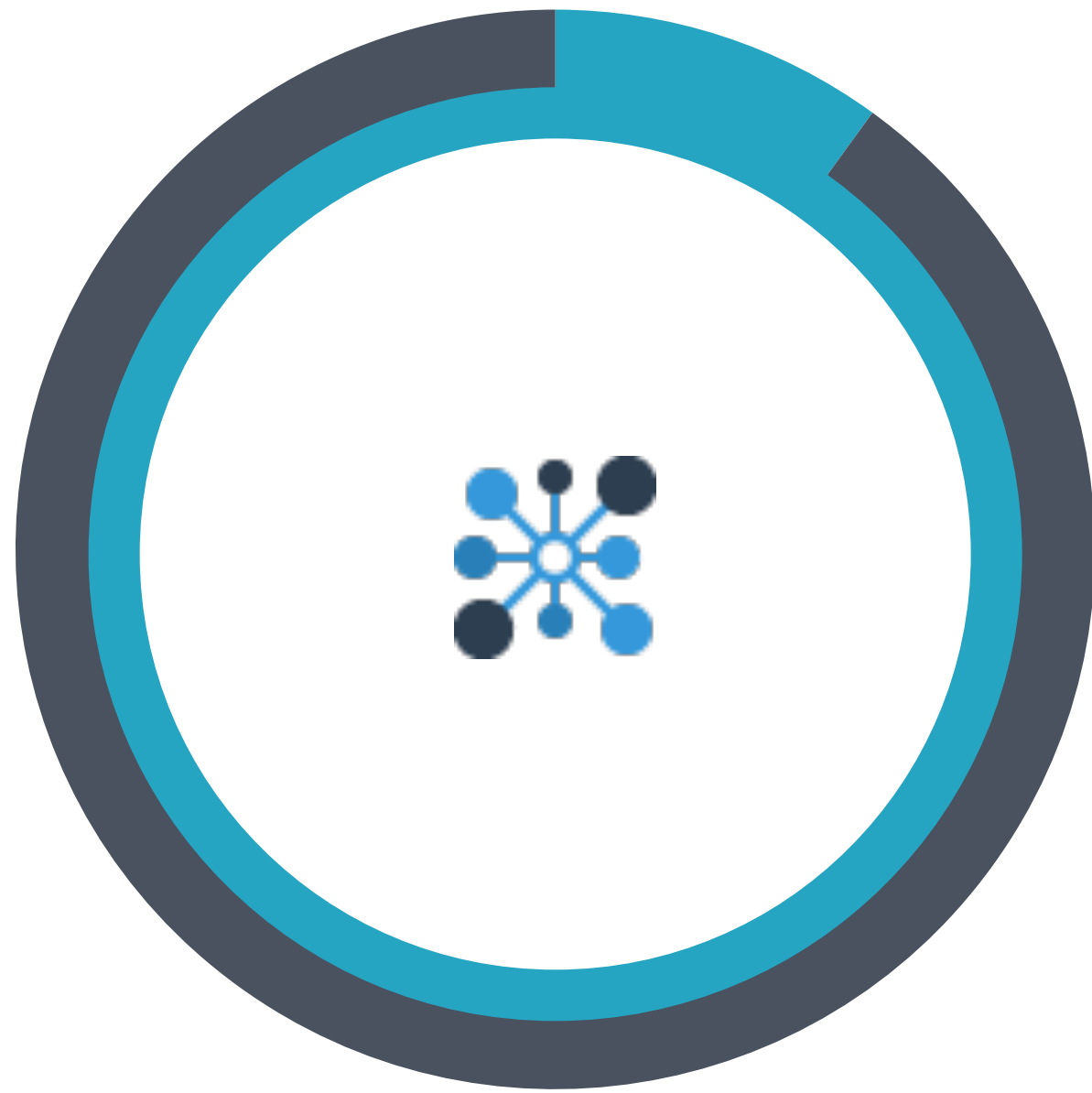




Butterfly Protocol

A Decentralized Autonomous Organization (DAO) for Publishing and More

BFLY TOKENOMICS



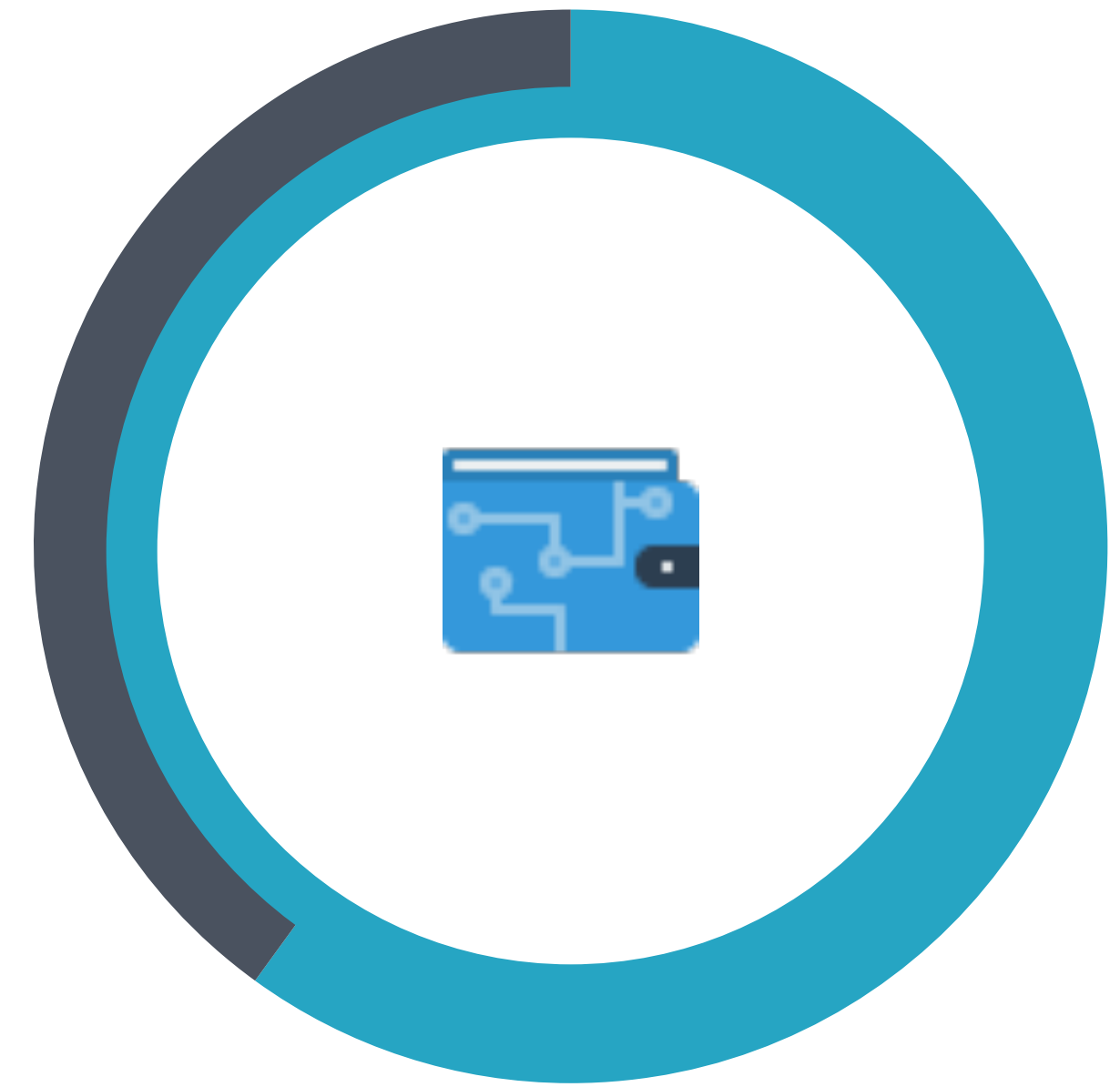
INITIAL TOKEN SALE

The Butterfly Protocol token (BFLY) is initially sold in a series of rounds prior to an exchange listing.



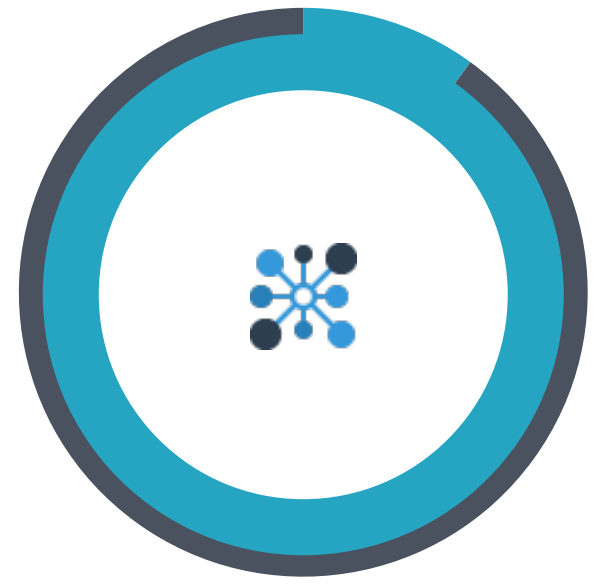
SUPPLY

The BFLY supply is split into 2 primary groups. Initial Supply and Locked Supply which will be unlocked due to market conditions such as increasing Top-Level Domain sponsorship which burns the supply of BFLY.



PARTICIPATION IN THE FUTURE

All Owners of BFLY are automatically staked into the Domain Sponsorship process which means owners will get a supply of subBFLYs each time a Domain is sponsored. See Domain Sales.



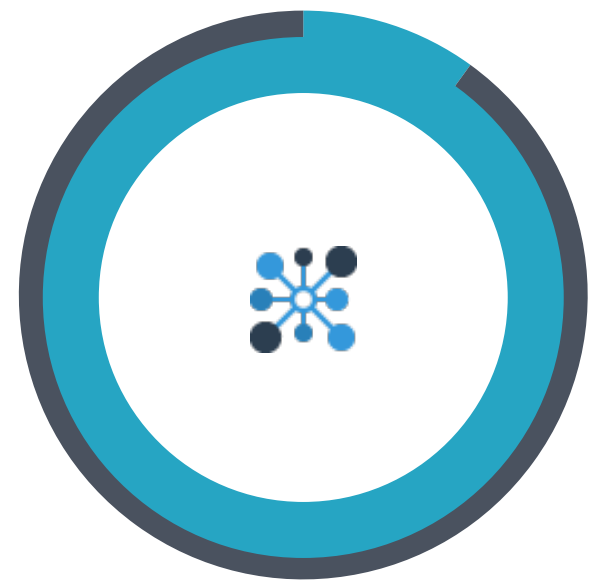
INITIAL TOKEN SALES

Advisor Round : Seed Round : Private Round : Public Round : Uniswap Listing

| Round | Price per BFLY | Total Raise | Unlocked at Token Distribution Event | Tokens Unlocked at Token Distribution Event | Vesting | Weekly Unlock | Total in Round |
|----------------------------|----------------|-------------|--------------------------------------|---|----------------------------|------------------|-------------------|
| Advisory round | \$ 0.13 | \$ 100,000 | 50% | 384615.38 | 12.5% weekly (for 4 weeks) | 96153.85 | 769230.77 |
| Seed | \$ 0.16 | \$ 300,000 | 50% | 937500.00 | 12.5% weekly (for 4 weeks) | 234375.00 | 1875000.00 |
| Private | \$ 0.20 | \$ 500,000 | 50% | 1250000.00 | 12.5% weekly (for 4 weeks) | 312500.00 | 2500000.00 |
| Public | \$ 0.27 | \$ 100,000 | 100% | 370370.37 | | | 370370.37 |
| Exchange price (Liquidity) | \$ 0.34 | \$ 100,000 | 100% | 294117.65 | | | 294117.65 |
| | | | | | | | 0.00 |
| Total | | | | 3236603.40 | | 643028.85 | 5808718.79 |

Key Highlights

- \$1 million hardcap
- Pre-public sales
 - 50% unlock at listing
 - Weekly vesting for 1 month for pre-public sales
- Over 14.5% of Total Available Supply for sales



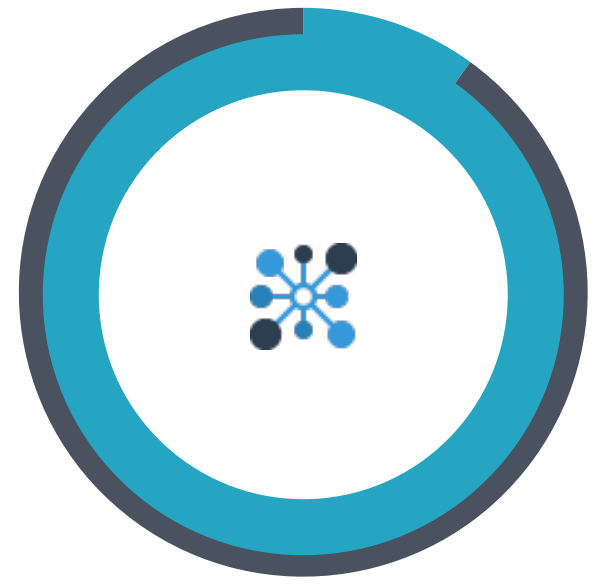
INITIAL TOKEN SALES

Market Caps

| | Market Cap |
|---|----------------------|
| Total mcap (excl liq) | \$ 470,797.72 |
| Total mcap seed | \$ 517,856.54 |
| Total mcap private | \$ 647,320.68 |
| Total mcap public | \$ 873,882.92 |
| | |
| Weekly unlocks value at Public price | \$ 173,617.79 |

SUPPLY IS BROKEN OUT IN 2 PIECES – **CURRENT** AND **FUTURE SUPPLY** FOR NETWORK USE

The total supply supports the need for using BFLY to sponsor Top-Level Domains (TLD). Every 100 TLD's that get sponsored currently results in approximately 1 million BFLY being burned. Over several years, this can decrease overall supply significantly.



SUPPLY

The supply is broken down into 2 groups. *Locked for Future Use* and *Available Supply*

| | | Percentage of total | Percentage of non-long-term lockup |
|---------------------------------|-----------------------|---------------------|------------------------------------|
| Total supply | 100,000,000.00 | | |
| Available Supply | 40,000,000.00 | | |
| Advisory sale | 769,230.77 | 0.77% | 1.92% |
| Seed | 1,875,000.00 | 1.88% | 4.69% |
| Private | 2,500,000.00 | 2.50% | 6.25% |
| Public | 370,370.37 | 0.37% | 0.93% |
| Liquidity (Uni) | 294,117.65 | 0.29% | 0.74% |
| Extra liquidity (locked) | 683,334.00 | 0.68% | 1.71% |
| Team | 7,000,000.00 | 7.00% | 17.50% |
| Advisory | 2,500,000.00 | 2.50% | 6.25% |
| Marketing and operations | 7,000,000.00 | 7.00% | 17.50% |
| Development fund | 5,007,947.21 | 5.01% | 12.52% |
| 1 Year Reserve for Burn | 12,000,000.00 | 12.00% | 30.00% |
| Longer Term Lockup | 60,000,000.00 | 60.00% | |

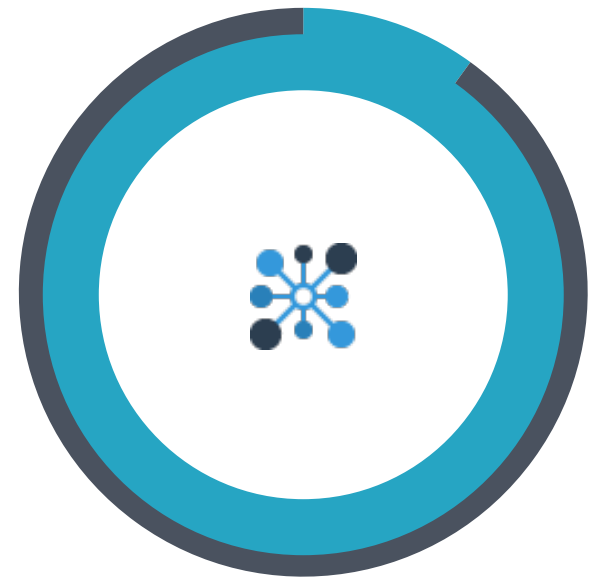




SUPPLY: 1-YEAR AVAILABLE BURN

As TLD's are sponsored, they burn up supply. Rather than wait until a significant amount is burned and then refreshing supply, these are used to stabilize exchange traded supply so that significant swings don't occur in the market by pushing large amounts in.

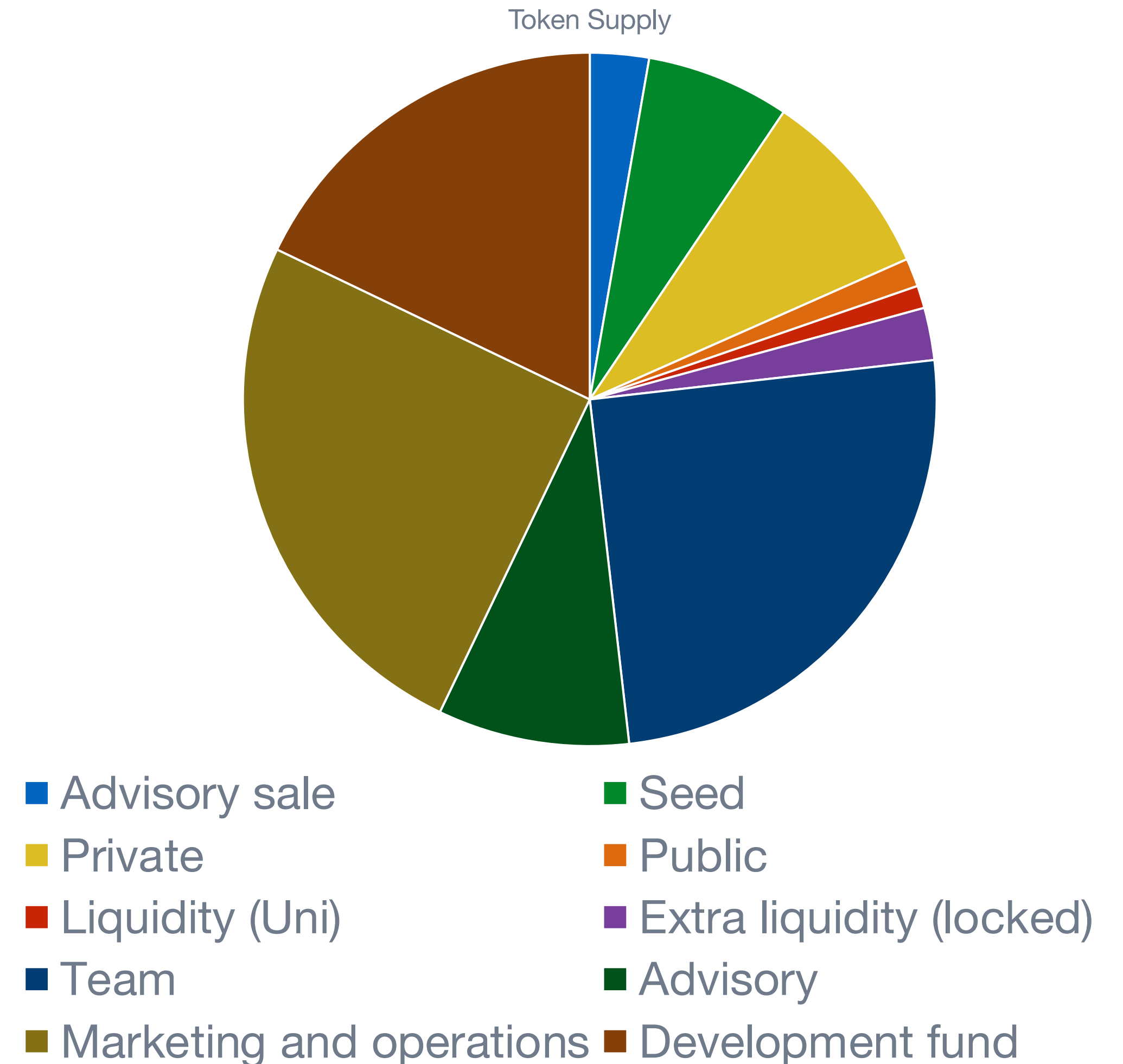
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SUPPLY

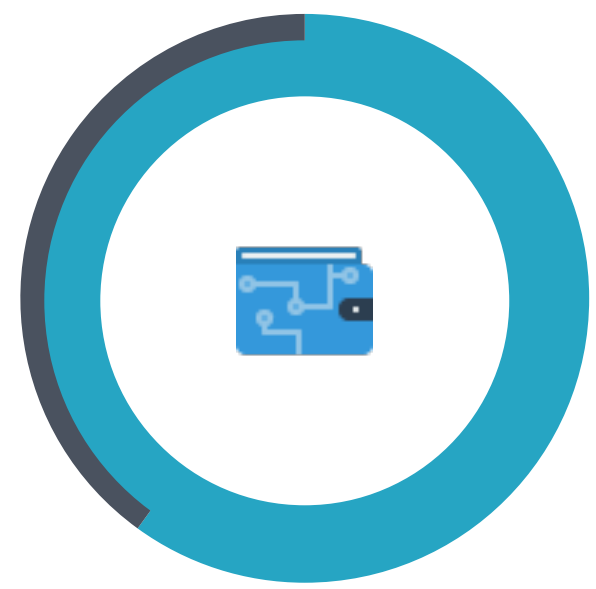
Initial Burn Tokens removed

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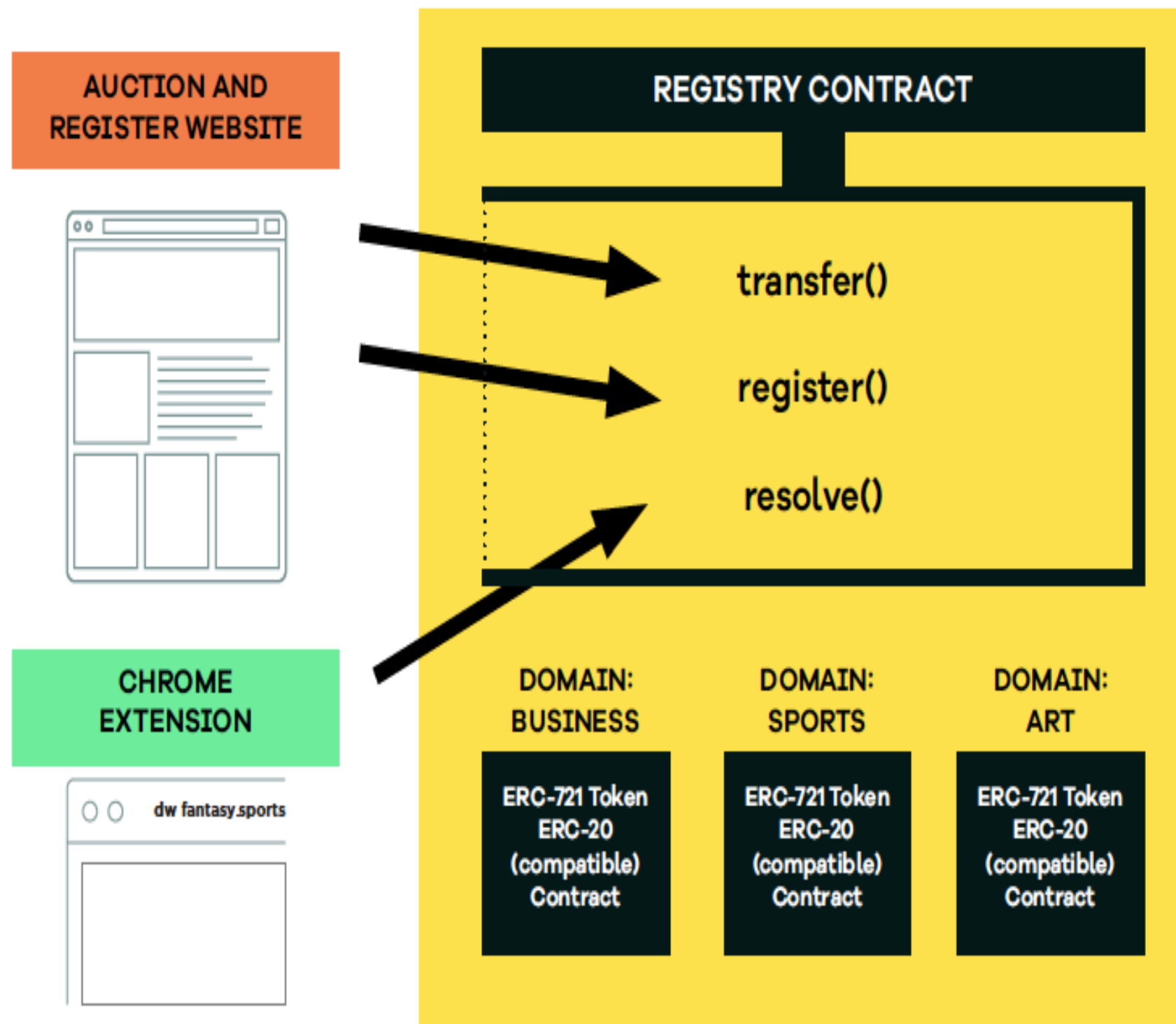


DOMAIN SALES

BFLY are **BURNED** EVERY TIME A TLD IS SPONSORED



PARTICIPATION IN THE FUTURE: TOP LEVEL DOMAINS ARE **SPONSORED WITH BFLY TOKENS**, SUBDOMAINS ARE **PURCHASED WITH SUBBFLY TOKENS**



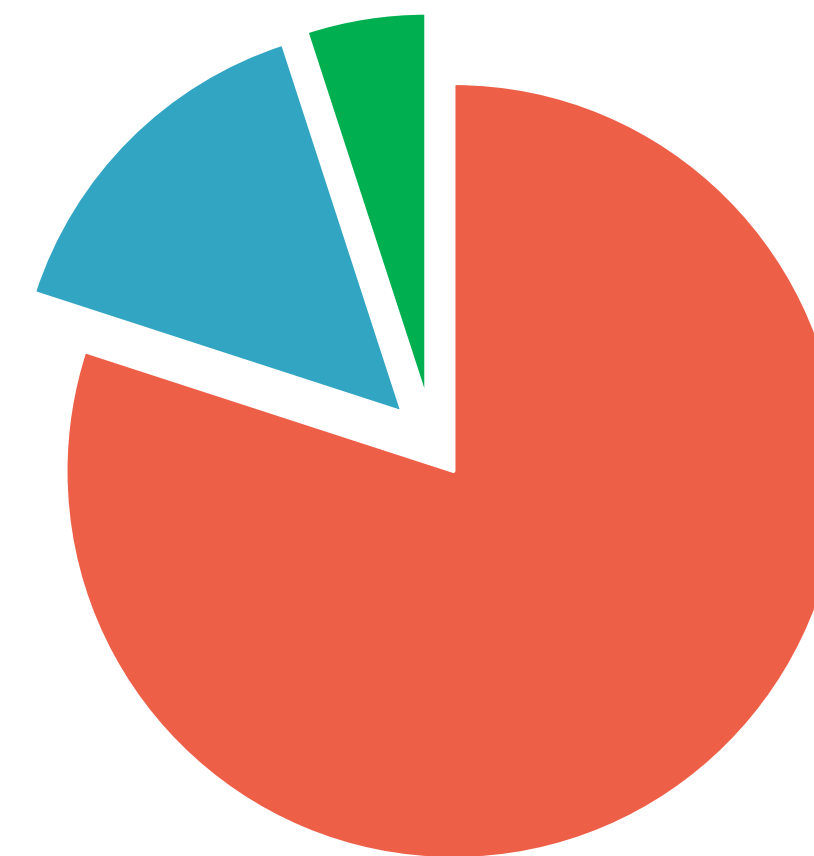
Top Level Domains (TLD) are represented by a single ERC-721 contract called “RegistryToken” on the Ethereum blockchain.

When the TLD is created, a supply of ERC-20 tokens are also created to be used for buying subdomains of the TLD.



100 MILLION BFLY
TOKENS ARE
CREATED FOR
SPONSORING TLDs

10 MILLION SUBBFLY
TOKENS CREATED
AT TLD SPONSOR
EVENT



-  **UNCAPPED AUCTION: 80% of ERC-20 Tokens**
subBFLY tokens are created when a TLD is sponsored
-  **BFLY OWNERS: 15% of ERC-20 Tokens**
All BFLY owners at the time of TLD sponsorship receive prorated airdrop based on their percentage
-  **TLD SPONSOR: 5% of ERC-20 Tokens**
Sponsor of a TLD gets this batch for sponsoring



ETH
contributed by Bidder

=

% Tokens
Received by a Bidder

Total ETH
contributed

ERC-20 AUCTION FOR 10 MILLION SUBBFLY OVER 10- DAY PERIOD

- Bidders contribute ETH to a buying pool of the ERC-20 subBFLY tokens
- Each auction lasts 10 days with bidders able to increase their contribution during that time
- At the end of the 10 days, bidders will be distributed their percentage of the 10 million subBFLY tokens

