

PRESALE AND CROWDSALE INFORMATION

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. There are 3 phases in the distribution plan-the Private Placement, Pre-Distribution stage and the international distribution stage ("Distribution"). Subject of agreement has to be signed with the buyer, please find the indicative terms and conditions below.

	Private Placement	Pre-Distribution*	Distribution Stage
<i>Terms and Conditions</i>			
Estimated Time	Until 31 th Mar	1 st Apr 2018 – 30 th Apr 2018	
Accepted	ETH	ETH	
Price of EMA = 1ETH	10.080	8.400	
Bonus	20%	First 24h-10%, 7days 5%	
Minimum Investment Amount	0,1 ETH	/	
Maximum Investment Amount	TBA	NA	
Lock-up Period after distribution ends	Bonus – 3 months	No lockup period	
	Please contact pp@emmares.io Until 28 th Feb		

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 = USD 22,5 million - the equivalent USD value of sum (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.

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 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 USD 22,5 million equivalent 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.

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.

For any further details, please visit www.emmares.io or please send email to info@emmares.io