



Protocol and Product Layer Platform for Esports and Video Entertainment





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The Veracity Mission

Veracity’s mission is to significantly increase engagement and advertising revenues for video publishers on any video platform.

See our products at veracity.tv or read the short summary [here](#).



BACKGROUND

Protocol and Product Layer Platform for Esports and Video Entertainment

Veracity is a rapidly growing cryptocurrency company across the esports, video entertainment and advertising sectors. It has just received a US patent for its proprietary technology that helps eliminate ad fraud and already has several products earning revenue.

The Veracity Mission

Veracity's mission is to significantly increase engagement and advertising revenues for video publishers on any video platform.

Veracity's mission is to significantly increase advertising revenues for video publishers on any video platform through its rewarded player and ad stack utilizing its patented protocol layer on the blockchain - Proof of View. PoV is the only Protocol Layer patented technology for the blockchain (USA Patent #10956931).

How? Through its PoV Protocol, Product Layers & Platforms

- VRA Rewards - Product Layer
- Proprietary Video Player - Product Layer
- Proprietary Adstack - Product Layer
- Proof of View (Patent Allowed 16/023,354) - Protocol Layer
- PoV is the *only* Protocol Layer Patented technology for the blockchain
- NFTs Content as well as Protocol layer to safeguard the NFT chain of authenticity
- VeraWallet - Product Layer Payment System

Use Cases

Esportsfightclub.com - Esports Platform and Video Publisher owned by Veracity

This is Veracity's most important use case because it combines all of the products into one Esports platform that Veracity owns and controls. The Esports platform has scaled to 8.6m viewers for its tournaments.

Veracity.tv - Aggregator of Publishers

Available [SDKs](#) which can be used by any publisher for the following video players: [YouTube](#), [Twitch](#), [Vimeo](#), [JWPlayer](#), [Brightcove](#), [VideoJS](#), [Kaltura](#), FlowPlayer, [iVideoSmart](#) and others (90% of all video players in the West). This is now available for over 2 million video publishers struggling to survive on low advertising revenues.

The popularity of online games has boomed

Veracity implemented Esports Fight Club and GameStore to monetize Veracity technology with ad revenues and expand the wider use of Veracity's cryptocurrency, VRA. Esports Fight Club and GameStore have quickly taken off and we expect revenues will scale fast in this current economic climate. Esports Fight Club and GameStore are not dependent on Google or Facebook or any third party and we can, therefore, monetize gaming activities unlike mobile apps on Android or IOS which are not allowed to provide real-world rewards. This gives Esports Fight Club and GameStore a unique opportunity at a time when people are at home and trying to earn some extra income.

In 2018 there were 380 million viewers of Esports, and this figure is growing to 557 million viewers by 2021. The Global games market generated over \$120B in 2019 much of it driven by complimentary gaming



experience by spending real money within games in exchange for items. Veracity takes this to the next level by providing rewards for watching, subscribing & winning with VRA, making Esports Fight Club an excellent use case for Veracity to showcase its products.



MARKET SIZE OF THE OPPORTUNITY

[Digital advertising spend worldwide](#) (outside of China) was \$325B in 2019, and is on track to reach \$389B in 2021. By 2024, advertising spend will be over \$525B. \$525B is the addressable market. As much as 40% (\$160B) of the ad spend is stolen by ad fraud. Veracity will rectify this problem.

Veracity has a key patent in video monetization with Proof of View and can tap into not only the ad market but the broader consumer market through NFT digital collectibles, another quickly growing market. Proof of View also provides authentication of a number of parameters including chain of ownership. PoV is not limited to views but can be also used to verify any digital image viewer.

Approximately \$250M of cumulative sales of NFTs have taken place in the last 12 months while NFTs market cap growth has exceeded 1,785% in 2021 as demand explodes.

The Problem Veracity is trying to solve

Out of some \$400 Billion of online ads, as many as 40% or approximately \$160 Billion worth are seen by bots and not humans. That's \$160 Billion of wasted advertising spend by brands!

There are over 2 million video publishers struggling with the problem that brands don't want to pay much for their ad space because they just don't believe that humans watch the ads. Even Google and Facebook have to return substantial amounts of money to brands every quarter, because ad fraud companies that detect fraud, after the event, are used by brands to justify clawing back their ad spend. And of course that adversely affects the content providers of YouTube and other platforms because they get much less money.

Brands pay 5 to 10 times more if they are convinced that the fraud levels are low.

And this is where Veracity comes in. Veracity has recently received the US patent to its Proof of View technology that detects and eliminates ad fraud and only records, on the blockchain, genuine human views of ads and video content.

Veracity has just been granted a US patent for the technology that helps solve advertising's \$160 Billion problem.

In addition to the US grant we've made an International patent application. Veracity's Proof of View is the ONLY Protocol Layer patented ad technology for the blockchain.

The solution

Veracity developed Proof of View to combat several problems.

On detection — the current standard is for analysis to happen after the content has been delivered and often towards the end of an advertising campaign. With Veracity, our technology detects ad fraud as it happens. Utilizing 200 touch points and AI, Veracity can determine with very high confidence whether a bot or human is watching an ad or content based on the viewers' behaviour, in real time. There's no more waiting for post-delivery fraud analysis or requesting refunds from publishers — ad fraud is detected and eliminated immediately. This first step utilizes anonymous fingerprinting.

The Proof of View system also prevents the multiple methods bad actors may try to manipulate view counts and audience metrics. The content view evaluation phase provides multiple metrics which are gathered while viewing the content.

Once the view has been verified as genuine we need to solve the second part of the problem - accounting for valid ads. During this phase where the view is scored, the stats are inputted to our proprietary AI to issue a final score. Veracity's technology uses advanced methods to ensure only views verified by Proof of View are counted. Views which are verified are added to a publicly accessible database containing anonymized data and recorded on the blockchain.

The PoV target market are the brands and sponsors whose ads are being misused by fraudsters. PoV is not integrated or part of the rewards system. The rewards system targets users to increase engagement. PoV targets brands to reduce fraud.



NFTs

As a content provider, [Esports Fight Club](#) produces some of the best Esports content in the industry. Together with other marketplace products, NFTs will be available on the [Esports Fight Club Store](#) soon.

Veracity has a unique role to play because through Esports it can capture user intent and contextual data through its video viewership on Esports Fight Club. It is clear that NFTs are great for fan-based economies. Given that [Veracity](#) through its proprietary video player and ad stack can track viewership, it is uniquely positioned to create value for NFTs.

For example an Esports star with a large streaming fan base can use the [Esports Fight Club platform](#) coupled with Veracity technology for data storage, consumption and targeting of NFTs. For Esports Fight Club it is natural to have NFTs baked in.

Authentication of the Chain of Ownership

[Proof of View](#) applied to NFTs will help prevent some of the [fraud in NFTs today](#). Many published artists are concerned about taking the leap into crypto until NFTs are proven free of fraud and secure and the NFT has consequently suffered with a 70% drop of in sales. Veracity will rectify prove the authentication of the chain of ownership and therefore put the content providers at ease as well as the buyers of NFTs.

[The Proof of View patent](#) is a key patent in video monetization. Veracity is also utilizing it to tap into the broader consumer market through NFT digital collectables, a growing segment.

Proof of View utilizes hundreds of metrics to evaluate user behaviour combined with a pre-screening process that occurs at the initialisation stage. This produces extensive statistical data that is AI sorted.

Saved and Protected

Statistical data from the user is saved in the form of a fingerprint that is hashed yet complies with all privacy regulations.

The data collected in conjunction with historical data permits a verifiers' network to validate the interaction and save the hashed records to the blockchain ensuring transparency and verifiability.

Working Use Cases

To test the system as a use case, Veracity built an Esports platform called esportsfightclub.com

Esports Fight Club has scaled with the launch of large tournaments such as PUBG, Valorant and Dota2 to test Veracity products in real time with a reasonably large number of viewers.

In the last large tournament Esports Fight Club had roughly 8.5M viewers which is a great environment for us to test Veracity products as well as earn revenues from the platform itself.

Veracity treats Esports Fight Club as a separate business model so that it grows organically and provides stats that third party video platforms can analyze to see for themselves how the platform significantly improves engagement and monetization.

This is Veracity's most important use case because it combines all of the products into one Esports platform that Veracity owns and controls.



Products

These product modules include a video rewarding system, a digital wallet, a proprietary video player and Proof of View.

The video rewarding system, rewards Veracity's token VRA via an SDK integration into the publisher's video player. The integration is available already for YouTube, Twitch, Vimeo and 90% of all video players when they are used on a publisher's domain.

The second product module is the digital wallet of Veracity which is called VeraWallet. The VeraWallet.tv is a secure, custodial wallet to store rewarded tokens and is itself a payment system providing both crypto and non crypto payment options. VeraWallet has over 101,000 users and offers VRA holders a 25% per year staking option.

The third product module is the proprietary video player which contains a unique ad stack built to optimise advertising revenue using our 17 ad partners. The video player is now in Beta to be launched soon.

Proof of View is the fourth product module which, as we've discussed, detects and eliminates ad fraud sending only valid views to the blockchain which cannot be manipulated. It is against this ledger that brands will pay video publishers.

Because Proof of View has several use cases and works for different kinds of digital fraud we applied it as well to NFTs.

Since Veracity owns an Esports platform and major gaming companies are looking to NFTs as a new method of monetization, Veracity is developing the industry standard for authenticating the chain of ownership and validating it on the blockchain.

Veracity, through Esports Fight Club, has its own source of NFTs and will apply its technology to validate and authenticate them on the blockchain. Veracity is in discussion with third party NFT auction platforms to integrate Proof of View as an industry standard.

Veracity has built several product modules, beta tested on Esports Fight Club, that can be licensed to third party video platforms so they themselves can increase engagement and monetization.

Business Model

Veracity makes revenues from its use case esportsfightclub.com with subscriptions, commissions on prize pools, video ad revenues and transaction fees. And it will roll out its B2B products later in 2021 to major video platforms.

Video publishers are waiting impatiently for the completed beta of the use case on Esports Fight Club to license the modular products from Veracity for their own platforms.

Veracity will also be selling its Esports Fight Club NFTs on its own platform as well as on third party auction platforms with the integration of Proof of View to authenticate the chain of ownership and write it to the blockchain.

Chain

Veracity has decided to stay on the Ethereum chain but to upgrade to the ERC777. The swap from ERC20 has largely been completed.

Why on the Ethereum chain?

The problem with non-Ethereum chains is that they are tied to exchanges that use the chains as a barter for listings. This means that these chains, are not neutral. So, the liquidity of non-Ethereum chains on non-native exchanges is not substantial even for the larger chains. We will see what happens with Ethereum in July with the hard fork and we hope that both gas fees are reduced, and transactions/sec are increased.



Recent Accomplishments

Veracity has completed all the major parts of its roadmap. Veracity's platform and infrastructure is fully functional and operating and already live.

We hit our targets and exceeded our [roadmap](#) with substantive project tasks that were added during the Q1 without slowing down other product related tasks.

Lets see what was completed:

- We released the Esports Fight Club proprietary video player which is the heart of the video sharing platform system and which supports all our modular products.

This includes:

- The VOD sharing platform which is located at esportsfightclub.com/video
- Our VOD content acquisition which includes over 500 hours of content on the VOD platform with more than 100 VODs and 7 Esports titles
- Search function for VODs so that users can search by keyword or by hashtag.
- Content includes Streamer/influencer VODs, third party compiled highlights as well as Esports Fight Club Tournament content.
- Content acquisition is ongoing and we have much more content to upload imminently

Further completed on the EFC video player:

- VRA rewards on the player integrated with VeraWallet
- Livestream viewing VRA reward system which is completed and you can test during the next live stream tournament.
- Proprietary ad stack which is now complete and integrated with the video player. During an upcoming tournament, ads will start appearing as our ad networks' algos propagate our esportsfightclub.com domain throughout the programmatic ad ecosystem.

VeraWallet upgrades completed:

- [Automated withdrawals](#)
- Instant Stake ETH & BTC
- ERC777 VRA support and auto swap

Esports Fight Club site updates:

- Automation and other back end features for admins
- Additional games including [Dota 2](#) and [Free Fire](#)
- Tournaments added

Project completions:

- Proof of View enabled smart contract ([ERC777](#))
- [Veracity swap from ERC20 to ERC777](#) across all exchanges and VeraWallet.tv. Using VeraWallet to manage the swap has been very successful.
- Added additional exchanges including Bittrex USDT pair, MXC, Uniswap with over \$5M of liquidity, Gate.io, DigiFinex, Bitribe and DoDo with over \$500k of liquidity
- Proof of View Patent #1095693 was awarded and issued to Veracity



- Keynote speech at the [CoinTelegraph Hot Trends Global Summit](#)

Marketing:

- EFC Community tournaments are on going with new influencer partners
- More than a dozen twitter and YouTube influencers
- Country targeted marketing in China and Korea with four agencies targeting AMAs, PR, Influencers and blogs
- [76% uplift in social media metrics](#)

Team expansion to:

- 20 admins
- 18 moderators for non english groups
- Expanded Esports team to 4 people
- We will update our blog on team additions early in Q2

Esports Fight Club

Veracity has built a fully functional Tournament site. We have launched Tournaments on CS:GO and PUBG and are launching LOL, Valorant and others.

Players can invite others to play in private or public tournaments for VRA funded jackpots. Our First Tournament was CS:GO with the best Pros in the world including NBK, Xccurate and Nifty. Our Second Tournament, the PUBG Mobile Ultimate Warrior Showdown, supported by OKEx and Tencent, included a thousand teams with thousands of players broadcast by Athena Gaming to millions of viewers.



Our dedicated site [Esportsfightclub.com](#) includes:

- Complete Active Tournament details
- The ability for users to create their own Tournaments with prize distribution and rules



- Tournament types including High Score, Elimination and Double Elimination
- Ability to join any public Tournament and participate from VeraWallet with PayPal or Credit Cards
- User generated My Tournament page with history and active Tournaments
- Dedicated user profile with transaction history, My Tournaments, APIs
- Ladder brackets, Player avatars, Whitelisting creator accounts and more.



This allows players to:

- Create public or private tournaments with VRA Prize Pools
- Join tournaments and pay entry fees in VRA via your VeraWallet
- Track progress on the leader board and view current prize pool value
- Collect tournament prizes directly into your VeraWallet
- Connect third party major tournaments to our platform via simple API
- Utilize credit card payments for VRA entry fees via your VeraWallet



Watch&Earn

Watch&Earn 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 Veracity tech.

The Veracity 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 Veracity can now provide this service to these 2.0 million publishers and we are adding video publishers every month utilizing Veracity technology.

B2B Tools for Publishers

- **Online Video Player**

Veracity 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 Veracity OVP has several innovations including:

1. Running on the UDP transport protocol for all Chromium users when on Akamai CDN (default to TCP when on other non-Chrome browsers)
2. Broadcast to the cloud directly from a laptop rather than via a server farm.
3. Tested to over 8 PB of data per month (confirmed by Akamai)

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. Veracity 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.

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

- **Ad Stack and Waterfall**

The Veracity 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.

- **Proof of View (PoV)**

Patented protocol layer blockchain technology that produces accurate, secure and auditable audience verification metrics.

PRODUCT DEVELOPMENT APPROACH

The Veracity 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 Veracity as well as clients.

To see the updated roadmap go to veracity.io

VERACITY'S VIRTUOUS CYCLE

Gamers and Esports enthusiasts require VRA to access all the functionality of the GameStore. VRA is purchased through exchanges or via our VeraWallet.

In addition, advertisers 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 the GameStore and ads is used to buy back VRA, which means the more players and viewers on the network, the more VRA is rewarded, the more revenue is used to buy VRA from the market.



THE VRA ECONOMY FLOW

VRA is a token used as a medium of exchange exclusively for the online gaming and video economy. Transactions of VRA happen over the blockchain from within the VeraWallet. The wallet and token are designed with the user convenience in mind, making it easy to use for the mass markets.

Demand for VRA

To access casual games and Esports, users are required to buy credits with VRA via Pay to Play or subscription membership packages. All GameStore Credits are purchased with VRA using Veracity's VeraWallet which creates a demand for VRA.

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

Staking VRA

The Veracity 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. The fiat gateway within VeraWallet enables viewers to buy and sell VRA directly for fiat currency. Veracity is also introducing partnership programs to allow VRA to be spent on goods and services directly.

Revenue Streams

The Esports Fight Club generates revenue for Veracity through its pay to play and subscription membership packages. In addition, Veracity takes a rake on the total jackpots' values rewarded in Tournaments.

Veracity earns revenues from ads published. Its unique ad stack waterfall means it can take advantage of multiple ad networks to optimise its CPMs and fill rates.

Veracity also earns fees generated by transactional charges collected for the use of its network



through withdrawal fees.

Veracity will be selling its modular B2B products later in the year to third parties.

VRA BUYBACK AND BURN POLICY

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



PRODUCT TOUR

ESPORTS

In a huge move into gaming, Veracity expanded its GameStore tournament model to major Esports games through its site **Esportsfightclub.com**, Veracity added the functionality of private, public and third-party tournaments for major Esports games. World class tournaments can now be launched from Veracity's Esports Fight Club. Players invite others to play in private or public tournaments for entry fee funded Jackpots. Sponsors launch tournaments with or without pro players.

Compatibility with Tencent, Riot, Blizzard, Steam

Esports Fight Club has licenses that allow it to promote large Esports events from the major gaming publishers.

Esports Fight Club site features:

- Fiat subscription and entry fees as well as crypto via VeraWallet
- Bonus and Loyalty points
- Double Elimination with Loser Bracket
- Round Robin Tournaments for any game
- Automation of game server usage
- Custom headers, game logos
- Tournament Sponsors
- VOD recordings
- SMS notifications
- Ability for single players to find same level matches/tournaments
- Marketplace for gamers on the platform
- Referrals and affiliates
- Streaming features with the Veracity adstack
- Proof of View support for the Veracity adstack

What makes us different?

Non-crypto users can seamlessly participate in USD valued Veracity tokens (VRA) without the need to understand crypto. We are opening this up to the whole world. This will hugely contribute to the organic demand from Veracity tokens worldwide. Although the underlying currency is VRA, users can use Credit Cards and PayPal to On & OFF ramp in 130 countries of the world.

The Esports Fight Club tournament site offers dynamic functionalities that common Esports tournament sites lack. Our users already benefit from the unique jackpot feature and can create their own tournaments with cut-cloth rules:

- Esports Fight Club will have its own team's tournament map veto functionality displayed on the user's match information (very useful for FPS genre Esports titles such as CSGO or Valorant). This feature will reduce the tournament creators' workload and guarantees a smoother experience for participants, partners and tournament owners.
- From an organiser's perspective, getting the correct information about tournament attendees can be quite challenging. Not for Esports Fight Club organisers! Users' actions are rewarded by a website token system that will give players an incentive to help both the



tournament admin side and the platform. For example: uploading the screen of a certain match result after a dispute or adding more contact details to their profile will give them access to more tournaments, more content, and prizes.

- Finally, a major feature currently lacking from most tournament websites is the ability for users and teams to “Check-in” and show that they are “ready” on D-day, before entering the server and playing. This feature will prevent a lot of no-shows, extra waiting time and tournament organisers’ support issues.

While a few tournament creation websites offer mostly user-based experiences (Battlefy, ESLplay or Mogul), Esports Fight Club is the first platform to fully focus on both the organiser’s and player’s ecosystem for a shared and competitive journey.

Based on the findings from our tournaments and input from our Esports team, Veracity has evaluated the best features available on current tournament sites worldwide and are building to become the best in its class.

VERAWALLET

The VeraWallet is the viewers’ entry point to the Veracity network and enables viewers to safely store, earn and transact with VRA. Within the wallet, viewers have access to their main account, escrow account and staking account.

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 Veracity’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 main 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](#)



VERASITY'S ONLINE VIDEO PLATFORM - UNIQUE ARCHITECTURE

The video player infrastructure is optimized for providing best in class quality video experiences, at scale. Veracity'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.

"Veracity 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
- High 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

CONTENT MANAGEMENT SYSTEM (CMS)

The Veracity 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 Veracity 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.



CDN AND SERVER INFRASTRUCTURE

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

Veracity 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 Veracity 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 Veracity partners with Akamai, Veracity does not rely on Akamai technology and is also compatible with Amazon (AWS) and Microsoft's Azure.

PROOF OF VIEW™ AND ON-CHAIN ANALYTICS & VERIFICATION

Veracity has a patented 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 Veracity 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 Veracity economy to ensure the integrity of audience metrics and therefore the integrity of the ecosystem.

To ensure an accurate and transparent PoV™, Veracity 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.



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.

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
- Veracity or other party altering the views database

Veracity developed Proof of View to combat several problems.

On detection — the current standard is for analysis to happen after the content has been delivered and often towards the end of an advertising campaign. With Veracity, our technology detects ad fraud as it happens. Utilizing 200 touch points and AI, Veracity can determine with very high confidence whether a bot or human is watching an ad or content based on the viewers' behaviour, in real time. There's no more waiting for post-delivery fraud analysis or requesting refunds from publishers — ad fraud is detected and eliminated immediately. This first step utilizes anonymous fingerprinting.

The Proof of View system also prevents the multiple methods bad actors may try to manipulate view counts and audience metrics. The content view evaluation phase provides multiple metrics which are gathered while viewing the content.

Once the view has been verified as genuine we need to solve the second part of the problem - accounting for valid ads. During this phase where the view is scored, the stats are inputted to our proprietary AI to issue a final score. Veracity's technology uses advanced methods to ensure only views verified by Proof of View are counted. Views which are verified are added to a publicly accessible database containing anonymized data and recorded on the blockchain.

The PoV target market are the brands and sponsors whose ads are being misused by fraudsters. PoV is not integrated or part of the rewards system. The rewards system targets users to increase engagement. PoV targets brands to reduce fraud.



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

- Veracity'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.
- Veracity 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 Veracity servers.



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.



RJ Mark
Founder

Founder, Veracity Foundation. A successful entrepreneur and technologist developing exciting and high growth hardware and software products since 1996 for various platforms including PC/MAC, Android and iOS mobile devices. He has been managing the development and launch of products into known brand names for over 20 years.



David Archer
Director Veracity
Foundation

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



Robert Keogh
Financial Director

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



Max Gutchenko
Chief Technology
Officer

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



Kyrlo Bibik
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.



Marko Pavuna
Content Manager

Experienced Esports Content Manager with proven record in creating engaging events attracting top notch pro players and massive worldwide audiences.



Sarvesh Deokar
Esports Fight Club
Manager

Sarvesh specializes in community online events and level based market activities across APAC esports ecosystem.



Jan Moerland
Esports Fight Club In-
Game & Social Media
manager

Specialized in Esports Operations cumulating 8 years of professional experience in the field, this veteran has worked with the top leaders of the industry and AAA Game Studios (Ubisoft, Valve and Sony).



Core Team continued



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.



Andrei Sidarovich
QA Automation Lead

Professional experienced in leading multirole QA automation teams. Non standard approach and extraordinary attentiveness are the traits that make him stand out.



Anton Lukashenko
Lead Player Developer

Full-stack, JavaScript developer.



Dmitri Sheshko
Frontend Development Lead

12 years in the industry, practical experience with React, Angular and Vue as well as a multitude of modern technologies. Developed unique proprietary technologies from scratch.



Nikolai Kornienko
Lead Mobile Developer

More than ten years in the business. Successful mobile apps supporting multiple platforms were produced under his lead. Both native and cross platform development.



Serz Piatkov
Lead Backend Developer

Years of success in developing solid solutions for financial applications.



In addition, Veracity has engaged a number of experts in blockchain, online video players, advertising, marketing and security to advise and provide consultancy to the project.



David Rowe
Advisor

Founder Hydro66, CEO Black Green Capital, Founder Easynet Group that was sold to BSkyB, Former Managing Board Member, Sky.



Scott Brown
Technology and
Blockchain expert

VP Product Management, Akamai CEO, Octoshape VP Technology Fellow, Turner Media Systems Development, AOL.



Matthew Desouza
Advisor, Investor

Spent 12+ years working within Financial services and Private Wealth management. CEO and Founder of OneAlpha, a technology company focusing on advance trading solutions for Blockchain. CSO for BCW a Blockchain management consultancy.



Sangjin Hong
Advisor

Entrepreneur and investor. Co-founder and CEO of Chain Cabinet (a blockchain startup platform). Partner at Kstartup (a startup accelerator based in Korea). Former product manager at Microsoft.



Christopher Keshian
Advisor

CEO of APEX Token Funds. A group who invest in crypto funds such as Pantera and Multicoins Capital. He's also a Managing Partner at Neural Capital and a leading innovator in blockchain technology. He was the CEO/ Co-founder of the first fiat gateway to the Ethereum ecosystem.



Mark Ramberg
Executive
Management

GM Media and Entertainment, Amazon VP Business Development, Akamai Business Development, Microsoft.



Joel Kovshoff
Advisor

Serving as the CEO and founder of MyICOPool; as well as being a co-founder and the CEO Athena Trading Bot, Joel is very active in the cryptocurrency community.



Andy Long
Blockchain and Data
Centre Expert

20 years experience in telecoms and finance in strategy, business development and management. Director Strategic Development, Black Green Capital, responsible for leading the commercial launch and build of Hydro66 as startup CEO and continues to advise on strategy in the datacenter and Blockchain space.



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. Veracity appointed a legal officer to sit on the advisory team and work closely with the rest of Veracity advising best practices. Veracity appointed Ogier, a well-known and highly reputable legal firm that has a dedicated Digital, Blockchain and Fintech team to advise Veracity on the structure of the company and certain regulatory and other matters pertaining to regional laws. Veracity has also appointed BDB Pitmans, a well-known and highly reputable legal firm in the United Kingdom with respect to certain regulatory and other matters. To comply with present and/or future regulation, Veracity 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.

VERASITY AND TOKENHOLDERS

Veracity is a limited company incorporated in the British Virgin Islands and registered as a limited company pursuant to the British Virgin Islands Companies Law. Veracity's management will be carried out by its directors. Veracity does not pay dividends and is wholly set up to exploit the value of Veracity technology to benefit its token holders and no other asset class. Veracity acts as the token generator.



Patents, intellectual property and code are owned by Veracity. Physically, the team is in the United Kingdom, France and Poland.

90% of the Veracity 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.

The British Virgin Islands is a well-known and established jurisdiction 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. Veracity believes a British Virgin Islands domicile for the Veracity provides for a long-term period of stability. Veracity will pay zero taxes on the transactions of the Veracity Economy. The competent court for litigation will be the courts of the British Virgin Islands.

Formerly Veracity was domiciled in Cayman and moved to The British Virgin Islands at the beginning of 2021 due to increasingly expensive regulatory demands in Cayman.

PRELIMINARY DISCLOSURES

The digital tokens described in this White Paper may only be used for enabling transactions associated with viewing digital content through the Veracity 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 Veracity Platform.

The acquisition of VRA involves a high degree of risk. Before acquiring VRA, 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 VRA). If any of the following risks occurs, the Veracity 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 Veracity or the contents of the digital wallets that belong to the members of the Veracity community, owners and its viewers.



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 Veracity 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 Veracity 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 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 British Virgin 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



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:

- o 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
- o 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, Veracity Platform and Tokens and, specifically, the disclosures and risk factors



set out below. If any of the following risks actually occurs, the Veracity 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. The Token Generator has not 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.



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 Veracity Platform and/or execute certain functions on the Veracity 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 Veracity 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 Veracity 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 Veracity 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 Veracity 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



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 Veracity and/or pursue enforcement actions against the Token Generator and Veracity. All of this may subject the Token Generator and Veracity to judgments, settlements, fines or penalties, or cause the Token Generator and Veracity to restructure their operations and activities or to cease offering certain products or services, all of which could harm the Token Generator and Veracity'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 Veracity Platform.



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 Veracity 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 Veracity 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 Veracity 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 Veracity 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



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 Veracity 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. VERACITY PLATFORM DISCLOSURES

7.1. No guarantee that Veracity 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 Veracity Platform will ever be adopted;
- (b) the Veracity 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 Veracity 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 Veracity 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 Veracity Platform to malfunction or function in an unexpected or unintended manner.



(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 Veracity 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 Veracity 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



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 Veracity Platform project team, which is responsible for maintaining competitive position of the Veracity 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 Veracity 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 Veracity Platform.

8.2. Risks related to reliance on third parties

Even if completed, the Veracity 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 Veracity Platform.

8.3. Insufficient interest in the Veracity Platform and Tokens

It is possible that the Veracity 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 Veracity Platform.

8.4. Veracity Platform development risks

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

8.5. Changes to Veracity Platform

The Veracity Platform is still under development and may undergo significant changes over time. Although the Token Generator and Veracity intend for the Veracity 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 Veracity Platform does not meet expectations of the Purchaser.

8.6. Other projects



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

8.7. Disclosures relating to conflicts of interest

Any of the Token Generator and Veracity 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: Veracity ecosystem in which Vera, the Veracity 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 Veracity 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

Veracity: Veracity Limited, a British Virgin Islands company registered under the British Virgin Islands Companies Law which has been incorporated to support the Veracity Economy and Platform as per this white paper



VeraPlayer: Video Player, Uploader, CDN and components that make up the online video platform, a technology licensed by Veracity and to be made available to the Veracity 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 Veracity Video Sharing Ecosystem and Economy and verified on the Veracity Blockchain

Please click [VeraWallet](#) for specific terms related to the use of the VeraWallet and click [Verawallet Staking](#) for specific terms related to Veracity staking.