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**MINTING  
IN MOTION**  
DASCOIN TURNS ON ITS  
BLOCKCHAIN

## Investing In A Caribbean Second Passport

ST KITTS' GOLDEN ROCK COMMERCIAL PARK

## Brave New Tech World

THE AGE OF CYBER SECURITY, AI AND AUTOMATION

## The Road To Liberty

PAL-V'S PIONEERING FLYING CAR



(L to R) Founders of the primary companies of the DasCoin ecosystem: John Pretto (NetLeaders), Terry O'Hearn (DasFinancial), Michael Mathias (DasCoin) and George Sarcevich (WebWallet).

Photography: Louis Rafael  
Venue: MoneyMuseum, Zurich

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**EXCLUSIVE**



# DASCOIN

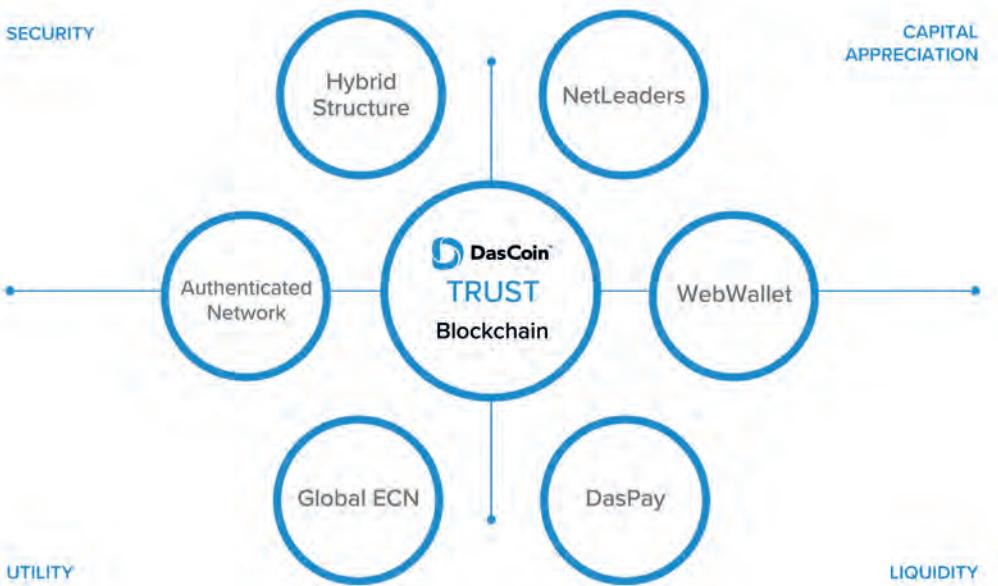
## THE CURRENCY OF TRUST

BY BRIAN YIM IN ZURICH

Bolstered by increasing momentum and a successful minting launch, DasCoin is well positioned to become the first cryptocurrency to go mainstream.

**D**asCoin's choice of Zurich, Switzerland, as the venue for the launch of its much anticipated blockchain and the start of its landmark minting on 31 March 2017 is both significant as well as symbolic.

Apart from being held in esteem as a global financial centre with a long tradition of innovation and privacy, Zurich is also the place where DasCoin Founder and CEO, Michael Mathias, who is American and of predominantly German ethnic heritage, first conceived of some of the innovative concepts at the core of DasCoin. Launching the currency in Zurich also imbues DasCoin with the tradition of precision and excellence in engineering for which the region has become world renowned.



In addition to representing the word “The” in German, the “Das” in DasCoin is also an acronym that stands for Digital Asset System. DasCoin is at the centre of an entire ecosystem of digital value. It has been created by an ambitious global alliance of experienced experts who are united by a shared vision: to systematically spread prosperity throughout the world by developing a sound-money system. They believe that fiat currencies are structurally flawed and have been damaged by mismanagement, and that current cryptocurrencies have structural challenges and have so far failed to live up to their potential.



**Michael Mathias**  
CEO

#### DasCoin Ltd, Hong Kong

DasCoin is the convertible store-of-value unit at the heart of the ecosystem.

**M**ichael Mathias has over 25 years of entrepreneurial and executive experience, including the past 10 years as a digital technology entrepreneur. He was Founder and President of location-based social media company Mojo Media (acquired in October, 2014), as well as Founder and CEO of marketplace network TREKA and online gaming company Change Gaming. Previously, he spent 10 years as a strategic consultant working with a variety of business clients including JP Morgan Chase’s Private Bank, and 5 years as a marketing executive in the financial services industry with American Express and T. Rowe Price. He is a graduate of Princeton University and a resident of Sliema, Malta.



**Terry O’Hearn**  
Executive Chairman

**DasFinancial AG, Switzerland**

DasFinancial is responsible for developing new partnerships and projects that enhance the value of the ecosystem.

**T**erry O’Hearn is a successful entrepreneur with over 30 years of entrepreneurial experience in corporate finance, commodities, retail, and technology. Previously, he was Founder and CEO of Outdoor Access Group (retail), Founder and CEO of iMOZI Canada Inc. (technology), Founder and President of DOLFIN Developments West Ltd & Safari Corporation (technology), and Founder & CEO of Taymad International Corp. (corporate finance and commodities). He attended Sir Wilfrid Laurier University and the University of Calgary and is a resident of Phuket, Thailand.

stops to stand at the forefront of the cryptocurrency revolution. The task ahead seems daunting but the executive team at DasCoin is unfazed, and the strategy and roadmap they have created to achieve this objective is as well-thought-out as it is compelling.

DasCoin is well aware that to succeed in the high-stakes race to be the first mainstream cryptocurrency, it has to first be widely trusted as a medium of value. Convincing cryptocurrency purists who would outright reject anything that is not 100% decentralized is just one of the many challenges it faces. Hence, to set itself apart from other cryptocurrencies, it has adopted the bold mantra: “Trust is the Currency of DasCoin and DasCoin is the Currency of Trust”.

#### Digital Authenticated Network

The cornerstone of DasCoin’s hybrid decentralized and centralized structure is built around security, utility, liquidity and capital appreciation. All of these must be driven by trust in order to be confidently adopted by the mainstream as a currency solution.

At its Zurich event, DasCoin announced a number of impressive measures and concrete steps it has taken to build a pervasive culture of trust in every aspect of its ecosystem. Out of all these measures, a robust authenticated network is paramount.

At the heart of a digital authenticated network is the blockchain – a tool that can verify transactions with minimal third-party involvement. The names of buyers and sellers are never revealed – only their addresses within the system. As the mechanism behind the precision and security of digital currency, the blockchain protocol has yet to find any comparison.

As Michael explains, “The launch of a working blockchain puts us into a different realm and we have now started to mint coins. The security aspects of the DasCoin system are unprecedented in cryptocurrency. DasCoin uses the most secure digital wallet system in the world due to the fact that all currency

holders are part of an authenticated network and all transactions require validation by a hardware wallet device. We are able to achieve this because of DasCoin’s unique hybrid structure, which combines centralized elements with decentralized elements. All of the existing decentralized models do not and cannot come close to what we are doing – it is impossible because of how they are structured.

In further defence of a more centralized model, Michael adds, “To authenticate, you need a central authority to confirm that a person is really who they say they are. We are all for decentralization and the benefits it provides, but we hold authentication as a higher priority. Authenticated networks do not currently exist in the realm of cryptocurrency; but we are looking to create a system that will continue for hundreds of years. This hybrid solution is the key and trust is at the core of it.”

#### Power To The People

The canton of Zug, which is adjacent to Zurich, is also known as “Crypto Valley” for its early support of Bitcoin and other cryptocurrency innovations. The area also happens to be the home of DasFinancial, a member of the DasCoin ecosystem that focusses on creating next-generation fintech solutions.

Existing systems of currency, including fiat currencies, are far from perfect. The primary proof to this statement is that in this day and age, billions of people are still unable to open bank accounts. Well aware of these critical drawbacks, the executive team behind DasCoin is convinced that the world is ready for a paradigm shift in how we conduct our financial lives.

“There are many mainstream financial opportunities but we are looking to create and implement solutions that open up financial services for everyone. It is of vital importance that what we are doing will return power to the people and elevate the lives of 2.5 billion people around the world who are currently shut out of the financial system,” says Terry O’Hearn,



Executive Chairman of DasFinancial. DasFinancial is responsible for increasing the value of the ecosystem through new business development and manages several key strategic initiatives, including DasPay and the platform's trading engine partnership.

"Being shut out causes oppression and needless suffering for entire generations of families and communities. The current system predetermines that it cannot make enough money from these segments of society and thus, simply excludes them entirely. It is a broken system that we seek to improve," he adds.

When it comes to existing alternative systems, Bitcoin is still the only cryptocurrency that is generally accepted as having any utility. However, despite its longer lifetime, users can only spend it at some 150,000 merchants globally. Having an authenticated network will allow DasPay, when it is launched in 2018 to be instantly accepted at over 50 million merchants globally. DasPay will become the world's first fully-functional digital asset system capable of executing real world transactions in real time.

"Minting is critical for blockchain technology," says Terry, "With our leading-edge exchange technology, lightning-fast trading engine and DasPay, I am confident that our team will be introducing disruptive technologies to accelerate the mainstream adoption of cryptocurrencies for the first time since their introduction in 2009."

### WebWallet Comes To Life

To spearhead the ecosystem's authenticated network, Michael sought out the expertise and experience of his fellow Princeton University classmate, George Sarcevich, who is an entrepreneur, venture capitalist and financial advisor to the Serbian and Montenegro governments. As Director of WebWallet, George will oversee the implementation of the ecosystem's digital wallet system, the authentication of all WebWallet users, and the facilitation of all exchange services during the initial phase of the enterprise.



### George Sarcevich Director

#### WebWallet Pte Ltd, Singapore

WebWallet is the authenticated digital wallet system that facilitates transactions within the ecosystem.

**G**eorge Sarcevich is a seasoned international finance and technology executive, with experience that includes 10 years as a Wall Street investment banker at Goldman Sachs, Bear Stearns and HSBC. He is the Founder of Eagle Ventures, the first technology venture capital targeting the Balkans, Co-Founder of Bastion Capital, a Belgrade-based financial advisory firm, and Co-Founder and CFO of IX2 Networks, a leading provider of carrier-neutral colocation services based in Los Angeles. He is also an experienced advisor to the finance ministries of Serbia and Montenegro. He is a graduate of Princeton University and a resident of Belgrade, Serbia.

DasCoins are being minted at the rate of 6,000 coins every 10 minutes on a queued basis; and this landmark minting has finally allowed WebWallet's set of financial tools to come alive. This is especially important as it enables the various components of the Digital Asset System to begin functioning independently, incrementally adding breadth and utility to the ecosystem. The potential from this point onwards is limitless, as George explains, "The transformational potential of the blockchain and related technologies can potentially disrupt everything from cadastral records and intellectual property to identity management and global payments."

Existing NetLeaders account holders are already receiving emails to activate a WebWallet account. The WebWallet 1.0 interface is simple yet robust with user experience elements guiding its design. This version of the digital wallet includes daily tracking of a user's DasCoin and Cycles balances, as well as indications about their progress in the minting queue. To activate a WebWallet account, NetLeaders customers are required to confirm their email address and verify their phone number as a second factor of authentication.

"Clearly, we are focussed on proper authentication. It is a process that is becoming more and more integral to everything we do online and is an important business in its own right. In order to proceed to WebWallet 2.0, users need to submit to identification checks which could sometimes require document image verification," George reveals.

### The Validator

Taking security a step further, the WebWallet platform will soon introduce a hardware device called the Validator, as an integral part of the WebWallet account authentication process.

The Validator is a customized personal security hardware wallet configured to the specific needs of the WebWallet user base. Hardware wallets are personal electronics with dedicated

chipsets, like credit cards, that manage the account user's cryptocurrency keys. Funds and transactions can be organized, signed and broadcasted to the blockchain only after successful validation by the physical device.

WebWallet's authentication procedure and Validator will unlock the door to additional services such as payments cards, including a branded debit card. The WebWallet card will deliver fast, cost-effective and innovative global payments all within the trusted MasterCard and Visa networks.

The Validator can be purchased from WebWallet for €49 each, and will be available in June 2017.

### Marketing Thrust

Although DasCoin has gone above and beyond in its design and technology, creating awareness of these facts within the general public is easier said than done. However, since its launch in June of last year, NetLeaders has already sold over 25,000 licences to customers in over 100 countries and is growing very rapidly.

"Our vision of bringing cryptocurrency to the masses first came into view nearly three years ago in the summer of 2014. We studied the financial landscape carefully and found that marketing was a critically overlooked component of existing cryptocurrencies," shares John Pretto, Founder and Director of CL Singapore, the company that operates the NetLeaders brand and is responsible for marketing software licences to individuals and businesses interested in accessing the benefits of the DasCoin ecosystem.

The secret to this steady growth has been a generous and compelling referral-based marketing system. While clearly effective, this marketing method, also known as network marketing or multi-level marketing, has often been viewed by the public with distrust. Addressing this concern by citing the philosophical parable of the elephant and the six blind men, John believes that many people may not be able to see

the big picture for what it is due to limiting perspectives. As he explains, "I realized the blind men and the elephant was a perfect representation of how people initially see our enterprise. Most people are focussed on the coin or blockchain itself, and do not see the other pieces of the enterprise that will become important as we grow."

An especially noteworthy fact about DasCoin's growth is that it has built an entire ecosystem completely through self-funding. This puts into perspective the dedication required to market a cryptocurrency. As the alliance moves forward to the tipping point, the benefits and value of DasCoin are likely to grow significantly, depending on market conditions.

Upcoming developments include the opening of the internal exchange sometime in the second half of the year, and more importantly, the launch of DasCoin on a public cryptocurrency exchange early next year. Following that, the DasPay application will be released and is set to revolutionize the current model for payments within the cryptocurrency sector. 

### MoneyMuseum

The fascinating story of money, past, present and future, comes together at the MoneyMuseum at Zurich, Switzerland, which is also where the historic minting machines (photographed alongside each of the founders) can be found. The intriguing museum was personally founded by finance veteran Dr Jurg R Conzett, and first opened as an internet-based museum in 1999. The physical museum was launched in 2004 and contains many numismatic artifacts, including minting machines such as the manual coin press, drop hammer, screw press and rolling mill.

According to Dr Conzett, he was intrigued by entrepreneurs who each had a different story to tell about money. "I was interested in the way they made their money. For some, success led to an unhappy relationship with money, while others benefited in all aspects of their life. That led to the question 'what is money?'; the formulating of my money secrets and ultimately to the MoneyMuseum."

The MoneyMuseum is currently closed for renovations until year-end 2017. For more information, please visit [www.moneymuseum.com](http://www.moneymuseum.com)



### John Pretto Director

#### CL Singapore Pte Ltd, Singapore

CL Singapore operates the NetLeaders brand and is responsible for the expansion of the ecosystem.

**J**ohn Pretto is an accomplished, innovative and entrepreneurial technologist with over 20 years of senior management experience in information technology, marketing and operations. Past positions include serving as Chief Technology Officer for R66T (enterprise Wi-Fi), Chief Operating Officer for ComF5 (formerly DigitalFX – digital media marketing platform), CTO and Co-Founder of HelloNetwork (streaming media technology), and VP of Technology for SmartConnect (video surveillance for gaming). He is a graduate of DeVry University and a resident of Las Vegas, United States.

# DASCOIN INDUCTS NEW BOARD OF DIRECTORS

BY BRIAN YIM

DasCoin scored a major win for its cause when it convinced two well-respected corporate luminaries and visionaries to sit on its Board.

**D**asCoin could not have found a better champion to promote the cryptocurrency cause than having co-opted as Nominee Board Director, Lim Soon Hock, who is best known for propelling Compaq Computer Asia Pacific from a company with US\$30 million revenue to a US\$1 billion company in seven years. At its height, Compaq was the largest supplier of PC systems during the 1990s before being acquired by Hewlett-Packard for US\$25 billion in 2002.

Soon Hock has more than 30 years of experience as a technopreneur and investor, and currently sits on the boards of several government agencies, public listed and private companies. He is also active in community work and public service and has received numerous awards in recognition of his work and service.

Having followed cryptocurrency trends closely and being "fascinated" by his belief that cryptocurrencies will eventually replace or displace fiat or hard currencies, Soon Hock is trying to get the attention of governments and central banks to support going cashless as the ultimate realization of a Smart Nation.

## Internet Of Trust

In Soon Hock's opinion, DasCoin's commitment to credibility will be the key to their success. "It is now possible to digitize authentication which means you can secure a transaction. The Internet of Information is fast transforming into an Internet of Value. Digitally verified trust is key to creating a strong and widely adopted system of digital value. In essence, central banks will then be facilitating transactions in trust, the real value and asset in cryptocurrencies. With



*With over 25 years of experience as a board member, CEO, technopreneur and private investor across various highly competitive global industries, Lim Soon Hock is best known for taking Compaq Computer Asia Pacific to US\$1 billion from US\$30 million in just seven years.*

trust, an infinite amount of value can be transacted. DasCoin has the opportunity to lead the world of cryptocurrency and build a network where the transaction is not so much of just value but a transaction of trust."

Soon Hock draws parallel with his mission for Compaq Computer in the 1990s, a time when the market for personal computers in Asia was

underserved and underdeveloped. As a Nominee Director, he would like to see DasCoin put in place concrete measures of corporate governance and to be recognized as the flag bearer for cryptocurrencies by running a proper, ethical and legitimate business.

"DasCoin can be the future of cryptocurrencies. By setting standards

to define and change the rules of the game, it can provide real solutions to problems caused by credit abusers and the mismanagement of the world's central banks."

With Soon Hock's vast experience in corporate governance, DasCoin has sought his advice on the DasCoin board to create a diverse, inclusive and internationalized leadership. His role will be to help define the charter of the board as well as the formation of sub-committees to oversee compliance and to operate similar to a public listed company. DasCoin is keen to put measures in place so that network leaders and investors can have the assurance and comfort that the operators, promoters and founders are doing the right things as well as doing things right.

In this regard, Soon Hock has also proposed to include in the board Dr Eberhard Wedekind, an investment and private equity expert and former President of Volvo CE Asia within the Volvo Group. During his six years in Asia, Dr Wedekind also simultaneously held the post of Managing Director of Volvo East Asia at the Volvo Group. Dr Wedekind will be the fourth of seven members on the DasCoin board, which will seat representatives from Asia, Europe, the Americas and Africa along with DasCoin's Founder and CEO, Michael Mathias and DasFinancial's Executive Chairman, Terry O'Hearn.

## Due Diligence

Dr Wedekind says, "Trust always starts with people; for me this was after I met with Terry O'Hearn and Michael Mathias a number of times, as well as with other board nominees. I also did my initial due diligence and looked at the overall philosophy, ecosystem and technology. I have to say that everything I have seen and experienced so far has been consistent, positive and convincing."

Having lived and worked for major public companies in Germany, France, UK, Italy and Belgium, one of Dr Wedekind's main priorities is to bring to DasCoin his global perspective and cultural understanding to support and guide the executive management team in creating the right company culture for the business.

With Brexit, Dr Wedekind believes that cryptocurrencies will play an increasing role in Europe's fintech industry and that there will be a gradual shift of the fintech industry from London to other cities like



*Holding extensive experience in leading global teams, including 10 years as senior management at the Volvo Group, Dr Eberhard Wedekind will help DasCoin adhere to its strict standards of professionalism and ethics.*

Stockholm, Berlin, Amsterdam and Lisbon where 'success breeds success' and entrepreneurs, talent and capital are coming together.

"Here I see unique opportunities for DasCoin to become an industry benchmark: a trusted, stable and universal digital currency with high utility for all participants."

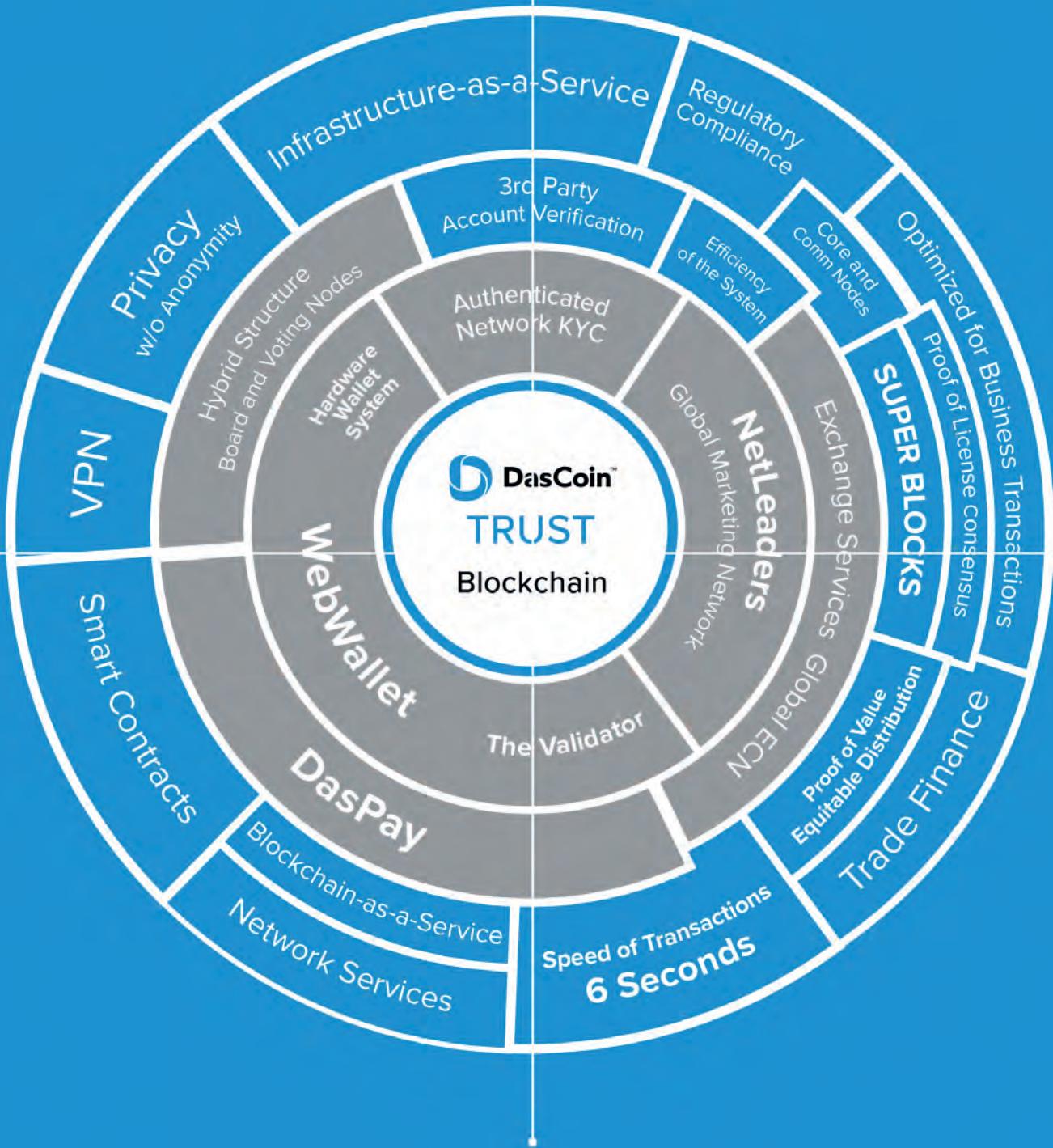
## Building Blocks

"I believe in the use of blockchain technology as a digital ledger. The high level of cryptography is impressive and, of course, needed. The fact that DasCoin offers a complete ecosystem with various state-of-the-art technologies is key for the future of this new generation of currencies," shares Dr Wedekind.

As a future member of the board, he aims to closely follow DasCoin's progress on the key building blocks of this ecosystem. This includes cultivating a culture that reinforces the brand proposition of trust, transparency and compliance; establishing a world-class

governance model; and finally, developing and executing these elements of the DasCoin ecosystem to ensure high utility of the currency for all users.

"DasCoin's hybrid model is taking the strong and successful elements from both decentralized and centralized systems. To my mind, DasCoin has the unique opportunity to differentiate itself from other cryptocurrencies and learn from the early mistakes being made in this very young industry. Moreover, I believe once the overall concept and technologies have been chosen – and this is important to me – 95% is about professional execution: Culture and brand, people, governance model, organization, transparency and processes. I am confident that the experience and calibre of the DasCoin leadership team has the ingredients to ensure the success of this most exciting of cryptocurrencies."



# BUILDING AN ECOSYSTEM OF TRUST

BY BRIAN YIM, IN ZURICH

Upholding its pillars of security, utility, liquidity and trust, the DasCoin ecosystem has announced robust measures, key partnerships and new appointments to further its causes.



With specialized experience in fintech businesses, newly appointed General Counsel Abraham Sofer will ensure and manage the legal aspects of the DasCoin ecosystem.

**D**asCoin, NetLeaders, WebWallet and DasFinancial are four of the main components that comprise a dynamic ecosystem of digital value. Organized as a decentralized alliance of companies, the DasCoin ecosystem combines a wide range of partners around a shared goal of building the long-term value of DasCoin. Each of these partners brings unique contributions that build trust within the system and reinforce DasCoin's core mission.

#### St Luke's – Communicating Core Ideas

To communicate what it is doing more effectively and help people better understand the ground-breaking significance of a hybrid cryptocurrency, DasCoin has engaged a top UK-based strategic consulting agency, St Luke's to elevate its brand to the next level. The premium agency, well known for its work with IKEA, Eurostar, the London Olympics and Emirates Airlines, will set in motion a powerful new agenda to create greater awareness for DasCoin.

As part of St Luke's branding process, the DasCoin team had to attempt to nail down its agenda and core concept into just one sentence. This quickly became a turning point, as CEO of DasCoin, Michael Mathias explained, "At an event in Hong Kong earlier this year, one of our nominee directors, Lim Soon Hock came up to me and said that my presentation had triggered an epiphany. He said that he agreed with my point that the 'internet of information' was giving way to the 'internet of value' but that he believed this was ultimately leading to the emergence of the 'internet of trust'. I thought it was a brilliant insight! And he followed the point by saying he believed that trust is the currency of DasCoin.

"Later, this made me think: Is the corollary also valid? Is DasCoin the currency of trust? When I shared this concept with St Luke's during their brand identity process, it instantly resonated with them. They immediately recognized that trust is

the essence of everything we are doing. So naturally, trust now forms the nucleus of our agenda-setting idea. With their help, we have compressed the entire DasCoin identity into one powerful phrase: The Currency of Trust."

#### Carta Worldwide – Enabling Mobile Payments

Once the DasCoin message is spread across the globe, it is important that the cryptocurrency is functional on a worldwide basis. To facilitate the global acceptance and utility of DasCoin, DasFinancial has engaged Carta Worldwide, a global leader in mobile payments, to build a technology bridge and allow acceptance of DasCoin at Point of Sale (POS) terminals at establishments throughout the world.

Formed in 2007, Carta Worldwide is a Canadian software firm that specializes in digital transaction processing and mobile and prepaid transaction services. Having deployed mobile payment services on five continents, one of its earliest projects involved creating a solution for mobile phones to communicate with POS devices for VISA and MasterCard. This success led the firm to later play a leading role in the development of ApplePay. Since then, Carta has also built the Vodafone WebWallet and enabled PayPal and UBER to accept mobile phone payments via POS devices. Other notable clients include Westpac Bank and Novum Bank.

Brian Semkiw, Founder and CEO of Carta Worldwide, was also in Zurich for the DasCoin Blockchain launch, and described his company's role as primarily that of an 'electronic plumber'. "When you swipe a credit card at a point of sale machine, the signal goes to your bank. We are the people who watch that pipeline and decide on behalf of the bank if the transaction is approved or declined."

A successful serial entrepreneur, Brian previously co-founded Rand Engineering and built it into a US\$500 million company with presence in 50 countries before it was bought out.



Founder and CEO of Carta Worldwide, Brian Semkiw previously co-founded Rand Engineering and built it into a US\$500 million multinational company before its sale.

Considering this, it is no small matter when he says, "DasPay is a big project for us. This is our first time working with a cryptocurrency and we quickly learned that it is not easy to align with the world's POS devices. Making technology work in an extremely difficult compliance world with money laundering laws, anti-terrorism financing all coming into play with different country jurisdictions, is a big challenge. That said, we have achieved this before; we have studied the problems; we will succeed."

Brian estimated that Carta Worldwide will successfully enable DasCoin to be used as payment at POS terminals by the first quarter of 2018. "Our goal is to allow you to spend your DasCoin anywhere you want in the world."

#### Public Cryptocurrency Exchange

Apart from purchasing power, the value of a modern currency is also derived from its ability to be traded in a public marketplace. To put this into motion, DasCoin is targeting early 2018 as its timeline to be listed on a public exchange. The trading engine behind its exchanges is amongst the most sophisticated and robust in existence, bolstered by a trading platform that is algorithmic and high-frequency trading friendly. It is also primed to operate 20% faster than the biggest exchanges such as the New York Stock Exchange or even Nasdaq. Additionally, its technology utilizes a best-bid, best-offer matching engine which helps identify arbitrage opportunities. All of these tools come together to form a heady cocktail for institutional traders.

Separately, WebWallet is in the midst of negotiating with a leading provider of brokerage services to provide equity trades on the WebWallet platform. The

commission on the trade will be paid in Cycles, the closed-loop services currency of the platform.

Integration of this service into the WebWallet is expected to be implemented by the first quarter of 2018.

#### Bluzelle Networks – Forging Blockchain Applications

One of the most revolutionary aspects of cryptocurrency is the many applications of blockchain technology. One of the most exciting applications is smart contracts, which are essentially self-executing legal contracts formatted as software. Aiming to increase the utility of the DasCoin ecosystem, a joint venture has been formed with Bluzelle Networks to create a variety of smart contract applications on DasNet, the global network infrastructure of the DasCoin ecosystem.

A leading integrated blockchain applications and platform services company, Bluzelle Networks had previously deployed its payment product application for Maybank, Malaysia, which allowed for inter-bank international payments to be made via blockchain. Similarly, the company also devised

smart contract injury and travel insurance products for two leading insurers. Bluzelle has received backing from the Monetary Authority of Singapore (MAS) and has embarked on a pilot project with three local banks to build a common Know Your Client (KYC) identification and authentication management system. With this in place, new customers will only have to be onboarded once, saving time and costs for both customer and banks.



Led by CEO Pavel Bains, Bluzelle Networks received backing from the Monetary Authority of Singapore (MAS) to embark on a pilot KYC project with three banks in Singapore.



Renowned for its work with IKEA, Eurostar, the London Olympics and Emirates Airlines, UK-based strategic consulting agency, St Luke's will work to further elevate the DasCoin brand.

CEO, Pavel Bains, a digital media expert who previously worked with Disney, Microsoft, Warner Brothers and Dreamworks explained that his company plans to build a variety of innovative smart contract applications on the DasNet platform, including applications related to succession rights, trade finance and intellectual property enforcement.

"The DasCoin ecosystem has the network, platform and distribution, while Bluzelle can bring in the technology support and implementation tools to accelerate the development of a wide range of blockchain applications. Together, our partnership can design specific products that the market needs, while the intellectual property (IP) remains safely within the new joint entity," explains Pavel.

Another area that Bluzelle sees as having great potential for blockchain applications is the insurance industry where, in Asia alone, less than 5% of the population has insurance cover.

#### Legal Compliance

To ensure that every application within the DasNet platform is 100% legal and

compliant, NetLeaders appointed Abraham Sofer, an experienced legal counsel who specializes in fintech businesses to ensure and manage the legal aspects of its assets, technologies, IP protection, corporate governance and practices. Abraham will also coordinate the regulatory work and complex tax compliance infrastructure which is so unique to DasCoin's hybrid structure.

Commenting on what the future holds for DasCoin's legality, Abraham says, "By now, it is obvious that digital coins are not a mere passing fad. Advocates of digital currencies remain optimistic and active in trading amid some vocal criticism from economists and leading business people. When I look at the next five years, especially now that we have launched DasCoin's Blockchain, the key challenges for our system are the legalities of digital coins in the various countries. This is because their legal status may vary substantially from country to country and is still undefined or changing in many of them."

But overall, Abraham remains optimistic. "DasCoin and NetLeaders' goals are set to do for cryptocurrency what Apple has done for music and mobile technology: make it cool, user-friendly, and totally legal; and we are up for this challenge."

#### Education And Compliance

NetLeaders' Vice President for Education, K C See, revealed that he is in the process of setting up the International Blockchain Research and Education Centre (IBREC), a non-profit research centre for blockchain technology and cryptocurrencies. The institute's objectives are to promote research and education on these topics



Tho Yow Yin aims to promote a trustworthy culture within licensees as NetLeaders' Chief Corporate Affairs Officer.

to the masses and spread awareness on how they can positively impact economies, financial markets and the world in general.

The IBREC will also promote blockchain studies in academic settings and talks are in progress with reputable universities to offer graduate level degrees in cryptocurrency.

Along with this, blockchain conferences covering topics on smart contracts and international payments and remittances, are also being planned for Tokyo in Sept 2017 and Rio De Janeiro in Dec 2017. These conferences will primarily target central bank executives, entrepreneurs, bankers and CEOs as audience.



NetLeaders' Vice President for Education, K C See, revealed his steps to ramp up cryptocurrency education.

#### Cultivating Culture And Ethics

Finally, with a fast growing network of licensees poised to go mainstream, NetLeaders, the marketing organization, is taking extensive measures to ensure that the highest level of culture and ethics are established within the company. To do this, the company has appointed Tho Yow Yin, a 36-year veteran of ExxonMobil, to the position of Chief Corporate Affairs Officer. In this role, Tho will develop guidelines and ground rules to prevent in-fighting and poaching of clients among Advocates operating across different countries.

"We are not here so much to police but to promote a culture of being trustworthy. Ethics drives compliance. If we are not ethical, compliance is not possible," shares Tho. In the event of non-compliance, Advocates could face warnings, fines and, in extreme cases, even expulsion from NetLeaders.

# What makes DasCoin different from the rest?

## Authenticated Network

All DasCoin users are authenticated by KYC (Know Your Customer) procedures that are more thorough (including biometric data) than even the current banking standards.

## Greater Utility

With DasPay, users will be able to pay with DasCoin at over 50 million merchants throughout the world in addition to using it for purchases on a dedicated ecommerce platform.

## Better Performance

Transactions take only 6 seconds to be confirmed on the DasCoin Blockchain and its hybrid structure allows for ongoing advancements through superior governance within the system.

## Greater Efficiency

DasCoin's permissioned blockchain is vastly more efficient than proof-of-work alternatives, and this efficiency enables the system to incentivize and reward network expansion.

## Wider Distribution

DasCoin's proof-of-value distribution protocol prevents wealth concentration within the currency and assures a much wider and more equitable distribution of coins, which enhances the stability of the system.

## Enhanced Security

DasCoin is available only to those who have been authenticated and all users are required to validate each transaction with a proprietary smart-chip-enabled hardware wallet.

## Greater Liquidity

DasCoin incorporates a variety of elements – including superblocks, institutional incentives, and access to multiple exchanges – designed to assure liquidity within the system.

## Robust Ecosystem

DasCoin is the heart of an extensible ecosystem of value that includes all the functions required to create, hold, transfer and exchange value on a frictionless, global basis.

## Broader Adoption

A referral-based incentive system has been built into the ecosystem to ensure the systematic expansion of the network among individuals and businesses throughout the world.

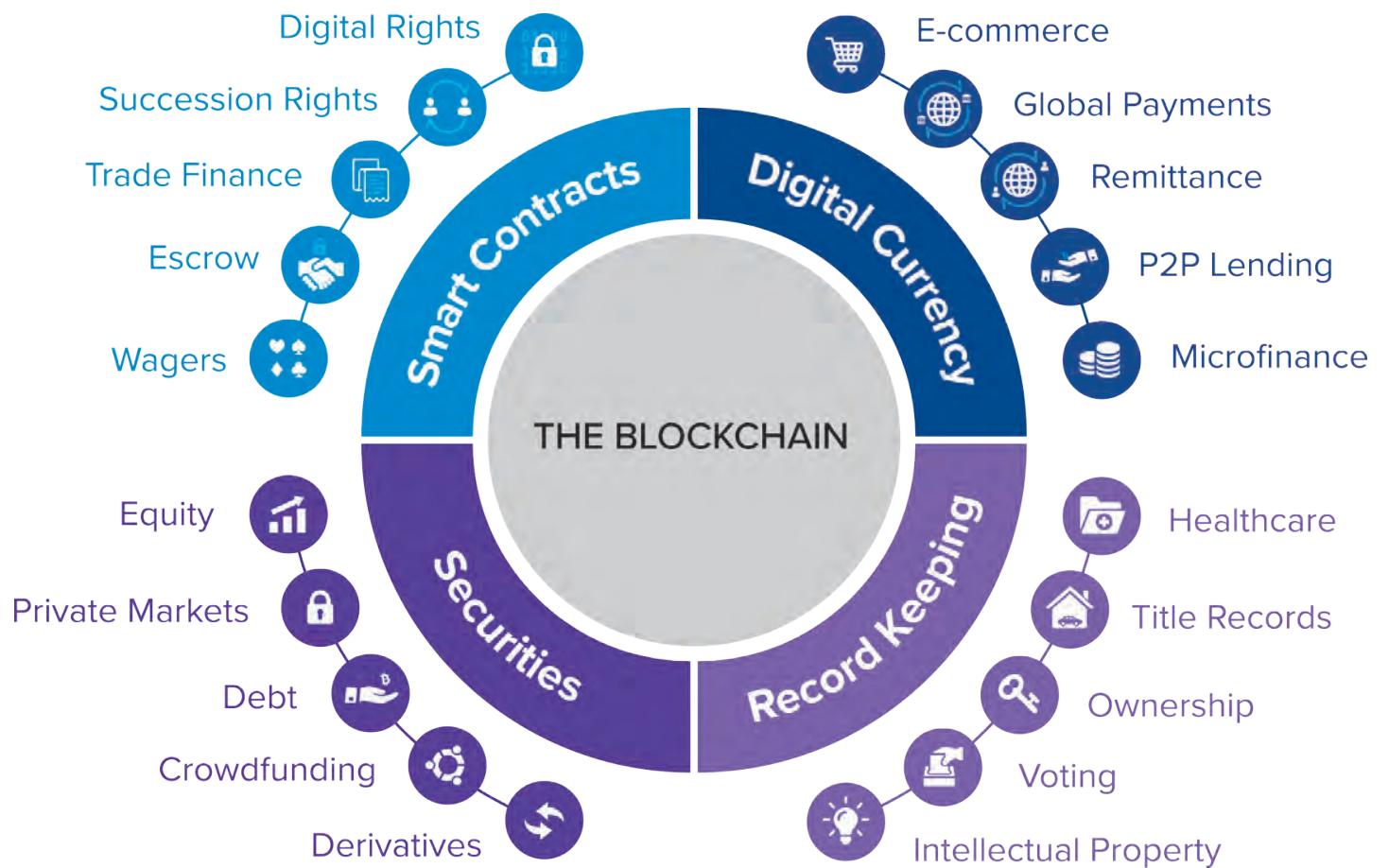
## Full Compliance

DasCoin is structured to comply with emerging regulations focused on digital currencies, including full compliance with AML (Anti-Money Laundering) and CFT (Combatting Terrorism Financing) requirements.

# MAKING IT TO THE MAINSTREAM

BY BLAIR BAKER

With its innovative blockchain and robust ecosystem, DasCoin stands on the brink of being the first-ever mass-adopted cryptocurrency.



**D**espite the abounding number of altcoins and cryptocurrencies in the market, most so-called digital currency providers lack foundational structure and have inherent flaws that inevitably hamper their efforts at market penetration. Unfettered by its competitors' limitations, DasCoin and its affiliated companies have used aggressive strategies to create a global ecosystem that is conducive to the mainstreaming of its Digital Asset System (DAS). This commitment to maintaining global appeal and integrity involves a comprehensive, multi-strategy approach with three main areas: global compliance, dynamic utility, and digital enablement.

## Global Compliance

Since its inception, DasCoin has been attuned to the importance of global compliance in an industry notorious for companies that do just the opposite. Numerous other altcoins have run afoul of international regulations, resulting in major legal and financial sanctions from regulators in the United States, Europe, Hong Kong, China, and elsewhere. In contrast, DasCoin has transparently instituted policies such as Know Your Client (KYC), Anti-Money Laundering (AML), and Combating Financing of Terrorism (CFT) within its platform. The participating companies in DasCoin's holistic ecosystem contribute positively to global financial stewardship by elevating industry-wide standards in governance and accountability.

One of the many positive by-products of this whitelisting of ecosystem participants is that banks, financial institutions, and other industry players can be assured that DasCoin's policies are complementary to their compliance requirements. Some of the larger banks expend more than US\$1 billion annually on compliance costs, which continue to rise due to more stringent global regulations and some financial institutions being sanctioned for their shortcomings. Thus, DasCoin's adherence to these regulations not only opens doors to mainstream integration, but honours commitments to retail and institutional participants in the ecosystem.

## Dynamic Utility

Another major factor that sets DasCoin apart from its peers is that of dynamic utility, which is based on DasCoin itself and its proprietary DasCoin Blockchain technology. Like other blockchain technologies, DasCoin has the ability to empower direct peer-to-peer transactions and interactions in a streamlined and cost-effective manner. The proprietary digital wallet of the DasCoin ecosystem is called WebWallet and has been designed to safeguard DasCoins, Cycles and cash through advanced security protocols and cryptographic techniques. WebWallet also enables transferability between owners of DasCoin.

As a consequence of these abilities, the DasCoin community is in position to engender trust across a broad spectrum of stakeholders including banks, credit unions, and savings and cooperative organizations. One example of this is an initiative called Blockchain Africa, led by Captain Gertrude Njuba, Senior President Advisor to the President of Uganda. Blockchain Africa will develop a variety of public and private sector blockchain technology initiatives in Africa including academic record-keeping and digitizing identities for governments. Concerning the former, plans are underway to use the permissioned blockchain as a repository for academic grades from pre-school to post-graduate educational levels. This forms a unique opportunity to deploy DasCoin's Blockchain technology as a portable, permanent report card, or transcript, for students. DasCoin is currently in advanced discussions with a leading private university in East Africa to incorporate its Blockchain technology into the university's operations.

By empowering third-party organizations that foster positive social impact, DasCoin and its related technologies are fast becoming a conduit between donor aid, beneficiaries of institutional giving initiatives, and other

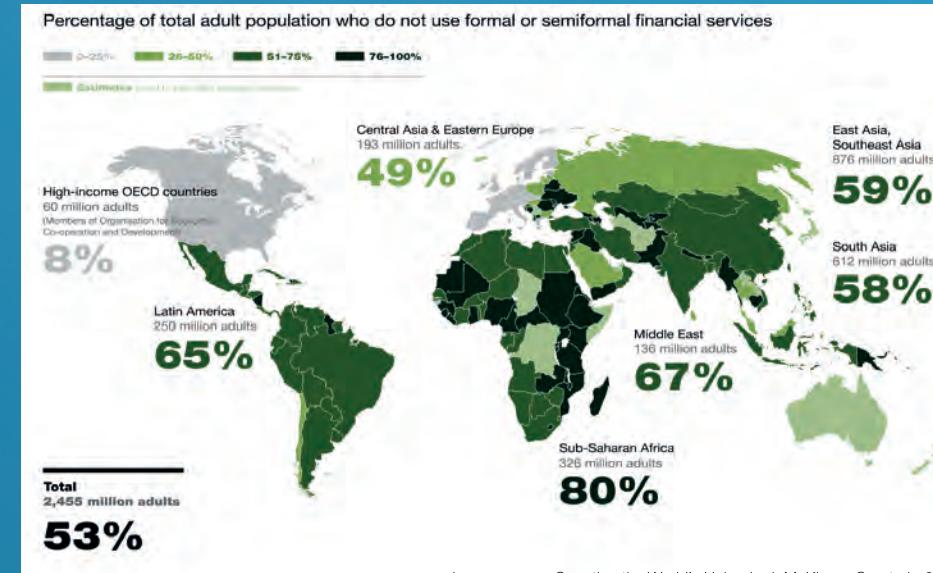


Image source: Counting the World's Unbanked, McKinsey Quarterly, 2010.

With large parts of the world still critically underbanked, DasCoin's Blockchain solutions can also create utility in areas that lack stable financial institutions.

## Digital Enablement

Rounding off DasCoin's strategic approach is an aspect that is paramount to a holistic ecosystem – digital enablement. In 2016, it was estimated that approximately 150,000 merchants globally accept Bitcoin. Considering the reputation that Bitcoin enjoys, this seems a rather piecemeal climb to global acceptance. Striding past other cryptocurrencies, DasCoin's digital enablement strategy focusses on global network schemes such as Visa, MasterCard, China UnionPay, and Japan Credit Bureau (JCB). More than 60 million merchants around the world currently offer transaction acceptance through these channels.

DasCoin's solutions incorporate advanced technological processes involving Host Card Emulation (HCE), an on-device technology that permits Near Field Communications (NFC)-ready mobile devices to effect contactless mobile payment transactions utilizing DasCoin.

By offering solutions to influential institutional organizations, the DasCoin ecosystem will continue to enrol large populations from well-established companies and corporate environments. With such widespread practical usage, adherence to global requirements, and potential for frictionless exchange, DasCoin is poised to become the first-ever cryptocurrency to go mainstream. ▲

*Blair Baker works to create dynamic utility and value creation in the DasCoin ecosystem, which encompasses the Digital Asset System, its proprietary Blockchain, and other components. He has previously reported directly to the Governor of an Asian Central Bank, co-launched one of the world's largest foreign exchange brokerage companies, served as Global Contributory Editor at Central Banking Journal in London and has been syndicated by Reuters since 2000.*

# TAKING DASCOIN GLOBAL

Global Leaders in the NetLeaders organization are the key drivers responsible for creating its tremendous growth.

**O**ne of the key indicators of proof of concept is the rate at which NetLeaders, the marketing organization within the DasCoin ecosystem, has expanded its network. NetLeaders offers software licences that provide access to an authenticated global network and a certain amount of capacity (in the form of "Cycles") to use the services of the network. Ranging from €100 for an entry level Standard Licence to €25,000 for a top of the range President Licence, these software licences also give the licence holder the option to forgo the aforementioned network services by submitting their Cycles back to the system in

exchange for newly-minted DasCoins, which are distributed directly from the DasCoin Blockchain into the associated WebWallet account.

Since its launch in June of 2016, the NetLeaders marketing organization has sold over 25,000 licences across more than 100 countries. Today, the NetLeaders network continues to grow at a rapid rate led and accelerated by the dedication and prowess of NetLeaders' Global Ambassadors and Leaders, a few of whom are featured in the following pages. ☀

## GLOBAL AMBASSADORS



**Paul McCarthy**

Over the years, Ireland native Paul McCarthy has gained quite a reputation for his trustworthiness and networking ability. Having previously worked with The Coca Cola Company before starting his own automobile repair business, Paul's experience with healthcare product provider Synergy Worldwide was what got him hooked to Multi-Level Marketing (MLM). "I fell in love with the industry. Not only is it lucrative but you can help people with real products that they can feel and experience for themselves," he recalls.

Initially, Paul was uncertain about DasCoin due to how different it was from Bitcoin. However, after a meeting with the founders outlining their vision of smart contracts and marketplace regulation, Paul realized that DasCoin had the two primary factors needed for success. "Finding something that excites people or makes people dream and look for a vision, is the most important thing. The second is honesty," he says. While Paul has also invested in Bitcoin, he feels that it will never be able to go mainstream due to the inherent lack of regulation. But with DasCoin's hybrid model, mass adoption is a real possibility. "For me, it is about the legacy, about the achievement. With DasCoin, we can be the first cryptocurrency in the world to go mainstream and create our own legacy."



**Mateusz Guzda**

Backed by more than six years of business mentoring, Polish investor Mateusz Guzda spent the last three years studying the cryptocurrency industry and firmly believes in its big future ahead. A prominent name in the world of leadership and cryptocurrency, Mateusz is best known for his work promoting Bitcoin, and more recently, DasCoin.

Appointed as a Global Ambassador for NetLeaders in November 2016, Mateusz now spends his time travelling around the world spreading word on the big opportunities the company offers. "The biggest challenge is to explain what cryptocurrencies really are, and their functions," he says. With hundreds of cryptocurrencies in existence, it can be quite easy to feel overwhelmed while entering the market. However, Mateusz is clear on what sets DasCoin apart. "Cryptocurrency needs to bring the world better solutions. DasCoin is the most capable cryptocurrency to solve problems people face within current money systems." With great people, great technology and great teamwork behind DasCoin, Mateusz feels that DasCoin will spread through to "businesses and customers who did not have anything in common with cryptocurrencies before." Set on his mission to educate the global population, Mateusz aims to help make DasCoin the most common and well-known cryptocurrency in the world.



## GLOBAL LEADERS

### Donnaya Sukanthawong

Be it property or green energy, Donnaya Sukanthawong is a seasoned businesswoman through and through. Originally from Thailand, Donnaya has resided in the UK for over 15 years and has quickly become a key player in NetLeaders' global markets. Having joined NetLeaders' ranks only a month after its June 2016 launch, Donnaya instantly won the trust of her prospects and immediately began building up a successful worldwide team to market NetLeaders licences.

Donnaya's passion stems from her own staunch belief in the business. "I first heard about DasCoin as it came highly recommended from a family friend, who is a multimillionaire financial consultant. I knew I had missed my chance with Bitcoin so I was very excited to hear about another cryptocurrency that stood out from the other hundreds in the market. What made me trust it the most was the core team and the high praise with which they came recommended to me."

Having been an integral part of the NetLeaders global marketing team, Donnaya is looking forward to what the future holds for NetLeaders and DasCoin. "There is still a long journey ahead and so much potential for growth. I see a bright future for DasCoin."



### Kancha Chora

Niranjan Gurung, better known as Kancha Chora, has been one of the top trainers and preeminent experts in the network marketing industry for over five years. Known for his leadership events, coaching programmes and private consulting, Kancha has helped introduce network marketing in places like UK, Vietnam, Poland, India, Sri Lanka, Thailand, Nepal and Malaysia. Now working full time for NetLeaders, he has built a team that has generated millions of dollars in worldwide sales as one of the top global leaders within the NetLeaders organization.

Kancha took to DasCoin after he learned of their implementation plans, smart contracts, DasPay, and most importantly, the lightning fast speed of their blockchain transactions. As one of the first leaders to join NetLeaders' ranks, he has been a part of every challenge and triumph of the network's growth. "Things were difficult when NetLeaders was in pre-launch phase and many of its plans were not implemented yet. But now I plan to travel around the world and meet new network leaders from different countries, educate them on DasCoin and keep expanding our growth," he shares.



### Paulo Martins

No stranger to either cryptocurrencies or MLM, Portugal resident Paulo Martins was not the easiest person to get on board the DasCoin team. Remembering his conversation with DasCoin CEO Michael Mathias, Paulo shares, "I told Michael there are more than 700 cryptocurrencies in existence – why do we need another one?" But a fruitful meeting in Thailand with Michael and other board members led to intriguing discussions of DasPay, smart contracts and other features that existing currencies could not compare to. After a number of follow-up meetings, Paulo was still skeptical, but convinced enough to get started. "I started with the €100 licence; soon I bought the €5,000 one, and then the €25,000."

Paulo now has multiple accounts which he uses to structure his marketing team. While his biggest market is China, he has also found success in Nigeria, India, Portugal, Spain, Peru, Colombia and Brazil. After sharing DasCoin's vision with thousands of people, Paulo is very aware of the challenges but confident about the product and the opportunity. "People are scared of network marketing and some people think all network marketing is a scam. We need to be extra careful and work around that by remaining patient and constantly educating people."

## GLOBAL LEADERS



### Nguyen Ngoc Minh

Nguyen Ngoc Minh (Tony) is the Co-Founder and CEO of Dai Hung Thinh Corporations, a property and finance company based in Vietnam; but of late has devoted 80% of his time to promoting DasCoin. Initially introduced by Kancha Chora, Tony met the DasCoin founding team in Malaysia and was instantly struck by their vision. However, the journey of spreading this vision to prospective licensees was not an easy one. As Tony shares, "The most difficult part was that since so many altcoins already exist, bad products and inefficient training have left a bad taste in people's mouths. We have to work very hard to build their trust."

Tony's hard work paid off as he rose to being one of NetLeaders' top Global Leaders in just six months. With the minting process now in motion, it appears that his job may have just gotten easier. "The launch of DasCoin's Blockchain, minting and WebWallet in Zurich was a momentous event. It has opened a new chapter in history for smartphone payment technologies and has instilled even more trust in our customers for the future and vision of DasCoin," he noted.

### Dee Sachith

CEO of Private Asset Management Company, Zenturer Capital, Dee Sachith has been developing business for NetLeaders on a part-time basis while also running his own Digital Currency Investment Fund. "I am not someone who is really new to digital currencies," Dee reveals, "I have been trading in markets from 2008 and bought my first Bitcoin in 2013 when it was trading around \$128. It was not a difficult task for me to realize the value of DasCoin and after doing my due diligence, it is clear they are determined to deliver something truly amazing."

As one NetLeaders' leading network advocates, Dee believes the secret behind this is his understanding of network marketing fundamentals. As he explains, "I will always remember US President Donald Trump's advice on network marketing in the book *Why We Want You to Be Rich*: Make sure the product is worth your energy. I believe DasCoin is worth all of our energy. That is why I choose to be a part of it."



### Fraser Douther

Before entering the world of sales, training and development, Fraser Douther served seven years in the military followed by 16 years in the UK police force. Having been recently introduced to the cryptocurrency space and DasCoin, Fraser flew to Serbia to meet the team. "Having the ability to meet the people at the helm of DasCoin was a major turning point in my decision process. It was at the stage that my commitment and belief in DasCoin's business model rose to 100%," he shares.

Fraser began by remotely conducting webinars, training calls, leader calls and one-on-one conversations. Now he travels the world to build his network. He is also heavily involved with the Nigerian team whom he is helping to expand. Fraser explains, "In just a few short weeks, the Nigerian team has risen from zero to 9th position in NetLeaders' global standings, I feel certain that Africa can stamp its authority within the realm of DasCoin to become one of the global leaders."



### Sandesh Mainkar

When one of the leaders of NetLeaders' India marketing team, Sandesh Mainkar first heard about DasCoin, India had just undergone a major demonetization drive. "Our Prime Minister had just announced moving towards a digital, cashless India and a lot of Indians were wondering how this could be done." This is when fellow Global Leaders Harvinder Singh Ayedee and Tomer Raunak introduced Sandesh to the world of cryptocurrency and DasCoin. However, since they are based in the UK, India's market is primarily in Sandesh's care.

Taking his thoughts on implementing DasCoin in a larger context, Sandesh and the India team have been in conversations with receptive State Governors. "We offered the Governor of Sikkim, Srinivas Patel, a state-level solution of putting agricultural produce, organic farming and land registry on the blockchain. We are working with the DasCoin team to submit a proposal on this." With many more such collaborative plans in place, Sandesh aims to take DasCoin into every district within India – and beyond.



### Hubert Celaire

Previously a senior financial advisor at Aegon Bank, Netherlands, Hubert Celaire is a scholar of multiple disciplines including taxes, inheritance law and financial law. Leaving behind the demands of the financial world to pursue new digital possibilities, Hubert believes that global economies are simply waiting for a new opportunity like DasCoin to open up. "There is a market out there that has had enough of traditional systems. They are looking for something that gives them the ability and opportunity to operate outside of the existing system, so they can have multiple options instead of depending only on one."

Having seen rapid success in the Netherlands, Hubert now plans to make recruitment easier for himself and his partners by creating a system that works for itself. "We have people translating material from English to Dutch and I am writing an etiquette education plan that will train newcomers on how to identify and approach prospective licensees."

### Grzegorz Furmann and Jakub Dratwa

Beginning on the network marketing path was not easy for leading Polish Advocates Grzegorz Furmann and Jakub Dratwa. Faced with much resistance from family and friends for their career path, the duo pushed through with sheer hard work to break the glass ceiling to success. Having seen many other companies who were just riding on Bitcoin's success, Grzegorz and Jakub were thorough in their due diligence on DasCoin. "When we check a company we do not rely on internet opinions but get information right at the source. That is why we met the DasCoin executive team in Belgrade last year, following which we had no doubt that this is not a scam but a real, powerful project," Grzegorz shares.

With the Polish population being very well informed on cryptocurrencies and blockchain technologies, DasCoin's value found rapid popularity and the country quickly rose to become NetLeaders' number one market. As Grzegorz explains, "There is a huge difference between a marketing company masquerading as a cryptocurrency and a real cryptocurrency that has very strong blockchain technology and world renowned partners like Bluzelle, Carta and St Luke's. Thanks to all of this, there is no doubt that DasCoin is on its way to becoming the first cryptocurrency to gain mainstream acceptance all over the world."



(L to R) Grzegorz Furmann and Jakub Dratwa.

# DASCOIN TURNS ON ITS BLOCKCHAIN

Date 31 March 2017

Venue Renaissance Zurich Tower Hotel & The Dolder Grand



**M**arking a momentous time for the cryptocurrency industry, MillionaireAsia was pleased to be given exclusive media access to cover the official launch of DasCoin's Blockchain and witness the start of its minting. Close to 300 delegates, including partners and leaders signed up to be part of this historic series of events.

Spanning two days, the launch event started with a cocktail reception followed by a full day of presentations and an evening black-tie gala celebration. The event covered a number of important new announcements, policies and achievements, including the introduction of new board members, digital authentication measures, appointment of corporate governance representatives and significant updates from the founders. Heads of DasCoin's technology partners Carta Worldwide and Bluzelle Networks were also present and addressed how they would be assisting DasCoin with mobile payments and smart contracts respectively. Expert brand strategist, St Luke's, have also been taken on board to sharpen DasCoin's communication and branding.

Finally, the DasCoin leadership team was assembled on stage at the black-tie gala, and the countdown began to launch the DasCoin Blockchain. As the countdown concluded, eight

keys were simultaneously turned by members of the leadership team and nominee board of directors, completing a circuit that triggered the generation of a DasCoin hologram and officially launched the DasCoin Blockchain. With this launch comes the commencement of DasCoin's minting, or the process of converting stored computer network capacity into stored value or DasCoins.

The DasCoin Blockchain is built on a network that forms the backbone of a wider ecosystem, which includes WebWallet, NetLeaders and DasFinancial. This ecosystem, along with the permissioned blockchain on which the currency operates, is unique to DasCoin. Both have been developed with an emphasis on security, performance, scalability and accountability.

DasCoin's aim is to provide a sound-money alternative to the eroding value of the Euro, US dollar and other fiat currencies that is useful for both online and offline transactions. This launch was a giant step forward to this goal, as Michael summarized when he said, "This is a monumental milestone for DasCoin and marks the official start of what will be the first cryptocurrency to become embraced by the mainstream."



The event began with a cocktail session on Thursday 30 March.



Lim Soon Hock, Dr Eberhard Wedekind and K C See.



Michael Mathias, CEO of DasCoin, gave an overview of the DasCoin White Paper.



Nominee Board Member Lim Soon Hock spoke about the 'Internet of Trust'.



Director of CL Singapore, John Pretto opened the morning session with an overview of NetLeaders' progress since its start in June 2016.



Executive Chairman of DasFinancial, Terry O'Hearn began the afternoon session with an overview of authenticated networks.



George Sarcevich, the Director of WebWallet, provided a summary of the WebWallet digital wallet system.



CEO of Carta Worldwide, Brian Semkiw provided an overview of his company's collaboration on the DasPay payment solution.



Neil Henderson, CEO, and Dan Hulse, Chief Strategy Officer, introduced their firm, St Luke's, one of the UK's top branding consultancies.



NetLeaders Advocates mingling during the lunch break.



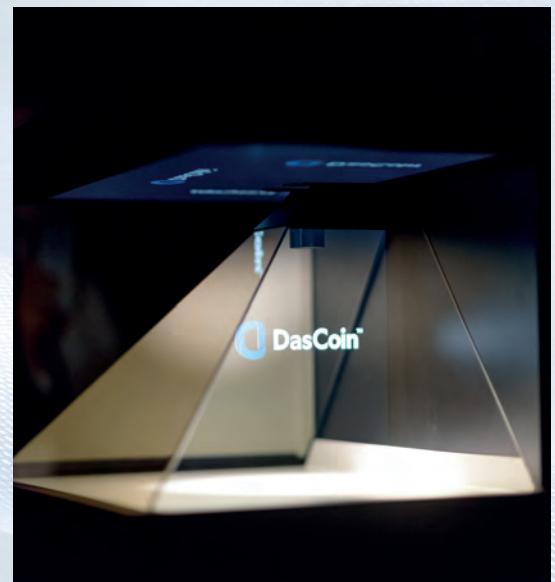
The turning of the eight keys that together launched the DasCoin Blockchain.



The event concluded with a masquerade themed black-tie gala.



Representatives from Poland, NetLeaders' top-selling marketing team.



The DasCoin hologram appears.



The Minting of DasCoin begins.



NetLeaders' Global Leaders share remarks with the audience.

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And so it begins...

