

The New Era of wealth management with Smart contracts



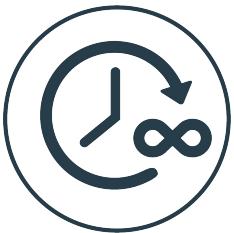
SwissBorg



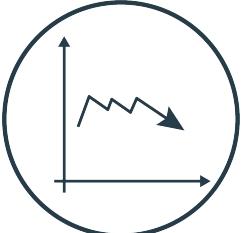
Problem

Off Chain

Time consuming
Onboarding



High fees and
Low transparency



No Customization



No Democratization



Few Investment
Solutions



+1500 Cryptos
(Scam, Overfitting...)



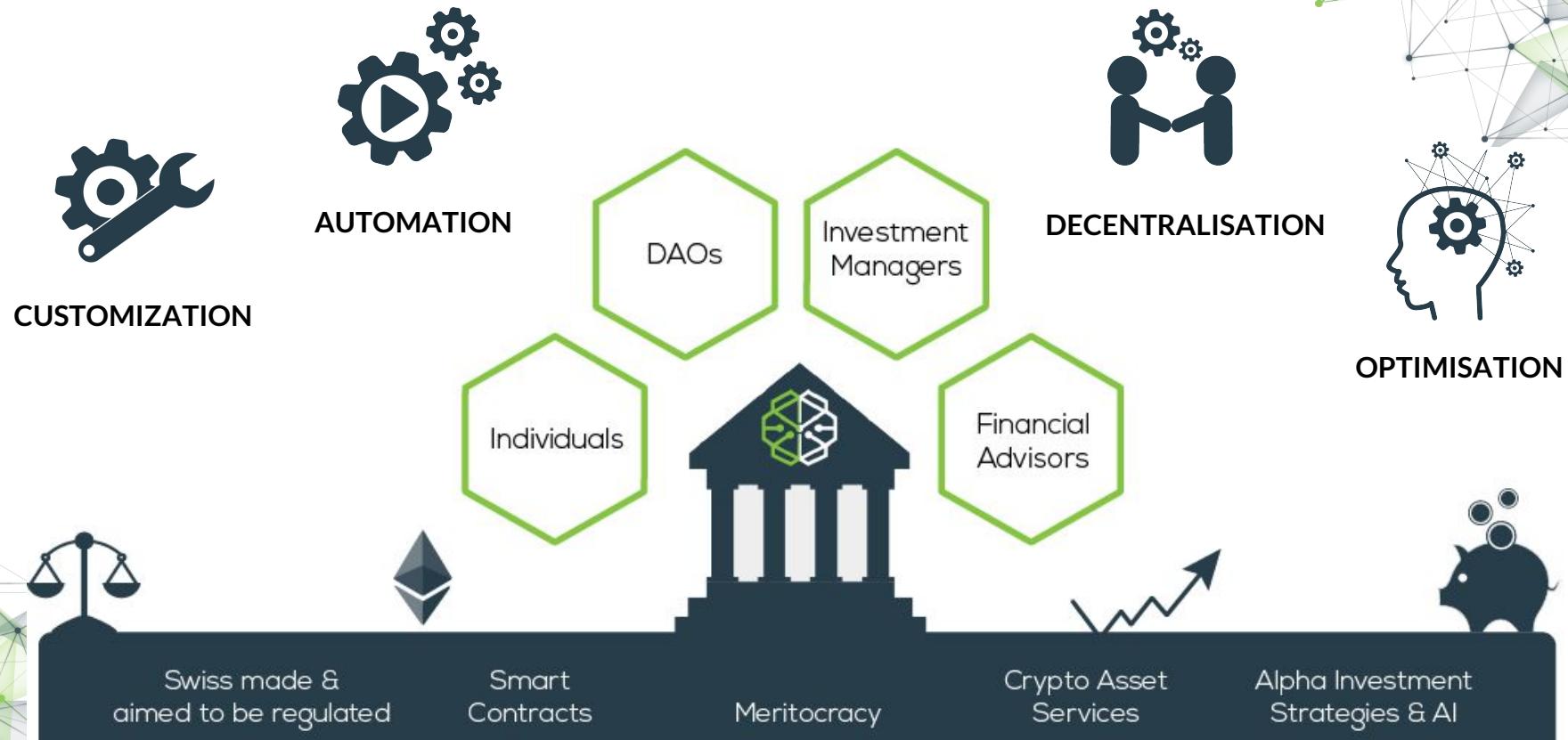
Hacking and Cyber Threats



No Financial Advisory



Solution



Investment Process 1/2

ID



1 Digital ID



KYC

- Big data upload / questionnaire
- Who are you?



Tax Compliant

- Newest OED policies towards tax compliance.
- Need help for taxes?



AML

- FINMA compliant
- Is your money clean?



Client Risk profile

- Assessing risk that matches your taste.
- How much pain are you willing to take?



Investment Process 2/2

2 Investment Mandate and Token Fund choice



Return

CREDIT
STRATEGY



ABSOLUTE
RETURN



Risk

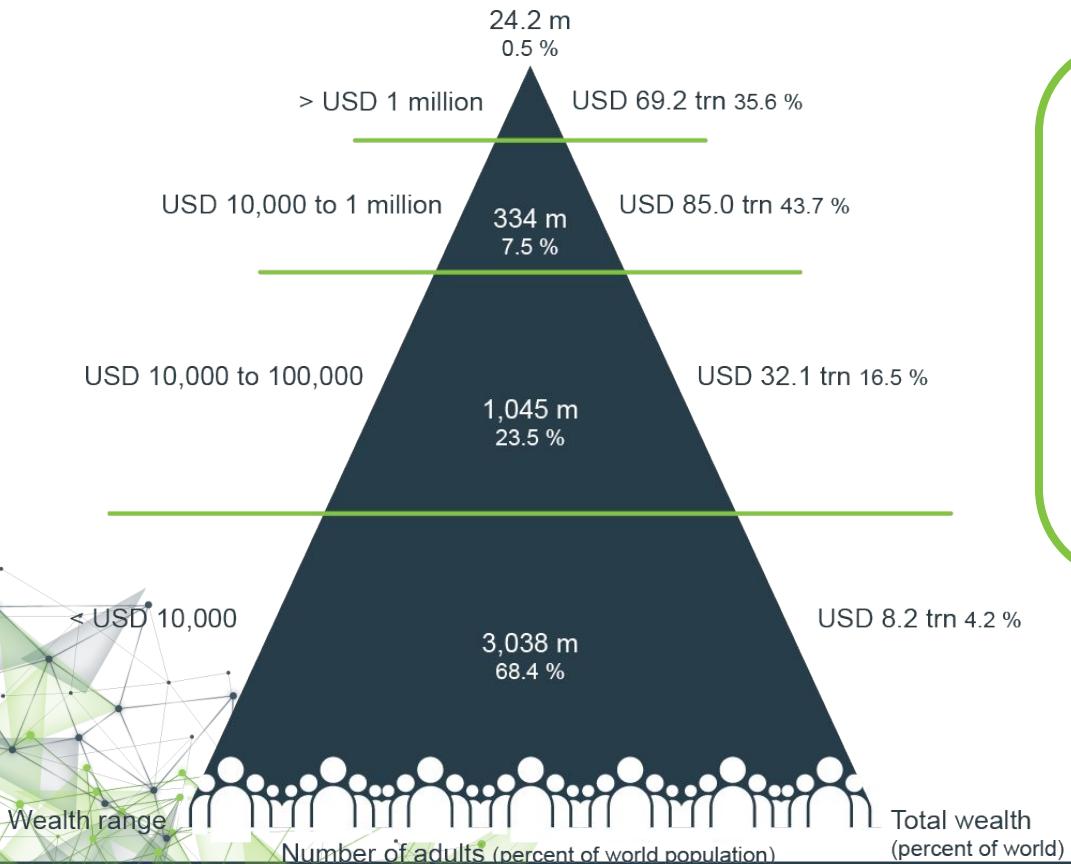
3 Live Reporting



Revenue Model



Market Opportunity



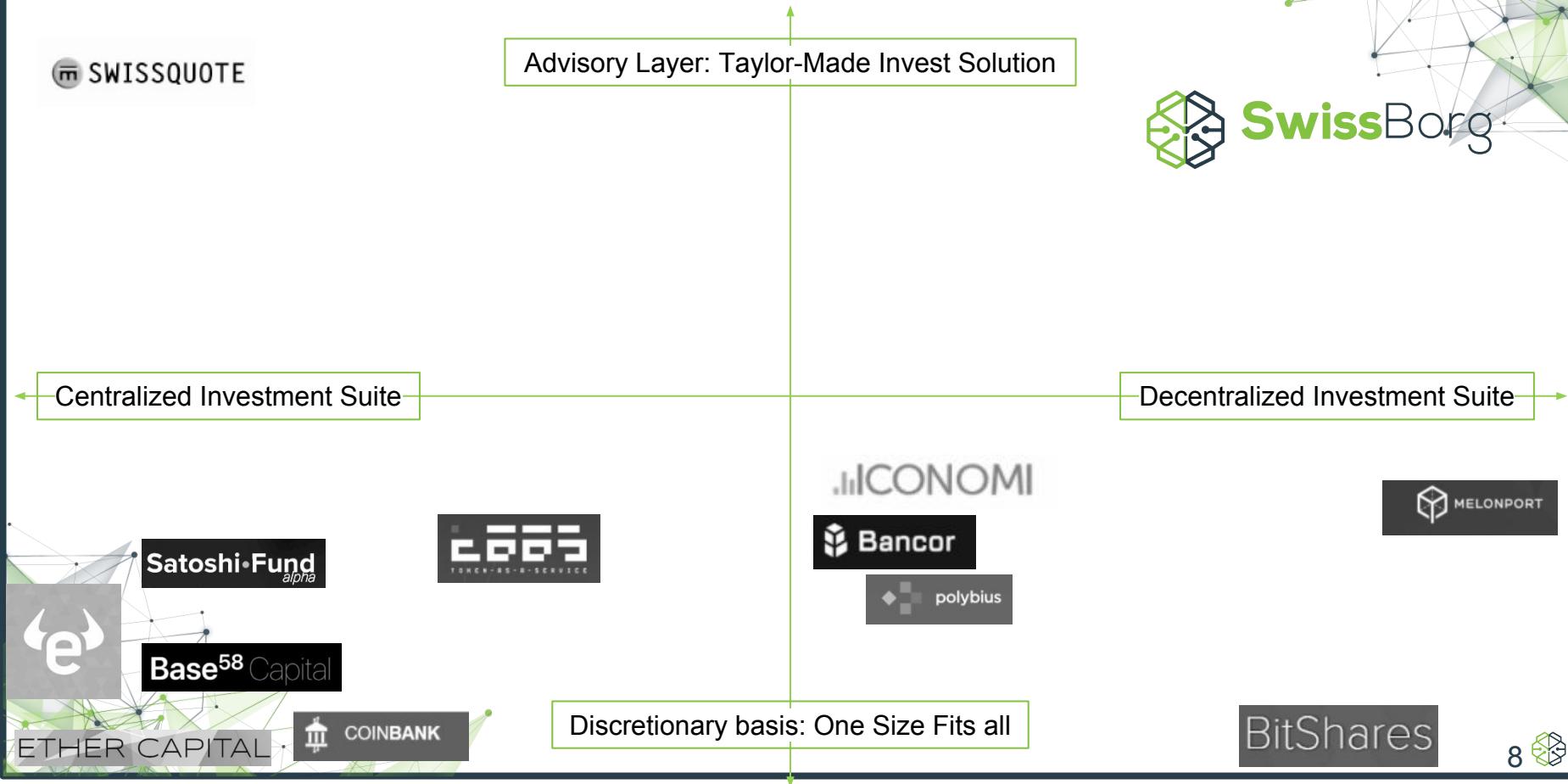
+1,1K CryptoCurrencies

+120B\$ Market Cap

+50B\$  Market Cap

+25B\$  Market Cap

Competitive Positioning



SwissBorg Team



Together the team has over :

- + 80 years Investment Experience
- + 2B \$ Asset Managed
- + 35 year Entrepreneur Experience



Cyrus Fazel
Founder : CEO



Julius Bär



Anthony Lesoismier
Co founder : CSO



ROBECO
The Investment Engineers



Marco Guerreiro
Head of AI



RBS



Maxime Gillot
CIO



LEMVI



Christophe Diserens
COO



Ken Yagami
Head of Japan



Morgan Stanley



SwissBorg Team



The team is composed of :

- + Best Smart Contract & Cybersecurity Experts
- + Multicultural talented Entrepreneurs
- + Expert Ninjaneers in Python, Java, JS



Micha Roon

Blockchain Expert



Jeremy Baumann

Portfolio Manager

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Full Stack engineer

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CREDIT SUISSE



Samuel Johnson

E-payment Master



David Drake

Investor

LDJCapital

SwissBorg TGE



SWISSBORG TOKEN NETWORK, CHSB TOKEN:



CHSB TOKEN

50.000.000 CHF



Supply Type Fixed

Unsold tokens will be reserved for further development



Distribution

Up to **65%** for the Network

20% for the Team

15% Reserved for future development



Roadmap





REVENUE FORECAST

Our **Revenues Projections** are based on assumptions presented in Appendix 1,2,3,4,5,6

In CHF Millions

	2018	2019	2020	2021	2022
Cryptallion Token Hedge Fund	5,70	5,20	4,00	4,40	5,20
SB Off-Chain Fund	2,90	6,70	7,20	7,90	8,90
SB Token Indexes	1,10	11,90	16,30	57,40	106,70
SB Crypto Exchange	0,00	0,00	3,60	10,90	22,80
ICO Issuer Platform	0,00	0,00	3,50	5,00	10,50
Smart Mandate	0,00	0,00	0,00	27,00	67,50
Totals :	9,70	23,80	34,60	112,60	221,60



PROJECTED PROFIT AND LOSS

	2018	2019	2020	2021	2022
Revenue	CHF9,749,668	CHF23,784,806	CHF34,748,369	CHF112,544,617	CHF221,648,964
Direct Costs	CHF1,200,000	CHF2,151,000	CHF4,390,000	CHF5,372,000	CHF6,497,000
Gross Margin	CHF8,549,668	CHF21,633,806	CHF30,358,369	CHF107,172,617	CHF215,151,964
Gross Margin %	88%	91%	87%	95%	97%
Operating Expenses					
Salary	CHF3,957,076	CHF4,825,616	CHF5,725,835	CHF6,076,058	CHF6,426,284
Employee Related Expenses	CHF1,056,349	CHF1,313,480	CHF1,565,480	CHF1,663,480	CHF1,761,480
Offices	CHF570,000	CHF1,200,000	CHF1,400,000	CHF1,600,000	CHF1,700,000
IT equipment	CHF90,000	CHF115,000	CHF150,000	CHF162,000	CHF174,000
IT SaaS	CHF54,000	CHF99,000	CHF200,000	CHF220,000	CHF235,000
Cyber Infrasctructure (Cold Storage, Hot Wallet)	CHF60,500	CHF80,000	CHF500,000	CHF1,000,000	CHF2,000,000
Online Marketing	CHF1,200,000	CHF1,800,000	CHF2,200,000	CHF2,800,000	CHF3,500,000
PR	CHF400,000	CHF600,000	CHF730,000	CHF1,000,000	CHF1,200,000
Meritocratic Client Platform	CHF146,245	CHF356,772	CHF521,226	CHF1,688,169	CHF3,324,734
C Pool Bonus		CHF237,848	CHF347,484	CHF1,125,446	CHF2,216,490
Head Pool Bonus		CHF118,924	CHF173,742	CHF562,723	CHF1,108,245
Bonus - Other		CHF178,386	CHF260,613	CHF844,084	CHF1,662,368
ICO Expenses - SwissBorg CH	CHF1,500,000				
Total Operating Expenses	CHF9,034,170	CHF10,925,027	CHF13,774,378	CHF18,741,962	CHF25,308,600
Operating Income	(CHF484,502)	CHF10,708,779	CHF16,583,991	CHF88,430,656	CHF189,843,363
Interest Incurred					
Depreciation and Amortization					
Income Taxes	CHF0	CHF2,453,827	CHF3,980,157	CHF21,223,358	CHF45,562,407
Total Expenses	CHF10,234,170	CHF15,529,854	CHF22,144,535	CHF45,337,320	CHF77,368,007
Net Profit	(CHF484,502)	CHF8,254,952	CHF12,603,834	CHF67,207,298	CHF144,280,956
Net Profit / Sales	-5%	35%	36%	60%	65%



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Legal | Tax | Compliance



Smartlink

Ambisafe

METACO

Swiss Finance +
Technology Association

Disclaimer



This document is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction.

DO NOT PURCHASE SWISSBORG/CHSB IF YOU ARE NOT AN EXPERT IN DEALING WITH CRYPTOGRAPHIC TOKENS AND BLOCKCHAIN-BASED SOFTWARE SYSTEMS

Purchases of SWISSBORG should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of cryptographic tokens, like bitcoin (BTC), and blockchain-based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other cryptographic tokens. While the SWISSBORG Team will be available to assist Purchasers of SWISSBORG during and after the sale,

SWISSBORG will not be responsible for lost BTC, ETH or CHSB resulting from actions taken by, or omitted by Purchasers. Note, in particular, that SWISSBORG Purchasers should take great care to write down their wallet password and not lose them so as to be sure that they will be able to access their SWISSBORG when they becomes available

after the SWISSBORG Token Sale. If you do not have such experience or expertise, then you should not purchase SWISSBORG or participate in the SWISSBORG 2017 Token Sale.

CRYPTOGRAPHIC TOKENS OF VALUE MAY EXPERIENCE EXTREME VOLATILITY IN PRICING.

It is the responsibility of each potential Purchaser of SWISSBORG to determine if they can legally purchase SWISSBORG in their own jurisdiction.