

# White Paper

V. 08.12.17



**EXMO**COIN  
by EXMO.COM

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# 1. Project Summary

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**EXMO, one of the leading cryptocurrency exchange platforms, is launching a token sale to support the ambitious goal of adding a Margin Loan service to its platform.**

In order to cover traders' demand for margin loans, as well as to enable the overall platform development, EXMO will attract additional investment capital by issuing its very own tokens called **EXMO Coin (EXO)**.

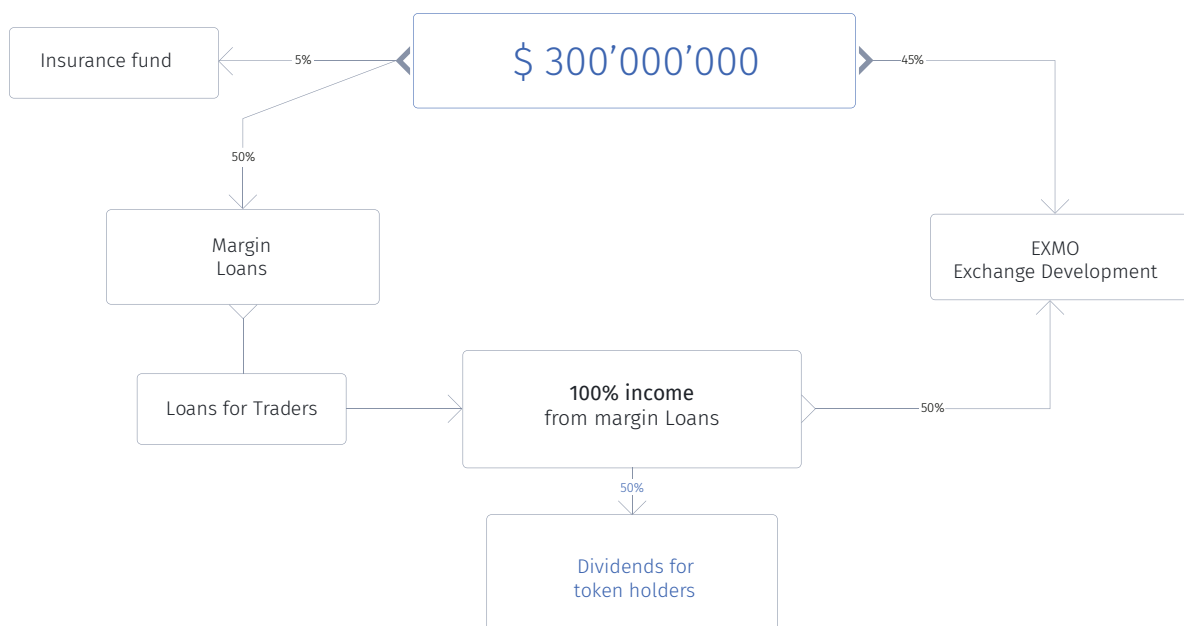
The EXMO platform has been operating since 2013, and it is a cryptocurrency trading destination for the over 900,000 registered users from all around the world. The Exchange has showcased fast growth over the years of its existence and an increased year-on-year performance (2017 has seen a 225% surge in our clients' base).

## **Key facts about the Crowdsale:**

- Investors, or EXO token holders, will receive 50% of the revenue derived from margin loans distributed among them in the form of dividends on a monthly basis. The said revenue is to be received from the turnover of funds raised in the course of the Crowdsale. Dividends on EXO tokens are to be distributed among their holders based on the quantity of tokens owned. In the meantime, EXMO Coins must be kept in the EXMO exchange system
- The key objective behind the Crowdsale is the speedy development of the EXMO exchange platform
- EXO tokens will be issued by the operating, already profitable business (unlike the majority of other ICO projects), which tends to be a great advantage for both the Exchange platform, and the token investors
- By investing in the EXMO exchange development, the token holders receive EXMO Coins, and their value will further correlate with other currency exchange rates on the EXMO exchange platform

- 95% of funds raised during the Crowdsale will be directed into the growth of financial indicators of the Exchange
- Upon reaching the amount of \$250–\$300 million in raised investment, the Exchange will aim at acquiring its competitors (M&A). This will be done with a view to increase the capitalisation and scalability in the new markets. Following this strategy, EXMO Coin will be listed on several exchanges simultaneously, which will increase the profit from margin lending (under condition that the acquired companies will offer margin loans).
- EXMO guarantees the EXO token buyout (see Buyout warranty).
- Following the Crowdsale, EXO token will be listed on the EXMO Exchange and traded in currency pairs such as EXO/BTC, EXO/ETH.

#### The Investment allocation scheme



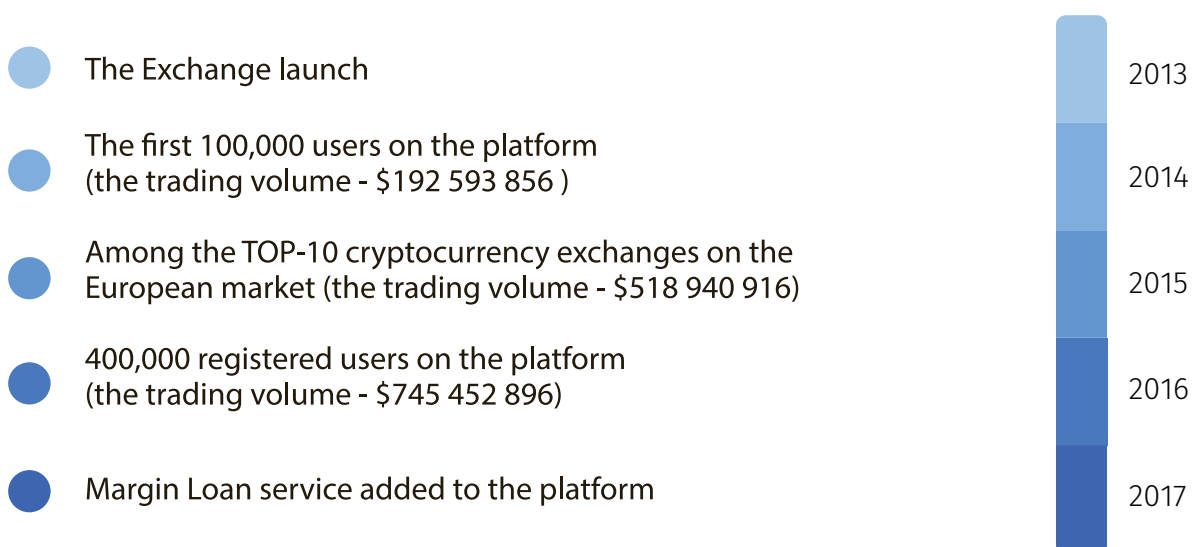
# 2. Background and start

## 2.1 The EXMO History

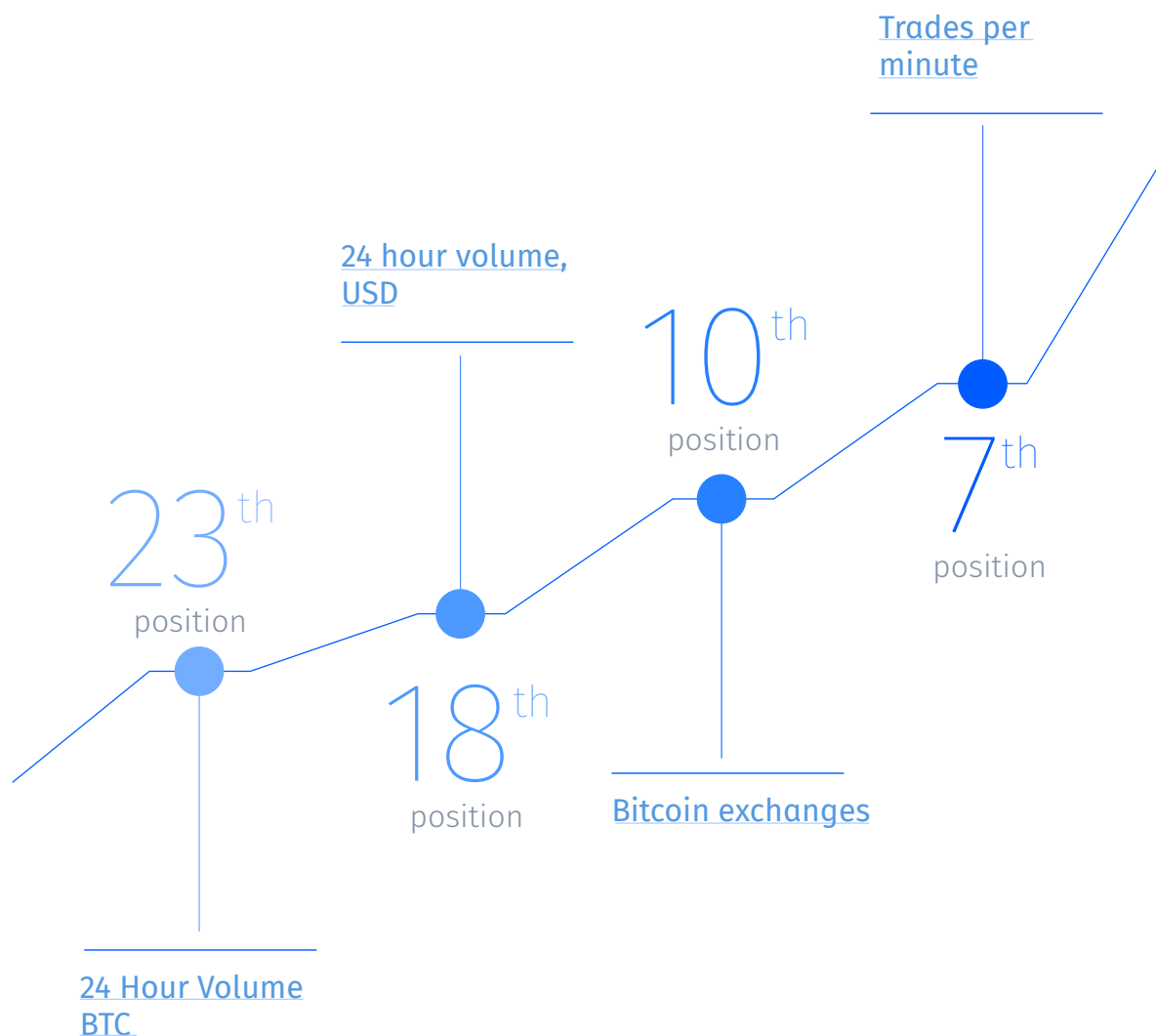
The team of EXMO is comprised of stellar professionals from all over the world—developers from Spain, Russia, India, and Thailand, as well as the best financial minds from the UK, the USA, Lithuania and Singapore. They worked on creation and continue developing one of the most user-friendly cryptocurrency exchanges.

Cryptocurrencies are making financial transactions easier and more secure. This is why our team is actively engaged in the development of Blockchain technology and has been successfully contributing to the cryptocurrency ecosystem for over four years.

### Development Milestones:



# Exchange Ratings:



# Reputation

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## EXMO in numbers

- four years on the market
- over 900,000 users from all over the world
- 90,000 daily visitors to the EXMO platform
- 2,000 – the average daily number of new registrations
- 160,000 BTC – the average monthly trading volume
- 46 active currency trading pairs (18 unique currencies);
- in the TOP-10 World's best exchanges according to bitcoinity.org rating
- the TOP-1 cryptocurrency exchange in Europe.

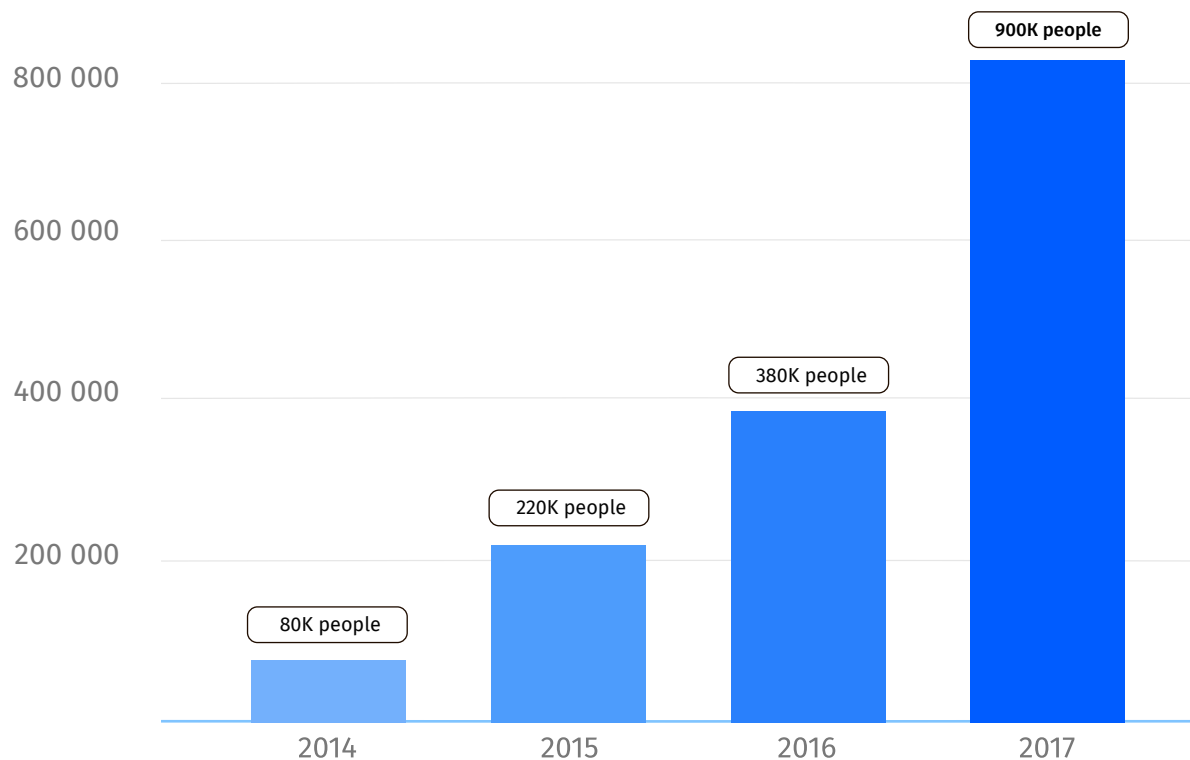
Media coverage about EXMO:



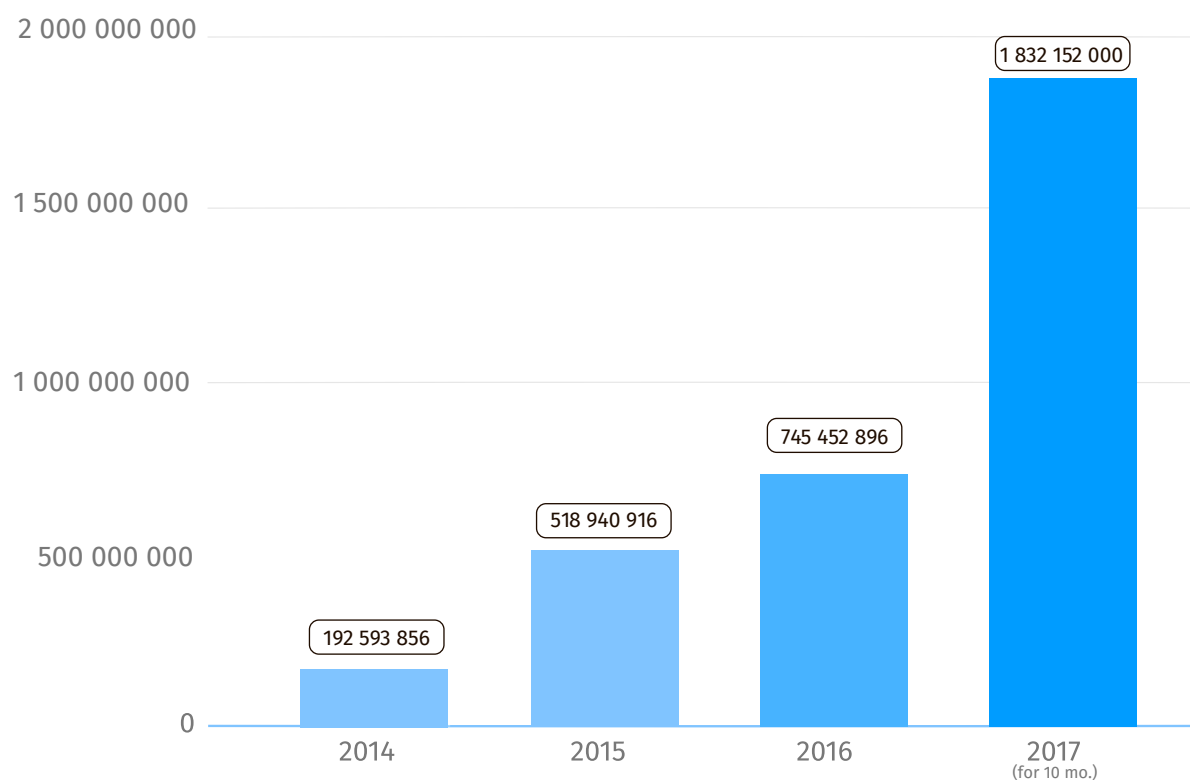


## 2.2. EXMO Growth Rate

### Growth of customer base



### Trading volume for the year, \$



- Customer base as of today: over 900,000
- The number of deals made through the platform grew by 40 times over the last three-and-a-half years: from 591k in 2014 to 24M in 2017
- The trading volume has been increased in 9 times since 2014: from \$192M in 2014 to \$1,8B in 2017

We grew significantly in the course of the last three-and-a-half years. Nevertheless, we are eager to build on the pace of our previous performance, and expand even more.

# 3. Cryptocurrency exchange and overall market

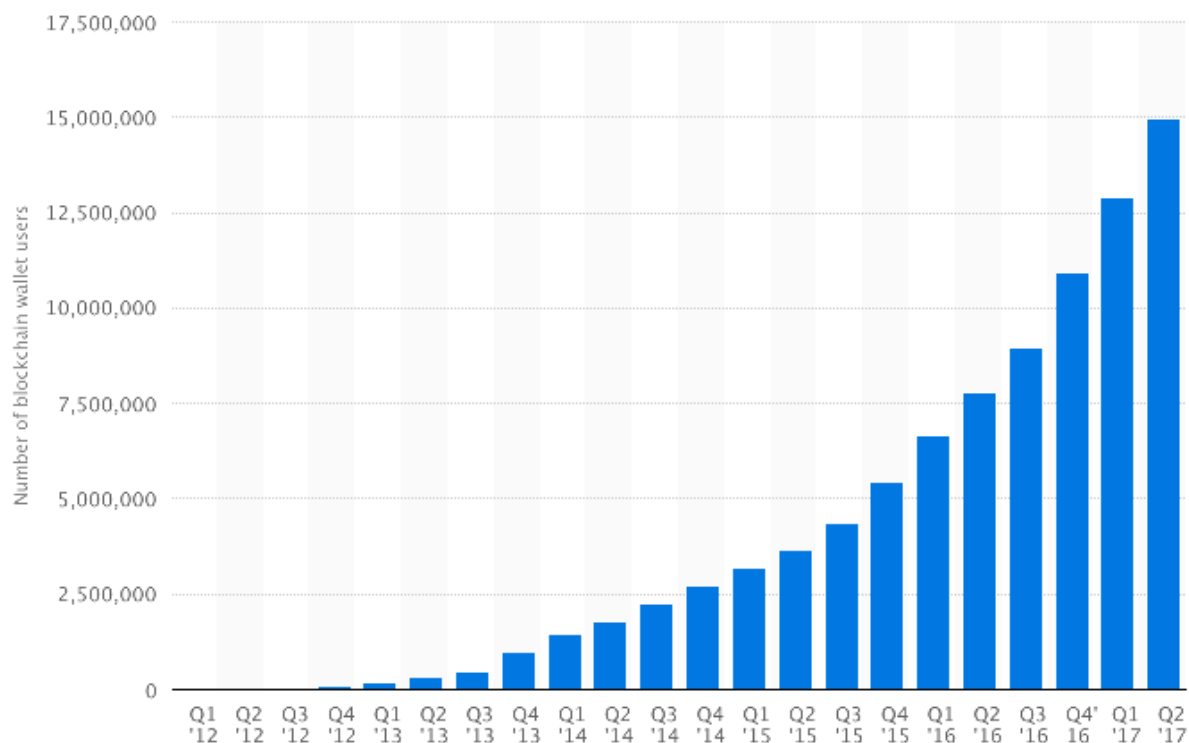
## 3.1 The Cryptocurrency Market Capitalisation

As of 29.11.2017, the overall cryptocurrency market capitalisation was over \$328B with that of Bitcoin being \$182 B, Ethereum \$46 B, and \$10B for Ripple. This indicator has increased by 2733% since September 14, 2016.



A source: <https://coinmarketcap.com/charts/>

The growth in the number of Blockchain wallets (from the first quarter of 2012 to the 2nd quarter of 2017) A source: <https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/>



The market of Ethereum and other tokens has been growing by 300,000% on average year-on-year (or by 6.7 times monthly) since January 2017. We cannot be 100% sure of the further market growth stability. Based on the existing predictions, we may assume that the future market growth will range from 40% to 100% a year.

Since the trading growth, as well as the general Exchange performance, correlate with the overall market development, we have predicted and visualised three growth scenarios for growth on trades volume on the exchange: trading volume increases by 25 times, by 50 times, and by 100 times in the course of five years.

## 3.2 Competitive advantages of the Exchange

The EXMO Exchange is launching a new service, which is aimed at increasing its profit with additional fees for using the borrowed funds. Margin loan service will increase the Exchange popularity, and as a result the trading revenue will also increase.

According to statistics, only 25% of Silicon Valley startups succeeded in the past 6 years. Given the fact that they tend to be developing their projects “from scratch” and doing so in the best possible place on Earth for such matters, we might assume that the startup success rate elsewhere might be only about 10%. We are not trying to underestimate the new rising projects potential, though we strongly believe that investing into the existing product and an already successful business has much fewer risks for investors.

EXMO is a universal investment transaction platform, that allows its users to trade between each other using various cryptocurrencies, as well as fiat money. The EXMO business model is built to enable users to easily buy, sell or exchange cryptocurrencies without intermediaries.

## 3.3 The EXMO Competitors Offering Margin Loan Service

EXMO, as an active cryptocurrency trading market participant, has a number of competitors, namely the leaders of the cryptocurrency exchange market with significant trading volumes and extensive number of traders.

That being said, we have a solid plan for our further development, and we know how to become the market leader within the next five years.

**Our main competitors are:**



## What differentiates EXMO:

- offering margin loans in 2 fiat currencies (USD, RUB)
- having over four years of cryptocurrency trading experience
- providing easy access to the loan service
- being the leader on the ECA markets
- providing cashback from fees, based on the trading volume
- offering Ex-code service

## 3.4 The Growth and Development Outlook

There are dozens of ICOs showing up every day. Various sources are trying to evaluate all the possible associated risks and opportunities using a variety of methods and techniques. All in all, plenty of projects that get financed through ICOs never grow up to see the implementation of the initial plans outlined in their White Papers. Hence, investors should always consider all the risks related to the development of the projects that they are investing in.

One of the key features of EXO(EXMO Coin) token is its correlation to the EXMO Exchange operation. We are continuously developing the project and adding new services to the existing ones on the platform. Thereby, we can openly claim that there are no risks associated with investing in our project. The existing active profitable Exchange is our guarantee of the project's stable development.

The EXMO Coin (EXO) tokens that are going to be distributed among investors during the Crowdsale will be profitable. Every token holder will receive the corresponding dividends from their EXO tokens. You may review the three various Forecasts for the dividend growth following the completion of the Crowdsale.

# 4. Development plan

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## 4.1 Fundamentals: Where We are Now

The number  
of traded pairs:

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46

The number of connected  
exchangers (as of Nov 22, 2017):

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135

Available fiat  
currencies:

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5

Average trading volume  
per month:

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160 000<sup>btc</sup>

### Tools utilised:

1. Market Orders
2. Fixed Orders

The Ex-code service is the only unique alternative for transferring any assets with no associated fees outside the exchange space.

## 4.2 The Exchange Growth Forecast

Upon the completion of the Crowdsale we will kick off the development plan implementation. The crypto-currency market tends to be rather hectic, as it gets affected daily by the myriad of global events.

No one can predict what will be happening within the next 5 years, though we are pretty sure that EXMO will grow regardless thanks to our team's persistence and continuous aspiration to make the platform better.

We are not looking at the world through rose-coloured glasses, and so we provide you with three possible scenarios for the Exchange development in the next 5 years: the market-oriented, the basic, and the planned one.

### 1. The Market-oriented Scenario

Here, the Exchange development is mostly affected by the cryptocurrency market fluctuations.

Predictions: Trading volume growth of 25 times until 2022; the EXO token re-couped until 2021; and the EXO exchange rate of \$7 until 2022.

	2017	2018	2019	2020	2021	2022
The number of traders by the end of the year	50 730	64 772	69 244	71 538	73 092	74 269
The number of trades accomplished	24 528 332	57 884 383	93 430 309	125 935 508	158 305 330	190 842 894
Trading volume per year, \$	2 473 714 950	6 331 582 365	14 888 115 428	27 041 444 978	42 789 798 345	62 206 531 502
Profit from margin loans, \$	31 781	18 563 000	61 419 636	111 627 066	176 636 288	256 788 562
Investor's profit from margin loans (50%), \$	0	8 646 470	30 709 818	55 813 533	88 318 144	128 394 281
EXO profitability by the end of the year, \$	0,00	0,09	0,31	0,56	0,88	1,28
EXO accumulated cost by the end of year, \$	0,00	0,09	0,39	0,95	1,83	3,12
Expected token market value at end of year, \$		1	2	3	5	7



## 2. The Basic Scenario

According to this scenario, the Exchange development is impacted by the cryptocurrency market fluctuations, as well as raised investments.

Predictions: Trading volume growth of 50 times until 2022; the EXO token re-couped until 2021; and the EXO exchange rate of \$15 until 2022.

	2017	2018	2019	2020	2021	2022
The number of traders by the end of the year	50 730	69 776	76 452	79 877	82 197	83 954
The number of trades accomplished	24 528 332	62 780 024	118 861 925	173 078 786	227 815 886	283 277 709
Trading volume per year, \$	2 473 714 950	7 233 923 504	22 528 941 052	47 058 572 036	80 812 116 021	124 004 707 182
Profit from margin loans, \$	31 781	22 074 158	92 946 312	194 257 754	333 592 415	511 891 431
Investor's profit from margin loans (50%), \$	0	10 402 049	46 473	97 128 877	166 796 207	255 945 716
EXO profitability by the end of the year, \$	0,00	0,10	0,46	0,97	1,67	2,56
EXO accumulated cost by the end of year, \$	0,00	0,10	0,57	1,54	3,21	5,77
Expected token market value at end of year, \$		1	3	6	10	15

## 3. The Planned Scenario

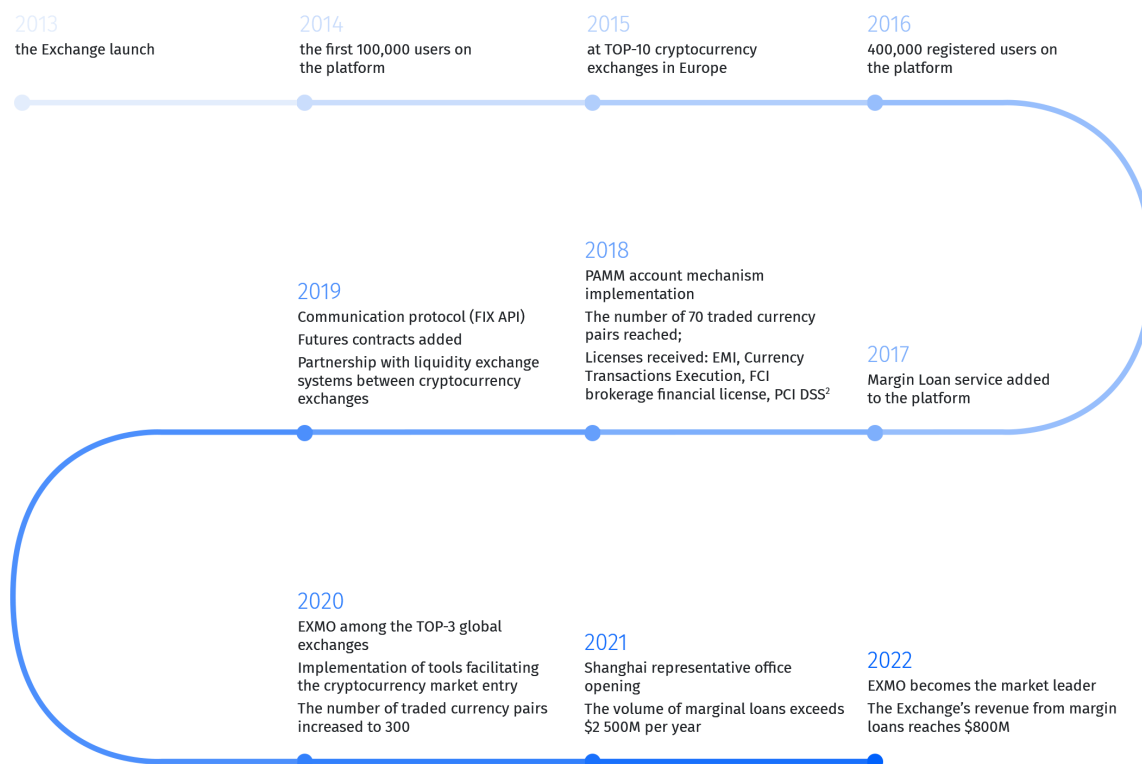
This EXMO development plan is mostly dependent on amount of raised funds from the Crowdsale, and also on the cryptocurrency market fluctuations, and Exchange's own investments.

Predictions: Trading volume growth of 100 times until 2022; the EXO token re-couped until 2021; and the EXO exchange rate of \$30 until 2022.

	2017	2018	2019	2020	2021	2022
The number of traders by the end of the year	50 730	76 442	86 056	90 987	94 329	96 859
The number of trades accomplished	24 689 509	90 023 812	179 940 342	260 526 790	341 594 813	248 656 064 185
Trading volume per year, \$	2 490 463 655	11 135 035 190	41 261 189 708	90 637 574 609	159 593 834 018	248 656 064 185
Profit from margin loans, \$	33 002	35 659 715	170 232 620	374 151 849	658 803 347	1 026 452 233
Investor's profit from margin loans (50%), \$	0	17 014 346	85 116 310	187 075 925	329 401 673	513 226 116
EXO profitability by the end of the year, \$	0,00	0,17	0,85	1,87	3,29	5,13
EXO accumulated cost by the end of year, \$	0,00	0,17	1,02	2,89	6,19	11,32
Expected token market value at end of year, \$		2	6	12	20	30

## 4.3 Development Plan for 2018-2022 (The Roadmap)

The EXMO development plan for the next 5 years involves a lot of changes in the platform's operation. Visualised are some of the main development milestones. You may get acquainted with a more detailed plan below.



## 2018

- Japan representative office opening
- PAMM account mechanism implementation
- The number of 70 traded currency pairs reached
- The number of traded fiat currencies expanded
- Functionality expansion, as well as introduction of the trading system innovations such as the Automated Algorithmic Trading Systems (bots), and a terminal for professional trading
- Licenses received: EMI, Currency Transactions Execution, FCI brokerage financial license, PCI DSS (Payment Card Industry Security Standards Council) certification for working with Visa and MasterCard
- Implementation of complex orders for professional trading
- Acquisition of other regional exchanges to facilitate entry into new markets

## 2019

- New York representative office opening
- The instant world news system added to the platform
- Communication protocol (FIX API)
- EXMO Coin among the TOP-10 altcoins
- Tokyo representative office opening
- A trading school establishment
- Futures contracts added
- Partnership with liquidity exchange systems between cryptocurrency exchanges
- Implementation of Big Data and Machine Learning on the platform

## 2020

- EXMO among the TOP-3 global exchanges
- Implementation of tools facilitating the cryptocurrency market entry for companies that work with fiat currencies
- The number of traded currency pairs increased to 300

## 2021

- Shanghai representative office opening
- The volume of marginal loans exceeds \$2 500M per year
- Brazil representative office opening

## 2022

- EXMO becomes the market leader
- The number of active traders increases to 150,000
- The Exchange's revenue from margin loans reaches \$800M

## 4.4 Margin Loans Implementation Objectives

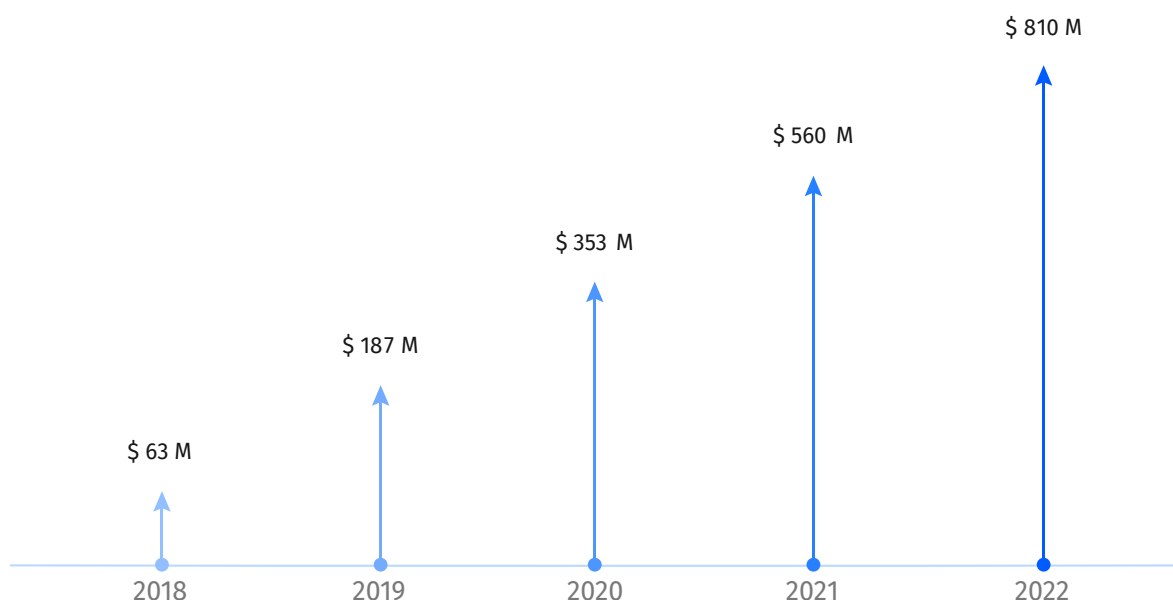
### Why are we adding the Margin Loan feature?

Margin loans allow traders with limited capital to earn more. Margin loans are mostly used for short position trading.

### How does EXMO benefit from it?

It constitutes an additional profit tool for EXMO, as the trading volume increases substantially, so do the volume of offers and the platform's popularity among traders.

### The projected growth of income from margin loans



### What are the Risks for the Exchange?

The Exchange is facing a risk of a price gap possibility, as well as a stop-out. Since we are going to establish an insurance fund to cover for the potential price gap, we are minimizing the possible losses with the available funds.

### What currency pairs can one get a Margin Loan for (in 2017)?

BTC/USD, BTC/RUB, ETH/BTC

**Leverage:** 1:2 in 2017. By the end of 2018 the leverage will be increased to 1:3.

## 4.5 Marketing and Product Strategy

From the start of the Crowdsale we are planning to increase the budget for promotion and attracting new users by 300%. Marketing is an essential part of the platform development strategy. Attracting new traders, retaining the existing ones, growing and nurturing the overall platform reputation are paramount for the future of EXMO expansion.

- marketing support for the project after entering new markets
- the budget for PPC, CPA, SEO, SMM and Media buying increased
- development of a YouTube channel and video-content for traders
- participation in industry events and meetups
- PR and SERM

# 5. Introduction to the Crowdsale

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## 5.1 What is the Point of the Crowdsale?

**Our goal is to become the largest cryptocurrency Exchange in the world!**

### Why Crowdsale

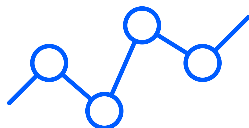
We believe that the EXMO Coin Crowdsale is the most convenient and profitable method for both parties to attract funds. The EXMO Exchange immediately operates in the cryptocurrency field, thus, introducing the profitable EXMO Coin is logical and beneficial for both the investors and the EXMO platform.

Currently, EXMO is involved with developing solutions allowing the transfer of traditional trading tools from the fiat trading platforms onto the cryptocurrency exchange.

Our goal is to achieve \$300M to enable EXMO's stellar development and covering an ever-increasing demand for margin loans. Margin loans will allow traders to substantially increase trading volumes, and for EXMO to be among the market leaders while competing with the biggest existing exchanges in the next five years.

In the meantime, the daily trading volume is planned to be increased by 120 times. After analysing the platform growth for the past four years, we can strongly assert that the plans outlined within this paper are feasible and achievable (see **The Background and the Start**).

The funds raised for EXMO's development will be used to contribute to the trading growth, and boosting the company's reputation on the cryptocurrency market:



**Margin loans:**  
supporting the fund  
for giving out loans



**The business geography expansion:**  
opening new offices, participating  
in international events



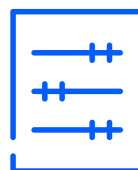
**Various licenses**  
obtained for strengthening  
the business's legal structure



**Technical developments:**  
implementing new services, tools, new  
trading pairs, and analytics systems



**Marketing:**  
promotional activities for platform populari-  
sation, and increasing the traders base from  
all over the world



**Education:**  
the creation of trading  
school on platform



## 5.2 Connection Between Loans, the Exchange, and the Market

The Margin Loan service was introduced to the platform this year. Its main task is increasing the trading volumes on the Exchange. The increasing demand for loans requires significant capital investment, as well as the development of specific features and tools on the Exchange. This is why most of the investment attracted during the ICO will be channeled into covering the demand for loans, and the Exchange functionality development. On top of that, introducing the margin loan service will increase liquidity on the Exchange.

Currently, we work with 5 fiat currencies: USD, EUR, RUB, PLN and UAH.

### **Margin Loan Terms and Conditions on EXMO:**

1. Accepting the User Agreement.
2. Mandatory verification (including the provision of scanned copies of specific documents).
3. Availability of assets required to obtain a minimum loan in the selected currency, bearing in mind the corresponding interest costs accrued.

The loans are currently offered for the most popular currencies based on our internal demand analysis: BTC, USD, RUB, ETH. In the meantime, we are constantly monitoring our users' demand for various currencies, and we plan to expand the currency range offered for margin trading.

The interest accrued for using borrowed funds is 0.08% of the borrowed amount for each day of using the loan.

The loan repayment is to be made in the currency that was borrowed. If the user has no available funds in the required currency, however, and owns the necessary amount in another currency, they may convert it (by completing the corresponding exchange transactions) into the loan currency, and settle the debt with the Exchange.

### **Planned Loan Rates:**

0,07% per day (25,55% per year) in cryptocurrency, 0,08% per day (29,2% per year) in fiat currency. Rates are not fixed: depending on the demand for loans, they will increase - till 0,2% per day (73% per year) in fiat currency and 0,22% per day (80,3% per year) in cryptocurrency. Aggregated: from 29,2% till 53% per year. 50% of funds raised during the crowdsale will be used to cover the demand on margin loans.

# 5.3 EXMO Coin

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## Details

EXMO Coin (EXO) entitles its holder to receive a part of the company's profit from margin loans. Investors, or EXO token holders, will receive 50% of the revenue derived from margin loans distributed among them in the form of dividends on a monthly basis. The said revenue is to be received from the turnover of funds raised in the course of the Crowdsale. Dividends on EXO tokens are to be distributed among their holders based on the quantity of tokens owned.

EXMO Coin is a unique business model in the cryptocurrency world, as it enables investors to grow their crypto capital while staying confident about their investment security.

The ERC20 standard makes the assets easily interchangeable and ensures they can work with Dapps that adhere to the same standard.

The EXO token price during the Crowdsale: **1 EXO= \$1**

During the Pre-sale and the main Crowdsale, EXO tokens can be purchased for Bitcoin, Litecoin, Dash, Ethereum, and ZCash currencies.

## The EXMO Coin Exchange Rate

50% of the funds raised during the EXMO Coin Crowdsale will be channeled into the Margin Loan fund.

Since there will be no further EXMO Coin release after the main Crowdsale, the entire value of the currency will be distributed among the already released EXO tokens. The EXO price will be backed up by the currencies used in margin loans and the corresponding revenue of the Exchange.

The dividends deriving from the Exchange's revenue will be distributed to all the token holders in EXO tokens. Their owned EXO tokens are to be kept on the Exchange platform at the time of dividends' distribution.

The EXO token exchange rate is correlated with the exchange rates of currencies used for issuing margin loans and generating the platform's income.

## Obtaining and Usage

EXO tokens will be accrued according to the smart contract immediately after the transaction verification, but will be blocked until the completion of the Crowdsale.

EXO tokens will be unlocked after 14 days past the Crowdsale date and will be traded on the EXMO Exchange. Later on, EXO will be also listed on other cryptocurrency exchanges.

The first trading pairs with EXMO Coin:  
EXO/BTC, EXO/ETH.

Our goal is to attract \$300M through exchanging EXO for Bitcoin, Litecoin, Dash, Ethereum and ZCash. After reaching the hard cap, the additional EXMO Coin release is not possible within the Crowdsale.

## 5.4 The EXO Exchange Rate Growth Potential

The EXMO Coin exchange rate will increase under the following conditions:

- the growing prices of cryptocurrencies used in margin loans
- the growing demand for the Margin Loan service
- the increasing number of traders on the Exchange
- the Exchange development, and introduction of new modern tools on its platform
- the increasing demand for the EXMO Coin purchase and sale on other exchanges

## **Investment Security**

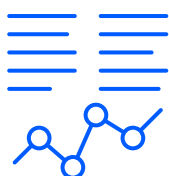
### **1. Insurance Fund**

5% of the attracted funds will be directed into a dedicated fund to cover the risks associated with margin loans.

### **2. The Buyout Guarantee**

EXMO guarantees the buyout of EXO tokens under the following conditions:  
until April 1, 2025: with the discounted market price of 20% below the market rate, but not more than \$0.8;  
after April 1, 2025: with the market price, but not more than \$1 for 1 EXO;  
The preterm EXO buyout is possible no earlier than April 1, 2020.

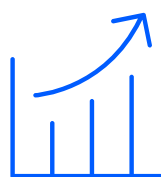
# 5.5 The Benefits for Investors



EXO tokens are issued by an operating, profitable business



50% of the revenue from margin loans is distributed among all EXMO Coin holders, which is a guarantee of regular dividends



The EXO exchange rate growth is guaranteed thanks to the growing demand for it, along with the overall Exchange and other cryptocurrencies exchange rates growth



Availability of the clear development plan until 2022



The guaranteed token buyout from its holders



Insurance Fund

What can you do with an EXO token:

1. Keep it to receive the monthly dividends.
2. Trade it on the Exchange.
3. Exchange it for other cryptocurrencies or fiat money.

# 5.6 Smart contract

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## Token EXO

EXO token will be launched on the Ethereum blockchain according to the ERC20 standard. All the ERC20 tokens are supported by the majority of cryptocurrency exchanges and crypto-wallets that work with Ethereum. The EXO token Smart contract is written in Solidity by the BlockStarter company.

The maximum number of EXO tokens available for sale:

- 5M during the Pre-sale.
- 295M during the main Crowdsale.

During the times of Pre-sale and Crowdsale the investments will be received onto the unique addresses in the Ethereum network generated for each specific investor. This approach was selected based on the following requirements to token sales:

- Each investor's unique identification with their transactions in Ethereum.
- The further ability to specify an arbitrary Ethereum or EXMO account address for accruing the acquired tokens onto them.

The tokens will be accrued to investors' accounts with an additional Smart contract: a token distributor. The essence of the process is the following:

- The EXMO representative verifies the transaction.
- If the transaction is deemed valid, the investor is entitled to specify the Ethereum address to be used for receiving the corresponding tokens.
- The token distribution smart contract is instructed to transfer a specific number of the investor's tokens to their Ethereum account specified in the previous step.

The dividends will be accrued based on the number of tokens owned among all the holders, who will keep their EXO tokens on the EXMO platform during the dividends distribution. This functionality will not be considered in the token's immediate smart contract. The dividends will be accrued strictly according to the EXMO's procedure.

# 6. Pre-sale

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## **Pre-Sale: the Conditions**

Dates: February 21 - February 23, 2018.

HARD CAP \$5,000,000 = EXO 5,000,000.

Minimum EXO purchase: EXO 50,000.

5% Bonus guaranteed during the Pre-Sale

(Example: While investing \$50,000, a token holder receives EXO 52,500).

*The token exchange rate is tied to USD, that is why the number of accrued tokens depends on cryptocurrency exchange rates to USD on the exchanges such as EXMO, Poloniex, and Kraken at the moment of transaction confirmation. The transaction speed may vary depending on the commission amount.*



# 7. The Crowdsale

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## Conditions of the Main Stage of Funds Attraction for Investors

The Crowdsale dates: **February 26 - March 26, 2018.**

EXMO Coin (EXO) token grants its holder the right to receive a part of the company's profit from a margin loan. All EXO holders are entitled to receive dividends on a monthly basis corresponding to the quantity of EXMO Coins owned. 50% of the revenue derived from margin loans will be distributed among the EXMO Coin token holders in the form of dividends on a monthly basis.

Abbreviation: EXO.

Issued in total: 300,250,000 EXO

EXO tokens availability: EXO 295,000,000.

Exchange rate: 1 EXO fixed price—\$1.

Hard cap (Pre-sale + Crowdsale) \$300,000,000 = EXO 300,000,000.

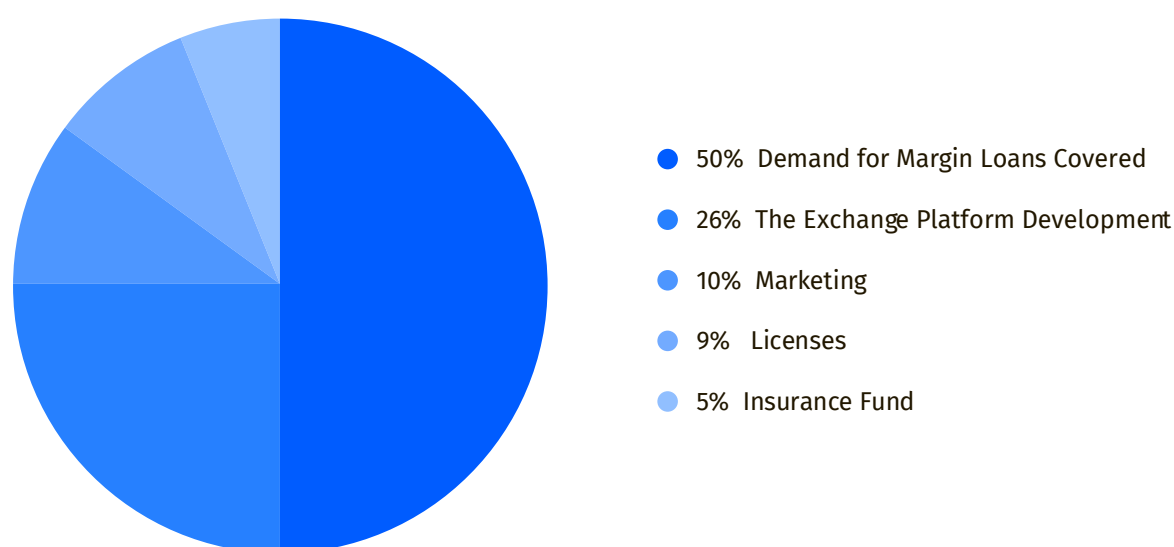
Minimum investment: 15 EXO.

Platform: Ethereum.

*The token exchange rate is tied to USD, that is why the number of accrued tokens depends on cryptocurrency exchange rates to USD on the exchanges such as EXMO, Poloniex, and Kraken at the moment of transaction confirmation. The transaction speed may vary depending on the commission amount.*

# 8. The Finances

## 8.1 Distribution of Investments



### 50% - Demand for Margin Loans Covered:

One of the main goals of the Crowdsale is maintenance of the margin loan system, which is the base for the EXO holders profit.

Budget: \$150,000,000

### 26%—the Exchange Platform Development:

The Exchange development includes a broad range of works listed in the Development Plan section.+Bonuses for Early Investors.

### 10%—Marketing:

The Exchange promotion includes advertising, PR, work with communities, and context ads. We are striving to attract new traders to the platform, as well as to boost our reputation as that of a reliable cryptocurrency exchange.

### **9% — Licenses:**

To work with the fiat currencies the Exchange requires specific licenses. With a view of facilitating the interaction with the platform for traders and wallet holders we will allocate 9% of the raised funds (\$27,000,000) for necessary licensing.

List of the needed licenses: EMI license for storing money, Foreign Exchange Regulation, FCI brokerage license, PCI DSS (Payment Card Industry Security Standards Council) certification, etc.

### **5% — Insurance Fund**

\$15,000,000 goes into the insurance fund.

## **8.2 Various Distribution Scenarios**

These are the two options for distributing the raised investments based on the amounts of the attracted funds.

#### **1. The amount attracted is less than \$300M:**

65% - Margin Loans

15% - The Platform Development +Bonuses for Early Investors

8% - Marketing

7% - Licensing

5% - Insurance fund

#### **2. The amount attracted is less than \$ 150M:**

75% - Margin Loans

12% - The Platform Development+Bonuses for Early Investors

5% - Licensing

3% - Marketing

5% - Insurance fund

## 8.3 Minimizing the Risks

### What are the opportunities to minimize the investment risks?

**Insurance fund:** - 5% of all the attracted investments channeled into covering the risks associated with margin loan system.

This 5% is divided between Bitcoin, the Ethereum, the US Dollar and other currencies.

Distribution by currencies:

30% Bitcoin,

30% Ethereum,

30% USD,

10% other currencies.

## 8.4 All About the EXMO Coin Profitability

The EXO token entitles its holders to their monthly share of the company's revenue derived from the margin loan system. On top of the benefits such as the growth of the EXO exchange rate predicted in our forecasts, the token holders will receive the monthly dividends in the form of EXO tokens.

Based on our forecasts, we calculated the possible outcomes for a holder of 1,000 EXO in the course of the next five years (from 2018 until 2022).

### 1,000 EXO tokens purchased. \$ 1 = 1EXO

	2018	2019	2020	2021	2022
The accrued revenue from margin loans	\$ 170	\$ 1 021	\$ 2 892	\$ 6 186	\$ 11 318
Profitability from the predicted growth of the token exchange rate:	\$ 2 123	\$ 6 116	\$ 12 061	\$ 20 054	\$ 30 140
Account balance at the end of the year:	\$ 2 293	\$ 7 137	\$ 14 953	\$ 26 240	\$ 41 458

\* We believe, that upon the EXO entering the market with virtually no history yet of dividends distribution among the EXO holders, the speculative expectations, difficult to foresee, will be the core factor shaping the EXO's exchange rate.

After the stable trend of dividends distribution will be established the EXO exchange rate will become more predictable (the end of 2018).

# 9. Team

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## 9.1 The Goal

We are inspired to make EXMO the largest Exchange operating legally throughout the world. An honest and profitable financial product is what we are offering to our potential investors.

The EXMO Coin Crowdsale will enable all those interested in the cryptocurrency market development to have their hand in it. And this, of course, will come with the ownership of the brand new EXMO Coin tokens, a perfect tool for protecting and multiplying your crypto assets.

## 9.2 The Values

### Collective

Our team is extremely driven by the prospects presented by the cryptocurrency industry, and we are fully immersed into the development of the Exchange, as well as the related projects. We very much believe in the potential of our team, as well as in that of every single member behind it.

### Technologies

The latest technologies are what the modern world revolves around. We are innately passionate about the most innovative of them all, and believe in the importance of implementing the most tech-savvy approaches in the operation of our platform.

### Future

We look to the future having in mind that we are moving in the right direction. We do encourage the Blockchain open system development, and we believe that cryptocurrencies are the future.

## 9.3 The Team

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Ivan Petuhovsky  
co-founder, EXMO



Edward Anufriev  
General Partner at Grand  
Ventures & Co-founder at  
EXMO



Alex Kostenko  
Project Manager



Sophie Neduzhko  
Head of PR



Amir Najafi  
Head of Business  
Development



Anatoly Larin  
CMO



Irakli Dizenko  
Financial Analyst



Alex Kokits  
Market Analyst



Eugen Pshenychkin  
Loan Expert



Alex Siman  
Smart Contracts Developer



Artem Afian  
Legal Adviser, Juscutum



Andrew Stegno  
Blockchain Developer



Desmond Marshall  
Adviser



Fedir Lozovyi  
Team Leader

# 10. The Crowdsale Timeline

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1.12.2017	Announcement
21.02-23.02.2018	Pre-sale
26.02-26.03.2017	The main Crowdsale
2.04.2018	EXO tokens unlocked
16.04.2018	Listing on the EXMO Exchange
30.04.2018	Accrual of first dividends



# 11. EXMO Crowdsale Legal Aspects

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We realize that investing in token projects is sometimes risky and complex. This area attracts defrauders and many people consider with caution a possibility to invest in innovative projects associated with digital token. Investors who work with fiat currency are accustomed to relying on strict legal frameworks and being assured of their investments.

In order to protect the rights of investors we created the European Asset Management Fund, that functions within the terms and conditions of the legal environment and meets the requirements of EU specific directives, guaranteeing the safety of investments to investors of EXMO projects.

Trust fund is established in the form of a Swedish trust company - financial institution which is a Non-bank Credit Organization (NBCO), which effects payments and estate administration on behalf of Beneficiary.

The Swedish Trust Fund has a Bank identification code (BIK - sort code) in SWIFT, Global Intermediate Identification Number (GIIN), certification of FATCA, AML/CTF to implement measures to counteract money-laundering and the financing of terrorism.

There are no restrictions on the asset type that can be placed under management of the Trust Fund. Assets may include cash deposits, stocks, shares, bonds, precious metals, debentures, real property, mutual funds, hedge funds, etc.

**Trust Fund has the right to:**

- (1) own and dispose of the third-party property, and to invest and reinvest the property and the revenues in other property and various financial instruments with a view of following gaining of profit;
- (2) rent and lease the third-party assets if the grantors' interests require it;

(3) sell/ alienate otherwise/ change assets to other assets if the grantors' interests require;

(4) undertake any actions in furtherance of appreciation for the benefit of grantors

(5) spend funds by all means if required the purpose of the trust management of these funds;

(6) vote on Central Bank issue-grade in trust;

(7) represent the interests of their grantors in relation to third parties;

(8) borrow and loan property of the trust and assets of third parties if the grantors' interests require it.

The Trust company plans to attract third-party funds to invest them in various products, including buying tokens during Exmo Coin Crowdsale with the view of investing in stock instruments, including through participation in margin lending.

The official inquiry containing a detailed description of our schemes on attraction of financial resources to the exchange through the trust, with the view of their coordination, is under consideration in Finansinspektionen (Swedish financial markets regulator).

Our team of lawyers takes into account the innovativeness of the industry and its products so as to be as consistent as possible with the practice of law in market regulations.

The decision of Swedish financial regulator will be ready in the near future. Collaborative work with Finansinspektionen is also carried out in a different direction: by February 2018, on the eve of Exmo Coin Crowdsale, we plan to complete the registration procedure of the trust as AIF (Alternative Investment Fund) in the EU, as required by Directive 2011/61/EU (AIFMD). This is the final step in authorization of the company as a European investment fund. In Sweden, the granting of such permission is also in the area of Finansinspektionen.

