



Global Decentralized Exhibition Platform

Project Introduction

V1.0 (2018)



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Preface

Throughout the history of the exhibition industry, the establishment and change of the participation system of the exhibition industry is accelerating. In the current era, building a trusted distributed global blockchain decentralized exhibition platform is the future development trend of the industry. The upgrading of AI big data, intelligent service system and blockchain finance will better realize the new mode of global online exhibition service in the future.

We believe that with the rapid development of the blockchain industry, encrypted digital currency based on fairness, trustworthiness and security will surely become the mainstream of global business development. Based on the background of such global blockchain application, MEESE has created the world's leading decentralized platform for the exhibition blockchain. Through the accumulation of a large number of industry cases, and by means of constantly adjusting its posture, MEESE has provided the blockchain decentralized exhibition services in more than 200 regions of 40 countries around the world, dedicated to building blockchain solutions within the industry's ecological environment.

The vision of MESSE is to apply blockchain technology to constructing a trusted distributed exhibition environment that can both self-circulate and expand outward

1. Project Introduction

MESSE is the world's leading decentralized platform for exhibition blockchain. Through nine years of accumulating a large number of industry application cases in various industries, MESSE is committed to building blockchain solutions within the industry's ecological environment.

The vision of MESSE is to apply blockchain technology to constructing a trustworthy distributed exhibition environment that can both self-circulate and expand outward.

1.1 MESSE Project Summary

With the development of information technology and the Internet to this day, the application of various systems makes collaboration more convenient and efficient. Due to the existing trust issues, most of such efficient collaborations take place within an enterprise or an organization. When it comes to different components of the upstream and downstream of the exhibition industry, such collaborative docking involves data security, trade secrets, cooperative trust and other aspects. On the other hand, the matching and supporting services will become obstacles, in aspects of cost and efficiency, to the rapid development resulting from the same concerns.

MESSE is a global decentralized eco-platform for exhibitions and is dedicated to the cryptocurrency sector, creating simple and powerful on-line services for convention industry practitioners. Based on blockchain technology, MESSE has established a new, trustworthy, shared, decentralized exhibition and business collaboration model, which ensures the more convenient and smooth operation of data security for all participants in the exhibition industry. Furthermore, MESSE provides the information flow in a more timely and accurate fashion, which enables the concurrent operation of value transmission accompanying the implementation of the activities in the ecological environment. In addition to improving the capital utilization rate of the entire exhibition industry supply chain, it can also strengthen the environmentally sustainable development of the industry, thereby achieving more business development and value enhancement.

1.2 MESSE Project Connotation

“MESSE” refers to the industry of exhibitions. MESSE hopes to subvert the previous centralized exhibitions, from offline to online, and use MESSE coins as universal virtual currency for global exhibitions, conferences, events, etc., with a view to injecting new vitality

for growth of exhibition industry into creating a more convenient, effective and trustworthy global exhibition eco-chain.

1.3 Success of MESSE

Since the launch of the MESSE project, it has successfully attracted wide attention from: Reed Exhibitions, NürnbergMesse, Messe Frankfurt, Hannover Messe, Nippon Dentsu, Cologne, Freeman, Fengyuzhu, Huakai Creative, Shanghai Fine Arts, Shuimu Tsinghua, Demaggi International and other world-renowned convention organizers and exhibition service companies. Agreements have been reached between MESSE blockchain and more than 20 investment institutions like Japan Softbank Group, Tiger Fund, US KBCP, Blackstone Group, Qianfang Fund, Preangel Capital, KTB Investment Group, FBG Fund, DFUND Fund, Distributed Capital, Creation Capital, LINKVC Connected Capital, INB Capital, Millennium Capital, Block VC, and TURNING CAPITAL.



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2. Market Background

Blockchain technology contributes to the transformation and rapid development of the global exhibition industry

In fact, with the development and application of blockchain, the convention and exhibition industry has gradually recognized the important role of decentralization. It is an inevitable trend to realize AI intelligent and convenient transactions for the purpose of promoting the integration of online and offline exhibitions and decentralized platforms by means of big data analysis. In the past few years, the proportion of intelligent and digital transactions in the trading chain of the exhibition industry has increased from 3% in 2012 to 10% in 2017 and is expected to rise to 80% in 2023.

Global exhibition blockchain digital currency presents positive development trend

Blockchain technology creates a more valuable commercial distribution network that supports the flow of multiple digital assets, including cryptocurrencies. From the perspective of development, the currency is constantly changing its form. As to the virtualization and digitization of currency, the nation is showing growing affirmation. There is increasingly positive trend of the digitization of money and finance. The core value of the global exhibition blockchain digital currency, MESSE currency, is to realize a non-temperable, safe and reliable transaction model, ensuring that each participant using the exhibition blockchain decentralized platform constitutes a trusted multilateral relationship chain to bring about efficient communication and return of digital value.

3. Market Sore Spot

3.1 Highly Centralized Exhibition Industry

3.1.1 Lack of Information Transparency Among Parties

At this stage of the exhibition industry, the information obtained by various practitioners is very limited. Due to the inequality of information and the lack of standardization mode, it is difficult for the participants in the exhibition industry eco-chain to make accurate judgments. Secondly, teamwork among different participants entails more diverse information in the exhibition industry. Under the circumstances of opaque information transmission, the interests of all parties are unevenly distributed. It is difficult for the exhibition industry to achieve transformation and upgrading.

3.1.2 information asymmetry resulting in fund mismatch

In the context of a highly centralized exhibition industry, it is generally believed that the information held by different participants in the eco-chain of the exhibition industry is incomplete and can easily lead to asymmetric risks of information. Such multi-party information asymmetry will cause distrust of both parties, resulting in mismatching of funds in the exhibition industry and increasing transaction costs, resulting in insufficient or low capital utilization.

3.1.3 fixed space between the upstream and downstream value of the supply chain

In the traditional exhibition industry, the industry boundaries are relatively fixed, and the value space of the exhibition industry is in relatively fixed condition as well. In such conditions, the relationship between the upstream and downstream of the industry is often opposite. Because the total amount is constant, the value can only be transferred between the upstream and downstream of the industry. The inevitable result is not a win-win solution and the distribution of upstream and downstream wealth is moving towards a polarized direction. The different parts of the exhibition industry in the upstream and downstream would become competitors instead, hoping to occupy a larger share of the industry's wealth.

3.1.4 short-lived exhibitions leading to high cost and huge waste

In the traditional offline exhibition mode, each stage is subject to tense timeline, and the exhibition has not been able to achieve the desired effect. Such a fast-paced exhibition mode has caused huge amounts of waste and has become a critical factor hindering the green

sustainable development of the industry.

3.2 Lack of Development Plan of Digital-currency-lead Global Exhibitions

So far, there is no one organization in the world that focuses on the integration of blockchain decentralization technology and exhibition industry, enabling management and investment through digital currency. With the rapid growth of blockchain and digital cryptocurrency, we believe that the market will embrace opportunities of more than one trillion US dollars in the blockchain sector of the exhibition industry.

3.3 Lack of Synergy Between Blockchain and Internet of Things

After solving the previous issues of the traditional Internet of Things, the new Internet of Things has successfully obtained four major features: strong connectivity, wide coverage, low power consumption, and low cost. However, there are still three main problems in the development of the Internet of Things: the fragmentation of communication protocol standards, the high cost of construction and maintenance, and the inability to ensure security and privacy. These problems can be solved theoretically through blockchain technology; But in fact, the synergy between the two is far from satisfaction.

From the perspective of blockchain application, although the blockchain can guarantee the real limitation and privacy of data on the blockchain network, it is necessary to rely on the Internet of Things technology to ensure the real and effective performance of the data source input. In the future, the two will work together and integrate with each other, which will have an immeasurable economic bene.

4. MESSE introduction

The decoupling technology of blockchain can break the existing information asymmetry situation in the exhibition industry, establish a new, trustworthy and shared exhibition coordination mode, with the aim of realizing timely and accurate information flow support, and enhancing the value transmission in the industry.

Through the application of blockchain technology, the MESSE platform will create a credible distributed exhibition eco-environment that can realize self-circulation and expand outwards with decentralized and symmetric information. It can help realize the transformation of value from transfer to transition and promote the sustainable self-development of global exhibition eco-environment. MESSE follows the development trend of the future exhibition industry and subverts the traditional centralized state of the exhibition. Each platform participant can use MESSE coins to gain access to the whole ecological chain of conferences, exhibitions and activities in 200+ cities in 40 countries.



4.1 Vision of MESSE

The vision of MESSE is to apply blockchain technology to constructing a trusted distributed exhibition environment that can both self-circulate and expand outward.

4.2 MESSE platform

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The MESSE platform is a blockchain decentralized platform open to the participants of the eco-chain of the exhibition industry. The upstream and downstream terminals of the supply chain provide diversified global exhibition services. Based on the decentralized service of blockchain, MESSE will build a new era featuring open, transparent, intelligent and diversified exhibitions, committed to creating a distributed exhibition ecosystem able to self-improve and develop.

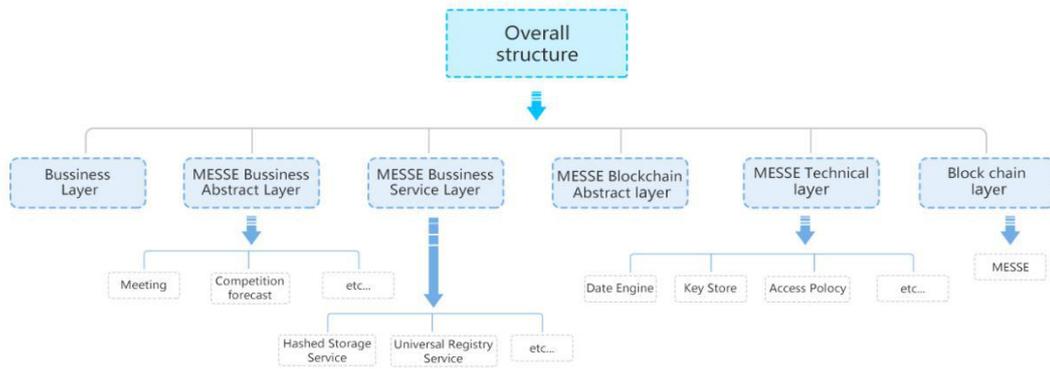
4.3 MESSE and Internet of Things

MESSE has developed IoT technology for targeted blockchain applications, including the following:

- Development of encryption chip label technology
- IoT sensor identification and data security
- Asymmetric key and algorithm

MESSE is upgraded on the chip layer of traditional IoT devices, adding identity IDs and asymmetric keys and algorithms.

- **Identity ID:** Each IoT device requires a unique identity in the network and this identity code can be recognized by other participants in the network. We encode the identity codes for a variety of different devices or objects to ensure they are unique and identifiable.
- **Asymmetric key and algorithm:** Asymmetric key algorithm is the cornerstone of the Internet and an important feature of the blockchain. It can realize device authentication and authorization on the basis of device identification. Through the public-private key algorithm, we can verify whether the device can access the network, whether the digital information source is reliable, and whether smart contract operations can be performed. In order to ensure the security and reliability of the asymmetric key and algorithm, we store the private key of the asymmetric key in the security zone of the device and make sure it cannot be read. The asymmetric encryption algorithm runs in the safe mode of the processor, ensuring that the algorithm is security during execution.



Technology Structure of MESSE

5. MESSE Platform

5.1 Participants in A Distributed Exhibition Environment

In the ecological environment envisioned by MESSE, the platform mainly has the following types of participants.

5.1.1 Enterprises or Individuals

Refers to various enterprises or individuals that provide products and services to end users on the MESSE platform;

5.1.2 Application Services Providers

Refers to the terminal that provides various application development and services for enterprises and users based on the MESSE blockchain. It can provide users with various distributed exhibition applications and services in direct fashion or provide technical products and related services for various enterprises. As a supply chain terminal, it helps organizations provide products and services to end users;

5.1.3 MESSE Network Node Providers

It refers to institutions and organizations directly involved in the MESSE blockchain network who keep and maintain a certain number of nodes to ensure the overall network security of MESSE. The participants maintain specific functional nodes to provide relevant exhibition eco-chain services;

5.1.4 MESSE Foundation

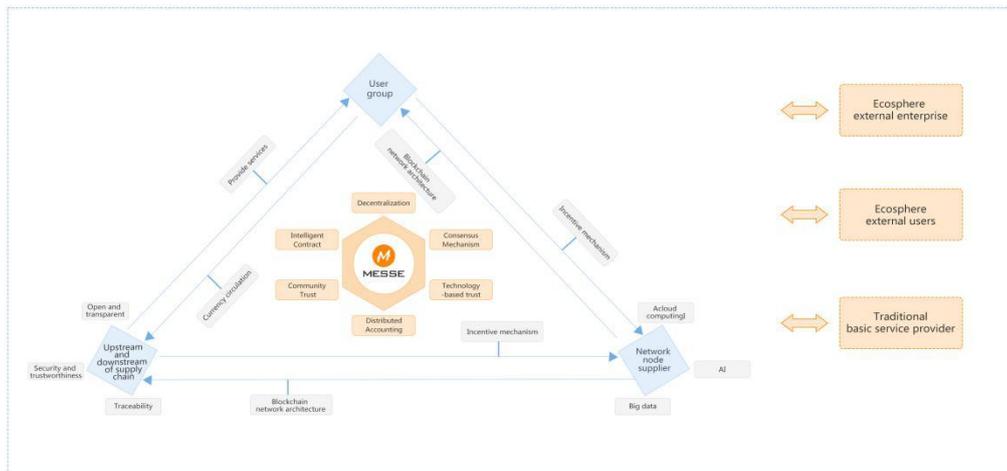
It is responsible for the basic technical services such as MESSE blockchain network construction, technology research and development, upgrade and maintenance; at the same time, it is also responsible for business development at the initial stage, providing and supporting more exhibition industry participants to provide necessary blockchain services according to the stage requirements of ecological development, such as private key management, etc.

5.1.5 End Users

This refers to those who enjoy all applications and services on the MESSE blockchain decentralized exhibition platform.

These participants built the MESSE distributed exhibition ecosystem, which can form an

effective closed loop, and, on the other hand, dock and assimilate the ecological outer-environment to further self-growth.



5.2 MESSE Application Scenario

If the entire distributed exhibition ecology is compared to a whole life, the blockchain infrastructure is the skeleton, and the application services of the various parties that grow on it are muscles and organs. Such beings must require the circulation of blood. Blood, in this case, is the token of MESSE (MESSE coin), which carries the value transfer function of various activities on the entire exhibition block network machine. The MESSE coin will be available for sale in a variety of ways later.

As the value carrier of the entire exhibition ecology, MESSE coins flow through the exhibition contracts that describe and implement synergies among parties, forming a closed loop with a special open interface. On one hand, they accelerate the value flow in the exhibition ecology. On the other hand, as a medium, it will openly communicate with the exhibition and ecology, and further expand the ecological scope.

- This cycle begins with each blockchain decentralized exhibition platform participants paying MESSE coins on the platform to meet their needs and services. The MESSE platform will allocate some MESSE coins to the Foundation for platform development and commercial application promotion, support for services in the blockchain, etc.;
- In addition to the operation of the platform, a portion of the collected MESSE coins will be paid as a reward to the network node supplier;

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- The application service provider further develops and processes the demand on the platform according to the needs of the end users and other participants. They provide applications and services and collect a portion of MESSE coins as revenue.
 - End users can pay MESSE coins for products and services from participating parties in the industry environment.
 - Of course, such an ecological environment must go through different development stages and continue to maintain an open state. Better integration with the traditional exhibition mode allows further transformation of the traditional exhibition industry participants, thereby expanding the distributed exhibition ecosystem.

Amid this development process, there is a need for a variety of emerging technology service companies to serve as a bridge of communication and value conversion between and from the traditional exhibition mode to the MESSE distributed exhibition ecology. MESSE will certainly do its best to develop various practical needs. On the other hand, MESSE will encourage more excellent teams, increase understanding and concentration of the exhibition industry and financial industry, and continuously explore the application and services of MESSE platform.

6. Advantages

6.1 Platform Advantages

6.1.1 Advanced Financial Technology

- It is precisely because we recognize the potentially diversified opportunities in the decentralization of the exhibition blockchain that we have been able to combine the advanced financial technology with technologies of artificial intelligence, blockchain, big data, to develop the MESSE platform.

6.1.2 Scattered Expert Community

- On MESSE, the proven supply chain forecasting model and application of the exhibition industry are provided by its own team. Furthermore, reviewed inventions can be published and traded by their researchers as well. We will offer corresponding rewards to the inventors.
- At the same time, MESSE encourages industry participants in the community to conduct valuable evaluation and sharing of participating terminals in the upstream and downstream of the exhibition industry.

6.1.3 An Open Platform

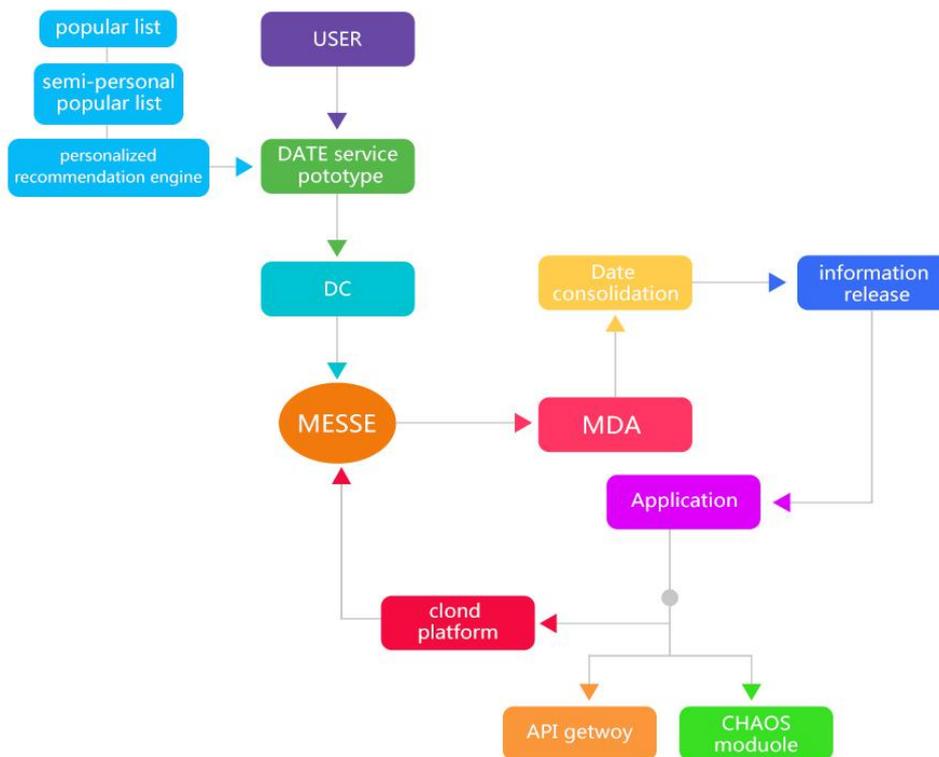
- MESSE will develop a comprehensive blockchain decentralized distributed exhibition platform that will include relevant standards and incentives in terms of information exchanges of upstream and downstream terminals.

6.1.4 Based on Blockchain Technology

- MESSE is a decentralized exhibition supply chain application scenario. Users can use their expertise in various terminal nodes of the exhibition area to participate in the ecological chain construction and apply it to the community. Their innovations will be shared and maintained across the blockchain, enabling them to benefit from the decentralized MESSE supply chain.
- The blockchain will ensure the privacy and information security of the participants and investors, realize the open information flow in the supply chain of the exhibition industry. Decentralization will eliminate the boundary effects of each terminal and maintain fairness and justice.

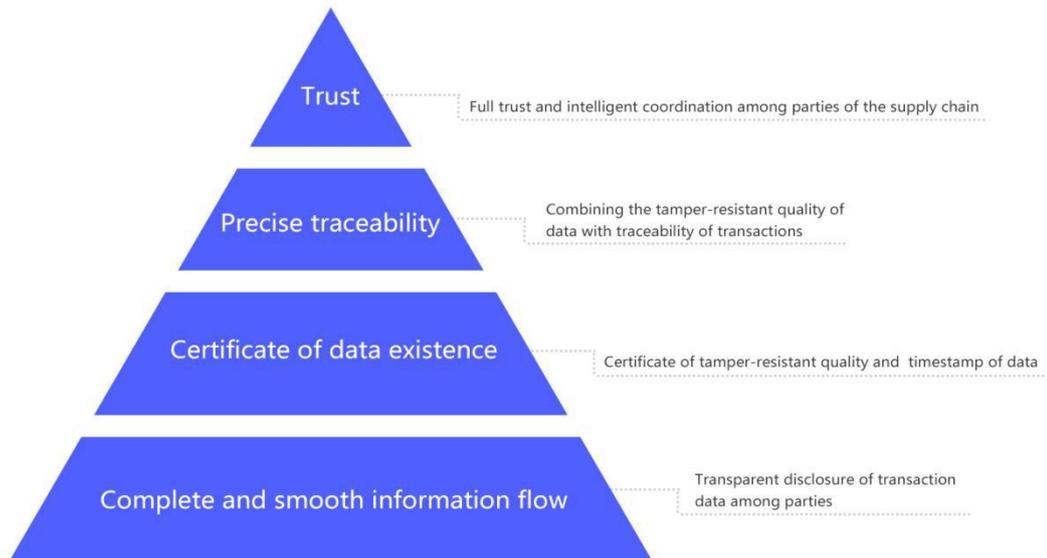
6.1.5 Based on Ethereum Development

- The Messe source code base is derived from Ethereum, but during the process of development and application, a number of modifications and improvements have been made to facilitate commercial applications, including Dynamic Block Generation Protocol (DBGP) and Dynamic Block Security Protocol (DMBSP) and Data Group Embedding Protocol (DGIP) and so on.
- Moreover, Messe provides an abstraction service for smart contracts, and atomized, standardized, and modular smart contract libraries (VSCL). The blockchain common data interface protocol has been improved for commercial applications.

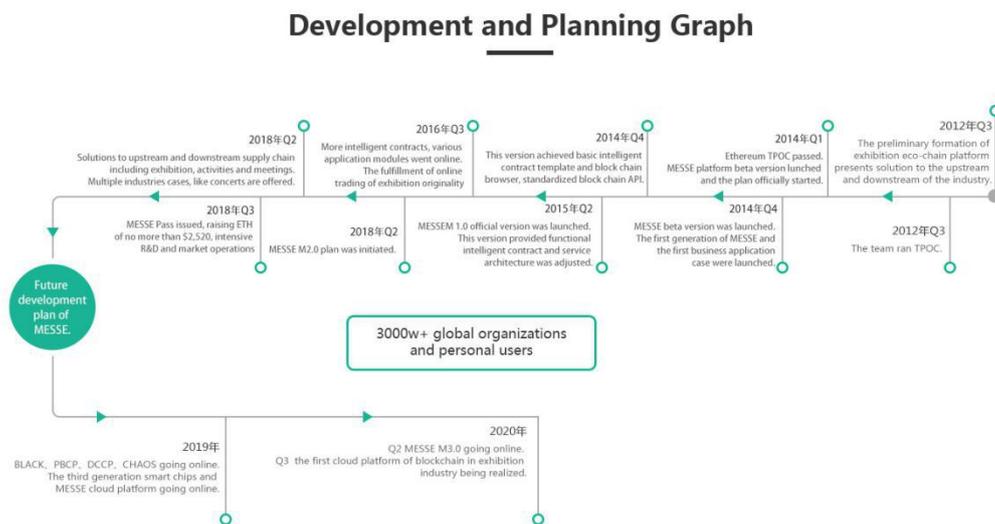


6.2 Advantages of Distributed Business Model

- Relatively transparent information
- Minimize trust friction between different participants
- Different participants contribute strong points and self-worth to the exhibition ecological environment, thus obtaining relatively fair compensation.
- Realize the high-speed circulation of value and continue to expand the MESSE business closed loop in the future.



7. Development and Planning Graph



Messe has undergone three major upgrades from the design of prototypes in July 2012 to the launch of Messe Plan in June 2018.

- **2012 Q3**

The preliminary formation of exhibition eco-chain platform presents solution to the upstream and downstream of the industry.

The team ran TPOC.

- **2014 Q1**

Ethereum TPOC passed.

MESSE platform beta version lunched and the plan officially started.

- **2014 Q4**

MESSE beta version was launched.

The first generation of MESSE and the first business application case were launched.

This version achieved basic intelligent contract template and block chain browser, standardized block chain API.

- **2015 Q2**

MESSEM 1.0 official version was launched.

This version provided functional intelligent contract and service architecture was adjusted.

- **2016 Q3**

More intelligent contracts, various application modules went online.

The fulfillment of online trading of exhibition originality

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- **2018 Q2**

MESSE M2.0 plan was initiated.

Solutions to upstream and downstream supply chain including exhibition, activities and meetings. Multiple industries cases, like concerts are offered.

- **2018 Q3**

MESSE Pass issued, raising ETH of no more than \$2,520, intensive R&D and market operations

Future development plan of MESSE.

- **2019**

BLACK、PBCP、DCCP、CHAOS going online.

The third generation smart chips and MESSE cloud platform going online.

- **2020**

Q2 MESSE M3.0 going online. Users of MESSE can do program trading in some bourse.

Q3 the first cloud platform of blockchain in exhibition industry being realized.

8. MESSE Token

MESSE token is MESSE coin; Initial contract of MESSE is going to issue 28,000,000,000 MESSE coins, in total 28 billion.

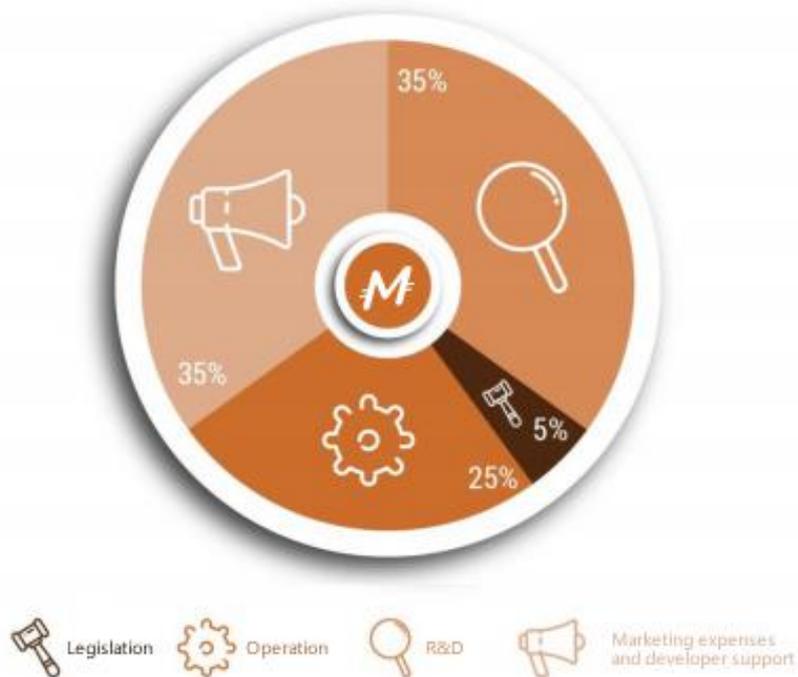
Instruction: Every coin is the value that we think, in the future, MESSE platform and developers generate. (1 ETH=65,000Messe)

8.1 MESSE Token Distribution

| proportion | Distribution plan | Detail |
|------------|---|--|
| 15% | MESSE Crowd-funding | The income of MESSE Crowd-funding will contribute to the operation of the foundation, including development, marketing, finance and legal advice, etc. |
| 15% | MESSE Team | The MESSE team made human, resource, material and technical contributions during the development of the MESSE block chain platform, therefore issuing MESSE coins in return. |
| 15% | MESSE participants | Participants refer to participants in the distributed exhibition ecosystem built by MESSE; these participants will focus on the use of MESSE coins in their participating business activities in the future. |
| 25% | Continuing Operations And Technological Development | Maintaining continuing operations and development done by MESSE team |
| 15% | Commercial Promotion | Strategic deployment, project support and token replacement in the exhibition industry in order to be used for industrial applications of MESSE technology to truly achieve commercial implementation. |
| 15% | R&D | Blockchain technology used by technical teams to develop MESSE (main chain technology, payment and liquidation of MESSE application scenarios, blockchain application of distributed supply chain management, etc.) and academic research related to MESSE |

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8.2 The Allocation of Fundraised Token



The Allocation of Fundraised Token

- 5% Legislation
- 25% Operation
- 35% Marketing expenses and developer support
- 35% R&D

9. Team Management & Structure

The core team of MESSE was formed in late 2012, members of which are industry experts from different countries with many years of working experience on blockchain, cryptography, exhibition and digital currency industries. The combination of the MESSE team emphasizes balance, business, technology, operation, and supports multi-directional unity, and the team works together to further develop the distributed exhibition eco platform of MESSE.

9.1 Core team

| | |
|---|---|
|  <p>Zhenhua Liu CEO</p> | <p>Zhenhua earned EMBA from Shanghai Jiaotong University School of Advanced Finance, more than 15 years of experience in project development and management of financial services industry, specializing in resource integration of various financial institutions and listed companies. He has solid knowledge on operation mode of different market, and has unique insights on medium and long term development plan of enterprises. He started MESSE project on 2012, dedicating to the promotion of blockchain technologies as a vanguard in the application of blockchain in exhibition industries.</p> |
|  <p>Lucky Wang Team Science Consultant</p> | <p>Lucky was an investor of Qiqile portal website of mobile phone game. He earned his PhD from ASU with master's degrees of many top business schools. He is an investor of many network companies. Focusing on exhibition market for 14 years, he has pragmatic solutions for the brand building and operation of media projects with rich experience in building, maintaining, developing and propagating of brands, committed to guidance of blockchain operation for MESSE.</p> |
|  <p>Micheal Chen Operating Consultant</p> | <p>Micheal earned EMBA from Shanghai University of Finance and Economics and Shanghai Jiaotong University. He was former vice president of Chinese branch of American GE company, boasting of 13 years management experience in enterprise running and solid knowledge on operation mode of different market, having unique insights on medium and long term development plan of enterprises.</p> |

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Daria
Global Marketing Director

Daria graduated from Shanghai University of International Business and Economics , who has rich channel in sale , project management and Customer negotiation . Daria is a specialist in marketing strategy of blockchain with rich working experience in the industry of blockchain and internet, in charge of the building of channel in exhibition industry of MESSE, providing business situations and partners for MESSE.



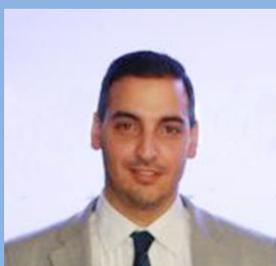
Saya
Operations Manager

Saya is a master of finance from Shanghai University of International Business and Economics with a good entrepreneurial spirit and responsibility. Responsible for the company's online and offline marketing campaign planning, organizational execution and performance evaluation, as well as daily operational guidance and other work of the operations department.



EWA Wawryniuk
Director of Risk Control

Ewa was graduated from UCL and majored in financial engineering. She has more than 7 years experience in the management of credit exposure and asset investment. She used to work for city bank and bank of communications international trust co.. She is responsible for digital asset analysis, management and risk control in MESSE.



Richard Kieber
Technical Director

Richard used to be IT senior executive in TCL with 12 years experience in embedded system development and management.. He joined MESSE to take charge of the development and research on technology. He gives suggestions on the R&D on the infrastructure of blockchain.

9.2 Management Mode

The corporate governance structure is derived from the corporate system by using constrain corporate strategy, risk management, operational principles, human resources, and legal compliance.

Although the block chain technology is based on decentralization and establishes an efficient and synergistic community platform, the experience of the corporate governance structure is still worthy of frugality to improve the synergy efficiency of the MESSE block chain community and also regulate the community's operational activities; MESSE has always wanted to structure a “non-traditional” community. In addition to individual participants, there are other non-scale exhibition participants, and a reasonable corporate governance structure can resonate with corporate participation.

Of course, all of these above cannot be applied mechanically, we need to find a dynamic balance between community culture and traditional culture exhibition management. MESSE hopes to continuously optimize and adjust the block chain industry experience and the traditional industry development model of the exhibition in the past few years.

9.2.1 Establishment of the MESSE Foundation

The MESSE Foundation is a non-profit legal entity that was approved to be established and was located at the Virgin Islands. The MESSE Foundation will serve as an advocacy entity for the MESSE block chain and dedicate to the development and construction of MESSE transparency and advocacy and promote the safe and harmonious development of open-source Eco-communities.

9.2.2 Principles of MESSE Foundation's operation

The designed objectives of the MESSE Foundation's operational structure are mainly to consider the sustainability of the MESSE block chain opening platform, the effectiveness of strategy formulation, effectiveness of management, risk management and efficient operation of the platform. The MESSE Foundation develops the following principles in terms of structural operations:

- **Relative decentralized governance and organizational integration of distributed architecture**

The block chain has always advocated the autonomous community system that centered on “decentralization” or “distribution”, but MESSE believes that the complete decentralization may bring absolute fairness but may also cause losing value. Therefore, MESSE Foundation people will implement the core idea of relative decentralized governance on the management structure, including the highest decision-making power of the Strategy Decision Committee to improve the efficiency of the operation of entire community.

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- **Functional committee coexists with smart unit**

During the daily affairs, the MESSE Foundation will have resident functional units, such as the department of marketing and development, finance and human resources departments, in order to facilitate the handling affairs.

At the same time, MESSE will set up a special functional committee to make decisions on important functional affairs in the foundation. Unlike the functional units, the functional committees exist in a virtual architecture, and the committee are globalized formed and do not need to work full-time in office. It is necessary to meet the qualification requirements of the experts of each committee and promise to be able to attend and state opinions when the committee needs to conduct the proceedings. The functional committee also sets up a regular meeting system to ensure the effective advancement of major decisions.

- **Risk-oriented governance principles**

Risk management will be the most important element in the process of determining the strategic development and decision-making of the MESSE block chain and foundation.

As a computer technology with great revolutionary significance, the development of block chain is still in its infancy, so it is especially important to grasp its development trend. The risk management principle ensures that when the foundation makes important decisions, it fully considers the risk factors, risk issues, and the possibility and impact of its occurrence, and also formulates strategies of corresponding response through decision-making.

As a result, the development and iteration of the MESSE block chain and the development of the MESSE Foundation are on a correct and stable path.

- **Transparency and supervision**

Referring to the traditional concept of governance, the MESSE Foundation initially conceives a special supervisory channel, and welcomes community members and all other parties to join in management, join in supervision of operations, and be able to report “discovered matters” quickly and confidentially. MESSE will provide a window of message collection and privacy protection for the reporter.

At the same time, MESSE will take the form of regular reports and irregular press releases, timely release the operation status of the foundation and the progress of MESSE development, and openly accept the supervision of the participants.

9.2.3 Organizational Structure of MESSE Foundation

MESSE learns from the experience of the corporate governance structure to design strategic decision-making committees, the Secretary, the Technical Review Committee, the Remuneration and Nominating Committee, the Public Relations Committee, and the

The organizational structure of the MESSE Foundation includes (as shown below):



9.2.4 Legal compliance affairs and other matters

The MESSE Foundation will hire a well-known domestic law firm as a legal adviser for the MESSE project and provides comprehensive legal services for MESSE projects in digital asset transaction structure, operational compliance, legal risk control system design, and overseas legal information.

10. Risk Warnings and Disclaimer

10.1 Risk Disclosure and Recognition

10.1.1 Systemic risk

Systemic risk refers to the possible change in income due to the common factors of the global domain, which affects the returns of all securities in the same way. For example, policy risk ---- the current regulation policy for block chain projects and IPO financing is still unclear, there is a certain possibility of causing participants' loss due to policy reasons; In the market of risk, if the overall value of the digital asset market is overvalued, the investment risk will increase, and participants may expect the growth of IPO projects to be very high, but these high expectations may not be realized.

At the same time, systemic risks also include a series of irresistible factors, including but not limited to natural disasters, large-scale failure of networks on a global scale, and political turmoil etc.

10.1.2 Inter-team risk

The current block chain technology field has many teams and projects, and the competition is fierce. There is strong pressure among market competition and project operation. Whether the MESSE project can break through in many excellent projects is widely recognized, and it is not only related to its own team capabilities, planning of vision, but also to many competitors and even oligarchs in the market, and there is the possibility of vicious competition.

10.1.3 Project coordination, marketing risk

The MESSE founding team will spare no effort to achieve the proposed development goals and extend the project's room for growth. At present, MESSE has a relatively mature business model analysis. However, the overall development trend of the industry has unforeseen factors. The existed business models and overall coordination ideas may not perfectly match the market demand, which leads to unpredictable earnings. At the same time, as this white paper may be adjusted as long as the details of the project are updated. if the details of the updated project are not obtained by the participants in time, or if the public is not aware of the latest developments of the project, the participants or the public will not have enough cognition of project because the information is not match, which affects the further development of the project.

10.1.4 Other currently unknown risks

With the continuous development of block chain technology and the exhibition finance

industry, MESSE may face some unforeseen risks. Participants are required to fully understand the team's background and understand the overall framework and ideas of the project, rationally adjust their vision, and participate rationally before they makes decisions about if they will participate or not.

10.2 Disclaimer

MESSE is a non-profit system. In the future, internal reward mechanism and operation and maintenance mechanism will use virtual digital assets (i.e., virtual goods) rather than real reward mechanisms. According to this, the assets acquired by MESSE are only similar to virtual digital assets, such as Bitcoin and Ethereum.

The MESSE coin is a digital currency in which MESSE is one of the usage scenarios. It is a virtualized reward mechanism for system operation, not a monetary return. Therefore, MESS coin is not an investment. Holding MESSE coins does not represent ownership of MESSE or MESSE applications, and MESSE does not grant any individual any right to participate, control, or make decisions regarding MESSE and MESSE applications. The holder of the MESSE coins can participate in the scenarios of the MESSE platform but cannot directly cash out the MESSE coins.

The value goal of creation of MESSE coin is to create the application value of the MESSE application platform and usage scenarios and the scarcity experience of virtual goods for participants and holders, rather than monetary value or transaction value. We cannot guarantee that the value of MESSE coins will increase, and it may also have a decline in psychological cognitive value under certain circumstances. The goals listed in this white paper may change due to unpredictable circumstances. While the team will do their best to achieve all of the objectives of this white paper, all individuals and groups that purchase MESSE coins will have to take their own risk.

This project introduction is for informational purposes only and cannot be used as any investment advice, investment intention or instructed investment. This introduction does not constitute or be construed as any purchase or sale, or any invitation to buy or sell, any form of securities, nor a contract of any kind. Members of the MESSE community, please be sure to read the introduction of MESSE carefully, fully understand the technical characteristics of MESSE and the risk-return characteristics, and fully consider their risk tolerance, rational judgment, and prudent decision-making. Once you participate in the project, you will understand and accept the risk of the project and are willing to bear all the corresponding results or consequences for this.

Thank you!

MESSE Team

PS: Due to the cognitive differences between regions, languages and time zones, the final interpretation of the relevant content description belongs to the MESSE team.

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