



Petchains

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❖ Introduction

The project named “Petchains” is the brainchild of the combined efforts of the professional and dedicated team which is made up of experts in computer science, veterinary doctors, blockchain specialists, academics and business consultants, who have worked to improve the lives of animals.

This project is fully dedicated to developing a new pet community on a digitised platform which includes modern, relevant and trending technologies like big data and cutting-edge blockchain technology, which allows peer-to-peer connections to increase the reach of Petchains services in the global market.

From a technological expert perspective, the Petchains team can state that Petchains is a global pan-pet market information management system and trading platform. It is based on the concept of building an ecosystem, which changes the lives of animals and offers all services for pets. Hence, Petchains refers to the digitalisation of the pet economy. The main motive of the Petchains solution is to provide more efficient and in-depth services with the technical power for pet lovers to improve the lives of their beloved pets.

❖ About Dapp

The Petchains Dapp uses the "social networking is mining" model — under this model various positive online social behaviour such as giving the thumbs-up for posts, favourable comments to posts (and so on) would entitle users to receive token incentives (i.e. "mining"). Up to 90% of the advertisement fees paid by pet food brands and pet toy brands to the platform would be distributed as token incentives to incentivise users who have contributed to the ecosystem through positive social networking behaviour.

寵鏈的初步計劃是打造一個基于區塊鏈平臺的寵物市場平臺，而龐大的真實性得到絕對保證的服務商與從業者資源，僅僅是搭建平臺的基礎，上述的種種社區激勵措施也祇是建設社交平臺的輔助手段，為激勵用戶在參與信息鑒定之外能更積極地參與社區建設，寵鏈將會就用戶在社區內進行的任何發言、點贊等活動給予PTCS獎勵，將包括比特幣等知名數字貨幣在內的傳統區塊鏈平臺普遍采用的純屬浪費能源與損耗器材而幾乎沒有實際作用的“挖礦”方式，轉化為低消耗且能有效帶動社區建設、完善社區生態的“社交挖礦”。

The initial plan for Petchains is to build a pet market platform based on blockchain platform technology, on which a high level of authenticity from the service providers and of the resources provided

by pet practitioners is absolutely ensured. However, this is merely a basic tenet for building the platform.

Incentives are only an aid to the actual development of social platforms. In order to encourage users to participate more actively in community building, other than in information verification, the system is designed to distribute PTCS incentives for any comments, likes and other activities that users perform in the community. The mining method which is widely used in traditional blockchain platforms, including well-known digital currencies such as Bitcoin, is a waste of energy and equipment expenditure, with little practical effect. In Petchains, this method is converted into one with low consumption which can effectively promote community development and improvement. This method is termed as “social mining” within the Petchains ecosystem.



❖ What is Petchains?

Petchains is dedicated to becoming a global pan-pet market information management system and trading platform. The solution is developed on the basis of modern and global technologies like big data and blockchain, which allows its users to maintain individual accounts and to keep the data of the animals who live in either their homes or shelters. The main aim of this project is to raise up a community which is made up of the experts, professionals, institutions, academics, owners, service providers, merchants, volunteers and other participants of the animal community, so that they can interact globally and contribute to efficiently providing better lives for their pets.

The idea to enhance the lives of pets may sound very simple but this solution in the digitalised world is projected to improve the quality of life of all the animals in general. This platform is beneficial for the animals because in the universe, other than blockchain technology, there is no other method to record all the data of the animals. This platform will always store the records of a particular animal even when its ownership changes so that the new owner can also obtain the information on the animal.

The animal information will include all the imperative data on the life of that particular pet (education, awards, training, pedigree, clinical history, diseases, achievements, education and allergy information, etc.). This information can be beneficial in many ways and it will fulfil all the user requirements in future, especially if the owner changes or in the event of the animal being picked up in a road accident or being lost.

The Petchains platform offers all the services for pets in multiple vertical subdivisions, including pet virtual games, pet trading, pet breeding, pet electronics, pet communities, various pet-related ancillary products, pet gene artificial intelligence testing, pet products/ food as well as pet medical products.

As per what was already discussed in this paper, there are many obstacles that people face and resources that are lacking in ensuring the survival of pets, hence utilising the native token on the platform (PTCS) will potentially decrease the resource gap between these people in the animal community and they will be able to know more about the pet industry as well as about pets. It is a global opportunity which will lower the obstacles which these people face in their lives. Therefore, this network and application is a global and magnificent

guidance platform for the pet community which makes lives better for their pets.

❖ Significance of Petchains

In this present era, there are no legislated rules and regulations which are related to animals and their data anywhere in the world. According to research, all the issues related to pet animals are sorted by the owners themselves and they take all the decisions upon themselves for their animals. However, animals are living beings and protective rules are essential for them, yet most countries do not have any such rules and regulations. With the exception of Belgium and France, which have national-level rules and regulations for these animals, there are no rules and regulations for them on the international level.

On the other hand, in Spain, there are various databases which are not allowed to exchange their information between themselves. Furthermore, the solutions available nowadays only allow for the storage and maintenance of very limited data with respect to these pets (gender, date of birth, microchip number and breed).

The Petchains team believes that Petchains is the perfect platform

for the entire animal community as well as for the people who are involved in it and who interact in it; on this platform, the Petchains team wants to develop an ecosystem that permits the users to transfer and exchange animal-related data in a simple and fast way.

Hence on this platform, the Petchains team has developed the first blockchain-based pet ecosystem. It is a corroboration of all the animal data and it is on a decentralised platform, which provides a set of tools and applications aimed at animal caregivers, professionals and institutions, so that they are capable of accessing the ecosystem data as well as achieving fluid and secure communication; this whole process is completed due to the blockchain and its properties. With the help of blockchain technology, Petchains allows the participants to access the data from anywhere in the world and this data can be shared with the insurers, veterinarians, shelters, laboratories, institutions and food producers which are related to the animal world.

Users do not need to worry about data privacy as Petchains would only share the essential data and information of an individual animal with the relevant parties; it is in the hands of the caregivers on how they want to manage the privacy of their data. The interaction between the users will be recorded on the platform via blockchain

technology. The individual user can utilise the platform according to the access settings that he/ she has established. This allows the user to discuss the terms with third parties as well as manage the storage of data for certain specific and/ or scientific purposes.

❖ Detailed Significance of Petchains

Part 1

The mobile and web solutions for Petchains are developed separately; individual platforms in multiple languages will be developed. These platforms can be accessed by their users via different models of devices and it will be beneficial for the animal caregivers, professionals and specialists etc. as it would be easy for them to communicate with one another.

For the solutions, the Petchains team has created a library where all the essential information on animals of different species and breeds are stored in a secure way. The platforms will operate on a professional verification system which will ensure transparency in the system as well as the robustness of the platforms.

Both the solutions will be interlinked with each other and the data will be shared on the same chain. There would be a different format for the professionals so that users can know when they are dealing

with the professionals.

Part 2

There will be advanced functions on the solutions, even as the Petchains team will expand the information in the library and increase the number of professionals on the Petchains platforms.

Petchains will provide forums for the users so that they can share case details on their pets and the professionals will be able to revert to them soon. Users can ask their doubts on the forums. Petchains will provide the best guide for both the professionals and the ordinary users.

Part 3

Petchains allows users to contribute to animal causes in the form of donations. The platform allows the sending and receiving of payments if a user wants to contribute to a sponsorship, or in any other way. The developers in the Petchains team will put their efforts into creating a configurable data importing tool, as part of introducing added security.

The original significance of Petchains is in providing efficient, in-depth and comprehensive technical services for the global pet

market with the latest and most relevant technologies like blockchain and big data, etc. With the help of this project, pet owners can provide the best care to their pets as well as provide the best necessities in terms of high-quality food and toys for their beloved pets; carry out proper beauty treatments, nursing and even medical treatment for them. They can even find better halves for their pets on the network. In essence, the main significance of Petchains is that the pets can have better lives all over the world.



❖ Growth of the Animal Sector

According to research and surveys, there are more than one billion domestic animals in the US, Europe as well as in parts of Latin America and Japan which are living with human families. The other countries are the same as the United States in that different demographics of people keep domestic animals at home. Most countries do not have any official records of these animals; there are many families in those countries which have made dogs, for instance, part of their families.

There are many investors who are contributing to the animal sector and it has been stated that people nowadays are reliant on this sector. Most Europeans and Americans prefer to have animals as part of their daily lives. In the United States, there are more dogs than children as youngsters prefer to bear the responsibility of having children only in their later years. Hence, having animals at home is not merely a fashion but it has become a structure of society. Along with this, from 2012 to 2016, 486 million dollars were invested in pet technology, according to the American Pet Products Association. In Europe, there are around 75 million pets, which are distributed very unevenly across the different European countries, whereas in Latin America, the data is complicated because its precision of measurement is very unequal across the region.

According to research in 2017, the size of the pet market was about 125 billion US dollars and according to a survey, the pet market has maintained a year-on-year growth at the rate of 5%. Among them, the United States is the largest and most mature pet consumer market in the world, with a total expenditure of 62.38 billion US dollars on the pet industry. Other countries and regions such as Europe and Japan have reached a certain level of maturity in the scale of their pet industry markets. However, at the same time, the distribution of the global pet industry is not balanced across the world—it has been shown that the industry in the Northern Hemisphere is larger than that in the Southern Hemisphere; those in the US and Europe are much larger than those in other countries and regions.

Additionally, the pet industry includes the consideration of living animals so even as this industry is growing rapidly, it sometimes seems that it is also turning in business as the product and service providers are not able to relevantly meet actual demands; they are facing obstacles, for example, in ensuring the quality of pet products, excessively random pricing standards for pet services, confusion in the management of qualifications for pet doctors and many more.

These obstacles are faced by a large majority of the stakeholders

in the pet industry, especially in developing countries like China and Brazil, where rules and regulations for animals are not filed properly.

Hence here is the project Petchains, which will sort out these obstacles as it is imperative that these stakeholders should be in contact with one another to have perfect guidance and so that they can have the appropriate knowledge about their pets. This platform will fulfil these requirements in a way that interlinks the solutions with each other. It is next to impossible to solve these issues through traditional methods. This platform will provide opportunities for the stakeholders to interact with one another globally and provide secure lives for their pets, as these functions are deeply integrated for real-life application through blockchain technology; along with this, the platform includes modern and relevant technologies for the pet industry.



❖ Current Health Status of Animals

In the present time, there are large databases where people can obtain information about every aspect of their pets so that they can deal with the latter as part of their daily lives. The Petchains team agrees that there are currently proper doctors and proper medical facilities which are provided to the animals. Unfortunately, there is no platform which can connect and integrate the service providers with one another. Even the service providers themselves do not arrange the data in a proper way and they do not have any specific data system which can maintain the large volume of data. Hence, one will not be able to analyse any reliable global statistical data with regards to the animals. Even the data of the service providers can be lost or have missing parts. With the Petchains platform, the animal sector would be able to overcome all these obstacles. The platform will act as a bridge between the service providers, animal owners and all the relevant parties who are in the animal sector. Along with this, there would be data on the sector recorded globally through blockchain technology. It is the ideal platform which will provide the necessities of pets. Registration will be fully secure and the registration will ensure the accuracy of the data.

❖ Current Problems of the Pet Industry

Presently, the pet industry is suffering from many issues. In a survey, the Petchains team found many deficiencies in the export of animals and especially in that of puppies. The ages of the puppies are often falsified in order for them to be able to travel and be sold before the stipulated age (which must be at least 3 months old). Puppies that are aged between 1 or 2 months have less developed immune systems and most are likely to suffer from virus-borne diseases.

There are many more obstacles in the pet industry:

(1) Supervision Cost: The pet industry is growing day by day and it is becoming more effective in the care of animals, but due to lack of communication, pet lovers and owners are sometimes forced to leave their pets under third-party supervision. However, as rules and regulations in this respect are not updated, pet service institutions and enterprises have mixed standards in animal supervision. Hence, the treatment and supervision costs of reliable institutions and enterprises tend towards the high end.

(2) Lack of Verified Information: Sometimes, caregivers are not able to obtain verified information about their pets as it is difficult

for the buyers to obtain the proper and appropriate information about them. In traditional methods, the information can even be modified. It is essential to have proper and relevant information in secure records.

(3)Lack of Transparent Information: There is a lack of information, hence the available data is not sufficient for pet caregivers. Some pet owners have detailed information about their pets, but in villages, most pets do not have their information recorded. In these cases, there should be proper information about these pets and it should be manageable. At some point, it is essential that these pets have proper documentation. There are some enterprises from which one can obtain sufficient information about pets in an area, but in a disaster area, if a pet dies, then one might end up receiving conflicting reasons for its death, or the dead pet might not have been able to receive the proper treatment.

(4)Lack of Information on Proper Basic Needs: Pet owners do not have any proper information about the basic needs of their pets; they do not know which types of food are suitable for their pets and what are not. They do not have any proper guidance on what to feed to their beloved pets.

❖ What Does Petchains Currently Offer to Overcome the Problems for Pets?

There are many advantages that Petchains offers to the pet industry:

- A. Provides Transparent Information:** This platform provides relevant and verified information to all the users so that they can know everything about a particular pet from its birth to death.
- B. Health Status:** Every user can know the health status of every pet in the universe with regards to its vaccination, medical examination and treatment records, etc.
- C. Global Interaction:** Users can interact globally from all over the world with one another. They can interact for every topic about pets at a global level and obtain the relevant knowledge.
- D. Real Communication:** Users who communicate on this platform will be communicating with one another in real-time, with no machinery substituting for these genuine interactions. Petchains provides opportunities for its users to have real conversations.
- E. Health Alerts:** At any given point of time, Petchains would be

sending notifications and alerts to the relevant user at the time of vaccination or special treatment for a particular pet.

F. Verified Data: Users can always obtain verified data on the platform which is accessible and ready for viewing.

G. Reduce the Communication Gap: It reduces the communication gap between the professionals and the caregivers. Ordinary users can directly communicate with the relevant professionals and experts.



❖ Current Technologies for the Advanced Platform

The Petchains team has utilised modern and advanced technologies in this project to make the project a sustainable one in the long run. The Petchains team has aimed to utilise the best as well as most popular and trending technologies such as blockchain and

big data.

Blockchain Technology

Blockchain technology is among one of the most trending technologies in the present era as it has a high demand and every organisation is demanding for this latest technology. It is about the creation of a giant decentralised system which reduces the amount of human effort required. It is a distributed and secure database system, which has different blocks to maintain data and records. This technology prevents third-party interference. Transactions are secure on this type of platform. This technology is becoming faster and faster everyday. The Petchains team envisions providing an advanced platform based on this technology.

Advantages of Blockchain Technology

Decentralisation: There is no third-party interference like that of centralised systems, as the information is spread across the confines of the digital network. That is why it is known as a decentralised system.

Self-governance: Each user can manage his/ her own data as well as maintain the information which is shared and stored across the network.

Transparency: It creates transparency among the users as all the information and transactions are shared and stored on the platform.

Permanent data storage: On this type of platform, the data would be stored permanently and no one can modify the data.

Accessible anytime and anywhere: This type of platform can be accessed anytime and from anywhere.

The main advantage of blockchain technology is that it includes the smart contract feature in which all the terms and policies of a contract are recorded and this reduces the chances for fraud.

Big Data Technology

Big data is essential for every organisation— it works as a form of cloud computing; presently data has come onto the digital space but the volume of data has expanded and there is no technology which can store such large amounts of data for the companies except big data systems. Hence this technology has turned into a critical requirement as it stores huge amounts of data on platforms which can be accessed by anyone and from anywhere.

In the traditional method, every pet store, medical store and pet

food store has its own independent information storage which it manages by itself; the stored data can be modified by anyone, even by third parties. In the event of a dispute, malicious third parties can easily access the data and alter it according to their own motives so that the truth cannot be verified easily. The relevant law enforcement and supervision departments lack both the manpower and material resources to discover the truth as well as enact the corresponding laws and regulations to carry out law enforcement well.

The most important task of the blockchain is precisely to develop and establish a mutual trust mechanism in the pet market. The platform is well designed in every way, both technically as well as functionally. Blockchain technology is utilised to its best effect as all its characteristics are used to contribute to the project, such as decentralisation, non-tampering and permanent traceability of information.

With these advanced technologies, the Petchains team has developed the platform with the best and most unique model; it has made the platform reliable for an advanced world. Petchains would be able to provide a set of services which includes pet insurance, pet breeding and sales, pet medicine, pet foster care, pet training and pet information, etc.

Meanwhile, Petchains will include the data of huge pets in its database. To maximise the full potential of this project and make the system reliable, big data technology has also been introduced in it. It opens a new door for the project and that is "big data market for pets" in which all the data can be corroborated and work together through cloud computing.

The other concern of the Petchains team was providing for the high power consumption of the system and this issue was sorted out with the Proof of Importance (POI) mechanism, which is the consensus mechanism of NEM, because the Petchains team believes that merely expanding the usage of expensive technologies is not the solution for the main requirement of high consumption.

The Petchains platform works to unify the data for verification and decentralisation; along with this, it gives access to the users to link with the ecosystem via the Petchains APIs and third party applications. It also offers a global system which consists of three unique profile types— Caregivers, Professionals and Institutions.

For the Caregivers, their application can grant them access to add new peers to their circles, update the data on their pets and also obtain health advice. Users who have relevant skills can offer their

services easily through the platform. The aim is to improve the links between users and allow them to obtain data.

This platform will also be providing the Professional application which will be fulfilling all the data requirements of the pet medical sector. This section would be separated from the other platform features and it will provide all the information about pet medical topics and treatment options.

Professionals can validate and certify the data from other fellow Professionals, answer questions, write and certify articles, as well as be in contact with the entire Professional community of Petchains.

Additionally, Petchains will create an international pet community which will include the various pet owners and pet industry practitioners. Users will be able to obtain all the detailed information about pets and the pet industry.



❖ How Does Petchains Work?

The foremost step for a new user is to sign up on the platform with his/ her essential details like name, email address, gender and country, etc. As soon after the new user signs up, he/ she will be a member of the platform and can subsequently log into his/ her account with his/ her ID and password.

After logging in with his/ her ID and password, he/ she can utilise the platform freely. If he/ she has any further requirements, he/ she can contact the admin panel and the panel will connect him/ her to the relevant experts or professionals of his/ her choice.

In the event of having any queries or needing further support, the user can contact platform support which is available 24/7; that support will always help the user to solve his/ her issues as his/ her message will be delivered to the management and technical team.

On the platform, the user will notice several sections that are available to help him/ her out as well as a different form attached to each section for him/ her to connect with the professionals. Hence, the user does not need any specific skill or degree to utilise this platform.

❖ Services of Petchains

There are various types of services which are offered on Petchains:

- Pet medical treatment
- Pet grooming
- Pet fostering
- Pet training
- Pet information
- Pet insurance
- Pet breeding and sales



❖ **Information Privacy**

All user information is fully secure with Petchains and they are secured according to different security levels. Moreover, the user is only required to share his/ her information as and when requested by the system at a particular time. User information is the asset of Petchains, hence it would not be leaked from the platform, which has all policies with regards to user privacy set in place. Petchains will only use the information where and when it is essential.

Petchains has different ways of utilising user information:

(1) Basic Information — This will be accessible to everyone.

Pet ID

Name

Gender

Species

Breed

Character

Particular characteristics (Distinguishing spots or marks, etc.)

(2) Information Shared with Particular Category — In this category, Caregivers can share the information of their choice with fellow Caregivers.

Data of Caregiver (Name and contact information)

Animals under his/ her care

Level of education

Achievements

Titles

Awards

Community-relevant skills

(3) Information for Which Rights to Access Is Set by the Caregivers

Date of birth for pet

Date of collection/ adoption

Medical problems

Ailments and/ or sensitive areas

Interventions made by parties of the same category or level of access

(4) Information Accessible for the Registered Users

Father/ mother of pet

Family tree of pet

Adoption history from birth

(5) Information Accessible for Members of the Petchains

Platform

- Clinical history of pet
- Vaccination calendar and history of pet
- Current medical treatment for pet
- Historical transfers of pet



❖ Token Utility

Token refers to a virtual currency that circulates the value of a product or service natively on a platform, as well as to the medium of exchange used in a network. In the blockchain sphere, it is known as a digital asset. In this case, the tokens are used to exchange for the services or products, in a simpler and more user-friendly form.

Pet Lovers Can Access the Petchains Platform with Petcoin (PTCS)

Users can access the growing platform via using PTCS.

Using PTCS as the unit of exchange, users can potentially exchange assets and advice among other active participants on the platform.

PTCS may be spent to obtain special discounts for the products on Petchains.

PTCS may be spent to purchase various services on Petchains.

PTCS is used as the medium of exchange when buying and selling items with the professionals.

PTCS incentives will be distributed for donations to causes.

PTCS holders would receive the alerts and notifications of the pet industry.

PTCS may be spent to participate in online courses, as well as trainings relating to proper specifications about a product/ course.

PTCS holders may receive free tickets and important discounts for Petchains events and sponsored events.



❖ Token Sale

The native digital cryptographically-secured utility token of Petchains (PTCS) is a major component of the ecosystem on Petchains, and is designed to be used solely as the primary token on the platform. PTCS is a non-refundable functional utility token which will be used as the unit of exchange between participants on Petchains. The goal of introducing PTCS is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on Petchains. PTCS does not in any way represent any shareholding, participation, right, title, or interest in the Foundation, its affiliates, or any other company, enterprise or undertaking, nor will PTCS entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. PTCS may only be utilised on Petchains, and ownership of PTCS carries no rights, express or implied, other than the right to use PTCS as a means to enable usage of and interaction within Petchains.

With the tokens, users can potentially receive different forms of support from the platform as well as exchange for services and enjoy other perks within the ecosystem (as described above).

PTCS would also provide the economic incentives which will be

consumed to encourage participants to contribute and maintain the ecosystem on Petchains through the "social networking is mining" mechanism. PTCS is an integral and indispensable part of Petchains, because without PTCS, there would be no incentive for users to expend resources to participate in activities or provide services. Users of Petchains and/or holders of PTCS which did not actively participate will not receive any PTCS incentives.

PTCS will initially be issued as ERC-20 standard compliant digital tokens on the Ethereum blockchain. When a new user signs in, he/ she generates an address and during the pre-ICO stage, as he/ she registers himself/ herself, there are intended to be different types of offers (and bonus incentives) available that are dependent on how much PTCS is purchased. As soon as the user buys PTCS after he/ she signs up, the system would be showing a notification of the PTCS balance that he/ she has.

Meanwhile, PTCS is also available on MyEtherScan from where users can buy the token and exchange it; at the post-ICO stage, users can buy the token and have their addresses generated at the time of registration, after which they can potentially use it on any Ethereum-based platform.

One can also buy PTCS from MyEtherScan and potentially transfer them to his/ her own virtual currency wallet.

❖ Token Distribution

合約規則 Details of the ICO:

幣名全稱 Full name of token: PTCS.io (petchians)

幣簡稱 Abbreviated name of token: PTCS

發行總量 Total issuance volume: 18億

ICO總量 ICO issuance volume: 7億

最小私募量 Smallest unit of contribution: 0.5ETH

ICO結束時間 Commencement date for ICO: 2019-5-25

軟頂 Soft cap: 5,000ETH

硬頂 Hard cap: 89,285ETH

公募價格 Public purchase price: 1ETH = 5600PTCS.io

In particular, it is highlighted that PTCS:

(a) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other virtual currency) or any payment obligation by the Foundation or any affiliate;

(b) does not represent or confer on the token holder any right of any form with respect to the Foundation or any of its affiliates, or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), or other financial or legal rights or equivalent rights, or intellectual property

rights or any other form of participation in or relating to Petchains, the Foundation, any of its affiliates, and/or their service providers;

(c) is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(d) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument or any other kind of financial instrument or investment;

(e) is not a loan to the Foundation or any of its affiliates, is not intended to represent a debt owed by the Foundation or any of its affiliates, and there is no expectation of profit; and

(f) does not provide the token holder with any ownership or other interest in the Foundation or any of its affiliates.

The contributions in the token sale will be held by the Foundation (or its affiliate) after the token sale, and contributors will have no economic or legal right over or beneficial interest in these contributions or the assets of that entity after the token sale. To the extent a secondary market or exchange for trading PTCS does develop, it would be run and operated wholly independently of the Foundation, the sale of PTCS and Petchains. The Foundation will not create such secondary markets nor will either entity act as an exchange for PTCS.

額外獎勵解鎖時間 Additional Incentive Unlocking Period for purchases: 2019-7-26

分時間段購買額外獎勵比例 Incentive percentage according to time of purchase:

獎勵的部分到鎖倉到 Purchase deadline for receiving locked incentives: 2019-7-26

2019-01-26至to 2019-02-25 奬勵 incentive: 45%

2019-02-26至to 2019-03-25 奬勵 incentive: 35%

2019-03-26至to 2019-04-25 奬勵 incentive: 40%

2019-04-26至to 2019-05-25 奬勵 incentive: 25%

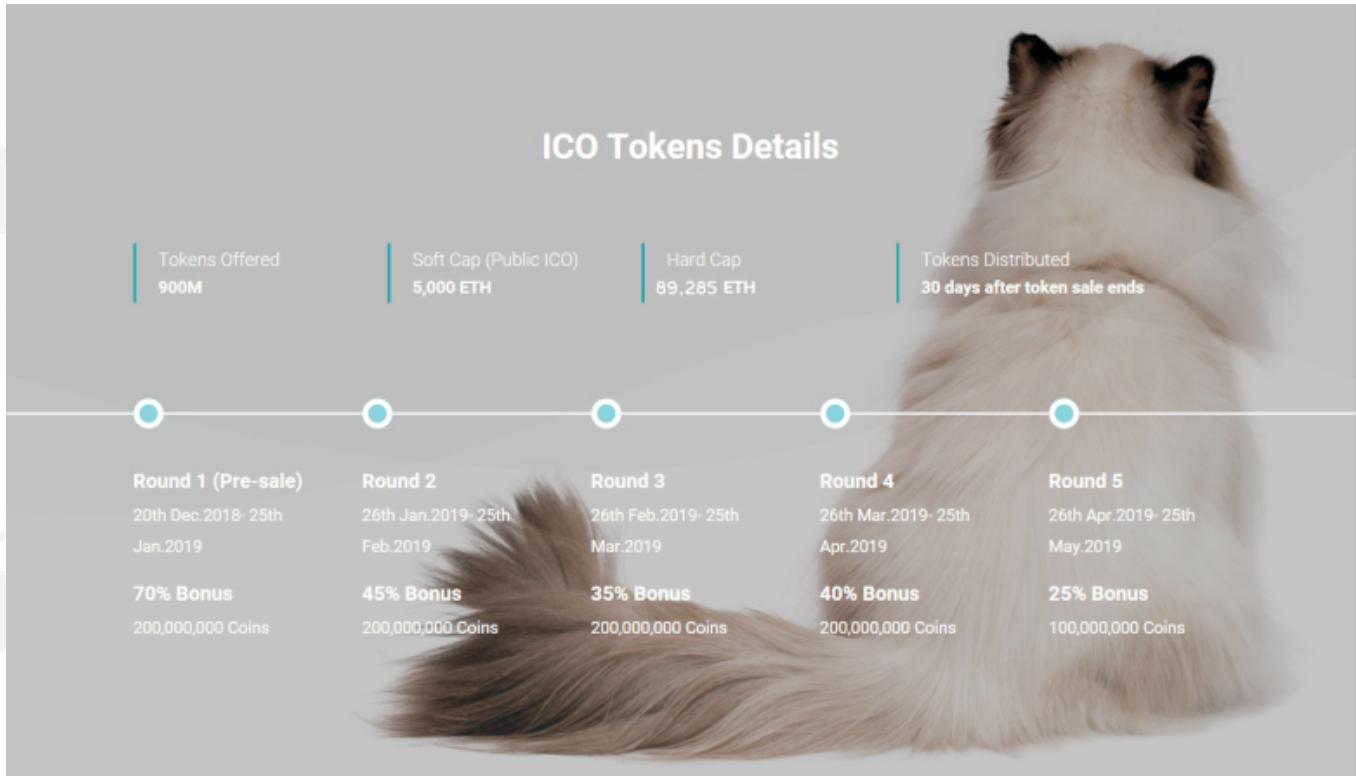
代幣合約地址 Contribution Address for PTCS: 0x398e5cc005e64
4688484d1c1844d09de47918011

區塊鏈瀏覽器查詢地址 Website address for blockchain search engine query:

<https://etherscan.io/address/0x398e5cc005e644688484d1c1844d09de47918011>

ICO合約地址 PTCS ICO contribution address: 0x17bac586d41ae
e7e7b0c558a67a1abc8ef0284e8

區塊鏈瀏覽器查詢地址 Website address for blockchain search engine query about PTCS ICO: <https://etherscan.io/address/0x17bac586d41ae7e7b0c558a67a1abc8ef0284e8>



❖ Allocation of Contributions

All contributions will be applied towards the advancing, promoting the research, design and development of, and advocacy for Petchain, which is designed to be a blockchain-based platform and community

which is made up of the experts, professionals, institutions, academics, owners, service providers, merchants, volunteers and other participants of the animal community, allowing them to interact globally and contribute to efficiently providing better lives for their pets. The contributions are intended to be distributed as per the following:

A. Research and Development: From the total contributions, 40% are dedicated to the research and development of the platform. The main channels of usage are recruiting and supplementing R&D teams as well as team incentives.

B. Marketing: The contributions are also dedicated to the marketing aspect— there are different types of marketing which includes traditional and modern marketing. Marketing is essential to mark the presence of the project all over the world and let people know about Petchains. For this, 15 % from the total contributions have been allocated.

Traditional Marketing: In traditional marketing, there are various aspects which include advertising in newspapers, over the radio, in magazines and through pamphlets, etc.

Modern Marketing: Modern marketing includes new and modern ways to spread information about Petchains and this includes social media and digital platforms such as Facebook, YouTube, Telegram, online marketing platforms, television, other forms of digital media and international media coverage, etc.

C. Maintenance: 15% of the total contributions are dedicated to the maintenance and distribution of the Petchains platform, including for the required consulting services. It also includes the maintenance cost of the trading sector.

D. Security: 30% from the total contributions are dedicated to essential security purposes of Petchains.

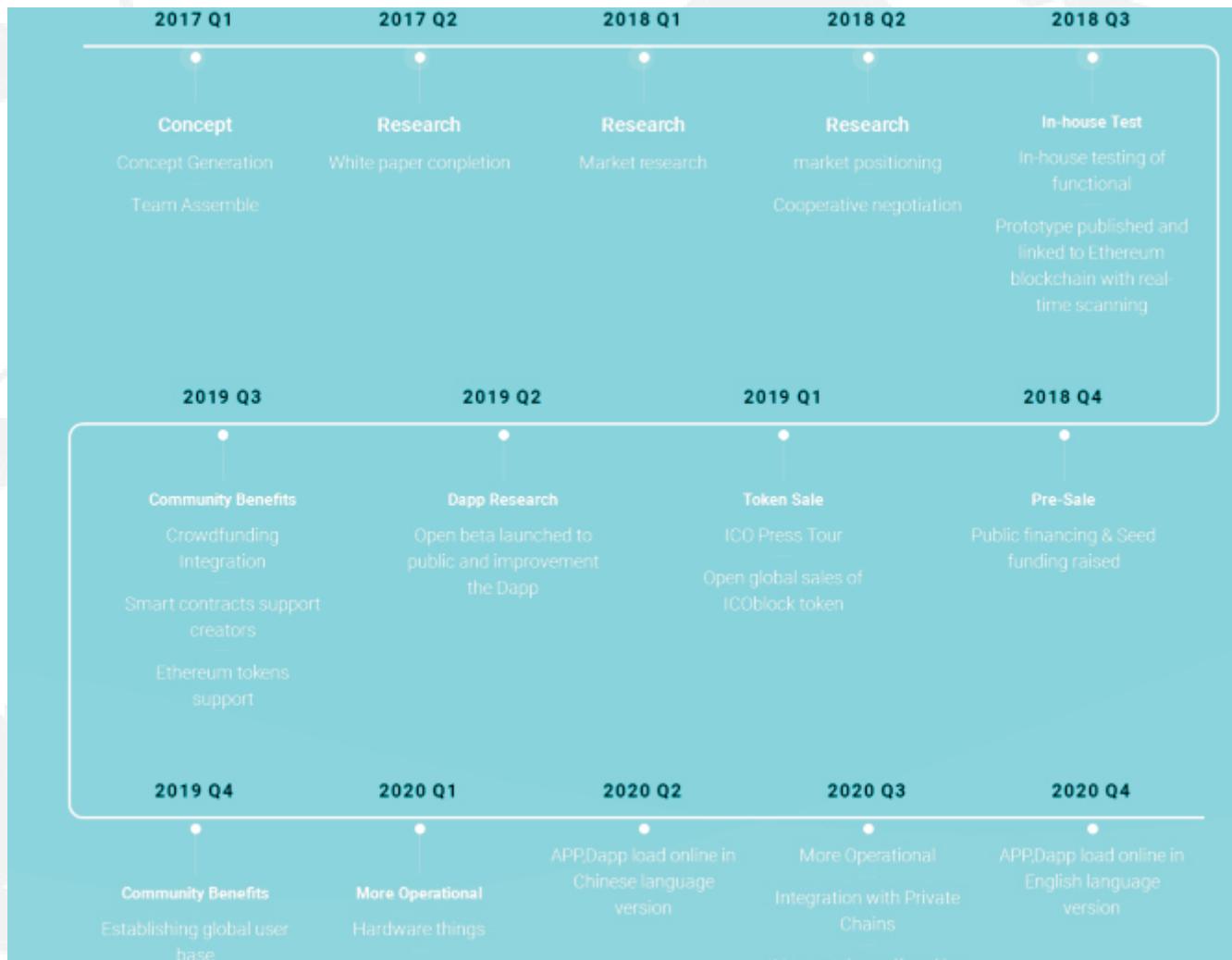
In an ICO, people face many issues and to save the PTCS ICO from facing these issues, especially those caused by poor planning, lack of resources, abandonment of project or simply, scams, Petchains has the best and most dedicated team to sort them out. Petchains is not only a conceptual project, but one for which planning had been completed and its goals and objectives decided on after the decision to launch this ICO.

The publication team will regularly post to deliver the latest news

on the project. In an upcoming time, Petchains will have the best and most relevant infrastructure which will support its ecosystem.



❖ Timeline



❖ Team

The Petchains team has shown its active presence in the project—everyone in it has contributed equally and wants to achieve the goal of providing the best life to each and every pet in the world. The team wants to enhance the pet sector.

1. JASON QIAN— Founder



2000–2007: undergraduate + master's degree from Hohai University;
2007–2010: ZTE R&D Engineer;

2010–2014: ZTE Singapore Technical Manager;
2014–2018: ZTE Singapore terminal country representative.
2000–2007, 河海大學本科+碩士；
2007–2010, 中興通訊ZTE研發工程師；
2010–2014, 中興ZTE新加坡技術經理；
2014–2018, 中興ZTE新加坡終端國家代表。

2. BOB TSUI— Co-founder



2004–2013: Project Director, CMECH Pet Products Branch, a former Hong Kong listed state-owned company;

development manager with 12 years of software development experience;
focuses on the development of blockchain software and the development of cryptocurrency.

2004–2013原香港上市國有公司CMECH寵物用品分公司項目總監開發經理，擁有12年軟件開發經驗；
專注于區塊鏈軟件開發和加密貨幣的發展。

3. SOPHIA HON— Operations Director



She graduated from Middlesex University and has served as CEO and Chief Commercial Officer among other positions in LUUP, PayConstruct and PMA Media Group.

畢業于Middlesex University，先後在LUUP、PayConstruct、PMA Media Group等擔任CEO、首席商務官等職務。

4.Adam Adamski — Advisor



The former Director of Pet Products at European chain Fressnapf Tiernahrungs GmbH, he is a successful and experienced technical entrepreneur. His special strengths are in performance marketing, conversion optimisation, product design and development.

原歐洲連鎖巨頭Fressnapf寵物用品全球採購總監，是一位成功和經驗豐富的技術企業家。在績效營銷、轉換優化、產品設計和開發方面具有特殊的實力。

5. Tony Tang— Petchains Law



A lawyer, who graduated from the Faculty of Law at Harvard University and has worked for three major law firms in Singapore.

任職律師，哈佛大學法律系畢業，曾就職于三大律師事務所新加坡分公司

6.TAN YANHUA— Director



Graduated from the National University of Singapore.

She obtained a bachelor's degree in IT in 2006. After graduating, she was working in SIA BORDO for 6 years on the development of blockchain technology. In 2016, she joined TJVS.IT as a senior technician in website development. She is currently a member of the board of directors for Petchains.

2006年獲取IT學士學位。畢業後先任職于SIA BORDO 6年，一直致力于區塊鏈技術的開發，2016年加入TJVS.IT公司任職網站開發高級技術員。現任寵鏈董事會成員之一。

7. Bryan Sharples— Advisor



A British, he is a senior 20-year pet brand owner, has done in-depth research on risk control and finance; is currently responsible for the business, public relations and external cooperation aspect of the Petchains project.

英國人，資深20年寵物品牌擁有者，在風險控制、金融方面有深入的研究，目前負責寵鏈項目品牌、公關傳播及對外合作等業務。

8. Mike Mo— Technical Architect



Master of Information and Communications Engineering from Beijing University of Posts and Telecommunications; now an architectural engineer at the Beijing headquarter of a well-known German-owned enterprise.

北京郵電大學信息與通信工程碩士，現某世界500強德資企業遠東總部架構工程師

9. Edwin Ruslan— CTO



Ruslan graduated from Emory University in the United States as a talented developer.

He has many years of experience in programming, management as well as in management teams and companies.

He used to be the general manager of financial management at Albert Fund Management Company of Germany and led the development of several large-scale projects, which established a smooth communication mechanism between the company and the regulatory authorities as well as cooperative banks. Previously, he worked for an e-wallet solutions company in the financial industry.

畢業于美國埃默裏大學是一位才華橫溢的開發人員，他不僅在編程方面，而且在運營和管理團隊和公司方面有多年豐富的經驗。曾擔任德國艾伯特基金管理公司理財總經理，牽頭促成多個大型項目，為公司與監管部門及合作銀行建立了順暢的溝通交流機制。此前，他曾供職于金融行業的電子錢包解決方案公司。

❖ Disclaimer

The present White Paper indicates all the concepts of the Petchains project in-depth to the users and the Petchains team requests that participants carefully go through the White Paper before contributing. This pre-sale is not activated for US and China citizens.

This document serves a sole function of merely providing information on the Petchains project and does not constitute any

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參與本次投資之前，投資人必須認真閱讀項目白皮書。預售公售不針對中國大陸和美國公民。

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❖ How it works for the Pawn Broker?

As one of the service providers on the platform, third party pawnbrokers may provide their services to the Pawner and give the amount.

Registration Process

It is the foremost and imperative process to make the presence of the broker and through it user can use the solution and will able to receive the money instead of goods.

The Registration process includes various information:

Name

Contact no. Email id

Password

Address

Category

Once the broker will register himself so he will be able to use the solution.

Thank you!

