



**BLINGCOME**



**BLINGCOME**

THE WORLD'S FIRST BLOCKCHAIN  
POWERED DIGITAL CURRENCY  
DEDICATED TO DISRUPTING THE HAIR,  
BEAUTY & COSMETICS INDUSTRIES.



**BLINGCOME**

Blingcome and our “Blockchain Beauty” technology is preparing to disrupt the global beauty and cosmetic industries.

**About Blingcome: (“\$BLING”)**

**\$BLING** is the network code for our **ERC20** digital currency, a highly scalable utility token that blends the global beauty and cosmetic industries with applications of blockchain technology. Blingcome is disrupting the traditional way we interact with online beauty products and consumer content, by using the innovation of blockchain and digital assets the Blingcome team are creating ways for forward thinking beauty brands to engage with customers, we are truly disrupting the traditional way of working.

**We are early adopters:**

The Blingcome team historically have been a disruptor in the world of hair, beauty, cosmetics and e-commerce, whether it’s cutting-edge loyalty programs or curated subscriptions, the team have always had a knack for tapping into exactly what consumers want.



**BLINGCOME**

**Our Direct-To-Consumer e-commerce platform is designed for forward thinking consumers**

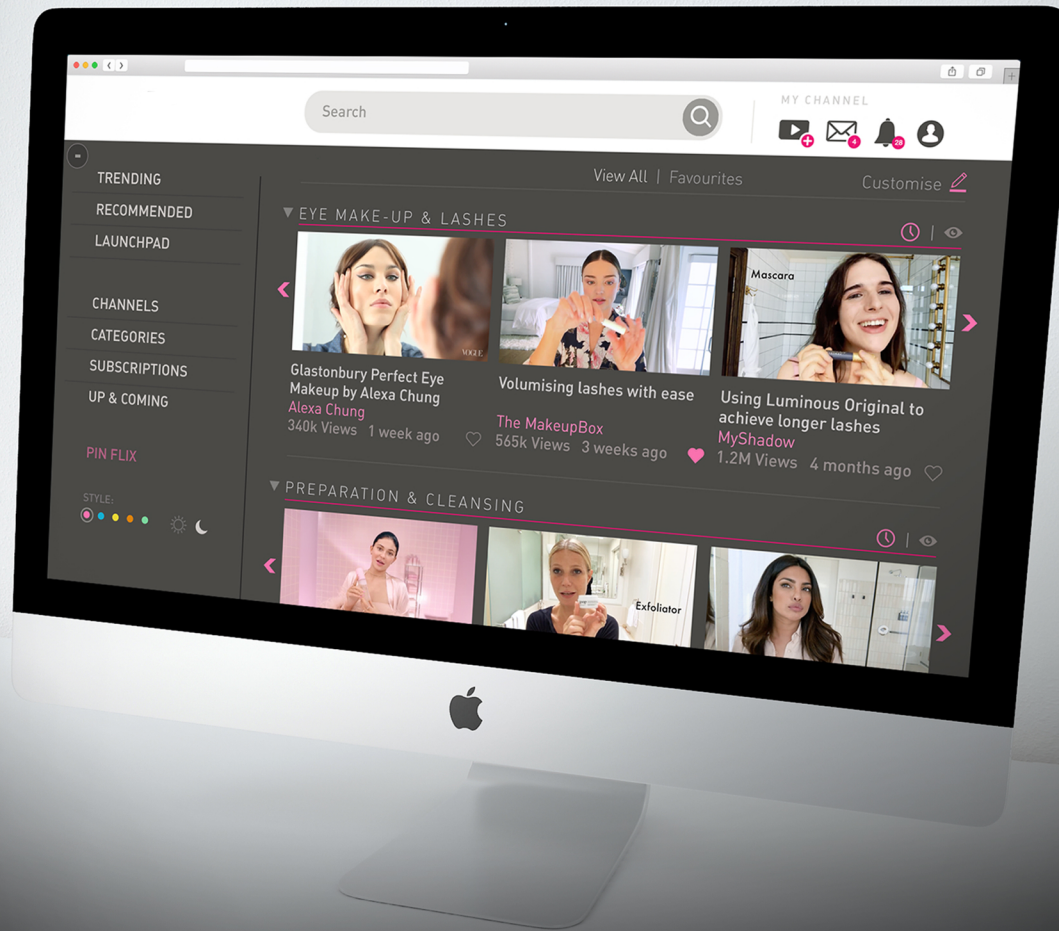
**Launch of the Blockchain powered digital platform:**

Launching in the final quarter of 2022 Blingcome is the bedrock currency underpinning our new Hair, Beauty & Cosmetics Direct-To-Consumer focused e-commerce and social media platform. Currently in development, the platform provides a dedicated interactive social hub for one of the largest and growing industries in the world, inclusive of video content, e-commerce, immersive live broadcast, product reviews and reward schemes.

**The Platform Offers:**

- Supply chain traceability
- Product authenticity
- Loyalty rewards programs
- NFTs to mix branding with art
- Big data to build personalised products





WE KNOW EXACTLY WHAT THE GLOBAL CONSUMER WANTS FROM DECADES WITHIN THE SECTORS.

WE'RE DELIVERING A DEDICATED DIGITAL PLATFORM TO SERVE THOSE NEEDS.



BLINGCOME

# Global Beauty Industry

**\$675**

Billion

Estimated current worth

**\$805**

Billion

Forecasted by 2023

L'ORÉAL  
PARIS

**The No.1 Beauty Brand in the World**  
Revenue vs Advertising

**\$29.4 Billion** Turnover

**\$9.21 Billion** Advertising

L'Oreal spend 31% of their annual turnover on advertising.

## Top 5 Beauty Social Influencers

Estimated YouTube AdSense earnings

**Huda Beauty** yearly earnings: **\$12.6K – \$201.4K**

**Nikkie Tutorials** yearly earnings: **\$48.1K – \$770.3K**

**James Charles** yearly earnings: **\$382.3K – \$6.1M**

**Jeffree Star** yearly earnings: **\$343.3K – \$5.5M**

**Manny Mua** yearly earnings: **\$23.2K – \$370.9K**

Estimated Instagram earnings

per sponsored Instagram post: **\$75,989**

per sponsored Instagram post: **\$26,186**

per sponsored Instagram post: **\$33,031**

per sponsored Instagram post: **\$26,648**

per sponsored Instagram post: **\$10,270**

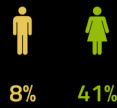
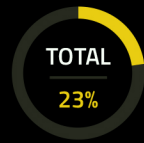
**\$128**

Billion

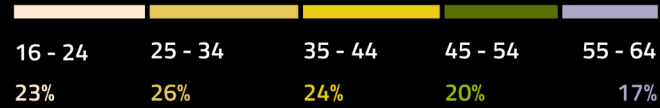
Global Advertising sector spend

# Demographics

% of internet users who are Beauty Fans



## AGE



## INCOME



## COUNTRY

Brazil	36%	Thailand	27%	India	24%	Taiwan	20%
Italy	33%	Hong Kong	27%	Ireland	24%	Saudi Arabia	19%
Mexico	33%	South Korea	27%	USA	24%	Belgium	19%
Spain	30%	Russia	27%	Indonesia	23%	Morocco	19%
Malaysia	30%	Singapore	27%	New Zealand	23%	China	18%
France	29%	South Africa	26%	Sweden	23%	Nigeria	18%
Poland	29%	Argentina	25%	Canada	22%	Netherlands	18%
Portugal	28%	UK	25%	Egypt	22%	Ghana	18%
Vietnam	28%	Philippines	25%	Australia	22%	Japan	16%
Germany	28%	Turkey	24%	UAE	20%	Kenya	13%

# Beauty Inspiration

Beauty Fans Are...

23%

**MORE LIKELY** to say that to get inspired / get ideas is a very important reason for using the internet (53% do)

17%

**MORE LIKELY** to say that they always like to try new products (74% do)

19%

**MORE LIKELY** to want their favorite brands to make them feel cool / trendy (1 in 5 do)

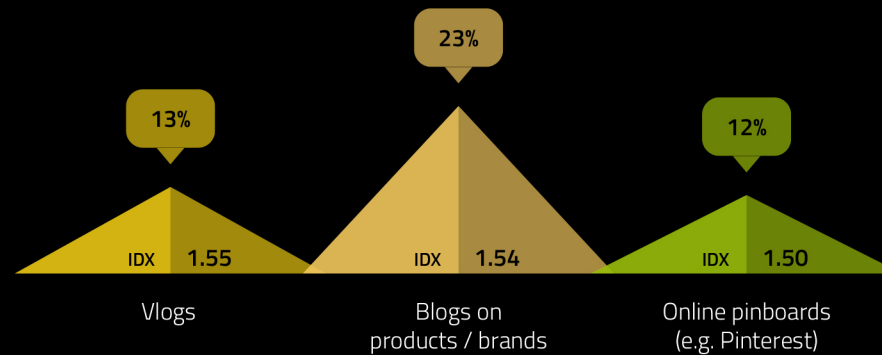
## TOP 5 BRAND DISCOVERY ROUTES

% of Beauty Fans who use the following brand discovery channels

Ad seen on TV	44%
Word-of-mouth recommendation	42%
Search engines	41%
Ad seen online	38%
Recommendation / comment on a social network	34%

## ONLINE PRODUCT RESEARCH

Top 3 Over-Indexes



# SPOTLIGHT ON FEMALES

Female Beauty Fans Are...

47%

**MORE LIKELY** to discover brands via celebrity endorsements (19% do)

47%

**MORE LIKELY** to use product blogs to research online (22% do)

30%

**MORE LIKELY** to say that seeing that product endorsements on social media would motivate them to complete a purchase (25% do)





**BLINGCOME**

## CAPITAL RAISE

**Blingcome Utility Token Angel Round  
Capital Summary:**

**Our goal is to raise a maximum (Hard Cap)  
of USD \$6 Million**

**Some of the financial assumptions may  
change with ETH / USD exchange rates  
and volatility.**

**The following numbers are best effort  
projected estimates as of JUNE 25, 2022.**

**Projected Assumption – 1 ETH = USD  
\$1.125.00**

<b>Hard Cap</b>	4,800 ETH (this may change with exchange rates)
<b>Max Contribution</b>	Unlimited
<b>Exchange Rate</b>	1 ETH = 41,666 BLINGCOME Utility Tokens (BLING) this may change with ETH exchange rates.
<b>Token Contract Address</b>	0x5199E8796E5A32e1e7d226e93f3579A1cB029133
<b>Capital - Date &amp; Time</b>	Monday 27th 2022 - 08:00am
<b>Launch Time Frame</b>	30 days (based on Block Number TBC)
<b>Launch Completion</b>	Token launch will end when either the maximum number of ETH are raised or block number (TBC) is reached. If less than the minimum ETH is raised, ETH can be retrieved by holders of the BLINGCOME



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