

DRAFT



# J8T: A decentralized social currency for Influencers, Brands and Consumers.

Since 2015, JET8 has been tokenizing the influencer marketing industry with its social currency JETpoints. With over 4 billion coins already in circulation, it's time to integrate the blockchain into the established ecosystem to help scale JET8 for greater global accessibility, diversity, transparency and service efficiency.

## WHITEPAPER

Last updated as of 4 March 2018

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# J8T: A DECENTRALIZED SOCIAL CURRENCY FOR INFLUENCERS, BRANDS AND CONSUMERS.

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# 1. OVERVIEW: THE J8T TOKEN - FUEL FOR DECENTRALISED ENGAGEMENT NETWORKS

JET8’s platform allows brands and agencies to target, publish, syndicate and track the social life of branded content, transforming the way brands and consumers interact.

JET8 - the creator of social currency JETpoints, is now launching the JET8 Token (J8T) in order to open and scale its ability to reward influencers, brands and consumers within the JET8 ecosystem of peer to peer engagement, user generated native branded content and IoT connectivity to convenience stores, supermarkets and retailers.

With the proceeds of the crowdsale, the JET8 Foundation will open the JET8 mobile engagement platform, allowing unlimited stakeholders to participate in the ecosystem through scaling the current JETpoints social currency for worldwide accessibility.

The influencer marketing industry is expected to grow to a \$10 billion industry by 2020, and is rated as the fastest-growing customer acquisition channel for marketers (1). With more affordable smartphones and an under-30 mobile population in dynamic growth (70% of millennial consumers reported peer influence of purchases (2) ), JET8 is in a prime position for expansion.

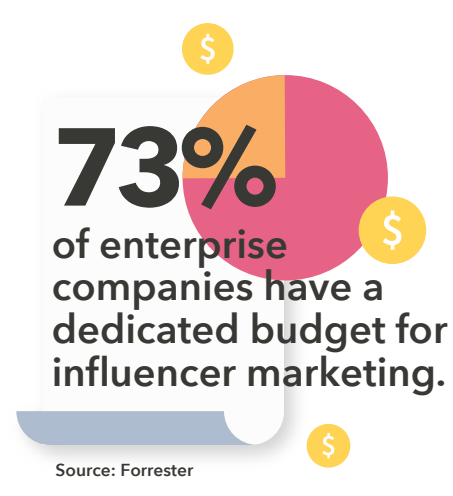
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1 [Tomoson]  
2 [CollectiveBias]





Whilst conventional influencer marketing (connecting brands to a database of influencers) is 3 x more likely to accelerate referral flow (3), it is in fact peer-to-peer marketing that is the leading driver behind 20-50% of all purchasing decisions (4), with 81% of consumers reporting peer influence on purchases (5).



Since its launch in 2015, JET8 has become the first company to tokenize social influence by allowing top Fortune 500 brands to buy its social currency called JETpoints in order to reward influencers for peer to peer branded content. In this space, JET8 stands alone in providing the tools necessary to connect brands to their audiences, and convert them into consumers.

3 [Heinz Marketing]  
 4 [McKinsey]  
 5 [MarketShare]

Currently JETpoints are injected into the ecosystem by brands, and JET8'S technology rewards users with JETpoints for creating, sharing, liking and commenting on content such as brand-supporting selfies. Users then spend their JETpoints on products in the JET8 brand ecosystem. Individuals are empowered by determining which brands they engage with, when and how, whilst brands are granted a more convertible audience, and the currency is kept circulating within the ecosystem through direct sales.

With over 4 billion coins already in circulation, and more than 2 million branded selfies and videos published, 60 million engagements (likes, comments and shares) rewarded and over 15,900+ convenience stores already accepting the coin as payment for consumer goods, JET8's mobile engagement platform is fertile ground for growth with the introduction of the J8T.

Unilever, McDonald's, Coca-Cola, Danone, Nestle, Heinz Company, Avon, Friesland Campina, Kimberly Clark, CellC, Watson's and Pepsico are just few of the global brands already using JET8's social currency to manage influencer payment and rewards.

With an average ROI of 260% achieved by brands using JET8's Co2Co TM (Content to Commerce solution), they also enjoy the most complete data analytics dashboard in the mobile engagement industry today. Companies with formalized referral marketing tools saw 86% more revenue growth over the past two years when compared to those that don't (6) , placing JET8 in a prime position to lead this burgeoning industry.

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6 [Heinz Marketing]



JET8's full stack of mobile engagement technologies will be accessible to all token holders from day one. As JET8 integrates the blockchain, it will expand to give millions of users, influencers and brands their own decentralised social media apps and wallets, making branded content creation and user related data exchange transactions fair and accountable to all parties involved.



## 2. HISTORY, PRESENT AND FUTURE

*JET8 was the first company in the world to offer real-time audience & consumer data and direct sales through a tokenized influencer marketing system.*

Founded in 2014 in Singapore, JET8 has since established offices in Jakarta, Manila, Ho Chi Minh City, Barcelona and Cape Town. In the past 18 months, JET8’s social applications have allowed over 30+ global brands to engage with more than 15 million influencers and reach over 1.8 billion consumers through branded selfies and videos. Some of the brands already engaging with JET8’s social currency JETpoints are:



JET8’s vision is to scale the JETpoints social currency into the global standard for managing relationships between brands, influencers, audiences and retailers. In the past 12 months, JET8's API, SDK and connected applications have connected over 200 million consumers with branded content, and over 3 billion JETpoints have rewarded mobile influencers for their user generated peer to peer native branded content.

JET8 boasts a connected ecosystem of offline convenience stores, online retailers and other products and services that have transacted more than 200,000 redemptions of consumer goods in the past 12 months.

JET8’s mission to become the standard solution for interconnected and decentralized engagement networks is being accomplished. JET8’s Full Stack App, a social media application linked to all major social media platforms, is made widely available to all stakeholders in the JET8 ecosystem.

With the introduction of the J8T token and by taking the numerous features of its existing software suite to the masses, JET8 will narrow the gap between brands of all sizes, creators of mobile content, and consumers.

The future value of the J8T Token can be seen in JET8’s success in creating and managing this functioning ecosystem of tokenized apps and services. Integrating the current JET8 activities and transactions onto the blockchain will obviously further enhance the transparent and immutable qualities of the data it tracks and provides, but more importantly it positions JET8 at the first in the industry to be prepared for the GDPR on the 25 May 2018 (7).

<sup>7</sup> <https://www.eugdpr.org/>

### Peer to peer trust & niche communities

*Peer-to-peer marketing is the leading driver behind 20-50% of all purchasing decisions, and succeeds where 'celebrity' endorsement and paid advertising does not.*

Within the JET8 ecosystem, anyone has the opportunity to progress from user to influencer, community leader to brand, content producer to media channel, and spectator to platform owner.

The J8T Token's goal is to fuel the expansion of a model in which people are the nodes, the centre of creation, influence, and earning potential. Retailers, platform owners, the media and the banks can now be part of these networks, rather than the centre of it.

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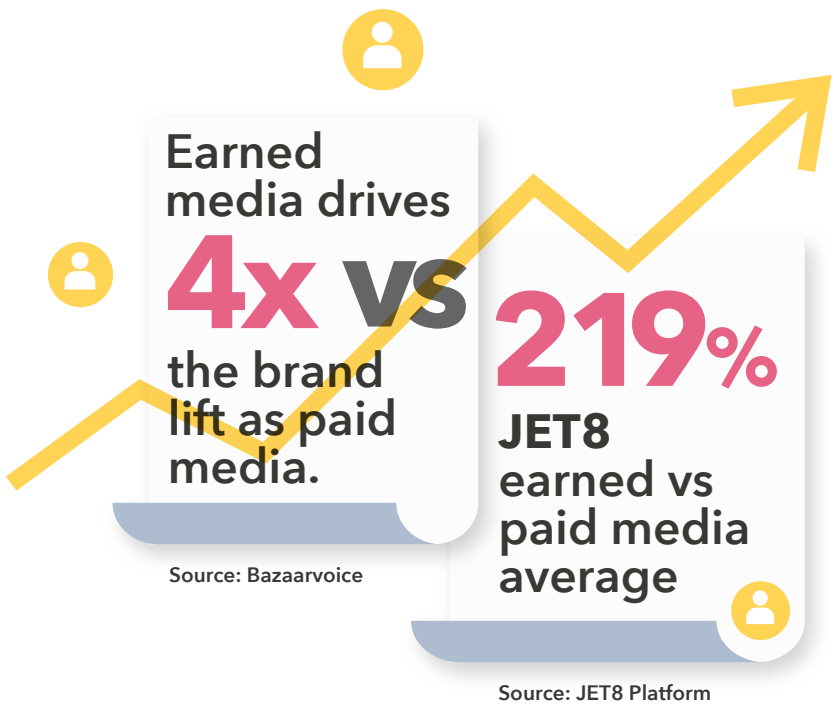
<sup>8</sup> [PageFair]





Customers acquired from these peer to peer based networks prove to be easier for brands to convert, and have a higher lifetime value than a customer acquired through paid media. With the increased use of ad blockers (over 615 million devices polled had ad blockers installed (8)), consumer scepticism of 'celebrity' endorsement, and conventional influencer marketing proving to be expensive and hard to gauge;

Peer to Peer marketing succeeds in connecting consumers with messages from people they trust, rather than corporations they don't.



8 [PageFair]

### 3. JET8: PIONEERS OF SOCIAL CURRENCY

*Proving the practical application of digital rewards in exchange for social influence.*

JET8 pioneered the world's first peer to peer mobile engagement platform through the use of branded digital assets, which include stickers, frames and themes which users integrate with their own content.

JET8's API is the first technology to recognise the user's 'face value' (the value of the selfie), and to allow them to monetise this content creation along with their own data.

JET8 offers a range of digital services that streamline a brand's relationship with their community of consumers. These include but are not limited to JET8's Full Stack of customised social mobile applications, Content to Commerce Mobile Engagement, Product & Social Sampling, and Data Mining programs which will be described in detail in section 5.

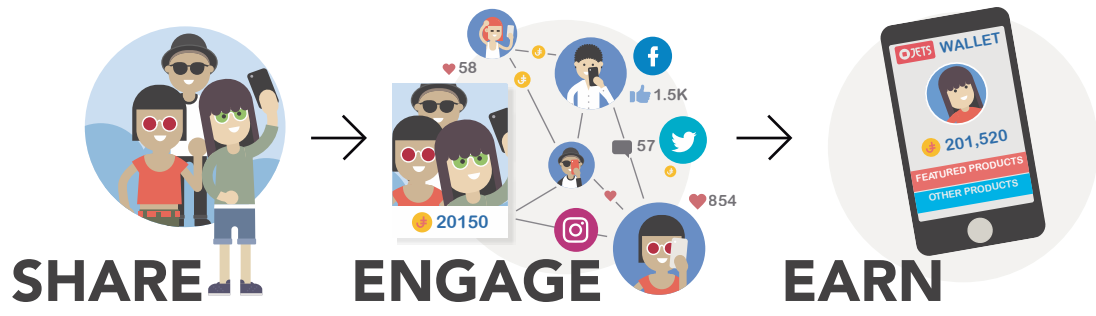




The J8T Token will replace JETpoints to give access to these digital services and to purchase consumer products and digital goods (such as phone top-ups, utilities and amenities) using the JET8 Wallets and Shop functions at connected offline and online retail outlets such as 7/11, Circle K, ShopRite. Brands inject funds into the ecosystem, which converts into JETpoints, which are attributed to user’s engagement Wallet every time a validated engagement such as likes, comments are shares is generated from their social networks.



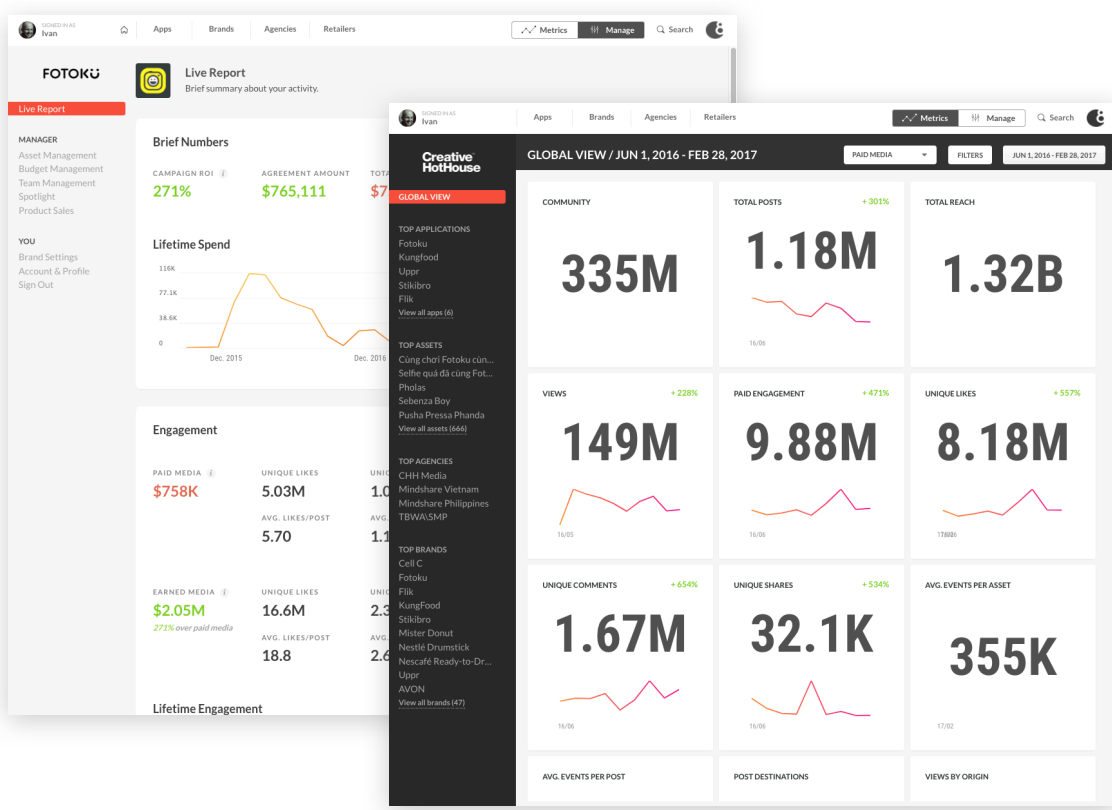
The success of the JET8 system is seen in three significant benefits to brands: radically improved ROI’s, the most valuable user data available (on JET8’s real-time engagement analytics dashboard); and unprecedented engagement results for social media brand campaigns.



## Benefits from Brand Perspective

### 1. The JET8 Dashboard

The maturity of JET8’s technology is reflected in the JET8 dashboard, an admin console giving access to detailed real-time analytics. This data is utilised by brands to monitor engagement and campaign success, and to accurately gauge demographic responses to branding choices.



Actual version of the JET8 Dashboard

For instance, a brand may note a preference of colour usage in the branded assets favoured by users, and this data is then used to shape further marketing campaigns.

## 2. Engagement

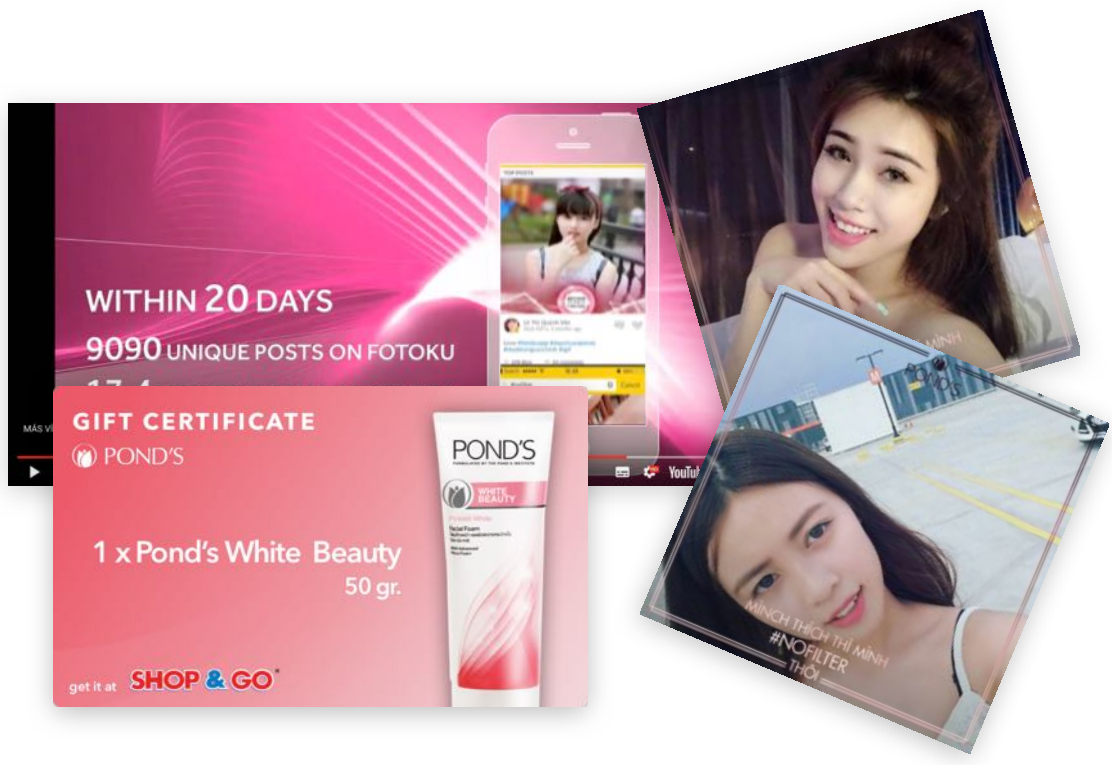
Results for social media campaigns launched through the JET8 platform depict the profound increase of reach available for brands due to the following:

- Integration with other social media platforms utilises their reach whilst brands retain the benefit of owning, monitoring, and tracking campaign content. The viral effect of this has generated earned media over 150% (on average) of paid media.
- The design and use of branded assets encourages user interaction from the most active online demographic of 18-34 year olds.
- As users experience a transparent and reciprocal relationship of value, their engagement and that of their communities organically increases.
- Results in the creation of niche communities is of high value to brands, as 54% of people believe the smaller the community, the bigger the influence.

Use case 1

# POND'S

Pond's - Unilever campaign reached 19.24 million, resulted in a ROI of 153%, and a 138% increase in earned media (above and beyond paid media) with 6.52 million views.



**6.5M+**  
Views

**19.2M**  
Users Reached

**153%**  
ROI





### Use case 2

## Revive

Revive - Pepsico campaign reached an impressive 63% of digital youngsters, 484,000 engagements, Redemption rate surpassed 19%. To date a reach of 1.3 million targeted mobile users, 1.9 million views. 217% earned media and a ROI of 223%. Most successful social media engagement campaign ever for Revive.



**1.2M**  
Views

**1.3M**  
Users Reached

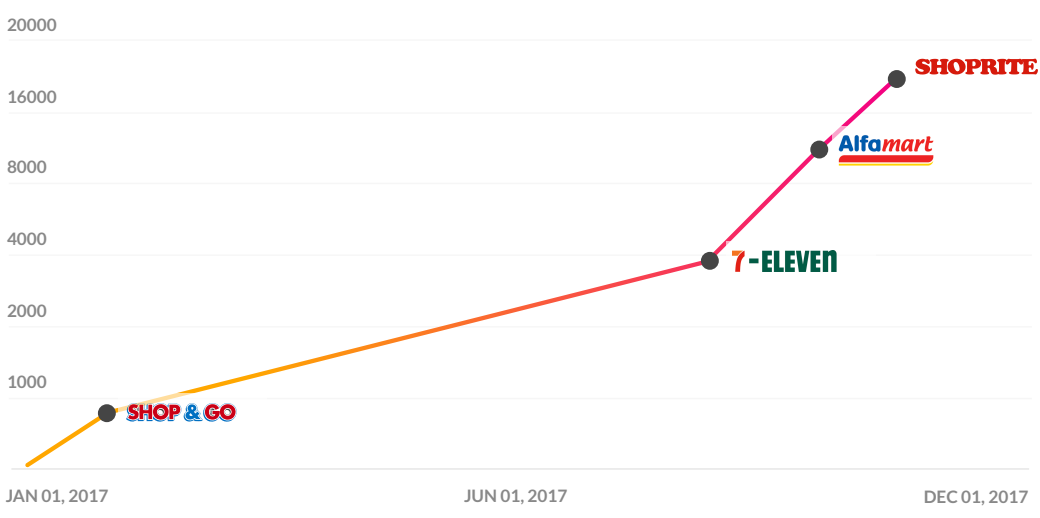
**223%**  
ROI

### 3. Sales

Brands experience profound increase in ROI through the JET8 system.

- Increase in sales is the result of the hyper-effective community engagement as mentioned above.
- A seamless product purchasing experience through the in-app and in-store redemption system, available across South Africa, Vietnam, Indonesia and the Philippines in supermarkets such as 7/11, Circle K, ShopRite and

POINTS OF SALE



### Benefits from User perspective

Over 80% of JET8's user community are aged between 18 to 34 years old, making it one of the most powerful platforms in South East Asia, and establishing its position worldwide.

- Creative content and engagement is rewarded where it was previously given away for free.

Providing access to wealth creation for anyone with a mobile phone.

- JET8 technology ensures low-bandwidth app functionality for open accessibility.

- The rewards can redeem essential and luxury goods both on and offline through app stores.

- Through this transparent agreement, users have a choice of which brands they interact with, and when: ingraining a major shift in the traditional marketing relationship.

- Users become content creators with an actual impact on the brands, resulting in increased connection and advocacy of that brand.

Lifetime Sales



## 4. EXPANSION: FROM JETPOINTS TO J8T

*The launch of the J8T Token gives anyone, anywhere, the ability to transact within new socially driven economies.*

The JETpoints reward system was created in 2015 in order to reward users for allowing brands into their lives, through the use of digital assets such as branded stickers, frames and themes.

Brands inject funds into the ecosystem, which converts into JETpoints, which are attributed to user's engagement Wallet every time a validated engagement such as likes, comments or shares is generated from their social networks.

### Token Access

The J8T Token will provide immediate access to liquidity options within the JET8 ecosystem. In the same way that digital services can currently be purchased with fiat currency within the ecosystem, they can be purchased with J8T Tokens at a preferred rate (10-20% bonus).

Based on the current rate of expansion of the service providers, brands and retailers accepting JETpoints both on and offline, and with the inclusion of donations, payment for amenities, utilities and any other product or service over time, J8T owners can expect continued growth and expansion of their liquidity options.





The strategic, operational and technical team, plus the systems and processes that made JETpoints a success, will do the same for the J8T Token.

The JETpoints system functionality proves the feasibility and JET8's competency in successfully integrating the J8T Token and a number of operational elements onto the blockchain in the form of smart contracts.

### **JET8 bounty program**

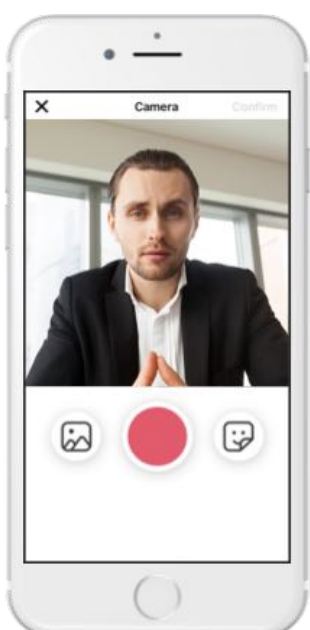
To depict the functionality of the technology and its potential to fuel network growth, JET8 has created a bespoke Bounty Program utilising the Full Stack App. Influencers engaged in the Program will each be provided with their own app with which to engage their communities with the J8T Token.

Influencers will be rewarded in tokens for the engagement they encourage, and the communities they create.

This system results in real-time usage of JET8 digital services within communities of value to the launch of the token. Examples of this app below:



J8T App - Feed



J8T App - Video Recording



J8T App - Frames

## 5. PILLARS OF LIQUIDITY: JET8'S FULL STACK OF MOBILE ENGAGEMENT TECHNOLOGY

*The JET8 Full Stack of digital & consumer goods & services are used by brands to expand their reach, giving users the opportunity to earn and spend tokens every step of the way.*

### Digital services

The following services apply to a range of use cases and can be tailored and utilised separately depending on requirements.

#### A. Full Stack App (FSA)

*The FSA offers anyone their own social media app with which to communicate, reward and sell to their own community.*

The app is a social network, in which users can create selfies or videos, attach branded assets and publish the posts within the app as well as to their favourite social networks. This content earns them rewards within the JET8 platform.



The app design can be fully customized through the app dashboard, including colour specification, icon choice, and strings, among other options. Once the app is customized by the client, it will be released to Google Play and the App Store.

The technical specifications of the app are directly managed by the JET8 dashboard, enabling the client to focus on marketing and app community growth.

### App owner incentives

- Content created within the app is tagged in perpetuity by JET8's API (transitioning to smart contracts).
- The app owner also earns half a J8T Token for every J8T earned by the user from a post featuring a third party asset.
- J8T Tokens can buy individual app owners engagement the same way brands do with JET8 branded assets and other digital services.
- As a community grows, an influencer can transform into a brand, as influencers effectively become miners for J8T Tokens.
- JET8 offers Influencers with 1 million followers or more a free app of their own, and by paying with J8T Tokens, brands will receive a 10% discount on their own app.
- Brands benefit from this system with a minimum injection of \$30,000 into the JET8 ecosystem.

## User incentives

- The app provides a space in which data and content ownership are transparent and, with integration onto the blockchain, are immutable.
- Users are rewarded for Influencer asset usage and engagement in JETpoints.
- Users are rewarded for 3rd party asset engagement as well.
- The app is a niche community, valuable for its focused information and communications. These communications can be topic or brand related, and consumer directed.
- Users have direct access to products made available by both the app owner and the brands they support, which can be redeemed via the JET8 Wallet.

## User case JET8 bounty program

High earners of JETpoints gain the status of Influencer in the JET8 ecosystem. The Bounty Program for JET8 is a prime example of how an Influencer can use the FSA.

Posts shared to other platforms spread the Influencer's reach and attract even more users back to their own app, and in this example, to the JET8 ecosystem.

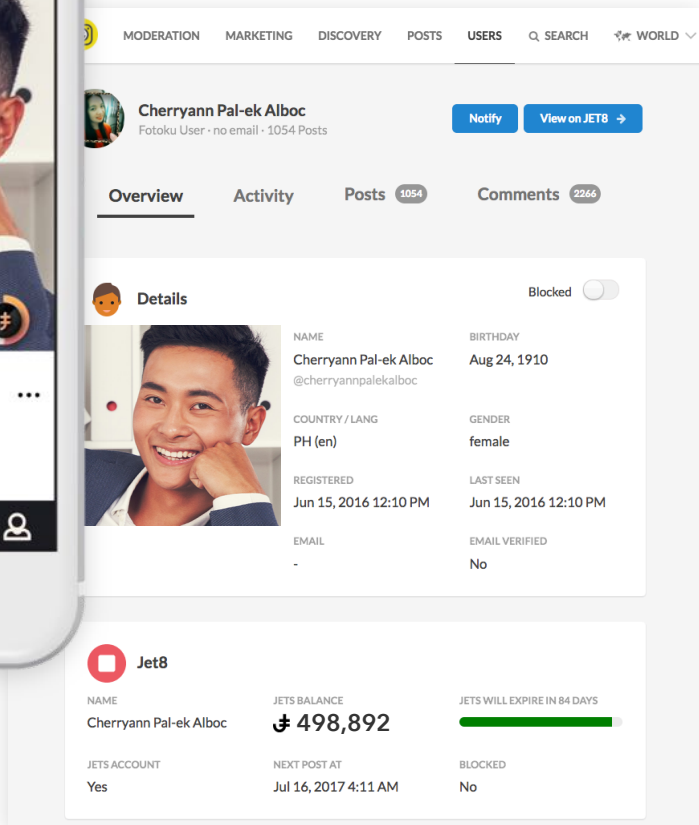
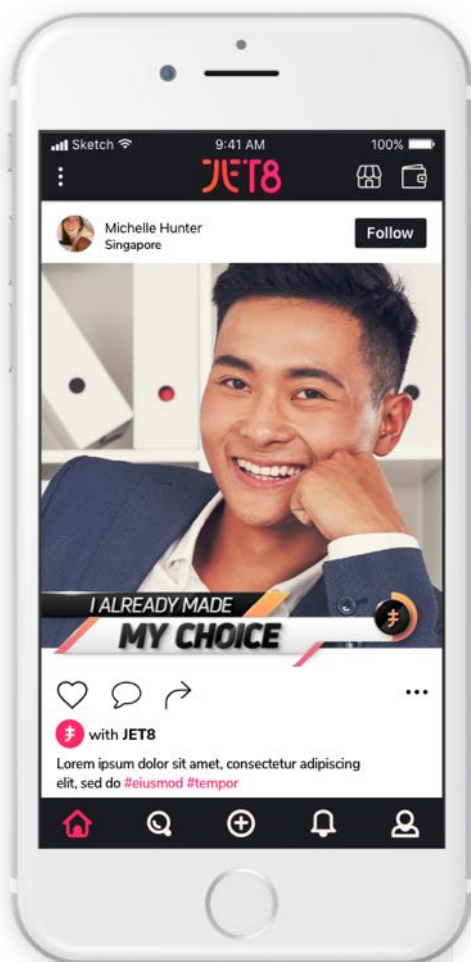
On the user friendly dashboard, the Influencer can modify app visuals, choose the stickers and frames they make available, and whether to make third party brand assets available. Dashboard and Shop technical aspects are all managed within the software.



When users create Influencer branded posts and encourage engagement both within the app and on external social networks, the Influencer’s status grows, as does their community.

Thus the Influencer becomes a Brand in their own right.

User rewards are stored in their Wallet, and can be used to redeem products from the Influencer’s collection, or any product or service available through the interconnected apps of the JET8 ecosystem.



## B. Content to Commerce Engagement Campaigns (Co2Co ECs)

*JET8's CO2CO technology allows users to choose which brands they engage with, and enables brands to effectively interact with a highly targeted audience.*

Streamlining sales and marketing efforts with Co2Co technology fosters demand, as consumers become an intrinsic part of the brand ecosystem.

Brands have found significant growth in their ROI's by engaging their communities using JET8's Co2Co technology as capacity for direct sales to users is boosted and consumer engagement is more relevant than ever.

Branded Asset Collections (BACs) used in Co2Co campaigns come in the form of Geo-stickers and Geo-frames. These are used in the creation of daily moments (selfies, pictures and videos) by users and published to multiple social media platforms simultaneously.

The landscape of digital advertising is shifting as consumers demand more genuine and reciprocal engagement from brands. Native advertising and contextual ads demonstrate the value of communities of assured interest, as the most optimal client is one who connects with your brand's values and voice. Specifically targeting, communicating with and selling to these clients (rather than casting your net wide) is achieved with Content to Commerce technology.



### Co2Co use case 1 (Real Case: Pond's - Unilever)

In the case of Pond's face cream, a campaign was run in the Philippines encouraging women to post with branded assets (Geo-stickers & Geo-frames) on JET8's Fotoku app. Users were rewarded in JETpoints and used these to redeem Ponds products, keeping the currency circulating within the ecosystem.

The campaign reached 19.24 million, resulted in a ROI of 153%, and 138% increase in earned media (above and beyond paid media). With 6.52 million views, it was the highest real time direct sales record for the company through an app campaign, and won the agency Bronze at MSAP (Media Specialists Association of the Philippines) ICE Awards in 2017.

### POND'S





### C. Product Sampling Campaigns (PSCs)

*Brands can now rapidly increase their understanding of consumer mindset during product launch campaigns, with the press of a button.*

Delivered samples, retail store giveaways and other formats traditionally convert only 3-5% of sampled communities. With digital sampling you can target, customise and convert through a smart data dashboard, monitoring the discovery, acceptance and redemption of a sampled product.

JET8's Product Sampling Campaigns works through the distribution of currency cards that can be used to redeem specific products online or at physical retail stores (convenience stores, large surfaces, specialty Shops or chains).

JET8's Product Sampling Campaign technology (PSCs) is a boon for the industry, as thousands or millions of consumers can be reached with user-friendly technology.



### PSC use case (Consumer Brand) Sprite

Users who engaged with Sprite frames and stickers received rewards into their Wallets, and by utilising the Product Sampling Campaign service, Sprite added a pop-up offer to redeem the gift of a mini Sprite.

By following the prompts on the redemption screen, users received the code to redeem their gift in any one of 10,000 Alfamart convenience stores.

The image shows a mobile app interface for 'FOTOKU SHOP'. At the top, it displays the time 11:35 and battery level at 55%. A notification banner says 'Hi Iván Thomas! You have 1 gift pending' with a 'CHECK IT OUT >' button. Below this are 'Featured Products' and 'All Products' tabs. To the right is a large image of a Sprite bottle. Below the app screenshot is a dashboard for 'Alfamart' with the following data:

PRODUCT	STATUS	SUCCESS
Sprite 250ml Alfamart Sprite ID REMAINING CODES: 2,000	TOTAL 1,000 ACCEPTED 804 PENDING 196	76%

### D. User Data Exchange Programs (UDEPs)

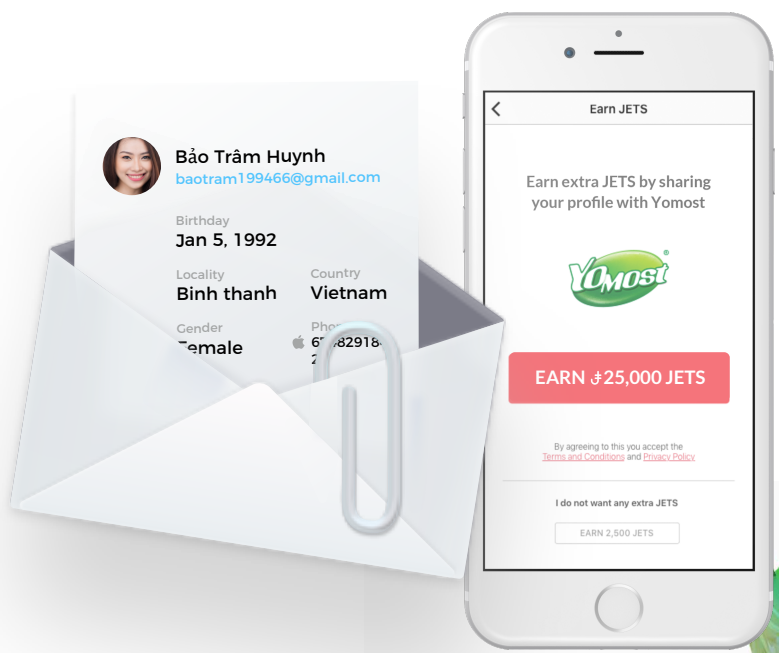
*Enabling an open marketplace where users, influencers, brands, and institutions can decide between themselves when and how to exchange data.*

The leading tenet of JET8 is to allow users to decide whether or not to share their user data with third parties. JET8’s network does not allow transfer of data to any of the ends of the value chain without explicit permission. This system allows for a free flow of value as long as both parties agree to the transaction.

#### Use case

Users are prompted in-app to choose whether or not to share personal data, and receive a currency reward if they do.

The user is offered a full description of the data they agree to share. Only when a user agrees, with the click of a button, does this interaction take place.



### E. Branded Asset Collections (BACs)

*BACs tap into multiple communities, generating economies of scale and data mining.*

Branded Asset Collections are the heart of the JET8 ecosystem. In real-time, brands monitor BAC usage and collect precise and detailed data, including what assets are used, when, where, by whom and for what purpose.

BAC content is shared across multiple social media networks, resulting in massive scalability for the brand, as users are now creating and sharing, rather than simply receiving.

Brands are able to synchronise their marketing and engagement efforts through the data available, while simultaneously creating a means for user engagement with the brand.



## Consumer Goods

The following services apply to a range of use cases and can be tailored and utilised separately depending on requirements.

### A. O2O (Online to Offline) Consumer Goods Redemptions (CVS)

*JET8's retail technology enables users to redeem items directly at a number of connected offline and online retail outlets including convenience stores 7Eleven, Circle K, Shop&Go, Alfamart, ShopRite, Watsons & Checkers amongst others.*

As one of the first O2O (online to offline) connected marketplaces, JET8 enables users to redeem consumer goods at physical points of sale with their tokens.

Like Alipay or Applepay using the in-app redemption system is a simple code-scan, with the currency being withdrawn from the user's Wallet.

The wide acceptance of the JETpoints by multiple international CVS chains and major retailers is one of the most valuable features for brands and users in the JET8 ecosystem.

Every day, new retailers and partners are integrating this payment feature into the array of accepted methods in thousands of stores worldwide.

The ability to redeem primary-needs items such as food further entrenches the immediate value of the technology.



## B. Digital goods & utilities

*Top up your telco data package, order a cab, get food delivered, and in the future, pay for your utilities, or make donations.*

The widescale adoption of J8T Token as an accepted online payment method is assured with the JET8 utility apps integration feature.

Based on the upward trend of brand uptake of this technology, JET8 expects dozens of new partners to start accepting JET8 Wallet payments over the next few months.

This scenario complements the current growth of retail and CVS chains that make JET8 one of the most powerful networks of liquidity for J8T Token owners.



### C. Food services & restaurants

*Food chain user communities are earning and redeeming in any of the restaurants within the ecosystem.*

The use of BACs and the JET8 rewards and redemption system also applies to food services and restaurants. The system is currently being used by chains in South East Asia such as Max's Chicken, Goldilocks, Pizza Hut and others.



## 6. BLOCKCHAIN INTEGRATION: TECHNICAL CONSIDERATIONS

### Benefits of Blockchain integration

1. Prepares the JET8 ecosystem for early compliance with the GDPR
2. Ingrains trust, accuracy and transparency through an automated system.
3. Optimisation of the current layout of the ecosystem, enhancing credibility and data trust.
4. A single ledger of transactions for streamlined operations, communication and workflow activities.
5. Integration of the current data repository, resulting in no loss of data of systemic upheaval.
6. No behavioral changes will be required by the client.
7. Users will be even more comfortable to engage due the transparency of personal data collection.
8. Provides an additional layer of accountability to the current JET8 rewards for engagement model.
9. Increased transparency and trust in the verification and analysis of all transactions.
10. The increased traceability, efficiency and reliability of transactions will create a healthy environment for the marketplaces and custom shops within the ecosystem.



### Smart contract for transactions

*JET8's API is currently trusted by major brands to record all transactions.*

Every post created, every like, comment and share, every reward awarded, every transaction between brands and users, every gift or product redemption, and every poll answered will be logged on the blockchain.

### Content Creation Transactions

Every post created, whether a selfie, photo or video.

### Engagement Transactions

Every like, comment and share.

### Rewards, Redemption & Earning Transactions

Product redemptions, gifts, sampling, polling, thank you selfies and top ups.



## Smart contracts for digital services

*All the current JET8 services will be integrated onto the blockchain as smart contracts to store information, manage and maintain the service agreement between JET8 and the client.*

### A. FSA (Full Stack App)

The smart contract will provide an automated system that can be used to renew or terminate the FSA contract and store all information related to the service agreement between JET8, the client and the app.

### B. Content to Commerce Engagement Campaigns (Co2Co ECs)

The smart contract will store and automatically update the campaign, all engagement parameters and the service agreement between JET8 and the client.

### C. Product Sampling Campaigns (PSCs)

The smart contract will be triggered to update the campaign, all handling of product stock, campaign expiration date and associated payments with J8T Tokens.

#### D. User Data Exchange Programs (UDEPs)

The smart contract stores and processes all aspects including the campaign expiration date, the payment of J8T Tokens, and every user participation agreement.

#### E. Opinion Polling Campaigns (OPCs)

The smart contract will handle all aspects of the campaign expiration date, updates, user participation agreements, and J8T Token payments.



## 7. J8T TOKEN TECHNICAL CONSIDERATIONS

### JET8 Wallet

JETpoints are stored in and accessed through the JET8 user Wallet. The Wallet and all related transactions will be logged onto the blockchain, and will allow users to upload J8T Tokens for use within the JET8 ecosystem. The JET8 platform will be the entity responsible of the creation and management of all aspects of the JET8 Wallet.

### Protocol

The J8T Token will exist as an ERC20 token on the Ethereum blockchain. This token interface will enable the issuance of the J8T Token to be integrated and utilised within the JET8 ecosystem, which includes the existing JETpoints Reward System, Wallet and JET8 Shop for in-app redemptions.

### Blockchain costs

The new updated JET8 API on the blockchain and the related transactions will be 'defined' based on functionality, cost of the transactions and features that increase the efficiency of the ecosystem. The implementation of the blockchain platform within the JET8 ecosystem will be executed according to the JET8 development road map and might include the participation of blockchain architects, development providers, and/or others in orders in order to fulfil the future strategies. Funds for this transformation will be supplied by the JET8 Foundation accordingly.



### J8T Token allocation

Description	J8T Tokens	Percentage
JET8 Foundation	675,000,000	45%
J8T Public Sale Program	450,000,000	30%
Partners, Advisors and Early Backers	165,000,000	11%
JET8 Founding & Operational Team	180,000,000	12%
Bounty Program	30,000,000	2%
<b>TOTAL</b>	<b>1,500,000,000</b>	<b>100%</b>

1.5 Billion Tokens fixed supply.

Pre-sale 30% (450 million Tokens) / Public Sale 15% of Total Tokens for sale.

\* Any tokens un-allocated in pre-sale will go towards to the public sale pool.

J8T tokens will be ERC20-compatible Smart Tokens and utilize the Ethereum Protocol.



## The Vesting and Locking Period of J8T Tokens

The J8T Tokens distributed to the above groups shall be subjected to the following lock-in periods:

Description	Lock-in
J8T Public Sale Program	No lock-in period and such participants shall be free to transfer their J8T Tokens.
R&D, Development & Marketing Fund	Locked permanently under the supervision and control of the JET8 Foundation Limited; JET8 Foundation Limited or its board of directors shall have discretion to distribute the J8T Tokens it owns based on future requirements and conditions from time to time.
Partners, Advisors & Early Backers	Locked for a period, from three (3) months to 1 (1) year, depending on the circumstances. After the lock-in period, all J8T Tokens may be freely transferred.
JET8 Founding & Operational Team	
Bounty Program	No lock-in period and such participants shall be free to transfer their J8T Tokens.

## Availability

Anyone can register on the J8T whitelist.

J8T Tokens are not being offered or distributed to U.S. persons, Chinese persons (as defined below), and persons from any other country that has already restricted or will restrict crypto currency during the time of the TGE, including but not limited to the sales, issuances and utilisations of cryptocurrency.



## Distribution

The date of the J8T Token public sale event will be informed sometime in the month of February 2018. Pre-sale participants will be notified when the token is live, and the public sale interested parties will be notified similarly. The J8T Token website will provide all other relevant and up to date information required by interested parties.

## Steps

1. KYC/AML verification takes place.
2. An email will be received with a smart contract address requesting a contribution be made for a minimum .1 of an Ether to validate the participant.
3. Reminder emails will be received leading up to the public sale.

## Technical Whitepaper

JET8's Technical white paper will be published separately detailing the integration of J8T Tokens into the JET8 ecosystem and the integration of JET8 transactions and services onto the blockchain.

## 8. JET8 FOUNDATION: FUELLING THE GROWTH OF DECENTRALISED ENGAGEMENT NETWORKS

The JET8 Foundation is the issuer and governance body of the J8T utility token, responsible for the administration of the J8T Support Program governing J8T Token supply. Responsibilities include cold storage and security, marketing, resources, personnel, technology, and the future development implementation scheme that will guide the full integration of the J8T Token into the JET8 ecosystem.

The JET8 Foundation is a non-profit and independent entity governed by a democratic board responsible for governance and administration of the J8T Token. For details refer to articles of incorporation.

The JET8 Foundation’s aim is to facilitate the empowerment of decentralised engagement networks through the support and advancement of related technology, systems and tools that give ecosystem members the ability to expand their reach whilst providing relationships of mutual value.

In order to achieve this aim, the Foundation will guide the expansion of the JET8 ecosystem of brands, partners and users by working to enhance and improve the goods and services available within the ecosystem. The Foundation will utilise the Research & Development allocation of tokens to achieve this aim.

The Foundation will execute policies and protocols in according to the laws of responsible and democratic governance.



## 9 . M O T I V A T I O N

*Empowered Creators. Relationships of Value. Seamless Technology. Wealth creation.*

In a digital age, we are still operating within an economic mindset that mimics the brick and mortar values and procedures of the past. Much like the glaring roadside billboard, banner ads invade our screens, demanding our attention. This uni-directional assault on our senses is the result of targeting based on data acquired often without our knowledge or explicit consent.

Brands spend vast sums to place themselves in front of an audience who, despite their algorithmically-determined interest, have not in fact invited that brand into their lives. In this system, centralised social media platforms act as a well-paid middleman, harvesting and selling data. They offer a means to communicate but control interactions. Users, the people who create the value of these platforms, are charged instead of being rewarded, as are the brands vying for their attention.

These platforms have oversaturated our lives with information to such a degree that brands and individuals alike are now demanding niche communities of relevant, multi-directional sharing of valuable content. The power dynamic is shifting. With the birth of social influencing, it is the public that now holds the power to create and circulate the most valuable content available; curated, authentic, and consensual.





Influence and creativity are the main drivers of wealth in the era of enhanced and artificial intelligence, automation and robotics. JET8 offers the tools to earn and manage this wealth by recognising the value of the selfie and all it implies.

This is simply the first step in creating an egalitarian opportunity for wealth creation and an alternative economic model that allows anyone, anywhere, to become earners and consumers within decentralised engagement networks.



## 10. CONCLUSION & THE J8T TOKEN VISION

JET8 provides proven systems and the technology to fulfil the principle of access to wealth creation and consumer opportunities for all. This represents both a major disruption of the current economic model, democratising earning potential by rewarding both data and content contributions; and a major disruption to the way brands and consumers interact, changing forever the way we approach marketing, advertising, branding, and sales.

Through digital services such as the Influencer-led Bounty Program, JET8 platform growth will result in increased liquidity options of the J8T Token.

JET8 has consistently focused attention on enabling a shift in the relationship between brands and consumers, disrupting the existing dynamic of media dominance towards the empowerment of the user as creators of content and contributors of data. JET8 has thus created and implemented systems to allow brands to have meaningful relationships with their community, and the technology to convert them into consumers.

Through the creation of a robust mobile engagement and analytics platform being utilised by leading multinational brands, JET8 has firmly established its position as a game-changer for peer to peer influence, media and consumer relationships. The speed of uptake and the success of the JETpoints reward system illustrates JET8 readiness for integration of the J8T Token within its ecosystem.



# 11. TEAM & ADVISORS

## Executive Team



**Victor Zabrockis**  
Chief Executive Officer



**Santi Corrales**  
Chief Technology Officer



**Shannon Cullum**  
Chief Marketing Officer



**Mike Allen**  
Chief Commercial Officer



**Joshua Thomson**  
Chief Strategy Officer

## Advisory Team



**Scott Kronick** →  
President & CEO Ogilvy ...



**Jon Matonis** →  
Founding Director of the ...



**Dick van Motman** →  
Global President Dentsu ...



**Chris Foster** →  
President of Y&R Asia



**Mike Rich** →  
EVP at FOX Networks Gr...



**Happy Ntshingila** →  
CMO of Barclays Africa



**Pablo Slough** →  
Head of Mkt Solutions at ...



**Jeff Seah** →  
CEO Mettle & Salt Partners



**KP Unnikrishnan** →  
Regional Marketing Direc...



**Lisa Wei** →  
CIO of DAN China



**Timothy Chang** →  
Private Investor



**Debby Cheung** →  
President at Ogilvy Shan...



**Hein Brand** →  
Ex-CEO of Naspers South...



**Leah Besa-Jimenez** →  
Ex CEO Starcom



**Romeo Kumalo** →  
CEO of Washirika Holdings



John Dixon →  
CEO of Publicis Groupe ...



Takao Toshishige →  
MD at Manchester City T...



Davide de Picciotto →  
MD at Nettuno Capital AS

### Operational Team



Edwin Romelta  
Head of Android - Indon...



Cynthia Szeto  
Finance Manager



Joan Montagut  
Head of Back-End



Salva Regas  
Senior Graphic Designer



Nahuel Velazco  
Solidity & Back-End Deve...



Ricard Boned  
Back-End Developer



Eva García  
Country Manager



Josh Abrams  
Head of Production



John Darick Roco  
Android Developer



Duong Ngoc Tu  
Quyen  
Growth Officer (VN)



Miftah Mubarak  
Android Developer



Jaume Viñas  
Head of iOS & Solidity



Angel de Franganillo  
Head of Graphics



Ridho Hadi Satrio  
Android Developer



Ivan Thomas  
Head of Product





**Andzej Selistrovskij**  
Head of Motion Graphics



**Adrià Bernabeu**  
Graphic Artist



**Miguel Rivero**  
Front-End Developer



**Ana Pérez Gutiérrez**  
Graphic Artist



**Mae Karl Castillo**  
Controller



**Oriol Rodriguez**  
Head of Front-End



**Rodolfo Perich**  
Graphic Artist



**Daniel Daverio**  
iOS Developer



**Victor Lavega**  
Senior Graphic Designer



**Den Marie Balingit**  
Android Developer



**Kirsty Thompson**  
Head of Communications





## 1 2 . T I M E L I N E

### 2014

July

JET8 is incorporated in Singapore Platform development begins

August

New offices inaugurated in Jakarta, Indonesia

### 2015

May

First partnership with device manufacturer for preinstalls

New offices inaugurated in Manila, Philippines

August

New Singapore Headquarters inaugurated

October

JET8 launches in SE Asia

First unbranded assets published for public use

### 2016

February

First product redeemed from JET8's mobile Shop using JET8's JET Points

April

First brand rewarding influencers with JET Points in the Philippines

August

First brand starts rewarding influencers with JET Points in Vietnam

September

Number of posts from Influencers surpasses 1 million

October



November

Tenth brand starts rewarding influencers with JET Points

December

JET8's digital currency circulation reaches 2 Billion through the ecosystem

2017

January

New offline redemptions at Shop&Go Vietnam using JET Points

May

First brand starts rewarding influencers with JET Points in Indonesia

July

JET8 partnership with GroupM for regional expansion

September

First offline redemption at 7Eleven network of 3,000 points of sale in Philippines using JET Points.

October

First offline redemption at Alfamart's network of 10,000 points of sale in Indonesia using JET Points

New offices inaugurated in Cape Town, South Africa

First brand starts rewarding Influencers with JET Points in South Africa

First offline redemption at ShopRite network of 2,500 points of sale in South Africa and Africa using JETpoints

November

JET8 receives Silver at MMA Smarties Awards for Revive Campaign

JET8 receives Silver at MMA Smarties Awards for Yomost Campaign

December

J8T Token Pre-Sale launch



## 2018

### March

J8T Tokens Token Distribution Event

Digital services become available to token owners

### May

Usage of tokens for the consumption of on and offline retail becomes available on interconnected apps and Wallets.

### October

Beta testing of J8T Token in JET8 ecosystem including major transactions on the blockchain.

### December

All pillars of liquidity become fully integrated with the JET8 ecosystem on the blockchain.

## 2019

### January

Reach of interconnected marketplaces expected to reach 1 billion social accounts worldwide.

