



PM7 - ICO BOOSTER

WHITE PAPER

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LEGAL INFORMATION

PLEASE CAREFULLY READ THIS SECTION "DISCLAIMER STATEMENT". IF YOU HAVE ANY DOUBTS ABOUT WHAT YOU NEED TO DO, WE RECOMMEND YOU TO CONSULT WITH YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL CONSULTANT(S).

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Token PM7 can not be used for any other purposes, except for the purposes expressly provided for in this White Paper, including, but not limited to, any investment, speculative or other financial purposes. The Technical Description is not an emission project or proposal, and its purpose is not to serve as the securities offer or the request for investments in the form of securities within any jurisdiction.

The Company does not provide any opinions or advice regarding purchase, sale or other transactions with PM7 tokens, and the fact of provisioning of this Technical Description does not provide any foundation or it should not be relied on in matters related to the conclusion of contracts or making any investment decisions.

This Technical Description does not oblige anyone to enter into any contracts, and take any legal obligations for sale or purchase of PM7 tokens, or receive any cryptocurrency or other form of payment.

The PM7 tokens perform infrastructure functions and they are the identifier, the unit of measurement of PM7 events, and quantity of PM7 events per month that the backer receives by purchasing them during the ICO.

Some of statements, calculations and financial indicators given in this White Paper are meant to be forecasts and preliminary information. They can be based on known and unknown risk factors and uncertainties, so actual circumstances and results may significantly differ from the following figures and results, directly or indirectly provided for by such preliminary forecast statements.

Due to regulatory uncertainty and before the platform provides the public with additional information on this matter, the owners of United States green cards or citizens or residents (tax or otherwise) of the United States of America have no right and should not buy PM7 tokens. Also you should not buy the PM7 tokens if you are a citizen or a

resident (tax or otherwise) of the People's Republic of China (PRC) or Singapore, as well as an individual of the PRC or Singapore. "An individual of the PRC or Singapore" is usually defined as an individual residing in the territory of the PRC or Singapore, or any other legal entity organized or established under the laws of the PRC or Singapore. PM7 tokens you received cannot subsequently be resold in the secondary market (for example, through an exchange or direct transaction) to a citizen, resident (tax or other type) or other individuals of the PRC or Singapore. In addition, due to regulatory uncertainty and before the Platform will issue additional information, United States green card holders, citizens or residents (taxes or otherwise) of the United States of America, Singapore or China, or other US, the person responsible for Singapore or an individual of the PRC does not have the right to buy PM7 token. This limits the ability of US, Singapore, PRC users to use PM7 tokens and participate in further development of the Platform, as well as in revenue distribution.

If such persons are still purchased PM7 tokens, despite of all attempts of PM7 platform to prevent such a sale, the PM7 tokens will be transferred to the owner's personal wallet without charging any income and PM7 Technologies will use the current legislation in order to take all necessary actions to ensure compliance with the law requirements.

BRIEF SUMMARY

Our mission — is to help innovators, project developers, entrepreneurs and all creative people to implement their ideas regardless of their location, origin or socio-economic status.

The volume of Internet advertising world market from 2010 to 2016 has been growing by 15-22% annually. The share of television advertising traditionally was higher than the share of Internet advertising. But in 2017 Internet advertising surpassed the television advertising. According to statistics of Statista portal, the market volume of Internet advertising in 2017 will be \$227.802 billion. And influence of Internet advertising to the market is constantly growing. According to information of communication group Dentsu Aegis, the proportion of Internet advertising in 2018 will exceed 50% of total advertising market in 8 countries: Australia, Great Britain, Denmark, China, Netherlands, New Zealand, Norway, and Sweden. According to the forecast of Magna, by 2021, the overall share of Internet advertising in the world will increase from 36% to 50%.

The greatest values of the Internet are Internet users – you and me. It is true for the global advertising world even more!

When companies add 30-40% for marketing and advertising, why this money come to monsters of world advertising? The era of blockchain technology and worldwide tokenization has come and innovative decentralized marketing platform created by us will help to change this.

It directly and openly connects Users on one side and Companies on the other. Users receive tools for increasing earnings and Companies receive huge influx of Users.

Technologies based on intelligent contracts immediately provide compensation for all bookings made through you: system referral links through blockchain will monitor every order made by a short referral link of blogger, opinion leaders, and traffic provider.

By combining new technologies we provide the most international ways to expand and interact with an audience.

We are proud to say that we are changing the world of advertising and MLM distribution and moving it to the blockchain technology.

We are innovators in the advertising world!

This Technical Description describes the advantages of PM7 affiliate marketing platform, business model of our company, as well as the tokens distribution mechanism.

PM7 PLATFORM OVERVIEW

Philosophy

PM7 – is decentralized innovative affiliate marketing platform, designed to radically change the advertising world for online and offline projects.

The main idea of the platform is to reduce the distance between the creators of advanced projects and their customers, eliminating mediation of advertising, marketing and PR agencies and allow all participants in this process to create progressive and world-changing technologies.

We use our ready-to-use technologies as part of a well-developed professional experience in the field of MLM and transfer it to a new level by decentralization and transparency based on the blockchain technology.

First of all, we are launching our technology in the rapidly growing market of ICO campaigns. From the middle of 2010, the emphasis in financing innovative technological projects is shifting steadily towards decentralization and diversified financing from potential consumers of products and services. Venture capital loses its share, and crowdfunding and ICO are rapidly increasing their capitalization. More than \$2.0 billion has been collected over the entire period of the ICO.

This causes an extremely high level of competition in this area and forces the owners of ICO campaign to make costly marketing campaigns to popularize their projects and involve investors. Sometimes the cost of advertising and PR is more than a half of the ICO budget.

The PM7 platform offers the benefits of multi-level marketing (MLM) for distribution of information about ICO campaigns. The main idea is a multilevel burst-type distribution of information about projects between users by using our technical and software tools and technologies.

This approach allows everyone to win. Project owners receive an intensive influx of users and investors. Besides the advantages of ICO products, users receive additional earnings for recommending the ICO campaigns and other projects to their friends.

In addition, we offer you to become a full partner of our system, not only by buying PM7 (premium accounts of 7 levels with different quantity of events per month) during ICO and earning profit for unlimited growth of our system in addition to your revenue as PM7 platform participant of any type. We also offer capabilities of our platform (distribution) to any other projects. Blockchain technology ensures transparency of the process and ensures the implementation of these commitments in the framework of the business-model platform with Smart contracts.

Competitive advantages

The PM7 platform covers several areas: multilevel marketing (MLM), affiliate (partner) programs, payment processing (including cryptocurrencies), and blockchain technology.

Let's talk about the typical representatives of these areas vs PM7.

Branch – is a solution that collects product user metrics for all devices, platforms and channels (<https://branch.io>).

KickICO – is a platform for safe and easy fund-raising for ICO, pre-ICO and crowdinvesting (<https://www.kickico.com>).

Traditional MLM companies – are Amway (<https://www.amway.com>), AVON Products Inc (<https://www.avon.com>), Mary Kay (<https://www.marykay.com>).

Feature	PM7	Branch	KickICO	Traditional MLM companies
Payment Gateway				
adding funds	BTC, LTC, ETH, ERC20, Wire	⊖	ETH	Fiat
withdrawal of funds		⊖	ETH	Fiat
Affiliate program				
Affiliate mechanism	+	+	⊖	⊖
SDK	+	+	⊖	⊖
Back-office	+	+	+	+
Mobile app	+	⊖	⊖	⊖
SaaS solution	+ *	+	⊖	⊖
Multi-level marketing (MLM)				
Bonus program	+	⊖	⊖	+
Individual bonus program	For each project	⊖	⊖	For brand

Renumeration	- from network structure - from owned tokens	⊖	⊖	From network structure
Users community				
Sources of community growth	Brand advertising, multi-level network structure	Brand advertising	Brand advertising	Brand advertising, multi-level network structure
User communication	Social chat	⊖	⊖	Chat, forum
Other				
Marketplace	Online / Offline** products	⊖	Online products (ICO)	⊖
Tokens	+	⊖	+	⊖
Distribution of income between token holders	+	⊖	⊖	+
Reserve for token redemption	+	⊖	⊖	⊖

* SaaS solution can include different function combinations and it is fully customizable.

** It is planned in accordance with the road map.

This technology offered by us is applicable absolutely to all areas of commercial projects. We have already prepared solutions and communications with leading companies in the area of telecommunications, sports betting, online games as well as offline business, which will be launched in the nearest future.

Platform Functionality

We offer the following possibilities for using PM7 platform functions.

Participation in the platform as system offer includes:

- Placing directory in PM7+ catalog (on website and mobile app)
- Using PSP to receive funds from investors in ICO (with the possibility to receive BTC, ETH, LTC, ERC20 tokens)
 - Access to the API, community of platform and chat group in community messenger
 - One-time announcement of ICO campaign in the community by including information about the offer to subscribers, and review in the blog
- Possibility of priority placement in the catalog
- Possibility to receive an ICO Booster – PM7+ application with its content and placing a download link on its website*

* For additional % of bonus commission.

Using PSP (with possibility to receive BTC, ETH, LTC and ERC20 tokens) for receiving funds as a separate product with a fee for each transaction.

Providing SaaS integration of our platform in the form of SDK (for iOS, Android platforms and Web) to any existing business and project. This gives them the opportunity to increase the number of its users and building its multi-level bonus program.

The client will receive the opportunity to:

- Use private account (back office) with the ability to customize their marketing campaign.
- Generate reports with the ability to download in popular formats pdf, cvs.
- See the visualized metrics, reflected in conjunction with historical data in a real time.
- Preparing invoices for payments as electronic documents, formed under the end time for the targeted goal.

This option will be of interest to Clients with the existing business for the integration option as a closed bonus platform.

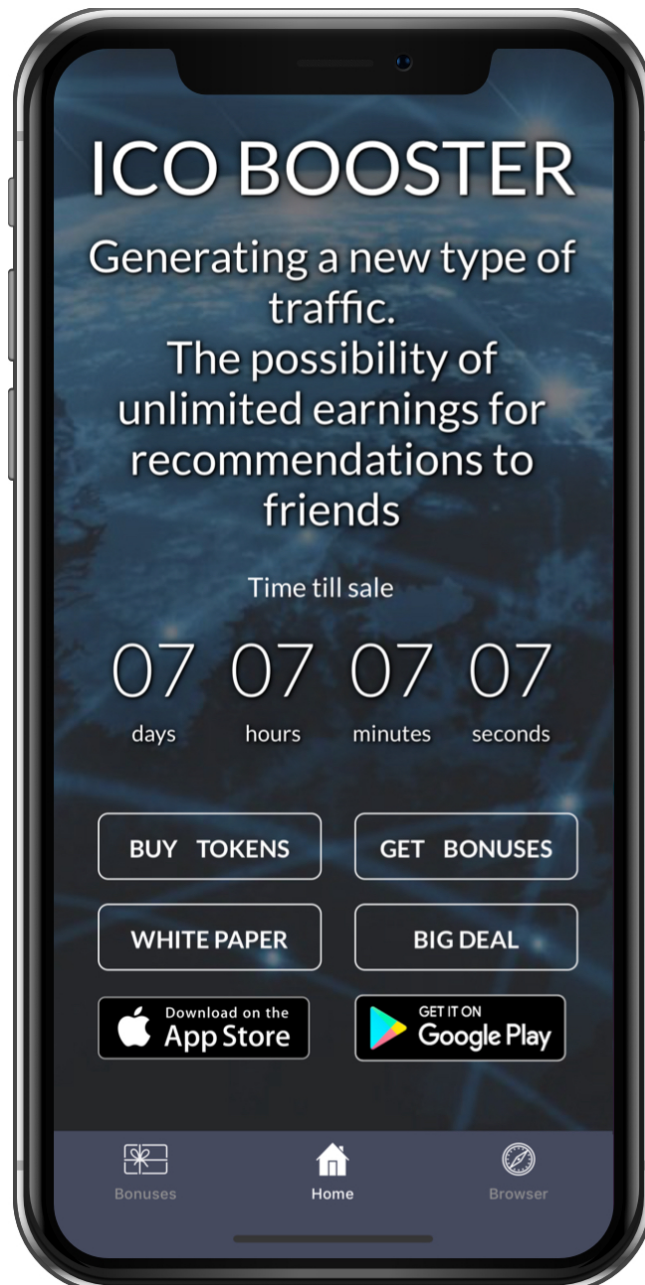
In addition, we plan to provide:

- Services of electronic exchange of ICO projects tokens (stock exchange)
- Service for creating ERC20 tokens for any ICO project
- Ability to integrate project tokens into our electronic exchange service.

Financial benefits

Each participant of the system receives benefits and income from its functioning and development.

To that end, we provide a mobile application PM7+ with unique content of each project.



PM7 owners:

They receive a commission from the revenue generated automatically by their volume of PM7 events in the Premium account of the platform when distributing information about ICO campaigns and other system projects which lead to purchases or investments in these projects.

They will receive income from the mathematically guaranteed growth of PM7 token price.

They will receive income from personal distribution of PM7+ app.

They will receive income from distribution of the PM7 Platform services for other projects (see the Partnership offer).

Users (Agents):

They will receive bonuses for distribution of PM7+ app and distribution of information about different services (telecommunication, sale of tokens, gaming, betting, etc.), ICO campaigns and other types of projects.

They will receive income from distribution of the PM7 Platform services for other projects (see the Partnership offer).

Project Owners:

They will receive an unlimited increase of users and investors participation in their projects, thereby increasing the amount of involved ICO funds.

They will receive income from personal distribution of PM7+ app.

They will receive income from distribution of the PM7 Platform services for other projects (see the Partnership offer).

They will receive an income after their own ICO, which their users in other projects continue to generate.

All users will remain forever in the network of our Partner.

Platform service distributors:

You can become our platform Services distributor. Tell your friend how we can accelerate their business.

We will pay you Distribution Bonuses – additional partner commissions for each area of our platform activity.

All users of the projects you bring to us will become your friends of 2nd level.

Recommend us in person or by using any opportunities (see our Partnership offer).

PLATFORM ECONOMY

PM7 events

PM7 events – are indicators of the platform volume, the number of metrics, events and, ultimately, they are equal to the possible amount of revenue in the system.

The user buys Premium accounts with a different quantity of PM7 events per month.

For purchasing PM7 events during an ICO, the user receives reward by PM7 tokens (1PM7 token for 1PM7 event).

The PM7 tokens perform infrastructure functions and they are the identifier, the unit of measurement of PM7 events, and quantity of updatable free PM7 events per month that the backer receives by purchasing events during ICO.

Quantity of PM7 events is equal to PM7 tokens and it is updated free of charge in the account every month according to the amount of PM7 tokens available to the user.

The owner of the Premium account enters PM7 tokens to his account once a month and the system charges him the same quantity of PM7 events for a month and, also the profit under system's revenue, doing this simultaneously for all users at the same time.

The profit depends on PM7 events quantity (equal to the PM7 tokens quantity), because our system uses events during the calculation process and for generating revenue.

The user can, if necessary, buy any additional number of PM7 events for a month, if his network grows and he needs more events.

PM7 events purchased additionally after ICO should be used within a month, because they will not be transferred to the next month and PM7 tokens are not issued for them. If the user doesn't have PM7 tokens, free accrual of PM7 events to the user will be stopped.

Other users of the platform after a free trial period can buy PM7 events in any quantity for using them in their network.

PM7 token

PM7 token – is a digital token based on the ERC-20 standard, which is awarded to backers who supports the ICO of PM7 platform and purchased premium accounts with different number of events.

The PM7 tokens perform infrastructure functions and they are the identifier, the unit of measurement of PM7 events, and quantity of PM7 events per month that the backer receives by purchasing events during the ICO.

The user buys Premium accounts with a different quantity of PM7 events per month and volume of a possible network for generating revenue.

PM7 events quantity is equal to PM7 tokens quantity and it is updated every month with same quantity as PM7 tokens you have.

PM7 events – are indicators of the platform volume, the number of metrics, events and, so ultimately they are equal to the possible amount of revenue in the system.

1 PM7 token = 1 PM7 event.

Also, the PM7 token is a virtual currency that will be accepted and used by projects on our platform (and partners) and later will be accepted as payment for services on the platform and bonuses.

- 1000M PM7 tokens will be released.
- 500M PM7 are sold for \$0.05 per 1 PM7.
- 500M PM7 are distributed between company, investors, team and advisers.

Owners of Premium accounts will always be the first at starting of our world decentralized innovative marketing affiliate platform.

They are the owners of Premium accounts and PM7 tokens and events and always receive commission bonuses for it from the system.

They will receive income from the mathematically guaranteed growth of PM7 token price.

They can receive additional income by engaging in agency distribution.

PM7 tokens can be freely moved between users, bought and sold on cryptocurrency exchanges.

System operation algorithm

The platform enters into contracts with suppliers of products and services (ICO campaigns, owners of online and offline businesses), which determine the amount of remuneration for the distribution of their products (offers).

System users (Agents) by using their contacts can distribute the offers and generate the system income. The income shall be distributed in accordance with the company's rules:

- 62% of commission bonuses are used for payment to Agents-distributors (according to our Bonus Program);
- 31% is paid as commissions to premium accounts owners in proportion to PM7 events quantity – equal to PM7 tokens in the account;
- 7% of commission bonuses are used for system development and sustain.

Example of calculation:

The customer brought to us his product with a designated bonus commission of 20%. Users told about it to their friends. Friends made purchases for \$100, and for this the Customer paid \$20 to the system. From this amount:

\$12.4 (62%) will return as commission bonuses to users, who involved this friend,
\$6.2 (31%) will be paid to owners of PM7 tokens,
\$1.4 (7%) will be used for system development.

User allocation in the system

3,500,000,000 – is the approximate number of Internet users. 1,000,000,000 – is the number of PM7 in the system.

3.5B: 1B = 3.5 users.

There are 3.5 users for each PM7 in our system.

For example, if you buy \$100 of our PM7 events during the first phase (and receive PM7 tokens), then taking into account bonuses:

100\$: 0.05 = (2000 PM7 + 800 PM7 (+40%)) x 3.5 users = 9800 users can be involved for \$100, which generate revenue in the form of bonuses.

According to our calculator, 9800 friends can approximately generate revenue of +/- \$19,000.

At the same time, the system and its owners will receive \$7200. In other words, for every \$1 spent, you may theoretically receive income up to \$72.

This is considering the fact that on the first level will be 7 friends, but you can involve much larger (see calculator).

So \$72 is repeatedly multiplied.

And this is only one product and level, and we have an innovative multilayer and multi-level blockchain technology of MLM distribution.

And there will be thousands of products!!!

Bonus program

Within PM7 platform users receive commission bonus for everyone involved in the user system and make it an investment or purchase of project of partner companies.

The list of partners and available projects is constantly updated in the client mobile application PM7+ or in web-based cabinet in the system.

Users can share information about projects through any communication channels: messengers, letters, social networks, text messages and receive bonuses for it.

Bonus types

There are 4 kinds of bonuses – Commission Bonuses (CB) for main system operation, Installation Bonuses (IB), Platform Service Distribution Bonus (DB) and Hot Bonuses (HB).

There are two states of bonuses – Hold and Ready-to-Pay. All bonuses shall be paid by:

- ETH tokens.
- tokens of ICO projects distributed by us.
- VISA/MC payment – it is planned, according to the Road map.

Commission Bonuses

(Bonuses for the main system operation)

We accrue Bonuses to our users for each involved user of PM7+ app and his investment or purchase of our products.

All you need is to share information about PM7+ through any channels that you use: messengers, letters, social media, text messages, etc.

When friends join us under your invitation and they make purchases – you will always receive your bonuses.

Our bonus program provides seven levels of revenue based on your commission from investment to ICO campaign or buying other products made by your friends.

From the first level you always receive bonuses as 7% of investment or purchases made by friends invited by you.

From the second level you always receive bonuses as 3% of investment or purchases for friends who joined the program under invitation of your friends.

And so on...

The chain of involved friends lasts until the 7th level.

Your income from each level of friends depends on commissions paid by our clients (each product has its own commission % and we always publish it) and it is calculated as follows:

1st level – 7%

2nd level – 3.0%

3rd level – 1.50%

4th level – 0.70%

5th level – 0.60%

6th level – 0.35%

7th level – 0.25%

The amount of Commission Bonuses depending on quantity of involved friends and their purchases could be seen in our calculator in Purchase Bonus menu.

Installation Bonuses

(Bonuses for installation of PM7+)

Let's calculate the result for PM7+:

When user "A" installs* PM7+ or registers on website, he receives \$20 bonuses for its own installation.

When, under recommendation of user "A", his friend of 1st level installs* PM7+, this friend receives \$20 IB and the user "A" receives \$20 IB for this installation also.

When a friend on the 2nd level installed* PM7+ then a friend on 1st level will receive \$20 bonuses and user "A" will receive \$8.57 IB for this installation.

And so on... Our calculator works as follows:

\$20.00 IB – this is a bonus for installation (user "A")

\$20.00 IB – for installations of friends on the 1st level
 \$8.57 IB – for installations of friends on the 2nd level
 \$4.29 IB – for 3rd
 \$2.00 IB – for 4th
 \$1.71 IB – for 5th
 \$1.13 IB – for 6th
 \$1.00 IB – for 7th

The amount of Commission Bonuses depending on quantity of involved friends and their purchases could be seen in our calculator in our Installation Bonus menu.

All these IB are hold. When the user "A" has \$200 ready-to-pay bonus, this means that our system receives at least \$100 commission bonus. And we unhold his \$20 IB for his \$200B ready for payment. So for every \$10B unheld and ready to be paid – we also unhold \$1 IB (this is for his own installation of PM7+).

When friend on the 1st level has \$200B to be paid, we unhold \$20IB for his own installation and we unhold \$20IB for user "A", which he received for installation program by the friend on the 1st level.

So, for every \$10B ready for payment we unhold \$1 for your own installation and \$1 for user "A" who involved you.

*To get Installation Bonuses you have to register in the application.

Distribution Bonuses (DB) (Distribution of PM7 Platform services)

DB includes Commission Bonuses + Installation Bonuses.

For each involved corporate client (owner of an ICO project or any other project) who uses our marketing PM7 platform and PM7+, we pay bonuses to our users.

The user always receives bonuses for investments or purchases made by backers of the corporate client in any of our projects.

All you need is to share information about PM7+ and PM7 platform by personal acquaintances or through any channels you are using: messengers, letters, social media, text messages, etc.

When a corporate client starts using the PM7 platform and PM7+ for their ICO or any other project, then he personally becomes a friend of your 1st level, and all his users will be at your 2nd level of friends and so on...

From the users of the Project owner whom he attracted to his site and who installed PM7+ or registered in the PM7 program for his project, that bonuses are accrued according to the accrual rules for exactly this project. But if these users participate in other projects, then bonuses are calculated according to the general rules. You always receive bonuses for the investments or purchases made by the backers of the Project Owner (friends of your 2nd level) and their friends in any of our projects (see the rules for calculating bonuses for each offer for all types of bonuses).

Also, you receive \$1000 Installation Bonuses for registering a corporate client in the PM7 platform and his installation of PM7+.

All users of its ICO (or any other project) who installed PM7+ and registered in PM7 platform become your friends of 2nd level. And for their installation or registration you receive \$8.75 IB.

And so on until the 7th level.

The amount of Commission Bonuses depending on quantity of involved friends and purchases they made could be seen in our calculator in our Distribution Bonus menu.

When a corporate client has other Platform services (market or PSP, etc.), then Distributors receive bonuses for him as for a friend of the 1st level for this business direction.

The distributor could see extended revenue statistics for project areas in his back-office.

The corporate client receives a discount on our services if he uses your promo code or just your recommendation.

Hot Bonus

You can recommend a purchase to any person involved by you and not by you, from any of 7 levels – when he makes a purchase within 24 hours; you receive 7% of Hot Bonus, as if this friend was in your first level.

All commission for this operation will not go to the friend who involved this user and all commission will be sent up to your chain.

Bonus status

Earned bonuses have 2 statuses: Hold and Ready-to-Pay.

When you have friends involved in any level do the action for which you will receive bonuses, you will immediately see them on their balance sheets.

Each type of bonus has its own rules of calculation and unholding.

Bonus payment

At the first stage, the bonuses payment will be made in ETH to the user's wallet.

In the future we plan to add other cryptocurrencies and tokens of projects distributed by us.

Also we will add opportunity to receive funds in fiat money (VISA/MC).

Bonus quantity

Invite as many projects and friends as you have. We do not set limits on your income.

You can incredibly increase your monthly income. It really works!

(Quantity of all kinds of bonuses for each product may vary, and we always publish these figures on our website).

Forecast of financial indicators for 2018–2022

This business model for PM7 platform development reflects 3 vectors of planned development. Depending on emerging market situation at a particular point in time, our focus will be changed to the most promising and profitable direction.

At the moment main activities of the company can be presented as follows:

PM7 - marketplace

Expected financial result for Market Place PM7 (million USD):

	2018	2019	2020	2021	2022	Total
Platform revenue	17.0	68.0	204.0	409.0	1247.0	1945.0
Operating expenses	1.16	4.64	13.92	28.84	87.1	135.66
Bonus payment to Agents	10.56	42.24	126.72	253.44	773.3	1206.26
Platform profit	5.28	21.12	63.36	126.72	386.6	603.08

PSP – payment service

Service for circulation, transfer and payment by cryptocurrencies. With further binding to VISA/MC plastic cards + using of our software (API integration with our exchange market) in self-service terminal for purchasing/sale of cryptocurrency and tokens at the rate of 1% of turnover.

Expected financial result of payment service (million USD):

	2018	2019	2020	2021	2022	Total
Operation volume per day	1.0	2.5	5.0	10.0	20.0	
Revenues	3.65	9.13	18.25	36.5	72.5	140.03
Operating expenses	1.1	2.7	5.0	9.0	16.0	33.8
Profit of payment service (1%)	2.55	6.43	13.25	27.5	56.5	106.23
Profit of payment terminals (1%)	3.6	9.1	18	36	72	138.7
Profit of business direction	6.15	15.53	31.25	63.5	128.5	244.93

Exchange market

One of business areas of PM7 Company will be establishing of its exchange market.

The expected financial result from our exchange market based on the planned commission 0.2% of the turnover + own trading of our *Market makers* on the exchange market at 40% per annum (million USD):

	2018	2019	2020	2021	2022	Total
Operation volume per day	0	10	30	100	200	
Revenues	0	7.3	21.9	73	146	248.2
Operating expenses	3	2.4	5.8	10.8	19.6	41.6
Profit from user trading (0.2%)	-3	4.9	16.1	62.2	126.4	206.6
Profit from own trading (40% / year)	0	0.97	3.2	12.3	25	41.47
Total profit of our exchange market	-3	5.87	19.3	74.5	151.4	248.07

Expected total financial result (million USD):

	2018	2019	2020	2021	2022	Total
Payment bonuses to PM7 Agents	10.56	42.24	126.72	253.44	773.3	1206.26
Total profit of PM7 platform	8.43	42.51	113.91	264.72	666.5	1096.07

This means that an estimated profit for every PM7 will be \$1.096:

(\$1,096,000,000 / 1,000,000,000 PM7 = \$1.096).

We will be worth billions!

This is the forecast for the development of the company in the case of a full fund-raising during the ICO campaign.

ROADMAP

2016

- ⊕ Analysis of the Internet advertising market.
- ⊕ Development of system concept and architecture
- ⊕ Development of SDK for iOS/Android (alpha version)
- ⊕ Development of PM7+ for iOS/Android

2017

- ⊕ Development of a web platform for users and project owners
- ⊕ Development of crypto-PSP for receiving investments to ICO in cryptocurrencies (BTC, ETH, LTC) and project tokens
- ⊕ Development of PM7 smart contract, issuing PM7 token

ICO preparation

- developing marketing strategy
- attracting advisers
- preparing documentation (White Paper, Terms and Conditions, Disclaimer, etc.)
- developing the ICO website
- PR campaign

Launching ICO PM7

2018

Integration of PM7 token into cryptocurrency exchanges

- Exmo
- Hitbtc
- Tidex
- Liqui

Development of iOS/Android/Web SDK

2018

- adding of new metrics

- debugging and testing

- improvements to UI/UX

PM7 Blockchain Explorer development for platform net and events visualisation

Development of social community chat for platform users

- concept development

- architecture planning

- backend development

- frontend development

- testing

- integration into the platform

Issuance of Visa/MasterCard cards for cryptocurrency payments

- API integration of the Visa/MC provider

- technical and organizational preparing of infrastructure for PCI DSS certification

- debit cards issuance

Adding the possibility to pay bonuses as tokens of projects

- system configuration for calculating bonuses in the form of project tokens

- finalization of the user back-office

- customization of the user back-office in the mobile application

- iOS/Android/Web SDK updates

Integration of PM7 with other types of projects (telecom, betting, online games) and offline businesses

- development of tools for the integration team

- development of tools for the user support team

- system scaling

- setting up the system for different markets.

Creating own exchange for the possibility of making personal transactions between users in the crypto currency and project tokens, using trading analytics tools and signals from experienced traders

2018

- development and launch of own trading robot and creating of trading strategies, trading our team Market maker.

- launching own software in the ATM network (ATMs) for instant input/output of crypto currency and project tokens all over the world

Development of iOS/ Android mobile applications for the world MLM market PM7.

Application for a license in the US

Receiving of the Fund managing and broker-dealer licenses to work with unaccredited fiat investors

2019

Broker-dealer license in the US

Start of the tokens sale in the US

CROWDFUNDING

The launch of the PM7 platform and the corresponding process of creating PM7 tokens are organized under smart contracts based on Ethereum.

The process of distributing PM7 tokens will begin on December 17, 2017 at 07:00 AM GMT (the Distribution Start Date).

Instructions for participants regarding participation methods will be available closer to the Distribution Start Date.

Participants wishing to contribute and support the development of this affiliate marketing platform can do this by sending ETH or other cryptocurrencies to the specified address.

Detailed information on participation and using of funds will be published in the near future. You can also request information about participation and using of funds, by sending an email to the following address: ico@pm7.com.

When making contributions, participants will receive Premium accounts with different quantity of PM7 events and at the same time they will be awarded with an equal quantity of PM7 tokens - 1 PM7 token per 1 PM7 event.

The distribution period will remain in effect until all the PM7 tokens will be distributed.

The distribution of PM7 tokens will begin on March 4, 2018.

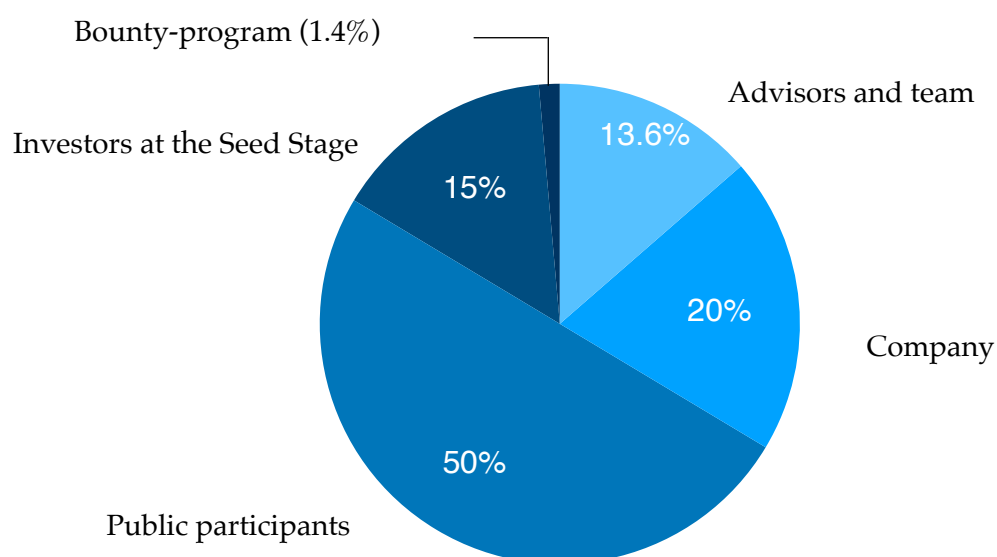
PM7 TECHNOLOGIES UK LIMITED (hereinafter referred to as the "Company") monitors the contract and the address where the collected ETH, BTC, LTC and ERC20 tokens will be sent (implemented as a multi-signature address).

To ensure your participation, please contact us by email: ico@pm7.com.

TOKEN DISTRIBUTION STRUCTURE

- 1 PM7 = 0.05\$
- Quantity of issued PM7 = 1,000,000,000.
- **500M PM7** – will be sold during ICO, this money will be used according to the FUNDS DISTRIBUTION PLAN.
 - **150M PM7** – will be allocated to investors who started on the Seed phase 2015–2017
 - **200M PM7** – will be allocated to the Company's reserve and blocked for at least 24 months. This reserve is the source of Company's income for the distribution period and can be distributed only in part and only among the direct participants and the core team, if necessary, and not earlier than after 24 months. This reserve is a necessary foundation for sustainable future development of PM7 Platform.
 - **136M PM7** – will be allocated to the team and advisers, and frozen by smart contract for 24-month period without vesting during first 6 months. These PM7 will not be immediately sold and will be motivation for the main team after the Distribution Period. Some PM7 from this pool (but not more than 5% of all PM7) will be allocated to non-operational advisers and will be unfrozen without the right to sell during 6 months. Up to 3% will be sent to contractors and participants of bounty-campaign without right for vesting.
 - **14M PM7** goes to the bounty program for awarding users during the ICO. They will be frozen by a smart contract with a 12-month vesting period with the right to sell from March 14, 2018. These tokens will provide motivation for users to recommend and distribute our products.

So we have the following distribution structure in %:



This structure will be the basis for distribution of commission bonuses between the holders of tokens.

INITIAL COIN OFFERING (ICO)

Token	PM7
Token price	\$0.05
ICO start date	December 17, 2017
ICO end date	March 4, 2018
Precision	8
The smallest unit	1e-8 PM7
Total quantity of tokens	1 000 000 000
Quantity of sold tokens	500 000 000
Minimal purchase	400 PM7
Maximum purchase	Not limited
Soft cap	Not specified
Hard cap	\$12,500,000

It is planned to sell PM7 for such currencies: BTC, ETH, LTC, and any fiat currencies. Sale will be made in 9 rounds with calculation of bonuses at each phase:

Round	Bonus
December, 17, 2017 - December 31, 2017	+ 40%
December 31, 2017 - January 14, 2018	+ 15%
January 14, 2018 - January 21, 2018	+ 13%
January 21, 2018 - January 28, 2018	+ 11%
January 28, 2018 - February 4, 2018	+ 9%
February 4, 2018 - February 11, 2018	+ 7%
February 11, 2018 - February 18, 2018	+ 5%
February 18, 2018 - February 25, 2018	+ 3%
February 25, 2018 - March 4, 2018	+ 0%

Depending on the quantity of PM7 events you buy, you will receive more bonuses in the form of our PM7 tokens:

PM7 quantity	Bonus
> 4M	+ 60%
> 2M	+ 40%
> 1M	+ 35%
> 200 000	+ 30%
> 100 000	+ 27%
> 20 000	+ 25%
> 8 000	+ 20%
> 4 000	+ 10%
> 2 000	+ 5%

ICO lasts until March 4, 2018 or the distribution of all tokens. All tokens unrealized during this period will be destroyed.

Tokens PM7 will be sent to the backers within 7 days after the end of the ICO.

The launch of trading on the exchange and on our site pm7.com immediately after the distribution of the tokens - March 14 at a nominal price of \$0.05.

Any amount received during the ICO campaign will be considered as successful.

Early participants of PM7 platform will be able to make reservations for PM7, to secure their right to participate in tokens distribution. For participation in the pre-ordering, please write a letter to: ico@pm7.com.

FUNDS DISTRIBUTION PLAN

30% funds collected during the Distribution Period will be reserved for guaranteed redemption of PM7 tokens at 80% of the average selling price of PM7 during ICO indicated in USD, which starts on March 14, 2018. The reserve will be stored in the form of a differentiated portfolio of major cryptocurrencies. Information on the structure of the reserve and its status will be available for public. This protection will last for 12 months, and after that this reserve becomes available to the company. The tokens purchased by this way will become the property of the company. The remaining funds will be used to development of PM7 platform.

25% of collected funds will go to the company's activities and hired employees for platform development.

20% of collected funds will be allocated as premium for users and a platform for the distribution of PM7+ app and PM7 sale. Unused funds will be returned for platform development.

10% – is a payment for PR on pre-ICO, ICO and Release stages.

7% of funds – is a return of investments made by investors at the Seed Stage.

5% will be used for returning of borrowed funds used for platform creation.

3% – are bonuses for platform developers.

PROJECT MONETIZATION

Sources of company revenue:

- Complex services for projects located on our site.
- Sale of SaaS solution for Partners under the monthly subscription, depending on events volume.
- Participation of companies in bonus multi-level affiliate program.
- Own exchange market and trading.
- Software for networks of self-service terminals for the purchase/sale of cryptocurrencies and tokens (API integration with our exchange market).
- PSP service (processing of cryptocurrency and tokens) for ICO Clients, games, betting and other projects.

Additionally:

- PM7 tokens, which will grow in price in proportion to the growth of the company's capitalization and project popularity.
- Growth of PM7 platform users during ICO campaigns.

CONCEPT CONFIRMATION

At the moment of ICO preparation we have already received requests from more than 50 ICO campaigns for participation in our platform.

The undeniable advantage of the platform is that the required set of technical solutions for its operation has been developed and is ready for integration. We will test it at the launch of our ICO, which will allow potential investors to verify its effectiveness even before deciding to participate in PM7 platform.

PM7 - ICO BOOSTER



PM7.COM