



WHITEPAPER

eMarketChain - no middleman, no fees

e-commerce marketplace + technology, where you can buy and sell products **paying 0% commission** to middlemen



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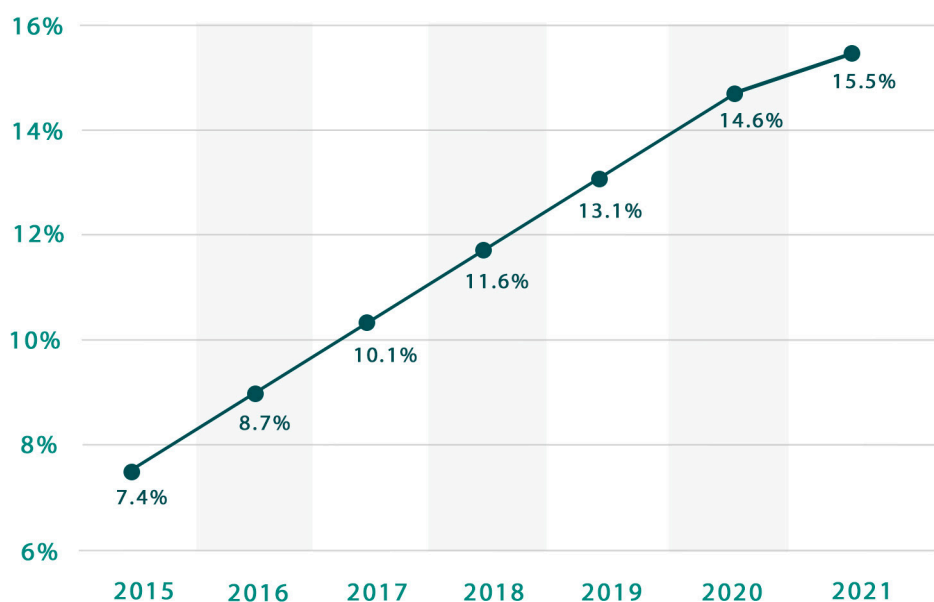
1. Current Situation

1.1 Introduction

After the burst of the dotcom bubble, few people thought that the concept of ecommerce could become a reality and could be adopted at a large scale. The overwhelming majority of people thought that the Internet was only a “fad” and that running a business solely online would be too risky and unprofitable.

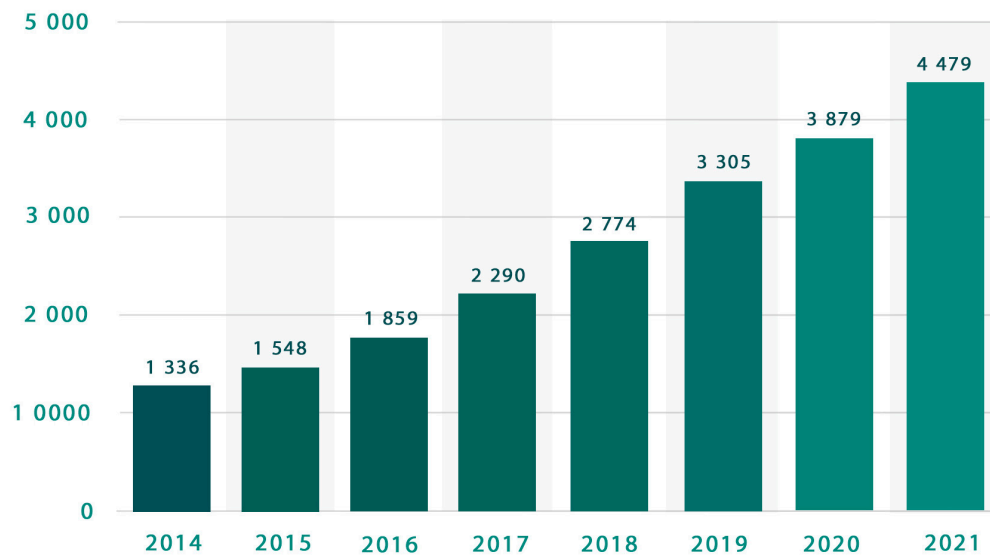
Fast forward 15 years, and we see that ecommerce in 2017 has more than 10% of total global retail sales worldwide, with forecasts predicting that the number will rise up to 15.5% by 2021. Keeping this in mind, the current boom of digital development in the Asia Pacific region and the chain reaction that led Indonesia, India and China to become the fastest growing online retail markets, comes as no surprise.

E-commerce share of total global retail sales from 2015 to 2021



In 2017, retail ecommerce sales worldwide amounted to a whopping 2.29 trillion USD. This trend is expected to continue in the future, with projections of revenue growth to 4.48 trillion USD by 2021.

Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



All this goes to show that ecommerce is here to stay. Not only that, but ecommerce is slowly, but surely, overtaking the conventional form of retail. When you think about it, it really makes sense – nowadays everyone owns some kind of device with access to the Internet, be it a smartphone or laptop. Having access to the global network gives consumers a greater range of opportunities – they are no longer restricted to physical retail stores only available within their geographical region. Recent statistics show that 51% of European citizens not only prefer to shop online, but 80% of them have made a purchase online in the past month alone.

When seeing a product in-store, how often have you asked yourself: “I wonder if I can find it cheaper online?”

The speed and popularity of online shopping give us reasons to believe that at some point in the future physical stores will cease to exist, at least in the form that we know today.

Although customers like the thrill of in-store shopping and the feeling of touching the product, latest statistics show that more than 50% of Europe, North America and Asia prefer online shopping, mainly because of the numerous opportunities and choices that it gives you:

- you can visit all the stores you like in a single day;
- you can find the best deals on the Internet or subscribe to receive notifications for such;
- and, most importantly, you save time by skipping the annoying

lines and crowded shopping malls at the weekends. Thanks to the Internet eCommerce platforms saw an opportunity to create user-friendly online stores, which charged commissions to both merchants and buyers. Sellers became more effective in marketing their products at these centralized eCommerce sites.

Today the commissions that the online stores charge range from 10% to as high as 15%. And because the end user (regardless whether it is the buyer or the merchandiser) makes payments directly, a payment processor is also required to handle the transaction, which, at the end of the buying process, charges an additional 3%.

This way merchandisers are obliged to pay commission to the eCommerce platform owners, sellers lose a large percentage of their profits and buyers buy more expensive products. Because of the middle man and this commissions-per-transaction model, which typically reaches 10-15%, we witness a drastic rise in prices of products online.

For more than 15 years, the online shopping industry has not advanced significantly in terms of eCommerce platforms and user behavior. Several companies have seized this as an opportunity to become multi-billion dollar monopolies. Their role as the middleman is to present you with a product listing and forward you the merchandisers' advertisements.

Take a look at one the largest online stores commissions list:

- Amazon - around 14%
- Aliexpress - the commission ranges from 5% to 8% of the transaction value. However, Aliexpress also charges a fixed \$1500 + store fee to start or change the store on the platform
- Walmart - around 15%
- Ebay - around 12%

And when we add the commissions that the payment providers charge, the percentage paid to 3rd parties can easily go up to 18%.

The numbers speak for themselves. Our goal as a team is only to point

out the obvious truth: the services that the big online stores are offering were a revolutionary 15 years ago. Here at eMarketChain, we believe that in 2018 a new revolution is much needed.

The eMarketChain technology uses shared ledger information through a peer-to-peer network that validates information almost instantly. The exchange of data is extremely affordable, the security unparalleled. The validity of information is unquestionable due to the underlying blockchain technology, where the same piece of information is stored in millions of computers.

This technology was not available 15 years ago. The beauty of the cryptocurrency market is that competition does not necessarily come from its own market. eMarketChain's competitors are not the primary service providers in the \$2 Trillion online shopping eCommerce industry. This middlemen class eats into this revenue through heavy marketing and advertising campaigns. Their models have been criticised as "not reliable" in terms of pricing by consumer watchdogs such as the inter-country European Consumer Centres.

A study conducted by that body in late 2015 found that prices presented by those in the online marketing industry were often not those the consumer ended up paying. Often additional hidden charges were sneaked in by the online stores after the rigmarole of entering contact and credit details. The body also noted how promoted special offers were often not available at the time of purchase. What advantage does eMarketChain have over such stealth commercialism?

Utilizing blockchain as a foundation technology, eMarketChain aims to catch up and eventually outrun current market leaders – providing an unprecedented advantage for all end customers.

The transparency offered by the eMarketChain environment allows the user to see what he/she is being charged, immediately. The process will look completely identical – with the same WYSIWYG functionality, one-click optimization, and other details, as would be expected in the more conventional virtual space. Via eMarketChain, you will be able to choose from a list of category products, vouchers or even services.

Our solution eliminates any unexpected charges. This way the user won't receive any such sudden add-ons. The underlying blockchain technology simply does not make it possible. The networked, democratic, peer-to-peer-like nature of the cryptocurrency world can be fully exploited by eMarcketChain for the benefit of its users.

1.2 Problems of the current ecommerce

The steady increase of ecommerce businesses goes to show that the online shopping experience has been improving throughout the years. ecommerce companies are spending millions of dollars to research and understand how the experience of the customers can be improved – from number of clicks needed before the purchase has been finalized, to the background color and overall UI design of the online store. These type of researchers have proven to be very successful.

Despite this there are elements in the online shopping experience that have not changed since the beginning of ecommerce mass adoption. This key element is the payment.

Whenever a customer pays in an ecommerce website, around 15% of the price that he is paying is actually different types of fees and commissions, gathered by all the different parties involved in the whole transaction process.

Before going into the specific fees, it is important to acknowledge the number of parties that are actually involved in a typical scenario of buying items online:

The Customer

In the very beginning of the flow there's the customer, the person who wishes to transfer value in the form of money in exchange for goods.

The Merchant / Business

On the opposite side there is the business or the individual merchant - the party which offers goods.

The Middleman

There is a link between the customer and the merchant - the

marketplace. Some of the biggest companies nowadays (such as Amazon and eBay) offer this as a service to both of those parties - creating an environment where merchants can list their offerings, and customers can browse and select offerings to buy.

By now we have established the three main entities in the usual workflow of an ecommerce shopping scenario - the customer, the merchant and the platform marketplace which links them. However, beneath the surface, there are other parties involved which verify and carry out the transaction process for each payment.

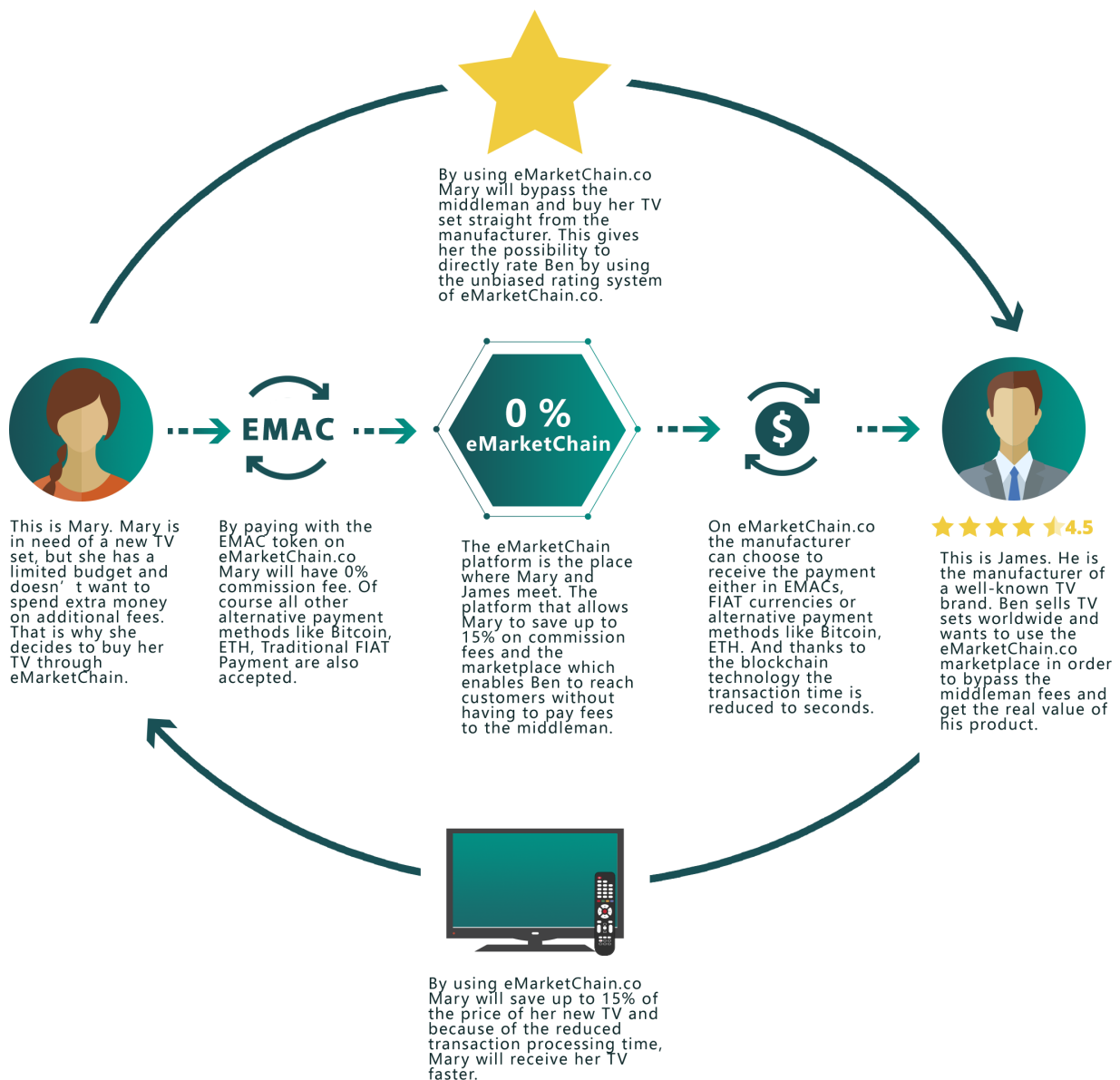
The Flow

Usually the flow when buying goods online is as follows:

The customer fills up his online shopping cart with the items he wishes to buy and proceeds to the “Checkout”. Upon “Checkout”, the customer enters the Payment Gateway (a mechanism that authorizes credit card or direct payments for e-businesses and online retailers) and enters his credit card details.

The Payment Gateway forwards the transaction information to the Payment Processor (a third party company appointed by the merchant to handle the payment processing) of the merchants acquiring bank. The payment processor forwards the received transaction information to the Card Association (Visa/MasterCard/American Express), which routes the transaction to the correct Card Issuing Bank.

The Card Issuing Bank receives the request, validates the credit or debit available and sends a response to the processor. The processor afterwards forwards the authorization response to the Payment Gateway. It receives the response and forwards it to the website. The acquiring bank makes a settlement request for the credit card issuer. The credit card issuer makes a payment to the acquiring bank. And finally the acquiring bank then deposits the approved funds into the merchant’s nominated account.



As you can see, in reality the number of parties involved in a simple online purchase is far greater than what is visible to the customer. And with all these parties, come the two main problems of ecommerce - fees and transaction time.

Fees

At the starting point there is a fee for the validation and execution of a transaction. This is something that cannot be avoided. Reason being that there is a third party involved. This is due to the nature of how payments currently work - it is required to validate that a transaction can in fact be made. Each passing of credit card information from one entity to another, is associated with a small fee. Summing all of them the fees end up with an average of 3%. That means that 3% of the money that a customer spends on an item are lost during the transaction.

On top of that, ecommerce marketplaces add their own fees, usually between 10% and 15%.

And if we sum those numbers up, it turns out that on average the customer pays around 15% only on fees. If a product is listed at \$1000 on a marketplace, \$100 - \$150 of that amount will be spend solely on fees. Merchants may be charged with additional fees if they list more than a given number of items per month.

And more often than not, the end customer is not even aware that such a substantial amount of their payment is not actually involved in the value of the product or service they buy, but rather in commissions and fees.

The commission range % of the transaction value



Transaction Time

The other main issue of ecommerce is the transaction period. From the perspective of the customer, once he inputs his credit card details, he is all set. However, it's not as simple for the merchant. Going through the whole validation and transaction process mentioned above could lead up to a waiting time of days, if not weeks. This could be quite inconvenient, especially for small businesses that rely on the money that they make via the ecommerce market platforms.

2. EMAC

With eMarketChain.co, we aim to solve the problems described above. The rise of blockchain technology in recent years, gives us an opportunity to completely rethink the current payment model used by online stores.

Our goal is to reduce prices for consumers and increase the profit of merchants. This can only be done by effectively eliminating the middlemen and the payment processing entities, and instead adopt a decentralized approach for transactions and payments between the parties involved.

2.1 Shop

eMarketChain.co will be the official marketplace provided by eMarketChain. With an intuitive, user-friendly design, we aim to create a platform where:

- customers can easily find the goods they are interested in;
- merchants will have the ability to instantly list the items that they offer.

The platform is tailored for both business-to-consumer (B to C) and consumer-to-consumer (C to C) sales. This means that both large-scale companies, and small businesses or individuals creating goods by themselves, will have a place where to offer their products.

The aim of adapting eMarketChain to fit both above-mentioned models has to do with our desire to have a broad range of available goods from which users will be able to easily browse through the different categories of goods, both via web and mobile applications for the major mobile platforms.

Naturally, with the rise of a new ecommerce platform, the question of trust and rating comes along. In eMarketChain.co, customers completing a purchase will have the opportunity to give a rating to the merchant or the item that was purchased, as well as a general review. We aim to create a stable marketplace and community, where people need not worry about potential fraud.

eMarketChain.co will focus on creating a payment environment that is more straightforward, faster and cheaper than what is currently the norm in such platforms. With the rise of blockchain technology and the notion of decentralization, we can create an alternative to the payment methods used nowadays. The benefits of such a solution are going to be felt by both customers and merchants.

Focusing on decentralization, our main method for payment shall be via our very own EMAC Token. Using this method, there will not be any commission fees for the parties involved. Thus, customers can expect to save up to 15% per purchase, as compared to regular platforms. This decrease in price will naturally increase the purchasing power of the user, allowing them to save money and/or use that amount on additional purchases.

Here is an example: if buy goods for \$1000 in a standard existing marketplace, on average, \$150 will be in the form of fees. Imagine if customers could save these \$150, instead of giving them away in fees. They could either save a substantial amount of money per purchase, or they could use the saved amount to buy additional goods.

Adopting this decentralized model means that the payment workflow will be completely transparent and available to anyone interested, as opposed to the norm nowadays where companies hide the fees associated with the purchase, leaving the average user believing the value of what they are buying is higher than it actually is.

The benefits for merchants are also evident. They will no longer have to deal with fees associated with each incoming transaction. And by adopting a decentralized payment model the speed of transaction will greatly increase. If before merchants had to wait days, if not weeks,

to receive the payment for a purchase of their products, now the transaction speed will be reduced to minutes. Finally, merchants will be able to list as many items as they want, without having to pay after reaching a certain threshold - a limitation that exists in a lot of the standard ecommerce market platforms.

Of course, fully adopting such a model takes time. This is why we will implement alternative payment methods within eMarketChain.co. Our goal is to allow users (both customers and merchants) to benefit fully by using our EMAC tokens. Yet we wouldn't want to hamper people by enforcing solely this type of payment. That is why we will be implementing the option for customers to buy goods also with:

- BTC;
- ETH;
- Traditional Fiat Payment.

Each of the above-mentioned alternatives will not benefit fully from the 0% commission fee, introduced with EMAC. For BTC and ETH, the fees that need to be paid are determined by the implementation of the respective cryptocurrency. Fiat purchases, respectively, will operate with the standard fees associated with them.

2.2 Token

EMAC TOKEN Overall Campaign:

Project Description:	eMarketChain is an innovative blockchain powered ecommerce marketplace + technology, where you can buy and sell products without paying any commissions to the middlemen
Token Symbol:	EMAC
Token Background:	EMAC is built as an ERC20 token on the Ethereum blockchain based on https://openzeppelin.org/ project.

Smart Contract Information

You can find our smart contract at:

<https://github.com/eMarketChain/EMAC>

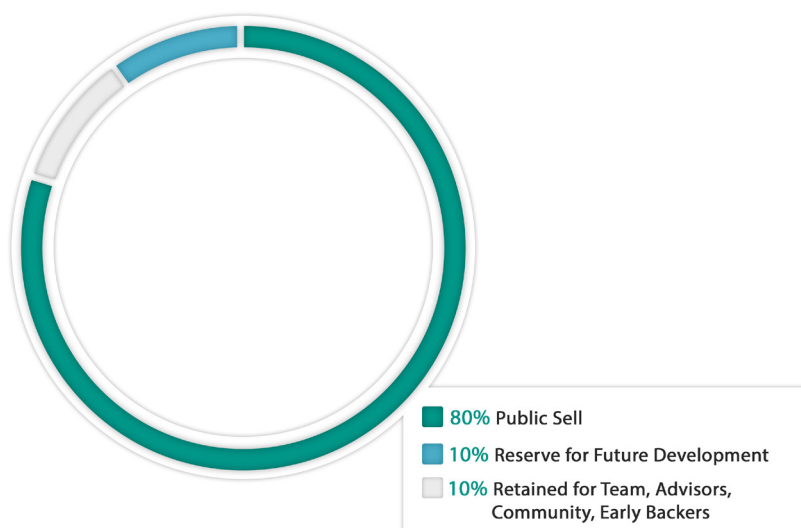
The smart contract is characterized with complete pre-definition that ensures all possible scenarios are specifically programmed from the beginning until the end. This means:

- the Smart Contract operator will generate **454,000,000 EMAC tokens** and at the end of the main sale, all unsold tokens will be destroyed;
- the Smart Contract operator can not modify the price at his own will;
- all exchange rates are predefined and can not be modified manually;
- this architecture provides full transparency, predictability and oversupply protection for all participants.

The Smart Contract can be publicly verified at the following address:

<https://etherscan.io/token/0xA6015fcAA9fb45A7C6ae802fc5Ba834aee3eED33>

TOKEN ALLOCATION



3. Business Model

With eMarketChain.co, we aim to create an experience for users that is completely free. That means that neither customers, nor merchants, will have to pay any commissions or registration fees. Instead, we will introduce two types of business-models, that have in recent years proved to be extremely successful in multiple different industries, all at the same time leaving the users with the choice of whether they would like to use the paid features associated with them, or not. In short, the above-listed models are completely optional and users will not lose any main functionality and options provided by eMarketChain.co, when using the system for free.

Naturally, providing payment models within eMarketChain will bring the question of trust and honesty - will paying or subscribing increase the reviews/ratings of the merchants? The answer is no. These paid features will not, in any way, affect the ratings and reviews of products and merchants. We aim to create a healthy and stable community. As such, having an unbiased rating system is one of our top priorities. Payments will benefit merchants with additional information in the form of analytics dashboards, bump in the position of their listings when customers browse, as well as additional subscription-based features. However, no one can pay to increase their ratings or to receive positive reviews.

3.1 Freemium

As mentioned before, every user of eMarketChain can use the platform completely free – no matter whether customer or merchant.

However, with our freemium model, we give the opportunity for merchants to get more out of eMarketChain.co. With additional payments, they will be able to increase the visibility of the product(s) they have listed. This will be done by bumping their listings higher in the search results of customers. Having this increase in visibility will help

merchants to gain more exposure, and thus, potentially increase the amount of sales they make substantially.

Additionally, custom dashboards and analytics will be available, with the goal of optimizing search utilization, understanding things like how users end up looking at your listings, at what time during the day is the highest interest. These are just few of the examples of what will be possible. It is no coincidence that we live in the age of "Big data" - the more information you have in regards to consumer behavior (especially related to the goods you offer) the more power you have to see how you can optimize you listings and devise the best approach for your niche.

3.2 Subscription-based

Our second approach - the subscription-based model, is aimed solely for merchants. Upon subscribing they shall receive the following benefits:

- promotion of their goods with better quality pictures compressed automatically by the eMarketChain platform, along with a broader suggestion engine for the items or services they are offering;
- weekly suggestions on how to improve their advertisements, provided by our dedicated marketing specialists;
- similar to the freemium approach, the possibility to list their offers higher in the results shown to customers.

The subscription fee per month is fixed and will be between 19\$ - 49\$ depending on the chosen package.

A simple calculation shows that a merchandiser who generates \$10 000 per month in revenue and pays 15% commission on that revenue, ends up paying \$1500 fees to a service provider that does not have any specific added value other than being the middleman and traffic aggregator. Because traffic is driven to a large extent by the lowest offered price, it results in a closed loop. If the same merchant pays \$49 in the form of a monthly subscription fee, and we assume that he can receive the same amount of traffic, with much better photo quality,

along with taking into consideration the benefits of improving their advertisements via our marketing specialists - he will save \$1451 of that fee.

Thus, the merchant has the choice to either lower his price and receive similar profit margins while being more price competitive, or instead push the price up while still staying below the high commission rates he pays today, thus acquiring higher profits.

4. ICO

To be able to successfully carry out this project, funding is required. For this reason we shall hold out an ICO, during which people interested in our platform can buy EMAC tokens at the best conditions, while at the same time helping us to continue forward.

We will launch our token sale on a 2nd round model and by following the best established practice in terms of security and transparency.

Target Raise: 18,000 ETH

Hard Cap: 32,000 ETH

Scheduled Start: 14:00 GMT on 15th of April 2018

Planned End: 14:00 GMT on 29th of May 2018

Pre-sale will begin on the 15th April at 14:00 GMT. The Main Sale Event will begin on the 29th April at 14:00 GMT. EMAC tokens will be created exclusively through a smart contract, and the token sale itself has a total hard cap amount equivalent to 32,000 ETH. The unsold tokens will be destroyed at the end of the event.

EMAC tokens will instantly be sent to buyers' wallets at the time of receiving of Ethereum, and they can use it on the eMarketChain marketplace to buy or sell products after the 1Q of 2019. The alpha version of the marketplace can be accessed on the following address:
<https://eMarketChain.co/emarket/>

The smart contract will exchange ETH into EMAC according to the current exchange rate and will immediately transfer it back to the address from which the ETH was sent. The transfer will happen directly between the smart contract and the private/personal wallet of each

participant.

The smart contract does not allow manual change of the price, or any other variables. The smart contract state (change from pre-sale to main event), finalization/end of tokensale and the exchange rates are all pre-coded.

The features bellow are to ensure users have maximum security, instant exchange of the EMAC and full control on their tokens during the exchange process.

- Instant conversion of ETH into EMAC and instant distribution back to the wallet from where the ETH has been sent (upon processing of the transaction on the Ethereum blockchain);
- Participants will use their own wallets instead of creating a wallet on our website. We recommend using MyEtherWallet.com for the purchase process. You can check our tutorials on the following address: <https://emarketchain.co/how-to-participate/>

During the presale, 1 ETH will be worth 12,000 EMAC

During the main sale the prices will be slightly different, depending on the time of purchase and/or the amount of coins available left:

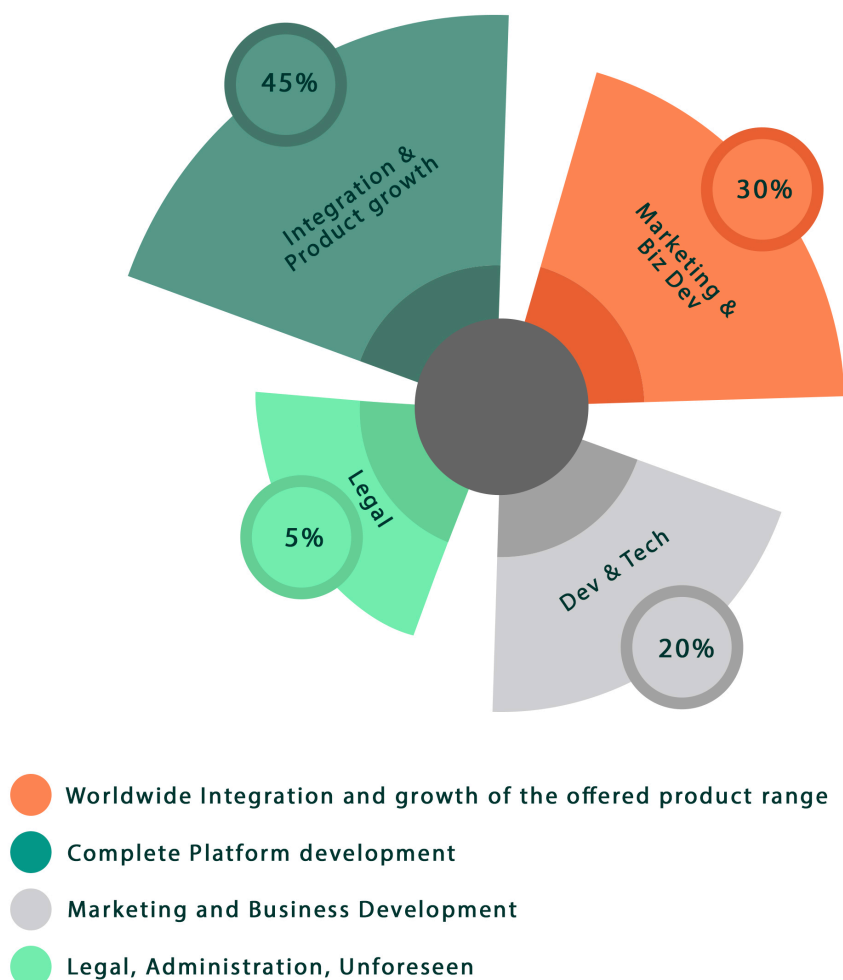
For the first 10,000 ETH, a single ETH will grant 11,500 EMAC tokens. If we reach between 10,001 and 20,000 ETH, a single ETH will grant 11,000 EMAC tokens. For next milestone - 20,001 to 30,000 ETH, a single ETH will grant 10,500 EMAC tokens. And finally, between 30,001 and 32,000 ETH, a single ETH will grant 10,000 EMAC tokens.

	Presale	Main Sale
0 - 10,000 ETH	1 ETH = 12,000 EMAC	1 ETH = 11,500 EMAC
10,001 - 20,000 ETH	1 ETH = 12,000 EMAC	1 ETH = 11,000 EMAC
20,001 - 30,000 ETH	1 ETH = 12,000 EMAC	1 ETH = 10,500 EMAC
30,001 - 32,000 ETH	1 ETH = 12,000 EMAC	1 ETH = 10,000 EMAC

With this approach we aim to reward the people who believe in our project and have been amongst the first to invest in it with a bigger number of EMAC tokens, thus getting the most value out of their investments.

The gathered funds will be used for:

Funds Allocation:



5. Our Team



Martin Shoilev

Developer and Co-Founder

Martin has been involved with development for the past 6 years, specializing mostly in e-commerce. Working with one of the biggest retailers worldwide with more than 2 billion yearly revenue. His job as an e-commerce expert was to help them optimize their online stores, improve the speed load and reach more people, which at the end will lead to bigger revenue for them.

Working with almost all possible e-commerce platform like Salesforce Commerce Cloud (Demandware), Magento, Hybris, Martin thinks that the time has come for a blockchain oriented e-commerce platform. His passion about the latest technologies and the fact that he is a great fan of blockchain technology-driven projects led him to become one of the founding members of eMarketChain, where in the long-term, he aims to revolutionize the e-commerce industry and shape it to today's business and customer needs.



Aleksander Petsoranski

PM and Co-Founder

Alexander Petsoranski is part of the young and ambitious team that has created eMarketChain. He has graduated from Ivan Vazov private High School with a profile of computer science, has a master's degree in Law, and currently, he is taking the position as QA Lead Manager at one of the leading IT companies that are creating commerce platforms.

Because of his experience in quality assurance consulting, management and analysis of private firms and start-ups projects, Alexander is positive that in 2 years period, the blockchain technology is going to be integrated in every e-commerce platform world wide. In eMarketChain, he is responsible for the proper collaboration between the various units of the project as well as for delivering the ultimate product that will satisfy every single need of the end user



Konstantin Hadzhiev

CTO and Co-Founder

Konstantin has been living in The Netherlands, one of Europe's most technologically advanced and entrepreneurial countries, for the past 6 years. Obtaining a degree in Software Engineering, he has since been focused in the cybersecurity field - both from the deep technical perspective of a developer, as well as a consultant/security expert for adopting best practices and adhering to compliance policies in different critical organizations.

At eMarketChain, he is responsible for providing technical leadership, by ensuring that the best and most suitable technologies are used, with the goal to meet and exceed the market needs and expectations.



Andrea-Franco Candela

Chief Communications and Marketing Officer

Before joining the eMarketChain Team, Andrea has worked for the Bulgarian branches of two of the biggest advertising agencies in the world. He has experience with leading clients in the field of banking, telecommunications and technology.

He has obtained a Bachelor's degree in International Relations from the University of Sofia and a Master's in Advertising Management and Visual Branding from the New Bulgarian University. Andrea believes that his skills in communications and advertorial copywriting, along with his knowledge and linguistic expertise in the English, Bulgarian and Italian languages are going to help spread the message and the vision of eMarketChain across borders.



Léa Ly Cambiaggio

Marketing Executive

Based in the United Kingdom, Léa has been part of an award winning Online Marketing Agency, having more than 3 years of experience in developing the strategies for e-commerce companies and winning an award for Best Campaign from the EU Search Awards in 2016.

She is also a co-founder of a small creative agency, working with people and companies all over the world. Léa joins us as a key element of our marketing strategy



Jeffrey Sova

US Market Advisor

Jeffrey is an account manager for Smithfield Foods. After only 6 months in the company he has been promoted to a retail sales representative and after half a year in that position, he received another promotion to his role today as a key account manager. He is a director in charge of a team of employees and is orchestrating all of his products to go from production to the final result in grocery stores for the consumer. Jeffrey is an owner of 5 stores in NE Ohio and sells residentially and commercially.

Jeffrey is willing to communicate and make the connection with different retail stores in the US that will be included in our eMarketChain store.



Viktor Pavlov

Asia Market Advisor

He is doing his master's in International Relations at Yonsei University, South Korea. His first encounter with cryptocurrency is with Ethereum in early 2016, after which he started investing in the crypto space. He is a firm believer that the blockchain world brings technology, economics, finance and governance together in an unprecedented way.

Viktor will be communicating and making connection with different online and offline retail stores in South Korea and the region, which will be included in our eMarketChain store..



Daniel Petrov

Social Networks Commercial Coordinator

Daniel has graduated from University of Southern Denmark Odense, Southern Region, Denmark with full honors. He is now Commissioning Engineer at Mace. He is very familiar with blockchain technology, and his role as an adviser on this topic is not alien to him.

Daniel is living in Denmark for more than 10 years and he is willing to make the communication with the retail resellers in Denmark.



Ivailo Daskalov

Solidity developer

Ivailo graduated from the Vienna University of Technology with a degree in Electrical Engineering and Information Technology, focusing on Software Development and Robotics Programming. He has been involved in various development projects and is a fan of blockchains' simple, yet genius idea. Ever since he found out about it, he was certain that the possibilities for implementation and improvement of our current way of life were endless and that this is the future.

Ivailo can help us with building smart contracts and we will use his knowledge in solidity language for connecting our e-commerce platform with the blockchain technology.



Borislav Bliznashki

Front-end developer

After obtaining a degree in Electrical and Electronics Engineering, he has been working on designing several algorithms in the 3D visual industry, as well as being a part of a highly professional 3D printing team. He also worked as a freelancer focused on front-end development and javascript applications.

At eMarketChain, Borislav will be the connection between designers and developers, trying to get the best of both worlds.



Antonela Elmazova

UX & UI Designer

Antonela has more than three years of experience in web and graphic design. Before coming to eMarketChain, she had worked on designing infographics and web sites for one of the biggest digital agencies in the UK.

Now Antonela will help us with eMarketChain website development and will focus mostly on improving usability, design, and user experience. With her assist, we hope to get one step closer to making our platform a leading in the e-commerce field.



Katerina Kuzmanova

Financial analyst

A young and really ambitious person with strong expertise in the field of corporate finance and accounting. She has several years of experience as a coordinator between the corporate and the banking world. At the moment she is a part of The Finance team of one of the biggest IT companies in the world and supports the Company in achieving its goals with responsibility for enforcing financial control, reporting and analyzing the business, taxation and treasury and efficient processing of all transactions across the group.

Katerina will keep the eMarketChain's accounts, complete tax returns and allocate the funds for their purposes.



Boyko Yordanov

Legal Advisor

A lawyer with considerable experience in civil law, especially in the field of corporate law. Boyko is passionately related to block technologies and legal aspects and the regulatory framework. He has consulted many international projects for nearly a decade and is familiar with the unlimited capabilities of block technology. He is the chairman of the Bar Association in the town of Pleven and a member of the control council of the municipality.

Boyko will play a sufficient role for the eMarketChain team, writing and reviewing all the legal papers and smart contracts. He will also be the attorney at law presenting eMarketChain before any legal institution if needed.



Petyo Yakov

Legal Advisor

He has been a lawyer for over 20 years. Specialist in the field of commercial and tax law. Attorney-at-law Yakov is a certified tax specialist and because of that, he will be in charge of all the tax issues in eMarketChain.

Petyo Yakov is also a specialist in international investment law and a judge in Investment Arbitration Moot court competition.

He is really well prepared in advising eMarketChain team on issues related to international law climate.

6. Legal

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “DISCLAIMER OF LIABILITY”, “NO REPRESENTATIONS AND WARRANTIES”, “REPRESENTATIONS AND WARRANTIES BY YOU”, “CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS”, “MARKET AND INDUSTRY

INFORMATION AND NO CONSENT OF OTHER PERSONS”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION

AND DISSEMINATION”, “NO OFFER OF SECURITIES OR REGISTRATION” AND “RISKS AND UNCERTAINTIES” CAREFULLY.

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The EMAC tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the EMAC tokens (the “Distributor”) to purchase any EMAC tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

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Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of EMAC tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of

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No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with eMarketChain and its respective businesses and operations, the EMAC tokens, the eMarketChain Token Sale (each as referred to in this Whitepaper).

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By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to eMarketChain as follows:

- you agree and acknowledge that the EMAC tokens do not constitute securities in any form in any jurisdiction;
 - you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
 - you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
 - you agree and acknowledge that this White- paper, the undertaking and/or the completion of the eMarketChain Initial Token Sale, or future trading of the EMAC tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the eMarketChain, the EMAC tokens, the eMarketChain Token Sale (each as referred to in this Whitepaper); the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to eMarketChain ;
- you agree and acknowledge that in the case where you wish to purchase any EMAC tokens, the EMAC tokens are not to be construed, interpreted, classified or treated as:
- (i) any kind of currency other than cryptocurrency;
 - (ii) debentures, stocks or shares issued by any person or entity (eMarketChain)
 - (i) rights, options or derivatives in respect of such debentures, stocks or shares;

- (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- (iii) units in a collective investment scheme;
- (iv) units in a business trust;
- (v) derivatives of units in a business trust;
- (vi) any other security or class of securities.
- (g) you are fully aware of and understand that you are not eligible to purchase any EMAC tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, citizen or resident of the Republic of Singapore or citizen or resident of the Republic of Korea ;
- (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- (i) you are fully aware and understand that in the case where you wish to purchase any EMAC tokens, there are risks associated with eMarketChain and its respective business and operations, the EMAC tokens, the eMarketChain Token Sale (each as referred to in the Whitepaper);
- (j) you agree and acknowledge that eMarketChain is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and
- (k) all of the above representations and warranties are true, complete, accurate and non misleading from the time of your access to and/or acceptance of possession this White- paper or such part thereof (as the case may be).

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by eMarketChain or its respective directors, executive officers or employees acting on behalf of eMarketChain (as the case may be), that are not statements of historical fact, constitute “forwardlooking

statements". Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding eMarketChain's financial position, business strategies, plans and prospects and the future prospects of the industry which eMarketChain is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to eMarketChain's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding eMarketChain are matters that are not historic facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of eMarketChain to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements.

These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which eMarketChain conducts its respective businesses and operations;
- (b) the risk that eMarketChain may be unable to execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of eMarketChain;
- (e) changes in the availability and fees payable to eMarketChain in connection with their respective businesses and operations;
- (f) changes in the availability and salaries of employees who are required by eMarketChain to operate their respective businesses and operations;
- (g) changes in preferences of customers of eMarketChain ;
- (h) changes in competitive conditions under which eMarketChain operate, and the ability of eMarketChain to compete under such conditions;
- (i) changes in the future capital needs of eMarketChain and the

availability of financing and capital to fund such needs;

(j) war or acts of international or domestic terrorism;

(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of eMarketChain;

(l) other factors beyond the control of eMarketChain ; and

(m) any risk and uncertainties associated with eMarketChain and their businesses and operations, the EMAC tokens, the eMarketChain Initial Token (each as referred to in the Whitepaper).

All forward-looking statements made by or attributable to eMarketChain or persons acting on behalf of eMarketChain are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results,

performance or achievements of eMarketChain to be materially different from that expected, expressed or implied by the forward-looking statements

in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

Neither eMarketChain, the Distributor nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of eMarketChain will be as discussed in those forward-looking statements. The actual results, performance or achievements of EMACk- chain may differ materially from those anticipated in these forwardlooking statements.

Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of eMarketChain .

Further, eMarketChain disclaim any responsibility to update any of those forwardlooking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

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This Whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies,

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Save for eMarketChain, the Distributor and their respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/ or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same.

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TERMS USED

To facilitate a better understanding of the EMAC tokens being offered for purchase by the Distributor, and the businesses and operations of eMarketChain, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper.

These descriptions and assigned meanings should not be treated as being

definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa.

References to persons shall include corporations.

NO ADVICE

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding eMarketChain, the Distributor, the EMAC tokens, the eMarketChain Initial Token Sale (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding eMarketChain and its respective business and operations, the EMAC tokens, the eMarketChain Initial Token Sale (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of EMAC tokens for an indefinite period of time.

NO FURTHER INFORMATION OR UPDATE

No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with eMarketChain and its respective businesses and operations, the EMAC tokens, the eMarketChain Initial Token Sale (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorised by or on behalf of eMarketChain. The eMarketChain Initial Token Sale (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of eMarketChain or in any statement of fact or information contained in this Whitepaper since the date hereof.

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The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to eMarketChain.

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This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement in relation to any sale and purchase of EMAC tokens (as referred to in this Whitepaper) is to be governed by only the T&Cs of such agreement and no other document. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible and you are not to purchase any EMAC tokens in the Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, a citizen or resident of the Republic of Singapore, Republic of Korea or a citizen or resident of the People's Republic of China.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

RISKS AND UNCERTAINTIES

Prospective purchasers of EMAC tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with eMarketChain, the Distributor and their respective businesses and operations, the EMAC tokens, the eMarketChain Initial Token Sale (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs prior to any purchase of EMAC tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of eMarketChain could be materially and adversely affected. In such cases, you may lose all or part of the value of the EMAC tokens.

7. References

- <https://www.statista.com/statistics/534123/ecommerce-share-of-retail-sales-worldwide/>
- <https://www.statista.com/statistics/379046/worldwide-retail-ecommerce-sales/>