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**WHITEPAPER**  
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### **IMPORTANT**

You are not eligible and you are not to purchase any MOS tokens if you are a citizen or resident (tax or otherwise) of Singapore, or other Singapore Person. "Singapore Person" is generally defined as a natural person, residing in the Singapore or any entity organized or incorporated under the laws of Singapore. Citizens and foreign citizens with main residence in South Korea are also not allowed by the South Korea's Financial Services Commission to invest in the public sale of MOS tokens. Furthermore, because of current regulatory uncertainty and before additional information is publicly released by the Platform on the matter, green card holders of the United States or citizens or residents (tax or otherwise) of the United States of America, Singapore, or other U.S., Singapore Person, are not eligible to register as Continuous Contributors. That limits the ability of U.S., Singapore, to utilize MOS tokens and participate in the future development of the Platform as well as in the distribution of proceeds.





# EXECUTIVE SUMMARY

MOS Lottery is a blockchain based lottery. We create MOS Lottery to address the problems inherited in the lottery market, fair and transparent play. By itself, lottery has one of the highest odds in the gambling industry, thus the probability of winning lottery is very low. Though lottery operation is centralized and operated by governments and states, there have always been questions on transparency in terms of winning number selection and if the player indeed places the bet. The recent issues of lottery fraud and rigging further tainted the lottery market and slow down the demand for lottery play.

MOS Lottery is designed as a decentralized platform and its lottery operation is fully managed by Ethereum smart contract. All bets and results are made public and recorded on the blockchain without 3rd party involvement. MOS Lottery smart contract also ensures it has sufficient pool of fund to pay the winning amount before accepting any bet, thus players can be assured of receiving their payouts should they win the lottery. MOS Lottery uniqueness is that the lottery winning number was selected from global stock market index i.e. NASDAQ, Dow Jones, etc. which the numbers are not manipulatable and available for public viewing. We also carefully design the lottery game so it appeals to both avid lottery players and casual players.

At this point in time, there is no lottery platform; blockchain or conventional that is directly comparable to MOS Lottery. Hence, we are launching MOS Lottery Initial Coin Offering (ICO) to grow pool of jackpot fund and accelerate the platform rollout to the global market. During ICO, we target to raise USD 55 Million to support our global rollout and offer up to 5.5 Billion MOS Token for investors that want to be part of our success story. MOS Lottery is not a concept and our platform is ready to launch post ICO, hence the risk of supporting MOS Lottery project is low and investors can enjoy potential returns within short timeframe.



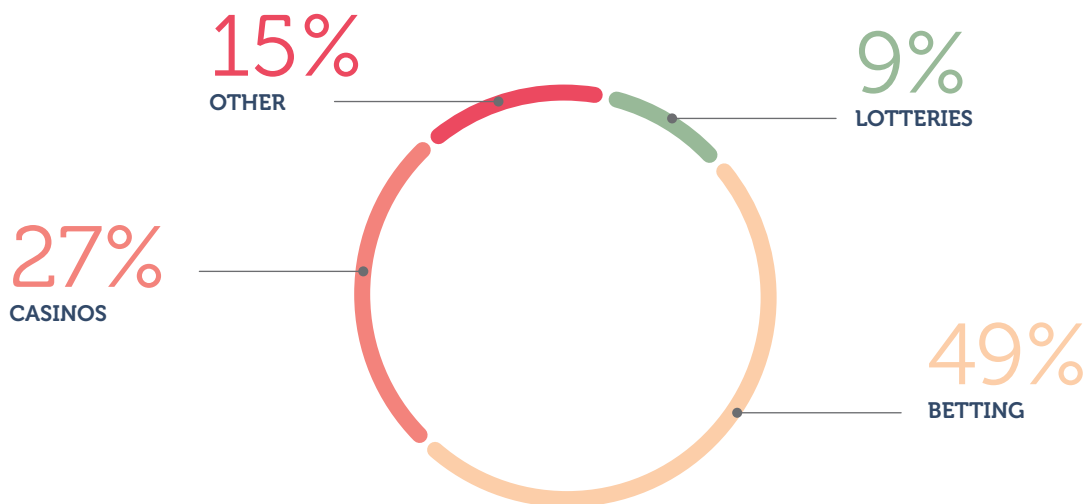
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# 1 OVERVIEW OF THE LOTTERY MARKET

Lottery is one of the most popular betting games in the world. By placing a small bet, lottery provides an opportunity to dramatically change one's financial situation for the better, and such opportunity has attracted the attention of millions of people around the world. The global lottery market is predicted to grow at a CAGR of 9.44% during the period 2017-2021. Data from the World Lottery Association (WLA) shows that WLA member lotteries generated \$261 billion revenue in 2015. That is a revenue increase of 2.7% from the year before. WLA members around the world represent approximately 60% of global lottery sales by volume.

## ONLINE GAMBLING MARKET



Overall, lotteries accounted for 9% of the online gambling market, with the remainder made up of betting (49%) and online casinos (27%). It appears that lottery market is on a steady growth trajectory but also faces some significant headwinds, mostly due to the current problems in underlying lottery operation.

### A. Fair & Transparent Issues

Lotteries are operated by government and states around the world, with certain country granting the 'rights' to private entity to operate the lottery. Whether it is operated by government, states or private entities, its operation shares the same characteristics: the participants and bet amount for any lottery session are not available for public viewing; methods of selecting the winning number by the lottery operator is unclear and the lottery operations are centralized and controlled by single party. Lottery players and the public are always suspicious and curious to ascertain if the lottery is operated in fair and transparent manner, given the current circumstances where one single party can influence and control the lottery outcome. Recent scandals in lottery such as, lottery frauds and rigging only deepen the players' beliefs that the lottery is indeed not fair and transparent.

# 2 INTRODUCTION TO MOS LOTTERY

MOS Lottery was created to address the problems of unfairness and non-transparency in lottery play. MOS Lottery will set a new standard in the global lottery market. MOS Lottery is a fully transparent and decentralized platform where its operations are regulated by smart contract and no single party, including us can control or influence its operation. All MOS Lottery operations, including player bet, results, jackpot management and sales fund distribution are recorded on the blockchain for public verification. MOS Lottery smart contract also ensures it has sufficient pool of fund to pay the winning amount before accepting any bet. Thus players can be assured of receiving their payouts should they win the lottery.

MOS Lottery is unique because the lottery winning number is selected from global stock market index i.e. NASDAQ, Dow Jones, etc. which the numbers are not manipulatable and available for public viewing. Players can participate in the 1-digit, 2-digit, 4-digit, 6-digit and 8-digit game and choose numbers between 0 to 9. Once the stock market closes, MOS Lottery compares the closing index with the betting number and automatically executes payouts for correct matches. We also carefully design the lottery game so it appeals to both avid lottery players and casual players. The lottery game will incorporate fun and engaging mechanics as well as high quality graphic similar to popular social casino games. MOS Lottery also offers multiple mini-jackpot so more players have the opportunity to win the jackpot.

With the utilization of blockchain and smart contract, MOS Lottery trust-flawless design will enhance fairness and transparency, thus creating the new level of trust to lottery players. Below, some key facts about MOS Lottery are summarized:

## A. MOS Lottery Key Facts

Fully decentralized and transparent lottery managed by an Ethereum smart contract.

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All operations, including player bet, results, jackpot management and sales fund distribution are recorded on the blockchain.

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Ensures sufficient pool for payout before accepting any bet.

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Winning number selected from global stock market index. Payout is based on correct matches depending on the game i.e. 1-digit, 2-digit, 4-digit, etc.

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Fun and engaging lottery play, appeal to both lottery players and casual players.

# 3 MOS LOTTERY MISSION & VISION

MOS Lottery was developed to solve the fair and transparent issues in the lottery play. Our vision is to create a new level of trust so lottery players can participate in the lottery with confidence. Our decentralized operation and winning number selection from stock index are measures taken to ensure that not a single entity can control or influence the operation and outcome of the game.

With the new level of trust, our mission is to position MOS Lottery as the preferred lottery platform and build the largest international lottery community. Our fun and engaging lottery games with multiple jackpots will appeal to avid lottery players, stock market enthusiast and casual players. Hence, our addressable user base is larger as compared to other lottery operator.

# 4 MOS LOTTERY KEY FEATURES

Below are the key features that define MOS Lottery uniqueness:



## SMART TRANSPARENCY

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Fully transparent in the lottery operations & winning numbers selection



## FAIR HOUSE EDGE

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Fair play for both the players and the operator



## SECURE PLATFORM

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Protect the integrity and security of the lottery operations and the players



## ATTRACTIVE WINS AND PAYOUTS

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One large jackpot and multiple mini jackpots that pay our players



## ANNOYMOUS PLAY

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Placing bets and receiving payout without revealing identity



## PLAYING THE LOTTERY WILL NO LONGER BE MUNDANE

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Fun and engaging game design that appeals to large user base



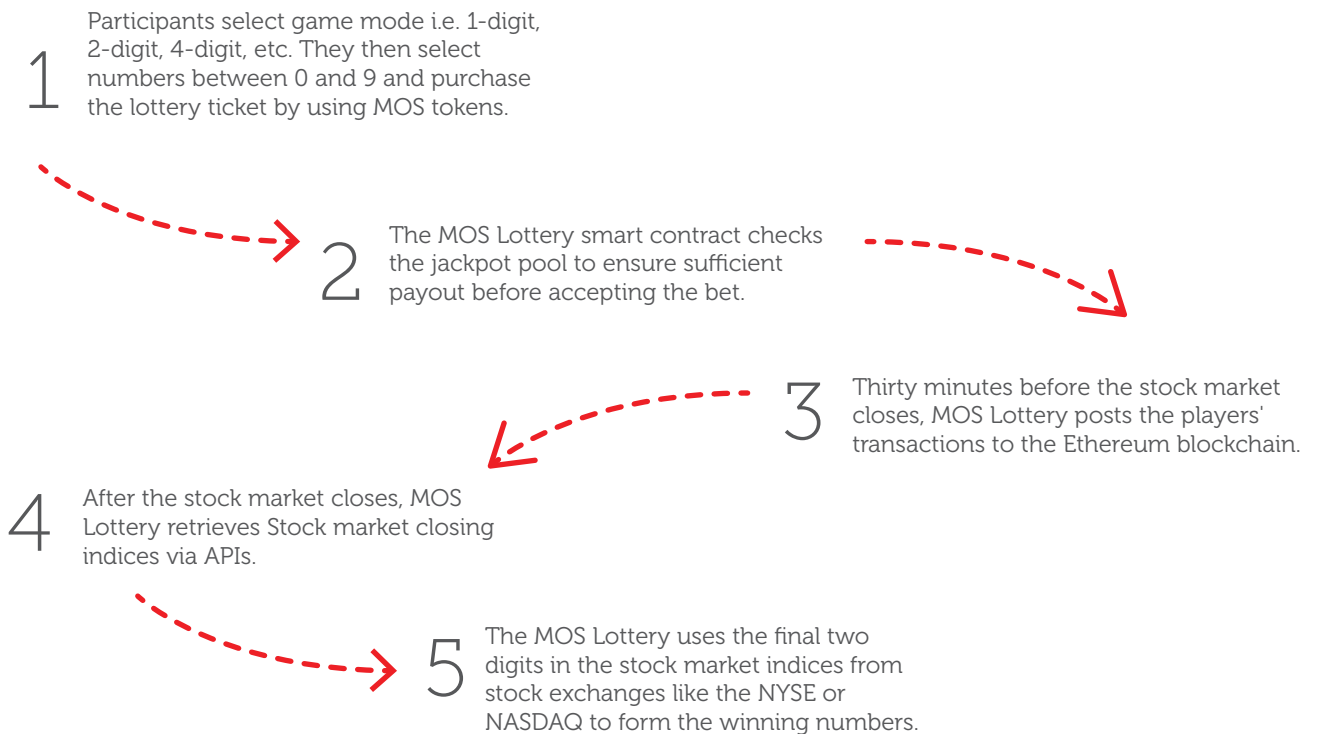
# A SMART TRANSPARENCY

MOS Lottery is a decentralized lottery platform that uses smart contract to manage and regulate its operations. All transactions such as player bet, winning number selection, fund distribution and jackpot pool are public and recorded in the blockchain. For every incoming bet, MOS Lottery smart contract automatically checks and confirms whether it has sufficient pool of payout before accepting the bet, guaranteeing that the players will receive instant payouts for winning the lottery. The rules in the smart contract are unchangeable; thus eliminating the possibility of manipulation.

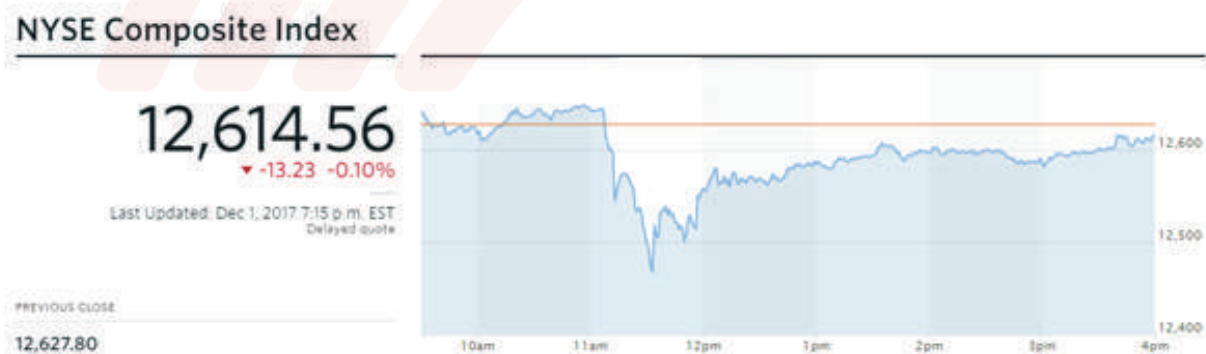
MOS Lottery brings transparency to the next level by utilizing global stock market index i.e. NASDAQ, Dow Jones, etc. as the lottery winning numbers. The global stock market index is easily accessible and viewed by the general public. Hence there is no chance for potential manipulation by any party, including us. The market index is also very hard to be influenced; given that the index movement is driven by myriad of factors i.e. economic, political, etc. Plus, stock market index is easier to understand as compared to other methods i.e. proprietary algorithm that requires code inspection or blockchain hash. Therefore, players can easily confirm the winning number is correctly calculated. MOS Lottery game flow is illustrated below:

## A1. Bet & Draw Process

### A fair play



MOS Lottery provides for stock markets around the world i.e. NASDAQ, Dow Jones, Euronext, London Stock Exchange, Deutsche Börse, Shanghai Stock Exchange, Hang Seng, etc. This allows players to participate in MOS Lottery all day long as opening and closing time for the stock exchanges are different due to time zone. It is also important to note that MOS Lottery won't accept bets for game sessions that use the index should the stock exchange be closed. Every game session will clearly indicate the stock market index that it uses for winning number selection. As MOS Lottery uses the final 2 digit of closing stock market index, it will combine other market index for 4-digit game, 6-digit game and 8-digit game.



Assuming the NYSE closing index is 12,614.56, the winning number will be:

Game	Winning Number
<b>1 DIGIT</b>	6
<b>2 DIGIT</b>	56

For 4-digit game and above, it will use combination of closing index to form the winning number.



Assuming the Dow Jones closing index is 24,651.74 and NASDAQ closing

Game	Winning Number
<b>1 DIGIT</b>	4
<b>2 DIGIT</b>	74
<b>4 DIGIT</b>	7458

## B. Attractive Wins & Payouts

MOS Lottery provide attractive wins as compared to both online and offline competitors. The odds to win the lottery is also much lower, compared to competitors, as the number selection ranges from 0 to 9. Post ICO, MOS Lottery will offer up to 8-digit game. The MOS Lottery expected wins and odds are presented below:

Game	Win Odds 1 To	Multiplier
<b>1 DIGIT</b>	1 TO 10	<b>8</b>
<b>2 DIGIT</b>	1 TO 100	<b>72</b>
<b>4 DIGIT</b>	1 TO 10000	<b>6,000</b>
<b>6 DIGIT</b>	1 TO 1000000	<b>100,000</b>
<b>8 DIGIT</b>	1 TO 100000000	<b>5,000,000</b>

Draw result appears approximately 5 minutes after stock market closes to cater for any delay, supplying the index value from third party stock market APIs. MOS Lottery offers instant payout to the player Ethereum wallet after the draw result complete.

## C. Lottery Play Will No Longer Be Mundane

Our goal is to build a fun and engaging lottery game, similar to popular social casino game and cater for varieties of players' background, from avid lottery players to stock market enthusiasts and casual players. Firstly, the game design will be simple so it is easier for on-board users with different background and for new players as well. To build loyal players and reduce the chum-rate, MOS Lottery is equipped with a number of game mechanics, which has the objective of continuously engaging players and keeping their interest level high.

- 1 Smaller multiple jackpots to provide more opportunity to win the jackpot.
- 2 Access to exclusive games and jackpots, reserved only to our loyal and active players.
- 3 Free MOS points for our lucky players. Player can use MOS points to place bet only and it is not transferable to Ethereum wallet.

#### **D. Fair House Edge**

House Edge is a term used to describe the mathematical advantage that the lottery operator has over its player. This advantage allows lottery operator to receive an assured profit over lottery playing time and provide the needed fund to continue operating the platform. MOS Lottery believes it is important to balance the ability to generate assured profit in order to provide reward to MOS Token investors and create a fair environment for players to participate in our lottery game. MOS Lottery house edge is set at 10% in the smart contract and the value cannot be changed by any party, including us. From the 10% house edge, 6% will be allocated to jackpot pool, 2% will be used to fund our on-going operation and up to 2% will be used to reward our affiliates, depending on their performance.

#### **E. Anonymous Play**

True to its blockchain characteristic, MOS Lottery allows players around the world to participate in the lottery game without prior registration. Players just need to setup a secured Ethereum wallet or Metamask wallet. The winning payout is credited to the same player's wallet that is used to place bet without any confirmation or manual intervention. The complete anonymous environment provided by MOS Lottery protects all players from accidental private information leakage and secure their interests.

#### **F. Secure Platform**

Security is an important aspect in online gaming industry. MOS Lottery recognizes the significance of offering a secure platform so players can participate in the lottery game with confidence. The utilization of blockchain and smart contract ensures the player's transactions are inviolable due to the nature of the decentralized infrastructure. We also engage qualified third-party to perform comprehensive security audit on MOS Lottery smart contract so any issue or bug can be addressed before it is deployed in the production environment. Besides, we will invest in security related software and hardware such as Firewall, Anti DDOS and Hardware Security Module (HSM) and maintain an in-house team of security experts to monitor the platform round-the-clock so we can actively protect MOS Lottery platform from potential security hacks.

# 5 OPERATING SCHEME

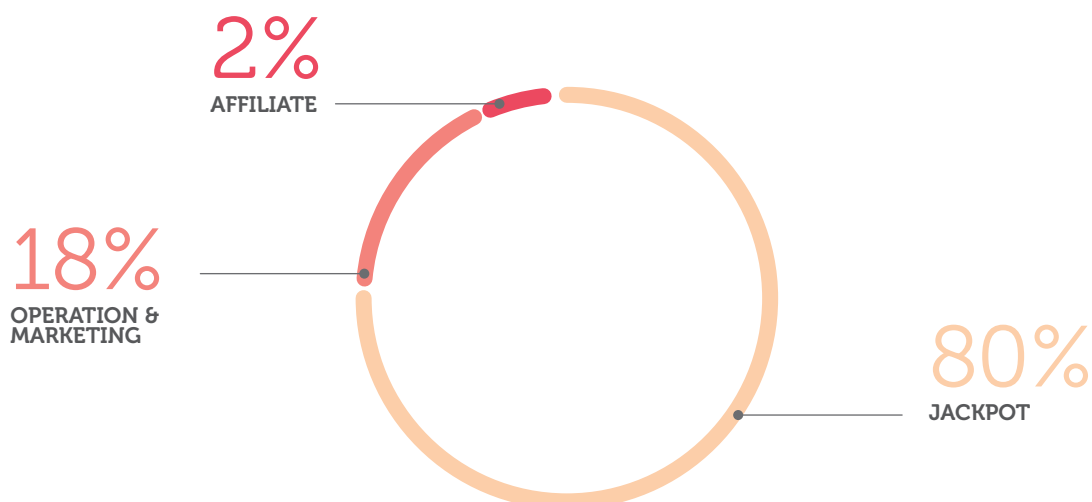
MOS Lottery is a blockchain based lottery platform that uses smart contract to control and regulate its operation. MOS Lottery operates automatically and independently of any third-party involvement, ensuring fair and transparent lottery play. Players select the game mode i.e. 1-Digit, 2-Digit, 4-Digit, etc. and select number between 0 and 9. Depending on whether the winning payout is in MOS Token or Ether, players purchase the lottery ticket using MOS Token or Ether respectively. MOS Lottery supports Metamask and secure Ethereum wallet for purchasing lottery ticket. If a player doesn't have sufficient MOS Token or Ether, they can purchase currency from their favourite exchange.

Prior to accepting the bet, MOS Lottery checks whether it has sufficient fund to pay the winning amount. Once accepted, player is admitted into the lottery session. 20 minutes before stock market closes, the player's transactions will be posted to Ethereum blockchain. 5 minutes after the market closes, MOS Lottery smart contract will draw the winning number based on the closing index provided by live market APIs. If the player's numbers match the closing index, the smart contract will automatically credit the winning amount to the winner wallet. Players can participate in MOS Lottery all day long as opening and closing time for the stock exchanges are different due to time zone. MOS Lottery won't accept bet for game session that uses index which the stock exchange has closed.

## A. Distribution of Sales Fund

MOS Lottery main revenue is derived from the lottery ticket sales. For every ticket sales, MOS Lottery automatically allocates the fund to main area of expenditure.

### SALES FUND DISTRIBUTION



80% of the sales goes to jackpot fund. Initially, the jackpot fund is seeded from the ICO investment and the MOS Token creation. Subsequently, the jackpot fund will be replenished from the ticket sales. 18% of the sales goes to operation and marketing, and up to 2% goes to our affiliate program. Depending on whether the ticket is paid using Ether or MOS Token, the fund will be allocated to respective jackpots. MOS Lottery fund distribution is transparent and recorded in the blockchain for public verification.

## B. Incentive Program

MOS Lottery recognizes that it is important to build and sustain active and loyal players. Hence, we have created various incentive programs to offer as much value to our players so they can continue supporting MOS Lottery.

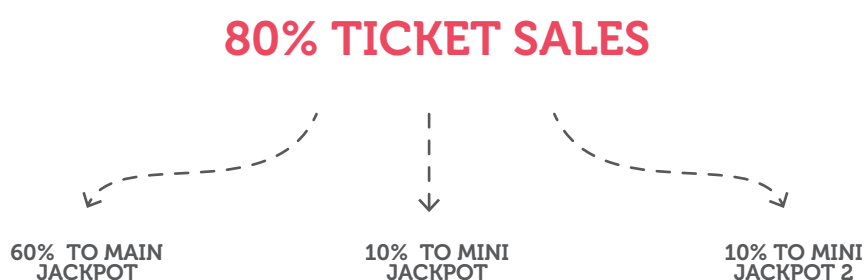
**MOS Points:** We reward our players with MOS points from playing lottery game. MOS points can be used to purchase lottery ticket but unlike MOS Token, the points cannot be exchangeable to MOS Token. Players earn MOS points by actively playing lottery game at MOS Lottery. The more they play; they more the points they earn. At the same time, we will randomly select lucky players and reward them with MOS points.

**Exclusive Game & Jackpot:** Active players have exclusive access to lottery games which have lower odds, so the likelihood of selecting the correct numbers and winning the jackpot is higher.

**Affiliate Program:** We reward our players who bring other players to MOS Lottery. Every month, we allocate up to 2% from the ticket sales to reward our affiliates. The reward will be in the form of MOS Token and distributed proportionally to the number of new player referred by each player.

## C. Jackpot Management

Post ICO, we will form two main Jackpots; one in MOS Token and another in Ether and four mini jackpots, two in MOS Token and the remaining two in Ether. From the ticket sales, 80% will be allocated to jackpot pool. The below diagram illustrates the jackpot fund distribution:

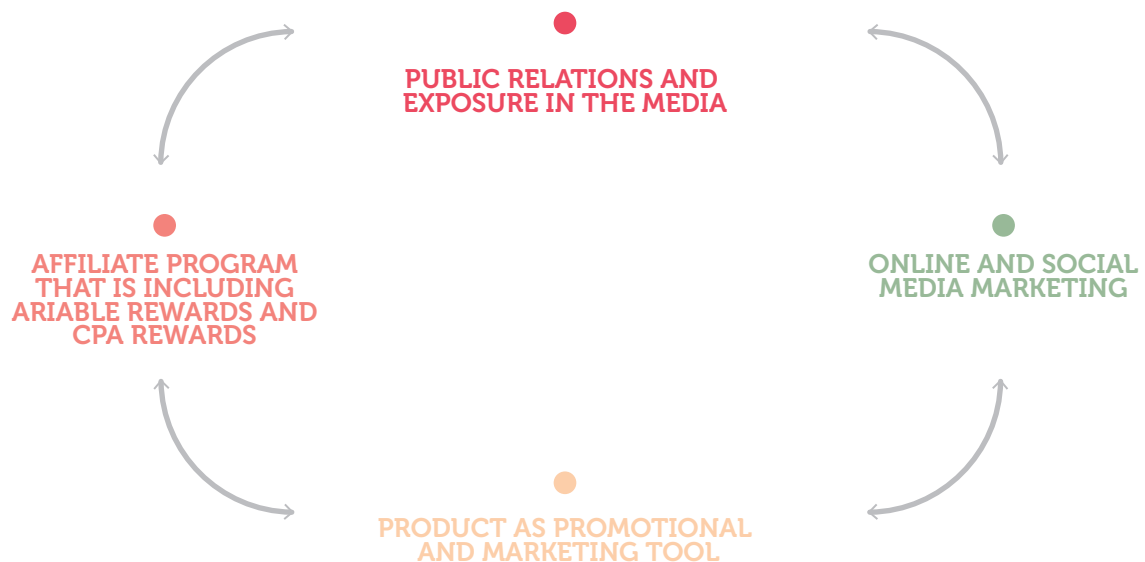


If the ticket sales are in MOS Token, the fund will be distributed to MOS Token Jackpot, and vice versa to Ether Jackpot if ticket sales are in Ether. Each of the Mini Jackpot has the cap of 10,000,000 MOS Token (or equivalent in Ether) and once it surpasses the cap, an additional Mini Jackpot will be created. The fund distribution for Mini Jackpot will be equally distributed to the number of Mini Jackpot. Once the Main Jackpot is fully utilized, the larger Mini Jackpot will automatically upgrade to the Main Jackpot.

# 6 MARKETING STRATEGY

To support our global rollout and position; MOS Lottery as the leading online lottery platform in the world, we have developed comprehensive marketing and promotional strategies. Our marketing and promotional strategies will focus on 3 types of players:

1. Existing lottery players
2. Stock market enthusiast
3. Other casino players



## Public Relation & Media Exposure

We will embark on extensive public relation exercise to promote MOS Lottery and highlight key benefits and differentiation factors to lottery players and wider community. Given that our target user base is wider compared to standard online and offline lottery, we will utilize both mainstream media and specialized publications related to blockchain and lottery (online and offline).

## Online & Social Media Marketing

To effectively reach the internet users, we will conduct various online and social media marketing, which includes executing various advertising campaign at popular search engine and social network, specialized blogs and sites related to lottery, gambling, stock market and blockchain, engage influencer to promote MOS Lottery to their followers and perform Search Engine Optimization (SEO) so MOS Lottery can be featured prominently in the search result.

## **Affiliate Program**

Our affiliate program is open to anyone (lottery players or otherwise) that is interested in joining our mission to grow MOS Lottery as the leading lottery platform. Our actively growing affiliate program, where 2% of the ticket sales will be used as the reward for our affiliate partners, each partner will be given a unique link so they can share the link and our marketing messages to their online and social media page. Our system keeps track of the traffic and conversion so rewards can be distributed according to the individual affiliate performance.

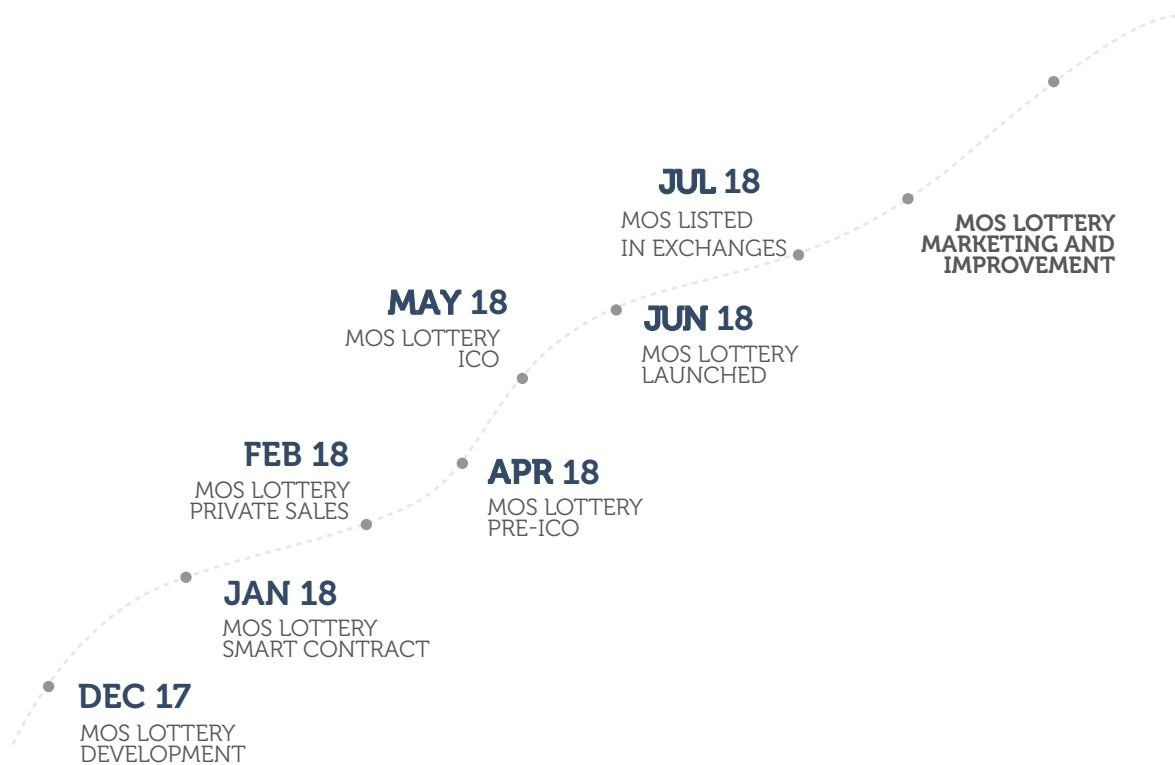
## **Product as Promotional & Marketing Tool**

A well-designed and functional product can be the best promotional and marketing tool, and there is no exception for MOS Lottery. MOS Lottery can easily garner attention from potential players due to its ongoing growth of Jackpot offered, availability of multiple Jackpots, lower odds, which translate into higher chance of winning, fair and transparent lottery play and easy-to-understand winning results.



# 7 ROADMAP

MOS Lottery goal is to build one of the first transparent, fair and decentralized lottery platform based on Ethereum Blockchain. We have commenced the development of MOS Lottery platform and the Minimum Viable Product (MVP) will be ready prior to the commencement of our Initial Coin Offering (ICO). The availability of MVP will differentiate our ICO as compared to others, given most of them are at concept stage and such ICO will have product development risks, whereas our potential investors and lottery players can test our product and they can be assured that we are ready to launch the MOS Lottery post ICO.



\*Tentative Period, Subject To Change

## Post-ICO, our efforts will be concentrated on four main areas

1. Continuous enhancement of the MOS Lottery platform, especially in security and scalability so our platform can support fast growing user base and they are well protected from any potential security breaches.
2. Launch new games so our players can stay engaged with our lottery platform and minimize the 'churn rate'.
3. Extensive online and offline marketing, including affiliate and partnership to drive users to our lottery platform and convert them to our loyal players
4. List MOS Token at as many exchanges as possible to increase the token liquidity.

# **TOKEN SALES**

MOS Lottery is going to launch an Initial Coin Offering (ICO) to fund the global rollout of the project. MOS Lottery currency will be known as MOS Token (MOS). MOS will be a cryptocurrency based on Ethereum ERC20 Standard and used for placing bets in the MOS Lottery. The MOS will be divisible to 18 decimal points and transferable, just like any other ETH cryptocurrency.

Unlike some of the projects in the market, MOS Lottery has already developed the product. So, upon the completion of the ICO, we are ready for global launch and the fund will be used to support its jackpot, continuous improvement on the product capabilities and security, new game launching and other sales and marketing activities. Below are the key metrics of MOS token.

<b>Name of metric</b>	<b>Value</b>
Token Name	MOS Coin
Token Symbol	MOS
Token Standard	ERC20
Jurisdiction of Issuance	Seychelles
Legal Qualification	Utility Token, Not A Security
Gaming License	Philippine E-Gaming License
Min Target	1,000,000 USD
Soft Cap	10,000,000 USD
Hard Cap	100,000,000 USD
Number of tokens issued	10,000,000,000
Price Per Token	0.01 USD
Burn Unsold Tokens	Yes
Freeze Tokens	For Management and Advisors, 3 Months
Accepted Currency	Ether and BTC
Minimum Contribution	100 USD
Accepted Nationality	Every Nationality, except: United States, Singapore & South Korea

## **Important Note**

- The Soft Cap amount is subject to change before the Token Creation event.
- If the crowdsale campaign doesn't reach its minimal capital goal of USD 1,000,000, all funds will be returned automatically to the MOS Tokens holders by the Ethereum smart contract.
- Token Creation has a hard cap; upon achieving the cap, token creation will stop and no further contributions will be accepted. The hard cap amount is USD 100,000,000.
- MOS Token does not indicate ownership of a company.
- MOS Token holder would not earn any direct interest.

## A. MOS Lottery Initial Token Sales (ITS)

**Private Sale:** 1 - 2 Months

**Pre-ICO:** 1 - 2 Months

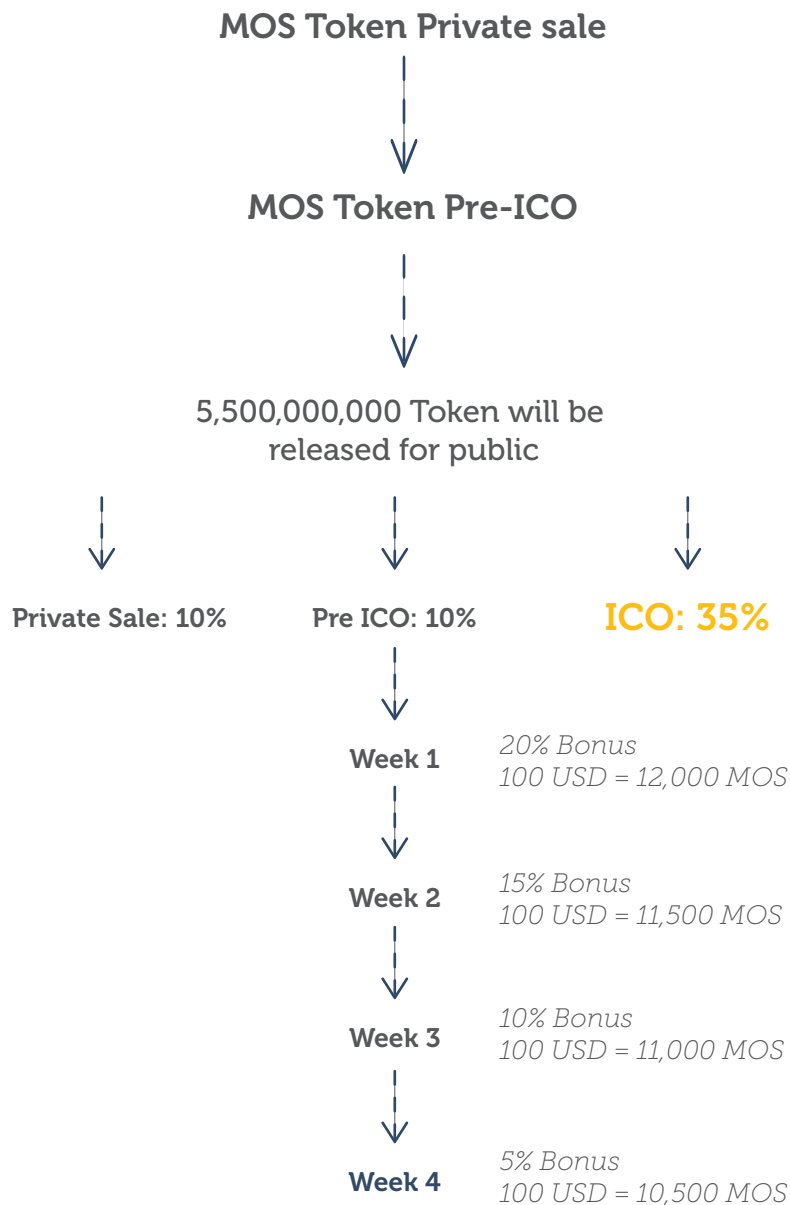
**ICO:** 1 - 3 Months

**Number of MOS Tokens to be Issued During Private Sale:** 1,000,000,000 MOS Tokens

**Number of MOS Tokens to be Issued During Pre-ICO:** 1,000,000,000 MOS Tokens

**Number of MOS Tokens to be Issued During ICO:** 3,500,000,000 MOS Tokens

During the crowdsale, all participants of the MOS Lottery ICO will be allocated some MOS Tokens depending on their contributions and current bonuses. Once the crowdsale is over, the MOS Lottery team will distribute the tokens to the ETH address inside the MOS Lottery ITS Client Area within seven days of the ITS closing date via smart contract. As an added benefit, we provide the following bonus structure for our early participants:



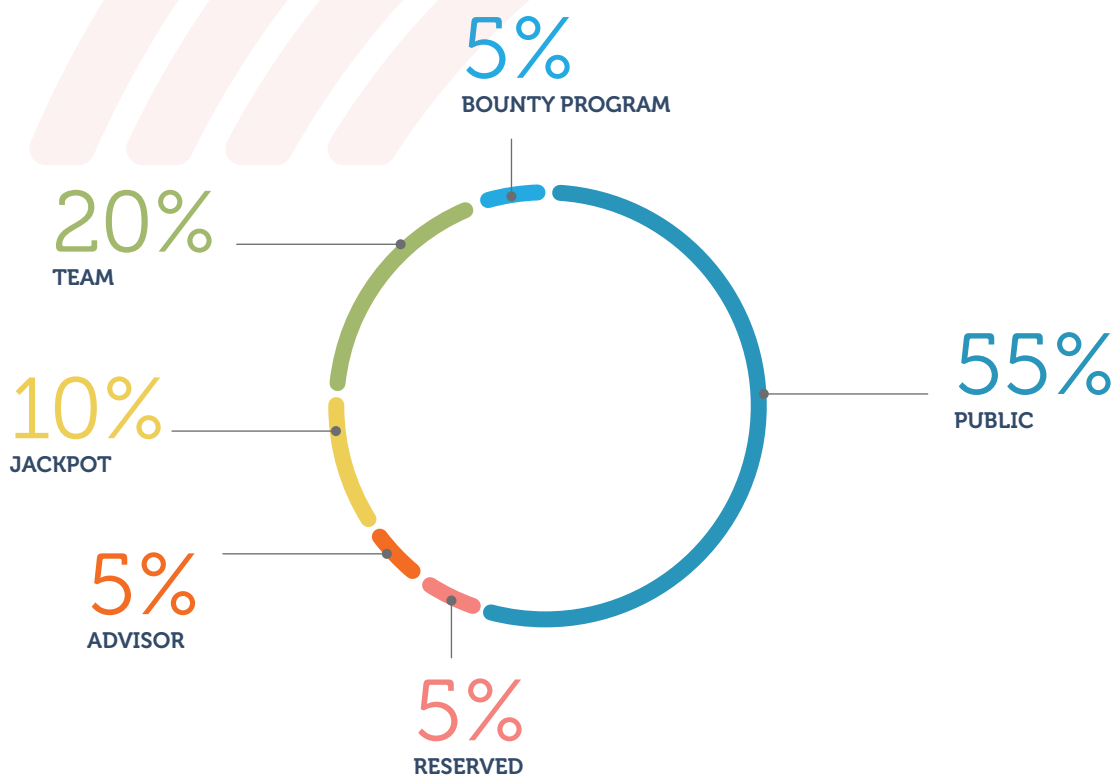
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During ICO, the price for MOS Token will depend on the total number of token issued according to below table

<b>MOS Token Issued During ICO</b>	<b>USD Per MOS Token</b>
0 – 500,000,000	0.017
500,000,001 – 1,000,000,000	0.018
1,000,000,001 - 1,500,000,000	0.019
1,500,000,001 - 2,000,000,000	0.020
2,000,000,001 - 2,500,000,000	0.021
2,500,000,001 - 3,000,000,000	0.022
3,000,000,001 - 3,500,000,000	0.023

## B. Token Distribution

Majority of the MOS Tokens will be offered during the private sale, pre-ICO and ICO. Remaining tokens will be distributed among the team, advisors, and bounties as well as reserved for jackpot and exchange. The below diagram illustrates the planned distribution of the tokens.



	MOS	%
Private Sale	1,000,000,000	10%
Public (Pre-ICO)	1,000,000,000	10%
Public (ICO)	3,500,000,000	35%
Jackpot	1,000,000,000	10%
Team	2,000,000,000	20%
Advisor	500,000,000	5%
Reserved	500,000,000	5%
Bounty	500,000,000	5%
Total	10,000,000,000	100%

MOS Token Created

- 5% of MOS Token will be reserved for the exchange so players that miss both Pre-ICO and ICO can purchase token in the exchange to participate in the MOS Lottery.
- 100% of the Team Token will be frozen for 3 months.
- 100% of the Advisor Token will be frozen for three months.

### C. Proceed Utilization

The main purpose of the MOS Lottery Initial Coin Offering (ICO) is to crowdfund the capital required for the Jackpot formation and position MOS Lottery as one of the leading blockchain lottery platforms in the world. Hence, the ICO proceeds will be primarily used in the following strategic areas:

- Formation of one main Jackpot and multiple mini jackpots.
- Promote and market MOS Lottery to a global audience .
- Continuous product/technology improvement and new game development.

In detail, the fund raised will be used as follows:

#### Proceed Utilization

Jackpot	35%
Player Acquisition & Marketing	35%
Salaries & Wages	5%
Research & Development	8%
Licensing & Regulatory Compliance	5%
IT Infrastructure	3%
Live Market Feed	2%
External Legal Services	2%
Other Costs	5%

### D. Token Exchangeability

Once the ICO is completed, MOS Lottery plans to list the MOS Tokens on multiple online exchange market within 30 days. At the moment, we actively negotiate the details with several exchanges, and further results will be announced as soon as we have reached an agreement with them.

## E. MOS Bounty Program

As part of our community building initiatives, we are rewarding people who refer another potential investor to buy MOS Token with free MOS Token. The bounty pool is limited to 500,000,000 MOS Token, and when the pool is fully utilized, there will be no further referral token paid. The free token is capped at 5%, based on the token amount that your referral purchases. The minimum purchase your referral can make is 10,000 MOS Token. To ensure other users have the opportunity to participate in the bounty program, we set the maximum eligible reward to 1,000,000 MOS Token.

<b>Amount Of Token Your Referral Bought</b>	<b>Your Bonus</b>
10,000 MOS Token (Min)	500 MOS Token
100,000 MOS Token	5,000 MOS Token
1,000,000 MOS Token (Max)	50,000 MOS Token
2,000,000 MOS Token (Exceed)	50,000 MOS Token

To qualify for the bounty program, the user will need to sign up and log in to the MOS ITS. The MOS ITS dashboard will display a personal referral link which you can share the link in email, social media, mobile messengers and another medium. Clicking on the link will redirect to MOS Lottery landing page <https://www.moslottery.io>. Our affiliate software automatically tracks every referred user and assigns this user to its referrer. MOS Token will automatically be credited to your wallet once the referred user purchases the MOS Token.

## F. Why Invest in MOS Token

As one of the first decentralized platform that offers transparent, fair and engaging lottery play, MOS Lottery offers the following benefits to our token investors:

### **Increase in MOS Token Price**

With attractive reward and strong demand for fair and transparent lottery play, it is only natural for MOS Token to enjoy strong demand. Investors will benefit from an increase in MOS Token price given the supply of the token is fixed, and the only way to participate in the MOS Lottery is to purchase the tokens from the public exchange at market rates. This structure of fixed supply and increasing demand will contribute to the rise in MOS Token price and create a strong return-on-investment for our early investors.

# 9 MEET OUR TEAM

Our multidisciplinary team combines deep know-how in online lottery, blockchain technology and product development with entrepreneurial spirit and corporate professionalism to bring innovation into online lottery and accelerate the global rollout of the MOS Lottery platform, so we can deliver consistent and measurable results to our investors.



**Alexander Mittler, CEO**

Alex is a seasoned entrepreneur who has founded and co-founded many companies, including SmartPilot GmbH that is conquering the German racing car market with its software for car performance improvements. Alex held responsible positions around the globe at Dell and Apple before starting his entrepreneurial journey.

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**Prof. Dr. Atanas Hristov, CTO**


Atanas has published more than 20 scientific peer-reviewed papers in fields ranging from machine learning to hardware performance optimization. Prof. Hristov is a popular lecturer who has visited more than 30 scientific conferences around the world. He has lectured at universities in Belgium, Bulgaria, and Macedonia while he working on a project in machine learning at Cornell. His postdoc was in Antwerp, Belgium. Atanas has single-handedly handled some of the most complex problems in computer optimization in Europe.

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**Aleksandar V. Ribak, CMO**

Aleks holds an MA in Marketing and sincerely plans to finish his Ph.D. in consumer psychology, one day. He is a serial entrepreneur who has started three companies that are successful in his lead. Prior to starting own companies, he has experience working multinational company such as Google. Aleksandar also is the Founder of TSM Global – a marketing company with a focus on the blockchain.







### **Kanat Tulbassiyev, Blockchain Advisor**

Kanat is a Fintech Rockstar and has extensive experience in Blockchain, Ethereum and Hyperledger technologies. He has developed first national bonds system in the world using Hyperledger and led other large-scale blockchain projects. Currently, he serves as Chief Blockchain Officer at Block Gemini Technologies FZ-LLC and prior to Block Gemini, he was the Head of IT Department at Banking Service Bureau of the National Bank of the Republic of Kazakhstan.

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### **Andrey Kulikovskiy, Marketing Advisor**

Andrey is a social media and digital strategist with agency and in-house background including over four years of digital and traditional PR and event marketing experience. His expertise includes digital strategy, branded channel development, community management, integrated campaigns, social media relations, training, SEO, website management and online retail

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### **Hans Roessler, Head of Technology Services**

Hans has vast experience in financial technology and currently serves as Head of Technology Services for a Fintech and Blockchain company

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### **Simon Wajcenberg, Marketing Advisor**

Simon is an entrepreneur with a stellar track record in founding pioneering global digital businesses. Simon has founded and built numerous successful businesses including Stocknet.co.uk, one of the UK's first online stock brokerages, in 1998. In 1999 Simon founded Freequotes.co.uk, the UK's first real-time share price information provider, and TMN Plc, one of the first online direct marketing companies, which was listed on AIM in 2000. TMN today has a market capitalization in excess of £100M. In 2010 Simon founded StrikeAd, the worlds first global, mobile Demand side Platform (DSP). StrikeAd operates in Europe, U.S and Asia. In 2013 Simon launched K1T Capital a systematic quant based hedge fund asset management company. In 2017 Simon launched POWtoken.com the world's first crypto currency for the mass market. POW is integrated with major social media partners Facebook and Twitter, and is experiencing exponential growth. Most recently Simon launched North Block Capital an asset manager investing in Blockchain and crypto assets. Simon has extensive international board-level expertise, vast experience in M&A and was a winner in the finals of the Ernst & Young Entrepreneur of the Year awards



### **Charlie Faulkner, Marketing Advisor**

Charlie is a fifteen-year ad tech veteran with deep experience in the tech start-up ecosystem, both in Europe and Silicon Valley. Most recently Charlie was responsible for leading global Business Development for Manage.com, he grew their revenue from \$0 - \$100M before being acquired by a private equity firm. Previous to that he held commercial roles at TBG Digital (acquired by Sprinklr) and DBG (acquired by Merkle). Charlie currently advises Silicon Valley-based AI tech company Agent.ai and i-Gaming Blockchain enabled business CashBet where he created the worlds first ever partnership between a cryptocurrency and a sports franchise, Arsenal FC.



## LEGAL DISCLAIMER

The purpose of this White Paper is to present the MOS Lottery token to potential token holders in connection with the proposed pre-sale and ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring MOS Lottery tokens.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with and is not subject to laws or regulations of any jurisdiction, which are designed to protect investors.

MOS Lottery specifically disclaims liability for incidental or consequential damages and assumes no responsibility or liability for any loss or damage suffered by any person as a result of the use or misuse of any of the information or content in this White Paper. MOS Lottery assumes or undertakes no liability for any loss or damage suffered as a result of the use, misuse or reliance on the information and content in this White Paper.

The token purchasers shall carry their own tax obligations under the applicable laws of the country and location they reside in. The financial information of token purchasers or holders shall not be disclosed unless officially requested by government authorities or required under the law.

The product token has not been registered under the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. MOS Lottery token cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. MOS Lottery token confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth in the White Paper.

Certain information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward- looking statements.

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