

# e-Money Token Presale

---



Revised 2020-02-20

Please register to receive further information regarding the token presale:

<https://e-money.com/presale.html>

## **e-Money A/S**

Ragnagade 7 | 2100 Copenhagen | Denmark

[partners@e-money.com](mailto:partners@e-money.com) | <https://e-money.com>

---

<b>Introduction</b>	<b>3</b>
<b>Token Classification</b>	<b>3</b>
<b>Token Distribution</b>	<b>4</b>
<b>Presale Specifics</b>	<b>4</b>
<b>Allocation Strategy</b>	<b>5</b>
<b>Disclaimer</b>	<b>7</b>

## Introduction

This document contains information about our upcoming NGM<sup>1</sup> token presale for partners and early entrants. As such, it should be read in continuation of the e-Money Whitepaper.

The company will sell up to NGM 15,000,000, i.e. 15% of future markup, during a Presale that runs for one week. The sale is intended to:

- Provide medium-term financing to cover operating costs and marketing efforts.
- Accelerate expansion in the number of supported currencies and regulatory regimes.
- Materialize partnerships with banks, networks, exchanges, wallet providers, integrators, etc.

Participation in the sale is conditional on successful AML/KYC identification.

## Token Classification

Identifier:	NGM (“Next Generation of Money”)
Supply:	100,000,000 fixed.
Purpose:	Staking and reward distribution.
Rights:	Staking rewards. Provides no governance rights.
Trust anchor:	Sovereign e-Money zone.

The company has been advised to structure the NGM token so it is non-transferable. As such it can only be used in a transfer, or traded on the on-chain market (“DEX”), if the issuer (e-Money A/S) is on either side of the transaction. The company will, at its sole discretion, provide liquidity for the on-chain NGM market to facilitate this (the ongoing “Community Sale”).

The company expects to revisit the issue of transferability of the NGM token before March 1st, 2021. The company will then reassess the risks and exposures (including legal, regulatory, financial, accounting and otherwise) associated with a possible transferability of

---

<sup>1</sup> “Next Generation of Money”

the NGM token, taking into account any clarification that may then have developed in respect of the legal classification of the nature of the NGM token.

A decision, if any, made by the company to allow the NGM token to be transferable will be announced on the company's website, <https://e-money.com/>, and on other relevant channels such as Twitter.

## Token Distribution

Tokens will be distributed as follows:

- NGM 15,000,000 (15%): Presale
- NGM 25,000,000 (25%): Community Sale
- NGM 10,000,000 (10%): Ecosystem Fund
- NGM 50,000,000 (50%): e-Money A/S Treasury

The e-Money A/S treasury tokens will be released linearly over 3 years.

While the Presale runs over one week, the Community Sale will run continuously on the on-chain market ("DEX"), where e-Money A/S will make a market by both selling and buying back the tokens allocated for the Community Sale. The Community Sale will be conducted with a variable price that matches market supply and demand.

Tokens bought during the Presale can only be sold on the on-chain market once the Community Sale commences.

## Presale Specifics

The presale is conducted over the course of one week, where up to NGM 15,000,000 tokens are sold at a price of EUR 0.50 per token:

- Sale price: EUR 0.50.
- Minimum purchase: EUR 5,000.
- Sale start: Following mainnet launch.
- Sale duration: 1 week.
- Accepted payments: EUR, ATOM, ETH and BTC.

Delivery:	NGM tokens are delivered in the e-Money zone.
Lock-up period:	None.
Hard cap:	EUR 7,500,000.

The token allocation is designed to ensure a known price while maximizing the number of participants. In case of oversubscription, the token allocation ensures that small fish are more likely to be filled than whales, as allocation occurs in increasing order of value.

*Information such as sales amounts or number of participants will not be disclosed until after the sale period.*

## Allocation Strategy

At the conclusion of the sale period, the *participant demand* is calculated for each participant by converting ATOM, ETH or BTC received during the sale period to their respective EUR value. Together all participant demands form a set that is sorted in increasing order by value.

The price used for this conversion will be the average of the “daily closing price” for the sale period, based on coingecko.com historical data<sup>2</sup>.

Based on the *participant demand* set the *cumulative demand* is calculated as the sum of the set.

The individual *participant allocation* is now calculated as follows:

1. Take the first (lowest value) element from the *participant demand* set.
2. Calculate the *participant supply* as the minimum of:
  - a. The *participant demand* itself and
  - b. The *cumulative demand* divided by the *participant demand* set size.
3. Calculate the *participant allocation* by dividing the *participant supply* by the *sale price*.
4. Subtract the *participant supply* from *cumulative demand*.
5. Remove the element from the set.
6. Repeat until the set is empty.

---

<sup>2</sup> E.g. [https://www.coingecko.com/en/coins/bitcoin/historical\\_data/eur](https://www.coingecko.com/en/coins/bitcoin/historical_data/eur) for BTC.

In case *participant supply* is less than *participant demand*, the remaining amount is returned to the participant less transaction fees.

## **Disclaimer**

This document may only be used by those persons to whom it has been sent to by e-Money A/S and may neither be copied nor be distributed or otherwise made available to other persons, directly or indirectly, without the express consent of e-Money A/S.

This document and any other documents published in association with it relate to the intended development of the service and associated tokens. They are for information purposes only and may be subject to change.

### **Subject to Change**

This document contains forward-looking statements that are based on the beliefs of e-Money A/S, as well as certain assumptions made by and information available to said company.

Even though the technology described in this document is currently being implemented, it might still be subject to change. This includes, but is not limited to key economic and technical aspects.

If and when the service is completed, it may differ from what is described in this document. No representation or warranty is given as to the achievement or reasonableness of any plans, future projections or prospects and nothing in this document is or should be relied upon as a promise or representation as to the future.

### **Not an Offer of Regulated Products**

The NGM token is not intended to represent a security or any other regulated product in any jurisdiction.

The tokens do not represent equity, shares, units, royalties or rights to capital, profit, returns or income in e-Money A/S or any other company or intellectual property associated with the service in any jurisdiction.

This document does not constitute an offer or solicitation of securities or any other regulated product, nor a promotion, invitation or solicitation for investment purposes. It is not intended to be a financial service offering document or a prospectus of any sort.

### **Not Advice**

This document and other documents published in association with this document does not constitute advice to purchase NGM tokens. It must not be relied upon in connection with any contract or purchasing decision.

### **Our Views Only**

The views and opinions expressed in this document are those of e-Money A/S and do not necessarily reflect the official policy or position of any government, authority or public body in any jurisdiction. This includes, but is not limited to any regulatory body in any jurisdiction.

Information contained in this document is based on sources considered reliable by e-Money A/S but no representation or warranty, express or implied, is given by e-Money A/S or any affiliates or directors, officers or any other person as to the fairness, accuracy or completeness of the information or opinions contained in this document and no liability whatsoever for any loss howsoever arising from any use of this document or its contents is accepted by e-Money A/S or any person in relation to such information.

### **Obtain All Necessary Professional Advice**

You must consult a lawyer, accountant and/or tax professional, as well as any other professional advisors, as necessary prior to determining whether to purchase NGM tokens or otherwise participate in the service.

### **Governing Law**

This document is governed by Danish law and is subject to the exclusive jurisdiction of the Danish courts.