



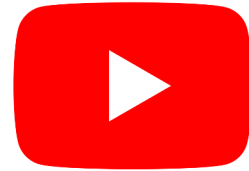
TURNING CULTURE INTO CURRENCY

— GSMA MWC BARCELONA —



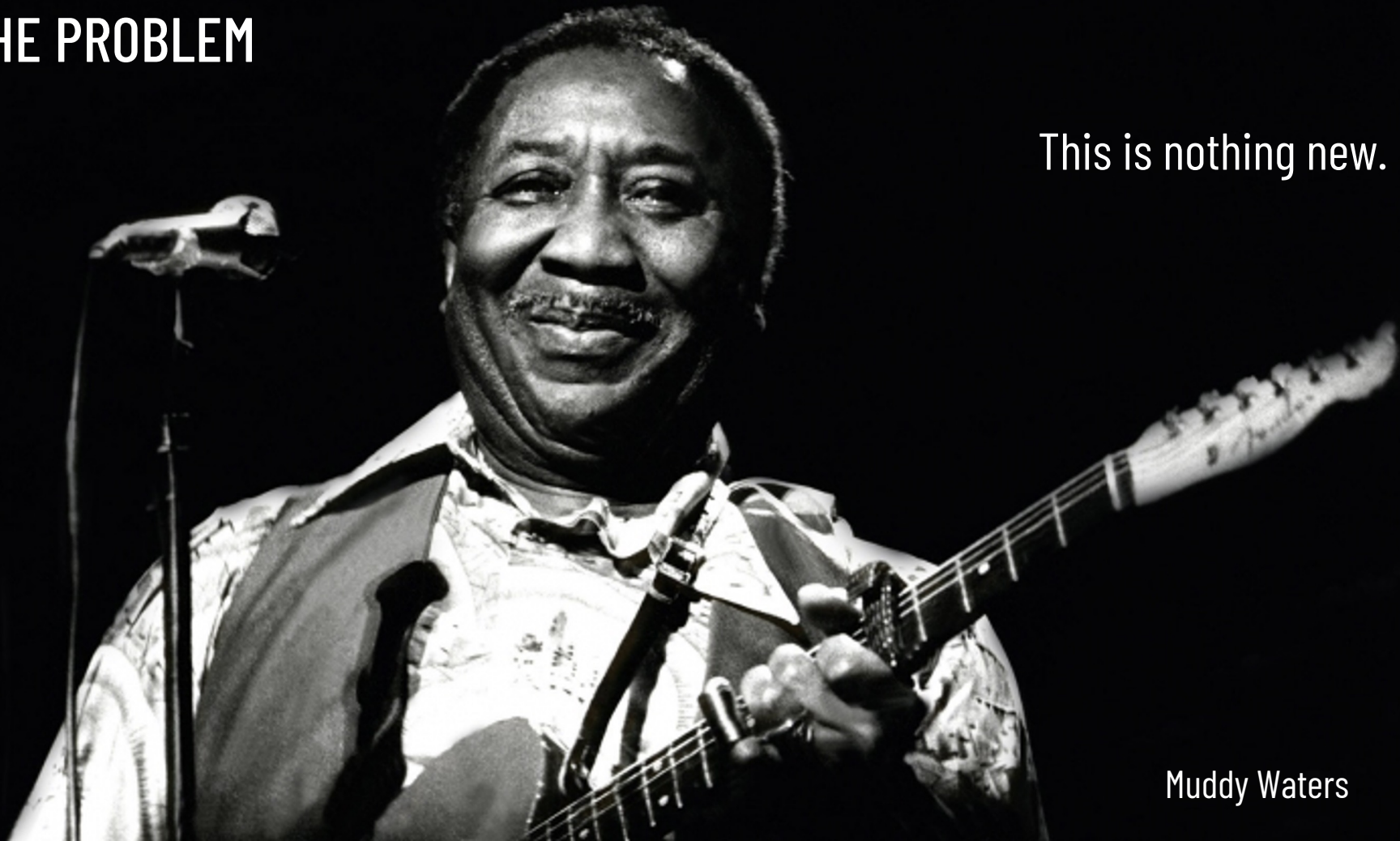
THE PROBLEM

The Creators & Fans who drive cultural trends around the world have been shut out from the profits...



THE PROBLEM

This is nothing new.



Muddy Waters

THE PROBLEM

This is nothing new.



TLC

THE PROBLEM



This is nothing new.

Prince

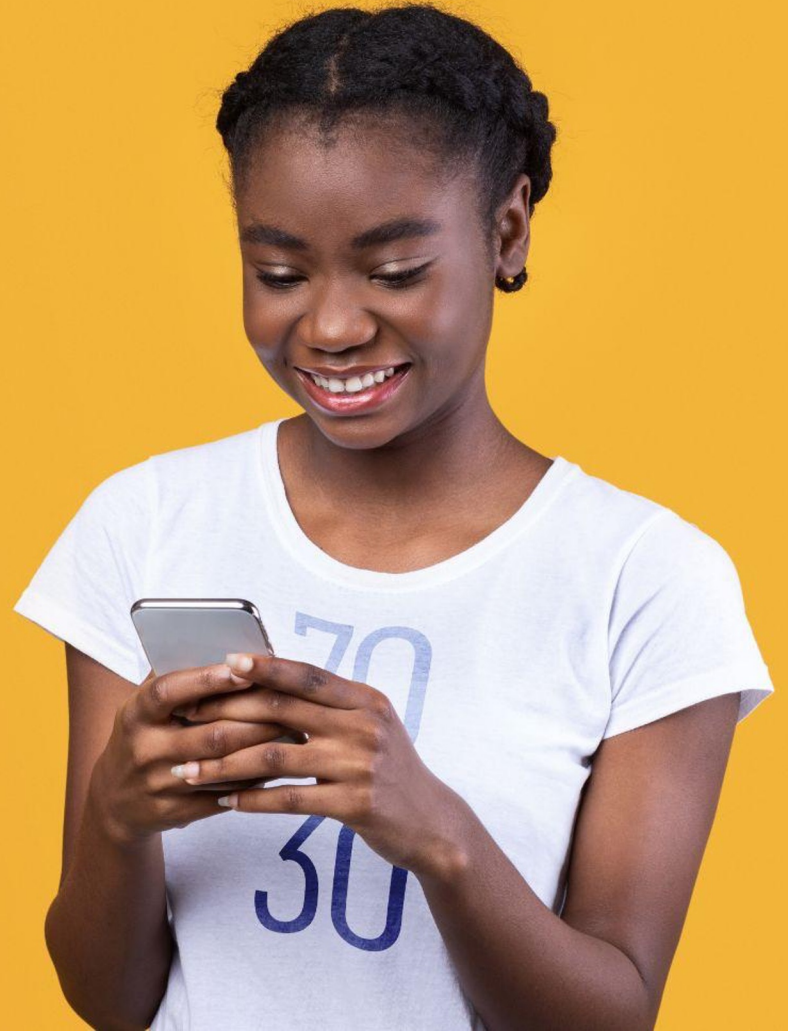
THE PROBLEM



This is nothing new.

THE PROBLEM

The Digital World promised to level the playing field....





EducationWeek[®]

**Social Media is
'Tearing Us Apart,'
Middle and High
School Students Say**

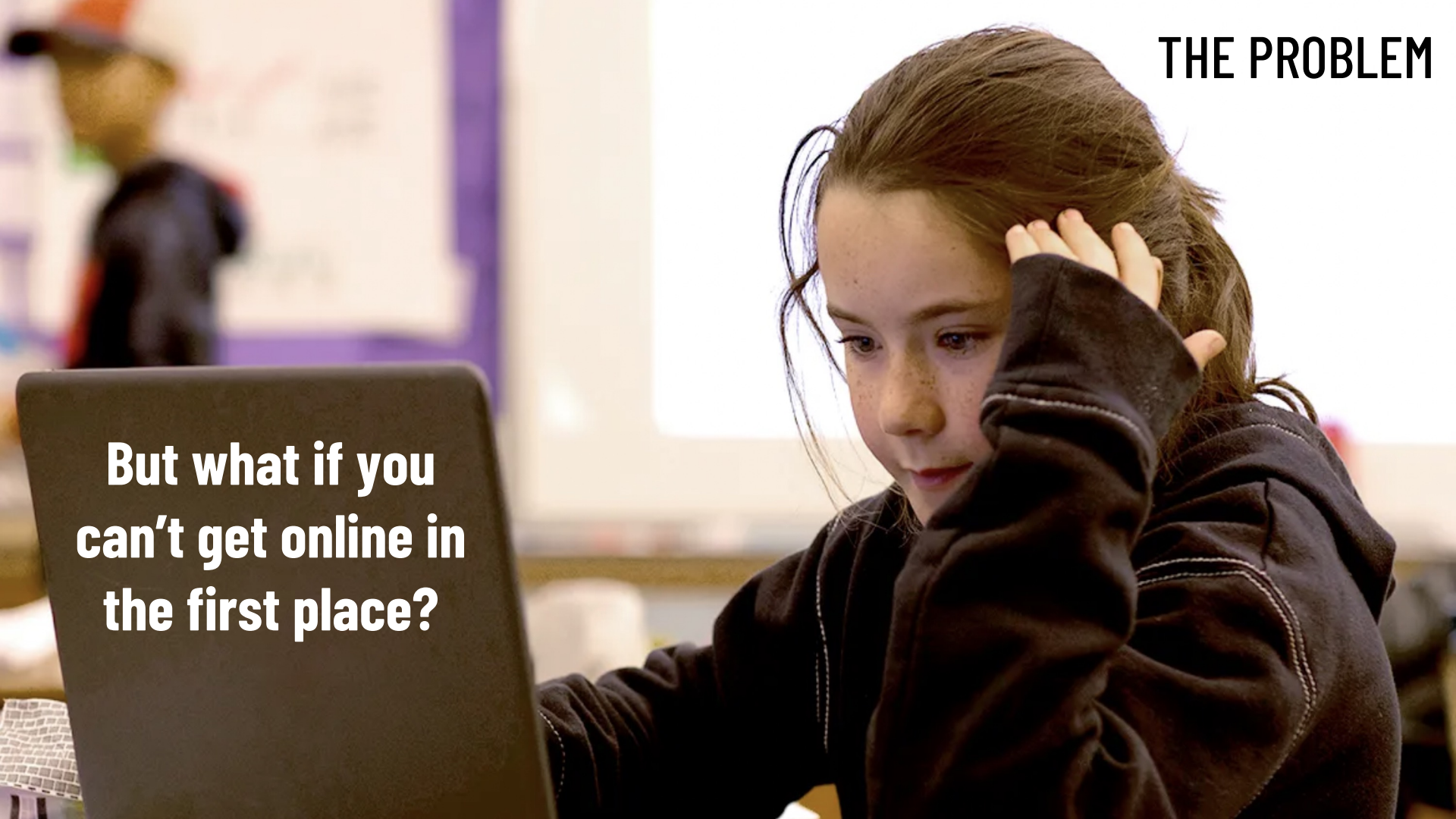
Read Write Own
Building the Next Era
of the Internet
Chris Dixon

The Digital World is still
promising a better world...

Read Write Own ■ Chris Dixon

THE PROBLEM

**But what if you
can't get online in
the first place?**



THE SOLUTION: KOLA



**A Universal Reward Token optimized for the
Media & Entertainment industries**

THE SOLUTION: KOLA



It's like Frequent Flyer Miles for Fans

THE SOLUTION: KOLA



**and
Creators**

THE SOLUTION: KOLA



1 KOLA = 23 CENTS

Funded by Digital Advertising

HOW DOES OUR TECHNOLOGY WORK?

- Calculates the value of an engagement
- Gives the creator & consumer points for every engagement
- Users convert points into Kola using an in-app wallet



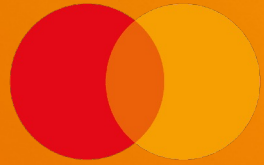
BACKED BY REAL MONEY



→ GroupM - Digital Ad Revenue will hit **\$1.2 Trillion/Year** by 2028

→ Kola is funded by sending a portion of **Ad Revenue & Transaction Fees** back to creators & consumers

OUR KEY PARTNER



mastercard®

We are partnering with Mastercard to deliver key solutions that invite **more people into the financial services ecosystem through Kola.**





WHAT ARE THE IMPLICATIONS?

Users can **buy Mobile Data with Kola** (already tested)

Telcos get a piece of the **\$1.2 Trillion** in Digital Ad Rev

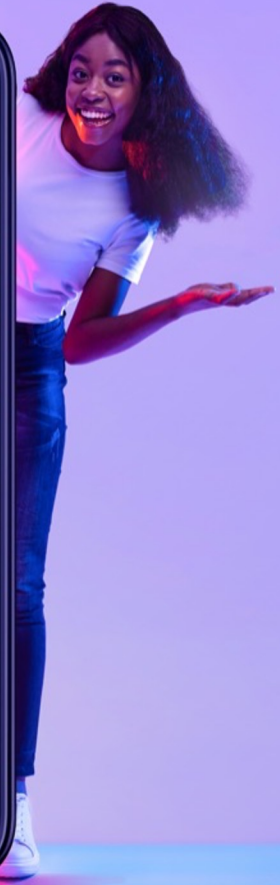


WHAT'S UP NEXT?



**Users can buy
Smartphones
with Kola**

More revenue
for OEMs in
Emerging
Markets



WHY HAS NO ONE DONE THIS YET?



Big Tech didn't *need* to do it

WHY HAS NO ONE DONE THIS YET?



Big Media didn't *care* enough to do it

WHY NOW?

Privacy

Young audiences want to be rewarded for their Engagement & Personal Data



WHY NOW?

Demographics

The future of humanity depends on the success of the Global South



A young woman with dark skin and her hair styled in thick, dark braids. She is wearing large, round, silver-rimmed sunglasses and large, silver hoop earrings. She is dressed in a dark-colored jacket with a white plaid pattern and a necklace with large, clear, faceted stones. She is sitting in the driver's seat of a car, with her hand near her face. The background is slightly blurred, showing the interior of the car and some outdoor elements.

IMAGINE

Every young
person in Africa
with a
smartphone

IMAGINE

Every young person in
the Middle East with a
smartphone



IMAGINE

**Every young person in
Southeast Asia with a
smartphone**



IMAGINE



Every young person in
Latin America with a
smartphone

SIGNIFICANCE

100s of Millions of
New Connected
Consumers



SIGNIFICANCE

The First Generation of Creatives
fairly compensated for creating
Global Culture



TURNING CULTURE INTO CURRENCY





TAKE BACK THE MEDIA

tbtm