

Token Sale - Token Particulars

1. Total tokens created

- Up to 1,000,000,000 Tokens
- The total Tokens on issue at the completion of the Token Sale will depend on the number of Purchased Tokens, in addition to Growth and Team Tokens allocated. (see below for further detail).

2. Price per token

- 1 ETH = 2,000 SKR (this is subject to change prior to sale due to ETH exchange rates, with further discounts applied for early purchasers during the Pre-Sale and initial Rounds)
- Additional SKR will be allocated to purchasers per ETH in earlier rounds to incentivise purchasing behaviour (see the section on Rounds below for further detail).
- 1 SKR : 0.10 USD : 0.0005 ETH

3. Capped or Uncapped

- **Maximum Theoretical Financing** - 300,000 ETH (600,000,000 tokens purchased) (If all sold at the full discount of 2,500 coins : 1 ETH during the Pre-Sale, 240,000 ETH would be raised)
- **Minimum Financing** - the project will proceed regardless of the financing raised.
- No more SKR will be issued after token sale period is over.

4. Token Distribution

Maximum SKR created - 1,000,000,000.

The total Token supply at the completion of the Token Sale will depend on the number of Purchased Tokens sold, in addition to Growth Tokens and Team Tokens allocated.

1 Purchased Tokens - 600,000,000 will be available for purchase during the Token Sale (the Cap).

The funds will be used for development, business operations, marketing, legals and contingency over the next four years to deliver on the roadmap milestones.

Unsold Tokens from this budget will not be created.

2 Growth Tokens - 30% of SKR tokens (300,000,000)

These Tokens will be allocated to ensure that liquidity and incentives will be available to distribute to members and affiliates to grow the network post the Sale.

3 Team Tokens - 10% of SKR tokens (100,000,000) will be allocated to the the Skrilla Team (advisors and core team) and vested to align the Team with project delivery.

Growth Tokens

A proportion of the SKR tokens issued, will be allocated to a Growth pool, for the purpose of providing liquidity to the network, incentivising desired behaviours and driving users to participate in, and grow, the network. Such incentives will include issuing tokens to users, influencers and affiliates in relation to the following behaviours:

- a) account verification;
- b) deposits;
- c) entry into paid Contests.
- d) referring friends;
- e) sharing content; and
- f) following social accounts;

Skrilla will run free to enter Contests where the prizes are Skrilla tokens.

See Stoj

5. Sale format

a) Pre-Sale

We will be offering interested participants the option to register their interest through the website <https://tokensale.skrilla.com>, in order to increase the likelihood of participation in the Token Sale, and ensure the maximum discount. The Pre-Sale will be open for the three days prior to the commencement of the Token Sale.

Pre-Sale launch date and time - 9pm UTC, 6 October (block number?) Epoch 1507280400

Minimum Participation Amount - No minimum

Exchange Rate - 1 ETH = 2,500 SKR

Token contract address - TBD (will be provided directly to Pre-Sale participants who have registered their interest via email with Skrilla)

Maximum Pre-Sale - 100% of the Cap can be raised during the Pre-Sale period.

Token Pre-Sale Launch Completion - The Token Pre-Sale will end when either the Cap of 600,000,000 SKR sold is reached or 9pm UTC, 9 October (block number?) is reached.

b) Sale

The Token Sale will be run over a two week period, over three Rounds, with discounts attached to all but the last Round. The Rounds will continue until the ETH Cap is reached or the final round expires.

Launch date and time - 9pm UTC, 9 October (Which Block?) Epoch 1507582800

Token Rounds - The Sale will be carried up in up to three (3) rounds -

Day 1 2400 SKR : 1 ETH

Day 2-7 2200 SKR : 1 ETH

Week 2 2000 SKR : 1 ETH

Token contract address - TBD (will be published on tokensale.skrilla.com 24 hours before the Token Sale launch date)

Token Sale Launch Completion - The Token Sale launch will end when either the maximum number of ETH are raised or 9pm UTC, 23 October (block number **X) EPOCH 1508749200**

Additional tokens available - We do not plan to have a follow-on offering.

- We will need to set the recommended Gas.

6. Escrow / Lockup for Tokens:

- **Lockup period** - Purchased tokens will be allocated upon receipt of ETH, however they will not be transferred to a purchaser's nominated wallet until 14 days from the completion of the Sale.
- The Tokens will be listed on selected reputable exchanges within 14 days from the completion of the Sale.
- This will allow for potential members who potentially missed out on the opportunity to purchase the Token as part of the Sale, as well as members who only become aware of SKR after the Token Sale, to purchase tokens for use within the platform.
- This does not apply to Team and Growth Tokens which are subject to Vesting restrictions (see below).

7. Vesting for Employees/ Advisors:

- Vesting will apply to all Team Tokens issued, to ensure alignment with the community and to incentivise the successful delivery of the project milestones.

- **Advisor Vesting** - Advisors will vest 50% within 14 days of the close of the Sale, and the remaining 50% will vest over two years, with 1/24th vesting each month.
- **Founder and Employee Vesting** - Tokens allocated to Founders and Employees will vest, over a minimum of two years, from the date of the allocation of their Tokens, with 1/24th vesting each month.

8. Accepted Currencies to purchase the token:

- ETH Shapeshift.io / btcmarkets.net / independent reserves

9. Minimum and maximum participation amount:

- No minimum participation amount
- No maximum participation amount

10. Budget Allocation of funds raised:

- 38% Development - to build out the core development team to deliver on the transition of the existing Srkilla platform to the blockchain and deliver on the product roadmap.
- 19% Business Operations - to deliver the support, trading and business services team.
- 25% Marketing - to build out the content and digital marketing team and deliver sponsorships, partnerships, and social media ad purchases to scale the audience.
- 7% Legal - These funds will be allocated to structuring, licensing in various jurisdictions, and ongoing compliance costs with regulatory bodies.
- 11% Other - This is set aside for unforeseen costs, as well as other key cost buckets; office space, infrastructure hosting, 3rd party data.

11. Currency conversion

- This will be staged over time to ensure there is negligible impact on the ecosystem, as per required on an operational basis.
- A decision on what to do with the remaining Ether will be made as a strategic decision.

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WHAT ARE WE MISSING / NOT CONSIDERING?