



FAIR PLAY IN MUSIC

DISCOVER, DEVELOP, DISTRIBUTE, DISBURSE

A revolutionary way to empower musical talent and engage fans using the power of the Blockchain.

WHITEPAPER

July 2018 | Written By Tim Williams | Version: 2.0

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The background features a large, semi-transparent watermark of the 'OHMz' logo. The 'O' contains a stylized waveform, and the 'Mz' is in a bold, sans-serif font. The logo is centered horizontally and partially obscured by the main text.

EMPOWER THE TALENT - ENGAGE THE FANS

“OHMz is a global digital virtual currency concept to empower and engage the music ecosystem”

Paul Boross

INTRODUCTION

OHMZ will utilise the blockchain to empower artists and engage the audience to heighten the music experience for all.

Music has been an integral part of human culture for over 50,000 years and has a fundamental role in how people communicate, tell stories, define themselves, make friends and pass knowledge on to the next generation.

Music is a business but it is much more than that. For the many who make music and the billions that listen to it, it is a lifelong love affair as vital as the air we breathe and the food we eat.

As Plato put it "Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything" Einstein himself said "If I were not a physicist I would probably be a musician. I often think in music, I live my daydreams in music and I see my life in terms of music". But perhaps Confucius summed it up best when he said, "music produces a kind of pleasure that human nature cannot do without".

What else in the world has the power to hush a screaming baby and make an adult cry or summon up the blood of an army and melt the heart of a warrior or be the voice of a new generation and also the only pathway to the mind and memories of a dementia sufferer.

Over the last century, the demand for music has created a multi-billion-dollar global music industry, which covers the full ecosystem from music production through to music distribution. It is expected that the music industry revenue in the U.S. alone will total over 22.6 billion U.S. dollars in 2021.

In the last 30 years the music business has gone through it's greatest transformation ever, the digital revolution and the releasing of the rights genie from the bottle, leaving many artists, fans and businesses in it's wake. Never before has so much been available to so many and yet the music makers ability to be found and the music lovers to discover them has become ever more difficult, despite the paradoxical and sometimes misery making world of unparalleled choice and access we now live in. "Learning to choose is hard, learning to choose well is harder, and learning to choose well in a world of unlimited possibilities is harder still, perhaps too hard". (Barry Schwartz, The Paradox of Choice).

Access to the latest and most efficient technology continues to have an influence on the music industry. However, the deployment of some technologies has fractured the music ecosystem and much work is needed to reconnect the players and parts to ensure that the right balance of power exists between artists, fans and commercial enterprise.

Driving innovation is of paramount importance. Expanding ways of engaging with fans around the world is a priority. For music to thrive in a digital world, there must be a fair digital marketplace.

Resistance to music is futile but, in an ever-deepening ocean of choices, being able to find and connect the music makers and lovers is what will maximize it's potential.

INTRODUCING OHM²

OHM² is an engagement platform for both artists and fans. The artists can upload material and receive instant feedback from the fans they intended it for. Fans can link to the artists they identify with and wish to nurture. Fans can listen to the music, observe the artist and have a direct voice. Be it comments on the platform or a F2F snap chat style conversation, the platform is the epitome of balance. The fans are as important as the artists. The artists are as important as the fans. Music has the power to engender emotion and OHM² creates, provides and sustains the connection. OHM² = a modern and immersive music industry.

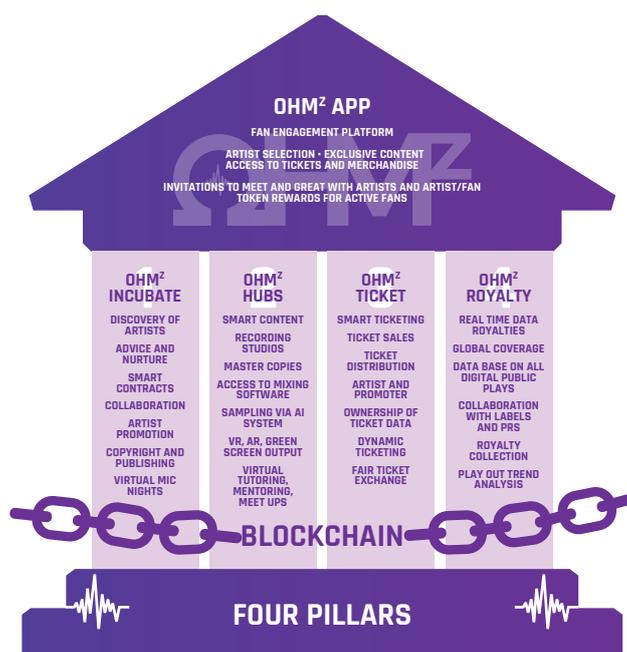
Utilising the secured immutability of the blockchain, artists can be identified and fans can maintain their unique identity. This allows them to converse with artists and use their OHM² tokens to purchase e.g. music, tickets and merchandise. The ability to cover the four main areas of a music artist's life from: discovery; development; distribution and disbursement e.g. development, production, ticketing, touring and royalties under one platform is a game-changer and OHM² is able to realise this opportunity through its team and technology.

The OHM² platform and OHM² token work in unison allowing fans to keep in contact with their preferred artists and make purchases whilst being rewarded for involvement on the platform through rewards in the form of OHM² tokens.

OHM² will bridge the gap between the artist and dedicated fan to create a fluid and transparent payment mechanism to compensate artists for their musical contribution and to reward the fan for their support.

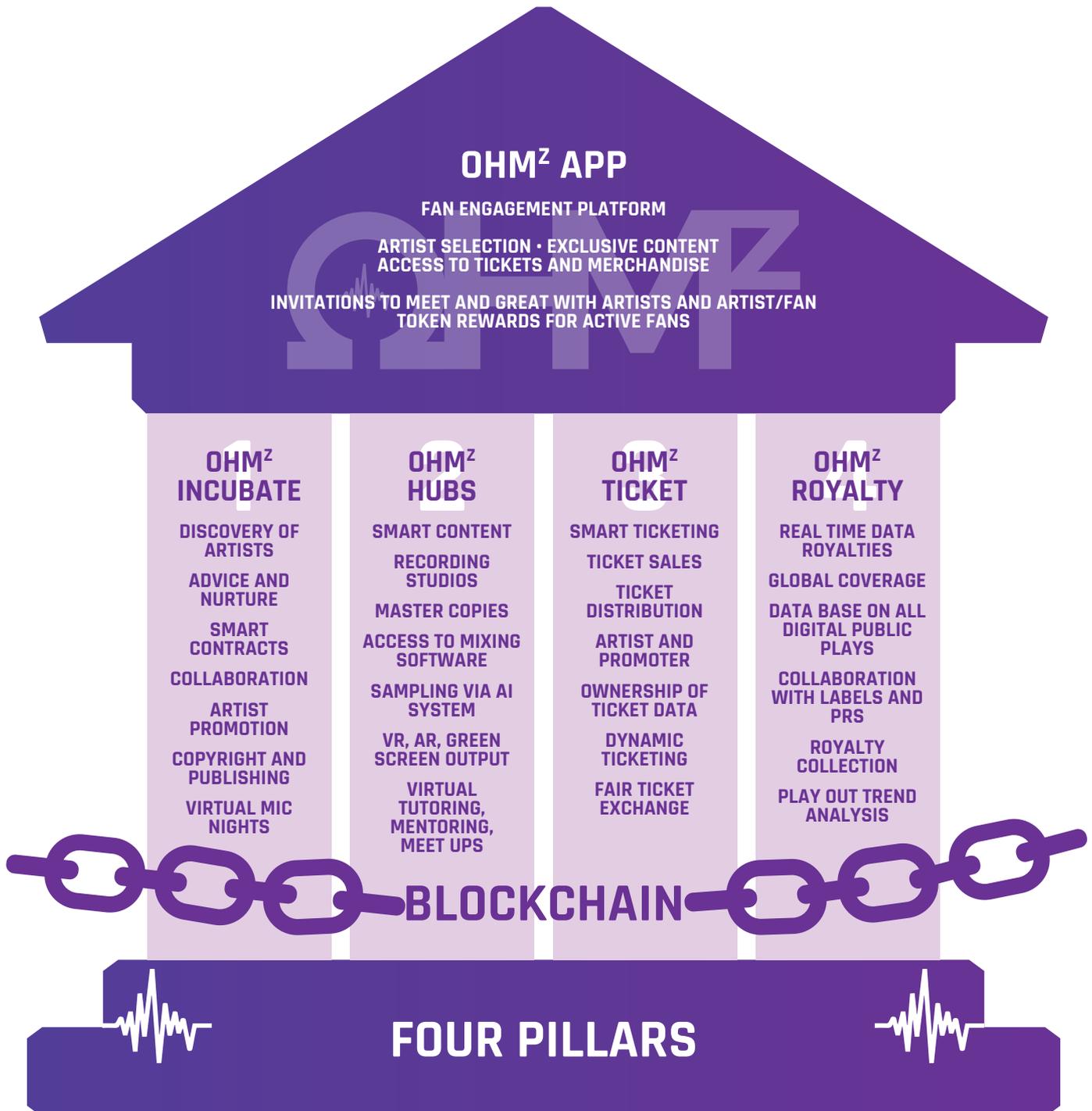
The OHM² token is the first of its kind and is designed to engage and reward music fans through the Super-fan element on the OHM² Platform. OHM² tokens can be purchased via a crypto-exchange, which in turn will be sent to the OHM² token Gateway via an Ethereum smart contract. The Gateway will then issue the tokens to the users OHM² wallet and can be spent in the network. Tokens can be "cashed in / exchanged" by following the same process in reverse.

Most importantly, the OHM² Platform will ensure that artists get paid immediately and directly for their music and products. The current model means that lead times for artists getting paid are unacceptably long, impossible to audit and in some cases deny the artist payment at all.



The platform is supported by four pillars, each of which standalone but together form a robust foundation. Two pillars focus on the creative side of the industry to ensure a constant flow of innovation. Two pillars use technology to solve problems that continue to affect the music industry. An OHM² token is the key to unlocking the Super-Fan Platform. The foundation to the Platform is four supporting and inter-operable pillars. In perfect symmetry each creative pillar stands with its technology counterpart.

The pillars exist to generate: content; product; experience and revenue. The Pillars support, enhance and grow the super-fan Platform.



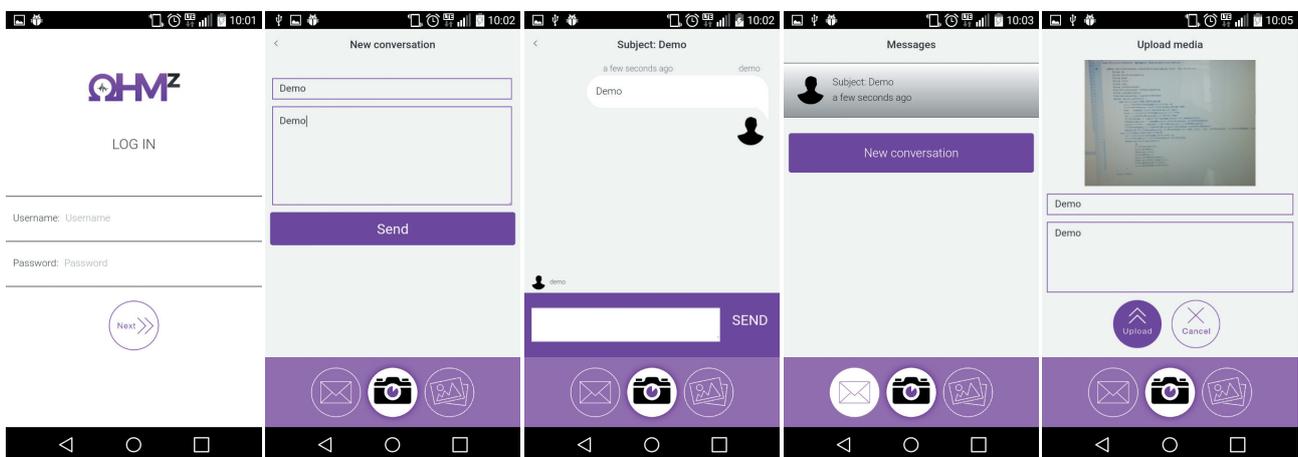
OHM² INCUBATE - CREATING TALENT

The first pillar is OHM² A&R (artist and repertoire). Here we scout out and develop new talent and on-board existing talent and archives to accelerate their presence. We have designed an app that allows users to upload content to the platform where it will be viewed for token holders to influence the OHM² artists. Artists can move from discovery to full album release and touring. The OHM² App will enable emerging artists to upload: tracks; mixes; images; lyrics; compositions; photography; mixed art and fashion ideas. The OHM² music team can access this talent 24/7 and enable token holders to rate and rank the work. OHM² will operate a talent school enabling potential artists to be booked, coached and chaperoned. Talent nights will be hosted virtually enabling artists to experience performing in a safe, collaborative and progressive environment.

Artists find themselves. They are acutely aware of their own worth, standing and value. They create, they publicise, they promote. OHM² is an engagement platform and as such, it promotes artistry. OHM² enables artists and fans to engage in a fair, creative and productive way. Creativity is front and centre, OHM² is a means to surface and share it.

Artists will be engaged via the OHM² smart contract onto the blockchain system creating self-executing media rights. The blockchain ensures transparency, fairness and provides a history of artist engagement.

The OHM² App will enable musicians to upload tracks for free on the OHM² audience and engagement platform. Selected artists will be nurtured through leading edge production facilities under the tutelage of renowned artist-producers. The award-winning OHM² business team, artists, writers and producers have the experience to support upcoming talent.



The OHM² app will receive artist-generated content. Users can take part in two-way messaging, receive project briefs, tips and feedback. Music mentors can review, edit, Meta tag and clean up the content. Pre and post rolls, logos and filters can be added for fun or as part of brand campaigns to monetize content. Artistry can be showcased and shared on web-sites, private networks, broadcast and social channels. The Power is in the hands of both the talent and the fans. OHM² incubate will generate content, artist fan interaction and revenue for the OHM² super-fan platform. The OHM² team are expert at designing content moderation on a mass scale and have the expertise to keep the content creative and appropriate.

Material from the OHM² app will then feed into the Mashtraxx Ltd MXX platform for a range of real world multi-media opportunities. MXX offers dynamic editing and tracking of artist's tracks, monitoring their use client side and reporting on how they are searched, imported, edited, and with whom they are shared. The patented MXX core capability platform offers artists and their fans the ability to adapt tracks in real time for Social Media UGC as well as for the professional film, TV and advertising industries through a plethora of B-2-B and B-2-C applications. This offers artists a level of tracking and clarity on the usage of their material

that has never been technically feasible before now – allowing people to have their work discovered, tracked, personalised, and paid for – all tied to a smart contract through which brands, advertisers and film-makers can access a catalogue of OHM² showcased artists.

OHM² HUBZ - SMART CONTENT

The second pillar is the OHM² Hubz. This will enable the creation of new content for the engagement platform and also provide the ability for fans to meet artists by invitation. Smart content will be created as a permanent record of tracks, music, lyrics and artwork. These will be transferred into smart contracts on OHM² Incubate for commercial production and collaborations. Content will be created in other formats to ensure playability across all media.

OHM² Hubz is the meeting place for artists and fans. From online meet-ups to parties, OHM² Hubz elevates the fan. Green screens, VR and AR lets the fans interact with their favourite artists. The blockchain ensures that creative work is tied to the originator be it artist or fan. OHM² has access to a vast network of studios internationally. **Create and commune is the OHM² vision.**

Hubz is designed as a place where artists can create and fans can experience. Green screens and green rooms will enable selected fans to interact with each other and to create Omni- channel content as well as providing fast production facilities for multiple artists. Limited edition vinyl's and merchandise will be created in the Hubz and distributed in the super-fan platform.

The Hubz will be designed to produce content and interactions. This content will feed in to the super fan engagement platform. The blockchain will be used to store this as smart content allowing it to identify the origination of the artist and keep a repository of material so that it can be: published and licensed.

OHM² TICKET - SHOWCASING TALENT

“There is a huge worldwide problem for bands and fans with ticket touting. OHM² offer the first genuine and secure solution.” -Rusty Egan, Legendary Music Entrepreneur.

The third pillar is the OHM² ticketing service that uses the blockchain to issue and track all tickets, ensuring that there is fair distribution at a fair price. Tickets are available to purchase and offered as rewards to token holders. OHM² ticketing will ensure that fans can access the tickets they want. Use of the blockchain system will limit the touts and enable a thriving fair and affordable ticket purchase and exchange programme.

OHM² ticketing and touring takes the uncertainty and the cost out of the music industry. OHM² operates a Fair marketplace. Blockchain ensures that tickets are sacrosanct. The buyer is identified allowing 24/7 transactions without the promoter having the cost and fret of reselling. OHM² fans can buy and sell with a moderate fee levied. The OHM² team is expert at understanding ticketing challenges. OHM² offers redundancy via: binary access; device ID; proximity; location-based data; face recognition and biometrics. OHM² also has an R&D team to ensure a roadmap for future technologies and consumer behavior.

Tim Burgess (The Charlatans) says, “The touts that are the issue these days don't even leave the house - they have sophisticated software that means they scoop up countless tickets as they are 10 steps ahead of genuine fans in terms of technology. Secondary-ticketing sites seem to have legitimised this.”

Michael Spearman, (Everything Everything), shares Burgess' annoyance: “Big websites making lots of money from other people doing work and doing no work themselves is pretty disgusting. Genuine fans are getting priced out, we feel ripped off and those sites are the only winners.”

Ed Sheeran recently cracked down on over 10,000 tickets for his gigs sold by suspected touts making multiple purchases for profit. Sheeran's camp cancelled these tickets and resold them at face value. The artists are keen to give the fans a fair deal and OHM² is poised to help realize this dream at scale.

One of the major barriers to ticketing is the ability for ticket touts/large ticketing organisations to buy a bulk of tickets and charge a large premium price to fans. The OHM² strategy is to use a unique ticketing system by allowing tickets to be purchased directly via an app and accompanying website. Tickets would be uniquely distributed to each purchaser with a transaction id written into the blockchain. This can later be used for verification when entering a ticketed event and also for marketing analysis. The OHM² system enables fans to buy and exchange tickets for events with tokens at a fair face value rate. Blockchain technology ensures that data is captured and stored effectively and that all purchases are tracked. Music tracks will be streamed and downloaded on the same basis.

OHM² ticketing will be used for OHM² talent and made available to third parties for a fee, which will financially benefit the super-fan portal along with unique access to OHM² managed tickets. The OHM² ticketing exchange will offer super-fan users of the portal the opportunity to buy and sell tickets safely and at a moderate profit.

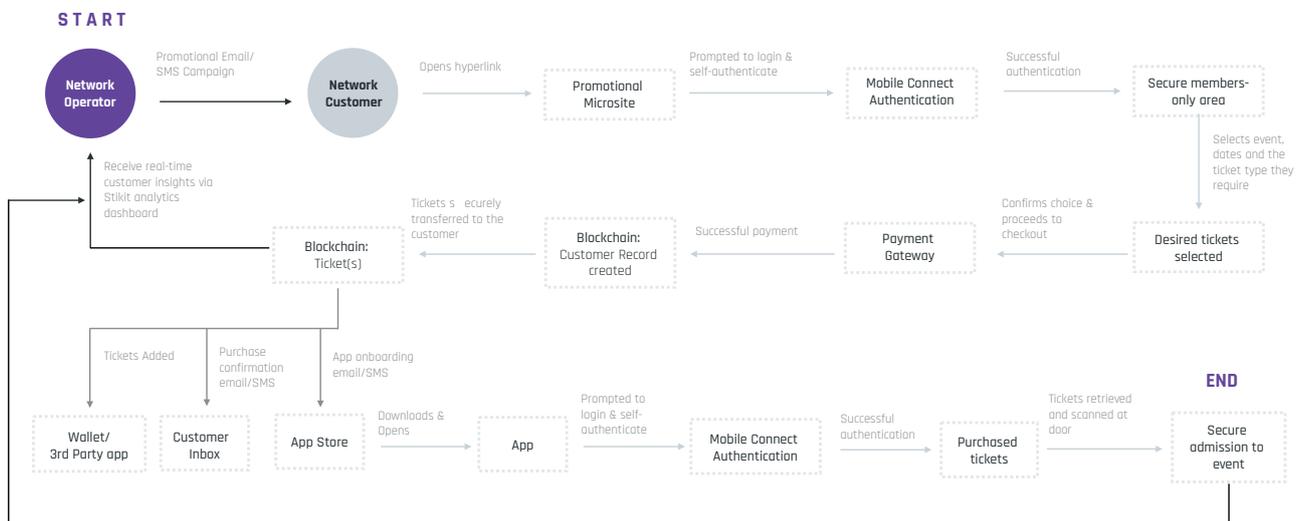
OHM² Ticketing app enables clients to collect and own real-time customer data and thereby develop smarter marketing initiatives and campaigns. This opens the door to new revenue streams by providing app-integrated retail solutions to boost purchases pre, mid and post-event as well as mechanisms for retargeting customers with information about future events, based on their preferences. OHM² leverages detailed customer insights and mobile-ticket tethering to provide secure control. The suite additionally enables clients to take command of secondary markets and establish a tout-free marketplace with fair pricing. OHM² uniquely identifies every ticket holder and optimises identity-based security protocols. Our suite additionally tracks the engagement

of each customer and gives clients the insights necessary for maximising the event experience. This is a powerful tool for prolonging the life of an event and maximizing customer engagement. By leveraging in-app social media feeds, multimedia and gamification, our clients can sustain the event experience well beyond when customers leave a venue. Integrating seamlessly with multi-vendor systems and services, access control systems, CRM, marketing tools, accounting packages and retail platforms.

The ticketing market is not only being driven by the adoption of mobile payments, identity management and access to live customer data but through stakeholders consisting of artists/record companies demanding a better experience and clearer ownership of data and revenue

Recent entertainment events have been affected by security concerns, and ticketing via the blockchain will enable music promoters to hold a secure database of purchasers and attendees.

OHM² ticketing solution has been designed with fan and venue safety at its heart by a team of experts who work tirelessly with technology, media partners and the police and security services to ensure a safe as well as a fair solution.



OHM² ROYALTY - REWARDING TALENT

When it comes to compensating music publishers and songwriters, online services big and small routinely underpay royalties. Some music-publishing executives estimate that services such as Spotify, YouTube and Google All Access collectively owe \$50 million to \$75 million in royalties to songwriters and the music publishers who represent them. All agree that the current systems don't adequately keep track of whom to pay and how much they are owed.

The Wall Street Journal

The fourth pillar is the OHM² Royalty Tracker that uses state of the art software to scan and scrape information globally from all locations that play music in a public digital format. This goes directly into the blockchain as meta-data creating an immutable used to collect royalties that are due. The system will log data on all music output which can be made available to non OHM² artists for a fee which as an income stream to benefit the super-fan portal. The meta-data can be used for business intelligence such as: music trends; geographical preferences; demographic information. This knowledge will enable the OHM² team to customize the super-fan experience. OHM² scan technology will track music play-outs across digital systems on a global basis and analyse the data on a per second basis. This will enable accurate royalties to be collected and then with the integration of OHM² transactional technology, artists can be paid in a matter of days.

OHM² has utilised the blockchain to accurately map the rights of the artists. From first outing to repeat play, OHM² carries an immutable record of every piece of music. The OHM² copyright and publishing team overlays all contributors onto the blockchain. OHM² technology tracks every public play of any track in any country at any time. AI and RPA technology enables OHM² to act as a notary. Every second of every payout is tracked, clipped, validated and evidenced.

Each of these pillars generate content, product and revenue that is fed back into the OHM² engagement portal for the benefit of the fans that hold OHM² tokens.

OHM² SUPER-FAN PORTAL

Audience engagement and the loyalty and rewards programme. The portal will offer the following features:

Content from potential new artists. This content will be democratically viewed and used by: producers; venues; media and fan members. The fans can rate and rank artists and performances and use crowd source technology to 'create a gig' and associated playlists. Prior to commercial recording and appearance contracts, artists and fans will retain the content rights i.e. we will not follow current social media frameworks whereby third -party engagement platform and publishers have material rights. The site will be free to join and will only require user profiles to enable engagement features and ensure royalties and rewards are fairly distributed.

Once the profile is created the user can deposit OHM² tokens to their profile wallet. Member benefits increase depending on the number of tokens registered to the profile. Whilst tokens are in the profile wallet and available for rewards they cannot be transferred or sold. As the benefits and rewards of the super-fan system grow it is anticipated that only a small percentage of tokens will be in circulation outside of the portal thereby creating a rarity value.

A user can activate a 'view only' feature for any period when they have no tokens. The 'view only' state will not negate the artist alert feature so that all fans can be alerted to artist releases and news.

TOKEN BENEFITS AND REWARDS WILL INCLUDE BUT NOT BE LIMITED TO:

- Unique content
- Studio access
- Meet & greet
- Limited edition vinyl
- Tickets to concerts/gigs/festivals/events
- Music downloads
- Exchange collectibles; tickets; band equipment; performance costumes
- Artist fan interaction
- Intimate gigs
- Private parties with artists
- Limited edition merchandise
- Ability to influence artists selected for OHM² incubate
- Exhibitions and experiences

Some benefits and rewards will be offered on an invitation basis (with first right of refusal) to the largest token holders but to balance this, at least 50% of the benefits will be made available to all levels of token holders via a prize draw system. The prize zone will enable fans to answer a question about their favourite artist to go into the prize draw for benefits and rewards. The more tokens a fan owns, the more chances they have to win. Every registered token could be a winning token which gives all token holders a chance to win.

HISTORY OF OHM² GROUP AND ADVISORS

CORPORATE STRUCTURE

OHM² has its registered office in Estonia. It was chosen for its advanced understanding of blockchain technologies and incentive to aid distributed ledger technology companies such as OHM² to grow unhindered. Estonia is one of the first jurisdictions to formally recognise the use of crypto currency and blockchain, paving the way for the broader adoption of the technology. As other countries advance legislation to be able to support companies involved in crypto currency and blockchain, OHM² will keep an open mind about relocation and changing structures via subsidiary or holding companies.

The OHM² project brings together experienced, successful business leaders that have the combined skills and resources to design, create, market and launch OHM² into the music industry. This combination of talent will provide the initiative with the significant scale and vision needed.

Transactions and tracking is key to the music industry from gig tickets to music royalties. The OHM² team is expert in this space and combines cutting edge tracking technology with global reach.

OHM² Founders

Tim Williams, CEO

Claire McLaughlin, COO

Eric Pomeroy

Nigel Downton

Jason McKesson

OHM² team

Paul Boross, Communication Director

Rob Salter, Chief Strategy Officer

Rodney KK, Head of Music Legal

Steve Bardoullie, Chief Technical Officer

Ross Canavan, Chief Marketing Officer

Anita Zdarzil, Director of Operations

Yomi Dada, Community Director

Helen Davies, Launch Campaign Director

Neville-CBarker, Head of Mentoring

William Young, Head of Loyalty

Luke Smith, Senior Music Consultant

David Rose, Artistic Director

Mark Bedford, Head of Fan Engagement

Felix Williams, Web Designer

Kathy Rose, Performance Manager

Victoria Wren, Lead Designer

OHM² Advisers

Rusty Egan, Music Industry Advisor

Lee Booth, Ticketing Advisor

Tayo Dada, Technical Advisor

Hugh Chambers, Industry and Investor Advisor

Karl Nielson, A&R Royalties Advisor

Tony Pearce, ICO Advisor

Mick Perrin, Ticketing & Touring Director

Chris Kacher, Crypto Currency Advisor

Andy McNab, Head of Brands

Howard Gilroy-Simpson, Artistic Advisor

OHM² ECOSYSTEM AND USE OF THE BLOCKCHAIN

OHM²'s blockchain based ecosystem is fundamental to the success of the business which ensures that each pillar namely 1. OHM² Incubate 2. OHM² Hubz 3. OHM² Royalties 4. OHM² Ticketing work together in tandem with client information to be managed seamlessly across the pillars for the benefit of the OHM² super-fan platform.

Fundamentally, a blockchain system allows OHM² to manage the business relationships we have with users to help grow the business securely without tampering from 3rd parties.

Blockchain is an excellent instrument to store digital contracts that are transparent, it is also ideal for self-executable transactions. Blockchain can be used to enforce the contractual obligations of all parties, without the added expense of a middleman. In the case of OHM², this means that members can join the platform, pitch tracks without copyright issues, and sign up to sell concert tickets online without ticket touts.

The blockchain can also be used by OHM² artists, record labels and media outlets e.g. a focus on recording transactions for artists.

How does it do this? At the most basic level, our blockchain system provides a central place where we can store information and use it to enhance the OHM² pillars.

With a blockchain system in place, every question, every service request, every preference and every past contact detail about every customer is recorded and securely stored.

By understanding our customers, cross-selling and up-selling is possible and can be used to guide the development of the super-fan platform.

The blockchain is a fast, fee-free and infinitely scalable backbone for interoperability between all parts of the OHM² eco-system. The OHM² team envisions an open market for tradable OHM² tokens, whilst maintaining identity management to facilitate storage of verified member records by using the blockchain ledger.

OHMZ² SUPER FAN PLATFORM - APP SYSTEM ARCHITECTURE AND OPERATIONS

The OHMZ² application consists of 4 main components:

- 📱 mobile application
- 📱 Content Management System
- 📱 media storage (AWS S3)
- 📱 social media connections (Facebook, Twitter, YouTube)

MOBILE APPLICATION

The mobile application is a hybrid (JavaScript) mobile application. That is a JavaScript web application bundled in native Web View wrappers. Hybrid applications allow writing a single codebase built for multiple platforms.

Supported platforms:

- 📱 Android
- 📱 iOS

The mobile application is written with the Ionic framework (v1) <https://ionicframework.com>. Under the hood Ionic is using AngularJS (v1) <https://angular.io>.

MEDIA STORAGE

The media files uploaded to the CMS from the mobile application are stored in AWS S3. The administrators can review the uploaded files and share it to multiple social media accounts from the CMS website.

CONTENT MANAGEMENT SYSTEM

The Content Management System (CMS) is written with PHP, using Yii2 framework <http://www.yiiframework.com>. Main components of the CMS system:

- 📱 API consumed by the mobile application
- 📱 media content storage (AWS S3)
- 📱 content and user administration website
- 📱 MySQL database
- 📱 integration with social media

The API and the CMS website are written with an MVC approach. The API endpoints generate JSON responses that are processed by the mobile application.

SOCIAL MEDIA INTEGRATIONS

Integrations are built using the public social media APIs. The list of currently supported social media:

- 📘 <https://developers.facebook.com/docs/graph-api/>
- 🐦 <https://developer.twitter.com/en/docs>
- 📺 <https://developers.google.com/youtube/v3/getting-started>

SYSTEM REQUIREMENTS

MOBILE APPLICATION

- Android 4.4+
- iOS9+

CMS

- Ubuntu (linux) server
- PHP 5.6+
- MySQL 5.5+
- Alternatively; MariaDB (<https://mariadb.org/>)

MEDIA CONTENT STORAGE

- AWS account (<https://aws.amazon.com/>)
- S3 bucket
- ideally the CMS is hosted on an AWS EC2 instance

MESSAGING

- One Signal account (<https://onesignal.com>)
- Mail gun account (<https://www.mailgun.com/>)
- Firebase project (<https://firebase.google.com/>) - for push notifications
- Pusher account (<https://pusher.com/>) - for CMS notifications

SOCIAL MEDIA INTEGRATIONS

- One All account (<https://www.oneall.com/>)
- Facebook app
- Google project (<https://console.developers.google.com>)
- YouTube API
- Twitter app

DEVELOPER COMMUNITY

A Restful API compliant environment will be used to drive developers to integrate with our application with a fully published suite of software tools available via the github software repository.

OHM² - reward Token

OHM² loyalty program exists to engage an audience and incentivise loyal members following music artists on our platform through the effective use of the blockchain.

Traditional loyalty programs can be replaced by a crypto currency decentralised application (dapp) to increase consumer engagement, reduce costs, enhance security, and provide an overall better customer experience with no monthly fees.

OHM² is a Super Fan ecosystem, music royalty collection system and ticketing platform which maximises customer engagement through the use of a universal utility token called "OHM²" for members to earn points and use worldwide on merchandise with members only privileges.

OHM² will transform the member from fan to Superfan with real engagement to the artists on our platform giving a unique experience to which there is no comparison on any social media platform.

Any OHM² member can transact with other members either online or through an open exchange to receive discount on concert tickets, access to their selected token membership areas or exclusive music releases.

The level of artists working with the OHM² brand range from upcoming artists to established artists who wish to ensure that their performances are remunerated instantly by virtue of a secure wallet for payments.

An optimal requirement for any business is the ability to retain clients. The cost of maintaining a customer is lower than the cost of acquiring a new customer.

Solution to ensure value in token

Blockchain technologies, when implemented correctly, can provide a compelling solution to problems inherent in the music industry. Firstly, transforming age old loyalty point systems into a utility token not only makes it tradeable, but allows it to be highly liquid and can be traded for other crypto currencies, and, ultimately, traditional currencies.

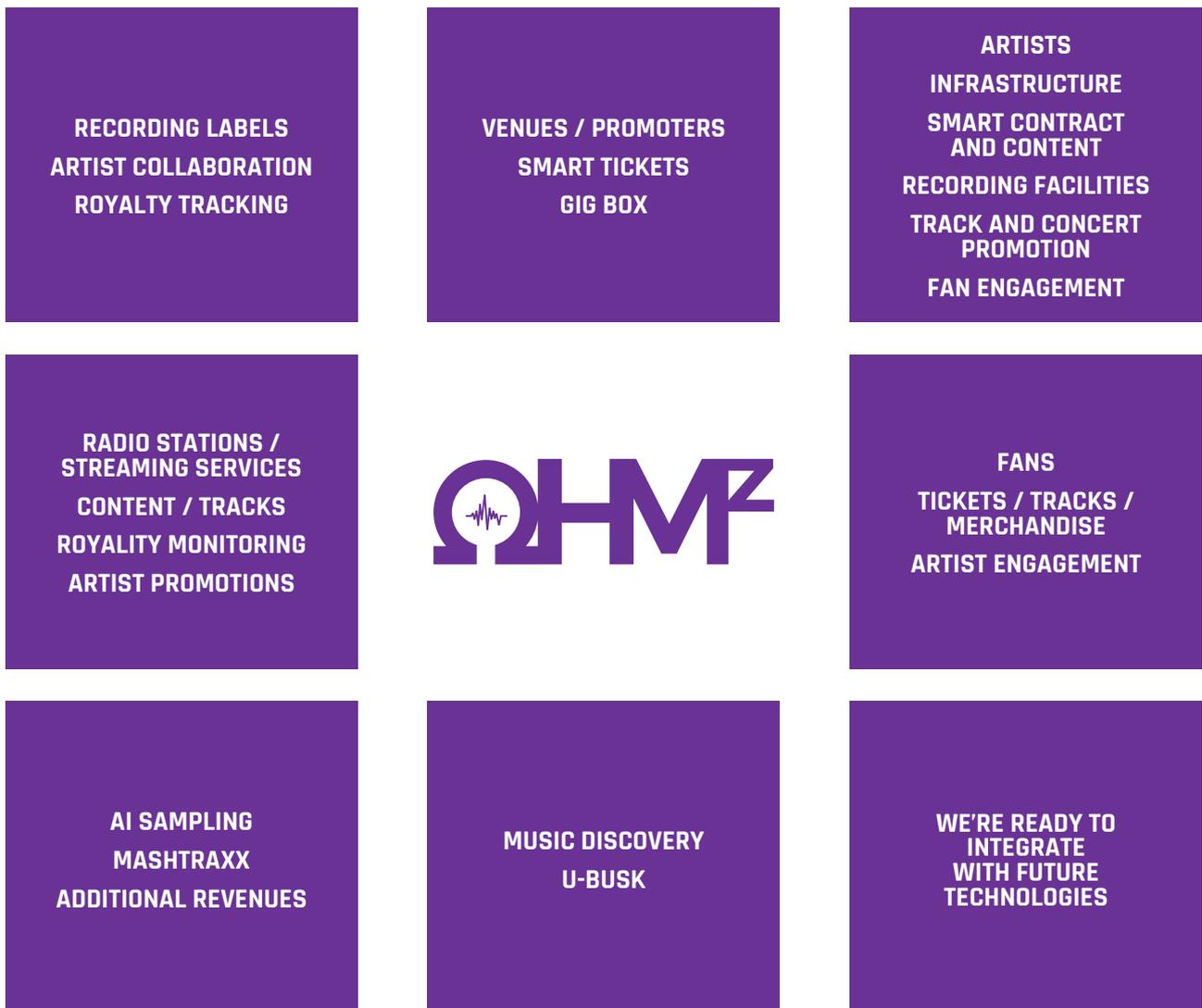
The gains in being able to trade with other Ethereum based tokens provides an extremely flexible and innovative competitive edge to the use of the tokens.

Through decentralised technologies, OHM² can democratise the music marketplace through voting and community participation. With smart contracts deployed on a blockchain network, OHM² can delegate certain aspects of decision making pertaining to the Super fan programme to the community.

The OHM² developer community

The first release of OHM² is planned for Q4 2018 and we have already started building our developer community consisting of the software developers that all contribute to OHM². Servicing software developers has less friction as they can be engaged online via github/slack channels, and are passionate about technologies that help them make better products quickly and easily. Early on, we will get feedback on the product and build the ecosystem enabling both the producers and consumers of OHM².

We will have an online community site, go to hackathons, host meetup events, and much more. As a tech company, OHM²'s employees have an organic network of peers, friends and acquaintances who are part of the the target market. As mentioned in the prior section, OHM² will be doing various developer reach outs to many of the largest communities in UK, Europe, Asia and US/Canada/South America.



ARCHITECTURE

When dealing with a fully functional ecosystem such as that of OHM² its extremely important that the integration of the different technologies work seamlessly together and this why EOS has been chosen as the blockchain architecture due to its ground breaking blockchain technology, tight ecosystem and amazing community support.

What is EOS?

OHM²'s technology utilises an EOS proof of stake blockchain for transactions covering the OHM token in order to ensure low latency on transactions, reduced energy use and multiple threading capability.

Here is an overview of the EOS.IO technology.

EOS.IO software utilises the only decentralised consensus algorithm capable of meeting the performance requirements of applications on the blockchain, Delegated Proof of Stake (DPOS). Under this algorithm, those who hold tokens on a blockchain adopting the EOS.IO software may select block producers through a continuous approval voting system. Anyone may choose to participate in block production and will be given an opportunity to produce blocks proportional to the total votes they have received relative to all other producers. For private blockchains the management could use the tokens to add and remove IT staff.

The EOS.IO software enables blocks to be produced exactly every 3 seconds and exactly one producer is authorised to produce a block at any given point in time. If the block is not produced at the scheduled time then the block for that time slot is skipped. When one or more blocks are skipped, there is a 6 or more second gap in the blockchain.

Using the EOS.IO software blocks are produced in rounds of 21. At the start of each round 21 unique block producers are chosen. The top 20 by total approval are automatically chosen every round and the last producer is chosen proportional to their number of votes relative to other producers. The selected producers are shuffled using a pseudorandom number derived from the block time. This shuffling is done to ensure that all producers maintain balanced connectivity to all other producers. If a producer misses a block, and has not produced any block within the last 24 hours; they are removed from consideration until they notify the blockchain of their intention to start producing blocks again. This ensures the network operates smoothly by minimising the number of blocks missed by not scheduling those who are proven to be unreliable.

Under normal conditions a DPOS blockchain does not experience any forks because the block producers cooperate to produce blocks rather than compete. In the event there is a fork, consensus will automatically switch to the longest chain. This metric works because the rate at which blocks are added to a blockchain chain fork is directly correlated to the percentage of block producers that share the same consensus. In other words, a blockchain fork with more producers on it will grow in length faster than one with fewer producers. Furthermore, no block producer should be producing blocks on two forks at the same time.

SMART CONTRACTS

Multiple smart contracts will exist in order to facilitate the different functions of the OHM² in an industry standard ERC20 format.

Balances for user accounts whether artist or member related will be kept in two locations namely on the Ethereum blockchain and also within an offline clustered database environment for auditing purposes.

OHM² transact application will manage the internal transactions of purchase of tokens, swap of tokens and user activities when merchandise is bought or rewarded on the platform. Using common puts and call methods to the Ethereum blockchain it will be possible to keep an incorruptible record of transaction and history for every member of the OHM² on the blockchain.

OHMz transact offers the following functionalities for its members:

- ④ Majority voting on artist concert booking,
- ④ Payment to artists on immediate completion of concert.
- ④ Deposit their OHM² tokens from their personal wallets into the system,
- ④ Withdraw their OHM² tokens from the platform into their personal token wallet,
- ④ Redeem their OHM² tokens for concert tickets

Earn OHM² tokens when purchasing multiple items using fiat currency (GBP/EURO/USD etc.)

Artist transact is a revolutionary and ground-breaking music repository application that collects audio snippets via DAB/FM radio. The audio will be analysed with an audio track recognition API to identify the track played and conversely create a database of artist credits due for each track. A royalty report would be produced and subsequently sold to record companies wishing to determine the time and date in which their track was played on commercial radio, TV etc. Metadata for the track would be kept on the blockchain covering the time a track was played and who featured on the track. Snippets of the track would be kept in Hadoop database in the event that a record company/commercial radio station wanted to validate if the record had actually been played.

Artist transact offers the following functionalities:

- ④ multiple track validation system to ensure that track was actually played to remove the possibility of false positives.
- ④ Encrypted artist credit details held on public blockchain,
- ④ Statistical data to show heat maps on where a track was played.

OHMz Distribution Contract The tokens to be distributed through a token distribution event as part of the launch of the OHM² program for each registered country until three billion tokens are distributed and consumed.

Client Integration

Users will interact with their OHM² wallet through an online portal and mobile wallet erc20 compliant wallet application. Both interfaces will allow the user to spend and control their OHM² tokens and be eligible for benefits and rewards.

CONSENSUS ALGORITHM (DPOS)

Typical DPOS blockchains have 100% block producer participation. A transaction can be considered confirmed with 99.9% certainty after an average of 1.5 seconds from time of broadcast. There are some extraordinary cases where a software bug, Internet congestion, or a malicious block producer will create two or more forks. For absolute certainty that a transaction is irreversible, a node may choose to wait for confirmation by 15 out of the 21 block producers. Based on a typical configuration of the EOS.IO software, this will take an average of 45 seconds under normal circumstances. By default, all nodes will consider a block confirmed by 15 of 21 producers irreversible and will not switch to a fork that excludes such a block regardless of length.

It is possible for a node to warn users that there is a high probability that they are on a minority fork within 9 seconds of the start of a fork. After 2 consecutive missed blocks there is a 95% probability a node is on a minority fork. With 3 consecutive missed blocks there is a 99% certainty of being on a minority fork. It is possible to generate a robust predictive model that will utilize information about which nodes missed, recent participation rates, and other factors to quickly warn operators that something is wrong.

The response to such a warning depends entirely upon the nature of the business transactions, but the simplest response is to wait for 15/21 confirmations until the warning stops.

TRANSACTION CONFIRMATION

The EOS.IO software requires every transaction to include the hash of a recent block header. This hash serves two purposes: it prevents a replay of a transaction on forks that do not include the referenced block; and signals the network that a particular user and their stake are on a specific fork.

Over time all users end up directly confirming the blockchain which makes it difficult to forge counterfeit chains as the counterfeit would not be able to migrate transactions from the legitimate chain.

TRANSACTION AS PROOF OF STAKE (TAPOS)

If a block producer is caught doing this then such block producer will likely be voted out. Cryptographic evidence of such double-production may also be used to automatically remove abusers. EOS.IO software allows accounts to define what combination of keys and/or accounts can send a particular message type to another account. For example, it is possible to have one key for a user's social media account and another for access to the exchange. It is even possible to give other accounts permission to act on behalf of a user's account without assigning them keys.

ACCOUNTS

Using the EOS.IO software, accounts can define named permission levels each of which can be derived from higher level named permissions. Each named permission level defines an authority; an authority is a threshold multi-signature check consisting of keys and/or named permission levels of other accounts. For example, an account's "Friend" permission level can be set for the account to be controlled equally by any of the account's friends.

Another example is the Steem blockchain which has three hard-coded named permission levels: owner, active, and posting. The posting permission can only perform social actions such as voting and posting, while the active permission can do everything except change the owner. The owner permission is meant for cold storage and is able to do everything. The EOS.IO software generalises this concept by allowing each account holder to define their own hierarchy as well as the grouping of actions.

NAMED PERMISSION LEVELS

The EOS.IO software allows each account to organise its own message handlers into named and nested groups. These named message handler groups can be referenced by other accounts when they configure their permission levels.

The highest level message handler group is the account name and the lowest level is the individual message type being received by the account.

These groups can be referenced like so: @accountname.groupa.subgroupb.MessageType.

Under this model it is possible for an exchange contract to group order creation and cancelling separately from deposit and withdraw. This grouping by the exchange contract is a convenience for users of the exchange.

PERMISSION MAPPING

EOS.IO software allows each account to define a mapping between a Named Message Handler Group of any account and their own Named Permission Level. For example, an account holder could map the account holder's social media application to the account holder's "Friend" permission group. With this mapping, any friend could post as the account holder on the account holder's social media. Even though they would post as the account holder, they would still use their own keys to sign the message. This means it is always possible to identify which friends used the account and in what way.

All EOS.IO information has been kindly provided by <https://github.com/EOSIO/Documentation/blob/master/TechnicalWhitePaper.md>

OHM² NETWORK TOKEN: OHM²

An internal token to OHM² alone that enables the OHM² crypto-economy, where consumers pay and producers earn. The need for an internal token is because ERC-20 tokens are too slow and expensive for Realtime database accounting. The ERC-20 external token exists to represent on exchanges for customers to easily obtain to use the OHM² service. The OHM² internal native token in EOS formats exists to enable high-speed, low-cost, and Realtime database accounting. The OHM² tokens can be interchanged via the OHM² token gateway. For the public sale, people will be purchasing OHM² ERC20 tokens.

When a new participant to the network wishes to use its services as a consumer, they will need to acquire OHMZ tokens. The standard method of doing so is as follows:

1. Buy OHMZ tokens on a crypto-exchange using ETH, BTC or other forms the exchange allows.
2. Send OHMZ tokens to the OHMZ Token Gateway's smart contract via Ethereum. The gateway will issue new tokens to the user's EOS OHMZ network wallet.
3. The user now has XXX tokens and is free to participate in the network as a consumer.

When a producer wishes to "withdraw" their XXX tokens, they use the following steps:

1. Send the XXX tokens to the special OHMZ gateway.
2. The gateway converts the XXX tokens at a 1:1 ratio to OHMZ tokens and sends these OHMZ tokens to the producer's registered Ethereum wallet.
3. The producer now has the OHMZ tokens and is free to transact with them on the Ethereum network.

REVENUE MODEL

The OHM² fan reward programme will be funded by commercial trading aspects of the four pillars and distributed via a proportion relating to the number of tokens held. The more tokens held the higher the rewards benefits package.

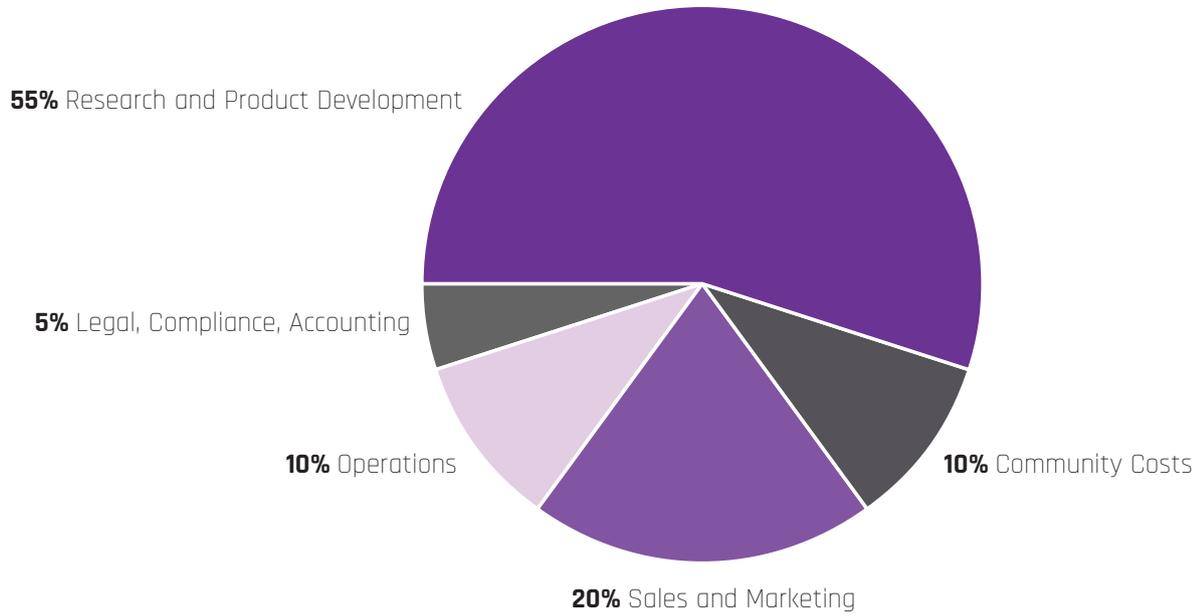
OHM² will focus on the fan network and reinvest in both the network and the artists.

By focusing on the effective promotion of OHM² artists, OHM² creates a virtuous circle that ensures greater benefit for the fan but also for acceleration of the artists into the market.

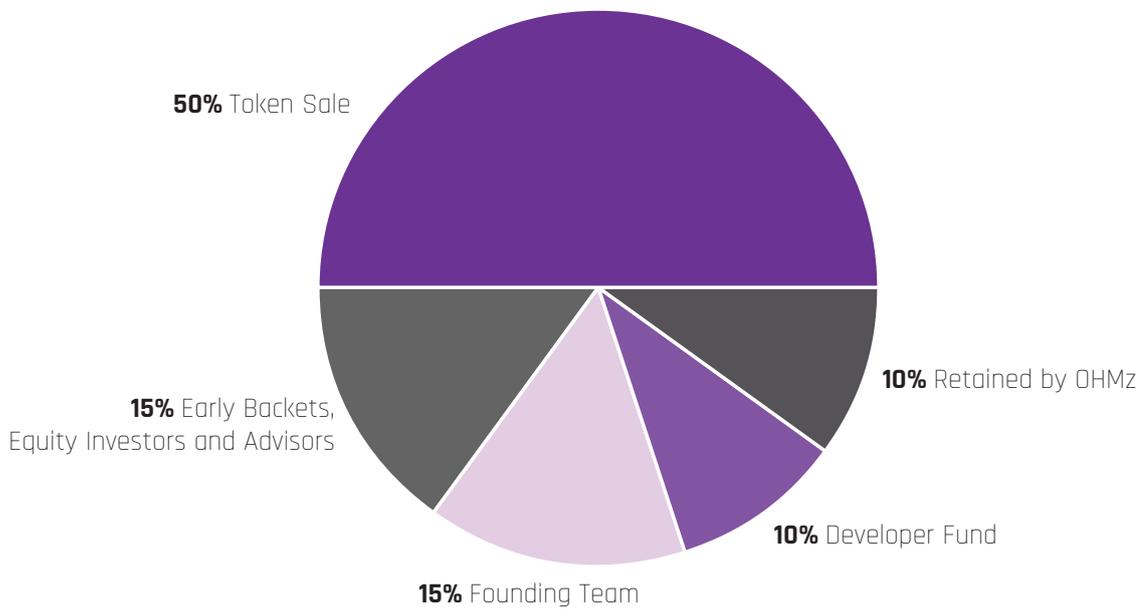
TOKEN ALLOCATION

- OHM² will have a total of 676 million Tokens with a value of US\$0.10 translated into an Ethereum price at the time of sale.
- 50 Million tokens will be issued to early investors.
- 100 Million tokens will be available at the pre-sale with a 20% discount for those invited that commit to a purchase of a minimum of 10 Ethereum.
- 200 Million will be available at the Initial Coin Offering with a 10% discount for those that commit to a minimum of 10 Ethereum.
- if pre-sale is oversubscribed then the management may move some of the tokens on offer from the ICO into the pre-sale.
- 15% or 101.4 Million will be allocated to the management team. These will be released on a drip feed system so that 20% is released each quarter with the first release date to coincide with the listing of OHM² on its first exchange and the final 20% a year after the listing.
- 15% or 101.4 Million will be allocated to advisers and key influencers. These will be released on a drip feed system so that 20% is released each quarter with the first release date to coincide with the listing of OHM² on its first exchange and the final 20% a year after the listing.
- the remaining tokens will be held in reserve for future incentives and further fund raising if required. None of these tokens will be released for a period of 12 months from the first listing of OHM² on a major exchange.

USE OF FUNDS



TOKEN SALE



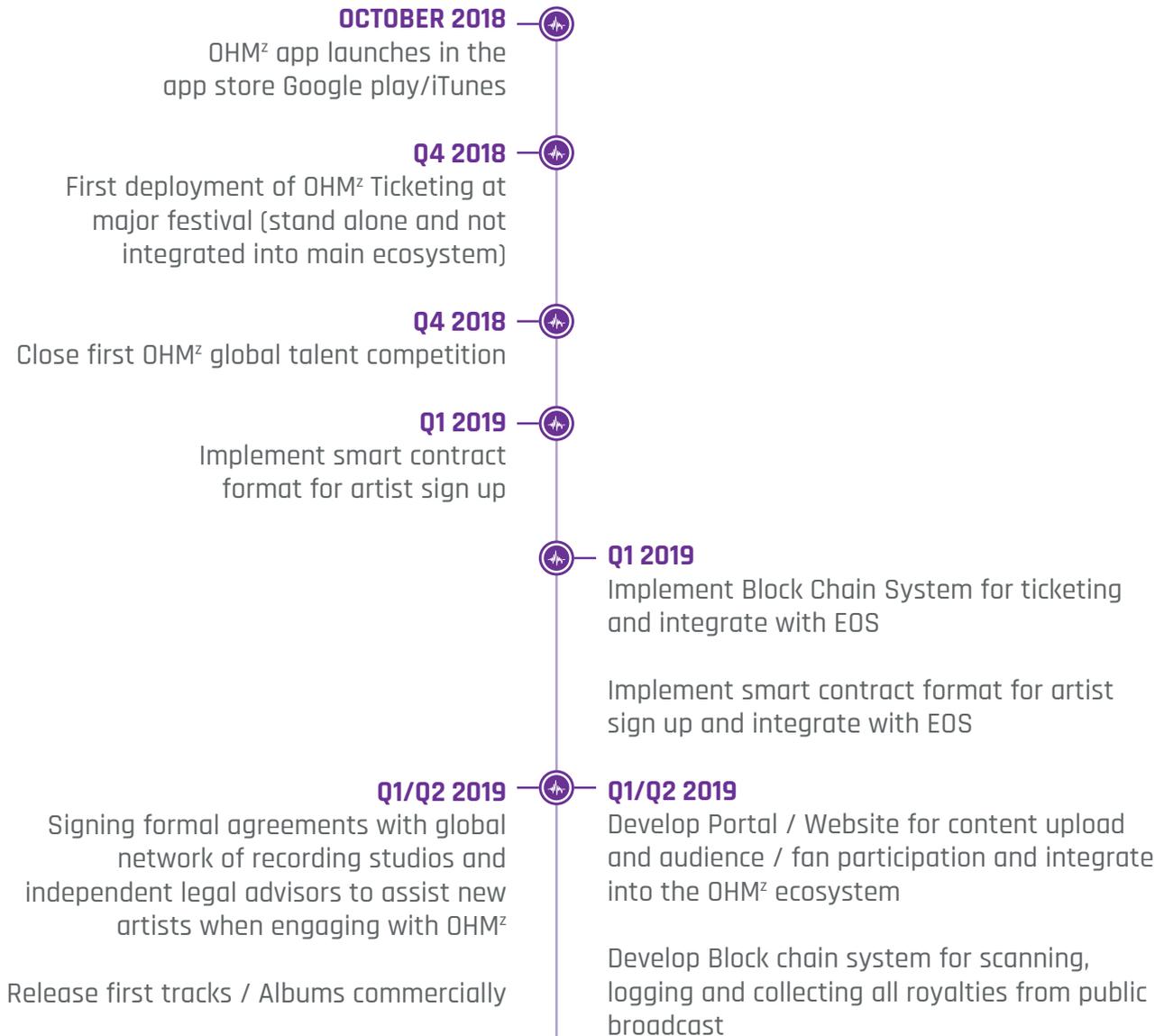
The OHM² token is designed for the music fan. It is a loyalty scheme that requires the holder of the token to register on the OHM² fan database. The number of tokens held per person denotes the level of redeemable benefit depending on the tokens held. A single token unlocks access to exclusive content through the OHM² platform. The benefits increase depending on the tokens attributed to each registered account. For larger amounts, fans can access presale concert and festival tickets by redeeming tokens. Alternatively, fans can retain the tokens but follow an exclusive link that enables the use of fiat currency. The higher the number of tokens owned, the more prestigious the return e.g. exclusive tours of the studios, meet the stars events and VIP benefits.

A percentage of OHM² profit will be used to support and enhance the fan network. A free zone will enable all fans to register and earn tokens. Referring new OHM² members, contributing content on the social media platforms and similar enterprise will enable all fans to participate. The fan network is based on acquisition so as the network grows so does the success and impact of the artists.

OHM² PROJECT ROADMAP

USE OF FUNDS

TECHNOLOGY



RISK DISCLOSURES

Please study, understand and evaluate the risks that OHM² describes below.

The realisation of any one or more risks, either described in this White Paper, or any unforeseen or unforeseeable risks, could significantly reduce or eliminate the utility or value of OHM² and any participant (each, a "Participant") in a proposed sale of OHM² (the "Token Sale") could lose their entire investment in OHM². OHM² does not state that this White Paper discloses all risks and other significant aspects of the Token Sale, including risks, which may be specific to a particular Participant and thereby unknown to OHM².

All proposed Participants should fully understand and be comfortable with the risks described in this White Paper and they should consult their legal, commercial, financial, tax, or other professional advisers; otherwise, they should not participate in the Token Sale.

To the maximum extent permitted by all applicable laws and regulations, OHM² (and OHM² Related Parties shall not be liable for any direct or indirect loss or adverse effect on revenue, income, profits, business, business opportunity, anticipated saving, data, reputation, or goodwill; or any other losses or damages of any kind, including but not limited to indirect, special, incidental, reliance, consequential or punitive, in tort, contract, strict liability, or otherwise, arising out of or in connection with any loss or damage of a Participant (or a proposed Participant) relating to the information supplied within this White Paper.

Company Risks

Company Failure: The failure of OHM²'s business and its subsequent dissolution or winding up could be as a consequence of the realisation of one or more of the other risks in this White Paper or of risks not known at the time of publication. Should OHM²'s business fail and OHM² or the software platform on which it operates (the "Application") is not transferred to and operated by another company, OHM² would terminate and any OHM² would have no utility or value. OHM² cannot commit to the transfer of the Application or OHM² to another company if its business fails. If OHM² does transfer the Application or OHM² to another company, OHM² cannot commit that the other company will operate OHM² and/or OHM² to a Participant's satisfaction or at all.

Management Failures: OHM² could be adversely affected by OHM²'s management's failure to manage its corporate and other resources effectively and efficiently to develop, operate, maintain, support, improve, market, and sell the Application and OHM², or to manage the growth of OHM² or its business, or to adapt the Application or its business to technological or market changes, or to identify and effectively respond to the risks described in this White Paper or otherwise.

No Governance Rights: Ownership of, investment in or participation with OHM² does not confer any governance or similar rights with respect to OHM², the Application, or OHM². OHM² will make all decisions concerning its business, the Application, and OHM². These decisions need not be referred to investors in and owners of OHM² and may be at variance with their expectations.

Business Model Risks: The Business Model to which OHM² designed OHM² (including the Application and OHM²) depends on several factors, including:

- OHM²'s ability to hire top engineers to develop the Application and OHM²;
- the number of users providing resources to support the foundations of OHM²;
- the availability of OHM² to OHM² users after the Token Sale; and
- the number of users perceiving OHM² to be valuable and thus willing to use OHM² as either providers of resources or consumers of OHM².

If this business model or its underlying assumptions are flawed or incorrect OHM² may underperform or fail. OHM² may at its discretion elect to amend or optimize the business model of OHM² to address any flaws or in response to competition or market requirements or otherwise. In turn any such changes may fail to achieve their purpose and could adversely affect OHM².

Insufficient Funding: Operational funding for OHM² will initially depend on the proceeds of the Token Sale until such time, if ever, that OHM² earns sufficient revenue from OHM² or other activities. The proceeds of the Token Sale are crypto currencies that may fluctuate in value. OHM² may, at its discretion, engage in hedging or similar activities to manage these fluctuations, but these activities themselves may adversely affect the value of the proceeds. In addition, any crypto currencies held by OHM² may not be convertible to fiat currencies or other crypto currencies at a favourable rate, if at all...Should OHM²'s funds not be sufficient to sustain its operations, OHM² may reduce or suspend its operations, adversely affecting OHM²'s ability to develop and operate Platform at the intended level or at all.

Unanticipated Risks: OHM² will be launched and will evolve in environments that are uncertain and subject to rapid, unpredictable, and potentially adverse change this will create future risks, which are unknown, and unknowable but which could adversely affect the viability or existence of OHM².

Product Risks

Delay: OHM² may not develop and deploy the Application according to its intended schedule, which could delay the deployment of the Application, adversely affecting the acceptance of OHM².

Inability to Use OHM²: Holders of OHM² will not be able to use them with OHM² until the Launch. Launch may be delayed or may not occur at all. Even after Launch, the availability of certain services will be limited.

Failure to develop and Support the Service: OHM² (including OHM²) may not have the utility or functionality described in this White Paper or expected by a Participant. This may be because of the realisation of one or more of the risks outlined in this White Paper, the realisation of risks not described in this White Paper, business or technical decisions taken by OHM² in good faith, failure to launch OHM² with a full set of intended features and formations, discontinuation of certain features and formations of OHM², failure to support or enhance OHM².

Service Issues: OHM² performance may be adversely affected, because of infrastructure failures, security events, including but not limited to breaches, hacking, viruses, malware or other malicious code, and other causes. OHM² may be unable to restore OHM² to normal operations.

Service Updates: OHM² may not update OHM² to fix bugs, address incompatibilities, respond to user feedback, or react to competitive threats adversely affecting OHM².

Failure to Meet Expectations: The initial and future versions of OHM² may not meet a Participant's expectations regarding items such as features, formations, performance, availability, quality, security, scale, price.

Reliance on Third Parties and Third-Party Systems: OHM² relies on third parties and third-party systems it does not control to operate and provide services for the Application and OHM². The failure of those third parties or third-party systems to perform according to OHM²'s needs and expectations could adversely affect OHM².

Privacy Risks: OHM² will rely in part on Ethereum and other public, decentralised platforms. The public, via the Internet, may inspect any information about or belonging to a Participant that is processed by or stored in these platforms in connection with a Participant's use of OHM². Certain information may, even if encrypted, be associated with a Participant by combining this information with other public or non-public information may allow information to be inferred.

Technology Risks

Core Technology Risks: The Ethereum blockchain platform and various open source software applications and libraries are core technologies for OHMZ but are immature and not fully proven. If these core technologies do not meet OHMZ's expectations, are not fully supported and updated in all aspects of system performance, security, integrity and availability, are developed in a way that is incompatible with OHMZ, or do not meet future requirements of OHMZ, OHMZ may change the features, formations and specifications of OHMZ or to discontinue OHMZ.

Integration Risks: OHMZ will be integrated using third party services. Should these services fail, or not meet OHMZ's expectations and requirements in any way, OHMZ will be adversely affected.

Smart Contract Risks: Certain key features of OHMZ will be implemented in smart contracts on the Application and on the Ethereum blockchain platform. These contracts can be difficult to change or amend for whatever reason. OHMZ may therefore not correct defects or improve OHMZ in a timely manner to meet changing requirements, which could adversely affect the utility or viability of OHMZ.

Hacking: All software systems, not just the Application and the Ethereum blockchain platform, are subject to attack with the intent to disrupt, corrupt, or interfere with the system, defraud or steal currency or other valuable data stored in the system. Participants or OHMZ holders: may be affected by this.

Mining Attacks: Ethereum is a decentralised service comprising a global peer-to-peer network of many independent node operators. Coordination or collusion among node operators could compromise the integrity of OHMZ, cause loss, theft, or corruption of OHMZ and other valuable data stored in OHMZ or increase the cost of using the platform to levels that make operation of OHMZ uneconomic and unsustainable.

Security Risks: Advances in techniques or computing power, and exploitation of known current weaknesses to compromise the cryptographic algorithms underpinning the security and integrity of OHMZ, may cause the loss, theft, or corruption of OHMZ and other valuable data stored in OHMZ, and require the suspension or discontinuation of OHMZ. The development of stronger cryptographic algorithms and their implementation in OHMZ and its underlying core technologies is uncertain.

Prohibitively High Transaction Costs: All transactions on the Ethereum blockchain platform have a cost in Ether ("Gas"), which at the date of this White Paper, are nominal. However, Gas prices may increase and make the trading of OHMZ on the Ethereum blockchain platform commercially unfeasible.

Ethereum May be superseded: In OHMZ's view, the Ethereum blockchain platform is currently the optimum blockchain platform from which to issue OHMZ. However, it is not known whether the Ethereum blockchain platform will remain the predominant platform for token issuances. Should Ethereum be superseded, OHMZ could be adversely affected as usage and adoption declines.

Regulatory Risks

Regulatory Status: Regulators in many jurisdictions have announced their intention to consider the adoption and tightening of regulations to cover cryptographic tokens and their markets for them. It is not known how or when different jurisdictions will interpret existing laws and regulations or adopt new laws and regulations, or whether those laws or regulations would be applied retrospectively. The affect these changes would have on the Application, OHMZ, OHMZ and the Token Sale are not known but the direct or indirect effects could cause OHMZ to modify or discontinue certain features or formations of OHMZ and/or the Application, or cause OHMZ to discontinue the Application or OHMZ in specific, or all jurisdictions.

Excluded Jurisdictions: It is a Participant's sole responsibility to determine if they are prohibited or restricted from participating in the Token Sale, or if such participation constitutes a breach of the laws or regulations of their jurisdiction, whether by virtue of their citizenship, residency, or other association with a jurisdiction

which prohibits or otherwise restricts the conduct of the Token The Participant will be solely responsible for any criminal and/or other penalties being imposed Compliance Risks: The failure to comply with laws and regulations that apply to OHM², the Application and/or OHM² would restrict or prevent OHM² from operating OHM² in that jurisdiction and may be costly and divert a significant portion of OHM²'s attention and resources. There is no guarantee that OHM² will qualify for or be granted the necessary licence, registration, or approval, required to operate. Failures to comply with applicable laws or regulations could leave OHM² subject to significant legal liability and financial and reputational losses adversely affecting the Application, OHM², and/or OHM².

Tax: The tax status of the Application, OHM², OHM², and the Token Sale is unclear or unsettled in many jurisdictions. Interpretation of existing or adoption of new tax laws and regulations could result in unanticipated and potentially tax liability for OHM² and other stakeholders in OHM², including Participants and OHM² holders. In these circumstances, OHM² could modify or discontinue certain features or formations of OHM² or the Application or increase prices for OHM² and the Application. In addition, dealing in OHM² may become subject to tax in certain jurisdictions.

Market Risks

Lack of Market Penetration: Failure to attract users and/or third parties providing services to OHM² at a required level could negatively affect the development of OHM² and/or the utility or value of OHM² and/or OHM².

Competition: Other organisations developing services that compete with OHM² or cryptographic tokens similar to OHM² may adversely affect the adoption and use of OHM² and/or the adoption, utility, and/or value of OHM², and ultimately the viability and continued existence of OHM² and/or OHM².

Secondary Markets for OHM²: As at the date of this White Paper, there is no public market, virtual currency exchange, or other secondary markets for OHM². Should any of these environments exist, there is no assurance that an OHM² or liquid trading market for OHM² will develop be sustainable

Unless OHM² publicly states otherwise, OHM² has no financial or other relationship with, and does not endorse, any such exchange or secondary market that elects to transact in OHM². Any Participant wishing to use virtual exchanges and/or secondary markets should seek professional advice as their use could result in Participants' or OHM² holders' loss of OHM² or other losses.

Price Volatility: The price of OHM² in the Token Sale may not be indicative of the price of OHM² on public markets. OHM² have no intrinsic value at the time they are created. The price of OHM² on public markets may be extremely volatile, in response to various factors, some of which are outside OHM²'s control, including, but not limited to, the following:

1. the volatility of the prices of cryptographic tokens generally;
2. general economic conditions and macroeconomic changes;
 1. changes and innovations in blockchain technology, the industry sectors in which OHM² operates, and other technologies and markets;
 2. OHM²'s announcements pertaining to strategic direction, key personnel, financial and operational results, partnerships, significant transactions, new products, and other events;
 3. activities and announcements of OHM²'s competitors; and
 4. third-party reports, recommendations, and statements regarding OHM², the Application, OHM², or OHM².

Risk of Dilution: In addition to the Token Sale, OHM² will create and distribute OHM² as described in pages 31 and 32 of this White Paper. In many cases the OHM² will be distributed for less consideration per OHM² than in the Token Sale. The distribution of such OHM² will increase the overall supply of OHM² in the market and may result in downward pressure on the market price of OHM². In addition, OHM² reserves the right to create and

distribute new OHM² in one or more other token sales.

Market Perception: The market price of OHM² could be adversely affected by negative publicity, social media commentary, rumours, and other information, whether or not true, about OHM², the Application, OHM², OHM², the technology on which OHM² is based (including Ethereum), and/or the legal or regulatory environment in which the Application or OHM² operates.

General Economic and Market Risks: Like all businesses, OHM² and its suppliers and third parties are susceptible to adverse changes in general global and regional economic and market conditions which may adversely affect the availability, reliability, performance, adoption, and the success of OHM².

Participant Risks

Private Key Risks: Each Participant is solely responsible for securing the private key that controls their OHM². If a Participant loses or is unable to recover their key or credentials for whatever reason they will permanently lose their OHM².

Token Sale Process Risks: The process for participating in the Token Sale will be described in the Token Sale Terms. If this process is not followed, a Participant may not be able to participate in the Token Sale or purchase OHM², they may permanently lose the funds which they intend to submit as payment, or they may permanently lose OHM² which they have purchased. The Payment Address, like all software systems, has security vulnerabilities and is subject to attack and attempts to steal funds. Each Participant accepts all risk and is responsible for all loss or theft of their payments from the Payment Address.

Incompatible Wallet: The technical requirements for the Payment Address will be described in the Token Sale Terms. Use of a wallet, service or other technology that does not conform to these technical requirements, their OHM² may be permanently lost.

Uninsured Losses: OHM² are not insured by OHM² or by any public agency and OHM² cannot issue new or substitute OHM² to replace lost or stolen OHM². If a Participant wishes to insure their OHM² they must do so at their own expense.

PROJECT OVERVIEW

OHMZ is a revolutionary music ecosystem utilising the power of the blockchain to empower artists and engage audiences, primarily through OHMZ's super fan engagement platform supported by four pillars, covering the key areas of an artist's journey. OHMZ tokens enable fans to interact with the artists and fully engage in those four pillars.

OHMZ SUPER-FAN PLATFORM

OHMZ Incubate - scouting and developing new talent, generate content, artist-fan interaction and revenue for the OHMZ super-fan platform. Using an interactive app, OHMZ will engage artists and token holders to bring artists through from discovery to full album release and touring. Smart contracts will be written for the benefit of artists and A&R, which lead to smarter payments; ensuring artists & creators receive the correct royalty payments.

OHMZ Hubz - nurturing talent, a place where artists of every age, genre and experience can design, produce, edit and publish content. Using state of the art AI recording and production facilities with green screen, VR, and AR, content can be pushed direct to social media channels, devices and traditional broadcast and outdoor media and festivals. With all output stored safely via smart content on the blockchain.

OHMZ Ticket - showcasing talent and ticketing via the blockchain. OHMZ Ticket is an industry first to combat the worldwide problem of ticket touting. It offers a secure solution using the blockchain to limit touts by issuing and tracking all tickets. By uniquely identifying ticket holders, OHMZ Ticket empowers clients to optimise identity-based security protocols.

OHMZ Transact - a revolutionary and ground-breaking music repository application that collects meta-data and audio snippets onto the blockchain. A royalty report would be produced for OHMZ artists and subsequently sold to record companies wishing to determine the time and date on which their track was played on commercial radio, TV or other digital output.

OHMZ IS A SERVICE FOR ARTISTS, MUSICIANS, WRITERS, LABELS, RECORD COMPANIES AND COLLECTION AGENCIES.

TOKEN DISTRIBUTION



TOKEN SALE INFORMATION

TOKEN PRE-SALE & ICO PUBLIC SALES: 676,000,000 OHMZ (\$33,800,000 USD)	TOKEN SYMBOL OHMZ
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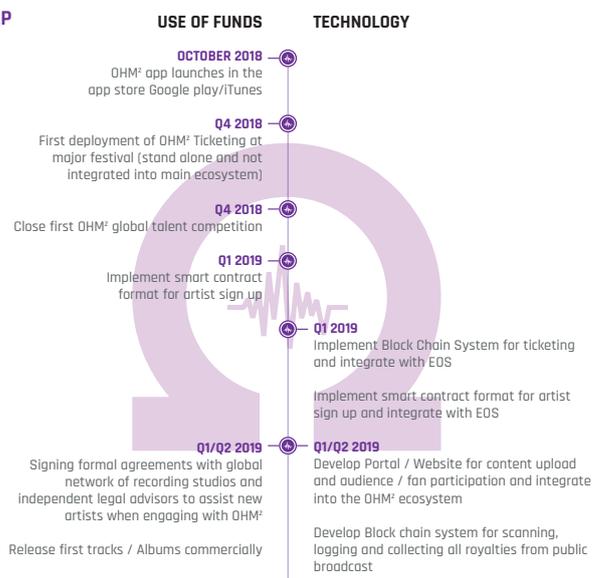
PRIVATE SALES STARTS
19th September 2018

PRE-SALE AND ICO DUE
Q1 2019

MORE DETAILS

TOTAL TOKENS IN CIRCULATION 676,000,000 OHMZ	TOKEN PRICE 1 OHZ = \$0.10 USD
BLOCKCHAIN EOS	ACCEPTED CURRENCIES ETH
COUNTRY United Kingdom	
SOFT CAP \$5,500,000 USD	HARD CAP \$26,000,000 USD
MINIMUM ICO INVESTMENT \$100 USD	MAXIMUM ICO INVESTMENT \$250,000 USD
MAX PRESALE BONUS (30%)	MAIN ICO BONUS (10%)

ROADMAP



CURRENT MARKET

It is expected that the music industry revenue in the U.S. alone will total over 22.6 billion U.S. dollars in 2021.

<https://www.statista.com/topics/1639/music>

COMPETITOR COMPARISON

	OHMZ™	TICKETMASTER™	YOUTUBE™
FAN ENGAGEMENT	✓	✗	✓
ARTIST DEVELOPMENT	✓	✗	✗
TICKETING AND ROYALTIES MANAGEMENT	✓	✓	✗

TEAM TOKEN LOCKUP 18 Months	UNSOLD TOKENS Burnt	WHITELIST OPENING DATE November
TOKEN TYPE ERC20	KYC WHITELIST Yes	

- YOUTUBE**
Interview with OHMZ™ CEO, Tim Williams
- REDDIT**
To be announced

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