



TRUEGAME

TRUEGAME S.R.L.
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National Register Costa Rica
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Ceviche del Rey

| WHITE PAPER



FIRST OF ALL, THANK YOU FOR YOUR CONSIDERATION!



Dmitry Danilov
CEO of Truegame

Will the price of bitcoin grow or fall - no one knows. But I'm sure there is nothing better than real industry behind the blockchain. Successful projects in the industry will benefit people. And today I am happy to introduce Truegame project to you.

Last year we presented a fully working project to the public. Truegame received a positive feedback from professional community. We are not even the first, but the only one of the few who presented a working smart contract blockchain based project with a unique scalable architecture.

We are progressing consistently: we didn't conduct token sale on the hype of the year 2017, but instead developed a product, collected a feedback and improved the platform.

Now when we see the usefulness of TGAME token, we are ready for market expansion, that's why my team consists of high-level development specialists and strong marketing professionals with large expertise in user acquisition, email marketing, traffic attraction and promotion. And only now after a year of realization we can offer TGAME token to you.

TGAME token is a utility token used for playing games on Truegame platform.

CHOOSE PROJECTS FROM THE REAL BLOCKCHAIN INDUSTRY!



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INTRODUCTION

Throughout history, people have been attracted to games of chance. Every day millions of people around the world play lottery games, take part in prize draws, spend time in poker rooms or play slot machines. Many of these games are now played online.

The market of igaming is growing rapidly every year. If in 2016 the volume of gaming industry in global market was about USD 44.16 billion, and by the year 2022 it is forecasted by analytics to become USD 81.71 billion. The annual growth of the market for the years 2017-2021 is expected to grow by 18% [1].

However, there has always been a serious issue of trust in the iGaming industry. It not only concerns the trust of players in each other, but also the trust they have in casino managers. The issue of trust is very important in online gaming industry. Players can't verify the integrity of a game or a lottery, and they can't be sure of the honesty of the organizers [2].

With the development of blockchain technology, the world of iGaming can undergo strong changes. Blockchain enables to transfer winnings, generate random numbers, isolate draws from any manipulation, therefore it brings full transparency and reliability to the gaming process. iGaming is perhaps one of the few areas where all the advantages of blockchain solutions can be fully disclosed - decentralization, transparency, low transaction costs and high data quality.

The idea of combining blockchain and iGaming lies at the heart of our platform. Truegame solves the above issues of trust through its innovative use of blockchain technology and smart contracts. We developed the infrastructure on the basis of Blockchain Ethereum and in 2017 we launched a fully working platform, which already has more than 10 games and users are actively playing them. Prizes, lotteries and several types of scratchcards are available on the platform. All games are completely transparent and are based on proven RNG algorithm.

TRUEGAME OFFERS A NUMBER OF THE FOLLOWING BENEFITS TO THE PLAYERS:



ABSOLUTE INTEGRITY OF PRIZE DRAWINGS:

it is ensured by the use of a completely open blockchain technology. One can verify game results at any time in blockchain open registry. This information cannot be manipulated.



FAIR CHANCES TO EACH PLAYER:

the game is based on totally random combinations received from blockchain. They are secured and cannot be manipulated. The winnings are dependent only on the fortune and mathematical probability.



FAIR DISTRIBUTION OF THE WINNINGS:

the winnings are not distributed by the casino manager. Blockchain automatically sends the winning immediately it has determined the winner, strictly in accordance with the rules of the game.



FULLY INTEGRATED PLATFORM:

we have developed a platform architecture which allows us to quickly implement any game on smart contracts, add a payment system, third-party service, etc.

There are also other benefits as: advanced privacy, SSL security, instant withdrawals, etc.

We are continuously updating our games collection, and each game is based on secure and open sources.

One of the advantages of our platform is its flexibility and mobility, as it allows us to quickly implement new games - in 2018 we plan to launch such games as Dice, Giftbox, Smart Roulette and many more [3].

We understand the importance of ensuring a full transparency, so that any player can be aware of the reliability and honesty of our algorithms. Therefore, we place the code of all smart contracts on Github [4].

ADVANTAGES FOR TOKEN BUYERS:

➤ Absolute transparency

Absolute transparency and independence are the basics of our solution and of blockchain technology. The results of each game are verifiable in the blockchain open registry and cannot be manipulated.

➤ Fair chances to each player

The game is based on totally random combinations received from blockchain. These are secure and cannot be manipulated. Your winnings are dependent only on fortune and mathematical probability.

➤ Fair distribution of winnings

The winnings are distributed by the blockchain network, not by the casino manager, strictly in accordance with the rules of the game.

➤ In case token crowdsale does not collect softcap, all the transfers are returned;

➤ Truegame is the working smart contract based iGaming project ever coming on token crowdsale, which collected positive feedback from professional community [5];

➤ We are considering an opportunity of obtaining a license of Curacao and a Malta gaming license that will give us more opportunities for project development.*

** The final decision on the issue or refusal to issue a license is taken by the regulator.*



Truegame.io is the fully integrated iGaming project to come to token crowdsale. We are prepared for the launch of marketing campaign and the multi-channel attraction of the players.



2

iGAMING MARKET



The global online iGaming market was USD 44.16 billion in 2016 and is estimated to reach USD 81.71 billion by 2022, at a compound annual growth rate (CAGR) of 10.8% [6]. The global mobile iGaming market is forecasted to grow more rapidly, at a CAGR of 18.84% during the period 2017-2021 [1].

GLOBAL ONLINE iGAMING MARKET (U.S. billion dollars)

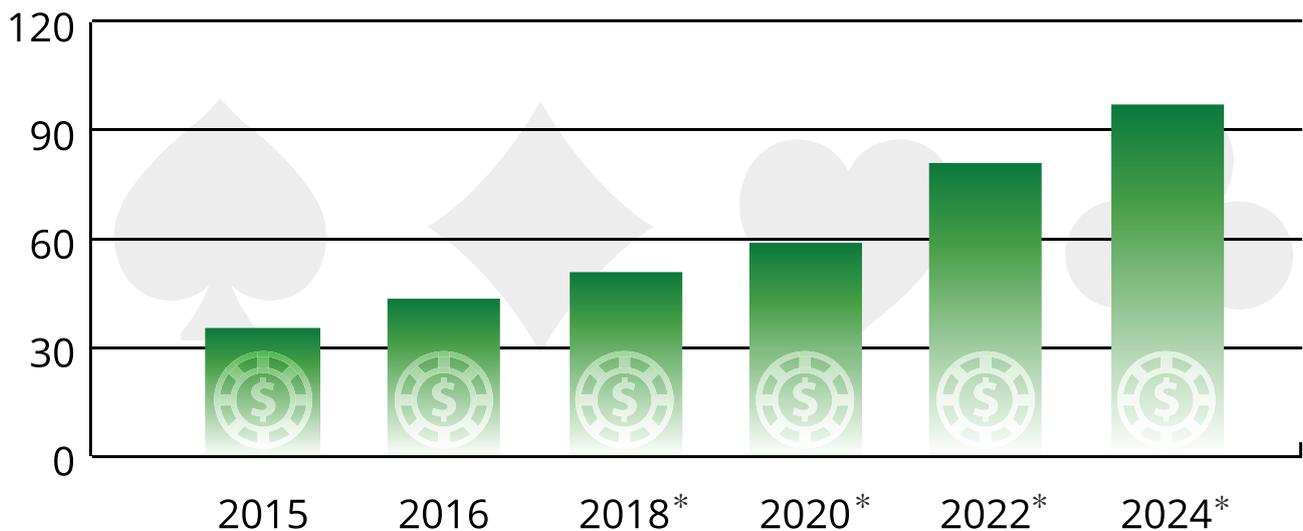


Figure 1. Global online iGaming market from 2015 with forecasted figures 2018-2024.

Sources: [statista.com](https://www.statista.com), www.businesswire.com,
www.mobyaaffiliates.com/blog/2016-global-gaming-gambling-markets-overview/

The overall online iGaming and betting market is normally segmented on the basis of types, platform, device used or geographic regions. On the basis of types, the market is segmented into online casino games (bingo, slots, roulette, keno etc.), card games (poker, blackjack, baccarat etc.), online sports betting, fantasy sports, lotteries and social gaming. In 2015, sports betting held the largest portion of the global online iGaming industry with a market share of 48 percent [7]. Online lotteries held around 10% of the global online iGaming revenues [8].

Based on the type of platform, the market is segmented into web-based online iGaming/betting and downloadable online iGaming/betting. Based on the type of the device used by player, the market is divided into desktop and mobile segments. The desktop segment includes PCs and laptops. This segment accounted for the majority market share during 2016 and will continue to be the largest segment in terms of shares. [9]

Online iGaming is legalized in more than 80 countries across the world. On the basis of geographic regions, the market is classified into Europe, Asia and Middle East, USA and the rest of the world.

GLOBAL ONLINE iGAMING MARKET SEGMENTATION on the basis of geographic regions (2015)

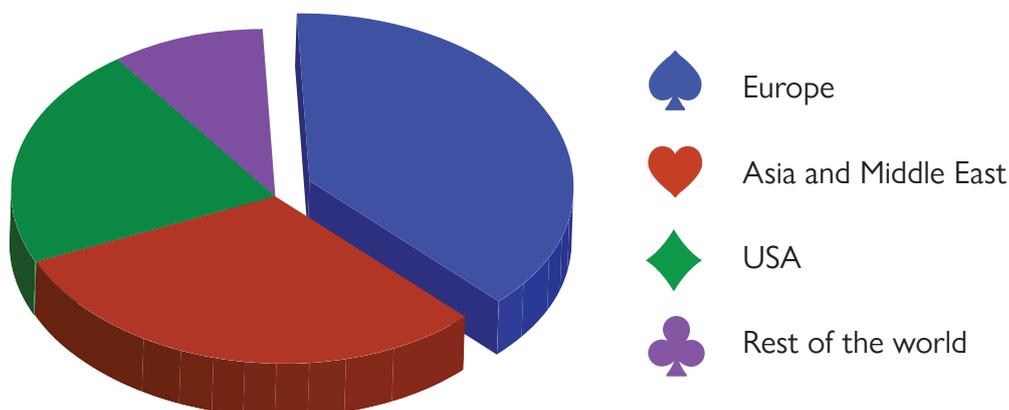


Figure 2. Online iGaming market segmentation on the basis of geographic regions
(according to the estimated market size of each region in 2015).

Sources: statista.com

Let us put some interesting facts about online gaming. Online lotteries are encouraged in China [10]. The Singapore government exempted two online iGaming service providers called Turf Club and Singapore Pools from Remote iGaming Act in September 2016 [11]. Asian and Middle Eastern market size is estimated 11.67 billion U.S. dollars [12].

Europe has the largest online iGaming market in the world [13] with a market size of 18.11 billion U.S. dollars (2015) [14], and this is just going to increase as Netherlands adopts new online iGaming regulations. The region is home to the highest number of online iGaming operators with minimal regulations as compared to other regions. Subsequently, Europe is set to remain the dominant market for online iGaming and betting throughout 2025 [15]. The UK plays a key role in the European market, followed by Malta.

THE SOURCES OF ONLINE iGAMING REVENUES in Europe

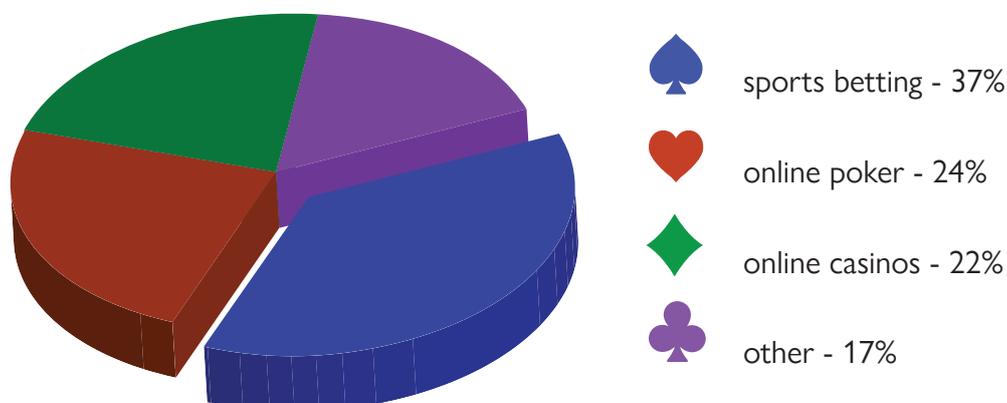


Figure 3. Online iGaming revenues in Europe. Sources: statista.com

The global online iGaming market is characterized by the presence of several vendors competing to gain market dominance. Key vendors in this market are - 888 Holdings, bet-at-home.com, GVC Holdings, Ladbrokes Coral Group, MGM Resorts, Unibet Group. Other prominent vendors in the market include Betsson, Camelot Group, Genting UK, NetEnt, Paddy Power, Playtech, Rank Group, The Stars Group, and William Hill [16].

In spite of high growth, the global online iGaming market is still facing some challenges. Some of the major challenges faced by the industry are: lack of suitable software handling, cyber security issues and stringent government regulations among with security issues and high tax rates

At the same time, the global online iGaming market is supported by various growth drivers such as growth of mobile iGaming, availability of high-speed internet services, rising ownership of gadgets (such as mobile, laptops, tablets), market consolidation and technological advancement, growing number of online women gamblers. One of the

important drivers is increased interest among the younger population: while the average age of a land-based casino visitor is 48 years, the average age of an online gambler is 34.5 years and mobile gambler is 32 years [17]. It seems evident that the mobile iGaming industry is successfully attracting the younger population. This should lead to the market growth in the future.

Another major driver is blockchain technology implementation that can change the industry dramatically, mainly through delivering a new level of transparency to the online gaming. Blockchain technologies and smart contracts play a vital role in determining the independence of number generation and ensure the rules are enforced [18]. They also boost customer's confidence and interest. An online casino that can operate in an automated, transparent and secure manner has the ability to earn instant credibility from the iGaming community, and nowadays many of new and existing casino organizations are concentrating their efforts on smart contract iGaming [19].

3 | PROBLEMS AND SOLUTIONS

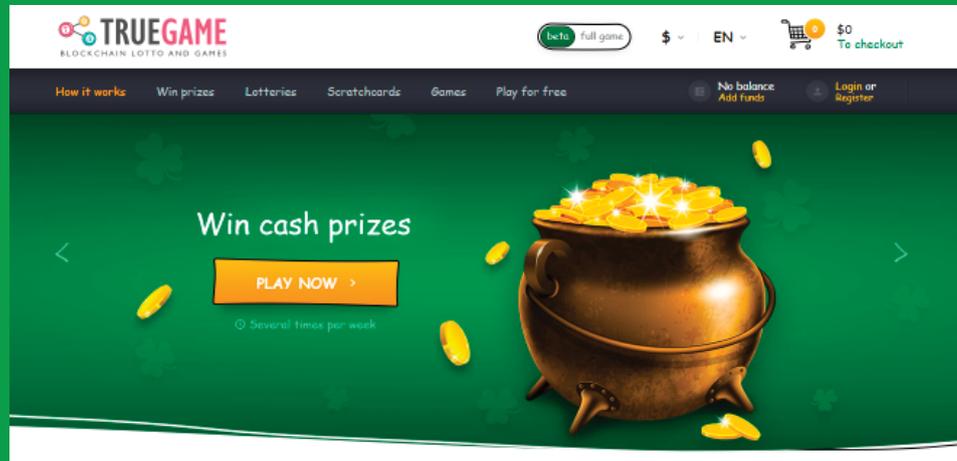
- **Problem:** Player's mistrust to the casino manager. In most cases with online casino, the player does not have a chance to check the randomness of determining the winner [20].
Generating random numbers is not transparent, and even in case of certified algorithms, a player can not be 100% sure of trustworthiness of a party that monitors the game.
Solution: Truegame solves this problem using blockchain and smart contracts technologies. Our algorithms for generating random numbers are available on GitHub [4] and can be checked by anyone. Generation of random numbers and distribution of winnings happens not on our servers, but in an autonomous environment of blockchain. Therefore, neither side can intervene in this process.
- **Problem:** Most of the websites of iGaming industry can not provide sufficient transparency to the user to ensure the player's complete confidence in the integrity of site managers. The player can not see how many people actually took part in particular game, which of them won and what is the amount of the winning [21].
Solution: Our platform presents a completely transparent system - all transactions are stored in blockchain. They can not be changed or deleted. Anyone can check and see the progress of all our drawings on an independent platform (for example Etherscan) [22] or on his computer on which the corresponding environment of blockchain is deployed.
- **Problem:** The player can not check the paying capacity of casino operator. The user can not be sure whether the casino management has funds for payments, and whether the promised Jackpot can be actually provided.
Solution: Truegame provides full transparency - all the accumulated tokens are consolidated on a smart contract. Anyone can look at the size of Jackpot on an independent platform, ensuring our ability to pay the winnings.

➤ **Problem:** Security. An overwhelming number of online resources is subject to attacks by hackers [23]. Whatever protection measures are taken by the owner's site - the risk of hacking always remains. In case of traditional online casinos when their site is compromised, the attacker is able to fully manage the draws and access the Jackpot.

Solution: Truegame is a decentralized application (DAPP). If our website is compromised, the attacker will not be able to influence the process of the draws or gain access to the Jackpot. Our site is only an interface of the infrastructure that we created in the environment of blockchain. Drawings, storage and distribution of the Jackpot are managed by a smart contract that is executed in a decentralized environment.

4

PLATFORM



Note: All bets on the platform are carried out with TGAME tokens, indicating the rates in dollars is made for convenience.

Unlike most of the projects that were before us, we developed and launched a platform based on our infrastructure. Our architecture allows us to develop and run games. Some of them have already been launched and are available for playing. Other games will be launched as we implement our Roadmap [3].

Truegame is now a working iGaming platform. We have different games, as well as a shopping cart, due to which the player can participate in several drawings at once, buy online tickets as goods in the online store

THE FOLLOWING GAMES ARE ALREADY RUNNING ON THE PLATFORM:

PRIZE DRAWS

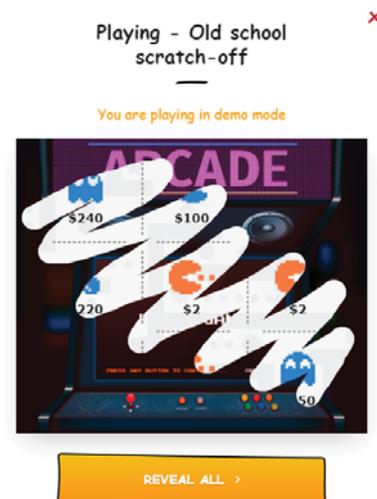
Note: All bets on the platform are carried out with TGAME tokens, indicating the rates in dollars is made for convenience.



Drawings of prizes are realized similarly to a iGaming auction. The player chooses a valuable prize for himself and makes one small bet. All bets on the platform are carried out with TGAME tokens only. For convenience of users it is possible to display the size of the bet in a preferred currency. After the number of bets required for the lottery (product cost + house edge) is collected, the random number algorithm selects one winning bet and determines the winner. The winner receives an amount in TGAME tokens equivalent to the prize value on his balance, and if he wishes, he can order a prize delivery to his address - in this case the amount will be debited from his balance. This type of game is truly unique and contributes to the high involvement of players who are willing to make a large number of bets to win a prize.

SCRATCHCARDS

This version of instant lottery is unique among iGaming games based on blockchain. This is an analogue of well-known scratchcards available online. This game helps bringing revenue to the platform due to its dynamic nature and low ticket price. On the average, one participant plays 10-20 games per game session. We have already implemented the following scratchcards: 1st Crypto Scratch-off, Crypto Space Battle, Good Luck Meme, Old School Scratch-off, Code me Scratch-off, Crypto Legends, and we are constantly updating our collection.



BLOCKCHAIN LOTTERIES

We realized and launched an analog of traditional and widely known in European iGaming market Lottery 6/49. We also developed two of our own lotteries called Crypto Millions and Blockchain Ball with a large Jackpot - they will be launched immediately after the end of the token sale and replenishment of Jackpot fund.



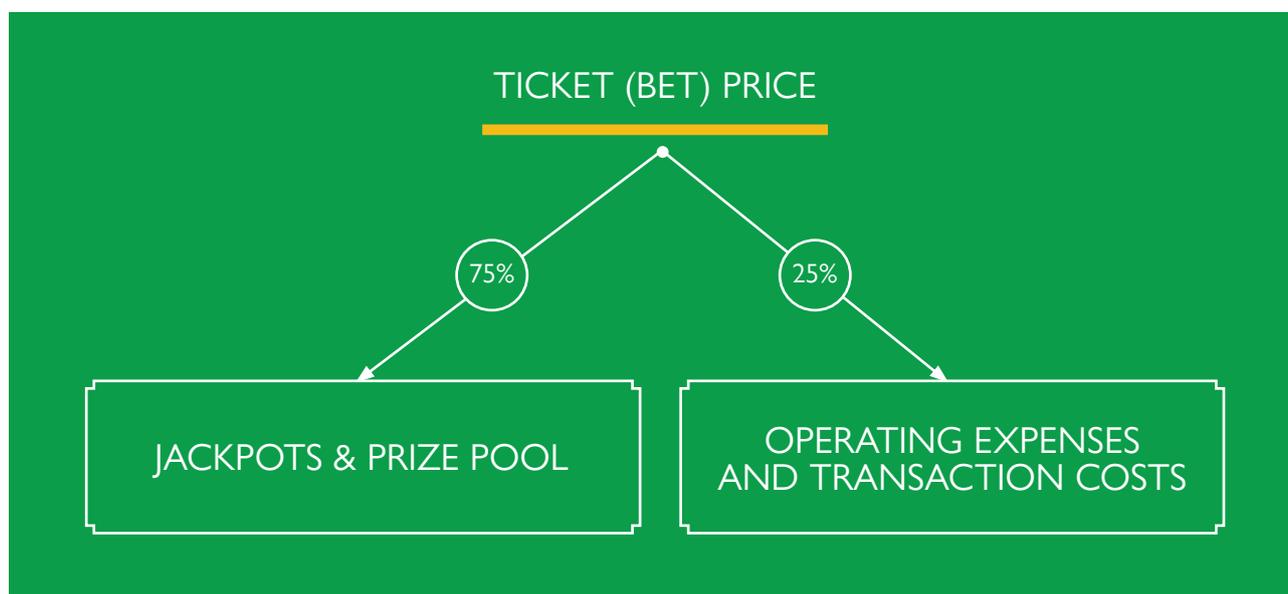
Note: All bets on the platform are carried out with TGAME tokens, indicating the rates in dollars is made for convenience.

We also analyzed popular games, thoroughly studied the feedback and comments left by our users. Based on this analysis, we have drawn up a plan for launching games for 2018. The constant launch of new games will allow us to keep the player's attention longer, and thereby to increase LTV index.

IN 2018 WE ARE PLANNING TO LAUNCH THE FOLLOWING GAMES:

Card Lottery, Gift Box, Dices, Smart Roulette, Slot Games, Craps, Keno, Bingo, Lotto mechanical draw machine based on smart contracts and many others. For more details, see our Roadmap. House edge is between 5-15% and can not only vary from game to game, but can also depend on transaction costs which can vary, too.

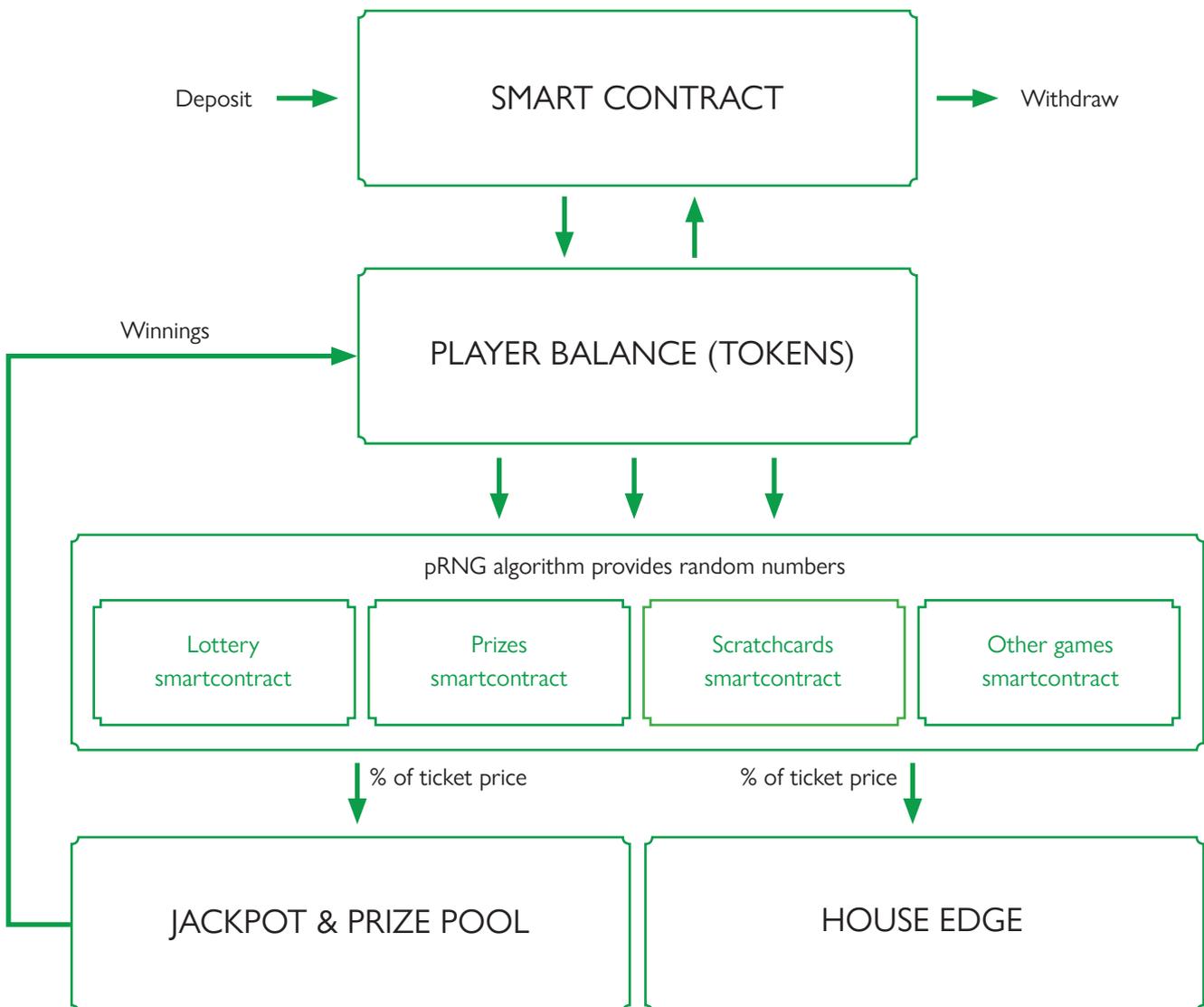
TICKET PRICE (BET) DISTRIBUTION:



5 | HOW THE PLATFORM WORKS.

pRNG ALGORITHM

SCHEME OF PLAYER'S INTERACTION WITH A SMART CONTRACT:



For all the draws, our utility token TGAME is used, through which all the interaction with the player's personal balance is conducted. Each game is based on a separate smart contract, and the code for each of them is available on Github [4].

The winning is accumulated in TGAME tokens and stored on a separate Ethereum account managed by smart contracts. In the case of a winning, its equivalent in TGAME tokens is automatically transferred to the player's balance and becomes available for the withdrawal (in TGAME tokens only).

WE OFFER TWO WAYS OF PLAYER'S INTERACTION WITH OUR SMART CONTRACTS:

- Work through personal account. With this method, TGAME tokens on the player's balance are controlled by our Ethereum node, and the player does not need to use special software and have any skills in working with blockchain;
- The second way is direct interaction with smart contracts through the Ethereum wallet, for example, using the Metamask wallet. The player himself sends bets (in TGAME tokens only) to the wallet and interacts with the methods of smart contracts. This option is still in Beta mode;

Regardless of the chosen method, the player is a full participant of our games, and also participates in the common pool of draws, claiming the Jackpot.

All the drawings are conducted based on the algorithm for generating random numbers. A random number means taking a hash from a join by concatenating the last four hashes of the Ethereum blocks with the hash of the previous iteration of the given algorithm. All games, except instant, occur in two stages - the accumulation of bets and start of the draw itself. This makes impossible any manipulations with the algorithm, because the hacker has no way of predicting at what particular moment a random number generation will occur.

At the moment, the core of our system is Ethereum based DAPP developed by us. Ethereum meets our requirements and allows us to provide both a successful user experience for the player and an income for the platform. At the same time, the Ethereum network is not sufficiently optimal, so our specialists are constantly studying new technologies that would improve the game process and reduce transaction costs.

6

KEY BENEFITS OF THE PLATFORM. WHY US?

Key benefit: Unlike many other areas, blockchain technology is ideal for using in the field of iGaming and solves most of the existing problems of the iGaming industry.

- There are active users playing on our website already.
Now several hundreds of playing users are registered on our platform;
- Truegame is the only blockchain based iGaming project that firstly developed a working product, collected feedback [5] from professional community, improved the product, and prepared a marketing strategy to attract players. And only now the project is ready to reach a wide audience;
- Our product is completely ready, and we are focused on improving and developing the project, not on initial development and solutions finding;
- Unique content is one of the key factors for the success of online casinos, since most of them look the same and differ only in color. We have done a lot of work to develop our own architecture, unique content and design, make it adaptive for most of mobile devices. We do not use White Label solutions of others, instead we created a strong solutions development department of our own;
- Our platform is fully integrated - we have developed a unique architecture that allows us to quickly implement any game based on smart contracts, to add a payment system, to integrate third-party services and provide White Label iGaming solutions to other market participants;
- Truegame is the project that went beyond the players of the crypto industry and is oriented on a huge audience of classical iGaming and lottery players;
- We have a strong development department;
- We are the only ones who have ever implemented scratchcards based on smart contracts:
 - ➔ 1st Crypto Scratch-off
 - ➔ Crypto Space Battle
 - ➔ Good Luck Meme
 - ➔ Old School Scratch-off
 - ➔ Code me Scratch-off
 - ➔ Crypto Legends
- Only we realized smart contract prize draws;
- We are launched an analog of a classical German 6/49 Lottery based on smart contract;

MORE SMART CONTRACT BASED GAMES ARE SOON TO COME:

- The analogues of the popular lotteries - Blockchain Ball Lotto and Euromillions
 - Crypro Millions Lotto with a Jackpot up to \$1,000,000 (the equivalent of this amount in the TGAME tokens). The final amount of the Jackpot depends on many factors, and can be significantly less.
 - GiftBox game - guess which box has the prize
 - Smart Roulette - the roulette fully implemented on a smart contract
-
- According to our Roadmap, by the end of 2018 Truegame plans to release more than 30 new games [3];
 - We already have a working mobile application available on Google Play (alpha version).

KEY INDICATORS:

- high level of project implementation
- small amount of funds to be raised under the token crowdsale
- unique games
- unique flexible architecture
- great thoughtful Roadmap
- specialists on traffic attraction in the team of the project
- a strong development department
- top e-mail marketing specialist in the team of the project



- The most complex stage of the project (product development) has been already implemented, and we are ready to market expansion;
- All our games are completely transparent (open code is available on Github [4]), the results almost can not be manipulated, and the winning is instantly sent to the player balance in the TGAME tokens by the smart contract itself;

- The project is registered in a jurisdiction of Costa Rica with a registration number #3-102-747491 in the National Registry of Costa Rica;

BENEFITS FOR THE PLAYERS:

- Equal chances for each player. The game is based on random combinations obtained from blockchain system. They are safe and can not be changed. The player's winning depends solely on luck and mathematical probability;
- One hundred percent safety. Blockchain technology uses a new approach to confidentiality. A public registry does not contain any personal information, however, it stores all available data about the game;
- The product is very attractive for players, because it has many advantages, such as:
 - ➔ Low transaction cost
 - ➔ The absence of a minimum deposit amount for depositing via TGAME tokens
 - ➔ Instant winnings payments
 - ➔ Clear chances of winning
 - ➔ Low house edge percentage
 - ➔ The house edge of Truegame is lower than in the most of classic online casinos - it is included in smart contracts of the games and can be checked by the players, and the probability of a winning is indicated in the game conditions and can also be checked, since the smart contract code is publicly available on Github [4];
 - ➔ The results of the games, as well as the process of the games can be fully monitored where it is technically possible (for example, in case of lotteries) and one can see the fairness of the games.

7

COMPARISON OF TRUEGAME AND OTHER MARKET PLAYERS

➤ TRUEGAME

is the fully integrated platform for online iGaming based on smart contracts. Hundreds of users are already playing the world's first smart contract scratchcards, participating in prize draws and lottos based on the technology of blockchain.

➤ LOTTOLAND

is both the fastest growing and the world's leading online lotto company. Customers from across the world are able to bet on over 30 different lottery products and win the same huge jackpots of the underlying draw.

➤ FUNFAIR

is a decentralized platform for the casino based on Ethereum, which unites casino operators, game developers, partners and players in its open entertainment space.

➤ TRUEFLIP

is a lottery platform based on blockchain technology.

➤ SMARTBILLIONS

is a decentralized lottery managed by an Ethereum smart contract.

COMPARISON OF TRUEGAME AND OTHER MARKET PLAYERS

	Truegame	Lottoland	FunFair	TrueFlip	SmartBillions
Architecture	decentralized	centralized	decentralized	Partly decentral-ized	decentralized
Product readiness before the token crowdsale	Full	n/a	Development stage	MVP	MVP
Curent readiness of the product	Full	Full	Demo	Only 2 lotteries	Only 1 lottery
Balance deposit	Through TGAME token	All available methods	Demo	Token, via third party inconvenient	ETH only
Commissions	low, included into house edge	high, included into house edge	-	paid by a client	low, paid by a client
Transparency	smart contract	not transparent	smart contract	partly transpar-ent, no smart contract	smart contract
Jackpot provision	Guaranteed by smart contract	impossible to verify, periodically checked by regu-lators	Demo	Not guaranteed by smart contract	Guaranteed by smart contract
Winning payment	Smart contract	Operator	Smart contract	Website code	Smart contract
Deposit via fiat currency	+ (planned, see Roadmap)	+	Demo	+ big commissions of a third party, unreliable	-
Payment speed	Fast	Payments of large sums are very difficult	Demo	Reasonable, 1% of commission	Immediately
White Label solu-tions	+ (planned, see Roadmap)	-	+	-	-
Mobile App	+	+	-	-	-
Open source	+	-	+	+ Not fully realized	+
Deposit via cryp-tocurrency	+ (planned, see Roadmap)	-	available	+/- via third party	ETH only
Fast integration of new games	+	+	+	-	-
Multi game plat-form	+	+	White label	?	-
Jurisdiction	Costa Rica, plan to obtaining license	Group of compa-nies in different jurisdictions	Group of compa-nies in different jurisdictions	Costa Rica, no license	Jurisdiction is not determined, no license

The comparison was conducted in December 2017. As can be seen from the comparison table, Truegame token has several significant advantages over other players in the market.

TOKEN SALE

TGAME is a utility token released on Ethereum platform according to ERC20 standard. Total number of tokens released is 300,000,000. More tokens beyond this number will not to be released. Tokens allocated for the team will be hold for 12 months with subsequent release of not more than 5% of the total number of team tokens per month.

- **Token name:** TGAME
- ➔ **The number of tokens to be issued:** 300,000,000 TGAME
- ➔ **Total for sale:** 70% of the total issue of tokens or 210,000,000 TGAME
- ➔ **Cryptocurrencies accepted:** Ethereum (ETH), Bitcoin (BTC), Litecoin (LTC)
- ➔ **Soft cap:** 2,300 ETH
- ➔ **Hard cap:** 10,300 ETH
- ➔ **Token sale will be carried out in three stages:** Private-sale, Pre-Sale, Main Sale

➤ PRIVATE-SALE:

- ➔ **Dates:** 10.02.2018 — 04.03.2018
- ➔ **Hard cap in Private-Sale:** 31,450,000 TGAME
- ➔ **Minimum Buying Amount:** 5 ETH

➤ PRE-SALE:

- ➔ **Date Pre-Sale stage 1:** 05.03.2018 — 18.03.2018
- ➔ **Date Pre-Sale stage 2:** 19.03.2018 — 01.04.2018
- ➔ **Date Pre-Sale stage 3:** 02.04.2018 — 15.04.2018
- ➔ **Minimum Buying Amount:** 0.2 ETH

Bonus on the Pre-Sale Stage 1 is 40% to a price on Main Sale, 1 ETH = 12,950 TGAME (bonus included)

Bonus on the Pre-Sale Stage 2 is 30% to a price on Main Sale, 1 ETH = 12,025 TGAME (bonus included)

Bonus on the Pre-Sale Stage 3 is 20% to a price on Main Sale, 1 ETH = 11,100 TGAME (bonus included)

➤ MAIN SALE:

- ➔ **Dates:** 16.04.2018 — 30.04.2018
- ➔ **Price:** 1 ETH = 9,250 TGAME
- ➔ **Minimum Buying Amount:** 0.1 ETH

All the unsold tokens are burned.

The crowdsale will be performed in accordance with token purchase agreement as published and available on your website <https://ico.truegame.io>

Participants of crowdsale will have to undergo the KYC procedure, there are restrictions for participants from a number of countries.

Stage	Date	Price in ETH	Bonus
Pre sale stage 1	05.03.2018 — 18.03.2018	1 ETH = 12950	40%
Pre sale stage 2	19.03.2018 — 01.04.2018	1 ETH = 12,025	30%
Pre sale stage 3	02.04.2018 — 15.04.2018	1 ETH = 11,100	20%
Main sale	16.04.2018 — 30.04.2018	1 ETH = 9,250	-

SECURITY

We are very attentive to the security of our platform. Our infrastructure in its core is focused on the security of all interacting parties. Smart contracts and billing management in the environment of blockchain provide security to both the player and our platform.

Nevertheless, we find it extremely important to have external security audit done by independent specialists and we contribute to this in every way.

- **Security audit:** at the moment we are choosing a company with good expertise in the field of Internet security and high competence in the field of smart contracts security. This company will conduct an independent audit of our solutions.
- **Hackathon:** we plan to run a Hackathon, which will be awarded with a valuable prize to everyone who finds vulnerabilities in our system or points to potential weaknesses in the security of our smart contracts.
- **Safety of Jackpot:** the TGAME tokens of the platform required for Jackpot payments will be stored on smart contracts that provide direct payment of winnings. During the audits and hackathon, special attention will be paid to protecting these TGAME tokens from unauthorized access through a smart contract. At the physical level, security is enabled through the use of a number of hardware wallets and multi signature wallets (we do not disclose in detail for security reasons).

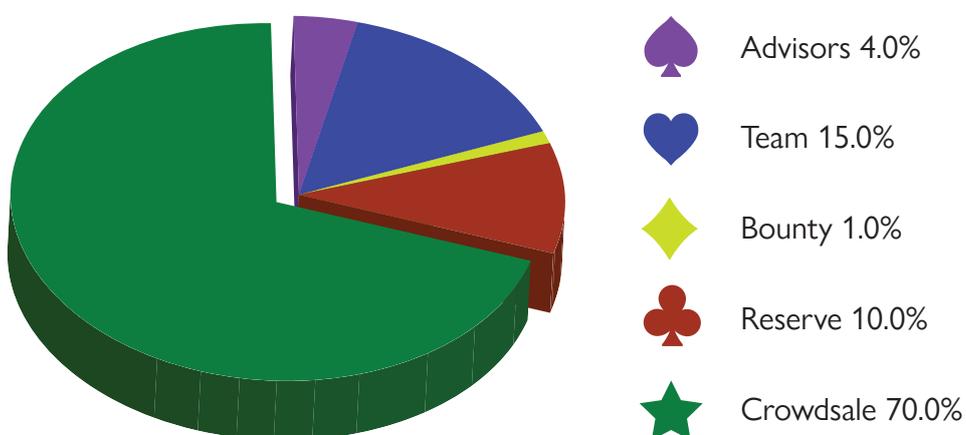
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TOKEN FUNCTION AND FUNDS DISTRIBUTION

TGAME utility token is the main component in the architecture and economy of Truegame. A token is required to make bets in games, to play games, to deposit the gaming balance.

A total of 300,000,000 TGAME tokens will be issued and they will be distributed as follows:

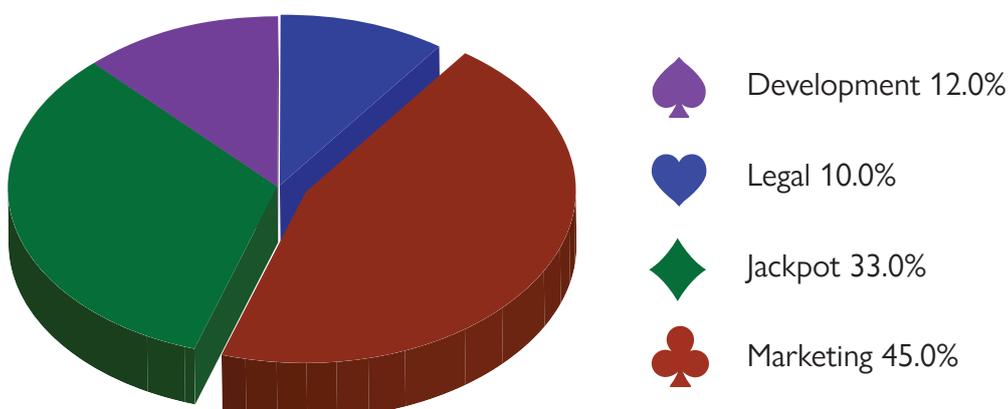
TOKEN SALE



The reserve volume of tokens is frozen and will be used to raise additional funds for the development of the project.

The funds raised in the process of token sale will be distributed as follows:

FUNDS DISTRIBUTION



Since the initial stage of product development is completed, most of the funds raised will be distributed to the Jackpots for games and active multi-channel attraction of players. Also a significant part is allocated for legal support of the project.

FINANCIAL MODEL AND BUSINESS PLAN

We have made 3 basic financial forecasts depending on the various budgets. Therefore 3 scenarios can be described with the following assumptions:

- - As fiscal charges are not exactly determined at the moment, they aren't considered for the Net Cash Flow calculation;
- - Discount rate is agreed as 15% per annum;
- - The 33% of the total collected funds are transferred directly to the Jackpot;
- - The House edge is 14%.

These forecasts are made on the basis of ticket sales. We assume in these forecasts that the total sales may vary from 7 000 tickets per day to 110 000 tickets per day depending on the total budget. For the 1st Scenario the Marketing budget is estimated to be relatively moderate, from 60 to 80 thousand USD, for the 2nd Scenario Marketing and Advertising costs estimated from 100 to 120 thousand USD. For the 3rd and the most optimistic scenario we forecast to spend up to 150 thousand USD.

Possible financial scenarios are described in the Table 1.

Table 1. Financial Scenarios depending on the various budgets (in Thousand USD)

	Scenario 1	Scenario 2	Scenario 3
Budgets	3 000	6 000	9 000
Total Sales in 2018	1 890	2 835	4 158
Total Sales in 2019	26 730	40 095	58 806
Total Sales in 2020	42 525	80 325	117 810
Estimated Market Share in 2020 (estimated the total Online IGaming Market apart from sports betting)	1.3%	2.7%	3.9%
Net Cash Flow (at the end of 2020)	7 345	14 831	23 118
Discounted Net Cash Flow (at the end of 2020)	5 489	11 144	17 466
NPV	2 489	5 144	8 466

Figures and calculations are given as an example. We do not guarantee the performance of any of the above scenarios

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MARKETING STRATEGY

The presence of experienced specialists in the team will allow us to implement an multi-channel marketing campaign to attract players with a low lead cost. When implementing the strategy, we will rely on the experience of team members and their competence in performance and email marketing, as well as leads generation for iGaming projects.

THE MAIN EFFORTS WILL BE CONCENTRATED ON THE MARKETS OF THE FOLLOWING AREAS:

- Europe
- Asia
- LATAM

ATTRACTION OF USERS PLAN TO CARRIED OUT THROUGH THE FOLLOWING CHANNELS:

➤ Display advertising

Our competence allows us to build an internal media buying process for effective work with a various advertising networks. We plan to attract low-cost leads through media advertising, creating high-conversion funnels through separate thematic Landing pages.

➤ Affiliate Marketing

Using the accumulated experience and connections of our partners and team members, we will build partnerships with Affiliate networks that will generate leads with the help of their webmasters network.

Also we will launch our internal affiliate program.

➤ Email marketing

The main purpose of using email mailings in our strategy is to increase the conversion rate of other marketing channels. We plan to collect email addresses of potential players using Display Advertising or Affiliate Marketing and build email communication with users.

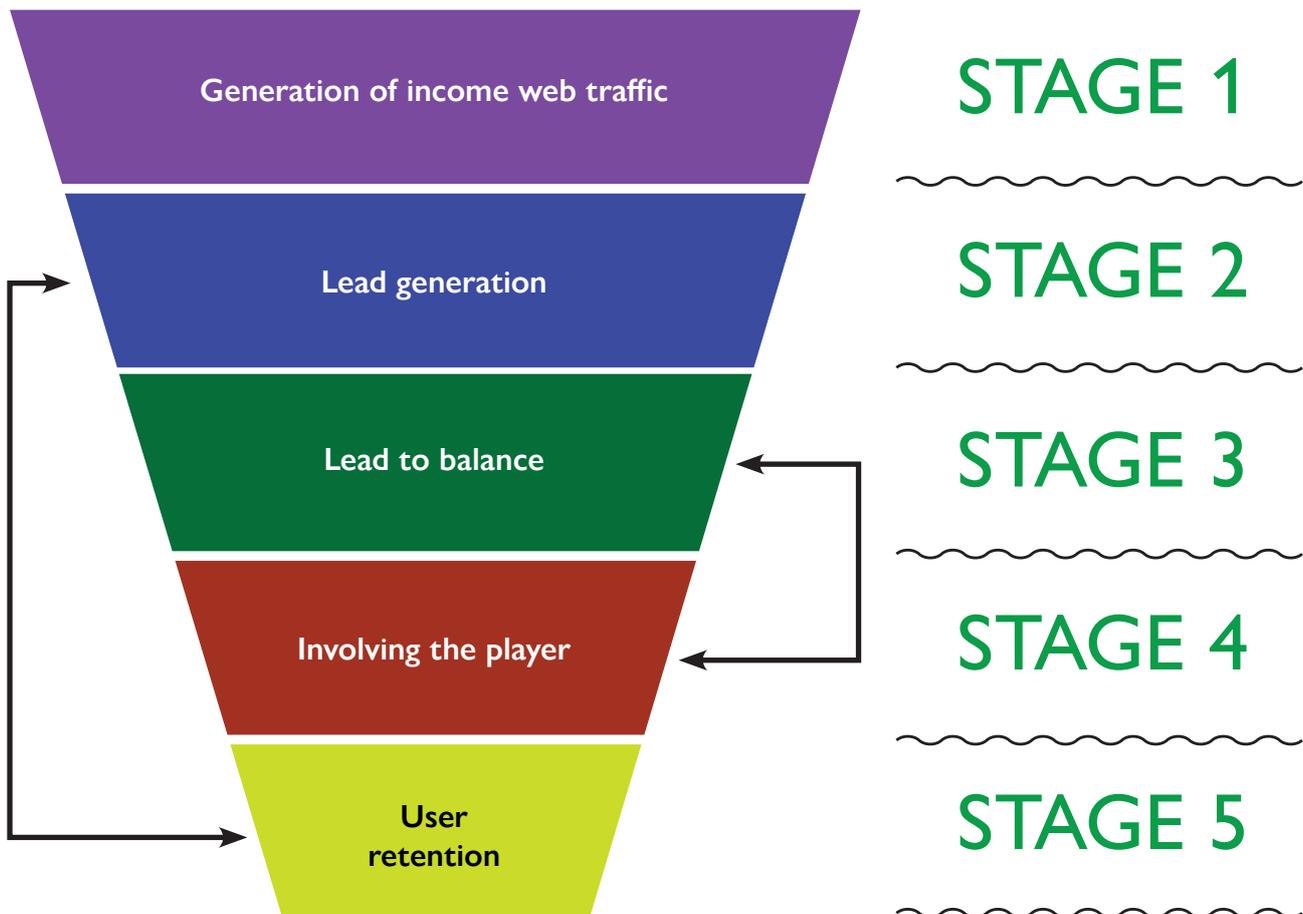
Social Media Marketing

We will deploy the company’s representation and support not only in Facebook and Twitter, but also in such thematic communities as: bitcointalk.com (iGaming section), Askgamblers, OnlineCasinoReports, IGamingforums, Casinomeister, Casinolistings, etc.

ONLINE STRATEGY MATRIX

Multichannel attracting	Display advertising	Affiliate marketing	Social Media Marketing
Retain and build loyalty	Email Marketing	Improvement of the user experience	Retargeting campaigns
Drive revenue	Transaction fee optimization	Subscription to the games	Bonus for high rollers

SALES FUNNEL



For marketing and players attraction we will be allocating 45% of the collected funds.

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ROADMAP



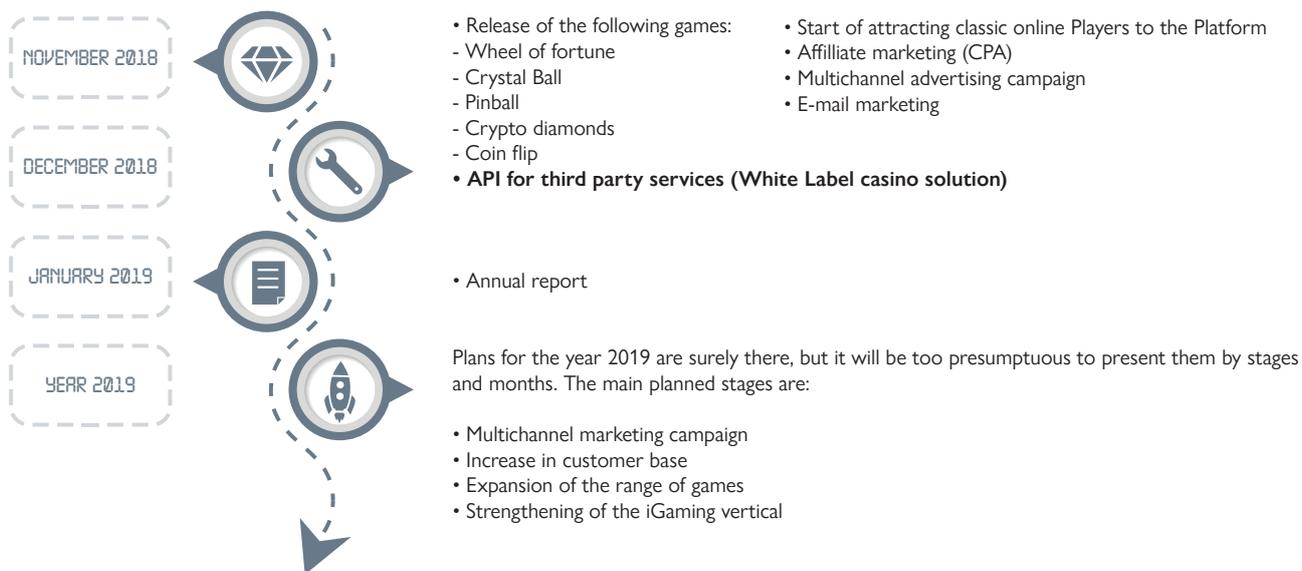
2017 RESULTS OF THE YEAR

A fully working website has been developed. Truegame is the fully integrated platform for lotteries and games of chance based on smart contracts.

ROADMAP

It is difficult to determine in advance the duration of execution of each of the items, therefore the timing of the implementation of the items can be changed





ADVISORS



MATE TOKAY
COO Bitcoin.com

Mate Tokay is without question one of Bitcoin's & Bitcoin Cash most active and vocal proponents. He is The Chief Operating Officer at Bitcoin.com. In 2012, he graduated from the International Business School in Budapest. After college, he helped launch Superior14 a food supplement company. Mate first heard about Bitcoin in late 2012 and began bitcoin mining in mid-2013 using custom-built ASIC miners. Later he founded the Bitcoin news and review website called Bitcoinist. His goal and passion is to make cryptocurrencies as popular as possible. Also Mate was an Advisor at NAGA ICO.



ARVIND UPADHYAY
Co-founder / COO at Glück Games

Arvind is an entrepreneur and angel investor who has previously co-founded several successful companies such as Whow Games, 3LuckyGuys, Blue Terra Ventures, Glück Games, and Anchor Point Marketing. In the internet industry, he primarily focuses on Online Games (including iGaming), Blockchain-based businesses (as advisor and/or seed stage investor), and IT projects in India, the Middle East, and DACH regions. Apart from his own ventures, other companies where he has held an active role in the past: Microsoft, Plinga, LeROI Marketing.



ANDREW CLARKE
ex-Lottoland, Head of PR at The Multi Group

Andrew is a vastly experienced gaming professional who has spent more than a decade managing communications, content and public relations for some of the world's biggest operators, including the likes of Lottoland, Betfred and The Multigroup. Andrew has created major advertising campaigns, provided consultation on relationships with the world's leading licensing bodies and acted as the gatekeeper for all communications for the last 3 organisations he has worked for.



EDUARDO MORALES-HERMO
Senior iGaming business consultant at Ficom Leisure

A 45-year experience businessman and having worked as executive in corporation management, product development and, for the last 10 years, as advisor and consultant in the gaming industry. Eduardo has more than 15 years experience in online gaming, strategy planning, product and business development, implementation and restructuring of gaming corporations, regulation making for in-person and online gaming via interactive channels. He was CEO, General Director and stockholder of gaming corporations in several European countries and currently he works as Advisor and consultant at Intelligent Gaming Company, and has participated in more than 30 projects.



BOGDAN FIEDUR
Strategic blockchain consultant

President of blockchainexperts.io. Full stack developer and entrepreneur. Since the beginning of 2016 involved in “Smart Contract” design and implementation for Ethereum using Solidity. Knowledgeable in all aspects of e-commerce website, back-end and front-end. Co-founded Bitjob and served as an advisor and core team member for projects like swarm.fund, paypie.com, mybit.io, socialX.network and auditchain.com



ESTEBAN VAN GOOR
Legal & Strategic consultant

Esteban is a Hedge Fund Manager in the Crypto Asset space. Prior to this position he was a (tax) lawyer with Baker McKenzie, with a special focus on the VAT implications of bitcoin, blockchain, e-commerce and iGaming. He first heard about bitcoin in 2012 and started researching about the tax implications of bitcoin (and blockchain technology). He wrote several articles about VAT and bitcoin (in combination with iGaming), and became a regular speaker on tax and legal matters at bitcoin and blockchain related conferences, amongst with the Blockchain Money, World Blockchain Forum and the iGaming Super Show. He also assisted with educating legislators about bitcoin and blockchain technology and provides guidance as an advisor with various tech (bitcoin/blockchain/iGaming related) start-up companies, in relation to their ICOs and other legal related matters. His ultimate goal is to get people aware of the potential of bitcoin and blockchain technology and to help as much as he can to get this industry grow. In his free time Esteban likes to travel and of course read about crypto.



BENJAMIN FÖCKERSPERGER
Co-Founder / CEO at Esports.com

Co-Founder at esports.com. Benjamin is a serial entrepreneur with over 10 years of experience in establishing profitable businesses. His major areas of expertise lay in Business Development, Fundraising, and Entrepreneurship with a focus on internet businesses, gaming, property, and emerging technologies. He is currently privately doing angel investments, coaching as well as M&A consulting through his Föckersperger Ventures.

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ADVISORS



ROBERT LENZHOFER
 Director of Gamevy,
 CEO Glück Games

Robert is an experienced professional in the sphere of iGaming, currently he is CEO of Glück Games and Director of Gamevy.

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TEAM



DMITRY DANILOV
 CEO

Dmitry has more than 15 years of experience in online sales with ottogroup.com - one of the world's largest online retailers. Partnering with such online retailers as Otto, Quelle, Zalando, Klingel, Bonprix, 3suisses, co-owner of catalogi.ru. Long-term investments in start-ups and commercial real estate. Providing of CRM solutions. Has an extensive experience in building online businesses and managing a distributed team.



DMITRY SHCHUVATOV
 CMO

An experienced specialist in worldwide performance marketing with 10 years of experience. The main competencies are leads generation for iGaming resources, analytics. His company Mediagiants in the past few years has attracted more than 500,000 leads for various companies in the field of iGaming, mobile apps, mobile paid content and others. The overall advertising budget was more than \$1m.



DENIS SNITSEREV
Head of affiliate marketing

Affiliate marketing and email mailing specialist. Due to his experience in attracting traffic and email marketing, already in 2014 he became the top 1 webmaster to attract traffic to Admitad - the largest ad network. His targeted traffic was directly purchased by such companies as: Wildberries, Aliexpress, Lamoda, KupiVip, Yves Rocher, Quelle, Otto, DocDoc and others.



LIUDMILA VARAVINA
Head of communications

Liudmila has over 8 years of experience in managing large client projects in the spheres of advertising, digital marketing and big business events organization for such companies as Dell EMC, YIT, Directi (Mumbai, India) and Media Price.



SHIVANK SHEKHAR
Blockchain developer

An entrepreneur at heart and a blockchain enthusiast with a demonstrated history of working in the computer software industry. Skilled in Python, VR/AR Production, Rust Programming, Ethereum, HMD design and Machine Learning. Also, a public speaker and previously a Developer Evangelist for Mozilla, BlockStack (a blockchain powered internet) and International VR/AR association. His best projects include projects like Self Driving Car, Autonomous Drone, Natmin Coin (ICO not yet done) and upcoming projects like Cancer Detection using Machine Learning. Shivang is also a skilled 3D web game developer and a trainer.



CARMEL SAID
Affiliate marketing consultant

With 11 years in the Online iGaming industry, Carmel Said is an Affiliate Management consultant with a demonstrated history of experience in the iGaming and Casino industry. Specializing in anything Affiliate Related, he excels in the setting up new Affiliate Programs from scratch including Software choice, technical integration and implementation, media and microsite setup, campaign planning, training of staff and introduction to key Affiliates – the whole process from start to launch. Carmel is also a strong media and communication professional, highly skilled in Customer Acquisition, Online Poker, Online iGaming, VIP, and Casino Gaming. Amongst the companies Carmel has collaborated with are Sunderlands Online, Betsson, Bet3000, Club Gold Casino, BetConstruct, Vbet, Gaming1, GalaxyPig and StayBet.



VIKTOR PETUKHOV
Algorithm Developer

Scientist-Mathematician. He worked as a developer of algorithms in Epam Systems. Now he is the algorithms researcher at Harvard Medical School.



TATIANA MUNTEANU
Project manager

Tatiana is high-class specialist in working with crypto-exchanges, she has a successful prior experience of token listing (for example, the token of Revain project)



NIKITA SHCHUVATOV
Financial analyst

Nikita spent more than 6 years working in finance for Heineken. At the moment he is working as a consultant in Long Term Partners consulting company based in Italy.



MIRLAN JELAMANOV
Full stack web developer

Mirlan is a professional web developer. His field of competence includes PHP, JavaScript (ES-2015 +), Angular 2+ and Vue developer



ALEKSEI SELEZNEV
Front-end developer

Founder at <http://delarius-mikamuro.com/>
Engaged in front-end development for more than 10 years, Aleksei successfully manages a team of coders, programmers and designers, and there are more than 1000 successfully working projects in his portfolio.



VADIM GRINCHUK
UX Designer

Founder at web-mosaica.art

RISKS

➤ Regulatory risks of iGaming industry

The sphere of iGaming is under the close attention of the regulatory bodies, which constantly make changes and clarifications in the existing regulatory documents. We warn you that there is a risk that the project may not meet the new regulatory environment at a certain period of time.

➤ Risks of external fraud

Scammers are extremely inventive in online iGaming, especially in poker. Hackers are constantly looking for weaknesses on online iGaming platforms. The open source algorithms of smart contracts are also attacked, so we can not exclude the risk that our platform will also be tried to get hacked.

➤ Risks of the industry

We warn you that we do not guarantee that the project will receive a profit sufficient for successful operations. The competition in online iGaming is very high.

➤ Regulatory risks of blockchain industry

The blockchain industry is in the initial stage of its regulation. Governments of countries are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea). There are no legal documents regulating the crypto industry yet - the laws will appear later and can significantly affect the activities of blockchain projects, including our project. We warn you that such laws can significantly limit and even stop the project activity, we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.

➤ Financial risks

Contributions in cryptocurrency projects is a big risk, and you can lose all your money. Truegame tokens, like any other cryptocurrency, are subject to strong fluctuations and may fall in value significantly. We are not responsible for any fluctuations in the value of the token on exchanges. We do not guarantee that there will be an opportunity to exchange Truegame tokens for fiat. Governments can invent laws that will obligate paying taxes from Truegame tokens. Truegame tokens can be used only to play on the truegame.io platform, they do not grant you the right of voting or ownership in Truegame. Truegame project does not guarantee any income, you can incur significant losses.

CONCLUSION

We tried to describe the Truegame project, its strengths, features and advantages in the most complete and detailed manner. Of the many advantages, in conclusion, we would highlight the following main ones:

- Unique content is one of the key factors of the success of iGaming products. All Truegame gaming content is unique, design and code is developed by the company itself or exclusively by Truegame contractors.
- Low house edge percentage.
- Truegame is the fully implemented smart contract based iGaming project ever coming on token crowdsale, which collected positive feedback from Crypto and professional community.

The following advantages of the project were noted by professionals of the iGaming industry:



ARVIND UPADHYAY
 Founder Glück Games, ex-
 Microsoft, Plinga

Even in the mainstream non-crypto world, there are only a handful of websites that provide a complete offering of lotto, scratchcards, instant wins, raffles, and more to their customers. Truegame is the first to introduce the complete package of all the above and more to the blockchain and has a very good chance to become the central hub of blockchain-based gaming.



EDUARDO MORALES-HERMO
 over 20 years
 in the iGaming

Truegame.io platform - a bright idea of combining smart contracts and iGaming, which represents a great futuristic contribution to the i-gaming, introducing innovative new concepts which are a novelty in the industry through a unique smart contract-enabled platform. Truegame is pioneering in the use of smart contracts in games like lotteries, dice and scratch-cards.



ANDREW CLARKE
 ex-Lottoland, Betfred,
 Multilotto.com

Truegame's innovative platform ensures complete transparency for players, with the results of each game verifiable in the blockchain open registry and winnings automatically distributed. Every single game is based on totally random combinations that are secure and cannot be manipulated. I believe Truegame's pioneering new platform is about to change the way people gamble online forever.

DISCLAIMER

The ownership of Truegame tokens (TGAME) does not represent any participation in Truegame capital nor any rights of payment, remuneration, profit distribution or money reward of any kind.

This Whitepaper has been prepared in good faith to provide a comprehensive overview of the Truegame Project and TGAME Token Crowdsale and is for information purposes only. With the development of Truegame platform and its services, it may be amended in the following, as the Crowdsale progresses. Please also note that the Truegame Project itself may be redesigned/reshaped in future, if that would be required for any material reasons (including, but not limited to: commercial considerations, technical possibilities, or the need to ensure compliance with any (existing or future) applicable laws and regulations, or any other material reasons).

TGAME tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investments in securities in any jurisdiction. The contents of this Whitepaper are not a financial promotion. Therefore, none of the contents of this Whitepaper serves as an invitation or inducement to engage in any sort of investment activity.

For participation in this token Crowdsale, do not contribute any money that you can't afford to lose. Make sure you read and understand this Whitepaper and TERMS AND CONDITIONS FOR PARTICIPATING IN THE TRUEGAME TOKEN SALE (including all warnings regarding possible token value, technical, regulatory and any other risks; as well as all disclaimers contained therein), as published on our website <https://ico.truegame.io/> (and as they may be amended from time to time).

For any questions regarding token Crowdsale or Truegame services please contact us via e-mail at address support@truegame.io.

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