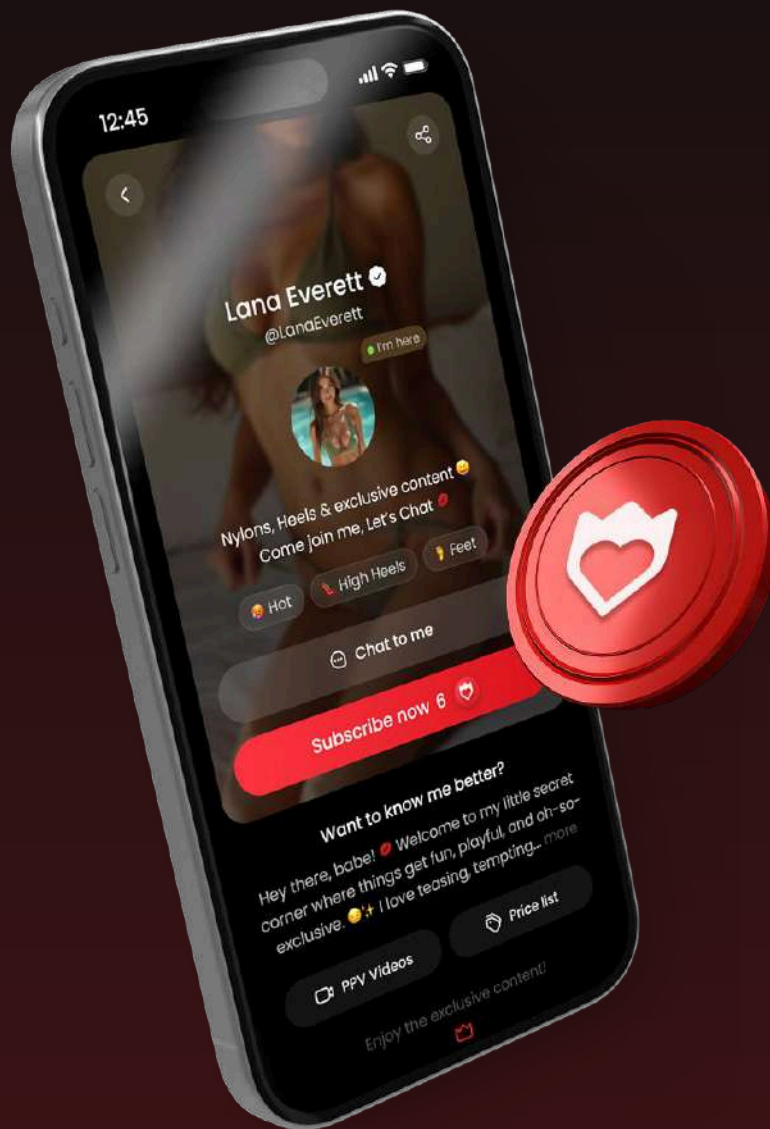




## Whitepaper



# DISRUPTING THE \$85 BILLION CONTENT CREATION INDUSTRY

Issuer of SUBBD Token: SUB3 GROUP LIMITED  
QUIJANO & ASSOCIATES (BVI) LIMITED

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*This crypto-asset whitepaper has not been approved by any competent authority in any Member State of the European Union. The offeror of the crypto-asset is solely responsible for the content of this crypto-asset whitepaper. This whitepaper was released on 26/03/25 and updated on 29/04/25.*

# Abstract

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*SUBBD aims to become the ultimate AI-powered content creation platform offering creators, fans, and AI-driven influencers a seamless way to interact, generate revenue, and engage with tokenized content. The \$SUBBD token underpins all platform activities – from unlocking premium content and paying for AI services to staking for rewards and gaining exclusive access. As part of an \$85 billion subscription-based content industry, SUBBD is reshaping how digital content is created, managed, and monetized by integrating cutting-edge AI technology within a transparent Web3 ecosystem.*

*SUB3 GROUP LIMITED and their directors at Otonom Ltd confirm that, to the best of the knowledge of the management body, the information presented in this crypto-asset whitepaper is fair, clear, and not misleading, and that no omission is likely to affect its import.*

The prospective holder should base any decision to purchase SUBBD Token on the content of this crypto-asset whitepaper as a whole rather than relying solely on the summary. The public offer of SUBBD Token does not constitute an offer or solicitation to purchase financial instruments, and any such offer or solicitation can only be made through a prospectus or other offer documents in accordance with applicable national law.

This crypto-asset whitepaper does not constitute a prospectus as defined under Regulation (EU) 2017/1129 of the European Parliament and of the Council or any other offer document pursuant to Union or national law.

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# Information on the Project

## The Challenge

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The global content creation industry – estimated at \$85 billion – is plagued by:

### 1. Excessive Management Fees & Platform Restrictions

- Creators give away up to 70% of their revenue.
- Arbitrary bans, warnings, and overly strict policies often derail creators' livelihoods.
- Further to this, current platforms lack the necessary tools and benefits to truly support creators in their work.

### 2. Fragmented AI Creation Tools

- Many aspiring AI creators face a tangle of third-party tools, friction in setting up, and inconsistent quality.
- Existing centralized platforms fail to monetize AI-driven experiences in a robust and user-friendly way.

### 3. Limited Payment Flexibility

- Many platforms have strict payment limits or exclude crypto payments, despite rising demand for privacy and security.
- Geographical and banking restrictions hinder creators from reaching global audiences.

# The Solution

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SUBBD responds by providing creators with intuitive, organized structures and advanced technology to help efficiently manage content and subscriber requests, reduce workload, and increase productivity.

We merge **Web3 and AI** to:

- **Empower Creators:** Streamline content production, management, and monetization through AI assistants. Creators keep more of their earnings, free from overbearing management fees or random bans.
- **Enhance User Engagement:** Fans access token-gated content, commission AI-driven experiences, and interact with creators in real time.
- **Bring Frictionless Payments:** \$SUBBD tokens simplify subscriptions, exclusive purchases, remove, and staking, removing many financial barriers of traditional platforms.

# SUBBD Ecosystem

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## 1. Platform

- An AI-driven hub revolutionizing how creators and fans interact. The platform provides Web3 tools to forge direct connections, share exclusive content, and unlock new forms of engagement – all with native token incentives and lower fees.

## 2. \$SUBBD Token

- The core utility token for on-platform payments, content unlocking, staking rewards, and user/creator incentives.

## 3. AI Creators & AI Personal Assistant

- **AI Creator:** Anyone can mint an AI influencer persona, brand it, and earn revenue from it.
- **AI Personal Assistant:** Creators can automate interaction, handle custom user requests, and free up time to produce more engaging content.

## 4. Gamification & Engagement

- **Staking Rewards & XP:** Stake \$SUBBD tokens to earn XP multipliers, which can be used in raffles or for unlocking exclusive content.

# Token Utility

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The **\$SUBBD** token lies at the heart of the SUBBD platform, incentivizing active participation, unlocking premium functionality, and facilitating smooth value exchange. Both fans (users) and creators benefit from holding and staking the token, gaining special privileges and monetization opportunities that go beyond traditional content platforms.

## For Users

- **Access Exclusive Content**

Holding \$SUBBD tokens opens the door to premium, AI-enhanced content and influencer-approved experiences not available to the broader public.

- **VIP Staking Benefits**

By staking \$SUBBD, users get access to free, exclusive daily content which includes exclusive livestreams, behind-the-scenes (BTS) content, and points that can be spent on additional perks.

- **Enjoy Platform Discounts**

Use \$SUBBD tokens to access exclusive discounts on content and subscriptions on the platform. The more \$SUBBD you hold, the less you pay.

- **Earn XP Platform Multipliers**

Staking also boosts users' XP multipliers, translating into greater rewards in raffles, platform games, and other interactive features – further enriching the engagement loop.

- **Early Beta Access**

\$SUBBD holders gain priority entry to upcoming launches and beta versions of the platform, ensuring they are first to experience new creator tools and AI-driven innovations.

- **Loyalty & Rewards**

Regular engagement, such as watching live events or interacting with creator content, is recognized and rewarded with staking bonuses, XP boosts, and other exclusive platform perks.

## For Creators

- **AI-Enhanced Content Creation**

Leveraging \$SUBBD provides access to advanced AI tools that can generate authentic, branded, and customized visuals and scripts for each creator's audience.

- **Create To Earn**

The token underpins multiple monetization routes – subscriptions, pay-per-view (PPV) content, AI-exclusive experiences, NFT sales, tipping, and more – allowing creators to diversify their revenue streams without relying on centralized intermediaries.

- **Shoot Inspiration & Workflow Optimization**

Built-in AI resources streamline editing tasks, refine compositions, and enhance chat flows, reducing the time spent on post-production and management.

- **Seamless Payments**

Fiat or crypto – creators gain the freedom to accept various forms of payment without worrying about provider restrictions or cumbersome processing fees.

- **Maximize Earnings**

With fewer platform fees and direct blockchain-based monetisation, creators retain more of their revenue and maintain control over their brand and content distribution.



- **Exclusive Creator Perks**

Top-performing creators who hold and stake \$SUBBD can earn access to VIP events, networking opportunities, sponsored experiences, and other high-level rewards that facilitate personal and professional growth.

By aligning powerful AI features with a robust token-based rewards system, SUBBD fosters an ecosystem where **both users and creators** benefit from transparent, community-centric engagement. This synergy of content, commerce, and technology sets the stage for a more dynamic, rewarding digital creative economy.

## Lower Fees, Access, Governance

Pay less, get more with \$SUBBD tokens. Use \$SUBBD to access exclusive discounts on content and subscriptions. The more \$SUBBD you hold, the less you pay.

\$SUBBD token holders get early access to everything:

- Beta features
- New creator tools
- Exclusive launchpads
- AI Creator

Use \$SUBBD tokens to boost or sponsor your favorite creators:

- Boosted creators appear higher in discovery feeds
- Boosters could get exclusive perks
- Leaderboards based on community support

\$SUBBD also enables users and creators to help shape the future of the platform by introducing token-based voting mechanics.

- Decide which features to prioritize
- Vote on new creator onboarding
- Choose themes or community events
- Curate which AI creators get featured
- Next HoneyHive members

This governance token utility makes SUBBD a truly decentralized and democratic platform.

# Token Staking

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SUBBD is built on Ethereum, enabling smart contract–powered staking for \$SUBBD holders. By staking tokens during the token sale and beyond, participants can earn a fixed APY that rewards long-term engagement and enhances ecosystem stability.

## How Staking Works

### 1. Stake Your Tokens

After purchasing \$SUBBD, you can lock them into the staking contract.

### 2. Earn Fixed APY

Staked tokens generate a fixed 20% return for the first year. Thereafter, platform benefit staking comes into effect.

## Benefits of Staking

- **Passive Rewards**  
Accumulate additional \$SUBBD without frequent trading or active market participation.
- **Enhanced Earnings**  
Multipliers and other bonus features can significantly elevate your total rewards.
- **Security & Transparency**  
All staking mechanics are governed by an Ethereum-based smart contract, ensuring trust and fairness.
- **Community Growth**  
Long-term commitment to staking helps sustain and strengthen the SUBBD ecosystem for every participant.

## Staking Utility

Once the \$SUBBD token and platform is launched, staking enables fans to get closer to their favorite creators. Staking grants access to:

- Exclusive creator livestreams
- In-house content from SUBBD's top talent
- Daily behind-the-scenes drops
- \$SUBBD staking rewards

Staking also multiplies your XP, which you can use to:

- Enter raffles
- Play platform mini-games
- Win free tokens, merch, or creator perks

# Roadmap

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## Phase 1: Platform Build

- Scope AI Personal Assistant MVP
- Develop AI Voice Cloning MVP
- Create AI Influencer Creation MVP
- Implement AI Image Generation MVP
- Onboard Top 1% Creators
- Smart Contract Development and Auditing

## Phase 2: Development & Presale

- \$SUBBD Token Presale Launch
- Launch \$SUBBD Marketing Campaign
- Integrate AI Personal Assistant
- Refine AI Influencer Creation
- Enhance AI Image Generation
- Launch Beta Platform
- Secure International Ambassadors
- Establish Strategic Partnerships

## Phase 3: Protocol & Marketing

- \$SUBBD Token TGE & Claim
- List on DEXs & CEXs
- Fully Launch Platform
- Host Creator Livestreams
- Continue AI Influencer Optimization
- Advance Image Generation Capabilities
- Introduce HoneyHive
- Release Creators App

# Technical Information

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- **Blockchain**

\$SUBBD is built on Ethereum and is thus EVM-compatible, providing robust smart contract capabilities.

- **Smart Contracts**

Handle token minting, staking rewards, and user interactions. Audits will be conducted by reputable third-party firms to reduce risk.

- **AI Infrastructure**

Proprietary AI models for content generation, chatbots, voice cloning, and object recognition.

- **Security & Privacy**

Decentralized architecture and Web3 standards help protect user data and reduce single points of failure.

# Environmental Impact

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Because \$SUBBD operates on Ethereum's Proof-of-Stake (PoS) network, energy consumption is significantly reduced compared to traditional Proof-of-Work (PoW) systems. PoS requires far fewer resources, resulting in lower environmental impact.

## Team

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SUBBD is developed by a team with combined decades of experience in:

- Content creation & influencer management
- Finance & machine learning
- Web3 technology

While individual team members may remain anonymous or partially undisclosed, they are vetted by the project's management. A global network of contributors, partners, and advisors supports ongoing growth and innovation.

# Token Economics

The \$SUBBD token is central to the platform's value exchange, offering utility across payments, staking, and community rewards.

- **Symbol:** \$SUBBD
- **Total Supply:** 1,000,000,000 tokens (Fixed)
- **Smart Contract Standard:** ERC-20 (Ethereum-based)



# Token Distribution

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Category	Allocation	Token Amount	Description
Marketing	30%	300,000,000	Growing brand awareness, partnerships, and user base
Product Development	20%	200,000,000	Platform upgrades, AI feature enhancements, ongoing innovation
Airdrops	10%	100,000,000	Community incentives, referral programs, onboarding new users
Community Rewards	7%	70,000,000	Engagement rewards, contests, user-generated campaigns
Exchange Liquidity	18%	180,000,000	Ensuring stable liquidity on DEXs/CEXs
Staking Rewards	5%	50,000,000	Rewards pool for stakers and premium membership benefits
Creator Rewards	5%	50,000,000	Incentivizing top creators, AI influencer performance-based bonuses
Treasury	5%	50,000,000	Reserved for future strategic initiatives, expansions, and risk management

# Listing

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\$SUBBD will initially be offered in a public token sale (presale) before listing on decentralized exchanges, such as Uniswap. The final presale price and listing price will be announced closer to the conclusion of the sale. Negotiations with centralized exchanges (CEXs) are planned. Timing and partnership details will be published once confirmed.

# Issuer Information

This whitepaper was issued on 26/03/25 by:

- **Issuer:** SUB3 GROUP LIMITED
- **Incorporation Date:** 26th March 2025
- **Company Number:** 2172616
- **Address:** QUIJANO & ASSOCIATES (BVI) LIMITED, Quijano Chambers, P.O. Box 3159, Road Town, Tortola, British Virgin Islands
- **Managing Director:** Otonom Ltd
- **Contact:** [contact@subbdlabs.com](mailto:contact@subbdlabs.com)

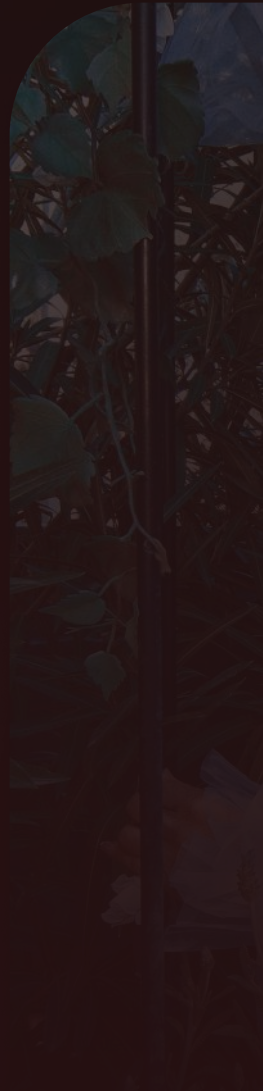
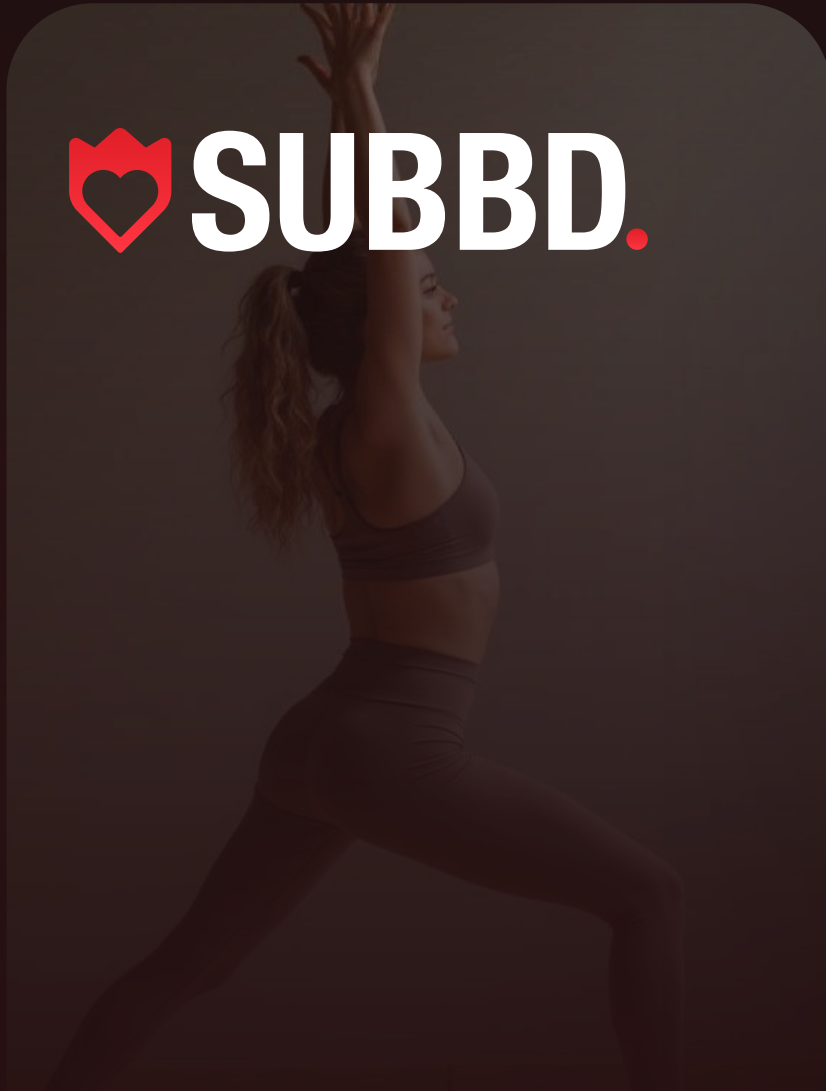
# Risk Disclaimers

- 1. Value Risk:** In the future, SUBBD Token may lose its value in part or in full.
- 2. Transferability:** SUBBD Token may not always be transferable if markets or trading venues become unavailable.
- 3. Liquidity Risk:** SUBBD Token may become illiquid if demand wanes or trading on exchanges is limited.
- 4. Platform Risk:** SUBBD Token may not be exchangeable for the goods or services promised if the project fails or discontinues.
- 5. No Deposit Guarantee:** SUBBD Token is not covered by the investor compensation schemes under Directive 97/9/EC of the European Parliament and of the Council or by the deposit guarantee schemes under Directive 2014/49/EU.
- 6. Regulatory Status:** This crypto-asset whitepaper does not constitute a prospectus as referred to in Regulation (EU) 2017/1129 of the European Parliament and of the Council or any other offer document pursuant to Union or national law.

SUB3 GROUP LIMITED and their directors confirm that this crypto-asset whitepaper complies with MiCA Title II and that, to the best of the knowledge of the management body, the information presented is fair, clear, and not misleading, with no omission likely to affect its import. The prospective holder should base any decision to purchase SUBBD Token on the content of this crypto-asset whitepaper as a whole and not on the summary alone.

Retail holders have a period of 14 calendar days within which to withdraw from their agreement to purchase crypto-assets without incurring any fees or costs other than blockchain transaction fees and without being required to give reasons, except where tokens are already traded on the open market. Once the presale ends and tokens are tradable, no refunds are possible. Refund requests must be emailed to: [refunds@subbdlabs.com](mailto:refunds@subbdlabs.com)

The offer to the public of SUBBD Token does not constitute an offer or solicitation to purchase financial instruments and any such offer or solicitation can be made only by means of a prospectus or other offer documents pursuant to the applicable national law. This crypto-asset whitepaper does not constitute a prospectus as referred to in Regulation (EU) 2017/1129 or any other offer document pursuant to Union or national law.



 **SUBBD.**