


\$ VIVA

Token



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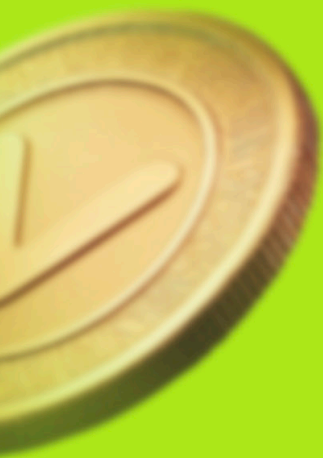
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Executive Summary



Executive Summary

VIVA (Nuevatel PCS de Bolivia S.A.) is a 25-year mobile network operator (MNO) in Bolivia serving ~800,000 monthly subscribers with ~12.9% share of a ~\$1.8B market and a dominant youth-oriented brand.

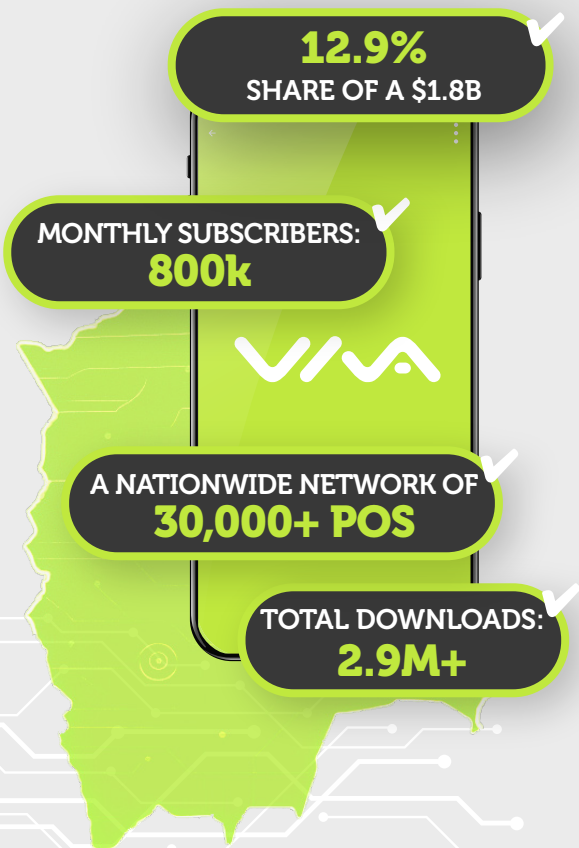
VIVA has launched the VIVA APP powered by ALVA, evolving its legacy self-service app into the world's first browser-based, zero-rated SuperApp. Zero-rated means that all browsing, streaming, social, shopping, and payments inside the app do not count against a user's data plan. In an 80%+ prepaid-heavy market where users recharge weekly or more frequently, this effectively gives these users free mobile service as long as they stay active.

The app ecosystem is live at scale (beta tested >1 year; 2.9M+ total downloads) and is powered by the ALVA platform, developed by VIVA's new owners specifically to transform the company into a case study for their AdTech + SuperApp business model, with the intent to expand this model globally.

ALVA combines a browser-based SuperApp with a full-stack Ad Exchange (DSP/SSP), enabling VIVA to control both engagement and monetization end-to-end. The ecosystem is designed to be data-rich, capturing both device-level and in-app behavioral signals, which are then activated by ALVA's AI/ML models to deliver hyper-targeted advertising, predictive commerce, and dynamic telco upsells. Engagement is deep, with subscribers spending 6.5 hours/day on device and 2.2 hours/day inside the app, creating a continuous feedback loop of data, personalization, and monetization.

VIVA has introduced \$VIVA on DEX and CEX, becoming the first MNO globally to deploy a branded, utility-driven cryptocurrency integrated into day-to-day telecom, commerce, and payments via the SuperApp. Bolivia's recent policy shift on digital assets provides additional tailwinds for adoption.

A nationwide network of 30,000+ points of sale (POS) is slated to operate as cash-in/out rails for \$VIVA, bridging fiat and crypto for mainstream users. This integration positions \$VIVA not just as a utility token, but as a daily-use currency embedded in the telecom, commerce, and payments ecosystem.



1. Ownership Strategy



1. Ownership Strategy



Acquisition Background

In 2022, Balesia Group's family office acquired VIVA (Nuevatel PCS de Bolivia S.A.), recognizing the opportunity to transform a struggling operator into a global case study for a new business model. Balesia has 40+ years in telecom infrastructure and 10+ years in AdTech, making it one of the largest privately owned tower builders and owners in LATAM. At the same time, Balesia Group acquired TSB (Trilogy Software Bolivia), the software factory that already supported VIVA's network, also providing software development and support to non-telco clients, mostly in Europe.



The Industry Dilemma

Telecom operators were caught in a race to the bottom, cutting prices and giving away more service for less revenue. Carriers began struggling to even pay tower rents, while ad tech companies like Google and Meta captured record growth, with 80%+ of ad placements occurring on mobile devices.



The Paradox

MNOs spend billions building and maintaining infrastructure but lose money every month, while AdTech firms grow by monetizing the very users connected through telco networks.

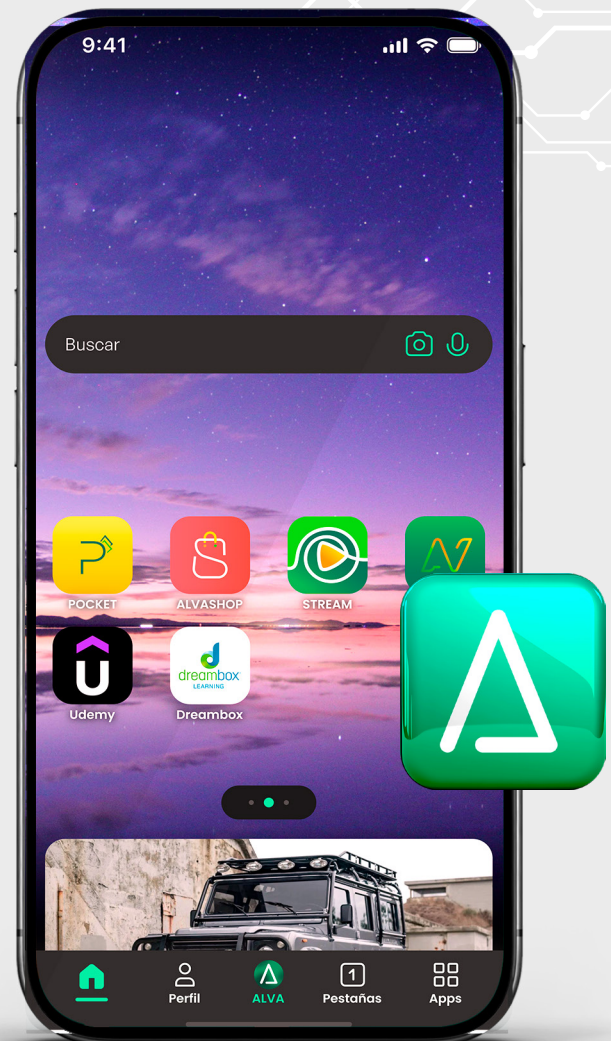
1. Ownership Strategy

The ALVA Solution

Over a decade ago, the family office began developing its own proprietary ad technologies and AI solutions, now branded ALVA, designed to help telcos survive and thrive.

What is ALVA?

ALVA is a telecom-grade SuperApp + Ad Exchange platform that integrates self-care, commerce, media, payments, and financial services into a zero-rated app environment. It captures behavioral and transactional data, then applies AI/ML to deliver hyper-targeted ads, predictive commerce, dynamic telco upsells, and operational optimizations.



1. Ownership Strategy

Why VIVA?

Despite having a strong youth-oriented brand, VIVA was burdened by debt and underperforming as a traditional operator. Balesia Group saw this as the perfect opportunity to prove ALVA's AdTech + SuperApp business model by owning and transforming a struggling MNO. The new model introduces entirely new revenue streams, nearly doubling traditional telecom ARPU through ad monetization, commerce, wallet transactions, and token utility.



Case Study for Global Expansion

VIVA now serves as the proof-of-concept for global expansion, demonstrating how ALVA can transform any operator into a profitable digital ecosystem. The \$VIVA token is the planned Web3 evolution of this strategy, embedding real-world utility into the SuperApp while providing a framework for other telcos to follow. ALVA will serve as the platform and launchpad for MNOs worldwide to unlock new revenue streams and embrace the future of telecom powered by AI, ad tech, and tokenized economies.



2. **VIVA Overview**



2. VIVA Overview



Operator: VIVA (Nuevatel PCS de Bolivia S.A.), 25 years in market; youth-led brand positioning. Operates a nationwide 4G-LTE (5G spectrum not yet issued by Bolivian regulators) network across 1,500+ towers in Bolivia, offers eSIMs, 1000+ employees.

Scale: ~800k monthly subscribers; ~12.9% share of a ~\$1.8B Bolivian telecom market; 2.9M+ app downloads.



Macro tailwind: Bolivia recently lifted restrictions on cryptocurrency, creating a first-mover window to integrate digital assets across telco, commerce, and payments.

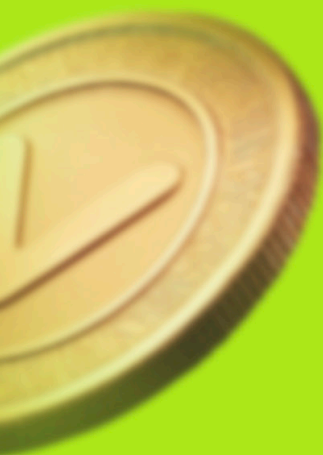
Zero-rated app leadership: VIVA is the first MNO to deploy a zero-rated, browser-based SuperApp experience under its brand where in-app browsing, streaming, social, shopping, and payments do not consume plan data. In LATAM, where >80% of mobile users are on prepaid daily plans, this effectively delivers free mobile service as long as a line remains active.



Ownership strategy: VIVA's new owners acquired the operator to serve as a case study for ALVA's AdTech + SuperApp business model, with global expansion in view.



3. The VIVA APP Powered By ALVA








3. The VIVA APP Powered By ALVA



Live Ecosystem at Scale

Beta tested for over a year and now live with 2.9M+ total downloads. Inside the zero-rated environment, users can:

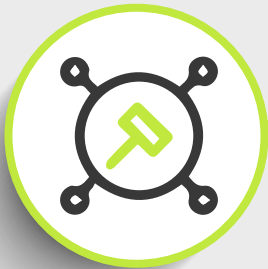
-  Browse online, engage on social media, and chat.
-  Recharge mobile plans and pay bills (utilities, vendors, shops).
-  Shop via an integrated e-commerce marketplace.
-  Stream premium content through partner integrations.
-  Manage funds with a built-in wallet and soon transact in \$VIVA.

3. The VIVA APP Powered By ALVA



\$VIVA Token Integration

Underway to support telecom payments, bill pay, marketplace transactions, rewards, discounts, staking, and cash-in/out through 30,000+ nationwide POS. Designed to serve as a daily-use currency, bridging fiat and crypto for mainstream adoption.



ALVA Ad Exchange

At the core is ALVA's fully owned Ad Exchange (DSP/SSP), which:

- ▶ Bypasses third parties like Google and Meta.
- ▶ Provides direct control over targeting, ad formats, and yield.
- ▶ Activates behavioral and transactional data with AI/ML-driven precision, enabling hyper-targeting and premium ad rates.
- ▶ High CTRs allow ALVA Ads to command premium CPC, CPM, CPCV, search, and sponsored listing rates, with each active user generating \$8–\$15/month in Bolivia, and significantly more in premium markets like Mexico and the USA.



Strategic Differentiator

VIVA is the first MNO in the world to launch a browser-based, zero-rated SuperApp integrated with an enterprise-grade Ad Exchange and a native utility token. This creates a scalable case study for operators globally, proving how ALVA transforms telecom from a low-margin connectivity business into a full digital ecosystem with new, high-yield revenue streams.



4. Engagement, Data & AI



4. Engagement, Data & AI

Engagement depth: VIVA subscribers average 6.5h/day on mobile; app users average 2.2h/day in-app. Device-level time provides broad behavioral context; in-app time generates high-resolution, intent-level signals. Together, they power a unified understanding of the customer journey.

Revenue impact & monetization intelligence:

High CTRs allow ALVA Ads to command premium CPC/CPM/CPCV, search and sponsored listings; in Bolivia, each active user generates ~\$8–\$15/month in ad inventory, with higher yields in premium markets (e.g., Mexico, USA). AI systems drive ad-revenue maximization, predictive commerce, dynamic telco upsells, and wallet monetization.

Operational optimization: The app functions as a live operational AI layer that (i) computes churn risk and triggers retention, (ii) optimizes network resources, (iii) detects.

Data platform:

An enterprise-grade data lake ingests (1) device usage data and (2) in-app behavioral data. These streams fuel proprietary ML and agentic AI models for:

- AI Prompt Predictive Targeting (e.g., “urban males 18–25 in Bolivia who purchased tennis shoes in the last 30 days”);
- AI Hyper-targeting (real-time intent + profile matching);
- Predictive modeling (click and purchase likelihood to boost CTR).





5. **\$VIVA Utility**



5. \$VIVA Utility



\$VIVA is the world's first MNO-branded token with real-world transactional utility integrated across telecom, commerce, and financial services, replacing siloed rewards, data bundles, and payment methods with a single currency:

- Pay for telecom services.
- Pay bill providers (utilities, vendors, shops).
- Purchase goods and services in the marketplace.
- Earn via an in-app rewards platform (referrals, engagement milestones, marketplace activity) with options to redeem for discounts or commit to staking for added benefits.
- Convert to/from local fiat in the in-app wallet.
- Future staking for premium features, discounts, and yield generation.
- On-ramp/off-ramp: 30,000+ POS nationwide targeted as cash-in rails for easy onboarding from physical cash to \$VIVA.



6. **Tokenomics**



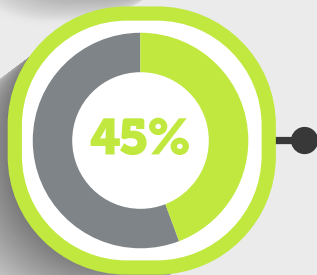
6. Tokenomics



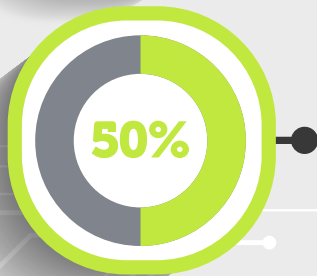
- **Total Supply:**
1,000,000,000 \$VIVA.



- **Liquidity Provision**
For CEX/DEX listings, in-app rewards, engagement and early collaborations.



- **Ecosystem Growth Fund**
Locked for 12 months, then vested over 36 months. Supports App incentives, developer grants, hackathons, community rewards, staking programs, strategic partnerships, and employee incentives. Designed with vesting schedules to ensure sustainable long-term growth.



- **Community Allocation**
Represents the open market supply, driving adoption, usage, and ecosystem participation.



7. Roadmap



7. Roadmap





8 ■ The Ad Exchange (Yield Engine)



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POSITIONING.

VIVA's fully controlled Ad Exchange (DSP/SSP) aligns first-party device and in-app signals with advertiser demand to maximize yield (CPC/CPM/CPCV/search/sponsored listings). ALVA Ads packaging leverages intent scoring, context, and engagement to algorithmically price audiences and placements, while predictive commerce surfaces marketplace offers at peak purchase likelihood.



OUTCOMES.

The combination of deep engagement, zero-rated access, and AI-driven monetization creates a powerful flywheel: users spend more time and complete more transactions inside the SuperApp, which in turn improves ad yield and drives premium rates across formats. These revenues are then recycled back into the ecosystem to fund incentives such as rewards, discounts, and staking opportunities, while also supporting \$VIVA token buybacks. This model not only reinforces \$VIVA's real-world utility but also strengthens long-term token demand and ecosystem sustainability.





9. **Distribution Rails: POS & Wallet**



9. Distribution Rails: POS & Wallet



VIVA's nationwide 30,000+ POS network is slated to be activated as cash-in/out rails for \$VIVA—reducing friction for first-time crypto users and enabling instant on-ramp from cash to token balance inside the app wallet. Combined with bill-pay integrations and marketplace payments, this creates an everyday payments loop anchored in \$VIVA.



Legal & Confidentiality Legends



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Legal & Confidentiality Legends



- **Confidential information.**

Portions of this document describe forward-looking, non-public initiatives under negotiation. Do not disclose without VIVA's written consent.



- **No offer.**

This material is not an offer or solicitation to buy/sell any security, token, or instrument. It provides an overview of VIVA's ecosystem and \$VIVA token utility and roadmap for qualified recipients.



- **Assumptions and risks.**

Implementation timelines, integrations, and ecosystem behaviors are inherently uncertain and may change due to regulatory, market, technical, or operational factors.



Appendix A

Key Facts

(for quick reference)



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Key Facts

(for quick reference)

- **Ownership strategy:** VIVA's new owners acquired the operator to serve as a case study for ALVA's AdTech + SuperApp business model, with global expansion in view.
- **Operator & Market:** VIVA (Bolivia), ~800k monthly subscribers; ~12.9% share of ~\$1.8B telecom market. Operates a nationwide 4G-LTE network across 1,500+ towers; offers eSIMs; 3G and 4G spectrum (5G spectrum not yet issued in Bolivia).
- **Zero-Rated App:** In-app usage (browsing, social, chat, streaming, shopping, wallet) does not count against data plans. This is a major advantage in prepaid-heavy LATAM markets where over 80% of users recharge weekly or more frequently.
- **Scale & Engagement:** 2.9M+ downloads; average 6.5 hours per day on device and 2.2 hours per day in-app.
- **Monetization:** Ad inventory valued at \$8–\$15 per active user per month in Bolivia, with higher ARPU in premium markets such as Mexico and the USA. Powered by ALVA's integrated Ad Exchange (DSP/SSP) with AI/ML-driven targeting.
- **Rails:** 30,000+ POS to serve as nationwide \$VIVA cash-in/out infrastructure, bridging fiat and crypto.
- **\$VIVA Token Phases:**
 - Phase 1:** Token launched on Solana, live on DEX and CEX.
 - Phase 2:** Full in-app wallet integration underway.
 - Phase 3:** Ad revenue buybacks planned to reinforce token demand and utility.
 - Phase 4:** Expansion into new markets and services.
- **Tokenomics:** 1B total supply. 45% Locked Reserve (12-month lock + 36-month release for engagement, events, adoption); 5% Acquired at Launch (rewards, engagement, early collaborations); 50% Community Allocation.



\$VIVA

Token



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