



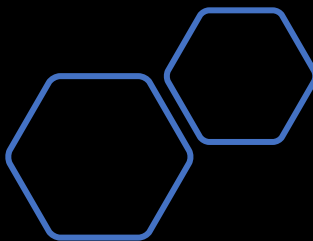
# RAPID

REVOLUTIONISING ENTERTAINMENT

INITIAL TOKEN OFFER

Whitepaper Teaser

Release Version 4.3



- **Investor Information**

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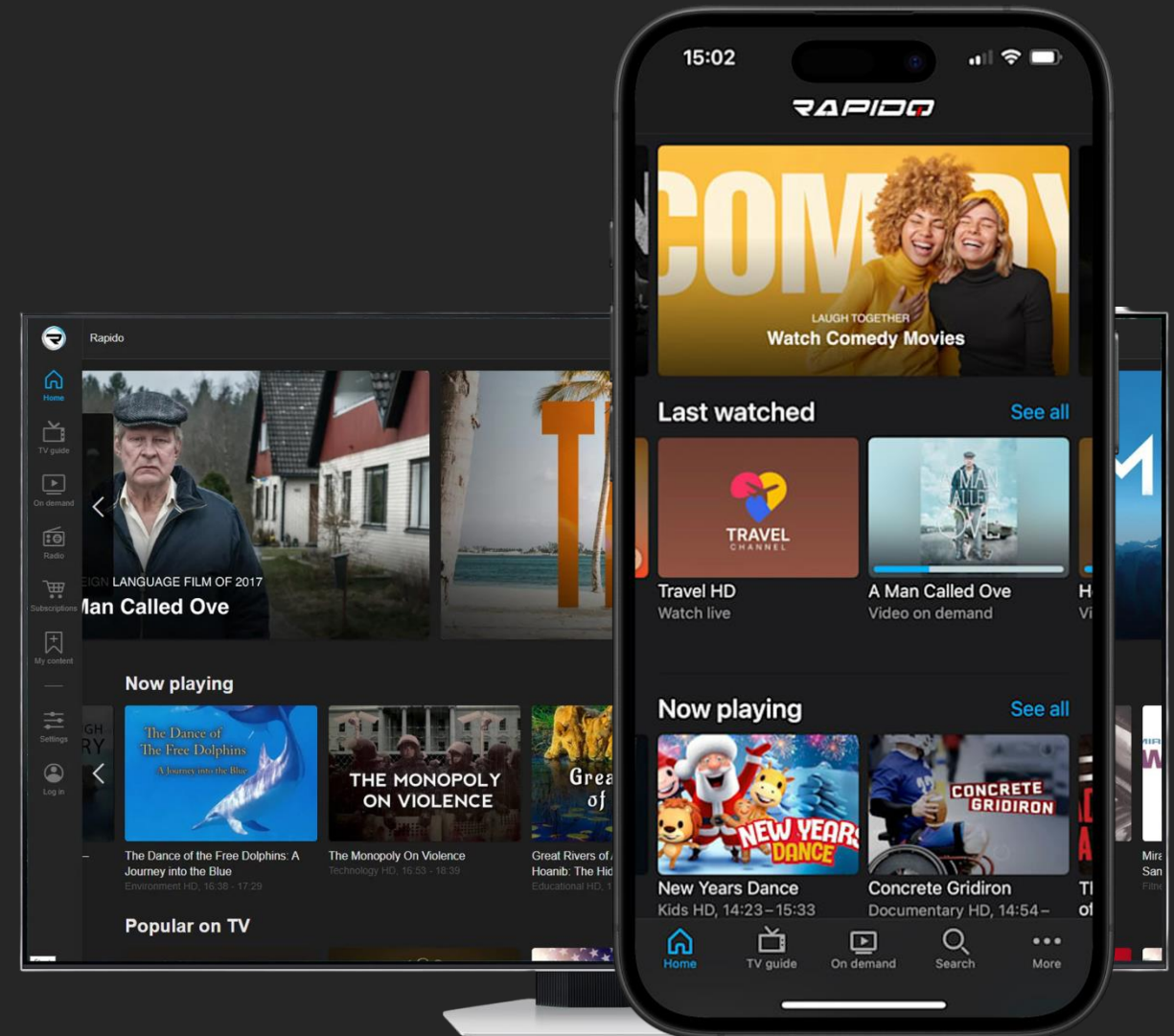
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# RAPIDO TV MISSION

Become the cross-device TV platform of choice for the next generation of viewers and content producers – think of it as the YouTube alternative!

## WHAT IS RAPIDO TV?

- Rapido redefines entertainment as a next-gen OTT unified superapp. A multi-play marketplace available on all devices, combining Live TV, VoD, Podcasts, Games, Music, and Radio – think of it as the future's answer to YouTube!
- Free with ads (FAST, AVOD) or through a subscription with no ads (SVOD, PPV)
- A global service offering international and region-specific content
- Rewards viewers for watching content and playing games
- Integrated AI agents help content partners quickly and easily produce localised content



# MARKET PROBLEMS ADDRESSED

## FOR USERS



Customers are growing weary of increasing numbers of fragmented and expensive subscription VoD services which are very US-centric



The linear TV channel experience – even in online services like Pluto or YouTube TV – is not interactive and viewers are shackled to the broadcast schedule



Viewers are often taken for granted by online platforms who monetize their eyeball time with online advertising

Rapido focuses on free TV, delivering regional linear TV channels and local VoD services enriched with integrated social messaging, ecommerce services and AI-based personal channel scheduling

Rapido re-invents linear TV for the 21<sup>st</sup> century. Our unique TV CDN technology transforms linear channels into interactive TV channels with 7 days of catch-up TV

Rapido rewards viewers for their video viewing engagement. We pay a share of ad revenues and any subscriptions paid in Rapido Loyalty Store tokens to the users.

## FOR PARTNERS



Advertisers need to maintain viewer attention in new ways as people become immune to traditional “interruption” based advertising



Mobile Telcos like video services which drive up consumption of mobile data – but struggle with content licensing and technical delivery complexity



Video production remains complex and expensive

AI powered video creation tools will allow brands to become story tellers providing long form content that engages their audience and provides better inventory with higher returns for ad budgets

Rapido gives telcos an out of the box, zero capex solution, comprising on-network streaming, multi-device apps and regional focused content

Rapido will provide a managed AI video production capability allowing aspiring content producers to unleash a new wave of creativity



# AI AGENTS

The AI agents market is projected to grow from USD 7.84 billion in 2025 to **USD 52.62 billion** by 2030 at a CAGR of 46.3% during the forecast period. This rapid expansion is driven by the growing adoption of AI agents across nearly every industry and consumer segment.

<https://www.marketsandmarkets.com/Market-Reports/ai-agents-market-15761548.html>

- AI-generated video is set to transform the entertainment industry even more profoundly than the invention of the film camera.
- Rapido is closely tracking the AI video revolution and plans to introduce a suite of AI agents to help users effortlessly generate professional-looking content.
- These AI agents will be powered by Perception Group, Rapido's founding parent company, which is expanding its in-house AI infrastructure alongside operating the world's most advanced global TV CDN cloud.



A beautiful desert sky late in the evening.



## AI AGENTS POWERED BY OWN AI INFRASTRUCTURE CLOUD

- User Support
- Multilingual Subtitling
- Multilingual Audio Dubbing
- Contextual Ad Break Insertion
- AI Generated Video Content
- AI Generated TV Channels (Linear Video Stream with EPG Metadata)



# FLEXIBLE MONETISATION

## Maximise Your Content Monetisation



## RAPIDO DELIVERS THE MOST ATTRACTIVE PROPOSITION TO ITS CONTENT PARTNERS

Each content title and/or live TV channel will generate revenue share royalties for the contributing partner based on its overall popularity. This will be determined by aggregating revenues from multiple streams, including:

- **Ad Impressions Sold:** Revenue generated from cost-per-thousand (CPM) impressions across AVOD and FAST ad sales per month;
- **Total Time Streamed:** Measured in minutes viewed per month, across SVOD sales per month related to partners content.

This approach ensures a fair and comprehensive revenue model, rewarding partners based on content performance across all monetisation channels.

## Direct and Syndicated Reach

Rapido service will be accessible through various reseller channels, including IPTV telcos, mobile OTT operators, hotel chains, and retail brand chains. This extensive distribution network is designed to drive rapid user growth, ultimately maximizing content revenues for both resellers and content providers. Additionally, many telco operators operate their own private app stores. To enhance accessibility, Rapido apps will not only be available in all major public app stores but also in the private app stores of resellers, ensuring seamless availability across multiple platforms

## Comprehensive Analytical Reporting

Rapido platform offers comprehensive performance metrics, including minutes streamed, subscriber count, and detailed revenue reporting with payment history statements. These robust analytics empower content partners to effectively manage, optimize, and promote their content, ensuring maximum reach and engagement with the right audience in any target region worldwide.

# RAPIDO HAS A STRONG TECH ADVANTAGE

Powered by **PERCEPTION**™  
the TVCDN

Rapido runs on state-of-the-art proprietary technology developed by Perception Group™, who is an associate company of Rapido with common shareholders. Perception Group™ delivers end-to-end IPTV & OTT TV services using its industry first, unified online video platform Perception TVCDN™, which combines advanced live TV streaming, VOD delivery and e-commerce features coupled with the most advanced next generation TVCDN digital content distribution network and in-stream e-commerce technology.

## PERCEPTION TVCDN™ IS THE MOST COMPLETE UNIFIED TV CDN PLATFORM

A MULTICHANNEL SUBSCRIPTION  
INTERNET TV TO COMPETE WITH  
CABLE & DTH

FREE TO VIEW INTERNET TV  
SERVICE TO COMPETE WITH  
YOUTUBE, PLUTO, TWITCH..

SVOD & PPV SERVICE TO  
COMPETE WITH NETFLIX, PRIME,  
YOUTUBE TV..

SUPPORTING ANY TYPE OF LIVE AND VOD CONTENT INCLUDING USER GENERATED

PROVIDING THE MOST ADVANCED CLICK TO ACTION INTEGRATED TV COMMERCE

SUBSCRIPTION REVENUES

ADVERTISING REVENUES

TV COMMERCE REVENUES



# RAPIDO TOKEN MARKET POTENTIAL

## Over 4 billion loyalty memberships

The global retail market generated sales of over 27 trillion U.S. dollars, with a forecast to reach over 30 trillion U.S. dollars by 2024. 79% of consumers have established some form of relationship with the brands they purchase from—either a membership, retail subscription or loyalty program—and 17% of consumers have all three types. 21. More than 90% of companies have some form of loyalty program.

**Telecommunications** market size was valued at \$2,707 Billion in 2021, and it is expected to reach a value of \$4,165 Billion by 2028, at a CAGR of 6.35% over the forecast period (2022-2028).

**Global Remittance** market size was valued at \$49 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 10.1% from 2022 to 2030. Cross-border remittances provide numerous economic benefits, including increased financial inclusion and economic development.

**Crypto Wallet** market size was valued at \$8.42 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 24.8% from 2023 to 2030.

**Loyalty Rewards Management** global market will be worth \$5.57 billion in 2022. Market evaluations predict that the size of loyalty management ecosystem will surpass \$24 billion by the end of 2029, growing at CAGR of 23.5 percent in this period.

Statista Loyalty Management report, Mar 2023



# ACQUIRING SUBSCRIBERS

## RAPIDO 4K HDMI TV STICK WITH EMBEDDED RAPIDO APP STORE

To enhance the Rapido ecosystem and overall user experience, Rapido has plan to introduce its own custom app store, along with an affordable HDMI TV player stick. This latest generation chipset device, with 4K 10 bit HDR and 2.4G+5G Wi-Fi support, reminiscent of popular products like Roku, Amazon Fire TV, and Chromecast Google TV sticks, aims to complete the Rapido ecosystem to compete on par with the current market leaders. The Rapido TV stick is powered by a customized version of open-source Android TV, similar to the one used by Fire TV.



We make TV entertainment easy  
**WATCH + CHAT + PLAY GAMES**

Token buyers get \$89 16GB HDMI TV Stick  
and Bluetooth Keyboard Gamepad bundle free of charge

# REVENUE STREAMS

All revenue models are designed to also drive Rapido utility token liquidity



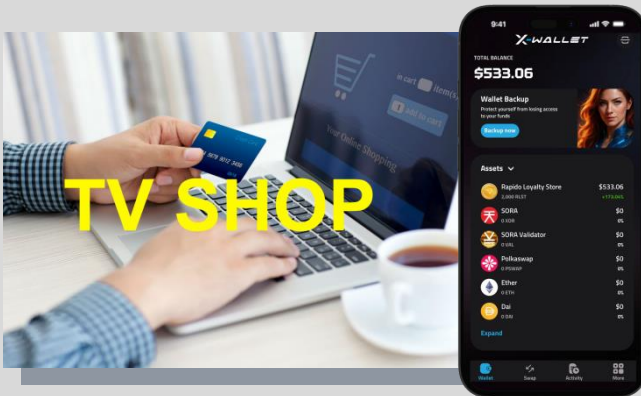
\$155M+ ad revenue end of year 3 from launch

Assume 10% of advertising is bought using Rapido Tokens



\$165M+ subscription revenue end of year 3 from launch

Assume 100% participation in loyalty scheme  
525M Rapido loyalty rewards initial token allocation



\$145M+ e-commerce revenue end of year 3 from launch

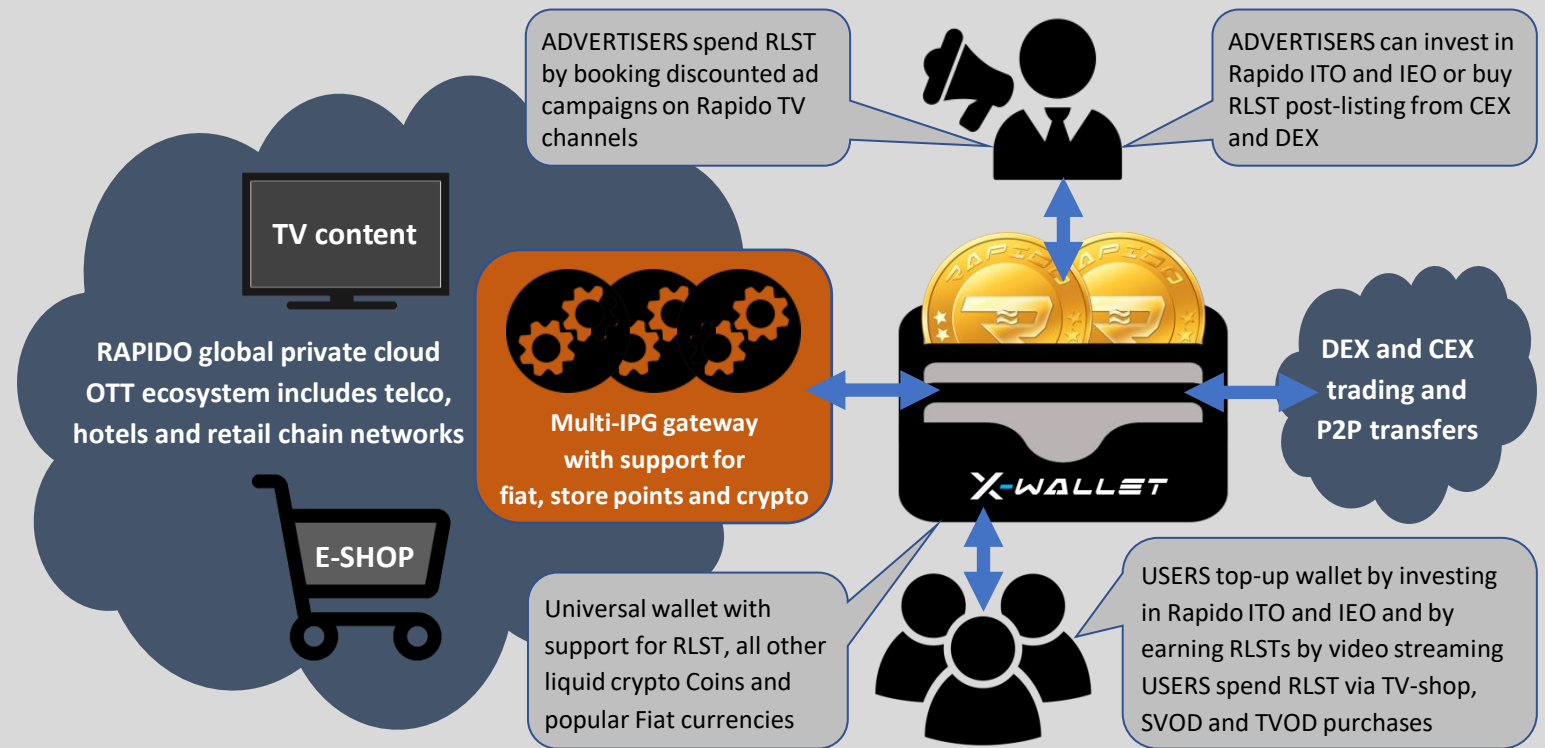
Rapido Tokens can be used to purchase goods or services from the platform at discount driving token liquidity

# RAPIDO TOKEN BASED LOYALTY PROGRAM

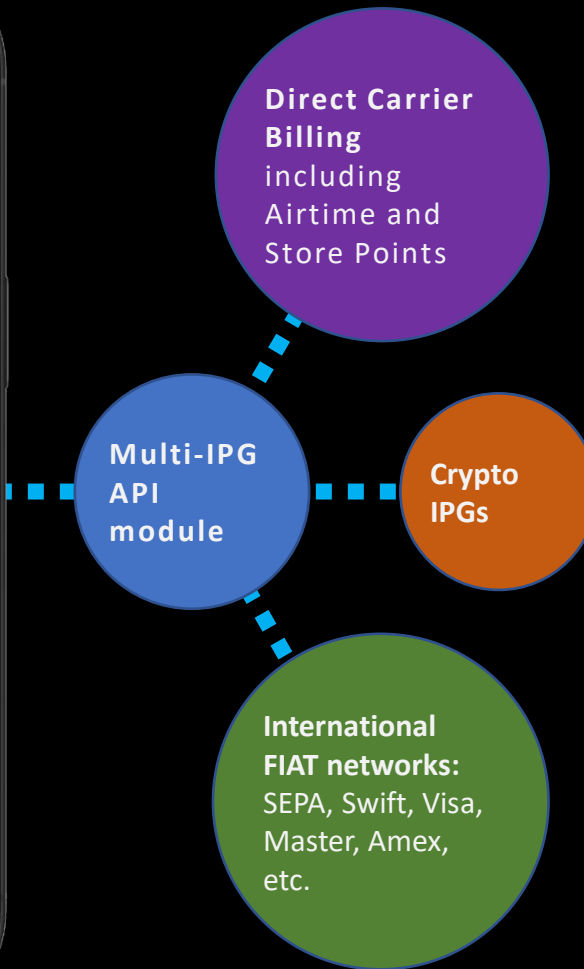
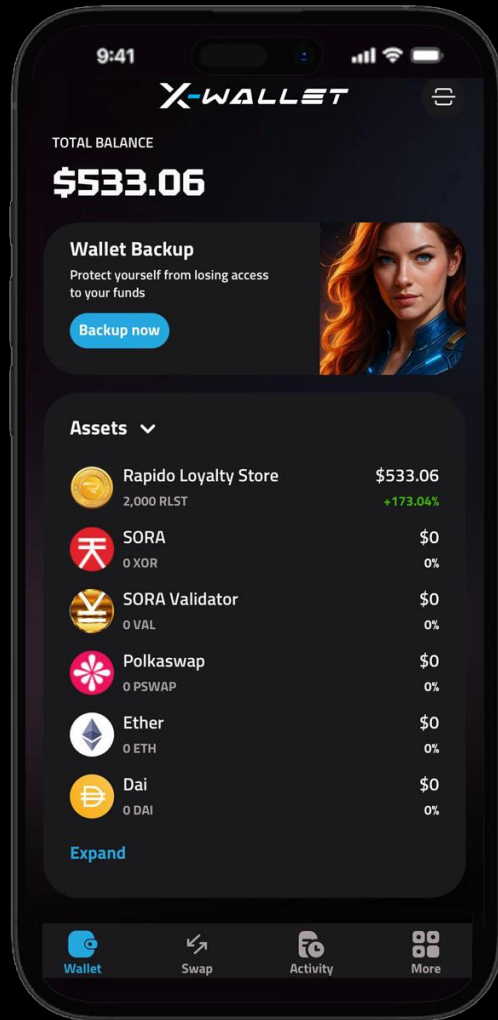
The Rapido Token can be used by **all participants** in the ecosystem:

**VIEWERS | CONTENT PARTNERS | ADVERTISERS | TELCO DISTRIBUTION PARTNERS**

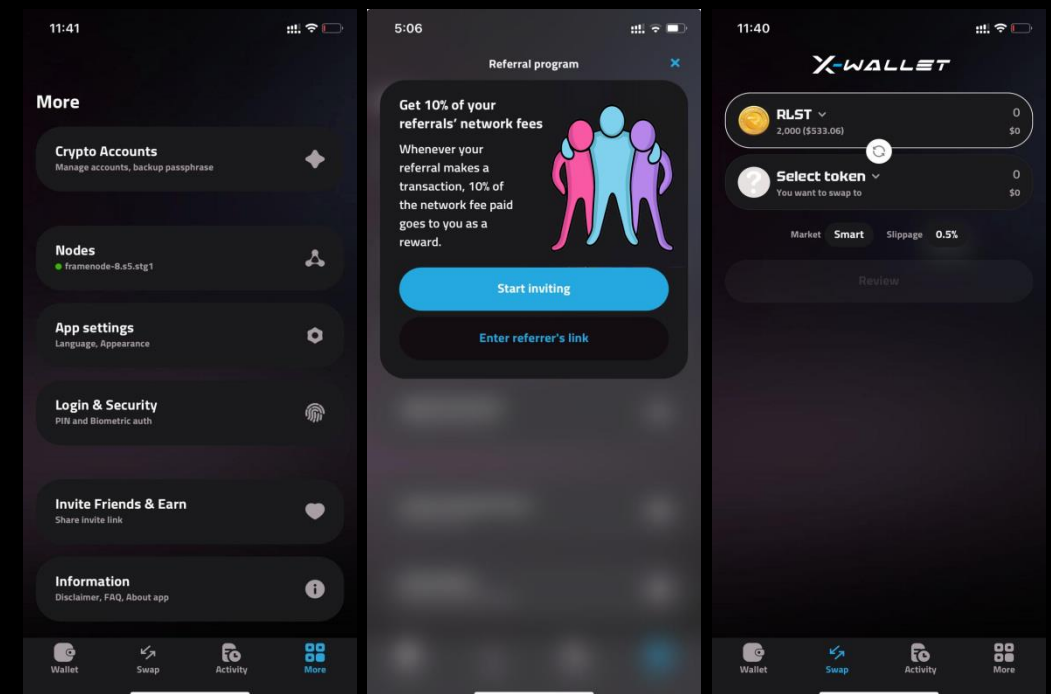
- Viewers earn **Rapido Loyalty Store Tokens (RLST)** for watching ad-funded content or subscribing.
- Tokens are redeemable for premium content purchases and will be **tradable on exchanges**.
- Advertisers and AI content producers receive a discount on rates if they pay in Rapido Tokens.
- Telcos, retailers, hotel groups, and OTT superapp operators can white-label Rapido Token to launch own blockchain based loyalty programs that drive deeper user engagement.



# UNIVERSAL X-WALLET

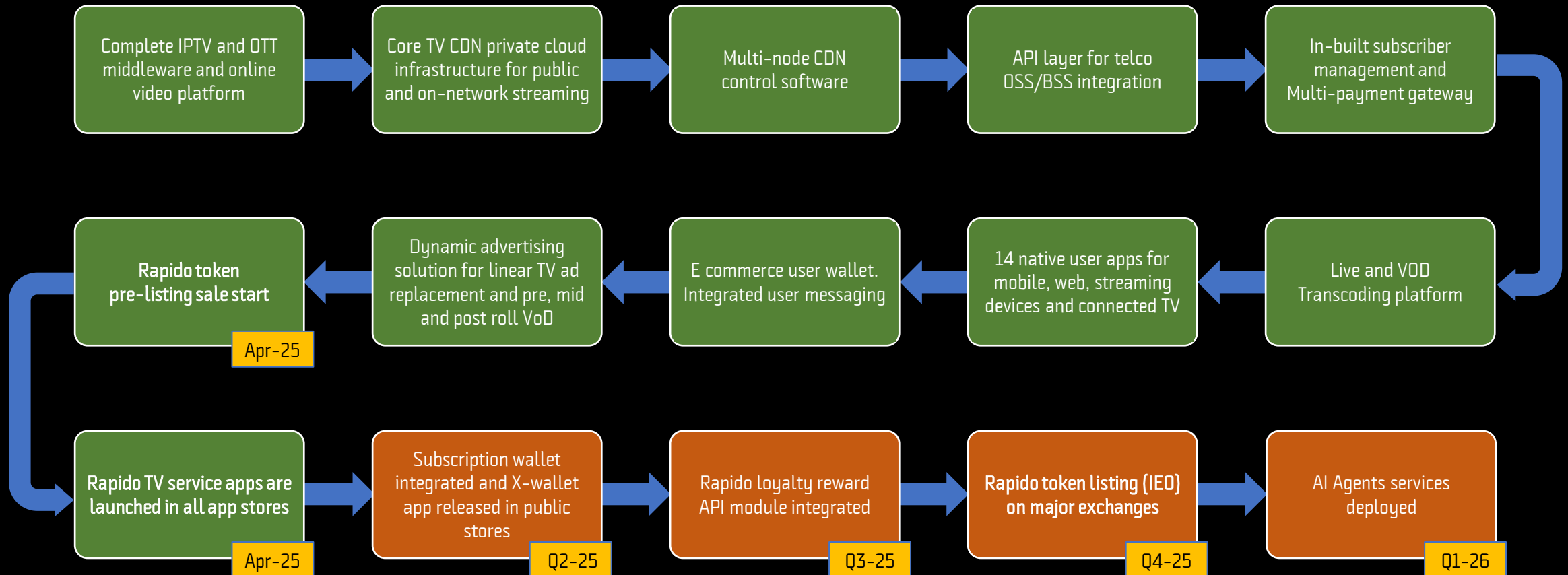


Rapido's universal X-wallet will provide flexible crypto and fiat payment methods with IPG configured per region specific payment requirements. Rapido adopted "X-wallet", Sora.org open source solution. Web, iOS and Android apps are currently in beta testing and will be released in respective public stores in Q2-25.



# ECOSYSTEM ROADMAP

Perception core modules in green developed over 10 years and in commercial use with number of global telcos.

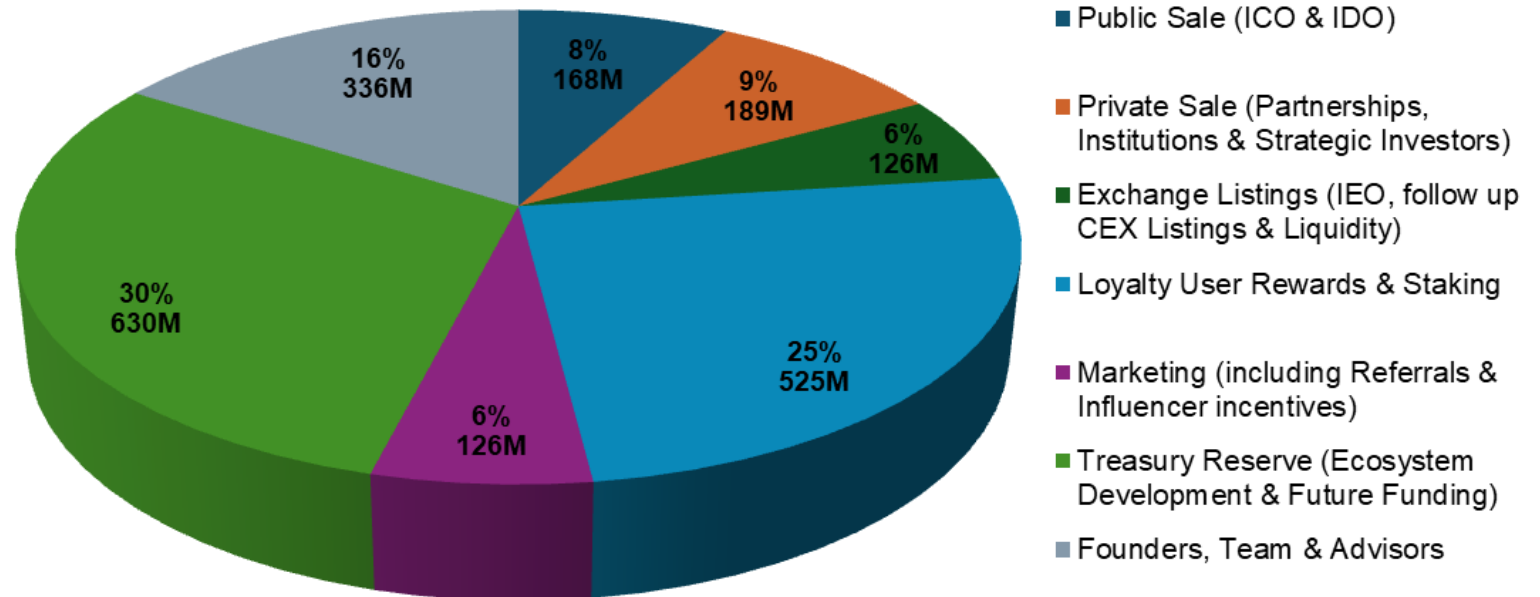




# TOKENOMICS

- Maximum token supply – 2.1B
- Pre-listing 50% discount price – \$0.05
- Listing token price – \$0.10
- FIMA Crypto LLC as our broker
- \$30M+ raise

## 2.1B TOKEN ALLOCATION



### Pre-listing sale starts April '25

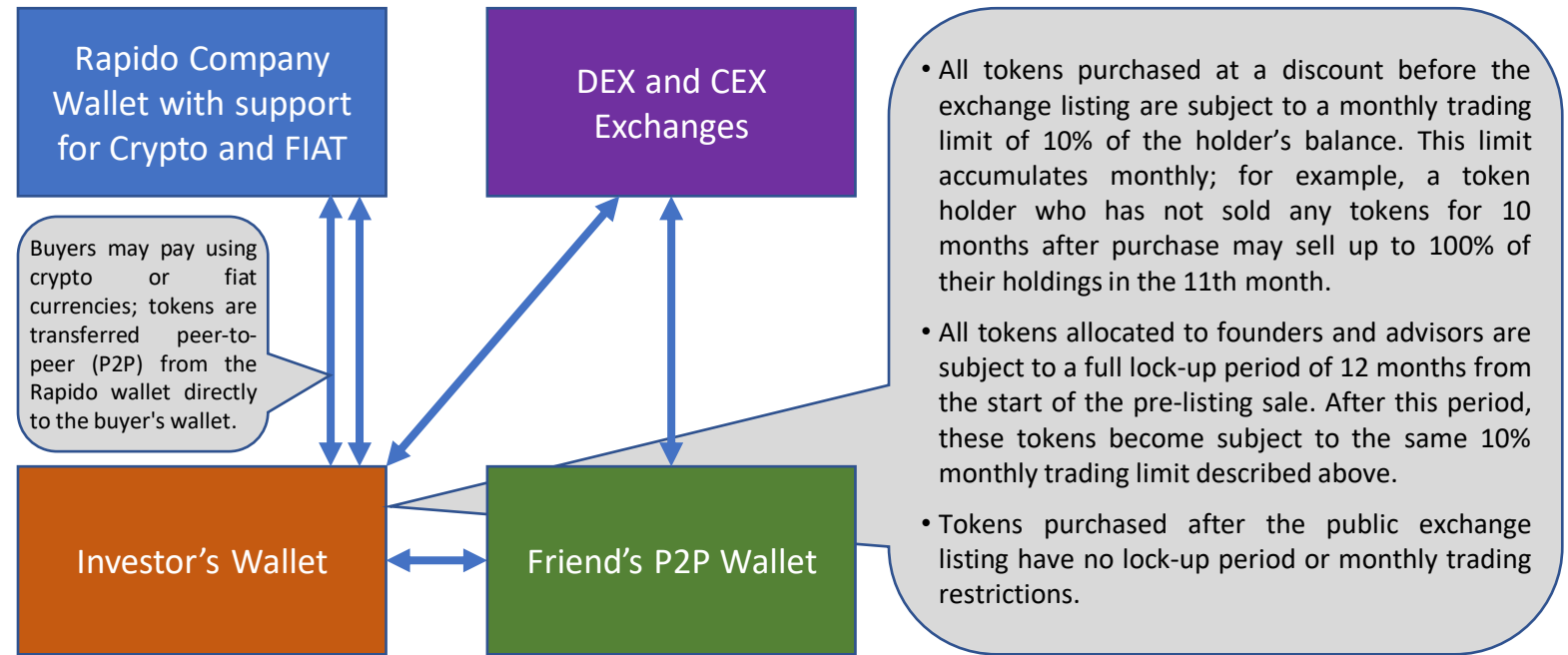
### Exchange listing in Q4 '25

- **Institutional Investors:** Minimum participation is \$5,000, which buys 100,000 tokens at a discounted pre-listing price of \$0.05 per token (50% below the listing price).
- **Personal Investors (Public):** Minimum participation is \$250, which buys 5,000 tokens at the same pre-listing discounted price of \$0.05 per token.
- The public presale may be bypassed if the Institutional Investor presale successfully achieves its targets, allowing the project to expedite exchange listings.
- All tokens purchased at a discount during the pre-listing phase are subject to a monthly selling limit of 10% of the holder's total token allocation. This limit accumulates monthly; for example, if a token holder does not sell tokens for 10 consecutive months following purchase, they are entitled to sell 100% of their holdings in the 11th month.
- All tokens allocated to Founders and Advisors are subject to a full **lock-up period of 12 months** beginning from the pre-listing phase start date (January 25). After this initial lock-up period, these tokens become subject to the same 10% monthly trading limit as described above.
- Tokens purchased after the public exchange listing have no lock-up periods or trading restrictions.

# TOKEN OVERVIEW

- Token maximum supply: **2.1 Billion**
- Initial market allocation: **483 Million**
- Initial token listing price: **\$0.10**
- Pre-listing sale discount: **50%**
- Token type: **Loyalty rewards token**
- Token market branding:
  - Short name: **Rapido Token**
  - Full name: **Rapido Loyalty Store Token**
  - Ticker: **RLST**
  - Token logo icon: 

## TOKEN TRANSACTIONS FLOW



2.1B TOKEN ALLOCATION	%	Tokens	Value @\$0.10
Public Sale (ICO & IDO)	8%	168,000,000	\$16,800,000
Private Sale (Partnerships, Institutions & Strategic Investors)	9%	189,000,000	\$18,900,000
Exchange Listings (IEO, follow up CEX Listings & Liquidity)	6%	126,000,000	\$12,600,000
<b>Total market allocation (ICO+DEX+CEX)</b>	<b>23%</b>	<b>483,000,000</b>	<b>\$48,300,000</b>
Loyalty User Rewards & Staking	25%	525,000,000	\$52,500,000
Marketing (including Referrals & Influencer incentives)	6%	126,000,000	\$12,600,000
Treasury Reserve (Ecosystem Development & Future Funding)	30%	630,000,000	\$63,000,000
Founders, Team & Advisors	16%	336,000,000	\$33,600,000
	<b>100%</b>	<b>2,100,000,000</b>	<b>\$210,000,000</b>

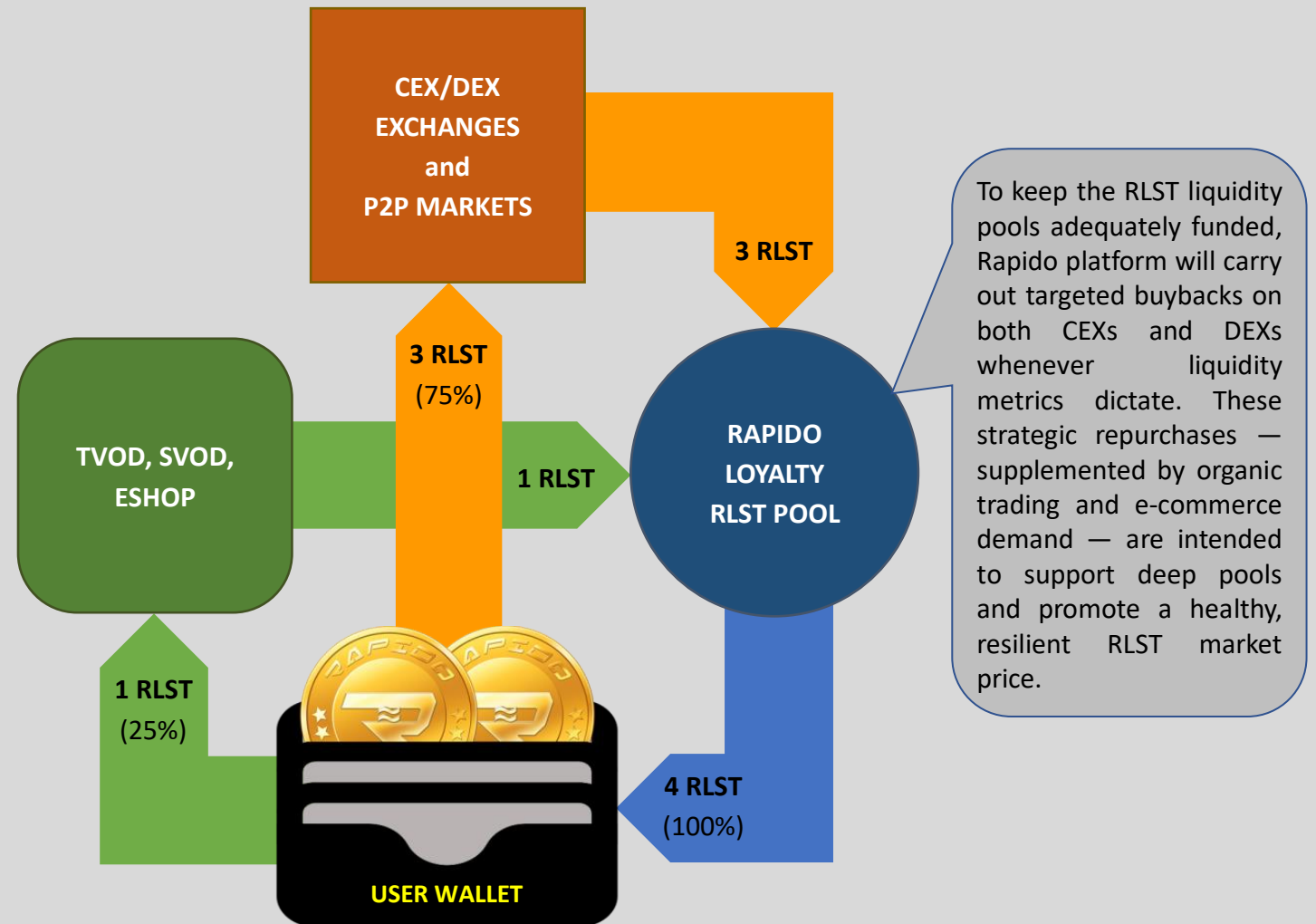
# USER ACTIVITY DRIVES TOKEN LIQUIDITY

To incentivise streaming activity, the reward algorithm dynamically adjusts user earnings based on monthly viewing hours. Users earn a percentage of the net CPM ad income their viewing generates, with increased viewing resulting in higher earnings. Typical reward presets are:

- Up to 10 hours per month: 5%
- Up to 20 hours per month: 7.5%
- Over 40 hours per month: 10%

For example, if a user streams for 40 hours per month, viewing 12 ads per hour (480 ads total), at a net CPM rate of \$8.33 and a 10% reward rate, the user earns \$0.40 per month, therefore 4 Rapido Tokens are transferred to his wallet (token earnout has no lockup).

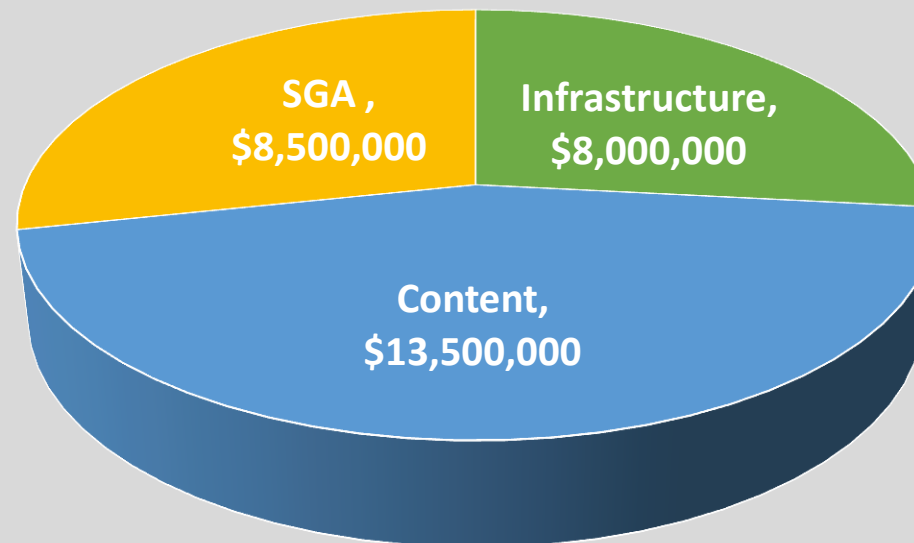
Based on typical user behaviour within the crypto community, it is assumed that approximately 25% of tokens are spent on e-commerce purchases, while the remaining 75% are actively traded on exchanges.



# USE OF FUNDS

- Sales General Admin - \$8.5M - Funding will enable growth of the team, and coverage of increased company operational overheads including private cloud installation logistics costs.
- Infrastructure - \$8M - Funding will enable rapid scale up of global CDN, including expansion of Nvidia A16 video transcoding and H100 AI server farm, including IP transit and Data Centre hosting.
- Content - \$13.5M - Funding will enable major investment into AI generated video content production, and including coverage of content fixed cost licensing and minimum guarantee fees on revenue share deals.

- \$30M total target raise
- 483M total tokens sale offer
- 2.1B tokens hard cap



# EXECUTIVE SUMMARY

- **Next-Gen Streaming Powerhouse** – A bold alternative to YouTube, ready to disrupt the market
- **Battle-Tested Tech** – Proven, state-of-the-art infrastructure powering seamless global streaming
- **Token With Real Utility** – Fuels the ecosystem and rewards every participant
- **Fully Regulated & EU-Based** – Token issued and distributed by a licensed European entity
- **Low-Risk, High-Upside** – Core business in booming streaming market drives organic token demand
- **Early Bird Advantage** – Snap up tokens at a deep discount before public listing







# RAPIDO

## Next-generation TV entertainment & TV commerce

Live TV | AI Video | Gaming | Social Media | Tokenised loyalty scheme | Ecommerce

**RAPIDO MISSION:** Rapido redefines entertainment as a nextgen OTT unified superapp global platform. A multi-play marketplace combining Live TV, VOD, E-gaming, Social Media and E-commerce into a single engaging ecosystem — think of it as the future's answer to YouTube!

To learn more about the Rapido project and Rapido token investment opportunity, please explore the following links:

- [Rapido.tv](#) — Our newly launched B2B2C entertainment platform. Users earn Rapido Tokens — used as loyalty store points — by watching videos.
- [RapidoToken.com](#) — The official website of the Rapido token issuer. Watch the homepage videos for a quick overview of the project.
- [Perception.tv](#) — The tech infrastructure provider behind Rapido, offering CDN, AI, and Blockchain cloud services. Scroll to the bottom of the homepage to view videos explaining the core technology. Perception Group Inc. is the group holding company and seed investor behind the Rapido project.

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