

WHITE PAPER

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Tokens Mallcoin are not offered or sold and may not be resold or otherwise alienated by the holders to individuals (natural and legal persons), located or registered in a country or territory where the operations with digital assets are prohibited or in some way restricted by applicable laws or regulations. If a person restricted by such laws buys Mallcoin tokens, then he/she performs it on the illegal, unauthorized and fraudulent basis, and in this case he/she should be prepared for negative consequences.

Each potential Mallcoin token customer shall determine by himself/herself the fact whether he/she can legally purchase Mallcoin tokens in his/her current jurisdiction, and whether he/she can then resell his/her tokens to another customer in any other jurisdiction.

You should also know that the term «purchase» in the context of laws of different jurisdictions can mean not only a contract of sale, but also a barter agreement, as well as non-defined contracts allowed by law due to the autonomy of the parties will and freedom of contracting.

You have no right to purchase MLC tokens, if you are a citizen or resident of the United States and if you are not an accredited investor in the United States. FLOGmall necessarily conducts the KYC (Know Your Client) procedure against you, and only if the procedure is successfully completed, it defrosts the MLC tokens. In case of failure of the KYC procedures, FLOGmall returns the funds to you, and you agree to return the MLC token to the FLOGmall project.

The text in Russian has an advantage.

GENERAL INFORMATION

ANNOTATION

This document explores the issues and objectives of the goods and services international market, the possibility of changing the existing technological paradigm, as well as the business and technical aspects of the FLOGmall platform solution that will allow to capitalize the potential of such change.

The goods and services market is one of the largest in the world. Nowadays, a significant component of its growth is accounted for by the Internet, and in the nearest future there will be a turning point, when most of this market will transfer online. However, there are two problems that restrain the growth of the market and impose restrictions on it. This is the retailers' pressure on customers and large costs of sellers on inefficient marketing campaigns.

The FLOGmall platform is designed to solve both problems, at the same time everyone - both sellers and customers - will benefit.

An individual and transparent approach to the goods and services purchase at attractive prices is possible only in the absence of the retailers and wholesale distributors intermediation. Customers should decide by themselves what goods and services they want to order. The main goal of the FLOGmall platform is to provide customers with the opportunity to choose what they need, rather than what it is profitable for retail chains to sell.

Sellers working with FLOGmall will not need expensive marketing. FLOGmall allows to create easily your own marketing programs to encourage customers directly. Thanks to the new LiveStore format, the seller has the opportunity to present the product in a more qualitative way, to increase the trust index to his own business, to win a loyal audience and, as a result, to increase sales.

The FLOGmall platform mission is to change completely the goods and services market, by using extensive experience, in-depth knowledge, as well as the interest of the largest sellers and ordinary users all around the world.

FLOGmall is a multi-format free-of-charge bulletin board and an online store platform that brings together sellers and customers of products/services with tokens all around the world.

FLOGmall is a contemporary ecosystem of goods and services purchase and sale.

FLOGmall is a revolution in the e-commerce and investment world!

Make this revolution with us!

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WHAT IS FLOGMALL

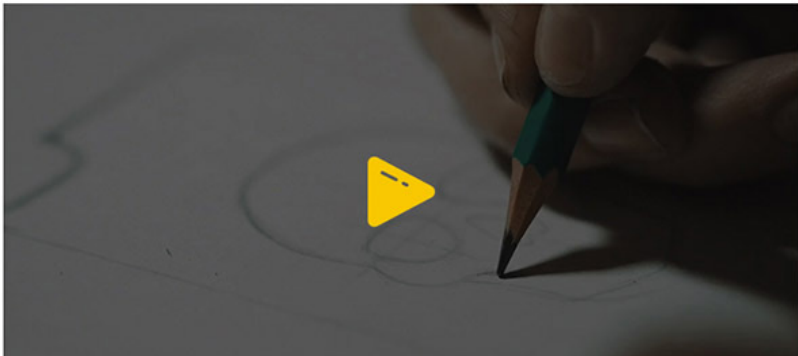
FLOGmall – is an international e-commerce site created for users from all over the world, who sell and buy various products and services with tokens.

At FLOGmall one can find stores in a new, unique format - **LiveStore**. A live store is a collection of video content and blogs about sellers, stores, goods and services.

Available content which gives the opportunity to show you in the **LiveStore** format.

Store rating 99% Like 156 352 RF 

Date of registration	11.11.2017	Payment Methods
Sold goods	999 pieces.	      
Shipping	worldwide	MLC BTC ETH MYR DOGE DASH EXP



JUMO CLUB SIGN

Jumo Club is a manufacturer of carbon, jewelry and premium phone cases for flagship models. First of all, we consider our unique design and recognizable brand style as a competitive edge.

Our central office and production hall are located in Krasnodar. Our team consists of 26 people. We have 14 official representatives in Ukrain, Belarus, Kazakhstan, Russia and Europe.

1. Video presentation of the store

Show your store/office/production and increase the trust index in your business and in what you do. Do you have a nice and beautiful ShowRoom, on the interior of which you worked so hard? Shoot a short video for everybody to know about it!

2. Video message of the store owner to the audience

Declare yourself to the whole world! Tell your clients about your company, the unique services, and products offered. Make millions of users fall in love with your business!

3. Video ads for each product/service

Accompany your announcement with short videos that announce your product better than any words and inspiring the customer to place an order.

4. Video blog for reporting on important events and promotions

Do/have you have/had an important event that you want to share? Do it in the usual format of social networking services, accompanying the text with photo and video materials. Clients from all over the world will be able to follow you, and newcomers will be more loyal to your store when choosing amongst competitors.

5. Online video sales (streaming), video auctions, game models

Arrange video sales of goods in real time through streaming video. This type of video nowadays is rapidly gaining steam, and in the coming years a huge outbreak in this industry is expected.

6. Video ads on the platform

Present your brand or product through video advertising directly on our platform. Promote your live store or specific product to millions of users from around the world and immediately convert them into sales through video advertising.

Each video uploaded to FLOGmall is automatically protected by a watermark. This video is much more difficult to steal and remake than traditional photo-content and text descriptions of goods.

ADVANTAGES OF FLOGMALL FOR VARIOUS USER CATEGORIES



Purchase and sale of goods and services with tokens **on a single site**.



Live stores with convenient navigation for users.



Thousands of personal ads for the goods and services sale.

for

CUSTOMERS

- **Exchange** of tokens for goods and services of mass consumption
- **Access to** goods and services from around the world
- Unique **video platform** with live stores
- **Payment with** any altcoins
- **Honest** information on each seller
- **Cashback and discounts** for tokens
- Secure purchases using a **smart contract**

for

SELLERS

- Access to customers **from all over the world**
- **Saving** on commissions of payment systems
- **Own live** store on the finished platform
- **Prompt** start of sales
- **Wide opportunities** for promotion through bloggers
- Free area **with minimum rates** for additional services
- Access to a new, growing audience of holders **of tokens** with high solvency
- **Equal opportunities** for all types of sellers at the initial stage of placement on the FLOGmall resource.

for

ICO PARTICIPANTS

- Possible **benefits** after starting the project with ATES (after the English Automatic Token Exchange Service - Automatic token exchange service)
- **Scheduled floatation** of Mallcoin token on popular cryptocurrency exchanges
- **Hedging of risks**
- Benefit **up to 80%** for site services

for

CRYPTOCURRENCY HOLDERS AND MINERS

- Ability to buy and sell goods/services for **more than 1800** different altcoins
- Potential **increase of interest** for the majority of altcoins due to exchanging goods / services for tokens

for

TRADERS

- Formation of **the capitalization of the token** before entering the crypto-exchange exchanges. We create a conditional entry point greater than zero.
- Potential **stimulation of community interest** in the token on exchanges due to the need of tokens on the site itself
- **Market** pricing of the token rate

for

ENTHUSIASTS

- Thanks to the exchange of goods and services of general consumption for cryptocurrency exchanges, **additional interest** is created to this market by ordinary users, who are still buying goods and services with fiat money
- **Attracting attention to the industry.** Crypto-entrance into society
- **Changing the paradigm of thinking:** from fiat to cryptocurrency one
- **Failure of fiat money** in favor of the endless liquidity of the cryptocurrency
- Formation of **a new category of users** who will use the cryptocurrency mainly for the exchange of goods and services

OPPORTUNITIES OF FLOGMALL IN DETAIL

FLOGmall provides wide opportunities for customers, sellers and participants. Let's consider the basic ones.

for

CUSTOMERS

1. Exchange of cryptocurrency for First Marketed Consumer Goods (FMCG) and Services on our Platform

FMCG - a variety of electronics, household appliances, clothing and everything that every person needs every day. We used to buy these goods in regular online stores and retail chains.

Among services it is planned to launch such areas as real estate (rent, sale), digital-marketing, financial services and so on.

2. Access to goods and services from around the world

Our platform serves as a single aggregator of a large number of sellers and stores from around the world. This will save a significant part of the funds on purchases, as the seller will sell the product or service directly to the customer, bypassing intermediaries that are large retail chains, as well as aggregators of various services, including financial institutions and payment systems.

3. Transparent and safe purchases

FLOGmall offers the customer a fundamentally new look at faceless online stores and e-commerce sites with thousands of sellers.

Each customer repeatedly encountered the fact that when viewing the catalog of goods/ services on the site, he/she cannot get a real idea of the store/seller. We see pages of absolutely identical images and descriptions for the same goods.

With online purchases, in most cases, we cannot go to the seller on another continent to see the goods live or evaluate the service offered in person. Many purchases have to be done almost with your eyes closed. Of course, the issue of trust in the seller at the time of purchase has always been and will be relevant.

Thanks to the unique format, FLOGmall allows to follow the assortment and events of the store, and crucially - to make sure clearly that the seller really exists and it is exactly who claims to be.

The e-commerce industry and video blogging has been going hand in hand for many years. Now both these industries are used on a single site. The era of impersonal online stores with gray catalogs is a thing of the past, they are being replaced by live stores with real people.

4. Payment by any altcoins

Imagine the following situation: the buyer has traded on cryptocurrency exchange for a long time. As a result, he has left a certain amount of cryptoassets, which are not the most demanded. Cryptoasset does not move on the exchange and remains unused by the buyer. Or, for example, the investor has participated in many other ICOs, purchased their coins, but the issued tokens have not gained or gained insufficient cost at the moment.

On the other hand, there is a seller who is not against selling his/her product/service with this particular cryptoasset. Thanks to flexible FLOGmall filters, the customer easily finds such a seller. As a result, the customer solves the problem of selling the «hung» cryptoasset, and the seller gets a profit in the cryptoassets that he/she chooses himself/herself.

5. Fair information on each seller

Smart contract with a secure transaction fixes the interaction of the seller and the customer, so only the person who made the purchase, would be able to leave feedback about the goods.

The rating system allows you to evaluate the store on the basis of real statistics on 4 key indicators (the delivery time of the goods, the correspondence of the goods/service description on the site to the obligations fulfilled, the price of the goods, the friendliness of the seller when communicating with the customer).

6. Real, detailed responses on each of the products

If the customer wants to purchase a particular product, then when viewing the product card the system will automatically show all the video reviews and responses on it on the site. And since a review or a response can only be made by a real customer, then such information can be trusted.

7. Cashback and discounts for internal cryptocurrency

The FLOGmall site provides customers with increased cashback when paying Mallcoin tokens, as well as the opportunity to receive discounts when purchasing goods for Mallcoin.

8. Secure purchases using a smart contract

Listing the fee, the customer can be sure that it will go to the account of the seller only if the goods reach the destination point. As soon as the seller sends the goods, the customer receives a track code to track the shipment and can at any time see at which stage of delivery his/her order is.

Based on the executed smart contract, the site automatically transfers funds to the seller's account only after the customer confirms the receipt of the goods and its proper quality. Otherwise, arbitration on this transaction will be opened.

In this case, the customer will be motivated to close the transaction due to the fact that he will receive an additional bonus in the form of Mallcoin tokens and rating as a user of the site.

9. Simple navigation on offers of sellers

The site provides convenience of searching and studying the product range. The catalog of products on FLOGmall is equipped with filters and division into categories, which makes the search effective for the customer.

10. Convenient display of prices with reference to Fiat/Cryptocurrency

Sometimes it is difficult for a customer to assess how profitable to buy a particular product/service in foreign currency. It is even more difficult to calculate the benefits in cryptoassets, the volatility of which is much higher than that of fiat money.

FLOGmall displays the prices in the selected cryptocurrencies with their equivalent in US dollars, which is most convenient for the majority of customers to perceive.

11. Purchase of goods/services with cryptocurrency WITHOUT participation and commission of the site

If the customer makes a purchase from a seller who has collected enough positive responses and estimates, he/she can with minimal risk make payment directly, without the Secure Transaction and the guarantor from our site. Thus, the site does not impose its services on customers and always offers an alternative.

12. Sellers Moderation

At FLOGmall, bona fide sellers are placed, who undergo an internal moderation before the publication of goods and services.

13. Multilingual communication

FLOGmall offers tools for effective communication between customers and sellers. Built-in online translator, integrated with Google Translate, allows you to negotiate the purchase of goods/services in a multi-language format, without going beyond the platform.

The user and seller can communicate with each other in their own languages, and FLOGmall will automatically translate their correspondence, making it understandable.

Пользователь и продавец могут общаться друг с другом на родных языках, а FLOGmall автоматически переведет их переписку, сделав ее понятной.

14. The role of the community in the development of FLOGmall

FLOGmall allows ordinary customers to participate directly in the life of the project. Customers can vote for their favorite sellers, record detailed responses and earn on it, thanks to the contests.

for

PROFESSIONAL SELLERS AND RETAILERS

1. Access to customers from all over the world

FLOGmall erases international borders. Our site is not limited to the local audience of a particular country or city. We combine the holders of cryptoassets around the world.

The seller, depending on the features of logistics (when selling goods) or the service provided, independently chooses the geography of work and the language of communication with customers.

FLOGmall literally makes it possible to declare your business to the whole world!

2. Economy on commissions of payment systems

Transactions on FLOGmall occur directly from the customer to the seller, which allows you to avoid the services of imposed payment services, and the transfer commission remains minimal.

The seller himself/herself is engaged in the optimization of tax administration. All operations on FLOGmall are the exchange, which from the legal point of view is not taxed in most jurisdictions.

3. Own live store on the finished platform

The contemporary capabilities of mobile devices, powerful built-in video cameras, as well as the general availability of the Internet around the world, open revolutionary opportunities for the presentation of their own products and services through video.

4. Quick start of sales

To the service of sellers, an effective and affordable tool for trading on an international level, with a ready interface and loyal customers, extensive opportunities for uniqueness of his/her own online store.

The seller does not need to create complex and costly IT solutions on his/her own, as FLOGmall already has everything you need to work.

5. Promotion through bloggers

One of FLOGmall's priorities is to consolidate a blogging community around itself, interacting with the audience of customers. The seller can order an overview of his/her goods or services of the blogger, receiving live feedback and a massive influx of loyal customers into his/her business.

6. Free site with minimum charges for additional services

The start on FLOGmall is absolutely free. Additional payment is made only for the related services, after when the seller has in practice verified the feasibility of our site for his/her business.

7. A range of additional services for professionals.

The seller has the opportunity to purchase additional services on a fee basis for tokens mallcoin. Advertisements / shops with applied packages of services receive priority in the rotation of the site search.

8. Access to a new, evolving market of cryptoholders with a highly solvent audience

Exchange of goods and services on tokens will open wide access to the audience of customers who are its holders. And since the use of tokens is mainly related only to trading and mining, there will always be a guaranteed number of customers who want to buy goods and services on FLOGmall.

9. Equal starting opportunities for all types of sellers

Due to the fact that FLOGmall is the only one of its kind and is launched only now, all sellers - from small entrepreneurs to large corporations - have equal opportunities to promote their stores on our site. The seller does not face a situation where the market is already monopolized by large players like ebay, alibaba, amazon, etc. FLOGmall is a new platform and a new sales market that gives all sellers equal opportunities.

10. Multi-language communication

FLOGmall offers tools for effective communication between customers and sellers. Built-in online translator, integrated with Google Translate, allows you to negotiate the purchase of goods/services in a multi-language format, without going beyond the platform.

The user and seller can communicate with each other in their own languages, and FLOGmall will automatically translate their correspondence, making it understandable.

11. The role of the community in the site development

The seller can create a truly top-content and a description of his/her store, while collecting a loyal audience and getting an opportunity to earn thanks to our promotion system.

12. Advanced analytics

Built-in functionality allows the seller to compose a portrait of their target audience based on the collection of user data: geography, gender, age.

Key metrics help in time to respond to changes in demand. Tracking indicators and adjusting the business model on FLOGmall is simple and interesting.

13. Extensive platform support

A business owner can apply for help in a 24-hour support service, and through arbitration, FLOGmall will resolve any problems with customers.

for

PRIVATE SELLERS

To private sellers, we refer sellers who come to the site for a one-time sale of a particular product/service.

In addition to the opportunities for professional sellers and retailers, private sellers can:

1. Sell goods, which for years are «dusted» in the closet

Everyone has things that lie idle at home and wait for their time. For example, an infant car from which the child has already grown. The car is idle and takes up space, and you can raise money for it.

Since the FLOGmall site unites customers and sellers from all over the world, there is a customer for each product. The idea of earning an income for an unnecessary product is extremely attractive and interesting for a lot of sellers. The task of FLOGmall is to create a world flash mob of selling such things for cryptocurrency.

2. Simple placement of ads

FLOGmall offers an intuitive interface and a simple, step-by-step algorithm that even a child can understand.

Place a new advertisement on the FLOGmall site in just 5 clicks:

- 1) Log in through social networking site or pass a quick registration.
- 2) Fill the profile.
- 3) Write the ad text.
- 4) Place photo/video content.
- 5) Click «Place ads» button and wait for orders from around the world.

for

ICO PARTICIPANTS

1. Users' interest in the MLC token after the site launch

One of the key advantages and differences of FLOGmall's ICO from any other ICOs is the built-in automatic exchange of tokens, that is called ATES (Automatic token exchange service), FLOGmall to another cryptocurrency.

The functionality of this service is partially similar to the internal service of mutual obligations. At the same time, it is an automatic mechanism for exchanging tokens between holders without participation of the site. Automatic exchange of tokens occurs for the performance of a useful action on the site.

When buying FLOGmall tokens at the pre-ICO or ICO stages, a user who wants to become a token holder receives a significant discount on token purchase. The platform sets the official rate for the sale of MLC tokens on the automatic token exchange service (hereafter ATES) equal to 1/1000 ETH, which is higher than the selling of MLC tokens on the pre-ICO and ICO stages.

After launching the site, the token holder gains access to ATES. At ATES, he/she can exchange his/her tokens purchased at the ICO stages to sellers and other users who purchase site services. At ATES, he can exchange his tokens purchased at the ICO stages both with sellers and other users who purchase site services. Thus, from the very first day of FLOGmall operation and ATES operation, users get the opportunity to exchange their MLC tokens with other users.

2. Mallcoin token release to exchanges

After the main ICO and site launch, it is planned to place a token on a number of other exchanges in the near future. You have no right to acquire MLC tokens if you are a US citizen or resident and are not an accredited investor in the United States. Accredited investors have the opportunity to resell MLC tokens in a year from the date of purchase.

A distinctive feature of the release of our token to the exchange is that its exchange rate will be provided by exchange on ATES. It will have its lower level, which tends to the rate of the most favorable offer on ATES (the lowest) on the day of Mallcoin release to the exchanges.

3. Hedging the risks

The hedging on FLOGmall is that the artificial creation and retention of the minimum value of the official token exchange rate equal to 0.001 Ethereum or 0.3\$ (calculated as the fiat equivalent value) creates a minimum conditional capitalization of the tokens and maintains this rate at a given level. This, in turn, gives confidence in the sale of tokens in the area of this value in an indefinite period of time (even with small volumes of trading on this token).

4. Discount up to 80% on site services

If you have been thinking for a long time and considering FLOGmall as a trading platform as a professional seller, then becoming a holder of tokens for pre-ICO and ICO, you get a discount of up to 80% on the services of the site immediately after its launch.

If you are considering FLOGmall from the point of view of an ordinary customer, then becoming a holder of tokens for pre-ICO and ICO, you get the opportunity to exchange tokens for goods with the benefit of up to 80%.

MARKET REVIEW

Since the FLOGmall site is multi-format, has common features with the bulletin board and trading e-commerce platform, the market review goes in two planes.

REVIEW OF THE MARKET OF FREE CLASSIFIEDS

With the active development of Internet technologies, more and more people are selling and buying various consumer products on the Internet. The classifieds began to appear in private and open portals in 1978. The progenitor of all known today's bulletin services can be considered BBS (Bulletin Board System). Since 1995, a major project craigslist.org has been launched. Today, the site hosts about 50 million ads every month, while the number of permanent registered users of the resource is 60 million.

Since the beginning of the 2000s, when such giants as gumtree.com (in 2005, it was absorbed by eBay), OLX and Slando (absorbed by AVITO) were founded, the whole world watched the flowering and development of Internet platforms in the format of classifieds. At the same time, traditional newspapers with ads went into the background. In Russia, a pioneer among the classifieds was in 1997 the service irr.ru. To date, it remains one of the largest players and ranks second place after avito.ru. Service irr.ru has an 8-million ad base, as well as a 16 million monthly audience.

Avito is the largest portal of ads in the territory of the Russian Federation, has been operating since 2007. During this time, Avito has gained a lot of popularity and is firmly associated with the sale and purchase of various goods and services. The total database of ads is more than 32 million, and the monthly audience is about 35 million.

The growth of the number of active users on the free classifieds is observed every year, along with the penetration of the Internet everywhere in those regions in which it was poorly developed, as well as an increase in the number of mobile users and a decrease in the popularity of other types of classifieds (newspapers, magazines).

The convenience of free ads sites is that they are able to unite customers and sellers from completely different corners of the city/country/world.

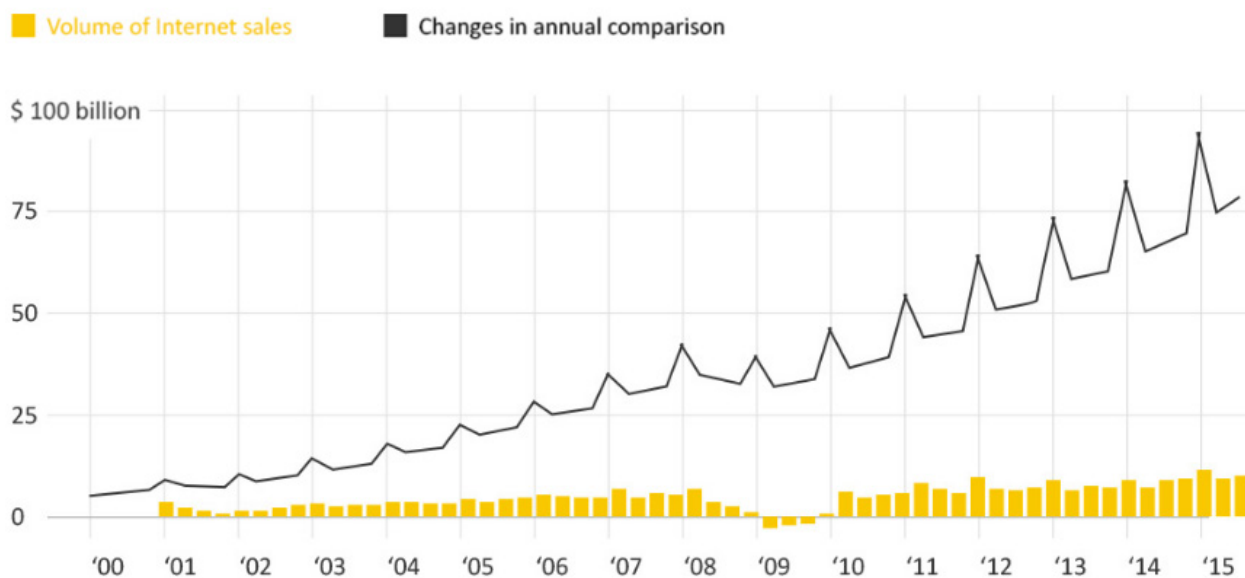


Fact: the free classifieds are densely included in the everyday life of ordinary citizens

“THE E-COMMERCE” MARKET REVIEW

The volume of the global e-commerce market in 2017 was \$ 1.55 trillion, and its annual growth was 25.5%. However, only in Russia the corresponding volume was 920 billion rubles, showing the annual growth of 21%.

QUATERLY VOLUME OF INTERNET SALES AND GROWTH IN THE US MARKET



By 2019, analysts forecast an increase in the volume of the world market to \$ 2.3 trillion

The world continues to develop small and medium business, new and new needs are emerging: entrepreneurs and companies need access to the global market and contemporary marketing tools!



WHAT WILL BE IF THE LARGE WORLD SITES (EBAY, ALIBABA, AMAZON) START TO TAKE THE CRYPTOCURRENCY AS THE PAYMENT, AND WHEN WILL THIS HAPPEN?

Nowadays, all world sites, such as Ebay, Amazon, Alibaba, Airbnb and other, are registered as businesses in various jurisdictions. Representations of these companies have a wide geography and are governed by national law.

At the same time, each state interprets the economic essence of the cryptocurrency in its own way or its interpretation has not yet been determined. Thus, legal uncertainty is created for the legal status of the cryptocurrency - both within one jurisdiction and in its interethnic regulation.

MAJOR COMPANIES CANNOT:

- Carry out commercial activities by using cryptocurrency in prohibited jurisdictions
- Calculate the tax base and pay taxes
- Exchange **cryptocurrency** on fiat money



Even if over time some jurisdictions are determined with the legal status of individual large cryptocurrencies, such as Bitcoin, Ethereum, etc., the remaining, smaller cryptocurrencies, which today number more than 1000 species, and newly issued cryptocurrencies, will remain outside the legal field, at best case as private money.

The governments of many countries will endeavor in the near future to issue their national cryptocurrency and establish it as legal. We can see these attempts already now, on the example of the PRC and Russia. This, in turn, will facilitate the adoption of sites of legal cryptocurrencies only.

At the moment, the crypto holders audience is growing at a high pace, but still insignificant in terms of all users of the e-commerce market. That is why the introduction of additional methods of payment for goods and services is not yet strategically important for the giants of the industry.

In large Internet companies, any changes do not happen as quickly as the market develops. Therefore, among the first ones small players have the opportunity to gain a foothold in this newly forging market.

At the same time, most countries have not yet formulated their position on cryptocurrency and its regulation. In most countries, the cryptocurrency is perceived as a quasi-cash, which, in turn, does not allow for a policy of monetary regulation.

REVIEW OF THE CRYPTOCURRENCY MARKET

THE IDEA OF CRYPTOCURRENCY AND TODAY'S REALITIES

Initially, the cryptocurrency was conceived as universal, decentralized means of payment, and bitcoin - as a peer-to-peer payment system. The term «payment system» implies the ability for ordinary users to purchase and sell various goods/services directly from person to person.

However, in the realities of the day, cryptocurrencies are used mainly for trade and exchange transactions and nonrecurring chaotic purchases, including «gray» goods.

Conventional Internet users do not understand the advantages that the cryptocurrency gives: decentralization, transaction speed, minimum commissions.

Recently, various communities around the world are talking about the fact that cryptocurrencies should enter the usual everyday life of ordinary citizens. This would make it possible not only to earn money, but also spend cryptocurrency on a par with conventional, fiat money, getting real, everyday goods and services for it.

The market of cryptocurrency is one of the most developing markets in the world:

According to Coinmarketcap, only since 2013, Bitcoin's capitalization has grown **more than 190 times**, and its value has grown **more than 120 times**:



According to the website coinmarketcap.com, the total market capitalization of the cryptocurrency market as of December 13, 2017 is more than \$ 492 billion:

Cryptocurrencies: 1353 / Markets: 7396 Market Cap: \$492 198 962 085 / 24h Vol: \$35 248 727 675 / BTC Dominance: 56.3%

Cryptocurrency Market Capitalizations

Market Cap ▾ Trade Volume ▾ Trending ▾ Tools ▾ Search Currencies 🔍

All ▾ Coins ▾ Tokens ▾ USD ▾ Next 100 → View All

#	Name	Market Cap	Price	Volume (24h)	Circulating Supply	Change (24h)	Price Graph (7d)
1	Bitcoin	\$277 267 065 268	\$16 564.00	\$13 531 200 000	16 739 137 BTC	-5.45%	
2	Ethereum	\$66 559 488 426	\$691.03	\$4 793 390 000	96 319 385 ETH	12.89%	
3	Bitcoin Cash	\$26 871 738 580	\$1 594.40	\$1 284 090 000	16 853 825 BCH	-0.78%	
4	Ripple	\$18 589 404 785	\$0.479861	\$3 448 900 000	38 739 144 847 XRP *	37.87%	
5	Litecoin	\$16 561 916 308	\$305.07	\$3 738 230 000	54 289 083 LTC	-7.67%	
6	IOTA	\$10 956 686 013	\$3.94	\$477 162 000	2 779 530 283 MIOTA *	-13.65%	
7	Dash	\$6 833 877 208	\$881.65	\$289 834 000	7 751 245 DASH	-3.15%	

The question is:

Why, if the market of cryptocurrency and Blockchain technology has received such support from all of humanity, cannot we still sell and buy various goods/services with cryptocurrency, along with ordinary, fiat money?

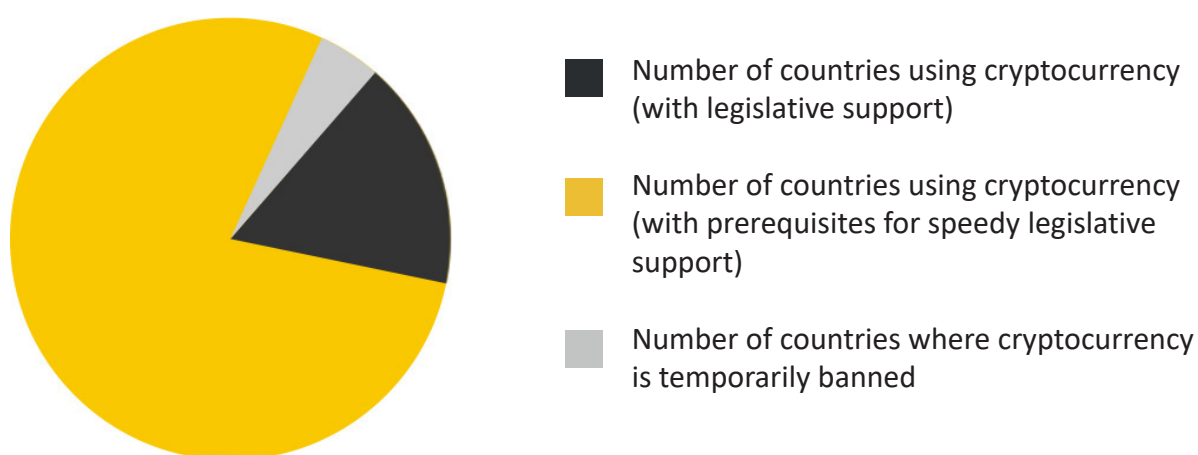
The answer to this question lies on the surface:

Due to the variety of legislation in different countries, as well as legal subtleties, the world in which ordinary citizens can buy and sell for cryptocurrencies is a distant future.

On October 11, 2017, the only country in which the cryptocurrency is a fully means of payment is Japan. In other countries, the legal status of cryptocurrency is treated differently and ambiguously.

If we take the total population of the planet Earth for 100%, sum up the population of countries in which the cryptocurrency is a legal means of payment, and present everything in the form of a diagram, we will see the following picture:

Despite the increasing number of outlets that accept cryptocurrency as payment, the average bitcoin and altcoin holder still cannot perform the usual daily financial transactions with them.



These legal nuances are political manipulations of different countries that run counter to the basic idea of the cryptocurrency: to make a universal, decentralized means of payment that benefit people, not states and banks.

FLOGmall is a huge step towards the decentralization and popularization of cryptocurrencies in all corners of the world, as well as a real tool of influence on the capitalization of the cryptocurrency market.

PROJECT ECONOMICS

Despite the fact that FLOGmall has absolutely free logon for both customers and sellers to exchange goods and services with tokens, the site plans to earn on a wide range of services that will be in demand among all categories of users of the service.

These categories include:

- **Professional sellers** – with an assortment of 10 to 500 or more positions simultaneously placed in the window of your live store.
- **Private sellers** – with an assortment of over 5 personal ads.
- **Ordinary customers** – making purchases through the guarantor of the site.

LET'S CONSIDER THE BASIC POINTS OF MONITORING FLOGMALL FOR EVERY CATEGORY OF USERS

For professional sellers

Monthly payment for the placement of goods/services:



“Micro-seller”

(from 10 to 50 positions)



“Small seller”

(from 50 to 100 positions)



“Medium seller”

(from 100 to 500 positions)



“Large seller”

(from 500 positions and more)

Promotion of the seller in a certain category:

- Promotion of 1 category of goods/services in the top list: for 1 week.
- Promotion of 2 categories of goods/services in the top list: for 1 week.
- Promotion of the 3 or more categories of goods/services in the top list: for 1 week.

Special placement of the seller in the category of «TOP sellers»:

- Placement of the store in the TOP rotation of sellers for 1 week.

For private sellers

Placement of ads over the limit (5 free active ads):

- Number of users who post from 5 to 10 ads.
- Number of users who post more than 10 ads.

Promotion of ads in search and categories:

- Promotion of ads in search and categories:
- Raising ads in TOP for 2 times (immediately and the next day) in the list.
- Highlighting in the search by color for 7 days + 1 free raising for 1 time.
- VIP-status in a special block for 7 days + 1 free raising for 1 time.
- Premium accommodation in the most visible place.
- Combo: highlighting + raising the ad in the TOP.
- Turbo-combo. All types of services together (premium + highlighting in the search + raising in the top for 2 times).
- Rate of use of the service per month.

For customers

Commission for the services of the guarantor of FLOGmall «Safe transaction».

The services described above as the main points of FLOGmall monetization are indicative and incomplete. They will be supplemented or abolished in the process of work.

All FLOGmall services can be paid only by Mallcoin tokens.

The value of services will vary depending on:

- The current market conditions.
- The exchange rate of the token.

If Mallcoin rate goes up, the value of services on site in its tokens (Mallcoin) will be recalculated downward (inversely proportional) to the equivalent fiat value remained significantly competitive with respect to other marketplaces.

Consider this logic on the example. Let's say that the value of a service for promotion of a seller's ad in search is 1 token, which translates into fiat money for \$2. Suppose that the token rate has risen to \$4. The site immediately recalculates the cost of the service, and it will become equal to 0.5 tokens.

In this case, if the price of the token is reduced on the exchange to \$1 as a result of market movements, the value of the service, equal to 1 token, remains unchanged.

THE ECONOMIC MODEL EVALUATION

The revenue model for FLOGmall is a variable monthly Software as a Service (SaaS) fee, as well as a flat 2% SAFE transaction fee. To evaluate the economic model of FLOGmall, we consider two possible scenarios: negative and positive.

NEGATIVE SCENARIO

In a negative scenario, we deliberately underestimated the number of active token holders. It does not take into account the increase in the number of participants in this market, which can make up to at least 30% by the end of 2017. More details about this can be found on the information resources [cnbc](#), [cryptocoinsnews](#), [hightech](#). Additionally, the most likely scenario of a significant increase in the Mallcoin exchange rate due to access to the stock exchanges is not taken into account.

According to the CCAF report ([Global Cryptocurrency Benchmarking Study](#)), from September 2016 to January 2017, the number of active holders of cryptocurrency was 6 000 000. At the moment, such holders are at least 10 000 000 people.

If the scenario of FLOGmall development is negative, our platform will be able to consolidate around itself at least 5% of the total number of holders of cryptocurrency within 1 year. And it will be the amount of no less than 500 000 users.

Let's consider the detailed calculation of the FLOGmall revenue in the context of the number of users of each category for the consumed service for 1 (one) month:

Holders in 2017 10 000 000 persons	% users from the market	Number of users on the site	Monthly fee for accommodation of goods in \$ usd	Earnings of a site in a month in \$ usd
Market Coverage				
Negative scenario	5%	500 000		\$4 397 021,05
Monthly for the placement of goods				\$3 975 000,00
micro seller (more than 10 products, but less than 50 products)	20%	15 000	20	\$300 000,00
small seller (more than 50 products, but less than 100 products)	40%	30 000	40	\$1 200 000,00
average seller (more than 100, but less than 500)	30%	22 500	70	\$1 575 000,00
large seller (more than 500 products)	10%	7 500	120	\$900 000,00
Promoting the store in the product category	5%	3 750		\$198 750,00
Placement of the 1 category of goods in the top list for 1 week	55%	2 063	20	\$41 250,00
Placement of 2 product categories in the top list for 1 week	35%	1 313	30	\$39 375,00
Placement of 3 or more product categories in the top list for 1 week	10%	375	50	\$18 750,00
Service utilization rate per month	2		99 375	\$198 750,00
Special placements of store in the category of TOP stores	1%	750		\$75 000,00
Store location in TOP for 1 week	100%	750	100	\$75 000,00
Private sellers	35%	175 000		\$138 250,00
Advertisements for 1 month	100%			\$8 750,00
Number of users who place ads for free (up to 5 ads)	90%	157 500	0,0	\$0,00
Number of users who post (from 5 to 10 ads)	7%	12 250	0,5	\$6 125,00
Number of users who post (more than 10 ads)	3%	5 250	0,5	\$2 625,00
Promotion of ads in search and on-site categories	20%	35 000		\$129 500,00
Raising ads in TOP for 2 times (today and tomorrow) in the list	35%	12 250	1,5	\$18 375,00
Highlighting in the search for 7 days + 1 free raising for 1 time	25%	8 750	1,5	\$13 125,00
VIP in a special block for 7 days + 1 free raising	10%	3 500	2	\$7 000,00
Premium accommodation in the most visible place	5%	1 750	5	\$8 750,00
Combo highlighting + raising ads in TOP	10%	3 500	2	\$7 000,00
Turbo-combo. All types of services at once (premium + highlighting in the search + raising in the top for 2 times)	5%	1 750	6	\$10 500,00

NOTES ON CALCULATIONS:

The main revenue of FLOGmall, according to our forecasts, will be obtained from professional sellers when they place more items and pay for the promotion of goods and services.

Professional sellers will account for 15% of the total number of FLOGmall users, private sellers - about 35%, the remaining 50% - customers.

The data are approximate and are derived from the ratio of the average user value for the e-commerce market based on the analysis of the largest market players.

Additionally, it should be noted that private sellers can also act as customers and vice versa. In this case, the total number of users of the site will be more than 100%.

The service utilization rate per month is the average amount of service usage per month for all users. For example, the seller # 1 purchases a certain service for 6 times in 3 months, and the seller # 2 purchases the same service only once for the entire period of using the service. Thus, the estimated average use of the service is 2 times a month.

For the convenience of users, all calculations in the table are given in dollars.

SAFE TRANSACTION

Based on the ratio of the number of users to the number of transactions, the number of forecasted transactions for the number of users of FLOGmall is shown - at least 17% of the total number of users in the reporting period.

From this number of transactions, a safe transaction will be used in 30% of cases. The average purchase amount for each operation was equal to 39 dollars ([according to Ebay](#))

The result of the negative scenario:

Based on the calculations, in the negative scenario, the revenue of FLOGmall will be \$ 4 397 021 per month. The annual revenue will be \$ 52 764 252.60.

Taking into account the correction factor of 0.88 (deduced from the calculation of the gradual increase in users on the site during 3 months), the total annual revenue will be \$46 432 542.29.

In this case, the reverse realization of all Mallcoin tokens by FLOGmall holders, of exchanging for another cryptocurrency equal to x2, will not be more than 16 months, provided that the total tokens are sold to users in the ICO stages for a total of \$ 30 000 000. This period is calculated for the exchange of the most recent holder at the maximum rate, since the first holders will begin to exchange Mallcoin with the benefit already at the start of FLOGmall.

This calculation is confirmed by an additional reverse calculation based on the revenue for the last period of third-party marketplaces:

Revenue of Ebay for the year of 2016: [\\$8 979 000 000](#)

Revenue of Alibaba for the year of 2016: [\\$22 994 000 000](#)

Suppose that FLOGmall was able to occupy a market share in the amount of only 1% from one Ebay or Alibaba site (which can be considered as a methodological calculation error). In this case, the revenue of FLOGmall will be \$ 89 790 000 and \$ 229 940 000, respectively.

The numbers obtained here significantly exceeds the forecasted profit according to the negative scenario revenue.

POSITIVE SCENARIO

This scenario takes into account the 30% increase in token holders in the current year 2017. According to our forecasts, the number of active market participants will be at least 13 million users. Considering the fact that FLOGmall is a unique product that has no analogues on the market, we plan to cover at least 15% of active holders of tokens within 6 months.

Holders in 2017 10 000 000 persons	% users from the market	Number of users on the site	Monthly fee for accommodation of goods in \$ usd	Earnings of a site in a month in \$ usd
Market Coverage				
Negative scenario	15%	1 950 000		\$17 148 382,10
Professional sellers	15%	292 500		\$16 570 125,00
Monthly for the placement of goods				\$15 502 500,00
micro seller (more than 10 products, but less than 50 products)	20%	58 500	20	\$1 170 000,00
small seller (more than 50 products, but less than 100 products)	40%	117 000	40	\$4 680 000,00
average seller (more than 100, but less than 500)	30%	87 750	70	\$6 142 500,00
large seller (more than 500 products)	10%	29 250	120	\$3 510 000,00
Promoting the store in the product category	5%	14 625		\$775 125,00
Placement of the 1 category of goods in the top list for 1 week	55%	8 044	20	\$160 875,00
Placement of 2 product categories in the top list for 1 week	35%	5 119	30	\$153 562,50
Placement of 3 or more product categories in the top list for 1 week	10%	1 463	50	\$73 125,00
Service utilization rate per month	2		387 562,5	\$775 125,00
Special placements of store in the category of TOP stores	1%	2 925		\$292 500,00
Store location in TOP for 1 week	100%	2 925	100	\$292 500,00
Private sellers	35%	682 500		\$539 175,00
Advertisements for 1 month	100%			\$34 125,00
Number of users who place ads for free (up to 5 ads)	90%	614 250	0,00	\$0,00
Number of users who post (from 5 to 10 ads)	7%	47 775	0,5	\$23 887,50
Number of users who post (more than 10 ads)	3%	20 475	0,5	\$10 237,50
Promotion of ads in search and on-site categories	20%	136 500		\$505 050,00
Raising ads in TOP for 2 times (today and tomorrow) in the list	35%	47 775	1,5	\$71 662,50
Highlighting in the search for 7 days + 1 free raising for 1 time	25%	34 125	1,5	\$51 187,50
VIP in a special block for 7 days + 1 free raising	10%	13 650	2	\$27 300,00
Premium accommodation in the most visible place	5%	6 825	5	\$34 125,00
Combo highlighting + raising ads in TOP	10%	13 650	2	\$27 300,00
Turbo-combo. All types of services at once (premium + highlighting in the search + raising in the top for 2 times)	5%	6 825	6	\$40 950,00
Service utilization rate per month	2			\$505 050,00
Customers on the site	50%	975 000		\$39 082,10
Commission for the "Safe Transaction" service	2%			\$39 082,10
Total number of purchases on the site for 1 month	17%	167 018		
Operations using a safe transaction of the total amount	30%	50 105		
Average purchase amount for each operation			\$39	
Total sales turnover for 1 month using a safe transaction				\$1 954 104,75

THE RESULT OF POSITIVE SCENARIO:

Based on the calculations, with a positive scenario, FLOGmall revenue will be \$ 17 148 382.10 monthly. The annual revenue will be \$ 205 780 585.14.

Taking into account the correction factor of 0.75 (deduced from the calculation of the gradual increase in users on the site for 6 months), the total annual revenue will be \$154 335 438.86.

In this case, the reverse realization of all Mallcoin tokens by FLOGmall holders, of exchanging for another cryptocurrency equal to x2, will not be more than 5 months, provided that the total sale of tokens to users at the ICO stages amounts to \$ 30 000 000. This period is calculated for the exchange of the most recent holder at the maximum rate, since the first holders will begin to exchange Mallcoin with the benefit already at the start of FLOGmall.

GRAND TOTAL

Let's summarize the negative and positive scenarios for the development of the site. Figures convincingly testify that this project is economically justified and profitable.

The difference in scenario outcomes is just how much time FLOGmall will take its niche in the market and gain a certain number of users. This number, in turn, will directly affect the amount of revenue received for a certain period.

RISKS FOR EARLY HOLDERS:

A too slow increase in the number of users and/or sellers can contribute to an insufficient increase in turnover of tokens on FLOGmall, which will lead to a slow exchange of tokens in our holders. You have no right to acquire MLC tokens if you are a US citizen or resident and are not an accredited investor in the United States. Accredited investors have the opportunity to resell MLC tokens in a year from the date of purchase.

In order to avoid this risk, soon after the launch of FLOGmall, our token will be placed on the exchanges.

Thus, the demand for the Mallcoin token will cease to depend only on FLOGmall users who purchase a token to pay for services. Token will become available to a wider range of people, which in turn will sharply increase its traded value and capitalization which in turn will lead to greater popularization of the project.

For more information about changing the exchange rate of the token when Mallcoin is exchanged internally for cryptocurrency, see the «Economy of the Token» section.

REPORT ON THE ECONOMIC AND FINANCIAL EVALUATION, AND THE INVESTMENT PROSPECTS OF FLOGMALL

This project is dedicated to the creation of a new unique offering on the e-commerce market. After having it learnt and having all calculations made, it was found out that the project itself is considered as a promising one. The beneficial feature of it is its break-even. A new high developing market and an availability of a new paradigm with the innovational service, namely:

1. After the official and full-scale functioning of the platform during the next 14, 72 months, the break-even point of the project will be reached (positive scenario), in case of negative scenario the break-even point will be reached during the next 19, 67 months.
2. The project itself is regarded as a potentially profitable one on the market of e-commerce, however, at the same time it's considered as a high-risk one. It shall not be regarded as negative scenario as "appetite for risk" of investors from all over the world is very high, and it's still growing followed by support of the stock market around the historic high. Due to the fact that investments in ICO have an extremely high level of risk, we highly recommend you to seek for independent financial and legal advice before buying Mallcoin tokens and investing in the FLOGmall project.
3. The availability of a new paradigm with innovational service and the formation of a new user category dramatically increase the likelihood of this e-commerce project survival with the fastening to the cryptocurrency systems and it increases venture capital funding opportunity.

Some comments on the project are as follows:

1. Recently the number of initial offering campaigns, including ICO, who almost completely or partly don't have any profit, has considerably increased.
2. From the perspective of the classical fundamental analysis this project with a high degree of certainty cannot be evaluated thoroughly because of the presence of some fuzzy characteristics, for example, absence of the genuine financial accounts (budget, statements of incomes and losses etc.) Although this issue could be resolved by the data mining method involving the expert estimations.
3. Absence of a detailed description of the information security service of the potential system users.

However, the comments mentioned above don't reduce the investment attractiveness and the perspective of this project. For that reason, we consider that this project deserves the high economic and financial evaluation.

**A.V. Kovalenko**

Ph.D. in Economics and Associate Professor of the Department of Applied Mathematics of Kuban State University

She has got more than 200 publications, including 5 training aids and 5 monographs, 80 articles in magazines from the list of academic journals, recommended by Higher Attestation Commission of Russia for publication of results of dissertations for the degree of Doctor and Candidate of Sciences, 12 articles are included in the Scopus and Web of Science databases, 4 certificates of state registration of computer programs.

ECONOMY OF THE TOKEN

BUILT-IN AUTOMATIC TOKEN EXCHANGE SERVICE

FLOGmall provides an open source cryptographic token - Mallcoin. Mallcoin - cryptocurrency, which can be exclusively paid in the FLOGmall platform. This token will be used as the payment unit for all transactions in the FLOGmall system and as a basis for interacting with other digital services. Calculation using a token outside the platform is not possible.

Mallcoin is a limited-edition token. He is not exposed to inflation in the long run. Mallcoin tokens are equivalent and translatable. It is planned to sell tokens on cryptocurrency exchanges.

The main and most attractive innovation of FLOGmall for the participants is the built-in automated token exchange service (hereafter ATEs) of Mallcoin. You have no right to acquire MLC tokens if you are a US citizen or resident and are not an accredited investor in the United States. Accredited investors have the opportunity to resell MLC tokens in a year from the date of purchase.

This is a simple and transparent system with an internal token rate, as well as a clear algorithm for selling tokens between sellers and customers of the site.



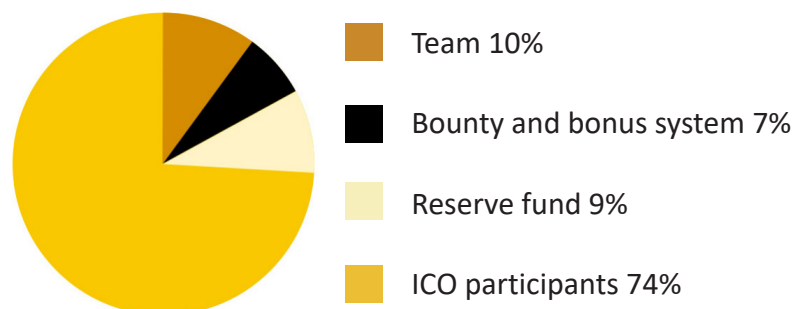
We offer a completely new way of investing: the full revenue of the project is fully and from the first day of the site functioning will go to Mallcoin holders who purchased tokens at the preSale, pre-ICO and ICO stages.

An additional advantage of ATES is the ability to purchase by users of Mallcoin tokens directly on the site, without the need to use various crypto-exchanges. You have no right to acquire MLC tokens if you are a US citizen or resident and are not an accredited investor in the United States. Accredited investors have the opportunity to resell MLC tokens in a year from the date of purchase.

Since **ATES** is primarily created for tokens holders who purchase tokens in the **preSale, pre-ICO** and **ICO**, stages, let's take a closer look at the algorithm of its operation.

ISSUE OF TOKENS AND THEIR DISTRIBUTION

We plan to issue **250 000 000 tokens Mallcoin (MLC)**. Let's pay attention to the distribution shares, as well as the stages of sales of the tokens, in order to understand how our economic model develops:



10% Team

Founders, team, advisors, and those who support the project at the early stage

9% Reserve fund

Maintaining of uninterrupted work of the platform. Popularization of the platform on the international market. Encouragement of new clients to develop the project.

7% Bounty and bonus system

Bounty campaign, bonuses for the ICO participants, lotteries and charity

74% ICO participants

Token Sale to the ICO participants at every stage.

TERMS AND CONDITIONS OF TOKEN DISTRIBUTION AND TOKEN BLOCKING

- 1
 - Tokens of the FLOGmall team will be blocked for 2 years with 4 periods of six months every having limited usage for this period.
 - Tokens of advisors and those who support the project at the early stage will be blocked for 6 months.
- 2
 - Tokens of the Bounty program participants will be blocked for 3 months.
 - 2 500 000 MLC tokens will be allocated for the support of the Real.help charity project for the period of 8 years and for the assistance rendering to the needy children.

These tokens are blocked for the whole period and will be defrosting gradually. Every month 1 % of the whole token fund, except for the last, 96 months, when the rest of tokens will be defrosted.

TERMS AND CONDITIONS OF TOKEN DISTRIBUTION AND TOKEN BLOCKING

- 3 • Tokens of the reserve fund will be partially blocked.

20% of tokens of the reserve fund are free from blocking and will be used for the maintaining of uninterrupted work of the FLOGmall platform.

80% of tokens of the reserve fund will start distributing from May 2019 during 2 years in order to attract new users on the international market.

Other tokens are not exposed to freeze.

- Creation, token issue or token mining after the ending of the ICO period are not envisaged;
- Tokens are allowed to pass after the ending of the ICO period;
- If the minimum goal is not accomplished, all funds will be returned back to the participants;
- ICO will be immediately finished as soon as all tokens are sold that are allocated for the ICO participants at the every stage.

TYPE OF TOKEN

Mallcoin Token (MLC) is a security token. MLC Token is offered for sales in the USA for accredited investors in compliance with the requirements of regulation D (page 506). You can read official documents about it [here](#)

According to the US jurisdiction (law), the Mallcoin tokens are securities and US citizens or US residents can buy MLC token only if they are accredited investors. Accredited investors have the opportunity to resell MLC tokens in a year since the moment of purchasing.

Residents and citizens of other countries can buy MLC tokens according to the usual procedure, taking into account their national jurisdictions.

We are moving to the Mallcoin rate formation at the stages of sale and to the financial information on profits for participants:

FORMATION OF THE RATE:

Stages of sale	The amount of mallcoin on sale	Selling rate of mallcoin, ETH/MLC	~Equivalent cost of MLC in \$ USD for 17.4.2018	A minimal target at sale stage \$ USD	~Equivalent of a minimal target in ETH for 17.4.2018	Discount for Mallcoin tokens depending on the stage:
PreSale 5%	12 500 000	1=6000	0,09	500 000	969	600%
PRE-ICO 14%	35 000 000	1=3000	0,17	2 500 000	4844	300%
ICO 55%	137 000 000	1=2000	0,26	5 200 000	9688	200%
The MLC rate after the start of the project (from the first day)	frozen	1=1000	0,52			

The sale rate of tokens Mallcoin has a strict peg to Ethereum and changes due to the stages of sale. It means that when the Ethereum exchange rate is increasing, the Mallcoin exchange rate is increasing as well and vice versa. For convenience of the ICO participants an approximate cost of tokens Mallcoin are shown in USD and it is automatically calculated according to the current cost of Ethereum for the current date. A minimal target for Mallcoin tokens sale is designated in USD at every stage. For convenience of the ICO participants a minimal target is automatically calculated according to the current cost of Ethereum for the current date.

From this table it follows that with each subsequent stage of sale, the value of Mallcoin (MLC) increases (in other words, we give a discount for the purchase of our tokens, which decreases with each stage).

The maximum possible discount for the purchase of Mallcoin (MLC) tokens is granted to the user at the very first stage of preSale and it is 600% according to the official ATES rate that is 1/1000 ETH.

The discount for the purchase of Mallcoin tokens (MLC) is given to the user at the pre-ICO stage and is 300% according to the official ATES rate that is 1/1000 ETH.

The discount for the purchase of Mallcoin tokens (MLC) is granted to the user on the ICO stage and it is 200% according to the official ATES rate that is 1/1000 ETH.

It is important to note that the Mallcoin tokens will not have additional issues afterwards. And all unsold tokens will be destroyed.

CROWDSALE REVIEW

The **preSale** stage will take place on our platform

Period: from December 14 to January 14.

Soft cap: 500 000\$. The selling rate of Mallcoin 1 ETH = 6000 MLC.

Hard cap: 1 000 000\$

Pre-ICO will take place on our platform and on the crowdfunding platform.

Period: from 22 February to 22 March, 2018.

Soft cap: 2 500 000\$ (or 3000 ETH).** The selling rate of Mallcoin 1 ETH = 3000 MLC.

Hard cap: 5 000 000\$ (or 6000 ETH)**

ICO will take place on our platform.

Period: from 26 April to 26 June, 2018. *

Soft cap: 5 000 000\$. The selling rate of Mallcoin 1 ETH = 2000 MLC

Hard cap: 18 000 000\$

In the ICO, you can participate with Ethereum, Bitcoin, KickCoin.

* The time and date of ICO could be rescheduled/prolonged. All information about changes is available on our official communication channels and on our official website.

** Soft and hard cap calculations are carried out to the equivalent of the average ETH rate. This rate is equal to 833\$ at the pre-ICO start.

The funds collected during the ICO, pre-ICO and preSale will be distributed as follows:

PR and marketing to support FLOGmall and support projects — up to 79% (FLEX)

Infrastructure and development of communities — 5% (Fix) MIN 1 000 000\$

Payment for **PR and marketing** services for ICO — up to 5% (Fix) MIN 500 000

Operating expenses, employees, office, etc. — up to 7% (Fix) MIN 2 000 000\$

Investments return to early investor — 2% MAX 500 000\$

Legal compliance execution of documents — 1% (FIX) MIN 150 000\$

Repayment of loans received during the development of the platform — 1% MAX 500 000\$

Bonuses of owners and developers — MAX 3% (FLEX)

BONUS SYSTEM OF THE ICO

BONUS ICO

ICO: DAYS 1-7		25 - 30% BONUS	
April 26, 2018, 11:00 AM (GMT) - May 3, 2018, 11:00 AM (GMT)		Bonus depends on the contribution amount:	
Contribution	Bonus	Rate (per 1 ETH)	
100 ETH and more	30%	2600 MLC	
10 - 100 ETH	27.5%	2550 MLC	
5-10 ETH	25%	2500 MLC	

ICO: DAYS 8-18		20 - 25% BONUS	
May 3, 2018, 11:00 AM (GMT) - May 14, 2018, 11:00 AM (GMT)		Bonus depends on the contribution amount:	
Contribution	Bonus	Rate (per 1 ETH)	
100 ETH and more	25%	2500 MLC	
10 - 100 ETH	22.5%	2450 MLC	
5-10 ETH	20%	2400 MLC	

ICO: DAYS 19-33		15 - 20% BONUS	
May 14, 2018, 11:00 AM (GMT) - May 29, 2018, 11:00 AM (GMT)		Bonus depends on the contribution amount:	
Contribution	Bonus	Rate (per 1 ETH)	
100 ETH and more	20%	2400 MLC	
10 - 100 ETH	17.5%	2350 MLC	
5-10 ETH	15%	2300 MLC	

ICO: DAYS 34-45		10 - 15% BONUS	
May 29, 2018, 11:00 AM (GMT) - June 10, 2018, 11:00 AM (GMT)		Bonus depends on the contribution amount:	
Contribution	Bonus	Rate (per 1 ETH)	
100 ETH and more	15%	2300 MLC	
10 - 100 ETH	12.5%	2250 MLC	
5-10 ETH	10%	2200 MLC	

ICO: DAYS 46-55		5 - 10% BONUS	
June 10, 2018, 11:00 AM (GMT) - June 20, 2018, 11:00 AM (GMT)		Bonus depends on the contribution amount:	
Contribution	Bonus	Rate (per 1 ETH)	
100 ETH and more	10%	2200 MLC	
10 - 100 ETH	7.5%	2150 MLC	
5-10 ETH	5%	2100 MLC	

ICO: DAYS 56-61		SECRET DAYS OF BONUSES	
June 20, 2018, 11:00 AM (GMT) - June 26, 2018, 11:00 PM (GMT)			
		TOP SECRET	

RULES FOR THE BONUS PROGRAM AT EVERY STAGE

The Flogmall bonus program is valid for the pre-ICO and ICO stages, and it has got its own encouragements, that you can learn in more detailed way above, for participants. In every stage a bonus program is divided into four parts. The amount of bonuses depends on the amount of the contribution and on the consecutive day of the token purchase.

As you can understand, from the things already mentioned, the maximum bonuses are granted for purchasing MLC tokens to the equivalent of 100 ETH and it happens on the first days of pre-ICO and ICO. Not to lose an opportunity of receiving some additional bonuses, we recommend you to register on our web site in advance and follow the sales start.

LOTTERY №1.

Among the participants with the contribution amount from 20 ETH to 100 ETH

If the amount of your contribution is from 20 ETH to 100 ETH, then you automatically become a participant in the lottery. Under the terms of the lottery, 5 random participants will receive additional bonuses in the form of Mallcoin tokens from the system.



RULES FOR THE BONUS PROGRAM AT THIS STAGE

If, as a result of buying Mallcoin tokens in the **pre-ICO** and **ICO** stages, you, as a participant, fall under both bonus programs - «for the purchase time» and «for the purchase amount» with the contribution amount from 20 ETH to 100 ETH, both programs. In other words, bonuses are summed up, and you can both get them in the program «**Bonuses for the purchase time**», and become one of the 5 lucky winners of «**Lottery No. 1**».

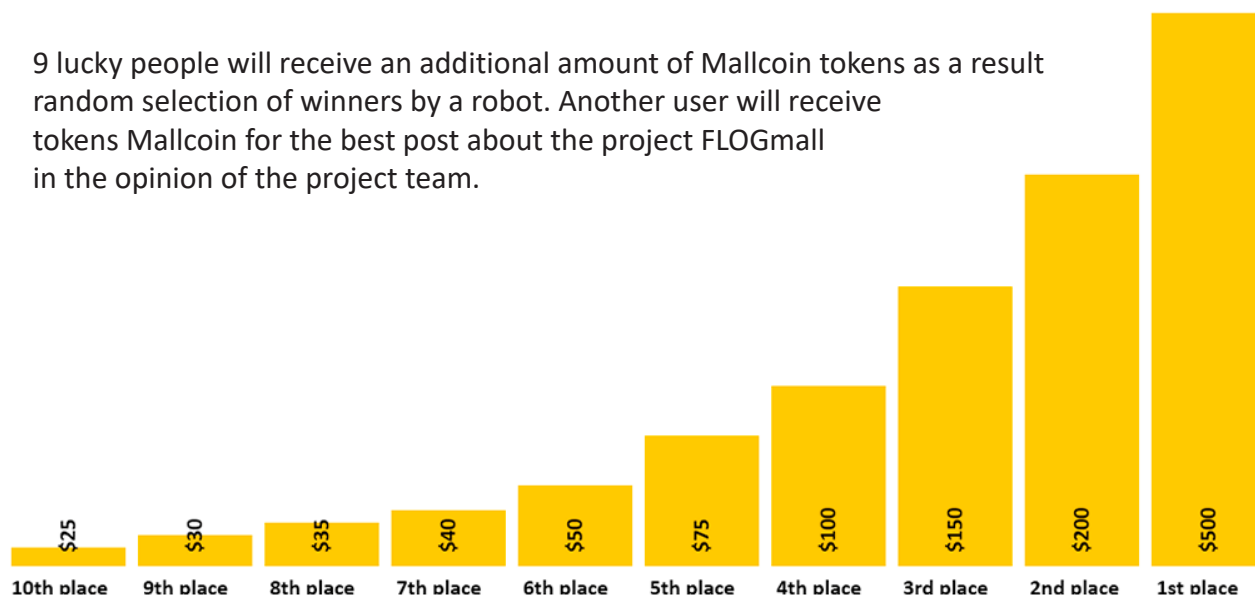
LOTTERY №2.

Among the participants with the contribution amount from 0,1 ETH to 20 ETH

We want to thank each participant, regardless of the amount of the contribution. That is why we decided to hold **Lottery No. 2**.

To participate in this lottery, you should publish a post in social networking sites and write in it why you decided to participate in our project, why it is worthy of attention. The post must remain on your wall until the totals of the lottery are summed up.

9 lucky people will receive an additional amount of Mallcoin tokens as a result of a random selection of winners by a robot. Another user will receive Mallcoin tokens for the best post about the project FLOGmall in the opinion of the project team.



RULES FOR THE BONUS PROGRAM AT THIS STAGE

If, as a result of buying Mallcoin tokens in the **pre-ICO** and **ICO** stages, you, as a participant, fall under both bonus programs - «for the purchase time» and «for the purchase amount» with the contribution amount from 0,1 ETH to 20 ETH, both programs. In other words, bonuses are summed up, and you can both get them in the program «**Bonuses for the purchase time**», and become one of the 10 lucky winners of «**Lottery No. 2**».

FLOGMALL LAUNCH

AND START FOR SALES OF MALLCOIN TOKENS ON THE INNER SERVICE

Immediately after the launch of FLOGmall and the start of sales of goods and services from individuals or online stores, ordinary users need to purchase Mallcoin tokens.

The reason is that despite the absolutely free logon of users to the site and the possibility of free ad placements, the number of such ads is limited.

This applies to both online stores (professional sellers) and private sellers when selling certain goods and services.

In the process of work, users will need to purchase services to promote their online store and/or a private ad.

With the popularity of the site, day by day, the number of new users will increase. Demand for tokens will be directly proportional to the demand for site services, which is achieved through international marketing and promotion of the site, as well as its mass popularization.



Thus, immediately after the start of **FLOGmall**, the market will need to purchase Mallcoin tokens.

Earlier it was mentioned that the main idea of ATES launching is to enable all users to exchange Mallcoin tokens for another cryptocurrency. In fact, after launching the site, we offer users 2 options for purchasing of Mallcoin tokens:

- 1 From the early holder of our tokens at a more favorable rate**
- 2 From the FLOGmall site at the official rate the minimum value of which is 1/1000 ETH**
- 3 On the crypto-exchanges**

You have no right to acquire MLC tokens if you are a US citizen or resident and are not an accredited investor in the United States. Accredited investors have the opportunity to resell MLC tokens in a year from the date of purchase.

























The release of the token to the exchanges will occur gradually within a few months after the launch of the site.

			◆ Ethereum ▾
ATES Rate	According to the application №0001753	0,00095 ETH (0.285\$)	BUY ▾
FLOGmall Rate		0,001 ETH (0.300\$)	BUY ▾
Exchange Rate	approximate date of entry to the exchange on June 18, 2018.		GO ▾

LET'S GIVE MORE DETAILS FOR EACH OF POINTS

Point №1

The purchase of Mallcoin tokens on ATES from the early holders of our tokens:

Application date	Application No.	Claim currency	Number of MLC tokens	Selling rate
18.02.18 (23:12:56)	000001753		1 750	0,00077 ETH (0.231\$)
18.02.18 (23:15:15)	000001754		200	0,00081 ETH (0.243\$)
18.02.18 (23:22:00)	000001755	  	12 800	0,00082 ETH (0.246\$)
18.02.18 (23:31:02)	000001756		1 000	0,00084 ETH (0.252\$)
18.02.18 (23:33:06)	000001757		500	0,00085 ETH (0.255\$)
18.02.18 (23:48:33)	000001758	 	13 500	0,00086 ETH (0.258\$)
18.02.18 (23:52:56)	000001759	 	980	0,00087 ETH (0.261\$)
19.02.18 (00:00:35)	000001760	 	260	0,00090 ETH (0.270\$)
19.02.18 (00:07:08)	000001761	        	1 550	0,00095 ETH (0.285\$)
19.02.18 (00:12:39)	000001762	 	11 005	0,00099 ETH (0.297\$)

[SHOW MORE](#)

Do you want to sell your MLC tokens? [Place a request for sale](#)

You are looking at goods from 1 to 20 out of 125

PREVIOUS

1

...

8

NEXT

Principle of operation.

With the opening of the FLOGmall site, the official exchange rate for the sale of Mallcoin tokens by our system is set at 0.001 Ethereum or 0.3 \$ (if you are still used to making calculations in fiat money).

At the same time, we begin to accept the applications for the exchange of Mallcoin tokens from early holders. Each early holder has the right to exchange any number of tokens that he has, and also set any exchange rate and set the type of cryptocurrency he wants in exchange for Mallcoin (for example, Bitcoin, Ethereum or any other cryptocurrency of more than 1000 tokens).

Each application that is placed on ATES is assigned a serial number so that each early holder can track his application on the exchange list. Applications are ranked according to:

- rate of application;
- application date;
- application time.

Thus, for the early holder of our tokens, it will be possible to make an application at a lower cost - for a quick profit, and to indicate a higher cost and get even greater benefit over time.

When applying with the same rate, the first in the list of applications for execution will be one that was published earlier. With the same date and time, counting is carried out to milliseconds.

For convenience of displaying and tracking of applications, they will be filtered according to the following parameters:

- rate of application;
- application date;
- application time;
- the type of the application's cryptocurrency;
- the number of Mallcoin tokens to be exchanged.

Filtering allows the user to display the Mallcoin exchange rate for the various cryptocurrencies filed in the applications by early holders, and determine for yourself the most profitable rate.

Formation of the internal rate of the early holders is according to the laws of the market.

Let's try to understand what are the options for forming the internal rate of the system. Despite the fact that each early holder has the right to establish a rate for the exchange of Mallcoin at will, there are the main factors from which to start:

1. Early holders will not want to sell their tokens below cost.

It means that the rate will initially be given a lower sales level, equal to 0.0001666666667 Ethereum or 0.05\$.

Exceptions may be the situations where:

1.1. The early holder urgently needed to return his/her digital assets due to circumstances. In order for his application to be executed first, he deliberately underestimates the exchange rate of his/her Mallcoin tokens.

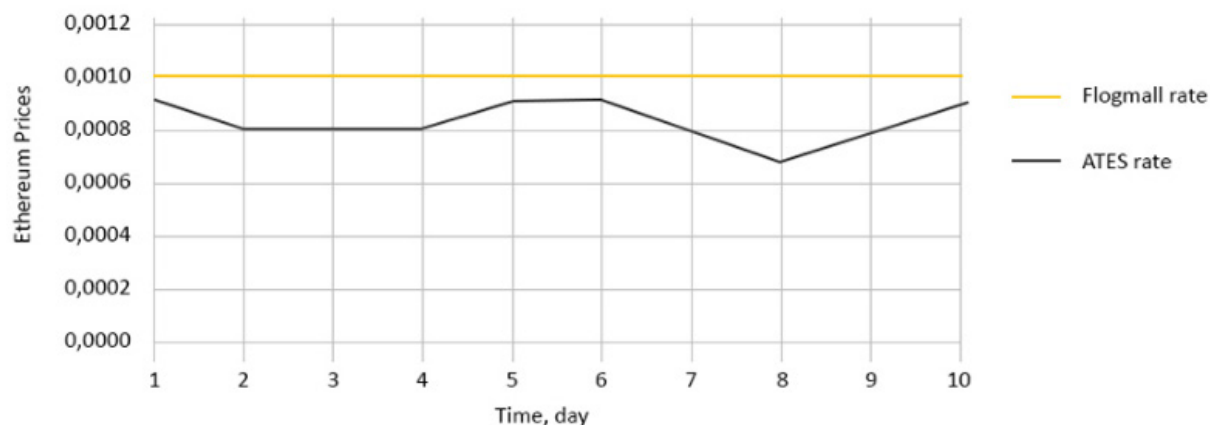
1.2. The holder of our token, exchanging Mallcoin, did not purchase them at the pre-ICO and ICO stages, but got it thanks to our drawings or bonuses, and as a gift from any holder. But the number of such tokens is insignificant, which will lead them out of the turnover very quickly.

There is an official exchange rate for Mallcoin, equal to 0.001 Ethereum, and the system will NEVER trade Mallcoin for a lower price.



Due to this, we can preliminary designate the internal rate within the range from 0.0001666666667 to 0.001 Ethereum. In this case, each early holder independently sets the exchange rate for Mallcoin tokens.

An additional factors that influence on the success of the FLOGmall project will be the increasing daily turnover thanks to the growth in the number of site users. An increasing number of sellers will need to purchase Mallcoin tokens, since for mutual calculations implementation the internal unit of estimation, Mallcoin, is used on the site.



Due to the fact that, after entry to the exchanges, the need to purchase Mallcoin tokens will not be limited only by the number of FLOGmall users who need to purchase the services of the site, there is a potential likelihood that the value of Mallcoin may increase due to market demand at the crypto exchanges and exceed the official Mallcoin rate on the FLOGmall site.

This factor can keep many holders of our tokens from the early exchange of their Mallcoin at ATES. Due to this, the internal rate of Mallcoin will tend to the upper value set by the system itself.

The mathematical relationship of the speed of the Mallcoin token exchange rate depends on several characteristics

To understand the mathematical dependence of speed of the Mallcoin tokens exchange rate depending on several characteristics, there is a mathematical calculation prepared by an independent analyst, Associate Professor of the Department of Applied Mathematics and of the Department of Computer Technologies Applied mathematics of Kuban State University - Anna Vladimirovna Kovalenko.

Fundamental calculation and condition formulas:

$$a) S = B(ICO)$$

$$V = \frac{S}{T} = \frac{B(ICO)}{T} = \frac{C_{ATES}ICO}{C_{ICO}T} = KN \sum_{m=1}^{m=M} C_{F_m},$$

$$T = \frac{C_{ATES}ICO}{C_{ICO}KN \sum_{m=1}^{m=M} C_{F_m}}$$

where S — is a necessary revenue for realization of all MLS tokens to derive possible benefit;
 C_p — is a MLS value at ATES (Automatic Token Exchange Service);
 T — is time required for the realization of all MLS tokens;
 ICO — is funds raised through the ICO;
 C_{ATES} — is maximum MLS value at ATES;
 M — is the total number of paid platform services;
 C_{F_m} — is a cost of paid service.

$$6) B = \frac{C_{ATES}}{C_{ICO}} > 1, C_{ATEC} = \lim(C_p) = C_{of_n}$$

$$b) C_F = a_1 C_{of_1} = a_2 C_{of_2} = \dots = a_n C_{of_n}$$

$$r) C_{f_m} = d_m C$$

$$m = 1..M$$

Where d_m — is a factor of the cost of various services;

V — is a possible revenue generation speed;

C_{ICO} — is a the weighted average selling price of tokens at the ICO stages;

$C_{of_1} \dots C_{of_n}$ — is an official token price at the platform;

C_F — is a fiat (competitive) cost of a paid service. It is a constant;

a_1, a_2, \dots, a_n — is a sequence of inverse correction factors (token value increasing decreases the cost of service);

K — is the average number of paid services per a platform user;

N — is the average number of platform users per a time unit;

T — is a time span to receive possible revenue (time unit);

B — is a possible revenue of early token holder.

Explanatory notes:

a) the time to receive possible revenue is in inversely ratio to C_F, K, N, C_{ICO} and in direct ratio to C_{ATES}, B, C_{ICO}

6) a possible revenue of early token holder will go to value greater than 1. For example, $B=2$ is X2 or 100%, $B=3$ mean X3 or 200% etc

b) in a platform requirement. The cost of the service in fiat is in inversely ratio to the value-increasing of the token.

The summary is given underneath:

1. If the official rate C_{of} , rises, the speed of obtaining possible revenue will reduce V , but the potential revenue of early token holder B will increase.

2. A key objective to increase the speed of obtaining possible revenue V - is optimal platform monetization

$$K \sum_{m=1}^{m=M} C_{F_m}$$

and maximizing the number of platform users N .

2. Entry to the exchanges

Mallcoin will be placed on the exchanges to create the maximum access availability to the platform. If the rate on the exchange exceeds the official rate of 1/1000 ETH, the official rate will become floating and will be equal to the average price among the rates on all exchanges for each day. However, the minimum possible rate on the platform will be 1/1000 ETH.

At the same time, the cost of services on the site in Mallcoin will be recounted (in inverse proportion) to ensure that relative to the cost in money, they remain significantly competitive with other marketplaces.

Point №2

The purchase of Mallcoin tokens from the FLOGmall site at the official exchange rate.

Simultaneously with the official opening of the FLOGmall trading platform, the official Mallcoin rate is set at 0.001 Ethereum. At the first stages of launching the site, this measure is necessary in order to set and maintain the upper level of the value of the Mallcoin token on ATES, to create a conditional capitalization of the tokens.

Although the official selling rate of Mallcoin tokens at ATES is 1/1000 ETH and there may be an application for the sale of MLC tokens at a more favorable rate from early holders, the acquisition of MLC tokens at the official exchange rate is still possible in the following situations:

- 1. Among the offers of the participants there was no desired cryptocurrency for the exchange for Mallcoin** (or offers by volume are not enough)
- 2. The user wants to support the project, not the participants**
- 3. To maintain the smooth operation of the system in a variety of situations** (for example, all the tokens on ATES have run out)

Tokens purchased in the official website at the official exchange rate can be used only to pay for services on the platform. They can not be kept or redeemed for other operations (trading).

Token turnover and reserve fund



Is there a situation in which a single participant can redeem **all FLOGmall tokens**?

No.

FLOGmall initially formed a reserve fund. To pay for FLOGmall services, users use Mallcoin tokens. Thus, when paying for FLOGmall services and when purchasing a Mallcoin token from the site itself, the token is returned back to the reserve fund. That is, on FLOGmall it is impossible to create a deficit of tokens, which are necessary for its smooth operation.

It should be noted that the participant, exchanging his/her tokens, passes them to the user, who in turn pays with them the services of the FLOGmall site.

Thus, the system actually «redeems» from the participants their own tokens, which were implemented by him/her at the preSale, pre-ICO and ICO stages through the provision of services to site users.

The ultimate Mallcoin token holder will eventually become the site itself. If we consider only such a model, then after some time all Mallcoin tokens will have to be at the site, and the maximum possible discount on the Mallcoin token for the participant will be 600% (under the condition of purchasing the tokens on the preSale stage), comparing the official MLC token rate at ATES (0.001 ETH).

In order for our participants to get more profit, and also to speed up the process of selling Mallcoin tokens and for that it was not tied to the internal consumption of tokens, and as a result to ATES systems, we will issue Mallcoin tokens to the crypto-exchange shortly after the official launch of the resource. In the next paragraph, we will discuss in more detail what will happen in this case, and why this will have a positive effect on the participants.

Point №3

The purchase of Mallcoin tokens on the exchange (not available immediately after the launch of the site).

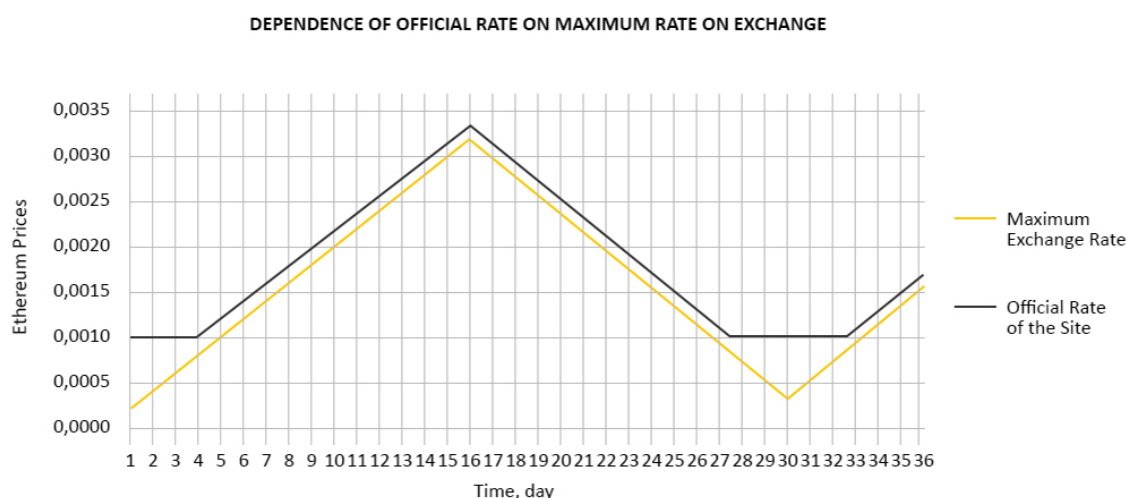
A distinctive feature of Mallcoin entry to the exchange is that the rate of this cryptocurrency will already be provided with the current exchange rate at ATES and will have its lower level, which tends to the rate of the most profitable offer at ATES on the day of Mallcoin entry to the exchange.

It will vary within the range from 0.0001666666667 to 0.001 Ethereum. According to the laws of supply and demand for tokens, at the first stage the rate will quickly equalize with respect to the ATES rate (price smoothing).

If the average rate of the MLC token on all exchanges is higher than at ATES, then there will be a complete (partial) repurchase of tokens at ATES as a result of space arbitrage. The official rate on ATES will then have the average exchange value of the MLC token value.

If the rate on the exchanges is lower than at ATES, it will not incur a loss of investment for investors, as they will be able to exchange tokens at a fixed rate of ATES.

It is also worth saying that the demand for the purchase and sale of MLC tokens on exchanges does not directly depend on the demand of users of the FLOGmall system, but is market-based, so Mallcoin's exchange rate can significantly exceed the official FLOGmall exchange rate.



Thus, the Mallcoin token acquires a unique property of maintaining a minimum value, which allows us to consider Mallcoin as a reserve currency for the preservation of your assets.

The lower value for Mallcoin tokens will be supported by the official exchange rate of the site, and the upper ceiling of the value will not be limited. Liquidity of our cryptocurrency will increase with the growth of the site and interest from speculators (traders).

Based on our calculations, it can be said that Mallcoin entry to the exchanges will additionally attract significant investments in the project, as well as increase the benefits of early holders who at that time have not yet fully exchanged their Mallcoin tokens.

HEDGING OF RISKS

The hedging of risks for FLOGmall participants is that the artificial creation and retention of the minimum level of the official token exchange rate equal to \$ 0.3 or more (in terms of fiat value) creates a minimum conditional capitalization of tokens and maintains this rate at a given level. This, even with small volumes of trades for this token (at ATES and cryptocurrency exchanges) gives confidence in the exchange of tokens in the area of the specified value in an indefinite period of time.

■ DIVING OF THE 2ND LEVEL

The user can get Mallcoin for useful actions for FLOGmall, and then exchange them for real goods or service without leaving the site. Alternatively, it can exchange Mallcoin tokens for another cryptocurrency through ATES.

FLOGmall provides an opportunity for each user to exchange accumulated or previously purchased Mallcoin tokens for goods and services from any category with a profit up to 90% (limited to offers of sellers). The Mallcoin rate is equal to the current official exchange rate. Thus, the user can significantly save on the purchase of goods and services due to the fact that he/she initially purchased tokens, for example, for \$ 0.05, and exchanged at a rate of \$0.3 (paid part of the goods with tokens of the site). The example of the rate is given in terms of the sum of money at the current rate of Ethereum.

Since the number of tokens is limited to emissions and sales at the ICO stages, and the main purchaser is the platform, the most of the tokens are consolidated on the platform over time. In order for the token turnover to continue, the platform has the right to implement a new issue of tokens.

It will enable you:

1. The output of additional tokens into the market;
2. Getting the site of financing in advance;
3. Possibility for holders to obtain tokens at a discounted favorable rate;
4. Possibility for sellers and other users to purchase future platform services at a discount;
5. The ability as MLC token holders to get tokens from a new issue by exchanging tokens at a discount;

■ REVIEW OF THE EXISTING MARKET WITH DESCRIPTION OF OPPORTUNITIES

Based on all the above stated points, we can confidently talk about the uniqueness of our project for the holders of tokens. In order to confirm our words, we prepared a cut of existing projects and indicated the advantages that the FLOGmall project gives to users.

OPPORTUNITIES OF THE SITE	Ebay	Aliexpress	Storiqa	Soma	Openbazaar	FLOGmall
Sale of new goods	✓	✓	✓	✗	✓	✓
Sale of second-hand goods	✓	✗	✗	✓	✓	✓
Sale of services	✗	✗	✗	✗	✗	✓
The possibility of free ads	✗	✗	✗	✗	✓	✓
Paid promotion of stores	✓	✓	✗	✗	✗	✓
Video review of goods	✗	✗	✗	✗	✗	✓
Live store	✗	✗	✗	✗	✗	✓
Professional blogger review	✗	✗	✓	✗	✗	✓
Customers's responses	✓	✓	✓	✓	✗	✓
Transparent responses system	✓	✓	✓	✓	✗	✓
Rating of trust to the seller	✓	✓	✓	✓	✗	✓
Popularity Rating	✗	✗	✗	✗	✗	✓
Smart filtering system for search	✓	✓	✗	✗	✗	✓
Safe purchase	✓	✓	✓	✓	✗	✓
Arbitration in disputed situations	✓	✓	✓	✓	✗	✓
Creating a professional store	✓	✓	✓	✗	✗	✓
Payment with various cryptocurrencies	✗	✗	✓	✓	✗	✓
Sale of system TOKENS to other users	✗	✗	✗	✗	✗	✓
Sale of system TOKENS on the exchange	✗	✗	✓	✓	✗	✓
Cash Back for domestic currency	✗	✗	✗	✗	✗	✓
Savings on commissions of payment systems	✗	✗	✓	✓	✓	✓
The possibility of earning for active behaviour on the site	✗	✓	✓	✓	✗	✓
Participation in the development of the site	✗	✗	✗	✗	✗	✓
The ability to purchase goods/services with internal tokens with the benefit of up to 80%	✗	✗	✗	✗	✗	✓
The platform shares revenue with the holders of its tokens	✗	✗	✗	✗	✗	✓

Thus, FLOGmall is a unique offer for each group of users and for the entire cryptocommunity, which has no current competitors among third-party projects.

ROADMAP

2011 • Opening of the first local brand name retail store

2012 • Opening of the brand name retail chain

2013 **NOVEMBER**
• Russia-Ukraine Crisis. Closing of the brand name retail store and starting online-retail.

DECEMBER
• A global analysis of the world e-commerce markets.

2014 **FEBRUARY**
• Launch of the mono-product online-stores around Russia

JULY
• Official launch of the Topzakazz brand

OCTOBER
• Contract manufacturing of the local products for the mono-stores in China.

2015 **FEBRUARY**
• Project connection to CPA. Mass traffic attraction.

APRIL
• Market expansion to CIS countries (Ukraine, Kazakhstan).

NOVEMBER
• Opening of the wholesale trade. The first goods delivery to online retail stores.

2016 **MARCH**
• Start of a full cycle of services for e-commerce (dropshipping, outsourcing, fulfillment).

JULY
• Prototyping your own e-commerce CRM system.

2017 **JANUARY**
• Opening of the office in China (Guangzhou).

FEBRUARY
• Preparation of infrastructure for launching the Cargo.

AUGUST

- The launch of Cargo 677 in China
- Entering the world market. Wholesale deliveries of goods all over the world.

SEPTEMBER

- Development of FLOGmall lay-out and wireframing of the website.

OCTOBER

- Integration of the platform and the Blockchain.

NOVEMBER

- Development of ATES architecture.
- Team building
- Writing a White Paper

DECEMBER

- Publication of the White Paper.
- Starting a smart contract.
- Audit of a smart contract.
- Development of the basic

2018

JANUARY

- Completion of the preSale stage.
- Development of the basic functionality of FLOGmall.

FEBRUARY

- Launch of Alpha version of FLOGmall.
- Open registration for all users.
- Active involvement of the first online stores on the platform
- Creation of informational media in the media.
- Starting a smart contract.
- Audit of a smart contract.
- Conducting pre-ICO on the crowning platform.

MARCH

- Conducting pre-ICO on the crowning platform.
- Creation of informational media in the media.

APRIL

- Conducting the ICO.
- Launch of the Beta version of FLOGmall.
- Creation of informational media in the media.

MAY

- Conducting the ICO.

JUNE

- The official launch of FLOGmall.
- Conducting the ICO.
- Launch of ATES with the installation of an official rate.
- Attraction of sellers and customers on the site.

- Initiation of the exchange of the first Mallcoin tokens at a more favorable rate at ATES.
- The first official sales on the FLOGmall site.
- The first personal ads on the exchange of goods for cryptocurrency.
- Creation of massive newsbreaks for publication in international media.
- Opening of official stores selling goods for Mallcoin at a discount.
- Infrastructure development.
- Launch of the user support program.
- Drawing of lotteries and bonuses for our holders

JULY

- Launch of requests exchange using the resources of API partners for our sellers in order to realize their inactive altcoins obtained in the course of transactions.
- Development of a mobile application infrastructure.
- The entry of the Mallcoin token to the exchange.

AUGUST

- Extension of the geography of the project. (Accentuated marketing for the characteristics of each individual country - Europe, Russia, Israel)
- Release of the mobile application for users and sellers.

SEPTEMBER

- Extension of the geography of the project. (Accentuated marketing for the characteristics of each individual country - the United States, Canada)
- Launch of the reward system.
- Development of platform tools: consulting, marketing, legal support.

OCTOBER

- Extension of the geography of the project. (Accentuated marketing for the characteristics of each individual country - South and Latin America)

NOVEMBER

- Extension of the geography of the project. (Accentuated marketing for the characteristics of each individual country - Africa, Australia and the ocean)

DECEMBER

- Extension of the geography of the project. (Accentuated marketing for the characteristics of each individual country - the Middle East and other Asian countries)

PROJECT TEAM

My name is **Aleksey Khayrutdinov**, I am the founder and inspirer of the FLOGmall project. Also I am the founder of Topzakazz online store and fulfillment-service Topzakazz.biz. I specialize in the successful implementation of e-commerce projects for more than 3 years, and my experience in retail is 6 years. I went through all the standard steps to launch my own online stores and enter international markets in practice.

As the owner of my own fulfillment-service and as an entrepreneur with practical experience in e-commerce, I understand how customers who make purchases through the Internet and entrepreneurs starting their own business in the e-commerce segment think. Contemporary e-commerce is in a pickle. On the one hand, there are customers whose interests are protected selectively, due to the human factor and the diversity of jurisdictions in different countries. On the other hand, there are sellers who are not able to compete with global corporations. Therefore, with the advent of Blockchain technology, I decided to change the situation.

I gathered a strong team of like-minded people who want to make the world e-commerce better, more convenient, more technological and safer. Together we want to create the first e-commerce community and offer sellers and customers a solution that will be beneficial and convenient for everyone. Such a project cannot be implemented without innovative technologies, so we need funding for project development, internal safety module audit and much more.

The backbone of the FLOGmall team consists of entrepreneurs who successfully work in the e-commerce market for 5 years. The subsidiary company of FLOGmall is the company Topzakazz. Topzakazz is a wholesale/retail company with offices in Russia (Krasnodar) and China (Guangzhou).



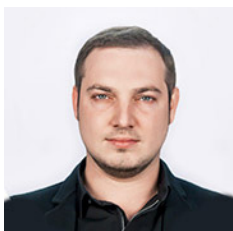
Aleksey Khayrutdinov
Founder and CEO

The entrepreneur, the founder of the FLOGmall project, the Topzakazz online store and the fulfillment-service Topzakazz.biz. Co-owner of Cargo in China with delivery to the CIS. Speaker of conferences on commodity business in Russia.



Alexey Belov
Co-Founder and CFO

Entrepreneur, crypto-enthusiast, investor, business angel, co-owner of construction and manufacturing companies.



Maksim Teleshev
Co-Founder and PR

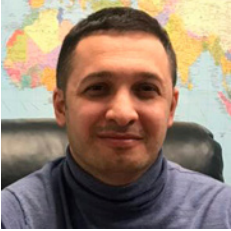
Entrepreneur, crypto-enthusiast, co-founder of the project. Co-owner of insurance agencies and companies for the wholesale supply of accessories for clothing and footwear from the largest Asian associations.



Alexander Zalogin

Co-Founder and CMO

Entrepreneur, producer of online projects, eLearning entrepreneur, author of 7 books on Internet sales, Internet marketer, co-founder of the Topzakazz online store and the fulfillment-service Topzakazz.biz.



Simpat Vatyan

Co-Founder and PR

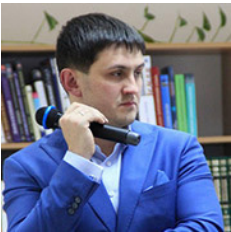
Entrepreneur, business analyst, investor. The founder of LLC «AS-Stroy» and LLC «Energia-Yug» since 2004, developing in the traditional and alternative energy sectors. Education: Small Business Management Phoenix College, Phoenix Arizona Small Business Management Jonson County Community College Lenexa Kansas.



Aleksandr Chagai

Co-founder and PR

Entrepreneur, investor, Co-owner of the group of companies “YugEnergo”. Member of the working group on the concept of the energy supply development of the largest property developers and consumers of the Southern Federal District. Education: Kuban State Technological University.



Vladimir Popov

STO and it-lawyer

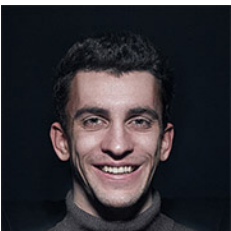
It-lawyer, author of books on ICO and cryptocurrencies, adviser of several dozen of ICO projects, a participant of the expert council under the State Duma of the Russian Federation and a number of Blockchain associations.



Vladislav Egorov

Head of the Development Department

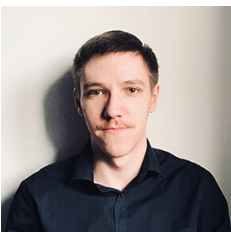
Technical director, BlockChain/Crypto expert, C/Golang programmer, an entrepreneur. He worked as a lead programmer in Canadian Talkster corporation. He worked as a head of UC Trust certification center. Co-founder of Dapper Hookah. Education in information protection (Specialist on information protection/Complex protection of the informational objects)



Timophey Nakhai

Back-end developer

An expert on automation. Programmer with knowledge of golang, python, Javascript. Experience more than 7 years. A crypto-enthusiast.



Sergey Zubov

Front-end developer

Front-end developer, PHP programmer. More than 300 projects have been launched for 7 years. Teacher on web-development courses. Trained more than 100 persons.



Sergey Naryzhny
Front-end developer

Engineer. He possesses vast experience in large Russian and international projects. He is obsessed with UX, and is engaged in frontend development.



Vladislav Efremov
Front-end developer

Front-end developer, crypto-enthusiast. He has over two years experience in Web applications development.



Anatoly Garkusha
Back-end developer

Backend-developer. Programmer with knowledge of: golang, python, php and javascript. He has over four years experience as a developer. He was engaged in maintenance and repairing of communication systems (over five years) before he started working as a developer. He made friends with «hardware», familiar with programming languages Assembler and C.



Vladimir Molchanov
Lead marketing manager

Marketing manager, SMM-manager with more than 5 years of experience in the sphere of promotion and advertisement.



Stolbov Ilya
PR-consultant and flogmall.com Investor

Founder, manager of the social and commercial system, «1.10.100», which is an agency network with an advertising coverage of the audience of more than 100 million accounts in Instagram.

Public figure (ex-leader in Krasnodar Krai of «Rossiyskiy Soyuz Molodezhi» and «Molodaya Gvardiya Yedinoy Rossii» public organizations).

He is a recorder of «WebMoney» for 13 years. He is a 3rd check of VILAVI (Tayaga8) MLM-company.



Daria Kozelskaya
Copywriter

Graduated from Kuban State University, has journalistic sciences master's degree, has been working in regional news agencies for more than 4 years and is able to turn texts into magical spells.



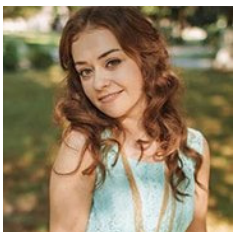
Naomi Dai Harris
ICO Advisor

Consultant and crypto trader with an academic background in finance, design, and merchandise management. Currently embarking into the entrepreneurship realm, founding a crypto based consultancy firm in Los Angeles, Ca.



Vladislav Osadchy
Community manager

Community manager, crypto-enthusiast. More than 5 years of experience in the field of internet marketing. Former Head of the Information Department of the «Ekatirinodarstroj» company.



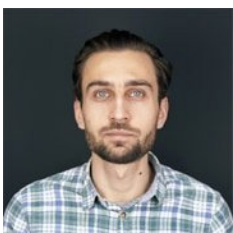
Maryna Chobotova
SMM-manager

Marketing manager, SMM-manager with more than 3 years of experience in the sphere of internet marketing.



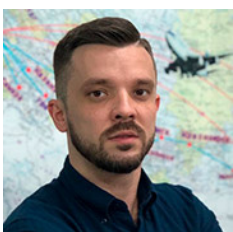
Snezhana Grigorieva
Community manager

Communication expert with clients in SNSs with more than 2 years of experience in client support.



Nikolay Bogdanov
Interpreter-translator

Interpreter-translator. Higher linguistic education. Worked as onboard-guide doing cruises along a “Golden Ring of Russia” touristic route. More than 4 years of experience of working in tourism.



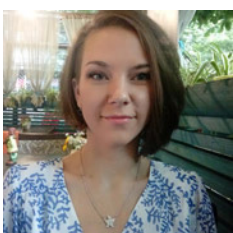
Valery Kabanov
Community in China

Entrepreneur, founder of the international shipping company “Cargo 677” in China. Co-owner of the online store Topzakazz. He’s got a vast experience in retailer more than 10 years. Sphere: manufacturing and distribution of the designer clothes. Support of Russian companies in cooperation with Chinese manufacturers.



Aleksey Serbul
Head of Marketing Department

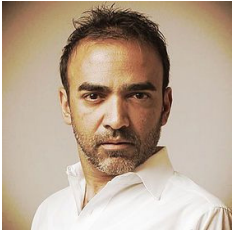
Business consultant with 23 years of experience in marketing and sales, author of SMART technology - expert sales without objections, training «Marketing Motivators», founder and the CEO of «Internet Kommersant LLC».



Julia Arkhipenko
Leading Designer

Head of Design&Usability Department, interface designer. Higher artistic education, implemented more than 200 projects for 5 years of work.

ADVISORY BOARD



A. Pierre Yurow

Strategic consultant

A. Pierre Yurow is a mobile industry and Silicon Valley veteran with an extensive track record and author of four patents pending. Mr. Yurow is an active Angel Investor in Mobile focused startups across the Emerging Markets. He was the Chief Executive Officer, Head of Innovation and Co-Founder of Spectrum Mobile Ltd. He was responsible for the daily operations, new business development and the corporate strategy, product development, design and management of the global technical infrastructure. He has worked with such venture backed companies as Gamewheel, Avazu, Mobile Posse, Cellfire, Bling Software, uVuMobile, SmartVideo, Zergo, Proteus, Virgin Mobile, Seven Networks and Wcities.

Mr. Yurow's previous roles include the VP of Mobile at Omnicom, Tanla's VP of Business Development-Americas and managed Product Development at the Associated Press AP Mobile team. He was a classmate, neighbor and advisor to Jack Dorsey, a co-founder at Twitter. He began his career at Cellular One (now AT&T). Mr. Yurow frequently speaks at mobile and digital media conferences and has successfully raised capital for numerous private and public companies.



Gunaseelan Mani

E-commerce Advisor

Product guy. E-commerce and marketplace enthusiast. Product Management with Dell. Previously with eBay & BNYMellon. Entrepreneur. Started 3 businesses in Tech, Food Retail & Minerals. One successful exit.

Vast experience in the e-commerce industry. Worked as an Advisor in Dell Company. Worked for Lead-Market Place Operations in eBay Company. Held a position an Application Developer in BNY Mellon Company.



Kovalenko Anna Vladimirovna

Academic Advisor

Associate Professor of the Department of Applied Mathematics and of the Department of Computer Technologies Applied mathematics of Kuban State University.

Has got more than 200 publications, 5 of them are training manuals and 5 monogynies, 80 articles in the academic periodicals, 12 articles are enlisted in Scopus and Web of Science bases. 4 certificates of program for the electronic computing machine.



Alex Kurashenko

IR Consultant

North America Business Development. Assisted to companies in fundraising at the pre-ICO stage. Commitments just for first project Bank 4 you was over \$67.000.000. 4 years of trade experience with Chinese suppliers, over \$4.000.000 in sales for Privation brand.



Dr. Stylianos (Stelios) Kampakis

Blockchain Advisor

Academic expert on processing and analysing data, Royal Statistical Society member, statistician

A scientist-encyclopedist, specializes on natural sciences with degrees in psychology, artificial intelligence, statistics, economics, higher doctorate in the field of informatics. Honorary research fellow of the UCL Center on Blockchain technologies and Startup-consultant.



Douglas Lyons

ICO Advisor

A highly skilled advisor on ICO with 27 years of experience in investment and risk management

Recently Douglas has devoted himself to the study and work on distributed ledger technology, Blockchain-startups consultancy, rendering the assistance to them in the ICO launching.



Ashutosh Prakash Mhalsekar

Project Advisor

Currently working for Ergode Inc / Amiventures / Virventures as IT Project Manager (Technical & Functional)

Handling Media/NonMedia/Virventures verticals consisting of 14 Programmers, 6 Test executives and 12 Operation Members.

Working with Virtual Servers & Amazon Cloud Services.

Managing Retailers/ Distributors& Marketplace Seller Accounts like Amazon.com/jp/ca/it, Walmart, Sears, Newegg, Biblio, AbeBooks, Jet.com

Working with marketing team with respect to spending on google adwords, facebook ads, PPC etc.



Jason Hung

PR Advisor

Serial entrepreneur and inventor in mobile business, blockchain ecosystem, digital marketing, AI and ERP related business.

He is the co-founder of Treascovery, Chidopi and TimeBox, and the advisory board of Giza, BitRewards, BlockLancer, ICONIC, AIDA, EZPOS and Suchapp. He has more than 20 years proven track record on managing RD, IT, sales,

consulting service with 9 technology related patents which using at more than 200 Apps. He was also formal PeopleSoft and JDE solution head in Greater China. He is also a blockchain expert of ICOBench and International Blockchain Consulting Announcement Group



Andrey Perepelitsa

Technical Advisor

Co-founder of KickICO, technical director and Solidity-developer

12-year experience in the field of IT-technologies. He start to develop his knowledge and skills from the field of technical services (support, development). Then engaged in systems of information analysis of industrial level, design, as well as their development and implementation. His specialization is the development of internal and external networks, the introduction of applications in the industry and automation of business processes.



Vasily Kozlov

ICO Advisor

Entrepreneur, an investor in the stock market, a blockchain-enthusiast. He founded and managed several companies. One of the founders and co-owners of major mining farms network with competencies in investment attraction in the US and EU. Two months later after the launch, the network power was 0.2% of the Ethereum network power. He was engaged in research and supervised projects in the field of energy saving in Moscow. The past year and a half he founded with his partners and managed the Connectius project. The Connectius project had successfully completed its fundraising through the ICO and issued Connectius (CNTT) token.

LEGAL ASPECTS

The main task is the implementation of stable, uninterrupted operation of all components of the platform. One of the most important tasks of FLOGmall is the creation of a decentralized economic infrastructure, in which the dependence of the system's operation on FLOGmall is reduced to zero.

Token Mallcoin (MLC) is created on the basis of ETH ERC-20.

SAFETY OF FUNDS

Platform employees do not have access to user wallets, including Mallcoin (MLC) wallets. Funds received at ATES are automatically controlled by the platform. After making an exchange for another cryptocurrency, the funds will be automatically sent to the account of the holder without the participation of people. The employees of the platform do not have access to the ATES wallets and cannot transfer from them. To work with the ATES service, you must perform a useful action on the FLOGmall site. Useful actions at the moment are:

registration on the site, creation of an advertisement, advertising in the community, use of one of the site services, participation in the development of the project (submission of offers for improving the service, participation in the voting, video review, etc.). A list of useful actions can be added, partially abolished and updated at any time.

■ USER SAFETY

Access to wallets is only available to their owners. Passwords to accounts are not stored on the site - for fast login, the hashing is used. Users can store passwords for their wallets on a platform or for safety reasons delete them. In this case, with each transfer of funds, the user must enter a password from his/her wallet, which is not stored on the FLOGmall site.

Links to user profiles in social networking services, email and other contact details are shown only to the owners of accounts and are not visible to other users, except when the user himself/herself wants to open this data in full or in part.

Only platform moderators and top developers have access to links to user profiles in social networking services, as well as access to their contact information. Moderators do not have access to user wallets, their identifiers or passwords.

■ CONFIDENTIALITY

Translations made by users are recorded in the system and encrypted. User wallets are also encrypted on the platform, and any association with user profiles is maximally levelled out. Any connection of wallets with users of the platform (with the exception of authors) is not available to anyone other than developers of the FLOGmall platform. This is necessary to resolve disputes or respond to user questions in case they arise.

All users personal data, including passwords, email and all identifiers of wallets are encrypted. This protects FLOGmall users from hacking or leaking information. Even in the worst case scenario, user data, passwords and wallets will remain safe. Accesses or transfers of funds from them cannot be carried out.

To maintain the functionality and functioning of the FLOGmall site, a reserve fund has been created which function is reduced to protecting against the temporary absence of tokens (for any of the economic, technical or legal reasons) that will be exchanged at a time and only to indicate certain services on the platform. In this case, the number of tokens in the reserve fund will remain constant.

RISK FACTORS

This document is for informational purposes only and is not an offer or call to sell shares or securities on the FLOGmall site or any other related or associated company. Mallcoin tokens (MLC) are not securities.

This document is not an offer of securities or a scheme of collective investment. Participants are advised to read carefully this document and be cautious when investing funds. The White Book has been developed in conjunction with our financial advisors, as well as tested and approved by our lawyers.

With all our aspirations, our strategy may not be fully implemented or realized at all. In this regard, anyone who purchases our tokens, runs the risk of losing their investments.

The purchase of tokens is connected with a high degree of risk, including but not limited to those listed below. Before acquiring tokens, each participant in this offer should carefully weigh all the information and risks outlined in the White Book, especially the following risk factors:

- **1. Dependence on the computer infrastructure.** The dependence of the Ethereum Blockchain (or any other blockchain) on the functioning of software applications, computer equipment and the Internet means that the FLOGmall platform cannot guarantee that a break in the system will not negatively affect the operation of the platform. While the FLOGmall platform uses all reasonable safety measures, the infrastructure can be vulnerable to computer viruses, physical and electronic hacking, and other similar system disruptions. Computer viruses, attacks and other similar violations caused by the actions of third parties can lead to interruptions, delays or suspension of the platform.
- **2. Limitations of the smart contract.** The technology of smart contracts is still at an early stage of development, and its use is of an experimental nature. This may threaten significant operational, technological, legal, reputational and financial risks. Accordingly, although an audit conducted by an independent third party enhances safety, reliability and accuracy, such an audit does not in any way serve as a guarantee, including any implied or direct guarantee that the FLOGmall smart contract meets its intended purpose, or that it does not contain disadvantages, weaknesses or other problems that can cause technical difficulties or lead to the complete loss of Mallcoin tokens.
- **3. Legal risks.** Blockchain technologies, including the issue of tokens, but not limited to, may be a new concept in some jurisdictions that can apply existing laws and regulations to them, or enact new laws and regulations that govern the use of Blockchain technologies. Such laws and regulations may conflict with the current organization of a smart contract that provides the work of Mallcoin tokens.
- **4. Sales tax and other taxes.** Token holders, customers and sellers at the FLOGmall site may be required to pay sales taxes (levied on sale) and other taxes related to transactions provided for in this document in accordance with the law in their countries of residence. In this case, the holders of the tokens and users of the site are solely responsible for compliance with the tax laws of the country of residence and other jurisdictions.

- **5. Force Majeure.** The activities of the FLOGmall site may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this White Book, force majeure means events and circumstances of an extraordinary nature that could not be foreseen by FLOGmall, and include natural disasters, wars, armed conflicts, riots, industrial conflicts, epidemics, mass layoffs, strikes with declines in labor productivity, long-term shortages or interruptions in electricity supply or telecommunications services, the actions of the municipal government, the government of the region/state and the federal government and other circumstances beyond the control of the FLOGmall site.

- **6. The price for Mallcoin tokens.** The price for purchased Mallcoin tokens may vary considerably because of different reasons. The FLOGmall site does not guarantee any particular value of Mallcoin tokens for any period of time. The FLOGmall site is not responsible for any changes in the value of Mallcoin tokens. Assumptions in connection with the above include, among other things, views on future economic, competitive and market conditions and business decisions, most of which are not subject to control by the FLOGmall project team and therefore are difficult to predict accurately. While the FLOGmall project team considers the assumptions on which the forecasted provisional statements are based, as reasonable, any of them may in the future will prove to be incorrect. Therefore, the FLOGmall site team cannot in any way guarantee that the forward-looking preliminary statements given in this White Book will be accurate. In relation of the significant uncertainty inherent in the forward-looking statements in this document, the inclusion of such information cannot be interpreted as a guarantee from FLOGmall or any other legal entity that FLOGmall's goals and plans will be successfully implemented. Please note that the FLOGmall site may be subject to other risks that project management currently cannot predict.

The User acknowledges, understands and agrees that Mallcoin is not a security and is not registered with any government agency as security, and should not be treated as such. The User acknowledges, understands and agrees that the ownership of Mallcoin does not grant the User the right to receive profits, income or other payments or revenues related to the acquisition, storage, management or disposal, exercise, redemption or expiration of any right, interest, property rights or privileges on the FLOGmall site or any other property of the FLOGmall site in full or in part.

■ **NO WARRANTY OF RECEIVING INCOME OR PROFITS**

There is no guarantee that the Mallcoin token will grow in price. If this happens, then there is no guarantee that due to some unforeseen circumstances or events that the developers cannot control, or because of force majeure circumstances, the Mallcoin rate will not decrease, including significantly.

■ **RISKS RELATED TO ETHEREUM**

Mallcoin tokens are released on the Blockchain of the Ethereum. In this regard, any malfunction or incorrect functioning of the Ethereum protocol may result in the Mallcoin tokens trading network operating in an unforeseen manner.

■ REGULATIVE UNCERTAINTY

Technologies that are related to Blockchain are subject to supervision and control by various regulatory bodies around the world. Mallcoin tokens may be subject to regulation on their part, including restrictions on the use or possession of digital tokens such as Mallcoin, which may slow or limit functionality, or redemption of Mallcoin tokens in the future.

■ MALLCOIN TOKENS ARE NOT THE INVESTMENT

Mallcoin tokens are not some kind of formal or legally binding investment. Due to unforeseen circumstances, the goals set forth in this document may be amended. Despite the fact that we intend to implement all the points outlined in this document, all persons and parties involved in the purchase of Mallcoin tokens do so at their own risk

■ QUANTUM COMPUTERS

Technical innovations, such as quantum computers, can be dangerous for cryptocurrencies, including Mallcoin tokens.

■ RISKS OF USE OF NEW TECHNOLOGIES

Mallcoin tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are additional risks that the FLOGmall platform team cannot foresee. These risks can be materialized in other forms of risk not specified here.

■ INTEGRATION

This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement. All previous agreements, discussions, presentations, warranties and conditions are combined in this document. There are no warranties, representations, conditions or agreements, expressed or implied, between the parties, except as expressly provided in this Agreement. This Agreement may be amended only by a written document duly executed by the parties.

CONCLUSION

The FLOGmall project has ambitious goals – to fully implement the concept of the cryptocurrency closing liquidity thanks to exchange of any token for everyday goods, to increase multiple the engagement of the cryptocurrency audience, to enhance the tremendous cryptomarket growth, to revolutionize the world of e-commerce changing the paradigm of thinking from the fiat to the cryptocurrency one.

The advantages of using the FLOGmall platform for sellers and customers are obvious and significant, therefore we forecast that the project will be successful with a high probability, and its participants will receive a significant benefit thanks to a unique tool that is called ATES. The development of the project will also stimulate the growth of the rate of the majority of altcoins evening out volatility and boosting interest in the crypto industry as a whole.

The world is irreversibly changing. Since the cryptoindustry is dramatically developing, after a while, some e-commerce giants will have to integrate an opportunity of payment with cryptocurrency to their platforms. By that time FLOGmall will occupy its significant part of the promising niche.

You can observe the changes from outside, and you can make them together with us, for the benefit of progress and humanity. Support the FLOGmall project!