

*A PIONEER IN WEB3 AND SOCIALFINANCE SPACE*

# Pop Social

*BUSINESS PRESENTATION*



MISSION

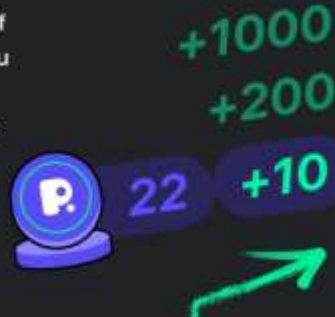


# BUILDING A WEB3 **TikTok** POWERED BY AI

Pop Social will become an AI-driven, Reward based, Web3 version of TikTok + Telegram, providing users with privacy-focused social interactions and content creation.

## The Social Platform Where Engagement Earns Rewards

We understand the true worth of your engagement. The more you engage, the more you earn! Don't miss out on this incredible opportunity.



### PROOF OF CONCEPT

Since **Pop Social Beta** launch during Jan 2024 until today has generated over **500.000 users**.

Current market value is over **\$40 million**

Full version of Pop Social App is to be released May 2025



### TRACTION



# Pop Social

As of October 2023, **Pop Social** completed a strategic seed round financing of over **\$4 Million** from multiple well-known Institutions

## BACKERS & INVESTORS

Fundamental  
Labs

CERAS

 PRYSM GROUP

 FUSION LABS

 promatrix

## PARTNERS & ACCELERATORS

 BNB CHAIN

 OKX

 polygon

 consensus  
Scale

 Chainlink  
BUILD

 COINTELEGRAPH  
The future of money

## Partners & Backers

The Pop Social Ecosystem is a multi-chain platform, check out all our partners on the same quest as ours in making the Web3 space more easily accessible.


Fundamental  
Labs

CERAS


 PRYSM GROUP

 FUSION LABS

 promatrix

 BNB Chain

 COINTELEGRAPH  
ACCELERATION

 OKX



# Pop Social Token (PPT)



## PPT information

PPT is the native token of Pop Social, used for incentives, transactions and governance within the ecosystem.

The total supply is **200 million tokens**, which will be deflationary, reducing to **100 million tokens** through the ecosystem cycle.

## PPT Distribution

USES	DISTRIBUTION	EXPLANATION
Content creation incentives	70%	Incentivizing users to create high quality content
Team and advisor compensation	4%	Research, development, technical optimization and operations. Locked for 2 years
Node and liquidity Incentives	10%	Ensuring network stability by gradually releasing tokens to early participants.
Seed and strategic Financing	5%	Supporting early development and operations. Locked for 1 year, unlocking quarterly
Marketing and advertising	2%	To attract users, advertisers to participate
Community reserves	3%	Reserved for future expansion and risk buffering
institutional investment	6%	Used for dividends to institutions who made early investments.

## Exchange listings

	Ranked #2
	Ranked #6
	Ranked #9
	Ranked #12
	Ranked #13

## PPT Validation



SCORE

**79.97**

**A**



## PPT Coinmarketcap

LISTED ON



COINMARKETCAP.COM

## Future Exchange listings



# Pop Social TEAM

## Michael Shen

CEO

As the **CEO and Co-founder** of Pop Social, Michael is a dynamic innovator in emerging technologies. With over 8 years of experience in blockchain and crypto industry. He is dedicated to build the next generation social gateway to accelerate the web3 Social revolution

## Dr. Joey Chou

CPO

Dr. Joey, holding a Ph.D. from MIT and a background at Apple, is the Chief Product Officer at Pop Social. His extensive expertise spans product design and innovation. In his role as **CPO and Co-founder**.

## Ammar Brohi

Head of Engineering

Ammar is a seasoned technology expert, cofounder of Stellaswap, the leading DEX on Moonbeam. He also led the engineering team at Fasset where he established the team and architected the solutions.

## Faisal Zaidi

Pop Social Advisor

As an award-winning chartered marketing professional, Building the World's Fastest Growing Blockchain Ecosystem in the Middle East and having won the best marketing initiative of the year at the CCAwards consecutively for the years 2015 and 2016.

## John G. Izaguirre

Pop Social Advisor

John is the founder of the venture studio platform for Web3, DotDots. xyz, and the NFT advisory firm IOV Agency. Strategic partner at the developer hub 4PTO Ventures, active mentor at the Celo acceleration camp, Humans Network, Hypernest, Gotbit camp, and HTW Berlin University incubation program.

## Goncalo Vincente

Product Lead

Goncalo Vicente is an experienced product centric founder and CEO of a web3 start-up developing an open protocol for digital assets inheritance, covering cryptocurrencies, NFTs and DeFi, taking it from ground zero to a successful live launch. Vincent has honed his skills for over 15 years at Accenture.

THE NEWEST ADDITION IN  
POP SOCIAL ECOSYSTEM



# Pop Max

## Decentralized Ecosystem Innovation and Development Foundation

Driving Global Digital Economy and User Wealth Growth

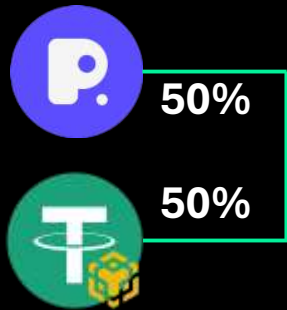
**OBJECTIVE:** To support Ecosystem projects, optimize token economics, promote user participation, and drive ecosystem growth

**OPPORTUNITY:** Multiple staking contracts with revolutionary option!



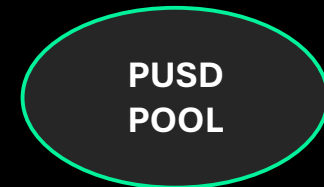
# Staking and Reward model

To stake use  
\$PPT / USDT



PERIOD	DAILY YIELD RATE
10 days	0.4%
30 days	0.5%
90 days	0.6%
180 days	0.8%
360 days	1%

YOUR STAKING REWARDS  
AND TEAM EARNINGS



When you have funds in the PUSD pool you are taking part of daily YIELD Pool bonus. This pool acts as a **compounding effect** the more funds you leave in the pool, the more you will receive from the daily Yield Pool distribution



The YIELD Pool is a Powerful mechanism that rewards users with daily pool distribution. A 10% withdrawal fee on funds ends up in the YIELD Pool. Funds are distributed:  
50% to PUSD pool holders  
40% to Node holders  
10% to Education fund

COMPANY  
WITHDRAWAL POOL

### Example on Staking

AMOUNT	PERIOD	DAILY %	PROFIT
\$100	360days	\$1	\$360
\$1000	360days	\$10	\$3600
\$5000	360days	\$50	\$18,000
\$10,000	360days	\$100	\$36,000

### Example on daily YIELD Pool\*

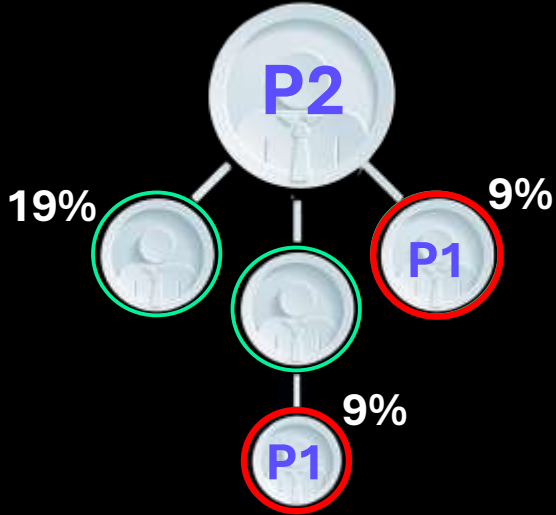
0.65% - 1,3%  
DAILY ON PUSD ACCOUNT  
GIVES AN AVERAGE OF  
0,975%

PUSD POOL	Daily YIELD	PROFIT DAILY	PROFIT 360 days
\$500	0,975%	\$4.8	\$1,753
\$2000	0,975%	\$19.5	\$7,020
\$5,000	0,975%	\$48,75	\$17,550
\$30,000	0,975%	\$292,5	\$105,300

\*YIELD Pool calculations are estimates and can variate daily. The calculations is based on the amount in your PUSD Pool

# TEAM INCOME PLAN

**Direct referral Earnings 15%**



- REFERRAL EARNINGS
- POOL BONUS
- GLOBAL BONUS
- MINT EARNINGS
- TEAM EARNINGS
- DYNAMIC EARNINGS
- PASSIVE EARNINGS

**Team Earnings 10% - 82%**

RANK	YOUR STAKING	REQUIREMENTS	REWARDS
P1	\$100	3 REFERRALS + \$30,000 VOLUME	10%
P2	\$200	2 X P1 MEMBERS	19%
P3	\$400	2 X P2 MEMBERS	28%
P4	\$800	2 X P3 MEMBERS	37%
P5	\$2,000	2 X P4 MEMBERS	46%
P6	\$4,000	2 X P5 MEMBERS	55%
P7	\$8,000	2 X P6 MEMBERS	64%
P8	\$15,000	2 X P7 MEMBERS	73%
P9	\$30,000	2 X P8 MEMBERS	82%

**P9 LEVEL BONUS:**  
1% Weighted dividend from total network earnings

**INCOME EXAMPLES**

Personal referred 3 people who are staking:

- Person 1:**  
Staking \$1000 x 1% = \$10 x 15% = \$1.5 x 360 days = **\$540**
- Person 2:**  
Staking \$500 x 0.8% = \$4 x 15% = \$0.6 x 180 days = **\$108**
- Person 3:**  
Staking \$5000 x 1% = \$50 x 15% = \$7.5 x 360 days = **\$2700**

Example: You are on P4 Level, your team have in average:

\$50,000 staking volume x 1% = 500 x 37% = **\$185 per day**  
Total \$185 x 360 = **\$66,600**

\$250,000 Volume x 1% = \$2,500 x 37% = **\$925 per day**  
Total \$925 x 360 = **\$330,000**

\$1,000,000 Volume x 1% = \$10,000 x 37% = **\$3700 per day**  
Total \$3,700 x 360 days = **\$1,332,000**

\* 37% team earnings are based on open line where no one break off with any P1 level or higher. If any P1 or higher break off, you earn the difference between the levels.



# FUND PARTICIPATION PLAN



- Exchanges
- BYBIT
  - Bitget
  - MEXC Global
  - Gate.io
  - Bingx

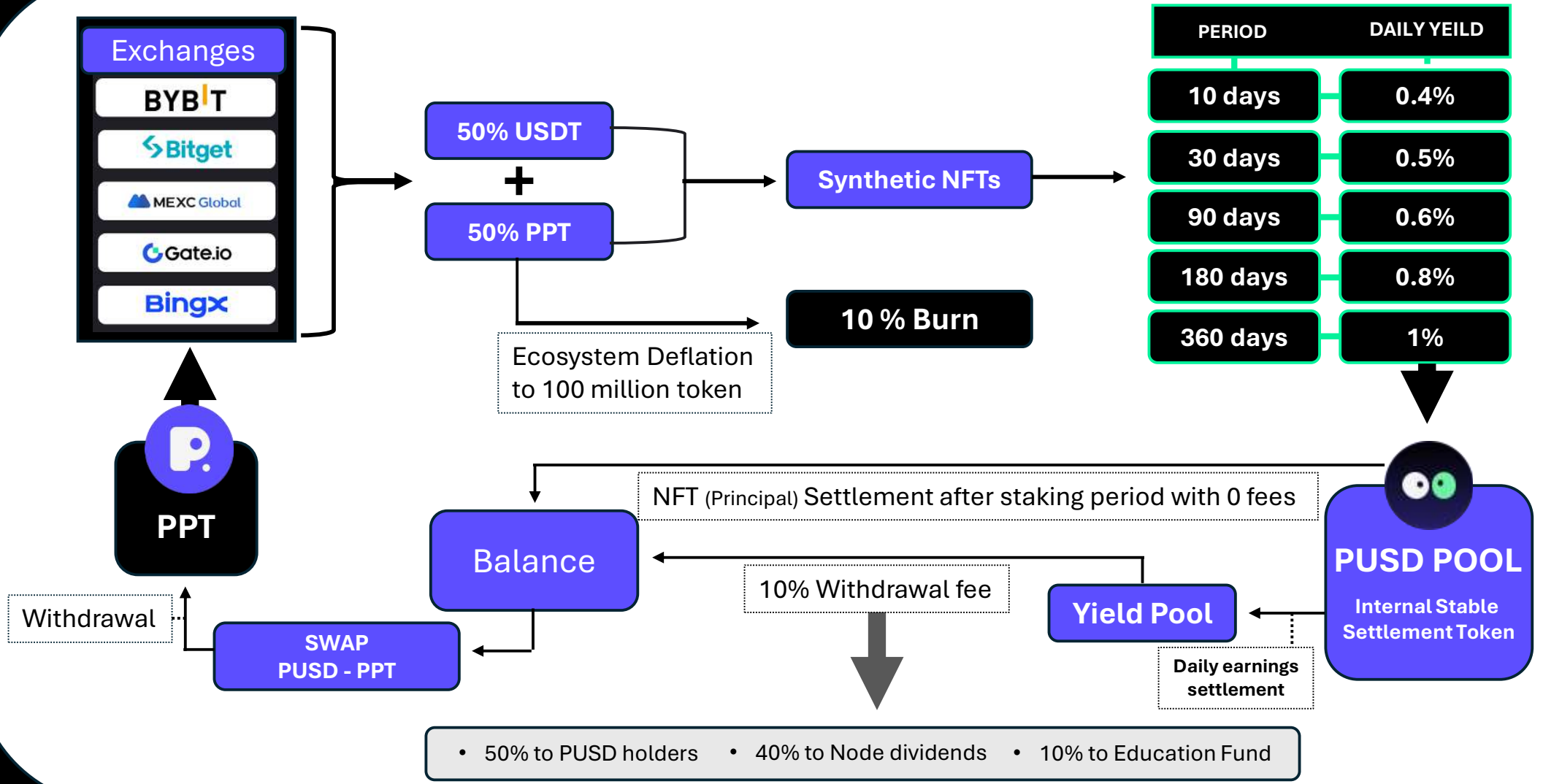
50% USDT  
+  
50% PPT

Synthetic NFTs

10% Burn

Ecosystem Deflation to 100 million token

PERIOD	DAILY YEILD
10 days	0.4%
30 days	0.5%
90 days	0.6%
180 days	0.8%
360 days	1%



# HIGHLIGHTS



## Proof of Concept

PopSocial app has today over 500.000 registered users and value over \$40 million.



## Backers & Investors

Several institutional investors took part of a Seed round in October 2023 and are part of PopSocial board.



## Exchange Listings

Listed on Coinmarketcap and 5 Top exchanges with global ranked from #2 to #13 place.



## Founders Background

The 2 founders are former executives from Binance and OKX



## Total Token Supply

The total supply is 200 million tokens, which will be deflationary, reducing to 100 million tokens



# HOW TO JOIN?



1. Ask your referrer for his invite link
2. Click on Connect Wallet
3. Approve in your wallet and then click the Register button that appear in dApp.
4. To stake you click on the round button below and add the amount you want to stake.

## Recommended wallets



Trust Wallet





Welcome to Pop Social and Pop Max

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Talk to the person who invited  
you to get started



# Pop Social creator Tools

