Platform Token Sale (BQQQ)

Bitsdag

Powered by BITTREX

Building The
AsiaGlobal Exchange

Whitepaper https://Bitsdaq.com/

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BITTREX in Singapore, Macau, Canada

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We are proud to announce the launch of **Bitsdaq** and the **Bitsdaq Token** (token symbol "**BQQQ**"). Supported by a world-class trading system powered by **BITTREX**, one of the largest crypto exchanges in the world (by 30-day trading volume) 1. Bitsdaq aims to facilitate the trading of crypto assets of professional traders, crypto investors and blockchain start-ups by providing an exceptional user experience by utilizing its cutting-edge technology and the professional experience of its team of world-class veterans from the financial technology (FinTech) and marketing sectors.

Cryptocurrency is one of the most rapidly growing asset classes in the world. As of Feb 2019, the total number of crypto assets issued have exceeded 2,000 ². The total market cap of all major crypto assets has reached as high as a hundreds of billions of US Dollars as of Dec 2017 ³. Currently, the total market cap of all major crypto assets has remained steadily at above US \$100 billion despite the recent market correction.

With the best technology, marketing and operational support from BITTREX, users of Bitsdaq are able to gain instant access to massive trading liquidity of various crypto assets 24/7, and benefit from the seamless order executions at very competitive prices.

Founded by a group of crypto enthusiasts from the financial technology, marketing and legal sectors, Bitsdaq is headquartered in Hong Kong, a major global financial center in Asia.

- 1. www.coinmarketcap.com 28 Dec 2018
- 2. www.colnmarketcap.com 28 Feb 2019
- 3. www.coinmarketcap.com 31 Dec 2017



ABOUT BITTREX 4

Established in 2014



In spite of the increasing number of global crypto exchanges, the total demand for crypto trading is still believed to be growing rapidly as it's fueled by new demand from rising interest of professional investors.

Leveraging our deep market network and solid trading platform integration with BITTREX, we believe that the growing demand for global crypto assets transactions and investment initiatives will continue to boost the growth of users and trading volume on our platform.

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Our Mission and Vision

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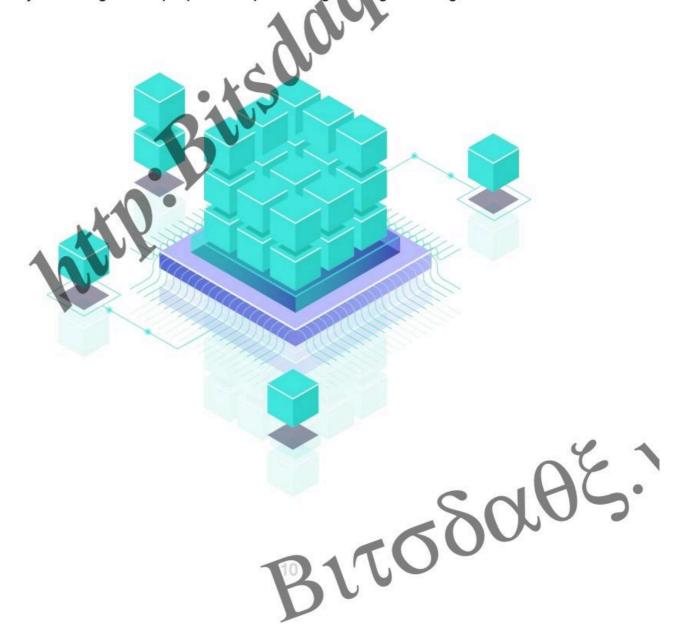
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2.1 Our Mission

As BITTREX's second partner in the Asia region, Bitsdaq is destined to create a Pan-Asia Market Network that can fuel the prosperous development of the entire blockchain industry. Following BITTREX, we will be redefining IEO user experience with top-tier security standard and exceptional efficiency. With the IEO service offered by us, Bitsdaq is determined to be a mainstream all-rounded IEO service-provider to support blockchain start-ups around the world. BQQQ is the utility token representing the revolution of a new generation of breakthroughs of the global financial market led by IEOs.

2.2 Our Vision

We aim to be the pioneer that's leading the blockchain industry to the next generation with our well-rounded IEO service platform. With our IEO platform service, we will unleash the potential of various players in the field of blockchain by combining our unique partnerships with edge-cutting technologies.



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Existing Market Pain Points

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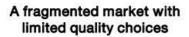
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Security breaches



Low liquidity

3.1 A Fragmented Market with Limited Quality Choices

The over-crowded crypto exchange market is highly inefficient due to the fragmentized bids and asks orders at the market and mismatch of pricing information, resulting in low quality services and high trading costs suffered by most end users. Competitive pricing and professional technical support are usually only offered to a very limited population with exceptional amount of assets under management.

3.2 Security Breaches

Security has always been the top concern of all players in the crypto field since the invention of the first Bitcoin. Yet, many exchanges today are still the victims of different kinds of cyber attacks.

3.3 Low Liquidity

Low traffic and thin trading volume led to poor liquidity of most crypto-exchanges.

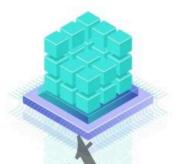
As a result, most users of these exchanges suffer from high trading costs which are mainly caused by high commission, unreasonable withdrawal fees, slippage and a wide bid-ask spread.



Poor user experience



Limited international coverage



Lack of Token Sales support for outstanding blockchain start-ups

3.4 Poor User experience

In the crypto-market, professional traders and retail users require drastically different kinds of customer support. Any delay with customer service responses can potentially lead to serious financial losses in a matter of seconds.

3.5 Limited International Coverage

Most exchanges only cover trading activities a dedicated area or geographic region. Only a very limited portion target users around the world and, at the same time, are capable of providing a world-class solution to users and blockchain entrepreneurs with varied trading habits and cultural differences.

3.6 Lack of Token Sale Support for Outstanding Blockchain Start-ups

In spite of the recent boom in the ICO market, most blockchain start-ups are still facing numerous difficulties when trying to raise capital through the sale of their own utility tokens. Furthermore, most start-ups that have successfully completed their ICOs are still facing difficulties in communicating with their token holders, announcing development progress, enhancing the liquidity and popularity of their tokens as well as suffering from sky-high exchange listing fees, heavy development costs, and endless queuing for the approval of listing application

POWERED BY BITTREX Our Advantages

4.1 Seamless Integration with BITTREX

Lack of liquidity within an exchange could potentially lead to a severe gap between the bid and ask price or large spread. Bitsdaq utilizes the **Joint-Order-Book system with BITTREX International**, in order to provide the maximum liquidity and lowest price volatility when executing trade orders for its clients. Orders of Bitsdaq users will be matched against both Bittrex's users as well as other Bitsdaq users.

4.2 Cyber and Crypto security

As of February 2019, there were over 30 severe security breach incidents recorded from crypto operators around the world, resulting in losses of crypto assets valued at in the billions of dollars ⁵.

At Bitsdaq, we utilize a number of top security measures to avoid possible security breaches, including:

- Two-Factor Authentication (2FA) technology to avoid loss of username and password for all security-related actions.
- Platform wallet keys are distributed after being fragmentized into smaller parts and each will be stored in different locations with at least three layers of encryption.
- DDos protection using CloudFlare and DOS protection using Throttling /Rate Limiting.
- Data sanitization middleware to avoid SQL injections.
- Protection against XSS and CSRF attacks.

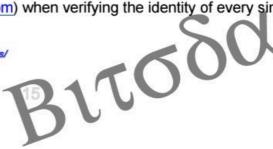
4.3 World-Class Customer Support

Bitsdaq provides top-tier support to its clients around the world with live chat function powered by Zendesk (www.zendesk.com) in different languages. We aim to take every single enquiry seriously, and hope to provide the best user experience to our clients.

4.4 Comprehensive AML and KYC Policies and Procedures

We adopt the strictest AML and KYC policies with reference to those adopted by BITTREX, and utilize the most cutting-edge facial recognition technology supported by JUMIO (www.jumio.com) when verifying the identity of every single customer.

5. https://coiniq.com/cryptocurrency-exchange-hacks/



4.5 Cross-Platform Device Coverage

We plan to enhance our coverage on various devices and operating platforms, including:

- 4.5.1 Web-based trading client
- 4.5.2 Native Android client
- 4.5.3 Native iOS client (pending App Store Review)
- 4.5.4 Mobile HTML5 client (including WeChat H5 client)
- 4.5.5 Native PC (Windows) client
- 4.5.6 REST API



6.1 IEO

Initial exchange offering details are as follow:

IEO Valuation	Up to US \$100,000,000
Total token supply	10,000,000,000
Price per token	~\$0.0065 (Private rounds); \$0.0065 - \$0.01 (IEO)
Round of sales ⁷	 US \$6,500,000, divided into: Angel Round (Phase 1) ~US \$5,000,000 (961,538,462 BQQQ Partnership Round (Phase 2) ~US \$1,000,000 (169,230,769 BQQQ) Initial Exchange Offering ~US \$ 500,000 (< 76,923,077 BQQQ) Over allotment option ~ US\$ 250,000 (< 38,461,538 BQQQ)
Token for sale	< 1,246,153,846 BQQQ
Public float	~12.5%
Payment currency	USDT
IEO Individual min/max subscription	US \$1,000 - US \$2,000
Release schedule	Private Round (Phase 1 to Phase 2): subject to schedule stated in the respective subscription agreements IEO subscribers: 30% 3 days after completion of IEO; 30% 30 days after completion of IEO; 40% 90 days after completion of IEO

6.2 IEO Schedule 8

Date	Task			
15 March 2019	Private round Phase 1 begins			
30 March 2019	Private round Phase 1 ends			
1 April 2019	Private round Phase 2 begins			
20 April – 15 May 2019	Private round Phase 2 ends			
Apr - Jun 2019	IEO begins			
7. Allotment between private rounds and IEO is adjustable depends on actual demand 8. Actual dates will be finalized based on potential exchange decisions				

^{7.} Allotment between private rounds and IEO is adjustable depends on actual demand

^{8.} Actual dates will be finalized based on potential exchange decisions



7.1 2019 First Half: Bitsdaq Exchange Launch

Bitsdaq has partnered with **BITTREX** (one of the top tier international exchanges) to create the first-ever **Joint-Order-Book** world-class exchange system. We are currently facilitating a vast number of market participants within BITTREX's International network and have been attracting professional traders and recreational users from Macau, Singapore, Canada and soon across the globe. With an enormous aggregated trading volume, we will be able to acquire more professional traders, institutional investors and crypto entrepreneurs into our ecosystem, and establish a solid foundation for our future development.

7.2 2019 Second Half: Bitsdaq IEO Platform Launch

Being a core member of a top tier crypto exchange network, and led by Bittrex International, Bitsdaq aims to provide an efficient, secure and transparent environment to facilitate the post-ICO development of outstanding crypto start-ups. Bitsdaq will build a world-class, well-rounded IEO Exchange, and provide both upstream and downstream support as well as services to unleash the potential of great blockchain projects. Through our relationship with our strategic partners within the network, we will be able to lower the barrier of token sales for crypto entrepreneurs.

7.3 2020 First Half: Help on Globalization for Listed Projects

Through our international partnership network, Bitsdaq will be able to expand globally and provide truly international and borderless trading experiences to our exchange users. Meanwhile, we will be able to facilitate top tier global professional traders into our exchange. We will contiinue to acquire international corporate clients and develop additional tailor-made solutions of tokenization and further consolidate the application of blockchain technology.



POWERED BY BITTREX 08 Team



Ricky Ng Co-Founder and CEO

Ricky is the Chairman and founder of i-House.com and i-House Token (IHT), one of the first blockchain real estate cloud platforms in the world. Prior to founding i-House, Ricky also co-founded IClick Interactive (Nasdaq: ICLK), one of the largest digital advertising platforms in the greater China area, achieving an annual GMV of over RMB 1 Billion. IClick completed its IPO with an initial market cap of over US \$400 million.



Adam has gained tremendous experience in the commercial real estate, finance and blockchain industries. He is a senior associate at CBRE currently and holds several senior strategic positions at some of the top blockchain industry leaders, including Hyperion Crypto Exchange, Decentral, and Spend.com. Adam is a special advisor to the co-founder of Ethereum, Anthony Di Iorio. He graduated with a degree in finance and psychology from Western University in Ontario.



Eric Dao
Co-Founder and CTO

Eric holds a Master's degree from the University of Washington, and a Bachelor's degree from California Polytechnic State University with 22 years of research and development experience in Microsoft in Seattle (USA). While at Microsoft, Eric was the Principal Engineering Manager, in charge of technical development work related to Microsoft Windows, Office, Exchange, Sharepoint, and Office365.



Haley has over 7 years of PE/VC investment and cross-border M&A experience. He was the Assistant Vice President at the Chairman's Office of the China UCF Group and also the Senior Manager of Cyberport Macro Fund. He has a Bachelor of Science degree in Management from the London School of Economics.





Sprina Wang Marketing Director

Sprina is a global token marketing expert, with solid proven track record. Sprina assisted HMS to raise as much as US \$ 30 million in less than 18 minutes. Sprina is also the Global business Head of I-House, the global business Vice President of QFund, and global marketing Vice President of WeCash. She has over 10 years of experience in online marketing, product management and APP operation. She is also a technical marketing expert with outstanding capabilities utilizing platforms including Baidu SEM, Google SEM, Facebook Ads and page operation, data analysis, and Google Play ASO.



Henry is the founding partner of L&Y LAW OFFICE and HENRY YU & ASSOCIATES. Henry has over 16 years of legal experience. In recent years, he has been focusing on the blockchain and cryptocurrency industries. Henry is a member of the Innotech Committee (a.k.a. the Technology Committee), he has also been appointed as Hon. Legal Advisor to the Hong Kong Federation of Innovation and Invention; Hon. Legal Advisor to the Institute of Financial Technologists of Asia; and Hon. Legal Advisor to the GHM-Greater Bay Area TECHFIN Association.

9.29 General Risks Relating to the Use of the Internet or Other Electronic Mediums

Without limiting the foregoing risks, any communication or transaction via or information (including any document) transmitted via the internet or other electronic medium involves risks and by participating in the Token sale or utilizing the BQQQ, you acknowledge that you understand and accept the following risks:

- We and/or Third Parties may use such authentication technologies as we deem appropriate. No authentication, KYC or computer security technology is completely secure or safe. You agree to bear all risks of unauthorized access/use, hacking or identity theft.
- The internet or other electronic media (including without limitation electronic devices, services of third-party telecom service providers such as mobile phones or other handheld trading devices or interactive voice response systems) are an inherently unreliable form of communication.
- Any information (including any document) transmitted, or communication or transactions made, over the internet or through other electronic media (including electronic devices, services of third party telecom service providers such as mobile phones or other handheld trading devices or interactive voice response systems) may be subject to interruption, transmission blackout, delayed transmission due to data volume, internet traffic, market volatility or incorrect data transmission (including incorrect price quotation) or stoppage of price data feed due to the public nature of the internet or other electronic media.

As a result of such unreliability:

- there may be time-lags, delays, failures or loss of data or loss of confidentiality in the transmission of data and receipt of communications; and
- while we may believe certain data to be reliable, there may be no independent basis for it to verify or contradict the accuracy or completeness of such data.

This is not an exhaustive list of all the consequences arising from such unreliability.

Purchasers are solely responsible for preventing anything which may be harmful to any equipment that they use in connection with BQQQ or the Bitsdaq (including any computer virus, malicious program or harmful component) from affecting any such equipment, regardless of whether it originated in connection with BQQQ or the Bitsdaq

9.30 Tax Matters Relating to Bitsdaq's Operations

Tax laws and regulations are highly complex and subject to interpretation. Consequently, we may be subject to changes in tax laws, treaties and regulations. Our income tax expense is based upon its interpretation of the tax laws in effect at the time when the expense was incurred. A change in these tax laws, treaties or regulations, or in the interpretation thereof, which is beyond our control, could result in a materially higher tax expense, which in turn may limit the financial resources available to us. Also, as we actively solicit interests for the Token sale in multiple jurisdictions, such solicitations may lead to increased tax exposures.

In addition, our tax payments may be subject to review or investigation by tax authorities from time to time. If any tax authority successfully challenges our operational structure, or if we lose a material tax dispute, or any tax challenge of our tax payments is successful, our tax liabilities could increase substantially and our financial resources could be adversely impaired.

9.31 Tax Matters Relating to Participation in the Token Sale

Participation in the Token sale may have tax reporting implications and liabilities for purchasers from certain jurisdictions. Such liabilities shall be borne by the purchasers alone and all purchasers are advised to consult their tax advisors prior to participating in the Token sale.

9.32 Incomplete Information Regarding Bitsdaq

Participation in the Token sale may have tax reporting implications and liabilities for purchasers from certain jurisdictions. Such liabilities shall be borne by the purchasers alone and all purchasers are advised to consult their tax advisors prior to participating in the Token sale.

9.33 Further Token sales and Development and Sale of Additional Tokens

We may, from time to time, and without prior notice or consultation, sell additional BQQQ outside of the Token sale from BQQQ's reserve. Further, we may develop and sell additional BQQQ in respect of the Bitsdaq, or otherwise raise funding for the Bitsdaq through any other means it deems necessary. Purchasers will not necessarily receive notice of the sale of additional BQQQ or of any other tokens or fundraising means. Participation in the Token sale may have tax reporting implications and liabilities for purchasers from certain jurisdictions. Such liabilities shall be borne by the purchasers alone and all purchasers are advised to consult their tax advisors prior to participating in the Token sale.



PLEASE READ THE ENTIRETY OF THIS SECTION CAREFULLY. NOTHING IN THIS WHITEPAPER CONSTITUTES INVESTMENT, LEGAL OR BUSINESS ADVICE AND YOU SHOULD CONSULT YOUR OWN ADVISOR(S) BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION WITH THE PURCHASE OF THE BQQQs. NEITHER BITSDAQ and BQQQ, ANY OF THE MEMBERS NOR ANY SERVICE PROVIDERS WHO HAVE WORKED ON BITSDAQ (HEREINAFTER REFERRED AS THE COMPANY) IN ANY WAY WHATSOEVER SHALL BE LIABLE FOR ANY KIND OF DIRECT OR INDIRECT DAMAGES OR LOSSES WHATSOEVER WHICH YOU MAY SUFFER IN CONNECTION WITH ACCESSING THIS WHITEPAPER, THE WEBSITE AT HTTP://BITSDAQ.COM/ (THE WEBSITE) OR ANY OTHER WEBSITES OR MATERIALS PUBLISHED BY THE COMPANY.

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The information set out herein or any part of it or the fact of its presentation shall not be relied upon for an investment decision or form the basis of a legally binding document. The agreement for the sale and purchase of the BQQQs shall be governed solely by a separate set of Terms and Conditions or Information Memorandum (as the case may be) (the TOKEN SALE DOCUMENTS) setting out the terms of such purchase and/or continued holding of the BQQQs, which shall be made available to you separately on the Website or provided by the Company. In the event of any inconsistencies between the Token Sale Documents and this Whitepaper, the Token Sale Documents shall prevail. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

References in this Whitepaper to specific companies and platforms are for illustrative purposes only. All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Company may constitute forwardlooking statements (including statements regarding intent, belief or current expectations with respect to market conditions, business strategy and plans, financial condition, specific provisions and risk management practices). You are cautioned not to place undue reliance on these forward-looking statements given that these statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results to be materially different from that described by such forward-looking statements, and no independent third party has reviewed the reasonableness of any such statements or assumptions. These forward-looking statements are applicable only as of the date of this Whitepaper and the Company expressly disclaims any responsibility (whether express or implied) to release any revisions to these forward-looking statements to reflect events after such date.

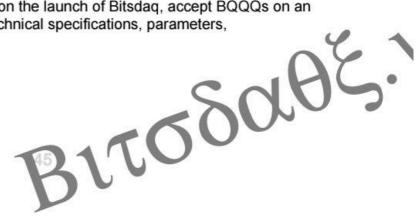




By accessing this Whitepaper or any part thereof, you represent and warrant to the Company that:

- (A) you have solely relied on your own judgment in any decision to purchase any BQQQs;
- (B) it is your sole responsibility to determine if you can legally purchase the BQQQs in accordance to your home or applicable jurisdiction shall not be eligible to purchase any BQQQs if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a country (i) where the sale of the BQQQs would be construed as the sale of security (howsoever named) or investment product and/or (ii) in which access to or participation in the BQQQs or the IEO Platform is prohibited by applicable law, decree, regulation, treaty and/or administrative act, including, without limitation and subject to change, of such jurisdiction;
- (C)there is no guarantee or representation of value or liquidity for the BQQQs, and the purchase of the BQQQs is of speculative nature and none of the Company or its affiliates shall be responsible for or liable for the value of the BQQQs, the transferability and/or liquidity of the BQQQs and/or the availability of any market for the BQQQs through third parties or otherwise; and
- (D) In the event of any decision to purchase the BQQQs, you are purchasing the BQQQs on an "as is" basis.

We do not make, and hereby disclaim, any representation or warranty with respect to the Bitsdaq or BQQs (such as merchantability or fitness for particular purposes), except those expressly specified in this Whitepaper. Each purchaser's decision to participate in the BQQQ crowd sale and purchase any BQQQs shall be made based on his/her own knowledge of BQQQ and the information disclosed in this whitepaper. Without prejudice to the generality of the foregoing, each purchaser will, upon the launch of Bitsdaq, accept BQQQs on an "as is" basis, irrespective of the technical specifications, parameters, performance or function thereof.



10.1 Notice to Residents of the United States

The offering and selling of this token have not been registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or under the laws of certain states as this token should not be taken as securities. This token may not be offered, sold or otherwise transferred, pledged or hypothecated, except as permitted under the act and applicable state laws pursuant to an effective registration statement or an exemption therefrom.

10.2 Notice to Residents of Canada

Unless permitted under legislation, the holder of this token must not trade the token before the date that the issuer becomes a reporting issuer in any province or territory of Canada.

10.3 Notice to Residents of China

The tokens are not being offered or sold and may not be offered or sold, directly or indirectly, within the People's Republic of China (for such purposes, not including the Hong Kong and Macau Special Administrative Regions or Taiwan), except as permitted by the laws and regulations of the People's Republic of China.

10.4 Notice to Residents of the United Kingdom

In the United Kingdom, this document is being distributed only to, and is directed only at,: (i) investment professionals (within the meaning of article 19(5) of The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 as amended (the "FPO")); (ii) persons or entities of a kind described in article 49 of the FPO; (iii) certified sophisticated investors (within the meaning of article 50(1) of the FPO); and (iv) other persons to whom it may otherwise lawfully be communicated (all such persons together being referred to as "Relevant Persons").



10.5 Notice to Residents of Other Countries

All purchasers must ensure that they are permitted by the laws of their countries to purchase BQQQ. We will only ensure that BQQQ is legal and compliant with the law of the issuing country but will not ensure all other countries adopt or use similar laws, especially in the event that the purchaser use other methods to avoid relevant laws or intentionally hide from any relevant legislations. We will not be liable for such situation.

This document has not been approved by an authorized person. Any information to which this document relates to is available only to a relevant person. This document is only for relevant persons and non-relevant persons shall not take any action based on this document nor should he/she/they rely on it. It is a condition of you receiving and retaining this document that you warrant to us, its directors, and its officers that you are a relevant person

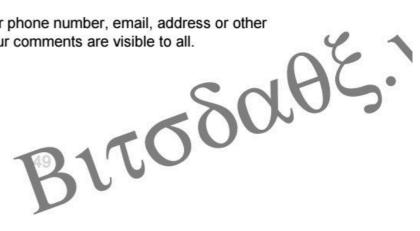
Our social media and e-mail platform are places where we encourage interaction, discussion, organization and participation between users of the community, in cases that anyone is interested in our product.

Whilst we make reasonable efforts to monitor and administrate participation to ensure that discussions are related to products that are made available in the community, there may be situations where we are not in a position to monitor all statements, comments and views made by every user. We ask that you are respectful in your comments and behaviors. We reserve the right to remove anything we deem to be abusive or personally offensive, material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful or embarrassing to any other entity or person, third party advertising, chain letters or "spams". Please be aware that anything posted may potentially be read by thousands (or hundreds of thousands) even years from now. Therefore, users should exercise cautions when posting on any of our social media sites.

We also reserve the right to terminate involvement by users who post such content.

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Although forward-looking statements contained in this presentation are based upon what our management believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. We undertake no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

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We are not responsible for such losses or failures. Purchasers of cryptographic tokens run a great risk of incurring losses and damages as a result of purchasing any cryptocurrencies and/or cryptographic tokens. Purchasers accept and declare that they are willing to undertake this risk. The damages may include loss of all funds/contribution and also any other expenses that the Purchaser has made.

Before deciding to buy any cryptocurrencies or cryptographic tokens, purchasers should carefully consider their level of experience and risk appetite. The possibility exists that a purchaser could sustain a loss of some or all of their monies and therefore all purchasers should not send monies that they cannot afford to lose. Purchasers should be aware of all the risks associated with virtual commodities and seek advice from an independent financial adviser in case of doubt. Furthermore, there may be risks that are not disclosed in our services and products. Purchasers should use extreme consideration and be conscious of assessing their financial situation and tolerance for risks before engaging in activities involving the purchase of virtual commodities.

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For the avoidance of doubt, under no circumstances would a holder of BQQQ Tokens be entitled to or receive (i) any form of interests whatsoever in whole or in part (including but not limited to equity interest, proprietary interest and ownership interest) or share in or claim against the Company and/or the Bitsdaq, (ii) any voting rights at the board meetings or shareholders meetings of the Company and/or the Bitsdaq, (iii) any management rights of the Company and/or the Bitsdaq, (iv) any economic right (including any kind of right to payment, distribution, income, dividend, profit, or other return, or any sums to be paid, or likely to be paid, out of such return or profit) of or generated from the Bitsdaq (except those directly between participants of the ecosystem) and/or by the Company, and (v) any interest payments from the Company and/or the Bitsdaq.

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