

# ATNL Animal Farming Eco-chain Project Whitepaper Version 2.0

ATNL Foundation

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## **Abstract**

ATNL Animal Farming Eco-Chain is to leverage new generation of information technology such as Blockchain, IoT and Big Data to realize Animal Farming Industry's digitalization, visualization and all-connection, so as to build a trustable animal farming ecosystem and develop new grassland economy.

Using premium animal meat products as a pilot example to integrate online and offline application scenarios, ATNL Eco-chain will formulate scalable experience to make more and more products to be on the chain, to significantly contribute to the development of real economy.

ATNL Eco-chain will move to participate in global grassland economy and build grassland ecosystem to assist more and more premium brands to participate in the global market and help global consumers be able to consume high-quality and safe products.

ATNL combines blockchain technology into the animal farming industry, building a trustworthy animal farming ecosystem for all participants in the supply chain, breaking information asymmetry among all the supply chain partners, including the original suppliers of cattle – the ranchers, the slaughtering factories, quarantine inspection departments, logistics companies, sales and distribution channels and insurance and financing partners. As a result, information and data become transparent and the whole supply chain will be more efficient and economical.

The combination of blockchain technology and digital asset will build a cloud grassland ecosystem to allow more and more people to be related to the sustainable development of grassland economy. Each participant can support grassland economy development by his own way and benefit from premium products and grassland economic dividends.

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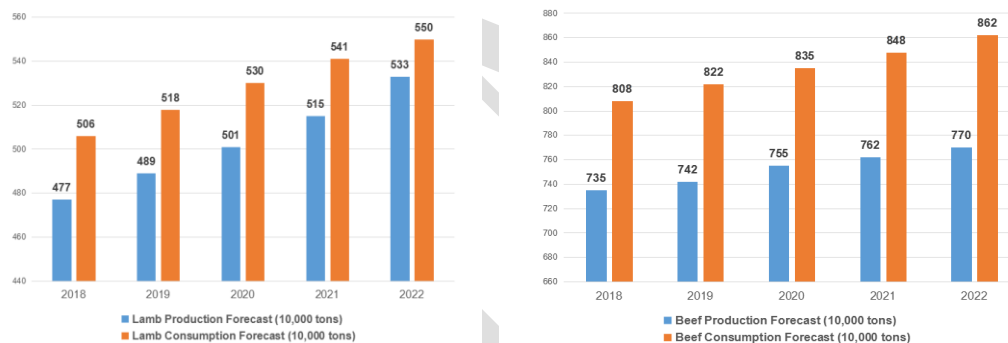
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# 1. Project background

## 1.1 Development Trend of Animal Farming Industry and Grassland Economy

Following the trend of consumption upgrade, the consumption of beef and mutton with high protein and low fat has been growing rapidly in recent years. In 2017, China's beef and lamb consumptions are 7.96 million tons and 4.93 million tons, with the year-on-year growth of 2.8% and 2.6% respectively. For the next 5 years, China's beef and lamb production and consumption will maintain continuing growth.



In 2017, China countrywide per capita consumption of beef and lamb is 5.73 kg, 3.55 kg, respectively, increased by 2.2%, 2%. Nevertheless, the annual consumption of beef and lamb in China is much lower than the world average. According to the Institute of Agricultural Information, it is estimated that by 2027, per capita beef consumption will reach 6.90kg, per capita lamb consumption will reach 4.26 kg, compared with 2017 20.4% and 20% respectively.

The herbivorous animal farming is increasingly transformed to quality, green and high efficiency orientation. More and more enterprises begin to compete in brand war, investing heavily in the high-end market. Those well funded enterprises strive on cultivating the brand right from the source of the products. And the consumptions of beef and lamb are more and more diversified. A vast diversity of western food, barbecue,

hot pot and other type of food consumptions are more and more popular. Dry beef packaged snack and other processed goods consumptions have gradually increased.

As economic level rises, consumers also pay more attention to product quality & taste. So the development of high-quality branded beef and lamb demand is well supported by purchasing power. This means this industry will gradually develop into a new round of competition stage.

As domestic production is difficult to meet consumer demand, the import of beef and lamb has also become a very important channel of supply. In particular, beef that has long feeding cycle, high production costs and rather low development of the industry, thus in China there has been a long-term dependence on imported good to fill this demand gap.

In addition, the grassland ecosystem has much more treasures. Other than beef and lamb, dairy products, there are also herbal medicine, minery and profound local culture and beautiful scenes endowed by nature. Innovative and sustainable development of grassland economy can benefit every aspect of people's well-being.

## **1.2 New Information Technology Assists the Upgrading of Traditional Animal Farming Industry**

In the development of traditional animal farming industry, there are some problems such as unreasonable utilization of resources and asymmetric information between producers and consumers. The new generation of information technology, such as blockchain and IoT, will help upgrade animal farming industry to digitalization and build a new animal farming ecosystem.

- Reshape the Product Traceability and Enhance the Reputation of Brand

The food safety of beef and lamb products and dairy products has been paid much attention to. The food fraud and the inability to trust the chain of supply chain have brought great losses to the economy and society all over the world.

The emergence of blockchain technology provides a new solution to the traceability of products. In conjunction with the equipment of the Internet of things, the data online can be shared authentically without being tampered by human proactive intervention.

Through the blockchain technology, it can greatly increase the cost of counterfeiting products, and to a certain extent, to solve the brand anti-counterfeiting and other problems, not only to allow consumers to buy and eat food at ease, but also for the reputation of high quality brands. By solving the asymmetric information between producers and consumers, it will promote the healthy development of the industry, and make the high-quality products achieve reputation via word of mouth and accumulate users, and thus form an ecological closed loop.

➤ Establish a New Type of Ecosystem and Promote the Economic Cycle

In the traditional economic model, it emphasizes the one-way flow of resources, and producers use the natural resources they own to produce. In the short term, natural resources may be overused for the sake of short-term profit. But under the current split business model, there is also a conflict of interests between each other. For example, a large number of tourists have brought new vitality to the grassland economy, but it may also cause the grassland environment to be overpolluted, and the impact on the grassland ecology is long.

The grassland not only belongs to the herdsmen, but also belongs to the whole human beings. To strengthen the customer's attention to natural endowments, not only as a consumer of resources or a short tourist, on the one hand, it can enhance the integrity of the whole ecology, on the other hand, it can also promote more people to participate in the construction of the grassland economy in various ways.

The combination of blockchain technology and digital asset will build a cloud grassland ecosystem to allow more and more people to be related to the sustainable development of grassland economy. Each participant can support grassland economy development by his own way and benefit from premium products and grassland economic dividends.





## **2. ATNL Animal Farming Eco-Chain**

### **2.1 Positioning and Vision**

ATNL Animal Farming Eco-Chain is to leverage new generation of information technology such as Blockchain, IoT and Big Data to realize Animal Farming Industry's digitalization, visualization and all-connection, so as to build a trustable animal farming ecosystem and develop new grassland economy.

Using premium animal meat products as a pilot example to integrate online and offline application scenarios, ATNL Eco-chain will formulate scalable experience to make more and more products to be on the chain, to significantly contribute to the development of real economy.

ATNL Eco-chain will move to participate in global grassland economy and build grassland ecosystem to assist more and more premium brands to participate in the global market and help global consumers be able to consume high-quality and safe products.

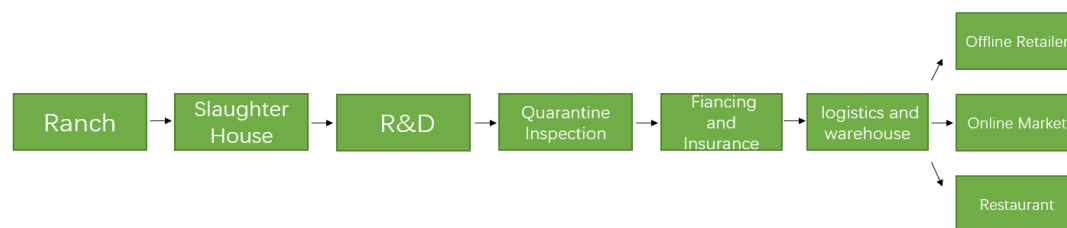
### **2.2 Our Solution**

#### **2.2.1 An Overall View of ATNL Ecosystem**

ATNL Ecosystem is based upon natural grassland economy. As lamb, beef and dairy products etc are produced from grassland ranches and distributed to tables around the countries, many supply chain partners and consumer families of different sizes are involved in the supply chain, from farming, processing, quarantine inspection, logistics to sales and distribution.

ATNL combines blockchain technology into the animal farming industry, building a trustworthy animal farming ecosystem for all participants in the supply chain, breaking information asymmetry among all the supply chain partners, including the original

suppliers of cattle – the ranchers, the slaughtering factories, quarantine inspection departments, logistics companies, sales and distribution channels and insurance and financing partners. As a result, information and data become transparent and the whole supply chain will be more efficient and economical.



Out of the treasure of natural grassland, there are much more given by the nature, such as beautiful scenes, natural herbs and precious mineries etc. Using blockchain and IoT technology, we can use creativity and innovation to develop grassland economy and protect grassland ecosystem, allowing consumers to understand more about grassland ecosystem and enhance their relationship with grassland, in the purpose fo promoting grassland economy’s sustainable growth.

### 2.2.2 ATNL Blockchain Traceability

#### ➤ Registration of Product’s full life-cycle information

ATNL Eco-chain focuses on premium grassland products, integrating IoT, Blockchain, AI and anti-fake technology to equip each naturally farmed animal with a IoT identity – Animal Plate. This can automatically collect information about the animal’s position, movement data etc and transfer the data to the blockchain. As data on the blockchain are not changeable, this process can guarantee that information collected from animal birth to growth, from farm to table, can be true. The purpose is to ensure anti-fake and allow trustworthy traceability.

| Farming Process   | Processing Process   | Sales and Distribution   |
|---|--|--|
| <ul style="list-style-type: none"> <li>•Tracking real time data of animals via animal plates</li> <li>•regular weight data</li> <li>•quarantine inspection information</li> </ul> | <ul style="list-style-type: none"> <li>•Weight record of whole and part</li> <li>•Product quality</li> <li>•Nutrition</li> <li>•Quality Check information</li> </ul> | <ul style="list-style-type: none"> <li>•Logistics</li> <li>•sales channel</li> <li>•sales price</li> </ul> |

### ➤ Information Symmetry Across Supply Chain Partners

The registration of product traceability information is an effective way to break the information asymmetry between producer and consumer, which significantly benefit the whole industry chain.

For the companies that have their products in ATNL Eco-chain, the accumulated product information and sales reputation can endorse them to get better or easier financing. Using Big Data, it is also helpful for industry partners to analyze sales and consumer feedback, to understand products strength and weaknesses, to understand consumer needs and wants and to update products.

ATNL Blockchain Traceability Platform will invite more and more premium brands to get enrolled and set up standard data system for different product categories, and forms a comparable assessment system.

## 2.2.3 ATNL Grassland Cloud Ecosystem

### ➤ ATNL Cloud Farming Plan

Consumers living in metropolitan cities can experience online sheep raising through ATNL Dapp. They can raise a sheep when they are small. The information will be registered on the blockchain and become a pet for the consumer. They can feed their pet according to what they want. AR/VR technology can also be applied to watch little

sheep's growth and make interaction with the pet. The sheep can be transferrable and sent as a gift. It can also be processed according to the consumer's decision. The raising progress can win Token for the consumer.



➤ **ATNL Ambassador**

ATNL Ambassadors are elected by the community and from the community to have the rights to visit the supply chain companies within ATNL Eco-chain and communicate with ranchers and learn deeply about the development of our project. The elected ATNL ambassadors need to be influential and have contributed to our community.

➤ **ATNL Grassland Charity**

Community users can participate Grassland Charity activities via donating ATNL Token, for example to protect grassland plantation, to carry on the culture traditions and donate for the poor family in grassland areas etc, to assist grassland social and economic development.

➤ **ATNL Grassland Ecosystem Research Center**

Based on the tracking data of grassland environment and animal farming industry, combined with big data in animal farming industry, ATNL will cooperate with domestic and overseas professional research organizations to do sustainable research on grassland ecosystem, boosting for reasonable development of scientific grazing and grassland resources.

## 2.3 ATNL Token Economy

### 2.3.1 ATNL Token

ANTL is used as a Utility Token in ATNL Eco-chain, to enhance internal economic circulation and to connect with external economy. It is a very significant medium to fulfill the inter-connection and globalization of Grassland Cloud Ecosystem.

ATNL can be used as follows:

- Payment: ATNL can be used to buy products and services provided in the ecosystem. For example, buy products from ATNL Marketplace at a discounted price
- Other service provided by ATNL DApp, such as searching for traceability information
- Using traceability tools will cost ATNL according to the length and quantity of using these tools, for example, each sheep will need to consume some ATNL.
- Rights: token holders have the rights to vote and comment in the Merit System, a scoring tool to better serve the blockchain.

### 2.3.2 ATNL Grassland Star Plan

#### ➤ User Star Levels

According to different experience points earned by consumers, consumers are classified into different star levels. In ATNL Eco-chain, people using ATNL to transact, assess, vote or vote etc can increase their experience points.

| Star Level | Consumer Rights  |
|------------|--|
| ≥Level 5   | 10% off purchase of all ATNL Marketplace products and services |
| ≥Level 10  | 20% off purchase of all ATNL Marketplace products and services |

|           |  |
|-----------|--|
| ≥Level 20 | 30% off purchase of all ATNL Marketplace products and services |
|-----------|--|

### 2.3.3 ATNL Grassland Partnership Plan

The development of ATNL Eco-chain relies on the participants of many business partners. ATNL sets Partnership Plan for all business partners who participate in the development of our ecosystem.

ATNL Grassland Partner are defined as Business Partners, including ranchers, brand owners, distributors, retailers, restaurants etc.

Being an ATNL Grassland Partner needs to hold ATNL token and is entitled to using ATNL DApp services, able to sell products and coupons in ATNL ecosystem to benefit from the connection between online and offline.

- ATNL Team will do due diligence on all applicants to be Grassland Partners;
- For those already on-chain partners, they will be regularly checked and rated according to sales volume and consumer comments.
- For the top three partners of each category, they will be rewarded ATNL token.
- Grassland partners who fail to pass the review for three times, will be cancelled and lose their membership.

## 2.4 On-chain Brand

### Atunala Mubeihan Sheep

The Uruguay Prairie is located at the junction of the three League City in Xilinguole Meng, Xingan Meng and Tongliao. Due to the name of the Uruguay River, it belongs to the transition zone of the forest steppe to the typical steppe. It is a typical steppe with an area of 4618 square kilometers. The Mongolian nomadic culture is best preserved

here in China, and the film "Wolf Totem" is filmed. The original grassland is well preserved and has the reputation of "Grassland on the horizon".



Ujumqin sheep, locally known as black fat-tail, is pure Mongolia native sheep, physically strong, broad forehead, nose blackhead, large convex, strong cold resistance, delicious meat, no smell. 6 month old lambs, weighing 35kg, are selected in the same year for sales. Only 100 of the 1000 lambs could be selected. After slaughtering, the whole finished product weighs around 16kg.

Atunala Animal Husbandry Co., ATNL's China business partner, was founded in Inner Mongolia, China. Half of the Mongolian family of the founder are native herdsmen, and its own pasture covers an area of 6 thousand Mu, while the founder family pasture covers an area of 70 thousand Mu producing 60 thousand sheep and 10



thousand cattle. It can reach the annual yield of 20 thousand 6-month sheep and 1000 beef cattle. The produce can meet the needs of 50 thousand households. Supply capability can grow steadily as business grows.



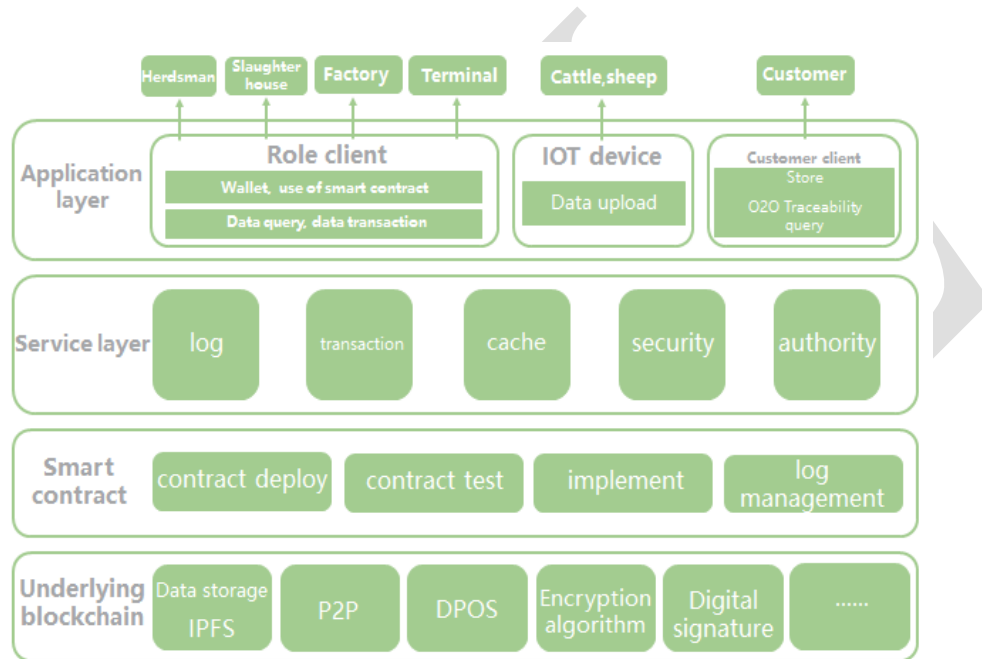
Atunala Animal Husbandry Co. Ltd has been in operation for over one year. Its insistence on natural grassfeeding sheep and cattle has significantly helped local ranchers resist the compact from those competitors who use hormone feed to raise animals. The company has established a standard process from processing, green packaging, Online Sales Channels to supply chain management, and has established solid relationship with supply chain partners and distributors and retailers. It can sell around 5000 sheep yearly and this lays a solid foundation for the promotion of ATNL Eco-chain.



### 3. Technical Overview

#### 3.1 System Architecture

ATNL Animal Farming Blockchain technology is based on other public blockchains such as Nebulas. It incorporates IoT devices to provide smart contract and data storage capabilities which enables end-to-end e-commerce transactions to take place.



##### ➤ Smart Contract

Smart contract plays an important role to support the exchange of digital assets between key players of Animal Farming industry. The publishing of new contracts is made easy with a streamlined process. ATNL token provides a solid foundation for the digital assets and wider ecosystem of the Animal Farming industry.

##### ➤ Base-layer Data Storage System

Under ATNL's model, data gathered from IoT systems throughout the beef/sheep farming process is encrypted, stored and transferred securely over a P2P network. The ATNL base-layer data storage system is developed and enhanced to provide safe & secure permanent data storage solution.

### ➤ **Blockchain-enabled Web Browser**

Using Blockchain-enabled Web Browser, users can access block generation events, full transaction history and address information all in real-time. Using the browser users can set up transactions rules for specific account according to the smart contract and have access to information within the blockchain according to the appropriate level of user access.

### ➤ **Client Terminal**

Primarily support client-end registration process for key players such as cattle farm, abattoir etc. These users can carry out many actions as part of the Animal Farming Ecosystem within the client terminal which support multiple devices (i.e. mobile, PC etc)

## **3.2 ATNL protocol**

### **3.2.1 ATNL Role Definition**

#### ➤ **Product**

Product is a form of digital assets and they play an important part of the ecosystem. Producers can initiate the trace protocol to locate the whereabouts of the products produced throughout the ATNL value chain.

#### ➤ **Producer Partner**

Producer Partner produces products either for themselves or on behalf of other clients, They are initiators of trace protocol and can also trigger payment protocol for payment processing. Producers can set pricing levels for different products. They can initiate and be answerable to reputation protocol and arbitration prototal.

### ➤ **Agent Partner**

Agent Partners help producers market and sell their products. They can initiate payment protocol for payment processing. Agents can influence pricing of products. They can initiate and be answerable to reputation protocol and arbitration protocol.

### ➤ **Consumer Partner**

Consumer Partners purchase products and they can have access to the trace protocol. They can initiate payment protocol for payment processing. Consumers' collective actions can influence pricing of products. They can initiate and be answerable to reputation protocol and arbitration protocol.

## **3.2.2 ATNL Protocols**

### ➤ **Trace Protocol**

The Trace Protocol allows producers to upload product information to enter the ATNL ecosystem and at the same time consume various services the protocol provides.

Calculation Equation as:

$$J(N) = \sum_{m=1}^n ax_m, \text{ Sum of accumulated consumption}$$

ATNL farmers are issued ATNL IoT devices. They then put them on the animals to capture and upload real-time information to the ATNL ecosystem.

### ➤ **Payment Protocol**

Payment protocol plays an integral role and allows different parties to trade their assets on the ATNL platform. Once a user makes a payment request, the ATNL token will be transferred to a holding account waiting for both parties to confirm. Once confirmation comes through the token will be transfer to receiver's account.

### ➤ **Reputation Protocol**

During the trading process, different parties can rate others they have interacted with using the reputation protocol. The system will apply a weighting to each score based on algorithm and the final rating is visible to other users. Users enjoy different level of benefits and rights based on the level of rating in ATNL ecosystem.

### ➤ **Arbitration Protocol**

When differences arise within the ATNL ecosystem, users can resort to the arbitration protocol. The protocol helps resolve these issues by voting from a decentralized user base.

ATNL rewards users who participate in arbitration process:

- (1) Participants of the arbitration process will be rewarded accordingly for their contribution to the arbitration mechanism.
- (2) Users who do not fulfill their arbitration duties may be penalised.

## **3.3 DAPP Core Functions**

The ATNL online store is built using on a B2C e-commerce structure. Businesses can upload new products, amend order information using the back-end admin system. Consumers can make purchase online through the App using fiat money, ATNL Token or a mixture of both. The back-end system also provides key e-commerce functionalities such as user account management, order management, product management, logistics information & monitoring.

Cloud “Sheep Farming” – a system that allows user to purchase baby lamb and monitoring their growth, health and wellbeing through the App. The App will provide update-to-date information such as growth and activity stats using GPS location

technology. The gamification feature can generate ATNL token rewards to make the App experience fun and engaging for users.

ATNL

## 4. Key Milestones

|                  |   |
|------------------|---|
| <b>2016-2017</b> | Setting up of the premium sheep/cattle farming and meat product supply chain, logistics and retail business   |
|                  | Preparation of key blockchain technology and resources  |
| <b>2018Q1</b>    | Launch of the ATNL animal farming ecosystem. Formation of core technical team and operation team  |
|                  | Defining vision and mission of the ATNL ecosystem. Finalising project structure and key milestones  |
|                  | Finalising ATNL Business Plan   |
| <b>2018Q2</b>    | Strategic partnership with Food Safety Laboratory. Rolling out IoT and data acquisition solution for sheep farms  |
|                  | Trialling first batch of ATNL blockchain sheep/cattle farming projects in China   |
|                  | Marketing plan go live. Community building through selective airdrop of ATNL tokens   |
|                  | Premium lamb product and red wine brands go online on ATNL e-commerce platform  |
| <b>2018 Q3</b>   | Launching Launching ATNL Dapp 1.0. ATNL token can be used to redeem goods online  |
|                  | Starting to contact for listing ATNL tokens on selected crypto exchanges in and outside of China.   |
|                  | Go live of “Data Sheep” WeChat official account. Key features of the account includes: GSP location data, purchase sheep/lamb online, customized sheep farming options. |
|                  | Exploring partnership opportunities with laboratories, business and government organisations. Further development of ATNL blockchain ecosystem and source code.         |
|                  |   |
| <b>2018 Q4</b>   | Building premium animal farming/meat oriented e-commerce platform enabled by blockchain technology.   |
|                  | Connecting with offline retail stores, BBQ and hot-pot restaurants.   |
|                  | Invite first batch of ATNL grassland ambassadors/key guests to  |

|             |  |
|-------------|--|
|             | visit Atunala grassland and associated businesses  |
|             | Launching ATNL Dapp 2.0. Enableing customerised animal farming functionalites  |
| <b>2019</b> | <p>Launching ATNL Dapp 3.0.</p> <p>Reaching over 8 paprtnership farms and over 20 parntership brands.</p>  |
| <b>2020</b> | <p>ATNL blockchain expanding to rest of China, New Zealand, USA, Malsysia, Australia and Urague</p> <p>Reaching over 80 paprtnership farms and over 50 parntership brands.</p> |

The ATNL founding team will be leading the technical development and business partnership discussions in the beginning phase of the project. The team will stay close to the ATNL community and supporters and communicate with them on an ongoing basis to seek their feedback on the project. As the project makes further progress, the ATNL Foundation will recruit more talent from the community to help further ATNL's development.

## 5. ATNL Token

Token is a decentralized blockchain digital asset, a digital token issued on the basis of ERC20. The total amount of token is 1 billion and token is used in the application scenarios in ATNL Eco-chain.

### 5.1 Token Distribution

- ATNL Token Distribution Plan:

| Percentage | Description            | Amount     | Explanation   |
|------------|------------------------|------------|---|
| 30%        | Token Sales            | 300million | Presale: 6%, for Institutional Investors;<br>The rest 24% will be sold step by step according to project development. |
| 20%        | Business Implement     | 200million | Used in working with global strategic partners.   |
| 20%        | Community Contributors | 200million | Used to reward ATNL Ecosystem community contributors for promoting, feasible suggestion and effective cooperation     |
| 10%        | Foundation             | 100million | Used for Techonology Development, HR cost and operational cost  |
| 20%        | Founding Team          | 200million | Distributed to all contribution team members.   |

Note:

(1) the ATNL token sales section is generated once and released according to the sales rules.

(2) The rest is generated once. It is retained by the ATNL foundation, released according to the project launch and announced within 5 working days.



## 5.2 Token Sales Rules

- **Pre-sales Arrangement**

|                                   |   |
|-----------------------------------|---|
| <b>Total Presale Token</b>        | 60million   |
| <b>Percentage</b>                 | 6%  |
| <b>Registration Starting Time</b> | June 20 <sup>th</sup> , 2018  |
| <b>Registration Ending Time</b>   | July 9 <sup>th</sup> , 2018   |
| <b>Token Price</b>                | 1 ATNL = 0.05 USDT  |
| <b>Coin Accepted</b>              | BTC/ETH   |
| <b>Offering Rules</b>             | 1. If paid by BTC/ETH, the price of BTC/ETH vs USDT will be calculated according to the exchange price on Huopi.pro at the paying time.<br>2 Only for qualified investors, each investor need to invest at least 200,000 USDT or the equivalent BTC/ETH |
| <b>Lock-up period</b>             | Unlock 25% every three months, until fully unlocked.  |

- **Listing Arrangement**

ATNL is planned to be listed in Q3 2018 on well-known domestic and international exchange sites. Detailed will be released through official channel in advance.

## **6. ATNL Foundation**

### **6.1 Establishment of the foundation**

The ATNL Foundation (or called “Foundation” in the following paper) established in New Zealand. The Foundation will act as ATNL’s sponsor entity, who committed to support ATNL’s development, construction and governance, transparency, advocacy, and promotion work, as well as promoting the safety and harmonious development of the community.

### **6.2 Governance principle**

The design objective of the ATNL Foundation governance structure mainly focused on the sustainability of ATNL platform, the effectiveness of the strategy formulation, the management effectiveness, the risk control and the efficient operation of the platform economy.

#### ***6.2.1 The combination of centralized governance and distributed architecture***

Although there are arguments advocating that Blockchain is a de-centralized or distributed self-governance community system. We believe that the absolute de-centralized may bring the absolute "fairness" but more likely to be further “inefficient”. Therefore, the core idea of the Foundation is to absorb the concept of in the management structure of central governance, including the highest decision-making authority strategic Committee and major issues of the centralized procedure to improve the efficiency of the whole operation of the community.

#### ***6.2.2 The function of Committee and functional units coexist***

The function of Committee and functional units coexist in the Foundation for daily affairs, which will set up permanent functional units, such as R&D department, marketing department, operation department, financial and human resources departments to handle daily affairs.

At the same time, a functional Committee is set up to make decisions on the important functions of the Foundation. Unlike the functional units, functional Committees exist in a virtual architecture where members of the Committee can be from any place of the world and do not have to work full-time. However, it must meet the requirements of the Committee's expert qualifications and be able to undertake to present and make comments when the Committee is required to present. The functional Committee will also set up a regular meeting system to ensure the effective promotion of major decision-making matters.

### ***6.2.3 Risk oriented governance principles***

The risk management will be the most important element in the process of studying the strategic development of ATNL. As a computer technology with great on-going revolutionary, the development of Blockchain is still in its infancy, so it is very important to grasp its development trend. The principle of risk management, when making sure the Foundation makes important decisions, takes full account of the risk factors, the possibility and influence of its occurrence, and makes corresponding countermeasures through decision-making. Thus, the development and iteration of the ATNL is on the right path.

### ***6.2.4 Technology and Commerce Coexisting***

From the creation of the ATNL, it always adheres to the close integration with the business as its purpose. The Foundation also follows this objective. Even if the Foundation will present as a non-profit organization, but the Foundation wants to get the maximum possible recognition of the business world. To get the business application of revenue, feedback to the Foundation and the community, while further promoting the Foundation as well as the development and upgrade of ATNL. The Foundation also takes full account of this principle in the selection of talent and its architecture. It focuses on attracting experts with technical expertise, including industry experts who have a deep understanding of business.

### ***6.2.5 Transparency and supervision***

Referring to the governance experience of the traditional commercial world, ATNL Foundation also intends to set up special monitoring and reporting channels (Whistle-Blower). Designated by the strategic decision Committee as a window and we welcome the community participants to join in the management, supervision and the operation of Whistle-Blower channel. Those include, but are not limited to, new breakthroughs or recommendations that have significant implications for the Foundation or the Blockchain technologies, community operations issues, crisis information and fraud reporting or fraud, etc.

The Foundation will publish a unified information collection window, while ensuring the privacy of the information collected. At the same time, the Foundation publish periodic reports and irregular news releases in the form of community participation in all parties to disclose the Foundation operation and development of ATNL. Meanwhile, the main contacts of the Foundation management will be fully open, and accept the supervision and liaison of the participants.

## **6.3 ATNL governance model**

The organizational structure of ATNL Foundation raised a combination of Specialized Committee and functional departments, which will deal with daily work and special matters. This section will discuss the functions of the functional Committees of the Foundation as well as the functions of the major functional departments.

With the reference to the operation of traditional entities, the Foundation will set up functional Committees, including the Strategic Steering Committee, the technical audit Committee, the remuneration and Nomination Committee and the public relations Committee.



*ATNL functional Committee structure graphic*

### **6.3.1 Strategic Steering Committee**

The Strategic Steering Committee is on the top of the Committee. The main objective is to provide guidance to the ATNL community and lead the community development. The committee's responsibility includes but are not limited to:

- 1) Modifying governance structure of the Foundation.
- 2) The formation and rotation resolution of the Strategic Steering Committee.
- 3) The appointment and rotation resolution of the Secretary General of the Foundation.
- 4) The appointment and dismiss of the chief executive and the head of each functional Committee.
- 5) Foundation review and amendment of the constitution.
- 6) The strategic decision of ATNL development.
- 7) ATNL's core technology changes and upgrades.
- 8) Emergency decisions and crisis management agendas.

The members of the strategic Committee and the president of the Foundation will serve for two years and the chairman of the fund shall not be reappointed for more than two sessions.

At the end of the tenure of Strategic Steering committee members, the community will vote 50 representatives, and then 7 out of the 50 will be voted to be the core members of the new Strategic Committee. The core members shall agree be investigated during their tenures and to disclose their compensation package.

Important matters need to be decided by the decision Committee with an open vote. Each member of the Strategic Steering Committee has one vote, and the chairman of the Foundation has two votes. Decisions made by the decision Committee must be approved by more than half of all members of the Committee.

In addition, the person in charge shall convene the decision Committee to hold an interim meeting within 5 working days at the time of the following circumstances:

- 1) The General Secretary of the Foundation considers when it is necessary.
- 2) More than 1/3 of the decision Committee members jointly proposed.

The Strategic Steering Committee meetings shall be attended by the members of the Committee. If members are unable to attend, they may entrust the other members of the Committee in writing. Failing to delegate is deemed to have given up the right to vote at the meeting.

### ***6.3.2 General Secretary***

The general secretary is the highest responsible person of ATNL administration. The responsibility is to make guidance and coordinate the daily operation of Foundation, technology development, community maintenance and public relations, as well as connecting various business unit with the governance structure of the functional Committee. The Secretary General will regularly report to the Strategic Steering Committee.

### ***6.3.3 Technical Audit Committee***

The Technical Audit Committee comprises the core ATNL technology developers, who are responsible for the technology research, development direction of Blockchain, the

underlying technology development, open port development and review, technology development and patent examination.

In addition, members of the Technical Audit Committee regularly learn the dynamics and hotspots of the community and industry, communicate with participants in the community, and hold technical seminars on a regular basis.

#### ***6.3.4 Remuneration and Nomination Committee***

The remuneration and Nomination Committee is responsible for determining the selection and appointment of key managers of the Foundation. The Committee shall establish rules of procedure, assess the competence of the management, and authorize the appointment. At the same time, the Committee sets up a compensation system to encourage people who have important contributions to the Foundation.

The remuneration and Nomination Committee regularly reviews the performance of all the Foundation staff, advice on the human resource structure and raise different incentive measures to attract talented experts.

#### ***6.3.5 Public Relation Committee***

The public relationship center is to serve the community and responsible for marketing campaign and promotions of NetpuneAI platform, products, and other related matters. Besides, the center is also responsible for public announcement management. If there is any event which affects the reputation of the foundation, the committee shall conduct a PR response after an internal evaluation.

#### ***6.3.6 Supervisory Committee***

As a highly independent and autonomous form, the Supervisory Committee is set up inside the Foundation as an independent risk control for the overall operation of the Foundation. The Supervisory Committee conducts day-to-day guidance of the Foundation's legal and compliance departments. At the same time, the Foundation will set up a mechanism for reporting transparency and supervision to receive internal and external reporting issues, take corresponding improvement investigation and treatment,

ensure that the Foundation operation perfectly complies with laws and regulations, and monitor foundation's overall risk.

The commission reports directly to the Committee on strategic decisions and does not have any conflicts or overlaps with other functions of the Foundation.

#### ***6.3.7 Other Functional Department***

The Foundation refers to enterprise system framework and sets up day-to-day operations such as human resources, administration, finance, marketing, research and development (or laboratory) units, etc.

The functional departments maintain the normal operation of the ATNL Foundation, and directly deal with the relevant parties in the commercial society, such as enterprise customers, suppliers, regulators and the three party service organizations.

### **6.4 ATNL human resource management**

ATNL is committed to creating the world's most influential open source community ecology. To ensure the smooth development of the technology and the continuity of the Foundation operation, the Foundation will focus on recruiting excellent technology developers and managers with deep understandings of the business.

#### ***6.4.1 Talent Recruitment***

Based on the characteristics of "Blockchain without borders", the Foundation welcome talented people from all over the world to join the Foundation. In addition to the individual posts that must be recruited locally (e.g., logistics managers), recruitment is not limited to the place of work or the form of work. ATNL Foundation will, at the same time, follow the best practices in human resource management, develop appropriate human resources plans, recruitment procedures and review procedures to ensure that Foundations attract the right people.

As an open source community, ATNL will not only recruit full-time developers, but also employ well-known industry technical adviser. Relevant hiring and salary payment



is required for discussion and decision, and signed the terms of cooperation by remuneration and Nomination Committee.

#### ***6.4.2 Performance Appraisal***

ATNL will do the performance appraisal based on commercial company's best practice that comprehensively consider technology development, business expansion effect, economic operation, fund risk control management etc. The performance appraisal award will be submitted to the remuneration and Nomination Committee and the Strategic Decision Committee for review, and an optimization plan shall be worked out.

### **6.5 Risk assessment and decision making mechanism of ATNL foundation**

As an innovative technology, Blockchain is not only a disruptive breakthrough in computer core technology, but also a challenge to the traditional commercial society. Therefore, the importance of risk management system is self-evident. The ATNL Foundation is committed to build a risk oriented sustainable chain of block communities. It will continue to operate risk management of the foundation which includes the establishment of risk system, risk assessment, risk response and a series of activities.

For major risks, the strategic decision Committee will discuss and make decisions. It will classify risks based on event characteristics, such as event impact, extent of impact, probability of tokens and probability of occurrence, and decisions based on priority. For priority events, the relevant Committees of the foundation shall be organized as soon as possible.

### **6.6 ATNL foundation economy**

Financially, the Foundation will seek the financial balance between expanding and community development. In addition to the initial funding received during the token

sale, the Foundation will be able to obtain digital asset income through community eco operations. Under the arrangement of the third party trust institution, it will be transparent to distribute all the benefits to all operations and community development.

The Foundation will set up a full-time financial management team to maintain its financial and digital assets. The financial management team reports directly to the strategic decision Committee, and regularly prepare the financial reports and disclosures of the Foundation.

#### ***6.6.1 Fund Use Restriction***

The use of ATNL assets is in line with the principles of openness and transparency. According to the principle of distribution and budget, ATNL will set up a separate account and digital asset wallet address used by depository institutions to digital assets supervision and regularly share to the community.

The principle of the use of revenue from the public sale:

- 1) Exceeding the value of \$200,000(or equivalent digital assets) requires approval by the head of the financial unit and the Secretary General.
- 2) Over \$1,000,000 (or equivalent digital assets) will need to be approved by the Strategic Steering Committee.

#### ***6.6.2 Financial Planning and Implementation Reports***

Each quarter, the financial and personnel management Committee prepare the financial planning and summarize the last quarter financial performance. The formation of financial reports will be submitted to the Strategic Steering Committee for approval.

#### ***6.6.3 Digital Asset Management***

The digital assets belonging to the Foundation are appointed by the strategic decision Committee, and the full-time financial personnel are responsible for the arrangement. Digital assets and transaction currency are arranged independently and timely financial accounting. Following the best practices of financial control, the Foundation adopts multiple signatures to ensure the safety and accuracy of the assets. All the collected

coins will be the timely transfer of digital assets and digital wallet. Foundation assets are not deposited in individual accounts.

➤ ***Digital wallet management***

Based on the principle of independence, ATNL Foundation's wallet adopts 4/7 multi signature. Added Signature is subject to the approval of the Strategic Steering Committee. Majority of tokens will be cold saved, and the remaining will be used through multiple signatures.

➤ ***Disclosure matters***

Each year, the Foundation will inform the community of ATNL development, operations, business promotion and the Foundation's operations. To disclose the financial health of the Foundation, unaudited quarterly and audited annual financial reports will be released.

Meanwhile, the Public Relations Committee, which serves as an external window, will hold regular and irregular meetings and releases material matters to the public.

## **6.7 Legal Compliance and Others**

### ***6.7.1 Legal affairs***

ATNL team commissioned a trusted third party organization to set up a Foundation entity in New Zealand. All operations are subject to local laws, regulations and regulatory requirements. If there is a need to seek legal advice, it needs to be confirmed by local counsel.

### ***6.7.2 Exemption clause***

Whether or not to obtain ATNL tokens, Users who participate in the ATNL Chain community, can hold token or give up token rights. Holding tokens simultaneously means the holder's own rights to consume and use smart contracts on the Blockchain platform. Buyers should understand that within the scope of the law, ATNL foundation does not make any express or implied warranties and benefits. In addition, buyers should understand that there is no refund or refund after purchasing ATNL tokens.

### ***6.7.3 Settlement of dispute clause***

When a dispute arises, the parties concerned shall settle it by consultation in accordance with the agreement. If the settlement cannot be solved by negotiation, it can be settled by law.

ANNEX

## 7. Team

### 7.1 Founding Team



**Joshua Halpern**

Co-founder and Global Business Development Officer for ATNL Project. He is the Founding Director of Getting to Global Initiative (GtG) and founding member of the US Department of Commerce's Ecommerce Innovation Lab (EIL). Mr. Halpern holds a B.F.A from New York University's Tisch School of Arts, and EMBA degrees from both Tsinghua University and INSEAD. He has more than 10 years experience in leading several global startups and led the eCommerce, Retail, Franchise and Logistics portfolios for the US Embassy in China.



**Choonhoon Loh**

Co-founder and Southeast Asia Partner for ATNL Project. Mr. Loh holds a Master of Laws Degree from University of Cambridge, United Kingdom and EMBA degrees from both Tsinghua University, China and INSEAD, France/Singapore. He is a qualified lawyer in Malaysia and Singapore. He is the Managing Director of Pintas IP Group (PIPG), a regional professional IP firm with operational offices around the globe. He is also the treasurer of Malaysia Business Angel Network.



**Knight Hou**

Co-founder and New Zealand Chief Rep for ATNL Project. Knight has over a decade of experience in Information Technology and Marketing in some of New Zealand's leading companies including Air New Zealand and Spark NZ. Knight holds a Postgraduate Diploma in Business Administration and a Bachelor's Degree in Information Management from University of Auckland.



**Maya Gao**

Co-Founder and Chief HR Officer for ATNL Project. An experienced talent specialist with a history of working in technology, healthcare and electrical & electronic manufacturing industries. Maya was an entrepreneur of ERP software distribution in her early career before executive search and HR consulting. She held multiple senior management positions with leading global companies: Head of Talent Acquisition of Eaton Asia Pacific, Director of Executive Search, China & Asia of Philips, Senior HR Manager of Intel Greater Asia Region. Maya's qualifications include Master of Education, Post Graduate Diploma of Gifted & Talent Development, Bachelor of Education of University of Melbourne.



**Ginko Gao**

Founder and CEO for ATNL Project. Mr. Gao is Chairman of the Board for Atunala Animal Husbandry Inner Mongolia Co. Ltd. He has a Bachelor Degree from Peking University and EMBA degrees from both Tsinghua University and INSEAD. He has more than 20 years business experience in various companies including sales experience in multinational companies like P&G in China, professional experience in executive search industry and entrepreneurial experience in comics and mobile game industry.



**Kekui Ran**

Chief Operating Officer for China Market for ATNL Project. More than 10 years sales experience in Medicine Industry and over 5 years digital asset research and community operation experience.

## **7.2 Technical Lead**



**Steven Liao**

Co-founder and Blockchain Tech Partner for ATNL Project. He graduated from Nanjing Technology University and worked in several startups as CTO. He has extensive experience in blockchain technology, database platform and financial engineering technology development.



**Jie Ni**

Technical Co-founder and App Developer Lead  
More than 10 years development experience in mobile internet industry. Solid experience in game development and financial software development.

## 7.3 Advisor



**Simba Wang**

Mr Wang is Founding Partner of Eden Ventures-A New Zealand Venture Partner Firm. Former CEO of Adsage-a leading digital marketing company in China. Former President of 5173.com President of 5173.com China's largest Virtualgoods exchange platform. Prior to that he served as a member of the Senior Leadership team at Google China and Proctor&Gamble China. He holds a Master's degree from Fordan University in New York and an Bachelor's Degree from Peking University.



**Xing Wu**

Member of Global Entrepreneur Leadership Program of Tsinghua University PBC School of Finance; core member of the sixth self-organizing board team of Hejun Business School; monitor of the third Sinovation Ventures Brotherhood. Member of the foundation team of Happy Net; advanced full stack architect. He founded UCAI, a domestic IT vocational education brand, and got many rounds of financing from funds such as Sinovation Ventures. He once managed the design and performance optimization of hundreds of millions of UV in Happy Net, and achieved more than 99.99% reliability services.



**Buhe Buter**

General Manager of Atunala Animal Husbandry Co. Ltd Inner Mongolia. Mongolian; more than 10 years' experience in mobile internet marketing and traditional farming industry.



**Kasey Guo**

Previously worked in Joyfund, Perfect World Beijing, Beijing Chuangyu and Dataeye with senior experience in gaming, marketing, overseas development and investment experience.

## 7.4 Business Partners



淘宝



京东



711



全家



物美



拼多多



爱奇艺



好邻居



盒马鲜生



小红书



BHG



便利蜂



贡云



会过



辣妈计划



罗森



美好+



蜜芽



胖吴货栈



全时



生态家



淘集集



网星梦工厂



小店铺



菜菜美食日记



民生银行



有好东西



源头说



中国石化



中商惠民



## **8. Disclaimer of Liability and Risk Factors**

### **8.1 Disclaimer of Liability**

The ATNL Foundation does not make, and hereby disclaims, any representation or warranty with respect to ATNL or ATNL Token (such as merchantability or fitness for particular purposes), except those expressly specified herein. Each purchaser's decision to participate in the ATNL Token crowdsale and purchase any ATNL Token shall be made based on his/her own knowledge of ATNL and ATNL Token and the information disclosed in this Whitepaper. Without prejudice to the generality of the foregoing, each purchaser will, upon the launch of ATNL, accept ATNL Token on an "as is" basis, irrespective of the technical specifications, parameters, performance or function thereof.

The ATNL Foundation hereby expressly disclaims its liability, and shall in no case be liable to any person, for:

- 1) Any person's purchase of ATNL Token in violation of any anti-money laundering, counter-terrorism financing or other regulatory requirements that are imposed in any jurisdiction;
- 2) Any person's purchase of ATNL Token in violation of any representation, warranty, obligation, covenant or other provision under this Whitepaper, and the resulting failure or inability to make his/her payment or to claim relevant purchased ATNL Token;
- 3) Early termination of the ATNL Token crowdsale for any reason;
- 4) Failure or abortion of ATNL development and resulting failure to deliver ATNL Token;
- 5) Delay or rescheduling of ATNL development and resulting failure to meet any anticipated milestone;
- 6) Any error, bug, flaw, defect or otherwise of the source code of ATNL;

- 7) Any malfunction, breakdown, collapse, rollback or hardforking of ATNL or the blockchain of Nebulas;
- 8) Failure of ATNL or ATNL Token to meet any specific purpose, or unfitness for any specific use;
- 9) Utilization of the proceeds raised through the ATNL Token crowdsale;
- 10) Failure to timely and completely disclose any information relating to the development of ATNL;
- 11) Any purchaser's divulgence, loss or destruction of the private key of his/her crypto-currency or crypto-token wallet (inter alia, the private key of the ATNL wallet used by that purchaser);
- 12) any default, breach, infringement, breakdown, collapse, service suspension or interruption, fraud, mishandling, misconduct, malpractice, negligence, bankruptcy, insolvency, dissolution or winding-up of any third party crowdfunding portal of ATNL Token;
- 13) Any difference, conflict or contradiction between this Whitepaper and an agreement between any purchaser and any third party crowdfunding portal;
- 14) Trading or speculation of ATNL Token by any person;
- 15) Listing or delisting of ATNL Token on or from any exchange;
- 16) ATNL Token being classified or treated by any government, quasi-government, authority or public body as a kind of currency, securities, commercial paper, negotiable instrument, investment or otherwise that may be banned, regulated or subject to certain legal restrictions;
- 17) Any risk factors disclosed in this Whitepaper and any damage, loss, claim, liability, punishment, cost or other adverse impact that is caused by, associated with, in connection with, incidental to or consequential to that risk factor.

## **8.2 Risk Factors**

The ATNL Foundation believes that there are numerous risks involved in the development, maintenance and running of ATNL, many of which are beyond the control of the ATNL Foundation. Each ATNL Token purchaser should peruse, comprehend and consider carefully the risks described below in addition to the other information stated herein before deciding to participate in the ATNL Token crowdsale campaign.

Each ATNL Token purchaser should pay particular attention to the fact that, while the ATNL Foundation is established in the New Zealand, ATNL and ATNL Token lie in cyberspace only without physical presence and hence do not fall within or pertain to any specific jurisdiction.

Participating in the ATNL Token crowdsale campaign shall be an action based upon prudent decision and will be deemed as the relevant ATNL Token purchaser having been fully aware of and agreed to take all the risks below.

The ATNL Foundation believes that there are numerous risks involved in the development, maintenance and running of ATNL, many of which are beyond the control of the ATNL Foundation. Each ATNL Token purchaser should peruse, comprehend and consider carefully the risks described below in addition to the other information stated herein before deciding to participate in the ATNL Token crowdsale campaign.

Each ATNL Token purchaser should pay particular attention to the fact that, while the ATNL Foundation is established in the Republic of Singapore, ATNL and ATNL Token lie in cyberspace only without physical presence and hence do not fall within or pertain to any specific jurisdiction.

Participating in the ATNL Token crowdsale campaign shall be an action based upon prudent decision and will be deemed as the relevant ATNL Token purchaser having been fully aware of and agreed to take all the risks below.

### *1) Termination of the Campaign*

The ATNL Token crowdsale campaign may be early terminated, in case of which a purchaser may only be refunded with part of his/her payment as a result of the Bitcoin / Ether price volatility and/or the expenses incurred by the ATNL Foundation.

### *2) Insufficient Information Availability*

ATNL is at the stage of development as of the date of this Whitepaper and its philosophy, consensus mechanism, algorithm, code and other technical specifications and parameters could be updated and changed frequently and constantly. While this Whitepaper has contained the then up-to-date key information of ATNL, it is not absolutely complete and is subject to adjustments and updates that the ATNL Foundation might make from time to time for certain purposes. The ATNL Foundation is not in a position, nor obliged, to keep the purchasers closely posted on every detail of ATNL development (including its progress and expected milestones no matter whether rescheduled or not) and therefore will not necessarily provide the purchasers with timely and full access to all the information relating to ATNL that may emerge from time to time. The insufficiency of information disclosure is inevitable and reasonable.

### *3) Regulatory Measures*

Crypto-tokens are being, or may be, overseen by the regulatory authorities of various jurisdictions. The ATNL Foundation may receive queries, notices, warnings, requests or rulings from one or more regulatory authorities from time to time, or may even be ordered to suspend or discontinue any action in connection with the Campaign, ATNL's development or ATNL Token. The development, marketing, promotion or otherwise of ATNL or the ATNL Token crowdsale campaign may be seriously affected, hindered or terminated as a result. And since regulatory policies could change from time to time, existing regulatory permission or tolerance on ATNL or the ATNL Token crowdsale campaign in any jurisdiction could be just temporary. ATNL Token could be defined

from time to time as a virtual commodity, digital asset or even securities or currency in various jurisdictions and therefore could be prohibited from being traded or held in certain jurisdictions pursuant to local regulatory requirements.

#### *4) Cryptography*

Cryptography is evolving and cannot guarantee absolute security at all times. Advances in cryptography, such as code cracking, or technical advances such as the development of quantum computers, could present risks to all cryptography-based systems including ATNL. This could result in the theft, loss, disappearance, destruction or devaluation of the ATNL Token held by any person. To a reasonable extent, the ATNL Foundation will be prepared to take proactive or remedial steps to update the protocol underlying ATNL in response to any advances in cryptography and to incorporate additional reasonable security measures where appropriate. The future of cryptography or security innovations is unpredictable while the ATNL Foundation will try its best to accommodate the continuing changes in the domains of cryptography and security.

#### *5) Development Failure or Abortion*

ATNL is still in the process of development, rather than a finished product ready to launch. Due to the technological complexity of the ATNL system, the ATNL Foundation could be faced with unforeseeable and/or insurmountable difficulties from time to time. Accordingly, the development of ATNL could fail or abort at any time for any cause (including insufficiency of funds). The development failure or abortion would result in non-availability of the purchased ATNL Token for Crowdsale to any purchaser.

#### *6) Theft of Crowdsale Proceeds*

There may be attempts to steal the crowdsale proceeds received by the ATNL Foundation (including the fiat currency amount converted therefrom). Such a theft or attempted theft may affect the ability of the ATNL Foundation to fund the development

of ATNL. While the ATNL Foundation will adopt cutting-edge technical solutions to keep the crowdsale proceeds safe, certain cyber thefts could be hardly unpreventable.

#### *7) Flaws in Source Code*

Nobody can guarantee the source code of ATNL to be flaw-free. It may contain certain flaws, errors, defects and bugs, which may disable some functionality for users, expose users' information or otherwise. Such flaws, if any, would compromise the usability, stability, and/or security of ATNL and consequently bring adverse impact on the value of ATNL Token. Open source codes rely on transparency to promote community-sourced identification and solution of problems within the code. The ATNL Foundation will work closely together with the ATNL community to keep improving, optimizing and perfecting the source code of ATNL onwards.

#### *8) Unpermissioned, Decentralized and Autonomous Ledger*

There are three prevailing categories of distributed ledger adopted among the contemporary blockchain projects, namely, unpermissioned ledger, consortium ledger and private ledger. ATNL's underlying distributed ledger is an unpermissioned one, which means it is publicly accessible and useable to everyone on a permission-free basis. While ATNL is initially developed by the ATNL Foundation, it is not owned, operated or otherwise controlled by the ATNL Foundation. The community of ATNL, which is spontaneously formed and is open, decentralized and admission-free to join, is composed of users, fans, developers, ATNL Token holders and other participants worldwide who are mostly not connected with the ATNL Foundation in any manner. Such a community will be decentralized and autonomous as to the maintenance, governance and even evolution of ATNL while the ATNL Foundation will merely be an active player in the community peer to others without supreme or arbitrary authority, irrespective of its earlier efforts and contributions to the genesis of ATNL. As a result, it is not at the mercy of the ATNL Foundation how ATNL would be governed or evolve after the Launch.

#### *9) Update of Source Code*

The source code of ATNL is open and could be updated, amended, altered or modified from time to time by any member of the community of ATNL. Nobody is able to foresee or guarantee the precise result of an update, amendment, alteration or modification. As a result, any update, amendment, alteration or modification could lead to an unexpected or unintended outcome that adversely affects ATNL's operation or ATNL Token's value.

#### *10) "Distributed Denial of Service" Attack*

The Nebulas is designed to be public and unpermissioned and therefore may suffer cyber-attacks of "distributed denial of service" from time to time. Such attacks will adversely affect, stagnate or paralyze the network of the ATNL system and accordingly render the transactions thereon delayed to be recorded or included in the blocks of the Nebulas blockchain or even temporarily unable to be performed.

#### *11) Unauthorized Claim of ATNL Token for Crowdsale*

Any person who gains access to the ATNL Token purchaser's registered email or registered account by deciphering or cracking the purchaser's password will be able to claim the purchased ATNL Token for Crowdsale in bad faith. As such, the relevant purchased ATNL Token for Crowdsale may be misssent to the person whoever claims that the same through the purchaser's registered email or registered account, which sending is not revocable or reversible. Each ATNL Token purchaser shall take care of the security of his/her registered email and registered account throughout by taking such actions as: (i) using a highly secure password; (ii) refraining from opening or responding to any scam emails; and (iii) keeping strictly confidential all the secret or personal information about himself/herself.

#### *12) Private Key of ATNL Token Wallet*

The loss or destruction of a private key required to access ATNL Token may be irreversible. ATNL Token are controllable only by possessing both the relevant unique

public and private keys through the local or online ATNL Token wallet. Each purchaser is required to safeguard the private keys contained in his/her own ATNL Token wallet(s). Where such private key of a ATNL Token purchaser is lost, missing, divulged, destroyed or otherwise compromised, neither the ATNL Foundation nor anyone else will be able to help the purchaser access or retrieve the related ATNL Token.

### *13) Popularity*

The value of ATNL Token hinges heavily on the popularity of the ATNL system. ATNL is not expected to be popular, prevalent or widely used soon after the Launch. The worst-case scenario is that ATNL may even remain marginalized in the long run, appealing to only a minimal portion of the users. By contrast, a significant portion of ATNL Token demand could be of speculative nature. The lack of users may result in increasing volatility of ATNL Token market price and consequently compromise ATNL's long-term development. The ATNL Foundation will not (nor has the responsibility to) stabilize or otherwise affect ATNL Token's market price if there is any such price.

### *14 ) Liquidity*

ATNL Token is not a currency issued by any individual, entity, central bank or national, supra-national or quasi-national organization, nor is it backed by any hard assets or other credit. The circulation and trading of ATNL Token on the market are not what the ATNL Foundation is responsible for or pursues. Trading of ATNL Token merely depends on the consensus on its value between the relevant market participants. Nobody is obliged to redeem or purchase any ATNL Token from any ATNL Token holder (including the purchasers). Nor does anyone guarantee the liquidity or market price of ATNL Token to any extent at any time. To divest his/her ATNL Token, a ATNL Token holder would have to locate one or more willing buyers to purchase the same at a mutually agreed price, which attempt could be costly and time-consuming and does not necessarily bear fruit. And there could be no crypto-currency exchange or other marketplace having ATNL Token listed thereon for trading.



### *15) Price Volatility*

Cryptographic tokens, if traded on public markets, usually have extremely volatile prices. Fluctuations in price over short periods of time frequently occur, which price may be denominated in Bitcoin, Ether, US Dollars or any other fiat currency. Such fluctuations could result from market forces (including speculations), regulatory changes, technical innovations, availability of exchanges and other objective factors and represent changes in the balance of supply and demand. The ATNL Foundation is not responsible for any secondary market trading of ATNL Token no matter whether or not there would be such markets for ATNL Token. Therefore, the ATNL Foundation neither is obliged to tame the price volatility of ATNL Token nor cares about that. The risks associated with ATNL Token trading price have to be taken by the ATNL Token traders themselves.

## Contact Us:



**Email**

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**Telegram**

<https://t.me/ATNLcommunity>



**Twitter**

<https://twitter.com/ATNLcommunity>



**Facebook**

<https://www.facebook.com/ATNLcommunity>

阿图纳拉牧业生态链



**Wechat  
Public  
Official  
Account**



ATNL VIP 客服



**Wechat  
Customer  
Service**

