



**White paper
2022**



Self-bar
les gouttes qui changent tout

Summary

- 1 Introduction of the project
- 2 Targeted market
- 3 The 4 components of the SelfBar solution
- 4 Technologies used by SelfBar
- 5 Instructions for the use of the SelfBar tables
- 6 SelfBar company values
- 7 Benefits for the ecosystem participants
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1 - INTRODUCTION: THE SELFBAR PROJECT

Introduction

SelfBar is an industrial project dedicated to the drink sector.

In an industry marked by waste and unpaid drinks, SelfBar brings a revolutionary solution that has a lasting impact on the way drinks are consumed around the world.

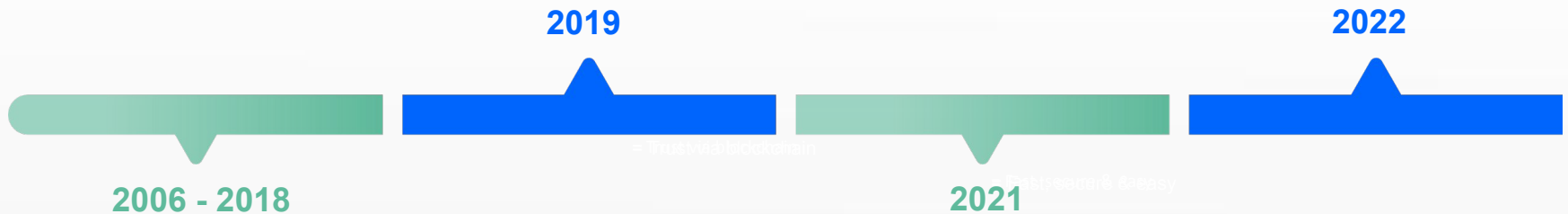
SelfBar manufactures and provides smart drink dispensers for bars/stadiums/events.

1. SelfBar reduces drink service losses from 22% to less than 1%.
2. All operations are digitally recorded, which allows transparent cashless operations and higher operating margins for operators.

The SelfBar project defends the values of eco-responsibility and helping the poor and merchants. It reduces queues and offers a better customer experience.



Project history



2006 - 2018: Vincent Callebaut - founder of the SelfBar project - develops innovative drink dispensing tables for major actors in the drink market. He won an innovation prize in 2010 for a table that allows you to pay for consumption to the nearest centiliter.

2019: Vincent Callebaut and Atlan Callebaut lay the foundations for the SelfBar project, an intelligent self-service drink dispenser that offers digital payments in local currency. They imagine the SBAR - a digital voucher that gives access to drink credits that can be used on SelfBar tables.

2021: SelfBar Belgium SRL is created. The SBAR token is published on the polygon blockchain. Operations on SelfBar tables can be audited on the blockchain. The SelfBar trademark is registered.

2022: A system of ambassadors has been set up to distribute and promote SelfBar tables worldwide. The first regions are located in Belgium, France, Luxembourg, Colombia, Vietnam, Ivory Coast, Reunion Island...

Many sports clubs have been approached (Olympic Marseille, LA Clippers) and major equipment distributors working directly with ABInbev, Carlsberg, Heineken,... have initiated distribution partnerships with SelfBar tables.



2 – THE MARKET TARGETED BY SELFBAR

The drink market is global. The world will always have to drink, even in times of crisis. This market is one of the most resilient.

SelfBar's business model opts for an international development for strategic reasons.

SelfBar tables are manufactured by independent manufacturers/installers around the world and supported by a network of ambassadors from different countries.

SelfBar tables are suitable for all types of drinks: beers, wines, sodas, waters, coffees, etc.

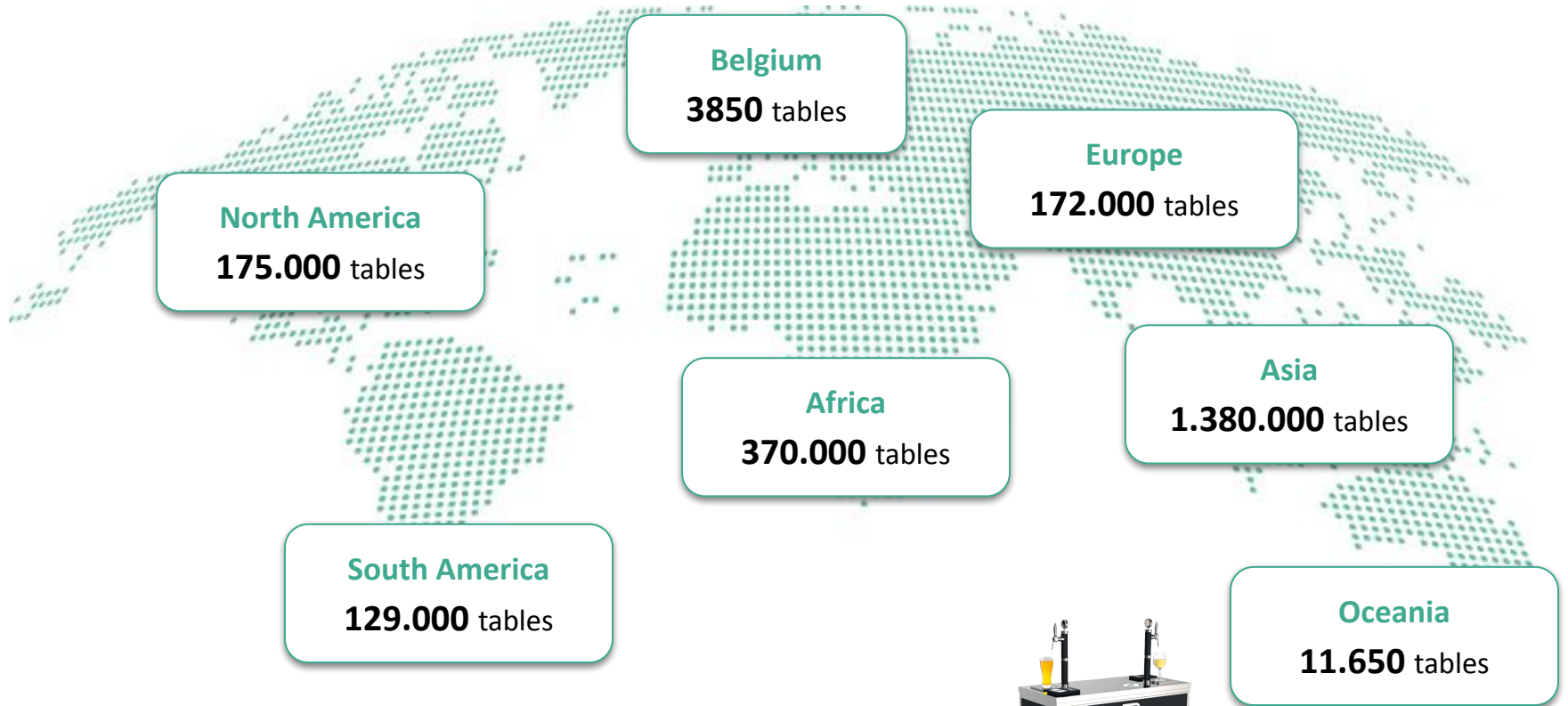
Below we illustrate SelfBar potential for the beer market...

**The world
will always
drink**



OUR MARKET IS THE GLOBAL BEER MARKET

Example: The global beer market : 576 million liters per day



Only 10% of the global potential
2.240.000 tables



SelfBar tables are **free of charge** for retailers



3 - THE 4 COMPONENTS OF THE SELFBAR SOLUTION

1- SELF BAR TABLES

Smart double tap

Self-service

Contactless payment

Fast flow: 2* 3.3 liters/minute

Technologies:

IA, Blockchain, IOT, RFID, Lorawan

Stainless steel frame, mobile if needed

Digital screen to monitor consumption

UVC filter to destroy 99% of viruses and bacteria

Operations via fiat currencies

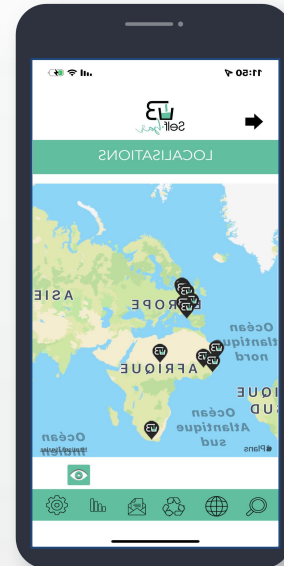
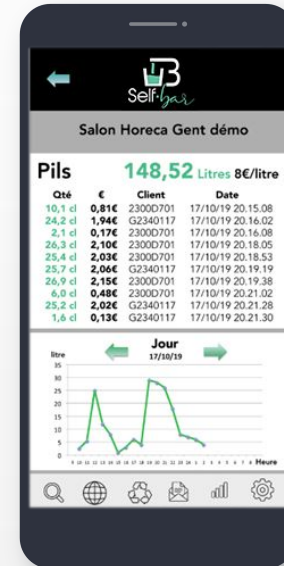
or SBAR drink voucher

SelfBar tables are free of charge for merchants.



SelfBar tables are ideal for locations where large quantities of drinks need to be served for a short period of time (e.g. half time of a football game).

2 - THE SELFBAR MOBILE APP



The SelfBar mobile app for three user profiles

- (1) **Consumer** : Multi-currency monitoring of drink credit, adding credit, location of SelfBar tables around the world.
- (2) **Merchants** : Keg drink level monitoring, instant turnover monitoring, multi-site monitoring, drink price changes.
- (3) **Manufacturer maintenance** : IOT detectors, internal - external temperature, pressure / power failure, cleaning monitoring, etc.



3 - The SelfBar drink card

Smart RFID Card

RFID NFC DESFIRE technology

Drink credits can be loaded onto the cards via the SelfBar mobile application or by manual encoding via a designated terminal.

Drink cards allow the use of SelfBar tables. They are distributed (against a deposit or free of charge) by establishments that have SelfBar tables.

Credit can be added to the cards either in local currency or in SBAR tokens via the SelfBar mobile application. (Credit is added through a SelfBar mobile app.)

The credit balance of each card can be read via a mobile terminal, smartphone or on SBAR tables



4 - SBAR token

ERC20

Polygon Blockchain

Smart Contract : <https://polygonscan.com/token/0x6c526368e1185e4cd8a50468eb3429c5aeb674f3>

SBAR is a utility token.

It represents a digital voucher giving the right to drink credits that can be used on SelfBar tables.

This promotional voucher has a minimum utility value of 1.50 euros in drink service.

The screenshot shows the PolygonScan interface for the SBAR token. At the top, there's a search bar and navigation links. The main content area is titled 'Token SellBar' and includes a sponsored banner for 'bc.game'. Below this, there are two main sections: 'Overview' and 'Profile Summary'. The 'Overview' section shows the price as \$0.00, a total supply of 5,000,000 SBAR, 83 holders, and 463 transfers. The 'Profile Summary' section shows the contract address as 0x6c526368e1185e4cd8a50468eb3429c5aeb674f3, 18 decimals, and no social profiles. At the bottom, there's a navigation bar with tabs for 'Transfers', 'Holders', 'Info', and 'Contract', and a footer indicating 'A total of 463 transactions found'.





4 – TECHNOLOGIES USED BY SELFBAR

Innovative synergy of digital technologies

for maximum **efficiency** and **safety**

Technologies	Use for SelfBar
Blockchain	<ul style="list-style-type: none"> (1) SBAR token - ERC 20 - polygon blockchain. Digital voucher. (2) Daily audit of the table operations report deposited on the polygon blockchain. (3) Private blockchain derivative for credit security on RFID cards
IA	<p>Foam/liquid detection for accurate billing. Cooling system failure detection.</p>
IoT	<p>Internal and external temperature sensors, pressure. Detailed data is stored and also centralized in our cloud.</p>
RFID	<p>The drink cards are RFID NFC DESFIRE cards. They are programmed to ensure transaction security and are associated with the electronics of the SelfBar tables. These cards make secure cashless payments possible. The technology used makes it possible to have programmable subroutines and to work even without an internet connection, this is what makes the RFID card smart.</p>
Onboard electronics	<p>Our electronic card is a proprietary system with very low consumption, the result of ten years of research and development.</p>

Technologies	Use for SelfBar
LoraWan	Telecommunication system of very low consumption IOT 867hz allowing connection where wifi and/or 3G/4G/5G do not pass.
Big Data	Data from operations is aggregated and can be sold to beverage distributors to optimize their sales. This data sold does not include the identity of the people. (In preparation - available from 2023)
UVC filters	Destroy 99% of viruses and bacteria. The purified air is sent around the tables by ventilation.



5 - INSTRUCTIONS FOR THE USE OF THE SELFBAR TABLES

Operations on SelfBar tables

Video link : <https://youtu.be/uWe3UOb15rc>

How does it work ?

1

Bar clients go to the cash desk or ATM, receive a card that they can load with the desired amount



2

Clients only need to put the card on the SelfBar table to fill up and consume their drinks



The card can also be loaded with their smartphone

You can load your cards with local currency or our **SBAR** vouchers

The **SBAR** a Next'Gen digital voucher to load your drink cards

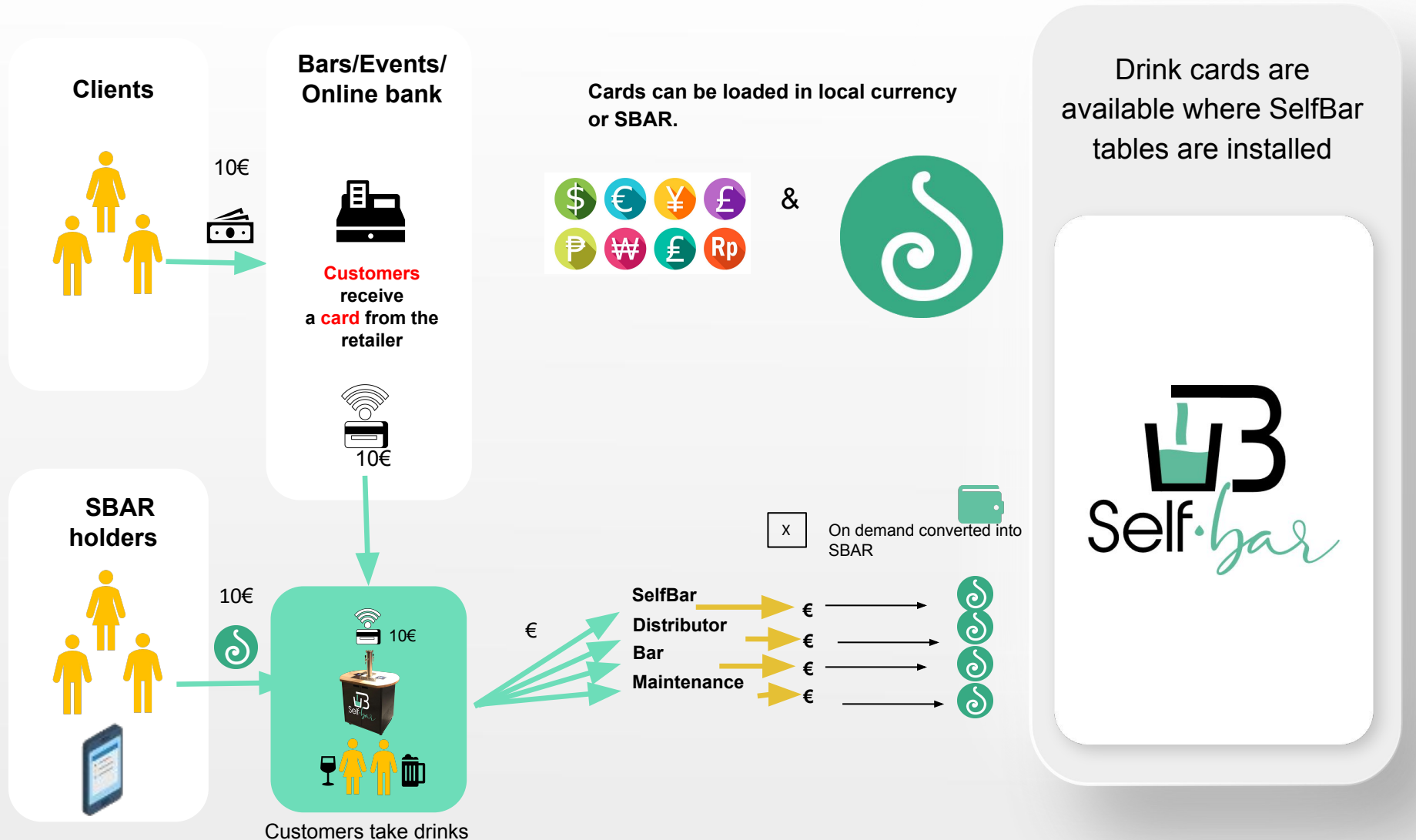


= 1,50€ minimum

These vouchers use Blockchain to ensure security and transparency



Loading/Using drink cards.



SelfBar in action

Video link: <https://youtu.be/uVs3LigWvEc>

1 Drink served centiliter by centiliter

The screenshot shows a digital menu on a dark background. At the top left, it displays '- Self Bar -' in red, followed by '7.00 Eur/L' in red. Below this, '81.84 Eur' is shown in white. At the bottom left, it lists 'Glas 15.76 cl' and 'Tot 0.00 cl' in white. On the right side, there is a green circular logo with a white swirl. Below the menu, the text 'PLACE CARD HERE' is written in yellow. In the center, a white payment card is shown with a yellow border, featuring the 'Self.bar' logo and a stylized 'SB' icon. Yellow arrows point towards the card from both sides.

2 CASHLESS system



Operations dedicated to retail operators

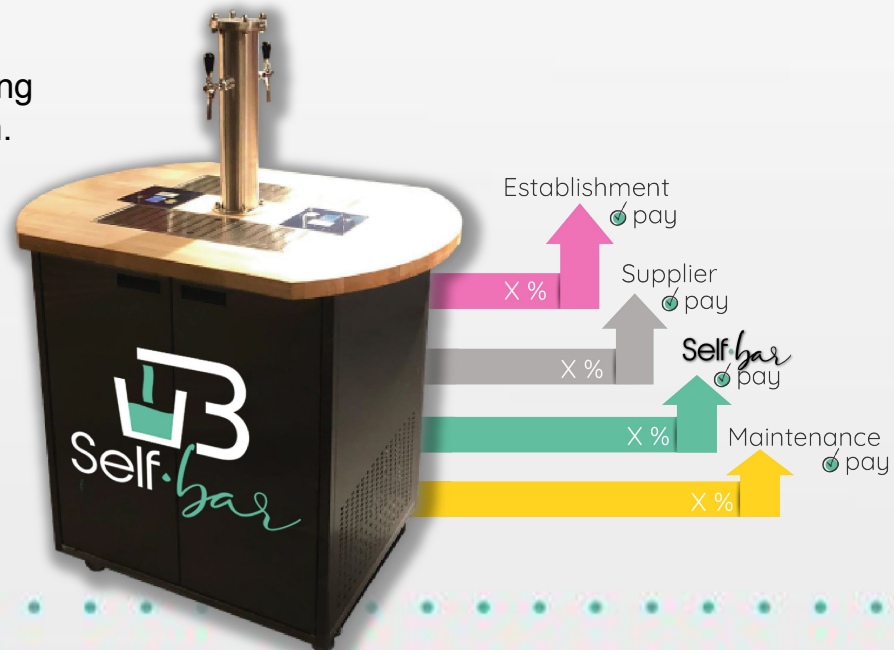


Automation of back office processes.

- Table operations generate movements on the internal SelfBar accounts specific to each establishment, drink supplier, maintenance service, according to a unique distribution key.
- In parallel, this process will automatically generate the accounting for the establishment, the supplier, the maintenance service and the SelfBar service.
- The establishment may thus, at any time, order SelfBar to pay the amounts due to it.
- Inventory management, interviews and data processing are also automated via the SelfBar mobile application.

Link to the video :

<https://www.youtube.com/shorts/zTEa4ZECsR8>

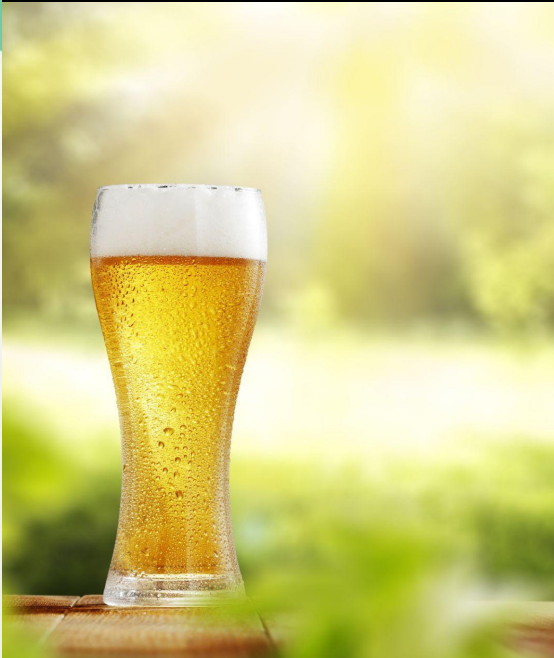




6 – SELFBAR
COMPANY VALUES

SelfBar's values

ECO-RESPONSIBLE



**Waste reduced
from 22% to 1%**

SOLIDARITY AID TO MERCHANTS



No investment expenses

SOCIAL AID



**Low income people become
clients like any other**



Environmentally friendly



On a classic dispenser, the beer flows 5.5 cl in 1 second (5.5 CL second)

1 second poured aside represents: **22% of a 25 CL glass**

Without SelfBar

Wasted

22%

78%

Sold



With SelfBar

Wasted

1%

99%

Sold



[How many glasses of beer in a keg? The cafetiers are right in the face of the taxman | VRT NWS: I reference site](#)

Social aid



A part of the SelfBar margin (3%) is dedicated to social aid.

100% of the funds donated by SelfBar are directly distributed either by giving products to people in need or to the charities that help them.

SelfBar will use 'Colliberty Aid'

What is that?



“Colliberty Aid” is a tool under development based on blockchain technology that guarantees secure and transparent donations.

Why SelfBar will use 'Colliberty Aid' ?

- Donation transactions can be verified and certified via the blockchain.
- The Colliberty Aid tool will also be designed to ensure the confidentiality of beneficiaries in order to preserve their dignity.





7 - BENEFITS FOR THE SELFBAR ECOSYSTEM PARTICIPANTS

A MORE PROFITABLE BUSINESS FOR ALL ACTORS IN THE DRINK INDUSTRY

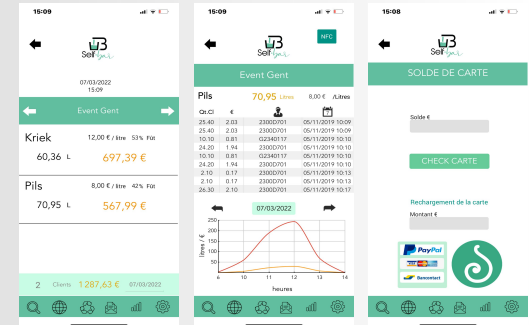


Self-bar



A winning solution for bars and retailers

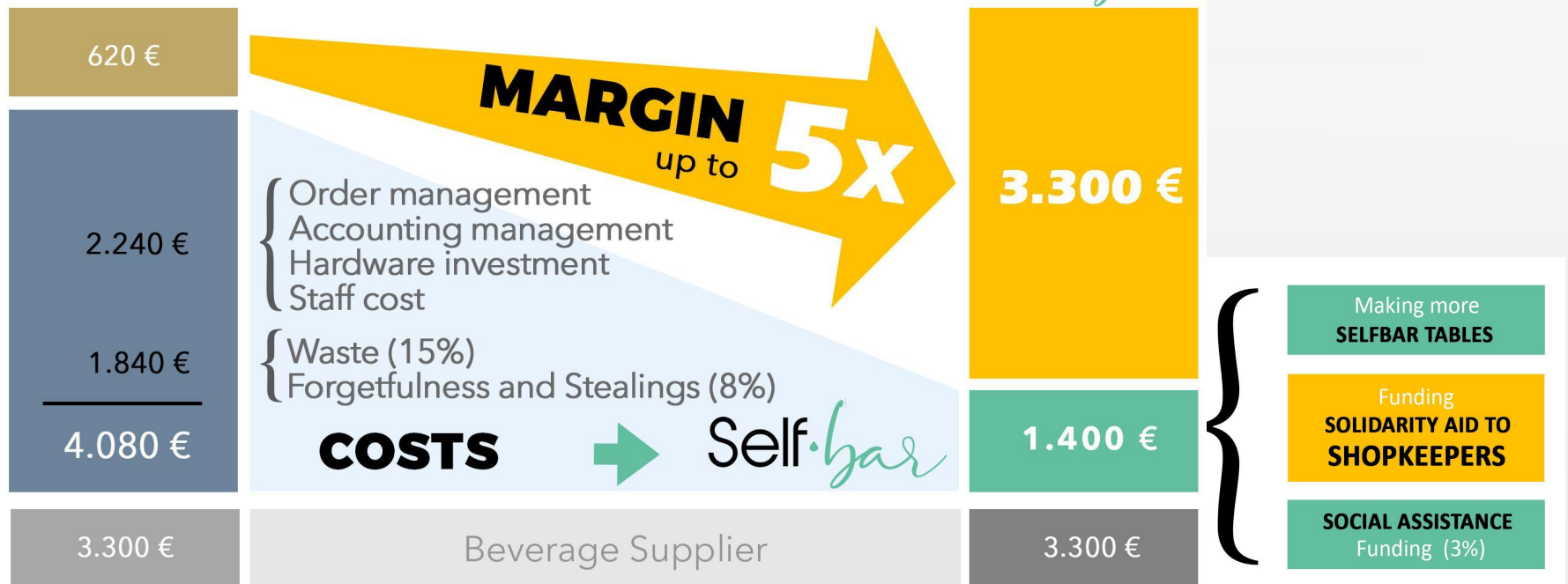
Smartphone app for monitoring operators



WITHOUT
SelfBar

ESTABLISHMENT

WITH SelfBar



For an example of consumption of 1000 liters at €8 per liter

SelfBar impacts bars and retailers in 6 ways:

1. It allows them to multiply their margin (up to 5x more).
2. It promotes an image of eco-responsible action by eliminating waste. Everything that went down the drain and was lost is now monetized.
3. SelfBar makes it possible to sustain social action: 3% of the SelfBar margin is paid to help the poor.
4. Drink dispenser tables are very expensive. SelfBar makes them available to establishments free of charge.
5. SelfBar reduces costs thanks to: less administrative costs such as accounting, logistics organization, etc.
6. Selfbar ensures a better customer service : the self-service system allows the staff in the room to take better care of customers and give them more attention. The customer experience is faster and more fun.



Consumer benefits: A new exciting way to have fun



 AirClean UVC



The advantages for manufacturers/distributors

Advantage 1: SelfBar company buys the tables up front from the manufacturers

SelfBar will regularly purchase many tables from the manufacturers. They therefore no longer have to deal with customers in the catering sector who often have difficulties financing their table investments.

Advantage 2: SelfBar company commissions the manufacturers for bringing customers.

Manufacturers receive a percentage of drinks for 2 years on every new customer they bring and sign up for SelfBar.

Since the tables are already paid for by SelfBar, the placement of the tables is greatly facilitated because the operators no longer have to invest in the acquisition of the tables themselves.

Advantage 3: table maintenance is anticipated and can be paid for in real time.

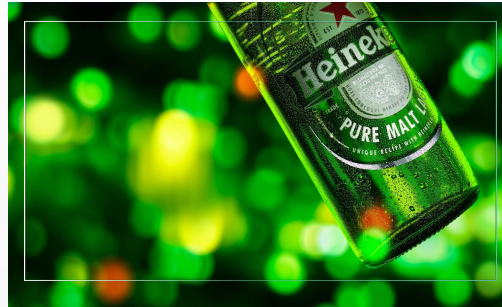
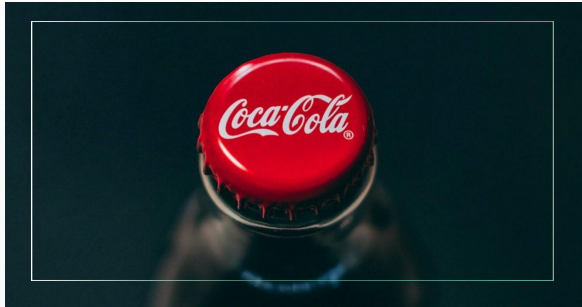
The SelfBar mobile application for maintenance companies makes it possible to monitor table operating conditions in real time (temperature, pressure, hours of operation, cleaning frequency) and to anticipate breakdowns. In addition, maintenance companies can demand to be paid on a pro rata basis according to the volumes consumed on the tables.



**SelfBar pays
cash each
table order**

The advantages of the SelfBar system for brewers/distributors.

SelfBar tables are additional distribution tools that brewers can take advantage of. They do not compete with their ecosystems.



Equipment financing provided by SelfBar

The equipment is manufactured by professionals and financed in advance by the SelfBar company. Brewers/distributors therefore no longer have to cover this cost for establishments under an exclusivity contract.

Possible shortening of payment terms

The accounting related to the operations of the SelfBar tables is carried out in real time.

This accounting can perfectly include the sums due to the brewers/distributors.

Brewers/distributors are able to demand payment from operators on a more frequent basis.

The reduction in payment delays can represent a considerable economic advantage for brewers/distributors.














Reinforcement of exclusive contracts

Exclusive distribution contracts with establishments are strengthened. Establishments no longer have any interest in sourcing their drinks outside of contracts because it would mean paying them twice for them

Monitoring of table cleaning

Machine maintenance, which includes monitoring of pressure/temperature parameters and monitoring of regular table cleaning, is systematised. This allows the brewer/distributor's products to be served in optimal conditions.

The advantages of SelfBar for actors in the drink industry

Actors	Advantages for actors	Advantages for SelfBar
Bars (No investment) 	<ul style="list-style-type: none"> - Increases margin up to 5x - Environmentally friendly: beverage waste drops from 22% to less than 1% - Solidarity action - Transparent Charity assistance - Increases sales by 20% - COVID Safe (AirClean, Distanciation, ...) - Facilitates takeaway sales - Increases customers Loyalty  	<ul style="list-style-type: none"> - Prepayment of his service - Consistent income (17%) 3.5min / day = 1000 € / month / table ! - Large number of institutions on the market. - Environmentally friendly action - Solidarity action to traders 
Customers 	<ul style="list-style-type: none"> - Environmentally friendly action - Solidarity action - Transparent charity assistance - Covid Safe (Airclean, distanciation,...) - Takeaway - New responsable customer experience - Freedom: fast, easy & fun self-service 	<ul style="list-style-type: none"> - Data Collection, consumption and customers behavior statistics, BigData - Environmentally friendly action - Solidarity action to traders - Transparent Charity 
Bars Manufacturers (No investment) 	<ul style="list-style-type: none"> - Increases turnover - Certainty to be paid (prepaid) - Tracking application: temperatures, pressure, cleaning ... - Facilitates their savings - AI anticipates breakdowns & shortages - Better paid cleaning contracts - Environmentally friendly - Solidarity - Transparent Charity 	<ul style="list-style-type: none"> - Manufacturer's customer portfolio and use of their sales force - Manufacturers, install and move SELFBAR tables - Tracking after-sales service of SelfBar tables 
Drink provider (No investment) 	<ul style="list-style-type: none"> - Certainty of being paid - Secures their exclusive contracts - Real-time tracking of their sales - Customers Loyalty - Automated control management, facilitates their logistics - Environmentally friendly action - Solidarity traders - Transparent Charity 	<ul style="list-style-type: none"> - Beneficiates from their marketing - Beneficiates from their clientele - Customers for BigData service 



8 - SBAR TOKEN



SBAR : the SelfBar Utility Token

What is a token ?

A token represents a right for its owner.

It is expressed through a digital system secured by the Blockchain.

What does the SBAR token represent ?

A Next'Gen voucher with a minimum value of **€1.5** to load drinks credit on SelfBar drink cards.

The SBAR token is on the public **Polygon** blockchain (ERC20)



Public transparency

SelfBar tables use blockchain technology to record, immutably and securely, a **daily summary** of each table's transactions and the payments to be associated with them.

This summary is hashed (encrypted) and stored on the **public Polygon Matic blockchain**.

This SelfBar feature provides a **daily and transparent audit** of all operations related to SelfBar tables.

It was set up with the intention of giving **greater trust and ease of management** between all the partners of this table than the traditional means.

Anchoring of daily SelfBar tables operations in the blockchain



Details of 24 h operations of SelfBar tables



Quantity, prices, hygiene,
température, draft pressure, ...



Anchoring via 



The fundamentals of the SBAR token value

The token value is backed up by :

1. **Voucher:** The conversion of SBAR tokens into drink service will always be possible and is guaranteed by the company SelfBar Belgium srl as soon as the tables are put into service (December 2022).
2. **Utility:**
 - Auditing of tables and securing
 - On demand, the drink industry actors can be paid in SBAR for their services
3. **Scarcity:** A limited number of tokens for an unlimited number of SelfBar tables and services.

Explanation : Calculation of the price of the drink voucher

The utility value of the SBAR, converted into a drink voucher, corresponds to an amount of fiat currency determined by SelfBar.

Initially, a minimum value of 1.50 euros was arbitrarily set for the SBAR promotional voucher.

Subsequently, SelfBar may decide to modify the base value of the promotional voucher according to its promotional policy without ever lowering it.

This said, if the secondary market price of the SBAR differs from the base value of the voucher, SelfBar will always accept it, as a drink credit, at the base value of the voucher and not at the secondary market price.

Example 1 :

The price of SBAR is 0.8 euros on the market and the minimum voucher value is 1.53 euros.

SelfBar accepts SBAR at 1.53 euros for drink service.

Example 2 :

The price of the SBAR is 1.65 euros in the markets and the value of the minimum purchase voucher is 1.53 euros. SelfBar accepts SBAR at 1.65 euros for drink service.

Token SBAR : technical characteristics



- Maximum issue is limited to 250.000.000 SBAR.
- Private ICO: ERC 1400 - KYC / KYB secure 5.000.000 SBAR.
- The SBAR token (SBar) was first issued on the Talium-Asset platform (ERC-1400) during a private ICO and can then be swapped (as ERC-20) on a Metamask wallet.
- 100.000.000 SBAR are blocked as “ **founding tokens**” in ERC 1400 on the Talium-Asset platform.

These are published in accordance with the following terms:

- Activation starting date: End December 2022
 - Release: 1/64 of the **founding tokens** can be activated each month on the market, **swapped in ERC-20 (to avoid a strong dilution of the value of the token)**.
- A maximum of 145,000,000 additional SBAR tokens will be published on the market depending on the number of SelfBar tables in circulation (See next page)
 - The SBAR token is based on an ERC-20 using the Polygon blockchain. This implies compatibility with the main trading platforms around the world.

Polygon Blockchain Contract : 0x6c526368e1185e4cd8a50468eb3429c5aeb674f3



Maximum number of SBAR tokens used

It is in the interest of the company SelfBar Belgium to mine a minimum of tokens. SelfBar guarantees to all the SBAR holders that they can use their tokens for drink services with SelfBar tables.

Below are the rules for the maximum quantity of editions of SBAR ERC20 Polygon tokens which will depend on the number of SelfBar tables on the market. (Issued Founding Token included)

Beginning of editing maximum 5.000.000 SBAR

- 1 from 100 tables SelfBar : min 5.000.000 SBAR max 15.000.000 SBAR
- 500 tables SelfBar : max 50.000.000 SBAR
- 1.000 tables SelfBar max 70.000.000 SBAR
- 5.000 tables SelfBar max 105.000.000 SBAR
- 15.000 tables SelfBar max 150.000.000 SBAR
- 25.000 tables SelfBar max 250.000.000 SBAR

At most, there could eventually be 250 million SBARs in circulation.

This condition can be verified directly on the Polygon blockchain : SelfBar (SBAR) Token Tracker | PolygonScan.

Contrat Blockchain Polygon : 0x6c526368e1185e4cd8a50468eb3429c5aeb674f3

The SBAR token is a voucher with a minimum value of €1.5 to load the SelfBar card with a drink credit. SelfBar has a contractual debt of €1.5 of drink credit per token in favor of token holders.

The SelfBar company guarantees this debt through the recurring sale of drinks via all of its fleet of SelfBar tables in operation around the world and the sale of “Ambassador” territorial exclusivity contracts (country, region and local type). For instance: for a person who wishes to spend 10 SBAR on drinks, the company SelfBar guarantees a minimum of €15 in drink credit.

The profitability of the SelfBar tables provides the SelfBar company with sufficient margins to support the value of the SBAR token and above all to have cash to accept the SBAR at a minimum of €1.5 in drink credit. (see page 58)

There is a total of 250 M tokens including 100 M “founder tokens” which are planned to supply the beverage market with vouchers. Of the 150 M, 5 M have already been published for the ICO in 2021, 3,400,000 have been distributed and 1,600,000 are kept in reserve. The remaining 145 M can be edited according to a vote of 4 founding members according to the following conditions:

- Shortage of SBAR token on the market, in the context where no one sells tokens, the company SelfBar will have to provide some for the internal use of the SelfBar tables.
- Too large a gap between the number of SelfBar tables in operation and the number of tokens in circulation. If there are too many SelfBar tables in use, there must be enough tokens for them to work.
- Need to fund new SelfBar tables. By issuing and therefore selling new tokens, the SelfBar company can finance the manufacture and installation of new SelfBar tables. It will be able to issue and sell a significant number of tokens as part of the deployment of a large number of new tables on a new market.

The minimum sale price of the new published tokens will be the same as the contractual price of the current year.

The issuance of new SBAR tokens will be subject to a vote of 4 founders with a result of 3/4 positive votes.



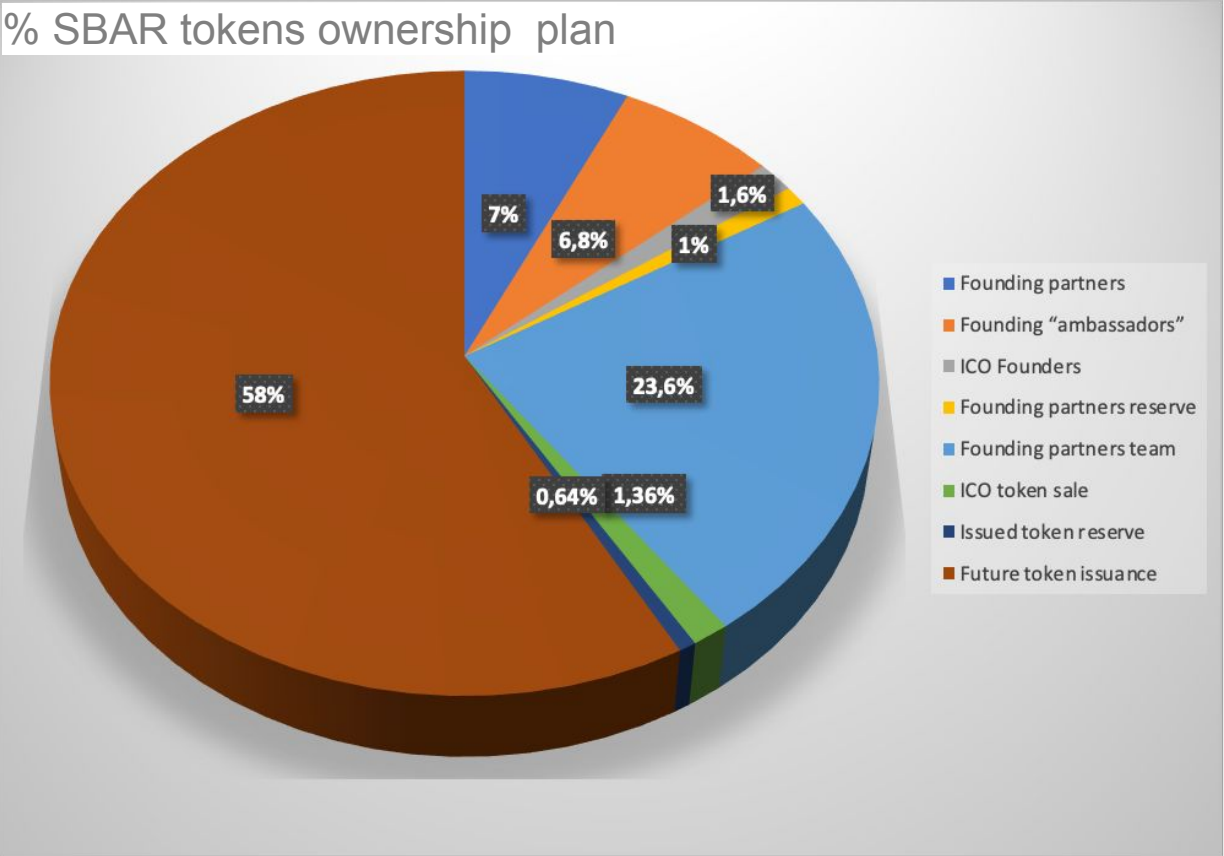
Tokens Distribution Plan

The founding tokens will be released end of Dec. 2022 at the rate of 1/64 per month (total release over Minimum 5 years and 4 months).

The distribution of founder tokens allows, among other things:

1. Remuneration for the research and development work of the founders
2. The collaboration in the project of qualified partners.
3. The collaboration in the project of the ambassadors who, by their purchase of their contract, can receive founding tokens.

These finance the manufacture of the SelfBar tables.





**9 – SELFBAR
AMBASSADORS**

EARN A PERCENTAGE OF EVERYTHING THAT
FLOWS FROM OUR SELFBAR TABLES

AMBASSADOR

Self·bar





SelfBar seeks 2 goals by setting up an ambassador contract sales system :

- Financing the growth of the SelfBar company.

and

- Supervision of SelfBar's marketing activities in its various markets.

The **job of ambassadors** is to :

- (1) Identify locations with high yield potential
- (2) Organize promotional marketing actions based on the values of the SelfBar company

Exemple: Belgium

Local Ambassador

2.200€

Limited to 1000 places
40 places per region

Regional Ambassador

44.000€

Limited to 25 places

Country Ambassador

On demand

SelfBar offers **3 types of ambassador contracts:**

- **Local contract** : marketing supervision of the activity in a city.
- **Regional contract** : marketing supervision of the activity in a region.
- **National contract** : supervision of the sale of ambassador contract in a country and supervision of the marketing activity in a country.

Cost and revenue of ambassador contracts (operating principle)

Fixed cost of acquiring a contract: A price defined by country, on a specific geographical territory.

Contract revenue: 4 possible types of benefits

**A fixed % of revenue generated on each table by consumption
(payment in € or local currency)**

Plus

**A number of SBAR founding tokens corresponding to the promotion of the purchase
of their contract pack local or regional.**

Additionally, for each new table location identified and signed by contractor:
(the location must also be accepted by SelfBar)

Fixed % of revenue generated on each table placed by the contract holder (payment in € or local currency)

In addition, each new ambassador, identified by the contract holder, must be validated by SelfBar:

**A number of SBAR founding tokens corresponding to 10% of the purchase of the local, region or country
ambassador pack.**

SelfBar Ambassador

And you,
what percentage
would you like to get
on everything
that flows out of
SelfBar tables ?



Ambassador presentation on demand : info@selfbar.be

What you don't have to take care of

Handled by manufacturers

- ▶ Installation of tables
- ▶ Maintenance of tables
- ▶ Tables repair

Handled by SelfBar

- ▶ Tables insurance



How to keep your contract beyond 2 years



The more **active** you are, the more your **results** will be **multiplied**

Local ambassador

- Refer 5 people per month on the application
- Share and like minimum 60% of social media posts

Regional ambassador

- Organize and lead information sessions in establishments. (info will follow)
- Refer 5 people per month on the application
- Share and like minimum 80% of social media posts



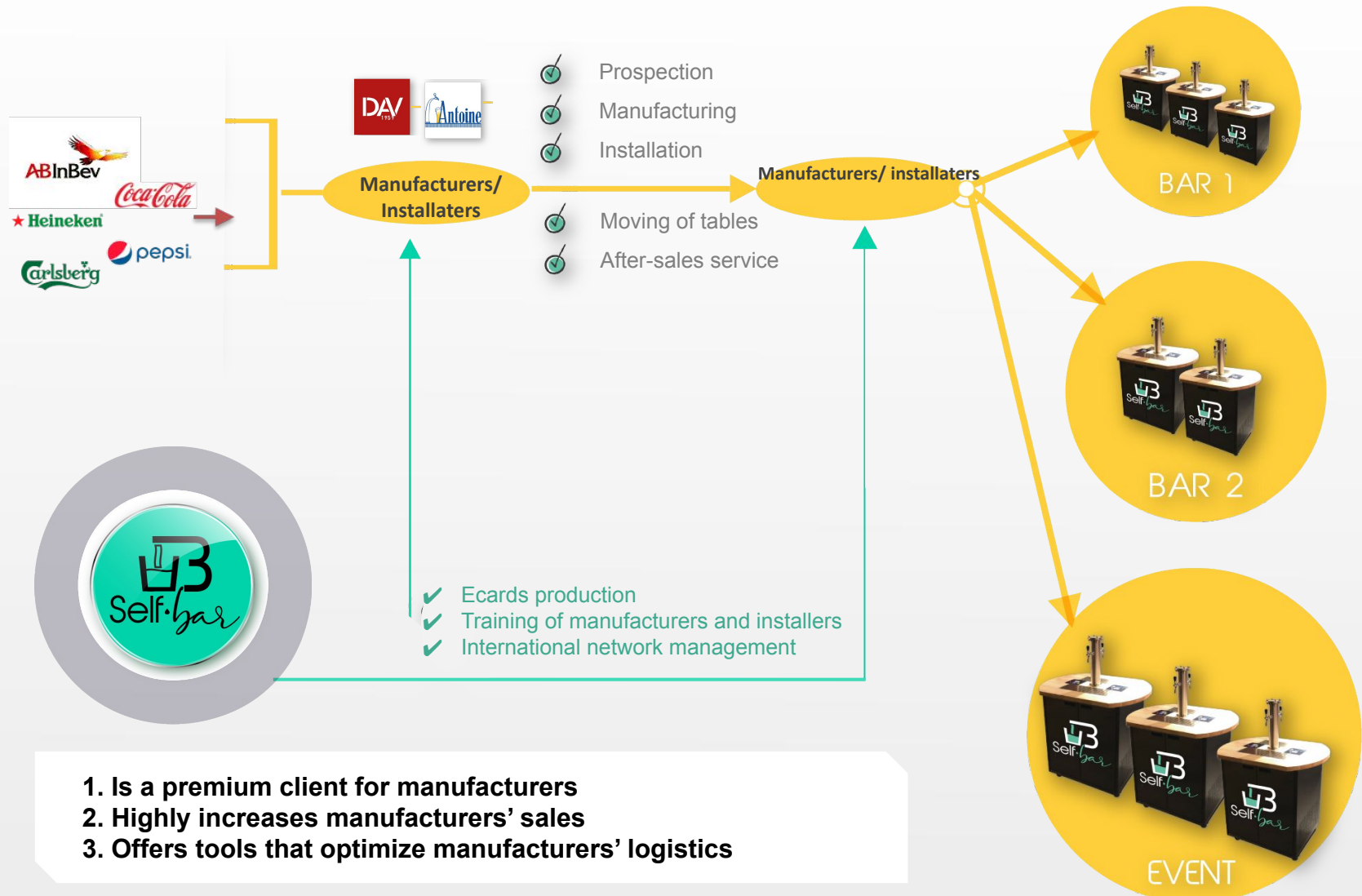
**10 – SELFBAR
BUSINESS MODEL**

The key role of manufacturers/installers in the SelfBar business model.



- To access the market, SelfBar collaborates with manufacturers/installers. These already have the market access to all future SelfBar customers in their portfolios and make it available to SelfBar in order to be able to deploy its tables throughout the world.
- This collaboration is made possible because SelfBar is a premium client for manufactures/installers. SelfBar buys hundreds of tables up front and in exchange asks manufacturers to place them in bars and restaurants. This process is greatly facilitated because the tables are already fully paid by SelfBar.
- SelfBar also uses the logistics and customer network of manufacturers/installers to provide after-sales service and maintenance in bars and restaurants. Manufacturers can also take advantage of SelfBar technologies free of charge to improve their customer service: remote measurement of internal and external temperatures, pressure, anticipation of breakdowns via AI, maintenance monitoring, etc.
- SelfBar electronics and intelligence are easily integrated into the tables usually made by manufacturers.
- When a manufacturer uses his network and brings a customer to SelfBar, he receives prorated volumes on the table for two years.
- Cooperation with Self Bar allows manufacturers to significantly increase their business volume.

SelfBar interaction with all the actors of the drink industry



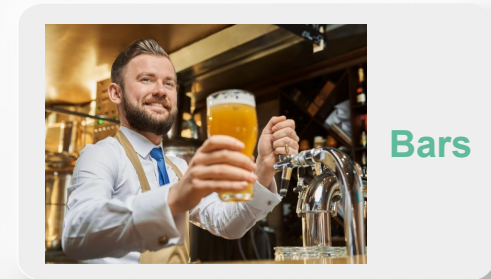
1. Is a premium client for manufacturers
2. Highly increases manufacturers' sales
3. Offers tools that optimize manufacturers' logistics

SelfBar business model can easily be replicated internationally

Direct access to the distribution network via table manufacturers

BEFORE

Bars and restaurants buy the equipment



AFTER

SelfBar finances the equipment

Tables are free of charge for Bars

SelfBar is a premium customer for manufacturers. They provide us their customers and logistics.

SelfBar: Deployment



Several thousand manufacturers/installers

Very easy to approach because
SelfBar is a big customer for them



SelfBar

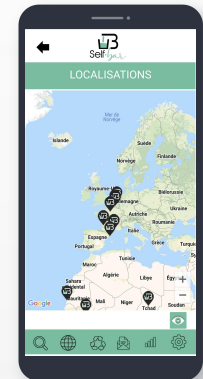


Order 365 tables from
a manufacturer / installer
(1 table per day)



Manufacturer's roles :

- Customer access
- Manufacturing
- Installation
- After-sales service



Target within 3 years

With **100 manufacturers**
installing 1 table per day



SelfBar can already build

36.500 tables/year



DAV Equipment is SelfBar's main actual partner.



- ✔ DAV Equipment:
 - 60 years of experience
 - Main French supplier of AB Inbev, Heineken, Carlsberg ...
- ✔ Provides more than 60 technicians for SelfBar

"This project makes clever use of the cashless integration that already exists in France in some of our equipment, this has clearly supported our decision."

Ludovic Depestel
DAV Concept Director

International expansion strategy

SelfBar aspires to expand across the world through franchises.

We already work with DAV Equipment France and Antoine Belgium who manufacture and install tables in Belgium and France.

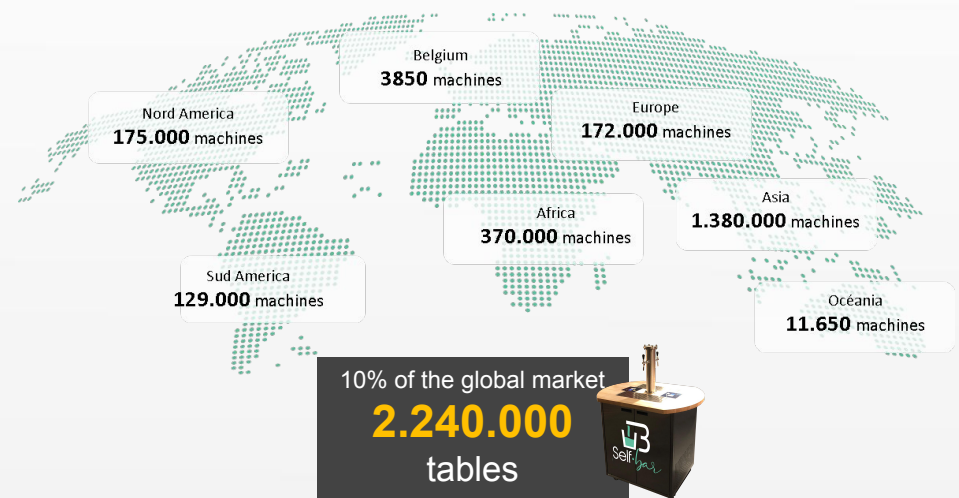
The simplicity of SelfBar system facilitates its integration in tables that manufacturers provide in bars across the world.

In each country, we will train local manufacturers already well established. This will allow SelfBar tables to be produced and placed locally. This also ensures that the tables are adapted to the technical constraints of the country.

More over, Producing locally will drastically reduce the usage of fossil fuels and therefore greatly limit CO² emissions.

Beer
market

576,000,000
liters / day
Global market



SelfBar tables park (beer market)

Tables are available free of charge.
This facilitates their worldwide distribution.

The Selfbar system works for ALL types of drinks: water, sodas, wine, coffee, etc.

Turnover generated by a SelfBar table



SelfBar takes 17% margin on drink sales

Example: A SelfBar table running for 3,5 minutes/day already generates 1000 Eur / month for the SelfBar company.

$(10 \text{ Eur/l}) \times (6,6\text{l/min}) \times (3,5 \text{ min/ day}) \times (26 \text{ days/month}) \times (17\% \text{ SelfBar's margin})$

For information: average cost of a table = 8800 Eur.

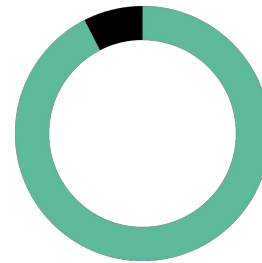
USE OF MARGINS



Year 1

75% Table financing
and SBAR support

25% Operational costs



From year 5

90% Table financing
and SBAR support

10% Operational costs

Sources of income for SelfBar



The project generates 4 sources of income for SelfBar

1 Drink Consumption

17% of sales revenues from drink consumption on SelfBar tables.
As the SelfBar tables park increases, the company sales will increase.

2 Ambassador Contracts

Sale of ambassador contract promoting rapid global deployment.

3 Big data

SelfBar tables' data can be sold to the drink industry actors.

4 Advertising

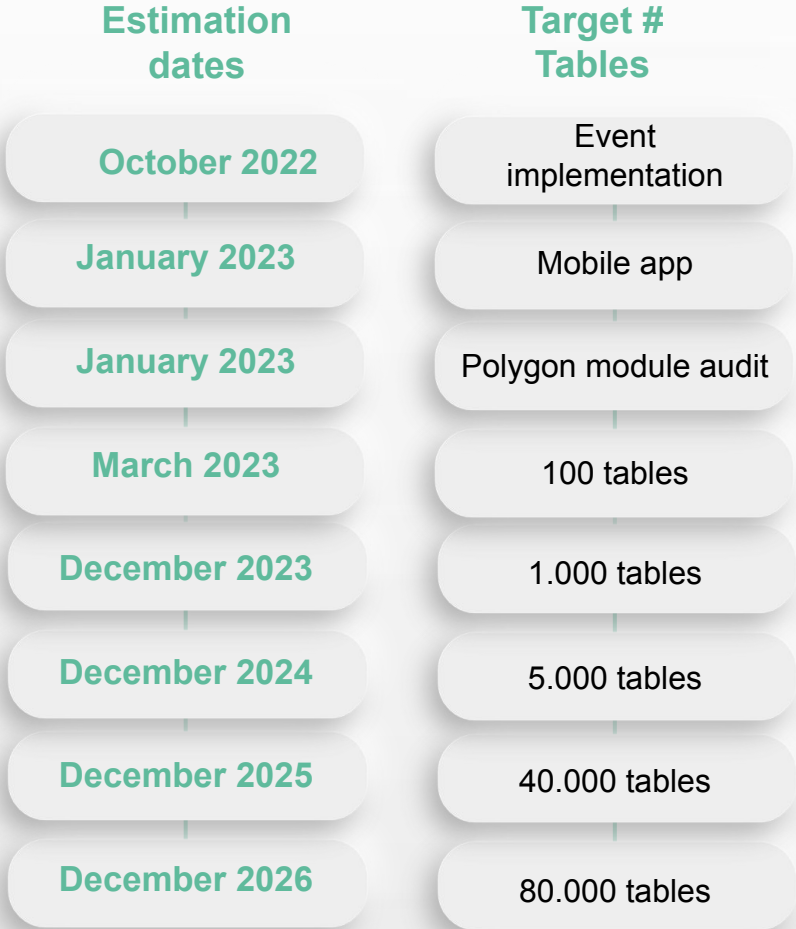
SelfBar tables are billboards for advertisers



11 – SELFBAR TIMELINE

More than 100 manufacturers/installers will be involved to manufacture and place SelfBar tables worldwide by the end of 2024.

Manufacturers are sourced in each market to limit the costs and ecological impact of table transport.





12 - TEAM

Vincent Callebaut – CEO SelfBar



Vincent is a natural born inventor.

He defines himself as a self-made man, with an admiration for natural ecosystems where he could observe millions of individuals, helping each other, thriving together.

Those ecosystems turned him into a strong believer for a new economic model, respecting the environment and all its inhabitants. With the SelfBar model he created, every participant in the ecosystem is a beneficiary. He is a firm believer in a society where every actor has a place, a role to play - with decent revenues and dignity. The Selfbar model is not only respecting the people but is also eco-responsible by reducing water waste from 22% to 1% only.

Fascinated with new technologies, Vincent started in career by operating his own network of computer stores. During those days, a cousin of his, operating a large bar, shared his concern with him about numerous thefts he was facing. Vincent then started to work on a cash-less secure drink dispenser table. This led to several collaborations with many international drink table manufacturers for which Vincent invented always more innovative, more secure, smart drink tables.

In 2015, Vincent was quick to understand the potential of digital currencies for creating new business models and new economies. This is when the idea for the SelfBar ecosystem came to his mind. In 2021, he co-created SelfBar Belgium SRL with his son Altan Callebaut. Selfbar builds and operates selfservice & cashless smart drink tables that can be operated via local currencies and a digital utility token - the SBAR.

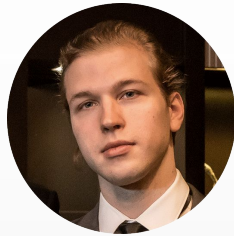
With SelfBar, Vincent is now focused on international expansion with standardized tables that can be produced anywhere locally and a very scalable business model supported by ambassadors deployed throughout the world (similar to franchisees).

Request for SelfBar tables are already pouring in from the five continents.

I - Belgian SelfBar team



VINCENT CALLEBAUT
FONDATEUR
CEO - CTO



ATLAN CALLEBAUT
FONDATEUR
BARSECO CEO



SEBASTIEN PIRLET
DIRECTEUR DES
VENTES



AIMÉ TRIBOLET
COMMUNICATION
& DESIGN



NICOLAS KOUREMETIS
BUSINESS DEVELOPER



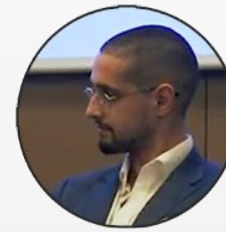
ELOÏSE CALLEBAUT
ADMINISTRATION
& MARKETING



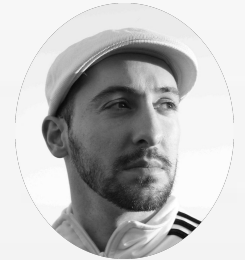
RAYMOND PLATEAU
CONSULTANT



HILAIRE HUBERT
CONSULTANT



JOSEPH (JOEY) B.
STRATEGIC
CONSULTANT



GREGORY MONFORT
CEO ACE GOOD (EVENT)



JEAN-MICHEL BILLAUT
CONSULTANT



NKONGOLO KINANGA
COMMUNICATION



DEBORA PAOLINI
STRATÉGIE
MARKETING



ADRIAN NICULESCU
CONSULTANT



CONSTANTIN GAITATZIS
DÉVELOPPEUR

II - SelfBar Latin America team



**LAURA
DE LOS RIOS CARO**
LATIN AMERICA MANAGER



**ANDRES
ESTRADA**
FINANCIAL DIRECTOR



**DANIEL
ROMERO**
MARKETING DIRECTOR



**SEBASTIAN
BENAVIDES**
CHEF DE PROJETS

PARTNERS:





13 - WARNINGS

Warnings / Risks

SBAR Token Risks.

- **Market risks** : SBAR tokens are subject to a fluctuating market value, defined by the supply and demand.
- **Mitigation** : SelfBar encourages token acquirers to thoroughly study the rules of the SBAR token and the operating conditions of the markets.
- **Operational risk related to the private ICO**: Risk that the SBAR tokens are not credited by the SBAR company to their digital account due to a manual operational error by the SelfBar company Belgium SRL.

Mitigation : SelfBar offers the organization of the ICO through the French platform Talium Assets France.

- **Risk of adverse regulatory action in one or more jurisdiction(s)** : Blockchain technologies have been subject to tests by various regulatory bodies around the world, including within the European Union. The ICO has been structured in consideration of the European law applicable at the time of the offer.
The operation of the SelfBar network may be impacted by the passing of laws restrictions, the publication of restrictive or negative notices, the issuance of injunctions by national regulators, the start of investigations or regulatory actions including, without limitation, restrictions on the use or possession of digital tokens like SBAR, which may prevent or limit the development of the SelfBar network. Given the lack of qualification of active cryptos in most countries, each buyer is strongly encouraged to carry out a legal and tax analysis related to the acquisition and holding of SBAR according to their nationality and place of residence.
- **Risk of digital identity theft** : Investors take the risk of theft of their digital identity and having their tokens stolen.
Mitigation : SelfBar encourages the investor to protect his digital activity by never communicating his passwords or private keys and to store them in secure locations.
- **Risk associated with the ERC20 protocol on the Polygon Blockchain**: A malfunction of this protocol or of the polygon blockchain could make it impossible for the proper functioning of the regulations related to the activity of the SelfBar tables.
- **Risk of dilution of the value of the SBAR token** : Investors take the risk that the value of the token will be diluted during successive issues of new tokens, even if the speed of issue of the token respects that described in the white paper.
Mitigation : Selfbar encourages SBAR holders to study and understand the timing of token issuance as published in the SelfBar project white paper;

Risk of bankruptcy associated with the SelfBar company Belgium SRL:

A bankruptcy of SelfBar Belgium SRL would render the latter unable to honor the conversion of SBAR into a drink service.

Risks related to the use of SBAR tables.

- **Risk of mechanical failure** : SelfBar tables, like any other table, are susceptible to mechanical failure.

Mitigation : Compulsory maintenance contracts are taken out by table operators.

- **Risk of electronic failure** : SelfBar tables are susceptible to electronic failure.

Mitigation : If a SelfBar electronic card were to fail, another is sent within 48 hours to the table's maintenance company.

- **Risk of communication network failure** : A breakdown of the Wifi, 3G, 4G, 5G communication network used by the SelfBar tables remains possible, making impossible the communication on the operations realized on the SelfBar tables.

Mitigation : SelfBar tables, in addition to the protocols involved above, also use the Lora network to transmit data. In the event of a total failure of the communication networks, tables continue to locally store the information relevant to the operations on the tables, while waiting for the restoration of the communication networks.

- **Risk of RFID card theft** : The use of an RFID card is not protected by a password, all the drink credit stored on an RFID card can be consumed by the holder.

Mitigation : This risk is mitigated by the fact that SelfBar only allows a maximum drink credit of EUR 200 to be deposited on RFID cards.

- **Risk of RFID card failure** : Improper use/storage of the RFID card may damage it and render it unusable.

- **Risk of RFID card hacking**: RFID cards can be hacked.

- **Risk of theft or damage of SelfBar tables** : SelfBar tables are high value tables.

Mitigation : This risk is mitigated by theft and damage insurance taken for the tables by the SelfBar company Belgium SRL.

- **Risk of lack of supervision of SelfBar tables during use** : The use of SelfBar tables must be supervised at all times by the table operator. In the event of lack of supervision, an underage person equipped with a card could, for example, use a table to serve alcohol.

Mitigation : This risk is mitigated by the heavy criminal penalties imposed on table operators in the event of a breach.

- **Risk of not finding a SelfBar table referenced on the SelfBar app**:

It is possible that a damaged table will be temporarily removed from the market. If there is no replacement table available, SelfBar may not be able to provide its drink dispensing service until such table is replaced.

Mitigation : During the time of the unavailability, the table operator must declare the unavailability to the teams of SelfBar Belgium SRL who will update the geolocation maps of the tables on the SelfBar application.

Warnings / Risks



Risks related to the activities of the SelfBar company.

Customers and suppliers of the company SelfBar take the following risks:

- 1 - SelfBar credit risk: Risk of bankruptcy.
- 2 - risk of mechanical and electronic failure related to tables and SelfBar information systems.
- 3 - operational risk

Risks linked to investing in Barseco SRL.

Investors who acquire equity in Barseco Belgium SPRL take the following risks :

- 1- **operational risk** : if the company does not make the payments on time or with incorrect amounts.
- 2 - **risk of bankruptcy of Barseco SRL** : Following the bankruptcy of its only client SelfBar Belgium SRL.

Risks taken by investors in SelfBar partnerships/franchisees.

- **Risk on the number of tables involved in the partnership** : his number varies according to the priorities and deadlines for manufacturing and allocating the tables on the different markets.
- **Risk on income generated on each table** : this risk is proportional to the level of use of each table.
- **Risk of bankruptcy of the SelfBar company** : consequence on the value of the token and on the possibilities of using the tokens.
- **Risk of non-renewal of partnerships/franchises.**



How to participate?



✔ Contact us: info@selfBar.be

✔ www.selfbar.be



Self.bar
les gouttes qui changent tout