EST. ON BASE · ETHEREUM L2

MORA

THE FIRST WEB3 LUXURY HOUSE

Own the piece. Own the proof. Own your place.
A brand you wear and a membership you hold —
where a transparent share of every sale
is used to buy back and burn supply.

PROTOCOL SPECIFICATION · V1.1

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ABSTRACT

Mora is a first-of-its-kind Web3 luxury house — a real brand built natively on-chain from day one. MORA is its access-and-spending token: holding it unlocks membership, discounts, and early access, and a transparent portion of every sale is used to buy back and burn supply.

You hold MORA in order to **use** it: to enter gated stores, buy products at member pricing, pay directly in-token, and hold a verifiable on-chain membership in the brand's community.

MORA is a **utility and access token**. Its purpose is use, not return. It is not offered, marketed, or described as an investment, security, fund unit, deposit, or yield-bearing instrument. Where mechanics such as the burn are described, the text explains how the system functions — never how any price will move. The price of MORA is set by the open market, is outside Mora's control, can fall, and can reach zero. The full legal position is set out in Section 09.

1B	Base	10%	$0
FIXED SUPPLY	ETHEREUM L2	GENESIS AIRDROP	AIRDROP BUY-IN

The Mora Thesis

Modern brands extract value from their communities and return only the product. Customers power a brand's rise — through purchases, attention, and word of mouth — yet keep no ongoing relationship beyond the transaction. Loyalty points cannot move, carry no real utility, and expire. "Community" is usually a marketing word, not something you can verifiably own. And most brand tokens had no product behind them — pure speculation, nothing to actually use.

Mora sits in that gap: a real brand, with real products and real margin, wrapped in a token you actually use — to access gated stores, buy at member pricing, and hold a real place in the community. A transparent share of commerce is routed back into the token through buy-back-and-burn, tying the system's mechanics to real sales activity rather than to speculation.

WEAR IT

A made-to-order luxury house — apparel from an entry beanie to the Founding Coat, each piece a real product bought at a fair price.

HOLD IT

Every item carries an on-chain NFT digital twin and a MORA reward — a verifiable, ownable membership, not expiring loyalty points.

USE IT

Spend MORA on future drops at a deeper discount, unlock gated stores, and climb the access rings. A transparent share of every sale burns supply.

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THE ECOSYSTEM

Mora operates on two levels, connected by a single utility token.

Mora Exclusive

A token-gated storefront and community. Only wallets meeting the membership threshold (Section 4) can enter; below it, the interior is not visible. Mora's flagship brand lives here — limited drops, early releases, member pricing, and the inner community.

Mora Open Platform

Any external brand can launch its own storefront under its own name on Mora's infrastructure, plugging into the same engine: a transparent share of each sale feeds the buy-back-and-burn and the ecosystem distribution. Mora becomes the connective commerce layer of Web3, with MORA as its utility rail.

Digital Twins

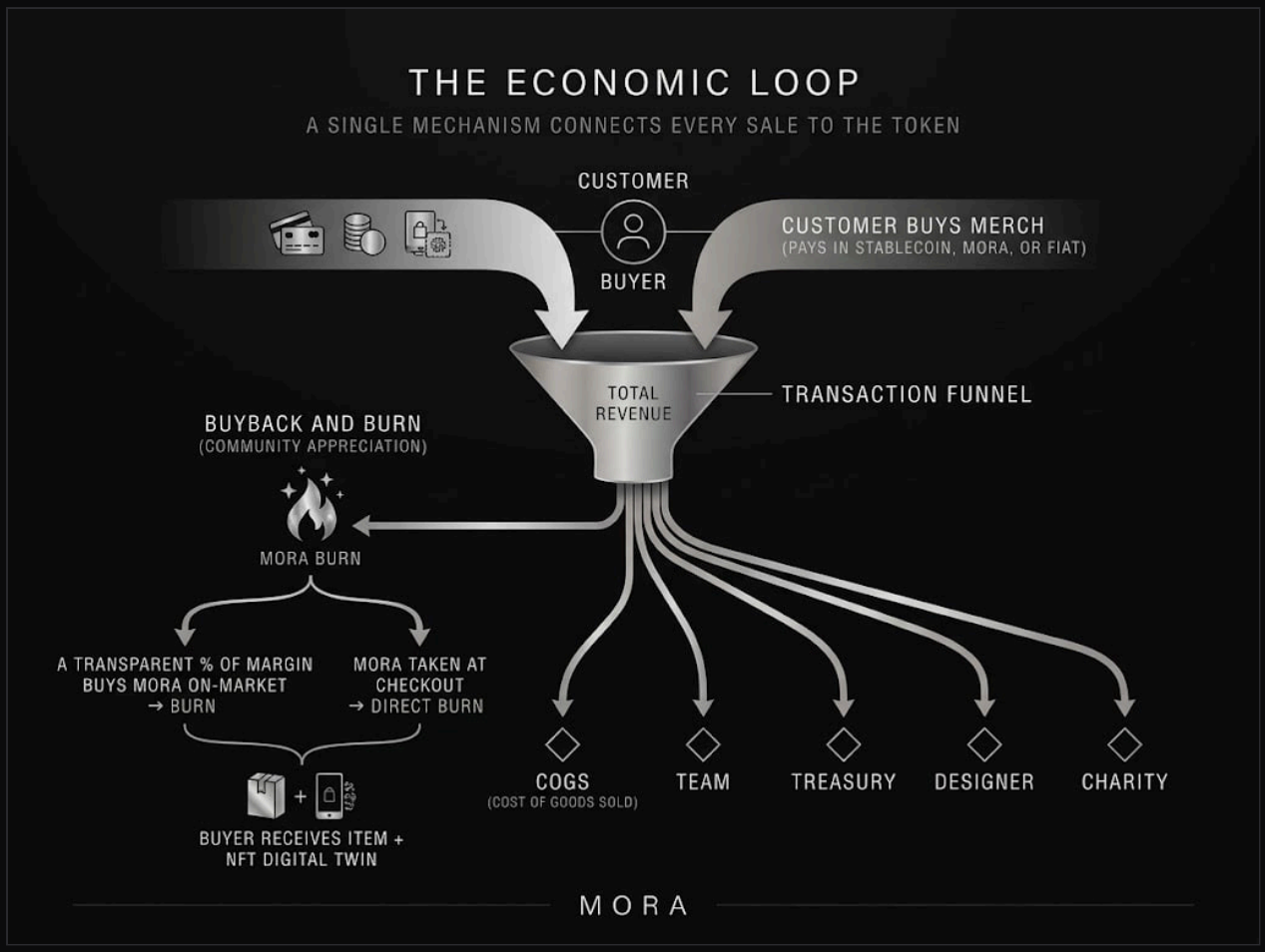
Every physical item sold carries a digital NFT twin — provenance, authenticity, and a membership artifact — building an on-chain record of a holder's relationship with the brand.

What MORA Is For

MORA is a thing you use, not a thing you wait on. Every function below is a present-tense utility.

UTILITY	WHAT IT DOES
Spend on product	MORA is the brand's spending currency. Pay for future items in MORA at a deeper discount than cash. Items are always priced in fiat and converted at checkout.
Member discounts	Holders receive discounts on merchandise. Paying in MORA unlocks a deeper discount than paying in stablecoin.
Early access	Holders see and buy limited drops before the public.
Tiered access	Buying any Genesis item places you in the Holder ring. Reaching the membership threshold places you in Mora Circle — member-only drops.
Verifiable membership	Access, status, and history held on-chain — a real, ownable membership, not expiring points.

> **What MORA is not.** It is not a share, security, deposit, fund unit, or any claim on Mora's revenue or profits. Holding MORA entitles you to use the ecosystem — not to a dividend, distribution, or financial return of any kind.



Every sale, in either payment method, removes MORA from circulating supply — a mechanic tied to real commerce, described as a function of the system, never as a prediction about price. Higher volume reduces supply faster; low volume slower. Reducing supply does not, by itself, cause or guarantee any price outcome.

RIGHT BRANCH

COGS Isolation & Profit Allocation

Cost of goods and all variable selling costs are paid **first, off the top** — ring-fenced before any distribution so every order can be made and shipped. Only the remaining contribution margin diverges to the ecosystem nodes: **Team & Operations, Treasury, Designer, and Charity**. Buyer funds required to deliver goods are never used to seed liquidity or fund operations — the split is taken on real margin, not gross sale, so the protocol only ever distributes what actually remains.

LEFT BRANCH

Burn Verification (On-Chain Proofs)

Stablecoin / fiat path: a transparent margin percentage market-buys MORA through the ecosystem pool and sends it to a dead address.

MORA-pay path: MORA accepted at checkout is burned directly at the protocol level, with no market buy required.

Every burn is independently verifiable on-chain. A public dashboard shows total MORA burned, burn rate, and circulating supply in real time — an accountability tool, not a performance claim.

One rule keeps this safe — price in fiat, convert at checkout. Every product is priced in £/$; a live oracle converts it to the exact MORA due at that moment. Products are never denominated in tokens — margin is protected, the customer pays a fair price, and the token is the rail, not the unit of account.

ACCESS — THREE RINGS

Mora's access is deliberately tiered, not binary. It works in three concentric rings: everyone who buys gets something real immediately, while the summit stays genuinely exclusive.

RING	HOW YOU ENTER	WHAT IT UNLOCKS
Public	Anyone	See the brand; buy the Genesis Drop.
Holder	Buy any Genesis item → hold the rewarded MORA + NFT	Buyer catalogue and early access to every future drop, at holder pricing.
Mora Circle	Founder Coat buyer, or reach 100,000 MORA	Everything above, plus member-only drops, the deepest discount, on-chain status, and Open Platform priority.

Holders gain access to **more** product; Circle members gain access to product **no one else can touch**. Volume versus scarcity. Every ring is a membership benefit of being a customer — never a financial instrument, and never a claim on Mora's economics.

The Membership Gate

Circle access is checked at wallet-connect. A wallet qualifies if it meets **either** condition:

CONDITION A

Token Floor

Holds at least **100,000 MORA**. Early supporters who accumulated tokens keep access even if price moves.

CONDITION B

Value Floor

Holds MORA worth at least **$100,000** at connect-time, oracle-priced. Large holders always qualify by value.

Satisfying either condition grants access. The value leg uses a short time-weighted average price from the primary pool to resist manipulation.

> **The Founder Coat is a permanent key.** Buyers of the Genesis Founding Coat receive the Founder NFT card, which grants Mora Circle membership as a durable status object — a benefit attached to a luxury-product purchase, independent of day-to-day token balance. The card is the key, not a live token count.

Inside Mora Circle

Benefits are utility- and access-based: the maximum discount tier on all merchandise, first access to every drop, member-only physical drops, a verifiable on-chain status identity, and priority on the Open Platform. Perks run through ordinary operating budgets — never from the burn, never inflationary. Membership confers access and discounts, not a share of revenue or profit.

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SALE-VALUE DISTRIBUTION

The distribution is taken on **contribution margin** — not gross sale, and not gross margin. Gross margin looks healthy, but after acquisition, fulfillment, returns, and payment fees, realized contribution margin is the honest figure. Distributing on gross margin would hand out money before paying the biggest real costs. Mora distributes only what actually remains.

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Retail − COGS − fulfillment − fees − returns − acquisition  =  CONTRIBUTION MARGIN
⟶ distribute
```

Survival first: operations self-fund from real margin, never from token sales. Then the burn. Then mission.

ALLOCATION	SHARE	PURPOSE
Team / Ops	30%	Salaries and overhead, funded from real margin — not token sales.
Burn	25%	Buy-back-and-burn supply reduction.
Treasury	20%	Protocol-owned reserves, buybacks, runway.
Ecosystem	10%	Acquisition, incentives, liquidity, partnerships.
Designer	10%	Paid to the item's creator; folds into Team for Mora Exclusive.
Charity	5%	Verified causes, sized never to turn unit economics negative.

COGS and all variable selling costs are paid first, off the top. On the Open Platform, each external brand's share is set per-brand agreement.

WHY CONTRIBUTION MARGIN

Paying out on gross margin spends money before the biggest real costs — acquisition, fulfillment, returns, fees — are settled. Distributing on contribution margin means the protocol never promises more than the business actually earns, and operations stay solvent through any volume.

GUARDRAILS

- **Operations never draw from token sales** — only from real product margin.
- **Charity is capped** so unit economics never turn negative.
- **External brands** negotiate their own split; the burn sink is shared.

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1 · PAY COGS & VARIABLE COSTS  ⟶  2 · BURN (25%)  ⟶  3 · TEAM · TREASURY · ECOSYSTEM · DESIGNER · CHARITY
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The order is deliberate: the business is kept solvent first, the token's supply sink is funded second, and mission spend comes only from what genuinely remains. No line in the split is ever paid from buyer deposits or new token issuance.

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TOKEN SUPPLY & ALLOCATION

Token	MORA
Chain	Base — an Ethereum L2 with low fees, consumer reach, and fiat on-ramps
Standard	ERC-20
Total supply	`1,000,000,000 MORA — fixed, no mint function after deploy`
Reference price	`$0.005`

> **A reference figure — not a valuation or a target.** The $0.005 price is only the ratio used to seed initial liquidity and size rewards. It is not a valuation of Mora, a forecast, or a price target, and no one should rely on it as such.

ALLOCATION	SHARE	TOKENS	VESTING
Genesis Airdrop	10%	100,000,000	Earned, not purchased. Usable in-store immediately; the linear 6-month sell-unlock begins only when the token goes live and the liquidity pool opens.
Liquidity (DEX LP)	15%	150,000,000	Locked at launch.
Team & Advisors	15%	150,000,000	12-month cliff, 24-month linear.
Treasury	20%	200,000,000	Multisig controlled, unlocked as needed.
Ecosystem & Rewards	25%	250,000,000	Emitted over 36 months on a published schedule.
Community & Marketing	15%	150,000,000	25% at launch, the rest over 12 months.

> **Genesis Airdrop — 100,000,000 MORA / 10%.** The entire Genesis portion is distributed as a **free community airdrop: 0% purchase is required for the token airdrop itself.** 100% is earned via early participation, protocol engagement, community contributions, and whitelist milestones. Where a Genesis apparel purchase carries a MORA reward, that reward is a loyalty bonus attached to a product bought at a fair standalone price — never a token sale. The airdrop bucket and the Community & Marketing bucket are kept separate, so airdrop recipients are never diluted by later marketing spend.

Not all tokens are liquid at launch. Genuine free float at launch is a small fraction of supply; the remainder unlocks transparently on the schedules above. Treasury and Ecosystem — roughly 45% of supply — unlock over time on a published monthly schedule, so every unlock is visible in advance and there is no hidden overhang. Low float, scheduled unlocks, no stealth dump — stated plainly so no buyer is misled.

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THE GENESIS DROP & AIRDROP MECHANICS

MORA does not launch with a cold presale. The free community airdrop is the foundational distribution event — tethered to a line of tangible luxury product.

PART A

The Genesis Drop — Physical Luxury Tether

The launch is rooted in tangible value: a made-to-order luxury apparel line spanning **Beanie, T-Shirt, Hoodie, Tracksuit, and the Founding Coat**.

Every physical piece minted is linked to an on-chain **NFT Digital Twin** — provenance, authenticity, and membership artifact — and serves as a **tier multiplier** for the ecosystem, lifting both the holder's access ring and their weighting in the airdrop.

Mora is not merchandise with a token bolted on. It is a luxury house whose grail piece is a membership artifact: the product is the purchase; the MORA is the thank-you.

PART B

How the Free Airdrop Works

1 · **Snapshot Phase.** Captures on-chain activity, early community contributors, whitelist participants, and ecosystem interaction.

2 · **Allocation Calculation.** No token purchase required — **$0 buy-in for the airdrop.** Weighted distribution based on verified engagement tiers and digital-artifact ownership.

3 · **Rewards first, then unlock.** MORA earned on a purchase lands in the buyer's wallet (created automatically with their email / Apple sign-in — no crypto knowledge needed). From day one it can be **spent in-store** on further pieces at a deeper discount, or held. It is **not transferable or tradeable** during this phase. Only when the token goes live and the liquidity pool opens does a **linear 6-month unlock** begin — easing in tradeability while access, gating, and member discounts work from the start.

The Ladder

Each tier carries a tiered Genesis NFT card and a MORA reward set at a consistent share of spend, so larger buyers receive proportionally larger rewards and a higher airdrop weighting.

TIER	ITEM	PRICE	CARD	MORA REWARD	RING
Entry	Beanie	£180	Bronze	~10,100	Holder
Core	T-shirt	£300	Bronze+	~16,800	Holder
Mid	Hoodie	£500	Silver	~27,900	Holder
Premium	Tracksuit	£900	Silver+	~50,300	Holder
Apex	**Founding Coat**	**£5,000+**	**Founder**	**~381,000**	**Circle**

MADE TO ORDER

Every tier is made to order — pre-orders open, buyers pay upfront, no stock held. **COGS and fulfillment are ring-fenced first**; only net profit afterward seeds liquidity and runway.

THE TRACKSUIT & THE COAT

The Tracksuit is a two-piece set — top and bottom — sold as a single SKU. The **Founding Coat** is the summit: numbered, scarce, lifetime status, with a Founder NFT card that is itself the key to Mora Circle.

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ROADMAP

MORA launches through product, not a presale. We sell and ship real apparel first, build the community, and only then deploy the token and open trading. The roadmap is sequencing-led — each phase begins when the one before it is complete, not on a fixed calendar date.

1 Launch & First Genesis Drop — Phase 1

The brand goes public. Marketing opens, accounts open, and the first made-to-order luxury apparel drop goes live. Sign-up earns a small starter allocation; every purchase earns a larger MORA reward and an NFT digital-twin — recorded to each buyer's wallet. This is the sell-clothing-and-market phase that builds the community and the order book.

2 Snapshot, Production & Second Drop — Phase 2

The first snapshot completes; orders close and pieces are produced and shipped to buyers. Marketing continues, with a second snapshot and a second seasonal apparel launch (e.g. a summer drop) to widen the holder base.

3 Token Live & DEX Open — Phase 3

The MORA contract is deployed on Base and recorded allocations are distributed to holders. A liquidity pool is seeded and the DEX opens — MORA becomes a standard token holders fully control, and the linear 6-month sell-unlock begins. The real-time verifiable burn dashboard launches.

4 Storefront & Web3 Commerce Engine — Phase 4

The full Mora Exclusive storefront goes live, with the dual-payment funnel — Stablecoin / Fiat buy-back-and-burn plus MORA direct burn — member drops, NFT twins, and Mora Circle gating active.

5 New Features & Open Platform — Phase 5

New capabilities are bolted on as the ecosystem matures, and the Open Platform opens — third-party luxury designers onboard and route margin into the shared MORA burn sink, with phased community consultation on drops, charity recipients, and platform parameters.

How The Mechanics Interact

This section is descriptive, not predictive, and is not a statement that MORA will rise, hold, or reach any value. Three mechanics interact across the roadmap.

↓ Supply	Access	Treasury
EVERY SALE BURNS	HOLD-TO-ENTER UTILITY	DISCRETIONARY BUYBACKS

MORA is a utility and access asset. It is not a security, not a yield instrument, and carries no entitlement to Mora's profits or revenue. Any change in market price is determined by the open market and is outside Mora's control. Supply reduction and token utility are not assurances or inducements of financial return.

09

RISKS, LEGAL POSITION & DISCLAIMERS

Nature of the token. MORA is a utility and access token, intended for use within the Mora ecosystem — access, discounts, in-token payment, and membership. It is not marketed, offered, or sold as a security, investment contract, share, deposit, collective-investment interest, fund unit, or yield-bearing instrument, and holding it confers no right to profits, revenue, dividends, distributions, or any financial return from Mora. No person should purchase MORA, or any Mora product, in expectation of profit.

No profit representations. Nothing in this document is a promise, projection, forecast, or guarantee regarding the price or value of MORA. Statements about the burn and other mechanics describe how the system operates; they are not forecasts and must not be read as inducements. Token prices are volatile and can fall to zero.

No advice. This document is informational only. It is not financial, investment, legal, tax, or accounting advice, and creates no fiduciary or advisory relationship. Obtain your own professional advice before participating.

Airdrop & Genesis Drop. The Genesis airdrop requires no purchase and is earned via participation. Genesis apparel buyers purchase luxury goods at a fair standalone price; any MORA reward is a loyalty bonus attached to that purchase, not a separate investment product, and is not sold for its own sake.

Eligibility, sanctions & AML. Participation is subject to eligibility rules, geographic restrictions, and KYC/AML checks as required. MORA is not offered to persons in restricted jurisdictions or to sanctioned persons. Mora reserves the right to refuse or restrict participation to comply with applicable law.

Forward-looking statements. Roadmap, mechanics, numbers, and features are plans, not commitments, and may change or be abandoned.

SPECIFIC RISKS

- **Oracle risk.** The value membership leg and MORA-pay checkout depend on a price feed; time-weighting mitigates manipulation but not every edge case.
- **Smart-contract risk.** All contracts require independent audit before mainnet.
- **Liquidity risk.** Launch free float and pool depth are intentionally thin; price can move sharply on small flows.
- **Market risk.** The burn reduces supply but does not guarantee appreciation; low volume means a slow burn.
- **Execution risk.** The Founding Coat must genuinely merit its price; failure to deliver is a reputational and potentially legal risk.

KEY DEFINITIONS

- **Buy-Back-and-Burn.** Routing a transparent share of margin to market-buy MORA and send it to a dead address, permanently removing it from supply.
- **Digital Twin.** An on-chain NFT paired to a physical item — provenance, authenticity, and membership artifact.
- **Contribution Margin.** Retail less COGS, fulfillment, fees, returns, and acquisition — the real basis for distribution.
- **Mora Circle.** The inner membership ring: Founder-Coat holders or wallets meeting the 100,000 MORA / $100,000 gate.

This document is not an offer to sell or a solicitation to buy any token or security. Consult your own legal, tax, and financial advisors before participating.



M O R A

O W N M O R E .

P R O T O C O L S P E C I F I C A T I O N · V 1 . 1