



Aktionariat

Create a Market **for Your Shares**

Democratize Private Equity



What We Enable



Continuous Fundraising

Allow new investors to join at any time by buying shares directly on your website.



Stakeholder Engagement

Let clients, suppliers and other stakeholders to participate in your success.



Employee Participation

Incentivize your employees with real shares of tangible market value.



Strategic Independence

Enjoy market liquidity without being pushed towards an exit.

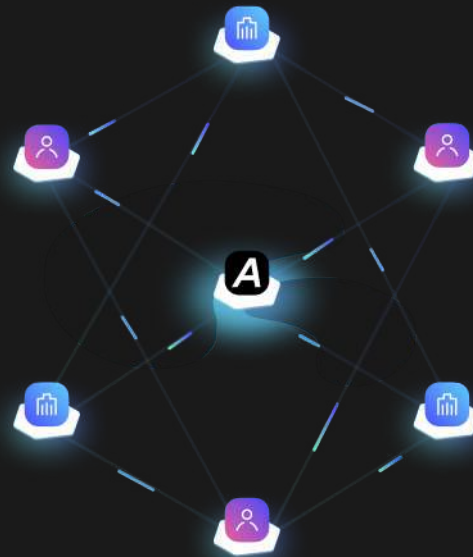
What Drives Us



Companies

We believe any company should have the possibility to fund itself easily and directly, on its own website, through the sale of its shares.

Direct relationship, free of intermediaries.



Powered by Ethereum Blockchain.



Investors

We believe anyone should be able to purchase shares of any company they like, directly from the company's website, instantly through a few clicks.

Enablers



Our Co-Founder, Luzius Meisser was trusted as an expert to advise the Parliament and the Federal Council in the legislative process of the new DLT law.

Law in force since



01 February 2021

We leverage the latest legal and technical developments by using security tokens to create digital (tokenized) shares.

Our legal and technological guidelines were recently validated in the Swiss Blockchain Federation's circular on Secondary Markets for Security Tokens (updated September 2021)¹.

Legal

Switzerland allows to map securities to blockchain-based tokens.

Technical

Smart Contracts on the
Ethereum Blockchain / Layer 2.

The Solution: A Brokerbot for Every Company

This is Brokerbot.

A blockchain based market tool that trades your shares, fully automated.

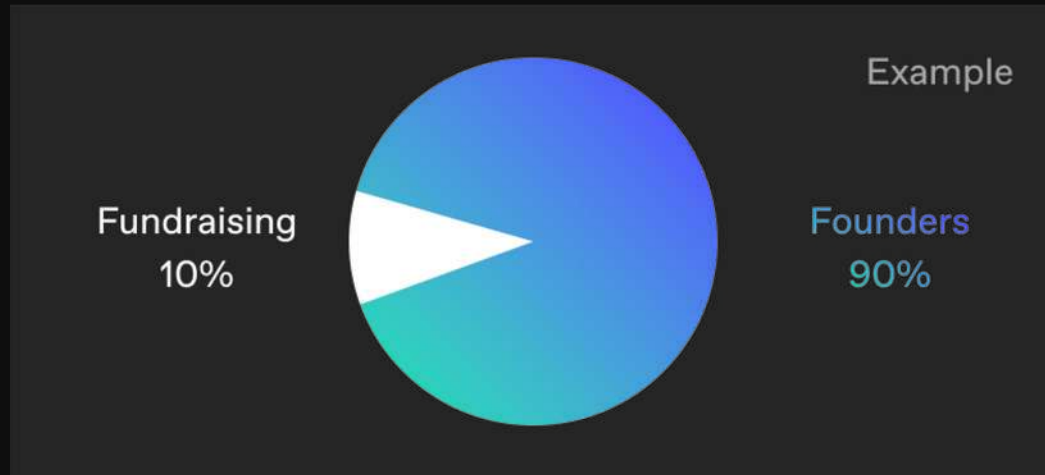
- Installed on your company's website – fully customizable
- Equipped with shares of your company (treasury shares)
- Trades shares against XCHF, Ether or even CHF*
- Based on a smart contract on the Ethereum blockchain
- Shares are minted as ERC-20 Security Tokens
- Draggable tokens enable an automated squeeze-out of investors

*: Payment via bank transfer

The screenshot shows a mobile application interface for 'Draggable Aktionariat AG Shares'. At the top, there are three tabs: 'Amount', 'Registration', and 'Confirmation'. The 'Amount' tab is selected. Below the tabs, the title 'Draggable Aktionariat AG Shares' is displayed. Underneath, the text 'Number of Shares' is followed by a 'Buy' button and a 'Sell' button. A text input field contains the number '1000', and a dropdown menu shows 'DAKS'. Below this, the 'Payment' section has two buttons: 'Bank Transfer' and 'Cryptocurrency'. The 'Cryptocurrency' button is selected. Below the buttons, the amount '12'659.88' is displayed next to a dropdown menu showing 'XCHF'. A summary line states 'You are buying 1000 DAKS for 12'659.88 XCHF.' with a 'Details' link. At the bottom, there is a large blue button labeled 'Start Buying DAKS'. The footer of the interface shows '© Aktionariat'.

Your Market, Your Rules

Define a percentage from the total number of shares you want to assign to the Brokerbot.



Free float, also known as "public float", refers to the portion of shares that are publicly tradable. Free float is crucial to unlock the liquidity premium.

CHF

Define the starting price

Knowing that investors are buying or selling at a given offered price is a strong economic signal about the true value of the shares.



Define the price increment

As investors trade shares, they push the price towards the market price. You can also sell your shares at a fixed price.

Your Brokerbot's Companions

The Portfolio App

Manage your assets



Aktionariat

The Corporate Dashboard

Makes shareholder relations scalable



What Sets us Apart

Level 1

Security Token Offering (STO)
One-Time Primary Offering

Many Suppliers

Traditional Fundraising Digitalized

- Shares are represented by Security Tokens
- One-time offerings
- Crowd funding for newly created shares
- Prices visible to registered investors

Level 2

Traditional Trading
Secondary Market

Few Suppliers

Traditional Trading Systems

- Market participants matched to each other in multilateral trading system
- Low liquidity with large spreads and high slippage
- High regulatory burden
- Expensive market making
- Inaccessible, closed system
- No integration with DeFi (Decentralized Finance)

Level 3

Decentralized, direct Market
Best of Primary and Secondary

Only Aktionariat

Brokerbot

- Continuous funding as company grows
- Cost-efficient liquidity with low slippage and spreads
- Fully automated trading
- Decentralized, without intermediaries
- Full public transparency about every trade and pricing function
- Integrates with DeFi and other applications on the Ethereum blockchain

Costs & Implementation

Pricing - Market Package

One time setup fee includes:

Aktionariat's Service

- Dashboard with Digital Shareholder Registry & Multisignature Powers
- Tokenization & Establishment of Legal Foundation
- Implementation of Market

Legal Package by LEXR

- Corporate Law & Financial Market regulations
- Taxes

Plausibility Report by BV4

- Review of pitch-deck, historic financials, valuation calculation
- Background check of key team members + 1hour interview with CEO & Chairman of the board

Setup Fee: 11'390 CHF

Yearly Fee (Every 12 months):

Maintenance Fee **Min. 2'500 CHF**

Success Fee **1.5 % of net raised capital**

**Net raised Capital = Amount raised (share sale) – amount paid back (share repurchase), *billed every 12 months*

Total Cost Summary

One time Setup Fee: **11'390 CHF**

Maintenance-/ Success Fee: **- 1.5 % of net raised capital**
**Yearly billed after 12 months*
- min. 2'500 CHF

Starting at 11'390 CHF (+ Yearly Fee after 12 months)

*Additional Features

Allowlisting/Whitelisting

- Manual approval of shareholders **+ 400 CHF one time**
- Check for "qualified investors"
- Collective investment schemes

Identity Verification

- Passport scan / picture **+ 400 CHF one time**
- Finma compliant process **+ * 5 CHF per completed verification**
- Not mandatory by Swiss law

ADNA Data room License

- Unlimited number of users **+ 1'800 CHF**
- 5 GB Swiss Cloud Data Storage **annual fee**
- Monthly Hashing service included

Team

Members of The Board



Luzius Meisser

Co-Founder &
Chairman of the Board



Murat Ögat

Co-Founder, Member of
the Board & CTO



Kathrin Wolff Schmandt

Member of the Board

Team



Nicola Plain
CEO



Murat Ögat
Chief Technology Officer (CTO)



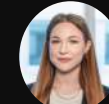
Béla von Mérey
Chief Growth Officer (CGO)



Bernhard Ruf
Blockchain Engineer



Konstantinos Zavoudakis
Project Portfolio Manager



Yaroslava Selivonchyk
Marketing Manager



Tasos Bekos
Senior Frontend Engineer



Mateusz Staszaków
Senior Full-Stack Engineer



Silvio Morelli
Customer Success Manager



Piotr Błądek
Senior Software Engineer



Evgenia Kozorez
Quality Assurance Engineer

Contact us

Aktionariat

Don't hesitate to contact our
Customer Success Manager



Silvio Morelli
silvio@aktionariat.com

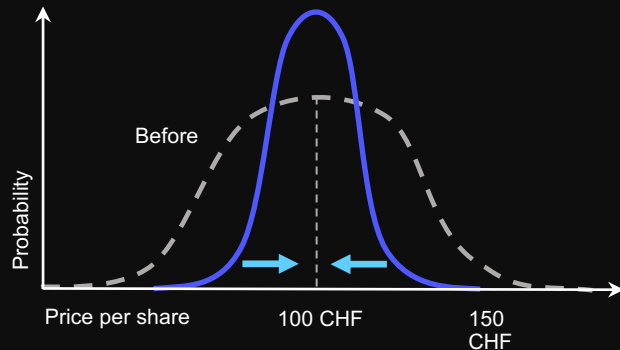
Request a Demo

Buy Some
Aktionariat Shares

Economic Theory Liquidity Premium

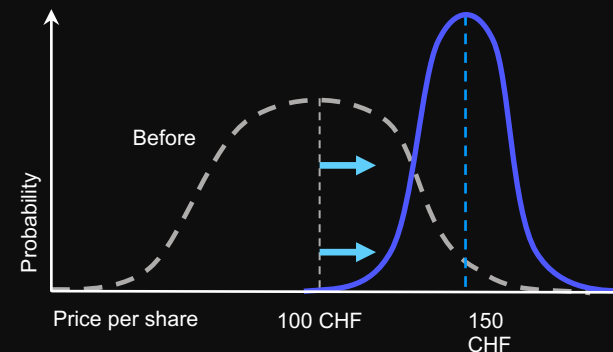
The price of illiquid assets suffers from an illiquidity discount. An otherwise identical asset is more valuable to an investor if it is liquid than if it is illiquid.

Less Price Uncertainty



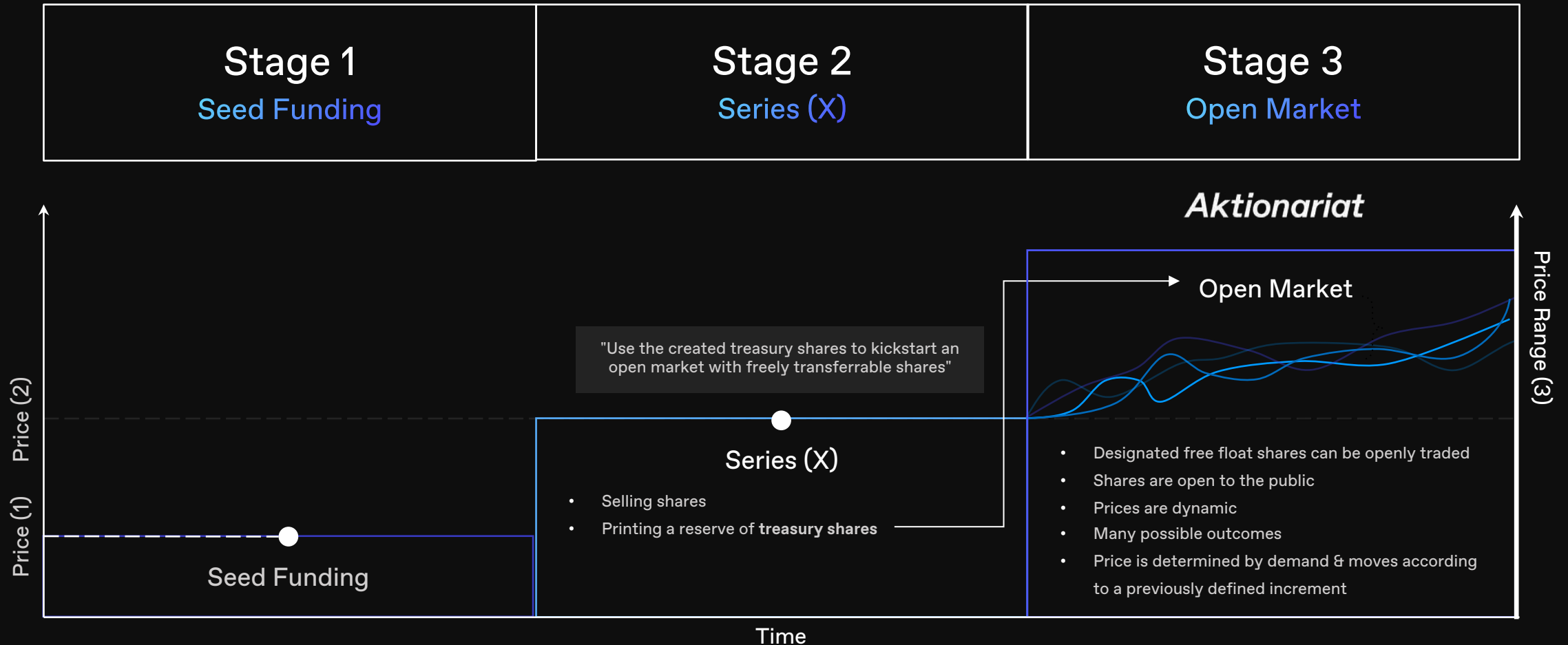
By creating liquid markets, we generate reliable price signals and therefore reduce investor uncertainty.

Liquidity Premium

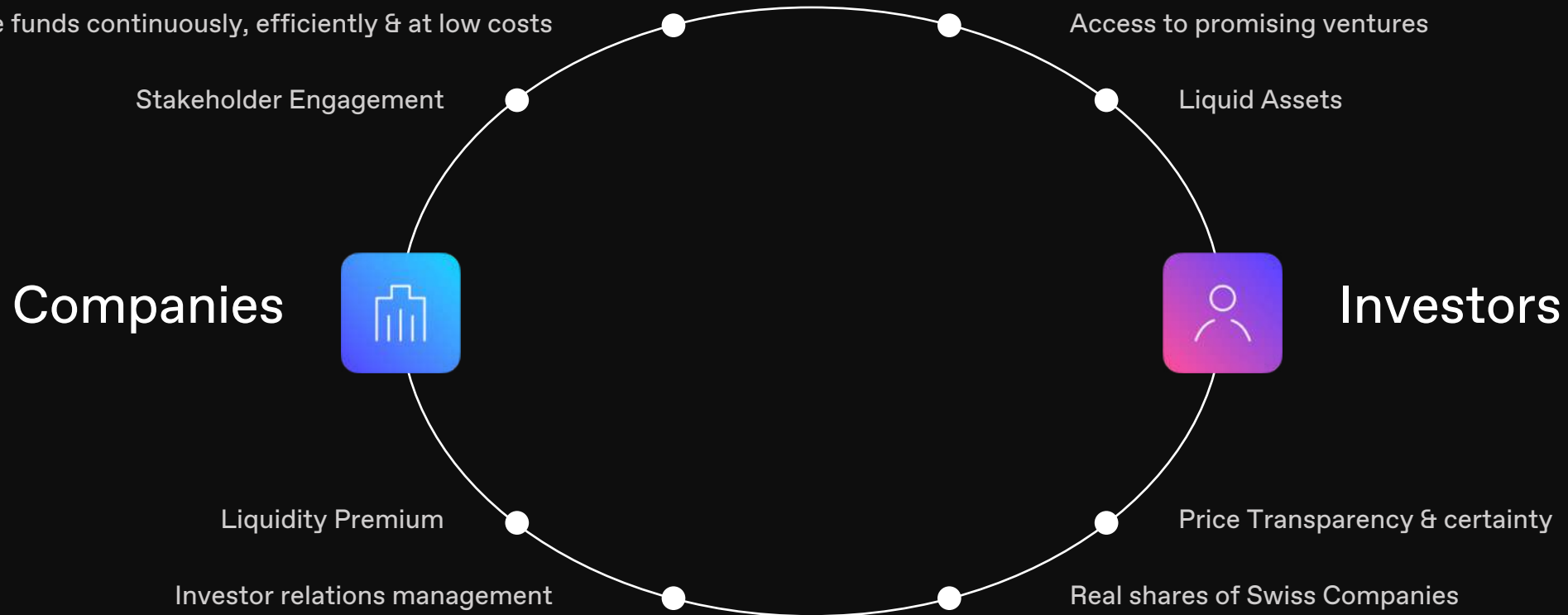


As shares in a liquid market can be traded freely, investors are willing to pay a "liquidity premium". Empirical estimates say about 50%. (Damodaran 2005)

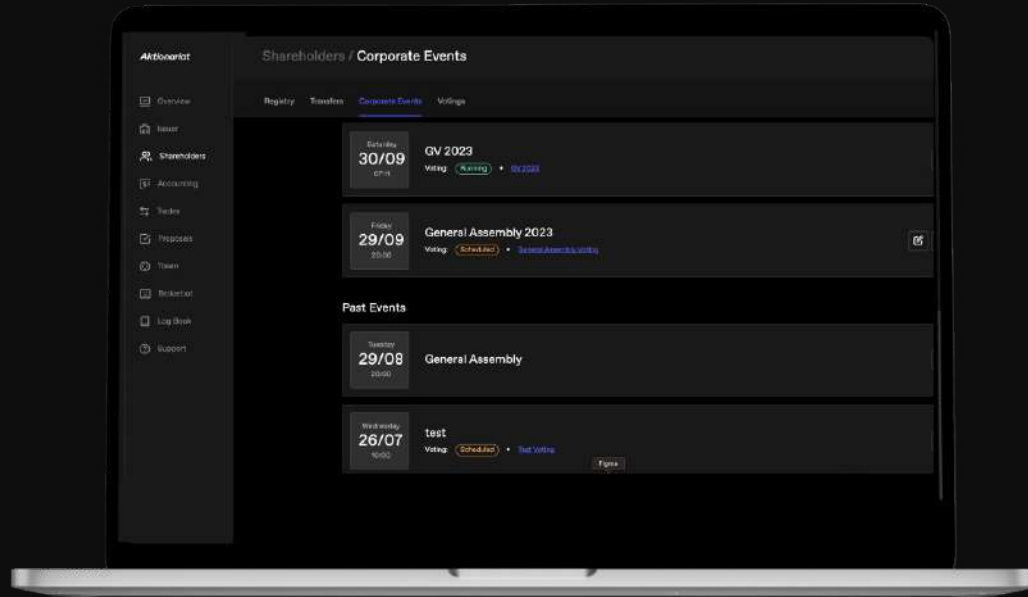
Funding Stages



An Open Market Benefits **All Participants**

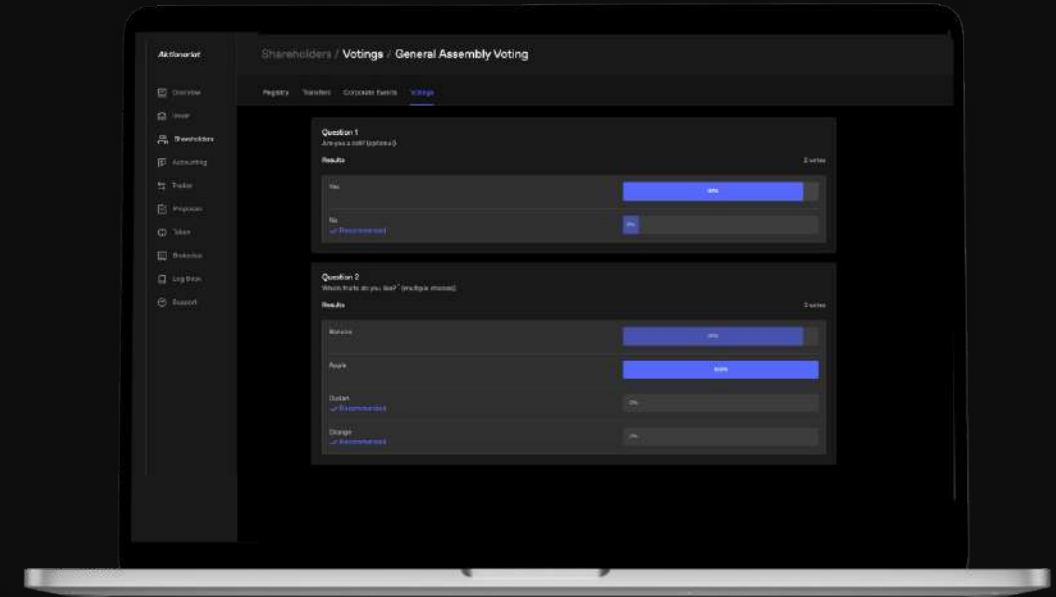


Corporate Events & Digital Voting



Corporate Events

- Create and schedule your Corporate Events in the Corporate Dashboard
- Send out invitations to your shareholders



Digital Voting

- Manage Voting in the Corporate Dashboard
- Link a Voting to the specific Corporate Event
- View the results online

*Price: CHF 500 / year