

# DISTRIBUTION PLAN

## Operation of EMMARES smart contract

When executed well and delivered with relevance to engaged customers, email marketing provides the highest ROI for modern marketers. Audience of nearly 3B users worldwide receives on average 3 email marketing posts a day. That makes Email marketing volume of 9 billion email marketing posts a day or 3,3 trillion email marketing posts per year. EMMARES target audience are Email marketing recipients and email marketers. With only 1% penetration in the email-marketing arena, EMMARES would have volume of 90mio email messages through EMMARES assessment system per day, resulting in expected volume of rewarding pool of 90mio transactions per day.

To fuel the development of the next-generation EMMARES Email marketing ecosystem, which has very positive potential impact on email recipients, Email marketers and Email service providers, EMA tokens are now introduced and available for distribution.

## EMA Token Allocation

Key terms of the token crowdsale:

- Total tokens minted at distribution: 500,000,000 EMA
- Total target (hard cap): \$22.5 million (all periods)
- Tokens on public offering: 255,000,000 EMA
- Token crowdsale price of token: 1 EMA = \$0.12
- Trace token ticker: EMA
- ETH to EMA will be locked 1 day before token crowdsale

<https://WWW.EMMARES.IO> is the **ONLY** website for token crowdsale process. **Token swap will be held on this website only! Please do not assign any tokens to other sites.**

## Allocation plan

Tokens will be issued immediately after the crowdsale through the smart contract. There will be 500,000,000 EMA generated. 255,000,000 EMA tokens (51%) will be available during the crowdsale, and 23% will be allocated to incentives for globalization of the eco system (new account opening incentives).

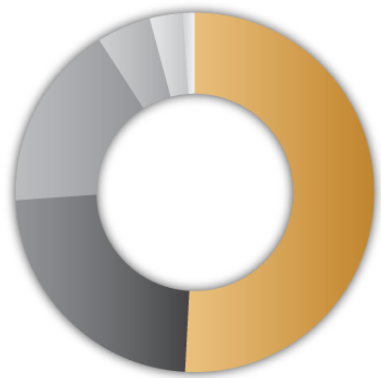
We've decided to release (1/24)-th of the founders' endowment every month for 24 months a practice widely known as vesting (2 years' vesting with a 1 month cliff). It will create a long-term incentive for executives and inspire them to steadily achieve roadmap milestones with persistence.

5% of the tokens will be reserved for future strategic team members

Tokens for presale contributors will be distributed immediately after token crowdsale.

Bounty tokens will be distributed two weeks after crowdsale.

## Distribution



- 51 % Presale and crowdsale
- 23 % New account opening incentives pool
- 17 % Founders and team
- 5 % Future strategic partners, ambassadors, advisors
- 3 % Pre-token crowdsale contributors
- 1 % Bounties



The proceeds of the token distribution will be used to fund EMMARES project operations, including the following purposes:

- 30% for EMMARES development, including expenses on technology research and development and talents recruiting
- 25% for technical deployment, including various hardware and software e.g. servers, security equipment, etc.
- 20% for market promotion to enable users to know and use the new generation Email Marketing smart services
- 15% for operation and management needs, supporting the project
- 10% for legal and data privacy compliance regulations and technology related fees

## Risks and legal conditions

The buyer understands that digital assets, EMA, Ethereum Blockchain and other technologies are new and untested thus may be inherently risky. EMMARES Project team will not be responsible for any non-performance resulting from adverse changes in the market forces or the technology.

In addition, the buyer has been warned of the following risks:

- Legal risks regarding securities regulations
- Risks associated with Ethereum Blockchain
- Risks of unfavorable regulatory actions
- Risks of theft and hacking
- Risks of security weakness of codes & software
- Weaknesses of cryptography & mining attacks
- EMA rewarding system may not meet buyer expectation
- EMMARES Second stage services may never be completed
- Insufficient interest in EMMARES Project and EMA Private Placement and Pre-Distribution
- Regulatory risks associated with EMMARES Project and EMA Private Placement and Pre-Distribution
- Risk of proceeds use and future token allocation various from the plan
- Risk of loss of value of EMA
- Risk of EMA not tradable on exchange market

In addition to written above, there are several points highlighted as seen below:

**In any cases EMA tokens sold in Private Placement and Pre-distribution stage will not be refunded**, including but not limited to the following

- The hard cap is 35.000 ETH.
- Number of ETH and rate ETH/EMA will be fixed before Distribution stage.
- If the total number of ETH raised is less than 2000ETH of the hard cap, EMMARES Project Team will look for another round of Distribution. In this case, the sold EMA in Distribution stage will be refunded.
- In the case of reaching hard cap, all remaining tokens from crowdsale will be burned.

## Distribution of EMA tokens

- Private Placement and Pre-Distribution contributors will receive EMA tokens after Distribution Stage completes
- Bounty contributions will be distributed in two weeks after crowdsale ends.
- Distribution stage contributors will receive tokens through smart contract immediately.
- Bonus tokens from presale will be locked for period of 6 months.

## Eligibility

- Each buyer must conclude whitelisting process.
- Each buyer must meet the criteria as defined under the applicable laws of the jurisdiction where she/he resides, if any.
- The buyer has full power and authority to enter into the terms and will not violate any applicable laws.
- Mainland China, United States and Singapore residents are not allowed to participate in the EMA Pre-distribution/crowdsale.

For any further details, please visit [www.emmares.io](http://www.emmares.io) or please send email to [info@emmares.io](mailto:info@emmares.io).

## PRESALE AND CROWDSALE INFORMATION

To fuel the development of the next-generation EMMARES Email global digital reputation system, EMA tokens are now introduced and available for distribution. There are phases in the distribution plan-the Private Placement and Public phase which starts with phase 1 (Pre-Distribution) stage and the distribution stages 2-6 (“Distribution”).

Stage	Stage Cap ETH	Bonus	1ETH = EMA
stage 1	3.500	20%	<b>6.120</b>
stage 2	3.500	17%	<b>5.967</b>
stage 3	5.250	15%	<b>5.865</b>
stage 4	7.000	10%	<b>5.610</b>
stage 5	8.750	05%	<b>5.355</b>
stage 6	7.000	No bonus	<b>5.100</b>

EMA Tokens form presale and Private placement will be distributed in two weeks after ICO.

\* Unsold EMA for Pre-Distribution will be re-offered in Distribution Stage.

\*\* The Target Amount (Hard cap) in Distribution Stage = 35.000 ETH (raised during Private Placement and Pre-Distribution stage).

The USD-denominated price of ETH will be fixed one hour before the launch of Distribution event (with retroactive effect);

- The number of ETH raised before the launch of Distribution event will be calculated with the subscribed EMA and applicable discount rate in each tranche private placement agreement.
- On Distribution Stage, the EMA/ETH conversion rate will be announced 1 hour before launch.

Please note, that we calculate the price of each token purchase to ETH on a daily basis. The total amount of ETH collected and the equivalent USD amount will be shown on EMMARES website on a defined daily rate during crowdsale.

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In addition, the buyer has been warned of the following risks:

- Legal risks regarding securities regulations
- Risks associated with Ethereum Blockchain
- Risks of unfavorable regulatory actions
- Risks of theft and hacking
- Risks of security weakness of codes & software
- Weaknesses of cryptography & mining attacks
- EMA rewarding system may not meet buyer expectation
- EMMARES Second stage services may never be completed
- Insufficient interest in EMMARES Project and EMA Private Placement and Pre-Distribution
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In addition to the written above, there are several points highlighted as seen below.

**In any case EMA tokens sold in Private Placement and Pre-distribution stage will not be refunded**, including but not limited to the following:

- The hard cap is 35.000 ETH.
- Number of ETH and rate ETH/EMA will be fixed before Distribution stage.
- If the total number of ETH raised is less than 10% of the hard cap, EMMARES Project Team will look for another round of Distribution. In this case, the sold EMA in Distribution stage will be refunded.
- In the case of reaching hard cap, all remaining tokens from crowdsale will be burned.
- All remaining unsold tokens from crowdsale will be burned after the token sale.
- No additional tokens will ever be created.
- In private phase ETH, BTC, Fiat and altcoins are accepted. Altcoins are calculated by the exchange rate form exchange or by nominal value if they are not at exchange yet. We reserve the right to not accept certain tokens, which we don't see as beneficial.





## Distribution of EMA tokens

- Private Placement and Pre-Distribution contributors will receive EMA tokens after Distribution Stage completes, together with crowdsale contributors
- Distribution stage contributors will receive tokens through smart contract immediately.
- Bounty distribution will take place within a week after the closing of the main-sale.
- Bonus tokens from presale will be locked for period of 6 months.

## Eligibility

- Each buyer must conclude whitelisting / KYC process.
- Each buyer must meet the criteria as defined under the applicable laws of the jurisdiction where she/he resides, if any.
- The buyer has full power and authority to enter into the terms and will not violate any applicable laws.
- Mainland China, United States and Singapore residents are not allowed to participate in the EMA pre-distribution/crowdsale.

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