The OLY Token
Fans and stars closer
A social platform that rewards engagement to bring stars and fans closer

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Part I

1. Olyseum Economic Model

1.1. Who is Olyseum SA

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This document is issued by OLYSEUM. It is a conceptual paper which sets out the economic and mathematical assumptions and principles for the establishment and creation of a blockchain based platform (the “Platform”) and the creation of a utility token to be known as the OLY TOKEN with a currency symbol OLY.

Olyseum has obtained a no-action letter from Swiss Financial Market Supervisory Authority FINMA for the OLY Token.

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The information set forth in this paper may not be exhaustive and does not imply any elements of a contractual relationship. This paper is not a prospectus as set forth and regulated in Art. 1156 and 652a Swiss Code of Obligations, under the European Prospectus Regulation, or under any other applicable law and regulations.

This paper does not constitute investment, legal, tax, regulatory, financial, accounting or other advice, and is not intended to provide the sole basis for any evaluation of a transaction on acquisition of OLY TOKEN. The Platform and the OLY TOKENS are not available to all persons. Participation may be subject to a range of steps, including the need to provide certain information and documents.

Without limitation to the foregoing, no representation, warranty or undertaking, express or implied, is made and no responsibility is accepted by OLYSEUM or of any RELEVANT PERSON as to or in relation to:

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B. The reasonableness of any assumption (whether express or implied) contained therein;

C. The accuracy of any forecasts or the predicted or unpredicted behaviour of any function, algorithm or system contained therein, including, without limitation, in respect of future funding needs and in respect to performance or limitations in the performance of any systems or ledgers described herein.

Nothing herein shall constitute any warranty or assurance that any system or process will operate or behave in the manner set out in this paper. Use of the Platform will be at the user’s risk. All potential users are encouraged to undertake research due diligence and obtain such advice as they consider prudent. The Platform is experimental technology which will remain under development. Neither OLYSEUM nor any RELEVANT PERSON shall be liable for any direct, indirect or consequential loss or damage suffered by any person arising from the use of the Platform or the underlying code or the acquisition or use of OLY TOKENS.
Neither shall any party be entitled to maintain any cause of action claim or demand arising out of any statements, opinions information and projections proposal and assumptions contained in this document or any comments made by or on behalf of OLYSEUM relating to the proposed Platform.

Certain statements, estimates and financial information contained in this paper constitute forward-looking statements or information. This paper may contain certain forward-looking statements including, but not limited to, statements as to future operating results and plans that involve risks and uncertainties. We use such as “expects”, “anticipates”, “believes”, “estimates”, the negative of these terms and similar expressions to identify forward looking statements. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates, or the results implied or expressed in such forward-looking statements or information.

1.2. Executive Summary

Olyseum is an ecosystem designed by stars to create a closer and more meaningful relationship with their fans.

In Olyseum, stars will monetize their social influence and reward their fan's loyalty. Olyseum will allow stars to monetize audiences, and fans to monetize fan engagement.

Olyseum is proposing a collaborative platform that empowers fans to earn rewards for their activity around stars in Olyseum and on other social networks. These rewards can then be redeemed through an exclusive experience exchange created by Olyseum and the stars, as a means of bringing fans closer to the stars.

For stars, Olyseum enables them to create a global community through which they can be closer to their fans and reward their support. Stars will also earn a direct percentage of the overall advertising income of the network, allowing them to monetize their engagement with fans and activity.

Additionally, they are entitled to receive further value by facilitating exclusive experiences for their fans and sharing them in their current social networks, in exchange for tokens and other benefits.

Besides the traditional company business model and activitees, Olyseum created its own ERC20 utility token, called OLY token or OLY.

It is designed to reward users from different parts of the world in a safe way using the Ethereum blockchain and its underlying cryptography, with quick, low-cost transactions encouraging early adopters to balance their value, efficiently grow the network effect, and allowing users to be in full control of their achievements’ value.

For all of this, Olyseum uses a mix of an off-chain and on-chain reward system to boost the platform, incentivize stars and influencers, create a gamification layer and provide access to stars’ exclusivity.

In this accelerated era of digitization and commercialization, the OLY token is intended to bridge the engagement gap between fans and stars.

Launched by computer scientist and neuroscientist Carlos Grenoir and renowned hacker Kevin Mitnick, as well as equity shareholders and former FC Barcelona players Carles Puyol, Andrés Iniesta and Iván de la Peña, Olyseum aims to bring fans and starts closer.
Part II

2. The Token

2.1. Overview

This section covers the key details of the OLY utility token, some general considerations regarding the market, token sale and token distribution.

Olyseum will create and develop a business model based on the sale and sponsorship of exclusive experiences with world recognized stars, the sponsors of challenges created in Olyseum to be viralized in external social networks, as well as the advertising revenue on the social media platform.

All this, with an emphasis on the acquisition and retention of users, by leveraging the value of the stars that are part of Olyseum.

· Our Vision: To be the main hub between celebrities and their fans.

· Our Mission: Bringing celebrities closer to their communities, allowing them to monetize audiences and activity.

· Our Value Proposition: A unique social buying experience with an embedded blockchain-based rewards and loyalty program thought for fans.

2.2. The OLY Token

The OLY Token (OLY) is intended to have two main functions on the Olyseum platform:

1. It may be used as part of the mechanism to reward user’s engagement and gamify activities within the Olyseum social media platform.

2. It may be used to access exclusive experiences in the Olyseum marketplace, providing access to VIP services. A maximum of 5Bn OLY Tokens will be generated as a budget for different objectives on the public platform. As a social network, we want to bring millions of users, thousands of stars with tens of millions of followers.

The OLY token aim to recreate the dynamics of a "circular economy". In a circular economy, the resources within it are exchanged back and forth among participants, with minimum “waste” outside the system. As the economy adds more participants to it, and as participants increase their interactions, there is a natural increase of demand for the means of exchange, which in this case is the OLY token.

2.3. OLY Token Distribution

Maximum Supply: 5Bn OLY Tokens (partially locked)

The full supply is divided into three segments: (A) OLY for sale; (B) OLY for growth; (C) OLY for team.

A) OLY Supply for Sale

- 40% Sale
- 25% Pre-Sale (Optional Vesting)
- 13% Treasury reserve (Vested)
- 2% Liquidity Bootstrapping Event
B) OLY Supply for Growth

Intended to boost the growth of the platform. This percentage distribution will be 15% for Company Marketing activities and 25% for several incentives programs:

- Marketing Activities: 15% (750M OLY Tokens)
  Budget to be used for the company operations, to boost the growth of the social+ platform, close partnerships and create alliances.

- Liquidity Providers: 5%
  Allocated to the Yield Farming program as Liquidity Mining Rewards. These rewards are used to incentivize Liquidity Providers to increase liquidity in the pool for the pair OLY:ETH on the decentralized exchange (or DEX) Uniswap.

- Top Stars: 10% (500M OLY Tokens)
  Intended to encourage the recruitment of new stars to be part of the Olyseum ecosystem and for them to start spreading cryptocurrency adoption through the OLY Token.

- Vesting bonus: 10% (500M OLY Tokens)
  *Subject to participation
  Available for early adopters that hold OLY Tokens purchased in the presale, as an incentive to equilibrate circulating supply and demand.

C) OLY Supply for Team

20% of the total supply (1Bn OLY Tokens) are allocated for the team, project developers, advisors, senior board and founders of the Olyseum platform and Olyseum SA.

2.4. OLY Token Unlocking Schedule

An initial 2M OLY tokens were locked in the Uniswap pool + 45 ETH (ETH at 1,890 USD). Beyond this point, as part of our comprehensive plan to ensure a healthy cadence of token unlocking, we have developed a carefully thought out token vesting schedule, optional for all the early adopters.

As a means of generating a sensible emission rate of tokens into the market, a trustless vesting smart contract will be utilised allowing non-custodial management of token stakes by contributors.

Under this option vesting framework:
1/ Pre-sale participants can receive 10% day1 liquidity and then are linearly vested for 12 months. Around 50% APY for the vested tokens.
2/ Other allocations are vested into the future where they receive a lump sum in a “cliff” and then are linearly vested block-by-block for a longer period of time (see the below table for details).
3/ All participants will confirm their Ethereum address and will be able to withdraw their vested allocation at any time post unlock day from a vesting vault.
4/ A liquidity bootstrapping event will be held after the unlock day to facilitate a capital injection into an automated market maker (Uniswap).

5/ Several NFT auctions may take place shortly after, where OLY tokens will be utilised for proprietary access and sale.

Emission Charts

Vesting tranches

IMPORTANT: These numbers and charts are projected assuming a total participation, but are subject to participation rate; which means that may vary.

<table>
<thead>
<tr>
<th>Vesting Tranches</th>
<th>% Split</th>
<th>Token Amounts</th>
<th>Vesting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Sale</td>
<td>25.00%</td>
<td>1,250,000,000</td>
<td>10% Up Front, Linear Vesting 12 months</td>
</tr>
<tr>
<td>Treasury reserve</td>
<td>13.00%</td>
<td>650,000,000</td>
<td>10% Up Front, Linear Vesting 12 months</td>
</tr>
<tr>
<td>Liquidity Mining</td>
<td>5.00%</td>
<td>250,000,000</td>
<td>25% Up Front, Linear Vesting 12 months</td>
</tr>
<tr>
<td>Liquidity Bootstrapping</td>
<td>2.00%</td>
<td>100,000,000</td>
<td>Token Auction</td>
</tr>
<tr>
<td>Team and Advisors</td>
<td>20.00%</td>
<td>1,000,000,000</td>
<td>6 months Cliff, Linear Vesting for 18 months after cliff</td>
</tr>
<tr>
<td>Stars</td>
<td>10.00%</td>
<td>500,000,000</td>
<td>12 months Cliff, Linear Vesting for 12 months after cliff</td>
</tr>
<tr>
<td>Vesting bonus</td>
<td>10.00%</td>
<td>500,000,000</td>
<td>12 months Cliff, Linear Vesting for 12 months after cliff</td>
</tr>
<tr>
<td>Marketing</td>
<td>15.00%</td>
<td>750,000,000</td>
<td>3 months Cliff, Linear Vesting for 21 months after cliff</td>
</tr>
<tr>
<td>Total</td>
<td>100.00%</td>
<td>5,000,000,000</td>
<td></td>
</tr>
</tbody>
</table>
Token Splits

Vesting Schedule

Token Emission
2.5. Holding OLY Tokens

The OLY Token is an ERC20 token based on the Ethereum blockchain. It can be saved and traded between Ethereum (ETH) wallets as a token created with a smart contract, currently audited by a third party.

You can use your own Ethereum wallet or alternatively, you can create a new one. To create a new wallet, we recommend using MetaMask – a crypto wallet and gateway to blockchain apps. Available as a browser extension and as a mobile app, MetaMask provides you with a key vault, secure login credentials, token wallet, and token exchange.

MetaMask offers a simple and secure way to connect to blockchain-based applications. You have full control when interacting on the new decentralized web, such as Uniswap, where the OLY Token will be listed. To download MetaMask, go to https://metamask.io and select from Android or iOS for mobile application and select Chrome for desktop.

In order to receive your OLY Tokens, you will need to generate an Ethereum wallet and copy the address which can be done easily once you have installed MetaMask. The copy of the wallet address will be used in the claiming option after connecting to the Olyseum unlock webpages.

We will explain below the step by step process of copying the address using the MetaMask Chrome extension for desktop:

1) Go to the Metamask website (metamask.io).
2) Click “Get Chrome Extension”.
3) Click “Add to Chrome”.
4) Click “Add Extension”.
5) Click on the Metamask logo (a fox) in the upper right hand corner of your Google chrome browser.
6) Read and agree to the terms and conditions.
7) Enter a password and click “Create” to create your wallet.
8) You will see a set of 12 “seed words” for your vault. Click “Save Seed Words as File” and copy the “MetaMask Seed Words” file to a safe place. You will need it to access your vault.
9) Click “I've Copied It Somewhere Safe” once your seed words file has been secured.
10) Copy the wallet address. Now you can provide it to the Olyseum team to claim your Unlocked OLY Tokens.
2.6. Claiming Unlocked OLY Tokens

The tokens previously purchased will be available once the unlocking periods explained in point 2.4 are met.

Once unlocked, you can use the web 3.0 interface, https://tokens.olyseum.com, where you can connect your Metamask or WalletConnect compatible wallet to see your tokens in the smart contract, find out how many have been unlocked, and withdraw them by creating a special transaction with the smart contract.

Please follow the steps below to withdraw OLY Tokens. Do not hesitate to contact the Olyseum team if you require any assistance or if you have any specific questions. Only accept information that comes directly from the official Olyseum channels.

Disclaimer
Transactions using distributed ledger technology, such as those involving the oly token distribution, are at risk to multiple potential failures, including high network volume, low liquidity, computer failure, distributed ledger failure of any kind, user failure, token theft, and network hacking. We are not responsible for any loss of data, ether, tokens, hardware or software resulting from any types of failures, theft, or hack.
Part III

3.1. Legal Considerations

This document is provided for information purposes only. This document is not to be considered the final version of the OLY Token Paper, and it will continue to change and evolve at the sole discretion of Olyseum.

OLY qualifies as a utility token as such term has been defined by the Swiss Financial Market Supervisory Authority (FINMA) Guidelines on ICOs published on February 16, 2018 ("FINMA's ICO Guidelines"). The OLY token purpose is to confer digital access rights to services and products within the Olyseum platform and related applications which provide a channel for major sporting personalities to have direct interactions with their fans and offer them rewards and exclusive content. The Olyseum platform and its proposed main token utilities will have already been developed and fully functional at the time of the TGE. The OLY token will have no investment purpose whatsoever and will neither be designed nor created as an investment product or a security.

Therefore, the OLY token shall not be considered as a security under Swiss laws and regulation (including as a share, participation right, bond, structured product, collective investment schemes, derivative or other type of securities, including uncertificated securities). The OLY token is not subject to the authorization or supervision by the FINMA.

The OLY Token will also serve as the exchange unit for some transactions performed exclusively within the Olyseum Platform. The issuance of the OLY tokens, which main purpose will be to provide access right to products and services within the Olyseum platform, shall not be subjected to the Swiss Anti-Money Laundering Act (AML) given that the payment function is by default an accessory function of the OLY token and given that it is exclusively used within the Olyseum platform. As a consequence, the OLY token shall not be considered as a means of payment (that can be used on a third party’s platform to acquire goods or services) under the AML or be deemed to be a “payment token/cryptocurrency” as such terms have been defined in the FINMA's ICO Guidelines.

This document is neither a solicitation, an offer, a recommendation nor a contract. This document is for informative purposes only and does not constitute, nor is it intended to be, a prospectus within the meaning of applicable Swiss law (including art. 652a or 1156 of the Swiss Code of obligation) or an offer to sell, a solicitation of an offer to buy an OLY token or a recommendation from Olyseum and its affiliates.

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This OLY Token Paper may not be used in any such jurisdictions or in any circumstances in which this paper, its content and/or the OLY tokens are not authorized for distribution and/or are unlawful.

Selling restrictions and limitations may be outlined in the upcoming OLY Token sale's documentation.