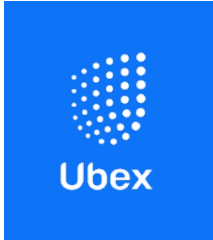




Ubex



UBEX TOKEN ECONOMICS



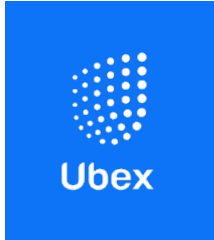
UBEX TOKEN ECONOMICS

The Ubex team will generate an ERC-20 standard UBEX TOKEN (UBEX) via an Ethereum Smart Contract. All wallets supporting Ether, including MyEtherWallet, MetaMask, Parity, Mist, imToken and the Ethereum Wallet support ERC-20 compliant tokens.

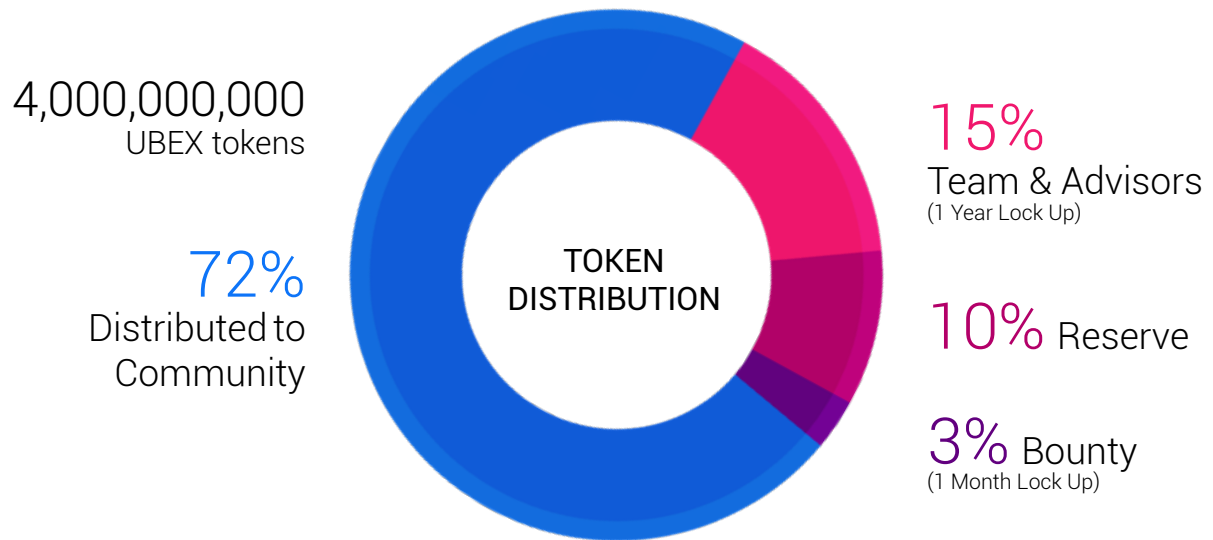
Smart contracts for all token sales will undergo independent third party audits from credible companies before launch to ensure the security and integrity of the code.

The UBEX Token is not a security token. Based on the conclusion of our legal partner, UBEX Tokens are determined to be payment (utility-tokens) currently used in the <https://app.ubex.com> application as a unit of calculation between advertisers and publishers for advertising services rendered.

Full compliance with SEC and FINMA is observed. Ubex AI AG is registered in Switzerland. The company's headquarters are located at Crypto Valley Labs "The Block", Dammstrasse 16, 6300 Zug, Switzerland.



UBEX Token Details



72% of the Tokens will be allocated for the Token Sale and will be distributed to the Community.

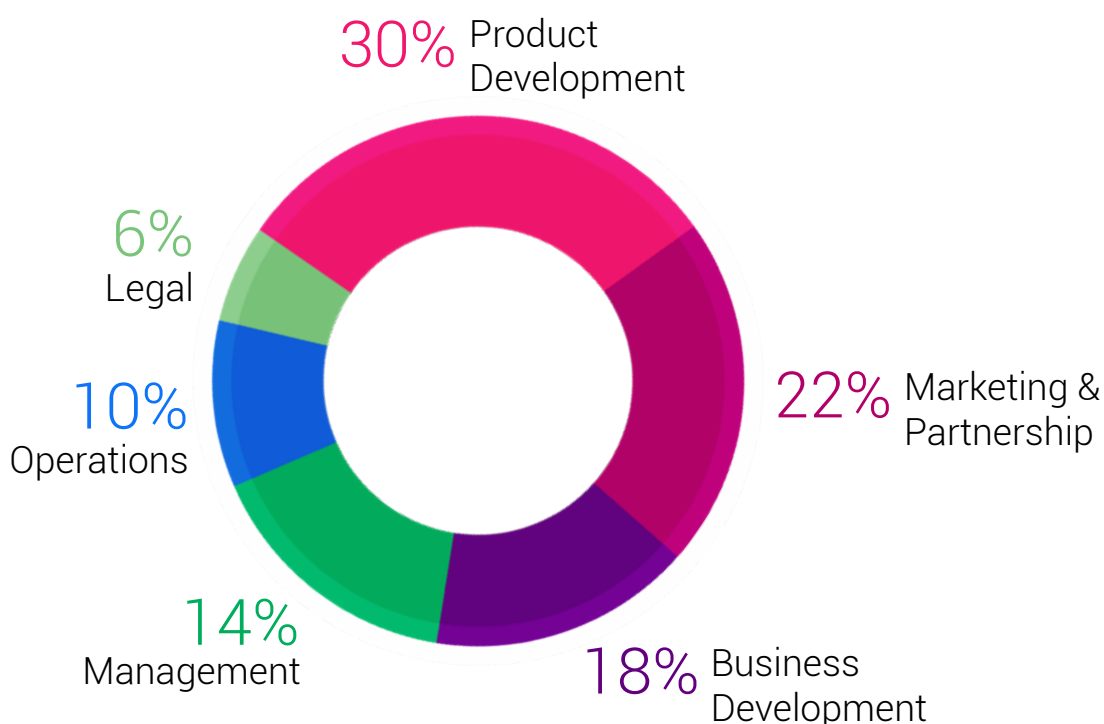
15% of the Tokens will be allocated for the Team and Advisors with a 12 month lock period.

10% of the Tokens will be allocated for the Reserve and will gradually be used for project development, including transactions with partners.

3% of the Tokens will be allocated for the Bounty Campaign as rewards for Bounty participants, as well as for marketing expenses, miscellaneous costs associated with the Token Sale, AirDrop campaign expenses, and Referral Program payouts.

NEW TOKEN EMISSIONS: UNAVAILABLE

Funds allocation

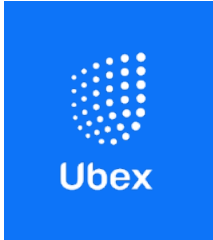


Product Development - 30%

Expenses for the development of the core of the exchange based on of neural networks, organization and maintenance of the infrastructure for collecting, processing and delivering visitor statistics between all platform micro services, developing applications for the advertiser and publisher.

Marketing & Partnerships - 22%

Expenses for attracting advertisers to the exchange, motivating publishers to participate in the project. Establishment of partnerships with data providers and other partners. Participation and holding of professional conferences. Support for the community of token holders and traders.



Business Development - 18%

Participation in professional associations, direct sales teams in key geographies. Development of regional pools of clients.

Management - 14%

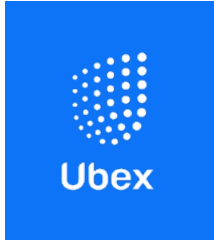
Management of all business activities, hiring and maintaining of a world-class professional team. Relationships with crypto exchanges and support fees.

Operations - 10%

Development of a back-office to support operational activities, contracting, customer support and payment processing. This includes current costs for office space rent, telecommunications and other miscellaneous expenses.

Legal - 6%

Establishment of a legal structure of the company, legal documentation for potential changes in legislation related to cryptocurrencies, legal support of ongoing operational, marketing and business development activities.



Token Sale Parameters

Dates: 05/21/2018 14:00GMT - 09/30/2018 14:00GMT

Token Standard: Ethereum ERC20

Soft Cap: 4,000 ETH

Hard Cap: 28,800 ETH

Cost of 1 UBEX Token: 0.00001 ETH

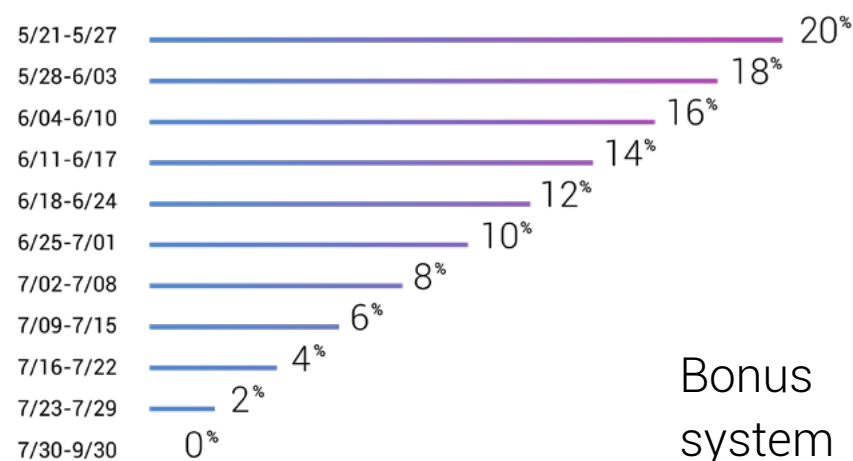
Min/Max Personal Cap: 0.01 ETH (or equivalent) / no limit

Purchase methods accepted: BTC, ETH, LTC

Whitelist: no

Presale or Private Sale: not held

Know Your Customer (KYC): yes. To receive the acquired UBEX Tokens onto personal Ethereum wallets, every participant must provide their personal information at any time starting from the first day of the Ubex Token Sale.



UNSOLD TOKENS WILL BE BURNED.

The smart contract does not allow for the issuance of additional tokens.

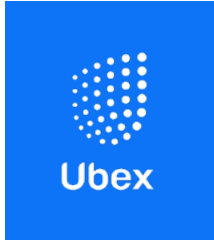
To participate in the Token Sale, please register at <https://tokensale.ubex.com>

ATTENTION. Citizens and residents of the USA, Iran and North Korea are not allowed to participate.

UBEX TOKEN FUNCTION

The UBEX token will act as a payment unit on the Ubex platform. The need for a token is based on the need to credit funds from advertisers' accounts for the displays of advertising materials that they have bought. Basic cryptocurrencies do not allow crediting of funds from third party accounts even if one has permission from the third parties. The token allows for setting quotas (allowance) to a specific address within which the owner of the address can use the funds available on the account. Crediting is possible only on condition that the account holder has established the size of the quota and only from the address to which the quota is issued, otherwise the funds cannot be credited.

In addition, as mentioned in the previous section, the Ubex platform will enable owners of websites providing statistical data for training of the system core to receive UBEX Tokens as a reward for their actions (analogous to mining). 5% of the income from all Ubex transactions will be distributed to the data providers. Using a proprietary token allows writing a smart contract that allows such actions. The use of cryptocurrency directly does not provide such opportunities. We call this function Ubex Data Mining (UDM).



PURCHASER ELIGIBILITY & KYC / AML COMPLIANCE

All rounds will strictly follow KYC (Know your customer) and AML (Anti-Money Laundering) policy.

The participants' personal information and identity proofs are then computed and compared to a legal database.

UBEX Tokens are the only currency used on the platform.

UBEX Tokens do not represent company shares or give rights to revenue sharing.

From the token economics point of view, the UBEX Token is a payment token, therefore there is no guarantee of future value of the UBEX Token.

01 Limited issuance of tokens

The total number of issued tokens is 4 billion UBEX, the release of new tokens is made impossible by the smart contract.

All unsold tokens will be burned. The team and the advisors have their tokens locked for a period of 12 months.

02 Consistent demand growth

UBEX Tokens are used by advertisers to pay publishers. As this groundbreaking program expands into new geographies, it will lead to a surge in the number of advertisers that will, in turn, be translated into demand growth for the token.

03 Financial model involving the burning of tokens

Every quarter, we will use 20% of our proceeds from transaction commissions to buy back UBEX Tokens and destroy them, until 50% of all UBEX Tokens are taken out of circulation. This approach creates a scarcity of token supply.

04 Full compliance with SEC and FINMA

UBEX is a payment token used within an operational application. As such, the UBEX Token will be in high demand on leading exchanges that comply with the regulations of the Securities and Exchange Commission (SEC) and the Swiss Financial Market Supervisory Authority (FINMA).

05 No Presale or Private Sale

We have not yet conducted a Presale or a Private Sale. We have consciously refrained from conducting these early rounds of selling tokens that would result in a distribution of priority rights and significant bonuses and discounts. Instead, we offer equal terms to all Token Sale participants, which will lead to a more stable token rate when listing on crypto exchanges.