



# Q MALL TOKEN WHITEPAPPER

UPDATED FEBRUARY 2022

Q MALL.IO

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# Important Notice

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The Qmall Token is a functional utility token that is designed and intended to be used to access and utilise certain services and functionality within the Platform, in every case if and as made available by the Company or its applicable affiliates. Furthermore, the Token is currently at the design stage and its specific functionality or characteristics may be changed or updated from time to time without notice to you or our obligation to update this Whitepaper.

The Token is not and is not intended to constitute securities of any form, units in a business trust or collective investment scheme, or any other form of investment or regulated instrument in any jurisdiction, and is not registered with any government entity as a security or regulated instrument, and shall not be considered as such.

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The Token does not grant the right to receive any profits, income, payments, returns, dividends from the Company or any of its affiliates, nor is it intended to be a digital currency, security, commodity, bond, debt instrument or any kind of financial instrument or investment carrying equivalent rights. Accordingly, any protections offered by the law in respect to the purchase, holding, or sale of the instruments and investments referred to above shall not apply to the Tokens.

You should not purchase, use, hold or sell the Tokens unless you have prior experience with cryptographic tokens and blockchain-based software. Purchasing, holding, using and selling the Tokens, as well as transacting in virtual assets or cryptocurrencies carry substantial risk and may involve special risks that could lead to a loss of all or a substantial portion of your funds or assets used in the respective transaction.

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This Whitepaper and our Communications may contain forward-looking statements based on current expectations that involve a number of risks and uncertainties. All opinions, forecasts, projections, future plans or other statements other than statements of historical fact, are forward-looking statements. Any development plans and projections, business projections, future functionality and projected performance of the Company or the Project, as well as prospects and the future prospects of any industry, are forward-looking statements.

Forward-looking statements by their nature address matters that are, to different degrees, uncertain or unknown. We can give no assurance that any forward-looking statements will prove to have been correct. Actual events, results or outcomes could differ materially from what is stated in the forward-looking statement, and you should not rely on any such forward-looking statement. These risks and uncertainties include the impact of economic, competitive, technical and other factors affecting the Platform, Token, the Company or its operations, including, but not limited to, the following: development of science and technology, development of the industry in which the Company is in, competition, regulatory uncertainty and government actions, the introduction of new regulations and laws, market changes, the performance of the Project, other business and market conditions.

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To our knowledge and belief, all material risk factors in making an informed judgment to use the Qmall Platform or Qmall Tokens are disclosed in the Risk Disclosure Schedule attached to this Whitepaper. Note that the Risk Disclosure Schedule forms a part of this Important Notice, and you should carefully read, review and consider the risks outlined therein as all such risks shall be assumed and taken by you.

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# Abstraction

**Qmall Exchange** – is a centralized cryptocurrency exchange officially registered in Ukraine, which is an ecosystem of products aimed at bringing the work with cryptocurrency to a new level in Ukraine.

A variety of safe financial instruments provide an opportunity for convenient work for both a professional trader and a beginner. One of these tools is the QMALL token.

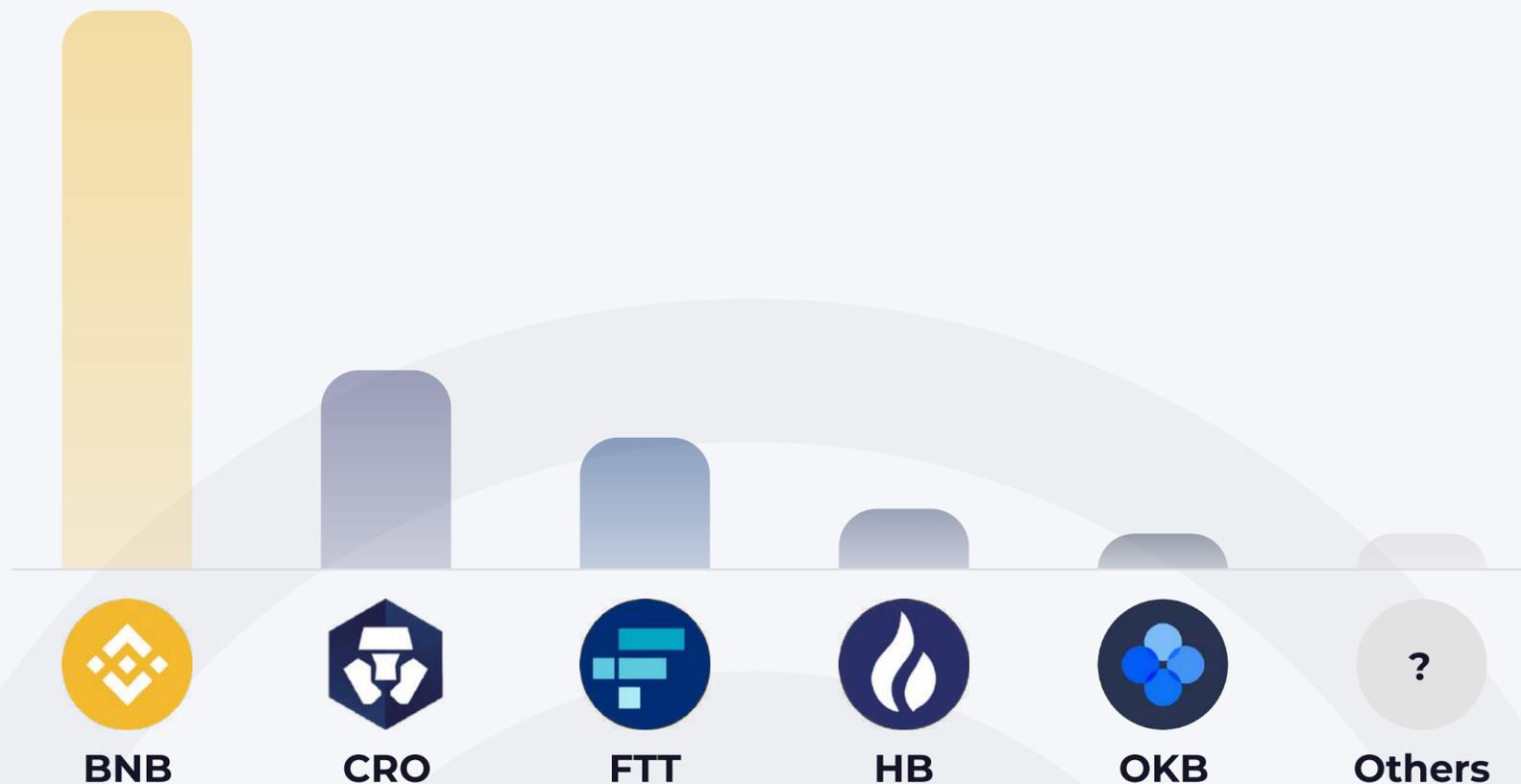
**QMALL token** - it is a service tool of the Ukrainian project Qmall Exchange, which is a service tool that allows you to use the site's functions at the highest level and provides special opportunities for owners.

The status of the exchange service tool for the QMALL token makes it possible not only to be a useful service asset that users can use to gain access to new or exclusive opportunities and receive special offers for working with the basic functionality of the exchange, but also to build a skeleton of a token with a limited supply on the basis of this.

The main criterion for any asset is the validity of value. The service token in the cryptocurrency world at the moment has a transparent structure of use in the market and we are confident that the belonging of the token to the centralized exchange of the QMALL token will bring to a new level of use of its service functions and the ecosystem built on this.

# Introduction

*Market capitalization of exchange tokens, according to Coinmarketcap*



Currently, the market capitalization of exchange tokens, according to Coinmarketcap, is over \$ 140 billion with a daily turnover of over \$ 4 billion. The main market leaders among cryptocurrency exchange tokens are: BNB - Binance token, HT - Huobi token, FTT FTX token, CRO - Crypto.com token, OKB - OKEX token; they take over about 95% of the cryptocurrency exchange token market capitalization.

That is, all other tokens take on only 5% or 7 billion in total for all other exchange tokens. Each exchange uses these tokens as a way to stimulate activity on their exchange, retain users and attract new ones. There are certain relationships between the various types of exchange tokens. While all tokens allow traders to receive discounts on trading fees, some tokens provide additional opportunities, such as receiving referral bonuses or access to exclusive options.

If you analyze the market leaders, it is easy to see that, in addition to the operating model, tokens are united by another basic fact that they are all associated with exchanges based in East Asia. This indicates that exchanges in this region are more inclined to take regulatory risk when distributing their own tokens compared to Western exchanges, since to a greater extent the regulatory rules of European and American law are, to put it mildly, much more demanding.

At the moment, the more than 2 trillion cryptocurrency market, consisting of more than 7000 cryptocurrencies, includes about 100 exchange tokens, holding only 140 billion. Moreover, 95% of this capitalization is occupied by only 5 exchange projects.

Here the question arises - **Why?**

The answer consists of two parts - in order to have an exchange token, an exchange is needed, for this token with a configured infrastructure, and the name of this exchange must be loud and trusting in the cryptocurrency world - which is very rare at the moment.



It is the new criteria that shape the exchange token market and make it clear the direction of both the cryptocurrency market as a whole and directly exchange tokens.

# Motivation

The overall goal of creating the QMALL token, going beyond a specific set of innovations, is to provide a more balanced and resilient ecosystem that takes into account the needs of its users.

Having studied the market, we come to the conclusion that the main leaders of the cryptocurrency assets market are representatives of East Asian countries and form their activity at the expense of the name of the exchange. The Qmall Exchange project, a Ukrainian cryptocurrency exchange, has set itself the goal of creating a token infrastructure that technically and reputationally corresponds to the European format and is convenient for the community of the Western mentality.

Such a presentation of the project set the goal to implement a platform that would allow using a service token integrated into most of the most important functions of a cryptocurrency exchange with the ability of their users not only to get a convenient tool for interacting with the platform, but also to generate demand for it from active users of the exchange.



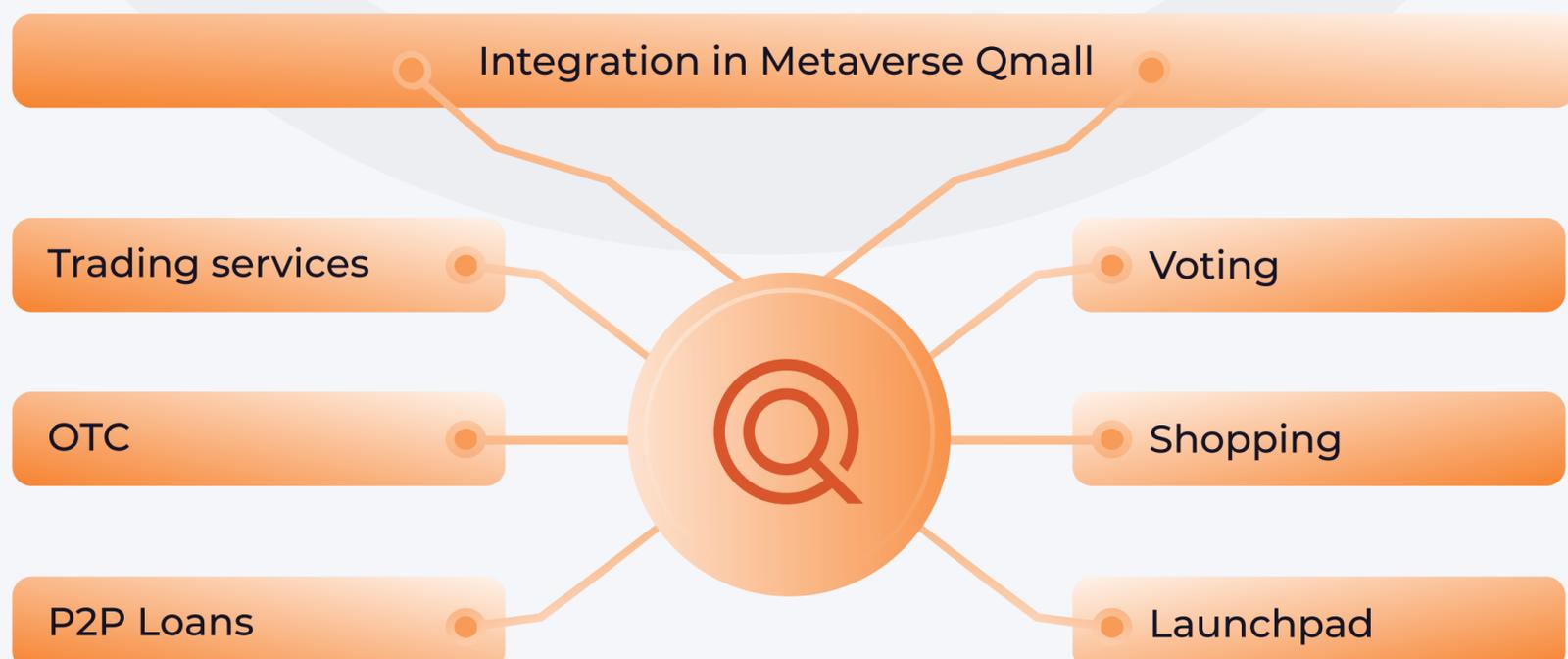
# Token infrastructure

**Our main goal is to provide unique and exclusive opportunities to Qmall Exchange users when using the QMALL service token and form an ecosystem that improves user interaction with the platform.**

At the moment, the QMALL token is already built into the infrastructure of the exchange in the following services:

- Payment of commissions for spot and margin trading with a 50% discount;
- Integration of the token into Metaverse Qmall, which will be launched by the end of 2022;
- Payment of commission for Loans with a 50% discount;
- The ability to use a token to vote for targeted exchange activities, such as listing new projects, holding Launchpad and other unique events;
- The ability to buy goods in a cryptocurrency shop using the QMALL token;
- Participate in the unique Launchpad on the site.

## Token QMALL



## Trading Fee Payment with QMALL

Payment of the trading fee for spot and margin trading both for the taker (the one who buys the order) and for the maker (the one who created it) for the following order type:

- Limit order
- Market order
- Stop-loss order
- OCO ( One-Cancels-the-Other ) order

**Important!** When paying a trading fee with QMALL token, the user receives a discount of 50% of the specified trading fee. (The base trading fee of the Qmall cryptocurrency exchange is 0.2% or as a coefficient (multiplier) 0.002. The option can be activated in the main profile settings on the Qmall Exchange website.

The trading fee when executing an order is calculated according to the following logic, using the example of a trading operation on the BTC / USDT pair at a rate of 60,000 USDT:

"User A (taker) wanting to exchange his 0.1 BTC for USDT trades with user B (maker) who wants to exchange his 6,000 USDT for BTC."

Users have 2 options for performing an exchange - let's look at both of them in detail:

1. Users A and B perform trading with the option of paying fee in the QMALL token disabled (visual display in diagram 1), then:

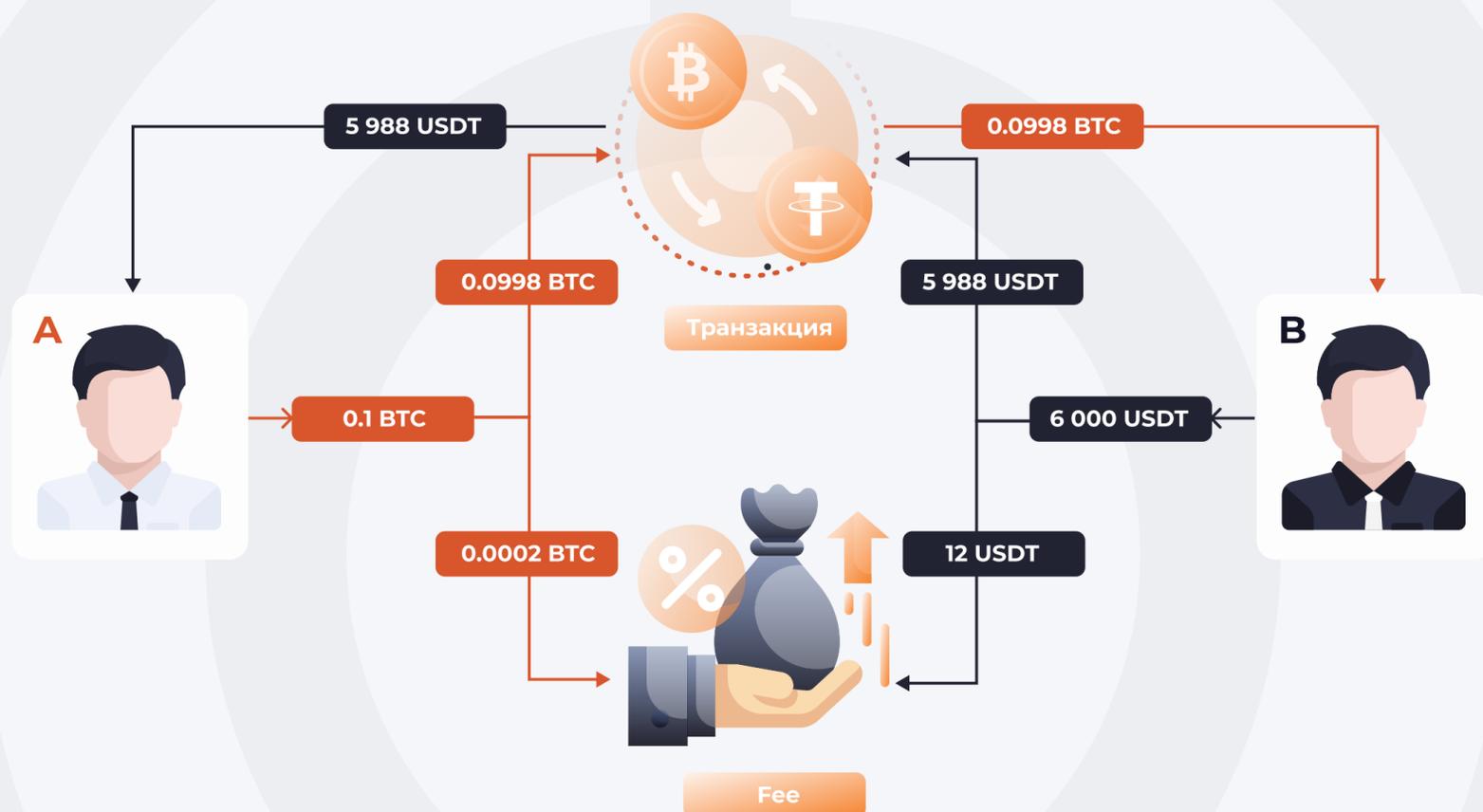
- a. user A pays a trading fee equal to

$$\mathbf{0.1\ BTC * 0.2\% = 0.0002\ BTC}$$

user B pays a trading commission equal to

$$6\,000\text{ USDT} * 0.2\% = 12\text{ USDT}$$

**In total, User A performs a net exchange of 0.0998 BTC and receives 5,988 USDT.**



*Scheme 1: A trade operation with the option to pay **fee in QMALL disabled***

2. Users A and B trade when the option to pay commission in the QMALL token is enabled (visual display in diagram 2), then:

a. user A pays a trading commission equal to

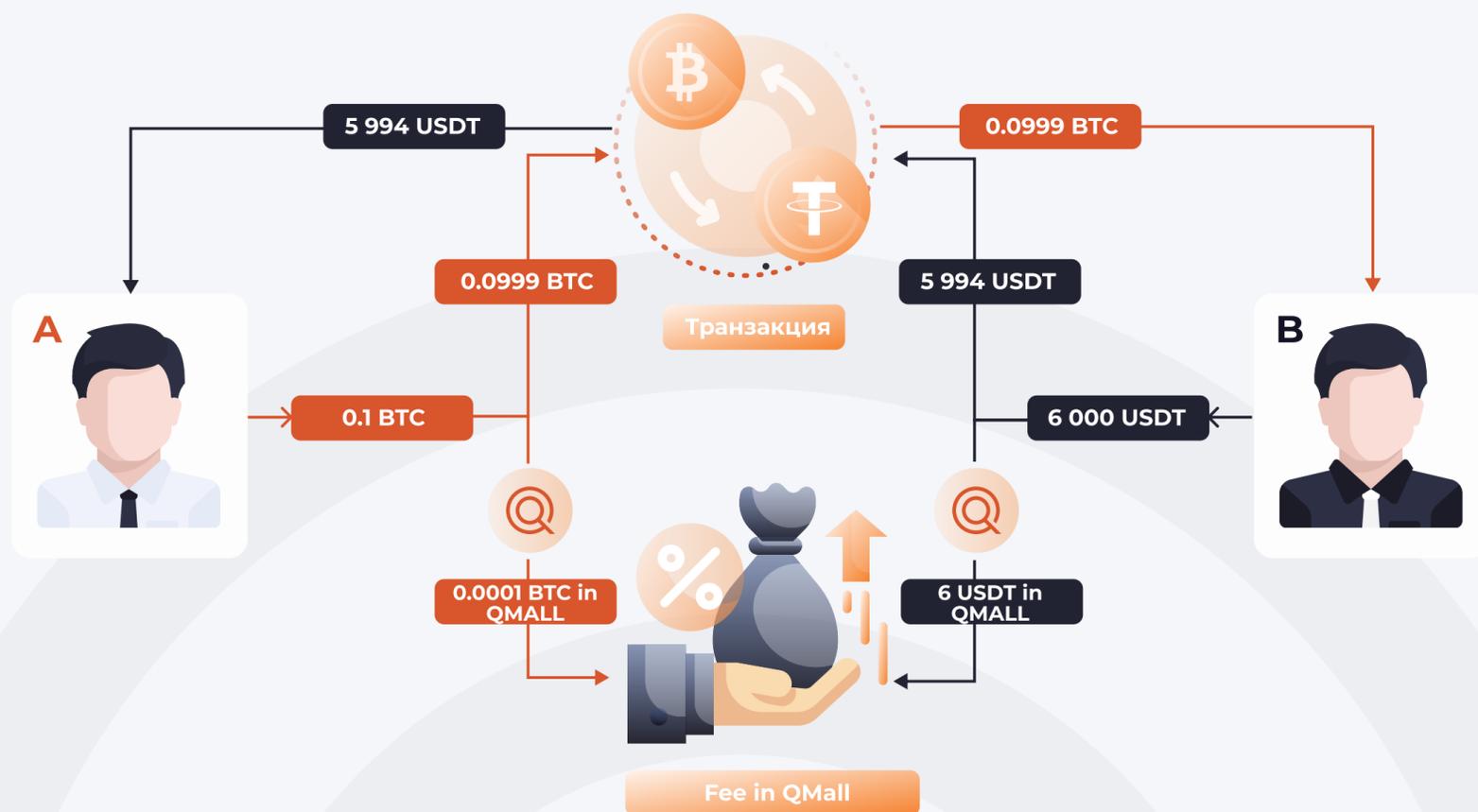
$$0.1\text{ BTC} * 0.2\% * 50\% = 0.0001\text{ BTC}$$

**In total, User A performs a net exchange of 0.0999 BTC and receives 5,994 USDT.**

b. user B pays a trading commission equal to

$$6\,000\text{ USDT} * 0.2\% * 50\% = 6\text{ USDT}$$

In total, user B performs a net exchange of 5,994 USDT and receives 0.0999 BTC.



Scheme 1: A trade operation with the option to pay **fee in QMALL enabled**

**Important!** Users receive a discount when the option to pay commission in QMALL is enabled, regardless of whether it is enabled for the users with whom they are trading.

The same principle is used to pay commissions in services such as: Loans or OTC (over-the-counter trading).

## Voting

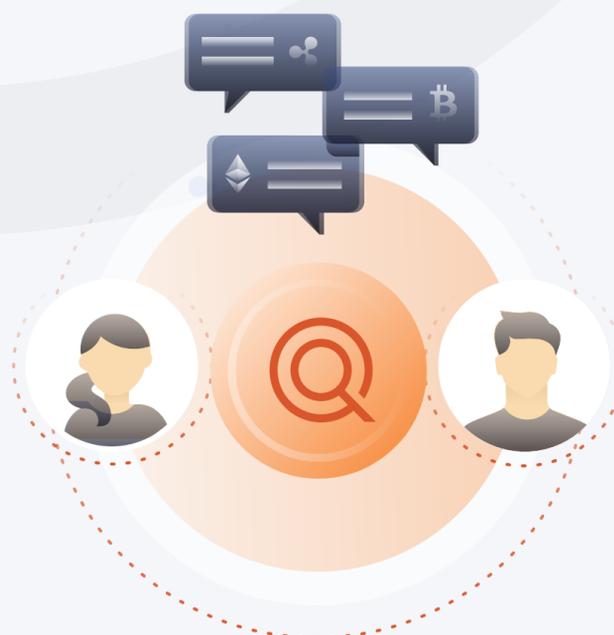
The development of most projects is based on the perception of it by users or the final consumer. Our project adheres to the position that the opinion of the community should not only reflect the direction of the project's development, but also influence it in a directly expressed format, that is, through voting.

QMALL voting is a process of making decisions by users about the vector of project development and its interaction with other projects. The development of this area is one of the key goals of the project as a whole, since the ideal voting format is not only the ability to vote for a certain activity, but also the involvement of users in determining the topic of voting.

The voting process, depending on its importance and essence, can be carried out in several formats:

- voice support from users who save QMALL tokens on the balance without spending them in any way to get feedback from the community;
- support by tokens from users who store QMALL tokens on the balance due to the consumption of the QMALL token in the amount according to the terms of its conduct;

Each vote may differ in format depending on the purpose of its conduct.



## Unique opportunities

The presence of tokens not only makes it possible to work more efficiently with the Qmall exchange, but also provides the opportunity for additional privileges to participate in various activities taking place on the platform. In other words, the QMALL token will act as a ticket for access to unique and exclusive events of the platform. At the moment, the following series of the following events can be distinguished:

- access and use in the first exchange meta universe with its unique game world and cross-platform support, which will be launched before the end of 2022 by the Qmall exchange;
- access to participate in unique projects on Launchpad and in exclusive qBoxes with unique conditions;
- the ability to purchase goods for QMALL tokens on the cryptocurrency shop Qmall Exchange with the possibility of delivery of goods.

These and many other opportunities await the owners of the QMALL token, as the goal of the project is to develop a unique infrastructure, in each instance of which the exchange token will play a major role as a service asset.



# Tokenomics

An integral part of any asset is its tokenomics, which shows the level of processing of project development vectors and mechanisms for controlling its price and emission. Correctly constructed tokenomics allows to achieve the set goals of the project and bring it to a new level.

## General concepts

The development concept of the QMALL token is based on 3 main ideas:

- **Limited** - the supply of the QMALL token has a limited value of 100,000,000 QMALL - this is the maximum supply that the token can reach. Additional token release is not possible;
- **Phased** - token availability logic is based on cliff and vesting, which allows to greatly reduce the load on the market, formed after the Token Sale and Airdrop distribution, due to the phased unfreezing of tokens.
- **Consumptive** - is the third and balancing factor that not only compensates for the pressure on the market, but also creates a strong growth perspective in the long term.

**Important!** It should be noted here that the consumption of the token, that is, using it as a service asset, leads to the burning of the consumed volume once a year, annually by the time 50% of the supply or 50,000,000 QMALL is reached. Further, all consumption will be focused on special promotions for exchange users in order to encourage active participants.

The most important factor in token consumption is its integration into the trading core as an asset capable of paying the trading commission on any pair at a discount. The logic of tokenomics is based on vesting and cliff, which is the embodiment of the postulate of phasing as a way to distribute tokens.

- **Vesting** is a linear process of token distribution following the cliff for users and teams depending on how they receive them.
- **Cliff** is a token blocking period as part of the vesting process.
- **TGE** (token generation event) - the process of starting token allocation in vesting.

Each section of Tokenomics has its own allocation rules, as described in Table 1.

*Table 1. **Tokenomics QMALL***

Fund	Amount	TGE	Cliff	Vesting	Vesting step
IDO	22 860 000	15%	1 month	11 months	1 month
Pre Sale	22 000 000	15%	1 month	20 months	1 month
Private Sale	7 160 000	15%	1 month	20 months	1 month
Main Sale	5 565 000	15%	1 month	20 months	1 month
Airdrop	20 000 000	10%	3 months	24 months	3 months
Team	10 000 000	0%	3 months	24 months	3 months
qBox	5 000 000	100%	-	-	-
Marketing	4 915 000	100%	-	-	-
Advisers	2 500 000	0%	3 months	18 months	1 month

## Token emission

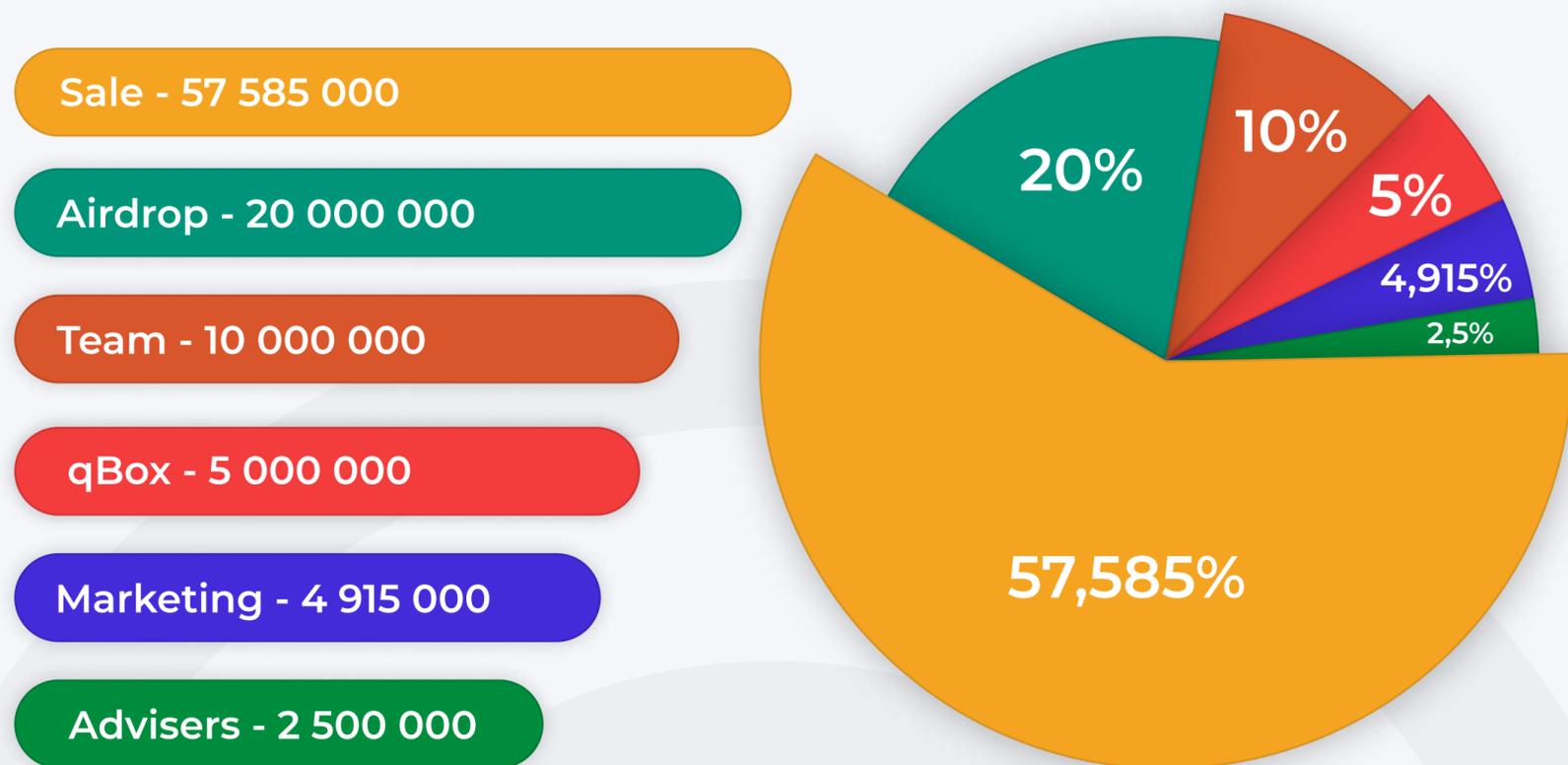
The QMALL token is a service utility token of the Ukrainian cryptocurrency exchange Qmall Exchange. The emission of our token has clearly defined rules and is formed on the basis of business analytics of the market and value judgments about the vector of its development, based on more than 10 years of experience of the working with cryptocurrencies.

## Tokens Distribution

The total supply of the coin at the contract level is 100,000,000 QMALL. The concept of initial supply implies only that the supply of the coin at its launch stage will be in the specified volume. The 100,000,000 QMALL volume is the maximum possible QMALL issuance volume and can only be changed downwards by paying a commission on the QMALL token. The change of the supply is implemented by withdrawing from the issue by performing a transaction at the contract level to fix the measured volume (reduced maximum supply, at the network level). Such action is justified by the logic of QMALL token operation as a service asset, the main use of which is a payment of trade and service commissions on the Qmall Exchange. The volume of coins withdrawn from circulation in this way will be decreased annually in a planned manner by the time 50% of the supply volume or the value of 50,000,000 QMALL is reached.

The further purpose of coins withdrawn from circulation at the expense of service fees will be to control the supply of coins in the market to support the use of the QMALL asset as a service asset. With this in mind, it was important for the us to shape the logic of coin allocation in such a way as to account for all postulates with

and at the same time keep a balance between supply and demand to ensure maximum engagement with systematic development. The logic of token distribution is shown in Figure 1.



Picture 1. **Logic of distribution of QMALL tokens**

## Airdrop

Airdrop in the cryptocurrency world is a tool for users to receive tokens when they perform certain actions on social networks. The purpose of such activity is usually to increase the attraction of users to the site. However, our main goal is quite different. The driving factor of each service token is the ability to use it, which is why the main purpose of the Airdrop is to distribute tokens to the maximum number of interested users to use the token to obtain a discount on the trading commission. This is the main goal - to show how easy and profitable it is to use it on the Qmall Exchange, since, first of all, the QMALL token is a service tool.

## Event conditions

From 01.12.2021 to 01.02.2022 users have the opportunity to receive a reward for fulfilling the conditions of the Airdrop. The cost of 1 QMALL token at the time of the event is 1 UAH. There are 3 main types of rewards:

- **500 UAH in QMALL** tokens when Airdrop conditions are met;
- **100 UAH in QMALL** tokens for the user you invited to the Qmall exchange, subject to the fulfilment of the Airdrop conditions;
- **50 UAH in QMALL** tokens for the user invited by your referral, provided that they fulfill the conditions of the Airdrop!

**Important!** The referred user must register with the referral link for him to be identified as your referral. Registration of your referral using a regular link will not be considered invited by you and you will not be provided with an Airdrop.

**The total budget for Airdrop QMALL is**

**20 000 000 ₴**

Launch Date of Airdrop  
**01.12.2021**

Finish Date of Airdrop  
**01.02.2022**

In order to receive and activate the Airdrop, the user must fulfill four simple conditions:

1. Register on the exchange no later than 01.02.2022;
2. Pass verification (KYC) and receive a positive withdrawal (approve) no later than 02/01/2022;
3. Subscribe to the official social networks of the Qmall exchange no later than 02/01/2022;
4. Make a deposit of at least 200 UAH in the equivalent of any cryptocurrency or fiat available on the exchange to activate Airdrop no later than 12/20/2022.

## Accrual logic

At the end of the Airdrop, the volume of tokens you received will be unfrozen according to the vesting logic. The first accrual will take place on the opening day of trading, 15.02.2022, and 10% of the total volume of Airdrop received by you will be available.

*Table 2. Accrual logic QMALL Airdrop*

Airdrop					
	Start	Duration	Step	End	Amount/Step
TGE	10% at 15.02.2022				
Cliff	15.02.2022	3 months	-	17.03.2022	0
Vesting	17.03.2022	24 months	3 months	16.03.2024	750 000
Amount	<b>20 000 000</b>				

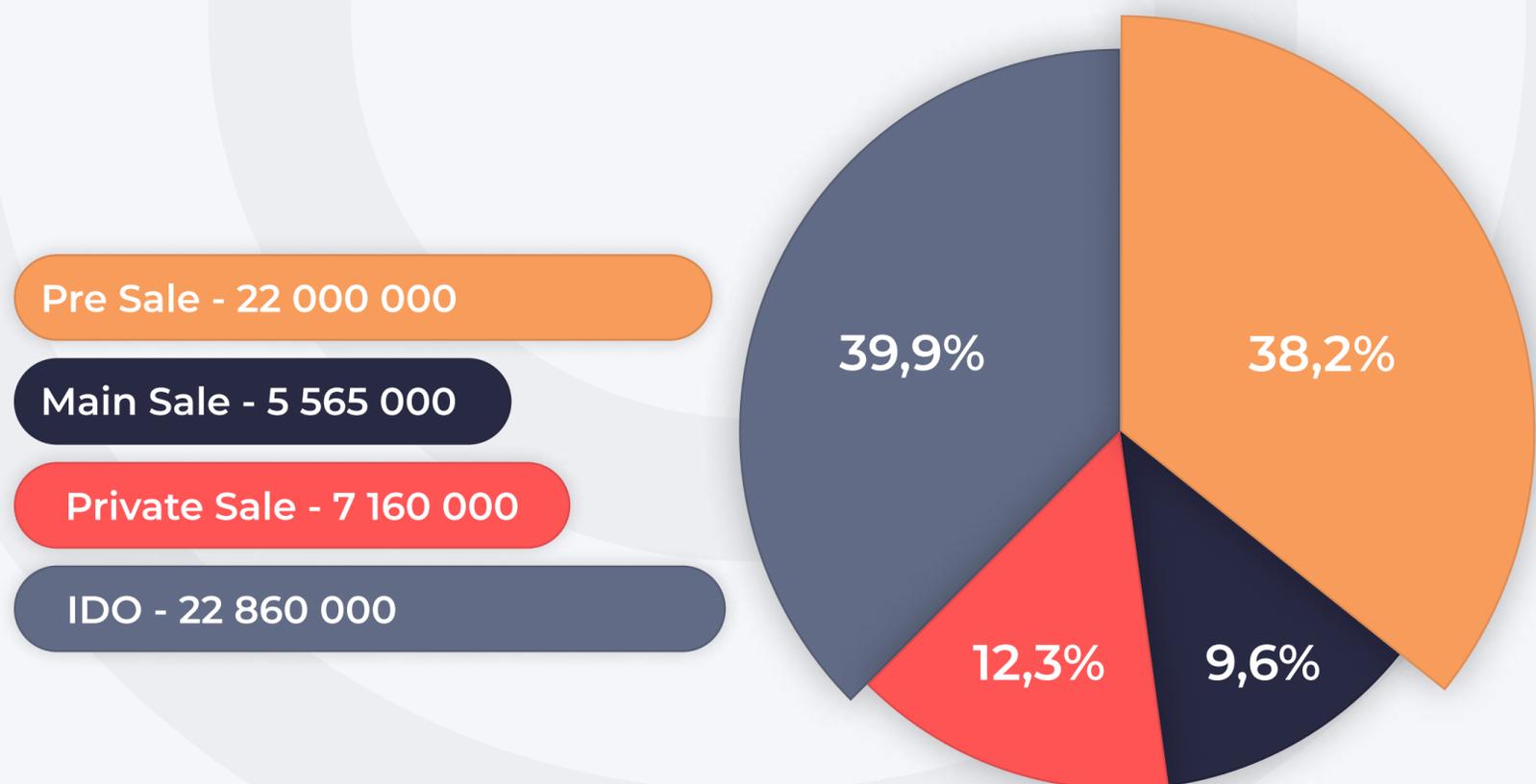
**Important!** All tokens that have not been activated by December 20, 2022 will be removed from the supply by reducing them in the network in an amount equal to the number of all unactivated tokens on the final date. You can see this volume on the balance page, as well as on the Airdrop page on Qmall. Table 2 shows the logic of unfreezing coins received on Airdrop QMALL.

## Token Sale

Token Sale is one of the main events for the project, as it not only determines its potential value, but also forms the future foundation for its development. The total volume of coins offered for sale is 57,585,000 QMALL.

### Event conditions

Conducting the Token Sale offer will be on the Qmall Exchange platform. This format will allow to organize the process in such a way as to ensure all the proper conditions for its conduct. Token Sale consists of 4 stages, two of which will be held on The Qmall Exchange Launchpad, as well as IDO and private investment round:



Picture 2. **Distribution logic of QMALL on TokenSale**

Under each of the rounds will be allocated a discount to users to purchase in the form of a bonus, which accordingly forms the distribution of TokenSale coins as shown in Figure 2.

## Pre Sale

The first trading round shows the activity of the token and its potential for development. One of its main advantages is the purchase price of QMALL by 10% less than the declared price. The round's volume is **22,000,000 QMALL or 38.2%** of the total Token Sale volume.

Pre Sale start date  
**15.12.2021 12:00 GMT**

Pre Sale finish date  
**15.12.2021 12:02 GMT**

### Price Pre Sale:

**1 QMALL - 0.9 €**

Venue of Launchpad Qmall Exchange. QMALL token allocation logic for PreSale participants is based on the vesting logic, which starts from 15.02.2022, the day of initialization of trading, which will be launched on 4 platforms. The allocation logic is described in Table 3.

*Таблица 3. The allocation logic QMALL PreSale*

Pre Sale					
	Start	Duration	Step	End	Amount/Step
TGE	15% at 15.02.2022				
Cliff	15.02.2022	1 month	-	17.03.2022	0
Vesting	17.03.2022	20 months	1 month	16.11.2024	935 000
Amount	<b>22 000 000</b>				

## Main Sale

The second round of trading is the main TokenSale round and the target for investors because it is the 2nd and last chance to buy QMALL before the start of trading. The offer volume is **5,665,000 or 9.6%** of the total Token Sale volume.

MainSale start date  
**25.01.2022 12:00:00 GMT**

Main Sale finish date  
**25.01.2022 12:00:12 GMT**

**Main Sale Price:**  
**1 QMALL - 0.95 ₩**

The venue of the Launchpad Qmall Exchange is in the second round of the project. QMALL token allocation logic for MainSale participants is based on the vesting logic, which starts from 15.02.2022, the day of initialization of trading, which will be launched on 4 platforms. The distribution logic is described in Table 4.

*Table 4. Allocation logic QMALL MainSale*

Main Sale					
	Start	Duration	Step	End	Amount/Step
TGE	15% at 15.02.2022				
Cliff	15.02.2022	1 month	-	17.03.2022	0
Vesting	17.03.2022	20 months	1 month	16.11.2024	236 513
Amount	<b>5 565 000</b>				

## Private Sale

The third and closed bidding round is a private TokenSale round and key for private investors to buy QMALL before the launch of trading. The offer volume is **7,160,000 or 12.3%** of the total Token Sale QMALL token volume.

Private Sale start date  
**01.02.2022 10:00:00 GMT**

Private Sale finish date  
**01.02.2022 10:30:00 GMT**

**Private Sale Price:**  
**1 QMALL - 0.95 €**

Closed round of investment. QMALL token allocation logic for Private Sale participants is based on the vesting logic, which begins on 15.02.2022, the day of initialization of trades that will be launched on 4 platforms. The logic of distribution is described in Table 5. For this round will be created a separate vesting to the address of the private investment fund.

*Table 5. Allocation logic QMALL Private Sale*

Private Sale					
	Start	Duration	Step	End	Amount/Step
TGE	15% at 15.02.2022				
Cliff	15.02.2022	1 month	-	17.03.2022	0
Vesting	17.03.2022	20 months	1 month	16.11.2024	304 300
Amount	<b>7 160 000</b>				

## IDO

The fourth and final round of bidding is a decentralized Token Sale round and is key for all investors who did not have time to buy QMALL in previous rounds. The offer volume is 22,860,000 or 39.9% of the total Token Sale QMALL token volume.

IDO start date

**15.02.2022 10:00:00 GMT**

IDO finish date

**15.02.2022 11:00:00 GMT**

**IDO Price:**

**1 QMALL - 0.95 ₿**

QMALL token will be launched on IDO on 3 platforms in the network BSC, ETH and VLX. The distribution logic is described in Table 6.



*Table 6. Allocation logic QMALL IDO*

IDO					
	Start	Duration	Step	End	Amount/Step
TGE	15% at 15.02.2022				
Cliff	15.02.2022	1 month	-	17.03.2022	0
Vesting	17.03.2022	11 months	1 month	15.02.2023	1 766 455
Amount	<b>22 860 000</b>				

## Team tokens

QMALL token allocation logic for the team is based on the vesting logic, which starts from 15.02.2022, the day of initialization of trading, which will be launched on 4 platforms. Distribution logic is described in Table 7.

**Important!** At the time of launch, all team tokens are in a 3-month cliff, after which the linear vesting will be launched.

Table 7. **Unfreezing QMALL tokens (Team)**

Team					
	Start	Duration	Step	End	Amount/Step
TGE			0%		
Cliff	15.02.2022	3 months	-	17.05.2022	0
Vesting	17.05.2022	24 months	3 months	16.05.2024	416 667
Amount	<b>10 000 000</b>				

## Marketing

One of the components of QMALL tokenomics is marketing. This is a fund intended for the development of the project and its popularization in the crypto- and global community. All marketing activities are performed from a specifically reserved address from which marketing payments will be made to track its activity.

## Advisors

QMALL token advisers are platforms and projects that help in the development of the project to pass the IDO at its launch on 15.02.2022. The fund of tokens was fully implemented at this stage.

Table 8. *Unfreezing QMALL tokens (Advisors)*

Advisors					
	Start	Duration	Step	End	Amount/Step
TGE			0%		
Cliff	15.02.2022	3 months	-	17.05.2022	0
Vesting	17.05.2022	18 months	1 month	16.11.2023	138 889
Amount	<b>2 500 000</b>				

## Entering market trading

Entering the market trading is a basic event, as a consequence of the conducted events, such as Airdrop and Token Sale. The first stage of the launch of trading will be performed on 4 main platforms.



 **WAGYU SWAP**



 QMALL

After the launch of trading on the 4 major exchanges, the second stage of development of trading activity will be the launch of additional pairs for the token on the Qmall exchange, depending on demand. The third and final stage is the listing on external Tier 1 and Tier 2 exchanges, which will spread the popularity of the token in the market.

**The opening day of trading is 15.02.2022**

## Token allocation system

The distribution of tokens over time plays a crucial role in project tokenomics. This is because it affects the balance of supply and demand and the rate of development in the long term.

All of the token issuance postulates described above form a holistic picture of token development and its pace. Token dynamics is not just important for market formation, what is more crucial is its impact and use as a service tool. That is why the entire logic of token issuance was built in such a way as to maintain the maximum balance between supply and demand at different stages of project development.

QMALL token distribution according to the described tokenomics can be divided into 2 main stages, clearly highlighted in Figure 3.

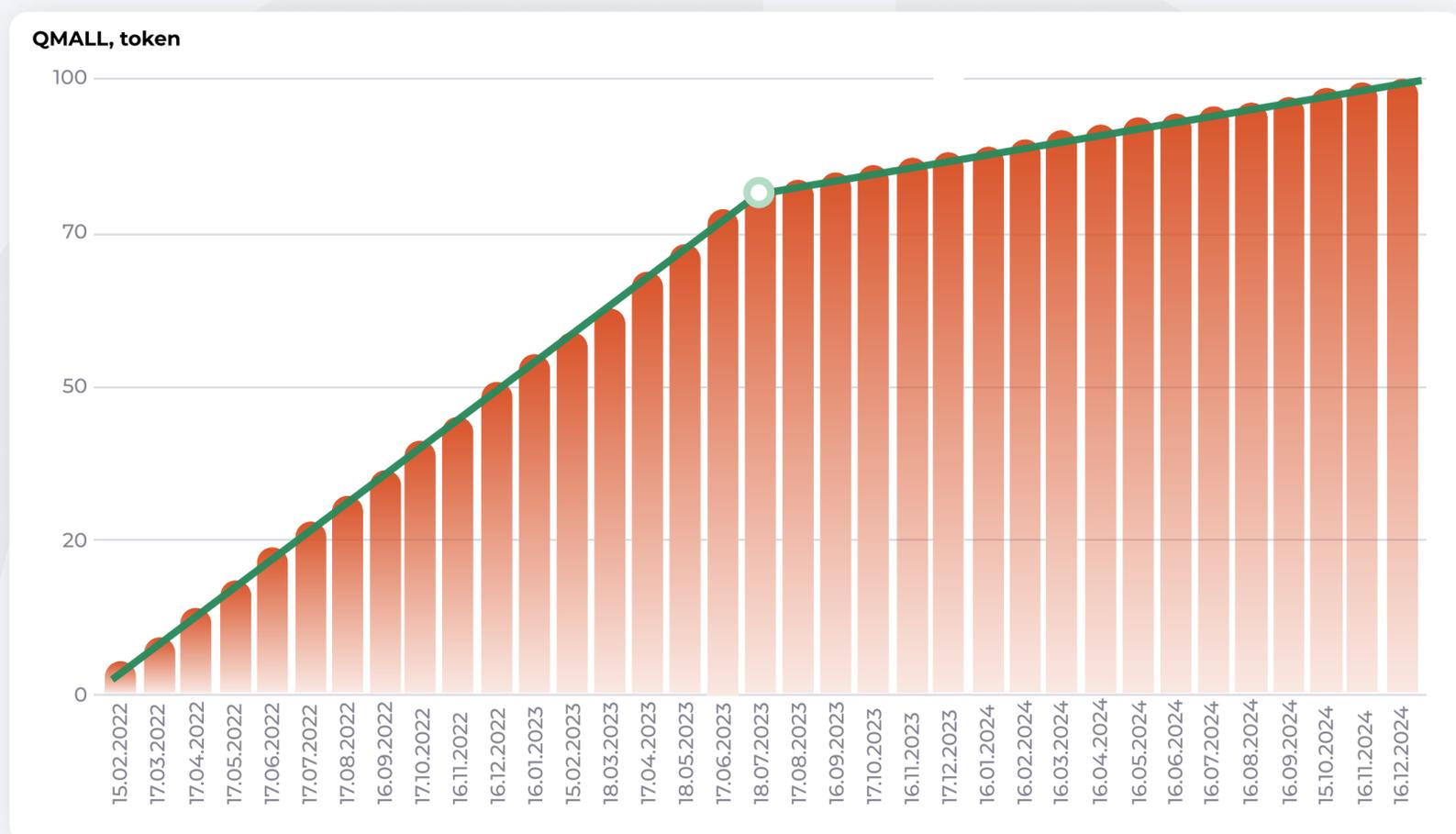


Figure 3. **Rate of increase of QMALL volume in the market**

The turning point is shown in yellow, and the rate at which tokens come to market is shown is displayed on each monthly segment. These stages have their own purpose in the development of the project and have the following logic:

1. The stage of dynamic issuance of new tokens by vesting tokens purchased at Token Sale received, at Airdrop or team tokens. Below is Table 8, which shows the calculations of the maximum possible volume of coins on the market in the time perspective.

**Important!** These calculations show the maximum possible volume of tokens issued to the market, but they do not consider all project development factors. Also, the withdrawal of trade commission payment from the circulation is intentionally not included, as it is impossible to foresee and inexpedient because it will not influence the dynamics of token placement on the market, as its price.

Table 9. **Stage-by-stage distribution of QMALL volume in the market**

Date	Airdrop	Pre Sale	Main Sale	Private Sale	IDO	Team	Advisers	qBox	Marketing	Total	
	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Percent	Amount
15.02.2022	2 000 000	3 300 000	834 750	1 074 000	3 429 000	0	0	0	0	11%	10 637 750
17.03.2022	2 000 000	4 235 000	1 071 263	1 378 300	5 195 455	0	0	50 000	70000	14,00%	14 000 017
17.04.2022	2 000 000	5 170 000	1 307 775	1 682 600	6 961 909	0	0	200 000	310000	17,63%	17 632 284
17.05.2022	4 250 000	6 105 000	1 544 288	1 986 900	8 728 364	1 250 000	125 000	350 000	550000	24,89%	24 889 551
17.06.2022	4 250 000	7 040 000	1 780 800	2 291 200	10 494 818	1 250 000	250 000	500 000	790000	28,65%	28 646 818
17.07.2022	4 250 000	7 975 000	2 017 313	2 595 500	12 261 273	1 250 000	375 000	650 000	1030000	32,40%	32 404 085
17.08.2022	6 500 000	8 910 000	2 253 825	2 899 800	14 027 727	2 500 000	500 000	800 000	1270000	39,66%	39 661 352
16.09.2022	6 500 000	9 845 000	2 490 338	3 204 100	15 794 182	2 500 000	625 000	950 000	1510000	43,42%	43 418 619
17.10.2022	6 500 000	10 780 000	2 726 850	3 508 400	17 560 636	2 500 000	750 000	1 100 000	1750000	47,18%	47 175 886
16.11.2022	8 750 000	11 715 000	2 963 363	3 812 700	19 327 091	3 750 000	875 000	1 250 000	1990000	54,43%	54 433 153
16.12.2022	8 750 000	12 650 000	3 199 875	4 117 000	21 093 545	3 750 000	1 000 000	1 400 000	2230000	58,19%	58 190 420
16.01.2023	8 750 000	13 585 000	3 436 388	4 421 300	22 860 000	3 750 000	1 125 000	1 550 000	2 470 000	61,95%	61 947 688
15.02.2023	11 000 000	14 520 000	3 672 900	4 725 600	22 860 000	5 000 000	1 250 000	1 700 000	2 710 000	67,44%	67 438 500
18.03.2023	11 000 000	15 455 000	3 909 413	5 029 900	22 860 000	5 000 000	1 375 000	1 850 000	2 950 000	69,43%	69 429 313
17.04.2023	11 000 000	16 390 000	4 145 925	5 334 200	22 860 000	5 000 000	1 500 000	2 000 000	3 190 000	71,42%	71 420 125
18.05.2023	13 250 000	17 325 000	4 382 438	5 638 500	22 860 000	6 250 000	1 625 000	2 150 000	3 430 000	76,91%	76 910 938
17.06.2023	13 250 000	18 260 000	4 618 950	5 942 800	22 860 000	6 250 000	1 750 000	2 300 000	3 670 000	78,90%	78 901 750
18.07.2023	13 250 000	19 195 000	4 855 463	6 247 100	22 860 000	6 250 000	1 875 000	2 450 000	3 910 000	80,89%	80 892 563
17.08.2023	15 500 000	20 130 000	5 091 975	6 551 400	22 860 000	7 500 000	2 000 000	2 600 000	4 150 000	86,38%	86 383 375
16.09.2023	15 500 000	21 065 000	5 328 488	6 855 700	22 860 000	7 500 000	2 125 000	2 750 000	4 390 000	88,37%	88 374 188
17.10.2023	15 500 000	22 000 000	5 565 000	7 160 000	22 860 000	7 500 000	2 250 000	2 900 000	4 630 000	90,37%	90 365 000
16.11.2023	17 750 000	22 000 000	5 565 000	7 160 000	22 860 000	8 750 000	2 375 000	3 050 000	4 915 000	94,43%	94 425 000
17.12.2023	17 750 000	22 000 000	5 565 000	7 160 000	22 860 000	8 750 000	2 500 000	3 200 000	4 915 000	94,70%	94 700 000
16.01.2024	17 750 000	22 000 000	5 565 000	7 160 000	22 860 000	8 750 000	2 500 000	3 350 000	4 915 000	94,85%	94 850 000
16.02.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	3 500 000	4 915 000	98,50%	98 500 000
16.03.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	3 650 000	4 915 000	98,65%	98 650 000
16.04.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	3 800 000	4 915 000	98,80%	98 800 000
16.05.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	3 950 000	4 915 000	98,95%	98 950 000
16.06.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	4 100 000	4 915 000	99,10%	99 100 000
16.07.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	4 250 000	4 915 000	99,25%	99 250 000
16.08.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	4 400 000	4 915 000	99,40%	99 400 000
16.09.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	4 550 000	4 915 000	99,55%	99 550 000
15.10.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	4 700 000	4 915 000	99,70%	99 700 000
16.11.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	4 850 000	4 915 000	99,85%	99 850 000
16.12.2024	20 000 000	22 000 000	5 565 000	7 160 000	22 860 000	10 000 000	2 500 000	5 000 000	4 915 000	100,00%	100 000 000

Table 9 shows that reaching 90% of the threshold falls on 17.10.2023. During this period, we plan to bring up to 90% of tokens into the circulating supply. The margin of error is still justified by the fact that the use of the marketing fund and qBox stacking will depend on market and project needs. Once this date is reached, the coin will move to the second stage of the dynamics.

2. The offer support stage focuses more on stabilizing the project and has low dynamics of tokens entering the market. This is because users' interaction with the token is shifting from familiarization to everyday use, thereby reducing the need for an increased offer to stimulate its use.

In the second stage, it is planned to approach the point of achieving the volume of 50% of the issued issue.

# ROAD MAP



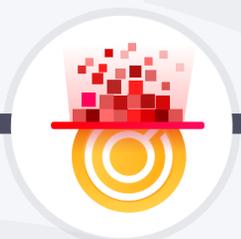
01.12.2021

Running  
Airdrop



15.12.2021

Token  
Sale launch



25.12.2021

Completion  
of Token Sale



01.02.2022

Completion  
Airdrop



Q4, 2022

Launch of token in  
MetaVerse QMALL  
Exchange



Q3, 2022

Launch of NFT  
Marketplace with  
QMALL central  
token



Q2, 2022

Extension of the  
blockchain network  
map for the QMALL  
token



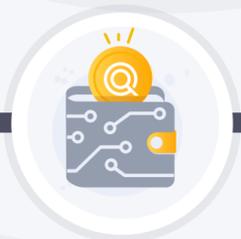
15.02.2022

Opening trades  
on the QMALL /  
UAH pair and  
launching qBox  
for QMALL



Q1, 2023

DEX launch with  
QMALL central token



Q2, 2023

Launch of QMALL  
wallet with support  
for working with  
DEX and NFT Store



Q3-Q4, 2023

Our own Qmall  
Blockchain launch

# **SCHEDULE A.**

## **Risk Disclosure Schedule**

You should carefully consider and evaluate each of the following risk factors before using or relying on any information provided in this Whitepaper or Communications, using the Qmall Platform, obtaining, holding, using, or disposing of the Qmall Token. All risks and risk factors outlined in this Risk Disclosure Schedule shall be assumed, taken and accepted by you without any limitations or conditions.

### **Risk of Loss**

Do not transact on the Qmall Platform and do not purchase, hold or use the Qmall Tokens unless you are prepared to lose the entire amount of funds and/or assets that you use in the respective transaction. Furthermore, Qmall Tokens should not be acquired for speculative or investment purposes with the expectation of making a profit or immediate resale. The value and/or price of the Qmall Tokens, NFTs and other virtual assets may change dramatically, and may substantially drop in a short time. No promises of future performance or value are or will be made with respect to Qmall Tokens, including no promise of continuing payments, no promise of inherent value and no guarantee that Qmall Tokens will hold any particular value.

### **Risk of Insufficient Interest in the Project**

It is possible that the Qmall Platform will not be used by a big number of people, companies, and other entities, or that there will be limited public interest in the Qmall Project and related products. Such a lack of use or interest could negatively impact the development of the Qmall Project and the potential utility of Qmall Tokens, including their utility and potential uses within the Qmall Platform.

## Legal Uncertainty

The Company is in the process of undertaking a legal and regulatory analysis of the functionality of Qmall Token and Qmall Platform. Following the conclusion of this analysis, the Company may decide to amend the intended functionality of Qmall Token or Qmall Platform in order to ensure compliance with any legal or regulatory requirements which it is subject to. In the event that the Company decides to amend the intended functionality of Qmall Tokens or Qmall Platform, the Company will be under no obligation to give any notice to you or otherwise update the relevant contents of this Whitepaper.

Qmall Tokens could be impacted by regulatory action or introduction of new laws and regulations, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or other circumstances may demand the mechanics and characteristics of the Token to be altered, either in whole or in part. The Company may revise the Token functionality and mechanics to comply with regulatory requirements or other governmental or business obligations, or for other purposes.

Our intended activities may be subject to various laws and regulations in the jurisdiction or jurisdictions where we operate or intend to operate. We might be obliged to obtain different licenses or other permissive documents in each jurisdiction where we intend to operate our business, therefore, our business in such jurisdictions shall always be subject to obtaining such licenses or permissive documents, if so directed by applicable laws. There is a risk that certain activities may be deemed a violation of any such law or regulation. Penalties for any such potential violation would be unknown. Additionally, changes in applicable laws or regulations or evolving interpretations of existing law could, in certain circumstances, result in increased compliance costs or capital expenditures, which could affect the Qmall Platform, the Company's ability to carry on the business model, and the Qmall Token model proposed in this Whitepaper.

## **Risks Arising from the Taxation**

The tax characterisation of Qmall Tokens is uncertain and highly depends on the laws and regulations of the respective jurisdiction where the parties of a particular transaction are deemed tax residents. You must seek your own tax advice in connection with using the Qmall Platform, transactions involving Qmall Tokens, or any transactions contemplated herein, which may result in adverse tax consequences to you, including withholding taxes, income taxes and tax reporting requirements.

## **Risk of Theft**

The Company intends to make commercially reasonable efforts to ensure that all of the assets involved with the Qmall Platform and Qmall Project are properly protected and remain safe. Nevertheless, there is no assurance that there will be no theft of the virtual assets or other assets as a result of hacker attacks, sophisticated cyber-attacks, fishing attacks, other third-party interruptions, distributed denials of service or errors, vulnerabilities or defects on the website, in the smart contract(s) used in connection with the Qmall Platform or Token, underlying blockchain networks, third-party scams or fraud, or otherwise. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. Such events may result in partial or complete loss of the assets controlled or owned by the Company, or assets related to the Qmall Platform, which may lead to the Qmall Tokens significantly dropping in price or losing their value at all, and/or closure of our business.

## **Risk of Complete Loss of Funds**

Do not transact on the Qmall Platform and do not purchase, hold, or use the Qmall Tokens unless you are prepared to lose the entire amount of funds and/or assets that you use in the respective transaction.

Furthermore, Qmall Tokens should not be acquired for speculative or investment purposes with the expectation of making a profit or immediate resale. The value and/or price of the Qmall Tokens may change dramatically, and may substantially drop in a short time. No promises of future performance or value are or will be made with respect to Qmall Tokens, including no promise of continuing payments, no promise of inherent value and no guarantee that Qmall Tokens will hold any particular value.

## **Technological Risks**

An open-source development comes with risks related to hacking and cyber-attacks that can cause a negative impact. To mitigate those risks, the Company is allocating reasonable resources to perform security checks and technical audits to ensure the safety of the Qmall Platform. Also blockchain development is a relatively new technology and there will be a challenge requiring human resources with this specific knowledge. Nevertheless, there is no guarantee that the Qmall Platform or Qmall Token will be secure, error-free, reliable, available at any time, work as expected, or fit for a particular purpose. Malfunctions or errors in the Qmall Platform or Qmall Token may have a material adverse effect on the Company and its business.

## **Risks Associated with the Development and Maintenance of the Qmall Platform**

The Qmall Platform is still under development and may undergo significant changes over time. Although the Company intends for Qmall Tokens and the Qmall Platform to follow the specifications set forth in this Whitepaper, and intends to take commercially reasonable steps toward those ends, certain changes, including material ones, might be made to the specifications of Qmall Tokens or the Qmall Platform for any number of legitimate reasons.

This could create the risk that Qmall Tokens or the Qmall Platform, as further developed and maintained, may not meet your expectations, or not be in line with this Whitepaper. The Qmall Platform is still under development and may undergo significant changes over time. Although the Company intends for Qmall Tokens and the Qmall Platform to follow the specifications set forth in this Whitepaper, and intends to take commercially reasonable steps toward those ends, certain changes, including material ones, might be made to the specifications of Qmall Tokens or the Qmall Platform for any number of legitimate reasons. This could create the risk that Qmall Tokens or the Qmall Platform, as further developed and maintained, may not meet your expectations, or not be in line with this Whitepaper.

### **Risk of the Project Being Unsuccessful**

There is no guarantee that the Qmall Platform or Token will gain sufficient market adoption or support. There is also no guarantee that the Qmall Project will be successful at any time in the future.

### **Unanticipated Risks Arising from the Qmall Tokens**

Cryptographic blockchain tokens such as the Qmall Token constitute a relatively new and dynamic technology. In addition to the risks included in the above, there are other risks associated with the purchase, holding and use of Qmall Tokens, including those that the Company and you cannot anticipate. Such risks may further appear as unanticipated variations or combinations of the risks discussed above. Until the Qmall Platform is developed and released, the Qmall Token will have no uses. Furthermore, the Qmall Token will unlikely have any uses outside the Qmall Platform and the Company will not support or otherwise facilitate any secondary trading or external valuation of the Qmall Token.

## **Risk of Alternative, Unofficial Projects**

Following the release of the Qmall Platform and the continued development of the initial version thereof, it is possible that alternative applications could be released by third parties using the same open source code and protocol underlying the Qmall Platform and/or elements of its business model. The official Qmall Platform may compete with these alternative projects, which could potentially negatively impact the Company and Qmall Project, including the value of the Qmall Token.

# Contacts



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