

WHITEPAPER



Blockchain-based secondary ticketing marketplace

ANNOTATION

Eticket4 is an international secondary ticketing platform developed by Israeli entrepreneurs in 2015. Being an intermediary between various entities involved in the ticket re-selling process, the platform serves as a guarantor of transaction security, tickets' validity, timely payment and delivery.

In the fourth quarter of 2018 Eticket4 plans to introduce the blockchain-based functionality and new loyalty reward system based on ET4 crypto tokens. Blockchain significantly contributes to security, transparency, and forecasting capabilities. A neural network based on decentralized statistical data facilitates the ability to calculate the recommended price level for each vendor. The predicted price is a function of multiple influences, namely: the time left until the event, current demand and inventory volumes. The would-be attendees get price level hints as well to rely on while making decisions.

As opposed to extortionate ticket pricing outside the venue just before the event, Eticket4 mechanisms based on blockchain make it possible to obtain tickets at the last minute at a reasonable price, in some cases lower than face value.

ET4 token is a utility instrument in the novelty Eticket4 ecosystem. (i) The platform rewards customers for every purchase with 20% tokenback in ET4 tokens or 30% tokenback when it comes to international major events. A token holder, be it a loyal customer may cover up to 100% of the order total. (ii) Tokens can also be used by ticket brokers or event organisers to gain access to advanced analytical tools for better trading. (iii) Platform fee is 15 times lower for payments in ET4. Please check the [«Economics behind ET4 tokens» section](#) for more details.

Eticket4 has an annual turnover of \$2 million. During the FIFA Confederations Cup ticket selling period Eticket4 successfully entered the CIS countries and Eastern Europe markets having sold more than 60,000 tickets for the Cup matches and major performers' shows.

As of November 2017, more than 3,500 resellers have been registered on the platform (about 80% being accredited ticket brokers). Those are going to be the first to contribute their efforts to the ET4 Platform development and benefit from the new loyalty program and blockchain-based functionality. In the run-up to the FIFA World Cup in 2018, there is a plan to open new outlets in the participating countries and make the platform multilingual in the pursuit of world wide recognition.

Eticket4 seeks to incentivize the black market re-sellers to operate according to international legal standards and eradicate touting. The long-term goal is to become the most secure blockchain-based B2B and B2P ticket distribution and exchange platform with powerful analytical tools and an automated flexible loyalty program.

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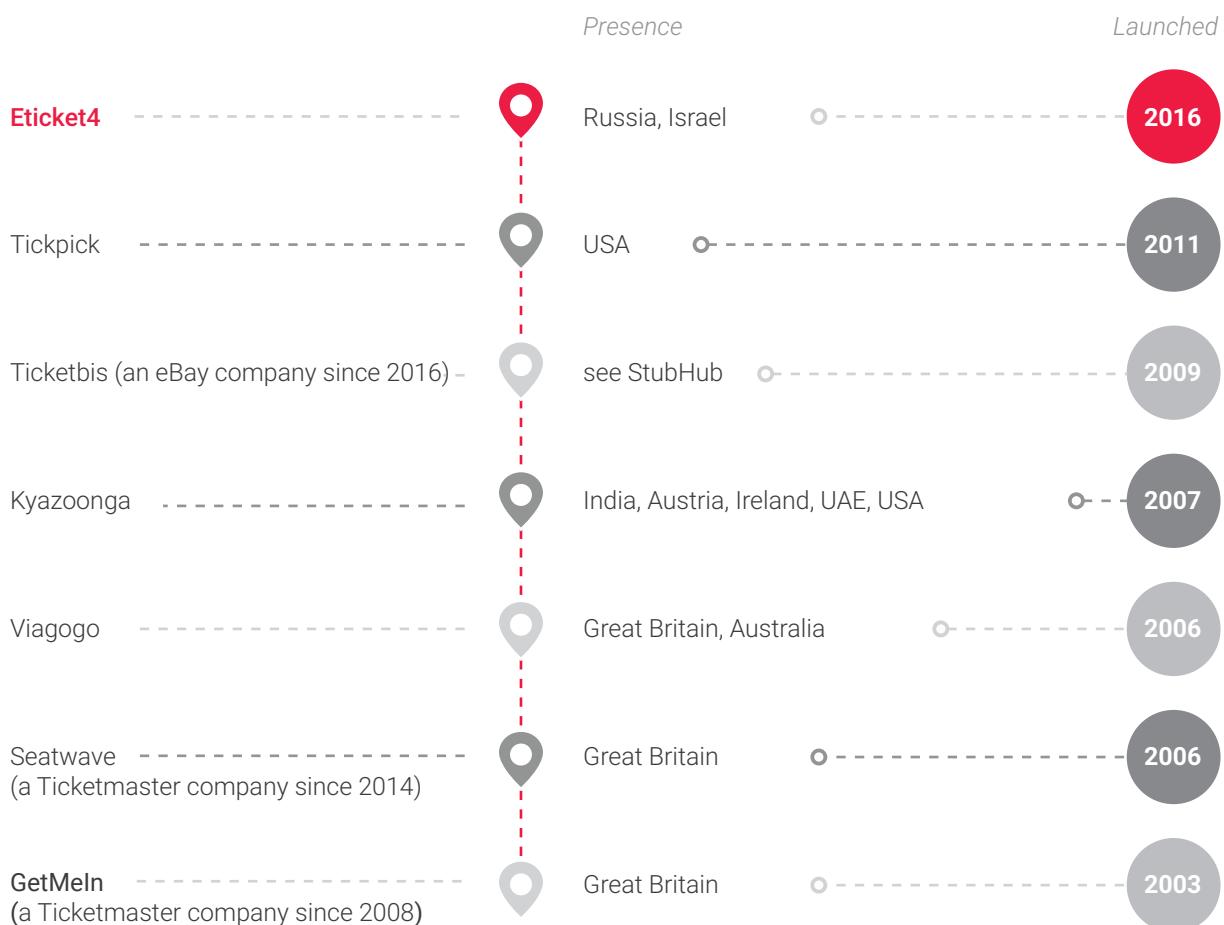
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INTRODUCTION

Industry overview

The Online Event Ticket Sales industry has grown strongly amid a major shift from physical tickets and at-home printing to a fully digitized mobile ticketing experience. The secondary ticket market, being a derivative of the aforementioned industry, is undergoing the same shift and growing proportionately. According to The "Economist magazine," the volume of the worldwide secondary ticket market is about \$8 billion¹, of which about \$5 billion is in the United States. Eticket4 estimates that in the western markets the secondary ticket market share is 20-25% of the primary market. With a primary market of more than \$1 billion In Russia, the launchpad of Eticket4 business, the target market is at least \$200 million.

Graph 1. Event ticketing services operating on secondary market



1 *The war on ticket bots is unlikely to be won*, Jan 5th 2017, [The Economist](#)

StubHub
(an eBay company since 2007)



Europe: Austria, Belgium, Germany, Greece, Denmark, Ireland, Spain, Italy, Russia, Netherlands, Norway, Poland, Turkey, Ukraine, Finland, Czech Republic, Switzerland, Sweden, Luxembourg, Portugal

2000

Asia: Hong Kong, India, Indonesia, China, Malaysia, Republic of Korea, Singapore, Taiwan, Thailand, Philippines, Japan

South America: Argentina, Brazil, Chile, Ecuador, Ecuador, Venezuela, Colombia, Peru, Uruguay

North America: United States, Mexico

Africa: South Africa

Oceania: Australia, New Zealand

Middle East: Israel

Ticketmaster (a Live Nation Entertainment company since 2010)

USA, Canada

1976

Eticket4 launched in September 2016 and spread across the Russian Federation via partner courier service. The online platform acts as a binder and the arbitrator in transactions verifying the seller, delivering tickets to customers' doors, and withholding the funds received for tickets until customers attend the event.

By November 2017, Eticket4 had been trusted by more than 17,000 customers and more than 3,500 sellers. The peak of sales was reached in the period prior to FIFA Confederations Cup when accredited ticket brokers were able to distribute their tickets among football fans from across Russia and European countries.

World practice

The USA. In December 2016 president Obama signed the Better Online Ticket Sales (BOTS) act, banning the use of software instruments also known as "bots" for bulk purchase of tickets. The impact of the initiative on the black market should not be overestimated, as bulk purchases can be conducted from outside the US with next to no risk. In matters not related to bots' usage, individual states have independent regulations. Over the last decade, there has been a tendency across the states towards loosening restrictions when it comes to the resale of tickets (Minnesota, Connecticut). Consequently, 38 states consider reselling to be legal except when it occurs in the vicinity of the venue². In the remaining 12 states re-selling is only legal for accredited ticket brokers.

Great Britain. Since April 2017, when the Digital Economy Bill received Royal Assent, bulk ticket purchases have been prohibited across Great Britain³. Since 1991, in England and

2 Regulating secondary ticket markets: the US approach, April 3 2017, www.sportspromedia.com

3 Digital Economy Bill receives Royal Assent, Press release, April 27 2017, www.gov.uk

Wales, tickets for major football events have not been able to be resold by unauthorized brokers⁴. In cases where fraudulent activity is involved, English criminal law serves as the basis for prosecution.

Russian Federation. In Russia, legislative initiatives concerning secondary ticketing market are in their infancy. Event organizers have been implementing their own measures, introducing a system of dynamic pricing in a manual mode and quotas for ticket brokers, which occasionally results in large inventories not being sold.

Eticket4 in the context of the global ticket industry

The legislative initiatives in developed countries are all in all focused on two major points: 1) considering the bots usage for bulk tickets buying to be an offence; 2) safeguarding transaction security and ticket validity. There is a tendency towards the loosening of restrictions, as ticket holders unable to attend events must be given an opportunity to resell tickets. Eticket4 acts as a platform that regulates interaction between the seller and the buyer in accordance with the transaction security standards adopted in the majority of countries. With the introduction of blockchain functionality, in addition to advanced analytical solutions based on neural networks, the company has developed a unique program of customer loyalty rewarding, from which all participants of the platform will significantly benefit.

In contrast to large players in the secondary ticket market in Europe and the US, Eticket4 offers:

■ Last minute deals

Instead of buying a ticket outside the doors of the venue at a high price, all customers are able to order tickets on the Eticket4 website and get them delivered by courier to the venue.

■ Sales analytics

All participants of the platform are able to observe the statistics of ticket sales in the primary market in order to adjust their strategy.

■ Blockchain-based functionality

Blockchain solution does not solely contribute to transparency and security. Blockchain-based service provides: 1) Transaction fee as little as 2% instead of 30%; 2) Real-time price forecasting and prompts for platform participants; 3) Exchange for ticket brokers (B2B channel) with functionality for contracts execution; 4) Loyalty and sales promotion program based on ET4 tokens.

In contrast to the blockchain projects planned to be launched in the US and UK in 2018 (as far as we are aware, - Blocktix, Aventus), Eticket4 stands out as a successful business backed with real liquidity and with experience of scaling to foreign markets.

4 Football (Offences) Act 1991, www.legislation.gov.uk

ISSUES HANDLED

Lack of trust between participants

Only individuals who have passed the identification process can put their tickets up for sale on the Eticket4 online platform. Depending on the amount of tickets offered, Eticket4 managers can conduct a telephone or personal interview. Every vendor's transaction along with their payment details are encrypted and stored in the decentralized ledger. Based on collected statistics the seller's integrity rating is calculated. In the same way detailed information about the purchaser is recorded. This includes the history of their purchases and identification data (card number). At any stage Eticket4 can obtain a detailed analytical summary, identify anomalies in transactions and pricing, and take measures to restrict illicit activity.

Legal issues

Eticket4 operates on the market not only in the framework of Russian legislation, but also in accordance with the requirements of other countries in the field of secondary ticket sales. The service does not work with brokers obtaining tickets in bulk through malicious software usage. In cases of suspicious transactions, Eticket4 is ready to publicly investigate the issue on the basis of statistics from the blockchain and customer feedback. In order to protect the rights of consumers, money paid for tickets is withheld by the system under the terms of the smart contract and only transferred to the seller once successfully used.

Pricing affairs

With the introduction of blockchain-based solutions Eticket4 service gains the opportunity to continuously analyze the price level in real time. Sellers gain access to advanced analytical tools once they deposit a minimum amount of tokens (see details in [«Economics behind token» section](#)). Advanced tools, apart from standard interactive report, include real-time price level estimations and forecasts. The forecast price is a multifactorial function, which give information on the time left until the event, the number of tickets left, the rate of sales growth, time of day, etc. Buyers will be able to see the forecasted price level as well. There is no way to discover the person to whom vendors are selling tickets.

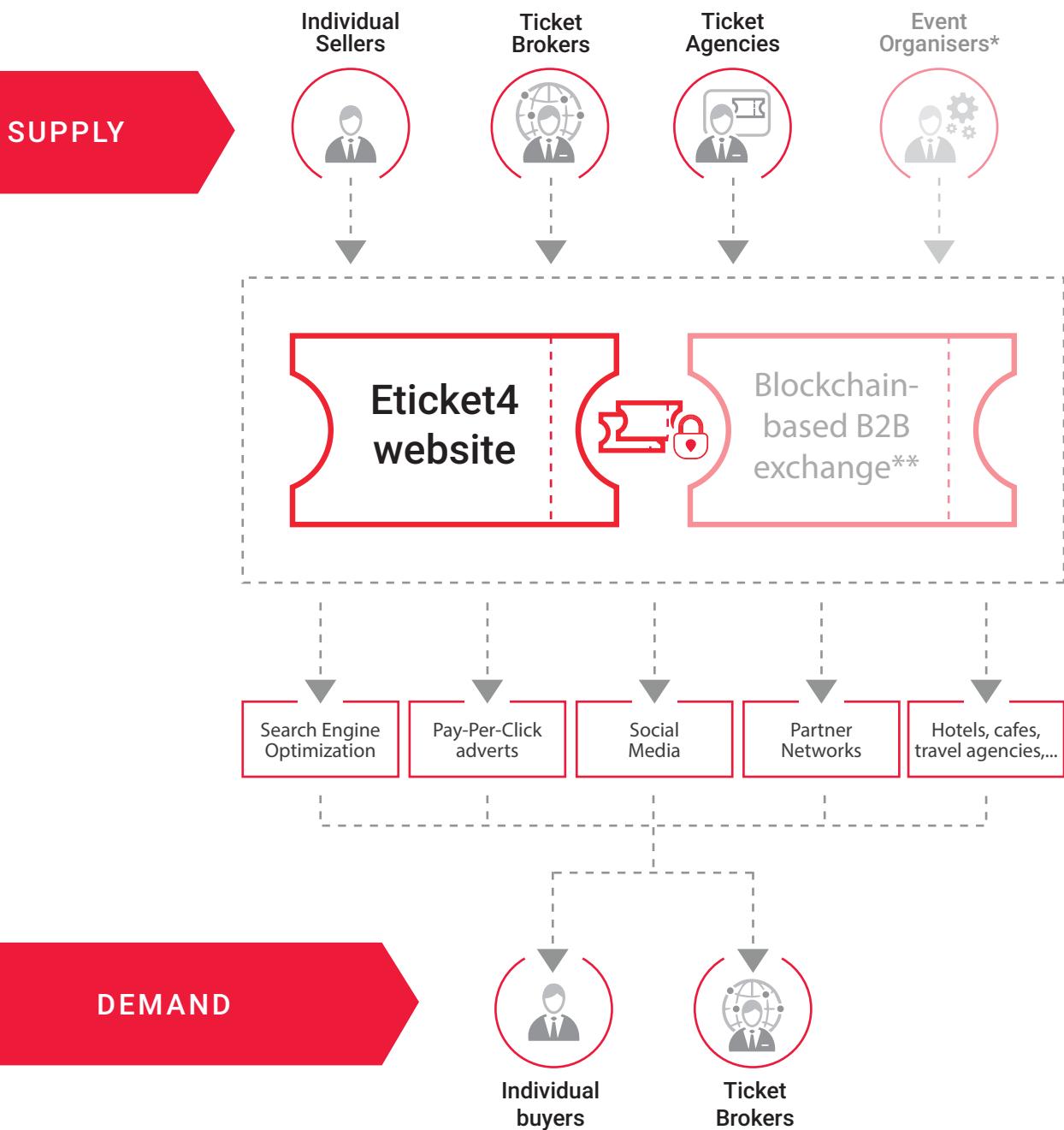
Tickets validity

The identifier of each ticket put up for sale on the Eticket4 platform is scanned and written to the block. From this moment on the encrypted ticket has a clear correspondence between the ticket ID and the owner's ID to rule out double-spending. Each transaction on the way of transferring the ticket from one owner to another is regulated by a smart contract, so that both parties can monitor the fulfillment of the transaction conditions including receipt of funds to the smart contract account, discount accounting, fact of attendance, and transfer of funds to the seller.

ABOUT ETICKET4

Eticket4 ecosystem

In the long term, Eticket4 aims at combining the primary and secondary ticket market. To reach this goal, the company is working on transparent and flexible trading conditions, preparing to launch the marketplace for brokers with forward contracts functionality (to the extent that would be legally possible as of the date of the launch) and a mobile app.



* The merger of the primary and secondary market is planned in Q1 2019.

** Subject to legal restrictions that may be imposed as of the date of launch

Contemplated competitive advantages

Reduced fees when paying with tokens. When buyers use ET4 tokens to pay for the tickets, the Eticket4 platform requires 2% fee instead of up to 30%.

Real-Time Analysis and Forecasting. As a result of continuous blockchain records analysing the system will be able to predict the probability of ticket price fluctuations and price trends. Real-time analytics will allow the seller to apply the most flexible pricing strategy. As the time of the event nears, the equilibrium price drags toward a win-win outcome. Brokers are interested in all inventory being sold out, and buyers get the opportunity to redeem tickets shortly before the event at a reasonable price which in some cases may drop below their face value. Event organizers and in-event retail outlets receive maximum profit and a positive experience.

Bargaining. As an auxiliary tool in the process of dynamic pricing, sellers can enable the “Bargaining” checkbox in their dashboard to allow buyers to suggest a lower price or to ask for bonuses in ET4 tokens. The seller can either agree or refuse depending on recommended price and the volume of inventory left.

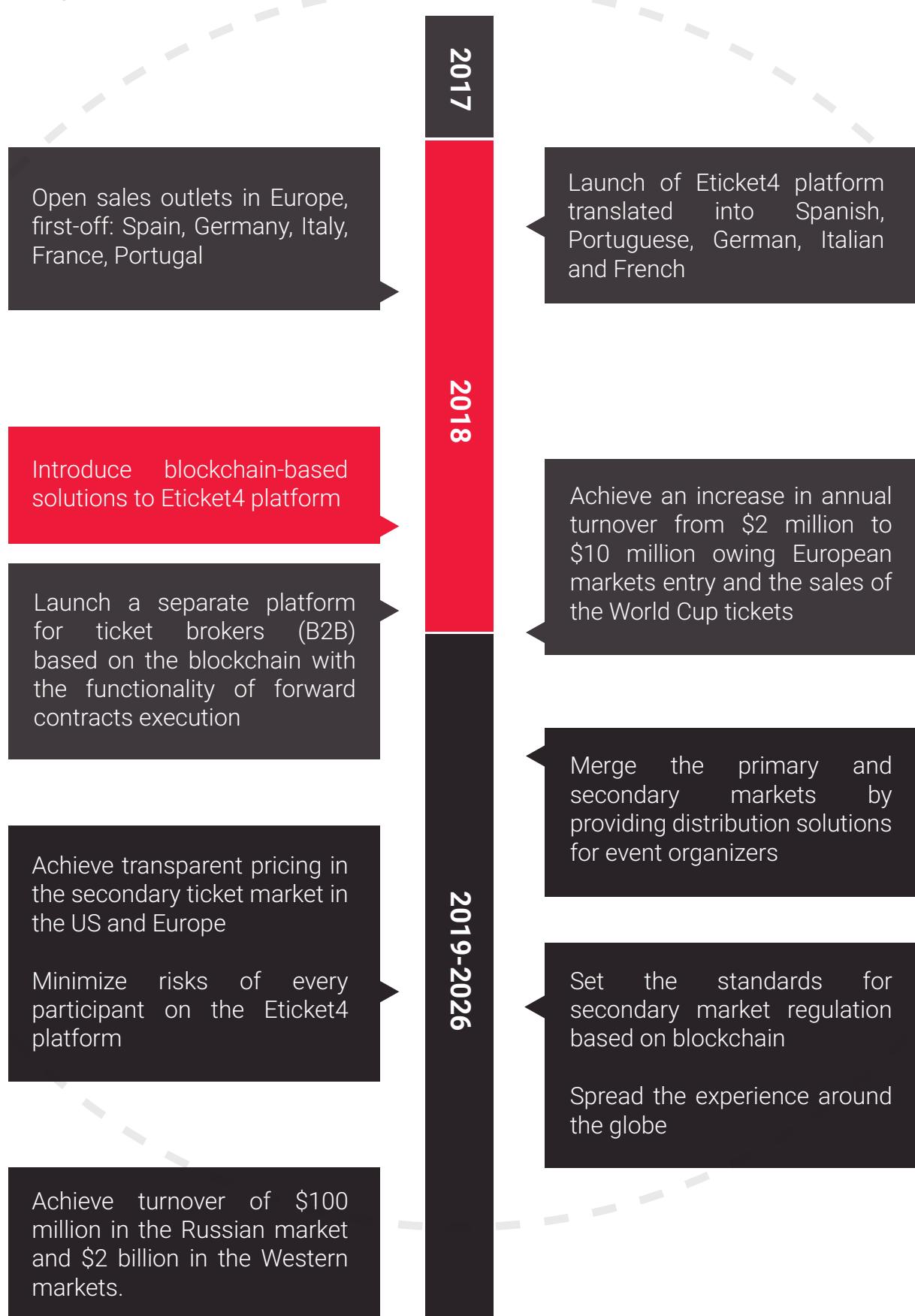
Sales Contracts Execution. Ticket brokers aiming at B2B market can make use of the Eticket4 B2B blockchain exchange for profitable wholesale deals.

Participants’ Rights Protection. The funds paid by the buyer for the ticket are seamlessly converted into ET4 tokens and withheld on the smart contract account. If the customer does not report any issues concerning ticket validity within 3 days, Eticket4 guarantees timely payments to the vendors (carried out on monthly basis on predetermined days). In the unlikely scenario of tickets being counterfeited, Eticket4 checks the documents from the event venue entrance, and also explores the history and rating of the seller. In the event of a negative outcome, the buyer gets a full refund, and the seller is sanctioned or expelled from the platform. Every single stage in the process of buying or refunding the ticket will be regulated by a smart contract and recorded in the block for monitoring and further analysis.

Worldwide Delivery. As soon as the seller announces the readiness to transfer tickets, the system automatically books a courier collection. When it comes to “ticket tourism,” couriers can deliver tickets to a hotel address and hand them over to a customer personally at a suitable time. The delivery is free and lies fully on the responsibility of Eticket4.

Open Application Programming Interface. With the help of the open program interface Eticket4 can receive the event description and a vacant seat scheme from the partners’ websites and landing pages, as well as upload modified seat scheme to third-party resources. Ticket brokers benefit from this feature as it will quickly publish event descriptions, images and synchronized data.

Project goals*



* provided all legal restrictions are duly and timely resolved.

ET4 TOKEN



The Token

The Eticket4 platform seeks to expand functionality, incentivise customers and introduce a decentralized approach to ticketing. ET4 tokens will be generated by the smart contract during Token Generation Event (TGE). The maximum number of tokens is 30 million.

The Token conforms to the widely distributed standard ERC20. The token will be prepared in cooperation with Phenom using a smart contract written on Solidity. Smart contract will ensure transparency of the entire process of tokens distribution. Every single transaction will also be recorded into smart contracts. The source code is published on GitHub (link: <https://github.com/eticket4ico/crowdsale>).

Economics behind ET4 token

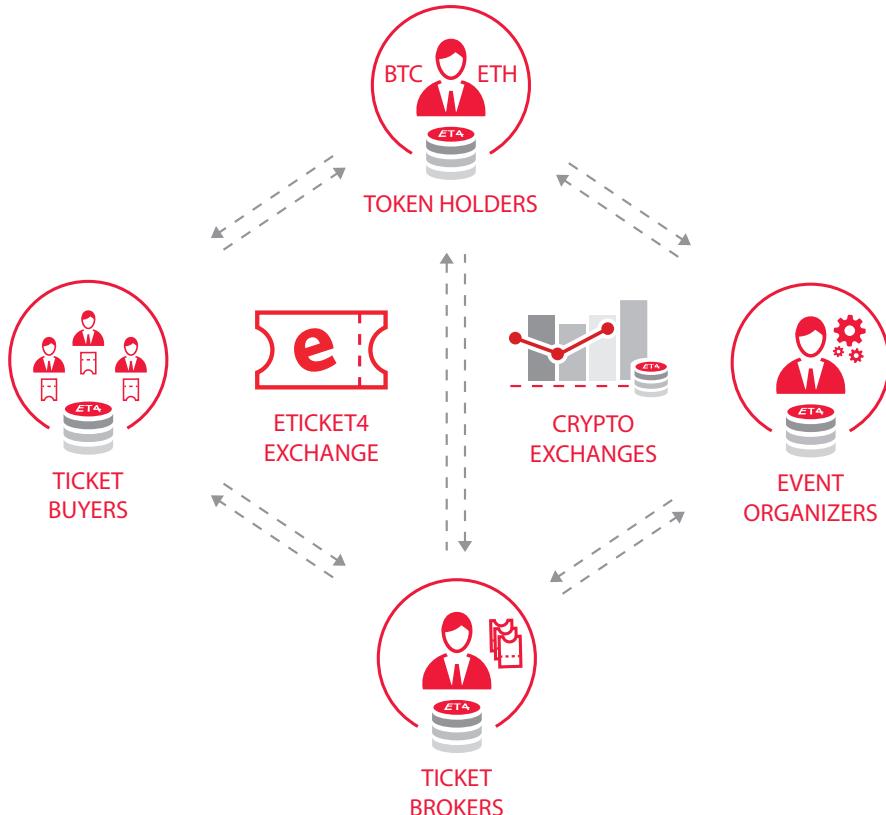
The function of tokens in the ecosystem depends on the role of the token holder. The token holder can act as the event organizer, the ticket broker or the ticket buyer.

TOKEN HOLDERS

In the Eticket4 ecosystem a token holder can take advantage of all the platform's advanced features.

Acquisition of tokens. ET4 tokens are 1) purchased at the TGE with bonuses, 2) converted from fiat currency on the internal Eticket4 marketplace after the token sale or 3) purchased on any of the crypto exchanges in accordance with the applicable laws and regulations and at the purchaser's own risk.

Implementation of tokens. After the TGE the ET4 tokens can be exchanged for tickets or utilized in other forms within the Eticket4 platform. In certain cases the Eticket4 platform may take the tokens back from the token holders upon their request.



■ EVENT ORGANIZERS

Event organizers are representatives of the primary ticketing market on the Eticket4 platform.

Acquisition of tokens. The event organizers can receive payment for tickets in tokens. ET4 tokens can be also 1) purchased at the TGE with bonuses, 2) converted from fiat currency on the internal Eticket4 marketplace after the token sale, or 3) purchased on any of the crypto exchanges in accordance with the applicable laws and regulations and at the purchaser's own risk.

Utilization of tokens. There might be different options for the utilization of tokens by the event organizer including, inter alia, the following:

1) Tickets' market regulation. Event organisers with more than 10,000 ET4 tokens may utilize the extended functionality of the Eticket4 platform . By way of example, the event organizer can regulate the secondary ticket market through smart contracts, e.g. set price and volume limits on the tickets issued via Eticket4 platform, receive fees from secondary market transactions.

2) Holding tokens for rewarding. Another mechanism to utilize the ET4 tokens is to launch the reward campaign for social media activity, check-ins at the event venue and reviews. This should be available for the event organizer provided that it has a reserve of tokens in order to guarantee the fulfillment of its obligations.

3) Diversification. Organizers can convert ET4 tokens into fiat money on crypto exchange or on the internal Eticket4 marketplace with 20% fee.

TICKET BROKERS

Ticket brokers on the Eticket4 platform are participants in the secondary market that issue tickets for sale.

Acquisition of tokens. The ticket broker can receive payment for tickets in tokens. ET4 tokens can be also 1) purchased at the TGE stage with bonuses, 2) converted from fiat currency on the internal Eticket4 marketplace after the token sale, or 3) purchased on any of the crypto exchanges in accordance with the applicable laws and regulations and at the purchaser's own risk.

Utilization of tokens. There might be different options for the utilization of tokens by the ticket broker including, inter alia, the following:

1) Use of ET4 platform's advanced features. Ticket brokers with a balance of more than 1,000 tokens utilize the extended functionality of the the Eticket4 platform. By way of example, they get access to advanced analytical tools and ticket price forecasting features.

2) Diversification. Ticker brokers can convert ET4 tokens into fiat money on crypto exchange or on the internal Eticket4 marketplace with 20% fee.

Reduced fees when accepting tokens. When buyers use ET4 tokens to receive the tickets, the Eticket4 platform requires 2% fee instead of 30%. From each transaction 1% will be charged to pay the services of miners and another 1% will go either to the platform development (see [Roadmap section](#)) or to finance marketing activities. In the event that the buyer chooses fiat money as a method of payment, the ticket broker includes a commision fee of 30% in the ticket price in accordance.

TICKET BUYERS

Buyers on the Eticket4 platform are participants in the secondary and primary market who demand tickets.

Acquisition of tokens. Tokens can be received during the TGE, at the internal Eticket4 marketplace, as tokenback or reward. The ticket buyer may also purchase Tokens at his/her own risk on the third-party crypto exchanges.

Rewards in tokens are given for the best result prediction. Each buyer who pays for the sports ticket with ET4 tokens may be remunerated for exceptional sport knowledge. The tokens distribution among the those buyers will be carried out automatically. For example, if tickets were sold for 100,000 tokens for the match, and 10% of visitors guessed the results of the match, 1,000 tokens will be distributed among these visitors. The received tokens can be used on the platform.

Tokenback. Once tickets are successfully used the buyer receives 10% tokenback in tokens. For World Cup tickets the token tokenback volume is 20%.

Utilization of ET4 tokens.

The primary use of ET4 tokens by the token buyers within the ET4 platform is to exchange the tokens into tickets. Tickets can be paid for in several ways: for fiat money (national currency), for ET4 tokens in full, and for ET4 tokens with an additional payment in national currency in case there are not enough tokens on the account.

When buyers use ET4 tokens to pay for the tickets, the Eticket4 platform requires 2% fee instead of 30%. In the event that the buyer chooses to pay with fiat money, the ticket broker includes a commission of 30% in the ticket price.

The ticket buyer can also sell the tokens on the external exchange in his/her own risk.

ETICKET4 PLATFORM

ET4 Exchange intervention. To ensure the buyback of ET4 tokens, the Reserve fund of tokens and fiat money will be established.

The token reserve will be replenished through buyback from the organizers and ticket brokers (as the rate decreases) or through the receipt of payments in tokens (during the rate growth period).

The reserved tokens will be sold before major events prior to token rate growth, which will increase the reserve in the national currency needed for buyback after the event. The reserve in the national currency will be replenished when selling tickets for fiat, which means the full fee will be charged (30% instead of 2% when charging in tokens).

Token buyback (for event organizers and ticket brokers). As an additional advantage for the event organizers and ticket brokers using the ET4 platform, Eticket4 considers guaranteeing of token buyback at a weighted average ET4 token price on the day of ticket sale with a 20% fee. Thus, the use of the Eticket4 blockchain platform will remain attractive for the event organizers and ticket brokers: they will be able to either sell the received tokens at a market price on the third party crypto exchange at their own risk, or take advantage of a guaranteed buy-back with a fee of 20%, which is equivalent to the average ticket distributors' fee.

The 20% fee for buyback will stimulate the event organizers and ticket brokers to sell tokens while the rate increases before the event. Also, the fee will restrict users from reselling tickets to another account for the purpose of subsequent compensation using a buyback mechanism.

The buyback option is only valid for tokens received in exchange for tickets. Tokens received at the TGE or on the third-party crypto exchange will not be accepted for buyback by Eticket4 platform. The source of the tokens will be checked by entries in the blockchain.

VALUE BEHIND ET4 TOKENS

Utility. Eticket4 ticketing platform exists and its functionality is already available to ticket brokers and ticket buyers. With the introduction of the blockchain-based functionality all token holders will contribute their efforts to its further development and receive new possibilities that would likely extend their knowledge of ticketing market and help them to take extra advantage of it. Effectively, the success and further development of the ET4 platform to a wide extent depends on the event organisers, ticket brokers and ticket buyers and the ways they prefer to use it.

Being just in time. In the next 5 years, the primary and secondary markets are expected to merge, so Eticket4 being a user-friendly project seeks to restore the competitive environment in the secondary ticket market and make arrangements for equal and mutually beneficial coexistence with the primary market. The Eticket4 team has already occupied a promising niche in the Russian market (the secondary ticket market in Russia is growing at an average annual rate of 19%) and is motivated to enter the Western markets using World Cup as a launchpad.

Scaling experience. The Eticket4 project has already gained experience in entering international markets and has contributed to the development of "ticket tourism" during the Confederation Cup. The next large-scale international project will be the upcoming World Cup 2018. In the run-up to the World Cup, Eticket4 together with its partners will prepare additional services and offer loyalty discounts up to 30% for tickets.

The growing demand for tokens. The economy of the token is arranged in such a way that each participant (event organiser, ticket broker and ticket buyer) has an interest in the use of the Eticket4 platform and therefore needs the tokens which are effectively the fuel of the ET4 platform.



The legal nature of the token

By purchasing the Tokens, the token holder shall receive the access (except for any and all intellectual property rights) to utilize the functionality of the E-Ticket 4 Platform to the extent and within the limits established in the Terms of Token Use (as amended from time to time) that should be made available within six months from the completion of the TGE.

The above-mentioned functionality is only available within the Platform and is expected to vary notably depending on the status that the token holder would select after the TGE (see section '[Economics behind ET4 token](#)')

Acquisition of ET4 token does not represent the acquisition of any form of security with respect to the ET4 Platform. By purchasing and holding the ET4 tokens, the potential purchaser is not entitled and (or) guaranteed any form of dividend or other revenue right of similar nature. The potential purchaser will not have any influence on the corporate management of E-Ticket 4 and the ET4 Platform.

Anybody who considers participating in the TGE should carefully evaluate all possible risks and uncertainties and study the token sale agreement (including respective exhibits) that contains important information for the potential token holder, privacy policy and other documents that are available on <http://et4.io/> as well as legal disclaimer section in this document.

BUSINESS PLAN

Allocation of funds

40% Marketing

- » Pay-Per-Click Advertising worldwide
- » Social Media marketing
- » Search Engine Optimization
- » Affiliate networks
- » Offline product placement in cafes, hotels, travel agencies, etc.
- » Customer loyalty reward program
- » Promotional events

30% Development

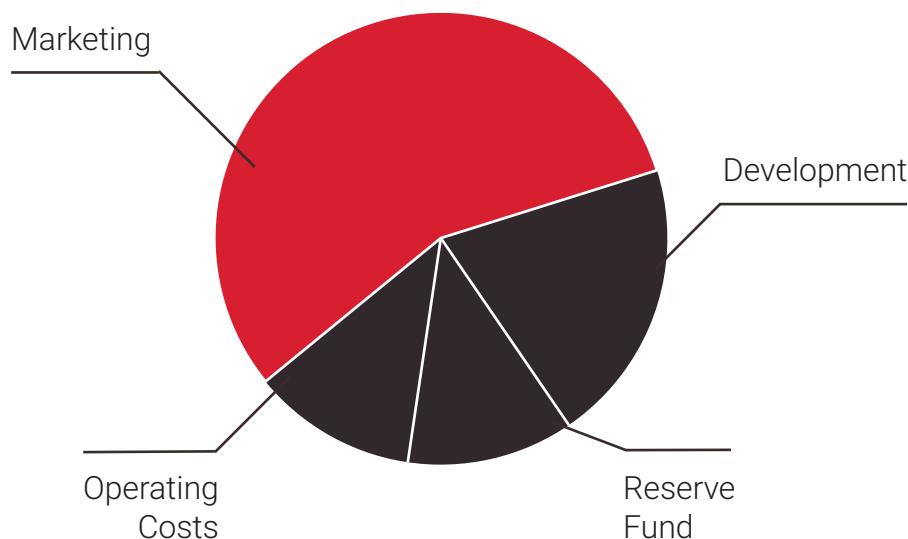
- » Blockchain system development and integration
- » Blockchain-based analytical tools development and integration
- » B2B Platform designing, development and launch
- » Mobile app development (2 stages): event listing for buyers (I), in-app dashboard for re-sellers (II)
- » Digital Marketing Automation solutions
- » Chat bots development

20% Operating and Legal costs

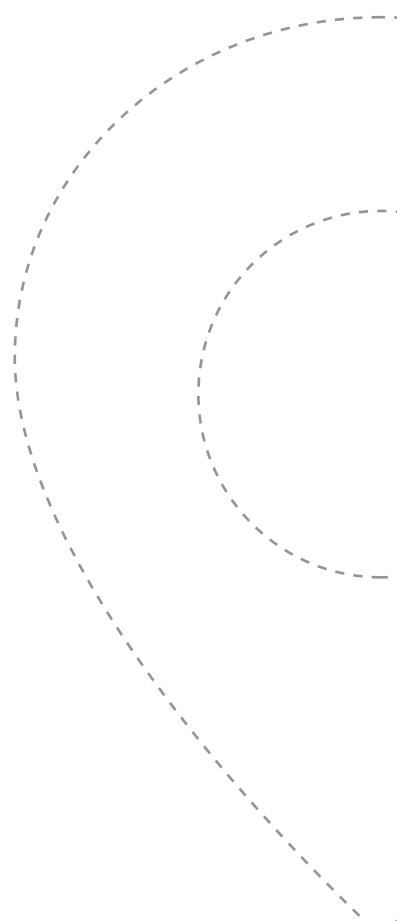
- » Offices rental in the countries participating in the World Cup
- » Courier delivery services
- » Telecom and Internet

10% Reserve fund

- » The fund of ET4 tokens and fiat money will be established to ensure the buyback of ET4 tokens.



Roadmap*

	2015 Q2	Creating a concept for Eticket4 and prototyping	
	2015 Q2-Q4	Eticket4 Web Platform development (Israel)	— — — \$250 000 invested
	2016 September	Eticket4.ru & Eticket4.com launch	— — — 2500 Deals 5 000 Tickets sold
	2017 Q1	Eastern Europe and CIS countries markets entry during FIFA Confederations Cup 2017 ticket sales period	
	2017 Q2-Q3	Paid Analytics tools launch for ticket brokers Introducing API for data exchange	
	2017 December	International shipping services integration 32 000 Deals, 60 000 Tickets sold, \$2 000 000 Revenue	
	2018 30.01- 21.02	Token Pre-sale	
	2018 27.02–23.03	Token Generation Event	
	2018 Q1-Q2	Opening outlets in countries participating in World Cup 2018 Spanish, Portuguese, German and French versions of Eticket4 website launch	
	2018 Q1-Q4	Entering Commonwealth of Independent States and European Union markets	
	2018 Q1-Q4	Development and introduction of new business process management approach based on blockchain	
	2018 Q2-Q4	Development and launch of ticket exchange for brokers with forward contracts functionality	
	2019 Q1	Mobile Application launch	
	2019 Q1-Q2	Entering the US market	

* provided all legal requirements are met at the respective stage

Token Generation Event Details

Public sale is carried out in 3 stages:

- Private offer (30.01.2018-31.01.2018)
- Presale (30.01.2018 - 21.02.2018)
- Token generation event (5.03.2018 - 30.03.2018).

Throughout the tokens sale the price of one ET4 token is fixed at 0.001 ETH.

Initially, 30 million tokens will be generated. The unsold tokens will be annulled by a smart contract. Based on the results of private and public offers, the maximum fund is 13,800 ETH (800 ETH for Pre-sale, 13,000 ETH for TGE). Tokens can be purchased with Bitcoin (BTC) or Ethereum (ETH).

Soft Cap during presale is 100.000 ET4 tokens.

Token distribution

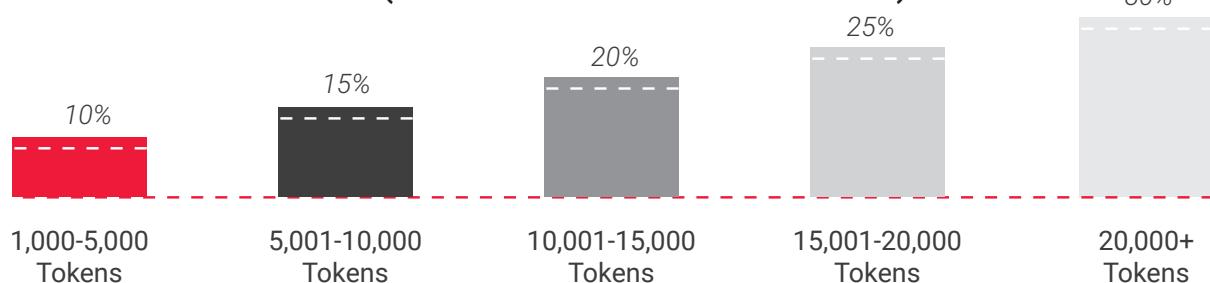


	%	Tokens
TGE	46	13,800,000
Eticket4 Team	20	6,000,000
Private Offer	10	3,000,000
Reserve Fund	7	2,100,000
Advisors	4	1,200,000
Bounty	3	900,000
Mining	10	3,000,000
TOTAL	100	30,000,000

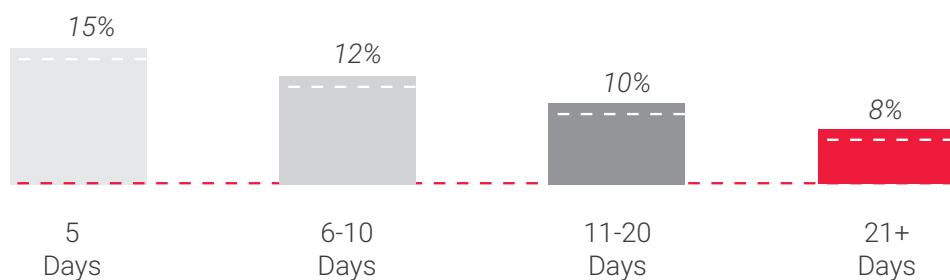
Bonus campaign

Throughout the term of the public offer Eticket4 is carrying out a bonus campaign. The bonus value depends on either the volume of investments or the dates of tokens purchase. The private offer participants were rewarded with a maximum 40% bonus.

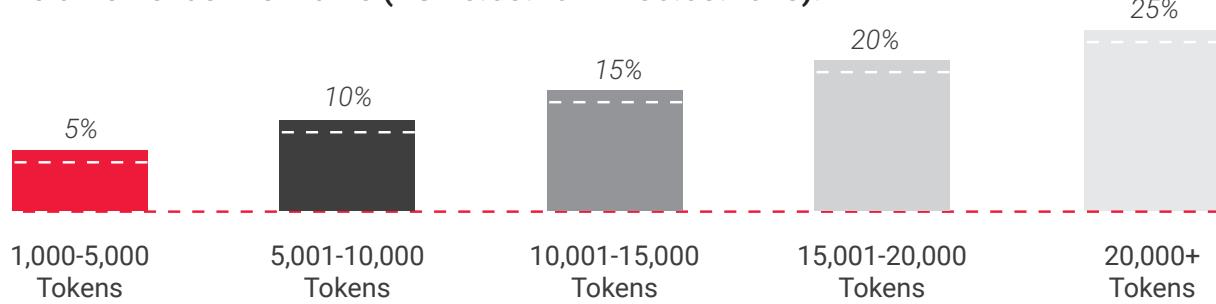
Volume Bonus Premiums (PRESALE 30.01.2018 - 21.02.2018):



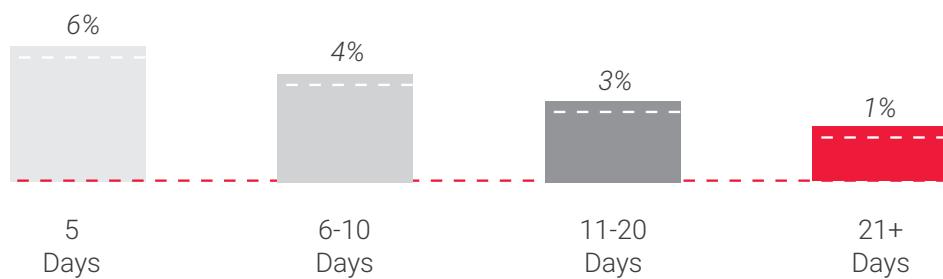
Time-Frame Bonus Premiums (PRESALE 30.01.2018 - 21.02.2018):



Volume Bonus Premiums (TGE 5.03.2017 - 30.03.2018):



Time-Frame Bonus Premiums (TGE 5.03.2017 - 30.03.2018):



HOLDERS' RISK MANAGEMENT

Any person or legal entity who consider participating in the TGE should carefully evaluate all possible risks and uncertainties. **The key risks are outlined in Exhibit B** to the token sale agreement.

We encourage that you read this document (as well as other documents placed on <http://et4.io/>) before purchasing the ET4 tokens. You should refrain from purchasing ET4 tokens if you do not accept either of those risks or not agree with any of the documents placed on <http://et4.io/>.

THE TEAM



Daniil Kruchinin

Co-Founder / Marketing

Daniil graduated from Russian Presidential Academy, the Institute of Chicago (US) and Ford Lauderdale (US).

As Deputy Head of Corporate Credit Department. Daniil was responsible for developing relations with the top Russian companies and was able to increase outstanding portfolio of RUR 3B.

As Head of Key Clients Department of OTP Bank, Daniil was responsible for performance of a whole direction and increased outstanding portfolio by more than RUR 1.5B personally.



Dmitry Fedorovich

Co-Founder / Chief Developer

Dmitry graduated from Moscow Aviation Institute. Dmitry created full software infrastructure for Moscow's TOP-3 animal goods shop (the software included store management, online shop, purchasing system, logistics and delivery modules)

Dmitry successfully organized full infrastructure of Zingaya. Zingaya was nominated for "Best Runet Startup" nomination and closed Round A

Dmitry headed MyFin service which has raised \$1M from Mail.ru group



Jevgenijs Vainsteins

Business Development Advisor

16-years experience in technical marketing (Business Development, Sales & Presales to Carriers, Distributors, VAR's, System Integrators)

Indirect Channel development for Telecom Products within CEE/CIS and EMEA. Establish new relationships with Distributors, System integrators, Service providers and Solution Partners within CEE/CIS and EMEA.

Strong relationships with decision makers in the data centre, cloud and telecommunications sectors within EMEA. Responsible for the identification, appointment and development of technology partners and OEM relationships.



Konstantin Lazukin

CTO

Software Engineering Leader with 8 years experience in multiple industries including e-commerce, real estate, finance.

Blockchain enthusiast, co-founder of "Evening School" - one of the first crypto clubs in Moscow. Team leader at REMC company.

Konstantin successfully organized full development circle of Sophie CRM system and launched it in 2016.

**Dmitry
Plakhov**

Advisor

Coordinator of the St. Petersburg blockchain developers community.

In 1991 enrolled in Department of Biomedical Optics at Faculty of Physics and Engineering, ITMO University. He was engaged in several projects hosted by Vladimir Vasilyev, ITMO University rector, e.g. RUNNet Federal University Network, distance learning center, laser medical center, etc.

Graduated from St. Petersburg State University of Information Technology, Mechanics and Optics (ITMO University in praesenti). In 2006 headed the Network Operation Center, serving mass market in the United States.

As part of one of the largest Russian integrators (BCC), he designed and implemented a corporate distance learning system in certain governmental and commercial organizations.

**David
Rapoport**

Advisor

David is accomplished telecom & IT sales leader, he has spent 18+ years in different sales leadership roles and positions with US, Israeli and Russian vendors.

Over these years David managed to introduce many new vendors in EE & Russia, significantly grow business of established vendors, create few joint ventures in telecom market. Ziad brings his go to market, business development and sales expertise to Eticket4 team to make sure that the company will have stable growth and market success.

**Ilia
Stechkin**

Community Management Advisor

Ilia Stechkin (Israel), advisor in inbound and community marketing.

CMO at Host-Telecom.com s.r.o. (Czech Republic), expert at internal and external communications of high-tech companies, co-founder of TechComLab.com, certified inbound specialist, ICT researcher, member of the global OpenStack community, Forbes contributor.

**Octavian
Ciuhandu**

Advisor

20+ years of experience with Microsoft and Linux platforms, network management and security.

Proficiency in designing applications for scalability and availability.

Integrating OpenStack and Microsoft Windows solutions CI/CD design, deployment, automation and maintenance for large projects.

NFV involvement in the Open-O and ONAP projects.



Toan Nguyen

Advisor

Toan Nguyen is Director of Business Development and Marketing/Communication across EMEA at e-shelter.

In his role he is responsible for bringing the maximum value to e-shelter's customers and partners that use e-shelter's colocation and connectivity solutions for their hybrid and multi cloud deployments to enable their digital business platform.

Furthermore, he is also in charge of e-shelter's Marketing and Go-To-Market strategy in the cloud field, helping execute on the company's multi-year sales plan and identifying areas that will drive future growth.

Prior to his current role, Nguyen held a series of sales leadership positions at Amazon Web Services (AWS). In this role, he was responsible for planning and executing cloud sales strategy in different markets such as large startups, mid-market enterprises as well as large global enterprises in various industries.

Before his time at AWS, Nguyen worked at Hewlett-Packard, where he spent 10 years in presales, sales and sales strategy working in Germany, in the United States as well as Singapore.

Passionate about startups he is also contributing to the German Startup Association.

Nguyen is a native of Hanoi, Vietnam. He received a MBA degree from The Open University, England. Nguyen also holds a bachelor's degree in Applied Computer Science from Baden-Wuerttemberg Cooperative State University in Stuttgart, Germany.



**Valerie
Chua**

Advisor

A competent, experienced and well-organised IT professional providing systems and process solutions to ensure successful IT project implementations, while assuring a positive user experiences and satisfaction.

Being a Huawei employee, worked across Western European regions to ensure the coordination of IT marketing events with local/regional IT solution teams. Managed the implementation of IT events such as ISC 2015 and SAP TechEd 2015.



**Arturo
Blanco**

Advisor

An MBA educated professional with an entrepreneurial frame of mind, believing that success is based in commitment and teamwork. Arturo has a comprehensive knowledge in Cloud solutions based in a strong Sales and technical background.

Currently is a Latin America Senior Cloud Computing Solution Manager for Huawei.



**Andrei
Chumakov**

Legal Advisor

Managing partner of NewLawyers law firm, co-founder of legal service Solver. Works on investment and M&A projects, has deep knowledge in restructuring, works with fintech, blockchain and telemed projects. Has extensive experience with various complex projects with the laws of Russia, Belarus, Cyprus, Netherlands, Luxembourg, Switzerland and major offshore jurisdiction. Author of telegram channel Token Legal Rate.

LEGAL DISCLAIMER

Definitions

In this Legal Disclaimer section, the following terms have the following meaning:
The term 'Agreement' means the token sale agreement for the sale of ET4 tokens on the TGE that is placed on the Webpage.

The terms 'Network', 'Privacy Policy', 'Platform', 'Policy', 'Rights to Use the Platform', 'Terms of Token Use', 'Webpage', 'White Paper' have the meaning given to them in the Agreement.

The term 'Company' means the legal entity referred to in the 'Legal Entity Selling the Tokens' section below.

The term 'E-Ticket 4' means the Company, or any of its affiliates and (or) licensors, and (or) agents, except for its advisors.

Legal Entity Selling the Tokens

NORDIC POWER LIMITED, a company registered and existing under the laws of British Virgin Islands. NORDIC POWER LIMITED intends to sell the ET4 tokens during the TGE at the conditions set forth in the Agreement.

This White Paper

The White Paper is for information purposes only and is not binding on E-Ticket 4. For the avoidance of doubt, in case of discrepancies between the White Paper and the Agreement, the latter prevails.

The Company may update this White Paper from time to time. An updated official version of the White Paper can only be found at <http://et4.io/>.

THE CONTENTS OF THIS WHITE PAPER ARE NOT A FINANCIAL PROMOTION.
THEREFORE, NONE OF THE CONTENTS OF THIS WHITE PAPER SERVES AS AN INVITATION OR INDUCEMENT TO ENGAGE IN ANY SORT OF INVESTMENT ACTIVITY.
THE WHITE PAPER HAS NOT BEEN REGISTERED OR QUALIFIED UNDER THE SECURITIES LAWS OF ANY JURISDICTION ANYWHERE IN THE WORLD.

THE WHITE PAPER DOES NOT CONSTITUTE AN OFFER TO SELL, AN INVITATION TO INDUCE AN OFFER, OR A SOLICITATION OF AN OFFER TO ACQUIRE SECURITIES IN ANY JURISDICTION INCLUDING, INTER ALIA, IN THE UNITED STATES OF AMERICA (INCLUDING THE COMMONWEALTH OF PUERTO RICO, THE AMERICAN VIRGIN ISLANDS AND OTHER TERRITORIES UNDER THE JURISDICTION OF THE UNITED STATES OF

AMERICA), CANADA, THE REPUBLIC OF SINGAPORE, THE REPUBLIC OF KOREA, THE PEOPLE'S REPUBLIC OF CHINA, THE SWISS CONFEDERATION (SWITZERLAND), THE BRITISH VIRGIN ISLANDS AND OTHER JURISDICTIONS.

NEITHER THE U.S. SECURITIES AND EXCHANGE COMMISSION NOR ANY OTHER FEDERAL, STATE OR FOREIGN REGULATORY AUTHORITY HAS APPROVED THE PURCHASE OF THE TOKENS. FURTHERMORE, NO SUCH AUTHORITY HAS CONFIRMED THE ACCURACY OR DETERMINED THE ADEQUACY OF THIS WHITE PAPER. ANY REPRESENTATION TO THE CONTRARY MAY BE A CRIMINAL OFFENSE.

NO REGULATORY AUTHORITY HAS EXAMINED OR APPROVED ANY OF THE INFORMATION SET OUT IN THIS WHITE PAPER. NO SUCH ACTION HAS BEEN OR WILL BE TAKEN UNDER THE LAWS, REGULATORY REQUIREMENTS OR RULES OF ANY JURISDICTION UNLESS IT WILL BE CLEARLY CONFIRMED BY THE COMPANY. THE PUBLICATION, DISTRIBUTION OR DISSEMINATION OF THIS WHITE PAPER DOES NOT IMPLY THAT THE APPLICABLE LAWS, REGULATORY REQUIREMENTS, OR RULES HAVE BEEN COMPLIED.

IT IS THE RESPONSIBILITY OF EACH POTENTIAL PURCHASER OF TOKENS TO DETERMINE IF THE PURCHASER CAN LEGALLY PURCHASE TOKENS IN THE PURCHASER'S JURISDICTION AND WHETHER THE PURCHASER CAN THEN RESELL THE TOKENS TO ANOTHER PURCHASER IN ANY GIVEN JURISDICTION.

THIS WHITE PAPER, OR ANY PART THEREOF, AS WELL AS ANY COPIES, MUST NOT BE TAKEN OR TRANSMITTED TO ANY OF THE ABOVE-MENTIONED JURISDICTIONS.

Verification

The Company will not sell ET4 tokens to any individual or legal entity unless the Company completes its know-your-client and anti-money laundering procedures to assess whether the potential purchaser is legally allowed and may contract with the Company and can purchase the ET4 tokens.

For the above purpose, the Company may request the following information from the potential purchaser of ET4 tokens:

- (a) Full name (first, middle and last name) of individual or the full name of legal entity in English language; and
- (b) Date of birth (for individual) or state registration (for legal entity); and
- (c) Citizenship; and
- (d) Residency; and
- (e) Amount of payment; and
- (f) Source of payment; and
- (g) Contact email address; and
- (h) Contact phone number.

If the potential purchaser intends to spend ETH' equivalent of more than ten thousand ('10,000') United States Dollars to purchase ET4 tokens he/she/it should place the following additional data into its personal account on the Webpage for the purposes of

verification:

- (a) Scanned and readable electronic copies of all valid passports of the potential purchaser; and
- (b) Scanned and readable electronic copies of all valid visas and (or) temporary residence permits of the potential purchaser.

The potential purchaser undertakes to provide the Company, immediately upon its notice or request, with any other additional data that the Company, in its sole discretion, deem to be required to maintain compliance with any laws, regulations or policies. Such documents and information include, but are not limited to, passports, driver's licenses, utility bills, and photographs of the potential purchaser, government identification cards, sworn statements, tax identification numbers, information about potential purchasers' family members, beneficiaries, shareholders, beneficial owners, partners, directors, officers or any other connected individuals.

The potential purchaser undertakes not to hide (including by using a VPN, proxy or similar service) his/her/its real location, or otherwise provide false or misleading information regarding its data.

For the avoidance of any doubt, the potential purchaser shall be eligible to receive ET4 tokens from the Company only subject to the successful verification.

The Company may collect any other information useful or necessary for communicating with the potential purchaser regarding the Agreement, including the above data of the potential purchaser, to the extent this is permitted by applicable laws and Privacy Policy. The Company may engage a third party to carry out the verification.

Risk Statement

Any person or legal entity who consider participating in the TGE should carefully evaluate all possible risks and uncertainties associated with the Company, Platform, ET4 tokens, and cryptocurrencies.

The key risks are outlined in Exhibit B to the Agreement. We recommend that you seek out independent competent financial, tax and legal advice before engaging in any sort of endeavor.

Intellectual Property Rights

The Company has (or intend to receive) valid, unrestricted and exclusive ownership of rights to use the patents, trademarks, trademark registrations, trade names, copyrights, know-how, technology and other intellectual property necessary for the sale of ET4 tokens and for operating of the Platform.

In no way shall the Agreement entitle, and (or) license, and (or) grants potential purchaser to any intellectual property of E-Ticket 4, including the intellectual property rights to the Webpage, and (or) to the Platform, and (or) to all text, graphics, interface, visual interfaces, photographs, trademarks, logos, artwork, and computer code, design, structure,

selection, coordination, expression and other content connected with the Webpage and (or) the Platform. All such content and intellectual property and its arrangement belong to the Company and (or) its affiliates and is protected by the intellectual property rights and fair competition laws.

There are no implied licenses under the Agreement, and any rights not expressly granted to the potential purchaser hereunder are reserved by and belong to the Company and (or) its affiliates. For the avoidance of doubt, neither the Agreement nor the Terms of Token Use or any Policy provide (undertake to provide, will provide, intent to provide) to a potential purchaser any intellectual property rights (including any form of licensing) with respect to Platform.

The potential purchaser acknowledges and understands that the Company may at its discretion at any time change the name of the ET4 token and (or) its symbol.

Forward-looking statements

Some of the statements in the White Paper, in the Agreement, the Terms of Token Use, or any Policy include forward-looking statements which reflect E-Ticket 4's current views with respect to execution roadmap, financial performance, business strategy and future plans, both with respect to the Company, Platform, ET4 tokens.

Statements which include the words 'expects', 'plans', 'believes', 'projects', 'targets', 'anticipates', 'contemplated', '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 E-Ticket 4's actual results to differ materially from those indicated in these statements. Any forward-looking statements in the White Paper, the Agreement, the Terms of Token Use, or any Policy reflect the E-Ticket 4's current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the E-Ticket 4's operations, results of operations and growth strategy. These forward-looking statements speak only as of the date of the White Paper, the Agreement, the Terms of Token Use, or any Policy respectively.

Prospective purchasers of ET4 tokens should specifically consider the factors identified in the White Paper and the Agreement that could cause actual results to differ before making a purchase decision. No statement in the White Paper and the Agreement is intended as a profit forecast in any form.

Liability Limitation

E-TICKET 4 IS NOT, SHOULD NOT AND WILL NOT BE LIABLE TO THE POTENTIAL PURCHASER AND HIS/HER/ITS AFFILIATES FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR EXEMPLARY DAMAGES (INCLUDING DAMAGES FOR LOSS OF PROFITS, GOODWILL, USE, OR DATA), EVEN IF E-TICKET 4 HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. FURTHER, E-TICKET 4 WILL NOT BE RESPONSIBLE FOR ANY COMPENSATION, REIMBURSEMENT, OR DAMAGES ARISING IN CONNECTION WITH: (A) THE PURCHASER'S AND HIS/HER/ITS AFFILIATES' INABILITY

TO USE THE ET4 TOKENS, INCLUDING, WITHOUT LIMITATION, AS A RESULT OF ANY TERMINATION OR SUSPENSION OF THE NETWORK OR THE AGREEMENT, INCLUDING AS A RESULT OF POWER OUTAGES, MAINTENANCE, DEFECTS, SYSTEM FAILURES OR OTHER INTERRUPTIONS; (B) THE COST OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; (C) ANY INVESTMENTS, EXPENDITURES, OR COMMITMENTS BY THE POTENTIAL PURCHASER AND HIS/HER/ITS AFFILIATES IN CONNECTION WITH THE AGREEMENT OR PURCHASER'S USE OF OR ACCESS TO ANY ET4 TOKEN; OR (D) ANY UNAUTHORIZED ACCESS TO, ALTERATION OF, OR THE DELETION, DESTRUCTION, DAMAGE, LOSS OR FAILURE TO STORE ANY DATA, INCLUDING RECORDS, PRIVATE KEY OR OTHER CREDENTIALS, ASSOCIATED WITH ANY ET4 TOKEN, WHETHER OR NOT OBTAINED UNDER THE AGREEMENT.

IN ANY CASE, THE E-TICKET 4'S AGGREGATE LIABILITY UNDER THE AGREEMENT WILL BE LIMITED TO THE VALUE (IN UNITED STATES DOLLARS AT THE TIME OF THE SALE) THE PURCHASER PAID TO THE COMPANY IN EXCHANGE FOR THE ET4 TOKENS.

THE POTENTIAL PURACHSER AND HIS/HER/ITS AFFILIATES WAIVE THEIR RIGHT TO DEMAND THE RETURN OF ANY AMOUNTS THE POTENTIAL PURCHASER PAID TO THE COMPANY FOR THE ET4 TOKENS UNDER ANY CIRCUMSTANCES, INCLUDING, WITHOUT LIMITATION, A DEMAND FOR SPECIFIC PERFORMANCE.

THE POTENTIAL PURCHASER AND HIS/HER/ITS AFFILIATES UNDERSTAND THAT BLOCKCHAIN TECHNOLOGY, ETHEREUM OR BITCOIN ARE NEW AND UNTESTED TECHNOLOGIES OUTSIDE OF THE COMPANY'S CONTROL AND ADVERSE CHANGES IN MARKET FORCES OR TECHNOLOGY, BROADLY CONSTRUED, WILL EXCUSE THE COMPANY'S PERFORMANCE UNDER THE AGREEMENT. IN ADDITION, THE POTENTIAL PURCHASER AND HIS/HER/ITS AFFILIATES UNDERSTAND THAT ET4 TOKEN AND BLOCKCHAIN TECHNOLOGY ARE SIMILARLY NEW AND UNTESTED AND ADVERSE CHANGES IN MARKET FORCES OR TO THE UNDERLYING TECHNOLOGY, BROADLY CONSTRUED, WILL EXCUSE THE COMPANY'S PERFORMANCE UNDER THIS AGREEMENT.

IN PARTICULAR, AND IN ADDITION TO THE ABOVE, THE POTENTIAL PURCHASER AND HIS/HER/ITS AFFILIATES ASSUME ALL RISK OF LOSS RESULTING FROM, CONCERNING OR ASSOCIATED WITH THE RISKS SET FORTH IN THE AGREEMENT, INCLUDING EXHIBIT B TO THE AGREEMENT.

ET4 TOKENS AND THE PLATFORM ARE DISTRIBUTED THROUGH THE NETWORK 'AS IS.' E-TICKET 4 MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE REGARDING ET4TOKEN, THE PLATFORM OR THE THIRD PARTY CONTENT, INCLUDING ANY WARRANTY THAT ET4TOKEN, THE PLATFORM OR THIRD PARTY CONTENT WILL BE UNINTERRUPTED, ERROR FREE OR FREE OF HARMFUL COMPONENTS, OR THAT ANY CONTENT, INCLUDING THE PURCHASER'S AND HIS/HER/ITS AFFILIATES' CONTENT OR THE THIRD PARTY CONTENT, WILL BE SECURE OR NOT OTHERWISE LOST OR DAMAGED. EXCEPT TO THE EXTENT PROHIBITED BY LAW, E-TICKET 4 DISCLAIMS ALL WARRANTIES, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, OR QUIET ENJOYMENT, AND ANY WARRANTIES ARISING OUT OF ANY COURSE OF DEALING OR USAGE OF TRADE.

E-TICKET 4 IS NOT RESPONSIBLE FOR SUSTAINED CASUALTIES DUE TO VULNERABILITY OR ANY KIND OF FAILURE, ABNORMAL BEHAVIOR OF SOFTWARE (E.G., WALLET, SMART CONTRACT), BLOCKCHAINS OR ANY OTHER FEATURES OF THE ET4 TOKENS OR THE PLATFORM. THE COMPANY IS NOT RESPONSIBLE FOR CASUALTIES DUE TO LATE REPORT BY DEVELOPERS OR REPRESENTATIVES (OR NO REPORT AT ALL) OF ANY ISSUES WITH THE BLOCKCHAIN SUPPORTING THE ET4 TOKENS, INCLUDING FORKS, TECHNICAL NODE ISSUES OR ANY OTHER ISSUES HAVING FUND LOSSES AS A RESULT.

E-TICKET 4 DO NOT AND WILL NOT PROVIDE THE POTENTIAL PURCHASER AND HIS/HER/ITS AFFILIATES WITH ANY SOFTWARE. THE SMART CONTRACT WILL DISTRIBUTE ET4 TOKENS TO THE POTENTIAL PURCHASER.

THE ET4 PLATFORM ADVISERS (AND ITS OFFICERS, MANAGERS, PARTNERS, AGENTS, EMPLOYEES, CONTROLLING PERSONS, MEMBERS AND ANY OTHER PERSON OR ENTITY AFFILIATED WITH THE ADVISER) SHALL NOT BE LIABLE TO THE COMPANY AND (OR) TO THE TOKEN HOLDER FOR ANY ACTION TAKEN OR OMITTED TO BE TAKEN BY THE ADVISER IN CONNECTION WITH THE PERFORMANCE OF ANY OF ITS DUTIES OR OBLIGATIONS OF THE ET4 PLATFORM ADVISER.

General Issues

The potential purchaser by purchasing the ET4 tokens shall receive the Rights to Use the Platform with the ET4 token being the electronic confirmation of the Company's corresponding obligation to ensure the possibility for the potential purchaser to use those Rights to Use the Platform to the extent and within the limits established in the Terms of Token Use (as amended from time to time).

Acquisition of ET4 token does not represent the acquisition of any form of security with respect to the Platform or to E-Ticket 4. By purchasing and holding the ET4 tokens, the potential purchaser is not entitled and (or) guaranteed any form of dividend or other revenue right of similar nature. The potential purchaser will not have any influence on the corporate management of E-Ticket 4 and the Platform.

The potential purchasers acknowledge and agree that they are not purchasing ET4 tokens for purposes of investment, speculation, as some type of arbitrage strategy, for immediate resale or other financial purposes.

ET4 tokens do not (and are not intended) to mean any note, stock, treasury stock, security future, security-based swap, bond, debenture, evidence of indebtedness, certificate of interest or participation in any profit-sharing agreement, collateral-trust certificate, preorganization certificate or subscription, transferable share, investment contract, voting-trust certificate, certificate of deposit for a security, fractional undivided interest in oil, gas, or other mineral rights, any put, call, straddle, option, or privilege on any security, certificate of deposit, or group or index of securities (including any interest therein or based on the value thereof), or any put, call, straddle, option, or privilege entered into on a national securities exchange relating to foreign currency, or, in general, any interest or instrument commonly known as a 'security', or any certificate of interest or participation

in, temporary or interim certificate for, receipt for, guarantee of, or warrant or right to subscribe to or purchase, any of the foregoing.

The original text of the Agreement is in English. Albeit the Company may place a translation of the Agreement on the Webpage, the English version shall prevail if there is any conflict.

THANK YOU! HAVE A NICE DAY



VISIT ET4.IO WEBSITE

Blockchain-based secondary ticketing marketplace