



STARSBIZZ ICO PRESS RELEASE

BARCELONA - 26TH FEBRUARY 2018

STARSBIZZ ICO is conducted by STARSBIZZ, the first Celebrities Tokenized Ecosystem that will disrupt the celebrities' management industry by issuing regulatory compliant security tokens.

The market

The celebrity management industry, with over US\$ 40 billion in contracts under management (endorsing and licensing), is a huge lucrative industry and the cornerstone of advertising worldwide for both brands and products.

STARSBIZZ Celebrities Tokenized Ecosystem

STARSBIZZ is creating the most advanced platform to transform the celebrities industry into a truly (A) celebrities access and (B) investment ecosystem.

(A) Access to celebrities will be possible through the use of the STARSBIZZ platform and its simplified user interface that will transform traditionally lengthy, full of intermediaries and costly processes into a single and secure point of entry for celebrity project promoters (e.g., brands, manufacturers, distributors). Celebrity managers, agents and official representatives will receive an increased amount of high-return trustworthy qualified proposals using a standard and consistent process that provides a higher proposal to acceptance ratio, reducing time and increasing value of contracts under management.

(B) STARSBIZZ capital pool will provide the investment capacity to increase token holders' returns by investing in the best Celebrity Branded Projects. STARSBIZZ Investment Committee, comprised of highly qualified industry experts in both the celebrities and the finance worlds, will manage the entire screening process, using several investment decision models and a scoring mechanism that will determine the STARSBIZZ investments in Celebrity Branded Projects.

Security token holders will be able to benefit from both the increasing Access ecosystem activity and the returns of the Celebrity Branded Projects in which STARSBIZZ participates as an investor. STARSBIZZ Company will operate from Switzerland under the FINMA regulation. STARSBIZZ has appointed Securitize as the platform to issue the security tokens.

About STARSBIZZ founders:

STARSBIZZ is backed by two leaders in their respective fields: Starlite and NextChance.

Starlite's founders Sandra García-Sanjuan and Ignacio Maluquer built the Starlite festival (Marbella, México) where +150 top music stars have performed and have been visited by + 200k in the last festival edition in Marbella. Starlite festival in Marbella has an economic impact of more than 80 million euros per year, generating 800 jobs in each edition. They have also executed through Avory Celebrity Access, a leading international agency specialized in projects involving celebrities, +1,000 advertising and licensing deals worldwide, with +600 A-List celebrities across 44 countries. Sandra and Ignacio provide unparalleled industry expertise together with direct access to top celebrities.

NextChance's President Nicolás Luca de Tena, entrepreneur and successful businessman, has built and invested in some of the most successful off and online businesses in their respective industries: he built Multiasistencia, a global leader in the household repair industry with over 1 million repairs a year and revenues of US\$ 200 million, sold to a private equity firm, and was the lead investor in La Nevera Roja, a food delivery marketplace that was acquired by Rocket Internet in 2015 for €80 million. Nicolás provides a successful and proven track record within the startup ecosystem together with a strong tech support and advice to develop STARSBIZZ technology.