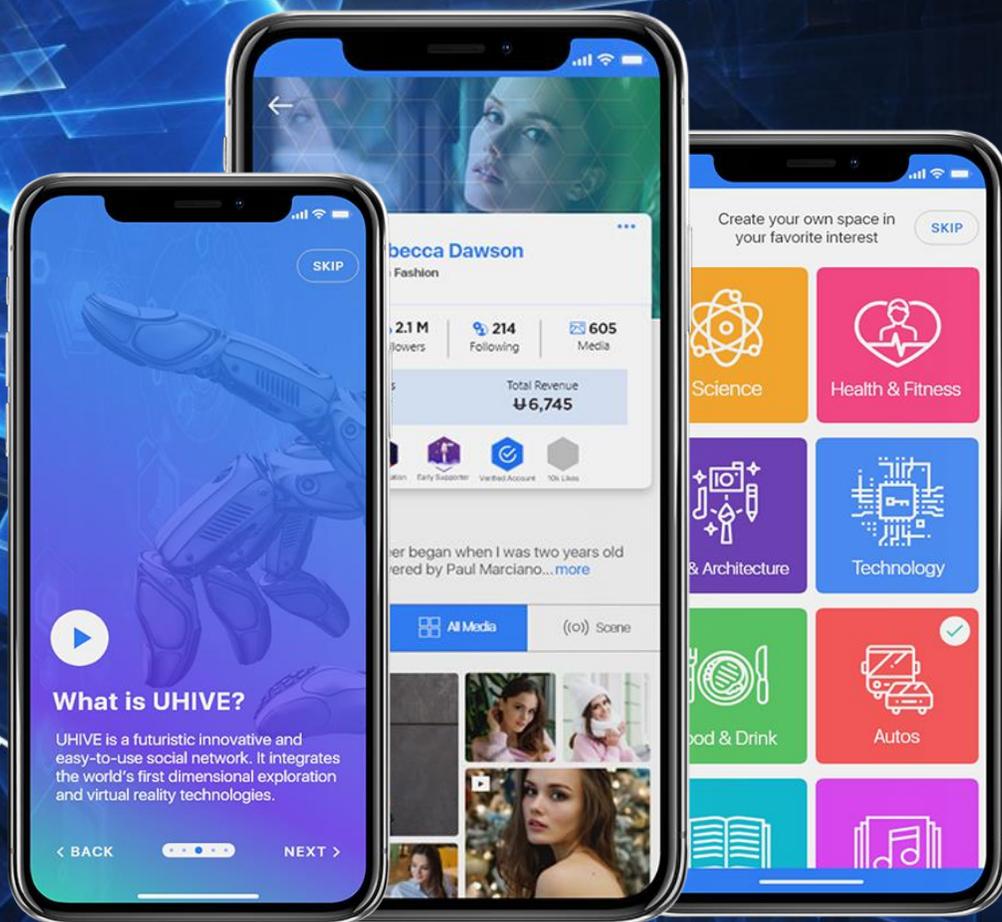


UHive White Paper

A New Dimension to Social Networking



March / 2019

London – United Kingdom

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Version 3.2 - beta

PURPOSE

The purpose of this White Paper is to provide you with some information and insight regarding the workings of UHive's social network platform (the "**social network**" or "**platform**").

The White Paper is not intended to promote any part of the platform or its features as an investment product.

DISCLAIMER

This White Paper is strictly for discussion and information purposes only. It does not constitute an offer or solicitation to invest in the platform, purchase UHive Tokens or invest in the shares of UHive Limited (company number: 11200253) ("UHive" or the "Company").

The information contained herein is subject to change. No part of this White Paper is legally binding or enforceable nor meant to be. Please do not make any copies or disseminate any part of the White Paper including this disclaimer. The White Paper is currently a draft form; the final version will be released as soon as it's completely finalized.

UHive is a social network which is available to anyone over the age of 13. Registration is free of charge and the platform has a built-in token based blockchain. The token will be used throughout the social network as a way to buy services and digital goods such as advertisements, Spaces, etc. Users have the ability to purchase tokens so that they can utilize it within the social network.

*You are eligible to own the token and use it throughout the platform. You acknowledge and agree that there are risks associated with purchasing, holding and using UHive Tokens in connection with the company's product, services and platform developed for such products and/or services (hereafter, the "**platform**"), as disclosed and explained within this White Paper and in the Terms and Conditions available at <https://www.UHive.com/legal/general-terms-and-conditions/>.*

The UHive Tokens which are available for purchase on the network are available for the sole purpose of utilizing the network's services. The availability of tokens is not meant to be construed as an inducement or encouragement to purchase the tokens or for the tokens to be considered as an investment in any way.

You should not rely on the platform as a source of income. Receipt of tokens from the platform should not be considered a payment of salary.

There is no expectation of future profit or gain from the purchase or holding tokens in their current form. Tokens do not represent:

- a) Any ownership or equity interest in the Company or network;*
- b) A right to vote in the Company's decision-making processes at the board or shareholder level; and*
- c) A right to receive dividends or other distribution rights based on the profits generated by the Company or the network.*

The value of your Space can go down as well as up based on the following factors:

- a) the number of tokens used to purchase and increase the volume of your Space can result in the volume (and therefore value) of your Space increasing proportionally; and*
- b) the volume (and therefore value) of your Space can increase depending on the activity levels of your Space, which can include (but not be limited to) the number of followers, posts, likes, comments on your Space.*

Any increase or decrease in the value of Space should not be misconstrued to mean that the Space is an investment. Fluctuations in space value is meant to correlate to a user's participation in respect of their space, whether via activity levels or the amount of tokens used to increase the space's volume.

If you have any questions regarding these risks, please contact us at support@UHive.com

YOU SHOULD NOT BUY TOKENS TO HOLD FOR FUTURE INVESTMENT PURPOSES

***Nothing is invented, for its written in nature first.
Originality consists of returning to the origin.***

Antoni Gaudí, Origin: A Novel

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Executive Summary

Pitch:

UHive is a social network that introduces a whole new dimension to the world of social networking, allowing you to experience something new and explore multiple new ways to engage and express whoever you want to be. The social network will implement a self-contained digital economy over a number of stages in order to allow Users to access the social network's various features.

Problem:

- Its slightly complex to search for certain interests on traditional social platforms.
- Social network revenue depends on advertisements, which is disruptive towards the end user.
- People are seeking for a new social experience.
- Social networks serve one purpose: To increase its wealth by utilising your personal data to display targeted advertising.
- Users do not get rewarded for creating new content, no matter how successful it gets.

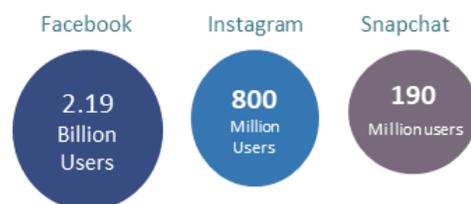
Solution:

- New social experience for the end user with a focus on organising the user experience based on collective 'areas of interest'.
- Two worlds; Civilized World (Real Identity) and Grey World (Anonymous).
- Click once to switch between the Civilized World and the Grey World.
- Users have more control over the privacy of their information.
- New and unique marketing trends for businesses.
- Users receive a share of advertising revenue based on how their engagement on the social network might enhance advertising prospects for business users.
- Users receive discretionary rewards from UHive based on their activity on the platform.
- Virtual Reality exploration.

Market Opportunity:

Mobile users will have reached 6.4 Billions by 2019.

UHive Market Opportunity is 6.4 Billion Users.



Business Model:

- Multiple Revenue Streams
- User spaces have location and value such as properties in the real world. The value increases based on different factors.
- 30% of advertising revenues will be shared with users in the form of UHive Tokens.



New Self-Sustained Economy:

In the past few years, we created a new Utility Token (based on blockchain technology) exclusive to UHive. We initially designed the network to utilise the currency in multiple ways.

How UHive will acquire Users (Initially):

- Offering a unique social networking experience.
- Reaching out towards medium and low-level influencers.
 - Working on involving and encouraging influencers to join the social network.
- Organic and viral spread.
- Attractive invitation system.
- Introducing reward and referral programs for early users who register on the network, purchase tokens, and use them to create spaces.

Vision

To recreate the ultimate user experience and become the world's most dominant social network.

Mission

The research and development that went into UHive has been a 5-year process. Our ultimate goal is to provide infinite possibilities for people to engage, express themselves and be whoever they want to be. Our goal is to build the foundation for a new digital world – to provide infinite possibilities for people to engage, express and be whoever they want to be.

How will we do that?

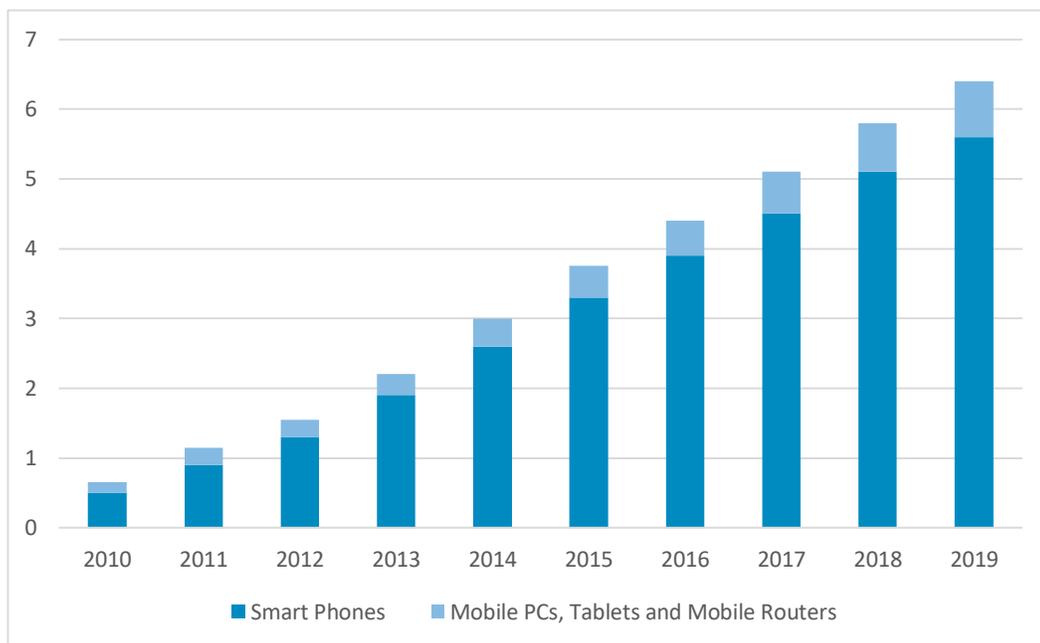
- New Social Experience.
- Innovation: creating a new world within a world.
- Token economy: Introducing our own built-in Tokens, known as UHive Tokens, which offers users multiple ways to engage within the social network.
- Advertisement revenue sharing:
 - Recognising that social media advertisements only work because of user engagement
 - Rewarding users for making advertisement income possible by sharing a portion of the advertisement revenue received by UHive

Market Size

Social Media has become a distinctive part of our lives. Many active users access social media through mobile phones social networking and a prominent platform which helps people connect, redirect customers to websites of interest, enhancing website traffic and brand popularity visibility.

UHive is designed to the future of social networking and beyond.

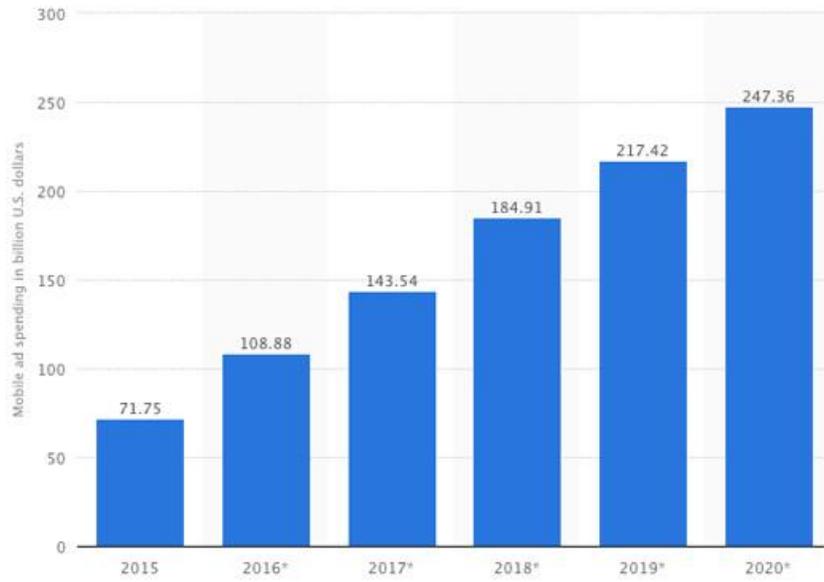
- **Users:** Anyone with a mobile device and Internet access is a potential user (6.4 billion potential users)



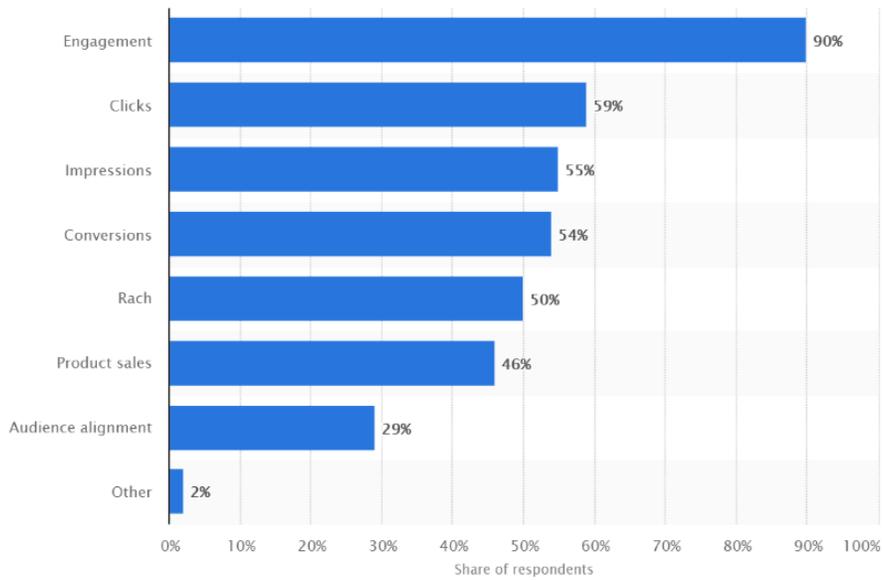
Mobile Internet Subscribers to reach 6.4 Billion by 2019

Source: Statista , <https://www.statista.com/chart/1651/mobile-internet-subscriptions/>

- **App Developers and APIs.**
- **Advertisers:** The purpose of advertising is to increase the market growth and online trade volume. Today, the world depends on digital marketing. Therefore, we believe it is essential to increase the growth of marketing and the online trade volume.



Mobile Internet ad spending from 2015 to 2020 (in Billion U.S. dollars).



Leading methods of measuring influencer marketing success according to marketers in the United States as of November 2017

Source: <https://www.statista.com/statistics/280640/mobile-advertising-spending-worldwide/>

How?

Everyone has an interest! Our main goal, is to address unlimited human needs and desires with a new innovative social network, and to create a new habitat for our users and cover divergent human needs.

Deliver Human Needs and Wants

What does the social network provide?

Fun	Socialize	Groups	Communicate	Shopping
Monetization**	Sell**	Buy**	Work	Business Space
Anonymity	Learn	Explore	Private Areas	Chat
Friends	New Experiences	Freedom	Never Be Bored	Other Personality

** UHive is currently under the process of developing a number of services and features that will be provided on the platform. Users will have the option to buy tokens and spaces throughout the network. In the near future, we will seek the ability for users to sell, trade tokens and spaces provided there are no adverse regulatory consequences for UHive or its users. Additionally, users will be able to monetize their engagement and effort by receiving a share of the advertisement revenue that UHive receives.

Introducing UHive Social Network

Introduction

UHive's innovative platform enables users to create and display their space, known as a 'personal profile' with a digital location in a world of infinite spaces available for occupancy.

You will have the opportunity to travel, explore spaces using your finger, zoom in and out and view headlines or categories of interest through infinite space.

UHive New Discovery Approach

Once you sign up, simply, choose your main interest and start exploring by swiping left, right, up and down and the ability to zoom in and out, with the support of our innovative and patent pending new navigation. You will have the ability to spot any of your interests from a distance and explore through infinite spaces, whatever your interests are!

Social networks generally require the user to search for keywords, relevant words and hashtags to start-up a new discovery for random topics in order to reach their final results. However, UHive grants users with the opportunity to dive through infinite spaces and identify communities worth exploring. The journey utilises aids (spaces with occupancies) to take exploration to the next level.



UHive delivers an infinite and unlimited way to explore and discover new things

UHive consists of Two Worlds; Civilized World and Grey World

Everything in UHive is based on human psychology. Stay in the Civilized World and explore, discover, post, comment, follow people or spaces, add friends, chat with new people and entertain yourself. You will never get bored!

The Civilized World is structured based on interest categories such as Sports, Music, News, Fashion, etc. Zoom in, and you will find communities of common interests, which fall under the space category. Drill further, and you will be able to spot walls and personal spaces. The mobility of an exploration journey is an example of the real world: The closer you move to a space, the bigger it becomes, move away and the smaller it gets.

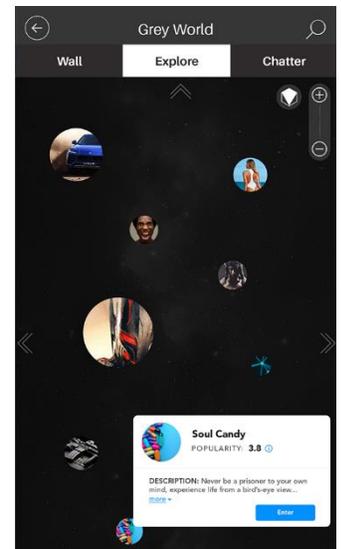
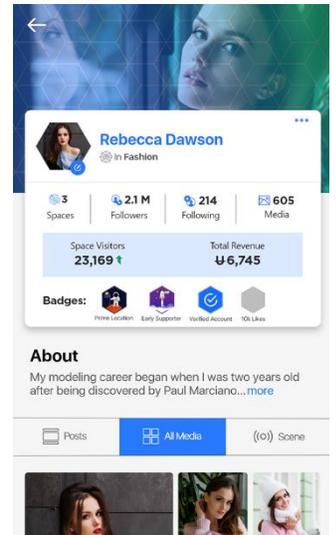
Moreover, if you're the private type you should Visit the Grey World, it's made for you. The Grey World grants you the freedom of exploring through uncharted infinite spaces, where you can spend hours browsing anonymously and never reach an end point. Additionally, you will have the opportunity to create your own space, and always remain completely unidentified and post freely.

Furthermore, you will be provided the feature of communicating with users through our upcoming chatting scanner.

Dive through exciting and new upcoming experiences.

Finally, UHive was designed to mimic life, and remain a complete self-sustained financial ecosystem with our new UHive Token, allowing you to buy in- App services throughout the social network. Additionally, you will be able to receive UHive Tokens whilst exploring the app. The more active you are, the more tokens you receive.

Moreoever, we distribute a big share of our advertisement revenue with users to recognise the impact users have on social media marketing.



UHive is designed for everyone

In terms of traditional marketing, the 5 P's (place, product, price, promotion and people), are known as the most common terms in marketing. The Virtual location, 'place', has become very diluted throughout the millennial transformation era of traditional to digital marketing.

UHive adds a new kind of digital marketing to the current methodologies. Imagine an online business that has weak site traffic. The owner may consider devoting his or her budget into digital marketing, either through paid advertising to enhance brand awareness, or by conducting promotional campaigns, or by financing and affiliating with high traffic marketplace sites, such as, PR, influencers etc. UHive intends to facilitate these marketing methods, but also allows users (including business users) to choose a space location which resides next to a high activity area via a onetime payment for a strategic location which aims to offer lifetime brand exposure and organic traffic.

UHive for Influencer Marketing

UHive delivers an evolved version of marketing, where influencers, bloggers and trendsetters are focused on influencing their audience (followers) to become potential users.

The social exploration offers an organic and exponential increase in the influencers market by enabling active users to spot and follow their space through size, and colour. In addition, businesses will be able to identify influencers easily and increase their brand awareness.

UHive for Businesses and Startups

- A reduction in research cost for businesses to identify and rank influencers in order of importance.
- Businesses can inhabit spaces adjacent to their competitors in order to create a fair competition.
- A startup establishment requires a high marketing budget in order to achieve a decent volume of user traffic. Adding value in brand awareness, promoting campaigns and affiliating in considering a cost- efficient approach in a space adjacent to high traffic spaces.

Human Psychology

The whole concept of social networking involves connecting people together. UHive is a network developed for entertainment, sharing news and knowledge. Yet, after studies into human behavior, we discovered that there are many limitations in users' experience on existing social networking platforms. UHive is designed to explore and express human needs, urges and wants which have so far been limited across the world of social networking.

It's all about the users wants and needs within the new digital era.

The social networking strategy is backed up by the understanding of Cognitive Psychology, which helped design and create the best user experience.

Below, are the following steps into our approach:

- Organizing the space.
- Defining fields of interest.
- Prioritize by importance and size for display.
- Excite and engage.

Fulfilling emotional needs and wants:

Freedom	Choice
	Speech
	Pursue Goals and Dreams
	Breaking Social Norms and Criticism
Experience and knowledge	Earn Money
	Skills and Knowledge
Networking	Connecting
	Belonging
	Leading
Luxury and Entertainment	Wealth
	Travel

Below is a summary on how UHive handle's generic human needs and behaviors:

Behaviors/Environments	Civilized World	Grey World
Law enforced and regulated	Law- abiding community. An environment suitable for all ages	Freedom to express and be anyone you want to be
Remain unknown	-	Anonymity
People with similar interests, tend to connect	Identifiable communities	Private communities
Wish to connect, and find out about other users activities	Join millions who share a common interest	Daily sneak peek and chatters
Enjoy to travel and meet new people	Explore new topics and spaces	Purely random exploration journey
Work and monetize	Receive Tokens through engagement and expose your business brand into the world	Receive Tokens in different ways and utilize at a later stage
What do you do in your free time?	Designed to entertain, constant news updates and infinite spaces to browse through	Exploring the Grey World has elements of surprises
Stuck in a certain social scale	How active are you? How many followers do you have? These answers determine your social scale	-

What is The Grey World?

The Grey World is a place that the user can express themselves freely. It's a place that the user can choose to be whoever they want to be, and the opportunity to share thoughts and ideas yet remain anonymous to other users.

Explore a world of different adventures, find different spaces of interests, grow within your space and feel free to express your thoughts and ideas without any judgements.

People naturally link to each other, therefore, there will be areas known for a particular interest.

Grey World Privacy

Users can have multiple spaces in different areas of interest within the Civilized World. For example, if you are interested in fashion, sports and food, you have the ability to create a space in each interest and follow up on each one.

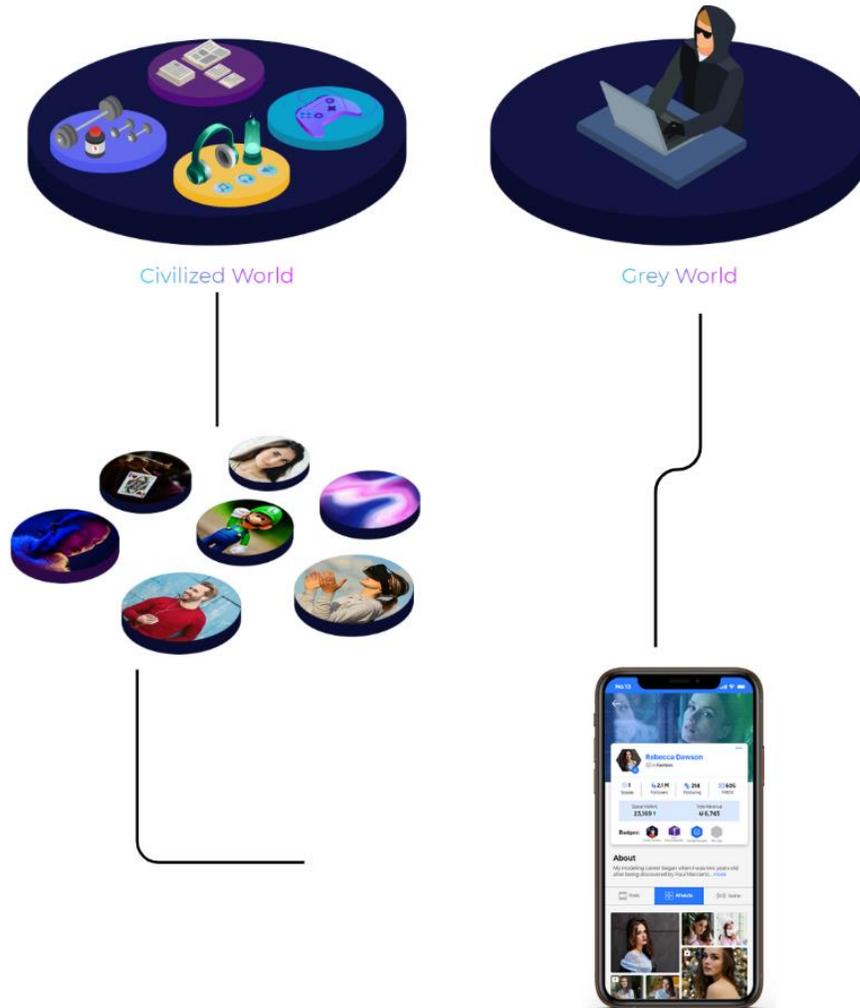
However, the Grey World enables you to have unlimited spaces throughout and is designed to allow users to feel a sense of freedom and provide them with maximum privacy.

Finally, the freedom of speech and expression is not intended to allow users to abuse or undertake illegal activities while engaging on the social network. Advanced technological measures have been developed to restrict such activities.

Space Design

A space defines your 'personal profile'. An area that you can post comments, share ideas and thoughts. Moreover, the Civilized World and Grey World gives you the chance to create as many spaces as you want on either world!

You can have a FREE space in each interest and up to three FREE spaces in the Grey World



UHive Space Layout

Spaces Anatomy



Space value increases with time due to multiple factors, such as user engagement, space traffic, etc.



Users can own multiple spaces in different locations.



The network design is derived from human psychology and behavioral science.



The network is managed by an A.I Brain.



Each space is a personal profile, where you can display your thoughts, images and videos and follow others.



Each space is like a property, that can be used for personal and business use.

Space Types

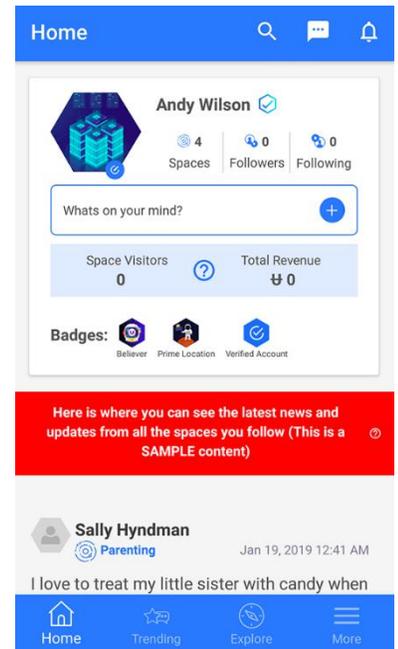
UHive consists of two spaces:

- Personal Space
- Business Space

All spaces share the same type of attributes, but, each business space are more advanced in terms of abilities.

Business spaces can have:

- Confirmation that they have been verified or 'pending verification' by UHive
- Contact details
- Location and Opening hours (Optional)
- Business reviews



Space Privacy

Privacy modes:

- Public (default)
- Private

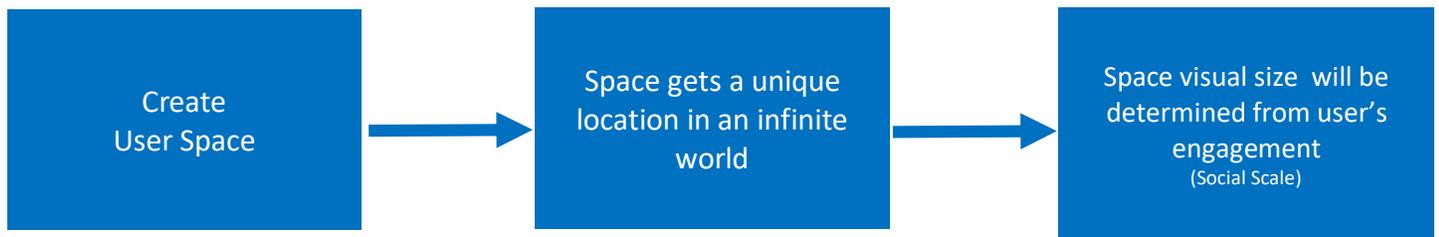
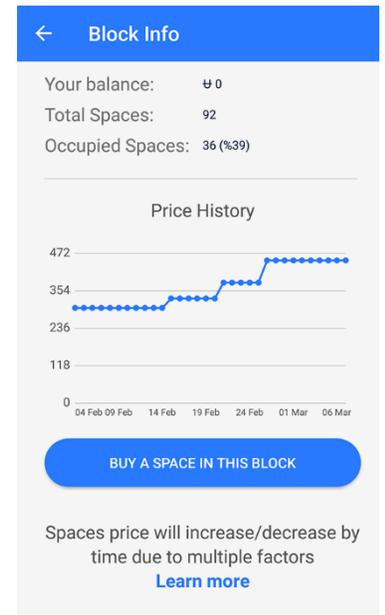
You have full control over your spaces. However, by default, spaces are public unless you choose to make them private. If you choose to make your space private, other users' ability to follow you and see your posts will be subject to your approval.

The Grey World consist of three modes for privacy (To be Revealed later on)

Space Value

The whole concept of 'space' in the Civilized World, is to to post, share and communicate your thoughts with family and friends and the ability to find your interests through other spaces. You are also able to create as many 'spaces' in different areas per interest and connect with different people. It is important to remain active on your Space, as the value can increase according to your level of engagement.

Each space is valued depending on multiple factors such as; traffic, area reputauiou, space engagement and much more.



We developed an internal algorithm which takes many factors into consideration, with the purpose of tracking space value throughout the network. An example of the variables that can impact the space value algorithm are set out below.

$$\text{SPACE VALUE} = \sum [\text{BLOCK DENSITY} + \text{SURROUNDING SPACES REPUTATION} + \text{TRAFFIC} + \text{SPACE SOCIAL SCALE (FOLLOWERS + ENGAGEMENT + POSTS + ...)} + \dots]$$

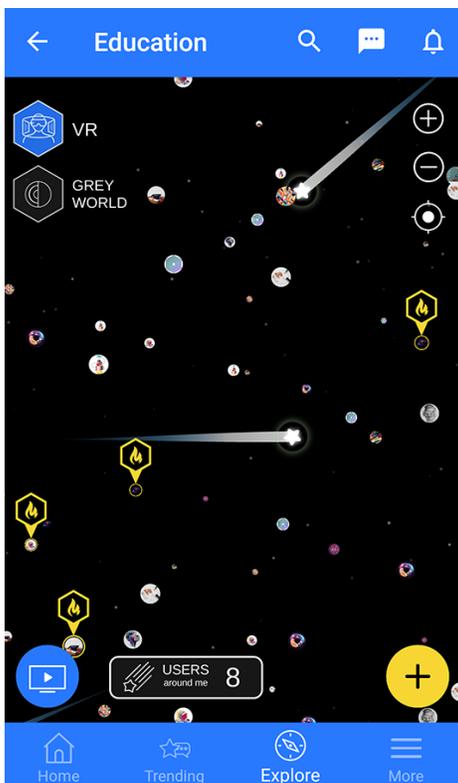
Disclaimer: The example above is not meant to be construed as an inducement or encouragement to purchase spaces or tokens to be considered as an investment in any particular way.

Buy A Space

After you sign up and select your interest, you will get a free Space. However, you can buy additional Spaces in the same interests.

In the 'Early Access App', you will be able to buy spaces throughout the Civilized World using 'Buy Spaces Mode'.

Additionally, the default space price will be determined by the system and you will be eligible to own as many spaces as you want.



Sell/Trade a Space

Currently, UHive does not authorise users to sell or trade spaces throughout the network and is investigating into the possibility of adding features to allow space selling and trading in the future. However, such features are still under consideration and are still not finalised.

An example of how this feature might work is displayed below:

- Users will be able to offer their space on the network at any time and set their desired price in UHive Tokens.
- Once the space is offered within the market, other interested users can buy it and the network would allow for a direct transfer of the UHive Tokens from the buyer's wallet to the owner's wallet.

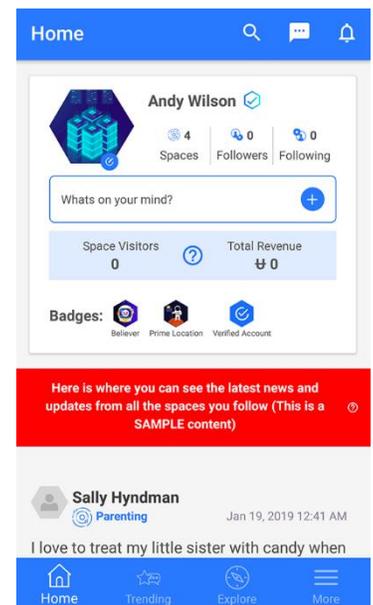
If UHive decides to introduce this feature, it will be offered around the same time as the V2 Tokens feature are introduced (See V2 Tokens section below).

In terms of timescale for introducing a space selling / trading feature, we are in the process of assessing any regulatory implications, and are hoping to introduce such functionality in 2019.

User Home

The 'Home tab' is designed to generate an infinite number of posts for the end user in order to keep them updated and socially active.

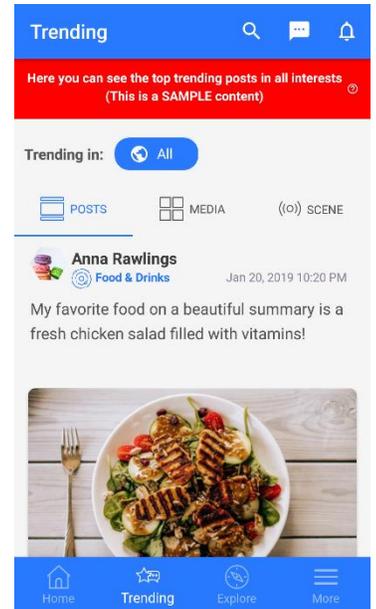
Users will be able to view all the spaces they choose to follow in a single location. This is known as the 'Home tab'. Moreover, an advanced algorithm will generate the most desired post for the user to see from the spaces he/ she is following.



Trending

Our 'Trending' feature publishes the most recent posts, photos, videos, etc. Based on the interests you have selected, or are already part of, you have the ability to refresh and view constant feedback about your chosen interests.

Furthermore, the concept of our new innovative social scale technology is used to determine which post and content is applicable for the end user to see.



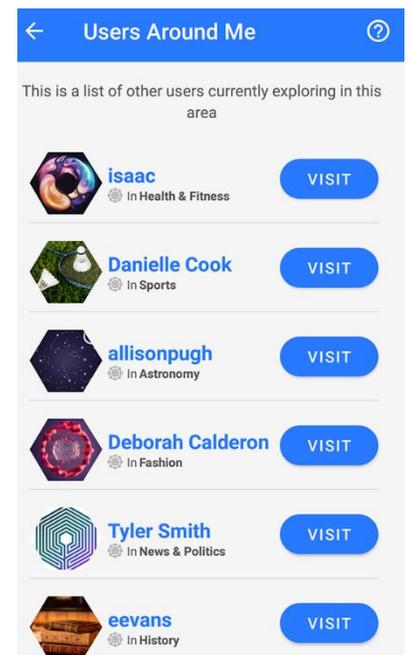
Engage with users around you

UHive introduces a whole new discovery.

In order to increase the engagement of our users on the social network, we decided to add unique features to entertain and ensure our users will never get bored.

Additionally, 'Real time' is all about seeing users around you, the ability to know what they are doing and potentially spot an influencer or celebrity besides you.

UHive allows you to see people all around you, in a new and innovative manner.



Badges

In order to increase engagement and loyalty, UHive has provided a badges system that rewards users for their daily activities throughout the social network. However, it is not an easy reward to achieve, as its linked to how socially active the user is.

Below are a list of existing Badges:

	<p>Verified Account Badge:</p> <p>The 'Verified Account Badge' is a way for UHive to confirm that it's an authentic space for the user who submitted the form.</p>
	<p>Prime Location:</p> <p>This badge is a way for UHive to reward users, with the best space location within the center of attraction and popularity.</p>
	<p>Believer:</p> <p>This badge is a way for UHive to show appreciation for the first 100,000 users who joined UHive social network.</p> <p>Believers will get an extra 10% in Tokens from their 'space'.</p>
	<p>Early Supporter:</p> <p>This badge is a way for UHive to show gratitude for the first 100,001- 500,000 users who join UHive social network.</p> <p>Early supporters will get an extra 5% in Tokens from their 'space'.</p>
	<p>Early Influencer:</p> <p>This badge is a way for UHive to confirm that this is an authentic 'space' for this public figure/ influencer who believed in the social platform from the very start. Early Influencers will receive an extra 15% in Tokens from their 'space' and this badge is awarded to the first 1000 influencers.</p>

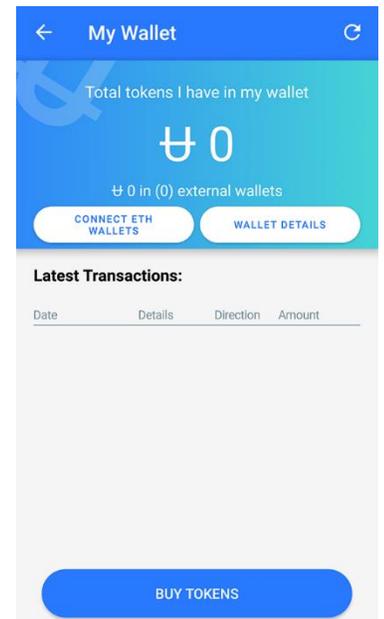
UHive Internal Wallet

We created an internal wallet within the UHive App to make it easier for you to manage your tokens. Your internal wallet enables you to:

- Deposit from external ETH Wallets where you may have stored your UHive Tokens previously.
- Withdraw to external ETH Wallets.
- Connect to other external ETH Wallets
- View your total balance.
- Transfer between wallets.
- View transactions history.

Web Dashboard:

- Deposit using BTC
- Buy via PayPal/ Fiat Currency



UHive Internal wallet under the hood (Security)

We created a separate Ethereum wallet for each user. The private keys are encrypted using a secure and hash Vault, therefore, no one has the ability to directly access the encryption keys as they are saved in a private database. Moreover, the vault itself is hosted on a private server on a separate AWS VPN that is not publicly accessible.

The vault itself is hosted on a private server on a separate AWS VPN that is not publicly accessible.

The Tokens are on the Ethereum blockchain and are accessed using the corresponding private key if the user wallet is encrypted.

User Engagement - Converted to rewards

The social network is designed to give back to users.

A significant portion of our advertisement revenue will be shared with our users in order to:

Create loyalty	Encourage users to remain active on the App	Promote the UHIVE Token
Increase organic growth	Create a sustainable economy within the network	Create new revenue models

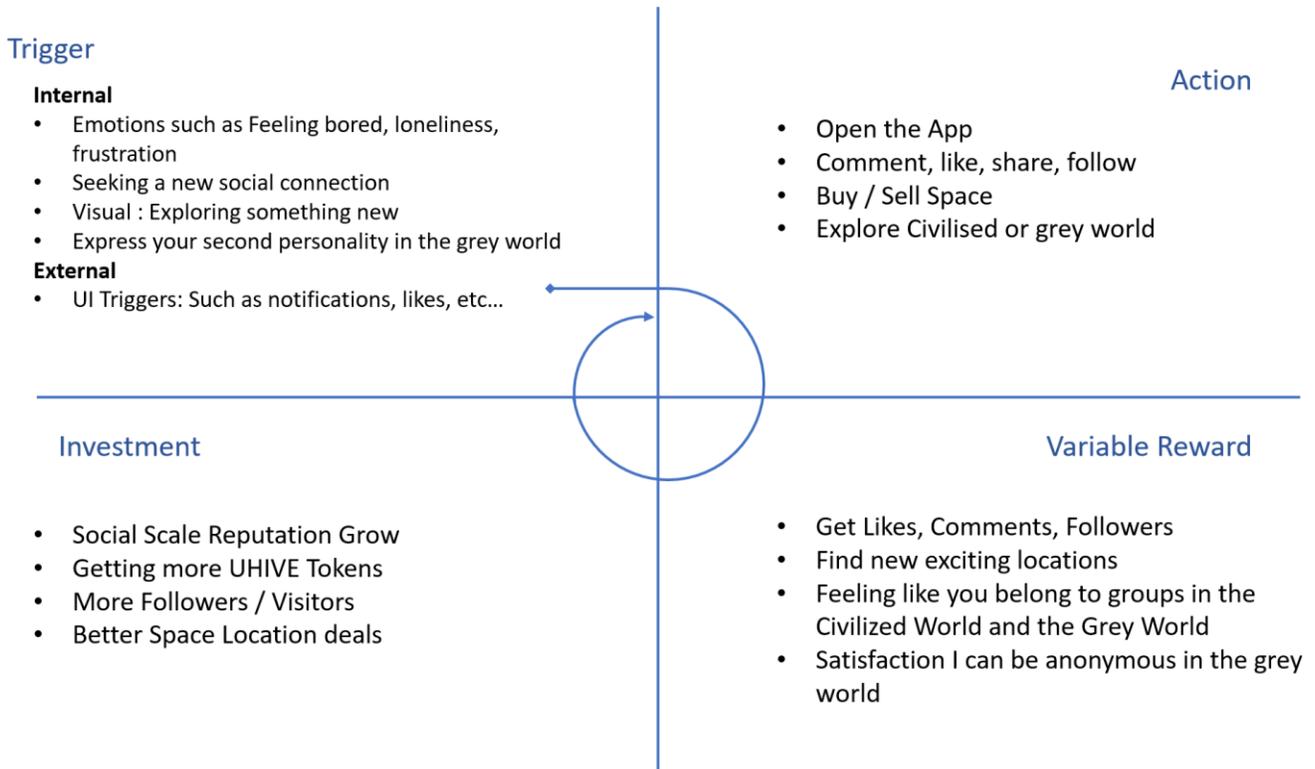
UHive: Building a Habit-Forming Digital World

We are building a comprehensive social network based on the principles of behavioral psychology, that is used to create a habit-forming app, and is used to promote user retention which takes users through different behavioral models.

The cycle falls under the following:

- Trigger
- Action
- Variable Reward and
- Investment

We developed specialized models for different user's/ business behavioral types. Below is an example of our generic model:



Generic Users Habit-Forming

Users Social Scale / Reputation

UHive will introduce a new formula to score:

- Users
- Spaces
- Posts

This new advanced algorithm allows UHive to automatically display trending posts and update the space social scale which affects the space price and the area price. If you are an active user, others will like and share your post, which will result to an increase within your social scale.

However, if you receive complaints and dislikes, this could affect your social scale and other users can view your decreasing social scale.

Virtual Reality Experience

“Built from the start to integrate VR technology, creating a virtual social world (optional), while maintaining an easy interface suitable for all users.”

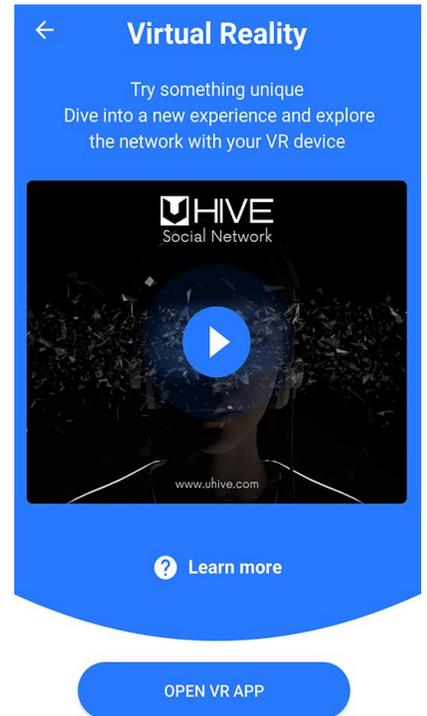
Today, the world depends on the most advanced technologies and UHive believes that introducing this extraordinary feature to the social platform is the way forward.

So, let’s talk technology. What is the purpose of this feature?

This feature enables you to explore everything at a much closer eye view. However, that’s not all, virtual reality introduces a whole new concept of social networking and allows you to explore different spaces and float in different directions. Virtual reality is a feature that we will integrate into UHive. This feature is provided for those who enjoy close movement and thrill.

Experience something new with the latest, most updated and improved technology:

- Explore spaces and worlds around you.
- Watch movies and view your photos using VR.
- Post, comment and share a new experience.



What Makes the UHive Platform Different?

UHive is unique and differs from other current social network platforms as it approaches users with an intriguing experience.

Over the past couple of years we have worked towards transforming social networking and taking it into a new era, that combines the technological capabilities with human psychology to deliver a unique, natural, and entertaining experience.

Why should you choose UHive?

- A new exploration and discovery approach, created for people to explore and find exciting information.
- Designed with infinite possibilities and new marketing and business trends.
- UHive Social Network is created based on years of human psychology research, with the aim of addressing human needs.
- UHive was built from the start to support Virtual Reality.
- Grey World: This is where all the fun starts, live in a world and be whoever you want to be. Create your own space, find your interests and share thoughts, comments and remain anonymous.
- Chatters: You will get the chance to join public discussions and to meet new people from all over the network.
- Rewards: A portion of our advertisement revenue will be shared with our users. Also, users will receive rewards for their engagements and activities.
- Five years in research and development, 70 employees, 15 years' experience in creating end-users Apps.

UHive Token

What is the concept of the UHive Token?

The UHive Token will be utilized in the social network exclusively. The long-term objective is for business marketing, trade and consumer purchases of goods and services to be completed on the Network using the UHive Token.

The Token is based on five years of research and development and is intended to be the foundation for a fully self-sustained economy on the platform, using blockchain technology.

Thirty percent of the social network's advertisement revenue will be distributed amongst users whose engagement on the platform affects the popularity of the advertisement. UHive is the improved and advanced version of the existing social network platforms, therefore, the more people sign up, the more valuable the social network will be.

With UHive we are building a comprehensive social network with infinite possibilities for the end-user, and the Token will eventually be a way to exchange services or buy goods.

In the initial stages of the UHive Network, the Tokens can be purchased in the app directly from UHive only. We are working on making buying UHive Tokens as easy as possible. In the early access app, UHive Tokens can be bought in a similar manner to how users can buy tokens for any game. The UHive Token will be stored in an internal wallet inside the app, and you will have the ability to transfer the Tokens to any external wallet.

Tokens will allow you to do the following:

- Buy and reserve spaces
- Increases the size and appeal of your space
- Subscribe to certain spaces within the Grey World
- Gift tokens to other users.

UHive is actively discussing how to expand the usage of tokens within the network and will provide further information on future developments (the V2 Token).

A new world of digital economy is about to be born

V2 Token

There are some features of the app that we are considering to introduce which may require regulation (such as, but not limited to, the trading of UHive Tokens on cryptocurrency exchanges, the selling or trading of space, etc.). We will assess the regulatory environment before we introduce these features.

If UHive decides to introduce those features, it will create a new type of Token (a V2 Token) which will have features that make it fit-for-purpose to be used to redeem the network's additional features.

The reason for creating a V2 Token is to ensure that our current UHive Tokens are able to fulfill their functions on the UHive Network, for example, to help you buy Space(s), and be rewarded for being socially active on the Network, without requiring the type of regulation that a V2 Token may require.

If we introduce V2 Tokens, to help users navigate through the change, we will allow users to exchange their V1 Tokens with V2 Tokens. You will not be required to exchange your current UHive Tokens with V2 Tokens, but we may stop selling the old version of the Tokens in the future to harmonise the network's economy.

This option is still under consideration, but if changes are made to your Token features, we will update you as soon as possible.

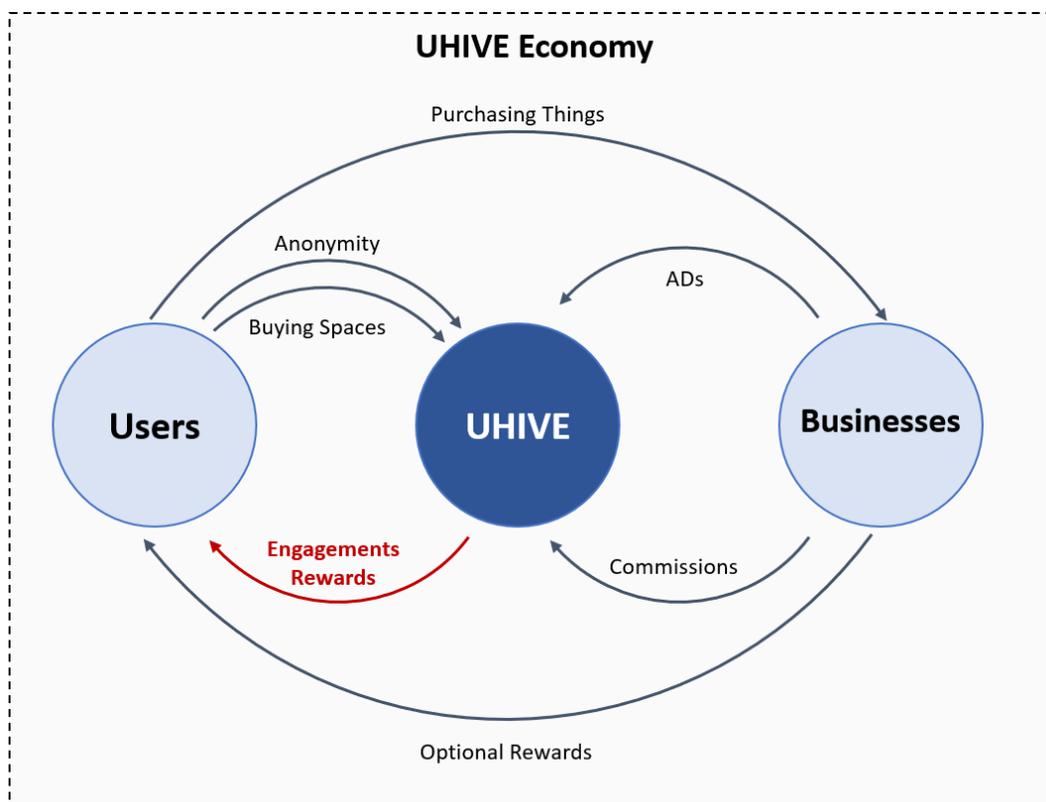
In terms of timescale for releasing V2 Tokens, we are in the process of assessing the regulatory environment and implications, and are hoping to release them in 2019.

Disclaimer: The above is not meant to be construed as an inducement or encouragement to purchase Tokens or for Tokens (whether the existing UHive Tokens or V2 Tokens) to be considered as an investment in any way.

UHive Economy Flow

UHive was created with the aim of introducing a self-sustained economy, governed by supply and demand.

The diagram below shows some features that are not currently available on UHive (see sections above on cryptocurrency exchanges, buying and selling goods, etc.). However, the purpose of the diagram is to illustrate how UHive intends to create a self-sustained economy on the network through the various types of engagement between users, business users and UHive.



Disclaimer: The above is not meant to be construed as an inducement or encouragement to purchase Tokens or Spaces or for Tokens or Spaces to be considered as an investment in any way. We make no guarantee of any results from using the UHive Network including in respect of any income realized. Users should not rely on the Network as a source of income. Receipt of Tokens from the UHive Network should not be considered a payment of salary.

Token Usage within the Social Network

Tokens will be used throughout the network in the following ways

- Buy and reserve spaces.
- Buy attraction for your space.
- Get your share of the advertising revenue (as UHive social network will share advertisement revenue with users).
- Advertise.
- Get special effects.
- Subscribe to certain Grey world spaces.
- **Allow businesses to sell goods and services using UHive Token (a feature which is not currently available, and may be introduced if we introduce the V2 Token (see V2 Token section above))
- **Buy merchandise (in the future).

Businesses

- Businesses will invest into advertisements to prompt their products, services or spaces, just as they do in social networks.
- **Businesses can sell services and products and pay commission to UHive (a feature which is not currently available, and may be introduced if we introduce the V2 Token (see V2 Token section above))
- **Businesses can reward users with UHive Tokens as a marketing effort to motivate them to remain actively engaged (this feature will not available yet).

Users

- Depending on the time spent on the app and how actively engaged users are by posting and sharing images, they will be rewarded with UHive Tokens.

- Users have the ability to purchase spaces for better location and visibility.
- **Users can purchase from a business directory.

**UHive is still in the process of developing a number of services and features that will be provided on the platform. Users will initially be able to buy Spaces using the UHive Tokens only. However, in due course, we may allow business users to sell their goods and services using UHive Tokens. If this feature is added, it will be released around the same time as the V2 Tokens.

UHive System

- ***Will act as the treasury and system controller to preserve and control the UHive Token's value from fluctuating
- Will offer users with Token rewards for being more active and spending time on the social network.

***UHive Tokens are currently fixed in value and will retain this functionality. V2 Tokens may have a dynamic value in which case we will explain this feature to you in further detail if we introduce V2 Tokens.

A New Digital Economy: Users will be rewarded for their time

Buying Tokens Procedures

UHive offers multiple payment methods (through the application and the website):

- *Google Play Store.
- *iOS App Store.
- *PayPal.
- *Bank Transfer.
- **Ethereum transaction.
- **Bitcoin transaction.

*Purchasing through PayPal, Google Play and iOS Apple Store is only available for a short period of time.

**You will be required to comply with our KYC (Know Your Customer) requirements before completing your Token purchase.

For more information on how to buy and start your Ethereum wallet, please check out our ['help section'](#) on our website for step- by- step guidance.

Token Sale Bonus Scheme

A Bonus Program to Reward Early Token buyers. Bonus Tokens will be distributed manually when the final Social Network is released.

Purchase Period Tiers:

Date	Bonus
30 th January - 15 th March	+20%
16 th March – 15 th April	+15%
16 th April - 15 th May	+10%
16 th May - 15 th June	+5%

Purchase Value:

Amount	Bonus
For a Purchase of \$500,000 or more	+20%
For a Purchase of \$100,000 or more	+10%
For a Purchase of \$25,000 or more	+5%
For a Purchase of \$5,000 or more	+2%

Referral Program

A referral program is designed to be a winning situation for both referrers and the referred. Add the referral code inside the Buy Tokens page and each party will receive bonus Tokens equivalent to 5% of his or her purchase value.

(NB: Only available when you buy from the UHive web dashboard)

Referrer Bonus	5%
Referred Bonus	5%

Cryptocurrency Exchange Listing

UHive is looking into the possibility of featuring Tokens on cryptocurrency exchanges in the future, but aspect is still under consideration and is not currently finalized.

If UHive decides to introduce its Tokens on exchanges, it will create a new type of Token (a V2 Token) which has features that make it fit-for-purpose for buying and selling publicly and privately.

The reason for creating a separate V2 Token is to ensure that the existing UHive Tokens are able to fulfill their functions on the UHive Network, e.g. to help you buy Space(s) and to be provided as rewards for being active on the Network, without requiring the kind of regulation that a V2 Token would require.

If we introduce V2 Tokens, we may allow Users to exchange their existing UHive Tokens for V2 Tokens, for a seamless integration. This point is still under consideration, but if changes are made to your Token features, we will let you know in advance of it happening.

In terms of timescale for releasing V2 Tokens, we are assessing the regulatory environment, but are hoping to release them in 2019.

Disclaimer: The above is not meant to be construed as an inducement or encouragement to purchase Tokens or Spaces or for Tokens or Spaces to be considered as an investment in any way. We make no guarantee of any results from using the UHive Network including in respect of any income realized. Users should not rely on the Network as a source of income. Receipt of Tokens from the UHive Network should not be considered a payment of salary.

Monetizing and Revenue

The UHive social network business model consists of a number of sources of revenue. Just like any social network, advertising is a dominant source of revenue.

Advertisement

Most social networks depend on advertising as the focal source of revenue with a direct proportional relation between the number of users and revenue.

Marketing Revenue:

- Self-serve advertising.
- Ads.
- Engagement ads.
- Third party search.

UHive Token

Users can buy UHive Tokens in order to fully utilize the App's services.

We have currently enabled people to buy up to 20 billion UHive Tokens.

The total supply of the UHive Tokens is 80 billion.

Tokens can be used within the social network to buy: Spaces, Visual effects, etc. (see 'Token Usage within the Social Network' section above).

UHive is considering the addition of further features to the UHive Tokens, in which case a separate type of Token will be created (see 'V2 Token' section above).

Spaces

UHIVE introduces the concept of physical location for users' spaces. Users are given a free space in each interest and can buy more spaces in different interests to utilize in the future and share posts.

Disclaimer: The user interface of the Network has been designed to provide a sense of ownership in respect of Spaces and designate locations. Although the ownership, value and location aspects of Spaces may appear similar to real estate, please note that:

Spaces are not to be treated as investments and UHive does not hold them out to be such.

The value of a Space may increase or decrease based on the activity levels and the amount of Tokens Users spend to enlarge their Space.

Any information, commentary, figures, percentages, indications, estimations or any other material featured on the Network in connection with Spaces is provided for information purposes only and is not meant to be construed as investment advice.

UHive is not, by virtue of making information available on the Network (or any other information provided by UHive), providing advice to you or any person in relation to the purchase of a Space, including as an investment, nor does UHive provide general or specific investment advice.

Any decision to purchase, create or use a Space is solely your own and UHive does not accept any responsibility and disclaims any and all liability in relation to any decision made by a User to purchase, create or use Spaces for investment purposes.

API Ready

UHive's platform is modularly built to enable future API integration with developers and service providers.

UHive Technology

Application Backend

Over the past 15 years, our team with its wealth of experience has built successful apps and a massive data backend infrastructure.

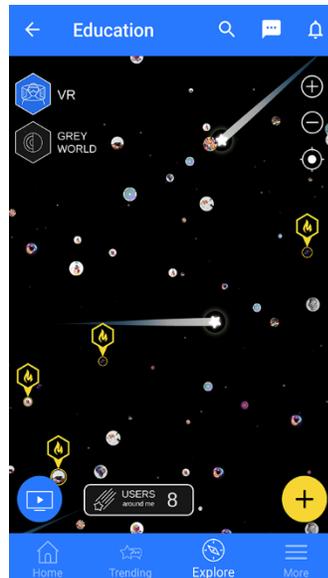
The application is based on the AWS backend for security, durability and a fast global performance. The system will utilize multiple CDN's for faster content delivery and streaming abilities. Our objective is to design the world to be infinite and the system will achieve a new real time experience!

UI (User Interface)

Simplicity is the key

The App is very easy to use. It is created in such a way that it delivers something innovative yet allows you to experience the Civilized World and the Grey World.

User spaces have walls, just like any traditional social network, but with an innovative approach to explore other spaces by simply browsing around their surroundings with a simple swipe.



Artificial Intelligence

UHive is built using the latest A.I (Artificial Intelligence) technologies, such as:

- Face detection technology.
- Object detection technology.
- Video streaming and analysis technology.
- Sentiment analysis technology.

Mobile Apps (iOS and Android)

The social network will be released based on:

- Phase One: Android and iOS.
- Phase Two: Web Edition.
- Phase Three: Special Apps- (Play Station, Xbox and others).



VR (Virtual Reality) Ready

Experience UHive in the form of Virtual Reality by:

- Exploring everything through your VR headset.
- Exploring spaces and worlds around you.
- Post, comment and share a new experience.



Developers APIs

The platform provides you with a complete set of API's and SDKs for any 3rd party integration and development. The API's enable other networks and Apps to utilize technology and connect to the users' accounts.

Intellectual Property

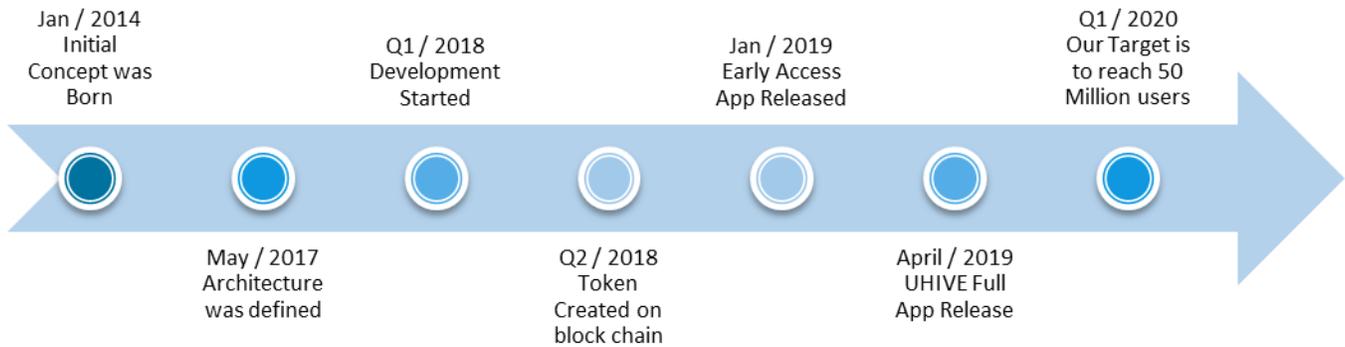
We ensure that all of UHive's branding and the network's designs and concept of the Civilized World and Grey World are protected to the best extent possible.

Minimum Viable Product (MVP)

We aim to create the early access App in January 2019. This App will be available on iOS and Android devices.

Roadmap

Summary Roadmap



Detailed Roadmap

Jan / 2014 ✓	Jun / 2015 ✓	August / 2016 ✓
Initial concept was born	After a year in researching, we started writing the script for the virtual world	Grey world concept was added / more elements was defined
May / 2017 ✓	Q1 / 2018 ✓	Q2 / 2018 ✓
<ul style="list-style-type: none"> - Architecture was defined, Civilized and Grey world - Token idea was created 	<ul style="list-style-type: none"> - Development started 	<ul style="list-style-type: none"> - Token was created on Ethereum Network - First Android and iOS Prototypes
Q3 / 2018 ✓	Q4 / 2018 ✓	January / 2019 ✓
<ul style="list-style-type: none"> - VR Prototype developed - Alpha App was ready - More Technologies was added - Start working on new site - Update Business Model 	<ul style="list-style-type: none"> - Beta App Ready - New Site released to reflect our new business model - Partners with a Law firm to handle all legal content for the social network - Acquiring UHive.com domain 	<ul style="list-style-type: none"> - Early Access App will be released - Token available for sale and used within to app to buy spaces - Open discussion with FCA to regulate the App and the Token
April / 2019	Q2 / 2019	Q3 / 2019
<ul style="list-style-type: none"> - Release the Final App - Release the VR App on different devices 	<ul style="list-style-type: none"> - Start Massive Marketing Campaigns for UHive Social network - Considering additional features, such as (but not limited to) space selling /trading 	<ul style="list-style-type: none"> - Adding Web Interface for certain parts of UHive Social Network
Q4 / 2019	Q1 / 2020	Q3 / 2020
<ul style="list-style-type: none"> - Deploy in china in association with a Chinese partner, data will be hosted in china, and created a separate Chinese backend 	<ul style="list-style-type: none"> - Our Target is to reach 50 Million Users by Q1 / 2020 Globally 	<ul style="list-style-type: none"> - Introducing our Developers API - Introducing our Ads Platform - PS4, Xbox UHive Editions

Team Members



Muayyad Shehadeh
FOUNDER / CEO

Muayyad has 25 years of experience between writing code, R&D and managing software companies. He founded Genie9 (Genie-soft) in 2005 as a home based company where he created the first software to address the need of a missing backup software in the market. In 2008 he expanded his company and since then Genie9 has grown globally to become one of the leaders in Windows Backup software and Cloud Backup.

Muayyad has a degree in Architecture. He is well known as a Windows C++/WIN API Guru with deep conceptual thinking; which is an ability he developed and enhanced through his Architecture degree. We created Zoolz Intelligent Cloud that harnesses the power of Artificial Intelligence to understand everything you throw at it; documents, files, videos, photos, music, scanned documents and much more – and automatically analyzes and structures your data.

Been working on UHive Social Network idea for 5 years, UHive will introduce the world's first social network with physical dimensions and blockchain technology, combining technology with human psychology to deliver a new, remarkable and unique user experience.



Manuel Heilmann
ADVISOR

Accomplished executive leader with 20 years of experience in international business development, market expansion, strategic partnerships and leadership of global teams.

He currently serves as the VP of Sales at Cleverbridge, a full-service subscription service provider. Prior to joining Cleverbridge, he was the CEO and Co-Founder of Coinzone, a Bitcoin company for B2B and B2C solutions, which was acquired by Coinify in 2015.



Robert Stoeppel
ADVISOR

Entrepreneur who actively and successfully accompanies the transformation of a traditional business into a modern, future-oriented business for two decades.

Trainer and speaker for applying new technical and web-based opportunities in bookselling and retail. Designer of social media projects. Media designer in the print and web area. Expert for merchandise management and its efficient use.

Big fan of blockchain technology with a strong belief in the many positive changes it will bring.

Beginner in Solidity programming and the conversion of own blockchain applications in Web projects.



Gerald Hahn
ADVISOR - GERMANY

An entrepreneur, sales and marketing specialist with a passion for cybersecurity.

Gerald Hahn is the CEO and founder of Softshell, through which he created a new approach for international cybersecurity companies to successfully enter the European market.



Hamzeh Tabbaa
SOLUTIONS ARCHITECT



Amanda Estephan
SOCIAL MEDIA MANAGER



Zeid Soufan
COO



Firas Saba
GRAPHIC DESIGN MANAGER



Noor Daoud
COMMUNICATIONS MANAGER



Zaid Amir
HEAD OF DEVELOPMENT, BLOCKCHAIN SPECIALIST



Adam Bushnaq
GLOBAL BUSINESS DEVELOPMENT



Nour Qasas
HR MANAGER

Plus, more than +20 team members & advisers

Achievements and Partners



Zoolz Intelligent is the future of cloud data, it is the world's first intelligent cloud data backup and it is built on A.I. technologies, integrating the latest cutting-edge capabilities like face recognition, object detection, video analysis and transcribing, and much more



Zoolz is the first global solution that adopts cold storage with Tribrid backup, which has secured millions of home and business data across the world



Genie9 is an award-winning backup and cloud software provider. Since 2001, the company has gone from strength to strength, developing a diverse family of products, which currently protects the data of over 3 million users across the world.



G Cloud app is protecting over 5 million users around the world, it is a free Android and iOS backup app that is simple and safe, protecting all users' data on the cloud

Security

At UHive we understand the importance of security.

We monitor data collection, storage and processing practices and implement security measures to protect you from unauthorized access, alteration, disclosure or destruction of any personal information, user credentials, transaction information, and any data stored on our App.

As soon as we receive your personal information, we implement security measures and procedures to avoid unauthorized access from any third party. However, transmission of data over the internet using personal computers or mobile devices is not fully secure, therefore, we cannot guarantee absolute security of all information submitted to our platform.

The information that we collect from you may be transferred and stored at a destination outside your country, particularly, where counterparties to any of the service offered through our app are based outside of your country. Your information could also be processed by staff operating outside of your country and any information may be processed by staff operating outside your country who works for us or our supplier.

Please see our privacy policy (here <https://www.UHive.com/legal/privacy-policy/>) for further information on how we use and store your data.

By submitting information to us, you agree to such transfer, storing or processing.

Data Confidentiality:

To ensure confidentiality of the data, or to pre

vent data from unauthorized disclosure, all the users' data will be encrypted with a high-level encryption algorithm. All communications will be protected by TLS. Access to the network's database is strictly limited, and all access credentials are operated by a password manager, being rotated in a timely manner with constant auditing by our team.

Data Integrity:

To ensure data integrity, the UHive team will establish a procedure to perform periodic checks of data and system functionality to identify integrity issues (e.g., corrupted data, failing hardware, software errors, etc.).

Compliance:

The UHive team will adopt technology with high-security robustness, such as using a HIPAA-compliant cloud hosting from cloud service providers such as AWS. In addition, security will be built in early into our software development lifecycle, making sure our technology architecture follows security best practices.

Audit and Certifications:

Platform security periodical audits are scheduled to be conducted via security experts to seek potential issues. Our team is trained based on security awareness.

Appendix A

Useful links:

- Explainer video (4:30 mins)
<https://youtu.be/5MuX48GpBAM>

- Voice over explainer video (6:00 mins)
<https://youtu.be/5BjAjkvvTjc>

- App Demo
<https://youtu.be/WCJmopbKY5Q>