The LoveChain

is forever

WHITEPAPER

October 2021

#Love
is the world's number one hashtag.

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>
> www.thelovechain.io

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IMPORTANT

Please read pages 77 to 83 (disclaimer) of this Whitepaper carefully to understand the types of risks associated with participating in an Initial Exchange Offering. Please seek independent professional advice prior to acting on any of the information contained in this Whitepaper.

Introduction

For the majority, our lives have been changed by the development and adoption of social media applications. Such a revolution in social interaction has changed the way we relate to people throughout our personal and professional lives. As traditional social media matures, its fragmentation into unique communities will come to the fore, along with the commercial opportunities.

The LoveChain is a part of that fragmentation, where we propose a unique social media offering that incorporates the theme of love into a social community as #Love is the most common hashtag.

Founded in Sydney Australia, The LoveChain is brought to market by a team with diverse and complimentary skillsets who have come together with a shared vision.

This whitepaper will go over all the major facets of The LoveChain offering and provides the necessary information on how the team will go to market. Please note that some aspects are absent as we have deemed them to be part of our intellectual property and a source of our competitive advantage.

The platform provides users the opportunity to create content and complete profiles of the people and things that they love. Furthermore, the use of Blockchain technology gives each user a unique cryptographic number that provides them with their unique digital real estate.

Additionally, Blockchain technology allows users to take control of their data. The LoveChain has added these security features to each user along with a rewards program that provides incentives for the authorised release of a user's data.

We aim to market the LoveChain globally as its offering has universal appeal. Our marketing strategy will consist mainly of exploiting the online realm. Digital penetration will be done through all the major channels in addition to an influencer strategy in select geographical regions.

Overall, the team at The LoveChain want users to be able to demonstrate their commemoration to all the things we love. In the spirit of love along with blockchain technology, the team at the LoveChain have put together a unique social media application that brings a unique offering that we believe will become one of the most popular platforms in the ever-growing social media landscape.

Summary

THE LOVECHAIN PLATFORM

The LoveChain platform is a blockchain based social media platform that allows users to create an immutable record of the people, pets and objects that they love.

Every profile on the LoveChain is allocated a cryptographically generated code number which is used to symbolise the uniqueness of the relationship.

SUB CHAIN

The LoveChain platform also allows users to create and/or join sub-groups around themes they create. These themes can be anything that are based around love.

THE LOVECHAIN ECOSYSTEM

The LoveChain ecosystem includes the LoveChain platform, integrated third party applications, digital content creators, merchants and the online store.

LOV TOKEN

LOV is the cryptocurrency for the LoveChain platform. The LOV coin will be traded through a crypto exchanges and people wanting to take part in the initial IEO are encouraged to be apart of this unique and exciting venture. The LOV coin will be limited in supply and subject to a quarterly swap (for merchant goods and services) program in terms dictated by the platforms revenue generation.

LOVR REWARDS TOKEN

LOVR is an internal coin for the purposes of our rewards program. Users will accumulate LOVR coins based on their participation with the platform, performing such actions as posting content, gaining followers, obtaining likes, sharing posts and sharing data with advertisers. The purpose of the coin is for users to gain discounts and other benefits with our merchant partners.
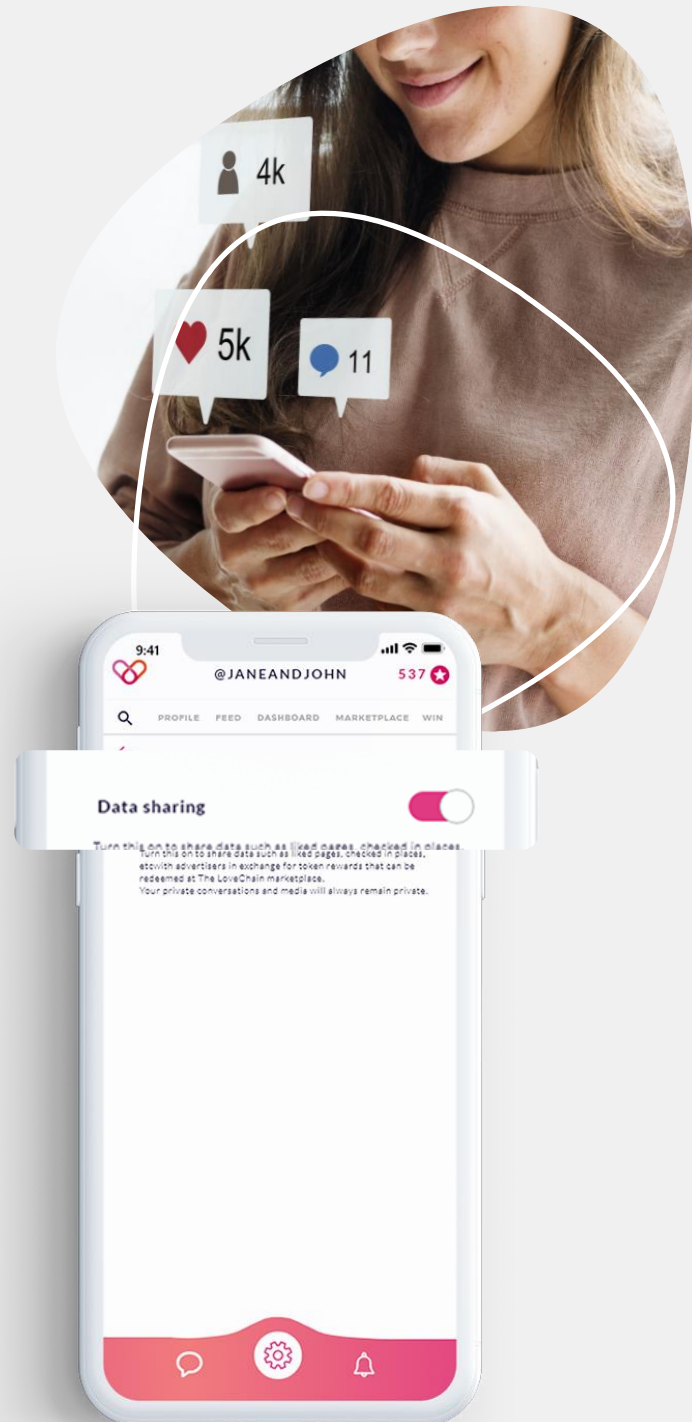
What is The LoveChain?

The LoveChain is a digital version of the lovelocks found on bridges all over the world. As a social media platform, it is designed to record and commemorate the people and things in our lives that we love at every occasion throughout our lives.

Content can be created by users without any centralised intermediaries and shared across the network. Within the LoveChain ecosystem the LOVR (LoveChain rewards token) can be used to derive discounts through the online merchant store with users also being able to move LOV tokens to each other. Further, a comprehensive rewards system supported by the LOVR will be integrated into the platform.

Being powered by the latest blockchain technology provides advantages in uniqueness and safety not found in traditional social media platform. The application of the Blockchain means that each user is given their own piece of digital real estate they can call their own. As the Blockchain is decentralised, this piece of real estate can live forever, that is why our slogan is *The LoveChain is Forever.*

Inspiration

Part of the inspiration for The LoveChain has come from the practice of couples using love locks to commemorate their relationships. The practice has seen tens of millions of love locks left in various locations around the world on every continent and a demonstration of how we enjoy the commemoration of our loves.

THE LOVE LOCK BRIDGE

Inspiration has also been drawn from the celebrations such as of Valentines Day, weddings, Mother's and Father's Days as well as other celebrations from all over the world. The LoveChain also looks to celebrate our other loves in life such as pets, holidays destinations, sporting teams and other objects that we love and want to remember. In short, The LoveChain is an immutable registry of the people and things we love.
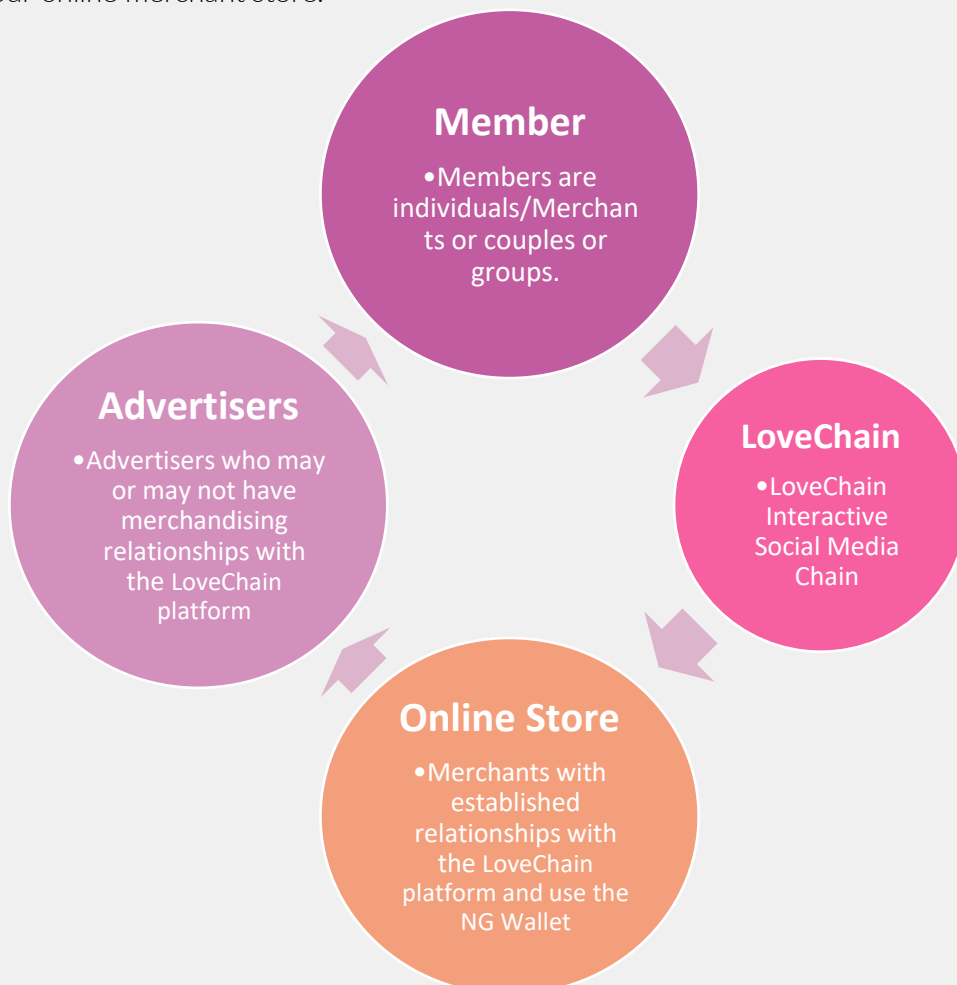
BE MY VALENTINE

Business Model

Basing The LoveChain platform on a decentralised network is important primarily as it satisfies the objective of giving members ownership of their data. Furthermore, since privacy is becoming more of a concern due to traditional social media users, The LoveChain will place limitations around the type and volume of advertisements to improve our users experience.

The LoveChain platform empowers users to decide the extent of their interaction with the platform. Many might be satisfied just to use it as a simple record of their love. Others, hopefully the majority, will be more engaged with the platform and participate regularly, share data and hopefully participate in e-commerce opportunities we have developed through our online merchant store.

Member
- Members are individuals/Merchants or couples or groups.

LoveChain
- LoveChain Interactive Social Media Chain

Online Store
- Merchants with established relationships with the LoveChain platform and use the NG Wallet

Advertisers
- Advertisers who may or may not have merchandising relationships with the LoveChain platform

Vision & Objectives

Our vision for The LoveChain is a tokenized social media platform allowing users to create an immutable record of their loves. A platform is to be designed with all the functionality present in existing sites with the key theme of love.

In addition, we envisage a community of empowered users with the ability to control their data's visibility and transparency. The LoveChain social media platform provides the very mechanism of control to each user so that their data is not used without their knowledge and without reward.

Lastly, we strongly believe in reciprocity and as such we aspire to create a rewards system for users who are willing to share some of their data. Hence, The LoveChain sets to create a market place for our users as a token of our appreciation. These rewards in the form of a digital token are to be redeemed by a suite of merchant partners all based on the theme of love.

It is the aim of The LoveChain team to see over 100 million users/members within The LoveChain community by the year 2025.

Core Values

TO HAVE FUN

We want The LoveChain experience to be about having fun and bringing pleasure to those that we love.

DURABILITY

The LoveChain platform is designed and built with the purpose of reflecting the enduring qualities of love and the immutability of the platform.

CELEBRATION

Interact with merchant profiles and our merchant partners to celebrate and commemorate the unique relationships around specific dates (Valentines Day, Anniversaries, Weddings) or at any time.

CUSTOMIZABILITY

From privacy settings to the different types of content options individual users can establish their own experiences.

TOLERANCE & DIVERSITY

The LoveChain recognises that as people we can love many things, our partners, familys, pets and even inanimate objects such as cars or paintings.

The Network Effect

and The LoveChain

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The power of networks is a ubiquitous concept and proven to be a significant driver of success. Especially for social media apps, the power of networks is a critical success factor for such business models as they are reliant on the interconnectedness of its users. This interconnectedness is best explained by Metcalfe's Law which is a concept that is important to The LoveChain's success.

Metcalfe's Law is used in computer networks and telecommunications to represent the value of a network. Metcalfe's Law states that a network's impact is the square of the number of nodes in the network. For example, if a network has 10 nodes, its inherent value is 100 (10*10) and 15 its value is 225 (15*15). The end nodes can be computers, servers and/or connecting users".*

The above calculation provides significance to social media offerings when calculating the value of its network. The emphasis moves from the product offering to the users a social media app has as its basis of value. We can see this practised when we look at the example of Facebook as its vanilla offering is significantly outweighed by the billions of users. It is from its sheer volume of users that it derives its multi-billion dollar value.

The LoveChain understands the significance of Metcalfe's Law and has strategised to increase its network presence to compete with the large social media offerings. Hence, we aim to create a unique offering, a significant network presence and a rewards system to compliment this all.

*Hendler,J & Golbeck, J 2008. Metclafe's Law, Web 2.0, and the Semantic Web
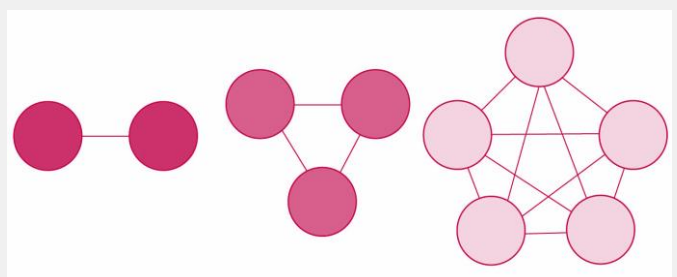
The Problem with traditional social media applications

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The LoveChain team has identified numerous problems with traditional social media offerings. Identifying these problems and describing our solutions is a necessary aspect to the overall success of The LoveChain.

01 | DATA CONTROL

Users of centralised social media platforms have little or no control over what happens with their data. In most cases the data is funnelled into algorithms which are designed to assist advertisers reach a particular individual.

THE SOLUTION

Users on The LoveChain platform will own their own data and be in control of what permissions regarding sharing of that data involves. For example they may choose not to share that data with any other profile or third party. If they choose to share their data and content they can choose to share with other profiles or third parties or both, for that they will receive rewards in the form of LOVR tokens. Bottom line is the user owns the profile and is in control.

02 | CONTENT CREATORS ARE LOSING

Social media is about content creation, that is the driver that keeps interested parties continuously attached to their platforms of choice. Without content there would be no social media platforms, content creators or followers. Centralised social media platforms fail to share the revenues that they generate from advertisers with the content creators or their followers. In fact the rewards systems are pretty much non-existent or miniscule.

THE SOLUTION

Content creators will be rewarded for the creation of content and for the number of likes and followers it generates. Followers are also creating content when they like or comment and will be rewarded as well. Users will be rewarded if they elect to enable their profile for advertisements and further rewarded for every advertisement they watch or interact with. There will be a scale which relates to the creation and following of content to reward those that are more active but with a qualitative overlay. Once again the rewards will centre around the LOVR token.

03 | HACKING

Over the years there have been numerous cases of centralised social media platforms being hacked and user data corrupted or published outside the permissioned agreements.

THE SOLUTION

With The LoveChain being built on the blockchain there is an elimination of the risk of hacking and therefore from a security perspective the data and content that users contribute will be more secure than that on centralised social media platforms.

04 | FAKE ACCOUNTS

Many questions have been asked over the authenticity of millions of accounts on many centralised social media platforms. The suggestion being that millions of fake or bot accounts are created to exploit the collective interactions on these platforms. This also suggests that hundreds of millions of dollars if not billions that are spent by advertisers are effectively being burnt without finding legitimate perusal.

THE SOLUTION

On The LoveChain platform we will almost certainly eliminate the risks around fake or bot profiles being set up as we are already exploring new technologies and the possibility of having accounts set-up so a user can only access their account through biometric facial recognition, retina recognition or fingerprint technology

The LoveChain Team

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The LoveChain team is made up of individuals from diverse backgrounds that straddle business strategy, financial markets, digital marketing, legal and Blockchain engineers. These individuals' biographies are on the following pages:

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DR. GEORGE MARANO
Founder and Chief Executive Officer

George has extensive entrepreneurial experience in starting up and working with enterprises in the fields of education, mining and financial services in addition to consulting as a subject matter expert in the field of business strategy.
George has had experience working in many international markets, mainly in Asia and Latin America.

George Holds a PhD in Strategic Management, MBA, MCom (RMIT University) and Grad. Dip in Asian Law (The University of Melbourne).

OMAR DIAB
Founder and Chief Operating Officer

With over 25 years of financial markets experience, Omar brings a unique perspective on financial start-ups and market analysis where he has gained through working at and with large financial market institutions both domestically and internationally. Omar's specialties lie in the marketing and trading of financial products, especially derivatives.

Omar holds a Bachelor of Commerce in Economics and Management (University of Wollongong).

ADAM MAZZAFERRO
Founder and General Counsel

As an entrepreneur with a background in corporate and commercial law, Adam has over 15 years experience in mergers and acquisitions, corporate advisory, structured banking and finance. The fields Adam has worked in are tech-based applications, telecommunications, e-commerce and financial services to name a few. These endeavours were for private, publicly listed and international clients.

Adam holds a Bachelor of Arts (Media and Communications), Bachelor of Laws and Grad. Dip. Of Legal Practice (University of Wollongong) and is a member of the Law Society of New South Wales & Australian Institute of Company Directors

NICHOLAS QI
Chief Technology Officer

Nicholas is one of the pioneers in Australia of technology space, especially in the Blockchain community. He has extensive experience in establishing and operating technology-based companies that have gone on to become successful enterprises. Nicholas specialises in software, data analytics, artificial intelligence in the FinTech Industry and is a sort after consultant.
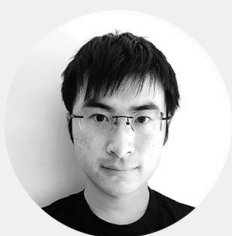
Nicholas has a Bachelor degree in Computer Science Engineering (University of Hertfordshire) and a Master's degree in Information Technology (University of New South Wales).

MAZI KATANOV
Creative Director

With a background in multiple art and design disciplines (architectural and fine arts), Mazi has successfully transitioned into the digital space. Mazi brings her entrepreneurial skills and artistic talent to The LoveChain. This talent was built over many years through her own design agency, which provided digital design solutions to clients from diverse sectors.

Mazi holds a Bachelor and Master's degrees in Architecture (Monash University) and certificates in UX Design and Micro-Business Management.

ANAIS MOUTARLIER
Marketing Coordinator

Anais has a wealth of experience in social media marketing and communications. Her last role was as a digital manager in France marketing white goods and alternative medicines. The role traversed website management, creation and management of social media sites, order management and event planning. Anais is multilingual and has experience working across Europe.

Anais has a Bachelor's degree in marketing and Master's degree in Advertising Strategy and Digital Communication (The Federation for Education in Europe, France)

QIUYUAN YIN
Full Stack Engineer

Qiuyuan specialises in front end web development with an emphasis on the user interface experience. Qiuyuan is a much sort after software engineer and has applied his skills in Australia and China in fintech, insurance and e-commerce companies.

Qiuyuan has a Bachelors degree in Microelectronics (University of Electronic Science and Technology) and a Master's degree in Information Technology (University of New South Wales).

ANDREH GEORGES
Merchant Relationships Manager

Andreh has 20 years' experience at the customer interface in many industries spanning financial services, retail and hospitality. In addition, Andreh has start-up experience in Australia, taking many to an exit stage. Additionally, Andreh has extensive relationship management skills with the ability to establish and maintain networks across diverse stakeholder groups.

Andreh holds an MBA degree (Macquarie University).

The LoveChain Strategy

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Corporate Strategy

Our business strategy is simple. It is to provide an alternative social media platform to the others with the unique characteristic of being focused on love. To achieve this, the team at The LoveChain has researched rigorously the social media landscape to provide a unique offering that captures users' needs and wants.

Three key aspects are vital for the ongoing success of The LoveChain:

- Firstly, is the back-end technology powered by the Blockchain. This is critical to fulfilling the decentralised aspect as well as the security requirements identified in the problem section on page 13.
- Secondly, The LoveChain social media interface that is designed to be most appealing to the users of The LoveChain.
- Thirdly, the marketing that seeks to identify, capture, lure and keep on the platform.

Identifying, acquiring, aligning and deploying resources and capabilities efficiently and effectively will be key to achieving our goals. Continuous improvement will be essential as we tailor our product to meet the changing needs of our users.

At the corporate level, The LoveChain incorporates the platform, its interaction and the strategy for continuous engagement. This is done through setting out staged milestones that we wish to achieve and primarily focussed on attracting, retaining and increasing engagement of users. Key performance indicators are assigned to meet target levels.

At the functional level, key personnel are charged with delivering on those milestones with a planned but open-ended strategy. Applying such an approach allows for direction as well as agility considering new information that comes to hand. The aim is to be as dynamic as the market is.
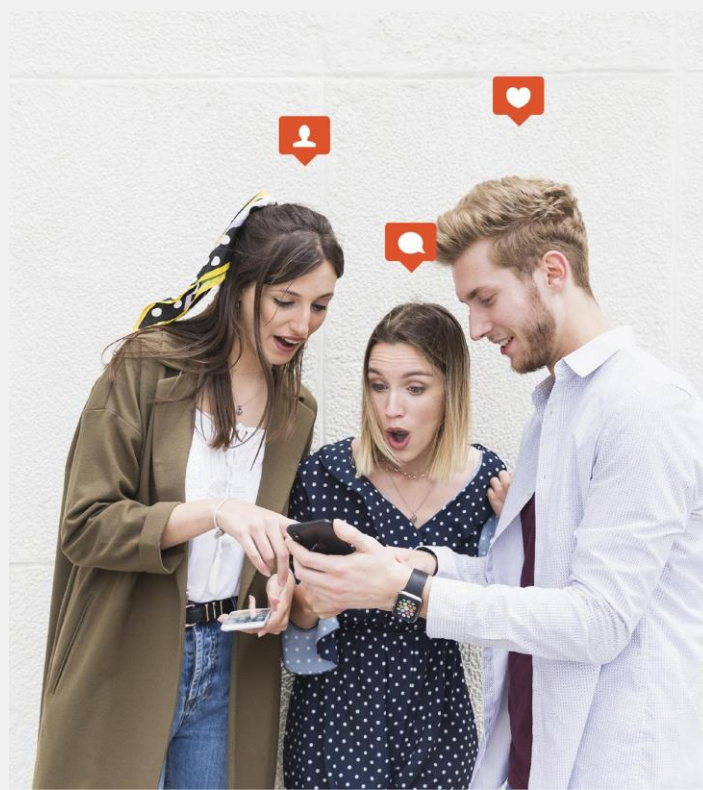
Corporate Strategy

Another part of our strategy is revenue generation as this is critical for the success of The LoveChain and which several sources are afforded to the firm. Three primary areas of revenue generation have been identified:

- First, authorised user's information can be collated and marketed to research agencies in accordance with our privacy policy. The incentive of the LOVR token seeks to promote the sharing of such information.
- Second, advertisers will be encouraged to target market to groups based on geography, gender, age, race and many other factors they wish, again in accordance with our privacy policy and the users privacy settings. Such direct advertisement will play a crucial role in revenue generation.
- Third, the ability of the users through the LOVR token to purchase goods and services means The LoveChain will make commission on purchases users make through these merchants.

In addition to the above, other sources of revenue will present themselves as the business proceeds. The LoveChain will seek to exploit such sources in accordance with its legal, regulatory, company policies, guidelines and obligations to our users and wider stakeholders.

Stakeholder Identification

Understanding our stakeholders is an important concept in business strategy and meeting their needs and wants is a vital aspect to the success of The LoveChain. The below are the key stakeholders identified in The LoveChain eco-system.

- ⟩ Members are individuals/Merchants or couples or groups.

- ⟩ The LoveChain Interactive Social Media team.

- ⟩ Merchants with established relationships with The LoveChain platform.

- ⟩ Advertisers who may or may not have merchandising relationships with The LoveChain platform.

Marketing Strategy

As a social media platform, a marketing strategy that takes into account the many facets of the global market place is essential. Our aim is to be front and centre to ensure users are engaged. This means that a continuous feed of content is required. This in many respects is a self-marketing nuance unique to social media platforms. Once engaged, our aim is to keep users engaged by having them keep up to date with what is going on with other users on the platform. In order to secure new users to the platform and existing users engaged conventional marketing strategies as well as digital marketing strategies will be deployed on an ongoing basis.

As identified in the business strategy section above, our marketing of The LoveChain and its continuous refinement is a critical success factor. Three areas of focus have been identified as key areas within the marketing mix that need on-going marketing attention. These three are:

- The mode of marketing;
- Geographical reach; and
- Event driven marketing campaigns.

It is important that the marketing strategy takes into consideration the above through a hybrid marketing approach. This hybrid strategy will incorporate standardised elements of the marketing strategy such as logo, colour design, platform functionality and adapting to the many countries which The LoveChain seeks to penetrate.

Marketing Strategy

MODE OF MARKETING

The main mode of marketing will be through the online platform. To propagate The LoveChain brand and get users to sign up and engage will require integration with existing social media platforms, various online communication channels and the use of social media influencers.

Micro Influencers typically have between 1000 and 100,000 followers on Social Media. Micro Influencers generate the highest engagement rates because of the way they connect with their audiences. Followers of Micro Influencers tend to trust their opinions and recommendations.

Engagement rates of Micro Influencers are about 22.2 times higher than those of other influencers. (source:Experticity) Average Engagement Rate on Instagram & Twitter in 2017 (Source: Influencer Marketing Hub) analysed 100,000 influencer profiles across leading Influencer marketing platforms.

Micro Influencers will be an integral part of the ongoing global marketing strategy for The LoveChain. One of the key objectives will be to cultivate longer term relationships with those that regularly yield higher rates of engagement and reach. Over time it is anticipated that we will have an actively managed stable of brand ambassadors from the micro influencer sphere.

Additional to the digital marketing strategy above, further analysis will look to other forms of promotion that we believe will assist the growth of the platform. A cost/benefit analysis will be conducted to assure our marketing resources are expended as efficiently as possible.

Social Media Market Opportunity

Over the last decade the world has witnessed a monumental and culture changing adoption in technology. At the forefront is the embrace of social media platforms. These platforms have given a voice to our own individuality and further to that educated us in the new paradigm. We use newly created tech language to communicate, we shop differently and find that we are more open to ideas that generations ago would have taken far longer to germinate and proliferate.

It is estimated (see chart below) that there are around 2.62 billion social media users worldwide with that expected to surpass 3 billion users by the year 2021.

NUMBER OF USERS (BILLION)
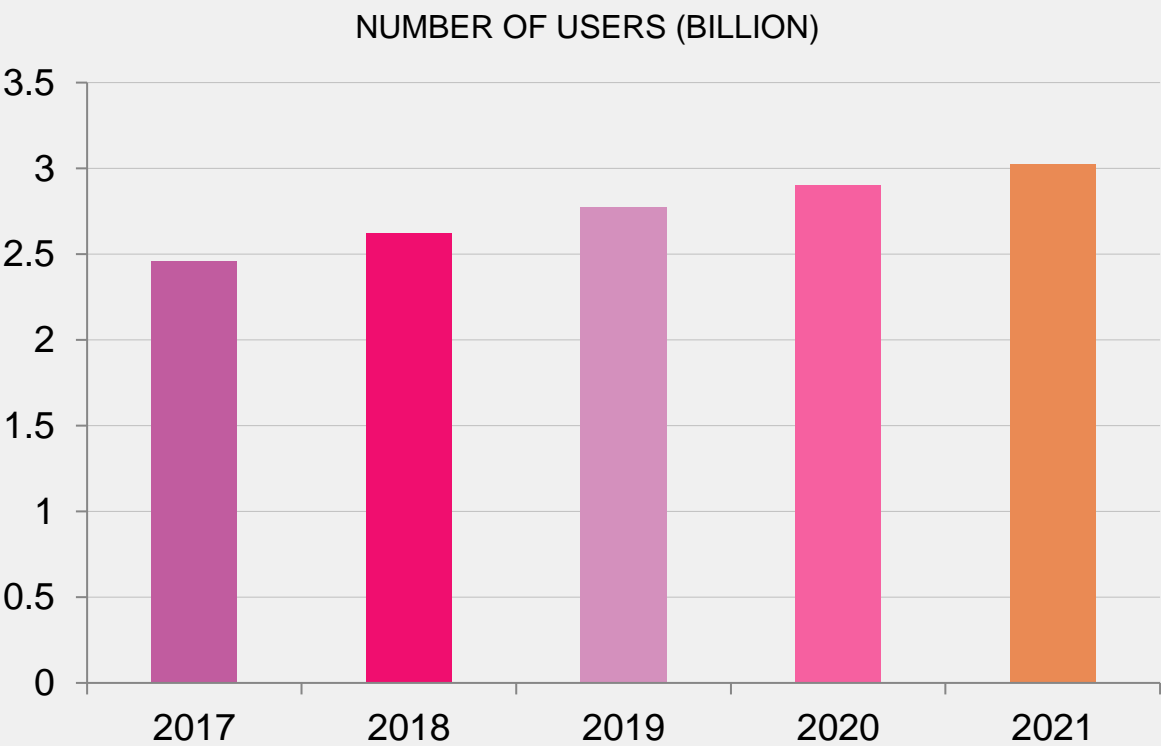
Source: Statista

Note: These projections have already been surpassed with total social media users currently sitting at 3.48 billion people. source: Hootsuite

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Digital Marketing Strategy

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*Global Micro-Influencer Strategy.

Micro Influencers typically have between 1000 and 100,000 followers on Social media. Micro Influencers generate the highest engagement rates because of the way they connect with their audiences. Followers of Micro Influencers tend to trust their opinions and recommendations. Engagement rates of Micro Influencers are about 22.2 times higher than those of other influencers.

(Source: Experticity)

AVERAGE ENGAGEMENT RATE ON INSTAGRAM & TWITTER IN 2017

Analysed 100,000 influencer profiles across leading Influencer marketing platforms.

	<1000	<5000	<10000	<100,000	100K+
INSTAGRAM	8%	5.7%	4%	2.4%	1.5%
TWITTER	1.5%	1.45%	0.55%	0.45%	0.3%

Micro Influencers will be an integral part of the ongoing global marketing strategy of The LoveChain. One of the key objectives will be to cultivate longer term relationships with those that regularly yield higher rates of engagement and reach. Over time it is anticipated that we will have an actively managed stable of brand ambassadors from the micro influencer sphere.

(Source: Influencer Marketing Hub)

Geographical Heat Mapping

The global marketing heat map is designed so that as particular events are about to take place in various countries around the globe that present revenue and engagement opportunities, then marketing resources are both augmented and focused for those regions.

For example:

In the lead up to 14th of February our Global Marketing Heat Map will start showing all the regions around the globe that celebrate Valentines Day. As a prelude to the days celebrations we would engage in a focused and increased marketing drive through various digital marketing channels in conjunction with traditional media. Marketing and advertising collaborations will also be explored with our merchant store partners.

In the lead up to 12th of June our Global Marketing Heat Map will start warming for Brazil as they prepare to celebrate their Valentines Day and we would therefore allocate marketing resources to capitalise on that opportunity. In the lead up to the 7th of July 2020 we would start marketing for the XiXi festival in China.

Similar processes will apply to the various wedding seasons around the globe as well as for celebrations of Mother's and Father's Days globally.

Influencer Strategy

According to Hootsuite 2019 report, the growing impact of influencers still a long way of from peaking. Their ability to sway consumers sees clothing, food & drinks, shoes and cosmetics heavily marketed through this channel. Additionally, the categories that will look to influencer marketing is expected to significantly increase over time.

The LoveChain's six factor process for our influencer strategy is below:

01 OBJECTIVES
- Drive Traffic to website/platform
- Increase sales through merchandise store.

02 BUDGETS
- Allocate finds through a cost/benefit analysis

03 OUR AUDIENCE
- Targeted Influencer use. (Gender/Age/
- Nationality)

06 EVALUATION
- Analyse data of from our selected social media influencers and adjust influencers/ strategy accordingly

05 DEFINE THE KPIs
- For example if an influencer has 5000 followers and an engagement rate of 5% and charges $200 then that would be 250 engagements at a cost of $0.80 per engagement.

04 PICK THE INFLUENCERS
- Influencer selection to be calculated through a multi-factor analysis.

Influencer Strategy

cont.

The below is an example of factors needed to construct our influencer marketing strategy. We have allocated 30,000,000 LOV tokens to be used on an ongoing basis as currency to build a micro-influencer community. Initial tactics and metrics around this resource are as follows:

> Targeting micro-influencers with between 10k and 60k of followers.

> Targeting micro-influencers from a range of communities that compliment our content.

> First campaign to utilise a resource of **5,000,000 LOV tokens** which would potentially yield access to **833 micro-influencers** around the globe.

> To build a community of micro-influencers from across the globe and across platforms.

> Initial average cost per micro-influencer to be between 5000 and 6000 tokens **(assuming a token price of USD$0.10)**

> Manage the campaign over two months and then evaluate the results.

The LoveChain
Business Model

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The Tokenisation of the LoveChain

The LoveChain is powered by the LOV token. The LOV token will only be granted to members who participate in the Initial Exchange Offering and is limited in supply.

The **LOVR** token is the token that powers The LoveChain integrated rewards program and is available to all profiles. The LOVR token will be used to gain discounts and other benefits which is further outlined below in our Rewards program section. Furthermore, the LOVR token can be used to gain discounts and other benefits from our merchant partners. Further, it is a token that can be gifted or passed to other members on the platform.
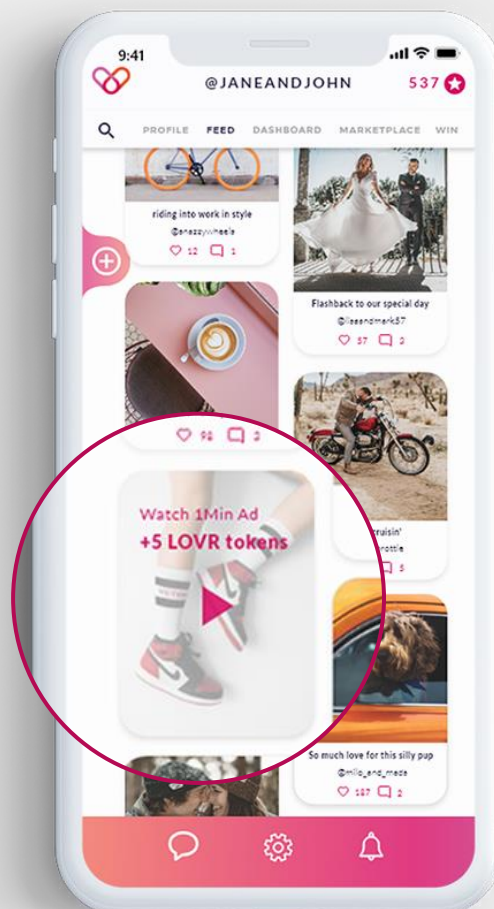
E-Commerce

It is not a co-incidence that the number of people buying goods and services online will increase from the current approximate level of 1.79 billion people to around 2.14 billion people by 2021. Blockchain technologies are changing the way and the medium through which people conduct online transactions and one of the aims of The LoveChain is to broaden that reach.

We estimate that the total e-commerce opportunity relating to The LoveChain exceeds USD$200 billion annually.

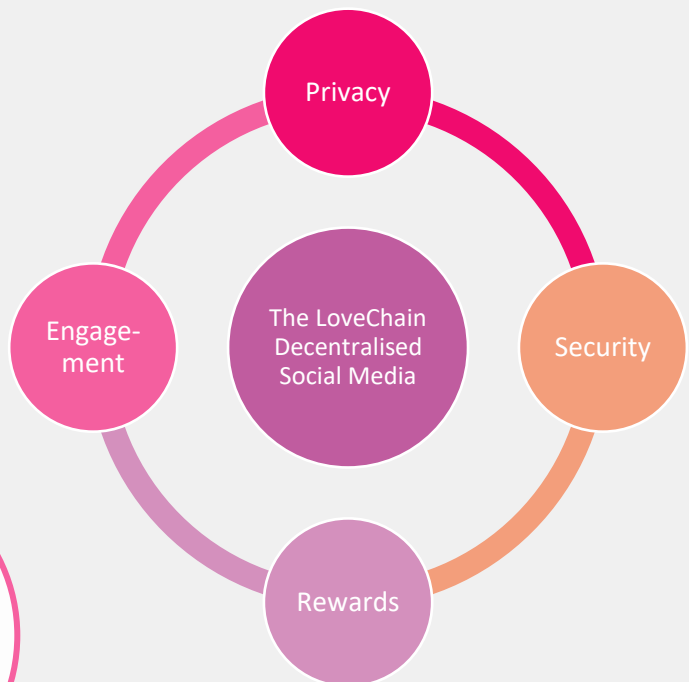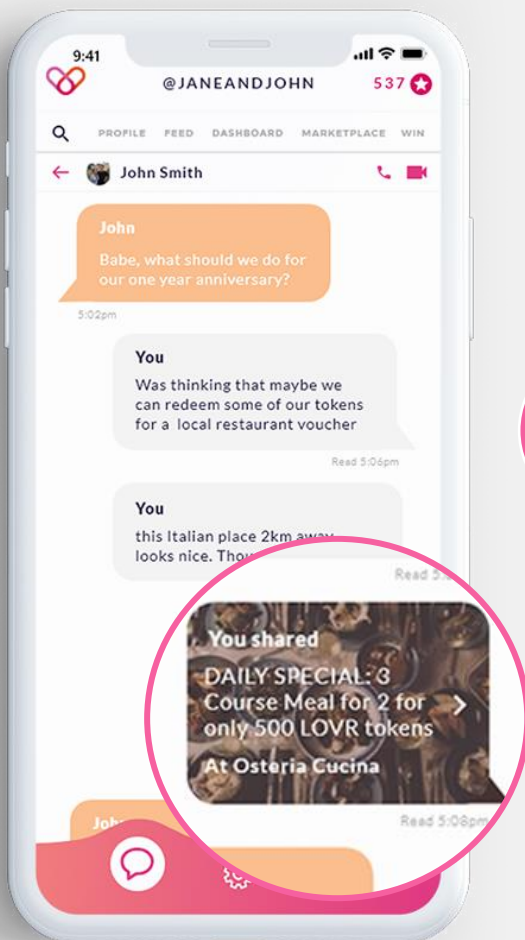NUMBER OF DIGITAL BUYERS WORLDWIDE
(BILLION)
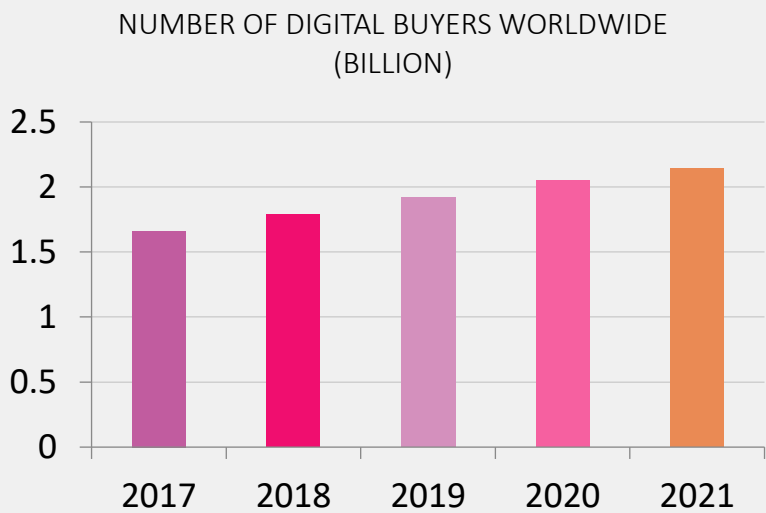
Rewards System

At this point it is worth noting that The LoveChain platform will build an extensive rewards system in place that is supported by at least 30% of the gross revenues generated from profile accounts, advertisers, merchant partners and payment systems.

Merchant Partner Opportunities

As part of the global merchandising operation The LoveChain will seek relationships and partnerships from a range of merchants that compliment our business model.

The above list is not exhaustive but represents the main groups of products that fit what we believe our members may be interested in. For example in the US USD$4 billion is spent on jewellery alone on Valentines Day with USD $2 billion on candy and chocolates and USD $1.5 billion on gifts for pets, just to celebrate the one day.

Merchant Categories
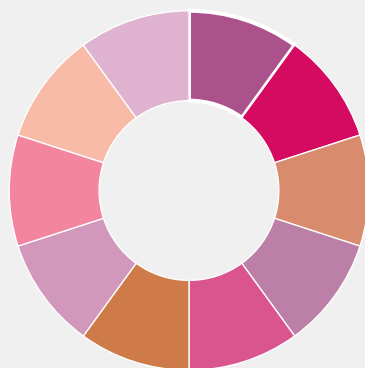
- Clothing
- Jewellery
- Florists
- Holiday Agents
- Beauty/ Cosmetics
- Chocolatiers/Candy
- Hotels/Holidays
- Restaurants
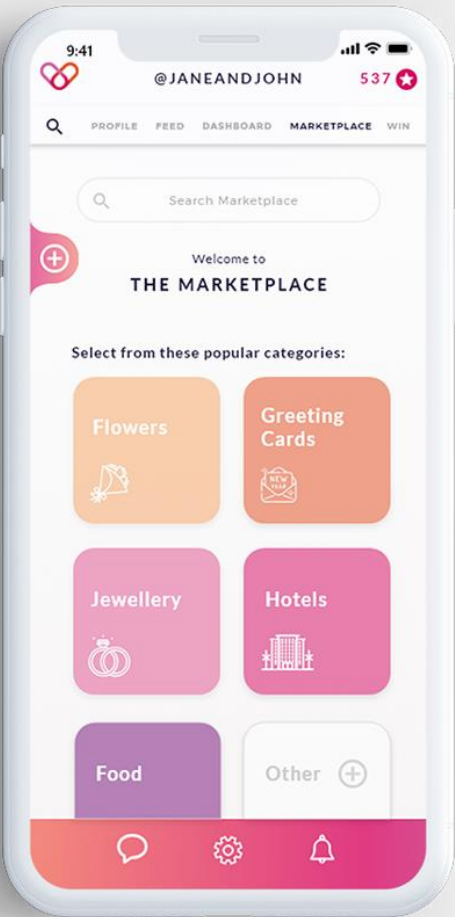
Merchant Partners

At present, The LoveChain has established tentative partnerships with merchants. We are also in discussion with numerous other parties that can add great benefit to our users.

The role of Merchant Relationships Manager has been created and to be given significant resources and capabilities to ensure our users can redeem their LOVR tokens with the many related merchants at the best possible deal.

The targeted merchants will include but not limited to hotels, romantic destination attractions, chocolatiers, clothing retailers, jewellery retailers, bars, restaurants, clothing apparel and many other products and services all around the theme of love.

Please see some of our merchants affiliated already with The LoveChain. For the full list please go to:

http://www.thelovechain.io/affiliates-merchants/
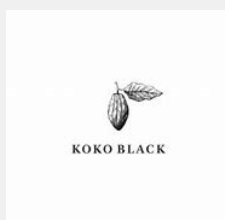
Target Segments

Most of the target segments are events that take place somewhere every day. In specific cases The LoveChain will have the opportunity to specifically market to a targeted event on the calendar annually. These events include Valentines Day, Mother's and Father's Days, and Wedding seasons in various countries.

An inanimate object may be something in particular that a member holds dearly, for example, it might be a car or a boat or a painting....almost anything.

- Relationships
- Valentine's Day
- Weddings
- Anniversaries
- Birthdays
- Mother's Day
- Father's Day
- Pets
- Inanimates

The LoveChain Platform

—
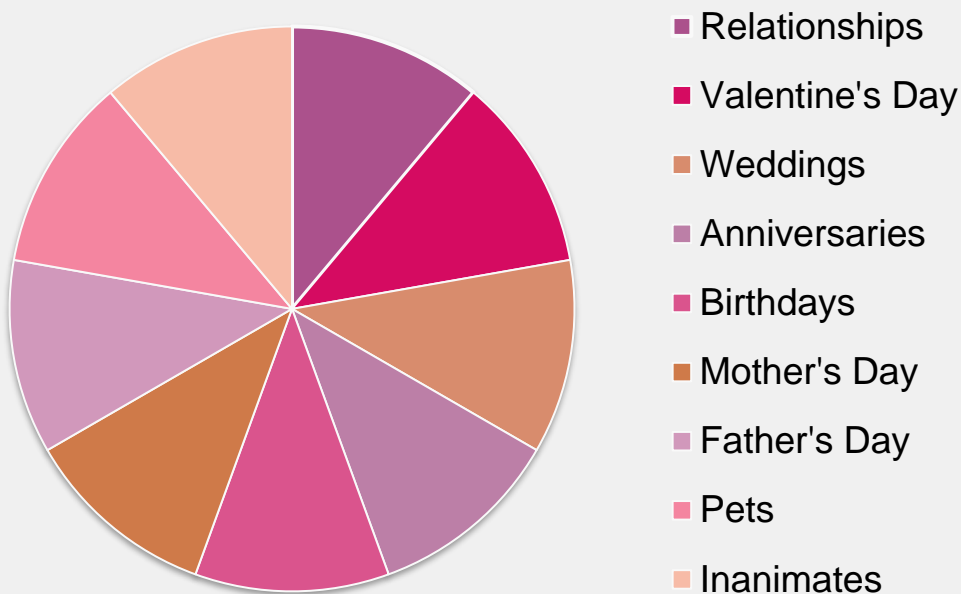
The LoveChain Platform

The platform is of primary importance to The LoveChain. It is where we, The LoveChain team and the users meet. The uniqueness of The LoveChain is not only our concept based on love but the application of the Blockchains revolutionary decentralised offering.

With Blockchain technology, users can keep their data permanently. This means users can record the people, pets and objects that they love. Because of the Blockchain technology, each user is given a unique cryptographic number that represents their allocated space within the Blockchain. We call this 'Digital Real Estate' and is symbolised by a designated code (#NUMBER). Users can populate at will this digital real to symbolise the uniqueness of their relationship.

The functionality aspect is also a primary concern of The LoveChain team. With the aim increasing early adoption, the platform is designed to look and feel like many modern social media applications. This is done as research suggests familiarity is key to getting users accustomed to the platform and therefore increase the rate of adoption. Therefore, functional mimicry is key at the beginning as we look to replicate the cognitive cues users obtain from other platforms with the aim of switching new users over and increasing the rate of retention. Overtime, the platform also can customise when the need requires.

Lastly, we understand that not all relationships last forever. Hence, the team at The LoveChain have designed mechanisms that allow a couple to put on hold their account temporarily or permanently. Such features allow for the right of individuals to be respected as well as minimising the exploitation of parties involved.

Key Success Factors for Early Adoption

The team at The LoveChain understand the importance of early adoption so that its popularity is propagated as quickly as possible. Four aspects are identified by The LoveChain team to take-off, which are:

a. Allowing the platform to offer functionality at an earlier stage for users and token holders therefore maintaining user engagement.

b. Having functionality at an early stage allows the marketing team to capitalise on growth of the platform at an earlier stage of the development cycle.

c. Early functionality allows the platform the opportunity to capitalise on revenue generating opportunities at an earlier stage in the development cycle and therefore creating value around the token utility.

d. Partnerships with merchants will develop earlier and therefore offer a diverse ecosystem and integration of solutions such as with payment system providers at an earlier stage of the development cycle.

The LoveChain platform will initially be built as a hybrid centralised/decentralised application.
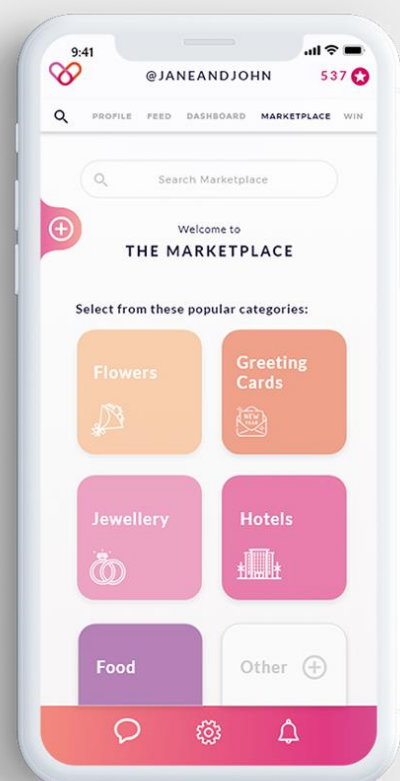
How the Platform Works

How The LoveChain works is simple. There a few steps required for members to own their own piece of digital real estate forever:

01 Sign up with a valid email address and password. Here your details will be verified to prove you are not a fake or bot account.

02 Begin to populate your digital space with words, videos and pictures of your loved ones or things.

03 Begin to engage with people and merchants and start to accumulate your reward tokens.
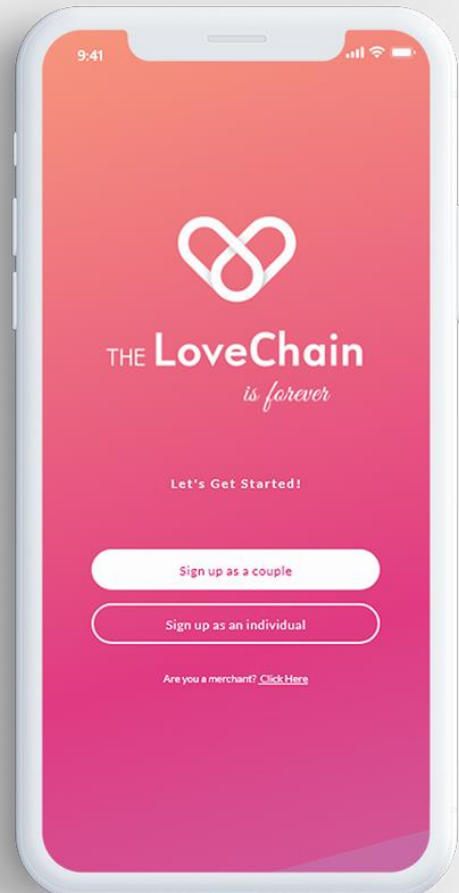
Key Features

———

Text, Picture, Video capabilities.

Private messaging channel.

Public/Private browsing – Discoverable/Not Discoverable.

Sending notifications via integrated social media platforms.

Search Function.

Become a member of a specific sub-chain. Create groups.

Ability to commemorate each users unique #number through the merchandise store.

E-Commerce and marketplace platform

Lov token and LOVR reward token

The Album Effect

At each point and as their relationship develops users will be able to add to their profiles and create an Album of moments all secured through their uniquely owned cryptographically generated #Number.

Boy Meets Girl

They Get Married

They Have Kids

They have a dog/cat

Seamless User Onboarding

It is important to make the user on-boarding process seamless.
Essentially two types of users will come to the platform:
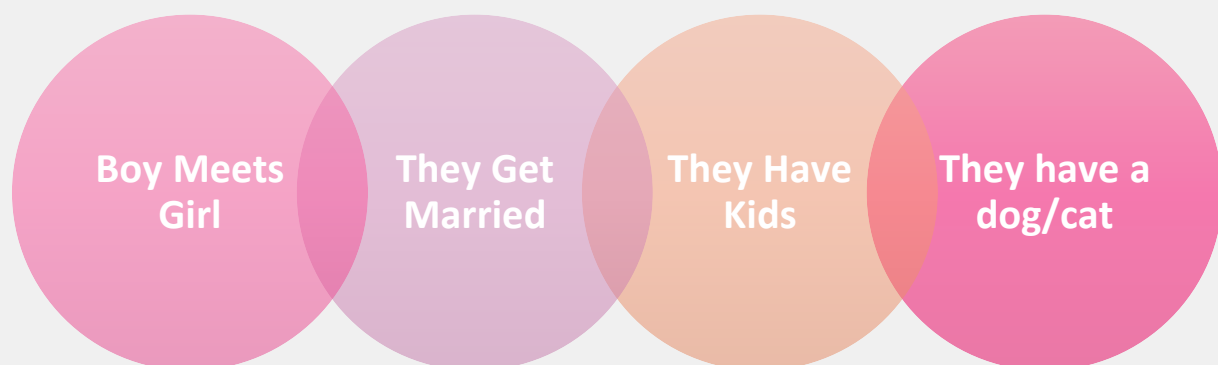
01   Users with blockchain and Crypto familiarity who probably own their own Crypto (cold and hot) wallets.

02   Users who have limited or no familiarity with the concept of blockchain and Cryptocurrencies and who therefore do not own any Crypto assets or wallets.

For users who are familiar with digital assets and the way they are held or kept the aim is to provide them with a simple interface through which they can manage the transfer of tokens to and from the platform to their wallets.

For users who have limited or no familiarity with digital assets the process will not seek to confuse or to turn them off setting up a profile. With that in mind when they register any token rewards will be held in a large wallet integrated into the platform and a ledger will track the ownership of these tokens, updating whenever a reward token is earned or redeemed.

User Stories

Love and relationship commemoration

Creating an everlasting profile around the relationships we have with our partners. The LoveChain profiles and symbolise the uniqueness of our Love by creating a unique cryptographic #number, in effect a digital lock that is individual to each and every relationship (link) on the platform. Merchant partners and the rewards program will also provide opportunities to express user feelings and enjoy the experiences further.

Anniversary Celebrations

Whether it is wedding anniversaries or relationships of any kind The LoveChain platform will provide an ideal place to commemorate and celebrate those important milestones by creating a profile and posting the moments and messages that relate to it. On The LoveChain users will own their own piece of digital real estate for the purpose of ensuring they leave an enduring record of the special moments.

Weddings

The LoveChain platform will be perfect as a place to record and lock away wedding vows. Couples can also utilise their profile to create an album of moments depicted in picture or video formats and posted for safekeeping and sharing to the platform. Through the rewards programs there will also be opportunities for couples to participate in programs that may contribute to their celebrations.

Valentines and other notable celebrations

Through The LoveChain platform users will be able to celebrate Valentines Day and other similar days from around the world by recording and sending messages to others. This will be enhanced by a comprehensive rewards program that includes the option of purchasing gifts through merchant partners. This will also apply to other notable holidays such as the XiXi festival in China, the 12th of June Valentines Day in Brazil and others such as Mother's or Father's Day.

Valentines Day

IN THE UNITED STATES

According to the National Retail Federation (NRF) Americans spent a near record high of **USD$19.6 billion** on Valentines Day in 2018. With people aged in the 25 to 34 year age group spending the most at an average of $202.76 per person.

With Millennials driving the majority of spending on Valentines Day and, also being the earliest adopters of technology the expectation is that a focused marketing campaign in this area should yield strong results.

Average Amount Americans are Spending for Each Group on Valentines Day 2018 ($)

Percentage of Americans Spending on these Gift Types 2018
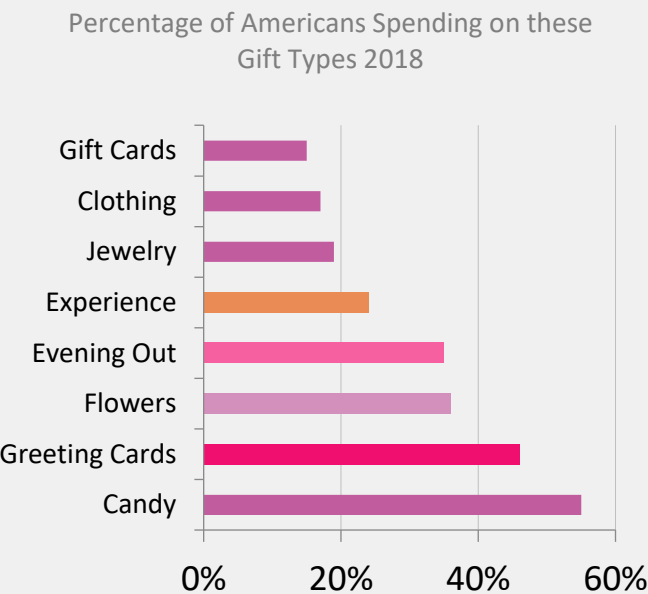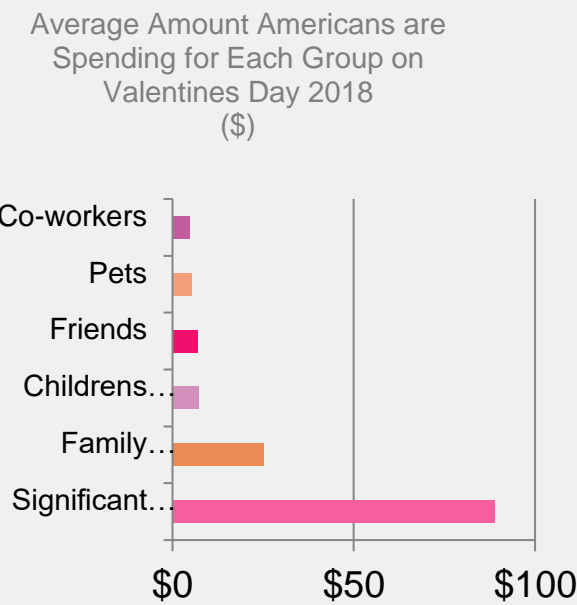
The LoveChain online store will work to establish relationships with suppliers of all the products and services listed in the chart to the right above. Further objectives include encouraging merchants to set up their own profiles and to gift them LOV tokens initially that can be used as incentives to drive traffic to their stores through promotions. In terms of the payment it is expected that the online store will accept payment in fiat as well as well as a range of cryptocurrencies including The LoveChain's own LOV token.

45

Source: National Retail Federation

Valentines Day
cont.

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IN EUROPE

The charts below depicts the average spending on Valentines Day in a selection of European countries. For example in the UK people will spend around 1 billion pounds on Valentines Day.

Average Spend on Valentine's day Selected Euro Countries

Germany
Italy
France
Spain
UK

£- £50 £100 £150

Total Spending in Select Euro Countries in 2018 (USD$Bln)

Germany
Italy
France
Spain
UK

0 5 10

TOTAL= 37.44 USD$Bln

Valentines Day
cont.

___

IN ASIA

Whilst most of the world celebrates Valentines Day on the 14th of February annually there are some notable exceptions. For example in South Korea the 14th of every month is Valentines Day.

In China although Valentines Day is becoming more popular as they also celebrate the Qixi Festival which is held on the 7th day of the 7th lunar month. In China the Qixi Festival which is the legend of the weaver girl and the cow herder has seen an increase in commercial hook ups between the WeChat platform and luxury brands.

In Brazil they celebrate Valentines Day on the 12th of June.

The LoveChain will develop a coordinated global marketing strategy integrated with our global event map to attract new users and to increase member engagement with the online store as outlined in this whitepaper.

Average Spending in Asia Pacific in 2018 (USD$)

Country	Spending
Thailand	~$145
Singapore	~$180
Hong Kong	~$230
Taiwan	~$245
Mainland China	~$275
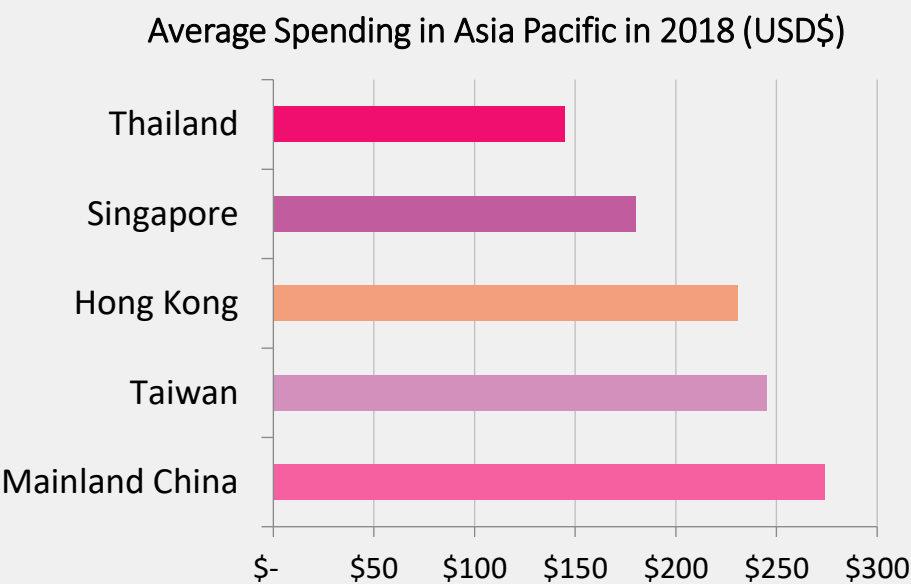
Sources: nrf.com, statista.com, digitalcommerce360.com, contactpigeon.com

Valentines Day
cont.

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IN AUSTRALIA

In Australia total spending on Valentines Day in 2018 was just over AUD $1 billion and the breakup of how that money was spent is depicted in the chart below.

The products and services that people spend on for Valentines Day are the same products and services that money is spent on all year round for the purposes of spoiling loved ones. Establishing relationships with these retailers is therefore an integral part of The LoveChain strategy.

The global merchandising strategy is to build relationships in individual countries or continents with retailers that offer products that are complimentary to The LoveChain platform and that would be of interest to the members. In effect, The LoveChain will be a unique marketplace for advertisers and merchants.

Australian Spending by Product on Valentines Day 2018 ($)

Source: Ibisworld

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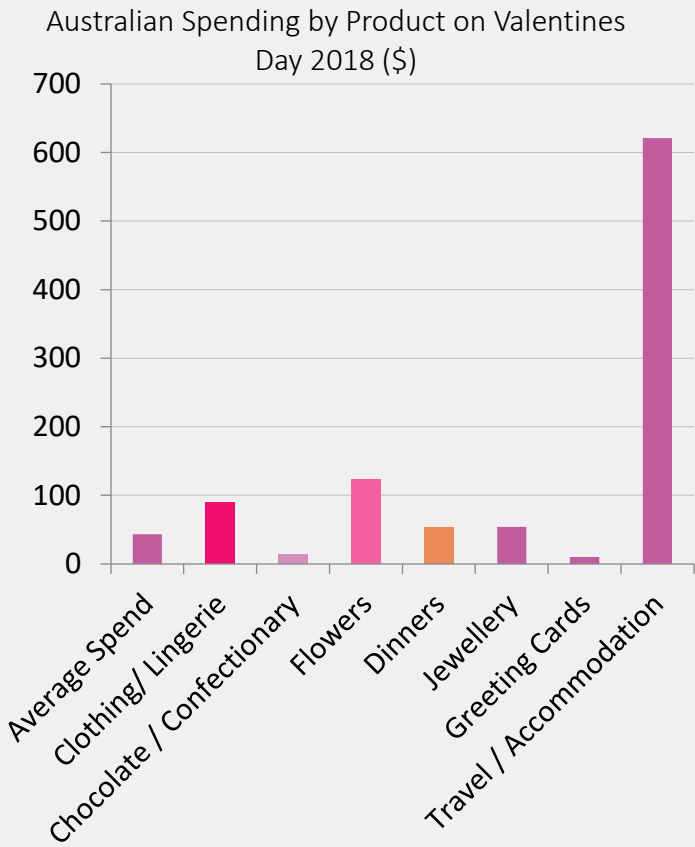
Weddings

Weddings are events which are also a part of The LoveChain target universe.

The LoveChain platform will provide an immutable digital medium through which couples can commemorate and share their special day. From committing their vows eternally on their own block in the chain to creating and sharing an album of pictures and videos.

As in the Valentines Day initiative The LoveChain will develop a targeted global marketing strategy and seek to build relationships with merchants and service providers within the wedding industry in individual countries.

Annual Number of Weddings selected Countries
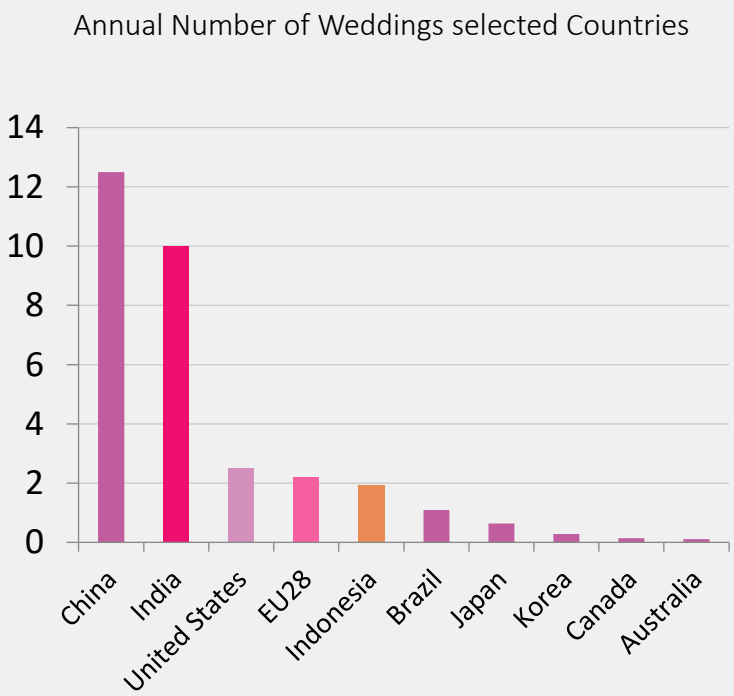
Source: Various

Technical Considerations

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Technical Considerations

The LoveChain platform will initially be built as a hybrid centralised/Decentralised application.

There are multiple reasons for this:

01 It allows the platform to offer functionality at an earlier stage for users and token holders therefore maintaining user engagement.

02 Having functionality at an early stage allows the marketing team to capitalise on growth of the platform at an earlier stage of the development cycle.

03 Early functionality allows the platform the opportunity to capitalise on revenue generating opportunities at an earlier stage in the development cycle and therefore creating value around token utility.

04 Partnerships with merchants will develop earlier and therefore offer a diverse ecosystem and integration of solutions such as with payment system providers at an earlier stage of the development cycle.

We believe that together the above points offer a positive feedback loop which will enhance the flow of new users to the platform and achieve the desired growth on the road to a fully decentralised platform.

Functionality

Revenue

Eco-system

Growth
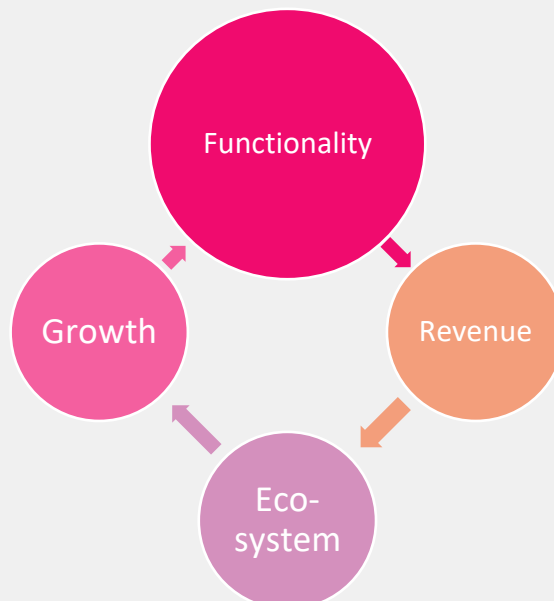
Technical Considerations

The social side of the platform to be centralised in the early stages. This will involve most aspects of the communication and posting of content. All activity relating to transactions in LOV to be decentralised on the Binance Smart Chain.

Since The LoveChain is committed to providing users with an immutable platform to commemorate their loves and relationships, in the interim to guarantee that their content will retain its immortality on the web the platform will use a IPFS (Interplanetary File System) which can be used to store posts, comments and other media. An IPFS gives a distributed solution to file storage and sharing and will allow for the eventual transition for the entire platform to be decentralised. IPFS which utilise a SWARM functionality such as that being developed by the Binance Smart Chain platform offers a solution and it is expected that development synergies will be available to be integrated into The LoveChain platform. In the event that better fitting solutions exist then the development team will explore those opportunities.

NG Wallet

The Next Genius Wallet (NG wallet) is a partner of The LoveChain and will facilitate for storing cryptocurrencies and facilitate payments. By using blockchain technology for added security the NG Wallet is able to facilitate cryptocurrency as well as fiat transactions.

REWARDS PROGRAM POWERED BY THE NG WALLET

The LoveChain rewards program will use the NG Wallet to manage the accumulation and distribution of the LOVR rewards token to each profile. The LoveChain shares a collaborative relationship with the team at Next Genius and as a result aim to develop a suite of product enhancements that will ensure that The LoveChain vision is accomplished.

The NG Wallet is already a functional wallet for those who have Apple iPhones and compatible operating systems and development has just been completed for the Android version. Each profile on The LoveChain will have an integrated NG Wallet which as mentioned above will be used to manage the LOVR rewards tokens for each profile. In practice whenever a user earns LOVR rewards tokens for creating and posting content or any other activity that derives the rewards tokens they will have those tokens deposited into the integrated NG Wallet.

The NG Wallet will also be able to hold other crypto assets (not just the LOV and LOVR tokens) and that will particularly enhance user experiences particularly for those who are eligible to participate in the quarterly token swap.
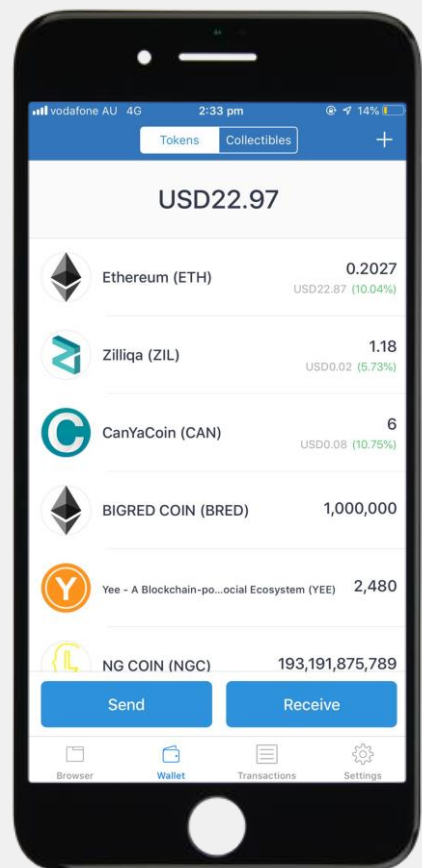
NG Wallet

NG WALLET AS A PAYMENT SYSTEM FOR E-COMMERCE

Given that a key focus of The LoveChain platform is also the celebration of our relationships in particular around key holidays such as Valentines Day, Mother's Day, Father's Day, Weddings, Anniversaries and Birthdays making that possible by building a community of merchants who will help those celebrations, we have decided to integrate the NG Wallet as a payment system as well as a key part of the rewards program.

The LoveChain and NG Wallet will give users the ability to use their integrated NG Wallet to pay for goods and services through our merchant and affiliate partners and to use a combination of Rewards tokens and fiat to settle on transactions.

Together The LoveChain and NG Wallet will also develop innovations to the payment functionality of the NG Wallet which are in keeping with developments that are being made through e-commerce and other payment solutions.

Product Timeline

JAN 2019
- Prototype design begins
- Team established

Q4 2019
- Pre-IEO fundraising to begin
- IEO process begins December 2019
- Digital Media marketing campaign

Q4 2019
- Increase brand awareness
- Source and establish merchant relationships

Q1 2020
- LOV tokens through an IEO

Token
Dynamics

—

Token Dynamics
A COMPARISON

⊘ LOV Token

- Available through IEO.
- Entitled to discounts when purchasing merchandise and services.
- Transferrable.
- Limited in Supply.
- Entitled to participate in quarterly token SWAP when conducted.
- Entitled to participate in rewards program and promotions which are backed by revenues generated by The LoveChain platform.

⊘ LOVR Token

- Platform Issued.
- Entitled to discounts when purchasing merchandise and services. (at a lower rate).
- Transferrable.
- Potentially unlimited in supply however burned upon redemption.
- Not entitled to participate in quarterly token SWAP when conducted.
- Entitled to participate in rewards program promotions which are backed by revenues generated by The LoveChain platform.
- Expire 12 months after being earned if not redeemed or utilised.

LOV Rewards Program

How will we achieve this?

One of the central value propositions of The LoveChain platform is the provision of an extensive and financially backed rewards program. This is one of the parameters that will give The LoveChain an advantage over other social media. At The LoveChain we will set aside a minimum of 30% and up to 40% of gross revenues that will go to a variety of rewards for our token holders and content creators. Merchant partners will also be incentivised to join the platform as either merchandise/service providers or even content contributors.

01 TOKEN SWAP

10% of gross revenues net of expenses will go toward a quarterly LOV token swap ensuring that value is retained on the platform and within The LoveChain ecosystem.

02 ONGOING HOLDERS PROGRAM

A further minimum 30% of gross revenues will go towards funding the rewards program for ongoing holders of LOV and LOVR tokens. These rewards may include but are not limited to the following as we would be open to suggestions from our community.

Token or cash prizes for weekly and monthly best posts. Individual prizes for best video, best photo, best literature, best comment as voted by the community.

Random Token or cash prizes every week to users who will be tasked with spoiling their loved ones and posting the evidence on their profile.

One in every five thousand users who join the platform will win Tokens or a cash prize just for joining The LoveChain platform.

Token and cash prizes in the lead up to Valentines Day, XiXi Festival and other holidays.

Token and cash prizes in the lead up to wedding seasons on each continent including contributions to honeymoons, ceremonies and may include contributions from merchant partners.

It must be noted that these prizes will be granted every week and in all locations subject to revenue generation.

Merchant incentives

Merchant partners will be gifted LOV tokens when they join the platform as incentive to establish and build a following and will have to use the tokens as part of their promotions, that is they will need to distribute those tokens as part of a campaign to attract sales or brand awareness.

Terms of issue

OF LOVR

___

MAY BE RECEIVED VIA OTHER MEMBER TRANSFERS.

e.g. group donation to help other members with celebrations or as gifts.

REWARD FOR QUANTIFIABLE PLATFORM PARTICIPATION.

e.g.
- Scale based platform postings.
- Scale based number of followers/referrals.
- Scale based number of acquisitions through online store.
- Scale based number of views of other member posts/profiles.
- Scale based number of advertisements viewed.

WHEN USER ENABLES PERMISSIONED ADVERTISING ON PROFILE.

Financials

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Proposed LOV Token Distribution

LOV Token Distribution

■ Pre-ICO Investors	35,000,000
■ ICO Investors	250,000,000
■ Marketing	30,000,000
■ Founders	110,000,000
■ Staff	50,000,000
■ Bounty	20,000,000
■ Merchant Incentives	40,000,000
TOTAL	535,000,000

Pie chart values: 6.5%, 46.7%, 5.6%, 20.6%, 9.3%, 3.7%, 7.5%
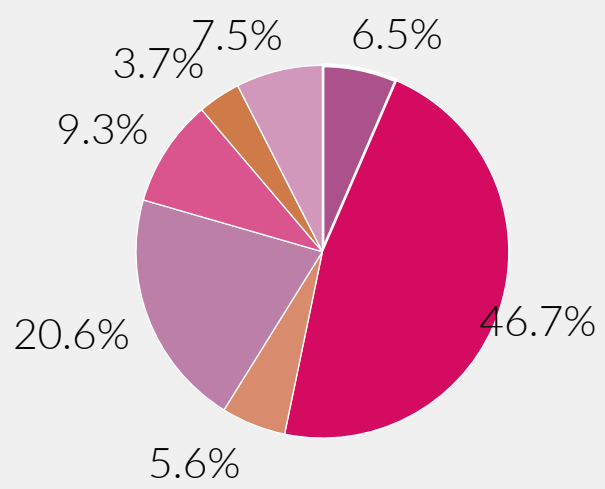
In the first two years there are limitations on the quantities of staff and founder tokens that may be sold. Staff will only have 20% of their tokens available for sale in the first two years. Founders will only have 10% of their tokens available for sale in the first two years. In the first two years post IEO only 7% of the total supply of tokens via the secondary market may come from founders and staff ensuring that the markets is dominated by our members.

LOV Token Sale

PRESALE

TOKEN BASE RATE
USD$0.10

.

TIERS FOR PRESALE PARTICIPATION

- >USD$250k: USD$0.03
- >USD$100k: USD$0.038
- >USD$50k: USD$0.042
- >USD$10k: USD$0.046
- <USD$10k: No discounts

- The distribution of the tokens will be executed via the smart contracts when the presale process is complete.
- There is no minimum presale goal.
- Presale funds will contribute to the costs of compliance and the marketing campaign as well as the development of the LOV platform.

LOV Token Sale

BEGINNING DECEMBER 2019

HARDCAP
USD$3,500,000

LOV Token Price:
USD $0.10

.

IEO STRATEGY

- Check Website for updates
- Comprehensive post listing marketing strategy
- Ready to go Revenue generating model

HOW TO PARTICIPATE

1. Register your interest on the website www.thelovechain.io
2. Check your email and the website for updates.
3. Sign up to the relevant exchange and follow the instructions.

LOV Token Sale

BOUNTY REWARDS

3000 LOV BOUNTY

Referred purchase of between
USD$1000.00 and USD$3000.00

5000 LOV BOUNTY

Referred purchase of between
USD$3000.00 and USD$5000.00

6500 LOV Bounty

Referred purchase of between
USD$5000.00 and USD$7500.00

8500 LOV BOUNTY

Referred purchase of between
USD$7500.00 and USD$10000.00

500 LOV Bounty

Pre-register your interest in setting
up a profile and upload a pic to
our user feed.

100 LOV BOUNTY

For every referral who pre-registers
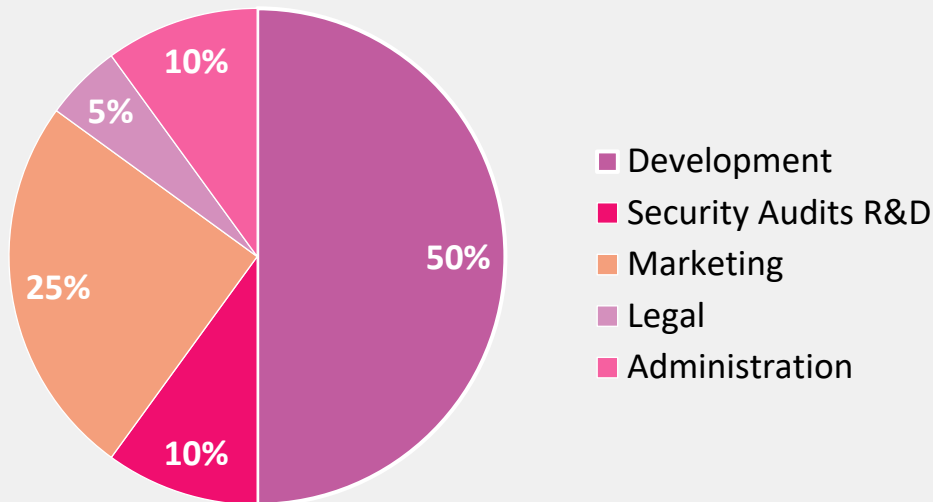an interest in setting up a profile and
uploads an image to our user feed.

AIRDROP

The LoveChain will conduct an airdrop of LOV tokens that will require a sign up and
photo upload to activate the 500 tokens received.

Allocation of Funds

Allocation of Funds (2019-2021)

Pie chart:
- Development — 50%
- Security Audits R&D — 10%
- Marketing — 25%
- Legal — 5%
- Administration — 10%

DEVELOPMENT

1

The largest part of the budget will go into the development of the platform as that needs to be operational and tested before going live. This will involve costs around hardware/locations and developers.

SECURITY AUDITS/R&D

2

Budget for the auditing of any new smart contracts that The LoveChain develops as well as investment in R&D initiatives to address potential future directions of the platform.

MARKETING

3

Whilst we have already allocated a portion of LOV tokens to be used in our Micro Influencer global marketing campaign and an initial incentivised referral program funds will also be allocated to traditional media channels.

LEGAL & ADMINISTRATION

4

Budget to cover compliance with existing and new regulatory frameworks. Facilitation of co-ordinated daily functionality of the entity.

Forecast Financials

	2020	2021	2022	2023	2024
Number of Users	3,000,000	9,000,000	21,000,000	37,000,000	57,000,000
Advertising Revenue per user $USD	$3.00	$3.50	$4.00	$4.50	$5.00
Advertising Revenue to Platform	$9,000,000.00	$31,500,000.00	$84,000,000.00	$166,500,000.00	$285,000,000.00
E-Commerce Spend per User $USD	$15.00	$30.00	$35.00	$35.00	$35.00
E-Commerce Revenue to Platform@10%	$4,500,000.00	$27,000,000.00	$73,500,000.00	$129,500,000.00	$199,500,000.00
Total Revenue	$13,500,000.00	$58,500,000.00	$157,500,000.00	$296,000,000.00	$484,500,000.00
Operating Costs	$1,350,000.00	$5,850,000.00	$15,750,000.00	$29,600,000.00	$48,450,000.00
Marketing Costs	$2,700,000.00	$11,700,000.00	$31,500,000.00	$59,200,000.00	$96,900,000.00
Rewards Program funding	$4,725,000.00	$20,475,000.00	$55,125,000.00	$103,600,000.00	$169,575,000.00
Net Profit	$4,725,000.00	$20,475,000.00	$55,125,000.00	$103,600,000.00	$169,575,000.00

Nb: Singapore corporate tax rate is 17%

Forecast Supply

FORECAST SUPPLY LOV TOKENS OVER TIME

—— Revenues (LHS)	—— LOV Tokens Burned (RHS)
—— LOV Tokens Outstanding (LHS)	
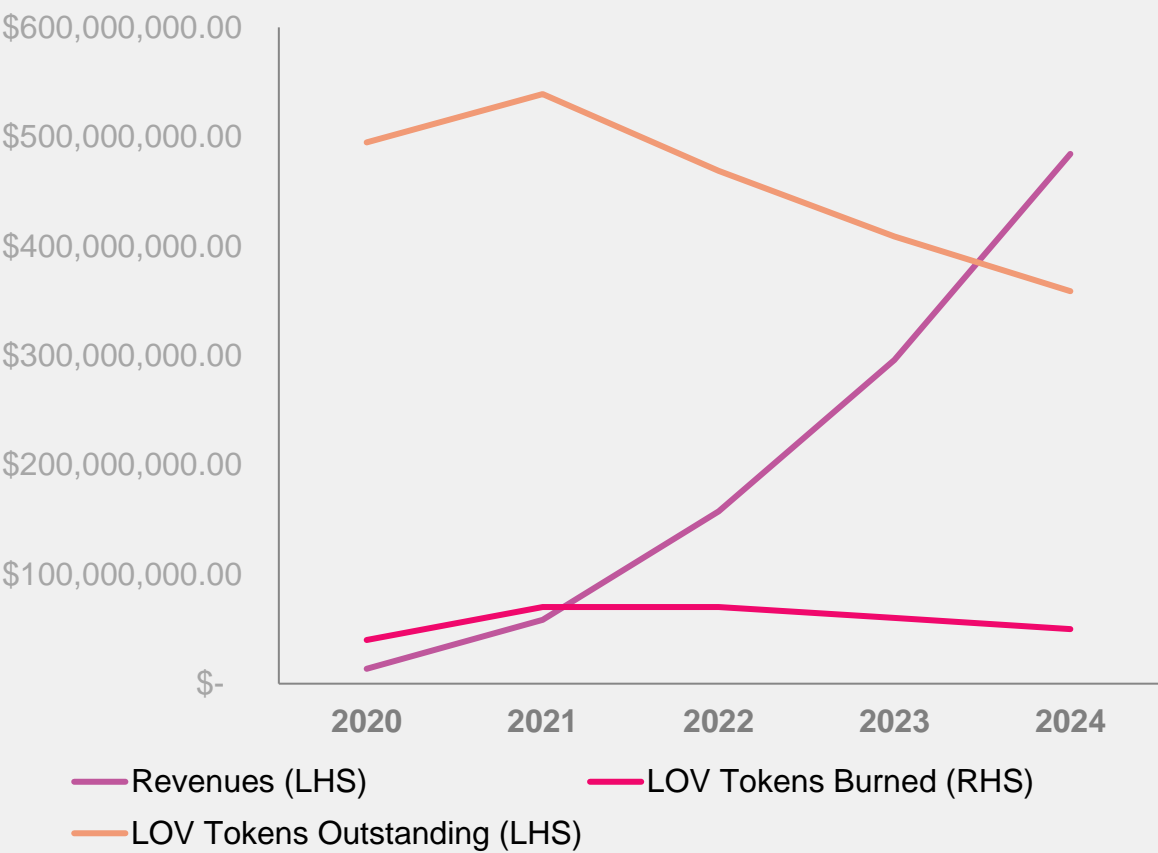
Quarterly Token Swap

Derived from 10% of revenues after expenses on a quarterly basis.

LOV token holders will be able to swap their existing tokens for a basket of goods supplied by merchant partners.

Alternatively LOV token holders may swap their tokens for Ethereum, Tron or Binance tokens.

Both swaps will be conducted at an agreed and published exchange rate.

LOV tokens that participate in the swaps will be burned.

Over time it is expected that the supply of LOV tokens will be reduced in line with its use as a currency to facilitate the swaps as well as its function as a currency for standard transactions on The LoveChain platform.

Burn Rate
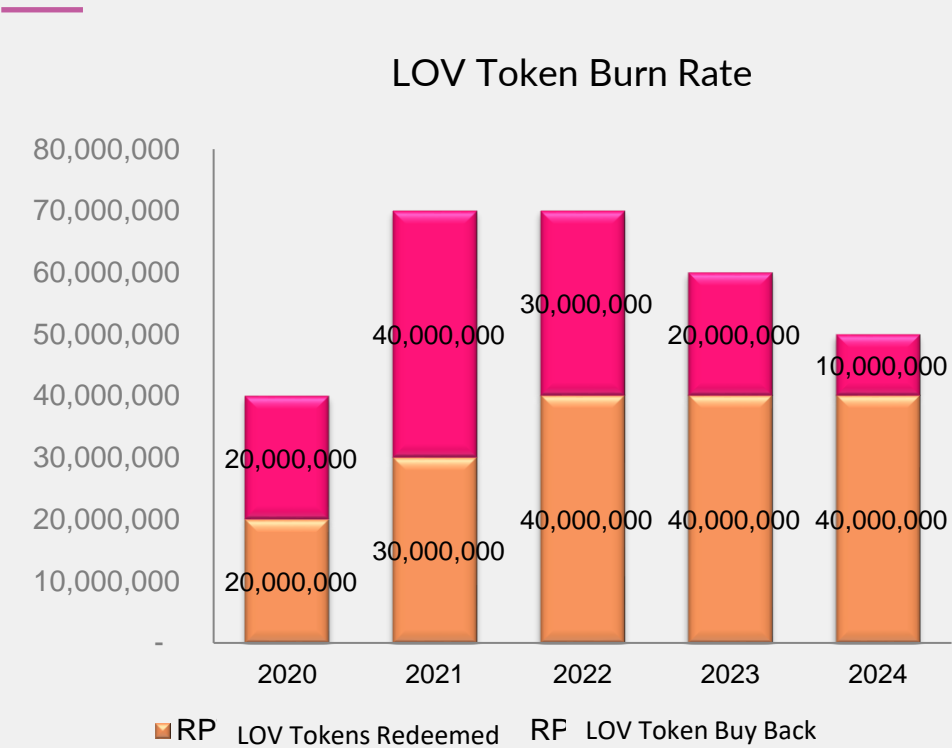
LOV Token Burn Rate

The LOV token burn rate is a projection based on two particular functions:

1. End of quarter LOV token SWAP. Where 10% of the gross revenues after key expenses will be used to provide incentives for LOV token holders to redeem their tokens via a swap for products and services.

2. LOV tokens will be redeemed via the online store as members submit them to gain discounts and other potential benefits.

Project Updates

—

The LoveChain MVP has entered into the final phase of development with the updated timeline targeting early November 2021 for beta testing and an initial public launch in early December 2021.

Moving the LoveChain governance token to BEP20 from ERC20 standards.

The higher transaction costs and slower transaction speeds on the Ethereum mainnet are a key obstacle to delivering the functionality on The Lovechain app that we have designed for the LOV governance tokens. Further, there is no doubt that the much lower transaction costs associated with Binance Smart Chain (BSC) will provide for a more efficient distribution of the LOV governance token. This also means that it will not be prohibitively expensive for small token holders to participate in the governance of the platform in all its forms.

* Note: The updates and information in pages 71 to 76 of this Whitepaper are provided as an update on the status of the project and its development. All references to ERC20 tokens in the Whitepaper are replaced with BEP20 tokens. Further, all dates regarding projections and timelines are to be taken from October 2021.

LoveChain Governance Token BEP20 functionality

THREE KEY FUNCTIONALITIES.

1. Governance
2. Marketplace discount.
3. Staking

1. GOVERNANCE

The governance function is enabled by the voting function that the token gives holders. Governance controls some of the key elements of the LoveChain app. Holders will be able to vote on three key areas relating to governance:

1. On changes to the smart contract governing the LOV Bep20 tokens.
2. Percentage of revenues (between 30 and 40%) that go to the LOVR liquidity pool and program.
3. Future initiatives. These may be proposed only by those who hold a minimum of 1 million LOV governance tokens.

2. MARKETPLACE DISCOUNT

The LoveChain marketplace is a key development in phase 2 of the platform. The marketplace is designed to compliment users ability to shop directly from the platform to celebrate key events such as Valentines day, Mothers day, birthdays, weddings etc.

In order for users to earn the discounts they will be required to stake minimum amounts of LOV governance BEP20 tokens for fixed periods to qualify. The amounts and periods are noted as follows:

1. 5000 staked LOV for minimum 60 days equals 2.5% discount.
2. 10000 staked LOV for minimum 60 days equals 5.0% discount.
3. 20000 staked LOV for minimum 60 days equals 7.5% discount.

Lovechain Governance Token BEP20 functionality
cont.

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3. Staking Pool & Swap

Holders who stake LOV BEP20 governance tokens in this pool will earn bonuses derived from 20% of the revenue pool. This pool will only function for a total of three years after its inception. Any continuation beyond that will be subject to a vote by the LOV governance token holders.

How it works

1. Holder of LOV must stake for a minimum of 75 days in a quarter (3 months) to earn that quarters bonus and tokens must be staked up to the bonus allocation. Prior withdrawal invalidates the bonus.
2. 20% of the platforms revenues are allocated to the bonus pool in the form of BNB and ALGO tokens.
3. Staker elects which of the bonus coins they want to receive.
4. Staker receives their choice of either BNB or ALGO tokens in their integrated wallet.
5. The LOV BEP20 governance tokens staked for that period are burned.

A landing page will be created which will give all existing holders of ERC20 LOV tokens to exchange for the same amount in BEP20 tokens as there is no change to the total supply metrics. Announcements will be made across our social media channels and on the website www.thelovechain.io advising holders of this.

LOVR Rewards Token

ON ALGORAND

The LoveChain is excited to partner up with Algorand and in the process build our user reward program on the Algorand mainnet.

This will allow app users to earn rewards in their integrated wallet for creating and sharing content. A total of 8 billion LOVR rewards tokens will be available and they will all be distributed to those who use the app. No further issues of LOVR will take place and the whole rewards program will see support from the top line revenues the app earns from advertisers and merchants once the phase two development of the platform is complete.

Proposed absolute number of Rewards tokens to be available :

8,000,000,000

Users will be encouraged to farm from this total pool of rewards tokens by undertaking some of the following actions once they have registered a profile.

The absolute number of rewards tokens is limited to incentivize early user app adoption and usage. Over time this should translate to intrinsic value being transferred via the revenue generation channels.

Action	Tokens
Registering a profile	50 tokens
Referring users	10 tokens per referred sign up
Uploading Video	20 tokens
Uploading Picture	10 tokens
Uploading Stories	10 tokens
Uploading Music	5 tokens
Uploading Text	5 tokens
Comments	2 tokens
Sharing Content	2 tokens
Liking content	1 token
Creating a permanent record via the Blockchain upload to Algorand mainnet	1 token

Rewards Token Liquidity Pool

As has been previously noted between 30 to 40% of the top line revenues that are generated by the platform will go to the Rewards program which is designed to give back to the users in a variety of ways.

Half the amount that the rewards program is entitled to will go into the a liquidity pool that will support and give value to the LOVR rewards tokens. This pool will be established on Algodex a decentralised exchange that supports ASA's (Algorand Standard Assets).

ABOUT ALGORAND

Algorand is a fully decentralized, secure and sclable blockchain technology network which provides a common platform for building products and services for a borderless economy. The idea behind Algorand was to combine features of mainstream, well-established cryptocurrencies–such as decentralization, transactions without a central authority, easy-to-divide tokens–but with added speed and less computing power necessary to run the system.

Algorand's vision is a World where everyone creates and exchanges value efficiently, transparently and securely.

Algorand pledges to be the greenest Blockchain with a carbon negative network as it has been designed to be a highly energy efficient network. Along with it being the greenest Blockchain, Algorand also has a mission of creating global trust through decentalization, simple designs that drive adoption of its technology and the projects on its network together with elegant technology that eliminates barriers to prosperity for all.

Algroand was founded in 2017 by Italian Turing Award and Godel Prize winner, Silvio Micali. Mr Micali has been on the faculty at MIT, Electrical Engineering and Computer Science Department, since 1983 and is the co-inventor of probabilistic encryption, Zero-Knowledge Proofs, Verifiable Random Functions and many of the protocols that are the foundations of modern cryptography.

Updated Timeline

EARLY OCT 2021

- Initiation of LOV governance token conversion to BEP20 began in early October 2021

END OCT 2021

- On-chain rewards program integration with Algorand to be completed by end October 2021

END OCT 2021

- Phase 1 and 2 of the MVP to be completed by end of October 2021

MID NOV 2021

- Beta testing to commence mid November 2021

MID NOV 2021

- Small Presale of LOV BEP20 governance tokens mid November 2021

END DEC 2021

- Listing on Pancakeswap and Fibswap early December 2021 to coincide with a soft launch of app.

JAN 2022

- Listing of the LOVR on chain rewards tokens on Algodex January 2022

Note: The LoveChain team is exploring other options for further listings in 2021/2022.

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Please read this disclaimer section carefully. Please seek independent professional advice prior to acting on any of the information contained in this Whitepaper.

This Whitepaper serves as a current overview and blueprint for the future of The LoveChain Pty Ltd ACN 631 780 786 ("The LoveChain") business and any of its related entities or businesses, platform and the offer to purchase LOV ("LOV Tokens"). This Whitepaper is the most current version of the Whitepaper for The LoveChain and replaces the Whitepaper dated December 2019. Further, **the updates and information in pages 71 to 76 of this Whitepaper are provided as an update on the status of the project and its development. All references to ERC20 tokens in the Whitepaper are replaced with BEP20 tokens. Further, all dates regarding projections and timelines are to be taken from October 2021.**

LOV Tokens are tokens that are offered for purchase by The LoveChain. The LOV Tokens are available for purchase initially by way of an Initial Exchange Offering ("IEO") on digital exchanges domiciled in the Asia-Pacific. In future the LOV Tokens may be available for purchase on other digital exchanges domiciled in other jurisdictions. The LOV Tokens do not have the legal qualification of a security since it does not give any rights to dividends or interests. LOV Tokens are not shares and therefore a holder of LOV Tokens is not a shareholder of The LoveChain, is not entitled to any level of ownership of The LoveChain and the holder of LOV Tokens is not given any right to any legal or equitable interest in or to The LoveChain (or any related entity or business) or participate in the annual general meeting or any other meeting of The LoveChain. Taking part in the IEO and the purchase of the LOV Tokens does not confer any financial or legal rights or title in or to The LoveChain to the purchaser. The purchase of LOV Tokens is final and non-refundable.

The LOV tokens will allow the user to access the service provided by The LoveChain platform. The LOV Tokens are functional utility tokens or a cryptocurrency designed for The LoveChain platform. More information on the functionality of the LOV Tokens can be found from page 56 onwards of this Whitepaper. Anyone purchasing LOV tokens expressly acknowledges and represents that they have carefully read this Whitepaper and fully understands the risks, costs and benefits associated with the purchase of LOV Tokens.

The following information may be incomplete and in no way implies a contractual relationship. While The LoveChain and its authors make every effort to ensure that all information in this Whitepaper and any and all information available on The LoveChain website (www.thelovechain.io) and participating in the LOV Token IEO outlined in this Whitepaper is accurate, up to date as at the date of this Whitepaper, and in compliance with the requirements of applicable laws, rules and regulations, such material in no way constitutes or is to be considered as professional advice. The LoveChain neither guarantees nor accepts responsibility for the accuracy, reliability, completeness or relevance of the content in this Whitepaper. Anyone intending to purchase and own LOV Tokens should seek their own independent professional advice prior to acting on any of the information contained in this Whitepaper.

The information in this Whitepaper and on The LoveChain website is provided on an "as is" basis and without any warranties of any kind, either expressed or implied. You assume all responsibility and risk with respect to your use of the information provided and ownership of any amount of LOV Tokens and their use.

If applicable law does not allow all or any part of the above limitation of liability to apply to you, the limitations will apply to you only to the maximum extent permitted by applicable law.

All company names, logos, trademarks, products and services are property, trademarks or registered trademarks of The LoveChain and all rights and interests in such things remains the property of The LoveChain.

The information in this Whitepaper is subject to change or update without notice and should not be construed as a commitment by The LoveChain.

JURISDICTION RSTRICTIONS

Given the lack of crypto-token or cryptocurrency qualifications in most countries, each purchaser is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of LOV Tokens according to their nationality and place of residence. You should note that the country you are a citizen or national of, resident (tax or otherwise) and/or visa holders of may deem the holding or ownership of any form of crypto-tokens or cryptocurrency as illegal and in violation of applicable laws and it is up to each person to undertake their own investigations and due diligence to ensure they comply with their local laws and not be in breach of any applicable laws. The LoveChain will in no way be held responsible of a breach of laws by a person and each person indemnifies The LoveChain should a person be found to be in breach of a local law regarding the holding or ownership of any form of crypto-tokens or cryptocurrency.

NO ADVICE

No part of this Whitepaper or the LoveChain website should be considered as business, legal, financial or tax advice regarding The LoveChain, the LOV Tokens, the IEO or the IEO process or any of the matters to which all or any part of any information provided in this Whitepaper or The LoveChain website relates to.

You should consult your own legal, financial, tax or another professional advisor regarding The LoveChain, the LOV Tokens, the IEO or the IEO process or any of the matters to which all or any part of any information provided in this Whitepaper or The LoveChain website relates to. You should be aware that you are required to bear the financial risk of any purchase of LOV Tokens for an indefinite period.

LIMITATION OF LIABILITY

To the maximum extent permitted by applicable law, you hereby irrevocably and unconditionally waive: (i) all and any claims (whether actual or contingent and whether as an employee, office holder or in any other capacity whatsoever or howsoever arising) including, without limitation, claims for or relating to the excluded liability matters, any payment or repayment of monies, indemnity or otherwise that you may have against The LoveChain or against any of The LoveChain's representatives; and (ii) release and discharge The LoveChain and all of The LoveChain's representatives from any and all liability (of whatsoever nature or howsoever arising) it or they may have to you. If for any reason you hereafter bring or commence any action or legal proceeding in respect of any claim purported to be released and discharged pursuant to this paragraph or this disclaimer, or otherwise attempt to pursue any such claim against The LoveChain or any representative of The LoveChain then you hereby irrevocably and unconditionally undertake to indemnify, and keep indemnified The LoveChain and all of The LoveChain's representatives fully on demand from and against: (a) all liabilities or losses suffered by The LoveChain or any representative of The LoveChain; and (b) all reasonable costs, charges and reasonable expenses (including without limitation reasonable legal costs and expenses) reasonably and properly incurred by The LoveChain or any representative of The LoveChain, in each case by reason of or in connection with the bringing or commencement of such action or pursuit of such claim by you.

If any provision or part-provision of this disclaimer section is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this disclaimer shall not affect the validity and enforceability of the rest of this disclaimer.

FORWARD-LOOKING STATEMENTS, CAUTIONARY NOTES

All statements contained in this Whitepaper, The LoveChain website, statements made in any press releases or in any place accessible by the public and oral statements that may be made by The LoveChain or any representatives of The LoveChain (as the case may be), that are not statements of historical fact, constitute "forward-looking statements". Some of these statements can be identified by forward-looking terms such as, but not limited to, "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "predict or prediction" "should", "would", "will" or other similar terms.

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding The LoveChain's financial position, business strategies, marketing strategies, plans and prospects and the prospects of the industry which The LoveChain is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to The LoveChain's revenue, profitability and growth, expected revenue, profitability and growth, prospects, future, other expected industry trends and other matters discussed in this Whitepaper and The LoveChain website regarding The LoveChain are matters that are not historical facts, but only estimations, projected forecasts and predictions. The LoveChain makes no representation or warranty on having made any predictions, projected forecasts or estimates or expectations based on any formula, any mathematical or scientific modelling or forecast, or having made any due and proper inquiries or having undertaken any independent research or studies or otherwise. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of The LoveChain to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, among others:

(a)   changes in political, social, economic, financial and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which The LoveChain conducts its business and operations;

(b) the risk that The LoveChain may be unable to execute or implement its business strategies and future;

 (c) changes in interest rates and exchange rates of fiat currencies and all forms of cryptocurrencies;

(d) changes in the anticipated growth strategies and expected internal growth of The LoveChain;

(e) changes in the availability and fees payable to The LoveChain in connection with its business and operations;

(f) changes in the availability and salaries of employees who are required by The LoveChain to operate its business and operations;

(g) changes in preferences of customers of The LoveChain;

(h) changes in competitive conditions under which The LoveChain operates, and the ability of The LoveChain to compete under such conditions;

(i)   changes in the future capital needs of The LoveChain and the availability of financing and capital to fund such needs;

(j) war or acts of international or domestic terrorism;

(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of The LoveChain;

(l) other factors beyond the exclusive control of The LoveChain; and

(m) any risk and uncertainties associated with The LoveChain and its business and operations, the LOV Tokens, the IEO and reliance on all or any part of this Whitepaper and/or The LoveChain website. All forward-looking statements made by or attributable to The LoveChain or representatives of The LoveChain are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of The LoveChain to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper or The LoveChain website, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the later of the date of publication of the Whitepaper and the latest

date that The LoveChain website has been updated. Neither The LoveChain nor representatives of The LoveChain nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of The LoveChain will be as discussed in those forward-looking statements.

The actual results, performance or achievements of The LoveChain may differ materially from that anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of The LoveChain. Further, The LoveChain disclaims any responsibility to update any of these forward-looking statements or publicly announce any revisions to these forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

NO REPRESENTATIONS AND WARRANTIES

The LoveChain does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy, and completeness of any of the information set out in this Whitepaper and/or The LoveChain website.

REPRESENTATIONS AND WARRANTIES BY YOU BY HOWSOEVER ACCESSING AND/OR ACCEPTING POSSESSION OR COMMUNICATION OF ALL OR ANY PART OF THE AVAILABLE INFORMATION, YOU REPRESENT AND WARRANT (AND SHALL BE DEEMED TO REPRESENT AND WARRANT) TO THE LOVECHAIN ON THE DATE OF SUCH ACCESS OR ON THE LATEST DATE ON WHICH YOU RETAIN POSSESSION OF ALL OR ANY PART OF THIS WHITEPAPER OR THE LOVECHAIN WEBSITE INFORMATION AS FOLLOWS:

(a) you are over 18 (eighteen) years of age;

(b) you agree and acknowledge that the LOV Tokens do not constitute securities in any form in any jurisdiction;

(c) you agree and acknowledge that this Whitepaper and The LoveChain website do not constitute a prospectus, information memorandum, product disclosure statement or offer document of any sort and are not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or another form of payment is to be accepted on the basis of this Whitepaper or The LoveChain website;

(d) you agree and acknowledge that no regulatory authority has examined or approved of this Whitepaper or the information on The LoveChain website, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of all or any part of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

(e) you agree and acknowledge that this Whitepaper, The LoveChain website, the undertaking of the IEO, or future trading of the LOV Tokens on any exchange or market (regulated, unregulated, primary, secondary or otherwise), shall not be construed, interpreted or deemed by you as an indication of the merits of The LoveChain, the LOV Tokens, the IEO, this Whitepaper or The LoveChain website;

(f) the distribution or dissemination of this Whitepaper or The LoveChain website or any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to The LoveChain;

(g) you agree and acknowledge that in the case where you wish to take part in the IEO and purchase any LOV Tokens, the LOV Tokens are not to be construed, interpreted, classified or treated as:

(i)   any kind of currency, commodity or financial product;
(ii) debentures, stocks or shares issued by any person or entity (whether The LoveChain or otherwise);
(iii) rights, options or derivatives in respect of such debentures, stocks or shares;
(iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
(v) units in a collective investment scheme or a managed investment scheme;
(vi) units in a business or managed trust;
(vii) derivatives of units in a business or managed trust;
(viii) any other security or class of securities; or
(ix) any type of investment (as such term is defined by the Corporations Act 2001 of Australia or the Australian Securities and Investments Commission Act 2001 of Australia (as amended or re-enacted from time to time) or as such term might be construed under similar legislation in any other part of the world);

(h) you are fully aware of and understand that you are not eligible to take part in the IEO and purchase any LOV Tokens or access the Whitepaper or The LoveChain website if you are a citizen, national, resident (tax or otherwise) and/or visa holder of a restricted jurisdiction or if you are a restricted person;

(i)   you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology, and smart contract technology;

(j) you are fully aware and understand that in the case where you wish to purchase any LOV Tokens, there are risks associated with:
(A) The LoveChain and its business and operations;
(B) the IEO;
(C) the LOV Tokens;
(D) the purchase of LOV Tokens; and
(E) relying or acting on all or any part of the information in the Whitepaper or The LoveChain website;

(k) you agree and acknowledge that The LoveChain is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, or loss of use or data, or loss of reputation, or loss of any economic or other opportunity of whatsoever nature or howsoever arising), arising out of or in connection with any acceptance of or reliance on any part of the information in the Whitepaper or The LoveChain website;

(l) you agree and acknowledge that any failure by The LoveChain to complete the vision outlined in this Whitepaper for any reason does not entitle holders of LOV Tokens to a refund; and

(l) all of the above representations and warranties are true, complete, accurate and not misleading from the time of your last access to and/or possession of (as the case may be) this Whitepaper (or any future version of the Whitepaper) or The LoveChain website.

RISKS
You should carefully consider and evaluate each of the following risk factors and all other information contained in this Whitepaper or The LoveChain website before deciding to take part in the IEO and purchase LOV Tokens. To the best of The LoveChain's knowledge and belief, all risk factors, which are material to you in making an informed judgment to participate in the IEO, have been set out below. If any of the following considerations, uncertainties or material risks develop into actual events, the business, financial position and/or results of operations of The LoveChain and the maintenance and level of usage of The LoveChain Tokens could be materially and adversely affected.

Regulatory actions could negatively impact the LOV Tokens and The LoveChain's offering in various ways, including, for example, through a determination that the LOV Tokens are regulated financial instruments required to be registered with the appropriate regulatory agency. Any of these outcomes could prevent The LoveChain from fully developing the LOV Tokens, The LoveChain platform, other tokens and other offered products and services.

Further, a regulator could take action against The LoveChain if it views the LOV Tokens and The LoveChain's platform as a violation of existing law. Any of these outcomes would negatively affect the utility of the LOV Tokens and/or could cause The LoveChain to cease operations.

Prior to the IEO, there has been no public market for LOV Tokens. Although The LoveChain may use reasonable endeavours to seek the approval for the availability of the LOV Tokens for trading on a cryptocurrency or digital exchange or market, there is no assurance that such approval will be obtained. Furthermore, even if such approval is granted by a cryptocurrency or digital exchange, there is no assurance that an active or liquid trading market for the LOV Tokens will develop, or if developed, will be sustained after the LOV Tokens have been made available for trading on such market. There is also no assurance that the market price of the LOV Tokens will not decline below the original or issue purchase price (the "Issue Price"). The Issue Price may not be indicative of the market price of the LOV Tokens after they have been made available for trading on a market. A LOV Token is not a currency issued by any central bank, commercial, retail or investment bank or other financial institution or national, supra-national or quasi-national organisation, nor is it backed by any hard assets or other credit nor is it a commodity in the traditional sense of that word.

The LoveChain is not responsible for, nor does it pursue, the circulation and trading of LOV Tokens on any market. Trading of LOV Tokens will merely depend on the consensus on its value between the relevant market participants. No one is obliged to take part in the IEO or purchase any LOV Tokens from any holder of the LOV Tokens, including the purchasers, nor does anyone guarantee the liquidity or market price of LOV Tokens to any extent at any time.

Furthermore, LOV Tokens may not be resold to purchasers who are citizens, nationals, residents (tax or otherwise) and/or visa holders of restricted jurisdictions or to restricted persons or to purchasers in any other jurisdiction where the purchase of tokens or any form of cryptocurrency may be in violation of applicable laws. Accordingly, The LoveChain cannot ensure that there will be any demand or market for the LOV Tokens, or that the Issue Price is indicative of the market price of LOV Tokens after they have been made available for trading on any cryptocurrency or digital exchange or market. Acquiring LOV Tokens and storing them involves various risks, in particular the risk that The LoveChain may not be able to launch all anticipated operations and develop its platform, blockchain and provide all the products and services promised.

Therefore, and prior to taking part in the IEO and acquiring LOV Tokens everyone should carefully consider the risks, costs and benefits of acquiring LOV Tokens, and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with taking part in an IEO or the activity (incl. the risks related to the early-stage development of The LoveChain platform) or any other risks as is indicated in this Whitepaper, The LoveChain website or any other document should not acquire LOV Tokens.

Cryptographic tokens such as the LOV Tokens are a relatively new and dynamic technology. In addition to the risks set out in this Whitepaper or on The LoveChain website, there are other risks associated with taking part in the IEO and your purchase, holding, and use of the LOV Tokens, including those that The LoveChain cannot anticipate or foresee. Such risks may further appear as unanticipated variations or combinations of the risks discussed above.

The LoveChain will issue the LOV Tokens prior to, or at the conclusion of the IEO. This is an open source IT protocol over which The LoveChain has no rights or liability in terms of its development and operation. Purchasers of LOV Tokens and users acknowledge and understand, therefore, that The LoveChain (including its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use the LOV Tokens, except in case of intentional misconduct or gross negligence.

LOV Tokens is based on the BEP 20 protocol. Therefore, any malfunction, unplanned function or unexpected operation of the BEP 20 protocol may cause The LoveChain's network, platform, website or APP to malfunction or operate in a way that is not expected. BNB, the native BEP 20 protocol account unit, may itself lose value in a similar way to LOV Tokens, and also in other ways.

October 2021