

GLOBAL PETS WORLD

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ABSTRACT

Since the invention of blockchain technology in 2009 it has steadily increase in popularity and the ecosystem has increased in value. Despite criticism and challenges it is still on the ascent, though a very small fraction of the global population is involved in this economy. Furthermore, as shown by usage statistics, most tokens in the crypto economy are not utilized in practical and “real world” business, and there is still a massive opportunity for adoption and growth.

The PETS WORLD ecosystem has been designed as a bridge between blockchain technology and a conventional use case that will appeal to a new audience. PETS WORLD offers a community and facilities that allow pets of all descriptions, along with their owners and other pet lovers to socialize and be pampered in the style they would like to become accustomed to.

Membership of the community is presented in a tiered fashion, with the holders of PETS WORLD NFTs enjoying their relevant membership class. Within the PETS WORLD Community payments for goods and services will be conducted in PETS WORLD Tokens.



INTRODUCTION TO NFT

“Non-Fungible Tokens”, or NFT, are unique and non-interchangeable units of data stored on a blockchain. NFTs typically represent a right, a virtual or a tokenized physical asset.

The rate of change in our modern world is orders of magnitude faster than that experienced by humans since our emergence thousands of years ago. Technology is the driver of this change.

Today we are seeing acceleration in the rate of change driven by several emerging technologies, including global Internet, AI, Machine Learning, Data Science and Decentralised Ledger Technology (DLT) or Blockchain. The combination and convergence of these are creating new business models and massive disruptions to the status quo across multiple industry verticals and society as a whole.

NFT, or "Non-Fungible Tokens" are assets that are each unique. NFT can be associated with real-world objects in a legal and usable relationship. NFT provides the owner of native digital assets (assets only exist in or originate from the digital world) or physical assets (provided there is an adequate legal basis) with proof of ownership, which can live outside of a centralized server or repository.

In Economics, fungible assets refer to assets such as currencies, stocks, bonds and precious metals. Fungible assets are divisible and interchangeable. Assets of the same nominal value and attributes can be considered the same. In this sense, they are more of a symbol and assets themselves don't carry much value. Non-fungible assets, such as houses, cars, furniture, artwork, data assets and the vast majority of other assets, are neither divisible nor interchangeable. It's rather obvious that most assets in the real world are non-fungible, such as artwork, video game items and IDs.

Non-Fungible Tokens or NFT became a phenomenon across crypto communities and projects in the first quarter of 2021. Their market capitalisation has been steadily rising and reached \$20B by December of 2021. It is slated to grow massively in future as blockchain based gaming and the art user base expands. For these reasons alone, NFT will gain further adoption and usage with time.

NFT even have the ability to earn their owners a lot of money. There have been some examples of NFT where the owners have made an insane amount of money by selling art that might not have amounted to any significant value in any other context. A good example of this is a gamer selling “The Secrets of Satoshis Tea Garden” for \$80,000. The gamer purchased 64 lots in a decentralized virtual land platform, combined them into a single estate and created an NFT for it, which became highly desirable due to its digital scarcity, its desirable location and road access in the game. Similarly, another investor sold a piece of a digital Monaco racing track in the F1 Delta Time game. The NFT of the piece of track allows the owner of the NFT to receive 5% dividend on all races that take place on that track.



Value of NFT

- **NFT revolutionizes traditional fine art trading models**

Digital art generally refers to artistic work created using digital technology. Unlike traditional artwork, digital art is more flexible when it comes to the form of expression. The native carrier of digital art is data. As the carrier of digital art, data can be easily replicated and spread but lacks provable asset properties. This leads to the biggest difference between digital art and traditional art business models: when it comes to traditional fine art, one can trade the actual art work, whereas it is difficult to trade digital art work. The way in which digital art works are distributed also leads to copyright issues, as the copyright information is easily lost in the process of dissemination. Sometimes digital users and art lovers struggle with payments, which are often international in nature. It is also difficult for traditional institutions to provide a marketplace for such trading. NFT serves as an 'asset entity' for digital art by mapping to the file of a certain digital artwork, with a registered copyright on a blockchain, making it a perfect digital art carrier. In today's market we are seeing NFT being combined with digital art, creating a new business model where NFT is traded as the proof of ownership and the digital artwork itself.

- **Innovative circulation, collecting, use and flexibility**

NFT has scarcity and asset properties. NFT becomes a digital collectible as it maps the data and transactional history. As with traditional collectibles, people collect for passion, social needs, cultural identity, and investment purposes. Collectors are often able to reach a consensus within the same culture circle and are willing to pay a lot more than non-collectors can imagine for a rare collectible. This phenomenon is no news in many culture niches (e.g. fan economy and audiophiles), and the NFT crypto collectibles market is no exception.

- **Achieving artwork traceability**

In the traditional collectibles market, there is often a concern that when one purchases an artwork, the item may be judged lesser or a fake by an authenticator and thus lose its value. In the real world, people's judgments are easily influenced by others. The cost of authentication can be significant. Public opinion also plays a role, because sometimes the price of an item can change drastically because of a comment by a celebrity.

NFT differs greatly in that its authenticity and provenance cannot be questioned. Once the NFT is created and registered on the blockchain, all transactional data thereafter can be verified publicly and independently. Since the data can't be tampered with due to the imbued blockchain properties, its authenticity can't be challenged, and its transactional history grows stronger with time.

- **Building a new incremental art market**

As of March 2021, the cumulative trading volume of NFT artworks had reached \$546 million. The NFT industry continued to thrive in 2021, showing significant growth in the transaction volume,



number of active wallets and number of traders compared to Q4 2020, including a 2,053% increase in transaction volume and a 129% increase in the number of traders. By the end of 2021 the NFT market had climbed to \$41 billion.

NFT today

- **Policy: Blockchain technology is now a factor in global competition.**

President Xi Jinping noted at the 18th Collective Study of the Chinese Political Bureau that blockchain should be an important breakthrough for independent innovation of core technologies and urged the country to accelerate the development of blockchain technology and industrial innovation. Although the majority of nations across the world are cautious about cryptocurrencies, most of them now support the application of blockchain technology.

- **Economy: Significant year-on-year increase in the number of traders and trading volume**

By November 2021, there were more than 799,623 active wallets and more than 756,135 buyers on NFT marketplaces, with 10.99 million transactions. Growth has been rapid across the sector and community activity also increased significantly. With countless application and technology possibilities, NFT should become increasingly attractive as we move toward the Metaverse era.

- **Culture: More and more people are noticing NFT applications**

The number of search queries for NFT increased dramatically in 2021. According to Google Trends, the number of search queries or keywords "NFT" and "Non-fungible token" increased greatly in 2021, indicating the growing popularity and visibility of the NFT ecosystem.

- **Technology: NFT is being used in many areas in real life**

The blockchain-based NFT was created to give digital assets a unique marker. NFT provides a cross-border clearing and settlement platform, enabling non-fungible digital assets to be exchanged on a P2P basis. NFT is valuable because of its authenticity, transferability and ownership security. The strongest interest in NFT is being shown by people in China and Singapore. NFTs can include music, art, collectibles, gaming assets, fantasy sports, financial assets, and more.



GLOBAL PETS WORLD GROUP and AMMBR GROUP are pleased to introduce a novel theme park and leisure project in Hong Kong with plans to expand globally

PETS WORLD

PETS WORLD is a novel yet classic theme park and membership club concept that leverages leading edge Distributed Ledger Technology (DLT) to scale customer engagement, raise funding, and operate club memberships, rewards, access control and internal club payments.

At PETS WORLD we welcome pets of all descriptions, along with their owners and other pet lovers. Fun and engaging activities, accommodation and products will be on offer, all designed to include pets and make them feel special. Pet owners will be able to bring their beloved pets to socialize and be pampered in the style they would like to become accustomed to.

PETS WORLD will include a luxury hotel and spa facility, with full boarding for when the pet owner needs to travel. Both owners and pets can enjoy the spa facilities, where therapies such as hydrotherapy, acupuncture and therapeutic ultrasound will be on offer. The park will also house a state-of-the-art veterinary clinic.

There will also be a Pet Crematorium and Columbarium so that pets can be seen off with dignity and remembered in perpetuity by their owners.

A healthy and wholesome outdoor environment will include safe areas for wandering and play, various rides, and games, as well as group classes to engage and stimulate pets and owners in a social and friendly community that shares a love for animals.



EXECUTIVE OVERVIEW

Globally, 57 percent of consumers own pets according to a GfK SE survey (Gesellschaft für Konsumforschung or Society for Consumer Research) published in Petfood Industry.com. Dogs are the most popular pet globally, owned by 33 percent of respondents, with cats next at 23 percent. The listing continues: Fish (12 percent), birds (six percent), and other pet types (six percent). Argentina (82 percent), Mexico (81 percent) and Brazil (76 percent) have the highest rates of overall pet ownership among the 22 countries surveyed, with dogs being the most popular pet in all three nations. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey, UK and USA. The US ranks fifth for pet ownership and third when it comes to owning cats. Almost three-quarters (70 percent) of US consumers have at least one pet, with 50 percent owning dogs and 39 percent cats.

The latest data from the Hong Kong Agriculture, Fisheries and Conservation Department, estimated that 11%, or 264,000 of the total 2.4 million households in Hong Kong, presently keep a pet dog or cat. The lower average is linked to smaller living spaces. However, statistics are showing a steady increase in pet ownership, and the amount spent on their upkeep.

This data clearly shows the universal appeal of owning a pet. Yet many establishments deny entry to pets. That is about to change with the establishment of PETS WORLD.

The first PETS WORLD theme park will open its doors in 2024** in Hong Kong. Thereafter a series of PETS WORLD theme parks will be built in other locations, provisionally Florida, the Greater Bay Area of China, Singapore or Malaysia, Tokyo, Japan, London, England, Paris, Beijing, China, Hangzhou, China, and Mumbai, India.

- ** Specific land for the project in Hong Kong is currently under review. Final decisions and purchases will be completed within Q2 of 2022.
- Architectural designs will be approved by Q4 of 2022.
 - Construction will begin in Q1 of 2023.

VISION

PETS WORLD aims to provide a safe, welcoming, and entertaining experience for pets and pet owners, where they can be free to enjoy the facilities and services on offer and enhance their quality of life together.



THE PETS WORLD MEMBERSHIP NFT

PETS WORLD Club Memberships will be enclosed in a ERC721 Non-Fungible Token (NFT), which will be sold to the public via an Internet site.

Buyers of these membership NFTs will pay and receive the NFTs into their PETS WORLD WALLETS.

Upon entering PETS WORLD or interacting digitally with PETS WORLD online sites or facilities at touch points, members will do so using their wallets. The wallet will communicate the held NFT to the touch point, identifying the member and the level of membership.

Club Memberships will be tiered as follows.

1. Diamond
2. Ruby
3. Emerald
4. Paraiba
5. Sapphire
6. Aquamarine
7. Garnet

Memberships will be tied to digital tokens (PETS WORLD NFTs) that can be sold and transferred on a decentralised secondary market. The same marketplace and tokenization platform will also allow PETS WORLD to create a range of digital assets including memorabilia, eBooks, videos, and music, and to then have members and fans trade those digital assets.

PETS WORLD will only be accessible by presentation of a valid membership NFT.

Access control will require the presentation and validation of membership, ensuring security of the venues. Individual facilities within the park can make use of this to sell premium access to only a small and controlled number of users.

Membership NFT Schedule

Membership	Theme Park	Products	Events	
	<i>Discount on Entry</i>	<i>Discount on Products</i>	<i>Access</i>	<i>Behind the Scenes</i>
Diamond	80%	25%	Full	Full
Ruby	60%	20%	Full	Partial
Emerald	40%	15%	5 per annum	By Invitation
Paraiba	30%	5%	3 per annum	None
Sapphire	20%	Free shipping	None	None
Aquamarine	10%	Free shipping	None	None
Garnet	5%	-	None	None



Pricing Table

Level	Membership	Issued Number of NFT	NFT Price
1	Diamond	200	\$99,000
2	Ruby	500	\$45,000
3	Emerald	1,000	\$20,000
4	Paraiba	3,000	\$7,500
5	Sapphire	10,000	\$1,500
6	Aquamarine	50,000	\$500
7	Garnet	200,000	\$99

THE PETS WORLD CRYPTO TOKEN

Across all PETS WORLD Parks and online sites, the PETS WORLD Crypto Token will be the native payment and rewards token. It will allow the creation of an ecosystem, with multiple parties buying, selling trading, and interacting.

Payments inside the PETS WORLD theme park and its facilities, as well as online stores, will be hybrid in nature, but will focus on the use of the native and themed PETS WORLD token. This token will be created to also drive engagement and value creation. It will also result in significant transactional security enhancements and transaction cost reductions.

PETS WORLD NFT Holders will receive the following discounts on PETS WORLD Tokens

Level	Membership	Discount to Price
1	Diamond	80%
2	Ruby	60%
3	Emerald	40%
4	Paraiba	30%
5	Sapphire	20%
6	Aquamarine	10%
7	Garnet	5%

All discounted tokens will vest over 6 months, with release of 16.6% of tokens purchased released every 30 days.



TOKENOMICS

This tokenomics is subject to change, so kindly take note of this.

Total Token Issuance: 1,000,000,000,000,000

Allocations:

• Early Supporters / Marketing:	100,000,000,000,000	10%
• Founding Team:	200,000,000,000,000	20%
• Project Development:	200,000,000,000,000	20%
• Public Sales / Community Development:	200,000,000,000,000	20%
• Reserve:	300,000,000,000,000	30%



Roadmap

- Q4 2021: Project Announcement
- Q1 2022: Project Launch
- Q1 2022: NFT Memberships Launch
- Q2 * 2022: Crypto Token Launch
- Q2* 2022: Hong Kong Land Purchase
- Q3 * 2022: Construction Planning Stage Commences
- Q3* 2022: Construction Tender Publishes
- Q4* 2022: Membership Portal and App Launch
- Q4 2022 Launch of the Virtual Pets World
- Q1 2023: International Projects Begin
- Q1 2023: Construction Tender Awarded
- Q2 2023: Hong Kong Theme Park Construction Commences
- Q3 2024: Hong Kong Theme Park Opens



Team

Mark Chan Yan Tak

Mark is a successful entrepreneur, CEO, Executive Director and Chairman of the Board of a listed Hong Kong entity. His latest venture, operating in the health and supplements industry for pets and humans, led him to conceiving of and launching Global Pets World Holdings and the Pets World project.

Mark has been in this space for over 15 years, with extensive experience in product development, brand building, marketing, advertising, and retail operations.

Rakesh Rajagopal

Rakesh boasts an accomplished career in private banking, commodities, precious metals, and gemstones with companies like Sacvinam Global and Poly Resources (part of the Chinese conglomerate), Upbest Precious Metals. In 2011 Raj was invited to join the Canadian Imperial Bank of Commerce in the role of director of private banking. Other than operational involvement in their technology ventures, Raj owns a portfolio of mining interests with his partner, Derick Smith. In recent years he has co-founded several technology ventures, first in telecoms and more recently, blockchain technology.

Derick Smith

Derick started as a software engineer in the mid-1980s, working across a wide range of disciplines and technologies. His early ventures include one of the first point of sale solutions using cellular technology, wholesale telecoms and Mobile Virtual Network Operator implementations. He also built companies in manufacturing, commodities, and mining, retaining a portfolio of mining interests with his long-time partner, Rakesh Rajagopal. Since 2016 his focus has been on building impactful ventures in the explosive blockchain ecosystem.

Martin Feuersteiner

Martin is a highly-skilled individual with focus on disruptive technology, offering over 22 years of experience representing organisations in the field of medical device and information technology. He is well known as a key leader in bridging company development and business roadmaps between Europe and Asia, building networks in key countries and establishing long-lasting and sustainable relationships.

Martin has cultivated a high level of cultural sensitivity for identifying key decision makers, building vital work relationships with key opinion leaders, as well as providing superior care and management through needs assessment and meticulous follow-through.

Jan Verkade

Jan is a seasoned Dutch entrepreneur in consumer products, who has been based in Asia for over 20 years, has global exposure, and has built an extensive business network. As a connector of people he has his roots in agriculture and has over seven years experience as a life coach. He is an active investor, especially in the crypto space.

Jan holds an EMBA degree from Kellogg-HKUST.



CONCLUSION

The Pets World Team are building a trusted and reliable ecosystem and community to make sure its clients will enjoy life and interactions with their pets, and with other pets and pet lovers. The Pets World Team sincerely hopes that our efforts to provide a trustless, decentralized, membership token and payment token will enhance the core goal. The assistance and support of the community around us is of paramount importance.

We encourage pet lovers everywhere to help us grow PETS WORLD as a phenomenon that enriches life and society. We sincerely hope this document has made our vision and intentions clear. We welcome any questions, comments, or criticism you'll have through our community channels.