



# ALTAVA

## Whitepaper



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01

# Abstract

The global pandemic fractured the fashion and retail industries, sending a clear message to its constituents: digitalize or die. This has proven to be the case, particularly for legacy players that entered the COVID-19 era with weak balance sheets and waning customer bases. But many brands and retailers responded by accelerating their digital efforts, accomplishing in months a level of transformation they had originally planned to roll out over years. In a relatively short period of time, a plethora of innovative tech solutions emerged, bringing efficiencies and improved performance across the value chain. On the customer side, as consumers spent more time at home, we witnessed explosive online growth and a dramatic convergence of media, entertainment and retail under the umbrella of Web3.0 or The Metaverse – an ecosystem of virtual worlds, new partnerships, economic and commercial structures, currencies and DAOs (Democratized Autonomous Organizations). The metaverse is now where virtual content, products, services and experiences are co-created without physical constraints, and are fully trackable and democratically monetized.

At a macro level, four industry-wide themes have emerged:

- AI and data analytics for insights across all functions in the fashion value chain, enabling predictive and real-time decision-making, and increasingly personalized and interactive customer engagement;
- 3D digital assets emerged as the building blocks for efficient and sustainable processes, and the starting point for virtual products and experiences;
- Technology innovation pursuing an industry-wide sustainability agenda: more virtual, less physical, make only what there is demand for;
- The metaverse as the next frontier for brands and retailers via three key pathways:
  1. Technology tools that power the metaverse;
  2. Perfecting the end-user experience; and
  3. Driving transparency through trackability and accountability.

The impact of these developments on the fashion industry cannot be underestimated. The way that fashion and lifestyle products are created and consumed will continue to change exponentially, and soon we will ask why, pre-2020, brands suffered inefficient, unsustainable practices for so long. More importantly, we will wonder how customers were satisfied with one-dimensional store engagement and two-dimensional online transactions versus the multi-channel, multi-perspective immersive experiences crossing virtual and physical worlds that they will come to expect.

ALTAVA is at the forefront of this revolution. As luxury brands accelerate their digital agendas, we see - finally - their embrace of virtual assets and experiences, blockchain capabilities and cryptocurrencies as key components of the new retail reality, first in pursuit of more efficient processes, trackability and provenance, and more recently through the explosion of collaborations in gamification, metahumans, and Non-Fungible Tokens (NFTs).

ALTAVA's goal is to leverage its cutting-edge technologies and partnerships with some of the world's leading luxury brands to launch a new digital market that offers a unique curated collection of NFTs and other virtual assets. Further, we aim to maximize the utility of these assets by ensuring interoperability within our gamified social commerce platform for luxury fashion, ALTAVA Worlds of You, as well as in multiple other virtual worlds in the metaverse.



02

# Context

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## 2.1 Shift towards Digitalization

Prior to 2020's catastrophic events, the luxury and premium fashion sector in general had exhibited hesitancy in its pursuit of a digital agenda. Only a few outliers such as Burberry, Balenciaga, Tommy Hilfiger and relative new-comer Off-White showed a predisposition towards integrating technology into their value propositions.

**That has now changed.** Today, leading luxury brands are voluntarily stepping into new tech solutions and channels, and in some cases leading the conversation into the metaverse, even as they acknowledge it is uncharted territory. This new era of digitalization is driven by the clear understanding that to follow this path is essential to ensure relevancy and appeal to changing customer profiles, and to drive continued growth, competitiveness and ultimately, profitability.

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## 2.2 A New Consumer

Today's luxury fashion consumers are significantly different from older demographics, and this is contributing to the pressure on brands to digitize and innovate. Product and customer strategies must now be relevant to NextGen consumers (Gen Z digital natives and coming of age Alphas). In less than a decade, Gen Z will dominate the global economy. According to Bank of America research, Gen Z currently earns US\$7T across its 2.5 billion-person demographic. By 2025, that income will grow to \$17T, and by 2030, it will reach \$33T, representing 27% of the world's income and will surpass that of millennials by 2031. With this kind of influence, Gen Z will continue to shift and drive conversations for the next 15 years; a factor that is already loud and clear in China, where Gen Z and Millennials represent 40% of the population. In 2021 these two demographics together drove US\$290B in luxury sales, 35% of the global luxury market, and this is forecast to pass 40% by 2025 (The Drum, Sept 16, 2021).

Forward-looking luxury brands have also recognized that Gen Z is philosophically and emotionally unlike preceding generations. Traditional luxury signals around money and status are in decline, as NextGen consumers favor references and codes that define and communicate who they really are, their true selves - responding to a need for identity and self-expression. (Bain, September 2021) And they are doing this digitally via social media, gaming and more recently, forays into platforms such as Discord, Fortnite and Roblox.

A new lens is now needed on the topic of positioning and status. As technology continues to democratize engagement, and as creator and collaborator economies blossom, the Next Generation demands greater accessibility and transparency. For these consumers, positioning and status have completely different definitions from those held by older cohorts. Today, inspiration and social impact - not money and social status - are the key factors for Gen Z, who now expect companies to actively participate in and take a stand on social matters. This gives brands an opportunity to be "social actors and cultural co-producers" with their customers, responding to the need for inspiration and self-actualization. Consumers now want to "show off" that they lead a "rich" life, where "rich" is defined not in monetary terms, but as living life to the fullest. Being part of "society" is not enough. What resonates is showing real self and personality, especially to a community that shares the same ambitions and passions. (Bain, Sept 2021). The opportunity to align with this critical demographic exists not only in brand-authentic content on social media and via all traditional commerce touch points, but increasingly, in gamified, virtual experiences.



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## 2.3 The Value of Virtual

From being digital laggards two years ago, today's most innovative luxury brands are in a hurry to pilot and collaborate widely and rapidly, leading conversations in the cultural zeitgeist through unexpected partnerships and delivery channels. Virtual first and sometimes, but not always, followed by physical products. Recent examples include:

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### ***Balenciaga, Afterworld: The Age of Tomorrow***

Balenciaga's proprietary game created to debut Balenciaga's AW 2021 collection. A dystopian Balenciaga world with photorealistic outfits where players can choose a character before exploring various zones, passing models, and pieces from the collection along the way.

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### ***Balenciaga, Balenciaga x Fortnite***

The first luxury brand to partner with the online gaming platform, Epic Games' Fortnite. Within the game, the virtual Balenciaga outfits ("skins") are available via a virtual store based on the brand's existing bricks-and-mortar locations. Further commemorating the partnership with physical components: a limited-edition series of physical products, available in stores and on [balenciaga.com](https://www.balenciaga.com); and 3D and hyperreal forced perspective campaign videos displayed on billboards featured in major cities such as New York, London, Seoul, and Tokyo.

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### ***Gucci, "Gucci Garden Experience" on Roblox***

Concurrently launched with the Gucci Garden Archetypes, an immersive multimedia experience unveiled in Florence, Italy celebrating the house's 100th anniversary under the creative direction of Alessandro Michele. The virtual replication was created on Roblox, a youth-focused gaming platform, where the Dionysus bag sold for 350,000 Robux, over US\$4,000—which is more than the cost of the physical bag.

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### ***Dolce & Gabbana, 'Collezione Genesi' NFT Collection***

Designed by Dolce & Gabbana's Creative Directors, Domenico Dolce and Stefano Gabbana, in collaboration with Polygon-backed marketplace UNXD. The collection is auctioned as an NFT package that includes the physical and digital version (five physical pieces and the remaining four items entirely bespoke virtual designs). Future NFT holders will receive original sketches by the designer duo and multiple access passes to future D&G shows.

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### ***Burberry, "Sharky B" with Blankos Block Party***

Inspired by the Burberry TB Summer Monogram collection, Burberry partnered with Mythical Games to launch a limited-quantity NFT character, Sharky B, that can be bought and sold within the Blankos Block Party marketplace with branded in-game NFT accessories that can be worn by any Blanko.



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### ***Louis Vuitton, Louis the Game***

Louis Vuitton created an adventure-based mobile app game for players to collect 200 candles to commemorate the founder's 200th anniversary. Players have the chance to collect 30 NFTs as part of the art-themed playable experience while en route, which cannot be sold. Ten of the NFTs were designed by digital artist Beeple (known to have sold an NFT for US\$69M).

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The ultimate goal of these new partnerships is to establish relevance with the NextGen consumer, whose playing field is all things both digital and physical. Brands have quickly recognized that virtual experiences enable rich story-telling that can more readily and rapidly be deployed globally versus waiting for physical products to be created and introduced into traditional advertising channels or real-life events that are limited to a few markets. While Internet 2.0 moved us at speed, Web3.0 ratchets that up even more to hyperspeed and hyperreal, and instantly global.

“People crave stories. It’s human nature. To truly move people, you need a story. Stories transport us from our current moment and put us comfortably into the hands of the storyteller who will take us somewhere else. We welcome this because we crave stories; it’s in our nature. As emotional creatures, we crave the deeper connection and togetherness that a story provides. Our search for alignment is often resolved through the context of a story; many successful brands know this and use that understanding to dominate their category.”<sup>1</sup>

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<sup>1</sup>) Bill Kenney, CEO/Co-Founder at Focus Lab, a brand agency helping the world's fastest-growing B2B brands lead and inspire.



03

# Blockchain in Luxury

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## 3.1 Developments in Blockchain and Fashion

The integration of blockchain technology into the luxury fashion segment has been a long time coming. In recent years, LVMH, Cartier and Prada have been lauded for creating their own blockchain capability in the form of the AURA Blockchain Consortium. This was driven principally as a defence against counterfeiting, which represents a US\$450B<sup>2</sup> annual impact on the fashion industry. But since not everyone can be part of AURA, other platforms launched to provide fashion brands with a more democratic access to similar capabilities, including ventures such as LUKSO, with its own crypto currency (LYX); and Luxandia, with its own crypto currency (TLX).

The reality is that there is a commercial imperative for brands to use blockchain because it protects the value of creative output, enables every designer or collaborator to monetize correctly, and provides insight into the long-tail of products (ownership, geolocations, financial value over time, product life). By contrast, under current industry practices the product is lost from sight after it is sold at retail, and there is no way to track its lifecycle - which in turn enables fake products to be inserted into a brand's value chain. On that basis alone, blockchain has rightly been recognized as a necessary default for all smart creatives, not just the most inventive, innovative or high value ones.

ALTAVA aims to go much further than platforms such as Aura. Our technology enables us to create digital twins of physical luxury items and mint them as NFT that can be utilized by their owners across a wide array of virtual worlds within the metaverse. Since by definition, an NFT is blockchain supported, the provenance, trading and usage of these assets is completely transparent and ensures the creator is accurately compensated.

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<sup>2)</sup> <https://www.forbes.com/sites/sharonedelson/2020/11/02/block-chain-startup-lukso-explains-the-digital-wardrobe-and-why-youll-want-one/>



04

# About ALTAVA Group

ALTAVA GROUP is a Singapore-based company<sup>3</sup> with a strong operating presence in South Korea. We build bespoke brand experiences that enrich the evolving World of Expressions in the metaverse and beyond, working across physical and virtual worlds and providing a seamless bridge for both consumers and brands. We have created ALTAVA Worlds of You, a gamified social commerce platform for luxury fashion, to enable multiple expressions of self in the metaverse - to discover, curate and play. ALTAVA MARKET is an extension of ALTAVA Worlds of You, where consumers can shop, curate and collect Worlds of Expressions in the form of NFTs for use in the metaverse.

## 4.1 Our Solutions

### ALTAVA Worlds of You

ALTAVA Worlds of You is our gamified social commerce platform for luxury fashion. We believe that people are more than one thing. Self expression and style should never be limited by society, physicality or otherwise. The ALTAVA digital destination exists to enable multiple expressions of self in the metaverse so that people can discover, curate, and play with Worlds of You.

In ALTAVA, you can experience an enhanced reality where your avatar is an alternative extension of yourself through AI facial recognition and customization tools. By converging the physical and virtual worlds, we democratize fashion and enable digital twins of luxury goods to be accessible for all at a fraction of the cost; with links to physical purchase options to brand partner's e-commerce sites. Our social environments allow users to interact with each other through in-game personal messaging and avatar networking in curated themed places while enabling content to be shared across all social media channels.

The ALTAVA metaverse aims to maximize the interconnectivity between users through NFTs in our ALTAVA Marketplace, where users will easily transit from metaverse to marketplace, and vice versa.



<sup>3</sup>) Holding company name, ALTAVAGROUP PTE. LTD.



## ALTAVA Market

ALTAVA Market is where users can buy and trade exclusive premium luxury fashion NFTs and virtual collectibles as either primary or secondary purchases. On the primary market, we will host private auctions on a regular basis where new NFTs are initially released. On the secondary or resale market, purchasers can buy and sell their personally-owned fashion NFTs.

ALTAVA Market's aim is to democratize access to global luxury through offering virtual versions of items that may or may not have a physical twin. As with any trading environment, ultimate value and pricing are determined by the community, and we recognize that there is currently a lack of historical data from which to predict how individual items may sell or trade in the future. This is in many respects a completely Blue Ocean. However, it is worthwhile to know that tokenization of virtual luxury fashion and luxury collaborations with popular cultural/lifestyle themes has already performed in line with or in a growing number of cases at higher levels than the physical equivalent. This indicates the compelling nature of virtual luxury items as an asset class, and the magnitude of the opportunity for ALTAVA Market. Since every NFT brought to market whether for initial launch or resale represents a slice of luxury's continuously morphing relationship with the popular zeitgeist, we offer a unique opportunity for purchasers to own specific luxury moments in time.

ALTAVA delivers brand partners an end-to-end solution for the digitization of fashion. We use a tripartite approach: starting from initial designs, we deploy specific parameters that enable us to create a design in a variety of formats that adhere to the currently differing specifications in different virtual worlds. Relevant taxonomies are applied in the form of metadata. We then proceed to consolidate this metadata, and mint and tokenize the assets into unique, serial numbered NFTs. The NFTs are then offered for sale by auction to the public via ALTAVA Market, launched into ALTAVA Worlds of You, or into a combination of other virtual environments, depending on the brand's positioning strategy.

In the spirit of collaboration and community, which is a hallmark of the metaverse, we will partner with other NFT marketplace platforms such as Binance, OpenSea, Nifty Gateway, and Rarible to distribute a percentage of any limited series NFTs. As an example, in October 2021 we teamed up with the Binance NFT Marketplace for the first launch of Balmain's limited one-of-a-kind NFT offering.



4) A digital version of Gucci's Dionysus Bag with Bee created for the Roblox marketplace was sold for US\$4,115 – exceeding the price tag of the physical accessory in real life.



## ALTAVA Circle

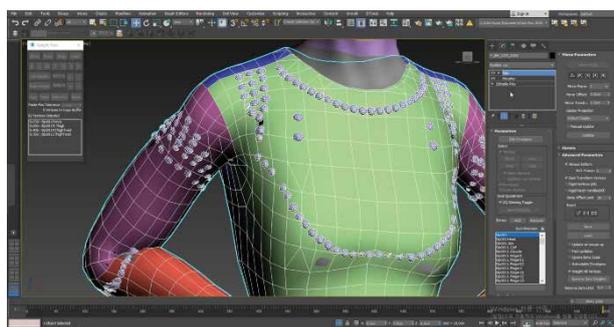
Introducing ALTAVA Circle - A creator community tool for building ALTAVA Worlds of You together - We will open opportunities for everyone to join and brand themselves within the metaverse. ALTAVA Circle will allow community members to create their own virtual fashion, lifestyle goods, and spaces, and link those virtual assets to the real physical world.

ALTAVA circle is the easiest way to make a user-driven brand. Users, with the community, can introduce, fund, and connect their own virtual brands to the real world. Mostly, TAVA utility tokens will be used as the fuel of our creator economy model to incentivize creators and monetize their engagement.

Today, the creator economy model is no longer limited to providing only value to the web2 platforms, but rather, offering new forms of more direct creator to community relationships. With this new model, creators will have the opportunity to interact more directly with their fans, and also participate in a collective value with their community. The decentralized structure of the blockchain as well as the complete ownership of virtual goods and incentive system based on smart contracts makes more value captured by users, both individually and collectively.

At ALTAVA, we believe that the essence of the creator economy model is to allow as many users to explore and express their creativity in the easiest possible way. With ALTAVA Circle generating user-friendly tools and templates, not only 3D artists but also anyone who wishes to become a creator will be able to give birth to his ideas.

We believe that the key for self-expression to be more enriched in the virtual world is to have complete freedom. As a means to gain such freedom, we are confident that the creator economy will be the core model that will generate more diverse contents than in the real world. ALTAVA Circle is the core of the ALTAVA ecosystem, and we will incentivize, through TAVA tokens, creators to ensure enough content is generated in the ALTAVA ecosystem.





## 05 Tokenomics

### 5.1 TAVA Utility Token

TAVA is a purpose-built utility token for ALTAVA Market, which sits at the intersection of luxury, creativity, and the latest developments in gamified and virtual fashion technology. The driver for TAVA tokens is the need to provide a relevant mechanism for purchasers to participate in the explosive growth of luxury in the metaverse, and to align with the preferences of a rapidly expanding luxury-focused community.

TAVA tokens will be the base currency of ALTAVA Eco-system including NFT Market and Altava: Worlds of You. TAVA tokens will be served as a ticket for access to exclusive NFTs and other curated virtual assets, special auctions and unique experiences built in collaboration with relevant luxury houses, designers and creators across disciplines.

TAVA token holders benefit from key privileges:

- Every initial luxury NFTs released will receive TAVA payments comprehensively.
- Exclusive auctions will be held in which only TAVA token holders will be able to participate.

Accordingly, TAVA tokens will operate as a device that prevents unintentional value loss of the assets and escalates the exclusivity of our marketplace platform, which will ultimately benefit our NFT holders and token holders.

Key features:

- Ensures the exclusivity of the ALTAVA Market value proposition;
- Protects and powers the exclusivity of each luxury NFT item and other virtual assets selected for the ALTAVA Market;
- Delicately designed 'tokenomics' that prevents depreciation of TAVA tokens giving a stable and well protected currency to its owners

We believe that exclusivity and rarity protects the value of luxury; TAVA will play out its role on the marketplace as a safeguard against the loss of value.

- TAVA tokens will be distributed to buyers and sellers who have been active on the ALTAVA Market during the month. Both buyers and sellers will equally receive 50% of the distributed amount, and the token will be extracted from the ecosystem.
- Every quarter, we will burn TAVA tokens from 30% of our profits that are earned at the ALTAVA market.



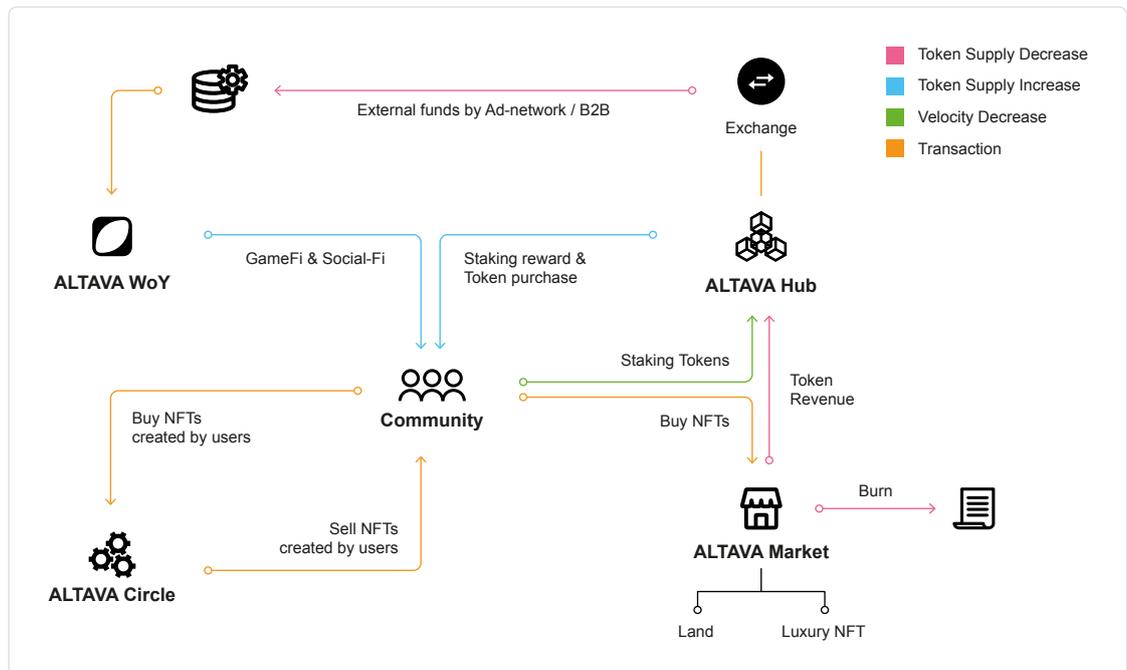
The TAVA token will also be used as a means of incentives to users who have actively added value to the ALTAVA Market .

Megan Kaspar, a member of the Red DAO<sup>5</sup> and managing director of crypto investment firm Magnetic is clear that digital NFT fashion includes potential global revenues at least doubling in the next two decades.<sup>6</sup>

“ [That’s] due to the digitization of fashion along with revolutionary new business models naturally emerging through the process. We anticipate Digital Fashion as a sector in the crypto asset class to become one of the largest.”

## 5.2 Ecosystem

TAVA token will connect brand digital identities (digital twins of physical luxury items, 3D avatars, spaces, etc) seamlessly in the ALTAVA metaverse and other virtual worlds. Users will be able to earn TAVA tokens in ALTAVA: Worlds of You, buy luxury NFTs in ALTAVA Market, and have the opportunity to create Made in Virtual goods to mint and sell. The TAVA token utility will be extended to the production of physical goods that are created from virtual goods, and vice versa.

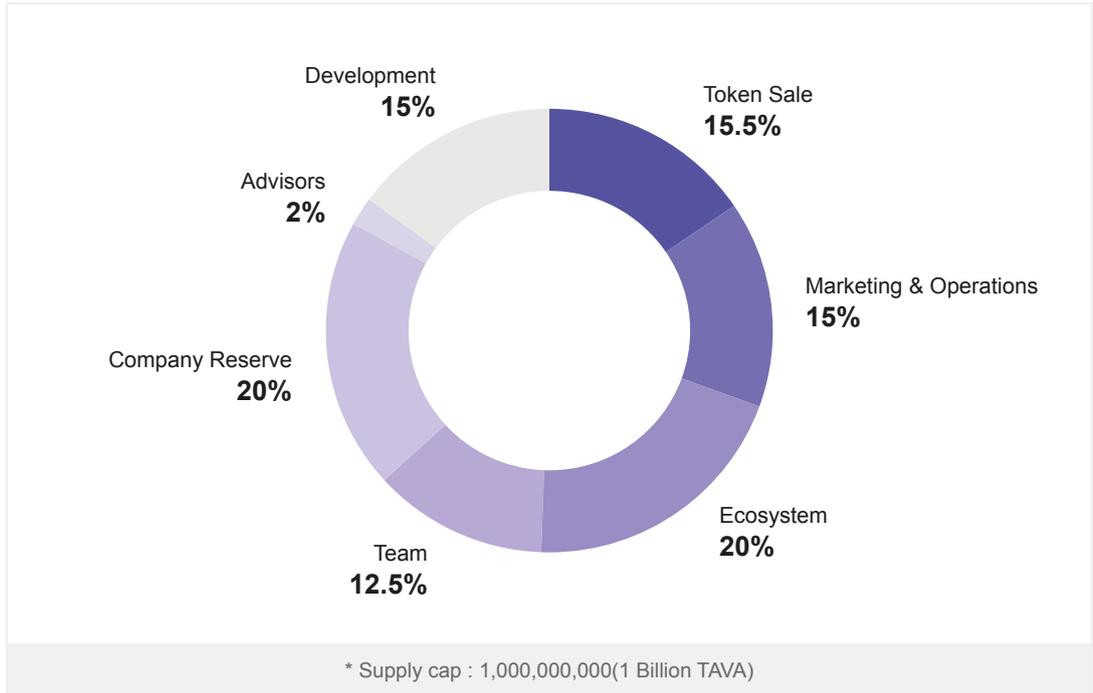


<sup>5</sup> Red DAO was a purchaser of NFTs in the D&G X UNXD collection launched in October 2021

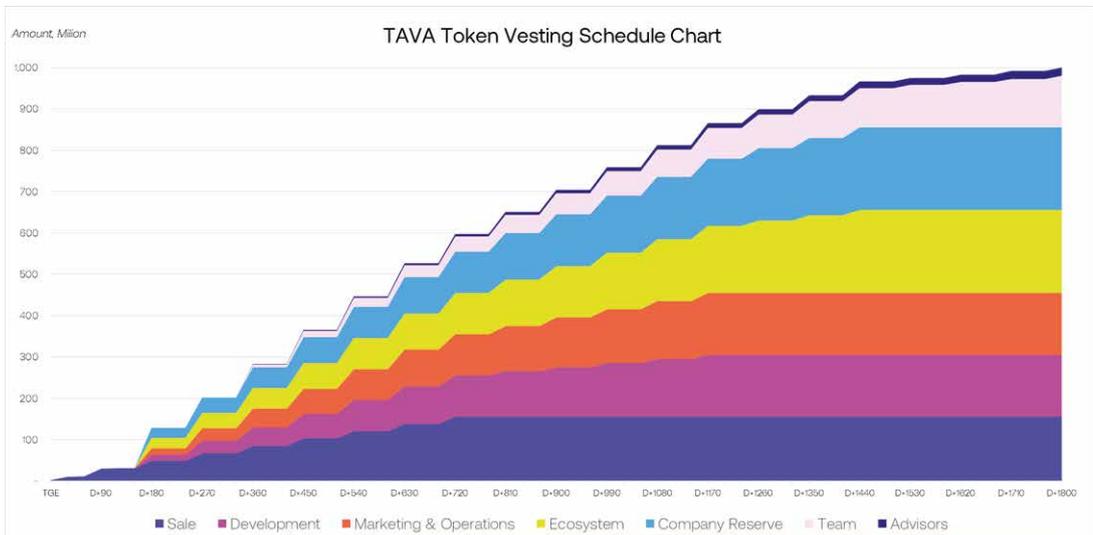
<sup>6</sup> <https://www.glossy.co/fashion/what-makes-the-dg-nft-different-from-the-rest/>



### 5.3 Allocation & Vesting



- ALTAVA (TAVA) tokens were minted as ERC-20 on Ethereum Network
- Token Contract: 0xdebe620609674F21B1089042527F420372eA98A5





06

# Technology

ALTAVA GROUP invests in high-fidelity and performance. We approach 3D digitization of actual or virtual-only luxury items products through three different techniques: pattern and packshot digitization; scanning with minimal post-rendering; and visualization of sketches. Our unique technology enables us to offer high-fidelity 3D assets with full 360-degree views, while our application of real-world physics to fabrications simulates drape and movement. The result is a fully immersive effect regardless of delivery channel.

## ALTAVA Avatars

The use of avatar technology is an integral part of ALTAVA GROUP's value proposition for brands. Emulating collaboration in the real world, we work with designers, influencers and celebrities to create their virtual avatars. This provides an innovative way for them to participate in and engage with other users in ALTAVA Worlds of You, ALTAVA Market, or other virtual worlds, events, and social media platforms.

Our virtual character creation process uses high-quality character shade techniques and an improved geometry workflow known as "hyperreal technology", which ensures the highest fidelity in hair, makeup, and other aesthetic details.. The result is an avatar that is almost indistinguishable from the real-life counterpart.



## Sustainability Position

ALTAVA's technology solutions form a part of a brand's sustainability narrative in so far as the utilization of digital assets underpins not only hyper-real virtual experiences, but also process efficiency in the creation of physical products: fewer samples during development, a more precise view of demand prediction from insights into consumer engagement with virtual items in advantage of production decisions, a reduction in excess inventory.

ALTAVA Market operates on the Binance Smart Chain, which uses the "Proof of Staked Authority (PoSA) networks — a combination of Proof of Authority (PoA) and PoS — environmentally friendly, energy-efficient, and sustainable".<sup>7</sup>

<sup>7</sup>) (2021). "How do NFTs Impact the Environment" (Blog) Binance Blog. Available at: <https://www.binance.com/en/blog>



# 07 Team

## 7.1 Management

### Andy Ku

- CEO/Founder
- Cornell, Harvard graduate
- Serial entrepreneur in social media and gaming
- Founder of Nurien Soft, the developer of MStar- a 3D-avatar based fashion social game sold to Netmarble, one of the biggest gaming companies in the world with a market cap of \$13.5B
- Co-founder and CEO of Realtime Worlds Asia
- Founder of BlueArk Global- a mobile media, education and game services company

### Elizabeth von Guttman

- Co-Founder
- Chief Communications Officer
- Co-founder of System Magazine
- Co-founder of Ever Consulting & Manifesto
- Business Development Director of Wednesday Agency Group

### Jin Young Choi

- Chief Technology Officer
- CEO/Co-founder of ACTS29
- CEO/Founder of LIBRA SYSTEMS Inc.
- CEO/Founder of LIBRA
- CEO/Founder of 1semi
- Former Developer for KT R&D Center AI Lab

### Jas Rewkiewicz

- Chief Creative Director
- Creative Director of MOX London
- Founder & Creative Director of D&MD
- Head of Creativ of Aesop
- Creative Director of MATTE Projects

## 7.2 Advisors

### Natalia Vodianova

- Strategic Advisor
- Co-founder of Locals.org
- Co-founder of Elbi
- Founder of fThe Naked Heart Foundation
- Founder of Supernova
- Member Board of Director of Special Olympics

### Sebastien Borget

- Advisor for Digital/ Metaverse World
- Co-Founder/COO of The Sandbox
- President of Blockchain Game Alliance

### Tom Meggle

- Strategic Advisor
- Founder of Momentum S
- Managing Director of Louis Vuitton UK, S.Africa
- General Manager of Louis Vuitton Germany
- General Manager of Cartier N.Europe

### Debra Langley

- Strategic Advisor
- Venture Partner, Lyra Ventures
- Advisor and Resident Mentor, The Bridge Fashion Incubator
- Former President of DKNY Jeans International
- Former President of Borderlinx, APAC

### Jin Oh

- Strategic Advisor
- President of Worldwide Publishing at Riot Games
- Former CEO of Garena
- Former International Managing Director of Riot Games
- Former Southeast Asia Managing Director of Blizzard Entertainment

### Wei Zhou

- Advisor for Token Economy and Cryptocurrency
- Former CFO of Binance
- Former Vice Chairman of Grindr



## Yong Bae Seok

- Advisor for Virtual Fashion
- Industrial & Fashion, Shoes Designer
- Creative Director - TOD'S "NO\_CODE"
- Founder of SEOK

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## 7.3 Investors

### Natalia Vodianova

Natalia Vodianova is a Russian model, a member of the Special Olympics International Board of Directors, and United Nations Goodwill Ambassador. She is the founder of the Naked Heart Foundation, a philanthropic organization committed to helping children with special needs and their families. In 2010, Vodianova was awarded by Harper's Bazaar as Inspiration of the Year. In 2014 Glamour recognized her as Woman of the Year

### SM Entertainment

SM Entertainment is founded in 1995 by Head Producer Lee Soo Man, is the first company in the industry to introduce systematic casting, training, producing, and management systems, and it has been discovering unique content by pinpointing demands for music and cultural trends. SM Entertainment entered the global marketplace using globalization and localization strategies through culture technology and has become a leading entertainment company in Asia.

### Netmarble

Netmarble is a South Korean mobile game developer. It is South Korea's largest mobile-gaming company which was founded in 2000 by Bang Joon-hyuk. The Company has developed games, including Seven Knights, Modoo, Cookie Jam, Lineage 2 Revolution, Marvel Future Fight, Panda Pop, MaguMagu and others with USD 2.5B revenue in 2020.

### Translatio

Translatio is a luxury fashion and lifestyle retail management partner and consultancy specializing in retail management, operations and specialty fashion retail concept development in China since 2003. There are over 30+ global top luxury fashion brands currently working with Translatio in China today.

### LG Electronics

LG Electronics is a South Korean multinational electronics company headquartered in Seoul, South Korea. LG Electronics is part of the fourth-largest chaebol in South Korea and its global sales reached US\$55.91 billion. The company has 128 operations worldwide, employing 83,000 people.

### Hyundai Department Store Group – Futurenet

Hyundai Department Store Group is a publicly listed company operates department stores under the name of Hyundai Department over nationwide. The Company also produces home shopping programs for cable channels and sells merchandise through home shopping programs.

### Animoca Brands

Animoca Brands, ranked in the Financial Times list of High Growth Companies Asia-Pacific 2021, is a leader in digital entertainment, blockchain, and gamification. Animoca Brands develops and publishes a broad portfolio of products including the REVV token and SAND token; original games including The Sandbox, Crazy Kings, and Crazy Defense Heroes; and products utilizing popular intellectual properties including Formula 1®, Marvel, WWE, Power Rangers, MotoGP™, and Doraemon.



# 08 Our Partners

## 8.1 Luxury Fashion Partners

ALTAVA is a leader in partnering with luxury brands. We currently work with more than 40+ luxury brands including Balmain, Bulgari, Chloe, Marni, and Prada, for whom we develop, maintain and sell their licensed virtual assets through our digital platforms.



In addition, ALTAVA builds bespoke solutions to its partners, including digital showrooms, virtual pop-up stores, 3D promotional campaigns, 3D LED immersive experiences, 3D avatar and commerce initiatives created for Bulgari, Dior, Fendi, Prada, Balmain, Vogue for the Met Gala 2021, and several maisons under Richemont Group.



## 8.2 Strategic Partners

There would be continuous strategic partnership for wearability and interoperability of digital fashion NFTs.





09

# Roadmap

We build bespoke brand experiences that enrich the evolving World of Expressions in the metaverse and beyond, working across physical and virtual worlds and providing a seamless bridge for both consumers and brands. We create the metaverse, a gamified social commerce platform for luxury fashion and more, to enable multiple expressions of self.



## Q1 2022 Done

- ☑ ALTAVA Project Introduction (Whitepaper, AMA)
- ☑ ALTAVA Second Skin : Metamorphosis (PFP)
- 👤 TAVA Token Launchpad
- ☑ ALTAVA Second Skin NFT Public Sale

## Q2 2022 Milestone 1

- ☑ ALTAVA WoY Alpha Launch (World, Social, Game)
- ☑ ALTAVA Second Skin Updates (Staking, Community Site)
- 👤 ALTAVA (TAVA) Token Listing

## Q3 2022 Milestone 2

- ☑ ALTAVA WoY Updates (My Room, House)
- ☑ ALTAVA Second Skin Updates
- 🏠 ALTAVA Market Launch & Drop Luxury Brand NFTs
- 👤 ALTAVA Circle (Fashion Creator Tool : C2E)
- 👤 TAVA Token Staking (Defi)

## Q4 2022 Milestone 3

- ☑ ALTAVA WoY Updates (World, Social-Fi)
- 🏠 ALTAVA Market Updates & New Drops
- 👤 ALTAVA Circle Updates (Interior, Lifestyle)
- 🏠 ALTAVA Land Pre Sale

## Q1 2023 Milestone 4

- ☑ ALTAVA WoY Update (Gamefi, Multi-Chain)
- ☑ Special Virtual Event (with Second Skin)
- 🏠 ALTAVA Land Pre Sale II
- 👤 ALTAVA Circle (Building, World)

## Q2 2023 Milestone 5

- ☑ ALTAVA WoY Updates
- ☑ Special Virtual Experience (with Second Skin)
- ☑ Land Utility Updates
- 🏠 Land Public Sale
- 👤 TAVA Token Utility Growth to Real Commerce



## 10 Summary

We are currently witnessing a momentous shift globally in the adoption of virtual, XR, blockchain and crypto solutions, and collaborations that not only meld virtual and physical, but take brands and consumers further into the metaverse. Many luxury brands are leading the way in innovation as they enter into unexpected partnerships to deliver new and evolving experiences. We believe that ALTAVA is poised to capture a significant market share within the luxury NFT and virtual assets space, supported by our gamified social commerce platform, and our access to some of the world's most important luxury fashion brands. and network that includes iconic and influential players in the current cultural zeitgeist.

## 11 Disclaimer

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