



## **CAM.TV**

### **Company Profile**

#### **About Cam.TV**

Cam.TV is the first fully GDPR-compliant European Social Company operating in the knowledge sharing sector with a model based on users sharing their know-how within an online platform. Cam.TV is intent on becoming the first platform for the valorisation and monetisation of digital content: a community based on a peer-to-peer circular economy model, whereby each user can share information and knowledge by monetising their passions and skills.

#### **Users**

Anyone can register for free on the Cam.TV social network and use the platform as a user.

“Creators” are users who use the platform to share their know-how with the community (in the form of multimedia content, text and/or video lessons) through a personal digital channel visible on the platform and indexed by Cam.TV itself on the main search engines, and can decide whether to monetise their skills.

#### **How Creators make money**

- Cam.TV is a social network where users can share content and decide themselves whether to charge a fee for the use of the content or just receive free donations.
- At the moment, only the transactions relating to the donations are based on blockchain technology which allows peer to peer certified instant payments; while payments are accounted for in euros.
- Creators can redeem payments and donations by monetising them net fees (there isn't the payment of VAT) and redeeming exclusively in cryptocurrency. Conversion into fiat currency, on the other hand, must be requested from an authorized Exchanger.

#### **How it makes Money Cam.TV**

The Cam.TV business model is based on:

- Subscriptions by Creators (Basic, Advanced and Professional)
- The retention of commissions (from 5% to 20%, depending on the type of subscription) on all transactions that take place within it.
- The commissions linked to advertising (from 5% to 20%), which, unlike traditional social media, provide for a mechanism to redistribute income to community users.



### **A response to the phenomenon of fake news**

- Cam.TV aims to limit the spread of fake news and to protect online copyright on its platform. This will be achieved by integrating a Non Fungible Token (NFT) generation system into the platform, which will also incorporate the Know Your Customer (KYC) practice, which is expected to take place in autumn 2021.
- This joint project of Cam.TV and the LKS Foundation will produce a non-replicable or divisible digital certificate of authenticity that will grant online content producers a pre-copyright in tokenised form.

### **Blockchain Technology**

Two blockchains with different purposes coexist within Cam.TV:

- LKSCHAIN x11, a blockchain derived from the better-known DASH cryptocurrency, used for donations, payments and notarisations (digital signatures)
- Ethereum Blockchain
  - ERC-20, for the Security Token CAM
  - ERC-721/1155 for the NFT

### **LKSCOIN**

The payment system within the platform is based on the cryptocurrency LKSCOIN. It is a cryptocurrency born from the fork of DASH Coin and created by the LKS Foundation specifically for digital content producers. LKS Coins have the following advantages:

- low transaction cost
- very fast transaction confirmation
- solid support with over 1000 active masternodes
- transparent and public tracking of all movements
- tracking of digital signatures on contents

### **Cam.TV milestones**

- Cam.TV was founded on 2 June 2018, the year in which it raised over €3 million through a "donation reward" crowdfunding campaign that has gone down in history as the most significant in Italy and among the largest in Europe having outreached the initial goal of €500,000. The backers of this campaign are still referred to as "TOP Founders" and have a "lifetime" subscription.
- Between the third quarter of 2018 and the end of 2019 Cam.TV billed almost €3 million in "lifetime subscriptions". The buyers of this type of subscriptions are called "Founders".



- Between 2018 and 2019, 25 million Token Vouchers (that can be redeemed for Security Token Cam.TV during the next STO) were gifted to the 4,500 TOP founders.
- By May 2021, the platform had a total of over 400,000 users, almost 6,000 subscribers and a transaction number in LKSCOIN of over EUR 18.2 million.
- On 2 June 2021, Cam.TV will launch a crowdfunding scheme that is very innovative for the European continent, based on the Security Token Offering (STO), and intended to raise new financial resources for supporting the development of the project.
- Investors in Cam.TV will receive royalties in Euros on the turnover of the platform.

### Value proposition

**VALUE PROPOSITION SUMMARY**

CAM.TV wants to become the first unique and disruptive European social network for the following factors.

<div style="background-color: #f4a460; padding: 5px; margin-bottom: 10px; text-align: center; font-weight: bold;">THE FIRST SOCIAL NETWORK PEER TO PEER</div> <div style="background-color: #fff; padding: 5px; margin-bottom: 10px; border: 1px solid #ccc; text-align: center; font-weight: bold;">BIZ MODEL</div> <div style="margin-bottom: 10px;"> <p><b>MARKETING ADV PEER TO PEER:</b> Creators can make money thanks to the marketing activities carried out by other creators</p> </div> <div style="margin-bottom: 10px;"> <p><b>PURCHASE CONTENT:</b> Possibility of purchasing also the internal to Cam.TV copyright of published contents.</p> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #f4a460; padding: 2px; border-radius: 5px; display: inline-block; font-weight: bold; font-size: 8px;">SUBSCRIBE</div> <p><b>SUBSCRIPTION:</b> Creators, to access all peer-to-peer features, will have to subscribe.</p> </div> <div style="margin-bottom: 10px;"> <p style="font-size: 24px; font-weight: bold; color: #f4a460;">%</p> <p><b>STO'S INVESTORS:</b> Investors, participating in fundraising, will acquire the right to receive a % of the turnover of the <u>Cam.TV's platform</u></p> </div>	<div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px; text-align: center; font-weight: bold;">THE FIRST SOCIAL NETWORK IN BLOCKCHAIN</div> <div style="background-color: #fff; padding: 5px; margin-bottom: 10px; border: 1px solid #ccc; text-align: center; font-weight: bold;">TECHNOLOGY</div> <div style="margin-bottom: 10px;"> <p><b>BLOCKCHAIN:</b> Social Platform which uses both ERC-20 (Ethereum) and LKCHAIN X11(LKSCOIN) blockchain technologies.</p> </div> <div style="margin-bottom: 10px;"> <p><b>LKSCOIN:</b> is a cryptocurrency designed for Cam.TV to manage Marketing ADV Peer to Peer.</p> </div> <div style="margin-bottom: 10px;"> <p><b>GUARANTEED:</b> through smart contracts it's guaranteed the correct transfer of the purchased Security Tokens.</p> </div> <div style="margin-bottom: 10px;"> <p><b>GDPR:</b> Full compliance at <u>European level</u>.</p> </div>
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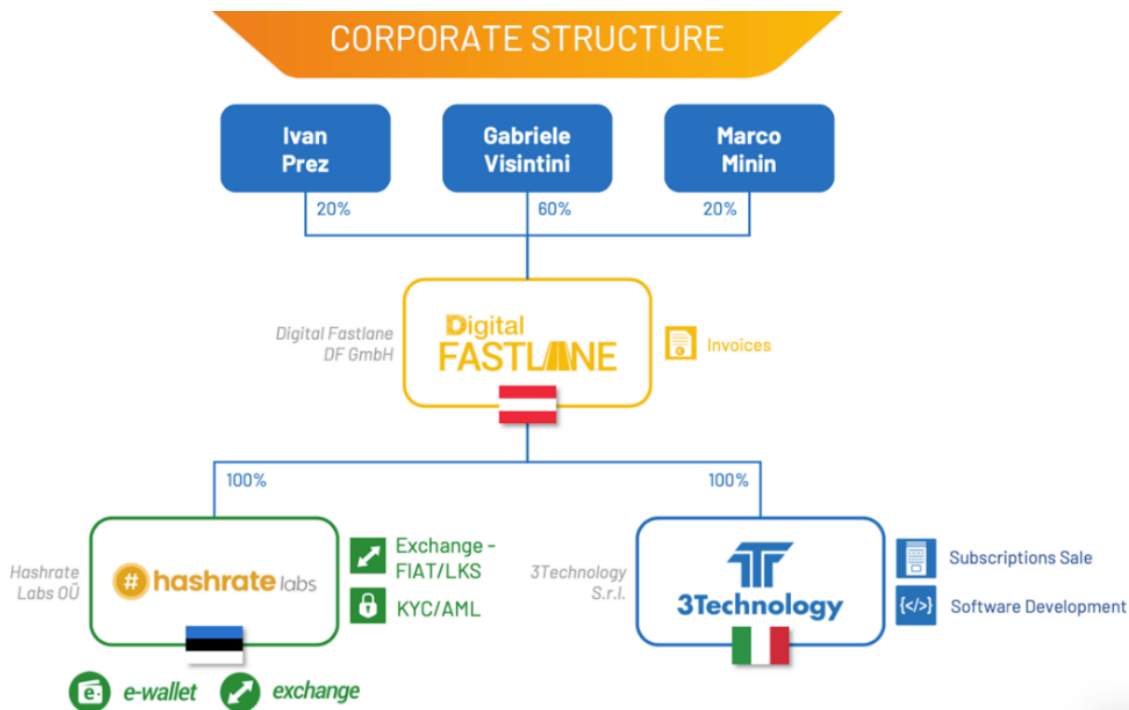
www.cam.tv

### Corporate structure and Management

- Cam.TV is a trademark of the Austrian company, Digital Fastlane GmbH. The company is based at the Lakeside Science & Technology Park in Klagenfurt, a platform for cooperation between companies

and universities in the field of information and communication technologies.

- Digital Fastlane is based in Austria, which is currently the only country in Europe to allow the creation of a Security Token that is fully compliant with the regulations for issuing financial instruments on regulated markets.
- Digital Fastlane is 60% owned by CEO Gabriele Visintini, 20% by CTO Ivan Prez and 20% by CFO Marco Minin. The three also make up the group's Board of Directors, as founding partners, and are at the top of the organisational and management pyramid.



**Technology partners**

Cam.TV draws on the expertise of the LKS Foundation, an Italian foundation based in Pordenone that designed and developed the LKSCOIN cryptocurrency used for transactions on the platform. The non-profit foundation is involved in dissemination and information on the main topics related to the fintech world and blockchain technology.

Two of Digital Fastlane's shareholders, Marco Minin and Ivan Prez, as well as some of the team members, act as consultants to the LKS Foundation. The partnership covers the integration of LKSCOIN into the platform and the research and development of new applications of blockchain technology, in particular related to the LKSCOIN blockchain.

Cam.TV and the LKS Foundation have also the goal of creating a platform to limit the spread of fake news and to protect online copyright. This will be made possible through the integration of the KYC into the platform and of a Non Fungible Token (NFT) generation system, i.e. a digital certificate of authenticity that cannot be replicated or divided and that can guarantee online content producers a "pre-copyright" in tokenised form.

The key partner for the Security Token Offering (STO) is the Berlin-based financial intermediary, Black Manta Capital, required for the conclusion of retail contracts (for contracts below €100,000 subject to a prospectus) as it is licensed in all EU countries. Black Manta Capital is responsible for the KYC (Know Your Customer) recognition process, which is necessary to verify the identity of each investor before signing the contract.

Press contacts:

**DACH - Barabino & P. Deutschland GmbH**

Laura Bruzzone

+49 1736181650

Mail: [l.bruzzone@barabino.de](mailto:l.bruzzone@barabino.de)

Lorenzo Magri

+49 15776802433

Mail: [l.magri@barabino.de](mailto:l.magri@barabino.de)

**Italia - Barabino & Partners S.p.A.**

Antonella Ladisi

+39 3407554624

Mail: [a.ladisi@barabino.it](mailto:a.ladisi@barabino.it)