



F A Qs

Are Users really going to be rewarded with Stock just for registering?	<p>We plan to reward the first 1 million people who register and set up a user profile on Popularity, with stock in Popularity’s parent company. There is no cash payment required to get shares.</p> <ol style="list-style-type: none">1st sign up for an invite2nd in a few weeks you will get an invitation to register3rd go to popularity.com and register – don’t wait4th then set up your Popularity user-owner profile5th use your <u>profile ID</u> on our partner website to get a written offer of 100 shares of common stock of POP Unlimited, the parent company of Popularity (see more details below)6th review the written offer and respond with your decision (you have 10 days to decide)7th enjoy Popularity
What’s so special about Popularity?	<p>Popularity plans to disrupt the traditional social networks. We believe that the old networks have taken all users data and contributions and given nothing back to users. We don’t think that’s right. At Popularity, we believe that, if you don’t own the network – it owns you. That why we award stock to users who sign up.</p>
Who is Eligible?	<p>You must be at least 18 years old. If you are younger than 18, your parent must accept the stock on your behalf and place the stock in a special custodial account. In addition, you must be a citizen or permanent resident of one of the countries on our list of eligible countries (see list below). All investment accounts have “know your customer” rules and there are laws and regulations that apply to stock transactions so we have no flexibility in these requirements.</p>
Is there a way to get more stock ?	<p>Yes. You can get double the amount of stock (200 shares) if you use an Invitation Code. You can get a Code from people who are supporting Popularity. So, check with your social connections to see who has a Code you can use. If you don’t have one – it’s okay, you can still signup to get an invitation. Don’t wait too long to signup because you want to be among the first to register so you will get stock.</p>
The calculator showed my social activity is very valuable. Can I get that value with Popularity stock?	<p>The calculator is a great tool to illustrate the value of your online social activity. However, it is not a precise number because it assumes your social activity and other inputs remain constant throughout your life and it assumes no inflation and it uses a constant 4% rate to compute a present-value of all your activity. That 4% rate could differ in a material way from the actual rate. Popularity cannot guaranty you will get that value as a shareholder. But, think about this – you likely have no</p>



	ownership in the social networks you now use and get \$ 0 from them. So, any value you receive as a shareholder of Popularity’s parent company is more than you’re getting now.
When will I receive an invitation to register ?	We plan to invite everyone to register on the same day. Depending on how fast people signup, you may receive an invitation in a few days or in a few weeks. We expect to issue invitations soon after 1 million have signed up but we reserve the right to decide when to send the invitations.
Can I get more shares as I use Popularity? What are POP Coins?	As you use Popularity we plan to reward our users by awarding users with POP coins, which are reward tokens that accumulate based on user activity on Popularity, such as posting pictures. It is planned that you can use these coins to buy things on Popularity. Or you can use your coin to earn more stock. Details will be in the offering document.
What about Privacy?	We take user privacy very seriously. In fact, we aim to give users control over their social interaction and their data. In fact, we even have an option that allows users to opt out of sharing their data with advertisers – in return for a small monthly charge.
Do you have any political preference? Will you limit certain communication of user-owners?	We have no political agenda. We are fierce advocates for free speech. We do not think a social network should have a political point of view. Further, we treat our user-owners like adults – letting them control their social content. And we give users a range of tools to do so. We do limit speech that is clearly dangerous and goes beyond First Amendment protection such as threats and criminal activity.
Why can’t I use Popularity now?	The network is built and is functionally ready but – we want to open it when there are at least 1 million users using Popularity. We believe that having a lot of activity on the site provides a better experience for our user-owners. Those who signup will get an invitation soon.
Can I sell the stock that I receive?	Only in compliance with all applicable rules and restrictions. Since our stock is not publicly traded, there is no public market for our stock – so may be difficult for you to sell your shares. While we hope to eventually list our shares on an exchange, there is no guarantee this will ever occur. People who receive shares in our Company should be prepared to hold their shares for a long or even indefinite time.
How can I get a Code so I can signup for an invitation?	Codes are being shared by a limited number of people who support Popularity’s mission. If you are lucky enough to receive a Code – we suggest that you use it right away to sign up for an invitation to Popularity. Codes expire if they are not used.
Why do I need an Invitation and why a Code to get an invitation?	You do not need an Intro Code to signup for an invitation. But if you have an intro code, you will get double the number of shares. So why have a code? The code is interesting because it is a great way for people to start a conversation about Popularity and our mission to put social networking back in the hands of users. You can ask your



	<p>friends if they have gotten a code yet and if you get one you may want to share it with them. Codes expire. So, if you get one – use it right away.</p>
How much ownership will users get?	<p>Assuming that we issue 100 shares each to the first 1 million users, those users will collectively own 100,000,000 shares of common stock of our company. The class of common stock that we intend to issue to those first registered users is a class that has a right to 80% of the dividends paid by POP Unlimited except the First \$50 million. This class of stock also has governance rights but through voting. Our offering document will explain all the details. If you are among the first 1 million to register – you will receive an offering document.</p> <p>It is important to know that there is a limit to the number of shares we can issue as part of this offering. We expect to receive significant number of signups and if you signup after we reach the limit then you will not receive any shares. It is still worth signing up because we plan to provide a way for people to earn shares as they use Popularity. The maximum shares we can issue in this special offering is 8 million shares if everyone uses an Invitation Code and 20 million shares if no one uses an Invitation Code.</p>
What’s the catch? Do I have to buy something later?	<p>You get the stock as a reward in exchange for registering and setting up a user profile on Popularity, however, you we will only issue stock if there is at least 1 million who register to use Popularity.</p>
Do I have to close my existing social network accounts?	<p>No, you can keep your existing social network accounts. But you may decide to use those less and to use Popularity more – because why use a network you don’t own?</p>
Will I get physical shares?	<p>No physical shares will be issued. If shares are issued, we plan that you will get a confirmation that you own shares and a statement every quarter via email.</p>
I don’t have a brokerage account. How do I hold the shares?	<p>We are arranging for our shareholders to have an account with a registered investment adviser with the aim, that if successful, you can open an account with that firm and your shares will be held in a custody account. And the firm has agreed to waive its fees for our owners for the first year. However, there can be no assurance that the foregoing can occur as planned.</p>
Is it certain that the shares will be issued?	<p>We must reach our threshold of 1 million registered users with user profile before we offer users the shares. If we achieve that threshold, we plan to issue the shares – but it is possible we will not reach that threshold, or for other reasons, we may not issue the shares.</p>
What shares can I earn and how do users with	<p>Shares are only offered through an offering document that provides important information for all shareholders need. We cannot issue shares to anyone who does not first receive the offering document. It</p>



<p>shares participate in governance?</p>	<p>contains important information and if you plan to be a shareholder of Popularity – you should read it. The shares we plan to issue if we hit the threshold of 1 million registered users, with user profiles, will be a separate class of shares that are entitled to 80% of all dividends declared by our company, after the first \$50 million, and to participate in governance via a user-owner committee that is selected by “sortion” a statistical process that provides an efficient method of representation. The offering document contains all the details and you are encouraged to read it carefully.</p>																																
<p>Who is Carolyn King?</p>	<p>Carolyn King is president and a founder of Popularity. She is on a mission to create a user-centric social network. She is 21 and lives in New York City. She started using social media when she was 13. By 18 she had already started a social media marketing company and she realized there had to be a better way.</p>																																
<p>Is anyone else doing this?</p>	<p>We are not aware of any other social network that is providing a means for users to actually gain ownership in the network just by signing up and using the network. Some are sharing a portion of the revenue with their users. But as we said before: at Popularity, we believe that if you don’t own the network – it owns you.</p>																																
<p>Is my Country eligible to sign-up for Popularity?</p>	<p>There are currently 32 countries whose citizens and permanent residents can sign up to receive an invitation. Some countries have restrictions on offers of securities and transfers of securities. No securities will be provided to persons in countries with such limitations. If you live in such a country you must be aware of the appropriate laws and regulations by signing up you agree you are doing so in a jurisdiction where transfer is prohibited by operation of law or regulation and acknowledge that you have not and will not receive any offer of securities from Popularity or its parent company.</p> <table border="0" data-bbox="548 1266 1404 1560"> <tr> <td>USA</td> <td>Canada</td> <td>Germany</td> <td>United Kingdom</td> </tr> <tr> <td>France</td> <td>Italy</td> <td>Spain</td> <td>Norway</td> </tr> <tr> <td>Sweden</td> <td>Denmark</td> <td>Finland</td> <td>Netherlands</td> </tr> <tr> <td>Belgium</td> <td>Portugal</td> <td>Switzerland</td> <td>Austria</td> </tr> <tr> <td>Slovenia</td> <td>Japan</td> <td>South Korea</td> <td>Australia</td> </tr> <tr> <td>New Zealand</td> <td>Bermuda</td> <td>Cayman Isl.</td> <td>British Virgin Isl.</td> </tr> <tr> <td>Ireland</td> <td>Iceland</td> <td>Malta</td> <td>Gibraltar</td> </tr> <tr> <td>Czechia</td> <td></td> <td></td> <td></td> </tr> </table>	USA	Canada	Germany	United Kingdom	France	Italy	Spain	Norway	Sweden	Denmark	Finland	Netherlands	Belgium	Portugal	Switzerland	Austria	Slovenia	Japan	South Korea	Australia	New Zealand	Bermuda	Cayman Isl.	British Virgin Isl.	Ireland	Iceland	Malta	Gibraltar	Czechia			
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<p>Why is 1 million users the threshold for issuing stock? Is there any limit ?</p>	<p>We believe Popularity’s user-owner approach will excite and energize users – many of whom we believe are upset with the injustice of social media companies that enrich a few at the expense of tens of millions. We believe that 1 million users is enough to show that users overwhelmingly agree with our mission. With this introductory offer – we cannot accept more than 20 million users (8 million is the max if everyone uses a code). If we reach the limit then only the first to signup will get stock.</p>																																



What does it mean to “Test the Waters”	Under certain conditions, regulations allow companies to contact people and see if they would be interested in terms of a stock offer. Both the person and the company are not under any obligation by expressing interest in the terms. In our case, we are testing whether there is sizable interest in an arrangement whereby we provide stock in return for people registering and setting up a social profile on Popularity. We have decided that interest by one million people is a threshold for moving forward with an offering. See the disclosure notice below for more details.
Anything else I should know?	We plan to offer stock to the first one million registered users who also set up a social profile on Popularity. Conditions and limitations apply. Every one of the first million users to register and set up a user profile on Popularity will receive an offering document which contains details about the stock and the issuer. Check out the “Disclosure Notice” below. See the website for details www.signup.popularity.com

DISCLOSURE NOTICE: POP unLimited (the “Company” or the “Issuer”) is the parent company of Popularity Inc. and is considering an offering of securities exempt from registration under the Securities Act of 1933, as amended (the “33 Act”), but has not determined a specific exemption from registration the Issuer intends to rely on for the subsequent offer and sale of the securities and is testing the waters under Regulation A and Regulation CF of the 33Act. This process allows companies to determine whether there may be interest in an eventual offering of its securities. No money or other consideration is being solicited; and if sent in response, it will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until an offering statement is qualified, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. A person's indication of interest involves no obligation or commitment of any kind. The Issuer is not under any obligation to make an offering. The Issuer may choose to make an offering to some, but not all, of the people who indicate an interest in investing or in otherwise receiving shares, and that offering may not be made under Regulation A. For example, the Issuer may determine to proceed with an offering under Regulation Crowdfunding (“Reg CF”). If the Issuer proceeds with a Reg CF offering, no offer to buy securities will be accepted, and no part of the purchase price will be received until a Form C is filed and, then, will only be accepted through the platform the Company conducts its Reg CF offering on. However, if the Issuer elects to make an offering under Regulation A, it will only be able to make sales after it has filed an offering statement with the Securities and Exchange Commission (“SEC”) and only after the SEC has qualified such an offering statement. The information in the offering statement will be more complete than the test-the-waters materials and could differ in important ways. You must read the offering statement filed with the SEC before investing or receiving shares in the Issuer. Any indication of interest provided by you in response to this communication carries no obligation or commitment of any kind. No offer to buy the securities can be accepted and no part of the purchase price can be received until the Issuer determines the exemption under which the offering is intended to be conducted, and where applicable, the filing, disclosure, or qualification requirements of such exemption are met. For each person who uses an Invitation Code to signup, the person who was assigned the code by Pop Unlimited will qualify to potentially be able to receive fifty shares of stock in Pop Unlimited as compensation, however shares are payable only if there is sufficient interest to move forward with an offering, meaning at least one million people registering for the network in order for any shares to be issued.