

## OVERVIEW OF FENIX

FENIX acts as the platform by which artists of all degrees of popularity can interact directly with their fans, underpinned by a blockchain technology transacted through a new token, the FENIX.CASH Token.

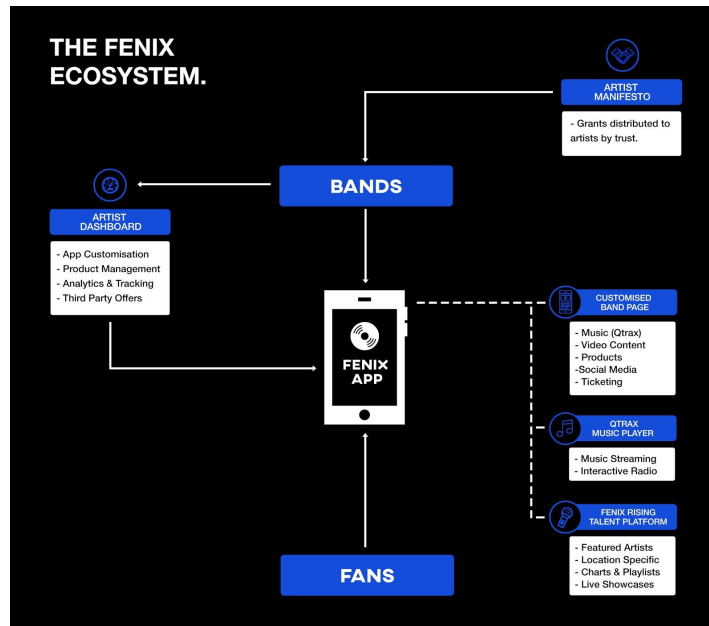


Figure 1: The FENIX Ecosystem - Bringing Artists and Fans together in one place

The FENIX platform simply seeks to make the preferred point of contact between fans and their favourite bands more effective by aggregating everything in one place:

- music,
- video,
- social media,
- a community of like-minded fans to chat among themselves and
- a point to provide access to products directly from the artists, paid for by FENIX.CASH Tokens.

It is the provision of those products that FENIX believes are what fans covet most – if artists are willing to provide exclusivity and access beyond merely streaming their musical content, fans are prepared to pay handsomely for the privilege. With bands themselves running their presence online, fans feel that they have been provided direct access, rather than dealing with third party providers who have little or no interaction with the bands themselves, and for the first time, they are able to do it in one location.

Importantly, selling product through the FENIX platform means that artists are not forced to pay away the lion's share of their earnings to middlemen - they may elect to do so, but now have access to a platform that does not make it a prerequisite.

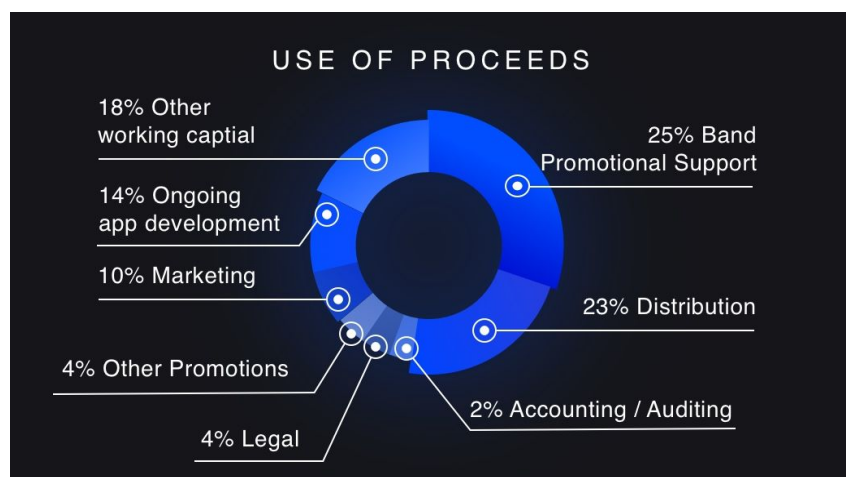
As well as offering a means for an artist to simply and quickly build and utilize a landing point for its fans, the FENIX platform makes it easy for the artist to distribute products, whether physical products, experiences or access, to their fans and allow them to plug into an experience that looks and feels the way the artist wants it to.

Finally, with the rewards programs built into the FENIX platform, both fans and their favourite bands are able to earn points convertible into FENIX.CASH tokens, and do so by doing something that they are already passionate about - supporting those artists that they are most fervent about. These earned FENIX.CASH Tokens can then be used to buy products from those bands, fulfilling the value of the FENIX ecosystem.

## OVERVIEW OF THE FENIX.CASH CROWD SALE ITO

<b>Token Name</b>	FENIX.CASH Tokens (QTUM-based) - Symbol: FENIX
<b>Pre-sale Date</b>	21 March 2018 to 9 April 2018
<b>Pre-sale Incentives</b>	<ul style="list-style-type: none"> <li>• 50% discount to the Crowd Sale rate.</li> <li>• 66.7% discount to existing shareholders of Fenix Worldwide Holdings Limited and Brilliant Technology Limited who invest a minimum amount of US\$300,000 in the Pre-Sale</li> </ul>
<b>Crowd Sale ITO Date</b>	31 May 2018 to 30 June 2018
<b>Tokens Allocated To Crowd Sale ITO</b>	Up to 735,077,688 FENIX.CASH Tokens in the Crowd Sale ITO, managed by smart contract, of which 15,077,688 FENIX.CASH Tokens have been taken up in the Pre-sale
<b>Currency accepted</b>	QTUM, ETH, BTC and by special arrangement, Fiat
<b>Crowdsale Rate</b>	1 QTUM to 50 FENIX.CASH Tokens
<b>Crowdsale Early Incentives</b>	<p>For every token acquired in the associated period:</p> <ul style="list-style-type: none"> <li>• 31 May - 4 June 2018: 30% bonus FENIX.CASH tokens</li> <li>• 5 - 7 June 2018: 20% bonus FENIX.CASH tokens</li> <li>• 8 - 13 June 2018: 10% bonus FENIX.CASH tokens</li> <li>• 14 - 20 June 2018: 5% bonus FENIX.CASH tokens</li> <li>• 21 June 2018 onwards: NO BONUS</li> </ul>
<b>Total Token Supply</b>	1.35 billion FENIX.CASH Tokens
<b>Treasury</b>	<p>430,722,313 FENIX.CASH Tokens will be held in treasury upon completion of the Crowd Sale ITO, to be used for the following purposes:</p> <ul style="list-style-type: none"> <li>• Reward Programs and Other Marketing: 15 million</li> <li>• Artists through the Artist Manifesto: 60 million</li> <li>• Other treasury: 355,722,313</li> </ul>
<b>Maximum Proceeds</b>	US\$50 million

### Use of Crowd Sale ITO proceeds



### Official Website

[www.fenix.cash](http://www.fenix.cash)