



MELLO

WHITE PAPER

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BUSINESS INFORMATION

MELLO CASINO B.V. GENERAL INFORMATION

BUSINESS INFORMATION

Mello Casino B.V. is our legal entity, formed in the Dutch-Caribbean island of Curaçao.

Registration of Mello Casino B.V. was finalized on May 11th 2021 under the registry number 157246:

		Curaçao Commercial Register Excerpt from the Commercial Register	
		Registration number: 157246 (0) Date: May 13, 2021 Time: 10:15:08 AM	
In the Commercial Register of the Curaçao Chamber of Commerce & Industry is registered under number 157246: Mello Casino B.V.			
Trade name	Mello Casino B.V.	Legal form	Private Limited Liability Company
Official name	Mello Casino B.V.	Statutory seat	Curaçao
Date of incorporation	May 3, 2021	Date established	May 3, 2021
Nominal Capital	100 share(s) with a nominal value of U.S.A. Dollar 1	Fiscal year	The fiscal year is equal to the calendar year
Address	E-Commerce Park Vredenberg Heelsumstraat 51	Country	Curaçao
Mailing address	(same as above)	Description English	1a. to organize, market, promote, manage, support and operate all types of remote gaming activities, comprising all types of games, betting and other operation of betting exchange, interactive casinos, bingos, lotteries and other interactive games for clients established or residing outside of Curaçao; and b. the import and export of equipment required to accomplish its objects and the sale, wholesale and retail, of such equipment. 2. The company has the power to perform every act and thing profitable or requisite to the accomplishment of its objects or connected therewith or incidental thereto in the widest sense of the word.

DESCRIPTION

1a. To organize, market, promote, manage, support, and operate all types of remote gaming activities, comprising all types of games, betting and other operation of betting exchange, interactive casinos, bingos, lotteries, and other interactive games for clients established or residing outside of Curaçao; and b. the import and export of equipment required to accomplish its objects and the sale, wholesale and retail, of such equipment.

1b. The company has the power to perform every act and thing profitable or requisite to the accomplishment of its objects or connected therewith or incidental thereto in the widest sense of the word.

THE MELLO CONCEPT, TEAM, AND VALUE PROPOSITION

THE PROBLEM WE WILL SOLVE

Among cryptocurrency projects, there are two distinct characteristics: innovation and practicality. The innovative cryptocurrencies tend to excite people with what they could come to represent—pushing platforms and industries into the future. Meanwhile, the practical cryptocurrencies attract all of the largest followings because of their immediate uses: trading, exchanging, and record-keeping. What we have set out to create with Mello Token, is *both* innovation and practicality. We have refused to compromise on either of those points, choosing to pioneer something that is new and different – standing up for the industry of the future in a way that is, at the same time, immediately beneficial to all of our users.

In a nutshell, Mello Token is a fully flexible, fully exchangeable cryptocurrency. It can be used the same way that any other major token can be used. The difference between Mello Token and any other cryptocurrency, though, is that it has been grounded in the concept of a cutting-edge, immersive experience. We are leveraging *multiple* technologies to bring our vision to life, integrating cryptocurrency with one of the most thrilling innovations of our time – virtual reality.

Before we go any deeper into the specifics of the higher Mello concept, we (the team) would like to introduce ourselves. It should be noted that as a team, we are not partnered with any major sources of capital. We have begun the building of this project from the ground up, with our own resources and raw talent, because we trust in our capabilities and believe in our vision. We want nothing more than to move the fields of cryptocurrency and virtual reality *forward*. Toward that end, we have taken *all* of the development work into our own hands to date.

This means that there are no large institutions influencing our ideas or directing us one way or the other. We are in charge of this project, following through on our plans in our own ways. Bootstrapping this startup, we have paid for all costs out of our own pockets, pooling our resources to keep Mello Token focused *and* efficient. Without further ado, here is a short bio for each of our twelve core team members:

LEWIS

Lewis is one of Mello's original founders. He has been heavily involved in the cryptocurrency space for many years and has had the desire to start up his own crypto casino for some time. It wasn't until he found the proper team that he finally felt prepared to get things started. Lewis has run a successful business for the past several years and has experience with the process of obtaining various licenses and managing large scale operations.

SUNNY

Sunny Sun is the CEO of Mello and one of our founders. He handles the business end of Mello — striking up deals, forming partnerships, and hiring council / personnel. He has over a decade of experience in business, formerly specializing in sales and soaring to the very top of his field in Canada. He has always been an entrepreneur at heart and a cryptocurrency enthusiast for many years. Sunny eats, sleeps, and breathes Mello and has a reputation for finishing what he starts.

MATTHEW

Matthew is one of Mello's original founders. He serves as head of our creative team, overseeing and approving the production and release of our various creative projects from marketing artwork to product design. Matthew has years of experience working with Unreal Engine, blueprints, photoshop, and blender.

CHUCK

Chuck is a multimedia producer with 10+ years of professional experience. He serves as a creative director, focusing primarily on video production and multimedia marketing. Chuck is inspired by the fast-moving nature of the cryptocurrency space and is excited to have the opportunity to bring value to the Mello creative / marketing teams!

SERGIO

Sergio is one of our 3D artists. He has his Masters Degree in 3D Modeling and Animation and has been experimenting with Augmented Reality. He is fully committed to make the Mello Casino look futuristic and luxurious for the community.

AVY

Avy is our Chief Creative Officer. He oversees Mello's brand aesthetic. He is a professional creative with his own consultancy that handles advertising, branding, and experiences from startups to global companies. Avy is ecstatic to be serving Mello by doing what he loves: embracing creativity and culture.

JEAN-PATRICK

JP is our lead developer. He has 20+ years of experience as a software engineer in the fortune 500–1000 space and most recently served as an Associate Director before starting full-time with Mello. He is supremely motivated toward technological innovation and is excited to finally bring his skills to the crypto space.

KANTRELL

Kantrell Walton is a young, self-taught 3D Motion Designer / 3D Artist. He has seven years of experience with Maxon Cinema 4D / Adobe Creative Suite products and five years of experience coding with Java and creating java-based plug-ins. Kantrell has been working with the Mello design team from the very start, creating 3D assets for the Mello Casino. Watch him create live on Twitch!

MATT

Matt is our lead content writer and editor. He studied the philosophy and cognitive science of language at University and has been a cryptocurrency investor and enthusiast since 2016. He is proud to be putting his skills to work for the Mello Brand!

LARS

Lars is our head of marketing and one of our video producers. With 10 years of experience working in both start-ups and billion-dollar fintech companies, he brings the insights and expertise necessary to showcase the unique qualities of the Mello vision. Lars has been involved in the crypto world for over 6 years and is excited to be working within the industry.

TREY

Trey serves as the Mello Chief of staff. He handles the organization of day-to-day operations and task management for the various subsects of the Mello team. Trey's experience as the sole entity of technology sales for a 9-billion-dollar company has provided him the foundational skills to build and maintain positive working partnerships.

LINDA

Linda is our social Media manager. She has 3.5 years of professional social media management experience and extensive knowledge of marketing strategy and exceptional interpersonal and communication skills. Like the rest of the team, Linda is ecstatic to have the opportunity to bring her talents to such an innovative and rewarding project.

Long-term, we want Mello Token to evolve into a bustling community. We have seen all of the enthusiasm that there is around cryptocurrency and virtual reality. Whatever it takes, we want to encourage sustained growth in both of these areas. Fortunately, due to the size and talent level of our team, we are able to contribute much of the labor and insight that we need, saving us money and further adhering to the purest form of the Mello concept.

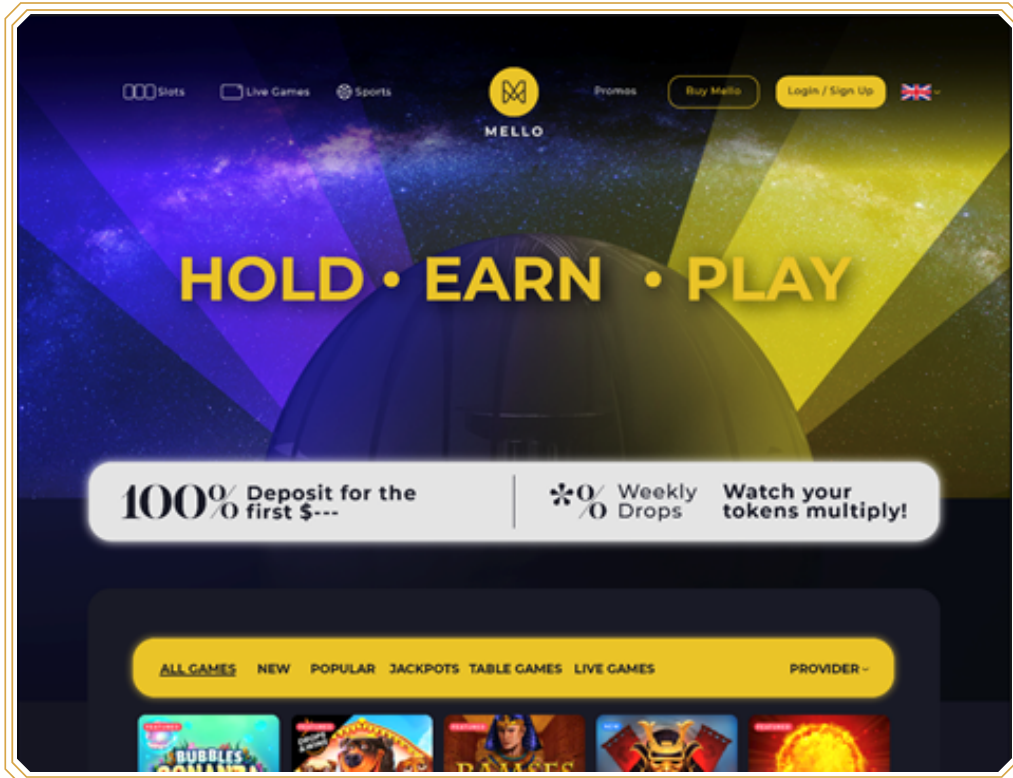
THE PROBLEM MELLO CASINO WILL SOLVE

What we (the team) have consistently seen lacking in the world of cryptocurrency casinos is a simple enough rewards program that is not ultimately negated by astronomical deposit fees. The Mello casino structure is centered around the Mello Token. The Mello Token has a 3% transaction redistribution fee built into the code of the token. This means that on all external (outside of exchanges/outside of the casino) transactions, 3% of the amount of Mello involved is redistributed to all crypto wallets that hold the Mello Token. For example, for a transfer of 100 Mello Tokens from one wallet to another, 3 of the tokens would be removed, divided, and spread across all Mello wallets. This means that as transaction volume increases, Mello holders will watch their Mello balance increase more and more quickly. But how does this play into the Mello Casino concept?

A Casino follows a business model with a very high volume of transactions. Normally, a large part of the business revenue generated for an online cryptocurrency casino is generated through the collection of deposit fees. **While Mello Casino will charge a fee for the deposit of other cryptocurrencies like bitcoin and Ethereum, the Mello casino will not charge an extra fee for the deposit of Mello Tokens.** The only fee involved in a Mello deposit to an individual's casino account will be the redistribution fee which is offset, in theory, by the receipt of redistribution fees from others' transactions.

This is not the only way that the Mello Casino may save players from fees. Currently, the most popular cryptocurrency casinos require the use of major cryptocurrencies like bitcoin and Ethereum, which charge huge transaction fees to begin with, and have slow transaction speeds. The Mello Token is built on the Binance Smart Chain (BSC) blockchain, which charges miniscule transaction fees. The transactions on BSC are also virtually instantaneous, making the Mello Token perfect for integration into a crypto casino. **The Mello Casino will be the first large, full spectrum, online cryptocurrency casino that allows the use of a BSC token for payment.**

Here is an image of a concept design that our team has created of what the front page of the first version of the Mello Casino will look like.



As the roadmap states, our first Casino launch will not include VR, and it will be our way of proving the concept effective. The Mello Casino Version 1 will have all of the games that crypto casino players have come to know and love. The building of Version 1 will be accomplished with the help of esteemed Mello Partner Gammastack, an iGaming solutions provider with 8+ years of experience in the industry, and a plethora of game providers that are being, and will continuously be added to the Mello arsenal.

This has been a summary of how the Mello Token is intended to revolutionize and streamline the virtual/cryptocurrency casino industry. the next section, and all subsequent sections will focus on our vision for the Virtual Reality Casino environment that inspired the Mello project in the first place, followed by an overview of the Mello roadmap.

FULLY IMMERSIVE VR CASINO ENVIRONMENT

VR CASINO DEVELOPMENT AS THE FOCUS

Virtual reality (VR) is going to become prevalent in one way or another. The massive success of even the very first platforms has proven as much. As the capabilities of VR technology expands, people are going to learn to let go and *enjoy themselves*, embracing all the wonders and escape that VR has to offer. This is going to touch all areas of our lives, from amusement parks to malls. VR can play a role in the transformation of every place that people travel today, for business or pleasure, and redefine our world.

Our team both celebrates current progress in VR and seeks out ways to move it forward. In the not-so-distant future, it will be commonplace for *anyone* to spend extended periods of time playing VR games or socializing with their friends' digital avatars. At Mello, we want to foster this trend. We want to accelerate the integration of VR into the everyday world. To achieve that, we are building a unique luxurious and fully functioning Virtual Reality Casino Environment (VRCE). From exploring and socializing, to making a stop at the slots, one will be able to do anything that could be done in a real-world casino and spend their day however they choose. This environment will feature a wide range of activities— everything that one would find in its real-life casino equivalents at some of the hottest vacation and tourism spots around the world. One will be able to revel in the Mello Casino at their own leisure, never leaving their own home. From the comfort of one's couch or bed, one will be able to step into the Mello Casino— where lights are flashing, music is playing, and fun is always at hand.

Our virtual reality casino will be much safer than a trip to a real-world equivalent – and equally captivating. For anyone who *lives* for those yearly trips but detests the plane rides, the crowds, or the effort, Mello is the solution. We are constructing our virtual environment as a response to the problems that many people are unaware that they are even facing. If you *already* like to hang out with your friends, taking part in as many activities

as possible, then the Mello VRCE is *the next big thing*. We are providing a means to do away with the drawbacks, leaving nothing but entertainment as you relax and let the moments come as they may.

This immersive virtual environment is the first piece of the puzzle for us. We have brainstormed and discussed, at length, about what VR is going to mean in five, ten, and twenty years. Over and over, we arrive at the same conclusion: one day, soon from now, we are all going to *accept* VR as a part of our lives, just as we have accepted TVs and laptops. We are going to view our virtual environments not as something different from our lives but as an extension of them. Through Mello, we will be allowed to extend our lives beyond the four walls of our living rooms—beyond the 24 hours of the day—to a place and an experience that will cause us to rethink everything we have ever assumed about life.

It is as simple as flipping a switch, logging onto Mello, and letting our team of designers and engineers transport you to a virtual environment where you can be anyone you want to be.

The Mello concept is disruptive, of course. We are challenging both the entertainment and finance industries through our revolutionary VRCE. Those who have maintained a near-monopoly on casinos are likely to view Mello as an existential threat. However, our attention is not on them, but on *you*, the player. We want you to think of our virtual casino not as an alternative to the real-world versions, but as a more convenient equivalent. There will be few things separating our VR casino from a real-world equivalent – and many more qualities in common.

In the Mello VRCE, you will be able to interact with people from around the world— all connecting through an immersive VR environment that is just as welcoming as it is challenging. You will be able to enter the world of Mello, confident that you will meet people and enjoy yourself, all while knowing that you are going to run into some *competitors*. That too is the magic of our community: there will be something for everyone— activities that new users can appreciate and ones that ask for seasoned users' utmost commitment and patience.

Our virtual environment will be the first of its kind. Unprecedented, the immersion fosters connection. Never again will you stare at a screen, wondering which of the users on either side of you are robots and which are



humans. When you meet someone, you will be able to *talk* to them. You'll see what they have chosen to wear, and you'll be able to get to know them. There will never be any doubt that you are around other people – that every table and every booth consists of groups of friends, absorbed by Mello just as deeply as you are.

Any time of day or night, you'll be able to stop into the Mello Casino, introduce yourself to new people, and schedule meetups with old friends. We want to replicate and enhance the real-life experience that so many have come to adore. That experience, if it can drive tourism to the degree that it has in Europe, the United States, and Asia, can also cultivate greater acceptance of VR technology.

To tie it all together, Mello Token will be the cryptocurrency of record within our community.

MELLO TOKEN AS A CRYPTOCURRENCY

MELLONOMICS

The first virtual casino of its kind, Mello Token will operate via a proprietary cryptocurrency. This cryptocurrency will ensure safety and privacy, affording our users the reassurance that they need in order to experience our virtual environment as comfortably as possible. We have designed the Mello Token *specifically* for Mello, basing all of our decisions around the needs that we have foreseen and the unique challenges that our virtual casino is going to present. Above all else, we want Mello Token to be easy to understand and simple to use, empowering those who may have never purchased or traded cryptocurrencies before.

While other cryptocurrencies will be accepted, use of the Mello Token will be encouraged through the reward structure of the Mello casino, which will provide many benefits (lesser fees and a regular airdrop program) to Mello-holding players. All activities within the virtual environment will accept Mello Token. This means that to enjoy the Mello casino completely, one need only keep their Mello Token balance above zero.

Integration between the Mello VRCE and the Mello Token will be smooth to the point of invisibility. While you are enjoying our games, you will not have to put any thought into currency whatsoever– you'll never have to perform any exchanges beyond the one required to acquire the Mello Token.

The back-end for Mello Token will be somewhat unique. Because of that, we prefer the term "Mellonomics" to the more-common cryptocurrency term "Tokenomics." *Mellonomics* describes how users can spend their Mello Token within the community and what rules govern the cryptocurrency as a whole. We are making all of these choices by consensus, coming together as a team of experienced and invested cryptocurrency and VR enthusiasts, all in an effort to engineer a cryptocurrency that works *perfectly* in our future VRCE.

The maximum supply of Mello Token will total 500 million. Along with our initial burn of 88 million tokens, we intend to burn 1 million Mello Tokens for every 1,000 token holders – until we have burned 10 million additional tokens. The purpose of these manual burns is to keep deflation under control, ensuring that when someone is holding or using Mello Token, they can be confident in the stability of its value. We want Mello Token holders to feel confident that whether they convert their Mello Token or keep it in their wallets, it is stable and lucrative.

After the conclusion of the manual burn schedule – that is to say, after we have stopped burning 1 million Mello Tokens for every 1,000 token holders – the circulating supply will have shrunk down to 402 million. This will serve to make it even more lucrative for Mello Token holders to save their tokens rather than convert them into another cryptocurrency or fiat currency. Built into the Mello contract is also a 3% redistribution rate, wherein 3% of every purchase, transfer, and sale of Mello, outside of centralized exchanges, will be redistributed to all wallets holding the token. This means that every holder of Mello is able to constantly watch their balance increase.

Built on Binance Smart Chain, Mello Token underwent a presale, adding liquidity and enabling trading on the PancakeSwap platform. The liquidity pool will remain locked on PancakeSwap until March 2022, at which point the Mello team intends to use whatever funds remain for the development of the Mello vision. Mello also charges zero liquidity fees.

We would like to make it eminently clear that our main goal is *not* for Mello Token to be purchased in large quantities. The Mello Token is, for us, a means to an end. We are using this token as one of several underlying technologies within our virtual environment. It is nothing more and nothing less than a component in the Mello ecosystem. We care about the adoption of Mello Token only as far as it will make the community viable.

As important as the growth and development of cryptocurrency is to all of us, it is not the priority of the Mello Team. We believe that cryptocurrency is *the future* of our economy, but within our community, it is secondary to the VRCE itself. To describe our perspective further, we need to explain how we see Mello Token functioning within the VRCE and all of the things one can expect to find within it.

MELLO TOKEN IN THE VR ENVIRONMENT

BRINGING MELLO TO THE VR WORLD

Let's draw an analogy between Mello Token and the real world. Say that you walk into a casino and exchange your fiat currency for chips. There are multiple advantages to this: you never need to worry about counting your fiat currency—it is easier to keep an eye on your chips—you know everyone is using the same chips... and through it all, the chips *add* to your experience. Mello Token will serve the same purposes in our VRCE.

The tokens are *not* the centerpiece of the experience, though—they are just a part of it.

We have been conscientious about our choices in this area. Rather than designing an experience to draw people toward our cryptocurrency, we place the emphasis on the ultimate vision of the experience. We want people to visit Mello because they enjoy spending time in the community. We want to improve the experience in any way that we can, but as far as our energy goes, we are putting the bulk of it into the one-of-a-kind destination that we are creating online.

Our approach is similar to the one that tourist destinations have taken. Think of Walt Disney World in Orlando or the Strip in Las Vegas. The corporations behind those destinations know that while people may keep coming back for the merchandise or for the hotels, that they are going to come, at first, because they know that the experience is like nothing they could find anywhere else. The experience at Mello will be similar—in a league all its own.

Again, our mission is to promote our future Virtual Reality Casino. When people show up to Mello day in and day out because there is nowhere else they would rather be, *that* is when we'll feel comfortable that we are on the right track. We are not going to measure our success based on the price of a token. Instead, we are going to engage with our users, asking them what

they would like to see out of us and what they have enjoyed about our community the most. All of the team members want to create something that we will enjoy ourselves. We believe in the power of VR to bring people together – and the power of cryptocurrency to help facilitate the activities within our future VRCE

We will not encourage any speculation on the price of Mello Token or market it as a store of value. All of the technicals that we have announced— all of the Mellonomics decisions we have made— are solely intended to function in service of the future Mello VRCE. Everything comes back to the community.

We have chosen to launch Mello Token on Binance Smart Chain, which facilitates fast transaction speeds and charges low fees. These details make Binance Smart Chain ideal for the future Mello Casino games. They'll never need to second-guess any of the activities that they join because transaction times and fees will never disrupt the experience. As long as the rules of the games are understood, everything is understood. As a community, Mello is for *all* people, not merely the experts and technologists.

Specifically designed for interoperability, Mello Token fits into the open world that we are engineering. Our virtual environment, as expansive as it is going to be, requires a high level of freedom and flexibility.

Our vision for the Mello VRCE is one of a consistent frame to which we can make changes on the fly, depending on news or holidays. We also envision multiple redesigns of the frame of the environment which will all undoubtedly be greatly anticipated. We can make these stylistic choices much more personal than traditional environments could, which is one more distinct advantage of the VR technology at the center of the Mello concept.

We want Mello to be a place that people love to visit – and visit often. Our VRCE is not going to be equivalent to a single video game or even to an entire console: Mello will be a *lifestyle*. We want our users to view our upcoming virtual casino as a part of themselves. For anyone who has



devoted hundreds of hours to a particular open-world game, Mello will make sense. We want to go beyond that audience, though, and invite *all people* into our community.

By July-August 2021, we plan to launch an initial iteration of a Mello virtual gaming platform (non VR). The design of this web platform will be similar to the sample pictured in section 1.

Our aim is to build Mello into a community for all – and for all to have *fun*.

ROAD MAP

OUR NEXT STEPS

Q1
2021

MELLO TOKEN LAUNCH

- Team recruitment and formation
- Mello Token contract development
- Mello goes live on DEX PancakeSwap
- Listing Applications (CoinGecko, CoinMarketCap)

Q2
2021

EXPANSION AND BUSINESS DEVELOPMENT

- **Partner with legal team**
 - We've partnered with a legal firm that both fulfills our specific needs for casino legalities and has a deep understanding of cryptocurrency. This partnership will enable us to finalize the formation of our legal entity, obtain our gambling license, and launch a merchandise store for the Mello community.
- **Pursue listings on centralized exchanges**
 - The Mello team will pursue agreements with a variety of centralized exchanges for maximum exposure and accessibility to the Mello Token. Mello Token was listed on the WhiteBit centralized cryptocurrency exchange on April 12th, 2021.

- **List on Centralized exchange (WhiteBit.com)**
 - As of April 12th, 2021, the MELLO/USDT trading pair is live on WhiteBit.com
- **Mello dev. team begins online casino development**
 - Our development team has begun user interface development with the help of our partner Gammastack for a web browser integrated casino. With the development of our first iteration casino platform, we will hit our first casino development milestone.
- **Finalizing formation of legal entity in Curaçao**
 - We will be finalizing formation of our legal entity which will be headquartered in the Dutch Caribbean island of Curaçao, a constituent country of the Kingdom of the Netherlands. Curaçao was chosen as the location of the legal entity due to their favorable business structure for the production of a crypto currency-based casino.
- **Acquire Casino licensing in Curaçao**
 - Our legal team and partners have begun the application process for a casino license in the Dutch Caribbean island of Curaçao, a constituent country of the Kingdom of the Netherlands. Curaçao is one of the most accessible jurisdictions for licensing, offering coverage for every kind of iGaming-related activity in one single license, making it the prime choice for Mello Token.
- **Virtual Reality R&D**
 - We are performing extensive research into virtual reality development and integration including hardware, software, and API packages in order to kick start and plan the future vision of Mello's virtual reality casino and gaming environment.

**Q3
2021**

EXPANSION AND CASINO DEVELOPMENT

- **Reaching out to larger centralized exchanges**
 - Expansion of accessibility to Mello Token will be pursued by seeking out agreements with larger centralized exchanges. As the Mello community grows, it is important to us that we provide as many options as possible for our community members to Buy, Sell, and Transfer their Mello tokens.
- **Casino game selection and implementation**
 - We will start game provider sourcing and game selection for Mello's 2D casino. All legal agreements will be thoroughly vetted to ensure proper business adaptation to Mello. The game software packages will also be put through rigorous testing to ensure the smoothest user experience for our Mello community.
- **Casino integration of Mello Token**
 - We will be implementing external wallet integration into the Mello 2-D casino ecosystem. This will enable members of the Mello community to use their Mello tokens in the 2-D casino from their existing external wallet.
- **Mello Online Casino backbone/core testing**
 - The core of the 2-D Mello casino will be built on a secure backbone and will go through rigorous cybersecurity stress-testing to mitigate vulnerabilities. Beta testing as well as a soft launch will aid in this endeavor to ensure maximum security.
- **Virtual Reality R&D**
 - Our design team will continue to develop virtual reality assets. This development will bring our vision of virtual reality gaming to life and bring us closer to our next milestone: virtual reality.

**Q4
2021**

2D MELLO CASINO LAUNCH AND VR DEVELOPMENT

- **1st iteration Mello online Casino finalization, beta testing, and initial exclusive launch**
 - Upon finalization of the 1st iteration Mello 2-D Online Casino, we will host an exclusive launch event for select members of the Mello community. This limited launch will allow the Mello team to monitor the gaming backend with a limited sample size to further fine tune the 2-D Casino.
- **Public launch of Mello V.1 Casino**
 - The public launch of the first iteration 2-D online casino will be accessible to the entire Mello community. This gaming environment will include all updates and improvements to further enhance the casino experience.
- **Business / tech development partnerships pursued and formed**
 - We will be seeking out specific partners in the business and technology sectors and forming strategic partnerships in order to expand Mello on all fronts.
- **Mello Virtual Reality Casino development plan finalized**
 - Our research and initial development phases will yield a final development plan for Mello's 3-D virtual reality casino and gaming environment. This plan will propel the Mello team into 2022 and bring us one step closer to our Virtual Reality casino milestone.

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MELLO VR CASINO DEVELOPMENT AND GLOBAL BRAND EXPANSION

- **Mello team and partners begin to bring the Mello VR Casino to life**
 - Mello will bring their vision of the Mello VR cryptocurrency casino into reality. The culmination of our work will ultimately bring a plethora of casino games together in a virtual reality casino for the Mello community.
 - **Global expansion of the Mello Brand**
 - The Mello team will pursue strategic global partnerships to expand the Mello Brand.
 - **Additional marketing partnerships formed**
 - The Mello team will seek out marketing partnerships to ensure proper expansion of the mello community
-

We plan to be fully committed to the development of the VR environment, specifically, by the beginning of 2022. At that point, we will pivot toward partnerships, sourcing whom we can help and who can help us, to continue to foster our growth. We will likely be adding more members to our team at this time as well.

This may seem like a small amount of time. We are confident, however, that it is more than enough for us. We are embracing our roles as thought leaders in the VR field, all while doing right by the cryptocurrency community as well. Fun and thrills: these are the tools we are deploying to motivate more and more people to make these innovations their own, one Mello evening after another.

LEGAL DISCLAIMER

A NOTICE OF RISK

This whitepaper describes the initial launch of Mello Token. Mello is a redistributive cryptocurrency to be exchanged on the Mello platform as explained in this whitepaper. This whitepaper is not a solicitation of investment and it in no way constitutes an offering of securities in any jurisdiction. All plans presented in this whitepaper are subject to change. This whitepaper contains forward-looking statements based partly upon opinions of Mello Team members. The purchase of Mello is not refundable. All individuals, businesses, and other organizations should be aware of the risks and costs associated with the acquiring, holding, and trading of Mello Token.

LIMITATIONS OF THE PURCHASERS

You are not eligible to and shall not purchase Mello if you are a citizen or resident (tax or otherwise) of any country or state where the purchase of Mello or similar cryptocurrencies may be prohibited, or where the selling of tokens is deemed to be non-compliant with applicable laws and regulations. In particular, Purchases of Mello should be made only by individuals or entities with significant experience with, and understanding of, the intricacies of cryptocurrencies and blockchain-based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other Crypto Tokens.

You should carefully consider the risks, costs, and all other potential deleterious outcomes associated with acquiring Mello, and, if necessary, obtain independent counsel regarding the matter. If you are neither in a conducive position to accept nor to understand the risks associated with the sale of Mello (including the risks related to the non-development of the Mello platform) or any other risks as indicated in this whitepaper, you should not acquire Mello.

RISKS

The purchase of Mello carries with it significant risk. Prior to purchasing Mello, the purchaser should carefully consider the risks listed below and, to the extent necessary, consult a lawyer, accountant, and/or tax professional prior to determining whether to purchase Mello.

(a) Mello will be stored in a wallet, which can only be accessed with a password selected by the purchaser. If a purchaser of Mello does not maintain an accurate record of their password, this may lead to the loss of Mello. If your password protection is weak and it is cracked or discovered by somebody else, this may also lead to the loss of Mello Token. As a result, purchasers must safely store their password in one or more backup locations that are well separated from the primary location.

(b) The purchaser recognizes that some of the services provided by the Mello Platform are currently under development and may undergo significant changes before release. The purchaser acknowledges that any of their expectations regarding the form and functionality of the Mello Platform may not be met for any of multiple unforeseen reasons.

(c) As with other Crypto Tokens, the value of Mello may fluctuate significantly and become reduced in value for any number of reasons, including, but not limited to, the relationship of supply and demand, the overall conditions of the cryptocurrency market, political / geographical disruption, changes of regulations in certain jurisdictions, or technical reasons.

(d) Mello will be issued on the Binance Smart Chain. As such, any malfunction or unexpected functioning of the Binance Smart Chain protocol may impact the purchaser's ability to transfer or securely hold Mello. Such an impact could adversely affect the value of Mello.

To the maximum extent permitted by the applicable laws, rules, and regulations, Mello, and any employees thereof, 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. The

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Regulatory authorities are carefully scrutinizing businesses and operations associated with Crypto Tokens around the world. In that respect, regulatory measures, investigations, or actions may impact Mello's business and may limit or prevent it from developing its operations in the future. Any person undertaking to acquire Mello must be aware that the Mello team's business model or the Mello Platform and its existing platforms may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and any person undertaking the acquisition of Mello acknowledge and understand that neither Mello's nor any of its affiliates shall be held liable for any direct or indirect loss or damages caused by such changes.

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