



**FORTFC**

# WHITEPAPER

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**UNIQUE CRYPTOLIQUIDITY  
AGGREGATOR**

Latest update on 15 January 2018

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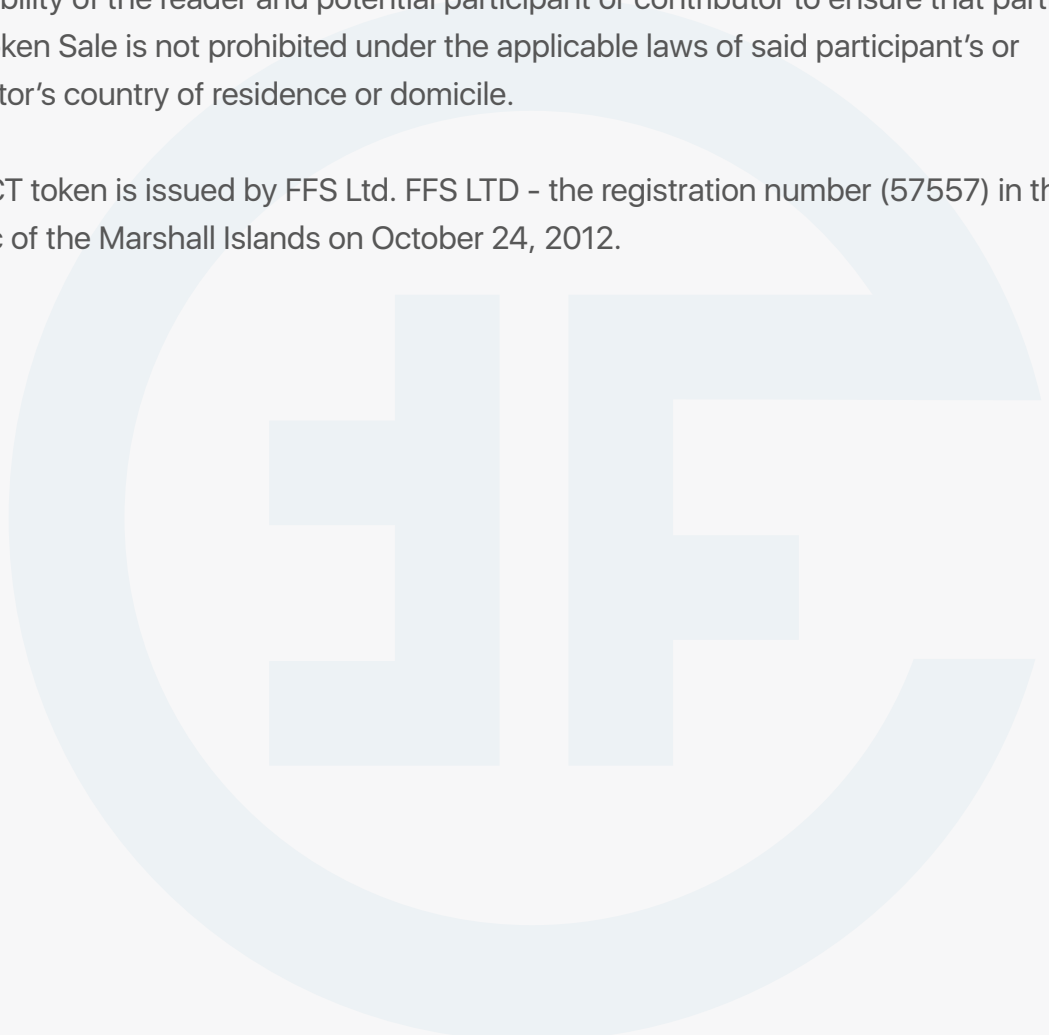
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## Disclaimer

The given **White Paper** document has been formulated to present the **FortFC** project to potential participants of the platform and those interested in contributing to its development. The information set out below may not be exhaustive and does not imply any contractual relationship. Its sole purpose is to provide information to potential Token holders, so they may determine whether they are willing to analyze the company with the intent of acquiring **FortFC** Tokens. No part of the given **White Paper** shall be deemed to constitute a prospectus or a solicitation for contribution, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. The given document is not composed in accordance with, nor subject to, any laws or regulations of any jurisdiction aimed at protecting contributors. Certain statements, estimates, and financial information contained in the given **White Paper** constitutes forward-looking statements. Such forward-looking statements or information deem risks and uncertainties, which may cause actual events or results to differ materially from the estimates or results implied or expressed in such forward-looking statements. The given English language **White Paper** is the primary and sole official source of information about the **FortFC** project and its Token launch. The information contained herein may be translated into other languages or used for establishing written or verbal communication channels with potential partners or contributors of the project. As a result of translation, some information contained herein may be omitted, corrupted, or misrepresented. In the event of inconsistencies between any translations or communications and the given official English language **White Paper**, the provisions of the given English language original document shall hold primary status and prevail. **FortFC** reserves the right to introduce changes to the given **White Paper**. In the case of a difference or differences between the versions of the document, the latest version of the White Paper published on the <https://www.fortfc.com> website shall prevail, and all previously published versions are considered to be invalid in all their iterations and representations. **FortFC** prohibits users of the platform to avoid capital controls of any kind and does not allow them to conduct contributions in foreign assets of any manner. The information contained in this **Whitepaper** and on <https://www.fortfc.com> are of descriptive nature only, are not binding and do not form part of the terms and conditions of the Token generation event (hereinafter known as the "Terms"). In particular, you should be advised that the purchase of **FortFC** Tokens may involve high risks. Please refer to the risks section in the Terms for more information. Before purchasing any **FortFC** Tokens, please ensure you are capable of offering official representation and warranties, specified in the respective sections of the Terms. Any distribution, public or otherwise, of the given document and the offer and/or sale of **FortFC** Tokens may be restricted by law in some jurisdictions. Failure to comply with any restrictions could result in a violation of the law.

At the moment, **FortFC** Tokens have not been registered under the U.S. Securities Act of 1933 (hereinafter the "Securities Act"), or with any regulatory authority of securities of any state or other jurisdiction in the territory of the United States. **FortFC** Tokens shall not and cannot be offered to, purchased by or sold to, on the account of or for the benefit of, any green card holder of the United States or any US citizen or permanent resident of the United States (tax or otherwise), or to an individual having a primary residence or domicile in the United States (tax or otherwise), including Puerto Rico, the U.S. Virgin Islands or any other territory or possession of the United States. We do not and cannot provide guarantees and disclaim any liability that the above-mentioned conditions shall be fulfilled. It is the sole responsibility of the reader and potential participant or contributor to ensure that participation in the Token Sale is not prohibited under the applicable laws of said participant's or contributor's country of residence or domicile.

The FCCT token is issued by FFS Ltd. FFS LTD - the registration number (57557) in the Republic of the Marshall Islands on October 24, 2012.



# FortFC project history

FortFC (Fort Financial Crypto Services) is a project of the FFS international financial holding, which includes



## FFS: The Parent Company

FFS company was incorporated with the registration number (57557) in the Republic of the Marshall Islands on 24 October 2012.

## FortFS (Fort Financial Services)

International financial brokerage license IFSC/60/256/TS/17, registration no. 126.489 (Belize), established in 2010 as TradeFort (One Vector Group Inc.). After rebranding, in 2013 the name was changed to Fort Financial Services Ltd.

## ERA TODAY

A Cyprus-based company with the registration number HE 378334, ERA TODAY develops software solutions for financial organizations, including the FortFS broker. It automates portfolio-management processes for professional participants of the securities market and integrates modern payment systems with the routing of payment documents.

## ERA TECHNOLOGY

Registered in the jurisdiction of Antigua and Barbuda in 2016 with the registration number IBC 16822, the company develops and implements new products for the FortFS broker, maintains and improves the IT infrastructure of the FFS holding company, and conducts applied research in the field of IT development in the crypto industry.

## FortFC (Fort Financial Crypto Services)

Integrated liquidity provider (LP) for all conversion and trading operations with cryptocurrencies.

The parent company FFS manages all projects and provides financing, business plans, sales targets, business strategy, legal support and guidelines for every company within the group in order to accumulate all the resources efficiently and to achieve commercial goals of the holding.

ERA TECHNOLOGY is established in order to reduce the costs and to provide tailored IT solutions for every company within the holding. The main goal of this company is to develop and maintain technical infrastructure for retail brokerage company FortFS and liquidity provider on cryptocurrency market FortFC.

However, IT solutions for the financial transactions as well as the routing of the payment documents for FortFS and FortFC are provided by the European company ERA TODAY.

The abovementioned structure, which demonstrates the segregation of tasks among the holding's companies, allows to perform the efficient tax planning, reduce costs of IT solutions development and maintenance and to diversify the financial and human resources in different jurisdictions. This combination significantly reduces the costs, business risks and boost positive cash flow for our projects.

**The FCCT token is issued by FFS Ltd, and is not related to the brokerage company Fort Financial Services Ltd, and will not in any way affect the clients of the brokerage company Fort Financial Services Ltd. All tokens holders will receive privileges as part of collaborating with Fort Financial Crypto.**

## What cryptocurrency problems does FortFC solve?

The cryptocurrency market is rapidly growing. According to CoinMarketCap (<http://coinmarketcap.com>), the total market capitalization in early 2018 exceeded 572 billion USD. This is an increase of more than 3200% over last year. According to *Ronnie Moas*, analyst and founder of Standpoint Research, by the end of 2020 the price of a bitcoin will reach 15,000.00 to 20,000.00 USD, and the total market capitalization of cryptocurrency will grow from 161 billion (as of today) to 2000 billion USD in the next decade.

Cryptocurrency is a topic currently covered in the media, debated in governments around the world, and even the subject of films. World leaders know the potential of blockchain and the cryptocurrency market in development of various sectors of the economy.



Despite the rapid development of cryptocurrency, the only source of pricing and liquidity right now is crypto-exchange markets. The crypto exchanges themselves currently act as brokers, exchange houses, exchangers and liquidity providers.

For example, if someone has a bank account in US dollars and wants to exchange them for Bitcoin or Ethereum, they cannot do it through their bank. An investor often can't quickly sell cryptocurrencies and fix a profit in USD or other currencies, since the demand and supply even on a particular exchange cannot be balanced and it is not always possible to exchange the necessary currency at the right price.



It is also impossible to open a bank account in one of the cryptocurrencies and convert it freely between the accounts, exchange it for other cryptocurrencies or, for example, for US dollars. Not only is this inconvenient and leads to additional transaction costs, but it also increases the risks of operations in cryptocurrencies.

These problems are relevant not only for individuals wishing to buy or sell cryptocurrency for their personal needs, but also for investment crypto funds, crypto brokers, crypto banks, exchangers, etc. Everyone in the crypto market is interested in having a single balanced and fair price for each of the cryptocurrencies and, most importantly, deep liquidity. Which means that, regardless of the market situation, it is more profitable to be able to buy, sell or exchange any amount of cryptocurrency at the best market price with minimal commission costs.

Consequently, we will single out a number of relevant problems of cryptocurrencies:



Imbalance of demand and supply inside a particular cryptoexchange as well as in frames of several cryptoexchanges.



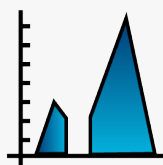
Wide scatter of prices for the same cryptocurrency depending on its volume as well as the price difference between different exchanges at particular moment.



Each connection to a new exchange requires additional investments as well as it requires passing of labour-intensive compliance procedure and technical support of stable connection to trading.



Absence of a trusted, easy-in-use and unified trading platform to perform cryptocurrency trading on all exchanges using the same conditions and fees.



Unstable liquidity, particularly during the important news publication often makes it impossible to immediately sell or buy a required cryptocurrency volume.



Absence of stable FIX connection to the majority of crypto exchanges.

**Since 9 November 2017, FortFS is providing its clients the opportunity to trade in leading cryptocurrencies: Bitcoin, BitcoinCash, Ethereum, Litecoin, Ripple, and Dashcoin.**

FortFS has revealed an acute need for a high-grade and high-quality-service LP (Liquidity Provider) capable of fully meeting these demands now and in the future. Due to this demand, the holding parent company - FFS Ltd. has initiated the FortFC project.

**FortFC will solve all the above tasks and is already available to stakeholders in version 1.0!**

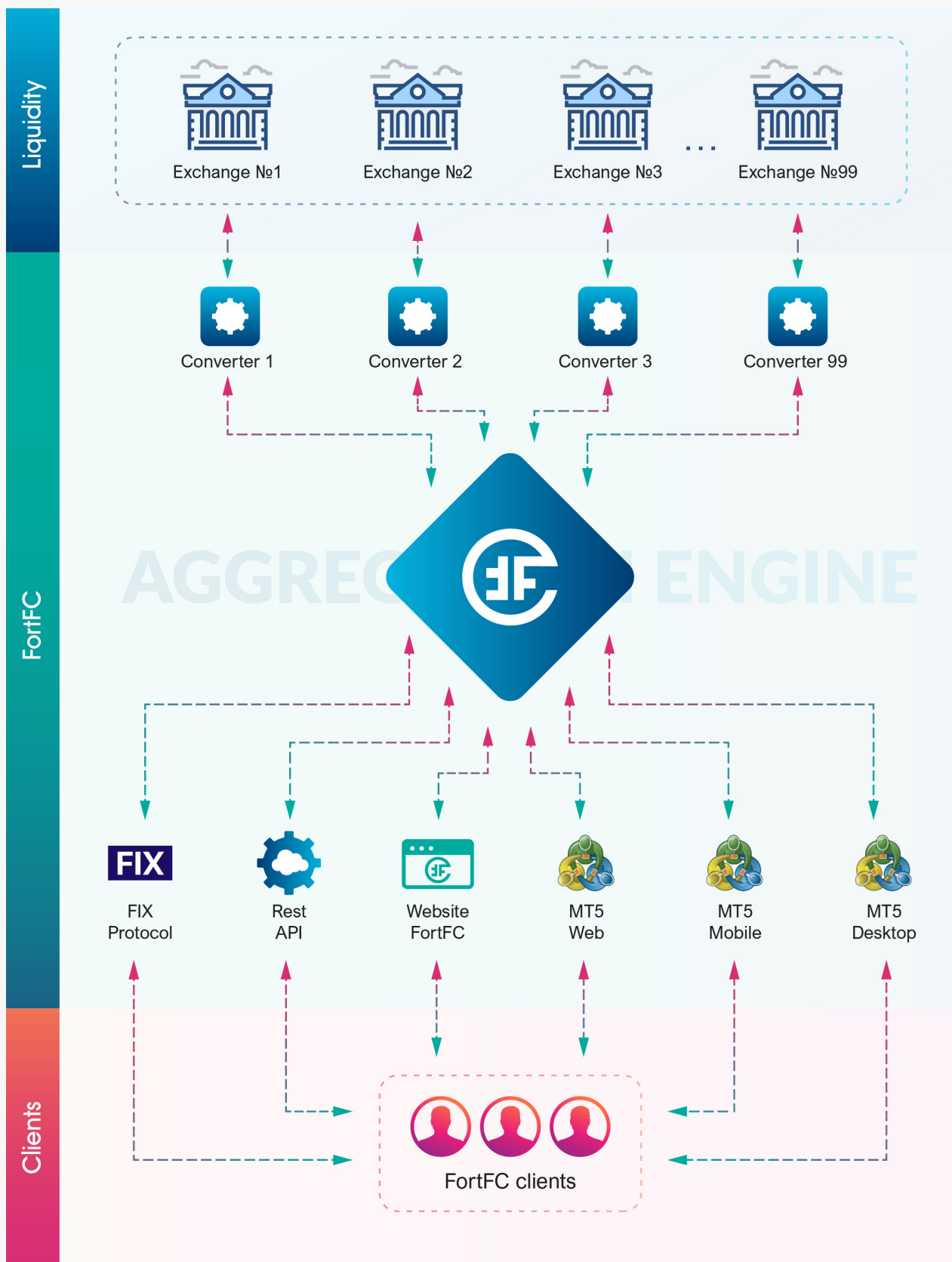
To learn more about it, please go to [https://www.fortfs.com/en/conditions/trading\\_platforms/metatrader5](https://www.fortfs.com/en/conditions/trading_platforms/metatrader5), install the terminal, and open a demo account. You can immediately begin trading the main cryptocurrency pairs. The platform is already working as part of the FortFS broker, which currently provides margin trading in cryptocurrency to a wide range of customers. To do this, the current liquidity of FortFC is used, aggregated from two previously connected cryptocurrency exchanges (Poloniex and Bitstamp). After the ICO, FortFC will continue to connect additional exchanges such as *Bittrex, Bitfinex, CoinbasePro, Binance, HitBTC, IDAX, Huobi, OKEx* and place deposits to enable all the features and services in the company's plans and described in this document.

**FortFC has been successfully providing services to the FortFS broker in this version of liquidity aggregator 1.0 since 12 January 2018. Since January 2018, FortFC has connected three corporate clients to the service with a turnover of 6,000,000.00 USD and 2,000 private customers with a turnover of 4,500,000.00 USD.**

FortFC is in the process of developing an end-to-end FIX protocol for connecting to the MT5 platform and conducting trading operations, including for HFT (High Frequency Trading) systems. More detailed information regarding our product is available at [Technical Page](#). All positions will directly go into the Aggregation engine (MT5 Server), which is the core of the FortFC system and the central liquidity aggregator.

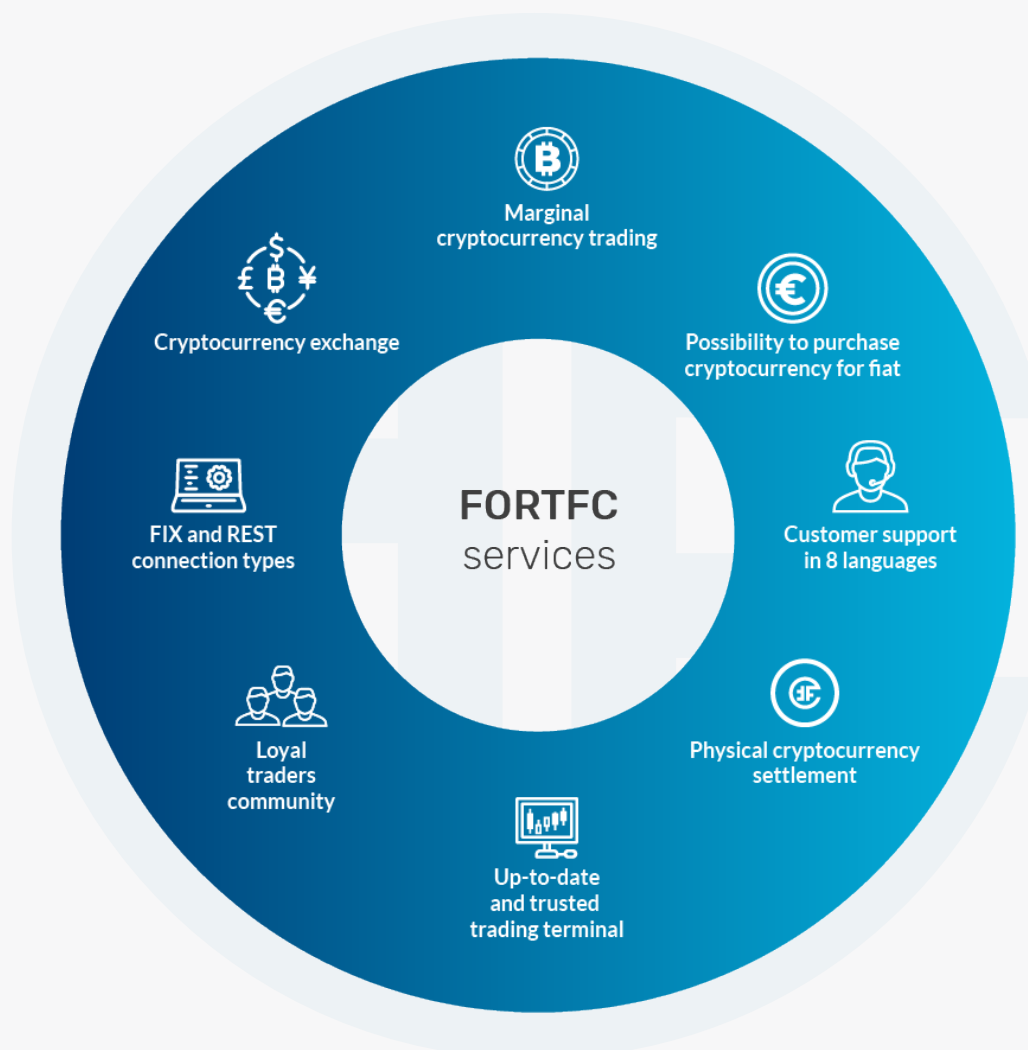


# How does FortFC work?



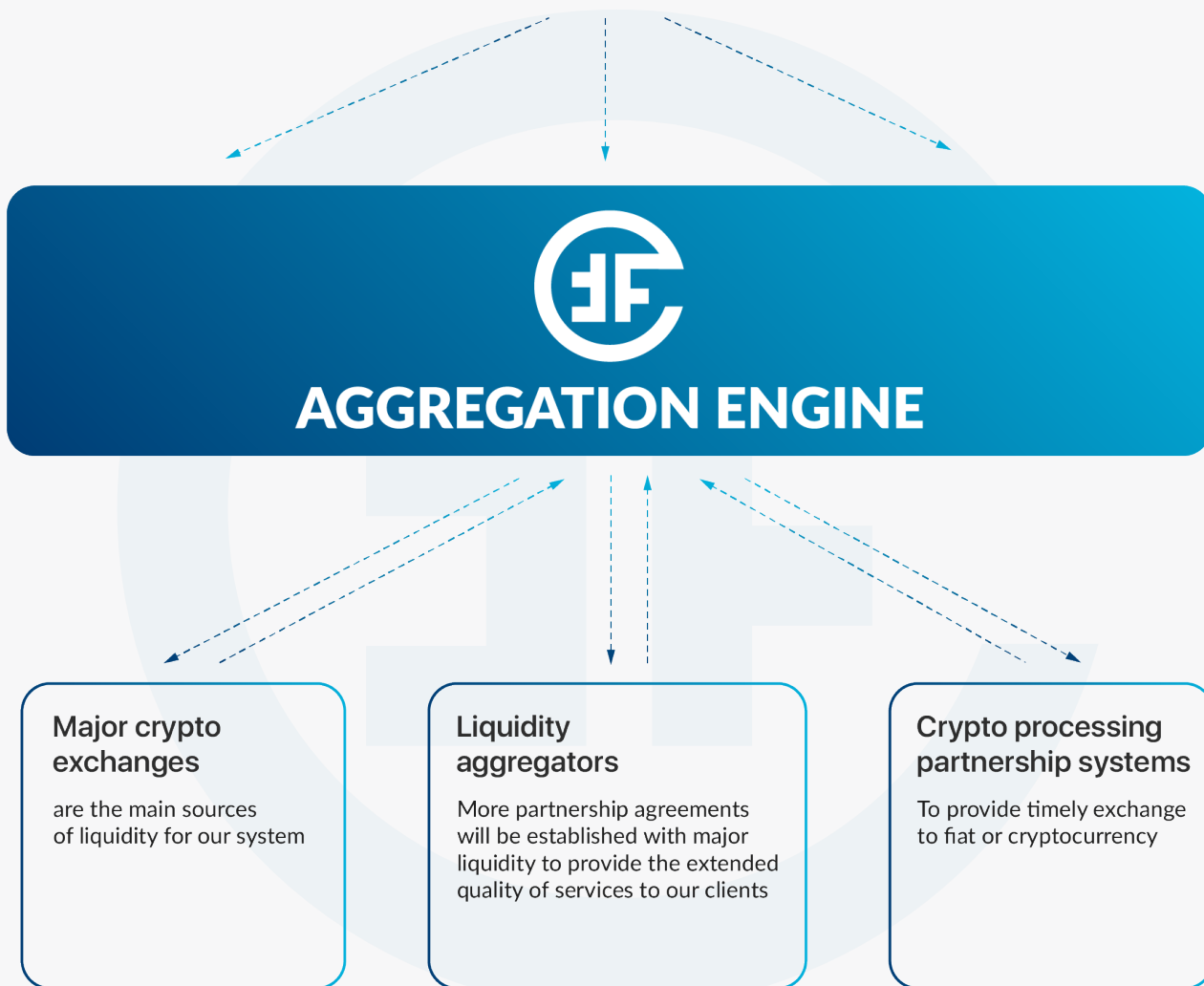
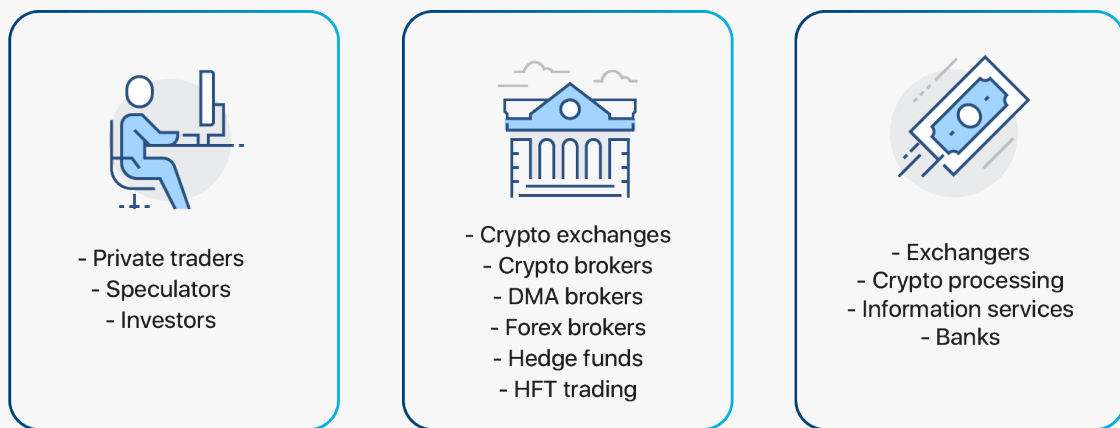
FortFC provides smooth deep liquidity at the current market price for the three main segments of the cryptocurrency market:

- 1. Exchanging cryptocurrency for fiat through exchanges with physical delivery**
- 2. Exchanging one cryptocurrency for another**
- 3. Crypto brokerage (margin trading in cryptocurrency)**



To ensure high-quality and continuous operations, partner agreements will be established with large cryptocurrency exchanges, which will act as the main source of liquidity for FortFC customers and will provide FortFC customers with even more favorable trading conditions.

In the future, as the pool of liquidity increases and new cryptocurrency exchanges are connected, the need for third-party aggregators will disappear and FortFC will concentrate on effectively managing its own netto position using the available liquidity depth from the exchanges that are already connected.



FortFC customers will be able to use two methods of trading simultaneously using one trading terminal:

- A trader can trade instantly and at the best price out of all the liquidity sources that FortFC aggregates. This method is great for those who just want to trade under the best conditions of the company and not be distracted by analyzing prices from various crypto exchanges.

- The second method is more suitable for those with experience in the market. FortFC will broadcast unabridged quotes for available contracts separately, from each of the connected exchanges. Thus, the client can benefit from the difference in prices on different exchanges with the help of FortFC. For example, they can buy Bitcoin for Ethereum on crypto exchange A and immediately sell it on crypto exchange B. FortFC will ensure these trading operations by its own predepositing funds on connected exchanges and conduct the appropriate transactions between trading platforms.

## It is always possible to freely combine these trading methods inside FortFC.

All FortFC customers receive:

**1**

Convenient and trusted MT5 terminal

The trading terminal that is already used by number of the major international brokers for years.

**2**

iPhone, Android, Desktop and Web

Official and secure iPhone and Android apps, as well as Desktop and Web versions of terminal.

**3**

Fully-functional FIX protocol

Stable FIX protocol for direct connection to FortFC liquidity core.

**4**

Robotized trading

Robots with a convenient API and a big number of ready-to-use expert advisors and indicators.

**5**

Robot developers community

Huge community of developers and organized market of trusted solutions of developing and testing of strategies.

**6**

Multifunctional charts in the terminal

Possibility to use trading indicators and different scripts directly on the charts.

**7**

Wide range of trading opportunities

Aggregated liquidity for the instruments or trading a contract from a particular exchange using the same terminal.

**8**

Arbitrage trading is allowed

A possibility to officially use the arbitrage strategy in the trading terminal.

**9**

Low spreads and fees

Low spreads and fees due to big number of connected exchanges and wide range of FortFC aggregation possibilities.

**10**

Professional customer support

Our team consists of world-class professionals, offers support in 8 languages and proceeds the requests faster than many other exchanges.

**11**

Comfortable ways of depositing withdrawing

Possibility to deposit and withdraw in any cryptocurrency or fiat using exchange rates and without any fees that are usually charged by exchangers.

**12**

Wide selection of trading contracts

Wide list of contracts available in the trading terminal ranging from top cryptocurrencies and up to new tokens of the young and promising projects.

## Comparative competitors analysis

Before we embarked our project on, we seriously analyzed similar services provided by our competitors: B2broker, FX-edge, Liqnet and Blockfills.

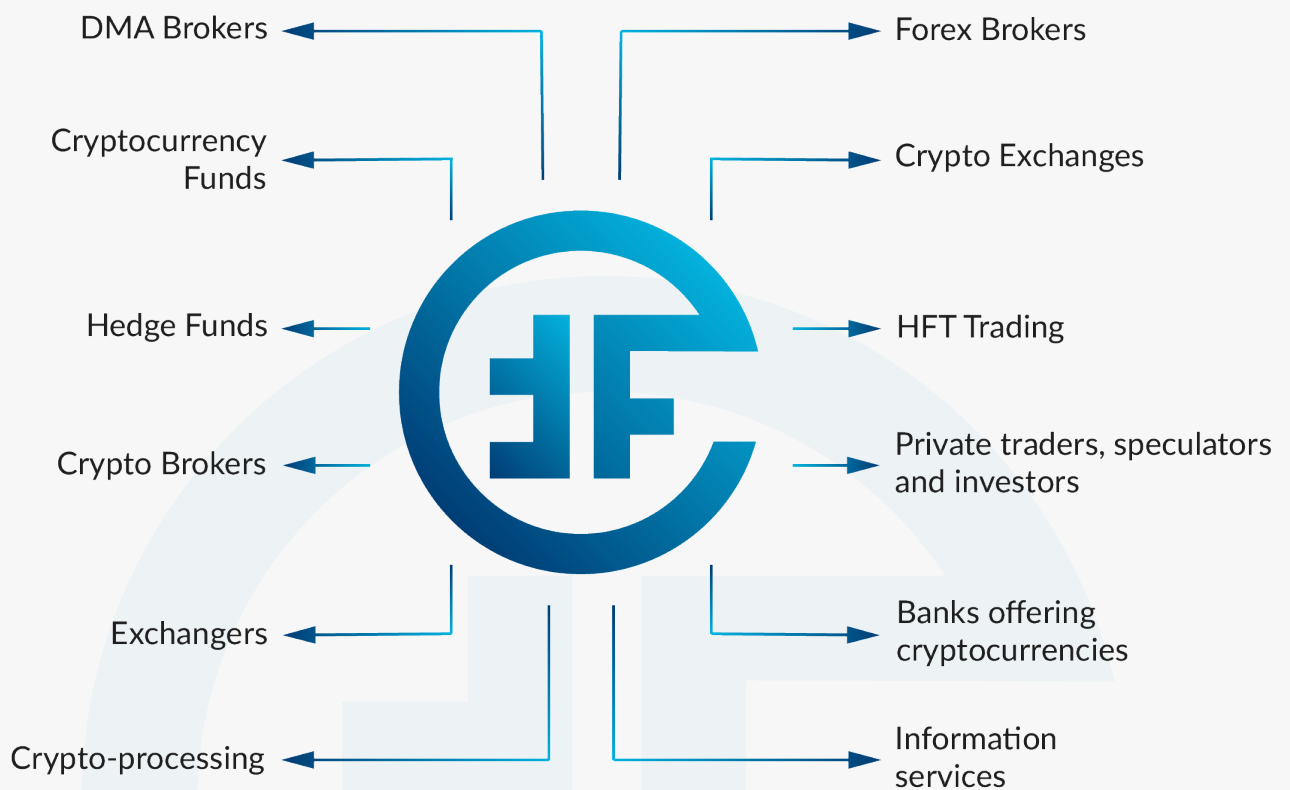
	FortFC	B2broker	FX-edge	Liqnet	Blockfills
Experience (years)	8	1	4	1	1
License	IFSC	CySec	No	No	No
Client's base at the project launch	100 000	No	Yes	No	No
Arbitrage	+	+/-	-	+	-
HF trading	+	+/-	-	-	-
Token exchange on the website	+	-	-	-	+
Lifelong discount for ICO investors	+	-	-	-	-

As we can see in the table above, FortFC has the biggest professional experience, operates with international brokerage license, provides the most comprehensive set of services and has the strong competitive advantage over other similar products on the cryptocurrency market.

### Who is in need of the services provided by FortFC?

- Crypto exchanges
- Crypto brokers
- Crypto banks
- Stockbrokers offering clients margin trading in cryptocurrencies
- Direct Market Access (DMA) brokers
- FOREX brokers
- Hedge Funds
- Exchangers
- Online services that accept payments in cryptocurrencies
- Private traders

## FORTFC services are in demand among



Traders get a convenient terminal with an easy-to-understand and functional API, the FIX protocol connected to the trading platform, transparent trading conditions, customer support, and a wide range of ways to deposit and withdraw funds.

Crypto brokers, exchangers, investment funds, etc., get a convenient terminal with a clear and functional API, a FIX/REST connection, a choice of Fill-Or-Kill (FOK) or Immediate-Or-Cancel (IOC) orders modes for big volume transactions, deep liquidity/depth of market from different crypto exchanges, high-speed performance, a crypto currency basket, and effective risk-management tools. More detailed information regarding our product is available at [Technical Page](#).

This extensive and flexible set of exclusive services gives FortFC, as the first global liquidity provider in the cryptocurrency market, a strong competitive advantage.

# Forecast for the FortFC token in prospective market growth

Based on the calculations, even with the most conservatively predicted number of connections to the innovative service of FortFC, the organic demand for the tokens is turning out to be 24,226,891.70 EUR. Consequently, due to the deficit that has been created, the demand for a token by FortFC customers will not make it unprofitable. More information can be found in the Business Plan section with detailed calculations.

We base our prediction of the increase in the cost of FortFC token on six factors:

1. FortFC tokens are freely accepted as a payment for the company's services with a progressive discount. When paying with tokens, customers get discounts for the following:

- liquidity
- paying trade commissions
- paying monthly fees
- paying for services for creating and setting up a risk management system (A/B books)
- paying commissions for listing third-party tokens

This list of services may be expanded as FortFC develops.

Payment for the company's services with a token in 2018/2019, will be provided with a discount of 15%

Payment for the company's services with a token in 2020, will be provided with a discount of 20%

Payment for the company's services with a token in 2021, will be provided with a discount of 25%

Payment for the company's services with a token in 2022, will be provided with a discount of 30%

Payment for the company's services with a token in 2023, will be provided with a discount of 35%

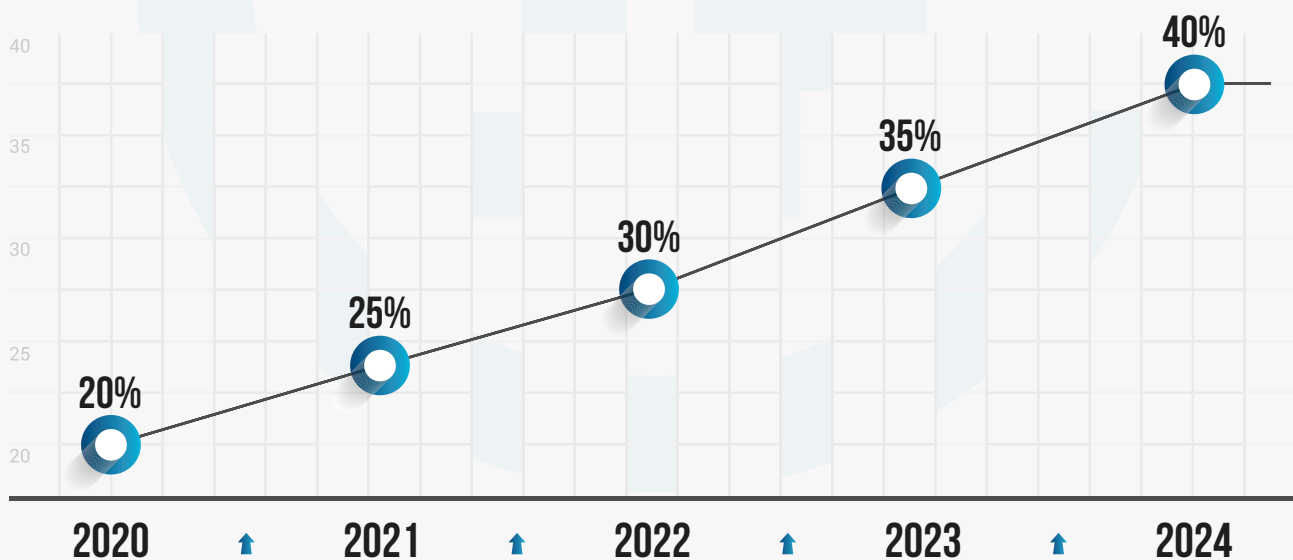
Starting from 2024 and beyond, the discount will be 40%

This discount system assumes a smooth and constant increase of interest in FortFC tokens purchasing.

2. At the end of the ICO, the tokens will be immediately added to Aggregation Engine MT5, where FortFC customers can immediately begin trading them. This will ensure the initial liquidity and enable the quick purchase and sale of tokens, including the possibility of trading at a price much higher than the final price of the token in the ICO process.

The intrinsic value of the tokens is also supported by the fact that all transactions with FortFC tokens through the company's trading terminals are performed without commissions, unlike, for example, transactions with tokens through exchanges. The company does not charge commissions for the deposit or withdrawal of tokens from the accounts of customers or investors in FortFC trading terminals

3. At the end of the ICO, the tokens will be placed, in addition to the internal exchange of the FortFC aggregator, in the listings of several popular exchanges. After the end of the ICO, the exchanges will be selected from those whose liquidity and trading volumes will meet the project requirements and the wishes of the company's customers. The legal basis of the token is specially designed to ensure its unhindered placement on most cryptocurrency exchanges based on the current legal requirements. The forecast demand for the token is determined by the high demand for the already functioning services of FortFC, which is expected to be stimulated by increased interest from the cryptocurrency exchanges and thus the fastest placement in the listings is expected.



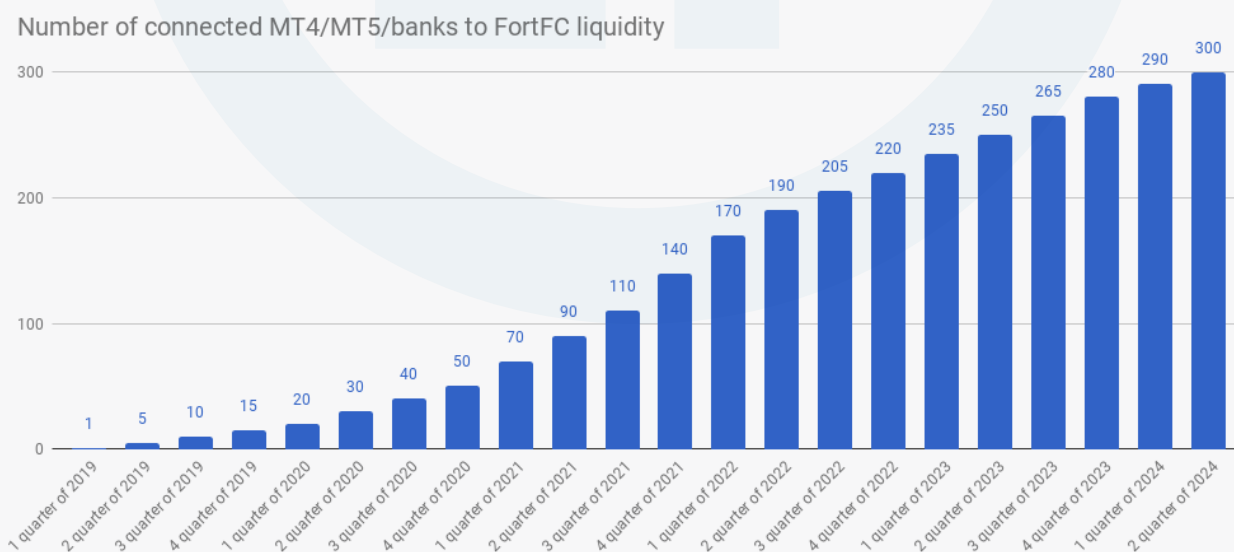
4. The core of FortFC is the well-known, reliable, and popular MetaTrader5 (MT5) trading Platform developed by *MetaQuotes Software Corp. Platform* was officially released on 1 June 2010. It is now being used successfully by several hundred brokerage companies serving millions of customers. The versatility of the MT5 platform has been confirmed by many authoritative resources, including <https://www.linkedin.com/pulse/metatrader-5-one-platform-many-markets-metafintech-l-l-c/> and <https://www.linkedin.com/pulse/metatrader-5-new-unsullied-king-retail-trading-platforms-l-l-c/>.

FortFC already offers all popular cryptocurrencies for trading in MT5 as well as will constantly add new tokens of the promising ICO projects. Adding new tokens in terminals will increase the company's liquidity, turnover, and revenue. MT5 professional trading platform allows one to easily work with tens of thousands of trading instruments simultaneously.

MetaTrader5 platform has become popular among traders around the world, so the number of brokers, banks, funds, and other financial institutions that use it is constantly growing.

More than 170 brokers use MT5, and the annual growth of brokers based on MT5 is over 100 companies per year <https://www.metaquotes.net/en/company/news/5039>. MetaQuotes is making significant efforts to popularize its new trading terminal. However, to push sales of MT5, the sales of MT4 server licenses (the previous version of the platform) to current and new brokers was suspended in 2018.

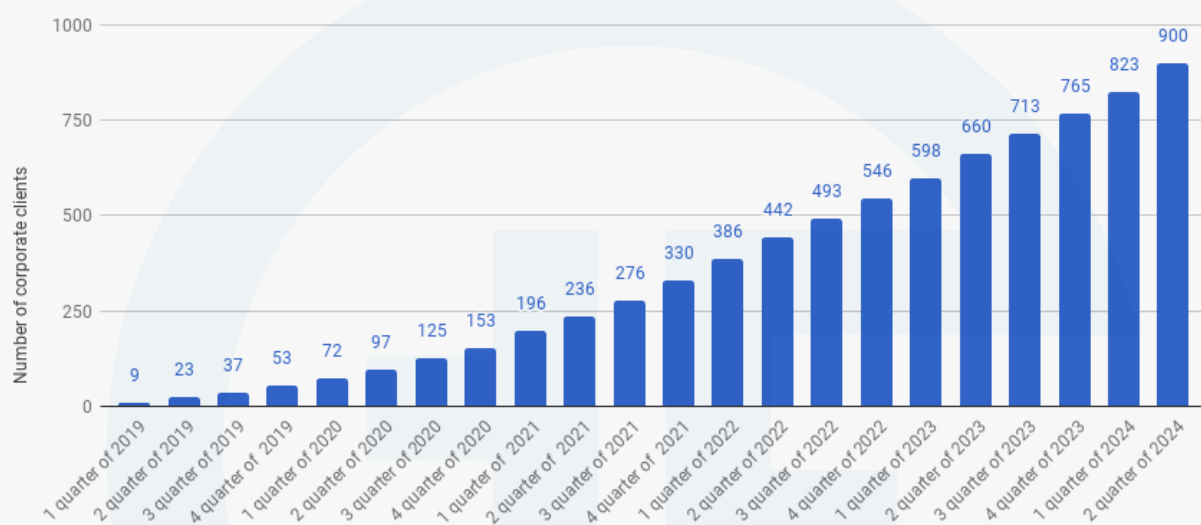
Expected growth of brokers and banks using FortFC cryptocurrency liquidity:



All FortFC services for brokers, banks, funds, etc., are already available in the MT5 platform, that is being used by 20% of all their customers. More detailed information regarding the calculations can be obtained via *Business Model* of our project. Therefore, our current and potential customers do not need to buy or pay for a connection to any specialized platforms for trading cryptocurrencies.

Consequently, the FortFC corporate client base will grow by no less than *50 active clients* per year.

Number of corporate clients



In addition to our corporate clients, FortFC also works with individuals who trade with cryptocurrencies. The MetaQuotes trading terminal used by FortFC has become very popular in the world of trading. *95% of traders* from all over the world can easily connect to FortFC using a familiar tool for online trading. Desktop, Web, and mobile versions of terminals, which are standard for the trading platform, will be available to all FortFC clients <https://www.metaquotes.net/en/company/news/3968>.

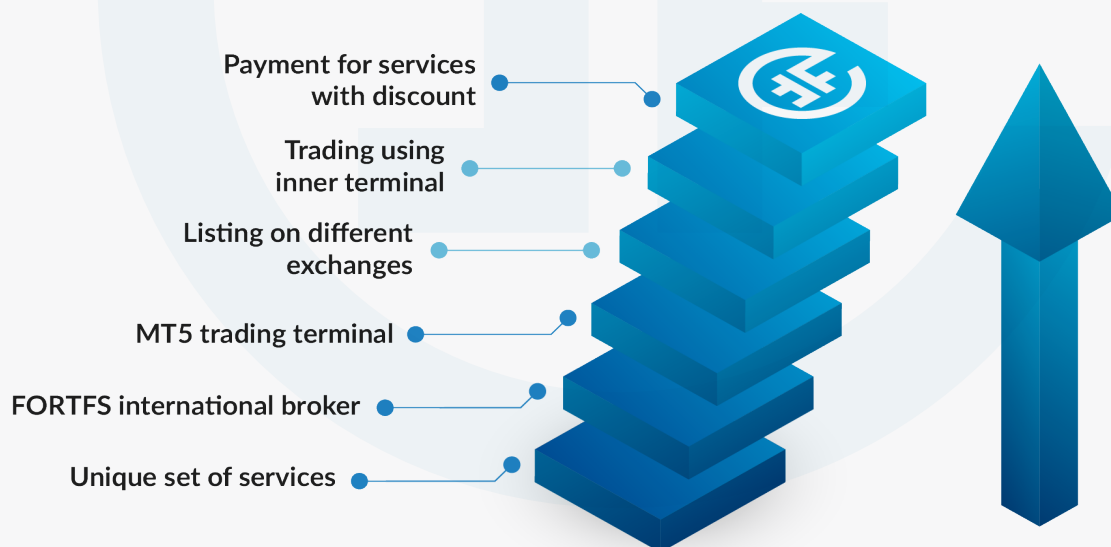
5. FortFC is supported by the popularity of FortFS brand, a successful broker that has been operating on the market for over 8 years providing services in futures, stock indices, CFD, and FOREX markets. It serves customers from over 100 countries and has a client base of more than 300,000 trader's accounts.

FortFS broker name guarantees FortFC inflow of clients interested in working with cryptocurrencies and increases the credibility of FortFC for potential new customers.

6. FortFC has a competitive advantage as the first player in the market, because no cryptoliquidity provider has such an extensive and flexible set of services. A full list of services is described in "How FortFC Works" section.

Therefore, FortFC has the advantage of being the first to fill an empty niche in the market with a qualitatively new service to provide cryptocurrency liquidity to a wide range of clients!

The combination of these six factors is a prerequisite for a deficit of more than 24 million EUR within the next 5 years. Based on this, one can predict that the FortFC token will not be unprofitable for buyers.



# FortFC Marketing Strategy

If ICO is successful, FortFC will deposit the necessary minimum capital in authorized banks to obtain a financial brokerage license for FSA (Seychelles), MFSA (Malta), FCA (UK), JFSA (Japan) and ASIC (Australia). These licenses will legally give the company the right to attend the world's largest exchanges and increase the company's recognition and customer confidence.

The main marketing channels for promotion are as follows:

- Affiliate program
- SMM (including targeting advertising, information content, contextual advertising, etc.)
- Retargeting
- Participation in significant blockers and fintech conferences
- Contextual advertising and SEO
- Online and offline PR companies in cooperation with influential information portals
- Establishing offices in London, Tokyo, Sydney and Geneva, Victoria (Seyshelles) and Malta.
- ICO is also part of the marketing company for the promotion of FortFC in the crypto industry.

## Why do we need ICO?

### **1. Depositing cryptocurrency capital to FortFC accounts opened in cryptoexchanges we are partnered with.**

To increase the speed of servicing customer transactions, reduce costs, and ensure the possibility of distributed trading, FortFC reserves a portion of the capital in cryptocurrencies on each of the crypto exchanges where trades are transferred. This allows FortFC to credit money to the brokerage account of the client when funds are received on FortFC account without waiting for them to be transferred to the crypto exchange.

Such method is convenient for those who transfer funds not in cryptocurrencies but, for example, in USD to FortFC bank account. As soon as money are on the corporate account of the broker in the bank, FortFC can instantly convert them at a good exchange rate to the whichever cryptocurrency the client prefers and credit it to client's account instantly. Thus, the client can immediately start trading in this cryptocurrency. The client doesn't need to wait until the broker will make clearing of this transaction with crypto exchange, which can take a whole trading day. The presence of a deposit reserve in cryptocurrency on a sufficient number of exchanges will significantly increase the speed, quality, and volume of trades in the first stage of development of FortFC.

## **2.2. Financing the process of applying for FSA (Seychelles), MFSA (Malta), FCA (UK), FINMA (Switzerland), JFSA (Japan), and ASIC (Australia) international brokerage activities.**

Holding these licenses provides FortFC the legal basis for the company's activity. Licenses also guarantee that the company's activities are transparent both for customers and investors. These licenses oblige the company to provide quarterly and annual financial reports to regulators, as well as to comply with the terms of risk management and targeted spending of funds. Holding these licenses guarantees the safety of client's funds and excellent marketing positioning for FortFC.

The process of being licensed by FSA (Seychelles), MFSA (Malta), FCA (UK), JFSA (Japan), FINMA (Switzerland), and ASIC (Australia) consists of several stages, each of which requires paying for consulting services of lawyers, compliance specialists in finance, and other related costs (separately for each regulator in each jurisdiction).

Financing the licensing process consists of the following stages:

- Registering the company according to the rules of each jurisdiction in accordance with the objectives of the licensed activity
- Establishing a physical office in each of the declared jurisdictions
- Recruiting and maintaining a mandatory staff of certified specialists and managers of the licensed company in accordance with the requirements of the FSA (Seychelles), MFSA (Malta), FCA (UK), JFSA (Japan), FINMA (Switzerland), and ASIC (Australia) regulators
- Opening bank accounts for the company in each of the jurisdictions
- Depositing the minimum capital required to obtain a brokerage license in accordance with FSA (Seychelles), MFSA (Malta), FCA (UK), JFSA (Japan), FINMA (Switzerland), and ASIC (Australia) regulators on a corporate bank account
- Preparing applications for licenses from the following regulators: FSA (Seychelles), MFSA (Malta), FCA (UK), JFSA (Japan), FINMA (Switzerland), and ASIC (Australia)
- Regular mandatory external audits for regulators in each jurisdiction. External auditors must have the appropriate certificates for conducting audits in financial institutions in accordance with the requirements of regulators
- Annual license renewal including the settlement of state and license fees, as well as other necessary payments

### **3. Financing the maintenance, support, and perfection of the technical infrastructure and it's security.**

FortFC's high standards require constant improvements in the technology of transactions aggregation, the transfer of positions on the exchanges, bridge technology developing, etc. It is also necessary to constantly maintain security standards and improve protective technologies, including those against external influences and external force majeure. To ensure fault tolerance, the system and data back up is one of our main priorities. This requires the recruitment and maintenance of our own staff of high-end programmers, IT architects, as well as investments in modern equipment and technology.

### **4. Financing marketing and PR campaigns.**

The first version of FortFC has been successfully operating since 12 January 2018, to serve FortFS clients trading in cryptocurrency, as well as a number of large corporate clients.

For further client base development and turnover increase, a complex of narrow-purpose marketing campaigns and PR campaigns is required. You can learn more about the basic marketing channels of FortFC promotion in the FortFC Marketing Strategy section.

### **5. Staff.**

To serve our growing client base effectively, we need to expand the staff of our finance department, customer support, internal compliance and marketing in Geneva, Sydney, London, and Tokyo. This will help us attract new trading volumes and increase profits quickly.

## **How much capital do we need to attract?**

Before the ICO, the FFS holding began developing the FortFC project. The preparation of the legal framework for FortFC was initiated then. The holding already has IFSC international brokerage license and is in the process of obtaining FSA, FSC and STP FCA licenses. The main goal of ICO is to attract capital to accelerate and optimize the effective development process of the project.



### 1. **Soft Cap 2,000,000.00 EUR.**

The amount that is collected will be distributed as follows:

- 50%**—deposits on three large crypto exchanges to aggregate their liquidity
- 15%**—marketing activities
- 10%**—salaries, offices, and hospitality expenses
- 10%**—IT development
- 10%**—obtaining FSA and MFSA licenses
- 5%**—legal expenses

### 2. **Moderate Cap of 5,000,000.00 EUR.**

The amount that is collected will be distributed as follows:

- 40%**—deposits on four large crypto exchanges to aggregate their liquidity
- 25%**—obtaining FSA, MFSA and ACIS licenses
- 10%**—marketing events
- 10%**—salaries, offices, and hospitality expenses
- 10%**—IT development
- 5%**—legal expenses

### 3. **Intermediate Cap 10,000,000.00 EUR.**

The amount that is collected will be distributed as follows:

- 40%**—deposits on six large crypto exchanges to aggregate their liquidity
- 20%**—obtaining FSA, MFSA, ACIS and FINMA licenses
- 10%**—marketing events
- 10%**—salaries, offices, and hospitality expenses
- 10%**—IT development
- 10%**—legal expenses

### 4. **Advanced Cap 15,000,000.00 EUR.**

The amount that is collected will be distributed as follows:

- 45%**—deposits on eight large cryptocurrency exchanges to aggregate their liquidity
- 20%**—obtaining FSA, MFSA, ACIS, FINMA and FCA licenses
- 8%**—marketing events
- 7%**—salaries, offices, and hospitality expenses
- 10%**—IT development
- 10%**—legal expenses

## 5. Hard Cap of 25,000,000.00 EUR.

The amount that is collected will be distributed as follows:

**40%**—deposits on ten major cryptocurrency exchanges to aggregate their liquidity

**35%**—obtaining FSA, MFSA, ACIS, FINMA, FCA and JFSA licenses

**5%**—for marketing events

**5%**—salaries, offices, and hospitality expenses

**10%**—IT development

**5%**—legal expenses

**If Soft Cap is not collected, the ICO will be stopped and all funds will be returned to investors.**

When the capitalization reaches **25,000,000.00 EUR**, the project receives financing to retain its leading position and competitive advantage by creating an ecosystem of additional services and principally new partnerships with institutional market players.

With the increase in attracted investments, additional capital will be deposited on the exchanges for trading transactions clearing and, accordingly, there will be less redistribution of deposits from exchange to exchange, which will significantly reduce transaction costs and increase the net profit of the project.

A detailed distribution of investments depending on the collected funds can be found in the Business Plan section.

## Business plan

The progress of tokens (constant demand for them and, consequently, price growth) will be ensured by the following factors:

- Trade in tokens will, first and foremost, be organized within FortFC by placing and executing the transactions in Personal Cabinet or in MT5 trading terminal;
- A convenient mechanism inside FortFC ecosystem will be created allowing both token holders and FortFC clients to exchange tokens for fiat or cryptocurrency;
- FortFC will accept invoice payments for its services from the companies connected to the pool of liquidity of the FortFC Engine at a significant discount;
- FortFC will provide a discount on commissions for traders when they pay with their tokens. Redeeming tokens from the pool of liquidity and transferring them to the account of the trader to pay commissions will be made as simple as possible with the option of automating this process;
- Only token holders starting with a specific amount of funds nominated in fiat currency will be able to participate in special FortFC loyalty programs (compensation for loss-making transactions, increased bonuses, and cashback and rebate services).

More detailed information regarding the calculations can be obtained via [Business Model](#).

# Calculating the demand for a token within five years after the ICO ends

Based on the calculations, even with the most conservatively predicted number of connections to the innovative service of FortFC, the organic demand for the token is turning out to be 24,226,891.70 EUR. Consequently, due to the deficit, the demand for a token by FortFC customers will not make it unprofitable.

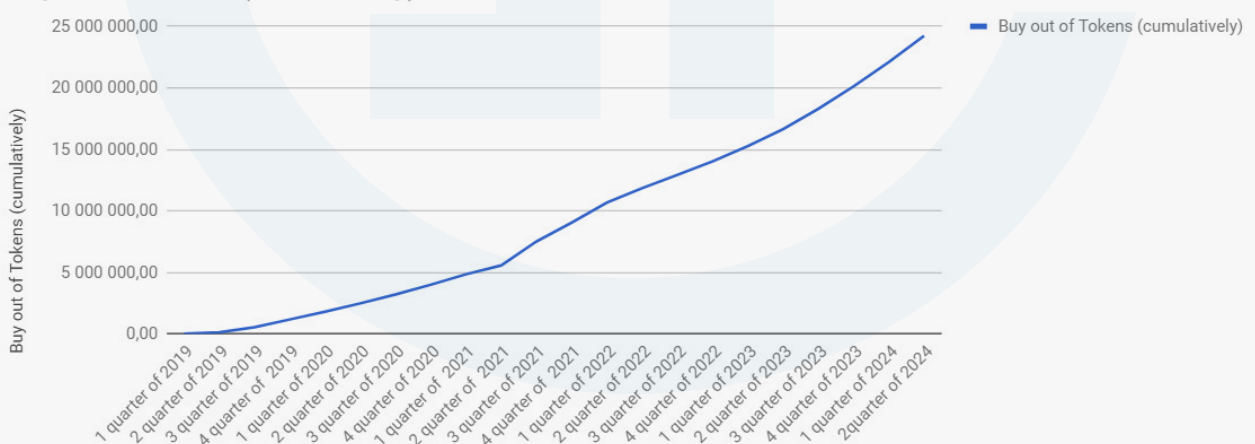
Calculations are provided in the tables below:

<https://www.fortfc.com/img/docs/cct.pdf>

Buy out of Tokens



Buy out of Tokens (cumulatively)



The calculations used the minimum number based on the current market conditions. The actual figures may differ from planned ones because the crypto industry is currently developing in a geometric progression.

Thus, the amount of Hard cap, according to the financial plan, will be purchased by FortFC customers during 5 years after the end of the ICO. Tokens trading will initially take place inside the FortFC ecosystem, which ensures the free circulation of the token and constant liquidity for its use in paying the company for services. Also right after the end of ICO the process of FortFC token listing on most popular crypto exchanges will be initiated.

The following market factors were taken as the basic framework:

- Top-level Crypto-Exchange has a total of more than one and a half million customers who actively trade in cryptocurrency, and the number of customers is constantly growing to the point that some exchanges temporarily halt the registration of new users. Many exchanges face similar difficulties, but FortFC will fully satisfy the needs of its customers.
- There are about *1231 brokers* in the market working with the MT4 terminal, many of which will connect to the cryptocurrency trade in the nearest future as it becomes an integral part of the modern competitive brokerage business. FortFC provides all opportunities for the fast connection to deep liquidity with minimal expenditures of time, resources and finance.
- More than *170 brokers* already use the MT5 terminal, and the connection of cryptocurrency liquidity is constantly growing because it makes it possible to trade in cryptocurrencies more flexibly, functionally, and conveniently. FortFC will quickly connect brokers through the standard API MT5 terminal.
- Large brokers with non-MT4/MT5 terminals will gradually connect cryptocurrencies for trading. FortFC will provide a stable FIX connection for the use of one of the deepest crypto liquidities in the market.
- The banking sector will also begin providing cryptocurrency liquidity to its customers. FortFC will provide a full range of services so that banks can quickly start working with cryptocurrency tools.
- There are several hundred different information services on the market which need to receive up-to-date data on cryptocurrencies in an easy-to-use form. The convenient and simple Rest API developed by FortFC will offer a stable data flow that is easy to integrate for the programmers of the connected service.
- There are about a hundred new promising projects every quarter on the cryptocurrency market that release their own tokens. Many of them are difficult to get on most exchanges, and the fee to list them ranges from several thousand to several million dollars (on the top 3 exchanges). FortFC listing service will provide a quick listing in the MT5 platform at a fair price with the addition of a new cryptocurrency (coin) to the FortFC liquidity pool Engine, which will be available to all FortFC customers. This will attract new customers to FortFC that hold tokens from these projects or want to acquire them.

Business Plan <https://www.fortfc.com/docs/business-plan-en.pdf>

# Road Map

	PRODUCT	BUSINESS
3 quarter 2018	<ul style="list-style-type: none"> <li>Aggregation Engine prototyping</li> <li>Two crypto exchanges integration</li> <li>MetaTrader Server integration</li> </ul>	<ul style="list-style-type: none"> <li>Private Sale start</li> <li>AirDrop start</li> <li>Referral Program start</li> <li>Payment gates integration</li> <li>Preparing the documents for FSA license application</li> </ul>
4 quarter 2018	<ul style="list-style-type: none"> <li>Aggregation Engine development in C++ (basic functionality)</li> <li>Setting up the production infrastructure</li> <li>Aggregation Engine testing</li> </ul>	<ul style="list-style-type: none"> <li>Pre-ICO start</li> <li>Bounty start</li> <li>Telegram contest</li> <li>Roadshow start</li> <li>Project listing in 200 rating agencies, listings and ICO calendars</li> <li>Publishing in 10 major media</li> <li>Partnership with 5 exchanges of the third-tier</li> <li>Project community is 30,000</li> <li>Submission of documents for FSA license</li> </ul>
1 quarter 2019	<ul style="list-style-type: none"> <li>REST API development</li> <li>FIX API Server development (basic functionality)</li> <li>REST API and FIX API documents preparation</li> </ul>	<ul style="list-style-type: none"> <li>ICO start</li> <li>YouTube contest</li> <li>Participating in 10 major events</li> <li>Partnership with 5 exchanges of the second-tier</li> <li>Publishing in 20 major crypto and finance media</li> <li>Project listing in 50 rating agencies, listings and ICO calendars</li> <li>Applying for FSA license</li> </ul>
2 quarter 2019	<ul style="list-style-type: none"> <li>Designing website and Personal cabinet</li> <li>Payment systems integration</li> <li>Price charts adding in Personal cabinet</li> <li>Trading transactions via Personal cabinet</li> </ul>	<ul style="list-style-type: none"> <li>Preliminary project report publishing</li> <li>Partnership with 5 exchanges of the second-tier</li> <li>Telegram contest</li> <li>Preparing the documents for MFSA license application</li> <li>Roadshows in 7 cities in Asia</li> <li>Product announcement in 5 major catalogues</li> <li>Payment gates integration</li> <li>Project community is 100,000</li> </ul>
3 quarter 2019	<ul style="list-style-type: none"> <li>Developing and testing the connectors for the rest of exchanges</li> <li>Expanding the administrative interface, KYC</li> <li>Partnership program realization</li> </ul>	<ul style="list-style-type: none"> <li>End of ICO</li> <li>Fundraising report publishing</li> <li>Depositing to 10 exchanges of the second-tier</li> <li>Publishing in 30 major media</li> <li>Partnership with 5 exchanges of the second-tier</li> <li>Submission of documents for MFSA license</li> <li>Participating in 2 major events</li> </ul>
4 quarter 2019	<ul style="list-style-type: none"> <li>Aggregation Engine development in C++ (extended functionality)</li> <li>FIX API Server (extended functionality)</li> <li>Expanding of monitoring functionality</li> <li>Load-testing, primary processes optimization</li> </ul>	<ul style="list-style-type: none"> <li>Depositing to 5 exchanges of the second-tier</li> <li>Partnership with 5 exchanges of the first-tier</li> <li>Preparing the documents for ASIC license application</li> <li>Roadshows in 10 cities in Europe</li> <li>Publishing in 15 major media</li> </ul>
1 quarter 2020	<ul style="list-style-type: none"> <li>Adding new cryptocurrencies and tokens</li> <li>White Label development</li> <li>Public testing of fully functional service</li> <li>End of the product testing</li> </ul>	<ul style="list-style-type: none"> <li>2019 annual report</li> <li>Depositing to 5 exchanges of the first-tier</li> <li>Participating in 3 major events</li> <li>Roadshows in 5 cities of Australia/ New Zealand</li> <li>Establishing the office in Malta</li> <li>Applying for FSA license</li> <li>Submission of documents for ASIC license</li> <li>Beta-version has 2,000 active clients</li> </ul>

## PROJECT

<b>2 quarter 2020</b>	Starting serving corporate clients. Starting serving retail clients Publishing own market analysis	Participating in 3 major events Roadshows in 7 major cities in Asia
<b>3 quarter 2020</b>	Establishing the office in Sydney Connecting to additional payment gateways	Publishing in 5 media Roadshows in 3 cities in Latin America
<b>4 quarter 2020</b>	Applying for ASIC license Connecting to 5 more exchanges Participating in 3 major events	Roadshow in 5 cities in Australia/New Zealand 50 corporate clients and 10,000 retail clients
<b>1 quarter 2021</b>	Company audit for MFSA and ASIC licenses Publishing 2020 annual report Roadshows in 5 MENA countries	Preparing the documents for FINMA license application Connecting to new payment gateways Launch of the promotion for the retail clients
<b>2 quarter 2021</b>	Publishing in 5 major media Roadshows in 10 cities in Asia Submission of the documents for FINMA license	Connecting to 5 new exchanges Developing of the customer loyalty program 100 corporate clients and 20,000 active retail clients
<b>1 quarter 2021</b>	Company audit for MFSA and ASIC licenses Publishing 2020 annual report Roadshows in 5 MENA countries	Preparing the documents for FINMA license application Connecting to new payment gateways Launch of the promotion for the retail clients
<b>2 quarter 2021</b>	Publishing in 5 major media Roadshows in 10 cities in Asia Submission of the documents for FINMA license	Connecting to 5 new exchanges Developing of the customer loyalty program 100 corporate clients and 20,000 active retail clients
<b>3 quarter 2021</b>	Participating in 3 major events Roadshows in 10 cities in Europe Establishing the office in Zurich	Introducing the customer loyalty program Maintaining the community membership as 200,000 members
<b>4 quarter 2021</b>	Roadshows in CIS countries Applying for FINMA license	Connecting to new payment gateways Launch of the promotion for the retail clients
<b>1 quarter 2022</b>	Company audit for FSA, ASIC and FINMA licenses 2021 annual report publishing Roadshows in 5 cities of Latin America	Preparing the documents for FSA license application Connecting 5 new exchanges and depositing of capital
<b>2 quarter 2022</b>	Participating in 3 major events Roadshows in 5 MENA countries Submission of documents for FSA license	Launch of the promotion for the retail clients 200 corporate clients and 30,000 active retail clients
<b>3 quarter 2022</b>	Publishing in 5 major media Roadshows in 7 cities in Asia	Applying for FSA license. Establishing an office in London Connecting to new payment gateways

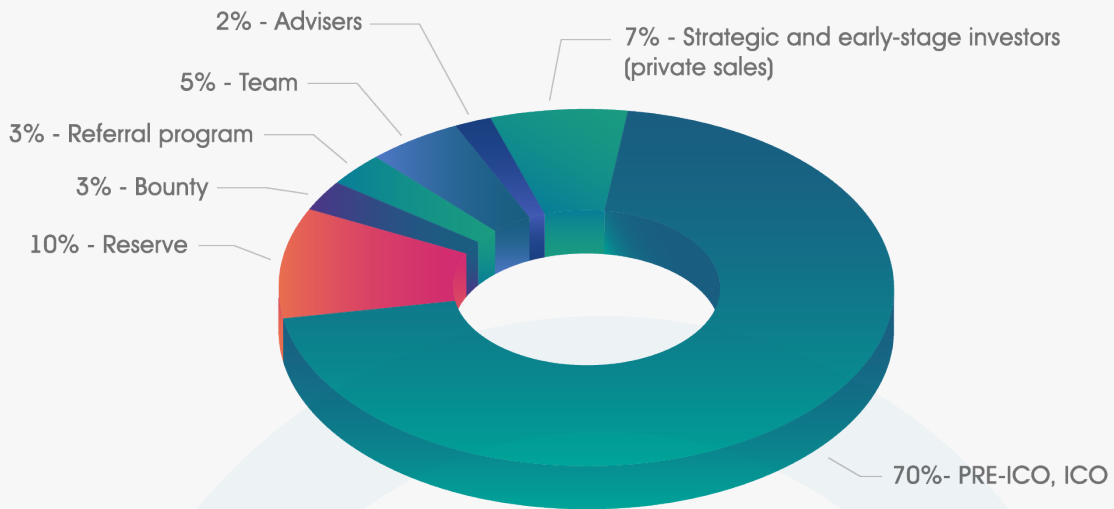
<b>4 quarter 2022</b>	Participating in 3 major events Roadshows in CIS countries	Preparing the documents JFSA license application Connecting 5 new exchanges
<b>1 quarter 2023</b>	Company audit for FSA, ASIC, FINMA and FSA licenses 2022 annual report publishing Roadshows in 10 cities in Europe	Submission of documents for JFSA license Connecting to 5 new exchanges and depositing of capital Launch of the promotion for the retail clients
<b>2 quarter 2023</b>	Publishing in 5 major media Roadshows in Australia and New Zealand Establishing the office in Tokyo	Connecting to 5 new exchanges and depositing of capital Connecting to new payment gateways 300 corporate clients and 60,000 active retail clients
<b>3 quarter 2023</b>	Roadshows in MENA countries Applying for JFSA license Connecting to 5 new exchanges and depositing of capital	Connecting to new payment gateways Maintaining the community membership as 250,000 members
<b>2 quarter 2023</b>	Company audit for FSA, AISC, FINMA, FSA and JFSA licenses 2023 annual report publishing Roadshows in 10 cities in Asia	Connecting to 5 new exchanges and depositing of capital Connecting to new payment gateways 500 corporate clients and 150,000 active retail clients



## Terms of the ICO

ICO PROJECT	FORTFC
ICO WEB-SITE	fortfc.com
TOKEN NAME	FFCT
BLOCKCHAIN PLATFORM	Ethereum
SMART CONTRACT	github.com/FortFC
TOKEN EMISSION	300,000,000.00 FFCT
TOKENS FOR SALE	231,000,000.00 FFCT
TOKEN PRICE	0,20 EUR
MINIMUM TOKENS TO BUY	50 EUR
MAXIMUM TOKENS TO BUY	UNLIMITED
SOFTCAP	2,000,000.00 EUR
HARDCAP	25,000,000.00 EUR
PAYMENT METHODS	ETH, BTC, LTC, ETC, XRP, BCH, DASH, Local Bank Wire, Bank Card
TOKEN SALE START	24.09.2018
PRIVATE SALE	24.09.2018 - 11.11.2018
PRE-ICO	12.11.2018 - 15.02.2019
1st ICO PERIOD	16.02.2019 - 28.03.2019
2nd ICO PERIOD	24.03.2019 - 02.05.2019
3rd ICO PERIOD	03.05.2019 - 05.06.2019
4th ICO PERIOD	06.06.2019 - 04.07.2019
FINAL CALL	05.07.2019 - 31.07.2019
ICO FINISH	31.07.2019
TOKEN RELEASED	18.09.2018
TOKEN TRANSFERS WILL BE ALLOWED FROM	01.08.2019

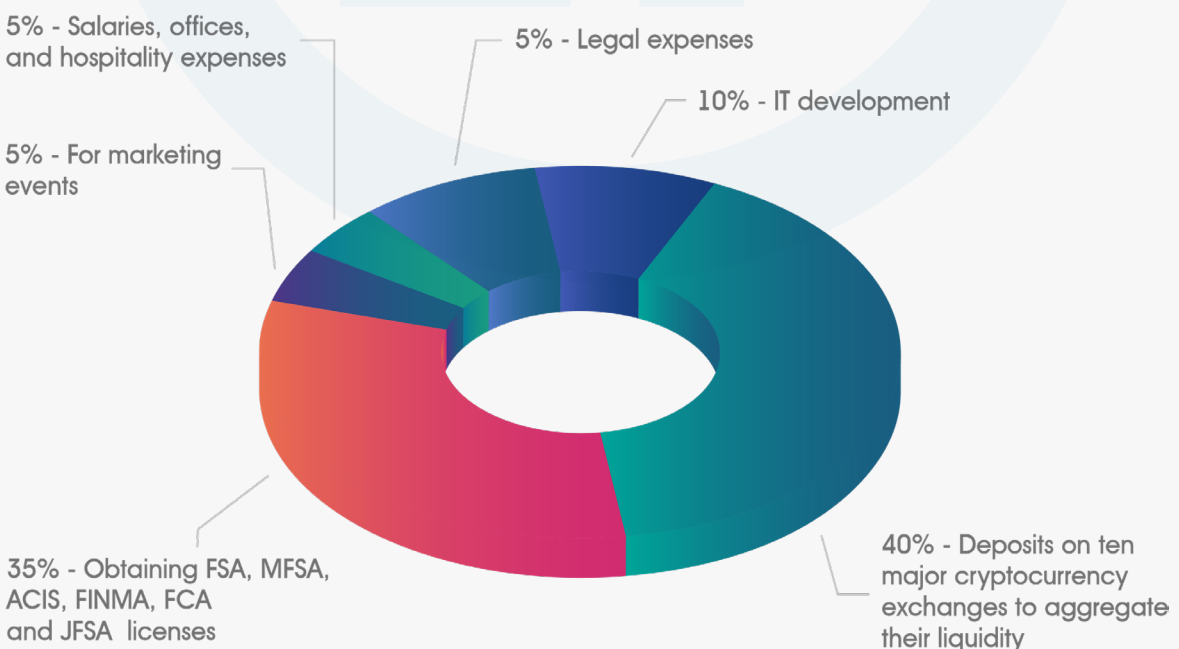
Tokens distribution scheme :



**Above you can see the planned distribution of tokens. Allocated tokens to the team and advisers will be frozen for 6 months after the ICO ends. Bounty tokens will be frozen for 6 month after the ICO ends. Frozen tokens cannot be sold or transferred to exchanges or other wallets. All unsold tokens are to be destroyed.**

### Allocation of funds usage

The funds collected will be used exclusively for the implementation and subsequent development of the project.



**Please be advised of the following:**

- The FortFC tokens are utility tokens.
- The FortFC tokens will be credited instantly for the transaction performed in ETH cryptocurrency. The maximum delay time is sixty minutes. In all other cases, FortFC tokens will be sent automatically after the ICO is complete.
- Trust only the addresses listed below. Make sure that they coincide with the addresses indicated on the official FortFC website and on the official channels of the project. We will not place addresses on any other channel, including in e-mails and private Telegram messages.
- Use a wallet that supports ERC 20 Ethereum tokens, such as MyEtherWallet, Mist, Metamask, or Parity.
- Do not send cryptocurrency using Exchange, Poloniex, Coinbase, Bitfinex, Bitrexx, Cex.io, Jaxx, Exodus, Kraken, Bitstamp or any other Bitcoin or Ethereum exchanges or exchangers. If you do so, tokens may not be accrued and your funds may be irretrievably lost.

During all stages of the ICO, the following cryptocurrencies will be accepted: ETH, BTC, LTC, XRP, and Dash.

There will be two bonus programs during ICO —bonuses on the size of participation and bonuses on time.

## Token sales discount program

During the token sales FortFC offers a varying discount line for tokens purchasing. The closer the ICO to its end, the less the discount is. To see the discounts schedule please check the table below:

ICO PERIOD	DATE	DISCOUNT	TOKEN PRICE
PRIVATE SALE	24.09.2018 - 11.11.2018	60%	0,08 EUR
PRE-ICO	12.11.2018 - 15.02.2019	50%	0,10 EUR
1st ICO PERIOD	16.02.2019 - 28.03.2019	40%	0,12 EUR
2nd ICO PERIOD	29.03.2019 - 02.05.2019	30%	0,14 EUR
3rd ICO PERIOD	03.05.2019 - 05.06.2019	20%	0,16 EUR
4th ICO PERIOD	06.06.2019 - 04.07.2019	10%	0,18 EUR
FINAL CALL	05.07.2019 - 31.07.2019	0%	0,20 EUR



## Double bonus program

Double bonus program gives to investors an opportunity to receive additional discount for tokens purchasing. The bonus scheme is very simple: the more tokens investors buy, the higher the discount they enjoy.

	PRIVATE SALE	PRE ICO	1st ICO PERIOD	2nd ICO PERIOD	3rd ICO PERIOD	4th ICO PERIOD	FINAL CALL
5,000.00	0%	0%	1%	0%	0%	1%	1%
10,000.00	0%	1%	2%	1%	1%	3%	3%
15,000.00	0%	2%	3%	3%	3%	5%	5%
25,000.00	0%	3%	5%	5%	5%	7%	7%
50,000.00	0%	4%	7%	7%	7%	10%	10%
100,000.00	0%	5%	10%	10%	10%	15%	15%
200,000.00	5%	7%	15%	15%	15%	17%	17%

**Please note that the Double bonus program discount is summed up to the token sales discount at the particular moment of tokens purchasing.**

For example, if an investor buys 15,000.00 tokens during Pre-ICO the discount for token purchasing will be 50% + 2% = 52% in total.

### Token sales timeline and bonuses



# The FortFC team

## TOP MANAGERS



*Chief Executive Officer* **Evgeny Filichkin** graduated from St. Petersburg State University with a major in jurisprudence and from the Rotterdam School of Management with an MBA. He has a certificate of qualification from the Central Bank of Russia as a brokerage specialist, dealer, and granted the right to hold executive positions in securities management. In 2005 he received a brokerage license and a certificate for the Russian Federation Stock Exchange to conduct futures and options transactions. Mr. Filichkin has been working in the Forex industry for nineteen years—from customer support manager to senior executive—and has held executive positions at Henyep Group and E-Global Trade & Finance Group, Inc. He is the founder of the FFS holding company and is a managing partner at FortFS and FortFC.



*Chief Financial Officer* **Natalia Kryachkova** graduated from the Finance Academy under the Government of the Russian Federation with a major in Finance and Credit and is a member of the International Compliance Association (ICA). She has an International ICA Certificate in Compliance and ICA Certificate in Financial Crime Prevention. In 2005 she started at the OOO BukhExpert audit company and, since 2012, she has been the financial director of the FFS LTD holding company.



*Chief Information Officer* **Anton Stavinsky** graduated from Russian State Social University as an information security specialist. Since 2012 he has been the CIO at the FFS LTD holding. He is responsible for the strategic development of the company in the field of IT technologies, IT services budgeting, and the software-development management and IT team (software developers, system developers, network administrators, programmers, testers, and support specialists).



*Chief Operating Officer* **Oleg Nazarov** graduated from the Saint Petersburg State University of Aerospace Instrumentation as an economic major and has an Organization and Personnel Management diploma from the Open University Business School, studying administration and risk management of MetaTrader 4, MetaTrader 5, Currenex, and Strategy Runner trading platforms. He has had continuous professional experience working in large brokerage companies since 2006 and, since 2008, in management positions. In 2012 he became the COO of the FFS LTD holding company, where he is responsible for the implementation of new developments and systems of positions hedging and risk management. He has experience in cryptocurrency markets since 2015.

## IT DEPARTMENT



*Systems Architect* **Alexey Grishatkin** graduated from Mariupol Mechanics and Metallurgy College with a major in software development. He has over eight years of experience in the field of web development and has been working at FFS holding since 2014, being responsible for the creation, support, and development of web applications of varying degrees of complexity, database design, refactoring, optimizing performance, and code quality control.



*Senior PHP Developer* **Vladislav Seletsky** earned a degree in software engineering at National Research Tomsk Polytechnic University. He has nine years of professional experience and over five years in the financial sphere. He has worked at the FFS holding since 2013, where he is responsible for the development and support of web apps and the integration of third-party services.



*Senior PHP Developer* **Alexander Molchanov** graduated from St. Petersburg State Polytechnic University, where he specialized in computer modeling. He has ten years of experience as a professional developer and has worked at the FFS holding since 2018, where he is responsible for developing the personal cabinets for the FortFC project and the implementation of payments in cryptocurrencies.



*Senior C++ Developer* **Nikita Polishchuk** has been professionally developing business apps for eleven years, including five years in the financial and banking sector, mainly with C++. He has been working at the FFS holding since 2015, where he is responsible for developing scalable analytical and financial applications, including those for MetaTrader 4 and MetaTrader 5 platforms. He is part of the team developing a smart contract on Solidity for the Ethereum platform.



*Senior Security Engineer* **Jan Lebedev** graduated from the Moscow State University of International Relations and has more than eight years of experience in the IT field. He has worked at the FFS holding since 2012 as an information security specialist and is responsible for rolling out services, automating process, configuring the infrastructure while taking into account the features of the software being developed, and ensuring and monitoring the security of information systems. He is a Red Hat Certified System Administrator (RHCSA), Cisco Certified Network Associate Security (CCNA Security), and Linux Foundation Certified System Administrator (LFCSA).

## DEALING DEPARTMENT



*Senior Operating Manager* **Sergei Solomatov** graduated from Altay State University and has been working in the FFS holding since 2016, where he is responsible for developing and maintaining technical projects for the FortFS broker (Bridge, PAMM, MAM, Options, Swap charger, Partner service, Client Area, CRM/ERP, Rebate system, SO service, Bonus service, etc.), the maintenance of trading servers (MT4/MT5 Administrator), risk management within the framework of the hedging model, A/B book management, and collaboration with liquidity providers. He has experience with cryptocurrency since 2015.



*Senior Dealing Engineer* **Ivan Gribko** graduated from Tomsk Polytechnic University and has accumulated professional experience in international financial markets for over eight years. He joined the FFS holding at 2012 as a support manager and later was promoted to the head of the customer support service and then to his current position as senior engineer of the dealing department. He is responsible for the maintenance of MT4/MT5 trading servers, as well as the technological component of the A/B book management model; his experience with cryptocurrency began in 2015.

## FINANCE DEPARTMENT



*Senior Compliance Manager* **Artem Pozdnyakov** graduated from Tomsk State University with a specialization in linguistics and interpreting and from Tomsk Polytechnic University with a specialization in corporate finance. He has more than nine years of experience in the financial sector and has been working at the FFS LTD holding company since 2016, where he is responsible for administrating financial flows, compliance control, and auditing business projects of the holding companies.

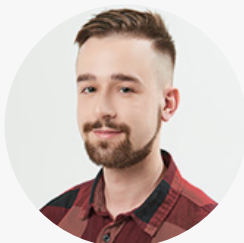


*Senior Financial Manager* **Sergei Matalasov** graduated from Tomsk Polytechnic University and has more than 10 years of experience in public and financial services, including in senior positions in public institutions. He has worked at the FFS holding company since 2016, where he is responsible for compiling and analyzing the monthly management reports of the holding's companies; consolidating reporting, budgeting, and controlling costs; and ensuring the efficient use of resources.

## MARKETING DEPARTMENT



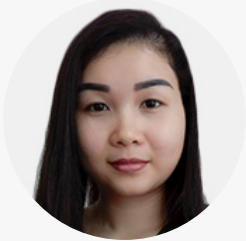
*Senior Digital Creative* **Kristina Tkachenko** holds a bachelor's degree in Applied Multimedia at the University of Nicosia, the largest university in Southern Europe. She has eight years of experience in design and multimedia and has been working at the FFS holding since 2014, starting as a graphic designer and moving up to Senior Digital Creative.



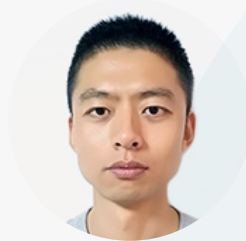
*Marketing Manager* **Roman Korotkov** holds a bachelor's degree from the Higher School of Economics and a master's in Advertising and Public Relations from St. Petersburg State University. He has five years of experience in this field and has worked at the FFS holding since 2018, where he is a leading SEO expert and an expert on contextual advertising in Google AdWords and Yandex Direct.



*Graphic Designer* **Ilya Potapov** has over five years of experience in design and 3D graphics. He has worked at the FFS holding since 2015, where he is responsible for developing and supporting all visual parts of the project.



*Social Media Marketing, Vietnam,* **Myhang Nguyen** holds over five years of experience in the financial sector and has been at the FFS holding company since 2016, where she creates sales strategies in popular social networks and thematic Internet resources and organizes the translation of texts into Vietnamese.

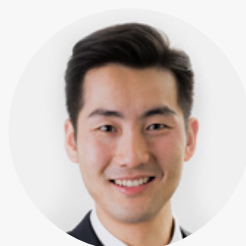


*Social Media Marketing, China and Taiwan,* **Simon Liu** is a graduate of the Beijing University of Posts and Telecommunications with over seven years of experience in promoting financial services in the Chinese market. He has worked at the FFS holding since 2013, where he is in charge of SEO for the content and website of the company, coordinates the company's promotional strategy in Chinese social networks, and ensures the relevant search results for the company in local search engines.

## SALES DEPARTMENT



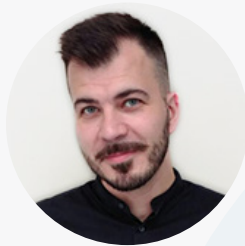
*Account Manager MENA* **Hassan Srour Mallah** graduated from the European Business School and earned a diploma at the Computer Science University in Damascus, Syria. He worked as a project coordinator at Bundesanstalt für Geowissenschaften und Rohstoffe, as well as at ICU Istituto per la Cooperazione Universitaria. He has worked at the FFS holding company since 2015 and is responsible for organizing translations into Arabic, verifying client data, social networks promotions, and sales in the Middle East.



*Senior Partnership Development Manager* **Qing Li** is a graduate of Nanyang Technological University in Singapore and has been working the FFS LTD holding since 2012, where he develops partner and motivational programs, loyalty programs, and other activities to increase sales.



*Key Account Manager EU* **Artem Bogdanov** is a graduate of Saint Petersburg State University of Water Communications with a degree in state and municipal management. He has over ten years of experience in financial markets and has worked in the FFS holding since 2013. He participated in introducing the exchange terminals and back-office systems of CQG and NinjaTrader for FortFS broker. Currently he supports and prepares exclusive commercial offers and service specifications for our corporate clients.



*Key Account Manager, Asia*, **Konstantin Kovrizhnykh** graduated from Tomsk State Pedagogical University with a major in linguistics. He has more than eight years of experience in the field of linguistics and intercultural communication. He has worked at FFS holding since 2012, where he is responsible for the development and implementation of the company's sales strategy in Asia. He also establishes and maintains partner relations with agency networks, organizes seminars and the Road Show, and creates individual packages of offers for institutional clients in Asia.

## **SUPPORT DEPARTMENT**



*Senior Support Manager* **Valentin Sysoev** is a graduate of the Russian State Pedagogical University with a major in linguistics. He has over ten years of experience in customer service and has worked at FFS holding since 2017, where he advises clients on financial and technical matters and drafts work schedules, timetables, KPIs, and instructions for working with clients for his department.