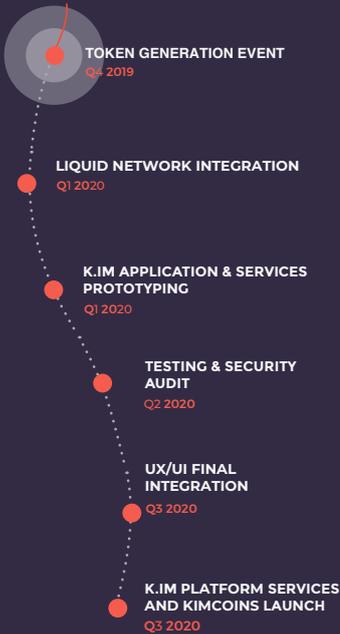


CONTACT INFORMATION

contact@k.im

ROADMAP



TECH TEAM MANAGER



Emmanuel Gadaix, Chief Scientist: 25 years building businesses for FinTech and Telco in Nokia, Reuters, PwC, Orange & MTN.

ADVISER



Simon Dixon, CEO & Co-founder BnkToTheFuture.com: an active FinTech, Blockchain & Bitcoin angel investor with investments in Bitfinex, BitPay, Unocoin, Kraken, BitPesa, BitStamp and over 100 others.

PROJECT EVANGELIST



Kim Dotcom, Internet Entrepreneur: a well-known businessman who knows what it takes to create successful online mass market digital businesses and a strong advocate for digital freedom and personal privacy. Kim believes that K.im can be the innovative disruptor to current broken content publishing models that the online world needs.

The ultimate content monetisation system

Aimed to become the easiest and the most secure way to generate revenue with digital content.

PITCH

K.im Content Management Platform and **Payment Service**, based on cryptocurrencies payment channels, aims to be the easiest and most secure way to generate revenues with digital content.

Providing a complete suite of advanced services and technologies to manage, protect and sell digital content, **K.im Platform** will revolutionise the monetisation of the digital content distribution industry to create a fair market for content creators and consumers.

PROBLEM/OPPORTUNITY

The current paradigm suffers from poor remuneration of publishers, an inability to offer content at ultra-low price points, high fraud and frequent identity thefts. These are the result of multiple intermediaries, inefficient distribution models, ad-blockers, bot traffic and hack attacks of centralised customer databases.

OUR PRODUCTS

The K.im ecosystem consists of 3 elements: **K.im Content Management Platform** will provide content pricing and description customisation, packaged with strong file encryption. **Double Encrypted KED [K.im Encrypted Data] Containers** will protect the content file until the payment is validated. **K.im Payment**, a powerful blockchain payment engine, will provide a set of services that support a range of cryptocurrencies which will include Bitcoin and Kimcoin initially. This enables fast and cost-efficient transactions inside the **K.im Ecosystem**.

To process transactions, customers will be able to use Bitcoin and **Kimcoin**, a utility token, which can be used to purchase content, or donate/tip other users. Kimcoins will be Liquid tokens. Customers may also be able to use various other cryptocurrencies.

BUSINESS MODEL

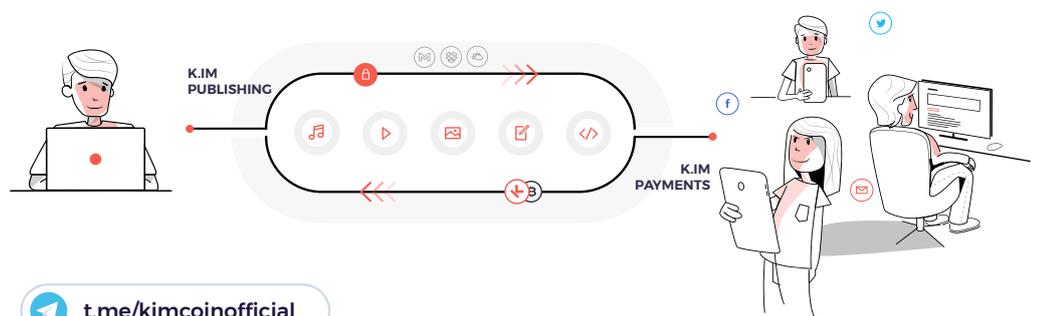
Publishers will receive up to 95% of the revenue from content sales realised through the **K.im Platform**. It is intended that K.im will retain a 4% commission and K.im payment will receive 1% for payment processing. Premium K.im publishers will pay for additional features including branding, integration and promotion. K.im Payment aims to offer tipping, payment processing and ad-free browsing features.

MARKET SIZE

We estimate there are 430 billion global content views a month across mainstream media websites of which a high percentage are ad-blocked, or force subscriptions, or pay out low revenue shares. As a result, content monetisation hugely underperforms what the market could generate. We aim to capture a significant part of this market plus attract new publishers who previously found it uneconomic to participate.

GO TO MARKET STRATEGY

At launch, we expect the market to be stimulated with the release of a large volume of free downloads from a wealth of pre-acquired publishers to ensure consumers can immediately engage with their **K.im Payment Wallet** - not only on K.im but for many other media sites. We do not foresee any integration barriers to slow us down.



t.me/kimcoinofficial