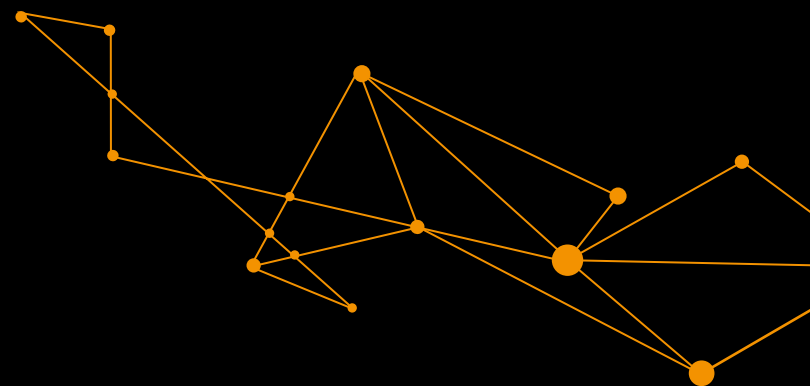


repay^{me}
cashback unlimited

ICO - Whitepaper



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Sylvio Piertza, Senior Software Engineer and DevOps	47
Sylvio has many years of practical experience with various technologies in the Java Enterprise environment, especially with business integration solutions. As a freelancer, he has already worked as a freelancer for major, partly international projects in well-known companies such as SAP, Daimler AG, Deutsche Telekom and Sylvio also worked for two years in Switzerland for the Zürcher Kantonalbank. He loves the mountains and is an enthusiastic mountain biker.	47
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Preface

This document describes the economic fundamentals and strategies for the REME-Coin and the repay.me marketplace.

This whitepaper distinguishes between the company repay.me FL GmbH (Im Hasenacker 32, LI-9494 Schaan, Liechtenstein) and the company repay.me GmbH (Landsberger Allee 131 C, 10369 Berlin, Germany).

repay.me FL GmbH is the issuer of the REME-Coin - which is a utility token - and will be referred to as "company" within this whitepaper. repay.me GmbH develops the marketplace. The term "repay.me" is used in the following exclusively as designation of the marketplace.

Executive Summary

E-commerce combined with cashback systems is one of the most dynamic growth segments in the digital market. The bonus models are not only a proven instrument for customer loyalty, but also generate comprehensive and high-quality consumer data.

In the information age, data is the "gold of the 21st century." Therefore, e-commerce platforms and cashback companies tend to look at the obtained consumers' insights as their property and use them primarily for their own marketing benefit, without consumers (as the data producers) taking part in the marketing revenues.

repay.me is convinced that the data belong to the users and that users should also benefit from the monetization of their data. For this reason, the company develops the REME-Coin, whose value is based on the data of repay.me's community. Our community is based on the fair share principle: the more data repay.me receives from the community, the more cashback will be distributed to the community.

repay.me thus has its finger on the pulse of the times: repay.me bridges the gap between the desire for high cashback when shopping and the involvement of users in creating value with their data.

94 percent of millennials and 90 percent of all people are looking for ways to save money when shopping, e. g. by using coupons or other discount forms (source: [Valassis](#)). This also applies for high-income households. Everyone

wants to save money regardless of age or income bracket. Price comparison websites and bonus programs have been established for some time now, and almost every consumer has already taken advantage of those offers. Price and saving opportunities have become central buying criteria. 80 percent of consumers would immediately switch to another shop, to another platform and even to another brand if they would only save enough money (source: [Market Track](#)).

However, already existing bonus solutions usually have weak points:

- Finding a good coupon code is often a matter of luck. Sometimes it works, but often it does not.
- Numerous cashback systems are too complicated to handle for the average user.
- The cashback is often small and was added to the product price in advance.
- Companies are skimming off consumer profits by monetizing user data.

Since 2015, repay.me's team of twenty-five employees and ten external consultants has been working on the global launch of a new kind of cashback marketplace. This cashback marketplace combines the advantages of well-known online marketplaces and further eliminates the weaknesses of existing cashback systems as described above.

The repay.me marketplace will have the following unique selling propositions:

- Unlimited cashback: On the repay.me marketplace, you can buy new and used items with up to 100 percent cashback. Even for offline purchases in participating stores, up to 100 percent cashback is possible.
- All products are directly available on the repay.me marketplace with up

to 100 percent cashback, i. e. without using external links.

- Purchases are recorded in real time and registered for cashback. The cashback will be paid in euros as well as in REME-Coins
- According to their own research, repay.me is the first marketplace in the world with its own crypto currency as a payment option.

The REME-Coin offers customers, sellers and advertisers advantages and exclusive application possibilities. By paying with the REME-Coin, all cashback payments are made in real time to all parties involved, without any additional steps being taken. Innovative advertising opportunities with which you can directly reach finely segmented target groups will be available exclusively with REME-Coins.

For example, each REME-Coin guarantees a fixed number of advertisements on repay.me, which have a particular value (Cpl or Cost per Impression). Hence, the REME-Coin has a fixed inner value right from the beginning. With the increasing amount of data, advertising can be targeted more precisely and thus be more effective and efficient. This leads to an increase in the value of the REME-Coin, which in turn serves repay.me users in the form of higher cashback.

REME-Coins—in the form of a utility token—will be available exclusively through a pre-sale at a price below the market value of the advertisements behind it. With additional application and advertising possibilities on repay.me, further potentials for value maintenance and value enhancement of the REME-Coin are given.

1. Market Potential

1.1 The E-commerce Market

repay.me has developed an international marketplace for consumers that combines the advantages of well-known marketplaces. In addition, repay.me enables its users to receive up to 100 percent cashback on all purchases directly made on the platform.

Due to the following reasons, the entire global (mainly online) retail trade is the target market for repay.me:

1. Unlimited marketplace: You can find products from all consumer areas and industries on repay.me, without focusing on specific niches. Even second-hand items and offers from participating offline shops are available via repay.me, with the full cashback function.
2. repay.me is already available worldwide in several languages.
3. 80 percent of all consumers worldwide show a high willingness to make a change and would immediately switch to another shop, to another platform or even to another brand if they could save enough money (source: [Market Track](#))

In 2018—the launch year of repay.me—the worldwide online retail trade volume is expected to be \$2.77 trillion (source: [Statista](#)). The calculated market potential for repay.me is up to \$2.22 trillion worldwide due to various factors (e. g. increasing willingness of consumers to switch from one brand or shop to another). In 2016, Amazon's global trade volume was approximately \$136 billion (source: [Statista](#)), representing a market share of 7.3 percent.

With regard to Amazon, repay.me aims to gain a 3.5 percent market share in the long term, based on the significant advantages that repay.me offers its users.

repay.me expects the following initial coverage and revenues, based on the planned marketing strategies and the viral social media concept (see more information on this further below):

Time	repay.me user	Marketplace revenues
November 2018	100,000	\$2,250,000
February 2019	172,000	\$3,900,000
May 2019	300,000	\$6,700,000
September 2019	500,000	\$10,600,000

Consistently Strong E-commerce Market Growth

Online retailing is showing a stable and sustained growth, and is projected to generate over \$4.48 trillion in global sales in 2021 (source: [Statista](#)). As a result, the reach and use of online shopping will continue to increase in the coming years (see figure 1).

Online retailing continues to expand at a double-digit rate. A lot has changed since the early days of garage shops in the 1990s. Within the highly professional, networked and competitive market of today, it is difficult for shop owners to compete, even in niche markets.

Retail e-commerce sales worldwide

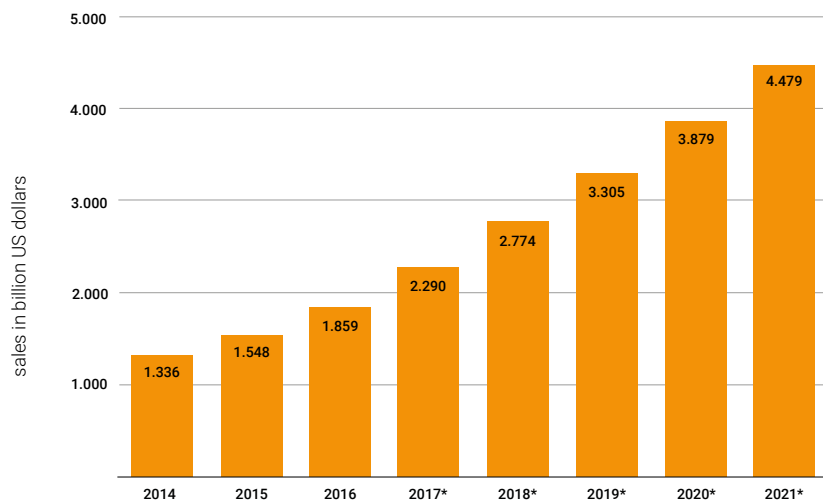


Figure 1: Global revenues of e-commerce retail trade from 2014 until 2021 in billion US-Dollar (source: [Statista](#))

How can repay.me successfully position itself in the age of almost infinite product selection and low prices?

Success in Horizontal Markets Through Consistent Customer Orientation

The majority of consumer products are sold in horizontal markets. Horizontal markets are characterized by standardized products and easily interchangeable suppliers. Therefore, the entry barriers for new market participants are lower. Competition and price wars are fierce. In horizontal markets, no long-term relationships between end customers and suppliers are established. As a result, the willingness to switch to other platforms and shops is high.

Particularly successful in such a highly competitive environment are those companies that understand the needs and wishes of their customers better than anyone else, and implement them faster and more consistently.

In this fast-moving environment, where customers are willing to change brands or shops, traditional approaches and processes no longer lead to success. For this reason, Amazon, for instance, is more successful than Walmart, in terms of comparable resources and opportunities in online trading. Nothing can beat consistent customer focus and high implementation speed. Thus, companies that are still unknown today, will be among the market leaders tomorrow (examples: Google, Instagram, WhatsApp).

Amazon revenues in million US dollar

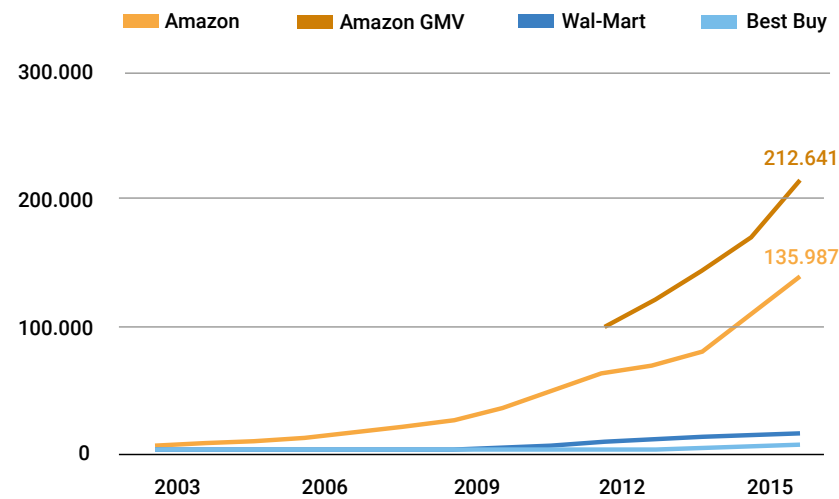


Figure 2: Amazon revenues in million USD (source: [kassenzone](#))

Based on these market observations, repay.me creates a unique cashback marketplace that focuses on customers and implements their wishes quickly and consistently. This marketplace is now about to be rolled out worldwide.

Strategic Positioning of repay.me

repay.me has recognized a large customer need within the market, which has so far only been satisfied to a limited extent by other providers. Namely that:

Consumers Want Cashback.

Recent studies show that customers around the world are very keen to save money while shopping:

- 79 percent of customers describe themselves as "price-oriented" and always want the lowest price, the most cashback and the highest discounts (source: [Valassis](#)).
- 71 percent of all customers are interested in products related to cashback (source: [Statista](#))—this also applies to high-income households.
- 90 percent of customers use coupons found in various online and offline sources (source: [Valassis](#)).
- 96 percent of customers would continue to use coupons even after a lottery win (source: [RedPlum](#)).
- 61 percent of millennials spend more than two hours a week looking for coupons and discounts (source: [Valassis](#)).
- 80 percent of all consumers worldwide show a high willingness to change and would immediately switch to another shop, to another platform or even to another brand if they could save enough money (source: [Market Track](#)).

All of these studies and research clearly show that there is a strong and sustained customer interest in saving money when shopping, coupled with a high willingness to switch shops or brands (eight out of ten customers).

repay.me wants to meet exactly this need. On this basis, repay.me is aiming for a market volume of 97 billion US dollars, as described above.

1.2 The Advertising Market

Digital advertising is becoming more and more exciting for advertisers, not only because of rapidly growing online trade volume. Digital marketing is also becoming more popular due to the precise addressing of target groups. A TV commercial can be seen by many people. However, despite having the choice of TV channel and broadcasting time, advertisers using this medium cannot accurately reach target groups that are interested in their product. In all classical media, high scattering losses (scattergun approach) have to be accepted and paid for. Digital marketing and digital advertising, on the other hand, offer a wide range of opportunities to target prospective customers and potential buyers. The digital medium provides the ability to advertise based on various criteria and at different stages of the purchasing process or sales funnel.

The spectrum of possibilities ranges from transactional, i. e. one-to-one addressing of consumers who are looking for a specific product or brand at a certain point in time (search engine advertising), to classic display advertising. Classical display advertising attracts attention and generates interest on the basis of various targeting criteria (e.g. sociodemographic, psychographic, etc.; and characteristics, affinities, interests, intentions to buy, etc.) which, with regard to editorial and advertising strategies, can be tailored to the needs of the consumer. These varieties of digital advertising attract much more attention and develop a significantly higher advertising performance and impact. Digital advertisements possess and generate a much higher degree of relevance due to the precise control of the advertising messages on specific target groups. In addition, digital advertising offers the possibility of performance-based billing or payment, e. g. by clicks, leads or transactions. It is therefore hardly surprising that advertising revenues in

the digital sector are continuously increasing.

Digital Marketing Spending Trends in the US and Globally

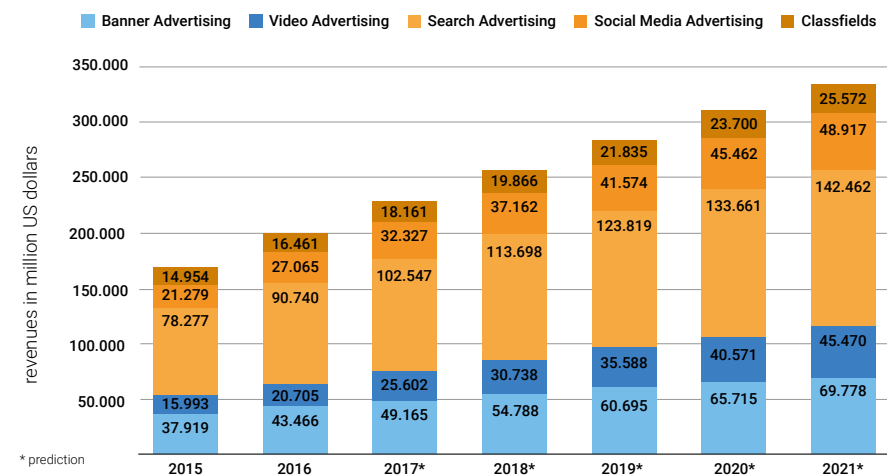
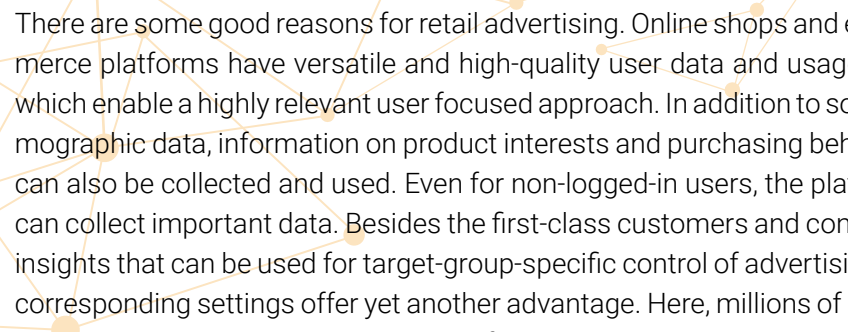


Figure 3: Digital Marketing Spendings (source: [Ironpaper](#))

The New Demand Trend in the Online Advertising Market: Retail Advertising

Besides search engine advertising and social advertising (advertisements in social networks), the digital advertising market has so far been dominated by classic display and video advertising of large media companies (publishers, TV/radio stations) and some large online players. But for some time now, a new and fourth advertising discipline has been added: "retail advertising," i. e. ads in online shops or on e-commerce platforms. What was previously a niche topic in digital communication is now on the way to establishing itself at an equal level with other forms of advertising, especially in the media plans of agencies and advertisers.



There are some good reasons for retail advertising. Online shops and e-commerce platforms have versatile and high-quality user data and usage data, which enable a highly relevant user focused approach. In addition to sociodemographic data, information on product interests and purchasing behaviour can also be collected and used. Even for non-logged-in users, the platforms can collect important data. Besides the first-class customers and consumer insights that can be used for target-group-specific control of advertising, the corresponding settings offer yet another advantage. Here, millions of buyers can be addressed with a high degree of involvement and right in the middle of the buying process. For advertising companies, this means that they can still set crucial impulses on the last few meters of the sales funnel and have a decisive influence on the customer's buying decision.

In the past 24 months, numerous retailers—from large e-commerce platforms such as Amazon, Zalando and Otto to online subsidiaries of classic retail companies such as Metro, MediaMarkt and Saturn—have recognized the media potential of their platforms. They are driving the market forward with extensive investments in platforms, technology and manpower. As different as the approaches and marketing models are, their benefit promise is consistent: In addition to the brands and products presented in the shops, retail media also offers significant added value in advertising and qualitative settings to those companies that offer complementary products or products in neighboring market segments.

Successful Retail Advertising with repay.me

The founders of repay.me recognized the growth potential of retail advertising and the increasing demand for retail media at the end of 2015, and entered this market at an early stage with the founding of repay.me.

As a marketplace, repay.me offers a whole spectrum of advertising formats besides retail media and retail advertising. These include classical display advertising on its platform, sponsored products in the field of product search and videos, as well as social advertising with recommendation ads in social networks. Based on product recommendations by repay.me users, advertisers can use social recommendation ads to place advertisements in social networks. These ads are more credible than traditional advertisements and have a greater influence on forming opinions and buying decisions.

At the same time, repay.me pursues a strongly user-oriented approach in its marketing model. The sales generated with the marketing of retail media are in part distributed to those who, by using the platform and providing their data, make it possible for companies to achieve success in the retail media business: repay.me customers. With this profit-sharing system, repay.me enables its users to participate in the creation of data value with a fair share and thus makes a significant contribution to customer loyalty.

1.3 The Cashback Market

There are almost no studies on the dynamic and continuously rapidly expanding global cashback market. Also, most cashback companies do not publish financial figures. Conservative estimations assume that the global cashback market is worth well over \$84 billion (source: [Cashback Industry News](#)).

The interest in the cashback market can be seen in the media response:

- "Tokyo's Rakuten buys American cashback giant Ebates for over a billion dollars."
- "Groupon buys up snapsaves."
- "Murdoch Publishing Group seize Checkout 51."

These company takeovers are primarily strategic acquisitions regarding the fast-growing cashback market. The strategic impetus of the acquisitions and the high sums invested, give clear indications of the huge potential of the rapidly developing cashback industry.

Individual cashback companies already generate well over \$1 billion in annual sales. For example, the UK-based cashback provider Quidco, with sales of \$1.22 billion, has already significantly exceeded the billion mark by 2014 (source: [Cashback Industry News](#)).

Cashback Unicorns

Another indicator of how attractive the cashback market is at the moment is the existence of unicorns (companies with an enterprise value of over \$1 billion.) This is documented by the following chart:

Evaluation of cashback companies

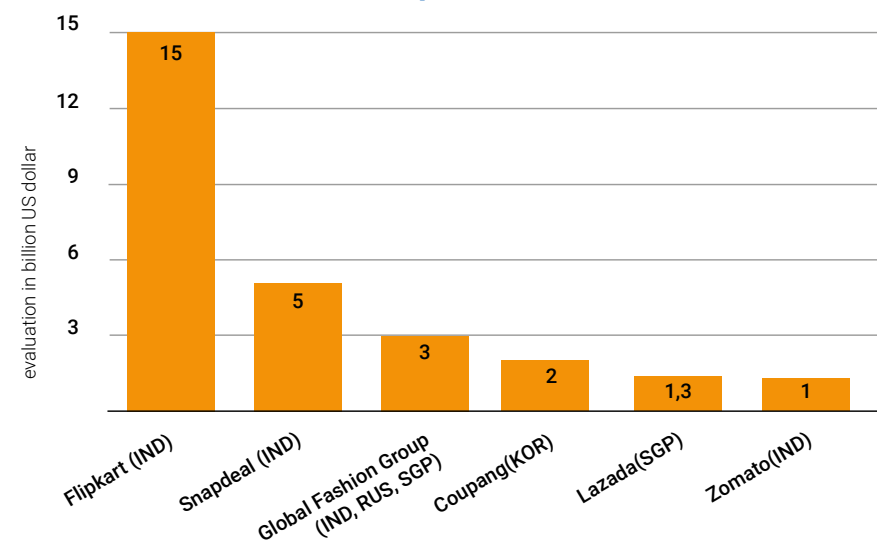


Figure 4: Global Analysis of Venture Funding (source: [KPMG](#))

Increasing Momentum in the Global Cashback Markets

The cashback model is extremely popular and successful worldwide, as can be seen from the exemplary sales figures of the following cashback companies. (see figure 5)

Cashback markets are developing at an above-average pace, especially in India, China and Southeast Asia as well as in Latin America. With household incomes rising and the growing "technology-savvy" younger generation, these large markets offer enormous potential for cashback companies. In particular, companies that are quicker, better and more consistent in responding to customer needs with their offers and cashback technologies than other companies, will be among the winners in these dynamic markets.

Sales figures of cashback companies

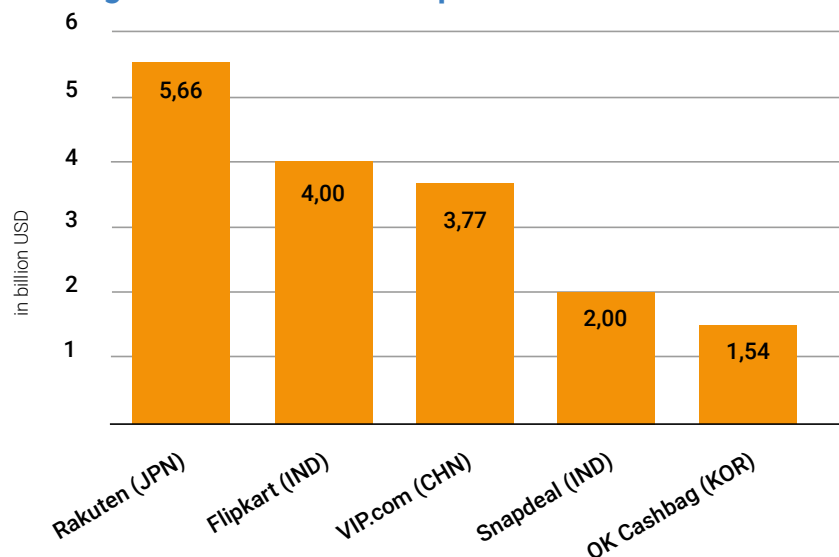


Figure 5: Cashback Industry Report (source: [Cashback Industry News](#))

The Weak Points of Existing Cashback Systems

Many companies have recognized the need and high demand for cashback, coupons and other saving opportunities when it comes to shopping, which lead to a large number of different cashback systems.

Only a small number of companies, however, satisfy the great customer demand for saving opportunities with genuine user-oriented solutions. This opens up even greater potential for repay.me in the e-commerce market, as repay.me responds to customers' needs much more consistently.

Overview of the weak points of existing coupon and cashback systems:

- **Low cashback:** The amount of cashback in existing cashback systems is usually limited by the margins of the retailers. The cashback usually presents only a relatively low (percentage) amount.
- **Cashback is included in higher product prices:** Consumers pay for the cashback themselves through a generally higher price level. Many people see through this game, so they prefer to forego cashback and shop at discount stores instead.
- **Complex and time-consuming systems:** The use of cashback is complicated and multi-staged: you must first log in on the cashback website, then click on links that lead you to partner shops, print coupons and then take photographs of receipts or similar actions. This effort is ultimately too high for many customers.
- **Lack of transparency:** The cashback account is often not updated in real time and is not designed to be customer-friendly.
- **Months of waiting until withdrawal:** The usual waiting period until earned cashback is available and ready to be paid out is six to eight weeks.
- **High error susceptibility of existing cashback systems:** Customer ratings of existing cashback systems reveal that the connecting links between cashback websites and participating web shops are often invalid. This is partially because 90 percent of revenues on partner websites are not recorded for cashback. Manual follow-up transactions have to be requested individually at customer support which is usually overstrained. This means that customers have to carefully watch their cashback bonuses if they do not want to run the risk of not getting cashback for many of their purchases.

Besides these rather practical problems, there are also fundamental problems:

- **No (adequate) remuneration for customer data:** It is well known that bonus cards serve to maintain customer loyalty, however they also simultaneously create "transparent" customers with profound insights into their consumer behaviour. This collection of large amounts of data is called "big data"—the gold of the 21st century. Companies benefit from this customer data by using it for their own profitable marketing activities or by selling it to other companies. This results in significant long-term revenues for companies from the use and marketing of customer data. However, the customer hardly profits from this. They only receive a bonus for which they may still have to make an additional payment or they receive relatively small amounts of cashback.
- **No adequate remuneration for brand ambassadors:** The advertising impact of traditional media and the impact of classical advertising is decreasing. Many consumers tend to trust the ratings of other customers and recommendations from their own circle of friends. Companies have been aware of this trend for a while, however, they lack the ability to motivate customers to engage as a multiplier or brand ambassador, and to then win new customers with recommendations (e. g. from friends or also in social networks).
- **No adequate remuneration for further customer activities (evaluations, etc.):** Other user activities such as writing helpful product reviews are also typically not rewarded. This is especially important, as customer ratings are often the decisive criterion for purchasing decisions. Much of the revenue generated by online shops today is based on detailed and helpful customer ratings.

All of the problems described demonstrate that the great demand for cashback and saving opportunities when shopping are insufficiently implemented into consumer-oriented solutions in practice. Better implementation is even more important now that the market not only demands attractive saving opportunities when shopping, but consumers are also becoming increasingly aware of their customer value. This provides an excellent basis for the repay.me business model.

2. Business Model and Marketing

2.1 Unique Selling Points from the Customer's Perspective

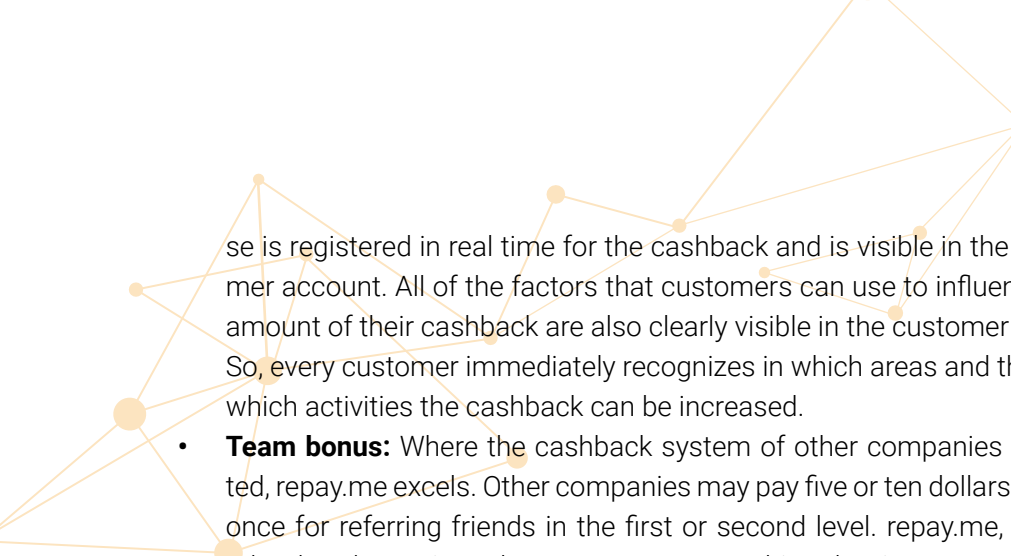
The huge market potential outlined in the first section and the above-mentioned problems of already existing cashback systems open up enormous opportunities for repay.me: repay.me has set itself the goal of responding to the great need for saving opportunities when shopping more consistently and better than all other cashback companies.

With this goal in mind, repay.me has developed a completely new cashback marketplace, which is scheduled to go online in the first half of 2018. Among others, repay.me's new marketplace offers the following advantages:

- **Up to 100% cashback:** repay.me customers can influence how quickly and how much cashback flows back into their wallets for all their purchases on repay.me. repay.me users can influence the amount of their cashback payments through various platform activities, such as inviting new active users, participating in surveys or writing helpful product reviews. Even after the first purchase, users receive cashback payments in daily amounts. This happens until up to 100 percent of their purchases are fully re-paid.
- **Unlimited cashback on everything:** repay.me allows up to 100 percent

cashback for both online and participating offline stores (boutiques, restaurants, etc.) and also for used items.

- **Unlimited marketplace:** The repay.me marketplace not only allows on-line retailers to place their products free of charge, but also enables off-line shops to participate with their product diversity. The marketplace is also a platform for new and used articles.
- **Real-time cashback and fast payout speed:** Of course, repay.me can only pay out money that has actually been collected and can no longer be claimed back. For example, it can take several weeks until repay.me receives the advertising revenues. In order to increase the payout speed, repay.me introduces the REME-Coin, which makes it possible to pay out advertising revenues immediately as cashback. For repay.me users, the coin, as part of the cashback amount, is available in their wallet app within 24 hours.
- **Maximum cashback without searching for coupons:** With repay.me, you don't have to search for coupons or compare discounts, but instead receive up to 100 percent cashback for all purchases..
- **Up to 100 percent cashback in all categories:** In the technical segment, for example, cashback quotas of an average of only one to two percent are common. With repay.me, the cashback is not only paid out of the seller's margins. Thus, repay.me can distribute considerably higher amounts even in categories with usually low margins and low cashback.
- **Low fees:** repay.me offers sellers lower fees than other well-known marketplaces. This, together with the competitive situation in the marketplace, leads to significantly better prices for end customers and makes it less stressful for sellers.
- **Full transparency:** repay.me does not have any customer loyalty programs, no complicated point collecting systems and no cumbersome exchange of points for unattractive rewards. At repay.me, every purcha-



se is registered in real time for the cashback and is visible in the customer account. All of the factors that customers can use to influence the amount of their cashback are also clearly visible in the customer menu. So, every customer immediately recognizes in which areas and through which activities the cashback can be increased.

- **Team bonus:** Where the cashback system of other companies is limited, repay.me excels. Other companies may pay five or ten dollars bonus once for referring friends in the first or second level. repay.me, on the other hand, consistently remunerates everything that is ever generated in unlimited depth by referring customers to repay.me in terms of sales and advertising revenue.
- **Reward for helpful product reviews:** Detailed and useful product reviews are crucial for buying decisions in the current market. Many studies show that this "user-generated content" has a great influence on purchasing decisions. For this reason, repay.me has developed a system that makes it easier to write useful product reviews and then rewards them with cashback.
- **Uncomplicated and simple:** Users don't have to click your way from a cashback website to other shop pages and hope that the cashback allocation works out later. At repay.me, all shops and offers are integrated directly on the marketplace, like for example on Amazon.
- **Own cryptocurrency:** For the use of all repay.me advantages (such as up to 100 percent cashback on all online and offline purchases as well as on new and used goods), it is sufficient to simply pay with the REME-Coin. The more the acceptance of the REME-Coin expands, the more exciting this option becomes. repay.me uses the most modern technologies and innovative payment systems to rethink the entire market.
- **Unlimited win-win:** Active repay.me users not only profit permanently from the recommendation of the marketplace to friends, but also from

inviting other shops or the favourite pizzeria around the corner to repay.me. Every turnover of the online and offline shops invited is remunerated to the corresponding users with additional cashback payments. The online or offline shops brought to repay.me also benefit from this (see below).

Donating the Cashback

repay.me gives its users the opportunity to donate their cashback to charitable organizations. Many people would like to do something good and donate money, but lack the time to research relevant projects. repay.me plans to work together with selected charity organizations. Regular postings keep users informed about the donation projects and their progress. In addition, users will have the opportunity to report on their donated cashback. Meaning, repay.me customers can share about their donation commitment by e-mail or via social networks and thus inspire others to do something good.

Privacy Protection

It is a matter of course for repay.me that all customer data are protected. The processing of customer data is carried out exclusively in accordance with the new EU Data Protection Ordinance. In order to ensure this, a data protection concept was developed by the law firm Unverzagt von Have with lawyer Dr. Eickmeier. This law firm also monitors compliance with data protection laws.

2.2 Unique Selling Points from a Seller's Perspective

repay.me has developed an attractive platform for both customers and sellers (and advertisers). On the one hand, the platform takes into account the customer's need for saving opportunities more consistently than all other cashback companies. On the other hand, repay.me's new marketplace also creates attractive opportunities for retailers (and advertisers) and offers the following unique selling points:

- **High willingness to buy:** repay.me customers receive up to 100 percent cashback from repay.me advertising revenues for all their purchases on repay.me. This encourages the willingness to spend more and accelerates purchasing decisions. For example, a recent study shows that consumers spend an average of 46 percent more money when they receive cashback (source: [Cashback Industry News](#)).
- **Loyal customers:** repay.me customers will have the incentive to always select products available on repay.me first because they receive up to 100 percent cashback. Viral marketing and "user-generated content" will therefore be the main factors for a rapid growth of the repay.me community. Sellers who register for free on repay.me from the very beginning will profit disproportionately from this dynamic growth and the advantage of good customer ratings.
- **Perfect targeting:** Validated user data (see next section), made available on the marketplace in real time, provides effective and efficient advertising opportunities. Sellers can, for example, address exactly those users who are looking for their products right now.

Sales increase through cashback

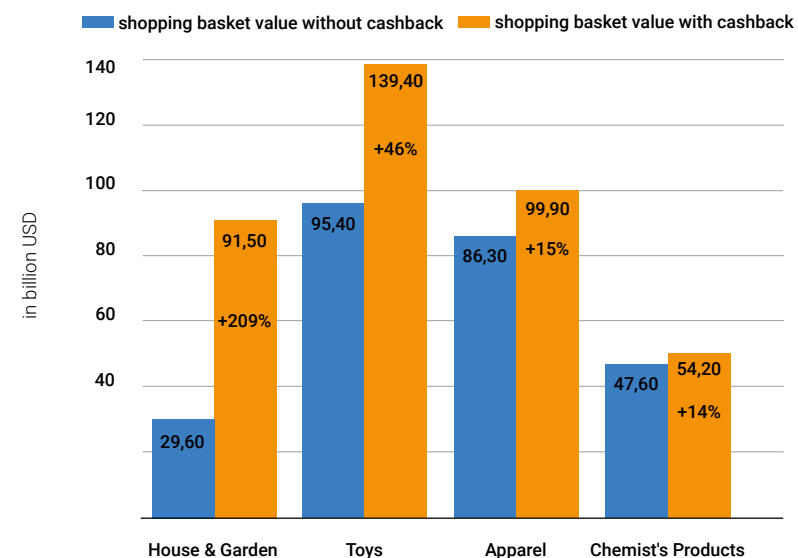


Figure 6: A detailed cashback study reveals further benefits of cashback systems for retailers (source: [retailmenot](#)):

Sellers who can offer attractive cashback dramatically increase the average shopping basket value by an average of \$33 to \$106 (+46 percent). Individual companies can achieve the following increases through cashback:

In addition to higher shopping basket values and a multiplication of conversion rates, sellers offering attractive cashback will benefit from higher customer loyalty, lower bounce rates in the shops and increased time spent on their website. (source: [Cashback Industry News](#)).

Increased Customer Loyalty

Sellers not only win customers who are willing to buy on repay.me, they can also retain these customers more easily:

- 90 percent of millennials share deals, 43 percent via social media (source: [Valassis](#))
- 79 percent of Facebook users like/follow a company to be informed about discounts or special offers (source: [Marketforce](#))
- 90 percent of users of mobile devices subscribe to at least one cashback newsletter or newsletter containing vouchers, offers and discounts (source: [CTA](#))

2.3 repay.me's Unique Selling Points for advertisers:

With millennials as the primary target group, repay.me reaches exactly the group of people (between 18 and 35 years old) who rarely use traditional media, such as TV and print, any more. For many advertising companies, this makes it difficult to reach this group at all.

As an international marketplace, repay.me has an almost unlimited potential to collect valuable data from various sources (see figure 7) in compliance with data protection regulations. repay.me will be able to make maximum use of this potential as the repay.me community is more than willing to provide information due to high cashback, and therefore works hand in hand with the marketplace. Against this background, the use of ad blockers will also be clearly below average, which will bring additional added value for all those involved.

When registering on repay.me, users indicate which product categories are of interest to them. This data is then available to advertisers when they create their target groups.

data sources

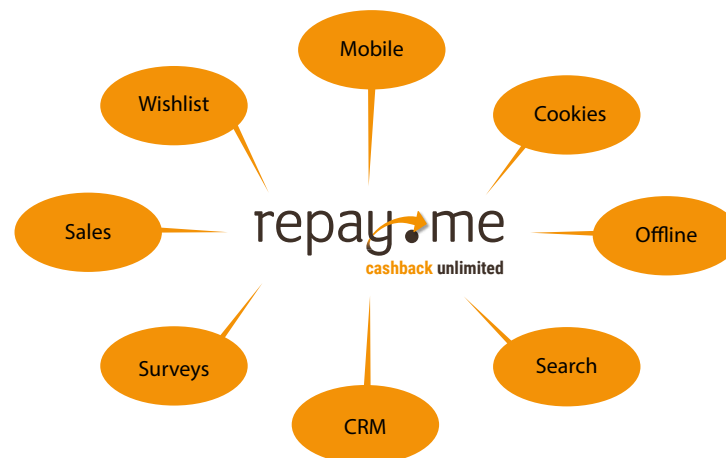


Figure 7: data sources

In cooperation with the market research institute Interrogare GmbH, repay.me has also developed a comprehensive questionnaire that enables the user profiles to be enriched and mapped to the IAB (Interactive Advertising Bureau) Audience Taxonomy for advertisers. This survey data can also be used to create individual target groups. In the future, it will also be possible for advertisers to work together with repay.me to develop their own questions and have repay.me users answer them. As participation in surveys is rewarded with increased cashback, advertisers will find that users are more willing to provide information.

In short, repay.me provides the following data for the creation of individual target groups to advertisers (all in compliance with data protection regulations according to DSGVO):

- externally validated sociodemographic data (age, gender, marital status, etc.)
- complete purchase history
- access to all affinity data (ClickStream e. g. visits to product detail pages)
- provision of technical data (browser, OS, Geo IP etc.)
- provision of all intent data (price proposals, wish lists and shopping baskets)
- all search keywords
- provision of all survey data, customer-specific surveys are also possible
- all data from display, mobile, search, video and newsletter campaigns
- all industry-specific target groups
- target group expansion similar to the current customer base (look-alike modeling)
- user interests at product category level
- targeting in mother tongue

By collecting these extensive data, they form a high-quality user profile over time, which shows precise user interests and purchase intentions (see figure 8). This user profile is updated in real time and made available to the advertiser when selecting target groups. repay.me offers advertisers the following media: display, mobile, video and e-mail/newsletter. All IAB standard advertising media are available as well as customer-specific advertising formats.

The access to the inventory can be done via a private marketplace or via

DSP. Registered advertisers have the possibility to place campaigns via a self-booking service (see also point 8.3). repay.me guarantees a safe environment (BrandSafety) and offers the possibility of exclusion, e. g. not presented at the same time as competing products or in undesired industries.

If repay.me's original coverage is not sufficient enough, repay.me offers a campaign booking with a coverage extension via the global AdExchange OpenX or look-alike-modeling.

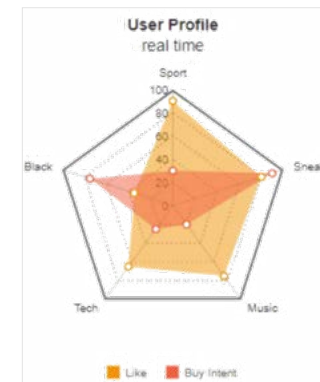


Figure 8: User Profile

Exclusive Advertising Forms (available only with the REME-Coin):

1. Recommendation Ads

- The REME-Coin offers new perspectives for advertising in social media. It provides financial compensation for both the creation and sharing of user-generated content and for social activities such as reposts and recommendations.
- repay.me has developed a new advertising format that can disseminate a message or advertisement virally in a short time to target groups or entire regions.

2. Product Search Advertising

- Certain results of a search can be booked as advertising spaces.
- It is possible to sort the advertisements by the number of criteria (priority target group first), by rating of the advertisement and by creation date (first come first serve).



3. Users can specify interesting product categories when registering (similar to Apple Music/Spotify).

- Shops that already register their products on repay.me during pre-launch phase can advertise them free of charge to users interested in their category (for example in the newsletter).
- The categories are part of segmentation options for the self-booking service in which shops can exclusively use the REME-Coin to book various innovative forms of advertising.

4. Supply with current top quality leads

- repay.me gives its users the opportunity to convert their master data and their interests, which they can specify in surveys, into cashback. Users who make use of this, generate a lot of up-to-date data regarding their current needs, interests and purchase intentions. Leads of interest to a retailer or advertiser can be made available in real time, with the consent of the user.

In addition, there are other forms of advertising that can be exclusively booked online on repay.me in the self-booking system using the REME-Coin.

This means that retailers not only benefit from the enormous advantages of the repay.me marketplace, but also have exclusive access to innovative and effective advertising formats through the REME-Coin.

In short, repay.me provides all advertisers with an extensive portfolio of inventory, data and targeting options.

2.4 Brand Positioning

The mission of repay.me is derived from the advantages and unique selling points that repay.me offers its users:

We believe that consumers have the right to own, control and benefit from their data. The internet is still a long way from achieving this goal. Consumers have no control over their data, while others earn billions by marketing it. Our mission is to remove this imbalance and to involve consumers in profits from value creation with their data.

At the same time, we help people to realize their purchasing wishes and free them from budget constraints. In this way, we bring more freedom and lightness to your consumer experience.

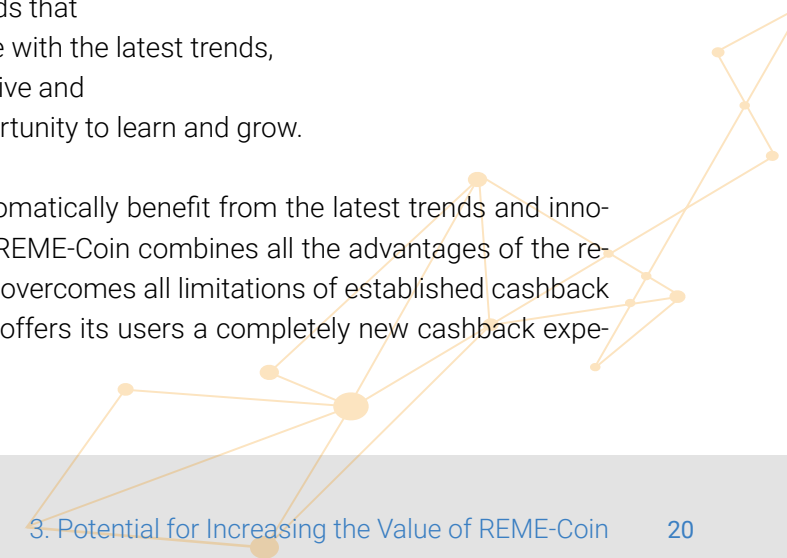
repay.me Brand Personality

With regard to this mission, repay.me positions itself within the brand personality of the explorer.

Explorer brands are brands that

- are always up-to-date with the latest trends,
- encourage self-initiative and
- offer others the opportunity to learn and grow.

repay.me customers automatically benefit from the latest trends and innovations in shopping; the REME-Coin combines all the advantages of the repay.me marketplace and overcomes all limitations of established cashback systems. Thus, repay.me offers its users a completely new cashback experience.



2.5 Marketing Concept

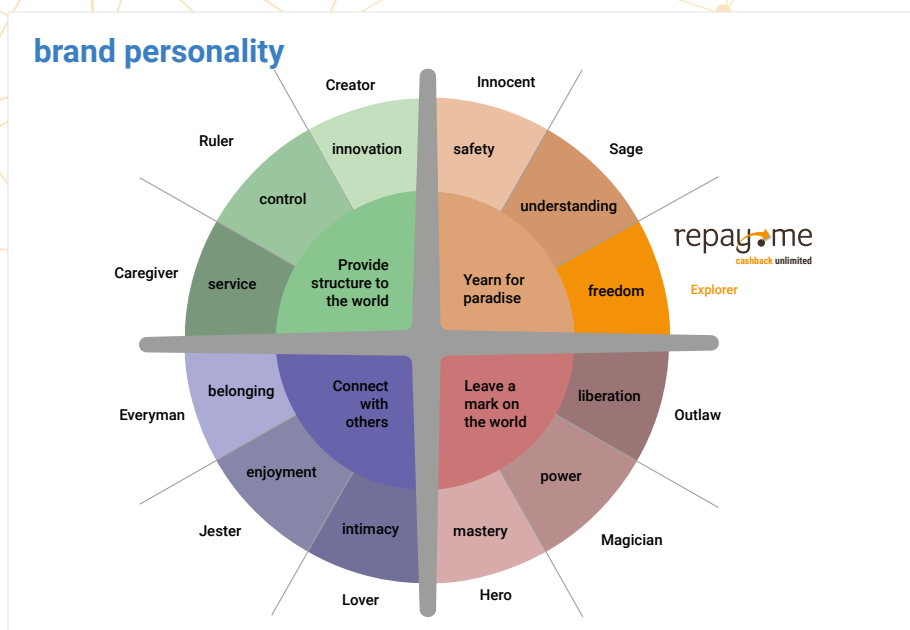


Figure 9: brand personality

Basic viral concept of repay.me

The business model and the basic structures of repay.me contain many viral principles that support repay.me's market success:

- **Up to 100 percent cashback:** Initial test runs of repay.me's cashback system have shown that even the least active repay.me users are receiving cashback, e.g. 17 percent cashback on their purchases, relatively fast (within 90 days). Within the same time, more active repay.me users can receive significantly more cashback on their purchases. repay.me

users will quickly realize how well the repay.me cashback system works. This extraordinary cashback experience will trigger enthusiastic recommendations.

- **Faster cashback on all purchases through recommendation:** As a marketplace for online and offline shops as well as new and used products, repay.me is so broadly positioned that you can recommend repay.me to anyone. repay.me provides its users with videos and a personal invitation link. For example, they can tell their friends about the possibility of up to 100 percent cashback on all purchases on social networks. Every friend who becomes an active repay.me user will increase and accelerate the cashback of the one who recommended repay.me. This motivation of higher cashback encourages the already existing willingness of repay.me users to talk about their unique cashback experience on repay.me.
- **Rewarding other activities with cashback:** Regardless of whether users invite their favorite shop to repay.me or write a helpful product review, all activities are rewarded with additional cashback at repay.me. This leads to a dynamic growth of the repay.me platform in all areas.

Pre-launch Phase with Bonus and Exclusive Invite System

A pre-launch phase is planned before the repay.me marketplace is launched in the second half of 2018. During the time before the launch, users will be given the opportunity to register on repay.me for the first time. The platform's shopping function will only be activated from the launch day. Users that register within the pre-launch phase will receive a procentage cashback bonus ("Turno Cashback") and can build their team early by inviting friends and profiting from team-cashback. The amount of the daily cashback payments depends on different criteria. Own purchases are an important criteria, which is valued 20% higher for the first year with this bonus. This makes it possible to receive up to 100 percent cashback for each purchased item

faster. The following scaling applies:

Within the framework of pre-sales, each investor receives a personal invitation link and is thus automatically registered for the bonus. With the personal invitation link, users can start inviting shops and friends to repay.me from

figure 10: cashback bonus

the pre-launch phase onwards. People who make use of this function will be able to increase their cashback on all repay.me purchases right from the start.

Launch Day

Various competitions with attractive prizes are being prepared for the launch day of the repay.me marketplace. These will be widely advertised and promoted in social networks in advance, so that repay.me's launch will attract a lot of attention.

Social Networks

Social networks play a central role in the repay.me communication concept. For the pre-launch communication and for the first few months after the launch, marketing measures have been prepared especially for the now largest socio-demographic target group — millennials. Millennials are the target group with the greatest acceptance for new shopping tools and platforms (source: [emarketer Studie 2017](#)). In this respect, millennials represent the early adopters for repay.me. Within this group, repay.me will achieve the best results with the communication measures in the early launch phase.

repay.me has already prepared campaigns, content, viral competitions and

much more for different channels (Facebook, Instagram, Twitter, Youtube etc.). Together with a detailed positioning strategy, these measures should help repay.me to achieve a fast, broad and positive perception within the target group.

Pre-sale and Building a Global Community

repay.me does not only want to create a marketplace, but also a movement and a community. The aim of this movement is, among other things, to return advertising revenues back to those who make it possible through the use of their data — the end customers. The REME-Coin is the embodiment of this idea and this movement; users will be able to pay with full cashback functionality anywhere in the world, be it in an online shop or offline in a café.

The REME-Coin represents the ideas and philosophy of repay.me. Those who have the exclusive opportunity to purchase REME-Coins within the framework of the REME-Coin sale will not only receive a token secured by real value (see below) with growing application possibilities, but each REME-Coin owner is also part of the community and movement of repay.me and becomes a brand ambassador.

2.6 Aims of the REME-Coin

According to our own research, repay.me is the first crypto-centric online shopping platform with its own coin. Its versatile application possibilities are what make the REME-Coin so attractive. As the first cashback and marketplace coin, the REME-Coin is based on a proven business model and has very promising starting conditions to achieve the following goals:

Worldwide Acceptance of the REME-Coin

Thanks to the worldwide acceptance of REME-Coin as a means of payment, you can benefit from the full cashback functionality anywhere by simply paying with it, as soon as all legal requirements and regulatory requirements are met before REME-Coin is implemented.

The REME-Coin is the Number One Payment Method for all Cashback Transactions

All purchases with the REME-Coin are qualified for up to 100 percent cashback.

REME-Coin is the Number One Payment Method for Marketplaces

Another interesting application and thus also a concrete factor for increasing the value of REME-Coins, is its use as a payment method on other marketplaces and platforms. Marketplace operators can only accept funds from customers under certain legal conditions. For this reason, sales commissions will be invoiced separately to the seller. A current development for marketplaces is the fact that payment splitting is carried out by payment providers. However, there is no such solution for cryptographic currencies. In the area of cryptocurrencies, the REME-Coin would then be the only one

that could represent these processes for marketplaces.

The REME-Coin as a Modern Shopping Element in the 21st Century

The three objectives listed above are ambitious, but realistic. The REME-Coin, according to our own research, is the first of its kind and has its finger on the pulse of current times. In this way, the REME-Coin is established as an **important and innovative element in the shopping and cashback world, for end customers as well as retailers and advertisers.**

The REME-Coin should thus become the standard for cashback.

3. Potential for Increasing the Value of REME-Coin

The company will use the REME-Coin (in the form of a utility token) to create a currency with a real, measurable value.

Here is an example:

Those who buy 1000 banner insertions today, pay between \$50 and \$100 TKP (price per thousand of contacts) depending on the advertising space, e. g. on highly frequented websites with shopping-inclined customers.

Advertising always has a certain price per ad display (Cpl or Cost per Impression). At repay.me, advertisers can also book such advertisements (or ad impressions) at a certain price.

The fixed value each REME-Coin holds, is defined as follows:

Each REME-Coin stands for a fixed number of advertisements on the repay.me marketplace, which is checked every six months and adjusted if necessary. The issue price of a REME-Coin is based on the market value for advertising inserts on comparable marketplaces.

Here is a numerical example:

A REME-Coin is covered with 10 banner advertisements as an advertising form. This means that you could exchange a REME-Coin for 10 banner advertisements at any time. In the above example of banner ads (1000 ads for \$50), 10 ads are worth about \$0.50 (equal to the intrinsic value of a REME-Coin).

With the REME-Coin, the company releases one of the first tokens which holds a real value.

Potential for Increasing the Value of the REME-Coin

The advertising possibilities on repay.me will become increasingly interesting for advertisers due to the growing number of repay.me users. Therefore, each REME-Coin will have a fixed starting value that is far above the issue price and gains value over time. From the onset, the REME-Coin performance prognosis is promising, because the advertising contacts guaranteed by a REME-Coin become more numerous and more valuable.

Innovative forms of advertising (e.g. recommendation ads) can be purchased exclusively with the REME-Coin, which is another one of the many advantages of the REME-Coin.

The increasing acceptance and application possibilities of the REME-Coin for end customers are additional positive motivating factors.

With the increasing number of repay.me users, the selection and segmentation options for advertisers will also become more elaborate on repay.me.

An Application Example:

The more precise and specific the target group selection is on repay.me, the more valuable the segmented advertising contacts are. For example, if a cosmetics retailer can now contact 100 users for 10 REME-Coins who only meet the criterion "female," then, as the repay.me users and data volume increase, the target group selection options become finer. For the same 10 coins, the retailer could then select 100 female users aged between 20 and 30 who are currently interested in cosmetic products.

REME-Coins are backed up with user data (the "gold of the 21st century"), which are constantly growing. The amount of coins will not increase after the pre-sale, but the amount of data will. Each user's activity produces a new set of data that is interesting for buyers of coins. Anyone who wants to access this data in the future must have REME-Coins. The amount of data increases every second, while the amount of coins remains the same. This results in the REME-Coin becoming much more interesting and valuable for the advertising industry.

To summarize, the REME-Coin has several different mechanisms that will help increase its value. For instance, the repay.me targeting tool can be precisely fine-tuned to increase segmented contact value. Also, the contacts behind a REME-Coin will then become more and more valuable due to the increasing amount of data. Classical banner ads are only one of many forms of advertising offered on repay.me, as repay.me has developed new and very special forms of advertising that enable advertisers to inform a whole target group or region within minutes.

4. Roadmap

Origin of the Idea (2014)

The idea for an e-commerce platform with up to 100 percent cashback has been evolving since 2014, and one of the first steps is to develop a project plan of this vision.

Company Foundation (12.2015)

With the project plan in hand, the start-up repay.me is founded in December 2015. The aim was and still is to implement an innovative international marketplace with a new cashback approach.

Move into the First Office (II. quarter 2016)

In 2016, the small repay.me team moves into its first office in the heart of Berlin on Danziger Straße.

Hiring of First Employees (III. quarter 2016)

Shortly after moving into the office and setting up, the first employees are hired at repay.me.

Integration of External Partners (IV. quarter 2016)

Since the IV. quarter of 2016, repay.me has worked alongside atfogo GmbH, a competent partner with outstanding expertise in the e-commerce sector. In addition, the intensive cooperation with Intershop, a leading provider of shop software, begins at the end of 2016.

Relocation to the New Office (II. quarter 2017)

repay.me expands: the increasing number of employees requires a larger office, which is located on Landsberger Allee since May 2017.

Integration of Additional External Partners (since III. quarter of 2017)

With the integration of the international payment provider adyen and the agreements signed with leading international providers in the adtech sector such as OpenX and Adform, important steps are being taken for the future. At the same time, the expansion of the cooperation with Intershop, Microsoft and azure will be accelerated as a cloud solution.

International Protection (III. quarter 2017)

After securing the rights of the word and figurative trademark "repay.me" in Germany, it has now also been applied for internationally.

Hiring of Additional Employees (2017)

During the course of time, repay.me successfully strengthens itself. In October 2017, the repay.me team consists of around 35 employees who work on the common vision every day; one third are permanent employees, one third freelancers and one third students.

Pre-sale of the REME-Coin (02/05/2018- 31/12/2018)

The pre-sale of the REME-Coin runs from 02/05/2018 until 31/12/2018. The Issue of the REME-Coin will be 1 month after the pre-sale ends.

Pre-Launch and MVP (III. + IV. quarter 2018)

For the third quarter of 2018, repay.me is planning the marketplace pre-launch, with the possibilities of registering and placing products.

The live start with an MVP approach is planned in the III. quarter of 2018. The self-booking platform via Adform, for instance, is available to advertisers right from the start.

First Applications of REME-Coin (I. half year 2019)

The legal requirements for the listing and trading of REME-Coin on various stock exchanges will be created, as far as possible. Part of the cashback is paid out in REME-Coins. It is also possible to book advertisements with the REME-Coin. It is connected to a marketplace hub and the possibility of an automated product placement via an API. The cooperation with an e-money institute is being checked and finalized as quickly as possible, to push the offline-business.

App, Own Crypto-Wallet and Other Applications for the Coin (I. half of 2019)

repay.me will release its own mobile app with connection to the Ethereum blockchain that also functions as its own crypto-wallet. This app can be used, among other things, for shopping in offline shops. Additionally, further acceptance points for the REME-Coin will be created, supported by the creation of the possibility to pay with REME-Coins via credit card.. Cashback will be paid for more user activities, such as writing reviews and recommendation ads.

Expansion of Internationalization, Offline Businesses and Payment Solutions (from II. half of 2019)

repay.me is driving the internationalization process forward and will open up additional markets. The focus lies on targeted offline expansion and the acquisition of additional acceptance points for the REME-Coin. In the wake of this, plans intend to make the REME-Coin available as a payment solution for other marketplaces (including payment splitting). Accordingly, the legal requirements for this are created. The repay.me self-booking platform for advertisers, with REME-Coins as payment method, is released for other shops and marketplaces.

5. ICO (Pre-Sale)

The company will collect funds for the expansion of the development team to further develop the marketplace and for the marketing and sales team to enter international markets. For this purpose, a pre-sale is carried out for the reservation of REME-Coins. The REME-Coin is a utility token and smart contract based on the Ethereum blockchain and is implemented according to the ERC-20 standard. REME-Coins are not stocks, securities or equivalent assets; and therefore, do not give any rights to ownership or disposal over the company, the marketplace or its assets. The ownership of REME-Coins alone does not entitle anyone to influence the company's decision making, the marketplace or its activities.

The number of tokens is limited to 375,000,000. The total number of REME-Coins ever available is determined by the number of REME-Coins sold in the pre-sale period plus 17.5 percent for repay.me. These additional coins are reserved for future strategic partnerships, the repay.me team and to create incentives for first retailers and advertisers. There will be no further generation of REME-Coins after the ICO. After the ICO is performed, all unsold tokens will be destroyed.

REME-Coins cannot be created by mining. REME-Coins reserved in the pre-sale will be issued on 31/01/2019. The exchange of REME-Coins in FIAT or crypto currencies via the company or repay.me is not possible. In the future, the listing of the REME-Coin is planned at various file-sharing sites. The legal prerequisites are currently being examined and, as much as possible, created.

The pre-sale is the only way to purchase REME-Coins before the repay.me platform is launched. REME-Coins can exclusively be purchased with crypto-coins such as Bitcoin and Ethereum. For security and legal reasons, the company has chosen a european-licensed broker for payment transactions. To ensure that all transactions are transparent and traceable, the company decided to make the Bitcoin and Ethereum address public on the first day of pre-sale (see telegram, Facebook, Twitter). The crypto coins are stored in a multi-signature wallet, which is managed by a bank in Liechtenstein.

Each investor undergoes a KYC (Know Your Customer) and AML check (Anti-Money-Laundering) to prevent money laundering. American and Chinese citizens are excluded from participating in the ICO due to legal requirements. This is ensured by a KYC check and an IP block.

The KYC procedure is carried out parallel to the pre-sale and will terminate before the REME-Coins will be issued. This applies to all ordered REME-Coins. If, during the verification process (within the framework of the KYC procedure) it should become apparent that the funds received are not accurately fulfilling due diligence obligations, the FIU staff unit will be notified. The affected funds are blocked for further access. Only after clarification of the suspicion, by the competent supervisory authority, will the funds affected be released again.

Issue Price

The company has set itself the goal of distributing REME-Coins as part of the pre-sale process, which are already worth more than its price at the time of distribution.

With a REME-Coin you can book 10 advertisements including target group selection. When determining the issue price of the REME-Coin, the company aligned itself with the market prices of advertisements with an average of 0.50 CHF (depending on the advertising medium and advertising space). Based on these market prices, the company has set the price of a REME-Coin conservatively at 0.40 CHF (Swiss Francs).

Bonus Systems

Partner Bonus

Partners, employees and consultants have the opportunity to reserve REME-Coins in advance with a partner bonus of 50 percent. This bonus cannot be combined with the time bonus or the bonus for major investors.

Investor Bonus

Major investors who do not meet the requirements of the partner bonus receive a bonus depending on the investment volume according to the following staggering:

The investor bonus is combinable with all other bonuses (Time Bonus, Friendship Bonus and Partner Bonus.) This means already from an investment of 500 CHF, a 70% total bonus is possible. Should this bonus be higher than your already received bonus, the higher bonus will apply (also backdated).

bonus stages

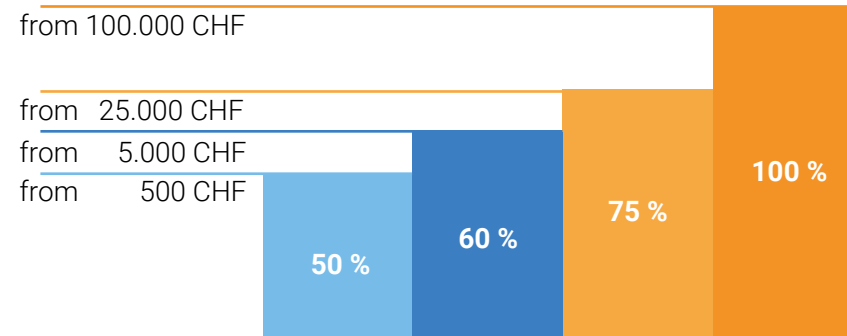


figure 11: bonus stages

Time Bonus:

During pre-sale, there is a staggered temporal bonus. In addition to the purchased REME-Coins, investors receive the following percentage bonuses:

bonus phases

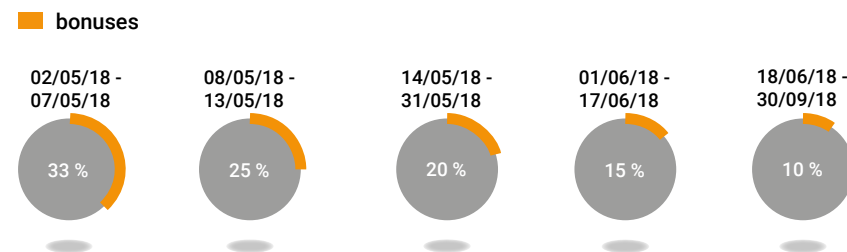


figure 12: bonus phases

Friendship Bonus

Already during our pre-sale, repay.me pursues its community's concept of fair share and promote viral growth with an extra bonus for inviting friends. After purchasing a REME-Coin, each buyer receives an individual invitation link and thus the opportunity to receive an extra bonus by inviting friends. The highlight is that both the sender of the invitation link and the recipient, i.e. the new investor, receive an attractive extra bonus of 10 percent. The 10 percent friendship bonus refers to the number of REME-Coins purchased by the invited person. The friendship bonus is available up to the 2nd level, so that even a "passive" bonus is possible.

Here are two examples:

Example 1:

1st Level (= direct friendship bonus)

Anna has already invested and invites Birgit via her friendship link. Birgit is also enthusiastic about repay.me and buys 100 REME-Coins. Anna and Birgit now both receive the friendship bonus of 10 percent each (= 10 REME-Coins) extra.

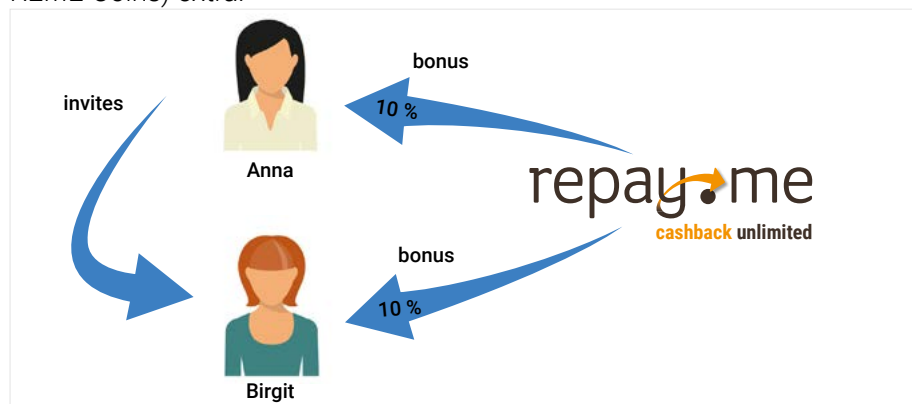


figure 13: level 1 (=direct friendship bonus)

Example 2:

2nd Level (= additional "passive" friendship bonus)

Birgit, in turn, invites Chris with her friendship link. Chris does not hesitate long and buys 200 REME-Coins. Now Birgit and Chris get their friendship bonuses of 10 percent (= 20 REME-Coins) and Anna also receive another 10 percent (= 20 REME-Coins).

Anyone who participates in the pre-sale and invites friends will still benefit from it after the pre-sale: The friendship link remains and can be used for the recommendation of the repay.me marketplace. The team built up in the pre-sale remains intact and ensures a higher cashback for team activities (e.g. purchases) right from the start.

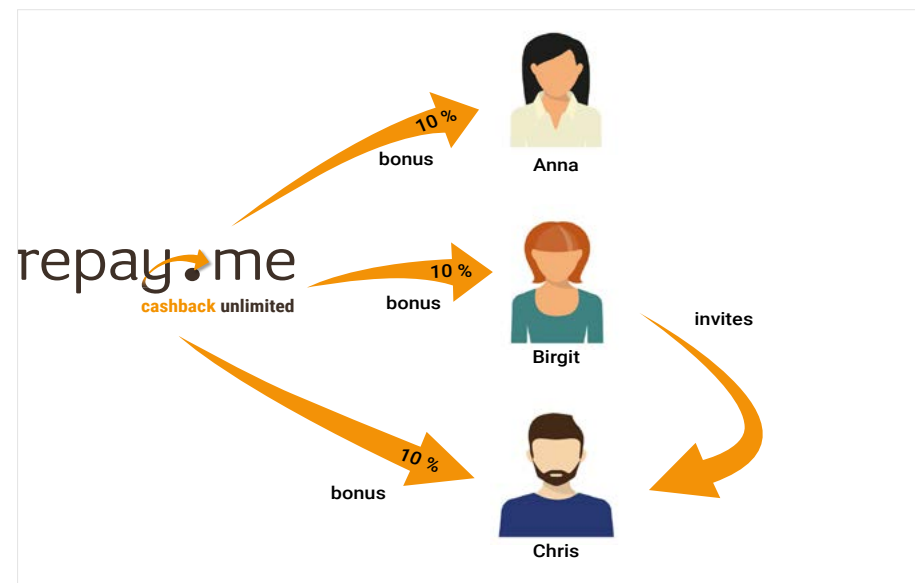


figure 14: level 2 (=additional passive friendship bonus)

Cashback Bonus

A six-week pre-launch phase is planned before the repay.me marketplace is launched in the first half of 2018. During these six weeks before the launch, users will be given the opportunity to register on repay.me for the first time. The platform's shopping function will only be activated from the launch day onwards. Investors from the pre-sale phase are automatically registered for the pre-launch phase and receive a cashback boost of 20 percent on all their purchases for a full year. This makes it possible to receive up to 100 percent cashback for each purchased item more quickly.

The following overview provides all important facts about the pre-sale:

Start:	02/05/2018 - 01:00 p.m. Berlin (CET) (08:00 p.m. Tokyo, 07:00 a.m. New York)
Finish:	31/12/2018 - 01:00 p.m. Berlin (CET) (08:00 p.m. Tokyo, 07:00 a.m. New York)
Investment possibilities:	BTC/ETH
Issue price:	1 REME-Coin = 0.40 CHF
Minimum Transaction amount:	100 CHF (= 250 REME-Coins plus bonus)
Minimum limited quantity REME-Coin (soft cap):	No

Maximum limited quantity
REME-Coin (hard cap): 375,000,000

The collected funds are used according to the formula above. The higher the investment amount, the faster the development goals (see roadmap) will be met with additional employees.

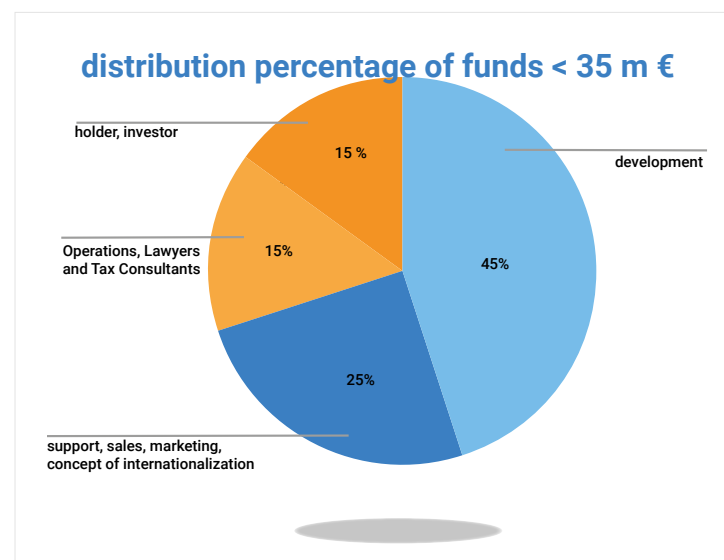


figure 14: distribution percentage of funds < 35 m €

Development | 45 percent

Most of the investments go into the development of the repay.me marketplace, as described in detail in this whitepaper. This includes, for example, MVP, the further development of the marketplace (shopping basket with several products from different sellers, API for product import, recommendati-

on ads and other topics), app development including payment options with REME-Coin, as well as split payment with REME-Coin and the connection to offline shops.

Internationalization, support, sales and marketing | 25 percent

The second largest block of investments will be used in particular to develop new markets and thus the growth of the repay.me marketplace and its community. Sales and marketing are largely driven by the extra coins reserved for repay.me, which account for 17.5 percent of the coins sold.

Operations, lawyers, tax consultants | 15 percent

With this amount, the running costs for the functioning operation of repay.me are covered. This includes hosting, infrastructure, recruiting, outsourcing, management, lawyers, tax advisors and other related areas.

Owner, investors | 15 percent

The last part of the investments will be distributed to the owners and investors of the first hour.

From an investment of \$35, the percentage of funds spent on expanding internationalization, support, sales and marketing will increase to 45 percent.

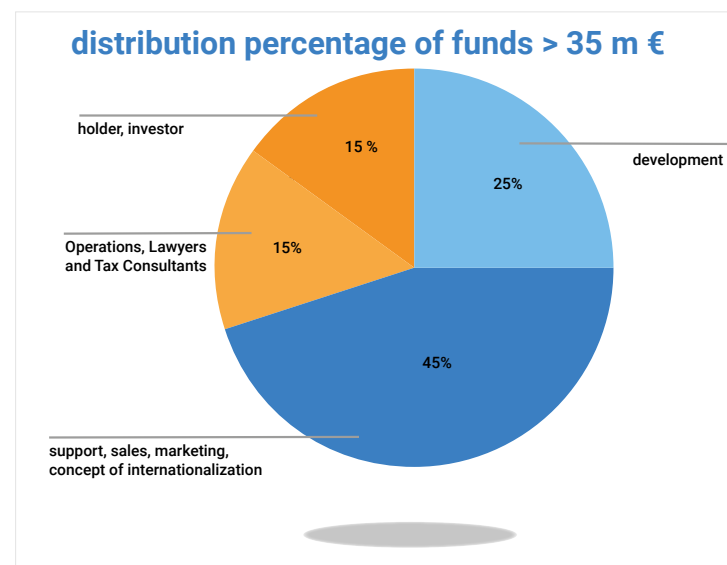


figure 16: distribution percentage of funds > 35 m €

6. repay.me Architecture

repay.me is an online marketplace that enables its users to buy and sell different goods. repay.me acts exclusively as an intermediary between buyers and sellers. Transport and storage of goods is the responsibility of the seller. That is why the repay.me platform is based on three pillars: **marketplace, cashback and advertising**. These three pillars, in turn, consist of a series of modules, which will be examined in more detail in the following subchapters.

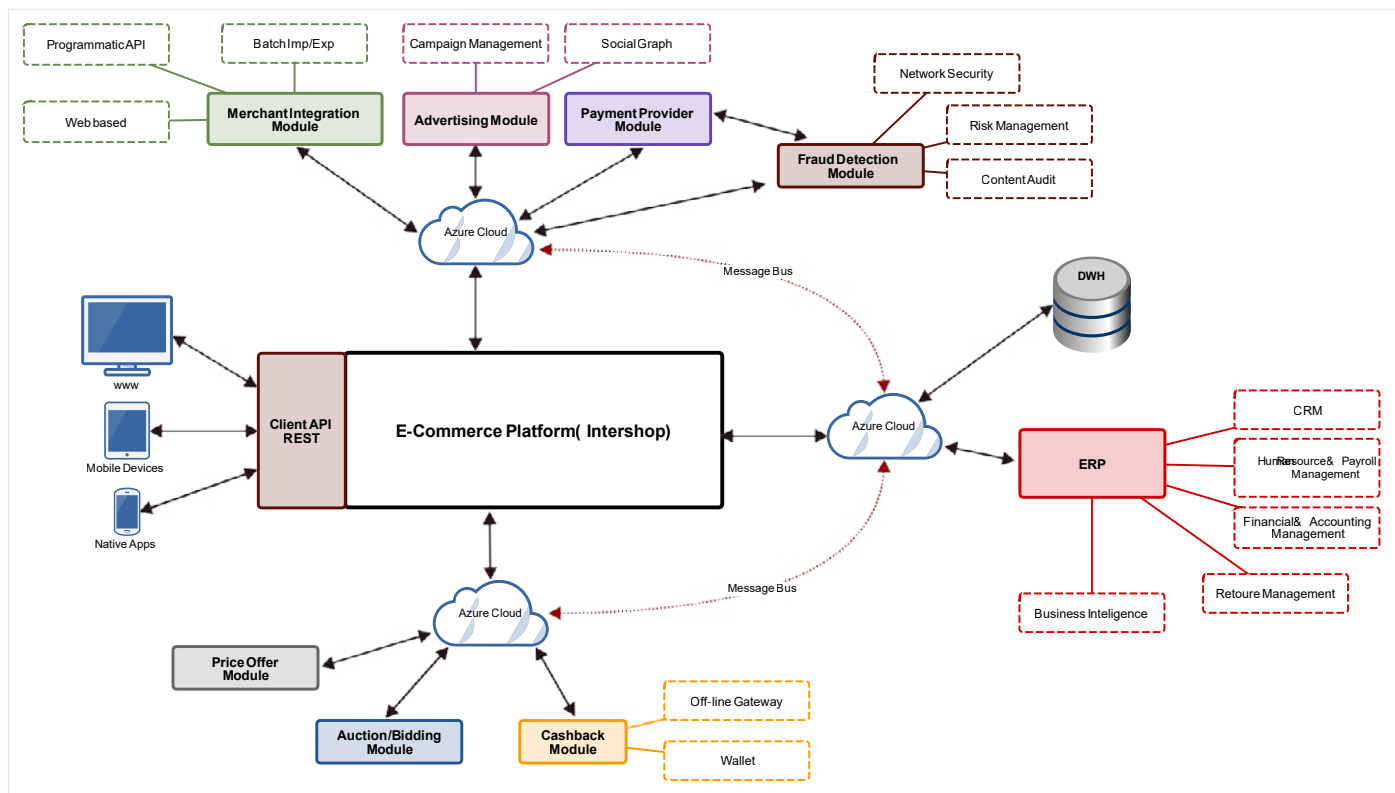


figure 17: platform architecture

6.1 Marketplace

The basis of the repay.me marketplace (see Figure 17) is the Intershop Commerce Suite (ICS) from Intershop AG. It has been tried and tested for more than 25 years, and is used worldwide in shops of all kinds, including: BMW, Telekom, Edeka and Mister Spex. The entire platform is operated in the Microsoft Azure cloud to ensure performance, scalability and reliability at all times.

ICS is designed for the operation of an e-commerce shop with a 1:n relationship between a shop operator and several customers. It is based on Java EE technology and has its strengths, above all, in the simple extensibility and flexible adaptation.

The challenge for repay.me was to extend ICS with the functionalities of a marketplace. For this purpose, a m:n relationship must be established between any number of buyers and sellers. Some of the resulting requirements are explained in this chapter.

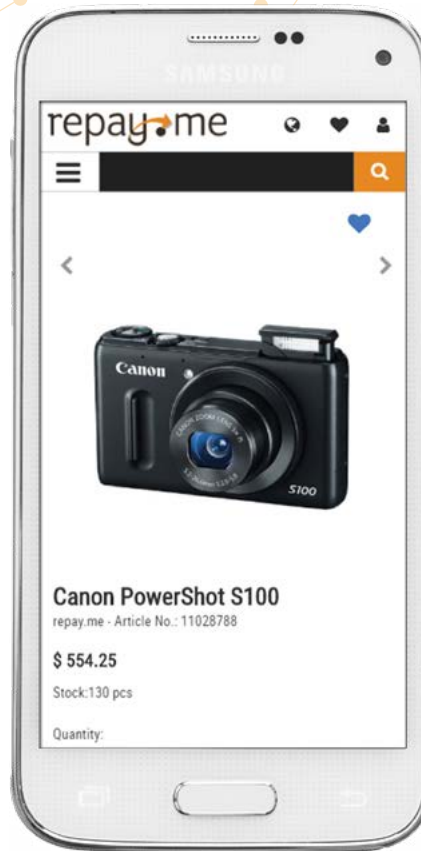


figure 18: product editor

"repay.me and Intershop are a perfect match: the innovative marketplace is positioned for aggressive growth through flexible technology."

Dr. Jochen Wiechen, CEO Intershop



Products and Categories

Each product offered on the repay.me platform is provided exclusively by its users and not by the platform operator. The ICS interface has to be extended for the creation of products. Private and professional sellers have the possibility to create and edit products. You can either create individual products using a product editor or several products using a batch import. The batch import is interesting for wholesalers who want to import large quantities of products via CSV files or a REST-API.

For the MVP approach, with which repay.me will start, only the product editor will be available at first. The batch import via CSV file will only be available upon request. In the next step, the possibilities of product creation will be significantly expanded. The development of a new system, the Merchant Integration Service (MIS), is planned for this purpose.

Merchant Integration Service

The main task of the MIS is to act as a transformation and validation medium that processes the incoming data for usage by the internal e-commerce system. In addition, it serves to prepare and provide data (such as order status, reports and others) requested by merchants to ensure data flow in both directions.

The MIS provides the following interfaces for product creation: a web interface for the product editor, a REST-API and an SFTP service for programmatic import. Any product information to be made available on the platform will run through the MIS (see system data flow in Figure 18).

Data Transformation

The different input data (web interface, REST-API, SFTP) are transformed into a separate uniform data format and can also be reconverted in any desired output format if required.

Data Validation (content audit)

The successfully (into the replay.me format) transformed data is automated and additionally validated manually (on a random basis) to ensure that no invalid or prohibited information/products are entered into the marketplace.

Product Information Management System (PIM)

Data that has undergone the transformation and validation phase is combined in a Product Information Management System (PIM), in which all information on products and categories as well as price and availability information is stored centrally. The PIM defines a standardized structure of the product categories with a number of attributes that are assigned to each category (e. g. Google Product Catalog). Each attribute can contain a list of predefined values. A new attribute value can be added if required. For reasons of conformity, the PIM system defines a catalog structure that can be exported directly to the shop and remains synchronized with the product catalog of the shop. Every inventory change within the shop (order) is mapped in the MIS PIM system.

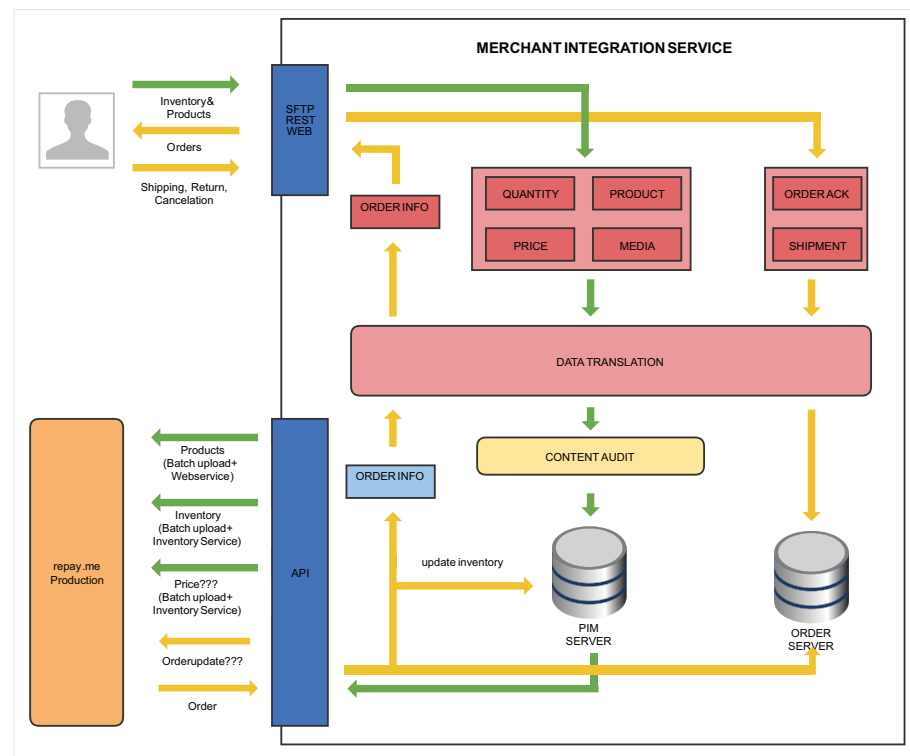


figure 19: merchant integration service

Search

The PIM is also used to create several search indexes for the catalogs. The generation is performed within the MIS for performance reasons. The indexes are then transferred to the shop's internal search system.

Messaging

As a mediator between sellers and buyers, it is an important task for repay.me to enable direct communication between users. For this purpose, a flexible messaging system was developed based on the ICS functionalities. This system is used to enable sellers and buyers to write messages and send files in the context of an order (see Figure 19). In addition, the platform can also send (status) messages, such as that the order has been prepared. It is also possible to contact a seller directly to ask questions about a product.



Figure 20: Messaging system

The messaging system has been developed in such a flexible way that it can be used for other tasks in the next step. Among other things, it will be possible to use the system to submit comments and ratings on products.

Retailer Settings

In contrast to a normal e-commerce shop with only one retailer, a digital marketplace like repay.me includes several retailers. The numerous functions that ICS already offers a seller are available in the standard version via the so-called back office. repay.me will make these features available in the storefront so that all sellers of the platform can use them. In addition to pro-

duct creation, it will be possible to create shipping profiles, manage orders and maintain merchant data such as bank information and contact address.

Moreover, the seller will be able to present himself/herself in the form of an information text, which can be viewed on the product page. The checkout process, terms and conditions and cancellation policy can also be set.

Internationalization

The internationalization of the platform is an important issue due to its worldwide availability. ICS already offers a concept for localization. repay.me will also offer retailers the opportunity to sell products in any currency. For the buyer, all products are converted into their own currency at daily exchange rates and the checkout process also works with a foreign currency. Additionally, the seller will be able to create individual shipping profiles for each country to which the products will be sent. The buyer will then be able to filter the products by available shipping countries. In addition, the seller will be able to maintain product data, such as name and description, in different languages, so that as many customers as possible will be addressed.

Payment Service Provider Connection

In a conventional e-commerce shop, the flow of money takes place directly between customers and the shop operator. For legal reasons, a marketplace operator such as repay.me may only accept payments under certain conditions. That is why repay.me works together with an external payment service provider. Adyen ([adyen.com](https://www.adyen.com)) is one of the world's leading payment service providers (PSP) and offers with Adyen MarketPay a payment solution for marketplaces. Adyen MarketPay is responsible for processing, splitting the payment and returns of a product (see Figure 20). The buyer transfers the

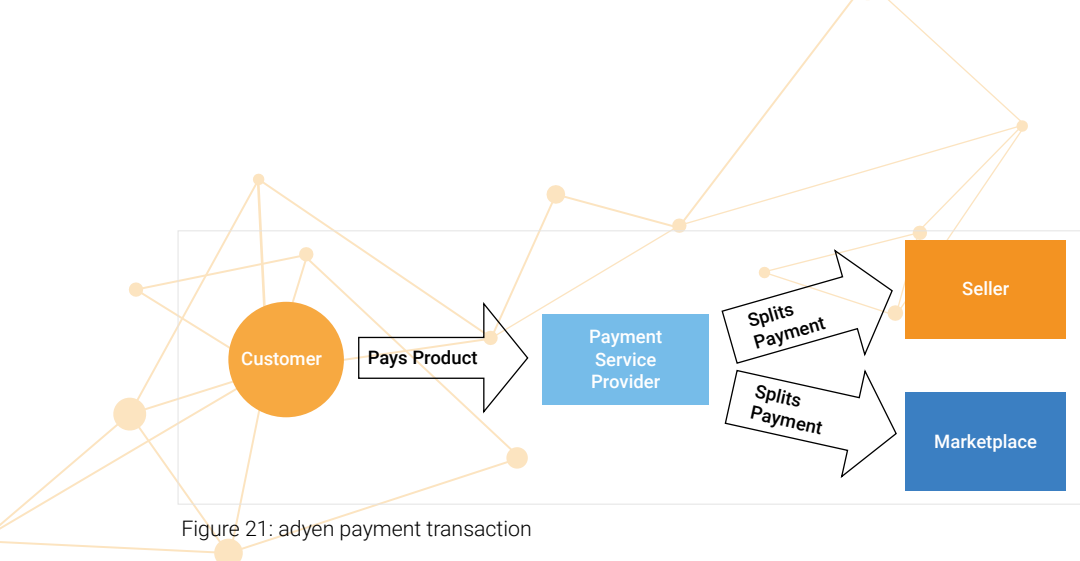


Figure 21: adyen payment transaction

money to Adyen and Adyen shares the money between the parties involved. The seller receives the selling price and the marketplace receives a corresponding commission. It is also planned to use Adyen to distribute the cashback.

The payment function is integrated into the checkout process via a payment page hosted by Adyen and complies with the Payment Card Industry Data Security Standard (PCI DSS). This serves to protect buyers from data theft and credit card criminals. At no time is credit card data stored at repay.me.

The seller's registration at Adyen is possible via repay.me's retailer settings. In the first step, the seller's data is checked by Adyen in real time with the so-called KYC (Know Your Customer) verification (see Figure 21). If a seller's turnover exceeds \$5,000, an additional ID check is performed. This enables repay.me to ensure that only verified and trustworthy sellers offer their products on the marketplace. Not only the buyer is protected from criminals, but the seller is, too. Adyen MarketPay offers extensive fraud protection.

Similar to Figure 21, a payment splitting is automatically carried out when paying with the REME-Coin and a sales commission is paid to the operator of the repay.me marketplace. In addition, a small transaction fee is char-

ged in REME-Coins for each transaction (which is not a purchase) of the REME-Coin. The funds raised in this way are primarily used for distribution in the cashback system.

6.2 Cashback Module

In the cashback module, the information from the advertising module and the marketplace converge, are processed and form a social graph in which all data relevant for the cashback are stored.

The cashback module consists of the middleware components, graph database and wallet. The middleware, based on Apache Camel, controls the data flow and the integration of the subsystems into an overall system. Communication is asynchronous with the Enterprise Service Bus from Microsoft Azure. The data exchange of large amounts of data is handled by Microsoft Azure's file storage.

The graph database Neo4J is used to store the data and calculate the individual cashback for each user. The amount of cashback can be directly influenced by the user. Various activities are rewarded, such as: buying products, inviting new users and shops, writing helpful product reviews for the repay.me community and taking part in surveys. In order to make graph traversal

Figure 22: adyen payment transaction

as efficient as possible, the cashback module was implemented in the form of a Neo4J server extension, which is addressed by the middleware via a REST interface. The amount of cashback is calculated daily on the basis of the previous day's data. The results are then sent to the wallet, where they are processed and visualized in the user account.

The wallet is available to every registered user and serves to store the cashback. Deposits, corrections and withdrawals are registered, processed and stored here for each user.

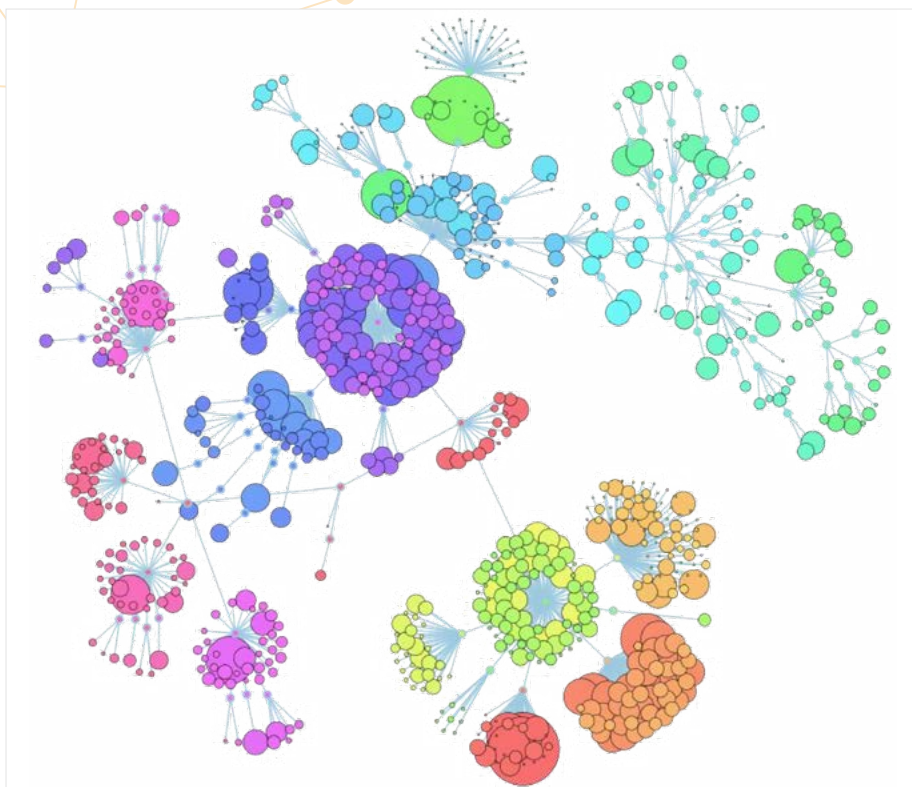


Figure 23: cashback team graph

6.3 Advertising Modul

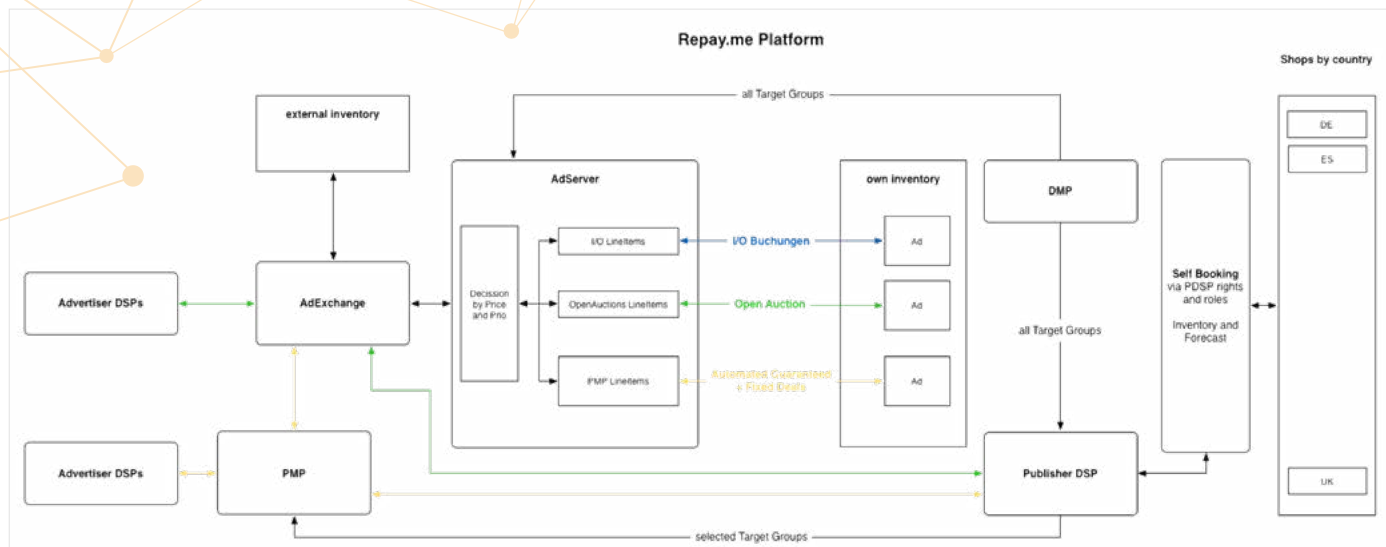


figure 24: advertising module

Data Management Platform (DMP)

The repay.me Data Management Platform (DMP) is the core of the marketing platform. This is where all user data for the production of personalized and targeted advertising can be collected, analyzed, managed and activated. The collection of user data is based on the EU Data Protection Ordinance (DSGVO), which will come into force in May 2018. It includes all information regarding registration, survey, motion, intent and all other data flow into the user profiles. The DMP also contains all user segments (summary of similar user profiles regarding target groups), which are standard in the industry but can also be modeled according to specific customer requirements. This enables a targeted approach and prevents scattering losses.

AdServer

The repay.me ad server is responsible for the distribution of advertising material. It provides all the possibilities of a modern ad serving system. This concerns both the support of all current advertising material standards according to IAB and advertising material adapted for the channels display, mobile, newsletter and video. The repay.me ad server additionally supports all common standards of the control system and the distribution, such as: adjustment of the so-called frequency capping and industry and competition exclusions (advertising materials from competing companies or industries do not appear on the same page). Through close integration with the DMP, all defined target groups are available for the specific delivery of content.

Publisher Demand Side Platform (DSP)

The repay.me Demand Side Platform (DSP) enables advertisers to set up their own campaigns via self-booking and select the relevant target groups. This ensures full transparency of bookings, including all the costs up to the final invoice for customers (advertisers). Therefore, only the amount of the service that has been requested and delivered will be charged. Due to a server-to-server integration of the DMP and the DSP, the usual losses of range and target group sizes are eliminated by the cookie sync.

Private Marketplace (PMP)

The repay.me Private Marketplace (PMP) allows you to conduct long-term business relationships via fixed deals between advertisers and repay.me. This is especially interesting for larger customers (advertisers) who do not need full access to the user's data and whose main focus is on the provided range of coverage. Guaranteed bookings (real time guaranteed) are used to ensure the booking for the duration of the campaign.

AdExchange

The connection of repay.me to the world's second largest ad exchange (OpenX) empowers advertisers to extend their campaigns internationally if the reach provided by repay.me is not sufficient. Additionally, this is supported by "look-a-like" modeling, which makes it highly likely that similar users can be added to the required target group in foreign inventory. Of course, all users of the repay.me platform can also be found in external inventory via the ad exchange and are available for retargeting measures. repay.me benefits from OpenX's high quality standards with regard to the inventory provided, which ultimately benefits advertisers. Furthermore, the connection to the ad exchange offers the possibility for repay.me to place their own inven-

tory worldwide in monetary competition with campaigns directly booked via the platform. Thus, an optimal monetization of the media is guaranteed.

7. Leadership & Team

Our international team is working hand in hand on our vision—the marketplace of the next generation.

7.1 Management

Sascha Jonas



Sascha is CEO/CTO of repay.me (GER + LIE). He holds a master's degree in Applied Computer Science from the HTW in Berlin. Sascha is an expert in machine learning, cryptographic currencies and software architecture. Before joining repay.me as a software architect, he worked as a software developer at Deutsche Telekom Laboratories, Axway AG and Neofonie GmbH.

Mario Peter



Mario is CEO of repay.me (GmbH + repay.me FL GmbH). After completing his training with distinction, he went all the way to top management at one of Germany's largest health insurance companies. He can look back on many years of success, with stations such as cont-

rolling or as a manager. As head of various centers, Mario was entrusted with a high level of personnel and budget responsibility. He brings these positions and his experience as regional manager of Deutsche Bank Group to repay.me.

Klaus D. Stark



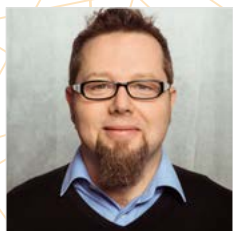
Klaus Stark is a member of the management of repay.me FL GmbH (Liechtenstein). He studied business administration at the HWV St. Gallen and is a member of various associations such as the Association of Chartered Accountants, Accountants and Tax Consultants in Liechtenstein (VBBS) or the International Society of Trust and Estate Practitioners (STEP). He has many years of experience in the financial services sector. Klaus is a co-founder of the Blockchain-Meetup (Liechtenstein) and a proven ICO and crypto expert. This knowledge and his extensive experience as an economist are very valuable for repay.me.

Dominic Trautwein



Dominic is marketing manager at repay.me. He holds a degree in Business Administration and wrote his diploma thesis for the board of directors of Tenovis. Dominic studied business administration at the University of Applied Sciences in Münster and marketing at the private French university ESC Bordeaux. He worked as a commercial assistant to the management at SPM Technologies. He was also responsible for public relations at Suzuki International Europe GmbH. Prior to joining repay.me, Dominic worked as a marketing and SEO expert advising several large companies and SMEs.

Henry Raupach



Henry is a product manager at repay.me. He studied Social Sciences at the Humboldt University of Berlin. In the areas of new media, online and direct marketing, Henry has accompanied and implemented projects for many companies. Later, as Senior Product Manager and Team Leader at Air Berlin, he expanded his experience in e-commerce, which he can now apply directly to repay.me.

Sebastian Lorenz



Sebastian works at repay.me as a product manager. After completing his studies in web design and development at the SAE Institute in Berlin, he pursued a career as a UX conceper at the agency BIG PICTURE GmbH with projects at BMW and Haspa and finally as a usability engineer and web designer at uni-assist. In the future, repay.me customers will also be able to benefit from Sebastian's versatility.

7.2 Our Team

Backend Developer:

Michael Kuhlmann



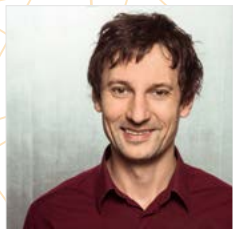
Michael works as a senior backend developer at repay.me. He studied Computer Science and worked as a software architect and senior consultant for companies such as eBay and Zalando. Michael has also given seminars on Java and object oriented design. He is an expert in Apache Solr, Lucene, JEE, Concurrency and database technologies. In his free time, Michael enjoys cooking and spending time with his two children on the trampoline.

Marcus Stöckel



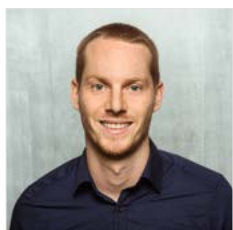
Marcus is a senior backend software developer at repay.me. After completing his studies in Physics, he worked as a software developer and programmer for well-known companies such as Siemens, AEG and Nokia Siemens Networks. He is an expert in Java, Oracle 11, Hbase, neo4j and more. Marcus played baseball in the second division of the Bundesliga and in his free time he enjoys listening to jazz.

Marek Muciek



Marek works as a senior software developer at repay.me. He studied Computer Science in Poland and has worked as a software developer for companies such as Imatics Software and atfago. Marek is an expert in programming languages and strives for the best possible enterprise application. In his free time he collects beer coasters, plays in a punk rock band and loves to cook.

Oliver Schwab



Oliver is a software developer at repay.me. During his studies in Computer Science, he gained practical experience within companies such as cluetec and Samuelson POS systems. In addition to his outstanding skills as a software developer, he creates a positive team spirit with his delicious smoothies. He is also proud of his ability to defeat almost anyone in table tennis.

DevOps:

Philipp Glogowski



Philipp is DevOps engineer at repay.me. He studied Computer Science and gained valuable experience while working with high availability solutions in the Amazon cloud. Philipp is well-versed in deployment processes and their automation. He always looks at the system to identify optimizations. In his free time, he spends a lot of time with his family, likes to play handball and chess.

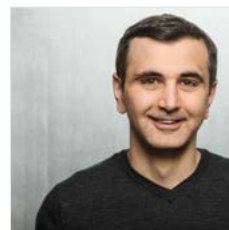
Frontend:

Nilambari Patil



Nilambari works as a senior frontend developer at repay.me. She studied Computer Science at the University of Illinois at Urbana-Champaign, specializing in software technology and programming languages. Nilambari was a project manager at companies such as Implications and rapidEffect. Before she started at repay.me, she gained experience at artplan21 GmbH and SportThieme GmbH.

Dmitry Sagoyan



Dmitry works as a frontend/backend developer at repay.me. He studied Applied Computer Science at the HTW in Berlin and has a lot of experience as a software and frontend developer. In his free time Dmitry likes to play chess and GO. He is also interested in programming robots.

Jörg Kandziora



Jörg is a frontend developer at repay.me. After training as an IT specialist, he began his studies of Media Informatics in Berlin. Jörg has worked as a freelancer in the field of web design and graphic design. In his free time he enjoys working with photography.

Quality assurance:

Rajasiman Srinivasan



Rajasiman works as a software quality engineer at replay.me. He studied Computer Science and Computer Technology in India and is currently completing his M.Sc. in Computer Science. Rajasiman has already gained work experience in the field of software test engineering for healthcare automation. He was also a PKI consultant in the field of IT security. In his free time he enjoys photography and is a passionate Manchester United fan.

Amine Mouzannar



Amine is responsible for quality assurance. He holds a bachelor's degree in telecommunications systems in Ukraine and is currently pursuing a master's degree in data and knowledge engineering at Otto-von-Guericke University in Magdeburg. He gained his professional experience as an intern at Irsal Telecom in Lebanon and as a working student at Mister Spex in Berlin.

Financial Accounting:

Jessica Fabel



Jessica supports replay.me as a financial accountant. After her business management training, she worked in an academic teaching hospital of the Charité, the Ev. Hospital Queen Elisabeth Herzberge, where she was responsible for financial accounting and project management. With her valuable expertise and many years of experience, Jessica will be an enriching member of our team.

Advertising:

Nadja Ramsaroop



Nadja verstärkt unser Team mit ihrer Erfahrung im Bereich Digital Marketing und wird eine Schlüsselrolle dabei spielen, unseren Werbepartnern den bestmöglichen Service zu bieten. Nach Abschluss ihres Masterstudiums in Marketing spezialisierte sich Nadja als Campaign Managerin im Online Marketing für den Digitalverlag Kaufda in Berlin.

Marketing Team:

Anna Jagielska



Anna is an intern for content marketing and translation (Polish). She has completed her Master's degree in German Studies with distinction and is currently working on her doctorate in the field of Cultural Studies. Anna was a recipient of a Hanns-Seidel-Foundation scholarship and gave lectures e.g. in Oxford, London

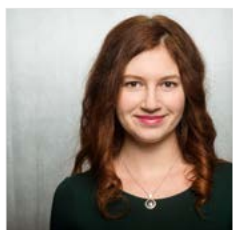
and Tokyo.

Carolina Aranda Herruela



Carolina is an intern for content marketing and translation (Spanish). After studying German, Carolina worked as a foreign language assistant. She has already gained marketing experience in an automotive company. Currently, Carolina studies Business Administration and works as a volunteer at Unionhilfswerk.

Alla Wesnin



Alla is an intern for content marketing and translation (Russian). She holds a master's degree in Business Administration and finished her bachelor's degree with focus on Chinese language and intercultural communication. Alla has already gained experience as a translator and search engine evaluator. She is fluent in

German, English, Russian, Spanish and Portuguese.

Samara Bentlin



Samara supports the marketing team at repay.me for the English-speaking market. She holds a bachelor's degree in International Business Administration from the European University Viadrina. She gained her first experiences as an intern at Park My Van in Australia and as a student trainee at Leap Digital Marketing in Berlin. As a native English-speaker with international work experience, she is a valuable asset to our team.

Maria Bilkon



Maria is part of the marketing department at repay.me. She is currently studying in an English BBA programme focusing on marketing communication and PR. She has experience in SMM, website management and on-page SEO. Maria is fluent in English, German, Ukrainian, Russian and is learning Spanish. Lately Maria is mainly interested in content management and design, and supports the social media and online content flow of repay.me.

HR:

Uijin Céline Felber



Céline works as a trainee student in HR at repay.me.

She studies International Business and Consulting in Berlin and speaks fluent German, English, French and Mongolian. Céline studied for a semester abroad at San Diego State University and has already gained work experience as an intern in the Finance Department of Deutsche Bahn.

Anna Klobus



Anna supports repay.me within HR. She holds a degree in Finance and Accounting from the University of Poznan. Her training and professional experience as an accountant, for instance at SigmarPartner, make Anna an enriching addition to our team.

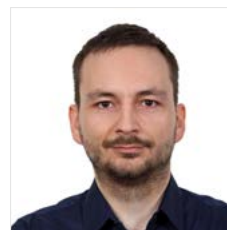
Luu Viet Trinh Le



Trinh works as an HR-working student at repay.me. She holds a Bachelor's degree in International Media Informatics and is currently pursuing a Master's degree in International Business Administration. She has already gained experience as a working student in CRM and Office Management. Trinh is a linguistic talent: she speaks Vietnamese, Korean, English, German and French. She also has a passion for sports and travelling.

7.3 Freelancers

Marco Mertins, backend developer



Marco successfully completed his studies of Applied Computer Science at the FHTW-Berlin in 2006. Since then, he has specialized in mobile payment, banking and e-commerce. In recent years, he has gained extensive experience within the field of technologies at various companies. Marco supports repay.me in software development and architecture of middleware and backend systems.

Marco successfully completed his studies of Applied Computer Science at the FHTW-Berlin in 2006. Since then, he has specialized in mobile payment, banking and e-commerce. In recent years, he has gained extensive experience within the field of technologies at various companies. Marco supports repay.me in software development and architecture of middleware and backend systems.

Nadja M. M. Elias, communication expert



Nadja advises and supports customers from all areas of the digital economy and beyond, in the fields of B2B and B2C communication. Young, ambitious start-ups as well as successfully established, internationally active companies entrust their brand communication to her Munich-based communication and PR agency.

Christof Schwab, video production & graphic design



and the SWR.

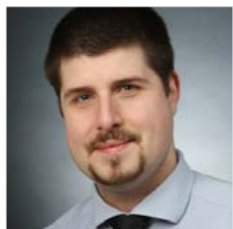
Christof Schwab graduated as a screenwriter at the Filmakademie Baden-Württemberg. He lives as an independent writer in Freiburg. In addition to working in film, he is also experienced in the fields of gaming, advertising and poetry. Christof works as a freelancer for an advertising agency, the Wallgrabentheater Freiburg

Christopher Zschorlich, product manager



Christopher has experiences from various industries and professions that have shaped his career to date. He feels at home in the dynamics of the internet with its variety of offerings and end devices. As a product manager, it is Christopher's task to ensure the balance of customer benefits, economic efficiency, usability and aesthetics. In his opinion, this complex task can only be accomplished in well-rehearsed teams.

Barna Kocsis, backend developer



Barna works on various e-commerce projects as a Senior Consultant at atfogo GmbH. He is interested in state-of-the-art technologies and the Implementation of particularly challenging projects. He also advises his customers and partners on strategic product and technology decisions. Barna is passionately committed to the project team and values open and honest communication.

Marc Renner, scrum master



Marc is an experienced consultant with many years of expertise in eCommerce. As product and project manager, he has successfully launched a wide range of innovative online products. One of his main focuses is the coordination and management of internal and external service providers. He mastered methods of project management such as Scrum and practices a flexible, entrepreneurial approach.

Sylvio Piertza, Senior Software Engineer and DevOps



Sylvio has many years of practical experience with various technologies in the Java Enterprise environment, especially with business integration solutions. As a freelancer, he has already worked as a freelancer for major, partly international projects in well-known companies such as SAP, Daimler AG, Deutsche Telekom and Sylvio also worked for two years in Switzerland for the Zürcher Kantonalbank. He loves the mountains and is an enthusiastic mountain biker.

7.4 Advisors

Attorney István Cocron, lawyer for cryptocurrencies, blockchain and capital market law:



"The pre-sale of the REME utility token is one of the few ICOs to be audited and regulated in accordance with the criteria of the Liechtenstein Financial Market Authority (FMA). The REME utility token pre-sale thus meets the highest demands on legal security."

István Cocron is a specialist in the area of consulting for start-ups and companies in corporate and capital investment law. Attorney Cocron has been working on the latest developments in the field of IT, in particular blockchain and cryptocurrencies. He has extensive experience in supporting ICOs and has already advised a number of major proceedings for investors and consumers. István Cocron is a member of several creditors' committees and is also a member of both national and international associations of lawyers. Attorney Cocron is a founding partner of the law firm CLLB Attorneys.

<https://www.cllb.de/ueber-cllb/team/istvan-cocron/>

Jens Adam, CEO demandi GmbH



"We have come to know repay.me as a very innovative and professional company. All relevant aspects of a state-of-the-art shopping platform are covered, with a very stringent view of product development. In particular, the ideas regarding the intelligent use of existing information, in order to generate added value for the

users, show that [repay.me] thinks outside the box. As a provider in the field of customer knowledge management, we were particularly impressed by this concept."

demandi GmbH is a fully owned subsidiary company of the market research institute Interrogare GmbH and is a competent consultant and reliable partner for research for repay.me. In cooperation with Interrogare, repay.me has developed a comprehensive questionnaire that enables the user profiles to be enriched and mapped to the IAB Audience Taxonomy for advertisers. This survey data can be used to create individual target groups. With methodical expertise, innovative research approaches and technical know-how, Interrogare is the perfect partner in this field.

Patrick von der Gönna, Strategy and Business Consultant



"repay.me has highly precise and innovative targeting methods and offers maximum benefit to advertisers and end users alike."

As a strategy consultant, business coach and project manager, Patrick von der Gönna advises and assists companies from all sectors in the digitalization of their business models as well as in the field of data intelligence. The technology expert and digital specialist has been focusing on the developments and potential of the digital economy for more than 20 years and possesses top-class insights from the advertising industry, media and technology companies.

Matthias Affeldt, founder of atfogo GmbH



"The e-commerce system landscape of the repay.me marketplace uses state-of-the-art technologies and is therefore stable, smart and scalable."

16 years ago Matthias realized that e-commerce is exactly his business. A passionate engineer with a trader's soul, he is passionate about KPIs and processes that create sustainable success. Matthias learned the job from scratch: as a developer, project manager, team leader, IT manager and head of IT, he worked on both the operator and the service provider side and got to know numerous projects, solutions and partners. As a trained project manager, he has not only the classic criteria of quality, time and budget in mind, but also the satisfaction of the entire project team. Software from people to people... and after the project enjoy success together. Matthias is very passionate about this.

Attorney at law Sylvio Schiller, specialist lawyer for IT law and industrial property protection



"The business model, terms of use and terms and conditions of repay.me are fair and transparent for market participants (including up to 100 percent cashback) - without any hooks in the small print."

Sylvio Schiller is a partner and managing lawyer at [f200] ASG Rechtsanwalts-gesellschaft mbH. He advises and represents clients in the field of industrial property law and intellectual property rights. In connection with the protection of ideas and know-how, he also comprehensively covers the area of design protection, and thus the registration and

protection of registered and unregistered designs. At repay.me, attorney Schiller has examined the terms and conditions of use in addition to the terms of use and found them to be legally faultless.

<https://www.f-200.com/unser-team-rechtsanwaelte-fachanwaelte/sylvio-schiller-markenanwalt-berlin/>

8. Risk Information

Before purchasing REME-Coins (referred to as tokens in the following section), users should consider the risks, costs and benefits of purchasing REME-Coins and seek independent advice if necessary. Exclusively the German versions of the website and white paper are legally binding. No liability is assumed for errors in the translation. If interested parties are not in a position to understand or accept the risks associated with the purchase of the coins, or other risks, such as those set in the terms and conditions, users should not purchase REME-Coins now and at any time thereafter.

The purchase, ownership, receipt or possession of tokens does not confer any other right (whether explicit or implied), than the right to use tokens as a means to enable the use and interaction with ecosystem-activated services (if they have been successfully completed and deployed). In particular, users have to understand and accept that tokens do not represent or confer any ownership or ownership rights, shares, profit-sharing interests, securities or equivalent rights. Nor does it grant the right to receive future proceeds, intellectual property rights or other forms of participation, interest in the ecosystem and/or the company and its affiliates. This is with the exception of the rights explicitly mentioned in these terms and conditions. The tokens are not intended to be a digital currency, security, commodity or any other financial instrument.

REME-Coins are neither designed to nor conceived to be sold as collateral, financial instruments or any other kind of investment product. repay.me explicitly excludes any responsibility for any loss or damage arising

directly or indirectly from investment decisions made on the basis of this whitepaper. This also includes inaccuracies, errors or an incomplete list of all possible risks.

The acquisition, possession and use of the REME-Coin entails the following risks:

1. The launch cannot take place and the services cannot be provided

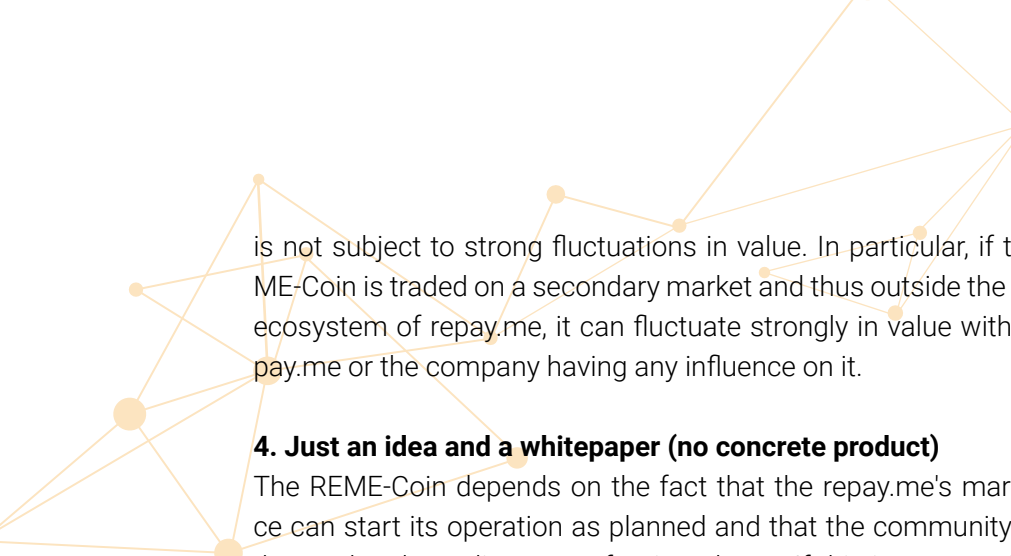
The repay.me team is working hard to implement the marketplace launch. However, it cannot be guaranteed that technical or legal obstacles may not delay or prevent the launch. This would mean that the services described in this document can only be performed at a later stage or may not be performed at all.

2. Fraudulent behaviour

As you can see under point 7.2 the team, repay.me is a transparent company. Many of our employees have already gained experience in well-known companies, which they now apply to their positions at repay.me. However, it cannot be guaranteed that third parties will not use the planned ICO to fraudulently cause damage to investors. It is strongly recommended to purchase REME-Coins only via purchase links verified by repay.me.

3. Market volatility

The REME-Coin has an intrinsic value, which is measured according to the value of advertisements on the marketplace platform. This means that the REME-Coin has a value as long as advertising is placed on the platform. However, this does not mean that the REME-Coin



is not subject to strong fluctuations in value. In particular, if the REME-Coin is traded on a secondary market and thus outside the closed ecosystem of repay.me, it can fluctuate strongly in value without repay.me or the company having any influence on it.

4. Just an idea and a whitepaper (no concrete product)

The REME-Coin depends on the fact that the repay.me's marketplace can start its operation as planned and that the community keeps the marketplace alive even after its release. If this is not possible for technical or legal reasons, or if the community loses interest in the platform, there is a risk that the REME-Coin will lose value or may not be realized at all. In this case, there is also a risk that investors may lose all or part of their investment capital.

5. At the time of the ICO, the information contained in this white paper may be incomplete, difficult to verify or subject to change

The repay.me team has put a lot of effort into this white paper and invested a great amount of time to make it as detailed and meaningful as possible. We are always committed to keeping our documents and channels up-to-date. On our website, the ICO site or on repay.me's social media channels, users can inform themselves about current topics and future plans. However, this does not exclude the possibility of making short-term technical, legal or factual changes that may delay the launch of the platform.

6. Classification as security token

It cannot be guaranteed that the ICO of the planned utility token will later be classified as a security token by a financial regulator and therefore, in the absence of the relevant requirements (in particular ban-

king license, regulatory approval, prospectus requirement) may have to be reversed under certain circumstances.

7. Fraudulent intentions of third parties

The REME-Coin is established on smart contracts based on Ethereum, which is precise, transparent and prevents the risk of manipulation by third parties. The smart contracts are implemented by an automated management system, which guarantees the security and availability of REME-Coins. Smart contracts regulate the acquisition of REME-Coins and the deployment of permissions for each individual.

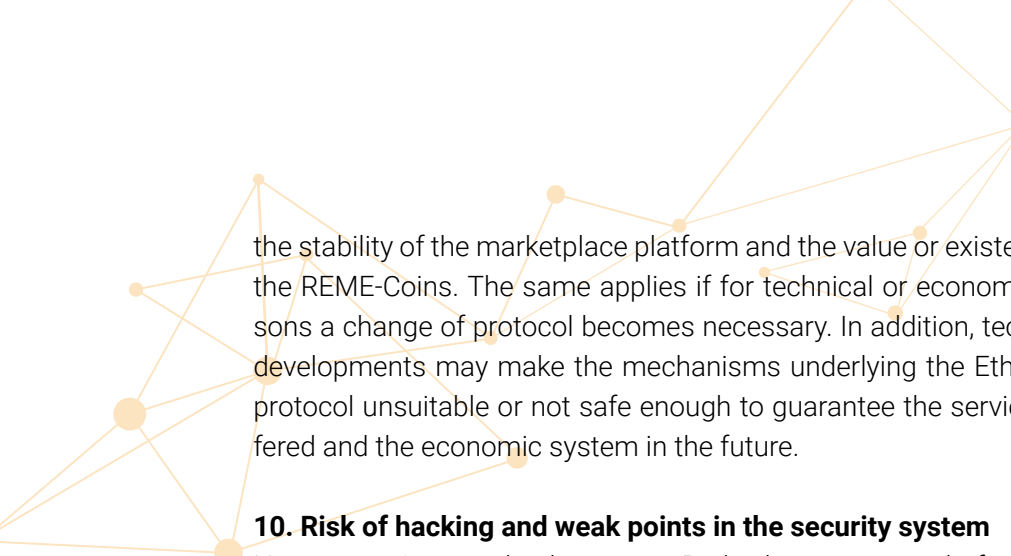
8. Risk of losing access to REME-Coins due to loss of the private access key/code or due to misconduct

A private access code is required to gain access to the personal e-wallet, and to control and trade REME-Coins. The loss of this access key can lead to a permanent loss of access to the e-wallet and thus also to the loss of the REME-Coins. Furthermore, the misuse of the access code by a third party can lead to the loss of the existing REME-Coins or they might be used against the owner's will.

Losses of REME-Coins can also occur if access codes are not properly stored, are rendered invalid by incorrect operation or if other misuses of the e-wallet lead to a permanent access block on the e-wallet.

9. Risks associated with the Ethereum protocol

Since the REME-Coins and the economic system of the marketplace are partly based on the Ethereum protocol, any malfunction or breakdown of the Ethereum protocol can have a significant influence on



the stability of the marketplace platform and the value or existence of the REME-Coins. The same applies if for technical or economic reasons a change of protocol becomes necessary. In addition, technical developments may make the mechanisms underlying the Ethereum protocol unsuitable or not safe enough to guarantee the services offered and the economic system in the future.

10. Risk of hacking and weak points in the security system

No system is completely secure. Both, the repay.me platform and the e-wallet, can become targets of various types of hacking attacks. Attacks by hackers can lead to short-term or medium-term access restrictions or even to a (temporary) total collapse of the economic system on the platform. This can be associated with considerable negative effects for both the value of the REME-Coin and the platform as a marketplace. In order to minimize errors from the outset, repay.me uses a bounty program.

11. Risks associated with token trading platforms

The REME-Coin is a token. Tokens are traded on secondary trading platforms on the marketplace platform, irrespective of the intended economic system. repay.me expressly does not support trading with REME-Coins on secondary trading platforms or external evaluation systems for tokens. Secondary trading platforms are highly speculative. The value attributed to a token is highly volatile and easily accessible to fraudulent third party systems.

12. Risk of non-insured losses

Unlike bank accounts or other financial accounts, REME-Coins are not covered by a public insurer or a deposit guarantee fund. A loss of ac-

cess, for instance, always represents a total loss.

13. Risks associated with uncertain legal regulations

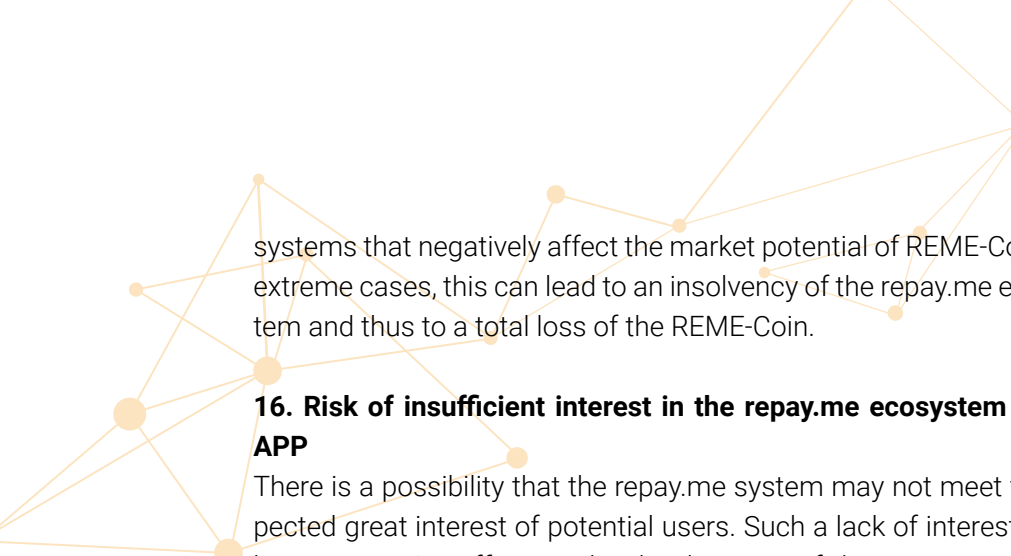
The regulatory status of tokens and its underlying technology is unclear or not regulated in many jurisdictions. It is currently not possible to predict the future legal treatment of token and blockchain-based ecosystems. Changes in legislation can have significant negative effects on token and blockchain-based ecosystems. In extreme cases, this could mean banning the entire system, which would make the legal trade or use of tokens impossible. The legislature can impose strict rules on systems with token, e.g. only licensed trade in token. Regulatory restrictions can lead to a total loss of the tokens. Furthermore, the advertising industry and advertising-based platforms are subject to a wide variety of legal regulations. A change of these legal regulations can lead to negative effects for the advertising-based ecosystem of repay.me. In extreme cases, these negative effects can lead to the dissolution of the ecosystem, which in turn can lead to a total loss of the REME-Coin.

14. Risk of tax treatment

The tax treatment and valuation of token is currently unclear. It is recommended to consult a tax advisor before purchasing tokens. The acquisition of tokens can result in negative tax effects: the obligation to file a tax return, the payment of income tax or taxes on generated trading profits from tokens. The presented tax effects are only exemplary and not conclusive.

15. Risk of competing ecosystems

It is possible that competing companies may establish alternative eco-



systems that negatively affect the market potential of REME-Coins. In extreme cases, this can lead to an insolvency of the repay.me ecosystem and thus to a total loss of the REME-Coin.

16. Risk of insufficient interest in the repay.me ecosystem or the APP

There is a possibility that the repay.me system may not meet the expected great interest of potential users. Such a lack of interest could have a negative effect on the development of the repay.me system and thus also on the potential of the REME-Coin. High disinterest and lack of development possibilities can, in extreme cases, lead to the insolvency of the ecosystem and to a total loss of REME-Coins.

17. Risks associated with the development and maintenance of the repay.me ecosystem

The repay.me ecosystem is still in the development phase. Until the official release, significant changes may still be made. The development team has limited opportunities to influence the way the system and the REME-Coins are used by third parties. At present, only predictions about the actual development of the ecosystem can be made. Although the development team assumes a great approval by the market, and the potential for the repay.me ecosystem is regarded as very high, a guarantee of success cannot be given.

18. Risks associated with the dissolution of the ecosystem or the company

It is possible that, for various reasons, the ecosystem or company may be dissolved. Financial mismanagement, lack of acceptance of the ecosystem or the failure of important business relationships are

just a few examples of why the ecosystem or the company could no longer operate and would have to be dissolved. The dissolution of the ecosystem or company would result in the loss of all REME-Coins.

19. Risks due to lack of corporate governance rights

The REME-Coin does not imply any company management rights. All rights to make decisions are in the hands of the company. The company may decide (without the consent of the REME-Coin owners), whether and how the repay.me ecosystem will be continued, whether more coins will be issued or whether the company will be sold or liquidated. All of these decisions can have negative effects on the ecosystem or the REME-Coin and even lead to the total loss of the REME-Coin.

20. Other risks

Blockchain technology is a relatively new and untested technology. It cannot be excluded that, in addition to the risks described here, further risks may emerge in the future that were not previously anticipated. Also, it cannot be ruled out that such risks may lead to a total loss of the REME-Coin or to the termination of the ecosystem.

9. Definitions of Terms and Abbreviations Used

Ad Impressions

In marketing jargon, ad impressions (or advertisements) are individual views of advertising material. The number of hits of the individual advertising media is usually documented. Online advertising is usually calculated on the basis of ad impressions according to the thousand-contact price (CPP or price per thousand ad impressions).

Blockchain

Blockchain is a decentrally stored, cryptographically secured, concatenated list of data sets. The blockchain is, therefore, comparable to a transparent database: In a kind of "digital account statement," all transactions are recorded, can be viewed by all members of the network and cannot be changed afterwards. This procedure enables blockchain to provide unprecedented transparency and security between the individual transaction partners.

Cashback

A cash-back system is a customer loyalty strategy that rewards online and offline purchases with cash. For each purchase, a certain percentage of the purchase price is either paid out, credited to a virtual customer account or converted into bonuses. Unlike traditional bonus programs (e. g. Payback), the amount credited cannot be used (directly) for further purchases. Cashback amounts are usually paid by retailers from their own profit margins. With repay.me, the cashback also comes from advertising revenues and can therefore be much higher (up to 100 percent) than existing cashback systems - even in product categories with usually low margins. To participate in a cashback program, you need to register with a cashback provider. For example, by clicking on advertising links, using the customer card or taking photographs of sales slips, the purchases are recorded. At repay.me, all retailers are available on one marketplace. As a result, it is sufficient to buy as usual to benefit from the cash back.

Coin

Coins and cryptocurrencies are synonyms. Examples are Bitcoin and Ethereum. Coins, in contrast to tokens, have their own blockchains. A token is placed on the blockchain of a coin (mostly on Ethereum, like the REME token). Tokens, like coins, are usually traded on a stock exchange after the ICO. Thus, from a practical point of view, there is hardly any difference between a coin and a token for the buyer. Therefore, the terms "coin" and "token" are used synonymously in this document.

ICO

An Initial Coin Offering (ICO) is based on the term IPO (Initial Public Offering). However, instead of buying company shares you buy coins or tokens



from the ICO. The purchase of coins or tokens is intended to finance the respective project, similar to crowdfunding.

REME

REME is the ticker name for the cryptocurrency of repay.me, also known as the REME-Coin (or REME-Token). The ticker name is chosen based on the company name and business model.

Token

Tokens are digital units of account, created on the basis of an already existing blockchain or cryptocurrency (e. g. Ethereum). Most tokens, as well as the REME token, use the Ethereum blockchain for conversion. Tokens can be used for various purposes and have a versatile functionality due to the programming of so-called "smart contracts."

Contact

Please click on the following link to join the pre-sale now:

www.remecoin.io

Please do not hesitate to contact us if you have any questions about repay.me or the REME-Coin:

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website: www.repay.me

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Get in touch with us:



newsletter

<https://repay.me/>



Telegram

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