



# **TOKENIZING THE WORLD OF FITNESS**

## Introduction



**Meet Playtness - the ultimate fitness experience that combines real workouts with interactive gamification and an automated reward system, redeemable for fitness-related products and services. The Playtness PT token, a new cryptocurrency backed by blockchain technology, gives trainees, personal trainers, fitness facilities, advertisers and third-party developers a seamless and decentralized crypto-exchange platform to engage in fitness ecosystem transactions.**

**Playtness is the alliance platform for tokenizing the world of fitness. Our business model is built to organically create and generate new platform users.**

- | A personalized and engaging adaptive training regime that runs on fitness equipment.
- | Applies motivational gamification, backed by behavioral models and personal trainers.
- | Adaptively learns from data to improve the fitness experience.
- | A unique, automated reward system based on smart contracts. Uses blockchain technology to tokenize the fitness industry, one workout at a time.
- | Three years of experience developing VR fitness gaming.
- | Organically introduces PT tokens to the mass market
- | A combined team with vast entrepreneurship experience in relevant industries

Playtness offers the user a fitness platform that includes gamified fitness regimes, complete with the Playtness Stigo avatar and access to top personal trainers from around the world. Platform transactions take place through a secure payment gateway, using a smart wallet to exchange virtual tokens for real products and services. The Playtness Alliance Platform will offer a tailored, affordable, engaging and fully-supported fitness experience.

**Join us as we launch a live, dynamic and gamified tokenized training process!**

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# Purpose

## A. General Overview

### i. Features & benefits

#### The first decentralized fitness ecosystem

A utility platform to log, personalize, manage and motivate trainees to achieve fitness goals, with help from a global pool of fitness trainers and service providers. Gamified and incentivized to prevent gym abandonment and promote perseverance.

#### Cryptocurrency redeemable for real products and services

Incentivize trainees with PT tokens, which they can exchange for real fitness products and services. Offer an unlimited, yet highly personalized choice of personal trainers, thought leaders, products and services, while being rewarded with new revenues in the process.

#### A secure payment gateway platform

Enjoy a Blockchain-backed token economy, creating trust and security while significantly reducing the possibility for fraud or theft. Minimal transaction fees encourage all members of the fitness ecosystem to keep being compensated with - and spending their PT tokens.

#### A new gaming experience that makes working out fun

Watch as trainees' Stigo avatars grow and strengthen as they train, winning battles and PT tokens in between real workout sets. Motivate them to keep working out, so Stigo can champion epic fighting arena battles.

#### A smarter way to personalize fitness programs

Playtness combines gathered user data with machine learning technologies, proven motivation building & incentivizing models, and adaptive gamification techniques to identify and activate the perfect stimuli that will motivate trainees to reach their fitness goals.

## ii. Challenges

### High abandonment rate

Statistics show that 80 percent of gym members quit after several months, leading to \$10B in wasted annual gym subscription fees by millions of individuals in the U.S. alone. This happens despite major advancements in gym equipment, facilities and business models.

### Lack of motivation

The high abandonment rate is mainly attributed to poor motivation, poor social interaction and a lack of guidance and influences all members of the fitness ecosystem. Today, the lack of broad and suitable support and motivational programs prevent the average trainee from reaching personal fitness goals.

### A fragile existing business model

The gym business model is broken. Revenue models are mainly built around break-even subscription fees, crippled by the high abandonment rate, while profits come from in-gym purchases of products (i.e. bodybuilding supplements and sports, nutrition and fitness accessories) and the upselling of additional services. Lower trainee participation means less premium purchases and subsequent revenue loss.

### Lack of accessible and affordable professional training programs

Trainees have limited access to budget-friendly top personal trainers, training programs, world fitness celebrities and other field personalities. There is no established or centralized mediator to regularly bridge between trainees and high-level product and service providers, without trainees incurring exorbitant expenses.

### High product and service fees

Many of the main fitness products and services are prohibitively expensive for most trainees. Some of these product and service fees rose exponentially as a direct result of market failures such as adversely affecting gyms, quality product, manufacturers, service providers and other fitness industry players.

### Credit card fraud

The omni-channel e-commerce environment creates new opportunities for high occurrences of credit card fraud within the sports and nutrition industries, with compromised credit cards and data breaches significantly deterring digital transactions. Vendors have to take extra security measures and work tirelessly to uphold their product or service's reliability and reputation. By shifting the market towards buying and selling fitness and nutrition products and services with cryptocurrency (PT), we can significantly decrease related credit card fraud.

### iii. Solutions

Playtness solves the challenges existing within the fitness industry by creating an all-encompassing and global **fitness exchange** – one huge endlessly diverse gym, complete with gamified fitness platform - the Playtness Alliance Platform, Playtness App (for mobile), Personal Trainer Management System (PTMS) and Gym Tournaments Management System (GTMS), that will allow trainees, gyms and other ecosystem participants to achieve their fitness-related goals. This will be done by significantly disrupting the current structure and establishing a new personalized, decentralized and gamified approach. Playtness enables personal fitness trainers from all over the world to connect to your mobile app and the gyms' fitness equipment and "personally" and professionally train you "live" through every workout - **inside and outside the gym!**

The Playtness token-driven incentive method **puts the trainee in the center**, by offering a new "sweat" based economy – **training as a currency** - that motivates and rewards trainees for each actual training activity they complete and enables them to use PT tokens to transact with personal trainers, gain exclusive access to premium advice by fitness celebrities, make premium services more affordable, and purchase discounted products from retailers, fitness service providers, and gyms. The exchange of virtual PT tokens for real fitness products and services will be a key factor motivating trainees to achieve fitness goals and drive the fitness retail market, **benefitting ALL fitness ecosystem members**.

Imagine a reality where you can come to the gym and be rewarded for receiving and sticking to the best possible, personalized fitness care. That reality is Playtness.

#### Professional training content

Highly professional, personalized, engaging and relevant "live" training for each trainee. Personal workout regimes are created automatically and backed by personal trainer input and scientific models. They are tailored to each specific trainee, to help the trainee meet personal fitness goals, with real-time program updating to match each workout results. This powerful combination dynamically augments the entire fitness journey for the trainee. Access to content curated globally by millions of professional trainers, lifestyle consultants, and other contributors is decentralized, for optimal reach.

#### Proven behavioral models to boost trainee motivation

The Playtness Alliance Platform uses proven behavioral models and harnesses the power of data and machine learning to boost trainee motivation, identify common training mistakes and improve the training experience by: building precise training programs, preventing injuries, updating training programs according to users' results, and more.

#### An engaging, gamified training experience

An interactive fitness user-experience software platform that interacts with and motivates the trainee via fitness equipment and mobile device screens. This gamified training experience is carefully designed to systematically motivate trainees to achieve their fitness goals in an enjoyable and addictive way.

## Real rewards for real efforts

Users are awarded PT Tokens based on the Ethereum ERC 20 protocol, for training and participating in social fitness games and digital activities. Playtness rewards motivation and achievement with tangible compensation, including access to premium training programs, discounts on fitness products and free coupons. This way, we increase the trainee's commitment and help them reach their fitness goals.

## B. Four Playtness modules come together to resolve the challenges experienced by the fitness industry:

### i. Playtness Alliance Platform

Playtness' Alliance Platform syncs with select fitness equipment at the gym during the trainee's workouts. Technology within each machine tracks and monitors trainees' workouts, while the machines' API allows our platform to use the data in real time and to save it so that trainees do not need to count their own sets, repetitions, or decide which weight they need.

To boost trainee motivation and keep trainees engaged throughout their training sessions, we created Stigo, a fun and engaging game that mirrors the trainee's workout regime. Imagine an avatar that works out according to the same fitness regimes as you, evolving as you progress through your fitness journey. Stigo's intelligent avatar shadows the trainee's real-life fitness progress and evolves, develops, acquires skills, and learns new abilities as he works to achieve set fitness goals. The avatar will appear within the training equipment and mobile app's displays, motivating the trainee to keep working out and engage in social battles with others in between sets. And when the going gets tough, Stigo's avatar becomes the trainee's "friend," providing real-time feedback and motivational boosts, while the system adjusts difficulty settings accordingly. So, if the trainee is truly feeling the burn of those weights, the avatar will help count the sets, letting the trainee know that a well-deserved break is rapidly approaching, during which it will be avatar's turn to take center stage and break out in a sweat.



As the Stigo avatar (and the trainee) gains powers and skills, the avatar is also awarded PT tokens, giving the trainee unprecedented access to exclusive matches in the digital fighting arena - against other trainees' avatars in the Playtness ecosystem. Since the payment gateway is decentralized, the trainee can alternatively use the tokens to customize and enrich the avatar's appearance by creating custom made outfits and buying unique accessories - or exchange them for real products and services through the platform.



## Game integration

Gaming features will be integrated within the Playtness platform. Trainees enjoy a gamified Stigo avatar who battles in social games in between real workout sets, awarding them PT tokens redeemable for real fitness products and services from personal trainers, gyms and third-party vendors.

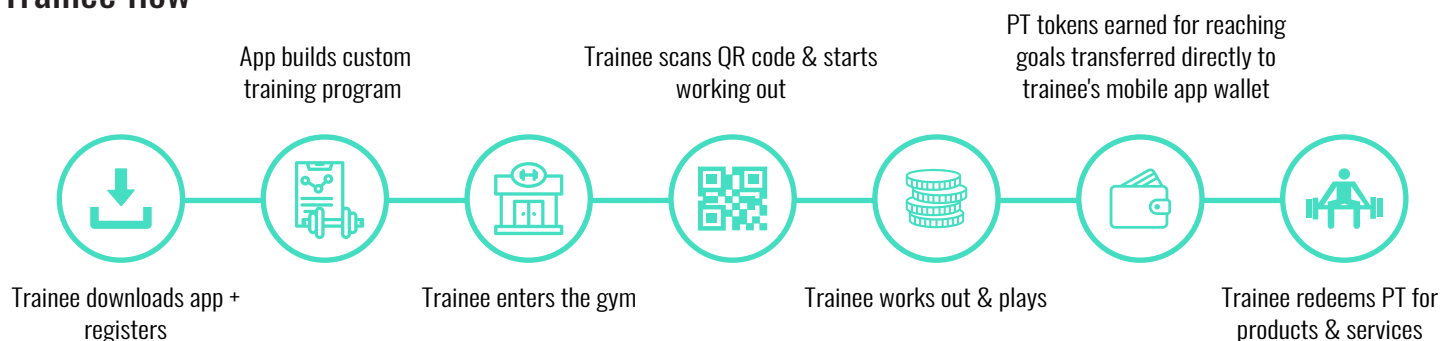
All gaming features will be embedded directly within the training equipment and mobile app's displays and will be quickly and easily deployed through any connected computers or mobile devices.

## ii. The Playtness Mobile App

Playtness' dedicated mobile app creates a seamless experience with the entire fitness ecosystem, anytime and from any location. This way, users are engaged and motivated to build a healthier lifestyle, engage in incentivized motivational assignments and achieve fitness goals, inside and outside of the gym. The mobile user interface will provide real time feedback during trainings, Stigo gamification and training progress reflection, and trainee-to-trainee interactive battles. At the same time, trainers, gyms, product and service providers and brands can use the app to create additional revenue streams, enjoy wider customer adoption and support direct engagement and interaction with trainees, while removing barriers related to physical geographic location.



## Trainee flow



## Using the Playtness App, trainees are able to:

- | **Enjoy a personalized workout program**, based on personally chosen fitness goals
- | **Synchronize** the Stigo in the gym with the Playtness Alliance Platform
- | **Track & manage** their own workout progress, view training reports and PT token balance
- | **Access Playtness Personal Trainer's Marketplace** through a user-friendly design and connect with top personal trainers from around the world.
- | **Purchase and pay for** sports equipment and apparel, nutritional supplements, gym memberships, fitness courses - at the gym or directly from retailers, using PT tokens
- | **Receive product recommendations** based on set fitness process
- | **Receive real time automated audio feedback** from personal trainers
- | **Connect and transact** with personal trainers around the world
- | **Interact with the Playtness community** for advice, tips, recommendations and success stories. Share their progress with trainees and service provide
- | **Compete against other Stigo** avatars at the gym or by joining multiplayer tournaments for extra tokens

### iii. Personal Trainer

To equip the personal trainers with solutions specifically tailored to their needs, we created a unique Personal Trainer Management System (PTMS). The PTMS is a global marketplace, dashboard and content distribution system for personal trainers to develop their brand, increase their client base and shop for sports, fitness & nutritional supplies. It also enables automated integration of personal trainer-customized workout regimes into the Stigo game.

This allows personal trainers to manage their work, processes, and communications with trainees, service providers, and other personal trainers from a single location.

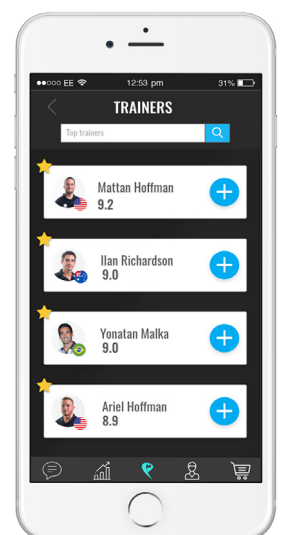


### Trainer flow



### The PTMS enables personal trainers to:

- Use the **Personal Trainer Dashboard** to track and manage their business in an efficient way. Personal trainers can view data analytics regarding their fitness content and lesson schedules and monitor and analyze trainees' progress
- Build customized training programs** for each trainee based on his or her initial characteristics
- Automatically integrate customized training programs** into **Stigo** game
- Reach a large pool of customers** that includes trainees from all around the world
- Use a complete set of trainee management tools** to oversee their customers' training program and make changes based on their progress
- Track and manage debts** and balance payments using the PTMS
- Create customer reports** based on trainee analytics and preferences
- Record personal trainer voice**, to be played during the workout as a motivational feature. The SW automatically plays the audio, based on predetermined settings
- Create and develop their brand** by receiving high rankings and advertising their activities
- Optimize trainees' workout regimes** for better sessions and results using data analytics.

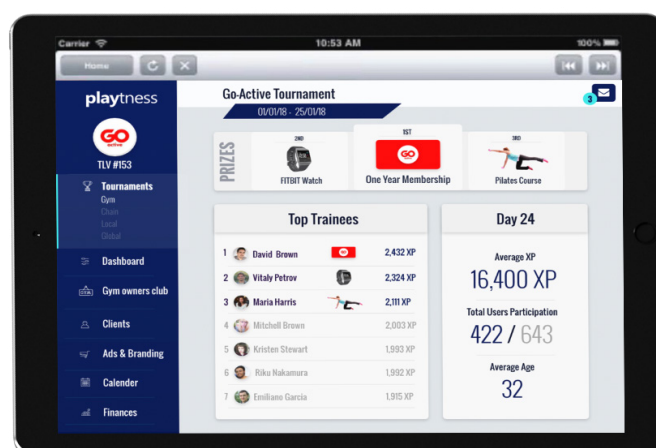


## iv. Gym Tournaments Management System

Gyms are the fitness ecosystem's "brokers", responsible for introducing and fostering relationships between trainees, professional trainers and affiliated product and service providers. Playtness therefore harnessed the power of this demographic to form a unique Gym Tournaments Management System (GTMS). The Playtness cloud-based website and mobile app enable gyms to create in-house fitness tournaments, augmenting the social training experience, while driving new sources of revenue to their businesses.

### The platform enables gym owners to:

- | **Sync** with each fitness device at the gym.
- | **Enhance trainee motivation** by setting goals and encouraging achievements.
- | **Help promote** the gym's brand, create events and tournaments.
- | **Increase membership retention** rate.
- | **Drive improved cash flow**. Gyms can be paid in PT tokens.
- | **Add additional revenue streams** with instant payment and minimal fees.
- | **Promote higher trainee retention**. Reminds trainees to work out and provides exercise recommendations, leading to a dramatic reduction in the drop rate of trainees.
- | **Create Stigo in-house tournaments** for better social training, competition and engagement.
- | **Engage with trainees** via the mobile ecosystem in between gym visits.
- | **Allow direct access** to valuable trainee and training data.

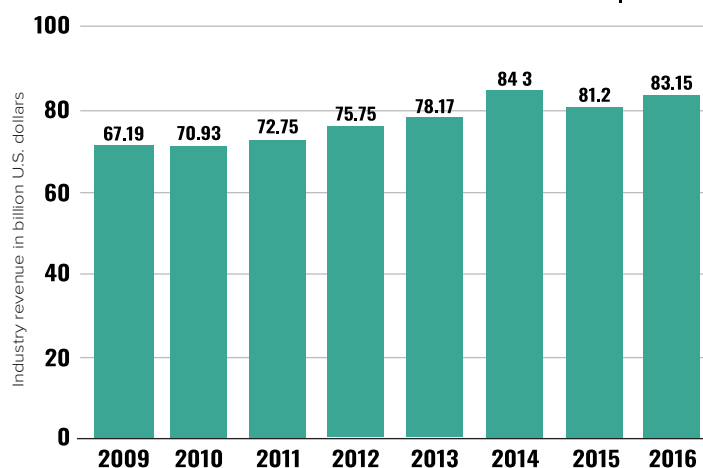


# Market Overview

## A. The Fitness Market

The [global fitness and health club industry](#) generates more than \$80 billion in revenue per year. In 2016, this number soared to a total of over \$83 billion, with more than 201,000 global health & fitness clubs attracting over 150 million [members](#).

### SHARP INCREASE IN TRAINEES VS MODERATE INCREASE IN REVENUE



As a single fitness market, the U.S. is the largest in terms of revenues, as well as with respect to the [number of members in health & fitness clubs](#),<sup>1</sup> recording revenues of \$21.21 billion in 2015. Europe's market has over 51 million members and a total market volume of nearly \$33.19 billion.

As we, at Playtness, are content developers, we will be deploying our product within existing fitness equipment screens. The deployment process will be fast and efficient, enabling Playtness to penetrate the fitness market with relative speed and ease.

Trainees, personal trainers, gym owners, service manufacturers, distributors and third-party vendors for sports, fitness and nutrition, all come together to form a fitness market, which continues to expand year after year. Gyms are steadily gaining customers, new workout machines are being produced, innovative products are being developed and new fitness opportunities and sources of revenue are made possible.

### Trainees

Despite impressive growth figures within the fitness ecosystem as a whole, high trainee abandonment has become a significant problem for the fitness industry:

- | [67 percent](#) of gym membership holders never set foot inside the gym
- | As of January 2012, over 80 percent of those who joined a gym quit within five months
- | One-third of people who buy online fitness and health products never even download them

## Personal trainers

Personal training is a growing industry. Based on the [IHSA Health Club Consumer Report](#), there are 8 million people using the service of 273,500 personal trainers in the U.S. alone. According to the U.S. Department of Labor, the number of people in this occupation is expected to increase by 31.7 percent by 2020, over twice as fast as the average 14 percent. The department also suggests that fitness instructors and personal trainers are the driving force in the success of the fitness industry.

Among health club members, most of the roughly 13.5percent who utilize personal trainers are between the ages of 18 and 44.

Source: Nielsen: les mills global consumer fitness survey (2013)

## Fitness products and services

The manufacture and sale of fitness products and services, which includes vitamins, minerals, and supplements (VMS), is considered to be one of the fastest growing industries in the world. In general, consumption of sports and nutrition products is highest in more developed markets, depending on sporting culture and supplement regulation, which play a considerable role in usage.

Over 60 percent of global VMS sales come from the United States. In Canada, the world's sixth-largest market, VMS sales are expected to grow by over USD \$40 million to USD \$234 million by 2018.

Revenues of \$32 billion were generated by VMS sales in 2012. According to the Nutritional Business Journal, this is projected to double to \$60 billion by 2021.<sup>2</sup>

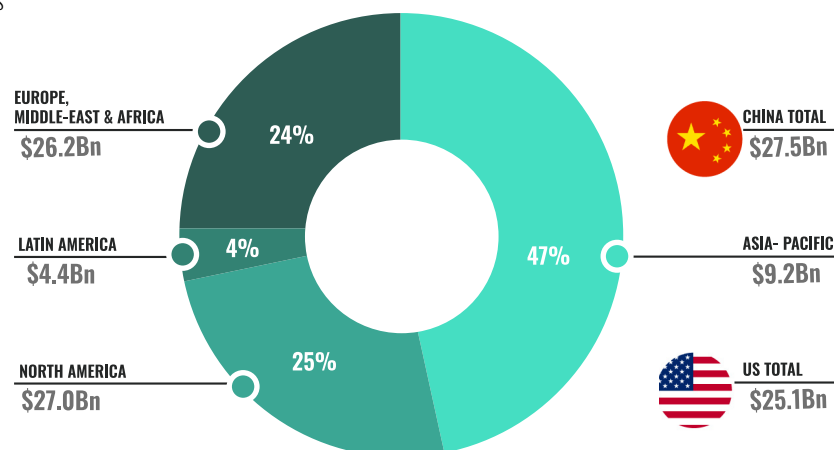
**By enabling unprecedented access to personalized fitness regime planning, workout progress tracking, access to global fitness trainers, celebrities and product and service vendors and the fun and interactive Stigo game, Playtness will enable all members of the fitness ecosystem to come together and mutually benefit one and other.**

## B. Global Mobile Gaming Market

The global gaming market is experiencing expansive growth, with roughly [2.2 billion gamers](#) generating \$108.9 billion in game revenues in 2017. Mobile is the by far the most profitable segment of the gaming market, with smartphone and tablet gaming growing 19% each year to \$46.1 billion in 2017, claiming 42% of the market. In 2020, mobile gaming is expected to represent over half of the total gaming market.

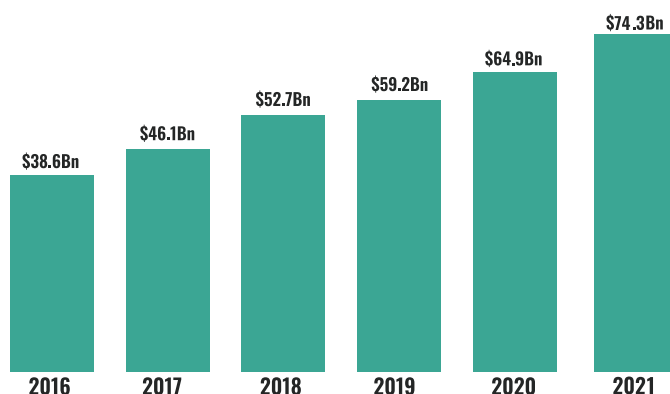
### 2017 GLOBAL GAMES MARKET

PER REGION WITH YEAR-ON-YEAR GROWTH RATES



Smartphones continue to assume a more central role in consumers' lives and [80% of all global app revenues](#) this year will come from spending on games, especially by millennials. Playtness has developed products - the Playtness Alliance Platform and Playtness App - which will target this significant demographic, used to gaming and able to estimate our products' true worth, to help mobilize and tokenize the entire fitness ecosystem. This will be done in a series of three, progressive stages.

### ALMOST 100% GROWTH IN 5 YEARS



The upcoming release of the Playtness App (for mobile) has the potential of taking the global mobile gaming market by storm. Featuring personalized fitness regime planning, workout progress tracking, the interactive Stigo avatar, access to global fitness trainers, celebrities and product and service vendors, Playtness is expected to appeal to its target market, regardless of users' physical or geographic locations. We hope to see Playtness grow rapidly in the mobile app sector.

## C. Value Proposition

Playtness will significantly enhance the overall value of the global social gaming market, which is already expected to reach \$17.4 billion by 2019.

Playtness is the first platform to harness the value of social gaming for virtual (PT) tokens redeemable for real products and services within the fitness ecosystem. Trainees are awarded PT tokens for achieving fitness goals while having fun and winning Stigo competitions in the fighting arena. The tokens can be used to purchase a wide variety of sports, fitness and nutrition products and services, including private training sessions, gym gear, nutritional supplements and more.

Blockchain technology provides a secure and transparent PT token payment gateway, backed by smart contract technology. This way, every transaction is tracked and all tokens make their way into the right smart wallets.

Investing in Playtness is therefore smart and profitable for all ecosystem members.

## D. Go-To Market Strategy

Our go-to market strategy aims to achieve mass adoption by trainees as they fuel the entire Playtness fitness ecosystem by:

1. Directly approaching trainees via our fitness mobile experience
2. Promoting Playtness via gym endorsement
3. Promoting Playtness via personal trainers, celebrity clientele and fans
4. Promoting Playtness via fitness equipment manufacturers

### Our go-to market strategy will be implemented in 3 evolving phases

#### 1. Bootstrapping ("Crawl"): reaching a critical mass of trainees:

- | Release V1 of the trainee mobile app with basic training content and programs
- | Partner with additional large fitness equipment manufacturers to integrate the Playtness' Stigo game within exercise equipment already installed in gyms
- | Incorporate the app in selected fitness machines
- | Partner with independent gyms, mid-sized chains, and professional trainer networks

#### 2. Scaling ("Walk"): creating a "lead generator" for the Playtness ecosystem:

- | Introduce our Personal Trainer Management System and Gym Tournaments Management System to generate more users
- | Integrate cardio machines (end to end training program)
- | Sell content space on the platform to brands, retailers and 3rd party advertisers
- | Expand equipment support to include additional categories and manufacturers (i.e. free weight equipment)

#### 3. Leading ("Run"): become the first comprehensive fitness ecosystem platform:

- | Generate new sources of revenue from advertising
- | Support 3rd party smart sporting devices (i.e. Sunnto watches)
- | Add location-based AR missions to the Playtness app

Our go-to market strategy will enable Playtness to reach a critical mass of trainees, who will magnetize other fitness ecosystem members and enable our platform to serve and benefit the fitness ecosystem as a whole.

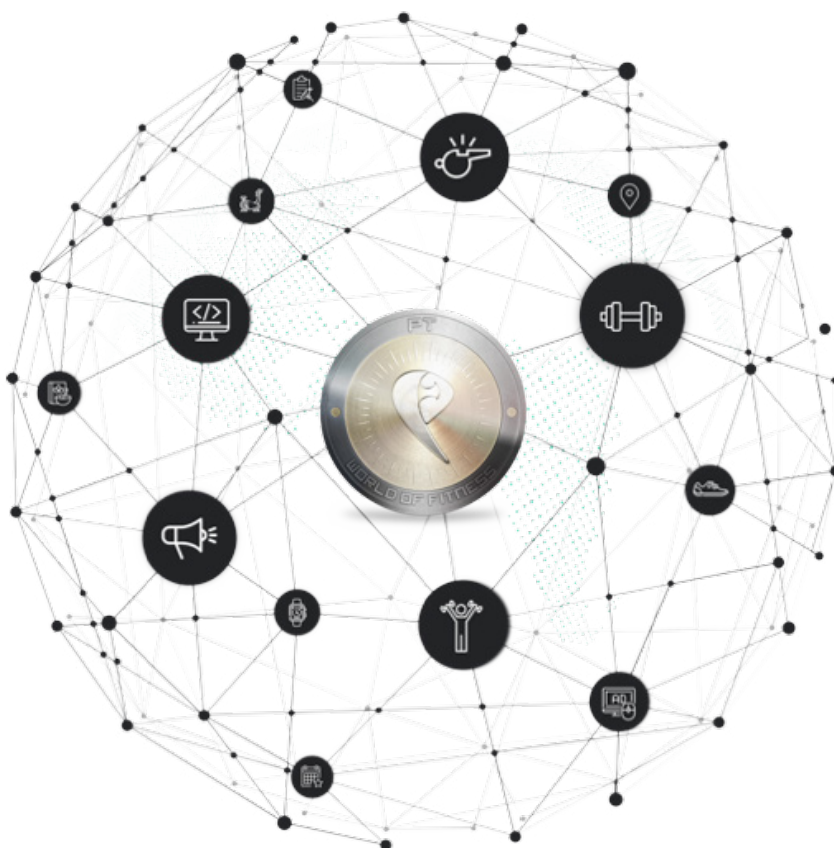


### A. Overview

The Playtness ecosystem's members are all mutually interested and invested in continuously working to ensure the fitness industry's success – by introducing new users to the Playtness Alliance Platform and creating new business opportunities and sources of revenue using PT tokens.

Playtness' participants can be segmented into four main ecosystem groups: trainees, personal trainers, gyms and other product and service providers. The Playtness Alliance Platform integrates between the different segments, allowing them to connect, interact and transact, fueling and funding the entire fitness ecosystem.

Playtness ecosystem members benefit from data, collected and analyzed to help each ecosystem segment maximize its fitness-related potential. Furthermore, revenues generated from the smart data will be divided among the data creators themselves - a win-win for all!



## B. The trainees

When connected to the Playtness ecosystem, trainees - Playtness' main end users - are privy to a seamless and highly motivational experience. Trainees are able to enjoy real-time feedback during training sessions and take part in social battles with Stigo between workout sets. Trainees can seamlessly connect to the Playtness Alliance Platform, from the Training Equipment App, as well as from their mobile devices, for a complete, engaging and fun fitness solution, **wherever they are**.

In return, trainees drive business for the rest of the fitness ecosystem. They sign up gym memberships and training sessions and purchase fitness, sports and nutrition products. They also significantly influence actions taken by other ecosystem members - through the purchase decisions they make, reviews they create and by following ecosystem thought leaders on social media.

### Benefits for Trainees

A new, immersive and free digital training experience that blends real-life fitness equipment with Stigo, the intelligent avatar that evolves, develops, acquires skills and learns new abilities as trainees work out, earning powers and skills for fighting area battles against others.

**Increased Motivation** to work out and improve, as getting in shape becomes much more fun, accurate, rewarding, personalized, and addictive.

**More Fitness Guidance Choices.** Instant access to a global base of personal fitness trainers not available locally or at the gym.

**More Effective Training**, personalized according to data gathered from the fitness equipment used, reducing chances of injury due to misuse.

Instant Rewards for training, such as PT tokens and discounts on the purchase of fitness-related products and services.

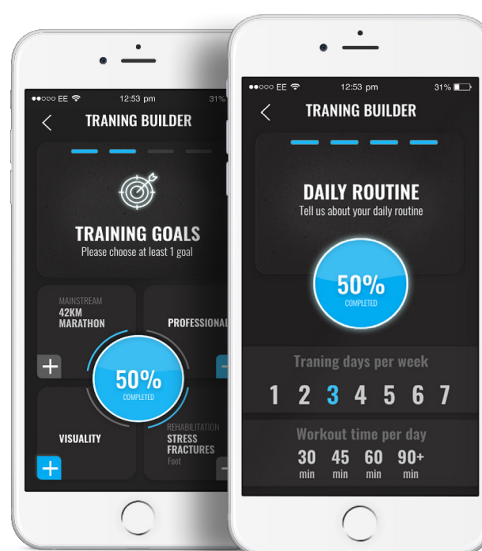
**Secure, efficient and fully transparent purchasing** of fitness products and services.

**Social Fun.** Engage in social fun while training by sharing your fitness journey with others, send your battling avatars to compete against a friend - or in a global tournament.

**An Expanded Fitness Experience.** Access fitness progress indicators, valuable personalized content, advice and more, even between gym visits.

**Fully transparent and trusted rating system** for personal trainers, products, and training programs

**A smart data monetisation scheme.** If any data is sold, the trainees will be compensated for the data they generated.



## C. The personal trainers

The personal trainers are Playtness' product ambassadors - and the reason that the dedicated platform is able to exist and help create the ultimate fitness journey for all members of the fitness ecosystem. They help generate new leads and facilitate trainees in their workout programs. Trainers benefit from the Playtness platform's ability to help them increase their client base and train people from other geographical areas. This means that Playtness helps trainers run their businesses with extreme efficiency and comfort. In return, trainers contribute their fitness expertise to the ecosystem. They offer trainees uniquely tailored workout plans and help them see their programs through. They work at gyms, driving increased revenues to the fitness centers. They create fitness content that trainees can enjoy and promote sports, nutrition and fitness products and services they recommend.

### The PTMS contains two modules that facilitate personal trainers' success when using Playtness.

#### Media content distribution system module

This feature enables professional trainers and fitness celebrities to create content and easily embed it within the Playtness Alliance Platform. Trainees have access to video classes and other training content through the Playtness App.

#### The training marketplace

A marketplace for personal trainers and fitness celebrities to offer services directly to trainees through the Playtness Alliance Platform. Trainees are able to search for trainers, purchase training sessions, or purchase fitness content made by personal trainers or fitness influencers.



## Benefits for Professional Fitness Trainers, Celebrities and Influencers

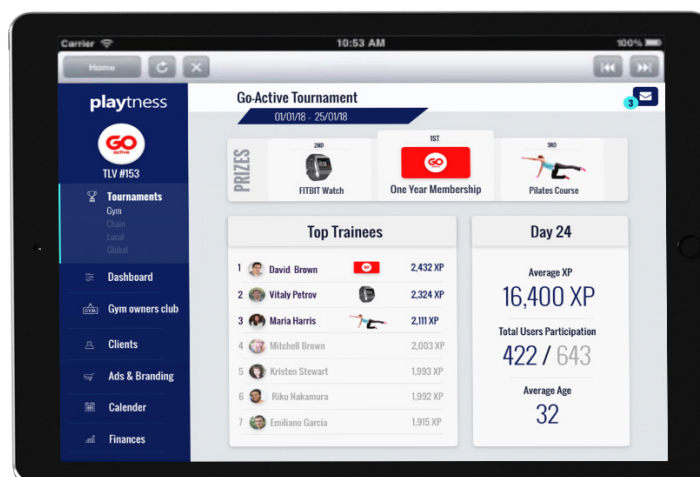
- New Passive, Recurring Revenue Opportunities.** Provide trainees with tips and training programs at any time and from anywhere, all over the world
- Global Reach and New Audiences** to promote to via a leading platform with a transparent ranking mechanism, resulting in an influx of clients
- A Secure and Efficient Payment Mechanism.** Dramatically lower fees and provide a safe micropayment channel.
- Increased Trainee Satisfaction,** boosting fitness pro reputation and brand.
- Increased Customization Capabilities.** Build and manage customized training programs for each client. Help them stick to their plans, for a healthier, more fit lifestyle.
- Enhanced Client Information Viewability** on a single dashboard, for better management of time, energy and resources.
- Real-Time Report Generation** to help trainees progress as quickly as possible.

## D. The gym

Gyms serve as a “hub” for trainees and personal trainers. Trainees and personal trainers come to gyms to meet and work out. It is a place where they can purchase sports and fitness equipment from third-parties. Gyms can also advertise and sell sports, nutrition and fitness products and services to trainees, trainers and external customers. Together, these efforts increase the gym’s bottom line significantly.

### Benefits for Gyms

- | **Increased Trainee Retention.** The fun and gamified platform will keep trainees coming back.
- | **Improved Training Experiences,** by connecting the Playtness Alliance Platform to existing fitness equipment.
- | **Enhanced Trainee Satisfaction and Engagement** from the interactive platform.
- | **New Revenue Opportunities.**
- | **New Relevant Insights.** Direct access to valuable trainee and training data, fitness equipment usage trends and maintenance needs.
- | **Access to a Mobile Customer Contact List.** Engage with trainees in between gym visits.
- | **A Differentiated Gym Experience.** Gamified, tokenized and addictive.



## E. Product and service providers

Retailers, brands, 3rd party advertisers, health specialists, nutritional advisors, and other product and service providers ensure that trainees, personal trainers and gyms have all of the purchasable amenities they need to enable successful fitness journeys. They are all able to join the Playtness ecosystem, participate in the Playtness economy and generate new revenue streams through content creation, curation and advertising, in addition to regular sales channels.

### Benefits for Fitness-Related Product & Service Providers

**New Revenue Opportunities** through highly targeted advertising - inside and outside of the gym!

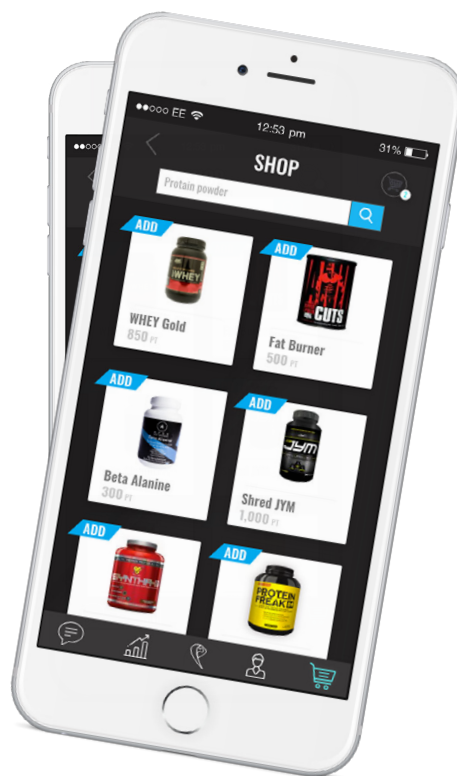
**Extended Market Reach** to millions of fitness consumers, globally.

**Gain New Insights** on consumer purchasing habits with analytics-derived data.

**A Secure and Efficient Payment Mechanism.** Dramatically lower fees and provide a safe, fraud-free micropayment channel with Blockchain technology.

**A direct shopping gateway** for fitness supplements & accessories. Make product recommendations to trainees, based on their fitness goals. Enhanced brand and image. Market to clients and gyms through the Playtness App for greater reach and engagement.

Access to personalized data of high potential consumers for the creation of personalized deals and services, saving time and efforts on marketing campaigns.



Together, these four segments - trainees, trainers, gyms and product and service providers form the unique fitness ecosystem, enabled only through mutual interaction and cooperation.

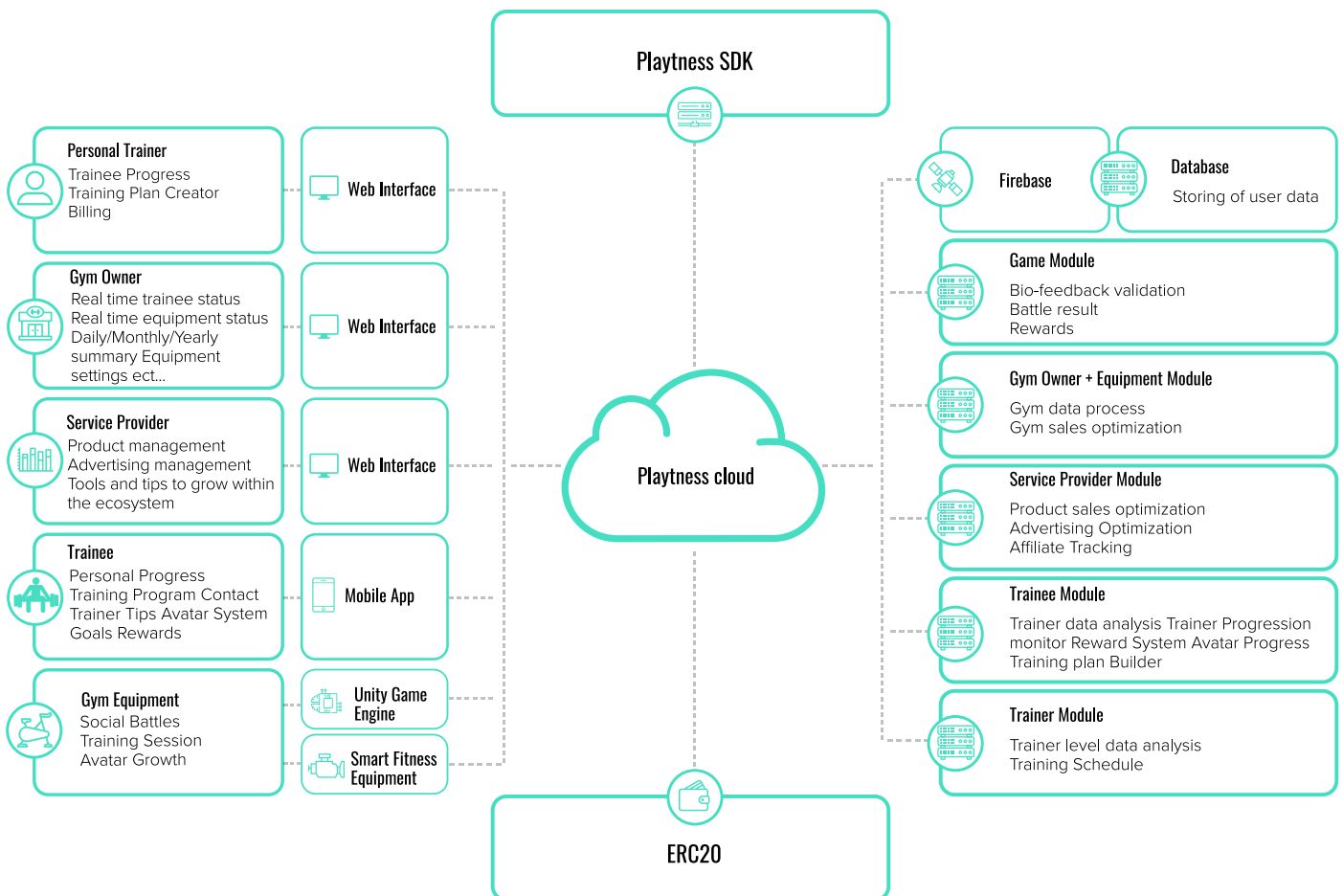
# 4. The Playtness Platform

## A. Overview

Today, the members of the fitness ecosystem seek an all-encompassing solution to their fitness challenges that they can access anywhere and from any device. The Playtness Alliance Platform and its various modules decentralize the fitness ecosystem and allow 3rd party developer to add content to Playtness platform via our special Software Development Kits (SDKs). This way, the technology made available through the platform enables the growth of a prosperous community of Playtness' network users and partners. This is an important factor in enriching Playtness' offerings and content, which in turn, is expected to drive the entire fitness ecosystem.

The four modules that make up Playtness - the Playtness Alliance Platform, Playtness Mobile App, Personal Trainer Hub and Gym Tournaments Management System (GTMS) - connect between the different participants.

## System Architecture



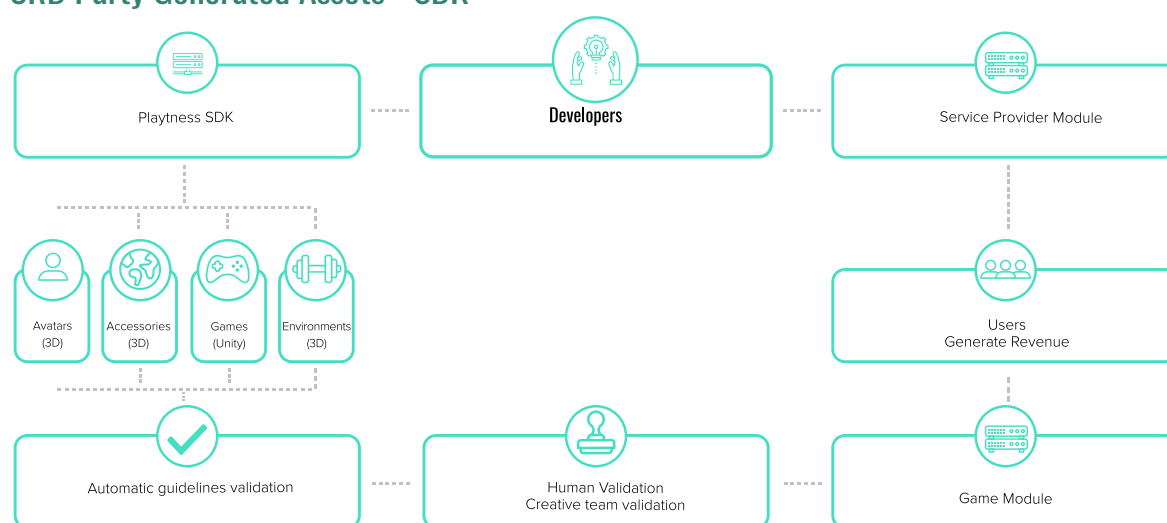
## B. Technological Features & Benefits

The Playtness Alliance Platform has several technological features and benefits that allows it to become a truly decentralized fitness platform and engage our participants.

### i. Open SDKs and APIs

Open SDKs and APIs allow developers & 3-D artists will enable the platform to reach a much larger audience, as brands, retailers, 3rd party advertisers, game developers and artists will be able to create their own unique content to be featured on Playtness, including avatars and avatar accessories, fighting arenas training games, social battles and more. They can then offer their products and services for purchase through the app, receiving payment on a revenue-sharing basis, according to actual purchases made by Playtness users.

### 3RD Party Generated Assets - SDK



### ii. Smart contracts and Blockchain

Blockchain has the power to increase the security and interoperability of all fitness industry data and transactions. This is because Blockchain technology records and stores transaction records in distributed systems, so that the collected content can never be tampered with or altered, ultimately establishing trust between all affiliated parties. Blockchain-based smart contracts therefore significantly boost security and ease-of-use, while eliminating the need for any third-party examiner.

We deploy PT tokens as ERC20 tokens on the **Ethereum network**, the most popular and widely supported smart contract Blockchain. As the Ethereum network is backed by a huge development community and robust language support, we are confident that it has a strong future in the many fields and industries Playtness connects: fitness, gaming, tokenization and decentralized internet activity.

Smart contracts will enable secure, transparent and seamless decentralized PT token transactions for and among Playtness users. Each transaction model (such as the subscription module or regular payments for products and services) have their own unique smart contract, ensuring orders are fulfilled and limiting the risk of fraud or theft. When fitness progress is made or fitness goals are achieved, the platform, backed by smart contracts, automatically issues PT tokens as rewards, directly into the user's PT wallet. Trainers and fitness product and service providers can gain a competitive advantage, simply by pairing their offerings with the built-in reward program.



### iii. Personal safety alert mechanism

Playtness' safety assurance mechanism is a unique and important offering for the fitness world. The platform will track and monitor trainees' fitness data, goals and progress. Trainees will be able to receive timely feedback on their training routines and long term strain, preventing injuries and allowing for a healthier and safer training process, during and in between sessions. The alerts will include reminders to rest, drink, or stop training a specific muscle, personally tailored to the trainee's specific properties and status to make them as precise as possible.

### iv. Decentralized payment gateway

The platform enables a decentralized gateway that all members of the fitness ecosystem can use to transact - buy and sell fitness, nutrition and sports products and services. Payments of PT tokens will be processed through a widget connected to the payment gateway. Smart contracts ensure the security of funds transferred through the payment gateway and PT wallets streamline and accelerate automatic payments on the Ethereum network, while maintaining the high level of security afforded by Blockchain technology.

**Trainees and personal trainers will approve of other personal trainers, gyms, and product and service providers as being trusted platforms that can be transacted with. The user's PT wallet (mobile or PC) will confirm consent is provided before any transfer of funds or a new subscription is initiated.**

### v. Database & analytics

The Playtness Alliance Platform enables the viewing of data analytics on trainees' usage patterns and preferences. On initial sign-up, trainees consent to the platform using their personal information for core platform functionalities. This information is shared anonymously within the Playtness ecosystem to allow for tailored offerings from gyms, personal trainers and retailers to be made. Once critical mass is reached, retailers, gyms and other product and service providers will commit to paying a small "data fee" to each trainee they approach, in the form of PT micro-payments.

### vi. A dynamic, machine learning-based algorithm

Based on machine learning algorithms, the technology behind the Playtness Alliance Platform will constantly collect and analyze data from all ecosystem users (anonymously). Data composed from biofeedback, each trainee's overall progression, user surveys and other gathered information will enable the platform to discern between the needs, desires and behaviors of different user demographics, including gender, location and more to improve individual trainee workout experiences, maximize training efficiency and optimize and adapt workouts for better results - a win-win for all ecosystem members. What's more, any data sold will result in the direct and immediate compensation of the data's creators.



# 5. Token Economy

## A. The Playtness Token (PT)



Playtness is uniquely positioned within the fitness and gaming markets to establish, promote and trade with tokens. The Playtness Token (PT) will be used and exchanged within the Playtness ecosystem, by the ecosystem's members. PT tokens will be used to motivate trainees, facilitate rewards and to buy and sell a variety of sports, nutrition and fitness services and products available through the Playtness Alliance Platform, putting power into the hands of all ecosystem members.

## B. Using PT Tokens

PT tokens can be used or awarded for reaching fitness goals, or by transacting for real sports, nutrition and fitness products and services. Each member of the Playtness ecosystem is given a personal wallet, in which all awarded PT tokens received as compensation for interactions with the platform will be stored until the user opts to use or redeem them. The Playtness Alliance Platform monitors, tracks and analyzes data on every user's activities and PT balances, ensuring that awarded tokens are properly stored in the user's PT wallet and spent tokens make their way to their new, rightful owner.

### Tokens as incentives for training

Trainees are awarded PT tokens for achieving predetermined fitness or gaming goals, turning physical activity and positive achievements directly into tokens. The tokens can be used within the Playtness Alliance Platform for anything - from buying virtual accessories like workout clothes or "weapons" to customize the Stigo avatar's appearance and capabilities, to purchasing a protein supplement at the gym or paying for an upcoming private yoga lesson.



#### Ways trainees can earn PT tokens

- | Downloading the app & creating a Stigo avatar
- | Creating a training program
- | Engaging in fitness activities measured through the app or connected fitness device
- | Achieving fitness goals
- | Winning a Stigo social battle, tournament or event
- | Reviewing a personal trainer or service provider in the marketplace
- | Sharing achievements or content on social networks
- | Inviting friends to join the Playtness network
- | Creating data, which can be monetized through the platform



#### Ways trainees can redeem tokens

- | Purchasing gym-related products and services
- | Purchasing advertised 3rd party nutrition, sports & fitness products and services
- | Ordering unique training programs (created by Playtness)
- | Selecting Stigo avatar designs and skills
- | Requesting access to Stigo events and tournaments
- | Purchasing premium personal trainer, fitness celebrity and VIP follower content
- | Opting to take out discounted insurance policies

## Tokens as profit-generators for professional trainers, gyms and service providers

The Playtness Alliance Platform enables fitness product and service providers such as gyms, personal trainers and brands to generate and bestow significant value to existing and future customers, measurably boosting their revenues. For these fitness ecosystem members, PT tokens drive actual profits, as ecosystem members - mainly, but not exclusively trainees, exchange their PT tokens for offered or advertised products and services.



### Ways professional trainers, gyms and other service providers earn PT tokens

- | Accepting payments from trainees
- | Monthly membership subscriptions
- | Sale of products inside and outside the gym
- | Personal training programs
- | Sale of services (i.e training lessons, nutrition programs, etc.)
- | Subscriptions to their content and mentoring programs
- | Registering a new user in the Playtness App
- | Winning competitions
- | Enjoying advertising revenues
- | Creating data, which can be monetized through the platform



### Ways professional trainers, gyms and other service providers use PT tokens

- | Membership is based on rev-share from earnings
- | Exchanging to fiat
- | Advertising their brand, products and services
- | Sending achievement rewards to trainees
- | Providing trainees with coupons for their products or services

## Tokens as fitness subscription model innovators

PT tokens can also be used to enable gyms, professional trainers, and even retailers to **offer subscription options** through the Playtness subscription module. This module enables **the subscriber** - a trainee with a balance of PT tokens in a PT wallet, to request a subscription from a **service provider**, through a **secure and trusted platform**. The platform's unique API is backed by a smart subscription contract that can send subscription payment requests containing metadata to subscribers' wallets.

Once a subscription contract is established, the subscriber's smart PT wallet automatically sends funds to the smart contract at regular intervals. The service provider can only withdraw funds that have been accounted for, based on the accepted time intervals. The subscriber may choose to cancel anytime and be refunded for the remainder of the subscription interval. Moreover, a transaction limit feature inside the PT wallet can stop payment requests that exceed any value defined by the trainee.

## Tokens as brand promotion catalysts within the fitness ecosystem

The transactional nature of PT tokens creates a unique opportunity for sports, nutrition and fitness product and service providers to promote their brand. Brands from all over the world now have the opportunity to engage in a more fun, exciting, and relevant way with consumers, simply by offering users their products or services, in exchange for PT tokens. Any trainee or personal trainer can join any Playtness affiliated brand promotion program and enjoy discounts, benefits, and coupons from the selected PT-accepting brand.

## Tokens as inter-player trading tools

The use of a decentralized payment gateway and platform enables trainees to trade PT tokens and real and virtual (Stigo-related) goods with each other, inside and outside of the Playtiness Alliance Platform. PT tokens are compatible with other external cryptocurrency exchanges that supports ERC20 Tokens.

## C. The PT Wallet

Building on existing light wallet design, Playtiness' PT wallet allows mobile app users to be awarded, spend and review their PT token balance with extreme ease. The PT wallet streamlines the user experience by integrating the fitness platform and game with trusted product and service consumer opportunities, promising a much safer, faster and easier-to-use payment method.

### With the PT wallet, users can:

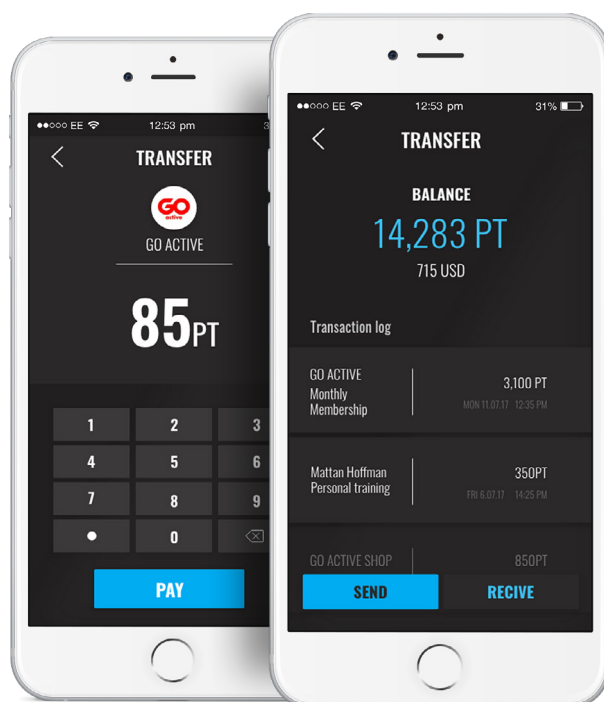
**Manage their balance with a simple UI** - the wallet UI allows easy and seamless access to all transactions in the user's history.

**Receive, approve and decline transaction requests for subscriptions and purchases** – A push notification requesting payment for a product, service or subscription precedes each real or virtual trainee transaction that occurs outside the virtual platform.

**Create transaction limits for subscriptions and other recurring payments** – to prevent billing errors and fraud.

**Flag spam requests** - multi-signature protection helps keep unwanted messages from reaching Playtiness users.

**Exchange PT tokens for fiat money** – While we start to build the, ecosystem Playtiness will allow gyms, trainers and product & service providers who accept PT tokens to exchange their PT through the company.



# 6. Token Sale

## A. Token Crowdsale

### General Info

2,421,551,331 PT tokens will be created.

Soft Cap is set at 2,500 ETH and hard cap is set at 40,000 ETH (\$24M\*), with a maximum purchase per subscription of 600 ETH.

1 ETH will be worth 15,000 PT.

### Events

Playtiness' token sale will be divided into three events:

#### Private pre-sale -

Min. contribution - 50 ETH

Max. contribution - 1000ETH

Hard cap - 30% of PT for sale

Date - March until June 2018.

#### Public pre-sale -

Min. contribution - 0.1 ETH

Max. contribution - 600ETH

Hard cap - 40% of PT for sale

Date - June until mid-July(\*).

#### Crowdsale -

Min. contribution - none

Max. contribution - 300ETH

Hard cap - 30% of PT for sale

Date - month of July(\*).

### Unsold tokens

Tokens not sold during the pre-sale events will be directly re-allocated towards the crowdsale.

Once the crowdsale ends, 50 percent of unsold PT tokens will go to investor (pro-rata) lock up for a year. The remaining 50 percent will be allocated towards future development.

## B. Token Allocation

Team (10 percent) - 242,155,133 PT will be vested for 2 years each quarter.

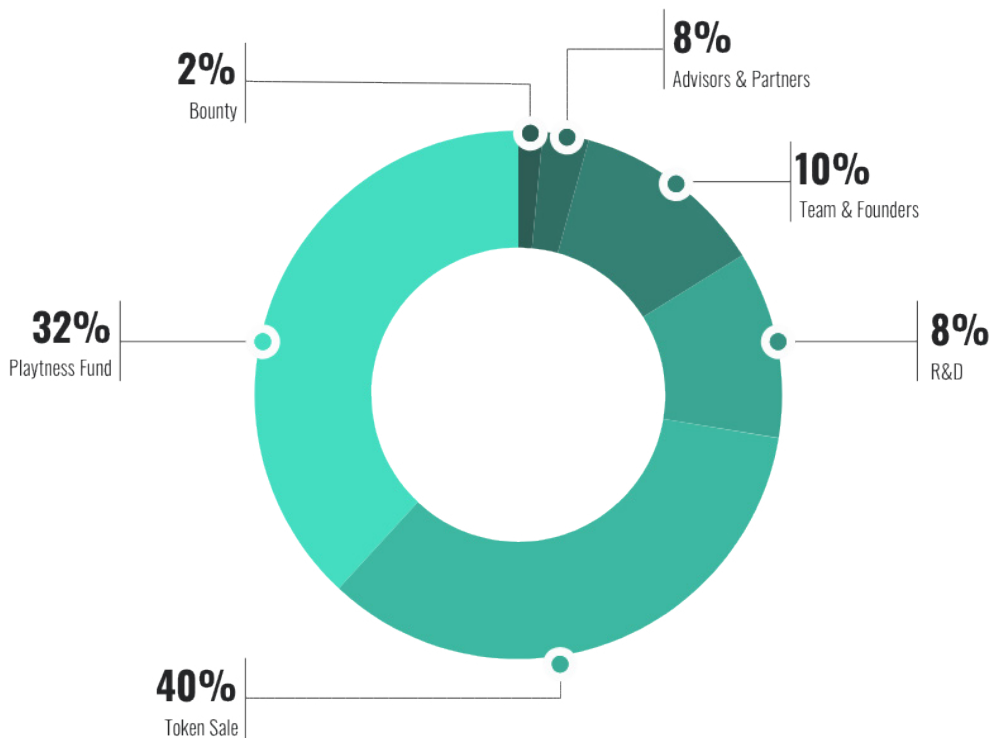
Token sale (40 percent) - 968,620,532 PT for sale, will be distributed immediately upon confirmation of payment and shall be activated within a few days from the closing of the crowd token sale.

Bounty (2 percent) - 48,431,026 PT for bounty campaign will be distributed immediately upon confirmation of service and shall be activated within a few days from the closing of the token crowd sale.

Advisors & Partners & Investors (8 percent) - 193,724,106 PT will be vested for 6 months each 2 months.

Playtness (32 percent) - 774,896,426 PT, to build the Playtness ecosystem and enable rewards to be offered.

Future Development (8 percent) - 193,724,106 PT will be vested for 2 years, with the same amount released each year.



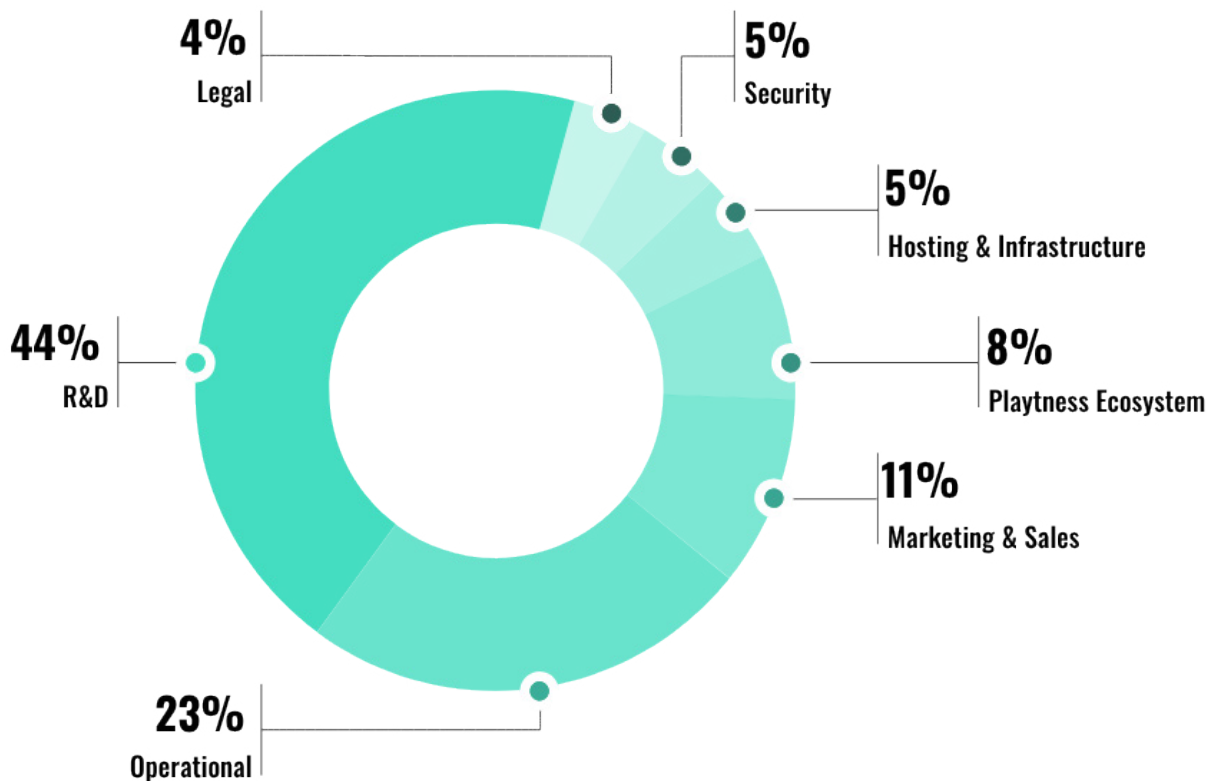
## C. Early Adoption Incentivization

Prior to Playtness' launch, early adopters -trainees, fitness professionals, etc. will be selected and incentivized to help participate in, promote and build the Playtness ecosystem. These early adopters will be given PT tokens in exchange for their use of the app and fitness platform, their contribution of valuable content (i.e. training programs by fitness celebs) and word-of-mouth advertising - on social media, through blog posts and more.

As the Playtness ecosystem begins to scale, entrants (trainees, gyms, advertisers, retailers, trainers) will need to purchase PT tokens to join Playtness and enjoy a gamified and tokenized fitness experience.

## D. Use of Funds

All funds contributed in the PT token sale will be used to provide services, develop, promote and grow the Playtness platform. Below is a pie chart indicating the preliminary use of funds by Playtness, subject to change as the company scales and its needs evolve:



# 7. Roadmap

In just three years, Playtness has achieved many milestones. We continue to work hard to meet our development goals and our journey as a company to a tokenized world of fitness. We are highly motivated and dedicated towards providing an unparalleled fitness platform that will benefit all members of the fitness ecosystem.



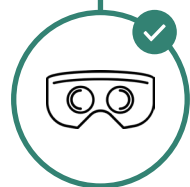
**Jan 2015**

- | Playtness was established as IWAY
- | Start of development of first-ever gamified training solution for VR
- | Funded by friends and family



**Jun 2015**

- | IWAY (POC) – Working prototype for an interactive VR gaming fitness program
- | First seed round from angel investment to reach MVP



**Feb 2016**

- | Launched IWAY MVP at events & GYMs for user testing
- | First partnership with Yossi Laor, Founder of Go Active (acquired by Holmes Place.)



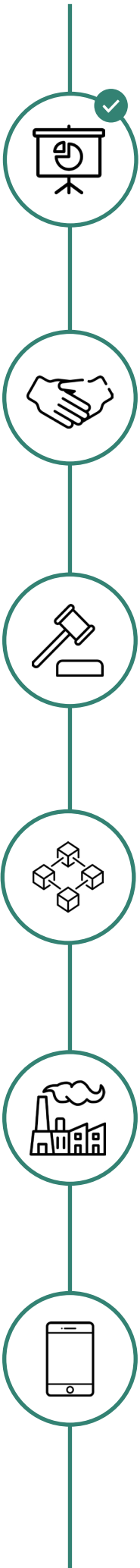
**Mar 2017**

- | IWAY reaches over 10K unique user data generated through gyms, fitness centers and events around the world
- | Affirming our motivation gaming module WORKS!



**April 2017**

- | Start of development of the Playtness Alliance Platform



### Q3 2017

- | Playtiness Stigo POC investors' demonstration leads to our second seed round from angel investment

### Q1 2018

- | Playtiness Alliance Platform POC (without blockchain solution)
- | Working in integration with powerlifting machine
- | Exclusive private pre-sale launch

### Q2 2018

- | Public Pre-Sale
- | Playtiness crowd sale event

### Q3 2018

- | Initial integration of Playtiness within fitness and personal technology
- | Starting the integration with cardio machine & Smart devices
- | PT Token accepted as the payment method by several companies & service providers

### Q4 2018

- | Partnerships to be formed with fitness equipment manufacturers
- | Our first product to revolutionize the fitness ecosystem is on its way
- | Launch of Playtiness Alliance Platform - beta version

### Q1 2019

- | Playtiness Alliance Platform, Stigo game and Playtiness Mobile App hit the gym in the US
- | Blockchain integrated with smart contracts





## Q2 2019

- | Launch of Personal Trainer Management System
- | Launch of Gym Tournaments Management System

## Q3 2019

- | Generation of revenues from advertising
- | Data-based monetization based on rev-share with stakeholders

## 2019-2020

- | 3rd party developer SDK
- | Increased revenues from advertising
- | Introducing the Playtness Alliance Platform to the entire fitness ecosystem
- | Data-based monetization program based on rev-share with data-generating trainees
- | Interaction with cardio machines

# 8. The Playtness Team

## A. Our Mission

Playtness was founded in 2015 with a mission to drive the fitness industry for its many participants by developing the first-ever gamified, end-to-end training solution for world of fitness.

Playtness is the first developer of digital games for fitness equipment that is backed by a professional training regime and a revolutionary token economy that leads to enhanced performance and results. We leverage our technological and fitness know-how to bring motivational digital games to the fitness journey and reward achievements with secure and redeemable PT tokens.

Our solution, gamifying and incentivizing the fitness journey, has the potential to disrupt the entire fitness market. For Playtness, the fitness market is a better place if gyms can retain more trainee-customers who keep working towards their fitness goals with the help of personal trainers and continue to purchase and consume fitness-related products and services. We have created and strive to foster social accountability, personal wellbeing, decentralization of services and revenue generation for all members of the fitness ecosystem through the Playtness Alliance Platform.

## B. A Cohesive Team with Multidisciplinary Experience

The Playtness team consists of 15 members, partners and an advisory board with proven capabilities and experience in multidisciplinary fields, including the fitness industry, cryptocurrency markets, digital payments, Blockchain, mobile tech, software engineering, digital gaming, VR, content development and marketing. Together, we aim to leverage our combined experience to produce a truly revolutionary platform that will take the fitness and gaming markets by storm.



### Niv Amar | Co-Founder & CEO

A pro soccer player and current experienced entrepreneur, Niv is a results-oriented leader whose superior interpersonal skills enable him to lead strategy and operations in even the most challenging of situations. Niv employs keen analysis skills and a team approach to drive organization improvements and implement best practices, while motivating the Playtness team to perform its best.



### Idan Glikman | Co-Founder & VP Biz Dev

A motivated entrepreneur, marketer and creative thinker who has been immersed in the fields of Blockchain and cryptocurrency for the past year, Idan is highly experienced in everything branding. His strong communication skills and proactive, results-oriented nature allow him to positively affect change within Playtness and further his beliefs in the future of Blockchain in business operations.



### Ido Orenstein | Co-Founder & CTO

A former military intelligence (8200) officer. Ido is highly knowledgeable in Blockchain technology and has over 10 years of experience working in game development for desktop computers, tablets and mobile and has created applications for large companies, including "Yes" and "Bank Hapoalim".



### Naor Fischbein | CMO

Naor is motivated and charismatic. His knowledge and experience in managing and marketing for complex and unconventional projects is astounding and he continues to inspire the Playtiness team to achieve excellence.



### Moshe Karasik | VP Strategy

Moshe is a marketing, branding and advertising expert with many years of experience working at some of Israel's top advertising agencies. Managing, creating, and producing end-to-end commercial advertisements for major Israeli companies and global brands is where he truly shines.



### Mattan Hoffman | Director of Strength and Conditioning

The Founder & CEO of Apex, Mattan, holds a Master's of Science in exercise physiology from the University of Central Florida (UCF). He is also an Israeli-certified strength and conditioning specialist. Mattan has had the opportunity to work with many athletes - from American military personnel to U.S. college and Israeli National football teams.



### Gai Amar | CFO

Gai is hard working, motivated and hands-on professional with more than 8 years as an economist. He is a passionate economics and mathematics instructor with a background in public and private school education. Gai consistently achieves his goals and possesses proven ability to manage small and large financial teams. Gai has spent the past year immersed in the field of Blockchain and token economies.



### Amir Aaronson | COO

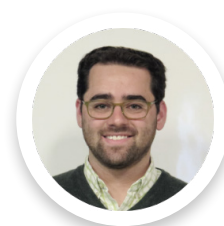
Amir is strong-minded operating expert, a strategic thinker and creative problem solver with a various skill set, that enables him to build, manage and improve companies. With his solid analysis skills, innovative approach and a 'Can Do' attitude he boost Playtiness's accomplishments.



**Daniel Yanay**  
Art Director



**Daniel Delano**  
Community Manager



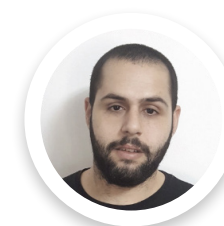
**Shimon Freedman**  
Investor Relations Manager



**Talia Klein Perez**  
Head of Content



**Moshe Medved**  
Legal Consultant



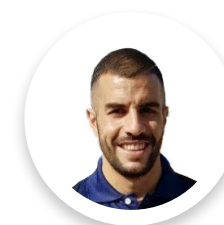
**Shay Shwartz**  
Developer & 3D designer



**Amit Hazan**  
QA Automation



**Ariel Hoffman**  
Assistant Director of Strength and  
Conditioning



**Roy Tufhi**  
Personal Trainer



**Elad Shabi**  
Blockchain Expert



**Shmuel Shalev**  
Chairman



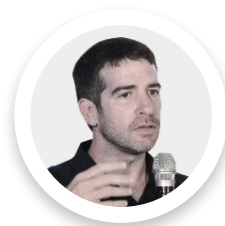
**Yossi Laor**  
Co-Founder of Go-Active



**Prof. Doron Friedman**  
AI & Machine Learning Expert



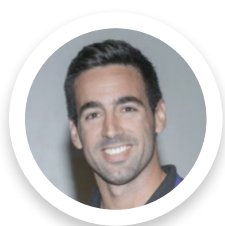
**Dan Chamizer**  
Riddle Guru



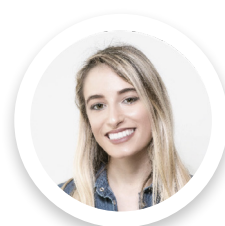
**Nir Miretzky**  
CEO of GameIS  
Co-Founder of TheGamers



**Reuven Perez**  
CTO of Technogym Israel



**Yonatan Malka**  
Founder of Reaction Club



**Sapir Shpigel**  
Founder and CEO of Merkspace

# 9. LEGAL CONSIDERATIONS, RISKS AND DISCLAIMER

## 9. LEGAL CONSIDERATIONS, RISKS AND DISCLAIMER

PLEASE READ THE FOLLOWING SECTION CAREFULLY:

If you are not sure about joining into the following token sale, please consult with professional advisers in the fields of legal, tax and financial. Potential PT Token holders should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction based on, material published in this White Paper. The material is purely published for reference and for information purposes alone.

The purpose of this White Paper is to present Playtness and the PT tokens to potential token holders in connection with the proposed token sale. This White Paper's sole purpose is to provide relevant and reasonable information to potential PT token holders in order for them to determine whether to undertake a thorough analysis of the Company with the intent of acquiring PT tokens. Playtness does not provide any opinion or any advice to purchase, sell, or otherwise transact with PT tokens and the presentation of this White Paper shall not form the basis of, or be relied upon in connection with, any contract or investment decision. This White Paper does not constitute a prospectus or offer document of any sort, and is not intended to constitute an offer of securities or a solicitation for investments in securities in any jurisdiction. The contents of this White Paper are not a financial promotion. Therefore, none of the contents of this White Paper serves as an invitation or inducement to engage in any sort of investment activity. The informations contained in this White Paper may be incomplete and in no way implies a contractual relationship. While we make every effort to ensure that all information in this White Paper is accurate and up to date, such material in no way constitutes

professional advice. Playtness does not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, currency, or completeness of any material contained in this White Paper.

BY AGREEING TO THESE TERMS AND CONDITIONS AND PARTICIPATING IN THE PLAYTNESS TOKEN SALE YOU ARE WAIVING YOUR RIGHTS AND AGREEING TO HAVE NO RECOURSE, CLAIM, ACTION, JUDGEMENT OR REMEDY AGAINST PLAYTNESS IF THE UTILITY OF THE PT TOKENS OR IF THE PROJECT DESCRIBED IN THIS WHITE PAPER IS NOT DELIVERED OR REALISED. IF YOU ARE UNCERTAIN AS TO ANYTHING IN THIS WHITE PAPER OR YOU ARE NOT PREPARED TO LOSE ALL MONIES THAT YOU SPEND PURCHASING PT TOKENS, WE STRONGLY URGE YOU NOT TO PURCHASE ANY PT TOKENS. WE RECOMMEND YOU CONSULT LEGAL, FINANCIAL, TAX AND OTHER PROFESSIONAL ADVISORS OR EXPERTS FOR FURTHER GUIDANCE BEFORE PARTICIPATING IN THE PLAYTNESS TOKEN SALE OUTLINED IN THIS WHITE PAPER. YOU ARE STRONGLY ADVISED TO TAKE INDEPENDENT LEGAL ADVICE IN RESPECT OF THE LEGALITY IN YOUR JURISDICTION OF YOUR PARTICIPATION IN THE TOKEN SALE.

PT TOKENS ARE NOT SHARES OR SECURITIES OF ANY TYPE. THEY DO NOT ENTITLE YOU TO ANY OWNERSHIP OR OTHER INTEREST IN PLAYTNESS. THEY ARE MERELY A MEANS BY WHICH YOU MAY BE ABLE TO USE SERVICES AND PRODUCTS ON A PLATFORM THAT IS YET TO BE DEVELOPED. THERE IS NO GUARANTEE THAT THE PLATFORM WILL ACTUALLY BE DEVELOPED.

## 10. Important Links and Support



**Website**



**Medium**



**official Telegram group**



**Twitter**



**Facebook**



**LinkedIn**



**Bitcointalk announcement thread**

Source:

1. Statista [LINK](#)

2. Forbes [LINK](#)