INNOVATIVE DIGITAL PERFORMANCE MARKETING PLATFORM

“Play-to-Earn” in Commerce
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DISCLAIMER

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Before taking a decision to invest in ola city, make sure you are capable of providing representations and warranties specified in the respective section of the terms.

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It is your sole responsibility to ensure that your participation in the investment is not prohibited under the applicable legal restrictions in your country of residence or domicile.
MISSION

Ola City “converts” online users’ free time to business. Ola City is a performance-based advertising platform with the mission to create a solid ecosystem to help billions of people worldwide increase their smart income from their spare time. At the same time, Ola City exploits the community’s strengths, assisting businesses to promote and distribute their products' potential benefits in digital advertising. We want to build a win-win environment under blockchain application - where companies receive actual value for what they pay, and online users maximize earnings for what they do.

EXECUTIVE SUMMARY

Ola City is a performance-based advertising platform with the mission to create a solid ecosystem to help billions of people worldwide increase their smart income from their spare time. At the same time, Ola City exploits the community’s strengths, assisting businesses to promote and distribute their products most simply and effectively.

Ola City’s citizens are the advertisers, the partners, the publishers, and the consumers. We have developed the web portal at olacity.com and are developing the mobile app. The Ola City platform currently offers the following income-generating methods to encourage people to join as publishers and consumers: downloading apps, watching ads, completing reports, playing games, doing surveys, recommending products or services, etc.

Ola City is powered by HEAD Capital - a Singapore-based investment company specializing in the investment and development of platform technology projects. With diversified extensive expertise, the ecosystem of HEAD Capital brings a strong foundation for Ola City in the early stage and sustainable support for Ola City's maturity.

Ola City brings the concept of play-to-earn to the commerce sector. Online users still collect cryptocurrency from “playing” not in a game but a task of commercial businesses. Their investment opportunities have a more significant impact on society.

Ola Coin is a utility token designed to conduct payment activities of Ola City’s citizens on the platform. Advertisers pay Ola Coin to make requests. Publishers and
consumers receive commissions in Ola Coin and can flexibly benefit by trading on crypto exchanges or redeeming gifts (products, vouchers, services, etc.

MARKET OVERVIEW

Overview

Advertising industry outlook in 2022

The advertising market is continuing to expand much more quickly than forecasters earlier predicted. Global advertising spending will grow 22.5% to $763.2 billion in 2022. Digital advertising will account for 64.4% of total advertising in 2021, up from 60.5% in 2020 and 52.1% in 2019. The rise occurs as small businesses and digital companies such as app developers spend more on digital advertising. China-based marketers have also increasingly been using global digital platforms to reach overseas consumers.

A growing share of digital advertising is flowing through display or search advertising that appears on retailers’ e-commerce platforms. Many consumer-facing businesses are offering advertisers more ways to reach consumers using data they store on shoppers’ purchases. Media advertising with retailers will grow 47% in 2021 to reach $77 billion globally after the segment grew 24% in 2019 and 53% in 2020. Certainly, retailers are picking up on this trend and started to sell much more advertising over the last 18 months. Global social-media advertising will overtake television ad spend next year. Social media ad spending will reach $177 billion in 2022, eking past TV advertising at an estimated $174 billion.

Affiliate marketing outlook in 2002

The growth of affiliate marketing programs during the last decade has been impressive. Nonetheless, the industry shows no signs of stopping. So, let’s see what the numbers say:

- Affiliate marketing spending in the US could reach $8.2 billion by 2022.
• Affiliate marketing accounts for 16% of all e-commerce sales in the US and Canada.
• 90% of advertisers say affiliate marketing is essential for their strategies.
• Most affiliate marketing specialists promote 1–10 products.
• More than 50% of affiliate marketing traffic comes from mobile devices.
• Amazon Associates program has a 35.7% share of the global affiliate market.
• Amazon affiliates earn up to 10% in commissions.
• 35% of affiliates earn more than $20,000 a year.

In the early days of online affiliate marketing, back in 2010, the yearly spending in the US was $1.6 billion. After that, the industry kept growing at a steady pace. For instance, affiliate marketing stats show that spending in 2017 was $5.4 billion. So, it’s not surprising to see that experts predict further growth in years to come, with affiliate marketing spending expected to exceed $8 billion in 2022.

As expected, the US market is the primary target for affiliate marketing specialists. Together with Canada, the United States rewards savvy affiliates the most. For instance, the global affiliate marketing statistics reveal that approximately 64% of affiliates worldwide focus on the US sector. According to affiliate marketing statistics extracted from a massive Forrester study, nine out of ten advertisers in 2016 said that affiliate marketing was essential. Overall, more than 84% of publishers and 80% of advertisers ran an affiliate marketing scheme.

Furthermore, most publishers said that affiliate partnerships drove over 20% of their annual revenue. Likewise, more than 80% of advertisers invested over 10% of their budget in affiliate marketing.

COVID-19 impact

Affiliates marketing is one of the few industries where the impact of the coronavirus has presented affiliate marketers with several opportunities. While the pandemic has drastically impacted businesses, here is a look at how the affiliate marketing industry has room for newer growth:

The rise in E-commerce demand

As more and more consumers seek contactless shopping experiences out of fear of the virus, online sales have boosted within the e-commerce industry. Traditional brick-and-mortar stores rethink their strategies and question if going digital is the answer. This significant growth can go hand-in-hand with the rise in profits generated by affiliates. Online shopping paves the way for consumers searching for online discounts. With often high shipping fees, customers are more likely to use discounts when they shop online. In addition, the financial situation resulting from the pandemic increases the need for more economical shopping. Online shoppers search for coupon codes before checking out to save on their purchases. It is where affiliate marketers
can benefit. Affiliates or “Publishers” have an expanded customer base to which they can promote their coupon codes and generate orders. When online shoppers use an affiliate's coupon, the affiliate makes a commission when making the purchase. This increase in the online consumer base makes the affiliate marketing industry profitable for publishers.

**Change in the landscape of Affiliate Marketers**

Another effect of coronavirus has been increasing financial uncertainty and higher unemployment. These uncertain times have worried people about their financial futures, making them seek alternative money-making opportunities. Affiliate marketing is a trending source to make passive income easily. Most affiliate marketing programs are free to join. A simple social media account where online users can promote offers is an easy way to generate income. One of the most attractive things about affiliate marketing is that online users might not even need specific skills to get started. Affiliate marketing is open to anyone. A good following and even word-of-mouth can play a role in helping affiliates generate income. They have to share their coupon codes/affiliate links with others and drive orders using these codes/links. Secondly, affiliates can earn anywhere at any time. For those stuck at home thinking of new ways to make money, affiliate marketing is a job that does not require one to have a particular workspace. Affiliates earn even when they sleep as long as someone places an order using their code or tracking link.

**The ability to focus on a new niche**

With increasing uncertainty comes an increasing need for change. E-commerce has witnessed a boost since the COVID-19 outbreak. However, specific industries benefited from this growth more than others. In the UAE, online grocery shopping boomed between March-May 2020. Consumers’ shopping patterns have also shifted towards being more health-oriented. For example, immunity-boosting vitamins were found to have the biggest conversion rates the week following COVID-19. For affiliates, the safest offers to run now are Nutra offers, health and self-care offers, as well as streaming offers. Now, affiliates in the field have the opportunity to vary their offers portfolio and focus on a whole new niche. Savvy affiliates have tried to pivot quickly to promote more with the rising demand. It consists of affiliates focusing on different campaigns that might do better than others during this pandemic. To seize the opportunity, affiliates need to focus on high-quality products or offers in demand now.

**Affiliate Marketing in demand amongst brands**

On the other side of the spectrum, as more businesses are going digital, advertisers/brands are also looking for affiliates to partner with. There is an increasing need to save costs and reduce risk. Many advertisers/brands now explore successful
affiliate marketing techniques to promote their products and services. What helps minimize the risk with affiliate marketing is that brands pay affiliates only when they see the affiliate sales. It means there is no requirement to pay upfront for ad space. Affiliate marketing is an effective option for brands to reduce their risk while still benefiting from selling online during this coronavirus pandemic.

Despite the downside of COVID-19, the affiliate marketing industry has the potential for increased growth during these uncertain times. Active affiliates, affiliate networks, and brands can work together to weather the storm and reap the benefits.

**Rise of crypto users**

The global cryptocurrency market size is undoubtedly facing a dramatic uptrend while many emerging markets are untapped. The next wave of adoption will be driven by Central & Southern Asia, Latin America, and Africa, promising another skyrocketed growth in the number of crypto users.

In the latest report from Crypto.com, based on the last year’s rate of growth, a possible prediction for 2022 says that the total number of crypto users by December could reach the ten-digit figure. Last year around July 2021, the total number of crypto users stood close to 230 million. However, as August came and the market began to rally, the same figure shot up to 263 million. By the end of 2021, the global crypto market had about 295 million users. But the month-on-month growth had not been uniform due to the fluctuations in price action. In August, the growth rate was at 15.2%, but the same plunged to just 1.1% in September. Similarly, the user figure grew by 7.7% in November and again dropped to 1% when the overall market fell by 15.75%.

More and more crypto users do not consider crypto investments a hobby, but a source of income, even a primary one. Therefore, with the rise of the number of crypto users, they are unstoppable in seeking opportunities to collect cryptocurrencies.
VALUE PROPOSITION

The City of true values

For businesses

“Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.” - John Wannamaker (1900)

Digital advertising is expensive, but its effectiveness is foggy. Despite many digital tracking tools, there is still no transparent way to measure the digital advertising campaign's real success to justify the return on investment (ROI). On the other hand, businesses (advertisers) hardly choose service providers (publishers) with various digital advertising agencies and platforms. The mismatch between advertisers and publishers leads to the mismatch between advertisers and consumers. Imagining billions of products and services being introduced to billions of consumers with various interests, existing businesses, unfortunately, cannot scale at this rate; either the quality of the advertising is bad, or the cost is too high, or there are a lot of frauds. As aforementioned, the quality of advertising in existing advertising models is hard to tell, or the publisher does not make it clear enough to their clients. Hence, publishers may be dishonest in reporting the statistics to take advantage - moreover, publishers flood consumers with irrelevant online advertisements. As a result, people can quickly feel annoyed and often ignore most advertisements, even using block-ad software frequently. The more digital advertising loses its effectiveness, the higher cost for both the advertiser and publisher.

Ola City turns any online users into publishers. We allow businesses to effectively market a product/service with a low budget, low effort, and time with a well-contained risk level while guaranteeing a high return on investment, increased brand awareness, and business growth. Of course, some things sound “too good to be true,” but the benefits are a consequence of marketing that is highly targeted and effective. Businesses can identify a target market, and Ola City selects the perfect set of representatives that’ll suit the brand. Advertisers only pay result-oriented. The result is measured and must be satisfactory according to the pre-agreed goal of the campaign. To lower the cost, we apply blockchain technology to remove the unnecessary fee-charging intermediary between the brands and consumers. To increase the quality, we apply AI and Big Data analytics in intelligent algorithms to optimize the matching between advertisers - publishers - consumers. All publishers' and consumers' activities are recorded for performance measuring. Advertisers can monitor the figures and reports in real-time on the online portal. Ola City presents each publisher or consumer only advertisers information that is the most relevant. This
information is kept at a modest level not to annoy the viewers. Data is recorded to analyze user behaviour while keeping user information private.

For online users

“The world has more than 2.2 billion poor people living on less than 5.5 USD/day. If we can provide a solution for them to earn 2 more $/day for a living, just by using their spare time to serve existing businesses, this is a win-win situation for everyone.” - Do Hong Phuc - Ola City's founder.

With any smart devices like smartphones, tablets, PCs, or laptops, every online user can capitalize their free time by performing tasks, like downloading apps, watching ads, completing reports, playing games, doing surveys, and recommending products or services in Ola City. Our intelligent algorithms distribute relevant requests from global companies to Ola City's citizens. They will get paid with Ola Coin - a BEP20 standard cryptocurrency created and exclusive by Ola City. What they receive is an earning and a potential investment opportunity in the crypto world. Ola Coin is traded and listed on exchanges like 5ROI Global, Nami Exchange, Trust wallet, and MetaMask, promising effective financial leverage for their living. Besides, Ola City will launch a Redeem feature that allows Ola City’s users to convert Ola Coin into gifts (products, vouchers, services, etc.) provided by our partners - let them have varied benefits.

Last but not least, Ola City will always be grateful to all stakeholders who have accompanied it in the long run. Therefore, the Membership program giving out unexpected and extremely valuable incentives will also run soon. The more users and businesses we have, the more we optimize ROI for brands and maximize income for users.

The blockchain application

In essence, blockchain technology is a distributed ledger system with high authentication and mechanical reliability. This technology is forever immutable for all digital assets and services trading activities. Furthermore, blockchain technology eliminates the need for a third party as a trusted witness for all transactions, significantly reducing overall costs.

Ola Coin

We use blockchain to create Ola Coin, a cryptocurrency for the Ola City ecosystem. Precisely, we deploy Ola Coin on the Binance Smart Chain network because of its popularity among crypto wallet users. Binance Smart Chain makes your digital assets
reliably transferable between networks using smart contracts. Binance Chain BEP-2 and BEP-8 tokens can be converted to BEP-20 tokens. Ethereum ERC-20 tokens can be swapped into Binance Smart Chain. Besides, all the features of Ethereum on dApp can also be migrated on both Binance Smart Chain and Binance Chain. Ola Coin is sure to reap many benefits from this development.

The blockchain in operation

We soon apply blockchain technology to measure the performance of each advertising campaign by recording all publisher and consumer activity. The purpose is to store the essential metrics for proof-of-performance on the blockchain - taking advantage of blockchain’s transparency and verifiability to possible cut-off fraud in advertising campaigns.

De-Fi ecosystem

Users inevitably always want to use Ola Coin to maximize benefits. Staking, Farming, and even NFTs marketplace features are on-the-go deployed in Ola City in 2022.

COMPETITIVE ADVANTAGE

The power of the ecosystem

HEAD Capital

Ola City is powered by HEAD Capital - a Singapore-based investment company specializing in investing and developing platform technology projects, created by the same founder David Do. Besides Ola City, other prominent projects funded by HEAD Capital, for example, are:

- **5ROI Global**: multi-app financial platform
- **7ECO**: invest and develop innovative agricultural projects
- **Thegioisio**: wholesale e-commerce platform
- **7Hit**: retail e-commerce platform
- **Bala**: health & beauty
- **Guubook**: discover, share and earn extra income

With diversified extensive expertise, the ecosystem of HEAD Capital brings a strong foundation for Ola City in the early stage and sustainable support for Ola City’s maturity.

Performance marketing platform network

Ola City is truly the city for everyone to gain benefits together. From our point of view, we do not have competitors but partners. Ola City opens to cross-display advertisers’ requests from other platforms and vice versa.

What we give:
● An opportunity for our advertisers to deliver their campaigns further
● Our publishers have more than one place to improve their lives.

What we take:
● An opportunity to get more potential advertisers and publishers when they know about our effectiveness
● An opportunity for our publishers to have more requests - means their earnings, then their willingness to commit with us will be higher
● There is no win-lose; there is always a win-win.

“Play-to-earn” in commerce

In the knowledge of the vast majority, the play-to-earn model is a business model in the GameFi industry - allowing gamers to farm or collect cryptocurrency and NFTs that can be sold on the market. This model has become a new standard already in the "crypto gaming industry." where the blockchain-based games enable token economics to kick in as an incentives mechanism at scale for users to play and be engaged. The advantage of the play-to-earn model is helping crypto users have more investment opportunities in the crypto world. The disadvantage is that this is solely a financial investment in digital assets having nearly zero impact on society. Learning from the best, Ola City brings the concept of play-to-earn to the commerce sector. Online users still collect cryptocurrency from "playing" not in a game but a task of commercial businesses. Their investment opportunities have a more significant impact.

Digital advertising has traditionally been a one-sided relationship, where advertisers reap the financial rewards while publishers receive small commissions and consumers simply are encouraged to keep spending. However, a new paradigm is emerging in the advertising industry. The “play-to-earn” model allows publishers and consumers to earn the in-task commission simply by fulfilling the task. Commissions take the form of digital assets, cryptocurrency, and gifts that are (i) tokenized on the blockchain, (ii) easily multiplied its value exponentially and now (iii) directly used in the real commerce world. The key components of the play-to-earn model are giving publishers and consumers ownership of in-task assets and increasing their value through doing the task. Publishers and consumers who participate in this economy are rewarded for putting time and energy into the businesses’ requests, creating value for other publishers and consumers and the advertisers in the process.

The digital advertising industry itself has experienced tremendous growth in recent years, with the global advertising market becoming a multi-billion dollar industry. Performance marketing - a part of the advertising market, also grows on the trend. To some extent, growth has been driven by the COVID-19 pandemic. But it has also been driven by the emergence of Web 3.0 and the Metaverse. The play-to-earn model can be compelling, as it adds up an incentive layer for users, which might work as a further enhancement for network effects to pick up.
The power of Ola Coin

Ola Coin is the cryptocurrency for the use of services in Ola City. Runs on the blockchain, Ola Coin allows for instant payments of zero or a nominal fee. Millions of underbanked people easily join in advertising campaigns, thriving underbanked businesses. Notably, a unique value of Ola City is that its cryptocurrency Ola Coin enables an advertising campaign that serves any company in the world and targets any area in the world, without any cross border.

With an acceptance of our advertisers, publishers, and partners, Ola Coin drives an extensive liquidity cycle closely like a Fiat. It takes a step further than an investment opportunity in the cryptocurrency market. Moving from typical payment methods to cryptocurrency use, we hopefully expand the digital advertising business to a horizon unseen before.

OLA CITY ECOSYSTEM

Ola City is the centre of a growing ecosystem - the Ola City ecosystem, with multiple applications to be developed shortly: social networks, games, e-commerce, digital wallets, etc. The De-Fi system will soon be completed with Staking, Farming, and even NFTs marketplace features are on-the-go deployed. This ecosystem will benefit from millions of Ola members who can reach out to billions of potential consumers.

Our citizens are the advertisers, the partners, the publishers, and the consumers. We have developed the web portal at olacity.com and are developing the mobile app. The Ola City platform currently offers the following income-generating methods to encourage people to join as publishers and consumers: downloading apps, watching ads, completing reports, playing games, doing surveys, recommending products or services, etc.

Ola Coin is a utility token designed to conduct payment activities of Ola City’s citizens on the platform. Advertisers pay Ola Coin to make requests. Publishers and consumers receive commissions in Ola Coin and can flexibly benefit by trading on crypto exchanges or redeeming gifts (products, vouchers, services, etc.)

TOKENOMICS

Ola Coin is the cryptocurrency used for service in the ecosystem of the Ola City platform. OLC is used as the payment method by default. The total amount of Ola Coin (in short: OLA) is 100 billion with the initial pricing equivalent of 1 OLA to US$0.001. The initial market cap will be set to $100 million.

Token distribution is from four wallets as follows:

- Service sale: 80% (or 80 billion coins)
- Team members: 9% (or 9 billion coins)
- Partners and Advisors: 9% (or 9 billion coins)
- Bounty and Bonus: 2% (or 2 billion coins)

All these funds are not available immediately regarding the coin allocation for service sale. Instead, 80 billion OLA for service sales will be released quarterly over 10 years and allocated 2% per quarter. Therefore, an equal amount of 2% (2 billion OLA) will be released at the beginning of each quarter starting January 1, 2021.

Regarding the coin allocation for team members: the fund is worth 9 billion OLA and will be locked and evenly distributed over 03 years. Wallets for partners and advisors with a total amount of 9 billion OLA will be locked and distributed evenly over 03 years. Besides that, information about the current number of coins in circulation is transparently disclosed at Smart Contract: https://bscscan.com/address/0x47d0f6195911e93fe2b9b456289b6769aa47268f

The OLA smart contract allows for coin burning. Anybody can burn their coin if they want to - increasing the value of OLA.

**LEGAL CONSIDERATION**

**Legal implications with OLA token**

OLA is a blockchain token, a digital token created on a blockchain. OLA is a crypto token issued on the Binance Smart Chain platform based on a BEP20 standard contract. OLA is a utility token designed to conduct services on Ola City.

OLA does not grant its holder ownership or equity in the Company or the right to participate in the Company’s control, direction, or decision-making. Individuals, businesses, and other organizations should carefully weigh the risks, costs, and benefits of acquiring OLA.

We make no promises concerning the future performance or value of OLA, including no promise of inherent value, no promise of continuing payments, and no guarantee that OLA will not decrease in value or hold any particular matter. OLA is non-refundable. OLA purchasers shall accept sole and exclusive risk for purchasing the OLA and recognize that Ola City is currently in the early stage of development and may undergo significant changes.

**Limitations for purchasing and using OLA**

OLA is not linked to tangible assets and does not grant its holders ownership in the Company or any dividends. Therefore, OLA cannot be seen as security:

- OLA is not to be purchased to profit on potential appreciation of OLA themselves
• OLA does not represent a joint enterprise as the Ola City is already operational before the contribution
• To pre-purchase services on the exchanges, OLA shall be purchased by asset owners, service providers, or asset buyers.
• OLA does not represent an investment contract expecting entrepreneurial or managerial efforts profits. OLA has not intended for investment or currency speculation. Ola City reserves the right to refuse to sell to any purchaser that cannot demonstrate a bona fide intent of purchasing the tokens for their intended purpose. All investment decisions are made directly by the holder of OLA, independent of other holders of OLA, or the Management of the Ola City.

Legal implications of smart contracts execution

As discussed above, OLA is issued based on a smart contract via a blockchain platform. A smart contract can discharge obligations utilizing the algorithm input into the program code. As such, smart contracts shall fully comply with the laws applicable to them; in particular, they shall ensure compliance with confidential information legal requirements.

Data protection

Activities in Ola City may require personal data. Personal data is information that identifies an individual. Examples of personal data collected may include names, addresses, email addresses, and phone numbers. Personal data may be obtained in several ways, including application via our website, mobile app, correspondence, telephone, and email. We ensure personal data protection by accepting an internal Privacy Policy and complying with Terms of Use.

Generally, an individual is entitled to require a bank where they made any transaction to remove any data regarding such transaction from the banking system. Blockchain does not allow deleting data about any transactions concluded. As such, any user conducting transactions via blockchain connected with purchase and/or disposal of OLA and asset tokens shall represent and warrant that they realize the above and shall provide a waiver renouncing their right to require removal of any such data from the blockchain.

We put a significant emphasis on managing possible legal and regulatory risks and work in close partnership with a very reputable international law firm to protect its users.
ROADMAP

2022 promises to be a year full of challenges, opportunities, and potential for development. Besides, it contributes to realizing the ambition of turning Ola City into the world’s leading blockchain-based online money-making platform.

Previous milestones

- August 2020: The birth of Ola City - a performance marketing platform
- November 2020: The birth of OLA Coin
- January 2021: Launching the app on iOS and Android operating systems
- May 2021: Deploying big campaigns for the world's leading businesses such as eBay, Aliexpress, Binance, etc., and companies in Vietnam such as Lian Insurance, Military Bank MBBank, Shopee e-commerce platform, 7Hit.vn e-commerce platform etc.
- August 2021: Reach 1.1 million publishers in over 30 countries.
- October 2021: Reaching a total of banner ad impressions throughout the Ola City system on average of more than 500 million/times per month and more than 2 million purchases or app downloads.

Future milestones

Affirmation of value and applicability

The first quarter of 2022 will be the time to mark the listing of Ola Coin on Coinmarketcap – the largest information site on the cryptocurrency market today. It is also a significant step forward to help Ola Coin affirm its position, value, and applicability.

We also soon apply blockchain technology to store the essential metrics for proof-of-performance on the blockchain - taking advantage of blockchain's transparency and verifiability to possible cut-off fraud in advertising campaigns.
Diversify products, maximize benefits for users

The Play-to-Earn (P2E) model on Ola City will be developed to focus on growth in quantity and quality. At the same time, to help diversify sources of income for users, Ola City will launch a Redeem feature that allows customers to convert OLA into gifts (products, vouchers, services,...). The Membership program with unexpected and extremely valuable incentives for our stakeholders starts right after that.

Step into the world of NFTs

Another market that creates a “craze” is artworks digitized thanks to blockchain technology – NFTs. In Q3/2022, Ola City will shape itself as an online money-making service on the Blockchain platform when expanding and developing NFTs Marketplace. Ola City is for users to exchange Ola City items and goods and as an intermediary to exchange multi-chain NFTs across platforms. Like the NFTs Marketplace, Ola City continues its ambition to be a comprehensive platform for distributing Airdrops to all other projects in need. Using Ola City, projects are provided with systems and tools to organize airdrop activities. They can take advantage of communication resources on the million-user ecosystem like Ola City.

The completion of the De-Fi ecosystem

Users inevitably want to use Ola Coin to increase profits as the ecosystem expands. Staking and Farming features are the final pieces to complete Ola City’s De-Fi (decentralized finance) ecosystem in 2022.