



**A DIGITAL CURRENCY FOR SPORTS & ESPORTS,
ENTERTAINMENT PLATFORMS, ADOPTABLE UNIVERSALLY
ACROSS OTHER INDUSTRIES.**

Products

The Chiliz Token

Chiliz is currently an ERC20 token which acts as the exclusive crypto-asset set to power the Socios.com platform.

The project's initial positioning as a digital currency alternative for sports & esports entertainment platforms offers it a solid foundation to capture mainstream level adoption. chiliz' ambition is not to become an 'insider's asset' in the blockchain industry but rather to serve casual 'non tech' consumers across multiple industries.

We work under a mantra of 'utility first'. A currency by itself can never become a 'killer app'. chiliz is no different; it derives its USPs from the unified approach we as a development team have towards creating widely adoptable, mainstream platforms and products for our token to power. This is where chiliz' real value is, and it's where we're focusing our current and future work efforts.

Socios.com is a big first step in this direction. And it won't be the last.

The Socios.com Platform

Socios.com is a turnkey solution for any sports or esports organization to monetize their fan base via a custom Fan Token Offering (FTO), giving fans access to team branded Fan Tokens that come with voting rights and access to VIP level club rewards and engagement opportunities.

Socios.com also offers a sustainable source of revenue as a team's fans use the platform to exercise their decision-making power, engage with 'ownable' VIP features and buy and sell various branded Fan Tokens back and forth amongst themselves.

Teams listen, Fans choose - Our proposition:

Branded Fan Tokens on the Socios.com platform give fans a license to vote on team matters. Teams choose what fans decide, and it's the voice of the fans that will be heard.

An ambition to create a cross-sports, shared Fan Token economy:

Socios.com plans to on-board 50+ teams from football and other sporting verticals including esports and other conventional games such as cricket and the like. Our goal is to develop an open, gamified Fan Token Economy.

Our vision is to create a platform which caters to both hardcore "single team" supporters and casual global fans alike. Whether fans want to leverage their voting rights to help guide a single team, or want to interact with multiple teams across different sports, Socios.com is their gateway to exercise their influence.



OFFICIAL TRUSTED PARTNERS



Chiliz Blockchain Campus

The Chiliz Blockchain Campus is a fintech hub connecting some of the blockchain industry's largest stakeholders across Asia and Europe, together with other emerging blockchain entrepreneurs. The campus is located in Malta - "The Blockchain Island" - a leader in the adoption of government-level framework to regulate and legislate blockchain enterprises and the financial dynamics that underpin them within Europe.

Amenities



2000 sqM of Flexible Workspace



Hot Desks



Mentorship Programs



Funding Accelerators



Networking Access



Protocol-Specific Training



Conference/ Meeting Spaces for Client Events



Video Production Solutions

Team



Alexandre Dreyfus
Chief Executive Officer



Thibaut Pelletier
Chief Technology Officer



Max Rabinovitch
Chief Strategy Officer



Emma Diskin
Chief Marketing & Communications Officer



Magnus Linder
Head of Partnerships & Business Development



Jade Cruickshank
Chief People Officer



Fiobian Manicolo
Chief Financial Officer



Dorianne Spiteri
Legal & Compliance Manager



Max Orlovsky
Head of Gaming Development



Beatrice Collet
Managing Director , chiliZ Blockchain Campus



Waylon Johnston
Corporate Comms & Content Manager



Marius Mikusauskas
Head of Back-end Development



Richard Sambron
Head of Studio



Roberto Umana
Senior Editor, Digital Assets



Axel Anicette
Video Production Associate



Sarah Scicluna
Senior Graphic Designer



Carlos Muray
Senior Graphic Designer



Malcolm Pace
UX/ UI Designer



Tom Pickering
Esports Content & Community Manager



Lars Langenstuck
Esports Partnership Manager



Karen Sciberras Paller
Product Owner



Christos Georgiou
Senior Backend Developer



Eric Castillo
PHP Developer



Lara Xuereb
Front End Developer



Francesco Lucia
Talent Acquisition Specialist



Lomi Park
Korean Comms & Content Executive



Calvin Sammut
Digital Comms Manager



Joe Grech
Social Media and Content Manager



Siana Jennings
PR & Events Executive



Daniela Medici
Office Manager

Cornerstones, Advisory & Shareholders

Cornerstone Investors



Binance

Binance is an international cryptocurrency exchange platform and the largest of its kind - by trading volume - in the world. Acting as more than an exchange enabler, Binance actively works to promote regulated cryptocurrency exchange and adoption across global markets and supports emerging projects.



OK Blockchain Capital

Blockchain consultation and technology support arm of OKex, one of the world's leading cryptocurrency exchanges. OK Blockchain Capital focuses on helping promising initiatives in their space raise capital, while providing operational & marketing guidance as well as access to their exchange platform.



Ceyuan Ventures

A top-tier venture capital firm focused on exploring emerging technologies. Ceyuan Ventures was an early investor in OKex & continues to actively work to help finance and propel established blockchain projects forward. The company was founded by Bo Feng.

Cornerstones, Advisory & Shareholders

Our Advisory Board supports the project in 2 significant areas: Token Sale execution process & platform growth. This brain-trust of gaming space expertise, industry networks and marketing power will ensure momentum for chiliz' opening Token Sale & ensure robust platform growth post-Token Sale.

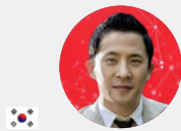
Advisory



Sam Li

Head, Strategic Partnerships,
Sina Sports

Former Associate VP of the NBA & current lead for domestic & international sports content acquisition for China's largest online media portal.



Mickey Kim

Director, Google

Director at Google & active Angel Investor with MBA from Berkeley.



Gil Rotem

Former Gaming COO, Bet365

Former board member & part of leadership team for the world's largest online sportsbook.



Tarquin Henderson

Former Head, EMEA Gaming
Sales, Facebook

iGaming industry veteran & expert in social game marketing; former executive at 888 Holdings & CMO of BetClic Everest Group.



Dr. Christian Mueller

Director, Business Dev., Infront
Sports

Business development head for one of Europe's leading sports marketing agencies.



**Morten Pedersen
Tonnesen**

CEO, Ve Global

Marketing solutions innovator & former Head of Group Marketing, PokerStars.



Thomas Winter

VP, Golden Nugget Interactive

Veteran executive in the iGaming space & former CEO of BetClic.



Ludovic Bodin

Co-Founder, French Tech
(Beijing)

Serial entrepreneur in gaming and tech, and creator of multiple FPS games.



Matthieu Pigasse

Global Head of M&A, Lazard
Bank

CEO of Lazard France, prominent investment banker & media owner.

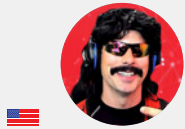
Business



Cornerstones, Advisory & Shareholders

Advisory

Esports



Dr DisRespect
Twitch Icon

FPS legend w/ 2+ Million Twitch followers & two-time **consecutive** Blockbuster Videogame Champion (1993 & 1994)



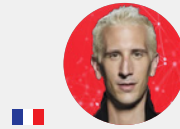
Wouter Sleijffers
CEO, Fnatic

Leader of one the world's most popular & competitively successful esports teams, Formers VP, Marketing Services, Skril.



Nicolas Maurer
Owner & CEO, Team Vitality

Esports entrepreneur, founder of the most popular team in France; spot inductee into the EU LCS.



ElkY
Poker Icon, Esports Star

World famous Poker pro with over \$13.5M in lifetime earnings & former StarCraft phenom. Also known as Bertrand Grospeillier.



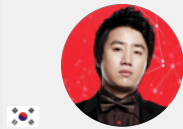
Anomaly
YouTube Influencer

Esports streamer with 2+ million YouTube & 900k+ Twitch followers. Co-Owner of a popular CS:GO skin trading site, platform.



Guillaume Patry
StarCraft World Champion

Iconic former StarCraft Pro under the alias "Grrrr...", World Champion in 1999 & one of the top players in Korea in the early 2000's.



Hong "Yellow" Jin-Ho
Korean TV Personality, StarCraft Icon

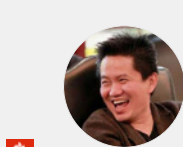
Popular StarCraft pro in Asia in the mid to late 2000s; became a national TV personality & LoL coach in Korea following his retirement.

Shareholders



Ceyuan Ventures
Venture Capital Firm

Top tier Beijing Based Venture Capital firm & early investor into the OKEx exchange. Founded by Bo Feng (pictured, top).



Dr Stanley Choi
Venture Capitalist

Dr Choi, together with H&S Financial Group are a leading financial vehicle focused on IPOs & gaming transactions.



Xavier Niel
Telecommunications Tycoon

French telecom mogul, majority shareholder of Free, Monaco Telecom, Eir Telecom & owner of Le Monde.



John Gleasure
Founder, Board Member, Perform Group

Current Chief Commercial Officer of DAZN, a.k.a the 'Netflix' of Sports.

Token Sale

chiliZ Token Distribution

Total chiliZ to be minted

(\$CHZ) 8,888,888,888

Private Pre-sale & Private Placement Hard Cap (Now Closed)

(\$CHZ) 3,066,666,666

chiliZ issued to Team + Seed Investors

(\$CHZ) 1,111,111,110

chiliZ issued to Advisory Board

(\$CHZ) 266,666,666

Userbase Reserve

(\$CHZ) 1,777,777,780*

Marketing Operations

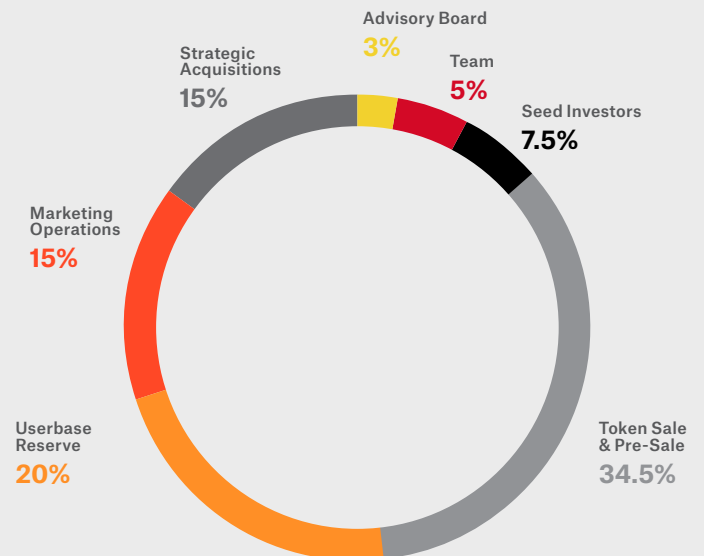
(\$CHZ) 1,333,333,333

Strategic Acquisitions

(\$CHZ) 1,333,333,333

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

chiliZ Allocation by Group



Pre-Sale & Sale Funding Allocation*



Operational Expenses 58%

A majority of funds will be passed on from the Issuer to an affiliate to develop the Socios.com platform, secure partnerships & realize the platform's digital infrastructure.



User Acquisition 20%

Funds will be used to acquire new users for the Socios.com platform and grow engagement in its voting utilities, P2P user experiences and marketplace.



Corporate Structuring 10%

Funds will be used to ensure that the Socios.com platform maintains fully independent operations and has the strategic freedom to grow on its own terms.



Security & Legal 5%

Funds will ensure timely audits for chiliZ, for Socios.com platform security and to ensure the legality of the platform's operation in the EU and in all other relevant global markets.



Ecosystem Support 7%

The Issuer will invest in Malta's emergent blockchain ecosystem, developing valuable partnerships to help the company and its stakeholders as we grow.

*Denotes allocation of net proceeds of contribution only.

chiliZ Project Token Generation Event

chiliZ' Token Generation Event was executed solely via Private Placement & completed in 2018 with our hard cap reached. We are no longer pursuing fundraising measures, instead focusing our efforts on leveraging accrued resources to realize the chiliZ/ Socios.com vision.

If you are interested in engaging with chiliZ or our Socios.com initiative in a business development or partnership scope - or if you simply have questions for us - please reach out to:

contact@chiliz.com



V1.26 April 6th, 2018
V1.27 April 17th, 2018
V1.28 April 23rd, 2018
V1.29 May 4th, 2018
V1.30 May 29th, 2018
V1.31 June 8th, 2018 - Post Token Sale
V1.32 June 14th, 2018
V1.33 June 26th, 2018
V1.34 August 7th, 2018
V2.3 November 13th, 2018
V2.31 November 19th, 2018
V2.32 May 20th, 2019



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medium.com/chiliz