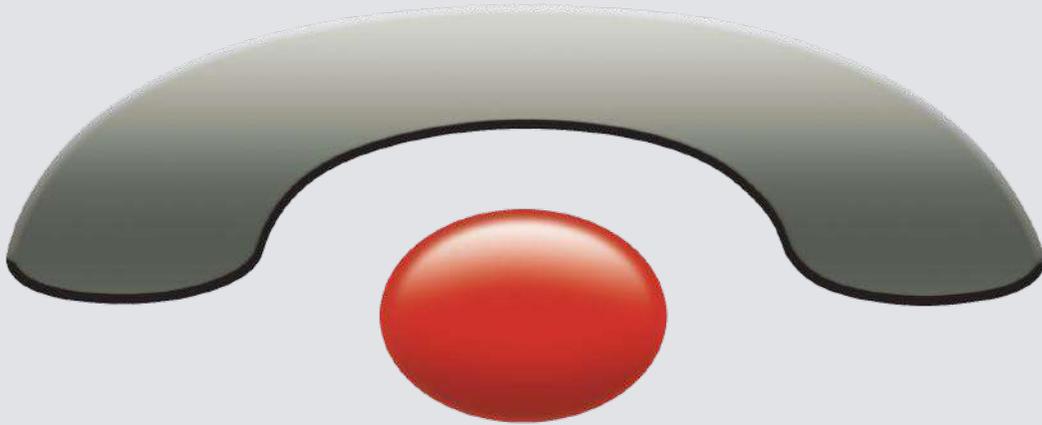


W H I T E P A P E R



EMG

way forward ▶

EMG Coin - Telco Token

Create.Earn.Play.Own.App

www.emeldi.com | www.emgroups.io

Legal & Disclaimer



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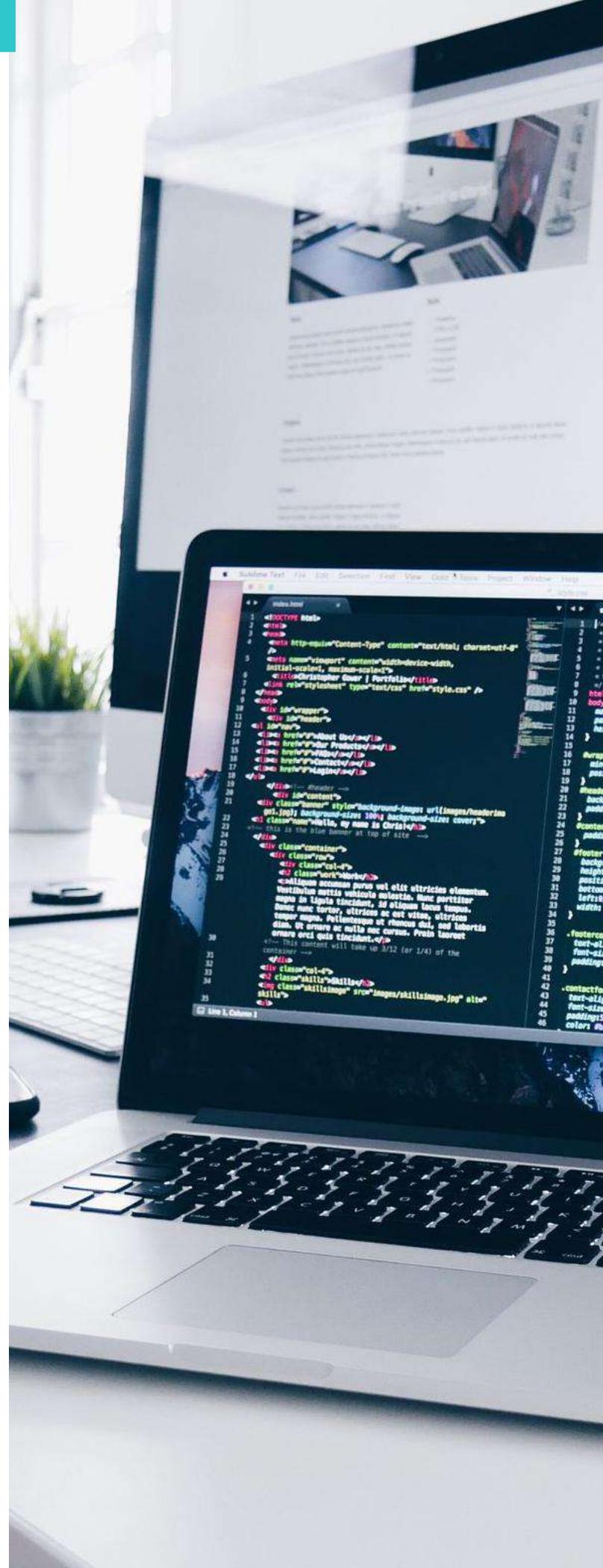
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Overview

The Emeldi family of associated private companies (in UK, Czech Republic, Canada, and Slovakia), has been built over 20+ years. It has a successful reputation in the Telecoms sector with Communications Services Providers (CSPs) providing for their evolving needs for enterprise software in the BSS (Business Support Systems) segment. It employs over 200 people, primarily software designers and engineers. The Telecoms sector is experiencing accelerated disruptive changes; largely driven from external sources of technological change. “Digital Transformation” is the term used in the industry to describe these external challenges and the changes they drive CSPs to adopt. Emeldi companies are actively engaged delivering software solutions to CSP clients to service these new requirements. However, the acceleration of adoption has led Executive Management to launch a new company – EMELDI GROUP (EMG) . What do we intend to do ? How will we do it ? And when ?



1 Executive Summary



Start-up with a Distinctive Difference

The new company EMELDI GROUP will devote itself to the development and commercialisation of software products and services targeting some of the exciting and fast-growing “digital assets” market segments.

The distinctive difference of this start up will be that, in contrast to most other start-ups, it arrives with a rich heritage. It will have at its disposal the portfolio of legacy assets that reside in the existing Emeldi companies.

Leveraging these “legacy” assets is a significant competitive advantage. These comprise:

- a widely-used, state-of-the-art E-Commerce platform; also with integrated CRM and Product Catalogue.
- highly-experienced, talented teams of software engineers and architects with proven track-records of quality and timely enterprise software delivery and integration.
- an impressive, growing list of Tier 1 & 2 clients, that include CSPs, Utilities and Retail Banking with whom Emeldi have intensive relationships and operational knowledge.
- a network of other industry relationships and participations that enable Emeldi quickly to act, adapt and adopt relevant changes in software and other associated technology standards and trends.

So how will this leveraging work in practice?



1 Executive Summary



Targeted Approach

General

A new firm benefiting from a rich heritage is a great competitive starting-point. However, it will be accompanied by a carefully crafted business strategy. This will bring distinctive attributes to the character, culture and trajectory of EMG. These can be summarised as:

- Diversified, targeted growth
- Continuous, differentiated innovation
- Value-driven customer engagement

Diversified and targeted growth: B2B & B2C

Emeldi Group has the ambition and strategic plan to enter the digital assets markets spanning both Business-to-Business and Business-to-Consumer. This is not scope overreach. Our legacy heritage may appear predominantly oriented on enterprise software B2B. In reality, it spans also B2C through our in-depth experience and know-how in the retail customer lifecycle management process that is embedded in our continually upgraded CRM software and deployed at numerous CSPs.

B2B Segment

EMG will continue to invest in its flagship enterprise product, the Emeldi Commerce platform. CSPs and other verticals increasingly see the need to seize the opportunities of online commerce. EMG is working with its' customers to align with these new opportunities, such as Internet of Things (IoT) and Smart Cities services.

In the digital mobility area, retail customers increasingly demand access to always on, end-to-end online services. CSPs in some geographic markets have moved early to address these needs. There still remains an enormous unaddressed market with major growth potential. EMG is moving vigorously into this area. We are building, in phases, a comprehensive Telecom "SuperApp" for commercialisation to CSPs and other service providers that they can deploy as branded solutions for their own end customers.



1 Executive Summary



Diversified and targeted growth: B2B & B2C

B2C Segment

"Start small, but think big !" We have ambitious plans for the B2C segment. Following the leveraging legacy principle, we will deploy our own E-Commerce platform and Emeldi companies' composite practical know-how in CRM processes and retail customer behaviours, to launch in-house our own B2C products and services.

The focus will again be on well-defined specialist market verticals. So, within the scope of our planned launch products there will be available an extension to our E-Commerce platform enabling commercialisation of NFT (Non-Fungible Token) market places.

The initial market vertical targeted, will be a market place for the sale/purchase of contemporary art from well-known and recognised artists. The schedule is to launch in Q2 2022 and then progressively extend the market place by adding supplementary services that attract a community around the subject.

A second product is already identified in another market vertical, this one highly topical: E-Games, with play-as-you-earn. The "Metaverse" is the term coined for this. True to form, EMG will be different. The first phase of our new E-Game is scheduled for Q4 2022 and will be the start of a series of games known as "SuperVerse Discovery".

EMG IDO & other exchange launches

EMG companies today have a track record of reinvestment to fund R&D. However, our scaling-up ambitions and strategic plans require significant and immediate financial investment in order that they come to fruition. To this end, we are launching our own EMG Coin onto three Crypto Exchanges in the near future (targeted in Q4 2022). A significant proportion of the funds raised will be devoted to accelerated development of our software products and services portfolio in accordance with the B2B and B2C product strategies defined.

It is our expectation that potential investors will see the deep value proposition inherent in the targeted aims and underpinning assets and resources that we bring to the EMG enterprise; and that this will convince them to become investors in our journey and beneficiaries of our products and services development and attendant commercial growth.

1 Executive Summary



Continuous and Differentiated Innovation

Both the Telecoms sector and the emerging Crypto industry (DeFi, Blockchains, NFTs, Metaverse, etc) are increasingly driven by rapidly-advancing technological changes and their second-order competitive consequences.

Software architectures, modern programming languages, de facto and industry-wide integration and protocol standards are at the heart of these developments. Everything digital is software-supported and enhanced. Which means that continuous innovation is here to stay.

The differentiator is therefore not software per se, but how it is implemented to gain the best outcomes aligned with the desired business or/and customer utility.

Our names for this are “differentiated innovation” and “composite innovation”. The business economics scholars use the term “core competencies”.

EMG is proud to have a great team of seasoned, diligent and technically astute software engineers. They supply our foundational software development and integration competencies; as well as critical assessments and decision-making regarding technological, 3rd party products and integration architecture choices. All of which are differentiator-based skills.

That said, EMG does not restrict the definition of its internal “value-add chain” and “differentiated innovation” competencies in this way. An essential additional element in this is the Marketing function.

Marketing: Differentiation, Innovation, Customer Engagement

EMG’s Marketing function is going to be prominent in our value chain. This is partly because of our strategy to be active and successful in the B2C segment. By focusing on specialised subject domains and relentlessly providing effective customer engagement, we expect to create close-knit communities wherein the value of the whole is greater than the sum of the parts, due to positive network externalities.

Above and beyond this, the Marketing function will be focused on a mix of exciting innovations and prudent selection of strategic partnerships and geographic footprint expansion.



1 Executive Summary



Launch & Beyond

EMG's Launch Phase is composed of two parts: first, the EMG Token launches on the Crypto Exchanges, targeted for Q4 2022; second, the set of B2B and B2C products and services which have been mentioned above, and which are dealt with in more details later (Section 3). The latter phase will progress throughout Q2-Q4 2022, and the specific "go to market" dates will be determined soon and announced to the markets, the investor community and other interested parties.

Assuring an effectively orchestrated and on-schedule delivery of a portfolio of products and services is a critical Programme management function and competency. EMG has within its core team two senior directors/owners with the appropriate skills and hands-on experience to steer and risk manage the challenges and "make it happen".

Beyond the delivery and "go live" of our launch portfolio during 2022, there is planning on-going to define roadmaps for new products and services beyond 2022. These will be tuned – scope, phasing, prioritisation, etc. - further once it is clear what investment resources have been received from the EMG IEO and other exchange listings.

Our products and services roadmaps for beyond 2022 are informed by a few key working assumptions about trends in the markets, industry and technology macros that are driving customers and the Telecoms sector towards greater use of end-to-end all-digital experiences and engagements, underpinned by relentless improvements in range and quality of services, and strengthening of customer differentiation. Notably, the following:

1/ CSPs have yet to achieve the goal of sustainable monetisation of digital data aligned with deep customer value. This means they must find ways to continuously improve the customer service and experience lifecycle as a condition for achieving better margins. Inevitably this will drive CSPs towards adoption of Super Apps, Blockchain-based smart contracts and Crypto coins as means of payments. The multiplication of valuable customer use cases, and hence stronger customer retention, will be their reward.

2/ Customers are heterogeneous in their needs, preferences, means, and requirements. This reality will intensify. This means that the era of oligopolist Social Media giants "calling the shots" at the expense of customers' privacy, data resale, and freedom of speech, is now waning and will accelerate. The recent intervention of Elon Musk to buy out Twitter and take it private, is an indicative case. This acceleration is a wonderful opportunity for both digital services innovators and for customers.

1 Executive Summary



Launch & Beyond

2/EMG is working to be a leading player, by ensuring that our Super App will be consistent with the needs and requirements of the “all-digital” generation of customers. Our service-led approach includes providing carefully targeted token-based benefits to communities using any of our portfolio of products. (see Section 4)

3/ Globalisation trends have peaked. This brings an incremental shift to regionalisation. This latter trend will reinforce the growth of the underlying linguistic, cultural, environmental and lifestyle attributes that are the historical foundations of regions that were not – historically – unequivocally integrated into the West-dominated economies (e.g. Africa, Middle East, Central Asia, SE Asia). Together, these forces will strengthen, and with them the demand from customers for new regionally-focused communications networks that cater for local aspirations and attainments; many of which can become enabled by, and flourish in, the emerging generation of Super App mobile services and crypto DeFi.

4/ New Era of Money. The era of Central Banks as monopoly issuers of legal tender is ending. This is not before time, since this monopoly has been wantonly abused in the form of almost unlimited “Quantitative Easing” (aka: money printing) by Western Central Banks since the 2008/09 financial crisis. Stagflation is already “baked-in” to the economic system as a result. **Bitcoin and other competing digital coins and tokens now offer both alternative means of payment and, collectively, a new asset class for investors.** This movement has momentum and is not going away; despite the efforts of Governments and Central Banks to restrict, regulate and otherwise control them. Naturally, there will be some rationalisation of the supply side in the medium term with winners and losers but that is as a free market should be.

At EMG we are working already to ensure that our EMG token will be securely positioned and embedded in the emerging ecosystem of Blockchain-enabled E-Commerce used by enterprises and customers in our main target industry verticals.



2 Business Strategy



Introduction

The Emeldi family of associated private companies (in UK, Czech Republic, Canada, and Slovakia), has a successful reputation in the Telecoms sector with CSPs, providing for their evolving needs for enterprise software in the BSS (Business Support Systems) segment, notably in E-Commerce.

There is increasing demand for E-Commerce platform capabilities; for example to support Internet-of-Things (IoT) business (eg.. Smart Cities) and related services associated with 5G. Emeldi's existing firms are leveraging their enterprise software assets and in-depth knowledge of CSPs' operations, to service these kinds of opportunities into the future. (www.emeldi.com)

That said, **there is something else dynamic and hugely disruptive that is advancing in parallel with these changes in the Telecoms Sector. It is moving at an even faster rate, and it is to some extent converging on the Telecom domain as it involves state-of the art digital networks and digital assets.**

Mark Bystriansky, son of the founder owner and Director in the existing companies (1/), has conducted initial market and technology research into aspects of these fast-emerging "digital assets" markets. There are disruptive new trends which - to date - are having their biggest impacts in the sectors of finance/cryptocurrencies ("DeFi", or decentralised finance), blockchains ("trustless", secure, digital networks for smart contracts), NFTs (non-fungible tokens) with multiple different "use cases", and next generation E-Games, now called the "Metaverse".

A top management decision (Mark Bystriansky) has been taken to incorporate and register a new company – to be called "**EMELDI GROUP**" (EMG) – to devote itself to the development and commercialisation of software products and services targeting some of the exciting and fast-growing "digital assets" market segments.

The rest of this document provides details of the new EMELDI GROUP's business strategy, together with other key components of our growth plans in the rapidly-developing Digital Assets sector.

1/ A short profile of Mark's business and technical background is in Section 6, Profiles of Core Team

2 Business Strategy



Existing Assets : Leveraging Legacy

The creation of a new corporate entity to address our targeted business opportunities is chosen for two main reasons. First, because there are new core competencies to be acquired and mastered in order to succeed. Section 5 below discusses these.

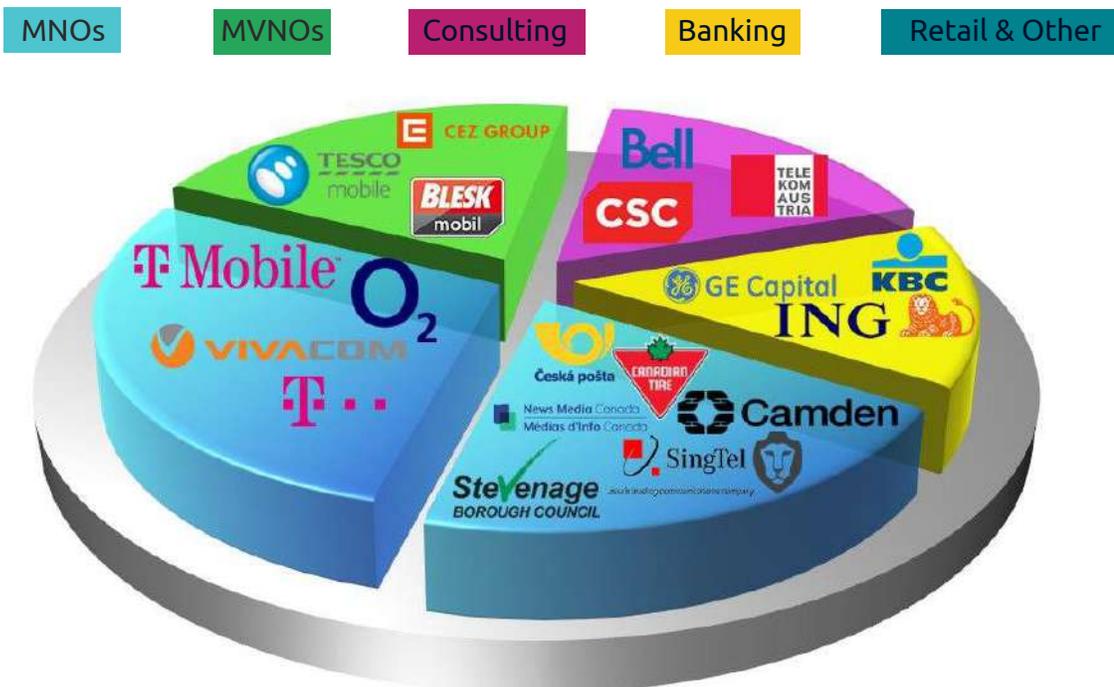
That said, the core requirement is for innovative software products and services targeting the digital assets domain and providing robust value-add.

EMELDI GROUP, although nominally a start-up, will be special in that it will have at its' disposal access not only to the accumulated know-how of the technical and management teams in the existing Emeldi companies; but also access to the portfolio of existing, proven, state-of-the-art enterprise software assets.

Leveraging this legacy will be a catalyst and competitive springboard.

Emeldi Group has over 200 employees. Most are experienced IT professional designers, developers and architects. They are responsible for the software design, development, integration and testing of all the functional and non-functional features of our evolving EMG portfolio of innovative and engaging software products and services. Section 3 below provides more information about these existing enterprise software products; together with brief descriptions of EMG's new products and services planned for launch during 2022.

Another not inconsiderable asset is our portfolio of major customers (see graphic below). There are many and varied interactions and activities with all of them on a regular basis as we serve both their "business as usual" and "change the business" (digital transformation) needs. In consequence, our own knowledge base and technical and business know-how undergoes continuous improvement. This benefits our enterprise customers and is a positive intangible value within our own organisation.



2 Business Strategy



Capital Raising by IDO and other Crypto exchanges

Creating and maintaining relative scarcity

The total supply of EMG tokens will be permanently limited to 800 million. Of these, only 500 million (62.5%) will be issued. Of these, only 25 million will be released for sale at launch (Q4 2022) on the crypto exchanges (that is, only 3.125 % of total coin supply)

After completion of the sale of the 25 million coins, EMG management will assess, decide and act on the definitive allocation and employment of the initially raised funds to our business and product strategy targets. This work then will lead to further investment decisions about our products and services roadmaps. The planning for possible future EMG Coin sales on the crypto exchanges will result in future communications to investors and exchanges.

To underpin the goal of relative coin scarcity, and also provide certainty to the market, the 300 million unissued tokens will be locked and held back from the Exchanges for at least 24 months. A communication plan will be prepared before the elapse of those 24 months, explaining if or when, in what proportions, and for what purposes these remaining 300 million tokens may/will be brought to market.

Allocation of EMG tokens to the seven owners of EMG is 22% of the total. However, there are lock-up restrictions on their ability to sell these coins. At initial coin launch, there will be 0 tokens available to owners.

This transparency in allocations, issuances and coin sales timings, should help investors/buyers of EMG Coin to assess the risk of “dilution” of the value of the coins versus the implicit “deep value” discount in the launch prices of the initial coin offerings. This should be a tailwind to the rise in price of the coins in circulation, since a significant proportion of coin buyers may hold them off the market awaiting price appreciation linked to the growth potential of the firm.



2 Business Strategy



Coin Pricing: “Fair Value” with Launch Discount

Most crypto coins launched onto the Exchanges are set at micro prices. This cheapness may be because the promoters/start-up teams are addressing an investor population which, for the most part, has an appetite for risk and quick gains.

The strategic approach of EMG will be different because, although EMG is a start-up, in reality it is not. EMELDI GROUP is a family of existing private companies some of 20+ years existence. We have emphasised this above (see Executive Summary), namely:

“It is a core premise of the EMELDI GROUP business strategy to leverage and adapt assets from the existing portfolio of enterprise grade software products and services. This means the start up can be “super-charged” from the outset. This is an important competitive advantage.

A key example is our E-Commerce platform, which today has embedded in it some 20,000+ man days of software design and development efforts; and has an installed base with prestigious clients both in the Telecoms (e.g. T-Mobile, Telefonica O2, Deutsche Telekom, Tesco Mobile) and the Banking Sectors (KBC, ING, GE Capital & GE Money).”

It is therefore an axiomatic point that the initial offer pricing of the EMG token on the Exchange(s) is coupled to real tangible and intangible assets.

In late 2020 Emeldi Management were informed by their financial advisors (PWC), that the consolidated value of their companies was at least Euro 55 million (+/- \$ 60 mln). This valuation does not take account of forecast revenue growth or calculation of discounted cash flow (DCF).

Furthermore, EMELDI has no debt, so no gearing or interest payments.

In traditional Stock Markets, a firm’s shares are usually valued to capture future earnings and compare to (for instance) book value. **So the “fair value” calculation of the EMG Coin for launch would be \$1.7.**

EMG management however have decided to bring a “deep value” IDO proposition to the Crypto Exchanges. Of the 25 million coins that will be issued for sale, 10 million will be available to VIP customers on the selected first launchpad at only \$0.12.

2 Business Strategy



Investment in Scaling-Up

A start-up firm provides an unique opportunity to create a business performance culture that is focused on servicing the evolving demands of existing and new types of customers, both B2B and B2C.

The Emeldi family of associated companies has a wealth of experience servicing enterprise customers (B2B) in the Telecom, Utility and Banking sectors. Because of the nature of our core software products, E-Commerce with CRM and Product Catalogue, we are also well-versed in the requirements of the B2C segment.

EMG, as a start-up, is in the privileged position of having these “know-how” and other intangible assets at its’ disposal. Nevertheless, our business strategy is driven by goals of:

- Diversified, targeted growth
- Continuous, differentiated innovation
- Value-driven customer engagement

In pursuit of these aims, EMG is laying the groundwork for the functions of business development, marketing, and sales to be prominent and capable of realising these aims. The following sections outline the division of roles between the functions and also how they work together.



2 Business Strategy



Business Development & Enterprise Sales

The sales cycle in Telecom sector enterprise software has definite particularities; for example, the long lead times to opportunity; the difficulties of contract bidding, and the prevalent weak voice of IT executive management in the Corporate investment decision process (e.g. complex competitive tendering and restrictive procurement practices). It is therefore important that EMG's business development function is well-equipped from day one with seasoned professionals in this B2B domain.

Another integral component of EMG's scaling-up process will be creation of strategic partnerships that add value to our growth plans. Such partners will bring a variety of attributes such as complementary geographic footprint, access to new sector verticals, missing technological product or capabilities, advertising by a leading brand or iconic consumer product.

The EMG Business Development function B2B scopes as follows:

End-to-End Sales & Customer Ownership (B2B)

- Leads & Contact Management
- Customer Acquisition (e.g. Tendering, other calls for offers, Commercial contracts)
- Customer Up-Selling
- Customer Retention
- Technology Partnering (Requirements, Search, Assessments, Contracts).
- Strategic Partnering (B2B) and (B2C): Customer Acquisition & Relationship Management

Marketing (B2B), & Marketing with Customer Engagement (B2C)

The EMG Marketing function scopes as follows:

1/ Marketing B2B & B2C

- Brand Management – in cooperation with Business Development
- Media Communications management - in cooperation with Business Development and Products & Services Development
- External Events Management e.g. Exhibitions, Presentations, Conferences, Podcasts, etc.

2/ Marketing B2B

- Customer Acquisition & Up-selling – support role to Business Development lead role (information, documentation, design)
- EMG Website – end-to-end B2B content management



2 Business Strategy



Business Development & Enterprise Sales

Marketing (B2B), & Marketing with Customer Engagement (B2C)

The EMG Marketing function scopes as follows:

3/ Marketing B2C

- Brand Management – in cooperation with Business Development
- Media Communications management - in cooperation with Business Development and Products & Services Development
- Customer Acquisition & Up-selling – support role to Product Development lead role (customer requirements, customer behaviour, competitor information, documentation, design)
- Telco “Super App”: airdrops, rewards, campaigns, discounts, etc – in close coordination with B2B Sales and existing enterprise clients
- EMG Website – end-to-end B2C content management
- Data Analytics & Marketing Reporting: assessments to Business Development, Marketing & Sales on products performance, customer sales, customer behaviour, performance of marketing communications, advertising, partners, etc.



2 Business Strategy



Marketing Roadmap

Phase 1 June - December :

Currently running paid marketing campaigns through socials (Telegram, Instagram). In August our plan is to run ads on all top-rated marketing channels including, Cointelegraph, CoinDesk, PolygonScan, CoinGecko, Coinmarketcap, Bitcointalk, crypto/bitcoin communities, and Brave browser.

We plan to release monthly press releases (Our website, Medium and direct mailing to our email subscribers), creating partnerships with the companies we met at Blockchain events and MWC and Blockchain Economy Istanbul.

We have started Airdrops and will continue to give back to the community, in the future based on holding our tokens and random giveaways for subscribing to our channels.

We are in the process of engaging influencers to create influencer marketing campaigns. Monthly based updates and Q&A with the core team on the YouTube channel starting from September. Daily interaction with the community through our social media channels.

We plan to run paid campaigns on NFTs media and communities to promote our NFT Marketplace. Engage 1-2 major crypto and NFT marketing companies that were chosen during Phase 0. We have announced a partnership with a marketing company- The CryptoLaunchpad.



2 Business Strategy



Marketing Roadmap

We are now currently working with a second marketing company CLS Global based out of Dubai. <https://www.cls.global/> Their task is to prepare a strategic marketing plan and campaign that will not only target potential token holders but also help build the EMG community organically. This campaign will be ready for August.

Phase 2 January - June 2023 :

Exhibiting at and sponsoring major conferences including Blockchain Expo in Amsterdam, Blockchain events in Turkey, and Crypto Expo Dubai. SuperVerse Discovery NFTs airdrops for the community. Paid advertising for promotion of SuperVerse Discovery play-to-earn game on top-rated gaming magazines and websites. Running campaigns targeted in EMEA and Africa for our EMG Super App.

Creating multilingual community groups for our followers based from Africa, Asia and MEA to grow our audience in Super App targeted countries.

Phase 3 June-December 2023:

Sponsoring at crypto conferences in Europe, Africa, Asia, and Middle East. Run bounty campaigns to reward participants which help us accomplish specific task related to our project.

Every 6 months we will collect the data from all marketing campaigns and based on their success we will adjust our 2023-2024 marketing strategy accordingly and repeat those which were successful.



3 Software Products & Services: Existing Portfolio & Launch Phase Additions



Existing Portfolio : Overview

Emeldi Commerce® Platform

Emeldi Group has spent over 20,000 man-days and counting of software design and development efforts in the original platform. We have an installed base with prestigious clients both in the Telecoms (e.g. T-Mobile, Telefonica O2) and the Banking Sectors (KBC, ING, GE Capital & GE Money). The software incorporates an open microservices architecture, a mature set of CRM functions, and an Enterprise Product Catalogue. **It is recognized in the telecom industry as a leading product of its kind.**

Emeldi Commerce® 6.2 – A State-Of-The-Art All-In-One Platform For CSPs & MVNOs

This latest version of Emeldi Commerce® provides the fruits of our continual innovative efforts to ensure that the platform offers the performance, features and capabilities that enable CSPs and MVNOs both to enhance their competitiveness in bringing products and services to market, and strengthen their engagement and retention of customers.

We work closely in long-term relationships with a growing number of CSPs and MVNOs in Europe and North America. This fosters our deep understanding of the strategic, commercial and operational challenges of CSPs.

Harnessing the results of our extensive conversations with them, we have designed and built into version 6.2 a wealth of new software capabilities. These will significantly improve customer experience, reduce total cost of ownership, help reduce churn, and assure quicker time-to-market.

To simplify the whole process, Emeldi Group has developed an all-in-one solution on a consolidated platform, which brings to CSPs and MVNOs the benefits of simplification of customer acquisition and related customer management lifecycle processes.

Read About How We Are Supporting O2 With Their Journey Onboard The Digital Express



**O2 Czech Republic:
Onboard the digital
express Brochure**

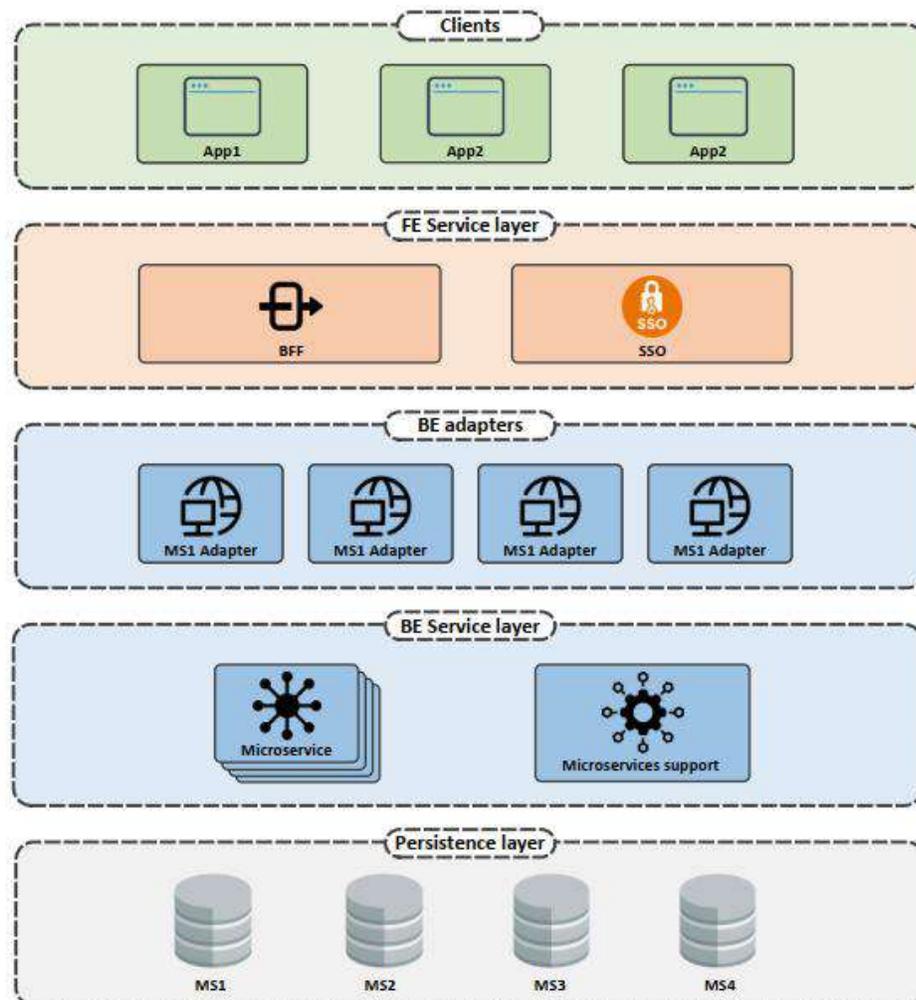
The focus of Business Chief's
Digital Community is to...

businesschief.eu

The image shows the cover of a brochure for O2 Czech Republic. The cover features the O2 logo in a blue circle on a white background, with the text 'ONBOARD THE DIGITAL EXPRESS' below it. The background of the brochure is blue with a pattern of white dots and lines, resembling a digital network or data flow. The EMG logo is visible in the bottom left corner of the brochure cover.

Solution Architecture

The Emeldi Commerce® solution is designed and built on top of proven technologies and tools. It uses a modern microservice/container architecture to achieve HW independency and easy scaling. From a high-level point of view modules are split into several layers.



- Client applications
- Front-end service layer (sometimes called BFF – back-end for front-end)
- Back-end adapters
- Back-end service layer
- Persistence layer
- To communicate between Clients and BFF and BFF and BE, standard REST APIs are used. This means that there is no “hidden” functionality available via the GUI but not available via API.
- Due to the use of a “container”-based architecture, Emeldi’s solution is cloud native/ready. So, there are no restrictions what platform is used.

The strict compliance of the platform’s architecture to microservice API behaviour and best practices allows the platform to use fully its’ horizontal scaling capabilities. This involves using load balancing features of the underlying platform to achieve best results.

Solution Architecture



Modular Structure

The Emeldi Commerce® solution is composed of a set of modules. The List of modules can vary based on actual client requirements and functionality.

Emeldi Commerce® offers three types of solutions

1. Enterprise Product Catalogue
2. E-Commerce
3. Omni-channel CRM

Each higher solution comprises all the features from previous one. So, for instance, the E-Commerce contains all features of the Enterprise Product Catalogue.

Build and supported by Microservices Architecture

Features of Emeldi Commerce® Version 6.2 include:

Lead & Contact Management

- Marketing
- Order Capture
- Faster Order checkout
- Customer Tickets
- Dashboard 360 view
- Customer notifications engine
- Data import/export feature
- New powerful Admin Console
- Socket Compile



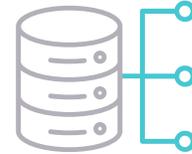
Solution Architecture

Emeldi Commerce® Omni-Channel Platform Key Features



Integrates to anything across all channels

Single Digital Commerce Platform
for the Entire Customer Journey
A unified User Experience (UX)
throughout the entire customer
lifecycle



Built for Agile

Distributed architecture ideally
suited for Agile Methodologies
Ability to independently deploy
functional blocks



Cloud Native Architecture

Modern, future-proof technical
solution
Microservices Architecture
focused on robustness and
horizontal scalability Aligned to
open standards TM Forum ODA



Cloud or on premises

Greater agility and operational
efficiency aligned to modern DevOps
principles-zero-downtime release
process
Next level quality assurance (QA),
achieved through an automated
CI/CD process

Emeldi Commerce®: CRM Omni-Channel

The Emeldi Commerce® CRM

For competitive reasons, CSPs, MVNEs and MVNOs need to be able to launch quickly new types of services; particularly bundled items that can produce extra revenue and help increase ARPU and retention. Emeldi Commerce® CRM has the adaptability and scalability to support these needs effectively. It enables realisation of significant improvements in:

- Customer Experience
- Churn Reduction
- Profit Increase
- Time To Market
- Total Cost of Ownership



For Telecommunication Service Providers

Emeldi Commerce®: CRM Omni-Channel

CRM: Example List of Functions **Omni-Channel CRM : Integration across all channels**

Emeldi Commerce® CRM is a unique Digital Commerce Platform for the entire customer journey. It enables a unified user experience (UX) throughout the customer lifecycle.

360° view

Emeldi Commerce® CRM provides a 360° view of all client data. Easy-to-use dashboards give CSRs and supervisors access to key client information and highlight all actionable issues. All CRM capabilities are available promptly, empowering authorized users to oversee the total customer lifecycle through an intuitive GUI interface, which helps CSRs effect fast and effective navigation and task fulfillment.

Emeldi Commerce® CRM offers telecommunication companies a great opportunity to unify current innovations with separate legacy frameworks, creating one coherent and cohesive application that supports personalized omnichannel customer experiences.

The open architecture software integrates easily with other external applications and legacy CRM systems. It can also independently deploy individual functional blocks.

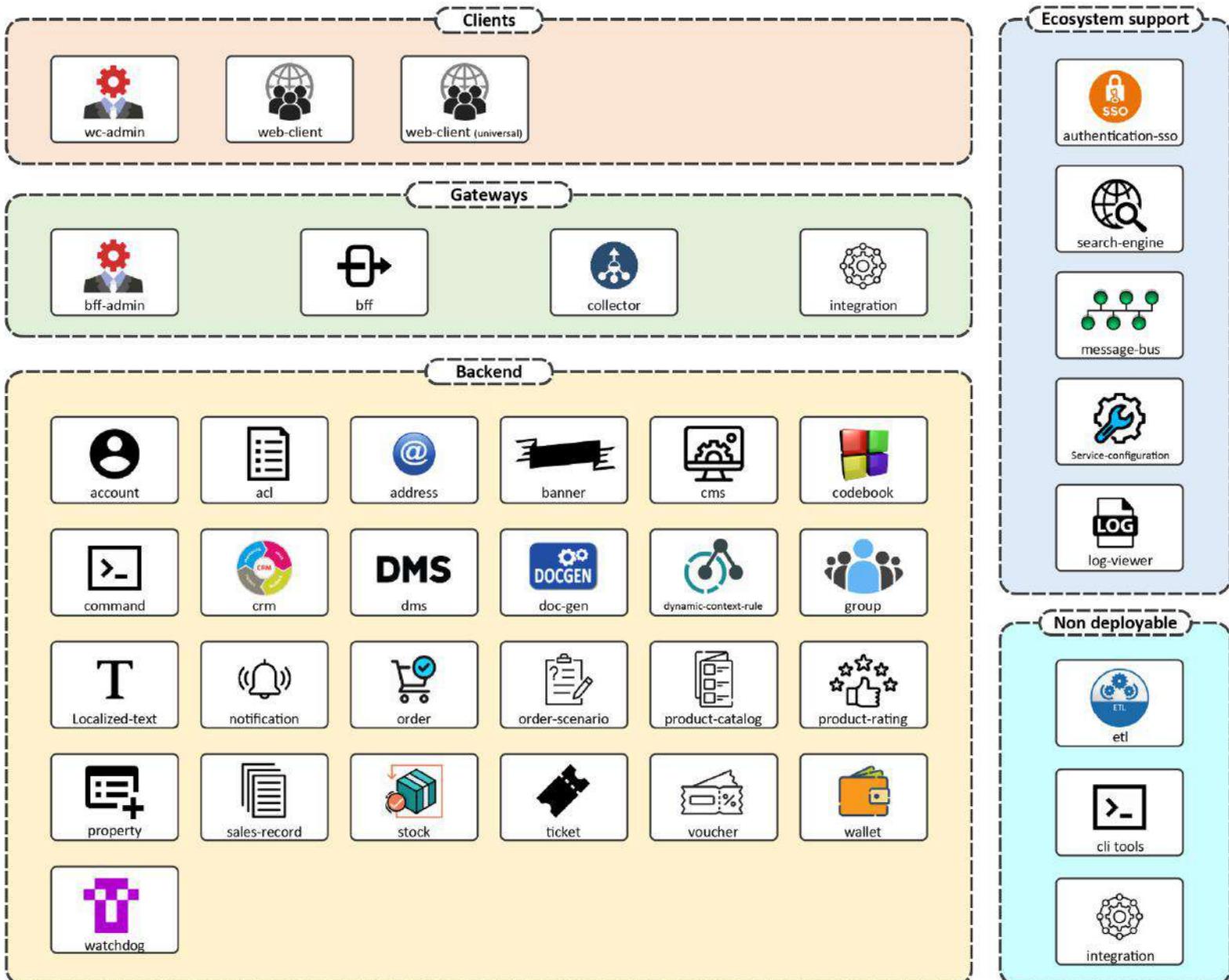
CRM: Example List of Functions

- Customer management
- Order capture / order entry
- Order management (fulfilment workflow)
- Business sales module (leads, prospects, sales process automation)
- Contract management/service inventory
- Ticketing/Case management/management of customer interactions
- Resource management (phone numbers, usernames, SIM cards, CPE equipment, IP addresses, eMail addresses, different IDs...) including full resource lifecycle management
- Order document generation and document management Email and social media channels management (integrated with ticketing system)
- Tracking customer contracts and given subsidies, and support for retention process
Support for loyalty program
- Number portability support
- Open APIs for external systems (e.g. self-care portal, mobile applications, point of sale system, order entry system, .document management system; and readiness for all typical 3rd Party BSS integrations)-

Solution Architecture

CRM - Omni-Channel Concept

- Centralized data management and persistence for all processes and user data
- State persisted per user action
- Privilege based process takeover
- Process locked by the owner
- Common API Gateway
- TMForum Compatible
- For Common web-based GUI
- For third party GUI (mobile app)
- Role based access management to all GUI elements

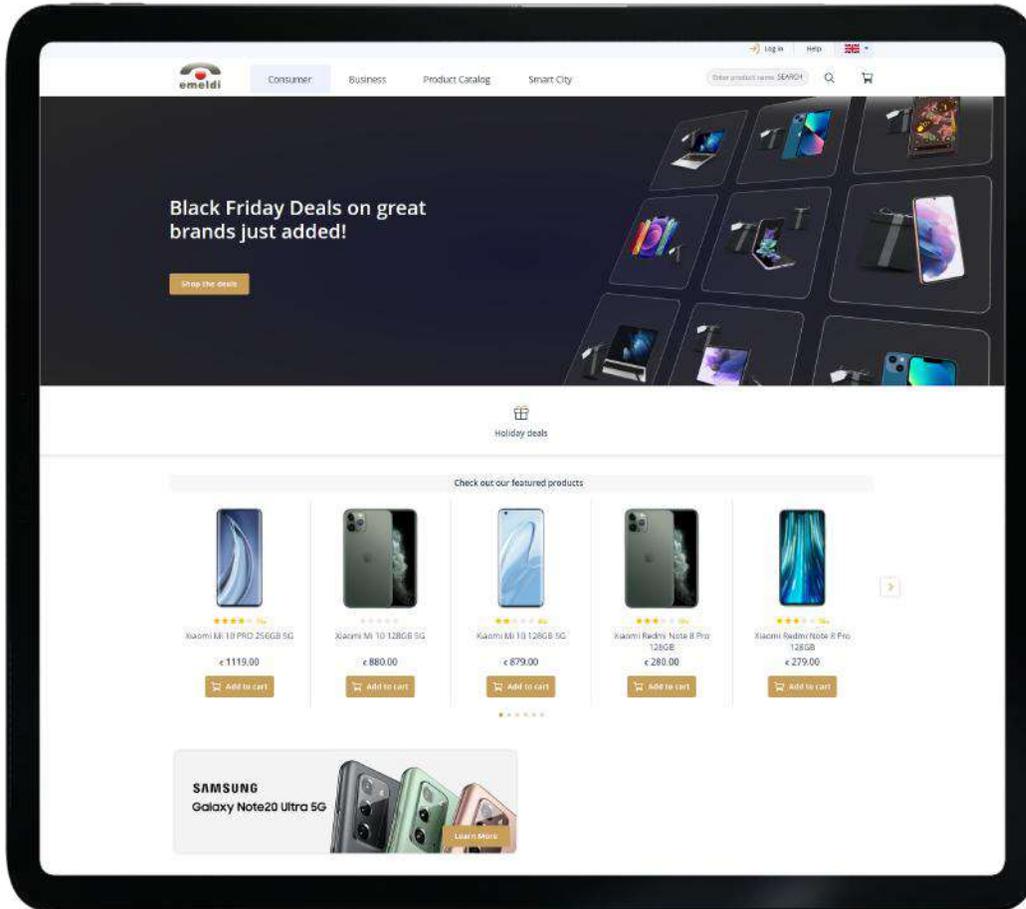


Solution Architecture



Emeldi Commerce® Omni-Channel Platform

The next generation of Omni-Channel Digital Experience Platforms and CRM for CSPs



User rights and secure access management

The user administration module provides tools for configuration and control of all users of the application within a Service provider organisation; ensuring that their data access rights align with their role profiles. For example, access to customer accounts can be limited according to market segments; and changes to levels of user data access is possible on a per screen/ per function/ per field level. Encryption options are also available.

Microservices & Cloud Native Architectures

Emeldi Commerce® CRM is a modern, future-proof technical solution using Microservices Architecture. This provides, amongst other attributes, robustness and horizontal scalability. It is aligned to the open standards of the TM Forum ODA.

The distributed architecture is ideally suited for Agile Methodologies. It possesses great agility and operational efficiency; supports fully DevOps principles, and a zero-downtime release process. State of the art quality assurance (QA) is achieved through an automated CI/CD process.

Solution Architecture



Enterprise Product Catalogue

The Product Catalogue is a core component of the Emeldi Commerce® solution; but is a microservice, with no dependency on other microservices. It may be deployed and used as a standalone component either on-premise or as S-a-a-S. It:

- Supports all scenarios of B2C business products requirements
- Delivers full business requirements within a single module
- Provides an easy to use end-customer experience providing a seamless propagation of sophisticated product and service definitions to customer-facing front-ends.
- Provides Configure, Price, Quote (CPQ) functionality for definition, administration, and mapping of complex product relationships, pricing rules and eligibilities to telecom use-cases.
- Supports relevant Siebel business rules
- Is fully modular automated & scalable
- Provides for master data management with rich APIs

The Process

- Preparation: Analyze current offer structures
- Installation: Initial load
- BAU: Upgrades with new features

FULLY AUTOMATED, PRODUCT CATALOGUE-DRIVEN ORDERING & FULFILLMENT

Emeldi Commerce® is designed purely around CSP transactions and processes allowing, for rapid deployment times and providing you with highly targeted and high value proposition. In addition, we also support "various bundling"

- Product-catalogue driven end-customer experience providing a seamless propagation of sophisticated product and service definitions to customer-facing front-ends.
- Sophisticated Configure, Price Quote (CPQ) functionality allows for definition, administration, and mapping of complex product relationships, pricing rules and eligibilities to telecom use-cases.
- Telecom-specific Product Catalogue provides significantly reduced time-to-market for the introduction of new products, services & campaigns.

Benefits

Throughout our 20-year journey, we fine-tuned our Product Catalogue for the best possible performance to bring control and overview for our customers and help them with:

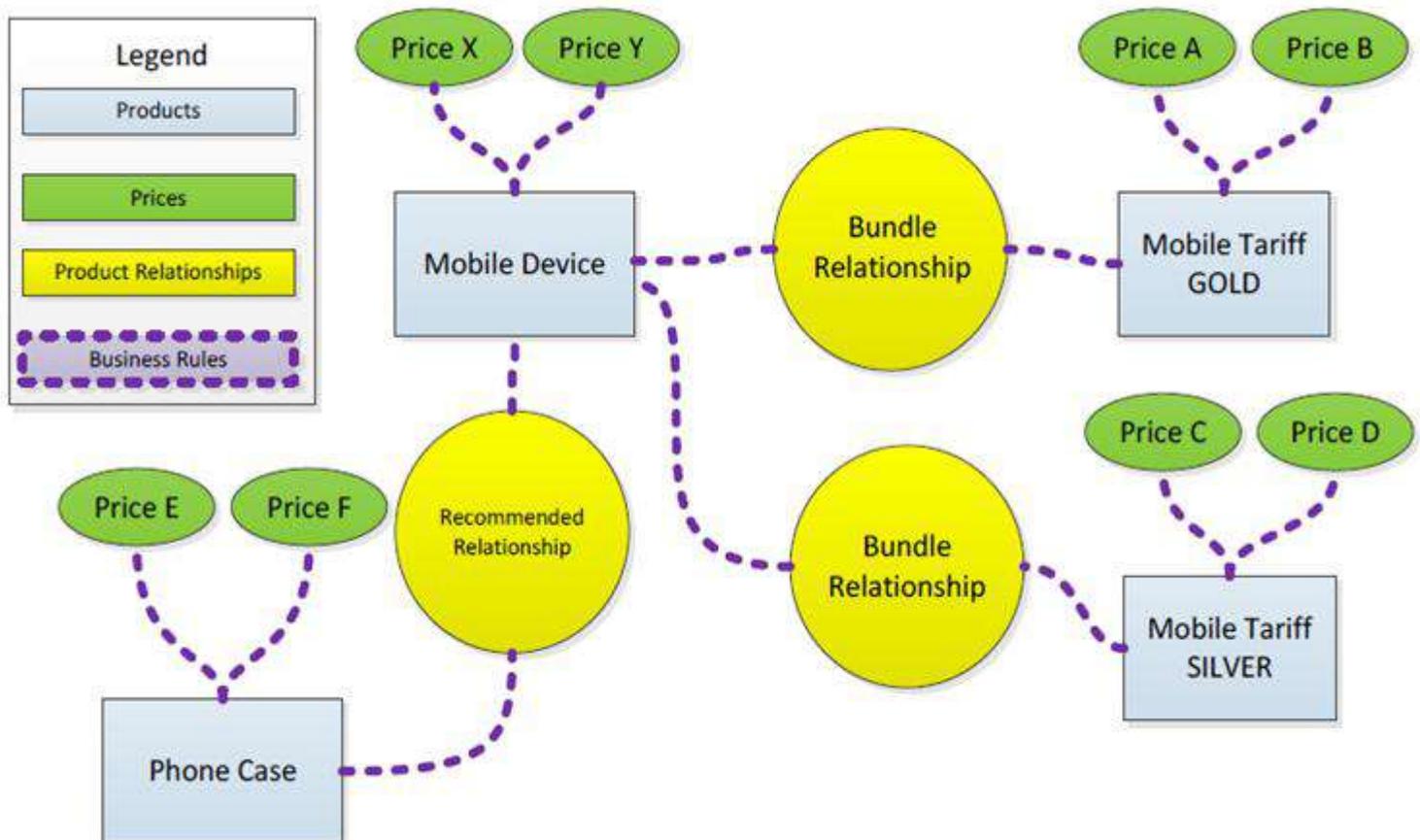
- Reduction in complexity in implementing changes
- Reduction in cost of ownership
- Increase in customer experience & productivity
- Increase in conversion rates through ordering automation
- We can run in Primary/Secondary/Mixed mode
- We support several integration ways
- We support flexible configuration possibilities including dynamic pricing rules
- We use modern, future proof architecture

USED BY



Product Catalogue - Key Principles

- Business rules (eligibilities) govern all key product catalogue entities:
- Query which determines if an entity is "eligible" for the given commerce context
- Power and flexibility of the fixed/mobile convergent telecom product catalogue are derived from capability provided through business rules
- Targeted offers, flexibility on prices, bundling, x/up-sales, and so on



Additional EPC Features

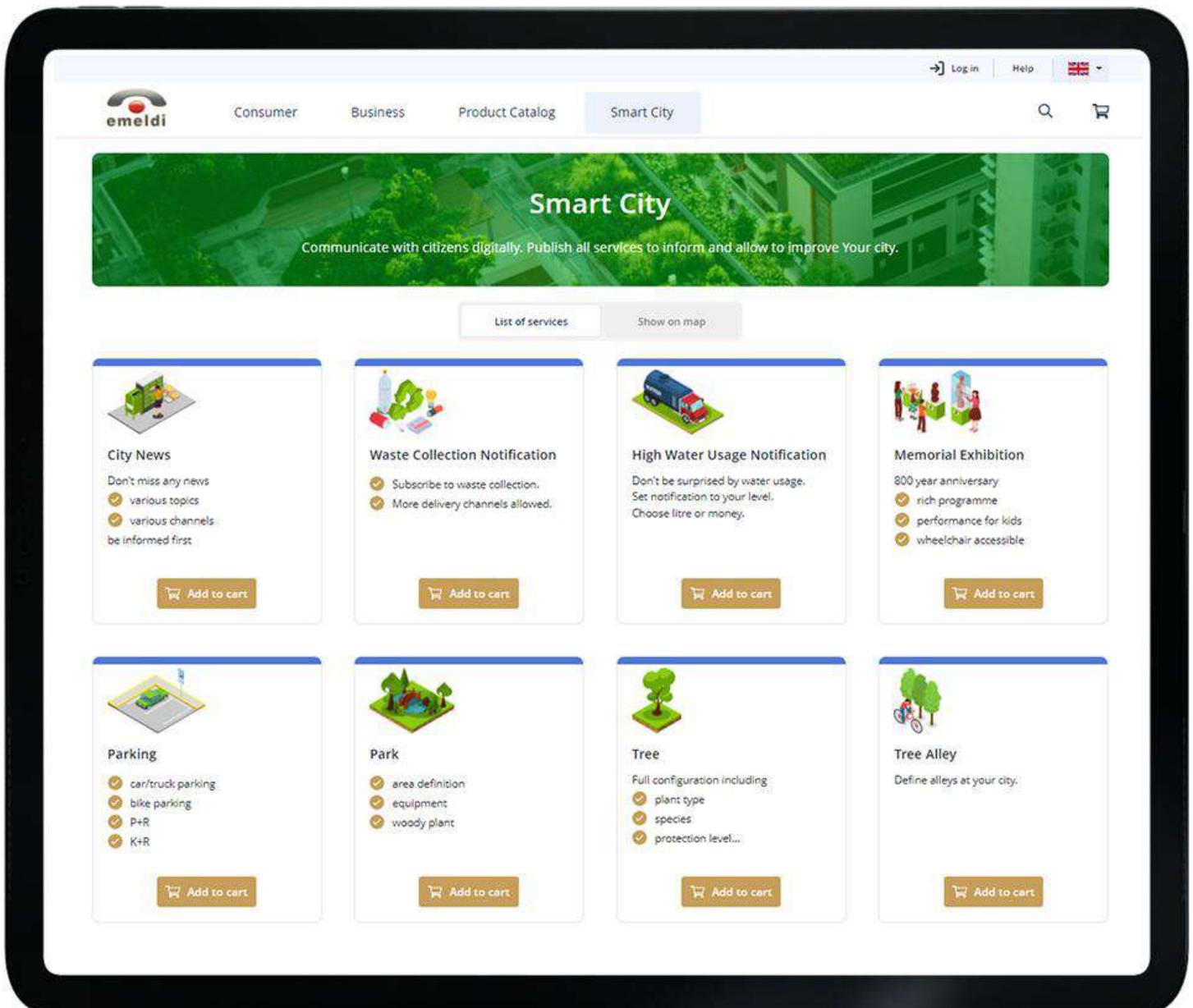
- Product **Groups**
- **Relationships**
- Triggers & Stage Handlers
- Product **Localized Texts** (various types, locales)
- Product **Pictures** (various types, sizes, priorities)
- Product **Agreements** (mandatory/optional)
- Product **Stickers** (various types, priorities), e.g. TOP,NEW, ...
- Enhanced **landing page** support
- **CMS** features

Solution Architecture

Smart Cities: E-Commerce platform development: New IoT services needs

In the B2B Telecom sector, there is accelerating demand from CSPs, MNVOs and other providers to be able to offer new services associated with the emergence of “smart cities”. This trend is partly grounded in the deployment of 5G networks, which bring higher speeds, capacities and reduced latency. Together, these attributes enable the offering of “Internet of Things” services. Smart cities investment projects fall into this new category of digital network and commerce services.

EMG is already active in this area. A development project is underway for the EMELDI E-Commerce® platform to be extended to give the functional capability for CSPs and others to partner with municipalities and other urban management authorities and organisations to offer “smart city”-style services.



3 Launch Phase Products & Services



Introduction

Our objective is to launch in phases during 2022 with new offerings that leverage, and integrate with, our legacy software products portfolio, inter alia taking advantage of our core capabilities in E-commerce, related enterprise software, and scalable integration architectures.

A commercialisation plan is in preparation that will be complementary to these new digital assets offerings. This will target and engage with a range of potential end customers and partners, aligned to the value-added uses embedded in the new applications and services.

The intent is to attain rapidly a critical mass in customer acquisition; then reinforce this progress by deploying a variety of commercially attractive “add-ons” and community-building attributes that will drive growth through positive network externality effects and incremental user utility gains.

Below we provide high level descriptions of the portfolio of new products and services currently identified and in progress of design and development. Our goal is that all of these will be launched during 2022. The definitive scheduling of each is still being finalised, but an initial launch of one or two will occur during the latter part of Quarter 2 2022.

EMG Coin & Blockchain-supported E-Commerce Platform

Telco Digital Token

EMG’s initial exchange offering (IEO) will be the first Telecom sector originated token launched. We will launch on probably two Crypto Exchanges in the near future. Further news will be available as soon as the Exchange selections are finalised.

Research done to date, reveals a few digital tokens in operation in the Telecom sector but they are marginal in scope and market impact. This relative absence of crypto coins and tokens is remarkable given the speed of changes happening elsewhere. We consider this to offer a great commercial opportunity.

An Emeldi Group token has already been designed and tested. A central component of the new firm’s launch strategy is to issue these tokens onto crypto exchanges with good liquidity.



3 Launch Phase Products & Services



EMG Token & Blockchain-supported E-Commerce Platform

Investors investing in, and holding, EMG tokens will be owners of tokens with “omnibus” utility.

EMG Coin owners **will be able to access multiple benefits as we progressively develop and launch further applications and value-adding features. These include the Super App, the E-Commerce NFT marketplace, and also our Superverse Discovery game, each outlined below.**

Blockchain-integrated E-Commerce

Emeldi’s existing E-Commerce platform supports all traditional methods of payments for merchandise and services. It is now under extension to add the ability to accept crypto currency payments and also integrate to an Ethereum-compatible blockchain.

This development effort is a precursor to being able to offer new “digital assets” products and services. The first of these will be an E-Commerce NFT Marketplace. Associated with this will be a Digital “Super App” for the Telecoms market. The latter will be launched in phases with incremental functional additions; the first phase being synchronised with the launch of a Contemporary Artworks NFT Marketplace.

E-Commerce NFT Marketplace

This will be an extension of the Emeldi Commerce® platform that supports market places for NFTs. EMG software designers and developers are actively working on this.

The first phase development project is an NFT marketplace specifically for contemporary artworks. This will be a service owned and managed in-house by EMG. It will provide the art world with **the first recognized contemporary artist focused -NFT platform for the true art world community.**

Recognised contemporary art world artists are being contacted and **invited to join in this exclusive initiative.** This will enable their works to be created, bought and sold as unique “digital assets” owned via blockchain-based smart contracts. The original physical works can also be sold, with a secure delivery service provided. The inventory of artworks available for sale will be curated, to ensure that quality creative works are represented.

3 Launch Phase Products & Services

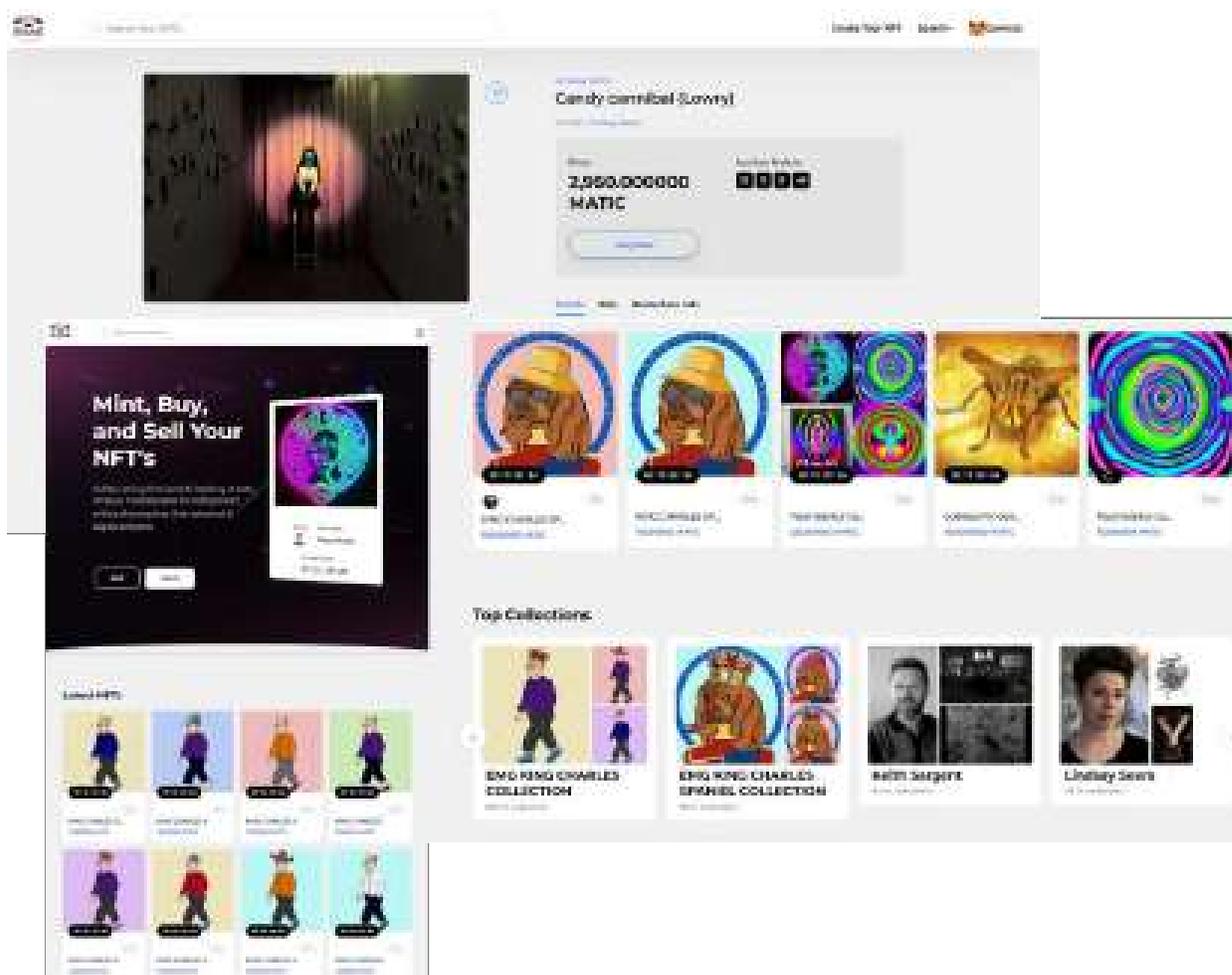


E-Commerce NFT Marketplace

Once this contemporary artworks NFT market is “live”, other NFT markets for other verticals will follow. This will be both for evolution of EMG’s own distinctive selection of vertical markets operated in-house; and solutions sold B2B and configured for each client’s own required commercial portfolio.

Each digital marketplace vertical, in addition to supporting buying and selling of digital products and services, will provide online functionality supporting the build of specialist communities of subject matter experts, followers, presenters, community subscriptions and other service benefits.

For the B2B segment, future extensions of the EMG marketplace will cater also for NFT marketplaces associated with enterprise metaverse applications. Emeldi is actively engaging in research of such applications and their addressable markets. Discussions with potential partners are begun.



3 Launch Phase Products & Services



Telecom Super App

Mobile telecoms services operators already provide mobile payments and messaging apps services. The operator MTN in Africa has been an early market leader, using such an app.

EMGs' view is that there are still plentiful commercial opportunities in Africa and several other geographical markets for a Super App. There are different needs, preferences and thus opportunities depending on socio-economic variables, as well as maturity and availability of adequate internet infrastructures. **There is no out of the box solution on the market.** MTN's Super App is a customized solution for use by them only.

So, EMG is the only Telco Super App in the world that is using its own crypto currency – the EMG Coin.

Some of the Super App's core functions are available already in our Emeldi Commerce® platform, such as E-care and CRM. Consequently, the additional development effort and time required to bring an "omnibus" product to market is reduced.

EMG is in contact with one of the major Telecom operator that has presence in over 18 countries in Middle East and Africa. This will potentially bring EMG a big opportunity to secure African Enterprise Customers.

EMG is making their Telco Super App as the flagship product. It will stand out from other offerings.

- be one app for all super app features and functions.
- not have third party apps.
- be the first to incorporate blockchain technology that enables telco operators to use Super App blockchain technology for their customer orders, new customer contracts, E-commerce transactions etc.; this eliminating invoice duplication
- enable supply chain automation for delivery of telco E-commerce products to their customers.
- be the first telco E-commerce platform using crypto payments in peer-to-peer mobile money with the EMG token.
- support paperless customer registration, benefiting the environment by eliminating need for using paper for customer contracts.

3 Launch Phase Products & Services



Telecom Super App

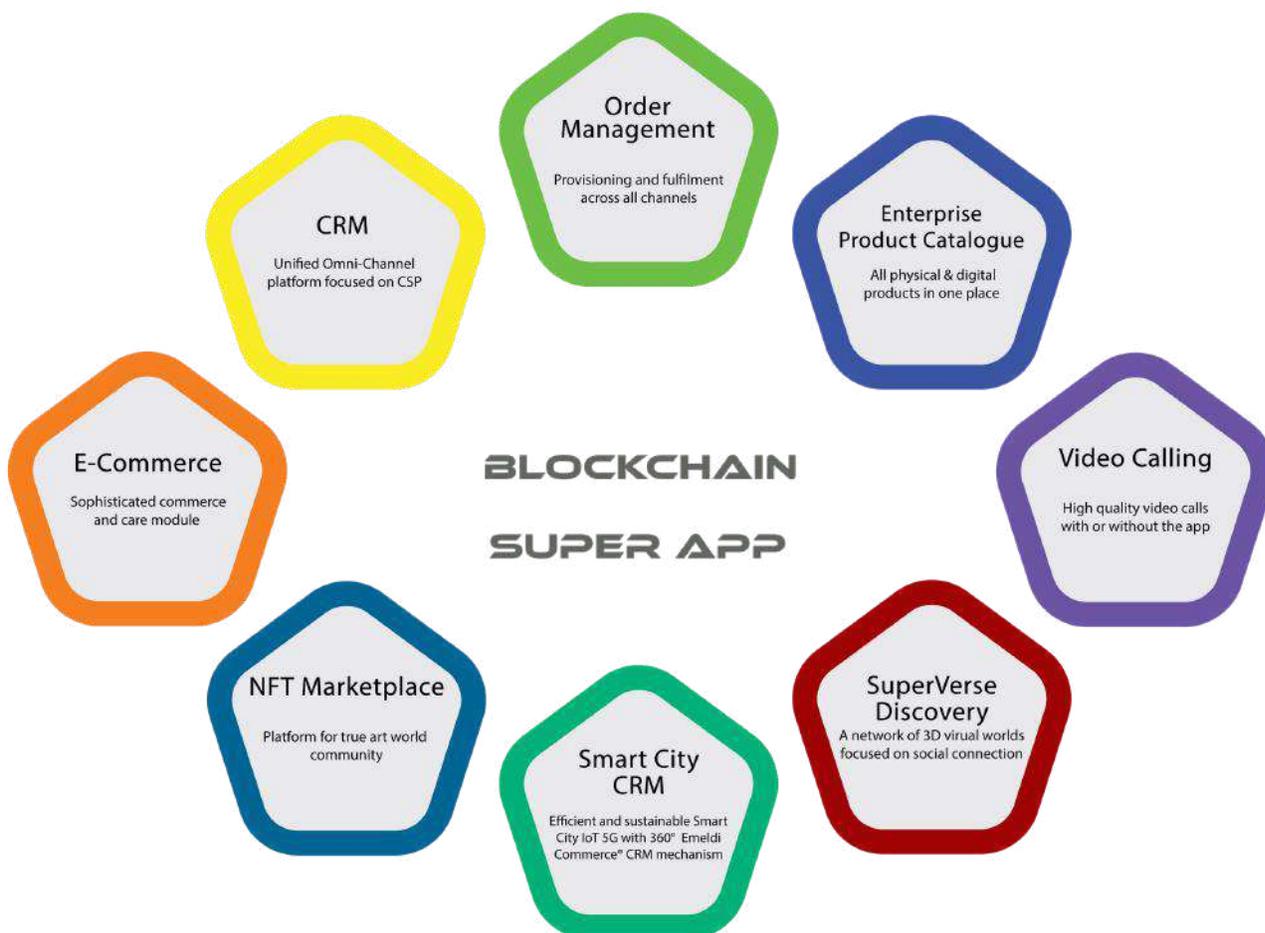
As a flagship EMG product, the Super App will continue to be upgraded, extended and improved over time. Super App customers will be the beneficiaries. Consistent with our strategy of disruptive product innovation, the product roadmap will deploy EMG tokens to bring periodic new value-added services for the Super App Telco customers.

This omnibus, multi-function “Super App” will be an easy-to-use consumer app for mobile devices enabling users to perform a wide variety of online activities be they financial, leisure, occupational and others.

It will be sold B2B to CSPs, MVNOs and other Internet-based and mobile services providers. It is expected that these enterprise customers will launch with their own customised and branded versions. However, Emeldi will assure that there is always a common core set of app functions loaded allowing competitive offerings associated with the EMG token.

For instance, when buying data obtaining discounts; receiving rewards for purchases using the EMG token; consuming less data when messaging, e-shopping, using music streaming and video games, etc..

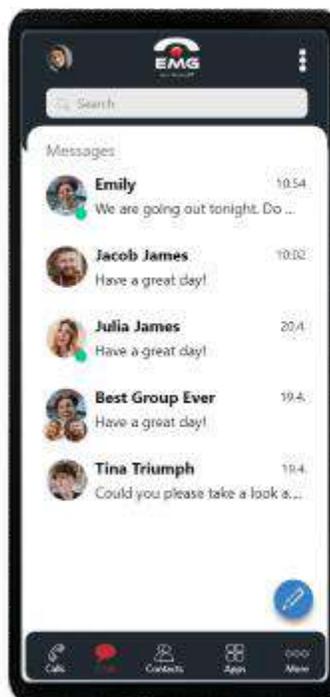
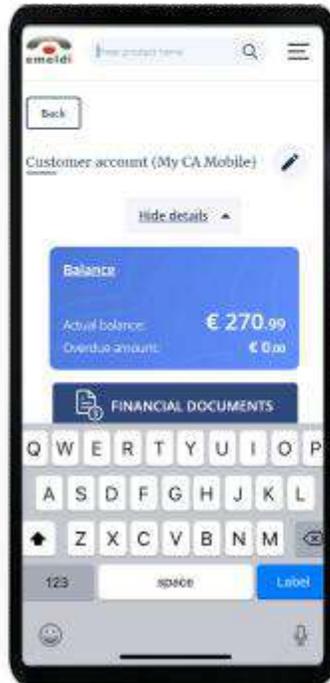
Longer term, other rewards like receiving more tokens by airdrops and via NFTs will also ensure continuing benefits for coin/token holders.



3 Launch Phase Products & Services



Telecom Super App



3 Launch Phase Products & Services



New EMG Website

The launch of EMG as a new company with a distinctive strategy is an opportunity also to create original a new and appealing website devoted to customer engagement. A design and development project is in progress to this end.

Given the expected importance of the B2C market segment in EMG's growth plans, the website will be very actively managed and curated in terms of page content quality and updating dynamics. Its functional scope will be by no means limited to attracting new customers.

Using our understanding of CRM customer lifecycle management, it will also place emphasis on sustaining and enhancing customer engagements. Specifically, it will contribute as one of the channels employed for us to foster, evolve and grow a number of different user communities generated by our portfolio of services available to EMG token holders.

The new website is already live at: www.emgroups.io

E-Game, with "Earn-as-You-Play": SuperVerse Discovery

There has been a rapid growth of new generation electronic video games in the last four years; particularly games that employ the use of crypto coins and NFTs to provide game players with the incentives of "earn-as-you-play". This development is supported by the growth of multiple crypto exchanges where game providers' coins and tokens can be easily bought and sold.

An added catalyst propelling the E-Games segment is the intensive marketing and speculation surrounding the arrival of the "metaverse". This phenomenon is due in part to the new powerful and affordable technological capabilities provided by suppliers of AR & VR graphics. Above and beyond that, it rides also on the momentum of Facebook's re-branding ("Meta") and commercial pivoting to the Metaverse.

This segment of the E-Games market is still in its infancy and there are new emerging opportunities for newcomers with well-executed products and coins/tokens. **EMG is entering this market.** However, consistent with our "distinctive and differentiating" business strategy, our approach will be innovative and distinctive.

3 Launch Phase Products & Services



E-Game, with “Earn-as-You-Play”: SuperVerse Discovery

EMG is developing a new E-Games Product Line wherein all the E-games launched are being branded as “SuperVerse Discovery” (SVD) games. This title is significant because it captures how we are going to be distinctive. First, we conceive our “SuperVerse” as different from the Metaverse; and second, our games will all be dealing with different types of Discovery as themes.

The Metaverse we define as:

“a network of 3D virtual worlds focused on social connection. In futurism and science fiction, it is often described as a hypothetical iteration of the Internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets .”

Our “SuperVerse”, while capable of developing the above-stated attributes, will instead be:

“ a universe having a singularity simulation model concept, within which there may be superintelligence futures.”

What this means is that gamers of SVD E-Games are enabled to discover how to travel both back and forwards in time and space, and possibly discover and interact with simulations of future and previous civilizations.

For our first E-Game product, we have adopted a copyrighted game (“Sea Voyagers of Fortune”) which is set in the Age of Discovery. Using this game as the initial baseline, we are transforming it into a modern “Earn-as-you-play” E-Game.

The game is highly competitive, imbued with jeopardy and tricky trade-off decisions for players, There are options for player piracy, false flags and other malevolent intents against their competitors. Obversely, using accumulated finances and physical resources, there are also opportunities for tactical and strategic cooperation between players in order to accomplish mutually desired goals.

This first game will include the possibility of discovering how to effect a simulated “transmigration” of a player’s developed built resources across time and space to another planetary destination. This latter place will be the point of origination for the second game in the SVD product line.



3 Launch Phase Products & Services



E-Game, with “Earn-as-You-Play”: SuperVerse Discovery

How does this work ? The winner of a successful new land discovery and build, will have the chance to unlock access to the same community and land they discovered, built this time in another future world. In this latter, the arriving players will encounter a future civilisation living within a simulation concept that hosts superintelligence capabilities. This will then be deployed further in the SuperVerse Discovery game number 2.

Development of the game is well underway. A foretaste of some of the features of the game are:

- the EMG token will be used as the game’s money
- E-Game users holding EMG tokens will get airdrops of NFT characters which will be the entry access to play the game
- People not holding EMG token, gain access to the game by purchasing an unique NFT character from the collection of NFT characters that are created for the game
- This NFT will allow users to earn money as they play. GameFi concept: multiple unique NFTs can be purchased; that gamers can sell these in-game to other players or separately to collectors.
- Raising funds to finance ships, crews and resources to travel across oceans to discover new lands, resources and build communities
- Hazard-strewn navigation with laden ships across dangerous seas and piratic encounters with competing players’ fleets
- Discovering new habitable lands for occupation and trade
- Diplomatic, financial, political and competitor challenges on arrival at targeted destinations
- Buying NFTs as letter of credit to be able to process commodities...prisoners of war
- Taking strategic decisions whether to remain in the discovered lands and build new communities, or else prepare for return journeys to their point of origin in order to sell all accumulated treasures and commodities and win earn as you play bonuses according to the value of the sold goods
- For players electing to stay in their new destination locations, they may engage in building of banks, stores, houses, ports, etc; and designate new roles for land/community security, laws of contract plus roles assuring cooperation with indigenous communities

3 Launch Phase Products & Services



E-Game, with “Earn-as-You-Play”: SuperVerse Discovery

- Reward with NFTs: Successful traders and ship’s captains may win the right to live in a community that is successful. They receive a "noble position NFT" within the community as reward.
- Wealthy and cooperative voyagers get rewards by being allowed to choose “VIP” captains with great track record of past voyages
- Players can bargain and trade amongst themselves. For instance, Captains’ badges as NFTs, and NFTs you will receive as rewards; e.g; ships’ special collateral special letter of credit; with special successful voyages-level of player - NFT as credit
- Other players, as a reward, can join an upcoming voyage with earn-to-play NFT reward token concept
- Jeopardy remains a persistent feature of life in the new lands; for instance from occasional raids by pirates arriving from sea; also dissident ex-ships’ crew members who are disenfranchised from the new communities and who conduct acts of aggression, theft and destruction.

Additional to the ever-present risks of insecurity on land, there are equivalent dangers of loss, harm and destruction at sea. These occasions are illustrated by the possibilities of sea battles between competing fleets navigating their ways either to planned destinations or return trips to origins (home ports). In such battles, players with their fleets are subject to a variety of changing conditions relating to the elements (winds, seas, uncharted shores, etc.) but also to premeditated but secret attacks on their fleets.

Resulting outcomes of battle engagements can range from miraculous escape from capture to complete loss of a vessel, all hands and cargoes. Which outcome occurs is not preordained, rather the consequence of each fleet’s captain’s skills at defence and offence marshalling the resources and experience at his disposal.

The key principles underlying the game’s stories and scenarios are: challenging player engagement, creative and innovative role-playing experiences, frequent jeopardy requiring judgement and skill, and recurring player competition for resources, attainments and successes.

The team assigned to work on this project are excited about its scope and distinctiveness. A news release with more information about the game will be published during April. The game’s first phase launch is scheduled for Q4 2022.



3 Launch Phase Products & Services



E-Game, with “Earn-as-You-Play”: SuperVerse Discovery



3 Launch Phase Products & Services



Schedule

All schedules are still subject to possible modification.

E-Commerce NFT Market Place

The first phase of this functional extension of the platform is already underway, and is already completed, upgrades are targeted for 3rd and 4th Quarter 2022. The first «use case» will be for renowned contemporary art works and artists.

Telco Digital Token

A central component of the new firm's launch strategy is to issue these coins onto two Crypto Exchanges. **This also is targeted for launch early in 2nd Quarter 2022.**

Telco Sector "Super App"

EMG is developing a Super App that will incorporate our Emeldi Commerce®CRM platform (completed) with recently developed solutions such as the EMG Marketplace (Beta NFT version), Video calling, Mobile Money, and instant messaging that offers numerous functional capabilities to mobile phone customers within one application EMG Super App. **1st phase launch is targeted for 2nd Quarter 2022.**

"Superverse Discovery" E-Game, with "Earn-as-you-play"

Emeldi Group has scheduled the development of an exciting new-Generation "Earn-as-you-Play" E-Game. More news on this game will be communicated in April. It is **targeted to debut in 4th Quarter 2022.**



4 Growth Economics & Tokenomics



Capital Raising for IDO and listing & Investment Allocation

The scenario for EMG IEO launch is:

Total Number of EMG coin:	800 million
Total No. of Issued coin:	500 million
Total No. of Unissued coin:	300 million
Unissued Coin Lock-Up period:	24 months

Total No. of Coins available for IDO/exchange listings : 25 million
Price: 0.18USD

Coin Allocation:
Maximum supply: 800 million

Target Launch on 3 different exchanges during Q4 2022.

Proposed Allocation of Capital Funds Raised

The finally-determined allocation of funds raised may be adjusted in light of the actual amount of funds raised and also following a more detailed budgeting for required investments.

Tokenomics & Lock-up release sheet:

<https://docs.google.com/spreadsheets/d/1byHKVEubUaqnAdGW7DIdTmdaRfPrDYtO/edit?usp=sharing&oid=104944112352025255994&rtpof=true&sd=true>

4 Growth Economics & Tokenomics



Customer Utility & Accretive Value

The core principles being applied are to have:

(a) a pipeline of value-adding products and services that support the long term engagement of customers, hence too appreciation in value of EMG tokens and tokens. (b) a correct balance between coins/tokens in circulation and those held in reserve. This balance can change over time but the release of new tokens into circulation must be accretive to token value, not the inverse. A well-defined business and product strategy is essential to accomplish this.

Crypto investors look carefully at the total coin that are owned internally by the company's owners and key staff. "Skin in the game" is considered a positive sign of commitment. EMG has a strong technically- and managerially-experienced team with track records of successful delivery (see profiles Section 6). There are "lock-in" periods for the coin held by these owners before they can sell. Owner coin releases will be permitted periodically, There will be also threshold limitations set to owner coin releases.

Like all investors, crypto investors discount the future. So in a sector that is heavily technology-dependent, they want to see that new software product designs and proposed token use cases allied to that software are durable, with high utility, and competitive relative to incumbents.

Crypto investors also require to see that the company has an adequate "war chest" of funding to support the costs of products and services development; business development and sales, marketing and launch of their solutions.

All value-added functions within EMG have the above core principles as components of their respective goals.

Tokenomics: EMG's Approach

EMG is busy planning and developing new types of token-based business models which will become integral parts of the value-creation chains we will be forming and evolving as complements to our portfolio of products and services.



4 Growth Economics & Tokenomics



Tokenomics: EMG's Approach

In the immediate future, we expect the main flows of revenue/income will be from following the:

- EMG NFT Marketplace: EMG will take 2% from each transaction completed
- Sale of the EMG SuperApp to CSPs: the product is targeted primarily, but not exclusively, at Telecom companies.
- SVD ecosystem: Revenues that will be generated via various business models of SVD

EMG coin will be a utility token used throughout the EMG ecosystem as the basis of transactions and interactions. It will be an ERC-20 token built on Polygon blockchain. Incorporating a new strategy or product features will require minor changes in specific independent contracts.

It will be used across the ecosystem by artists, gamers and investors. For example, Artists on NFT marketplace will be able to mint Assets (NFTs). SVD E-Game Players play to earn, creating and selling their ideas on the marketplace. Investors acquire EMG on different exchanges.

Artist/player generated content will be represented as ERC-1155 tokens. We are using the ERC-1155 token standard to ensure lasting and verifiable scarcity of the non-fungible items. This standard allows a smart contract to track token-ownership at the individual token level: each item has a unique identifier and, optionally, unique properties stored as metadata.



4 Growth Economics & Tokenomics



Tokenomics: EMG's Approach

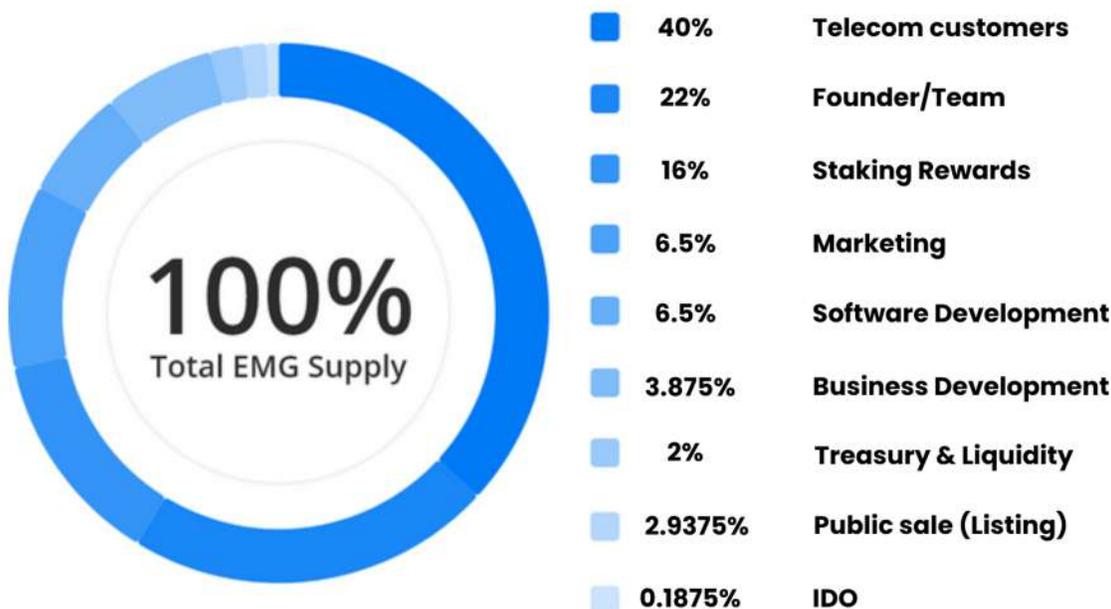
Token Allocation

The Table below presents the currently defined and agreed status of EMG's approach and plan for EMG allocation.

We stress three points about these details. First, the fixing of both the total supply and the per cent shares going to the EMG owners and to the IEO & ICO launches, is definitive.

Second, the locking of 300 million coins is fixed for 24 months from May 2022, during which time EMG management will assess, decide and act on how best to deploy these in the interests of the business, customers, and coin holders.

See our tokenomics spreadsheet ([page 43.](#)) for all details about distribution and token lock-up release.



5 Beyond Launch



Guidance

The functional scope and plans of EMG's Marketing are being driven by, and aligned to, the Business Strategy. Adjustments can and will be made as and when Executive Management decide.

The summary strategic guidance is:

“(a) the core requirement for innovative software products and services remains foundational for value-add. As a start-up, EMELDI GROUP will be special in that it will have at its' disposal access to not only the entire accumulated know-how of the technical and management teams in the existing Emeldi companies; but also to the portfolio of existing, proven, state-of-the- art enterprise software assets.

(b) There are new core competencies to be acquired and mastered in order to succeed. A start-up provides an unique opportunity to create an organisational culture that is focused on servicing the demands of new types of end users, both B2B and B2C, that are 100% digital-immersed. The latter means that the functions of business development, marketing, and sales must be prominent and tuned-in to their needs.”

The critical success factors are:

(a) EMG is a unique “start-up” in that is born from an existing family of related companies from which it is able to leverage legacy assets, be they enterprise software products and services, IT architecture and engineering competencies, lifecycle processes management know-how , and management expertise and leadership.

(b) EMGs' immediate driver of value into the “digital assets” market place is to leverage notably its leading EMELDI Commerce® Platform. However, this leverage must be quickly accompanied by a coherent Products & Services development pipeline and innovation Roadmap.

(c) EMGs' immediate business challenge is to engage with the new business opportunities that are presented in the “digital assets” market segments and secure commercialisation deals with those assessed to be best-aligned with EMGs' goals. This means acquiring additional competencies in key functional areas, notably Business Development and Marketing.

(d) As the scope of EMGs' business model is to address not only end markets that are both B2B (Emeldi's legacy business in Enterprise Software to the Telecom Sector), but also B2C (for example, an NTF Marketplace operated by EMG), there is a need to acquire core competencies in the category of “digital assets” customers and their lifecycle management. **These overlap, but are not identical to, the customer lifecycle management found in retail telecoms.**

(e) EMGs' business growth requires that targets and resources be set and allocated also for the medium to long term. Digital assets markets are characterised by strong positive network externalities, the exploitation and capture of which are a critical success factor. Planning and positioning for these is essential to raise the probability of success. So the Marketing Plan is being scoped to cover not only initial launch (9 month view) but out till end 2023 (21 month horizon); updated and extended on a 6 monthly basis.

5 Beyond Launch

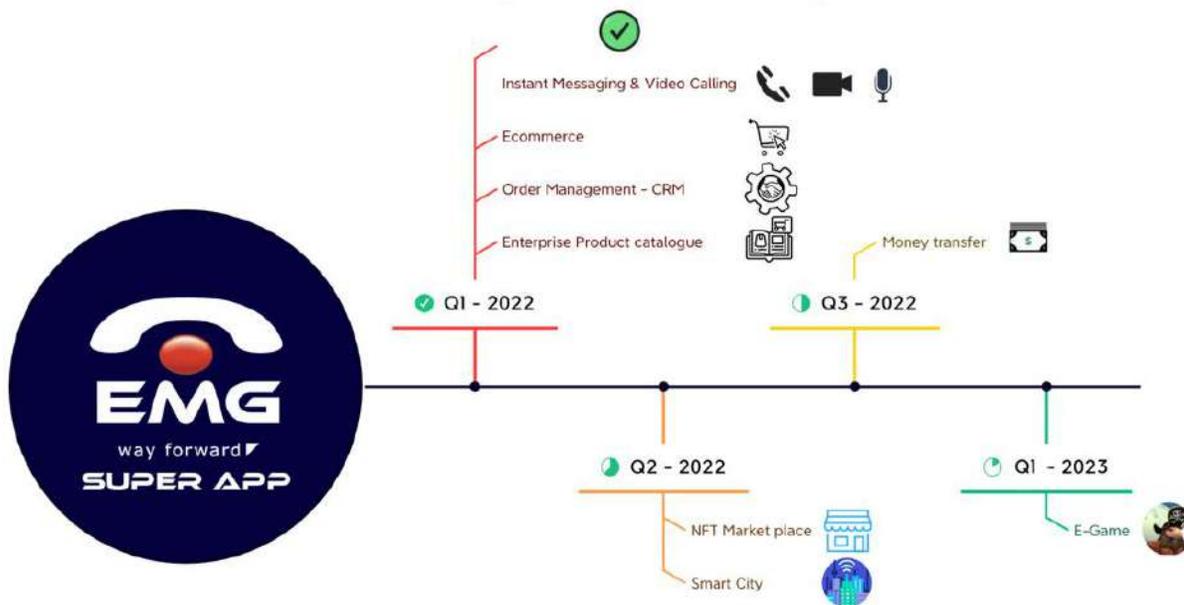


Investment Execution & Future Growth

From software technology start-ups Investors expect both “What you see is what you get” and “Actions speak louder than words”. EMG’s team have taken this perspective on-board to inform our approach to execution of EMG’s investment plans. We will :

- only communicate to the market-place what we have high confidence to deliver
- provide regular, accurate updates on projects’ progress
- explain any unexpected delays and remedial plans
- communicate to the market our ability to fund published projects; and, keep those projects’ costs within budgeted limits.
- find inventive ways to come to market as early as possible (subject to quality requirements)

EMG Super App Roadmap



Emeldi’s product strategy in building enterprise class application software has always been to adopt the best available Open Standards, so long as they are ones that the industry demonstrates willingness to adopt. Our E-Commerce application software consists of an architecture that conforms to this strategy.

The resulting product is rich with functional and non-functional capabilities that make for ease of use and robustness, is secure, and can scale operations for operators in a number of industry sectors, notably for all three CSP tiers.

As the software industry is highly innovative and adaptable, this strategy requires that we invest continually in R&D regarding the trending changes in integration standards. This investment yields inputs to periodically updated Products Road Maps for our software products; which keeps us in the “Leadership” Quadrant amongst our competitors.

5 Beyond Launch



Investment Execution & Future Growth

Having said that, when entering into engagements with customers, it is evident that when their Executive Management commit to a “digital transformation” strategy of some kind, the hard work has still all to be done. Business cases have to find justification and acceptance before Capex is allocated. Spending decisions almost invariably prioritise those projects promising a quick internal rate of return.

So in practice, a balance has to be struck between the business side and the technology side of the enterprise because the legacy technology assets in many CSPs today still are hampered by serious architectural – including integration architectural – shortcomings. These shortcomings are no longer “fit for purpose”. They cause significant additional and unnecessary operations costs; and the lack of their flexibility and scalability “lock out” business growth opportunities such as those possible with 5G. **In short, what is to be faced is for IT organisations to be given the authority and the capex to transform the IT architecture in the shortest time possible to be able to support the rapidly emerging new business requirements.**

Accelerating this goal requires selecting mature and proven Enterprise class software products and then moulding a strategic relationship with the supplier. Integration then becomes more agile and less costly as needless customisations are reduced to a minimum. The CSP can input their strategic requirements into the supplier’s product roadmap.

Emeldi’s technology policy of adopting value-adding industry open standards – such as some of those from the Telecom industry’s TM Forum ODA – have enabled us to develop and commercialise leading enterprise software solutions. For instance, the Emeldi Commerce® CRM. It is a modern, future-proof technical solution using Microservices Architecture, and provides amongst other attributes, robustness and horizontal scalability.

The distributed architecture is ideally suited for Agile Methodologies. It possesses great agility and operational efficiency; supports fully DevOps principles, and a zero-downtime release process. State of the art quality assurance (QA) is achieved through an automated CI/CD process.



5 Beyond Launch



Investment Execution & Future Growth

With this strategic decision taken, for multiple future project implementations, the CSP/DSP can focus more and more on integrating to 3rd party partners, channels etc, which add value; while the new IT Architecture demonstrates its own value-add by adding features, functions, integrations etc. with the speed of agile methods and CI/CD.

None of what is said above excludes the possibility of continuing to buy other commercial application software if it provides functionality to fill a gap in the business processes – so long as it has the required open architecture attributes to integrate with the whole without proprietary and repeatedly customised interfaces.

CSPs, Utilities and other verticals, having witnessed 15 years of hyper growth by the “HyperScalers”, are rapidly moving on the need for “digital transformation”, but also and perhaps more importantly, for E-Commerce platform solutions to enable them to benefit from new revenue sources from the explosive growth in online E-Commerce.

In this respect, they are converging on a business growth strategy for which EMG is well-prepared and positioned to support and help fulfill.



6 Profiles of Core Team



Mark Bystriansky
EMG Founder & Group CEO

Mark steers the Emeldi Group of Companies, including Emeldi Canada and UK, with strategic direction and product innovation. He has over 20 years experience within the Telecommunications industry.

He is a co-founder of Emeldi Group, and managing director. Mark has extensive experience with E-Commerce products R&D, management, and enterprise grade customer project deliverables. Mark has co-founded 5 software and services companies; each providing a variety of value-added and IT services, throughout Europe, UK, Canada and the USA. He has overseen and delivered 50 enterprise customer project instances.



Pavel Chlad
**Chief Product Architect at EMG,
Head of Product Development at
Emeldi**

Pavel has over 20 years experience with programming in Java, C#, PHP, TypeScript, Angular, React. He has a lot of experience with frontend components application design, mostly in telecommunication and banking sector.

Pavel has been working for Emeldi for over sixteen years. He is currently in the position of Head of Development responsible for overall software development teams, architecture, delivery and quality assurance standards. He is behind the technical solution of the Emeldi Commerce® - the Emeldi flagship product.



Jiri Dolezel
Chief EMG Software Architect

Jiri is an enthusiastic software developer with many years hands-on experience in designing and developing e-commerce and CRM applications.

His main area of expertise is a telecommunication industry, but he also has experience in a health insurance and state administration sector.

He is behind the technical solution of the Emeldi Commerce® - the Emeldi flagship product. In Emeldi, Jiri is a development team leader responsible for overall product architecture and implementation delivery.



Alex Aunicky - Director EMG Product Application Support & Maintenance

"Alexandr has more than 15 years of programming experience in Java, NodeJS and Python.

He has collaborated on projects of large telecommunications and insurance companies, as well as on projects in the state administration. He is currently allocated at EMELDI as a team leader for Corrective and Maintenance solutions."



Igor Zavadovsky
Head of Business Development

An experienced and creative Marketing Manager with proven marketing skills, innovations, strategies, and a desire to learn. He has expertise in consumer and business marketing, brand management & media marketing. Also skilled in marketing communications, event management & media relations.

His role includes brand building, marketing strategies and innovations, customer analytics and community development . With long-term experience at Emeldi Technologies, he is well-placed to identify opportunities and choose the right ways to support EMG marketing across B2B and B2C segments. In close cooperation with Business Development and the software products and development team, he will manage token design. Igor is a dynamic person, bringing enthusiasm and an open attitude to his work.





Igor Milenkovic
Head of Design and UX for EMG
product portofolio

Igor is the designer of the user experience and user interface on EMG's E-Commerce platform. He possesses in-depth knowledge as a front-end developer. He is also responsible for conceptualising and executing graphics assets. He works closely with the engineering team to design new features and introduce appealing visual designs for products and marketing deliverables.

He has the ability to take ideas from concept to wireframe; creating functional prototypes for production and development. He possesses several years of experience in this field. This encompasses designing a variety of home pages, dashboards for multiple purposes, pricing pages, forms, checkout and many other digital content.

Igor is knowledgeable in HTML, JavaScript (Vanilla, Angular & ReactJS), and cascading style sheets. He has coded different kinds of front-end web pages and web applications. Active in the social development environment with community designers and developers, he shares his experiences in coding and designing.



George Cox
Chief Marketing Officer

George has 20+ years' experience driving innovation and building relationships for some of the largest companies in the world.

He has held Executive titles with Google and Global Media, after shaping his career at BT, as well as being a core team member behind the largest crypto pre-sale of 2021.

George has an enviable track record, that boasts exceptional results from a sales, marketing, and operational perspective, collecting numerous awards and recognition along the way.

Having delivered multi-million dollar results across many projects, he now drives excellence across a highly motivated team.

His knowledge both within the crypto and also traditional marketing spaces, will be invaluable to Emeldi, as we bridge the gap between web2 and web3.

