

Centrality Whitepaper

Creating tomorrow, together

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IMPORTANT INFORMATION

General

This White Paper provides a general technical overview of the proposed smart contract-based token generating event described in the CENNZ Tokens section of this White Paper (the "TGE") and, more generally, the Centrality Platform. This White Paper is for information purposes only.

None of Centrality Platform Pte. Limited, Centrality Investments Limited, any of their associated entities, nor any of their employees, agents or assigns (together, the "**Centrality Entities**", each a "**Centrality Entity**") make any warranty or representation (to the extent permitted by law) as to the utility or value of CENNZ tokens (described in the CENNZ Tokens section of this White Paper) or the operation of the Centrality Platform.

Not a regulated offer of financial products

This White Paper, and the information contained in it and any information accompanying it, are not, and are under no circumstances to be construed as, an offer of financial products to any person who requires disclosure under Part 3 of the Financial Markets Conduct Act 2013 (the "**FMC Act**"). This White Paper is not a product disclosure statement under the FMC Act and does not contain all the information that a product disclosure statement is required to contain under New Zealand law. Neither this White Paper, nor any other document, have been registered, filed with or reviewed or approved by any New Zealand regulatory authority or under or in accordance with the FMC Act.

The CENNZ tokens referred to in this White Paper are not being issued with a view to being offered for sale in New Zealand to any person who requires disclosure under Part 3 of the FMC Act. Any offer or sale of any CENNZ token described in this White Paper and the information contained in or accompanying this White Paper in New Zealand will be made only in accordance with the FMC Act to a person who:

- (a) is an investment business as specified in clause 37 of Schedule 1 of the FMC Act;
- (b) meets the investment activity criteria specified in clause 38 of Schedule 1 of the FMC Act;
- (c) is large as defined in clause 39 of Schedule 1 of the FMC Act;
- (d) is a government agency as defined in clause 40 of Schedule 1 of the FMC Act; or
- (e) is an eligible investor as defined in clause 41 of Schedule 1 of the FMC Act, provided that an eligible investor certificate has been provided in compliance with clause 41 of Schedule 1 of the FMC Act.

In addition, this White Paper, and the information contained in it and any information accompanying it, are not, and are under no circumstances to be construed as an offer to sell or issue, or a solicitation of an offer to purchase or subscribe for, all or any of the following financial products or instruments:

- "securities" as defined under Sections 2(1) and/or 239(1) of the Securities and Futures Act (Chapter 289 of Singapore (the "**SFA**"));
- "futures contract" as defined under paragraph (b) of the definition of "futures contract" under

Section 2(1) of the SFA;

- contracts or arrangements for the purposes of "leveraged foreign exchange trading" as defined under the Section 2(1) of the SFA;
- "commodity contract" as defined under Section 2 of the Commodity Trading Act (Chapter 48A of Singapore) (the "CTA");
- contracts for the purchase or sale of any "commodity" (as defined under Section 2 of the CTA) by way of "spot commodity trading" (as defined under Section 2 of the CTA),

(collectively, the "Singapore Regulated Products").

Not a retail securities offer

Without limiting the generality of the preceding paragraph, this White Paper (including the information contained in it and any information accompanying it) is not, and is under no circumstances to be construed as an offer to sell or issue, or a solicitation of an offer to purchase or subscribe for, any securities to any retail investor in any jurisdiction.

Wholesale investor warranties and selling restrictions

Any person who applies to buy CENNZ tokens in the TGE irrevocably and unconditionally represents and agrees (among other matters that are set out in the subscription agreement) that:

- (a) the person is not a citizen or a resident of the United States of America or of the People's Republic of China, nor a citizen or a resident of any country or jurisdiction in which the sale, purchase, disposal, acquisition, holding and/or trading of tokens issued pursuant to a TGE is not permitted by law, nor is the person located in a geographic area that is subject to the laws of any such country;
- (b) the person is not a citizen or a resident of, or is physically located in, the Republic of Singapore;
- (c) if the person is in New Zealand, the person meets at least one of the criteria set out in paragraphs (a) to (e) above;
- (d) if the person is not in New Zealand, the person is a "wholesale investor" (or the equivalent term) for the purposes of the securities laws in all applicable jurisdictions;
- (e) the person is not purchasing the CENNZ tokens as agent or otherwise for or on behalf of any other person or entity; and
- (f) the person has not:
 - (i) offered or sold, and will not offer or sell, directly or indirectly, any CENNZ token prior to the date on which Centrality Platform Pte. Limited, which will sell and issue the CENNZ tokens, notifies purchasers that the Centrality Platform has been released which will not occur until at least 3 months after the end of the TGE (the "Release Date"); and
 - (ii) distributed and will not distribute, directly or indirectly prior to the Release Date, the White Paper, Centrality Platform Pte. Limited's constitution, or any other offering materials or advertisements in relation to the TGE or the CENNZ tokens, other than to persons who meet all of the criteria set out in paragraphs (a) to (d) above, and

where doing so will not result in (i) the sale of the CENNZ tokens in the TGE being, or being viewed as, a regulated offer of financial products or securities in any country or jurisdiction, (ii) any contravention by any Centrality Entity or any other persons of the FMC Act, the SFA, the Financial Advisers Act (Chapter 110 of Singapore), the CTA or any other applicable laws or regulations in any country or jurisdiction or (iii) the seller and issuer of the CENNZ tokens, Centrality Platform Pte. Limited, or other Centrality Entities, or any of their respective directors and officers, incurring any liability in any country or jurisdiction.

Anti-money laundering procedures

Any person who applies to purchase CENNZ tokens in the TGE will be subject to strict anti-money laundering and countering the financing of terrorism checks. These are detailed in the subscription agreement.

Limited role of Centrality Investments Limited

Centrality Investments Limited is acting solely as an arms' length third party organizer of the TGE and not in the capacity as the financial adviser or fiduciary of any person with regard to the sale of CENNZ tokens.

No guarantee

Neither Centrality Investments Limited nor any other person guarantees the performance of the Centrality Platform, the obligations of Centrality Platform Pte. Limited, nor the functionality of the CENNZ tokens.

No other material authorised

Save for persons who are expressly authorised by Centrality Platform Pte. Limited in writing, no person is authorised to give any information or to make any representation relating to the CENNZ tokens outside of this White Paper and the subscription agreement.

No offer or contract

This White Paper is not an offer or invitation to any person to purchase or otherwise deal in any CENNZ tokens. It does not create a contract between the Centrality Platform Pte. Limited and/or Centrality Investments Limited with any person.

No recommendation or financial advice

This White Paper has been prepared solely for general information purposes and not as specific advice to any particular prospective purchaser of CENNZ tokens. It is not an express or implied recommendation to any person to purchase CENNZ tokens.

In addition, any information or documentation (including this White Paper and the subscription agreement) provided to you by Centrality Platform Pte. Limited and/or Centrality Investments Limited (or any of their affiliates), or anyone acting on their behalf, does not purport to be, and shall not in any way be construed as constituting, the provision of any advice or recommendation relating to any Singapore Regulated Product nor constitute any financial, business, accounting, legal or tax advice or

recommendation.

Limitation of liability

Centrality Platform Pte. Limited had no involvement with the 'Early Contribution Round' for CENNZ Round A tokens arranged by Centrality Investments Limited. Centrality Platform Pte. Limited and its directors will bear no responsibility or liability whatsoever for any loss or liability incurred by any person relating to the CENNZ Round A tokens. Centrality Platform Pte. Limited shall not have any liability in respect of any claim by any person (whether under law or otherwise) for any loss of business or profits, or in connection with any indirect or consequential loss or any punitive or aggravated damages, arising out of any matter or circumstances giving rise to a claim (whether under law or otherwise).

Risk summary

The purchase of CENNZ Tokens involves considerable risk. These risks are described in the 'Risks Summary', set out in the CENNZ Tokens section of this White Paper.

Tax

Holders that acquire CENNZ tokens are wholly responsible for understanding and meeting all their tax obligations whether of Singapore or elsewhere in relation to their acquisition, holding or disposal of CENNZ tokens.

Any payments (whether in Scene Tokens (as defined in the CENNZ Tokens section of this White Paper below) or otherwise) that are made by Centrality Platform Pte. Limited to any holder of CENNZ tokens will be made after the deduction of any withholding taxes, if so applicable, whether of Singapore or elsewhere. If any Singapore goods and services tax at the rate of 7% is chargeable on the issuance of any CENNZ tokens by Centrality Platform Pte. Limited, holders that acquire such CENNZ tokens shall bear such Singapore goods and services tax.

Reliance

No person is entitled to rely on the contents of this White Paper or any inferences drawn from it. This White Paper is not intended to substitute or replace the due diligence that a purchaser should undertake before deciding whether or not to buy CENNZ tokens. The information in this White Paper is not intended to be relied upon in relation to, and must not be taken as basis for, any decision to subscribe for CENNZ tokens. Each recipient of this White Paper is to rely solely on their own knowledge, investigation judgment and assessment of the matters which are the subject of this White Paper and any information made available in connection with further enquiries. A person must satisfy itself as to the accuracy and completeness of the information contained within this White Paper before entering into a subscription agreement for the subscription of CENNZ tokens.

While the Centrality Entities have acted in good faith and have made every effort to ensure that the statements made in this White Paper are reliable and accurate, and that all estimates, forecasts, expressions of opinion and other subjective judgments contained in this White Paper are based on assumptions considered to be reasonable as of the date of this White Paper, no warranty or guarantee, or representation (whether written, oral or otherwise) is made by the Centrality Entities with regard to the accuracy, completeness or suitability of the information presented in this White Paper (to the extent

permitted by law). This White Paper should not be relied upon, and shall not confer rights or remedies upon you or any other person. To the maximum extent permitted by law, the Centrality Entities have no obligation to amend, modify or update this White Paper should any of the information presented herein change or subsequently become inaccurate, incomplete or unsuitable.

White Paper may be updated from time to time

This version of the White Paper may be updated from time to time. You should ensure you read the current version available [here](#)

By accessing this White Paper, you irrevocably and unconditionally agree to be bound by all of the above terms.

Purpose Meets Opportunity

Schumpeter's hypothesis that technology would only serve to concentrate ownership and wealth towards large corporations now seems prophetic¹. Given the early promise of the internet era, it is lamentable that the bifurcation of income between the 'haves' and the 'have nots' has become even more profound during the internet age.

Despite market growth and increased prosperity, the vast majority of traditional tech startups fail and the odds of their success are infinitely small even if they are executed well. Adam Smith's invisible hand is powerless against the tech giants.² Their significant head-start on data gives an application of artificial intelligence (AI) the potential to increase the scale of inequality and reduce basic human rights to a free and democratic society.

We know a potential revolution is on the horizon as we escape the gravitational pull of the PC internet era. The internet has come, it saw and it conquered us all with the data-mining-for-advertising model. The PC internet era had a baby and that baby is the decentralized Blockchain. Distributed networks on blockchain have the ability to transform the world of traditional apps, technology models, business models, and economic models across the entire planet - right now.

While there is great promise, there is also a problem with Blockchain that is not commonly acknowledged. The problem is that there are hurdles that make the technology elusive for early stage companies and hard to adopt for regular users. Most Blockchain use cases are still in development and unproven. Furthermore, many of these use cases are in areas an average user would be hard pressed to engage with. Transactions are anonymous, so data has limited value without context or relevance. This makes it difficult to employ critical technology such as big data and machine learning in a world where these technologies are set to dominate the landscape.

Mission Impossible for Traditional Startups

Despite the challenges, the number of new online startups continues to grow and low barriers to entry create a huge fragmentation of effort. Consequently, very few startups achieve scale. At the same time, users are interacting with fewer applications and their expectations are very high. The capability a new startup needs to meet these expectations is almost impossible to achieve.

Digital business models are often highly reliant on data mining for advertising and newcomers are starting from a very disadvantaged position compared to incumbents. Ubiquitous platforms are rapidly consuming new niches with their bigger, multi-disciplined and agile teams and access to data anticipating market movements.

“The average app loses 77% of its daily active users within the first 3 days of the install. Within 30 days, it’s lost 90% of DAUs. Within 90 days, it’s over 95%.”

— Quetra Mobile intelligence report 2016

Two key factors are working against market entrants achieving scale. Firstly, the number of digital start-ups out there is rapidly expanding, fragmenting user attention, capital and technical resources. Secondly, bigger platforms have a huge lead in user data, attention, capital and resource, which enables them to either predict what’s coming or copy very fast.

On average, good plans, people, and businesses succeed only 1 in 10 times. This is because there are many components that are critical to an enterprise’s success. The best companies might have an 80% probability of succeeding at each of them. But even with these odds, the probability of eventual success will be less than 20% because failing to execute on any one component can torpedo the entire company.³

Individual Event	Probability
Company has sufficient capital	80%
Management is capable and focused	80%
Production development goes as planned	80%
Production and component sourcing goes as planned	80%
Competitors behave as expected	80%
Customers want product	80%
Pricing is forecasted correctly	80%
Patents are issued and enforceable	80%
Combine probability of success	80%

$$P(\text{success}) = \prod_{i=1}^8 P_i = P_1 \times P_2 \times P_3 \times P_4 \times P_5 \times P_6 \times P_7 \times P_8 = 0.8^8$$

If just one of the variables drops to a 50% probability, the combined chance of success falls to 10.5%.

$$0.5 \prod_{i=1}^8 = 0.5 \times 0.8^7 = 10.5\%$$

The reality is in this model, a very small percentage of people own and/or control all the assets and the system, in which the other 99% are effectively modern day serfs to their feudal kings and queens⁴. Therefore, the holy grail and guiding purpose for Centrality Investments Limited (Centrality or Centrality Investments) is to provide a platform that will create a decentralized community of digital startups, successful in a world where the odds are otherwise stacked against them.

In graph theory and network analysis, indicators of [centrality](#) identify the most important vertices within a network of decentralized points. Applications include identifying the most influential person(s) in a social network, key infrastructure nodes in the internet or urban networks⁵.

The Centrality Platform described in this White Paper allows developers and entrepreneurs to find and create these connections between their applications and to create actions which join them together in new degrees of closeness.

Centrality currently has 8 apps in market, generating revenue with a rapidly increasing user base. Many of these applications have partnerships with listed companies and major corporations to help accelerate growth. The Centrality Platform is already proving the benefits of sharing of data, users, merchants and insights to these apps. This is creating lower acquisition costs and faster scaling.

Barriers to Mainstream Adoption of Blockchain

Blockchain technology has the power to transform the way industries operate around the world. Many Blockchain companies are very technology-driven or trading- and fintech-centric. There is virtually no mainstream consumer adoption as the concepts are not familiar and the user experience and interface are quite technical.

Even if a company decides to develop on the Blockchain, the talent pool is limited and very few start-ups can access the talent required to create robust solutions.

Many ICOs to date have been very theoretical and overtly ambitious with little real world proof of their

value. The high failure rates are hardly a surprise and likely to continue considering the limited practical use cases and user engagement strategies. This in itself represents a substantial risk to the ecosystem and consumer adoption.

Blockchain companies, while often ambitious about their desire to change the system and create a more distributed and decentralized world, are often following the same economic model as their PC internet era startup companies in reality.

For example, they tend to:

1. reproduce the boiler plate for each application over and over
2. require the user to onboard over and over again
3. follow similar isolated value creation models and customer information silos as their incumbent competitors
4. result in fragmented capital, human resources and user attention

The Solution: A New Startup Life Cycle

The Centrality Platform is an ecosystem platform that supports each stage of the startup life cycle. It takes a human-centric approach that allows users to interact with a range of different applications with very low friction. The Centrality Platform allows developers to create applications which leverage the combined scale of the ecosystem in order to beat the incumbent startup hurdles that exist today.

Technology alone does not have the power to overcome the momentum that the incumbent technology companies have, and with the advent of machine learning these incumbent companies are extending their advantage at exponential rates. Without a radical shift in the way the economic model behind a startup works, and without working in a different way to the typical startup model, the landscape is unlikely to change.

Centrality's direct customers are smart entrepreneurs who are trying to disrupt traditional value chains and concepts by implementing Blockchain technology

The major advances in application development have been driven by platforms such as AWS and AZURE, providing developers with tools, services, APIs and applications which enable them to focus on the value-creating parts of the technology stack and user experience.

However, this has further concentrated power to the platform owners which have rapidly consolidated. Imagine a world where the developers and customers harness the benefits from the services provided by a platform like AWS and the value the applications create, instead of that benefit being concentrated in a single central entity.

Centrality has built a platform, services and a library of applications that can be used as building blocks to create a decentralized application ("DApp") business. This component-based design gives startups flexibility over their product, while ensuring a standardised look and feel across all Centrality Platform DApps. By standardising design for all scenes, it provides participants with a clean user experience across the ecosystem.

This component library allows start-ups to access all of the tools from the Centrality Platform toolkit, including Login with Blockchain, Hybrid Wallet, Blockchain Everywhere, API / SDK, Common Microservices, Big Data Platform, Smart Contract Generator and Token Factory.

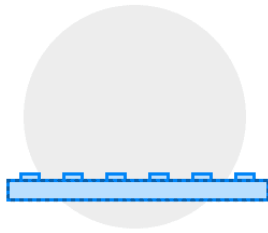
In addition to these tools, users can seamlessly move between applications without being subjected to traditional approaches to customer application onboarding. This creates a network of interconnected DApps that users can transition between in a human-centric way.

Being part of the Centrality Platform allows start-ups to create commercial connections using smart contracts with other DApps who will help them grow. This avoids the cost and speed implications of traditional commercial integrations and partnerships.

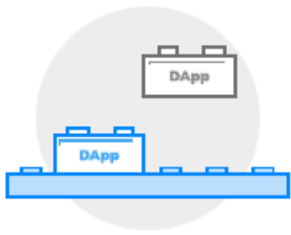
The Centrality Platform helps Blockchain developers circumvent the startup model by:

1. Providing a place to incubate their DApp on a consortium platform where constraints of performance and cost associated with public chains don't exist
2. Providing the boilerplate services to get their applications up and running fast with minimal effort
3. Providing a market place for different applications to share in the user pool, the data pool, the merchant pool, and the content pool across the platform to overcome traditional 'chicken and egg' scale issues
4. Enabling a machine learning framework that can help connect users in one application to a relevant experience in another in real time to increase engagement
5. Enabling decentralized applications to be built TGE (ICO) ready with integrated assessment/advisory investment banking support services
6. Providing access to post TGE services such as exchange listing, ongoing reporting and performance monitoring

How the Centrality Platform works



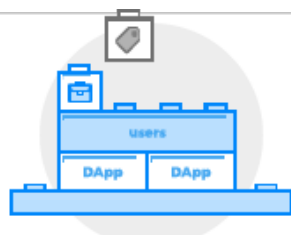
The Centrality Platform creates the technological 'foundation' for DApps. Centrality Platform will receive an allocation of any tokens issued by each application it powers in return for delivering the core technology and ecosystem. Developers create modules to add to the service catalogue that the Centrality Platform provides.



Various DApps plug into the Centrality Platform. Each DApp uses the CENNZ token to purchase modules for their app, create connections to users, data, content, merchants, and tokens in the ecosystem.



DApps across different use cases work together to acquire users, data, merchants and content. The use of smart contracts across the Centrality Platform ensures different companies can trust each-other.



Each DApp is 100% focused on creating its own businesses, partnering and on-boarding users, whilst Centrality Platform focuses on powering the core technology and design

A Proven Business Model

Centrality has already proven the business model and technology. Within 6 months of being established, Centrality delivered its platform technology phase 1 and received a stake in more than 10 real applications. These businesses are at varying levels of maturity, with several generating combined revenue in the multi-million dollar range.

Centrality raised over 40,000 ETH in its pre-sale to continue to expand its network around the world.

Centrality has received a non-refundable research grant from the New Zealand Government of up to \$15m over 3 years.

Centrality has also formed strategic development partnerships with top tier blockchain companies such as SingularDTV and Blockhaus AG.

Centrality in Action

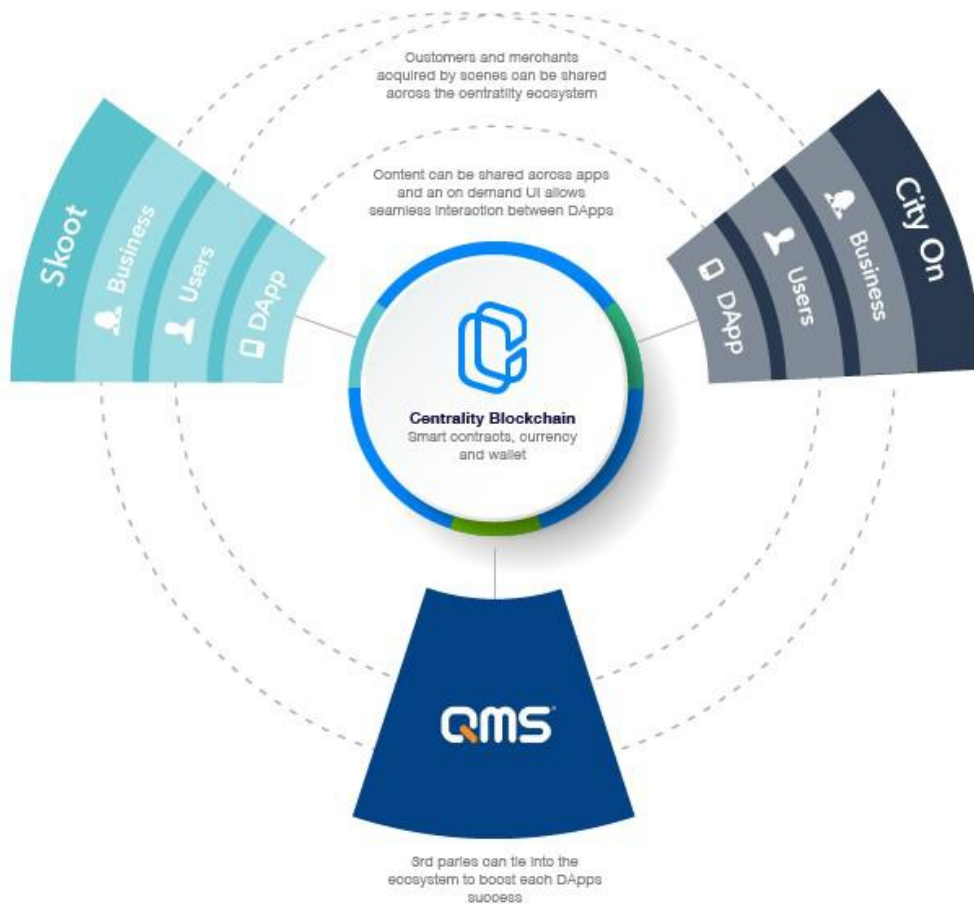
Centrality has been able to connect a range of applications to the Centrality Platform that are both DApp and hybrid using “Blockchain Everywhere” micro services. This solution allows developers to deliver a wide range of block chain connected use cases that a user would consume on a daily basis, without having to compromise on the quality of experience nor the application performance.

These applications are grouped into one of ten ‘Scenes’ with the aim that a consumer will interact with at least one application in each scene and to create their own group of DApp experiences they can use to navigate.



App Boosting

Different applications on the Centrality Platform can help each other grow by connecting users to relevant services across the ecosystem. Applications can lower their costs of scaling by sharing from the marketplace of services, merchants, content and user.



On Demand UI

When applications are developed with the Centrality Software Development KIT ("**SDK**") on the Centrality Platform, a user can transition between and transact with different applications or services seamlessly without needing to download or install another application from the app store, sign-in, or create a profile.

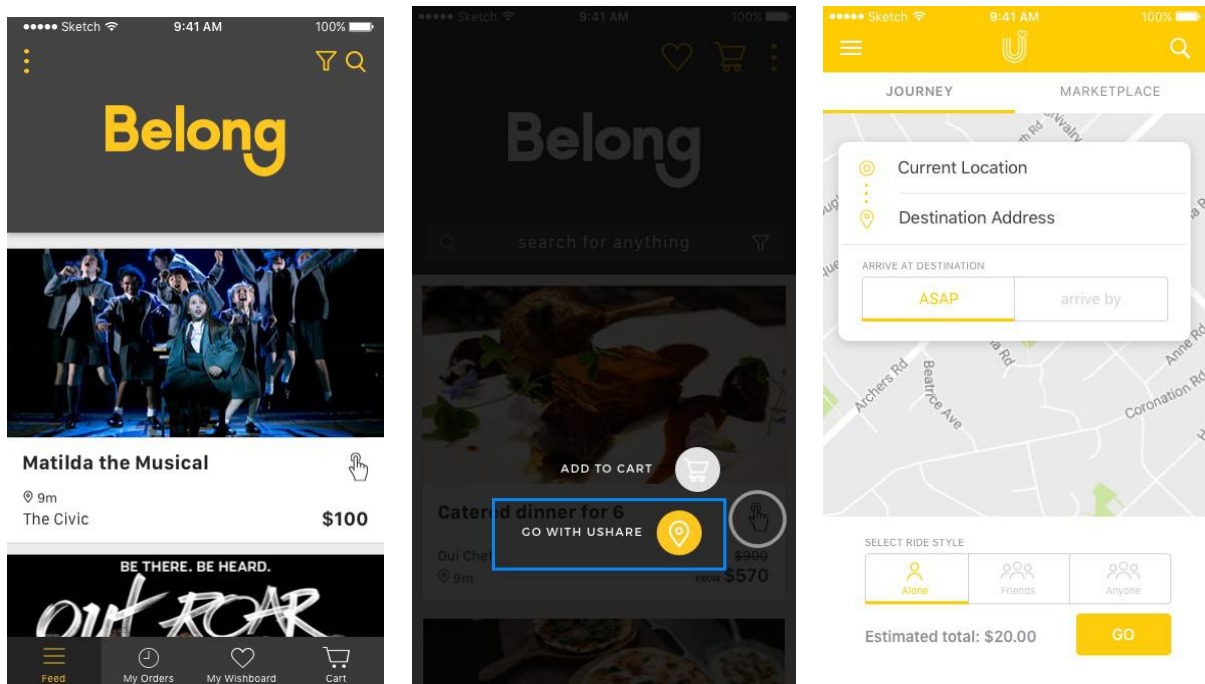
In the example below, a Belong customer has provided its staff with a discounted ticket to an event as a reward. Belong has connected with another Centrality powered application, UShare, a

decentralized multi-modal, real time, transport application. The app connector tool allows Belong to offer a ride to the event via UShare.

When the user clicks on this option the full UShare native application is installed on the fly, in less than 5 seconds in their current app interface and populated with the user's profile, wallet, meta data from their profile.

The user can now book the ride without having to install from the app store, create a profile, add payment details or insert the address of their destination.

Belong and UShare both share in the upside of this connection via a smart contract they created.

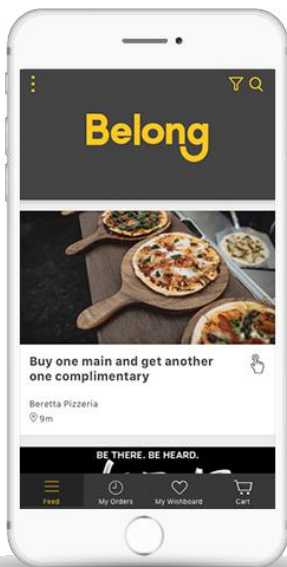


The Centrality Platform's Existing Marketplace



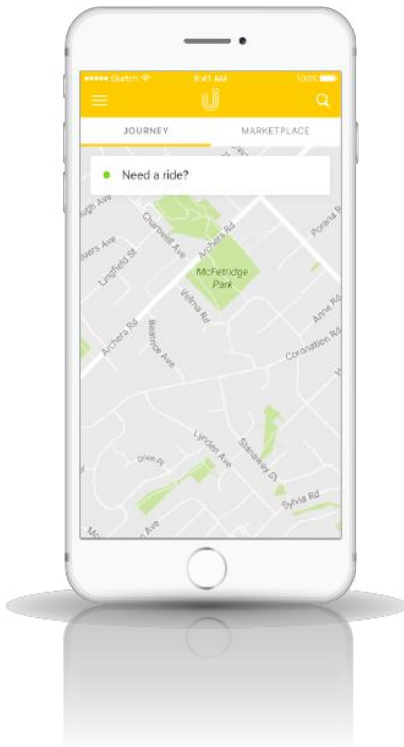
Skoot is a travel experience marketplace with a virtual companion designed for inbound visitors and free independent travelers. It uses patented technology to help users find interesting things to do, drive safely and stay connected to their loved ones whilst on the move. Skoot also helps affiliate partners such as rental vehicle and camper hire companies generate new revenue opportunities as well as improving operational efficiency with data gathered in-vehicle. The Skoot marketplace allows traditional tourism operators to streamline their supply chains and enables a peer to peer market place for individuals to offer experiences in their spare time.

Centrality owns 50% of Skoot.



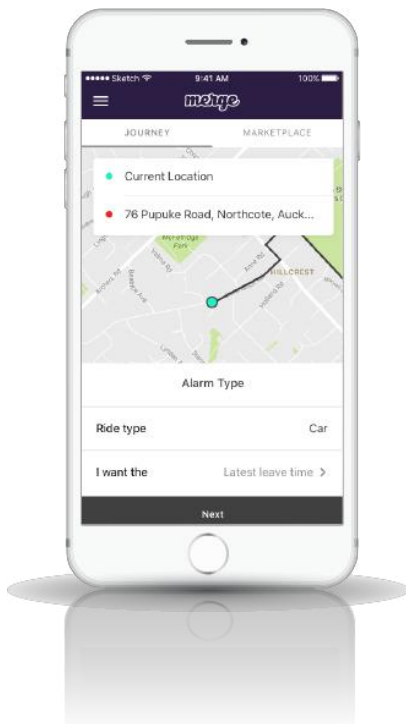
Belong is an employee engagement platform and marketplace which helps businesses provide rewards (or 'perks') for employees, including a non-fiat currency to enable non-salary based incentives. Belong also has a powerful financial services engine for managing group and personal insurance plans, claims and entitlements. Belong acts as a digital brokerage, leveraging its unique employer-provided user insights to target and sell.

Centrality owns 25% of Belong.



UShare is a multi-modal on demand transport application. UShare works across taxi services, rental vehicles, electric bikes and public transport. UShare is changing the way ride sharing works by creating a modern day co-operative between providers and users. As providers provide services, they earn tokens in the ecosystem creating an ongoing revenue stream as technology evolves into automated services.

Centrality owns 25% of UShare.



Merge is a time management system for city dwellers. Simply tell Merge when you want to leave, or when you want to arrive at your destination. Set when you'd like to get notified and Merge will let you know when it's the best time to go. Merge uses smart technology and an incentive model to schedule the time users travel to maximize the throughput of a network.

Merge enables a real-time vehicle insurance model. Centrality owns 100% of Merge.



FeedMi is a DApp that lets you jump in the queue for busy restaurants, from anywhere you want, pay right from your table, and order pick up or home delivery.

FeedMi enables restaurants to improve their profitability by offering real time demand management and insights to help optimize their business. On average a venue can save \$30,000 per year in costs.

Centrality owns 25% of FeedMi.



SingularX is a distributed cryptocurrency and token trading platform. SingularX lets users trade crypto assets, make markets and convert crypto currencies. Because SingularX is not a centralized exchange, it is resilient to service-disrupting attacks and fraud.

Centrality owns 50% of SingularX.



Blockhaus is building the world's leading Blockchain-based financial investment banking platform for tokenised ecosystems. The Blockhaus consortium was founded by the people behind the global powerhouses in global Blockchain, MME and SingularDTV.

Centrality developed the Blockhaus investment banking technology.



Pocketpos is a merchant point of sales aggregator providing access to run campaigns, offers and vouchers and payments to businesses and have them redeemed at thousands of retailers and vendors own point of sales (POS) solutions. This allows users to complete the purchase loop with cryptocurrencies directly with retailers own POS software without having to integrate directly.

Centrality owns 100% of Pocketpos.



Aimy is changing the way you approach health and wellbeing. Aimy gives you the freedom to workout on your own terms. The app helps you challenge like-minded training partners and find fitness experts and activities that match your profile.

Aimy is a decentralized machine learning coach. Aimy can run totally independently from the internet and if you choose, can send zero knowledge data to the cloud to help improve the AI which is pushed out to the clients. Aimy rewards participants for helping train it further. Aimy can help optimise insurance pricing for its users.

Aimy is powered by patented technology from ARDA.AI the world leader in virtual coaching and Centrality owns 10% of the company that owns Arda, Performance Lab Technologies Limited.

Centrality owns 90% of AIMY.



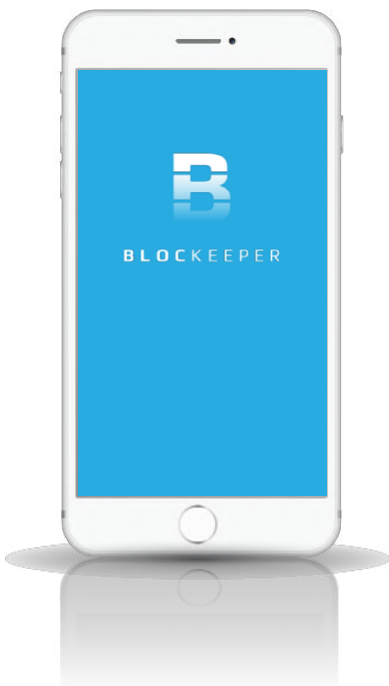
City On is the consumer proposition for the smart city platform enabling user-centric commerce activations by merchants, promoters and brand partners. It is an aggregator of city services and applications including direct events, food and beverage, experiences, health, fitness, venue, transport, parking, rideshare, bike share and brand partnerships. It is an application designed to help make it easy to get around the city, find interesting things to do, as well as book and pay for them. City On is 51% owned by QMS (ASX Listed) who will leverage City On to connect users to its substantial APAC outdoor and transport media assets.

Centrality owns 49% of City On.



PayCheck helps companies pay their teams in crypto currencies. Schedule payments and automatically convert currency on the fly for the user.

Centrality owns 30% of PayCheck.



Blockkeeper helps blockchain companies comply with tax regulation by connecting their transactions to popular accounting software. Blockkeeper can act as a standalone book keeping service to keep track of payments and cashflows.

Centrality owns 30% of Blockkeeper.

The Economic Model

Centrality has partnered with a number of marketplace use cases that will prompt consumers and brands to transact with and through the Centrality Platform. Through experimentation, Centrality Platform plans to iterate on the product with applications that create unique three-sided marketplaces for users, developers and investors. On the supply side, both bots or content creators will create unique experiences. On the demand side, users will consume these products or services.



Transaction Driven

Helping to create the internet of value.



Shared Application Framework

Our unique Blockchain UX obscures the hard-technical parts of Blockchain.



Equitable Value Exchange

DApps across different use cases work together to acquire users, data, merchants and content.

Centrality turns the traditional funding method on its head. Traditionally when somebody invests money into a business, that money is used to build technology from scratch. This often results in duplication of components that already exist elsewhere, making it hard to scale efficiently without a huge investment.

With the Centrality Platform, the startup's dollar goes further because it gains access to a network, lowering the cost of acquisition per user, accelerating growth and providing a better, lower risk return.

The Centrality Platform aims to solve the issues with Schumpeter's hypothesis by ensuring that every participant in the ecosystem will gain value from their participation.



Scene joins Centrality and purchases tokens

Scene uses tokens to build application

When Scene's application is published and live it begins to receive tokens as it onboards users which transact with other DApps on the platform.

In the future, each time an application introduces a new user into the ecosystem, and that user transacts with other DApps the original application that originated that user will be recognized with CENNZ.

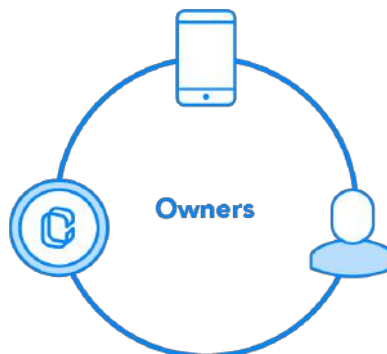


User joins application

DApp ("DApp X") transfers CENNZs to another DApp ("DApp Y") in recognition for DApp Y originating users onto the Platform which enter into transactions on DApp X via smart contract.

Each application created will allocate a number of their initial tokens to Centrality Platform, and Centrality Platform will have the discretion to airdrop these to the holders of CENNZ tokens.

The 'Centrality Effect' will mean both users and DApps who hold CENNZ tokens share the utility created by the Centrality Platform. Everyone is incentivized to continue to drive activity to share in the mutual success.



The Scene companies must pay Centrality Platform an access fee denominated in CENNZ tokens to access the Centrality Platform. In addition, Centrality Platform will earn revenue denominated in CENNZ tokens from developers who pay to use platform services in their applications. Centrality Platform also shares in the value of the ecosystem’s token basket by receiving an allocation of each DApp’s native tokens (if they are issued).

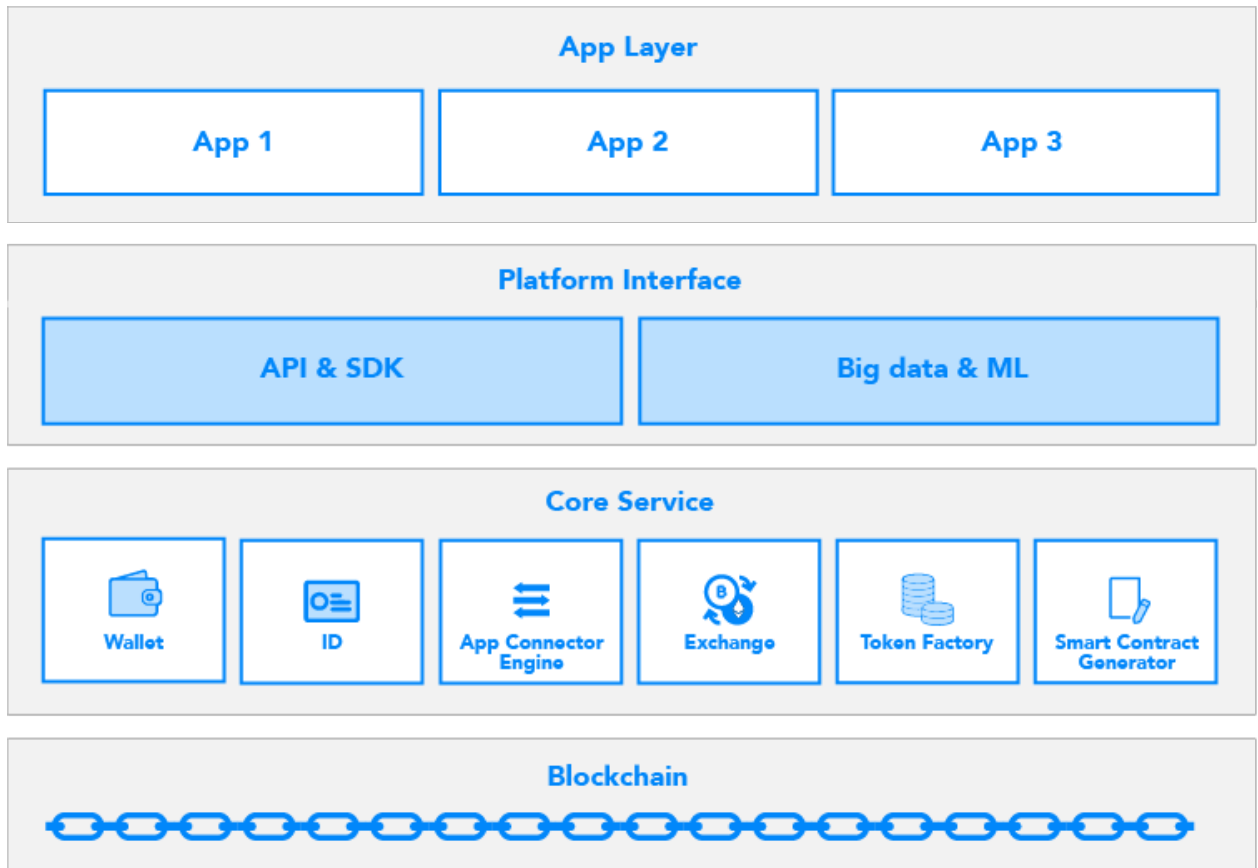
Monetization of the different platform layers



Layers	Fees
Top layer DApps taking advantage of DApps in the middle two layers in order to provide their own users with value	Share of value created
Middle layer Centrality value added modules	Services fees paid in CENNZ tokens
Base layer Centrality open modules, core profiles, wallets etc	Free of charge
Foundation built on a consortium Ethereum Blockchain	

Technology Approach

We have created a platform that helps applications become a part of the Blockchain and have wide spread consumer adoption by building a range of components that overcome multiple hurdles.



The Centrality Platform Modules

Hybrid Consortium Chain

The Ethereum network currently operates on a Proof of Work Blockchain. Future versions of Ethereum will work to improve throughput and scalability. The current average or block time is approximately 17 seconds.

The number of daily transactions on the Ethereum network has been growing. Currently, the number of daily transactions is as high as 1,000,000, with costs over \$2 per transaction and wait times over 2 mins for conformation and this volume is expected to continue increasing as new applications and users continue to enter the Ethereum ecosystem.

The current throughput of Ethereum is approximately 8.5 transactions per second or approximately 740,000 daily transactions. Over time, the Ethereum network can also adjust to higher volume conditions for additional throughput.

Ethereum transaction confirmation times result in an application experience that mainstream users are not typically familiar with. Ethereum Blockchain requires fees to be paid for every transaction. Fees are paid in Ether cryptocurrency, creating an adoption barrier for the average user.

The Centrality Platform has implemented and runs a consortium chain based on Ethereum with several improvements for better performance and security. The design will (1) reduce latency and congestion, (2) avoid network fees when creating transactions, and (3) avoid stress on the public network due to large transaction volumes.

Blockchain Everywhere Microservices

With a complex set of applications across the Centrality ecosystem, not all applications are comprised 100% of services which are suited to operating in a DApp context. For example, it wouldn't be practical to capture, write and process all the data for a real-time ride share matching service. However, these services need to be able to interact with Blockchain services in order to form a cohesive application and user experience.

In the Centrality ecosystem, all services have their own private key and public address. They can interact with the chain (event), store data and retrieve data from the chain. This also provides the mechanism for secure communication. Data storage will depend on the application's requirements, with a bias towards storing in-chain where it makes sense to the user experience and economic model. This allows developers to build complex services that can transparently interact with pure Blockchain components.

Token Factory

In order to facilitate the graduation from the Centrality consortium chain into a public chain application or its own TGE, each application will be encouraged to create a native token when joining the Centrality Platform. These tokens will be ERC20 compatible, which support the interaction and standards with the existing infrastructure of the Ethereum ecosystem.

Once an application wishes to enter the main chain, their "pre token" can be exchanged for a new token if the token owners wish to change the structure of the token.

Login with Blockchain

In order to enable users to move seamlessly between DApps within the ecosystem and to carry their profile data to new interactions, a single user profile is required.

That user's unique Ethereum address will be the user's ID throughout the whole ecosystem.

Users will always own their own personal information. When a user signs up, their profile will be created and stored on the chain via a smart contract. This smart contract address will be given to the user. When a user wants to access a new DApp they just need to click the onboard button and the platform will supply the profile address to the new DApp.

DApps always have the latest user information. When a user updates their profile, they only need to update the information inside the existing smart contract, rather than updating each app individually.

Login with Blockchain allows users to use their Blockchain profile to connect to non Blockchain applications.

Hybrid Wallet

The Hybrid Wallet is the portal to the decentralized world. The Centrality Platform has developed a hybrid wallet which operates both as a traditional fiat currency payment wallet and a cryptocurrency wallet. This wallet can work inside a DApp or traditional platform application, allowing businesses to transition their user base to Blockchain enabled platforms smoothly.

Checkout, Shopping Cart, Wishboard

Centrality has created a shopping cart and checkout module that allows for a combination of fiat and cryptocurrency payments including real time conversions. Centrality Platform shopping carts follow the user between applications. It is the user's cart, as opposed to belonging to the application. Any products from any application can be combined into a single shopping cart.

User Onboarding Wizards and User Management Console

Centrality has created modules to allow applications to onboard users and performs user management, permissions controls and reporting.

Content, Inventory Management and Creation

Centrality has created modules to allow the creation, management and publishing of content and inventory blocks. Attributes can be assigned to these blocks and they can then be combined to create a wide range of products and offer types. Content, blocks and products can be shared amongst the different applications.

Big Data and Machine Learning interface

One of the keys to startup success is meaningful data. Currently, all Blockchain data is anonymous and analysis on the chain is very slow. Centrality's Big Data engine enables applications to provide reporting, data analysis, machine learning and artificial intelligence services to users where these users have consented to this.

API and SDK

In order to enable users to move between applications instantly, without the need to visit an app store, we have designed an SDK that allows developers to create applications which interact across the marketplace. This helps maintain a consistent user experience across the ecosystem for common components. Platforms are successful when there is a commonly understood user experience. Users already have a learning curve to understand the way DApps work. Like Apple has shown, providing a common design language for users across many applications will help Blockchain applications establish mainstream scale. This React & React Native (Javascript ES6) compliant SDK includes wallet features (balance, transfer, sign & receive etc), identity and a user profile SDK for getting user's profile, authentication, interaction with DApps.

Application Marketplace

Centrality applications will be more successful when they work together to grow the ecosystem. The application marketplace will allow the creators of different applications to create connections between each other where there is mutual benefit. For example, a ride hail application may work with a food ordering application to reach more customers or reduce the cost of delivery.

App Connector Engine

In order to connect different applications together, a flow will need to exist between them. The Centrality SDK will allow different applications to specify where they want to flow from one process in their application to a different process inside another application.

Smart Contract Generator

To allow different applications to trust each other in marketplace, Centrality allows different applications to create commercial relationships with each other via smart contracts. A range of template contracts will be available or new contracts can be designed and provided to the marketplace by developers

CENNZ Tokens

Overview

Centrality Platform Pte. Limited (referred to hereinafter as the "**Issuer**") will issue fully-functional ERC20 'utility' tokens CENNZ main tokens (the "**CENNZ tokens**" or "**CENNZ**") in a smart-contract based TGE.

CENNZ is the native token of the Centrality Platform. CENNZ will be used to help connect applications built on the Centrality Platform modules, linking the customer information to different processes. CENNZ is also the fuel for the Centrality ecosystem, used to access the network services, purchase modules to build applications from and to enter commercial agreements between application developers assured by smart contracts.

Utility: CENNZ is a utility token in the sense that you need CENNZ to operate many of the modules/applications in the Centrality ecosystem and to create smart contracts with other applications.

Recognition payments: DApp ("**DApp X**") may make transfers of CENNZs to another DApp ("**DApp Y**") in recognition for DApp Y originating users onto the Platform which enter into transactions on DApp X. Access and associated services will be provided to CENNZ holders, and such recognition payments in CENNZs will be effected, in each case by the automatic execution of smart contracts.

Shared Success: CENNZ holders have the ability to share in the success of each individual DApp by being allocated the Issuer's Scene Companies native tokens by air drop on a discretionary basis. This allows all CENNZ holder to participate in the success of the each DApp in the ecosystem.

Please see the Centrality Platform Pte. Limited section of this White Paper for further information about the Issuer.

Implementation and ERC20

CENNZ will be implemented on the public Ethereum Blockchain as an ERC20 token.

The Ethereum Blockchain is currently the industry standard for issuing custom digital assets and smart contracts. The ERC20 token interface allows for the deployment of a standard token that is compatible with the existing infrastructure of the Ethereum ecosystem, such as development tools,

wallets, and exchanges. Ethereum's ability to deploy Turing- complete trustless smart contracts enables complex issuance rules for cryptocurrencies, digital financial contracts, and automated incentive structures.

Features and Functionalities of the CENNZ tokens

CENNZ tokens will entitle holders to the following rights:

1. the right to access the Centrality Platform, as detailed in the How the Centrality Platform works section of this White Paper;
2. the right for holders' decentralized blockchain applications' (also referred to as DApps) to access the Centrality Platform and related services, including services provided by other Dapps, provided that the monthly access fee in CENNZ is paid to the Issuer;
3. the opportunity (but not right or entitlement) to receive an airdrop of the Issuer's allocation of the Scene Companies' own native tokens (the "**Scene Tokens**") generated in their own future token generating events if the Issuer exercises its discretion to make an airdrop.

Please note:

- (a) CENNZ token holders will have no legal or beneficial ownership of the intellectual property comprising the Centrality Platform, nor in the shares or other assets of the Issuer. CENNZ tokens are not designed to be securities and do not constitute, nor are they characterised as, any of the Singapore Regulated Products.
- (b) For the avoidance of doubt, this White Paper, and the information contained in it and any information accompanying it, are not, and are under no circumstances to be construed as an offer to sell or issue, or a solicitation of an offer to purchase or subscribe for, any Scene Tokens.

CENNZ tokens are also subject to the selling restrictions described more specifically in the 'Important Information' section in the beginning of this White Paper, including:

1. that no person who subscribes for CENNZ tokens in the TGE will sell, dispose or otherwise distribute CENNZ tokens prior to the Release Date, except in the circumstances described in the section "Wholesale Investor warranties and selling restrictions"; and
2. that no person who subscribes for CENNZ tokens in the TGE will sell, dispose or otherwise distribute CENNZ tokens to any person who is not a wholesale investor within the meaning of clause 3(2) of schedule 1 of the FMC Act.

In the TGE subscription agreement, each applicant for CENNZ tokens indemnifies the Centrality Entities for any loss, cost, liability or expense sustained or incurred by the Centrality Entities as a result of the breach by it of these selling restrictions.

Overview of the TGE

The Issuer will undertake a TGE to sell circa 840,000,000 CENNZ main tokens to qualifying wholesale purchasers. This number represents 70% of the total supply of CENNZ tokens of circa 1.2 billion.

To purchase CENNZ tokens in the TGE, an applicant must enter into a subscription agreement and meet the eligibility criteria which includes KYC/AML compliance.

The TGE will commence on 15 January 2018 and end on 15 February 2018, subject to any variation or extension granted by the Issuer in its sole and absolute discretion.

The proceeds of the TGE will be used to finance the ongoing development and maintenance of the Centrality Platform and associated services. The timing and volumes of CENNZ tokens sold in the TGE during the TGE period will be determined by the Issuer in view of prevailing market dynamics. At the conclusion of the TGE, the 840,000,000 distributed CENNZ will constitute the entirety of the available liquid supply post lockdown date.

The aim of the TGE is to raise the equivalent of USD \$100 million for application in accordance with the following forecast schedule:

Year	Inflow	Existing Team Expansion	Organic Expansion	Acquisitions	Total Outflow	Net Investment
2018	3,608,250	4,350,484	28,694,659	18,375,000	51,420,143	(47,811,893)
2019	17,161,500	5,465,296	42,137,435	14,662,500	62,265,231	(45,103,731)
2020	56,525,000	6,124,831	47,222,445	4,200,000	57,547,276	(1,022,276)

- 45,

CENNZ Token Allocations in the TGE

In addition to the CENNZ tokens issued to wholesale purchasers, described in this section of this White Paper, a further approximately 240 million CENNZ will be issued to Centrality Investments as consideration for the arrangement with Centrality Platform Pte. Limited in respect of the intellectual property comprised in the Centrality Platform made on an arm's length basis. Centrality Investments will not be able to sell or otherwise deal with its CENNZ tokens until after the second anniversary date of the Release Date.

Centrality	20%	240,000,000
Developers	5%	60,000,000
Centrality Platform	5%	60,000,000
Total Tokens		1,200,000,000

An additional circa 60 million CENNZ has been allocated to developers to ensure that they have a personal incentive to grow the platform moving forward.

The remaining circa 60 million CENNZ will be retained by the Issuer (Centrality Platform Pte. Limited) and released slowly to fund growth of the Centrality ecosystem strategically by supporting the following four broad purposes:

1. Operational costs, infrastructure, developers
2. Sourcing and funding revolutionary start-ups and participants that will enhance the Centrality Platform and ecosystem for all participants. (Note that holders of CENNZ tokens will not have any ownership stake in the businesses acquired.)
3. Supporting and growing the Blockchain and Centrality developer community
4. Marketing and PR for the Centrality platform

Lock-down on CENNZ trading post-issue

There will be a minimum 6 week lockdown where CENNZ holders cannot trade CENNZ tokens post issue.

Centrality Investments Limited and the platform developers that receive allocations described in Implementation and ERC20 Section will be subject to a 24 month lockdown period.

Following the lockdown period, Centrality Platform Pte. Limited will limit its supply of CENNZ to the market at a set rate e.g. 6,000,000 CENNZ or 10% of the total supply per month.

Risks summary

The key risks summarized in this section are not intended to be an exhaustive list of the risks that may apply to you as a purchaser or holder of CENNZ tokens. You should read these key risks and consider whether you are willing to assume such risks before you agree to subscribe for CENNZ tokens.

No assurance of returns or benefits: There can be no assurance that CENNZ tokens holders will be able to receive a return of their capital or any returns or benefits. Any purchase of CENNZ tokens should therefore only be considered by persons who can afford a loss of their entire investment or holdings in the CENNZ tokens.

Market risk: The value of cryptocurrencies, can go down as well as up. The emergence of a new business model can create opportunities for users and investors, but any young market carries significant risks for all of its participants. Past performance is not a reliable indicator of future performance, and investors may not recover the full amount invested.

Regulatory risk: Regulation of digital tokens (including the CENNZ tokens) and token offerings such as this, cryptocurrencies (including Ether), blockchain technologies, and cryptocurrency exchanges are relatively undeveloped and likely to rapidly evolve, and vary significantly among various jurisdictions and are subject to significant uncertainty.

New or changing laws and regulations or interpretations of existing laws and regulations may adversely impact the liquidity and market price of CENNZ tokens, your ability to access marketplaces on which to trade CENNZ tokens, the Issuer's or the Centrality Entities' ability to operate as an ongoing concern and the structure, rights and transferability of CENNZ tokens. The ability of a holder to access, use, transfer and exchange its (or his or her) CENNZ tokens may be affected by changes to legislation, regulatory guidance or actions, and judicial decisions in Singapore and in other countries. Therefore, there can be no assurance that any new or continuing regulatory scrutiny or initiatives will not have an adverse impact on the value of CENNZ tokens and otherwise impede the Issuer's or the Centrality Entities' activities.

No regulatory protection: The Issuer is not licensed or approved by the Monetary Authority of Singapore nor the International Enterprise Singapore, and currently there is no intention for the Issuer to apply for any financial services license or regulatory approval under the laws and regulations of Singapore. In addition, the CENNZ tokens do not constitute, and are not characterised as, any of the Singapore Regulated Products. Therefore, CENNZ tokens holders will not be able to invoke or avail themselves of any regulatory protection or remedies applicable in respect of such Singapore Regulated Products under the laws and regulations of Singapore, in relation to their purchase, holding or trading of CENNZ tokens.

Legal risk: There is little or no precedent on how existing law might treat the issue, fungibility, settlement finality, transfer, collateralization, sequestration, loan, hypothecation, redemption or other disposition of CENNZ tokens. There is also little or no precedent on how existing law might treat the rights and obligations between and among the Issuer and the CENNZ token subscribers or holders. The occurrence of any related issue or dispute could have a material adverse effect on the Centrality Platform, the Centrality Entities, the Issuer's business and/or the CENNZ tokens. New developments in the law and regulations may also adversely affect the legal or regulatory treatment of the CENNZ tokens or the

Centrality Platform and/or the Issuer's or the Centrality Entities' businesses.

Tax risk: The tax characterization of CENNZ tokens is uncertain and a subscriber should consult its own tax advisor regarding the tax consequences of their acquisition, holding or disposal of CENNZ tokens. An investment in CENNZ tokens may result in adverse tax consequences to subscribers. Each potential subscriber should consult with and must rely upon the advice of its own tax advisor with respect to the tax consequences whether of Singapore or elsewhere of an investment in CENNZ tokens.

Issuer risk: The Issuer was incorporated on 4 January 2018 and has not commenced operations. The Issuer is subject to all of the business risks and uncertainties associated with any new business.

Lack of voting and liquidation rights: CENNZ tokens do not carry any voting, management or control rights or other management or control rights in the Issuer. Accordingly, the shareholder of the Issuer will control decisions of the Issuer, including any significant corporate transactions, or the election to liquidate or dissolve the Issuer. In addition, upon a liquidation, bankruptcy or other dissolution of the Issuer, CENNZ token holders will highly likely not be entitled to liquidation rights or other claims.

Key Person risk: Whilst Centrality Investments Limited and Centrality Platform Pte. Limited takes an active role to managing key man risk through training, systemization, and succession planning there is still a risk that loss of a key team member could cause delays to CENNZ platform development and thus having a detrimental effect on price of CENNZ tokens.

Technology and Coding risk: Blockchain and smart contract technology is still in an early development stage and its application of experimental nature which carries significant operational and technological risks. It is possible that the TGE smart contract system or the early contribution smart contract system, or elements of the Centrality Platform, could contain weaknesses, vulnerabilities or bugs which could cause, *inter alia*, the complete loss of the holder's utility and/or the value of the CENNZ tokens by impacting the operation and functionality of the Centrality Platform. Outside actors may exploit such errors or vulnerabilities for personal gain or the Centrality Platform may be affected in any event without such action.

Platform risk: While the Issuer and Centrality Investments are procuring the development of the Centrality Platform, there is no assurance that the Centrality Platform will be designed or completed in the manner described in this Whitepaper and if Centrality Platform is completed, there is no assurance as to the continued operation and functioning of the Centrality Platform. The Platform is subject to change and no representation is given that the any function or aspect of the Centrality Platform will continue to be provided or made available at any time

Trading/Valuation risk: As a utility token, the inherent value of CENNZ tokens is derived from the successful operation of the Centrality Platform. CENNZ tokens are not pegged to any fiat currency (legal tender backed by a sovereign government) nor any cryptocurrency, and the exchange value from time-to-time given to CENNZ tokens on third-party exchanges may not always reflect your intrinsic valuation of the CENNZ tokens. The risk of loss when purchasing or disposing of CENNZ tokens could be substantial and losses may compound quickly (including up to total loss). As a token built on top of the Ethereum network, the value of CENNZ tokens may be affected by the valuation from time-to-time of Ether against fiat currencies and other cryptocurrencies.

Illiquidity risk: No CENNZ tokens will be issued after the TGE, although the reserves held by the Issuer and the CENNZ tokens held by Centrality Investments will be released over time to the market. Should you wish to temporarily, permanently or partially exit the Centrality Platform ecosystem, you may be unable to liquidate your position by exchanging CENNZ tokens for fiat currency or cryptocurrency as there may not be a willing buyer for your CENNZ tokens both in terms of price and volume. Holders have no right to redeem or sell their CENNZ tokens. Although Centrality intend to list the CENNZ tokens on several cryptocurrency exchanges, there can be no assurance that such exchanges will accept the listing of CENNZ tokens or maintain the listing if it is accepted. There can be no assurance that a secondary market will develop or, if a secondary market does develop, that it will provide the holders with liquidity of investment or that it will continue for the life of the CENNZ tokens. There is also no guarantee from any central bank or centralized authority for CENNZ tokens that ensures you will be able to redeem your CENNZ tokens for fiat currency or cryptocurrency. Furthermore, the digital token market is a new and rapidly developing market which may be subject to substantial and unpredictable disruptions that cause significant volatility in the prices of digital tokens. There is no assurance that the market, if any, for the CENNZ tokens will be free from such disruptions or that any such disruptions may not adversely affect a CENNZ tokenholder's ability to sell its CENNZ tokens.

Network risk: CENNZ tokens are ERC20 compliant tokens built on top of the Ethereum network, a decentralized network containing, among other things, both cryptocurrency and smart contract protocols. Neither Centrality Investments, the Issuer nor any their associated entities have control over the Ethereum network, including confirmations of transactions and execution of smart contracts on the network. Should the Ethereum network experience temporary or permanent issues, including network slowdowns or transaction confirmation delays, this is likely to affect the ability of CENNZ holders to freely use CENNZ tokens within the Centrality ecosystem and could impair the usability of the Centrality Platform generally.

Cyber security risk: The nature of CENNZ tokens and the Ethereum network may lead to an increased risk of fraud or cyber attack and may mean that technological difficulties experienced by the developers and users of the Centrality Platform ecosystem could prevent access to or use of your CENNZ tokens. For example, it is possible that an unauthorised third party could exploit a coding vulnerability in the Centrality Platform code and damage, interrupt or otherwise attack it.

Private Key risk: Extreme caution must be taken whenever selecting, storing or transmitting private keys for CENNZ tokens. You are responsible for the storage of your CENNZ tokens. If another person obtains access to your private keys, they can steal your CENNZ tokens or other cryptocurrency you use to purchase CENNZ tokens. Furthermore, if you lose access to your private keys, neither Centrality Investments, the Issuer, nor any other entity, will be able to recover your lost CENNZ tokens or cryptocurrency. If you hold CENNZ tokens on a cryptocurrency exchange, the private keys to those CENNZ tokens is held by that exchange. Should that exchange be hacked or otherwise compromised, your CENNZ tokens may be stolen or otherwise become inaccessible. We strongly recommend that you store your CENNZ tokens privately (and not via exchanges) and use cold storage techniques to better secure your CENNZ tokens.

Wallet risk: In addition to the private key risk described above, you should store your CENNZ tokens in an ERC20 compliant hardware or software wallet. Should you attempt to send CENNZ tokens to a wallet type that does not support CENNZ tokens, your CENNZ tokens may be lost forever.

Broker, dealer or exchange insolvency risk: There is risk that brokers, dealers, exchanges or wallets could become insolvent or otherwise become insecure. There may be practical or timing problems associated with enforcing the rights to assets in the case of an insolvency or security disruption of any such party.

Financial risk: If the solvency of the Issuer and/or any of the Centrality Entities is impaired, the ongoing viability of the Centrality Platform and the utility and value of the CENNZ tokens may be impaired.

General risks:

The growth of the blockchain industry in general, as well as the blockchain networks on which the Issuer rely, is subject to a high degree of uncertainty. The performance of the Centrality Platform is subject to the following uncertainties, among others:

- (i) worldwide growth in the adoption and use of BTC, ETH and other blockchain technologies;
- (ii) government and quasi-government regulation of BTC, ETH and other blockchain assets and their use, or restrictions on or regulation of access to and operation of blockchain networks or similar systems;
- (iii) the maintenance and development of the open-source software protocol of the BTC or ETH networks;
- (iv) changes in consumer demographics and public tastes and preferences;
- (v) the availability and popularity of other forms or methods of buying and selling goods and services, or trading assets including new means of using fiat currencies or existing networks;
- (vi) general economic conditions and the regulatory environment relating to cryptocurrencies and digital tokens;

- (vii) hacking and theft of cryptocurrencies and digital tokens; and
- (viii) popularity or acceptance of the BTC or ETH networks and the emergence of new cryptocurrencies, digital tokens and blockchain networks.

The price of Bitcoin, Ether, digital tokens and other blockchain assets are subject to dramatic fluctuations. Several factors may affect price, including, but not limited to:

- (i) global blockchain asset supply;
- (ii) global blockchain asset demand, which can be influenced by the growth of retail merchants' and commercial businesses' acceptance of blockchain assets like cryptocurrencies as payment for goods and services, the security of online blockchain asset exchanges and digital wallets that hold blockchain assets, the perception that the use and holding of blockchain assets is safe and secure, and the regulatory restrictions or prohibitions on their use;
- (iii) investors expectations with respect to the rate of inflation;
- (iv) changes in the software, software requirements or hardware requirements underlying a blockchain network;
- (v) changes in the rights, obligations, incentives, or rewards for the various participants in a blockchain network;
- (vi) currency exchange rates, including the rates at which Ether and Bitcoin and other cryptocurrencies or digital tokens may be exchanged for fiat currencies;
- (vii) fiat currency withdrawal and deposit policies of blockchain asset exchanges and liquidity on such exchanges;
- (viii) interruptions in service from or failures of major blockchain asset exchanges;
- (ix) investment and trading activities of large investors, including private and registered funds, that may directly or indirectly invest in blockchain assets;
- (x) monetary policies of governments, trade restrictions, currency devaluations and revaluations;
- (xi) regulatory measures, if any, that affect the use of blockchain assets;
- (xii) the maintenance and development of the open-source software protocol of the Bitcoin or Ethereum networks;
- (xiii) global or regional political, economic or financial events and situations; and
- (xiv) expectations among blockchain participants that the value of blockchain assets will soon change.

Blockchain networks are based on software protocols that govern the peer-to-peer interactions between computers connected to these networks. The suitability of the networks for the Issuer's or other Centrality Entities' business or the functionality of the CENNZ token depends upon a variety of factors, including:

- (i) the effectiveness of the informal groups of (often uncompensated) developers contributing to the protocols that underlie the networks;
- (ii) effectiveness of the network validators and the network's consensus mechanisms to

- effectively secure the networks against confirmation of invalid transactions;
- (iii) disputes among the developers or validators of the networks;
 - (iv) changes in the consensus or validation schemes that underlie the networks, including shifts between so-called “proof of work” and “proof of stake” schemes;
 - (v) the failure of cyber security controls or security breaches of the networks whether on the Centrality Platform or technological assets, or your / third party network or devices, and the associated risks of legal action or actions of regulators relating to loss of data, damage to data / devices, threat or compromise to privacy and data protection, and the occurrence of fraud or harm;
 - (vi) the existence of other competing and operational versions of the networks, including without limitation so-called “forked” networks;
 - (vii) the existence of undiscovered technical flaws in the networks;
 - (viii) the development of new or existing hardware or software tools or mechanisms that could negatively impact the functionality of the systems;
 - (ix) the price of blockchain assets associated with the networks;
 - (x) intellectual property rights-based or other claims against the networks’ participants and risks associated with such legal claims (including but not limited to the risk that the operation of the Centrality Platform is disrupted by such claims including claims for remedies such as injunctions); and
 - (xi) the maturity of the computer software programming languages used in connection with the networks.

Unfavorable developments or characteristics of any of the above circumstances could adversely affect the Issuer’s or other Centrality Entities’ business, the Centrality Platform or the proper functioning of the CENNZ tokens.

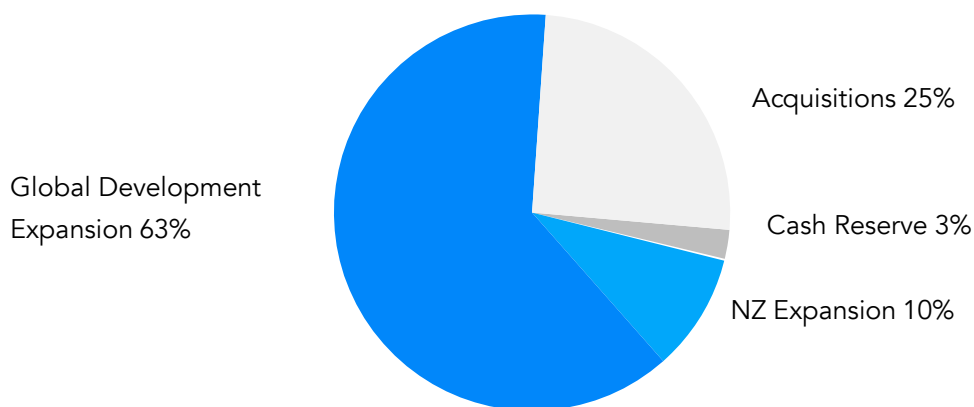
The foregoing risks do not purport to be a complete list and explanation of all the risks involved in acquiring a CENNZ token. Potential subscribers are urged to consult their advisors before making a determination whether to invest in CENNZ tokens.

Business Plan

Centrality already has an existing business with a strong team and a number of DApps preparing to launch tokens, hence the acceleration of this model can occur very quickly.

The token raise will be used primarily in 3 ways

1. To improve and develop new platform services for applications to consume
2. To establish other venture studio locations in target markets and build reference applications for developers along with acquiring users for the ecosystem
3. To invest in technology or user acquisition to help the platform advance and the user base grow.



Centrality Platform Pte. Limited

Overview

Centrality Platform Pte. Limited is a private limited company incorporated in Singapore on 4 January 2018. It is a wholly-owned subsidiary of Centrality Investments Limited. It will enter into an arrangement in respect of the intellectual property comprising the Centrality Platform (copyright in the algorithms/software/protocols, trademarks, and domain names) on arm's length terms with Centrality Investments Limited, own the digital wallet which contains the sale proceeds of the TGE in Ether and the reserved CENNZ tokens, and procure operational support services from Centrality Limited on arms'-length terms to support the Centrality ecosystem. It is not anticipated that Centrality Platform Pte. Limited will have any employees nor own any other assets.

The directors of Centrality Platform Pte. Limited have a legal duty to administer the company strictly in accordance with the terms of the company's constitution (which can be accessed at <https://www.centrality.ai/wp-content/uploads/2018/01/Centrality-Whitepaper-2018.01.09.pdf>), which sets out its purpose and permitted activities.

Please note that CENNZ token holders will not have any right to receive or participate in any financial benefits or other financial distributions. CENNZ tokens are not designed to be securities and do not constitute, nor are they characterized as, any of the Singapore Regulated Products.

Centrality Platform Pte. Limited will dedicate resources to establish a fair and transparent governance model that will take into account the multi-stakeholder voices and needs of all participants within the ecosystem. This open governance model will oversee decisions related to the membership process, participation rules, legal matters, and content and compliance guidelines.

Key Documents

In addition to Centrality Platform Pte. Limited constitution, there are a number of other key documents that Centrality Platform Pte. Limited is party to in connection with the TGE, including:

IP Agreement – Under this agreement, Centrality Investments Limited will enter into an arrangement with Centrality Platform Pte. Limited in respect of all relevant intellectual property in the Centrality Platform either by way of a license or an outright transfer of such intellectual property to Centrality Platform Pte. Limited. In return Centrality Investments will receive 20% of the issued CENNZ tokens upon the TGE.

Operational Services Agreement – Under this agreement, Centrality Limited will provide operational support to Centrality Platform Pte. Limited to operate the Centrality Platform in exchange for payment in CENNZ tokens, Ether, or fiat currency. Such operational support to Centrality Platform Pte. Limited includes the provision of employees from Centrality Limited and through the use of Centrality Limited's

premises.

Centrality Platform Access Agreement – Under this template agreement, in consideration for receiving access to the Centrality Platform and associated services, each Scene Company agrees to (a) pay a specified monthly access fee of CENNZ tokens to Centrality Platform Pte. Limited and (b) to use all reasonable commercial endeavours to have its own token-generating event and to allocate an agreed percentage of tokens issued to Centrality Platform Pte. Limited.

Development goals

Our vision is to grow an open ecosystem of digital services that consumers can easily explore and find value in while giving developers an open and sustainable platform to develop, deliver, and enhance those services and attract users.

To achieve this vision, Centrality Platform will direct and fund the development of tools that give ecosystem partners the ability to build, grow, and create value for one another. As part of this process, Centrality Platform will make its own codebase available as an open-source project that can be leveraged to power new communities and add capabilities to existing ones. Centrality Platform will further this work by engaging development teams to continue improving the technology suite supporting the Centrality ecosystem, and it will maintain an open source codebase for the benefit of ecosystem participants.

Centrality Platform will also promote DApp services. Such an approach demonstrates the power and promise of a decentralization strategy, which provides a path to transition from a competitive model to a co-operative one, where all participants benefit from their collective success.

Conclusion

The Centrality ecosystem is already a fully functional and integrated native DApp ecosystem supporting real operating businesses. The TGE will allow us to scale this quickly to help the wider blockchain ecosystem reach mainstream users and use cases. Centrality Platform will help repair the current startup economy and create a more equal world for all participants.

With the Centrality Platform model, the Blockchain development ecosystem can grow quickly to support everyday use cases. Entrepreneurs can get to market quicker, with a higher chance of success. Applications can work together to gain scale which will challenge incumbent platforms.

Users, investors and developers can all share in the value the ecosystem creates, defining a new kind of shared value economy that can overcome the extreme centralization happening in the broader technology ecosystem.

Centrality Team

Centrality has built a world class team of experienced business entrepreneurs, operations experts, design specialists and a world class technology team to deliver the outcomes proposed in this White Paper.

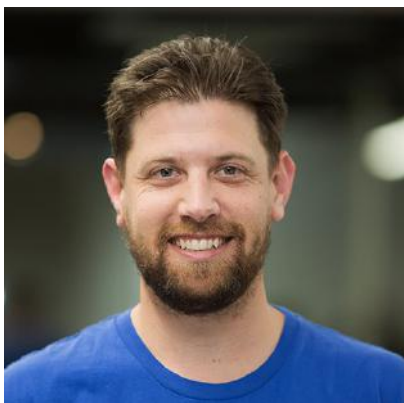
Important: The team described below has developed the Centrality Platform. Centrality Platform Pte. Limited will enter into an arrangement in relation to the intellectual property comprising the Centrality Platform on arm's-length terms with Centrality Investments Limited. However, Centrality Platform Pte. Limited will not itself employ any of the people described below. For more information about Centrality Platform Pte. Limited, please see the Centrality Platform Pte. Limited section above.

Centrality Executive Team



Roger Smith, Chairman

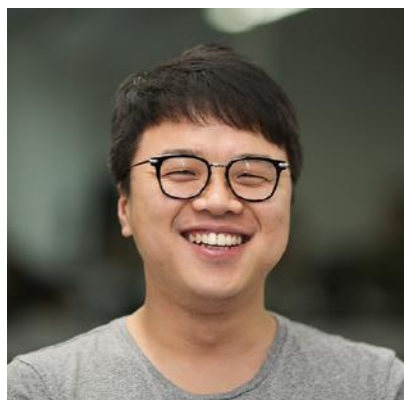
Shareholder and the key executive in driving the global growth of a unicorn (Independent Liquor). Global M&A advisory board of Euronet (NASDAQ:EEFT). Currently CEO of ePay NZ a billion dollar payments technology business. Roger is a successful active angel investor including Society One, My HR, Cin7 and Fingermark. Roger has the domain expertise, the business experience and the track record to drive Centrality to become a multi-billion dollar company.



Aaron McDonald, Managing Director

Aaron is a 20 year tech industry veteran with experience leading teams across all aspects of a technology company. Aaron has a broad range of skills and experience that help bridge the gap between users, technology and business outcomes. Aaron has held leadership positions in large technology companies managing portfolios over \$1b in value across engineering and architecture, product management, product development, marketing and sales. Since leaving the corporate world Aaron has co-founded 2

successful platform start-ups. Aaron has the product delivery leadership track record to ensure that the Centrality vision is realized.



Jerry Yuan, Chief Operating Officer and Angel Investor.

Jerry has 10 years' experience across the Telco and ICT industry. Jerry is highly experienced in providing high end value to various ICT projects. He was previously the Account/Sales Director for HUAWEI Technologies. Jerry has global connections within the industry, especially in the South Pacific Region. These connections will help Centrality achieve global growth and adoption.



Daniel Gillespie, Group General Manager

As a member of the Centrality Executive Team, Daniel brings with him over 12 years of international banking and private equity experience. His skill set covers strategic value creation, restructuring, fund raising, deal origination, investment and portfolio management and asset realisations. Previously he has held roles in New Zealand with ASB, in London with Deutsche Bank and Fortis BNP Paribas and in the United Arab Emirates with Limitless and Istithmar World. In his most recent previous role, he was an

Investment Manager for a portfolio of private equity assets throughout the USA, South East Asia, Africa, and Europe. These investments included greenfield investments, growth organisations and turnarounds of varying size and industry. Daniel has been a Board Member of a number of group companies providing a broad knowledge of fiduciary and corporate legal responsibilities through various markets. At Centrality, Daniel's role will be focused on capital raising, M&A, international

expansion, and working with Centrality's various platform applications.



Andy Higgs, Head of Strategic Partnerships

Andy has a 20 year track record delivering growth, new business and performance improvement in commercial leadership roles across public and private sector organisations. Andy's international experience includes Deloitte Consulting, MTV Networks Europe and co-founding Accelerate Sport (now CSM) developing global sport and entertainment rights based in London. He held Director and Executive Leadership roles with Auckland Tourism, Events and Economic Development and is a strategic adviser for Akarana Marine Sports and Board

Director to Destination Rotorua and Surfing New Zealand. Andy will ensure Centrality partners with world leading brands to achieve widespread consumer exposure and mainstream adoption for the platform



Jerome Faury, Group General Manager

Jerome has 15 years senior P&L and business management/leadership experience. From GM to regional and functional head roles including Board and Non-Executive or advisory positions. Significant hyper-growth & exec leadership experience across digital payments, healthcare and enterprise software. Forged across industry leading companies like Oracle, Orion Health & Payment Express.

The Tech Team

Centrality has a team of 40 software engineers, testers, dev-ops specialists and designers working on the development of the Centrality platform modules and use cases. This world class team provides the horsepower to realise the vision in this whitepaper.



Nathan Smith, Development Manager

Nathan has 20 years' experience in technology solutions with his most previous role as the Head of Digital at a large technology consulting firm (Theta Consulting). Nathan is a highly experienced multi domain architect with considerable experience delivering large complex projects. Nathan leads the overall delivery approach in Centrality, ensuring a quality product with scalable architecture is delivered.



Mark Povey, GM Australia

Mark's role with Centrality is the development of beach head into the Australian market and development of Centrality Technology a new business focus in developing hardware solutions the Centrality Ecosystem.

With over 20 years of experience in start-up businesses in the technology sector, with eyede.com a software identification, card issuer and payments business grew the business from 1 million to over 10 million turnover

including delivering NZ's biggest ID card issuance of 1.2 million cards "SuperGold cards. More recently Mark established a mobile software development business Solta & Solta Labs that developed products and solutions in mobile payments, live streaming at events, distributed digital media networks, IoT solutions and transport solutions.



Ruitao Su, Head of Mobile

Ruitao has more than 20 years' experience in the development of mobile applications with local and global companies. Ruitao is the co-founder of several successful start-ups in the U.S and his last 3 applications were featured on Apple in the U.S. Ruitao provides unparalleled domain leadership in building world first experiences in our native applications. Making this capability easy to consume for developers in robust well written SDKs is his true strength.



Bartosz Holowko, Head of Cognitive Computing

10 years' experience in senior roles at large software and consulting companies in Europe such as Ernst and Young, including leading teams and projects focused on data science and machine learning software in the fintech space. Bart has graduated with both Economics and Computer Science Degrees and brings substantial expertise in linking these to creating real world value. Bart sets the scene for our big data architecture ensuring developers have first class services available to enhance their customer experiences.



Leon Huang, Head of Blockchain

Leon is an experienced senior technology specialist in the banking and finance sector. Leon holds a graduate Diploma in Computer Science with Postgraduate in Economics. Leon is a former VP of technology at JP Morgan and has held senior roles within Credit Suisse and Barclays Capital. Leon left the banking sector to join Alibaba where he was the Lead developing their Blockchain platform and first application. Since then Leon has joined Centrality and is responsible for the overall architecture of Centrality's Blockchain platform.



Sam Zou, Head of Infrastructure and Cloud Services

Sam has more than 15 years of IT experience with various roles in the technology space, specialising in infrastructure and clouding services design and implementation. In his earlier career, Sam developed a world-leading HR application the accumulated multi-million dollars of annual revenue. Before joining Centrality, Sam led a full-stack development team and successfully built the strategic cloud based mobile application for Reckon, one of the leading accounting software firms.



Jordan Maddison, Head of Experience Design

Practiced in the art of how design and technology collide, Jordan Maddison embraces her eye for detail to create epic user interfaces and experiences. Jordan has an Honors Degree in Visual Communications Design and has been the lead designer for branding, UX and UI across 5 successful start-ups to date. Jordan leads the Centrality design team and shapes the visual language used across the platform modules, to create a unified customer experience across 10 Blockchain businesses. Jordan's unique flair for bringing design and new technology together ensures users get the most out of the experience that will lead us into the future.



Abby Potich, Head of Customer Success

Beginning her experience in the world of tech with a Bachelor's degree in Design Innovation, Abby Potich has since spent over 4 years in the world of fast growing cloud software companies. With a foot in the door at point of sale software company Vend as a pioneering Customer Success Manager, she climbed the ladder to lead a team of professionals onboarding and managing customer life-cycles for all high priority accounts in Asia and the Pacific. She then went on to do this at two more SaaS companies and now uses this experience to enable product design and

development align with Customer Success and Experience strategies.

Sources

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5. Identification of Influencers - Measuring Influence in Customer Networks, C.Kiss 2008