Krios

Decentralized Affiliate Network & Campaign Management Platform

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EXECUTIVE SUMMARY

It is well documented that digital advertising is burdened with several issues. The narrative began when Facebook's video metrics were found to be overestimated for two years, misleading and misinforming advertisers. Issues such as questionable metrics, brand safety, bot fraud, billing malpractices and walled data make for a digital advertising climate that is wreaking havoc on all participants involved.

Publishers' revenues are dropping, users are being abused through mobile advertisements which result in staggering data charges and privacy violations, and advertisers are being misinformed when it comes to assessing the effectiveness of their advertisement campaigns.

Despite all this, digital advertising expenditures are expected to increase almost 16% in 2017, reaching $83 billion globally. This is because advertisers must be where the consumers are, and consumers have for the most part gone digital. Big companies simply cannot pull out of digital advertising in a mass-scale way after a decade-long investment, since it would negatively affect their bottom line. Corporations will continue to increase their digital advertising budgets as more individuals continue to spend more time online

Advertising technology ("ad-tech") is inefficient as publishers continue to lose millions while fraud continues to skyrocket. This document presents a solution to problems facing the multi-billion-dollar digital advertising industry.

Krios is an affiliate network & campaign management platform that incorporates blockchain technologies to help connect businesses seeking promotional and affiliation activities with influencers who have relevant demographics and professionals who offer relevant services.

The platform focuses primarily on bringing social media influencers, consultants, ad managers, content creators, graphic designers, copywriters, and more together to create cost-efficient advertising campaigns which promote brand awareness, increase organic business growth and encourage brand loyalty. The Krios platform connects businesses with the right affiliates to allow business owners and marketers to directly influence and attract their target market.

Krios is a viable solution to problems currently facing the digital advertising industry. Through the use of the blockchain and Ethereum smart contract technology, the platform offers a secure and transparent manner for conducting marketing activities, such as creating advertising content or purchasing advertisement space on a web page.

Krios is taking advantage of Ethereum's smart contract standards to provide all parties involved in advertising campaigns with a fair, transparent, cheap and quick way to coordinate and execute transactions

Krios' aim is to create a powerful and economical all-in-one solution that caters to diverse marketing needs, whilst maintaining simplicity and ease of use. Krios leads the disruption of a multi-billion-dollar industry by taking charge in providing responsibility and accountability, while increasing ROI for advertisers.

The power of social media networking and the use of affiliate marketing is widespread and continues to flourish as businesses consistently realize exorbitant profits through the thoughtful and efficient process of connecting with relevant influencers.

INDUSTRY LANDSCAPE

Marketing is the study and management of exchange relationships. The American Marketing Association has defined marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Marketing is one of the focal points of any business that seeks to garner interest from customers, as it includes virtually all customer-related activities; from developing products consumers will enjoy, to attracting customers, maintaining a customer base, serving the customer and ensuring they are satisfied.

The end goal of marketing is to achieve customer interest and convert that interest into sales.

Digital marketing is the marketing of products or services through digital technologies. Since the 1990's, digital advertising expenditures have been consistently increasing, as consumers continue to spend more time and money online. Digital advertising is valuable not only because it helps to garner interest for a product or service, but also due to the fact that a constant online presence allows for 24/7 customer support, which improves lines of communication between the firm and the consumer and allows the firm to accurately evaluate feedback from customers.

Along with digital advertising comes increased scrutiny, as consumers can express negative opinions about a business just as easily as they could positive. Businesses encourage feedback from customers through online sources, websites, and blogs which gives consumers a voice and lets them feel important. For this reason, large firms hire social media managers, personal relations managers, and other positions whose main responsibility is maintaining a positive image for the firm.

Ignoring digital advertising is no longer an option for businesses looking to keep up with competition.

The potential reach of channels such as Facebook, YouTube and Twitter continue to expand as worldwide adoption continues. The open lines of communication create unique opportunities that are unavailable with traditional marketing.

Information can be exchanged rapidly all around the world from peer-to-peer and business-to-consumer, encouraging the target audience to voice their opinion.

Affiliate marketing is a facet of digital marketing that is largely performance-based in which a business rewards affiliates for bringing visitors to their website or for bringing in paying customers. While affiliate marketing can sometimes be overlooked in favor of more traditional marketing techniques, the power of celebrity and influencer endorsements remains a powerful tool at a business' disposal, as it allows consumers to be introduced to products or services by someone who they already relate to.

At its core, affiliate marketing is about the relationships between three parties:

- The Advertiser
- The Publisher
- The Customer

The advertiser is the company selling the products or service. They are attempting and willing to pay another party to advertise and promote their product or service for them.

The publisher is the individual or company that is advertising the product or service in exchange for commissions. The advertiser provides the publisher with some sort of content (banners, links, ads, phone numbers, promotional codes, graphics, etc) which they post on their website or social media outlets to garner attention for the company. Finally, the customer is the individual who is being called to action. They are the ones who see an advertisement and are expected to either visit the website, fill out forms to register, or purchase a product. This is known as a conversion.

Social media marketing is making use of social media platforms to promote a product or service. Besides the advantages of increased reach and instant exchange of information, social media marketing provides companies with unique access to market-related data. Unlike traditional marketing research methods such as surveys, focus groups, and data mining which are time-consuming and can be very costly, marketers can use social media to obtain real-time information about consumer behavior and viewpoints and receive instant feedback. This can be extremely useful in such a dynamic, competitive and fast-paced global marketplace.

The graph above displays the expenditures on social media marketing in the United States, and the projected values for 2018 and 2019


Social Media Marketing Expenditures - United States
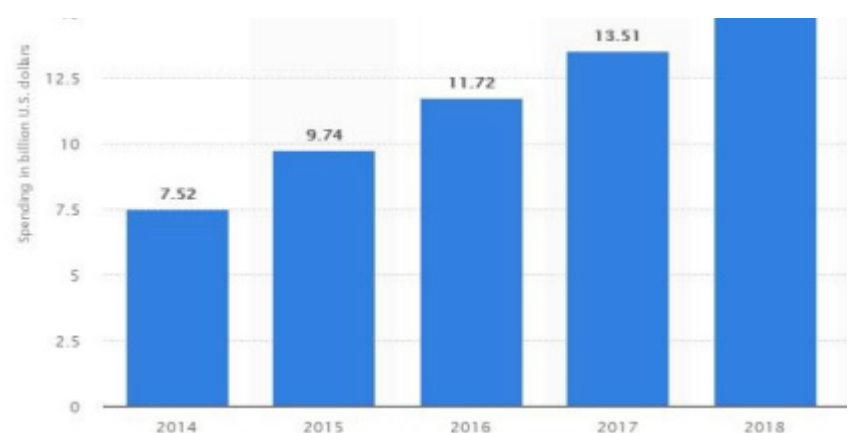
Social media marketing in the United States takes up a large portion of global digital advertising expenditures, as companies continue to look for cost-effective ways to reach their target demographics. Globally, social media marketing expenditures are expected to total $36 billion in 2017, with a majority coming from North America.

PROBLEM & SOLUTION

Publishing an advertisement online has been compared to investing. In the digital advertising world, companies invest large sums of money in hopes of receiving a return on investment as new customers and existing clients see the ad and convert in the form of online sales. Advertisers do this despite the fact that they lack the relevant data necessary to make an informed decision on where to spend their capital. Those who have advertised online have already encountered the complex world of measuring returns on digital advertising expenditures, in which companies attempt to derive where their individual online sales are coming from in hopes of maximizing expenditure efficiency.
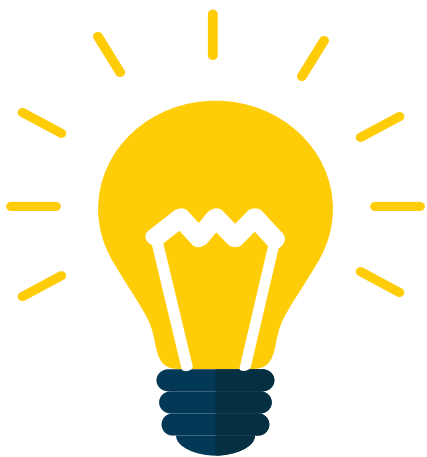
As a business looking to carry out a marketing campaign, putting together a team who work in perfect synergy can be tedious as coordination among several platforms, tasks, and contributors can greatly complicate the process.

Businesses seeking affiliates relevant to their demographic to endorse their product can be difficult and time consuming. This is due to the various channels companies must navigate to reach these affiliates and the length of time it takes for the endorser and the company to reach a mutually beneficial agreement.

Should a company wish to effectively leverage the components of their advertising campaigns, they need to deploy a team of proficient graphic designers, content managers, ad managers, influencers and more all while trying to coordinate across different platforms, time zones, banking systems and currencies.

Currently, companies looking for endorsers must contact a third-party management firm chosen by the influencer, and that firm will need to contact the celebrity to ask them if they are interested in advertising a product. The celebrity or affiliate might not be interested in endorsing, resulting in wasted time and effort on all parts. Additionally, businesses must go through the tedious process of identifying which endorsers are available to contact for promotional activities.

These endorsers could take days to respond, and the business has virtually no idea how interested the endorser would be in their products and services, how much they charge, how they work, when they can endorse, etc. The process is inefficient. f you are an influencer attempting to monetize your social media outlets such as YouTube or Twitter, how do you go about informing your audience that you are available for endorsements?

When you do, how do the businesses looking for affiliates find and contact you? If they don't know you exist, it is difficult to get the word out and discover these opportunities. The back and forth involved in finding the endorser, and discussing the product, price and terms make for an inefficient process that costs the business owners and the endorsers time and money.

As content providers for marketing campaigns, specifically freelance workers in the graphic or ad design space, finding consistent work that fits your personal qualifications and objectives can be close to impossible unless you are well connected on social media or have an extensive track record of previous works. Currently, all parties involved in digital advertising must push forward through an inefficient process.

Currently, a business attempting to leverage the power of social media and affiliate marketing can run into various problems, namely:

#1

Advertising with a large corporation such as Facebook or Twitter, where common enterprisers are just another number in Facebook's ledger, and the return on investment for expenditures are extremely unclear. Unless the company is enormous, they would not receive any special attention or personalized service from Facebook.

#2 Paying huge fees or salaries to social media managers, or needing to create a job in their own marketing department to build up a social media presence for their new company. Currently, building up large marketing departments is usually only feasible for larger companies, so relatively new companies looking to advertise their product/service will usually attempt to manage their marketing content themselves.

#3 Paying exponential mark-ups of 10-30% for access to influencers through agencies or third-party platforms. Currently, the only way to reach influencers is through their agents, a third-party platform or attempting to contact them through social media; all of which do not guarantee a response.

#4 Potential customers hiding behind a paywall. Many services are now being offered ad-free in the form of a "premium" product. Even companies such as Google and SoundCloud, whose primary revenue stream is through advertisements which allow them to grow exponentially, are now testing services such as YouTube Red and SoundCloud Go. These premium services are offered to consumers for a small fee and present the service without advertisements. Advertising companies do not have access to those users who hide behind a paywall.

#5 Having to deal with influencers from all around the world implies that businesses must hold or have access to several different currencies, depending on the influencer's location. This leads to even more transaction fees as companies must exchange their fiat into another fiat currency.

THE SOLUTION

The Krios Platform is the future of digital marketing. It alleviates the aforementioned problems by providing companies with access to a network of talented professionals who provide value and synergies in all aspects of a company's marketing campaigns. A platform where businesses of any size can create a full-scale marketing team specific to their project, and then manage and coordinate the campaign, all at a fraction of the ordinary cost. All transactions are completed on the Krios platform through the blockchain, with one step and one fee of 3%.
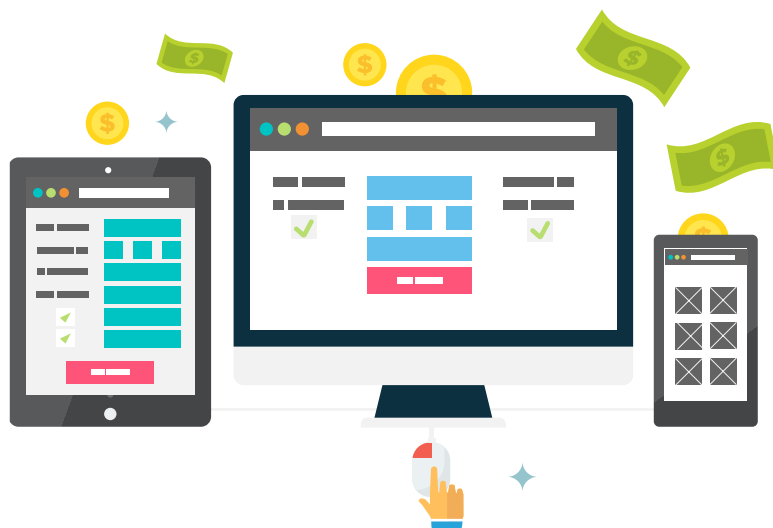
Krios offers a simple, streamlined process by which a company sends a request containing information about their product, budget, needs and timeline. Krios then matches the business with approved and registered professionals within the network who will be chosen by the company to complete the tasks given. One of Krios' main value propositions is the improvement of the channels of communication between the three parties in the advertising model. The Krios Affiliate Network also opens a direct line of communication between the company and a desirable influencer chosen specifically to fit the needs of the business.

> Companies can manage and have full autonomy over their marketing efforts directly on the Krios platform through the "Build Your Campaign" feature. Krios saves all parties involved time and money as it connects users looking to sell their endorsement services or other professional capabilities with the businesses looking for them. Business-owners will only be matched with individuals who fit their target demographic, budget, and requirements allowing all parties involved to save time on extensive due diligence.

This is all made possible through KriosCoin ('KRI') which grants users access to the Krios ecosystem and allows for a secure and transparent method of confirming and conducting the transactions within the platform. KRI is an ERC20 standard token on the Ethereum blockchain that can be utilized as a unit of account between advertisers, publishers, content creators and businesses in a new blockchain-based, digital advertising and services platform. KRI also serve to reward participants in the network by distributing a percentage of the KriosCoins collected from fees in proportion to a user's participation level during the period.

Whenever a transaction is made, the blockchain can record the time of the transaction, both the receiving and sending wallet addresses, amount sent, and other important information that is needed to ensure trust and security. Not only is the Ethereum blockchain far less expensive and time consuming than typical online payment processing methods, Ethereum's smart contract standards allow for a quick and efficient transfer of data and value. Current payment gateways could require up to 16 steps and up to 15 different fees, all of which is eliminated using blockchain technology

THE KRIOS PLATFORM

Krios is a web and mobile application designed for companies looking to run efficient, successful, and cost-effective digital marketing campaigns.

The future of online advertising, the Krios platform offers companies a network of talented professionals and resources which provide value and synergies in all aspects of a company's marketing campaigns and promotional efforts. It connects professionals in the digital advertising industry looking to sell their services with the businesses looking for them.

Companies fill out forms and profiles on the platform, containing details about their product or service, budget, needs and timeline. Requests are analyzed instantly, as Krios' matching algorithms present the firm with several professional candidates or companies who fit the requirements of the request.

Firms will have the opportunity to communicate with candidates and select those who will be tasked with creating and publishing the advertising campaign. Once both parties are in agreement, a smart contract is formed on Krios utilizing KRI. The business model is simple; Krios takes a 3% transaction fee for every transaction conducted on the platform, with a % of those fees being used for platform maintainence. The rest of the transaction fees are for executing the transaction in a timely manner, including the gas needed for the smart contracts.

BUILD YOUR CAMPAIGN

Companies can manage and have full control over their marketing campaign directly on the Krios platform through the "Build Your Campaign" feature.

Monitoring the progress of the campaign is made simple through Krios' user-friendly interface which allows the business to communicate directly with their hired professionals and pay them with KriosCoin through the application.

Campaigns will have their own pages where business-owners can track the work, progress and payments of every contributor as well as have direct lines of communication with every participant in the project individually and as a group.

Krios aims to create a platform whereby small businesses and start-ups can create the same digital marketing opportunities as large multinational corporations. Businesses will either send a request whereby Krios will match them with relevant professionals that fit their budget, or they can hand-pick the professionals themselves by manually going through profiles in the network.

The first step in building a campaign is selecting which professionals are required.
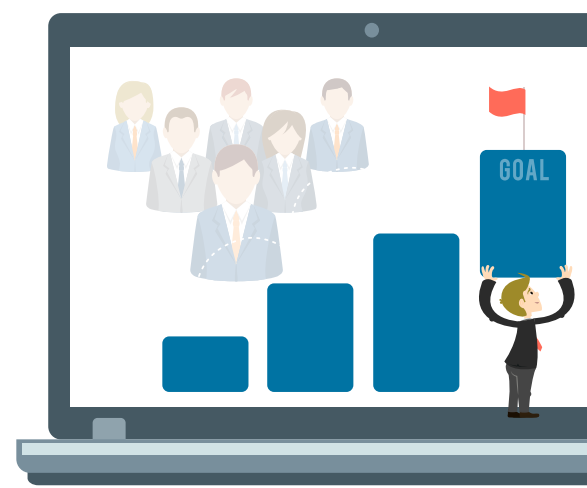
Examples of professionals who will be on the network include, but are not limited to: content managers, social media managers, advertisement managers, graphic designers, copywriters, marketing managers, vloggers, influencers, marketing analysts and more.

Content Manager: A content manager is someone who oversees the content presented on websites and blogs, and may also be responsible for creating, editing, posting, updating, and occasionally cleaning up outdated content.

Social Media Manager: A social media manager is someone who manages social media marketing campaigns and day-to-day activities including: Develop relevant content topics to reach the company's target customers. Create, curate, and manage all published content (images, video and written). Their focus is primarily related to Facebook, Twitter and Instagram.

Advertising Manager: An advertising manager is someone who plans and directs the promotional and advertising campaigns of companies in order to generate interest in a product or service.

Marketing Manager: A marketing manager is responsible for developing, implementing and executing strategic marketing plans for an entire organization (or lines of business and brands within an organization) in order to attract potential customers and retain existing ones.

Marketing Analyst: An individual who studies information to help their employer or client make informed decisions about their market. They help decide things such as what markets to launch a product in and what price to charge.
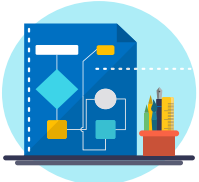
Graphic Designer: : Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

Vlogger: Someone who posts a blog that contains video content to various channels to garner interest on the subject matter they are discussing or their life.

Influencer: Someone who is a real, relatable person who has attracted a loyal and relatively large audience. An influencer has influence over their loyal following and can impact how they dress, what they purchase and what they watch.

When a business has decided what professional services their advertising campaign requires, and deals have been struck between participants, a campaign page will be opened. Only the hired professionals and the business have access to this page, and the contents of this page are secured as the privacy of campaign details and business plans is of the utmost importance. The participants decide upon payment arrangements, and the business deposits KRI to be transferred to the professional upon completion of the project, according to the smart contract's specifications.

> The Campaign pages are designed with efficiency in mind; it will contain several components which will help all those involved to complete the project. Files can be exchanged and viewed instantly, messages can be sent, payments for services can be made; allowing businesses and participants to efficiently manage the campaign and execute their strategy.

Completed projects will be moved to an archive where they can be used as references for both the business and the professionals who worked on them. Information such as the participants involved, beginning and end dates of the project, and payment status will be included. Businesses will be able to rate each participant in the project on 5 stars and provide feedback. This feedback will serve as a reference and proof of completed work, allowing top-ranked affiliates and professionals in the network to gain exposure and improve their credibility on the platform.

AFFILIATION NETWORK

The Krios Network will also include an affiliates and endorsers section which allows for an efficient way to match businesses with endorsers looking to sell their services. This provides companies and endorsers with savings in terms of both time and money, by automating the process and eliminating the large fees charged by middlemen and agents. It also allows companies to better reach their target market.

Companies will have options to choose whether they wish to have 1 large influencer endorse their product or service, or if they would prefer several micro-influencers. Business-owners will only be matched with individuals who fit their target demographic, budget, and requirements allowing all parties involved to save time on extensive due diligence.

Krios has built up an affiliate network with over 30,000 influencers, who have provided the details necessary to be approved for registration in the Krios network. Affiliates are encouraged and incentivized to join the network because it increases their exposure and potential for business opportunities. They also save a tremendous amount of money utilizing Krios as a middleman instead of an agent or other third-party platform with costly "finder's fees".

Companies attempting to leverage social media marketing will no longer need to find an influencer on a particular outlet, and arrange a deal for that particular service. Influencers could provide services on all platforms; from their blog, to social media outlets and other websites. When an affiliate is registered, their name, location, follower demographic, estimated reach, follower count, and platforms will all be provided as data to the inquiring business owner. This allows businesses to complete a tedious process that would have otherwise taken several days, within minutes.

KRIOSCOIN

KriosCoin ('KRI') is an ERC20 standard token based on the Ethereum technology and blockchain. Tokens in the Ethereum ecosystem can represent any fungible tradable good: coins, loyalty points, gold certificates, IOUs, in game items, etc.

KRI grants users access to the Krios Network ecosystem and allows for a secure, private and decentralized method of confirming and conducting all transactions within the network. KRI is a utility token that can be utilized as a unit of account between advertisers, publishers, content creators and businesses in a new blockchain-based, digital advertising and services platform.

KriosCoin will be held both by professionals on the Krios Platform and by businesses to pay for services purchased on the platform. The Krios platform manages an internal ledger with the balances of each user's KriosCoins. Outside of the platform, Krios provides a publicly accessible smart contract for each token, implementing the Ethereum ERC20 token standard (external token contract). This allows for KriosCoins to be available for trade on digital asset exchanges.

Users will be able to place their KriosCoin into their Krios Wallet on the platform, which is connected to their registered account. Professionals and businesses decide upon the terms and conditions for the services provided through the platform. Businesses will be able to pay for services in a secure and efficient manner, without the need to concern themselves of differing currencies, exchange rates, and method of payment. Users and businesses will be able to view their Krios Wallets at any time and can verify their balance, history and transaction status directly on Krios.

Using blockchain technology, KriosCoins used as a means of payment for services provided on the Krios platform are logged and confirmed with Krios' internal ledger.

Professionals who wish to provide their services are vetted and Krios determines whether they have the necessary skills and are trustworthy. Professionals on Krios are reviewed bi-annually and must provide verification to prevent fraud or dishonesty. Companies can rest assured that they need not deal with the potential of bots or companies misrepresenting their reach or numbers, as participants in the Krios Network must go through a full, detailed background check and legitimacy confirmation. KriosCoins serve as a unit of account for these services, and all KriosCoins will have a transaction history that are easily verifiable.

> *KriosCoins are also used to reward participants in the network and holders of KRI. This allows for the network to continue to flourish, as professionals earning KRI and businesses purchasing KRI to make transaction will all be able to earn free KRI, increasing ROI for all participants and incentivizing participation.*

With these incentivization properties, the removal of inefficiencies and the frictionless manner of conducting business on the Krios platform, Krios' end goal is to improve efficiency and ROI in the digital advertising industry for all participants. KRI are utility tokens used to transact and participate in the Krios ecosystem and do not represent or confer any ownership rights or stake, share or security or equivalent rights. The tokens are not intended to be a digital currency, security, commodity, or any other kind of financial instrument.

INITIAL TOKEN OFFERING DETAILS

In order to fund the development and continued growth of the Krios platform and network, an initial token offering will be held. Funds raised will be distributed in accordance with Section 7 of this white paper.

Name: KriosCoin

Platform: Ethereum

Ticker: KRI

Creation: *KriosCoins ('KRI') will be created during a single token creation event and will be distributed during two phases. After both rounds of the token offering, no subsequent KriosCoins will be created. 650,000,000 KRI will be pre-mined during the token creation event. All tokens that remain unsold after the public sale will be burned.*

Total Token Supply: 650,000,000 KRI

Total Sale Supply: 500,000,000 KRI will be available to the public throughout the initial token offering.

Reserve: *150,000,000 KRI have been reserved for the Team, Developers, Founders, Angel Investors & Bounty Campaign participants.*

Accepted Contributions: *ETH, BTC & USD*

Minimum Transaction Amount: *0.04 ETH*
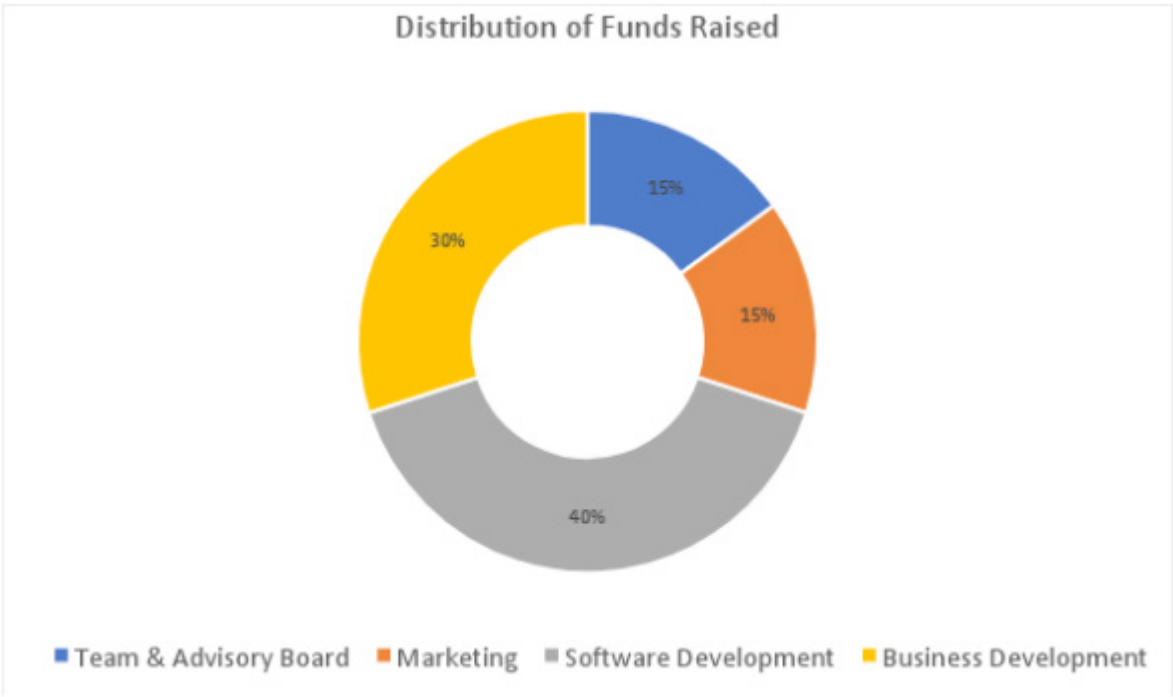
ISSUANCE PERIODS

ROUND 1 PRIVATE PRE-SALE:

KriosCoins will be available for purchase on November 17th, 2017 and will continue to be credited until November 30th, 2017 or when the pre-sale hard cap of $650,000 USD is reached, whichever occurs first.

ROUND 2 INITIAL TOKEN OFFERING MAIN SALE:

KriosCoins will be available for purchase on January 8th, 2018 and will continue to be credited until April 14th or when the ICO hard cap of 500,000,000 distributed KRI is reached, whichever occurs first.

Price: **1 KRI = $0.10 USD**

CROWDFUNDING DISTRIBUTION

Distribution of Funds Raised

15%
15%
40%
30%

■ Team & Advisory Board ■ Marketing ■ Software Development ■ Business Development

BREAKDOWN OF CROWDFUNDING DISTRIBUTION

Team & Advisory Board (15%) – Although the team already includes several members capable of taking the Krios Network to the market, team expansion is a priority as Krios looks to expand its development, userbase, and affiliate base. Advisors are essential to any blockchain project looking to navigate the complex and fast-paced cryptocurrency space.

Marketing (15%) – As has been outlined in this document, marketing is an essential business activity which promotes business growth, brand loyalty and expands awareness. A portion of the crowdfunding will go directly to efficient marketing channels which will promote the Krios Network and KriosCoin to the correct demographic.

Software Development (40%) – This includes development of the website, the cryptocurrency being developed (KriosCoin), and the Krios platform and network. The majority of the crowdfunding budget is reserved for development (and maintenance) of the core components of the business.

Business Development (30%) – These funds will be reserved to explore, develop and implement growth opportunities which will attract consumers and influencers to the platform.

DEVELOPMENT ROADMAP

Q4 2017 – KriosCoin private pre-sale begins. Team expansion and partnership development. Development of Krios MVP.

Q1 2018 – KriosCoin initial token offering begins and ends. Funds raised distributed in accordance with crowdfunding distribution section. Krios beta-testing begins. Development of mobile application. KriosCoins will be listed on at least one exchange.

Q2 2018 – The Krios Network is fully launched, including all major features and social media outlets. Optimize Krios' matching algorithms which connects businesses to influencers and marketing professionals.

Q3 2018 – Krios Loyalty Program established to save repeat advertisers even more money. "Build Your Campaign" fully optimized and released as an all-in-one solution for advertisers looking to build effective marketing campaigns. Measure customer satisfaction for each individual providing service on Krios, and allow for businesses to leave feedback for other businesses to view publicly regarding performance.

Q4 2018 –Growth of userbase and endorsement base allows Krios to offer multiple levels of affiliation/endorsement options. Allow Krios professionals who have worked on projects together to form groups where they can offer their combined services at a discount from the sum of the individual costs. No third-party development companies will be authorized, and users must have past experience in projects on the Krios platform together in order to form a team.

Q1 2019 – Integrate capacity for Krios users to purchase advertising space on third-party applications and websites, allowing business-owners to not only create promotional content through Krios, but also find space to advertise, while all being paid for with KRI.

Q2 2019 – Implementation of Krios user ratings, where the blockchain records and confirms feedback from payers of KRI in order to build a trust and reputation system on the Krios platform, for all potential contractors to see.

THE KRIOS TEAM

EXECUTIVE TEAM

Paul Holland
CMO

Chris Quinlan
CEO

Jasminna Livadaru
COO

ASIA PACIFIC TEAM

Mason Ali
Head - Research & Development

Jimmy Yang
Developer

Connor Quinlan
Partnerships & Innovation

Kyle Austin
Business Growth Advisor

AMERICAS TEAM

Jason Coles
Blockchain Advisor

Bobby Barone
Head - Business Development

Dalton Haley
Social Media Manager

Tom Boyle
Growth Advisor

EUROPE TEAM

Emal Safi
Dev. Team Manager

Bradley Riley
Head - Social Media

Justice Otto
HR

Youness Ellouzi
SEO

LEGALITIES & DISCLAIMERS

— KriosCoins (KRI) are not securities

User acknowledges, understands, and agrees that KriosCoin are not securities and are not registered with any government entity as a security, and shall not be considered as such. User acknowledges, understands, and agrees that ownership of KriosCoin does not grant the User the right to receive profit, or other payments or returns arising from the acquisition, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in the Krios platform or any other Krios property, whole or in part.

— Absence of guarantees of income or profit

There is no guarantee that KriosCoins (KRI) will grow in value. There are no guarantees that the price of KriosCoins will not decrease due to some unforeseen events, or events over which the developers have no control, or because of force majeure circumstances.

— Risks associated with Ethereum

KriosCoins (KRI) are ERC20 utility tokens that will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of KriosCoins not working as expected.

— Regulatory uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. KriosCoins (KRI) may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as KriosCoin (KRI) which may slow or limit the functionality or repurchase of Krios (KRI) tokens in the future.

— Krios (KRI) tokens are not an investment

KriosCoins (KRI) are not official or legally binding investments of any kind. In case of unforeseen circumstances, the objectives stated in this document may be changed, as will be indicated by a change in the date on page number 1. We intend to reach all goals described in this document, however all persons and parties involved in the purchase of KriosCoin (KRI) do so at their own risk.

— Risk of lost funds

Funds collected during the Krios Crowdsale are in no way insured by any party. If they are lost or lose their value, there is no private or public insurance representative that buyers can reach out to.

— Risks of utilizing new technology

KriosCoin (KRI) are a new and relatively untested technology. In addition to the risks mentioned in this document, there are additional risks that the Krios team cannot foresee. These risks may manifest themselves in other forms of risk than those specified herein.

CONTACT US

For the latest information about our product and services, please visit our website at:

www.krios.io

Connect with us
Facebook: www.facebook.com/krios.io
Twitter: www.twitter.com/krios_io
Telegram: www.t.me/kriosICO
Bitcointalk: www.bitcointalk.org/index.php?topic=2334680

Email us through our website: www.krios.io or at info@krios.io

This document defines the whitepaper to be used for Krios projects.