

The logo for Canvas Land features the words "Canvas" and "Land" stacked vertically in a bold, black, sans-serif font. The text is enclosed within a square frame formed by four L-shaped corner brackets. The top-left bracket is red, the top-right is teal, the bottom-left is orange, and the bottom-right is yellow. The background of the entire page is a soft-focus cityscape with a vibrant, multi-colored bokeh effect in shades of pink, purple, blue, and teal.

Canvas Land

Whitepaper

2022

Important note:

This is not a prospectus of any sort.

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A large, stylized teal number '1' is positioned on the right side of the page. It has a slight shadow and is partially overlaid by a black rectangular box.A black rectangular box with rounded corners is located in the lower-left quadrant. It contains the text 'Executive Summary' in white, bold, sans-serif font. The box is partially overlaid by a teal horizontal bar at the bottom and a teal vertical bar on the right side.

Executive Summary

CanvasLand is a high-performance immersive NFT social trade-to-earn platform based on Metaverse web3.0. Its position as a layer 2 application would revolutionize the experience of virtual shopping while combining it with an online art gallery, topped with a grander overarching vision of being the preferred city of the future Metaverse. NFT buyers and sellers can trade their NFTs on a high-end platform using CANVAS, the platform's utility token.



What is the CanvasLand team's vision?

To offer a deeply immersive virtual shopping experience in the NFT space to our target market – NFT artists, buyers and sellers, fashion houses, big-name luxury brands, celebrities, art and exhibition galleries, and third party Intellectual Property holders. The overarching long-term vision of CanvasLand is to build a CanvasLand City – the preferred Metaverse for the future. It will serve as a growing, vibrant community for the aforementioned target market as well as for general users and enthusiasts to commune, trade and thrive. The ecosystem will be governed by the community based on a DAO structure, utilizing CANGOV, a governance token for CanvasLand.

What are the exceptional benefits we will deliver to core target groups? Releasing NFTs in exclusive batches from tie-ins with prominent NFT artists, brands, companies and celebrities; a unique "try-before-you-buy" purchase option for wearable functions; premier exhibition hosting through a "rotating gallery" booking system; and the incentivization of rewards through a referral system with CANVAS tokens could mean listing on Canvasland could yield a better price.

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Introduction

2.1 NFT Growth Trends & Opportunities

With the advent and popularity of Non-Fungible Tokens or NFTs taking hold in the blockchain space, there is an increasing demand for targeted marketplaces that cater to specific, targeted NFT markets. The multiple domains of art, fashion, celebrity endorsements and memorabilia are beginning to coalesce around new fintech avenues.

This new form of digital art broke through into the mainstream in 2021. The boom in NFT art sales has grown exponentially over the last year and is likely to represent 25% of the overall art market by the end of 2021. According to market data from nonfungible.com, NFT crypto art sales for the previous 12 months topped USD \$14 billion.

In further key findings from the Hiscox Online Art Trade Report for 2021, a majority of digital art buyers as well as online platforms expect this recent switch in buying trends to digital NFT art to be permanent.

This increase in demand is replicated in various different digital art markets, such as music NFTs, celebrity and sports memorabilia NFTs as well as fashion & design NFTs.

2.2 What is Canvasland?

CanvasLand aims to be a groundbreaking premium NFT marketplace that combines the experience of virtual shopping and an online art gallery. It will also endeavour to offer online communities an ideal metaverse experience. These benefits will include:

- the release of NFTs in **exclusive batches** from tie-ins with prominent NFT artists and brands;
- offers of a **“try-before-you-buy” purchase option** for wearable functions;
- providing **premier exhibition hosting** through a “rotating gallery” booking system;
- incentivizing rewards through a **referral system** with CANVAS tokens.

Many marketplaces do not have the most attractive design layouts or appropriate places for creators and users to display and share their beloved digital NFT creations. These works could be digital art pieces, virtual fashion accessories or other various forms of digital assets. There is also currently no popular existing tool to “try-before-you-buy” within the NFT and blockchain space. Further, all of the digital NFT art is presented in static two-dimensional formats. In addition, NFT artists run into a series of problems on marketplaces such as Clubhouse, where they may have difficulties describing their collection. These NFT creators also have to overcome the challenges of designing their art into complex Metaverse-compatible file formats and are further burdened with high commission and transaction fees as well as a lack of support for promoting their work for many interested NFT collectors spread around the globe.

With CanvasLand, supported by CanvasLand Tech Pte. Ltd., we aim to overcome these limitations by creating a one-stop solution with an NFT marketplace that offers an immersive

unique try-before-you-buy experience. By partaking in the CanvasLand ecosystem, users can reap various rewards and have access to high quality, certified digital assets.

At the core of CanvasLand is the desire to create a unique user experience for artists and collectors where they can share ideas and build communities in a virtual cafe, showcase their collections in a metaverse gallery that can host exhibitions, and virtual studios for artists to work in a space where the limitation of the physical world no longer applies.

CanvasLand aims to provide this environment using a mixture of existing technologies, proprietary tools, and numerous standing partnerships. With this vision in mind, we will build a “digital collectibles ecosystem”. These decentralized applications, or dApps, and services will be created by Canvas initially, and eventually any user who wishes to launch their own app or business in the CanvasLand Ecosystem. The ecosystem will offer the opportunity for anyone to participate, and benefit from the development and growth of the ecosystem. Users will also enjoy the many benefits of cryptocurrency, blockchain technology, privacy and control.

The scope of the CanvasLand Ecosystem is potentially wide and it can be achieved by establishing a range of partnerships with established leaders across multiple industries. This will provide a technological baseline on which Canvas’ products and services may be built, thus streamlining many areas of the technological development. Canvas intends to utilise these partnerships, and integrate them within the CanvasLand Ecosystem vision—to bring to life an amazing range of products and services.

As the uptake of the CanvasLand Ecosystem increases over time, it is expected that the ecosystem’s network value and utility will also increase. This expectation is based on Metcalfe’s Law and Social Theory. This, in turn, is likely to help fuel further expansion and developments within the wider CanvasLand Ecosystem.

Melcalfe's Law in Action

Two telephones can only make one connection. Five can make 10 connections, and 12 can make 66 connections



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Problem Overview

Currently, there are several industry challenges which have surfaced in emerging NFT markets.

- The biggest issue for NFT market place is the lack of opportunity to display the NFT to your friends, especially the ordinary Avatar NFT which are no more than 2D photos and except changing the picture to become your profile pic, there is hardly any way you could share the joy of owning your Avatar NFT
- A related issue and perhaps with the magnified impact is that therefore there is limited secondary market to the NFT you have bought as even if you try to list on the major market place, it will be buried under many other NFT and perhaps that's why the 1% of all the collections would contribute to 90% of the sales in the 2nd hand market.
- Currently, there are also **restrictive barriers of entry to many businesses** not embedded in the blockchain / fintech space. This makes it difficult for these businesses to join the NFT ecosystem and expand the overall market.
- Surprisingly, despite the boom in NFT sales and the exponential growth of the industry, there are presently **insufficient promotional opportunities** for many of these emerging NFT artists and collectors. Newly onboarded artists receive insufficient support to promote their own artwork.
- Compounding this issue is the fact that despite the plethora of NFT marketplaces and websites that have popped up recently, so far **none have been able to offer a dedicated gallery preview to align with artists' works.**
- The influx of NFTs currently flooding the crypto space has allowed a natural process of market dynamics to take effect. This is where **less popular NFTs are suffering from a lack of traffic and price activity** as a result of the increased competition from within.
- **High commission fees** are embedded in most NFT trading locations taking away potential gains for many NFT creators and traders.
- In addition to the above points, many NFT marketplaces are **not providing a positive shopping experience** to its prospective buyers. This may be a result of NFT collectors not having an adequate online exhibition space to showcase their collected pieces.
- Many communities, both insiders and external spectators in the NFT industry, have noticed that many of the current NFT collections and artworks gaining popularity possess a **substandard level of artwork.** There may be benefits to amateurish, pixelated imagery that is easy to create and where anyone can become a "successful" NFT artist. However, the high influx of artists joining the present NFT craze has the potential to burst the bubble and limit future growth due to a *fad*-like nature.

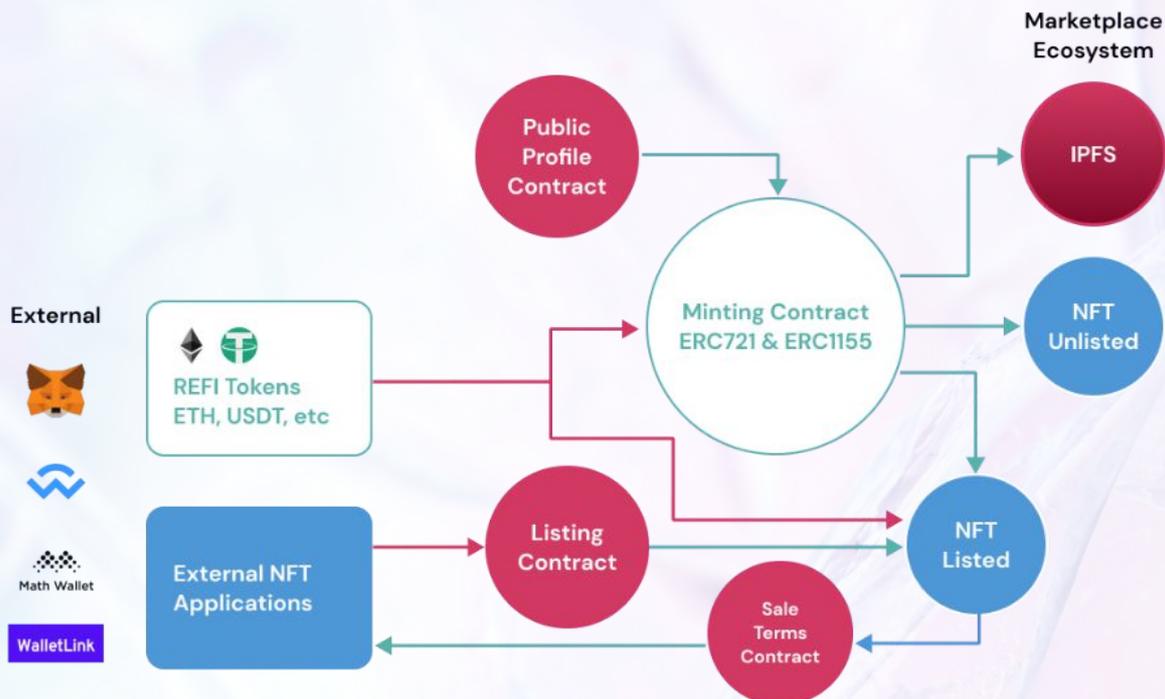
4

CanvasLand Ecosystem

CanvasLand will commit to a series of initiatives to directly address the aforementioned issues. The following will be addressed specifically:

- **NFT artists will be handpicked and selected** by CanvasLand administrators to vastly improve the quality of NFT art in the CanvasLand marketplace. NFTs will be released based on popular and established intellectual property (IP) holders.
- To **ease the barriers to entry for businesses** new to blockchain, CanvasLand will actively work with these organizations to release premium branded NFTs.
- The CanvasLand NFT Marketplace will also present **rotating galleries** to allow various NFTs and collections to be featured and promoted on the platform.
- To aid in the promotion of NFTs within the CanvasLand NFT Marketplace, the platform will offer **social media features for creators and users** to display their NFT art and streamline the process of allowing others to follow and share artists' work and profiles.
- CanvasLand will also implement a **referral system** and related features to incentivize price discovery and traffic.

Platform Overview



The CanvasLand Ecosystem is designed to return your right to personal ownership, privacy and control. The ecosystem blueprint includes potentially developing:

- a decentralized application or dApp marketplace;
- personal data / identity protection and storage, including basic identification and usernames;
- KYC (credit card information, passports, licenses and more);
- the recording, protection, and sharing of Intellectual Property (IP).

4.1 Defining CanvasLand's Target Market

CanvasLand aims to be a groundbreaking premium NFT marketplace that combines the experience of virtual shopping and an online art gallery. It will also endeavour to offer online communities an ideal metaverse experience. These benefits will include:

- the release of NFTs in **exclusive batches** from tie-ins with prominent NFT artists and brands;
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4.2 Price Discovery

To encourage price discovery, the highest unfulfilled bid on an NFT receives 0.5% of the transaction fee.

All other unsuccessful bidders will split 0.5% of transaction fees.

- Sellers can incentivize promoters and set a margin between 0 - 20% of profit shares to motivate people to help promote the sale of their NFT listings. This is explained in more detail in the section below.
- Example: If a seller lists their items on OpenSea, the final sales price maybe \$100, but if they decide to list on CanvasLand and incentivise our promoter with 20% may get a higher sales price at \$500. Hence the take-home price for the seller listing on CanvasLand could still be \$400.



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Product/Offering Summary

CanvasLand intends to release a range of products across a number of areas, including ownership, storage, spending, protection, and privacy. The initial CanvasLand product offerings are projected to include the following:

- CanvasLand NFT Marketplace
- CanvasLand Integration with Selected Metaverses
- Canvas Collector
- CanvasLand City

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CanvasLand NFT Marketplace

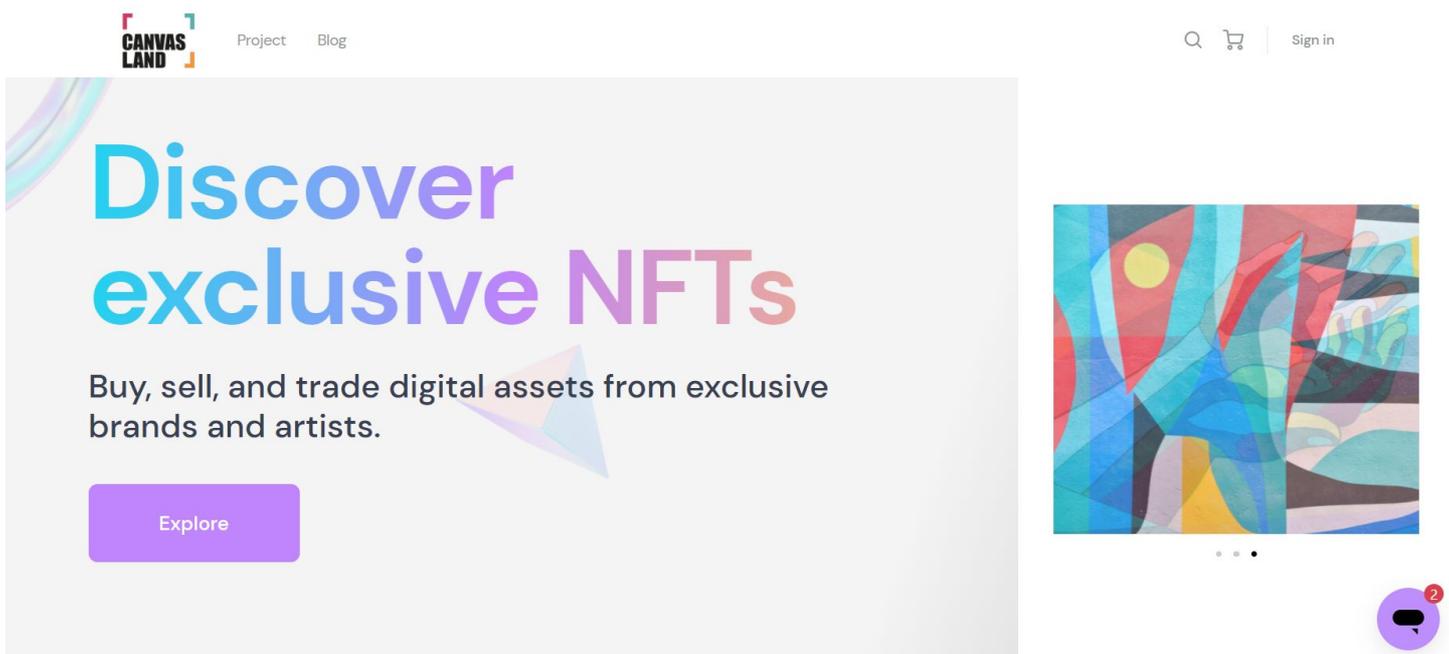
The CanvasLand NFT Marketplace aims to be a common ground where artists, creators, and NFT enthusiasts can buy, sell, and display NFTs across the metaverse, through the use of cross-chain technology. It will provide a crypto-powered digital item and trading platform for users to trade with the CANVAS Token. Additional services provided will include auction listing, governance mechanisms, trade history tracking and social community feedback.

CanvasLand will provide a premier gallery space for artists to display their digital artworks in a virtual Exhibition Hall. Users' items will be displayed and updated automatically on different platforms.

6.1 Avatars and Digital Wearables

In the CanvasLand NFT Marketplace, visitors will be able to browse and select virtual clothing and accessories to dress their **Metaverse avatars** in any kind of style that is desired and available.

A key feature of these **Digital Wearables** will be the ability to take advantage of a "try-before-you-buy" function, where virtual clothing and accessories can be sampled before any purchase is made.



Beta version of the NFT marketplace, launched in March 2022

6.2 NFT Marketplace Comparison

As shown in the Table below, the CanvasLand NFT Marketplace will offer benefits unmatched compared to many similar marketplace competitors.

PLATFORM	CanvasLand	OpenSea	SuperRare	Makers Place	Rarible	Nifty Gateway
FEATURES						
Low Network Fees (<\$1 USD)	✓	x		x	x	x
NFT Creation	✓	✓	✓	✓	✓	✓
Publicly Audited	✓	✓	x	x	x	x
Content Agnostic	✓	x	✓	✓	✓	✓
Community Rewards	✓	x	x	x	✓	x
Dedicated Brand Marketplaces	✓	x	x	x	x	x
Try-Before-You-Buy Function	✓	x	x	x	x	x
Rotating Galleries Booking System	✓	x	x	x	x	x
Social Feature Promotion (New Releases)	✓	✓	x	✓	✓	✓
Referral Program that incentivizes Promoters	✓	x	x	x	✓	x
Exclusive Collaborations with Blockchain / Non-Blockchain Companies or Brands	✓	✓	✓	x	✓	x

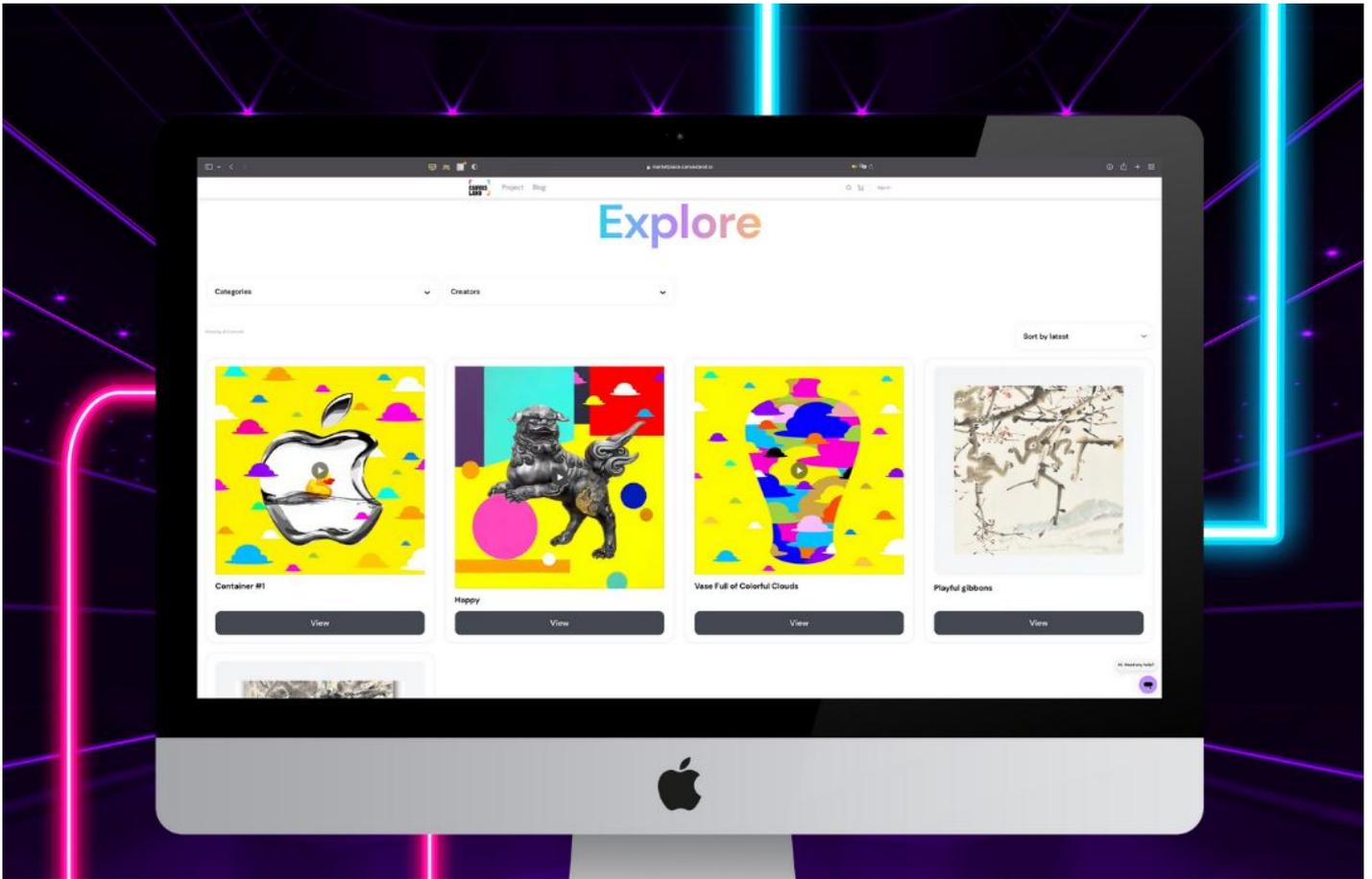


7



**CanvasLand
Metaverse**

7.1 Canvasland App



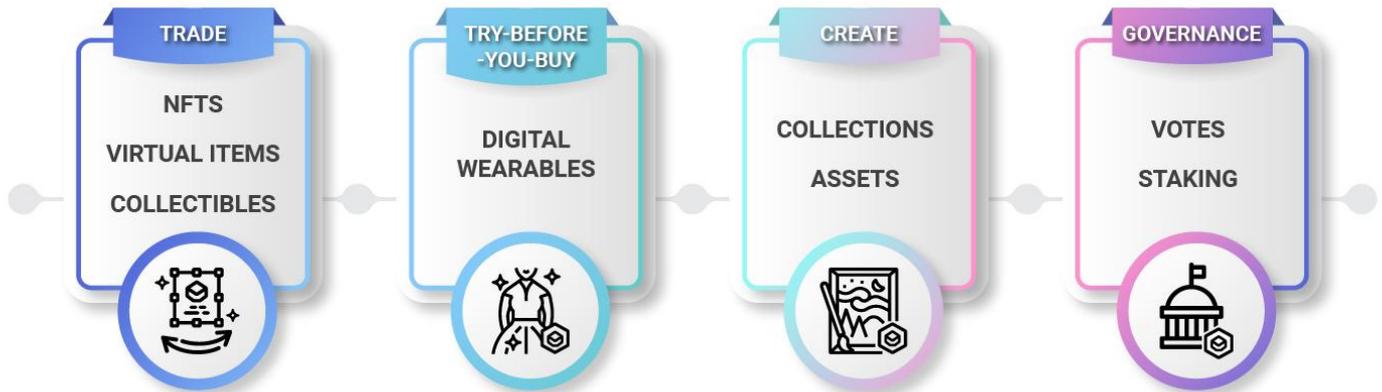
At the heart of the CanvasLand Ecosystem will be the CanvasLand App, where our users will be able to access all CanvasLand services and features from one central location.

Initially, Canvas intends to obtain the necessary licensing rights to develop apps and create guidelines for development within the CanvasLand Ecosystem. Soon after, the CanvasLand Ecosystem will be open to any developer who wishes to either build an app the community has voted for, or to create an app of their own.

Users can access the products and services within the CanvasLand Ecosystem using the CanvasLand desktop and mobile apps, as well as browser extensions for certain features.

7.2 Potential Use Cases

CANVASLAND USE CASE



There are several examples of potential use cases where the CanvasLand Ecosystem can flourish and offer opportunities for NFT buyers, sellers, brands and their brand advocates as well as celebrities and their fans.

CanvasLand users can display their NFT collections to the public within the metaverse. This will attract potential buyers and sellers interested in NFT markets where they can browse collections and achieve a broad overview with a better sense of the market.

Another example is where celebrities and their fans can intermingle virtually via their avatars. Imagine a diehard fan of pop sensation, Justin Bieber, buying Bieber-themed NFTs (virtual merchandise) and being able to get a picture with him or sing and dance with him through their avatar. They could sit in the virtual front row of a concert to watch their hero perform.

A further example scenario could easily lend itself to the world of sports. Now imagine a motorsports fan of British F1 racing driver, Lewis Hamilton, with an avatar interacting with fans' avatars during a race. For example, the virtual avatar sends a personal message to a fan's avatar during a pit stop, or during the final lap of a race. Fans can also build out their NFT collections with virtual branded merchandise provided by third party intellectual property (IP) holders.

In essence, the Canvasland NFT Marketplace delivers a prime opportunity for companies and brands to reach their market and enhance their brand name, identity and awareness among consumers by activating brand advocates to wear their virtual NFT merchandise.

8

Canvas Collector

Since mid-2017, there has been an explosion in interest for digital collectibles. An example of this would be *CryptoKitties*, a collection of 'breedable' unique digital cats which, in some cases, sold for over two hundred thousand dollars each. People have an innate desire to own things that are scarce, and desired by others, and this is exactly what Canvas Collector offers: licensed, one-off (or limited), digital products with verifiable ownership. This emergence of digital collectibles is on the precipice of entering the \$200 billion collectible market¹, and has the potential to scale it in ways never seen before.

Canvas intends to obtain the necessary licensing rights to collectibles in the form of a 'Non Fungible Token' (NFT) – essentially a digital asset that has a verified owner – and offer them through Canvas Collector. These NFT's represent unique collectible items, such as rare cards or characters, that exist in the digital space, and each can be traced to a verified owner.

Problem:

Despite massive revenues, many of the digital collectibles that have entered the market are unknown, non-licensed digital products. In addition, the user interfaces to purchase / collect these first-generation digital collectibles may have been created for users familiar with the crypto-space, and as such, may have hindered broader adoption.

Solution:

With Canvas Collector, users can browse a wide range of high quality licensed, digital products, in an easy to use and well-designed platform. Once purchased, collectible owners can view, trade, or augment their digital collectibles from within Canvas Collector.

8.1 Augmented Realities

Canvas Collector aims to visualise these digital collectibles using the latest in Augmented Reality (AR) technologies. This tech now comes standard in many 5G and 6G devices. With quality, licensed materials, CanvasLand intends to create an unique experience, bringing to life one-of-a-kind licensed digital collectibles, right in front of the owners' eyes.

Users can share in their delight as they engage in a unique sensory experience while exploring **CanvasLand Gallery** and the **NFT Marketplace**. Each collectible is planned to have animated properties, such as movement and a limited range of actions.

The **VR mode** will allow users to immerse themselves into the CanvasLand virtual world.

The **AR mode** will enable interaction between the collector and the surrounding environment.

Future releases of Canvas Collector will allow collectible owners to augment their collectibles, with new clothes or weapons, for example. Eventually, collectibles are expected to be able to interact with each other – for example, two collectible owners could battle their one-of-a-kind Stormtroopers in the AR / 3D space.

Regarding future opportunities, high-end luxury brand Dolce & Gabbana is the latest to create fashion NFTs. Augmented reality may hold the key to making them more attractive to consumers.

People within the Canvas team, board, and advisors have more than 20+ years experience in licensing games and collectibles, and will use these connections to bring Canvas Collector to life.

8.2 The Case for Digital Collectibles

Collectibles have existed throughout human history. Today, they come in many forms such as trading cards, figurines, comics, and toys. Digital collectibles have shown extreme promise to date and are on track to be the next generation of a collect-o-rama boom. There are many possible reasons why digital collectibles show a promising future:

- People have an innate desire to own things that are scarce, and desired by others.
- The technology employed by CanvasLand allows for the creation of these scarce, digital assets.
- A massive untapped global liquidity pool for digital collectible purchases.
- A ledger that maintains immutable ownership of Non-Fungible-Tokens.
- Proven scarcity: NFTs can be programmed to 'only create 100', or whatever value is desired.
- Opportunity for license holders to break into a huge emerging market with quality digital assets.
- Canvas Collectibles are 100% unique and cannot be replicated, re-created or destroyed.
- Ownership, history, and usage rights are recorded and easily tracked.

8.3 Partnerships

To ensure the vision of Canvas Collector comes to fruition, Canvas has partnered with a number of leading providers in gaming, AR / VR, licensing, and NFT developments, as well as retail partners. These include:



Redspots Creative is a Hong Kong-based multimedia production company that focuses on marketing development & production using 2D, 3D & AR/VR interactive technologies and products.



Established in 2003, **ChinaNet** was the first listed company in China to build a Blockchain ecosystem for SME & Blockchain-as-a-Service (BaaS) based modes. Their business has spread worldwide to include Beijing, Shanghai, Guangzhou, Wuhan, Hong Kong, Taiwan and North America. Their core focus is to offer precision advertising and marketing SaaS service by combining blockchain technology, cloud computing and data analysis systems.



Adpost is an online marketplace where users can buy and sell both new and secondhand items. They have been available in nine countries for the past 20 years with monthly average viewership of 30 million. The Adpost team believes in blockchain and is working towards accepting cryptocurrency as payment.

8.4 Crypto Collectibles

In the crypto collectibles space, there are many variations for product offerings that can be created—the collectible itself, numerous add-ons such as props, animations, scenes, and more.

Collectible Offerings:

- 2D collectibles with AR (Augmented Reality) function
- 3D collectibles with AR function
- 2D/3D collectibles with AR function and single animation cycle e.g. walk, run, etc
- 2D/3D collectibles with AR function and multiple animation cycles e.g. walk, stop, run, etc
- 2D/3D collectibles with AR function that are poseable
- 2D/3D collectibles with AR function in small scene

Add-ons:

- Items for 2D/3D collectibles
- Scenes for 2D/3D collectibles
- Props for collectible scenes
- Animation sequences for scenes e.g. walk a character around
- Worlds or larger environments that collectibles can navigate through

Tools

- Scene builders
- Collectibles mods (add new props / items / poseable)
- 'Photo' feature to share with friends and on social

Gameplay

- Interaction between multiple players with built in gameplay
- Roleplay or turn-based interactions
- Multiplayer capabilities / MMORPGs

8.5 Canvas Collector Unique Attributes

TARGET MARKET:

The CanvasLand NFT Marketplace and its Canvas Collector features will be a platform that focuses specifically in art and fashion markets as well as celebrity crossovers and endorsements, tapping into the brand recognition and fanbases of these categories.

This key target market are high value consumers with extra disposable income to spend on luxury items and consistently make mid to high end purchases.

DISTRIBUTION:

All Canvas Collectibles will be purchased, sold, and traded through the CanvasLand Ecosystem. On the secondary market, users can exchange or transfer collectibles on a peer-to-peer basis.

COUNTERFEIT PROTECTION:

A key advantage of crypto collectibles is that each collectible is a uniquely-generated asset and cannot be duplicated. Each digital asset is recorded on the blockchain and is impossible to manipulate. Ownership is tied directly to the verified owner.

ADVERTISING & MARKETING:

For each collectible series published, CanvasLand aims to have a dedicated marketing budget to increase exposure of their products. This will be a two-fold approach:

1. Canvas Collector existing customers;
2. New customers based on the audience of the series / license to be released.

Marketing initiatives will be primarily weighted to online marketing, given the digital nature of the product, with a smaller percentage allocated to traditional offline marketing channels.

SECURITY:

The CanvasLand Marketplace and City will function with any Ethereum-based wallets; browser-based, mobile, desktop or hardware. We do not generate crypto wallets, nor do we seek to solicit private keys or seed words. We delegate and rely on the Ethereum network for security pertaining to smart contract execution.

Consequently, due to the non-custodian nature of these wallets, users are responsible for the safe storage of crypto funds and are therefore recommended to follow best practices in managing their private keys and seed words.

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Vision & Future Plans

9.1 Canvasland City



The CanvasLand team envisions creating a future **CanvasLand City**, the preferred city in the metaverse, as part of the project's long-term growth strategy.

The aim of this is to create a preferred virtual metaverse environment for a community of artists, businesses, brands and enthusiastic community members, who will get to participate and thrive in CanvasLand City with no discrimination. Content creators, fashion houses, premier restaurants, music concerts and virtual events, meetings and conferences—right down to the buildings and crowds, will be built and curated by the team to ensure a high quality, dynamic atmosphere. CanvasLand City will have an interactive reality built directly into its virtual realm and will be monetised through blockchain, NFT and future technologies. Virtual land purchases within CanvasLand City will offer a high sense of ownership, while all trading of assets will be easily conducted in the vibrant CanvasLand marketplace; offering investors an opportunity to invest in CanvasLand City, even if they are not active daily participants of this metaverse.

These initiatives will help to achieve the goal of making CanvasLand City innovative, future-proof, socially driven, friendly for businesses and offer a high potential for growth.

CanvasLand city will be governed by a **DAO**, with the community and token holders taking part in various decisions. In later stages, new relevant technology such as Web 3.0 will be integrated with the ecosystem.



10

Roadmap

Phase 1 (Q4 2021)

- Foundation setup
- Focus on Brand Awareness

GOAL:

- Build up community and foster growth
- Close out private round of fundraising

Phase 2 (Q1 – Q2 2022)

- Focus on engagement and promotions
- Implement a consistent content strategy

GOAL:

- Close out Public Token Sale
- Launch first series of NFT collection based on popular IPs
- Launch of the Marketplace beta
- Host events with partners to promote art and NFTs

Phase 3 (Q3 – Q4 2022)

- Launch full version of CanvasLand Marketplace
- Prepare for cross-chain integrations with various blockchain platforms
- Beta Preview of CanvasLand City

GOAL:

- Launch multiple series of NFT collection in collaboration with popular IPs and luxury brands
- Prepare for DAO features
- Launch incentive programs for artists

11

Tokenomics

11.1 CANVAS Token Structure Overview

Token Name: CANVAS Token

Total amount: 1,000,000,000

IDO token price: \$0.01

Seed Round: \$840,000

Private Round: \$3,280,000

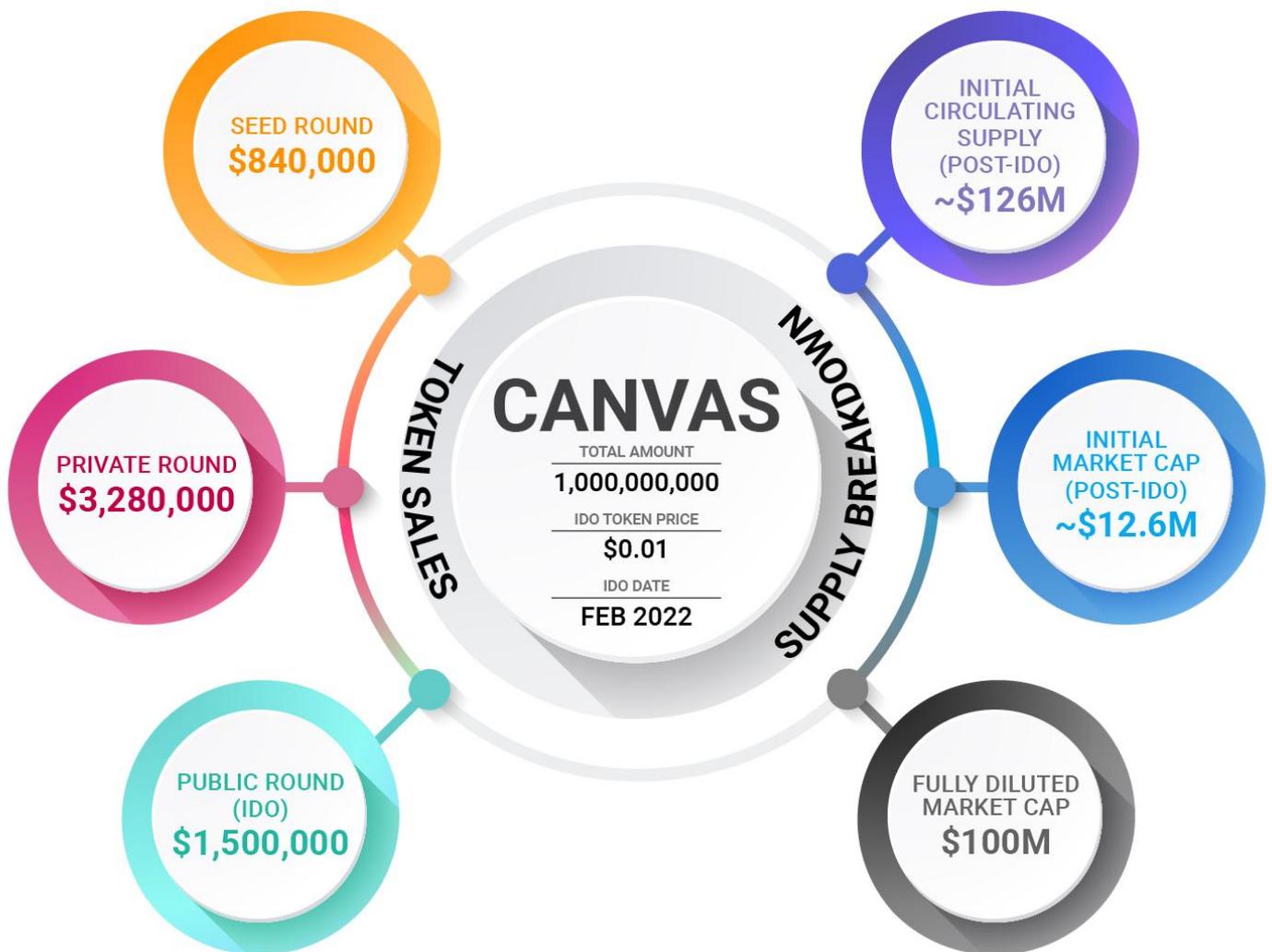
Public Round (IDO): \$1,500,000

Initial Circulating Supply (post-IDO): ~126m

Initial Market Cap (post-IDO): \$12.6M

Fully Diluted Market Cap: \$100M

Public Sale Date: Q2, 2022



ALL DISTRIBUTIONS OF CANVAS TOKENS ARE SUBJECT TO THE TERMS AND CONDITIONS RELATING TO TOKEN SALES (“Ts & Cs”) AS PUBLISHED FROM TIME TO TIME ON THE CANVASLAND WEBSITE. BY MAKING A CONTRIBUTION TO CANVASLAND TECH PTE LTD FOR THE PURCHASE OF CANVAS TOKENS (“CANVAS”), CONTRIBUTORS WILL BE BOUND BY THE T&Cs. BY ACCEPTING SUCH T&CS, CONTRIBUTORS WILL BE ENTERING INTO A BINDING AGREEMENT WITH CANVASLAND TECH PTE LTD. THE T&Cs CONTAIN PROVISIONS WHICH AFFECT THE LEGAL RIGHTS OF CONTRIBUTORS AND CONTRIBUTORS MUST READ, ACKNOWLEDGE AND AGREE TO THE T&Cs BEFORE RECEIVING TOKENS. IN THE EVENT OF ANY INCONSISTENCY BETWEEN THE T&Cs AND THE INFORMATION PROVIDED, THE T&Cs WILL BE CONTROLLING.

5% Transaction fee breakdown:

- 1% goes to the CANVAS staking program participant
- 1% leads to the token burn
- 2% allotted for operation liquidity
- 0.5% granted to the 2nd top bidder
- 0.5% shared by a pool of the rest of the bidders

EXAMPLE

If an NFT worth **\$100** is sold (**100%**), the seller receives **\$97.50 (100 - 2.5%)** while the buyer pays **\$102.50 (100 + 2.5%)**.

At this sale price, a transaction fee total of **\$5** (or **5%**, **2.5%** from the **seller** & **2.5%** from the **buyer**) will contribute to the CanvasLand Ecosystem.

In a transaction fee scenario where there is no profit sharing, a seller makes no decision in giving incentives to people who promote their artwork.

In this scenario, if the listed NFT is sold at a final price of \$100, the distribution of profits would be \$2.50 in platform fees and the seller receives the remainder - \$97.50.

However, in the **CanvasLand Profit Sharing program**, a seller has the option to incentivize promoters by setting a 20% profit-sharing option if the final sale price exceeds \$120.

With these kinds of incentives, promoters are motivated to start selling the listing to potential buyers and generate more interest, bids and ultimately achieve a higher final sale price.

In this scenario, let's say the listed NFT sells for a final price of \$200. The distribution of profits would be \$5 in platform fees (2.5%), \$40 given to the promoter as a profit-sharing incentive (20%), and \$155 is given to the seller (77.5%).

As a result of this, we can see that despite having to share a larger percentage of the sale with promoters, the seller earns a larger amount for the sale of their NFT with a higher sale price.

11.2 CANVAS Initial Token Sale

Canvas intends to run a Token Generation Event (TGE) to develop the wider CanvasLand Ecosystem. Canvas will sell **up to** approximately 300,000,000 CANVAS Tokens during the TGE. It is envisioned that the sale of these tokens will both raise funds for the CanvasLand long-term initiatives, and secondly, raise awareness and support for the CanvasLand Ecosystem.

The purchase of tokens during the TGE allows purchasers to obtain CANVAS tokens at a fixed price. In future, users who have no tokens will have to buy CANVAS tokens from existing token holders in order to use products and services in the CanvasLand Ecosystem.

INITIAL TOKEN SALE TIMELINE

- Proposed Start Date: Q2, 2022, TBC (00:00 NZDT)
- End Date: Q2, 2022, TBC (00:00 NZDT) or upon sale of 137,500,000 Canvas tokens, whichever is earlier

11.3 CANVAS Token Crowdsale

- Proposed Start Date: Q2, 2022 (00:00 NZDT)
- End Date: TBC, upon sale of 500,000,000 Canvas tokens, or upon reaching the hard cap (\$22,125,000)

It is planned that Token distribution will commence within 7 days of the End Date of the Crowd Sale, unless otherwise governed by vesting periods.

11.4 Token Distribution

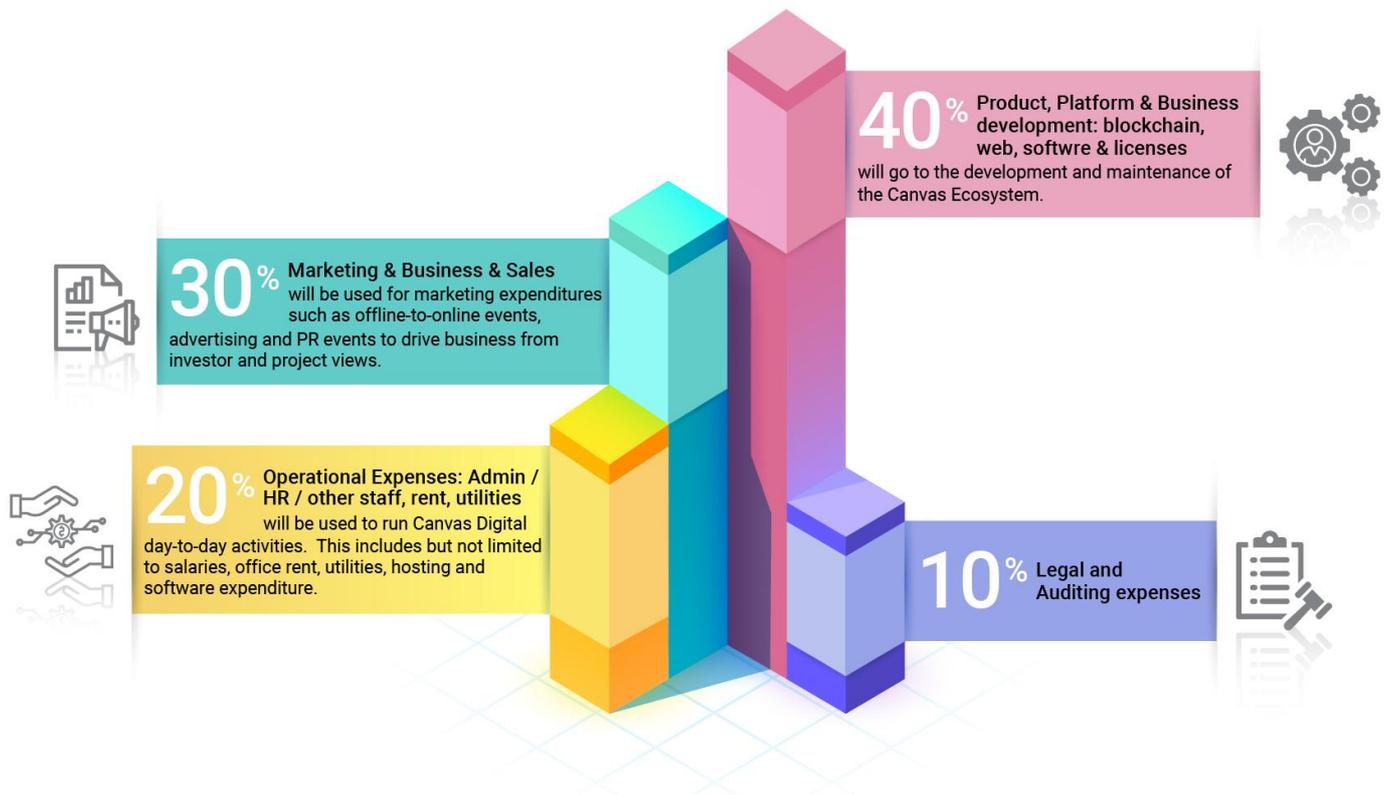
CATEGORY	TOTAL %	DESCRIPTION
Token Sale	6.8%	Public Sale: 100% unlocked Private Sale: 3 Month cliff, followed by linear release over 6 months Seed round (if any): 6 Month cliff, followed by linear release over 6 months
Staking Rewards	30%	Unlocked from TGE [To be given out over a 24 months period]
Ecosystem Fund (for grants, marketing, partnerships, etc.)	14%	Unlocked linearly over 48 months
Community Airdrop	0.2%	Unlocked at TGE
Liquidity	10%	Unlocked at TGE
Reserve (for future token sales or any unexpected scenarios)		
Reserve 1	4%	3 Month cliff, followed by linear release over 6 mths
Reserve 2	15%	12 Months cliff, followed by linear release over 6 mths
Team + Advisors	20%	2 year vesting, 1 year cliff followed by linear release over 12 months

**All nationalities, except residents or citizens of: The United States of America, Socialist Republic of Vietnam, People’s Republic of China, Singapore, or resident of a country where American embargoes and sanctions are in force, namely Iran, North Korea, Syria, Sudan, or Cuba. More information in our Terms of Token Sale.*

*** Due to market fluctuations and changes, figures in this Whitepaper may be updated or changed to reflect the market and regulatory conditions at the point of change.*

Unsold Tokens: In the event the hard cap is achieved before all tokens are sold or the hard cap is not achieved but the soft cap is, the remaining tokens will be subject to redistribution. This redistribution will take place over 12 months.

11.5 Token Financing



40% Product, Platform & Business development: blockchain, web, software & licenses will go to the development and maintenance of the Canvas Ecosystem.

30% Marketing & Business & Sales will be used for marketing expenditures such as offline-to-online events, advertising and PR events to drive business from investor and project views

20% Operational Expenses: Admin / HR / other staff, rent, utilities will be used to run Canvas Digital day-to-day activities. This includes but not limited to salaries, office rent, utilities, hosting and software expenditure.

10% Legal and Auditing expenses

11.6 Token Utility

***Disclaimer:** CANVAS is the utility token that powers the CanvasLand digital collectible ecosystem. The goal of introducing CANVAS is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on the decentral.games ecosystem, and it is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that are not exclusively provided by the issuer.*

CANVAS does not in any way represent any shareholding, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, enterprise or undertaking, nor will CANVAS entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. CANVAS may only be utilized on the decentral.games ecosystem, and ownership of CANVAS carries no rights, express or implied, other than the right to use CANVAS as a means to enable usage of and interaction within the decentral.games ecosystem.

The CANVAS Token may be utilized in a variety of ways. Initially, the CANVAS Token will be used for application and content access throughout the CanvasLand Ecosystem.

- **Token:** Purchase assets and special skill sets in the game and in the marketplace.
- **Governance:** Participate in the governance process through a Decentralized Autonomous Organization (DAO), and vote on improvement proposals and platform developments (e.g. platform operations and development). Voter incentives will be introduced to encourage voter participation. More information on this can be found in section 11.10 of this Whitepaper.
- **Staking:** Stake CANVAS tokens to earn a percentage of platform revenues (e.g. Digital collectible sales, asset sales, and transaction fees).
- **Advertising:** It can be used to fund transactions on the platform, as an advertising boost for NFT listings, discounted access, and community voting and moderation.

Other benefits of holding CANVAS tokens include exclusive access to CanvasLand's Premium NFT launches, transaction discounts, purchasing ad & gallery space and collateral for NFT rental.

11.7 CANVAS Token Staking Rewards

A portion of all CANVAS charged in transaction fees will be split among stakers (proportional to their stake/tier). CANVAS tokens from the Staking Rewards pool will be emitted on a regular schedule to stakers. Further, there will be balloting chances periodically to earn NFT giveaways.

By staking their CANVAS tokens, CANVAS stakers gain access to priority opportunities when purchasing exclusive NFT collaborations that are launched on CanvasLand (e.g. extra allocation, exclusive sales, discounts). CANVAS stakers will also gain access to priority listings and exposure when listing NFTs for sale on CanvasLand. Staking CANVAS Tokens also offer a chance to receive airdropped tokens for certain project partnerships.

11.8 Exclusive NFTs & Collaboration Sales

One of the additional perks of holding CANVAS tokens will be the access to some **exclusive offers**. CanvasLand will be working with many different prominent artists and brands during their launch onto the Marketplace. CANVAS holders will have the first option to purchase exclusive NFTs in limited quantity. There may also be avenues where CANVAS holders can be granted the opportunity to be a part of a virtual Q&A or meet-and-greet with these artists.

11.9 Canvas Master Collector

The option to stake CANVAS Tokens becomes particularly rewarding on the Canvas Collector dApp. By implementing a 'Proof of Collector' protocol within Canvas Collect, CANVAS token holders will have the option to stake tokens against their Canvas Collector account, and thereby increase their Canvas Collector ranking.

Benefits of Canvas Collector rankings include:

- Receiving free collectibles that are unavailable to other platform users.
- Be rewarded with access to rare and limited edition collectibles, only available to Canvas Collectors. The higher the collectors ranking, the higher the percentage chance of receiving limited edition NFTs and rewards.
- Priority access to purchase newly listed collectibles.
- Participate in governance for user submissions and rentals.
- Collectors will have access to many other retail and physical collectible benefits including the ability to participate in location-based activities and launch events.

Depending on the amount of CANVAS held, and length of time they are held for, collectors will be able to 'rank up' to **master collector status**, where they will also be rewarded with the opportunity to:

- Earn a higher percentage of the exchange/rental fee for providing network support. For example, once Canvas Collector has been established, master collectors will govern all user submissions, and earn a commission for their work.
- Manage arbitration and escrow between parties, to facilitate sale and rentals of digital collectibles and artworks. This will use CANVAS tokens as the security deposit, and Master Collectors will also receive commission for their participation.

There will also be other ways to increase collector rankings including social activities, competitions and collector achievements.

CANVAS Tokens may be acquired directly from Canvas during the crowdsale and after from cryptocurrency exchanges or via fiat purchase.

11.10 CanvasLand DAO Governance

A separate token, CANGOV (TBC), will be a governance token that allows token holders to participate and take part in Governance decisions of the platform, utilizing a DAO structure. Users and holders can exercise voting rights on key issues and elements of the CanvasLand project, but there will strictly be one wallet per member – with decisions made based on one vote per member; and new membership being put to a vote.

The CanvasLand DAO will allow participation in major decisions that affect the CanvasLand Ecosystem. Token holders can exercise voting rights on key elements such as the direction of the platform roadmap, which platform features to prioritize, and determining the structure and development of CanvasLand City. In essence, the DAO will allow users to participate in major decisions affecting the CanvasLand platform. CANGOV holders can vote themselves or delegate voting rights to other holders of their choice.

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**CanvasLand
Team**

The CanvasLand team will be responsible for growth and support of the CanvasLand Ecosystem. It consists of leaders, developers, and advisors, who share a common passion to create the CanvasLand Ecosystem's vision.

12.1 Founding Team

Andrew Tay - CEO

Andrew has over 25 years of experience in senior leadership roles in multiple NASDAQ companies, giving him a deep understanding of the Asia Pacific market. His areas of expertise include: Business Strategy, Technological Direction and Market Penetration.

Jibrail Idris - CTO

Jibrail has over 15 years of experience in leading technical teams to success. With a focus on intellectual property, Jibrail has used both AI and Blockchain to solve major problems. He has led teams in the Blockchain Advisory department of KPMG, universities and AI firms, and has a keen eye for innovation. In his spare time, he has developed cryptocurrency exchanges, wallets, multiple other dApps, and has his Doctorate in Philosophy.

Eliza Lee - Head of Marketing

Eliza has over 12 years of experience with digital strategies, business development, and brand-building especially within the startup and digital assets space. Having founded a successful eCommerce brand at the age of 20, she also eventually started OpenMinds HK, a full service digital agency with offices in HK, Singapore and Malaysia and Block Effect, a crypto-centric marketing arm.

12.2 Board & Advisors

Joe Ngoi - Founder, Adpost

Joe is a serial entrepreneur, and has more than 25 years of experience in the TMT (technology, media, and telecom) industry with extensive experiences in strategic planning, product development, marketing and investments around the world in more than 8 countries. Previously he served as senior architect and principal consultant for Sun Microsystems and BEA. Furthermore, he had shepherded QualiPSO, the largest open source innovation project founded by European Commissions. Joe is a member of steering committee for Chinese national Mega Innovation projects. He is also a sitting professor at South China University of Technology. He sits on the China National BlockChain Standard committee, and is also a founding member of Shenzhen BlockChain Association.

13

**Ecosystem
Partners**



14

Risks and Disclaimers

PLEASE READ THIS PART “RISKS AND DISCLAIMERS” CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S). By accessing the information set forth in this document or any part hereof, you represent and warrant to CanvasLand Tech Pte. Ltd. (“Canvas”) that you unconditionally and irrevocably accept and agree with the following:

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NO AGREEMENT

No person is bound to enter into any contract or binding legal commitment concerning the sale and purchase of the Canvas Tokens and no cryptocurrency, or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement in relation to any sale and purchase of Canvas Tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “Canvas Token Sales Terms”) of such agreement. In the event of any inconsistencies between the Canvas Token Sales Terms and this Whitepaper, the Canvas Token Sales Terms shall prevail.

NO ADVICE

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by Canvas to acquire any Canvas Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. You must conduct your own due diligence and ensure you comply with all local laws regarding cryptocurrency, tax, securities and other regulations in your jurisdiction. We encourage you to consult with the relevant professional advisors independently.

If any provision or part of any provision in this “RISKS AND DISCLAIMERS” part 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 of any provision under this “RISKS AND DISCLAIMERS” part shall not affect the validity and enforceability of the rest of this “RISKS AND DISCLAIMERS” part.

NO OFFER OF SECURITIES OR REGISTRATION

This document is for information purposes only and does not constitute or form, and not intended to be, an offer or solicitation of an offer to buy or sell, subscribe for, underwrite or purchase any form of investment or securities or other financial instruments, nor shall it or any part of it form the basis of, or be relied upon, in any way in connection with any contract or investment decision relating to the same. It does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

DISCLAIMER OF LIABILITY

In no event shall either Canvas, or any of their respective current or former employees, officers, directors, partners, trustees, representatives, agents, advisors, contractors, or volunteers be 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, and loss of use or data), arising out of or in connection with:

- (i) any acceptance of or reliance on this Whitepaper or any part thereof by you;
- (ii) any failure by Canvas, any of its affiliate companies or third party contractors or licensors to deliver or realize all or any part of the project described in or envisaged in this Whitepaper;
- (iii) any information contained in or Canvastted from this Whitepaper;
- (iv) your use or inability to use at any time the services or products or Canvas Tokens offered by Canvas,

- (v) mistakes or errors in code, text, or images involved in the Canvas Token sale or in this Whitepaper; or
- (vi) any expectation, representation or warranty arising (or purportedly arising) from this Whitepaper;
- (vii) the purchase, use, sale, resale, redemption, or otherwise of the Canvas Tokens; or
- (viii) the volatility in pricing of Canvas Tokens in any countries and/or on any exchange or market (regulated, unregulated, primary, secondary or otherwise);
- (ix) any security risk or security breach or security threat or security attack or any theft or loss of data including but not limited to hacker attacks, losses of password, losses of private keys, or anything similar; and
- (x) your failure to properly secure any private key to a wallet containing Canvas Tokens.
- (xi) while we do our best to perform DD (Due Diligence) with all listings, Canvasland is not held liable for any plagiarised or inauthentic listings or the sale of such products.

NO REPRESENTATIONS AND WARRANTIES

All information is provided without any warranties of any kind and Canvas, its employees, officers and/or advisors do not make or purport to make, and hereby disclaim, any express or implied 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. This Whitepaper and the Canvas Tokens are provided on an "as is" basis and without any warranties of any kind, either expressed or implied. Each of Canvas, its employees, officers and/or professional advisors assumes no responsibility or liability to you or any third party for the consequence of reliance on such information, errors or omissions in such information or any action resulting therefrom. You assume all responsibility and risk with respect to your use of the Whitepaper and purchasing of any amount of Canvas Tokens and their use.

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by Canvas or their respective directors, executive officers or employees acting on behalf of Canvas, that are not statements of historical fact, constitute "forward looking statements". Some of these statements can be identified by forward-looking terms such as "aim", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "target", "will" or "would", or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements.

All statements regarding Canvas's business strategies, financial position, plans and prospects and the future prospects of the industry which Canvas is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to Canvas's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding Canvas are matters that are not historic facts, but only predictions. These forward-looking statements involve

known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Canvas to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements.

These factors include, but are not limited to:

- (a) the risk that Canvas may be unable to execute or implement their respective business strategies and future plans;
- (b) risks and uncertainties associated with Canvas and its businesses and operations, the Canvas Tokens, the Canvas Initial Token Sale, and the Secure Wallet (each as referred to in the Whitepaper).
- (c) changes in the future capital needs of Canvas and the availability of financing and capital to fund such needs; (d) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Canvas conducts its respective businesses and operations;
- (e) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (f) changes in the anticipated growth strategies and expected internal growth of Canvas and/or their respective affiliates;
- (g) changes in the availability and fees payable to Canvas in connection with their respective businesses and operations;
- (h) changes in the availability and salaries of employees who are required by Canvas and to operate their respective businesses and operations;
- (i) changes in preferences of customers of Canvas;
- (j) changes in competitive conditions under which Canvas operate, and the ability of Canvas to compete under such conditions; and
- (k) war or acts of international or domestic terrorism, occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of Canvas, and other factors beyond the control of Canvas.

All forward-looking statements made by or attributable to Canvas or persons acting on behalf of Canvas are expressly qualified in their entirety by such factors. These forward-looking statements are applicable only as of the date of this Whitepaper, and nothing contained in this Whitepaper is or may be relied upon as a representation or undertaking as to the future performance or policies of Canvas, or in relation to the truth, accuracy and completeness of any of the information set out in this paper. The actual results, performance or achievements of Canvas may differ materially from those anticipated in these forward-looking statements. Whilst Canvas intends to fulfil all the goals set out in this document, in case of unforeseen circumstances, the goals may change or may not be achieved without any notice to you.

Neither Canvas or any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of Canvas will be as discussed in those forward-looking statements. Further, Canvas disclaim any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even

if new information becomes available or other events occur in the future, except to the extent required by law.

THIRD PARTY INFORMATION AND NO CONSENT OF OTHER PERSONS

This Whitepaper includes information obtained from various third party sources (“Third Party Information”). None of the publishers of Third Party Information has consented to the inclusion of Third Party Information in this Whitepaper and is therefore not liable for Third Party Information. While Canvas have taken reasonable actions to ensure that the information is extracted accurately and in its proper context, Canvas have not conducted any independent review of the information extracted from third party sources, verified the accuracy, timeliness or completeness of such information or ascertained the underlying econCanvasc assumptions relied upon therein. Consequently, neither Canvas nor any of its respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

NO ADVICE

No information in this Whitepaper should be considered to be legal, business, financial or tax advice regarding Canvas, the Canvas tokens, the Canvas Initial Token Sale, and the Secure Wallet (each as referred to in the Whitepaper). You should consult your own legal financial, tax or other professional adviser regarding Canvas and their respective businesses and operations, the Canvas tokens, the Canvas Initial Token Sale and the Secure Wallet (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of Canvas tokens for an indefinite period. You must conduct your own due diligence and ensure you comply with all local laws regarding cryptocurrency, tax, securities and other regulations in your jurisdiction.

NO FURTHER INFORMATION OR UPDATE

No person has been or is authorized to give any information or representation not contained in this Whitepaper in connection with Canvas and its respective businesses and operations, the Canvas Tokens, the Canvas Initial Token Sale, and the Secure Wallet (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of Canvas.

The Canvas Initial Token Sale (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of Canvas or in any statement of fact or information contained in this Whitepaper since the date hereof.

RISKS AND UNCERTAINTIES

Prospective purchasers of Canvas Tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with Canvas, and their respective businesses and operations, the Canvas Tokens, the Canvas Initial Token Sale and the Secure Wallet (each as referred to in the Whitepaper), including all

information set out in this Whitepaper prior to any purchase of Canvas tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of Canvas could be materially and adversely affected. In such cases, you may lose all or part of the value of the Canvas tokens.

The regulatory status of cryptographic tokens, including any digital currency, digital assets and blockchain applications is unclear or unsettled in many jurisdictions. The publication and dissemination of this document do not imply that any relevant laws, regulations and rules have been complied with. No regulatory authority has examined or approved this document. Where any relevant governmental authority makes changes to existing laws, regulations and/or rules, or where financial institutions make certain commercial decisions, it may have a material adverse effect and/or impair the ability of any relevant entity referred to in the document to function as intended, or at all. There are risks involved in the technologies relating to the Ethereum blockchain, and the Canvas tokens, such as unforeseen bugs, security issues or disruptions. By way of the above and other factors not within our control, the entire sum used to purchase the Canvas tokens may be lost.

Canvas may contract with third parties to develop and license their products and/or technology for use within the Canvas Ecosystem. While Canvas will take all commercially reasonable steps to secure the necessary rights and licenses, there are risks and uncertainties associated with the business and operations of such third party contractors that are beyond Canvas's control and they may not deliver on the products and/or technology. There is also a risk that Canvas does not succeed in obtaining and/or renewing the necessary rights and licenses to such third party products and/or technology mentioned in this Whitepaper. Such events may have a material adverse effect on the function, deployment and use of the Canvas Ecosystem as intended.

This Whitepaper does not identify, or claim to identify, all the risk factors connected with Canvas and its businesses and operations, the Canvas Tokens, the Canvas Initial Token Sale, and the Secure Wallet (each as referred to in the Whitepaper). The disclaimers set out above are not exhaustive. A more comprehensive list will be set out in other documents that may be published by Canvas from time to time. You must make your own independent evaluation, after making such investigations as you consider essential, of the merits of participating in the Token Sale and after obtaining your own independent professional advice. To the fullest extent possible, Canvas shall not be liable for any responsibility, liability, claims, demands and/or damages (actual and consequential) of every kind and nature, known and unknown (including, but not limited to, claims of negligence), arising out of or related to any acceptance or reliance on the information set forth in this document by you.

TERMS USED

To facilitate a better understanding of the Canvas Tokens being offered for purchase by Canvas, and the businesses and operations of Canvas, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this

Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.