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## **SwipeCrypto Token Paper**

Date: 18 November 2017

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## **1 Overview of the SwipeCrypto token (SWC)**

### **1.1. Problem:**

Current mobile advertising models are ineffective. For instance, advertising fraud is a major issue in the mobile & digital advertising space. Malicious click-bots and fake traffic have cost advertisers \$6.5 billion globally in 2017 alone<sup>1</sup>. Mobile websites and applications typically display advertisements on the side or as banner ads, where a user's attention is not fully captured. In the duopolistic era through Google and Facebook controlling almost 60% of global digital advertising<sup>2</sup>, we envision to help keep prices in check, deliver more effective brand exposure and bring transparency to the advertising market.

### **1.2. Solution:**

SwipeCrypto is a blockchain protocol for mobile lock-screen advertising, introducing a decentralized mobile phone lock-screen advertising solution leveraging blockchain & ERC20 token technology. The proposed solution is built leveraging on the experience of operating an existing mobile lock-screen advertising platform developed by SwipeRich<sup>3</sup> which has been in production deployment in multiple countries, with proven higher engagement.

The SwipeCrypto token (SWC) will be introduced to reward lock-screen users for viewing advertisements and as a payment token to publishers, while allowing transparency with advertisers through the Ethereum blockchain ledger system providing an audit trail to counter ad fraud. Lock-screen users can use SWC tokens for other in-app premium content and purchases.

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<sup>1</sup> Association of National Advertisers (ANA) and White Ops (a cyber security firm which exposed the "Methbot" operation) - [url:http://www.ana.net/content/show/id/botfraud-2017](http://www.ana.net/content/show/id/botfraud-2017)

<sup>2</sup> The Wall Street Journal (WSJ). The Race Is On to Challenge Google-Facebook 'Duopoly' in Digital Advertising - [url:https://www.wsj.com/articles/the-race-is-on-to-challenge-google-facebook-duopoly-in-digital-advertising-1497864602](https://www.wsj.com/articles/the-race-is-on-to-challenge-google-facebook-duopoly-in-digital-advertising-1497864602)

<sup>3</sup> <http://www.swiperich.com/>

### 1.3. SwipeCrypto's Ecosystem

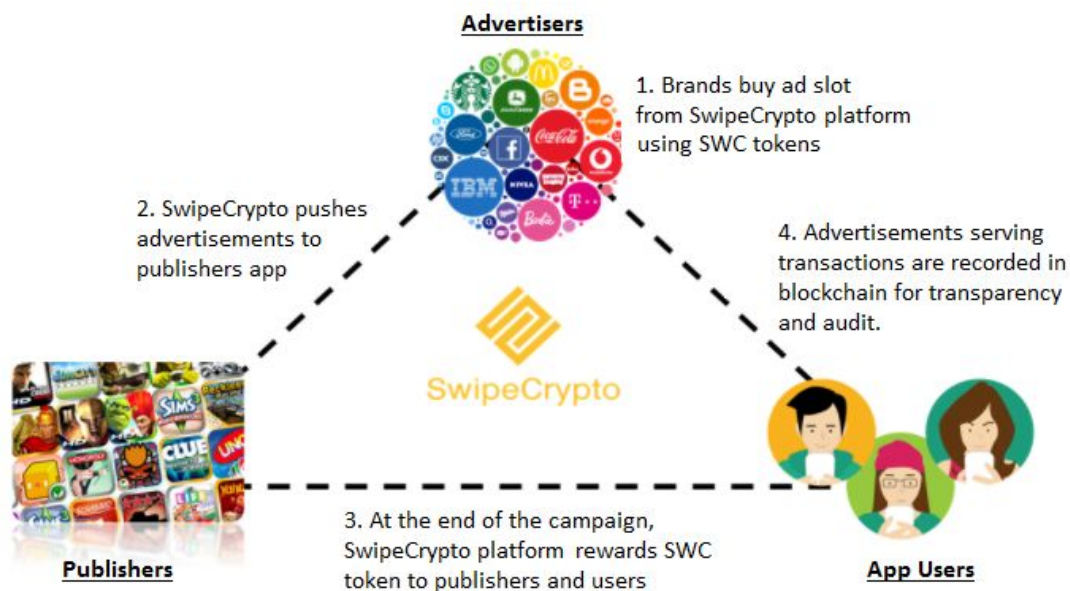


Figure 1: Tripartite relationship between Advertisers, App Users and Publishers

Stakeholders	Description	Token Flow	Incentives to participate
Advertisers	Brands who advertise on the SwipeCrypto platform.	Advertisers purchase SWC tokens to advertise on the SwipeCrypto platform.	Access to SwipeCrypto App Users and community
Publishers	Android app publishers such as Candy Crush, Whatsapp	Publishers will be paid with SWC tokens for displaying SwipeCrypto advertisements.	Earn SWC tokens for integration and serving ads to their App Users
App Users	Android phone users who installs SwipeCrypto "Publisher" app	SWC tokens to be rewarded to App Users when they engage the advertisements on their mobile phone.	Rewarded with SWC tokens for using SwipeCrypto
SWC Token Holders	Anyone can hold SWC tokens	SWC tokens can be transferrable or stored in an Ethereum wallet	SWC tokens can be used for SwipeCrypto rewards, premium content or sold to Advertisers

#### 1.4. Summary of SwipeCrypto Token Attributes:

- **Utility Token Model** - All advertising transactions in SwipeCrypto Platform will be executed via SWC tokens. (Advertisers, Publishers, App User)
- **Deflationary Token Model** - 5% worth of SWC tokens will be burned for each advertising campaign (*Refer to 5 Projection & Valuation Scenarios*)
- Expired SWC tokens held by users will be burned or rechanneled back for SwipeCrypto community building.

#### 1.5. How does SWC move in the ecosystem?

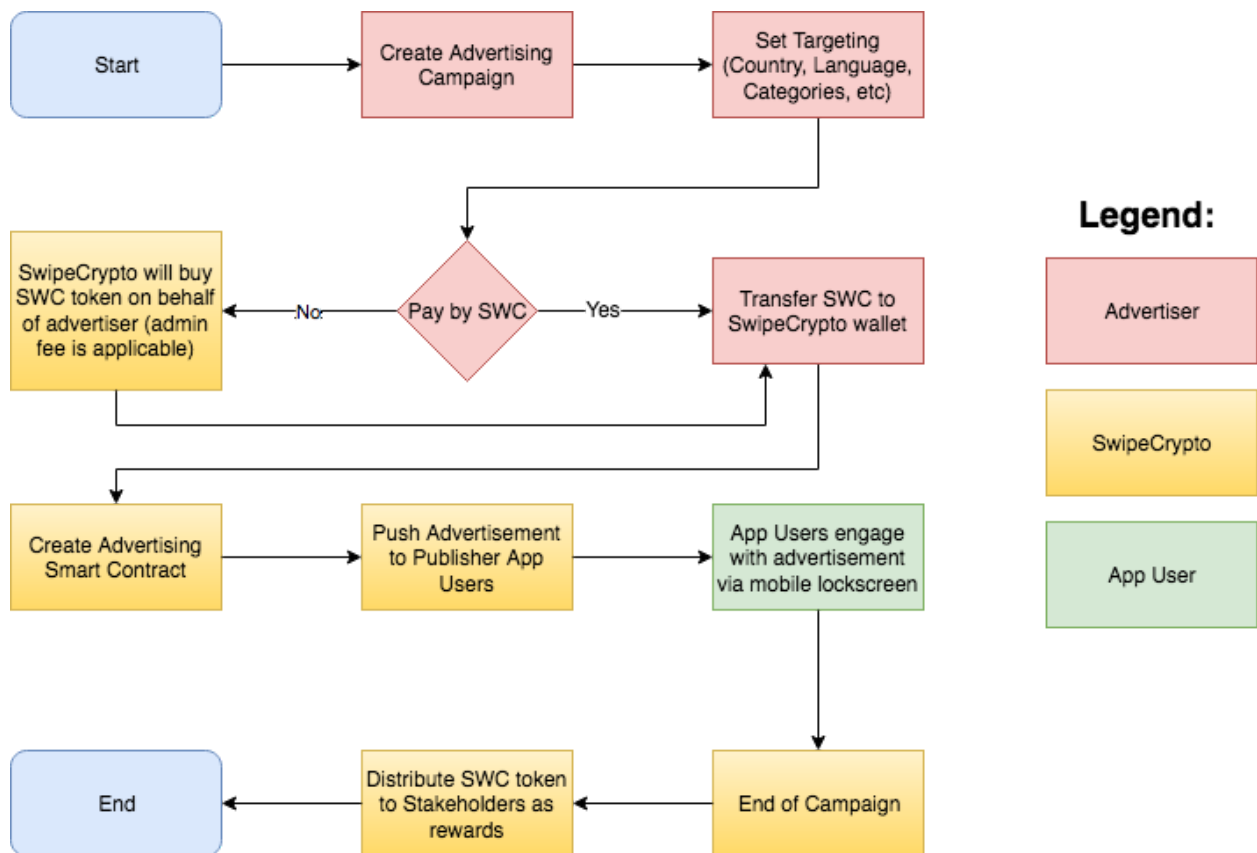


Figure 2: SWC token flow chart

1.5.1. Advertisers purchase SwipeCrypto platform advertising slots using the SWC token.

1.5.2. The advertising revenue in SWC tokens will then be distributed to the following parties as per the smart contract:

- Platform Fees: SwipeCrypto will earn Platform fees of **22.5%** for serving ads to publishers.

(b) App User Rewards Pool: **15.0%** to SwipeCrypto lock-screen App Users who view the ads.

(c) Burn Rate: **5.0%** worth of SWC tokens for each advertising campaign will be burned<sup>4</sup>.

1.5.3. App Users will be rewarded with SWC tokens. App Users' SWC tokens will be held at SwipeCrypto's in-app virtual wallet until app users redeem their SWC tokens to their own Ethereum wallet when they accumulate 1 SWC token or more. Lastly, App users can use their reward tokens to purchase premium content or publisher merchandise through the in-app marketplace, or App users can exchange SWC for other currencies through open market.

1.5.4. In order to avoid reward tokens being held by inactive users and therefore causing liquidity shortages, the users' rewarded SWC tokens will expire in 365 days from the date of transfer to the users' in-app virtual wallet.

1.5.5. Expired reward tokens will be redistributed:

1.5.5.1 80% of the expired reward tokens will be burnt at the end of every month.

1.5.5.2. The remaining 20% of expired reward tokens will be rechanneled back into community building.

1.5.6. SWC tokens will be available through SwipeCrypto Distributor and crypto-exchanges to be selected in future.

## **1.6. POC for SwipeCrypto SDK:**

Recently, SwipeCrypto launched a Proof of Concept with a European based publisher, further to be referred as "Partner 1". "Partner 1" has more than 1 million Facebook followers and serves a large community of football fans. "Partner 1" is incorporating the SwipeCrypto SDK to push latest news/updates to users' lock-screen. Typically the individual user will get 8-10 updates per day. "Partner 1" Android app - based on Apache Cordova - managed to integrate SwipeCrypto SDK. With integration with SwipeCrypto, "Partner 1" app will start earning SWC tokens once SwipeCrypto begins pushing advertisements to the lock-screen. Please refer to Appendix Figure 3.

## **2. Token launch**

### **2.1 What is an Initial Token Sale (ITS)?**

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<sup>4</sup> Burn of tokens refer to sending SWC tokens to a 0x00... address

An Initial Token Sale (ITS) is an event in which a new blockchain-based project sells part of its newly minted cryptocurrency tokens to early adopters and enthusiasts in exchange for access to a specific digital platform. The sale by the Distributor of SWC tokens in connection with an Initial Token Sale (the “SwipeCrypto Initial Token Sale”) to you as a purchaser thereof, will be subject to and governed by a separate document setting out the terms and conditions of the agreement as between the Distributor and you in relation to the SwipeCrypto ITS, termed as the “Sales Terms and Condition” document. In the event of any inconsistencies between the Sales Terms and Condition and this paper, the former shall prevail. The Distributor will be an affiliate of SwipeCrypto, and will deploy all proceeds of sale of SWC Tokens in connection with the SwipeCrypto Initial Token Sale to fund the SwipeCrypto cryptocurrency project, businesses and operations. Unless the context requires otherwise, references to “we” or “us” in connection with the SwipeCrypto ITS shall be construed as references to the Distributor.

## 2.2 SWC Token Launch Summary

2.2.1. Project	SwipeCrypto - A blockchain protocol for mobile lock-screen advertising
2.2.2. Token Symbol	SWC (SwipeCrypto Token)
2.2.3. Designated Address	<i>To be announced</i>
2.2.4. Token Launch Start Date	(Exact Date to be Announced), 15:00 Singapore Time (UTC+8) 15:00 Beijing / Shanghai Time (UTC +8) 08:00 London Time
2.2.5. Token Launch End Date	(30 days later) 14:59 Singapore Time (UTC+8) 14:59 Beijing / Shanghai Time (UTC +8) 07:59 London Time
2.2.6. Maximum Financing in Initial Token Sales (ITS)	Hard Cap of <b>TBD</b> ETH  30,000,000 SWC tokens will be available to public for the initial token sales, equivalent to 30% of the total SWC tokens pool to be generated.
2.2.7. Minimum Financing in Initial Token Sales (ITS)	Minimum cap of <b>TBD</b> ETH



2.2.8. SWC token Price	TBD
2.2.9. Initial SWC token Supply	100,000,000 SWC
2.2.10. Minimum Contribution Amount	0.05 ETH
2.2.11. Token Contract Address	TBD (Published 24 hours before Token Launch Start Date)
2.2.12. Token Launch timeframe	30 days
2.2.13. Bonus Multiplier Period (Public Sales)	Day 01 : TBD Day 02 - 07 : TBD Day 08 - 14 : TBD Day 15-30 : No Bonus
2.2.14. Project Status	Working Prototype based on Existing Live Product (SwipeRich Mobile Lock-screen Advertising platform with production deployment in Philippines & Indonesia)
2.2.15. Accepted currencies for the initial token sales (ITS)	Ethereum (ETH)
2.2.16. Additional ITS round	No

### **2.3. Scenario Analysis to demonstrate Bonus Multiplier Period (Public Sales)**

Assuming contribution amount of 1,000 ETH, with SWC token price P':

Day	Bonus Multiplier Period	Formula	SWC tokens to receive
1-2	X%	$1,000 \text{ ETH} * P' \text{ SWC} * X\%$	$(1000 * P') + (1000 * P' * X\%)$
3-10	Y%	$1,000 \text{ ETH} * P' \text{ SWC} * Y\%$	$(1000 * P') + (1000 * P' * Y\%)$
11-19	Z%	$1,000 \text{ ETH} * P' \text{ SWC} * Z\%$	$(1000 * P') + (1000 * P' * Z\%)$
20-30	Nil	$1,000 \text{ ETH} * P' \text{ SWC} * 100\%$	$1000 * P'$

### 3. Token Structure & Distribution

Initial Token Sales	
Percentage of SWC tokens for the SwipeCrypto Initial Token Sales (ITS)	30%
SWC Tokens	
Reserved for Future Expansion	20%
Percentage of SWC tokens for purposes of community building, ongoing business support, business development, academic research, education and market expansion.	25%
Percentage of SWC tokens for founders, development team and contributors for long term alignment.	15%
Percentage of SWC tokens for advisors, early-backers.	10%

### 4. Budget Allocation & Plan

The ITS Ether proceeds will be allocated according to the following budget plan. Please note that the current proposal may be changed subject to overall business environment.

Budget	Percentage %	Description
Development Manpower	48%	Support ongoing development work by the team manpower.
Administration	10%	Legal consultation, security audit, office administration, accounting related matters.
Marketing	25%	To drive Awareness & Adoption of the SwipeCrypto blockchain mobile advertising platform.
Contractors & Contingency	17%	These funds will be directed at third-party providers offering engineering, marketing, PR & partnerships, affiliate programs, and any other relevant activities.

## 5. Projection of Burn Rate Scenarios in SWC Deflationary Token Model

SwipeCrypto's token structure's intrinsic value herein lies the concept of "Burn Rate" accumulation over time when every transaction made by an Advertiser occurs in the ecosystem. Alongside "burning" the tokens, the App User also stand to gain from the deployed advertisement pool of SWC available as denoted to be "15 SWC" in Figure 3.

A deflationary mechanism as such, driven by ecosystem growth of including and increasing more Advertisers over time, contracts the total supply of SWC tokens in the market.

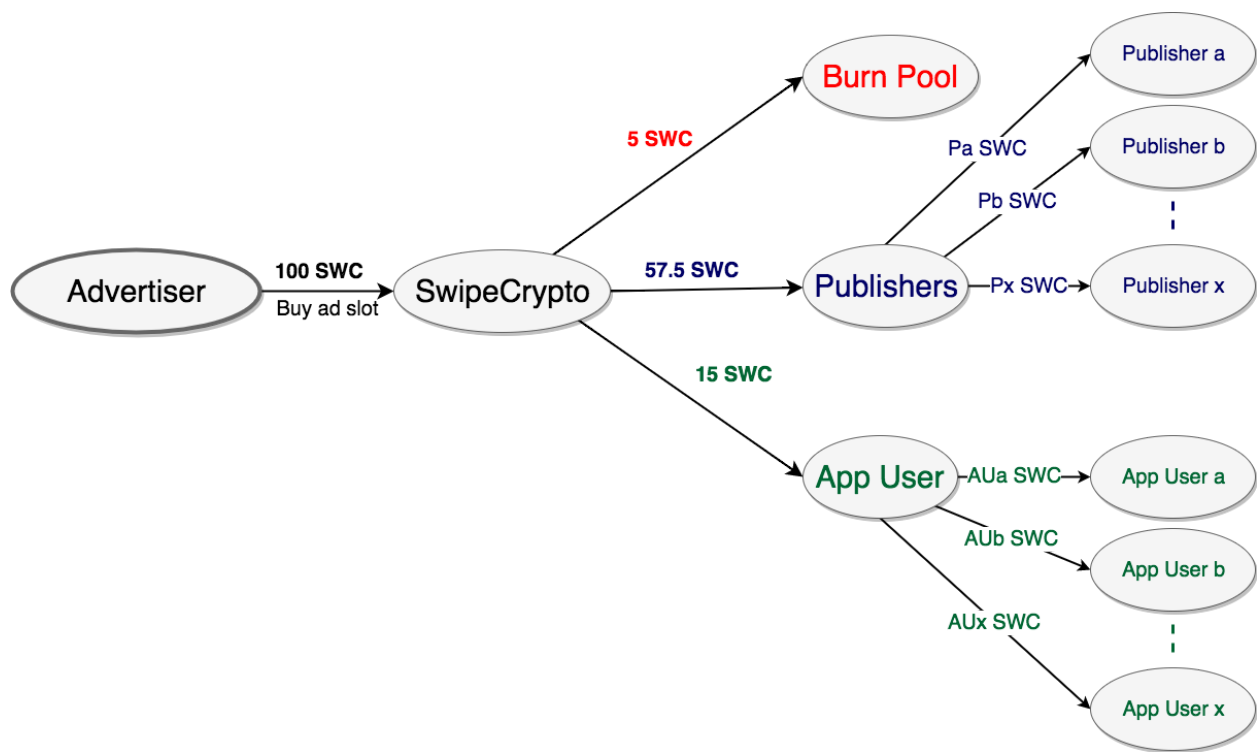


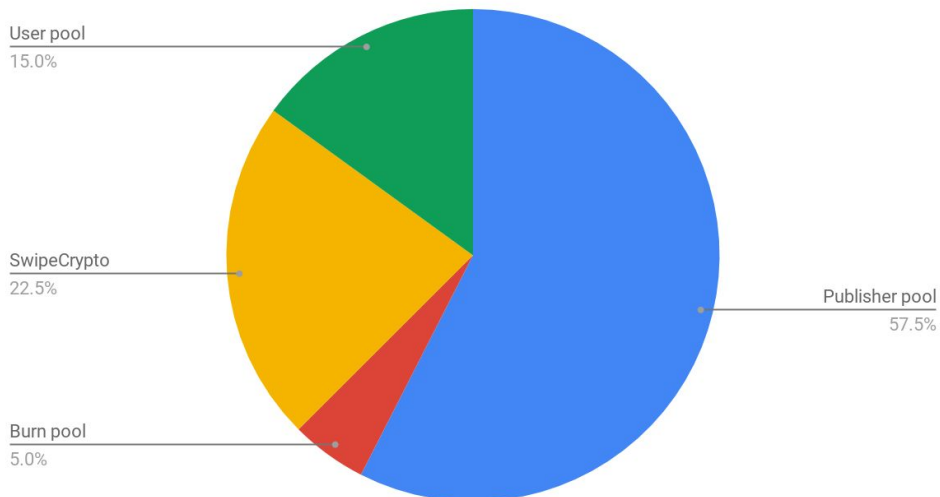
Figure 3: Example of a SWC transaction from Advertiser to Publisher and App User

### Scenario Analysis:

1. Assume that Advertiser purchases at the rate of 100 impressions from SwipeCrypto with 100 SWC tokens.
2. SwipeCrypto serve 100 impressions of advertisements to App Users on multi-publishers app with SwipeCrypto SDK Integration. At the end of campaign - after the 100 Impressions are served, SwipeCrypto will perform the following:
  - a. 22.5 SWC tokens is the platform fee to SwipeCrypto.
  - b. Send 5 SWC tokens to the Burn Pool.

- c. Send 57.5 SWC tokens to the app publishers that serve the impression of the advertisement - which will be further distributed as per contribution of ad impressions served.
- d. Allocate 15 SWC tokens to user of Publisher A, B, and X app base on the amount of impressions they are served accordingly.

**SWC Distribution**



*Figure 4: SWC Distribution chart in any given advertising transaction made by Advertisers*

**5.1. Scenario A (Base-case analysis):**

Year 1 - Assumption table when SwipeCrypto platform is live

S/N	Metric	Value
A	Number of publishers	10
B	Average number of users per Publisher	100,000
C	Average % of active users per Publisher	50%
D	Number of advertisements per user per day	10
E	Average % of advertising fill rate (% ads request being served)	50%
F	% of allocation to Burn Pool	5% (ref 1.5.2(c))
G	% of allocation to App User Rewards Pool	15% (ref 1.5.2(b))

H	% of Expired Token from App User Rewards Pool	75%
I	% of Expired Token user pool allocated for Burn	80% (ref 1.5.5(a))
J	Charging model: Impression based (CPM)  Cost per Impression (CPM) rate is referred from <a href="https://monetizepros.com/cpm-rate-guide/mobile/">https://monetizepros.com/cpm-rate-guide/mobile/</a> based on mid point of Android Interstitial rates	USD 3
K	SWC token value (USD) - ref 2.2.1.8.	$USD\ 350 / 850 = USD\ 0.412$

Number of impressions per year (L):

$$L = A \times B \times C \times D \times 365 \times E = 10 \times 100,000 \times 50\% \times 10 \times 365 \times 50\% = 912,500,000 \text{ impressions}$$

CPM revenue in USD for year 1 (M):

$$M = L / 1000 \times J = 912,500,000 / 1,000 \times 3 = USD\ 2,737,500$$

Total SWC used for advertising campaigns in year 1 (N):

$$N = M / K = 2,737,500 / 0.412 = 6,644,417.48 \text{ SWC}$$

Number of SWC allocated to Burn Pool (O):

$$O = N \times F = 6,644,417.48 \times 5\% = 332,220.87$$

Number of SWC token allocated to App User Rewards Pool (P):

$$P = N \times G = 6,644,417.48 \times 15\% = 996,662.62$$

Number of expired SWC token burned from App User Rewards Pool (Q):

$$Q = P \times H \times I = 996,662.62 \times 75\% \times 80\% = 597,997.57$$

Number of SWC token burned for year 1 is (X):

$$X = Q + O = 332,220.87 + 597,997.57 = 930,218.44$$

Therefore, number of SWC token burned in year 1 is **930,218.44** SWC token. Total supply of token left will be **99,069,781.56** and therefore by end of year 1, **0.93%** of Initial SWC token Supply will be burned.

## 5.2. Scenario B (Worst-case analysis):

Year 1 - Assumption table when SwipeCrypto platform is live

S/N	Metric	Value
A	Number of publishers	0
B	Average number of users per Publisher	0
C	Average % of active users per Publisher	0%
D	Number of advertisements per user per day	0
E	Average % of advertising fill rate (% ads request being served)	0%
F	% of allocation to Burn Pool	5% (ref 1.5.2(c))
G	% of allocation to App User Rewards Pool	15% (ref 1.5.2(b))
H	% of Expired Token from App User Rewards Pool	75%
I	% of Expired Token user pool allocated for Burn	80% (ref 1.5.5(a))
J	Charging model: Impression based (CPM)  Cost per Impression (CPM) rate is referred from <a href="https://monetizepros.com/cpm-rate-guide/mobile/">https://monetizepros.com/cpm-rate-guide/mobile/</a> based on mid point of Android Interstitial rates	USD 3
K	SWC token value (USD) - ref 2.2.1.8.	$USD\ 350 / 850 = USD\ 0.412$

Number of impressions per year (L):

$$L = A \times B \times C \times D \times 365 \times E = 0 \times 0 \times 0\% \times 0 \times 0 \times 50\% = 0 \text{ impressions}$$

CPM revenue in USD for year 1 (M):

$$M = L / 1000 \times J = 0 / 1,000 \times 3 = USD\ 0$$

Total SWC used for advertising campaigns in year 1 (N):

$$N = M / K = 0 / 0.412 = 0 \text{ SWC}$$

Number of SWC allocated to Burn Pool (O):

$$O = N \times F = 0 \times 5\% = 0$$

Number of SWC token allocated to App User Rewards Pool (P):

$$P = N \times G = 0 \times 15\% = 0$$

Number of expired SWC token burned from App User Rewards Pool (Q):

$$Q = P \times H \times I = 0 \times 75\% \times 80\% = 0$$

Number of SWC token burned for year 1 is (X):

$$X = Q + O = 0 + 0 = 0$$

Therefore, number of SWC token burned in year 1 is **0** SWC token. Total supply of token left will be **100,000,000.00** and therefore by end of year 1, **0%** of Initial SWC token Supply will be burned.

### 5.3. Scenario C (Bull-case analysis)

Year 1 - Assumption table when SwipeCrypto platform is live

S/N	Metric	Value
A	Number of publishers	50
B	Average number of users per Publisher	100,000
C	Average % of Active Users per Publisher	50%
D	Number of advertisements per user per day	10
E	Average % of advertising fill rate (% ads request being served)	80%
F	% of allocation to Burn Pool	5% (ref 1.5.2(c))

G	% of allocation to App User Rewards Pool	15% (ref 1.5.2(b))
H	% of Expired Token from App User Rewards Pool	75%
I	% of Expired Token user pool allocated for Burn	80% (ref 1.5.5(a))
J	Charging model: Impression based (CPM)  Cost per Impression (CPM) rate is referred from <a href="https://monetizepros.com/cpm-rate-guide/mobile/">https://monetizepros.com/cpm-rate-guide/mobile/</a> based on mid point of Android Interstitial rates	USD 3.00
K	SWC token value (USD) - ref 2.2.1.8.	$USD\ 350 / 850 = USD\ 0.412$

Number of impressions per year (L):

$$L = A \times B \times C \times D \times 365 \times E = 50 \times 100,000 \times 50\% \times 10 \times 365 \times 80\% = 7,300,000,000 \text{ impressions}$$

CPM revenue in USD for year 1 (M):

$$M = L / 1000 \times J = 7,300,000,000 / 1,000 \times 3 = USD\ 21,900,000$$

Total SWC used for advertising campaigns in year 1 (N):

$$N = M / K = 21,900,000 / 0.412 = 53,155,339.81 \text{ SWC}$$

Number of SWC allocated to Burn Pool (O):

$$O = N \times F = 53,155,339.81 \times 5\% = 2,657,766.99$$

Number of SWC token allocated to App User Rewards Pool (P):

$$P = N \times G = 53,155,339.81 \times 15\% = 7,973,300.97$$

Number of expired SWC token burned from App User Rewards Pool (Q):

$$Q = P \times H \times I = 7,973,300.97 \times 75\% \times 80\% = 4,783,980.58$$

Number of SWC token burned for year 1 is (X):

$$X = Q + O = 4,783,980.58 + 2,657,766.99 = 7,441,747.57$$



Therefore, number of SWC token burned in year 1 is **7,441,747.57** SWC token. Total supply of token left will be **92,558,352.43** and therefore by end of year 1, **7.44%** of Initial SWC token Supply will be burned.

The scenarios mentioned above exist to demonstrate various analysis on total burn amounts of SWC tokens that will be incurred by the platform.

## 6. Glossary of Terms

Term	Description
Distributor	The Distributor is an affiliate of SwipeCrypto Pte. Ltd. ("SwipeCrypto"), and will deploy all proceeds of sale of the SWC tokens to fund SwipeCrypto's project, businesses and operations.
SWC	Utility token used in SwipeCrypto platform based on Ethereum ERC-20 protocol
Platform Fees	SwipeCrypto will earn Platform fees for serving advertisements to publishers lockscreen SDK.
App User Rewards Pool	Rewards to be given to App Users for viewing and/or engaging with SwipeCrypto lock-screen advertisements
Ad or Ads	Abbreviation for advertisement(s)
App	Abbreviation for application or specifically mobile application for SwipeCrypto context.
Advertising Impressions	Impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page or mobile app.
Active Users	App Users that install SwipeCrypto partner Publisher app and view the lock-screen advertisements.
CPM	Cost per thousand impressions - is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage/ app
Referral	Rewards & marketing token pool for community building

Expired Token	App Users' SWC tokens will be kept in the virtual wallet, redeemable to their respective Ethereum wallet when the total amount is 1 SWC or more.
Burn Pool	SWC tokens burned at the end of every advertising campaign. (ref 1.5.2(c))
Fill Rate	Fill rate is the percentage of ads served based on the total number of ad requests.
SDK	Software development kit - A collection of software that enable programmers to develop applications, in this case to embed lock-screen advertising module to their applications.
SDK integration	The steps required to integrate SDK into the Publisher' applications.

## **7. Commonly Asked Questions:**

7.1 Can I buy your tokens if I am a China / U.S.A. / Singaporean Citizen?

We are still pending further legal clarity before providing a statement on this.

7.2 When will tokens be transferrable?

Upon the Token Launch End Date.

7.3 Are these tokens ERC-20 compatible?

Yes, they are ERC-20 in-app utility tokens meant for use within the SwipeCrypto platform. The SWC token is not a digital currency, security or a commodity. Ownership of the tokens carries no rights other than the right to use them as a means to obtain services within the SwipeCrypto platform.

7.4 Which wallet can be used to store SWC?

SWC can be stored in any ERC-20 compatible wallet.

7.5 Is there a guaranteed return on my ETH investment?

No, there is no guarantee nor a promise to a return from these SWC tokens or ITS. These are in app utility tokens to access the SwipeCrypto Platform.

## 7.6 What is the relationship between AGILA Rewards and Cepatswipe?

They are the same lock-screen advertising product portfolio managed by SwipeCrypto management team localized for Philippines and Indonesia market respectively.

## 7.7 Will the above mentioned platforms also stand to gain from the launch of SwipeCrypto?

Being managed by the same management team, the advertising spaces from Agila Rewards, Cepatswipe and SwipeCrypto can be marketed to advertisers as a single product.

## 8. Disclaimers

### GENERAL DISCLAIMER

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**IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).**

The SwipeCrypto (SWC) tokens are not intended to constitute securities in any jurisdiction. This paper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This paper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the SWC tokens (the “Distributor”) to purchase any SWC tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Distributor will be an affiliate of SwipeCrypto Pte. Ltd. (“SwipeCrypto”), and will deploy all proceeds of sale of the SWC tokens to fund SwipeCrypto’s cryptocurrency project, businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the SWC tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this token paper.

Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of SWC tokens (as referred to in this token paper) is to be governed by only a separate document setting out the Sales terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the Sales T&Cs and this token paper, the former shall prevail.

**You are not eligible and you are not to purchase any SWC tokens in the SwipeCrypto Initial Token Sale (as referred to in this Token paper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen.**

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- (a) you agree and acknowledge that the SWC tokens do not constitute securities in any form in any jurisdiction;
- (b) you agree and acknowledge that this token paper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this token paper;
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  - (ii) debentures, stocks or shares issued by any person or entity (whether SwipeCrypto and/or the Distributor)
  - (iii) rights, options or derivatives in respect of such debentures, stocks or shares;
  - (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
  - (v) units in a collective investment scheme;
  - (vi) units in a business trust;
  - (vii) derivatives of units in a business trust; or
  - (viii) any other security or class of securities.
- (g) you are fully aware of and understand that you are not eligible to purchase any SWC tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America;
- (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- (i) You are fully aware and understand that in the case where you wish to purchase any SWC tokens, there are risks associated with SwipeCrypto and The Distributor and their respective business and operations, the SWC tokens, the SwipeCrypto Initial Token Sale (each as referred to in the token paper);
- (j) you agree and acknowledge that neither SwipeCrypto nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this token paper or any part thereof by you; and
- (k) all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this token paper or such part thereof (as the case may be).

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All statements contained in this token paper, statements made in press releases or in any place accessible by the public and oral statements that may be made by SwipeCrypto and/or the Distributor or their respective directors, executive officers or employees acting on behalf of SwipeCrypto or the Distributor (as the case may be), that are not statements of historical fact,

constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms.

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding SwipeCrypto’s and/or the Distributor’s financial position, business strategies, plans and prospects and the future prospects of the industry which SwipeCrypto and/or the Distributor is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to SwipeCrypto’s and/or the Distributor’s revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this token paper regarding SwipeCrypto and/or the Distributor are matters that are not historic facts, but only predictions.

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- (d) changes in the anticipated growth strategies and expected internal growth of SwipeCrypto and/or the Distributor;
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- (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of SwipeCrypto and/or the Distributor;
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To facilitate a better understanding of the SWC tokens being offered for purchase by the Distributor, and the businesses and operations of SwipeCrypto and/or the Distributor, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

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No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding SwipeCrypto, the Distributor, the SWC tokens, the SwipeCrypto Initial Token Sale and the SwipeCrypto Wallet (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding SwipeCrypto and/or the Distributor and their respective businesses and operations, the SWC tokens, the SwipeCrypto Initial Token Sale (each as referred to in the Whitepaper). You should

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You are not eligible to purchase any SWC tokens in the SwipeCrypto Initial Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

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Prospective purchasers of SWC tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with SwipeCrypto, the Distributor and their respective businesses and operations, the SWC tokens, the SwipeCrypto Initial Token Sale (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs prior to any purchase of SWC tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of SwipeCrypto and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the SWC tokens.

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Purchasing SWC tokens may carry financial risk, and is to be used as an experimental software sale only. You acknowledge that purchasing SWC Tokens (or any other digital tokens offered by SwipeCrypto) involves risk and in no event shall SwipeCrypto, the legally incorporated entity in Singapore, be liable or responsible for any damages, claims, applications, losses, injuries, delays, accidents, costs, business interruption costs, or other expenses (including, without limitation, attorneys' fees or the costs of any claim or suit), nor for any incidental, direct, indirect, general, special, punitive, exemplary, or consequential damages, loss of goodwill or business profits, loss of cryptocurrency or digital assets, work stoppage, data loss, computer failure or malfunction, or any other commercial or other losses directly or indirectly arising out of or related to: our Terms; any service of SwipeCrypto; the use of SwipeCrypto; any use of your digital assets or cryptocurrency on SwipeCrypto by any other party not authorized by you (collectively, all of the foregoing items shall be referred to herein as "Losses"). SwipeCrypto is hereby released by you from liability for any and all Losses. We disclaim any and all warranties or guarantees, including any warranty of merchantability and warranty of fitness for any particular purpose. The foregoing limitations of liability shall apply whether the alleged liability or Losses are based on contract, negligence, tort, strict liability, or any other basis, even if SwipeCrypto

has been advised of or should have known of the possibility of such losses and damages, and without regard to the success or effectiveness of other remedies.

## 9. Appendix

### Examples of SwipeCrypto SDK Integration

SwipeCrypto offers an easy to use SDK for developers. The SDK simplifies the tedious process of implementing lock-screen advertising modules. Only 2 steps are required to enable basic SwipeCrypto lock-screen advertisements on any Android mobile app as follows.

1. Import SwipeCrypto SDK with Gradle dependency from SwipeCrypto's maven or jCenter repository by modifying Android project **build.gradle** file.

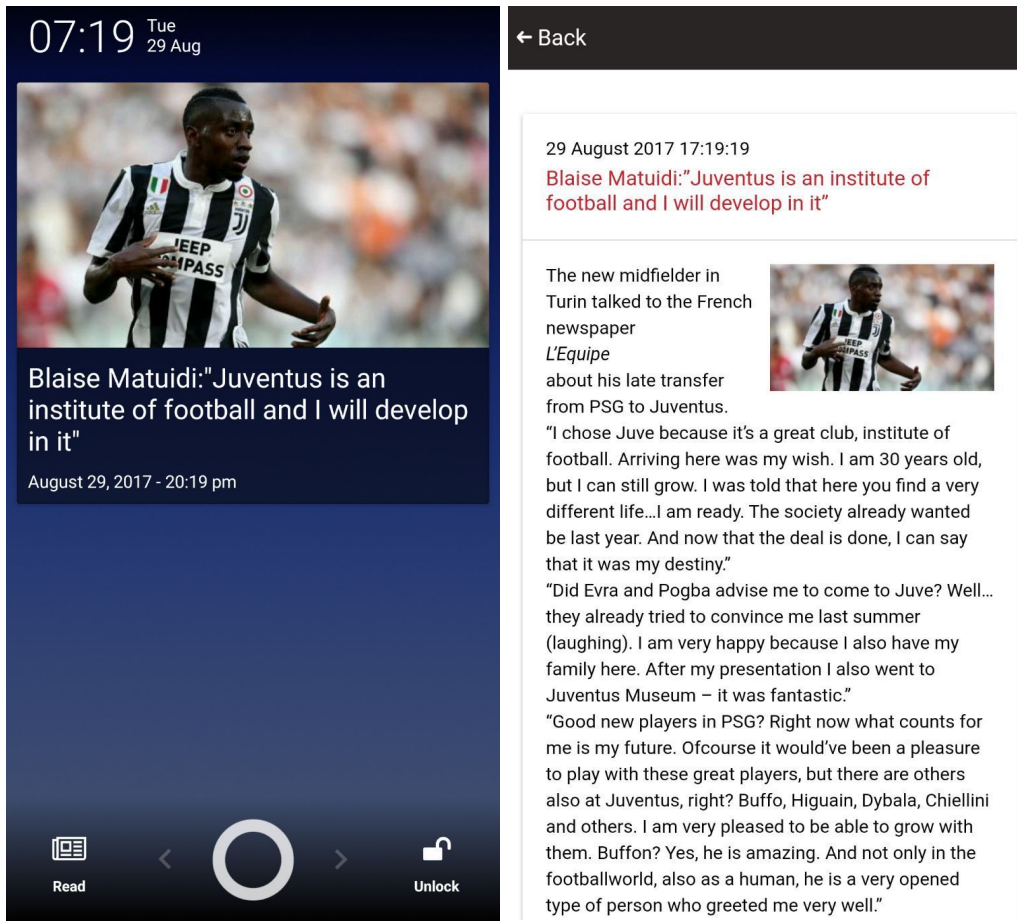
```
1  allprojects {
2      repositories {
3          jcenter()
4          maven {
5              url "https://dl.bintray.com/swipedk/SwipeDK"
6          }
7      }
8  }
```

Appendix Figure 1: SwipeCrypto lock-screen module dependency Injection

2. Initialize SwipeCrypto lock-screen by adding following one liner of code in the MainActivity.java `SwipeDKFactory.getBuilder().config(this).build()` with assigned publisher ID.

```
1  package ...
2
3  import ...
4  import com.swiperich.swipedk.SwipeDKFactory;
5
6  public class MainActivity extends AppCompatActivity {
7
8      ...
9
10     protected void onCreate (Bundle savedInstanceState) {
11         super.onCreate(savedInstanceState);
12         setContentView(R.layout.activity_main);
13
14         // set your publisher ID
15         SwipeDKFactory.getBuilder().config(this).build("YOUR_SWIPECRYPTO_PUBLISHER_ID");
16
17     }
18
19     ...
20
21 }
```

Appendix Figure 2: Initialization of SwipeCrypto lock-screen instance



Appendix Figure 3: Proof of Concept Partnership