



ITO WHITEPAPER 2018

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EXECUTIVE SUMMARY

The London Football Exchange (“LFE”) Group is a financial, technology, media and entertainment group that intends to operate in various spheres derived from the professional sporting arena, mainly football (soccer). The LFE Group collectively consists of:

- (a) LFE Market Ltd (“LFE Market”);
- (b) London Football Exchange Ltd (“The Exchange”);
- (c) LFE Football Group Ltd (“The Football Group”)
- (d) LFE Foundation (“The Foundation”)

The LFE Token will be the underlying cryptocurrency powering the LFE Group.

The LFE Market is intending to be a fan-driven football community allowing members the opportunity to partake in various football club and fan experiences from match day tickets, tours, and player meet and greets, to specific merchandise and third-party partner offers. The LFE Market is powered through the use of the LFE Token, which is intended to be the world’s foremost football-based cryptocurrency. In addition to accessing special membership services, the LFE Token holders (“LFE Contributors”) will have priority access to enter the LFE Exchange.

The LFE will effectively utilise the power of distributed ledger technologies to provide the following features:

1. a technical infrastructure for the LFE football clubs to indirectly offer tokenised equity or debt instruments; and
2. a technical infrastructure for football club supporters to buy unique football experiences offered by their favourite clubs using LFE Tokens.

The LFE Exchange intends to be the world’s first ever stock exchange dedicated to offering the opportunity to invest in the shares of football clubs

built on blockchain. The LFE Exchange, a company incorporated in England and Wales, intends to apply to the United Kingdom financial services regulator, the Financial Conduct Authority (“FCA”), to become regulated to operate the LFE platform (the “LFE Platform”). The LFE Platform will not be available until such time as the relevant authorisation from the FCA has been obtained. Once it is operational, the LFE Platform will allow fans and investors to use the LFE Tokens as a means of payment and to indirectly acquire shares in their favourite football clubs globally.

The LFE Football Group intends to be the sports investment arm of the LFE Group that is dedicated to making socially responsible sports club investments globally. LFE Football Group believes in the core value of youth development from a grassroots level. In particular, LFE Football Group looks to provide equal opportunities to all those that enter the programs around the world.

The LFE Foundation, intended to be operated by LFE Sports, will be created to further the message of inclusion, peace, and education through the widespread playing of team sports globally. The LFE Foundation is embarking upon many endeavors from football scholarships, academy construction, medical assistance, disaster relief and various education-driven projects in the developing world.

The LFE Dashboard will enable fans to engage with LFE football clubs, players, and service providers. The LFE marketplace portal would house the customer profile, settings and be responsible for the marketplace communications to LFE Contributors. This information would be sourced from the preliminary anti-money laundering (AML) and know-your-customer (KYC) data gathered during user registration. User profiles contain general information about the LFE token holders to uniquely identify them across the LFE.

Overall LFE intends to be a powerful organisation of change yet set within a commercial environment. LFE believes in fan engagement for the development of youth and creation of employment. LFE intends to make a positive difference for all those that engage with the LFE community, no matter where they may live or what field they play on.

DISCLAIMER

Please read the following notice carefully before proceeding to read this Whitepaper document issued by LFE MARKET LTD (hereinafter - "LFE" or "Distributor"), a limited company incorporated and existing under the laws of England and Wales. This notice applies to all persons who read this document. Please note this notice may be altered or updated.

The LFE Group is holding an LFE Token sale to raise working capital to further the development of the LFE Group's activities described in this Whitepaper. The token sale will take place on the basis of the terms and conditions (the "T&Cs") published on our website at <https://lfe.com/terms>. The Whitepaper does not constitute any relations between you (hereinafter - "you" or "Holder") and the Distributor. Acquiring of the LFE tokens is available only after accepting the T&Cs.

The information contained in this Whitepaper is subject to change or update without notice and any person wishing to participate in the LFE Token sale must ensure that they check the latest available version of the Whitepaper. The LFE Group expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this Whitepaper, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting therefrom.

While every reasonable effort has been made to ensure the information contained in this White Paper is accurate and up-to-date, such material has not been verified by any third party. Certain statements contained herein represent the opinion of the members of the management team of the LFE Group and are based on certain assumptions and facts, any of which may change at any time. As a result, prospective contributors should bear in mind that there can be no assurance that LFE Group will implement one or more of the businesses or services set out in this White Paper.

Neither this Whitepaper nor the T&Cs nor any other information provided by the LFE Group at its website or otherwise constitute a prospectus and is not an offer or solicitation to sell shares or securities in any LFE Group company or any related or associated company. It is not intended to constitute in any jurisdiction or form part of, and should not be construed in any jurisdiction as, an offer for sale or subscription of, or an invitation to offer to buy or subscribe for, any securities nor should it or any part of it form the basis of, or be relied on in any connection with, any contract or commitment whatsoever.

The LFE Group does not provide any opinion or any advice to acquire, use and/or dispose of LFE Tokens and the information in this Whitepaper should not form the basis of, or be relied upon in connection with any decision to participate in the LFE Token sale or decision to otherwise acquire, use or dispose of LFE Tokens.

This Whitepaper is for information purposes only. The contents of this Whitepaper are not a financial promotion. Therefore, none of the contents of this Whitepaper services as an invitation or inducement to engage in any sort of investment activity. This Whitepaper should not be construed as a commitment, promise or guarantee by the LFE Group or any other individual or organisation mentioned in this Whitepaper relating to the future availability of services related to the use of LFE Tokens or their future performance or value.

Acquisition of LFE Tokens does not present an exchange of cryptocurrencies for any form of ordinary shares of the Distributor and a Holder of LFE cryptographic tokens is not entitled to any guaranteed form of dividend, Holders of LFE Tokens are only entitled to certain rights within the T&Cs.

A purchase of LFE Tokens involves a high degree of risk. You should consider carefully the risks described in the Risk Factors section of the T&Cs and all the other information contained in the T&Cs you will be required to agree with before purchasing LFE Tokens.

The Risk Factors section of the T&Cs contains, for example, circumstances under which the Company's and LFE Group's business, financial condition, results, operations and prospects could be adversely affected.

Citizens, nationals, residents (tax or otherwise) of each of: (i) the United States of America; (ii) South Korea; ; (iii) the People's Republic of China; or (iv) any other jurisdiction which prohibits the possession, dissemination or communication of the Whitepaper and/or prohibits participation in the LFE Token Sale or the offering, purchase, possession and/or exchange of LFE Tokens or any such similar activity are not permitted to participate in the Token Sale.

The LFE Tokens are not intended to constitute, and shall not constitute securities in any jurisdiction. However, it is your responsibility to determine and, if necessary seek professional advice to determine, if the LFE Tokens are treated as securities in your jurisdiction and whether the purchase, offering, possession and/or exchange of the LFE Tokens is subject to any restrictions or prohibitions applicable to you.

No regulatory authority has examined or approved any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements, or rules have been complied.

Some of the statements in the Whitepaper include forward-looking statements which reflect the Distributor's current views with respect to execution roadmap, financial performance, business strategy and future plans, both with respect to the Distributor and the sectors and industries in which the Distributor operates. Statements which include the words "expects", "plans", "believes", "projects",

"intends", "anticipates", "will", "aims", "may", "would", "could", "continue" and similar statements are of a future or forward-looking nature. All forward-looking statements address matters that involve risks and uncertainties.

The result may differ materially from those indicated in these statements. These factors include but are not limited to those described in the part of the T&C entitled "Risks", which should be read in conjunction with the other cautionary statements that are included in the T&Cs. Any forward-looking statements in the Whitepaper reflect the Distributor's current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the Distributor's operations, results of operations and growth strategy. These forward-looking statements speak only as of the date of the Whitepaper.

Prospective buyers of the LFE tokens should specifically consider the factors identified in the Whitepaper and T&Cs which could cause actual results to differ before making a purchase decision. No statement in the Whitepaper is intended as a profit forecast and no statement in the Whitepaper should be interpreted to mean that the earnings of the Distributor for the current or future years would be as may be implied in this Whitepaper.

<https://LFE.com>

AN IMPORTANT NOTE FROM OUR LAWYERS

LFE is incorporated in the LFE MARKET LTD. Its company registration number is 11097709.

This document should not be construed as an offer or solicitation of an offer for the sale of tokens. The individuals listed in this document are not and will not be selling tokens and have drafted this document on behalf of the legal entity that will be conducting the relevant token sale.

INTRODUCTION

With over 4 billion fans worldwide, football is by far the most popular sport in the world attracting people from all countries. From China, Japan and the United Arab Emirates, to the United Kingdom, Spain, Canada, United States of America and all of South America. Football can almost be considered as the de-facto religion of die-hard loyal fans who follow their respective country's team and their favourite clubs with a passion second to none.

Not only is football the most watched game in the world with the FIFA World Cup being watched by almost 3.9 billion people, it is also one of the wealthiest sports in the world. There is almost \$1.5 billion USD worth of prize money available for teams in the UEFA Champions League and many more billions spent in the form of player and staff salaries. The economic impact is more staggering when considering the global and local advertising and sponsorship budgets spent. Football also has some of the most expensive league clubs generating billions of additional revenues in the respective league games through sponsorships, player trades and championship prize money. The sport has proven to draw together and unite people across many diverse boundaries irrespective of who and where they are located.

However, as with most sports, the pressure to consistently perform and operate also means an operational challenge leading to high operating costs which increases expenditure resulting in higher prices (ticketing, merchandising, etc.) at the expense of customers in particular the most loyal fans. Because of the competing economic variables, infrastructure, media and player costs, football clubs are increasingly dependent on club revenue gained from ticketing, merchandising, and other ancillary income to keep themselves running because traditional financing can be difficult to secure. The traditional financing models are limited in assessing the football clubs against their risk parameters leading to difficulties in raising funds. This has led to a complete dominance of club ownership by a few wealthy people with the common fan having no ability to acquire a stake in the clubs nor feel part of the football "family".

The answer is clear, clubs need an injection of fresh capital to allow them to create added value to their squad, stadium, infrastructure, youth development, and marketing strategies in order to reach a wider global audience. The advent of the LFE Group is intended to be the conduit for football fan engagement as well as club financing while promoting the social good, youth development and gender equality.



THE BUSINESS OF FOOTBALL

CHINA AIMS TO
CREATE A
\$813
BILLION SPORTS
INDUSTRY BY 2025

Source: Nielson
2016 Sports
Report China &
Football

The global market for football generates an estimated \$33 billion in worldwide revenues. By some estimates, football attracts 5% of the global population as participants, and more than 50% of the population are football supporters, fans, and spectators. The sport of football is enjoyed around the world with over 80 million players in Asia, 60 million in Europe, and over 40 million in Africa and North America. Nearly 7% of South Americas population, or nearly 30 million people, consider themselves part of the football community.

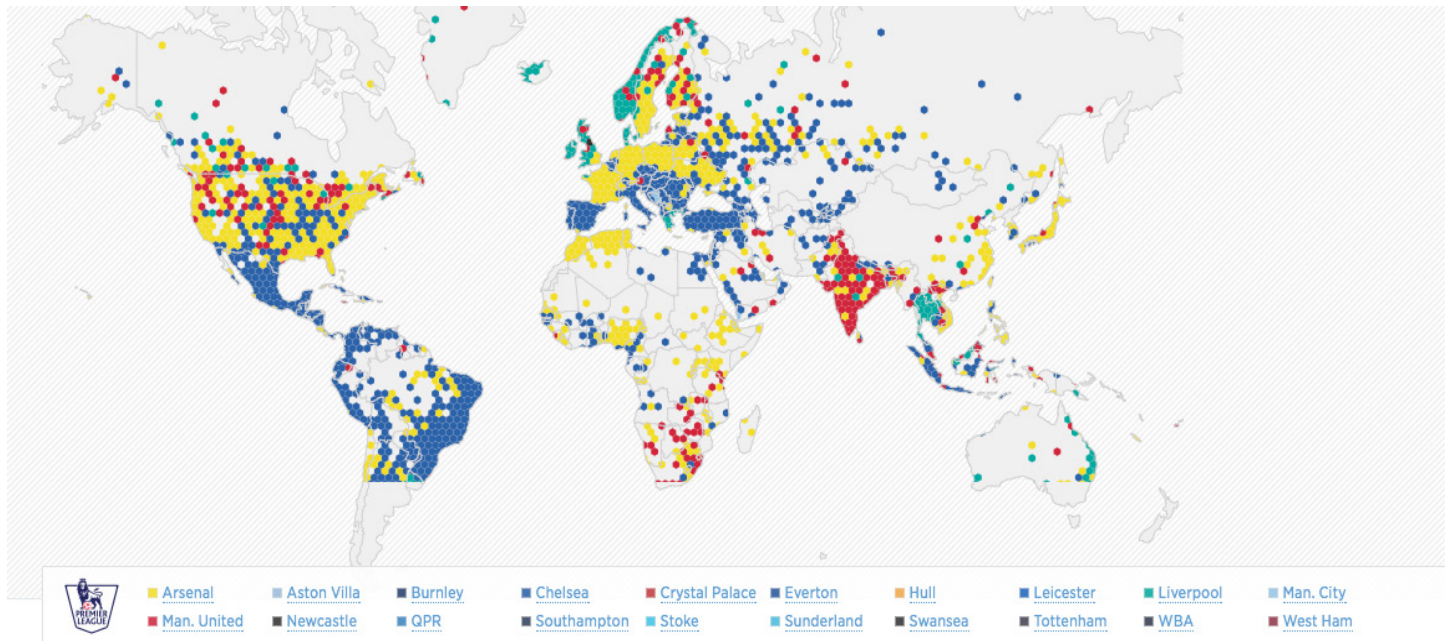
According to Neilson's 2016 Sports Report on China and Football, China alone has an estimated 31% of the urban population interested in football, and the 3 most popular teams Real Madrid, FC Internazionale, and AC Milan have over 330 million collective fans. China has big ambitions with a goal of creating a \$813 billion sport's industry in China by 2025 and there is a goal to have one football pitch for every 10,000 people by 2030.

There is a network of over 300,000 clubs worldwide competing at various levels all organised through hundreds of league and associations that roll up into six (6) regional confederations and ultimately under FIFA, the global body hosting the World Cup. Beyond these organised bodies, there are an estimated 4,000 to 6,000 professional or semi-professional men's clubs trying to raise or spend money within the football industry.

The LFE Group is establishing a global market for all levels of fans around the world to participate in the next generation of fan experiences powered on the blockchain and secured through cryptography. The LFE Market will provide loyal fans with the opportunity to partake in a global branded ecosystem based on value, access, and positive sporting experiences.

CHINA WANTS ONE
FOOTBALL PITCH
FOR EVERY
10,000
PEOPLE BY 2030

Source: Nielson
2016 Sports
Report China &
Football



English Premier League: Where are your club's followers?

Source: <https://interactive.twitter.com/premierleague/#?-mode=team&teamId=all>

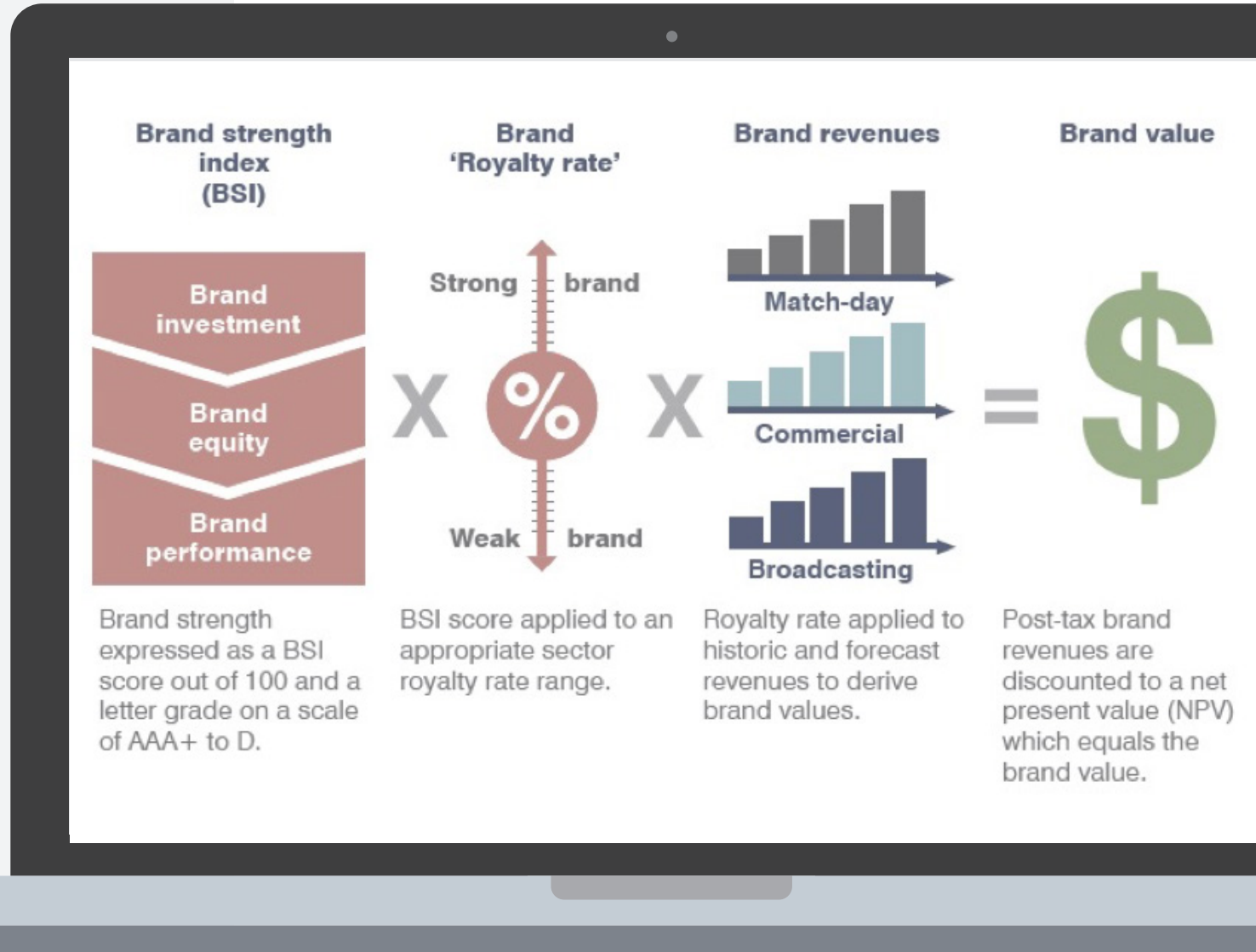
BRAND VALUE

A brand is the expectations, opinions, and experiences customers, employees, team members, and other stakeholders associated with an organisation, their products, and services. A brand is a business asset that can be bought, sold and licensed. The LFE Group is establishing a global market for all fans around the world to participate in the fan experiences powered on the blockchain and secured through cryptography. The LFE Group will provide fans with the opportunity to partake in a global branded ecosystem based on value, access, and positive sporting experiences.

Building brand recognition can take time, and it is often difficult to create a highly valued brand. However, once established the economics can drive many long-term residual benefits for all stakeholders. The LFE can assist football clubs in building their brand value, using the following model:

BRAND VALUE MODEL

Source: Brand Finance, Football 50, 2017



The 10 Most Powerful Brands

These are the most powerful Football brands, whose rating is based on Brand Finance's Brand Strength Index (BSI).

↑ Rank 2017: 1 Rank 2016: 2 Brand Strength Rating: AAA+		BSI Score 96.1
↓ Rank 2017: 2 Rank 2016: 1 Brand Strength Rating: AAA+		BSI Score 95.4
← Rank 2017: 3 Rank 2016: 3 Brand Strength Rating: AAA+		BSI Score 92.1
← Rank 2017: 4 Rank 2016: 4 Brand Strength Rating: AAA+		BSI Score 91.4
↑ Rank 2017: 5 Rank 2016: 6 Brand Strength Rating: AAA+		BSI Score 90.5
↑ Rank 2017: 6 Rank 2016: 7 Brand Strength Rating: AAA		BSI Score 88.4
↓ Rank 2017: 7 Rank 2016: 5 Brand Strength Rating: AAA		BSI Score 88.3
↑ Rank 2017: 8 Rank 2016: 9 Brand Strength Rating: AAA		BSI Score 87.9
↓ Rank 2017: 9 Rank 2016: 8 Brand Strength Rating: AAA		BSI Score 84.8
↑ Rank 2017: 10 Rank 2016: 11 Brand Strength Rating: AAA-		BSI Score 82.7

The 10 Most Valuable Brands

These are the most valuable Football brands.

	1 Rank 2017: 1 2016: 1 BV 2017: USD 1733m BV 2016: USD 1170m +48%
	2 Rank 2017: 2 2016: 2 BV 2017: USD 1419m BV 2016: USD 1148m +24%
	3 Rank 2017: 3 2016: 3 BV 2017: USD 1418m BV 2016: USD 993m +43%
	4 Rank 2017: 4 2016: 8 BV 2017: USD 1248m BV 2016: USD 776m +61%
	5 Rank 2017: 5 2016: 5 BV 2017: USD 1222m BV 2016: USD 867m +41%
	6 Rank 2017: 6 2016: 4 BV 2017: USD 1021m BV 2016: USD 905m +13%
	7 Rank 2017: 7 2016: 7 BV 2017: USD 1011m BV 2016: USD 792m +28% Brand Rating: AAA-
	8 Rank 2017: 8 2016: 6 BV 2017: USD 941m BV 2016: CHF 858m +10%
	9 Rank 2017: 9 2016: 9 BV 2017: USD 908m BV 2016: USD 748m +21%
	10 Rank 2017: 10 2016: 10 BV 2017: USD 696m BV 2016: USD 441m +58%

Source: Brand Finance, "Football 50" June 2017 Report



THE LFE SOLUTION

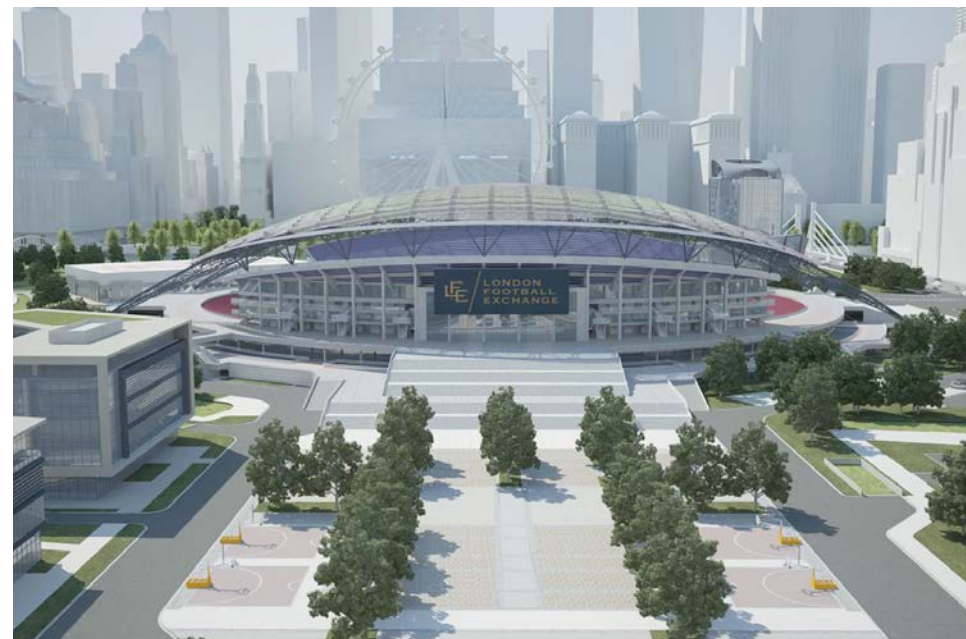
The LFE Group intends to remove barriers to entry for the football clubs allowing them to take advantage of the token funding economy for their financing needs by providing them with a tokenised financing infrastructure which involves token design and issuance services. The LFE will be designed to be a one-stop shop for clubs of all sizes to raise capital via equity sales and also offer LFE Contributors a wealth of fan experiences and social interaction.

THE LONDON FOOTBALL EXCHANGE MARKET

The LFE will be where global football fans can become members to enjoy unique and “once in a lifetime” tailored football experiences through the LFE football clubs or their partners.

LFE Tokens are intended to be used in a variety of ways within the LFE Group, including but not limited to:

- LFE Pay intends to provide convenience for LFE Contributors as they will be able to use their LFE Tokens to purchase goods and services in stadiums offering a tokenised point of sale option;
- LFE Token holders are intended to be offered discounts on fees charged within the LFE;
- Sponsors, partners and football clubs are intended to offer unique experiences on the LFE marketplace which could be anything from “meet, greet & signature” of a player / football personality to VIP passes to the World Cup. There will be variations of those experiences as well as the offering of e-commerce items;
- LFE Points are intended to enable LFE Token holders to earn loyalty points for buying goods and services using their LFE Tokens;
- LFE Tokens are intended to be used to donate to charitable causes; and
- LFE Gear is intended to provide an online shop for physical LFE and LFE football club merchandise.



KEY LFE MARKET PARTICIPANTS

THE FANS

Football spectators can have wide ranges of passion and commitment for the players, club or league. Loosely affiliated attendees have little loyalty and are mostly engaged as a customer. However, as engagement and affinity for the sport increases, attendees then become fans. Once fully committed, they are loyal fans, with spirit and passion behind their engagement.

LFE is intending to provide the ultimate opportunity for these loyal fans to boost their participation in the global football economy as a potential “fan owner.” LFE participation intends to provide the ability to have an indirect equity ownership in one or more clubs through bespoke club tokens that will provide their own membership benefits in terms of access, discounts, and experiences.

It is envisaged that all types of fans will be able to use LFE Tokens for tickets, retail, online and experience purchases and discounts. The LFE Token holders will have a simple, streamlined point of sale experience, which will be provided at a lower cost through blockchain technology and fewer middle-men. Additionally, through teams’ affiliation with the LFE, LFE Token holders will have access to experiences with their favorite teams and players such as signings, events, meals and clinics.



KEY LFE MARKET PARTICIPANTS

LFE FOOTBALL CLUBS

LFE Football Clubs are intended to be English premier football clubs, as well as football clubs from around the world, who are expected to create unique football experiences for their global football fans who until now have traditionally not been able experience or take advantage of the various opportunities their favourite football clubs can offer them. Geographic restrictions prevent many fans from fully engaging with their favourite football clubs. The LFE Group intends to change this globally by bringing together as many clubs as possible to provide unique, fan experiences while being a true and open marketplace filled with special services and event access.

The intention of the LFE Group is not only to be a financial platform to assist the clubs with financing, but also to promote both a global and local community ecosystem whereby the LFE Group enables participating clubs to create youth development programs in various jurisdictions and the LFE Group will partially own those development teams.

The LFE Foundation will participate in various football charities with a special focus on causes that enable underprivileged youths the opportunity to participate in unique football experiences across cities and villages around the world. Apart from general charitable fundraising activities, the LFE Foundation will encourage charities (voted by LFE platform members) to integrate into the LFE Market so LFE Members can donate LFE Tokens to further assist their preferred charitable cause.

Each football club in the LFE ecosystem will have a dedicated page allowing them to host details about their equity/financing offerings but will also feature options for the teams to connect to their fans and engage them by offering unique experiences via the LFE. The clubs will be able to provide exclusive invites to player meetups, special match tickets in the vantage boxes, specially curated stadium tours and many more such exhilarating experiences that were earlier very difficult for fans to know about.

Football clubs would be encouraged to offer some equity to be marketed to LFE Contributors through the LFE where LFE Contributors would be able to indirectly buy equity interests in their chosen clubs and trade them in a way similar to a stock exchange market. Equity would be advertised to LFE Contributors with countdown, progress, status of sale to end of sale. The football clubs themselves would be responsible for marketing and communication to the LFE and the LFE Contributors.

Football clubs would be required to offer a minimum number of unique experiences for LFE Token holders and will be encouraged to bring e-commerce and other partners, for example catering and merchandise partners, onto the LFE, who would also have to accept LFE Tokens as a means of payment.

The LFE will encourage these partners to offer unique experiences or special offers to LFE Token holders and should ensure services are digital or they will be responsible for the logistics of physical delivery. Partners would have a review button on the LFE ecosystem allowing them to review LFE Contributors.

LFE CONTRIBUTORS

- Individuals and corporate entities will have to register and be verified to join the LFE as a LFE Contributor;
- LFE Contributors will have to buy LFE Tokens to participate in the LFE marketplace;
- LFE Tokens are intended to be used to buy goods and services from LFE football clubs;
- LFE Contributors would have their own profile, interests, KYC and dash-board of their portfolio (LFE Tokens, investments, leaderboard metrics, etc);
- To participate in football club security offerings, the LFE Contributor would be able to use their LFE Tokens as a means of payment to subscribe for the shares that they wish to purchase. LFE Contributors may have to undergo additional KYC and investor qualification requirements before participating in any team security offerings.
- The LFE Contributors engagement and performance metrics would be used to give first preference to buy into new experiences / equity in football clubs.
- LFE Contributors would vote to add charities and use their LFE Tokens to donate to the charities.

LFE LEAGUES

It is intended that the league representing the individual teams within the LFE programs will also have an opportunity to be listed on the LFE platform. On the league page, users would be able to come in and order tickets and monitor playing stats and interact with the league owners to get first hand updates. The league pages would be a source of open communication amongst the leagues and their fans.

SERVICE PROVIDERS

Service providers help complete tasks required to ensure that the securities offering is compliant. Some examples of services may be auditing, legal support, lead generation, market making, book building, and many more.



LFE TOKENOMICS - AN ECONOMIST'S VIEW

The LFE marketplace is likely to expand initially at an ever-increasing growth rate. Eventually, the growth rate will stabilise as the ecosystem incorporates a larger portion of the total market. As this ecosystem matures, market behavior will be more consistent. Accordingly, LFE Token issuance will be governed by economic algorithms that ensure the tokens are an effective means of exchange.

It is expected that LFE's ecosystem will provide for direct cost savings on purchases made with LFE tokens, providing a real demand for the token. Participation in the ecosystem may also generate notable benefits to clubs: lower transactions costs, fewer intermediaries, more platform based strategic resources and greater transparency. Adding the supply and demand side advantages of the ecosystem allows for economic value creation. Thus, LFE tokens have the possibility of providing both growth in value upon issuance and stability upon maturation.

When the ecosystem is further developed and the necessary regulatory approvals are received, LFE intends to offer team based tokens as well. Access to fan level subscribers through token generation events provides a new liquidity stream that offers the possibility of increasing returns within the ecosystem by allowing fans to participate in their teams' success. Furthermore, as each fan's engagement increases through the purchase of tokens representing their indirect ownership stake, their team affinity is thereby enhanced, effectively providing a boost to typical market demand drivers, (adding value without adding additional cost). This is the economic expression of the value of the community.





LONDON FOOTBALL EXCHANGE



LFE WALLET

Secure crypto-wallet to manage LFE services, tokens, tickets, & exchange account



LFE PAYMENTS

Pay everywhere with fiat currencies & LFE tokens online & at participating local LFE retail locations



LFE POINTS

Earn & redeem LFE tokens, points, & offers for being a loyal fan



LFE EVENTS

Exclusive events & VIP access to clubs, players, & special events



LFE ACCESS

Exclusive LFE player, club & venue access, ticketing, & special LFE seating



LFE EXCHANGE & MOBILE APP

Buy, sell, & trade LFE tokens. Access exclusive LFE services & premium content



LFE CLUB PACKAGES

LFE destination travel packages & exclusive offers from your favourite LFE club



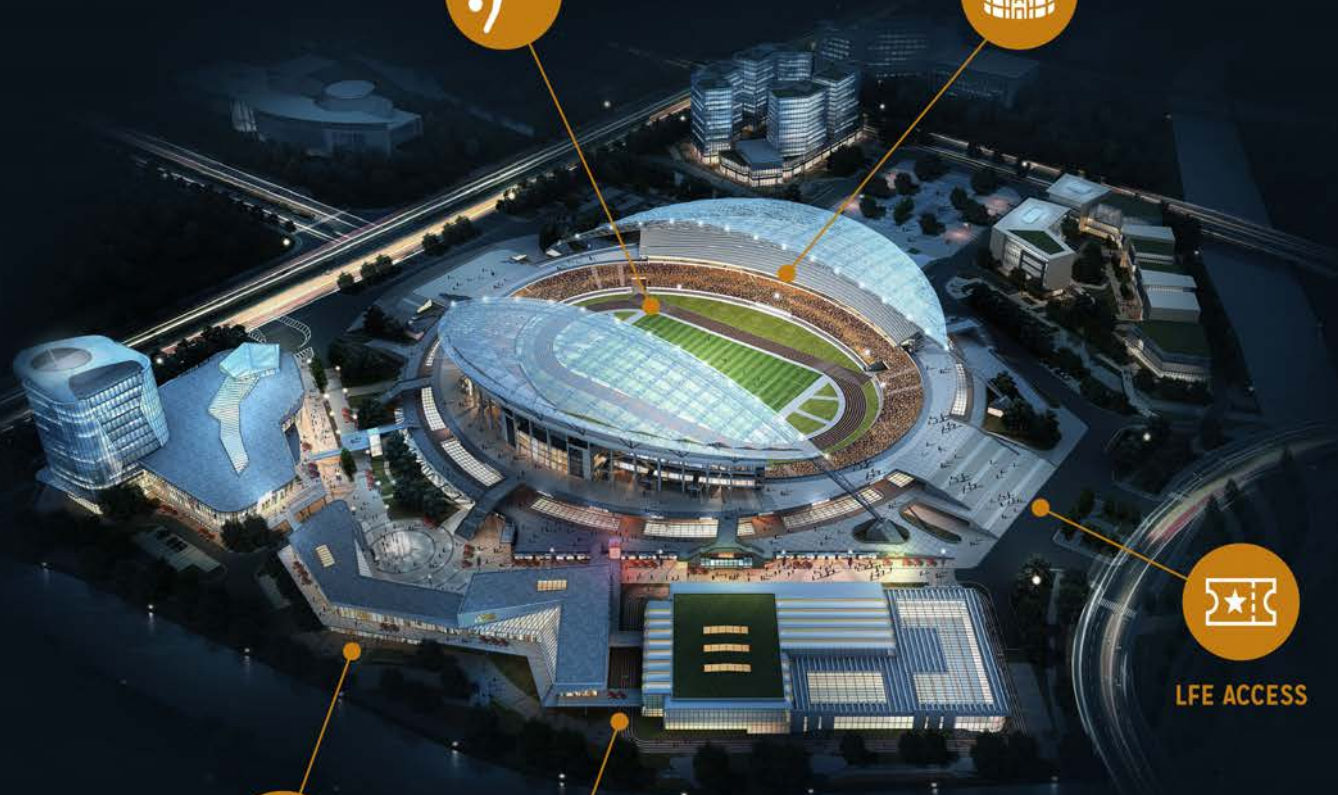
LFE GEAR

LFE gear showcasing your favourite player, club, & league everywhere you go

ON-PITCH EXPERIENCES



OFF-PITCH EXPERIENCES



LFE EVENTS



LFE PAY



LFE ACCESS



LOYAL FAN EXPERIENCE

LFE: LOYAL FAN EXPERIENCE

LFE intends to work with participating stadiums, venues, and the surrounding community to develop exclusive LFE member experiences with convenience, value and premium services all at lower cost through the LFE suite of services enabled on the LFE platform and token-based services.

Going to a football match brings drama, excitement, and often an expensive price for the day out with your family and friends. Blockchain not only enables new technology for payments, ticketing, rewards, and other core services; it creates entirely new business models with reduced cost, fraud, and more efficient ecosystems for the participating stakeholders. This allows for better economic models for businesses and the loyal fans so they can have access to better services at a reduced cost. The blockchain enabled ecosystem provides support from the community, businesses, teams, players and the stadium.

LFE PAYMENTS

Each transaction within the LFE ecosystem, whether its indirectly buying equity in your favourite football club or buying unique experiences and match tickets, will be powered by the LFE Tokens. The LFE Tokens act as a single payment source within the LFE marketplace which help eliminate global payment friction and also allow global users to avoid foreign exchange fees and long wait times for the payments to clear. The irreversible and immutable nature of blockchain based tokens help eliminate fraud and chargebacks that are typical of the traditional payment systems. This not only helps save a lot of expenses related to fraud detection but also enables the football clubs to have liquidity access much more quickly compared to traditional methods.

Not only will this help simplify the payment infrastructure for the clubs and leagues, but it will also help them reduce the payment processing costs that result in lost revenue for these organisations. All these payments are intended to be made possible via an LFE wallet that would contain all balances of the LFE Tokens and the respective club equity tokens (where applicable). Using the LFE Tokens all such payments will be handled effectively at a nominal processing fee.

- LFE Tokens are intended to be used to make payments online in the LFE Market with a convenient mobile wallet. LFE fans are expected to be able to make purchases while earning LFE loyalty points at supporting participating LFE stadium venues, and the surrounding community including restaurants, shops, and other locations with increased security, convenience and at a fraction of the cost of traditional payment options.
- The LFE Payment services are intended to extend beyond retail type payments to include peer-to-peer (P2P) payments, gifting and other unique and novel services.
- There will not be the possibility for LFE Contributors to redeem or “cash in” LFE Tokens as there will be no claim against the issuer of the LFE Token.



LFE POINTS AND FAN ENGAGEMENT

The LFE Group intends to also host a full fan engagement platform and will offer loyalty points to LFE Contributors. Tools like fan leaderboards, badges and trophies are the engagement mechanics, while enabling better data science. At the heart of LFE engagement is intended to be a combination of technology, big data, behavioural economics and social rewards within the LFE community and market.

The more LFE Token holders engage with their favourite clubs and leagues, the more LFE Points they will receive. LFE engagement services will include LFE Points, a blockchain enabled loyalty, rewards, and offers platform.

LFE Contributors benefit through special discounts, exclusive offers, rewards and other incentives only available to LFE Token holders.

LFE engagement campaigns will support a loyalty based scheme granting points for usage of tokens and specific offers relating to specific products and merchandise that shall act as a promotion to incentivise token usage on a wider basis within the LFE Group ecosystem.

The LFE ecosystem is intended to incentivise users to perform different actions and tasks, but ultimately keep them engaged on the platform for a strong user retention and network effects. The platform is intended to tap into the basic desires and needs

of the users, and leverage their natural desire for achievement, status, recognition and collaboration.

The LFE will increase user engagement by rewarding them when they accomplish the desired tasks through fan leaderboards and LFE points programs. Rewards such as badges will be used to elevate status by showcasing their talents, expertise, and accomplishments.

As LFE Token holders indirectly buy equity into LFE football clubs or participate in various team offered experiences such as VIP tours, meet the players and other curated events, it is intended that they advance up the levels helping unlock different privileges, loyalty points, new account features and exclusive content access.

LFE ACCESS & EVENTS

- LFE Contributors are intended to have special access to exclusive membership, where the LFE Token and ticketing services will provide many benefits to the LFE Contributor as well as the participating venue.
- LFE Contributors are intended to be able to enjoy VIP events, preferential seating, and other exclusive team and LFE digital media and streaming content.
- Participating venues, teams, and other service providers are intended to benefit through a blockchain enabled ticketing and access system with higher security to reduce fraud, while reducing costs.

LFE TICKETING

Football club venue owners often rely on antiquated technology solutions and are in the hands of mega-operators holding monopolies within the ticketing world with little innovation to reduce costs or fraud.

These, so called 'legacy operators' currently charge football clubs fees ranging from 5% to 8% in commission based on notional value of the tickets sold.

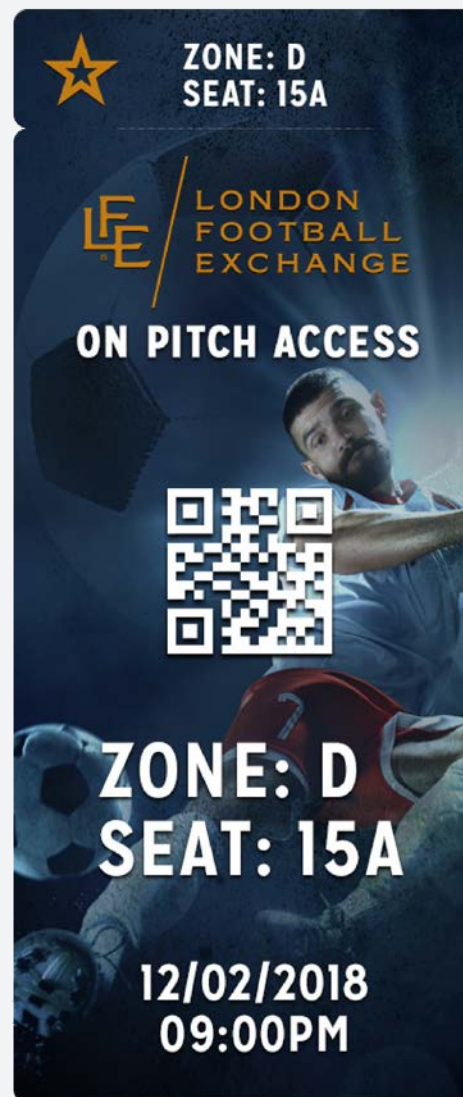
This high cost combined with repeated customer service issues, late payments and poor customer experience leaves the football clubs in search of a solution that does not currently exist. Clubs currently have the following ticketing needs:

- Season tickets (advance tickets purchased between March and September in European leagues);
- Match day tickets (purchased 24/7 up until match day itself);
- Competition matches (if teams have a 'cup-run' by progressing through knockout stages in a competition);
- End of season events such as testimonials of long serving players and end of season award ceremonies;
- Third-party matches when the home stadium is used by third-parties as a venue; and
- End-of-season concerts or other events whereby the football club looks to diversify its stadium revenue.

The LFE ticketing system is intended to allow football clubs to convert their existing point of sale systems plus their online and offline ticketing systems to a LFE tokenised solution.

LFE GEAR

It is intended that the LFE marketplace would also include an online shop which would sell both LFE and football club merchandise.



OMNI CHANNEL



LFE DASHBOARD

The marketplace is intended to also act as the first interface that every registered user will see whenever they login to the LFE platform. Upon login, a user would see their dashboard that would clearly highlight the relevant details of the user as well as all the assets such as LFE Tokens which the user may have purchased using the LFE Tokens from the LFE Exchange. The dashboard would also contain links to the LFE and have the ability to allow the user to complete user specific functions such as perform KYC/AML verification, link external financial services accounts, and update their profile.

LEVERAGING BLOCKCHAIN TECHNOLOGY

Blockchain is fundamentally a new type of database technology that is optimised to tackle a unique set of challenges. Historically, databases have been used as central data repositories by organisations to support transaction processing and computation. However, databases are rarely shared between organisations due to a variety of technological and security concerns. Blockchain is a database (with copies of the database replicated across multiple locations or nodes) of transactions (between two or more parties) split into blocks (with each block containing details of the transaction such as the seller, the buyer, the price, the contract terms, and other relevant details) which are validated by the entire network via encryption by combining the common transaction details with the unique signatures of two or more parties. The transaction is valid if the result of the encoding is the same for all nodes and added to the chain of prior transactions (as long as the block is validated). If the block is invalid, a “consensus” of nodes will correct the result in the non-conforming node.

SECURITY

The blockchain relies on encryption to validate transactions by verifying the identities of parties involved in a transaction. This higher level of security ensures that a “false” transaction cannot be added to the blockchain without the consent of the parties involved. A complex mathematical calculation known as a “hash” is performed each time a transaction is added to the blockchain, which depends on the transaction data, the identities of the parties involved in the transaction, and the result of previous transactions. The fact that the current state of the blockchain depends on previous transactions ensures that a malicious actor cannot alter past transactions. This is because if previous transaction data is changed, it will impact the current value of the hash and not match other copies of the ledger.

TRANSPARENCY

By its very nature, blockchain is a distributed database that is maintained and synchronised among multiple nodes – for example, by multiple counterparties who transact with each other frequently. In addition, transaction data must be consistent between parties in order to be added to the blockchain in the first place. This means that by design, multiple parties can access the same data (in some cases locally within their Organisations) – thus significantly increasing the level of transparency relative to conventional systems that might depend on multiple “siloes” databases behind firewalls that are not visible outside a single Organisation.

EFFICIENCY

Conceptually, maintaining multiple copies of a database with blockchain would not appear to be more efficient than a single, centralised database. However, in most real-world examples (including several of the case studies examined in capital markets), multiple parties already maintain duplicate databases containing information about the same transactions. In many cases, the data pertaining to the same transaction is in conflict – resulting in the need for costly, time-consuming reconciliation procedures between organisations. Employing a distributed database system such as blockchain across organisations can substantially reduce the need for manual reconciliation, thus driving considerable savings. In addition, in some cases blockchain offers the potential for organisations to develop common or “mutual” capabilities that eliminate the need for duplication of the same effort across multiple organisations.

Blockchain enabled cryptocurrencies and applications have proven to be ground-breaking technology powering the next generation of secure commerce. However, the use of blockchain is still in the early stages of adoption for traditional commerce. Consequently, many new cryptocurrency concepts are being marketed to bridge the gap between technical complexity and utility of blockchain.

The potential in this growing market combined with the global acceptance of cryptocurrencies, makes new projects extremely appealing for start-ups and participating businesses alike since the market for cryptocurrencies is not fully realised yet. Leveraging cryptocurrency for traditional commerce, however, remains a significant burden for many potential users due to lack of interoperability with traditional financial services and limited availability participating vendors and point of sale solutions. Service availability remains limited since traditional vendors have had difficulty bridging services to participate in the crypto economy as, for good reason, they must respect strict compliance requirements in international commerce including tax law and Anti-Money Laundering (AML) requirements. The lack of maturity in compliance, identity verification, and standardised security practices, has limited the adoption, and therefore convenience, of models that leverage the power of the blockchain for commerce. The LFE ecosystem will be built from the ground up around strong security and compliance. The LFE and marketplace security posture will be independently audited to the PCI DSS certification. Participating users are

vettied via an extensive KYC framework that includes OFAC checks and other Anti-Money Laundering (AML) practices. The LFE exchange intends to implement additional verifications to support securities transactions including enforcement of jurisdictional investor qualification for participation in club equity offerings. Since the exchange and marketplace are built on a strong compliance foundation, they intend to act as a bridge between the convenience and broad availability of legacy financial services and the efficiency and global reach of distributed ledger solutions. The end result is a secure, accessible, convenient substrate to enhance the football experience and strengthen fan loyalty.

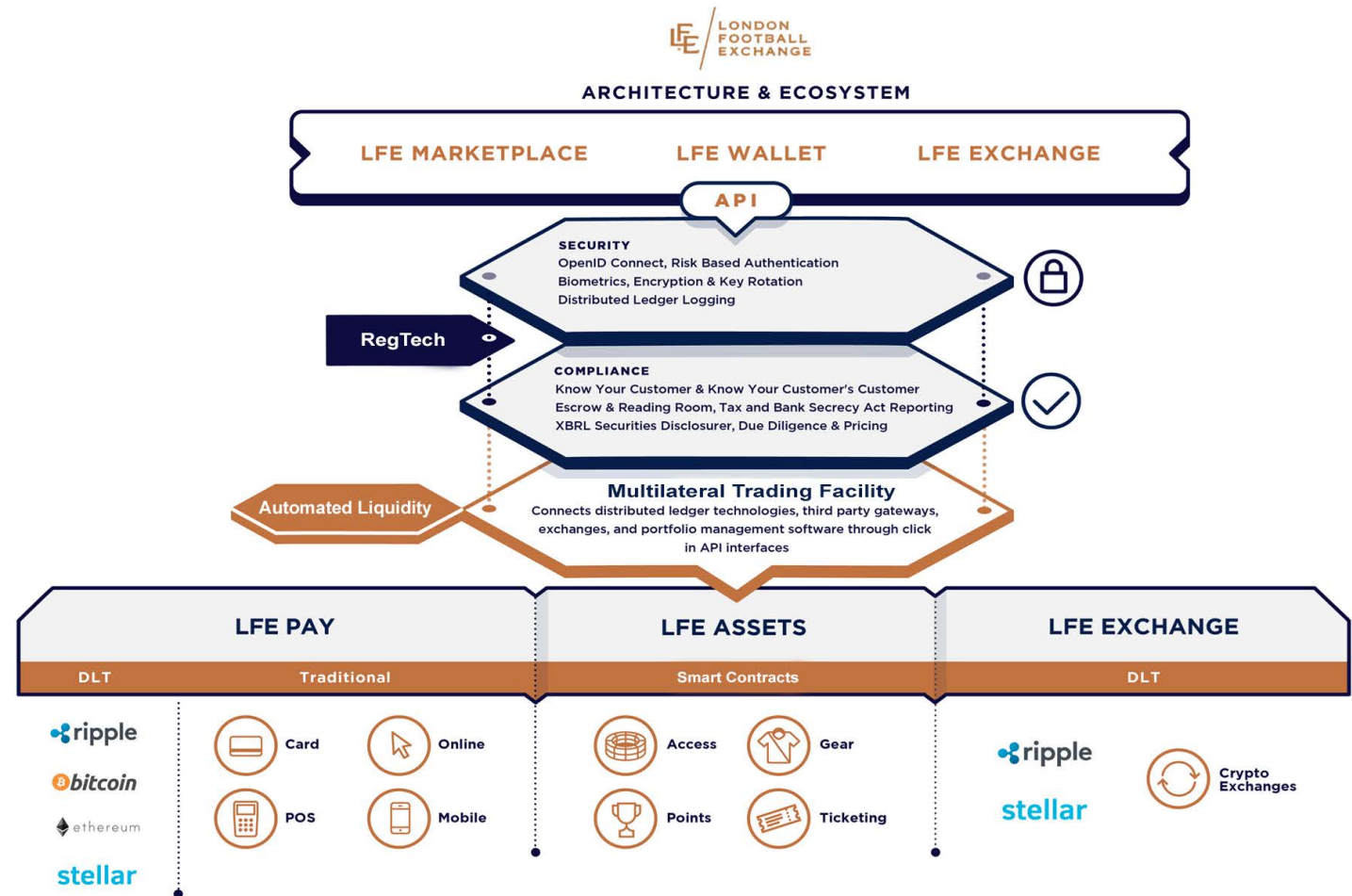
By providing an integrated ecosystem of services enhancing every aspect of the football experience, from club equity, stadium ticketing, youth training and development, to fan loyalty, experiences and gear, the LFE Group expects to extend the impact of the world's most popular sport. Since the LFE ecosystem will be built on a platform emphasising convenience, security, compliance, and global reach, it will be a practical hub for partner businesses and initiatives to further extend to depth and breadth of the experience. Lasting value in the ecosystem is rooted in the shares offered by football clubs, enabling fan ownership of certain football clubs and an even deeper stake in the success of their favourite teams. The availability and exchangeability of club tokens is subject to regulatory approval, but is uniquely possible due to the emphasis on compliance and security across the ecosystem.

THE LFE EXCHANGE ARCHITECTURE

The LFE Platform will use the Ripple and Stellar networks to support token issuance, trades, and transfers. Built on distributed ledger technologies, these networks will clear in seconds and will support substantially higher transactions per second (~1500tps) than competitive networks used by Bitcoin (3-6tps) and Ethereum (15-50tps). LFE Tokens are the underlying economic unit of the LFE marketplace. LFE Tokens will be intended to be utility tokens that will help power the LFE platform.

The InfinXchange™ will provide ledger agnostics and support transactions on traditional payment networks as well as Bitcoin, ERC20 tokens, Ripple, and Stellar distributed ledger networks. Depending on user demand, support for EOS, IOTA will be added. Other network providers wishing to participate in LFE transactions should contact LFE leadership.

The liquidity engine is intended to enhance natural market liquidity to enable exchanges between fiat (GBP, EUR, USD, CHF, AUD), crypto (BTC, ETH, XRP), the LFE Token, and the ecosystem of club tokens. Through the liquidity engine and market makers, and natural market liquidity, participants will be able to conveniently monetise LFE Tokens or tokenised club equity.



CONTRIBUTOR REGISTRATION

Participation in traditional payment networks requires rigorous participant verification procedures. By participating in an ecosystem that embraces AML and KYC standards, LFE Token holders will be able to participate broadly in traditional as well as distributed ledger payment models offering greater convenience and liquidity. All token contributors will undergo KYC/AML verification. Using RegTech and subject to any legal requirements, The LFE Group will have the ability to vet and verify users from more than 37 countries globally (supporting countries list growing regularly) using a real-time validation process. Contributor profile data will be stored regionally and with encryption and key rotation to ensure the highest security standards and data protection.

The following countries are supported for AML and KYC procedures as of the date of this whitepaper:

AFRICA	ASIA	NORTH AMERICA	SOUTH AMERICA	OCEANIA	EU/EEA
<ul style="list-style-type: none">● Egypt● South Africa	<ul style="list-style-type: none">● Hong Kong● India● Japan● Jordan● Kuwait● Lebanon● Malaysia● Oman● Saudi Arabia● Singapore● Turkey● UAE	<ul style="list-style-type: none">● Canada● Mexico	<ul style="list-style-type: none">● Argentina● Brazil	<ul style="list-style-type: none">● Australia● New Zealand	<ul style="list-style-type: none">● Switzerland

This rigorous and efficient compliance process will welcome the global football fan base to a radically new financial ecosystem which is intended to offer the convenience of legacy payment models and the global reach of distributed ledger networks.

CLUB SHARE OWNERSHIP

Traditional models for issuing securities are time consuming and inefficient making fan ownership impractical. The LFE Exchange intends to offer an efficient process built around automation and compliance to provide greater access and convenience to both football clubs and LFE Contributors. Through this efficiency, the LFE Exchange expects to change the fan experience forever.

Upon jurisdictional regulatory approval, football clubs wishing to issue equity or debt offerings will publish a prospectus, disclosures, and other background details on the LFE platform. In many cases, offerings will follow a standard set of templates based on the club size, legal jurisdiction, ownership structure and type of security. The football clubs will also specify the minimum and maximum amount they are looking to raise, minimum and maximum enrolment amount, offering open and close date, price per share, and any other special conditions or restrictions associated with the raise.

The distributed ledger record of share ownership offers contributors and issuing clubs many benefits. LFE Contributors will have access to the shares that they hold through the LFE dashboard (mentioned in more detail on page 5). To conform to Know Your Customer (KYC) compliance requirements, the linkage between wallet and LFE Contributor is retained. LFE Tokens cannot be transferred to an unqualified or unknown wallet, or to any wallet that is outside of the LFE ecosystem. This mapping of wallet to known users will also support dividends or other distributions and compliance and tax reporting as required. Automating these processes on behalf of the issuing clubs will reduce overheads allowing for broader participation.

LEGAL & COMPLIANCE REVIEW

The LFE Exchange will have a designated and approved panel of legal and compliance partners from around the world who have expertise in both blockchain token issuance and securities law. Based on the jurisdiction of the relevant football club, the respective legal and compliance partners would initiate reviews necessary for complying with the regulatory requirements of each issuance. As part of the review they will work with the clients to determine the nature of the offering, identify appropriate restrictions to distribution, assist in the identification of a sponsor (if required), and consult on other mechanics which will then be incorporated in the offering prospectus.

SECURITY TOKEN CONTRIBUTORS

In addition to the KYC/AML verification done on all LFE Contributors, participation in club securities offerings will require additional verification depending on the

nature of the offering and the jurisdiction of the participant. Using RegTech, the LFE will verify additional investor qualification attributes of the participant to engage in particular offerings. In many cases, it is expected that KYC and qualification validations can be reused across multiple offerings to simplify contributor participation.

Using a token key/lock structure, the LFE Group will be able to limit the distribution of tokens to qualified participants based on jurisdictional regulations. Through a flexible structure that maps varying regulatory frameworks to limit the trade and transfer of tokens to qualified, informed participants, the LFE can enforce securities regulations. Through the use of the RegTech capability, AML, tax, and securities reporting can be simplified providing a safeguard for value in the LFE ecosystem.

By embracing the high standards for securities issuances, the LFE platform will create the basis for fan ownership as fans will be able to indirectly purchase equity in a football club and participate in its success. At the LFE Group, we believe this will open up many new possibilities in the sports world and may radically change the relationships between fans and their favourite teams.

SECONDARY MARKETS

Subject to regulatory approval and jurisdictional restrictions, the LFE Group is seeking regulatory approval to operate a Multilateral Trading Facility in order to provide a secondary trading platform for all issued securities. The exchange includes a proprietary mechanism to ensure that only qualified participants may be party to a trade ensuring that compliance rules are enforced as trades occur.

TOKEN SALE

In 2016, there were 46 Initial Token Offerings with \$96,389,917 of capital injection with the largest project raising \$16,436,095. However, 2017 proved to have even more support around the world with more than \$3,675,135,293 raised as of October 16th, 2017 for 234 ITO's. Filecoin was the largest program in 2017 with \$257,000,000 raised from over 2,100 backers. The current market cap of the tokens issued via ITO is now touching \$50b and increasing every day.

For the first time in our history, ITO's are providing global access to any person with any computer or connected device to support companies, teams, or innovative ideas through the secure backing of a token offering built on the blockchain. This phenomenon is creating a new generation of global entrepreneurship funding global innovation built on grassroots capitalism.

Since the summer of 2017, the token issuance market has exploded with more than \$1b worth of tokens being issued every month. The current market cap of the tokens issued via Initial Coin Offerings is now touching \$50b and increasing every day. The decentralised model of fund generation via tokens has received strong interest from the investor community as it offers a cheaper method of raising funds without having to pay exorbitant fees to intermediaries.

source: <https://www.coinschedule.com/stats.html>



LFE TOKEN SALE MECHANICS

Token Name

- LFE

Total Tokens

- 4,000,000,000

Price Per Token

- \$0.20 USD

Tokens to Be Sold via ITO

- 2,400,000,000

Timelines

- Pre-Sales:
 - 15 January 2018 to 11 February 2018
- Public Crowd Sale:
 - 12 February 2018 to July 22, 2018

Token Sale Structure

- \$0.12 Pre-Sale
 - \$100,000 USD minimum
 - Crypto only
- \$0.14 Early Backers:
 - \$1,000 USD minimum
 - Crypto + Fiat Currency
- \$0.16 Pre-ITO
- \$0.18 ITO Release 1
- \$0.19 ITO Release 2
- \$0.20 ITO Release 3

Fundraising Goal

- Approximately \$350,000,000 USD

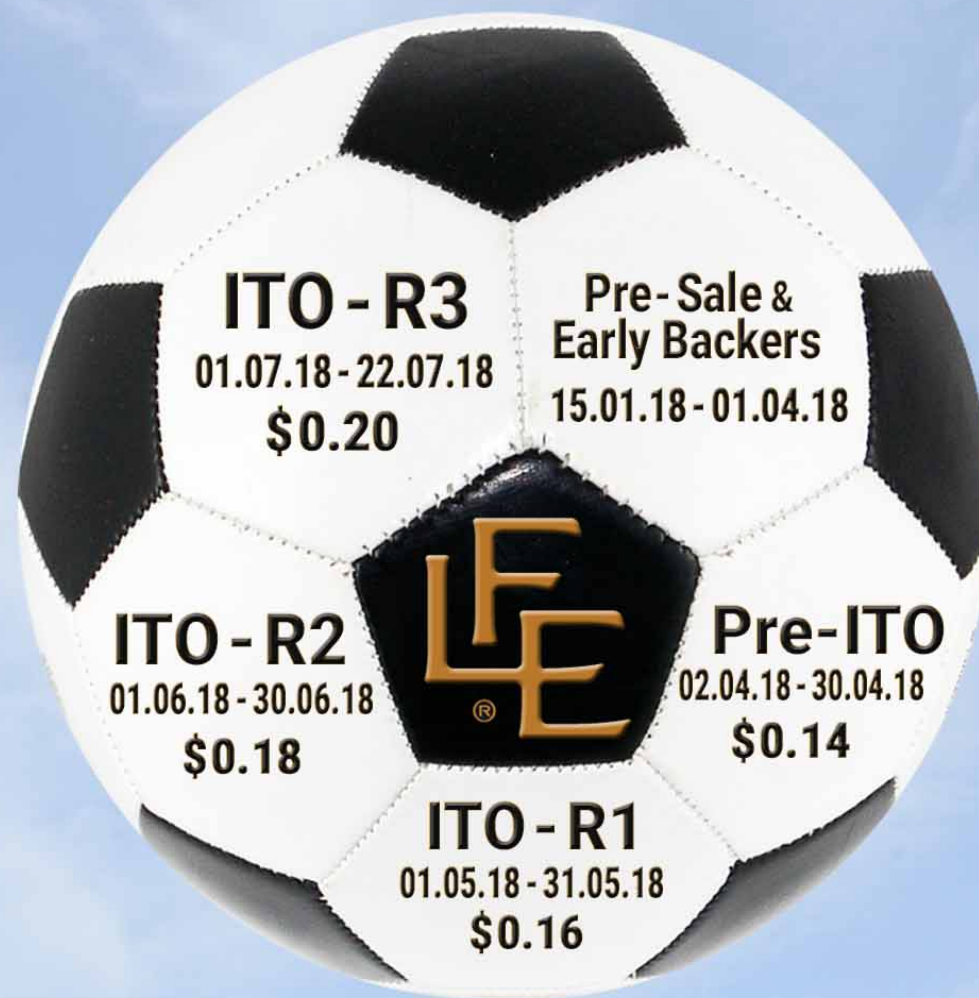
Currencies Accepted

- Bitcoin (BTC), Ethereum (ETH), Ripple (XRP), bank transfers supporting fiat currencies GBP, EUR, USD, AUD, and CHF.

The pre-ITO round will function as a way to profile public interest in the project potential and obtain further community feedback, while providing an early opportunity to loyal contributors to join in prior to the full ITO rounds. Upon Pre-ITO closure, the ITO will start on the date provided. Each round of the ITO will have a maximum duration as defined in the table, closing the moment the tokens are sold out and with the next round beginning immediately afterward.

With regard to token issue, the LFE Tokens will be issued to LFE Contributors approximately six weeks after the closure of the ITO.

For further information regarding our token sale, please visit the dedicated FAQ section on the LFE website.



TOKEN SALE ALLOCATION

LFE Fan Contributors: 60%

- 60% of LFE Tokens will be allocated to the public contributors who contribute during the LFE crowdsale

LFE Core Team: 10% (with lockup period)

- 10% of LFE Tokens will be allocated to the LFE Group core team, including the founders, to-be-key members and early members, all locked with a 12-month vesting period.
- This means these LFE Tokens will not be immediately tradable, further aligning the founders interests with executing upon the long-term goals.

LFE Partners, Marketing & Legal: 22%

- 22% of LFE Tokens will be allocated to partners, marketing teams and legal teams who will be helping throughout the LFE Token sale according to a list of weighted contributions.

LFE Ambassadors: 1.00%

- 1.0% of LFE Tokens will be allocated to LFE ITO ambassadors according to a list of weighted contributions. The LFE ITO ambassadors will receive LFE Tokens in exchange for promoting the ITO to potential investors.

LFE Advisers: 1.00%

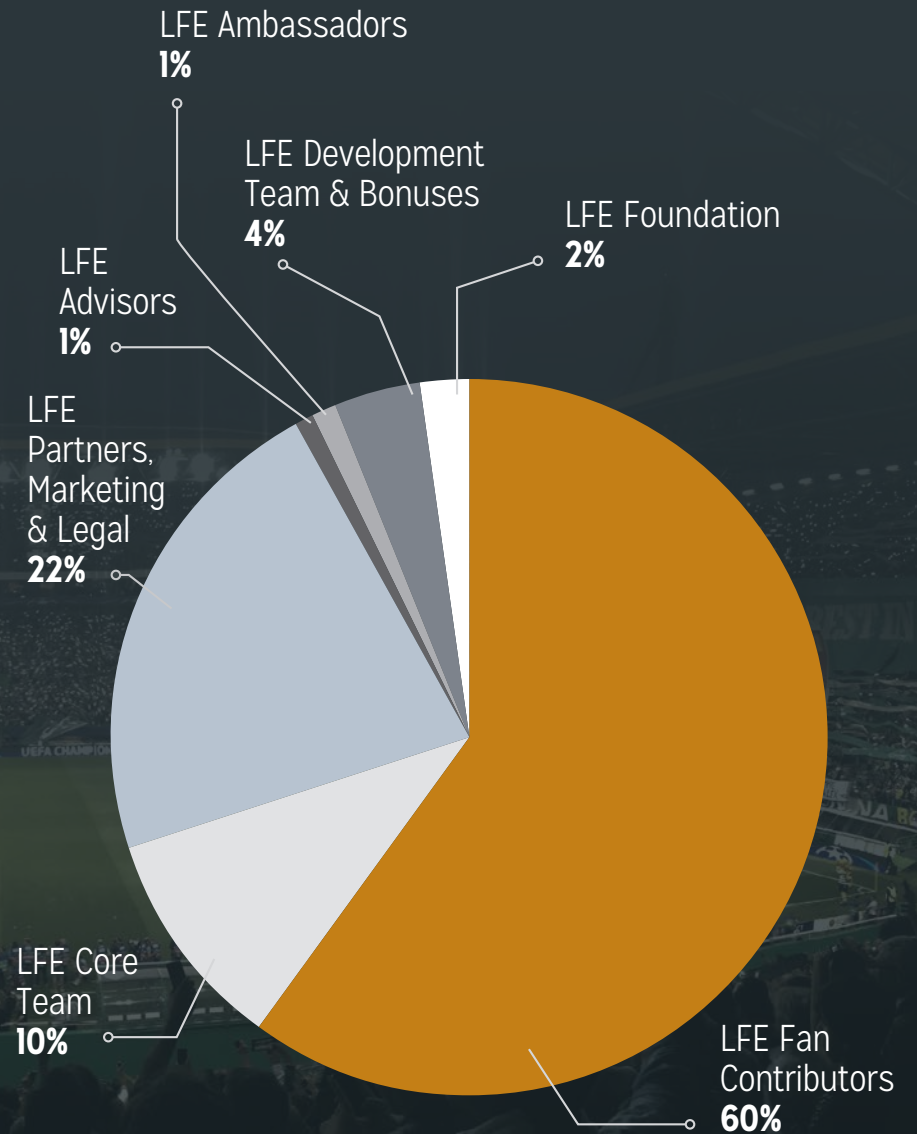
- 1% of LFE Tokens will be allocated to advisers according to a list of weighted contributions.

LFE Development Team and Bonuses: (with lockup period): 4.00%

- 4% of LFE Tokens will be allocated to the LFE Development team and for allocation under respective bonuses that would ensure a robust development of both the crowdsale and actual LFE platform.

LFE Charitable Foundation: 2.00%

- 2% of LFE Tokens will be reserved for football aligned charities which will be chosen by the founding team to best represent the LFE's core values and commitment to help the underprivileged with a passion for football.



FUND ALLOCATION

The funds contributed in the crowd sale will be used as follows:

Development (35%)

- Our top priority is to deliver a comprehensive ecosystem of services to enhance the football fan's love for the game. The largest portion of funds from the sale will be used to provide a secure, robust set of integrated marketplace, exchange, payment, loyalty, and point of sale solutions.
- Across the LFE Group, funds will be used to make strategic acquisitions and should include the purchase, or an investment in, one or more entities that are regulated by the FCA and also professional, association football clubs.
- The core exchange and payment services are in place for the LFE Group. Development and testing resources will be used to subject these services to rigorous testing as part of the regulatory approval process to operate as an exchange and money transfer service. Scalability, resilience, and security development will be completed in Q2 2017. Testing includes penetration testing, high availability/disaster recovery (HA/DR) procedures and testing, load testing, key compromise recovery procedures and validation, and other measures to ensure the reliability of the system.
- LFE Group shall also consider additional investments within certain third party projects that enable LFE football projects in various jurisdictions around the world that comply with the Paris climate accord or Paris climate agreement (this is an agreement within the United Nations Framework Convention on Climate Change (UNFCCC) dealing with greenhouse gas emissions mitigation, adaptation, and finance starting in the year 2020) and shall also look to meet certain sustainability criteria.
- The new development focus for the LFE Group will be to create the LFE marketplace, LFE pay mobile wallet, and crypto enabled point of sale capabilities.
- Following these milestones, the development budget will focus on partner integration and the continued improvement of the end-user experience within the ecosystem.

Reserves (15%)

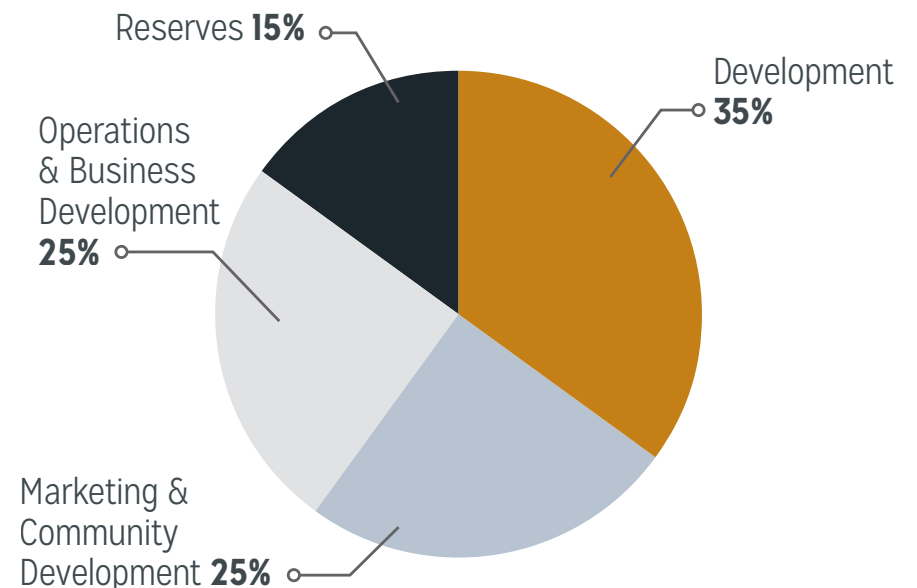
- Reserves will be kept in order to address any potential unforeseen budgetary allocation increases. However, the team is confident that such needs may not exceed the stated amount.

Marketing and Community Development (25%)

- Funds used for marketing efforts and continued community development will accelerate user adoption. This marketing budget is also backed by a pool of tokens to incentivise users in the form of a loyalty program and also conduct Bug Bounties to ensure that community inputs are adequately captured.

Operations and Business Development (25%)

- Operations will cover the costs of office spaces, expanding the team, equipment, and developing long-term infrastructure.
- Business Development will focus on promoting partner integration and incentivising partners to be boarded onto the platform so that they begin utilising the various activities that can be undertaken via the platform.



TARGETED TIMELINE

The product development timeline may not be final and is subject to change.

PHASE 1: LFE token exchange and marketplace Alpha version launch

- The Alpha version of the exchange and the marketplace will be made live soon and token holders will be asked to sign up and create their accounts on the platform.
- Time: Q3 2018

PHASE 2: LFE token exchange and digital identity management

- The LFE platform will be made live in Phase 2 via which all member football clubs will be able to raise financing via equity or debt issuance using the LFE platform Smart Contracts. A digital identity management solution will be deployed that will help on-board merchants and conduct due diligence to comply with regulations. All users who have bought the LFE tokens will be able to login to the platform and

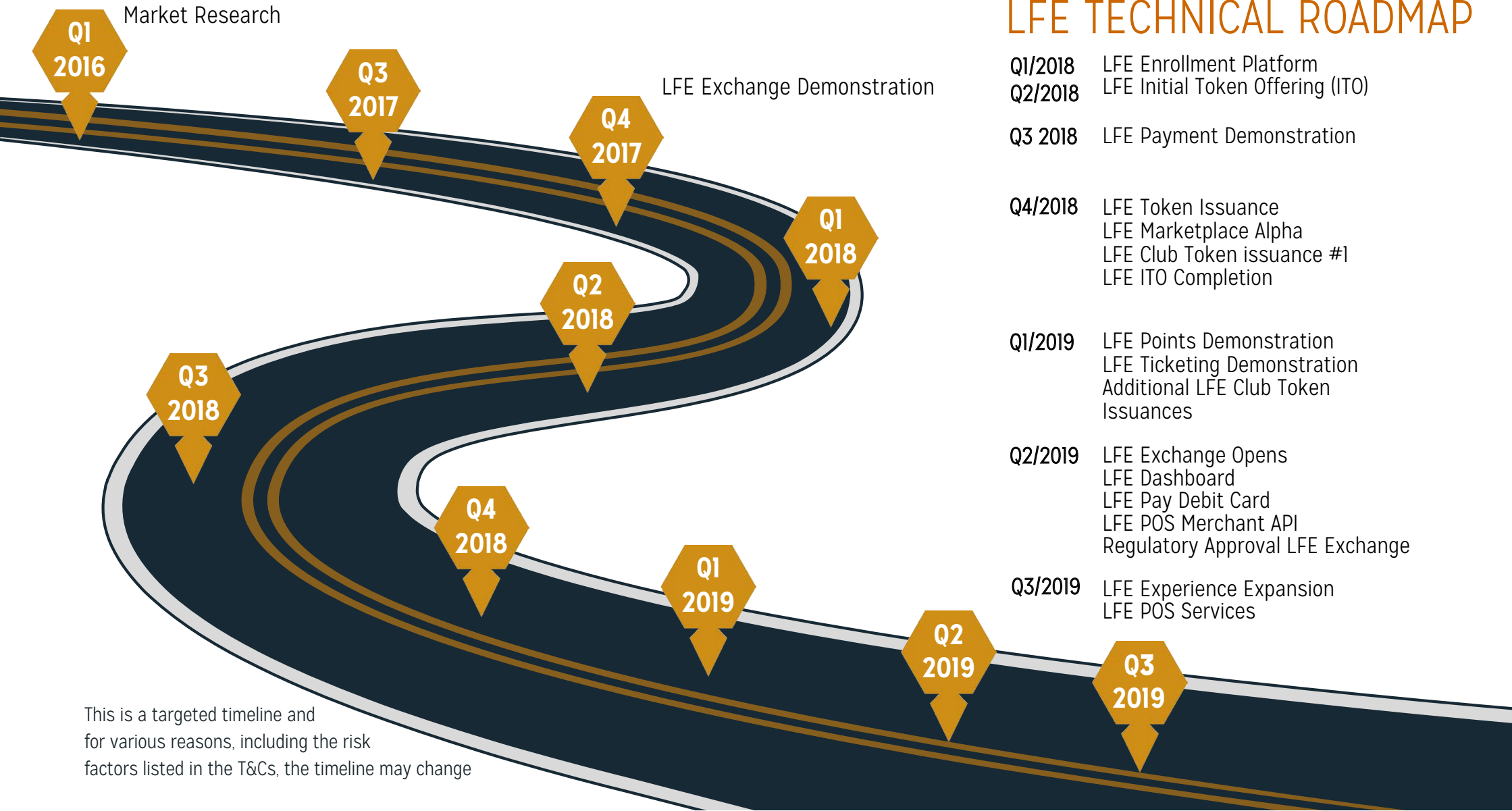
will be able to see their tokens in their wallet to perform the transactions on the exchange. As stated on page 4, the LFE Platform will not be available until such time as the relevant authorisation has been obtained from the FCA.

- Time: Q1 2019

PHASE 3: A fully fledged dashboard with additional unique experience capabilities.

- LFE is hoping to add the additional capability for the clubs to sell unique club specific experiences that can only be bought using LFE tokens. These unique experiences will be specially curated keeping the fan interested and will be exclusive to LFE platform. The dashboard will provide game-based interactivity with leadership scoreboards and brand loyalty segments for the club partners to participate and provide their own unique products for fans.
- Time: Q1 2019

TARGETED TIMELINE



LFE TECHNICAL ROADMAP

- Q1/2018 LFE Enrollment Platform
- Q2/2018 LFE Initial Token Offering (ITO)
- Q3 2018 LFE Payment Demonstration
- Q4/2018 LFE Token Issuance
LFE Marketplace Alpha
LFE Club Token issuance #1
LFE ITO Completion
- Q1/2019 LFE Points Demonstration
LFE Ticketing Demonstration
Additional LFE Club Token Issuances
- Q2/2019 LFE Exchange Opens
LFE Dashboard
LFE Pay Debit Card
LFE POS Merchant API
Regulatory Approval LFE Exchange
- Q3/2019 LFE Experience Expansion
LFE POS Services

This is a targeted timeline and for various reasons, including the risk factors listed in the T&Cs, the timeline may change

COMMERCIAL ROADMAP

Q3-4 2015

- Market research and R&D in Colombia, Brasil, Venezuela, Argentina, Peru, Ecuador, Panama, Bolivia, Chile, Mexico,

Q1 - Q2 2016

- Market research and R&D in Singapore, Malaysia, Cambodia, Vietnam, Thailand, Philippines, Indonesia, Hong Kong, Japan, South Korea, Burma, Taiwan.
- Company admin infrastructure investigation Philippines BPO industry.
- Legal formation of group companies

Q3-Q4 2016

- EU and UK business development, market research, regulatory investigation.

Q1 2017

- Legal formation of specific entities
- Regulatory investigation

Q2 2017

- Football Finance industry dialogue, education (outreach with universities)
- Dialogue with Football Finance Directors UK, France, Spain

Q3 2017

- Specific entity formed: LFE MARKET incorporation
 - Staffing and future ambassador dialogue
 - Continued regulatory investigation
-

Q4 2017

- Multiple Football Club agreements in principle
- Regulatory sign off
- Staffing pan EU, USA, UK.
- Appointment of Law firm CMS Cameron McKenna Nabarro Olswang LLP

Q1 2018

- STADIUM PARTICIPATION Heads of Teams ("HoTs") x 5 clubs

TARGETED COMMERCIAL ROADMAP

Q3 2018

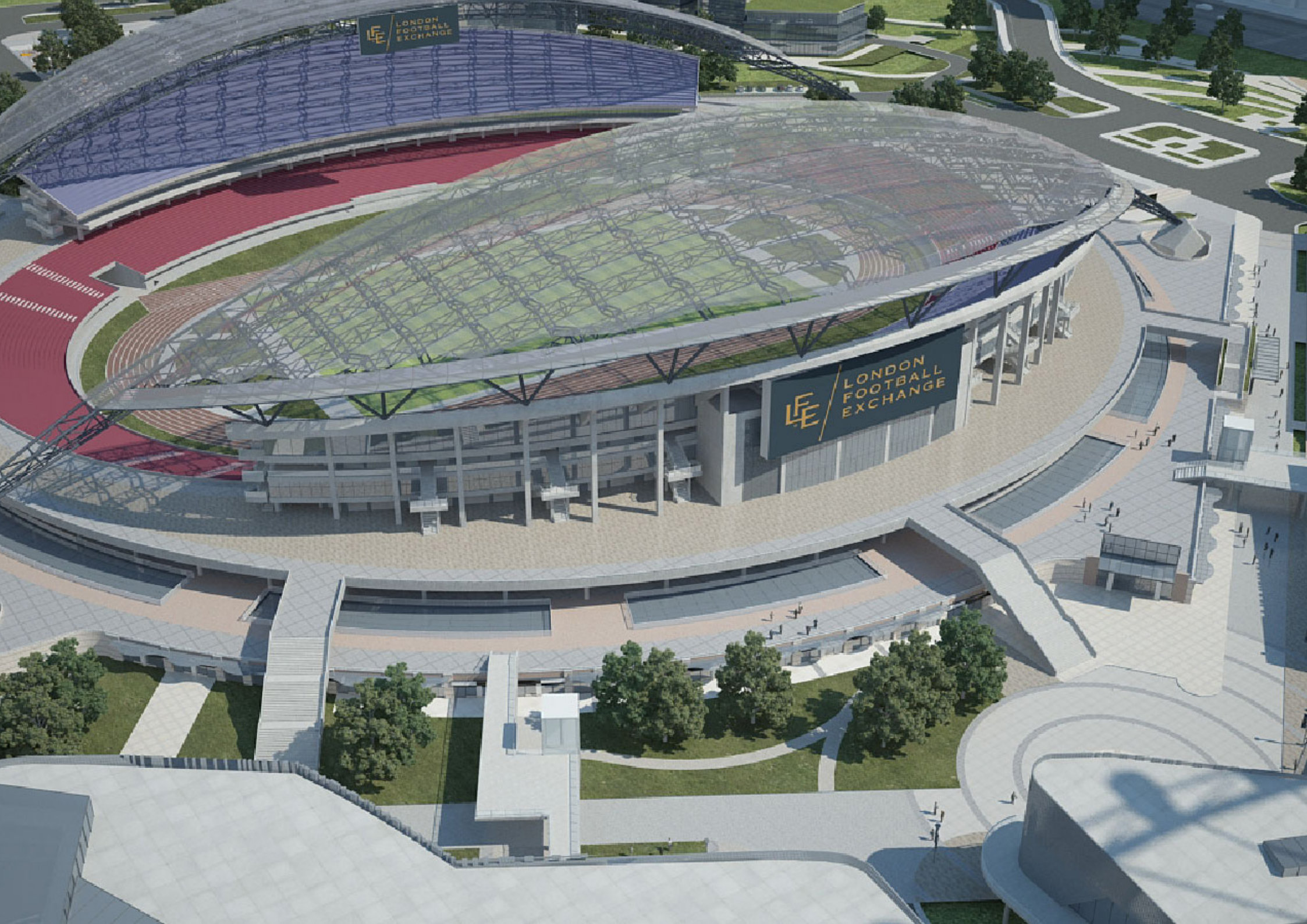
- STADIUM PARTICIPATION HoTs x 10 clubs
- LFE Exchange business development Latin and Central America
- LFE Exchange Club HoTs x 30 clubs Globally

Q4 2018

- LFE Exchange Club HoTs x 20 clubs
- STADIUM PARTICIPATION HoTs x 5 clubs Latin Central America

Q1 2019

- LFE Exchange Club HoTs x 50 clubs Globally
- STADIUM PARTICIPATION HoTs x 25 clubs Globally



LONDON FOOTBALL EXCHANGE

LONDON FOOTBALL EXCHANGE

LFE ORGANISATION

LFE MANAGEMENT TEAM

- Edwin Carlson, COO/CTO
- Axel Kruger, Finance
- Peter Turnbull, Head of Asia Pac
- Aled Williams, CLO
- Jim Aylward, Exec Board
- Andre Urbina, BD Director Asia Pac
- Danny Stroud, Head of Partnerships
- Mike Taratuta, Tech Architect

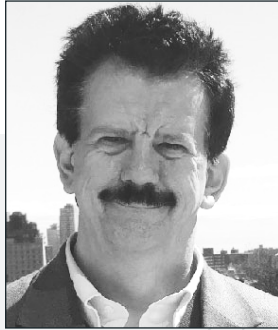
LFE ADVISORS:

- Keith Teare, Technology Entrepreneur
- Sam Jones, Sports Tech Entrepreneur
- Darragh Macanthyony, Owner, Peterborough United FC
- Lisa Tilis, PhD Tokenomics Expert
- Nigel Weiss, Sports Financier
- Kin-Wai Lau, , Technology Entrepreneur
- Amy Yu, , Esports Entrepreneur
- Nikita Sachdev, Crypto Influencer
- Dan Doney, Tech Specialist Advisor
- Grant Kennedy, Management consultant
- Sten Clajus, Crypto Marketing
- Adam Little, Crypto Community Manager
- Darren Thomas, Australia Regulatory & Licensing



LONDON
FOOTBALL
EXCHANGE

LFE MANAGEMENT TEAM



EDWIN CARLSON
COO / CTO

Edwin was previously the CEO of SmartBit Auto. SmartBit uses blockchain technology to record the ownership and financial details of each car sale. He has extensive experience working with blockchain technology and FinTech, he teaches the "Blockchain and Business" course to industry executives around the world.

Edwin was a Senior Technology Manager at Accenture and has consulted on FinTech strategy for JPMorganChase, Bank of America, Royal & Sun Alliance and HSBC. Edwin holds a BSc in Computer Studies (Hons).



AXEL KRUEGER
Finance

Axel brings in excess of 20 years experiences with a commodity industry specialisation and as an expert practitioner within various financial institutions. He has had an illustrious career at some of the most respected trailblazers and industry pioneers such as MRI Trading AG, Fortis Bank and Noble Europe. Axel's expertise lay in the field of financial structuring, balance sheet optimisation, corporate governance and the ability to operate in a multi-jurisdictional organisation maintaining impeccable compliance and corporate governance standards whilst thriving within a high-pressure atmosphere



PETER TURNBULL
Head of Asia Pac

An Accountant by profession, Peter invested his considerable financial backing from several of his successful property developments to become the Founder of the Australian Hyundai A League Club, Sydney FC. During his tenure there, Sydney FC won the League in its first year, and finished 5th in the FIFA World club championships. They also qualified and competed in the Asian Champions League. He later acquired the Mariners which was the opposite Sydney FC- they were the smallest club, in the smallest market. The club qualified and competed twice in the Asian Champions League during Peter's tenure. Peter is the only Owner to have won the A League with two different clubs.

Peter also has an excellent ongoing reputation at the highest levels of the Australian and Asian game, and is also heavily involved in the community side, coaching the Australian Power Wheelchair team to 4th spot in the 2017 World Cup in Florida.

LFE MANAGEMENT TEAM



ALED WILLIAMS
CLO

Aled is a corporate solicitor qualified in England and Wales who has built up a practice over 12 years, working with private company corporate and commercial interests within the UK and internationally. Aled focuses on private company incorporation, investments, restructuring and mergers and acquisitions and the full spectrum of commercial contracts. In particular Aled has worked on government and large multinational facing contracts in Europe, the Middle East, Asia Pacific and North America and acts for inward and outward investment and business to business relationships to and from the UK.



JIM AYLWARD
Executive Board

Jim began his career in the media and entertainment industry. He has since honed his media investment expertise through assisting various venture stage projects and companies. Jim has become adept at managing and building relationships within the corridors of influence within the media and entertainment industry and has become an indispensable component of the LFE Strategy implementation.



ANDRE URBINA
BD Director - Asia Pac

Andre is an entrepreneur who has extensive experience in private equity deals in the Philippines. He is also an experienced sales professional, selling tangibles such as real estate and automobiles to intangibles such as training programs and conferences. Andre worked for Marcus Evans, a global leader in business intelligence solutions. Andre graduated from the University of Sydney with a Bachelor of Visual Arts, majoring in Electronic and Temporal Arts.

LFE MANAGEMENT TEAM



DANNY STROUD
Head of Partnerships

Danny joins LFE after both successfully working for UCFB (University College of Football Business) at both Wembley Stadium in London and the Etihad Stadium in Manchester. Danny has previously held roles with Millwall Football Club, The Hong Kong Football Association and the Football Association of England. He holds a degree in Football Business & Finance and has also played football at West Ham Utd centre of excellence thus understands both the on and off pitch permutations of sports combined with business, media and entertainment.

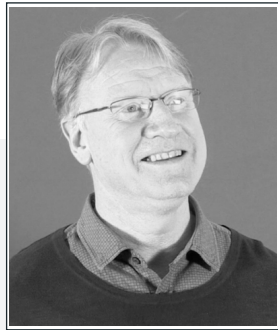


MIKE TARATUTA
Tech Architect

Mike has over 20 years of experience as an IT professional with a career focused on developing medium to large scale systems for large corporations as well as startups. Mike is an Application Architect and Full Stack Developer of Desktop, Web, Mobile, and Enterprise applications. He has written software for systems as diverse as IBM's iSeries, Linux Redhat, Google App Engine, Android, iOS, and Microsoft Azure.

Mike has consulted in many industries that include: Insurance, Accounting, Transportation, Energy, Marketing, and Grievance Management

LFE BUSINESS DEVELOPMENT



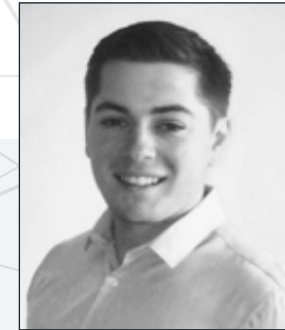
JON HALLWORTH **Club Development**

Post-retirement from professional football Jon worked as goalkeeper coach for Oldham Athletic, Blackpool FC and coached the Isle of Man International team. Jon has over ten years experience in digital and brand strategy in the sports and entertainment industry. Jon has worked on a number of high profile sports contracts with Real Madrid, Juventus and FC Barcelona.



ALEX CLERICY **Business Development - Europe**

Alex began his career as a professional racing driver. Alex was formerly a project manager at Edmiston Yachts in Monaco and has developed an impressive network of contacts in the media, sporting, business and philanthropic circles. Alex became Head of Business Development for Monaco for Investrport and was instrumental in the conception of the LFE project and as a co-founder has been involved with shaping the strategy and development of the LFE business model.



FLYNN KENNEDY **Business Development - UK**

Flynn has worked at Investrport as Global Business Development Manager and was instrumental in the conception of the LFE project. He is a naturally gifted sales and marketing professional with a particular flair for building relationships across borders and cultures. He graduated from the University of Newcastle with distinctions in Sport Business Management and has represented Hong Kong rugby at an international level which has enabled Flynn to become a natural leader within the LFE team.

LFE BUSINESS DEVELOPMENT



IRFAN BILIC

European Football Development

Irfan is a former professional footballer hailing from the Balkan region and playing at FC Zeljeznicar. Since finishing his playing career he has developed a particular expertise in sports law and finance related to European club development. Irfan is currently managing club relationships for the LFE in Europe with an emphasis on raising awareness towards the LFE youth development philosophy.



KUAN SUN

Senior Analyst

Kuan is a senior analyst at LFE. Kuan was previously a research analyst at Bain & Co and an equity analyst at Citic Securities. He is a financial derivatives technician and practitioner. He holds a PhD in Financial Engineering from City University of Hong Kong and obtained his BS in Finance & Banking (Hons) from Zhejiang University.



THOMAS LUNDBERG

Videographer

Thomas Lundberg is a video production. I like to tell a story and show the story through living pictures with a lot of details! I am currently working at London Football Exchange. I'm also doing motion graphic design for the Chelsea FC fan page 'Breathe Chelsea'.

LFE ADVISOR



KEITH TEARE

Technology Entrepreneur

Keith is Executive Chairman at Accelerated Digital Ventures, a UK Venture company. Previously he was a founder at Europe's first consumer Internet Service Provider, EasyNet. He was a founding shareholder at TechCrunch. He has advised, been a director, founded or co-founded many other companies.



SAM JONES

Sports Tech Entrepreneur

Sam is a serial technology entrepreneur based in the UK. He is also an advisor to a leading Chinese investment fund with stakes in football clubs in Europe and USA.

Sam started his career at Accenture in London before establishing himself as a leading headhunter in financial markets in Asia Pacific. He started his first tech company in 2012. Sam has lived and worked in UK, Australia, Hong Kong & Singapore.



DARRAGH MACANTHONY

Owner, Peterborough United FC

Darragh Macanthyony, is a successful entrepreneur, where he employed over 3,500 people, servicing 30,000 clients globally transacting in excess of \$4.5 Billion dollars' worth of International Real estate including the construction of over 2000 properties as a property developer. At the age of 33 he retired from real estate to focus on his young family and portfolio of sporting investments which led him to relocating from Europe to Florida, USA. In 2006 at the age of 30 he became the youngest owner and Chairman in English Football League History when he purchased Peterborough United Football Club (<http://www.theposh.com>).

LFE ADVISOR



LISA TILIS, PhD **Tokenomics Expert**

Lisa Tilis is a Ph.D. Economist with over 25 years' experience in international business, economic consulting and academics. She is currently an adviser to several blockchain related enterprises, assisting with tokenomic and market design. Her most recent projects include Cryptoeconomics and token system design. Her previous experience includes assisting investors, advisers and counsel with financial modelling, capital budgeting, international M&A and working capital management. Lisa is the author of the economic model of product distribution that lies behind the most prevalent transfer pricing systems for multinational companies and spent several years serving as a trusted advisor on intellectual property valuation for dynamic internet and technology startups with international aspirations while at PwC and other professional services firms.



NIGEL WEISS **Sports Financier**

Nigel Weiss is a sports finance specialist. Creator of over 20 football financing products and advised on a number of stadium financing projects including Wembley Stadium.

Previously a city finance lawyer for over 20 years with Linklaters and most recently head of asset finance at Denton Wilde Sapte.



KIN-WAI LAU **Tech Entrepreneur**

Kin-Wai is the MD of Fatfish Global Ventures AB, CEO of Fatfish Internet Group and Chairman of the Board at iCandy Interactive Ltd continues seeing me working on my passion for entrepreneurship and technology. As a strategic shareholder/director, he is directly involved with walking start-ups through the business strategy refinement and expansion plans. He operates these activities under two business divisions: consumer internet ventures and cryptocurrency ventures.

He dropped out of his PhD dream school to be a founder of a startup at the age of 23. Since then, his interests in technology and entrepreneurship and has allowed me to bring 6 tech companies public. He raised his first USD \$1 million from a VC in 10 minutes (a Softbank partner) and pulled completed his very first IPO at the age of 28 as the founder and managing director of a telecom software startup, making him the youngest managing director a publicly listed company in Southeast Asia.

LFE ADVISOR



AMY YU
eSports Entrepreneur

Founder and CEO of Varsity Games - an esports organization with the vision to develop a commercially sustainable ecosystem aimed at the university sector with the purpose to drive positive social change. Officially recognised by BAFTAs (British Academy of Film and Television Arts) and UKIE (entertainment trade body in the UK) to deliver esports community entertainment throughout UK in collaboration with ESL, Gfinity and Twitch.



NIKITA SACHDEV
Crypto Influencer

Nikita Sachdev is an entrepreneur from the US who has worked as an international model and host for almost a decade, with a background in Chemistry and Business from the University of Texas.

Having worked for global brands and representing notable clients as an ambassador, Nikita focuses on increasing brand awareness through social media, marketing and communications, which led her to start her own talent agency and move into the world of cryptocurrencies as a talk show host, live host, and presenter.

She's an avid crypto investor and brings a lot of enthusiasm with her to the industry!



DAN DONEY
Tech Specialist Advisor

Dan Doney is the CEO of Securrency and is the former Chief Innovation Officer at the Defence Intelligence Agency and 2014 Fierce 15 awardee as a top government change agent. He has 20+ years of experience in emerging technology development and finance across government and private sectors. Dan is a software developer and innovator in artificial intelligence, cybersecurity, process automation, dynamic asset pricing and enterprise architecture. Dan holds a B.S. in Systems Engineering & Economics from the U.S. Naval Academy and a M.S. in Nuclear Engineering from MIT.

LFE ADVISOR



GRANT KENNEDY

Management Consultant

Grant is a highly proficient and proven programme & project manager with extensive transformational change, strategy, supply chain, facilitation, stakeholder management and procurement experience. Grant has significant operational experience in both capex and opex projects in conjunction with extensive skills and experience of managing & accelerating change in projects. Over 17 years management consultancy experience, leading projects for blue chip companies like Railtrack, Go Via, BAA, Shell, Basic Element, HSBC, Hong Kong Jockey Club and Manila Water.



STEN CLAJUS

Crypto Marketing

Sten is an entrepreneur, business angel and management consultant with over ten years of experience in developing new businesses while working for corporations, supranational political institutions and start-ups. As a football and blockchain enthusiast, it came natural to him to join the LFE team as a business developer where he is particularly focusing on the football-crazy nations of Germany and the Netherlands. The vision of closing the gap between fans and clubs while increasing fan interaction and engagement with groundbreaking blockchain technology, ignites his passion to establish the London Football Exchange as the first point of contact for billions of football fans around the world.



ADAM LITTLE

Crypto Community Manager

Adam is the founder of CryptoWise; a crypto community-based platform, which helps those interested in the crypto world gain information from one another and investment ideas based on market changes given by his Crypto tool; CryptGany.

Adam has been a Coventry City football fan since he can ever remember and understands the importance of Blockchain Technology for revolutionising the football industry. With his adept understanding of the crypto and football community, Adams experience comes vital to the LFE successful implementation into the crypto and blockchain world.



DARREN THOMAS

Australia Regulatory & Licensing

Darren is the Chairman of a successful finance broking corporation in Australia. He holds the formal qualifications of an Executive Finance Broker, a Financial Planner and a Justice of the Peace, having transacted over \$1 billion in capital and development raising.

Prior to the finance industry, he was a decorated Federal Agent with the Australian Federal Police having served with distinction internationally and within Australia. He is the recipient of numerous medals and citations. Darren's network of Government and political contacts are second to none. With his international exposure Darren is a primary link to global relationships for the London Football Exchange.

Darren is heavily involved in the local Australian football scene and is also a qualified football referee.

PARTNERS



