



chiliz  
Spice Up Your Game

# Giving esports fans the power of **voice**

Executive Summary

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# Product

## The chiliZ Platform

A crowd management environment which lets the world's **2.2+ billion gamers & 380+ million esports fans** take a meaningful, active hand in guiding the major decision making events for their favorite organizations.

**Inspired by the "Socios"** team-control models used by football teams like Real Madrid & FC Barcelona

**chiliZ' blockchain solution turns team management into an entertainment proposition in its own right**, gamifying voting rights into a trading & re-trading experience in addition to giving fans a tangible Voice to crowd-manage teams, leagues, events & game titles.



## Vision

**The chiliZ platform will power the Global Player League (GPL).**

The GPL **is the first fan-controlled, city-based, globally scalable esports league** built for today's gamer and esports communities, powered by the **chiliZ (\$CHZ)** token.

As the first **decentralized global esports league**, the GPL pioneers **'tokenized team control'**, where franchises are guided directly by fan consensus.

**Fans use chiliZ tokens to acquire 'Voices' in the GPL teams they support**, leveraging them to help crowd-manage teams across multiple competitive games.

Unique voting rights underpinning each 'Voice' acquired via chiliZ tokens, and realized via smart contracts. means that there is **no middle-men between GPL teams, events and their fans.**

The global **esports market is slated to experience 32% growth annually through 2020, but the environment offers only transactional 'contact' for fans.** The GPL embraces cryptocurrency and blockchain technology as the most effective tools to **empower esports' massive fanbase** and transform them from passive spectators into **active agents** who control the competitive landscape they love to follow.



# Advisory + Shareholders

**Mediarex's Advisory Board supports the company in 2 significant areas:** Token Sale execution process & platform growth. This brain-trust of gaming space expertise, industry networks and marketing power will ensure momentum for chiliZ' opening Token Sale & ensure robust platform growth post-Token Sale.

## Advisory



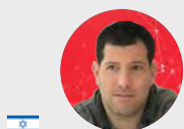
**Mor Weizer**  
CEO, Playtech PLC

Chief Executive Officer & Director of the world's largest iGaming supplier, holding a market cap of over \$3.5 Billion.



**Sam Li**  
Head, Strategic Partnerships, Sina Sports

Former Associate VP of the NBA & current lead for domestic & international sports content acquisition for China's largest online media portal.



**Gil Rotem**  
Former Gaming COO, Bet365

Former board member & part of leadership team for the world's largest online sportsbook.



**Tarquin Henderson**  
Former Head, EMEA Gaming Sales, Facebook

iGaming industry veteran & expert in social game marketing; former executive at 888 Holdings & CMO of BetClic Everest Group.



**Dr. Christian Mueller**  
Director, Business Dev., Infront Sports

Business development head for one of Europe's leading sports marketing agencies.



**Wouter Sleijffers**  
CEO, Fnatic

Leader of one of the world's most popular & competitively successful esports teams, Formers VP, Marketing Services, Skril.



**Tobias Sherman**  
CEO, Founder, FOUNDRY IV

Former Head of Global eSports at WME | IMG & studio owner focused on competitive titles. Co-Creator of E-League.



**Morten Pedersen Tonnesen**  
CEO, Ve Global

Marketing solutions innovator & former Head of Group Marketing, PokerStars.



**Nicolas Maurer**  
Owner & CEO, Team Vitality

Esports entrepreneur, founder of the most popular team in France; spot inductee into the EU LCS.



**Thomas Winter**  
VP, Golden Nugget Interactive

Veteran executive in the iGaming space & former CEO of BetClic.



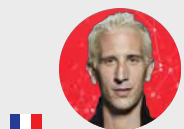
**Ludovic Bodin**  
Co-Founder, French Tech (Beijing)

Serial entrepreneur in gaming and tech, and creator of multiple FPS games.



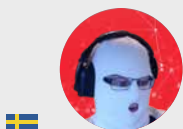
**Matthieu Pigasse**  
Global Head of M&A, Lazard Bank

CEO of Lazard France, prominent investment banker & media owner.



**ElkY**  
Poker Icon, Esports Star

World famous Poker pro with over \$13.5M in lifetime earnings & former StarCraft phenom. Also known as Bertrand Grespellier.



**Anomaly**  
YouTube Influencer

Esports expert with over 2+ million YouTube followers; Co-Owner of a CS:GO trading platform.



**Guillaume Patry**  
StarCraft World Champion

Iconic former StarCraft Pro under the alias "Grrrr...", World Champion in 1999 & one of the top players in Korea in the early 2000's.

## Shareholders



**Ceyuan Ventures**  
Venture Capital Firm

Top tier Beijing Based Venture Capital firm & early investor into the OKEx exchange. Founded by Bo Feng (pictured, top).



**Dr Stanley Choi**  
Venture Capitalist

Dr Choi, together with H&S Financial Group are a leading financial vehicle focused on IPOs & gaming transactions.



**Donald Tang**  
Former CEO, D.E. Shaw & Co (Asia Pacific) Greater China

Former leader of one of China's largest hedge funds - D.E. Shaw.



**Xavier Niel**  
Telecommunications Tycoon

French telecom mogul, majority shareholder of Free, Monaco Telecom, Eir Telecom & owner of Le Monde.



**John Gleasure**  
Co-Founder, Perform Group

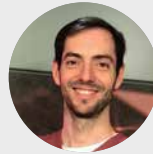
Founding Board Member of Perform Group, a sports marketing company sold to Access Industries for \$1.2B in 2014.

# Team and legitimacy

## Team



**Alexandre Dreyfus**  
Chief Executive Officer



**Thibaut Pelletier**  
Chief Technology Officer



**Max Rabinovitch**  
Chief Strategy Officer



**Fiobian Manicolo**  
Chief Financial Officer



**Jade Cruickshank**  
Chief People Officer



**Max Orlovsky**  
Head of Gaming Development



**Eric Danis**  
Editor-in-Chief, Platform  
Content



**Marius Mikusauskas**  
Head of Back-end  
Development



**Carlos Muray**  
Senior Graphic Designer



**Hans Kleinsman**  
Head of Social Media



**Roland Boothby**  
Head of Player Database  
Services



**Roberto Umana**  
Senior Editor, Digital Assets



**Richard Sambron**  
Head of Video Production



**Dorian Michel**  
Graphic Designer



**Wesley McKenzie**  
Admin, Player Database  
Services



**Tom Pickering**  
Advisor & shoutcaster,  
esports

## Legitimacy

### Government support & local Token Sale execution

#### Working in a blockchain-friendly legislative environment

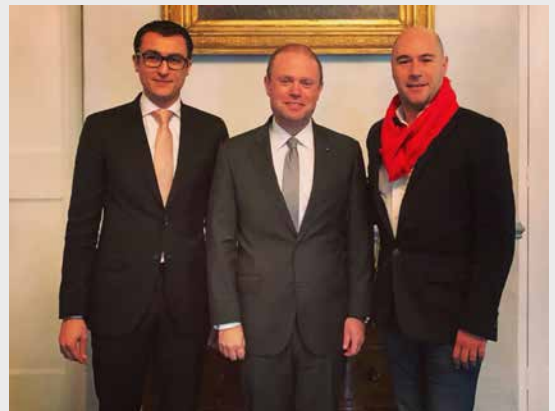
The chiliZToken Sale will be executed in Malta, where the Mediarex team has been based for over 12 years. Malta is an EU member nation with a pro-blockchain project exploration/ adoption government that is actively building regulatory and tech infrastructure to support these initiatives.

With roughly 25% of it's national GDP driven by Financial Services, Fintech & Gaming sectors, Malta looks to support local blockchain entrepreneurial efforts as a long-term investment in it's own economic growth & evolution.

The nation is currently in the process of formalizing these efforts into a 'Virtual Currency Act', paving the way for a first-of-its-kind auditing framework made specifically to regulate blockchain-driven investment operations such as Token Sales.

#### Operations inside the European Union

chiliZ & its parent company Mediarex Enterprises Ltd. are not an off-shore vehicle (not operating through Bermuda & Belize as a majority of Token Sales are) – instead working through the European banking system & under full regulatory oversight. All Mediarex company accounts are audited and publicly available.



**Secretary Silvio Schembri (left), Maltese Prime Minister Joseph Muscat (center) & chiliZ CEO Alexandre Dreyfus (right) meeting to discuss the future of esports & blockchain initiatives in Malta.**

### Executed in the E.U. and a member of the Enterprise Ethereum Alliance (EEA)

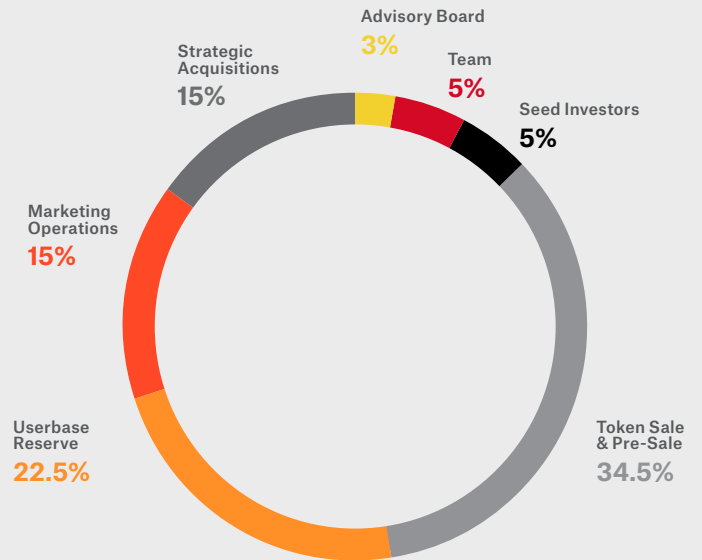
# Token Sale

## chilIZ Token Distribution

<b>Total chilIZ to be minted</b>	(\$CHZ) 8,888,888,888
<b>Private Pre-sale and Public sale Hardcap</b>	(\$CHZ) 3,066,666,666
<b>chilIZ issued to Team + Seed Investors</b>	(\$CHZ) 888,888,888
Team:	(\$CHZ) 444,444,444
Seed Investors:	(\$CHZ) 444,444,444
<b>chilIZ issued to Advisory Board</b>	(\$CHZ) 266,666,666
<b>Userbase Reserve</b>	(\$CHZ) 2,000,000,002*
<b>Marketing Operations</b>	(\$CHZ) 1,333,333,333
<b>Strategic Acquisitions</b>	(\$CHZ) 1,333,333,333

\*3 token addition to Userbase Reserve factored in to off-set fractional allocations to other uses/ parties.

## chilIZ Allocation by Group



## Pre-Sale & Sale Funding Allocation



### Operational Expenses 65%

A majority of funds will be used to build-out the chilIZ platform, secure esports partnerships, and invest in the production of native esports leagues and events.



### User Acquisition 20%

Funds will be used to acquire new users for the chilIZ platform and grow engagement in its Voice, P2P Challenges & P2P trading marketplaces.



### Corporate Structuring 10%

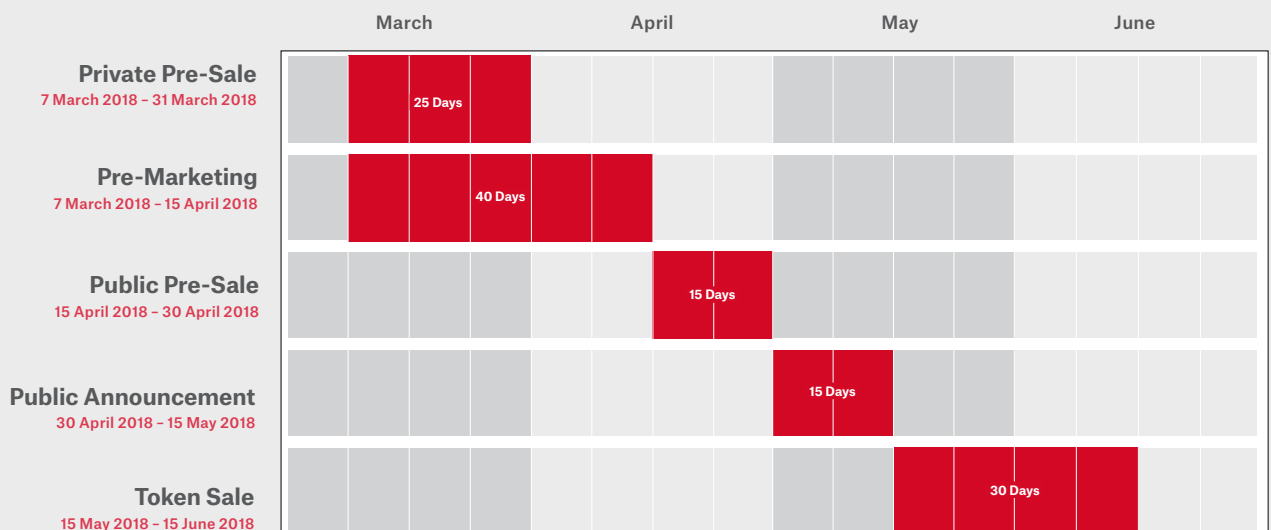
Funds will be used to ensure the chilIZ platform maintains fully independent operations & has the strategic freedom to grow on its own terms.



### Security & Legal 5%

Funds will ensure timely audits for chilIZ platform security & ensure the legality of the platform's operation in the EU and in all other global markets.

## chilIZ Project Token Sale Rollout Process





# chiliz



## Malta

### Mediarex Enterprises Ltd

Melita Court, Level 3  
Triq Giuseppe Cali  
Ta' Xbiex, XBX 1420  
Malta



## China

### Mediarex Beijing Sports and Culture Ltd

D2 #50901,  
Galaxy SOHO  
Chaoyangmennei Street  
Beijing



## USA

### Mediarex Enterprises LLC

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4040 West Hacienda  
89190 Las Vegas, NV.  
89118

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