



BOXX

UNITED

CONNECTING THE WORLDS
OF **CRYPTO** AND **SPORTS**

White Paper V1.01



BOXX UNITED ECOSYSTEM

CONNECTING THE WORLDS OF CRYPTO AND SPORTS

BoXX United is a sports marketing organisation. We connect sports clubs and athletes worldwide with fans, companies and sports-related charities through the BoXX United ecosystem and KiXX: our innovative loyalty program and universally adoptable utility token for the sports, e-sports and entertainment industries.

DISCLAIMER

The Directors of BoXX United Limited have issued this White Paper and have taken all reasonable care to ensure that the facts stated in this document are true and accurate in all material respects, and that there are no other facts the omission of which would make misleading any statement in the document, whether of facts or of opinion. The Directors accept responsibility accordingly.

Summary of Legal Considerations, Risks and Disclaimers

IMPORTANT NOTICE: Please read the entirety of this “Summary of Legal Considerations, Risks and Disclaimers” section carefully. We recommend you consult a legal, financial, tax or other professional advisor(s) or expert(s) for further guidance prior to participating in the BoXX Token Generation Event outlined in this White Paper. You are strongly advised to take independent legal advice in respect of the legality in your jurisdiction of your participation in the Token Generation Event. You should note that in the Token Sale Terms and Conditions that you will be acknowledging and accepting as part of the process to participate in the BoXX Token Generation Event, you will represent that you have indeed taken independent legal advice.

Please note that this is a summary of the “Legal Considerations, Risks and Disclaimers” document which can be found at www.b maxxunited.com/legal and which you must read in full before: (i) making use of this White Paper and any and all information available on BoXX United Limited’s (the “Company” or “BoXX”) website at www.b maxxunited.com/legal (the “Website”) and/or (ii) participating in the Company’s token generation event outlined in this White Paper (the “Token Generation Event”). Any undefined capitalised terms below shall have the meaning set out in the “Legal Considerations, Risks and Disclaimer” paper. This summary should not be relied on in place of reading the “Legal Considerations, Risks and Disclaimers” paper in full.

The information in this White Paper and all information available on the Website shall hereinafter be referred to as the “Available Information”.

The “Legal Considerations, Risks and Disclaimers” paper, the full version of which was mentioned above, applies to the Available Information. The contents of the “Legal Considerations, Risks and Disclaimers” paper outlines the terms and conditions applicable to you in connection with (i) your use of any and all Available Information; and/or (ii) your participation in the Token Generation Event, in each case in addition to any other terms and conditions that we may publish from time to time relating to the Token Generation Event (such terms hereinafter referred to as the “Terms”).

This White Paper states the current views of the Company concerning the BoXX platform and related matters. The Company may from time to time revise this White Paper in any respect without notice. The information entered in this White Paper is indicative only and is not legally binding on the Company or any other party. This document is for informational purposes only and does not constitute and is not intended to be an offer to sell, a solicitation of an offer to buy, or a recommendation of: (i) the Company, (ii) an investment in the BoXX Platform or any project or property of the Company, or (iii) shares or other securities in the Company or any affiliated or associated company in any jurisdiction.

The information set forth in the “Legal Considerations, Risks and Disclaimers” paper may not be exhaustive and does not imply any elements of a contractual relationship. While we make every reasonable effort to ensure that all Available Information is accurate and up to date, such material in no way constitutes professional advice. Individuals intending to participate in the Token Generation Event should seek independent professional advice prior to acting on any of the Available Information.

Director’s Responsibility Statement

The Company does not recommend purchasing Tokens for speculative investment purposes. Tokens do not entitle you to any equity, governance, voting or similar right or entitlement in the Company or in any of its affiliated companies. Tokens are sold as digital assets, similar to downloadable software, digital music and the like. The Company does not recommend that you purchase Tokens unless you have prior experience with cryptographic tokens, blockchain-based software and distributed ledger technology and unless you have taken independent professional advice.

Citizens, nationals, residents (tax or otherwise), green card holders and/or Restricted Persons of any Restricted Jurisdiction shall not process the Available Information and are prohibited from participating in the Token Generation Event or the purchase of Tokens or any such similar activity.

In no event shall the Company or any current or former Company Representatives be liable for the Excluded Liability Matters.

The Company does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in the Available Information.

You should carefully consider and evaluate each of the risk factors and all other information contained in the Terms before deciding to participate in the Token Generation Event.

This White Paper may be translated to different languages but in the event of a conflict between documents, the English version of the White Paper will prevail.

CONTENTS



OUR MISSION	5
ABOUT BOXX UNITED	6
THE WORLD SPORTS MARKET IN FIGURES	7
10 MOST POPULAR SPORTS IN THE WORLD	8
BOXX UNITED FOR SPORTS CLUBS & ATHLETES	9
BOXX UNITED FOR FANS & SPONSORS	9
EASIER ACCESS TO SPORTS MARKET	10
ESPORTS	11
NFTS	12
KIXX TOKENS	13
BLOCKCHAIN	14
THE BOXX UNITED ECOSYSTEM	15
DISTRIBUTION AND SALE	18
PUBLIC SALE	19
CUSTOMER SUPPORT	20
THE ECOSYSTEM	21
COMMISSION BASED REFUNDING SPORTS CLUB	22
SEE THE POTENTIAL	23
ROADMAP	24
SWOT ANALYSIS BOXX UNITED LTD	25
MAIN TEAM	26
CONTACT	28

OUR MISSION

Our mission is to help realizing the ultimate goals of sports clubs and athletes by connecting them with fans, companies and sports-related charities through a global marketplace that:

- ENABLES sports clubs and athletes to raise additional capital by promoting KiXX tokens to their fans through the BoXX United platform
- EMPOWERS fans to directly support their favourite sports club and/or athlete by purchasing KiXX tokens
- OFFERS sports clubs and athletes the opportunity to offer limited and authentic NFTs through our platform
- CONTRIBUTES to the improvement of the existing infrastructure of the sports industry using blockchain technology

CORE VALUES

We believe that everyone is equal.
We pay respect to each other.
We strengthen each other in our differences, and will work together to build a more sustainable sport and world. To achieve this, we exchange ideas, cultures, experiences and expertise.



ABOUT BOXX UNITED

BoXX United is a sports marketing organisation. We connect sports clubs and athletes worldwide with fans, companies and sports-related charities through our global marketplace. This enables sports clubs and athletes additional opportunities to achieve their ultimate goals.

Our reliable team, experienced in the world of sports and cryptocurrency, provides a digital platform to affiliated sports clubs and athletes. Free, safe and completely legal.

By purchasing KiXX tokens, fans, sponsors and companies can support their favourite sports club or athlete. In addition, BoXX United offers sports clubs and athletes the opportunity to offer unique collectors' items, experiences or digital artwork through a digital marketplace for NFTs.

THE ORIGIN

BoXX United has its origins with former professional football player and sports enthusiast John Vievermans (1959). He was a real box-to-box player by nature, and was the connecting factor on the field between the different players. A real team player with great stamina that could cover the entire field.

With BoXX United, John is recreating that connecting factor in the entire international sports world between sports clubs, athletes, fans, companies, sponsors and sports-related charities. As a former top athlete, John knows better than anyone what a talent and a (future) top athlete should and shouldn't do to deliver a top performance. It takes tough discipline and perseverance, but also a lot of money and a network of reliable people who know the international sports scene.

After his football career ended, John built a huge network. During this time, he started learning about cryptocurrencies and blockchain technology and built up his expertise in this area. During the coronavirus crisis, John realized that sports clubs and athletes were no longer receiving a lot of their income. Athletes had some of the greatest difficulties getting the right resources together to practice their sport. John saw the possibilities of combining the world of crypto and sports. With his drive as a former top athlete, he managed to gather a team around him and create a platform with a win-win situation for sports clubs, athletes and fans.

THE WORLD SPORTS MARKET IN FIGURES

Leagues, sports clubs and athletes have powerful platforms that can create positive changes in the sport ecosystem.

The sports industry is still not able to get the full potential revenues from their platforms and fans!

\$ 700 BILLION

Total sports market

30 MILLION

Athletes worldwide

\$ 150 BILLION

Total revenue

25

Sports clubs on the stock exchange only. This makes the sports market one of the most inaccessible markets today

\$ 315 BILLION

Total value on the balance sheets of all sports clubs

63%

Sports fans among the world population. Appr. 4,9 billion sports fans and potential investors that are excluded from this market

\$ 26 BILLION

Contracts / salaries

43%

Share of football on the sports market

8

10 MOST POPULAR SPORTS IN THE WORLD

1	Football	4.000.000.000
2	Cricket	2.500.000.000
3	Hockey	2.000.000.000
4	Tennis	1.000.000.000
5	Volleyball	900.000.000
6	Table Tennis	850.000.000
7	Baseball	500.000.000
8	Golf	450.000.000
9	Basketball	400.000.000
10	American Football	400.000.000

Athletics is the largest unorganized sport in the world with 100s of millions of people practicing it. Due to the COVID-19 lockdowns, this number has increased tremendously over the last 2 years.

BOXX UNITED FOR SPORTS CLUBS & ATHLETES

Sports clubs and individual athletes are looking for additional resources and opportunities to bond more with their fans. BoXX United helps them achieve their ultimate goals in a win-win situation for sports clubs, athletes and their fans.

When a sports club or athlete has signed up at BoXX United, they get the opportunity to receive commissions. This happens immediately after the purchase of each KiXX token via their unique referral link.

BOXX UNITED FOR FANS & SPONSORS

Fans want to support their favourite sports club or athlete, but also want something in return. For fans, sponsors and companies, BoXX United offers the opportunity to support their favourite sports club, athlete and sports-related charity, while they're participating in the sports economy. A possible win-win for everyone!

The fans, sponsors and companies that purchase KiXX tokens

- ✓ Are happy to support their favourite sports club or athlete
- ✓ Can finally participate in the sports economy

EASIER ACCESS TO SPORTS MARKET

Worldwide, there are only about 25 sports clubs listed publicly. This means that the sports market is one of the least accessible markets at the moment, and virtually impossible for the nearly 4.9 billion sports fans to participate in. With KiXX tokens from BoXX United, they can!

Fans, sponsors and companies have the opportunity to be part of their favourite sports clubs or athletes by purchasing KiXX tokens. They can do this via BoXX United's digital marketplace, using the referral link of the sports club or athlete they want to support.

Due to the limited number of KiXX tokens and because BoXX United is constantly expanding its activities, the demand for KiXX is increasing worldwide.



ESPORTS

As an integral part of the BoXX United ecosystem in the near future users will be able to play sports related exciting games. While entertained by esports, users will learn how to utilize the BoXX United platform to the fullest.

The games will be developed by professional esports companies and available on Windows, Apple and Android devices with specified hardware configurations.



NFTs

Sports clubs and athletes affiliated with BoXX United can auction and sell NFTs on an easily accessible marketplace. An NFT (non-fungible token, non-replaceable token or unique token) is a link (a type of ownership) on a blockchain of an account to a unique (non-exchangeable) digital item via a smart contract. In other words: an NFT is a way of linking ownership to digital objects in the blockchain.

NFTs can be used to make digital creations available, such as digital art, items from video games, music files, and digital collectibles. Access to events and experiences can also be auctioned or sold in this way. In a smart contract, the distribution per sale of the NFT is determined in advance. The BoXX United support team supports affiliated sports clubs and athletes in creating and offering NFTs.

EXAMPLE HOW IT WORKS

- 1 An artist creates a digital artwork
- 2 The artwork gets authenticated by the sports club, athlete, icon or BoXX United
- 3 Limited editions of the artwork become available through auctions and sales
- 4 Winners of the auctions and buyers claim their NFTs
- 5 NFT owners can put their collectibles up for auctions or sales

In addition to digital artworks by artists, there are many other possibilities to market NFTs with unlimited, constantly returning earning models for all parties involved. BoXX United ensures that part of its operating result goes to sports-related charities. Again, another win-win situation for everyone involved.

KiXX TOKENS

KiXX are utility tokens issued by BoXX United and promoted by its affiliated sports clubs and athletes. With the purchase of each KiXX token through a sports club or athlete's unique referral link, they immediately receive a commission.

Anyone who wants to support their favourite sports club or athlete while also participating in the sports economy can purchase KiXX tokens.

KiXX are ERC20 utility tokens based on the Ethereum protocol running on the Ethereum blockchain. You can use or exchange your KiXX utility tokens in the sports, e-sports and entertainment industry worldwide. You can buy and trade them for other cryptocurrencies on the our trusted exchange platform. Buying or selling KiXX is very easy, but we would like to point out some important things that you should be aware of.

FLUCTUATING VALUE

The value of KiXX tokens can fluctuate because it depends on supply and demand. This means that the value can increase, but it can also decrease.

TAXES AND REGULATIONS

In most countries, income, corporate, wealth or sales tax must be paid on anything that has value, including digital tokens. It is your responsibility to comply with local tax laws and any other legal or regulatory mandates.

KiXX



BLOCKCHAIN

A blockchain is a shared ledger in which transactions are permanently recorded by adding blocks. The Blockchain serves as a historical record of all transactions that have ever taken place, from the first block to the most recent block.

KEY FEATURES OF BLOCKCHAIN

- **DISTRIBUTED** - Each node has an identical copy of the ledger
- **IMMUTABLE** - Information can't be manipulated by any single entity
- **SMART CONTRACTS** - Pre-defined conditions which will execute automatically on every node
- **SECURE** - Transaction data is encrypted via complex cryptography rules

ETHEREUM

KiXX will run on the Ethereum network, which as a network can process more than 9,000 transactions per second. The Ethereum blockchain is a stable and secure network, supported by many companies and exchanges.








SMART CONTRACTS

Smart contracts help to digitally implement and support transactions online and these are easily trackable and permanent. Each person involved in the transaction can view certain public information whereas other data are protected by that person's own private key.

THE BOXX UNITED ECOSYSTEM

BoXX United connects the worlds of crypto and sports. Sports clubs, athletes, fans and sponsors, can come together on one platform and create an exclusive community.

FOR EXAMPLE, THE BOXX UNITED ECOSYSTEM CAN BE USED FOR:

-  **MERCHANDISE**
-  **MATCH AND SEASON TICKETS**
-  **DURING-MATCH REFRESHMENTS**
-  **NFTS**
-  **MULTI-UTILITY TOKENS**
-  **ESPORTS**
-  **FAN TOKENS**

BoXX United connects the world of sports and fans, by using blockchain as the core technology and through an innovative loyalty program. With the fans, sports clubs and athletes in mind the BoXX United ecosystem will bring a wide range of features and will offer unique experiences. The secure and fast ecosystem is rewarding, entertaining, satisfying and engaging. Users will also get their own customized news based on their supported sports clubs of athletes.

While creating the BoXX United ecosystem we are working on collaborating with numerous sports clubs and athletes worldwide.

TECHNOLOGY

To buy or sell KiXX utility tokens and listed crypto currencies BoXX United has chosen to partner with a renowned digital asset exchange and with a blockchain specialized IT company.

DIGITAL ASSET EXCHANGE

For the highest security and reliability, we've partnered with a renowned digital asset exchange. This exchange was once created by an international team of dedicated and passionate experts with extensive experience in technology, operations, support and financial markets. Every team member brings their own expertise what made the exchange an exceptional platform.

To create the BoXX United ecosystem we use top-notch technology:

- Artificial Intelligence, Machine Learning and Natural Language Processing
- Traceability and immutability for every transaction secured by encryption and executed through smart contracts
- Integration through APIs
- Reduced latency and improved response time to use on different devices

ON-BOARDING

The BoXX United platform will let users buy, sell, hold or trade cryptocurrencies and KiXX tokens. After KYC verification, every on-boarded user will get a private digital KiXX wallet to hold digital assets. With top-notch security and state-of-art technology, users will be able to make easy and extremely secure transactions.

KYC & AML

BoXX United's non-negotiable and thorough Know Your Customer (KYC) process ensures that everyone on the platform is an identified person and/or business and meets the basic acceptance criteria for their application.

KYC is there to protect BoXX United, the sports clubs, athletes and fans. For Anti Money Laundering (AML) there will also be processes in place.

BoXX United will not do business with individuals and/or companies:

● **WITHOUT A VERIFIED PROFILE**

● **WITHOUT SUFFICIENT PROOF FOR SOURCE OF FUNDS**

● **WHO ARE ON AN OFFICIAL SANCTION LIST**

● **WHO HAVE A CRIMINAL RECORD KNOWN TO BOXX UNITED**

Sufficient documentation will always be maintained for each and every existing user according to the Gibraltar law.

DISTRIBUTION AND SALE

The total quantity of KiXX being issued is limited to 888,000,000.
This amount of KiXX is divided as followed.

310,800,000 KiXX for the team, operations,
marketing / PR and strategic acquisitions.
This will be 35% of all KiXX of which:

- 88.800.000 for the shareholders (10%)
- 44.400.000 for management, team and operations (5%)
- 22.200.000 for marketing and PR (2,5%)
- 44.400.000 for strategic acquisitions (5%)
- 111.000.000 for company reserve (12,5%)

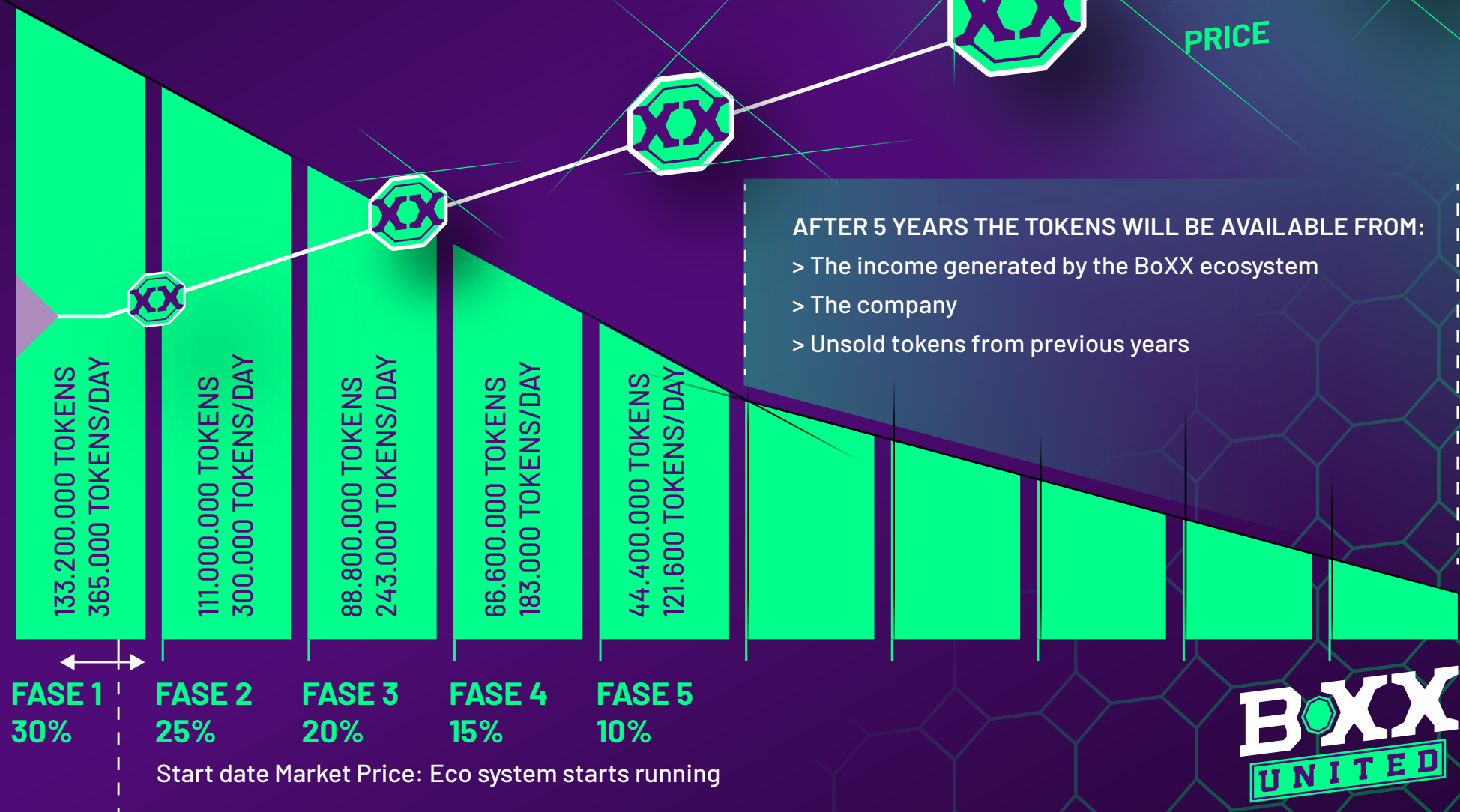
577,200,000 KiXX for sales
(65% in total), of which:

- 444,000,000 for the global marketplace; start price Euro 2,- (50%)
- 133,200,000 for private sale and prices from
Euro 0,50 – 1,50 depending on the amount. (15%)

The amount of KiXX left over for team, marketing and PR will be used for the benefit of clubs, players and athletes. The amount of KiXX left over from the private sale will be added to the global marketplace.

PUBLIC SALE

444.000.000 tokens available for sale to fans through clubs and athletes

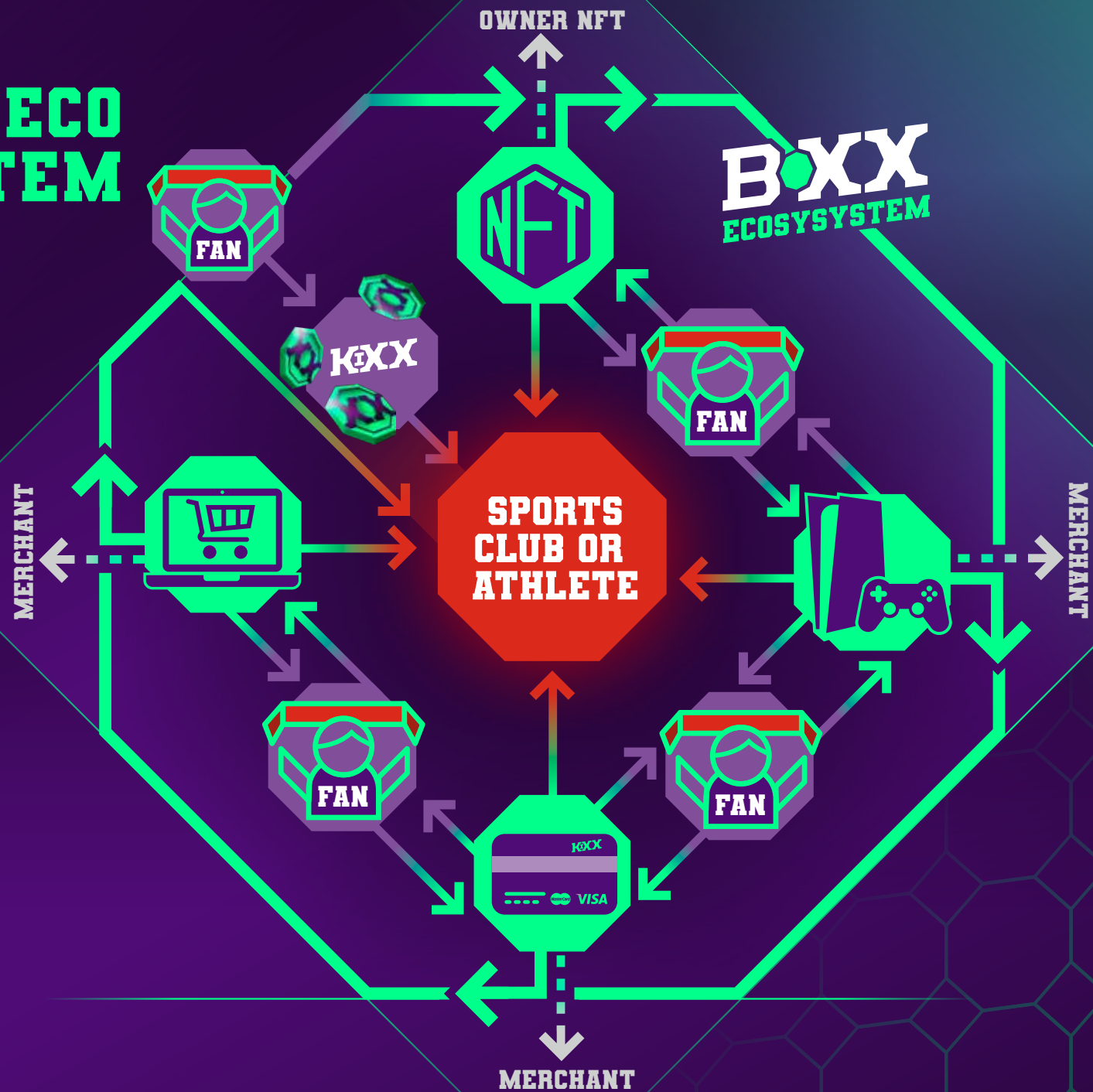


CUSTOMER SUPPORT

BoXX United provides a dedicated Customer Support Service for seamless on-boarding and support

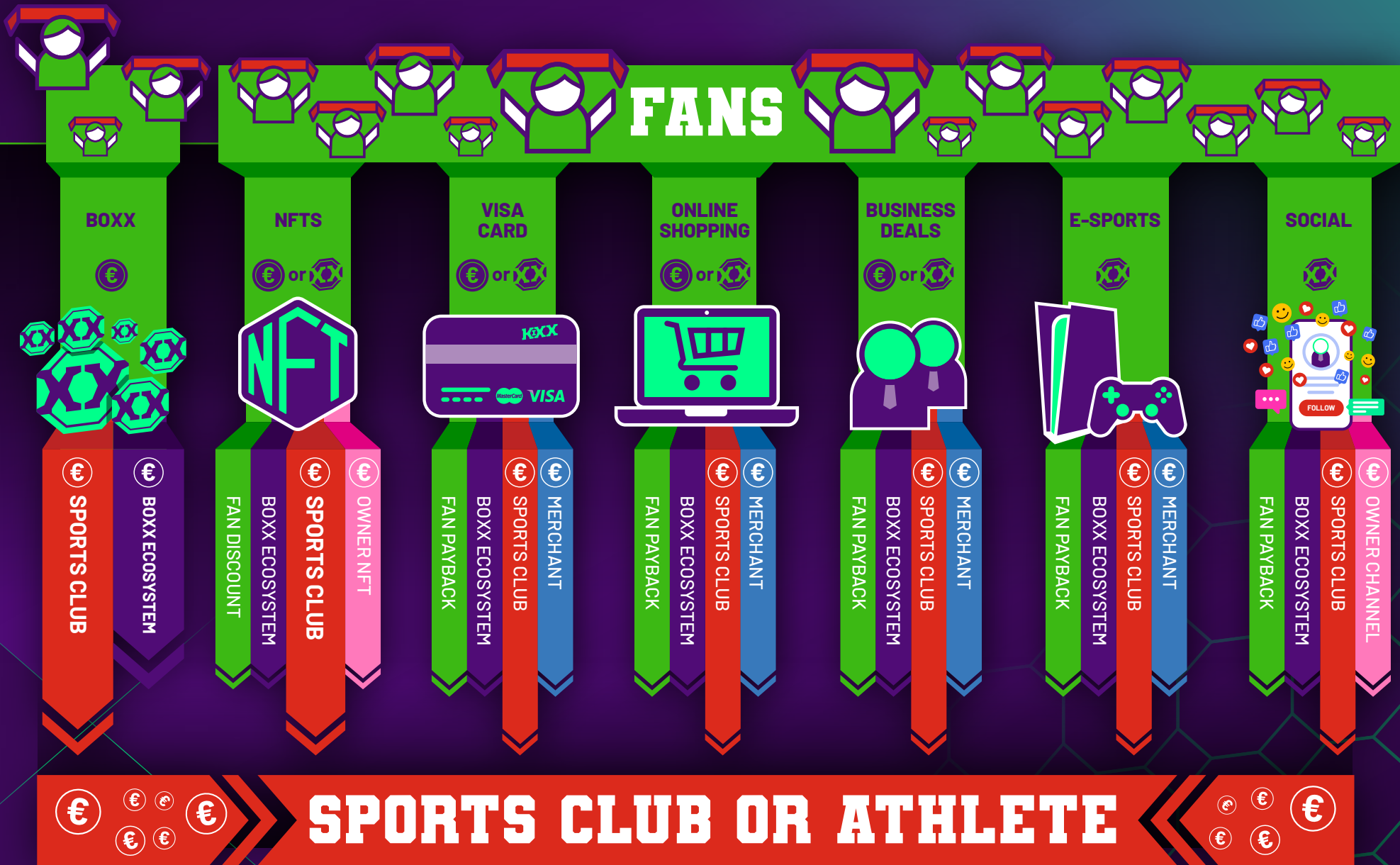


THE ECO SYSTEM



COMMISSION BASED REFUNDING

SPORTS CLUB OR ATHLETE



SEE THE POTENTIAL



NOW



THE FUTURE WITH **BOXX**
ECOSYSTEM



ROADMAP

**Q4
2021**

- ✓ Registration of BoXX United Ltd Gibraltar
- ✓ Building team

**Q1
2022**

- ✓ VASP license GFSC
- ✓ Expand Team
- ✓ Pre-registration sports clubs and athletes

**Q2
2022**

- ✓ Start private sale
- ✓ Marketing & PR campaign to onboard sports clubs, athletes and fans
- ✓ Strategic partnerships

**Q3
2023**

- ✓ Start private sale
- ✓ Own KYC/AML system ready to use
- ✓ Expand Team
- ✓ Expand strategic partnerships

**Q4
2023**

- ✓ Launch NFT platform
- ✓ Partnering with Esports company
- ✓ Start public sale
- ✓ Launch marketplace

**Q1-Q2
2024**

- ✓ Expand NFT platform
- ✓ Payment options for sports clubs and merchants
- ✓ Listing on exchanges
- ✓ BoXX United events
- ✓ BoXX United travel

STRENGTHS (+)

- ✓ Access to new markets
- ✓ New revenue models for sports clubs and athletes (marketplace and NFT platform)
- ✓ Support from a professional team in blockchain technology and other areas

WEAKNESSES (-)

- ✓ Manpower
- ✓ No brand recognition yet

OPPORTUNITIES (+)

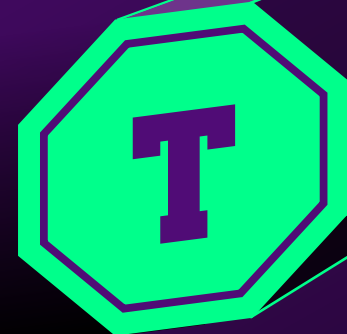
- ✓ Through huge impact for sports clubs and athletes from COVID-19 they are open for new technologies
- ✓ To be the first ecosystem for the entire sports industry

THREATS (-)

- ✓ Government regulations related to the crypto market in general
- ✓ Lack of awareness of the crypto market
- ✓ Competition of new players in the market

- ✓ Fast growing awareness from crypto market
- ✓ Introduction to blockchain technology
- ✓ Many new developments
- ✓ Fast product implementation (low costs)
- ✓ Many ambassadors

- ✓ New level of bonding with fans and sponsors
- ✓ Innovative products
- ✓ Passion for sports and blockchain



MAIN TEAM



Tim Kemland
CEO & Founder



Andy Haywood
MLRO & Compliance



Xaqueline Otero Gay
Marketing Spain
& Translations



Johan van Overveld
Founder



Derek Dawkins
Marketing Spain & UK



Luis Mascarenhas
Marketing Portugal & PALOP



John Vievermans
Co-founder



Rizal Wijono
Senior Advisor



Marco Mathijssen
Design & Marketing



Paul Ian Victor
Director



Darnell Walker
Advisor GBG



Fred Schuch
Design & Marketing



LET'S KIXX IT

BoXX
UNITED

BoXX
UNITED

BoXX United Ltd

Email: info@boxxunited.com

Website: www.boxxunited.com

Address: World Trade Center
Unit 5.29
Bayside Road 6
Gibraltar

Registration No: 121657
REID: GICO.121657-29

