



NAGA

THE NAGA COIN

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**SMART CRYPTOCURRENCY FOR
GAMING & STOCK TRADING.**

White Paper

Short Version

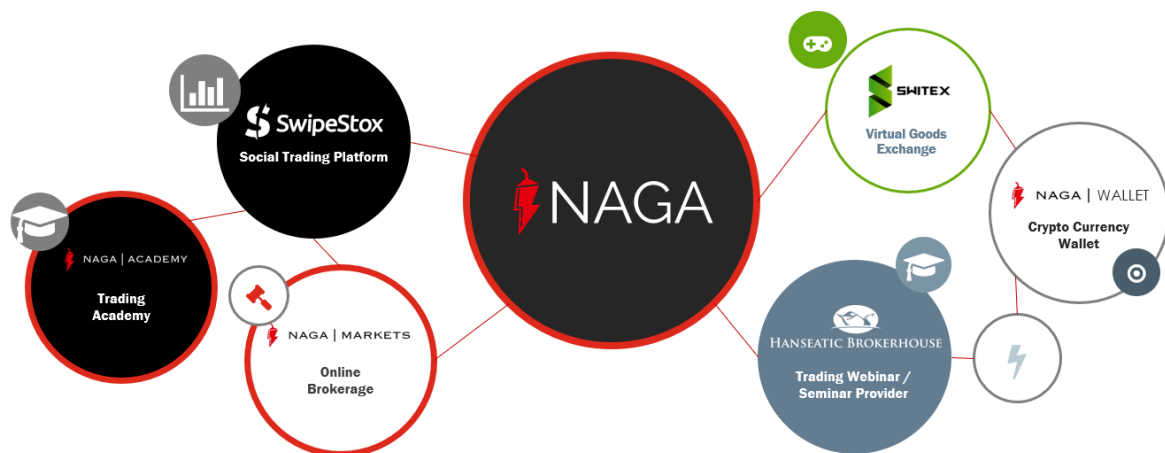
*"The future is already here
It's just not very evenly distributed."
William Gibson*

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William Gibson

The NAGA Group at a Glance

After performing one of the fastest IPOs and being listed on the Frankfurt Stock Exchange on July the 10th 2017, The NAGA Group AG (ISIN: DE000A161NR7) is currently offering two platforms around the trading of financial instruments and virtual items. Founded with the mission to make financial transactions in stocks, cryptocurrencies and the gaming market more transparent, secure and accessible to everyone, the NAGA team stands for disruptive and innovative solutions in the online trading and gaming world. Over the last 2 years, NAGA has raised over \$15m in capital from various prestigious investors such as one of Europe's oldest banks Hauck & Aufhaeuser (founded 1796) and from China's largest private investment conglomerate FOSUN. On the 10th of July 2017, NAGA was listed on the Frankfurt Stock Exchange with an issuing price of €2.60 per stock. Just 3 months later, the stock price is trading at over 400% above the issue price and has become one of the most successful and most traded retail stocks in Germany. The first venture of NAGA is the online trading platform and social network for traders called SwipeStox, which has been operating since early 2015. The SwipeStox trading platform accommodates thousands of registered users and facilitates several thousand transactions each month. The second venture called Switex is currently under development and will be launched in Q1 2018 (Beta version).



NAGA: a sustainable crypto ecosystem

For a cryptocurrency to be successful over time it must become the driver for a sustainable economy. As NGC is utilised by more users and adopted by more providers, the network effect of the NAGA ecosystem and its platforms will grow, building the value of the ecosystem for the benefit of long time holders and token sale participants. A successful economy requires NGC to have growing demand within the NAGA network. The core focus of the public listed NAGA Group AG is the acquisition of deposits and the growth of users for SwipeStox, Switex and the NAGA Wallet. As NGC is the future currency of choice for these platforms, the NGC is backed and additional NGC demand is accelerated and generated by the multi-hundred-million publicly listed NAGA Group AG.

WHY INVEST IN THE NAGA TOKEN SALE

The NAGA Development Association Ltd. Has partnered with The NAGA Group AG to introduce the NAGA COIN (NGC), a token that will serve as the unit of calculation in all existing and future projects of the NAGA Group AG. As a publicly listed company, the NAGA Group AG offers many key advantages for potential investors and token holders.

- A listed German entity with millions of EUR in yearly revenues, billions of EUR in trading volume and several hundred thousand transactions per month.
- The NAGA stock has attracted massive press attention and was even considered as one of the top traded retail shares in Germany.
- The roadmap is unlike other ITs "already written" – NAGA has the users, the technology, and millions in revenues and billions in trading revenue! The core mission is the growth of its crypto-economy.
- A management owned and growth-driven young FinTech company with a great team of more than 120 people.
- NAGA owns various EU-financial licenses, including an asset management license and is built on a top legal setup.
- With SwipeStox NAGA has an existing product generating multi-million USD in yearly revenues driven by thousands of users with its own robo-advisor service called CYBO.
- With Switex NAGA has a virtual item exchange in alpha phase based on a partnership with leading players in the industry, including a DAX30 company.
- NAGA is backed by the largest private investment conglomerate from China called FOSUN¹ who is its main shareholder, and NAGA is further supported and backed by widely known investors, institutions and advisors, such as one of the oldest private banks in Germany Hauck & Aufhäuser.²

The digital NAGA ecosystem powered by the NGC will give everyone the ability to convert any currency to crypto-currencies, stocks, or virtual in-game goods from various platforms. It will allow everyone to trade at a transparent cost structure, and receive cashback and loyalty bonuses through a sophisticated token economy framework. The NGC will unite all platforms in the NAGA ecosystem through an own wallet service called The Naga Wallet.

¹ <http://ir.fosun.com/phoenix.zhtml?c=194273&p=irol-IRHome>

² <https://www.hauck-aufhaeuser.com/>

ITS: 1-15 DECEMBER 2017

NAGA believes that the community plays an important part in its ability to become a global crypto-trading and investing platform. Hence, NAGA wants its community to be able to participate in its future growth through this form of funding, as opposed to traditional venture funding which restricts investing to an elite minority. Issuing a token allows NAGA to be backed by investors from all over the world who will have access to NGC immediately after its creation.

The NAGA ITS will be available at: www.nagaico.com/tokensale

PRE-ITS:

- **Start Date** : 20 November 2017 (00:00 CET)
- **End Date** : 27 November 2017 (23:59 CET)

ITS:

- **Start Date:** 01 December 2017 (00:00 CET)
- **End Date:** 15 December 2017 (23:59 CET) **(ITS END)**

Sign up before the end of 15 December (before 23:59 GMT) and arrange settlement through Naga's self-developed subscription service, called The Naga ITS Butler. Users are allowed to buy NGC tokens with Fiat currencies (USD, EUR) as well as Cryptocurrencies (ETH, BTC, LTC, DSH). Every token buyer will receive a personal address (for each cryptocurrency) after signup and e-mail confirmation. Buyers can send token from their exchange wallets. The distribution of the NGC tokens will happen within seven days of the ITS closing date.

In order to receive the NGC tokens and make them visible in your wallet, you are required to specify your address from an ERC20-compliant wallet. Do NOT enter the address from your exchange wallet.

The distribution ends officially on 07.01.2018. At this point in time the sale and purchase agreement of the NGC tokens entered into between the token subscribers and the token distributor will become legally effective and binding. After this no further tokens will be distributed. There will be no further tokens created after the hard cap is reached and the total amount of 400,000,000 NGC will not be exceeded. All unsold tokens will be burned.

BONUSES:

- **During Pre-ITS:** A bonus of 30% for early investors is offered.

NAGA ITS SPECIFICATIONS

Tokens will be distributed to the provided ETH address inside the NAGA ITS Client Area within 7 days of the ITS closing date.

Purchase:	1 NGC Token sold at \$1.00
Tokens Available for Sale:	220,000,000 NGC (two hundred twenty million)
Min Cap in Tokens:	1,000,000 NGC (one million)

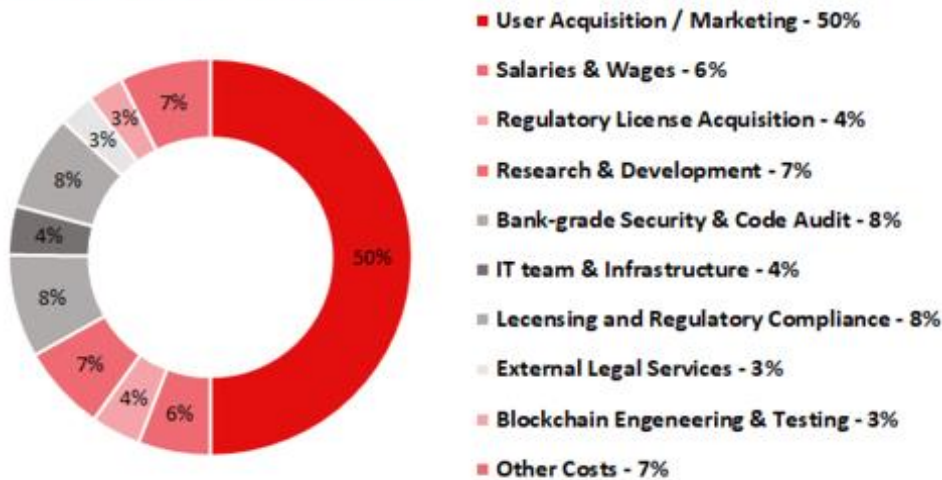
There will be no further tokens created after the hard cap is reached and the total amount of 400,000,000 NGC will not be exceeded.

Token Price:	\$1.00
Ticker Symbol:	NGC
Minimum Purchase Per Person:	\$15 (=15 NGC)
Maximum Purchase Per Subscription:	10,000,000 NGC
Pre-Sale:	20,000,000 NGC
Main Sale:	200,000,000 NGC (\$200,000,000)
Sale Bonus:	30% During Pre-Sale (20,000,000 NGC available)
Accepted Fiat Currencies:	EUR, USD
Accepted Cryptocurrencies:	BTC, ETH, LTC, DSH, BCH
Accepted Nationalities:	Every Nationality, except: United States or Singapore, People's Republic of China, Socialist Republic of Vietnam or residents of a country where American embargoes and sanctions are in force, namely Iran, North Korea, Syria, Su-dan, or Cuba. More information in the Terms of Token Sale

TOKEN SALE

As a publicly listed company with an EU licensed brokerage, billions of dollars in traded volume every month, and several offices around Europe, NAGA will use the proceeds mainly to expand the ecosystem, acquire millions of new users, and build a powerful engine for NGC holders.

ITS Proceeds Allocation

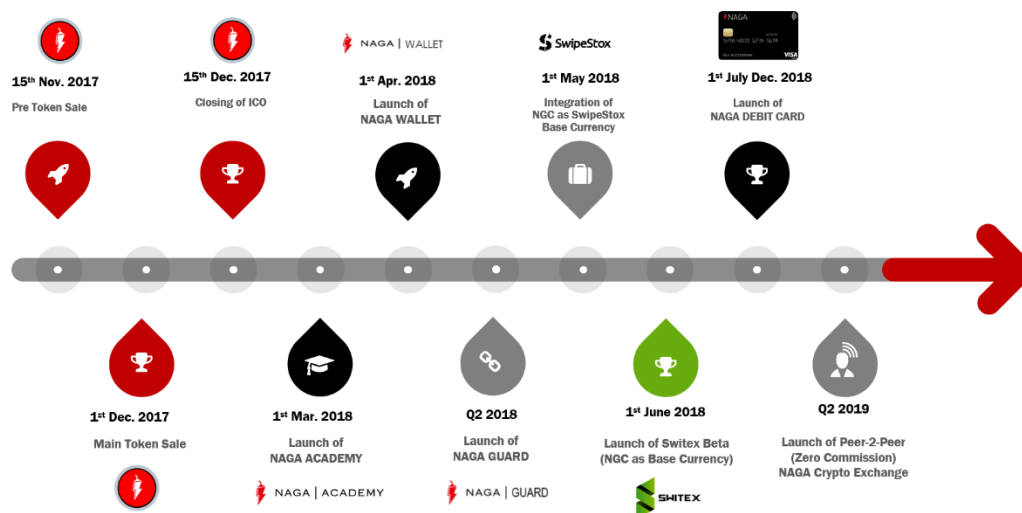


Here is a detailed overview on how Naga plans to use the raised funds:

- 50% will be allocated to user acquisition/Marketing
- 6% Personnel Compensation
- 4% Regulatory License Acquisition
- 7% Research & Development
- 8% Bank-grade Security & Code Audit
- 4% IT team & Infrastructure
- 8% Licensing & regulatory compliane
- 3% External Legal Services
- 3% Blockchain Engineering & Testing
- 7% Other Costs

The funds collected in the token sale will be used to meet predefined milestones in NAGA's product roadmap. NAGA commits to these milestones regardless of the outcome of the token sales and total funds collected.

ROADMAP POST ITS



The development of the NAGA Platform consists of two different tracks: **Technology, Legal & licensing as well as community & business development.**

The **technology development** track is dedicated to creating not only the smart contracts for NGC and its ecosystem, but also all the necessary infrastructure for fund administration, reporting, analysis, and integration with publishers, banks and brokers. On the **legal & licensing** side, NAGA legal and executive teams will focus their efforts on setting up a fully transparent, licensed where necessary, and auditable structure, making sure that the envisioned structure is fully compliant with regulations. To do this, NAGA will perform in-house research as well as contract with reputable legal firms. On the **community & business development** track, NAGA will continue its aggressive expansion strategy, sign new partnerships, and build a strong international brand. Partnerships with leading online marketing agencies and consulting companies will further accelerate NAGA's future expansion plans.

Naga commits to building the following projects based on the raised amount in the ITS:

NGC Tokens sold	Project Realization
Min. 10,000,000 NGC	<ul style="list-style-type: none"> Q2 2018 Completion and production deploy of The Naga Wallet Q2 2018 Integration of NGC into SwipeStox Q2 2018 Integration of NGC into Switex
Min 20,000,000 NGC	<ul style="list-style-type: none"> Q4 2018 Release of "NAGA MARKET GUARD"*
Min. 50,000,000 NGC	<ul style="list-style-type: none"> Q1 2019 The Naga Exchange Q2 2019 Launch of Peer2Peer FX

ADVISOR TEAM



Roger Ver

Founder & CEO Bitcoin.com



Mate Tokay

COO Bitcoin.com



Andrei Baibaratsky

Blockchain Expert, CTO at Confideal



Miko Matsumura

Cofounder at Evercoin Cryptocurrency Exchange

ADVISOR TEAM



Yagub Rahimov

CEO and Co-Founder of the 7marketz Inc. group of companies



BYZANTIUM

Leading TOKEN SALE Consulting Agency founded by a team of professionals with backgrounds in blockchain technology, investing, PR, and marketing.



Lionel Iruke

Legal Advisor



Stefan Riße

Financial & Communication Expert

ADVISOR TEAM



Andreas Ruether

Strategic Advisor



Stavros C. Fatta

Executive Director NAGA Markets and NAGA Academy



Michael Milonas

Executive Director NAGA Markets and NAGA Academy



FINERY

Blockchain Architects with proven track record in international robo advisory and artificial intelligence trading projects.

NAGA ITS BACKGROUND

Issuing a coin allows NAGA to be backed by investors from all over the world who will have access to NGC immediately after its creation. NGC will be traded on major exchanges, next to widely known cryptocurrencies such as Bitcoin, Ether, and Litecoin. NAGA expects that NGC will become universally accepted outside of NAGA's ecosystem as the community grows and new FinTech companies and partners are integrated. NAGA believes that the community plays a major role in its ability to become a global crypto-trading platform. Hence, NAGA wants its community to be able to participate in its future growth through this form of funding, as opposed to traditional venture funding which restricts investing to an elite minority. Contrary to conventional equity funding, ITSs give specific rights to their holders to use or profit from specific company related services, while profiting from massive potential returns. With the upcoming ITS, NAGA aims to establish the world's first crypto-gateway to trade stocks, CFDs, ETFs, any other sort of financial instruments, and in-game items on a global scale in a secure and transparent way. The NGC will unite all platforms in the NAGA ecosystem through an own wallet service called The Naga Wallet. The NAGA Wallet aims to bridge the two projects and enable an ecosystem for the social trading of cryptocurrencies, virtual goods, and stocks. The concept of enabling gamers to turn their passion into a wealth generating hobby has been a dream come true for many millennials and NAGA is on the verge of making this a reality.

NAGA enjoys an unparalleled and unrivalled shareholder structure as a listed company on the Frankfurt Stock Exchange³. Although the regulatory environment for companies operating with cryptocurrencies is not yet clearly defined, the fact that the group already has to comply with various compliance, transparency, as well as regulatory rules, provides participants in the token sale with the most transparent and secure environment for initial coin offerings.

The NAGA eco-system already embraces a large number of internationally renowned online trading brokers, financial institutions and major game-publishers. NAGA is an open API universe that has already proven its ability to handle multiple providers in the world's most sensitive and regulated markets. With a growing number of connected providers, brokers and publishers, the NAGA ecosystem will grow exponentially. It will add a peer to peer component to its services and will expand into one of the largest and fastest growing markets worldwide with Switex. NGC will literally bring cryptocurrencies and financial products to the masses. NAGA is the first and only ITS to tackle two of the world largest industries while being fully prepared for a transformation into the crypto and blockchain world: the gaming industry with its 1.8 billion users and the world's largest financial market (the foreign exchange market (Forex) with 5.1 trillion USD traded daily² - as well as the equity markets with more than 65 trillion USD market capitalization).

The NAGA ITS is a unique opportunity to join a pioneering project that will mark a turning point in the future of the fintech industry. NAGA will not only offer trading with cryptocurrencies but it will also build a fully functional infrastructure around the blockchain technology, allowing everyone to trade financial instruments as well as virtual goods safely. Do not miss out on this opportunity to be part of NAGA's vision.

³ http://www.finanzen.net/aktien/Naga_Group-Aktie

