



LISTING CONTENT AND Q&A



OFFICIAL TOKEN PARTNERS

HI THERE!

We were hard at work putting together our listing proposal for [Binance DEX](#) when we realized, the questions Binance were asking (good ones) were likely questions a lot of other people would like to ask us too. It seemed silly to keep this content hush-hush anyway, as we pride ourselves on being as transparent as we can.

Thus, welcome to Chiliz' public proposal and Q&A session. We hope this doc gives you a clearer notion of who we are from a business side, and if you have questions related to our business which aren't answered here - just pop into [chiliz.com](#) or contact us directly at support@chiliz.com - we'd love to hear from you.

GENERAL OVERVIEW

Project Name:
Chiliz (CHZ)

[Chiliz' ERC20 Smart Contract address \(certified by Certik\)](#)

Chiliz (CHZ) asset page on Binance Chain:
explorer.binance.org/asset/CHZ-ECD

Chiliz Project Pitch:
We are not a 'project', we are a company with a product. Chiliz is a fintech platform for the sports industry which gives fans, globally, the ability to get closer to their favorite sports teams.

What is Chiliz planning to achieve?
We're not here to 'change the world through blockchain'. We just want to create and power new tools for fans to engage with their favorite teams. Our first consumer-facing product, [Socios.com](#), will allow clubs like Paris Saint-Germain, Juventus, West Ham and many others to issue "Fan Tokens" onto [Socios.com](#)'s own permissioned blockchain via "Fan Token Offerings" (FTOs). These Fan Tokens - purchased by fans - give them decision-making power by enabling fans to vote on answers to questions which the clubs publish on [Socios.com](#) via polls. Owning clubs' uniquely branded Fan Tokens will also give fans access to gamification,

social connection, exclusive content & leaderboard features as they launch in the future.

Socios.com utility proposition
The [Socios.com](#) platform, powered by Chiliz, provides an ecosystem where fans purchase, hold and trade branded Fan Tokens. These Fan Tokens serve as their 'license' to engage with, and influence, their favorite organizations, beginning with prominent football clubs.

This ecosystem has been realized in [Socios.com](#) via a private Proof of Authority (PoA) blockchain, onto which the platform issues a set supply of partner-specific Fan Tokens for each of its partnered organizations. These Fan Tokens are then put up for public sale via a 'Fan Token Offering', after which point they will only be available to buy and sell internally on [Socios.com](#)'s P2P Marketplace.

Fan Token ownership enables fans to vote in binding partner-released polls, and acts as a 'membership key' to access exclusive partner-specific games, content, merchandise and rewards among other fan experience layers. Chiliz serves as the exclusive on-platform currency for [Socios.com](#), while each on-boarded partner organization will serve as a node.

MEDIA

Browse media:

[Socios.com's
Explainer Video](#)

[Alex Dreyfus' presentation at
Soccerex China in May 2019.
Haikou \(Chiliz' Founder & CEO\):](#)

[Juventus](#)

[Paris Saint-Germain](#)

[West Ham United](#)

(Club Partnership Announcements)

[Internal News, Chiliz](#)

[Internal News, Socios](#)

[Chiliz Website](#)

[Socios.com Website](#)


[Chiliz Whitepaper](#)

(content last updated
November 13th, 2018):

OUR TEAM

As of today, Chiliz is almost 50 team members strong and constantly growing. A majority of our employees are based in Malta at Chiliz' HQ. We also run an office in France and have active operations in Singapore, Seoul & Buenos Aires. The Chiliz team transverses 18 nationalities and no Chiliz employees have taken part in any other blockchain project.



ALEX DREYFUS 
Founder & CEO



EMMA DISKIN 
Chief Marketing Officer



THIBAUT PELLETIER 
Chief Technology Officer




MAX RABINOVITCH 
Chief Strategy Officer & Creative Lead



MAGNUS LINDER 
Head of Partnerships



DORIANNE SPITERI 
Head of Legal

Advisory & Shareholders:

Our advisory is comprised of 1st tier business leaders who are committed to helping us POST launch. They include veterans of Google, Facebook and leaders from the iGaming industry. We've also added prominent esports entrepreneurs and influencers to our advisory as well. Our shareholders include established Venture Capital firms from Beijing (Ceyuan Ventures) & Hong Kong, as well as French business mogul Xavier Niel.

[Click here for a full list of core team members, advisory & shareholders.](#)

Some fun tidbits:

- Our offices were recently inaugurated by the Prime Minister of Malta
- We went all in on the Bitcoin White Paper as our office wallpaper:

CHILIZ ROAD MAP

Project Realization History:

Various iterations of our current 'product idea' have been gestating for the last 3 years. We began active work - including product and team development - in early 2018. Our past 18 months have been spent #BUIDLING. We now have a working product and platform, top tier partners and a robust support team in hand. Chiliz' plans on launching Socios.com publicly in Q2/Q3, 2019.





BUSINESS MODEL & USE CASE

What is Chiliz business model for Socios.com?

Our business model is simple - we charge a commission on every fan transaction that is processed by the Socios.com platform. We will keep a pre-agreed percentage of proceeds from our partners' Fan Token Offerings and also collect small commissions on all Fan Token <> CHZ transactions, as any marketplace/exchange provider would. All revenue is shared with our partner clubs and a vast majority of revenue will be generated in CHZ, as CHZ acts as the exclusive on-platform currency for Socios.com. We also plan on launching additional services for our userbase moving forward (on-site payment solutions, in-app store offerings, etc.), and may work to implement a burning mechanism in Q1, 2020.

What is Socios.com's potential user base and market opportunity?

The 'fandom cap' for football is 3.5 billion people. The 'fandom cap' for Cricket stands at 1 billion people. For Esports, it's 300 million people. As a blanket answer - we are operating within one of the largest casual markets in

the world. At the beginning of our journey, our focus is on these largest sporting verticals for optimal adoption and user acquisition. As we go on, we'll go down the ladder, on-boarding more and more teams from increasingly diverse sports.

As an example of just one of our current partners, Juventus: this club has 350 million global fans (source: Nielsen Sports) and more than 60 million followers across their digital channels. Since our partners are just that - partners - we will leverage their reach and audience to promote Socios.com, educate casual fans on Chiliz as a currency, and engage them with our platform.

As a proposed milestone, our current user acquisition target for day zero to 3 months is a minimum of 100,000 platform registrations, and we want to build significantly on this volume afterwards. As a reflection of our (constantly growing) partner's combined reach and fanbase volumes, we see 1+ million users on-boarded within 24 months of launch as a realistic goal.

Token Name and Symbol:

Chiliz (CHZ)

What is the primary use case of the Chiliz token?

The Chiliz token is the native utility token and exclusive currency of the Socios.com platform and all the services it will offer in relation to our partners - the various sports teams we are on-boarding.

Where else can Chiliz be used?

At this stage, the Chiliz utility token is only usable on Socios.com. In the future we will work to connect it as a currency usable on our partner clubs' native environments/ platforms (native digital apps & websites, on-site at stadiums, etc.).

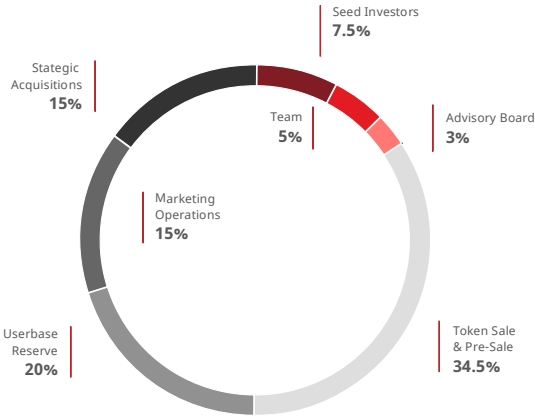
What is Chiliz' total token supply?

8,888,888,888 (8.8 billion)

What is the current circulating supply of the Chiliz token?

Our in-circulation supply will be slightly under 40% at launch.

Please provide a breakdown of current token allocation:



Total Chiliz to be minted: 8,888,888,888

Private Pre-sale and Public sale Hardcap: 3,066,666,666

Chiliz issued to Team + Seed Investors: 1,111,111,110

Chiliz issued to Advisory Board: 266,666,666

Userbase Reserve: 1,777,777,780*

Marketing Operations: 1,333,333,333

Strategic Acquisitions: 1,333,333,333

*3 token addition to Userbase Reserve factored in to off-set fractional allocations to other uses/ parties.

Please provide all lockup periods in place for any token holders:

Private placement buyers: A few small bonus allocations have 4 to 6 month-long vesting period, otherwise none.

Team: Vesting from listing over 36 months

Advisors: Vesting from listing over 18 months

Is the Chiliz token a security token?

No, Chiliz Tokens & our partners' Fan Tokens are neither security tokens, nor are they Financial Instruments. We are based in Malta and although we fall outside the scope of the Virtual Financial Assets Act of 2018 under Maltese Regulation, Chiliz Tokens are defined as Virtual Financial Assets while Fan Tokens are defined as Virtual Tokens. Not only do we have legal opinions from several jurisdictions, but we also have written documentation from several authorities confirming the status of both Chiliz tokens and Fan Tokens.

Many of the clubs we are working with required their nations' authorities to issue a confirmation that Fan Token are not securities. We have an in-house legal team that is working on a daily basis with several regulators all over the world, and with our partners' legal teams to ensure our good standing.

In addition, Chiliz was also granted licenses from the Financial Intelligence Unit of Estonia (Europe) to operate a crypto wallet & fiat/crypto exchange. This will allow us to have FIAT to CHZ one-way conversion directly embedded in our product in the future to increase conversion rates & lower barriers for mass adoption by casual, mainstream consumers.

Our licenses in Estonia:

https://mtr.mkm.ee/taotluse_tulemus/502384

https://mtr.mkm.ee/taotluse_tulemus/502387



FUNDS

Did you conduct an ICO or any type of fundraising? When was it?

We executed a Private Placement of our Chiliz tokens in the first half of 2018. We didn't partake in any Public Offering nor did we accept any US investors.

How much in total did you raise?

We sold CHZ tokens in FIAT, BTC & ETH, for a total of \$60m+ (gross valuation at the date of transaction).

How much have you spent in total thus far? What have you spent these funds on?

For commercial & strategic reasons we will never communicate about our P & L, or precise cash flow position. For the last 18 months, we have built a team of over 50 people, signed partnerships with some of the biggest sports teams in the world and are preparing the launch of a consumer facing product geared to face millions of users. We are still in a very comfortable position and on pace to launch our product late this summer (2019) with budget enough to operate for years without meaningful return. This said, we expect to generate our first revenue by the end of 2019.

What currency/coin/token do you plan to hold project funds in?

Our assets are in EUR, BTC, ETH & BNB.

What are Chiliz/ Socios.com's technological innovations, if any?

We are one of the first consumer-facing blockchain-based apps geared towards mainstream adoption versus success within the 'crypto niche'. Instead of re-inventing the wheel, we are working with leading protocols, specifically Ethereum and Binance Chain. We will announce more partnerships & integrations in the near term as well. Our main 'innovation' if any, would be the fact that we are building a Proof-of-Authority chain where each clubs/ sports teams act as nodes.

Technical advantages

Socios.com runs a private, PoA sidechain to be able to generate and disperse branded Fan Token supplies, execute smart-contract enacted partner polling/ voting and process Chiliz <> Fan Token transactions together in a scalable, isolated blockchain ecosystem. This affords our platform:

- The ability to process Chiliz <> Fan Token and Chiliz <> merchandise transactions en masse from the token's corresponding mainnet without scalability issues arising from high gas consumption.
- Short transaction confirmation times for Chiliz transactions and voting actions on Socios.com using branded Fan Tokens due to Proof of Authority implementation.
- Fan Token-as-ballot smart contract voting mechanisms that ensure integrity and transparency in voting results for partner polls.

Where are your code repositories located?

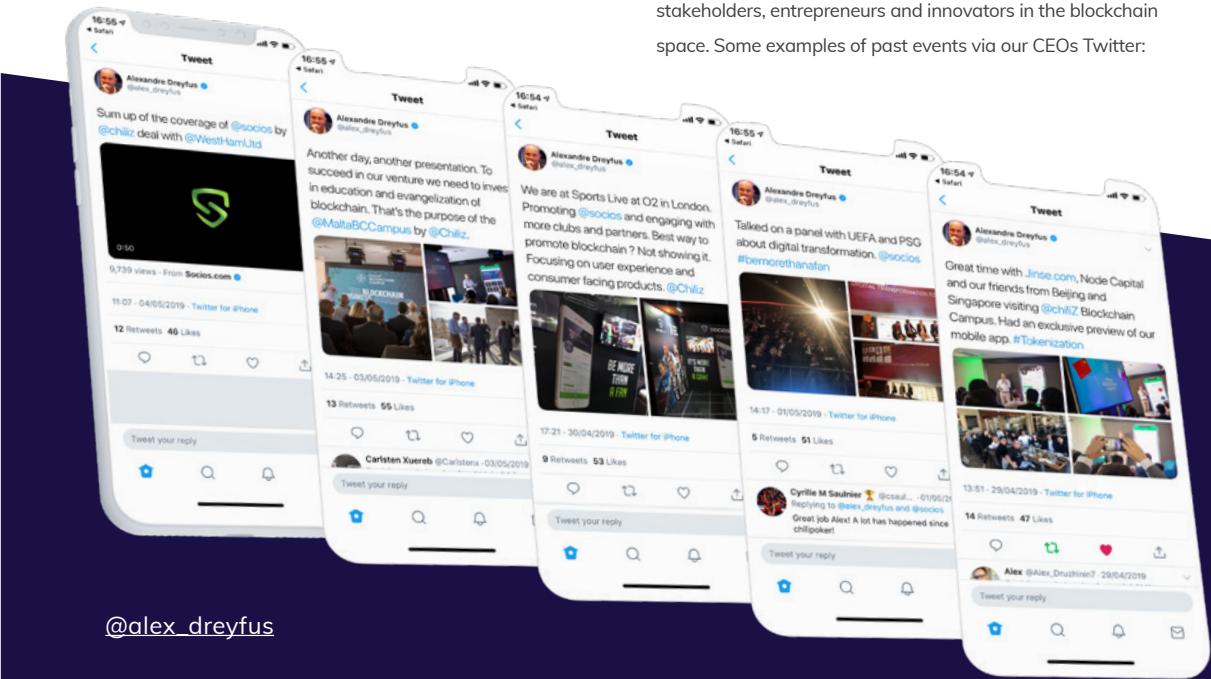
We have not made our code repositories available as we are not an open-source project.

Does Socios.com have any products or UI demos that you can share publicly?

We do regular live presentations of our product as we prepare for launch. Our most recent presentation was in Seoul, South Korea with David Trezeguet & Gin Chao of Binance:



bit.ly/2ZNYPHs



[@alex_dreyfus](https://twitter.com/alex_dreyfus)

You can find our most up-to-date product presentation [here](#)

Does Chiliiz release weekly progress updates?

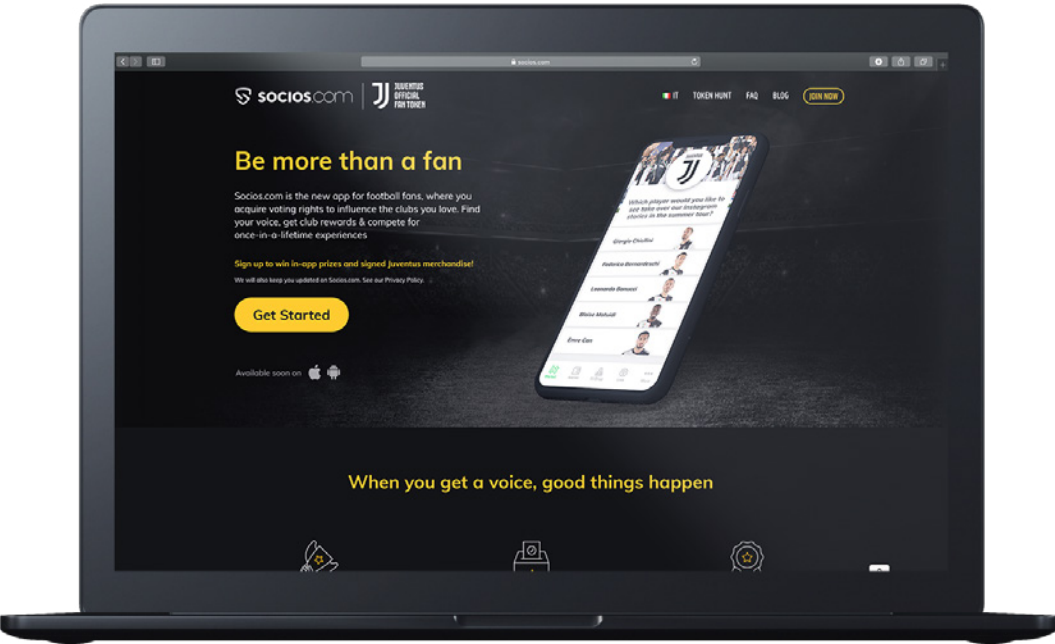
For Chiliz/ Socios.com: Weekly updates are a bit too aggressive when it comes to our business. We pride ourselves in being one of the most transparent blockchain-related companies, and whenever we have news to share we create and disperse videos, PR announcements and social media posts about our inner goings-on. That said we do run a routinely updated forum on our [Chiliz medium page](#) and [Socios.com blog](#). Perhaps the easiest and most organic way to follow our progress is via notifications on our official social media channels, on our Telegram and more specifically on our out-spoken CEOs Twitter:

Chiliz channels: [Twitter](#) | [Instagram](#) | [Youtube](#)

Socios.com channels: [Twitter](#) | [Instagram](#) | [Youtube](#)

Our CEO: Twitter: [@alex_dreyfus](#)

General & on-site: We also organize a lot of events in our Chiliz Blockchain Campus in Malta, keeping our doors open to other stakeholders, entrepreneurs and innovators in the blockchain space. Some examples of past events via our CEOs Twitter:



COMPETITORS

Who does Chiliz/ Socios.com view as their current competitors/peers?

Objectively, Chiliz does not have any ‘competitors’ as in itself the token simply acts as a use-case neutral digital currency. Socios.com as a platform likewise doesn’t have any competitors. This is because we are the only company seeking to tokenize fan influence, and we are the only company partnering with sports teams to work collaboratively, using blockchain technology, to make giving fans a ‘voice’ a reality.

It’s important to note as well that Chiliz / Socios.com benefits from a very strong ‘first mover advantage’ effect. One needs a lot of users and partnership with the biggest

teams to duplicate the Socios.com concept, and this is exceedingly difficult to do if said big teams are already working exclusively with us. This initial success in on-boarding also helps us pick up additional partners more quickly, adding onto our on-platform network effect, and eventually helping Socios.com reach a critical mass of partners and users which will allow it to become a full marketplace for sports fans as a whole.

If we are the first to be able to develop this network effect and the Fan Token <-> Chiliz trading liquidity which comes with it, this is something any prospective competitor would have a hard time overcoming. To this end our partnership team is actively pursuing and signing clubs from Latin America, Europe, Turkey and soon Asia. With Socios.com as a product nearly ready for public launch, our search to on-board more teams and their fans will only intensify.



STILL HAVE QUESTIONS ? REACH OUT

Thank you for taking the time to
browse through this overview of our
business, as we've envisioned it.

If you have questions related to our
business which aren't answered here
- just pop into chiliz.com or contact
us directly at support@chiliz.com

We'd love to hear from you.

