

MONETHA PLATFORM

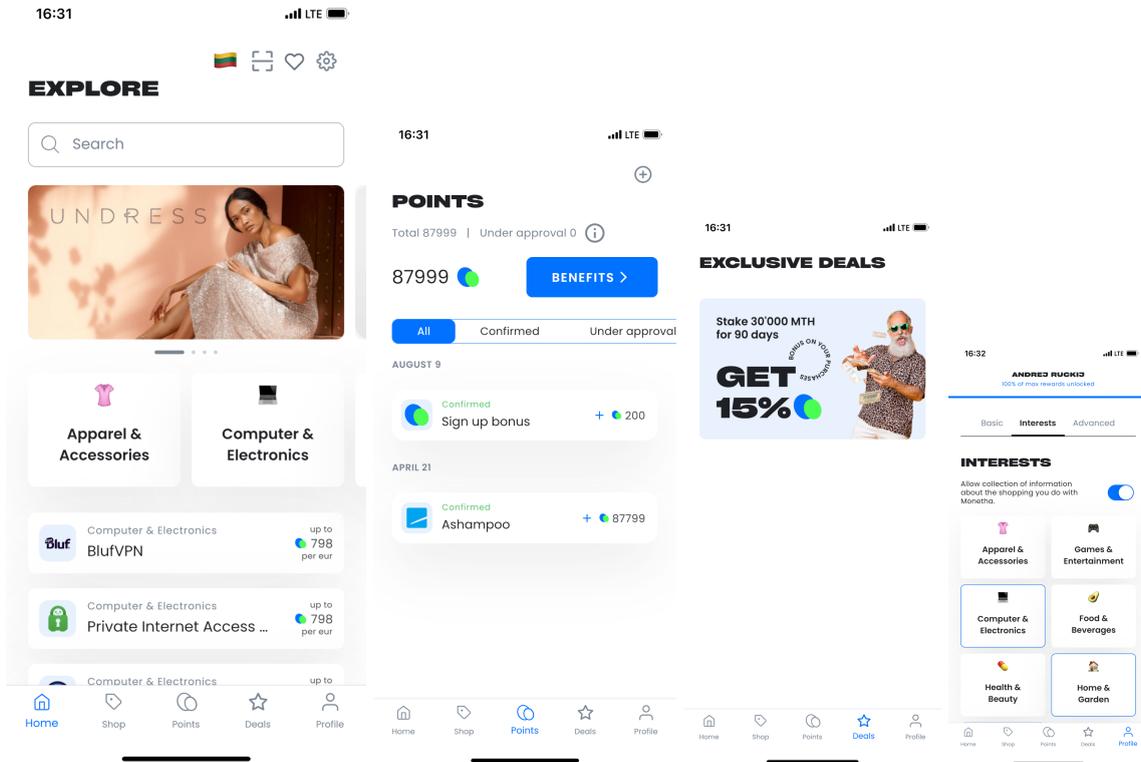


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INTRODUCTION

Hello Reader,

The open secret within the marketing industry is that it's built on exploiting our data.

For example, when you mention something to a friend, you are bombarded with adverts. Tech giants track everything we do online to follow our movement and understand our behavior. They collect this information, aggregate it, and sell it to anyone who wants to advertise.

People can use various tools to prevent tracking and become more anonymous, reducing their own user experience and losing convenience. That's why we believe if users take back control of their digital footprint, it will create a direct and fair interaction between users and businesses where both sides win.

Monetha allows people to manage their digital profiles and be rewarded for their data. In return for sharing their data with companies of their choice, people earn points they can redeem for products, vouchers, and crypto or access exclusive deals and unlock discounts. And companies knowing your preferences will have a higher chance of providing a better service to you and winning your loyalty.

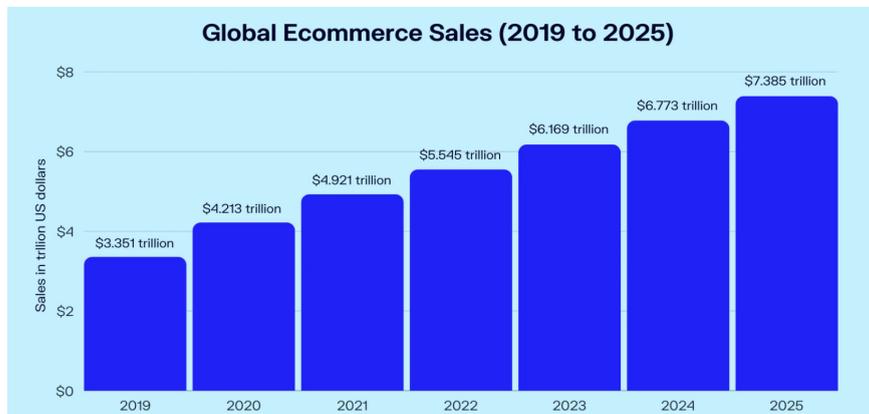
Your digital profile becomes like a global discount card that unlocks many great benefits of the value varying between 5 and 100 USD per month.

Monetha empowers the people! And we invite you to join our journey!

*Regards,
Monetha Team*

MARKET OVERVIEW

Ecommerce is growing



Global eCommerce sales are expected to total \$5.545 trillion worldwide in 2022. This number is expected to continue growing over the coming years, proving that eCommerce is becoming an increasingly lucrative business option.

Of the total global retail sales in 2022, 21 percent is expected to come from online purchases. That is, \$0.21 of every \$1 spent on retail goods this year will be done over the internet.

Online sales will continue to rise, taking a larger piece of the retail pie. By 2025, world retail eCommerce sales will exceed \$US 7.3 trillion, and the overall eCommerce share of retail sales will hit 24.5 percent.

The divide between online and in-store transactions widened significantly in 2020 and 2021 due to the coronavirus pandemic. With brick-and-mortar stores shut to curb the spread of the virus, consumers flocked online to make their purchases. Experts say the pandemic has accelerated the shift to online shopping by as many as five years.

But that's not the only reason eCommerce is on the rise. The infiltration of technology into consumers' lives significantly impacted growth. DataReportal's latest Global Overview Report shows the number of people shopping online worldwide grew by ten percent in 2022 to hit \$US 3.78 billion. Up to 60.1% of all online purchases were attributed to mobile devices.

It's no surprise that online sales will continue growing as consumers feel increasingly comfortable with the ease of shopping on mobile devices.

Challenges in Retail

Consumers are Choosing Multichannel Buying Experiences

With more complete e-retail experiences available, and shipping times greatly reduced, it is little wonder around 96% of Americans utilize online shopping in one way or another.

However, those same Americans spend about 65% of their total shopping budget in traditional brick-and-mortar locations. In other words, while almost everyone is shopping online, Americans still make more in-store purchases.

Customers are moving seamlessly between online and offline experiences and are open to retailers who can best facilitate these transitions. The explosion in mobile retail means in-store research, and access to loyalty is now more common than ever. Customers are looking for retailers that they can trust to deliver exceptional service time and time again. The right customer data can help them by creating an omnichannel customer experience that allows consumers to interact wherever and however they wish by incorporating real-time feedback across channels and devices – engaging the customer wherever they may be.

To Attract Customer Loyalty, Retailers Need an Experience That Stands Out

Customer experience is the biggest contributor to brand loyalty, with a negative experience being the most significant factor affecting a customer's likelihood to make a repeat visit.

While promotions and offers can certainly contribute to helping customers feel like they are special, the real key to an outstanding experience is personalization. Getting to know customers from their previous purchases and interests can help retailers drive loyalty. These insights can be gleaned from data.

Personalized content and offers can be delivered via the customers' preferred contact method – even a personalized email subject line can make a world of difference – anticipating their wants and needs and guiding them down the sales funnel towards their next purchase.

Privacy is a growing concern

Privacy is becoming a growing concern for consumers, eShops, and publishers. We can draw the following conclusions from the [KPMG report](#) on data collection practices:

- Over the past year, 70% of the companies analyzed by KPMG expanded their collection of personal consumer data. Some 75% of the business leaders polled said that they're comfortable with the level of data their company collects. 29% of companies admitted that their company has sometimes used unethical means to collect private data;
- People are becoming even more skeptical and wary about their data being collected on the consumer front. 86% of the respondents said they are concerned about data privacy, while 78% expressed fears about the amount of data being collected. Some 40% of the consumers surveyed don't trust companies to use their data ethically;
- 51% of consumers were worried about data being sold. Ironically, only 17% of the business leaders surveyed said their company sells data to others, a sign that businesses need to be more transparent about this practice to try to alleviate consumer fears.

McKinsey and Ernst and Young also share this vision:

- [Monetizing Data: A new source of value in payments](#)
- [When all our data can be monetized, will privacy be a luxury for the rich?](#)

Europe's GDPR

Europe's GDPR is leading the charge in customer privacy protection. Since the enforcement of GDPR in May 2018, numerous privacy acts have been voted on globally, such as California's CCPA in January 2020, Brazil's LGDP in September 2020, Virginia's CDPA in March 2021, and more are on the way.

The overall goal of these acts is to put a frame around first, second, and third-party data and their definition. Previously data was collected without the user's consent and kept for an undetermined time.

In a nutshell, "personal data" protection becomes a fundamental right. These regulations now require companies to inform users about the data collected about them and get explicit consent for its processing. The term "personal data" extends to any data considered PII (Personally Identifiable Information). The PII status for a data point can be quickly achieved as two parties crossing their databases will identify a specific user. For example, an action recorded from a particular IP address and collected by a website is PII. This is because the user can be personally identified if crossed with records from their ISP (Internet Service Provider).

Essentially it created a risk in the Ad (tracking) industry, which relies heavily on crossing and matching first, second and third-party data coming from thousands of sources to generate an extremely accurate user profile, sometimes expanding to over 50000 data points for a single user. Typically, each user will have hundreds of data points associated with them. Enacted privacy acts essentially limit this process, forcing companies to request and receive user consent for collecting their data, informing them of the purpose of any data collection, and limiting the storage time of this information.

Apple's ATT (App Tracking Transparency)

Adding to the Privacy Regulations, Apple released a feature in iOS 14.5 in September 2021, obliging the consent from users to be tracked in the applications. The objective was to limit ad tracking: only 20% of users opted-in and gave their permission to be tracked.

Marketing costs are outgrowing inflation

Over the last several years, you may have stumbled upon many similar articles and reports on the topic:

- [Higher prices and weaker targeting push companies to rethink digital ads](#)
- [Merkle's Digital Marketing Report 2021](#)
- [Digital ads: More expensive but reaching fewer consumers](#)

According to the latest Merkle report, ads are becoming more expensive. Impressions on Facebook have decreased by 1%, while the CPM price has increased by 8% and was as high as 46% during Q3 compared to a previous period. Many offline businesses reached out to the online world due to pandemics between 2020 and 2021, which increased market competition. Additionally, more GDPR-related rules and especially Apple's privacy updates have seriously impacted retargeting campaigns and lowered the overall CTR performance.

This trend has also affected paid search strategies. A CPC, on average, has increased by 14% throughout 2021, leading to a drop in ad spending by 13%. Simply put, every marketing dollar can no longer drive the same amount of revenue to eShops as it did in the past.

These marketing trends force companies to seek new opportunities to win over their audience. It also forces them to move their advertising to more recent social media platforms

like Pinterest, Snapchat, and TikTok. However, experts envision that the price of advertising on those platforms is in the early phase of growing and following the same trends as Facebook and Google.

In addition, today's reality is that social media strategies need to be staffed (by you or your team), and ads need to be paid/boosted. There is no way to get around it – whether you do it or hire an agency, the marketing budget needs to be spent. Paid ads aside, the time spent to manage a social media strategy alone costs time (and time = money).

Although ad-spend on Facebook increased by 68% year-over-year in Q2 2021, impression growth did not follow the same pattern and was up only by 14% year-over-year, suggesting increased competition and CPM on the channel. Additionally, as the amount of content flooding Facebook has risen, each post from businesses or individuals is seeing less reach on average. In turn, each post doesn't elicit the same purchasing behavior from customers as it once did.

To sum up:

- GDPR complicated targeting for advertisers. Without knowing the conversion, FB and Google algorithms can't be trained properly to reach the right audience.
- Organic social reach is almost no longer feasible for businesses due to changes in the Facebook Newsfeed model in 2018. All social media has become almost purely a paid acquisition channel similar to a TV.
- Re-targeting stops working completely or requires much more effort to set up server-side tracking. This becomes complicated for small and medium-sized businesses that hire marketing agencies to take care of their marketing strategy.

Personalization is a key driver

Personalization becomes a key driver in building a loyal consumer base. Emails and social media presence were excellent marketing strategies for digital-native brands to keep a personal touch with their customers. However, the flooding of content on both channels is starting to build up customers' general frustration, leading to a switch in user behavior trends.

Consumers started to receive so many poorly personalized emails in their inboxes that it became difficult to set your brand apart from your competitors. Emails get lost in the shuffle because people are overloaded. According to a Hubspot survey, 51% of recipients claim to have canceled email subscriptions because of the number of emails received. Even though

the unsubscribe rate of eCommerce-related emails is reaching only 5%, it is an alarming KPI for eCommerce-related businesses.

Though social media encounters a different consequence, the increase in spending on paid advertising in social media continues to degrade organic outreach as the platforms get flooded with more business content. Many small and medium businesses rely on social platforms to track their business. They usually have lean marketing budgets that demand a return on investment. Organic outreach on Google and social media decreases due to increased paid advertising costs and the inability to retarget users accurately.

Everything mentioned above makes customer retention a growing problem. According to the latest market research, returning customers lead to 68% of revenue due to a much lower acquisition cost. Losing or missing this additional revenue opportunity would mean losing the competitive advantage in new user acquisition. Affordable loyalty programs that enable you to enrich your customers' profiles while building gamification to engage with your customers is a new trend in customer retention.

The current level of personalization that most eShops fall back on is limited to what information they have about their customer. At present, this information is strictly limited to their purchase history and comes without having a truly personal affinity with their audience or an understanding of their interests.

The user profile is often a defining factor for their interaction with an eShop. It includes:

- the traffic source (what were they doing before finding you);
- the device the user is on (how much attention do you have from a user);
- how they interact with your site and products they're interested in;
- Are they returning visitors (ones who didn't purchase) or returning customers?

This profile is readily available through standard tools like Google Analytics. However, on its own, it doesn't allow you to learn about the customers' purchase intentions to adjust marketing activities. A set of data mining techniques needs to be applied by a team of data analysts to crunch the data and convert it to suitable material for the marketer to engage with the audience in a personalized fashion. This is less of an issue for larger enterprises; however, small and mid-sized companies will find it a daunting task due to the complexity of the problem and the lack of resources.

Consumers can control the data

It's a well-known requirement that GDPR, CCPA, and other privacy regulations entitle service providers to make all the collected personal information available to the user. While this is happening either on request or as an action hidden somewhere deep in the account settings, it's a matter of time before this data becomes programmatically accessible. Google and Facebook will no longer be walled gardens for users' data, and consumers themselves will control and utilize the data spread across multiple platforms and services.

Those who want to prevent tracking or stay anonymous already have plenty of tools to achieve their privacy goals (e.g., starting from a simple non-techy action of not posting their home address to Facebook despite the option being available as a profile attribute :)).

Technology makes it possible for users to control and maintain their digital profile on their devices instead of leaving it solely under the control of Facebook, Amazon, Google, or other tech platforms.

We offer a solution that allows a user to maintain their digital profile with the ability to monetize their information or share it with local and smaller brands or services they already love in order to get personalized offers and better deals.

MONETHA PLATFORM

Monetha App for consumers

Monetha is a global rewards program. People earn points in return for maintaining their online profile and sharing their data with companies. And they can spend these points in our redemption catalog for products, vouchers, and crypto or access exclusive deals and offerings. In other words, users can use their digital profile like a global discount card that unlocks many great benefits of the value varying between \$US5 and \$US100 per month.

The Monetha user has access to a global list of online and offline partners that are part of the Monetha network, including online shops, retail outlets, bars, and restaurants.

Every time users interact with a Monetha partner company, they earn points in return (it can reach up to 70% of the price). If a user wants to increase the number of points to be earned, he can decide to share the data reflecting their preferences with the Monetha partner company. Data exchange is executed in a secure and peer-to-peer manner with the ability for the user to revoke the access and remove the consent provided for the Partner to use their data for marketing and personalization purposes.

- Global list of Merchants and Partners
- Users get higher rewards with a richer profile
- Overview of whom you've shared data with
- Global rewards redemption catalog: coupons, gift cards, a donation to charity, crypto, and exclusive deals
- Redemption options for cryptocurrencies
- Credit card linking makes it even easier to collect points both online and offline
- Top-up profile with MTH token to unlock special deals and accelerate points accumulation

Monetha B2B offering

Companies that join the Monetha Partners Network get access to a global audience of value shoppers, the benefits of loyalty marketing, and solve the key problems they face at present:

- Skyrocketing acquisition costs via standard paid channels: Meta, Google - which result in wasted marketing budgets and low conversion rates
- Low retention rates because of lack of personalization and complicated retargeting due to new privacy requirements
- Reduced revenue margins due to common and simplified discounting schemes used to drive the first purchase
- Poor customers overview due to lack of knowledge about customer preferences and desires

To solve these challenges, Monetha gives a Partner joining our network a cost-efficient tool that can be effectively used in combination with other marketing efforts.

- Distribute virtual points that the user will earn while transacting with the Partner

Partners can decide the budget that will be distributed to users through points cashback. And, because users are not locked into spending these points on one brand, it is more motivational for the user to return to a specific Partner to earn these points.

Our solution allows the creation of different types of gamification campaigns or even offer higher earning rates for sharing zero-party data with a Partner.

- Issue coupons

Coupons are a great way to ensure money flow and drive conversion. Monetha provides an easy solution to manage these coupons and promote the Brand

- Appear in the redemption catalog

Our redemption catalog is the perfect way to ensure that users who have earned points will return to your shop. In this way, companies can additionally promote new offerings or realize the excessive inventory

Monetha provides eShops with an all-in-one loyalty program plugin, beginning with Shopify and then expanding to major platforms like Magento, WooCommerce, Prestashop, and more.

Retail merchants will get a solution to manage incentivization campaigns to drive more customers to their locations and promote special offers.

In short, the eShop and Retail merchants will be able to use their marketing budgets effectively and do the following:

- Gamify the interaction and distribute Monetha points to their customers for every purchase or activity
- Reward customers for actions taken such as subscribing to a newsletter or referring a friend

- Increase Brand awareness by appearing in a redemption catalog
- Get access to the user's ZPD (Zero Party Data) in exchange for Monetha points

Our solution doesn't require development and is easy to launch and maintain by the business.

GO TO MARKET STRATEGY

Marketing and Strategy

Our focus is on small and mid-sized companies in Europe, the US, and Asia looking to optimize their marketing efforts and increase retention rates.

Despite potential saturation, these markets demonstrate steady growth and a desire for innovation due to high competition and growing urgency related to data protection.

On the business side, we are open to establishing cooperation with Marketing Agencies to help them expand their offering to existing online commerce clients through advanced loyalty marketing possibilities. Also, to grow our user base, we are open to working with affiliates and influencers.

Token usage

Our token extends the possibilities of the platform and contributes to crypto adoption.

Monetha operates with Points (using the earn & burn model) in addition to the crypto native MTH token to enable non-crypto Partners to be part of the platform.

The main function of the MTH Token is to define value for the user's digital profile. It is used to unlock maximum platform benefits for the users: multiplying Monetha points earning rates, accessing community-only deals, getting better redemption options, and conversion rates in case of crypto cash out.

Users can earn Monetha points in several ways with the possibility to multiply earning rates by staking MTH Tokens:

- Interacting with Monetha Partners via the APP and receiving part of the merchant's affiliate commission in return
- Updating their profile, filling out the surveys, and completing other activities defined by Monetha Partners
- Sharing their preferences data (zero party data) with Merchants in exchange for Monetha points

- Users can buy Monetha points at a much better rate with MTH tokens compared to other 'earning' methods
- Partners can also use the MTH token instead of Monetha points to
 - Acquire preferences data (zero party data) from users
 - Incentivize different types of activities to establish a better relationship with customers

Users can exchange Monetha points for the following rewards and benefits in our redemption catalog with improved conditions in case the user is staking MTH Tokens:

- Convert Monetha points to MTH tokens
- Purchase a Gift Card
- Make charity donation
- Apply for discounts within our Partners' network

Users holding MTH Tokens have the following access and benefits compared :

- Accelerate Monetha points accumulation and receive benefits faster
- Participate in Monthly giveaways and special events from Brands within the Partners Network
- Get access to exclusive deals from the Partners Network, which are available only to MTH token holders (e.g., order an iPhone for 10000 Monetha Points, where 1000 Monetha Points = 1\$)
- Convert MTH tokens to Monetha Points

LEGAL

General information

The Monetha token does not have the legal qualification of security since it does not give any rights to dividends or interests. Monetha tokens are not shares and do not give any right to participate in the general meeting of Monetha GmbH. Monetha tokens are a vital part of incentivization between consumers and companies. Monetha tokens shall not be used or purchased for speculative or investment purposes. The purchaser of Monetha tokens is aware that national securities laws, which ensure that investors are sold assets that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

Anyone purchasing Monetha tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs, and benefits associated with the purchase.

Knowledge required

The purchaser of Monetha tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems, and services and that she/he fully understands the risks associated with mechanisms related to the use of cryptocurrencies (incl. storage).

Monetha shall not be responsible for any loss of Monetha tokens or situations making it impossible to access Monetha tokens, which may result from any actions or omissions of the user or any person undertaking to acquire Monetha tokens, as well as in case of hacker attacks.

Risks

Acquiring Monetha tokens and storing them involves various risks, in particular the risk that Monetha GbmH may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring Monetha tokens, any user

should carefully consider the risks, costs, and benefits of acquiring Monetha tokens and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or understand the risks associated with the activity (incl. the risks related to the non-development of the Monetha platform) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire Monetha tokens.

Important disclaimer

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way, nor should it be considered as an offering of securities in any jurisdiction. This white paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. Monetha tokens are just utility tokens that can be used only on the Monetha platform and are not intended to be used as an investment.

The offering of Monetha tokens on a trading platform is made in order to allow the use of the Monetha platform and not for speculative purposes. The offering of Monetha tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the Monetha platform and are not a security.

Monetha GmbH is not to be considered as an advisor in any legal, tax, or financial matters. Any information in the white paper is provided for general information purposes only, and Monetha GmbH does not provide any warranty as to the accuracy and completeness of this information.

Monetha GmbH is not a financial intermediary according to Swiss law and is not required to obtain any authorization for Anti Money Laundering purposes. Acquiring Monetha tokens shall not grant any right or influence over Monetha GmbH's organization and governance to the Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations, or actions may impact Monetha GmbH's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Monetha tokens must be aware

of the Monetha GmbH business model; the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire Monetha tokens acknowledge and understand that neither Monetha GmbH nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

Monetha GmbH will do its utmost to launch its operations and develop the Monetha platform. Anyone undertaking to acquire Monetha tokens acknowledges and understands that Monetha GmbH does not provide any guarantee that it will manage to achieve it. They acknowledge and understand, therefore, that Monetha GmbH (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use Monetha tokens, except in case of intentional misconduct or gross negligence.

Governing law and arbitration

Any dispute or controversy arising from or under the crowdsale shall be resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chamber of Commerce in force on the date when the Notice of Arbitration is submitted in accordance with these Rules. The arbitration panel shall consist of one arbitrator only. The seat of the arbitration shall be in Lugano, Switzerland. The arbitral proceedings shall be conducted in English.