

CYT CRYPTO HIDDEN GEM REPORT

November 2019



ShareRing (SHR)

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Current Price: \$0.0026

Current Price: ₪ 0.00000031

ATH Price: \$0.0139

Pre Sale 29th March 2018 Price: \$0.01

Public Sale 3rd June 2018: \$0.02

ICO Funds Raised: \$1,550,000.00

Circulating Supply: 1,969,865,660

Total Supply: 4,396,000,000

Current Market Cap: \$5,121,650

Exchanges: Bitmart, Binance DEX

(Information correct on the 17th November 2019)

Introduction

Imagine for a second the following scenario. You are a 2 car family. One car is used every day going back and forth to work, for shopping, all the little jaunts you and your husband like to go on. Your grown children are at university and come home for the weekends so the other car sits in the driveway all week and doesn't get used during the week. What a waste of a perfectly good car. You think to yourself we could put that car to good use and actually help to pay for university fees, by renting it out during the week. However then you think "well it's only a little Ford Fiesta who's going to want to rent that." Well, it turns out a lot of people want to rent it and for a good price: £34 (\$40) per day, a possible \$800 per month.

Peer to peer car sharing has grown massively over the last few years and people are making serious money by letting out their vehicles on a daily basis, emulating the Airbnb model. In fact companies like Turo, Getaround and Drivy, which has just

been acquired by Getaround for \$300 Million, are bringing in serious investors like Toyota, Softbank Vision Fund, Menlo Ventures, and IAC to the tune of over \$800 Million.

A key difference between rental companies and peer to peer is that they have vastly improved technology with app interfaces that make locating assets and resources, reserving and using them, and making payment convenient and seamless. This, combined with location specific analytics, allows by-the-minute access to assets and resources (e.g. cars or bicycles) and enables customers to pick up and drop these assets where and when convenient.

Car sharing is just one example of an industry that is being disrupted. We have seen, experienced and read about the amazing growth of Airbnb which is now estimated to be valued at \$38 Billion. Airbnb has been so successful that companies like [booking.com](https://www.booking.com) are trying to get in on the act by adopting a similar model when it comes to booking accommodation.

There is also the phenomenal rise of bicycle rentals which we see in cities all over the world, not quite the same as peer to peer sharing, but it's another rental model that is ripe for being disrupted by the new sharing model.

With this business model in mind what other areas could it be used in:

Transport: Used for the rental of cars, trucks, scooters, trailers, and even heavy vehicles.

Delivery Drivers : Facilitate booking and payment for delivery drivers.

Agriculture: Garden sharing, seed swap, bee-hive relocation, etc.

Finance: Peer to peer lending

Food Food bank, social dining

Travel Tours, shared tour groups

Real Estate Airbnb, co-housing, co-living, Couchsurfing, shared office space, house swapping.

Time: Labour, co-working, freelancing

Assets Book swapping, clothes swapping, fractional ownership, freecycling, toy libraries.

Transportation Car sharing, ride sharing, car-pooling, bicycle sharing, delivery company, couriers And so much more!

This newly emerging, but highly fragmented sharing industry, is currently worth over \$100 billion. It is predicted to grow to at least \$335 billion by 2025.

As you can see from a few examples above the sharing economy has a lot of room to grow but what it doesn't have, yet, is a company who can facilitate ALL of the above use cases in one place.

That is until now!

ShareRing are disrupting the disruptors by bringing everything together in one place and making it easy for you and I to share anything and everything and making it as easy as opening an app on your phone.

Business Case

The sharing market has exploded over the last several years. This is due, in part, to the digital age we live in, as we now have over 2.82 Billion people with smart phones around the world. It also due to how easy the business model of sharing lends itself to the digital world, and how with the simple installation of an app we can access a plethora of markets to rent almost anything from.

Due to this rise of digital platforms and the proliferation of smartphones, revenues coming from sharing economy platforms are only expected to increase. It is estimated to grow to a \$335 billion industry in 2025, compared to its \$14 billion value in 2014. (PwC UK).

The beauty of the sharing economy is that it is a win/win/win situation for the person who wants to rent something for a few days or weeks , the person who is renting out, and the company who facilitates the ease of the transactions between the renter and the person renting out. Typically the renter will save a lot of money whilst renting out someone else's apartment, car, bicycle, clothes, dog sitting services etc and they can almost be assured of quality due to the social side of the business model with reviews from real people. The person who is renting out can make additional income and will want good reviews and therefore keep the standard of service higher. The company who is facilitating all of this can make a lot of money on transaction fees, as well as from advertising, and partnership deals, and obviously have an exit strategy for possible buy outs.

When it comes to looking at the business model, ShareRing fits in to the Commission Based Platform as described in Ritter and Schanz study where they looked at the core difference in difference business models of the sharing economy: Singular Transaction Models, Subscription-Based Models, Commission-Based Platforms and Unlimited Platforms.)

Commission Based Platforms are dominated by (at least) triadic relationships amongst providers, intermediaries and consumers with a utility-bound revenue stream. These business models enable their customers to switch between provider

and consumer roles by creating and delivering the value proposition. Only a few employees work for the intermediary and the value creation and delivery is externalized. From a consumer perspective, consumers are empowered to collaborate with each other and to design the collaboration terms by negotiating the terms and conditions of the content, creation, distribution and consumption of the value proposition. Depending on the orientation of the value proposition, consumers purchase commodities (Tauschticket, ebay), access commodities in a defined timespan (booking.com, Airbnb) or buy services (uber, turo) from occasional and professional providers found via an intermediary. The intermediary mainly focuses on nurturing a community feeling and reducing exchange insecurity by incorporating rating systems, micro-assurances and standardizations of payment and delivery into the platform. The platform mainly takes commissions for successful matching and executing trade. (Journal of Cleaner Production Volume 213, 10 March 2019, Pages 320-331)

The USP of the ShareRing Business Model

The USP that ShareRing has is that it brings all of the different forms of sharing together in one app through partnerships and onboarding of users.

No other company, to date, is bringing everything together in such a way. However there are other factors that make ShareRing unique, which we will look at.

Token Economics

SHR is a utility token and will be used to pay for transactions on the network, such as 'new booking', 'add asset', etc. SHR is used by providers to pay for their access to the ShareLedger blockchain, including the addition of assets, renting out of assets, adding attributes, adding smart contracts, and other features.

SharePay (SHRP) is used by customers to pay for the rental of assets.

Master nodes will also be a main feature of the SHR token. When a transaction fee is incurred, it will be distributed in a way that allows for master node holders who provide a service to the platform to receive a reward from each transaction. Transaction fees are charged to sharing providers in SHR. The distribution of transaction fees will be as follows: 50% - will be distributed amongst the active master node holders who host an active node on the blockchain at that point in time (these holders provide a service to the platform). The distribution will be based on a calculation of the Total Amount Staked and the total continuous uptime of the node. 50% - will be provided to ShareRing Ltd (view ShareRing owned master nodes) for various purposes that contribute to working capital and platform growth.

Leased Proof of Stake Consensus

ShareRing have chosen the Leased Proof-of-Stake protocol as the consensus algorithm for ShareLedger. This choice is based on the practicality and security benefits evident in the Waves platform. It is also much more cost effective than Proof-of-Work (POW), and will not suffer from the current issues Bitcoin and other POW cryptocurrencies are facing such as scalability and electricity consumption.

As explained above master nodes will be a main feature but there is the other feature of lightweight nodes. A user with a lightweight node will be able to stake their tokens to a full node of their choosing and participate in reaching

consensus. They will also be free to cancel their leasing at any time as there are no contracts or freezing periods. The more tokens that have been staked in a full node, the higher the probability the node will have in producing the next block. Since the reward is given based on the total number of tokens staked in the full node, there will always be a trade-off between the size of the full node and the percentage of the reward. As an average user of the platform, you will not need to have technical knowledge on how to set up a node nor will you have to download the entire blockchain in order to stake your tokens. Only a user who sets up a full node will be required to do this, making it simpler than ever for users to earn a reward for supporting the platform.

The return expected for staking is expected to be around 6 - 8% although this has yet to be confirmed.

Buybacks

ShareRing are currently implementing a series of buybacks which started in the beginning of November:

The buyback operation is done at a random time during the week.

If there is enough liquidity, SHR tokens will be bought through a single market order at the time of buyback. In case there is not enough liquidity, a limit buy order at last sell order price will be placed on the market, and will remain open until it gets filled.

The buyback program was implemented to test the API purchase process for when live transactions occur on ShareLedger

The Buyback Program is expected to:

1. Reduce the supply of ShareTokens available in both public and private markets

2. Bring New capital and fund inflows into the Shareledger
3. Substantially magnify value creation for the ShareToken holders

The Token Flow

ShareRing will bring in hundreds of merchants to list their rental products, either exclusively or as part of an aggregator system e.g. When you look at the likes of [trivago.com](https://www.trivago.com) they will list the best hotel prices from multiple merchants who are listed on their website. Essentially ShareRing will become part of the aggregator ecosystem and be listed on sites like [trivago.com](https://www.trivago.com) as well as have exclusive agreements with merchants who are listed directly on their app.

ShareRing's USP is that they have everything on one place as well as their OneID module with means buyers can get a hotel, rent a car, rent their ski equipment, book events all through the one app and using the OneID.

With that in mind they are going to attract a lot of merchants.

This is where it gets exciting so pay attention to this part.

When a merchant is part of the ShareRing ecosystem and a buyer rents something from that merchant ShareRing will take a small % commission from that transaction. So say someone books a hotel for \$100 for the night, ShareRing might take \$0.50 as a commission. What ShareRing will then do is go to one of the exchanges that ShareRing (SHR) is listed on and buy SHR tokens directly using an API system using USDT.

Now, the actual commission has not been disclosed yet however if we assume even a 0.25% commission that means for every \$100 Million worth of bookings made through the app will net ShareRing \$250,000 which means buy backs of \$250,000 for the SHR token, which increases the liquidity of SHR on the exchanges.

If you think \$100 Million of bookings is a lot, [booking.com](https://www.booking.com) customers book around 1.5 Million rooms per day, if we estimate an average of \$50 per room that is \$75 million of bookings PER DAY or \$2 Billion worth of bookings per month.

This revenue coupled with revenue from OneID and eVOA makes ShareRing profitable almost from day one of the app going live.

OneID And eVOA

Another exciting development from the ShareRing team is the collaboration between ShareRings Self Sovereign Identity protocol and third party providers to bring OneID and eVOA which will utilise OneID

With the huge rise in E-commerce and with over 2.82 billion people who now own a smartphone we are entrusting our personal information to more and more centralised entities. These entities are frequently hacked and our information is leaked to outside parties.

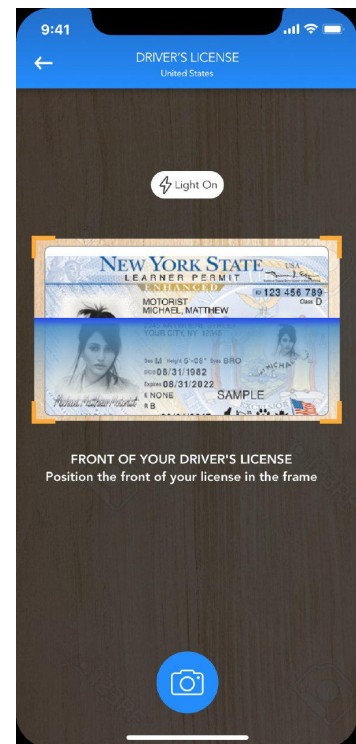
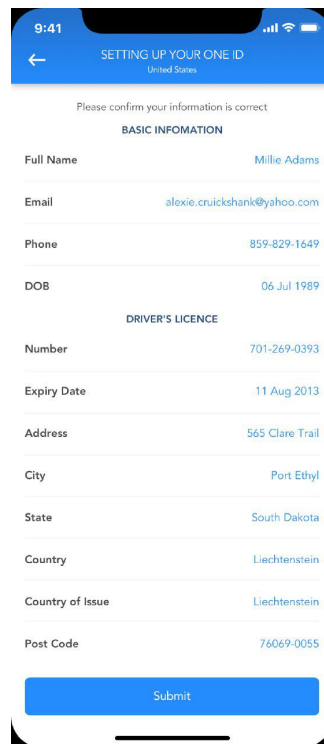
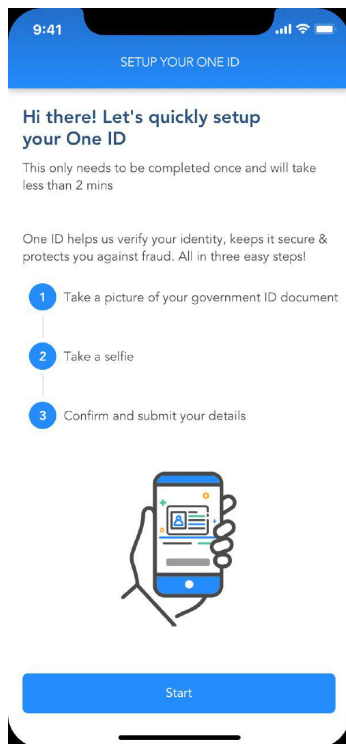
ShareRing aim to tackle this with their service OneID module.

ShareRing's OneID solution protects users data by handling Know Your Customer (KYC) information through third parties and ShareRing's Self Sovereign Identity Protocol. ShareRing does not hold any identity information anywhere on their servers. It provides the ultimate security for the renter and also the provider, as the Protocol encrypts and stores your data in a secure manner within your device. Essentially, this means that it is near impossible for a hack or data leak to happen, simply because there is no centralized server of data for hackers to exploit.

The OneID module is very easy to use. The end-user needs to complete their ID submission only once, with the entire submission process requiring less than two minutes to complete. Once this step has been completed, the customers KYC is destroyed by the 3rd party document verification system and the OneID module allows merchants to verify a customer's identity via a hashed verification packet, stored on the users device and ShareLedger. This removes the need for merchants to store or see personal information; safeguarding both merchants and users from fraud.

To create your ShareRing OneID, simply:

1. Take a picture of your government ID document
2. Take a selfie
3. Confirm and submit your details



This is something I am really excited about for ShareRing and they already have made partnerships for other companies to use this feature which is another income stream for ShareRing.

eVOA

E-Visa On Arrival allows applicants to apply online and receive a travel authorisation before departure – this eVOA can be shown at dedicated Thailand immigration counters on arrival at major Thailand airports, allowing

travellers to pass through in minutes.

OneID system is scheduled to become the lynchpin technology in Thailand's electronic Visa On Arrival (eVOA) system; one of only two companies to partner with Thai authorities to provide this service. The new Visa system eliminates much of the hassle involved in entering the country:

This is a strong validation of the OneID system - immigration controls are some of the most scrutinized processes in any branch of government, and if the OneID solution can operate to their standards then it is truly business-ready. As explained by our COO, Rohan Le Page:

“We are providing our OneID product for Thailand e-VOA (Visa On Arrival) that allows 5 Million + travellers from 20 countries including China and India to complete the visa process on their mobile through our app. This provides a streamlined immigration process that negates the need for an expensive and time-consuming process when you get off the plane. Additionally, fraud is mitigated with several extra layers of security in the back end including our blockchain (ShareLedger) consensus model that makes all data immutable and all but impossible to hack.”

Profit Margins on OneID

So how does ShareRing make money from OneID and eVOA?

With each application for an eVOA using the OneID module ShareRing will make an undisclosed commission. The e-VOA is available to citizens of 21 different countries and is intended for those who will be holidaying in Thailand and not working in the country.

This means that each eVOA will last for a period of around 15 days which effectively means that ShareRing will get commission multiple times from each person travelling to one of the 21 countries listed below:

Andorra, Bhutan, Bulgaria, China, Ethiopia, Fiji, India, Kazakhstan, Latvia, Lithuania, Maldives, Malta, Mauritius, Papua New Guinea, Republic of Cyprus, Romania, San Marino, Saudi Arabia, Taiwan, Ukraine, Uzbekistan

The profits on this alone, according to projections, are worth millions of dollars per year to ShareRing, with a healthy growth of about 35% in raw profit over the next 5 years, ultimately netting the company about \$1.5 million profit per quarter.

The ShareLedger Blockchain Platform

ShareRing will utilize the registered intellectual property from the existing KeazACCESS framework (KEAZ: A car sharing company founded by Tim Bos) as well as improving it the blockchain experience in their team.

It will consist of the primary elements:

SharePay (SHRP) – SharePay is the base currency that will allow users of the ShareRing platform to pay for the use of third party assets. ShareToken (SHR)

ShareToken (SHR) is the digital utility token that drives sharing transactions to be written to the ShareRing ledger that is managed by the ShareRing platform.

Account – This will be a standard account, which such an account being represented by a 24-byte address. The account will contain 4 general fields:

SHRP – SharePay token balance

SHR – ShareToken balance

ASSETS – linked/owned by the account (see below for definition of an Asset)

ATTRIBUTES – Any additional attributes that are associated with this account. These attributes may be updated or added by Sharing Economy providers that utilise the ledger such as ID checks by rental companies. These attributes may be ‘global’ (i.e. used by any sharing providers) or ‘local’ (i.e. used by a specific sharing provider).

Assets – An asset represents a tangible real-world or digital asset that is being shared, such as a car, a house, industrial machinery, an e-book, and so on.

Smart Contracts – Similar to a number of other blockchain platforms, such as Ethereum and NEO, the ShareLedger blockchain will feature highly

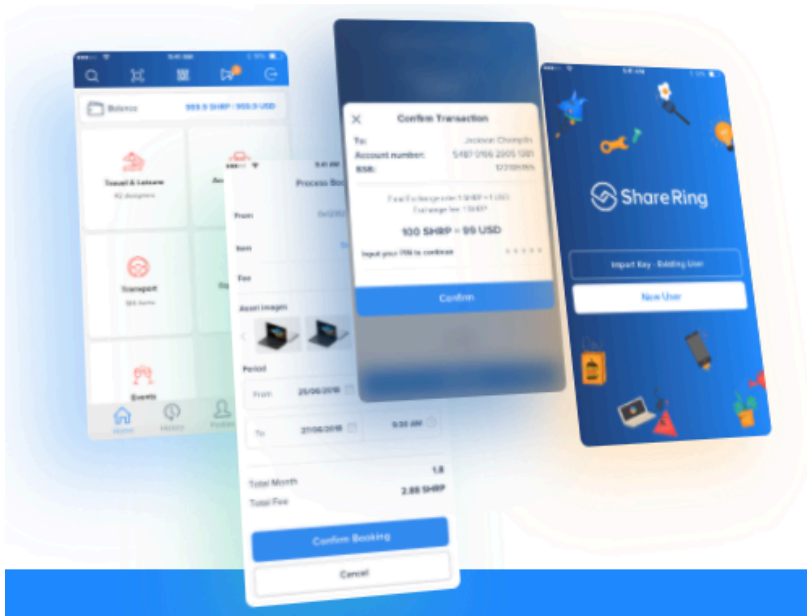
customisable smart contracts. These Smart Contracts will allow for decentralised autonomous applications that can be attached to an asset and/or account. Every smart contract will be Turing complete, meaning it will have the ability to implement sophisticated logic to manage the sharing of the assets. The smart contracts will be tested and reviewed by ShareRing in a sandbox as well as audited by reputable third-party code auditors prior to implementation.

Proof of Stake Consensus

ShareRing have chosen the Leased Proof-of-Stake protocol as the consensus algorithm for ShareLedger. This choice is based on the practicality and security benefits evident in the Waves platform. It is also much more cost effective than Proof-of-Work (POW), and will not suffer from the current issues Bitcoin and other POW cryptocurrencies are facing such as scalability and electricity consumption.

The ShareRing App

At the heart of the ShareRing project lies the ShareRing app:



1. Find what you need by browsing ShareRing or using a QR code or link
2. Set the dates for rental
3. Confirm with one tap
4. Get your item and go

A universal 'ShareRing' app is being developed that will allow anyone to easily see and use any sharing services around them. Each partner will have the option of developing a 'mini' app within the ShareRing app that will have functionalities specific to that partner. The app will use geolocation-based services to display the ShareRing services that are nearby

Social Media Presence

Coming from a social media background I feel this is an extremely important area to look into, especially in the crypto world.

ShareRing has done an okay job in growing their social media presence however I feel it could be much better. Here is a look at some of the key stats for their online social media presence:

Youtube: 191 Subscribers

Instagram: 238 Followers

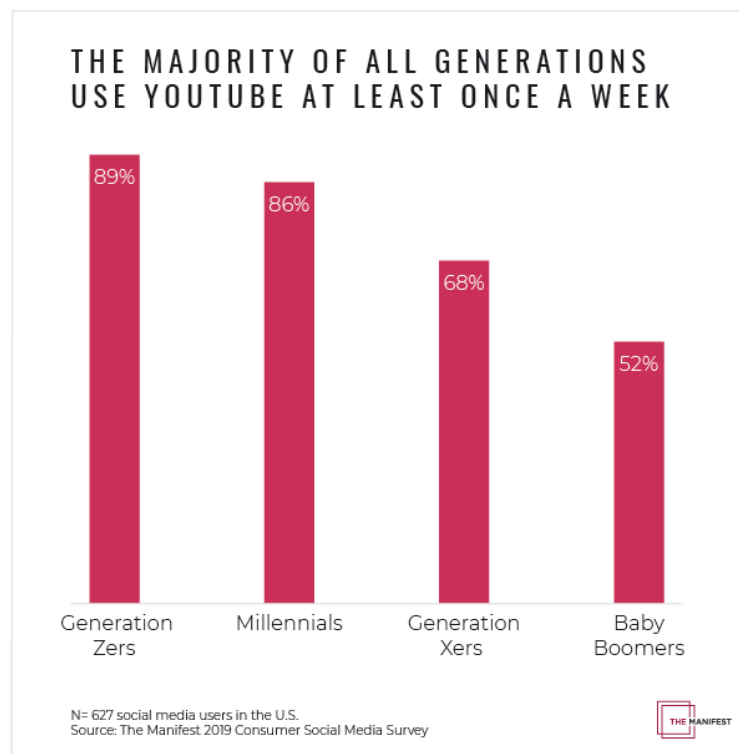
Linkedin: 376 Followers

Telegram: 6,525 members (very active)

Twitter: 2,216 Followers (Fairly regular updates)

Facebook: 1,965 Followers

Whilst social media may not be a priority just now I feel there has to be a big presence with image based platforms and video based platforms. Youtube and Instagram should be made a priority here as it spans all generations:



The Team

ShareRing have a strong team behind them with 6 co-founders:



Tim Bos
CEO and Cofounder

Tim is an experienced blockchain engineer and entrepreneur who has founded several sharing services, including global car-sharing platform Keaz, which has offices in Australia, Hong Kong, Vietnam and the USA. In an earlier life, he was an Associate Director at Barclays Capital, Program Manager at Avanade (a Microsoft and Accenture JV) and Project Manager at GE Capital.



Rohan LePage
COO and Cofounder

A highly competent business manager, Rohan's experience in online analytics spans many years. He is highly sought after in this sphere with a renowned reputation which speaks for itself. With a strong background in major automotive, plant equipment and e-commerce brands, Rohan's knowledge of the rental (sharing) space is exemplary. His keen interest in crypto mining technology and hardware has led him to become an expert in this field, from which he has derived great deal of experience since installing a crypto mining farm of his own in 2015.



Neville Christie
Non Executive Director and Co-Founder

As the grey-haired member of ShareRing team, and our Investment Director, Neville Christie's career has covered a very wide range of industries and roles. At various times Neville has acted as chair, facilitator, innovator, entrepreneur, business mentor, venture banker, chair of strategic innovation boards, and futurist.



Peter David
Non-Executive Director and Cofounder

Peter has a lifetime of experience in every aspect of growing global technology businesses. As CEO, COO or general manager, he has led several startups to generate total revenue of more than \$300 million. In 2013 he founded Keaz with Tim Bos and currently serves as the company's CEO.



Jane Sadler-Kidd
Non-Executive Director and Cofounder

A founding shareholder of Keaz and ShareRing, Jane provides financial oversight, budgeting and financial forecasting support to the executive team. As an FCA her career has taken her from audit partner, with a national UK accountancy practice, through corporate finance advisory and interim management at board level, to her current focus on broader change management and organisational development. With experience working in UK, Russia, Middle East and Asia, she brings a clear understanding of both; the financial and organisational challenges facing a fast growing business operating in a global environment; and the need to establish robust financial practices to track and manage resources effectively in order to support the planned rapid growth.



Barry Brewster
Non-Executive Director and Cofounder

Barry is a founding shareholder of Keaz and ShareRing. He specialises in creating optimised, agile performance for organisations and major projects globally. He is an Internationally Certified Master Facilitator with over forty years of experience in Asia Pacific, Europe, Canada and the United States.

Barry brings to ShareRing global experience in leveraging executive networks and guiding fast moving organisational development initiatives. He is also Chairman of The Agile Business Leader and a Board advisor to the International Institute for Facilitation. He is co-author of a series of five books which are included in the curriculum of universities in Australia and the USA, titled "The Agile Business Leader®" published 2010-2014.

Other News on ShareRing

There is a lot of stuff going on at the moment with ShareRing which is what makes it an exciting prospect. Rather than give information on each of them here are some highlights provided by the ShareRing team.:

- ShareRing's revolutionary ID management based module OneID.
- Worlds first Blockchain based eVOA in place with major Thai company targeting 5 to 10 million travellers from 20 countries.
- 2.6 million International Hotels/ Accommodation coming on to the Platform. Lots more to come!
- Partnership with HomeAway
- 200,000 Activities, Tours and Events added to the ShareRing App
- Multi Global Car Sharing Partnerships
 - 1 Partner Directly Integrating SHR's OneID consisting of 1.2 million Vehicles across 150 Countries
- Luxury Car Brand Sharing Platform purely based on SHR
- SHR payment system SHRP available in 10% Taxi Terminals in Australia
- SHRP available in 10,000 EFTPOS Terminals Australia wide
- White Labelling Services incorporating ShareRings revolutionary OneID
- 20 Significant Unannounced Partnerships, more to come!
- Major Partners include -
 - BYD (Largest Electric Car Maker in the World)
 - DJI (Largest Drone Maker in the World)
 - Keaz (300 locations around the world)
 - Yogoo EV Car Sharing
- MOBI Alliance Member

Overview of Positives

and Negatives

Negatives

Social Media and marketing possibly needs to be ramped up in order to bring more awareness to the project.

The roadmap and white paper has not been updated recently for 2019/2020 but this I believe is coming soon.

Positives

With a low market cap project like ShareRing the risk to reward ratio is very good for retail and institutional investors.

Technical analysis of current prices, currently at 31 Satoshi, is also very good with resistance levels at 50, 77 and 114 Satoshi which would be nearing its all time high.

Referral program will increase the numbers of users that are currently using the site.

If ShareRing can capture even a small % of the overall sharing market then success looks assured.

There are 20 new announcements coming up and with Tim Bos looking for more partnerships it seems likely that ShareRing will break ATH prices soon.

Great long term hold, in my opinion.

Realistic Expectations of ROI

Short term (4 weeks - 12 weeks)

Short term looks great for ShareRing both from a TA point of view and a fundamental point of view.

With lots of news still to come out about ShareRing there is not going to be a shortage of fundamentals to drive the price up. From a TA point of view the next line of resistance stands at around the 50 Satoshi level which would complete a massive cup and handle formation from August 24th of this year. After that we are looking at resistances of 77 and 114 to reach near the all time highs which i expect ShareRing to reach going into 2020.

ShareRing chart (tradingview.com)



Long term (6 Months - 2 Years)

If ShareRing can onboard users and keep on making partnerships at the same rate there will be no stopping it. It's all about onboarding the users and utilising

the most powerful marketing tool ever - word of mouth!

When a great app is realised with great and useful functionality then it tends to go viral and I am hoping this happens for ShareRing.

With a market cap at the moment of just under \$6 Million then I don't think it's crazy to talk about 1000%+ increases in the next 2 years and I really believe that is being extremely conservative, given where we think crypto is heading as a whole.

Current Price: \$0.0026 (31 Satoshi)

End of 2019: \$0.0041 (50 Satoshi)

End of 2020: \$0.041 (500 Satoshi)

More Information on ShareRing

Website: <https://sharering.network/en>

Whitepaper: <https://sharering.network/files/sharetoken-whitepaper-en-web-v1.2.pdf>

Blog: <https://blog.sharering.network/>

Youtube: <https://www.youtube.com/channel/UCsV6WAvH-eE4pGcIw87pUHw>

Facebook: <https://www.facebook.com/ShareRing.Network/>

Telegram: <https://t.me/ShareRing>

Instagram: <https://www.instagram.com/shareringglobal/>

Linkedin: <https://linkedin.com/company/sharering-network/>

About Steven Aitchison



Steven Aitchison is an entrepreneur, writer and online trainer. He teaches a variety of topics from different fields. In business he teaches business owners and authors how to grow their social media presence. In personal development he is an expert on personal beliefs and is currently writing a book entitled *The Belief Principle: 7 Beliefs That Will Completely Transform your Life* and he also teaches and invests in cryptocurrency.

Cryptocurrency links

Youtube: www.youtube.com/CYTCrypto

Telegram: t.me/CYTCrypto

Signup: <https://stevenaitchison.mykajabi.com/cyt-crypto-class-optin>

twitter: www.twitter.com/StevenAitchison

Personal Development Links

Facebook: www.Facebook.com/ChangeYourThoughtsToday

Instagram: <https://www.instagram.com/stevenpaitchison/>

Website: www.stevenaitchison.co.uk

Products: <https://changeyourthoughts.mykajabi.com/>

Business links:

Products: <https://stevenaitchison.mykajabi.com>

Blog: blog.yourdigitalformula.com

Facebook: <https://www.facebook.com/YourDigitalFormula/>

If you are a low cap project looking for a marketing package which includes a detailed report like this please contact Steven Aitchison at

crypto@yourdigitalformula.com

This report was not paid for or commissioned by ShareRing

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