



# 2022

# WHITEPAPER

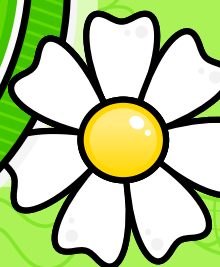
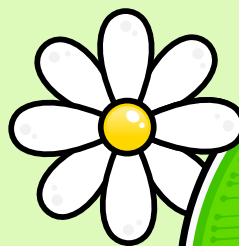
## VERSION 2.0

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### CREATING MEASURABLE SOCIAL IMPACT

The Kindly Ecosystem makes it easy to purchase, track and execute certified measurable social impact on the blockchain. It was built from the ground up to not only be transparent but to also satisfy the needs for Corporate Social Responsibility (CSR).

04 JUL 2022





# OUR FOUNDER'S STORY

Kindly is a humanitarian-based cryptocurrency project created by Paul Rodney Turner, the founder of the world's largest plant-based food relief charity, a former monk, and best-selling author of FOOD YOGA, SOUL POWER, The YOGA of POOL, and The 7 Maxims for Soul Happiness. With 38 years as a humanitarian, Paul has grown his charity Food For Life Global (FFLG) to a global network of projects in 60+ countries. As a monk for 14 years, Paul learned the benefits of kindness, discipline, purity of intention, and spirituality.

As a best-selling author, Paul has been able to share his spiritual insights within the context of everyday topics. He considers himself a pragmatic spiritualist. As a food yogi, Paul explored the importance of food in our spiritual journey and the importance of mastering the tongue.

As a social entrepreneur, along with 17 of his friends, Paul is the visionary and co-founder of The Kindly Ecosystem which aims to transform the way the world does business, making it easy for anyone to be kind!



**From devoted monk,  
to humanitarian and  
social entrepreneur**



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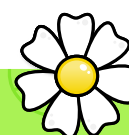
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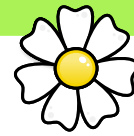


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**Kindly**

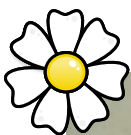




# SUMMARY

**Kindly is a humanitarian-based cryptocurrency project created by one of the world's largest food relief charity programs, Food For Life Global (FFLG). This world-renown charity provides food relief in over 60+ countries, serving over 1 million plant-based meals daily. To date, Food for Life Global has served over 7 billion free meals.**

Utilizing the existing infrastructure and experience of FFLG, our primary goal is to make it easy to create measurable social impact. With The Kindly Ecosystem, we are aiming to build a fully streamlined process for purchasing, tracking, and executing certified measurable social impact on the blockchain.



REAL ON-THE-GROUND PHOTO TAKEN OF A OUR CHARITY PARTNER FULFILLING SOCIAL OUTPUTS





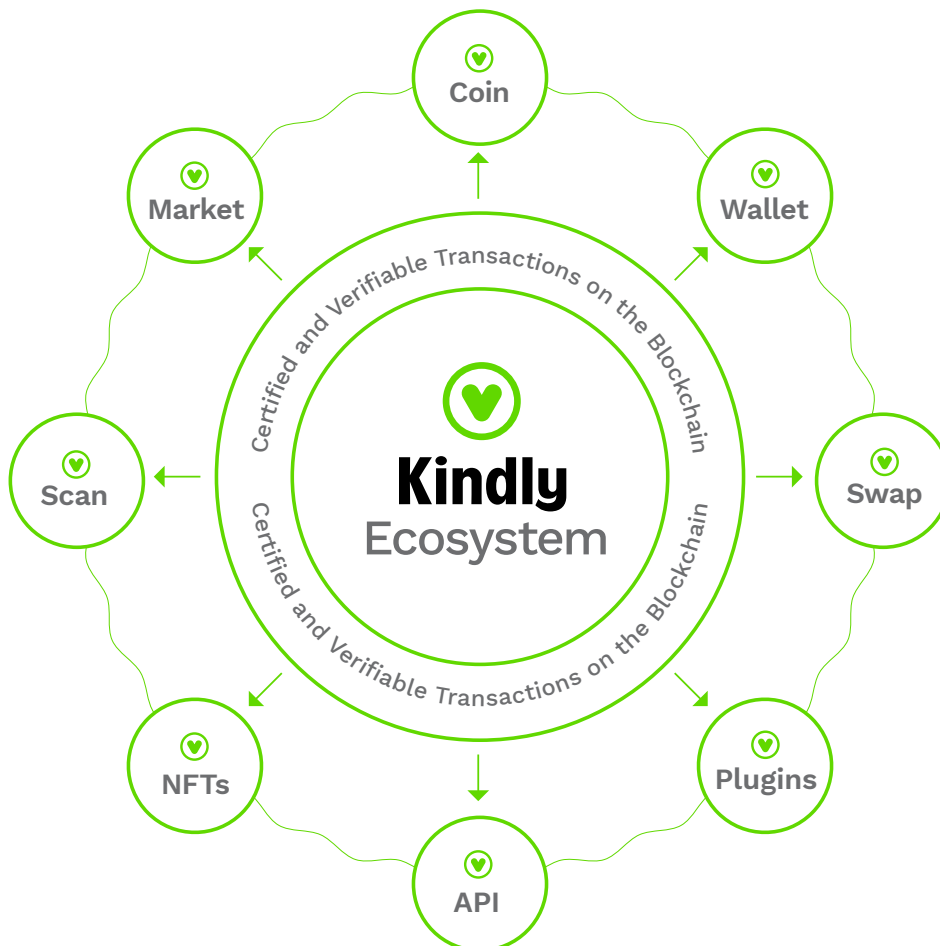
## SOCIAL IMPACTS

Kindly will be launching with 3 world-renown charity partners. Although we will be expanding our impact as we grow, initially, we will focus on the following:

- Food security (feeding people in need)
- Animal welfare (feeding rescued animals)
- Regeneration (planting trees)

## THE KINDLY ECOSYSTEM

Through the creation of convenient and easy-to-use products, we intend to facilitate effortless un-random acts of kindness. With our goal of creating a decentralized platform for automating the ability to purchase and execute measurable social impact, it all relies on the use of Kindly Coin, our governance/utility token, and the below Kindly ecosystem.



## **KINDLY COIN**

The Kindly Coin (KIND) is a cryptocurrency which will be used to transport value and social impact across multiple blockchains. Once our ecosystem becomes fully operational we will then look to decentralize various aspects of the project and utilize the KIND token to implement voting and governance mechanisms.

## **KINDLY NFTs**

This is our front-facing consumer-oriented NFT platform that will be launching a series of innovative socially responsible NFT Collections. These collections will explore what it means to have a digital persona and how that can be linked to doing good in the real world.

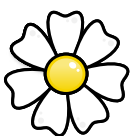


## **KINDLY MARKET**

The Kindly Social Impact Marketplace is an online store that allows any business, celebrity, influencer, or individual to easily purchase measurable social impact with fiat or cryptocurrency. Every transaction is certified and tracked on the blockchain. Unlike traditional charity platforms where donors hope the charity does something good with their contribution, with the Kindly Social Impact Marketplace, users can easily purchase a quantifiable social impact outcome. Each kind of social impact has a predetermined price (ie. Feed one person in need for \$0.50, Plant one tree for \$0.25, Feed one rescued animal You for \$1).

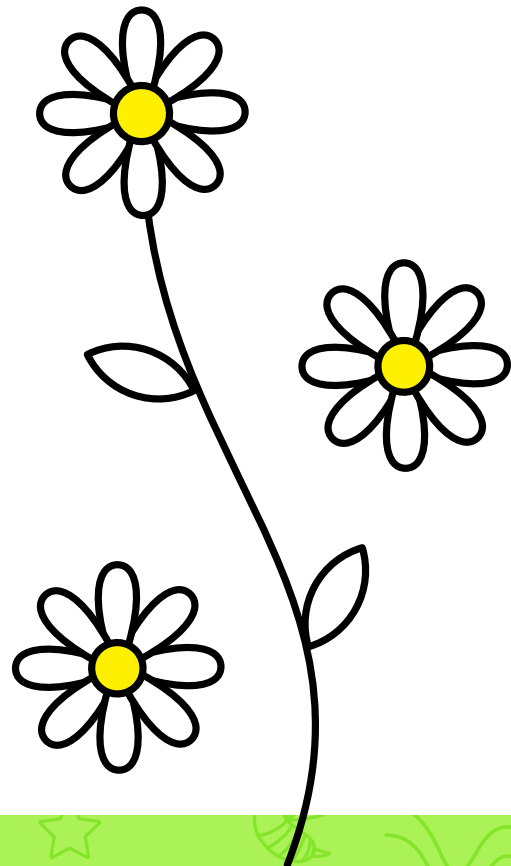


**Every transaction is certified and tracked on the blockchain**



## KINDLY API

With the gradual rollout of our ecosystem it we will build the infrastructure needed to fully automate and streamline the ability to purchase and execute measurable social impact. With this process in place it then allows us to create solutions that make it easier for other companies, exchanges, and wallets to allocate small percentages of their transaction fees to purchasing social impact on a trusted and quantifiable scale.





# OUR VALUES

## OUR PURPOSE

We exist to facilitate acts of kindness so that together we can live in a state of unconditional love and service.



## OUR MISSION

To create an socially responsible ecosystem that facilitates effortless, un-random acts of kindness.

## OUR VISION

A world of harmony, peace and prosperity for all life – where kindness is the currency.



REAL ON-THE-GROUND PHOTO TAKEN OF A OUR CHARITY PARTNER FULFILLING SOCIAL OUTPUTS

# THE PROBLEM

Most consumers today are demanding that companies not only be socially responsible but that they also give back in a meaningful way. In fact, **71% of young consumers will even change brands if one is more charitable than the other.** However, until now, such cause marketing has never been measured. In other words, what actually happens with those percentages of transactions given to charitable causes?

**Sadly, "charity-washing," similar to the tactic known as "green washing," is now all too common, where a company makes a show of social good but then diminishes their positive impact through lack of transparency or practices that undermine the cause they promote.**

With the advent of more socially responsible consumers, large corporations, financial institutions, brands, influencers, and small businesses are implementing various levels of Environmental, Social, and Corporate Governance (ESG) in their operations. **As a result, there is a strong need for socially responsible vehicles that can provide them with a trusted, transparent and verifiable method to give back to society and the environment.**





# THE SOLUTION

With our founders near four decades of humanitarianism, Kindly understands the importance of **Environmental, Social, and Corporate Governance (ESG)**. As a result, we have built the Kindly ecosystem to satisfy all the most pertinent aspects required to implement a fully measurable, certified and transparent platform for doing social good in the world.

**There is a huge opportunity to create a platform that operates in line with Corporate Social Responsibility (CSR)**. An ecosystem that gives back and solves some of the biggest challenges that our world is facing. The biggest way we can change the way that our world works is to be conscious of how and where we spend our money.

Utilizing the existing infrastructure and experience of FFLG and our two other charity partners, our primary goal is to make it easy to create measurable social impact. With the Kindly ecosystem, we aim to build a fully streamlined process for purchasing, tracking, and executing certified measurable social impact on the blockchain.



TRANSPORTING SEEDLINGS TO PLANT NEW TREES BY ONE OF OUR MAIN CHARITY PARTNERS



# SOCIAL IMPACT CHARITIES

Our social enterprise is starting with 3 focus areas of kindness that leverage our current network of charities. We intend to utilize a selection of trusted and vetted charities to implement those social outputs.

**FEED PEOPLE IN NEED**



**\$0.50/Feed a Child**

**PLANT TREES**



**\$0.25/Plant a Tree**

**FEED RESCUED ANIMALS**



**\$1/ Feed an Animal**



*Measurable Impact Delivered by Our Trusted Partners*



OUR FOUNDER, PAUL TURNER, FEEDING PEOPLE IN THE EARLY YEARS



# CERTIFICATION & VERIFICATION

All social impact purchases done within the Kindly ecosystem are also tracked and certified on a second blockchain by a 3rd Party organization called OM Guarantee Inc. As a certifying body, five separate records of the measurable social impact are captured inside their network as social proof that the impact took place.

The Kindly ecosystem will provide details of the verification process by allowing customers to view these 3 stages of completing a social impact transaction.

## **PHASE 1**

Shows confirmation that the funds were sent to the charity partner implementing the social impact.

## **PHASE 2**

Shows that the charity acknowledges the obligation to deliver the social impacts.

## **PHASE 3**

Show when the funds to deliver the social impacts are delivered to the charity partner.



# KINDLY COIN

The Kindly Coin (KIND) is an ERC-20 utility token which will launch on the Polygon blockchain. It is a cryptocurrency which will be used to transport value and social impact across multiple blockchains. Once our ecosystem becomes fully operational we will then look to decentralize various aspects of the project and utilize the KIND token to implement voting and governance mechanisms.

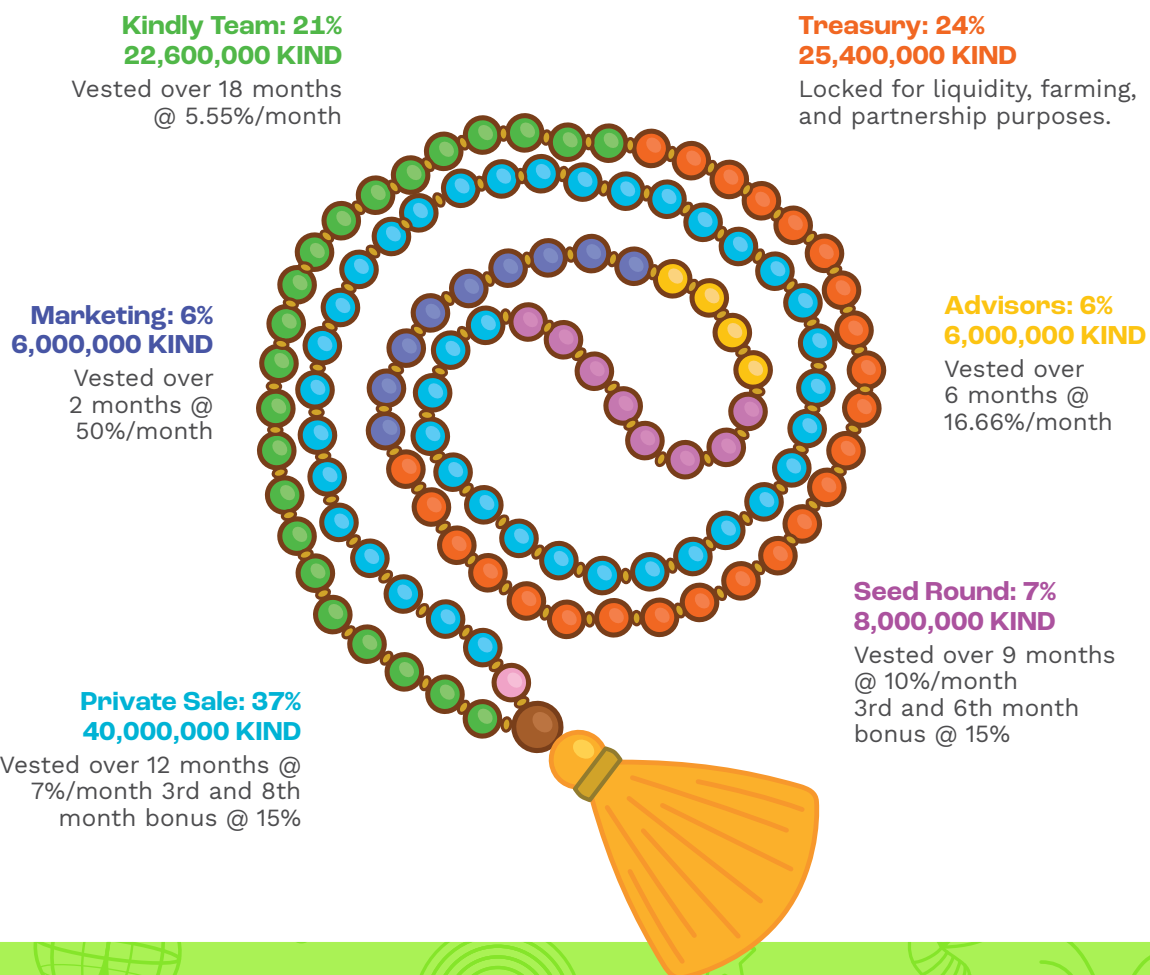


## TOKEN ALLOCATION AND VESTING SCHEDULE

The following graphic shows a breakdown of the token allocation and vesting schedule.

**Total Supply:** 108,000,000 KIND

**Initial Circulating Supply:** 7,007,778 KIND

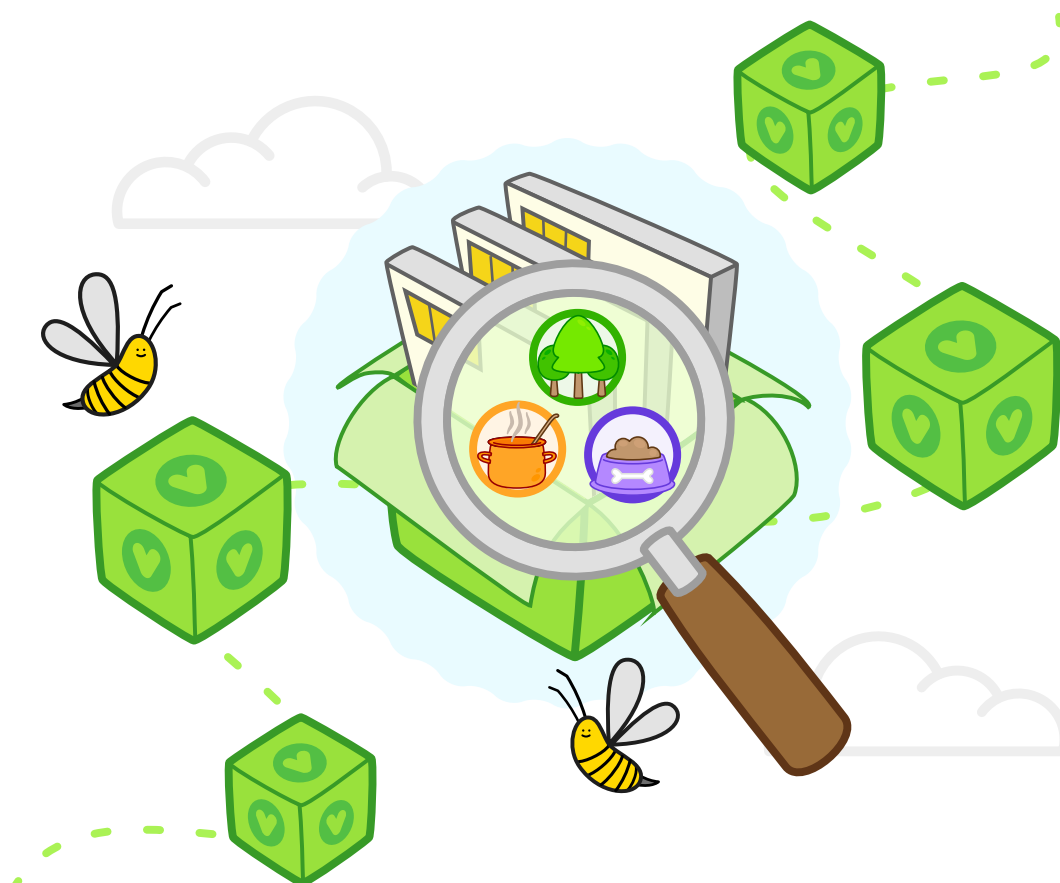




# KINDLY SCAN



Unlike the traditional block explorer, we intend to make a very consumer-friendly transaction explorer that helps customers find the information that really matters to them. How much social impact has their company, wallet, or user account generated? What is the state of their last social impact transaction? Did the charity get the funds? Users will be able to gain great insight into the Kindly ecosystem and see how it is changing the world.





# KINDLY API

The Kindly ecosystem is not only transparent but is designed to meet the needs of Corporate Social Responsibility (CSR). As a result, our platform lays the foundation for creating a fully automated and streamlined process to easily purchase measurable social impact. By creating the Kindly API, it opens up new possibilities that allow anyone to easily become socially responsible.



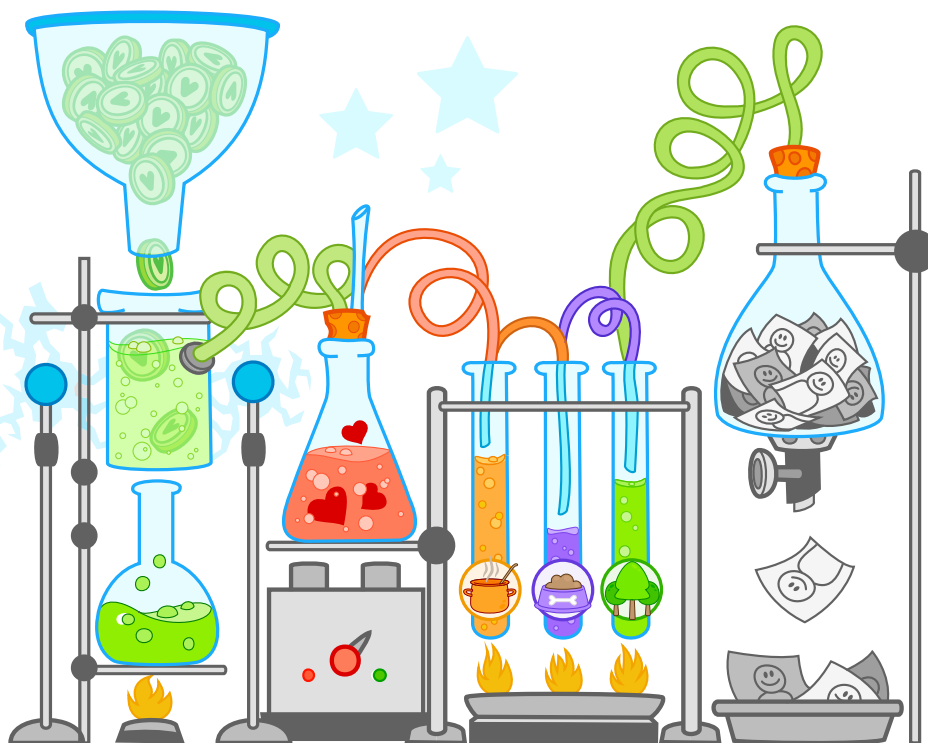
With this infrastructure in place it can allow large cryptocurrency exchanges or major wallet applications the ability to allocate a small portion of their transaction fees to make a measurable social impact and also satisfy their ESG commitments to being socially responsible. This enforces our vision to allow everyone to make a positive impact on the world without changing their behaviours. People could still use their favourite trading exchange or wallet and feel confident that they are also giving back.



# KINDLY NFTS

As non-fungible tokens (NFTs) gain popularity there is also a great opportunity to do good with them as well. As a result, we plan to add kindness to the NFT space with the creation of Kindly NFTs embedded with measurable social impact.

Kindly intends to partner with influential projects to create its own line of charitable NFTs where the initial sale and a 10% royalty on all future Kindly NFTs will go towards purchasing social impact via the Kindly ecosystem. We see this as a long-term initiative to support positive change in the world.



# KINDLY MARKET

The Kindly Market is a social impact marketplace that operates similar to an online store. It allows any organization, celebrity, influencer, or individual to easily purchase measurable social impact with fiat or cryptocurrency. Every transaction is both certified and tracked on the blockchain. Unlike donation platforms where you give money to a charity and hope they do something good with the funds. With the Kindly Market you are purchasing a quantifiable social outcome with your dollars.

A customer can purchase any quantity or grouping of social impacts in one transaction. Future capabilities will be implemented to allow for on-going subscription models. For every purchase made via the Kindly Social Impact Marketplace, there will be a 5% transaction fee that will be used to purchase KIND tokens off the open market and burnt.





# SECURITY

## SECURE PROJECT WALLETS

All wallets are kept safe by our team using multi-signature access, audited by Certik and secured with Certik's SkyNet security service, the leader in blockchain security by pioneering the use of cutting-edge formal verification technology on smart contracts and blockchains. Unlike traditional security audits, formal verification mathematically proves program correctness and hacker-resistance.

## FULL TRANSPARENCY

At Kindly, we value transparency and the trust it brings from our users. For that reason, we will provide a periodic transparency report on team spendings and certified social impact. You can always check recent transactions on the Ethereum blockchain.

## TOKEN & WALLET MANAGEMENT

OpenZeppelin will be managing our token and the wallets connected to the Kindly coin. OpenZeppelin is the standard for secure blockchain applications, providing security products to build, automate, and operate decentralized applications. They also protect leading organizations by performing security audits on their systems and products.



# TRUST

- Some of the factors considered in the vetting process include;
- We are a fully doxxed team
- We are competent professionals with extensive experience
- We are a purpose-driven team
- We are a kind team
- We hire based on values
- We are leveraging 40 years of goodwill of Paul Turner (Founder of Food For Life Global)
- We are focused on building a real organization with an kind culture
- We are design focused
- We use a proven co-design methodology to design solutions
- Kindly is an exciting project with a real use case
- Our project will create more interest in Blockchain technology
- Our founding charity partner is the world's largest food relief organization, Food For Life Global
- We have a long term strategy and BHAG™
- The Kindly Ecosystem (TKE) PTE LTD will create user-friendly tutorials for purchasing the coins (Videos, infographics, etc.)
- Through our partnership with Food for Life Global, Kindly Coin will have Celebrity endorsement and access to a global mailing list of donors and supporters and the local network of our affiliates in 60 countries.
- Investing in this project will accrue good Karma and "after life insurance"





# ROADMAP

## COMPLETED

- Whitepaper
- Certik audit of smart contract
- Funding: Seed Round
- Project Rebrand
- New Website Launched

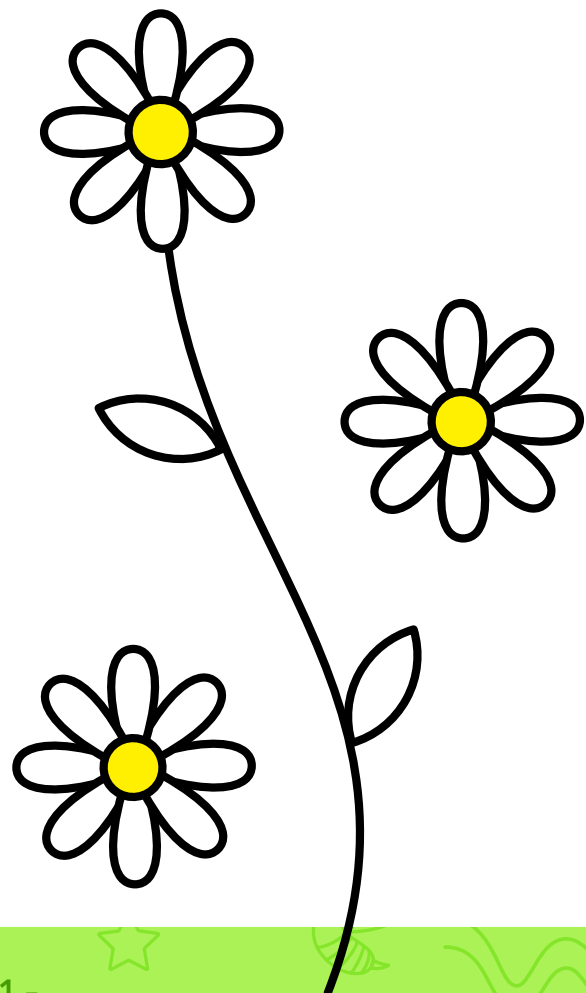


## IN PROGRESS

- Funding: Private Round
- Finalizing Partnerships
- Exchange Listings
- Major NFT Fundraising Events

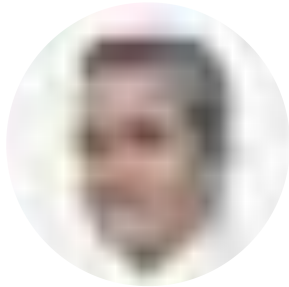
## COMING SOON

- Partnership Announcements
- Kindly NFTs
- Kindly Scan
- Kindly Market
- Payment Integrations





# THE TEAM



**PAUL TURNER**  
Charity & Social Impact



**MICHAEL KIRLEW**  
Strategy & Product



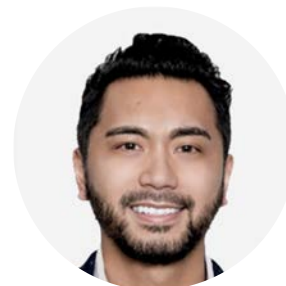
**RAY BAUTISTA**  
Business & Growth



**DEVIN GYUG**  
Operations



**DAVE GRAY**  
Technical Lead



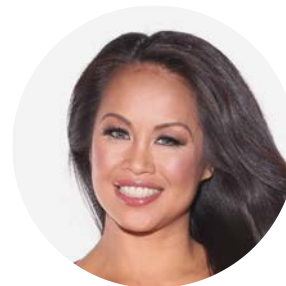
**RYAN BAUTISTA**  
Marketing



**ADAM MILES**  
Solutions Architect



**JAMES SKINNER**  
Corporate



**CARMELIA RAY**  
PR & Community



**ADRIAN BERNARD**  
ESG Specialist



**TOMAS REY**  
Product Design



**CHRISTIAN CLAYPOOL**  
Technical & Strategy





### **PAUL RODNEY TURNER - CHARITY & SOCIAL IMPACT**

Also the co-founder of Food For Life Global (FFLG) and OM Guarantee inc. In his younger years, Paul was a monk, a holistic life coach, World Bank veteran, vegan chef, social entrepreneur, inventor, and an author of 5 books. Under Paul's leadership, FFLG has grown to 265 projects in 60 countries and has served over 7 billion free meals.

### **MICHAEL KIRLEW - STRATEGY & PRODUCT**

In the cryptocurrency space since 2014, Michael has been well versed within the areas of investing and blockchain product development. Michael has played a major role in the rebrand and product restructuring of Reddcoin. He is also an accomplished entrepreneur with a flourishing career in corporate branding and creative strategies. Recognized by popular design publications including the Society of Environmental Graphic Design (SEGD), Signs Magazine and Applied Arts and rated "Top 10 Upcoming Designers in Canada" by DesignEdge magazine.

### **RAYMOND BAUTISTA - GROWTH**

Established Business & Marketing professional with 15 years in B2B and B2C digital marketing. His experiences expands across tech, media, cannabis, and non-profit sectors to generate growth through advertising.

### **DEVIN GYUG - OPERATIONS**

Devin Gyug is the energetic Co-Founder and CEO of Samplepop Technologies, Inc., Devin is known for taking an active interest in how companies operate and improving key processes.

### **DAVE GRAY - TECHNICAL LEAD**

Digital marketing expert who has started and grown many successful companies. Passionate outdoor enthusiast and animal lover who strives to make a positive environmental impact. Founder of Clear Solid Marketing.

### **RYAN BAUTISTA - MARKETING**

Recognized marketing expert since 2007. A marketing graduate from Ryerson University, Canada, with a proven record of scaling business incomes from \$0 to \$10 Million+ per year.

### **ADAM MILES - SOLUTIONS ARCHITECT**

With over two decades of experience in development, technology architecture and leading development teams Adam has a wealth of knowledge and experience in building enterprise level systems. Proficient in many coding languages, Adam has the unique ability to not only architect on a high level, but to also implement the vision in low level code. His passion for software and collaboration is unmistakable and is a driving force to execute the Kindly's vision.





### **JAMES SKINNER - CORPORATE & FINANCE**

International corporate finance expert focused on equity markets, cross boarder transactions, corporate structuring, corporate/operational strategy and finance solutions. James has completed in excess of 15+ stock exchange listings in London, Paris, Frankfurt and New York and has been involved in reverse take overs, MBO's, M&A transactions and Fund's management. He specializes in the tech sector and has experience with start ups in the Metaverse, Gaming, Artificial intelligence, SAAS, Biotech & life sciences, Defence and emergency communications sectors.

### **CARMELIA RAY - PR & COMMUNITY**

With over 30 years of extensive experience in mainstream media as a TV personality, famous celebrity matchmaker, entrepreneur and mentor, Carmelia provides valuable insight and connections to a wide mainstream market. With her skillset in public relations, marketing and developing large relevant communities, she plays a large role in bringing the awareness of Kindly to the world.

### **ADRIAN BERNARD - ESG SPECIALIST**

Founder of ABH Financial, who possesses over 20 years of client-focused experience in financial services, including asset protection, financial planning, and superannuation. Adrian is a founding member of feedOM.

### **TOMAS REY - PRODUCT DESIGN**

Fully-fledged solidity dApps developer, influencer and promoter of the DeFi ecosystem in Latin America. Co-Founder of Phoenix Finance and Founder of the COVID Token Foundation. Tomas has been involved in the development of other successful tokens adding up to more than \$100M in market capitalization.

### **CHRISTIAN CLAYPOOL - TECHNICAL & STRATEGY**

Co-founder of the Milk and Butter Token cryptocurrency project, Christian is well versed in both blockchain development and the creation of 3D crypto-based games and metaverses. Oklahoma State Chemical Engineering B.S. Graduate, University of Nevada Reno MBA Graduate, and Nevada Engineer Intern (EI) working for an environmental consulting company.

### **ARLO VEGAN - SUSTAINABILITY**

Vegan entrepreneur with over 15 years experience in consumer retail, farming, and real estate development. Arlo is also a founding member of Food for Life Global and feedOM.



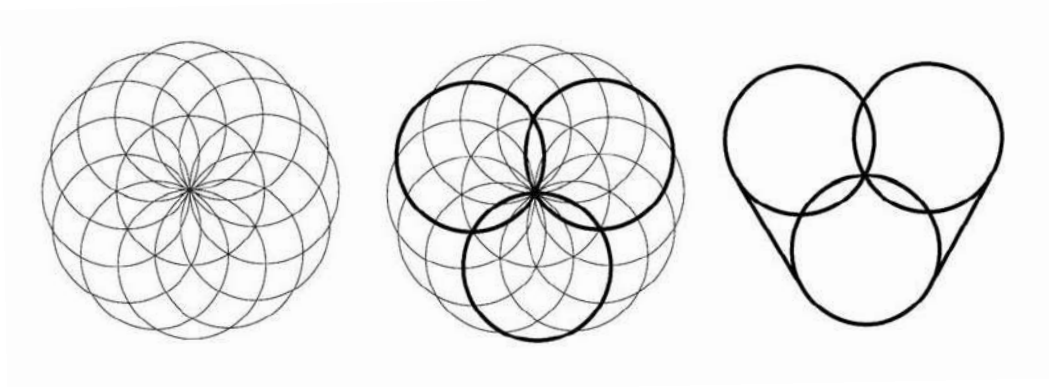


# BEHIND THE NUMBERS

The Kindly logo is based on the most sacred geometry in the universe, the tube torus, which represents infinite growth and the cycle of life – energy in, energy out – a constant flow of energy that feeds into the future, an infinite loop of nurturing.



From the tube torus we have selected 3 circles to base our logo on which just so happen to also create the number 8 which in numerology and Chinese astrology represent prosperity and compassion. The number 8 is also phonetically ATE, as in eaten and since one of our measurable social impacts is feeding children in need, we feel this is serendipitous. The number 8 also represents infinity and this too is because of its ties to the tube torus. Additionally, the three interlocking 8s that create the Kindly heart also happen to be three vesica piscis which represents the divine feminine, the Mother of creation and is also the source of the Christian fish symbol.



These two overlapping circles contain a lot of information, hidden in plain sight. It's a simple, but very powerful manifestation symbol containing the secrets of the Universe and a portal for the non-physical





to manifest itself into the physical reality. So it's definitely a symbol one should use for meditation and manifestation! The number 3 is the divine trinity too! Finally, from the formation of these 3 circles we get a heart, the symbol of love, compassion, and hope.

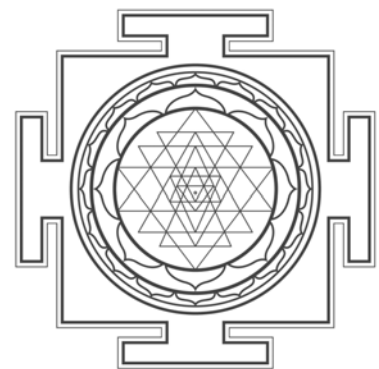
The Torus trumps all shapes, it is the fundamental form that exists at all scales of dimensions from the micro proton to the apple-shape of the Earth to the doughnut shape of the Sun. Its key is the Russian-dolling or nesting effect or self-similarity of the creation, effective, brilliant in its simplicity of spiralling torques that obey only one law, that of the in and the out, or the sucking in and the spitting out of itself, only to be fed back into the eternal loop, reabsorbed, resolved, reconstituted, reformed, revolving, redefining the expression of existence.

From the 1-dimensions of the dot/bindu/point of creation, to the 2-dimensions of the circle, to the 3-dimensions of the sphere, to the 4-dimensions of the toroidal implosive sphere, the Torus evolves successfully to seek the multi-dimensional in the All, the self in the whole.

The Torus God is the physics of the centrifugal black holes, bending time and space, to ultimately devour itself, to know in conclusion that its fractal inside is the same as its outside. Forever expanding its rings and simultaneously contracting, we learn that there is no separation.

**The fact that there will only be 108 million Kindly Coins in supply is also significant. 108 is considered the key that unlocks all of sacred geometry.**

In the Sanskrit alphabet, there are 54 letters and each has a masculine and feminine quality (Shiva and Shakti) 54 times 2 is 108.







On the Sri Yantra there are points where three lines intersect, and there are 54 such intersections. Each intersection has a masculine and feminine quality ( $54 \times 2$  equals 108). Thus, there are 108 points that define the Sri Yantra as well as the human body.

In Vedic astrology, there are 12 houses and 9 planets.

12 times 9 equals 108.

In the same tradition, the rosary or japa mala beads used to chant God's name number 108. 1 stands for God or the highest truth, 0 stands for emptiness or completeness in spiritual practice, and 8 stands for infinity or eternity.



**108 is considered the key that unlocks all of sacred geometry**



# LEGAL DISCLAIMER

This whitepaper describes the initial launch of \$Kindly coin ("Kindly tokens"). Kindly tokens are a redistributive cryptocurrency to be exchanged on multiple platforms and forms the native token on the Kindly ecosystem as explained in this whitepaper. All plans presented in this whitepaper are subject to change. The purchase of Kindly tokens is not refundable. All individuals, businesses, and other organizations should be aware of the risks and costs associated with the acquiring, holding and trading of Kindly tokens.

Please read this section of the whitepaper carefully. Consult legal, financial, tax, or other professional advisors if you are in any doubt about the action you should take. Information provided in this whitepaper may not be exhaustive and does not constitute the formation of any contractual relationship or obligations. While we make every effort to ensure that material found in this whitepaper is accurate and up to date, such material in no way constitutes professional advice. We do not guarantee nor accept any legal liability arising from the accuracy, reliability, currency, or completeness of any material contained in this whitepaper. No part of this whitepaper is legally binding or enforceable, nor is it meant to be.

In this whitepaper you will find information (the "confidential information") summarizing the products offered by The Kindly Ecosystem (TKE) Pte. Ltd. (The "company"), including without limitation, Kindly coin, Kindly social impact wallet, Kindly exchange, Kindly debit card, and OM Guarantee inc., And its Kindly ecosystem. The sole purpose of this confidential information is to assist the recipient in deciding whether to proceed with further investigation of a possible transaction with the company. All inquiries concerning the confidential information should be directed to the company. The confidential information has been prepared from information, estimates, projections and assumptions provided by the company and from other sources believed to be reliable. No express or implied representations or warranties are made by the company as to the completeness or accuracy of such information, estimates, projections or assumptions.

The company and its personnel and other "representatives" (as defined below) expressly disclaim any liability for damages, direct or consequential, arising out of or related to the confidential information, or omissions therefrom, or any other information provided in writing, orally or otherwise regarding any proposed transaction with the company. The recipient expressly understands and agrees that any estimates, projections and assumptions are, by definition, uncertain. Any party considering a transaction with the company agrees to look solely to its own due diligence and any representations, warranties and/or covenants set forth in a fully executed, definitive written agreement with the company relative to the transaction.

## **IMPORTANT NOTICE:**

Please read this entire section carefully as it contains important information from the Company as set out in this Whitepaper.

You are strongly advised to take independent legal advice on whether you are permitted under the laws of your jurisdiction to take part in the token offering of the Company. The Company does not recommend that you purchase Kindly tokens unless you have prior experience with cryptographic tokens, blockchain-based software, and distributed ledger technology and unless you have taken independent professional advice (including legal advice as aforesaid, tax advice and other relevant professional advice). Take note that by purchasing, holding and/or using Kindly tokens, you are representing that you have reviewed this Whitepaper and that you have indeed taken independent legal advice, tax advice and other relevant professional advice.

## **NOT PROFESSIONAL ADVICE**

Whether taken as a whole or read in part, this Whitepaper is not, should not be regarded as and should not be relied upon as, any form of legal, financial, tax, or other professional advice. You should seek independent professional advice before making your own decision as to whether to participate in this token offering, the services offered by the Company or to purchase any Kindly tokens.

You are solely responsible for any and all evaluations, assessments, and decisions you make in relation to purchasing Kindly tokens.

## **KINDLY TOKENS ARE EXCLUDED FROM COUNTRIES WHICH PROHIBIT TOKEN SALES**

Kindly tokens will not be sold or used in any jurisdiction that prohibits the sale, offering or use of cryptocurrency. Citizens, nationals, residents (tax or otherwise) and/or green card holders of each of: (i) the United States of America; (ii) the People's Republic of China; (iii) South Korea; (iv) North Korea; (v) Libya; (vi) Syria; (vii) Lebanon; (viii) Iran; (ix) Pakistan; (x) Canada; (xi) Bangladesh; (xii) Bolivia, (xiii) Ecuador, (xiv) Kyrgyzstan; (xv) Morocco, (xvi) Nepal (xvii) Israel; (xviii) any other country which prohibits the possession, dissemination or communication of this Whitepaper and/or prohibits participation in initial coin offerings or token sales or the purchase of tokens or any such similar activity; are not permitted to participate in this token offering.

## **RISK RELATING TO THE FEEDOM KINDLY ECOSYSTEM**

The Company will do its best to launch its operations and successfully develop the feedOM Kindly ecosystem. Any person undertaking the acquisition of the Kindly token acknowledges and understands, however, that the Company does not provide any warranty as to the release of the feedOM Kindly ecosystem. They acknowledge and understand, therefore, that the Company (including its bodies and employees)

assumes no liability or responsibility for any loss or damage that may result from or relate to the use of Kindly token(s).

The purchaser recognizes that the services provided by the feedOM Kindly ecosystem are under development and may undergo significant changes before release. The purchaser acknowledges that any of their expectations regarding the form and functionality of the feedOM Kindly ecosystem may not be met for any multiple unforeseen reasons.

## **RISK RELATING TO THE KINDLY TOKENS**

Kindly tokens will be stored in a wallet, which can only be accessed with a password selected by the purchaser. If a purchaser of Kindly tokens does not maintain an accurate record of their password, this may lead to the loss of Kindly tokens. If your password protection is weak and it is cracked or discovered by somebody else, this may also lead to the loss of Kindly tokens. As a result, purchasers must safely store their password in one or more backup locations that are well separated from the primary location.

Purchasers of Kindly tokens should be made only by individuals or entities with significant experience with, and understanding of, the intricacies of cryptocurrencies and blockchain-based software systems. Purchases should have functional understanding of storage and transmission mechanisms associated with other cryptocurrency tokens.

## **NO PROSPECTUS OR PROFILE STATEMENT**

The contents in this Whitepaper does not constitute any form of prospectus or investment solicitation or an offer or an invitation to offer to purchase any securities in any jurisdiction. The document is not based on or prepared in accordance with the laws and regulations that are designed to protect investors in any jurisdiction.

## **INFORMATION DISCLOSURE AND UPDATE(S)**

You may request for additional information from the Company in relation to the information contained in this Whitepaper by contacting us via [Contact@KindlyCoin.com](mailto:Contact@KindlyCoin.com). The Company may, but is not obliged to, disclose such information depending on whether (i) it is legal to do so and (ii) such requested information is reasonably necessary (in the opinion of the Company) to verify the information contained in this Whitepaper.

The information in this Whitepaper is current only as of the date on the cover hereof. For any time after the said cover date of this Whitepaper, the information, including information concerning the Company, its business plans and operations, financial and market conditions may have changed, including detrimental changes. Neither the delivery of this Whitepaper nor any sale of Kindly tokens made in the related token

offering shall under any circumstances, constitute a representation that no such changes have occurred.

## **PROMINENT STATEMENTS**

The information contained in this Whitepaper about the proposed business opportunity is not intended to be the only information on which a decision is to be made and is not a substitute for a disclosure document or any other notice that may be required under the law. Detailed information may be needed to make a token participation decision. Prospective participants should be aware that no established market exists for trading any tokens that may be offered.

## **KINDLY TOKENS ARE NEITHER APPROVED NOR DISAPPROVED BY MAS**

Neither this Whitepaper nor any other documents nor any prospectus or any document in lieu of a prospectus in connection with this Whitepaper or this offering of Kindly tokens has been or will be registered with any government body or regulatory authority in Singapore (including the Monetary Authority of Singapore ("MAS")) or elsewhere. Neither this Whitepaper nor this offering of Kindly tokens have been submitted to or reviewed by, approved or not approved by any government body or regulatory authority in Singapore (including the MAS) or elsewhere.

Kindly tokens are not capital markets products, securities, shares, debentures or units in a collective investment scheme or business trust, as respectively defined under the Securities and Futures Act (Cap. 289) ("SFA"). Accordingly, the SFA does not apply to the offer and sale of Kindly tokens. For the avoidance of doubt, this offering of Kindly tokens need not be accompanied by any prospectus or profile statement and no prospectus or profile statement is required to be lodged with the MAS.

Upon purchasing any Kindly tokens and/or utilizing the services provided by the Company, you will be deemed to have reviewed this Whitepaper in full and to have acknowledged and agreed to the terms of this offering of Kindly tokens, including the fact that this offering does not fall within the scope of any securities laws in Singapore and is not regulated by the MAS. You further acknowledge and agree that Kindly tokens are not capital markets products, securities, shares, debentures or units in a collective investment scheme or business trust, as respectively defined under the SFA and are not meant to generate any form of investment return. Persons considering purchasing Kindly tokens are responsible for conducting their own due diligence (including financial and legal due diligence) on the Company and the Kindly tokens and should ensure that they fully understand and are able to bear the risks of purchasing Kindly tokens as set out herein in this section.

This Whitepaper and any part hereof may not be distributed or otherwise disseminated in any jurisdiction where digital token offerings or sale or purchase of digital tokens is or may be regulated or prohibited.

## **NO RIGHTS (OF THE TOKEN HOLDER)**

Kindly tokens holders are not entitled to any form of rights, including but not limited to any ownership, distribution rights (including but not limited to profits), redemption rights, liquidation rights, exclusive rights (including all forms of intellectual property rights) or other financial or legal rights, except those specifically provided in this Whitepaper.

## **AUTHORITATIVE VERSION**

This English version of our Whitepaper is the official source of information related to the Kindly tokens. The Whitepaper may be translated into other languages as needed and used in writing or verbal communication with existing and potential customers, partners, etc. During translation or communication, some of the information may be lost, damaged or inaccurate. The accuracy of such alternative communication cannot be guaranteed. If there is any conflict or inconsistency between such translation and communication and this English version of the Whitepaper, the English version of this Whitepaper will be the authoritative version.

References in this Whitepaper to “we” or “us” refers to the Company and “our” shall be construed accordingly. “You” refers to any person accessing, perusing or reviewing this Whitepaper and “your” shall be construed accordingly.

## **VALUE RISKS**

Value Risks Tokens issued by the Company may drop substantially in value or may remain illiquid for long periods or indefinitely. The Company cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements are being made in this disclaimer section. Participants should review the token sale agreement in its entirety and seek the professional advice of legal counsel and investment professionals. As with other cryptocurrency tokens, the value of Kindly tokens may fluctuate significantly and become reduced in value for any number of reasons, including, but not limited to, the relationship of supply and demand, the overall conditions of the cryptocurrency market, political / geographical disruption, changes of regulations in certain jurisdictions, or technical reasons. The token economy is new and exciting. Kindly tokens may have no value. The Company reserves the right to refuse or cancel Kindly tokens purchase requests at any time at its sole discretion.

## **RISKS RELATED TO SPECULATIVE TRADING PRICES FOR KINDLY TOKENS**

The valuation of digital tokens in a secondary market is (typically) not transparent and highly speculative in nature. Kindly tokens do not hold any ownership rights to the Company's assets, and therefore, are not backed by any tangible asset. Trading prices of Kindly tokens can fluctuate greatly within a short period of time. There is a high risk that a Kindly token holder could lose his/her entire sum paid to purchase Kindly tokens. In the worst-case scenario, Kindly tokens could be rendered worthless.



## **LIMITATION OF LIABILITY**

To the maximum extent permitted by the applicable laws, rules and regulations, the Company, and any employees thereof, shall not be liable for any indirect, special incidental, consequential or other losses of any kind, in tort, contract or otherwise including but not limited to loss of revenue, income, acceptance of or reliance on this Whitepaper or any part thereof by you.

## **REGULATORY STATUS UNCERTAIN IN SINGAPORE**

The regulation of digital tokens and/or cryptocurrencies such as Kindly tokens is still in a very nascent stage of development in Singapore. There exists a high degree of uncertainty as to how tokens and token-related activities are to be treated. The applicable legal and regulatory framework may change subsequent to the date of issuance of this Whitepaper. Such change may be very rapid, and it is not possible to anticipate with any degree of certainty the nature of such regulatory evolution. The Company does not in any way represent that the regulatory status of Kindly tokens will remain unaffected by any regulatory changes that arise at any point in time before, during, and after this token offering.

## **NO REGULATORY SUPERVISION**

Neither the Company or its affiliates are currently regulated or subject to the supervision of any regulatory body in Singapore, in particular, the Company and its affiliates are not registered with MAS in Singapore as any type of regulated financial institution or financial advisor and are not subject to the standards imposed upon such persons under the SFA, Financial Advisors Act (Cap. 110) (the "FAA"), and other related regulatory instruments prescribed by MAS. Such persons are required to comply with a variety of requirements and standards concerning disclosures, reporting, compliance, and conduct of their operations for purposes or maximizing investor protections. Since the Company is not subject to such requirements or standards, it will make decisions on those issues at its own discretion. While the Company will have regard to best practices for these issues, holders of Kindly tokens will not necessarily enjoy the same extent and degree of investor protections as would be the case should they purchase products or services from regulated entities instead.

## **NO FIDUCIARY DUTIES OWED**

As the Company is not a regulated financial institution, it does not owe holders of Kindly tokens any fiduciary duties. This means that the Company has no legal obligation to always act in good faith in the best interests of holders of Kindly tokens. While the Company will have regard to the interests of holders of Kindly tokens, it is also permitted to consider the interests of other key stakeholders and to prefer these interests over the interests of Kindly tokens holders. This may mean that the Company is permitted to make decisions that conflict with or are not necessarily in, the interests of Kindly token holders. Not owing any fiduciary duties to holders of Kindly tokens also

means that holders of Kindly tokens may have limited rights of recourse against the Company and its affiliates in the event of disputes.

## **UNCERTAINTIES IN TAX CHARACTERIZATION AND TAX TREATMENT**

The tax characterization of Kindly tokens is unclear. Accordingly, the tax treatment to which they will be subject is uncertain. All persons who wish to purchase Kindly tokens should seek independent tax advice prior to deciding whether to purchase any Kindly tokens. The Company does not make any representation as to whether any tax consequences may arise from purchasing or holding Kindly tokens and/or the utilization of the services provided by the Company as set out herein.

## **VOTING**

Any person holding our project's governance token, Kindly tokens, can use them to vote on what social impact is to be made with the accumulated funds from the Kindly Social Impact Wallet.

## **FAILURE TO OBTAIN, MAINTAIN OR RENEW LICENSES AND PERMITS**

Although as of the date of commencing the Kindly tokens' pre-sale, the Company is not obliged under any statutory requirements to receive any licenses and permits necessary for carrying out of its activity, there is the risk that such statutory requirements may be adopted in the future. In this case, the Company's business will depend on the continuing validity of such licenses and permits and its compliance with their terms. Regulatory authorities will exercise considerable discretion in the timing of license issuance and renewal and the monitoring of licensees' compliance with license terms. Requirements which may be imposed by these authorities and which may require the Company to comply with numerous standards, recruit qualified personnel, maintain

necessary technical equipment and quality control systems, monitor our operations, maintain appropriate filings and, upon request, submit appropriate information to the licensing authorities, may be costly and time consuming and may result in delays in the commencement or continuation of operation of the Company's issuance of the Kindly tokens. Further, private individuals and the public at large possess rights to comment on and otherwise engage in the licensing process, including through intervention in courts and political pressure. Accordingly, the licenses the Company may need may not be issued or renewed, or if issued or renewed, may not be issued or renewed in a timely fashion, or may involve requirements which restrict the Company's ability to conduct its operations or to do so profitably.

## **UNLAWFUL OR ARBITRARY GOVERNMENT ACTION**

Governmental authorities may have a high degree of discretion and, at times, act selectively or arbitrarily, without hearing or prior notice, and sometimes in a manner that is contrary to law or influenced by political or commercial considerations. Moreover, the government also has the power in certain circumstances, by regulation or government act, to interfere with the performance of, nullify or terminate contracts. Unlawful, selective, or arbitrary governmental actions have reportedly included the denial or withdrawal of licenses, sudden and unexpected tax audits, criminal prosecutions, and civil actions. Government entities in other jurisdictions have also used common defects in matters surrounding token sales as pretexts for court claims and other demands to invalidate or to void any related transaction, often for political purposes. In this environment, the Company's competitors may receive preferential treatment from the government, potentially giving them a competitive advantage over the Company.

## **NO RIGHTS TO ATTRIBUTES OR FUNCTIONALITIES OR FEATURES**

Notwithstanding the contents of this Whitepaper, the Company does not guarantee and does not represent in any way to the purchaser that Kindly tokens have any rights, uses, purpose, attributes, functionalities, or features. The Company reserves the right (in its sole and absolute discretion), to amend the uses, purposes, attributes, functionalities or features of the Kindly tokens.

## **RISK OF ENTERPRISE FAILURE**

There is no assurance of any success or development of the Kindly tokens by the Company. The products and services provided by the Company (the "Products and Services") has not been fully developed, finalized and integrated and is subject to further changes, updates and adjustments prior to its launch. Such changes may result in unexpected and unforeseen delays and impact its launch and therefore failure of the Company. If and when the Products and Services are fully developed, there is no assurance of adoption or being utilized by its target users and therefore, there exists the risk of enterprise failure.

## **LACK OF DEVELOPMENT OF MARKET FOR KINDLY TOKENS**

As there has been no prior public trading market for Kindly tokens, the token offering may not result in an active or liquid market for Kindly tokens, and their price may be highly volatile. Even if Kindly tokens are tradable in a secondary market, in practice, there may not be enough active buyers and sellers, or the bid-ask spreads may be too wide. Kindly tokens holders may not be able to exit their token holdings easily. In the worst-case scenario where no secondary market develops, a token holder may not be able to liquidate his/her token holdings at all. The exchanges or platforms that facilitate secondary trading of Kindly tokens may not be regulated by the applicable laws.

## **RISKS RELATED TO SPECULATIVE TRADING PRICES FOR KINDLY TOKENS**

The valuation of digital tokens in a secondary market is (typically) not transparent and highly speculative in nature. Kindly tokens do not hold any ownership rights to the Company's assets, and therefore, are not backed by any tangible asset. Trading prices of Kindly tokens can fluctuate greatly within a short period of time. There is a high risk that a Kindly token holder could lose his/her entire sum paid to purchase Kindly tokens. In the worst-case scenario, Kindly tokens could be rendered worthless.

## **PLATFORM SERVICES AND RISKS**

You agree that you are solely responsible for making your own independent investigation and appraisal of the Kindly tokens and the Products and Services. You shall fully understand and familiarize yourself with all the terms and conditions of the Products and Services and the risks involved and agree that you will only utilize the Products and Services on the basis of your own independent review and determination that the utility of the Products and Services is suitable and appropriate for you, taking into account your specific objectives, financial situation, experience, knowledge and particular needs.

You expressly acknowledge that you have the appetite to assume all economic consequences and risks of utilizing the Products and Services and to the extent necessary, have obtained consultation from tax, legal and other advisers.

## **THIRD PARTY RISKS**

The tokenized nature of Kindly tokens means that they are a blockchain-based asset. The security, transferability, storage, and accessibility of blockchain assets depends on factors outside of the Company's control, such as the security, stability, and suitability of the underlying blockchain, mining disruptions, and who has access to the private key of any wallet where Kindly tokens are stored. The Company does not represent or otherwise assure that it can prevent such external factors from

having any direct or indirect adverse impact on any Kindly tokens. Persons intending to purchase Kindly tokens should note that adverse events caused by such external factors may result in the loss of some or all Kindly tokens purchased and/or other cryptocurrencies utilized by way of the Products and Services. Such loss may be irreversible. The Company is not responsible for taking steps to any cryptocurrencies or digital tokens lost.

## **BLOCKCHAIN TECHNOLOGY RISKS**

Kindly tokens will be issued on the Binance Smart Chain and Ethereum chain. As such any malfunction or unexpected functioning of the Binance Smart Chain or Ethereum protocols may impact the purchaser's ability to transfer or securely hold Kindly tokens. Such an impact could adversely affect the value of Kindly tokens.

The Company's dependence on functioning software applications, computer hardware and the Internet implies that the Company can offer no assurances that a system failure would not adversely affect the use of your Kindly tokens and/or the Products and Services. Despite the Company's implementation of all reasonable network security measures, its processing servers are vulnerable to computer viruses, physical or electronic break-ins or other disruptions of a similar nature. Computer viruses, break ins or other disruptions caused by third parties may result in interruption, delay, or suspension of services, which would limit the use of Kindly tokens and/or the Products and Services.

## **NO REPRESENTATIONS AND WARRANTIES**

The Company does not make or purport to make and hereby disclaims, any representation, warranty, undertaking, or other assurance (express or implied) in any form whatsoever to any person, including any representation, warranties, undertakings, or other assurances in relation to the truth, accuracy, or completeness of any part of the information in this Whitepaper. Without prejudice to the generality of the aforesaid, the Company has not made any representation in any form to induce (and if you participate in this token offering or purchase, hold and/or use any Kindly tokens, you thereby confirm that no form of inducement was made to you to induce) you to participate in this token offering or to purchase or hold and/or use Kindly token(s) and further that you have participated in this token offering, purchased, held and/or used Kindly token(s) solely on your own volition.

## **FORWARD LOOKING STATEMENTS**

Certain declarations, estimations and financial information in this Whitepaper constitute forward-looking statements or information based partly upon opinions of Kindly token founders. Such forward-looking statements or information involve known, unknown risks and uncertainties which may cause actual events or results to materially differ from the estimations and results implied or expressed in these forward-looking statements. The Whitepaper may be modified by the Company to provide further and more detailed information.





# WHITEPAPER

## VERSION 2.0

### THE KINDLY ECOSYSTEM PTE LTD

UEN: 202131142K

1 Coleman Street  
The Adelphi #08-02  
Singapore 179803

### CONTACT

[contact@Kindlycoin.com](mailto:contact@Kindlycoin.com)

[www.KindlyCoin.com](http://www.KindlyCoin.com)

### SOCIAL MEDIA

-  [@KindlyCoin](https://twitter.com/KindlyCoin)
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