



CONTERIUM

DIGITAL MARKETPLACE SOLUTION FOR ALL PEOPLE

WHITEPAPER GEN 4

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INTRODUCTION

The position of cryptocurrency in today's world is growing rapidly, the combined market capitalization of all cryptocurrencies has increased more than sevenfold since early 2018 reaching almost \$700 billion in January 2018. According to the latest data, the current number of unique active users of cryptocurrency wallets is estimated to be about 10 million. Thus, the application of cryptocurrency becomes an important issue.

If cryptocurrency is designed to be a means of payment, then what can you buy with it right now? There are precedents of people using bitcoins to buy real estate and conduct other financial transactions, and each notable use of cryptocurrency brings society closer to the widespread use of such currencies.

But can you actually buy something from another person using bitcoins or “altcoins”?

Even though more and more outlets and merchants are beginning to accept cryptocurrency as a means of payment, anyone in possession of a sum of bitcoins or altcoins can still not use them in day to day financial operations.

The idea of creating a marketplace came to the project team after a crowdfunding platform where small scale productions and startups find crowdfunding for the development of their projects and realization of their own ideas.

The main reasons for the failures by scaling:

- ✓ Lack of customer's confidence in an unknown seller who offers goods of unconfirmed quality, Lack of skillful 'package' of goods and multilingual localization.
- ✓ Impossibility of providing the service at the level of an international company.
- ✓ Lack of multilingual twenty four hour customer support.
- ✓ Lack safety costumer data.

Building a system of e-commerce business is quite a sophisticated problem. The company has to spend a lot of resources on creating of a team and channels of distribution. In addition, one should know how to promote a product in light of trends and specificity of a particular market.

With an easy to use online store builder, any seller will be able to create their own storefront to sell their goods, while making use of the platform's wide range of features for a minimal fee. Our service offers great opportunities for self-employed, small scale manufacturers, family businesses and makers of handmade crafts, such as a selection of tools for direct customer feedback, bookkeeping, sales analysis, advertising and promotion, as well as a convenient, user friendly interface.

The online store builder which allows to build a multiplatform online sales channel and able to stimulate the promotion is an outstanding solution for any business. Such builder provides a ready to use interface and favours the development of the e-commerce through the high quality service.

The mission of such platforms consists in creating the environment where any user could manage to create a personal online shop and get the technical support without wasting his or her time on the activities which may distract from the production of high quality goods.

However, the market does not have solution which would combine an advanced system of e-commerce and new technology such as smart contracts, cryptocurrency payments, multiplatform integration and comprehensive twenty four hour customer support.

Our Aim is to Offer Such a Solution to Business!

Our aim is to connect producers all over the world and supply business with the necessary tools for launching of one of a kind merchandise to the global market with minimal transaction fees and without any financial borders, intermediaries or annoying bureaucratic routine.

We will unite producers from all over the world in order to create our own economical ecosystem that will take e-commerce to a new level.

PROBLEM

Although the e-commerce field is growing rapidly, getting started with selling your goods and services online is a daunting task.

The business owner has to use his or her resources ineffectively, to spend time on the online shop management and to conduct advertising campaigns without assistance.

What's worse, of small scale producers getting into a global market requires considerable investments at the early stage and further monthly expenses for the maintenance of the online shop operations. Besides, the manufacture faces bureaucratic difficulties and transaction fees when conducting international payments. Few small scale productions can meet that kind of financial demand and be ready to face the risks related to international sales and entering the new markets.

Audience Targeting

Typical small scale producers usually turn out about 30 product items and work in the local or regional market. The staff of such a company includes from two to ten people. Each of them combines several responsibilities and functions inside the company. Customer support and marketing are often managed by the business owner or one or two employees.

Problem Producer Small Scale

The main problem addressed by business owners when getting into the international market are as follows:

- Lack of twenty four hour multilingual customer support

Selling your goods internationally means being able to keep the buyer seller feedback line open at all times in order to be able to assist customers in different time zones and the lack of live customer support makes communication much less effective.

- Lack of localization

Small scale producers are not able to present the translation of product descriptions and features taking into consideration the specificity of various countries which renders the launch to the international market impossible.

- Lack of customer's confidence in an unknown seller

The customer prefers verified sellers who offer goods of confirmed quality, while the unknown sellers with no reputation have to compete with them.

- Lack of proper “online sales pitch” for items

Each purchase, especially the one made online, is based on many parameters. The lack of the product description, parameters, good quality photos, video overviews and customer reviews negatively impact sales.

- High fees at the existing platforms and various charges of payment systems

The existing platforms withhold a considerable part of the cost, let alone payment system and conversion charges, transaction fees and taxes.

- Impossibility of automatic

In addition to the all of the above issues, the small scale manufacture owner is not ready technologically to make the online store completely automatic.

- Competition with global corporations

International corporations have a wide range of tools for marketing high quality goods across the globe at their disposal, which small scale productions do not have access to, making it impossible for them to go global.

- Cash deficiency

Businesses receive money from sales only after a certain delay, and increasing sales without factoring this into the equation will sooner or later prove to be an impossible task.

- Security Website

Keep the website of danger the attack twenty four hour.

Online Shop Customer Problem

On the other hand, the list of issues related to the buyer's experience with small scale producers is also quite long:

- Goods search

A great deal of unique goods made by small scale producers have no adequate descriptions or photos, which hampers the search of the desired product. Besides, many good quality items of small scale production cannot be ordered online at all.

- Lack of proper “online sales pitch”

Because of the lack of skillful presentation materials the customer cannot get a full overview of a product and as a result declines the purchase.

- Lack of reliable reviews

Without any way to confirm the authenticity of reviews posted on custom made sites of online stores, customers are unable to form a true to life impression about the product.

- Lack of guarantees

Many online stores offer goods on an upfront fee basis, but not all customers are ready to risk sending money to an unfamiliar online shop which can turn out to be a short lived website.

SOLUTION

Conterium is a platform created for buyers and sellers all over the world. With an easy to use online store builder, any seller is able to create their own storefront to sell their goods, while making use of the platform's wide range of features for a minimal fee.

Our service offers great opportunities for self-employed, small scale manufacturers, family businesses and makers of handmade crafts, including a selection of tools for direct customer feedback, bookkeeping, sales analysis, advertising and promotion, as well as a convenient, user friendly interface.

Conterium integrates all the necessary tools for starting the trade and promoting the products to other countries' markets. This is useful not only for first time entrepreneur and startup, but also for offline shops. An easy to use platform allows to create an online shop and manage it without additional expenses and staff.

One of the main features of Conterium is the use of Blockchain technology, which allows to make the platform transparent, open and as safe as possible for both transaction parties, reduction of transaction costs and business costs, and simplification of the purchase process.

Decentralization, globalization and the opportunities presented by the use of cryptocurrency in the project are our competitive advantages over other business solutions existing in the market today.

Main advantages of the Conterium platform:

- ✓ Extensive and easy to use service.
- ✓ Low fees.
- ✓ Low transaction costs.
- ✓ Detailed sales analysis.
- ✓ Advertising support of your business.
- ✓ Payment in popular cryptocurrencies.
- ✓ International markets access.
- ✓ Transparent and decentralized review system.

- ✓ Tools for customer communication and financial reporting.
- ✓ CNM token payment for goods and the platform services at special price.
- ✓ CNM community with opinion leaders for product promotion.

The key part in the system is assigned to token. Paying for a purchase in tokens the customer may count on the best offer. The sellers' need to pay the fees and other platform services in CNM will make hard basis for stable condition of token value.

Comparative advantages of leading E-Commerce platforms:

Criteria	Alibaba	Amazon	Ebay	Shopify	Conterium
Affiliate Marketing	X	X	X	-	X
Costumer Support	X	X	X	-	X
Globality	X	X	X	X	X
Management Store	-	X	-	-	X
Cashback	X	-	X	-	X
Cyptopayment	-	-	-	-	X
Product Localization	X	-	-	-	X
Transparent	-	-	-	-	X
Uniqe Goods Availability	-	-	X	X	X
One Platform	-	-	X	-	X

Why do we need the Blockchain?

Cryptocurrency payment and colaboration smart contract implementation. Purchase payment in Conterium is conducted directly and without any middleman involved, in any convenient currency. Colaboration smart contract implementation and the use of blockchain makes the transactions as safe and fast as possible.

The smart contract transfers the money to the seller's account only when the item has reached its destination. So the customer pays only after receiving the product, which increases his or her confidence in the service and makes online shopping more attractive.

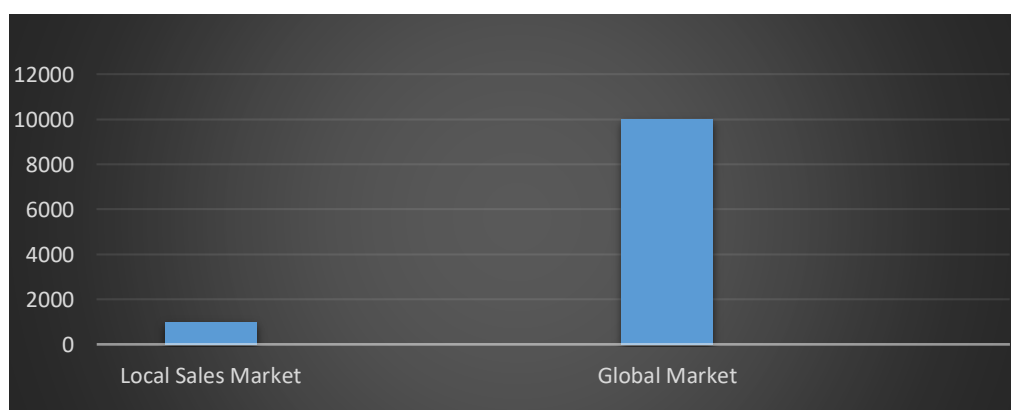
Openness and Transparency Maintenance:

- Transaction transparency ensured by the blockchain technology.
- Honest customer reviews only customers who actually bought an item (with a confirmed transaction) will be able to comment on their customer experience.
- Token holders will get an access to the open source statistics with real time publication of important metrics of business processes and the platform development dynamics: purchases, the number of active stores and visitors, average receipt amount etc. This is the simplest and the most open way to monitor the platform development and forecast the increase of one's bonuses due to CNM holding.
- A platform wide blockchain based Community agency that guarantees transaction transparency across all open offers and no holds any webmaster will be able to see all purchases made through a referral link as recorded by the blockchain.

Security Guarantee:

- Safe purchase system: any customer can get a refund for a low quality item at their sole discretion within 7 days of purchase. This condition is included in each smart contract, and the money for the purchase will be refunded in cryptocurrency using the current exchange rate (through a cryptocurrency exchange platform).

Example correlation of E-Commerce sales market size:



Why do Sellers Need Conterium?

- Low entry

We offer an efficient, simple, and low cost set of tools with a clear interface, loyal client base, all to make your goods available internationally.

- The possibility of entering the international market of consumables

Small scale manufactures may undergo significant structural changes in consequence of growing amount of orders and margin. Higher workload of the basic infrastructure will increase their profitability and allow to expand the production and develop the company. They will also get a competitive advantage in those regions where the sector they work in is developed poorly for some reason or another.

Example correlation of E-Commerce sales market size:

$$28 \times \frac{\text{Average Rate}}{\$2000 \text{ Per Month}} \times 12 \text{ Month} = \$672\,000$$

Small scale producers have a small staff (at the average from three to five people) and limited budgets, and do not have the possibility of fund raising.

They Cannot Spend Half a Million Dollars on Business Expansion

Conterium supplies all the services necessary for expansion, entirely supplanting marketing, sales, communication, support and IT departments. The price is by orders of magnitude lower than the expenses the entrepreneur would incur in case of independent full team building.

50 item	X	50 CNM/Month	X	12 Month	=	30 000 CNM
2 People	X	\$1250 per month	X	12 Month	=	\$30 000

- The main factor which impedes the majority of small scale producers from getting into the international market is a high financial entry barrier. It appears due to the necessity of building additional teams inside the project, whose responsibilities previously were often carried out by other employees (handling of rare (due to small amount) conflicts or formation

of lease contract for a local billboard does not require the employment of additional staff). However, with the company amendment the employees become overloaded and fail to manage the increased amount of problems. At the same time the majority of companies cannot afford fundraising aimed at project development, and this problem stands in the way of business expansion.

Conterium allows companies to solve the issue of noncore activities related to product promotion and to concentrate on the main goal, i.e. efficient increase of production volume and expenditure reduction due to the growing amount.

- 8+ efficient and ready to use tools for successful sales, analysis, and customer feedback:

- ✓ Advanced Customer Analysis Tools

Conterium offers the mechanisms to constantly gather, analyze, and process customer data. The key metrics will allow sellers to promptly adapt to any changes in demand, since Conterium makes tracking customers and adjusting your current business model a simple and elegant experience.

- ✓ Customer Feedback That Works

Conterium offers a set of tools for effective buyer seller communication. The main reason of refusing a purchase is the necessity to see touch the product or, in other words, learn more about its features. Today's customer wants to learn all the ins and outs of their purchase from the manufacturer directly, get involved in creating the unique product tailored to their wants and needs, and receive up to date information about any campaigns and offers straight from the source. Additionally, 30% of all customers prefer to place orders and ask any questions about their future purchase by phone. The integrated telephony allows to receive feedback calls from clients in two clicks, saving and playback of recorded calls, and monitoring of the performance of their call managers. Conterium's customer support tools make it possible to get your customer feedback lines up and running, and increase sales through direct interaction with your clients.

✓ Integrated Marketing Tools

We help our clients attract new customers for increased sales growth through easy to use integration with the largest partner networks, as well as by offering a wide variety of tools to track customer experience in order to make each and every store more client oriented. Furthermore, Conterium is preconfigured to work with many popular advertising platforms. Advertising and promotional expenses are automatically aggregated by our platform, which makes Conterium incredibly useful for entrepreneurs.

- Comprehensive support from the Conterium team

Business owners can always get in touch with the platform developers using our 24/7 support service, while any customer related issues can and will be resolved with the help of Conterium arbitration.

- Items can be sold for cryptocurrency or any fiat currency alike

Sellers receive payment in the currency of their choosing, including cryptocurrency.

- Conterium Community Services

Conterium is a community of helpful people! You can get in touch with the community to request description (with translations), photos and video and text reviews for the items you sell, using the platform's tokens as a reward. Crowdsourcing is the foundation of the Conterium community our flexible system will let sellers choose the exact combination of community services or a full community package for their store. In addition, requesting presentation content for your items will mark them as verified, showing your customers that everything you sell was tested and approved by the likes of them.

- Affiliate Marketing

In addition, we also add an option to earn rewards through spotlighting an item: bloggers, reviewers and other people with an audience can review goods sold through Conterium and earn tokens through referral links for each item bought. According to an in Powered sponsored Nielsen research, more often than not readers put their trust in

reviews, test drives, reviewer articles and opinions of those who already owned and tried the item they want to buy.

The Research Poll Showed That

- ✓ 85% customers decide on a purchase after studying “live” reviews
- ✓ 67% are more likely to buy an item recommended by an expert in the field
- ✓ 69% put their trust into detailed reviews

These figures are more or less accurate for all online sale categories, from beauty products to phones and consumer electronics. And another important note to take from this analysis, customers see reviews published on third party sites as more trustworthy than in store posted reviews.

On the one hand, quality reviews for all items in stores help small scale producers increase their online sales and earn the trust of their customers, on the other hand, there's a great number of video reviewers looking for affiliate offers to develop their channels and boost viewership (since only 3 reviewers out of 100 enjoy marketing revenues of any kind and as much as 50% of viewership traffic). Conterium brings sellers and reviewers together. Reviewers can choose any item available through Conterium and receive it for free in return for a review in this way, things you sell will be deeply integrated into the reviewer's content and way of presentation, increasing your revenue tenfold compared to conventional advertising.

- Guaranteed influx of loyal customers

Offering your goods for purchase using cryptocurrencies and CNM tokens will make your store accessible to a large audience of cryptocurrency holders, and since cryptocurrencies and tokens are somewhat limited in their use, there will be a guaranteed customer base that will seek to exchange them for goods through Conterium.

- Factoring data using platform wide store rating

Conterium will form a platform wide store rating based on a number of factors, such as delivery speed, quality of items and customer reviews. We will be able to use this

rating to supply our clients with the factoring data that will help them eliminate cash deficiency as a problem.

- Loyalty program community builder

We offer sellers a tool for creating loyalty programs by selling their goods at a discount or giving them to the community via Community networks, for example for a review or a video overview. The platform will also provide the presence of world famous bloggers whom the Conterium participants can send product promotions offers to, and the promoted product sales interest.

- Free test of the platform effectiveness

We offer our clients a 90 day free trial. In this period the company can carry out test placements of its products and ascertain the efficiency of the system.

Why do Buyers Need Conterium?

- Buying what you need from anywhere in the world

Our platform will host millions of unique, tailor made items created by small scale manufacturers that you will not be able to buy in any large scale online store.

- Any item can be bought for cryptocurrency or CNM tokens

With minimal fees, while real world currencies still remain relevant and valid.

- Increased cashback when paying with CNM tokens

As well as discounts for purchases made with the tokens.

- Convenient and simple search for the goods you need

Conterium offers an extensive catalog of items sold in stores across the platform with finetuned filters and categories, making finding the things you want to buy a simple experience.

- Guaranteed quality

Conterium isn't just another catchy name: the last two letters, QA, stand for Quality Assurance, and we mean it. We assume the responsibility of ensuring high quality service, and guarantee that the seller will send the buyer the exact item as described and outlined in the product description.

- Protecting customer interests and Conterium arbitration

We guarantee the high quality of items offered through Conterium. If an item is damaged during shipping, the buyer can request arbitration through Conterium and request a full or partial refund (using the current exchange rate for cryptocurrency paid orders) after a review. If the refunded order was paid with CNM tokens, you will be refunded the exact amount of tokens regardless of the current exchange rate.

- Safe and secure smart contract deals

When a transaction has been made, the seller can be sure that the buyer will receive their item(s) when and only when it arrives at the destination. At the very moment that the seller sends the package, the buyer receives a tracking code, which will allow them to track their order real-time. The smart contract ensures that the money goes to the seller's account only after the item has reached its destination. Failing that, the buyer will be eligible for a refund within 7 days.

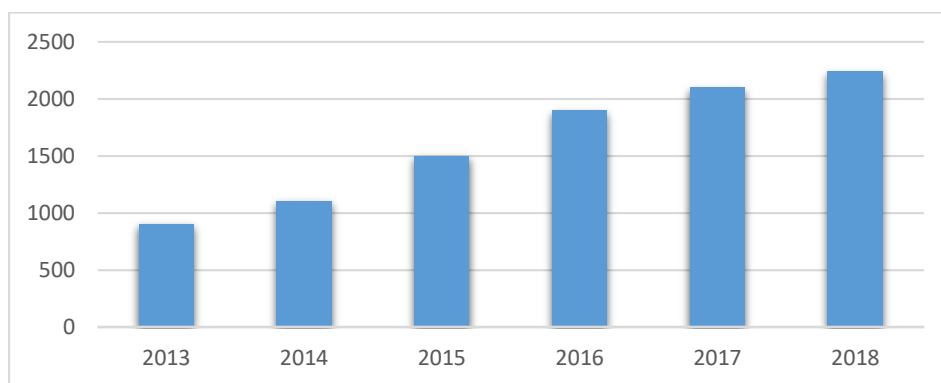
- Honest reviews

The smart contract records the interaction between the buyer and the seller, ensuring all reviews come from people who actually bought the item.

MARKET REVIEW

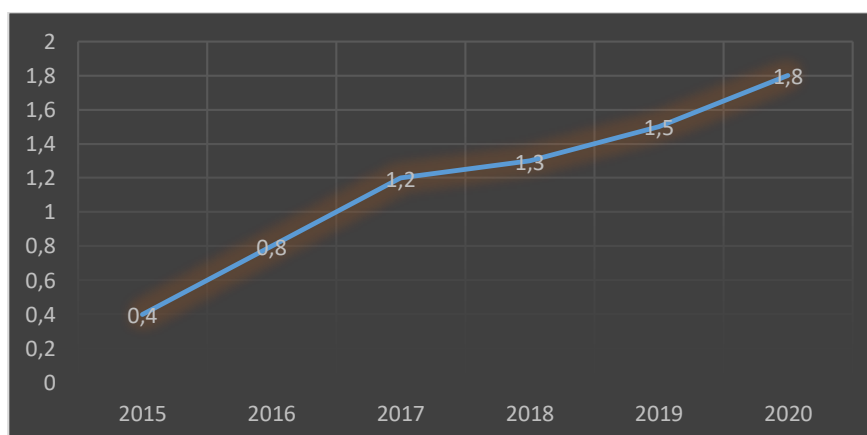
Under conditions of global economic growth, the online retail is gradually capturing its share of the international market of retail and enlarging the number of e-commerce platforms users both among customers and among sellers.

The world e-commerce is getting a boost, with the turnover of \$2.2 trillion expected by 2018. Rate of increase is 20%.



Each year the number of people who regularly shop online keeps growing. According to the Global E-commerce Report marketing study by Nielsen (a company focused on the FMCG industry marketing measurements), the number of online shoppers increases annually by an average of 16% and now it amounts to 1.66 billion worldwide.

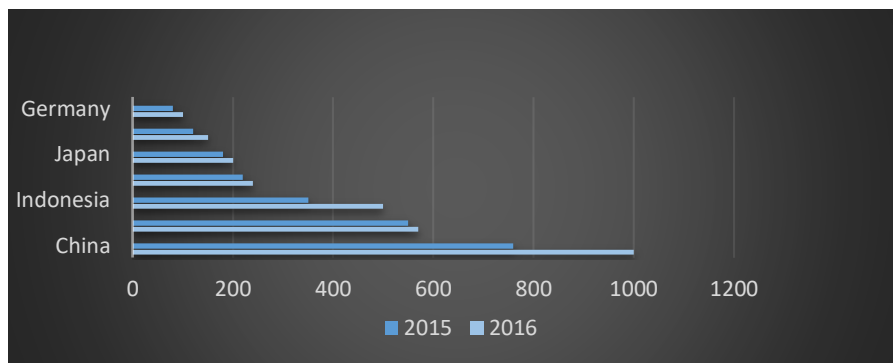
There are more than 1.5 billion customers of online marketplaces in the world:



The volume of the global e-commerce amounts to trillions of dollars annually. The leaders in expenditure are China, USA, Great Britain and Japan.

In view of the consumer demand in the e-commerce field, more and more small and medium companies need the assistance of marketplaces for launching their products to new markets and attracting new clients.

The huge volume of the global market stimulates sellers to enter the international platforms:



Still for the majority of small enterprises the barriers to entry are hardly superable and the marketing budget expenses appear to be an unattainable luxury.

Though online marketplaces have already caught on among sellers it is still expensive for small scale producers to set up a shop there:

- ✓ Blanket fees of the platform and sale charges eat off a considerable part of the sellers' receipts
- ✓ Expenses for the registration and establishment of the enterprise in the country where the platform is located in. The expenses of this kind are typical for Chinese marketplaces
- ✓ Applying other formal procedures necessary for the start of trade
- ✓ Additional fees of the payment systems which marketplace works with (besides acquiring payment systems)
- ✓ Marketing and advertising costs which are necessary for traffic building

Marketplace users have their own preferences and habits, depending on their affiliation to a certain consumer group and on the country of origin.

Note Also Three Main Factors Which Online Shoppers Pay Attention to:

- ✓ 70% of customers named the price as the main criterion for selection of goods in online stores
- ✓ 80% of customers pay attention to the delivery cost and speed
- ✓ 71% of customers take into account sales and promotional offers, when shopping
- ✓ \$1 600 — an average annual expense sum of an online shopper
- ✓ \$648 billion — market capitalization of the most popular e commerce platforms

According to the forecast of the e-marketer research agency, the market share of e-commerce companies in global retail trade is expected to increase and will have reached 15% by 2021. Thus, e-commerce is exhibiting considerable influence on the development of global trade.

According to the study “Unlock the Secrets to Building Your Global Ecommerce Business” conducted by the Payoneer payment system which provide worldwide payments for e commerce market leaders, 41% of the companies presented at more than one platform, get the annual revenue equal to more than \$150 thousand, while only 17% of companies operating at one platform obtain similar results.

According to the sellers, each platform has its own comparative advantages, that is why the companies have to operate at various platforms.

The Main Criteria for Marketplace Selection:

- ✓ Focus on quality products
- ✓ Large amount of traffic
- ✓ Simple and fair rules
- ✓ Support

In the respondents' view, payment security is the most important factor when choosing a payment system. Low rates and payment speed are also quite significant for the sellers.

PLATFORM OPERATION

After the project launch store owners and buyers will get access to the basic functions. The seller will be able to offer their items through the general catalogue dividing them into relevant categories as well as create an autonomous online shop.

The seller can customize a discount system (by percent or value). Once the mandatory fields on the main page (the store name, brief and full descriptions, warranty liabilities, delivery options and return policy, a logo, and a cover) and the catalogue (items with descriptions, prices, and covers) are completed, your store will be available for the first orders.

Quality Assurance is an important part of the Conterium system. That's what the last two letters of our name QA stand for. The buyer places an order through the platform and transfer the payment to a transit account not accessible to either the seller or Conterium. Upon receiving the order the seller supplies the item in question to the special Conterium warehouse, the Quality Assurance Department, where the item is checked for apparent defects, gets repacked and or branded if necessary; there we also take pictures of the item. If the item does not possess the stated features or does not meet the quality requirements, it is returned to the seller. In case of successful verification the item is transferred to the logistics company chosen by the buyer and gets transport damage insurance at the expense of Conterium. During the course of the delivery the buyer can track the item using a tracking code and get notifications via e-mail. The payment for the order is transferred almost immediately the moment the item is delivered because of the smart contract system. Should any problems that are insured events occur during the course of transportation, the buyer and the seller automatically get a refund.

Conterium offers a 24/7 support of both sellers and buyers. Also call can be recorded, which helps to resolve disputes easier and quicker.

Conterium offers three rate plans and each of the three grants particular advantages while using the platform. After the project launch all the stores will be working at the Basic rate (1 CNM per 1 item per 24h). This rate plan includes all the basic functions of the marketplace: an online shop with a catalogue, hosting, discount system and 24/7 customer support. In future we are planning to offer E-commerce (2 CNM per 1 item per 24h) and Premium (3 CNM per 1

item per 24h) rate plans. The E-commerce rate plan will grant access to online card payments while purchasing the Premium rate plan will give the seller convenient communication tools (Voice over IP, chat, callback function and mailout), promotion instruments (enabling advertizing goods), offering items through the Conterium catalogue (it has color, size and price filters which make the search convenient and efficient). The funds spent by the seller during the previous period are calculated on the 1st day of the next month and the said sum in CNM is charged off the seller's account. If there are not enough tokens on the account, they are automatically purchased through the integrated exchange customization program by charging a corresponding sum of money from a bank card.

In compliance with the current e-commerce development trends, payments on Conterium will be made through smart contract deals, which will result in the safest transactions (the seller receives the money only after the item is delivered to its final destination). We will introduce mobile apps for Android and iOS for quick and easy shopping, a multi-currency wallet with the option to pay with cryptocurrency which will make it unnecessary to follow the fiat money rate. It will be possible to make a one-click purchase from any part of the world without any middleman involved.

TOKEN SALE

CNM tokens are issued for internal and external payments of the Conterium system and also are the only payment instrument when you need to pay fees or pay for marketplace services. CNM tokens are deeply integrated into the system to ensure maximum trade flow as the number of agents using the system grows, the value of any cryptocurrency usually increases.

Use CNM Token

- Goods placement fee

Every month of items hosted in the marketplace shall be paid for with CNM tokens by each store. At the moment of the project launch the fee is going to be 10 times lower than placement offered by our competitors and will always remain low because the nominal fee size will decrease with the increase in the CNM tokens rate.

However, a user does not have to have any tokens or be an expert on cryptocurrency exchange they can pay the fee using their bank card or a payment service, and the platform will automatically buy tokens with this money and will pay the fee. The absolute purchase of CNM tokens every time a customer uses the platform is extremely important, because it ensures quotes liquidity for CNM First Purchasers and permanent demand for tokens on the part of stores, which is the basic principle of the increase in token quotes.

There will also be demand on the part of buyers as numerous stores will offer a bigger cash back and special prices to their clients that pay for goods with CNM tokens.

However, this system won't show considerable surplus as the buyers will be expectedly using earned CNM tokens in fiat money transactions with their contractors. Therefore, this method will raise the liquidity for CNM First Purchasers but the influence on the market rate will be insignificant.

- Promotion services

Conterium will offer online shops a wide range of services (prioritizing in search results, rating systems and appearance on the main page) allowing to attract more buyers. All these services can be paid for with CNM tokens.

- Referral programs and rewards

The platform members will be able to additionally earn CNM tokens by taking part in referral programs and getting awards for Community offers.

- Internal transactions of the members

To make promotion of goods in the global market more convenient we will create an integrated freelance exchange where you will be able to get services of localization, prepared items description, photos and videos at a fixed price. Besides, the payments are made with CNM tokens and no fee is charged. If the payment is made outside the platform, the members will lose their opportunity to resolve potential disputes in Conterium arbitration, as well as price and quality guarantee.

- Making purchases in Conterium stores using CNM tokens

Purchasing goods through the platform with tokens, the buyer can count on a bigger cash back and better offers. It's important to mention that all the transactions in cryptocurrency will be seen in the blockchain. By paying for an item using the platform, the buyer gets an additional protection of the transaction because of the smart contracts and the Conterium warranty.

Consequently, to carry out a deal outside the platform is less profitable for both of the parties, as they get a number of advantages when using the system.

- Payment service for external stores

Any external store can start using the CNM tokens payment system and count on increasing buyers' demand, service of the highest quality and system guarantees.

NAME TOKEN	CONTERIUM
TOKEN TICKER	CNM
START TOKEN SALE	4 th June 2018
END TOKEN SALE	30 th September 2018
TOKEN SALE OPEN PRICE	\$0.02
TOTAL SUPPLY	500 000 000 CNM
SOFT CAP	\$5 000 000
HARD CAP	\$30 000 000

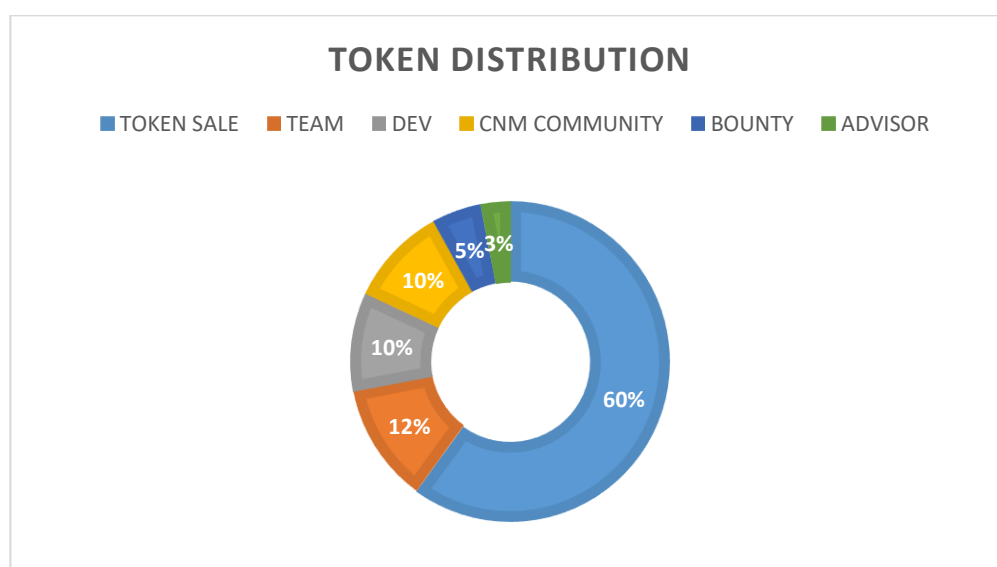
Token Sale has two main goals:

- ✓ Adoption of CNM token
- ✓ Raising funds for developing and promoting the Conterium platform

The distribution will be carried out through a smart contract. Raised funds will be used to launch the platform, integrate the token and finance promotion and marketing. Depending on the raised sum, we can execute our project on different levels.

The Token Sale Run Ends when the Hard Cap Threshold is Reached

12% of emission is reserved for the team and partners, a share will be 5% each and will be unlocked as the project reaches the following token capitalization levels: Token Sale campaign end, \$100M, \$250M, \$500M, \$1000M. The process will be Escrow controlled. As a result, it brings the CNM value interests of Token holders and the team together.



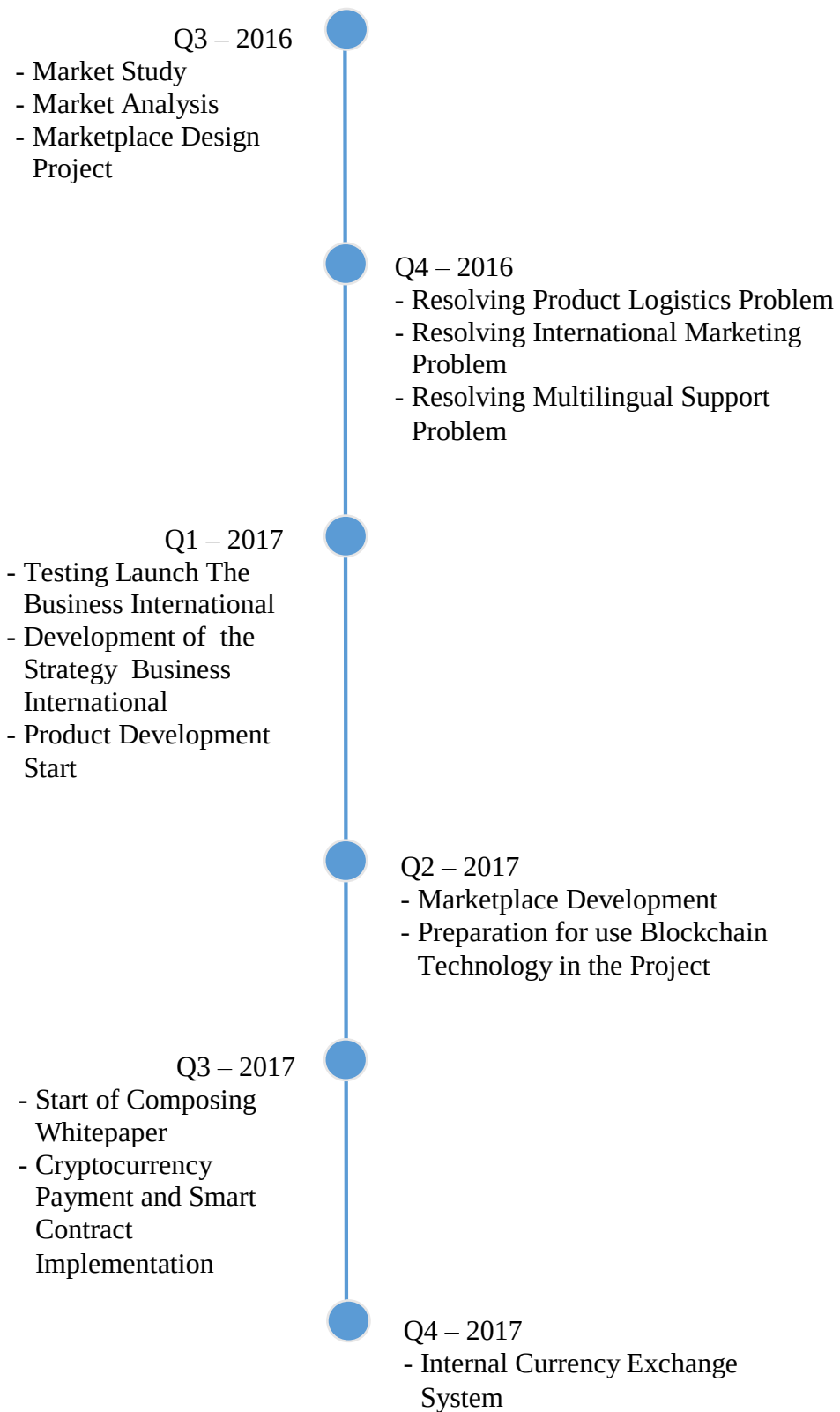
- 10% Development fund
- 10% CNM First Purchase
- 12% Team
- 5% Bounty rewards
- 3% Advisor
- 60% Token Sale

After the Token Sale run all the further centralized token distributions will be carried out at the expense of the fund which is replenished with fee payments. The price will be determined according to the market quotes. Also, it will be taken into account that additional sale creates oversupply and therefore the risk of the decrease in market quotes. The distribution method must completely mitigate this risk in order to protect the rights of the CNM First Purchasers (for example, through distributing the tokens over a longer period of time).

Token Sale Price



ROAD MAP





TEAM & ADVISOR



ALEX YANG, *CEO*
CEO Conterium, Head of LAZADA (an Alibaba Company)



ALTAIR SAUF, *CO-FOUNDER*
Architect & Entrepreneur with over 50 successful project and patents.



CHAUNG WANG, *CTO*
Product Development Blockchain



LUKE PONOMAREV, *CTO*
Ethereum Smart Contract Development



ALBERT LEI SUN, *CMO*
Head Marketing Over 15 Years of Experience (EX
SAMSUNG MOBILE, EX EBAY)



SANDRA BOHM, *Costumers Service Director*



GRANIT SIRANKO, *Product Development*
Head Google Product Development



RODRIGO LIMA SANTOS, *Project Director*



FELIX OLEKOV, *Advisor*



GEORGE GREEN BARRET, *Advisor*



TIMO ANGELO CABAREZ, *Advisor*



KEVIN LUCAS DARMIAN, *Advisor*



LILY LIU LIN, *Advisor*



JOSEPH ESCOBAR, *Advisor*



DIMITRI OLEGUROV, *Advisor*



FRANC LIN MI, *Advisor*