Prologue

In October 2021, Facebook® CEO Mark Zuckerberg officially announced the rebranding of the Facebook® brand to Meta®.

"Meta" itself is an abbreviation of the term "Metaverse", which has been heralded as a paradigm shift in the search for even deeper immersion in general Internet usage since mid-2021.

One can divide the evolution of the Internet schematically into:
- "Web1", which includes classic web elements such as web pages and email, as well as browser-based browsing via search engines
- "Web2" mainly stands for social media, mobile Internet, IoT and the commercialization of data - our general user experience today.
- "Web3" the next stage of evolution, which includes blockchain technology, and expanding the perspective from the simple 2D web into a more realistic three-dimensional cyberworld.

This significant evolutionary step toward broadening the general user perspective by introducing 3D-based web interfaces and merging virtual experiences with real ones is commonly referred to as the Metaverse. Through this entirely new user experience, the Metaverse offers possibilities that could not be represented in this way before.

"The metaverse is best understood as the shift of computing and interaction from a device in your pocket into a virtual simulation." - Matthew Ball, 2021

This thesis can be extended by regarding the Metaverse as a scalable, persistent network of interconnected virtual worlds focused on real time interaction where people can work, socially interact, transact, play and even create.

JP Morgan recently published a paper about opportunities in the Metaverse. According to them the Metaverse will infiltrate every market sector within the coming years, creating yearly revenues of over 1 trillion USD.

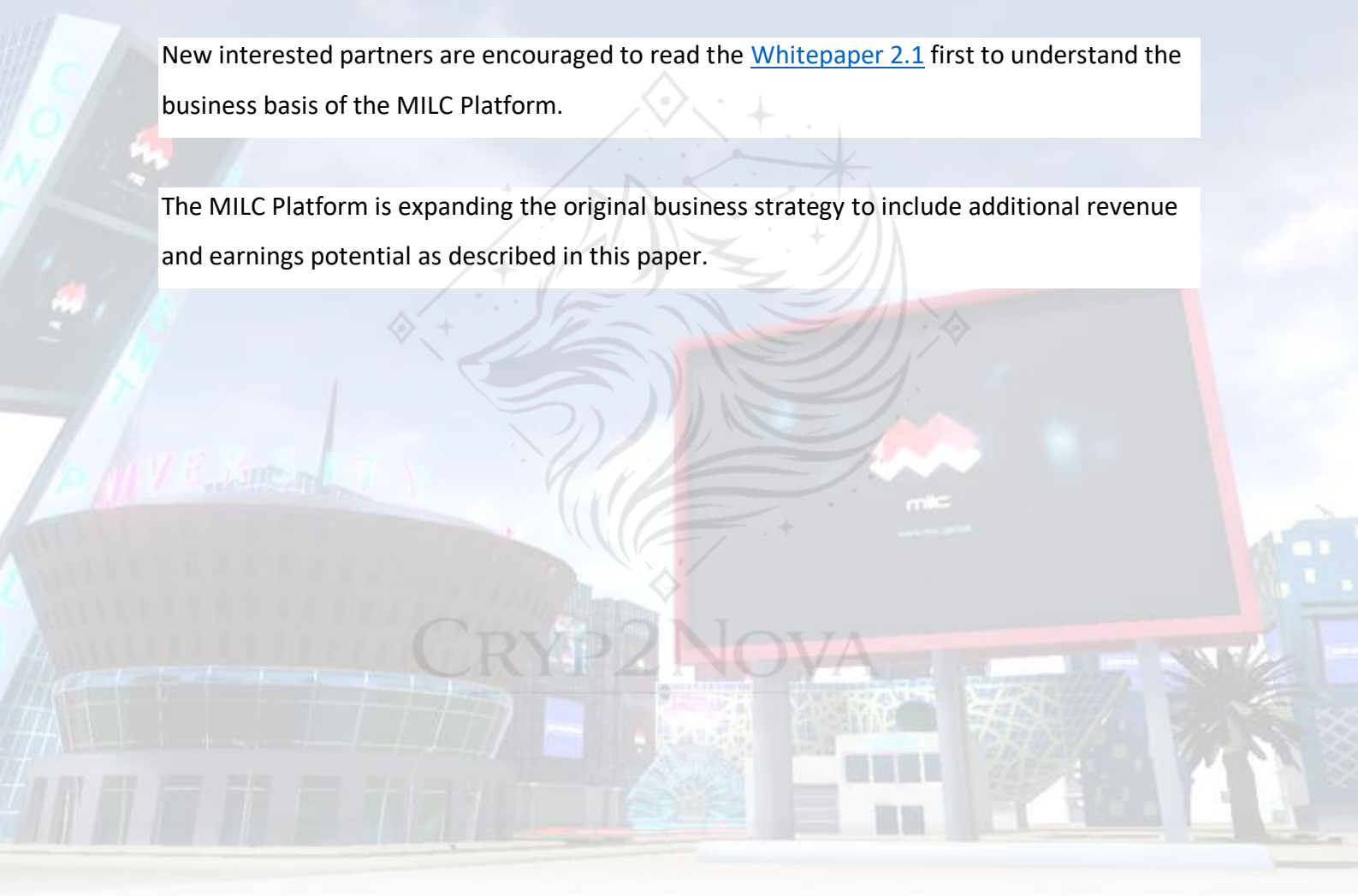
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Thus, we decided to adopt a “Metaverse - Web3 - structure” in the further development of the MILC platform to create previously unseen levels of interaction between companies and a community in addition to the core business.

The previous whitepaper (Version 2.1), which describes the structure of the planned content trading platform and the corresponding token strategy, will be expanded accordingly by this continuation.

New interested partners are encouraged to read the Whitepaper 2.1 first to understand the business basis of the MILC Platform.

The MILC Platform is expanding the original business strategy to include additional revenue and earnings potential as described in this paper.



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MILC Whitepaper 2.2



"Journey into the Metaverse!"

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I. The MILC Metaverse

Development on the MILC Platform based on the original ‚metaverse' concept began in 2017. The goal was to improve the user experience by introducing 3D visuals.

The planned official website of the MILC platform should present itself in a much more spatial way and thus stand out from other websites in terms of "look and feel" alone.

One of the inherent problems with this approach is ensuring that load times remain within an acceptable performance level to ensure that the planned experience of the website is not impaired.

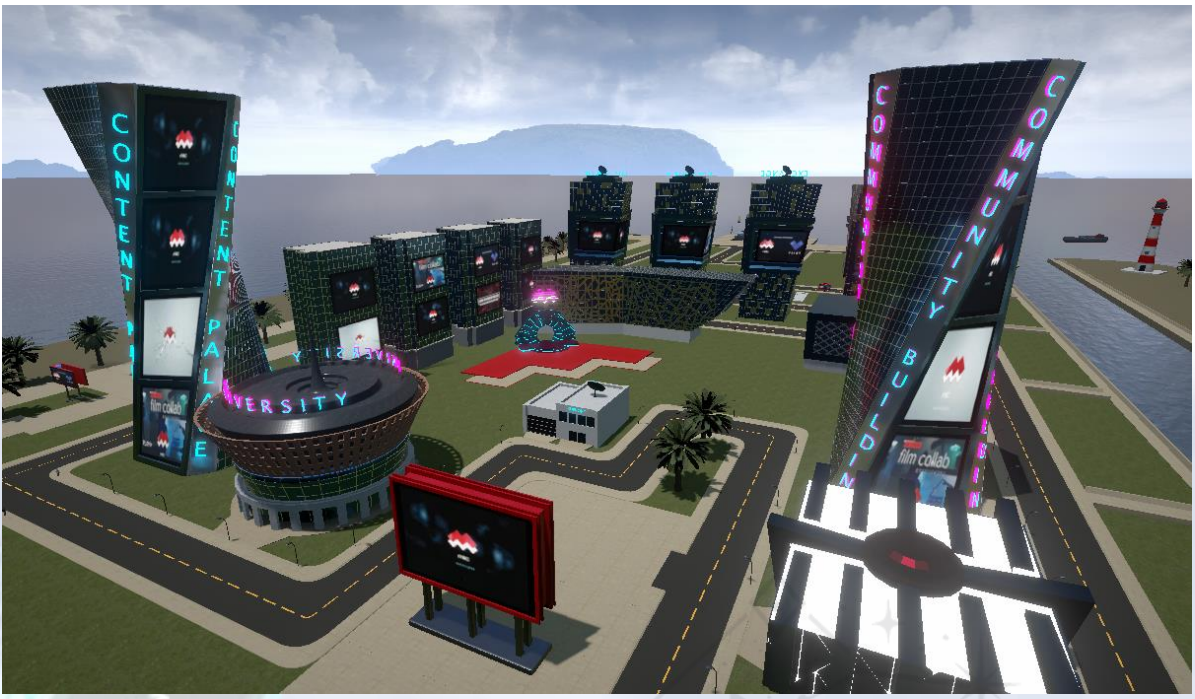
The approach was provided through developments around the Javascript programming interface WebGL. In recent years, extensions have been added to enable high-performance 3D-based web design. One of which is the very sophisticated WebGL 3D engine, Babylon.js. This engine is characterized by many possibilities to display 3D graphics via HTML5-capable browsers.

Since September 2021, external Babylon.js developers are part of the extended MILC team.

The goal was to map our 3D user experience in the form of a virtual city. Each building within the city serves as an interface/API that leads the user to further levels. These levels are represented as portals to content, functions and experiences. This functionality creates a form of immersion that current 2D-based web portals cannot offer.

In February 2022 we decided to open a new technological path, by redesigning the MILC City in Epic's Unreal® Engine in order to further enhance the graphical design quality of the MILC Metaverse.

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Subj.1 -Source: MILC Metaverse Alpha 2.0

The MILC Platform sees itself as a place where the global media and entertainment world can come together in the future. Albeit its primary focus is based on professional TV and film content, other areas of the global media industry will also be able to be integrated, e.g. the music and gaming industry or the art market.

As a novelty in the entire industry, it will also be possible for normal users to interact directly with the media world.

A new bridge is created between media consumers and the media industry. At the same time, the core idea of the new Web3 revolution is directly incorporated.

Therefore, the MILC platform offers a wide variety of partnership and cooperation opportunities, allowing sub-business structures to emerge.

Centrally operated and maintained, it will be possible to develop independent business models on the platform and thus become part of a decentralized marketplace structure. The same principle applies to both companies and private users.

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A core idea of the Web3 philosophy can be derived from this:

“Share and Participate!”

While most global projects, such as Mark Zuckerberg’s aforementioned Meta® are still in the planning stages, the MILC platform went live for the first time as a Metaverse alpha version on Nov. 19, 2021, and is now available in its second version to everyone at https://metaverse.milc.global/.
Based on this, the MILC Platform is the world’s first publicly available 3D Metaverse for the Media Industry.

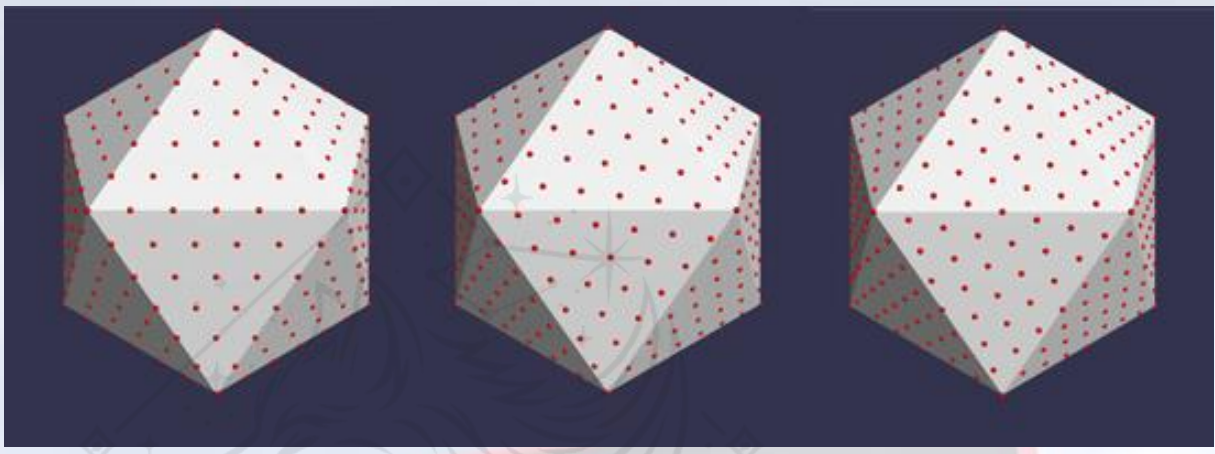
However, we still consider our Metaverse as a kind of “laboratory”.
As an alpha version in Early Access, not all planned features and design elements have been implemented as of September 2022.

The functions of the individual buildings are currently being developed, the design is constantly being optimized, and the usage is continuously being increased. Partnership talks with various third parties have begun to establish a profound economy within and around our Metaverse.

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2. The Code

The framework of the MILC Metaverse including the MILC Community Platform and the MILC Community App structure is created in the Java-based WebGL engine Babylon.js. The source code is captured in TypeScript and compiled in JavaScript in the process. The 3D modeling is done by rendering triangular polygon models through HTML5-based shader programs.



Subj.2 -Source: https://github.com/BabylonJS/Babylon.js

In this way, a high-performance, immersive and appealing 3D environment is created via any HTML5-capable browser on any current end device. Therefore, poor internet connections should not be a limiting factor here.

By leveraging these technical advantages it is possible to integrate graphics and animation features of the MILC Metaverse like shaders, buildings or third-person view avatars in more advanced 3D gaming engines. Therefore MILC uses Unreal® Engine 4.2.4 to enhance graphical and animation quality. Here the advantage of Unreal® Engine is by utilizing its given high-detailed photographic source material database to pick single assets and enhance them efficiently.

This way it was possible to compress the working 3D-asset classes within the MILC Metaverse down to some hundred Megabytes which can be loaded within an acceptable time frame on any device with an acceptable internet connection.

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Installing an app or use of additional high class hardware will not be a requirement due to the underlying framework in WebGL 3D technology combined with Unreal® Engine. This enhances MILC's potential for unrestrained mass use. By mass use, it means that millions of people can use the platform simultaneously without performance degradation.



Subj.3 -Source: Unreal® Engine 5 MILC Avatar Model Prototype

However further iterations of the MILC Metaverse may include full client ports in Unreal® Engine 5 on multiple platforms like PC, Playstation®, XBox® or Nintendo Switch® with corresponding higher graphical quality due to lesser or not needed data compression. Also VR-compatibility will be implemented, to make the MILC Metaverse accessible on all common VR-interfaces like Meta Quest 2®, HTC Vive® or Valve's Index®.

Given the high complexity and overall data load of the Metaverse combined with the necessity to process high volumes of live data by several thousands up to millions of users, the MILC Metaverse will be devided into data complexes. These data complexes represent certain areas, buildings or interfaces within the Metaverse and will be allocated to a network of different servers. This way general data load will be split and localized on single servers minimizing palpable frame-drops to ensure a smooth UX.

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3. The Features

Metaverses come much closer to the real world than currently possible via common web interfaces. The MILC Metaverse has been designed as a “city” because we know this environment from our real everyday life. The vision is to enable users to do almost anything they could do in a real city, in the MILC Metaverse.

Socialize, go shopping, play games, communicate, open a store, rent an office, or build a tower, hold virtual events or fairs. Furthermore, you can own your own virtual house and furnish it individually via items in the digital marketplace, talk to your “neighbors” and much more.

The “digital self-image” is represented by creatively customizable avatars, which will be usable in the MILC Metaverse and in partner areas. Potentially, these avatars represent individually customizable assets that can be extended and monetized through NFTs (Non-fungible-tokens).

In principle, there will be no limits to the constant development of new interaction possibilities. As stated, the MILC platform will initially focus on the areas of the global media industry, by far the largest industry in the world. This means that the MILC Metaverse is very close to what global users are increasingly doing in their everyday lives: they consume media in all forms.

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How Many Minutes are Spent on Media?

In 2021, collective media consumption continues its upward trajectory, and is set to be at the highest it's ever been. In 2021, overall media consumption among U.S. adults is estimated to be around 666 minutes per day, or 11.1 hours—a **20.2%** increase from 2011.

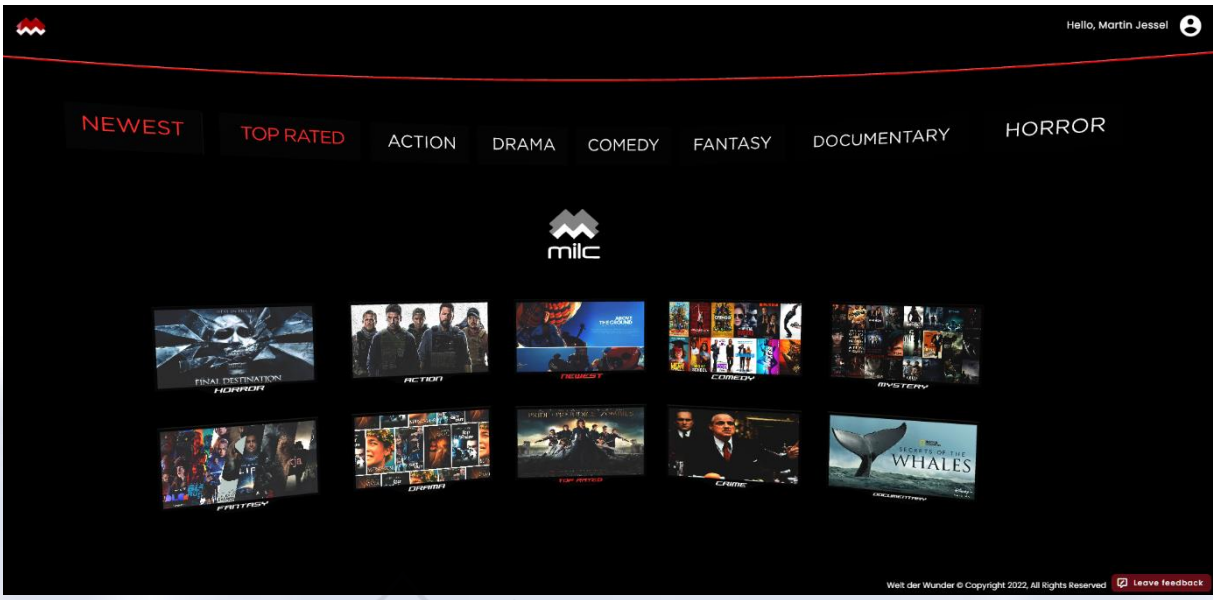
Year	Mobile	Desktop	Radio	Television	Magazines	Total
2021	252	50	99	253	12	**666**
2020	231	50	100	258	13	**652**
2019	208	51	100	264	14	**637**
2018	190	52	102	270	15	**629**
2017	164	53	102	282	17	**618**
2016	136	53	105	287	18	**599**
2015	124	56	109	289	19	**597**
2014	88	67	111	298	20	**584**
2013	74	67	116	306	21	**584**
2012	60	68	120	314	23	**585**
2011	45	40	131	314	24	**554**

Subj.4 -Source: https://www.visualcapitalist.com/how-media-consumption-has-changed-in-2021/

The main interface for interaction possibilities in MILC Metaverse are buildings. These buildings represent functions of various subareas and are named according to their function.

The Content Palace was opened as the first function of the MILC Metaverse.
This building contains the content trading area described in the previous whitepaper. Here, professional content providers can interact with professional content buyers like TV broadcasters or VOD platforms.

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Subj.5 -Source: MILC Content Trading Platform UI Vers. 1.0

Since listed media assets (like movies) are based on valuable licenses, this building is only accessible to verified media industry members. It is, therefore, a B2B interface.

In the background, a broadcast technology engine works as a playout so that all relevant metadata can be distributed directly to TV broadcasters, streaming platforms or publishers. Licenses are secured via the blockchain. No other content marketplace currently combines these technologies (See Whitepaper 2.1).

Over time, more and more buildings will open, operated either by MILC itself or MILC partners.

Interfaces will make it possible to move from our Metaverse to another and back again. The MILC metaverse intends to connect with other metaverses to form a “Masterverse” that will represent different subsections of the media world. Thus, each building will potentially also be able to effectively become a gateway into another Metaverse.

The first such interface is the Exchange Building, through which one can get to a centralized Exchange to trade cryptocurrencies such as the MLT (Media Licensing Token).

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In this regard, Web3, combined with Metaverses makes possible what is still commonly regarded as unthinkable today. Currently, traditional websites and social media channels are insular, without organically interlocking structures. This makes for an extremely clustered user experience. The smartphone is full of separate apps, the web browser full of separately stored links and bookmarks. Despite direct connections with friends and contacts on traditional social media platforms, there can be a feeling of isolation because there is no “tangible” way to interact.

Metaverses are more organic and lifelike since we can virtually immerse ourselves in a tangible, albeit virtual, city life. They unite the real world with the virtual. This is exactly the vision behind the MILC Metaverse with its realistic urban structure: build houses, design houses, inhabit houses, use houses, interact with other users in houses.



Subj.6 -Source: MILC Metaverse Alpha 2.0 – Exchange Building Interior

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Additionally, planned buildings within the MILC Metaverse include the following:

The Music Palace – a virtual music marketplace. Musicians and publishers can upload their songs and music videos here. Then, the musician decides whether to make his content freely available or to charge money for a download.

If he/she charges money, he/she gives the MILC platform a 10% share of his revenue. We consider this royalty to be completely fair, since 90% of the proceeds remain with the artist. In addition, MILC promotes these artists with its own MILC Radio Stations, with Artists' video content being aggregated into MILC TV/Music Shows.

In general, the MILC Platform will act as a link for musicians to trade with the advertising industry, or with international film producers. Resulting deals will again be compensated with a fee of 10%.

Via a music crowdfunding platform, users will be able to finance artists on a long-term basis. In return, there are fractions of music licenses, through which users can participate in licensing revenues.

This creates an exciting and interesting music environment for the user. For the artist, a marketplace for them to share, trade, and collaborate is established from which he/she profits significantly more than on comparable platforms such as iTunes® or Spotify®.

The Gaming Palace – Much of the current Metaverse movement is driven by a variety of gaming projects. This is a natural development, given that virtual worlds have been standard in gaming for more than a decade. Until now, an "open world" was nevertheless a self-contained system that merely followed the internal mechanisms of the respective game. In the MILC Metaverse, such mechanisms will merge over time and form interfaces into real areas of life, as well as othermedia. The Gaming Palace will become a central point of contact.

In this building will be an open environment for global game providers and developers.

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Publishers and indie providers can promote and sell their games. Developers can interact with users. It will be possible to create financing options for game projects together with users. NFT business models that come from the gaming world can also be actively marketed here.

Again, the MILC platform will receive a 10% fee on transactions.

The MILC Art Gallery - In the MILC Metaverse, the Art Gallery will play an integral part. Here it is possible for everyone to exhibit and sell their art. It can be physical art, digital art in the form of NFTs, or a combination of both. Digital twins of art events and exhibitions can be created. Artists can additionally place video content to present themselves even better. Users will be able to view exhibited works, buy them and exhibit them in their own MILC Townhouse (for more information on the Townhouses, see 4.1 MILC Social Community).

The use of the Art Gallery will be free of charge. In the event that art is sold, the MILC platform charges a commission of 10%.

MILC Shopping Mall - Access to a product and merchandise world consisting primarily of affiliate partners. Visually, it is a 3D world in which stores or chains can position themselves to reach new customers, remove physical boundaries, hence create a new digital shopping experience.

Users can always find what they are looking for via search algorithms. When a user enters a “store”, he/she enters the sales world of the respective partner. If a sale is made, the MILC platform receives a fee of 10%. It is possible for every seller of goods to position himself in the MILC Shopping Mall.

It will be a platform for future providers of purely digital goods. For example, avatar stores could be created, or stores for items that can be used in the MILC Metaverse (such as avatar clothing, furniture for virtual homes etc).

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MILC Auction House (Bank Building) - Crowdfunding will be offered here, in which users can participate. Initially, these are linked directly to the production of media products (e.g., films); later, other crowdfunding models can be considered.

Financing is structured primarily through fractionalized NFTs. With increased market penetration, the Security Token (STO) instrument is a useful asset in the future.
In the case of Media financing through fractionated NFTs, the user acquires participation rights for a (film) project to be financed. In this process, an NFT (ERC721 or ERC1155 Ethereum token standard) is mined and fractionated by means of a third-party solution (e.g., https://www.nftfy.org/). This results in ERC20-compatible derivatives of the NFT infinite numbers. These stand for shares in the film license. As license holders, investors are on the same level as the producer and participate in the same proportion in any profits from license trading, box office and any kind of marketing, in accordance with the NFT shares they hold.

The advantages of this type of financing are threefold:

1. The amount of participation can be very small. This increases the mass appeal, as smaller investors can also participate.
2. The greater the number of investors, the larger the fan base that can support the project on its way to creation through communication.
3. For producers, there is the innovative possibility of turning (future) viewers into investors and having them support the project. In this way, a completely new bond is created between the audience and the production team.

The MILC platform participates in this fundraising mediation in the form of fees or alternatively in the form of valuable content licenses. In this way, a license stock is built up that can reach very high values.

Furthermore, MILC participates in the distribution of the resulting TV-programs and uses its promotional tools to support the success.

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MILC University - A place where partners and accredited community members help educate the community.

Especially in the blockchain and crypto industry, we see a great need to communicate the resulting opportunities to an even larger audience. In the MILC University, users additionally learn more about different opportunities that are available to them on the MILC platform. This is done via hangouts, podcasts, video tutorials, presentations, webinars and live events.



Subj.7 -Source: MILC Metaverse Alpha 2.0

MILC Community Building – A central point of contact for the entire MILC Metaverse Community. The building includes access to the MILC social media platform. For more information, see section 4.1 MILC Social Community.

The above buildings are just a few examples that will be implemented as early as Q4 2022 – Q1/Q2 2023. Additional ideas and business models continue to reach us through partners who wish to cooperate with us. MILC reserves the right to pursue any constructive idea and integrate it into the platform accordingly.

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4. The Strategy

By definition, Metaverses are infinite. So additional buildings and business models can always be added and integrated. In principle, there are no structural limits within the virtual environment of the Metaverse.

The MILC platform sees itself as a provider of infrastructure and a marketplace. The commission represents a reasonable cost for the respective provider given 90% on average revenues will stay with him/her. Exceptions are the business models that the MILC platform itself operates as a provider.

Through the partner strategy, a steady influx of potential business models is expected, offering an infrastructure for those that for any number of reasons are unable to develop their own metaverse.

For the user, a world is gradually emerging in which one can find many things tailored to their specific tastes and needs. The entry point is a portal through which they can access curated information customized by each individual. This portal is the MILC Social Community.

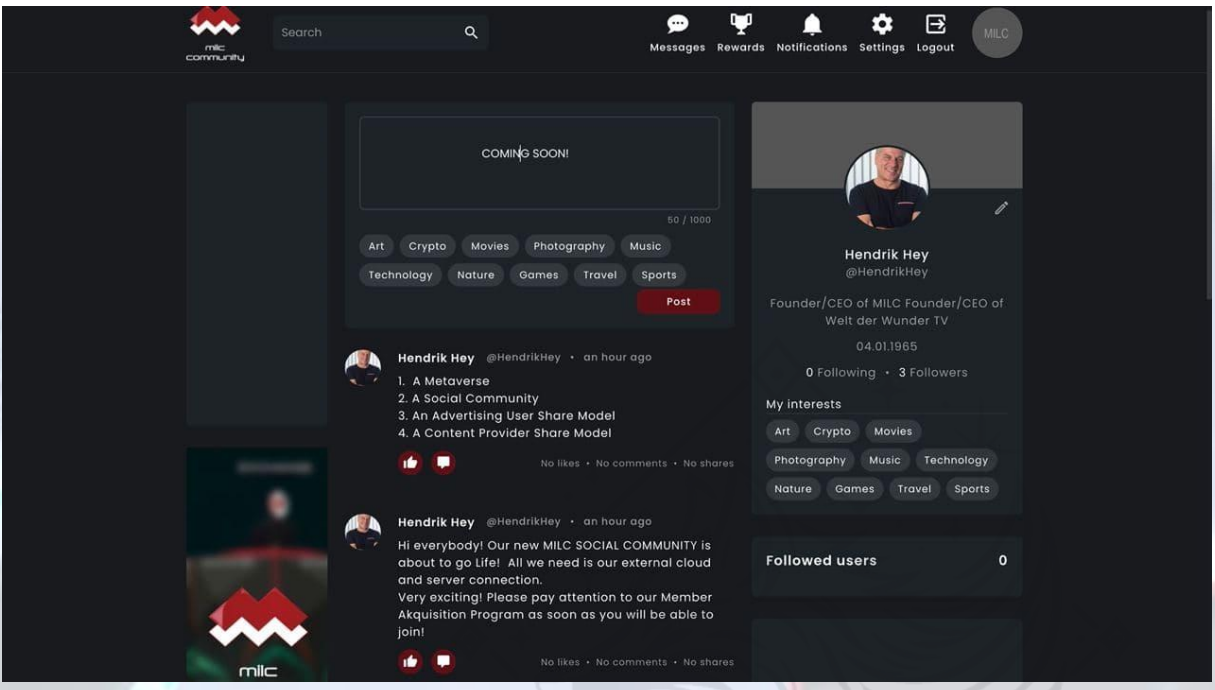
4.1. MILC Social Community

The use of a Metaverse makes it necessary to establish a thriving social community. A network where every user can do what they already know from other social media platforms like Facebook®, Instagram® or TikTok®.

Every user can create their individual profile, post, like and comment on content. He/she can meet new people, network and engage via messages and calls, join/chat in groups and much more.

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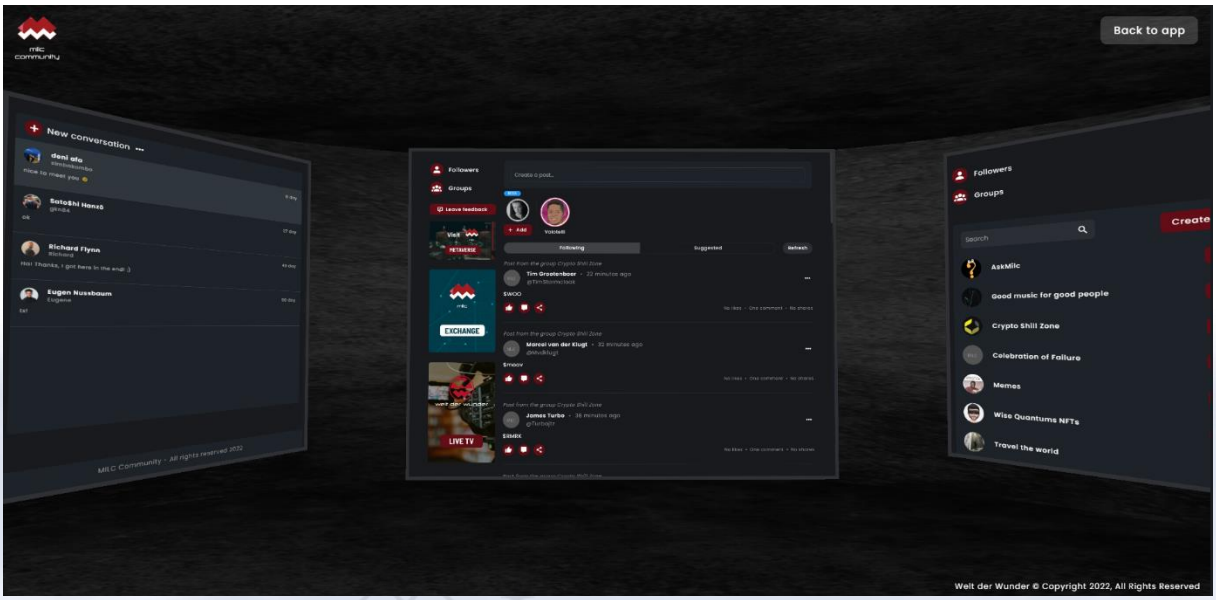
The Metaverse acts as a three-dimensional platform “homepage” where users can always discover platform services and offerings. No other social community platform offers its users this so far.



Subj.8 -Source: MILC Community Platform

Another feature is personalized suggestions to users. Be it certain groups that might be interesting for a user, events that take place in our Metaverse and much more. In this way the MILC Community Platform actively helps members to expand networks, find new friends and interest groups. The user interface of the MILC Social Community Platform is also designed in three dimensions.

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Subj. 9 -Source: MILC Community Platform

This creates a unique user experience on a new level of immersion. The interface is uncluttered and customizable. You can remove certain information, such as statistics, accounts and other functions that you don't always need, from your field of view and position them separately.

It allows users to seamlessly focus on the most important individual functions and views. At the same time, the Metaverse as a macro layer always remains just a click away.

One of the unique features of the MILC Social Community is that each member receives their own MILC Townhouse. Virtual streets with house numbers and names are created. There are doorbells on the houses, which open the profile of the "resident". Messages and friend requests can be placed in the mailbox, or meetings can be arranged. This means that, for the first time, real neighborly relations can not only be simulated but truly lived in a virtual environment.

Philosophically speaking a transition from Web2 to Web3: social interaction in a realistic, immersive environment.

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Initially, the MILC Townhouse can only be approached and interacted with from outside the building. In further development, every user can enter his house in real animated form. He/she receives his/her own “Miniverse”. This is its own 3D environment, used to coordinate own activities, to hold video or audio conferences, or to position objects, which have been acquired in the form of NFTs via the marketplaces in the Metaverse. Users own Miniverses can therefore be individually designed.

The MILC Community Platform is accessible via a Web Interface on https://community.milc.global/. As described in section 3 - MILC Community Building, the Community Building in the Metaverse will be a main access point. In the long run every direct P2P interaction within the Metaverse should run directly or indirectly through the Community Platform. Further access possibilities include Apps on Android® and iOS®.

4.2. Membership Acquisition Strategy

A new social community platform needs many active members. There are already several attractions that set our platform apart from all others. In addition, we want to motivate our users to actively generate new members.

Participation is free of charge. There will be additional reward programs for those who actively recruit members. This will be done via referral codes and links. Successful users who achieve high follower counts will receive rewards in the form of the Utility Token MLT. The MLTs come from advertising revenue that the MILC social community platform will generate. The funds required for this will be purchased by buybacks from the secondary market.

Rapid acquisition of members will be achieved through several strategies. However, the most important strategy being the organic growth generated by the community itself.

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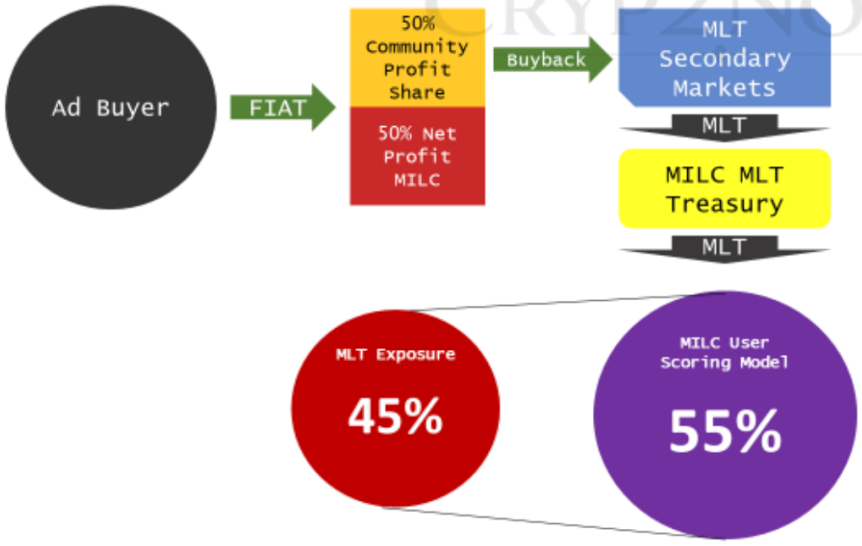
1. TV Commercials

Via the company's own TV channels and platforms (Welt der Wunder TV), reaching around 40 million viewers per month in the DACH region (Germany, Austria, Switzerland, https://www.weltderwunder.de/tv-empfang/).

2. Communication

There will be extensive PR activities internationally. Appearances in US TV media are also planned.

How users can directly participate in the MILC social community platform will be communicated. Participation rewards take the form of MLT. This is acquired from advertising revenues from the secondary market. Advertising revenues are shared up to 50% with the community. The token distribution is based on two basic parameters. A scoring algorithm (named 'Scoring Model' in the following) that takes into account various KPIs, such as the number of followers in the MILC social community, referrals, content output or general social behavior. And a ranking system based on MLT Token exposure of every user on the MILC Platform. Considering those two competitive systems, users will be ranked according to their individual performances following the principle: The more, the better and the higher the payout.



*Subj.10 – Ad profit sharing allocation *numbers are tentative and may be subject to change*

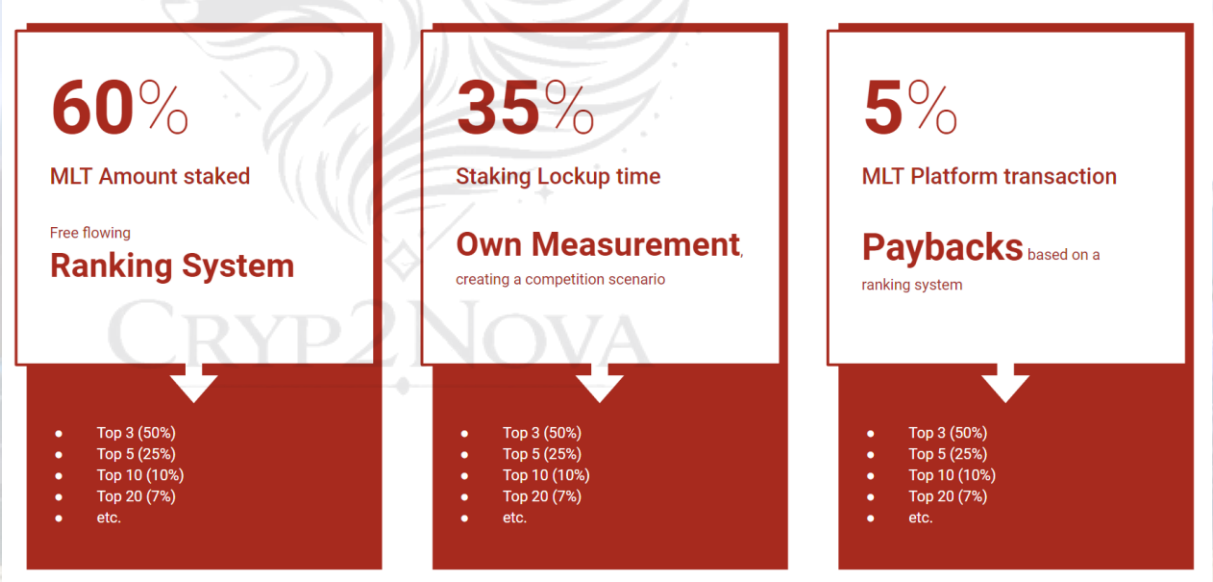
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As displayed in Subj.10 the 50% ad revenue share, reserved for the community, will be used to buy an equivalent amount in MLT from the open market. This sum will then be divided into two allocations each for the Scoring Model and MLT Exposure rankings. Percentage distribution and payout frequency will adjust depending on factors like total allocation sum, total number of eligible community members and secondary market conditions.

At first the Scoring Model will mainly be based on the parameters “number of followers” and “referrals”. The members with the highest follower count on the highest number of referrals in the MILC social community get the largest share, cumulating down the ranks.

4.2.1. MLT Exposure Competition

The same principle goes for the “MLT Exposure” ranking system which itself is divided into three sub-parameters.



*Subj.11 – MLT Exposure Ranking System *numbers are tentative and may be subject to change*

Subj.11 shows a three-pillar structure involving a flexible ranking system. KPIs are the amount of staked MLT, the lockup time and the general use of MLT as payment medium within the platform.

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The total MLT allocation reserved for “MLT Exposure” will be divided according to the three sub-parameters with an emphasis on MLT amount staked. The above shown numbers are tentative. All three rankings are flexible and will be transparent on the MILC Platform UI. According to individual goals and ambitions, users will be able to choose freely the amount and lockup time of their MLT stake. Reducing staking amounts naturally result in falling down the ranks. Premature unlocks will be possible, but should result in a lower ranking and might lead to platform penalties denominated from stake.

The Staking rewards will be distributed regularly in the form of a newly created ERC20 Token, stMLT (‘staked Media Licensing Token’). stMLT will be minted with an infinite amount, serving as a ranking measurement vehicle. Based on their ranks, stakers will receive higher or lesser amounts of stMLT. The higher the amount of earned stMLT, the bigger the individual ad revenue share. stMLT will be deployed for free to every MLT-staker on the MILC Platform. It will be freely transferable on the Ethereum Blockchain. However MILC will never introduce or open a secondary market for stMLT nor encourage third parties to do that.

The ranking itself and associated profit allocations will be flexibly measured at first with fixed numbers, then by deploying a modified algorithm based on Gaussian distribution function:

$$f(x) = \frac{1}{\sigma\sqrt{2\pi}} e^{-\frac{1}{2}\left(\frac{x-\mu}{\sigma}\right)^2}$$

Combined with the general user Scoring Model, the MLT Exposure ranking system generates a healthy competition scenario among platform users. They will be naturally encouraged to thrive for maxing out potential ad profit shares from the MILC Metaverse. Hence both, engagement in attracting new platform users and the lively use of the MLT as a platform utility will be rewarded.

The competing users bundle up traffic. Advertisers want to use this traffic.

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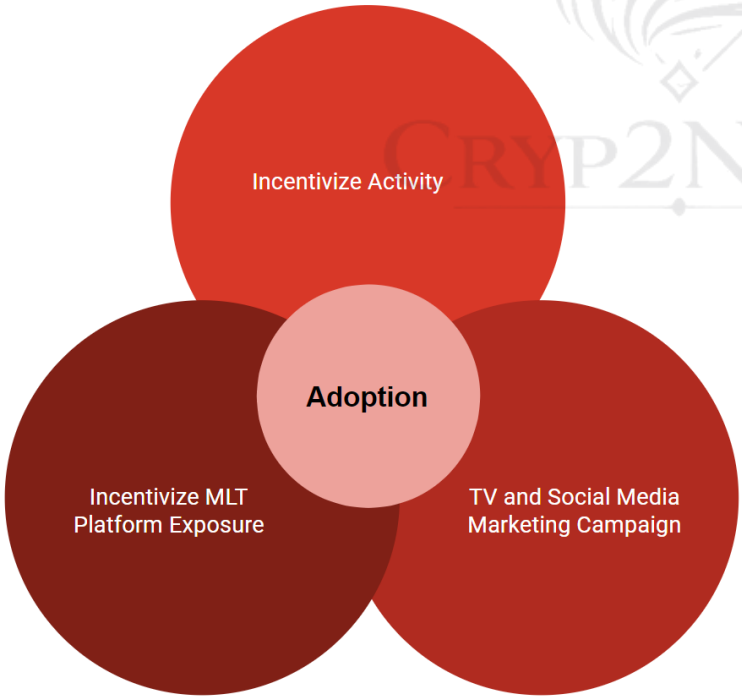
The MILC platform therefore advertises campaigns that can be served by the members. The more active a member is and the more he/she participates in the native MILC platform economy by utilizing MLT, the more he/she profits. This creates a self-perpetuating cycle of market awareness, MLT demand and reward.

Within this system there lies also the attraction for content creators.

While professional content providers do not get paid for their content on any of the major networks (Facebook®, Instagram®, TikTok®, etc.), they will be able to earn on the MILC Social Community Platform. Especially video content is highly valued by advertisers. Pre-, mid- and postrolls (commercials) are a strong currency in online marketing.

Thus, content providers can be sure that their content will be rewarded reasonably. This motivates them to fill the platform with valuable topics, and the users benefit from high class content.

To summarize the MILC Adoption plan, it can be visualized as in Subj.12.



Subj.12 – Basic MILC Adoption Strategy

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5. Financial Outlook

Content Trading and Media Financing will remain as described in Whitepaper Version 2.1. In principle, however, revenue is added to the previous financial planning, which results from the additional Metaverse community.

Advertising

We anticipate an exponential increase in user numbers up to the planned target of 20 million users by the end of 2022. The advertising revenues initially relate to all classic elements (display/video).

We calculate the resulting advertising revenues at 8 to 10 USD per user per year as a conservative basis. I.e., if the targets are achieved, up to 200 million USD in total platform revenue per year is achieved.

MLT (Media Licensing Token)

The MLT is the universal utility token in the MILC Platform ecosystem. The focus here is on its use as a payment and smart contract signing vehicle in the media licensing marketplace (see Whitepaper 2.1) and as a profit-sharing vehicle for ad revenues (see 4.3 Membership Acquisition Strategy). Other use cases include: Staking, Governance, and Community Rewards.

In February 2023, the last Team Token tranche will be unlocked (see Subj.11). After that, the maximum circulating supply is 200 million MLT. Depending on the total value of traded media licenses, the minimum supply will be 100 million MLT, as 0.5% of all MLT used in the content marketplace will be burned.

At the time of writing this whitepaper the circulating supply of MLT lies at 169.8 million with a market capitalization of about 17 million USD.

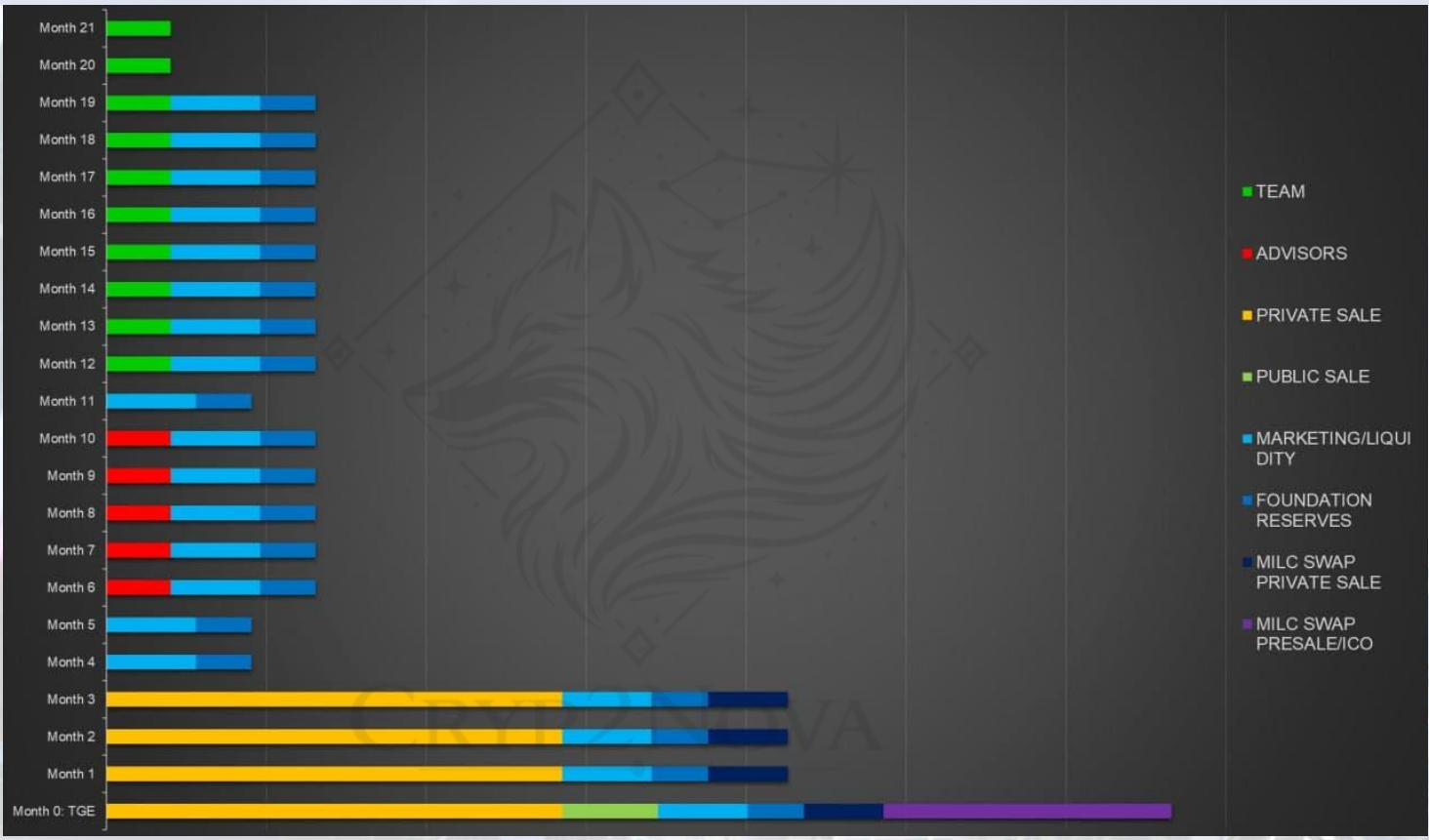
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MLT Smart Contracts:

- ERC20: 0x9506d37f70eb4c3d79c398d326c871abbf10521d
- BEP20: 0x4518231a8fdf6ac553b9bbd51bbb86825b583263

Current Official Marketplaces:

- Pancakeswap (BEP20)
- Uniswap (ERC20)
- Gate.io (Both Smart Contracts)



Subj.13 – MLT Distribution Schedule, Month 0 = May 2021

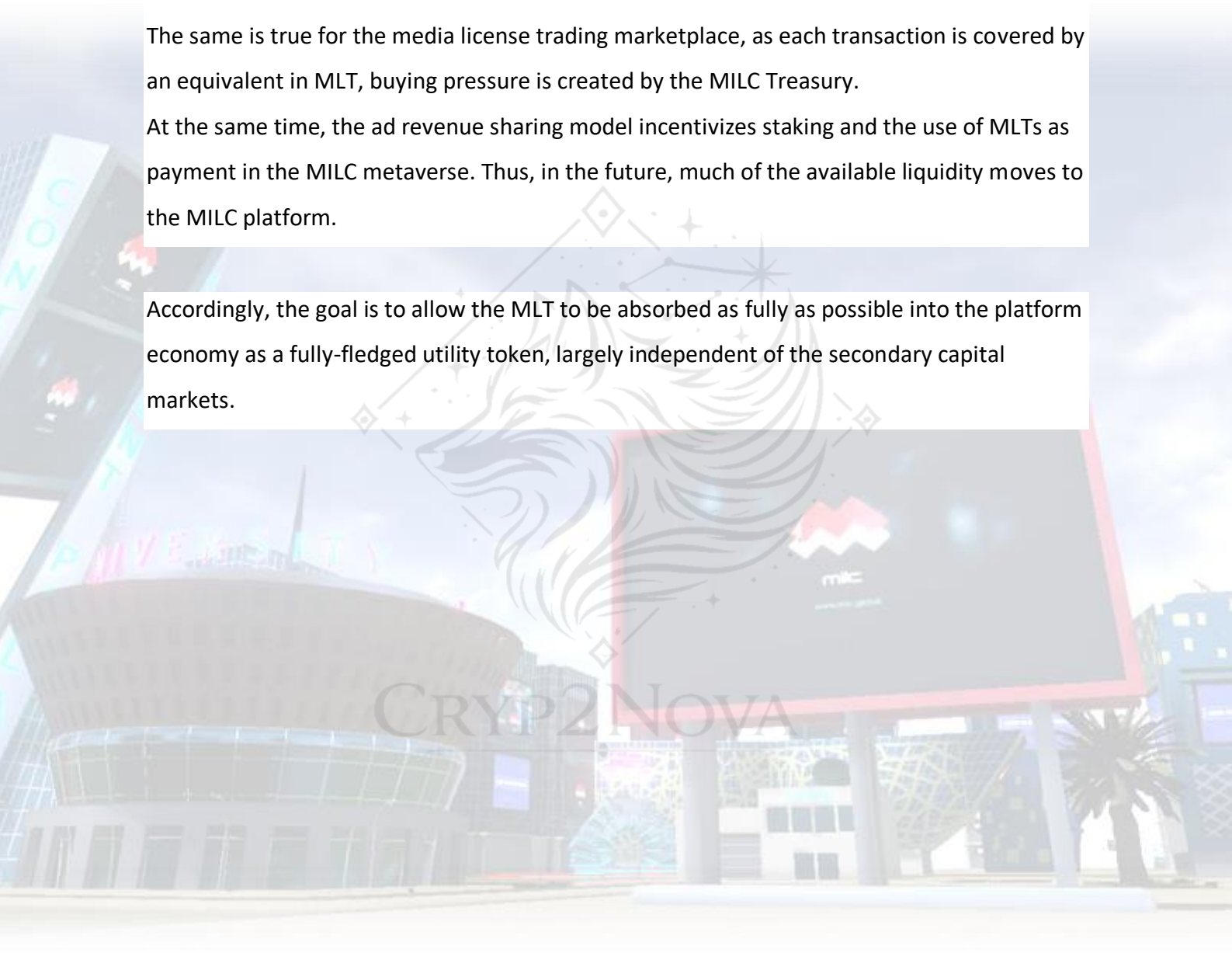
The price, as with most volatile cryptocurrencies, is still heavily dependent on the speculative market fluctuations of bitcoin as a reserve currency.

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The MILC Metaverse will build up continuous demand pressure via the described marketplaces and ad platforms. The more users are active in the social community, the more attractive the conversion rate becomes for advertisers, the higher the advertising revenue becomes, which in turn triggers buying pressure on the secondary markets of the MLT through the ad sharing model.

The same is true for the media license trading marketplace, as each transaction is covered by an equivalent in MLT, buying pressure is created by the MILC Treasury.
At the same time, the ad revenue sharing model incentivizes staking and the use of MLTs as payment in the MILC metaverse. Thus, in the future, much of the available liquidity moves to the MILC platform.

Accordingly, the goal is to allow the MLT to be absorbed as fully as possible into the platform economy as a fully-fledged utility token, largely independent of the secondary capital markets.



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6. Roadmap

2017 - 2019

Ideation and Project Establishment

- Whitepaper V1.0
- Partnership with SwissTXT
- Angel Investments
- MILC Media Hub Development

2020 - Q1 2021

Media Hub MVP and Blockchain Strategy

- Media Hub as program managing system at Welt der Wunder TV
- Open Store System Development
- MLT Token Strategy & Development

Q1- Q2 2021

MLT Fundraising and Token Launch

- Whitepaper V2.1
- MLT Private Sale
- Human Capital Onboarding
- Open Store UI Development
- MLT Public Sale (IDO)
- Token Launch on Ethereum and Binance Smart Chain
- Listings on decentralized exchanges

Q3 - Q4 2021

MILC Metaverse Grand Opening

- Three-Pillar-Strategy implementation
- Staking on 3rd Party Platforms
- MILC Metaverse 1.0
- MILC Content Marketplace 1.0
- MLT Listing on Top 10 Exchange

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Q1 - Q2 2022

MILC Metaverse Evolution

- Metaverse 2.0 Launch
- Social Community Platform Launch
- Human Capital Expansion
- Onboarding Media Partners
- Onboarding Gaming Partners

Q3 2022

MILC Metaverse Evolution

- Whitepaper V2.2
- Roadmap Update
- Project Website Revamp
- Foundation of MILC Inc in the US
- Onboarding Technical Advisory Board

Q4 2022

MILC Metaverse Evolution

- MLT Staking Platform
- Blockchain Integration
- Start of global MILC Metaverse Marketing Campaign
- MILC Social Media App
- Metaverse Multiplayer
- Access to first Metaverse Buildings
- Community Townhouses
- STO Offering

Q1 - Q2 2023

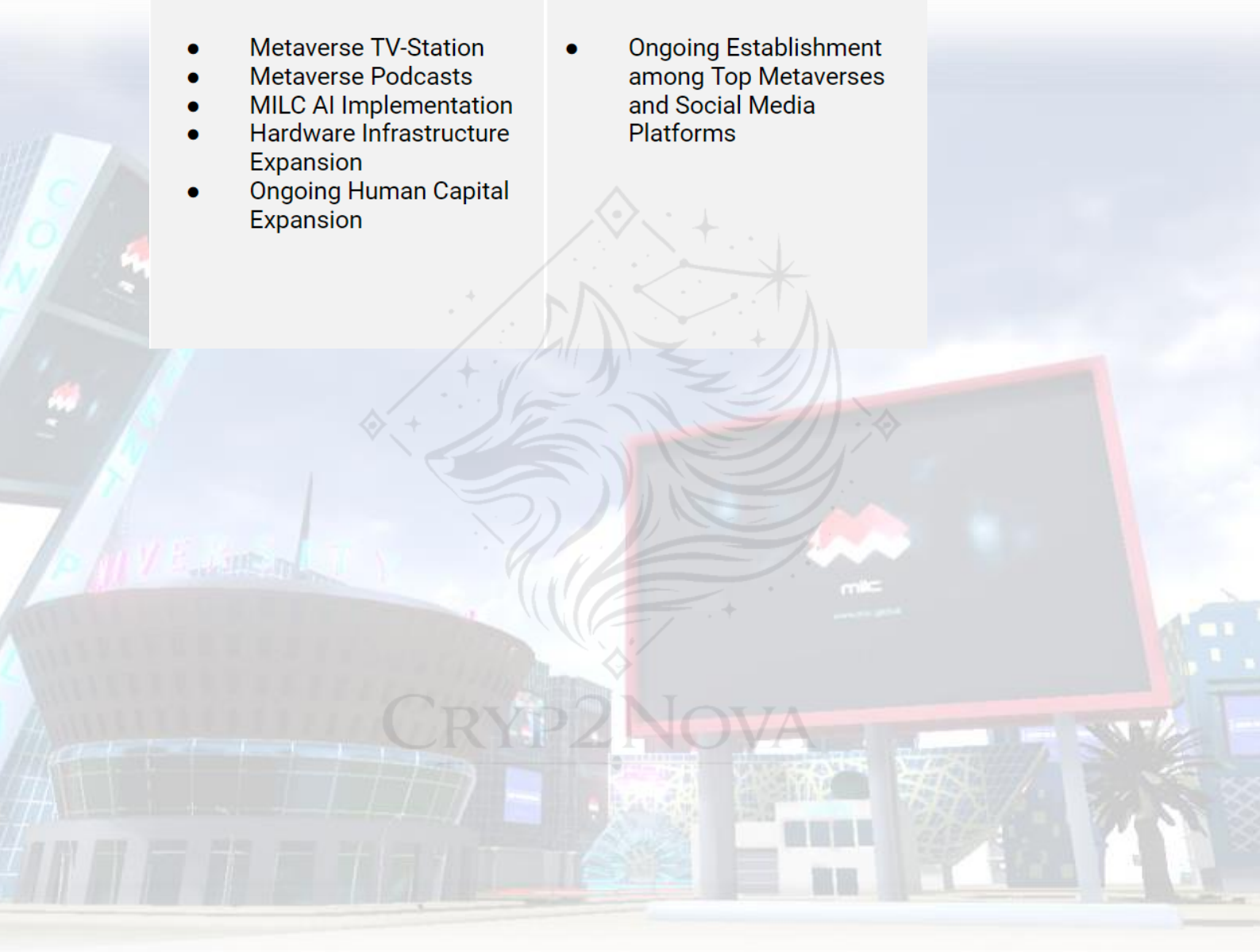
MILC Metaverse Flourishing

- NFT Marketplace
- Festival Area Access
- First Short Film Festival in the Metaverse
- ILO Platform
- VR Implementation
- Movie Crowdfunding Platform

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Q3 - Q4 2023	2024 - 2025
MILC Metaverse Maturity • Metaverse TV-Station • Metaverse Podcasts • MILC AI Implementation • Hardware Infrastructure Expansion • Ongoing Human Capital Expansion	**MILC Metaverse Maturity** • Ongoing Establishment among Top Metaverses and Social Media Platforms



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7. The Parent Company Welt der Wunder GmbH

The MILC Project is under the development and supervision of Welt der Wunder TV (engl.: “World of Wonder TV”), an independent entertainment free-to-air TV-network in Germany and Switzerland, based in Munich and Zug.

Founded in 1996, Welt der Wunder is one of the best-known media brands in the DACH region and has been active in the market for more than 25 years. It has professional media networks all over the world, with self-produced programs being sold in well over 100 countries.

Welt der Wunder TV has its own program library, which has been valued by EY (Ernst & Young) at around EUR 48 M in November 2020.

The many years of experience as a producer, as a seller and buyer form the basis of the project called MILC (Media Industry Licensing Content).

Welt Der Wunder TV’s Media Content Library was valued by Ernst & Young at €48,000,000 in November 2020 (see Subj.14). It has been nominated for the Grimme-Award and German TV Award. And it has won the Bavarian TV Award.

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Aggregated indicative value range

Assets in EURm	Value Lower bound	Value Upper bound
TV Channel (market approach)	10.5	14.0
TV Channel (income approach)	7.5	15.6
TV Channel (trading multiples plausibility)*	6.9	15.2
Content Library	23.2	29.9
MILC Platform	1.5	4.0
Brand - Licensing Bauer Verlag	0.3	0.4
Brand (w/o Licensing Bauer Verlag)	1.4	3.0
FEO Project (income approach)	34.6	39.9
FEO Project (indicative debt capacity)**	27.6	33.7
Total indicative value range of assets***	68.5	92.7

Source: EY analysis

Subj.14 – Source: MILC Whitepaper 2.1

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8. The Team

The Welt der Wunder Team combines decades of experience within and huge passion for the professional media industry.

Distinct expertise and a feel for the market characterize the team, acquired at various global players in the industry including the largest German Public TV network ARD, the German private broadcasting network ProSiebenSat1 TV, Warner Bros. and IBM.



Subj.15 – Source: MILC PitchDeck 2.0

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9. DISCLAIMER

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential token holders, investors and business partners with pertinent information in order for them to thoroughly analyse the project and make an informed decision.

Prior to participation in the purchase of MLT (Media Licensing Token) or MLT-S (MLT Security Token), a careful study of this whitepaper and all documents associated with the same is strongly advised. Investors may even engage the services of appropriate experts to help with investment analysis.

Certain statements, estimates and financial information featured in this whitepaper are forward-looking statements that are based on and take into consideration certain known and unknown contingencies and risks which in eventuality may cause the estimated results or may differ factually and
substantially from the featured estimates or results extrapolated or expressed in such forward-looking statements herewith.

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