



Simplifying digital currency for the masses

Monartis

Crowdfunding

Whitepaper

November 2017

This is a draft for open community review and is therefore subject to change.



Contents

Legal Disclaimer	3
The Proposition	6
Executive summary	7
Why is our solution needed?	9
How will Monartis meet this need?	11
The Monartis token	13
The Monartis online retail store	15
Monartis integration for other retailers	18
The Monartis Fast Checkout App	20
Crowdfunding campaign purpose	23
Allocation of budget	23
The crowdfunding process	25
The story so far	28
Roadmap	29
Industry overview	31
Available market	32
The Team	34
Your rights	39
Risks	40
Terms and Conditions	42



Legal Disclaimer

Please read the following notice carefully before proceeding to read this Whitepaper document issued by Monartis Holdings Limited, a private limited company incorporated and existing under the laws of the United Kingdom (hereinafter – “Distributor”).

This notice applies to all persons who read this document. Please note this notice may be altered or updated. The Whitepaper does not constitute any relations between you (hereinafter – “you” or “Holder”) and the Distributor. Acquiring of the Monartis tokens is available only after accepting the Terms of the crowdfunding campaign (hereinafter – “T&C”).

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of participating in the Monartis crowdfunding campaign.

Acquisition of Monartis cryptographic tokens (interchangeably referred to as “coins”) does not present an exchange of cryptocurrencies for any form of ordinary shares of the Distributor and a Holder of Monartis cryptographic tokens is not entitled to any guaranteed form of dividend, Holders of Monartis tokens are only entitled to certain rights within the T&C.

Monartis tokens are not intended to constitute securities in any jurisdiction.

Monartis tokens confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below.



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 investments in securities in any jurisdiction. This Whitepaper is for information purposes only. The contents of this Whitepaper are not a financial promotion.

Therefore, none of the contents of this Whitepaper serves as an invitation or inducement to engage in any sort of investment activity. Prospective acquirers of Monartis tokens should carefully consider and evaluate all risks and uncertainties associated with the cryptocurrencies, Monartis Holdings Limited and their respective businesses and operations, the Monartis tokens and the Monartis crowdfunding campaign.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

Familiarize yourself with all the information set out in this Whitepaper, Risk Notice and the T&C prior to any contribution to the Monartis crowdfunding campaign. Ensure that you are aware of all of the would be risks prior to obtaining Monartis tokens. The Risk Statement details potential risks that you should consider. We recommend that you seek out independent financial advice before engaging in any sort of business endeavour.

This English language Whitepaper is the primary official source of information about the Monartis crowdfunding campaign. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc.

In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of



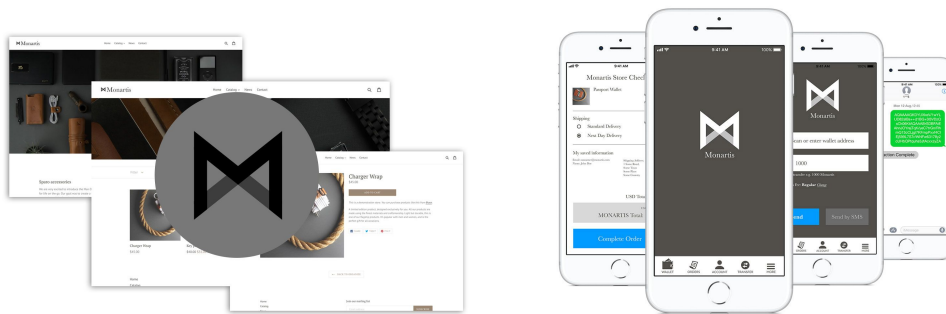
such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language Whitepaper, the provisions of this English language original document shall prevail.



The Proposition

Monartis sees the launch of a new, easy to use digital currency. So simple to use, in fact, that it's intended that it will be possible to spend the currency online from the day of release in a dedicated online store.

Designed for mass market adoption, the Monartis eco-system will be developed to provide a user-friendly environment for consumers, retailers and service providers. Our Monartis Fast Checkout app will have the potential to reduce online checkout times by almost 90%, helping to save both consumers and retailers valuable time and money.



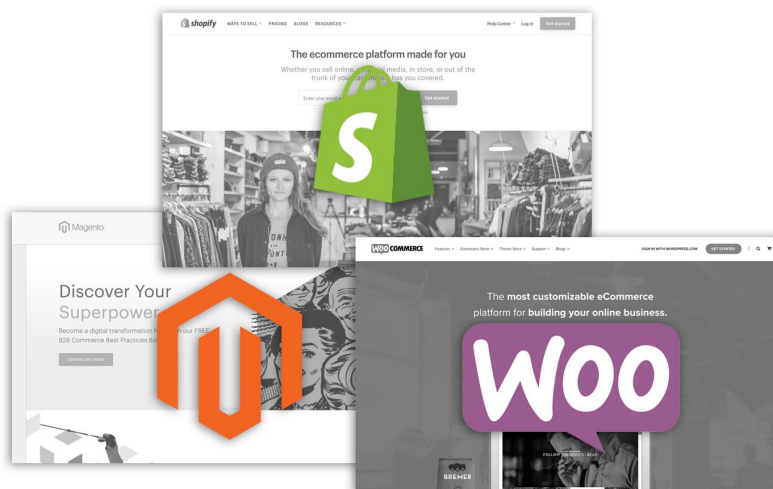


Executive summary

Monartis will be opening an online store, with associated currency. It is intended that it will be possible to make payments within the store, using the new currency, from the outset.

It is hoped and expected that, beyond the launch day, Monartis will be accepted by multiple retailers and service providers, becoming a mainstream means of both making payments and transferring money across borders, without the need for the bank charges and currency exchange fees often associated with such transactions currently.

The founders are seeking to raise funds to enable further development of the online store, integration methods for a variety of e-commerce platforms (including Shopify, Magento and Woocommerce), the creation of the Monartis Fast Checkout app to assist with future adoption of the currency and for marketing activity to promote both the store and the currency. A key element of the marketing activity will consist of an extensive retailer recruitment campaign.



It is intended that the online store will provide “proof of concept”, demonstrating to other retailers the ease of taking payments in this manner,



while providing consumers with a digital currency that has inherent use from the outset.



Why is our solution needed?

Have you tried talking about digital currencies with your friends and family? Although many of us who are immersed in the industry are aware of the possibilities, the opportunities and even the associated jargon, the reality is that many consumers struggle to understand the basic concepts involved.

The vast majority of consumers, even in the developed world, might well be unable to explain the difference between the varying digital currencies, let alone describe what they are for. Without that basic understanding, it becomes very difficult to encourage greater take-up.

It is often suggested that a currency has two primary purposes:

1. To act as a means of storing value
2. To be used in a transactional manner, allowing for the exchange of goods and services

Examining Bitcoin¹, the best known of the existing digital currencies, there is an argument that it does successfully act as a store of value for those who are able to purchase it. However, spending digital currencies is often remarkably difficult.

In order for Bitcoin and other digital currencies to function effectively and be in mass market use, we believe that there are a number of existing hurdles:

1. Purchasing digital currencies is more difficult than it should be for the average user². We believe that exchanges and available wallets don't provide the user-friendly environment that might be expected

¹ [Bitcoin website](#)

² "It's Still Ridiculously Difficult to Buy Bitcoin", [Business Insider](#)



2. Once purchased, coins are very difficult to spend. Few retailers or service providers will accept digital coins as a means of payment
3. Retailers and service providers are sceptical about the value of accepting such digital currencies for payment

As a result, many coins are currently being seen largely as a means of storing value and are being used on a transactional basis by only a small fraction of the potential user base. If digital currencies are to take the next step, they need to become both accepted and accessible. This is where we believe that Monartis can make a difference.

Our founders come from an online retail background. They understand technology, but they are also well versed in bringing technical solutions to a mainstream audience. They understand the importance of demonstrating the value of new technologies in everyday lives. Importantly, they also have the experience of working closely with retailers and service providers.

It is our view that a digital currency won't be adopted for daily use unless it meets the requirements of consumers, retailers and service providers.



How will Monartis meet this need?

There are many digital currencies available, each often with an associated story about what they might one day be used for³.

Our vision is relatively simple: Monartis will be a useable coin. It's our view that this means that it should be possible to use it from day one. Not just to be bought and held as a potential store of value. But as a coin that can be exchanged for goods and services.

That's why we've decided to launch an online store. The Monartis store will initially stock a range of limited edition products. Crucially, however, it will include an integrated method of making payments using the Monartis currency.

We've decided to take this approach for a number of reasons:

- For our funders, it means that this is an immediate means of using purchased Monartis tokens. When seeking to encourage mass market adoption, we believe this to be important. Taking part in a crowdfunding exercise, only to receive a coin that may not be useable for months, years, or possibly ever, doesn't appear to represent a very constructive approach
- If other retailers are expected to adopt the Monartis token as a means of accepting payment, then it's critical that they should see that it can be successfully used, that we have a means of integration that can quickly be implemented and that there is consumer demand for using the coin
- This provides a platform for our planned future development of the Monartis Fast Checkout app, with significant intended reductions in checkout times

³ Many coins and tokens are listed at [Coinmarketcap](#)



Our founders have lengthy experience within the retail and marketing environments. As a result, we believe that we are well positioned to successfully adopt the approach outlined above.



The Monartis token

The Monartis token will be rolled out on the Ethereum blockchain and will implement Ethereum ERC20 standard specifications⁴.

By ensuring ERC20 compliance, we are seeking to build upon the strength of the Ethereum blockchain, allowing ease of interactions with a variety of wallets, exchanges and smart contracts. In accordance with the specifications, the Monartis token will enable 4 key tasks via our smart contract:

- Transfer of tokens by the owner
- Transfer of tokens on behalf of the owner
- Getting data about the token
- Token events

Why use an ERC20 token?

We've decided to implement this solution for a number of reasons, which can be summarised as follows:

- Ease of integration with existing solutions, including wallets and exchanges
- A readily available, robust infrastructure that is trusted by existing holders of digital currencies
- Facilitates ease of rollout of the coin initially
- Speed of transactions and the capacity for a significant number of transactions on the Ethereum blockchain ensures that the use of an

⁴ [ERC20 token standard specifications](#)



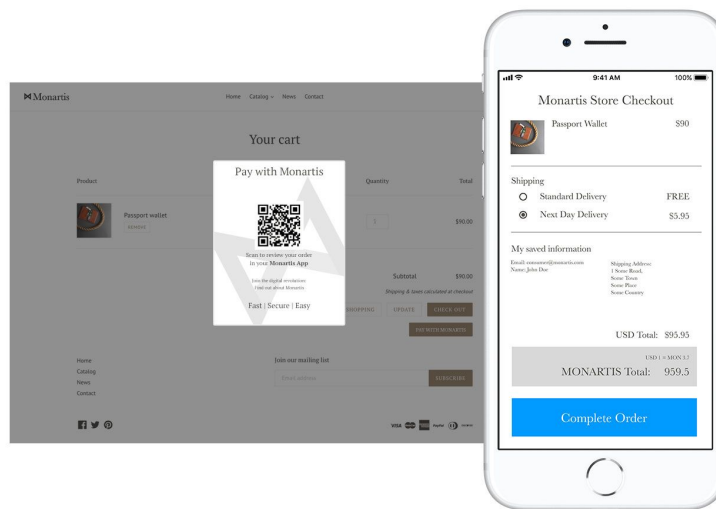
ERC20 token is well suited to wider use within a digital retail environment

The team's experience working on other blockchains, as well as expertise in understanding the requirements of retailers, meant that we concluded that the use of an ERC20 token would represent the best solution at present.



The Monartis online retail store

We'll be launching an online store, where holders of the currency will have the opportunity to spend it. We believe this to be importance in demonstrating “proof of concept” to potential retail partners. This also lays the foundations for introducing the Monartis Fast Checkout app.



This ensures that the currency will be usable from an early stage of the project, encouraging increased adoption

For retailers and service providers, this is about proof of concept. Having a store in place that is fully integrated with the currency and that is successfully accepting orders allows us to make payment modules, apps and plugins available on a range of platforms. In essence, it means that we can ensure that there is a low-cost means for other retailers and service providers to accept digital currency payments from users who will already have demonstrated a willingness to spend in this way.

Store technology

Our initial online store has been built on the popular Shopify e-commerce platform⁵. This platform was selected because it is robust and is well used by a

⁵ [Shopify e-commerce platform](#)



wide variety of retailers, particularly those appealing to our target demographics.

By successfully implementing a payments module that enables integration between Shopify and the new Monartis token, we're able to demonstrate to other retailers that we have a working method of integration ready from the outset. This first phase immediately opens up a significant proportion of the market to us.

Although our concentration of effort to date has been on the Shopify integration, in order to ensure that our own store is ready to accept payments, we've also scoped out requirements for integration with a number of other leading e-commerce platforms. We believe that this will allow us to develop integrations for:

- Woocommerce⁶ (an e-commerce platform that was built specifically to integrate with Wordpress websites)
- Magento 1 (developed by Varien Inc and originally launched in 2008)
- Magento 2 (released in November 2015)

Our team have good working knowledge of all of the above platforms, together with experience of migrations from Magento 1 to Magento 2⁷.

To put the number of potential integrations into some perspective, there are estimated to be in excess of 2.7 million websites worldwide that are understood to be constructed on these 4 e-commerce platforms (Shopify, Magento 1, Magento 2 and Woocommerce).

Initial product range

⁶ [Woocommerce platform](#)

⁷ [Magento ecommerce platforms](#)



We're launching the initial store to enable consumers to use the currency from the outset and also to provide proof of concept for retailers, demonstrating ease of integration and that consumers are happy to pay for products using a digital currency.

The initial product range within the store will consist of limited edition runs of Monartis-branded products. It's our intention to expand the product range over time, using guest designers to produce unique items.



Monartis integration for other retailers

A core part of the plan for the currency involves ease of integration for a broad range of retailers. Our discussions with retailers have identified some key requirements on their part for adoption, including:

- Ease of technical integration
- PCI-DSS Compliant
- Robust security
- GDPR Compliant
- Short transaction times
- Reduction in checkout times
- Maximising conversion rates
- Reducing cart abandonment
- Increasing revenues
- Ease of maintenance of payment modules
- Facilitation of transfers of income into fiat currencies to allow re-stocking
- Consumer demand for integration

We've given careful consideration to each of these elements. In order to encourage early adoption by retailers, we plan to:



- Provide early adopting retailers with free e-commerce platform integrations, carried out by our own team
- Offer retailers full guidance on the use of all elements of the currency. We're conscious that many retailers will not have previous experience of working with digital currencies
- Offer an initial period of free maintenance of the payment module integrations with their sites
- Rollout the Monartis Fast Checkout app to allow consumers to checkout in a faster, more secure manner with all our retail partners

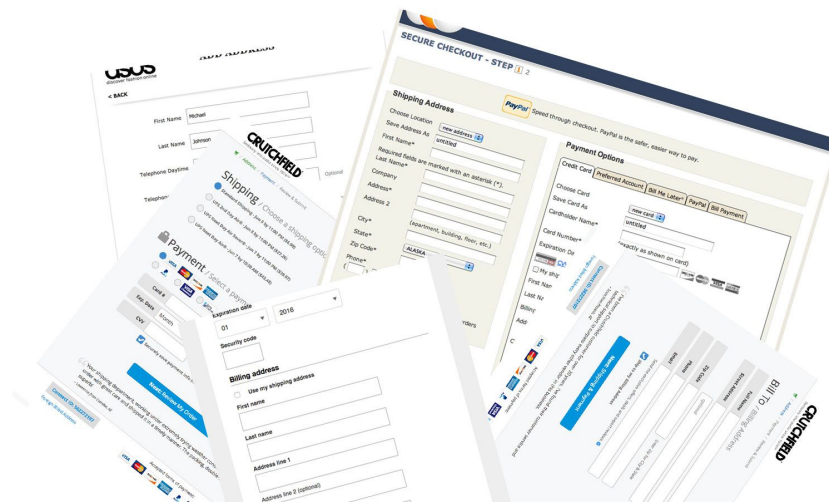
In addition, our marketing plan envisages offering incentives to retailers to adopt the currency as a payment method. It's also our intention to promote the eco-system to an active consumer community, encouraging take up.

The nature of Monartis is such that it is particularly well suited to those seeking to act within a global retail environment.



The Monartis Fast Checkout App

Our roadmap also outlines our intention to complete development of the Fast Checkout mobile app (to be made available on both Android and iOS).

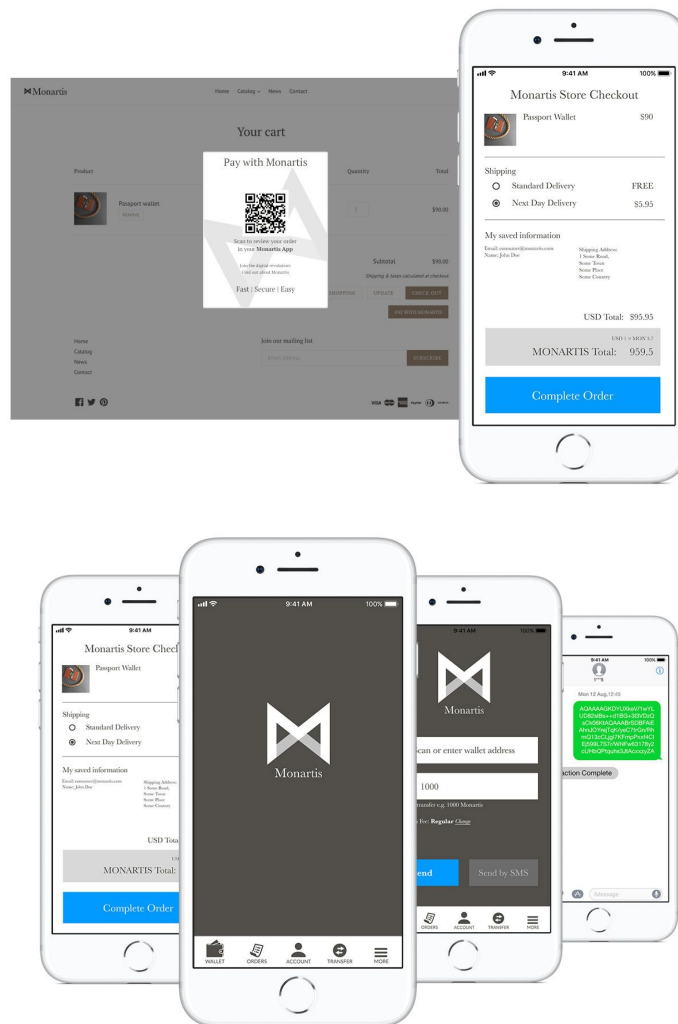


The average online checkout currently has up to 24 input fields to fill out, takes 80 seconds to complete and according to Verizon a massive 50% of online retailers are not even PCI Compliant. This means that consumers are faced with frustration and a potentially insecure checkout process.

For retailers, poor user experience in the checkout leads to lower conversion rates, lower revenue and higher checkout abandonment rates.

The Monartis Fast Checkout app is intended to provide a user-friendly means of providing a fast, secure and consistent checkout experience.

Monartis



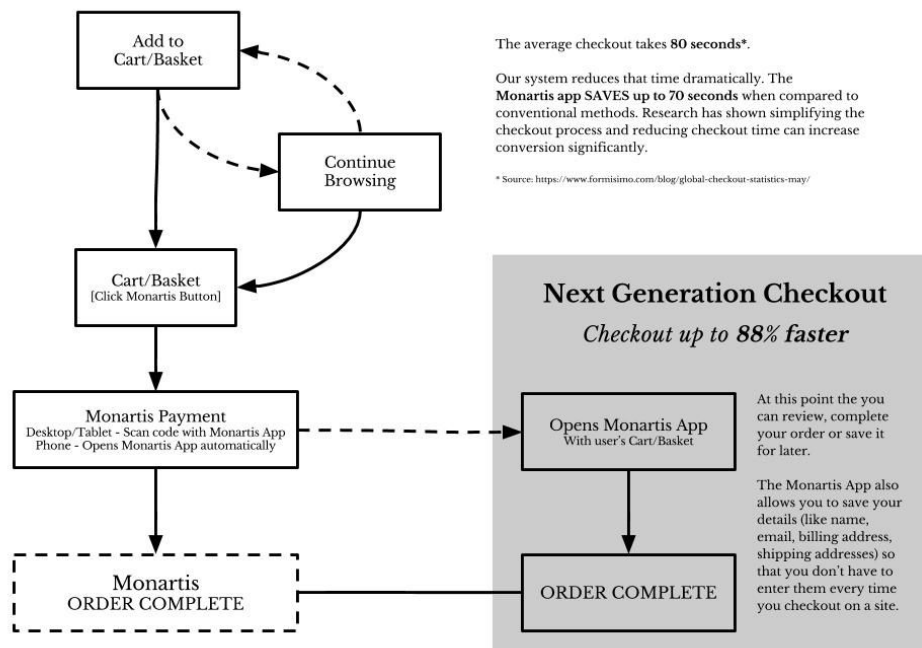
It will include a range of functions that are optional for the user, but which we believe could add great value:

- Our Monartis Fast Checkout integration will enable the user to checkout at participating online stores without even needing to enter their billing and address details, which will be stored locally on their own devices (and not on our servers)
- Users will be able to request to be automatically notified of promotions, sales and special offers from participating stores that accept the currency

Monartis

- Users will also be able to request updates on the Monartis store, the currency and on other retailers that are adopting the currency

We believe that many of the above elements, as well as being beneficial to consumers, will also be attractive to retailers. However, it's important to note that such features would only ever be optional for the user and that it would be possible to make full use of Monartis tokens without needing to access the app.





Crowdfunding campaign purpose

The crowdfunding campaign has two key purposes:

1. To reward funders with Monartis tokens, creating a user base for the currency
2. To provide funding to the Monartis project, enabling the further developments that are outlined within the roadmap

It's intended that funds raised should be directed at:

- Expanding the online store and associated product selections
- Enabling the development of modules for Magento 1, Magento 2 and Woocommerce in the first instance. To be followed by modules for other standard e-commerce platforms, as well as for bespoke integrations
- Development of the Fast Checkout app, for both Android and iOS
- Marketing activity to promote use of both the Monartis online store and tokens by consumers
- Marketing activity to promote the use of the tokens by retailers
- Incentives to encourage adoption of the currency by retailers
- Further development of web-based apps to assist with ease of use

Allocation of budget

We foresee budget being allocated in the following manner:



- 29% for development of the payment modules and associated apps. This will include integration with retailer e-commerce platforms
- 18% for operational costs, which will include administration costs (legal, accounting, security), hosting costs, warehousing, office space and other relevant operational overheads
- 45% for marketing, to include advertising, sales activity and incentives for retailers
- 6% for contingency



The crowdfunding process

The Monartis crowdfunding campaign is separated into two distinct periods: an initial exercise for registered users, followed by a public crowdfunding stage.

Bonus tokens are to be offered to funders who commit to funding at early stages of the process.

Token summary

The new token can be summarised as follows:

- Name: Monartis
- Token symbol: MNT
- Token volume to be minted: 1,000,000,000
- Price per token at issue: \$0.10

Early Funders period

During the Early Funders period, which is scheduled to commence early December 2017, a maximum of 50,000,000 MNT will be made available. Those participating in the Early Funders period will receive a 50% bonus issue of tokens.



Public crowdfunding period

The public crowdfunding period is scheduled to commence mid to late December 2017, with a maximum of 700,000,000 MNT being made available during the public crowdfunding period. Bonus tokens will be issued, in accordance with the following proposed structure:

Period Commences	Bonus Tokens Offered
Week 1	40%
Week 2	30%
Week 3	20%
Week 4	10%

For the last period after week 4 and until the closure of the public crowdfunding period (which it is intended will occur on towards the end January 2018), tokens will be issued at the standard price and no bonuses will be on offer.

Early termination of crowdfunding campaign

It should be noted that, if the initial allocation of 50,000,000 MNT are sold within the Early Funders stage, then the Early Funders crowdfunding stage will immediately close at that point.

Similarly, if the initial allocation of 700,000,000 MNT are sold within the public crowdfunding stage, then the public crowdfunding stage will immediately close at that point.

Monartis Holdings Limited also reserve the right to terminate either the Early Funders stage or the public crowdfunding stage at any point in time.

Team, advisors, bounty scheme and referrals

Of the 1,000,000,000 MNT that are to be minted, a total of 750,000,000 MNT are to be made available via the Early Funders stage and the public crowdfunding stage.

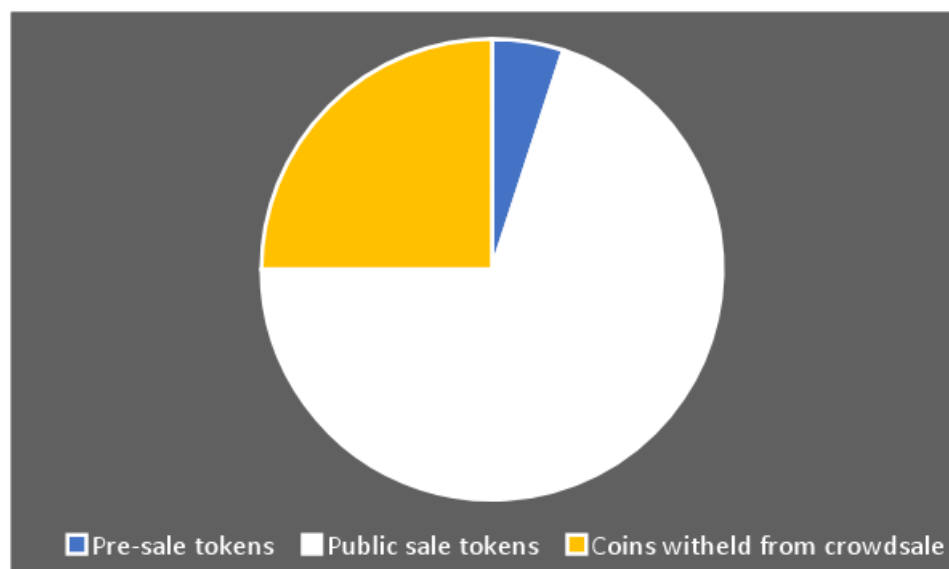


The remaining 250,000,000 MNT are to be held back for a number of purposes:

- To award MNT payments to those engaged within the crowdfunding campaign referral scheme
- To award MNT payments to those engaged within the crowdfunding campaign Bounty Program
- To be held by advisors to Monartis Holdings Limited
- To be held by the Monartis Holdings Limited team
- To help manage fluctuations in currency value

In the case of MNT to be held by Monartis Holdings Limited team members and their advisors, a commitment is given to funders that such tokens will not be disposed of within an absolute minimum of 12 months from the launch of the Monartis online store and associated currency.

The proposed distribution is shown below:





The story so far

The Monartis story started back in 2015. Here's a timeline of the story so far:

April 2015

Our founders start to research blockchain technology

August 2016

Agreed direction to bring digital currencies into the mainstream

January 2017

Idea finalised to launch online store with associated currency

March 2017

Outline specifications for store and currency completed

May 2017

Construction of online store and payment mechanism commences

June 2017

Work commences on draft documentation for crowdfunding

October 2017

Monartis Holdings Limited is incorporated, in preparation for launch



Roadmap

Looking to the future, we also have a clear development pathway, as outlined below:

November 2017

The Early Funders registration period will open, allowing potential funders to register an interest in contributing during the Early Funders crowdfunding stage.

December 2017

The Early Funders crowdfunding period will open, to be followed by the public crowdfunding campaign. The crowdfunding exercise is to be supported by a range of materials to be published at www.monartis.com.

Final testing is to be carried out on the online store and its integration with the new currency.

February 2018

Online store and currency to launch. It's intended that the online store and currency will launch simultaneously, ensuring that those holding the currency will be able to shop at the online store immediately.

March 2018

We're planning to increase marketing activity from March, with the twin aims of promoting both the store and the currency

June 2018

We've set a provisional launch date for our mobile app, which is intended to give users an easy means of managing their currency holding.

September 2018



Throughout the summer of 2018, it is our intention to hold discussions with a number of retailers, with the aim of encouraging retailers to accept the new Monartis currency. We're hoping to bring the first retailers on board by September 2018. We believe that this also allows some contingency for dealing with any issues that stem from the initial launch.

December 2018

By the end of December 2018, we are planning on launching SMS currency transfer services, which we believe will be particularly beneficial for those who struggle to gain access to traditional bank accounts.



Industry overview

Bitcoin was launched as the first decentralized cryptocurrency in 2009. Since then, a substantial number of other cryptocurrencies have been created.

Cryptocurrencies are able to offer a number of key advantages, including allowing the low-cost transfer of funds across international borders without the need for traditional banks. These advantages have led to investors buying into the various cryptocurrencies in significant volumes.

Bitcoin itself has seen rapid growth in its value. In 2013, a single Bitcoin had a value of around \$100⁸. By October 2017, each Bitcoin was changing hands for in excess of \$5,500. Other cryptocurrencies have seen similar increases in value, helping to create a burgeoning market.

The total market capitalization of Bitcoin exceeds \$90 billion, while the second most popular cryptocurrency, Ethereum, has a total market capitalization approaching \$30 billion⁹.

The emergence of these alternative currencies has generated considerable interest, with many financial professionals considering the likely future effects of this potentially disruptive technology. In February 2015, the Bank of England issued a research note¹⁰ that raised the possibility of a central-bank issued digital currency.

The growth of digital currencies has been rapid and the underlying technology is bringing about transformational changes within the sector.

⁸ Data extracted from [XE.com](#), October 2017

⁹ Market capitalization data from [Coin Market Cap](#), October 2017.

¹⁰ [Bank of England](#)



Available market

The Monartis project is aimed at bringing digital currency firmly into the mainstream. The current global population is estimated to be 7.6 billion but a recent study by the University of Cambridge estimated that between 2.9 million and 5.8 million individuals hold digital currencies.

Taking the highest figure from that report (5.8 million)¹¹, it can be estimated that only 0.08% of the world's population are currently holding any form of digital currency. An even smaller fraction of that number will actually have used any form of digital currency to make a purchase.

What our research has demonstrated is that there is a considerable market available for use of a mass market digital currency. The hurdles that are present for existing currencies are restricting take up.

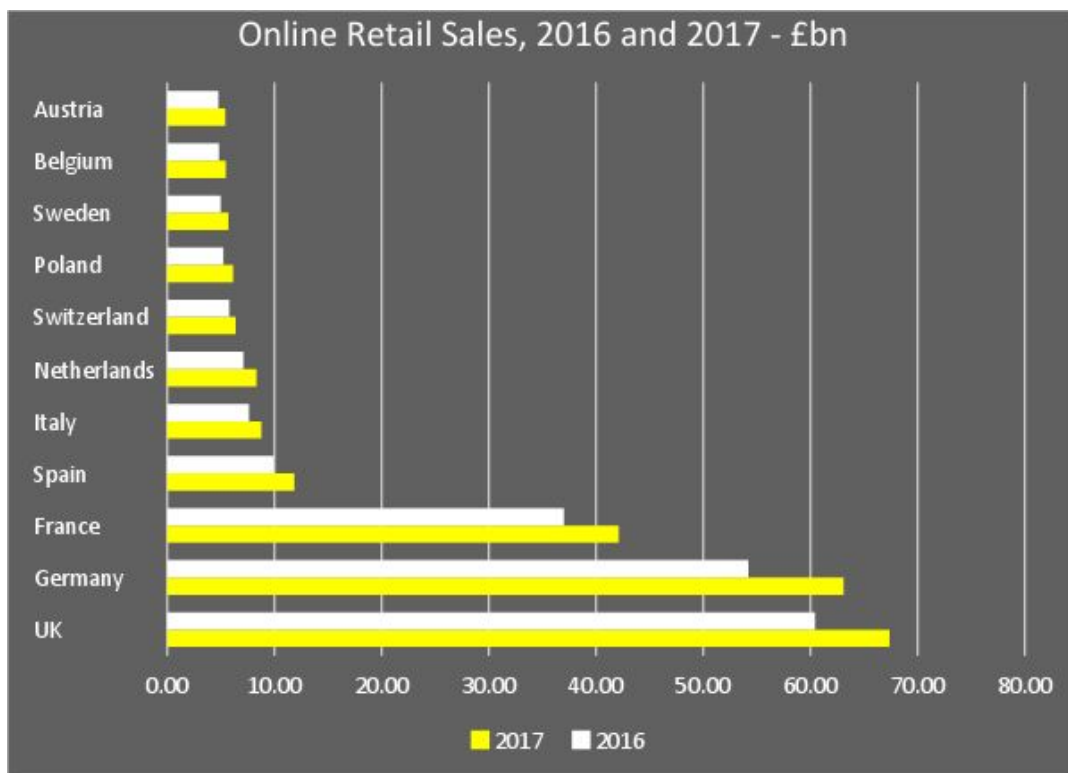
If we look solely at the retail industry, then the scale of the available market immediately becomes clear.

A Statista report¹² suggests that global retail sales in 2017 will be equivalent to 26.83 trillion US dollars, rising to more than 28 trillion US dollars in 2018. It's estimated that 2.4 trillions US dollars of online retail sales will be recorded in China alone by the year 2020¹³.

If we turn to the European market alone, then we can see that the rise of online retailing has continued unabated:

¹¹ Global Cryptocurrency Benchmarking Study", University of Cambridge Judge Business School, April 2017

¹² Total retail sales worldwide from 2013 to 2018 (in trillion US dollars), Statista, 2017



The Team

Keith Barrett, Co-Founder



Keith Barrett is the Founder of a leading UK digital marketing agency. Having established the business in 2004, Keith was at the forefront of the growth of the UK digital advertising market.

His agency, Search South, is a Google Partner agency. Clients have included a number of FTSE 100 companies, with Keith's focus having been within the retail and finance sectors. He has specialized in increasing new business for a wide range of businesses. Search South have acted as a vendor to businesses throughout Europe, North America, Asia, the Middle East, Australia and New Zealand.

Prior to his work in the digital marketing sphere, Keith worked in local government, where he was involved in the development and support of procurement and financial systems.

Ben Gower, Co-Founder



Ben Gower runs an ecommerce consultancy just outside of London specialising in the fashion, beauty, grooming and accessories market.

His consultancy has worked on projects with many high profile international fashion brands (including Vivienne Westwood and Nicole Farhi) along with a multitude of up and coming European entrepreneurs, bring many new and innovative products to market.

Previously, he work for the Hut Group, one of Europe's fastest growing online retailers and brand owners, and before that Mankind, where as Technical head of E-commerce he was part of the management team that helped it grow to become the UK's No.1 male grooming online retailer.



Munish Kumar, Lead Mobile App Developer



Munish brings a wealth of expertise to the Monartis team. Having graduated with a Masters in Computer Application, Munish has 5 years of experience in developing mobile applications on both iOS and Android platforms.

With additional expertise in C++ programming and an impressive track record working with blue chip brands (including Samsung, Disney and Intel), Munish will be helping to develop Monartis mobile apps and integrations with leading e-commerce platforms.

Rodrigo Petito Silveira, Ethereum Development



Rodrigo is an accomplished developer, who brings a wealth of experience working within the Ethereum blockchain and on the creation of smart contracts. He is adept at developing Ethereum tokens based upon bespoke requirements, together with integrations for both web-based and mobile applications.



Having graduated originally from the University of Lisbon, Rodrigo has an exceptional eye for detail and is technically certified in a wide range of computer software operating platforms.

Hitesh Upadhyay, Mobile App Development



Hitesh is passionate about coding, having first started back in his college days. Hitesh sees coding as being like a big slide, which gets faster and more exciting the further that you progress.

As a member of the Monartis team, his involvement is in development of the planned mobile applications that will ensure an excellent user experience, together with a robust integration with e-commerce stores.

Parth Barot, Chief Technology Officer



A lead application developer with more than 10 years of experience, Parth graduated from Gujarat University with a Computer Engineering degree in 2005. With experience in systems design, testing, management and integration, Parth will help to oversee technical elements of the Monartis project.



Dipang Sheth, Mobile App Developer



Having graduated as a Bachelor of Engineering in 2011, Dipang has gone on to specialise as an iOS developer. His skills extend to all phases of the project lifecycle, from documentation through to design, coding, testing and deployment.

As part of the Monartis team, Dipang's analytical, problem solving and technical skills will be put to good use.

Ushan Arya, Lead Digital Marketing Specialist



Ushan has spent the past 8 years in digital marketing, acting as an evangelist in that sphere. Having assisted a number of start-ups to build their online presence, Ushan boasts a strong track record in lead generation, search engine optimisation, content marketing, paid search campaigns and social media marketing.

Ushan's ability to create effective digital marketing campaigns across a range of sectors mean that he is a valuable presence within the Monartis team.



Your rights

By contributing via the crowdfunding exercise, you gain ownership of a defined number of Monartis tokens. It is our intention that, from the day of launch, it will be possible to spend Monartis tokens within the online Monartis store.

We greatly appreciate the supportive actions of those choosing to participate in the crowdfunding campaign, but it's important to note that your participation in the crowdfunding campaign does not entitle you to shares in the business, any management role within the business, or any say in the future direction of Monartis.

We also believe that it's vital that those participating in the crowdfunding campaign exercise should be aware of the risks involved, which we have attempted to document in full. Prior to participating in the crowdfunding exercise, you need to be satisfied that you have all of the information that you require in order to make an informed decision.

If you do not believe that you currently have that information, or if you are in any way uncertain or confused, then we would suggest that it may be prudent to seek advice from a suitably qualified financial expert or advisor.



Risks

No regulatory authority has examined or approved 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.

To the maximum extent permitted by the applicable laws, regulations and rules, Monartis Holdings Limited and its affiliates and their respective officers, employees or agents will, in relation to the website and Monartis tokens, not be liable for any damages of any kind, including, but not limited to, direct, consequential, incidental, special or indirect damages (including but not limited to lost profits, loss of revenue or third party loss whether foreseeable or otherwise, trading losses or damages that result from use or loss of use of the website and Monartis tokens).

For the avoidance of doubt, The Distributor expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this document, (ii) any error, omission or inaccuracy in any such information, (iii) any action resulting therefrom, or (iv) usage or acquisition of products, available through the website. You acknowledge and agree that you are not purchasing Monartis tokens for purposes of investment, speculation, as some type of arbitrage strategy, for immediate resale or other financial purposes.

Some of the statements in the Whitepaper include forward-looking statements which reflect the Distributor's current views with respect to execution roadmap, financial performance, business strategy and future plans, both with respect to the Distributor and the sectors and industries in which the Distributor operates.



Statements which include the words "expects", "plans", "believes", "projects", "anticipates", "will", "aims", "may", "would", "could", "continue" and similar statements are of a future or forward-looking nature.

All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Distributor's actual results to differ materially from those indicated in these statements.

These factors include but are not limited to those described in the T&C.

Any forward-looking statements in the Whitepaper reflect the Distributor's current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the Distributor's operations, results of operations and growth strategy.

These forward-looking statements speak only as of the date of the Whitepaper. Prospective buyers of the Monartis tokens should specifically consider the factors identified in the Whitepaper and T&C which could cause actual results to differ before making a purchase decision. No statement in the Whitepaper is intended as a profit forecast and no statement in the Whitepaper should be interpreted to mean that the earnings of the Distributor for the current or future years would be as may be implied in this Whitepaper.

The purchase of tokens involves a high degree of risk, including but not limited to the risk factors described below. Before participating in the Monartis crowdfunding campaign, it is recommended that each participant carefully weighs all the information and risks detailed in this Whitepaper, and, specifically the risk factors outlined within the T&C.



Terms and Conditions

The following terms and conditions (“Terms and Conditions”) apply to any commitment to receive Monartis, the cryptographic digital token (“Token”) that Monartis Holdings Limited (“Company”) intends for release in connection with the Monartis blockchain project (“Project”), by the funder (“Funder”), through the crowdfunding campaign on the Ethereum blockchain as detailed in the Project Whitepaper (“Crowdfunding Campaign”), for distribution on or about 23 February 2018 (“Release Date”).

1. Grant of Right to Receive Tokens. Subject to completion of the Crowdfunding Campaign, Company shall deliver to Funder, via smart contract programmed prior to the Release Date, the amount of Tokens to which Funder will be entitled pursuant to the Crowdfunding Campaign outcome.

2. Projected Token Functionality. As reflected in the Whitepaper, Company intends the Tokens for two primary utilities: (a) to enable purchases from the Monartis online store; and, (b) to enable purchases from other online stores that may choose to accept the Token as a means of payment. Company reserves the right, in its sole discretion, to modify the functionality of Tokens based on needs and development of the Project, technological factors, or any other consideration that impacts timely and proper Token release or Network functionality.

3. Tokens Provided on an “As Is” Basis. Notwithstanding Paragraph 2 above, Funder understands and agrees that Tokens shall be provided “as is,” with no further representation or warranty of any kind.

4. No Claim, Loan, or Ownership Interest. Funders understands and agrees that funding commitment or receipt of Tokens: (i) does not provide Funder with any claim with respect to Company and its assets; (ii) is not a loan to Company; and, (iii) does not provide Funder with any ownership, proprietary, shareholder, or investor interest in Company or the Project.



5. No Partnership and No Agency. Nothing in these Terms and Conditions shall constitute, or be deemed to constitute, a partnership, association, joint venture, or other co-operative entity or endeavor between Funder and Company. Nothing in these Terms and Conditions shall constitute, or be deemed to constitute, a designation of either Funder or Company as an agent of the other for any purpose.

6. Assumption of Risk: Purchaser Sophistication; Understanding of Token Purposes and Revocable Network Use License; No Guarantee of Monetary Value. In placing this commitment of funding, Funder affirms that s/he has conducted adequate research and possesses sufficient knowledge and experience in blockchain technology and cryptographic tokens to evaluate the risks and merits of the Tokens, and that s/he is able to bear the risks thereof. Purchaser further affirms his/her understanding that the Tokens are intended for utility purposes outlined within the Whitepaper and the Funder's primary reason for this commitment to fund is a desire to support the project. Funder agrees to hold, use, or transfer Tokens lawfully, and to forfeit his/her license to participate as a Monartis member if, in Company's sole discretion, Funder violates any of these Terms and Conditions or any fair and reasonable community guideline(s) duly adopted for implementation in the course of the Project. Funder acknowledges that his/her use license shall expire upon the sale, transfer, or loss of Tokens, and that safe and secure storage of private cryptographic keys required for access to any purchased Tokens is Funder's sole responsibility. Additionally, Funder affirms his/her understanding that, to the extent that Tokens may assume monetary exchange value at any point, such value may experience volatility, or increase or decrease, over time. No guarantee is made concerning the value, if any, of Tokens, or any market platform for their resale or transfer outside the Network.

7. Compliance. Protection of Monartis member and user privacy in accordance with Network participant and industry standards is a top priority. Funder understands that Company and the Project may be subject to certain regulations that necessitate legal compliance mechanisms and/or preservation of Funder information and Network data pursuant to law.



8. Crowdfunding Campaign Participation Conditions. The Crowdfunding Campaign is not open to residents of the People's Republic of China or the United States of America. By participating in the Crowdfunding Campaign, Funder represents and warrants that: (a) s/he has reviewed and understood these Terms and Conditions and the Whitepaper and Company website; (b) neither the purchase of Tokens nor anything related to Company or the Project violates any law of the country and legal jurisdiction in which s/he resides; and, (c) any and all personal identifying information or identity documentation provided by Funder is true and correct. The Company reserves the right to request additional personal identifying information or identity documentation, prior to the release of Tokens to the Funder.

9. Indemnification. Funder agrees to defend, indemnify, and hold harmless Company against liabilities, costs, damages, and expenses (including settlement costs and reasonable attorneys' fees) arising from any claim from anybody that results from or relates to Funder's use of Tokens.

10. Non-refundability. All Token funding commitments are final.

11. Owning Monartis Tokens does not grant the holder the right of ownership or the right of property in Monartis Holdings Limited. While the community's feedback might be taken into account, the Tokens do not give their holders any right to participate in decision making concerning the development of the Monartis store, currency or ecosystem. The Company reserves the right to carry out additional identity checks on any individuals or businesses purchases Monartis tokens, prior to the issue of such tokens to funders.

12. No guarantee of income or profit. Any examples of income calculation used in any documentation are given for demonstrative purposes only and do not constitute any form of guarantee that these results will be obtained according to the plan.

13. Regulatory uncertainty. Blockchain-related technologies are subject to supervision and control by different regulatory bodies around the world.



Monartis tokens may fall under one or more inquiries or actions on their part, including but not limited to imposing restrictions on the use or possession of digital tokens such as Monartis Tokens, which may slow or limit the functionality of the system or the process of purchasing Monartis Tokens in the future.

14. Monartis tokens are not an investment. Monartis Tokens are not an official or legally binding investment of any kind. Due to unforeseen circumstances, the objectives set forth in this document may be amended. Despite the fact that we intend to reach all the goals described in this document, all persons and parties involved in the purchase of Monartis Tokens do so at their own risk.

15. Insufficient use. Monartis Tokens may fall in value over time if they are not actively used.

16. Risk of loss of funds. Funds collected during the Crowdfunding Campaign are not insured. In the event of loss or loss of value, there is no private or public insurance representative whom the Funder could address.

17. Risk of failure. It is possible for various reasons, including but not limited to the failure of business arrangements or marketing strategies, that the Monartis ecosystem and all subsequent business activities related to the funds collected during the Crowdfunding Campaign may be unsuccessful.

18. Risk of using new technologies. Digital tokens such as Monartis, are a fairly new and relatively untested technology. In addition to the risks mentioned in any documentation, there may be additional risks that the Monartis team cannot predict. These risks may emerge in other forms rather than those indicated here.

19. Integration. This agreement constitutes the entire agreement of the parties with respect to the subject matter hereof. All previous agreements, discussions, presentations, warranties, and conditions are combined in this document. There are no warranties, conditions or agreements, expressed or implied, between the



parties, except as expressly provided in this Agreement. This Agreement may be amended only by a written document duly executed by the parties.

20. Disclaimer of warranties. When registering for the Crowdfunding Campaign, the Funder agrees that his/her use or inability to use Monartis tokens is solely at his/her own risk and he/she removes all responsibility from Monartis Holdings Limited. After the Release Date, Monartis tokens will be sent to the Funder without any warranty of any kind, either express or implied, including all implied warranties of commercial value for a particular purpose without violating anyone's intellectual property rights.

[END]