

'GORILLA IN A PINK MASK' NFT OFFER WHITEPAPER

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APPENDICIES

1. SUMMARY

The project is led by the street art restoration company, Exposed Walls, which owns the artwork 'Gorilla in a Pink Mask'. This is Exposed Walls first NFT offering. Another street work by Banksy, also owned by Exposed Walls, will be awarded to one of the NFT holders when the edition is sold out. Entitled 'Refugees', this work has a potential value of \$1m.

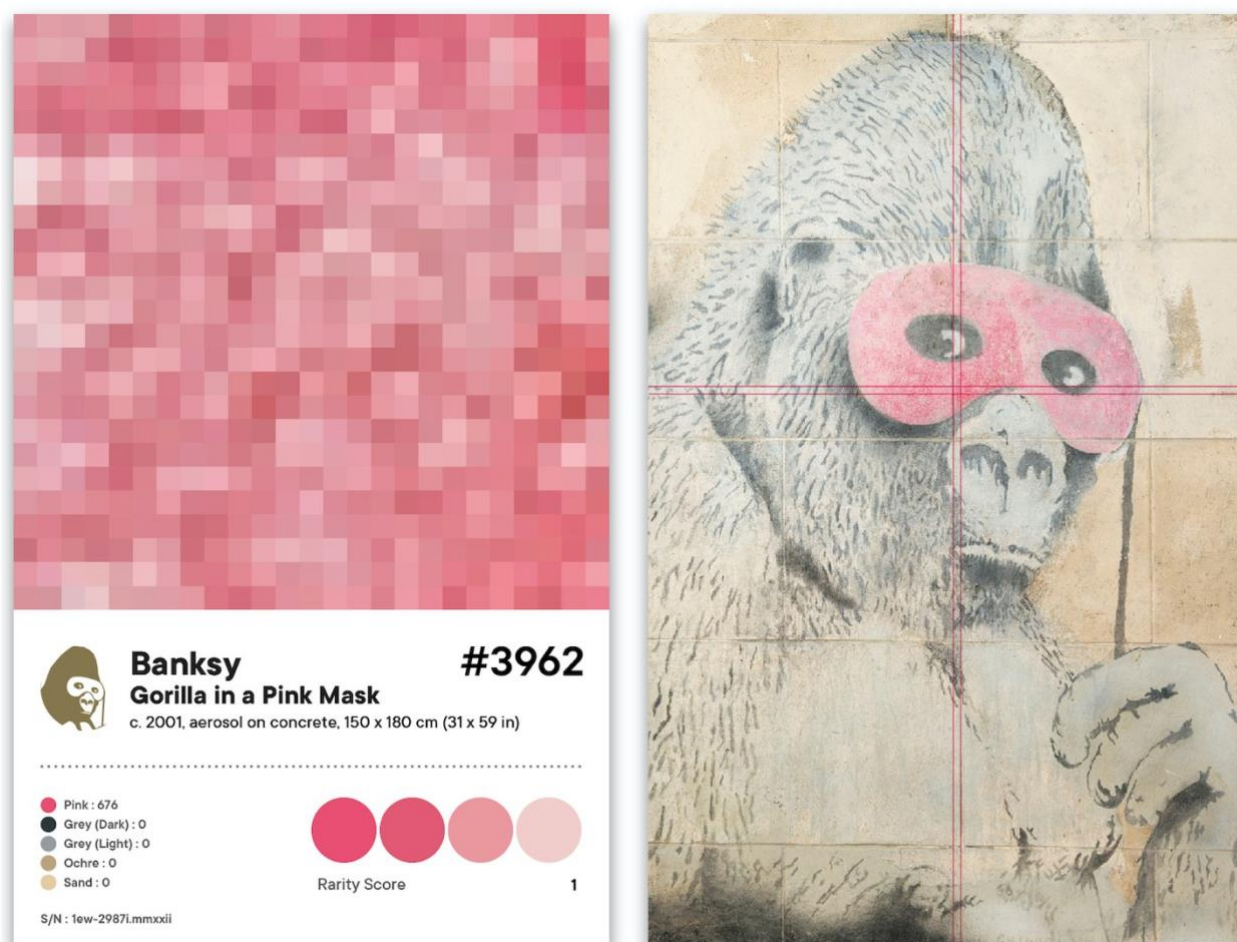


2. THE NFT

We are offering the chance to own a part of a historic street mural by Banksy.

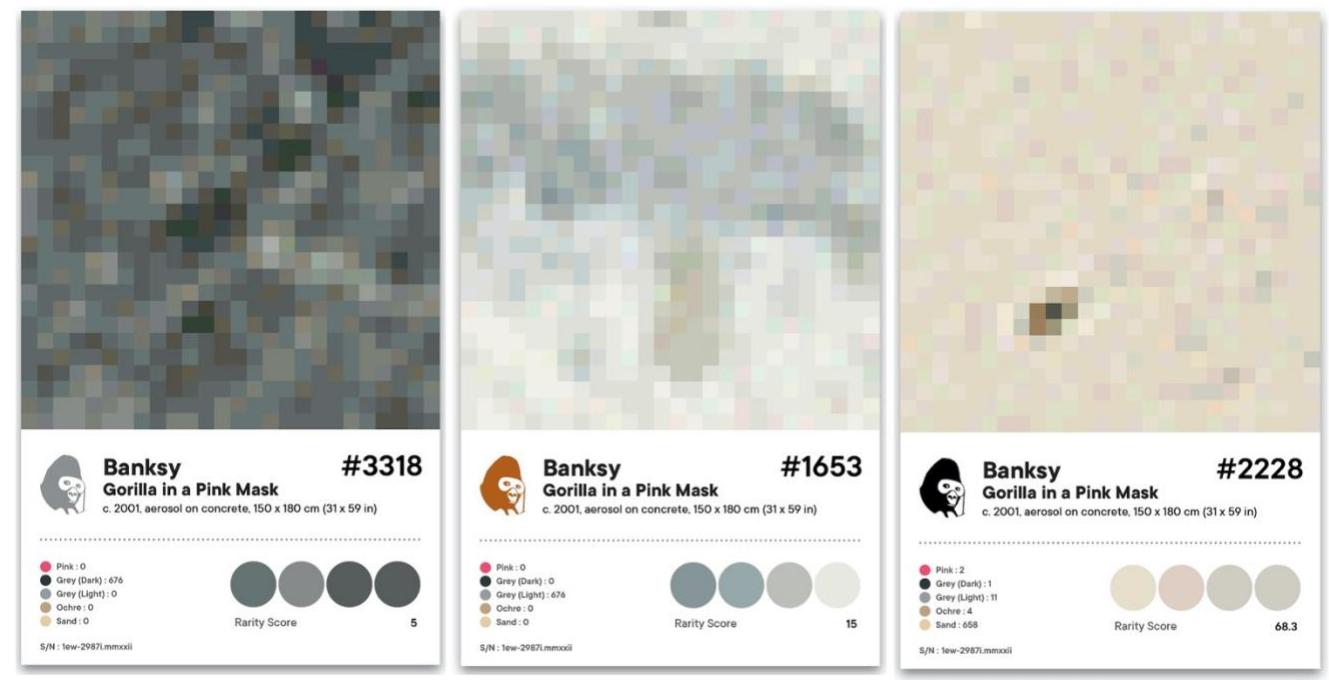
The work is commonly known as 'Gorilla in a Pink Mask' (2001) and was acquired from the owner of the wall it was painted on in 2020.

'Gorilla in a Pink Mask' has been fractionalised into 10,000 parts, and each NFT represents that segment of the wall on which it was painted, offering the chance to own a unique collectible.



The NFT is comprised of two parts and revealed in a rotating 10-second animation. The first part depicts the exact location of the NFT within the artwork; where it is located is shown between two crosshairs ranged vertically and horizontally across the gorilla. The information beneath includes the artist's name and the title, year of execution and the medium, along with the dimensions and the fraction number.

Below the pixelated image is the Exposed Walls' value system. Each segment has been analysed by a specifically-created algorithm for its colour properties. Underneath these is the rarity level of these colours ranked from 1 to 100. The rarity score is based on combined colour count using pink, dark grey, light grey, ochre and sand, as illustrated below.



Further rarity is shown in the gorilla icon beside the name of the artist and the work that correlates to the purity of the colour in the fraction. These are indicated by the colours of the stamp gorilla heads. All of the NFTs will be issued randomly and Exposed Walls attributes no commercial value to these.

RARITY — SCORES TO FREQUENCY IN THE 10,000 FRACTIONS:

- 1: 16
- 1.1 - 2: 137
- 2.1 —10: 580
- 10.1 — 100: 9,267

PURITY — INDICATED BY THE GORILLA HEAD STAMPS AND THEIR OCCURRENCE IN THE 10,000 FRACTIONS:

- GOLD:** 16
- SILVER:** 31
- BRONZE:** 44
- BLACK:** 9,909

The card also carries a serial number, the Exposed Walls initials, the number of the edition and the date in Roman numerals showing when it was minted. All of the NFTs will be issued randomly.

Owners will receive two 2D versions of the front and back of the NFT embedded into the metadata. Exposed Walls has created a website containing the entire collection of NFTs where owners can input the token ID into the search and pull up their 2D NFs and, should they wish, download it to all devices. This function will cease if it is sold on the secondary market, becoming the access point to the content for the new owner. This platform will be launched when the edition is sold out.

3. THE DIVIDEND

We have created a new concept for rewarding those who acquire one or more 'Gorilla in a Pink Mask' NFT on the primary market.

There will never be another fractional edition of 'Gorilla in a Pink Mask', however if the physical artwork exchanges hands — Exposed Walls hopes that it will one day be housed in a museum — a 'dividend' will be awarded.

How it works

Only owners who acquired and retained the 'Gorilla in a Pink Mask' NFT on the primary market are eligible. The dividend will be another Banksy-related NFT which they can mint, only paying gas fees.

The dividend NFT edition will be twice the number of the primary holders of the 'Gorilla in a Pink Mask' NFT. The remainder will be sold publicly and 50 per cent of the royalties will be donated to charity. The owners will be allowed to propose those charities and a vote will be taken to determine which charity or charities will be beneficiaries of the royalty payment, which will be paid in perpetuity.

4. ABOUT 'GORILLA IN A PINK MASK'

Banksy's fame rests on the murals he has been creating from the early 1990s. He is believed to have made more than 500 of these unique pieces. 'Gorilla in a Pink Mask' first appeared on the wall of the former North Bristol Social Club in Fishponds Road, Eastville, Bristol. This later became the Jalalabad Cultural Centre, where it was painted over in 2011 by the owner. In September 2020, it was removed from the centre with permission by art restoration company Exposed Walls, which now owns the work.

'Gorilla in a Pink Mask' is believed to be the first time Banksy portrayed a primate in his work and can be seen as a precursor to 'Devolved Parliament', 2009, which depicts chimpanzees and orangutans debating in the House of Commons. By then, monkeys had become a recurring motif: they can be found listening to music on headphones or in one case preparing to detonate a bomb. The artist uses them to draw parallels between humans and their closest relatives in the animal kingdom, employing them to critique power, corruption and consumerism. Examples include 'Laugh Now', 2003, which showed a row of apes with sandwich-boards carrying the inscription 'Laugh now, but one day we'll be in charge'; in another, 'Monkey Queen', 2003, one is used as a stand-in for the Queen.

'GORILLA IN PINK MASK' BIBLIOGRAPHY

The artwork appears in various books on Banksy, including: *Desperately Seeking Banksy* by Xaviet Tapies, 2018; *Banksy, Myths and Legends* by Marc Leverton, 2015; *Banksy: You Are An Acceptable Level of Threat and if You Were Not You Would Know* by Patrick Potter, 2012; *Banksy's Bristol: Home Sweet Home: The Unofficial Guide* by Steve Wright and Richard Jones, 2007.

5. FAQs

If anyone wishes to add to the FAQs, please feel free to contact enquiries@exposedwalls.com. We will be happy to answer them and add them to the Whitepaper.

Is Banksy involved in this project?

Banksy does not participate in collaborations with his street work.

Who are Exposed Walls?

A company that specialises in the conservation of street art.

Who owns the work?

Exposed Walls.

Do the owners of the NFT receive any privileges?

Yes:

- Priority information on future editions
- Whitelisting offers

Who is the spokesman for Exposed Walls?

Mark Inglefield, the founder and director of Albany Arts Communications. Please email mark@albanyartscommunications.com if you have any more questions about the project.

Will there be more Banksy street mural NFTS?

We hope so.

Is there a charitable element to this project?

Yes. A proportion of the proceeds will be donated to The Gorilla Organization and Developing Health and Independence (DHI), a charity which helps disadvantaged people and those living on the margins of society turn their lives around.

Will the NFT have a dedicated page on Opensea?

Yes.

6. THE BANKSY PRIZE DRAW

When the 'Gorilla in a Pink Mask' is sold, one of the NFT holders will be selected at random to own an artwork by Banksy with a potential value of \$1m.

'Refugees' appeared on a wall in Glasgow in 2001, at the same time Banksy held his 'Peace is Tough' exhibition. The artist executed two other murals while he was in the city: one depicting three helicopters and another of a gun-toting monkey in a tutu beside the Mona Lisa. Both have been renovated and the helicopter work was recently put up for sale for £1.6m.



'Refugees', 2001, aerosol paint on wood, full work and detail.

The owner of the mural will be given the choice of taking possession of the physical artwork or a one-off NFT. Exposed Walls will caretake the work for one month, after which a decision must be made. Transportation and insurance costs will be covered by the new owner.

Exposed Walls Terms & Conditions. The draw offer is open to anyone who is holding a 'Gorilla in a Pink Mask' NFT before the date the edition is sold out. The winner of the draw for 'Refugees' has the choice to take possession of the physical artwork or own it as a unique NFT. Should they decide to own it as an NFT, they are free to sell the NFT, however Exposed Walls will retain all intellectual property rights over the artwork. Only with explicit permission from Exposed Walls will they be allowed to exploit the image for commercial or non-commercial purposes other than the sale of the NFT. If they take possession of the work, the owner is allowed to sell on the work should they wish, but the intellectual property rights are retained by Exposed Walls. If they take possession of the work, the owner will be responsible for shipping and insurance costs. The draw offer will end by October 2022 and it is in the public interest to make sure that 10,000 NFTs are sold till October 2022 if you want to be in a run to win Banksy Refugees Mural.

7. ABOUT THE COMPANY INVOLVED IN THE PROJECT:

Exposed Walls is a street restoration company based in London.

8. SMART CONTRACT/AUDIT:

Development partner Adaptive Code

[AdaptiveCode.io](https://adaptivecode.io) Ltd
Regus House,
268 Bath Road,
Slough,
England,
SL1 4DX

Smart contract address: `0x0c06d6A17eb208A9BC7Bd698Eb6f22379209e3A4`

Audit:
Mobiloitte
Devonshire House,
60 Goswell Road,
London EC1M
7AD

9. BUYING AN NFT FOR THE FIRST TIME:

Go to the sales platform where the artwork is being sold. Some, like Nifty Gateway, give you the choice of paying with a credit or debit card. Others won't. In that case, you will be given the option to open a crypto wallet when you press 'buy'. For Ethereum that is likely to be MetaMask where you can exchange ordinary money into Ethereum. Note: you can also acquire cryptocurrencies from exchanges and brokerages such as Coinbase or Gemini, but the exchange mechanism just mentioned is how most first time buyers do it. Be aware there is a commission charged on exchange same as when you swap Euros for pounds, etc.

Once you have exchanged the money, you can open an account with the platform you have chosen and make your purchase. Be aware that, depending on the regulations, it can take a few days for your account to be verified, so don't wait to the day of the sale to set it up.

Then you just transact as you would on Amazon, and a copy of the NFT gets sent to your wallet. The original sits in the Blockchain and no one can touch that unless you choose to sell it, then it gets transferred to the buyer.

In the case of MetaMask, it can be set up as an extension on your desktop and mobile, where it also acts as a secure browser, generating passwords and keys so only you have access to your accounts. When you create your MetaMask you will be given a 12-word sequence, called the 'seed phrase' which will allow you to backup or recover your wallet. Keep this phrase safe, either written down in separate secure locations or downloaded onto an encrypted hard drive. NEVER share your seed phrase. You can cash out for ordinary money, but there will be a small commission charge for that, too.

Note: when you buy NFTs, be aware of gas fees. These cover the cost to mine the NFT on the blockchain. These fees are based on supply and demand and change by the second. The fee levels depend on which currency you are using. Ethereum can have high gas fees.

Most important of all when you are buying 'Gorilla in a Pink Mask' check and double check that the URL is www.exposedwalls.com. If you see any variation of that, please report using this email address, enquiries@exposedwalls.com.