# sayl

# WHITEPAPER

The first owner relationship management platform for web3

# Executive Summary

Our mission is to connect businesses with their customers, everywhere.

When we think about Web3 and what it means for the **relationship between businesses and brands**, we see that this relationship is **fundamentally changing**. One of the key elements is that **customers become owners**. They own digital assets, they own NFTs of a brand, an artist or a club, they own tokens. Web3 therefore means a paradigm shift from consumption to ownership.

That being said, we see that **legacy CRM software is not compatible with web3**. Not from a technological perspective, and certainly not from a philosophical point of view. Traditional CRM software does not support blockchain, smart contracts, NFTs, and is all about data silos and 'owned media channels'. Philosophically speaking traditional CRMs are focused to get a transactional outcome, where they do not consider a mutual long-term relationship with a customer that now has skin in the game.

With Sayl we will empower brands to create long-term relationships with 'owners' and therefore **we are building the next generation of relationship management software**. Blockchain native, allowing access to customer data in digital and physical worlds, orchestrating tokens and forging a meaningful relationship between owners and brands via quests and perks.

The launch of the Sayl Token introduces the utility that owners need to step into these meaningful relationships. We thereby introduce a unique '**Engage-to-Earn**' mechanic that works as a compulsion loop and that creates continuous value for both brands and owners.

The value of the Sayl token is based on the combination of a unique business platform available for brands, and the requirement that to buy the NFTs of the connected brands, buyers need to possess either Sayl tokens or the derived brand tokens. Likewise, brands will need to buy Sayl tokens in the open market in order to be able to push sponsored engagements.

The Sayl dApp will be a launchpad for all user engagements and the focus of the app will be put on user-friendliness, the smooth connection with crypto wallets, and the easy onboarding and opt-in towards the featured brands. Sayl users will benefit from features like staking, farming, voting, next-generation cashbacks and tokenized loyalty.

Brands will have their own embeddable space in the Sayl platform and **NFT marketplace**. On the NFT marketplace, fans can show their love for a brand by purchasing NFTs.

With a mature and scalable platform, a swift and passionate team, and with a proven experience to deal with global brands, we believe Sayl is extremely well positioned to redefine customer engagement & commerce for the web3 economy.

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# INTRODUCTION

Sayl token is the latest addition to Sayl, a customer engagement & commerce platform for large omnichannel businesses. The Sayl platform is today live and already in use by more than 300 brands, restaurant chains and retailers: they use Sayl for online and in-store/in-resto ordering, for customer data activation, for retention & loyalty purposes, for identifying their customers in an omnichannel context and to serve their customers more personally.



While dealing with global brands and fast growing restaurant chains, the Sayl team experienced first-hand that for large corporations, interest for the token economy is growing but concrete use cases and tools are missing.

Furthermore, a question that returns is how new web3 possibilities can further improve the connection the brand has with its customers, today and in the future.

We noticed that brands are all eyeing web3 but there is a lot of room for understanding and a lot of barriers to tear down.

With regard to removing barriers, with Sayl Conn3ct we introduced support for managing the full lifecycle of an NFT. From creation of the NFT, the minting, the selling of the NFT, distributing the NFT towards consumers and up to the operational perks one can get for buying the NFT: Sayl facilitates this in one platform.

The integration of blockchain and web3 in Sayl opens unprecedented opportunities for brands in combination with our introduction of Sayl tokens and the Sayl App:

- The ability to launch marketing campaigns towards an engaged audience
- Access to real-time purchase data that consumers provide in campaigns
- The creation of a Direct-To-Consumer relationship without disintermediation by retailers or food aggregators
- Verified customer data instead of fake online profiles
- Introduction of own branded tokens

The Sayl platform website can be visited on https://saylcloud.com

# PURPOSE & INDUSTRY PROBLEMS

Our purpose is to connect consumers with the brands they love. We believe that the Sayl token will play a key role in a freshened relationship between consumers and brands.

Sayl focuses on brands that are B2C and that put a lot of effort in connecting with their consumer base. Brands is an umbrella term in this white paper, where we mean consumer brands, restaurant brands, retailer brands, music brands, luxury brands, sports brands and sports clubs.

Brands know that visibility is key in attracting new consumers and marketing budgets grow year by year, however what we see is that lots of brands are failing in their marketing activities and their marketing campaigns yield low results.
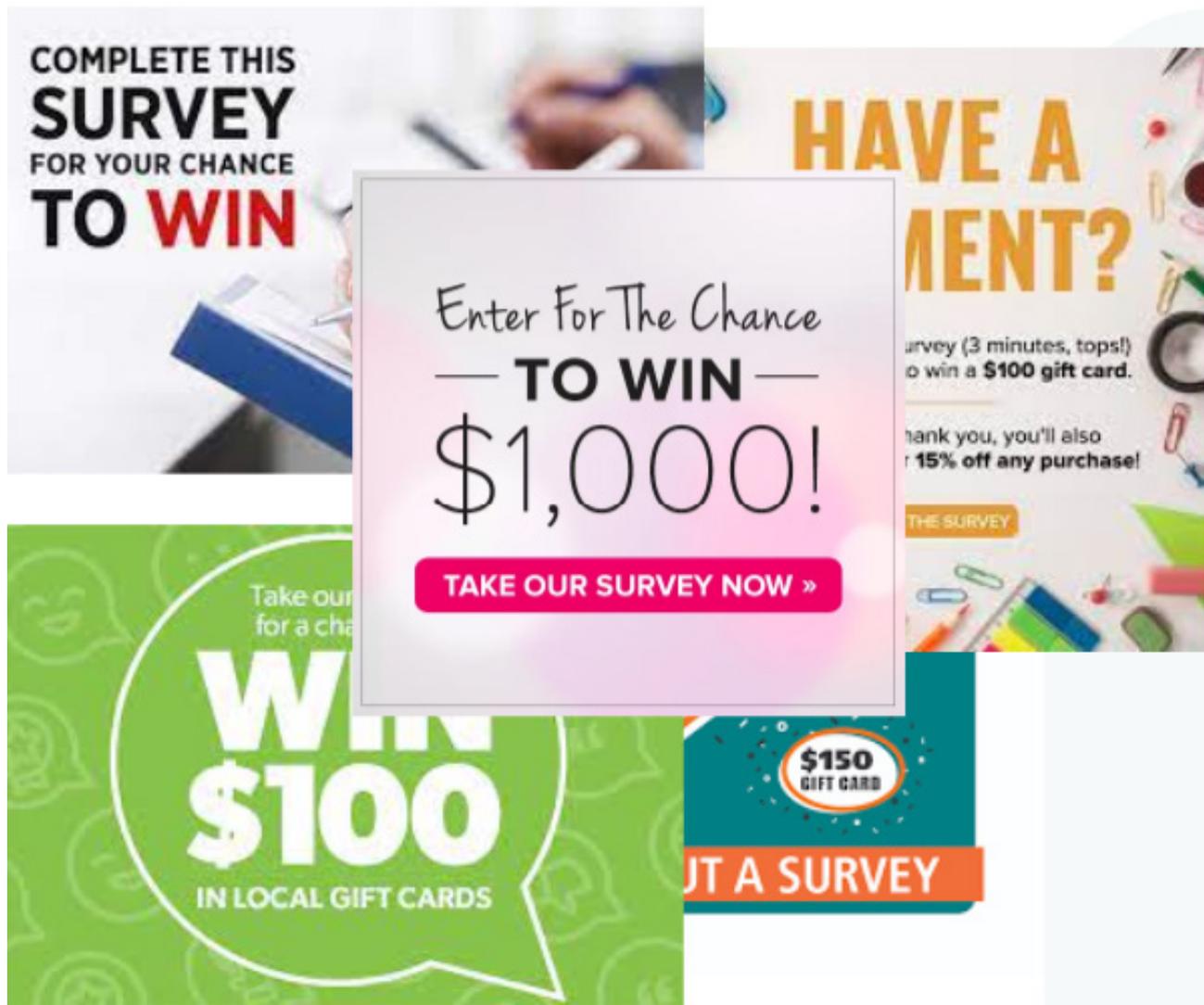
There are a number of key reasons for getting a low ROI on marketing:

- brands use outdated tactics that ask by themselves for low engagement
  - Uninspiring and outdated marketing contests, boring surveys and cashback campaigns that require jumping through too many hoops.

- no convincing incentive
  - we all have been invited to participate in surveys that will give you the chance to win a $ voucher. Do you really believe that you will win such voucher?

- value is captured by middle men
  - a brands marketing budget is literally eaten by middle men. Digital agencies, marketing agencies, advertising companies, publishers, fulfillment companies all together take a major piece of a brands marketing budget, even up to 85%[1]!

# Building fan loyalty and customer retention

End of 2021 Nike's CEO John Donahoe unveiled Nike's new dedication score[2], which rewards top customers. These top customers will be put first-in-line when Nike drops new exclusive sneakers via their Sneakers app. Showing your loyalty to a brand and engaging with the Nike brand will become a requirement to have a chance to be a customer. With this step Nike moves further from a pure consumer brand to a technology and data company.

Only few brands possess the financial and human resources like Nike to capture each engagement in every single sales channel that exists. The difficulty in the game is the word 'omnichannel context', as the time of 'my consumer is the one who visits my website/webshop' is a decade behind us. Now with the advent of a new channel like metaverse, consumer interactions and doing something useful with these interactions (like measuring fan score) will become even more key.

Most consumer brands have little to no relationship with their end-customers as they simply do not know them. The retailer captures the customer relationship and brands have to deploy alternative means to engage with their customers. For restaurant brands the customer relationship is captured by third party food aggregators like UberEats, Deliveroo, ...where the restaurant is degraded to a mere food factory.

[1] PWC UK study for ISBA, May 2020
[2] https://www.businessinsider.com/nike-dedication-score-gets-sneakerheads-more-high-heat-sneakers-2022-1

# So what tactics does a brand deploys to get closer to their consumers?

A main tactic for brands is to run "brand activation campaigns" to reclaim contact with their consumers. The heart of these marketing-driven brand activation campaigns are social media activities and creating vertical platforms and communities.

When engaging directly with consumers, the marketing departments of brands most often fall back to outdated tactics of the past: for example, you have the chance to win a 100$ voucher when you fill in a survey. This creates a low incentive by design: who in the world believes you will actually win that voucher?

The marketing departments of the brands continuously create contests and other consumer-rewarding activities in order to incentivize the customers to engage with them.

Marketers won't like to hear this, but the harsh reality is that the vast majority of people participating in those contests, sweepstakes, raffles and other rewarding activities are simply opportunistic consumers desiring to win something. Winning in these contests has become a profession for a lot of players, where players unite on forums to share knowledge, making public the correct answer to contests, ...

While the marketer may seem to have received a bunch of new consumer data, these people are all but the real brands consumers.

Another main tactic are 'cashback campaigns', however in practice these turn out to be extremely cumbersome for brands in terms of operations: the brands must discuss with the retailers where the cashback is eligible and then the consumer must send his proof of purchase to a receipt processor company that will validate the purchase and eventually will send a euro or a dollar back to the consumer banking account. This whole operation easily takes up to 6 months.

Retailers do not have the above problem of a brand in terms of cashback campaigns, as often they have an App that the consumer is using, they do know exactly what someone is buying in their store, and they can therefore easily send a cashback even within the same day if they want. In the retail landscape we also see a lot of movement with fintech and bank apps that connect with retailers to facilitate these scenarios. Bottom line, such tactics work perfectly for the retailer but not for a brand.

# Turning passive fans into active stakeholders

Web3 will give rise to a new dimension for the word fandom[3]. Fandom is a community of fans that share a passion or interest in something or someone. Numerous examples are available: celebrity fandom, music fandom, sports fandom, and also brands fandom.

For brands, true fans that turn into ambassadors were in the era of web2.0 a golden lever to grow enormous audiences. Professor Erin Reilly from the university of Texas did much research in the field of fan engagement and what motivators drives fan behavior[4].

In web 3.0 the fandom formula will be rewritten as:

# Community x Autonomy x Equity

Fandoms will go beyond 'connecting with others' and 'sense of belonging to a group', but will also be 'self-regulating' and 'decentralised'. Think about fan communities that create fan material of a brand or that bring valuable data to a brand (eg. purchase data), and where active fans can buy or earn a stake in their community. For the sake of clarity, with 'equity' we don't mean this in the sense of a security, but in the sense of 'being part of the community by holding at least one token'.

Web 3 enables fans to seek alignment amongst the community, in order that all involved can share in the value that is being created. Sayl wants to make it possible that fanship can turn into equity, affinity and shared passion is translated into economic value. You are not only a fan, you are not only an ambassador, you are also an owner of what you love and the economic yield this brings.

In our future vision of branded tokens, there is no limit on the kind of entity that creates a token based on the Sayl token. A community of fans could potentially issue branded tokens via the Sayl launchpad. As such, community tokens combine elements of fandom (belonging / connection), patronage (membership and support) and investment (liquid ownership). It's a form of the ownership economy giving stakeholder fans exposure to the growth potential of their passion as well as the opportunity to help shape that potential. With such a token as equity, member fans get to benefit directly from the growth of the community, and hence are incentivised to actively help and contribute.

These future branded tokens can be bought or exchanged, but tokens can also be earned as rewards for contributing to the brand community.

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[3] https://en.wikipedia.org/wiki/Fandom
[4] http://www.ebreilly.com/leveraging-engagement.html

# The solution: Engage to Earn

To connect consumers with brands, we introduce a new web3 paradigm: Engage to earn. This paradigm name doesn't come out of thin air: many popular web3 tokens and NFTs are related to two immense popular mechanisms in the mobile gaming industry: Free-to-Play and Play-to-Earn.

In the mobile gaming industry, Free-to-Play games are convincingly dominating the scene and are projected to continue increasing in both revenue and the market share for years to come. Free-to-play removes an often insurmountable threshold for a new player to take part in the game. Combined with a Play-to-Earn model, every player can enjoy the game all while creating value and making the Play-to-Earn model true to its name by minimizing the need of high initial cost.

Based on the above principle, the Engage-to-Earn model will cover an over-time growing set of 'user or fan engagements' that each lead to the reward of Sayl tokens. A brand that joins the ecosystem can define the user engagements they value and the Sayl team will make sure there is alignment between the amount of tokens one receives for a specific user engagement.

Users engage with their favorite brands using the SAYL app

Users get rewarded it Sayl tokens or branded tokens. More engagements means more earnings. Enjoy

Users enjoy unique experiences and gain exclusive advantages from the NFTs they earn or purchase
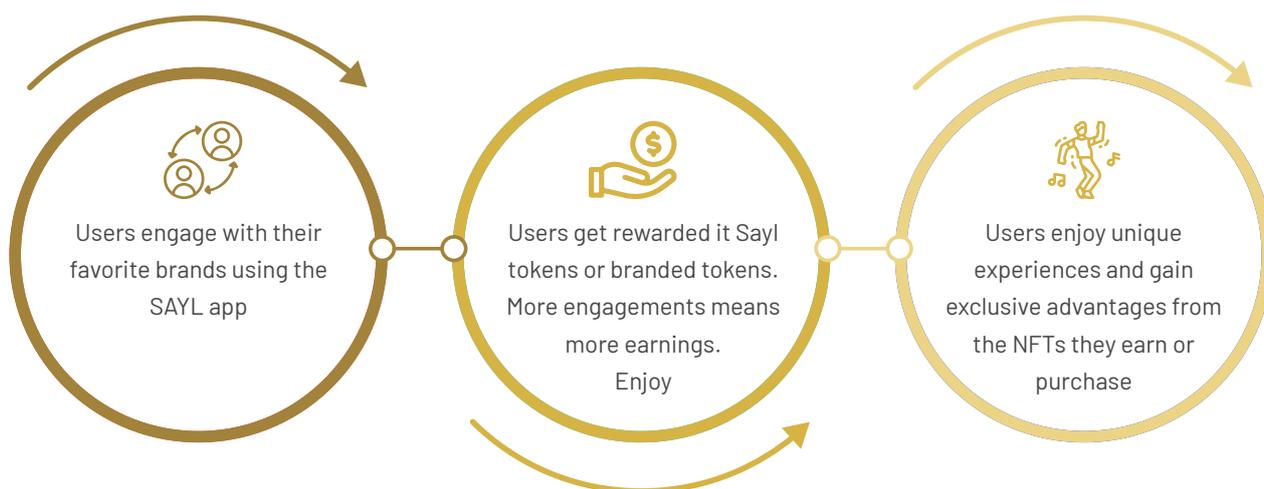
Sayl will introduce a Sayl App that will serve as the glue between the consumer and the brands. This app will allow:

- to make engagements fun again. We collaborate with top gamification experts in order to turn boring and outdated campaigns into fun engagements, via leaderboards and tiers.

- to be rewarded, to feel rewarded. As a consumer, when you engage, you will get tokens. There is no "maybe you have a chance to win". Every engagement means a reward.

- to unlock and enjoy unique experiences. Just collecting tokens is one thing, we want to make the staking of tokens valuable by working together with the brands and partners to provide unique experiences, like meet & greets, VIP events, ...

- to avoid middle men: brands create campaigns on our platform and connect directly with consumers. No other agencies involved.

In the above we speak about engagements, but maybe you have a hard time to visualize these engagements. Therefore we provide you a number of tangible examples:

- Proof of purchase: send your digital ticket or scan a cash register receipt as proof of buying a brands product
- Proof of attendance: send your location on an event, a stadium, a restaurant, ...
- Order at a restaurant of one of the participating restaurant brands
- Interact with a brand in a metaverse and receive Sayl/branded tokens for each visit.
- Fill in a survey proposed by the brand
- Post pictures on your social media from you together with the brands product
- Purchase a brand's item in a virtual game and receive tokens
- Register in the app of a brand and receive tokens
- Purchase a Netflix kind of subscription and receive an NFT

The Sayl platform will provide libraries and integrations to brands so the assessment of a user engagement can be automatically validated. Today Sayl already receives thousands of events and interactions from consumers active on the Sayl Resto/Retail storefronts. The existing solution will be extended via libraries & SDKs by linking to apps, websites, metaverses. Consumers will use the Sayl dApp to claim and harvest the Sayl tokens, and to see the brands they connect with (see also chapter 'stakeholders and capabilities').

# How we get users in the ecosystem

The Sayl platform today includes key elements to collect consumer data, consumer interactions, identify consumers in different sales channels, and activate the consumer the moment it matters, in the right channel:

- a datalake that can collect up to 180 data points per interaction
- a customer audience segmentation builder
- a no-code customer journey interaction builder
- a KPI reporting dashboard to assess the performance of segments and journeys

Next to these Customer Data and extensive Commerce capabilities, with the recent addition of Sayl Conn3ct, we are able to offer brands a compelling and out-of-the-box package where they can create and sell or transfer/distribute NFTs, where we store each interaction with the NFT, where we allow the validation of the NFTs in the real world context and allow real-time insights on their customers.

Brands are able to sell the NFT in their Sayl webshop, or put them for sale on our to-develop NFT marketplace, and to make promotion to their customer base regarding their own NFT. To buy the NFTs, consumers must download the Sayl dApp (see separate paragraph) and via an easy onboarding process will be able to buy branded NFTs using the Sayl Token.

We will evolve into an ecosystem supplier where we will not only provide technology, but where we create branded tokens for the business brands that use Sayl. The branded utility tokens will be derived from the Sayl utility token, much like the Chiliz fan tokens[5] work. This way, people can buy the exclusive NFT of a brand while even using the brand's token. For the business behind the brand, the creation of the token and everything that comes with it from legal and regulatory perspective will be handled via Sayl.

[5] https://www.kraken.com/uk-ua/learn/what-is-chiliz-chz

# The Sayl dApp

The Sayl mobile application is a key element in the Sayl token story. From a helicopter view, the app will make it possible:

- to register as a user
- as a user, to invite other users (referral program)
- to opt-in to brands that are present on our platform
- to find the brands engagements
- to buy NFTs of these brands on the Sayl marketplace
- to unlock collectible NFTs by reaching achievements.
  These achievements can be Sayl originated or defined by brands.
- to be rewarded with tokens for user engagements
- to lock the Sayl token and get rewards

When a user initially launches the app, the registration and onboarding of the user will be required in order to effectively use the app. For consumers that aim to collect Sayl tokens, the most basic scenario will be the scanning of cash register receipts whereby the Sayl platform will process the receipt and based on a predefined coefficient will reward tokens (see chapter on Tokenomics).

Brands that cooperate with Sayl can launch user engagement campaigns that do not require intermediation of retailers. For example, a brand could launch a reward campaign where you get x amount of tokens when you prove that you purchased their products.

Our marketplace will be accessible to the app users and it will be possible for them to purchase NFT's from brands and resell NFT's they own. Our marketplace will differentiate itself from the well known NFT marketplaces as it will be conceived to support large NFT collections.

# Use cases we support today, and tomorrow

The Sayl platform supports different use cases out-of-the-box, based on developments in the past period. In the future we aim to include big ecosystems that exist outside our own platform, so brands with an existing tech stack can easily integrate Sayl and its customer data capabilities for web3.

➡ Use case: proof of purchase (scanning of cash register receipts)

Consumers that order online or physically in a store or a restaurant receive proof of their purchase, the so-called cash register receipt. This receipt contains valuable information for both brands and retailers: for brands they can view the price their products are sold with, in which location, at what time, in conjunction with what other products. For retailers these cash register receipts contain information they value too: what's the price of certain items in a competing store?

By using the Sayl dApp, a user can choose to earn tokens based on the upload of a receipt: either via purchasing something in a connected Sayl Retail or Sayl Resto store, but more importantly, also by going to the store/ordering online and taking a picture of the cash register receipt.

These purchase data are also used as a proof of purchase used by brands to issue unlockable NFT's based on purchase behavior.
You can imagine the example of a consumer brand issuing a collection of NFT's giving their owners a certain perk. These NFT's are automatically distributed to the consumers who prove they purchased for a minimum of x€ over the last month.

The receipt scanning engine will allow them to build such use case without requiring an integration with retailers.

➡ Use case: ordering in a restaurant
By using Sayl Resto, restaurant chains can offer eat-in (QR code on table) or online ordering (for take-away/delivery). With our built-in loyalty system and connection with more than 100 POS systems, we can easily support for these restaurant chains the reward of Sayl tokens for every food order, based on the parameters the restaurant can set for themselves in the Sayl admin.

➡ Use case: buy a NFT online or in a virtual world, get discount at the restaurant or retailer
Our Sayl Store Manager App helps store managers and shop associates to run a shop or restaurant in an operational excellent way: they have access to online and in-store orders, to customer data, vouchers and loyalty.

Recently we added support for NFT and token validation, so shop associates can be instructed to give a certain discount in the store/resto to only the people that prove they own a certain NFT/ certain amount of tokens. That's right: the Sayl Store Manager App allows them to validate a presented wallet, at-the-spot.

For Sayl Resto business clients, such discounts can even be applied automatically during the food order checkout process, without the intervention of a shop associate.

⬤ Use case: buy a NFT online or in a virtual world, receive exclusive goodies in VIP webshop

By using Sayl Retail, consumer brands and retailers can create a fully fledged webshop in less than 30 minutes that is restricting access to persons that proof they own a specific NFT.

This use case is ideal for brands that want to reward NFT ownership with access to exclusive goods. Thanks to the built-in support for video commerce, these retailers and brands can even speak face to face with each other, further explaining why the goodie is so exclusive and further strengthening the connection between brand and consumer.

We also provide merchants with a portable javascript library that they can place on any website or webpage to create a "wallet-based" access mechanism.

As the global level of maturity grows we will empower brands to create their own web3 use cases by adding gradual features and capabilities to the Sayl platform to support new types of engagement.

# SAYL TOKEN: UTILITY OF THE TOKEN

Utility tokens play a central role in Sayl. We foresee two versions of the utility tokens: the Sayl token and the branded tokens.

## Sayl Token

A utility cryptographic decentralized token issued by Sayl being the token which can be used by brand fans.

Owners of the Sayl token will have the rights/will be able to do:

### 1. Receive advantages defined by the brands

An advantage can be a discount in a restaurant, it can be free parking, it can be free goodies.

### 2. Exchange tokens for NFTs

As a Sayl token holder, a consumer can get NFTs of the connected brands by exchanging them for Sayl token.

Note: since Sayl token is not a payment mean, Sayl token can not be used to buy for example food in a retail store or restaurant.

### 3. Participate in votes and surveys of brands

Brands will be able to publish surveys and polls for their audience.
Voting power in these consumer-facing polls will be granted only to token holders.

### 4. Participate in launch of brand tokens

Launch of brand tokens will be restricted to users holding a certain amount of $SAYL tokens.

### 5. Get higher tiers

The platform will implement a tiers system that will grant exclusive advantages according to your tier.
Getting to higher tiers will be dependent on the amount of $SAYL tokens locked.

## 6. Staking

The Sayl token can also natively be staked and used to create liquidity pairs. This means that tokens can be bought on the swap. The creation of the liquidity pairs will happen on decentralized exchanges (eg. Kucoin, Pancakeswap, etc). On swap, we have an option for tokens to be farmed for extra rewards.

As the platform evolves and we collect the community's feedback, more advantages and features will be developed in order to incentivize token holders.

# Branded Token(s)

A utility cryptographic branded token bearing the marks/name of the commercial brand to which they relate. Such Branded Tokens are designed for direct utility within Sayl.

Branded Token(s) holders will receive community voting rights, staking rights, participate in non-binding decision-making processes, feedback polls and surveys in regards to the brand or chain to which they relate. Branded tokens can de-facto be traded using Sayl Tokens and more pairs will be released over time as they get listed on exchanges and platforms. Branded Tokens are fungible, meaning that they can be exchanged for other 'goods', such as VIP experiences, exclusive merchandise, tickets, etc.

For fans of a brand, owning a token means that they will be able to access or buy certain things that can't be purchased with "real money".

Branded tokens will also be used by users to purchase NFT's from the NFT marketplace of the chain or the brand. The purchase of these NFT's will happen through the Sayl dApp.

# Stakeholders and capabilities

We enlist below all stakeholders and the capabilities they receive connected to the Sayl token ecosystem.

## Consumers who interact with brands:

- Exchange Sayl or brand tokens for NFTs
- receive exclusive NFT's based on consumer behaviour
- get rewarded with Sayl tokens for different types of engagement: usage of an app of the brand, visit the brand in a metaverse, interact in a metaverse with the brand, interact with the brand in real-world, do an order in a restaurant that is connected to Sayl, ...
- get access to exclusive VIP webshops
- get access to sponsored engagement pools
- get in touch and opt-in for the brands they love,
- ability to privacy-friendly opt-in for brand promotions and engagements
- (specific for resto brands): non-binding voting rights in polls/surveys for restaurant opening locations, and menu changes.

Consumers scan receipts

NFT Marketplace

Enjoy branded NFT

Rewarded with $Sayl

Get branded NFT with $Sayl
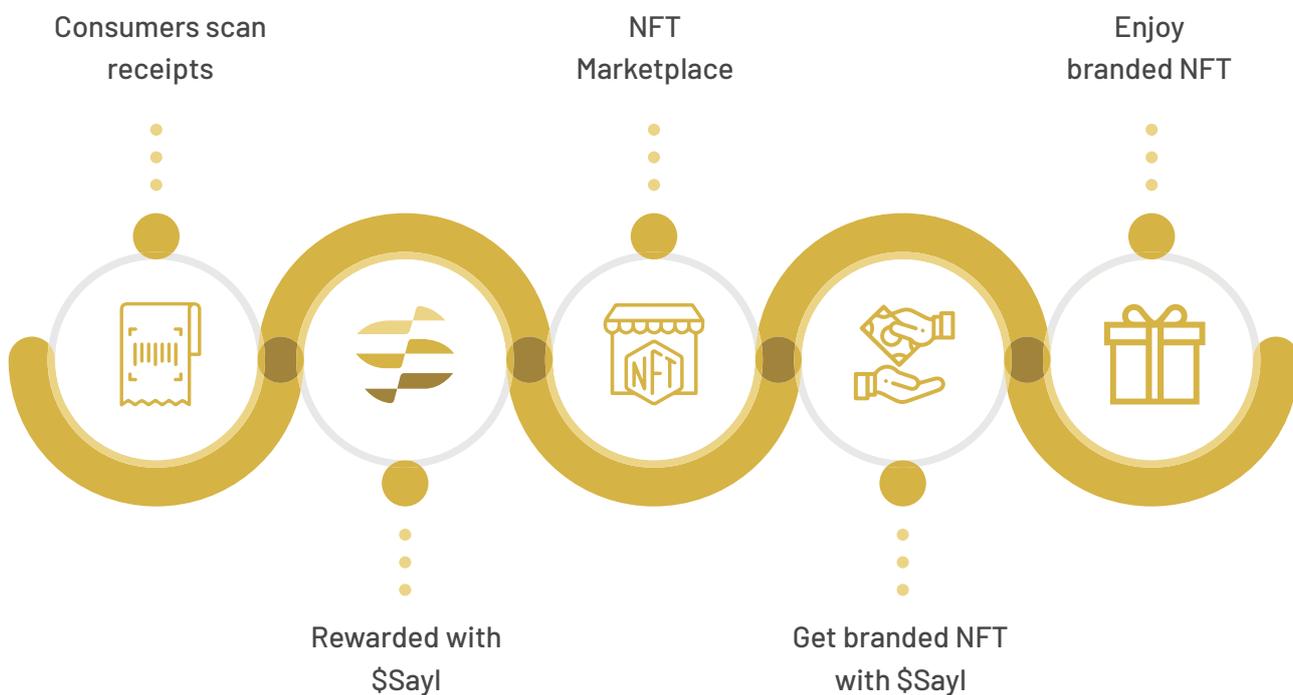
## Digital managers of global brands:

- Issue NFT's and create perks that come with their ownership
- collect in real-time anonymized consumer insights,
- get in touch with opt-in consumers,
- create sponsored engagement pools
- create branded tokens

## Restaurant/retail chain managers that aspire to:

- Issue NFT's and create perks
- feature sponsored goods towards the own customer base
- provide branded tokens to customer base
- Create engagement scenario based on on-chain data

# Sayl User Journeys

## The Sayl dapp key user journeys

1. Consumers can download the app and register via basic details : firstname, last name, email address (after registration and mail verification they become a User).
2. Upon registration, User will be attributed to a country and a default wallet is created;
3. Users can refer other potential users via the referral programme
4. User can decide to import an existing compatible wallet;
5. Users can browse the NFT marketplace and purchase NFT's possibly unlocking perks from the initiating brand or restaurant chain.
6. Users can upload a scanned cash register receipt or proof of online order
7. Users can find retail and restaurant outlets that accept Sayl token in return of discounts or, in partnership with consumer brands, exchange them for a specific goodie.
8. Users can find VIP webshops where they can exchange their Sayl or branded tokens.
9. Users can decide to engage with visible brands on the platform and opt-in to receive exclusive perks
10. Users can become Content Validators, where they validate brands user engagements and entries of other users
11. Users can claim Sayl tokens collected from brand engagements
12. Users can claim NFT collected from brands and chains
13. Users can decide to stake and farm Sayl tokens
14. Users can decide to swap branded tokens and $Sayl tokens
15. Users can participate in polls and surveys published by brands provided that they fulfill the required conditions

# Administration journeys for brands

1. Sign a Sayl agreement and receive login details for the Sayl management portal.
2. Create NFTs, mint NFTs and configure perks linked to the ownership of these NFTs
3. View the consumers who decided to engage with the brands in the Sayl Customer interface
4. Create Segments of engaged consumers
5. Segment customer based on token holding / staking or NFT ownership
6. Create new user engagements for consumers to participate in
7. Publish NFT collection on marketplace or create interaction workflow that will attribute them automatically
8. Link NFT Minting to consumers belonging to a certain segment (eg : reward consumers entering a segment)
9. Set Up a sponsored engagement pool
10. Publish polls and votes

# Reputation and tiers for App users

The Sayl platform is designed to promote qualitative participation and to be self-sufficient.

Sayl aims to create a true (fan) community of token owners that can grow as a whole autonomously. To achieve this, we will create the mechanics that will refrain users from trying to cheat the system while gamifying the positive impact of committed community members.

The platform will contain several unlockable achievements that come under the form of NFT. By achieving the goals therefore receiving the related NFTs, the app user will receive advantages within the platform. Those advantages can be an extra reward boost or access to special features in the platform.

Businesses can also create unlockable NFT's as a form of campaigns to boost engagement. For example one business can create a NFT that can be unlocked by purchasing specific products X times during the month. Individual users can also lock-up tokens to get access to platform tiers. The tiers will be defined at the launch and will grant exclusive advantage across the platform.

From a higher engagement reward to discount on the marketplace, and access to exclusive content, the Sayl platform will reward its users for staking their tokens.

# Sponsored Engagement pools

In order to further boost user engagement, brands can decide to grant Sayl or branded tokens for a user's engagement. To do so, digital managers of brands will be able to define in Sayl the number of tokens that they want to lock in a token pool to boost engagement. Based on the tokenomics, the Sayl team will foresee buybacks of the token on the centralized/decentralized exchanges where the Sayl token will be listed.

Branded token pools ("sponsored engagement pools") have a start date and an expiration date. The active sponsored pools are visible to consumers via the dApp and when consumers perform the engagement that matches the sponsored pool, they get rewarded with tokens.

The brand can independently define the amount of tokens to attribute to each engagement received, however limited to the maximum of tokens they are willing to back, since those tokens must be bought in the open market. Note that for brands that legally can not buy tokens in the open market, Sayl will facilitate this operation. As mentioned throughout the whitepaper, the engagement that is sponsored can be proof-of-purchase, proof-of-attendance, opt-ins, surveys, or other forms of engagement that brands decide to put in place.

The sponsored engagement pools, in combination with the Sayl receipts scanning engine will allow brands to create next-generation cashback campaigns where they can distribute Sayl tokens (and their own branded token if they have one) as a reward for purchase of certain products. No assistance required from middlemen like retailers.

# NFT minting & Marketplace

Brands connected to Sayl will be able to either link the NFTs they created in the past, or mint NFTs via the Sayl admin, on the IPFS & blockchain chosen by Sayl. Only verified business users can mint tokens.

Once a NFT is created, the brand's digital manager can choose to list it on the global NFT marketplace that Sayl will provide, or to put it only available on the brands sub-marketplace. Minting NFTs comes with a transaction fee, and the created fees will follow standards like ERC-721 and ERC-1155.

Sayl will support the seamless issuing and selling of NFT collections. For a potential buyer, NFT's can be filtered by brand, by rarity, by price and by creation date.

Each brand active in Sayl will have its own sub-marketplace where only their NFT's can be viewed and purchased. On this sub-marketplace, brands can personalize the pages to make sure the marketplace aligns with their existing brand guidelines.

# Brand token launchpad

We aim to provide brands and chains with a full-service package to successfully launch their own token on Sayl based on our own experience.

Our launchpad will serve as a springboard for brands jumping in the fascinating world of Web3. The Sayl community will be able to get tokens of the brand they love as from the ICO moment.

The launchpad package contains the following :

- Strategy
- Tokenomics
- Social media guidance
- Community management
- Design & creation
- Blockchain development
- Full access to the Sayl suite
- Implementation of the token & NFT engagement use-cases
- Integration with internal systems

Users can stake brand tokens directly on Sayl and earn yield (APY) and unlock perks from the chain or brand.

# Relevance of Blockchain technology

## 1. Scalable - Non-siloed utility & reward asset

Many NFT marketplaces and metaverses will start to exist, for brands it will be key to have a centralized platform to manage their NFTs and partnerships they create for different virtual worlds. The consumers that interact with these brands and that will be rewarded with tokens via the use cases that grow over time, will enjoy the benefits of the blockchain technology.

**Scalability :** Implementing a reward asset (token) on the blockchain allows to create a global rewarding system that works consistently for any country.

**Non-siloed :** The $Sayl token will freely be traded, transferred and swapped against stablecoins or other tokens. The consumer can cash-out via third parties, such as exchanges. Instead of implementing processes to refrain the users from cashing out we implement mechanics to incentivize token holding. This is really turning the tables.

## 2. Reducing System Management Costs

The presence of smart contracts on blockchain networks allows for the reduction of system management costs. Many of the processes that previously would have required human permissioning and approvals can be automated in a blockchain-based loyalty system. The automation of this process also reduces costs associated with human error and fraud.

## 3. Transparency

Per essence, implementing a blockchain-based solution offers all transparency aspects that are at the heart of our company values. Reward pools and mechanics are stored in auditable smart contracts, transactions can be followed up and wallets offer all the security requirements to be self-managed by our users

# THE SAYL PLATFORM

The Sayl platform is an integrated customer/commerce platform that generates revenue from multiple channels, all under the hood and managed from within one interface:

**sayl customer**

Customer relation & engagement for resto chains & brands

**sayl conn3ct**

Manage the full life cycle of NFTs for your brand or business.

**sayl resto**

Premium online food ordering for resto chains

**sayl retail**

Self-service ecommerce, distributed by brands.

Sayl supports its business customers throughout different phases of their digital maturity. Not every brand is ready today for hyper personalization. A clever staircase model helps the business client grow in terms of capabilities, at the moment they are ready for it.

## Hyper personalisation

Activate the customer in the right channel, at the moment it matters

## Centralising Customers data

A central place to store customer data, purchase data, booking data

## Loyality

Sayl Customer Loyalty offers integrated loyalty online and in-resto. Sayl Token caters to brands & their fans.

## Online Ordering

Sayl Resto offers online and in-resto ordering

# SCREENSHOTS FROM THE PLATFORM:

## Minted NFT overview



## Customer dashboard

# Perk management

## Major sportsclub VIP

**Name**

Major sportsclub VIP

| Type of trigger | Chain |
|---|---|
| NFT | Sayl chain |

**Address of the smartcontract of the token / NFT**

0.0.27496472

In case of Sayl chain, enter the id of the token.

**NFT Token Ids or Serial Number in case of Sayl**

Token id

Enter a value

+

**The perk to grant**

Define the advantage granted by the token or NFT

**Name**

VIP Fan ACCESS

**Message to display to the staff when the perk triggers**

The owner of this NFT gets access to our VIP lounge and free drinks

# Segment builder based on tokens / NFT ownership
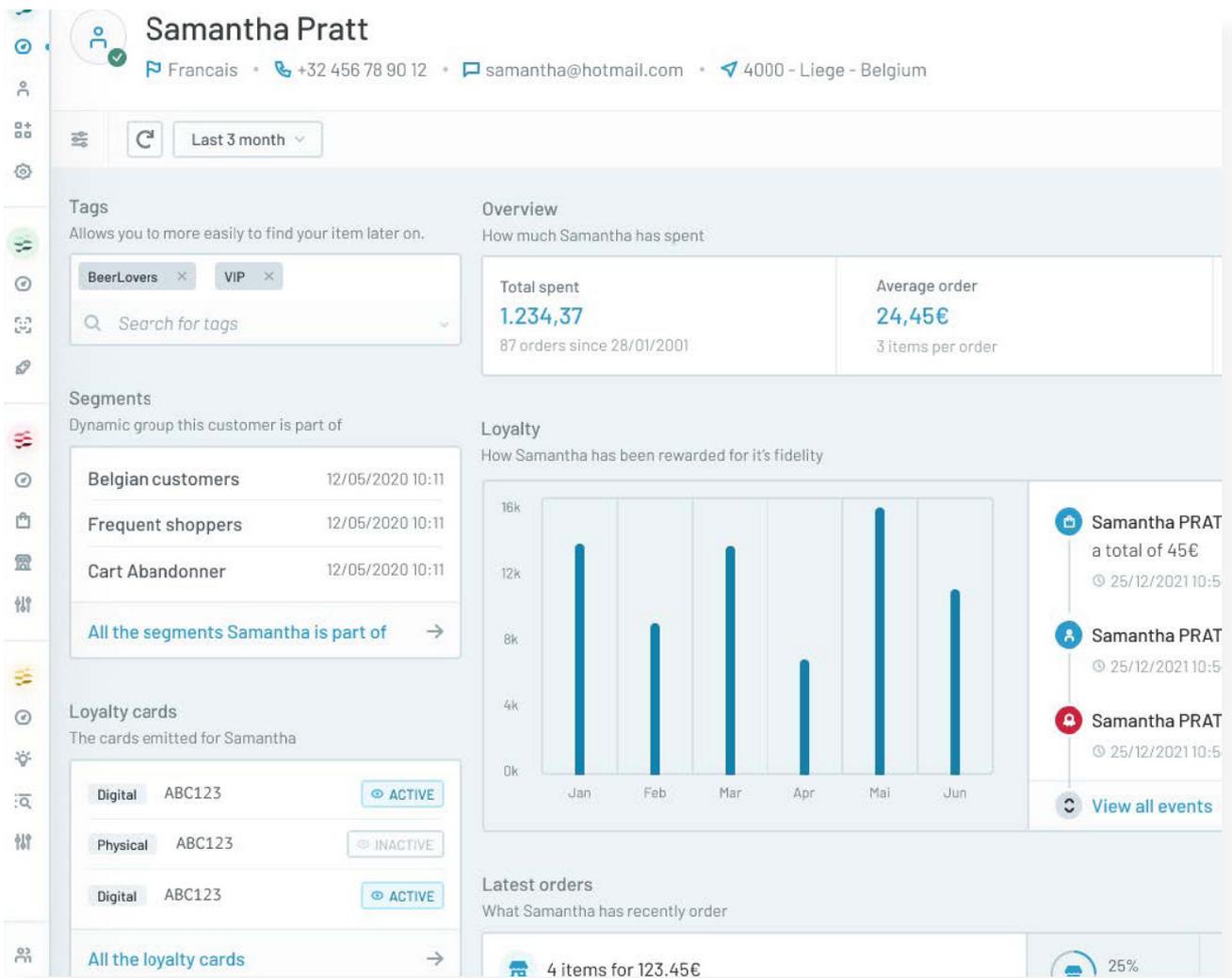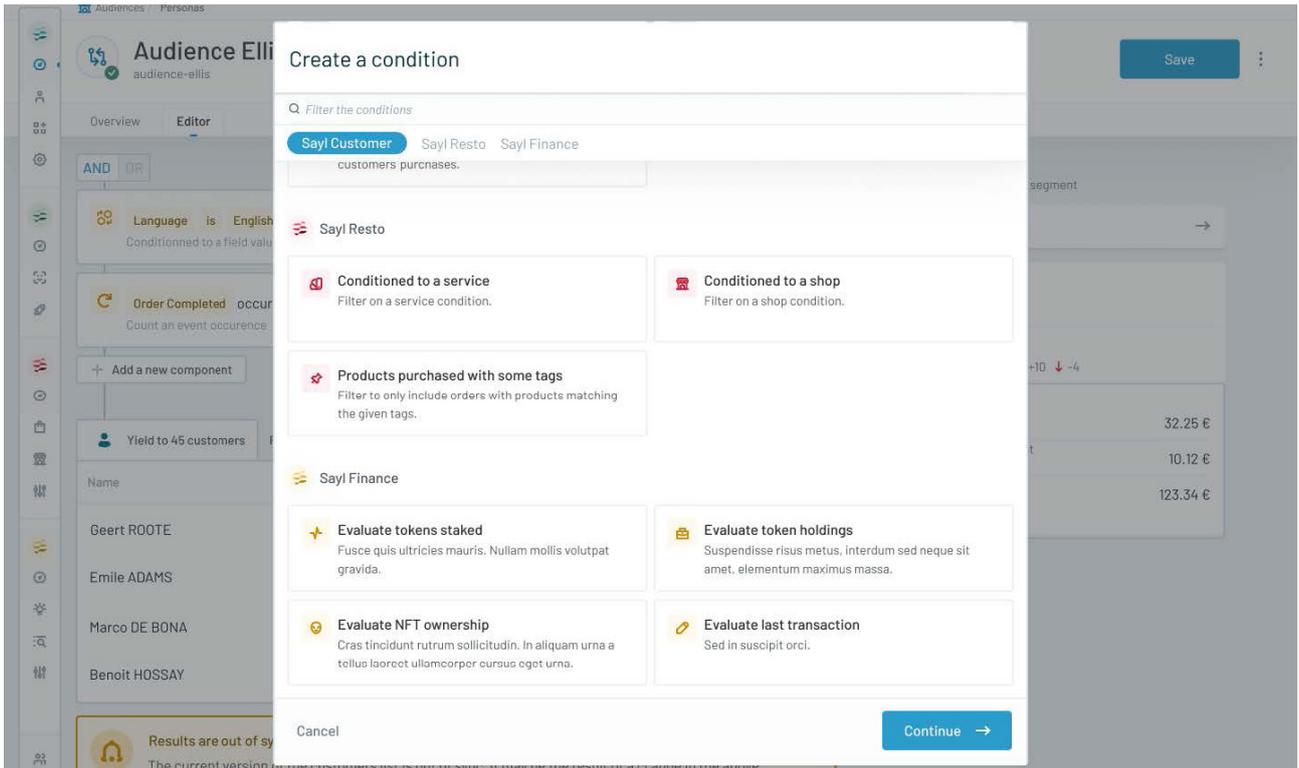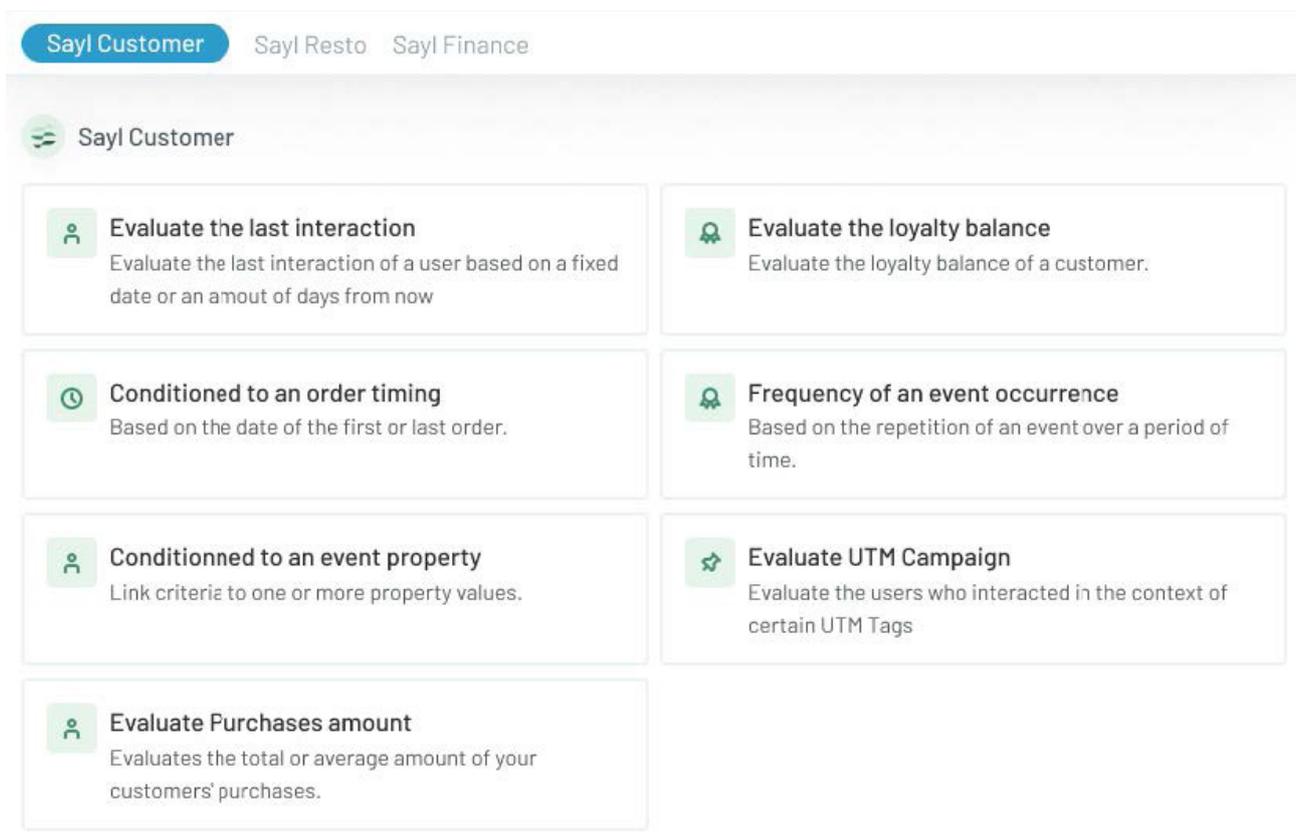
The Sayl management interface allows, amongst others, to:

- build real-time audience segments conditioned to:

- purchased products
- place of purchase
- type of order (click & collect, delivery, dine-in, ...)
- NFT ownership
- amount of tokens being staked
- amount of tokens held

- build omnichannel interactions conditioned to:

- purchased products
- place of purchase
- type of order (click & collect, delivery, dine-in, ...)
- NFT ownership
- amount of tokens being staked
- amount of tokens held

- Collect enriched consumer profile based on their engagement
- Setup direct-to-consumer e-commerce stores

# Sayl Store Manager APP

To support operations in the stores, a user-friendly 'Sayl Store Manager' app is available for mobile or tablet, creating the bridge between online and offline.
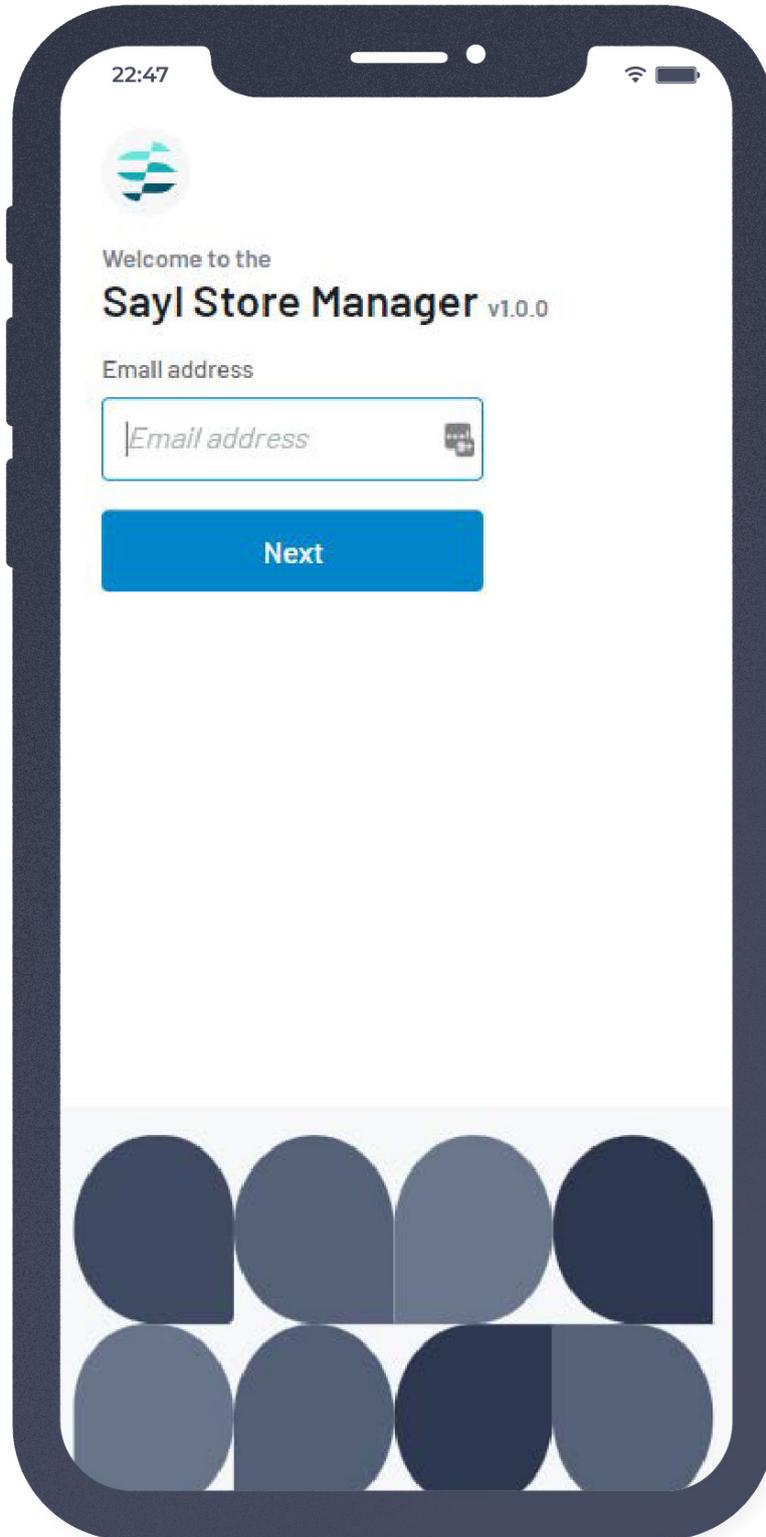
# ROADMAP

Our roadmap for web 3 spans 3 years which also coincides with what we evaluate as the adoption period for large brands to fully embrace the possibilities offered by blockchain and tokenization in general. Our vision is to build bottom up and follow the adoption curve.

The purchase identification mechanic will build our long tail of consumers and brands on which we then can further build up added-value and execute our complete vision

## 2020
- Lunch of Sayl Retail
- Launch of Sayl Resto

**2020**

## 2021
- Launch of Sayl Customer

**2021**

## 2022 Q1
- Launch of Sayl Conn3ct
- Sayl token launch
- Sayl token staking
- Sayl token wallet

**2022 Q1**

## 2022 Q2
- Sayl APP
- NFT Marketplate

**2022 Q2**

## 2022 03-04
- Engagements automation
- SDk / integration

**2022 H2**

## 2023 H1
- Branded tokens support
- Multi token wallet

**2023 H1**

## 2023 H2
- Tokens swapping
- Plugins & platform extensions

**2023 H2**

## Pre web3 phase: 2020

- Launch of Sayl Retail
- Launch of Sayl Resto

## Pre web3 phase: 2021

- Launch of Sayl
  Customer

## Phase 1 –Q2 2022

- Issuance of $SAYL on Hedera, further on as
  ERC-20 & BEP-20 token
- Launch of Sayl Conn3ct
- Sayl token staking
- Sayl token wallet

## Phase 2 - Q2 2022

- Sayl App
- NFT Marketplace

## Phase 3 - Q3/4 2022

- Engagements automation
- SDK / 3rd parties Integrations

## Phase 4 - 2023 and beyond

- Brand tokens launchpad
- Brand tokens NFT
- Brand tokens Defi
- Multi-tokens wallets
- Tokens swapping
  Plugins & platform extensions

# TECHNOLOGY
## Hedera Hashgraph LTD

The Sayl utility token is a cryptographic token/asset that is created and facilitated by a distributed ledger technology ("DLT").

The majority of crypto assets are built on blockchain ledgers but SAYL token is built on Hedera Hashgraph, which is an enhanced form of DLT derived from the technology of directed acyclic graphs ("DAG'"s).

Transactional data in a DAG (and the effect transactions have on user balances at each address) is effectively plotted by the network on a shared graph, instead of being arranged into consecutive blocks of a shared chain. This prevents the bottleneck scalability issue faced by many blockchains such as Bitcoin and Ethereum. Another major benefit of this is that the Hedera Hashgraph is extremely energy-efficient and one of the core values of Hedera is therefore environmental sustainability, a value we 100% back.

All nodes of the Hedera MainNet employ asynchronous Byzantine Fault Tolerance ("aBFT") in the application of a unique Hashgraph consensus algorithm. More information about this algorithm can be found at https://hedera.com/learning/what-is-hashgraph-consensus

Instead of more decentralized systems such as Bitcoin, which rely on thousands of nodes to reach consensus for any given transaction, Hedera is governed by an independent council of 39 multinational corporations ("the Council").

## This increases capability of the DLT on two levels:

- ⭢ The permissioned network can confirm transactions in parallel, not in series as is the case for proof-of-work blockchain systems.
- ⭢ The smaller Hedera network also requires less nodes to perform functions such as timestamp and transaction ordering, therefore increasing the speed and performance.

As a result, the MainNet on which Sayl will launch performs over 6.5 million transactions per day with an average transaction time under 5 seconds—easily surpassing the 1.2 million and 300,000 transactions of Ethereum and Bitcoin respectively. Although the system is less decentralised, it is still highly secure because of the high-calibre, vetted corporations that Hedera has allowed to join its permissive network. Council members include a variety of reputable, trustworthy firms such as Boeing, Google, EDF, IBM and DLA Piper.

## Securing Customer Data

Customer data will be stored on a centralized internal database managed by the Sayl technical team, however all personal data will be encrypted using the end user's key. This allows only them access to their data. In the event that the user loses access to their wallet (lost device or unrecoverable account), the user's old data will be deleted, and they will be required to re-enter their personal data, which will then also be encrypted using their new key.

For customers that choose to opt-in for brand engagements, non-sensitive data will be shared with the brand, including email address, firstname and last name. Sayl respects the GDPR legislation and thereby will only share data with a brand or restaurant chain upon explicit consent of the customer.

# TOKENOMICS
## Philosophy & Considerations

The whole economic model is thought from the ground up to favor the locking of tokens and therefore driving it's intrinsic value up through a reduction of the circulating supply.

The reward model has been designed to maximize individual reward by empowering the community to play the game by the rules.

Our clients, brands and chains are incentivized to pay in $SAYL tokens.
FIAT payments are for sure authorized but do come with a premium.

25% of our recurring revenue is immediately used to do token buy back on the market via third party exchanges and refill the reward pool. Those tokens will thus be taken out of the circulation and the only way to make them liquid is to complete one of the many engagements at disposal on the platform.

### Token distribution



Exchanges & liquidity — 5,0%
Foundation & Reserve — 10,0%
Marketing — 8,0%
Advisors & partners — 8,0%
Team — 14,0%
Operations — 5,0%
Seed round — 5,5%
Private round — 16,5%
Public round — 2,0%
Security — 1,0%
Ecosystem & rewards — 25,0%
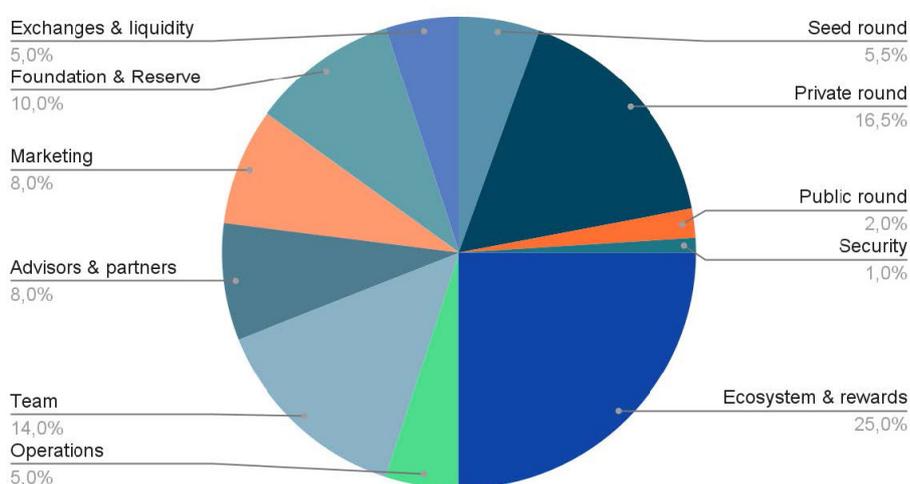
# How to reward consumers for their engagement

In order to compute the actual consumer reward for an engagement we start from the amount invoiced to a brand for one opt-in. Considering that we will reinvest a percentage <engagement_tax> of the revenue in the platform under the form of market buyback of token to reinject in the rewards pool. Also considering that the reward pool will also contribute to the reward for the same amount <engagement_pool_contribution_rate>.

A last element to take in consideration is the size of the receipt. We cannot reward the same way a receipt with one product and one with 50 products due to the nature of the effort and the amount of data collected.

We will start by introducing a simple coefficient weighting the size of the receipt
<receipt_size_coefficient>
- 0.8 for receipts having 1 to 5 products included
- 1 for receipts having 6 to 15 products included
- 1.2 for receipts having 16+ products

The final formula to compute the reward will then be:
*<optin_fee> = f*
*<engagement_tax> = t*
*<engagement_pool_contribution_rate> = e*
*<conversion_rate> = c*
*<receipt_size_coefficient> = s*

$$Reward = (((f * 12) * t) + (f * 12) * t * e) * c * s$$

This computation algorithm is a clear incentive to have more people optin.

As the optin conversion rate rises, the individual receipt reward will rise accordingly.

This conversion rate can be displayed on the platform as an incentive for the community to make people aware that they have all elements in hand to get more rewards.

# TEAM SAYL

## LEADERSHIP

### Geert Roete
CEO, Co-Founder

Geert is a pragmatic leader with more than 20 years experience in financial markets, ecommerce and payments. Geert combines a deep technical understanding with a strong commercial and financial background, and a passion for everything related to marketing, sales and customer success.

https://www.linkedin.com/in/geertroete/

### Marcelo Levit
Commercial Director

Marcelo has more than 25 years experience in the field of marketing and sales, with an international network in luxury brands and travel retail. Marcelo was also the CEO of Bip&Drive, a Spanish company in toll payments, that was acquired in 2015.

https://www.linkedin.com/in/marcelo-levit-iritz-388b7011/

## CORE TEAM

### Benoit Hossay
Crypto Lead and Chief Technology Officer

Senior developer and architect with 20 years of experience in the digital development of assets and platforms for large companies and global brands. E-commerce consultant and project manager for the Belgian post, in charge of the onboarding of their largest clients like Amazon, Coolbue, bol.com Director of a large digital marketing agency working for all FMCG global brands like Unilever, Campbell's, Danone, Disney.

https://www.linkedin.com/in/benoit-hossay-baa93a6/

### Issam Saed
Head of Marketing

Issam is a seasoned digital marketing director at Sayl - Saas growth expert - Crypto investor

https://www.linkedin.com/in/issam-saed/

**ADVISORS**



**Jean-David Thiebaut**

Director at NXMH (top tier blockchain investment funds), Board member at Bitstamp

https://www.linkedin.com/in/jdthiebaut



**Tim Dierckxsens**
CEO Venly

Multi-blockchain wallet provider and NFT marketplace service

https://www.linkedin.com/in/timdierckxsens
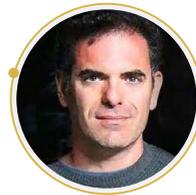


**Dominique Mangiatordi**

Serial entrepreneur, international gamification expert, CEO Greight, Tedx speaker

https://www.linkedin.com/in/mangiatordi



**Francis Van Den Bosch**

ex-CEO Maestro Global Debit Scheme
ex-General Manager Mastercard

https://www.linkedin.com/in/francis-van-den-bosch-a27246



**Tanguy Biart**
Board member

25y experience in corporate marketing
CMO of bPost

https://www.linkedin.com/in/tanguybiart

# TOKEN SALES

We plan to have 3 sales rounds - Seed sale, Private sale, and Public sale.

In particular, it is highlighted that SAYL token:

(a) does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value);

(b) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other digital asset) or any payment obligation by the Company or its affiliates;

(c) does not represent or confer on the token holder any right of any form with respect to the Company or its affiliates, or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or license rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the Sayl Platform, the Company, or its service providers;

(d) is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(e) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment;

(f) is not a loan to the Company or its affiliates, is not intended to represent a debt owed by the Company or its affiliates, and there is no expectation of profit; and

(g) does not provide the token holder with any ownership or other interest in the Company or its affiliates.

Notwithstanding the SAYL distribution, users have no economic or legal right over or beneficial interest in the assets of the Company or its affiliates after the token distribution.

To the extent a secondary market or exchange for trading SAYL does develop, it would be run and operated wholly independently of the Company, the distribution of SAYL and the Sayl Platform.

Funds raised during the contribution period will be used solely for the benefit of Sayl. Below is a budget outline based on our target fundraising goal of US$9.5 Million

## Use of Funds



Liquidity
8.3%

Operational
20.5%

Development
28.8%

Marketing
33.1%

Sales
9.3%
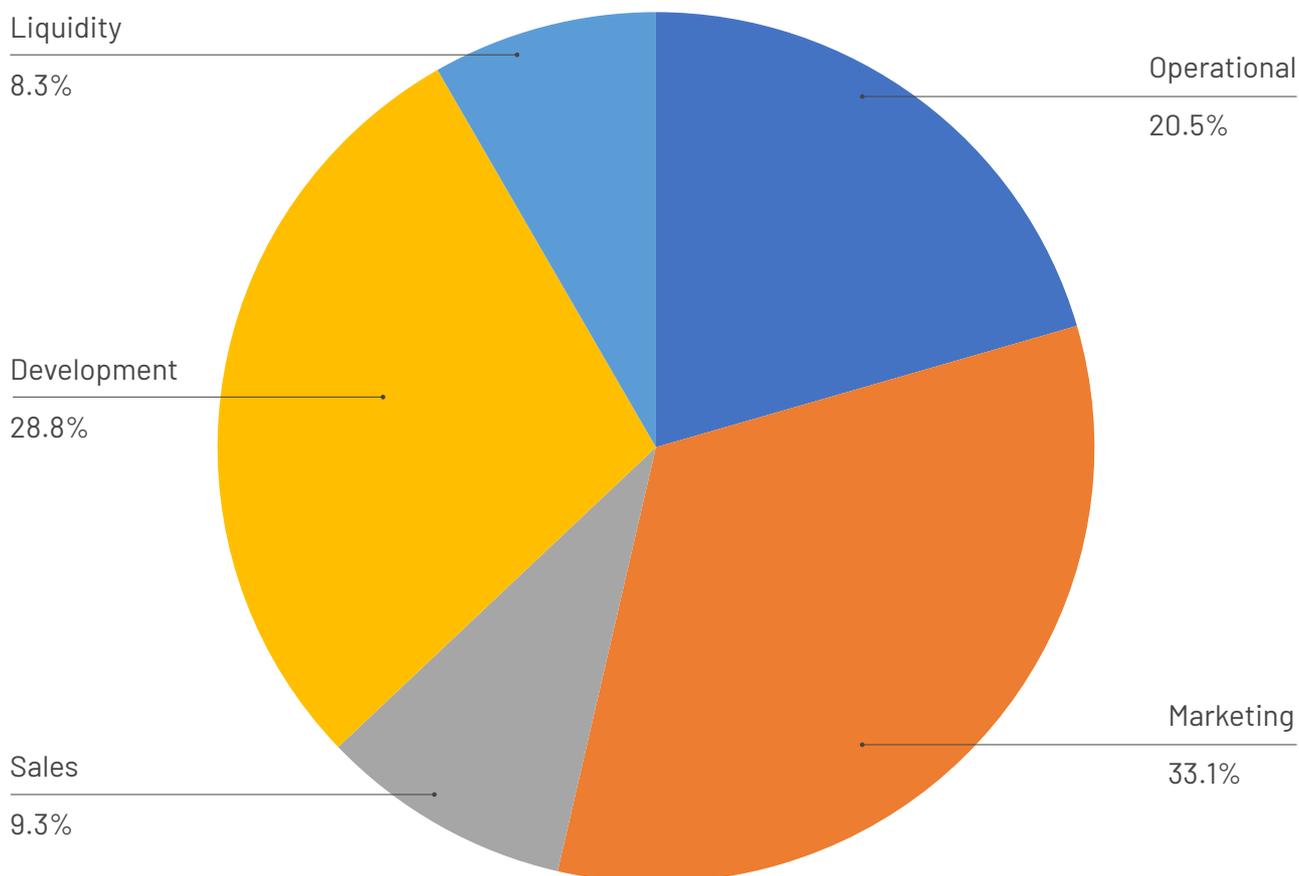
33% of funds collected will be applied to marketing, user acquisition, and promotion schedule for the existing SAYL platform.

28% of funds collected will be applied to growing the development team.

20% of funds will go towards operations (maintenance and to ensure the smooth operation of the SAYL token ecosystem) and legals to make sure Sayl is compliant in all countries.

9% of funds will be used for sales activities towards brands

8% of funds will be used for liquidity purposes

# LEGAL INFORMATION

## Intro

The details regarding the legal status herein describe the undertaking, the SAYL Token, Sayl, Sayl's Whitepaper, regulatory aspects of the Token sale, as well as information on the prohibited jurisdiction which residents will not be allowed to participate in the sale of SAYL Token. Please, note that any analysis which is made hereby is based on Sayl internal preliminary assessment and cannot be perceived as a legal, regulatory, investment or tax advice to you.

To ensure certainty regarding any matters concerning the purchase of Sayl Token, please, use the services of professionals such as lawyers, tax or/and investment advisors.

## Legal status of the Sayl Token

Pursuant to Sayl's preliminary analysis on which no reliance is established hereby, SAYL Tokens are utility access cryptographic tokens which will be accepted as means of reward for scanning receipts, validating receipt tickets, do opt-ins, referring friends,social mining and token staking via Metamask, and other services by Sayl and by the brands and the restaurant chains.

Any speculative incentive to purchase SAYL Tokens would be of secondary nature and such purchase is not recommended or advised for.

Holding the Sayl token does not grant any additional rights such as dividend distribution, profit sharing, investment returns or any other rights which are typical for financial instruments and therefore it may not be qualified as such. Moreover, any fluctuation of the intrinsic value of the Sayl Token may be triggered by future unpredictable events which would be only subject to accidental and uncertain circumstances which are not controlled by Sayl.

Accordingly, the SAYL Token holders intending to purchase SAYL Token with speculative purposes are exposed to numerous risks and no laws and acts that ensure disclosure and represent regulatory scrutiny for investors' protection are applicable in case that unfavourable circumstances cause the reduction of the price of SAYL Token despite Sayl's efforts to prevent such effect. Generally speaking, Sayl does not have any control over the SAYL Token price and no promise for a price increase is hereby granted.

The SAYL Tokens are also not a depository receipt in respect of shares; nor do they represent bonds or other forms of securitized debt; nor a contract that can be physically settled with the delivery of an underlying asset (derivatives). As their acceptance as means of payment will be limited to the Sayl Platforms, the SAYL Tokens shall not be qualified as assets with any financial nature but rather as contractually stipulated means of value exchange.

Thus they are not intended to comprise any "security" under MiFID II, the corresponding national law of the United States of America. Further, the SAYL Tokens do not fall in the category of money market instruments as they do not represent securitised debt that their holder might receive on a maturity date.

The SAYL Tokens are not shares in collective investment undertakings (UCITS or AIF), since the sale of tokens does not possess two of the three criteria that should be present cumulatively ("general commercial or industrial purpose" and "view to generating a pooled return") in order to define a collective investment undertaking.

Accordingly, Sayl does not qualify as an investment firm under MiFID II, asset management company or collective investment undertaking under the UCITS Directive, nor is the company a manager of alternative investment funds under the AIFM Directive. The cryptographic token sale itself does not constitute any form of regulated investment activity such as placing, dealing in or advising on financial instruments or managing or marketing collective investment schemes under MiFID II, UCITS Directive, AIFM Directive, or the Prospectus Directive.

Furthermore, SAYL Tokens do not represent funds as defined in the Payment Services Directive 2, thus the sale of SAYL Tokens cannot be considered as provision of payment services that would fall within the scope of PSD2. The SAYL Tokens are not electronic money under the Electronic Money Directive as they can be used as a medium of exchange only within the Sayl Platform and do not represent prepaid stored value issued in exchange for funds that is accepted as a widespread means of payment by any legal or natural person. Since the cryptocurrencies are not recognized on national or European level as fiat currencies (i.e. money issued by a national bank of a state), the requirements for legal entities operating as currency exchange do not apply for the Sayl Platform.

The SAYL Tokens do not represent security or investment contracts under the Federal security laws of the United States of America, as any purchasers of the SAYL agree and acknowledge that they could not expect a profit from acquiring the crypto asset. The sale of SAYL Tokens does not constitute a sale of securities under the Federal Law of USA, nor is considered money transmision under the State Law. The SAYL Tokens do not constitute an investment contract by and between Sayl and the purchaser in terms of contract that includes

(i) an investment of money,
(ii) in a common enterprise,
(iii) with an expectation of profit,
(iv) solely from the effort of others.

Any purchasers agree and acknowledge that it could not be expected for value of the SAYL Token to increase as a result of market forces of supply and would not rely on the efforts of any other persons for potential increase in value (such as a promoter or third party, which in the context of digital assets may include the issuer and project team behind the SAYL Token.

# Jurisdiction

The information provided in this Whitepaper is not addressed to any legal entity or natural person residing in any jurisdiction where the offering and purchase or sale of cryptographic tokens with the legal nature of SAYL Token are prohibited or where SAYL Tokens are treated as financial instrument or their offering, purchase or sale are qualified as regulated activity ("Prohibited Jurisdictions") including but not limited to: United States of America; Canada; North Korea; Afghanistan; Mainland China; Congo; Eritrea; Iran; Iraq; Libya; Ivory Coast; Lebanon; South Sudan; Australia; Saudi Arabia; Algeria.

Legal or natural persons which are on any trade or economic sanctions lists, such as the UN Security Council Sanctions list, designated as a "Specially Designated National" by OFAC (Office of Foreign Assets Control of the U.S. Treasury Department) or placed on the U.S. Commerce Department's "Denied Persons List" or any other list with restricted persons for the purposes of the prevention of money laundering shall also not be eligible to purchase SAYL Token. You maintain full responsibility to check if you are resident in a Prohibited Jurisdiction. If you, however, participate in the ETS in any stage in breach of this obligation, you will bear unlimited liability for any damage that this might cause to Sayl.

# Legal disclaimer

To the maximum extent permitted by the applicable laws, regulations and rules, Sayl shall not 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 any acceptance of or reliance on this Whitepaper or any part thereof by you or any third-party which is related to you.

Sayl does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in the Sayl Whitepaper. Such representations may be made on a case by case basis only and would be specifically addressed to the person whom Sayl enters into contractual relations with. Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies and initial coin offering in the European Union. In that respect, regulatory measures, investigations or actions may impact Sayl's business and even limit or prevent it from developing its operations in the future. Any person or legal entity undertaking to acquire SAYL Tokens must be aware of the existence of regulatory risks which are due to the lack of clear regulations in certain jurisdictions. Additionally, this Whitepaper may change significantly or need to be modified because of new regulatory and compliance requirements from any applicable laws in many jurisdictions. In such a case, purchasers and anyone undertaking to acquire SAYL Tokens acknowledge and understand that neither Sayl nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

## In this regard the purchasers acknowledge the following risks:

(a) the SAYL Tokens may lose their value in part or in full; (b) the SAYL Tokens may not always be transferable; (c) the SAYL Tokens may not be liquid; (d) the offer to the public concerns utility tokens, that such utility tokens may not be exchangeable against the good or service promised in the Whitepaper, especially in case of failure or discontinuation of the Project. (e) you agree and acknowledge that the Sayl Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or another form of payment is to be accepted on the basis of this Whitepaper except for the cases where a binding agreement is entered into by you and Sayl; ((f) you agree and acknowledge that Sayl is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you or any third-party related to you; (g) you agree and acknowledge that no promise is provided for future earnings or increase of the market price of the SAYL Tokens although any precursors to this aim may be provided in this Whitepaper and such increase in the price is not main incentive to purchase SAYL Tokens but rather your willingness to support the Project as you share its vision, mission and values, as well as your intention to use the SAYL Tokens as means of access and payment within the Sayl platform;

In the case where you wish to purchase any SAYL Tokens, you have undertaken all necessary actions to discover whether or not the SAYL Tokens are construed, interpreted, classified or treated as:

(a) any kind of currency other than cryptocurrency which is regulated in your jurisdiction;
(b) debentures, stocks or shares issued by any person or entity:

- rights, options or derivatives in respect of such debentures, stocks or shares;
- rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- units in a collective investment scheme;
- units in a business trust; - derivatives of units in a business trust;
- any other security or class of securities.

(c) you have undertaken all necessary actions to discover whether or not you are currently residing in a Prohibited Jurisdiction;

(d) you have a basic but sufficient degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology to the extent that you can make your own judgement on purchasing cryptocurrencies and can execute the process of purchase and storage independently and safely;

(e) you are fully aware and understand that in the case where you wish to purchase any SAYL Tokens, there are risks associated with the business undertaking and the operations of Sayl which may affect you and the consequent distribution of the Sayl Tokens (each as referred to in the Sayl Whitepaper);

(f) you agree and acknowledge that Sayl is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you or any third-party related to you;

(g) if you have found that your access to the information contained in the Sayl Whitepaper and/or purchase of SAYL Tokens may violate any regulatory in your jurisdictions or in any other way would trigger any liability for Sayl, you must immediately cease to access this Whitepaper and shall abstain from purchasing SAYL Tokens.

(h) all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession the Sayl Whitepaper or such part thereof (as the case may be).

# Follow Sayl

**Website:**

- Sayl Cloud website : https://saylcloud.com
- Sayl token website: https://sayl.finance

**Facebook:**

- Product: https://www.facebook.com/sayltoken

**Twitter:**   https://twitter.com/saylfinance

**Telegram:**   https://t.me/saylfinance