



LIBEREUM

FORTES FORTUNA JUVAT





Risk Statement details all potential risks that you should consider. We recommend that you seek out independent financial advice before engaging in any sort of business endeavour.

Libereum is a Dutch Company registered with the Chamber of Commerce in the Netherlands (Registration number 71886168) So we are subject to Dutch laws and legislation. If you have questions regarding Libereum please contact us per email or call +31618561580

ABSTRACT

Libereum is a blockchain network, ruled by a utility token, **a new coin of exchange, the LIBER**. It will initially be focused on building a network of users in the sports industry – more specifically, football clubs (or soccer clubs, as they are known in the US).

Libereum aims to bring ‘*The future of sports*’ to the current tech savvy era. As traditional players try to evolve towards the new digital world, Libereum will act as the interface between the old and the new, providing the core services and secure means required to navigate these uncharted waters.

The next sections aim to describe in detail the Libereum Network, the usage of the token ruling it, and the strategy around the future scalability that will create a self-sustaining ecosystem where everyone can enjoy the newly- configured sports world.



THE LIBEREUM CLUBS

Why did we choose to focus on football?

Football is, by far, the world's most popular sport; billions of people actively participate in it, and it attracts billions of fans around the globe. We have confidence that combining crypto with football is the next step in the evolution of crypto and blockchain technologies.

With Libereum, we aim to become the missing link between the "real" world and the crypto world. The actual value of fans is as tangible as crypto itself, we aim to deliver the value exchanged between these two segments.

But that's not all. As we expand the Libereum project, more clubs will be added to our asset pool, creating new ecosystems around each club, that will be enable us to create additional products and services that will be described later within the paper.

The Opportunity for the Libereum Clubs

Our Libereum team contains leading specialists in the football business industry. They have an enormous commercial and operational experience running clubs, from coaching teams and scouting players through to negotiation of commercial sponsorships, TV rights and player acquisitions and transfers. This experience combined with the extensive knowledge of team members who are tech savvy and specialists on every area of blockchain (technology, tokenomics, politics and cryptography)– will ensure that we make a lasting impact on the sports industry.

The Libereum project has an extensive club selection criteria, which has a number of key points and terms that we consider imperative.

For example, teams must have an average of at least 10,000 fans attending every home game. This is our most basic requirement determining whether we will investigate a club in more detail. Please review our presentation prepared for you in power point, in specific the video from Elche F.C. as an example of this statement and policy.

We will select teams who have growth potential both on the field (promotion to a higher league division) and off the field (international reach, commercial assets such as real estate, property and deeds of land and other assets, and development expansion opportunities), and most importantly for the Liber commercialization and trade, that these clubs have agreements and cooperation with other football clubs nationally and internationally, such as is the case of Elche F.C. with 80 clubs trade agreements and commercialization internationally (EU, Latin America and others to come), and as is the case of Tubize F.C. who have agreements with leading English Premier League Football Clubs mainly in the loan, trade, and exchange of players.

After we have gained ownership of clubs, we will honour most of the contracts that were made by the Clubs with partners and sponsors before we gained ownership or percentage of shares. We will not change the budget for the ongoing season unless it does not make financial sense or it is obvious that the administration of the Club is or could be below standards of performance and effectiveness, commercially and financially speaking.



WHY LIBEREUM ON BLOCKCHAIN?

As we add new clubs and usage around the ecosystems that each purchased club is going to create, the Liber token will become scarcer and consequently more valuable.

The basis for this projection can be explained quite simple:

- Fans will become customers, emotionally connected, and use Libereum tokens (LIBER) to buy tickets, fan shop items, memorabilia, food and beverages in and around the stadium. Not only will we encourage them to do so, we will reward this, by making Libereum the main payment method altogether.
- At first, we will encourage sponsors and partners to “buy” LIBER from us. As with the fans, we will slowly proceed toward accepting only LIBER as payment from sponsors. For sponsors and partners, this will be another reason to sponsor the club, in addition to the current emotional and perhaps economic reasons for sponsoring a team. Sponsors will become part of something much bigger than the club they are sponsoring. The metrics involving sponsors depositing the agreed amount in LIBER means that they will become holders of fairly large amounts of tokens themselves, positively influencing Libereum’s market value.
- Libereum will be prominently visible as a cryptocurrency in all the clubs we own. Think about shirt sponsorships. Instead of “Fly Emirates” it now says “Libereum” in different leagues and in different countries. This of course, will be an opening for other crypto companies to become sponsor of the Libereum clubs.
- **We are even bold enough to predict that once the first club we buy has been made public, more clubs will seek to partner with Libereum and/or will be offered for sale through our Blockchain platform building liquidity around each club. This is already going on with several clubs.**
- Players who are transferring from clubs within the Libereum network will be sold at Libereum tokens rates only.
These key points, amongst other strong points, are the reason why the Libereum project will succeed. It will become the game-changer that the crypto and sports world is anxiously awaiting.
- Last but not least, players who play for Libereum-owned clubs will be sold for LIBER. For example: If a club outside the Libereum network wants to buy a player, it will propose an offer of, let's say, USD 10,000,000. If accepted, the Libereum club will ask the non- Libereum club to buy 10,000,000 worth of LIBER in exchange for the player who is about to transfer clubs.



TOKENOMICS

The main driver of our platform will be an ERC-20 utility token (LIBER) based on Ethereum. The Libereum community will be able to use it and be rewarded in different ways.

There are several areas that will deliver growth of our ecosystem that will include:

- Creation of scarcity:
 - By slowly moving from an optional payment with LIBER to a mandatory one used for sales in and around the stadiums.
 - Reward sponsors and partners to acquire tokens and use that as payment reducing fees.
- Ongoing acquisition of clubs, with tokens in reserve and through the fees obtained through the different operations in as many countries as necessary to spread Libereum as an independent token payment Network.
- Players will be sold for LIBER, creating further global awareness, which will enhance the demand for LIBER amongst general sports fans

We are already backed by industry professionals and backers who understand the power behind the network dynamics we are bringing to the table and continue to be committed to the Libereum project for the long term.



We plan to distribute Libereum tokens in several ways.

- During the Pre-Sale, Private sale and token sale (at bonus rates)
- As an affiliate commission for every purchase made by referrals (Only available during pre-sale)
- Through exchanges
- Through partnerships
- Through active business

Token distribution during the Pre-Sale and token sale

A total of 100 million Libereum tokens have been minted, of which 10 million are available during the Pre-Sale. Further 40 million tokens will be available during the Private sale and/or token sale. Tokens that go unsold during this phase will be added to the remaining stock, held under custody by Libereum to be used for expansion of the Libereum network.



TOKEN DISTRIBUTION

After the token sale has ended, LIBER will be made available for purchase at the regular market price through exchanges. The remaining tokens will be split into different parts to provide fans, sponsors, partners and everybody else with the opportunity to buy LIBER directly from us at specific timeframes through a variety of distribution channels.

The tokens held under custody by Libereum will be distributed into the market at a timely and structured manner, meaning that any distribution of tokens and the use of the resulting major funds, that go towards acquisitions, partnerships or any expansion and development that adds significant value to Libereum, will be required to go through a corporate approval process.





AFFILIATES

For two reasons, we have decided to add an affiliate structure to our token sale.

- 1) We believe it is important for as many people as possible to become part of the Libereum project, as we believe that this might help achieve a breakthrough in terms of public acceptance and in cryptocurrencies themselves. That's why we want to encourage the Liber Token buyers to refer new buyers to Libereum.
- 2) We also want to encourage every Liber buyer to become a member of the Libereum Clubs and Loyal customers and not only refer new members to Libereum, but also encourage them to sign up to the LIBER Card and its future financial products and services, amongst them but not limited to signing up for mortgages on any type of properties. Where banks say no, our Liber Private Bank or Trust (our fiduciary Trust) will say "YES, yes you can!"(subject to the standard credit and affordability checks)

We are giving a bonus to the Liber buyers who are part of the first "wave," and those who subscribe to become members of the Liber loyal fans and the fans of the Libereum Football Clubs. If only one thing is important, it is to have people who are engaged in our dream, our cause and who believe in our mission. Offering a bonus for spreading the word is our way of showing that we appreciate Liber Token buyers not only as members but as people who believe in Libereum's overall success, and the success of establishing its Liber Token as a commercial good and a coin of exchange in the sports, entertainment and tourism industries.



EXCHANGES

We aim to be listed on the best exchanges – those that will add value to Libereum. We will announce the exchanges as soon as they become available.

PARTNERSHIPS & JOINT COMMERCIAL AGREEMENTS

Libereum in itself is a great idea but we believe it would have the potential to grow enormously when we develop partnerships.

That's why we have decided to use some of our tokens as payment for partnerships with media outlets and crypto companies that share our vision, as well as for other types of partnerships. These collaborations could also lead to future sponsorships. One of these partnerships for example is the acquisition of 50% shares with of Vendit (<https://coinvendit.com/>)

We will announce new partnerships frequently. So, make sure you follow our announcements on the several Social Media platforms!

VISION

We will encourage existing partners and sponsors to buy LIBER instead of using fiat currency - (general global currencies). When we acquire new partners and sponsors, we will offer them "LIBER Only" contracts.

For the fans, Libereum will become a household name. We will promote LIBER as a payment option throughout the season. Pending the development of the payment system, season ticket holders might get one extra season to adjust to LIBER as a method of payment.

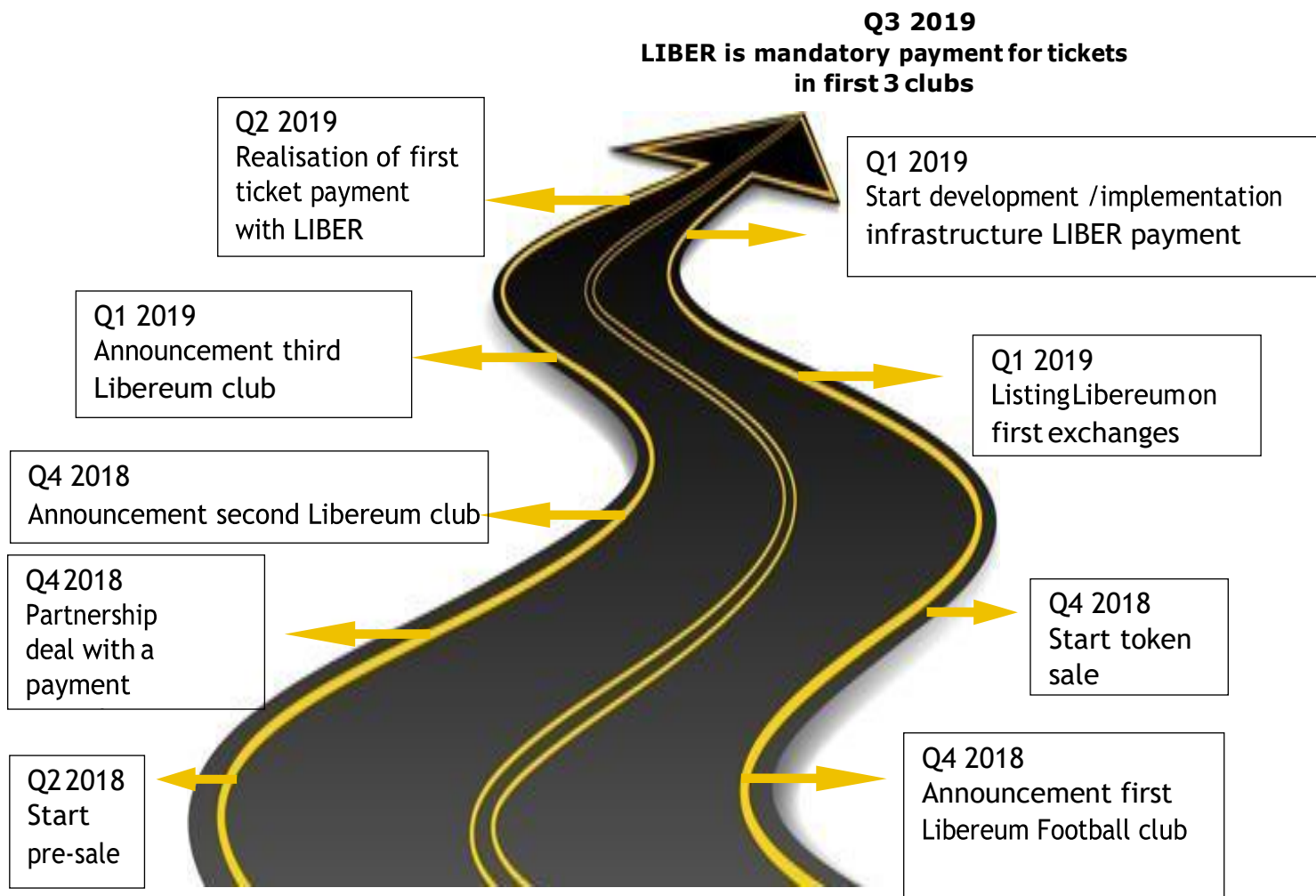


COIN VENDIT

THE ROADMAP

The mission's first phase is straightforward: acquiring a football club in one of Europe's top sporting divisions. We have carefully observed the development of the Red Bull clubs (RB Leipzig and Red Bull Salzburg) and believe that combining Libereum with sports will make cryptocurrencies go mainstream.

After Libereum has gained ownership of a club, we will roll out the next phase. Libereum will then be introduced to fans and sponsors of the club. After this introduction, we will move forward in setting up Libereum as the only payment option for tickets, food and beverages, sponsor packages and everything else in and around the stadium we have not yet mentioned.



Libereum Management



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BIO's

Cem Kumlar

Cem studied international business before his interest was caught by the endless possibilities of the internet. Joining the first online company didn't take too long and within a short timespan he worked for and with the biggest online companies out there. His creativity always resulted in somewhat unorthodox but always great solutions.

One of these solutions was coming up with an advertising solution for Facebook during the early years. Facebook could not agree in how to monetize the network in the most optimal way so Cem came up with the "let the users place their own advertisements".

Later Cem started his own company which focussed on all aspects of online marketing before joining the crypto world some years ago. Looking at the "crypto sphere" Cem found there was one big flaw that had to be fixed before mass adoption can become reality; the actual need to use crypto currency. And thus Libereum was born.

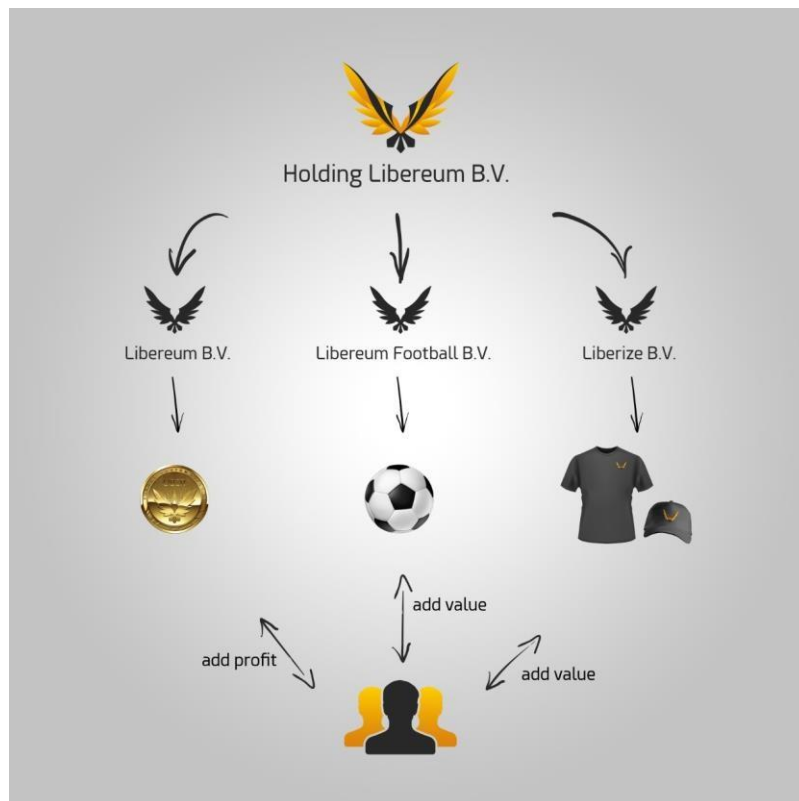
For an overview of the rest of our team we invite you to have a look at our full team presentation prepared exclusively for you on our website: libereum.io

How will Libereum as a company make money?

Libereum will generate revenue with the help of our football clubs, but not at the expense of our clubs. The clubs will have Libereum Ambassadors to make sure the financials of the clubs are in the interest of the club, Libereum and their investors.

Holding Libereum B.V. (**Libereum B.V. holds the Liber coin.**) has three subsidiaries;

1. Libereum Football B.V. will be the owner of the football clubs.
2. Liberize B.V. will be used for all other products like merchandising.
3. Libereum B.V. profits by issuing the Liber coin.



Libereum Football B.V. profits when the football clubs do well. If the football clubs grow the company grows. We are not interested in the profits from the clubs, those stay with the club, so it can organically grow and invest in all necessities.

Liberize B.V. profits by working on all other products related to Libereum like merchandising, partnerships with other external companies.

Summarizing: we have 3 B.V.'s below our Holding: Libereum; Libereum FC and Liberize. Libereum FC will not be making money for us, Libereum B.V. will be aiming for an increase in price (surge would be nice but not needed) and the real answer to your question is actually Liberize, where a lot of other "products" will be connected to Libereum. Think of LIBER as a future banking facility, in-game currency in Apps, Merchandise etc. All through partnerships or own effort. We will be generating Libereum revenue with the help of our clubs, but not at the expense of our clubs.



Will Libereum take profit if a football club is generating revenue?

If the clubs are doing well, Libereum will do well because of its coins Liber as a direct result of it. Well performing clubs can ask for more money from their sponsor, more fans will come to stadium, the players will be worth more, etc. All elements that will be beneficial to Libereum.

What are Libereum Ambassadors?

The clubs will have Libereum Ambassadors, to make sure the financials of the clubs are in the interest of the club, Libereum and their investors. The ambassador's role is to assist football club management, not replace them. The ambassadors are like maritime pilots that help the club's management to navigate the dynamic blockchain and cryptocurrency ecosystem to remain profitable.

Why do we believe the value of Liber will rise?

Because of our strategy of creating a constant demand for the token from the economy around the football clubs we own. The tickets, drinks and snacks, season passes, club sponsorships, player sales, all will be converted into and payable in LIBER. This will happen gradually over time without disrupting the club economy.

Initially the focus will be on football clubs, but later we will add other sporting and non-sporting entities to our

Libereum Social Link

