



Siesta Billy™ / \$BILL

Community Participation & Utility FAQ

What is Siesta Billy™?

Siesta Billy™ is a coastal lifestyle tequila brand built around earned leisure, community, culture, and experience.

The brand is designed for:

- beach days
- boat days
- dock hangs
- sunsets
- social gatherings
- relaxed premium experiences

At its core, Siesta Billy™ is about enjoying the moment without overcomplicating it.

What is \$BILL?

\$BILL is a utility-based digital participation token designed to support community engagement within the Siesta Billy™ ecosystem.

It is intended to provide:

- access
- participation
- rewards
- community interaction
- experiential engagement

across future Siesta Billy™ activations, products, events, and digital experiences.

Is \$BILL an investment?

No.

\$BILL is intended solely for utility, participation, engagement, and access purposes within the Siesta Billy™ ecosystem.

\$BILL does not represent:

- equity ownership
- stock
- profit participation
- dividends
- securities
- investment contracts

What can \$BILL potentially be used for?

Future utility and participation features may include:

- Access to exclusive experiences and events
- Product drops and limited releases
- Loyalty and participation rewards
- Brand activations and community experiences
- Merchandise and lifestyle integrations
- Digital collectibles and membership-style access
- Participation incentives across select brand campaigns

Features may evolve over time as the ecosystem develops.

What are Siesta Billy™ NFTs?

Siesta Billy™ NFTs are digital collectibles designed to support:

- identity
- access
- community participation
- experiential engagement

within the broader Siesta Billy™ ecosystem.

Certain NFTs may unlock:

- exclusive content
- special access
- priority invitations
- limited-edition merchandise
- collectible artwork
- participation benefits

Do I need crypto experience to participate?

No.

The goal is to make participation simple and accessible, even for people with no prior blockchain or NFT experience.

The platform is being designed to prioritize:

- ease of use
- accessibility
- consumer-friendly onboarding
- real-world utility

Users will be able to onboard through familiar tools and processes, including:

- Standard email and account registration
- Traditional payment methods such as credit/debit cards and ACH
- Guided wallet creation and embedded digital wallets
- Simplified account setup and identity verification
- Mobile-friendly user experiences
- Educational onboarding and step-by-step participation flows

Why is Siesta Billy™ using digital engagement tools?

We believe the future of lifestyle brands will increasingly combine:

- physical products
- experiential engagement
- digital identity
- community participation
- connected ecosystems

The objective is to create deeper relationships between brands and consumers through participation and engagement—not speculation.

Is this connected to SETO Holdings?

Yes.

Siesta Billy™ is part of the broader SETO ecosystem, which is focused on building scalable beverage brands, experiential platforms, and digital engagement infrastructure.

Will there be future features added?

Yes.

The Siesta Billy™ ecosystem is expected to evolve over time with additional:

- experiences
- partnerships
- activations
- participation features
- digital engagement capabilities

Future announcements will provide additional details as the platform develops.

Important Disclaimer

Digital participation initiatives referenced herein are intended solely for utility, access, engagement, participation, and experiential purposes.

They are not intended to represent securities, investment contracts, or financial products.

Participation features remain subject to legal, regulatory, and platform requirements.

If you have any specific questions, feel free to reach out through our [‘Contact Us’](#) page.

For live help and community support, please visit <https://theAlley.io>

- Great for live help, announcements, and community support (e.g., "How do I switch networks in Apollo Wallet?").