MBAPPE

Join the official Real Madrid

White Paper Version1.0

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01 Project Overview

01 Project Overview

1.1 Project Positioning

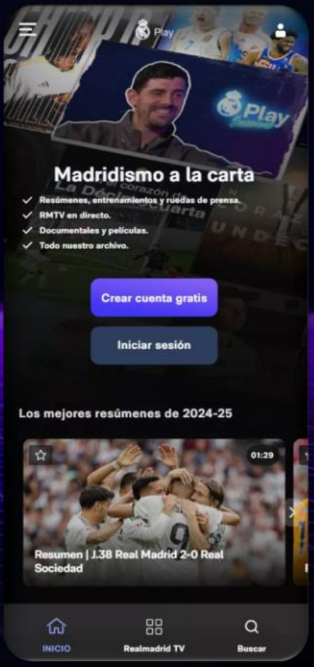
MBAPPE is the original fan token officially issued by Real Madrid. We are committed to safeguarding the club's cultural heritage and releasing the value of Mbappe's personal IP as our foundation, and are dedicated to building a digital community for global fans that is deeply involved and emotionally resonant.

As the digital carrier of Real Madrid's century-old football genes, $MBAPPE carries the intergenerational transmission of the "Hala Madrid" spirit - connecting the team's history with its current glory, and transforming fans' love for the club into perceptible and actionable digital rights.

By deeply integrating with the personal IP of Kylian Mbappe, a top global player, token-holding fans can not only unlock the first-hand content behind Mbappe's training and milestone moments, but also participate in his in-depth interactions with the club through tokens.

As a top global sports event, the 2026 FIFA World Cup in the United States, Canada and Mexico will become a key engine driving community vitality. Limited-time benefits, collective viewing activities and cross-circle topics will be designed around the event cycle, allowing fans' enthusiasm to burst out at specific nodes.

Our ultimate goal is to enable MBAPPE to transcend the functional boundaries of traditional fan tokens. It is not only a digital certificate of fan identity, but also will become the core hub for activating the community ecosystem. Through clear rights design and community co-governance mechanisms, we hope to bring about a qualitative change in the relationship between Real Madrid and global fans, shifting from "one-way viewing" to "two-way co-creation". Every MBAPPE represents the sharing of fans' memories of the club and their participation in the future.



1.2 Core Value Proposition

A) To Real Madrid Club

Through token binding, we transform traditional game viewing traffic into community assets. The high-frequency interactions of token-holding fans, including voting decisions, content consumption, and event participation, will be accumulated into quantifiable user profiles and behavioral data, which will be fed back to optimize the club's operation strategies.

Meanwhile, new models such as the issuance of digital collectibles and the sale of limited rights will open up a new growth curve for the club's non-ticket revenue. More importantly, MBAPPE will promote the intergenerational inheritance of the "Real Madrid culture". The younger generation of fans can get in touch with the club's history and participate in cultural co-creation through tokens, allowing the "Hala Madrid" spirit to gain more lasting vitality in the digital world.

B) To global fans

MBAPPE has redefined the boundaries of fan rights. Token holders are not only followers of the event results but also deeply involved in the club's operations as community masters. From voting on the limited edition patterns in the fan store to suggesting the selection of opponents in international friendly matches, each MBAPPE corresponds to the actual influence on the club's decisions.

Tokens closely connect fans with MBAPPE's personal trajectory, unlocking behind-the-scenes footage of his training base, participating in the celebration of his career milestones, and even supporting the youth football public welfare project he initiated by donating Mbappe, transforming "supporting the idol" from a slogan into tangible actions. During the 2026 World Cup cycle, MBAPPE holders will serve as core members of the "Real Madrid Global Cheering Team", sharing exclusive experiences such as viewing parties and away viewing slots, deeply binding their personal passion with global events.

C) To Mbappe's ecosystem

MBAPPE has provided a quantifiable and operational digital carrier for Mbappe's personal IP. By binding his key career milestones with tokens, we transform his achievements on the field into digital collectibles with collection value, providing new scenarios for the expansion of MBAPPE's commercial value. This includes brand collaborations, licensed products, and exclusive content distribution, all of which can rely on the Mbappe ecosystem to achieve more precise user reach and value conversion.

02 Technical Architecture

2.1 Underlying Design of Blockchain

A) Selection of underlying chain technology

- Security inheritance: Based on the underlying cryptography and consensus mechanism of mature public chains, it ensures that the security level of smart contracts and asset storage reaches the financial grade standard.

- Low-threshold experience: Through on-chain expansion technology, the Gas fee for each transaction is controlled at an extremely low level (about 1/100 of that of mainstream Layer 1 public chains), allowing ordinary users to complete high-frequency actions such as token transfer and rights exchange without having to learn complex operations separately.

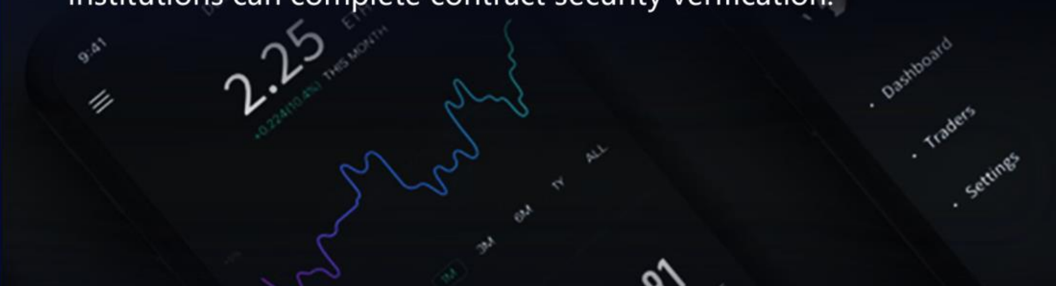
- Ecological compatibility: Supports seamless integration between mainstream wallets (such as MetaMask and Trust Wallet) and centralized exchanges, reducing the cost of user asset migration and laying the foundation for the initial expansion of user scale.

B) Smart contract standards

Liquidity guarantee: ERC-20 is the native support protocol for over 90% of global trading platforms and wallets, ensuring that $MBAPPE can be quickly listed on mainstream channels and reach a wide user base.

Flexible functional iteration: Standardized interfaces provide technical compatibility for subsequent functional expansion (including integrating NFT minting modules and upgrading governance voting systems), reducing the risk of secondary development.

Audit-friendliness: ERC-20 is currently widely used worldwide. Its security vulnerability database and audit methodology are highly mature, and third-party institutions can complete contract security verification.



C) Cross-chain compatibility design

Phased implementation: Initially, it will operate on the main chain. Once the scale of ecosystem users exceeds the critical point, it will gradually be opened to other high-performance public chains (chains that focus on throughput and emphasize privacy protection).

Asset mapping mechanism: Through smart contracts, one-to-one correspondence of cross-chain assets is achieved to ensure that users' $MBAPPE holdings and rights records on different chains are exactly the same, avoiding the risk of asset fragmentation.

Risk isolation design: Cross-chain bridging adopts a dual mechanism of light node verification and relay chain consensus to prevent asset losses caused by the failure of a single chain and ensure the stability of liquidity across the entire domain.

2.2 Safety and Compliance Assurance

A) Smart contract security

Smart contract security: As the core code for the operation of $MBAPPE, the security of smart contracts directly determines the reliability of users' assets and rights. To this end, we adopt a top-level auditing mechanism on a global scale with multiple rounds and dimensions.

- Institutional selection: The audit is led by industry-recognized leading blockchain security institutions such as CertiK and OpenZeppelin. The former is renowned for its formal verification technology, while the latter is the maintainer of the open-source smart contract standard library. Both have accumulated thousands of audit experiences in areas such as DeFi.

- Audit scope: It covers core dimensions such as contract logic vulnerabilities (such as reentry-in attacks, overflow vulnerabilities), permission management (such as minimizing administrator role permissions), and economic model risks (such as inflation vulnerabilities). A single round of audit includes over 500 checkpoints.

- Continuous monitoring: In addition to static audits before going live, we have deployed on-chain monitoring tools (such as Tenderly) to track contract call anomalies in real time, ensuring that even in the event of a sudden vulnerability, we can respond and fix it within minutes.

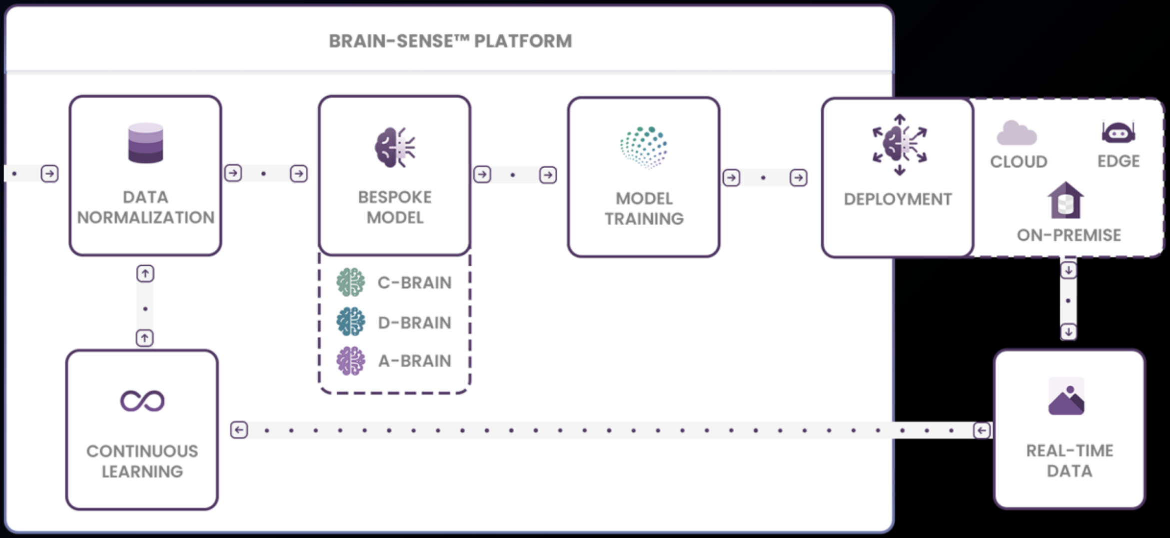
B) Privacy protection

In the digital world, users' transaction records and identity information are the most sensitive assets. $MBAPPE employs zero-knowledge proof (ZKP) technology to complete information verification without disclosing the original data, providing fans with an "invisible but secure" participation experience

- Technical principle: ZKP enables one party (the prover) to prove to the other party (the verifier) that a statement is true without revealing the specific content of the statement itself. For instance, when a user redeems $MBAPPE for a World Cup viewing qualification, the system only needs to verify that the user holds a sufficient amount of tokens.

- Application scenarios: Covering users' core privacy needs, from the anonymization processing of on-chain transaction records, to identity verification when claiming rights, and then to the selection encryption during community voting, all links involving user data are realized through ZKP to achieve "usable but invisible".

- User value: This design complies with the global data privacy regulation, the EU GDPR, and responds to fans' deep-seated demand for "digital participation not being tracked". Whether it's voting for team decisions or redeeming exclusive content for Mbappe, users can freely exercise their community rights while protecting their personal privacy.



03 Token Economy

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3.1 Token Information

The token design of $MBAPPE is based on the core principles of predictable value, traceable rights and interests, and a sustainable ecosystem. Through simple and clear parameter Settings and a scientific issuance mechanism, it builds a digital asset carrier that is both scarce, transparent and of long-term value for global fans.

A) Names and symbols

The full name of the token is MBAPPE, which is derived from the name of Kylian Mbappe and serves as a digital carrier for the connection between his personal IP and the ecosystem of Real Madrid Club. By strengthening the memory point of the core logo "Mbappe" through letter combinations, fans and users can quickly establish a value awareness of "token - player - club", and witness and support Mbappe's career.

B) Aggregate and inflation design

The fixed total amount of MBAPPE: 1,500,000,000

The club currently has no subsequent plans for additional share issuance. This design is a practical application of the anti-inflation logic of the fan economy. We believe that the value accumulation of sports ips relies on long-term trust rather than short-term hype, and a fixed total amount is like a limited edition medal in the digital age.

We need to avoid value dilution caused by unlimited additional share issuance and ensure the rights and interests of early participants and long-term holders are protected. On the other hand, the total amount of 1.5 billion not only meets the participation breadth of global fans (based on the current estimation of over 500 million Real Madrid fans and over 300 million Mbappe fans worldwide, each person can hold 3 to 5 pieces).

Through scarce but inexhaustible Settings, reserve flexible space for future rights upgrades, including limited digital collectibles bound to Mbappe's milestones, etc. The design without inflation essentially endows MBAPPE with the attribute of time appreciation. As Mbappe's career continues and Real Madrid's glory unfolds, the value of each token will be deeply bound to the growth of the IP.

3.2 Token Distribution Plan

Allocation direction	Proportion	Core purpose
Community incentive pool	40%	Fan activity rewards, World Cup task incentives, and subsidies for community contributors
Club operation fund	25%	Support Real Madrid's youth training, the upgrade of the Allianz Arena, and public welfare projects (such as the Mbappe Foundation Youth Football Program)
Mbappe Development Fund	15%	Unlock the rights bound to Mbappe's career milestones (such as 100 goals in the Champions League and the Golden Boot in the World Cup)
Special reserve for the World Cup	12%	Fan viewing benefits, official merchandise distribution, and theme activity funds during the 2026 World Cup
Liquidity pools and market makers	5%	The initial exchange has launched liquidity support to ensure market stability
Team and Consultant	3%	Long-term incentives for core developers, sports advisors, and legal advisors (4-year linear unlock)

04 Usage Scenario

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4.1 Regularized fan rights

A) Decision-making participation

One of the core concepts of $MBAPPE is to break the one-way communication between clubs and fans, making every token holder a "co-creator" of community culture. Through the official governance platform, fans can directly exercise their voting rights on the following core matters:

- The "aesthetic sovereignty" of the fan store: The limited edition designs of the official Real Madrid fan store for the next season, such as the color scheme of the home jersey and the theme of the commemorative badge, will be determined by the votes of the coin holders.

- The "opponent choice" in friendly matches: The opponents of Real Madrid's friendly matches during the season will be selected by the token holders through voting. In the winter transfer window of 2024, fans voted through $MBAPPE to facilitate a friendly match between Real Madrid and River Plate of Argentina. The number of spectators at the game increased by 40% compared to previous editions.

- The host city of the MBAPPE Global fan meeting (covers places with dense fan populations such as Madrid, Paris, Shanghai, and Dubai) is entirely determined by a weighted vote based on the $MBAPPE holding volume.

B) Exclusive content

- MBAPPE's training Diary: The behind-the-scenes materials of Mbappe's training officially authorized by Real Madrid will be released in the form of 1-2 short videos per week through the exclusive $MBAPPE platform. The content covers technical detail corrections during warm-up, the scientific process of ice bath recovery after the game, fun interactions with teammates in the locker room, and even includes the training playlist he privately recommended.

- First Team Tactics Class: The Real Madrid tactical Analysis team will launch a live stream exclusively for $MBAPPE, dissecting the offensive and defensive strategies of key matches, the logic of player movement, and even reviewing the changes to the team's offensive system after Mbappe's joining. Coin holders can ask questions through the bullet comments (such as "Why is Benzema better at playing on the side?"). What is the tactical significance of Mbappe dropping back to get the ball? Analysts will focus on answering high-frequency questions, enabling fans to upgrade from merely "watching the score" to "understanding the tactics".

- Classic Moments Restoration: Iconic matches in Real Madrid's history (such as the 2002 Champions League final, the first game of the 2018 Champions League treble, and the 2022 Copa del Rey final) will be reborn through 4K restoration technology and are only available for pre-order viewing by $MBAPPE holders. The restored version enhances the picture quality and comes with interview Easter eggs from the main creative team (coaches, players, and commentators). For instance, Zidane once recalled in the restored version of "Champions League Final" : "That game, I saw the future Mbappe."

C) Consumption privileges

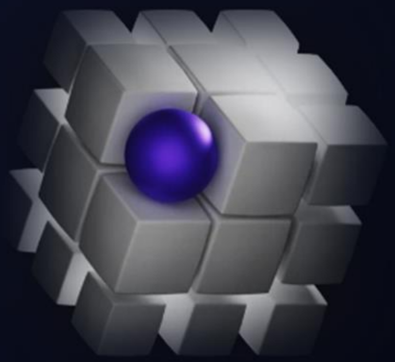
- The official mall's step-by-step discount: Real Madrid genuine products (jerseys, training uniforms, commemorative badges) enjoy inventory discount. Hold $MBAPPE to participate in the draw for Mbappe's signed training ball.

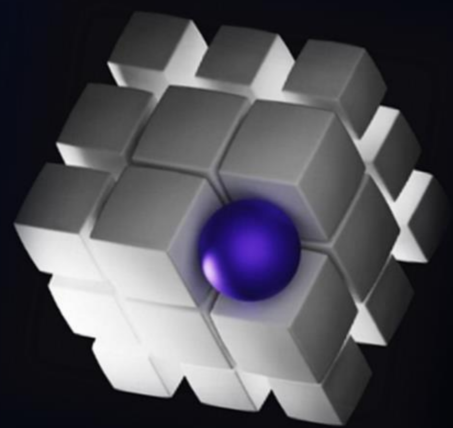
- VIP Privilege Package: VIP viewing seats at Allianz Arena (including exclusive dining, player tunnel visits, and interaction with the mascot during halftime) can be reserved in advance through $MBAPPE. Season pass holders who pay with $MBAPPE will receive an additional locker room visit ticket as a gift.

- Priority purchase channel for MBAPPE merchandise: The global launch of Mbappe's personal brand collaboration products (including training gloves, signed photo frames, and limited edition footballs). $MBAPPE holders can place orders 24 hours in advance through the exclusive link.

4.2 Special Rights for the 2026 World Cup

$MBAPPE is the "digital key" for fans to have a deep experience of Real Madrid in the 2026 World Cup. Through the rights exchange mechanism, token holders can break through geographical and identity restrictions and directly reach the core scenes of the event. At three global landmarks, namely Constitution Square in Mexico City, the periphery of the Staples Center in Los Angeles, and Times Square in New York, the official of Real Madrid will jointly create 12 "Hala Madrid × 2026 World Cup" themed viewing parties with local partners.





If Real Madrid advances to the knockout stage of the World Cup, the club will organize fans to accompany the team to match venues such as the Aztec Stadium in Mexico City and the AT&T Stadium in Dallas to cheer for them. Holders of $MBAPPE can burn 500 tokens to participate in the global lottery. For the key battles that Real Madrid may participate in (including the quarter-finals, semi-finals, and third-place play-off), $MBAPPE holders can purchase limited tickets in priority through the exclusive channel on the official platform (only 200 tickets per game are available). The ticket stubs are embedded in blockchain evidence and come with a set of commemorative stickers designed by Real Madrid for the 2026 World Cup.

48 hours before the match, the official platform will open a channel for predicting Mbappe's goal count in a single game (0-5 goals). MBAPPE holders can use tokens to place bets. Those who predict correctly can participate in the prize pool sharing (including MBAPPE, Mbappe's signed training photos, and online live streaming qualifications). If Mbappe scores more than three goals in a single game, all token holders who participate in the prediction will receive an additional NFT digital badge featuring the highlights of Mbappe's game. There are only 10,000 NFTS available, with a unique on-chain code that can be shared on social media.

05 Community Governance

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5.1 Global Partnership Network

The core advantage of $MBAPPE lies in its deep integration with the underlying resources of Real Madrid Club. Through technical interfaces and data intercommunication, we have achieved seamless transfer of online tokens and offline rights, allowing fans' digital participation to directly feed back into real experiences.

The official APP of Real Madrid has been integrated with the membership system. The official APP of Real Madrid has integrated the MBAPPE wallet function. Users can use tokens to complete operations such as exchanging membership points (for example, 100 MBAPPE=1000 membership points), signing up and paying for training matches, and booking food and beverages at the stadium without having to switch. More importantly, the membership level is linked to the $MBAPPE holding volume.

As the home ground of Real Madrid, the Allianz Arena has deployed over 2,000 smart terminals (such as self-service ticket vending machines, food vending machines, and seat navigation screens), all of which support MBAPPE payments. Fans can purchase souvenirs, reserve seats in the VIP lounge, and even participate in on-site interactive raffles by scanning the seat QR code with the currency inside the stadium.

What's more innovative is that the Wi-Fi login page of the stadium is embedded with the MBAPPE community entrance. Fans waiting to enter can check the prediction of the day's game at any time and participate in fan voting, ensuring that every minute of the game is connected to the digital community.

5.2 Community Operation System

A) Fan DAO

- Event planning rights: DAO members can submit community event proposals (such as the theme of an online viewing party or the form of an offline fan carnival), which will be executed after weighted voting by all token holders.

- Demand feedback channel: The DAO has set up special teams such as the "Product Experience Group" and the "Benefit Optimization Group", which regularly collect fans' suggestions on the functions and benefits of $MBAPPE and directly connect with the club's technical team and operation department.

B) Ambassador Program

Ambassador candidates must meet the dual standards of "deep fan base + local influence" (such as being a local fan leader in Spain, a KOL in the Southeast Asian football community, or the head of a North American student fan club), and be appointed after passing the DAO voting and club review. After taking up the position, the official provides a $MBAPPE allowance, activity resource support and blockchain training to help them start working quickly.

5.3 Governance Mechanism

A) Proposal threshold

Users with a holding of 1,000 or more $MBAPPE can submit community proposals. This threshold is not to "exclude small users", but rather based on the screening of "effective proposals", ensuring the basic investment of proposers in the ecosystem and avoiding inefficient discussions where each person proposes one proposal.

B) Weighted voting

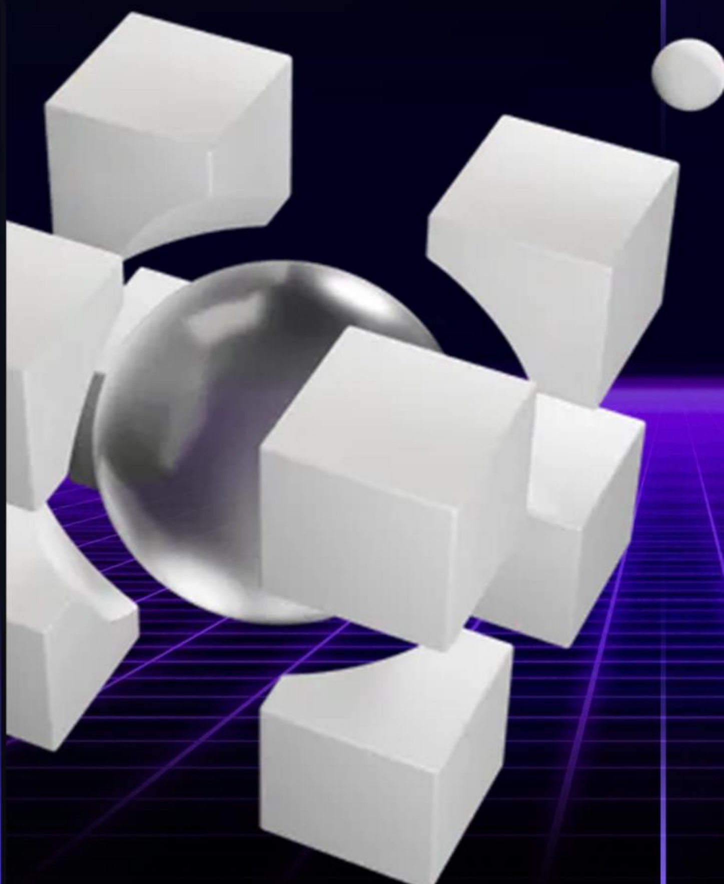
Let "long-term holding" become the decision-making weight. The voting adopts a weighted mechanism based on the amount of coins held. Each $MBAPPE corresponds to one vote. However, users holding more than 10,000 coins will receive an additional 10% voting weight (with a maximum of no more than 5% of the total votes).

The arbitration committee consists of five members, including two community-elected token representatives (with a term of one year), two external legal experts (specializing in blockchain and sports law), and one representative from the club's compliance department.

① The rights and interests were not fulfilled (such as the promised Mbappe signed souvenirs not being delivered on time);

② Differences in understanding the rules (such as "Whether the draw for the World Cup cheering team is fair");

③ Disputes over the use of functions (such as disputes arising from changes in the token staking interest generation rules).



06 Advisory Team

Jeremy Richardson

Jeremy holds a Master's degree in Computer Science from Columbia University and is a senior expert with over 8 years of experience in big data analysis and machine learning. He once worked at Salesforce as a senior data scientist, leading key projects such as customer behavior prediction, the development of intelligent recommendation systems, and the construction of large-scale data visualization platforms, which brought improvements to system efficiency and business conversion rates. After joining the project, I focused on promoting the intelligent upgrade of the platform, developing a real-time risk management system and user behavior analysis models, and optimizing the platform's liquidity management mechanism.

Patrick O'Donnell

Patrick holds a degree in computer engineering from the University of Pennsylvania. As a software engineer with over 10 years of experience, he has profound expertise in microservice architecture and containerization technology. He once served as a senior engineer at Docker, focusing on building high-performance containerized solutions for enterprises. During his tenure, he led several key projects, including optimizing container orchestration tools and developing security-enhanced container technologies. These achievements have been widely applied in enterprise-level cloud computing environments. After joining the project, Patrick was responsible for building the distributed microservice architecture of the platform, which enhanced the scalability and stability of the system. At the same time, it is committed to introducing container-based deployment pipelines, which has accelerated the efficiency of product iteration.

Nathan Matthews

Nathan holds a Ph.D. in cybersecurity from the Massachusetts Institute of Technology and has been deeply involved in the cybersecurity industry for 15 years, accumulating rich practical experience. He once served as a senior security engineer at Palo Alto Networks, focusing on the development and optimization of firewall technology and intrusion detection systems. During this period, he led a number of cutting-edge projects, including the construction of an intelligent threat defense framework and the improvement of intrusion detection algorithms. These technologies are widely applied in enterprise-level security solutions. After joining the project, Nathan focused on building the overall security system of the platform, covering a full-chain defense mechanism from transaction security to data privacy protection. He introduced AI-driven threat identification technology and dynamic vulnerability repair systems, effectively enhancing the platform's ability to resist complex network attacks.

Frank Douglas

Frank holds a Ph.D. in artificial Intelligence from the University of Chicago and is a senior researcher specializing in natural language processing (NLP) and machine vision. He once served as a deep learning research scientist at Nvidia, leading multiple high-impact AI projects, including developing optimized neural network architectures and promoting the application of machine vision technology in autonomous driving and medical imaging. His work has significantly enhanced the performance and practicality of deep learning models and has been widely recognized by the industry. After joining the project, Frank focused on the innovative application of artificial intelligence technology in the trading platform, building an intelligent user recommendation system and real-time market analysis tools. He introduced deep learning algorithms for risk prediction and trading trend analysis, providing the platform with more accurate data insights and efficient decision support. Frank's cutting-edge technology background and rich project experience have established the project's leading position in the field of AI-driven trading optimization.

07 Disclaimer

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This disclaimer (hereinafter referred to as the "Disclaimer") is jointly issued by Real Madrid Club (hereinafter referred to as the "Club") and its authorized MBAPPE project operator (collectively referred to as the "Project Party"), aiming to clarify the usage rules, potential risks and the rights and obligations of all relevant parties of the MBAPPE token (hereinafter referred to as the "Token").

All token holders, potential users and community participants are requested to carefully read and fully understand the content of this statement. Your use of the token is deemed as your acceptance of this statement.

A) Application of law and jurisdiction

- This statement is subject to the laws of the Kingdom of Spain and the relevant laws and regulations of the project operation location (including but not limited to the European Union, the United States, and the major jurisdictions in Asia).
- The project party reserves the right to handle legal disputes arising from the use of tokens, community participation or the realization of rights and interests in accordance with this statement and relevant contract terms. If litigation is involved, both parties agree that it shall be under the jurisdiction of the court or arbitration institution with jurisdiction in the location of the project party (such as the Singapore International Arbitration Centre).

B) Project Nature and Risk Warning

- Non-financial investment product: The $MBAPPE token is essentially a fan interaction tool officially issued by Real Madrid Club, aiming to build a fan community and empower rights participation. It does not constitute any form of securities, futures, financial products or investment targets. The project party does not guarantee the appreciation of the token, dividends or principal protection. The value of the token may fluctuate due to factors such as market supply and demand, community activity, and club performance. Holders shall bear all price risks on their own.

- Regulatory uncertainty: Global regulatory policies on sports fan tokens and blockchain tokens are still evolving. The project party will make every effort to comply with current regulations, but cannot guarantee that future regulatory changes will not affect the use, trading or community operation of the token (including but not limited to restricting cross-border circulation, requiring additional compliance reviews, etc.).

- Technical risks: Tokens are developed based on blockchain technology and may face issues such as smart contract vulnerabilities, cyber attacks, and wallet security. Despite the project party's implementation of multiple security measures (such as smart contract auditing and zero-knowledge proof privacy protection), it is still impossible to completely eliminate technical risks. The project party shall not be held liable for any asset losses or abnormal rights and interests resulting therefrom.

C) Restrictions on the rights and responsibilities of the project party
The project party reserves the right to unilaterally modify the token rules (such as rights content, distribution mechanism, and destruction rules), community governance terms or technical parameters based on the community development needs, club strategy or regulatory requirements. Relevant adjustments will be announced through official channels and take effect.

The project may suspend or terminate part or all of its rights and interests in the event of the following circumstances:

- Major operational changes of the club (such as equity restructuring, management changes);
- The event is cancelled or postponed (such as when the World Cup schedule is adjusted due to force majeure);
- Regulatory authorities require restrictions on the distribution of relevant rights and interests.
- Serious violations have occurred in the community (such as large-scale fraud and malicious attacks);
- Losses caused by fluctuations in the token market price;
- Asset losses caused by users' misoperations (such as loss of private keys or incorrect transfers);
- The inability to realize rights and interests due to malfunctions of third-party services (such as exchanges and wallet platforms);
- Unexpected incidents caused by activities spontaneously organized by community users (such as offline gatherings).