

An aerial, high-angle photograph of a city street intersection. Several pedestrians are walking across the street, which has white dashed lines. A utility pole with a yellow and black striped base is visible on the right side. The scene is captured in a dark, moody style with long shadows cast by the people and the pole.

issuance

Digital Securities Marketing Platform

issuance.com

Investment Disclaimer.

This investment deck should be viewed together with the Confidential Note Purchase Agreement, Series A Term Sheet, signed Letter of Intent for Issuance, Inc., to acquire CrowdfundX, and the Issuance, Inc. Listing Agreement with OpenFinance Network dated August 2018 (as amended from time to time).

This investment deck ("Investment Deck") is meant to describe the currently anticipated plans of Issuance, Inc. (the "Company") for developing a new permission-based marketplace called "Issuance" to be launched by the Company. This Investment Deck has not been subject to peer review.

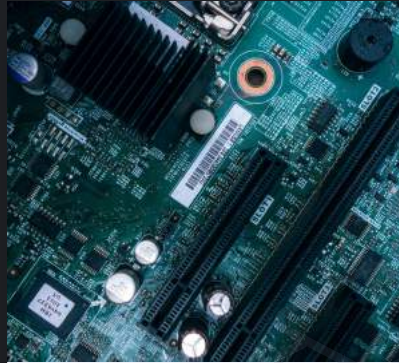
Nothing in this document should be treated or read as a guarantee or promise of how or whether Issuance will develop or of the features, utility, or value of Issuance or its proposed marketplace. This White Paper outlines the Company's current plans, which could change at its discretion, and its success will depend on many factors outside the Company's control, including technological and engineering developments, market-based factors, and factors within the money transfer and cryptocurrency industries, among others. Any statements about future events are based solely on the Company's analyses of the issues described in this document. Those analyses may prove to be incorrect.

THIS DOCUMENT DOES NOT CONSTITUTE AN OFFER FOR SALE OF THE COMPANY'S DEBT OR EQUITY SECURITIES INCLUDING SECURITY TOKENS AND SHOULD NOT BE CONSIDERED AN OFFERING OF SECURITIES IN ANY JURISDICTION. THIS WHITE PAPER DOES NOT INCLUDE OR CONTAIN ANY INFORMATION OR INDICATION THAT MIGHT BE CONSIDERED A RECOMMENDATION OR USED AS A BASIS FOR ANY INVESTMENT DECISION. ANY OFFER OR SALE OF DEBT OR EQUITY SECURITIES INCLUDING SECURITY TOKENS WILL OCCUR BASED ONLY ON DEFINITIVE OFFERING DOCUMENTS FOR THE APPLICABLE SECURITIES. THE PURCHASE OF SECURITIES IN NEW VENTURES IS PARTICULARLY RISKY AND MAY RESULT IN A TOTAL LOSS OF CAPITAL. THE ROAD MAP PROPOSED FOR A NETWORK (I.E., A WHITE PAPER) IS SUBJECT TO CHANGE OR IMPLEMENTATION FAILURE. AN IMPLEMENTED NETWORK MAY NOT BE ADOPTED, RESULTING IN ITS SECURITIES INCLUDING SECURITY TOKENS HAVING LOW OR NO VALUE. ONLY SOPHISTICATED INVESTORS WHO UNDERSTAND THE RISKS OF SPECULATIVE INVESTING IN SECURITIES INCLUDING SECURITY TOKENS AND HAVE CONSULTED THEIR OWN LEGAL AND FINANCIAL ADVISERS SHOULD PARTICIPATE IN ANY SECURITIES OR TOKEN SECURITIES OFFERINGS.

THIS WHITE PAPER INCLUDES FORWARD-LOOKING STATEMENTS. ALL STATEMENTS OTHER THAN STATEMENTS OF HISTORICAL INFORMATION PROVIDED HEREIN ARE FORWARD-LOOKING AND MAY CONTAIN INFORMATION ABOUT FINANCIAL RESULTS, ECONOMIC CONDITIONS, TRENDS, AND KNOWN UNCERTAINTIES. SOME OF THESE FORWARD-LOOKING STATEMENTS CAN BE IDENTIFIED BY THE USE OF FORWARD-LOOKING TERMINOLOGY SUCH AS "BELIEVES," "EXPECTS," "MAY," "WILL," "SHOULD," "SEEKS," "APPROXIMATELY," "INTENDS," "PLANS," "ESTIMATES," OR "ANTICIPATES" OR THE NEGATIVE OR OTHER VARIATIONS THEREOF OR COMPARABLE TERMINOLOGY OR BY DISCUSSIONS OF STRATEGY, PLANS, INTENTIONS, OR UNREALIZED INVESTMENT RESULTS. SUCH FORWARD-LOOKING STATEMENTS ARE SUBJECT TO NUMEROUS RISKS AND ARE NECESSARILY DEPENDENT ON ASSUMPTIONS, DATA, OR METHODS THAT MAY BE INCORRECT OR IMPRECISE AND MAY NOT BE REALIZED.

Two problems being solved.

Right now, there are only two
problems being solved within the
market of digital security offerings.



Tokenization

Tokenization Platforms

Focused on tokenizing assets.



Liquidity

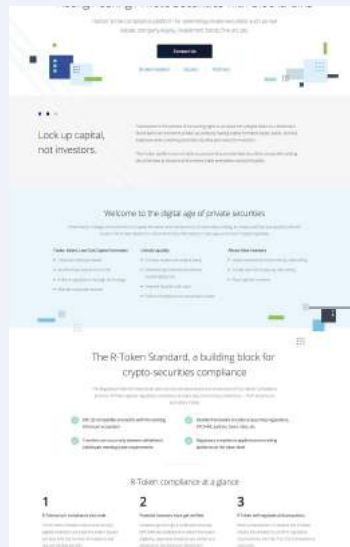
Secondary Exchanges

Focused on creating trading platform.

Tokenization Platforms

Tokenization platforms only allow the creation and the sale of digital securities. They do not facilitate the capital raise.

securitize.io
Securitize



harbor.com
Harbor


Secondary Trading Venues

Digital securities exchanges only exist to provide the technology between buyer and seller to trade in the secondary marketplace. Exchanges are not responsible for marketing to investors.

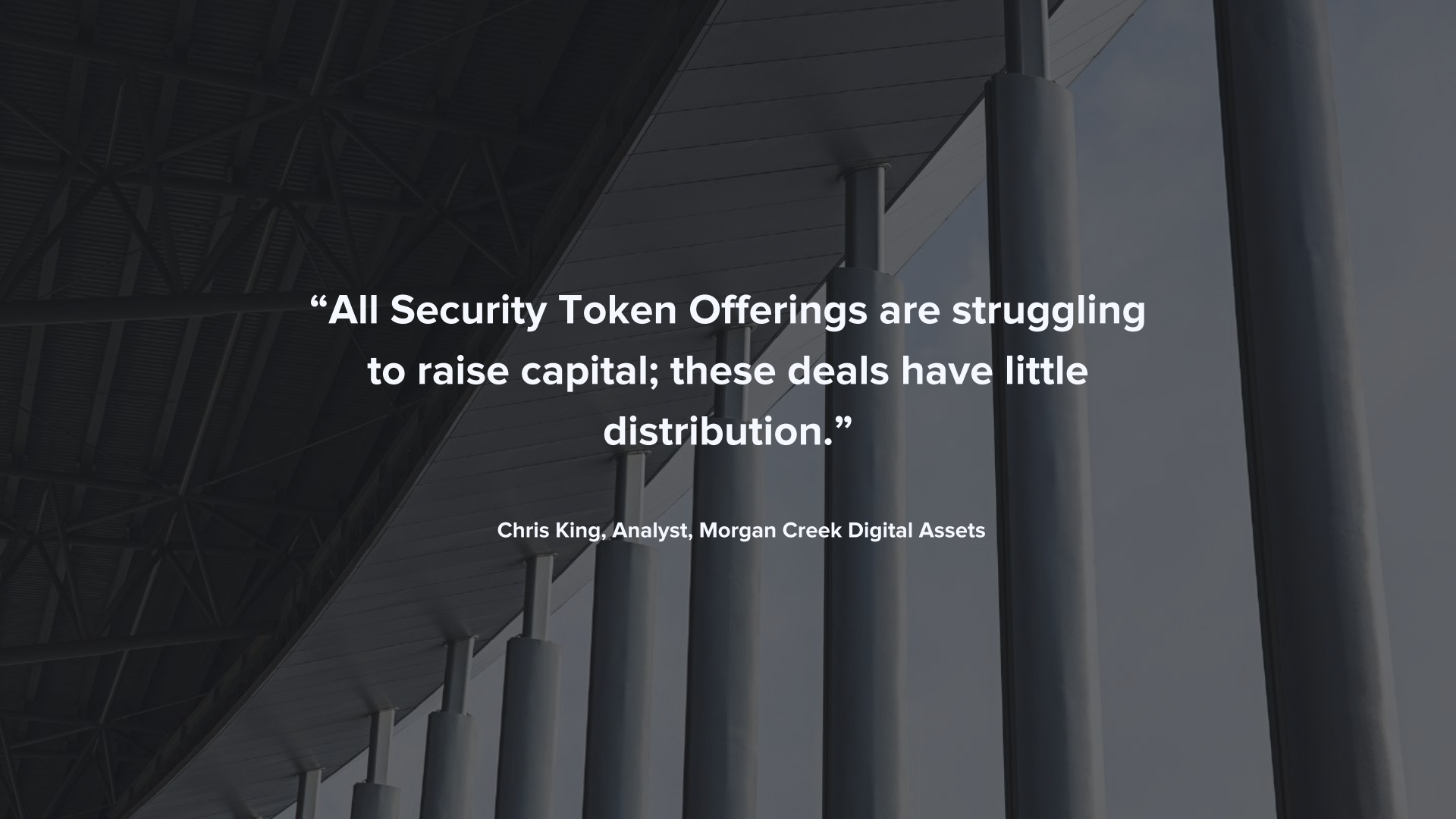
tzero.com
tZERO



openfinance.io
OpenFinance



**But, who
raises the
capital?**



**“All Security Token Offerings are struggling
to raise capital; these deals have little
distribution.”**

Chris King, Analyst, Morgan Creek Digital Assets

Someone has to market these offerings to investors



Marketing

Marketing Platforms

Focused on raising capital..



Tokenization

Tokenization Platforms

Focused on tokenizing assets.



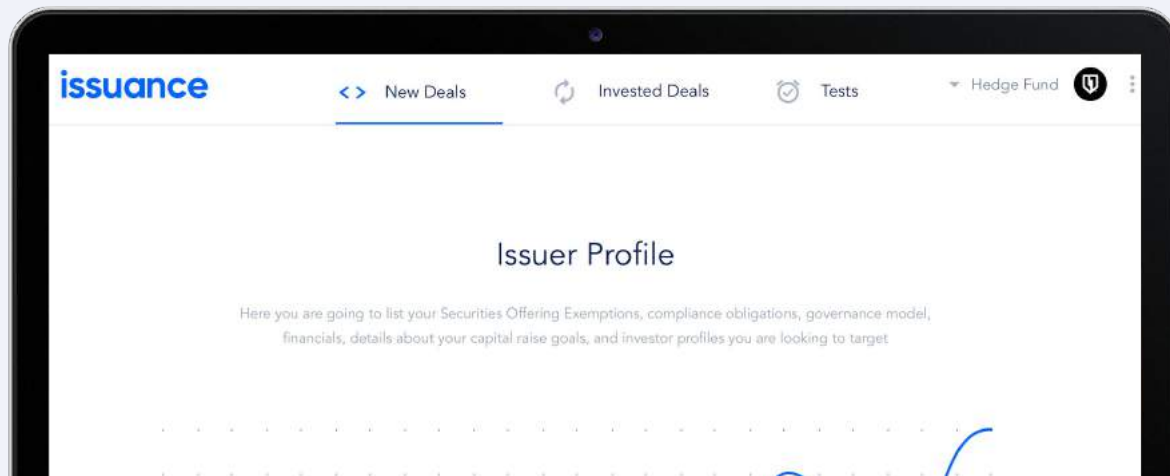
Liquidity

Liquidity Platforms

Focused on secondary trading.

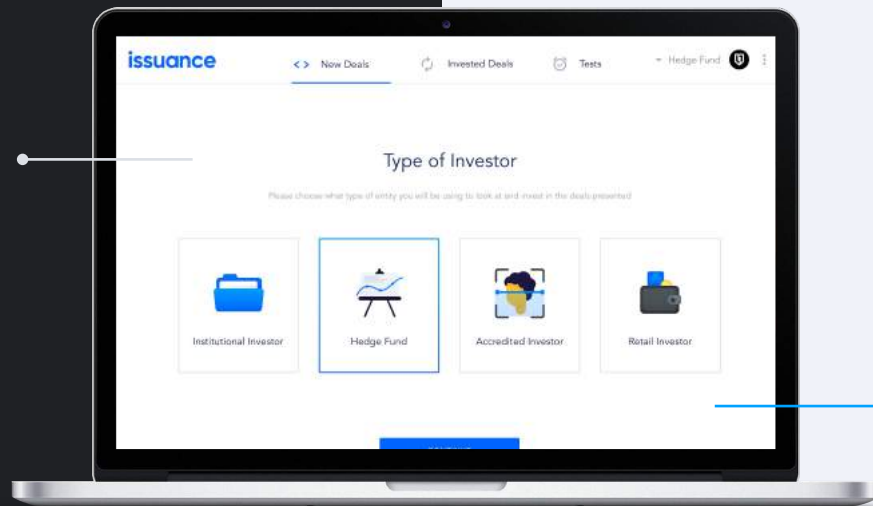
issuance

A platform specifically created for marketing digital securities to institutions, hedge funds, accredited, and non-accredited investors.



Issuers

Issuers are qualified and ranked within the issuance platform based on multiple qualitative criteria, research, and investor feedback.



Investors

issuance has one of the largest retail and institutional investor pools ready and willing to look at offerings and invest.

issuance allows investors to only receive certain deals

Targeting the right investors is very important to keeping investor fatigue low and showcasing the offerings to the most interested and strategic investors.

Focused on just retail investors

Acc. Investors



Individual Retail Investors

\$1k to \$100k Investments.

Focused on just funds and institutions

Institutions



Hedge Funds, Family Offices, and Banks

\$100k to \$10M Investments



Real Estate



Biotech



Transportation



Blockchain



Funds

issuance aggregates offerings of multiple tokenization platforms

Digital Securities Offerings (DSOs) will be sold on dozens of different platforms depending on the asset type. issuance allows all of those offerings to be marketed to a group of targeted and interested investors incentivized to look at each offering.

Investor Strategy

issuance incentivizes investors to authenticate their identify and tell us about the deals they are interested (and not interested) in seeing.

issuance

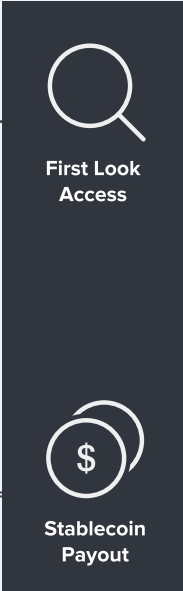
Institutions

Hedge Funds

Accredited Inv.

Retail Investors

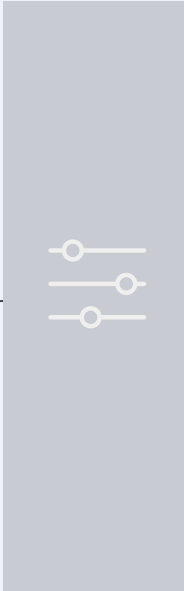
Incentive



KYC/AML



Research



Marketing Matching Engine

issuance solves for investors, and offers incentivizes
for investors to complete surveys about their investor
profile and deal preferences.

issuance

issuance fee

\$

Real Estate



Institutions



Manufacturing



Hedge Funds



Blockchain



Accredited Inv.



Bio-Tech



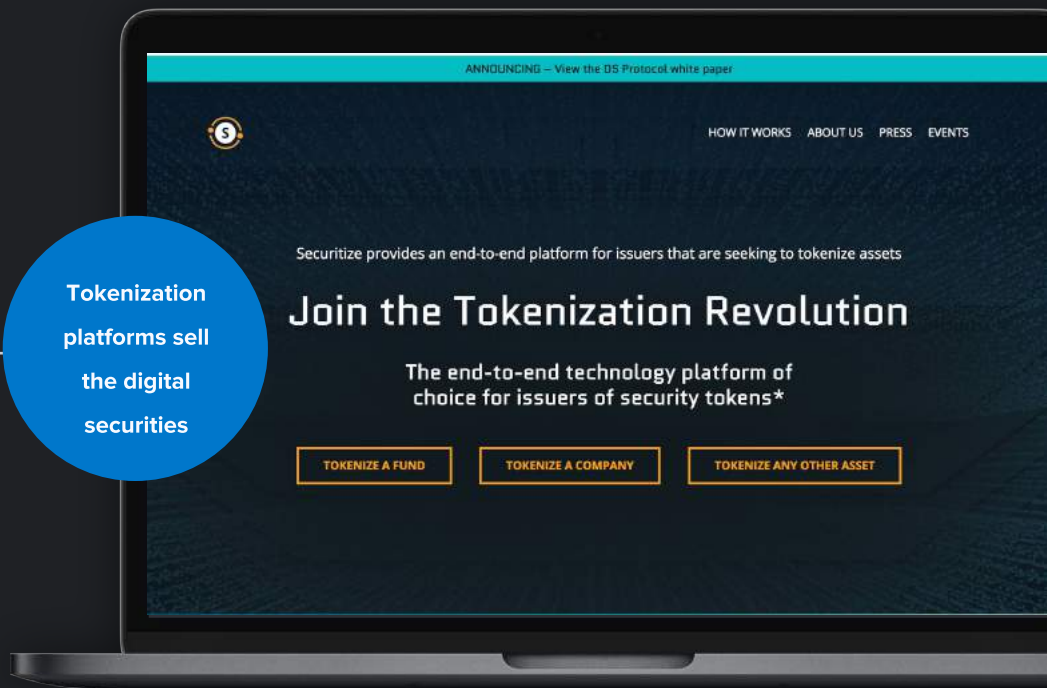
Retail Investors



Investors are linked to a tokenization platform to make the investment

Investments and funds are not transacted on our marketing platform, but on the issuance platforms that we have partnered with.

Tokenization
platforms sell
the digital
securities



CROWDFUNDX

issuance has executed an LOI to acquire CrowdfundX, a pioneering financial marketing firm that markets Reg A+ IPOs and DSOs

\$3M

Revenue Last 18 Months

500K

Retail Investor Dataset

200

Digital Asset Funds

Capital Markets Opportunity

issuance

Global Equities
\$80 Trillion Global
Equities Market

\$80T

Private Securities

\$5 Trillion Raised In
Private Securities

\$5T

Digital Securities

\$10 Trillion Digital Securities
Market (2020)

\$10T

\$20B

Digital Assets

Cumulative Digital Assets
Funding To Date

The Rise of Digital Securities

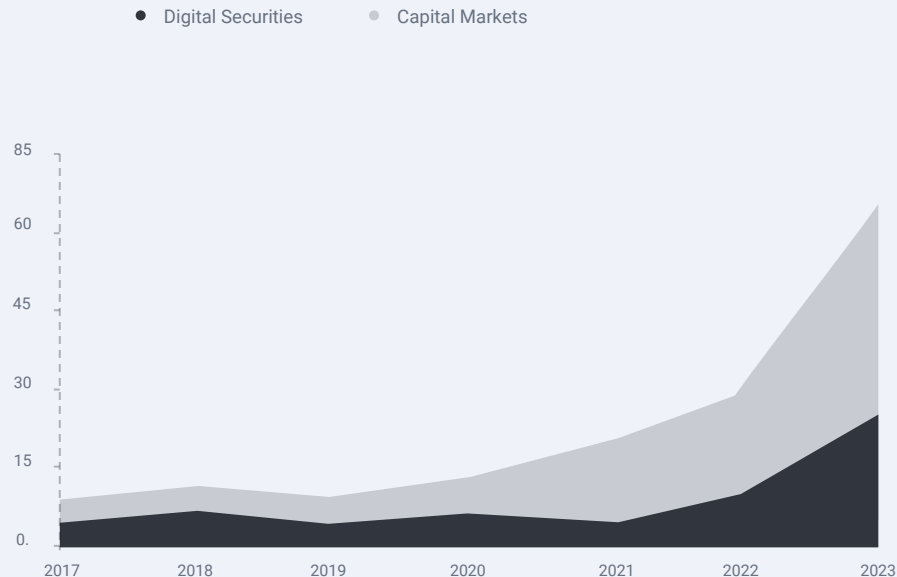
Digital securities are the next mega-trend in capital markets, unlocking trillions of dollars in illiquid assets.

\$80T

\$80 Trillion is the size of the Global Equities Market

\$10T

By 2020 the size of Digital Securities will be \$10 Trillion



The issuance Team



Darren Marble
Co-founder, CEO



Nick Allen
Co-founder, Head of Product



Aaron Mendez
Co-founder, Chief Strategy Officer



Christian Shelton
Co-founder, Chief Marketing Officer

issuance digital securities will be listed on OpenFinance in Q1 2019



2018

Capital Raise

Raise Series A from accredited investors

2018

Tokenization

Tokenize issuance capital stack using Harbor's R-Token

2019

Secondary Trading

List issuance digital securities to OpenFinance Network