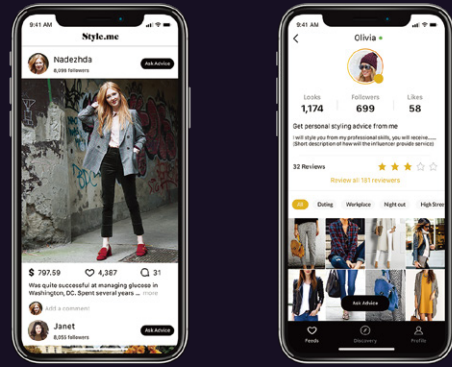




# The Social Commerce Revolution

www.metoken.net



investor@metoken.net

## Overview

Creating the #1 global social commerce economy through the blockchain (e.g., shoppable Instagram for fashion & style).

- Bridge the gap between the inspiration of social media + functional and often disappointing ecommerce.
- Utilize our existing breakthrough patented fashion technology.
- Leverage industry expertise, network of brands, retailers & influencers combined with the CEO's vast experience from the likes of LVMH.
- Provide a cost effective, revenue driving channel for influencers and brands. Steamline the shopper's experience to discover & purchase must-have items.

### Why blockchain?

- Give back users ownership and privacy of their social media data.
- Power the relationship between and properly reward influencers, shoppers, and brands, through tokenized incentives.

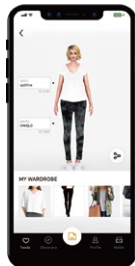
### What are the problems we are trying to solve?

- Influencers are not being properly rewarded.
- Broken sales flow - gap between inspiration & sales conversion.
- Users lack control over their data - no ownership and privacy.

### What is our solution?

Style.me is a tokenized fashion social commerce platform aiming to:

- properly reward fashion influencers while
- provide shoppable inspiring content for users, and
- provide targeted opportunities for brands based on users' opt-in data.



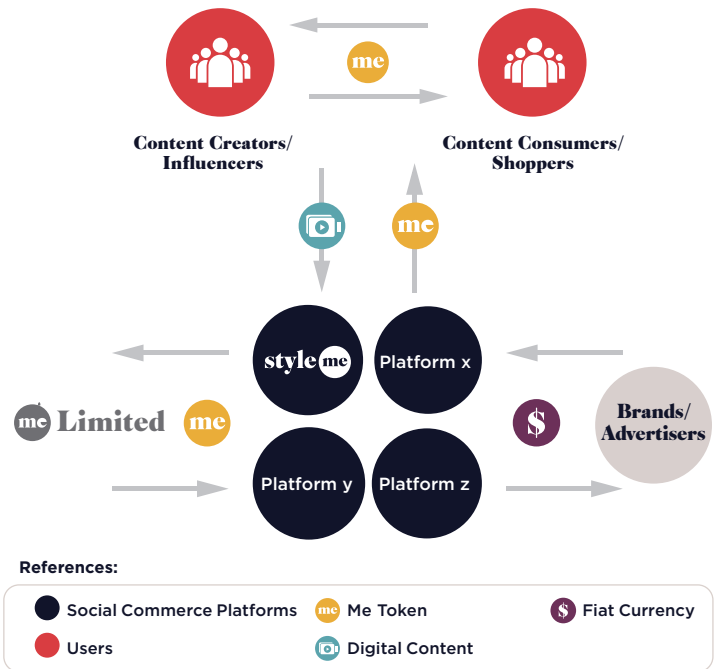
The platform connects and rewards activities of influencers, users, and brands:

- Influencers post brands' outfits, and can make affiliate commission from purchases.
- Users can like and share such posts, try on outfits in the patented virtual fitting room, and make purchases directly.
- Fashion brands are happy due to satisfied customers and valued influencers.

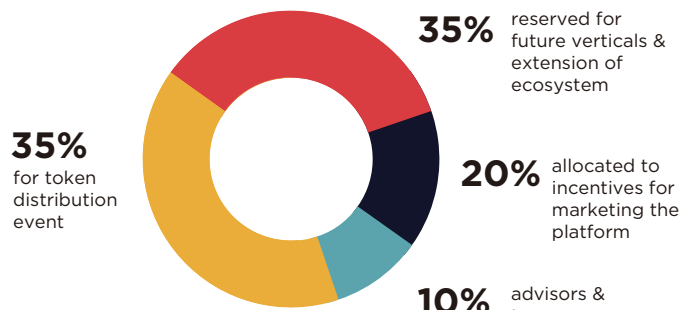
### How do we scale in the future?

Aside from Style.me, additional verticals can leverage the opt-in function of the existing Style.me user base to jump start their own communities.

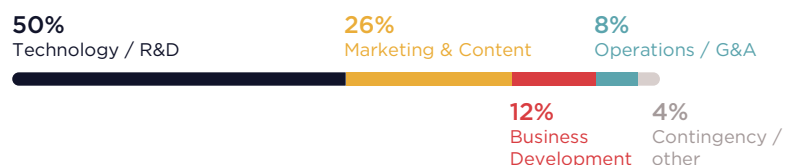
## Token Economy



## Token Distribution



## Use of Proceeds



# Token Sale

Symbol	METO	Accepted currencies	ETH
Token price	\$0.054 USD	Presale dates	July 23 - October 8, 2018
Total token supply	1,000,000,000	Presale minimum purchase	20 ETH, 1 ETH
Distributed at the token sale	350,000,000	Presale bonus	43%, 25%
Soft cap	\$4M	Token sale dates	October 9 - October 22, 2018
Hard cap	\$12M	Token sale minimum purchase	0.1 ETH

# Core Team



### Jonathan Leong

Founder and Chairman, Serial entrepreneur with platforms transacting billions per month



### Rufus Parkinson

CEO and Co-founder of Me Token, Formerly LVMH, high-end luxury brand



### Sebastian Hewing

Product & Business Insights Director, ex-Rocket Internet fashion marketplace Zalando



### Edward Celata

VP, Head of Community & Growth, ex-RewardStyle / LIKEtoKNOW.it social commerce and influencer platform



### Eric Lin

CTO, blockchain technology and business strategist, formerly Founder/COO StarVR, Microsoft, Acer



### Alan Lian

Tech Lead at Me Token, developed Style.me patented tech stack, 13 years software development and architecture

# Advisors



### Ali Ayyash

Found and CEO Lumeos, ex-Bee Token / Google / Amazon



### Min Kim

Founder of Blocultural Studios



### Brittany Hennessy

Co-Founder of Carbon Consulting / Author of "Influencer: Building Your Personal Brand In The Age Of Social Media"



### George Chang

eCommerce executive, ex-Rakuten/Sears/Newegg

# Roadmap

