lllOOZICOre™

Changing the background music experience

WHITE PAPER

version 1.5

Whitepaper

Table of Contents

Moozicore is revolutionary Background Music Service for Businesses where music is essential for customers. Our service transforms background music into an interactive customer-sourced playlists. Unlike Spotify, Tidal or any other non-commercial services, **Moozicore will be fully licensed and legal for businesses of all kinds.**

Our solution gives business owners control over the playlists and a better experience for its customers, with the opportunity to let them engage with the music right from their smartphones With Moozicore platform business owners get access to **Moozicore Web Panel** that allows to create their own vibe from a licensed library of over 20 million tracks. Also can customize their music library by choosing from our genre-specific catalogs, pre-built playlists, create their own using special tools or import their favorite playlists from Spotify or Apple Music.

Spotify and its logo are the property of Spotify Technology Holding.
Apple Music and its logo are the property of Apple, Inc.

Moozicore's goal is to evolve places such as bars, restaurants, gyms and any other entertainment venues by creating personalized, social music experience for each customer.

What is unique about our service is that it allows our customers access to a dynamic user experience for engaging with public music, TV display, social media and promotions right from their smartphones.

Customers use Moozicore mobile App to pick songs, vote on upcoming music, interact with other bar goers, share on social media and also review bar special offers.

EVER WANTED TO
INFLUENCE MUSIC
PLAYED IN PUBLIC PLACES?

Moozicore believes that artists and songwriters deserve rightful compensation for their efforts. For any businesses using our service, obtaining performance licenses from the U.S. Performing Rights Organizations **(ASCAP, BMI & SESAC)** requested by Moozicore is necessary.

CUSTOMER ENGAGEMENT WITH MOOZICORE APP

With Moozicore Mobile App patrons control music in venues using **Coins** by:

VOTING
on upcoming music to influence when it's played

ADDING SONGS
to current venue's playlist at the end of the queue

PICKING SONGS
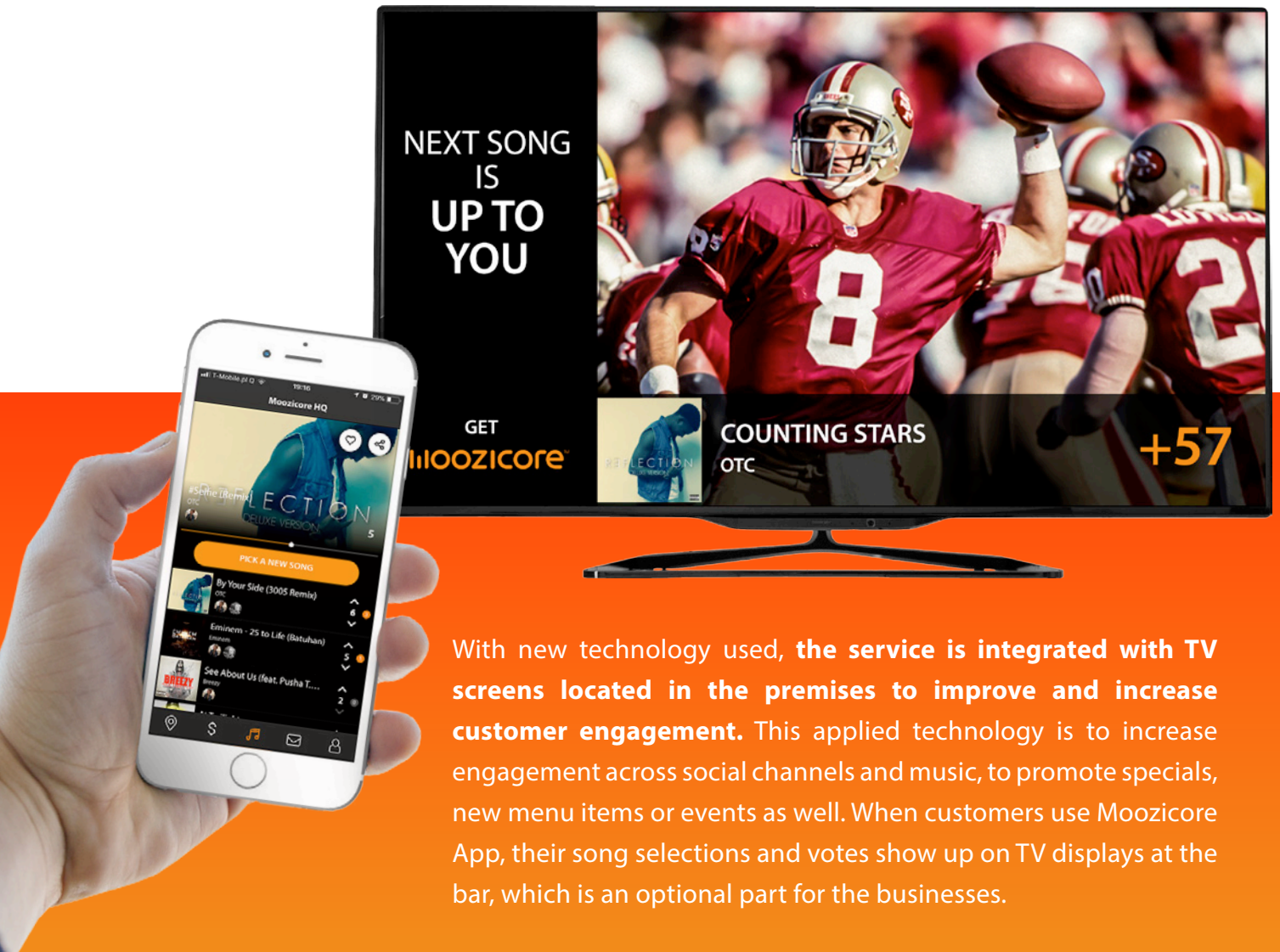from venue's pre-approved library to be played next

SHARING SONG
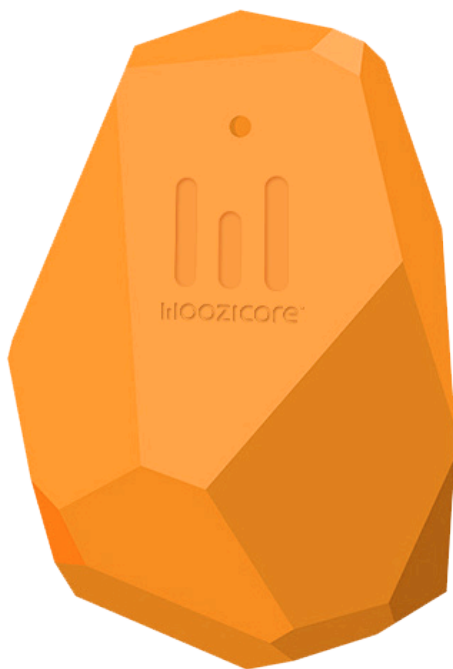plays on social media with photos and 'tagged' friends

WE GIVE CUSTOMERS FULL INTERACTION WITH PUBLIC MUSIC PLAYS!

Mobile users can buy **Coins** directly from the Moozicore App on their smartphones using MZI & MZG tokens or via Paypal, Apple Pay (iOS devices) and with any major credit cards.

The **Coins** will never expire and can be used at any location with the Moozicore as a source of music.
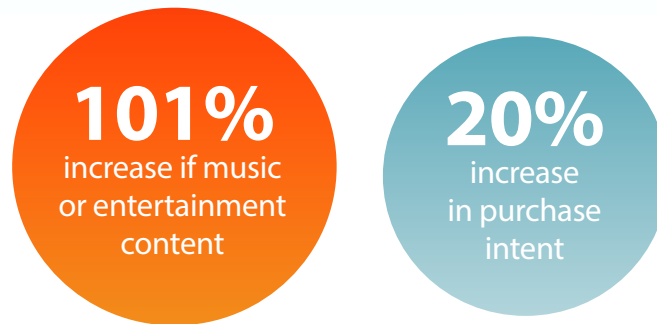
With new technology used, **the service is integrated with TV screens located in the premises to improve and increase customer engagement.** This applied technology is to increase engagement across social channels and music, to promote specials, new menu items or events as well. When customers use Moozicore App, their song selections and votes show up on TV displays at the bar, which is an optional part for the businesses.

To create a more engaging experience for customers and enhance restaurant marketing Moozicore App uses beacon solutions for iOS & Android platform provided by leading IoT technology system provider.

Our service uses beacons to target anyone with app who is in the vicinity of a participating location. Afterwards beacon anthem sends them a push notification greeting them by name, notifying them that the venue they are near is supported with Moozicore platform and finally their favorite songs are added to the queue.

Suprise effect

A push notification shows up and says:

Hello,
Your favourite song has been added to our playlist!

The visitor enters the venue.

Here-and-now effect

A music piece starts playing in the background.

Viral effect

A customer is happy, checks-in to the location, votes in the app and shares his or her experience with friends!

101%
increase if music or entertainment content

20%
increase in purchase intent

New research from Technomic's Consumer Brand Metrics (CBM) reveals **strong connection between Restaurant vibe and Customer satisfaction.**

91% **84%** **52% 43%** **98%** **75%**

A strong majority **91%** of casual-dining restaurant patrons say that an appealing ambiance influences their decision to visit a particular concept.

For quick-service restaurants **84%** of customers say it is important that the units they visit have a welcoming and comfortable atmosphere.
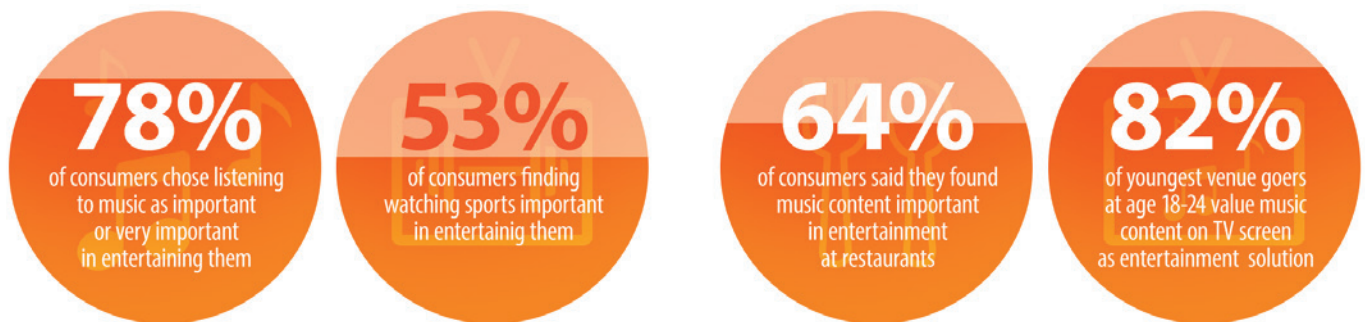
Across all restaurant segments measured, Gen Z and Millennial consumers most strongly prioritize music **52%** of these younger generations say that a concept's music selection is an important factor in their decision to visit a casual-dining restaurant, compared to just **43%** of older consumers.

98% of consumers who rated a restaurant's atmosphere and music ambiance as very good also rated their overall visit favorably (excellent or good).
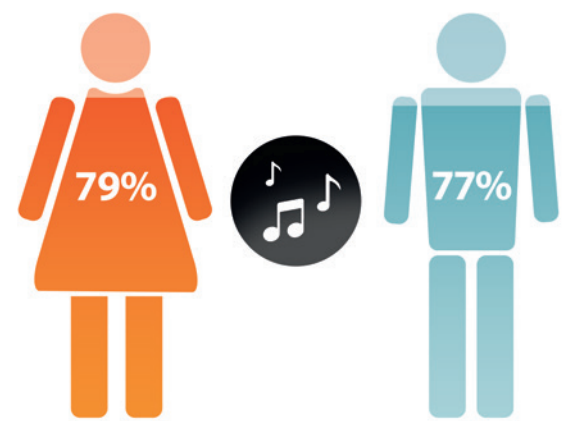
75% of consumers indicate the perception is developed in large part by the preferences of others.

Many tools and technologies claim to be the best. But **what's the most engaging form of entertainment at a restaurant?**
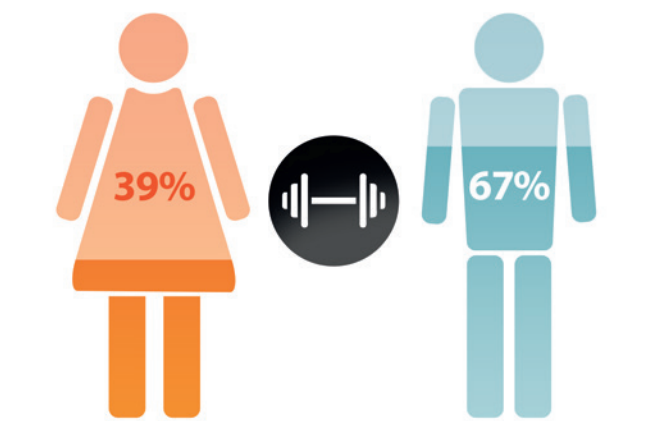
When asked consumers **what they prefer to see on digital screens** at a restaurant or bar, music won out again:
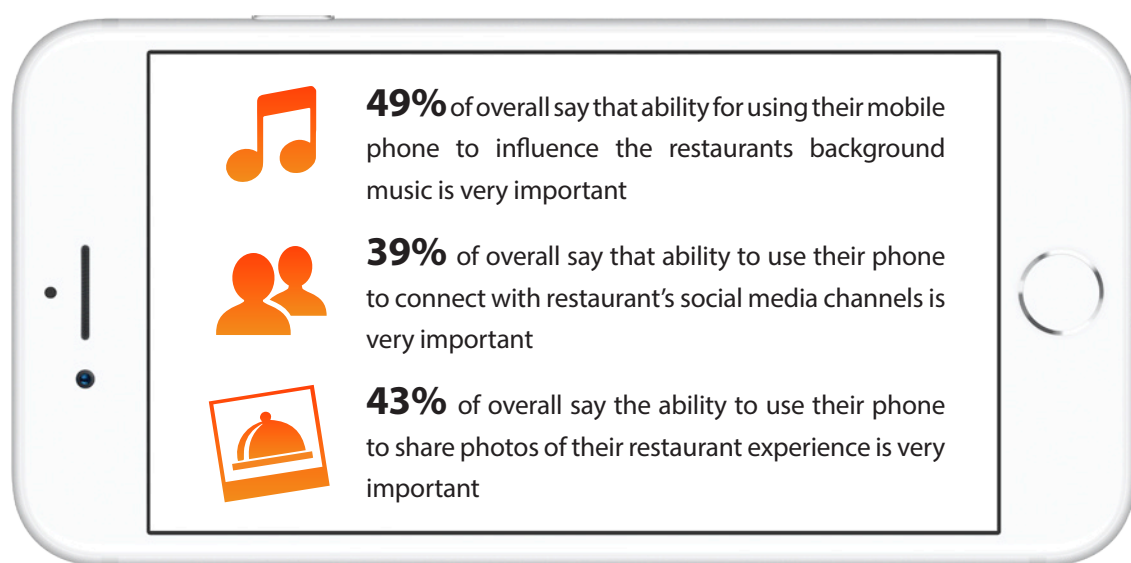
78% of consumers chose listening to music as important or very important in entertaining them

53% of consumers finding watching sports important in entertainig them

64% of consumers said they found music content important in entertainment at restaurants

82% of youngest venue goers at age 18-24 value music content on TV screen as entertainment solution

The study shows that **preference of music as a form of entertainment** in restaurants and bars relates to all genders and generations.

79% 77%

79% of females and 77% of males said listening to music is important to them as a form of entertainment.

39% 67%

Other engagement tools proves far more polarizing: **67% of men** found watching sports entertaining, only **39% of women** agree.

49% of overall say that ability for using their mobile phone to influence the restaurants background music is very important

39% of overall say that ability to use their phone to connect with restaurant's social media channels is very important

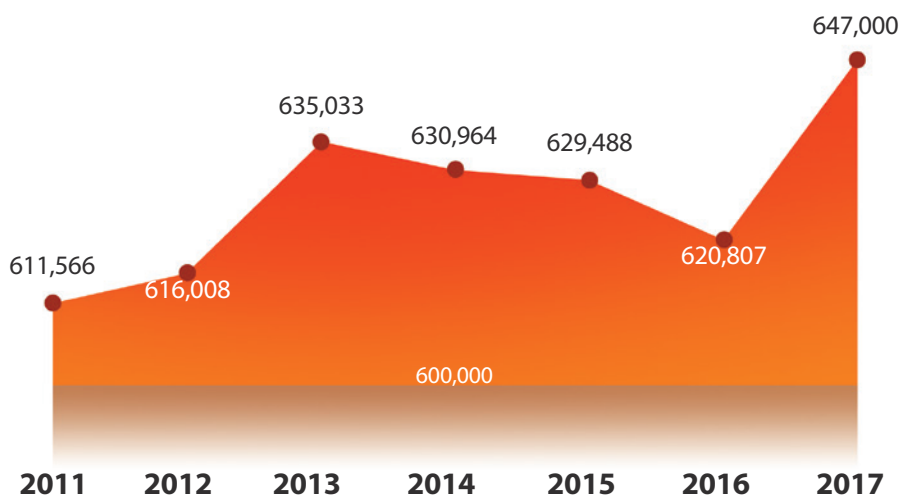**43%** of overall say the ability to use their phone to share photos of their restaurant experience is very important

CHD Expert 2017 Report shows that there were **over 700.700 venues in operation across the U.S. when the background music is essential for customers.**

62 602
BARS, TAVERNS AND NIGHTCLUBS

647 000
RESTAURANTS

38 477
HEALTH & FITNESS CLUBS

Restaurants

The statistics shows the number of restaurants in the United States from 2011 to 2017.

647,000

635,033

630,964

629,488

611,566

616,008

620,807

600,000

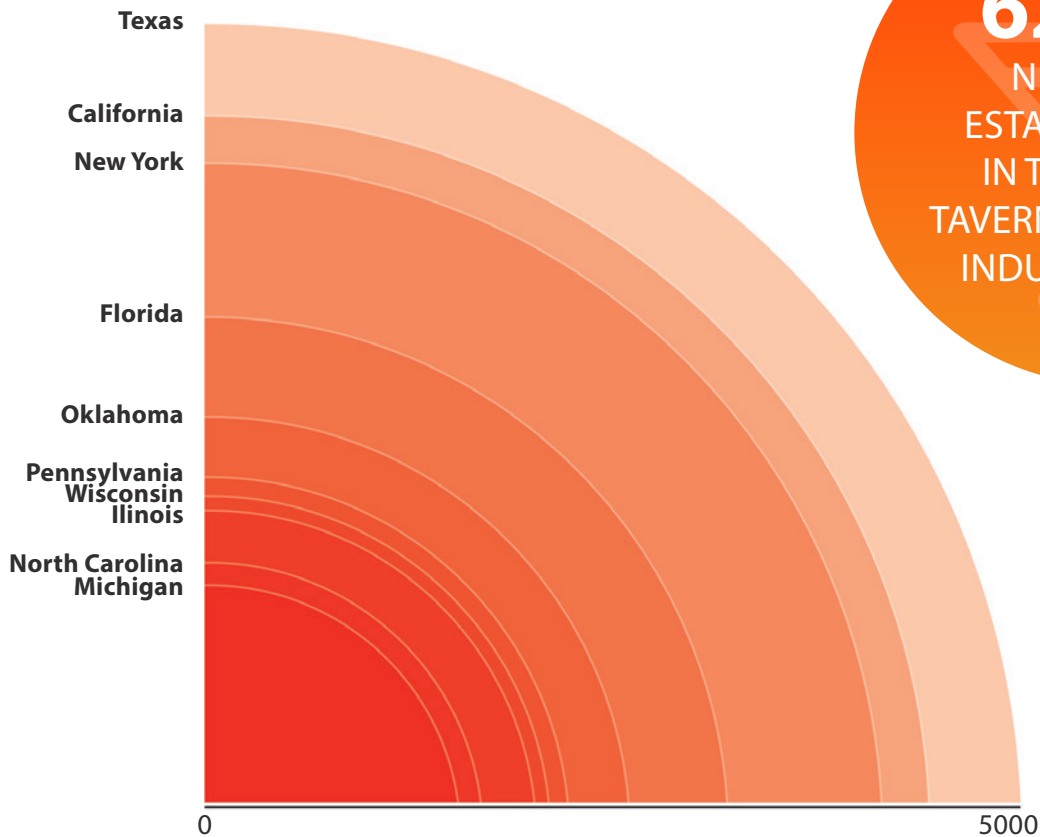| 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |

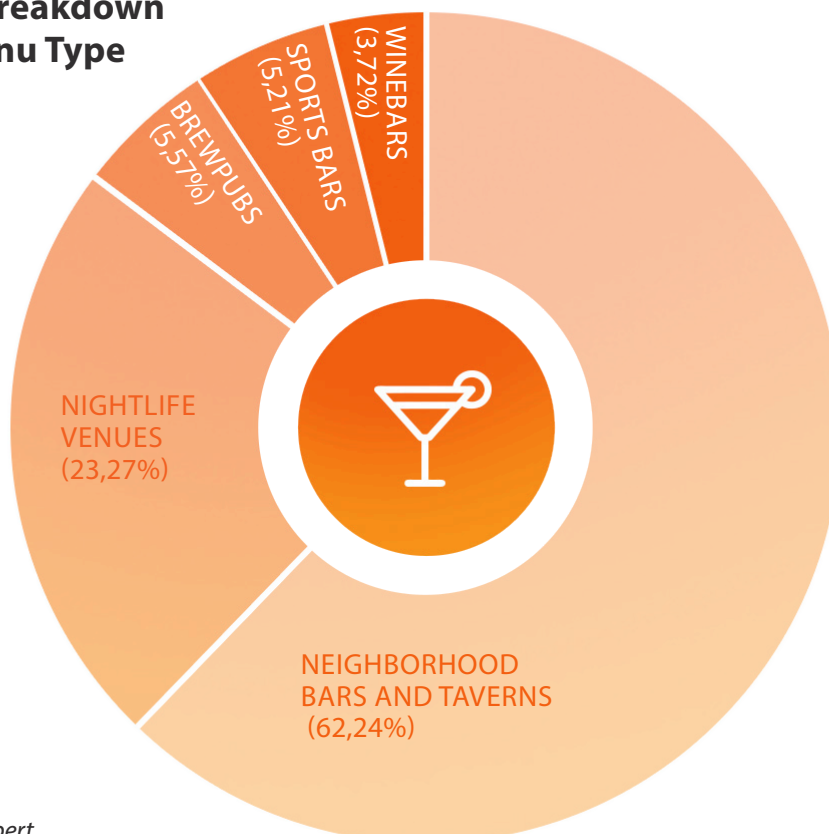IN THE FALL OF 2017 THE TOTAL U.S. RESTAURANT COUNT REACHED AROUND
647 000
UNITS.

Source: Statista 2018

Bars, Taverns & Nightclubs

Top Ten States with the highest number of Bars and Nightclubs in terms of number of Units.

Texas
California
New York
Florida
Oklahoma
Pennsylvania
Wisconsin
Ilinois
North Carolina
Michigan

0   5000

62 602

NUMBER OF
ESTABLISHMENTS
IN THE U.S. BAR,
TAVERN & NIGHTCLUB
INDUSTRY IN 2017

A Quick Breakdown of the Menu Type

BREWPUBS (5,57%)

SPORTS BARS (5,21%)

WINEBARS (3,72%)

NIGHTLIFE
VENUES
(23,27%)

NEIGHBORHOOD
BARS AND TAVERNS
(62,24%)

99%

OF THE TOTAL
NUMBER OF BARS ARE
INDEPENDENT

0,1%

OF THE TOTAL
NUMBER OF BARS
ARE CHAINS

Source: CHD Expert

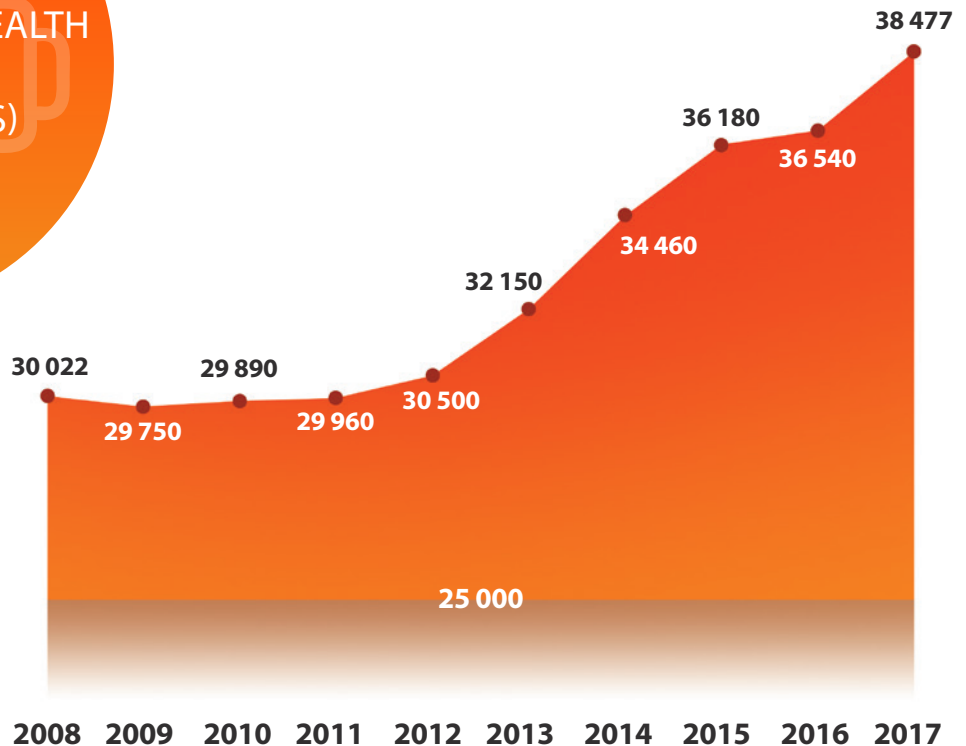# Health Clubs & Fitness Centers

38 477
NUMBER OF GYMS (HEALTH CLUBS /FITNESS CENTERS) IN THE U.S. IN 2017

New IHRSA research shows that more than 70 million consumers visited health clubs in 2017 and 60.9 million Americans are health club members.

Number of health clubs & fitness centers in the U.S. from 2008 to 2017

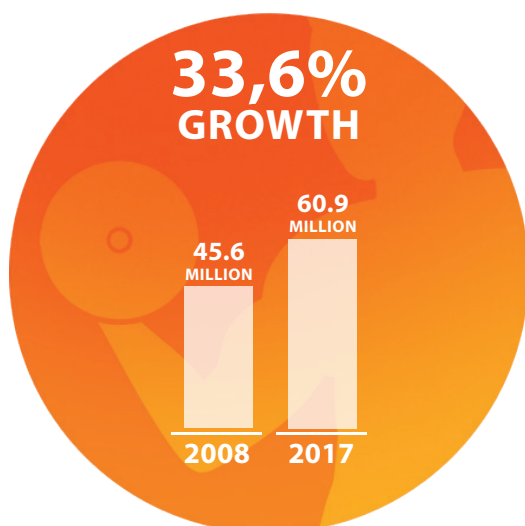| Year	Value
2008	30 022
2009	29 750
2010	29 890
2011	29 960
2012	30 500
2013	32 150
2014	34 460
2015	36 180
2016	36 540
2017	38 477

25 000

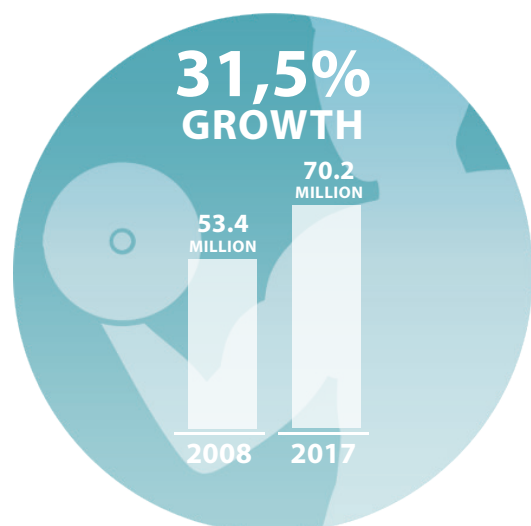The number of individual members totaled 60.9 million, up 6.3% from 57.3 million in 2016.

Of the 298.3 milion Americans age 6 and older, 20.3% were health club members in 2016.

Since 2008, membership has grown by 33.6%, while the total number of club-goers has increased by 31.5%. The total number of health club visits has also increased, amounting to 5.9 billion visits in 2017, up from 4.3 billion in 2008.

Number of health club members

33,6% GROWTH

60.9 MILLION (2017)

45.6 MILLION (2008)

Number of health club consumers

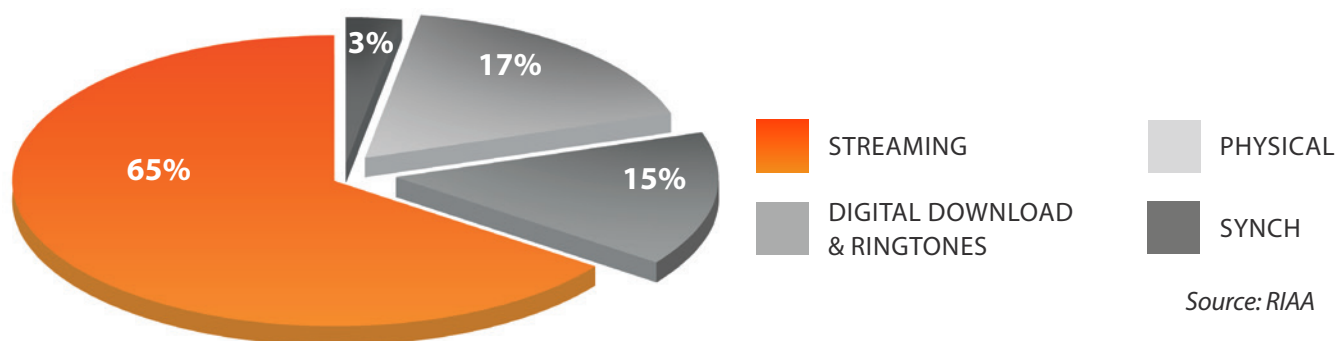**31,5%** GROWTH

70.2 MILLION (2017)
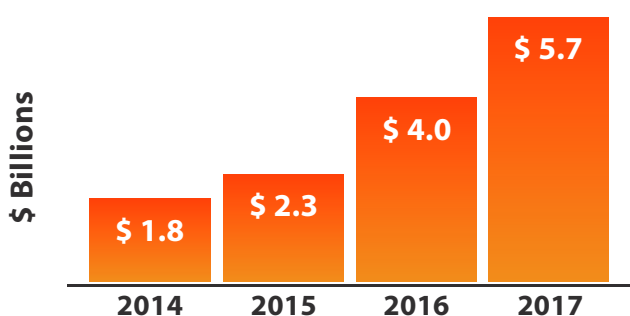
53.4 MILLION (2008)

Source: IHRSA

U.S. Music Industry Revenues

As the RIAA shows, streaming music platforms represented almost 2/3rd of total U.S. music industry revenues in 2017 and led to nearly all of the growth.

`The streaming category covers revenues from subscription services, streaming radio services and ad-supported on-demand streaming services.
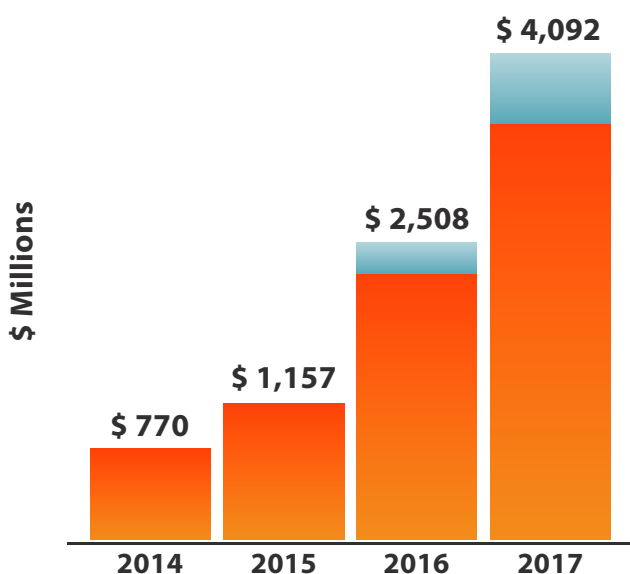

65% STREAMING
3% 17% 15%

STREAMING
DIGITAL DOWNLOAD & RINGTONES
PHYSICAL
SYNCH

Source: RIAA

Streaming Music Revenues

$ Billions

$ 1.8 — 2014
$ 2.3 — 2015
$ 4.0 — 2016
$ 5.7 — 2017

Total revenues from streaming platforms were up 43% to $5.7 billion, and **in 2017 made up 65% of total industry revenues.**

Source: RIAA

U.S. Paid Music Subscriptions Revenues

$ Millions

$ 770 — 2014
$ 1,157 — 2015
$ 2,508 — 2016
$ 4,092 — 2017

Paid subscriptions were the biggest growth driver for the music industry in 2017. **Year-over-year revenue growth of 63% brought total subscription revenues to more than $4 billion for the first time,** making it by far the biggest format of recorded music in the United States, comprising 47% of the total market.
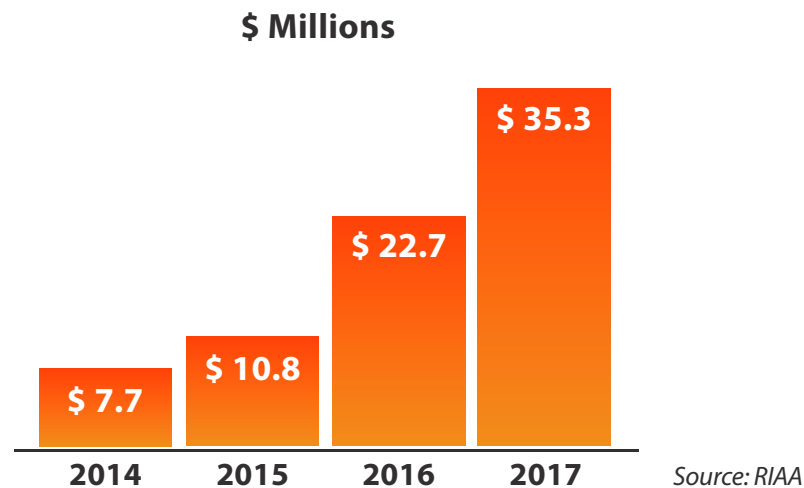
FULL SERVICE   LIMITED TIER

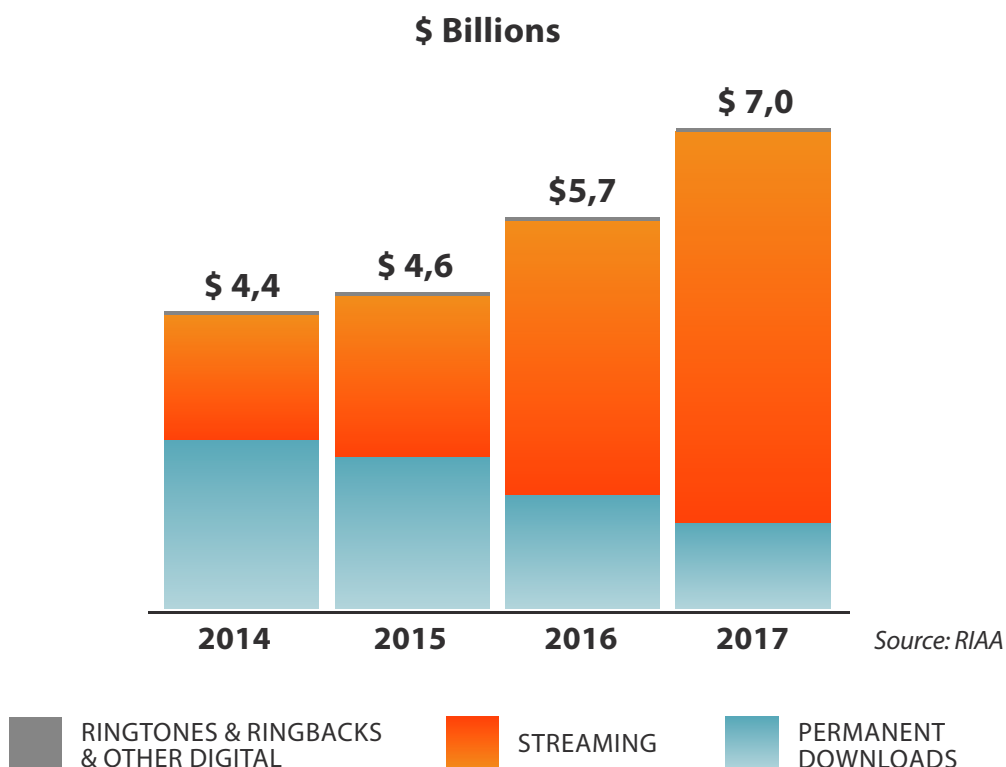*Source: RIAA*

Streaming Music Revenues

Subscription growth resulted from continued rapid user adoption, as the number of paid subscriptions to full on-demand services grew 56% to average 35.3 million for the year, compared with 22.7 million in 2016.

Revenues from on-demand streaming services supported by advertising grew 35% to $659 million in 2017.

$ Millions

Year	Value
2014	$ 7.7
2015	$ 10.8
2016	$ 22.7
2017	$ 35.3

Source: RIAA

U.S. Digital Music Revenues

The total value of digitally distributed formats in 2017 was $7.0 billion, up 22% from the prior year, and contributed 82% of total industry value.

$ Billions

Year	Value
2014	$ 4,4
2015	$ 4,6
2016	$5,7
2017	$ 7,0

Source: RIAA

RINGTONES & RINGBACKS & OTHER DIGITAL   STREAMING   PERMANENT DOWNLOADS

THE IMPORTANCE OF MUSIC FOR BUSINESSES

The survey „Uncovering a Musical Myth" reveals that **appreciated music makes almost 4 out of 10 stay longer in a business in a public place.** Further, 31% of all people return, 21% recommend the business to others and 14% also say they buy more. In other words, music is very important to businesses.

When
MUSIC
that I appreciate is played in a public place, it can make me

Re-visit   Stay longer   Recommend the place to others   Buy more

The results from the survey further show that the younger the person is, the more important the music is. Half of 16-24 year olds stay longer and close to 4 out of 10 choose to come back to a business that plays music which they appreciate.

WOULD YOU RE-VISIT A BUSINESS THAT PLAYS MUSIC WHICH YOU APPRECIATE?

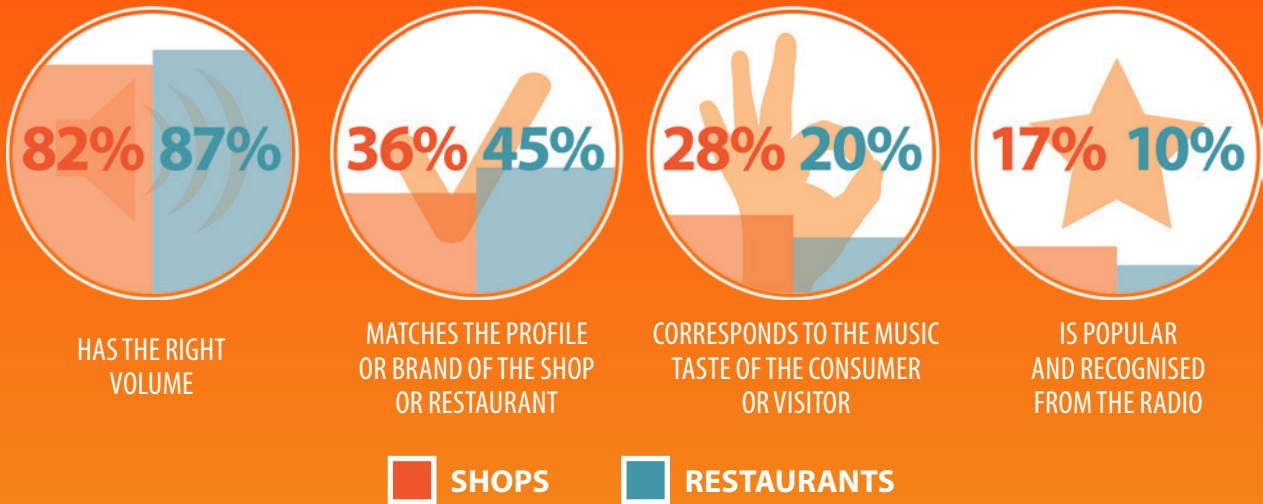| 39%	28%	25%	7%
WOULD OR MOST DEFINITELY WOULD	WOULDN'T OR WOULDN'T AT ALL	NEITHER WOULD NOR WOULDN'T	DON'T KNOW

The results from survey show that consumers think music, and most importantly 'the right music' is important for brands and businesses.

IT IS IMPORTANT OR VERY IMPORTANT THAT THE MUSIC BEING PLAYED...

82% 87%	36% 45%	28% 20%	17% 10%
HAS THE RIGHT VOLUME	MATCHES THE PROFILE OR BRAND OF THE SHOP OR RESTAURANT	CORRESPONDS TO THE MUSIC TASTE OF THE CONSUMER OR VISITOR	IS POPULAR AND RECOGNISED FROM THE RADIO

◼ **SHOPS**　　◼ **RESTAURANTS**

THE ABSENCE OF MUSIC IS A NEGATIVE

What about silence? **32-41% of the respondents say they would react negatively or very negatively to silence.** More precisely, the absence of music in business such as a shop, restaurant, hairdresser or at the shopping mall.

And more than 6 out of 10 16-24 year olds would react negatively or very negatively if a gym didn't play music.

BUSINESS MODEL

Moozicore business model is based on three sources of revenue

SaaS

For a monthly subscription fee venue owners get access to a web panel which allows them to create playlists from millions of songs from Moozicore's fully licensed library with the opportunity to let customers engage with the music right form their smartphones.

Microtransactions

Venue's customers pay with Coins to vote for upcoming songs, add songs to venue's playlist and request songs to be played next.

Ads

Moozicore integrates background music service with TV screens in venues for better engaging the customers and also allowing in-location advertising for brands.

MOOZICORE TEAM

FOUNDERS

ADAM KRZAK
CEO | Co-Founder
Entrepreneur

HUBERT KAWICKI
CFO | Co-Founder
Business Finance

SZYMON PIEKARZ
CTO | Shareholder
Blockchain
& App Developer

ANNA PASZEK
Legal Advisor | Shareholder
Founder of Uniqorn Advisory

FATI HAKIM
Strategic Project Manager
ICO Financial Advisor

MAURO ANDRIOTTO
Financial Advisor
Prof Corporate Finance
EU Comission
and Big 4 Consultant
CEO @ AFS

ALEXANDER WERMESCHER
Business Development Manager
ICO Project Manager

MOOZICORE TEAM

ADVISORS

KAMIL GOLISZEWSKI
ICO Advisor

Founder of UnStock
(aquired by Slidely in 2017)

JOHN MCAFEE
ICO Advisor

Tech Pioneer & Visionary
ICO Investor

STEVEN STANLEY
PR Director

35-years experience
in Marketing

PIOTR DANELSKI
VC Advisor | Shareholder

Early-stage
Private Investor

KIM FAIST
Outside Sales Consultant

ICO Advisor

ROADMAP

2016

4Q — **Moozicore** concept created
ᴵᴵᴵoozicore

2017

1Q — Market Research

2Q — **Trademark Registration** (TM)

3Q — "M" in best startup **logos** in 2017 / Team Expansion

2018

1Q — Moozicore **Token preSale**

2Q — Platform development finish **(HTML, iOS, Android)**

3Q — **Platform beta testing starts** / Moozicore website launch

2019

2Q — Moozicore Token **public Sale / IEO**

3Q — Service licencing finish / **Moozicore** launch in the USA

2020

1Q — **Moozicore** launch in Japan

2Q — **Moozicore** launch in China

MZI and MZG will leverage the current industry standards – Ethereum blockchain – for issuing custom digital assets and smart contracts. By conforming to the ERC-20 token interface, MZI will be compatible with existing Ethereum infrastructure, such as wallets and exchanges.

The Ethereum Virtual Machine (EVM) allows the deployment and execution of smart contracts, enabling complex issuance rules for crypto-currencies like MZI and MZG. **EVM eliminates any question of trust and protects the transacting parties against fraud.** These powerful features and dynamic ecosystem make Ethereum a strong fit for Moozicore tokens.

Moozicore App integration with Ethereum wallets provides venue owners and customers fully secured and easy sending of MZI and MZG as long as both the sender and the recipient are using an Ethereum wallets.
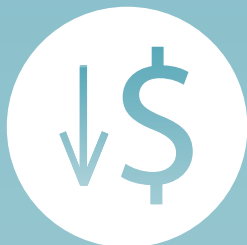
BENEFITS OF ADOPTING MOOZICORE TOKENS

Moozicore tokens will create benefits for both venue owners and venue customers:

VENUE CUSTOMERS

Venue customers can benefit from buying Moozicore tokens in preSale and Sale by:

Getting significant bonuses which means in fact **lower unit price for Moozicore tokens** (for example 1 MZI ≈ $0,01 in first week of preSale) instead of buying Coins in Mooziore App for regular price $0,05 **(80% discount!)**

Having the **ability to transfer Moozicore tokens to other Moozicore App users** and by this enable to strengthen the influence on voting by engaging more people in voting for their favorite songs
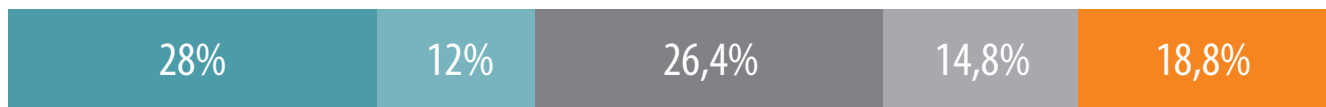
VENUE OWNERS

Venue owners that adopt Moozicore tokens in their marketing strategies will benefit from increase in customers engagement in their locations. **According to latest statistics 4 out of 10 customers stay longer in a places where appreciated music is played.** This will translate directly to more revenue to venue owners.

TOKEN PRESALE & IEO

Token preSale will take place on:

www.tokensale.moozicore.com

Token	Payment	Base Rate	Protocol
MooziCoin (MZI)	Ethereum (ETH)	1 ETH = 70 000 MZI	ERC-20

MZI Token structure
(250 Million Total Supply)

28%	12%	26,4%	14,8%	18,8%

- SALE CONTRIBUTORS
- BONUSES CONTRIBUTORS
- RESERVE FUND
- USER GROWTH
- MOOZICORE TEAM

MZI Token preSale

Start date:	January 2nd, 2018 10:00 a.m. GMT+1
End Date:	January 29th, 2018 23:59 p.m. GMT+1
Total MZI Supply:	250 000 000
Currency accepted:	ETH
MZI base rate:	1 ETH = 70 000 MZI
Minimum purchase amount:	0,05 ETH
Maximum purchase amount:	No limit
Soft Cap:	300 ETH
Hard Cap:	166 000 000 MZI [max 1953 ETH]

Bonuses offered based on the timing

WEEK 1 2 Jan - 8 Jan	100 000 MZI for 1 ETH
WEEK 2 9 Jan - 15 Jan	95 000 MZI for 1 ETH
WEEK 3 16 Jan - 22 Jan	90 000 MZI for 1 ETH
WEEK 4 23 Jan - 29 Jan	85 000 MZI for 1 ETH

MZI are received immediately upon purchase

After running out of Contributors pool (Sale and Bonuses) the Reserve Fund will be offered for sale.
Upon reaching the hard cap, the preSale will end immediately.
Any unsold MZI will go to the Users Growth pool.

Users Growth and Moozicore Team Token Supply

MZI Gold Token

50 000 000 MZG

will be reserved and used to promote users base growth and create incentives for venue owners to adopt and facilitate the sale of MZG to clients.

147 000 000 MZG

will be reserved for shareholders, advisors, partners and team expansion.

Users Growth and Moozicore Team tokens will be locked until December 31, 2019.

MZI to MZG Token Conversion

Conversion Process of MZI token to MZI GOLD token for preSale contributors.
The new MZI GOLD token is subject to the Anti Money Laundering ("AML")
and Know your customer ("KYC") procedures according to Directive (EU) 2018/843
of the European Parliament and of the Counsil of 30 May 2018 that is one of the mandatory
requirements to be listed on the world's top cryptocurrency exchanges.

MZI tokens which have not been converted to MZI GOLD, will be still used in Moozicore App.
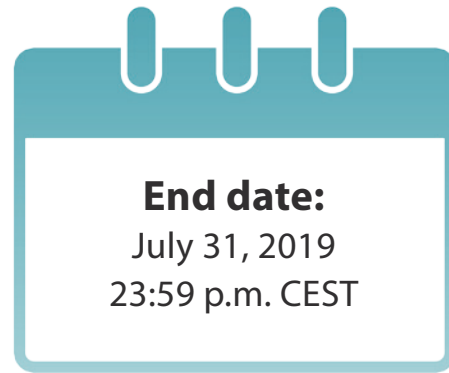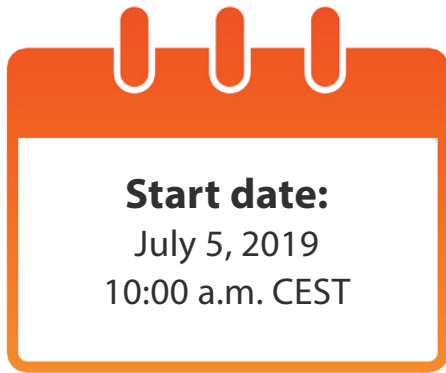
MZI GOLD Token structure
(1 000 000 000 Total Supply)

50%	11%	20%	5%	14%

- PUBLIC SALE / IEO
- preICO PUBLIC SALE (MZI Converted)
- REFERRAL & BOUNTY PROGRAM
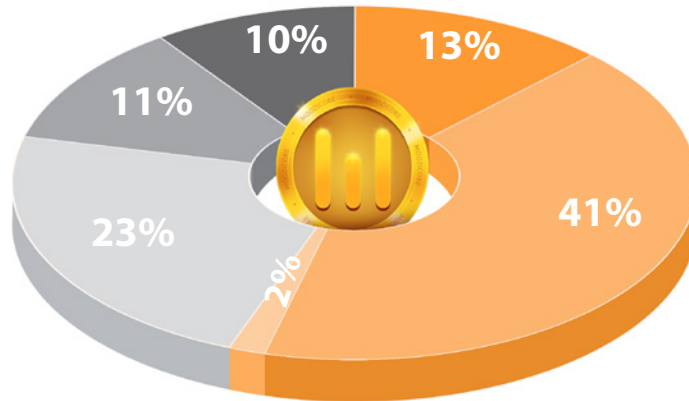- USER GROWTH
- MOOZICORE TEAM

Initial Exchange Offering

Start date:
July 5, 2019
10:00 a.m. CEST

End date:
July 31, 2019
23:59 p.m. CEST

ROUND 1	Date	Pool	Price
CoinBene		40 000 000	
LATOKEN	05/07 - 11/07	26 000 000	$0,0185
Sistemkoin		21 000 000	
ExMarkets		4 000 000	

ROUND 2	Date	Pool	Price
CoinBene		40 000 000	
LATOKEN	12/07 - 18/07	26 000 000	$0,0222
Sistemkoin		21 000 000	
ExMarkets		4 000 000	

ROUND 3	Date	Pool	Price
CoinBene		40 000 000	
LATOKEN	19/07 - 31/07	26 000 000	$0,0241
Sistemkoin		21 000 000	
ExMarkets		4 000 000	

DISTRIBUTION OF FUNDS

Token preSale

Service development
Mobile App (Android, iOS), Web Panel (HTML5) and backend development.

Content supply set-up
Supply of over 20 million fully licensed tracks.

Tech support
Backend technical support.

Service licensing in the US
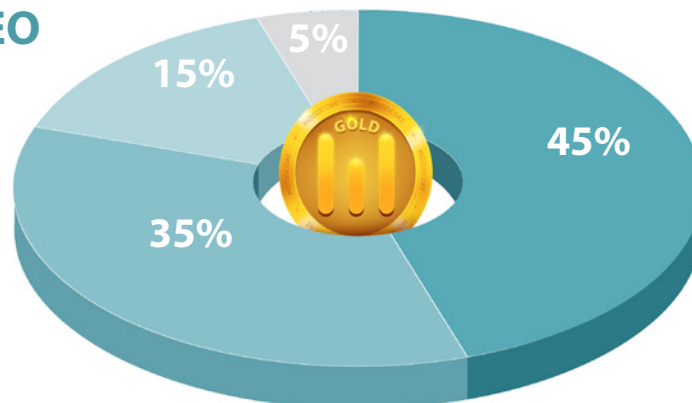Licensing process for on-demand music streaming service for commercial use.

Marketing
User growth and distribution model implementation in the US market.

General & Administrative
Business operating costs.

Public Sale | IEO

Marketing
Marketing strategy for expansion of Moozicore business across a wide range of new public locations throughout the U.S. and push further into the Asian markets.

Platform upgrade & support
Service upgrade & backend technical support.

Service licencing
Licensing process for on-demand music streaming service for commercial use for Japanese and Chinese markets.

Legal & Finanse
Legal and accounting costs.

Legal implications with MZI GOLD Tokens

MZI GOLD is a utility token, issued on the Ethereum platform on the basis of an ERC20 standard contract, that can be used as form of payment for Moozicore service. Ownership of MZI GOLD carries no rights express or implied other than a right to receive the MOOZICORE service, if and to the extent the MOOZICORE service has been successfully completed and launched in particular country. Especially, Participant of Token Sale understands and accepts that MZI GOLD do not represent or constitute any ownership right or stake, share or security or equivalent rights nor any right to receive future revenues, shares or any other form of participation or governance right in or relating to the MOOZICORE service or any entity from MOOZICORE INC. Group. Participant of Token Sale understands and accepts that he has no right to claim as holder of MZI GOLD any intellectual property rights, equity or equivalent rights or any other form of participation in or relating to the MOOZICORE service and/or any entity from MOOZICORE INC Group.

Limitations on purchasing MZI GOLD Tokens

By purchasing MZI GOLD tokens the Participant of Token Sale represents and warrants that:

- the Participant of Token Sale is not a citizen or resident of a country, whose legislation conflicts/restricts exchange of tokens/cryptocurrencies and/or the MOOZICORE service in general;

- the Participant of Token Sale is not a citizen or resident of the USA; nor U.S. Person within the meaning of Rule 902 of the U.S. Securities Act of 1933;

- the Participant of Token Sale is not a citizen or resident of countries listed in COMMISSION DELEGATED REGULATION (EU) 2016/1675 of 14 July 2016 supplementing Directive (EU) 2015/849 of the European Parliament and of the Council by identifying high-risk third countries with strategic deficiencies eg.: Afghanistan, Bosnia and Herzegovina, Guyana, Iraq, Lao PDR, Syria, Uganda, Vanuatu, Yemen, Ethiopia, Sri Lanka, Trinidad and Tobago, Tunisia, Iran, Democratic People's Republic of Korea (DPRK) .

Know Your Customer procedure (KYC/AML)

Any participant of Token Sale who wants to acquire MZI Gold tokens must register at https://tokensale.moozicore.com and pass required by law Anti Money Laundering ("AML") and Know your customer ("KYC") procedures. The status of Participant of Token Sale is subject to restrictions required by applicable law, described in Terms, AML and KYC procedures.

Procedures will be conducted according to laws of European Union and Republic of Poland, especially Commission Delegated Regulation (EU) 2016/1675 of 14 July 2016 supplementing Directive (EU) 2015/849 of the European Parliament and of the Council by identifying high-risk third countries with strategic deficiencies.