RAREMALL
NFT MARKETPLACE

A Revolutionary Content Creation Platform

Whitepaper V.2

July 2021

Table of Contents

I. Market Analysis 01

1. NFTs Trend
2. 2021: A Year of Growth for NFTs

II. Existing Problems & Solutions 02

1. Explosion of NFTs Marketplace - The remains
2. Solutions (Core value)

III. RareMall – NFT Marketplace 04

1. Introduction
2. Vision
3. USPs
4. NFTs Diversification
    - 4.1. Artworks
    - 4.2. Virtual Game Items
    - 4.3. Online Gaming Videos
    - 4.4. Domains
    - 4.5. Memes
5. Stakeholders
6. User's Flow
    - 6.1. Creating
    - 6.2. Selling & Purchasing
    - 6.3. Auction of high-value content

IV. RareMall's Token 09

1. MALL Token
2. Token Utilities
3. Token Distribution
4. Token Economics

V. Roadmap 12

VI. Team 13

VII. Strategic Advisors 14

VIII. Upcoming Ideas 15

IX. Social Media Accounts 16

X. Disclaimer 16

I. Market Analysis

1. NFTs Trend

Despite being a relatively new technology, Blockchain has already transformed our lives in various aspects such as healthcare, finance and agriculture. The breaking dawn of every new ground entails a supernova of excitement.

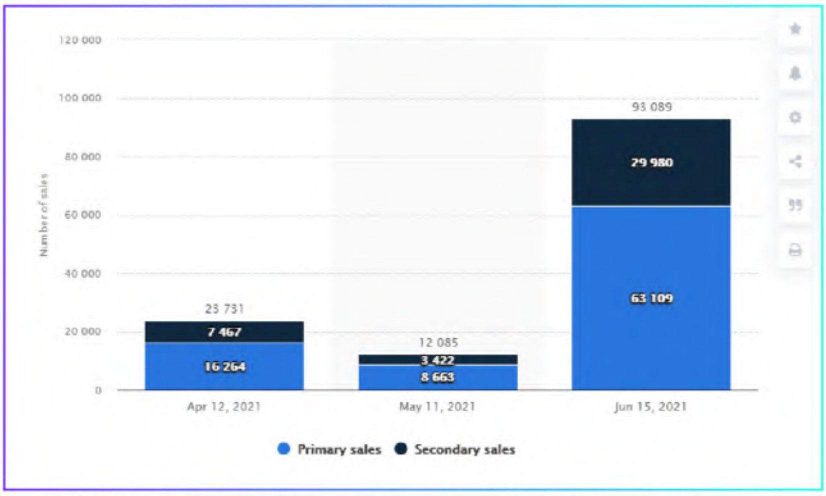
NFT, a hot trend of cryptocurrency in the Blockchain market, utilizes technology to catalog and trade digital collectibles such as art, music and video games. Though it is peculiar to most people, especially those whose access to technology is limited or mechanisms are insufficient, NFT aims at recalibrating and redefining our cultural values.

A number of artists are believed to incline towards tokenized products with expected high values. They have created a community effect by auctioning digital arts instead of holding a traditional exhibition. In these digital auctions, paintings can be tokenized as NFT and sold at unbelievable prices. Covid is also an obstacle to organizing offline activities, so the trend in converting to digital goods business is on the rise.

2. 2021: A Year of Growth for NFTs

2021 has witnessed a real gain in the popularity of NFTs. Given the fact that more and more NFTs are created and exchanged, people are now investing their top dollars on a digital asset that they wish to claim as their own.

- 2021 saw a decline in the value of NFTs for gaming but a climb in that of arts.
- Big name brands, such as Taco Bell, started offering their NFTs by creating digital collectibles for sale.
- The monthly sales on OpenSea reached $95 million in February 2021
- The trading volume of NFTs on Ethereum exceeded $400 million by March 2021



Source: *Statista Research Department, June 15, 2021, NFT sales in the art segment worldwide in the last 30 days April-June 2021, by type, accessed June 24, 2021*

Trading volume on decentralized exchanges also saw a similar pattern of steady growth and a slight decline near the end of the first quarter of 2021. According to CBInsight in the article "NFTs: Is The Spotlight-Stealing Blockchain Tech A Cash Grab Or The Next Big Thing?", NFT has the potential to impact industries far beyond Gaming and Digital Art. In terms of content, companies like Mirror allow writers to own and sell their work as NFTs, opening up new ways to distribute content and create monetary benefits. A number of companies are branching out further into financial services, in the midst of the DeFi and NFT crazes. 2021 promises to be a year full of opportunities and challenges for all investors in NFTs.

II. Existing Problems & Solutions

1. Explosion of NFTs Marketplace & The remains

Presently, NFTs-based blockchain projects have been of considerable significance in utilizing digital assets to develop new applications. According to Dappradar, CoinMarketCap & CryptoRank, there are now more than 55 NFTs marketplace platforms and over 10 projects in preparation for ICO, IDO and IEO. In addition, the total revenue and active wallet ratio of NFTs have experienced a dramatic increase, making them ideal creators of breakthroughs in the blockchain technology industry.

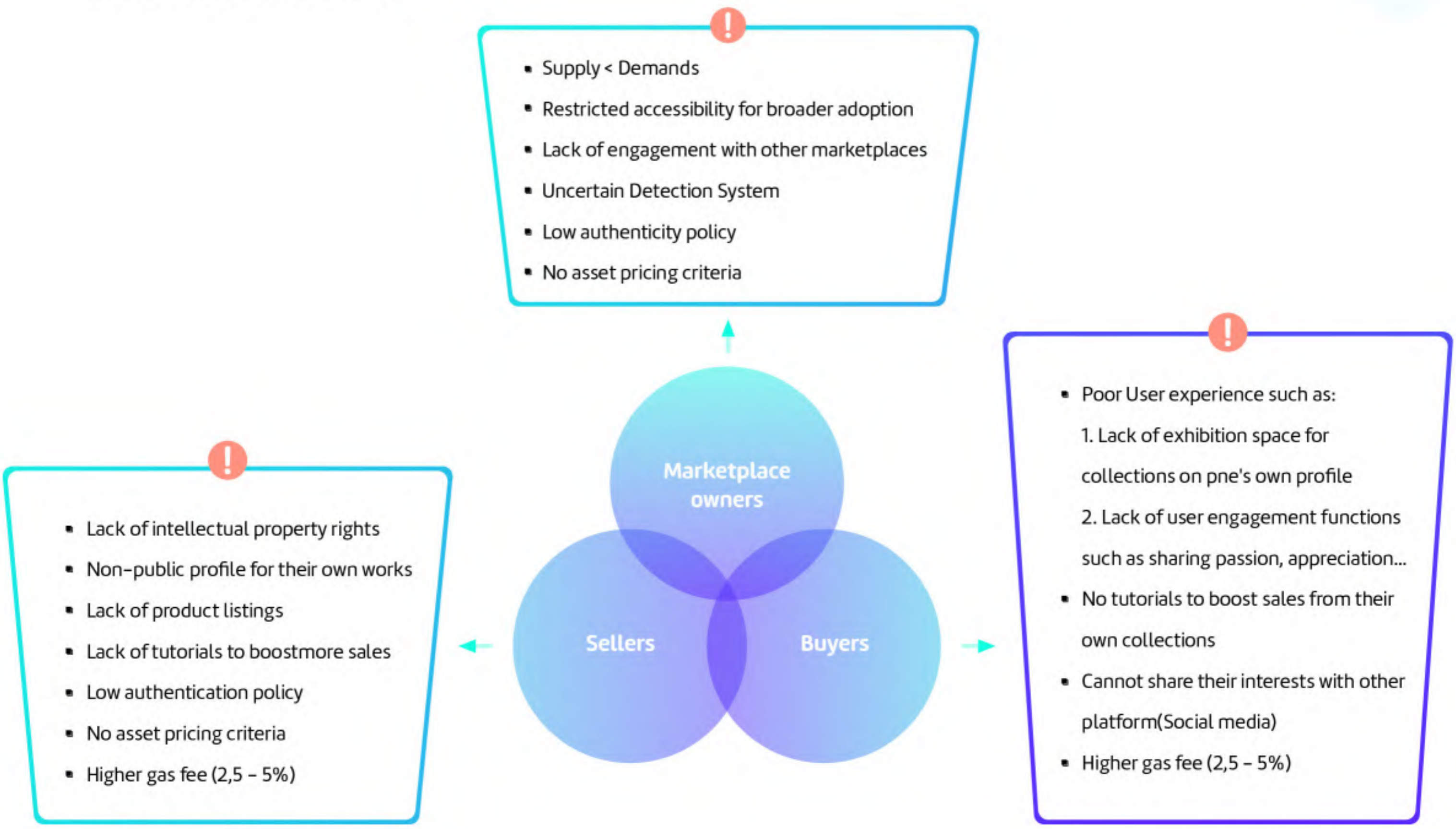
The massive arrival of marketplaces have given birth to a number of core problems for not only the market itself but also the stakeholders involved directly in the exchange of NFTs assets. Some are detailed as follows:

- As the first and largest marketplace with all kinds of NFTs and more than 4 millions products, Opensea focuses on developing the diversity of NFTs. However, it pays sole attention to some basic transactions such as selling, buying and trading.

- Rarible is another big name worth mentioning as a new evolution in the application of blockchain technology for NFTs. Besides product diversity, it attempts to improve users experience by providing more unique features such as decentralized operation, multiple NFTs for one single image, multiple payment methods. Rarible can be seen to overcome Opensea's remaining difficulties. It, however, has not succeeded in tackling the core problems.

Basically, the differences are insignificant among current marketplace platforms although they have made improvements on NFTs product types that target various user groups. However, a vast majority of them have not proposed thorough solutions to support their sustainable development and reinforce brand positioning.

According to our research on the multifaceted NFTs market, there remain several problems that desire prompt and effective solutions. Specifically, they are the lack of a clear distinction between ownership of the NFT and ownership of its underlying intellectual property, volatile minting costs, etc. Otherwise, those marketplaces would still remain standing.



2. Our Solutions (Core Value)

As a hugely growing market, NFT marketplaces provide a plethora of opportunities to innovate and compete. The analysis above has delineated some striking problems in today's market, calling for the exploitation of various aspects in order to benefit all those directly involved.

We recognize the immense potential of NFTs in the future. With an outpouring of support by an experienced development team, competitors' operating models, as well as a rich knowledge of the market and users psychology, we hope to provide a comprehensive solution to the aforementioned problems and bring more value to all NFTs communities.

Our solution optimizes the product platform and users experience in various ways. RareMall mints NFTs on Binance Smart Chain adopted to minimize the fee for everyone. Social and engagement aspects are likewise combined with NFTs & DeFi, making us outstanding as we offer an emotional and passionate product. RareMall helps NFT owners understand IP Law to protect the value of the NFT itself and the authority.

The core value that we want to build RareMall is to become "A revolutionary Content Creation NFT Marketplace". All art creators, collectors or crypto addicts can create their own NFTs, post and sell them for the best price. They can freely share their passion, interact and develop the community as well as spread the trend of NFTs to all industries and business areas. Let's elevate the intelligence and the value of art, honor the uniqueness so that everything is worthy of its own value.

RareMall Marketplace

Focus on user's experience (Quality)

Focus on the NFTs diversity (Quantity)

Vision

A platform and a community that honors a person's talent and creativity.

Potential Features

- Develop the functions of Lend, Borrow, Stake, and Earn
- Consider reduce transaction & auction fee to < 2%/sale
- Header sidebar by sellers
- Have a mechanism to price assets
- Sellers have their own page featuring all their work, their vision and a biography
- Buyers have profile page to exhibit products.
- Improve frontend & function more interactive like social media
- Have an authorized & Privacy Policies are workable for users

Vision

A platform and a community that exhibit & easy to discover top trending NFTs products, boost transactions

- Artworks
- Memes
- Videos
- Virtual game items

Potential Features

- Focus on optimizing fiter & search navigation (The best ever)
- Focus on Product Pages, Categories pages with CTA
- Focus on Boost Transaction Effectiveness: Faster & More functions such as NFTs bundles, etc

RareMall empowers much more than just selling & buying NFTs !

III. RareMall - NFT Marketplace

1. Introduction

Beyond the marketplace, RareMall platform is a community that honors talent and creativity. It serves to empower both traders and customers with hassle-free access to top trending NFTs products, thereby making it an attractive medium for online transactions.

The RareMall ecosystem benefits all stakeholders namely investors, NFTs sellers, buyers and crypto traders in terms of monetization and token trading experience.

RareMall provides tight security for online transactions via NFT technology that can be applied to any communities involved. It is expected to be one of the most reliable retail marketplaces for unique digital products. Any transactions can be performed with high confidence regardless of the values.

2. Vision

RareMall marketplace has the vision to provide a platform for sellers, buyers, crypto traders to transact NFTs, exchange digital collectibles as well as express personal talents and raise the bar in the community. It also calls for investment and attracts potential promoters.

3. USPs

We value users and their experience, so our products are developed to achieve 2 main goals:

1

RareMall Marketplace is better than the others:

- **Complete synthesis of all DeFi functions**
  RareMall has all DeFI functions integrated into its very platform to increase the liquidity of transactions of decentralized exchanges including: lending, borrowing, staking, earning, etc. Besides, RareMall's Native Token also offers more utilities than any other NFT Tokens when it comes to participating in exchange and trading activities on RareMall.
- **Supportive AR & VR for Digital Assets**
  RareMall supports VR/AR display rooms for the listings of Game Items, Digital Arts, Motion Cartoon Characters, etc. Virtual reality 3D exhibitions are organized regularly to create competitiveness in the creative environment and enhance the value of outstanding digital art works.
- **Flexible mechanism for price assets**
  RareMall has established an NFTs pricing mechanism to help sellers and buyers estimate the price of digital assets in an equitable manner. The pricing mechanism could even become a supporting standard in NFT auctions in order to keep the price balance in the ecosystem.

- **Appealing Product Pages, Category pages, Collection Pages**
  RareMall focuses on user orientation, helping them explore the world of NFT across many fields, genres, styles quickly and for the right purpose. The system of Product, Category, Collection pages is designed and developed based on an automatic suggestion mechanism in place for user needs learning. Therefore, RareMall is onto offering them the best aesthetic-usability experience.

- **Clear Authorized & Privacy Policies**
  RareMall authenticates users with photos and personal information on a mechanism that respects and secures user data in compliance with security standards. Users can choose an option of password-based 2-factor authentication to protect their account from unnecessary risks.

2

RareMall is the first NFT Marketplace owning:

- **Interactive Social Media Profile & Portfolio Page for Seller & Buyer**
  RareMall values creativity and wishes to provide users with a great space to display their existing or collected NFTs. Profile & portfolio pages are designed as social media to help users freely update information, share personal preference as well as enjoy followings and likes when interacting with other users. This brings ample experiences and values not only materially but also spiritually to any users on RareMall.

- **Dynamic & Radically advanced filter & search navigation system**
  RareMall proposes a highly advanced mechanism for analyzing, aggregating and extracting data for users by date, week, month, year according to search behavior, filtering, sorting on the best-selling NFTs, buying and selling patterns, auction rates in order to help users do research, have report-based considerations and make the most accurate decisions.

- **Superb Auction Live Chat**
  RareMall sets up live chat in auctions with moderators and algorithms to keep it safe and user-friendly. Sellers can set up a public chat group for bidders to participate and make continuous bids. This speeds up the exchange, buying and selling and creates FOMO effect during the transaction.

- **Fast checkout with NFTs bundles**
  RareMall allows buyers to purchase multiple NFTs at the same time by "Add to Cart" with a maximum of 10 NFTs. During the transaction process, the buyer needs to connect to his wallet once only to pay for all the separate sellers in the fastest and most accurate way.

4. NFTs Diversification

Artworks

RareMall aims to help artists and content creators to unlock value from the tokenized content. It would be great if every artist could hold an online exhibition and sell their works at the price they deserve. Every single artist can build their own reputation and make the FOMO effect for each digital asset to boost pricing evaluation and accept the most potential new owners through online auctions. RareMall absolutely supports all and even non-technical artists.

Game items occupy the 4th position in the ranking of NFTs trending products with high revenues. Game developers are recognizing the value of tokenizing gaming platforms and the demand to have more platforms which support virtual reality (VR) and augmented reality (AR) mature. It is also expected that artists will increase their virtual creations. This will develop a self-standing market, where NFTs prices will not be correlated with cryptocurrencies. RareMall plans to support all the gaming community to have more activities and value when joining.

Virtual Game Items

Online Gaming Videos

RareMall could offer the platform support for online video games as a way of interchanging game-related NFTs between members of the gaming communities. This, besides adapting online gamers to the value proposition, would also benefit from the strong community building among them.

Anyone can own domain names that others like and are passionate about owning. RareMall platform is a reason for any domain collectors who pursue to collect a unique, strange or meaningful domain name. Convenience exchange, collection, exhibition, auction are also supporting activities for all collectors.

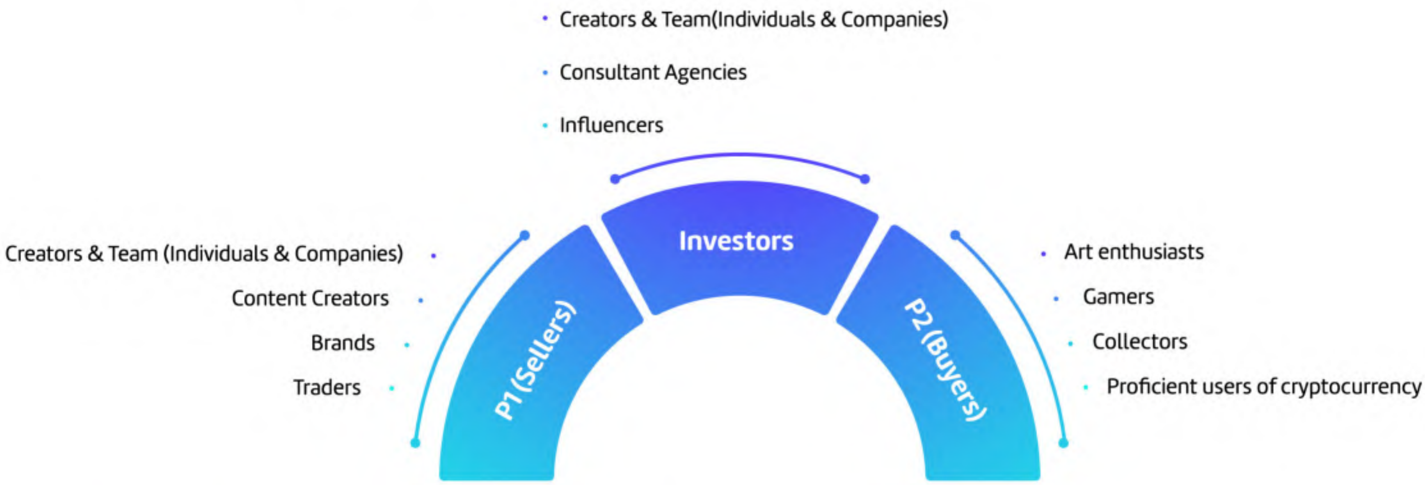
Domains

Memes

One trending type of NFTs that RareMall runs is viral Memes. It values its own uniqueness, boosts the trend and triggers the explosion in the NFT market. RareMall supports sellers to create landing pages for each viral meme to sell, allow auctions and then raise the engagement rate. Sellers can run ad campaigns to drive more traffic to sell their products.

5. Stakeholders

RareMall is the ecosystem that involves all stakeholders in a consistent process, aiming to solve the existing problems, bring more values and increase the engagement. All of the stakeholders play an important role in RareMall's development lifetime.



6. User's Flow: NFT Traders – Ecosystem

6.1. Creating

RareMall allows users to create their own NFT art with a wallet connected with RareMall.com. Two options are available: Binance Chain Wallet and Math Wallet.

6.2. Selling & Purchasing

This section details the operations and steps required to execute a transaction. Two anonymous users, Tim and Cindy, would like to exchange their NFTs without going through tedious procedures and high fees. There are two methods available. They can either send their NFT with no identity guarantee of the counterpart or rely on NFT Trader for higher security against scams.

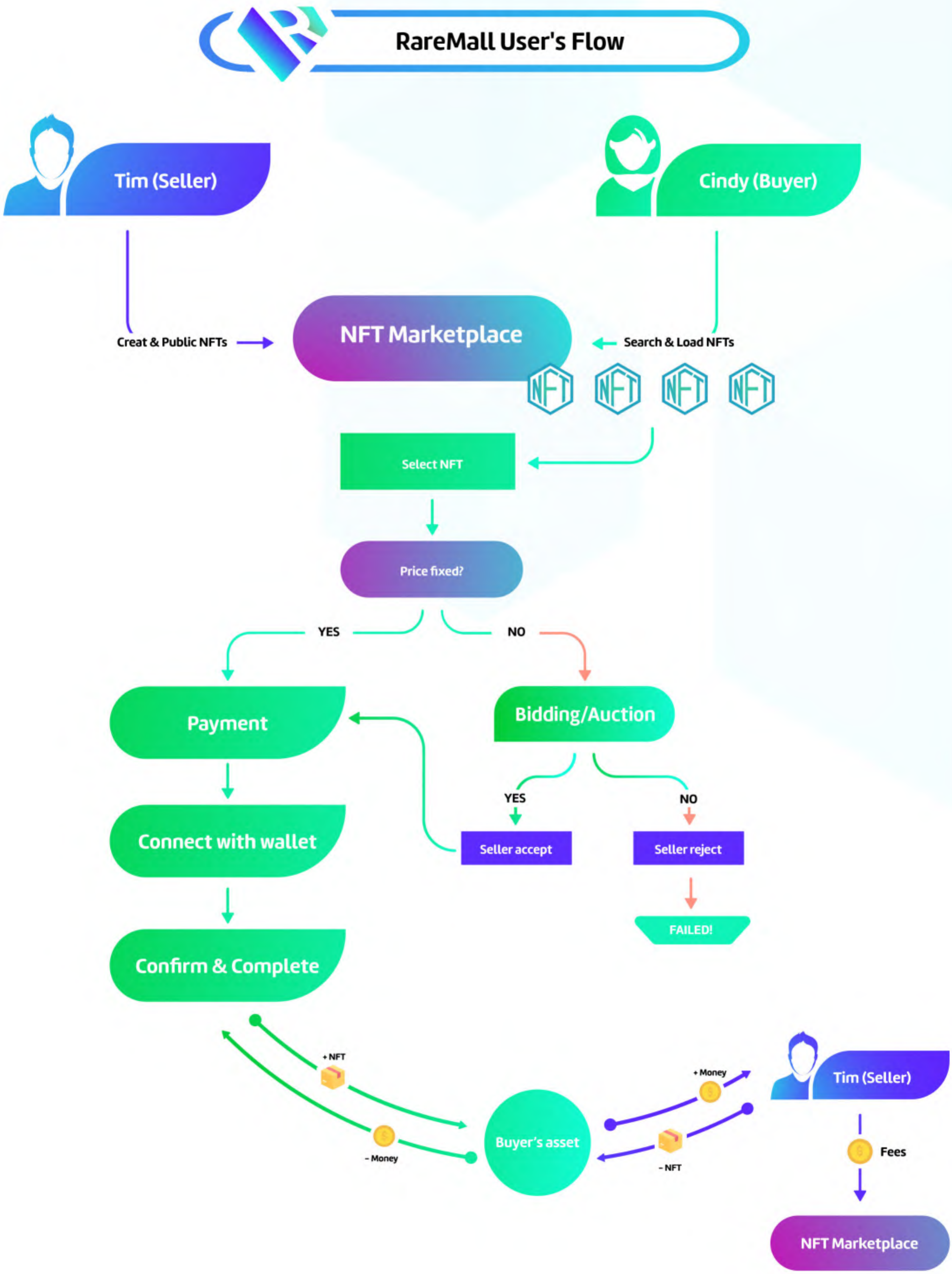
Tim falls in love with a game card by Cindy when searching for NFTs. It takes Tim just one click to the card and "Buy Now" to confirm all the fees if he finds them reasonable. After his successful purchase, the card comes to Tim's wallet rather than Cindy's.

6.3. Auction of high-value content

Precious content offered by renowned creators is often in high demand. Auctions can provide fair competitions among buyers and bring optimal benefits to the artists.

RareMall allows sellers to set up an auction for 1 or more NFT assets for a specific period, publicly counting down on Marketplace. All users have the right to participate in auctions with different prices through the form of sending an auction request.

Each user has the right to bid more than once within the time allowed. Until the expiration of this auction period, the seller should be able to accept or reject. If rejected, the auctioneer will receive a failure notification, and if accepted, the auctioneer becomes the buyer and the asset is transferred directly to the buyer's wallet.


RareMall User's Flow
Tim (Seller)
Cindy (Buyer)
Creat & Public NFTs
NFT Marketplace
Search & Load NFTs
NFT
NFT
NFT
NFT
Select NFT
Price fixed?
YES
NO
Payment
Bidding/Auction
YES
NO
Connect with wallet
Seller accept
Seller reject
FAILED!
Confirm & Complete
+ NFT
- Money
Buyer's asset
+ Money
- NFT
Tim (Seller)
Fees
NFT Marketplace

IV. RareMall's Token

1. MALL Token

Beyond the marketplace, RareMall will be governed and supported by our native and fungible MALL tokens.

Token	MALL
Blockchain	Binance Smart Chain
Token Standard	ERC20
Type of token	Utility Token

2. Token Utilities

Payment

Token MALL is used as the main payment means and to pay for transaction fees in the RareMall platform.

Advertising

Users can buy placements to put their NFTs on any online exhibitions on Raremall.

Royalty

Token MALL is used to pay authors for their authorization rights as a secondary sale's commission.

Lending/Borrowing

Users are allowed to put up their NFT assets as collateral for a loan or offer loans to other users on their NFTs. If the borrower does not pay off the outstanding repayments before the due date, the asset will be transferred to the lender.

Staking/Earning

Users are allowed to staking MALL in their wallets or other NFT holder's wallets for a specific period to receive the rewards from RareMall. This aims to create monetary incentives for the most committed and motivated players. Our staking mechanism takes place on BSC by a number of community validators and delegators. Validators take turns to produce blocks and power the BSC network by processing transactions as well as signing blocks. In return, they earn a reward in MALL tokens. Through staking, delegators can choose their preferred validator and help them achieve the minimum stake required by the protocol. In effect, delegators are pooling their MALL to their preferred validator.

Yield Farming

Users are allowed to earn fixed or variable interest by investing cryptocurrency in a DeFi market.

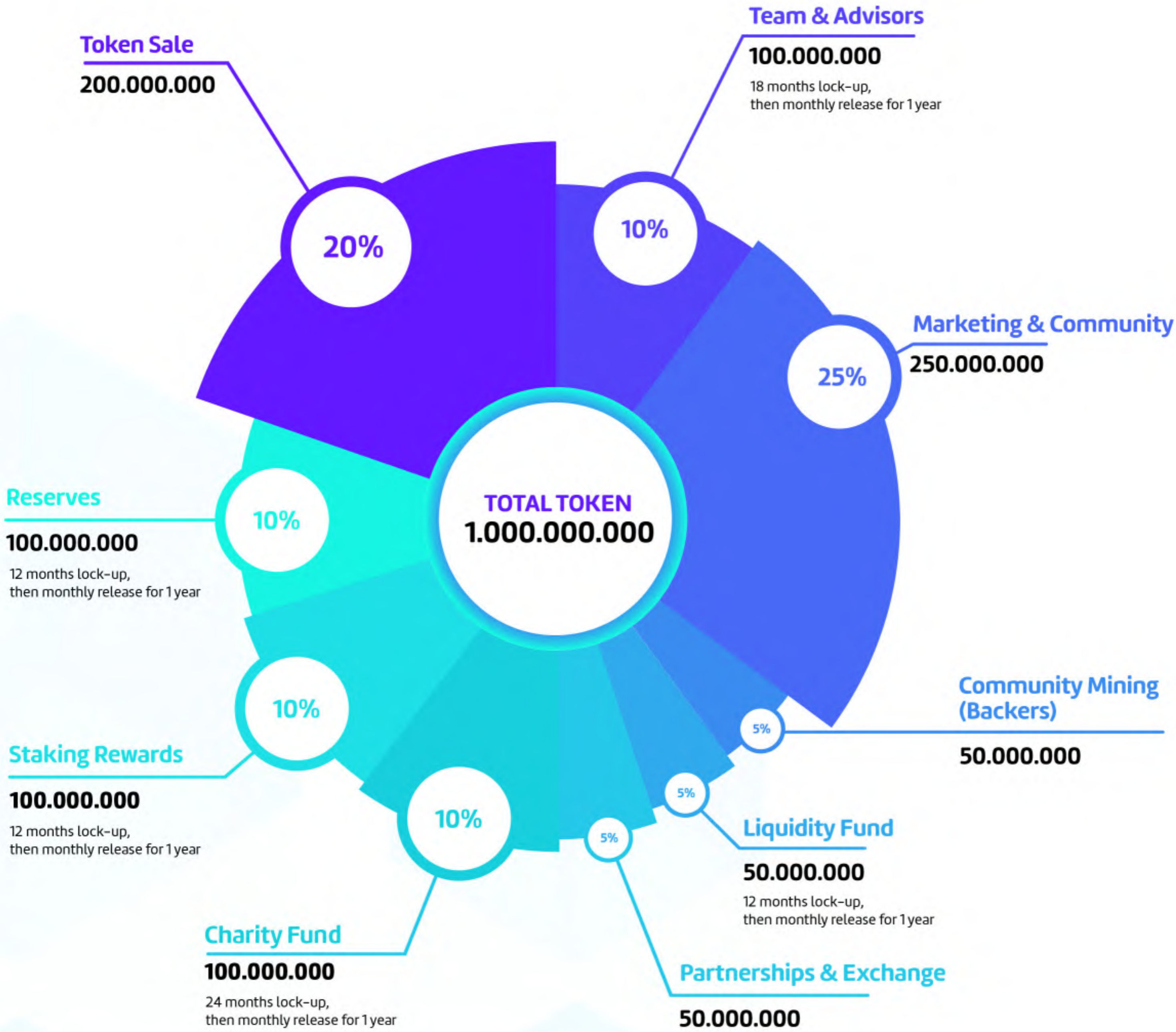
Governance

Users have the right to vote for important changes of RareMall by holding MALL

Renting

The smart contract will make sure that the borrower cannot resell or destroy the object, and makes sure that object returns to the owner when the rental period ends.

3. Token Distribution



4. Token Economics

Total Fundraising Goal $ 5.123.077

	Lock-up	Vesting
Seed	2 months lock-up from TGE	Initial release 20% for 1 month, next 9 months lock-up, then monthly release for 1 year
Private Sale 1	8 months lock-up from TGE	Monthly release for 1 year
Private Sale 2	4 months lock-up from TGE	Monthly release for 1 year
IDO	N/A	N/A

V. Roadmap

Milestone	Business Activities	Product Development
Core Marketplace: Sell, Buy & Auctions **Q3/2021**	- Concept - Whitepaper Release - Website Release - RareMall Prototype - Community Building - Seed Sale - Listing on Coinmarketcap, Cryptorank, Coingecko - Airdrop - Bounty - Partnership with KOLs, Influencers, Stars - Private Sale 1 - AMA - Marketplace launching	- Smart Contract - MALL Token Creation - Time Lock - RareMall MVP: Sell & Buy NFTs - NFT Timed auction - Open for bids - Public profile verification - Dynamic filter & search navigation system - Faster & More functions such as NFTs bundles - Basic notification center
User Engagement & DeFi development **Q4/2021**	- Update audits to ensure objectivities - Private Sale 2 - Users Acquisition (Artists, NFT Creators) - Expand IDO Platform: CoinList, Polkastarter, Gate.io., DAOmaker Public Sale - Seed Pool Launch - Airdrop - Bounty - Partnership with Companies, Manufacturers (Artworks, Game)	- Appealing Product Pages, Categories pages - Seller & Buyer Profile & Collection page - NFTs analysis & report system - Social Mode - Update Smart Contract - Lending & Borrowing - DeFi staking reward - Farming system
Advanced Experience **Q1/2022**	- Yield Farming - Partnership with other NFT Marketplaces - Community NFT mining - Online Exhibition	- Auction Live Chat - User's Behavior Analysis & Report - 'For You' section - AR & VR Exhibition System - Advanced Notification Center - Enhance user's interaction
Advanced DeFi functions **Q2/2022**	- Platform Integration (ETH, Solona, Ada)	- Stakeholder Governance - Mission center
Boost User & Investor's Loyalty **Q3/2022**	- Listing on Top Exchange - Event Celebrations	- Livestream Exhibition - Membership system
Revolutionary Features **Q4/2022 & Later**	- First tokens burn	- Mobile Support (Responsive)

VI. Team

Tony Vu – Founder and CEO

11+ years of unrivaled experience in operating business startups with the high achievement of being the Top 1 Mobile Marketing Publisher. Founder & CEO of 3+ SaaS technologies companies that attract 5 million users within a single year. Outstandingly completed Leadership & Strategy course at the City University of Seattle.

Iris Le – Growth Marketing & Project Manager

4+ years of experience as Marketing Manager with a solid record of successful leadership, planning, community building and growth-hack strategies in a diversity of industries (Website & App Development, E-commerce, Furniture, Transportation, F&B). Senior Operation & Marketing Consultant for 6+ Startup projects in the field of technology, retail market, etc, mastering on Europe - American and Asian Market.

Mint Nguyen – Product Manager

5+ years of experience & result-oriented Product Manager with the ability to lead the development of regional products from conceptualization through launch by employing effective Project Management principles. Possesses in-depth experience in translating complex customer needs into requirements to deliver features that provide competitive differentiation to the product. Expert Product Manager well served with all facets of product development & management including design, development, launch, and marketing.

Max Nguyen – CTO

A high-experienced blockchain developer and programmer (C++, Python, PHP, Javascript, Rust, etc.) and a master of Bitcoin base and ERC20 blockchain. Worked for Samsung Vietnam on security projects from 2014 to 2016, many blockchain projects from 2016 at Zcoin and Midas Protocol and currently new infrastructures like Solana, Avalache. The key person to win the 1st prize on the Hackathon of Solana completion.

Corbin Nguyen – Devops Engineer

Highly skilled Security Expert, Blockchain Programmer, software and system Architect with 7+ years of ample experience. He has considerable expertise in database management. He achieved the 1st prize of Olympic 24th (2015), Free and Open Source Software (FOSS).

VII. Strategic Advisors

Priority Token Agency

Priority Token is an international ICO advisory and promotion agency incorporated in the UK with offices in London, Singapore, Moscow and Dubai. They ranked Globally TOP 3 STO consulting agencies in the world.

TokenMinds Agency

TokenMinds is a fast-growing token sale marketing, startup consulting and fundraising agency focused exclusively on helping entrepreneurs secure capital and build cutting-edge blockchain solutions faster.

VIII. Upcoming ideas

More Partnership

Cooperation is always better than competition. We are continuously reaching out to protocols on various chains and inviting more stakeholders from the mainstream entertainment industry. We believe that with more partners, our ecosystem will become even more robust.

Artists Events & Activities

There are thousands of talented people who create their masterpieces but few do that with NFT formats. We will inherit from them, and encourage more and more people to make full use of their talents. We will try to connect the artists with the same fields, fashion, create more and more Online Events, Activities to honor the talented Artists in the RareMall community.

More payment Methods

In the later phases, we expect to enhance users' experience by allowing more payment methods. Buying NFTs using credit card or Paypal is possible: the system will be possible as the system goes a step further by connecting with services to support payment for non-crypto users.

User Membership (Loyalty Program)

After each successful transaction on RareMall, both seller and buyer earn points. We will build membership tiers to encourage users to increase transactions to get a discount when upgraded to a tier.

IX. Social Media Accounts

X. Disclaimer

This Whitepaper is meant to provide more information on NFTs and RareMall and does not constitute a prospectus or offer document of any sort. This Whitepaper does not constitute or form part of any opinion or any advice to sell, or any recommendation or solicitation of any offer to purchase RareMall tokens or any other products of RareMall. Before any investment decisions are made upon the information in this document, consultation with your jurisdiction is highly advised.

You are fully aware and understand that in the case where you wish to purchase any RareMall tokens or any other products by RareMall, there are risks associated with digital token exchanges, their business and operations. You should be aware that you may be required to bear the financial risk of any purchase for an indefinite period of time. You acknowledge that RareMall will not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise. You agree not to hold the team and/or the owners of RareMall responsible for your financial losses.

You also accept that RareMall tokens are sent to you as a present and RareMall staff is not obligated to provide you with any support. This whitepaper is supplied with no promise of result or outcome, and the data and information included in it may be incorrect. The team and proprietors of RareMall are not liable for any damages of any kind, including but not limited to loss of access to the website, loss of profits, loss of data, or loss of funds. This document may be overly optimistic with all of the assertions and plans completely subject to uncertainty. The information in this publication is not guaranteed by RareMall's owners or team.

Contact: contact@raremall.com