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10. The regulatory status of tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Enkronos Apps Platform and EnkronosToken (ENK). It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to laws and regulations affecting distributed ledger technology and its applications, including the Enkronos Apps Platform and EnkronosToken (ENK). Regulatory actions could negatively affect the Enkronos Apps Platform and EnkronosToken (ENK) in various ways, including, for purposes of illustration

only, through a determination that the purchase, sale, and delivery of EnkronosToken (ENK) constitutes unlawful activity or that EnkronosToken (ENK) are a regulated instrument that requires registration or the licensing of some or all of the parties involved in the purchase, sale, and delivery thereof. The Enkronos Apps Platform may cease operations in a jurisdiction in the event that regulatory actions, or changes to laws or regulations, make it illegal to operate in such jurisdiction or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

11. Given that EnkronosToken (ENK) are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on EnkronosToken (ENK). Moreover, advances in cryptography or technical advances, such as the development of quantum computing, could present risks to EnkronosToken (ENK) and the Enkronos Apps Platform, including the utility of EnkronosToken (ENK), by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol.

12. As with other decentralized cryptographic tokens based on the Ethereum protocol, EnkronosToken (ENK) are susceptible to attacks by miners in the course of validating EnkronosToken (ENK) transactions on the Ethereum blockchain, including, but not limited to, double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Enkronos Apps Platform and EnkronosToken (ENK), including, but not limited to, accurate execution and recording of transactions involving EnkronosToken (ENK).

13. Enkronos Apps platform respects GDPR EU law framework and data protection of its users.

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1. Abstract

Definitions	
<p>“Enkronos Apps” - apps.enkronos.com</p> 	<p>The platform that constitutes the common environment of all the applications and products in it available.</p> <p>It will be online starting from:</p> <p style="text-align: center;">15 May 2018.</p>
<p>“EnkronosTokens (ENK)” - ico.enkronos.com</p> 	<p>(Also “ENK Tokens”, or “ENK”, or “Enkronos Tokens”), the utility tokens of the “Enkronos Apps” Platform used in all transactions related to distributed credits on the Enkronos Apps Platform.</p> <p>ENK follows ERC20 token standard on the Ethereum blockchain.</p>
<p>“Enkronos d.o.o.” - www.enkronos.com</p> 	<p>(Also “Enkronos”), the company which has developed and is improving “Enkronos Apps” and manage the “EnkronosTokens (ENK)” sale phases here described.</p>



Project Goals	
What	<p>“Enkronos Apps” constitutes a unique data driven multi-application platform developed by Enkronos. It is in continuous evolution thanks of the releasing of new products and solutions already scheduled in their development as detailed in chapter 5. Its credit system is already tokenized on a private ledger and it is a shared resource among all the products published in Enkronos Apps platform. The final goal is to adopt ENK token as the only “internal fuel”, creating a public ledger blockchain-based “Enkronos Apps” platform.</p>
Why	<p>Enkronos Apps platform powerful advertising, marketing, AI and big data possible usage (as it happens for any other advanced solution) raises a problem of respect of ethical conduct that till now has not found any acceptable answer also in any other available platforms. This unsolved problem is the main reason of the recent uncertainty that has created collapses in the stock exchange even for giants like Facebook (see Cambridge Analytica case).</p> <p>The natural evolution of “Enkronos Apps” is therefore the realization by Enkronos of a full trusted, not manipulable publicly available accountability system to guarantee its ethical usage.</p> <p>This the main reason why blockchain technology is the answer to this issue, since it is the only way to assure everybody that any usage of Enkronos Apps, that will be possible only with ENK tokens, will be registered and traced in a secure way that can’t be deleted or changed.</p>
Who and Where	<p>Enkronos d.o.o., a digital strategy company based in Slovenia organizes the ENK Token Selling Phases</p>
How	<p>This document illustrates how Enkronos will realize this project, its total cost, the value associated with its utility tokens, the precise modality of their selling with a public smart contract and the advantages of buying ENK tokens and of usage of “Enkronos Apps” platform and of its different products.</p>
When	<ul style="list-style-type: none"> ❑ First Release of Enkronos Apps: 15.05.2018. ❑ Private Sale, Pre and Public Sale: between 14th June 2018 @ 16:00 CET and 20th November 2018 @ 14:59 CET, as detailed in paragraph § 7.6. ❑ Realization of Blockchain based Enkronos Apps: 31.03.2019 <p>A roadmap of each project phase is detailed in chapter 5.</p>



Advantages in using ENK

Plus	
ENK	<p>ENK will be the only way to use “Enkronos Apps” Platform and any of its applications inside available.</p> <p>Its value will be directly expression of the value of the entire platform and applications.</p>
Enkronos Apps	<p>The platform will give access to many different apps, all unique, that vary from marketing and promotions, to AI/AR engagement, to IoT+AI monitoring and prediction, to mass interaction. Furthermore, the interactions among single applications will create in “Enkronos Apps” a powerful common view of users data.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive, security, energy, health, wearables, public sector (governments, regions), civic groups and associations, developers, tech companies, VC, startups.</p>
FeelGrid	<p>An IoT empowering platform for Widea Areas monitoring, predictions and actions.</p> <p>Target Groups: wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive, security, energy, health, wearables.</p>
Contest Dream	<p>A contest and promotion creation and management platform. It empowers marketers with the best tool to engage with their audience, generate leads, attracts an audience to a point of sale, gathers feedback and rewards customers. Contest dream enables you to build and run promotions that you can implement into any website. With Contest Dream, you no longer have to pay for expensive custom solutions for your promotions.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
Loyalty Venue	<p>Loyalty Venue is a web based systems for loyalty programs, gift cards programs, and incentives for employees loyalty programs. Our mission is to help maximize customer retention and increase customer spending.</p>



	<p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
YourGamify	<p>A gamification app, that allows to create and manage challenges and nested competitions, each composed of different types of mechanisms. On the same initiative you can involve your users with a basic questionnaire, a photo contest, and instant victory based on destiny.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
McAudience	<p>McAudience allows you to create and manage challenges and nested competitions, composed of different types of mechanisms. You can engage specific audiences in social networks by creating advertising campaigns aimed to specific targets. Thanks of it you can build new pre-defined audiences of interested users and provide them with more targeted communication.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
Swee.io	<p>A location based augmented reality engagement app, that allows creating and managing rewarding events on specific locations.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
Crypto-State	<p>Blockchain based application for the digitalization of an entire country or region, with the goals of easing everyone’s life with day-to-day tasks, actions and decisions.</p> <p>Target Groups: public sector (governments, regions), civic groups and associations.</p>
Third Parties Applications	<p>“Enkronos Apps” will let any developer or company to publish their custom apps in the platform. They’ll benefit of the same and secure SSO environment and the RESTful API connection of “Enkronos Apps”.</p> <p>Target Groups: developers, tech companies, startups.</p>



2. Introduction

Enkronos Apps: a full trusted decentralized blockchain-based accountability system for ethic advertising, marketing, data driven campaigns and projects in a total market of 700 billion USD

Blockchain as well as to have become a kind of mantra in fintech and government field is now attracting more and more in-depth interest for its possible applications in different industries and business areas.

They have also a huge impact also on digital platforms, which are synonyms for the implementation of a comprehensive digital strategy for every company and every organization.

And they actually are a sort of “iceberg” in which what you see is only a minimal part of all the platform thing. They can take different guise depending on the predisposition of various sectors and fields of supported application architecture, in adopting technology and services they provide.

For this reason a digital platform requires a complex structure, in order to enhance its usability and its features. The creation of a digital platform may involve an extremely onerous and trivial investment for a company, especially if faced only with craft optics and tailor-made solutions.

It is therefore very convenient in terms of implementation times and costs to use a “motor” of engineered development for digital platforms. Enkronos has **ALREADY** developed a highly sophisticated engine that allows the realization of complex digital platforms with the extremely competitive times and costs. These is our “Enkronos Apps” Platform that aim to enter a 700 billion USD total market (chapter 6).

It is also increasingly evident that with the growth of the volume of data and their possibility of application in disparate contexts, the observance of basic ethical principles in their use is becoming increasingly important. **Recent cases of Facebook-Cambridge Analytica** show that the price to pay in case of ethically questionable conduct is **the loss of public trust**, which can involve the entire sector. This will increasingly be a crucial aspect with the progressive technical evolution that is rapidly affecting different areas, from artificial intelligence to IoT, from Augmented Reality to Big Data and so on.

Today there is a lack of trust that needs to be filled.

Enkronos's mission is precisely the creation of a **full trusted decentralized blockchain-based accountability system for ethic advertising, marketing and data driven campaigns and projects**. We protect personal data and privacy while the total usage of the platform is publicly available to guarantee ethical conducts.

EnkronosTokens (ENK) are the utility tokens, used for operations on Enkronos Apps Platform.

That means that they are the guarantee of public availability of any credit operation inside our Platform that include any of the application released in "Enkronos Apps", indifferently if they have been developed by Enkronos or by Third Parties. No credit token data manipulation could be possible thanks of use of blockchain technology, to gain public trust in the respect both of data privacy protection and ethical conduct in campaigns building and management.

That will be also more important in our multi-platform that will make available a large amount of very heterogeneous platforms, for many different target groups of users. Application examples range in various types: mobile & web app, augmented reality app, solutions for management of customer loyalty and loyalty campaigns, solution for management of digital multichannel prize competitions, solutions for configuring systems, creation, storage and distribution of digital passes, ticketing, couponing, e-commerce and delivery, platforms for e-voting and e-democracy, for e-payment and fintech solutions. We have also integrated different technologies: GPS tracking, social media, Multimedia, fantasy games, sensors, semantic web etc.

Also the fields of application are multiple: **Energy, Finance, Legal, Voting, Mass Brands, Large Retail Organisation, Publishing & Media, just to name a few.**

Simplyfing, all applications and structured solutions consist of three different logical layers: **data, platform and services.**

Starting from the bottom, the first conceptual level is **the data** (for example, a public register, or a private database).

The second level is **the core platform** itself. *The intermediate level identifies the true platform, which connects all the data to the end services, identifying the right logic and the access privileges for the wanted data.*

The third level is **the service** to the end-users of the platform. This layer identifies the services and applications provided to the end user, who can be a consumer or an operator. It is often the only visible layer to the most part of people, the tip of our platform-iceberg.

Depending on the type of the service we want to provide, the architecture will integrate all the components in the required manner.

The level of data is the common base and the lower level of our application model. Depending on the project and the solutions we want to provide, the data can be managed with public or private encrypted distribution systems, using for example blockchain and smart contract technology, or other p2p technologies, or with traditional databases.

For example, a Fintech application could use a system of Distributed Public Ledger, because generally a finance institution needs regulation and compensation systems which are verifiable via cryptography and distributed globally for a reason of resiliency and compliance with the various communications and reporting responsibilities.

Till now the first sector to have explored the possibilities of the technology blockchain application is financial, with banks, investment banks, financial markets and insurance companies that have played and are playing a pioneering role. Equally interesting appear the possibilities of use in government services, as it will be with the release of Crypto-State in "Enkronos Apps". For example, its use will vary from the digital citizenship and residence to the electoral system, from the tax system to health, state and social services.

“Enkronos Apps” will show that an integrated approach to the needs of data integration with every possible architecture, from p2p, to smart contracts, to public and private ledger technology (and not forgetting, of course, traditional databases) will be the main asset of each winning digital platform in almost every business sector that requires interoperability.

In short, we think that blockchain revolution probably will be a necessary step towards business evolution. Beginning precisely with its ethic dimension, assured by Enkronos Apps.

A timeline graphic showing the launch of various Enkronos Apps. The background features a network of nodes and lines. A horizontal line of orange dots runs across the middle. Above the line, the text "Apps online starting from 15 May 2018" is displayed. Below the line, logos and dates for several apps are listed:

- ENK APPS** (30 June 2018)
- Contest Dream** (31 July 2018)
- LOYALTY VENUE** (30 November 2018)
- Your Gamify** (30 June 2019)
- swee** (30 June 2018)
- MA McAudience** (31 July 2018)
- Feel Grid** (30 November 2018)
- CRYPTO STATE** (30 June 2019)

A Project powered by **ENKRONOS**

3. Enkronos Apps Platform

“Enkronos Apps” is the platform that constitutes the common environment of all the applications and products that will be published inside it. “Enkronos Apps” will be publicly available starting from **15 May 2018** logging in apps.enkronos.com.



The platform will give access to many different apps, all unique, that vary from marketing and promotions, to AI/AR engagement, to IoT+AI monitoring and prediction, to mass interaction. Furthermore, the interactions among single applications will create in “Enkronos Apps” a powerful common view of users data.



[Fig. 1 - an example of “Enkronos Apps” admin area]

There are many sectors and industries that could have strong advantage in using “Enkronos Apps”. For example, some **Target Groups** could be: financial services, healthcare, manufacturing, retail, wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive,



security, energy, health, wearables, public sector (governments, regions), civic groups and associations, developers, tech companies, VC, startups.

“Enkronos Apps” are driven by a focus to centralize the entire concept of companies engaging with their consumers. Multiple applications, with each having a unique approach to engage their users, create an environment where the creators can quickly publish complex solutions. Each solution solves a different problem that, not only answers a specific issue for the company or the creator of the solution, but also reduces the time required to do this to a bare minimum.

“Enkronos Apps” are build on a highly modular concept, where removing, adjust, scaling or improving any aspect is simple and clean. All applications of the environment use a centralized single sign-in (SSO) environment. This removes any authentication or data authorization issues that an application could have and eases the use of all applications throughout the world of “Enkronos Apps”.

Creators of content on “Enkronos Apps” can see their feedback from all applications in a common cloud-based environment. They have the ability to manage all sources of data, which applications gather, from one single and easy to use dashboard. **Examples** of common data available:

- ✓ Application usage and Credit consumption
- ✓ Real time state of their consumers and what applications they are using
- ✓ Segmented users in to blocks made of interests or behavior

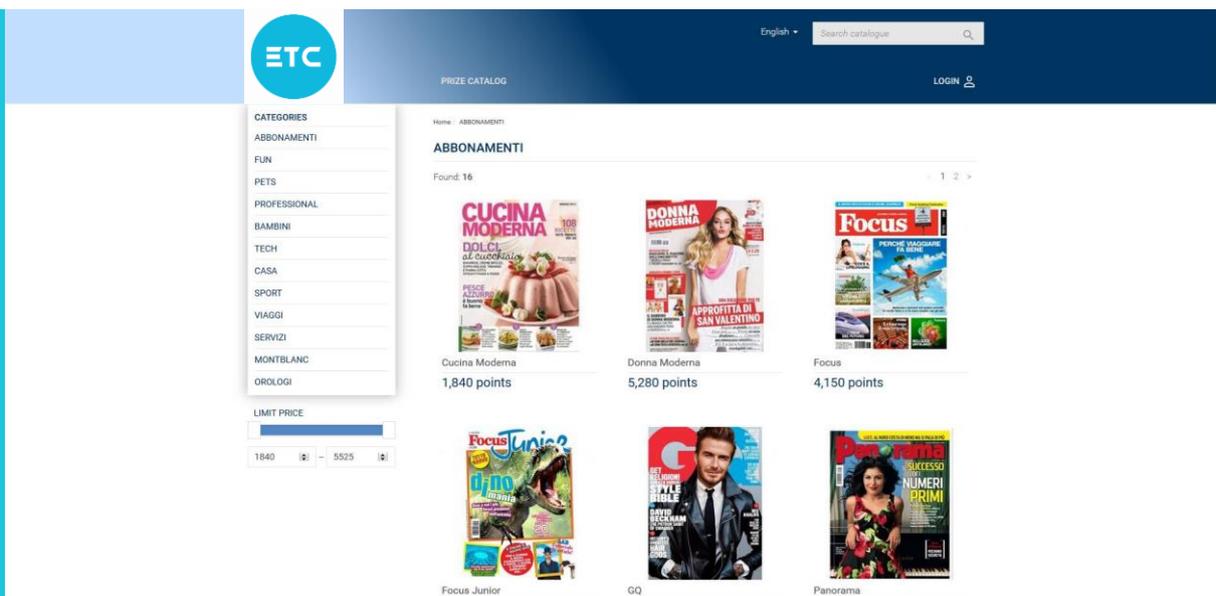
On “Enkronos Apps” you will configure each available application and each of them will have its own end-user app, that could be of different type, depending on each peculiarity. **Main Application types** will be:

- ✓ Android,
- ✓ iOS,
- ✓ Cloud,
- ✓ Google ,
- ✓ Facebook applications

On “Enkronos Apps” there will be already some applications and others are scheduled to be released soon. Some of them were already available as stand-alone independent app, others will be published for the first time on “Enkronos Apps”. The already existing applications and the soon available are:



- ✓ **Contest Dream** (published “Enkronos Apps” on 15.05.2018)
- ✓ **Loyalty Venue** (published “Enkronos Apps” on 15.05.2018)
- ✓ **YourGamify** (new app, release scheduled on 31.05.2018)
- ✓ **Swee.io** (new app, release scheduled on 31.05.2018)
- ✓ (new app, release scheduled on 31.05.2018)
- ✓ **McAudience** (new app, release scheduled on 31.07.2018)
- ✓ **FeelGrid** (release on “Enkronos Apps” scheduled on 31.07.2018)
- ✓ **CryptoState** (prototype, release on “Enkronos Apps” scheduled on 30.09.2018)



[Fig. 2 - an example of a Loyalty Store published with Loyalty Venue]

Basing on different applications and solutions Enkronos has developed for some clients and projects, we also may announce some **Future predicted Applications** such as:

- ✓ **Elearning.** We plan to introduce a new platform to manage elearning courses and classrooms, with enhanced gamification and gaming features. It will be originated from a previous one standalone application we already developed. At this stage we can't predict when it will be available.
- ✓ **Ecommerce.** We plan to introduce a new platform to manage an entire ecommerce initiative. It will be originated starting from Loyalty Venue app we already developed. At this stage we can't predict when it will be available.

With “Enkronos Apps” technology, the apps already available on “Enkronos Apps” and with other that will be soon, there are many solutions and

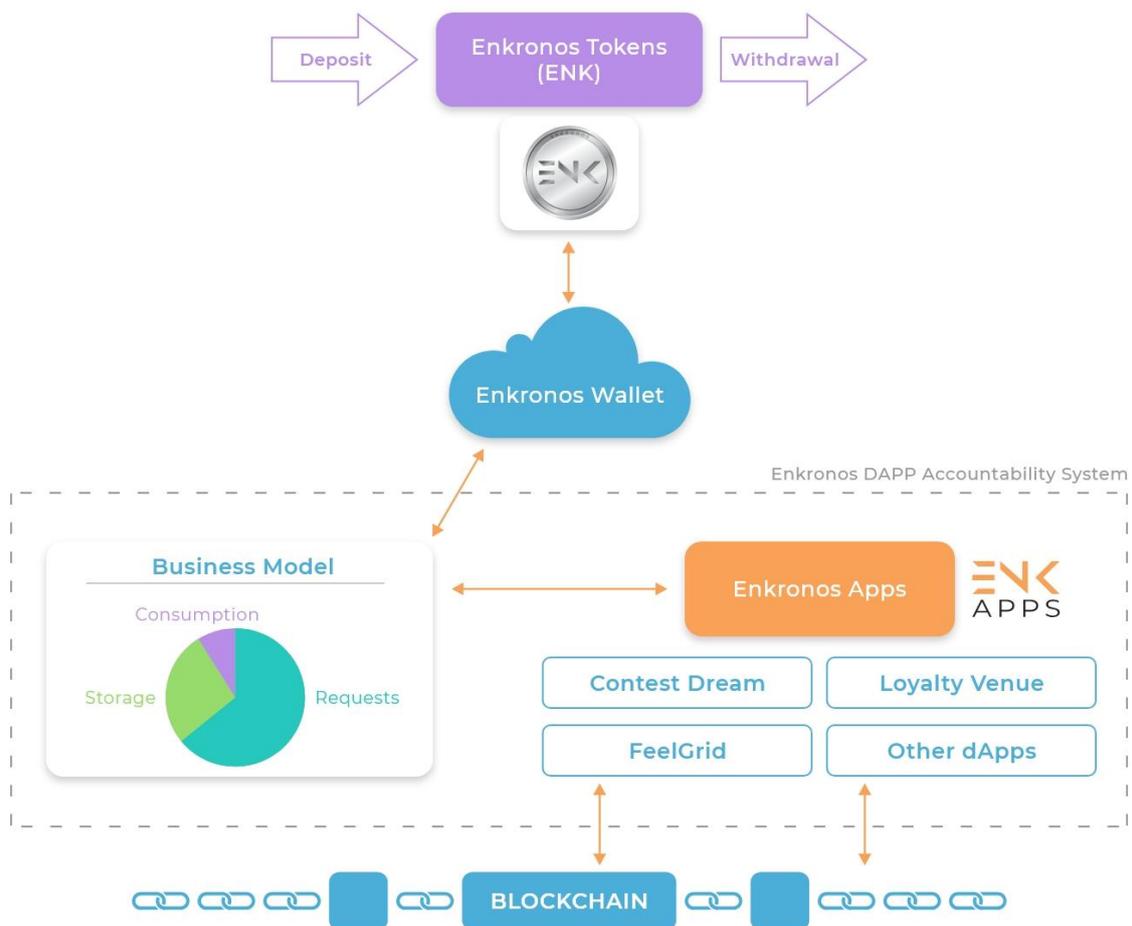
products that can be activated, as part of features already available. Here is an example list of already **Existing Solutions**:

- ✓ Centralized user database - Easy to import existing user databases in order to start managing your new centralized environment
 - Advanced user categorization on individual segmentations of interest
 - Creating automated actions on top of segments
- ✓ Universal billing system - We are going to realize a payment system that will be universal everywhere while keeping full transparency of who the creators on Enkronos Apps are and who purchased Enkronos Credits or Tokens/Coins.
- ✓ Loyalty campaigns and its management
- ✓ Multiple contest creation channels
 - Contest walls
 - Combinations of contests
 - Location contests
 - Multiple types of contests (Art, Video, Music, Unique code, Location, Quiz, Survey)
- ✓ Digital ticketing and distribution of passes
- ✓ Couponing
- ✓ E-voting and E-Democracy
- ✓ IoT Wide area sensor monitoring
- ✓ Location tracking
- ✓ Augmented reality engagement
- ✓ AI support on your decision making
- ✓ Gaming platform
- ✓ Crowdsourcing
- ✓ Combined popular Ad management - Creators can solve their problem of managing multiple ads by using Enkronos Apps solutions.
 - Google
 - Facebook
 - Twitter
 - LinkedIn
 - Snapchat
 - Instagram
- ✓ In depth report generation of owning data
- ✓ Custom, third party, application creation and integration

4. Tokenomics

ENK will be the only way to use “Enkronos Apps”. Depending on resources consumption, storage and requests to the platform, the Enkronos Wallet will update its balance of available ENK.

[Fig. 3 -ENK will work as “Enkronos Apps” fuel]



5. Roadmap



6. Market Size

“Enkronos Apps” aim to many market segments, from digital loyalty to IoT and agritech, from digital advertising to artificial intelligence applications in marketing, from augmented reality to location based services.

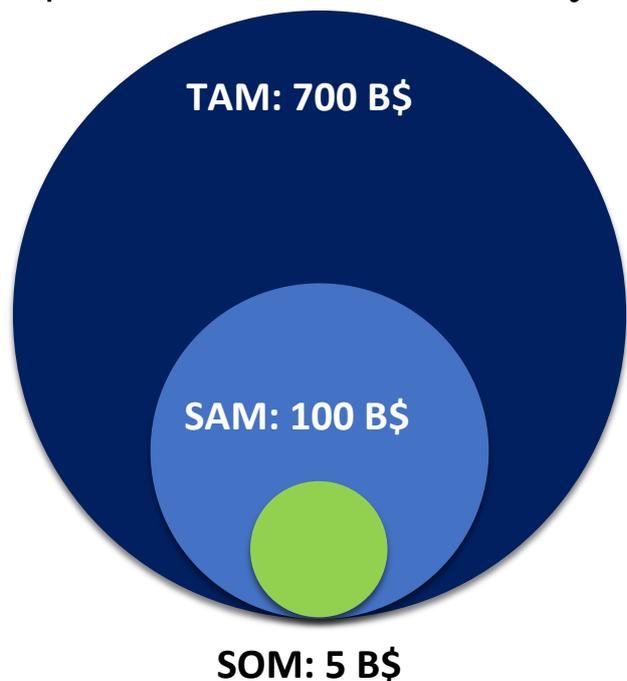
Only loyalty and rewards programs worldwide comprise a multi-billion dollar industry. In the U.S. alone, per data collected by Colloquy, \$48 billion worth of consumer loyalty reward points are being dispensed each year; (and one-third are never even cashed in). The cumulative points liability for all U.S. Programs is estimated to be valued at roughly \$100 billion.

As regards another segment, digital advertising, in its Latest Advertising Forecast Report published last 21 March 2018, MAGNA expects that in 2018 in the U.S. alone the digital advertising market will reach 50% of total \$197 billion in net advertising revenues, with a growth of 5,5% over 2017.

As regards Internet Of Things, market is predicted to reach \$267 billion by 2020, according to Boston Consulting Group.

Extending our analysis to all the market segments affected by “Enkronos Apps”, we can make a first estimate of an approximate **Total Available Market (TAM)** of **\$700 billion**.

Only to serve these segments, we estimated a potential of **Serviceable Available Market (SAM)** of **\$100 billion**, where our **Ethic Approach** could make the difference and an actual **Serviceable Obtainable Market (SOM)** of **\$5 billion**.



7. Tokensale

7.1 *Role of the ENK token*

Important part of Enkronos Apps ecosystem is how ENK tokens are used to build the circulation of the currency and create supply and demand mechanisms. ENK will be used within the Crowdholding platform, but they won't be limited by the platform in the future. ENK tokens can be used in the following ways on the platform:

For Crowdholding

- ✓ Fuel for the crowdsourcing and crowdfunding processes on the platform.

For Businesses

- ✓ Payment for Enkronos Apps usage.

For Supporters

- ✓ Investing tokens into companies on the platform.
- ✓ Purchasing products/services on the Crowdholding marketplace with tokens.
- ✓ Crowdholding bonuses paid in ENK tokens paid proportionally to all holders.

7.2 *Token supply*

ENK will be the token used on Enkronos Apps platform. This token will be a token on the Ethereum blockchain following the ERC20 token standard. For the actual implementation of the ENK token, Enkronos has developed a smart contract that will be publicly consultable on its Github before any phase of Tokensale will start. There will be no alterations to the contract so any interested party can have full confidence in the ENK token.

ENK will be created prior to the Token Generation Event (“TGE”), and they will be capped, meaning we are not able to create any more in the future. No inflation is intended. The initial price is setted as published on our TGE web site, ico.enkronos.com.

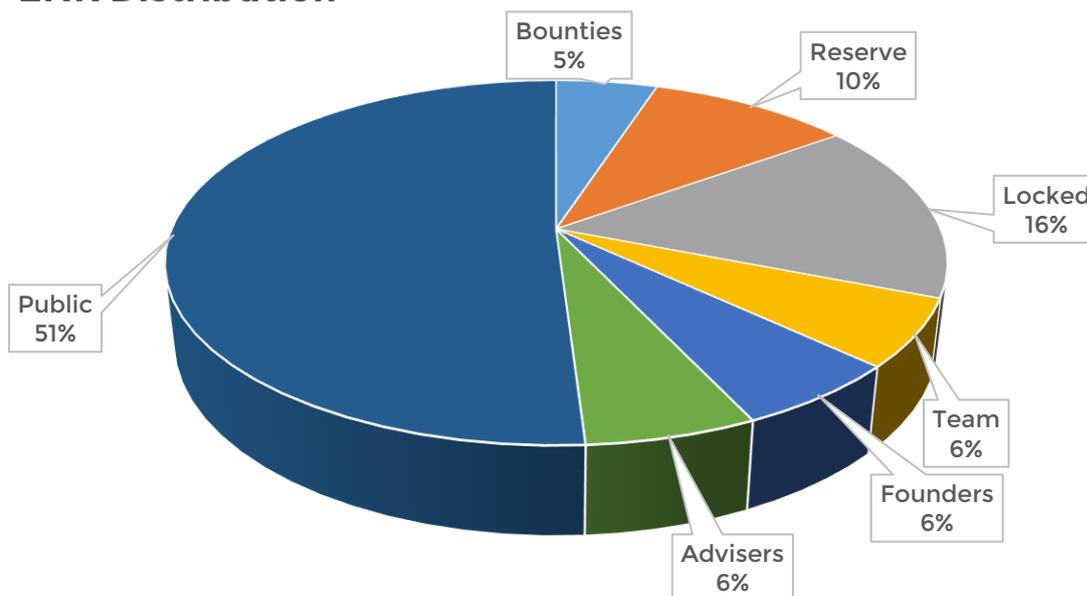
500 million ENK tokens created. 255 million directly sold to public.

Token supply is fixed, we create immediate deflationary currency that will be as valuable as our growing community (startups and crowd) in our ecosystem.

7.3 Token Distribution

The initial issue of ENK tokens is programmed by a smart contract and will be carried out in the following order:

ENK Distribution



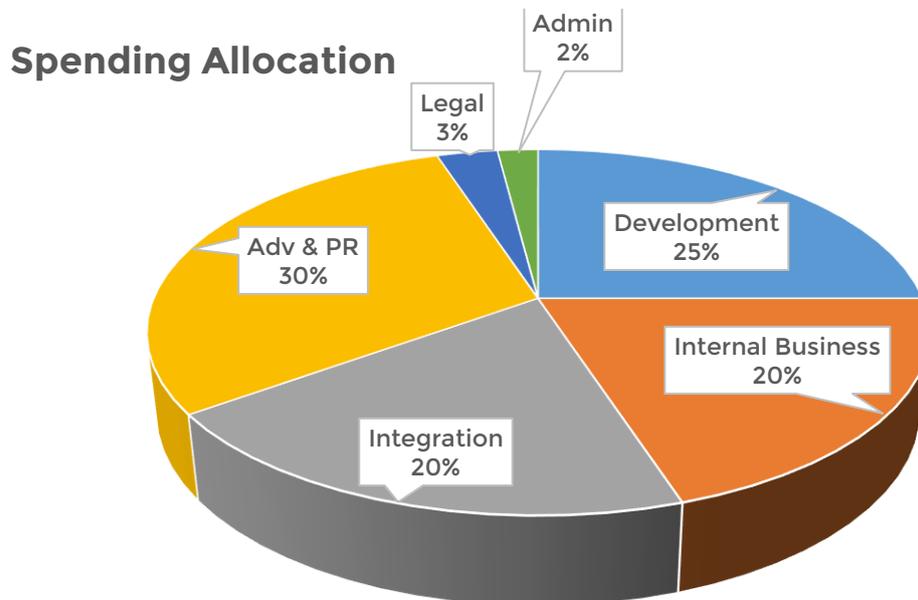
[Fig. 4 - Token distribution]

- ✓ Bounties (5%) - Bounty campaign promotion
- ✓ ENK reserve (10%) - Allocation for unforeseeable expenses (10%). We want to have the deposit of ENK that would be only used to solve the token-threatening situations. All our wallets will be auditable via a publicly shared address.
- ✓ Locked for future use (16%) - Kept as a reserve for future growth (16%). To be utilized for future partnerships or acquisitions.

- ✓ Team & experts (18%) - Allocated to the current and future team members (6%), founders (6%) advisers and experts (6%).
- ✓ Pre-Sale & Public Sale (51%) - Crowdsale (51%) The success threshold is 2.500 ETH (Soft Cap).
- ✓ If the minimal amount of Soft Cap will not be reach during the TGE then any interested party will be able to retire their apport and will be reimbursed.

7.4 Spending Allocation

The main focus of expenses will be on the technical development of the platform. However, marketing & sales will be allocated a growing importance, as the success of the platform depends on attracting the right supporters and businesses through diverse paid advertising tactics.



[Fig. 5 - Expenses]

Other expenses include paying for IT infrastructure, rent, patents & trademarks. Enkronos will be cash flow positive soon after the launch and will utilize additional capital to support international expansion and opening of new locations.

- ✓ **Development.** Application and web-platform development, technical developments. Mainly dedicated to the expansion of new applications and business segments in "Enkronos Apps".



- ✓ **Internal Business.** Business development and Employment hire/wages.
- ✓ **Integration.** Worldwide integration of the platform
- ✓ **Advertising & PR.** Inc. Marketing. This segment will be very important particularly to enter different international markets and launch single applications.
- ✓ **Legal.** Set aside in case of any legal issues that arise.
- ✓ **IT & Admin.** Servers, Infrastructure and admin.



7.5 Figures and Sales Phases

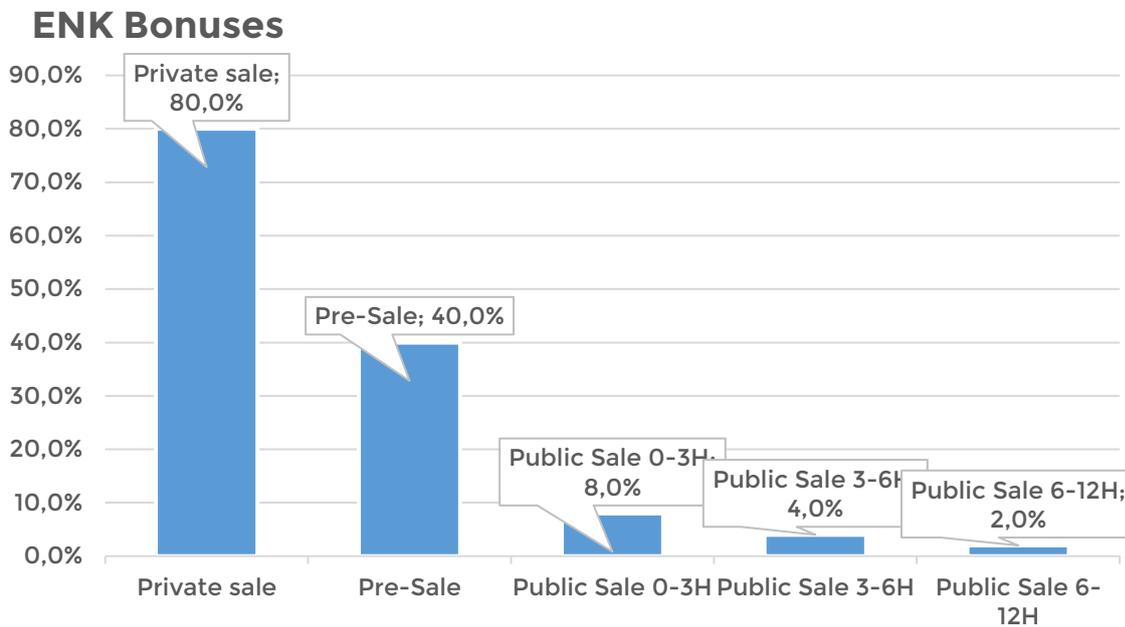
TGE Figures	
ENK distribution cap	500.000.000 ENK tokens
Soft Cap	2.500 ETH
Hard Cap	500.000 ETH
Currency accepted	ETH
Initial Price	1 ENK = 0,003 ETH

Private Sale	
Hardcap	50.000 ETH
Start	14th June 2018 @ 16:00 CET
End	25th June 2018 @ 15:59 CET
Minimum transaction amount	10 ETH
Maximum transaction amount	5.000 ETH

Pre-Sale	
Hardcap	50.000 ETH
Start	27th June 2018 @ 16:00 CET
End	16th July 2018 @ 15:59 CET
Minimum transaction amount	10 ETH
Maximum transaction amount	5.000 ETH

Public Sale	
Hardcap	400.000 ETH + unsold from before
Start	18th September 2018 @ 16:00 CET
End	20th November 2018 @ 15:59 CET
Minimum transaction amount	0,1 ETH
Maximum transaction amount	Unlimited

7.6 Bonuses



[Fig. 5 - Bonuses in each ENK sale phase]

Buyers for private sale will have a 80% discount (discounted price will then be 1 ENK = 0,0006 ETH). This does not include bounty holders, in order to protect the ENK value for investors. However, bounty will continue as planned until we reach the 5% as shown on our ENK distribution breakdown.

Buyers for pre-sale will receive a 40% bonus (discounted price will then be 1 ENK = 0,0018 ETH). This does not include bounty holders, in order to protect the ENK value for investors. However, bounty will continue as planned until we reach the 5% as shown on our ENK distribution breakdown.

Buyers for public sale will have the following bonuses (discounts), depending on when they buy ENK from the TGE start:

- 0 to 3 Hours: 1 ENK = 0,00276 ETH (8% Discount Included)
- 3 to 6 Hours: 1 ENK = 0,00288 ETH (4% Discount Included)
- 6 to 12 Hours: 1 ENK = 0,00294 ETH (2% Discount Included)
- 12 Hours Plus: 1 ENK = 0,003 ETH

If with discounts will exceed 51%, ENK tokens expected in the Reserve distribution will be proportionally reduced.



7.7 Vesting

Team and Founders: 24-month vesting schedule with a 6 month “cliff,” no vesting occurs for the first 6 months, but at the 6-month point the token holders receives full credit for 6 months of vesting. After the “cliff” is met, vesting would continue monthly thereafter.

Locked Tokens for future use: 50% with 12-month vesting and another 50% with 24-month vesting.

7.8 Unsold tokens

After the TGE, all the unsold tokens shall go back to Enkronos d.o.o.. At the end of the process, crowdsale TGE pool will represent 51% of total tokens.



8. Legal Aspects

8.1 ENK, a utility token

ENK is the utility token of the “Enkronos Apps” Platform used in all transactions related to distributed credits on the Enkronos Apps Platform. ENK will be the only way to use “Enkronos Apps” Platform and any of its applications inside available. Its value will be directly expression of the value of the entire platform and applications.

ENK do not qualify as securities since their sole purpose is to confer digital access rights to our multi-application ecosystem. ENK doesn't function in any way, solely or partially, as an investment in economic terms.

ENK do not even qualify as a means of payment and is not intended to be used as such.

On these fundamental assumptions of ENK tokens, then, in accordance both with the slovenian law and also the doctrine that is going to be established at many levels in different countries and jurisdictions, such as the ICO guidelines recently published by the Swiss Financial Market Supervisory Authority FINMA, there is no need at this stage to apply the procedures known as “Know Your Client” (KYC) and “Anti Money Laundering” (AML) to any person or entity interested in buying ENK during our “Token Generation Event - Initial Coin Offering” (TGE).

Anyhow, since the legal framework is still in development and any change can happen anytime, Enkronos is already prepared to introduce in any time the necessity of apply KYC - AML procedures if in future it could be possible that, independently from the Enkronos will and plans, ENK tokens could assume value depending on transactions that could happen outside “Enkronos Apps”, or that could be interpreted as payment tokens, cryptocurrency, or asset token and hence interpreted as a securities in jurisdictions related to Enkronos activities.

In that case, KYC and AML procedures will be conducted by a primary reputable Company that offer this service in an better integrable procedure, better if through API. In that case, the KYC-AML provider will be announced on TGE web site ico.enkronos.com.

8.2 Copyright

“Enkronos Apps” and all the applications inside available are protected by copyright.



9. First Apps on Enkronos Apps

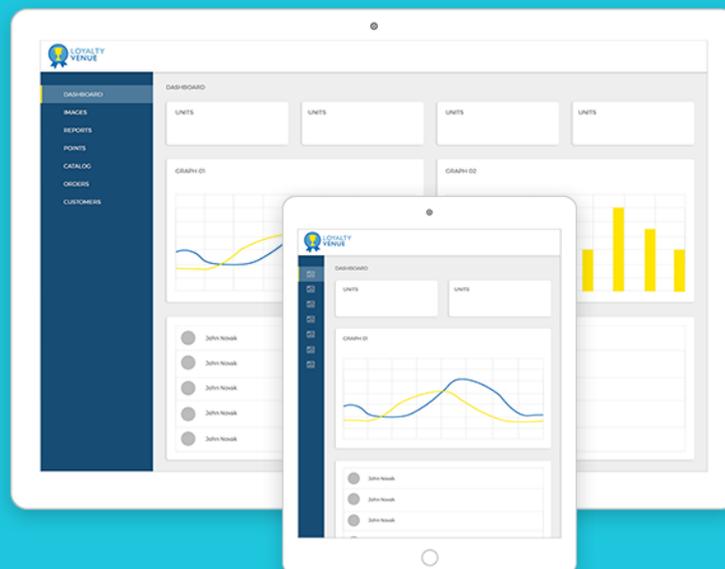
9.1 Loyalty Venue

Loyalty Venue has been released in its first version on 21.04.2017 and will be available on Enkronos Apps on 15.05.2018.

Loyalty Venue is a web-based platform for managing Loyalty programs from one single dashboard:



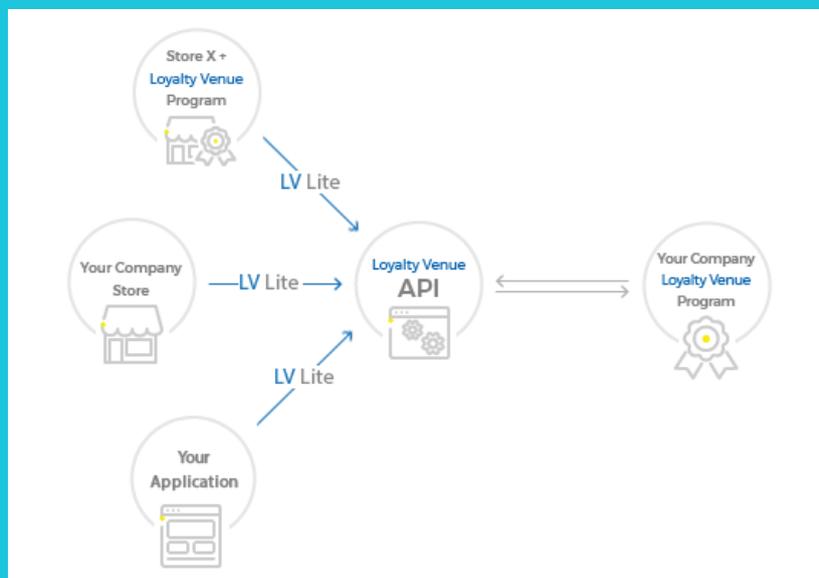
- ✓ Loyalty Venue configures a system of creation and maintenance of the digital catalog from which customers can order the desired prizes;
- ✓ our user friendly loyalty solutions can be fully customized with your company's corporate image and graphic layout so you no longer have to pay for expensive custom promotional campaign.



[Fig. 6 - an example of dashboard in Loyalty Venue]

Loyalty Venue is a based on RESTful API technology, for users with SSO authentication and it can be used for B2B or B2C needs:

- ✓ **B2B:** it allows Companies to create their own loyalty programs;
- ✓ **B2C:** Consumers are able to sign up, redeem points, check their current point balance or order their desired prizes from the Web Catalog from anywhere on every device with web connection.



[Fig. 7 - How LV works]

Motivate your employees performances with a rewards program engaging them in reaching specific goals. It is proved that Employee loyalty has been positively linked to increased customer loyalty.

Features:

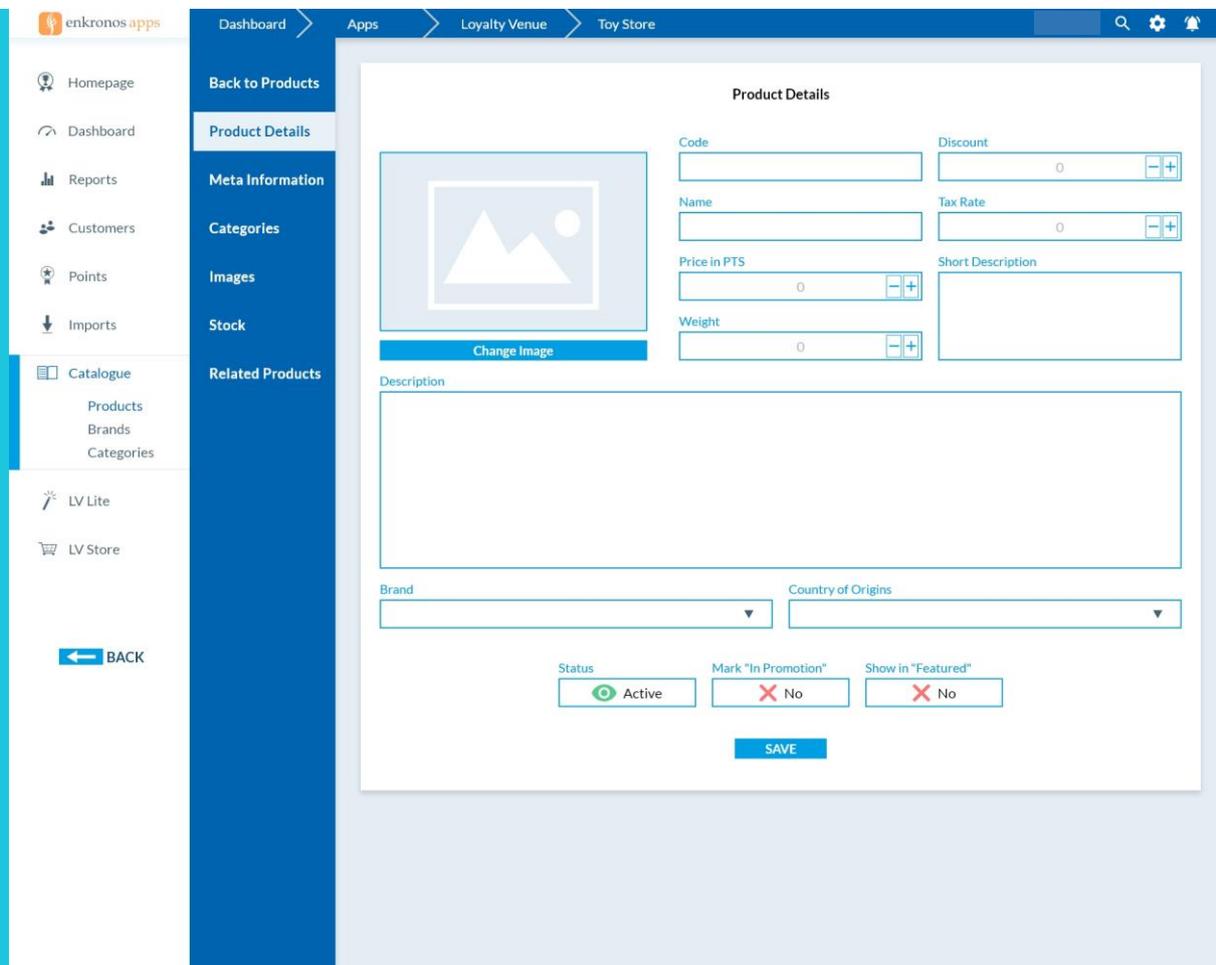
- **Content management system (CMS)** for the management of Pages
- **Social media integration:** A login system for the customer admin area
- **E-Shop management system** from wich the loyalty manager will manage the web prize catalog.
- **Product management in Catalog**, with all related information and logics of placement in the catalog.
- **Management system for products in promotion:** import of existing products with related code information, creation of new products

associated to already existing, creation of new products with new codes.

- **Reporting area** for generation and downloads of reports, including customer data, product codes etc.

The SSO (single sign-on) Authentication system. The application provides from the beginning a unique authentication system, which allow users to access the various functions of the platform without having to relog.

Enkronos Apps use its SSO (single sign-on) Authentication system. Enkronos Apps provides from the beginning a unique authentication system for each application, which allow users to access the various functions of the platform without having to relog.



[Fig. 8 - In LV you can create your reward store in few minutes]



CUSTOMER



Tichè Promotion is an Italian Company specialized in **organizing promotional operations**, brand engagement events, mass marketing campaigns, conferences, incentives and team buildings. They collaborate with the most important national agencies and tour operators which allows them to maintain a high quality standard. Tichè Promotion implements all kind of promotional services for the **most important companies in the world** in order to retain their audience with tools suitable for each target.

BUSINESS SITUATION



Tichè promotion wants to build up and manage a reward system and a loyalty online store for a word wide company in the field of professional food service. They choose LV Store because they were looking for a new, more affordable and faster supplier for a loyalty platform. **"The greatest advantage of Loyalty Venue Platform is its easy usability."** said Giorgia Mancon, Network Manager from Tichè Promotion.

SOLUTION



Loyalty Venue is an unique loyalty program for your business which strengthens the relationship with your customers and allows you to gather important data. You can access your customized card or card-less business loyalty program with our web-based software wherever you are! And what is more important, a **special reward web store - LV Store** can be opened with minimal effort. After you have inserted the products and set their prices, just pick a sub domain and your store is ready. In just a few clicks your customers can start redeeming their rewards!

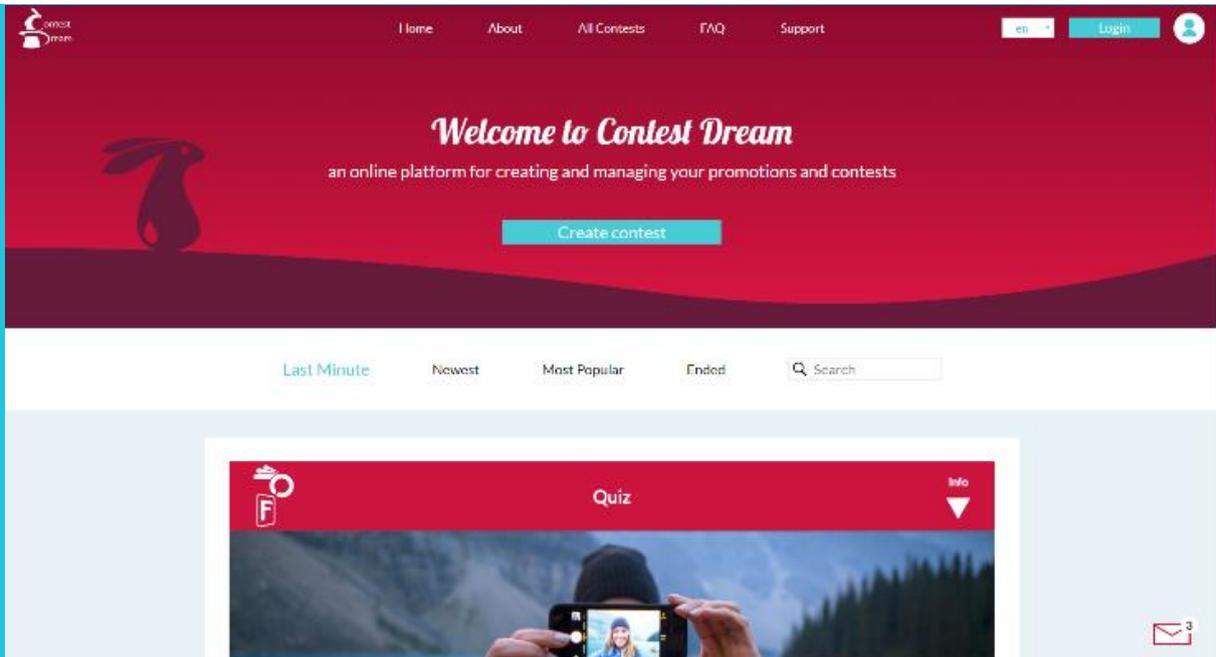
All our platforms are GDPR compliant and respect the word highest standards in the field of internet security - ASVS Level 3 of OWASP.

Loyalty Venue is a platform developed by Enkronos d.o.o., Polje 12, 5290 Šempeter pri Gorici, Slovenija
www.loyaltyvenue.com [info\(at\)loyaltyvenue.com](mailto:info(at)loyaltyvenue.com) +386 5 5555 550

[Fig. 9 - a present success story with Loyalty Venue]



9.2 Contest Dream



[Fig. 10 - new Contest Dream layout]

Contest Dream has been released in its first version on 31.01.2016 and will be available on Enkronos Apps on 15.05.2018.

Contest Dream is an online platform for creating and managing promotions and contests:

- ✓ Contest dream enables you to build and run promotions that you can implement into any website;
- ✓ with Contest Dream, you no longer have to pay for expensive custom solutions for your promotions.

Contest dream is an application with it's own RESTful API and it can be accessed from two different sides:

- ✓ B2B: it provides centralized business logic that allows Companies to create their own promotions;
- ✓ B2C: here Consumers are able to enter the application and play the available promotions.

Contest Dream is high configurable:

- ✓ Define type of promotion

- ✓ Target your promotions, games by region
- ✓ Sortable by region, date, type
- ✓ EMBED your game and deploy on your website
- ✓ Use CMS system

Promotion Types:

- ✓ Instant win: You can distribute your prizes quickly. Participants can try their luck and find out instantly if they have won a prize
- ✓ Sweepstakes: Generate new leads with segmented information on your followers and clients, while broadening your subscriber database.
- ✓ Contest with jury: organize any contest you want: video, photo, recipe, hashtag, writing-based! The winner selection can be done also with an internal jury
- ✓ And others: Recipe contest, Photo contest, Video contest, Writing-based contest, Hashtags contest, Quiz, Surveys, Multiple-choice test, Predictions, Coupons, Promotional Codes, Pick your favorite, ...

Some Features:

- ✓ Multichannel: Competitions can be managed simultaneously on multiple channels: web, sms, Facebook, Instagram, Twitter etc.
- ✓ One point of power: you can manage all your promotions from one, simple to use, dashboard
- ✓ Different types of competitions to choose from
- ✓ Quick setup: you do not need any technical knowledge, just follow the wizard!
- ✓ Customized design: when doing your contest just use the responsive templates and customize them with your logo and text. Or you can order a dedicated design!
- ✓ Integration - embed it anywhere: you can easily integrate your competition almost everywhere
- ✓ Mechanism and game rules: you can create a lot of different game rules for your contest or just use the existing ones
- ✓ Social media integration: All of our promotions can be integrated on Facebook and Twitter
- ✓ Statistics: You have continuous access to all your important competition data (number of users, competition entries, winners, ...)
- ✓ Google analytics: insert your analytics ID to track your promotions data
- ✓ Customer support: 24/7 on email, chat or phone (during business hours)
- ✓ View and export your data, Geo-targeting, Security & Privacy, ...

Contest Dream can be used by Companies, but also by Law firms, Promoters and Agencies:

- ✓ white label technology: every agency plan has the ability to add on true whitelabeling as an extra, allowing to run promotions from its own domain;
- ✓ case per case offer: agencies get very flexible pricing options that suits every need and budget;
- ✓ custom development: thanks of the platform, it can be ordered also a custom developemtn of the platform so that it suits all specific needs
- ✓ team management: manage which staff members can work on certain clients or give a client read only access to monitor campaign performance.;
- ✓ range of support options: agencies are get the same great support as fianl customers, but it can be provided extra additional consulting, thanks of a great experience in the field

[Fig. 11 - a success story with Contest Dream]



9.3 FeelGrid



FeelGrid has been released in its first version on 05.05.2017 and will be available on Enkronos Apps on 30.11.2018.

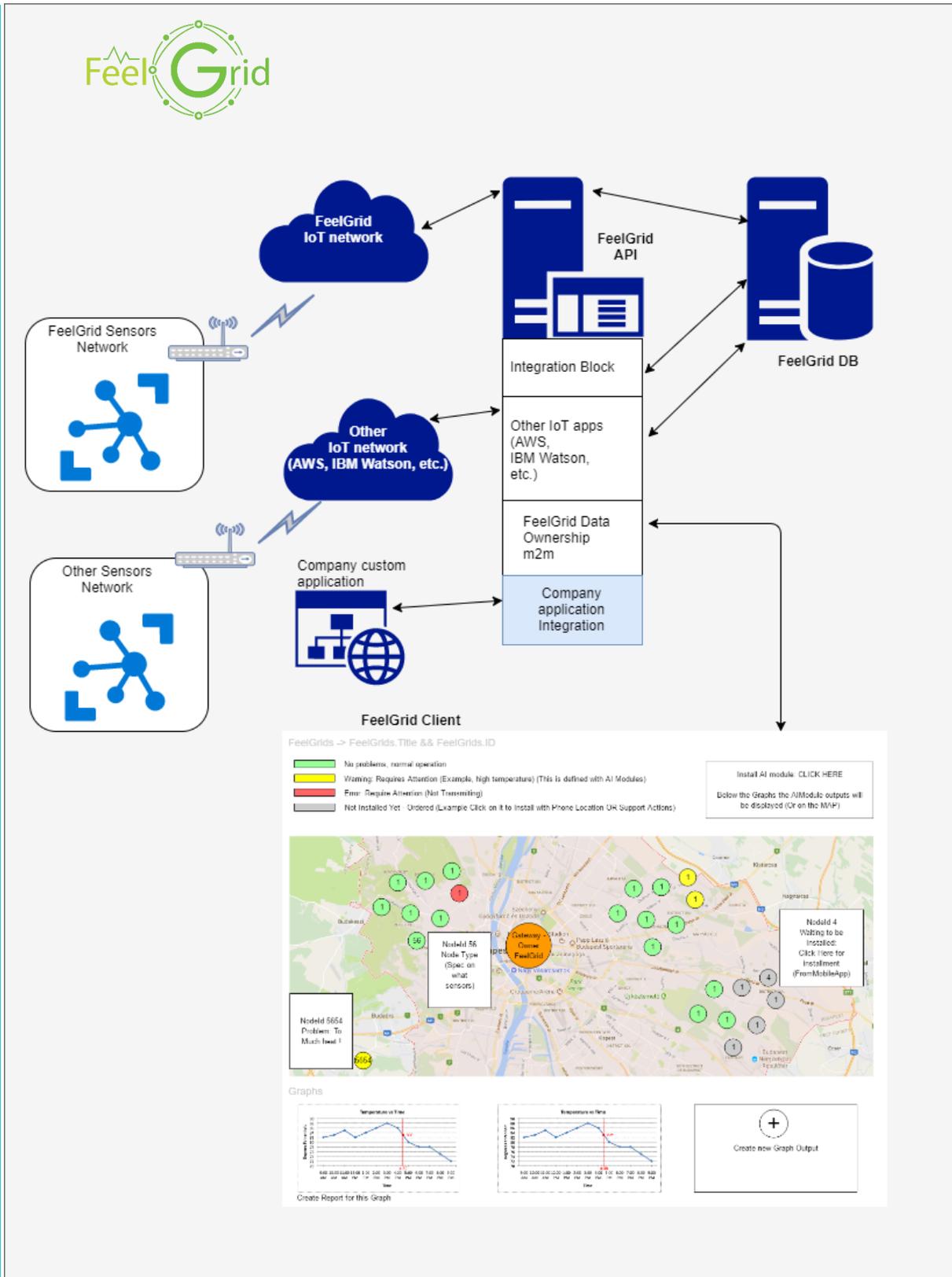
FeelGrid is an IoT empowering platform to monitor and manage wide areas data.

Target Groups: wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive, security, energy, health, wearables.

The goal of FeelGrid is not only to manage that data, but to **give that data life!** Through different AI modules each data type will be presented differently and give exact business logic to the owners of each FeelGrid. Building complex sensor layouts for your winery or creating a grid of air monitoring throughout an entire city will be as simple as drag and dropping sensors on top of a map.

FeelGrid IoT technology could be applied to many sectors. We started from:

- ✓ Vineyards Management
- ✓ Agritech
- ✓ Air Pollution
- ✓ Water Management
- ✓ Waste Management
- ✓ Building Management
- ✓ Smart City



[Fig. 12 - how FeelGrid works]



Smart Vineyard in Goriška Brda

CASE STUDY

How FeelGrid Platform helped a renewed winemaker in Višnjevnik, Slovenija managing everyday challenges in his vineyards

CHALLENGES

Alan Kristančič, from **Kristalvin house** in the Goriška Brda region produces top quality wines from different grape varieties. Due to the big geographical dispersal of vineyards, Alan consumes a lot of time inspecting vineyard conditions (disease progression, grape ripening, etc.). He also does not have the necessary information how (in)efficient, the artificial irrigation in certain parts of the vineyards, is. He also misses the information on how much spray actually remains on the vines after every time spraying (foliage cover).

SOLUTION

With the installation of **FeelGrid sensoric system** and the use of **FeelGrid application**, Alan gained a precious insight into all the data available to him at any time and from any location - all you need is a PC, tablet or smart phone. Now he can accurately determine how much and when he will have to irrigate and spray, he can determine when and how the risk of developing a disease develops, etc..

FEELGRID

FeelGrid enables the implementation of measurement projects using Internet of Things for the needs of winegrowers. The data coming directly from the vineyard and the FeelGrid platform can be as follows:

- air temperature, relative humidity,
- leaf wetness (on both sides),
- rainfall, speed and wind strength,
- lighting, air pressure,
- Earth temperature (at two depths),
- Earth moisture (at two depths).

FEELGRID PLATFORM BENEFITS:

- Recording data that allows the implementation of models and predictions,
- Compare models and parameters of disease development stage,
- You can manage everything from 1 single dashboard,
- Less environmental impact,
- Facilitate your decision for treatment,
- Lower the costs, because of less treatments, ...

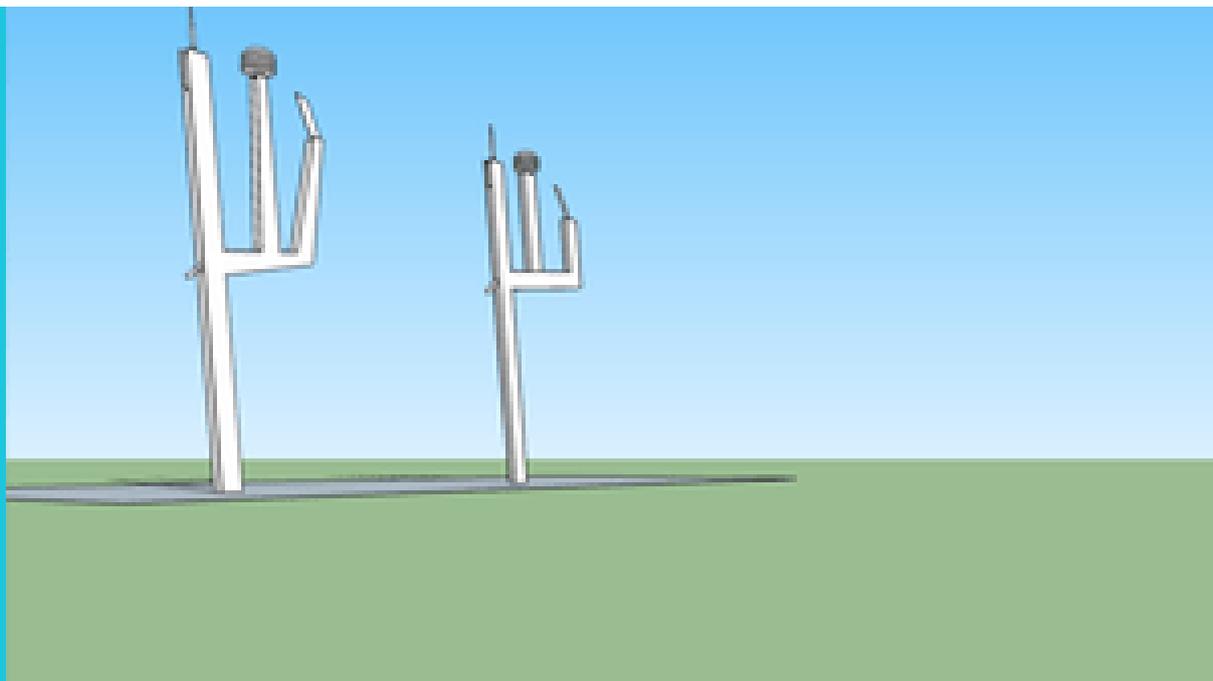
FeelGrid is a Platform developed by Enkronos d.o.o., Polje 12, 5290 Šempeter pri Gorici, Slovenija

www.feelgrid.com info@feelgrid.com +386 5 5555 550

[Fig. 13 – a success story with FeelGrid]

9.3.1 Smart Vineyard

Digital technologies for monitoring and management of the vineyards



The wine market is characterized by an ever-increasing competition that requires increasing quality standards also in the management of the vineyards. This change call for a transformation also in the technology of production.

As the demand for sustainable quality increases the producers have growing needs on the subject of greater efficiency, improvement of production times and containment of costs.

Without the help of innovative technology it becomes more and more difficult to keep up with the challenges imposed by the growing level of competition in global markets.

9.3.2 Water Management

Digital technologies for water monitoring and management



FeelGrid has developed an integrated system for water management. It allows you to deal with various problems in different sectors, both public and private, such as:

- ✓ verification of water level in rivers;
- ✓ calculation of flow rates in rivers;
- ✓ calculation of the water level in wells even up to several tens of meters deep;
- ✓ water management in water networks and pipelines;
- ✓ calculation of flow rates in mountain streams.

This has an impact on safety issues related to the hydrogeological structure of the territory and on the efficiency of water management in various sectors such as construction or agriculture.

9.3.3 Air Pollution

Digital technologies for monitoring and managing air quality in cities and large areas



FeelGrid allows cities and extended geographical areas to implement prevention actions thanks to a widespread and accurate air quality measurement system.

Thanks to the data collected by FeelGrid's IoT network, the leaders of the territory, as well as the committees of citizens sensitive to environmental issues, can map using internet high-pollution areas accurately and in real time, tracking changes over time, identify polluters and analyze potential corrective actions.

The FeelGrid technology has drastically reduced the costs necessary for complete coverage with sensor networks, which allows a complete mapping even in large areas, where until now it was necessary to settle isolated point measurements.

9.3.4 Waste Management

Digital technologies for waste monitoring and management



FeelGrid's IoT technology has created new possibilities for intelligent waste management that enables organizations to better manage public services and improves efficiency and reduce overall costs as:

- ✓ Real-time data provides better visibility of assets, which translates into greater efficiency and less waste;
- ✓ waste containers equipped with sensors for filling level enable organizations to provide better service while reducing unnecessary visits;
- ✓ cloud-based analysis can help improve planning and optimize truck routes.

9.3.5 AgriTech

IoT digital technologies for agriculture



The IoT technologies supplied by FeelGrid are ideal for automating irrigation and fertilization systems on farms, as well as adding new precision to operations and reducing wastage and also automating agricultural machines therefore reducing the need for manual intervention.

FeelGrid changes the way agricultural activities and farms are managed, bringing various benefits to agriculture, including:

- ✓ a better quality and quantity of crops;
- ✓ improved use of agricultural resources and equipment;
- ✓ real-time monitoring of breeding farms, animals and machines;
- ✓ automated irrigation, fertilizer spraying systems and pest control.



FeelGrid and Precise Agriculture

PROBLEM

Plant and animal nutrition, watering, spraying and monitoring the development are important factors for an efficient and sustainable cultivation of plants and agriculture. Frequently, the cultivated areas are not irrigated, fertilised optimally, which leads to irrational consumption of nutrients and water, and often also to the pollution of soil and groundwater. The same applies to the field of livestock farming, as well as to the use of insecticides, pesticides and fungicides.

SOLUTION

With the use of **advanced IoT technologies and sensor systems**, it is possible to **rationalize these agro-technical measures**, thereby increasing crop yields and reducing problems with the health of animals and plants, and consequently reduce the negative impact on the environment.

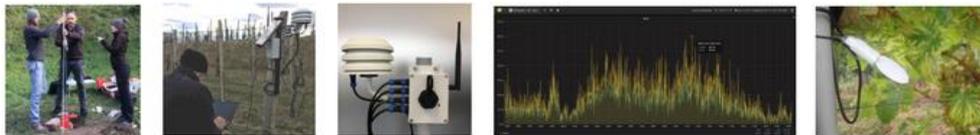
FEELGRID

The architecture design of FeelGrid involves the use of an **open architecture IoT network**, which allows the detection of sensor measurements for values that are to be monitored over time and on several points of measurement located in the area of interest. **FeelGrid allows the gathering of data in time and space enabling thus their scientific analysis.** The results of analysis translates directly into a benefit for end users that can be the farmer as well as technician for the culture.

FeelGrid Platform can be used in different areas of interest

Beekeeping, Viticulture, Agriculture, Air pollution, Building management, Water management, Waste Management, Smart Cities, Smart Houses, Traffic Monitoring, etc.

Get in touch with us today, and trust us your needs.



FeelGrid is a Platform developed by Enkronos d.o.o., Polje 12, 5290 Šempeter pri Gorici, Slovenija

www.feelgrid.com info@feelgrid.com +386 5 5555 550

[Fig. 14- an example of use of FeelGrid]

9.3.6 Building Management

Digital technologies for monitoring and management of buildings and real estate assets



The IoT technologies provided by FeelGrid are becoming a key component for monitoring physical values in the construction industry. From the construction of roads to the construction of buildings it becomes increasingly important to measure with precision and punctuality the variations, for example, groundwater levels or the ground soil variations that are significant in the case of works of great impact as are the construction of roads.

Automatic monitoring of these values allows construction companies to gain time and optimize the costs of intervention and work of specialized personnel.

The use of FeelGrid also enables the management of real estate assets to be more efficient and to have data and information that can support in an innovative way the development of the business connected to the management of the facility.

[Fig. 15 – a success story with FeelGrid]

FEEL GRID CUSTOMER SOLUTIONS
CASE STUDY



COMPLEX DATA MEASUREMENTS
NOW VISIBLE ON YOUR SMART DEVICE

FeelGrid is a customizable management IoT platform that enables organisations to design and run IoT based monitoring, predictions and actions on Wide Areas.

OVERVIEW

CUSTOMER PROFILE

Corus engineers, a limited liability company from Ajdovščina is a team of 5 highly experienced civil engineers. They develop and connect separate segments of documentation within the design of building structures, into an effective and complete product. Corus Engineers define requirements and create complete projects for civil engineering structures, bridging facilities, road galleries, covered excavations, hydrological and hydraulic studies, watercourse regulation plans, flood hazard maps, ...

BUSINESS SITUATION

For a road galleries study they have done two wells and they have to monitor the water level for several months in order to be able to predict groundwater level on long term. The problem is that they have to drive a long distance and then manually download all the data and check all the parameters (on site). This kind of sites are usually in very remote areas without WiFi or 3G connection - that is the reason why all other devices do not allow live data monitoring.

SOLUTION

FeelGrid Groundwater Monitoring

Solution is a breakthrough on measurement of water levels because it is the only platform that allows you to monitor all the data - live on your smartphone or your PC! With the use of advanced wide area network technology we enable devices to connect to Internet through equipment without using 3G or WiFi. In this case LoRaWAN (LoRa) technology is used and it requires small batteries and acts at long range with little bandwidth. The fact, that you don't need to drive on a specific location, just to download all the data, is priceless!

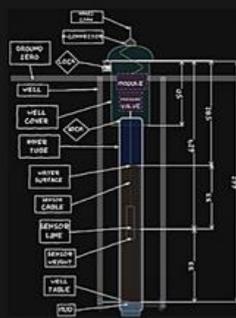
FeelGrid IoT technology can be applied to an almost infinity number of sectors. We just started from: Wine producers, Precision Agriculture, Air Pollution, Building Management, Waste Management, Water Management, Smart Cities, Smart Homes, Traffic Monitoring.

We believe that FeelGrid platform combined with our broad knowledge is a powerful tool that can solve many problems on different sectors. Contact us and we will be glad to introduce you to all our solutions.



BENEFITS

- Precise REAL TIME data monitoring and management from a single dashboard
- With FeelGrid database you can predict Wide Area physical scenarios and create consequential automatic actions (AI, machine learning)
- All you need is a smart device or a PC
- All FeelGrid devices are full efficient without WiFi or 3G
- We use long range and low power radio frequency protocol called LoRaWAN
- All devices are compliant with IoT open architectures



FeelGrid is an www.enkronos.com company platform
www.feelgrid.com

9.3.7 Smart City

Digital technologies for monitoring and Smart City management



Water and energy systems are essential in every city and a smarter management of these is basic for smart cities. FeelGrid smart network combine residential and commercial metrics and sensors with software-as-a-service in one single application. It is a fundamental combination that allows us to evolve from simple measurement to a genuine intelligent management of resources for their more efficient monetization.

Big data is everywhere you want to enhance it and FeelGrid solutions can make smart cities even smarter. Thanks to FeelGrid you can measure air quality, flows and traffic / pedestrian movement, light level, humidity, temperature and more. The possibilities are unlimited and are a great way to involve voters and interested parties by examining their needs.

9.4 McAudience

McAudience will be released on Enkronos Apps in its first version on 31.07.2018.

This solution let you create and maintain during time an audience of people which predefined peculiar characteristics (geographical demographical and based on their interests)

This is a multilingual and multicountry product / service, that will be activate from Enkronos Apps.

Nowadays the audiences created for example thanks of social media and web advertising (Facebook Adv, Google Adwords and so on) are ephemeral,

volatile and limited. That is, they do not allow you to reuse the potential contact, unless you can maintain during time their information and their consumer profile (that is an expensive activity and also dangerous from a legal point of view). Other solutions instead are outdated, if not even illegal and spam risky (as users lists or databases sold online).

Thanks of McAudience, the members of the community you have builded (for example through a Fb or Adwords Adv Campaign, or thorough other communication or viralization mechanisms) will be always at your disposal, through a dashboard. This dashboard will have segmentation tools (based on different features) and the possibility of download of filtered segments (with all the choosen contact and profile data) on excel files, that can be reused in various ways (newsletters, CRM, cross-selling and so on).

McAudience is perfectly legal, since it is based on the user's consent of data use and will also provide them of the possibility to unsubscribe with a data protection policy natively compliant with the new legal framework of GDPR that will be enforceable next 25th of May 2018 in all the EU.

Examples of results / objectives that you can achieve thanks to this solution:

- ✓ Find new customers
- ✓ Find new followers / fans
- ✓ Find new business partners
- ✓ Find new friends
- ✓ Finding new students
- ✓ Create a tailored audience

9.5 Your Gamify

YourGamify will be released on Enkronos Apps in its first version on 31.05.2018.

Your Gamify allows you to create and manage challenges and nested competitions, composed of different types of mechanisms. On the same initiative, you can involve your users with a basic questionnaire, a photo contest and instant victory based on destiny.

You can decide to assign physical prizes for each competition, or only after the user has passed all the challenges. Prizes can be physical objects of your choice, virtual prizes "virtual recognition" of the user's skills (badge,

leaderboard etc.), or even digital prizes of third parties, such as gift cards (Amazon Card, Apple Store & iTunes Gift Card, etc.).

With Your Gamify you can create entertaining competitions and in addition acquire new users interested in you and your products and services. You can engage specific audiences in social networks, for example in Facebook by creating advertising campaigns aimed to a specific target, defined for example for aspects related to location, interests and demographics. Thanks to this mechanism you can build new pre-defined audiences of interested users and provide them with products, services and more targeted communication.

Your gamification will therefore be the starting point for a new relationship and communication with potential customers and users interested in your brand. This is an innovative and unprecedented way to create the perfect audience for your business identity that allows you to start a new profitable relationship with your customers.

9.6 *Swee.io*

Swee.io is a mobile location-based event tracking system which allows creators (companies) to position objects on a geolocation map which are interactable by consumers.

The logo for Swee.io, featuring the word "swee" in a lowercase, rounded, orange-red font.

Creators create Events on geo coordinate locations that interact with its consumer when he is close enough that the event itself allows him to. In other words, this application solves old problems with consumers having to carry around identifications that allow them to participate to loyalty or contest campaigns.

Working through Enkronos Applications, its consumers are not required to identify themselves with the creator's content, in this case, its loyalty or contest program. The consumer can do so automatically through a secure way, only when the consumers choose to.

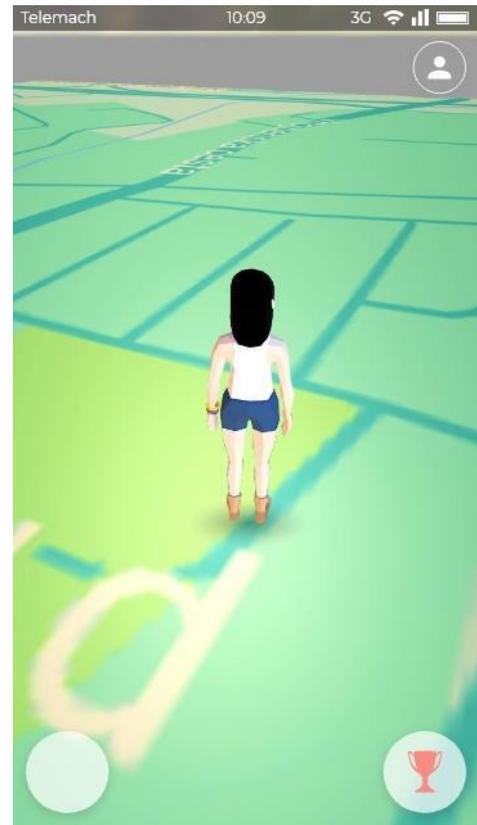
Location events have different structure and can follow unique life cycles in its consumers eyes. There are four types of different events:

- ✓ **20m** - Spot events (These can be used for shopping centers, cafes, bookstores, etc... It can be anything that requires a very close proximity of its consumer)

- ✓ **1km** - Town events (City contests or loyalty programs that require its consumers to reach a certain location that is not very specific)
- ✓ **20km** - Province events
- ✓ **60km** - State events

Each event or engagement also has its own concept. For example:

- ✓ A location-based treasure hunt contest
- ✓ Visiting a Creators internet location (Website, Facebook link, YouTube video, etc ...)
- ✓ A Concert offering free Beer to its Visitors
- ✓ A regular store contest
- ✓ A book reading creates a contest to give away a free signed Book at the end
- ✓ A restaurant creates an event during a Sunday that 5 random users gets a free lunch
- ✓ A political gathering rewards their visitors with a free one on one with their favorite person
- ✓ A fair notifies everyone with their agenda per day



Possible interactions can vary in their type. Here are the main ones:

- ✓ **Points collection** for a Loyalty Venue program
- ✓ **Auto:** this interaction does not require anything apart from the consumers interaction by clicking the "GO" button
- ✓ **AR Simple:** this interaction will require the consumer to interact with an object in augmented reality. Once interacted (Clicked on it) the consumer will participate to an event.
- ✓ **AR Gamify:** Similar to AR Simple, however this version will require the user to interact with the specific object in a way that will entertain the user during it. (a small and quick digital game.)
- ✓ **URL:** this interaction will allow the creator to determine what URL should open when a consumer successfully participates to an event (This can be anything from a webstore, personal website, online survey, facebook page, etc ...)
- ✓ **Webhook** (application to application integration): this interaction only creates an asynchronous request to a https address with a successful participation payload information.

While doing their everyday activities, consumers can easily experience and participate on multiple events, engagements or tasks that would otherwise consume much of their time. At the same time the creators will be able to promote their brands and create awareness of location with their consumers.

9.7 *Crypto-State*



Crypto State is an application for the digitalization of an entire country (or region) with the goal of easing everyone’s life with day to day tasks, actions and decisions. The main resource are the people and the people will be empowered by this concept with reduced time on mundane tasks that happen in real life.



The goal of the digital concept of a country is that it can be implemented everywhere and offer everyone the level of information which is required for their service or business processes to function correctly.

A second concept realized by Crypto-State app is the creation a chain of information between every institution and company in the country that has



the means of creating their own infrastructures of data which is linked to the user and offer it separately to others that need it.

The entire logic of Crypto State will be divided into smaller applications, where each segment will have unique sense. Dividing a complex concept will allow the application to be built faster and less complicated while keeping the same complexity structure of the problem.

The main API will be the backbone of the application. Its function will be to create a communication channel between raw data and every separated implementation of a problem. This will allow outside applications to access the raw data which they have authorized access to, while at the same time keeping the data secure. The API will serve data to every client accessing it. It will be the application clients job to understand the data and to make it into human understandable information.

The data in which all applications will require is the data of Users. The API will offer verified and authorized data to these Users resource to all its applications. However, the Users themselves have the ability to deny certain aspects of what the applications will obtain. The main strength will be that the users themselves will have the power to manage what applications can see their data. This means that the people on the other side of the applications will only see the amount of data that the E-Resident has given them. However, this does not mean that the third party application won't be able to function. This only means that both, the third-party application and the user using that application will only receive the needed information in order to know, whether this user is eligible to obtain their services.

Applications will be able to gain access to the API by submitting a request inside their account configuration portal. With a successful request, the owner of the application, the company, will receive all the required information (access to configuration section of application token management) in order to successfully integrate Crypto State in their existing application, or creating a new one.

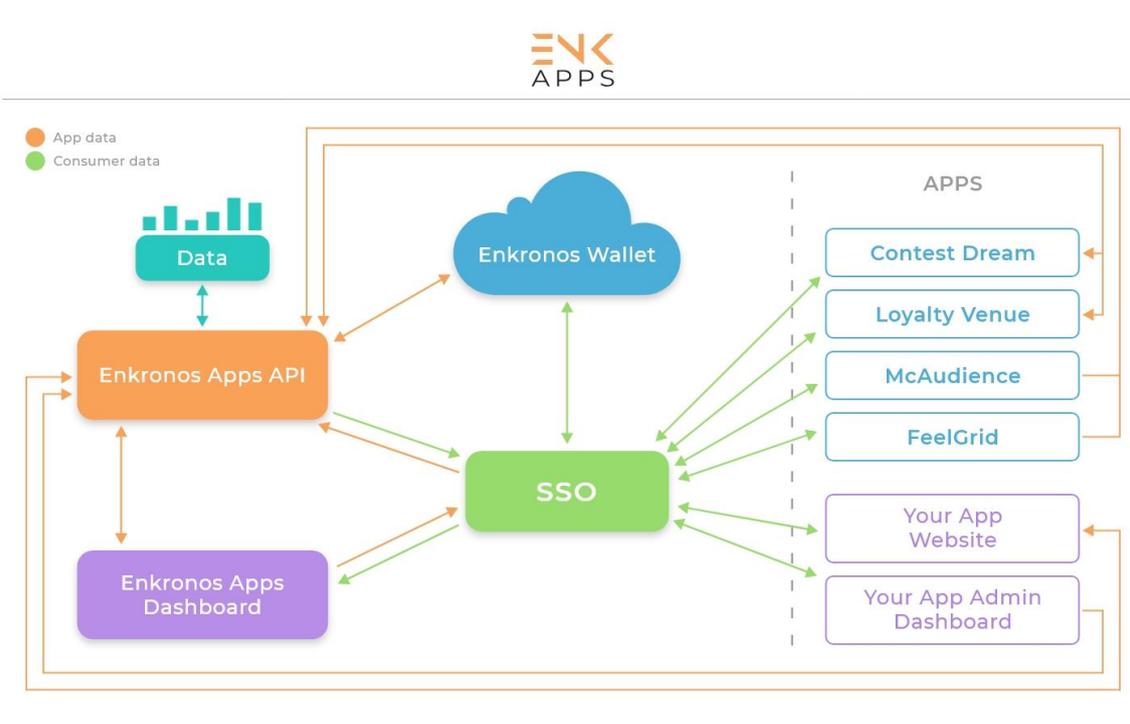
9.8 Third Parties Applications

Enkronos Apps allow and promote creation of applications that have no logic similarities apart from using the same and secure SSO environment and the RESTful API connection of Enkronos Apps. Any application that would like to integrate Enkronos Apps, can do that, by reading through our extensive documentation.

By publishing your application, the app will be visible in the Enkronos Apps listing for all of its creators to use.

A third-party application can choose which part they wish to use (they can use all, or nothing):

- ✓ A secure and safe sign in environment (SSO) for each application they own
- ✓ Access to extensive resources which solves problems [Ref: paragraph 2]



10. Security and Data Protection

10.1 ASVS Level 3 Owasp

The software in applications and servers focus on respecting Application Security Verification Standard (ASVS) third level of web security standardization as provided by the OWASP protocol (www.owasp.org).



The diagram illustrates the four levels of the OWASP ASVS (Application Security Verification Standard). It features a vertical stack of four colored arrows pointing upwards, labeled 0 through 3. Level 0 is red and labeled 'BASIC'. Level 1 is yellow and labeled 'OPPORTUNISTIC'. Level 2 is green and labeled 'STANDARD'. Level 3 is blue and labeled 'ADVANCED'. To the left of the arrows, a text box states: 'ASVS DEFINES DETAILED VERIFICATION REQUIREMENTS FOR LEVELS 1 AND ABOVE, WHEREAS LEVEL 0 IS MEANT TO BE FLEXIBLE AND IS CUSTOMIZED BY EACH ORGANIZATION'. Below the arrows is the text 'OWASP ASVS LEVELS'. To the right of the diagram is a bulleted list of descriptions for each level. The OWASP logo is in the bottom right corner of the slide.

Application Security Verification Levels

- **ASVS Level 3** – for applications that „shoot missiles” ;)
- **ASVS Level 2** – for applications that contain sensitive data
- **ASVS Level 1** – for all software

OWASP
Open Web Application Security Project

10.2 External independent Audit

From 10.04.2017 to 17.04.2017 our application Loyalty Venue has been tested for Application Security by an independent primary Auditor, as requested by an important Client of ours before adopting Loyalty Venue as application.

The objective of the assessment was to assess the overall security posture of the applications from a gray-box perspective. It included determining the application's ability to resist common attack patterns and also to identify any vulnerable areas in the internal or external interfaces of the application that could have been exploited by a malicious user.

Auditor's security team performed their testing at a "point-in-time" that followed Auditor's proprietary methodologies. Their testing was not intended to identify all existing vulnerabilities and security weaknesses nor did it claim or represent that any application was free of vulnerabilities or immune to attacks.

The assessment found no critical severity vulnerability. All the minor severity vulnerabilities found (3 high, 4 medium, 7 low) have all been found quick remedy following the suggestions provided by Auditor's security team.

For privacy reason we do not publicly disclose the identity of Auditor and Client of the mentioned security Audit. For any interested investor available to sign a specific no-disclosure-agreement, we can provide those identities.

10.3 GDPR Compliancy

Enkronos Apps are compliant with the **EU General Data Protection Regulation (GDPR)** that will become fully enforceable throughout the European Union on 25th May 2018, after a two-year transition period. Unlike a EU directive, it does not require national governments to pass any enabling legislation, and is thus **directly binding and applicable**.

Particularly our solution will comply with Data Subject Rights.

Breach Notification

Under the GDPR, breach notification will become mandatory in all member states where a data breach is likely to "result in a risk for the rights and freedoms of individuals". This must be done within 72 hours of first having become aware of the breach. Data processors will also be required to notify their customers, the controllers, "without undue delay" after first becoming aware of a data breach.

Right to Access

For example, as regards the right for data subjects to obtain from the data controller confirmation as to whether or not personal data concerning them is being processed, where and for what purpose and the provision of a copy of the personal data, free of charge, in an electronic format.

Right to be Forgotten

This feature entitles the data subject to have the data controller erase his/her personal data, cease further dissemination of the data, and potentially have third parties halt processing of the data. The conditions for erasure include the data no longer being relevant to original purposes for processing, or a data subjects withdrawing consent.

Data Portability

This feature includes the right for a data subject to receive the personal data concerning them, which they have previously provided in a 'commonly use and machine readable format' and have the right to transmit that data to another controller.

Privacy by Design

This feature calls for the inclusion of data protection from the onset of the designing of systems, rather than an addition. Appropriate technical and organizational measures will be implemented in an effective way in order to meet the requirements of GDPR and protect the rights of data subjects. The application will hold and process only the data absolutely necessary for the completion of its duties (data minimization), as well as limit the access to personal data to those needing to act out the processing.

Data Protection Officer

There will be internal record keeping GDPR requirements.

We'll appoint a DPO, as mandatorily requested by GDPR, only eventually for those controllers and processors whose core activities consist of processing operations which require regular and systematic monitoring of data subjects on a large scale - if present - or of special categories of data - if present - or data relating to criminal convictions and offences - if present. In that case, the DPO: will be appointed on the basis of professional qualities and, in particular, expert knowledge on data protection law and practices;

he / she will be a staff member or an external service provider; in that case, contact details will be provided to the relevant DPA; DPOs will be provided with appropriate resources to carry out their tasks and maintain their expert knowledge; DPOs will report directly to the highest level of management; DPOs will not carry out any other tasks that could result in a conflict of interest.

The conditions for consent have also been strengthened, and companies will no longer be able to use long illegible terms and conditions full of legalese, as the request for consent must be given in an intelligible and easily accessible form, with the purpose for data processing attached to that consent. Consent must be clear and distinguishable from other matters and provided in an intelligible and easily accessible form, using clear and plain language. It must be as easy to withdraw consent as it is to give it.

11. FAQ

What are EnkronosTokens (ENK) and what purpose do they serve?

EnkronosTokens (ENK) are a utility token of the Enkronos Apps Platform used in all transactions related to distributed credits on the Enkronos Apps Platform.

What is the value of EnkronosTokens (ENK) based on?

The value of EnkronosTokens (ENK) is backed on the practical value of the apps performed in Enkronos Apps. End users will be able to purchase the right to use the apps already available in Enkronos Apps or to order the required using EnkronosTokens (ENK) as a means of reward.

When will I receive my tokens?

You'll receive your tokens immediately after the transaction has completed.

Discounts on Private Sale and Presale - why are they that high?

The reason is to incentive speed in those phases to give more attraction to all the tokensale events. We put at the same time a lower hard cap to the private and pre sales, in order to give the most relevance the public tokensale.

Based on which parameters did you develop the Founding Allocation?

The funding allocation has been developed based on the specific business plans of each application. Each app in the Enkronos Apps will need its own structure (dev, marketing, sales, customer care, admin) that can differ depending on each particular business affected and target group. For example, one thing is FeelGrid, with a particular business-to-business + business-to-government approach and totally another is Swee, that could be a new kind of Facebook + a sort of Pokémon Gò model that starts as a business-to-business-to-consumer model to probably evolve in a business-to-consumer approach.

12. About Us

Enkronos is an agency founded by highly specialized professionals with a passion for entrepreneurship and technological innovation. Our core business is developing cross-platform solutions and architectures the world of web & wireless and digital communications.

Strong leadership combined with an overwhelming willingness to adapt to the onslaught of new technologies has provided Enkronos the luxury of fulfilling our clients' missions. Whether that means constructing a revolutionary content management system with dozens of modules or challenging our interaction design team to create meaningful relationships.

So far, our story is one of evolution. Our evolution has made all of the difference. For us, and our clients. We are specialized in developing technologies and architectures for mobile communication and structured web. We like to reinvent your productivity with strategic marketing applied to technological innovation, web and mobile design and digital communication.

- We are experts at **Digital Platform development**, Digital Strategy and Social Media Marketing.
- Our engineers build comprehensive **custom web & mobile software applications** with advanced security, integration, interoperability, scalability and complexity needs.
- Experience revealed that complete digital strategy comes only when **developers, designers and marketing strategists work together.**



12.1 Enkronos Rating

- ✓ ENKRONOS d.o.o. according to 2017 Dun & Bradstreet's analysis is among the top 12.5% of business entities in Slovenia and therefore falls within the class A. In Slovenia in 2017 only 21,005 companies among 167,700 registered companies, reached credit excellence A. Our general activities - NACE classification - (J 62.010 Computer programming) has registered 3,265 companies, of which only 304 companies meet internationally recognized standards of Class A.
- ✓ The credit quality is recognized by reference to European financial management company, which makes it easier and faster business decisions with less risk. Credit rating excellence are the best company with the key differential advantage in business, represent the most reliable, credible and low-risk business entity to cooperate with all business partners: clients, customers, suppliers, insurance companies, banks and other business partners.
- ✓ Companies with above-average credit business excellence and meeting the criteria for achieving less likely to be in the next twelve months recorded any of the following events:
 - bankruptcy, forced settlement or liquidation (probability < 0.38%);
 - entity cancellation from the business registry (probability < 3.37%);
 - frozen accounts of the entity over 60 continuous days, or more than 90 days discontinuously (probability < 1.43%).

12.2 Our Method

User Experience Driven Software Development

We are experts at web, mobile and cloud development. Our engineers build comprehensive custom software for enterprise clients with advanced security, scalability and complexity needs.

Architectural Vision

Our UX designers and software engineers are experts that work with you every step of the way as a dedicated product team to solve your most complex problems.

Research And Discovery

Our software consulting services kick off with a complete analysis phase. In this analytic process we learn about your business, we define your requirements and establish the roadmap we'll follow.

Development And Delivery

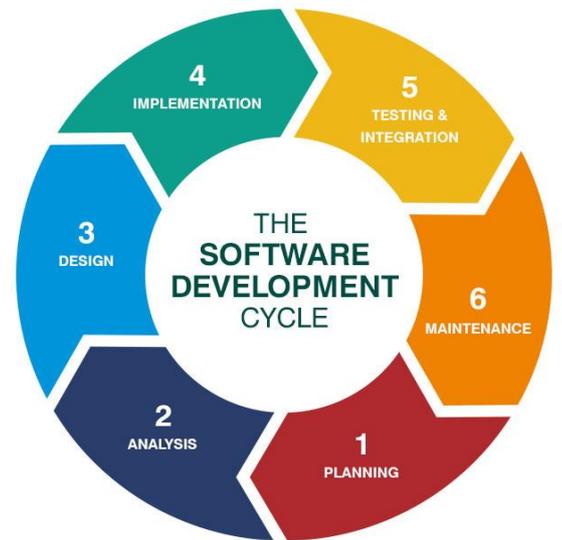
We use Scrum, a form of Agile methodology, to ensure successful on-time and on-budget delivery of your software.

High Configurability

We develop structured and customized solutions and platforms, all white-label, with high potential for configurability. This allows the performance, scalability, adaptation, modification and evolution of solutions created with great advantage in terms of efficiency, effectiveness and cost of routine maintenance.

Ability of Process Management

We have the ability to draw solutions and develop software architectures with a high level of complexity and integrability. This allows us to facilitate the management of business processes that promote teamworking and cross-fertilization ability.



Insight, Vision, Focus, Realization

Our vision is to develop best world-class solutions in Custom software development which will enrich the value of our clients business. We value technology innovation, lifelong learning, and adapting to change to achieve operational efficiently in order to provide the best web solutions to our clients. Enkronos is committed to providing our clients with continuous, expert web solutions and services to enable you to grow and succeed your business. We will excel as a company only after we help our clients' businesses achieve their business objectives effectively and efficiently.



13. Our Team

Gianluca Busato

Founder and CEO



48, Master's Degree in Electrical Engineering, with more than 15 year experience in leading teams and companies in the field of technological innovation and communication, now he is CEO and Founder of Enkronos, a digital strategy company based in Slovenia, where he is in charge for general management, strategical marketing, sales and finance. In short, here is what he likes to do: digital platforms, AI, IoT, blockchain, AR/VR, cloud applications, mobile, SaaS.

Jure Veler

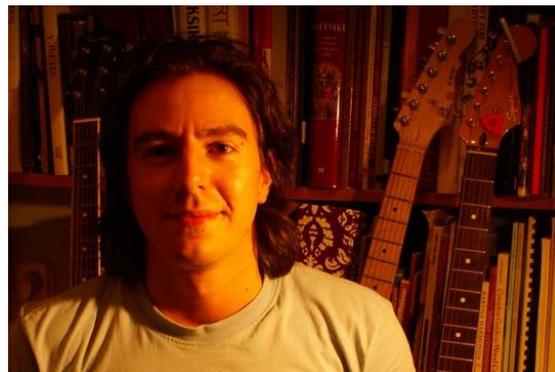
CTO



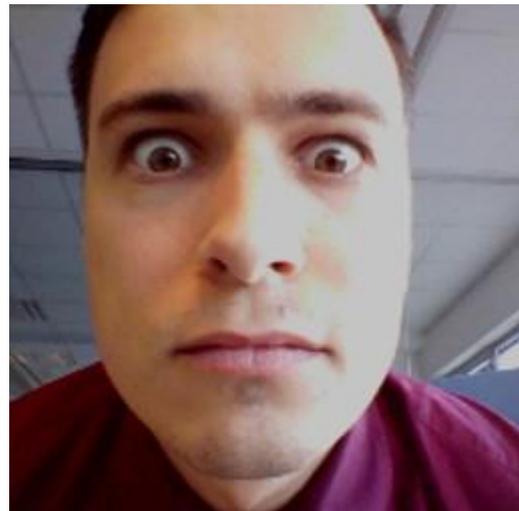
Jure Veler is our CTO and the technical master mind of our company. He makes high-level design choices and dictates technical standards, including software coding standards, tools, and platforms. He is an API enthusiast, speaks really quick and he don't like team buildings.

Špela Mermolja**Project Manager**

Špela Mermolja is our project manager and marketing content creator. She is in charge of partner and project management, creating marketing and social media strategies, researching and analysing market trends. She is very energetic and has strong interpersonal skills, she is an avid mountain biker and a passionate radio amateur.

Luka Mladenović**Backend Developer**

Luka Mladenović is our Backend Developer. He develops and maintains the core functional logic and operations of our software. He has great expert programming skills in PHP, JS and other high-level programming languages. Luka has an unlimited storage of funny stories to tell about almost any topic you can think of.

Jan Rožič**Frontend Developer**

Jan Rožič is our Frontend Developer. He creates extraordinary interactions and user experience and brings our platforms design to life. He is expert in JS and PHP programming language and takes maximum care that our platforms always come up in a perfect shape. His curious nature makes him a very pleasant conversation partner in any topic.

Mojca Mir**Business Assistant**

Mojca Mir is our Business Assistant. She is responsible for managing the flow of communication through our company, handling accounting, finance, HR tasks and other assistance based on the needs of our CEO and the team. She is very optimistic and always takes care of everything, she is like a travelling pharmacy and she accumulates cardboard packaging of all kinds for fun.

Matjaž Prijatelj**System Administrator**

Matjaž Prijatelj is our system administrator. He has excellent knowledge of administration and configuration of Web Hosting Enviroments, Linux and Unix OS and MySQL databases. His greatest joy at work is poking hardware like it was software. A very caring family man that knows well his responsibilities.

Tomaž Uršič**IoT Developer**

Tomaž Uršič is our IoT Developer. He is in charge of assembling our IoT physical hardware, programming IoT devices and decides how to displaying data to the device user. He is an experienced Python, C, Bash, JS programmer and an AI enthusiast. He worked also as Paramedic, loves discovering nature secret places and would like to build the deepest pool in the word.

Niko Bergles

UX/UI Designer



Niko Bergles is our UX/UI graphic designer. He is an aggressive perfectionist who is focused on sculpting well-balanced designs with surgical precision. Niko sweats the small details that others overlook. He is a crazy cat lady who is asking stupid questions and talks smack about hipsters.

Matej Hladnik

Frontend Programmer



Matej Hladnik is our Frontend Programmer. He is responsible for implementing visual elements that users see and interact with in a web application. Although he lives in one of the windiest areas in Slovenia he is almost always first at work.

Nejc Cotič

Sales Account



Nejc Cotič is our Sales Account. He is taking care of our existing customers as well as finding new ones. With his brought knowledge, he is presenting our company via sales and business development processes. From photography, coding, informatics, ... to beekeeping, in his spare time he deals with all possible hobbies.

Yuliana Yarotska

Backend Programmer



Yuliana Yarotska is our Backend Programmer. She just started in our company so she is still studying and learning our work system as well as updating, testing and supporting our whole developing team. She added a vegan perspective to our eating habits.

14. Advisory Board

The Advisory Board can be consulted publicly at url:

- <https://ico.enkronos.com/#advisors>.

15. Our Offices

We are in a high connected crossway between Slovenia, Italy and Austria. Our work space is pretty amazing.

We have equipped our office with better and advanced system that shall make available a more comfortable ambience for our employees to work in.

Most important of all - for us it is essential that also our clients are comfortable in our offices so they can easily share with us their IDEAS, PROJECTS and VISION.

Our workspace is pretty amazing. With long walls of windows, fresh air and natural light pouring in, Enkronos's office is the type of place you want to work at.



15.1 Enkronos Auditorium

We also have a multimedia Auditorium in which we host Events and Hackathons in partnership and collaboration with other Organizations and Companies.







ENK
ENKRONOS

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