that the Project Company and the Token Issuer are not liable for any direct, 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;

(u) you waive the right to participate in a class action lawsuit or a class wide arbitration against the Project Company, the Token Issuer and/or any person involved in the Token Sale and/or with the creation and distribution of Tokens; and

(v) all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession of this Whitepaper or such part thereof (as the case may be).

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Project Company and/or the Token Issuer or their respective directors, executive officers or employees acting on behalf of the Project Company and/or the Token Issuer (as the case may be), that are not statements of historical fact, constitute "forward-looking statements". Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend","may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding the Project Company and/ or the Token Issuer's business strategies, plans and prospects and the future prospects of the industry which the Project Company and/or the Token Issuer is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to the Project Company and/or the Token Issuer's prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding the Project Company and/or the Token Issuer are matters that are not historic facts, but only predictions.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of the Project Company and/or the Token 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:

(a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which the Project Company and/or the Token Issuer conduct their business and operations;

(b) the risk that the Project Company and/or the Token Issuer may be unable to execute or implement its business strategies and future plans;

(c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;

(d) changes in the anticipated growth strategies and expected internal growth of the Project Company and the BOOSTO platform;

(e) changes in the availability and fees payable to the Project Company in connection with its businesses and operations or in the BOOSTO platform;

(f) changes in the availability and salaries of employees who are required by the Project Company and/or the Token Issuer to operate their business and operations;

(g) changes in preferences of users of the BOOSTO platform;

(h) changes in competitive conditions under which the Project Company operates, and the ability of the Project Company to compete under such conditions;

(i) changes in the future capital needs of the Project Company 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 the Project Company and/or the Token Issuer;

(l) other factors beyond the control of the Project Company and/or the Token Issuer; and

(m) any risk and uncertainties associated with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and

the BOOSTO platform.

All forward-looking statements made by or attributable to the Project Company, the Token Issuer and/or persons acting on behalf of the Project Company and/ or the Token Issuer are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of the Project Company and/or the Token Issuer to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

None of the Project Company, the Token Issuer or any other person represents, warrants, and/or undertakes that the actual future results, performance or achievements of the Project Company and/or the Token Issuer will be as discussed in those forward-looking statements. The actual results, performance or achievements of the Project Company and/or the Token Issuer may differ materially from those anticipated in these forward-looking statements.

Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the Project Company and/or the Token Issuer.

Further, the Project Company and the Token Issuer disclaim any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

THIRD PARTY INFORMATION AND NO CONSENT OF OTHER PERSONS

This Whitepaper includes information obtained from various third party sources ("Third Party Information"). None of the publishers of Third Party Information has consented to the inclusion of Third Party Information in this Whitepaper and is therefore not liable for Third Party Information. While reasonable action has been

taken to ensure that Third Party Information has been included in their proper form and context, neither the Project Company and the Token Issuer nor their respective directors, executive officers, and employees acting on its behalf, has independently verified the accuracy, reliability, completeness of the contents, or ascertained any applicable underlying assumption, of the relevant Third Party Information. Consequently, neither the Project Company and the Token Issuer nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy, reliability or completeness of such information and shall not be obliged to provide any updates on the same.

TERMS USED

To facilitate a better understanding of the Tokens being the subject of the sale conducted by the Token Issuer, and the business and operations of the Project Company and the Token Issuer, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

NO ADVICE

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Project Company, the Token Issuer, the Tokens, the Token Sale, or the BOOSTO platform. You should consult your own legal, financial, tax or other professional adviser regarding the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and the BOOSTO platform. You should be aware that you may be required to

bear the financial risk of any purchase of Tokens for an indefinite period of time.

NO FURTHER INFORMATION OR UPDATE

No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, or the BOOSTO platform, if given, such information or representation must not be relied upon as having been authorised by or on behalf of the Project Company or the Token Issuer. The Token Sale 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 the Project Company and/ or the Token Issuer or in any statement of fact or information contained in this Whitepaper since the date hereof.

RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION

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 the Project Company and the Token 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.

NO OFFER OF INVESTMENT OR REGISTRATION

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in

a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

PREVAILING LANGUAGE

The English language version of this Whitepaper is the only official version in force. If there is any inconsistency between this Whitepaper and other translations of this Whitepaper, the English version of this Whitepaper shall prevail. You acknowledge and agree that any translation you may have reviewed or which may have been made available to you is for your reference only and are not certified by the Project Company or the Token Issuer. Names of any laws and regulations, governmental authorities, institutions, natural persons or other entities which have been translated into English and included in this Whitepaper and for which no official English translation exists are unofficial translations for your reference only.

RISKS AND UNCERTAINTIES

Prospective purchasers of Tokens should carefully consider and evaluate all risks and uncertainties associated with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and the BOOSTO platform, all information set out in this Whitepaper and the Token Sale Terms prior to any purchase of the Tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of the Project Company and/or the Token Issuer could be materially

and adversely affected. In such cases, you may lose all or part of the value of the Tokens.