

A New Utility Token for Social Commerce

Me Token
White Paper

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Executive Summary

Our vision is to revolutionize the world of commerce by creating a global social commerce economy that meets the growing consumer demand for purchasing goods directly via social media channels. Additionally, we recognize the persuasive power of social media influencers, and we will empower both established and aspiring influencers to build and monetize their network fairly and efficiently via the Me Token economy.

Social commerce is a growing market with a limited number of competitors. Indeed, in a 2017 Technavio report, global social commerce is likely to have a compound annual growth rate of approximately 34% through the year 2021.¹ Currently, Facebook, Instagram, YouTube, Pinterest, and Twitter are the dominant social media channels where brands, brand influencers, and consumers have direct interaction with one another.²

However, the different actors in the social commerce space are struggling to succeed. Traditional social media players such as Twitter, Instagram or Pinterest have been unsuccessful in integrating eCommerce into their DNA. Moreover, social commerce pure-plays have not been able to reach a satisfactory ratio of customer lifetime values versus customer acquisition costs. At the same time, influencers and aspiring influencers alike, who are the driving force behind the social commerce phenomenon, are largely unsatisfied with the platforms they frequent (e.g., Instagram) as the goals and policies of these platforms are not aligned with influencers' financial and aspirational goals.

With this in mind, we are building the Me Token, a cryptocurrency that will fuel the relationship between influencers, shoppers, and commerce platforms, allowing these key actors to be rewarded for engagement, content contributions, and any purchases that may result from these functions. More specifically, we are building a decentralized, blockchain-based ecosystem for digital content creation within a social commerce context which provides incentives for influencers, brands, and consumers.

The Me Token's inaugural platform will be Style.me, a fashion-focused social commerce platform that has been developed and will be launched prior to the token sale event. Style.me's competitive advantage includes years of experience building a virtual fitting room technology for the fashion eCommerce space. We are now ready to move into our next developmental phase and integrate the use of the Ethereum blockchain along with the ERC-20 standardized token which will drive the Style.me social commerce market.

¹ Business Wire. (2017). Global Social Commerce Market 2017-2021: Industry Analysis and Drivers by Technavio. Available at: <https://www.businesswire.com/news/home/20170728005742/en/Global-Social-Commerce-Market-2017-2021-Industry-Analysis>

² Statista. (2018). Social media platform where users in the United States last made a purchase directly from a social media post as of October 2017. Available at: <https://www.statista.com/statistics/250909/brand-engagement-of-us-online-shoppers-on-pinterest-and-facebook/>

Executive Summary

Following the Style.me social commerce platform, the Me Token will expand to additional platforms in different verticals where similar relationships between influencers, shoppers, and commerce platforms can be applied. The Me Limited will incentivize other platforms by seeding initial Me Tokens and allowing new platforms the opportunity to tap into the existing Me Token user base. Our broader vision is to build the EconoMe which will be the world's first comprehensive social commerce market that includes a wider variety of brands and influencers who have the social leverage to connect with millions of additional digital shoppers.

Introduction and Problem Statement

The Internet saw a substantial shift towards user-generated content and the rise of social media with Web 2.0. Since then, the online landscape has changed significantly. However, only recently have the social web and eCommerce markets begun to merge at an increasingly rapid pace. Social media marketing expenditures have tripled between 2013 and 2017 and represent a \$36bn market worldwide.^{3 4} Social media has matured from an experimental channel into a major component of brand marketing budgets. In the U.S., growth from social shopping is exceeding overall growth for eCommerce,⁵ which is caused by an increasing dependency of shoppers on social media: 93% of consumers find user-generated “content to be helpful when making a purchasing decision”⁶ and 72% of Instagram users claim that they made shopping decisions based on the platform.⁷ The recent 2018 Internet Trends report from Mary Meeker, KPCB venture capitalist, cited that 55% of users bought product online after social media discovery.

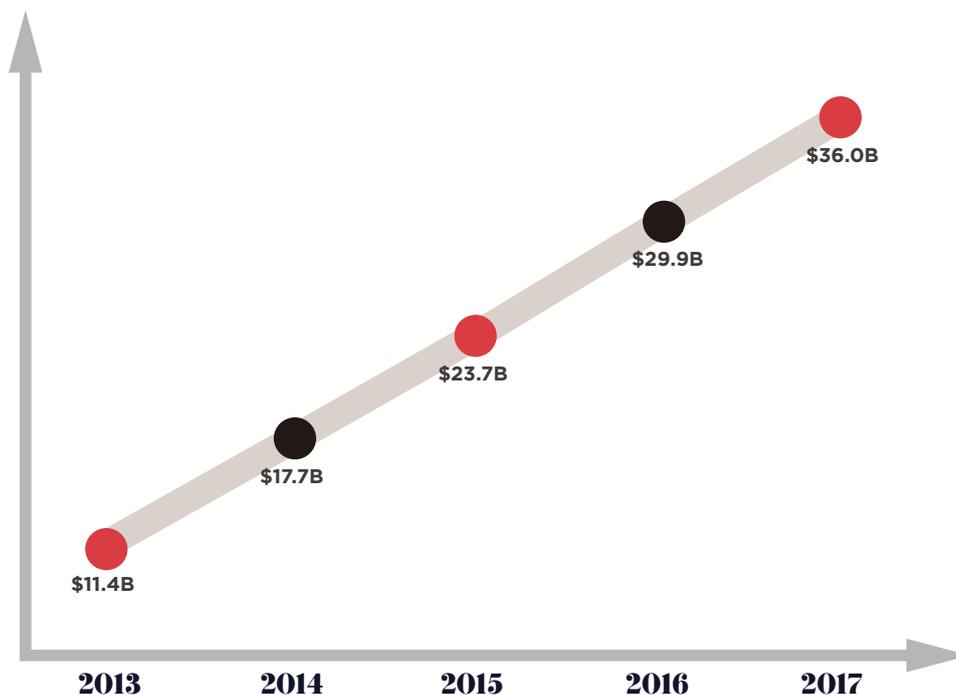


Figure 1: Social Network Ad Spending 2013 - 2017 Worldwide

Even though small and mid-sized influencers are gaining importance, the dominant social media platforms such as Instagram, Pinterest, or Twitter do not offer these users an environment in which they can thrive. Influencers are increasingly dissatisfied with Instagram where the algorithm and community management policies favor large-scale influencers and leave small and mid-sized ones

³ STUDY: Global Social Media Ad Spend to Reach Nearly \$36B in 2017
⁴ Capitalizing on Social Media Investments
⁵ Social Commerce: What It Is, What It Isn't and Why You Should Care
⁶ 38 Mind-Blowing Stats About User Generated Content
⁷ Study: Instagram influences almost 75% of user purchase decisions

Introduction and Problem Statement

Meanwhile, users who increasingly look towards the peer and influencer-generated content for purchasing decisions are facing a gap between discovery, click through rates, and completed purchases. This is primarily due to the current inability of social media platforms such as Instagram, Twitter, Pinterest or Snapchat to seamlessly integrate eCommerce into their DNA. This has led to an increase in social commerce platforms that feature a discovery-driven user experience which is similar to Instagram yet allow every item to be purchased.

While these social commerce platforms may address many of the aforementioned problems, they are often not generating satisfactory financial returns for influencers and brands. The platform participants tend to be distanced from the sales conversion, and there is a lack of incentivization for influencers to help build the platform. In effect, these platforms struggle with unit economics where customer acquisition costs exceed customer lifetime value due to low revenues per session.

By leveraging blockchain, the Me Token will provide influencers and aspiring influencers with substantial incentives for their participation in the forthcoming EconoMe. Token rewards will be in place for the creation of quality content and the business while the official Me Tokens will be used for consumption of services. Style.me is our inaugural platform that focuses on the fashion industry. Subsequently, we plan to incorporate other verticals into our broader innovation, EconoMe, which will be the world's first global and comprehensive social commerce platform.

The Style.me Solution

Founded in 2015, Style.me is a fashion-tech company with the goal of disrupting fashion eCommerce by providing a personalized shopping experience that bridges the gap between inspiration and the current online purchase experience.

The Style.me team is an international collaboration between team members in Taiwan (tech development) and the U.S., with the latter being our initial target market. Style.me has a patented technology that allows consumers to try on clothing via a personalized avatar in a virtual fitting room before making their purchase. Consumers can get an accurate fit recommendation, mix and match clothing, and receive styling inspiration which increases their confidence in making the right purchase. Additionally, Style.me's technology stack includes tools to identify garment types and styles based on image recognition and advanced machine learning algorithms.

In terms of attracting consumers and brand influencers via high-quality content, Style.me faces the chicken and egg problem: users will not use the platform without a sufficient amount of high-quality content, but content creators will only supply this high-quality content when they can clearly see that users are consuming or interacting with it. This dilemma is also commonly referred to as the "cold start" problem. To solve this, we use three types of incentives to build up a collection of content and user base:

1. Monetary
2. Practical
3. Aspirational

Reward Model

Style.me uses substantial reward incentives to generate a large user base of both content creators/influencers and content consumers rapidly. This is achieved by incentivizing the right actions with tokens, which is described in greater detail within the Me Token section. Summarily, users will be pre-seeded with Me Tokens once they open a verified account. They can then market their content and earn Me Tokens via the engagement and the transactions this content generates.

To incentivize the user to grow along with the network there will be thresholds for withdrawal, timed schedules, and a gamified experience showing the user how many affiliated purchases are needed to reach certain levels and attain specific bonuses.

The Style.me Solution

Practical

Due to its massive scale, influencers will not merely leave Instagram and begin dedicating themselves entirely to a new social commerce platform. Furthermore, many influencers are already juggling several revenue streams and platforms alongside Instagram, Pinterest, Snap, etc. Thus, adding a new platform into influencers' consideration set requires this platform to be fun and easy to use.

Style.me features a highly practical and efficient influencer backend that enables content creators to rapidly post their content on Style.me and implement the product links that are necessary to make the images shoppable.

Aspirational

Most influencers are increasingly unhappy with the market dominance of Instagram. They complain about Instagram's lack of dedication towards their key contributors and about the algorithmic nature of the feeds that leads to a lack of influencer's control over their audience. Therefore, Style.me will build a platform around their key contributor's needs, starting with a chronological feed. Moreover, small and mid-sized influencers are also growing in importance as brands realize that it is a better strategy to build ongoing relationships with small and influential influencers rather than one-off campaigns with large influencers. However, these small and midsized influencers are struggling to establish themselves in today's social landscape. Style.me will specifically focus on targeting this segment of influencers while also welcoming large influencers as platform participants.

Core Functionalities

Style.me's core functionality is a chronological feed of user-generated, shoppable, and inspiring fashion content curated to meet user's personal preferences. Each component is further elucidated in the ensuing sections.

Inspiring Fashion Content

The content displayed on Style.me will inspire users to discover and collect new fashion ideas, trends, and looks. Therefore, users will find fashion related content on Style.me which is similar to the content on popular social networks and social commerce platforms such as Instagram, Pinterest, Wanelo, Open Sky, etc. but with a focus on fashion.

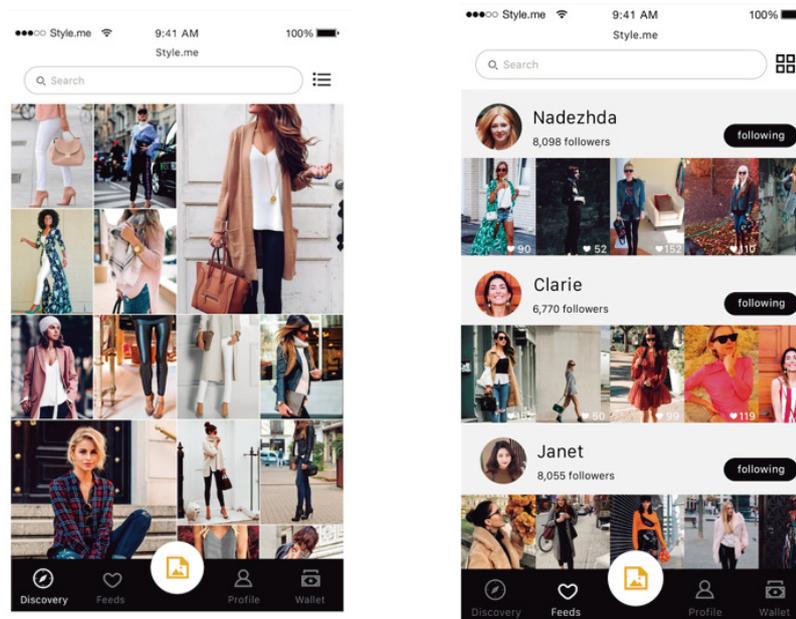


Figure 2: Example Screenshot of Style.me Discovery Experience

User-Generated

All content on Style.me is generated by Style.me's users who are either active content creators/influencers, aspiring content creators/influencers or passive users who have an interest in fashion. Based on the 1 / 9 / 90 rule in typical social networks only 1% of users actively create content, 9% curate content, and 90% solely consume content.⁸ It is Style.me's objective to empower and incentivize more users to develop superior quality content. Users will be incentivized with Me Tokens for the engagement (e.g., shares/likes) generated by their content.

⁸ 1% rule (Internet culture)

Core Functionalities

Shoppable

Traditional social media platforms such as Instagram and Pinterest are inspiring, but they are not shoppable due to the lack of product links and the abundance of generally non-shoppable content (food, travel, etc.). Style.me aims to address this by ensuring every piece of content is 100% shoppable. Style.me provides an accessible and fun to use backend for content creators to make their looks shoppable. This enables every content creator to utilize Style.me along with other social networks or social commerce platforms that they may be currently and actively using. Content creators will earn Me Tokens for the sales they generate.

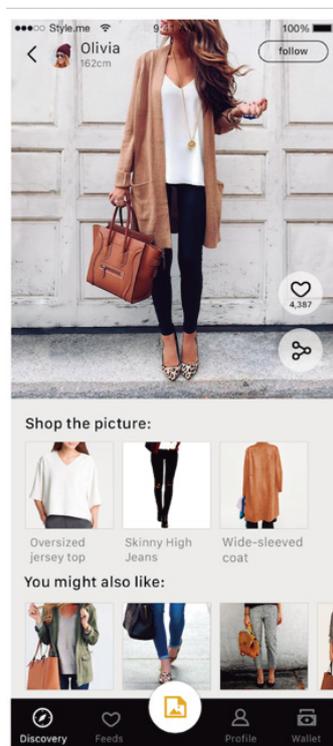


Figure 3: Example Screenshot of shoppable look on Style.me

Chronological Feed

The key problem for many influencers who utilize Instagram as a means to produce income is centered on the fact that Instagram's algorithmically created feed drastically reduces the influencer's control over their audience: they cannot strategically reach their target audience when they do not understand specifically how the algorithm functions. Typically, only 10 to 15% of an influencer's followers see their posts. As a consequence, influencers may feel powerless and are naturally driven to seek alternative platforms where there is a greater understanding as to how the feeds are organized.

Core Functionalities

Earnings Tiers

In order to maximize their content generated earnings users can spend Me Tokens to move up through different Tiers. After creating a verified account on Style.me, every user starts in the basic tier. Every user in the basic tier is initially seeded with the same amount of Me Tokens and are subsequently rewarded for the engagement and sales the user drives on Style.me. A user can choose to stay in this basic tier or purchase access to a higher tier by sending a fixed amount of Me Tokens back to Style.me. This higher tier will increase the earnings per like/share and per sale by 10%. In addition to the basic tier, there will be four additional tiers. Once users have purchased their access to the highest tier and hold a sufficient amount of Me Tokens, they will earn 40% more per like/share as compared to the basic tier.

Fitting Room and Social Engagement Functionality

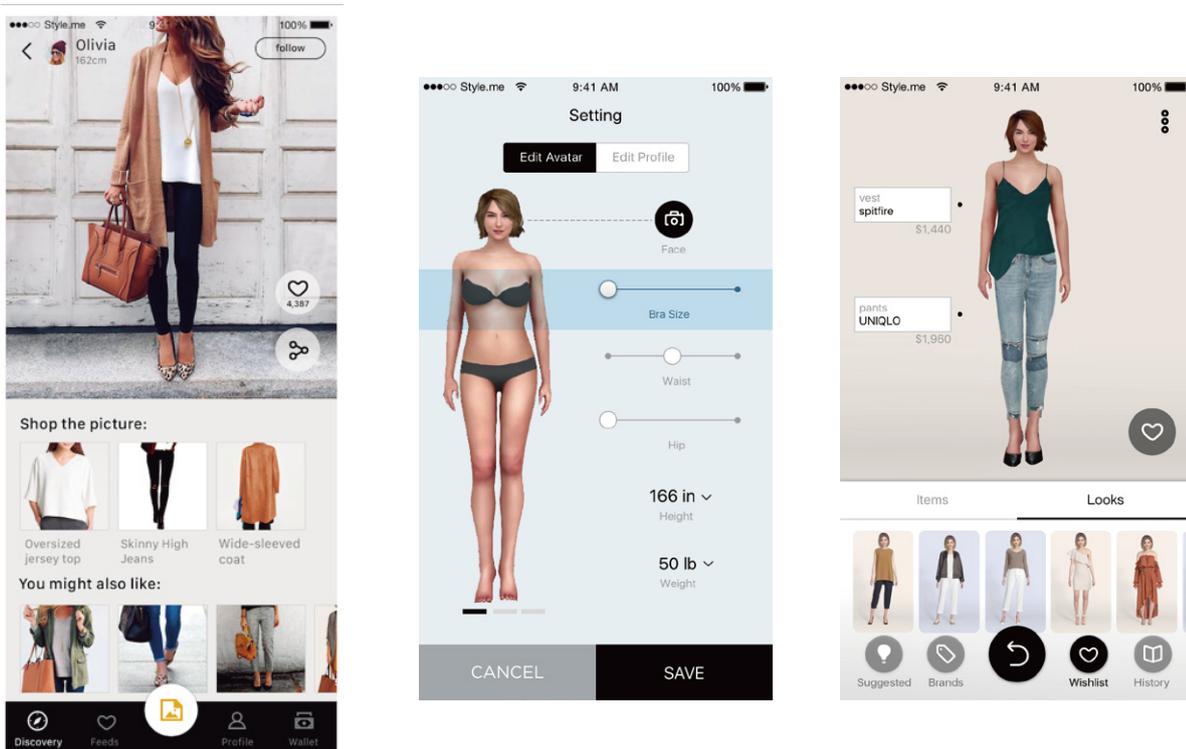


Figure 4: Example Screenshots of Fitting Room Usage within Style.me

Style.me's patented 3D Fitting Room technology allows the users to create a personalized, high-resolution 3D representation of themselves. The fitting room fulfills two purposes: Styling Mix and Match, and Sizing Recommendation.

Core Functionalities

After discovering a look on Style.me, the user can deploy the 3D Avatar to see how they will look wearing the same outfit as the influencer. The Style.me user will also be able to combine items from different looks; this creates a highly engaging user experience similar to trying on a look and experimenting with various items of clothing in the real world. The Avatar will help the user to determine the best fit from different sizes, thus increasing their confidence to purchase and reducing the risk of an unnecessary return. Looks can be shared with the community in the same way as other user-generated content.

Furthermore, through the exchange of Me Tokens, Style.me encourages users to engage in micro-transactions with one another. For example, users can request Styling Advice from other users, groups of users or individual influencers. They can also collaborate with other users to cross-promote one another by mentioning each other in their posts. Such cross-promotion capabilities offer an efficient way to increase a user's audience and their Me Token earning potential. Another possible future application will be the peer-to-peer sales of pre-owned fashion.

Image Matching and Video Matching

As an initial step, Shoppers can use the Style.me app to take screenshots from any image content on the web by using the screenshot function of their device. The Style.me app will access the screenshot on the user's device which triggers the AI-based image recognition algorithm and matches the screenshot with any of the linked content provided by the content creators. Thus, the screenshot becomes automatically shoppable.

After the image is transformed into shoppable static content, users can create a video which will also be shoppable. Since we are living in an era where more than 80% of all consumer internet traffic is generated by audio and video consumption,⁹ incorporating static images and video is an essential feature to attract a broader consumer base. The addition of image and video matching makes Style.me platform agnostic in a sense that users can discover styles anywhere on the web and derive value from Style.me.

⁹ Digital Media: Rise of On-demand Content

Core Functionalities

Integrate Brands into Style.me

After establishing the functionality that enables users to discover fashion anywhere on the web and shop with greater assurance regarding the size, fit, and appearance of apparel, we plan to integrate fashion brands into the Style.me platform via three specific methods:

- Shopping Cart Integration
- Enable Targeted Advertising based on user consent
- Buy Discounts with Tokens

Shopping Cart Integration

By allowing users to try on garments and to shop items they find anywhere on the web and by encouraging social feedback between users, Style.me creates a platform that is both inspiring but at the same time closer to the point of sale conversion. A big step in bridging this gap between inspiration and shopping is to integrate the checkout process within the Style.me app.

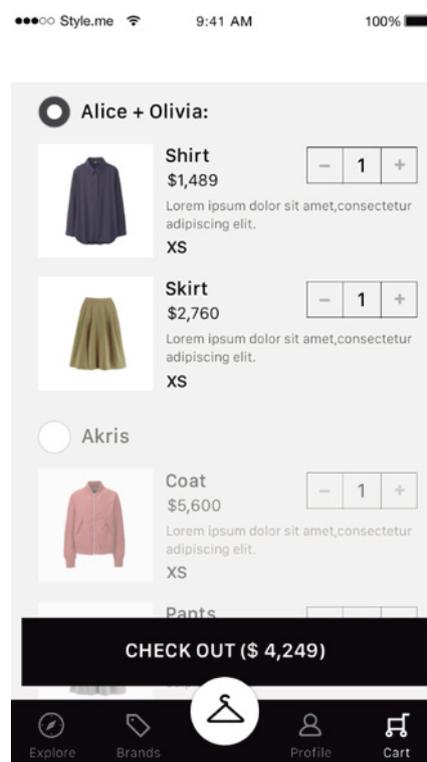


Figure 5: Example Screenshot of Native Checkout within Style.me

Core Functionalities

This approach will reduce the friction created by directing users out of the app and to the brands' checkout processes. Allowing users to purchase items directly through the app streamlines the buying process and increases the likelihood of clicks converting to sales. With regard to influencers, this will also lead to their earning more Me Tokens per piece of content.

Due to Style.me's token incentivization model, ease of use, and alignment with influencer aspirations (as described above), we believe that we will be able to grow the platform and its usage at a low cost. Moreover, we will have a greater ability to focus on increasing revenues per session, customer lifetime value, and Me Token earnings for users. This overcomes the unit economic challenges that most social commerce platforms struggle with such as customer acquisition costs being higher than customer lifetime values.

Enable Targeted Advertising and Cross Promotion Based on User Consent

The Me Token is a token for consumers and influencers. While interacting within the digital economy, users leave behind footprints in the form of data which is highly valuable to brands and advertisers (including influencers). Today, this data is widely used for targeted advertising without the explicit consent of the user. Users become increasingly aware and concerned about how and why their data is being used. Style.me aims to allow brands, advertisers, and influencers to address users with targeted advertising and content without compromising the aspirational utility of the Style.me platform.

The targeted advertising operates via paying Me Tokens to users who share their data with brands and influencers so that brands and influencers can create more accurate and uniquely tailored content advertising. Users who agree to share their data for receiving targeted content will unlock a sponsored feed next to the regular chronological feed. In the sponsored feed, the user will receive targeted posts from influencers and brands.

For example, if a user shares their information including that they are 25 years old, live in New York, and likes running shoes of a specific brand, then this brand can target the particular consumer with sponsored posts that are highly likely to yield in a purchase. Furthermore, New York influencers who like running can target the consumer with relevant posts that are increasingly likely to drive engagement. In this scenario, everyone wins:

Core Functionalities

- The user: They receive only the advertising that matches their interest, and they receive payment for data sharing;
- The influencer: They have an additional marketing channel for boosting consumer engagement and acquiring new followers which leads to earning more revenue;
- The brand: Their marketing budget is only spent on users who are genuinely interested, thus minimizing waste and maximizing return on investment (“ROI”).

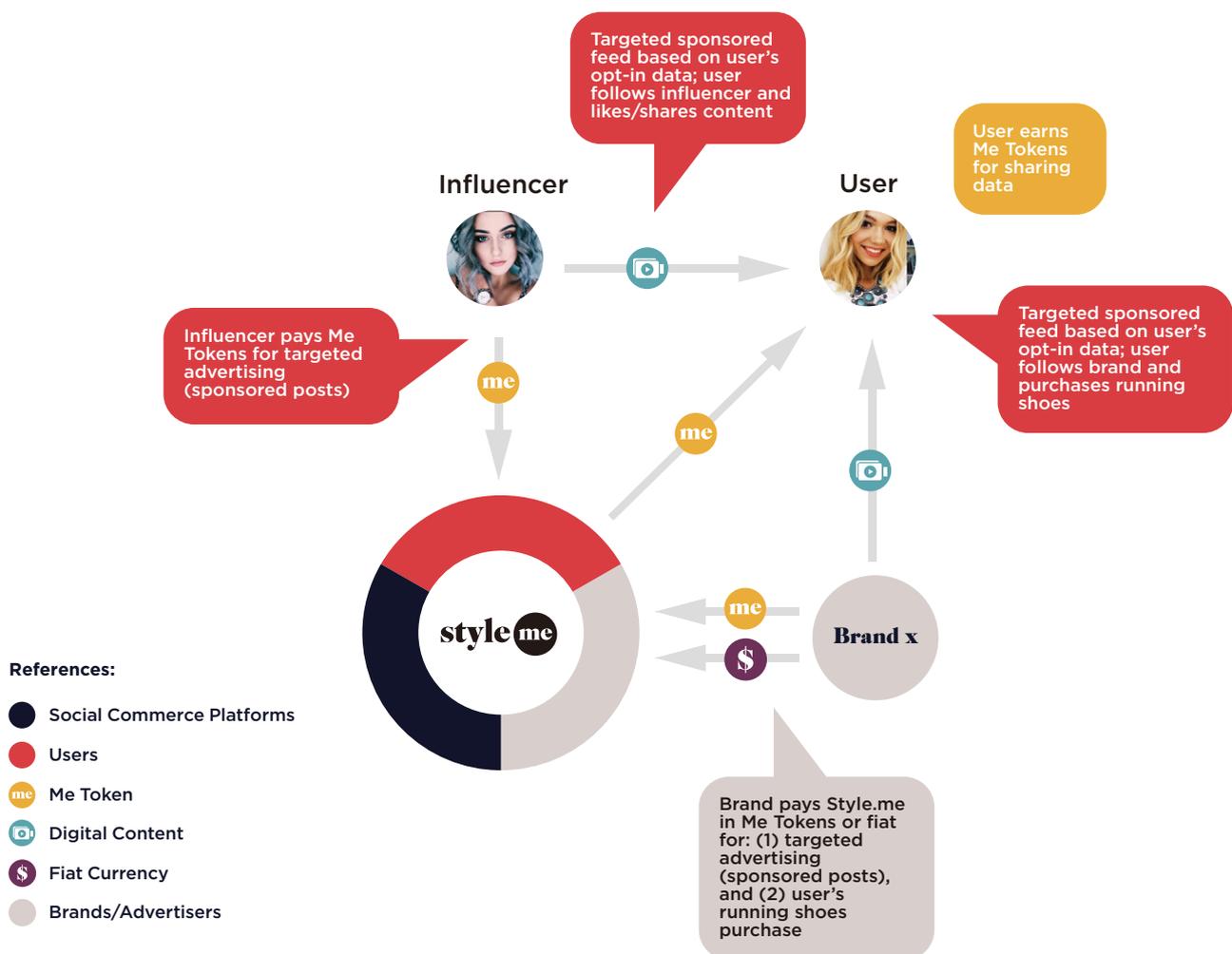


Figure 6: Targeted Advertising

Core Functionalities

Cross-Promotion

The key to success as an influencer is to grow an engaged audience. This can be accelerated when different influencers with similar profiles, interests, and followerships collaborate, e.g., by mentioning each other in their posts (cross-promotion). However, in today's social landscape, it is virtually impossible for an influencer to discover potential partners for cross promotions in an efficient and fun way. Style.me will help to connect influencers based on the data they share and facilitate cross promotions via the exchange of Me Tokens among the users. The result is a genuinely decentralized peer-to-peer marketplace powered by Me Tokens that helps every member of the network to grow their following and thus their potential to earn more Me Tokens.

Access Discounts with Tokens

Integrating a checkout system within the Style.me app offers the opportunity to provide a discount for user purchases in exchange for tokens. To illustrate, a user wants to purchase a T-Shirt for \$20 from a brand that is fully integrated into the Style.me marketplace. Style.me could, theoretically, offer the user a 100% discount, purchase the item for \$20 and let the user pay in Me Tokens for the purchase. This allows Style.me to drive sales and earn back tokens from the community.

Me Limited Overview

Me Limited will be the issuer of the Me Token and the governing body of the Me Token and the future implementation of EconoMe (see the Future Opportunity section for more details regarding the EconoMe system), both of which will be managed by a dedicated team.

At the outset, 35% of the token supply will be reserved (Me Reserve) for Me Limited to mainly incentivize third-party developers to create more EconoMe social commerce platforms. Me Limited will provide the tokenized infrastructure required for influencers and users to connect in these platforms.

While Style.me will be the founding social commerce platform and will be heavily involved in developing the technology and resources to allow the EconoMe to flourish, the Me Reserve and decisions over future platforms will be overseen by Me Limited. The Me Limited will incentivize social commerce platforms to adopt the Me Token via two methods:

- 1. Me Limited will seed tokens of nominal value to each platform partner.** The founding platform will be Style.me -- a social commerce platform for Fashion -- and Me Limited will hold a reserve of 35% of Me Tokens to invest in future verticals/platforms. Me Tokens can be used across any participating social commerce platforms within EconoMe.
- 2. New platforms will have the opportunity to tap into the existing Me Token user base** if users choose to be opt-in to participate in the new social commerce platforms. For example, a social commerce platform with travel focus may target Style.me users (content creators and consumers) who are interested in fashion and travel with a personalized invitation to join the travel platform. In essence, this works like a democratized referral program where both the user and Style.me will be rewarded with Me Tokens in exchange for an opportunity to kickstart the travel social commerce platform.

Me Limited Overview

The Me Token

Me Token is an ERC-20 token used by Me-adopted social commerce platforms to reward content creators and other contributors throughout the Me community.

Me Limited seeds the social commerce platforms entering the EconoMe with Me Tokens. The social commerce platforms use the tokens to set up a reward program that incentivizes users to create shoppable content. Users will earn Me Tokens for positive engagement that the content drives (e.g., likes, shares). Users are thus highly incentivized to produce high-quality content and promote Style.me to their user base on their current social media platforms.

Social commerce platforms can tap into each other's user bases if the users opt into that possibility. This is a way for scaling the network with a variety of platforms and democratizes the economy by allowing the user to choose in which platform to participate.

Users can exchange services, such as giving styling advice, cross-promoting content with the goal of growing audience, peer-to-peer sales, among each other and use tokens for these exchanges.

The Me Token is a token for consumers, content creators, and content consumers. Brands/Advertisers are initially not a direct part of the Me Token economy itself. However, the economy generates transactions for brands and brands reward social commerce platforms in fiat for driving affiliate purchases. Social commerce platforms can decide to subsidize user purchases by paying brands in fiat currency and receiving Me Tokens from users. In a later stage, brands will be integrated into the EconoMe (see below).

Me Tokens will be earned and spent on a social commerce platform by content creators/consumers (users), brands, and platforms (app developers) based on their actions, content contribution, and purchases.

Style.me Token Economy

There are several components that are specific to the Style.me platform. As can be seen from Figure 7, there exists a continuous flow of data and tokenomics between consumers, content creators and influencers, and brands. As such, we've developed an efficient method for launching the Style.me token economy via Me Limited.

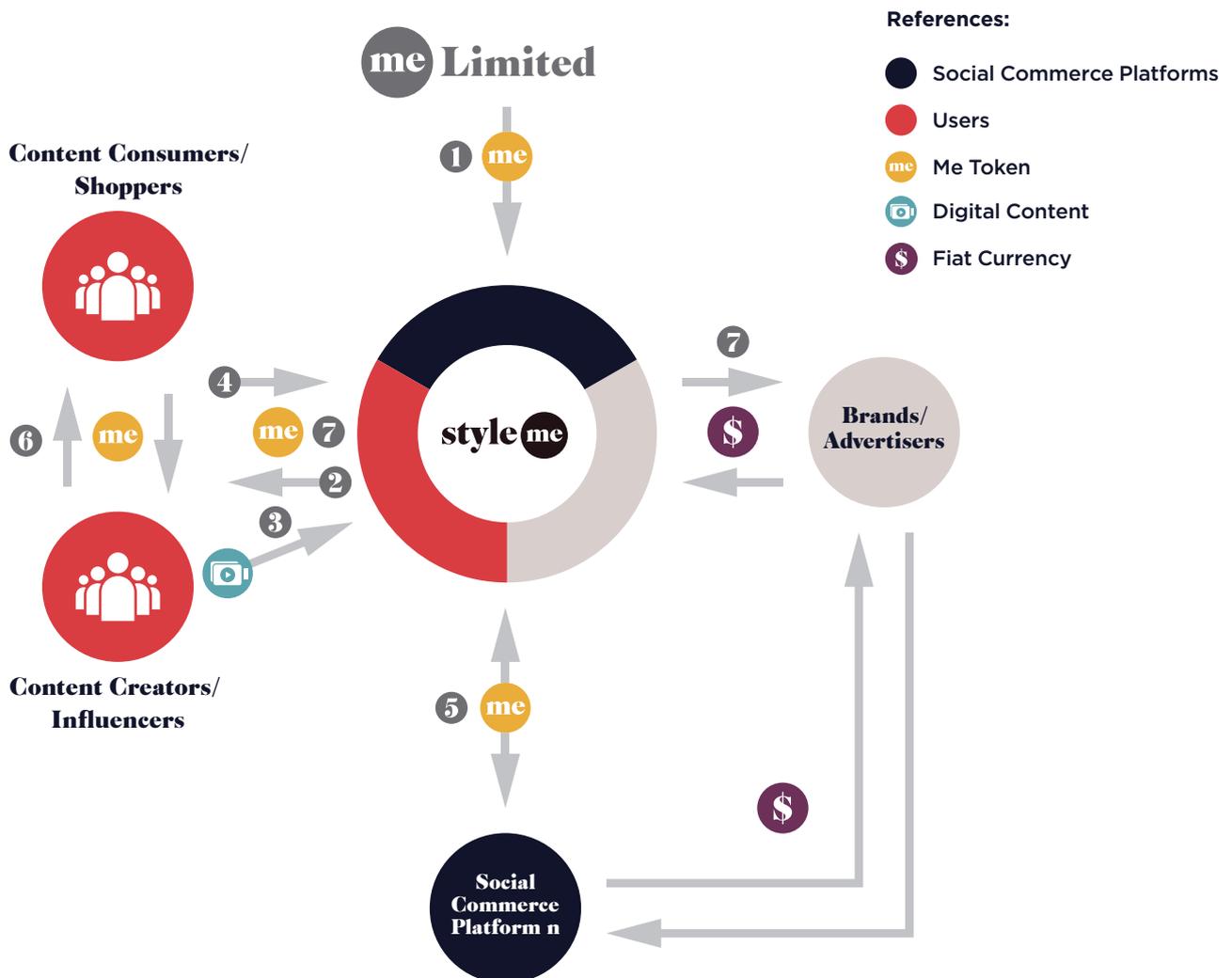


Figure 7: Style.me Token Economy

Style.me Token Economy

1. Seed Style.me with Me Tokens

Me Limited seeds Style.me with Me Tokens.

2. Seed Influencers with Me Tokens

Style.me's reward system seeds users with Me Tokens of nominal value based on three criteria:

- a. Size of the fan base on other social networks (Reach),
- b. Engagement level on other social networks (Influence),
- c. Time of signing up with Style.me: Users are incentivized to join the network as early as possible. Style.me utilizes a thorough verification process to avoid seeding fraudulent profiles with Me Tokens. The verification process will confirm both the identity of the influencer and the numbers of "real" followers vs. purchased, or fake, followers. Verification is also used to prevent Sybil attacks where a large number of accounts are created programmatically to gain control of the system and/or the Me Tokens; it also protects brands that do not wish to be affiliated with profiles of low quality or questionable credibility.

3. Incentivize generation of high-quality content with Me Tokens

Users receive Me Tokens proportional to the amount of engagement (e.g., likes/shares) created via their posts. This mechanism allows both influencers and aspiring influencers to instantly monetize high-quality content without having to reach a large-scale following -- which is in contrast to traditional social network and commerce platforms. Such an incentivization protocol also solves the "cold start" problem by galvanizing users to initiate the network effects and contribute to quickly scaling the economy.

Additionally, this mechanism of earning tokens for content that generates positive engagement serves to implement a quality control mechanism to prevent reverse network effects where the utility of the network decreases with the increased scale of the platform and users are exposed to inadequate or irrelevant content.

Style.me will implement several additional methods to control content quality and relevance, such as self-selection, i.e., users determine what they see in their feed by following influencers who align with their preferences. Alternatively, machine learning algorithms can be utilized to distinguish between good and bad posts and broken affiliate links.

Style.me Token Economy

4. Three ways how tokens are flowing back to Style.me

There are multiple different utilization methods for the Me Tokens, which will provide channels for Me Tokens to flow back to Style.me:

- a. As described in the targeted advertising section above, content creators can promote their content to content consumers who have opted in to be targeted. Thus, content creators can invest in growing their network, engagement, and sales. These posts can be considered as premium posts with higher returns than regular posts. At the same time, it aligns incentives for content creators and content consumers.
- b. After integrating a checkout process for a range of brands on Style.me, Style.me will offer users the option to utilize tokens to receive discounts for purchases. This offers Style.me, and other participating social commerce platforms, the opportunity to drive sales and to earn tokens.
- c. Users can spend Me Tokens to move up different Tiers to maximize their earnings potential. After creating a verified account on Style.me every user starts in the basic tier. Every user in this tier gets rewarded the same number of Tokens for the engagement and sales the user drives. A user can choose to stay in this basic tier or purchase access to a higher tier by sending a fixed amount of Me Tokens back to Style.me. This upper tier will increase the earnings per like/share and per sale by 10%. In addition to the basic tier, there will be four additional tiers. Once users have purchased their access to the highest tier and hold a sufficient amount of Me Tokens, they will earn 40% more per like/share as compared to the basic tier. The tiered system creates a robust incentive for users to hold tokens and invest tokens back into the economy once they have realized the earnings potential.

5. Integration of Additional Platforms

Social commerce platforms in other verticals, e.g., travel, outdoor, jewelry, interior design, etc., can tap into Style.me's user base if the users opt-in. Thus, other platforms are highly incentivized to join since they can populate their platform with an existing user base and have a way of incentivizing these users to generate content. Style.me will gain a share of revenues from the new entrant, i.e., by receiving tokens for affiliated purchases that the new entrant generates via Style.me's user base.

Style.me Token Economy

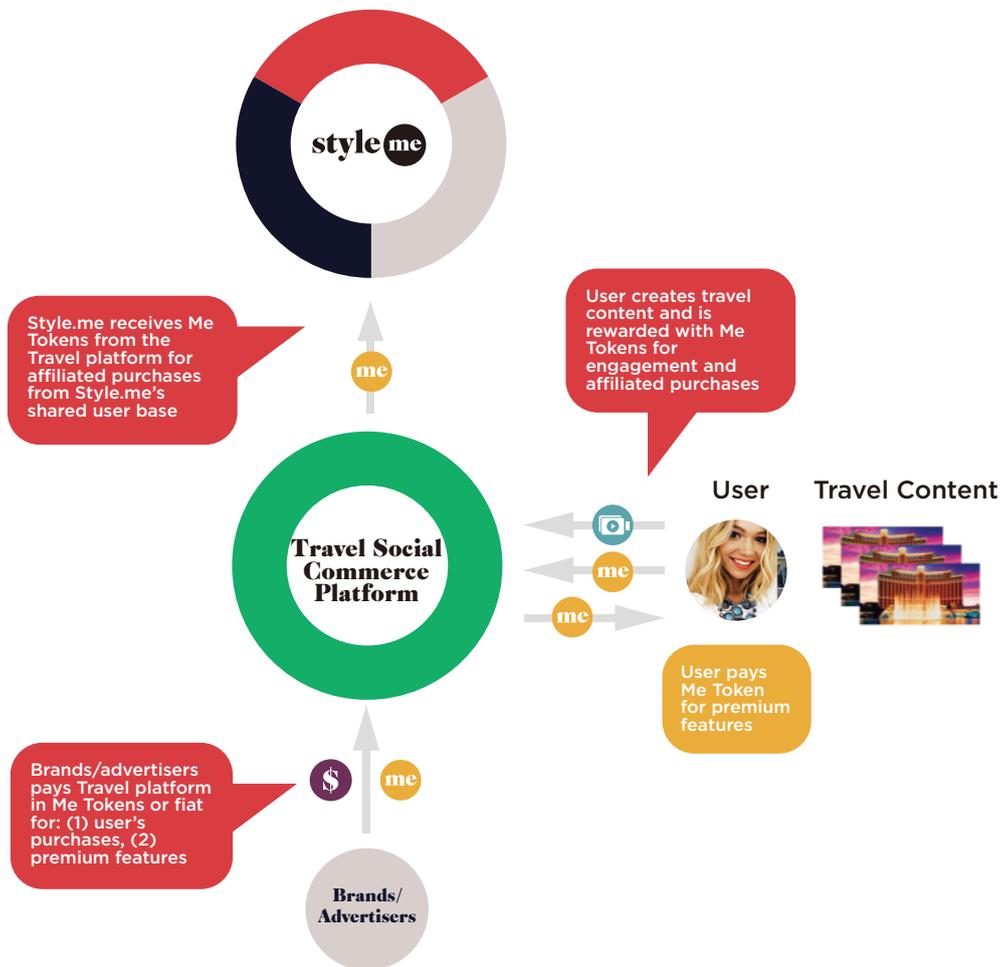


Figure 8: Integration of Additional Platforms

6. Exchanges Between Users

In addition to the utility described in Point 4 “Three ways how tokens are flowing back to Style.me”, the Me Token may also be used for peer to peer exchanges between users. Users can define and exchange custom-services and micro-services on the platform, such as giving styling advice or cross-promoting posts and will use Me Tokens for these exchanges. In this way, the token economy offers every influencer a variety of avenues to grow their business and simultaneously provides users the chance to build connections with their favorite influencers. The tokens used to pay for these services are either earned as described above or purchased via a simple interface within the Style.me app.

Style.me Token Economy

7. Me Tokens for Affiliated Sales

Every item on Style.me is shoppable. Therefore, Style.me generates transactions for brands and/or advertisers who pay Style.me an affiliate fee for these transactions. Style.me will share this fee with users in the form of token payments. Initially, brands are not directly part of the token economy itself but will be included once targeted posts based on user content are enabled.

Me Token Incentive Economics

One of the key goals behind the Me Token is to reward the creation and curation of high quality, shoppable content which is the foundation for creating a flourishing Style.me community. The following section describes in detail how content creators and curators will be rewarded to achieve this goal..

Token Distribution for User Rewards

Style.me has allocated a fixed rewards pool of 200,000,000 Me Tokens to be distributed to users for content creation and curation (20% of overall tokens). The tokens will be distributed over 12 years based on the following schedule:

Year	1	2	3	4	5	6	7	8	9	10	11	12
Reward(Millions)	28	24	21	19	17	16	15	14	13	12	11	10

This distribution effectively rewards early adopters and provides a strong incentive to join the platform early on. Furthermore, the fixed supply of tokens protects investors and contributors from inflation. This is an important difference compared to other Social Media dApps like Steemit, ONO, Appics, etc.

Based on this distribution table, the daily amounts of tokens in Year 1 are $28,000,000 / 365 = 76,712$. To avoid over-incentivization in the very early stages of the project, the daily token distribution will be dependent on the number of signed-up users (u) and will be calculated as follows:

$$\begin{aligned} u \times 100 & \quad \text{when } u \times 100 < 76,712 \\ 76,712 & \quad \text{when } u \times 100 \geq 76,712 \end{aligned}$$

Me Tokens vs Me Power

Before we describe how the tokens from the pool are being allocated to platform users, we need to introduce the concept of Me Power.

The high liquidity of the Me Token and cryptocurrency in general is very beneficial for investors but at the same time it poses a threat to the value of the Me Token currency and in extreme cases

Me Token Incentive Economics

could produce instability to the business operations of a startup project. Me Token is committed to creating a platform that increases in utility over time and thus offers unique incentives to users and investors who make a long-term commitment to Style.me and its currency, the Me Token. With this in mind, we offer every platform user the opportunity to exchange Me Tokens to Me Power at a fixed exchange rate of 1:1. Me Tokens that have been exchanged to Me Power are bound to a 13-week vesting schedule and thus signal a long-term commitment to the platform. Holding Me Power offers their holders unique benefits that will be described in the following sections of the whitepaper.

Details of Rewards Distribution

The daily token rewards will be distributed as follows:

Rewards for Content Creation:	70% (= 53,698 Tokens in Year 1)
Rewards for holding Me Power:	20% (= 15,343 Tokens in Year 1)
Rewards for Content Curation:	8% (= 6,137 Tokens in Year 1)
Rewards for Governance Work:	2% (= 1,315 Tokens in Year 2)*

There will be no Rewards for Governance in Year 1 (see “ **Rewards for Governance Work**“ section below).

Rewards for Content Creation

70% of Tokens out of the daily pool are being rewarded for creation of high quality, shoppable content. As described before, the value of the Style.me platform is essentially derived by the sum of its users and the content these users create. Therefore, it is necessary to allocate a large amount of Me Tokens towards creating this value and to properly reward content creators for their work and their loyalty.

Each day content creators will be rewarded based on the relative value they generated for the platform on that day. We are using the following measures of ‘value generation’:

Likes Received: The more likes a user’s content receives relative to all likes received on a given day, the higher the rewards for the user.

Me Token Incentive Economics

Comments Received: The more comments a user's content receives relative to all comments received on a given day, the higher the rewards for the user

Functioning Shopping Links Created: Being a Social Commerce Platform, it is Style.me's aim to enable content consumers to easily find and purchase items they discover from the content generated by content creators. Therefore, Style.me incentivizes the generation of links that lead the content consumer to the website where consumers can purchase the discovered item(s). In the future, Style.me aims to replace shopping links that lead the user to third party shopping sites by a native checkout process which enhances the experience for the shopper and makes shopping more seamless.

Me Power interaction: We believe that users committed to the long-term success of the platform via holding Me Power should have higher weight when it comes to identifying good content. This line of thinking is similar to the mechanics behind the Google Page Rank algorithm where an inbound link from a trusted source is worth more than an inbound link from an untrusted source. Therefore, likes and comments received are weighted with the Me Power holdings of the curator. This is a unique incentive for users to commit to Me Power in order to become more influential within the Style.me community. At the same time, the amount of Me Power holdings of the content curator is not the only factor that determines the rewards for a content creator. We aim to avoid some of the pitfalls and abuse that can take place on other social networks e.g. on some platforms, the fact that content creators can only gain rewards when they attract upvotes/likes from users with significant Power holdings led to a situation where it is very hard for new users to earn any rewards even though their content receives likes and comments. This system also led to a situation where powerful users basically stopped liking quality content for free but rather sell their likes to the highest bidder. Therefore, the impact of Me Power holdings on the creation rewards for creators is comparatively more reasonable and will have a strong positive impact.

All these measures will be weighted to calculate a daily score for each user on the platform. The weights are as follows:

Likes Received (wlr):	30%
Comments Received (wcr):	30%
Functioning Shopping Links Created (wsl):	20%
Me Power Interaction (wme):	20%

Style.me will reserve the right to change these weights in the early stages of the project and to be completely transparent about these changes to the community. The aim is to decentralize the

Me Token Incentive Economics

management of this algorithm over time (see **Rewards for Governance Work** section below).

The following formula shows how the score S_i^t is calculated for a User i on day t , where n is the total number of users generating scores on day t :

with:

Likes received = lr

Comments received = cr

Functioning Shopping Links = sl

Me Power Interaction = me

$$S_i^t = wlr \times (lr_i / \text{MAX}(lr_n)) + wcr \times (cr_i / \text{MAX}(cr_n)) + wsl \times (sl_i / \text{MAX}(sl_n)) + wme \times (me_i / \text{MAX}(me_n))$$

By normalizing values to an index value of 1 we are preventing attributes with relatively higher absolute values (e.g. Me Power Interaction) to overpower attributes with relatively lower absolute values (e.g. Functioning Shopping Links).

Me Tokens will be distributed to each user according to their relative score in proportion to the sum of scores of all users based on the following formula. Therefore, the Creation Rewards in Me Tokens received for User i on day t (Mcr_i^t) for Year 1 is:

$$Mcr_i^t = S_i^t / \sum_{i=1}^n S_i^t \times 53,698$$

Rewards for Holding Me Power

20% of Tokens from the daily pool are being rewarded to Me Power Holders. Essentially, this represents an interest rate on holding Me Power and rewards the user's commitment to the platform.

With me_i being the amount of Me Tokens held by User i on day t , the Me Power Rewards in Me Tokens received for User i on day t (Mm_i^t) for Year 1 can be calculated as:

$$Mm_i^t = me_i / \sum_{i=1}^n me_i \times 15,343$$

Me Token Incentive Economics

Rewards for Content Curation

Apart from the Creation of Content, Users will also earn Me Tokens for the curation of content. 8% of Tokens out of the daily pool are being distributed for Curation activities. The following activities are being rewarded:

Likes Distributed: The more likes a user distributes towards other user's content the more this user will earn. Likes on own content will not be rewarded.

Comments Distributed: The more comments a user distributes towards other user's content the more this user will earn. Comments on own content will not be rewarded.

Unique Logins: If the user uses the Style.me app on the given day, this activity will be rewarded.

To prevent abuse, e.g. via voting bots, the rewards for curation are capped depending on the amount of Me Power the user holds. Apart from de-incentivizing attacks and abusive behavior this offers an additional incentive to hold Me Power as it increases the potential earnings for curation.

Each activity will be weighted to calculate a daily score for each user on the platform. The weightings are as follows:

Likes Distributed (wld):	35%
Comments Distributed (wcd):	55%
Unique Logins (wlo):	10%

The following formula shows how the score S_i^t is calculated for a User i on day t , where n is the total number of users generating scores on day t :

with:

Likes distributed = ld

Comments distributed = cd

Unique Logins = lo

$$S_i^t = wld \times ld + wcd \times cd + wlo \times lo$$

Me Token Incentive Economics

This base score will be capped to a capped Score Scu_i^t with a maximum value of 25 based on the Me Power holdings of the user. Scu_i^t is calculated by multiplying the users Me Power with a constant factor $c=0.0025$, as follows:

with:

Me Power Holdings in the user's account = $meto$

0	when $meto \times c < 0.025$
$meto \times c$	when $meto \times c \leq 25$ and $meto \times c \geq 0.025$
25	when $meto \times c > 25$

This means that a user with less than 10 Me Power will not be able to earn any curation rewards. The maximum score of 25 can only be reached by users who hold a minimum of 10,000 Me Tokens.

Thus, the Curation Rewards in Me Tokens received for User i on day t (Mcu_i^t) for Year 1 is:

$$Mcu_i^t = Scu_i^t / \sum_{i=1}^n Scu_i^t \times 6,137$$

Rewards for Governance Work

One of Style.me's key goals is to create a decentralized community where users play an active part in shaping the community. On today's social media platforms, it is a centralized authority that decides on which content is being seen by whom and which content will be taken down / censored. We believe that this work should be given into the hands of the community over time.

In the early stages of the project Style.me will also be governed centrally, until it becomes feasible to start establishing a decentralized governance. We have developed various tools that will help us to spot abusive, malicious or spam content and we reserve the rights to take down this content without any notice to protect the rights of our community.

We will start decentralizing Style.me by introducing a group of 51 Super Me Users. These Users will become a vital body of the Style.me governance. Initially these Super Me Users will be tasked with taking down abusive, malicious or spam content but their work can extend later on to additional tasks that benefit the community, such as voting on the introduction or adoption of features. The first 51 Super Me Users will be selected by Style.me based on their previous behavior on the platform. Going forward, Super Me Users will be elected by the community and can be impeached

Me Token Incentive Economics

on a continuous basis. Every User of the community has a limited number of votes that can be used towards the election of Super Me Users. The number of Super Me Users can be increased based on the needs of the platform and the workload Super Me Users are facing.

2% of Tokens out of the Rewards Pool are reserved for rewarding Super Me Users for their work. Initially, this will be based purely on the number of posts and comments taken down (ct).

In Year 1 there will be no tokens allocated for Governance. The unused tokens will flow back into the Reward Pool and can be used for rewards at a later stage. The Governance Rewards in Me Tokens received for User i on day t (Mct_i^t) for Year 2 is:

$$Mct_i^t = ct_i^t / \sum_{i=1}^n ct_i^t \times 1,315$$

Crediting Rewards

All Rewards will be credited to user accounts 7 days after the reward-earning activity if the reward-earning activity is not being taken down within 7 days. For example, each piece of content will earn rewards for all likes and comments received and all shopping links created within 7 days after the creation. All likes and comments received and all shopping links created for that post that occur after 7 days have passed will receive no rewards. Furthermore, all posts, comments, shopping links that are being taken down within 7 days after their creation will not earn any rewards.

We are aware that this approach can lead to a scenario, where users re-post the same content over and over in 7 day cycles. Therefore, Super Me Users will be rewarded to identify this fraudulent behavior and take action, if necessary.

Future Opportunity: Development of the EconoMe

Although Style.me will be our first offering, our broader vision is the full-scale deployment of our EconoMe. The overall EconoMe serves as a user and influencer community that comprises a plethora of different platforms, including Style.me, and can easily onboard users who have little to no prior knowledge or experience with cryptocurrency. Thus, as mentioned in Point 5 “Integration of Additional Platforms” above, we will implement additional social commerce platforms and brands that cover an array of shoppable content. Indeed, the construct is similar to what we have already discussed regarding Style.me; however, it is more comprehensive since the EconoMe does not solely focus on fashion.

Brands benefit from the sales created within the EconoMe and may also reward the platform with affiliate fees in fiat. At a later stage, brands may further benefit if the platform allows them to advertise to users that have the choice to opt into targeted advertising in exchange for tokens. For example, if a user is a fan of a particular athletic apparel brand and agrees to allow the brand to advertise to them, the user will receive tokens in return. Brands will pay the platform for this service.

Each additional social commerce platform within the EconoMe will be built around content creation and consumption in a commerce environment. The objective is to achieve an efficient, fun and easy-to-use environment that enables users to post and share quality content and earn tokens in return. The ultimate goal of these well curated and authentic social commerce platforms is to bridge the gap between inspiration and shopping by creating an exciting personalized discovery, social interaction, and purchase experience across different verticals. As such, we believe this will lead to superior financial returns for influencers and superior conversion rates for social commerce platforms.

Future Opportunity: Development of the EconoMe

EconoMe

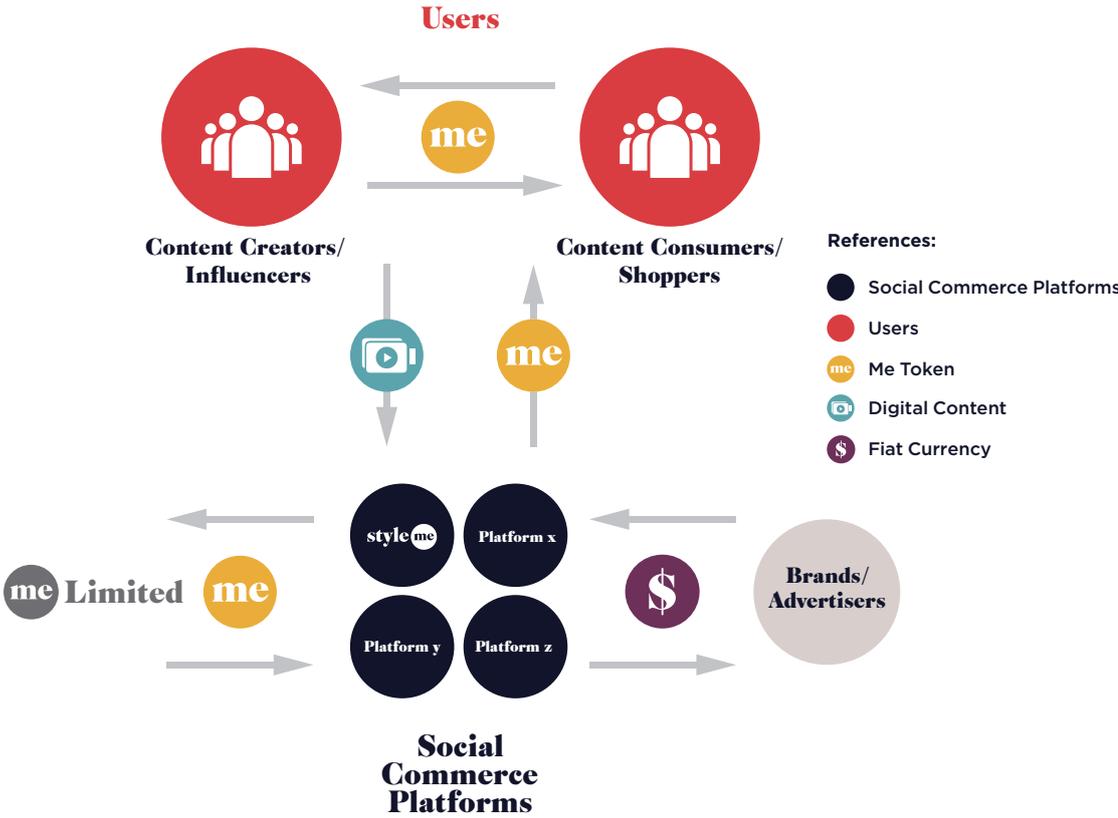


Figure 9: EconoMe Overview

Token Sale

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

¹ Unsold tokens will be burnt

Me Token Distribution

To kick-start the economy and foster a substantial community of users and influencers, the Me Token will be distributed as broadly as possible: 35% of the Me Tokens will be held in reserve by the Me Limited; this is to incentivize and seed future social commerce platforms in other verticals (e.g., outdoor travel, beauty, etc.) to join the EconoMe.

Allocation

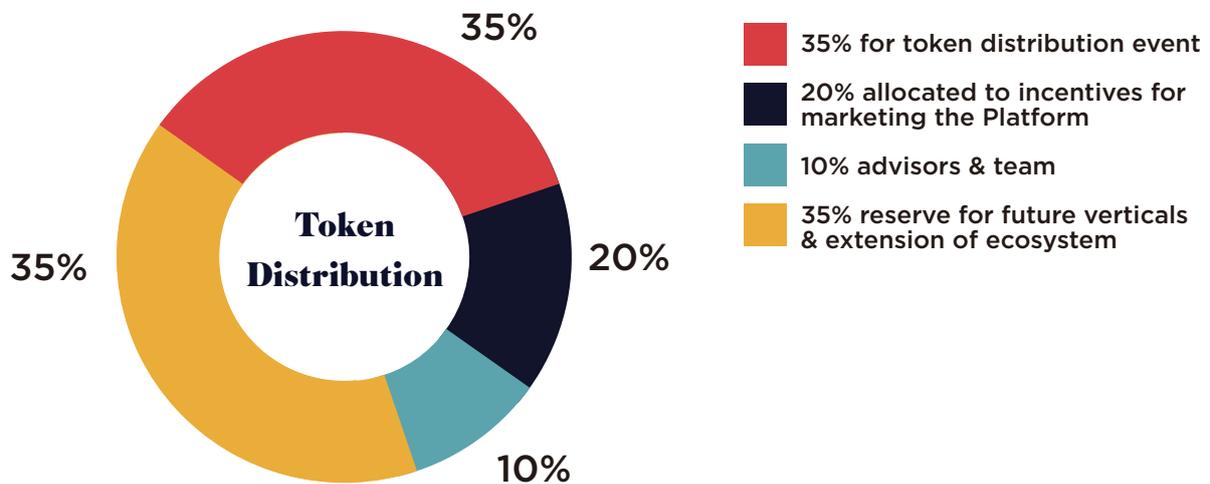


Figure 10: Token Distribution

Sale

Participants in the token sale will receive their Me Tokens shortly after the completion of the sale.

Lock-Up Period

The Me Tokens provided as incentives to the team and advisors will be subject to a lock-up period to ensure that rewards are aligned to those of the user community and EconoMe.

- Private sale: 6 months vesting
- Pre-sale: 3 months lock-up
- Core Team: 2 years vesting

Use of Proceeds

Purpose	Percentage of Budget			Description
	\$4M	\$8M	\$12M	
Technology / R&D	60%	50%	50%	With each fundraising level, we are focusing on the main app platform with core P2P services and features, then adding core functionalities for advertisers/brands, expanding to new verticals, and building in native checkout.
Marketing & Content	20%	25%	26%	Marketing will focus on expanding adoption of the Style.me app, Me Token, and the EconoMe among users, content consumers, shoppers, and potential content creators. It will also cover brand awareness and the growth of the community.
Business Development	5%	10%	12%	These expenses are mainly related to the development and onboarding of influencers, advertisers/brands, driving partnerships for the business, and expanding to new verticals.
Operations / G&A	10%	10%	8%	Such costs will cover human resources, accounting, legal, network, and other administrative expenses associated with running the business.
Contingency / other	5%	5%	4%	Set aside for unforeseen and miscellaneous expenses.

Roadmap



Figure 11: Roadmap

Core Team



Jonathan Leong
Founder and Chairman

As Founder of Style.me, Jonathan's vision is to pioneer a revolutionary platform that combines the fun of real-world shopping with the convenience of online shopping. Jonathan is a successful entrepreneur in fintech, investor in startups and crypto, and has a consistent record of developing profitable ventures. At the age of 23, his first tech venture was established in which he developed a trading platform that currently transacts billions of dollars monthly. He is currently the Founder and CEO of Nogle, a leading venture studio, and the Managing Partner at ON Capital, a digital asset investment firm.

Rufus Parkinson
CEO and Co-founder at Me Token

Rufus oversees all strategies & operations, steering the Style.me team on its exciting journey. Rufus has over 20 years of leadership experience starting in Retail, then Consumer Goods with Mars Inc and more recently over 10 years in the luxury sector with Moët Hennessy Louis Vuitton (LVMH).



Sebastian Hewing
Director of Product & Business Insights

Sebastian has 10+ years experience in Product Management, Business Intelligence, Big Data and Analytics. Prior to Style.me he worked in Consulting and with Rocket Internet where he built and led Product & Analytics teams across Rocket's global Fashion E-Commerce portfolio companies. Sebastian holds a Master of Marketing Management from Griffith University of Brisbane, Australia and a German postgraduate degree in Business from University of Frankfurt.

Edward Celata
Vice President, Head of Community & Growth

Edward leads operational functions for the product, including establishment of the Style.me Influencer Network and positioning of the platform as the new must-have tool for top tier style Influencers and consumers. Prior to joining Style.me he served as Vice President at rewardStyle, the largest invitation only content monetization platform for style Influencers and launched the LIKEtoKNOW.it discovery shopping app. In addition, Edward served as Fashion & Retail Sales Director at The New York Times and Director of Business Development at NYT's R&D Ventures Group.



Eric Lin
CTO

A passionate technology and business strategist who has been working in large-scale global companies for two decades. Prior to Style.me, Eric served as the founder and COO of StarVR, a high-end B2B VR joint-venture startup company, and successfully enabled world-class customers such as iMax, Dubai Mall and SEGA Japan to build premium VR experience centers as well as enterprise solutions from scratch. Eric was previously in technology and product roles at Microsoft, Acer and CyberLink and started his career from a programming engineer.

Alan Lian
Tech Lead at Me Token

Alan leads the Style.me platform team of engineers to build and operate large-scale web services, and to integrate blockchain technology for Me Token. He has 13 years of professional experience in software development and architecture. Prior to Style.me, he participated in the core development of a financial trading platform and experience with low-latency and high-volume transaction environments. Alan holds a Bachelor degree in Computer Science at the University of Auckland in New Zealand.



Advisors



Ali Ayyash

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

Ali is a technical entrepreneur with over 5 years of software engineering in Cloud Computing and Blockchain. Ali is an ex-Google, ex-Amazon engineer, and is the Co-founder at Bee Token (ICO in Q1 2018), a blockchain startup aiming to decentralize short-term rentals and the sharing economy. Ali is also a technical advisor for multiple Blockchain startups in the fields of sharing economy, A.I, IoT, and education.

Min Kim

Founder of Blocultural Studios

Previously Head of Growth at Bee Token (ICO in Q1 2018), Min has also served as Chief of Staff at Civic and worked with Tim Draper on PR and marketing for blockchain initiatives. She is an advisor to TRON, Quantstamp, INS, and Tomochain.



Brittany Hennessy

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

Brittany Hennessy is the Senior Director, Influencer Strategy & Talent Partnerships at Hearst Digital Media, and the Co-Founder of Carbon, a technology, education, and lifestyle company building solutions for influencers. A member of the Real-Time Academy of Short Form Arts and Sciences, Brittany judges the annual Shorty Awards and the Shorty Social Good Awards. She is also an active member of New York Women In Communications, Inc. and has served on the board of directors as Vice-President of Scholarship & Awards and Vice-President of Student Affairs.

Krishna Ramachandra

Senior Managing Director of Duane Morris & Selvam LLP & Global Blockchain Foundation Board Advisor

He is the head of the Corporate, FinTech and TMT Practice Groups, which includes M&A and capital markets, investment funds, private equity, financial technology and telecommunications, media and technology. Due to Singapore's emergence as one of the world's leading FinTech hubs, he has been involved with the legal and regulatory matters relating to ICOs and new financial technology business models including crowdfunding and peer-to-peer lending platforms, blockchain technology, virtual and digital currencies such as Bitcoin and Ethereum, e-wallets, and trading platforms.



George Chang

eCommerce executive,
ex-Rakuten / Sears / Newegg

George is a seasoned marketing executive with almost 20 years of experience in the online retail environment. He has held leadership positions in some of the most progressive retail organizations in the Forbes top 50 such as Rakuten, Sears and Newegg. George has managed and grown over \$3 billion dollars of revenue in his various roles, while also launching many successful business units. He has been a thought leader on numerous eCommerce trends and shopping behavior.

Glossary

Social Commerce Platform: A social commerce platform is a web-based application that enables users to purchase products in a native Social Media environment.

EconoMe: Describes a network of Social Commerce Platforms that are powered by the Me Token. Social Commerce Platforms in the EconoMe profit from being able to tap into each other's user bases and utilize the Me Token as a common currency for interactions within and outside of the participating Social Commerce Platforms.

Me Token: An ERC20 Token that is used within the EconoMe for transactions between social commerce platforms and users.

Users: In this whitepaper, we refer to two partly overlapping user groups: 1) content creators / influencers are users who actively create content on social commerce platforms participating in the EconoMe; 2) content consumers / shoppers are users who consume such content and make purchase decisions guided by this content. A content creator can be a content consumer and vice versa.

Style.me: Style.me is the founding social commerce platform in the EconoMe focused on the fashion vertical.

Me Limited: Me Limited, an exempted company incorporated under the laws of the Cayman Islands with registration number 335239, with its registered office located at P.O. Box 866, 2nd Floor, Willow House, Cricket Square, George Town, KY1-1103, Cayman Islands, is the issuer of the Me Tokens and the governing body responsible for the development and management of the EconoMe.

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Please read this entire section carefully. If you are in any doubt as to the action you should take, please consult your legal, financial, tax or other professional advisor(s).

Legal Statement

- (a) This Whitepaper in its current form, is circulated for general information purposes only in relation to the EconoMe and its platform as presently conceived and is subject to review and revision. Please note that this Whitepaper is a work in progress and the information in this Whitepaper is current only as of the date on the cover hereof. Thereafter, the information, including information concerning Styleme Limited (“**Styleme**”) business operations and financial condition, may have changed. We reserve the right to update the Whitepaper from time to time.
- (b) No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the Me Tokens and no payment is to be accepted on the basis of this Whitepaper. Any sale and purchase of the Me Token will be governed by a legally binding agreement, the details of which will be made available separately from this Whitepaper. In the event of any inconsistencies between the abovementioned agreement and this Whitepaper, the former shall prevail.
- (c) This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the issuer/distributor/vendor of the Me Token to purchase any Me Token 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.
- (d) The Me Tokens are not intended to constitute securities, units in a business trust, or units in a collective investment scheme, each as defined under the Securities and Futures Act (Cap. 289) of Singapore, or its equivalent in any other jurisdiction. Accordingly, this Whitepaper therefore, does not, and is not intended to, constitute a prospectus, profile statement, or offer document of any sort, and should not be construed as 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.
- (e) No Me Token should be construed, interpreted, classified or treated as enabling, or according any opportunity to, purchasers to participate in or receive profits, income, or other payments or returns arising from or in connection with the Style.me platform, Me Token, or products, or to receive sums paid out of such profits, income, or other payments or returns.
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- (g) No regulatory authority has reviewed, examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken in any jurisdiction.
- (h) Where you wish to purchase any Me Token, the Me Tokens are not to be construed, interpreted, classified or treated as: (a) any kind of currency other than cryptocurrency; (b) debentures, stocks or shares issued by any entity; (c) rights, options or derivatives in respect of such debentures, stocks or shares; (d) rights under a contract for differences or under any other contract with the purpose or pretended purpose to secure a profit or avoid a loss; (e) rights under a contract for the disposal of a commodity or property of any other description under which delivery is to be made at a future date for investment purposes; or (f) units or derivatives in a collective investment scheme or business trust, or any other type of securities.
- (i) Neither this whitepaper nor any other documents relating to the Me Tokens have been filed with or reviewed by, nor is Style.me or the Me Limited regulated by or subject to the supervision of, the Cayman Islands Monetary Authority (“**CIMA**”) or any other governmental authority in the Cayman Islands. Neither has CIMA nor any other governmental authority in the Cayman Islands has passed judgment upon or approved the terms or merits of the Me Tokens, the issuance of the Me Tokens or the accuracy or adequacy of the information contained in this whitepaper, nor is it intended that any such authority will do so. The sale and issuance of Me Tokens is not subject to supervision of CIMA or by a regulator outside of the Cayman Islands and the requirements considered necessary for the protection of purchasers that apply to a regulated entity under Cayman Islands law.

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- (b) 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.

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- (b) Styleme and its Affiliates 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.
- (c) To the maximum extent permitted by the applicable laws and regulations, Styleme and its Affiliates 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.

Cautionary Note on Forward-Looking Statements

- (a) Certain information set forth in this Whitepaper includes forward-looking information regarding the future of the project, future events and projections. These statements are not statements of historical fact and may be identified by but not limited to words and phrases such as “will”, “estimate”, “believe”, “expect”, “project”, “anticipate”, or words of similar meaning. Such forward-looking statements are also included in other publicly available materials such as presentations, interviews, videos etc., information contained in this Whitepaper constitutes forward-looking statements including but not limited to future results, performance, or achievements of Styleme or its Affiliates.
- (b) The forward-looking statements involve a variety of risks and uncertainties. These statements are not guarantees of future performance and no undue reliance should be placed on them. Should any of these risks or uncertainties materialise, the actual performance and progress of Styleme or its Affiliates might differ from expectations set by the forward-looking statements. Styleme or its Affiliates undertake no obligation to update forward-looking statements should there be any change in circumstances. By acting upon forward-looking information received from this Whitepaper, Styleme or its Affiliates’ website and other materials produced by Styleme or its Affiliates, you personally bear full responsibility in the event where the

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forward-looking statements do not materialize.

- (c) As of the date of this White Paper, the Style.me platform has not been completed and is not fully operational. Any description pertaining to and regarding the Style.me platform is made on the basis that the Style.me platform will be completed and be fully operational. However, this paragraph shall in no way be construed as providing any form of guarantee or assurance that the Style.me platform will eventually be completed or be fully operational.

Potential Risks

- (a) Please carefully read every piece of information, understand and analyse the risks and related factors before deciding to participate and purchase the Me Token. The risks include, but are not limited to:
- (i) risk of losing access to Me Token due to loss of identification information, loss of requisite private key(s) associated with the digital wallet or vault storing the Me Token or any other kind of custodial or purchaser errors;
 - (ii) fluctuations of the value of Me Token post-issuance due to the general global market and economic conditions. Such volatility in the value of the Me Token may lead to Styleme not being able to fund the development of the EconoMe, or may not be able to maintain the EconoMe in the manner intended;
 - (iii) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Styleme or its Affiliates conduct their businesses and operations, and the ability of Styleme or its Affiliates to survive or compete under such conditions. It is possible that certain jurisdictions will apply existing regulations on, or introduce new regulations addressing, blockchain technology, which may be contrary to the Me Token and/or the EconoMe which may, inter alia, result in substantial modifications of the EconoMe and the Style.me platform, including termination and loss of Me Token. The law applicable to Styleme, the Me Tokens, including the sale of Me Tokens following deployment of the Style.me platform and/or the EconoMe, may change in a manner that means that Styleme is not permitted to sell the Me Tokens following such deployment or the operation of the Style.me platform and/or the EconoMe is restricted or illegal;
 - (iv) changes in the future capital needs of Styleme or its Affiliates and the availability of financing and capital to fund such needs. A lack of funding could impact the development of the Style.me platform and the uses or potential value of the Me Token;
 - (v) for a number of reasons including, but not limited to, an unfavorable fluctuation in the value of Me Token, the failure of business relationships or competing intellectual property

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claims during development or operation, the Style.me platform may no longer be a viable activity and may be dissolved or simply not launched, negatively impacting the EconoMe, the Me Token and the potential utility of the Me Tokens;

- (vi) the lack of interest from large number of companies, individuals and other organizations for the Style.me platform and services and that there may be limited public interest in the creation and development of distributed applications. Such a lack of interest could lead to a lack of funding and also impact the development of the Style.me platform and the uses or potential value of the Me Token;
- (vii) significant changes made to the features or specifications of the Me Token or the Style.me platform before the release or implementation of the Style.me platform and/or the EconoMe. While Styleme intends for the Me Token and the EconoMe to function as described in the Whitepaper, Styleme may nevertheless make such changes;
- (viii) competition from alternative platforms that may have been established, which could potentially adversely impact the Me Token and the Style.me platform (e.g. lack of commercial success or prospects caused by competing projects);
- (ix) interference with the use of Me Token and the infrastructure of the Style.me platform due to any weaknesses or malware that may be intentionally or unintentionally introduced into the software of the Style.me platform, whether or not by a third party, member, Styleme or its Affiliates. The blockchain used for the platform is also vulnerable to attacks which pose a risk to the platform and the performance of related services;
- (x) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses or operations of Styleme and/or its Affiliates and other factors beyond the control of Styleme or its Affiliates. This includes mining attacks, attacks by hackers or other individuals that could result in theft or loss of proceeds of the Me Token sale, the Me Token, and/or impacting the ability of Styleme and/or its Affiliates to develop the EconoMe;
- (xi) Me Tokens and other cryptocurrencies are a new, untested technology and constantly developing. The full functionality of the Me Tokens are not yet complete and no assurance can be provided of such completion. As technology matures, developments in cryptographic technologies and techniques or changes in consensus protocol or algorithms could present risks to the Me Token, the Me Token sale, the Style.me platform and/or the EconoMe, including the utility of the Me Token. Other technologies currently existing or yet to be developed may make the Style.me platform and/or the EconoMe obsolete;
- (xii) Me Tokens confer no governance rights of any kind with respect to the Style.me platform, the EconoMe and/or Styleme and all decisions will be made by Styleme at its sole discretion, including decisions to discontinue the Styleme's products or services, the

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Style.me platform and/or EconoMe to create and sell more Me Tokens for use in the EconoMe or to sell or liquidate Styleme;

(xiii) the tax treatment and accounting of the Me Tokens is uncertain and may vary amongst jurisdictions. There may be adverse tax consequences and independent tax advice in connection with purchasing Me Token should be obtained;

(xiv) the total amount of funding raised under the Me Token sale may exceed that required to develop and deploy the Style.me platform. Neither Styleme nor its Affiliates has any obligation to return any excess funds to purchasers of Me Tokens in such circumstances;

(xv) Styleme expresses no view as to the economic value of the Me Token and it is possible that Me Tokens will have no economic value at all. Any economic value that Me Tokens do have outside of the Style.me platform and the EconoMe may be subject to extreme volatility or depreciation, resulting in a total loss of all economic value, which shall be borne solely by holders of Me Tokens; and

(xvi) Me Tokens will not be capable of being transferred or traded prior to the deployment of the Style.me platform and, even when they can be transferred, there may be limited demand for Me Tokens and it may be difficult to sell Me Tokens, and a sale of Me Tokens may require the seller to make payments for tax or other reasons. The nature and extent of any secondary market for Me Tokens cannot be predicted. As a consequence, any participant intending to purchase Me Tokens should consider lack of liquidity in Me Tokens as a risk, including the possibility that a market will not form or once formed, may cease to exist. Styleme does not intend to provide, develop or support any mechanism by which Me Tokens can be exchanged into an underlying value of fiat currency. In addition to the risks stipulated above, there are other risks that Styleme and its Affiliates cannot predict. Risks may also occur as unanticipated combinations or as changes in the risks stipulated herein.

(b) If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of Styleme or its Affiliates could be materially and adversely affected. In such cases, you may lose all or part of the value of the Me Token.

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 Me Token, Styleme or its Affiliates and their respective businesses and operations, and, if given, such information or representation must not be relied upon as having been authorised by or on behalf of Styleme or its Affiliates.

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No Advice

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Me Token, Styleme or its Affiliates. You should consult your own legal, financial, tax or other professional advisor(s) regarding the Me Token, Styleme or its Affiliates and their respective businesses and operations. You should be aware that you may be required to bear the financial risk of any purchase of Me Tokens for an indefinite period of time.