

mogu

REWARDING
CONNECTIVITY



White
Paper

What we believe in...

Unity is strength - Khan Kubrat

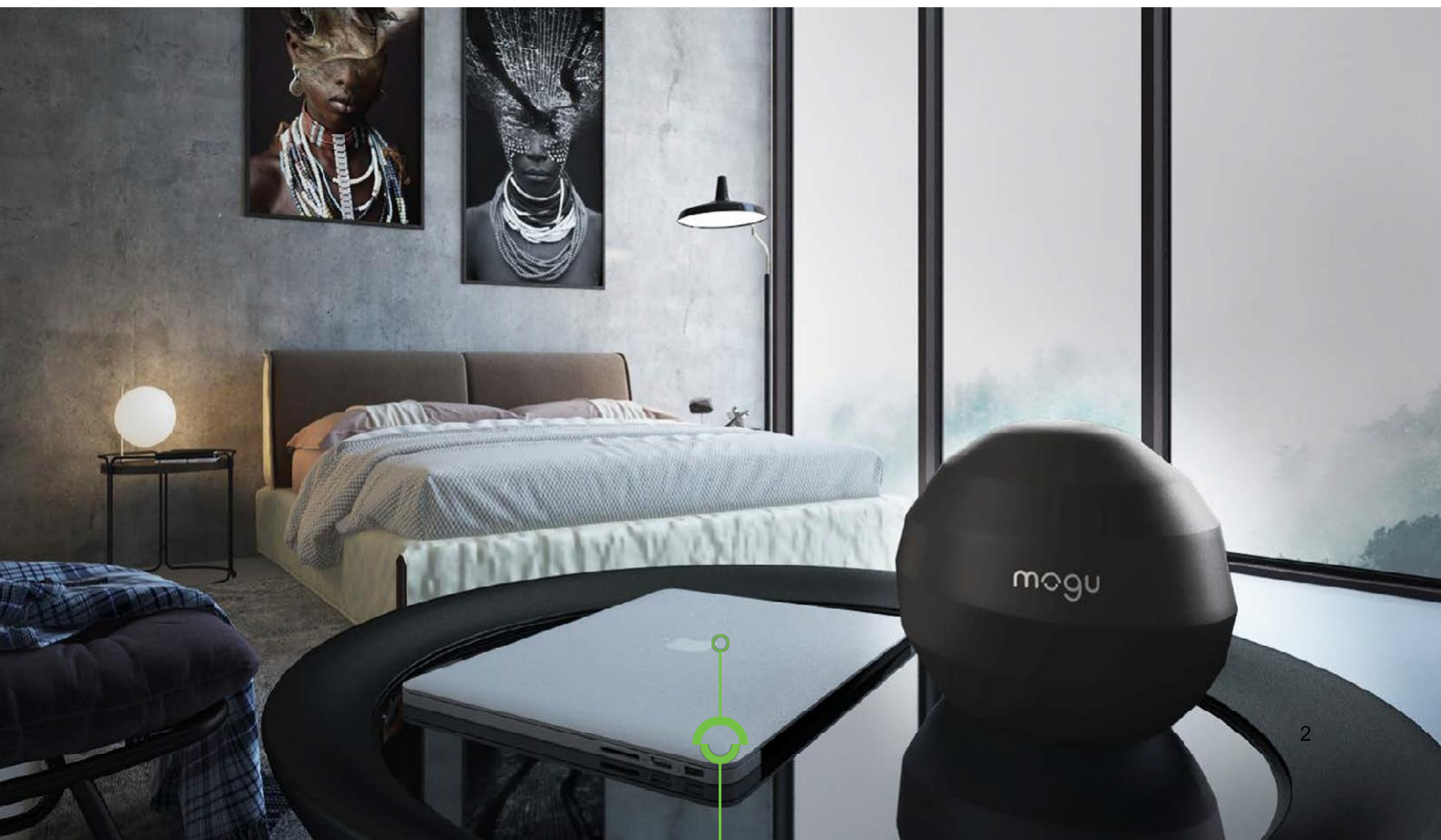
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Mogu believes in humanity's full potential to effect positive change, together.

At scale, Mogu Smart Routers will collectively form a greener, distributed server infrastructure, enabling millions of router users the opportunity to be remunerated for sharing their connectivity, storage and computational power.

If the future of technology is decentralized and distributed, the infrastructure that underpins it must be the same.

— The MOGU Team





“The web was designed to be decentralised so that everybody could participate by having their own domain and having their own webserver and this hasn't worked out. Instead, we've got the situation where individual personal data has been locked up in these silos. [...] The proposal is, then, to bring back the idea of a decentralised web.”

- Tim Berners-Lee

(Inventor of the world wide web), Keynote Address,
2016 Decentralized Web Summit

“

From its gestation period 40 years ago until now, the router has matured along with The Internet to become the linchpin of all communications – data, voice, video. Its application seems limitless and the Internet is enhanced to support more and more features and services.

”

**- Jim Duffy (Managing Editor,
Network World)**



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Table of Contents

Abstract	6
1. Introduction	7
2. Background	11
3. Mogu's Proposed Network Architecture	15
4. Mogu's Future Distributed Server Network (Dsn)	17
5. Mogu Ecosystem Blueprint	23
6. Uses Of MOGX As A Cryptocurrency	29
7. Tokenomics	30
8. Mogu Team	31
9. Journey And Roadmap	32
10. Growing The Ecosystem	33
11. Citations	34
12. Important Notice	35



Abstract

Consumer routers are a proven mature technology³ with underutilized resources (computer processing power, storage and bandwidth). In this whitepaper, we explore the effects of user-centered design, intuitive interfaces, distribution and cryptocurrency incentives to implement distributed computing and storage via consumer routers.

Mogu router firmware is based on the OpenWrt framework, a “highly extensible GNU/Linux distribution for embedded devices” featuring security, performance, and a strong community.⁴ At scale, Mogu routers could form a hybrid edge cloud, allowing individual users the opportunity to process enterprise tasks.⁵

Router users can opt-in or opt-out of the Mogu Distributed Server Network upon router setup via the mobile app. When jobs are available for processing from Enterprise partnerships, router users will be rewarded in the form of MOGX tokens after each task is successfully processed and delivered.

Key Words: clustering, networking hardware, distributed cloud computing, decentralised serverless, distributed cloud storage, router, software- defined networking, SD-WAN, network function virtualization, collaborative consumption, microservices, consent, privacy by design, data economy, machine learning, artificial intelligence, clean tech

Category: business services, scalable core infrastructure, virtual machines, big data, sharing economy

Hashtags: #RewardingConnectivity #DemocratisingData
#RouterRevolution #RealWorldProblems #DataEconomy
#InclusiveGrowth

“ The Cloud moved servers off of enterprise campuses and centralized the processing power elsewhere. Blockchain is slicing up the processing power and scattering it all over the globe ”

- Ben Noble on Coin Telegraph



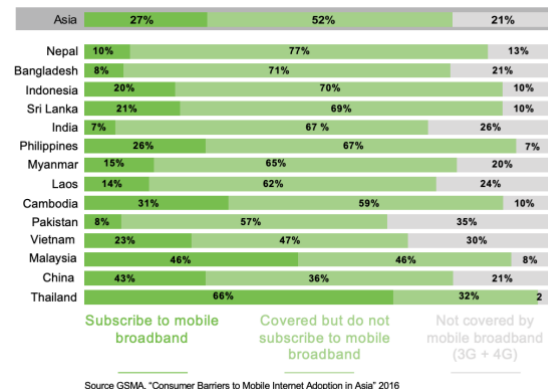
1. Introduction

To achieve maximum adoption and participation, an emergent technology requires user-friendly interfaces, affordability, and accessibility to a broad socioeconomic band.⁶ Blockchain, cloud services, and internet access as a whole is limited by three significant gaps.

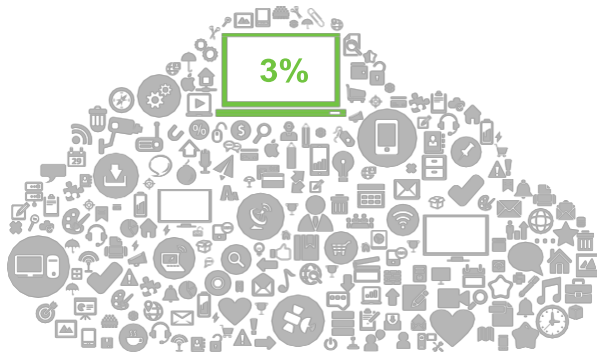
Problem Statement

i. The Internet Affordability Gap

The United Nations declared internet access as a basic human right. The internet is crucial for education, continuous learning, finding work, resources, staying connected with family and reducing the digital divide.⁸ Despite making up 50% of the global internet user base, internet access for most of Asia is neither affordable nor accessible.⁹



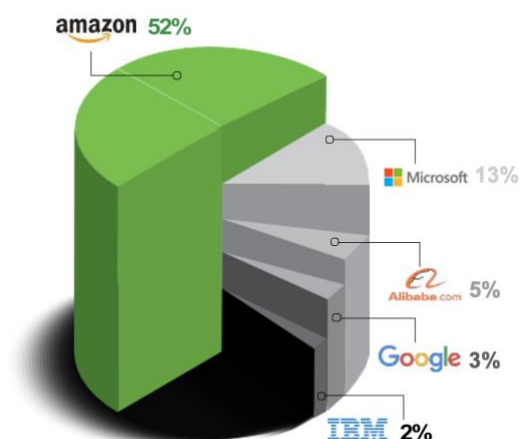
ii. The "Big Data, Big Brother and Big Money" Gap



Cambridge Analytica, censorship¹⁰, scanning of corporate data¹¹ and privacy breaches¹² are just the tip of the iceberg. Only 3% of the world's data is analysed to create meaningful insights. Data is increasingly valued and perceived as an asset¹³ however the markets are inefficient, inaccessible and expensive, dramatically skewed in favour of the big and rich technology companies whilst they move steadily into physical spaces to reap sensor and voice data from stores, online customer service and our homes.

iii. The Infrastructure Gap

75% of cloud data is controlled by five players.¹⁴ Current server infrastructure is capital intensive, complex to manage, hard to scale, and leaves a significant carbon footprint. Existing blockchains are plagued by scalability issues, as the underlying infrastructure is still centralized. Sadly, the costs of verification and networking can be gamed by mining pools with large computing power.



Vision

Mogu's vision is internet for all – to build a scalable, user-friendly and hardware infrastructure to support cloud services which will empower people.

Solution

Focused on B2B infrastructure at scale, Mogu intends to harness the scalability of distributed home routers a.k.a. **Mogu Smart Routers (MSRs)** to form an affordable, easy-to-use, community-owned alternative to big cloud infrastructure.

The FUTURE Mogu Distributed Server Network (DSN):

- ✓ An efficient network of participating routers, contributing resources to a decentralised cloud;
- ✓ Routers share storage to host files, applications, virtual machines;
- ✓ Secure and resilient against denial-of-service attacks;
- ✓ Blockchain-agnostic, running server-side logic with scalability and reliability;
- ✓ Functions with an immutable distributed ledger for storing data related to machine-to-machine transactions: storing data, sharing bandwidth, and sharing data with the ability to interact with smart contracts;
- ✓ Consensus algorithm to guarantee the optimum node performance, tracking router reputation and performance;
- ✓ Flexible network design and service deployment with software updates and plug-and-play hardware;
- ✓ Achieves unit-cost reduction through the use of standard hardware and software technology.



The **Mogu Ecosystem** is a call for companies to embrace a collaborative consumption culture, forging a powerful partnership between existing infrastructure, data industry insiders and consumers to encourage interactions, create economic benefit, inclusion and ethical business practices for all. We believe this cooperation lays the foundation for open innovation. It is a combination of the distributed cloud, data infrastructure and people coming together in a marketplace. Some use cases could include:

- ✓ Global upstream data and stress testing.
- ✓ Blockchains node network expansion.
- ✓ Alternative cloud infrastructure for geo-targeting digital content delivery networks (CDNs).
- ✓ Router donations via MOGX tokens to families without internet.
- ✓ Data and ecosystem infrastructure contributions will be rewarded through MOGX tokens.



mogu

Market Opportunity

Mogu's 5-year plan includes expanding across Asia into Japan, South Korea, and Southeast Asia. Despite making up 50% of the global internet user base, internet access throughout Asia is neither affordable nor accessible. Internet service from Asian ISPs costs the average household almost 10% of their monthly income, a notable percentage considering routers sit idle for an average of 18 hours a day.²¹



2. Background

“When you talk about the data economy, it’s really something that doesn’t yet exist. There are people who [are] trying to control a lot of your personal data. But that’s not an economy—that’s just profit for one company.”

- Ken Anderson, Intel

“There is a huge ecosystem for alternative data, but it takes time to collect it, and this is especially difficult for small teams”

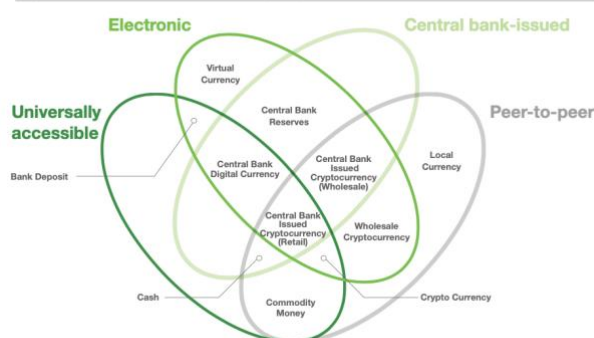
- Tony Guida
(Senior Investment
Manager, RPMI Railpen)²²

The intrinsic value of data

Data is “commodity money.” Universally accessible and peer to peer, it grows in value over time. By 2027, big data is expected to be worth up to one trillion dollars.²³ A company with 20% of the world’s data cannot do what a company with 100% of the data can do. Google’s chief scientist, Peter Norvig, explained it well in 2011 by saying: “We don’t have better algorithms. We just have more data.”²⁴

The money flower: a taxonomy of money

Adaptation from Bank for International Settlements (2017)



Regulatory Compliance, Data Protection, Data Localisation

Political narratives about data protection are tilting towards data localisation. China’s new Cybersecurity Law was passed on November 7, 2016 and came into force on June 1, 2017 with paradigm shifting requirements such as data localization which come into effect on December 31, 2018. The European Union’s GDPR came into force on May 25, 2018 with similar demands in respecting privacy and security of personal data. The German government published requirements for a secure broadband router. The trend is to both one of transparency and control.

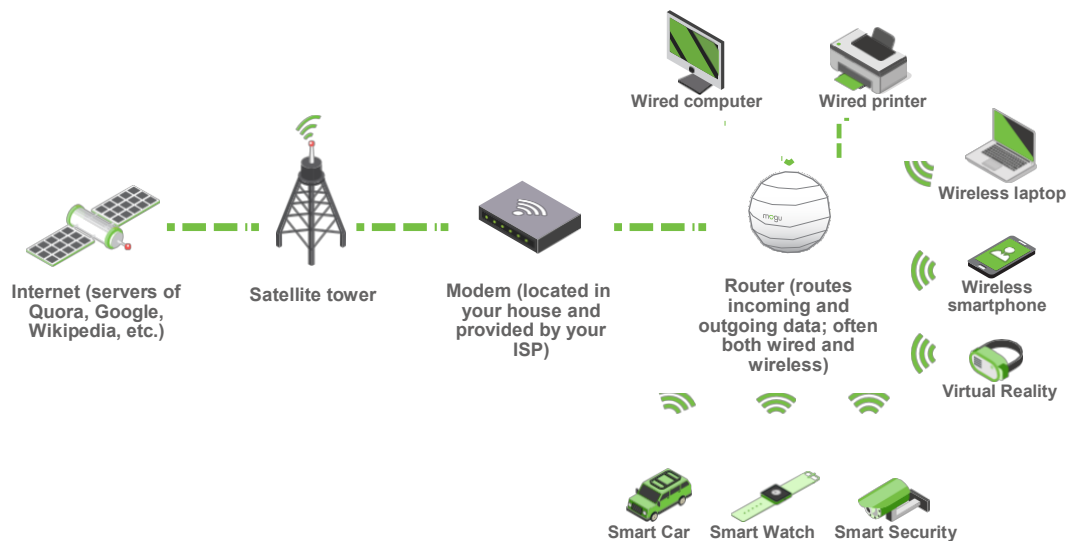


Mogu has explored the product-market fit between consumer and company security, between governance and privacy. We affirm McKinsey's research into "fueling growth through data monetization,"²⁵ that businesses across all sectors gain significant advantage in R&D and supply chain based on shared data utility.

Governmental, financial, education, medical and business data breaches have doubled in the last 5 years. As our data shifts to cloud (as opposed to on premise), it is worthwhile to examine cloud data provenance in the interests of data integrity, accountability and ownership. To reduce risks of vulnerabilities, we start at the source of networking: how our devices connect to the cloud.

Networking Infrastructure, Gateway for Internet of Things (IoT) and smart cities

Traffic from all home IoT devices passes through a router before connecting to the internet. Routers are a trusted asset enabling connectivity and security, sending packets with link encryption to secure (https) and unsecure online connections according to usage.



"The cloud was created for the needs of the day but those needs have changed, the pendulum is shifting back to decentralisation, which is driving innovation faster than ever before and triggered by an explosion of content and IoT. This is putting pressure on bandwidth and the demand on data is growing tremendously"

- Rob McKernan, senior vice president at Schneider Electric (2017)²⁶



	Open Systems Interconnection (OSI) Reference Model		Protocol Data Unit	The Internet's TCP/IP Protocol	Blockchain Internet Protocol stack	Mesh & Distributed Ledger Technology (DLT)
7	Application Layer	All	Datagrams	Application HTTP, FTP, IRC, SSH, DNS SSL, SSH, IMAP, FTP, MPEG, JPEG API, Sockets	Application	
6	Presentation Layer	People			Blockchain/ DLT	
5	Session Layer	Seem				
4	Transport Layer	To	Segments	Transport (TCP/UDP/ICMP)		
3	Network Layer	Need	Packets	Internet (IP) Packaging, Addressing, Routingaddressing		
2	Data Link Layer	Data	Frames	Hardware/ MAC & LLC Network interface Layer	Network	Mesh Channel Access, Peering, Path Selection
1	Physical Layer	Processing	Bits			IEEE802.11a/ b/g/n

“The future of computing for enterprises, for the next 5 to 10 years, is really going to be focused around identifying the right mix of cloud services for your business”

- Dave Bartoletti,

Senior Analyst, Forrester Research (Global Technology Research and Advisory Firm)

Similar to mining pools, Mogu harnesses the power of end users connectivity and computing resources via software-defined autonomous distributed 365/24/7. We currently help individual users monetise this by providing an API to businesses, lowering their costs and achieve greater growth.

*Mogu does not log user activity. We promote transparency and choice via one-click options.

**In the pipeline: Support for decentralised storage, mesh networking, efficient and secure integrations with blockchains, IoT and whitebox hardware.

There are numerous use cases for hybrid cloud-IoT and blockchain, including supply chain, network management, end user authentication, on-demand data asset sharing and smart contracts. IoT devices may contain a significant amount of personal data without stringent security standards. In the future, our mobile app aims to better manage the identity, interactions and transactions of each IoT device in the ecosystem, making it possible for users to store data locally, share linked data and control device connectivity with one-click after pairing for trusted devices.



Blockchain, Distributed ledgers, Decentralised applications, InterPlanetary File System (IPFS), Solid, UX and interoperability

Since ancient times, ownership documentation, terms and value have been at the heart of all economic transactions. Whilst distributed ledger technology is in a nascent stage, consensus algorithms have evolved since as early as 1962. Blockchain is a great decentralised, peer-to-peer way to record who did what and when but not ideal for storing large amounts of data or private data due to scalability issues, cost and design. In light of this continual evolution, Mogu has opted to be blockchain agnostic. We focus on interoperability and user experience to automate deployment and updates, as we build a container-centric infrastructure. We're developing a reward incentive, via the MOGX token, to encourage users to share router computing resources, storage and connectivity. We hope to harness software-defined networking to host blockchain client(s), decentralised applications, and other compatible distributed technologies.

Our goal is to enhance the decentralised cloud experience for ecosystem. Meanwhile, we focus on scaling the total number of Mogu Smart Routers (MSRs) online, as we develop the core competencies of managing decentralised resources, reducing latency and redundancy, ensuring uptime and improving the networking and services capabilities.

The MSR is optimized to provide the backbone for multiple blockchains and serve as an easy-to-use infrastructure available en masse. Thus, Mogu hopes to underpin the growth of blockchains and simplify user interaction, allowing users to toggle deployment of blockchain daemons with one-click via the Mogu Mobile App. We believe our distributed server network will help catalyze mainstream adoption of blockchains, marketplaces and dApps, unlocking the value of connectivity whilst conserving data provenance and privacy. **Thus we open up the ecosystem and invite partnerships.**

*We are exploring the use of IPFS nodes for content-specific levels of security flexibly adjustable by the users for preference and incentives accordingly.

“Blockchain technology also has the potential to democratize the sharing and monetization of data and analytics by removing the middleman from facilitating transactions.”

- Bill Schmarzo, CTO of Dell EMC Services



3. MOGU's Proposed Network Architecture

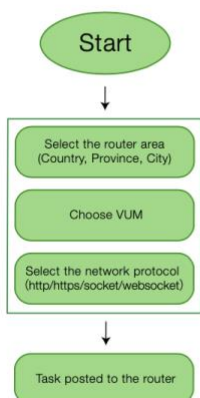
Mogu plans to offer Data Acquisition / Data Collection services and Stress / Load Testing Services to upstream clients.

Data Crawling Client	Traditional Server Company	Mogu Future DSN
Server Rental	Expensive on a per server basis	Cost-effective per router for multiple routers
Ease of Data Gathering	Fixed Corporate IP addresses, regularly blocked, time intensive.	End-User IP, rarely blocked, time efficient.
Management of Task Completion	Manually managed requiring a login for each individual server to run the program.	Centrally managed and programmatically distributed to routers
Diversity of Data Set	Little customisation, bound by the location of the server	Highly customisable, geo-dynamic
Diversity of Stress Testing tasks	Ping requests to the desired web server	Truly simulate real visitors to a page and programmatically execute desired functions from each router
Maintenance costs	High	Low
Security	Medium	High
Speed	Slow	Fast

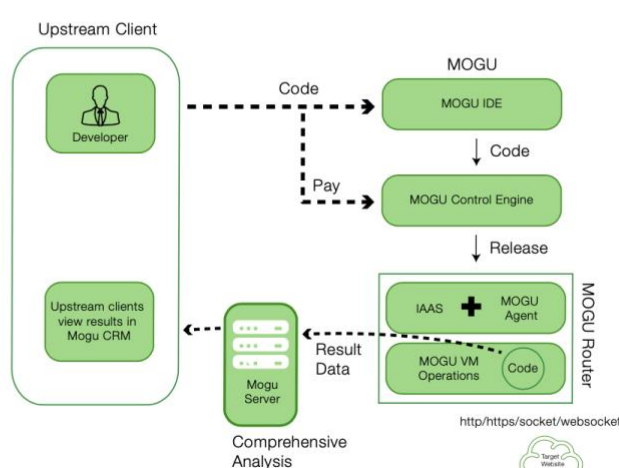
Stress / Load Testing via the Mogu DSN

Regardless of the version used, the main process is streamlined:
Write task scripts, publish tasks, perform tasks, analyze execution results, and display results

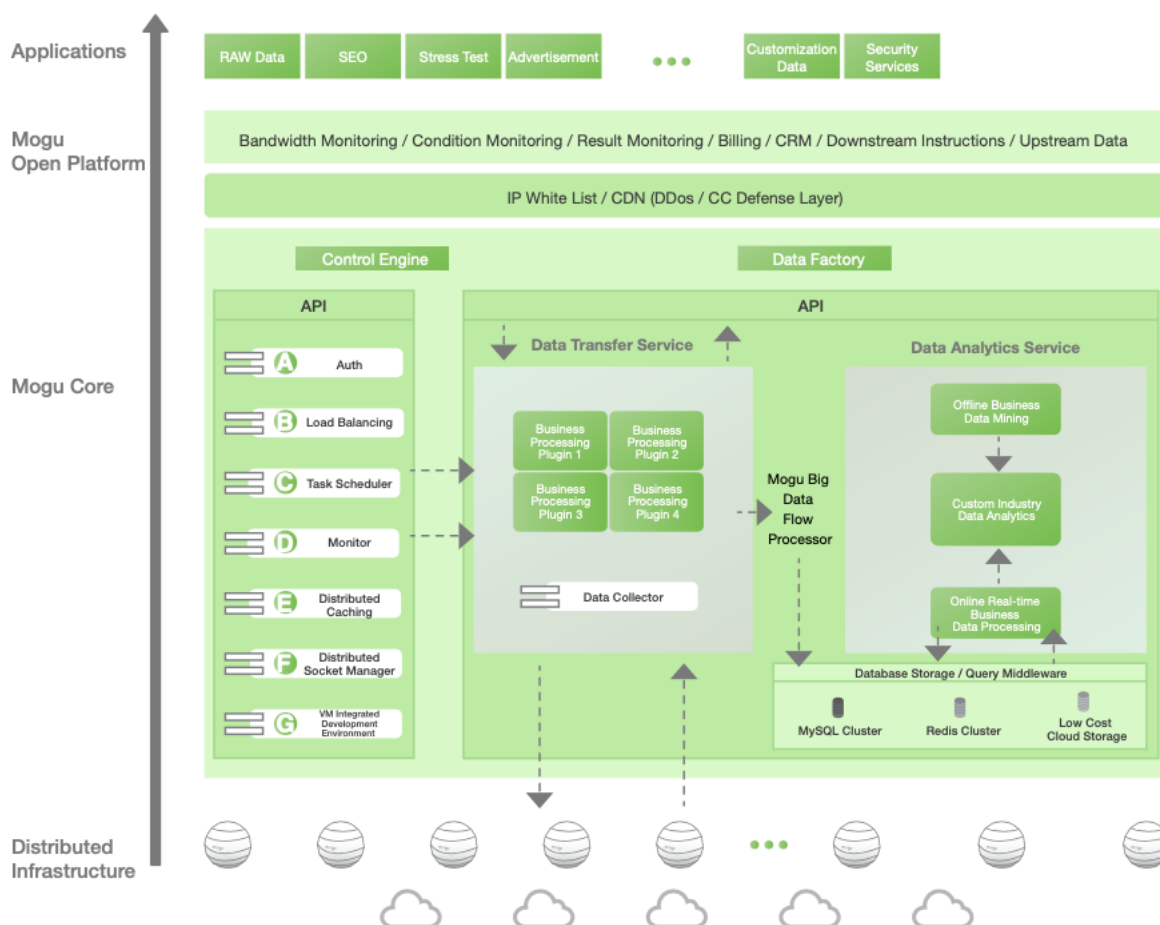
Stress Testing Process (General)



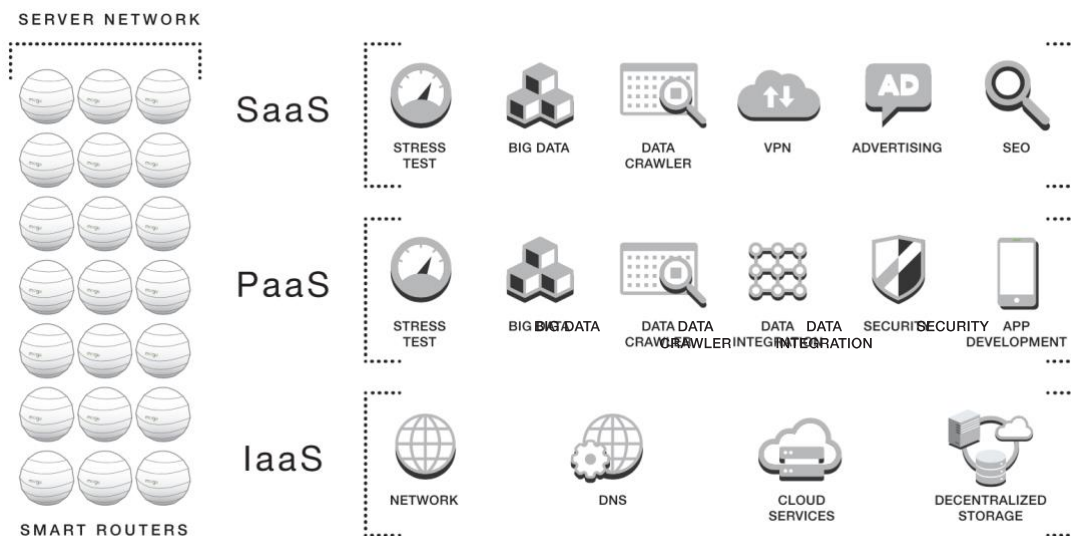
Stress testing process (Mogu VM version)



Data Acquisition / Collection via the Mogu DSN:



4. MOGU's Future Distributed Server Network (DSN)



Key DSN Future Use Cases



DApps: Build, create and run apps on a truly decentralized infrastructure.



Blockchain: Harness potential of distributed routers as nodes or supernodes, increasing scalability.



Mesh: Utilize router ability to function as a mesh network, mincreasing accessibility.



Decentralized Storage: Immediate capacity via internal (future models)/ external (current model) hard drives plugged into the routers



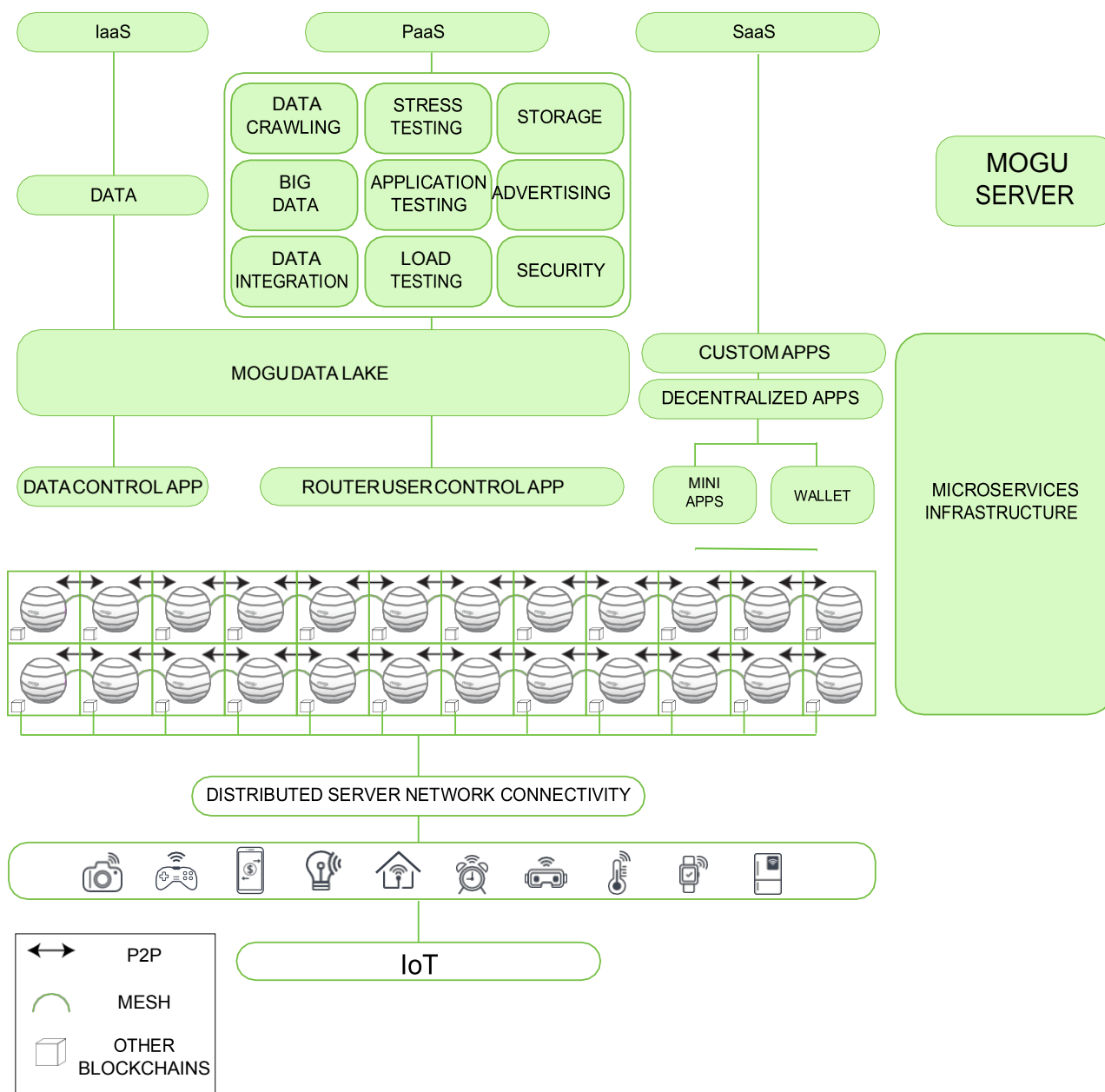
P2P: Running a distributed application to partition tasks or workloads across routers.



Data: Ecosystem members can share or use data from the data lake for further processing and action.



THE FUTURE ARCHITECTURE



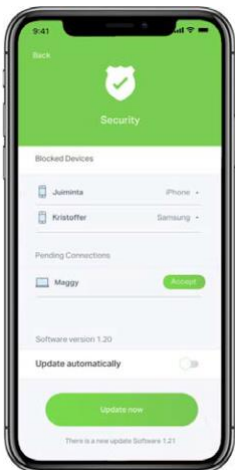
The Mogu Core will function based on the individual user's one-click preferences (e.g. privacy, security software updates, bandwidth and data sharing, decentralised storage node installation, blockchain node selection) and will also manage the resource/load management for enterprise clients.



The Mogu S.M.A.R.T Router User eXperience

- ✓ Affordable smart hardware with incentives drives adoption and inclusion into the ecosystem.
- ✓ One-click options via the mobile app, allows enterprises to gain visibility through partnerships and user rewards.
- ✓ Auto updates resolve security issues for router users.

Secure



- Block untrusted devices
- Detect and defend from unknown connections
- Remote restart
- Automatic firmware updates

Manage



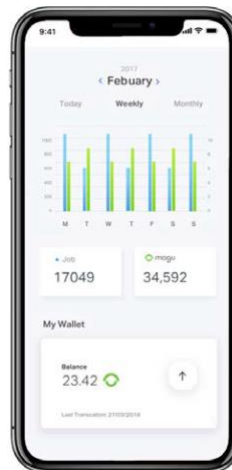
- Manage all connected devices and connection durations
- Parental controls
- Manage and configure router settings anytime, anywhere

Accelerate



- Built-In speed test to gauge network performance
- Traffic monitoring

Reward



- Never monetizes user data, unless user opts-in.
- MOGX Rewards for DSN contributions.
- Non-Bandwidth Intensive task

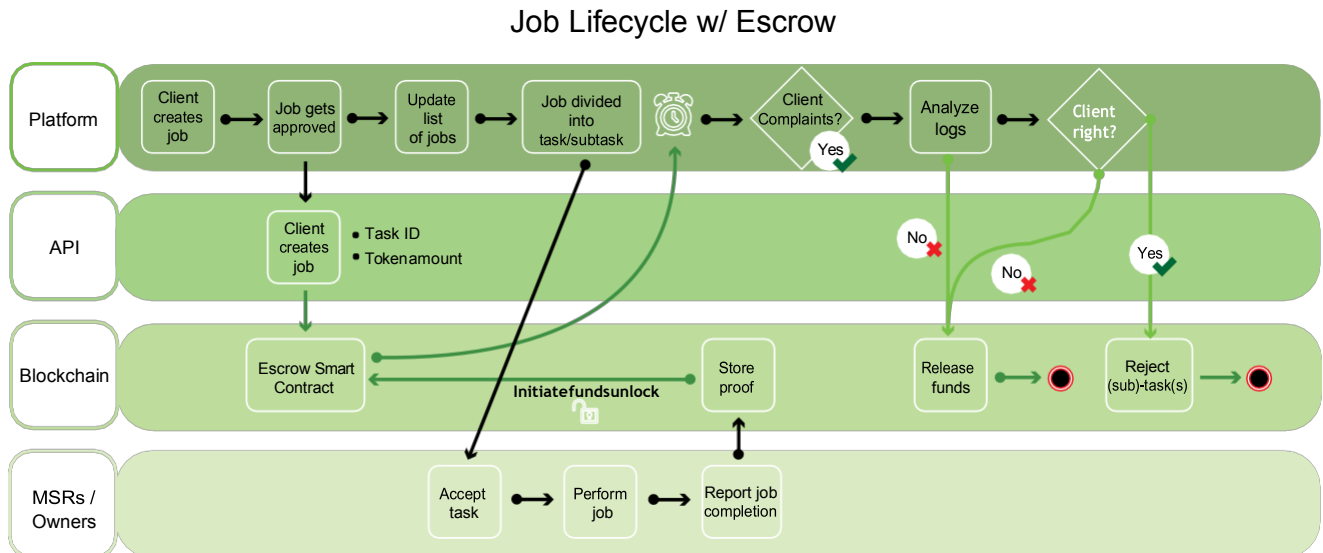
Track



- Transparency for all connected devices
- Time and data monitoring
- Analytics panel for insights into usage for all connected devices



High-Level Overview for Job Allocation via Mogu Smart Routers (MSRs) & MOGX Token Interactions



The algorithm for allocating jobs to the MSR will be dependant on Mogu's proprietary algorithm, calculated based on MSR distance from request, MSR quality of service (**QoS**) setting, available resources (memory, cpu, network traffic, and number of devices connected) and MSR time availability profile (based on long term statistical data).



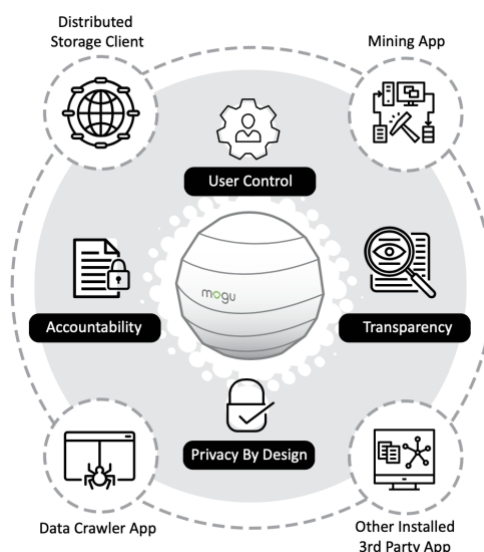


Simplified Steps for Mogu Task Queue:

- 1) New jobs are split into transactions by the specific job type and broadcast to all nodes
- 2) Each node responds based on its availability of resources.
- 3) Selection of x nodes is based on most efficient usage of resources and user preferences.
- 4) Each node works on completing a selected task; if unable to complete the selected task, the task will be re-allocated to a similar node.
- 5) When a node completes a task, it broadcasts completion to all nodes.
- 6) Nodes accept tasks only if the state of task is incomplete.
- 7) Nodes express their acceptance of the block by changing the state of task to in progress, storing logs of work performed in its IPFS node and using the hash as proof on the distributed ledger.
- 8) Upon completion of the job, smart contract will execute and funds in the form of MOGX will be released.
- 9) The revenue earned for completing the job will be shared amongst MSRs, which contribute processing power to the Mogu Network and the company who brought in the job.

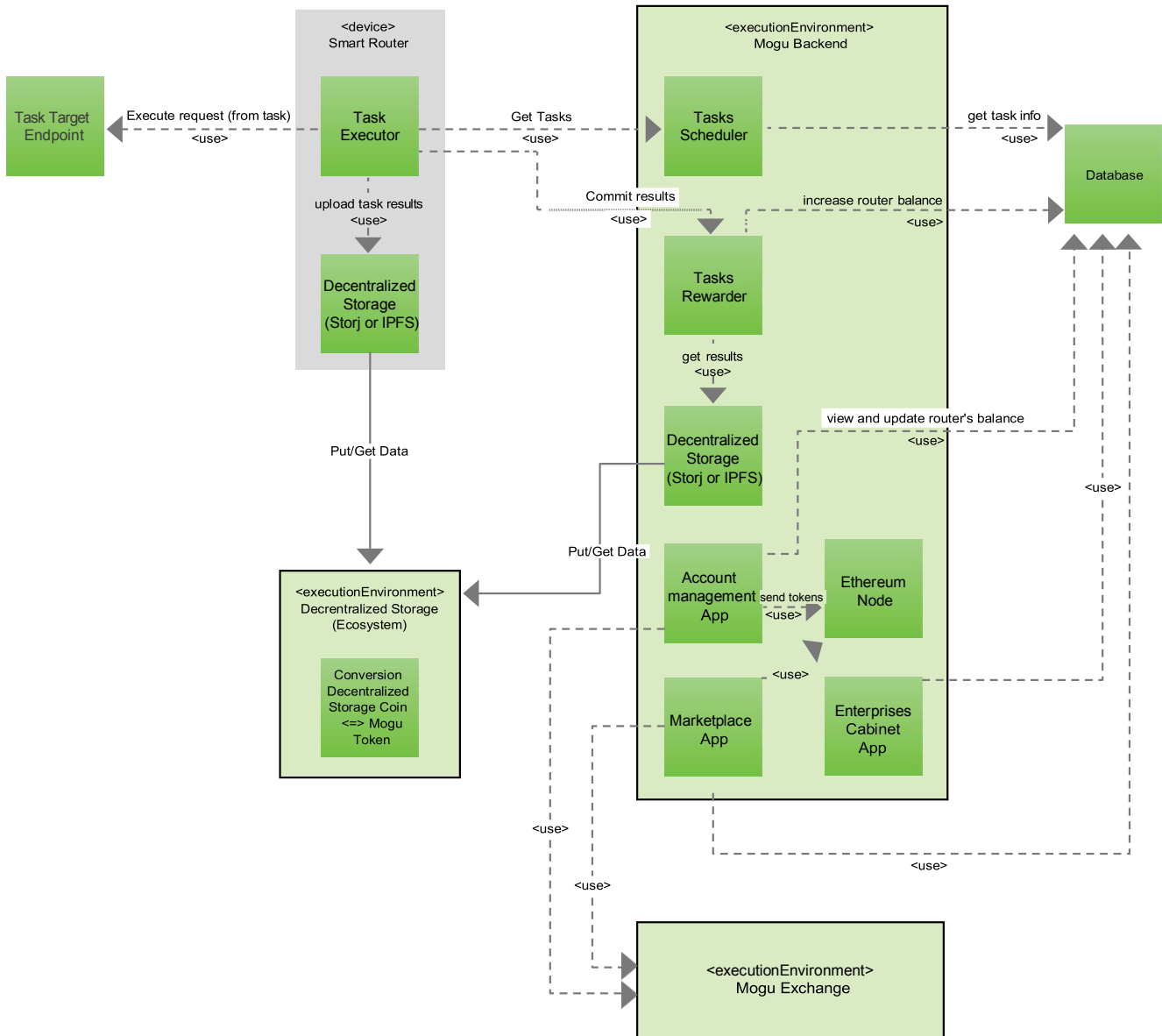
The Mogu Network will transform wide area network (WAN) networks by leveraging the economics of the Internet, the architecture of the cloud and the virtualization of commodity network appliances.

Predicted Task Types, Following Ecosystem Growth:



Proposed DSN Deployment View

Deployment View



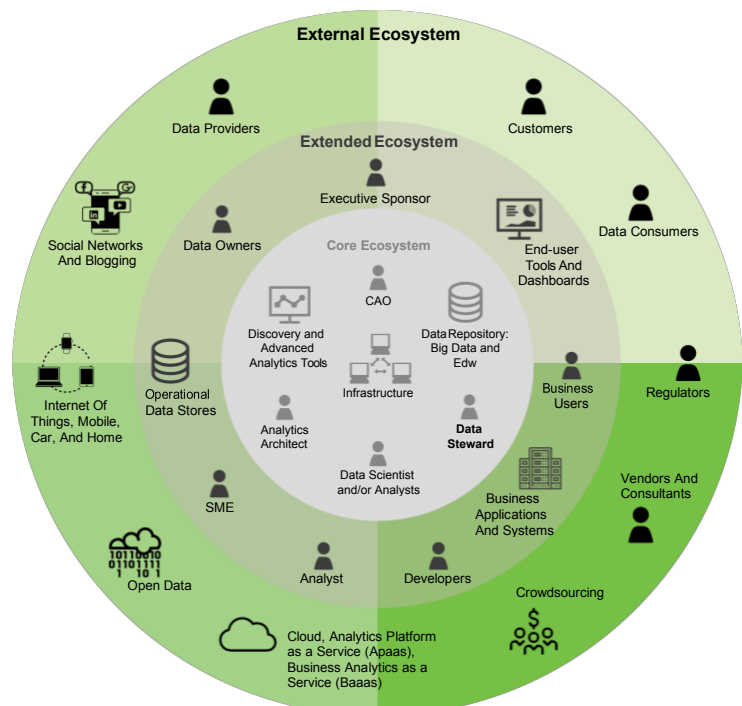
5. MOGU Ecosystem Blueprint

The developing Mogu ecosystem will focus on stakeholders with an interest in the data economy and sustainability. The ecosystem is governed by aligning stakeholder needs, addressing pain points and incentivising contributions. According to IBM, “a thriving big data analytics ecosystem facilitates collaboration among core, extended, and external ecosystems.”²⁷ We agree.

Mogu Smart Routers (MSRs) that run a node x 100,000,000
= Distributed Server Network (DSN) that scales with each additional node
= Green core infrastructure

We extend an invitation to all ethical data businesses and parties:

- to coordinate our approach to connectivity;
- to combine our influence, resources, and connections;
- to interact, collaborate, and scale together;
- to better integrate our respective data pipelines;
- to provide real value and manage present and future data needs of our clients;
- whilst leveraging green core infrastructure, the ecosystem grows stronger with each stakeholder.



Adapted from IBM's ibmbigdatahub.com



Data	Ecosystem players	Green core infrastructure provider	Rewarding data	Rewarding connectivity	Rewarding green core infrastructure usage
Investment	MSR Sponsors - empowering the people who are lacking access to the internet/ still offline	<ul style="list-style-type: none"> ✓ pay for MSR + wifi ✓ pay for MSR 		<ul style="list-style-type: none"> ✓ share infrastructure (connectivity + computation AI power + memory) to receive rewards 	<ul style="list-style-type: none"> ✓ one-click access to ecosystem services ✓ user-friendly interface ✓ access to Mogu VIP Store providing exclusive offers for Mogu Token holders only ✓ open ecosystem - withdraw to fiat is an option
Creation	Sponsored MSR users who run node	<ul style="list-style-type: none"> ✓ pay for electricity ✓ pay for electricity + wifi 	<ul style="list-style-type: none"> ✓ share data and/ or storage to receive rewards 		
	MSR users and owners who run a node	<ul style="list-style-type: none"> ✓ pay for electricity + wifi + MSR 			
	Individuals/ customers, data owners/ decision makers/ concerned citizens		<ul style="list-style-type: none"> ✓ share data to receive rewards 		
Management	Data Reward SaaS		<ul style="list-style-type: none"> ✓ monetise personal data, pay rewards 		<ul style="list-style-type: none"> ✓ scale user- base as ecosystem grows
	Data Provenance/ Privacy SaaS or blockchains			<ul style="list-style-type: none"> ✓ use cost-effective infrastructure to store data, pay rewards 	
Storage	Decentralised storage SaaS/ Blockchains				
Validation	Blockchains or companies interested in using MSR routers-as-a-node			<ul style="list-style-type: none"> ✓ use infrastructure pay rewards 	<ul style="list-style-type: none"> ✓ user- friendly interface ✓ access to users
	Blockchain Mining				<ul style="list-style-type: none"> ✓ scale exponentially
Extraction	Mogu	<ul style="list-style-type: none"> ✓ manufacture + distribute + manage MSR ✓ enable easy-to-use mobile and web interfaces 		<ul style="list-style-type: none"> ✓ use infrastructure to create data acquisition, stress testing, content delivery APIs, pay rewards 	<ul style="list-style-type: none"> ✓ monetise e-commerce market intelligence ✓ scale exponentially



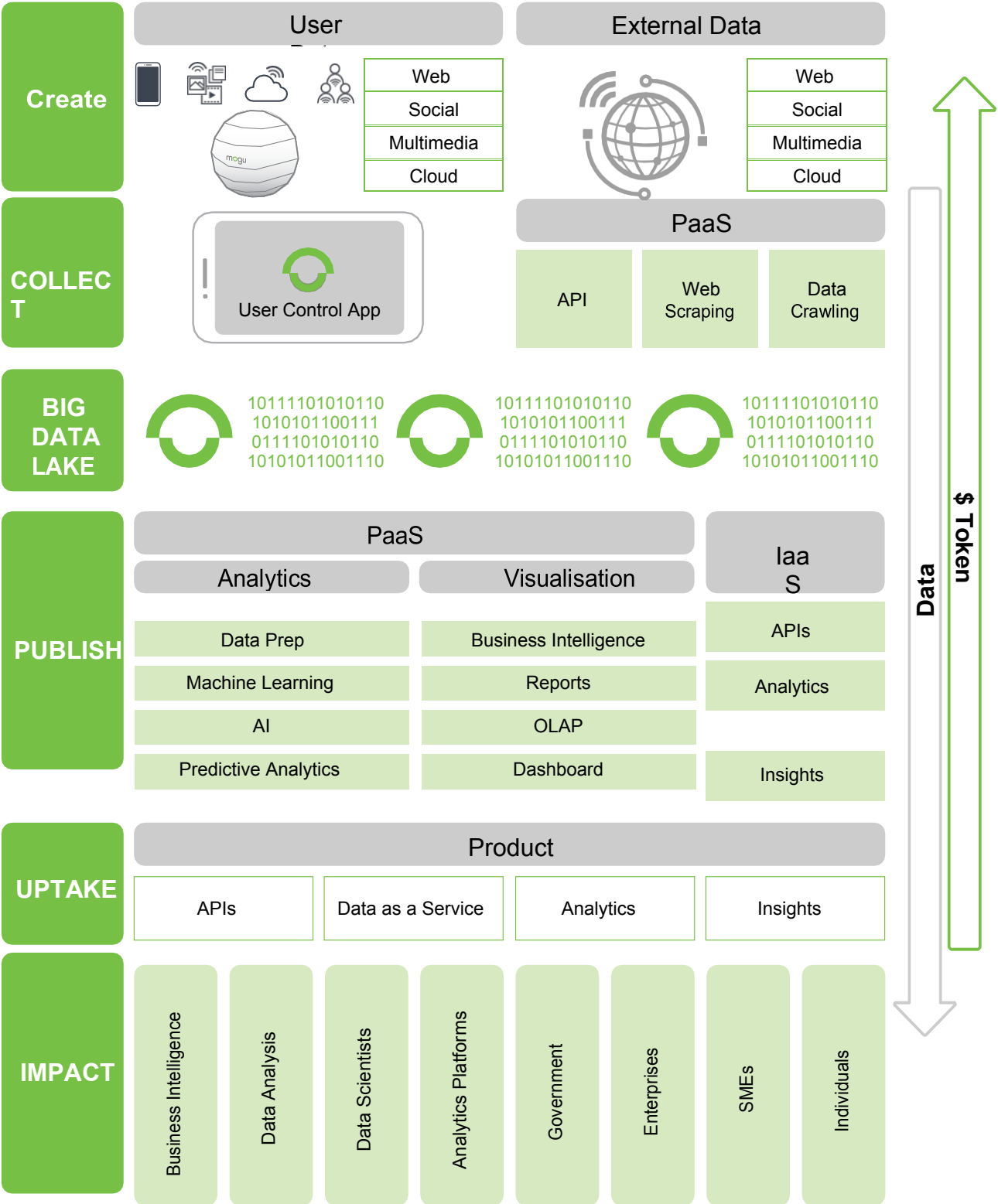


Data		Ecosystem players	Green core infrastructure provider	Rewarding data	Rewarding connectivity	Rewarding green core infrastructure usage
Collection		App developers/ Mobile applications				✓ access timely, relevant, accurate, geodynamic data
		Web/ Data Crawling Companies				✓ expand revenue, product offerings
		Web/ Data Scraping Companies				✓ deliver value-added services
Analytics		Data Preparation Platforms E.g. Talend/ Trifacta		✓ share data, receive rewards		✓ obtain competitive advantage
		Machine learning companies E.g. Ayasdi / Luminoso				✓ meet customers future demands
		Artificial Intelligence companies E.g. iCarbonX, OpenAI				✓ scale exponentially
		Big Data Analytics companies				✓ anti-DDOS functions
Product Enrichment	Visualisation	OLAP Companies E.g. Kyvos, icCube		✓ share data, receive rewards		
		Business Intelligence companies				
		Large Platforms E.g. Alibaba, Tencent, Baidu, Apple, Google, Microsoft require intelligence from each other too.				
Consumption / Delivery		Telecom, Device and Service Providers E.g. IoT, Wearables, ISPs				✓ Cost effective, fast loading time to target market
		Content Delivery Network Companies				✓ scale userbase as ecosystem grows
		Financial Services				✓ access cost-effective, useful data driven insights
		Regulators				
		Media & Publishing				✓ scale userbase as ecosystem grows
		Merchants/ Enterprise / Businesses / SME/ Family Offices				

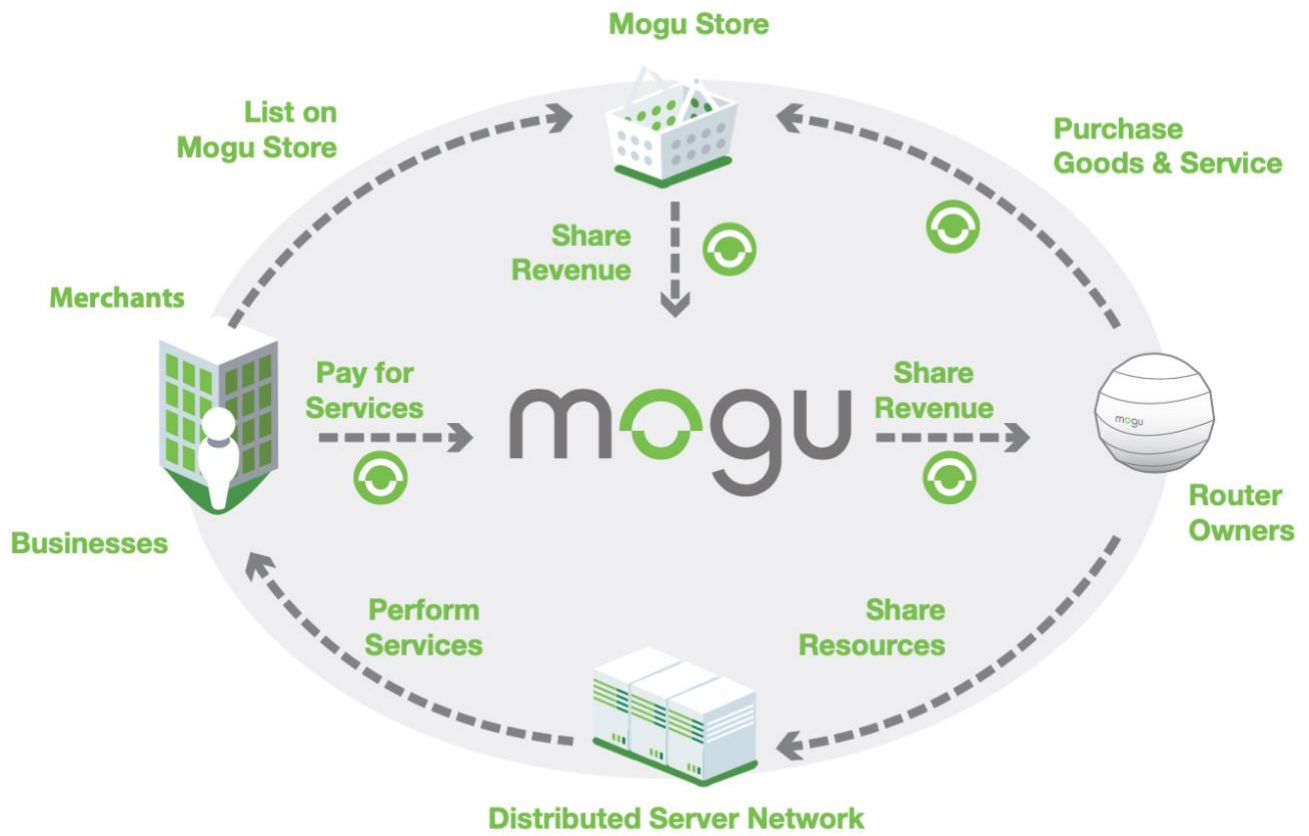
The MOGX token will be a store of digital value and a means of exchange to participate within the ecosystem.



Mogu Future Ecosystem Diagram



Mogu Ecosystem Outlook



A quick summary:

Data	Present issues	Mogu Future Ecosystem
Control	Data creators/owner have no control over how or when it is used	Supports data provenance SaaS or blockchains identifying owners of data and sustainable business practices
Incentives	Data brokers acquire and profit from the sale of data	Ecosystem stakeholders are fairly rewarded for their voluntary contribution or they pay for what they use/resell
Volume	Data is limited to company generated and purchased data	Data volume increases with number of stakeholders in the ecosystem and growth of DSN
Variety	Data is kept in 'silos' and often not shared, hence limited	Data is shared with incentives to increase acquisition, insights and utilisation.
Variability	Data is acquired from limited sources/ at a constant speed from limited locations, which may affect identifying inconsistencies	Data is acquired from a multitude of sources at multiple locations, enabling inconsistencies to be identified through anomaly and outlier detection methods
Velocity	Companies are limited by their speed to create, generate, produce, or refresh data	The DSN which is cost-effective green core infrastructure which scales with each new node that comes online
Vulnerability / Security	Data in centralised cloud increasingly become targets as black-hat hackers seek financial rewards	anti-DDOS capabilities due to large bandwidth contributed by DSN nodes
Validity	Data scientists/ analysts spend a significant amount of time data cleansing	Automation of data cleansing where possible
Visualisation	Limited data (approximately 3% of world data) is analysed	Analysed data can be reused and repurposed, improving analysts efficiency
Delivery	Depending on speed and location of content delivery networks	Able to be quick and geo-specific depending on quantity of MSR nodes on location.
Reliability	Interest-based targeting	Interest and Intent-based targeting
Storage	In centralised servers	In decentralised and distributed MSRs with storage nodes
Scalability	Limited resources	Unlimited resources as the Ecosystem grows with each new MSR that runs a node, as new users come online



6. Uses of MOGX as a Cryptocurrency

Mogu plans to offer Enterprise clients data acquisition & stress / load testing contracts on a one-off, monthly, half-yearly or yearly basis. As Mogu receives consideration from these contracts, Mogu will issue each company MOGX from the reserve. In turn, MOGX can then be used to access the Mogu Ecosystem.

The Mogu Distributed Server Network (DSN) will power the ecosystem and other projects integrated with Mogu, providing access distributed processing, automatic scalability, security, and privacy. Thus, Mogu will support businesses with mission critical applications requiring reliability, real-time processing, mobility support, and context awareness at a very rapid pace. Businesses can build upon powerful distributed-edge architectures to achieve a sustainable competitive advantage.

On that premise alone, there are clear uses in a multi-faceted ecosystem which naturally creates supply and demand to exchange a diverse range of products and services.

✓ Access to Mogu Ecosystem	✓ As a Currency	✓ Accelerating Network Effects	✓ Validation Incentive
<ul style="list-style-type: none">• Purchase of data in ecosystem• Payment for DSN infrastructure• Payment for cloud services• Payment for data acquisition and stress testing• Rewards for sharing resources• Rewards for data creation and value-added services	<ul style="list-style-type: none">• Purchase of distributed file storage in ecosystem• Payment for blockchain-based services using DSN• Light wallet integration enabling atomic swaps through partnerships	<ul style="list-style-type: none">• Bonus to early adopters and influencers• Access to VIP Mogu Store Special Offers• Purchase router(s)	<ul style="list-style-type: none">• Nodes who ensure data validation• Mogu will manage service updates for best user experience



Mogu is building a bridge between the physical and digital worlds, with concrete plans to solve real world problems. Join us in building, growing, and facilitating the infrastructure and ecosystem real potential to catalyze the growth of not only the data ecosystem, blockchain technology, but all technologies that require higher reliability, real-time processing, mobility support, and context awareness at a very rapid pace.

7. Tokenomics

If the future of technology is distributed and decentralized, so too must be the infrastructure that underpins it. The Mogu ecosystem will be underpinned by the MOGX Token, running natively on the Ethereum blockchain, utilizing the ERC 20 protocol.

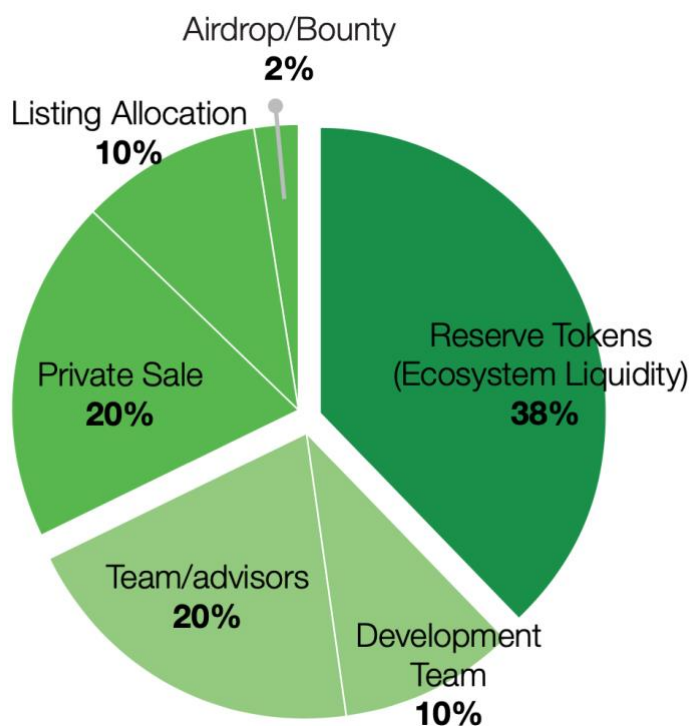
In line with this, we will be opening up the MOGX Token allocation to the public via a listing on a public exchange.

Total Token Supply: 1,000,000,000 Tokens

Token Supply

- Utility token - Capped supply, pre-mined, scheduled distribution.
- Tokens are spendable, tradable, fungible, burnable, non-mintable, & non-expirable.

Token Allocation

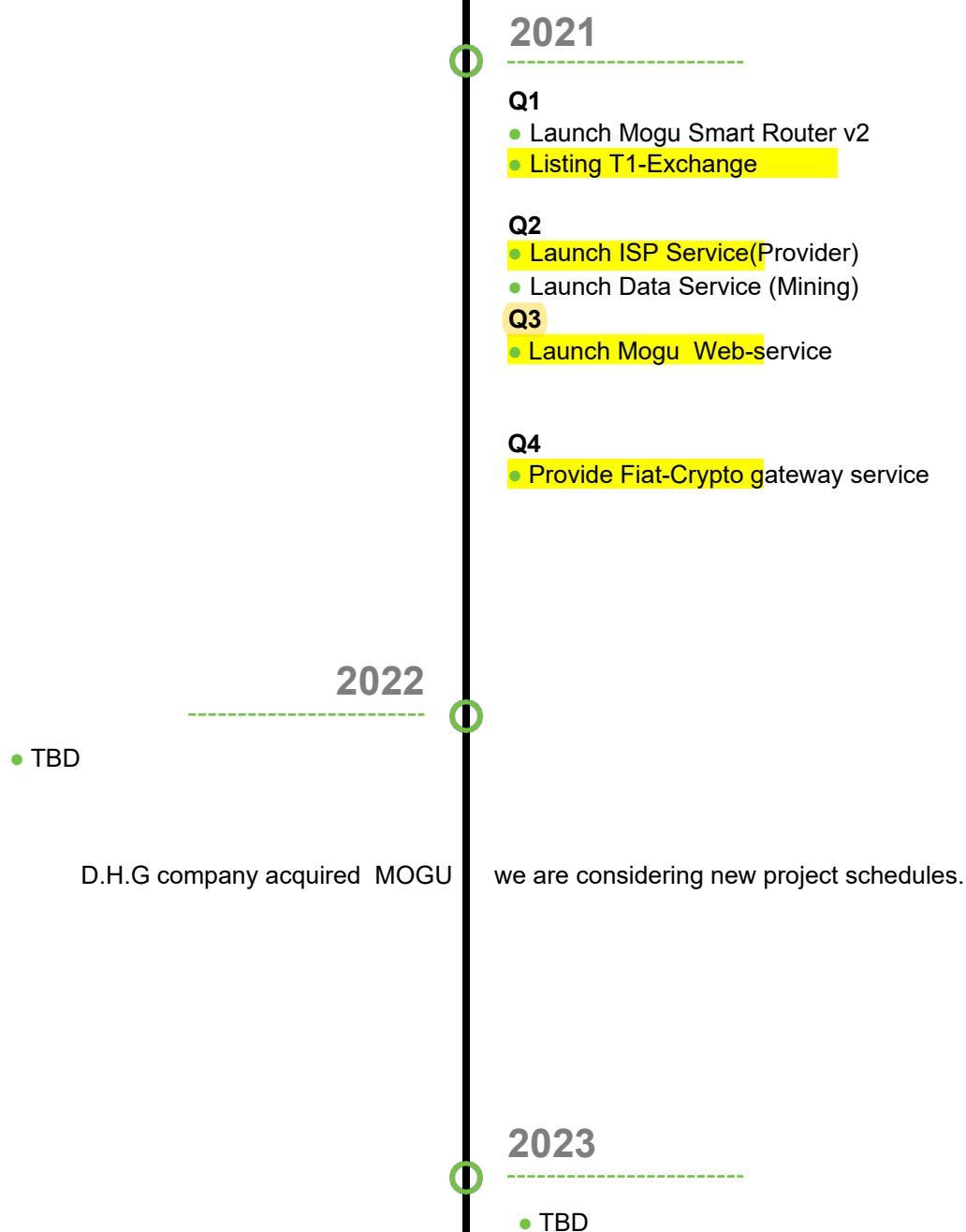


8. MOGU Team

The Mogu team is passionate about security, efficiency, privacy, equality, and access. We are a small team of developers, gamers, tech-savvy businesspeople and support staff located across the globe who rely entirely on your support for growing. We are immensely proud of what we have built and thankful for every angel and user for having faith in us, affording us powerful connections and partnerships. We take your feedback to heart and are committed to ensuring it remains the best tool for driving internet affordability, data privacy and control.



9. Journey and Roadmap



10. Growing The Ecosystem

Our goal is to develop a decentralised cloud experience for ecosystem users whilst scaling the total number of routers online. As we move forward, Mogu will focus on the core competencies of managing decentralised resources, reducing latency and redundancy, ensuring uptime, improving networking, and managing containerized workloads via code improvements.

Our areas of research are broadly governed by the early philosophical principles of John Stuart Mill. In that technological advancement should have an element of utilitarianism (i.e. the greatest utility for the greatest number of people).

We see our technological infrastructure and architecture being used for the betterment of society at scale. The time where digital assets and equipment can help provide individuals with meaningful income through sufficient reliability is now here. With that, cost of business goes down significantly for businesses, the ability to act on more data and have access to resources and infrastructure similar to a tech company is now possible.

Do you design data privacy/ decentralised storage solutions?

Do you use data and want to learn how to better manage your data? **Join our ecosystem.**

Are you a blockchain interested in scaling? **Get nodes on our infrastructure.**

Are you an established businesses and/or data supplier? Our ecosystem is important for your survival against the dominant tech companies that now control public cloud and most of the world's personal data. **Talk to us.**

Are you an IOT manufacturer concerned about security? A smart city who needs infrastructure? **We can help.**

Are you interested in sponsoring internet and donating routers to those without access? **Let's chat.**

Email enquiry@mogx.io
Website www.mogx.io



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PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “DISCLAIMER OF LIABILITY”, “NO REPRESENTATIONS AND WARRANTIES”, “REPRESENTATIONS AND WARRANTIES BY YOU”, “CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS”, “THIRD PARTY INFORMATION AND NO CONSENT OF OTHER PERSONS”, “TERMS USED”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION”, “NO OFFER OF INVESTMENT OR REGISTRATION”, “PREVAILING LANGUAGE” AND “RISKS AND UNCERTAINTIES” CAREFULLY.

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

While we make every effort to ensure that any material in this Whitepaper is accurate and up to date, such material in no way constitutes the provision of professional advice. The Token Vendor and its affiliates do not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, currency, or completeness of any material contained in this Whitepaper. Participants and potential holders of Tokens should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction based on, material published in this Whitepaper, which material is purely published for reference purposes alone. For the purposes of this Whitepaper, “**affiliates**” of the Token Vendor mean (i) any other person directly or indirectly controlling, controlled by, or under common control with, the Token Vendor, and (ii) the entity developing and operating the Mogu Network.

The Tokens will be issued as a cryptographic token. The Tokens are not intended to constitute, and should not be construed to constitute, securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment 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 of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion or any advice to acquire, sell, or any solicitation of any offer by the Token Vendor to acquire any Tokens, nor shall it or any part of it, or the fact of its presentation, form the basis of, or be relied upon in connection with, any contract or investment decision.

No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of Tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement between the Token Vendor and you as a participant in the Token Sale, and in relation to any purchase of Tokens, is to be governed by a separate document setting out the terms and conditions (the “**Token Sale Terms**”) of such agreement. In the event of any inconsistencies between the Token Sale Terms and this Whitepaper, the former shall prevail.

PLEASE NOTE THAT THE TOKEN VENDOR WILL NOT OFFER OR SELL TO YOU, AND YOU ARE NOT ELIGIBLE AND YOU ARE NOT TO PURCHASE ANY TOKENS IN THE TOKEN SALE IF:

- (A) YOU ARE A CITIZEN, DOMICILED IN, OR A RESIDENT OF, OR PHYSICALLY PRESENT OR LOCATED IN AN EXCLUDED JURSDICTION;
- (B) YOU ARE INCORPORATED IN, OR OPERATE OUT OF, AN EXCLUDED JURSDICTION;
- (C) YOU ARE UNDER THE CONTROL OF ONE OR MORE INDIVIDUALS WHO IS OR ARE CITIZEN(S) OF, DOMICILED IN, RESIDENTS OF, OR PHYSICALLY PRESENT OR LOCATED IN, AN EXCLUDED JURSDICTION; AND/OR
- (D) YOU ARE OTHERWISE PROHIBITED OR INELIGIBLE IN ANY WAY, WHETHER IN FULL OR IN PART, FROM PARTICIPATING IN ANY PART OF THE TOKEN SALE,



(COLLECTIVELY, “EXCLUDED PERSONS”).

For the purposes hereof:

“**Excluded Jurisdiction**” means (i) jurisdictions with strategic anti-money laundering / counter-financing of terrorism deficiencies most recently identified by the Financial Action Task Force at <<http://www.fatf-gafi.org/countries/#high-risk>>; (ii) jurisdictions in which designated individuals and entities are identified by the Monetary Authority of Singapore for the purposes of regulations promulgated under the Monetary Authority of Singapore Act (Chapter 186) of Singapore, the United Nations Act (Chapter 339) of Singapore or the Terrorism (Suppression of Financing) Act (Chapter 325) of Singapore; (iii) the People’s Republic of China (which for the purposes of this Agreement shall exclude the Hong Kong Special Administrative Region of the PRC, the Macau Special Administrative Region of the PRC and Taiwan, Republic of China); and (iv) any jurisdiction in which the Token Sale is prohibited, restricted or unauthorised in any form or manner whether in full or in part under the laws, requirements or rules in such jurisdiction.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with the Token Vendor and its affiliates and their respective business and operations, Tokens, the Token Sale, and the Mogu Network. Please refer to the section entitled “Risks and Uncertainties” set out in this Whitepaper.

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled “Disclaimer of Liability”, “No Representations and Warranties”, “Representations and Warranties By You”, “Cautionary Note On Forward-Looking Statements”, “Third Party Information and No Consent of Other Persons”, “Terms Used”, “No Advice”, “No Further Information or Update”, “Restrictions On Distribution and Dissemination”, “No Offer of Investment Or Registration”, “Prevailing Language” and “Risks and Uncertainties”.

DISCLAIMER OF LIABILITY

To the maximum extent permitted by all applicable laws, regulations and rules, the Token Vendor or any of its affiliates 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 or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you or any person to whom you transmit any part of the Whitepaper to (whether authorised or unauthorised by any of the Token Vendor or any of its affiliates).

NO REPRESENTATIONS AND WARRANTIES

None of the Token Vendor or its affiliates makes or purports 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 this Whitepaper.

REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to the Token Vendor as follows:

- (a) You agree and acknowledge that Tokens do not constitute securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction;
- (b) You are not an Excluded Person;
- (c) You are not a citizen or resident of any jurisdiction in which either the purchase of, receipt, or holding of Tokens is prohibited, restricted, curtailed, hindered, impaired or otherwise adversely affected by any applicable law, regulation or rule;





(d) None of you or (in the case of a corporation) any of your subsidiaries (if any), any of your directors or officers nor, any of your employees, agents or any other person acting on behalf of you or any of your subsidiaries is an individual or entity that, or is owned or controlled by an individual or entity that:

(i) Is listed by the Monetary Authority of **Singapore** ("**MAS**") as designated individuals or entities defined in the respective regulations promulgated under the Monetary Authority of **Singapore** Act (Chapter 186) of **Singapore**, the United Nations Act (Chapter 339) of **Singapore** or the Terrorism (Suppression of Financing) Act (Chapter 325) of **Singapore** or such other law, regulation or rule as may be prescribed by the MAS from time to time;

(ii) Is the subject of sanctions administered or enforced by **Singapore**, the United States of America (including without limitation the U.S. Department of the Treasury's Office of Foreign Asset Control), the United Kingdom of Great Britain and Northern Ireland, the European Union or any other Governmental Authority (collectively, "Sanctions");

(iii) Is located, organised or resident in a country or territory that is the subject of country-wide or territory-wide Sanctions (including, without limitation, the Democratic People's Republic of Korea, the Democratic Republic of Congo, Eritrea, Iran, Libya, Somalia, South Sudan, Sudan, and Yemen);

(iv) Has engaged in and is not now engaged in any dealings or transactions with any government, person, entity or project targeted by, or located in any country or territory, that at the time of the dealing or transaction, is or was the subject of any Sanctions; or

(v) Is otherwise a party with which the Token Vendor is prohibited from dealing under laws applicable to you;

(e) None of: (i) you; (ii) any person controlling or controlled by you; (iii) if you are a privately-held entity, any person having a beneficial interest in you; or (iv) any person for whom you are acting as agent or nominee in connection with your participation in the Token Sale is a senior foreign political figure, or any immediate family member or close associate of a senior foreign political figure, as such terms are defined below.

A "**senior foreign political figure**" is defined as a senior official in the executive, legislative, administrative, military or judicial branch of a government (whether elected or not), a senior official of a major political party, or a senior executive of a foreign government-owned corporation, and includes any corporation, business or other entity that has been formed by, or for the benefit of, a senior foreign political figure.

"**Immediate family**" of a senior foreign political figure typically includes such figure's parents, siblings, spouse, children and in-laws. A "close associate" of a senior foreign political figure is a person who is widely and publicly known to maintain an unusually close relationship with such senior foreign political figure, and includes a person who is in a position to conduct substantial domestic and international financial transactions on behalf of such senior foreign political figure.

(f) If you are affiliated with a non-U.S. banking institution ("**Foreign Bank**"), or if you receive deposits from, make payments on behalf of, or handle other financial transactions related to a Foreign Bank, you represent and warrant to the Token Vendor that:

(i) The Foreign Bank has a fixed address, and not solely an electronic address, in a country in which the Foreign Bank is authorised to conduct banking activities;

(ii) The Foreign Bank maintains operating records related to its banking activities;

(iii) the Foreign Bank is subject to inspection by the banking authority that licensed the Foreign Bank to conduct its banking activities; and

(iv) The Foreign Bank does not provide banking services to any other Foreign Bank that does not have a physical presence in any country and that is not a regulated affiliate;

(g) You agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction, or a solicitation for any form of investment, and you are not bound to enter into any contract or binding legal commitment, and no cryptocurrency or other form of payment is to be accepted, on the basis of this Whitepaper;





- (h) You acknowledge and understand that no Tokens should be construed, interpreted, classified or treated as enabling, or according any opportunity to, Token holders to participate in or receive profits, income, or other payments or returns arising from or in connection with Tokens or the proceeds of the Token Sale, or to receive sums paid out of such profits, income, or other payments or returns;
- (i) You agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- (j) You agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Token Sale, or future trading of Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Token Vendor and its affiliates, the Tokens, the Token Sale, and/or the Mogu Network;
- (k) The distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to the Token Vendor and/or its affiliates;
- (l) You agree and acknowledge that in the case where you wish to acquire any Tokens, the Tokens are not to be construed, interpreted, classified or treated as:
 - (i) Any kind of currency other than cryptocurrency;
 - (ii) Debentures, stocks or shares issued by any person or entity;
 - (iii) Rights, options or derivatives in respect of such debentures, stocks or shares;
 - (iv) Rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
 - (v) Units in a collective investment scheme;
 - (vi) Units in a business trust;
 - (vii) Derivatives of units in a business trust; or
 - (viii) Any form of investment;
- (m) You are legally permitted to participate in the Token Sale and all actions contemplated or associated with such participation, including the holding and use of Tokens;
- (n) The amounts that you use to acquire Tokens were not and are not directly or indirectly derived from any activities that contravene the laws and regulations of any jurisdiction, including anti-money laundering laws and regulations;
- (o) If you are a natural person, you are of sufficient age and capacity under the applicable laws of the jurisdiction in which you reside and the jurisdiction of which you are a citizen to participate in the Token Sale;
- (p) You are not obtaining or using Tokens for any illegal purpose;
- (q) You have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology, and smart contract technology;
- (r) You are fully aware and understand that in the case where you wish to purchase any Tokens, there are risks associated with the Token Vendor and its affiliates and their respective business and operations, Tokens, the Token Sale, and Mogu Network;
- (s) You bear the sole responsibility to determine what tax implications a purchase of Tokens may have for you and agree not to hold the Token Vendor, its affiliates and/or any other person involved in the Token Sale liable for any tax liability associated with or arising therefrom;





- (f) You agree and acknowledge that neither the Token Vendor nor its affiliates are liable for any direct, indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you;
- (u) You waive the right to participate in a class action lawsuit or a class wide arbitration against the Token Vendor, its affiliates and/or any person involved in the Token Sale and/or with the creation and distribution of Tokens; and
- (v) All of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Token Vendor or its directors, executive officers or employees acting on behalf of the Token Vendor (as the case may be), that are not statements of historical fact, constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding the Token Vendor and/or its affiliates’ business strategies, plans and prospects and the future prospects of the industry which the Token Vendor and/ or its affiliates are in are forward-looking statements. These forward-looking statements, including but not limited to statements as to the Token Vendor and/or its affiliates’ prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding the Token Vendor and/or its affiliates are matters that are not historic facts, but only predictions.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of the Token Vendor and/or its affiliates to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- a) Changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which the Token Vendor and/or its affiliates conduct their respective businesses and operations;
- b) The risk that the Token Vendor and/or its affiliates may be unable to execute or implement its business strategies and future plans;
- c) Changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- d) Changes in the anticipated growth strategies and expected internal growth of the Token Vendor, its affiliates and/or the Mogu Network;
- e) Changes in the availability and fees payable to the Token Vendor and/or its affiliates in connection with their respective businesses and operations or in the Mogu Network;
- f) Changes in the availability and salaries of employees who are required by the Token Vendor and/or its affiliates to operate their respective businesses and operations;
- g) Changes in preferences of users of the Mogu Network;
- h) Changes in competitive conditions under which the Token Vendor and/or its affiliates operate, and the ability of the Token Vendor and/or its affiliates to compete under such conditions;
- i) Changes in the future capital needs of the Token Vendor and/or its affiliates and the availability of financing and capital to fund such needs;
- j) War or acts of international or domestic terrorism;
- k) Occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of the Token Vendor and/or its affiliates;
- l) Other factors beyond the control of the Token Vendor and/or its affiliates; and
- m) Any risk and uncertainties associated with the Token Vendor and/or its affiliates and their respective business and operations, Tokens, the Token Sale, and the Mogu Network.

All forward-looking statements made by or attributable to the Token Vendor and/or its affiliates and/or persons acting on behalf of the Token Vendor and/or its affiliates are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of the Token Vendor and/or its affiliates to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.





Neither the Token Vendor and/or its affiliates nor any other person represents, warrants, and/or undertakes that the actual future results, performance or achievements of the Token Vendor and/or its affiliates will be as discussed in those forward-looking statements. The actual results, performance or achievements of the Token Vendor and/or its affiliates may differ materially from those anticipated in these forward-looking statements.

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Further, the Token Vendor and/or its affiliates disclaim any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

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TERMS USED

To facilitate a better understanding of Tokens being the subject of the sale conducted by the Token Vendor, and the business and operations of the Token Vendor and/or its affiliates, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

NO ADVICE

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Token Vendor and/or its affiliates, Tokens, the Token Sale, and/or the Mogu Network. You should consult your own legal, financial, tax or other professional adviser regarding the Token Vendor and/or its affiliates and their respective business and operations, Tokens, the Token Sale, and the Mogu Network. You should be aware that you may be required to bear the financial risk of any purchase of Tokens for an indefinite period of time.

None of the advisors engaged by us has made or purports to make any statement in the Whitepaper or any statement upon which a statement in the Whitepaper is based and each of them makes no representation regarding any statement in the Whitepaper and to the maximum extent permitted by law, expressly disclaims and takes no responsibility for any liability to any person which is based on, or arises out of, any statement, information or opinions in, or omission from, the Whitepaper.

NO FURTHER INFORMATION OR UPDATE

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English translation exists are unofficial translations for your reference only.

RISKS AND UNCERTAINTIES

Prospective purchasers of Tokens should carefully consider and evaluate all risks and uncertainties associated with the Token Vendor and/or its affiliates and their respective business and operations, Tokens, the Token Sale, and the Mogu Network, all information set out in this Whitepaper and the Token Sale Terms prior to any purchase of Tokens. Further details of the risk factors relating to participating in the Token Sale and the Token Vendor will be set out in the Token Sale Terms. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of the Token Vendor and/or its affiliates could be materially and adversely affected. In such cases, you may lose all or part of the value of the Tokens.



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