



Royal  
**Kingdom**  
Enterprise

**WHITE PAPER**  
*english*



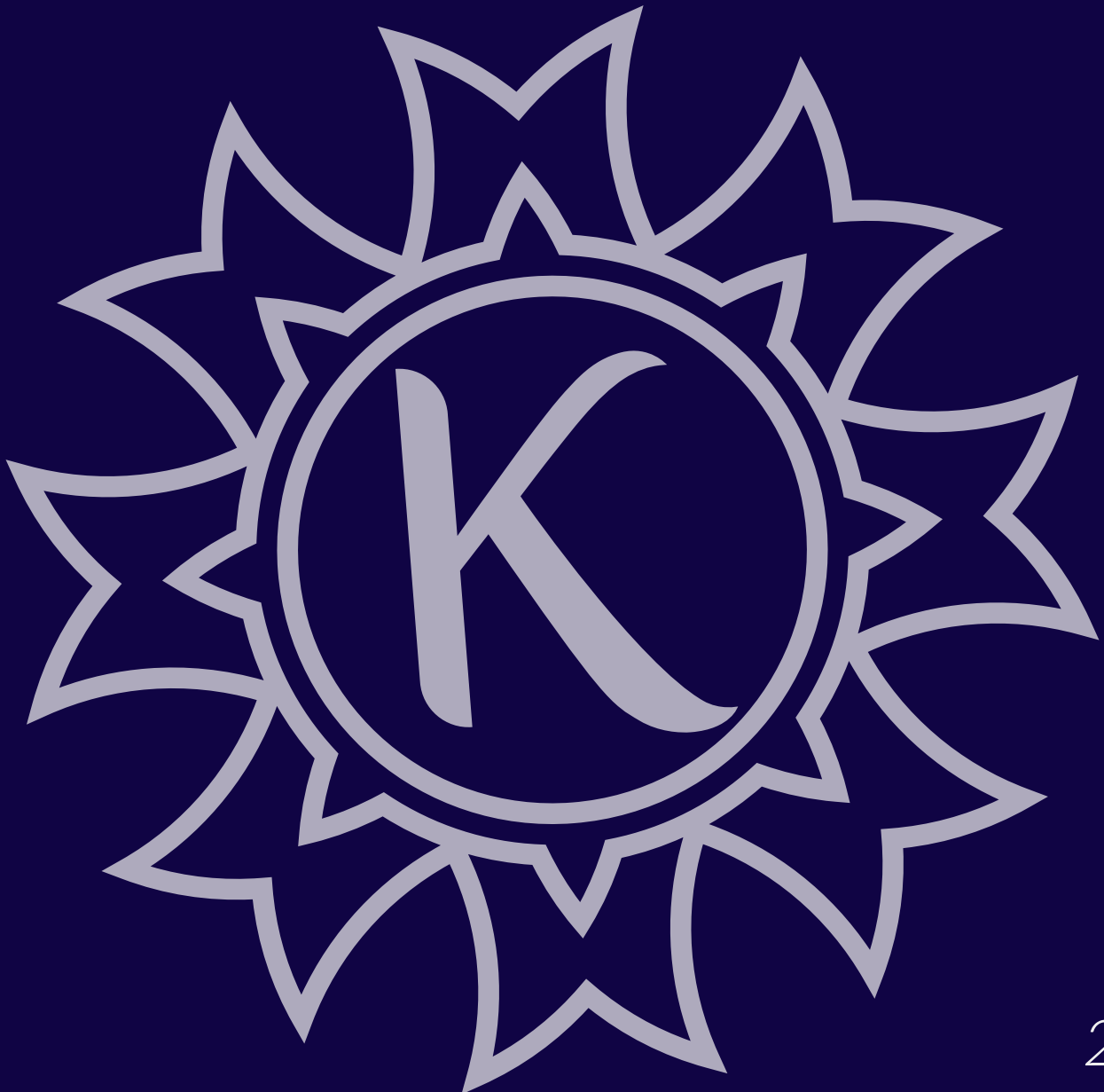


*Abstract*

*A new way to contribute to innovation becomes real  
through the advances of Blockchain technology*

ICO is an important and transformative step for the development and expansion of Royal Kingdom Enterprise projects. Therefore, we invite you to know and partner with our company through your participation in ICO in order to build through this participation a path towards creating value for society, using Blockchain technology applications in favor of the expansion of Crypto Economy.

Royal Kingdom Enterprise Limited decided to start its crowdfunding campaign to promote the development of their projects by creating its own digital tokens called Royal Kingdom Coins, represented by the acronym RKC.



*“Nowadays Dubai is the most appropriate place in the world to start the development of blockchain-based prototypes, and has become incubator of startups for this market segment. In this regard, we aim to make Royal Kingdom Enterprise a benchmark in software development, blockchain applications and smart contracts for public and private institutions.”*

**- Abu Sulayman Saleh** (Co-Founder and CEO)



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***Royal Kingdom Enterprise connects to Dubai's goal in promoting Blockchain technology.***

Following the goal of the government of Dubai to become the world capital of Blockchain tech, Royal Kingdom Enterprise Ltd focuses on contributing to the consolidation of this ideal by developing solutions based on Blockchain Technology and Smart Contracts. To achieve this objective, the company promoted an ICO through the commercialization of its Token named Royal Kingdom Coin, represented by the acronym RKC.

Headquartered in Dubai, United Arab Emirates, Royal Kingdom Enterprise is driven by the innovation opportunity connected to Blockchain technology, launches itself into the market acting as a transforming agent in social and corporate scenarios.

It is no secret that Blockchain technology gains prominence over its decentralization capability, thereby promoting transparency, speed and cost savings for organizations.

Adjust itself to the accelerated technological development is fundamental, but many challenges are encountered when managing a venture, such as the need to raise funds for the development of the organization's project.

***In order to move forward with the development of innovative projects, Royal Kingdom Enterprise starts its ICO campaign.***



## Who we are

Technology has given us enthusiasm and an understanding of broad and decentralized solutions aimed at various sectors of the global market. Since then, many organizations and teams have tried and been able to modernize the source code to advance and improve the capabilities of the protocols. We are no exception.

We focus on creating a network of projects that represent fast, flexible and cost-effective solutions for corporate customers, guided by the contribution of Blockchain Technology applications.

***“The company was born with the goal of revolutionizing people's experience with blockchain technology in order to bring society closer to the many solutions that are emerging from this innovation.”***

Globalization has provided a market expansion and also also brought greater competitiveness among organizations, demanding more quality in the products and services offered.

## Mission

*Develop products and services that add value to society in a sustainable way with social and environmental responsibility. Influence positively the corporate environment through our technologies, making it more effective and flexible according to the requirements of each market niches.*





## *Vision*

*Become a reference in the development of high technologies, offering solutions around the world in order to add experiences and improve people's lives.*

# Team

It takes an inspired team to build something. That's why every member of our team loves innovation and the idea of value creation as much as we do. So we are united by our mission to build innovative products in one of the most exciting industries in the world: **blockchain technology**.

Our staff is small, but cohesive and professional. The team's latest activities include the following actuations:

- IT security;
- Commercial systems;
- Trading platforms and trading terminals;
- White Label trading platforms;
- Development of Tokens for other companies;
- Back-end development;
- Front - end development;



**Abu Sulayman Saleh**  
*Chief Executive Officer  
Co-Founder*



**Serge Uvarov**  
*Chief Technology Officer - Co-Founder*



**Suelen Sourient**  
*Chief Public Relations Officer*



**Adriana Costa**  
*Chief Financial Officer*



**Paulo Sakamoto**  
*Senior Software Engineer*



**Igor Tarasov**  
*Senior Software Engineer*



**Adrian Luiz**  
*Head of Customer Care*



**Houcine Malik**  
*Director of Digital Marketing*



# Our Projects

Royal Kingdom Enterprise Limited is a brand and project manager that follows a transformation management process geared towards innovation in order to create fast solutions tailored to the needs of the market. For the company, it is fundamental to deal in a coherent and transparent way with the various audiences that relates to itself, with the intention of managing its business on the concepts of transparency and sustainability. Therefore, it is essential to broaden everyone's understanding of their projects, get to know the current projects of Royal Kingdom Enterprise:



An exchange platform that concentrates financial solutions. It offers a payment gateway system and allows multi currency exchange, a solution that can be integrated via API.



A developer of technology solutions, which acts as a B2B solution integrator for enterprise customers.



An innovative exchange of encryption, is a meeting point between centralized and decentralized exchanges, combining security and usability of both. Its official launch will occur on July 24<sup>th</sup>, 2017.



The token of Royal Kingdom Enterprise, represented by the acronym RKC. Through a crowdfunding campaign the organization promoted RKC's ICO on July 11<sup>th</sup>, 2017.



## Some of our solutions

With a focus on several sectors of the market, based on Blockchain technology applications, Royal Kingdom Enterprise generates flexibility and adaptation that results in a wide range of investment possibilities in new projects.



### **Payment Gateway**

System that integrates ways of receiving, paying and exchanging multi currencies in a single tool.



### **Platform Exchange**

It is an online multi-currency exchange platform that allows the trading of digital assets.



### **Mobile App**

We provide the services needed to design, build and track the evolution of mobile applications.



### **Token And Coins**

Development of digital tokens for organizations wishing to open virtual capital.



### **Kingdom Card**

Connect your Kingdom Card to your e-wallet of our projects to facilitate your financial interactions.



### **Blockchain Applications**

Development of solutions for various market niches, based on Blockchain technology applications.



### **Custom Software**

Specific software development to meet the needs of your business.



### **White Label**

The grant of use for a technology developed by RKE, but with the customer's visual identity and brand.



# Projects



*The need for innovation through technology has become mandatory and is no longer just a desirable condition in organizations.*

## **Definition**

A company that integrates solutions in the area of technology, whose objectives are aligned with an action plan focused on helping our clients to overcome challenges with excellence. RKE IT Solutions was born out of the need of the market to offer customized products and systems to facilitate the performance of companies in different sectors, providing agility, security and versatility based on the customized solutions as well as those linked to Blockchain technology applications.

*RKE IT Solutions offers a practical and cost-effective solution to the dilemmas surrounding the balance between the company's needs and its possibility to invest in technology and process automation.*

## **Solutions**

Your company is geared to build a briefing on the challenges you face, considering your needs and expectations, while our development team is dedicated to plan and deliver a planning scope which cite the applications and solutions that will solve, with excellence and technology, all the demands of the initial briefing that gave life to the project.

## **White Label**

The White Label of RKE IT Solutions is a business model in which a product or service developed by the Company, which is a licensor, may be used or resold by other companies. In the White Label business model, Royal Kingdom, holder of the technology, grants the right to use, but with the brand's personalization of the licensee.

# Projects



The world has changed and the way it interacts with money as well. Send, receive and exchange assets in a simple, fast and secure way.

## *Definition*

The company Venture Kingdom, a project of Royal Kingdom Enterprise, under the legal name VK Business Limited, incorporated in the United Kingdom, provides a platform that integrates financial solutions through the most modern technology tools available in the world. Adding value to emerging markets, Venture Kingdom comes with the proposal to include and connect users to global markets, substantially de-bureaucratizing the means of payment, send of funds and interact with the crypto coins.

Venture Kingdom is an exchange platform that offers users an e-Wallet, integrated with multiple Payment Gateways and an easy exchange for digital asset trade. In order to meet the new digital business models, VK concentrates in a single system different financial solutions, in other words, you can carry out operations in several currencies. This makes it possible to deposit, withdraw and exchange multi-currency at any time.



### *Transfers*

You can send instant electronic transfer to anyone in the world who has a VK account.



### *Merchant*

Connect your website through an API to the Venture Kingdom platform to accept international payments.



### *Exchange Platform*

The VK Exchange is a digital platform for the commercialization of crypto coins, in other words, for buying and selling of Digital Coins.



### *Kingdom Card*

Facilitate your financial interactions, make physical or virtual purchases or withdraw your ATM balance worldwide. (COMING SOON)

# Projects



Control of your money in your hands,  
security and anonymity for the future.

## ***Definition***

This project is defined as a Distributed Exchange, whose concept refers to the use of encryption, digital currency, blockchain and related technologies. With the objective of offering the public of interest a system in which their funds are under their own possession, put differently, our server only anonymously registers the operation performed and retains the rate of that negotiation without "hosting" the funds on the server.

***Each user owns the Exchange Tomorrow system on their computer and their funds are safely stored there, and when negotiating the platform acts only as a bridge between the parties. All transactions are performed within an Open Source system, making them secure.***



# Projects



## *Secutiry*

You download an Open-Source code that connects to our corresponding server and follows the algorithm described. Although it is still a centralized configuration of client-server-client, the algorithm shows in a proven way that the risk of being hacked is minimized. Your funds remain in your wallet on your computer, securely, until the exact moment when the order is being processed.

## *Easy to use*

Since the order book is being stored on the server, the order execution time would be close to the instant, and the algorithm describes why you should trust the system, but all the complex security and encryption checks are being performed by the client code (Which, in turn, will be verified by the community to ensure that it meets the described standard).

Once downloaded the program, to access it the user will need to use a pin code and thus activate the status online to be able to send any negotiation command, so its active orders are directed to the server and begin to compose the order book of the platform.

Objectively, the idea is that each user has their funds stored in their own wallet on their computer and that uses the platform to create the desired orders, and these will be recorded in the book of offers. When the order combination occurs, the system sends a confirmation request to the customers that originated the transaction and makes the currency exchange between the parties.

***Tomorrow Exchange source code will be available to the public and the beta release is scheduled for July 24<sup>th</sup>, 2017.***



# Projects



*We invite you to know the project and build with us a path towards creating value for society.*

Royal Kingdom Enterprise Limited decided to seek initial funding to promote the development of its projects by creating their own digital tokens called Royal Kingdom Coins, represented by the acronym RKC.

The launch of RKC Token aims to raise funds that will allow the development of projects proposed by the organization. Strategically, based on the most modern fundraising models currently on the market, including crowdfunding, we have developed a clear and transparent approach to our actuation and intention to apply resources.

# Initial Coin Offering RKC

*A new way to contribute to innovation becomes real through the advances of Blockchain technology*

ICO is an important and transformative step for the development and expansion of Royal Kingdom Enterprise projects, therefore we invite you to know and partner with our company through your participation in ICO to build through this participation a path towards creation of value to society using Blockchain technology applications in favor of expanding the Crypto Economy.

The total issue is 15 million of RKC tokens, being 18% of this amount (2.7 million) available for purchase during the ICO on the Royal Kingdom Enterprise exchange platform Venture Kingdom. The ICO comprises a total of 8 stages: ICO Planning, Pre - Sale, Marketing, ICO Opening, Tomorrow Exchange (beta), ICO Closure, Official Trading Opening of RKC and 1st payment of the participation in the company profits.

Token Name

**Royal Kingdom Coin**

Ticker

**RKC**

ICO Start

**July 11, 2017**

ICO End

**August 11, 2017**

Token Supply

**15,000,000 coins**

Total % ICO

**20% (3,000,000 RKC)**

Pre Sale ICO

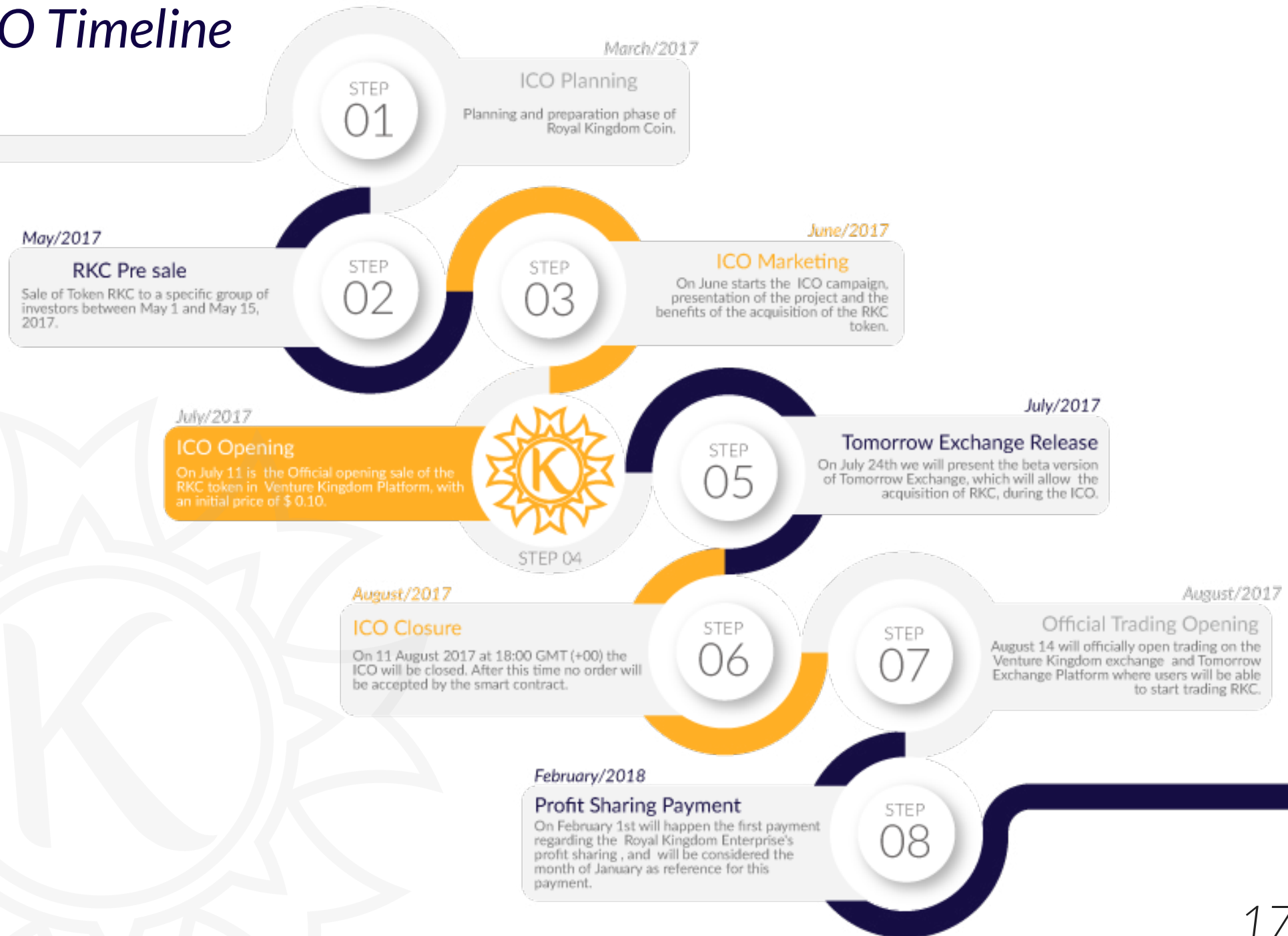
**2% (300,000 RKC)**

ICO Pool

**18% (2,700,000 RKC)**



# ICO Timeline



# ICO Timeline

## ICO Planning

In March 2017 we began planning and preparing Royal Kingdom Coin for ICO. The planning management of ICO was structured in three areas: strategic, tactical and operational planning, as shown below:



### Strategic Planning

We began in March the Strategic Planning, in which we defined the strategies focused on the goals of the company. In this phase we seek to have a holistic view of the company. The objective here was to take into account all factors internal and external to the organization, such as: the global economic scenario and the market situation in which the company operates.

We analyzed important aspects such as strengths, weaknesses, opportunities and threats. Therefore one can conceptualize with propriety who we are, what we want to achieve and what we consider important in the way. From this initial mapping, were defined the Goals and Objectives to be achieved by the company within the horizon that is being projected.

### Tactical Planning

The second phase was the creation of Tactical Planning, which is based on plans focused on the medium term regarding the date of execution



# ICO Timeline

of our goal. Oriented to the areas and departments of the company, being detailed with the ways to achieve both the objectives and goals of the organization, we detail the strategic planning for each sector and area of Royal Kingdom Enterprise.

We determined the marketing plans, the production plans, the personnel planning and even a financial planning regarding the maintenance and expansion of the organization.

From Tactical Planning we determine our tactical objectives for each specific sector of the organization, all the actions performed here have been established in order to connect our Strategic Planning to Operational Planning.

## ***Operational Planning***

With plans focused on the short term, we defined methods, processes and systems to be used for the organization in order to achieve its objectives. Our management has specified the members of our team, their responsibilities, tasks, functions and financial resources to put the plans into practice. This activity generated our action plan and schedule of activities that govern the execution of our daily activities.

## *Pre-Sale*

Sale of RKC Token to a specific group of investors between May 1 and 15, 2017. During this period, Royal Kingdom Enterprise sold 2% (300,000 RKC) of the total tokens that will be issued one day before ICO's opening.

The contributions acquired during the pre-sale period were added to the Royal Kingdom Enterprise Capital Fund. The balance of this period was used to accelerate the preparation phase of the Token for the Official launch of ICO.

- Actions in the pre-sale period;
- Organization's Structure;
- Investment in Intellectual Capital;
- Digital Marketing Planning;
- Press office;
- Polishing of the organization's projects;

# ICO Timeline

## ICO Marketing

Between June and July was held the disclosure of the date of ICO's opening, project presentation and the benefits of the acquisition of RKC Token.

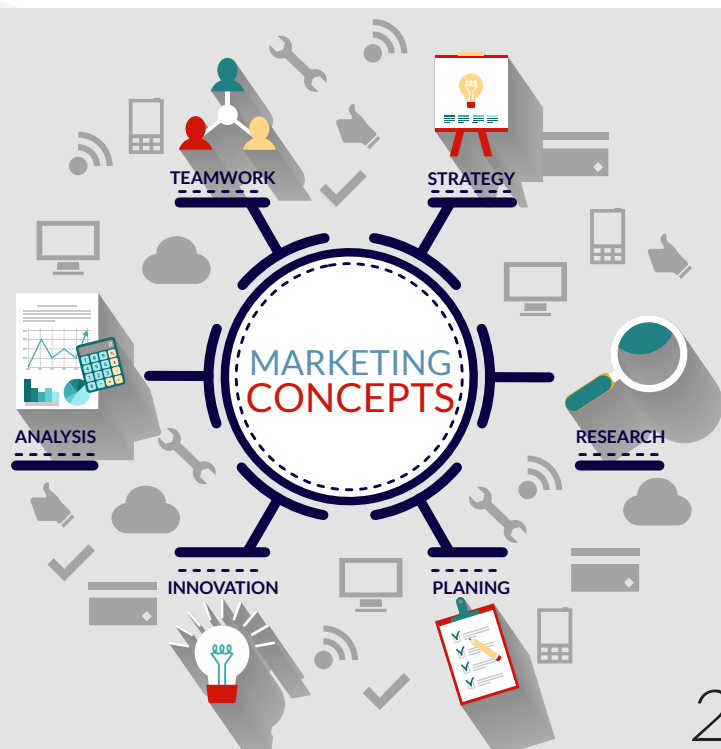
Marketing planning followed a few steps:

- Environmental Analysis / SWOT;
- Definition of the target audience;
- Market potential;
- Lifestyle and attitudes;
- Buying behavior;

From massification, segmentation (knowledge of similar groups of customers) has been started, and nowadays one starts to customize, to know the specific habits of the public in this sector.

Royal Kingdom Enterprise digital marketing strategies have been determined, and they are integrated actions that will direct the entire organization's position into the market. Some decisive factors have guided our actions.

- Positioning in the market;
- Goal Setting;
- Strategy formulation;
- Timetable of action;
- Scheduled financial investment planning;
- Measurement of results;



# ICO STRUCTURE

In order to fund procedures of development, legal compliance, marketing, promotion and innovation for its projects, Royal Kingdom Enterprise begins its crowdfunding campaign which has been defined as a campaign to raise funds in cryptocurrency from sponsors around the world and being referenced as ICO. Hence, buying the Royal Kingdom Coin during the ICO characterizes a purely voluntary action.

## RKC TOKEN

Royal Kingdom Coins are cryptographic tokens designed in an ERC20 compatible smart contract at the top of the Ethereum blockchain. Initially RKC will be available on Venture Kingdom platform, project of Royal Kingdom Enterprise, and it will be possible to acquire RKC during ICO. The goal is that the Token, as a reflection of the positive performance of the organization, gets its own market value, being considered a consumable virtual product. Royal Kingdom Enterprise strategies will bring visibility to the RKC, generating speculation and a specific perspective on its commercialization and market price.

The development team at Royal Kingdom Enterprise defends the idea that an ICO with unlimited collection will promote a generalized distribution of the Tokens, which is a necessary pillar to generate a robust and active network, potentializing the trading of the RKC token in the future market.



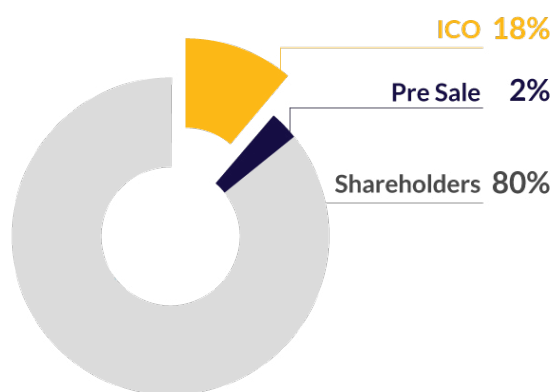
# ICO STRUCTURE

## ISSUANCE AND PLANNED DISTRIBUTION OF RKC

The total amount of RKC will be a limited number of fifteen million (15,000,000) in total (including those available for sale during ICO period 2,700,000). Its issuance will be unique and it will not be possible to create new RKC Tokens, since they will be configured with these characteristics in Smart Contract.

During the ICO the token holders will receive the RKC immediately and will have their coins frozen in their wallets and will only be able to sell them at the Official Trading opening on the Venture Kingdom and Tomorrow Exchange.

It is planned that the total offer of RKC be distributed as follows:



Uses of percentage and quantity:

- 80% (equivalent to twelve million (12,000,000) RKC) owned by the shareholders, founders and RKC team;
- 18% (equivalent to two million and seven hundred thousand (2,700,000) RKC) available for acquisition at ICO;
- 2% (equivalent to three hundred thousand (300,000) RKC) that were sold in the Pre-Sale period;

## BUY AND SELL

The participation in the Campaign is voluntary. No one shall be deemed to be compromised or obligated to participate in ICO or buy any RKC to access the project platforms as well as to purchase the products and solutions of Royal Kingdom Enterprise.

It will be possible by registering on the Venture Kingdom platform, Tomorrow Exchange, request or read any materials (such as this WhitePaper) available from Royal Kingdom Enterprise, or communicate directly with the organization to obtain information



# ICO STRUCTURE

and address possible questions regarding the ICO campaign. Our communication team will be at your disposal.

Each person should only participate in ICO (a "Buyer") through the personal web account, registered in our official [Venture Kingdom e Tomorrow Exchange](#) platform (which will be released in the beta on July 24<sup>th</sup> during RKC's ICO). For participants who master the token acquisition directly from the RKC smart contract address the option will also be available.

By participating in ICO, each Buyer will be deemed to have examined and understood this White Paper in its entirety, including all information made available on the official RKC Token website "[royal kingdom coin.com](#)", thereby voluntarily accepting all warranties and risks of participation.

It will be possible to sell (trading of RKC token) from August 14<sup>th</sup>, 2017, date that will officially open currency trading on the Venture Kingdom and Tomorrow Exchange Platform. This date may change as long as holders of the currency are notified 48 hours in advance.

## PRICE

The market will determine the value of the coin. The initial price is set to be \$0.10, but the algorithm in the smart contract is going to increase the price slightly every time someone buys a token. The algorithm, being programmed to increase the coins price continuously and indefinitely will serve as an anti-inflationary measure based on Moore's Law. That means that we're going to discover the market valuation of the token, and at some point, during the sale, the price will stabilize.

*This means that the sooner you buy,  
the better is the price.*



= \$0,10 = **STARTING  
VALUE**

# ICO STRUCTURE

## PAYMENT

The payment effectuation by a Purchaser shall be deemed to be made on the premise that the Participant accepts all terms and conditions contained in this White Paper and has agreed to purchase the RKC during ICO.

As payment for the purchase of RKC Token during ICO will be accepted Ether. Thus it is established that no fiduciary currency or any other type of currency will be accepted in the acquisition of Royal Kingdom Coin during the crowdfunding campaign.

Each Buyer must enter a balance in their wallet in Venture Kingdom in order to be able to make the contribution by purchasing the RKC Token on the official platform named in the period determined by ICO.

## RKC TOKEN DELIVERY

RKC Token will be sent immediately to its buyers who will have the tokens in RKC wallets on the Venture Kingdom Platform.

The RKC acquired during ICO will be frozen in the participants' wallets during ICO and will be unlocked at the end of the crowdfunding campaign on the established date for the official opening of the Royal Kingdom Coin Trading.



# ICO STRUCTURE

## Benefits of RKC ICO



### **Trading Options**

RKC Holders will be able to interact and trade currencies in a variety of ways. It will be traded like any other digital asset on the Venture Kingdom and Distributed Exchange platform (COMING SOON) after the official opening of trading at the end of ICO.

### **Services Acquisition**

Holders of RKC Tokens may use them in the future as a form of payment for the purchase of services and products from Royal Kingdom projects, which will be defined soon.



### **Token Appreciation**

We will use part of our profits in order to project the appreciation of the RKC Token and a shortage of coins, avoiding eviction.

### **Profit Sharing**

Holders of the RKC token are entitled to receive monthly profit sharing, this bonus will be paid proportionally to the amount of tokens that the user holds in their wallets on Venture Kingdom and Tomorrow Exchange at the time the payment split is made. The first distribution of profit sharing will take place on February 1, 2018.



# ICO STRUCTURE

## *General RKC Considerations*

- (a)** The total number of RKC is fifteen million (15,000,000).
- (b)** The RKC number for ICO is two million seven hundred thousand tokens (2,700,000), 18% of the total RKC's, which represents the maximum number of Royal Kingdom Coins available during the ICO campaign.
- (c)** Each Buyer shall be entitled to purchase any number of RKC, restrained only to the number of remaining tokens which have not yet been sold at the time of purchase.
- (d)** The RKC has its starting value set at \$ 0.10 (ten cents), and its value will automatically increase according to the volume of interest and acquisition of the tokens. This process is configured in the smart contract and can be verified by RKC buyers.
- (e)** It will be possible to buy the RKC on the official Royal Kingdom Enterprise platform named Venture Kingdom.
- (f)** RKC may be purchased from Venture Kingdom and will accept payment in Bitcoin and Ethereum and its price is proportionally represented on the platform at the price of ETH in real time.
- (g)** The RKC value during the opening of a purchase order will be available on the platform with real-time updating according to the consensus configured in the Smart Contract.
- (h)** Executed orders and purchases made can be confirmed through the Venture Kingdom user's wallet address in Ethereum's Blockchain.
- (i)** Royal Kingdom Enterprise is not required to sell all tokens during ICO.
- (j)** It is established that tokens that are not sold during ICO will be distributed in proportion to Royal Kingdom Coin holders at the end of the campaign.
- (k)** A collection limit is not established, since the purpose of the organization is to ensure that participation is ample. Therefore, ICO is not limited to the first buyers who execute their RKC purchase orders.

### ***Exclusion of liability***

Royal Kingdom is expressly exempt from liability and will not accept the participation of any person who acts consciously to violate principles and policies against money laundering, counterterrorism or any other reasonable fundamental values in any international jurisdiction.



# ICO STRUCTURE

## ***Participation***

Buyer's decision to participate in the campaign and purchase RKC must be made on the basis of his own knowledge about Royal Kingdom Coin and the information disclosed in this White Paper.

## ***Liquidity***

RKC negotiations only depend on consensus on their value among relevant market participants. No one is required to redeem or buy any RKC from any holder (including buyers). And no one guarantees the liquidity or market price of Royal Kingdom Coin in any measure, at any time.

## ***Price volatility***

Cryptographic tokens, if traded in public markets, often have extremely volatile prices. Fluctuations in price in short periods of frequency, the price can be determined by Bitcoin, Ether, US Dollar or other fiat and crypto coins. Such fluctuations may result from market forces (including speculation), regulatory changes, technical innovations, availability of Exchanges and other direct factors that represent changes in the supply balance and demand for the acquisition. The risks associated with the RKC's trading price must be taken by Royal Kingdom Coin traders.

## ***CUSTODY OF ICO FUNDS***

All ICO results received by Royal Kingdom Enterprise will be under custody of Multi-Sig, at the top of Blockchain Ethereum according to the settings applied in the RKC Token smart contract.

Most of the results will be transferred and stored in offline wallets for security reasons. Upon completion of the campaign, Royal Kingdom Enterprise will have the right to transfer ICO's results to other wallets as it deems appropriate in order to carry out its project development planning and organizational expansion.

# TERMS AND CONDITIONS OF ICO

The following Terms and Conditions govern the sale of the Royal Kingdom Coin Token (RKC). These Terms and Conditions show application instructions developed in Ethereum's Blockchain, an open source software platform for RKC Token acquirers, as well as the acquisition through Venture Kingdom platform.

Royal Kingdom Enterprise Ltd. has decided to attract funding to enhance the development and expansion of its activities through its ICO (Initial Coin Offering).

The Royal Kingdom Enterprise idealized the RKC Project, essentially to leverage its commercial and structural projects.

From 100% of issued RKC coins (Fifteen million RKC Tokens -15,000,000), the shareholders and founders of the organization maintains 80% detention.

Within the RKC Project schedule, Royal Kingdom Enterprise opens a Crowdfunding option by selling 20% of its RKC coins, of which 2% were sold before ICO in the pre-sale phase.

Therefore, there is 18% (representing two million and seven hundred thousand tokens - 2,700,000) of existing RKC currencies, which will be available for acquisition in ICO of the Company.

## **ICO PARTICIPATION**

Participation in ICO is open to anyone who is interested in purchasing Royal Kingdom Coin (RKC) Token.

Royal Kingdom Enterprise Ltd. offers 2 ways to acquire RKC Token, which are:

- Venture Kingdom Platform
- Smart Contract

If the interested party decides for the acquisition of RKC through the Venture Kingdom Platform ([www.venturekingdom.com](http://www.venturekingdom.com)), he must previously make his user registration on the mentioned platform, as well as know and observe all the terms and conditions of use envisaged, including the Company's Privacy Policy.

The ownership of RKC Tokens neither grants its owner any express or implied right, nor does it grant rights or expectation of rights in the management of the Company.

# TERMS AND CONDITIONS OF ICO

RKC Tokens purchases are non-refundable.

The Royal Kingdom Company is not an investment advisor nor does its services involve any kind of investment advice and/or application in digital currency, and the investor do so at his own risk. Royal Kingdom suggests that the public learn about the operation of digital currencies, their valuation, oscillation and ways of investing through Crowdfunding before investing.

By choosing to participate, the user warrant that, to the extent permitted by law, he is authorized to purchase RKC Tokens in his relevant jurisdiction, is of legal age to be bound by these Terms, and will not consider Royal Kingdom Enterprise, its parent companies and affiliates, Directors, agents, employees and suppliers of RKC Tokens or our peers or affiliates, now or in the future, and any other member of the RKC Development Team (collectively "Kingdom Enterprises Parties") responsible for any loss or any special damages, incidental or consequential, arising out of or otherwise connected with the sale of RKC Tokens.

## ***JURISDICTION***

The Campaign is initiated and takes place worldwide and is not tied to any specific jurisdiction. The participant is aware that the Royal Kingdom Coin's ICO was defined as a crowdfunding campaign and by participating declares that it is permitted, under the laws of its jurisdiction of origin.

## ***VENTURE KINGDOM PLATFORM***

The Venture Kingdom platform ([www.venturekingdom.com](http://www.venturekingdom.com)) is an Exchange through which, beyond purchasing the RKC Token, the user can use all the services offered, including the purchase, sale and storage of his digital coins.

After registration and opening of account in the platform, the user will receive a virtual wallet where his digital coins will be stored. Users who buy RKC Token should be very careful to write down their wallet password and not lose it in order to make sure they will be able to access their RKC tokens when it becomes available for trading after the sale.

The Venture Kingdom platform will report all fee values that will be applied during the ICO period, and thereafter, during the trading opening period.

# TERMS AND CONDITIONS OF ICO

## **PERIOD**

The ICO of Royal Kingdom Enterprise Ltd. will be held from July 11<sup>th</sup>, 2017 to August 11<sup>th</sup>, 2017.

## **COIN PURCHASES IN ICO PERIOD**

During the ICO period, users will only be able to purchase RKC tokens through the platform ([www.venturekingdom.com](http://www.venturekingdom.com)), and Smart Contract.

The acquisition of the RKC Tokens will only be possible through the Ether digital currencies.

After purchasing RKC Tokens and while they are available for purchase in the ICO period, the user won't be able to move the currencies in the environment of Venture Kingdom platform or in any other Exchange.

At the end of the ICO period the trading will be opened on August 14<sup>th</sup>, 2017, being available for use by users with the RKC token, starting the trading period itself.

## **RKC TOKEN STARTING VALUE**

RKC Token will go on sale at the time of ICO's opening at a price of USD 0.10.

## **ESSENCE of ROYAL KINGDOM COIN**

Being defined as a token of Royal Kingdom Enterprise, which has specific features and benefits, by its essence RKC is NOT, and in no case should be understood, considered or interpreted as:

- (I) Titles of participation, voting or voting rights (or similar);
- (II) Property that may be claimed against Royal Kingdom Enterprise or any other entity in any jurisdiction;
- (III) Investment of capital or debt of any kind in any undertaking;
- (IV) any securities with intrinsic value or market price;
- (V) any form of financial derivatives;
- (VI) any commercial paper or negotiable instrument;
- (VII) any form of investment agreement between the relevant holder and any other person;
- (VIII) any merchandise or asset that any person is required to redeem;

# TERMS AND CONDITIONS OF ICO

## **ADVANTAGES OFFERED TO ICO PARTICIPANTS**

RKC token holders are entitled to receive monthly profit sharing, and this bonus will be paid proportionally to the number of tokens that the user holds in his RKC wallet. The first distribution of profit sharing will occur on February 1<sup>st</sup>, 2018.

We will use 50% of our profits to design the RKC Token appreciation and considering there is a scarce currency limit, such circumstance will cause a monthly pump and will avoid eviction.

RKC tokens holders will be able to use them in the future as a form of payment for the purchase of services and products of Royal Kingdom Company, which will be defined soon.

RKC holders will be able to interact and profit from RKC coins in a variety of ways. It will be traded like any other digital asset on the Venture Kingdom platform and on the Distributed Exchange (which the first beta will be presented on July 24<sup>th</sup>) after the official opening of negotiations at the end of ICO.

## **FUTURE APPLICATIONS OF THE RECEIVED FUNDS**

Participating in an organization's ICO means understanding and believing in the potential of its projects. It is a powerful action that turns ideas into reality. Therefore, with the funds raised, we will foster the development of the projects proposed by Royal Kingdom Enterprise Ltd, driving the expansion of the organization.

## **ADVERTISING AND FINANCIAL STATEMENTS**

Throughout the whole period, monthly financial statements will be made, and published and provided to users.

Between January 1<sup>st</sup>, 2018 and January 31<sup>st</sup>, 2018, a financial statement will be prepared, which will be published in a public report format, covering all the Company's results in those 30 days.

After the financial statement which will be carried out between January 1<sup>st</sup> and 31<sup>st</sup>, 2018, of the profit then verified, which corresponds to the revenue, deducted the costs of the same period, 50% (fifty percent) of the profits will be used to buy from the market the proportion according to the investment in RKC. The tokens



# TERMS AND CONDITIONS OF ICO

purchased by the organization, relative to 50% of its monthly profits, will be distributed proportionally among Royal Kingdom Coin holders in their RKC wallets.

## *FINAL CONSIDERATIONS*

It is important to be clear that these ICO Terms and Conditions do not fit in an investment request.

The Company makes its project public, by acknowledging it as positively achievable and is dedicating all its best efforts to ensure that the entire process occurs with absolute transparency and smoothness.

The Company will provide, during and after the sale period, through its Development Team, general guidelines for use by the user of RKC Tokens.

On the other hand, Royal Kingdom advises interested parties that they have mastery and full understanding of the mechanisms and storage and transmission associated with tokens.

Therefore, Royal Kingdom Enterprise is not responsible for any financial losses resulting from actions taken or omitted by the buyers.



# ADVERTISING

The development, launch and other information of Royal Kingdom Enterprise and its products will be announced on the official website of the organization. All details regarding the Royal Kingdom Coin ICO, as well as events and publications will be posted on the official website [www.royalkingdomcoin.com](http://www.royalkingdomcoin.com).

Those interested should regularly check our official publications: advertisements, news, articles, newsletters and social networks quoted on the website "royalkingdomcoim.com". In order not to lose any publication, we recommend that the "interested ones" subscribe to our Newsletter.

To facilitate communication with its target audience, Royal Kingdom Enterprise has created a [Facebook group](#), where all the features of the RKC Token will be addressed. RKC Token purchasers may in this group interact with the organization's mediators and address any questions regarding the Royal Kingdom ICO.

Royal Kingdom Enterprise values a clear and transparent communication with its target audience. To achieve this, in order to provide a dual-channel communication structure, it established a digital presence in the social networks most used by users. Follow our work and projects development through social networks:

*We are ready to build a solid and enduring path through Blockchain Technology*



For more information about Royal Kingdom Enterprise and its ICO campaign, visit the Organization's website or contact us.

General inquiries: [ico@royalkingdomenterprise.com](mailto:ico@royalkingdomenterprise.com)

Press inquiries: [press@royalkingdomenterprise.com](mailto:press@royalkingdomenterprise.com)

# BOUNTY CAMPAIGN TERMS RKC

*ICO participants contribute to the success of Royal Kingdom Enterprise projects and can help publicize the sale of RKC ring tones in order to raise awareness in the wider community by enabling early liquidity of RKC tokens*

In order to promote the RKC ICO we have prepared a reward campaign so that the participants can help us talk with the community about Royal Kingdom Coin and the advantages of participating in the ICO.

Therefore, the more people who join ICO, the better are the trading opportunities of the Token when the official opening of the trading takes place after ICO closes. A strategy that directly reflects the speculation that generates supply and demand, exponentially increasing the value of the RKC token.

Royal Kingdom Enterprise has reserved 0.1% of the total RKC Tokens, i.e 15,000 (fifteen thousand tokens) for this initiative.

## **Some actions are required in order to participate in the reward campaign:**

- 1°** Register at the [Venture Kingdom Platform](#)
- 2°** Fill in the forms indicated in each category and follow the given rules.
- 3°** It is understood that when applying for enrollment in our reward campaign, by completing the forms, you are aware and agree to all terms and conditions described here.

Completed reward tasks entitle the participant to receive the RKC token in the proportion indicated in the Rewards Terms. The categories included in this campaign are: Twitter, Facebook, Signature BitcoinTalk, Translation and articles to post on popular channels.

At the end of the ICO we will send an email report to all participants of the reward campaign with the validated actions. The RKC balance will be sent to your wallet on Venture Kingdom, proportionally to your participation and reward in each category.

The tasks will be checked weekly, that is to say, if you do not complete all the activities of a category in a given week, your reward will not be validated.

***To have your participation validated you must follow the terms for each category included in the reward campaign.***

# BOUNTY CAMPAIGN TERMS RKC

## 1. FOLLOW ON TWITTER & RETWEET

- Follow our official [Twitter](#);
- Access the [Venture Kingdom platform](#) and create your account.
- To apply for the reward campaign, complete this [form](#);
- Only entries received containing all requested data will be accepted:
  - name of the participant;
  - email used for registration at Venture Kingdom;
  - Link to your Twitter profile;
- Your registration in the reward campaign will be validated by our team through the official email [bounty@royalkingdomenterprise.com](mailto:bounty@royalkingdomenterprise.com);
- If you retweet the news marked with #RKC\_ICO from our official account and do not delete them until ICO ends on August 10th, 2017, from every retweet of our news you get the following amount of RKC tokens:
  - From 100 to 500 followers - 2 RKC;
  - From 500 to 999 followers - 4 RKC;
  - From 1000 to 9999 followers - 6 RKC;
  - 10,000 followers and more - 10 RKC;

Your Twitter account must be at least 3 months old. The number of your followers will be recorded the moment you connect to your account. The category will not change during the campaign.

NOTE: Upon confirmation of your subscription, ONLY the messages marked with #RKC\_ICO by our team will be validated. So if you add our hashtag to any unofficial messages, it will not be counted.

## COUNT YOUR REWARD HERE

## 2. FOLLOW ON FACEBOOK & SHARE

- Follow our official Facebook page;
- Access the [Venture Kingdom platform](#) and create your account;
- To apply for the reward campaign, complete this [form](#);
- In order to have your registration completed you must provide all the following informations:
  - name of the participant;
  - email used for registration at Venture Kingdom;
  - Link to your Facebook profile;
- Your registration in the reward campaign will be validated by our team via email;
- Only share our posts with the #RKC\_ICO hashtag. Activities in public pages and open groups on Facebook will also be accepted;

# BOUNTY CAMPAIGN TERMS RKC

- You must share in public mode the news marked with #RKC\_ICO from our official account and do not delete them until the day the ICO ends on August 10th, 2017. With each share you get the following amount of RKC token:
  - From 200 to 500 friends - 2 RKC;
  - From 500 to 999 friends - 4 RKC;
  - From 1000 to 9999 friends and followers - 6 RKC;
  - 10000 friends and followers and more - 8 RKC;

The Facebook account must be at least 6 months old. The number of your friends and followers will be recorded the moment you connect your profile to the RKC reward campaign and will not change during the campaign.

NOTE: We count ONLY the messages that are marked with #RKC\_ICO by our team. So if you add our hashtag to any unofficial post it will not be counted and validated.

## COUNT YOUR REWARD HERE

### 3. TRANSLATION OF OFFICIAL CONTENT

Participants who wish to contribute through the translation of our official documents can participate in the reward campaign by completing [this form](#). To receive the RKC reward, you must have an account on the Venture Kingdom platform.

This category will receive:

- Translation of the nominated press release-20 RKC;
- Translation of materials and texts listed-20 RKC;

The Royal Kingdom Enterprise communication team will evaluate and confirm your entry in this category. Your participation's validation and reward status can be [checked here](#).

You will need to enter the email address used to create your Venture Kingdom account so we can validate your participation and send the reward in RKC upon the end of ICO.



# BOUNTY CAMPAIGN TERMS RKC

## 4. POST ON BLOG OR SOCIAL MEDIA

If you are a mainstream media or trendsetter, see topic 6. This option is for private users.

Write a post on the Royal Kingdom Coin in any language, with at least 1,000 characters and containing 2 links to [royalkingdom.com](http://royalkingdom.com)  
We will classify the articles as follows:

- Standard - more than 30 interactions - 10 RKC;
- Good - more than 50 interactions - 15 RKC;
- Excellent - more than 100 interactions - 30 RKC;

You can use your Blog or personal page on social networks, such as Facebook and LinkedIn. To classify your article we will check the popularity of your blog and the quality of the content, as well as the interactions resulting from your publication.

To validate your article send us the publication link through this [form](#).

**COUNT YOUR REWARD HERE**

## 5. ARTICLE IN THE MEDIA

If you are a private user, see topic 5. This category is for the mainstream media and trendsetters.

You can create an article or video blog on a popular media website advertising our ICO. For example, you can write an article about Royal Kingdom Coin at Forbes, Coindesk, Bitcoinist, or any other media relevant to finance and Crypto economy.

We will classify each article as:

- Standard - 10 RKC;
- Great - 20 RKC;
- Excellent - 50 RKC;

The criteria for classifying these articles are: quality of content, means of communication used and people reached by the publication.

Make sure that you are ready to make an article and that you are able to post it on some mass media. Then submit the necessary information through this [form](#).

**COUNT YOUR REWARD HERE**

# BOUNTY CAMPAIGN TERMS RKC

## HOW AND WHEN YOU CAN RECEIVE YOUR PRIZES

Upon completion of ICO, your participation will be visible in your Venture Kingdom account and in the reports that will be available to participants of the reward campaign.

Royal Kingdom Enterprise will distribute up to 15,000 RKC tokens in the reward campaign. If the total RKC's used in the campaign are not distributed the balance will be returned to the Organization's wallet.

Information about the validated actions will be displayed on the official website <https://royalkingdomcoin.com/bounty/> until 96 hours after the end of ICO.

*This is the official email from the campaign: [bounty@royalkingdomenterprise.com](mailto:bounty@royalkingdomenterprise.com)  
If you have any question about the rewards campaign or if you need help, please feel free to contact us and we will be glad to help.*





#### ICO GOALS

*Royal Kingdom Enterprise Limited, as the brand manager in its portfolio, in a long term aims to provide services and products in the technology sector and Blockchain's applications to various niche markets worldwide. Be a reference providing quality products and a return to investors. The focus is to act with social and environmental responsibility in order to add value to society, promoting the sharing of wealth and the independence demanded by the technological revolution.*



# ROAD MAP

Participating in the crowdfunding of Royal Kingdom Enterprise means understanding and believing in the potential of its projects, action that turns ideas into reality. Therefore, with the collected funds we will promote the development of the projects proposed by the company allowing the expansion of the organization.

- Infrastructure of the company;
- Intellectual capital;
- Development of new projects;
- Development of the Tomorrow Exchange Alpha version;
- Launch of Venture Kingdom's mobile APP;
- Investment in new technologies;
- Management of innovation and expansion;
- Strategic Marketing Planning;
- Specialized technical consultancy;
- Specialized financial consultancy;
- Strategic Expansion of Commercial Management;



## CONCLUSION

*ICO is an important and transformative step for the development and expansion of Royal Kingdom Enterprise projects. We invite you to join the goal of connecting the world to crypto economy.*

Encryption is transforming the world we know, solving the problems of trust and security, uniting financial institutions, large investors, everyday users, representatives of small, medium and large companies in a single global system.

This new scenario allows users to interact directly with each other. So Royal Kingdom Enterprise develops solutions that will facilitate this evolution. Guided by innovation, the organization seeks to ensure the interaction of the entire community by using systems that generate equality, anonymity, security and the speed of transactions.

Thus, Royal Kingdom Enterprise takes a step towards the "Market of the Crypto Economy", where cryptography and traditional finances markets merge themselves towards the new "Capital Markets".

The activities of the Organization are legal and transparent, which opens the market of cryptographic financing for institutional investors and companies operating in traditional markets.

The goal of connecting the world to blockchain technology moves our actions towards the development of projects that facilitate people's lives. Blockchain technology will be counting on a new ally that will act as an agent for transforming social and corporate scenarios, making possible the presence of cryptography in various market niches.





Royal  
**Kingdom**  
Enterprise

## Contact

*General inquiries*

[ico@royalkingdomenterprise.com](mailto:ico@royalkingdomenterprise.com)

*Press inquiries*

[press@royalkingdomenterprise.com](mailto:press@royalkingdomenterprise.com)

*RKC Magazine*



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