



FAQ FOR THE dubtoken PRE-SALE INVESTORS

1. What are dubbub, IVEP and dubtokens?

dubbub is the founding member of the **IVEP Association** (a spin-off of **dubbub** if you will). **dubbub** is a 3-year old Canadian based technology and content creation company lead by a team of serial entrepreneurs (see section 5.1 of the **IVEP Opportunity Paper**). It has been featured by, among others, L'Oréal Paris, Forbes, Metabridge, the Disruptors and was a finalist technology company representing Canada at the French Founders competition in New York. **dubbub** was also among the startups that pitched at Dx3's first-ever Retail Innovation Challenge. **dubbub** has launched an innovative platform for online video together with two products on the App Store and Google Play store: **dubsuite** (patent-pending), for mobile video editing and **dubcandy**, for *shoppable videos*. It has also built a content creation division which provides brands with a unique user generated, crowdsourced content creation system which promotes authentic peer-to-peer marketing. It also offers content creators with an additional source of revenue with affiliate revenue generated from sales made with their own shoppable video content. **dubcandy** is now connected to more than 60 online retailers including Amazon, Walmart, Best Buys, Macy's, booking.com and Sephora, to name a few.

IVEP means the *Interactive Video Experience Protocol* overseen by the **IVEP Association**. **IVEP** will make billions of hours of video available online, including live broadcasts and digital experiences, interactive, shoppable, chat-able, customizable, real-time editable, monetizable, poll-able, actionable, clickable, expandable and searchable with a truly unique cross-platform technology and blockchain-based ecosystem.

dubtokens are the blockchain-based unit of account used within **IVEP**. Tokenization is an essential part of the protocol's economic model. The **IVEP's** native tokens, called **dubtokens**, come with various utility, consumptive, trust, governance, transfer, growth incentive and loyalty attributes.

See the **IVEP Opportunity Paper** for further details.

2. What is the dubtoken pre-sale?

A **dubtoken pre-sale** is the entering into of an investment contract between a limited group of qualified investors and **dubdub Inc.** (“**dubdub**”), the founding company of the **IVEP Association** which oversees the *Interactive Video and Experience Protocol*. The pre-sale happens before the ICO or the Public Token Sale of **dubtokens** to the general public.

3. What are the terms of the pre-sale?

Each pre-sale investor is entitled to the following very unique discounts and bonuses:

- **a 25% discount** to the final **dubtoken** price (determined at the end of the Public Token Sale) if the investor invests less than \$1M, and a 35% discount if the investor invests \$1M or more;
- a **10% bonus** in **dubtokens** if the investor completes the interactive video experience that will be soon shared with him/her and register his/her email address in accordance with the terms of the demo;
- **a bonus of up to 15%** in **dubtokens** if the investor keeps his/her **dubtokens** *for a period of at least 18 months* from the end of the Public Token Sale.

The complete terms and conditions are provided in the Simple Agreement for Future Tokens (SAFT).

4. What is the expected token price for the public token sale?

We expect that the price per token will be **\$0.10** at the Public Token Sale. The discount offered to the pre-sale investors will be calculated on such price.

5. When is the pre-sale?

The **pre-sale starts** on **November 21st** at **5PM** during our pre-sale launch event in Toronto. We expect the pre-sale to last for about **3 to 4 weeks**.

6. Who can participate in the pre-sale?

Qualified investors only: i.e. accredited investors, employees and close friends and business associates and family, subject to approval by **dubdub**, in order to comply with applicable securities laws. **dubdub** may require that you complete a third-party KYC check before you can contribute.

7. Do I need to sign an agreement to confirm my rights?

When you participate, you will sign with **dubdub** the form of Simple Agreement for Future Tokens or SAFT provided by **dubdub**, electronically via Docusign. The SAFT will confirm **dubdub's** covenant to issue **dubtokens** to you promptly *after the Public Token Sale*, as further provided therein.

8. How can I participate?

You can participate in the pre-sale by sending **US dollars** or the equivalent in **Canadian Dollars**, Bitcoins (BTC), Bitcoins Cash (BCH) and/or *Ether (ETH)* to **dubdub**, as further provided in the SAFT. If you pay with **US dollars**, you can either wire transfer the funds or remit a certified cheque or bank draft to **dubdub**. **US dollars** will no longer be accepted during the Public Token Sale.

9. What is the minimum amount I can invest in the pre-sale?

The minimum investment amount is **USD\$5,000**, or its equivalent in Canadian Dollars, BTC, BCH or ETH.

10. Can I invite partners and friends to the pre-sale?

You sure can, provided they are qualified investors, as provided above and determined by **dubdub**.

11. When will the dubtokens be issued?

The **dubtokens** will be issued after the Public Token Sale once the protocol is released in its **Alpha version in Q1 2018**.

If you have any further questions, please contact us at
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