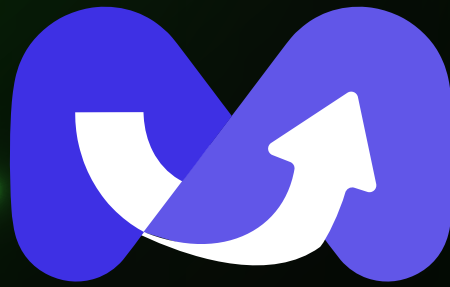


MET TOKEN WHITE PAPER



A Our vision is to empower users to earn money based on their social interactions and strive to become the first Decentralized Autonomous Organization (DAO) SocialFi in the e-commerce industry.

Decentralized Business Model

When starting Meta Up, we always focused on decentralizing aspects of the business over time and developing higher-level use cases and decentralized functionalities for our business model. Therefore, the fully decentralized global social e-commerce platform is a completely new and experimental concept for us. Our approach will continuously adjust to adapt to our research and experiments on appropriate technologies and suitable programs as the foundation for the decentralized model. Meanwhile, we will build a strong community consisting of customers, business partners, and global supporters who endorse our vision of decentralization.

In the decentralized model, when the infrastructure is deployed on the blockchain, all data on the platform will be protected and cannot be altered or attacked. By deploying smart contracts, order fulfillment will eliminate the need for intermediaries, allowing shoppers to buy directly from manufacturers and reducing costs previously transferred to intermediaries.



Through token issuance, our MET token will not be constrained by any geographical limitations and will function as a universal utility token on the Meta Up platform. Our global community will build a fully decentralized network by owning MET tokens in our ecosystem. Meanwhile, Meta Up will manage the supply, incentives, and rewards of MET tokens, while also developing the community and providing security tools, trust mechanisms, user reputation, and dispute resolution along with the development of new platforms. Moreover, global shoppers and online businesses worldwide will have the opportunity to earn rewards and join our exclusive META membership.

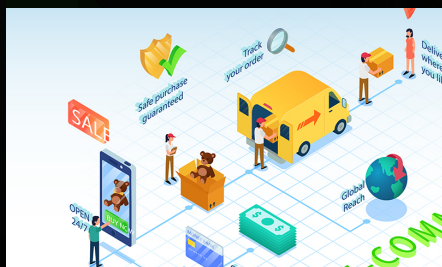
Heading towards complete decentralization, we are committed to advancing decentralized evaluation activities, referral systems, and governance systems to create a Decentralized Autonomous Organization (DAO) for Meta Up. We will pioneer the development of new evaluation technologies to encourage users to contribute sincere reviews and provide reward systems for contributors.

For those introduced, we will enhance transparency in the payment system and pay commissions to participating branches in cross-border transactions using cryptocurrency, leveraging the benefits of reduced transaction fees.

For our token governance holders, we will provide them with voting rights on selected governance issues to empower and protect their interests. Token MET holders can propose marketing strategies, product development, new reward programs, or anything else suitable and beneficial to the community.

The main advantage of decentralized management or control mechanisms is attracting community interest and building loyalty. In the initial stage, Meta Up will take on the decision-making role until our community forms a strong user base. Because we believe DAO is a sustainable management method in the long run, we are committed to working diligently to develop a fully flat and democratized organization where services are processed automatically in a decentralized manner, while decisions are adjusted through proposals and voting to ensure everyone in the community has the right to participate in the decision-making process.

Overview of Meta Up's Business Operations



Shopping and Earning How?

- Shop on Metaup.shop
- Receive rewards in MET tokens
- Join the META member club
- Use Meta's global shipping service
- Livestream product sales
- Refer new users to Meta Up
- Review products and customer services
- Play games while livestreaming



Product Features

- Cross-border e-commerce platform
- Exchange and payment in cryptocurrency
- Loyalty customer system based on NFT ownership
- Direct sales on Meta Up, Youtube, and/or Facebook
- KOL rewards for fans in MET tokens
- Direct marketplaces



Business Expansion Strategy



Micro-influencers play a crucial role in our strategy.



According to current reports, their engagement rates are about 22.2 times higher than other influencers. Our goal is to build long-term and frequent relationships with them to enhance engagement rates and reach. We envision establishing a stable brand ambassador team actively managed from the micro-influencer group. Collaborating with Retailers/Socially Integrated E-commerce Platforms for B2C Sales



We will integrate APIs from major retailers and e-commerce platforms to offer customers more product choices from various countries.

By leveraging the purchasing power of the community on the Metaup.shop platform, we will apply wholesale and bulk pricing, even if customers only purchase a single item.

Collaborating with Distributors/Wholesalers/Manufacturers for B2B Transactions

Meta Up will collaborate with distributors/wholesalers/manufacturers from various countries to provide the most competitive prices for retailers and businesses. We will also provide distributor contact information if retailers wish to trade at discounted prices.

E-commerce Franchising - Turnkey Solution

With the goal of promoting e-commerce opportunities globally, Meta Up adopts a franchising model, providing a turnkey online e-commerce platform for businesses worldwide. We share advanced technology and provide independent branded platforms and markets that franchise partners can market and operate locally. Meta Up will empower any business in any country or new market to grow their business operations through an advanced e-commerce platform, introducing products from various markets, and providing immediate and continuous access to a diverse inventory with millions of products.

Meta Up will use the MET token as the exclusive cryptocurrency in our franchising system. We will establish a minimum token threshold for eligible franchise partners, enabling them to have exclusive rights to sell products or create sub-franchises. Blockchain implementation can support this model with various benefits, including providing a decentralized e-commerce environment, security, fraud prevention, and unrestricted interaction capabilities.

Platform

Website

The Metaup.info website is designed to provide an overview of the project, helping users and the community understand more about the vision and mission that Meta Up is striving for.

Mobile Application

Meta Up will develop a mobile application for both Android and iOS operating systems. This app will provide users with the opportunity to receive special rewards for early project access.

Digital Asset Storage Wallet

Meta Up customers will be provided with a feature-rich and beneficial digital asset storage wallet. This wallet operates independently without supervision, allowing users full control over their money and assets.

Fast and Cost-Effective Payments:

Customers can connect their wallets to their shopping accounts and pay for Meta Up products and services without worrying about transaction fees. The payment process takes only a few seconds and is carried out quickly and conveniently, enhancing the international shopping experience and saving on shipping time.

Receive and Transfer Tokens:

Users can receive tokens from customers and other users or send tokens as gifts through their wallets, creating a convenient and flexible way to transact various digital assets.

Send/Withdraw Tokens:

Users' wallets allow them to send and withdraw tokens as well as other cryptocurrencies easily and conveniently.

Stake Tokens to Earn Rewards:

From the wallet, users can stake their tokens to earn attractive rewards, creating an opportunity to profit from holding and using tokens.

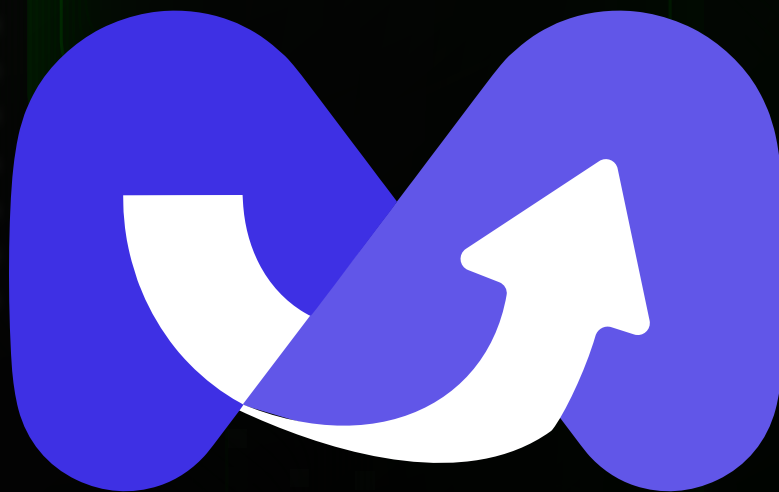
Integration of DeFi & NFT Protocols:

Token holders can participate in DeFi (Decentralized Finance) protocols and NFT (Non-Fungible Token) markets, opening up exciting opportunities to engage in traditional financial activities and digital asset markets.

Online Shopping with Wallet:

Users can easily shop online through the wallet, simply by searching for desired products and placing orders from their wallets. The wallet also provides integrated social media features, allowing users to invite others to shop together on social media or join groups and communities within the app.

Overview of MET Token



Integrating the MET Token into our business model represents a unique approach to interacting with e-commerce and cryptocurrency users. We aim to attract cryptocurrency users and provide unique incentives to enhance the appeal of Metaup.io globally. Integrating the MET Token not only brings more benefits but also enhances user interaction based on our existing strengths.

Differentiating from many other types of cryptocurrencies in the market, the MET Token can be used to purchase real products and services. Payment with tokens brings significant benefits to customers in terms of time, money, and effort. This is particularly advantageous for cross-border, B2B, and even P2P transactions. Some key advantages of the MET Token include:

Cost-Effective Payments: Eliminating transaction fees and exchange rates when using the MET Token significantly reduces transaction costs. Blockchain transactions are not dependent on third parties, reducing large transaction processing fees for intermediaries.

Time-Saving: Compared to traditional payment methods, blockchain transactions can be completed in just seconds. Cryptocurrency transfers can be processed automatically and with nearly zero fees, saving significant time for users.

High Security: Using blockchain enhances security for e-commerce payment transactions. The MET Token will leverage blockchain applications to protect customers' account data through encryption and decentralization, keeping their personal information safe and secure from theft.

One-Click Payments: The flexibility of blockchain allows users' payment information to be securely stored and automatically filled in for subsequent shopping transactions, saving time and enhancing use experience.

Meta Up is building a robust ecosystem with the MET Token to foster sustainable and long-term business development.

MET



The MET Token will be fairly launched through an Initial DEX Offering (IDO), with the goal of fundraising for the MET Token and deploying trading strategies within 12 months of the Token's issuance. Holders and stakers of MET will have priority in payments when used to purchase goods and services, along with special offers and discounts. The MET Token will be issued on multiple blockchains, with Binance Smart Chain (BSC) as the first blockchain network, and will be listed on both centralized and decentralized cryptocurrency exchanges (CEX and DEX).

Buyers can increase their income by staking MET Tokens, participating in governance voting, and making payments for goods and services on our shopping platform.

Token Utility (MET)

The MET Token is designed to fund the development of features in the Buy-to-Earn and Betting-to-Earn activities for Meta Up. Leveraging blockchain technology, we empower Metaup.shop to become an innovative, secure, transparent, reliable, rapidly evolving, and cost-effective e-commerce platform.

We plan to integrate blockchain technologies into our operations and systems, including tracking systems, product transparency, customer loyalty, smart contracts, cryptocurrency payments, partner network management, and customer reviews.

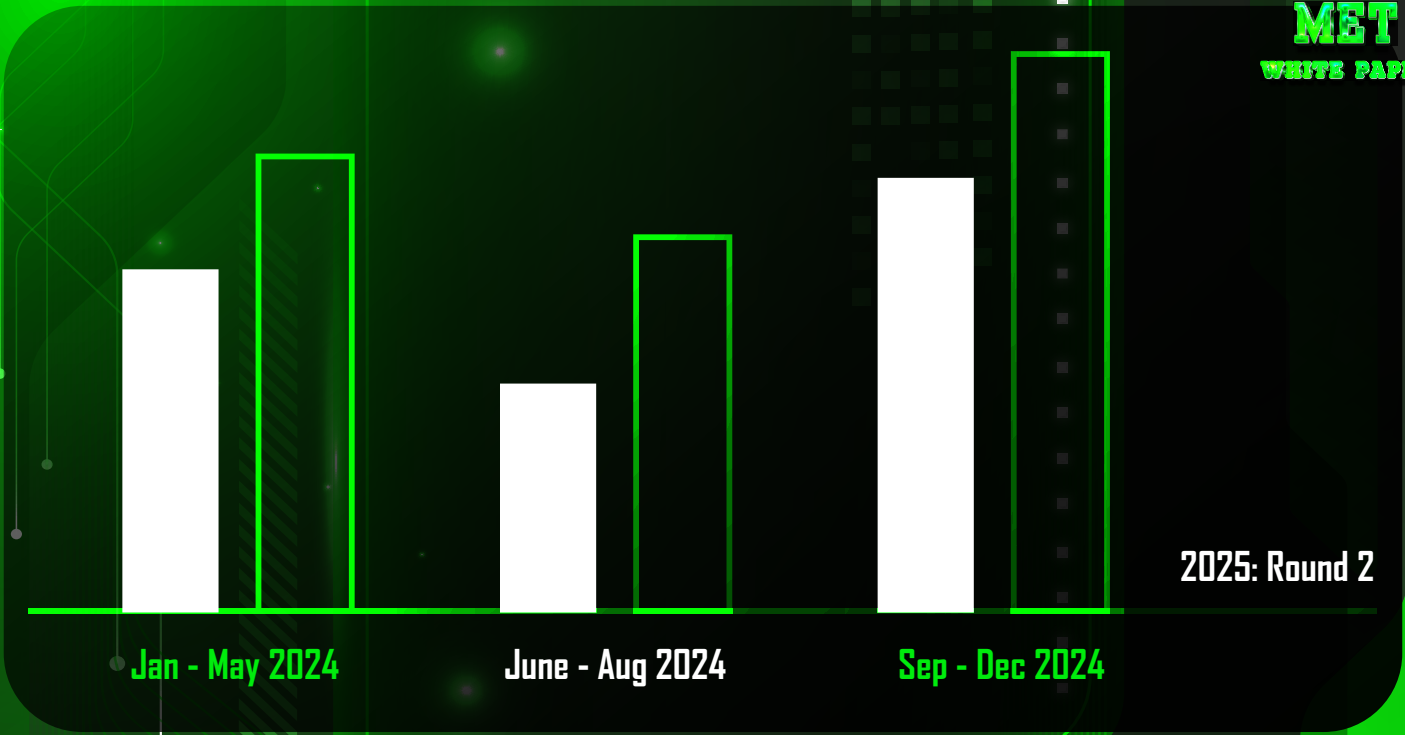
With the MET Token, we commit to delivering new, unique, and improved value to consumers worldwide. The Token will be issued as a cross-chain asset, starting with the Binance Smart Chain (BSC), and we will collaborate with strategic technology partners to activate DeFi and cross-chain interactions across multiple networks, including Ethereum, Solana, BSC, Near, Avalanche, and Tron. By integrating with leading public blockchains, we will expand our system to serve other large blockchain ecosystems.

MET Token: Meta Up

Name: Meta Up
Symbol: MET
Total Supply: 210,000,000 MET
Network: BEP 20
Initial Price: \$0.016
Market Cap: \$3,360,000

Token Allocation:

Private Sale: 16% - Private \$0.016 - 33,600,000 MET
Stake: 46% - Price \$0.016 - 96,600,000 MET
Airdrop Mining: 10% - Price \$0.016 - 21,000,000 MET
Marketing: 8% - 16,800,000 MET - TGE 24 months
Ecosystem: 15% - 31,500,000 MET - TGE 36 months
Liquidity: 5% - 10,500,000 MET



Project planning

- Fundraising plan for MET utility token
- Blockchain integration for MET
- Meta Up overview landing page
- iOS and Android app



Launch of Meta Up

- Community development through Airdrop mining
- Launch of "Stake to Earn" initiative
- MET digital asset storage wallet
- Integration of cryptocurrency payments
- Decentralized e-commerce shopping utility



Fundraising for MET token

- Introduction of KOL/Influencers
- Completion of all core features ready for market expansion
- Buy now, pay later feature
- Exchange listings

Disclaimer and Note:

Meta Up, including but not limited to the overall project, website, smart contracts, and software platform ("MET Token") as outlined in this concept document, is currently not licensed or exempted as a payment or financial service in any form or in any legal jurisdiction. Any financial or payment service terms used in this Whitepaper, on the Meta Up website, or within the platform are for basic reference purposes only and do not carry any legal or effective meaning of similar terms in traditional financial environments and/or regulations. The MET Token is strictly a utility token in any legal jurisdiction and is not and cannot be considered a security or token managed in any form, not a cryptocurrency and/or stablecoin backed by fiat currency or assets, globally or with limited scope. This Whitepaper is not a contract or contractual agreement in any form, not an invitation or offer to invest in Meta Up or purchase or use Meta Up's Tokens in any way with any profit expectations.

Any user of Meta Up declares to have received appropriate technical, administrative, and legal advice before and after reading this Whitepaper, the Meta Up website, and using any part of the platform (including its Tokens) and acknowledges the high risk involved in purchasing or using any kind of blockchain and/or cryptocurrency Tokens, platforms, software, interfaces, and acknowledges with full disclaimer statement towards any individual or organization mentioned in this Whitepaper that there may be any type of damages incurred, including total loss.