

Players Club White Paper: Tokenizing Luxury Spirits for the Web3 Era

The Future of Collecting Has Taste

IMPORTANT DISCLAIMERS

This white paper and all related materials are for informational purposes only and do not constitute investment advice, financial guidance, or a recommendation to purchase any tokens or participate in any investment strategy.

Players Club is a collectors platform designed for enthusiasts of luxury spirits and related collectibles. All tokens and NFTs represent utility access, membership benefits, and community participation rights - not securities or investment instruments.

No information herein should be construed as a commitment, promise, or guarantee of future returns, profits, or appreciation. Past performance of collectibles markets does not predict future results.

Participants should seek independent professional advice before making any financial decisions. All activities involve risk, including potential loss of funds invested.

Players Club expressly disclaims liability for any direct or indirect losses arising from participation in platform activities or reliance on information contained herein.

UTILITY TOKEN CLASSIFICATION STATEMENT

Players Club operates exclusively as a collectors platform providing utility tokens that enable access to authenticated luxury spirits, exclusive experiences, and community features. The PLYR token and associated NFTs are designed solely for consumptive utility within the Players Club ecosystem.

All platform benefits represent proportional utility provisions rather than financial returns, profit-sharing, or revenue distribution. Token holders receive enhanced access to platform services, exclusive products, and community privileges based on their participation level - not financial gains from the efforts of others.

NO EXPECTATION OF PROFITS: Participants should not expect financial returns, appreciation, or profits from PLYR tokens or NFT holdings. All benefits are consumptive in nature and designed for collectors and luxury spirits enthusiasts seeking authentic products and community experiences.

This platform serves collectors passionate about luxury spirits - not financial investors seeking speculative returns.

Executive Summary

Players Club is pioneering a paradigm shift in luxury collectibles by creating the world's first fully integrated Web3 ecosystem for ultra-premium spirits and real-world experiences. Built by Players Lab LLC with exclusive partnerships—including Players Brands Inc. and Savage Rabbit Distributing, whose products are already featured in top retail chains like Kroger and Total Wine—the platform connects the \$409 billion luxury spirits marketplace to the \$18.7 billion digital collectibles sector projected by 2030.

The platform delivers a multidimensional experience: asset-backed membership NFTs, the PLYR utility token, and tokenized bottles with authenticated “digital twin” NFTs provide privileged access to vineyard visits, exclusive tastings, rare product allocations, and, crucially, a new frontier of live entertainment — thanks to exclusive alliances with luxury spirits brands, celebrated vineyards, and leading live entertainment engines — including Campus JAX, an acclaimed music venue and culinary destination in Newport Beach, California, and MetaJAX, its industry-leading digital broadcast studio owned and operated by Players Lab leadership. Members claim not only luxury collectibles but a vibrant passport to performances, hospitality, and community at the intersection of the real and digital worlds. All this is presented in an elite, invitation-only club for passionate, discerning collectors.

Key Features and Value Propositions:

- **Exclusive Supply & Branding:** Sole digital rights to luxury portfolios (Players Vodka, Savage Rabbit tequila, and more). Every product features on-chain authentication and limited-edition status, achieved through at-cost production relationships that allow more value to be returned to members through unique offerings, community events, and product enhancement.
- **Tokenized Real Assets:** Integration of signature real-world assets—such as a 200-acre, operating vineyard—offering authenticated access to vineyard events, tastings, educational forums, and priority allocations of rare wine releases. These tangible features empower our community to participate in the culture of fine wine and spirits, reinforced by blockchain verification.
- **Authenticity & Provenance:** Tamper-proof NFC and QR code digital “passports” on every product, combating counterfeiting (~\$3B annually) while also meeting the EU’s Digital Product Passport standards for traceability and compliance.
- **Community Governance & Exclusive Access:** A tiered, community-driven membership structure, where PLYR utility tokens and NFTs confer voting rights and unlock enhanced access to club features. Members support — and help shape — the continued evolution toward a fully decentralized, community-governed organization (DAO).

The PLYR utility token, designed in reference to established regulatory (MiCA, SEC) and AML standards, is the linchpin of club access and authenticated engagement. **Players Club is a collectors’ platform: all features are designed for genuine engagement, access, and community—not for profit-seeking or investment purposes.**

Market Landscape & Opportunity

Booming Luxury Spirits & Digital Collectibles Revolution

The premium spirits sector is surging—projected to grow from ~\$260 billion in 2025 to ~\$409 billion by 2030 (6% CAGR), outpacing the broader beverage industry. The drivers? Rising affluence, next-gen “premiumization,” an appetite for artisanal rarity, and a global taste for exclusive hospitality experiences. Collectors are actively seeking new channels for trust, provenance, and unique engagement.

Meanwhile, the digital collectibles universe (NFTs and “phygital” goods) is on track to more than double—expanding at 17% CAGR to \$18.7 billion by 2030. This revolution is powered by the mass adoption of Web3, verifiable digital ownership, and the emergence of hybrid physical-digital (“phygital”) communities built on trust and story.



Market Convergence – New Era for Collectors:

The authenticity crisis—counterfeit spirits cost the industry an estimated \$3 billion/year—and a demand for verifiable provenance create an unprecedented opportunity for platforms with traceable digital passports and KYC/AML immune user flows. As the EU mandates Digital Product Passports and regulators prioritize safety and compliance, Players Club meets these twin realities head-on with blockchain-powered, bottle-level authentication and an ecosystem of privilege-based access—*not speculation*.

Players Club: Strategic Moats & Collector-First Architecture

- **Exclusive Supply & Integration:** Sole digital rights via Players Lab to top-tier spirits brands (Players Brands, Savage Rabbit), with active SKUs in Kroger, Total Wine, and global export markets. Verticalization ensures supply for curated drops and ongoing member engagement, unavailable anywhere else.
- **Utility-Powered Pricing:** At-cost production contracts enable a compounding platform advantage—savings flow directly into enhanced collector experiences (richer drops, better member events, premium utility features), not speculative financial incentives. This cycle of value is unlocked by and for active community members.
- **Phygital Retail Bridge:** Every bottle is web3-ready, carrying serialized NFC or QR technology that anchors a “digital twin” NFT. Scanning, even for non-crypto buyers, instantly connects real-world bottle provenance with digital access, onboarding mainstream collectors with zero friction.
- **Ultra-Limited Experiences by Tier:** Each drop—be it a Black/Platinum Card allocation or a flagship NFT release—unlocks *proportional platform privileges, early access, and event invitations*. Loyalty is not rewarded with passive returns, but with more immersive, higher-touch engagement, created *by* and *for* the community.
- **Futureproof Compliance:** The backbone of Players Club is regulatory resilience. Our programmable NFC systems, blockchain provenance, and platform architecture are MiCA, SEC, and DPP-readiness engineered from inception. This ensures long-term community trust and partnership viability across jurisdictions.
- **Hard Asset Integration — Real World Experiences, Not Investment:**
 - Players Club integrates real-world venues, such as a 200-acre Petaluma Gap AVA vineyard and operational boutique winery, serving a 600-member wine club. Members unlock unique collector privileges: reserved vineyard events, access to member tastings, early allocations, educational programming, and co-creation of special releases. *No fractional equity or financial return is conferred—utility is 100% experiential, collector-focused, and based on verifiable blockchain access rights.*

- Platform “tokenization” means members join, not to speculate, but to *participate* in the ongoing creation and enjoyment of new bottle releases, events, and community-driven initiatives.

Expanded Collector Experiences

- By converging luxury spirits, digital collectibles, and live hospitality, Players Club is redefining ownership in culture and experience.
- As real-world partnerships expand—think vineyards, iconic venues, live performances, fine dining—members will access an even broader range of curated events and immersive content, all authenticated and reserved through membership tiers and tokens.

OUTCOME: Players Club is building a future that transcends the digital bottle. Here, verified provenance, elite access, and a passionate community supplant any empty promise of passive returns. For Players Club members, the NFT or token becomes the ultimate passport — to authentic goods, transformative cultural experiences, and an influential role in shaping the modern story of luxury collecting.

Technical Architecture & Compliance

The Players Club platform is engineered for security, scalability, and end-to-end regulatory compliance:

- **Blockchain Stack:** Deployed on Ethereum Layer-2 (Base) for fast, low-cost transactions. All collectibles and memberships are realized as ERC-721 NFTs, while the PLYR utility token employs the ERC-20 standard with role-based access controls. Decentralized storage (IPFS/Arweave) ensures permanence, authenticity, and resistance to tampering.
- **Security Infrastructure:** Security is uncompromising. Governance and treasury operations utilize multi-signature (Gnosis Safe) wallets—removing single points of failure. The smart contract layer is subject to quarterly audits by top-tier independent firms (Consensys Diligence, Trail of Bits), augmented by a robust bug bounty program to crowdsource continuous improvement. On-demand “circuit-breaker” (pausable contracts) protects the platform in event of any threat. A \$10 million insurance policy provides additional infrastructure resilience—*helping ensure community continuity, not promising user returns*.
- **Regulatory Compliance by Design:** Players Club’s technical protocols anticipate and embed global compliance requirements. Platform and token design adheres to the latest EU MiCA, SEC, and relevant AML standards, sidestepping security classification by grounding all tokens in clear, functional digital and real-world utility. Detailed disclosures, machine-readable reporting, and even climate impact metrics are integrated for transparent accountability across all major global jurisdictions.

- **KYC/AML and User Verification:** Serving a regulated vertical, Players Club incorporates future-focused identity verification: EveryCRED self-sovereign ID, zero-knowledge proof age verification, and jurisdictionally compliant biometric checks ensure robust consumer safety. Collectors privately verify legal age and provenance on-chain, without exposing identity, while advanced anti-fraud measures (deepfake-resistant, third-party proofing) protect all parties. This framework allows for successful platform scaling into all major mature and emerging spirits markets.

Summary: Players Club’s technological foundation balances collector experience, operational trust, and legal longevity. Security, regulatory compliance, and user privacy are not afterthoughts—they are woven into every layer. This positions Players Club—and its community of members, partners, and brands — to thrive as a trusted hub for the new era of authenticated, experiential collecting.

Tokenomics of PLYR Utility Token

At the heart of the Players Club ecosystem, the PLYR token drives community engagement, unlocks platform experiences, and guides the long-term growth trajectory of the platform to enable decentralized governance. Its design is informed by utility-first, regulatory-compliant principles that support a sustainable and inclusive collector community.

- **Supply & Allocation**

PLYR has a capped total supply of 1 billion tokens. Distribution, pricing, and vesting are structured for fairness, long-term alignment, and responsible ecosystem stewardship:

- 50% (500 million): Public sale phases, enabling broad and fair participation in platform features (three-tier pricing model).
- 20% (200 million): Ecosystem fund for community utility rewards, partnerships, and future membership expansions.
- 15% (150 million): Team members/advisors (12-month cliff, 24-month linear vesting to ensure long-term alignment).
- 7.5% (75 million): Protocol-owned liquidity and reserves (for smooth exchange experience and platform reliability).
- 7.5% (75 million): Marketing and strategic partnerships (expanding the ecosystem, onboarding new collectors).

Sale Phase	Token Qty	Price	Raise	Vesting
Pre-Seed	30M	0.0025 USD	\$75K	6m lock, 12m linear vesting
Seed	140M	0.005 USD	\$700K	3m lock, 12m linear vesting
Public ICO	330M	0.01 USD	\$3.3M	Rolling vesting
DAO / Treasury	200M	—	—	Protocol/community locked
Founders + Advisors	150M	—	—	12m cliff, 24m linear vesting
Liquidity/Exchanges	75M	—	—	Gradual unlock for market stability
Marketing + Partnerships	75M	—	—	3m cliff, 18m linear vesting

Vesting & Lockup Details:

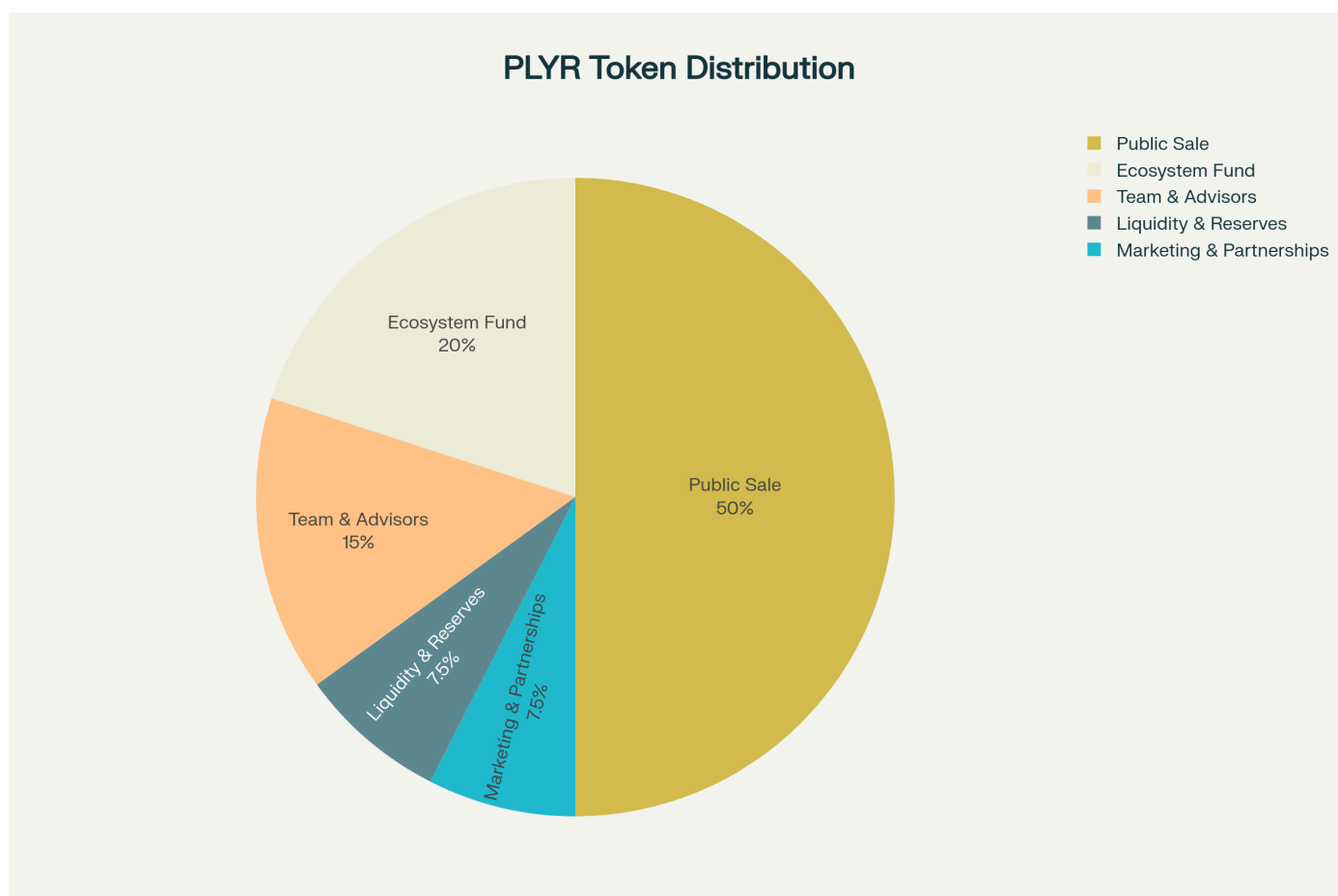
- Pre-Seed: 6-month lockup (no unlocks), followed by 12 months of gradual/linear vesting—delivering long-term alignment and preventing early dumps.
- Seed: 3-month lockup, then 12 months linear vesting—again, incentivizing ecosystem growth over short-term speculation.
- Public ICO: Rolling vest—tokens released in tranches for maximally broad distribution and utility use (details as per launch announcement).
- DAO/Treasury: Fully locked and protocol-controlled; used solely for governance-approved community development, platform security, and future partnerships—never for team or advisor enrichment.
- Founders + Advisors: 12-month cliff, then 24 months vesting—ensures the core contributors are committed through at least three years of project development.
- Liquidity/Exchanges: Staged unlocks tied to platform milestones and exchange needs, maintaining healthy trading while limiting excess supply shocks.
- Marketing + Partnerships: 3 month cliff, then 18 months vesting—ensures that efforts are sustained, coordinated, and aligned with platform milestones and community growth, rather than being exhausted early or misaligned with ecosystem needs.

Utility-Focused Rationale

- Lockups and cliff/vesting for early phases, founders, and advisors signal that Players Club prioritizes ecosystem resilience and confidence over speculative “pump and dump” risks.
- DAO/Treasury and community funds are untouched by insiders—deployed transparently for on-chain, community-approved feature expansion, collector events, and future upgrades.

- No allocation, at any phase, grants profit or investment rights—every token use-case is grounded in accessing collector privileges, community experiences, or DAO participation.
- Public phase structure means true collectors can access platform privileges from day one, with transparent language on how and when tokens become usable.

All vesting and lockup mechanisms are in place to support sustainable community development, protect long-term platform health, and ensure all contributors—including the earliest supporters and core team—remain deeply invested in Players Club's utility-first vision. This transparent structure aligns with both best practices and global regulatory guidelines for token projects in the luxury collectibles space.



• Public Sale Phases

A three-phase process brings PLYR to the widest possible community:

- **Pre-Seed:** 30 million tokens at \$0.0025 for early, dedicated community members, securing earliest access to membership privileges and platform features.
- **Seed:** 140 million at \$0.005 for expanded community onboarding and network effects.
- **ICO:** 330 million at \$0.01 for broad public participation. All public-sale tokens are unlocked and immediately usable for access to utility and member functions.

Stepped pricing reflects progressive onboarding and community traction, not speculative market chasing.

- **Platform Utility and Use Cases**

PLYR activates a suite of on-chain and real-world privileges:

- **Early access:** Holders participate first in limited-edition drops and NFT membership allocations.
- **Member perks:** Tier-based discounts, special event invitations, and concierge-level redemptions.
- **Staking for access:** Members may stake PLYR to unlock additional collectibility rewards, event seats, priority allocations, and enhanced platform recognition — not for payment of yield or cash returns.
- **Token-gated event entry:** Both digital and live activations reserved for active participants.
- **DAO governance:** Token enables real, proportional voice in community-voted proposals (with quadratic weighting for fairness).
- **Special releases:** PLYR may be required or confer priority in certain rare product allocations, special vineyard experiences, and event upgrades.

At all times, platform privileges are functional and experience-driven, not economic rights or entitlements to appreciation.

- **Utility-Supporting Burn & Milestone Mechanics**

To enhance the long-term health and usability of the ecosystem:

- A 0.5% burn applies to all marketplace transactions, supporting platform continuity and access for future members.
- Milestone-based community rewards — for example, when community or utility metrics are reached, the DAO may propose token burns or additional platform utility enhancements.
- Treasury recycling: A portion of marketplace activity may be reinvested in utility expansions, new events/programming, and community-driven improvements, always governed by member proposals — not as buybacks to enrich passive holders.

These are deliberate, community-serving mechanisms that reinforce network health and member enjoyment, not speculative nor investment returns.

Summary: PLYR's tokenomics are designed for collectors and builders who seek genuine engagement: they incentivize active participation, responsible governance, and long-term community culture. Every aspect of the PLYR model is crafted to maximize member access, experience, and platform sustainability, not to promote speculation. As Players Club grows, so too will the richness and breadth of the privileges and features tied to active PLYR usage.

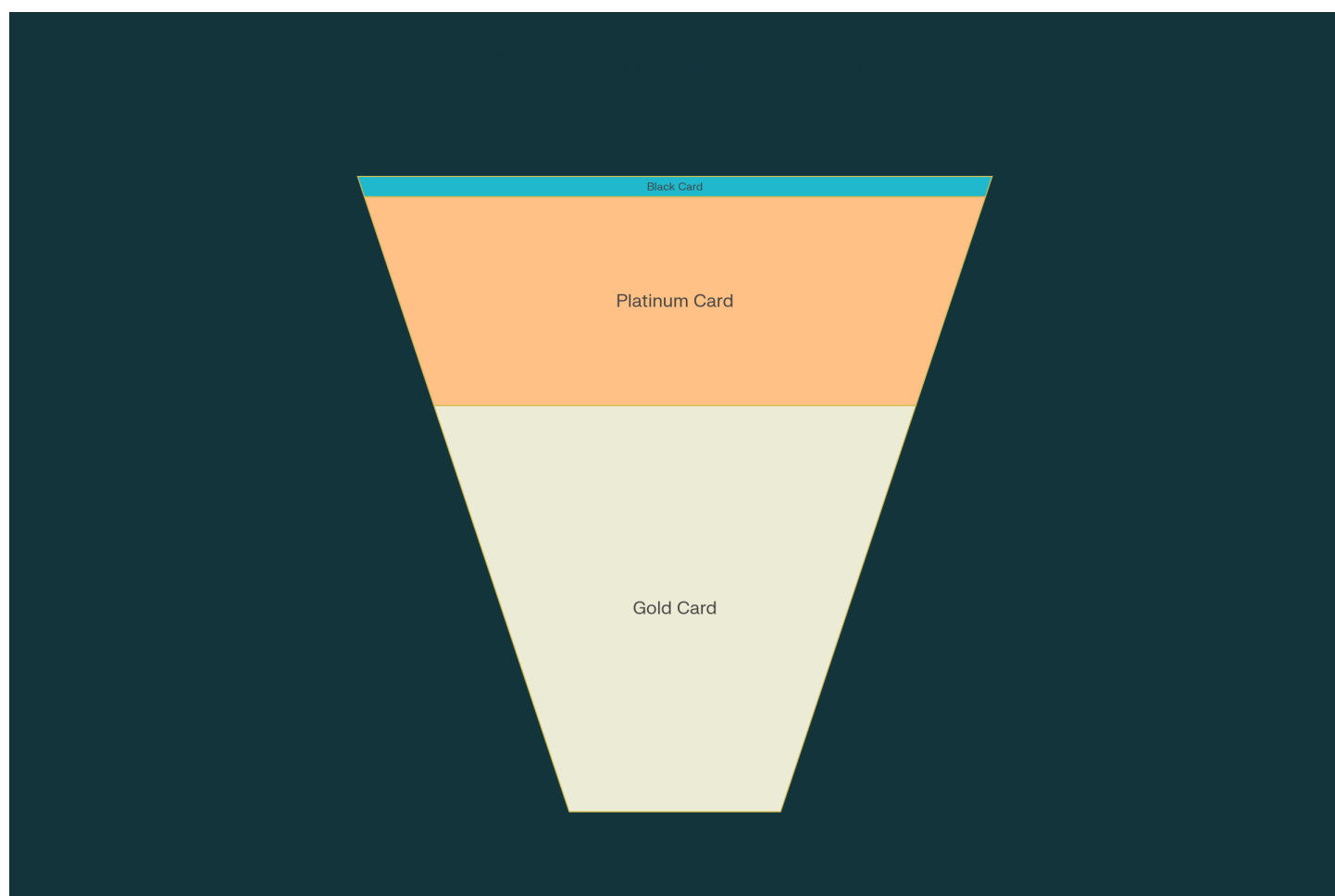
Bottom Line: With transparent supply, thoughtful vesting, robust platform unlocks, and collector-centered governance, PLYR is positioned as the model for regulatory-compliant and world-class utility tokens in the evolving world of luxury collecting.

NFT Memberships & Collectible Utility

A core innovation of Players Club is the use of non-fungible tokens (NFTs) as both exclusive membership passes and authenticated collectible spirit bottles. These NFT programs intertwine to create a rich, multi-level community of privileges and experiences designed for real collectors.

Tiered Membership NFTs

Players Club offers tiered NFT membership cards, each unlocking a unique level of platform utility, real-world access, and community status. Two founding tiers, Black and Platinum, set the standard for exclusivity, with a Gold tier launching later to make entry broad and aspirational.



Players Club Membership Tiers: Exclusive NFT Benefits Hierarchy

- **Black Card NFT (“Ultra-Premium” Tier)**
 - *Limited to 1,000:* The apex of Players Club.
 - Unlocks premium platform features, personalized collector experiences, and access to exclusive spaces.

- **Perks:** Guaranteed allocation for ultra-rare product releases, 5× voting power in governance, 2× multiplier on access upgrades (e.g., invitations, event seats), VIP event and distillery access, elite concierge services, first access to future releases.
- **Black Card holders** enjoy the highest status and amplified voice in shaping club experiences and offerings.
- **Platinum Card NFT (“Premium” Tier)**
 - *9,000 available:* The foundation of elite membership.
 - Unlocks a robust set of utility privileges: priority allocation to new drops (immediately after Black tier), advanced governance influence (3× votes), access to exclusive member events, special edition merchandise, and partner collaborations.
 - Designed for ongoing collector engagement, Platinum opens doors to a full spectrum of Club events—balancing accessibility with meaningful status.
- **Gold Card NFT (“Base” Tier, Future Release)**
 - *Quantity TBA:* Entry-level membership pass, opening the ecosystem to a wider audience.
 - Unlocks core benefits: participation in general drops and public events, standard governance voting, and opportunities to experience the club’ s best-in-class spirit releases.
 - Gold is an on-ramp for new collectors to experience Players Club and advance to higher tiers over time.

All membership NFTs are tradable on open markets (subject to platform terms), enabling both discovery and liquidity for those who want to join or upgrade. Each card comes with attachable real-world utility perks—bridging the gap between digital innovation and physical experience: from early reservations for releases to invitations for members-only tastings and cultural events.

Importantly:

- Players Club NFT memberships are designed as **lifestyle collectibles and culture keys—not investment vehicles**.
- Every perk and privilege is engineered for engagement, enjoyment, and passionate collecting — rewards come as experiences, community recognition, and unparalleled access.
- The ethos of the Club is “collect and participate, don’ t speculate,” rigorously reinforced in both culture and structure.

Tokenized Spirits & Redemption Mechanics

Beyond its tiered memberships, Players Club is redefining luxury collecting by unleashing a new class of authenticated, digital-physical collectibles: **tokenized bottles**. Every Players Club bottle is not only a work of artisanal craft—but also an NFT “digital twin” that unlocks access, provenance, and a truly global collecting experience.

Curated Luxury Releases: Players Club’s curation begins with its own vision: a limited-edition Players Vodka—an ultra-smooth, rye masterpiece—followed by a rare tequila from the Savage Rabbit collection, crafted specifically for Players Club members, embodying experimental flair and lore. Select collaborations with celebrated artists, athletes, or master distillers turn each limited drop into a moment, minted as a strictly finite NFT series or even a one-of-one. When a chapter closes—whether it’s 250 bottles of a single-barrel whiskey or 1,000 for a seasonal release—no more can ever be minted, forever preserving the genesis of that collecting story.

NFT Drop and Redemption: The Collector’s Journey

In Players Club’s drop model, the NFT always comes first—serving as a digital ticket, a claim on culture, and a membership badge in one. Once minted, these NFTs are more than proof-of-authenticity:

- They can be freely traded in the marketplace, allowing global collectors to pursue their passions and build their dream cellar by vault or wallet.
- To bring the bottle home, collectors redeem the NFT via a seamless, secure portal—verifying their claim and requesting insured delivery, or scheduling a prestigious in-person unboxing event.
- Upon redemption, the NFT “evolves” : it either burns (vanishes into legend) or transforms into a digital certificate—no longer redeemable, but still a testament to provenance, prestige, and narrative. Each bottle, once claimed, leaves a unique, unrepeatable mark on the blockchain’s history and on the Collector’s own Story of Taste™.

Authenticated. Unforgeable. Legendary.

Every bottle is equipped with a tamper-evident NFC or QR tag, linking its life story to the NFT’s metadata. Scan the capsule and unveil its journey: harvest, cask, release, ownership history, and whether it is still awaiting discovery or has already crowned a collector’s shelf. This on-chain record is more than protection against counterfeiters—it’s a ritual of trust for every trade, auction, or tasting, as verifiable as it is romantic.

A New Secondary Market—For Collectors, Not Speculators

Before redemption, NFTs travel from wallet to wallet—allowing spirits to “circulate” on trusted, global platforms, no logistics or customs required. A 2% marketplace fee is applied not to reward passive traders, but to finesse the mechanics of authenticity upgrades, event programming, and community curation: the perpetual endowment for Players Club culture.

Luxury in the Metaverse and the Real World

In sum, Players Club's approach turns every collectible bottle into a multidimensional experience.

- Drink it and you savor not just the spirit, but the story: provenance, exclusivity, and proof of place and time.
- Hold it unredeemed in your digital vault and you own the possibility—the anticipation—of what it could become: the next chapter in your luxury journey, or the key to an unforgettable club event.
- Trade it and you participate in a global, trusted market that rewards engagement and authenticity, not mere speculation.

Players Club is where bottle, blockchain, and passion intersect:

Every NFT is more than just an object or a record. It is a passport: to connoisseurship, to once-in-a-lifetime gatherings, to a club where the present is always becoming history.

Token-Gated Access Beyond the Bottle:

- Membership NFTs and PLR tokens are designed to unlock future innovations in live access and digital content—such as priority seating at landmark concerts, behind-the-scenes access at iconic venues, or exclusive airdrops of commemorative digital collectibles from live events.
- Utility may evolve into multi-sensory experiences spanning taste, sound, and story: whether it's booking a VIP table at a Players Club partner venue or redeeming NFTs for digital-physical concert memorabilia.

Real-World Asset Integration: Experience-Driven, Compliant, and Iconic

Bridging Heritage and Innovation: The Players Club RWA Vision

A defining ambition of Players Club is to bridge the world of digital collecting with a vivid, ever-expanding suite of real-world experiences. Our Real-World Asset (RWA) strategy looks far beyond simply digitizing bottles—instead, it is curating a living portfolio of prestige venues and experiential opportunities for our membership. This means integrating and tokenizing access to not only vineyards and their legendary terroir, but also acclaimed restaurants, entertainment venues, and even immersive event destinations. Each new RWA unlocks layers of exclusive member benefits, on-chain authentication, and storytelling potential that only Players Club can realize—anchoring digital assets to unforgettable, tangible moments across the luxury, culinary, and cultural spectrum.

An Example - The Petaluma Gap Experience: Vineyards as a Community Canvas

The Asset

- An undisclosed, world-class vineyard in the Petaluma Gap AVA, Sonoma County, is the centerpiece, featuring:
 - 200 acres of prime permitted land
 - An operational boutique winery with a seasoned 600-member wine club
 - ~\$489,000 annual revenue from wine and hospitality operations
 - Critically-acclaimed, cool-climate Pinot Noir, with retail bottles often exceeding \$80
 - Comparable regional vineyards selling for \$100,000+ per acre, supporting a \$20–30 million estate valuation

Narrative Appeal

- This is not a faceless investment holding or a mere tokenization experiment—it’s an invitation to become part of wine country’s living legacy. Members gain curated access to a property shaped by weather, artistry, and decades of prestige.

Future Venues & Experiential Assets

- Beyond vineyards, future asset integrations may include acclaimed restaurants, event spaces, and live music venues, extending club privileges into the culinary and cultural arts.
- Members will gain authenticated entry to signature events, backstage moments, and members-only performances—fusing tangible ownership with digital prestige.
- The MetaJAX digital archive, coupled with broadcast capability from venues like Campus JAX, has the potential to unlock on-chain “access passes” to rare livestreams and premium recordings, raising the bar for interactive and collectible club experiences.

Compliant Community Access: Utility, Not Equity

How RWA Access Works

- Players Club will **tokenize community experiences** and **utility privileges** associated with up to 20% of the vineyard operation.
- Instead of offering “fractional ownership” or securities, a special class of NFTs or tokens will grant holders a menu of authenticated, on-chain experiences and benefits such as:
 - Priority invitations to vineyard events, harvest festivals, and private tastings
 - Access to limited-release estate wines (e.g., “Players Pinot Noir”) before the public
 - Behind-the-scenes vineyard tours and exclusive educational content

- Priority booking for agritourism stays or Members-Only field dinners

What This Is NOT

- These digital assets **do not** represent ownership shares, profit rights, or claims on the property's appreciation or operating income.
- There is no **promise or mechanism for asset-based dividends, financial yield, or "exposure" to price appreciation or revenue streams**—resolutely compliant with global regulations.
- All NFT and token privileges are strictly experiential and participatory—inviting members to be part of the story, not passive investors.

Integration Into the Ecosystem: Culture, Not Speculation

Seamless Member Engagement

- Vineyard NFTs are woven into the Players Club's event and spirits roadmap:
 - Black and Platinum NFT holders receive first invitations to member-only vineyard events and harvest celebrations.
 - Limited estate bottles are released as collectible NFTs, giving existing members and wine club alumni a direct path to deeper engagement.
 - PLYR tokens can be used for reservation upgrades, event raffles, and unique on-site experiences—all verifiable and programmable via blockchain.

Growth of a Collector Community

- Traditional wine club members are invited to on-chain experiences through tailored onboarding: reward programs, NFT allocations for rare library releases, and entry into the digital passport ecosystem, thereby bridging classic connoisseurship with Web3 innovation.

On-Chain Experimentation

- The vineyard will serve as a real-world "testbed" for unique community programs—think NFT-coded vine rows for harvest participation, or seasonal loyalty quests where top-tier members co-create the next vintage's narrative and release.

Why Asset Integration Matters

- **Tangible Member Confidence**
 - Hard assets provide a foundation of trust — be it for regulatory comfort, member assurance in platform durability, or the simple romance of knowing you hold a digital passport to a real icon of the wine world.
 - In any climate, digital or market, Players Club's access-based model is grounded in a real, culturally resonant, and income-producing domain.

- **Setting a New Standard**

- Regulatory authorities increasingly demand that Web3 projects demonstrate genuine, consumer-facing utility and abstain from the language and structures of securities. Players Club’s model exceeds these requirements by offering measurable, verifiable access—not speculation.

The Players Club Promise: Authenticity, Story, and Experience

Petaluma Gap integration is more than a headline asset—it’s the anchor for a renaissance in member-powered collecting:

- Members aren’t chasing price charts; they’re exploring the terroir, shaping the culture, and making new traditions.
- This RWA model proves that the most valuable tokens are those that open doors, forge memories, and connect passionate communities across continents and generations.
- It’s luxury that is lived, shared, and memorialized—on-chain and in the vineyard.

Players Club is where real land, legacy, and leading-edge tech meet — not for investment, but for unforgettable participation.

This RWA program is designed, disclosed, and managed to exceed the strictest standards of global compliance and best practice for collector utility platforms. Players Club invites you to not just collect, but to belong, shape, and savor a club where digital and real-world distinction vanishes into pure experience.

Business Model & Revenue Streams: Fueling Community, Experiences, and Platform Resilience

Players Club is engineered around a resilient, diversified, and experience-driven platform model that sustains and continually amplifies the value we deliver to our collector community. Instead of pursuing speculative returns, Players Club channels all its operational activities toward unlocking new levels of authenticated access, exclusive experiences, and ongoing evolution of the club’s offerings. Every avenue of platform activity is designed to generate resources that are cycled back into member privileges, ecosystem security, technology, events, and creative programming.

Experience-Based Utility Channels

1. Limited-Edition NFT Drops

The debut and ongoing release of tokenized bottles and collections—Players Vodka, Savage Rabbit, and unique collaborations—form the core of our platform engagement. Each new drop is a gateway to rare product access, immersive storytelling, and private events, made possible through curated platform campaigns and community-driven allocation mechanisms.

- *Member Impact:* Every drop is an opportunity to participate in club lore, unlock exclusive privileges, and build a legacy of collecting with provenance and prestige.

2. Curated Marketplace Activity

Players Club operates a peer-driven marketplace for both memberships and bottle NFTs. Standardized transaction fees from secondary trades are transparently routed to support:

- Ongoing development of authenticity features (e.g., NFC upgrades, app improvements)
- Community programs (invitations, events, collaborative releases)
- DAO-managed enhancements and future-facing collector services

Member Impact: This approach enables dynamic market participation, liquidity, and real-time collector discovery—always reinforced by verifiable provenance and tangible privileges, never by passive income promises.

3. Retail and Direct Collector Access

Beyond the digital ecosystem, Players Club leverages its exclusive rights and at-cost production to reach a wider audience via established retail and direct-to-collector channels. Mainstream bottle sales—themselves authentic, NFC-enabled, and integrated with the digital platform—ensure both the presence of the brand in the physical world and the onboarding of new club members.

- *Member Impact:* Every shelf-taken bottle becomes a potential community touchpoint, deepening the club and brand value for all members.

4. Real-World Asset Utility Programs

Experiences tied to integrated venues — vineyards, restaurants, destination spaces — generate platform utility through ticketing, event reservations, limited offerings, and member-exclusive access. Proceeds from these experiences help enhance the breadth and depth of club programming.

- *Member Impact:* The “utility flow” from real-world assets directly supports new collector privileges, bringing an ongoing cadence of unique in-person and hybrid events to the community.

5. Diversification Powered by Experiential Utility

- Event programming, ticketing, NFT-based collectibles, and digital media licensing—supported by partner venues and production studios—offer new channels for ecosystem growth and member engagement.
- The digital-physical fusion model future-proofs Players Club, allowing the platform to expand into broadcast events, content archives, and creator partnerships — all translating to more utility for holders.

6. DAO & Community Initiatives

A portion of all platform inflows is directed into the Players Club DAO Treasury, managed in full transparency. These resources may support:

- Community-voted utility expansions (e.g., new feature launches, event concepts, or member experiences)
- Platform security, sustainability, and future partnerships
Member Impact: Club members have a real say — and stake — in shaping the next era of the platform, ensuring purpose-driven growth and responsive evolution.

Commitment to Community Value

Every avenue of Players Club's business model is structured to serve platform resilience, member enrichment, and ongoing innovation—never passive financial distribution or profit entitlement:

- **No activity or allocation confers an economic right or expected financial return.**
- **All revenue-generating operations are transparently reinvested into the development, security, and enrichment of member experiences, digital upgrades, and real-world event programming as determined by club governance and community participation.**
- **All fees and flows are disclosed and approved through community processes, fostering ongoing alignment between platform health and collector satisfaction.**

Governance & DAO Evolution

Players Club is not just building a platform for collectors; it's cultivating a community-owned organization. Central to this vision is the gradual transition from a core team-led project to a decentralized autonomous organization (DAO) where PLYR token holders and NFT members have substantive control. The governance framework is designed to be rolled out in stages:

Progressive Decentralization: Initially, Players Lab (the founding team) stewards the project to launch the platform and establish momentum. However, a roadmap is in place to transfer governance to the community over 18–24 months after launch. By 2028, the aim is for Players Club to be fully governed by a DAO of its members. This phased approach ensures that the community is prepared and the technology (voting systems, legal DAO wrappers) is in place for a smooth transition. It also allows time to observe how the platform is used, so that governance can be structured around real user needs.

Governance Mechanisms: The DAO's governance model will follow best practices in decentralized governance to balance efficiency with fairness. Key planned features include:

- **Delegated Voting:** Token holders can delegate their voting power to representatives or council members for convenience and expertise, while retaining ultimate control.

- **Quadratic Voting:** To prevent a plutocracy where only the largest holders decide everything, quadratic voting may be employed for certain proposals – this gives proportionally more weight to the votes of smaller holders, encouraging broad participation and consensus.
- **Off-Chain Signaling:** For gas efficiency, early proposal discussions and votes might happen off-chain via snapshot voting (which records vote weights without requiring an on-chain transaction). Binding decisions could then be executed on-chain through multi-sig or time-locked contracts once consensus is reached.
- **Legal Structure:** The DAO will likely be wrapped in a legal entity (e.g., a Wyoming DAO LLC or Marshall Islands DAO (MIDAO), or similar) to interface with real-world contracts (important since the project deals with physical assets and retail partnerships). This provides the DAO legal personality without compromising its decentralized decision-making.

Community Participation & Incentives

Participation Rewards & Recognition: To encourage an active and engaged governance community, Players Club will implement incentives for participation.

- **Proposal Incentives:**
For example, proposal creators might earn a small bounty (say 0.5% of treasury funds allocated) when their proposals are successfully implemented, rewarding the effort of writing good proposals.
- **Voter & Contributor Acknowledgment:**
Regular voters and contributors could receive NFTs or PLYR airdrops as recognition. The project targets a healthy governance participation rate (e.g. 15–25% of token holders voting on major proposals), which would far exceed many DeFi projects.

Utility-Driven Alignment: Utility-driven participation rewards ensure that active members, especially NFT holders and token stakers, enjoy enhanced platform experiences and access aligned with the club’s evolution and growth.

Scope of Governance: The governance process will cover decisions such as:

- Setting marketplace fees
- Choosing new product partnerships
- Treasury spending on marketing, platform improvements, or community initiatives
- Philanthropic efforts
- Over time, even core business decisions (like what new spirit line to launch, or whether to expand into new regions) could be guided by DAO proposals – effectively putting the brand’s evolution into the community’s hands.

Transparency & Transition: In the interim, while full decentralization is in progress, the founding team commits to transparency and community consultation.

- Players Lab will publish regular updates, involve key community members in advisory roles, and perhaps run "test votes" or polls to acclimate everyone to the coming DAO.

The Long-Term Ethos: As stated in the lite paper, the long-term goal is to fully empower the Players Club DAO — a community-led network of collectors and token holders — to govern key aspects of rewards, brand partnerships, and product expansions. This ethos is ingrained from the start.

The Future: Community in Control

Ultimately, the DAO structure ensures that Players Club can outgrow its founders. In 5 or 10 years, the community of collectors and enthusiasts should be at the helm, making Players Club a self-sustaining, decentralized luxury club – one that can adapt and thrive based on the collective wisdom and passion of its members.

Roadmap & Growth Plan

Players Club's vision unfolds over five well-defined phases, each compounding platform credibility, member experience, and community empowerment. This ambitious but pragmatic plan supports a sustainable path from genesis launch through global community stewardship.

Phase 1: Foundation (Q4 2025)

- Deploy core smart contracts for PLYR.
- Conduct comprehensive security audits.
- Launch NFT minting portal and unveil the first Membership artworks.
- Complete the inaugural Players Vodka NFT drop.
- Launch early community initiatives: founding member onboarding, social channel growth, exclusive whitelists, and campaign-driven early support.
- **Milestone:** Fully functional platform, active and engaged founding community, and a successful first NFT drop.

Phase 2: Core Launch (Q2 2026)

- Launch the Players Club marketplace with Protocol-Owned Liquidity for PLYR, ensuring trading stability and robust platform interactions.
- Mint and release Black and Platinum Membership NFTs.
- Integrate NFC bottle authentication for in-store and retail environments.
- Complete Seed and ICO rounds for PLYR, adding new members and broadening token utility access.
- **Milestone:** Operational marketplace, mature membership program, seamless retail product integration, and thriving digital-physical crossover.

Phase 3: RWA Experience Integration (Q1 2027)

- Close acquisition and begin integration of the Petaluma Gap vineyard.
- Launch on-chain access programs for vineyard experiences and exclusive member events.
- Transition wine club members to PLYR-powered collector privileges and NFT membership options.
- Activate the DAO Treasury for member-voted utility and experience upgrades, fostering direct community input into events, feature expansions, and platform enhancements.
- **Crucially:** All community benefits in this phase are structured as on-chain access upgrades, priority event invitations, and platform privileges – not financial distributions, investment, or yield.
- **Milestone:** The first large-scale, real-world asset integrated to deliver authentic privileges and participation for digital collectors.

Phase 4: Expansion (Q3 2027)

- Deploy cross-chain bridges (e.g., Solana/Polygon) for broader collector access and utility.
- Integrate next-gen features: AI-driven cask and collector analytics, AR/VR-enhanced releases, and advanced app personalization.
- Expand to APAC and other global markets with luxury and hospitality partners.
- Innovate with new spirit categories and digital-first drops, evolving with collector desires and technology trends.
- Milestone: A truly global, cutting-edge digital-physical luxury community.

Phase 5: Full Decentralization (2028)

- Complete the transition to a community-governed DAO—handing over treasury, roadmap prioritization, and platform evolution to member-led votes.
- Pilot futarchy and advanced governance modules, enhancing participatory transparency.
- Implement ESG (Environmental, Social, Governance) reporting for full alignment with sustainable luxury values.
- Continually adapt to global regulatory requirements, ensuring resilience and enduring platform integrity.
- **Milestone:** Players Club, the world's first fully decentralized, self-governed, and compliance-driven luxury spirits and collectibles community.

Guiding Principles

- This roadmap is designed to be iterative and community-responsive—**not a fixed script**. Member feedback, DAO votes, and regulatory context will continually inform and evolve our priorities.
- **All member and NFT holder benefits arising from these phases are access- and experience-based, not financial rights or profit yields.**
- Milestones, metrics, and deliverables will be tracked transparently, with progress regularly communicated to all stakeholders.

Founders

Tim Ellis (JAXhideaway) - Founder & Managing Member

Tim Ellis is the visionary behind Players Club, guiding the project's strategic direction and ecosystem growth. With a multidisciplinary background spanning broadcast entertainment, music, luxury spirits, brand partnerships, and crypto, Tim's leadership connects legacy industries with emerging Web3 technology.

Entertainment & Media Legacy: As owner and partner in Campus JAX, a renowned restaurant and live music venue in Newport Beach, California, Tim launched MetaJAX, a DeFi jazz label, in 2020. MetaJAX made history when its debut release — Rhythm & Soul with 10-time Grammy winner Arturo Sandoval — became the first and only NFT album to earn a Grammy Nomination (2023 Best Jazz Album).

Global Production Expertise: Before MetaJAX, Tim spent over two decades as Executive Producer and founder of Rivet Design & Production and Invision Studios (1994–2017), serving major clients including FOX Networks, ABC, PBS, Warner Bros., MGM, and National Geographic. With over 40,000 episodic and feature titles involved, Tim and team delivered global editorial, dubbing, and broadcast design for top entertainment and advertising firms such as Saatchi & Saatchi, Y&R, Deutsche, FCB, and Chiat/Day.

Blockchain Pioneer: In 2018, Tim expanded into blockchain as Executive Producer for a tech startup, producing an entire brand and media suite — including a landmark industry convention at Mandalay Bay, Las Vegas. The event featured thought leaders like Steve Wozniak, Tom Lee, Gary Vaynerchuk, Nobel Laureate Paul Krugman, and Common, bridging crypto and mainstream audiences.

Philosophy & Vision: Tim believes in a world where individuals control their identity and creative contributions—without centralized gatekeepers. His work with decentralized identity tools and Web3 music commerce underlines a lifelong commitment to privacy, empowerment, and democratized opportunity—principles that now drive the design of Players Club.

Today, Tim cultivates partnerships with distilleries, premium brands, and creative talent ensuring a continuous flow of exclusive product offerings for Players Club while building a global network of self-sovereign collectors and luxury enthusiasts.

HarryOtterNFT - Chief Operating Officer & Project Lead

HarryOtterNFT brings elite project execution to Players Club, fusing Web3 community leadership, crypto-native event strategy, and operational finesse. Harry is the engine behind seamless launches, impactful assemblies, and high-contact community experiences.

Crypto Events Pioneer: As project manager for major blockchain conferences and live Web3 events, Harry orchestrated logistics, marketing, and community engagement for gatherings ranging from hundreds to thousands of attendees. This includes designing token-gated meetups, VIP lounges, and hybrid in-person/virtual formats that perfectly blend exclusivity with open access.

Community Architect: A master of onboarding, Harry builds safe, welcoming crypto-first communities — fostering loyalty through transparency, incentives, and participatory experiences. He has led major Telegram and Discord activations, orchestrated AMAs, staking programs, and digital art drops, always anchored in community-first values and privacy-respecting practices.

Operational Excellence: With a strong track record of executing multi-discipline digital projects —from UX/web to smart contracts and backend integrations—Harry ensures every Players Club feature launches flawlessly across ecosystem touchpoints. His thorough checklists, agile sprints, and cross-functional coordination guarantee tight alignment between design, dev, and product goals.

Privacy & Empowerment Advocacy: A staunch advocate for self-sovereign identity, Harry integrates privacy-first flows (like email fallback and secure wallet authentication) into every step. Community members are empowered to participate on their own terms — with identity ownership, zero-knowledge privacy, and inclusive token access as core values.

Strategic Network Builder: Through past collaborations with blockchain dev teams, NFT artists, protocol founders, and VC networks, Harry has forged deep Web3 connections that broaden Players Club's reach and credibility. His network spans top-tier on-chain creators, technologists, and growth partners — bringing new opportunities to the club.

Tristan Littlefield (Trislit) - CTO, Blockchain Architect & Smart Contract Lead

Tristan ("Trislit" in the Web3 sphere) is the technical powerhouse behind Players Club's smart contracts and blockchain architecture. A veteran Ethereum developer, he's been building decentralized systems since 2013 and is a self-proclaimed Ethereum maximalist and NFT pioneer.

Web3 Trailblazer: Tristan co-founded nft42, a Metaverse brand studio, then helped launch notable NFT ecosystems like Avastars, VeeFriends, CryptoVoxels, and Snoop Dogg's Nyan Dogg,

showcasing his ability to architect and scale blockchain products from conception to mainstream adoption.

Token Ecosystem Authority: As CEO of Trislit.io and acquirer of TokenSmart™—a thriving 25k+ member NFT education hub—he leads his consultancy in making blockchain accessible, transparent, and inclusive while maintaining technical rigor and security standards.

Cultural & Technical Bridge: Tristan's journey from an old-school Ethereum miner to a respected Web3 community leader is grounded in practical experience—from navigating early network challenges to spearheading decentralized initiatives focused on self-sovereign identity, privacy, and democratized access.

Protocol Development Leader: He served as Chief NFT Officer at Grow Your Base, guiding governance and community tools, and works closely with Squiggle DAO, Outlier Ventures, and other Web3 pioneers—infusing his engineering work with philosophical rigor around decentralization and user sovereignty.

Technical Leadership at Players Club: As CTO for Players Labs, Tristan architected the PLR token and NFT smart contracts, ensuring robust minting, redemption, and staking mechanisms while building systems with transparency, user control, and privacy as foundational principles. He ensures seamless integration between elite luxury brands and modern blockchain infrastructure.

Tony Herrera - Web3 Strategist & Community Ambassador

Tony Herrera is an immigrant-turned-crypto powerhouse whose path from adversity to influence fuels his mission to empower underrepresented voices through blockchain accessibility and community-driven innovation.

Self-Made Collector & Community Leader: Tony began as an early adopter and builder in the crypto space, amassing notable holdings — including some of the top CryptoPunks — and has since become a top-tier NFT collector and strategist. Recognized as "a millionaire and prominent activist" in the space, he's known for using his influence to support emerging artists and underrepresented communities.

DAO Governance Expert: A founding member of leading DAOs — including NeonDAO, ReadyPlayerDAO, BrightMomentsDAO, MeebitsDAO, and PaisanoDAO — Tony focuses on structuring inclusive, mission-driven communities. He consults and mentors in Web3, pushing for equitable participation and transparent decentralized decision-making.

Cultural Bridge Builder: Tony is recognized for bridging digital and physical spaces, featured on platforms like PROOF Live where he shares insights on culture, NFTs, and the future of decentralized art. He remains active on social media (@tonyherrera), amplifying voices at the crossroads of art, technology, and cultural identity.

Strategic Leadership at Players Club: As Chief Strategist and Community Officer, Tony ensures Players Club remains welcoming and equitable, championing diversity in collector access and programming. His experience building and governing DAOs proves instrumental in shaping Players Club's future governance model while bringing authenticity and representation to ensure the club's culture resonates across diverse communities.

Strategic Partnerships

Players Brands Inc.: Luxury spirits brand incubator providing exclusive supply agreements ensuring first tokenization and distribution rights for high-end spirits produced at cost, creating supply chain advantages through close product development collaboration.

Savage Rabbit Distributing: Premium spirits distributor facilitating logistics and retail placement across major retailers and export channels, backing tokenized bottles with comprehensive distribution network covering national and international markets.

Retail & Industry Partners: Existing alignment with major retailers including Kroger and Total Wine placing Web3-integrated products directly into brick-and-mortar channels while exploring partnerships with wine & spirits fairs, auction houses, and collector clubs expanding audience reach.

Technology Partners: Close cooperation with Coinbase/Base ecosystem for on-chain operations, IPFS/Arweave for storage, security firms for audits, wallet integration partners for user accessibility, and potential marketplace partnerships for secondary sales visibility.

Risk Management & Compliance

Comprehensive Risk Assessment

Players Club proactively addresses six primary risk categories through targeted mitigation strategies:

- **Market Volatility:** Managed via diversified utility-centric features and robust ecosystem design, supporting resilience through all conditions.
- **Regulatory Changes:** Anticipated through a strictly compliant utility token structure focused on consumptive use, not investment characteristics.
- **Technology Risk:** Minimized by ongoing third-party security audits, multi-signature key management, insurance policies, and proactive incident response planning.
- **Operational Challenges:** Addressed through an experienced, multidisciplinary team and phased, milestone-driven development.
- **Competitive Pressure:** Countered by exclusive supply/access rights, at-cost production relationships, and a defensible, integrated value proposition.

- **Execution Risk:** Reduced via incremental delivery, agile project governance, and constant community feedback.

Regulatory Positioning Excellence

Players Club is rigorously structured to preserve strict utility token classification, rooted in genuine collector and platform use rather than speculation or profit distribution. All benefits (NFT, PLYR, and access) are experience- and privilege-based—never financial rights—ensuring compliance with global regulatory standards (including SEC, MiCA, and DPP mandates). Every innovation reinforces authenticated participation, exclusive access, and meaningful community involvement.

Conclusion

Players Club represents more than luxury spirits tokenization — it realizes the future of collecting through digital empowerment, physical engagement, and true community governance. By bridging elite, real-world assets with on-chain authentication and decentralized access, the Club invites each member to co-create cultural value in a way that was never possible before.

- **Exclusive supply agreements** mean authentic access, not found elsewhere.
- **At-cost production and asset integration** power genuine utility and narrative stability.
- **Retail, NFC, and global distribution** make onboarding and trust seamless for both legacy and new collectors.
- **By establishing links with cultural powerhouses like Campus JAX and MetaJAX**, the Club is primed to offer not only privileged access to luxury spirits and real-world events, but to provide members with a passport to unforgettable performances, authentic digital content, and enduring stories.
- **The PLYR-powered DAO framework** delivers governance, participation, and collector-driven innovation.

Players Club is engineered to deliver comprehensive benefits:

- Collectors gain authenticity, liquidity, and deep-rooted belonging.
- Producers reach new channels and more engaged, loyal buyers.
- Regulators appreciate transparent provenance, robust compliance, and true utility focus.

Through blockchain transparency, participatory governance, and a next-generation utility model, Players Club leads real-world asset integration—building sustainable collector value, resilient community trust, and a thriving culture that is truly co-owned.

Collecting with Players Club transcends mere ownership. Here, premium spirits become stories co-authored, communities joined, and experiences that shape both memory and

identity. This fusion of luxury, utility, and shared passion is what makes Players Club truly revolutionary.

The future of collecting has taste—and that future begins now, where every bottle, token, and vote moves us closer to a living, breathing club, redefining what it means to collect, savor, and celebrate the best that life has to offer.

Welcome to Players Club.