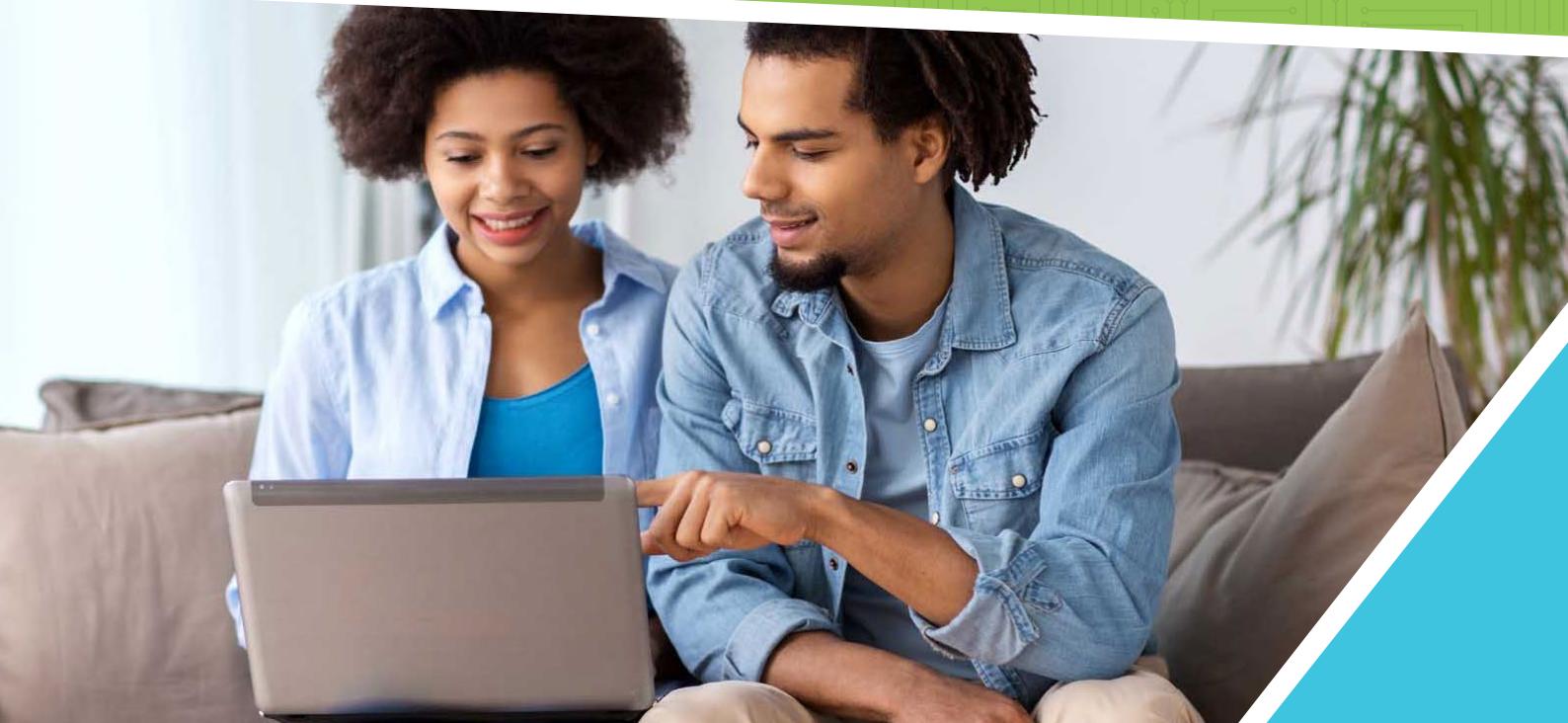




**CASHBAG.CO**  
THE CASH BACK CRYPTOCURRENCY



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# EXECUTIVE SUMMARY

**CashBag.co is a transactional cash back aggregator that rewards customers with cash back when they shop at participating merchants.**

**The site launched publicly in 2016 and has 135,000 members and over 500 merchants.**

## PURPOSE OF THE TOKEN

The purpose of the token sale is to enable instant settlement of cash back rewards by leveraging the Ethereum Blockchain for settlement. There are several distinct advantages to implementing ERC20 tokens for instant settlement, including lowered cost of operations, immutable record keeping and global reach and adoption.

CashBag is creating the CBC Token (CashBagCoin) which is used to reward members for transacting through the platform and enable advertisers to instantly reward members for approved transactions.

Customers earn the CBC tokens by engaging with advertising & transacting online.

Advertising services are sold through the redemption of tokens. These tokens are earned by the members who transact with merchants through the platform.

## CASHBAG LEDGER SETTLEMENT

CashBag has developed its first generation CashBag Ledger Settlement platform as described in the whitepaper, and will implement & launch the customer wallet, tokenization of advertising and reward redemption in early 2018.

## THE TOKEN SALE

CashBag is conducting a Token Sale for advertisers & early adopters of the technology, issuing 120M tokens and intends selling tokens to the value of \$15M with a maximum cap of \$30M.

CashBag will accept CBC tokens for CashBag advertising services at the minimum issue price of 0,00016666 ETH per token (6000 tokens / ETH).

Utilizing blockchain transaction authentication & smart contracts CashBag will revolutionize its transactional capability, enable instant settlement, disrupt the market and speed up consumer mass adoption.



# ABSTRACT

**Retail ecommerce** sales will increase from \$1.095 trillion in 2016 to \$4.058 trillion in 2020, making up 14.6% of total retail spending in that year<sup>1</sup>.

Unique cryptocurrency wallet user base has grown to over 5.8 Million unique users in 2017<sup>2</sup>, excluding wallets held in exchanges which may contribute even higher numbers.

Between Bitcoin and Ethereum alone there are over 31 Million unique wallets<sup>3</sup> and the total cryptocurrency market capitalization exceeded \$160 Billion in October 2017.<sup>4</sup>

These trends prove that the adoption of tokens and cryptocurrency as a unit of stored value is rapidly becoming mainstream.

In a decentralised economy, democratising (rather than concentrating) ownership via incentives creates value.<sup>5</sup>

**CashBag.co** is a transactional cash back aggregator that enables consumers to secure discounts and cash back for shopping and transacting online at thousands of participating global merchants. For each transaction concluded CashBag members earn cash back which is collected by CashBag from the participating merchant, accrued to the member wallet and paid out in fiat<sup>6</sup> to linked bank or PayPal accounts.

CashBag will through this token issue add a feature rich environment to its platform, including an ERC20 compliant wallet which will enable features such as fiat / token conversion, advertising purchases, member rewards accumulation and redemption, instant transfers and the ability for members to transact both within CashBag and with any other ERC20 compliant wallet.

Ethereum underpinning technologies enable CashBag to empower its members to own, earn and trade tokens without requiring them to understand any of the underlying infrastructure. This will drive up adoption and use of the token, increase market liquidity and enable tradability.

The surge in adoption of cryptocurrencies & tokens as an investment and trading class will be exponentially increased when non-technical consumers can earn and use these currencies without having to understand the fundamentals of mining, cryptocurrency, blockchain or any other deeply technical terminology.

Utilizing blockchain transaction authentication & smart contracts CashBag will not only revolutionize its transactional capability but enable instant settlement, disrupt the market and speed up consumer mass adoption.



1 <https://www.emarketer.com/Article/Worldwide-Retail-E-commerce-Sales-Will-Reach-1915-Trillion-This-Year/1014369>

2 GLOBAL CRYPTOCURRENCY BENCHMARKING STUDY. Dr Garrick Hileman & Michel Rauchs 2017. Users: Number of Wallets. p.52 [https://www.jbs.cam.ac.uk/fileadmin/user\\_upload/research/centres/alternative-finance/downloads/2017-global-cryptocurrency-benchmarking-study.pdf](https://www.jbs.cam.ac.uk/fileadmin/user_upload/research/centres/alternative-finance/downloads/2017-global-cryptocurrency-benchmarking-study.pdf)

3 <https://blockchain.info/charts/my-wallet-n-users>; <https://etherscan.io/chart/address>

4 <https://coinmarketcap.com/charts/>

5 On Tokens Value. How traditional equity valuation methods come short in crypto., Yannick Roux <https://tokeneconomy.co/on-tokens-value-a2617d4b0313>

6 [https://en.wikipedia.org/wiki/Fiat\\_money](https://en.wikipedia.org/wiki/Fiat_money)

# A HIGH-LEVEL OVERVIEW OF CASHBAG

**CashBag is more than just a rewards website, it's a tool that helps savvy, savings conscious shoppers earn cash back and secure discounts on just about any online purchase. It's used by active online shoppers, businesses and just about anyone that's interested in saving when shopping online.**

Our core demographic is highly active, uses CashBag daily for product and service discovery. Our average basket

value around \$80 AUM (active user monthly), escalating by 100% during the first 8 months of 2017.

Shopping frequency is increasing with our core users transacting 2 – 5 times monthly.

Our audience is spread across all economically active ages, 53% Female / 47% Male though higher value consumers are clustered in 26 – 50 age range.



## HOW CASHBAG EARNS REVENUE

**CashBag has partnered with hundreds of global merchants and continues to onboard new merchants daily. These merchants all agree to share revenue based on transactional income generated by CashBag online shoppers. Through our direct & network integrations with the merchants we're able to report transactions in real-time and accrue cash back savings for our members.**

Advertisers pay CashBag transactional revenue, based as a percentage of the total sales revenue generated from the transactions facilitated through our platform.

Additionally, CashBag earns ancillary revenue from promotional and marketing opportunities on the website, toolbar & in the mobile application.

### DESKTOP & MOBILE

CashBag has an Android Application and a Desktop Helper App (Firefox Safari Chrome) which once installed automatically alert consumers to savings when shopping online.

The site is mobile optimized and our Android App (iOS launching Q4) enables consumers to browse and search for products and services on the go.

CashBag launched in the South African market and rapidly gained traction, growing to 135,000 members within months. The next step was to expand into multiple markets and add multi-currency support including US\$, GBP, EUR and AUD with more currencies following.

<sup>7</sup> <http://www.investopedia.com/news/what-erc20-and-what-does-it-mean-ethereum/>



## ETHEREUM AS A PLATFORM

**We set out to create a more seamless experience for our members, enabling them to earn rewards globally from thousands of participating merchants using our simple and intuitive website, coupled with an easy to use interface to track their rewards and earnings.**

Our internal objective was to create a single, stable platform through which we could harmonize our reward issues, track our member token allocation and ensure transparency and accountability with seamless immediate execution.

We identified Ethereum and its unique ability to leverage blockchain smart contracts would cut down on the cost and time of authenticating transactions and clearing funds to our member accounts.

Furthermore, through our token issue we wanted our initial backers to securely purchase redeemable tokens. These tokens may be redeemed through smart contracts for advertising services on CashBag, at the purchase face value, or may be traded.

With the deployment of our ERC20 compliant wallet members could store their tokens, earn rewards in our token currency or redeem their cash back rewards into tokens.

### WHY USE ERC20 COMPLIANT TOKENS

**Ethereum has created an ecosystem where everything works together seamlessly using tokens to power the network. Ethereum based tokens allows exchanges, crypto wallets, and smart contracts to know in advance how any new tokens will interact on the system.**

In addition, ERC20 defines six the functions<sup>7</sup> that allow other smart contracts to interact within the Ethereum network creating an immutable transactional environment.

Because of its capacity for smart contracts — and other complicated computing capacities — Ethereum is viewed as more agile, adaptable and stable. Due to its reliability and the growth of decentralized apps (dapps) we felt the Ethereum platform was a logical choice.

<sup>7</sup> <http://www.investopedia.com/news/what-erc20-and-what-does-it-mean-ethereum/>

A large, vibrant photograph of two young women laughing joyfully. One woman is wearing a straw hat and a patterned scarf, while the other is in a light blue patterned shirt. They are outdoors, with a blurred background of what appears to be a shopping mall or street.

# THE CASHBAG TOKEN ISSUE

## RATIONALE

**CashBag operates in multiple global markets. We have a roster of over 150 active advertisers, with more than 685 in the queue for integration. We expect to expand to include 2500 merchants by Q2 2018 as we enter more territories.<sup>8</sup>**

Members earn cash rewards when shopping online at participating merchants. These cash rewards are paid by the merchant and tracked by CashBag through our sale tracking integration with each merchant.

New members select from a base set of currencies including USD, EUR, AUD, GBP, ZAR with support for more currencies being added as we enter new markets.

Our multi-currency wallet tracks shopping activity and cash back rewards across all supported currencies and allocates cash back to members in their base currency.

Members can earn CashBag sponsored incentives based on their activity, transaction volume and social sharing of the platform.

## WHY UTILIZE BLOCKCHAIN?

By integrating our wallet to blockchain settlement we create a mechanism to speed up cash back settlement and incentivize our members by allocating them a token with a real world supported value which can be traded, redeemed and used across any ERC20 wallet supporting partner.

The intent is to differentiate CashBag by offering our members an easy to use and understand cryptoasset, which will be mass promoted as a rewards token.

Members will earn tokens in addition to cash back, paving the path for mass adoption as consumers will have a way to 'earn' tokens just by shopping from our partners.

The token will drive customer adoption and new customer acquisition as we'll incentivize members to sign up and earn tokens by spending through the platform. This will result in an increased revenue and associated profitability.

Advertisers will use the token to purchase advertising & incentivize customers through the CashBag platform.

Members can opt to receive their cashback in their native currency or convert at ruling market price to CashBag Tokens and store their savings in our ERC20 compliant wallet.

Similarly, they can cash in their CashBag Tokens and receive fiat payments in their native currency.



# TOKEN USE CASE

THERE ARE SEVERAL COMMERCIAL AND END USER APPLICATIONS FOR THE TOKEN. DEPENDING ON THE USER REQUIREMENTS, THE TOKEN CAN BE USED EITHER TO STORE OR TRANSMIT VALUE OR REDEEM FOR SERVICES WITHIN CASHBAG. TOKENS ARE REFERRED TO AS CBC (CASHBAGCOINS)



## PAY FOR ADVERTISING ON CASHBAG

Merchants and advertisers offering services and products on CashBag can pay their advertising fees using CBC.

Advertising is paid in tokens and the token sale early adopters are guaranteed their US\$ equivalent token value in advertising services in their local market.

As token value increases any redemptions will be valued at current market prices, effectively guaranteeing a discounted rate on advertising in the platform for early crowd sale adopters.

## EARNING INCENTIVES

CashBag members earn CBC each time they transact via the CashBag platform and purchase from a participating merchant. Initially, for every \$1 or local market equivalent earned in cash back rewards the consumer will earn an additional 10% bonus (\$0.10) in CBC.

## GAMIFICATION / REWARDS

Members may earn CBC for acting on and sharing curated advertising content ranging from news stories to videos, movie or product launches. On our platform, the end user benefits directly from viewing and engaging the content and is no longer considered just a product, but becomes an active participant in the transaction process.

## WALLET

CashBag members can request / send CBC between members and pay for services on the platform. The wallet is ERC20 compliant so funds can be transferred out of our ecosystem and used in other wallets.



## TRADING THE TOKEN

The token can be freely traded, exchanged and sold. CashBag will honor the crowd sale issued tokens for advertising services at the guaranteed discount rate through the smart contract rules.

The token will trade on multiple exchanges and as an ERC20 compliant token may be stored in any compliant wallet and used for purchases.

## SENDING TOKENS / MAKING PAYMENTS

The token can be used to send tokens to CashBag members or make payments through smart contracts initiated by users on the CashBag platform and beyond. Within the CashBag marketplace members will be able to gift tokens, pay for services, buy products from the CashBag marketplace and eventually purchase goods from integrated merchant partners who accept payments from ERC20 wallets in general and CashBag specifically.

## DEBIT CARD

The addition of a linked VISA / Mastercard debit card will enable members to transact globally, using CBC to purchase at real world merchants, withdraw cash and instantaneously access their funds using just in time (JIT) funding.

# OUR ADVERTISER BUSINESS CASE

**The token can be used to purchase advertising inventory on CashBag by redeeming it through the advertiser interface. The token is transferred through a smart contract in return for advertising services and the services are delivered through the platform.**

During the initial token sale the minimum redemption price will be guaranteed through a smart contract, so that the token can be redeemed against advertising at a future date up to 48 months, at the issue price.

## USING TOKENS TO BUY ADVERTISING INVENTORY

Ad inventory is available in various formats including but not limited to Product Listings; Merchant Store Listings; Display Advertising; Location Based Advertising; Coupon Redemption.

*"Attention is the rarest and purest form of generosity."*  
Simone Weil, Philosopher

## PRODUCT / STORE LISTINGS

In this relationship and advertiser integrates their ecommerce or physical in-store Point-Of-Sale solution to credit members who purchase using either a member referral link (pre-coded to identify the member), a uniquely identifying coupon or the linked debit card.

Advertisers will predominately use CBC to pay for transactional advertising, commissions and rebates on sales generated as well as promotional advertising space, newsletters and incentives to members.

## IN APP & WEB ADVERTISING

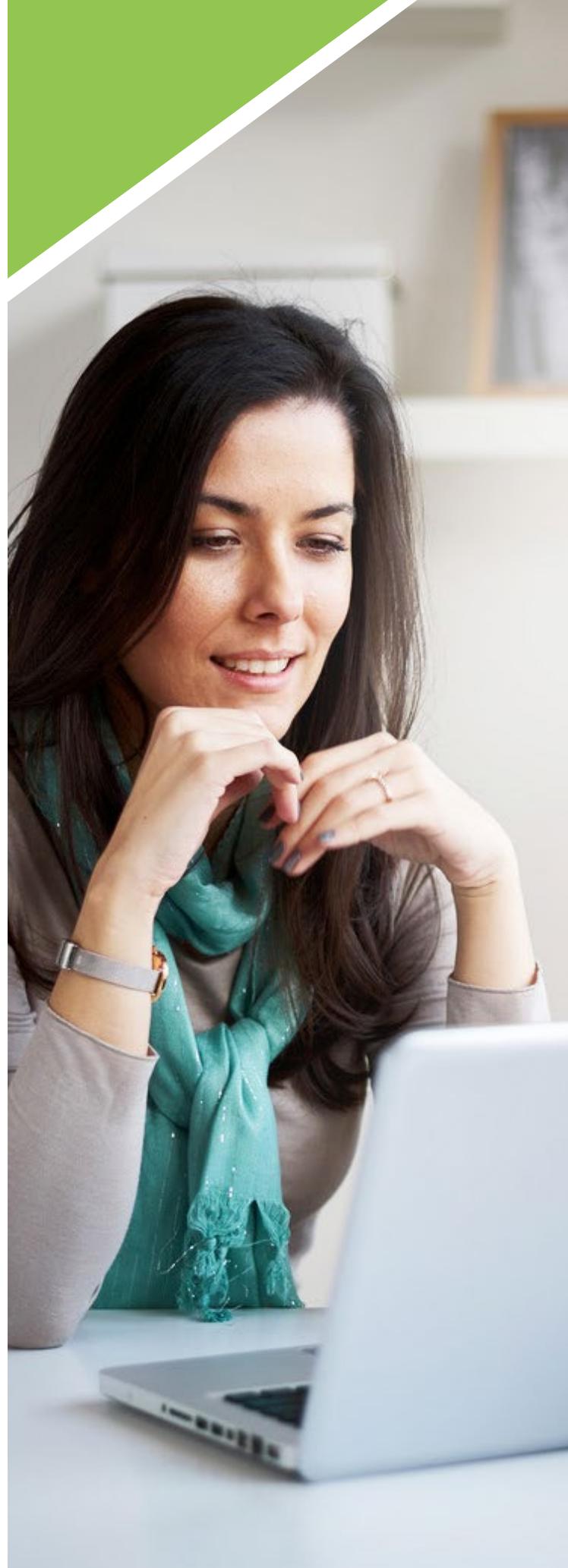
In this relationship merchants can reach consenting members with targeted advertising, relevant to their profile, interests and needs. Direct recipients of the advertising earn CBC for viewing and acting on the advertising, effectively driving up engagement and rewarding members for their attention.

Members can change their interests, opt out of the advertising entirely or by category, interest or advertiser, mute the advertising for a period or any combination of the above.

## LOCATION BASED ADVERTISING

In this relationship merchants can reach consenting members with location geo-fenced notices delivered via mobile devices, relevant to their interests and needs. Recipients of the advertising earn CBC for viewing and acting on the advertising, effectively driving up engagement, rewarding members for their attention and action.

Members can change their interests, opt out of the advertising entirely or by category, interest or advertiser, mute the advertising for a period or any combination of the above.



# OUR CONSUMER BUSINESS CASE

To ensure mainstream adoption we intend growing our member base from our current **135,000 members to +10M users in 36 months**

## NEW CUSTOMER ACQUISITION

We will launch a multi-market marketing campaign built around the CashBag Token(CBC) to generate awareness of CashBag, our Token and its intrinsic value, which non-technical consumers can understand and embrace.

We'll use token sale funds to drive this advertising campaign, while using the incentive token allocation to drive activity and new member adoption.

Each new member that joins is allocated CBC 10 when registering on the platform.

Their CBC is deemed earned when the member has registered, downloaded our toolbar or mobile app or has completed any qualifying transaction.

## INCENTIVISING MEMBER USAGE

Members earn cash rewards as per the merchant agreement for every transaction undertaken through the platform additionally earn a token incentive at a fiat 10:1 ratio, which is funded from our transactional revenue stream.<sup>9</sup>

*So, for example. If Mrs. Jones purchases a \$1000 item from Walmart and the cash back amount payable is \$50, Mrs. Jones will receive \$50 + \$5 value in CBC at current market price.*

## THE MEMBER HAS THE OPTION TO RECEIVE PAYOUTS IN:

- All in fiat (CBC will be immediately traded and cash equivalent held in their CashBag account until payout)
- CashBag rewards in fiat and incentives in CBC
- All in CBC

Any withdrawals requiring conversion of CBC to native currency will be done at ruling market prices and will attract published transaction processing fees, which may vary depending on market and withdrawal method used.



# FORMULA FOR CALCULATION OF TOKENS AS INCENTIVE

Calculating the number of tokens that are allocated as an incentive to the member for each transaction, based on the cash back value of the rebate earned for transacting through the platform.

Where the rate of commission from merchant expressed as a percentage:

$$T_{CBC} = \frac{R_{IV} [(R \times R_{MP}) - C_{TX}]}{T_{TV}}$$

**OR** where the Rate of commission per transaction expressed as a fixed value

$$T_{CBC} = \frac{R_{IV} [(T_n \times R_{MT}) - C_{TX}]}{T_{TV}}$$

$$= \frac{(C - C_{TX}) \times R_{IV}}{T_{TV}}$$

$$= \frac{C_R \times R_{IV}}{T_{TV}}$$

$$= \frac{T_{IV}}{T_{TV}}$$

---

|           |  |
|-----------|--|
| $T_{CBC}$ | Number of tokens allocated to the cashbag member as incentive        |
| $R_{IV}$  | Token incentive value expressed as a Ratio                           |
| $R$       | Transaction Value in fiat  |
| $R_{MP}$  | Rate of commission from merchant expressed as a percentage           |
| $T_n$     | Number of transactions from merchant expressed as a fixed value      |
| $R_{MT}$  | Rate of commission per transaction expressed as a fixed value        |
| $C_{TX}$  | Transaction fee earned by Cashbag                                    |
| $T_{TV}$  | Lowest sell offer price of the token on the exchange                 |
| $C$       | Commission earned by Cashbag from the merchant ( $R \times R_{MP}$ ) |
| $C_R$     | Fiat value of cash back rebate earned by member for the transaction  |
| $T_{IV}$  | Fiat value of tokens earned by member for the transaction            |

# TOKEN TECHNOLOGY

The CashBag Token (CBC), a token based on Ethereum, is an important element of our marketplace. Ethereum is an open source, blockchain-based, distributed computing platform oriented towards smart contracts. Effectively, Ethereum is a distributed virtual machine that allows end users to construct smart contracts for transactions. Smart contracts are stateful applications stored in the Ethereum blockchain.

These contracts are cryptographically secure and can verify or enforce performance of the contract. Token contracts are a standard feature of the Ethereum ecosystem.

Ethereum has been used for mobile payment systems, distributed exchanges, tokens pegged to commodities

and fiat currencies, market clearing mechanisms, micropayment systems for distributed computing resources, commodities and securities exchanges, crowdfunding, and legal document verification. Large firms have invested in and deployed Ethereum with Deloitte, IBM, JP Morgan, Luxembourg Stock Exchange, Microsoft, RBS, and Santander Bank being key early adopters.

Micropayments of cash back rewards & incentives from advertisers to consumers using CBC will be accomplished for the first stage deployment with the CashBag Micropayments Ledger.

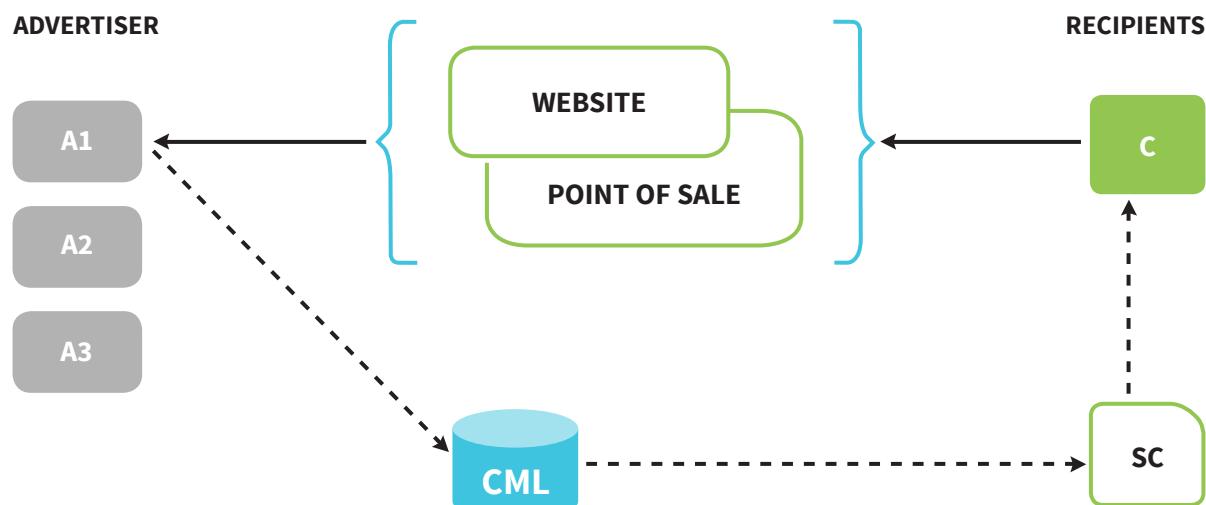


FIGURE 1: TRANSACTIONAL FLOW OF MICROPAYMENTS

Transactions are recorded using our proprietary beacons and web / instore tracking technologies linked to the advertiser Website and Point-Of-Sale.

- A Consumer (C) visits either a linked website or POS and transacts online.
- B The consumer is identified as a CashBag member through our technology.
- C The transaction is captured to the CashBag Ledger (CBL) by the integration onto Advertiser (A).
- D On receipt of an approved transaction the CashBag Ledger (CBL) executes the smart contract and pays the consumer (C).



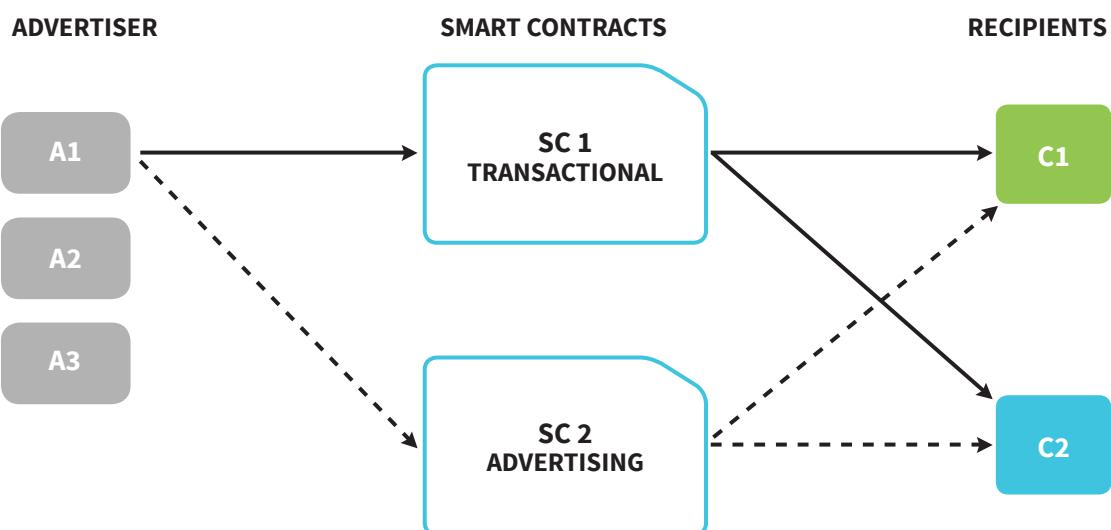
Each consumer transaction will be verified by the advertiser utilizing our existing real-time transactional tracking solution which is integrated to our Advertisers. Our platform is established and currently tracking all our transactional revenue.

Additionally, we interface with 3rd party tracking solutions already deployed by Advertisers through our API interface, enabling advertisers to capture and approve transactions on the CashBag Ledger.

Payment will be effected through smart contracts for Transactional & Advertising fees.

This flow shows the conceptual flow of the CBC payments using smart contracts.

- A The advertiser sends a payment in CBC tokens or cash equivalent which is credited to an Advertiser escrow wallet (A) and converted to tokens. As the consumer shops online and earns the transaction fee, the flow of payments unlocks.
- B The advertiser remits payment through a smart contract (SC) which allocates the payment to the consumer from the advertiser wallet.
- C The smart contract splits the payment, allocating part of the payment “the transaction fee” to CashBag (C1), and passing on the balance on to the Consumer (C2).



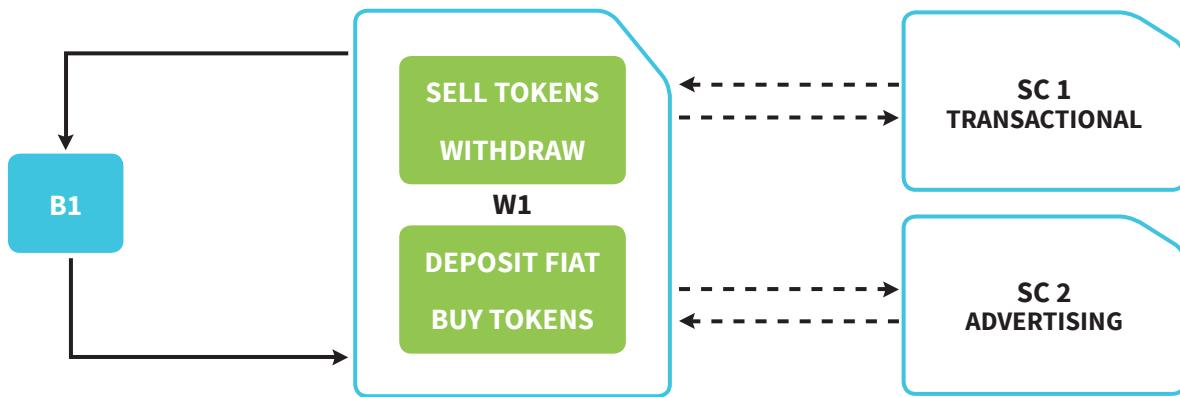
**FIGURE 2: VALUE FLOW OF THE CASHBAG TOKEN**

Interaction between linked bank accounts & the token wallet may be done either through CashBag's wallet technology or through any linked ERC20 wallet that facilitates fiat / token sales & purchases. Any transactions to and from fiat through the CashBag wallet will be subject to KYC and AML legislation and best practice.



Customer deposits and withdraws from Wallet (W1) to linked bank account (B1)

Smart contracts (SC) execute transactions to and from linked Wallet (W1).



**FIGURE 3:** TRANSACTIONAL FLOW OF THE ERC20 WALLET



# HISTORY, ROADMAP & DEVELOPMENT PLAN



## WHY CONTRIBUTE?

**Our token sale is an opportunity for early adopters to participate in a crowdsale of redeemable tokens with a guaranteed advertising redemption value.**

After the initial token issue is fully distributed no further tokens will be created and the company will buy back tokens to issue as incentive rewards to members.

CPC price will follow Hartwick's Rule<sup>10</sup> where through our buyback program the tokens will maintain liquidity

and increase in value over time as more users enter the ecosystem. Due to scarcity and the limited supply we anticipate that the unit price of CBC will rise as demand, driven by member earnings, increases the price.

CashBag will pay it's members incentives using an incentive ratio, currently 10:1 (one tenth dollar value equivalent in CBC to each dollar cash back earned). This incentive will be funded from profits and purchased on the open market.



<sup>10</sup> Hartwick, John M. [1977] "Intergenerational Equity and the Investment of Rents from Exhaustible Resources" American Economic Review, 67, December, pp. 972-74.

# TOKEN ISSUE INFORMATION

We will issue a total of 367,000,000 tokens. A maximum of 120,000,000 will be sold at 1 ETH:6000 tokens.

| CROWDSALE | BONUS TOKENS | TOKENS / ETH LIMIT  | START DATE    |
|-----------|--------------|---------------------|---------------|
| PRESALE   | 40%          | 1ETH:8400 (2000ETH) | TBA           |
| WEEK 1    | 20%          | 1ETH:7200           | 12 March 2018 |
| WEEK 2    | 15%          | 1ETH:6900           | 19 March 2018 |
| WEEK 3    | 10%          | 1ETH:6600           | 26 March 2018 |
| WEEK 4    | NO BONUS     | 1ETH:6000           | 2 April 2018  |

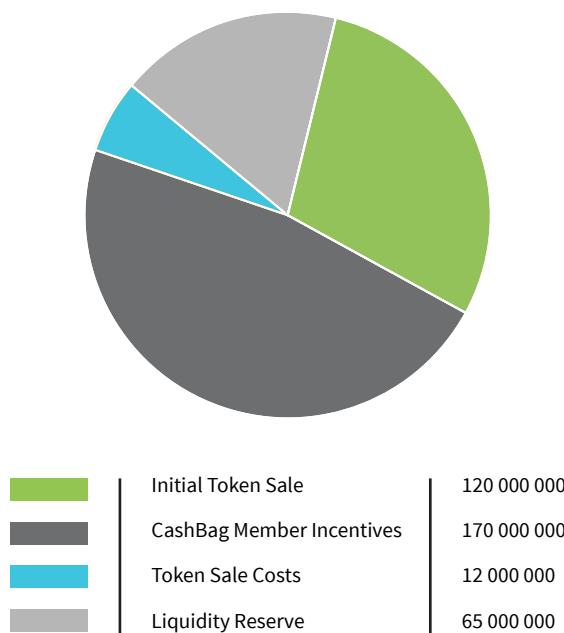
## TOKEN DISTRIBUTION

During the presale send Ethereum (ETH) to the presale address to secure your tokens and bonus. Tokens will be allocated after the crowdsale is completed.

During the crowdsale, tokens are purchased by sending Ethereum (ETH) to the smart contract address. Once received the smart contract will send tokens to your wallet.

Support for advertiser redemption & trading directly within the CashBag platform will also be added.

## TOTAL NUMBER OF CBC TOKENS



We will create 367,000,000 CBC tokens. No additional tokens will ever be created.

## COMMENCEMENT & DURATION OF CASHBAGCOIN (CBC) CROWDSALE

The Sale Period will begin on 12 March 2018 and continue until either (a) 120,000,000 tokens are sold or (b) 30 days from token sale launch.

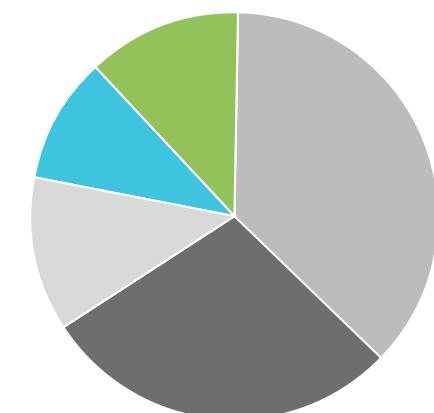
A smart contract will deliver the tokens during the token sale.

## TOKEN SALE PROCEEDS

Shareholders of the company do not receive tokens, as it is our position that we already benefit from the crowdsale through the participation of token buyers.

Proceeds from the Initial Token Sale will be utilized within the company to accelerate development and growth of the business.

## USE OF CROWDSALE FUNDS



|                      |     |
|----------------------|-----|
| Software Development | 36% |
| Sales & Marketing    | 32% |
| Operations           | 11% |
| Legal                | 9%  |
| Reserve Fund         | 12% |

# COMPANY INFORMATION

**FORGE BUSINESS ON-LINE (PTY) LTD, REGISTRATION NUMBER 2004/022757/07 IS A SOUTH AFRICAN REGISTERED PRIVATE COMPANY AND A 100% WHOLLY OWNED SUBSIDIARY OF FORGE MEDIA INVESTMENTS LIMITED.**

The company has a long history of innovation and has developed patents, proprietary technologies and applications for the performance marketing industry and owns and operates CashBag.co and other investments in the digital advertising and marketing industry.

## WHO IS THE TEAM



**Jonathan Miller**  
**CO-FOUNDER / CEO**



Classically trained in Sales & Marketing, self-taught software developer with strong creative / marketing flair and a thorough understanding of Finance.

Jonathan has developed innovative software technologies and services for the global performance marketing industry and his patent on digital performance based marketing methodologies was bought by Google.

As a serial investor he has been involved in two successful JSE IPO's and consulted widely to companies in South Africa, UK, USA and Canada to develop their go-to-market strategies.

Jonathan collaborated on several OTC Listings, successfully negotiated and secured early stage, mezzanine and Venture Capital funding for these businesses.



**Kirsty Henderson**  
**CO-FOUNDER / BUSINESS LEAD**



Experienced eCommerce specialist and strategist, project coordinator and general manager, with over 8 years of experience in the eCommerce industry. Kirsty's focus has been on developing, implementing and managing various digital projects in South Africa, including the South African eCommerce Awards.

Currently a General Manager in a management position at CashBag, where she holds responsibility for the full business unit function - key responsibilities include general operations, new product development, marketing and client services, well as contributing to business decision making.

She is an eCommerce expert and can consult on digital marketing strategy as well as strategies for building strategic business partnerships and affiliate networks.



**Eugene Benade**  
**CO-CTO / SOFTWARE DEVELOPMENT**

Eugene is a full stack developer specializing in PHP, JavaScript / JQuery, HTML & CSS with over 12 years' experience in UX design and a passion for learning new technologies. Eugene led the development of the CashBag project and has an innate understanding of the technologies and underpinning systems. Eugene is now working on the migration of our advertiser and settlement systems to blockchain.

**Nicolaas Venter**  
CO-CTO / SYSTEMS ENGINEERING & SOFTWARE DEVELOPMENT



With an IS(Eng.) & IAD(Comp Studies) diplomas and over 10 years of experience in IT & Development, Nicolaas has worked on many different types of projects from REST API integrations to Call Centre applications. He is a full stack developer and has focused for the last year on blockchain with a specialization in solidity.



**Jonathan Meanwell**  
CMO / BUSINESS DEVELOPMENT & ADVERTISER SALES



With over 20 years' experience in Sales and business development, 10 years working within the online space and 5 years heading up operations.

Currently heading up sales & operations in the African and international markets for OfferForge.

Jonathan is key to Cashbag's success, he is a visionary who is results driven, he loves to solve business problems and streamline operational processes. With a proven track record, not only in digital marketing strategies and new business development, Jonathan also has the ability to recognize his client's needs, developing solid relationships and always deliver.

**Divan Bower**  
USER COMMUNICATIONS & MESSAGING



Divan is a creative, determined, results producing professional with a proven record of accomplishments in digital marketing strategies supporting various sectors and business all over the world.

With over 12 years' experience in performance marketing, email & growth hacking Divan develops and implements solid strategies and approaches to deliver results. Divan's personal satisfaction lays in executing these strategies, analysing performance and optimising to ensure the maximum return on efforts and investment.



**Maggie Benson**  
USER EXPERIENCE & FRONT END DESIGN



Maggie is a passionate, versatile, deadline driven Digital Creative Designer full of creativity and a fine eye to detail. She is ambitious and thrives on challenges, particularly those that motivate her to expand her skills creatively and analytically.

With a BTech degree and over 6 years of experience in Graphic Design, Maggie has developed a great passion for UX design, front end development and layout design. Maggie sees every project as a challenge she will grow and excel in.

Ryan MacGeoghan  
ANALYTICS AND DATA SCIENCE



Ryan has a BComm Accounting and Post Grad Diploma in Internal Auditing. He also completed certification in Microsoft B.I. Ryan is responsible for all the reporting and analytical requirements at CashBag. His passion for data and analytics, underpinned by experience improving customer adoption & modelling makes him an invaluable part of the team.



Marc Kenigsberg  
EXTERNAL ADVISOR



Marc has been involved in Bitcoin since 2013 and has 18 years experience in online marketing. He was one of the world's largest cryptocurrency affiliates and the founder of BlockSmarter and BitcoinChaser. Marc is one of the world's leading ICO advisors and works with various ICO's and blockchain businesses, is a regular speaker at conferences around the world and contributor to industry leading publications.

Boyan Josic  
EXTERNAL ADVISOR



Boyan is an entrepreneur, investor and product visionary for digital media related products and services. He is the Founder & CEO of MarketMakers.io and Mogul.Capital

Mogul.Capital is a crypto investment fund, focused on early-stage, tokenized opportunities. Previously Boyan was the Founder of DailyDealMedia, a leading trade publication which covered the explosive rise of daily deal publishers like Groupon and LivingSocial, as well as MerchantPost, a daily deal aggregation platform.



# CONTACT & SUPPORT

Please feel free to get in touch with us if you have any questions!



## TOP MERCHANTS WE WORK WITH



Smarter Shopping. Better Living!



bloomingdale's

**Booking.com**



**GROUPON**

**homechoice**  
SA's no.1 home-shopping retailer



**MADISON**  
THE HEART OF NEW YORK

**NetFlorist**

**spree**



**travelstart**  
Travel made Simple!

**zando**

[VIEW FULL LIST HERE](#)

# FAQ'S

## WHAT IS A CBC TOKEN?

CBC tokens are a new Blockchain based digital token based on the Ethereum technology and is ERC20 compliant.

## DOES THE TOKEN REPRESENT OWNERSHIP IN CASHBAG?

No, the token does not confer ownership or any rights associated with investment. The token is redeemable against advertising services on CashBag or freely tradeable.

## WHAT AMOUNT IS BEING RAISED?

We will sell a maximum of 120,000,000 CBC Tokens. Once our goal has been achieved the crowdsale will end.

## IS THERE AN ESCROW ACCOUNT?

No. We're an existing revenue generating & profitable company, already have integration partners and a team of software engineers. The crowdsourcing funds will be used to advance our timeline to grow our existing business.

## WILL THERE BE A FOLLOW-UP OFFERING?

No. We will not have a follow up offer and no additional tokens will ever be created.

## WHAT CRYPTO-CURRENCIES ARE ACCEPTED IN THE CROWDSALE?

ETH is the only acceptable token.

You will be required to have an Ethereum wallet pointed at the token crowdsale address to participate in the initial sale. CashBag tokens are Ethereum derived tokens and comply with ERC20 standards.

If you hold Bitcoin or some other crypto-currency, you can exchange it for ETH and use it to participate in the crowdsale. Please do not send coins from an exchange, or they may disappear.

## WHAT IS THE PRICE OF THE CASHBAG TOKEN?

CBC tokens during the crowdsale will be on a fixed ratio to ETH. Once the crowdsale is completed, the value of CBC tokens will be determined by supply and demand on the open markets. The initial exchange rate will be 1 ETH:6000 CBC + Bonus.

## ARE CASHBAG TOKENS TRANSFERABLE?

Yes. Once the crowdsale ends you may trade or send tokens to any ERC20 compliant wallet. Exchanges may list the token.

Tokens will also be redeemable for products and services through CashBag's advertising interface and integration partners.

## ARE CBC TOKENS SECURITIES?

No, CBC tokens are not securities, they are a token used to purchase goods and services. CBC tokens are non-refundable. CBC tokens are not for speculative investment. We do not make any promises of future performance or value with respect to CashBag, including no promise of inherent value and no guarantee that CBC Tokens will hold any value.

CBC tokens are not participation in the Company and CBC tokens hold no rights in said company. CBC tokens are sold as a functional good and all proceeds received by Company may be spent freely by Company absent any conditions.

CBC tokens are intended for experts in dealing with cryptographic tokens and blockchain-based software systems.

## TOKEN SALE TIMELINE

Start Date: 12 March 2018 12PM UTC

Duration: 30 days

Conversion schedule: 1 ETH:6000 CBC + Bonus

Number of tokens available: 120,000,000

## WHAT WILL DEVELOPMENT FUNDS BE USED FOR:

SOFTWARE DEVELOPMENT & TALENT ACQUISITION

3 Ethereum (Solidity) Developers

5 Platform Developers

3 front end developers

3 data science professionals

2 UX / UI professionals

## APPENDIX A:

### PRIVACY & INFORMATION

To participate in CBC token sales participants will need to either register a CashBag account or complete a declaration stating their country of origin.

This Know-Your-Client (KYC) procedure is required as the company is accounting for the token sales as revenue and is required by South African law to accurately pay Value Added Tax on South African originating transactions.

### DISCLAIMER

As noted, CBC Tokens are not being structured or sold as securities or any other form of investment product. Accordingly, none of the information presented is intended to form the basis for any investment decision, and no specific recommendations are intended. Company expressly disclaims all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this White Paper, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting from such information.