

HOLD



**HOLD CRYPTO
GET INSTANT CASH**

HOLD WHITEPAPER V0.9

CONTENTS

| | | | |
|------------------------|----|----------------------------------|----|
| ABSTRACT | 3 | TOKEN | 27 |
| PROBLEM | 5 | UTILITY | |
| SOLUTION | 6 | VALUE STRATEGY | |
| CARD | 8 | MEMBERSHIP STAKING | |
| CASHBACK PROGRAM | | BUYBACK MECHANISM | |
| FIAT CURRENCIES | | BURN MECHANISM | |
| LIMITED EDITION | | IMPLEMENTATION | |
| BORROWING | 10 | DISTRIBUTION | 30 |
| CASH ADVANCES | | VISIONARY STATUS | |
| DURATIONS | | GENERAL BENEFITS | |
| FEE MODEL | | BORROWER BENEFITS | |
| INTEREST RATES | | LENDER BENEFITS | |
| PLATFORM FEES | | TOKEN ALLOCATION | |
| LIQUIDATIONS | | ICO FUNDS ALLOCATION | |
| SETTLEMENTS | | NON-ELIGIBLE COUNTRIES | |
| EXTENSIONS | | ACCOUNT VERIFICATION | |
| LIMITS | | LEGAL | |
| DISCLAIMER | | TOKEN SALE TERMS & CONDITIONS | |
| LENDING | 17 | HOLD PLATFORM TERMS & CONDITIONS | |
| FUNDING | | GENERAL | |
| INTEREST | | ROADMAP | 35 |
| STATUS POINTS & LEVELS | | STRATEGIC ADVISORS | 36 |
| WITHDRAWAL | | TEAM | 39 |
| RISKS | | VERSION HISTORY | 41 |
| PLATFORM | 21 | GLOSSARY | 42 |
| HOLD TRADING ORACLE | | | |
| HALT ALGORITHM | | | |
| MEMBERSHIPS | 23 | | |
| BORROWERS | | | |
| TOKEN STAKING | | | |
| LENDERS | | | |
| STATUS POINTS | | | |
| STATUS LEVELS | | | |
| VISIONARY STATUS | | | |

ABSTRACT

HOLD is a revolutionary card that provides instant cash against cryptocurrency collateral. It allows users to leverage their portfolio without having to sell it. By the means of the prepaid card and of a mobile app, it enables online and offline purchases with over 45 million retailers worldwide and over 3 million ATMs.

Bitcoin, Ethereum and Litecoin can be used as collateral for cash advances at a competitive rate of 8% p.a., not requiring a good credit history and without geographic restrictions. Instead of selling their assets, members can utilize them to receive instant cash, or make online purchases – while still maintaining their cryptocurrency holdings. This may also result in a potential tax deferment, depending on the jurisdiction of the borrower.

Memberships are available to all compatible jurisdictions through the process of staking the platform-native token (HOLD) for a fixed period of time, which are returned to the user after their membership ends.

HOLD card holders earn HOLD tokens every time they use their card. On almost all purchases, the HOLD platform will provide a 1% cashback in HOLD tokens, directly into the user's wallet.

Liquidity is provided by means of an incentivized lender program through which users fund their HOLD wallets with fiat or

crypto. The platform will progressively match provided liquidity with cash advances, producing lucrative and low-risk returns of up to 7.5% p.a. for lenders, representing a lucrative money-making opportunity.

PROBLEM

1 | "A look back at bitcoin price swings in the last five years, which include several stomach-churning tumbles of 40% and even 50%, makes it clear the world's most popular crypto-currency was—and is—extremely volatile." Source: <http://fortune.com/2017/09/18/bitcoin-crash-history/>

The crypto-economy is one of the most volatile we have ever seen. For persons trading or holding against fiat currencies such as the U.S. Dollar or Euro, it implies that the valuation of their portfolio can fluctuate exponentially within a short period of time¹.

Selling cryptocurrencies while the market is on a downswing can be a tough but necessary measure. Historically, there has never been a bad time to buy Bitcoin, Ethereum or Litecoin. In cases of urgency or simply as a matter of convenience, one has no alternative but to sell. All while knowing that the market is most likely to recover at a later date and potentially losing out on significant returns.

HOLD instant cash advances are ideal for urgent expenses, such as a medical bill or car repair. Another scenario simply waiting for more favorable market conditions. Placing cryptocurrencies as collateral may not result in a tax event in some jurisdictions. In an economy as volatile as this one, the ability to rapidly and effortlessly leverage cryptocurrencies without losing opportunities for potential gains is priceless.

BITCOIN'S HISTORY²

2 | As of Monday, 29 January 2018.
Source: <https://www.buybitcoinworldwide.com/price/>

| | |
|---------------|-------------|
| LAST 6 MONTHS | +286.02% |
| LAST 1 YEAR | +1,113.68% |
| LAST 2 YEARS | +1,113.68% |
| LAST 5 YEARS | +56,212.45% |

SOLUTION

Offering a lending and borrowing platform, in which members will be able to leverage cryptocurrencies and obtain instant cash advances directly on an exclusive prepaid payment card.

Cash advances are short term loans given against cryptocurrency collateral, accessible exclusively through the HOLD prepaid card. The duration of those cash advances range from 1 to 3 months at a pro-rated, pre-paid interest rate of up to 8% p.a., payable by the borrower. Collateral can be provided in Bitcoin, Ethereum and Litecoin and cash advances may be settled at any time.

The HOLD prepaid card may be utilised at ATMs worldwide, as well as online and offline purchases with over 45 million retailers around the world and this figure is expected to double to over 90 million retailers³ by 2020. Presently, fiat is the predominant force and foundation of the economy and while crypto is experiencing exponential growth, this is also countered by highly volatile markets. HOLD showcases the best of both worlds, by providing instant liquidity and the ability to retain cryptocurrencies and their potential gains.

³ | Source: <http://www.fintechfinance.co/news/number-of-card-accepting-outlets-set-to-double-by-2020-can-visa-and-mastercard-keep-up/>

⁴| Lenders only gain interest on funds committed to cash advances, i.e. funds that are utilized by the system.

⁵| Additional incentives are paid in HOLD tokens for lenders providing significant liquidity and/or liquidity for longer periods of time.

Liquidity is provided by lenders funding their HOLD accounts with either fiat, or cryptocurrencies which are converted to fiat. Lenders receive an interest between 4.5 and 7.5% p.a. for funds that are matched with a cash advance request⁴. The platform offers additional incentives for lenders through a status points program utilizing HOLD tokens⁵.

With traditional credit institutions usually offering an interest of around 3% p.a., HOLD offers an extremely competitive return opportunity for individuals interested in collateralized lending with minimum risk.

CARD

The HOLD card is the driving force of the platform and presents a unique value proposition for users: It is easy to use, instant and widely available, online and offline, at millions of retailers and ATMs around the world.

Offering a premium design and all the features one would expect from a modern and technically advanced card: Contactless payments, advanced security features and live transaction notifications directly on the phone. The HOLD card is also available in multiple fiat currencies and provides a competitive cashback program.



A key feature of the HOLD Card is that cryptocurrencies do not back the cash advances provided by lenders. Even when cash advances are provided in cryptocurrencies by lenders, these are converted to fiat currency before funding the HOLD Card. HOLD is therefore providing a cryptocurrency-free payment solution.

CASHBACK PROGRAM

An incentive program for using the HOLD card that rewards borrowers on qualifying card purchases with a 1% cashback. All bonuses are provided in HOLD tokens, conveniently credited into the user's mobile wallet. HOLD tokens can be withdrawn, converted into cash advances or used in settlements.

FIAT CURRENCIES

Cards are provided in the currency of the account, which can be:
U.S. Dollar (USD)
Euros (EUR)
Pound Sterling (GBP)

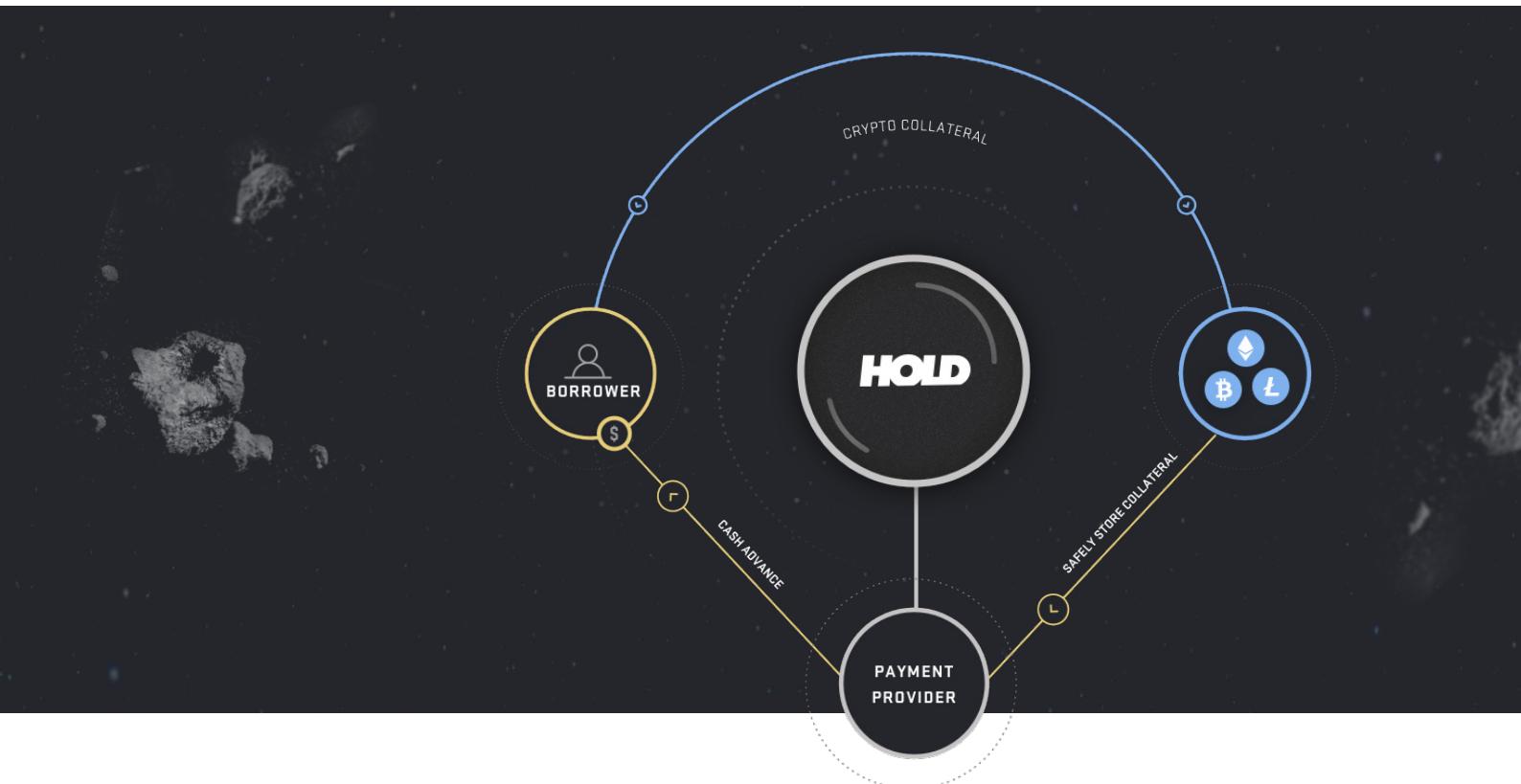
LIMITED EDITION

Our Limited Edition HOLD card is exclusively available to contributors obtaining the Visionary Status throughout our ICO. The unique features and design of this card will not be available after, and it is limited to a maximum of 1,000 cards worldwide.

BORROWING

The HOLD platform uses lender matching to provide borrowers with instant cash advances against cryptocurrency collateral.

Driven by constantly evolving algorithms and using data-science driven machine learning, HOLD presents an easy and fast solution when traditional fiat liquidity is required.

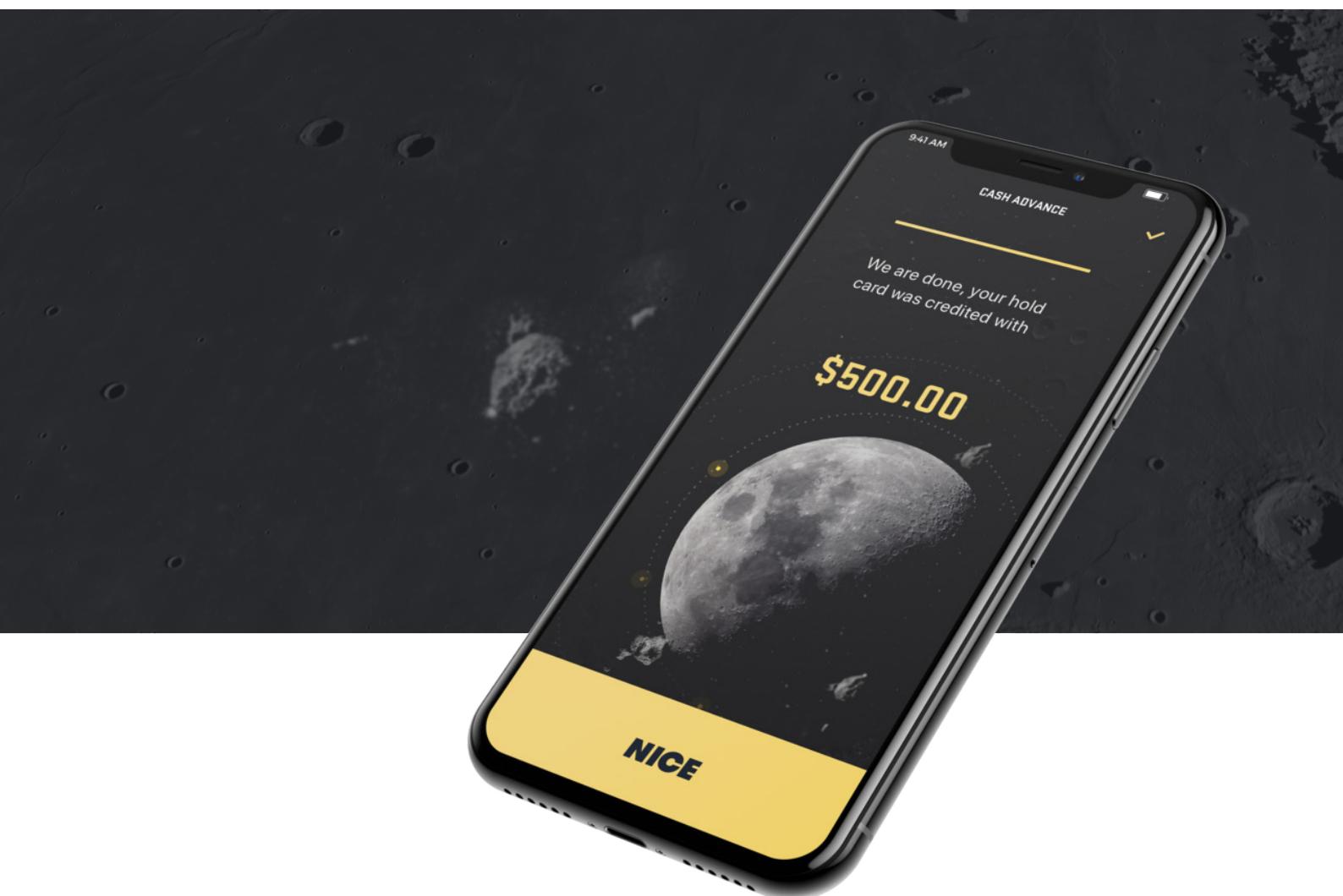


A key feature of the HOLD Card is that cryptocurrencies are never being utilized to back the cash advances. Instead, only fiat obtained from lenders is used to fund the card, making it a cryptocurrency-free payment solution.

CASH ADVANCES

Cash Advances simply require a smartphone and the standard documents required to verify the borrower's identity through Know Your Customer (KYC). Once verified, borrowers can use Bitcoin, Ethereum and Litecoin to fund their wallets with the necessary collateral that will grant them access to cash advances.

These cash advances are available through physical and/or virtual prepaid cards which can be used with millions of merchants while the physical cards can be used at over 3 millions ATMs worldwide.



⁶| For demonstration purposes the example excludes interest and platform fees of the cash advance.

⁷| Examples for this in 2017 include 18-25 May, 16-23 June, 18-25 Nov and 10-17 Dec.
Source: <https://coinmarketcap.com/currencies/ethereum/>

EXAMPLE ⁶

John needs \$500 for his monthly expenses but he expects the crypto market to go higher and he prefers not to sell right now. Instead, he deposits 1 ETH (worth \$1,000) into his HOLD wallet and he requests 50% of it as a cash advance. After one week, Ether has risen by 30%⁷, and his 1 ETH is now worth \$1,300. John decides to settle his cash advance which only requires him to sell 0.38 ETH instead of 0.5 ETH. The remaining balance of 0.62 ETH is returned to his wallet.

DURATIONS

Cash Advances can be requested for periods of 1, 2 or 3 months with conditional renewals being an option, subject to additional fees and availability.

A cash advance can be renewed beyond 3 months if needed, given that sufficient liquidity is available in the platform. Additional platform fees for the renewal may apply at whichever rate they are defined at a given point in time.

FEE MODEL

The fee model for cash advances is simple, fair and highly transparent. Consisting of annual interest and a one-off amount based platform fee. All fees are indicated and paid upfront, before the cash advance has been approved.

INTEREST RATES

Interest rates are fixed at a prorated 8% p.a. The interest for cash advances is paid upfront for the entire duration and is non-refundable.

EXAMPLES

- A cash advance of \$2,500 for 1 month incurs interest of \$16.50 (0.66%).
- A cash advance of \$1,000 for 2 months incurs interest of \$13.30 (1.33%).
- A cash advance of \$500 for 3 months incurs interest of \$10 (2%).

PLATFORM FEES

In addition to interest rates, which are primarily paid to the lenders and depend on the duration, cash advances will also incur platform fees to be paid by the borrower. These are fixed at 3% of the total amount of the cash advance, regardless of its duration.

EXAMPLE

- A cash advance of \$2,500 incurs platform fees of \$75 (3%).
- A cash advance of \$1,000 incurs platform fees of \$30 (3%).
- A cash advance of \$500 incurs platform fees of \$15 (3%).

LIQUIDATIONS

A liquidation is the process of selling off parts or all of the cryptocurrency collateral if the fiat value of it no longer covers a safe margin to the cash advance requested. They are a necessary procedure for the HOLD platform, reducing risk for lenders and therefore stimulating a growth in liquidity.

To protect borrowers from losing their collateral, the HOLD platform offers the opportunity to the borrower to ask for up to 65% of the current fiat value. At this maximum it is considered a high-risk choice and it may result in a loss of collateral if the market decreases in value by approximately 24%.

If triggered, collateral funds are automatically liquidated (sold off to the market) through partner exchanges. This process is monitored and managed by our HOLD Trading Oracle and driven by high-frequency market analysis.

EXAMPLE

Natasha deposits 0.5 BTC (worth \$5,000) into her HOLD account and requests the maximum of 65% as a cash advance worth \$3,250. Two weeks later, Bitcoin has decreased in value by 40%, reducing the value of Natasha's collateral to \$3,000. Consequently, her cash advance is liquidated and her Bitcoin is being sold.

In case of a liquidation of a cash advance, the collateral will be sold through integrated partner exchanges to assure a swift conversion to fiat funds, settling the cash advance on both – lender and borrower – sides. Any funds exceeding the settlement amount will be returned to the borrower in the form of fiat.

SETTLEMENTS

Borrowers can settle cash advances at any given time during the full duration. Using the mobile app, the settlement can take place whenever the market conditions are most favorable. Since fees are paid upfront before the contract is established, there are no early-settlement or other hidden fees. Settlements are closed with a single tap.

When settling, only the amount necessary will be sold through partner exchanges, while the remaining cryptocurrency funds will automatically be returned to the borrower (see this [Example](#)). This allows full flexibility throughout the cash advance duration to sell whenever the borrower sees fit. Alternatively, cash advances can also be settled with fiat balance within the HOLD platform, which can be deposited via secure ACH, SEPA and SWIFT bank transfers in U.S. Dollars, Euros and Pound Sterling.

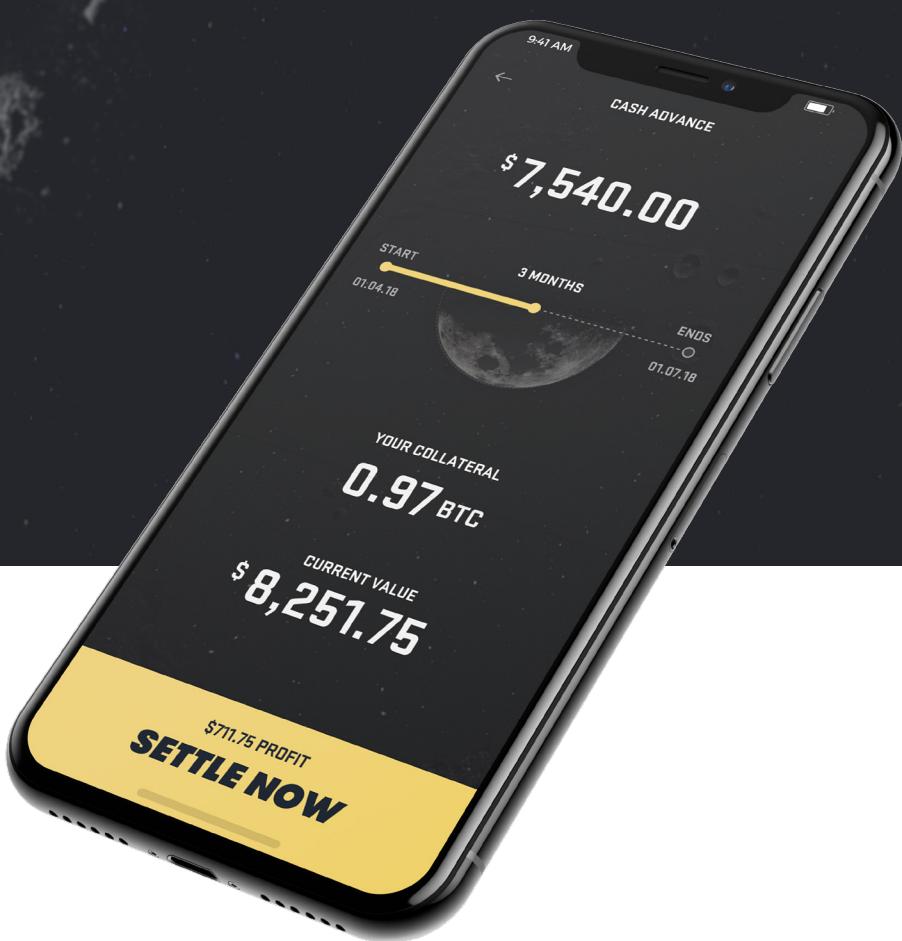
Cash Advances will auto-settle at the end of their duration if not renewed.

EXTENSIONS

Given sufficient liquidity and the availability of funds to pay the cash advance fees, cash advances can be renewed. This is subject to availability and may incur additional fees.

LIMITS

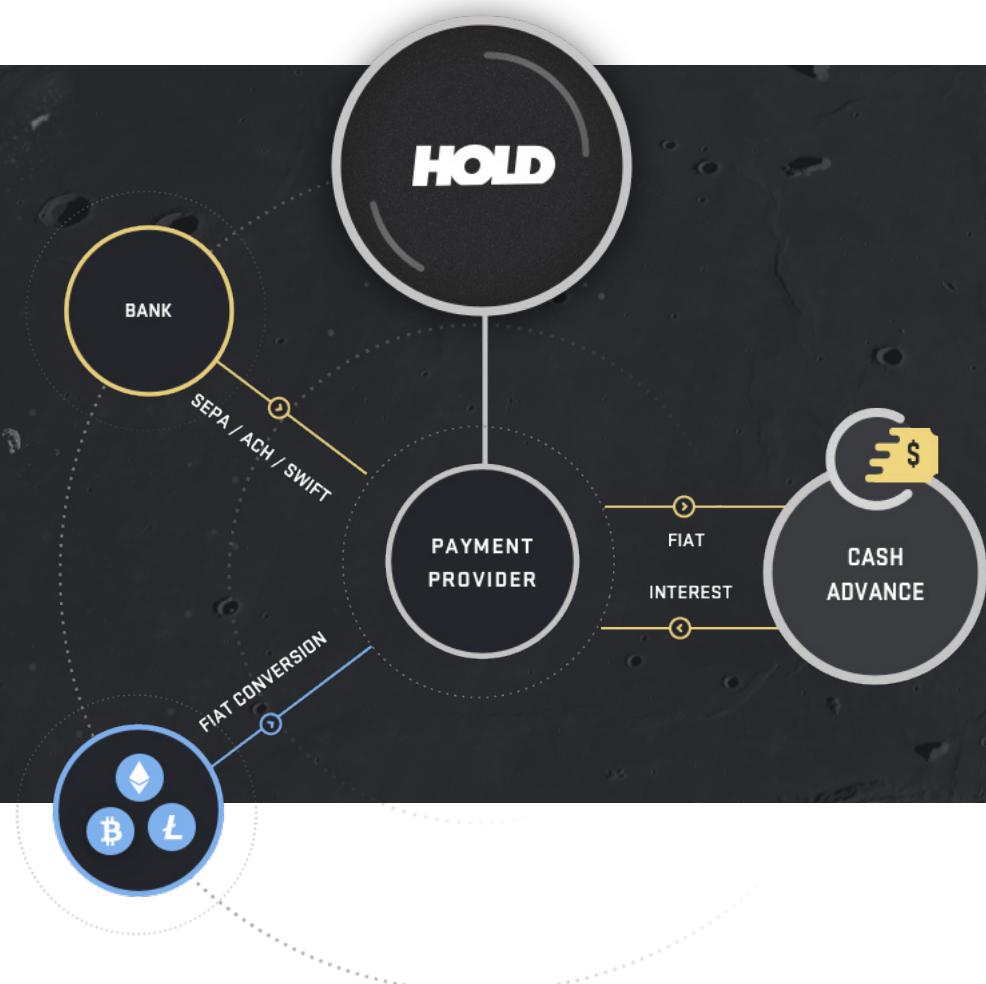
Cash Advances are limited to 15,000 U.S. Dollars or 10,000 Euros/Pound Sterling.



LENDING

8 | Only liquidity used in cash advances will generate interest. The HOLD platform aims to use all liquidity most of the time.

Lenders are a vital part of the HOLD platform as they provide liquidity for cash advances. By adding fiat funds to their HOLD accounts, lenders can gain between 4.5 and 7.5% p.a. on all committed liquidity⁸. Interest is paid by the borrowers. All interest is prepaid for the entire duration of a cash advance and paid out in full, even if the cash advance is to be settled before its expiration. The platform's algorithms aim to maximize the use of liquidity and ensure that maximum interest is being generated at all times.



FUNDING

⁹ | For details on the account verification process see [Account Verification](#).

Every verified lender⁹ within the HOLD platform has the possibility to fund their personal wallets through traditional bank wires. Alternatively, the HOLD platform will also allow lenders to fund their accounts with cryptocurrency assets which are immediately converted to fiat funds, exclusively through a third party exchange, upon receipt.

INTEREST

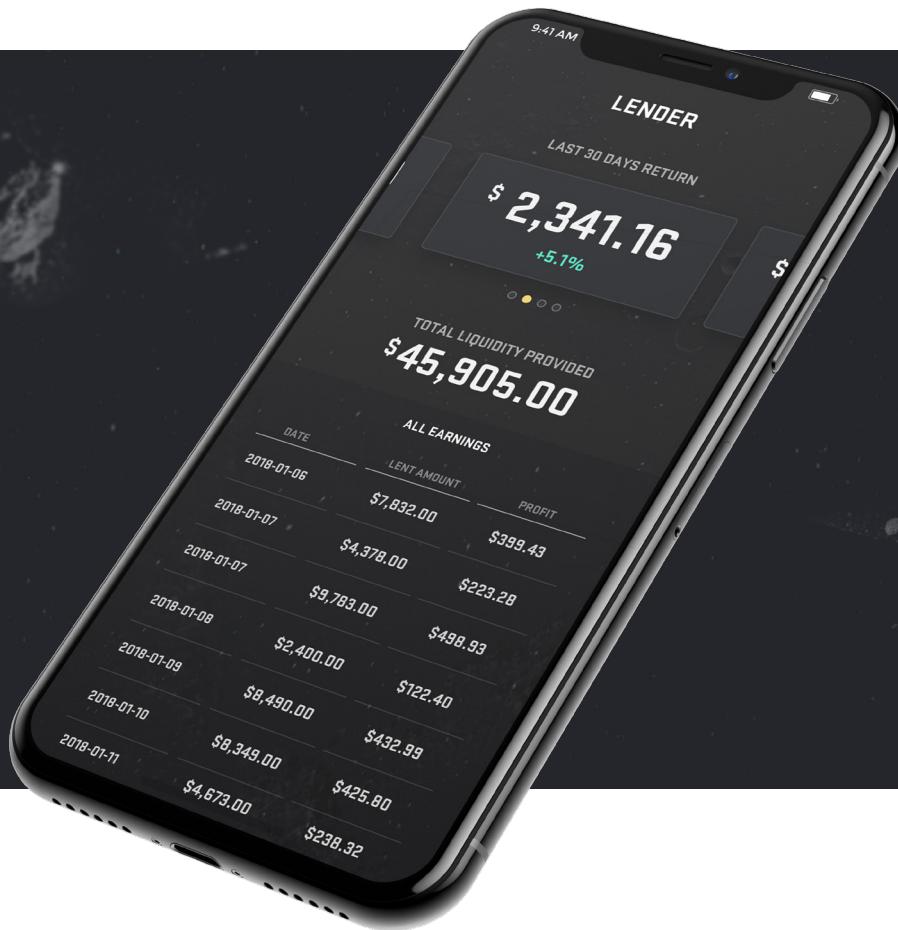
Lenders are incentivized to use the HOLD platform by receiving interest accrued on their cash advances. All committed liquidity generates between 4.5% and 7.5% interest per year. Note that not all available liquidity is generating interest all the time. Instead, funds are progressively being used by matching fiat funds and cash advances.

All interest is being paid after the cash advance is settled, but is immediately visible as pending in the interest transaction log. Through the HOLD mobile app, lenders can conveniently track all pending and paid interest.

With all interest being prepaid by the borrower ahead of the cash advance being provided, earlier settlements are expected to be common and may result in a higher than expected yield for lenders.

EXAMPLE

Lucas funds his lender account with \$10,000 via bank wire. His funds are matched with a 2-month cash advance of \$8,000. Lucas' funds have now generated \$80 in interest at 6% p.a., leaving \$2,000 for other cash advances which will progressively be matched with other borrowers.



STATUS POINTS & LEVELS

The more liquidity is provided, the higher interest rate lenders may expect. In the Banker Status this is up to 7.5% per year.

See [Status Points & Levels](#).

WITHDRAWAL

¹⁰ | Fiat funds provided by the lender that are not currently committed to cash advances.

Uncommitted¹⁰ lender funds can be withdrawn at any given time, while funds generating interest may be locked until cash advances are settled. Borrowers can request cash advances for up to 3 months so lender funds may be locked up for up to this duration.

Lenders can decide to become “inactive” in which case their funds will no longer be matched with cash advance requests. Within a maximum of 3 months, all funds will become uncommitted and therefore be available for withdrawal.

RISKS

The risks of using the HOLD platform are considered low due to HOLDs proprietary High Accuracy Lending Technology algorithm – HALT – which ensures that collateral assets are held in secure cold storage unless they are at risk of being liquidated.

Once flagged for a potential liquidation, HALT ensures that sufficient liquidity is ready to be sold into the market through partner exchanges. Paired with the safety margin calculated by HOLD platform at the moment of requesting a cash advance, it greatly lowers the risk level for the lender.

PLATFORM

The HOLD platform is powered by an advanced HOLD Trading Oracle, featuring:

- Our proprietary HALT algorithm
- Partner Exchange Integrations
- Payment Processor Handling

HOLD TRADING ORACLE

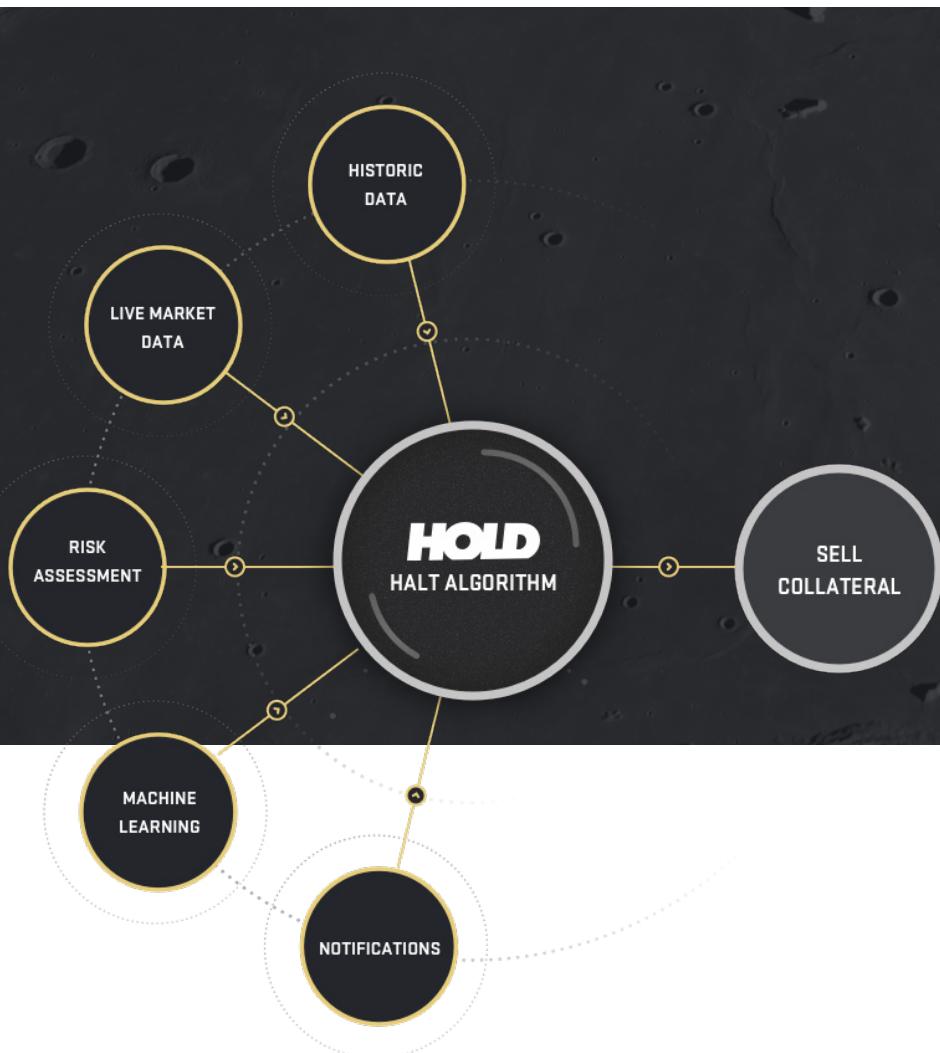
The HOLD Trading Oracle is the driving force that sustains the HOLD platform and it not only serves for leveraging cryptocurrency assets and matching them against fiat liquidity, but also for calculating cash advance fees.. At its core sits our proprietary HALT algorithm that significantly reduces risks associated with lending against high volatility collateral assets such as Bitcoin, Ethereum or Litecoin.

HALT ALGORITHM

The High Accuracy Lending Technology – HALT – is the algorithm powered by machine learning that continuously monitors the market conditions to predict which cash advances are at risk of being liquidated. It uses historical and live market data of partner exchanges to generate highly accurate risk assessments.

This allows the HOLD platform to keep most of its collateral funds securely stored and unexposed to the outside world, while simultaneously ensuring at that sufficient liquidity is available on partner exchanges to execute liquidations as needed.

Furthermore, HALT also provides borrowers with risk awareness, notifying them if one of their cash advances is at risk of being liquidated and when. Note that the times of liquidation and general risk assessments are – while usually highly accurate – not guaranteed in any way.



MEMBERSHIPS

The usage of the HOLD platform requires annual memberships. Both, borrowers and lenders alike, need to register and pass through account verification before their accounts become fully operational. All memberships are subject to availability.

BORROWERS

Borrowers gain access to an exclusive prepaid card which allows them to withdraw cash from ATMs worldwide, as well as make online and offline purchases without needing to sell their cryptocurrency assets.

TOKEN STAKING

To become a borrower, applicants are required stake an amount of HOLD tokens for a minimum of 6 months. During this time, the tokens are locked up in an Ethereum smart contract and cannot be withdrawn.

After the minimum lockup period ends, the membership is valid for as long as the tokens are staked. If withdrawn, the membership and all associated benefits are automatically revoked and this also triggers the settlement of all open cash advances.

LENDERS

Membership for lenders is free and allows for the accumulation of status points to earn higher interest on their lender account balance. By providing liquidity, and providing this liquidity for longer, the more status points they earn and the more interest and incentives they gain.

STATUS POINTS

The primary way to earn points is through balance in the lender account. Every U.S. Dollar, Euro or Pound counts for 1 point after 30 days of maturing in the account. The more liquidity provided, the more points will be earned.

EXAMPLE

Antonio funds his lender account with \$50,000. After 30 days of maturing his funds, he earned 50,000 points on his balance and obtains the Tycoon Status. Antonio now earns up to 6% instead of 4.5% interest per year on his balance.

Additionally, balance appreciates in point value over time. For every month in which the balance was not withdrawn by the lender, it gains 5% in additional point value. Note that the appreciation in value cannot exceed 50% of the balance based on status points earned.

POINT APPRECIATION ILLUSTRATED

| BALANCE | MONTH | POINTS | NOTE |
|---------------|-------|--------|----------------------------------|
| 1 U.S. DOLLAR | 1 | 0 | UNMATURED BALANCE |
| 1 U.S. DOLLAR | 2 | 1 | FIRST MONTH |
| 1 U.S. DOLLAR | 3 | 1.05 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 4 | 1.10 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 5 | 1.15 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 6 | 1.21 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 7 | 1.27 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 8 | 1.34 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 9 | 1.40 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 10 | 1.47 | +5% APPRECIATION |
| 1 U.S. DOLLAR | 11 | 1.50 | +2.1% APPRECIATION, REACHING CAP |
| 1 U.S. DOLLAR | 12 | 1.50 | MAXIMUM APPRECIATION REACHED |

EXAMPLE

Julia funds her lender account with \$8,000. After 6 months her balance has appreciated in point value, providing her with 10,210 points. This entitles her to the Staker Status. Julia now earns up to 5.1% instead of 4.5% interest per year on her balance. Additionally, after 9 months the point appreciation caps out at 12,000 and Julia no longer earns any new points.

STATUS LEVELS

| NAME | POINTS REQUIRED | BENEFITS |
|--------|-----------------|--------------------------------------|
| BACKER | NONE | UP TO 4.5% P.A. INTEREST FOR LENDING |
| STAKER | 10,000 | UP TO 5.1% P.A. INTEREST FOR LENDING |
| TYCOON | 50,000 | UP TO 6% P.A. INTEREST FOR LENDING |
| BANKER | 100,000 | UP TO 7.5% P.A. INTEREST FOR LENDING |

EXAMPLE¹¹

¹¹ For demonstration purposes this example does not include balance appreciation points Giovanni may have earned over time.

Giovanni earned 100,000 status points in his lender account holding \$100,000. He is currently on the Banker Status, earning up to 7.5% per year on his balance. Giovanni decides to withdraw \$50,000 which brings his status points down to 50,000. He will continue on the Banker Status for 30 days before his status is downgraded to the Tycoon, earning him up to 6% per year instead.

VISIONARY STATUS

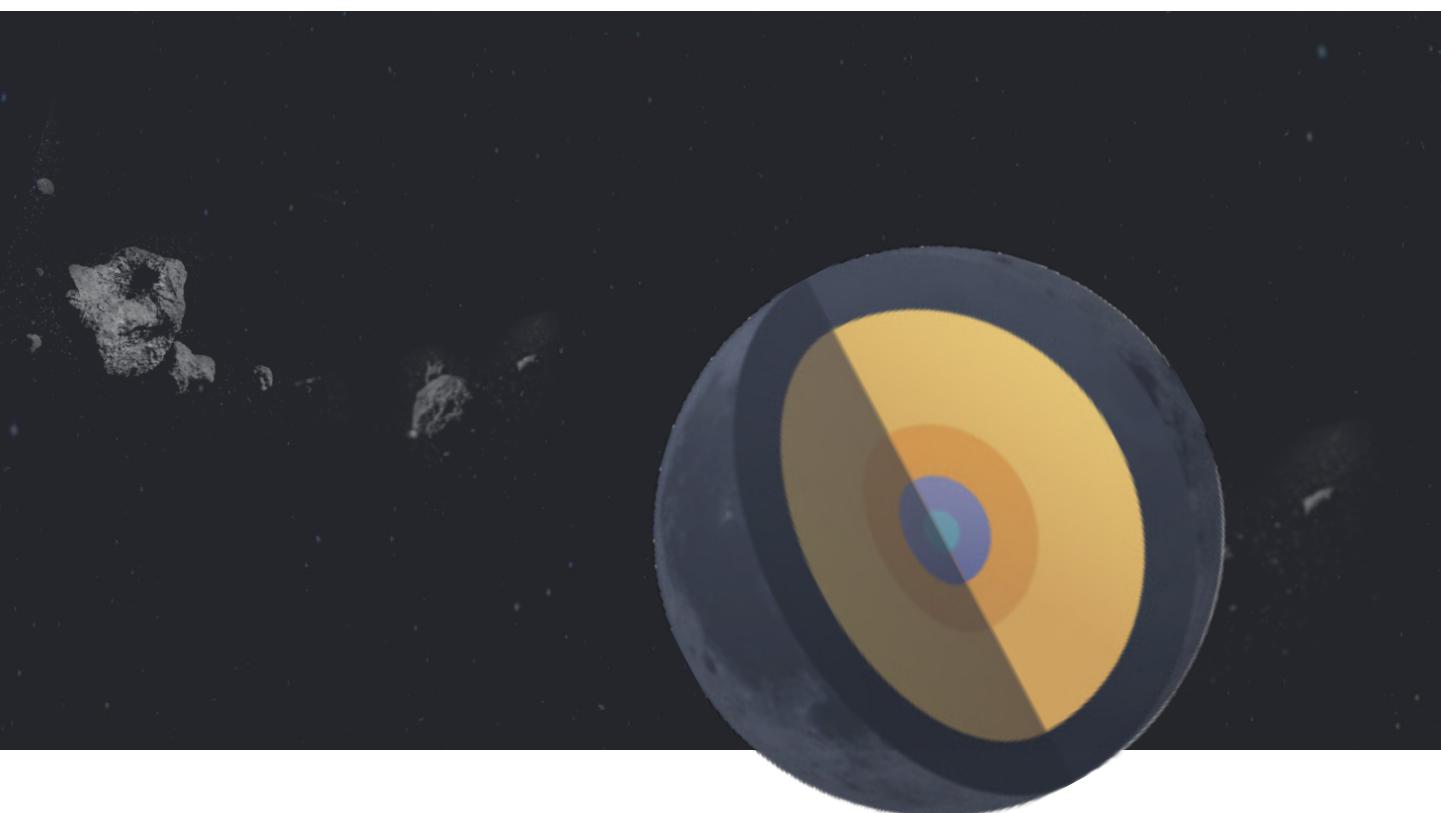
Participants in the HOLD ICO will have access to an exclusive membership, only available during the ICO. It requires participants to contribute under special conditions (see [Visionary Status](#)) and comes with significant lifetime benefits.



TOKEN

UTILITY

The HOLD token's primary purpose is to allow a membership system, provide a cashback program and pay additional incentives to lenders through a status level program.



VALUE STRATEGY

The value strategy of the HOLD token is unique as it features multiple mechanisms to stimulate its growth.

- Membership staking in HOLD tokens
- A 1% cashback program in HOLD tokens
- Platform buying back HOLD tokens, providing liquidity
- Platform burning HOLD tokens, decreasing total supply

MEMBERSHIP STAKING

Borrowers require the staking of HOLD tokens for a period of 6 months. This period should represent market conditions fairly and is subject to change. A large number of active memberships will benefit all token holders, as fewer tokens in circulation should stabilize the price.

BUYBACK MECHANISM

By continuously purchasing HOLD tokens through partner exchanges, the platform provides a consistent flow of volume for the token. HOLD requires a constant supply of tokens that need to be bought for its cashback program, lender incentives and burn mechanism.

BURN MECHANISM

The HOLD platform comes with a burn mechanism that will decrease the total supply over time. Using a variety of sources, it will burn tokens through the HOLD Trading Oracle. This permanently and continuously decreases the total supply of tokens available, leaving token holders with an appreciation of individual token value.

SOURCES OF BURNT TOKENS

- Up to 0.5% of all collected platform fees
- Up to 25% of all net fees generated by HOLD card purchases

Note that no more than 130,000,000 HOLD tokens per year will be bought and burnt, and the entire mechanism will be balanced around supply and demand by the HOLD Trading Oracle. This process will cease once the minimum of 130,000,000 tokens is reached. No tokens will be burned beyond this point.

IMPLEMENTATION

The HOLD token and ICO is implemented on the Ethereum network as an ERC20 token. In recent months Ethereum has seen widespread adoption and support by the Enterprise Ethereum Alliance (EEA).

Given the existing infrastructure and support of developers and miners alike, it is considered the standard for digital tokens and offers the perfect environment for the HOLD token. It brings benefits such as hardware wallet support, as well as a tested and turing^{12 13} complete language for developers.

12 | A simple explanation on what it means to be turing complete: https://simple.wikipedia.org/wiki/Turing_complete

13 | “What Ethereum intends to provide is a blockchain with a built-in fully fledged Turing-complete programming language [...].” Source: <https://github.com/ethereum/wiki/wiki/White-Paper>

DISTRIBUTION

The HOLD distribution period (ICO) will be conducted over three rounds. A private round, a pre-seed round, followed by a public sale (scheduled for early-May 2018). Only accepting Ether (ETH) as a means of contributing, the public sale round is set to last a maximum of 28 days or until the hard cap is reached.

The minimum amount to be raised is \$3,500,000 and the sale will stop when all contributions, including private and pre-seed funding, exceed \$11,300,000. Transactions will be refunded if the ICO falls short of the minimum, so will transactions beyond the maximum raising goal.

All public contributions must be made in Ether (ETH). Any other assets sent to the address provided once the ICO starts will be permanently lost. The technology is implemented as a hybrid Smart Contract Oracle, allowing contributors to send funds transparently for everybody to see and verify on the blockchain.

A maximum of 1,300,000,000 HOLD tokens will be issued. All tokens not sold by the end of the ICO will be burnt. HOLD tokens will be on sale during the public round at a rate of 0.00004 ETH per HOLD token.

Contributors of the ICO need to pass account verification

(KYC) before they can whitelist their Ethereum address. Only whitelisted Ethereum addresses can participate and all transactions by other addresses will be rejected

VISIONARY STATUS

Contributors of the HOLD ICO can obtain this **exclusive status** – limited to a maximum 1,000 members. It comes with **major perks** and is granted for the entire lifespan of the membership. Both, borrowers and lenders can benefit from this **limited availability status**.

To obtain the Visionary Status, participants of our ICO have multiple options. Private Investors (Top 150), Social Supporters¹⁴ (Top 200) and the top Affiliates (Top 150) will automatically obtain the status for the lifespan of their membership. All memberships not allocated during the ICO will be used at company's discretion, e.g. for promotions.

¹⁴ | Details of how this process works exactly will soon be announced in our [Telegram](#) and [Twitter](#).

GENERAL BENEFITS

- Founding status (“Visionary”)
- Guaranteed membership
- Early Access Program to the Alpha Version of the platform
- Exclusive and personalized support

BORROWER BENEFITS

- No staking for membership required
- An exclusive HOLD prepaid card [LIMITED EDITION]
- Free worldwide express shipping of the HOLD card
- Priority for cash advances

LENDER BENEFITS

- Instant “Banker” status for the entire duration of the membership.

TOKEN ALLOCATION

- 80% Seed/Pre/Public Sale
- 10% Company Reserve (Locked for 12 months)
- 5% Marketing
- 5% Strategic Advisors / Partnerships

ICO FUNDS ALLOCATION

- 40% Engineering & Development
- 15% Strategic Partnerships
- 25% Marketing
- 10% Legal
- 5% Operations
- 5% Misc (e.g. Bug Bounty, Airdrop, ...)

TOKEN AND FUNDS ALLOCATION



TOKEN ALLOCATION

- 80% for Pre- and Public Sale
- 10% Company Reserve
- 5% Marketing
- 5% Advisors



POST-ICO FUNDS ALLOCATION

- 40% Engineering & Development
- 25% Marketing
- 15% Strategic Partnerships
- 10% Legal
- 5% Operations
- 5% Misc

NON-ELIGIBLE COUNTRIES

The following countries are not eligible to participate in the HOLD ICO.

Algeria, Bangladesh, Bolivia, China, Ecuador, Ethiopia, Hong Kong, Indonesia, Iran, Iraq, Jordan, Kyrgyzstan, Macau, Morocco, Nepal, North Korea, Serbia, Sri Lanka, Syria, Taiwan, Trinidad and Tobago, Tunisia, USA, Vanuatu, Yemen.

Please note: All attempts to circumvent these restrictions may result in a loss of funds.

ACCOUNT VERIFICATION

All contributors will require an account verification, also known as Know Your Customer (KYC). The process of verifying accounts will start shortly after the ICO concludes.

LEGAL

The HOLD ICO and platform are governed by the laws of Malta, a Member State of the European Union. Our lawyers are WH Partners Advocates and Solicitors. The company is named HOLD Funding Limited.

DISCLAIMER

The information in this document is subject to change or update without notice and should not be construed as a commitment by HOLD Funding Limited. This document is for informational purposes only and does not constitute an offer or

solicitation to sell shares or securities in HOLD Funding Limited or any related or associate company.

TOKEN SALE TERMS & CONDITIONS

The purchase of HOLD Tokens is subject to the Token Sale Terms and Conditions and the use of HOLD is subject to the HOLD Platform Terms and Conditions.

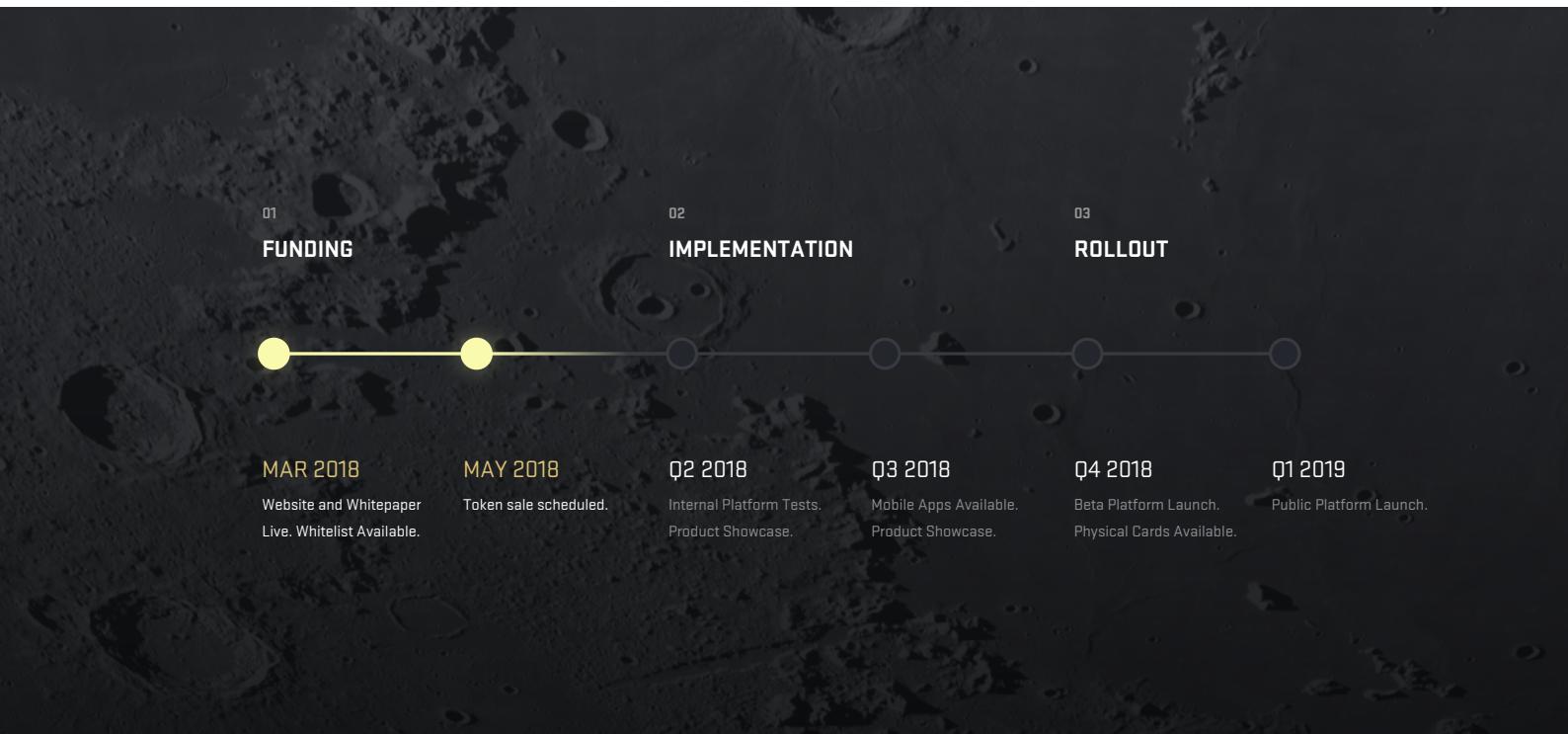
HOLD PLATFORM TERMS & CONDITIONS

The use of the HOLD platform will be subject to specific terms and conditions and these must be followed accordingly.

GENERAL

In recent months, ICOs have come under close regulatory scrutiny around the world, owing to the unclear legal status of the issuance of cryptocurrencies and the fund-raising resulting from the ICO itself. The digital token market is still in its relative infancy and there is not yet a consensus or agreement on the nature and categorization of digital tokens. Considering that the legislative and regulatory framework for ICOs and cryptocurrencies in Malta is currently being discussed, HOLD Funding Limited will endeavour to comply with any law or obtain any required licence which may become applicable to its ICO and/or cryptocurrency-related activities at a future date.

ROADMAP



STRATEGIC ADVISORS



DR. ALBERT WAHL

Financial Advisor [in](#)

Dr. Wahl possesses 20+ years of entrepreneurial experience in Private Equity, investing in start-ups as well as SMEs and working with high profile corporations such as BMW, IBM and Deutsche Bank. Recently, he has founded UMT AG, Europe's largest Mobile Payment platform and he will now take on a supervisory role at HOLD.



NUNO CORREIA

Network Advisor [in](#)

As an early cryptocurrency investor, Nuno is passionate about the disruptive and transformative nature of blockchain technology. He is well respected within the Blockchain Community and has an extensive network which he has leveraged to co-found several successful B2C ventures. Chief amongst them is UTRUST – the “PayPal of Crypto” raised over \$21M of funding in 2017.



PAUL EVANS

Business Advisor [in](#)

Being an international entrepreneur with business start-ups in India, Portugal, United States and United Kingdom enables Paul to share his personal experiences, business acumen and the practicalities of running businesses. In total, he is a Director of 11 companies.



DR. JOSEPH F. BORG

Legal Advisor [in](#)

Being an Advocate and Partner at WH Partners, Dr. Borg heads the Blockchain Advisory and the Gaming and Gambling Advisory sections of the firm. He was previously involved with the Maltese Lottery and Gaming Authority, as well as Vodafone Malta.



ROBERTO MACHADO

Product Advisor [in](#)

Founder and Product Manager at several startups. Roberto has been leading different teams to build highly-reliable software products, with a focus on the end user experience. Previously, he has worked together with major international companies such as AT&T, Betfair, Airtel and Uphold, being responsible for the vision outline, goals and product strategy of solutions used by millions of users.



ALESSANDRO PAPADOPoulos

Marketing & Strategy Advisor [in](#)

Being a UK academically qualified Finance and Marketing professional, Alessandro has held senior roles in several multinational firms. He possesses a multicultural background and is passionate about blockchain technology.



JOSÉ FONSECA

Architecture Advisor [in](#)

With 20 years of software engineering experience, José worked across multiple start-ups and high profile companies such as Yahoo, Financial News or Blip/Betfair (which he founded in 2009 and was later acquired by the PPBetfair Group). In 2014 he co-founded Mindera and he's currently an architecture advisor for HOLD.



TIAGO REIS

Architecture Advisor [in](#)

Having started programming at 14 years old, Tiago now has 11 years of professional experience spread across startups and large companies. He has a strong interest in reliability, monitoring and architecture. In 2014 he joined Mindera and he's currently an architecture advisor for HOLD.



MIGUEL FONSECA

Architecture Advisor [in](#)

Having worked from infrastructure foundations to product development over the past 9 years, Miguel has a broad view of all pieces involved in building complex and large-scale platforms. He has a keen interest about scale, observability and programming. Currently, he is a software engineer at Statful and an architecture advisor for HOLD.



ROBIN EBERS

Blockchain Advisor [in](#)

Being a technical consultant with more than a decade of professional experience in development and design, Robin works on making the technology more accessible. He is an entrepreneur and visionary in the blockchain industry.



ALOÏS CASTANINO

UX Advisor [in](#)

With 12 years of design experience and projects featured by Apple, Aloïs collaborated with high profile companies such as Orange, Debenhams or RaceBets. He helped app businesses raise a total of \$7.5 MM and takes pride in helping companies achieve flawless user experiences.

TEAM



PRIYANKA LILARAMANI

CEO [in](#)

Priyanka is a pioneer in digital finance having worked internationally, across the US, Asia, and UK. In 2017, she made the UK Innovate Finance's FinTech Powerlist. With 10+ years with Goldman Sachs as an Executive Director and several years immersed in the FinTech ecosystem, she is an expert at growing businesses at the intersection of finance, technology, and international regulatory frameworks.



GUILHERME ALMEIDA

CTO [in](#)

With 10 years of experience across both startups and large companies, Guilherme has a strong background in the gambling industry as well as an entrepreneur spirit. He co-founded Mindera in 2014 and is now taking on a CTO role at HOLD.



CLÁUDIA DELGADO

Product Owner [in](#)

With post-graduations in Information Architecture and Multimedia, Cláudia has been involved in the fast paced startup world from an early age. She works with development and design teams on building great user-centered products.



EMANUEL TIAGO

Software Engineer [in](#)

Having worked on some projects with international availability as a Frontend Engineer, Emanuel is always open for a new challenge.



FRANCISCO LOPEZ

Software Engineer [in](#)

Having been on the entrepreneurship scene from a young age, Francisco developed an interest in the tech behind new, growing and successful companies alike. He strives to be up-to-date with the latest news on the industry and currently works on worldwide dependable, scalable and secure platforms as a Frontend Engineer.



HUGO BARRIGAS

Software Engineer [in](#)

Having worked on a large scale online betting platform, Hugo is a software engineer focused on highly scalable and available systems. He strives to deliver the best possible solutions using cutting edge technologies associated with top of the line quality, monitoring and delivery processes.



HUGO COSTA

Software Engineer [in](#)

Coming from the healthcare sector where he contributed on several projects, Hugo developed a special taste for distributed systems and moved to work with different businesses on large scale projects with worldwide availability.



HUGO MAIA

Software Engineer [in](#)

Having worked at Critical, Ano, TeamEffort, WIT and Mindera, Hugo is an experienced platform engineer. He takes pleasure in cracking a complex problem and working on the backend is where he feels at home.



JOÃO ALMEIDA

Software Engineer [in](#)

With accumulated experience across companies such as WIT Software, Vodafone, Cardmobi and Mindera, João is a self-driven and skilled Frontend Engineer.



LUÍS VAZ

Head of Design [in](#)

In the past 12 years Luis worked with Stack.com and Vodafone among others. He had several designs featured by Apple and is a Judge for CSS Design Awards. A special focus on UI/UX enables him to fully understand what is required for a project's success.



MARIA MONTEIRO

Product Designer [in](#)

With vast experience in the design field acquired through roles played in agency, start-up and product-centric environments, Maria is a Product Designer highly focused in crafting memorable and excellent user experiences and interfaces.



NÁDIA COSTA

Software Engineer [in](#)

Having worked from backend systems on payment systems at Altice Labs to frontend projects in the food and retail area at Mindera, Nádia has proven to be a highly capable software engineer. Her work has been recognised by her peers as she strives to create highly performant and scalable products.



PETR KOSIKHIN

Software Engineer [in](#)

With over 10 years of experience in software engineering and web development, Petr has lead multiple international software development teams in large enterprise finance related projects. He has a solid track record of open-source contributions and, on the last 2 years, he was involved in over 10 blockchain projects.

VERSION HISTORY

| VERSION | DATE | NOTES |
|---------|---------------|---|
| 0.1 | 16 MARCH 2018 | INITIAL DRAFT |
| 0.2 | 19 MARCH 2018 | UPDATES TOKEN DETAILS |
| 0.3 | 20 MARCH 2018 | MINOR LANGUAGE ADJUSTMENTS |
| 0.4 | 27 MARCH 2018 | MINOR LANGUAGE ADJUSTMENTS |
| 0.5 | 6 APRIL 2018 | ADDED INELIGIBLE COUNTRIES AND REFINED INFORMATION FOR VISIONARY STATUS |
| 0.6 | 16 APRIL 2018 | REBUILDING TABLE OF CONTENTS AND FIXING VERSION NUMBER |
| 0.7 | 19 APRIL 2018 | MINOR LANGUAGE ADJUSTMENTS AND IMPROVEMENT OF FOOTNOTES LEGIBILITY |
| 0.8 | 30 APRIL 2018 | UPDATE LIMITED EDITION CARD |
| 0.9 | 3 MAY 2018 | NEW TEAM MEMBER ADDED, ROADMAP UPDATED AND LANGUAGE ADJUSTMENTS |

GLOSSARY

| | |
|--------------|--|
| BORROWER | AN INDIVIDUAL, REQUIRING A MEMBERSHIP TO HAVE THE ABILITY TO REQUEST CASH ADVANCES |
| CASH ADVANCE | MONETARY ADVANCE PROVIDED AGAINST LIQUIDITY ON THE PREPAID CARD |
| COLATERAL | A PLEDGE AS SECURITY FOR REPAYMENT, E.G. BITCOIN, ETHEREUM OR LITECOIN THAT IS SOLD-OFF IN THE EVENT OF THE BORROWER NOT PAYING BACK HIS CASH ADVANCE, OR THE MARKET MOVING DOWNWARD |
| FIAT | GOVERNMENT ISSUED FINANCIAL INSTRUMENT, SUCH AS U.S. DOLLAR, EURO OR POUND STERLING |
| KYC | KNOW YOUR CUSTOMER – THE PROCESS OF VERIFYING THE DOCUMENTS OF AN INDIVIDUAL TO PROOF THEIR IDENTITY |
| LENDER | AN INDIVIDUAL, PROVIDING FIAT LIQUIDITY |
| LIMIT ORDER | AN ORDER TO BUY OR SELL SOMETHING ON AN EXCHANGE AT SPECIFIC THRESHOLDS. FOR EXAMPLE: "SELLING 1 BITCOIN FOR \$4,950 WHEN ITS PRICE DROPS BELOW \$5,000" |
| PLATFORM | THE HOLD PRODUCT AS A WHOLE |
| PREPAID CARD | A PREPAID VISA OR MASTERCARD |
| WALLET | AN ACCOUNT ON THE PLATFORM THAT CAN RECEIVE AND STORE BLOCKCHAIN ASSETS SUCH AS BITCOIN, ETHEREUM AND LITECOIN |

HOLD

WEBSITE

TELEGRAM

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MEDIUM

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