

Listen Collectibles Auction and Shop

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Introduction

The Listen Collectibles Auction and Shop is the official destination for social impact digital collectibles from the world's top creative artists from music, film and the arts. It is the first digital collectibles platform with an integrated pipeline of NFTs (scarce digital collectibles on the blockchain) from Star Creative Artists and the best of Citizen Artists (non-professionals) from around the world. The platform benefits from being part of 'The Listen Campaign', a new global campaign to 100s of millions worldwide, creating a global community driving social impact through the production and consumption of digital art and collectibles on the blockchain.

The Listen Campaign is an annual and global campaign working for the world's 1 billion vulnerable and disadvantaged children. Each year over 100 of the world's top Star Creative Artists from Art, Digital Art, Literature, Music and Film – and tens of thousands of Citizen Artists – will contribute to and create unique content for the Campaign. Selected items will be minted as NFTs. The Listen Campaign will curate and sponsor these limited edition digital collectibles via scheduled drops and auctions on the Listen Collectibles Auction and Shop platform.

Listen Campaign

The Campaign runs 52 weeks per year and will reach an audience of 500 million people across digital, streaming, and traditional media outlets. Each year it will involve over 100 major stars of Art, Music, Film, and Literature and it launches to the public on March 30th, 2022. The Listen Campaign rises up through 65 social media and news items, two TV/Streamed series, and two promotions to a global broadcast of a star-studded feature documentary, three days of "Listen Live" from the LA Coliseum streamed globally on June 22nd. The global fundraising broadcast is on June 25th 2022, to 200 countries and includes primetime ABC 8-11 pm in the USA (a rare 3-hour slot, comparable to the Grammys and Oscars). One of the global promotions asks the Citizen Artists around the world to create content for the campaign and for entry in The Listen Creative Arts Awards.

Samuel L Jackson, Natalie Portman and others introduce the campaign at:
www.listencampaign.com/introvideo.

Listen Collectibles Auction and Shop

The Star Creative Artist's NFTs (blockchain-based digital collectibles) will be auctioned in monthly auctions and the best of the citizen art will be sold in the Listen Collectibles Auction and Shop. Each of the Star Collectibles will be highly unique and of great quality (e.g. these might be a piece of art by Jeff Koons, footage of Rihanna and Eric Clapton arranging a classic song together, a manuscript with handwritten notes of Margaret Atwood, a special short performance by Samuel L Jackson).

15 percent of the income from the sales/auction will pay for the Listen Collectibles Auction and Shop platform with the other 85 percent of the sales/auction income to cover the costs of the campaign. All subsequent sales of the NFT will incur a 10 percent royalty, with 5 percent funding buybacks of \$LSTN to replenish staking rewards for the token community and 5 percent raising funds for The Listen Campaign – the annual surplus of each annual campaign will be distributed to The Listen Charity to support over 75 children's charity projects around the world.

To launch the Collectibles Auction and Shop the producers of the Listen Campaign are providing 200 NFTs of music stars from their archive of nine major global broadcast events: such as Nelson Mandela's 70th Birthday Tribute where 83 major stars such as Whitney Houston, George Michael and Stevie Wonder came together to celebrate his birthday and call for his release from prison, an event that played a huge global role in ending apartheid and reached 600 million people. NFTs from these events will feature digitally remastered collectables and be uniquely framed.

Listen Token (\$LSTN)

Listen tokens will trade under the ticker symbol \$LSTN and will be the utility token for the Listen Collectibles Auction and Shop. Token holders who stake their \$LSTN on the Auction and Shop platform will receive various benefits, including:

Stake for access:

- The right to bid for the Star Creative Artist's NFTs in the monthly auctions which are only open to \$LSTN holders; the more tokens you hold, the better access you get.

- For a chance to receive free common drops.
- To buy exclusive rare NFT drops.
- A vote for the winners of The Listen Creative Arts Awards (see below).
- A free ticket for the global streaming of Listen Live Plus on June 22nd 2022 if you hold over 10,000 \$LSTN (for the 30 days preceding June 15th 2022).
- Automatic entry into a lottery to win two “Private View” tickets to watch the whole of “Listen Live LA” involving at least 28 Star Musician, 12 Film Stars and world leaders on Monday, June 20th, 2022 at the LA Coliseum, whilst dancing and having a banquet on the field, with the stars, their friends and families. \$LSTN holders allocated 100 tickets.

Stake for discounts:

- ‘Silver Badge’ status for every 250,000 to 499,999 \$LSTN staked for 30 days, entitling the user to a five percent discount on their purchases in the Listen Collectibles Auction and Shop.
- ‘Gold Badge’ status for every 500,000 + \$LSTN staked for 30 days, entitling the user to a ten percent discount on their purchases in the Listen Collectibles Auction and Shop.

Stake for rewards

- Listen Points
 - The accrual of Listen Points (Listen Points are the loyalty reward system of the Listen Campaign and provide each holder with exclusive benefits and prize entries, including discounts on tickets, merchandise and Pay Per View streaming):
 - Users who “stake” 5,000 \$LSTN on the official Auction and Shop site will earn 100 Listen points per month (per 5,000 \$LSTN staked).
 - Users who purchase Collectibles in the Auction Site and Shop will be rewarded with Listen Points.
- \$LSTN Staking Rewards
 - Fixed Staking Rewards - 80-days at 80% APY, 60-days at 60% APY. (Conditional on token price)
 - Liquidity Pool Staking
 - Ongoing Community Reward Staking (funded by 5% NFT resale royalty)

Token Sale

The \$LSTN supply is capped at 1,000,000,000 (one billion). 31.68 percent of the total supply (316,800,000 \$LSTN) will be sold via private sales, 3.125 percent (31,250,000 \$LSTN) will be sold via Launchpool with a further 5 percent (50,000,000 \$LSTN) sold via Launchpads and 2 percent of the total token supply (20,000,000 \$LSTN) will be reserved for public sale (IDO). The total funds raised amounts to \$5,360,000 (5.360 million). 34.495 percent (344,950,000 \$LSTN) will be reserved for Listen to fund future development of the campaign. 15.7 percent (157,000,000 \$LSTN) will be reserved for the Listen Auction and Shop founding team and global partners. 8 percent (80,000,000 \$LSTN) will be reserved for community rewards. This breakdown ensures the sustainable development of the campaign, incentivizing all parties, contributors, participants, and early backers.

Listen Creative Arts Awards

The annual global campaign asks the world's public to participate by sharing, recruiting, shopping, donating, using and gifting points, and creating. The public will be inspired by the creations and contributions of the Star Creative Artists from Film, Music, Literature, Arts, and Digital Arts and be asked to create their own creations on specified themes. Up to 10,000 entries are expected in each category.

The entries are curated by The Listen Campaign to remove offensive content before publishing each of them on the listencampaign.com site where members of the public (who are registered with the Listen Campaign) are invited to vote for their favorites in each category. After the initial public vote, \$LSTN token holders are invited to cast their votes before the Star Creative Artists choose the winners. There are 1st, 2nd, and 3rd cash prizes for each category. The winner is presented with their prize at Listen Live LA and shown in the global streaming on June 22nd and on TV on June 25th – to a global audience of 100s of millions. The top 500 entries from each category go into the NFT shop.

To launch the Listen Collectibles Auctions and Shop the producers of the campaign are providing 200 limited edition and exclusive NFTs from their archive of: Al Green, Alanis Morissette, Alexander O'Neal, Alison Moyet, Anita Baker, Ashford and Simpson, Aswad, B.B. King, Bee Gees, Billy Connolly, Bo Diddley, Bob Dylan, Boyzone, Brian May, Bryan Adams, Chaka Khan, Chris de Burgh, Chrissie Hynde, Chubby Checker, Courtney Pine, Curtis Stigers, Cyndi Lauper, D:Ream, David Bowie, Denzel Washington, Des'ree, Deuce, Diana Ross, Dire

Straits, East 17, Echobelly, Emily Lloyd, Eric Clapton, Eternal, Eurythmics, Fat Boys, Fish, Freddie Jackson, George Benson, George Duke, George Michael, Gloria Estefan, Gregory Hines, Gypsy Kings, Hall & Oates, Harry Enfield, Hugh Masekela, INXS, J Pac, Joan Armatrading, Joe Cocker, Johnny Marr, Jon Bon Jovi, Joni Mitchell, Jungle Brothers, k.d. lang, Keith Richards, Lightning Seeds, Lisa Stansfield, Little Steven, Lou Reed, Marianne Faithfull, Mary J Blige, MC Hammer, Meatloaf, Mica Paris, Midge Ure, Miriam Makeba, Natalie Cole, Neil Young, Nelson Mandela, Neneh Cherry, Patti Labelle, Paul Simon, Paul Young, Peter Gabriel, Phil Collins, Robert Palmer, Rod Stewart, Roger Taylor, Roger Waters, Salt 'n' Pepa, Seal, Shaggy, Shikisha, Simple Minds, Sinéad O'Connor, Sly & Robbie, Snap!, Soul II Soul, Stetsasonic, Steve Winwood, Stevie Wonder, Sting, Terence Trent D'arby, Tom Jones, Tracy Chapman, UB40, Ultimate Kaos, Van Morrison, Wet Wet Wet, Whitney Houston, Whoopi Goldberg, X Japan, Youssou N'Dour, and others.

Competitor Overview

The current NFT landscape exists tangential to the cryptocurrency market. While providing certain benefits such as liquidity and technology rails, usage of these platforms remains low, as barriers to entry are high for the average consumer. The main pain points include a complex process that involves multiple wallets, purchasing cryptocurrency (to purchase the NFT, and pay for transaction fees, known as “gas fees”). This process is overly burdensome and prohibitive for the vast majority of potential consumers. The Listen Collectibles Auction and Shop presents a superior solution by offering the following benefits:

- Easy to use consumer wallet;
 - (for an intuitive Web2.0 checkout experience like eBay, Shopify, or Amazon).
- Integrated fiat on-ramps;
 - (non-crypto-native users don't have to worry about using Metamask or buying ETH).
- No gas fees;
 - (Flow is a scalable blockchain, not subject to high transaction (“gas”) costs like other competitors).

- Content from top global brands, celebrities, and historical moments;
 - (digital collectibles, memorialized on the blockchain).

Tech Roadmap

The Listen Campaign limited edition digital collectibles will be created (“minted”) as NFTs on the Flow blockchain. Flow was selected over other blockchains which are commonly used (Ethereum, Binance Smart Chain, etc) due to its superior scalability, low transaction costs, and developer and consumer-friendly environment. Unlike current NFT marketplaces, the Listen Collectibles Auction and Shop will prioritize superior usability for global audiences, even those who have never purchased or transacted using cryptocurrencies before. Flow is the only blockchain on which such a platform can be built. The development timeline is as follows:

- July 2021 – finalize offering docs;
- July 2021 – set up legal entities and begin development of Auction and Shop platform built on Flow blockchain, starting with the Auction and adding the shop by end of December;
- August 2021 – initial MVP by end of month;
 - (Listen Collectibles Auction and Shop MVP target functionality by the end of month includes buy, sell, transfer, and mint NFTs on Flow).
- September 2021 – bug testing and throughput/ scalability improvements;
 - (Additional functionalities will be added, including integration with multiple payment processors).
- October 2021 – (closed beta) soft launch of Collectibles (NFT) Auction;
 - Further testing and scalability improvements, start full-stack audit.
- October 2021 to January 2022 – Listen Collectibles Auction goes live (open beta);
 - Initial digital collectible sales consisting of collectibles from the archive of the campaign’s producers. Development and testing of Collectibles Shop.
- January 2022 to March 2022 – Shop soft launch with Collectibles of messages from children leading up to campaign kick-off end of month March 2022.
- March 30th 2022 – Campaign launch and announcement of Listen Star Creative Artists.
- April 2022 – Monthly Listen Star Creative Artists’ NFT auctions commence.

Marketing Roadmap

The Listen Campaign is a multi-media, multi-channel, content campaign built upon the credibility, audience and desirability of Star Creative Artists in combination with participation from Citizen Artists and the wider community. The token-sale campaign will mirror this for consistency and to create a token sale community that will also provide value for the digital collectible marketplace and the media campaign. The foundations of the marketing will be consistent, quality content across all relevant channels to build credibility, and convert social media users to followers, advocates, and finally to token holders.

- Organic Content
- Email list building
- PR
- Content amplification
- Paid ad experimentation (testing across different ad sets, formats & channels)
- Influencer Campaigns
- Consumer Campaigns (Token airdrops and NFTs)

Community Timeline

May 2021

- Create Community Plan (onboard community manager)
- Outreach to agency partners (PR, paid social & or influencer/community hype)

June 2021

- Create Token Sale brand identity
- Token sale website build
- Develop Content Strategy

July 2021

- Commence Twitter & Medium posting
- Commence PR campaign
- Commence Ad Testing
- Engage Influencers
- Activate Consumer Campaigns

August 2021

- Scale Ads
- Commence Influencer Campaigns
- Scale Consumer Campaigns
- Promote Launchpool Token Sale to the community

September 2021 – December 2021

- Promote the Listen Collectibles Auction (open beta)
- Create Hype around NFT drops

January 2022 to March 2022

- Promote Shop soft launch and collectibles of messages from children.
- Launch Campaign to incentivize Token/NFT community (email and social audiences) to engage with Media Campaign and the Listen Collectible Auction & Shop.
- Share content from The Listen Campaign owned channels to Listen Token/NFT Community to promote the campaign and share audience.
- Reposition the Listen Token/NFT community as the channel for the promotion of Listen digital collectibles.
- Promote announcement of Listen Star Creative Artists (March 30th 2022).

April to August 2022

- Promote Star Creative Artist & Citizen Art Auctions.

Team

Tony Hollingsworth: Founder

Tony is the Founder of the Listen Campaign and is a key world figure in the use of popular culture as a campaign tool for causes. Tony has 40 years of experience in producing, starting in 1981 with Glastonbury Festival, helping in its early days with his second cousin - Michael Eavis, Founder of Glastonbury. He has produced nine of the world's largest Global Broadcast Events plus Documentaries, Films, Concerts, Festivals, CDs and DVDs. His productions have profiled important issues and raised over \$21m for causes including Amnesty International, the

Campaign for Nuclear Disarmament, Red Cross, the Anti-Apartheid Movement and children's charities in Southern Africa, India and Mexico. He has worked with more than 200 major artists from Dylan to Stevie Wonder, from Denzel Washington to Natalie Portman, from Dire Straights to Eric Clapton, and almost all of the world's major broadcasters from the BBC to Gostelradio, from CBS to Globo, from SABC to NHK. His work has been supported by governments, major corporations and UN agencies and has been attended by heads of state and royalty.

Tony's most renowned productions are two landmark global broadcast events for Nelson Mandela and The Wall Live in Berlin. The first of the Mandela shows called for his release from an apartheid prison, the second celebrating it. The first, Nelson Mandela 70th Birthday Tribute at Wembley Stadium in June 1988, contained a vast array of music and film stars (83) and was perhaps the most politically influential of any music event held in the world. The broadcast event, which was conceived, funded and produced by Hollingsworth, was televised in 100 countries to an estimated audience of 600 million (still the largest audience for an entertainment-based event). See <https://www.imdb.com/name/nm0995629>.

Chris Spurgeon: CFO

Chris is the CFO of Listen Communications Ltd and has over 30 years executive experience. Starting as a qualified Chartered Accountant he soon became the Financial Director of the television division of Chrysalis Group PLC, comprising 10 production and distribution businesses within the UK independent television sector. He then went on to be the Financial Director of Film Four Ltd, the wholly-owned feature film development, production and distribution subsidiary of Channel 4 TV Corporation.

Marcelo Salup: Consultant

Marcelo is an advisor for Listen Communications Ltd. and has over 30 years of experience in marketing and advertising. He was EVP and International Media Director at FCB and led the media teams in 15 brand launches for Fortune 500 companies. Marcelo, who began his career on the creative side and won 2 Addy Awards, has held similar media leadership roles with McCann-Erickson and D'Arcy Masius Benton & Bowles. More recently, Marcelo has focused on direct response, leading the acquisition team for DIRECTV Mas in the U.S. as well as worked with HOLA!TV as consumer insight and strategic consultant.

Liam Robertson: Advisor

Liam is Founder & CEO of Alphabit Digital Currency Fund. He is a Chartered Financial Analyst (CFA) and Chartered Alternative Investment Analyst (CAIA), Liam holds a degree in Economics from the University of Newcastle-Upon-Tyne and a Masters in Finance from the University of Durham. As a founder and CEO, Liam manages the portfolio of the Fund and drives all aspects of Alphabit's advisory services, himself advising many ground-breaking Blockchain enterprises.

Ken Huang: Advisor

Ken Huang is the Chair of Blockchain Security Working Group of Cloud Security Alliance Great China Region. He is a Certified Information Systems Security Professional (CISSP) from International Information System Security (ISC2). As a blockchain architect, he has been invited to speak at numerous local and global conferences in Blockchain, AI, and Security, including: Davos WEF, CoinDesk Consensus, IEEE, ACM, World Bank, Stanford University, UC Berkeley, Bank of China, and Huawei.

Tashinee Moodley: Advisor

Tashinee has over 7 years experience in investment banking as a transaction manager and large corporate analyst at one of SA's top investment banks, and a two-year track record in fund management for SMEs in her capacity as an Investment Manager and Transaction Advisor. She holds a financial Honours degree, an MBA and Part 1 Chartered Accountant qualification.

Conclusion

The Listen Collectibles Auction and Shop is an integral part of the Listen Campaign – harnessing the power of decentralized art and technology to drive social impact. It bridges the gap between legendary artists' content and NFT technology, for the first time yet. This will provide the opportunity to auction timeless pieces with value offerings on an unprecedented level. From here a continuous stream of NFTs will come from the participation of both citizens and major stars of film, music and arts in the Listen Campaign. As we enter the digital age, the potential for technology to improve the world and make it more equitable has never been greater. The Listen Campaign is on a mission to show the world the problems faced by its 1 billion vulnerable and disadvantaged children, and to celebrate proven solutions that can be replicated and scaled up. In partnership with Star Creative Artists and Citizen Artists around the world, the Listen Collectibles Auction and Shop will pioneer the benefits of new technologies

that drive social impact, empower millions of people, and celebrate solutions to the world's biggest problems.