

ATTENTION-BASED PLATFORM FOR VIDEO REWARDS

CRYP2NOVA

VERASITY BUILDS THE INFRASTRUCTURE AND TOOLS FOR VIDEO PUBLISHERS TO SERVE REWARDED VIDEO AND LOYALTY PROGRAMS TO THEIR VIEWERS

Whitepaper - Version 5 - December 2019

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VERASITY provides video publishers with the tools for video rewards and builds the infrastructure for publishers to serve attention-rewarded video to target billions of viewers by providing video publishers with SDKs and APIs that do not change the Publishers' workflow.

Our target industries are the Video Publishers and Ad Networks that derive their revenues from the current **$300 billion programmatic ad market**.

We have developed and **successfully launched** an SDK module so that more than **2 million publishers** can compete more effectively against the major platforms in engagement.

Verasity has already had **8 million rewarded views** using its video player technology.

> *"...Verasity's video player solution offers the perfect vehicle for viewers, publishers and content creators to benefit from the utility of blockchain technology. I'm glad that Binance and Verasity are leading that charge Globally."*
>
> **CZ (Changpeng Zhao) CEO & Founder of Binance**

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THE PROBLEM WITH THE INTERNET ECONOMY - IT NEEDS NEW INCENTIVES

Online video is the fastest growing medium. It is set to account for 82% of all consumer Internet traffic by 2021[1] and the market is worth $312 billion[2]. Yet the online video business model is fundamentally challenged.

With the advent of online video platforms, both video creation and consumption are more accessible than ever before. This has led to a significant increase in content production and consumption as audiences shift online for digital entertainment. However, under current advertising models, companies like Facebook and Google stand out as the winners generating

$191.8 billion[3] of net advertising revenue between them in 2017 by controlling the distribution of content and the sale of advertising.

Online video platforms provide video systems for Broadcasters, Creators and Publishers but are expensive to operate, monetize on outdated models and increase publishers' risk for failure. Most publishers have turned to YouTube and Facebook to monetize their content with insufficient revenues to support their business models.

Audiences have fast turned into a commodity. Their personal data is sold to corporations for more targeted advertising, while creators and publishers receive a percentage of revenue after the platform and intermediaries take a significant share of the advertising revenue. In recent years, content creators and online publishers have been very vocal on these issues, as the limited revenue they are generating means they are unable to re-invest into content and, therefore they struggle to maintain their channels.

With these monopolies controlling the majority of online content, they continue to turn the screw to increase margins, change algorithms that demonetize creators and decide what content is monetizable. Any competitor who sets out to challenge this status quo and gains audience attention is quickly acquired and controlled, threatening future consumer options online.

The mass adoption of 'ad-block' technology demonstrates the viewer's frustration with the current model. Creators and publishers with strong, loyal audiences are exploring new platforms to sell subscriptions for their content, where viewers are happy to pay for an ad-free experience, which is often an expensive route for all.

Without disruptive change, we are witnessing a race to the bottom caused by conflicting priorities between Creators, Advertisers and their current platforms.

[1] https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11481360.html#_Toc484813971

[2] https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11481360.html#_Toc484813971

[3] https://www.recode.net/2017/7/24/16020330/google-digital-mobile-ad-revenue-world-leader-facebook-growth

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INTRODUCING VERASITY

There are many existing challenges identified with the online video space today. Verasity's team of media, technology and blockchain experts has released a video player system that offers video publishers and creators a way to enhance their audience's video engagement by rewarding viewers for watching a video. Publishers can now do this without changing their current video workflow. Viewers can do so without changing their platform preferences. Viewers watch great content and receive VRA, a cryptocurrency as a reward for their attention. The goal is to improve the online video engagement, increase publisher monetization and therefore create a fairer online economy.

> "*Verasity's tech integration results after just 30 days on our eBonus.gg site went far beyond our expectations:*
>
> · *Total videos viewed: 2.02M -> 2.39M (18% improvement)*
>
> · *Videos viewed (unique user daily visualisations): 82.2K -> 102.4K (25% improvement)*
>
> · *Total watch time: 1289 days -> 1756 days (36% improvement)*
>
> *And these % values have persisted! Really impressive gains in an industry where even a few % points makes all the difference in profitability. Thank you Verasity!*"
>
> **Pedro Pereira, CTO, eBonus.gg**

VERASITY HAS COMPLETED THE MAJOR PARTS OF ITS ROADMAP

The project products are completed and currently working on 15 desktop and mobile publishers and we are rolling out to new publishers every month. (One product, Proof of View is still in development)

1. Video Player Products

The products are live and publishers already utilizing our tech can be found at: https://verawallet.tv/earn-vra (scroll down to click on each publisher and get rewarded in VRA by clicking on the green trophy on the upper right hand corner of the video player). By clicking on the green trophy, the user is directed to the in-built Verawallet which serves as the gateway to Verasity tech.

The Verasity technology is now integrated into the following video players on publishers' sites: YouTube, Twitch, Vimeo, JWPlayer, Brightcove, Kaltura, VideoJS, Flowplayer, and Ooyala which represents over 95% of all the video players utilized online (outside of China). This rewarded module, integrated as an SDK into all major online video platforms provides rewards for actions without changing the publishers' workflow or the viewer's habits or preferences as well as an in-built wallet.

As a result of these integrations, our unique player technology is already available to be integrated on more than 2.0 million video publishers with their own sites with 550 million users and more than 110 billion monthly views. This means that Verasity can now provide this service to these 2.0 million publishers and we are adding video publishers every month utilizing Verasity technology.

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2. Mobile game products

- The video game Triviata utilizing Verasity technology is already available on the app store: https://apps.apple.com/us/app/triviata/id1481833066?ls=1 and Google play: https://play.google.com/store/apps/details?id=io.triviata

- This is the first game in which in-game rewards can be redeemed for crypto: VRA or BTC https://redeem.triviata.io/

- The first game rewarding crypto accepted by the latest ad networks with over 16 ad networks on the Verasity ad tech waterfall - https://medium.com/verasity/advertiser-partnership-update-b67055364b44

- The first mobile app utilizing proprietary mediation technology allowing usage of nearly unlimited multiple networks. Currently mobile apps have limitations of several ad networks.

- The Verasity technology is now being utilized across other mobile publishers which will be announced soon.

3. Verawallet products - verawallet.tv

- Publishers Grow their Audience by buying VRA on exchanges to reward their viewers. See: https://verawallet.tv/grow-your-audience

- Viewers earn VRA watching content or ads: https://verawallet.tv/earn-vra

- Users spend VRA for goods at stores: Keyie.store and eBonus.gg as examples

- Send VRA to verawallet or exchanges: https://verawallet.tv/send-vra

- Verasity has already released the VRA conversion gateway within the Verawallet

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4. Online Video Platform

- Verasity has a completely built-out and functioning online video platform for broadcasters/publishers that require the entire OVP platform and rewarded module as well as an ad stack for both desktop and mobile (the OVP live can be seen: https://technews.guru/).

- The Verasity OVP has several innovations including:

- Running on the UDP transport protocol for all Chromium users when on Akamai CDN (default to TCP when on other non-Chrome browsers)

- Broadcast to the cloud directly from a laptop rather than via a server farm.

- Tested to over 8 PB of data per month (confirmed by Akamai)

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- No other platform currently has the advantage of an integrated SDK and OVP components and infrastructure that suits both content creators and large video publishers without any change to their workflows. Verasity views this as a sustainable competitive advantage as we also have first mover advantage without any direct competitors and can scale quickly from here with current completed products and little further development.

- Verasity developed a solution that both publishers and viewers seamlessly adopt without any changes in workflow, habits or preferences. So Verasity will scale without any of the challenges that are plaguing other video sharing platforms.

5. Verasity Ad Stack and Waterfall

- The Verasity ad stack is unique in that it has solved timeouts for publishers that require a large number of SSPs and ad networks on one stack - as many as 200 ad networks on one stack - (example of a video publisher on our ad stack: https://thegas.net/ with brands like Jaguar advertising and the mobile gaming app Triviata). Other ad stacks cannot handle more than a few ad networks at a time.

6. Proof of View (PoV)

Patent pending blockchain technology that produces accurate, secure and auditable audience verification metrics (in development).

PRODUCT DEVELOPMENT APPROACH

The Verasity platform has been in development since 2017 by a dedicated team of over 25 people. The product roadmap is managed by the product management team that includes stakeholders from Verasity as well as clients.

VERASITY IS ALREADY FULLY FUNCTIONAL AND IN PRODUCTION

Verasity's platform is fully functional and operating already. Viewers can join the Verasity network and start earning rewards by visiting verawallet.tv/earn-vra.

You can see Verasity's technology now by the Trophy Icon in the top right corner of the video player, which can be seen on the video player anywhere across the web (example: https://ebonus.gg/earn-coins/watch/). There is nothing for the viewer to download, and viewers can instantly start earning by watching videos and claiming tokens. Viewers sign up and create a VeraWallet from within the player or transact on verawallet.tv.

By doing so, viewers are now rewarded for their attention and this makes the viewing experience even more fulfilling as they are being paid for their engagement. Further if they chose to watch ads, they are rewarded more VRA. Advertisers want viewers' undivided attention and are willing to pay substantially for this (see VRA's integration on thegas.net where big brands participate on the

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demand network). Verasity has partnered with 16 top advertising partners, bringing some of the biggest brands ads to the Verasity network.

VERASITY'S VIRTUOUS CYCLE – PLATFORM STAKEHOLDERS

Publishers fund their VRA campaigns by buying VRA in exchanges and as they increase their viewer engagement and scale, they purchase even more VRA to increase the size of their campaigns.

Revenue generated from ads is used to buyback VRA, which means the more viewers on the network, the more VRA is rewarded, the more revenue is used to buy VRA from the market.

Publishers now can reward their fans for watching. This brings more traffic from social media platforms onto the publishers' websites, where they benefit from more ad revenue, subscriptions, sponsorship revenue and a higher value website. This is very valuable for the publisher and to continue to grow, they top up their VRA rewards account by buying more VRA.

Viewers will be able to donate VRA in real-time back to the publisher or creator from within the player, helping support the production of great content. VRA can also be used to buy real world goods and services through Verasity partnerships. Or, VRA can be traded 24/7 across several exchanges with more to follow in the future.

VERASITY INFRASTRUCTURE AND INTEGRATIONS WITH 95% OF THE OVP's

The Verasity infrastructure has been integrated into the top online video platforms, making it easy for publishers to add the Verasity SDK's or API's to their existing video player, without impacting their workflow. It usually takes around 30 minutes to integrate. Integrated video players include



OUR VISION

Our vision is for Verasity technology to be adopted by millions of video publishers across billions of devices. The technology has been built to be integrated as an SDK and API throughout the current media landscape and technology stacks. This will help bring cryptocurrency to the masses and to make VRA the cryptocurrency of choice to power the future of online video.

THE PLATFORM EFFECT

The platform, SDK Modules and dApps are designed to allow the supply side to engineer products that are only available on the Verasity platform. This creates significant value for both demand and supply side network participants. Once publishers receive the network effects of the rewarded campaigns built-in to the Veraplayer they endeavour to increase those affects by rewarding more

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VRA to scale their engagement and monetization. Viewers, in turn want to watch more video content and video ads for rewards and the virtuous cycle repeats itself. Verasity is a marketplace and a network that enhances a publishers' business significantly.

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THE VRA ECONOMY FLOW

VRA is a token used as a medium of exchange exclusively for the online video economy. Transactions of VRA happen over the blockchain from within the VeraWallet, available from within the video player across any participating website. The wallet and token are designed with the user convenience in mind, making it easy to use for the mass markets. There is nothing to download, all transactions are stored on the blockchain.

Demand for VRA

Publishers also buy VRA to reward more viewers to watch their content, visit their websites and this investment converts to higher revenues for the publisher and more viewers with higher engagement. This is an important mechanism for these publishers to buy VRA to convert more viewers to the publisher's websites and content.

The VRA token is bought by advertisers to engage viewers and reward them for their attention. Each time there is a call from Verasity's network to display a video ad, one of Verasity's programmatic ad partners fetches an advert. When the ad is successfully viewed, Verasity is paid. As the viewability and engagement are higher from Verasity's rewarded ad formats, the advertiser is happy and sees a higher performance from the advertising. The more viewers who join the Verasity network, the more the revenue. The Verasity foundation uses a random amount of the advertising revenue to buy back VRA from the market.

Viewers also may wish to buy VRA from the several exchanges to send to the staking wallet and are rewarded interest in VRA. They may also wish to support a creator or publisher by buying VRA and donating this to support the creation of great content.

Staking VRA

The Verasity economy adds additional incentives to hold VRA through the VRA Staking program while also increasing the demand for the utility of VRA across a large network of video publishers and their own communities, using the platform to reward VRA and spread awareness and take advantage of the network effect.

Earning VRA

When viewers watch videos on a publisher's domain, they can be rewarded with VRA tokens. This is to incentivize viewers to watch videos on the publisher's domain, generate new traffic, and keep viewers engaged on the publisher's platform. Viewers may also earn additional tokens by referring additional viewers to the content. Viewers can earn VRA from, sign ups, sharing videos, referrals, watching ads, playing games.

Spending VRA

Viewers can convert VRA for other cryptocurrencies like Bitcoin across numerous exchanges. Fiat gateways will be introduced in Q1 2020 to enable viewers to buy and sell VRA directly for fiat currency. Verasity is also introducing partnership programs to allow VRA to be spent on goods and services directly. Publishers will spend their VRA on rewarding new viewers to engage with their content, growing the overall economy.

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Ad Revenue and Transaction Fees

Verasity earns Ad Revenue and Transaction fees generated by Verasity and are used to maintain and improve the network, pay for overheads as well as buyback VRA from the exchanges and burn VRA (See below, Buyback and Burn VRA).

How does Community Interaction Grow the Economy and Token?

For many Creators and Publishers, the scale of their audience creates a community around their channel and content. The most avid members of these communities provide both direct and indirect value to the Creator and are often their biggest advocates. Providing additional opportunities for a community to connect and become further involved with Content Creators will be fundamental to the success of the Verasity economy and ecosystem.

For VRA, the team believes viewers will learn about VRA from earning by watching great content. And this 'earning' is actively growing the network, increasing publishers, views and advertising revenue. This all steadily increases the price of VRA

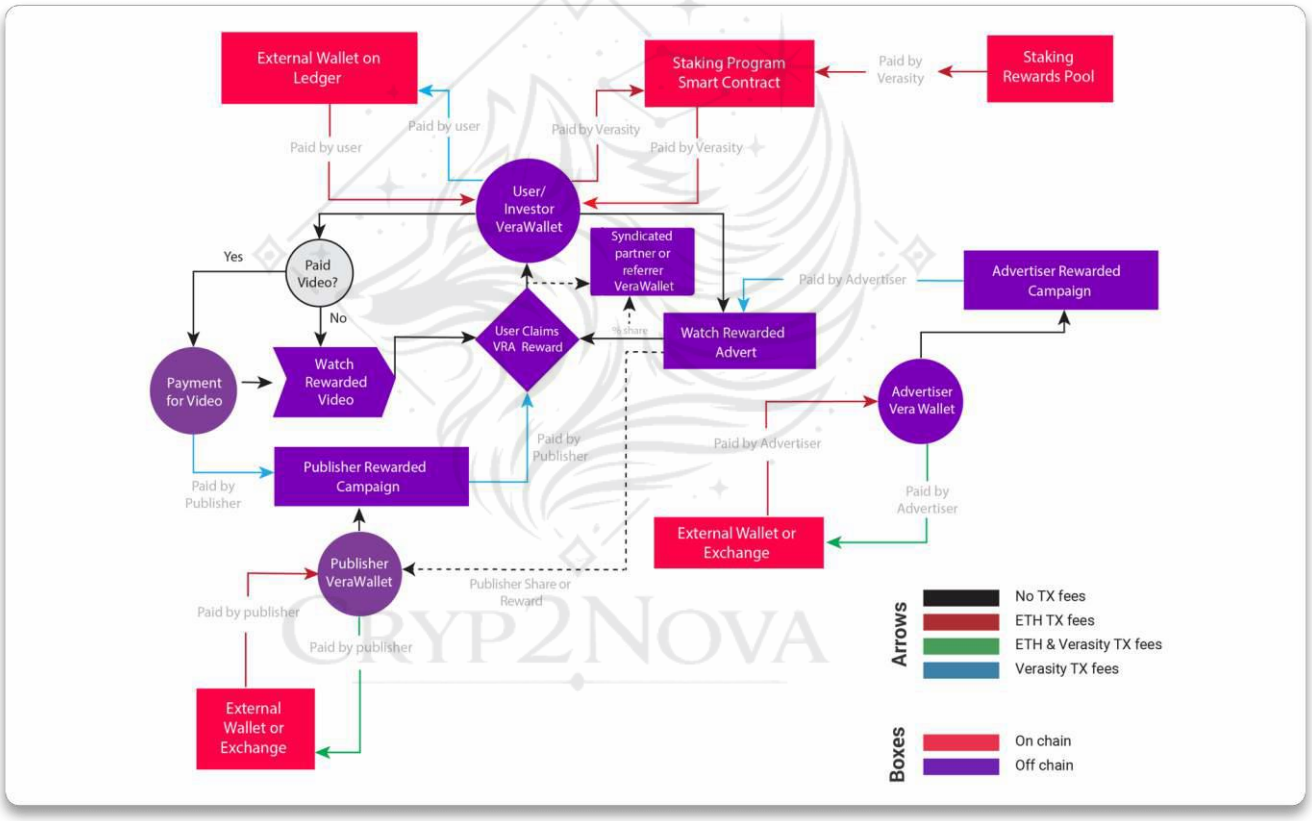


Diagram of how VRA flows through the Verasity network

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BUSINESS MODEL PRODUCES RECURRING REVENUES

The Verasity business model incentivizes viewers, publishers and advertisers to create a virtuous circle of reward and benefit.

- Video publishers (desktop & mobile) utilize the Verasity SDK to reward their viewers in VRA.
- Video publishers purchase VRA in the marketplace to fund their reward campaigns (this supports the price of VRA).
- Video publishers utilize the Verawallet to escrow their VRA to manage and administer their reward campaigns - all campaign parameters such as frequency caps, geo restrictions etc, are managed by the admin area of the publishers' Verawallet.
- Video publishers use the Verasity ad stack to monetize their video ad impressions.
- Verasity takes a random share of the ad revenues paid in fiat and buys back VRA in the marketplace.
- Verasity's mobile apps directly provide users with offer wall tasks that are monetized in fiat for Verasity while rewarding users doing offer wall tasks and watching video ads with in-game crystals that are redeemed by users into VRA or BTC.
- This is a win-win for publishers because as our current publishers show, by rewarding viewers for watching video content and video ads, users shut off ad blocker and watch 35% more ads and content which means the publishers make a substantial amount of increased revenue even after the revenue share with Verasity.
- For mobile publishers, the ability to redeem in-game rewards into VRA and BTC provides a similar benefit and the additional benefit of being able to serve many more ad networks via the Verasity ad stack which means higher CPMs, fill rates and ad impressions.

REVENUE, BUYBACKS AND VRA BURNING

- Verasity earns significant revenues from ads published on publisher sites utilizing Verasity Technology.
- CPMs paid for rewarded video on desktop are about $8 per thousand. By end 2020 Verasity expects 30 million views per month across all its publishers or $240k in monthly revenue in a combination of desktop and mobile ad revenue.
- This will increase 10-fold by end of 2021 to $2.5m in monthly revenue for the combination of desktop and mobile ad revenue and fees.
- This permits Verasity to buy back a random portion of its tokens on exchanges and to burn them.

VRA BUYBACK AND BURN POLICY

A random amount of all ad revenue and fees earned by Verasity in fiat are used to buy back VRA from exchanges and burn VRA to reduce circulating supply. Verasity burned 2,135,033,305 VRA since its launch. Verasity will inform the community from time to time after buy back and burn events.

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GO TO MARKET STRATEGY WITH PUBLISHERS

The key to growing a video content economy is returning value to those who create value. Verasity has designed the ecosystem mechanics so that all participants will be rewarded for positive interactions on the platform.

Verasity focuses on providing B2B solutions for video publishers. Our primary customers are Publishers, Creators and broadcasters. Now that the product is up and running our priority is to get publishers to use our platform and fund their campaigns with VRA purchased from exchanges. This will increase the price of VRA and perception in the market of scalability.

By providing solutions for publishers that require video views, higher engagement, CTAs and revenues and by focusing on larger publishers with an existing audience, the team will be able to scale the Verasity ecosystem significantly faster than other similar Blockchain projects. This will increase the demand, awareness and user base for VRA.

Now that the platform and tools are released, working and out of beta, we can scale to any number of publishers and viewers.

COMPETITION

Verasity is not competing with any of the myriad video sharing platforms. Verasity is not a video sharing platform and has no direct competition that we know of. We concluded that video sharing platforms cannot scale for various reasons including changing the workflows of publishers as well as the habits and preferences of viewers. Our implementation of a Rewarded Video Module SDK for 90% of all online video platforms for publishers is unique and does not require any changes for the publisher workflow or changes to the viewers video platform preferences. This make this solution incredibly scalable.

Basic Attention Token (BAT) does provide viewers with BAT rewards. The only similarity is that BAT provides rewards, but only at the browser interface. In their case all publishers are on one vanilla browser interface with *no control* over their monetization or workflow. Verasity provides publishers with an SDK which seamlessly integrates into their current online video platform and allows publishers complete control over their rewarded campaigns and monetization. Publisher clients we have spoken with would not consider BAT as a solution because of the lack of control over their revenues.

Furthermore, viewers do not have to install a new browser, change their habits or preferences to be part of the Verasity ecosystem. In our view, the Verasity solution scales without significant hurdles. Any hurdles to publishers' workflows or user's habits and preferences limits scale to early adopters and will find it challenging if not possible to get to the early majority.

The Verasity solution piggy backs on the current infrastructure that all publishers are now using and does not change viewers' preferences or the publishers' workflows so in our view has the higher likelihood to succeed.

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MARKETING, PRODUCT AND FINANCIAL OPERATIONS

Marketing Plan

1. Video Publisher Marketing and Sales

Sales and marketing to publishers via direct sales in London by team members as well as via third party integrators who build video players and provide the Verasity SDK module built-in so their publishers may utilize the rewarded video solution. Publisher integrations are B2B. Our target is to bring on over one thousand publishers in 2020 for mass adoption. We are working with some of the largest online video platforms to meet our targets.

Our prospects and sales global pipeline include over 1,000 clients in the US, UK, EU and Asia. Verasity is negotiating with multiple clients that integrate the Verasity SDK technology into their own video players and that have publishers themselves as clients. This allows Verasity to scale its sales efforts via third party integrators.

2. Mobile Publisher Marketing and Sales

- Sales and marketing to game developers to provide our redemption module in gaming apps. Publisher integrations are B2B. Our target is to bring on over 500 gaming apps in 2020 for mass adoption. We are about to announce the Verasity Game Store soon as well.
- Bounty programs for users to play our mobile gaming apps and do tasks. Currently there are 3,000 DAUs and we are targeting > 100,000 in 2020.
- Airdrops for mobile app signups.
- Weekly contests for leader board cash prizes in VRA and BTC.
- Referral contests for the highest number of referrals in a certain period of time.
- Banner ads in certain geos in South East Asia.
- Global guerrilla marketing to spread the bounty threads in forums.

3. General Marketing

- Community support and building for our 7 communities in English, Russian, Korean, Chinese, Turkish, Vietnamese and Brazilian (see the platform links above). We support all our communities with 13 community managers in all the above languages.
- Social Media marketing across all our platforms: Twitter, Verasity Telegram main group, Verasity Mobile Telegram, Kakao, Facebook, Linkedin, Reddit. Guerilla marketing to push out the visibility and adoption of VRA worldwide.
- Marketing via Forums and Bitcointalk.
- Influencer Marketing across the same communities with top influencers on different social media platforms. Currently over 20 influencers support Verasity in TG and Twitter and YouTube - Expanding Videos viewed on YouTube about Verasity: https://www.youtube.com/results?search_query=verasity&sp=QgIIAQ%253D%253D
- A Verasity Video Wall will be released as well.

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Product operations

- **Product Management, UX/UI and Wireframing**
    - Our Product Manager is responsible for obtaining the interests from all the stakeholders in an upcoming product or to make changes to the current products. Our designer works closely with Product Management and the development team to solve UX issues prior to wireframing.
    - Responsible for hitting the roadmap targets that are set out quarterly. So far, we have been on time or earlier for **all** product launches since inception. Targets continue to be set and can be found in our Roadmap at verasity.io which is in effect the operational product plan.
- **Agile Product Development** with weekly stand ups. Our CTO is responsible for the product development team which are full employed by Verasity.
- **Product Testing** - A QA team tests all products and updates prior to going into production.
- **Product Marketing** - Prior to product launch the marketing team plans on the strategy for introducing new products or features, then develops awareness campaigns.
- **Product Rollout** - When all testing is finalized product updates and new products are put into production.
- **Technical Product Support** - Technical Product support is carried out by our product operations team which follows up on bug reports as well as UI/UX improvements and upgrades. It is also responsible for customization of products such as the video player and SDK module for our clients.
- **Customer Product support** - Our Customer Product support manages both client issues that are raised in the field as well as support issues that are handled by ticket support. We manage all support requests within 24 hours during the week and 48 hours on the weekend.
- **Product Performance Evaluation** - we gather stats to measure multiple metrics and analyse performance which results in product improvements being planned for future updates.
- **R&D** - we are not waiting for cutting edge solutions - we create them ourselves which is why research and development is an essential part of our operations.

Infrastructure and servers

We use cloud solutions to achieve easy scaling and exceptional performance. Servers are divided into four groups:

1. **High load servers** - running custom highly efficient software where we need maximum performance.
2. **Secure servers** which we will not be talking about much.
3. **Utility servers** - used for hosting web sites, apps, load balancers and other software.
4. **Database clusters** - servers dedicated for data storage in form of hot databases or big data storages.

CDN (Content Delivery Network) – AWS or Akamai can be used with our OVP solution depending on publisher demands. For example, some may find the AWS solution easier to adapt if all their products are based on solutions from Amazon. Others may prefer the Akamai solution which may be trickier to adapt but has some unique characteristics such as UDP video streaming which provides the lowest possible latency.

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Development servers are used to provide the best testing environment for our QA process by mirroring production servers and their relations. This approach has proven to be failsafe when talking about releasing updates on the fly with hundreds of thousands of live users.

Cold storage is used to provide safety for stored tokens.

Cloudflare is used as efficient CDN and reliable DDOS protection for web pages. Tested in real life situations and verified.

Third party monitoring solutions are used to track our service availability from several locations on each continent of the world. So far, we show 99.99999% uptime for all our services and improving.

Data Security and Privacy, the platform is compliant with strict privacy and data protection laws including GDPR.

Financial Operations

Financial Operations are managed in-house by a dedicated team and can be divided into the following areas:

- **Treasury** – Verasity's policy is to minimize its currency risk by carefully managing its crypto and fiat balances. Fiat is held in USD, EUR, GBP and SGD across multiple banks and jurisdictions and crypto held in BTC, ETH and VRA, predominantly in cold storage. The business is able to naturally hedge its currencies' inflows and outflows.

- **Payables & Receivables** – Verasity pays its creditors accurately and on time according to agreed terms and the company's receivables are generally collectible and received within 45 to 60 days from major ad networks. Concentration of sales income and aged debtors are monitored closely through exception reporting and risk analysis.

- **Reporting** – The company produces monthly management accounts detailing its revenue and expenditure compared to the annual budget and latest forecast, with movements against these indices explained. In addition, Balance Sheet, Cashflow and the KPI dashboard are the main tools for monthly reporting. In-depth reconciliations and board reports are produced quarterly.

- **Planning & Strategy** – Verasity has an annual bottom-up Budget process where each team analyses and submits its projected costs and revenue for the forthcoming year. In addition, a Rolling Forecast takes place quarterly to encourage continuous planning and to ensure the business has the latest financial projections. Variances to the Budget and Rolling Forecast are analysed and explained in the monthly management accounts. Throughout the year, Finance works closely with Sales & Marketing and Development teams to better understand their resource requirements.

UNIQUELY POWERFUL ARCHITECTURE

The technology behind Verasity features an end-to-end suite of products and systems that provide Broadcasters, Publishers, Content Creators, Advertisers, and Consumers the infrastructure and tools needed to access, engage and thrive.

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SDK's and API's

Verasity's platform generates a compatible SDK depending on the video player. Verasity also has an API enabling data and analytics linked to the rewarded campaign. For more information on the Verasity SDKs and API please visit the GitHub - https://github.com/verasitytech/docs

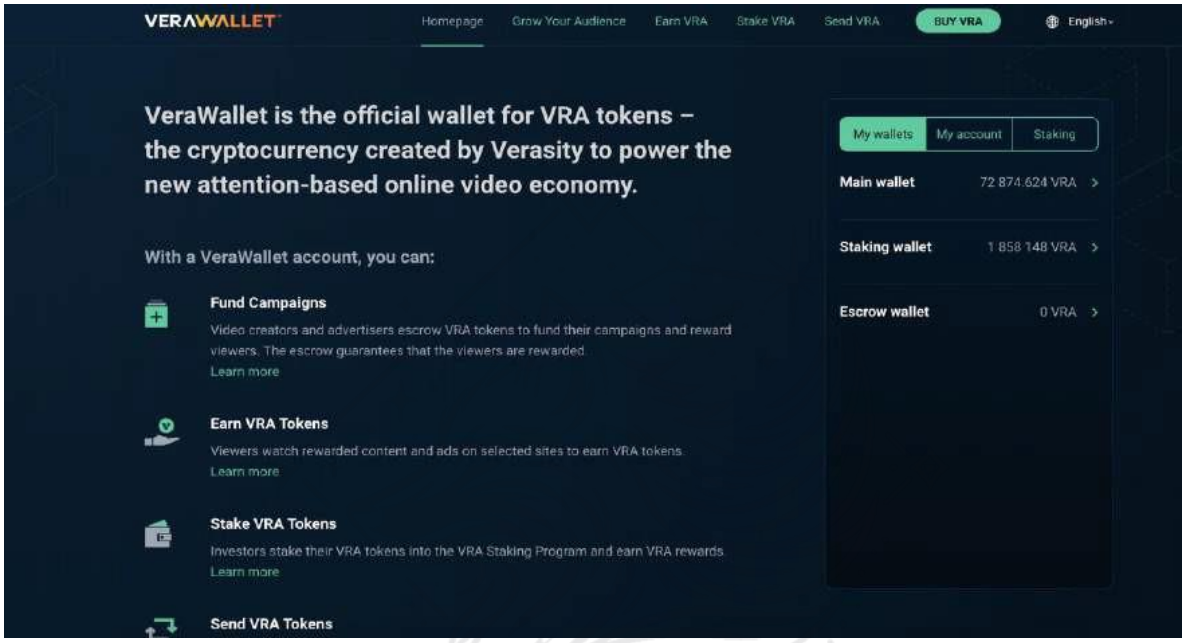
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IN-DEPTH PRODUCT TOUR

VERAWALLET

The VeraWallet is the viewers' entry point to the Verasity network and enables viewers to safely store, earn and transact with VRA. The VeraWallet is accessible from within any compatible video player that has integrated Verasity rewards SDK. Mobile applications on iOS and Android will soon be available. Within the wallet, viewers have access to their main account, escrow account and staking account.



Screen Shot of Verawallet.tv

Fund Campaigns

Video publishers and advertisers' escrow VRA tokens to fund their campaigns and reward viewers which build their audience, views, and revenues. The escrow guarantees that viewers are rewarded. Learn more

Earn VRA

Select from participating VRA publishers, visit their site, watch great content and earn VRA. Also, discover sites where you can be rewarded for watching ads. In Verasity's mobile apps, participate in quizzes and games to earn VRA. Learn more

Stake VRA

Investors can choose to stake their VRA and transfer from their main wallet to the staking wallet. VRA is rewarded daily back to their staking wallet. Learn more

Send / Receive / Donate VRA

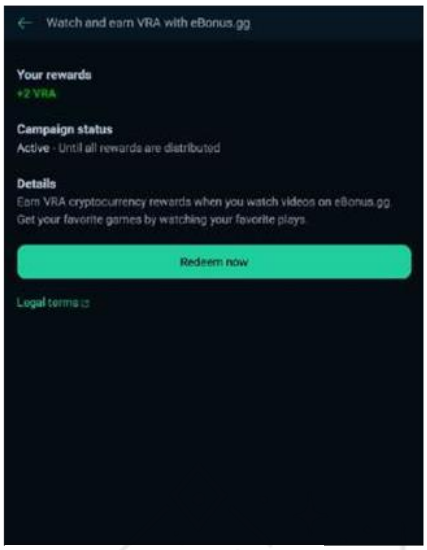
VRA holders use VeraWallet to send their VRA tokens to any compatible wallet or to an exchange that lists VRA. Learn more

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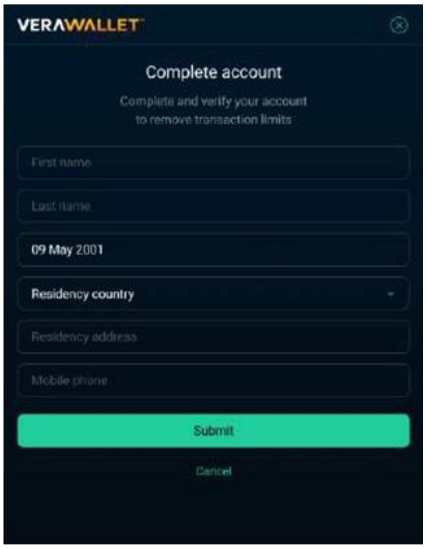
Verawallet Screenshots



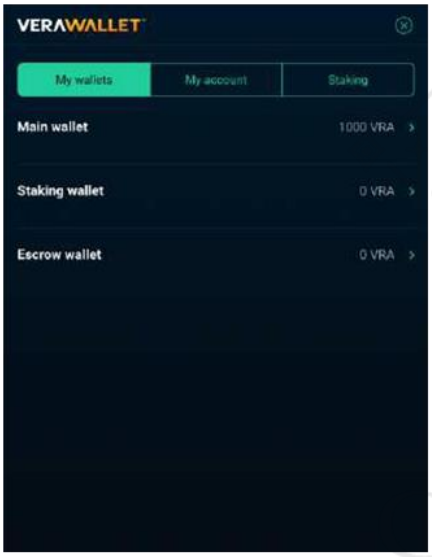
Watch videos and earn



Redeem VRA



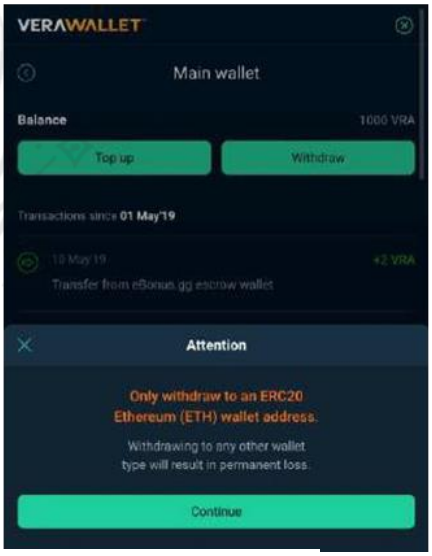
Create Verawallet



VRA Balances



Transaction History



Top Up and Withdraw

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VERASITY'S ONLINE VIDEO PLATFORM - UNIQUE ARCHITECTURE

The video player infrastructure is optimized for providing best in class quality video experiences, at scale. Verasity's video infrastructure utilizes several novel technologies for enabling quality streams even at the edge, combined with the latest Internet protocol performance standards like QUIC (Quick UDP Internet Connections). This is an innovative use of the secure Transport Layer Security (TLS) and User Datagram Protocol (UDP) reducing buffering and network latency for viewers.

Viewers can access content from any browser without having to install any additional plug-ins or player software. The video player technology has already been proven to work at scale, powering over 8 Petabytes of video traffic per month.

> *"Verasity is a white label version of an online video platform utilizing Akamai's CDN network as well as key technologies of Akamai. An Akamai network partner, the white label solution utilizes Akamai's "media acceleration efficiency" solution which has scaled on this white label online video platform to over 8PB data per month."*
>
> **Joshua Frost Niven, Akamai**

The technology features developed today include:

- HTML5 Video Player Can run with or without Google IMA SDK
- JS API interacting with our player embedded into any website
- Built-in player wallet (Verawallet)
- 1080p / 60 frames per second full HD ready
- Embedded technology making it available across any website
- Lightweight and adaptive for mobile screens
- Hight load clustered database with sophisticated bit data storage for advanced statistics
- Back end database structure
- Built-in notifications system
- Third Party Publisher widgets
- Referral system and social sharing features

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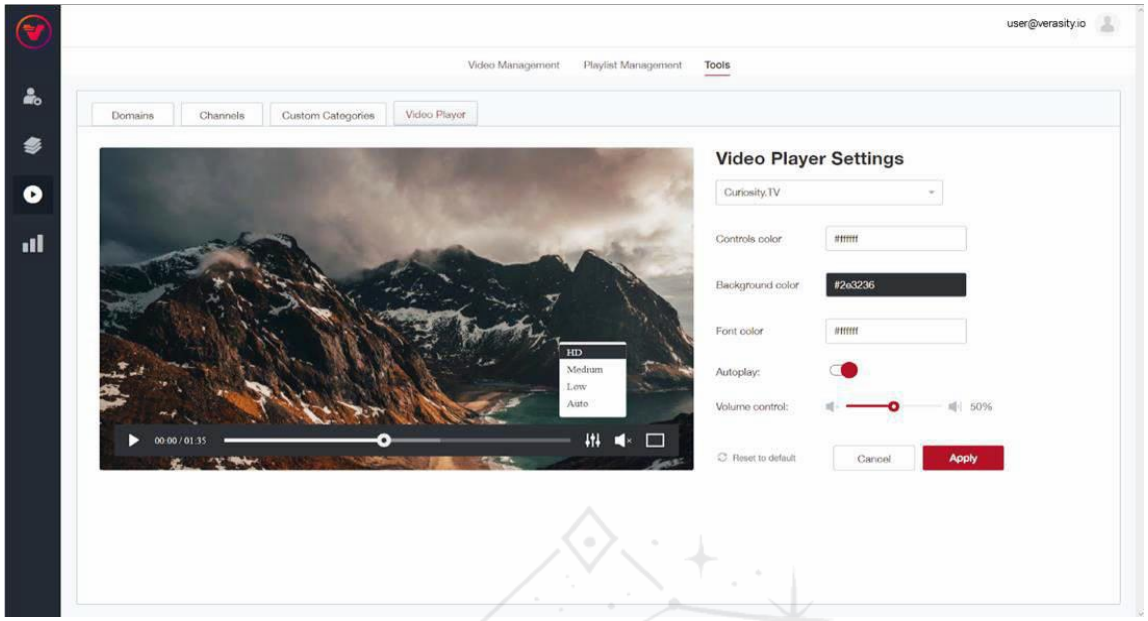
CONTENT MANAGEMENT SYSTEM (CMS)

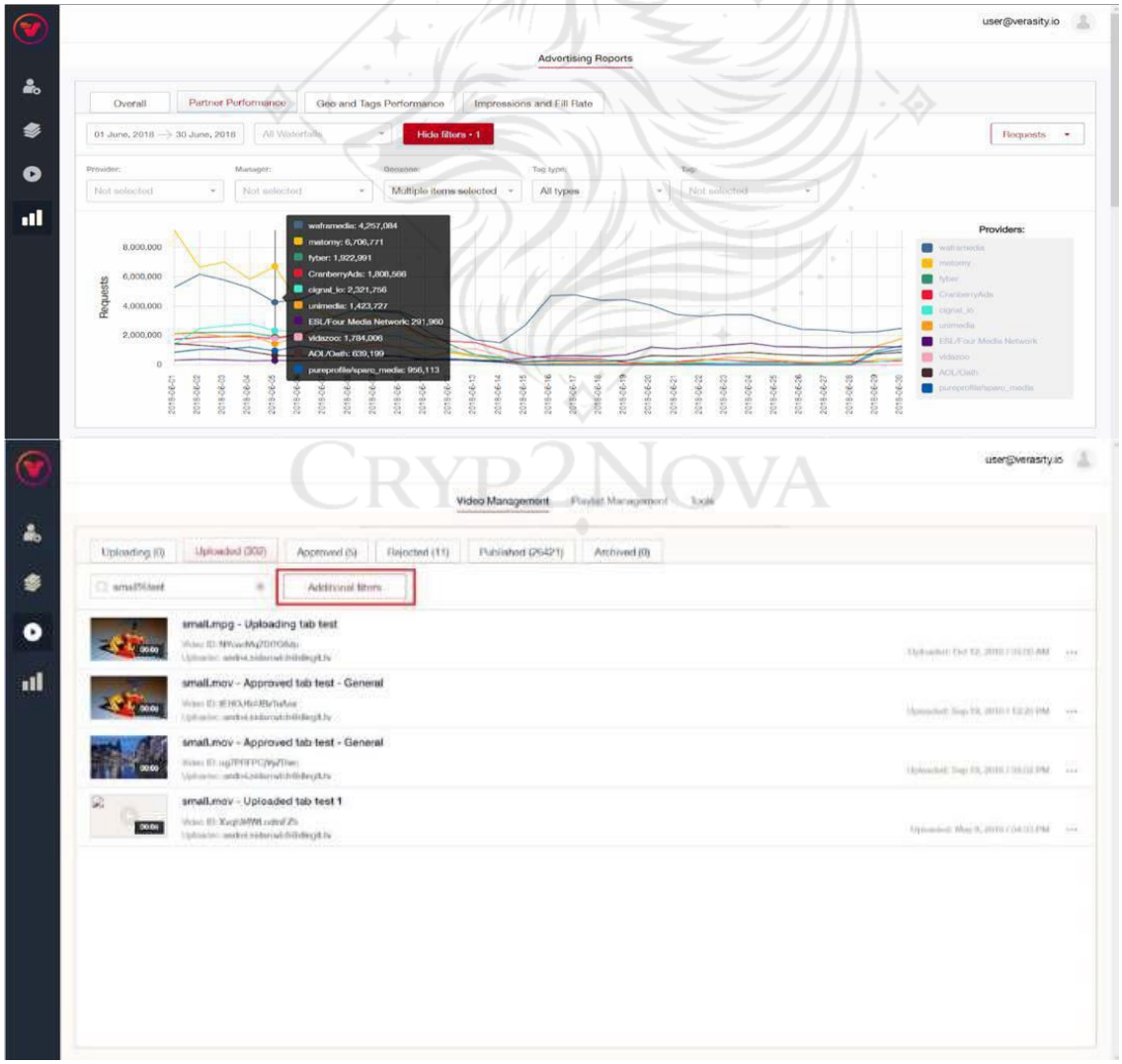
The Verasity CMS is easy to use for publishers to manage their campaigns and video libraries. This includes both an online and desktop-based upload and management suite that enables creators of all sizes to effectively run their content libraries. The CMS has the look and feel of current CMSs publishers utilize for their own ad campaigns in programmatic advertising which makes it extremely easy to navigate for publishers.

With multiple monetization options, the protocol enables multiple types of content to thrive, from niche technical videos through to feature films. The Verasity CMS was designed to cater to the individual. We recognize that every viewer, content creator, and audience is different and therefore bring together multiple monetization methods which allows creators to monetize their content in a way that makes sense to their audience.

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Screenshots of the operational video platform





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CDN AND SERVER INFRASTRUCTURE

Verasity utilizes a custom-built online video platform which partners with Amazon and Akamai, leading global CDN networks.

Verasity is a white label version of an online video platform utilizing Akamai's CDN network as well as key technologies of Akamai. As an Akamai network partner, the white label solution utilizes Akamai's “media acceleration efficiency (MAE)” solution which has scaled on this white label online video platform to over 8PB data per month.

Using a CDN guarantees high playback quality, with low buffering, on a global scale also enables all content to be securely hosted, stored and managed on Verasity servers. Reliable video delivery using a scaled and trusted network such as Akamai guarantees superior user playback experience which is critical for mass adoption. If viewers experience delayed video starts, low quality streams and long buffering times, they will not adopt a new platform, nor will they happily pay for content, meaning that platform could never scale.

As stated earlier, although Verasity partners with Akamai, Verasity does not rely on Akamai technology and is also compatible with Amazon (AWS) and Microsoft’s Azure.

BLOCKCHAIN TECHNOLOGY

Verasity built its platform and VRA token contract on Ethereum, with the smart contract address: https://etherscan.io/token/0xdf1d6405df92d981a2fb3ce68f6a03bac6c0e41f

The team launched the in- wallet settlements off chain, which enables the development of initial infrastructure. The team launched as well on the Binance Chain to support the project goals and grow the community. This chain’s technology enables faster transactions with confirmations happening in one block. Also, this offers cheaper transaction costs, vital for microtransactions.

PROOF OF VIEW™ AND ON-CHAIN ANALYTICS & VERIFICATION

Verasity has a patent-pending system to securely verify audience metrics (views) in a way that is publicly transparent and tamper proof. This system ensures the integrity of all elements of the Verasity economy which relies upon audience metrics.

Video ecosystems of today are plagued by suspect and often fake view statistics. These statistics are used to value the content or advertising, thus are being manipulated to generate fraudulent revenue.

PoV™ is a system designed to securely verify content consumption on the ecosystem, in a way that is publicly transparent and tamper proof. It is utilized within the Verasity economy to ensure the integrity of audience metrics and therefore the integrity of the ecosystem.

To ensure an accurate and transparent PoV™, Verasity will implement publicly auditable logs. These logs will contain all views and content recommendations along with anonymized viewer information. The information will all be General Data Protection Regulation (GDPR), Payment Card Industry (PCI DSS), and ePrivacy compliant.

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A Merkle Hash Tree guarantees that the database has never been altered. In the hash tree, each view's event data is hashed before being combined with other hashes until a final top hash is reached. Each top hash represents all the data stored in the specific chunk of the database.

The database itself is split into chunks. A new chunk is created each time a new block is created in the Blockchain. The top hash of the current chunk is added to each new block in the Blockchain. (See the diagram below)

As this data is stored in a decentralized manner, third parties can prove that each top hash added to the Blockchain is accurate and unchanged. This allows any third party to verify that the logs added within each new block on the Blockchain have not been tampered with, changed, branched or forked.

On 7 February 2018, a United States provisional patent application was filed for a system and method for Proof of View via Blockchain (Application Number 62627285) and fast tracked in the middle of 2019.

Verasity technology will be offered under the Creative Commons Attribution-Noncommercial- Share Alike International Public License as the license stands as of February 16, 2018, see details below.

HOW POV™ PREVENTS FAKE VIEWS

The PoV™ system prevents multiple methods viewers may try to manipulate view counts and audience metrics such as:

- Automated repeated viewing of videos (looping views)
- Attempting to load multiple videos in parallel
- Loading videos in hidden windows / tabs
- Attempting to manipulate analytics without watching content
- Verasity or other party altering the views database

Only views from signed in viewers are counted

- Within a video platform, views are a type of transaction. To provide accountability and therefore transparency for transactions, a unique identifier needs to be allocated to all parties involved. When viewers create an account, they are assigned an anonymous ID that then marks the video views generated by that user.
- Viewers who are not signed in can still view free videos, but these views are not confirmed through PoV™.
- A single user cannot make multiple views at the same time.
- The majority of viewers are only able to truly watch one video at a time whereas some bad actors may try to use multiple browsers, watching in parallel, to inflate view counts.
- PoV will not count views when more than one video is running in parallel from a single user.

Confirmed streaming

- For content to be viewed, the content file needs to be streamed to the browser. Through Verasity's PoV™ technology, while a video is being viewed the player will randomly be required to provide information about the current frame of the video being viewed.
- This ensures the content has been streamed and avoid bots that try to watch without actually streaming content.

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Player must be viewable

- Through technology built into VeraPlayer, checks are made during a video view to ensure the player is visible within the browser window and not scrolled out of view, hidden, shown in background tab etc.
- If a view is generated when the VeraPlayer is not viewable, the view will not be verified.
- The suspicious activity requires a manual check.
- While the above points outline some of the ways PoV™ technology will verify and guarantee authentic views, the system will continually monitor for suspicious or unusual viewer behaviour even if all the above checks are passed.
- An example of suspicious behaviour would be a video being viewed by one user repeatedly in a set period. While this is not necessarily a fake/invalid view, before additional views were recorded as verified, a manual input would be required by the viewer to ensure they were still watching. This manual input would be designed to avoid automatic/programmed responses from being able to pass the check (e.g. reCAPTCHA).
- As our PoV™ technology gains additional data through use, any common or high-frequency suspicious activities will be used to create additional, automated features in PoV™ to verify.

PoV™ data is publicly auditable and transparent

- Verasity's technology will use advanced methods to ensure only views verified by PoV™ are counted. Views which are verified will be added to a publicly accessible database containing anonymized data regarding the views.
- Verasity will provide free, open-source tools to provide transparency and accountability of the system. With these tools, viewers and third parties can review the data to ensure its accuracy and credibility. Although view data is anonymous, individual viewers can generate their own unique ID to verify views recorded for their ID are accurate and not manipulated.
- To ensure that the data stored within the publicly accessible PoV™ database is bona fide untampered data, all view data is sent to the Blockchain as well as to the Verasity servers.

UPGRADED TECHNICAL CHARACTERISTICS IN 2019 EXCEEDING ROADMAP

OVP

Allows any publisher to build fast and scalable video serving web platforms like YouTube and Twitch. The CDN is based on either the AWS cloud solution or Akamai server solution providing minimum latency in any location worldwide as well as transparent scalability to a virtually infinite number of video content items being served. Our video library now contains 120 TB of premium content and growing. Videos are streamed in HLS format with automatic bitrate adjustment.

Ad Stack

- The video ads serving solution is based on VAST/VPAID standards developed by the IAB group.
- Verasity is a member of IAB group along with other major players in the ads industry.
- Allows processing ads from any number of ad providers by running their VAST/VPAID ad tags through ads waterfall technology which handles the ranking of ad tags performance based on numerous parameters gathered via ad stack statistics processing module compatible with

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GDPR/CCPA. Historical data is saved to our big data storage and every ads waterfall is being adjusted using sophisticated algorithms for statistical processing.

- Backend for ads processing is written in C++ ensuring maximum performance, this allows us to process hundreds of millions of ad requests daily.

Video Player

- Custom solution providing industry standard video delivery featuring adaptive HLS streaming, UI customization, integrated rewards solution and ad display module.
- Player is written in JavaScript using HTML5 specs supported by all modern web browsers. Featuring mobile fallback mode allowing video playback in mobile web browsers.
- UI part is using react for maximum performance and fast development.
- Google Protocol Buffers over WebSocket are used to ensure minimum latency and stable communication with our servers.
- Ads processing module combines 100% proprietary ads processor with Google IMA SDK ads processing whatever is needed in the circumstances.
- Rewarding module is built as an optional SDK that can be added to Verasity player and all major players available for the web. Integrates deeply with the player allowing Verasity to properly monitor video playback and reward viewers with VRA tokens for watching videos.

VeraWallet

- Web wallet software supporting both mobile and desktop platforms used to manage VRA tokens.
- The Client is built using JavaScript and React. Backend part is designed to withstand high load.
- Manages both Ethereum and Binance blockchain tokens featuring wallet top ups, tokens withdrawals to external wallets, spending tokens for online purchases.
- Proprietary ledger software allows real time tokens transactions processing eliminating possible blockchain pending times. This does not apply to withdrawals to external wallets.
- VeraWallet provides swaps.
- VeraWallet supports deep integration with the rewarded module allowing instant VRA rewards for watching videos and the mobile app points to the redemption site for conversion to VRA or BTC.

Mobile app

- Triviata is made using Unity3d which makes it fast and scalable to all major mobile platforms.
- Mobile app economy combines rewarded video ads and offer walls from numerous ads providers with natural gameplay economy, rewarding our users with-in game currency redeemable to VRA and BTC.
- Triviata is listed on both Android Play Market and Apple App Store.
- Our solution provides the ability to easily integrate redeemable in-game currency to any game and scale.

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CURRENT APPLICATIONS UNDER DEVELOPMENT IN ADDITION TO ROADMAP

- 13 web sites are live using our rewarded video technology, 2 in development, 5 pending agreement
- 10 web sites are running using our OVP, 3 in development
- 1 mobile app is live, 3 mobile apps in development at the redemption integration stage
- VRA to Fiat gateway is in API development stage.
- Mobile redemption to BTC is pushed to release stage.
- Proof of View in beta development.
- Mobile SDK multiple platforms support development. Android and iOS must be supported separately along with 10-15 programming languages and frameworks for apps development.
- Rewards SDK adding custom rewarding options in beta and testing now.
- The Ad stack implementing a new VPAID wrapper is now in the production integration stage.
- Mobile app analytics has 14 new metrics in development in various stages.

CONCLUSION

Verasity is a platform, dApps and token designed to service one of the largest sectors in the global economy: video content and video ads. The programmatic ad industry alone is valued at over $300 billion per year and growing over 10% per year. The Verasity platform brings the best aspects of various technologies including blockchain to improve a sector that requires fixing form the inside via applications that are not so intrusive that they cannot be scaled. The platform, ecosystem, economy and token work together to address the core issues facing this industry.

Verasity have already built out their products and are in-market successfully partnering with mobile and desktop publishers and quickly growing its adoption rate.

Our goal is to become the global number one solution for interfacing video content and video ads with viewers, publishers and ad networks utilizing rewards and loyalty programs. The Verasity ecosystem incentivizes all its participants to create a virtuous circle of benefits to resolve the inefficiencies in this $300B market.

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CORE TEAM AND CONTRIBUTORS

The team are seasoned professionals with proven track records with high performing businesses in the media, video and technology sectors. The core team have been involved in the project together since 2017. The development team and management are full time and have been collaborating for four years.



Chris Gale

Executive Management

Founder and CEO of Ad Tech Company, Odyssey Mobile which successfully exit to Phunware in 2014 who later listed on the Nasdaq in 2018. Crypto Investor and Blockchain Advisor. 15 Years of digital media and technology.



David Archer

Executive Management and Legal Counsel

Senior Partner, Pitmans, London. Over 30 years experience in trust law, Not for Profit entities, Dispute Resolution, and Compliance.



Max Gutchenko

Chief Technology Officer

Experienced Chief Technology Officer with a demonstrated history of working in the Internet industry. Video and Blockchain.



Robert Keogh

Financial Director

Specializing in SMEs within digital media, blockchain and cryptocurrency. Ex. Pillar.



Bhav Seera

Digital Marketing Manager

Bhav had a successful run as a content creator on YouTube as one of the first gaming channels to secure a partnership with Machinima. Since then he has honed his craft and focused on Digital Marketing, mainly on branding, content creation and strategising.



Paul Reilly

Content Manager

Managing social media and day-to-day activities. Esports moderation, sponsored broadcaster, games tester. Oversees the content presented on websites, responsible for editing, posting, and updating.



Kyrylo Bybyk

Lead Engineer, Blockchain Developer

High-load C/C++ developer with 11 years of experience. Strong background working with online video platforms with high traffic volumes. Co-inventor of Proof of View (PoV)™, patent pending.



Dmytro Medianik

High-load Backend Developer

High-load C/C++ developer. Strong background working with online video platforms with high traffic volumes.



Anton Lukashenko

Lead Player Developer

Full-stack, JavaScript developer.

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Verasity has engaged a number of experts in blockchain, online video players, advertising, marketing and security to advise the project.



PARTNERS

JUN Capital Partners · North Block Capital · BLACK GREEN CAPITAL · AmaZix · AZAR CAPITAL · cryptecon center for cryptoeconomics · AMDAX · iab. · ppa

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COMMUNITY, PRESS & MEDIA

Large, Loyal and Engaged Community

- **The Verasity brand** was mentioned in Google over 43,000 times, with over 8 million unique video views and 63,000 registered Verawallet users.
- **Facebook** fans with 87,000 engagements, 49,000 shares for Verasity, Triviata (a mobile game operated by Verasity) and Cryptonow.tv (a website operated by Verasity). Sentiment: 75% positive.
- **Twitter** overall engagement 55,000, Likes: 30,000, Retweets: 20,000 with 14,000 mentions. Sentiment: 65% positive.
- **Medium** total views: 105,000, total reads: 36,300.

Month	Rewarded Videos Watched	VRA Rewarded	Total VeraWallet Registrations	Other Wallets	Mobile game Daily Active Users DAUs
May 2019	371,160	4,481,756	6,768		
Jun 2019	639,072	4,194,594	7,980		
July 2019	1,211,306	5,327,352	11,562		
August 2019	797,092	2,630,880	6,482		
September 2019	1,389,306	5,167,842	13,746		565
October 2019	1,551,643	1,416,664	6,801		1.400
November 2019	1,987,693	3,158,308	10,065	13,788	3,100
Total	**7,947,272**	**26,377,396**	**63,404**	**13,788**	**5,065**

SOCIAL NUMBERS

Telegram English	14,800	https://t.me/verasitychat
Telegram Mobile	1,800	https://t.me/verasity_mobile
Kakao Korean	2,000	https://open.kakao.com/o/gh8ZK0cb
Telegram Russian	150	https://t.me/VerasityRU
Telegram Vietnamese	650	https://t.me/Verasity_Vietnam
Telegram Portguese	270	https://t.me/Verasity_BR
Telegram Turkish	110	https://t.me/VerasityTR
Telegram Chinese	90	https://t.me/Verasity_CN
Twitter	14,500	https://twitter.com/verasitytech
Twitter	2,600	https://twitter.com/rjmark_verasity
Facebook*	2,000	https://www.facebook.com/verasitytech/
LinkedIn	900	https://www.linkedin.com/company/verasity/
Medium	1,400	http://medium.com/verasity
Reddit	1,500	http://reddit.com/r/verasity
Total	**42,770**	

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WHAT PEOPLE SAY ABOUT VERASITY

"Video is a powerful tool to educate, engage and entertain. Verasity's video player solution offers the perfect vehicle for viewers, publishers and content creators to benefit from the utility of blockchain technology. I'm glad that Binance and Verasity are leading that charge globally."

Changpeng Zhao, CEO & Founder of Binance

"...it definitely solves an existing problem of the current ad market...the potential of Verasity and its unique approach to programmatic ads is vast."

Blockfyre

"Verasity's tech integration results after just 30 days on our eBonus.gg site went far beyond our expectations:

Total videos watched: 2.02M -> 2.39M (18% improvement)

Videos watched (unique user daily visualizations): 82.2K -> 102.4K (25% improvement)

Total watch time: 1289 days -> 1756 days (36% improvement)

And these % values have persisted! Really impressive gains in an industry where even a few % points make all the difference in profitability. Thank you Verasity!"

Pedro Pereira, CTO, eBonus.gg

"Verasity's innovative Blockchain based video technology is of great interest to operators & publishers across regions. I believe using the cryptocurrency powered Video Player with exclusive OTT content, operator's brand and reach, companies can significantly benefit by reaching their global user base with a new way to engage and consume video online. Specifically in APAC, this new technology can change the way people distribute and consume content to create a transparent and seamless experience."

Akash Tyagi, Head of Strategy & New Initiatives, Dish TV

"The current advertising model is broken. Consumers are now understanding who has their data, what it is being used for, and who it is being sold to. The Cambridge Analytica/Facebook news has brought this to a head. Verasity is ushering in a new era of opt-in / reward-based advertising which I believe consumers will quickly adopt."

Jon Hook, EMEA Board Director Mobile Marketing Association

"Verasity takes the next step in rewarding creators for the content they make."

Niall Coen, Managing Director at Snack Media

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"Verasity has developed a great value proposition for today's media landscape by enabling brands and advertisers to directly reward viewers for their attention."

Stuart Ferreira-Cole, Commercial Director at Ostmodern

"Advertising workflow audits are a hot topic right now. Verasity's Proof of View (PoV™) technology is a great example of how Blockchain technology can be put to good use in ad tech."

Ramy Yareed, AdTech industry advisor

"Blockchain technology is spearheading solutions for deep structural problems within advertising. Verasity is a great way for publishers to tangibly reward consumers. Tracking consumer consent through Proof of View will give mobile advertisers a significant confidence boost."

Dan Wilson, CEO of LMEX

PUBLICATIONS, VIDEOS, PODCASTS AND AMAs

Publications

Verasity Blockfyre Report
https://drive.google.com/file/d/13TfnPbVVjGAu9UC6jg_y-QQe0v6d-LVn/view

How Crypto Assets are Capturing the Attention Economy
https://news.bitcoin.com/how-crypto-assets-are-capturing-the-attention-economy/

How Traditional Financial Institutions are Using Interactive Advertising to Stay
https://www.nasdaq.com/articles/how-traditional-financial-institutions-are-using-interactive-advertising-to-stay

Verasity Partners with the Interactive Advertising Bureau to dive the Emerging Value Exchange Economy
https://venturebeat.com/2019/09/04/verasity-partners-with-the-interactive-advertising-bureau-to-drive-the-emerging-value-exchange-economy/

AzarCapital & Amazix Verasity Token Report
https://www.docdroid.net/3eStW4p/verasity-token-report.pdf

Verasity Publisher Stats Prove Stunning Says eBonus
https://markets.businessinsider.com/news/stocks/verasity-publisher-stats-prove-stunning-says-ebonus-1028353253

Comparing Game of Thrones to Verasity

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https://www.buzzfeed.com/evansstroud09/comparing-game-of-thrones-to-verasity-74tintd0eq

Verasity: The Next Killer App for Video Rewards
https://www.coinspeaker.com/verasity-next-killer-app-video-rewards/

What is Verasity? Attention Based Platform for Video
https://blockonomi.com/verasity-video-rewards/

TOP 10 Micro Cap Gems
https://www.publish0x.com/hydro-overlord/top-10-micro-cap-gems-xxowqw

Verasity Announces Integration with YouTube
https://www.marketwatch.com/press-release/verasity-announces-integration-with-youtube-2019-05-20

Videos about Verasity

Girl Gone Crypto - What is Verasity? A blockchain Solution for Advertising on Video Content
https://www.youtube.com/watch?v=0V8DJiTOFqw&t=2s

Crypto Beadles - (VRA) Crypto Project Verasity on making a better YouTube:
https://www.youtube.com/watch?v=GhRJhS592g0

Scott Cunningham - Verasity Is The Best Attention-Based Video Rewards Model | EP#146
https://www.youtube.com/watch?v=r7SGqxSyZ8I

Mr_Kristof - I FAILED MISERABLY with Bitcoin! Verasity to be USED BY MAJOR MEDIA OUTLETS!
https://www.youtube.com/watch?v=gFUg5lCKC_g

CryptoCurrency Exchange Exrates - Earn Cryptocurrency for watching Ads: Verasity Coin
https://www.youtube.com/watch?v=d6AbDM7H2LY

Crypto Trends - ICO Verasity Review
https://www.youtube.com/watch?v=SAKaCo14nmI

Avseenko-Life - Verasity Review
https://www.youtube.com/watch?v=-MFe2b_bdIU

Dr.Altcoin - Verasity Review
https://www.youtube.com/watch?v=mTCujEB5XYg

The Crypto Lark - Want to Get Paid in Crypto To Watch Youtube?
https://www.youtube.com/watch?v=ONFpwu2P_gg

Coach K - Verasity Cryptocurrency Simple ERC-20 to BEP-2 Binance Conversion
https://www.youtube.com/watch?v=zgjqC1QFFrw&

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Tokenize - Verasity ICO Review
https://www.youtube.com/watch?v=YMHhOcwaqgs

Verasity - Verasity - The blockchain powered video sharing economy
https://www.youtube.com/watch?v=0NKxQCxeOGw

David Pakman Show - Verasity ICO Interview: Youtube on the Blockchain
https://www.youtube.com/watch?v=OImdIyqyu-Y

That Martini Guy - Verasity Review, Future Top Altcoin?
https://www.youtube.com/watch?v=jnIEMKv_Urs&t=2s

Crypto Corner - Verasity Interview: Youtube on the Blockchain
https://www.youtube.com/watch?v=QK-05EyergQ

Altcoin Nerds - Verasity - the ICO Review
https://www.youtube.com/watch?v=oKes6x2Xz3g

CrypChronicles TV - HOT ICO 2018 - Verasity Video Streaming could DESTROY YOUTUBE... Here is why
https://www.youtube.com/watch?v=JXuG89p7AuQ

Ponderist - How to earn VRA token & convert to VRAB? [Video Rewards by Verasity]
https://www.youtube.com/watch?v=_Hx0wMw3cAY

Sonny Eyakwaire - Verasity a rewarding blockchain video platform
https://www.youtube.com/watch?v=zwEgIvrHs0U

Ludwig Van Bitcoin - Verasity
https://www.youtube.com/watch?v=U0ier5czYcY

Verasity - Asia Pop 40 - How to claim your rewards
https://www.youtube.com/watch?v=OHBYFNEkZdM

The NOiZE Australia - What is Verasity
https://www.youtube.com/watch?v=q-27yMCWIxM

Airdrop Inside - Verasity Listed CoinMarketCap
https://www.youtube.com/watch?v=S5exsnL3yAs

Minha Casa Meu Trabalho - VRA
https://www.youtube.com/watch?v=zDDLF9N39a0

Jsaves - Verasity Video Review
https://www.youtube.com/watch?v=-acq-o80__Q

Increase Capital - Verasity Review Project
https://www.youtube.com/watch?v=yy0zn-uX6ss

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Bounty News - Verasity a next generation video platform
https://www.youtube.com/watch?v=tNIWBZesn3Y

Lora David - Verasity
https://www.youtube.com/watch?v=HWkZwOkaRjM

Best ICO Finder - Verasity: The Future of Online Video
https://www.youtube.com/watch?v=aK3U_7HOTZU]

Cryp Story - Verasity
https://www.youtube.com/watch?v=djNPUMv1Uxw

TOTHEMOON - Verasity - The next generation Video Sharing Platform
https://www.youtube.com/watch?v=COL3_EjTpxE

Indo Crypto - VERASITY - Video sharing platform designed to liberate Creators and benefit Viewers
https://www.youtube.com/watch?v=0ntpI3WIGzA

NexChange - Block O2O Blockchain Summit - Chris Gale, Verasity
https://www.youtube.com/watch?v=GQIAasdNiMo

Road to the Moon - Verasity ~ Project Review
https://www.youtube.com/watch?v=Oe77ovrgVqM

Learn Fast Earn - VERASITY- Attention-Based Platform for Video Rewards|Join Bounty for VRA
https://www.youtube.com/watch?v=_cZX_jZO_Ns

World Crypto Paradise - Verasity Review
https://www.youtube.com/watch?v=ccvFe7YF0Yk

Future Tokens - Verasity ICO Review Part 1+2
https://www.youtube.com/watch?v=_XjzOpT1ElY
https://www.youtube.com/watch?v=kXeIAlU24wM

Bhagwaan - 7 New Free Airdrop Coins 2018 - Verasity, BPC, Lordchain Token, etc
https://www.youtube.com/watch?v=jka6usO2upI

Stas Yarmakov - Verasity Review
https://www.youtube.com/watch?v=GmAxP8LgwYw

Евгений Вертель - Verasity - Видео-платформа нового поколения #ICO
https://www.youtube.com/watch?v=zNmzY_1c_Zg

Recent Podcasts about Verasity

https://soundcloud.com/user-321549709/verasity-podcast-1
https://soundcloud.com/user-321549709/verasity-podcast-2

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https://soundcloud.com/richard-jacobs-924106926/david-orman-co-founder-ceo-and
https://www.youtube.com/watch?v=GhRJhS592g0
https://www.youtube.com/watch?v=OImdIyqyu-Y

Recent Verasity AMAs

Pantera Group
https://medium.com/verasity/verasity-x-ico-pantera-group-ama-with-chris-gale-d94d67723ca

Binance Dex
https://medium.com/verasity/verasity-x-binance-dex-telegram-ama-summary-e771dd5fc22c

TrustWallet
https://medium.com/verasity/verasity-x-trust-wallet-ama-summary-76a75d4d86c5

Verasity AMA
https://medium.com/verasity/verasitys-first-telegram-ama-recap-fc92ed7e0763

Digital Currency Alliance
https://www.digitalcurrencyalliance.com/ActionChris/Verasity-AMA-6-15-2018.pdf

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Roadmap

Q3'17

PROJECT

- Founders identified opportunity enhancing how video viewing is incentivised combining video technology and Blockchain

Q4'17

PRODUCT

- Test UDP video player with Akamai at 30m+ unique users per month
- Integrate TCP fallback into the player for seamless use on non UDP-enabled browsers

PROJECT

- Assemble core team and advisors
- Investigation into blockchain technology
- Write and validate White Paper

Q1'18

PRODUCT

- Release Proof of Concept for Player with inbuilt wallet
- Open initial private sale of VRA

PROJECT

- Creation of Foundation structure
- Announcement: project, publishing of White Paper & Economic Paper
- Launch Sale website verasity.io
- Open Public sale P1

Q2'18

PRODUCT

- Develop and audit smart contract for VRA
- Design and architecture for Verasity blockchain
- Develop token sale function on verasity.io
- Player function to reward VRA for watching promos
- Player solution for third party airdrops (GenesisPlayer)
- Release POC for VRA earning apps for desktop & mobile

PROJECT

- Close Public Sale Part 1
- Launch GenesisPlayer in market. Start generating revenue

Q3'18

PRODUCT

- Player solution for third party airdrops (GenesisPlayer)
- Complete back end infrastructure for video delivery at scale (CDN)

PROJECT

- Expand engineering and business teams

Q4'18

PRODUCT

- GenesisPlayer - Rewarded Video Player (Off Chain)
- GenesisPlayer Library Launch and Exchange Publisher Integration
- Develop Lightning sale structure into UI
- Structure GenesisPlayer Library for 3rd parties
- Master Admin for GenesisPlayer
- Referral integration into GenesisPlayer wallets
- Optimise Player for Mobile screens

PROJECT

- Sell GenesisPlayer for airdrops to ICO projects
- Release Publisher Partner Program
- Sign first beta partners for GenesisPlayer libraries
- Open Public Sale Part 2

Q1'19

PRODUCT

- Video Player with built-in hot wallet catering to VRA
- VeraWallet module for publishers
- SDK integration with JW Player
- First beta publishers using VRA
- SDK integration with Brightcove
- SDK integration with Video.js
- VRA Staking Program
- GenesisPlayer advanced integration
- Content Recommendation Engine
- Multi-device encoding
- Player Analytics
- List VRA on HitBTC, Probit

Q2'19

PRODUCT

- SDK integration with YouTube
- SDK integration with Twitch
- SDK integration with Vimeo
- SDK integration with Kaltura
- SDK integration with Flowplayer
- Add AWS CDN compatibility in addition to current Akamai compatibility
- Rewarded advertising
- Advertising Monetization

PROJECT

- List on new exchanges including coinall
- Onboard new publishers using compatible video workflow
- Sign several advertising partners
- Drive press and pr about verasity updates
- Launch youtube sdk integration
- Sign world class esports teams

Q3'19

PRODUCT

- VRAB in VeraWallet (BNB/VRA)
- Earn, Topup, Stake, Withdraw, Transfer in VRAB (BNB/VRA)
- Launch Publisher VRA and VRAB (BNB/VRA) Rewards on Mobile Apps
- VeraWallet evolution to include VRAB (BNB/VRA)

PROJECT

- Partial exchange of VRA (ERC-20) to VRAB (BNB/VRA)
- Sign partners to enable viewers to spend VRA on goods and services
- Drive wallet usage and downloads
- Mass awareness campaign for VRA
- Grow ad campaigns

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Q4'19

PRODUCT

- Publisher mobile app rewarding VRA for actions and for watching ads
- Add 16 major Ad networks to ad stack
- VRA and BTC redemption for mobile app
- Launch on a major exchange
- Over 100 publishers and 1 million viewers signed up to use Verasity technology

Q1'20

PRODUCT

- Fiat to VRA payment gateway and integrate into Verawallet
- Add Google and Facebook ad networks to ad stack
- Provide ads into games and live stream esports and gameplay as if they are part of the content
- Integrate Verasity tech into a large asian online video platform serving large asian publishers
- Integrate Verasity SDK into a large exchange to showcase rewarded video for their clients
- Earn VRA without needing to stake - with a VRA splash app with ads on mobile home screen

PROJECT

- Verasity Games Store
- Integration of VRA redemption for game publishers
- VRA credit card
- Next generation rewards based ad engine

Q2'20

PRODUCT

- Add donation feature
- P2P in-player payments, donations and subscriptions

PROJECT

- Simple to use self serve system for publishers
- Scale mobile and desktop publishers

Q3'20

PRODUCT

- Launch testnet on new blockchain
- Launch beta of Proof of View
- VeraWallet mobile apps

Q4'20

PRODUCT

- Verafiers software integration
- Launch mainnet on new blockchain
- View verification (on-chain) Proof of View

PROJECT

- 1000 publishers and 10 million viewers utilizing the Verasity technology

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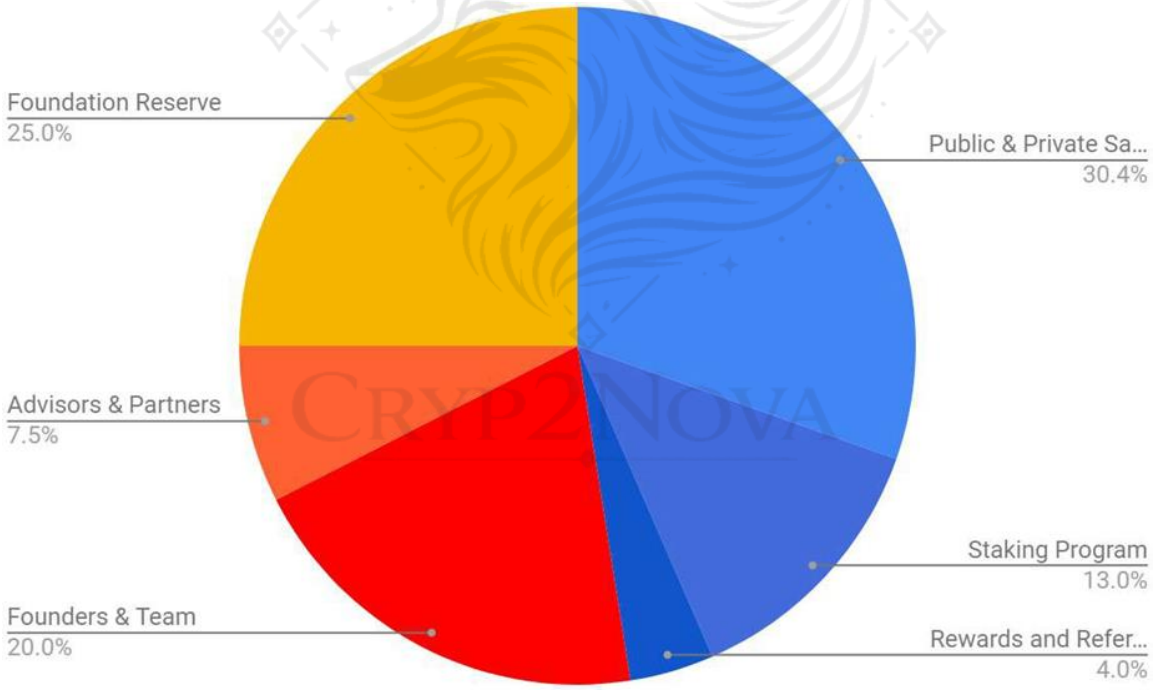
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TOKENOMICS FOR VRA

Token name: Verasity
Token code: VRA
Blockchain: ERC20 Ethereum
Decimals: 18
Fixed total (and maximum) supply: 10,356,466,695 VRA
Total burned since inception: 2,135,033,306 VRA (17% of Total Supply)
Circulating supply: 3,303,718,843 VRA, https://coinmarketcap.com/currencies/verasity/
Contract address: https://etherscan.io/address/0xdf1d6405df92d981a2fb3ce68f6a03bac6c0e41f
Open source: https://github.com/verasitytech
Smart Contract Audit: https://verasity.io/documents/smart_contract_audit.pdf
Legal Opinion: https://verasity.io/documents/legal-opinion.pdf
Token Use:

- The VRA token is used as the main value carrier in the Verasity ecosystem.
- Mobile apps users redeem in game currencies for VRA.
- Viewers earn VRA tokens for watching videos and ads.
- Publishers provide VRA tokens for rewarding their users.
- Verasity rewards viewers for different kinds of tasks.

Token Distribution



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VERASITY AND BINANCE CHAIN

On 24th May 2019, Verasity, began testing a BEP2 token on the Binance Chain for the following reasons:

- Speed - more frequent block generation leading to faster transactions. It is based on the Tendermint BFT consensus algorithm without embedded smart contracts. The current TPS of the blockchain is a couple of thousands but can be scaled significantly.
- Time to confirmation – 1 second which is faster by an order of magnitude than any of its competitors not to mention Ethereum which is 6 minutes.
- Scalability – The Binance blockchain appears to be on equal footing with leaders like EOS, Tron and Stellar.
- Security - decentralized exchange of tokens
- Security - listing of new tokens are approved by the community, so a lower possibility of token spoofing
- Security - token smart contract is implemented by the blockchain and has a higher security level
- Price - lower and more stable TX fees

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LEGAL APPROACH

Due to concerns around unpredictability and regulation (or lack of in many markets) the team have treated the legal and administrative elements to setting up the project and raising funds very seriously. Verasity appointed a legal officer to sit on the advisory team and work closely with the rest of the Verasity Foundation advising best practices. Verasity appointed Ogier, a well-known and highly reputable legal firm that has a dedicated Digital, Blockchain and Fintech team to advise Verasity on the structure of Verasity Foundation and certain regulatory and other matters pertaining to Cayman Islands laws. Verasity has also appointed BDBPitmans, a well-known and highly reputable legal firm in the United Kingdom with respect to certain regulatory and other matters. In order to comply with present and/or future regulation, Verasity Foundation is opting to apply the necessary KYC/AML and accredited investor procedures during the token sale and to comply with all applicable regulations including necessary sanctions and PEP checks.

GOVERNANCE AND ROLE OF THE FOUNDATION

Verasity Foundation will be responsible for ensuring the vision of the White Paper is adhered to, funding the development of the platform and funding the support growth within the community. Verasity Foundation will be conducting the initial sale of VRA and will thereafter be monitoring Verasity to ensure the Verasity Platform is developed in accordance with the principles set out in this White Paper. Proceeds raised from the sale of VRA will remain in the Foundation and be unlocked to VRATech Pte Limited based on predefined milestones agreed upon and validated by the Foundation. Verasity's General Counsel is a Supervisor of the Foundation and will validate milestones as well as the use of funds from the ICO.

Verasity Foundation will provide updates to the contributors to the project regarding the roadmap updates. This will include current developments, forecast vs. current and latest updates (updates to the Whitepaper).

Verasity management will not be able to buy or sell VRA during the 20 days prior to the announcement of the quarterly management reports to avoid insider trading. Verasity management lock up period is over a 4-year period. Private investor lock-up periods are 9 months.

Verasity Foundation has made public its GitHub (https://github.com/verasitytech/docs).

VERASITY FOUNDATION, TOKEN HOLDERS AND VERASITY

Verasity Foundation is a foundation company incorporated in the Cayman Islands under the Companies Law (Revised) and registered as a foundation company pursuant to the Foundation Companies Law, 2017. Verasity Foundation's management will be carried out by its directors. Holders of tokens are not entitled to appoint or remove the board of directors of the Verasity Foundation. The Foundation does not pay dividends and is wholly set up to exploit the value of Verasity technology to benefit its token holders and no other asset class. The Foundation acts as the token generator.

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All Verasity products, improvements, platform technology and development are contracted to and provided by VRATech Pte Ltd, Singapore. Patents, intellectual property and code are owned by Verasity Foundation. Physically, the team is in the United Kingdom, Singapore and Poland.

80% of the Verasity roadmap has been completed and the rollout of its products to publishers has commenced, mitigating the risk of further development costs. Revenues are now being generated and are expected to scale.

Verasity Foundation has endeavoured to conserve the value of the Token Sale proceeds and attempted to limit risks associated with unstable cryptocurrency market prices. Verasity Foundation achieved this objective by exchanging the proceeds of the Token Sale into either fiat currencies or other assets with a history of price stability.

The Cayman Islands and Singapore are well-known and established jurisdictions in the international financial marketplace due to its stable and predictable political and legal framework, as well as its tax neutral status for international transactions. Verasity believes a Cayman domicile for the Verasity Foundation and operating company in Singapore will provide for a long-term period of stability. The Verasity Foundation will pay zero taxes on the transactions of the Verasity Economy. The competent court for litigation will be the courts of The Cayman Islands.

PRELIMINARY DISCLOSURES

The digital tokens described in this White Paper may only be used for enabling transactions associated with viewing digital content through the Verasity Platform, and such tokens have no intrinsic value and may not be redeemed except by a Content Creator in payment for viewership of his or her work product through the Verasity Platform.

The acquisition of VRA involves a high degree of risk. Before acquiring VERA, it is recommended that each purchaser conduct their own careful examination of all relevant information and risks (including as set forth below and in additional documentation associated with the sale of VERA). If any of the following risks occurs, the Verasity Platform and VRA may be materially and adversely affected, including all VRA being rendered worthless or unusable.

While tokens may be traded through one or more cryptocurrency exchanges, there is no guarantee of value, and the token may be delisted at any time that it does not meet the listing requirements of the exchange. The cryptocurrency token market is immature, and there are numerous risks that threaten the entire category, including but not limited to regulatory risk, the potential collapse of Ethereum as a cryptocurrency, loss of the password key that enables access to a digital wallet, and the potential for bad actors to attack and steal either the content on Verasity or the contents of the digital wallets that belong to the members of the Verasity community, owners and its viewers.

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FULL RISKS AND LEGAL DISCLOSURES

IMPORTANT NOTICE

PLEASE READ THIS SECTION CAREFULLY. YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX, AND OTHER PROFESSIONAL ADVISOR(S) BEFORE TAKING ANY ACTION IN CONNECTION WITH THIS WHITE PAPER.

This document (the White Paper) is intended to present general information regarding the planned Verasity System. In connection with the development of the System, sales of blockchain tokens may take place in one or more proposed generation and sale events of VRA OR VRAB (Tokens) undertaken by the Verasity Foundation Company Limited (the Token Generator) (collectively, the Token Generation). Certain terms of this document pertain to potential purchasers (each a Purchaser) in any such sale(s).

1. RELIANCE

Any Tokens are offered solely on the basis of the information contained in the terms and conditions of purchase and sale (Terms and Conditions). Potential Purchasers should disregard, and not rely upon, any other information or representations given or made by any dealer, broker or other person. No person is authorized to give any information or to make any representations in connection with any offering of VRA or VRAB Tokens apart from those contained in the Terms and Conditions. A potential Purchaser to whom such information or representations are given or made must not rely on them as having been authorized by the Token Generator or any of its affiliates or subsidiaries.

Statements in the White Paper are generally based on the law and practice in the Cayman Islands, with certain specific statements based on the law and practice of the jurisdictions explicitly-mentioned, in each case current at the date the White Paper was issued. Those statements are therefore subject to change should the corresponding law or practice change. Under no circumstance does the delivery of the White Paper or the sale of Tokens imply or represent that the affairs of the Token Generator have not changed since the date of the White Paper.

1.1. Purchaser responsibility

Nothing contained in the White Paper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the Token Generator. The Token Generator does not make representations or warranties of any kind with respect to the economic return from, or the tax consequences of a purchase of Tokens. Prospective Purchasers should carefully review the whole of the token sale Terms and Conditions provided along with any token sale offer. They should also consult with their legal, tax and financial advisors in relation to the following: (i) the legal and regulatory requirements within their own countries for purchasing, holding and disposing of Tokens; (ii) any foreign exchange restrictions to which they may be subject in their own countries in relation to purchasing, holding or disposing of Tokens; and (iii) the legal, tax, financial and other consequences of subscribing for, purchasing, holding or disposing of Tokens.

This White Paper is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors. To the maximum extent permitted by

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applicable law, Token Generator expressly disclaims and shall not be liable for any and all responsibility for any direct or any indirect, special, incidental, consequential or other losses of any

kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with (i) Purchaser's acceptance of or reliance on any information contained in the White Paper, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting therefrom.

1.2. Distribution and selling restrictions

The distribution of the White Paper and the offering or purchase of Tokens may be restricted in certain jurisdictions. The White Paper is not intended as part of any offer, sale or distribution under the laws of any jurisdiction governing the offer or sale of securities.

The receipt of the White Paper or the accompanying Terms and Conditions does not constitute an invitation to a recipient to subscribe for Tokens in a jurisdiction where it is necessary to comply with registration or any other legal requirement to make that invitation, or the use of the Terms and Conditions, lawful. No such recipient may treat the White Paper or the accompanying Terms and Conditions as an invitation to subscribe for Tokens, nor may such recipient use the Terms and Conditions. More particularly, the White Paper does not constitute an offer or solicitation:

- by anyone in a jurisdiction in which such offer or solicitation is not lawful or in which the person making such offer or solicitation is not qualified to do so; or
- to anyone to whom it is unlawful to make such offer or solicitation.

It is the responsibility of every person in possession of the White Paper and every person wishing to apply to purchase Tokens to inform himself, herself or itself of, and to observe all applicable laws and regulations of, any relevant jurisdiction.

1.3. Forward looking information

All statements, estimates and financial information contained in the White Paper, made in any press releases or in any place accessible by the public and oral statements that may be made by Token Generator that are not statements of historical fact, constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual events or results, performance or achievements to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

Further, the Token Generator disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

2. DISCLOSURE SCHEDULE

The acquisition of Tokens involves a high degree of risk. Before acquiring Tokens, it is recommended that each Purchaser conduct its own careful examination of all relevant information and risks about the Token Generator, Verasity Platform and Tokens and, specifically, the disclosures and risk factors

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set out below. If any of the following risks actually occurs, the Verasity Platform, Token and Purchaser's Tokens may be materially and adversely affected, including the Purchaser's Token being rendered worthless or unusable.

2.1. Disclosures regarding the White Paper

2.1.1. Accuracy of information, no consent of parties referenced in White Paper

This White Paper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information.

Save for the Token Generator and its respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in the White Paper and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same. Neither the Token Generator nor Verasity Technology (Cayman) have conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither Token Generator nor its directors, executive officers and employees acting on its behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same

2.1.2 Terms used

To facilitate a better understanding of Tokens being offered for purchase by the Token Generator, and the businesses and operations of the Token Generator, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in the White Paper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

2.1.3 Restrictions on distribution and dissemination of White Paper

The distribution or dissemination of the White Paper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of the White Paper or such part thereof (as the case may be) at your own expense and without liability to the Token Generator.

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Persons to whom a copy of the White Paper has been distributed or disseminated, provided access to or who otherwise have the White Paper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute the White Paper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

2.1.4 Language of White Paper

This White Paper may have been prepared in multiple languages. In the event of any inconsistencies between one version and another, the English language version shall prevail.

2.2 Disclosures regarding Tokens

2.2.1 Token is a utility token

Tokens are digital utility tokens that afford Token holders to access the Verasity Platform and/or execute certain functions on the Verasity Blockchain. Tokens do not represent a loan to Token Generator, nor do they provide Purchaser with any ownership or other interest in or to Token Generator. For greater certainty, the purchase of Tokens does not provide Purchaser with any form of ownership right or other interest in or to Token Generator or Verasity or its present or future assets and revenues, including, but not limited to, any voting, distribution, redemption, liquidation, revenue sharing, proprietary (including all forms of intellectual property), or other financial or legal rights.

2.2.2 Tokens are non-refundable

Other than instances described in the Terms and Conditions, if any, Token Generator is not obliged to provide Token holders with a refund for any reason, and Token holders will not receive money or other compensation in lieu of a refund. Statements set out in the White Paper are merely expressions of the Token Generator's objectives and desired work plan to achieve those objectives. and no promises of future performance or price are or will be made in respect to Tokens, including no promise of inherent value, and no guarantee that Tokens will hold any particular value.

2.2.3 Tokens are provided on an “as is” basis

Tokens are provided on “as is” basis. The Token Generator and Verasity and each of their respective directors, officers, employees, shareholders, affiliates and licensors make no representations or warranties of any kind, whether express, implied, statutory or otherwise regarding Tokens, including any warranty of title, merchantability or fitness for a particular purpose or any warranty that Tokens and Verasity Platform will be uninterrupted, error-free or free of harmful components, secure or not otherwise lost or damaged. Except to the extent prohibited by applicable law, the Token Generator and Verasity and each of their respective directors, officers, employees, shareholders, affiliates and licensors disclaim all warranties, including any implied warranties of merchantability, satisfactory quality, fitness for a particular purpose, non- infringement, or quiet enjoyment, and any warranties arising out of any course of dealings, usage or trade.

2.2.4 Not an offering of securities, commodities or swaps

The sale of Tokens and Tokens themselves are not securities, commodities, swaps on either securities or commodities, or a financial instrument of any kind. Purchases and sales of Tokens are not subject to the protections of any laws governing those types of financial instruments. This White Paper and all other documents referred to in the White Paper

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including the Terms and Conditions do not constitute a prospectus or offering document, and are not an offer to sell, nor the solicitation of an offer to buy an investment, a security, commodity, or a swap on either a security or commodity.

2.2.5 Non-Investment purposes

Purchaser acknowledges and agrees that Purchaser is not purchasing Tokens for purposes of investment, speculation, as some type of arbitrage strategy, for immediate resale or other financial purposes. Tokens are not designed for investment purposes and should not be considered as a type of investment.

2.3 Tokens may have no value

3. FORCE MAJEURE

The Token Generation and the performance of the Token Generator's activities set out in White Paper development roadmap may be interrupted, suspended or delayed due to force majeure events. For the purposes of the White Paper, a force majeure event shall mean any extraordinary event or circumstances which could not be prevented by Token Generator and shall include: hardware, software or other utility failures, changes in market forces or technology, software or smart contract bugs, changes in blockchain-related protocols, acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies or other circumstances beyond Token Generator's control, which were not in existence at the time of Token Generation. Purchaser understands and agrees that Token Generator shall not be liable and disclaims all liability to Purchaser in connection with a force majeure event.

4. INSURANCE

Unlike bank accounts or accounts at financial institutions, Tokens are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer or private insurance arranged by Token Generator to offer recourse to Purchaser.

5. GOVERNMENTAL DISCLOSURES

5.1. Risk of unfavorable regulatory action in one or more jurisdictions

The regulatory status of cryptographic tokens, digital assets, and blockchain technology is undeveloped, varies significantly among jurisdictions and is subject to significant uncertainty. It is possible that certain jurisdictions may adopt laws, regulations, policies or rules directly or indirectly affecting the Bitcoin and Ethereum network, or restricting the right to acquire, own, hold, sell, convert, trade, or use Tokens.

Developments in laws, regulations, policies or rules may alter the nature of the operation of the blockchain network upon which Tokens are dependent. There can be no assurance that governmental authorities will not examine the operations of the Token Generator and Verasity and/or pursue enforcement actions against the Token Generator and Verasity. All of this may subject the Token Generator and Verasity to judgments, settlements, fines or penalties, or cause the Token Generator and Verasity to restructure their operations and activities or to cease offering certain products or services, all of which could harm the Token Generator and Verasity's reputation or lead to higher operational costs, which may, in turn, have a material adverse effect on Tokens and/or the development of the Verasity Platform.

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5.2. Purchaser bears responsibility of legal categorization

There is a risk that Tokens might be considered a security in certain jurisdictions, or that they might be considered to be a security in the future. The Token Generator does not provide any warranty or guarantee as to whether Tokens will be a security in the jurisdiction of the Purchaser. Each Purchaser will bear all consequences of Tokens being considered a security in their respective jurisdiction. Every Purchaser is responsible to confirm if the acquisition and/or disposal of Tokens is legal in its relevant jurisdiction, and each Purchaser undertakes not to use Tokens in any jurisdiction where doing so would be unlawful. If a Purchaser establishes that the purchase or use of Tokens is not legal in its jurisdiction, it should not acquire Tokens and immediately stop using or possessing Tokens. Acquiring Tokens in exchange for cryptocurrencies will most likely continue to be scrutinized by various regulatory bodies around the world, which may impact the usage of Tokens. The legal ability of the Token Generator to provide or support Tokens in some jurisdictions may be eliminated by future regulation or legal actions. In the event the Token Generator determines that the purchase or usage of Tokens is illegal in a certain jurisdiction, the Token Generator may cease operations in that jurisdiction, or adjust Tokens or the Verasity Platform in a way to comply with applicable law.

5.3. Purchaser bears responsibility for complying with transfer restrictions

Tokens may be placed on third-party exchanges, giving future purchasers and viewers an opportunity to openly buy Tokens. A user seeking to enter the Verasity Platform following the Token Generation will have to buy Tokens on such exchanges. Conversely, Tokens may be sold on such exchanges if the holder of Tokens would like to exit the Verasity Platform ecosystem. Existing laws on the circulation of securities in certain countries, such as the United States of America, Canada and Singapore, may prohibit the sale of Tokens to the residents of those countries. When buying Tokens, Purchaser should be aware of the restrictions on their subsequent sale.

6. GENERAL SECURITY RISKS

6.1. Risk of theft and hacking

Token generation events and initial coin offerings are often targeted by hackers and bad actors. Hackers may attempt to interfere with the Purchaser's private key storage device or digital wallet Digital Wallet, the Verasity Blockchain or the availability of Tokens in any number of ways, including without limitation denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks. Any such attack may result in theft of Purchaser's Tokens.

6.2. Private keys

Tokens purchased by Purchaser may be held by Purchaser in Purchaser’s digital wallet or vault, which requires a private key, or a combination of private keys, for access. Accordingly, loss of requisite private key(s) associated with Purchaser’s digital wallet or vault storing Tokens will result in loss of such Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet or vault service Purchaser uses, may be able to misappropriate Purchaser’s Tokens. Token Generator is not responsible for any such losses.

6.3. Exchange risks

If Purchaser sends cryptocurrencies to the Token Generator from an exchange or an account that Purchaser does not control, Tokens will be allocated to the account that has sent such

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cryptocurrency; therefore, Purchaser may never receive or be able to recover Purchaser's Tokens. Furthermore, if Purchaser chooses to maintain or hold Tokens through a cryptocurrency exchange

or other third party, Purchaser's Tokens may be stolen or lost.

6.4. Risk of incompatible wallet services

The wallet or wallet service provider used for the storage of Tokens has to be technically compatible with Tokens. The failure to assure this may result in the Purchaser not being able to gain access to its Tokens.

6.5. Risk of weaknesses or exploitable breakthroughs in the field of cryptography

Advances in cryptography, or other technical advances such as the development of quantum computers, could present risks to cryptocurrencies, Ethereum and Tokens, which could result in the theft or loss of Tokens.

6.6. Internet transmission risks

There are risks associated with using Tokens including, but not limited to, the failure of hardware, software, and internet connections. The Token Generator shall not be responsible for any communication failures, disruptions, errors, distortions or delays you may experience when using the Verasity Platform and Tokens, howsoever caused. Transactions in cryptocurrencies may be irreversible, and, accordingly, losses due to fraudulent or accidental transactions may not be recoverable. cryptocurrency transactions are deemed to be made when recorded on a public ledger, which is not necessarily the date or time when the transaction is initiated.

7. VERASITY PLATFORM DISCLOSURES

7.1. No guarantee that Verasity Blockchain will be developed

Purchaser acknowledges, understands and agrees that Purchaser should not expect and there is no guarantee or representation or warranty by Token Generator that:

(a) the Verasity Platform will ever be adopted;

(b) the Verasity Platform will be adopted as developed by Token Generator and not in a different

or modified form;

(c) a blockchain utilizing or adopting the Token Generator will ever be launched; and

(d) a blockchain will ever be launched with or without changes to the Verasity Platform and with or without a distribution matching the fixed balances of the initial tokens distributed under the Token Sale.

7.2. Risks associated with the Verasity and Ethereum blockchains and associated software and/or infrastructure.

(a) Malfunctions - The initial iteration of the Tokens are based on the Ethereum blockchain. As such, any malfunction, unintended function or unexpected functioning of the Ethereum protocol may cause Tokens and/or the Verasity Platform to malfunction or function in an unexpected or unintended manner.

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(b) Bugs and weaknesses - The Ethereum blockchain rests on open source software, and accordingly there is the risk that the token smart contract pertaining to the initial iteration of Tokens may contain intentional or unintentional bugs or weaknesses which may negatively affect Tokens or result in the loss or theft of Tokens or the loss of ability to access or control Tokens. In the event of such a software bug or weakness, there may be no remedy and Token holders are not guaranteed any remedy, refund or compensation.

(c) Delays and congestions - On the Ethereum blockchain (which is used for the Token Sale) timing of block production is determined by proof of work so block production can occur at random times. For example, Ether contributed to the Verasity Blockchain in the final seconds of a distribution period may not get included for that period. Purchaser acknowledges and understands that the Ethereum blockchain may not include the Purchaser's transaction at the time Purchaser expects and Purchaser may not receive Tokens the same day Purchaser sends Ether. The Ethereum blockchain is prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the Ethereum network in an attempt to gain an advantage in purchasing cryptographic tokens. Purchaser acknowledges and understands that Ethereum block producers may not include Purchaser's transaction when Purchaser wants, or Purchaser's transaction may not be included at all.

7.3. Irreversible nature of blockchain transactions

Transactions involving Tokens that have been verified, and thus recorded as a block on the blockchain, generally cannot be undone. Even if the transaction turns out to have been in error, or due to theft of a user's Token, the transaction is not reversible. Further, at this time, there is no governmental, regulatory, investigative, or prosecutorial authority or mechanism through which to bring an action or complaint regarding missing or stolen cryptocurrencies. Consequently, the Token Generator may be unable to replace missing Tokens or seek reimbursement for any erroneous transfer or theft of Tokens.

7.4. Amendments to protocol

The development team and administrators of the source code for Ethereum blockchain or the Verasity Blockchain could propose amendments to such network's protocols and software that, if accepted and authorized, or not accepted, by the network community, could adversely affect the supply, security, value, or market share of Tokens.

7.5. Risk of mining attacks

As with other decentralized cryptocurrencies, the Ethereum blockchain, which is used for the initial tokens sold under the Token Sale, is susceptible to mining attacks, including but not limited to double-spend attacks, majority mining power attacks, "selfish-mining" attacks and race condition attacks. Any successful attack presents a risk to Tokens, including the expected proper execution and sequencing of Tokens and Ethereum contract computations in general. Despite the efforts of the Token Generator and Ethereum Foundation, the risk of known or novel mining attacks exists. Mining attacks, as described above, may also target other blockchain networks, with which Tokens interact with and consequently Tokens may be impacted also in that way to the extent described above.

8. TOKEN GENERATOR DISCLOSURES

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Because Tokens confer no governance rights of any kind with respect to the Token Generator, all decisions involving the Token Generator's products or services within the platform or Token Generator itself will be made by Token Generator at its sole discretion. These decisions could adversely affect the platform and the utility of any Token you own.

8.1. Dependence on management team

The ability of the Verasity Platform project team, which is responsible for maintaining competitive position of the Verasity Platform, is dependent to a large degree on the services of a senior management team. The loss or diminution in the services of members of such senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the Verasity Platform. Competition for personnel with relevant expertise is intense due to the small number of qualified individuals, and this competition may seriously affect the Token Generator's ability to retain its existing senior management and attract additional qualified senior management personnel, which could have a significant adverse impact on the Verasity Platform.

8.2. Risks related to reliance on third parties

Even if completed, the Verasity Platform will rely, in whole or partly, on third-parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee that those third-parties will complete their work, properly carry out their obligations, or otherwise meet anyone's needs, any of which might have a material adverse effect on the Verasity Platform.

8.3. Insufficient interest in the Verasity Platform and Tokens

It is possible that the Verasity Platform or Tokens will not be used by a large number of individuals, businesses and organizations and that there will be limited public interest in the creation and development of its functionalities. Such a lack of interest could impact the development of the Verasity Platform.

8.4. Verasity Platform development risks

The development of the Verasity Platform and/or Verasity Blockchain may be abandoned for a number of reasons, including lack of interest from the public, insufficient funding, insufficient commercial success or prospects or departure of key personnel.

8.5. Changes to Verasity Platform

The Verasity Platform is still under development and may undergo significant changes over time. Although the Token Generator and Verasity intend for the Verasity Platform to have the features and specifications set forth in the White Paper, changes to such features and specifications may be made for any number of reasons, any of which may mean that the Verasity Platform does not meet expectations of the Purchaser.

8.6. Other projects

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The Platform may give rise to other, alternative projects, promoted by parties that are affiliated or unaffiliated with the Token Generator and Verasity, and such projects may provide no benefit to the Verasity Platform.

8.7. Disclosures relating to conflicts of interest

Any of the Token Generator and Verasity may be engaged in transactions with related parties and conflicts of interest may arise, potentially resulting in the conclusion of transactions on terms not determined by market forces.

9. TOKEN PURCHASES

Purchases of Tokens should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of cryptographic tokens, including Ether, and blockchain based software systems. Purchaser should have a functional understanding of storage and transmission mechanisms associated with other cryptographic tokens. While the Token Generator will be available to assist purchasers of Tokens during the sale, the Token Generator will not be responsible in any way for loss of BTC, ETH or Tokens resulting from actions taken by, or omitted by purchasers. If you do not have such experience or expertise, then you should not purchase Tokens or participate in the sale of Tokens. Cryptographic tokens such as Tokens are a new and untested technology. In addition to the risks included above, there are other risks associated with your purchase, possession and use of Tokens, including unanticipated risks. Such risks may further materialize as unanticipated variations or combinations of the risks discussed above.

Definitions

Creator: An individual, Corporate Video Publisher or Broadcaster who creates or owns video content to share on their own online video channel to generate both views and revenue from their audience. In this document Creator and Publisher are used interchangeably

CDN: Content Distribution Network, or a distributed network of servers that consumers connect to in order to receive video. The servers are normally positioned close to the end user and are normally deployed at scale to provide higher quality video experiences

Digital Wallets: Desktop Application wallet and Web wallet with an API into Player, both used to hold VERA

Economy: Verasity ecosystem in which Vera, the Verasity token, is utilized for transactions

Management: Core team listed in this White paper

OVP: Online Video Platform including uploader, player and CDN network

Publisher: A company that distributes video content across multiple channels and mediums to maximize both views and revenue from their audience. Typically works with multiple creators who contribute to their content library

Platform: The combined suite of technology and products that power the Verasity Video Rewarded Module and online video platform and components

Proof of View (PoV™): Proof of View implementation on the Blockchain and patent pending as further described in the “Proof of View” section below

Verasity Foundation: Verasity Foundation Company Limited, a Cayman Islands foundation company registered under the Cayman Islands Foundation Companies Law, 2017, which has been incorporated to support the Verasity Economy and Platform as per this white paper

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VeraPlayer: Video Player, Uploader, CDN and components that make up the online video platform, a technology licensed by Verasity and to be made available to the Verasity community and economy. This technology is already operating and available for implementation
VeraWallet: Web based token wallet designed to allow VRA holders to top up their accounts, stake VRA or withdraw VRA to other wallets
VRA: A cryptographically secured digital utility token which will be created and used within the Verasity Video Sharing Ecosystem and Economy and verified on the Verasity Blockchain
Verasity: VRATech Pte Ltd, incorporated in Singapore 3rd May, 2018, Company number 201814961N

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