



**Version 1.0**

This whitepaper is a working document that could be subject to review and changes

This crypto-asset white paper has not been approved by any competent authority in any Member State of the European Union. The offeror of the crypto-assets is solely responsible for the content of this crypto-asset white paper

1. Introduction.....	3
1.1 SWAG OÜ.....	3
1.2 SWA Token Detailed Description.....	5
2. Tokenomics.....	10
2.1 Allocation.....	10
2.2 Vesting Schedule.....	11
3. Roadmap.....	11
4. Information about SWAG OÜ.....	14
5. Use of Funds.....	16
6. Risks Disclosure.....	17
7. Disclosure of Conflicts of Interest.....	19
8. Conclusion.....	19

# 1. Introduction

## 1.1 SWAG OÜ

Swag, the leading Bitcoin mining partner in Italy, is a company dedicated to empowering individuals through an immersive experience in the world of blockchain. It originated in Estonia, combining diverse knowledge and cultures, all related to the field of blockchain and Bitcoin. In just a few years, this startup has grown into a multinational corporation operating in various European countries. It consistently invests in research and development and offers top-of-the-market products. Swag is also committed to enhancing people's lives by providing a path for professional and economic growth within the community.



Our goal is both simple and ambitious: to democratize blockchain exploitation by creating an integrated system of products that anticipates user needs and offers the best market conditions. We work tirelessly to make the crypto-asset world accessible and affordable for everyone. We aim to bring users closer to this complex sector by providing them with the best products available. Unity is strength for us; it's not just a saying, but a tangible commitment we fulfill daily by offering our community advanced and innovative services through direct and personalized relationships. User satisfaction is our most valued currency.

Swag offers a comprehensive and modular experience in the blockchain realm. This includes a wallet, advanced additional services, major crypto-assets, and state-of-the-art mining capabilities.

Swaggy, our innovative wallet, seamlessly integrates with your mining operations. It offers a single-service solution for accrediting extraction and managing your transactions.

# Swaggy

Swag invites you to step into the world of mining and experience the blockchain as a protagonist. With Swag, you can not only buy and sell crypto-assets but also directly mine them with the support of our market-leading partner, BitFury. Swag provides premium services through top-tier international mining farms, offering the best available hashrate. You also have the option to rent fractions of real machines, allowing you to customize the cost of accessing the service. We offer a range of products, including fixed and variable draw options, as well as structured accumulation plans that aim to maximize user returns.

Swaggy, our wallet, is designed to perfectly align with your needs. It enables you to leverage both the Euro and major crypto-assets, offering a 360-degree crypto-asset experience. With Swaggy, you can receive mining extractions, make payments, purchase goods and services worldwide, and benefit from innovative services like Coincover, Sentyment, and the exclusive YUPA tool.

SwaggyBank is designed to simplify your life. It serves as a solution for efficiently managing all your business transactions, e-commerce activities, business salaries, or even just your personal finances. It allows you to manage, check, and make payments via IBAN and credit card.

## SwaggyBank

Swag Ecosystem aims to solve following key challenges in driving crypto adoption

- Complexity: blockchain technology and crypto-assets can be complex and challenging for many people to grasp. This lack of understanding is a significant barrier to widespread adoption
- User experience: many current crypto interfaces are not user-friendly, which may prevent non-technical users from adopting the technology

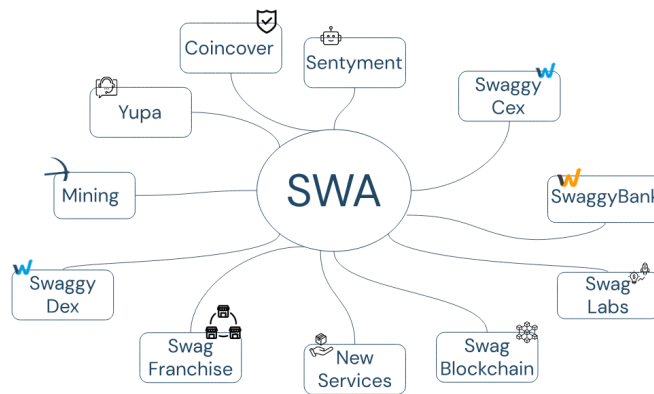
- Insecure platform: numerous exchanges have experienced shutdowns as a result of hacking incidents.

## 1.2 SWA Token Detailed Description

The SWA utility token is created for the purpose of fitting within the Swag Ecosystem while facilitating its further development as envisioned in the Roadmap section, in order to reach and build a truly Swag Web3 Ecosystem, growing in the process along with it.

SWA is being developed to enable the Swag community to interface directly and take full advantage of the potential of SWAG OÜ products, consequently enhancing the user journey experience, building a unique economic model that encourages participation from more users.

It serves the entire Swag Ecosystem and will be used as gas for the base layer when launched.



SWA is a fungible and utility token which allows its owners to purchase services and product from the Swag Ecosystem obtaining discount and benefits by using it, without any possibility that this may grant rights embedded in the same to its holders, such as share capital, generated revenues by the issuer or participate in the governance of the issuer.

The SWA token will be the native token of the Swag Blockchain, powering the overall Swag Ecosystem.

The inaugural use case and utility that will be attributed to the SWA token will be implemented and put into the confines of the Swaggy Cex (Centralized Exchange), coming with several benefits and privileges for its holders.

Users will be able to access a series of premium services and they will be able to do so by holding a specified amount of SWA tokens that will allow them to join 5 different tiers, as per the table below.

	Tier 1	Tier 2	Tier 3	Tier 4	Tier Business
Trading Fee Discount	20%	50%	80%	90%	100%
Sentyment		✓	✓	✓	✓
Yupa			✓	✓	✓
Coincover				✓	✓

The belonging to a tier depends on the number of owned tokens.

Beyond the immediate advantage of being able to enjoy substantial discounts on various trading fees within the Swaggy platform, token holders will also have streamlined and facilitated access to a suite of tools such as

- Sentyment, a tool based on artificial intelligence that Swaggy users can take advantage of, benefiting from advice elaborated by an ad hoc software, regarding the market orientation and the most convenient choices to adopt to maximize the value of their wallet.
- Yupa, the Unconventional Personal Assistant, an avatar and virtual assistant within the Swaggy Cex, which provides guidance and advice related to crypto-asset investments and managing the Swaggy account.
- Coincover, the service already available on Swaggy, which is the right weapon to protect the wallet from all the dangers present in the crypto-asset universe.

In its initial stages, the SWA token will only be available for purchase and trading exclusively on Swaggy Cex platform. Consequently, Swaggy will serve as the beating heart and central hub of the SWA token market and Swag Ecosystem, as well as the

primary exchange platform for this token. However, in accordance with the pre-established roadmap, the token is set to be listed on many of the most prominent Centralized Exchanges in the market at a later phase.

The SWA token's utility will further be integrated into the upcoming expansions of the Swag Ecosystem. Specifically, being a member of the Business Tier will grant the user eligibility to join the Swag Franchise. This in turn will facilitate the establishment of a physical point of presence, a tangible, real-world outpost that bridges the gap between the digital world and the physical one. This space aims to provide an immersive setup that simplifies the exploration of Swag products' extensive functionality for the user. It is designed to deliver a distinctive experience that challenges and redefines conventional boundaries.

As we shift our focus towards the core business of the Swag Ecosystem, specifically, industrial mining, the SWA token emerges as a crucial element designed to enrich the user experience across the board.

The utility token will be subsequently utilized to enhance user interaction with a range of primary services, including

- Fixed extraction machine
- Variable extraction machine
- P.A.B.
- Super P.A.B.
- FutureMine

Moreover, the Swag Ecosystem aims to become an incubator of emerging crypto-realities that is responsible for providing guidance and support to selected Web3 and AI projects, starting from their initial stages of development, accompanying them in their growth, until they are launched in the actual market.technical

This mission is accomplished through a variety of services including mentoring, technical support, advising, access to a network of industry experts, and more.

This will be SwagLabs.

In the evolving Swag Ecosystem, SwagLabs has conceived the SWA utility token as a key player in initiating and facilitating the flawless operation of a brand new platform: a

launchpad. This launchpad is designed to serve as a vibrant and innovative platform where burgeoning crypto projects have the opportunity to establish a direct line of communication with SwagLabs. These ventures, in their nascent stages, can then leverage this platform to ensure a successful maiden launch in the market through an IEO, which stands for Initial Exchange Offering. Throughout this process, the SWA token is not merely a bystander but an integral tool, contributing to the overall functionality and success of the proceedings.

At present, SwagLabs has structured a detailed process that permits a project to become an integral part of its unique investment program. This exhaustive process is divided into a series of stages that are detailed as follows:

- The initial phase is that of Project Discovery: to maintain a diverse and dynamic portfolio, SwagLabs persistently conducts research on emergent crypto projects. The research is carried out through a multitude of channels such as industry conferences, startup competitions, relevant events, and not forgetting its own website portal where projects have the provision to submit a review request.
- Subsequent to the discovery phase, there is the Initial Review stage: in this step, SwagLabs conducts a preliminary review of the project. This is done to comprehend various factors, such as the technical elements of the project, the composition and capability of the team behind it, the potential market scope, and the quality of the community that supports the project.
- Assuming the project manages to pass the preliminary screening, it progresses to the Due Diligence and Evaluation stage: this is a more thorough analysis of the project where factors such as the auditing of smart contracts, legal and compliance matters, potential risks, and the project's comparative quality vis-a-vis other submissions and the present market situation, are carefully scrutinized.
- If a project navigates its way successfully through the due diligence phase, it arrives at the Building phase: here, SwagLabs formulates a detailed plan for helping in the building of the project..
- Finally, the project is officially included into the SwagLabs building program: here, the project can benefit from a variety of support services offered by SwagLabs,



including strategic assistance, marketing support, technical guidance, networking.

The SWA token, within this setting, will assume a role of paramount importance in the endeavors of SwagLabs and the Launchpad. The SWA token's involvement could manifest in a range of forms such as transactional purposes or as a token of exchange.

The most important role of the SWA token is to serve as the native coin of the Swag blockchain (the SWAG Chain), based on a Proof-of-Stake consensus mechanism, which will minimize environmental impacts.

The Swag Chain will enable and facilitate the deployment of smart contracts and the subsequent development of dApps (decentralized Applications) opening up a world of opportunities, encouraging the conception and design of groundbreaking applications that carry with them a number of compelling benefits, offering at the same time unique advantages such as faster transaction times, lower fees and scalability.

Wide application potential on the Swag Chain finding use cases in various sectors like Decentralized Finance (DeFi), tokenization, NFT marketplaces, gaming, governance, supply chain, decentralized identity, social media, content platforms, etc.

In relation to the Launchpad, SWA will also play a vital role. Swag's Launchpad, being a token launch platform, provides users early access to promising crypto tokens from innovative blockchain projects. In order to participate in these token launches, users must have SWA tokens in their possession. A specific period's SWA holdings by users are calculated to determine each user's limit of participation.

During a token sale, participants are presented with the opportunity to pledge their SWA tokens. The final distribution of the new token is determined by comparing each participant's pledged SWA to the total sum of SWA tokens pledged by all participants. A user-specific hard cap will also be enforced to adjust the allocation for users who reach this cap. Once the token allocation is calculated, a certain proportion of the pledged SWA token is subtracted from the user's account in return for the new tokens from the IEO. Any residual SWA tokens that were not utilized in the exchange will be duly returned to the user's account following the conclusion of the token sale event.

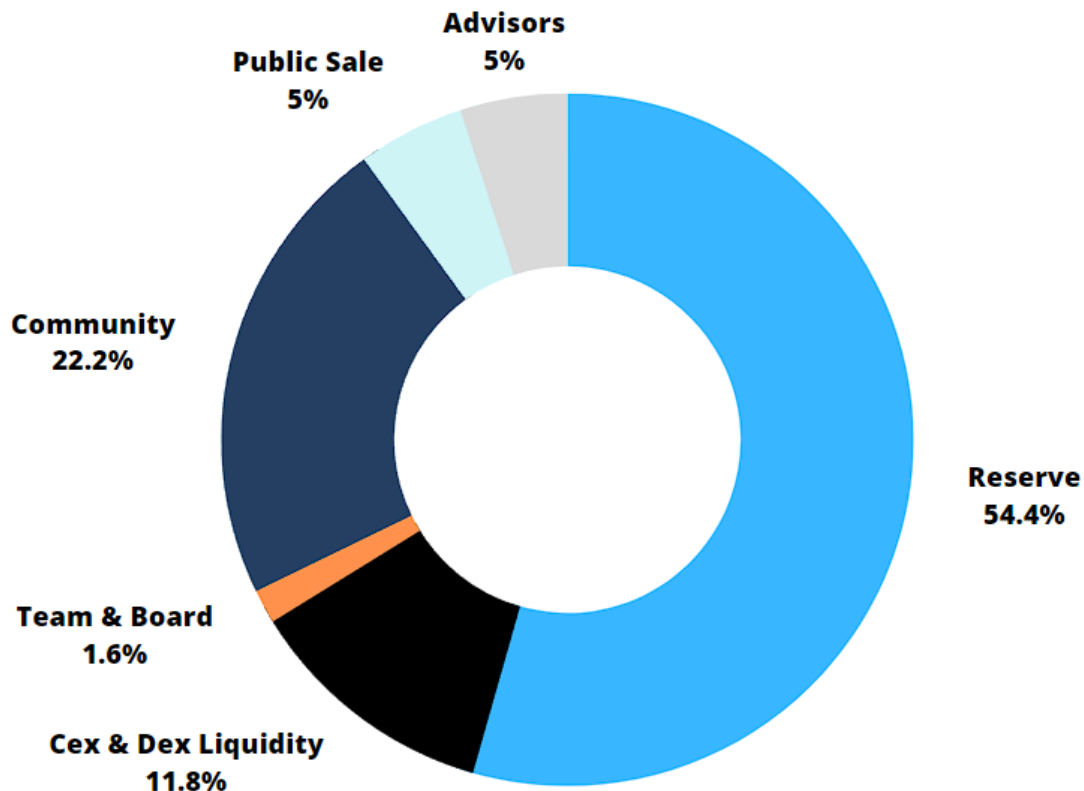
The SWA token will be issued on the Swag Chain, whose detailed technical description will be widely described within a technical paper, to be released by Q1 2024.

## 2. Tokenomics

The SWA token, as an integral part of our blockchain-based project, has been designed with a transparent and strategic tokenomic structure. We are proud to announce a Maximum Supply of 100,000,000 SWA tokens, all of which will be minted during the Token Generation Event (TGE).

### 2.1 Allocation

The SWA will therefore operate under a capped supply model and our allocation plan is designed with the utmost diligence, focusing on long-term sustainability and equitable distribution to different stakeholders who play a pivotal role in the project's success.



- Reserve: tokens used by Swag
  - to fund development and growth of the Ecosystem

- for the APY on the staked tokens
- for marketing or legal expenses
- Community: tokens allocated through presales events
- Cex & Dex Liquidity: tokens liquidity allocated to facilitate trades
- Team & Board: tokens allocated to Team and Board members
- Public Sale: tokens allocated for the Public Sale Launch of July 2024
- Advisors: tokens allocated to Swag's advisors

## 2.2 Vesting Schedule

The following vesting schedule has been decided with the aim of demonstrating how much starting from the team behind the Swag developments, passing through the Swag community there's a commitment and loyalty spirit for the Swag Mission and Vision over the following years.

- Team & Board: 100% locked for 36 months with 12 issuing months
- Community: 100% locked from 24 to 26 months with 12 issuing months

## 3. Roadmap

The roadmap of the Swag Ecosystem is designed to articulate our vision for the future while breaking it down into manageable, strategic steps. It sets out an ambitious yet achievable blueprint for growth and development that not only reflects our technical aspirations but also our commitment to creating a robust, secure, and valuable blockchain-based ecosystem.

In this regard, the roadmap to develop the real and proper SWAG Ecosystem is as follows:

### 2023 | Q4

- Swaggy Cex
- Swag Labs
- Launch of the first physical Swag point

In the fourth quarter of 2023, we anticipate groundbreaking strides in the development of our SWA project. The main focus will be the launch of 'Swaggy Cex' and 'Swag Labs.' Swaggy Cex, our in-house crypto-asset exchange, will provide an essential platform for secure and efficient transactions of SWA tokens. It will aim to create a transparent trading environment that will encourage more people to engage in our crypto ecosystem.

## 2024 | Q1 - Q2

- Technical paper release
- Mainnet Blockchain development

In the first half of 2024, a significant milestone is set to be reached in the roadmap of our crypto-asset project. The release of our comprehensive technical paper is scheduled for this period, which will offer detailed insights into the technical features of the Swag Chain.

Moreover, our focus will shift to a pivotal and ambitious development in our Swag Ecosystem: the launch of our very own Mainnet Blockchain. This next-generation blockchain will be a testament to our commitment to innovation, security and decentralized control. The Swag Chain will not only support transactions of our \$SWA tokens but will also serve as a platform for various decentralized applications (dApps), fostering an ecosystem where innovation and creativity can thrive, keeping up our chain's core value, which is safety for our users. In order to achieve this goal, each and every dApp wanting to take part in our chain's ecosystem will have to undergo several checks and a professional-level due diligence.

## 2024 | Q3

- SWA token launch
- Swaggy Dex

As we move into the third quarter of 2024 the primary highlight for this quarter will be the highly anticipated launch of our SWA token. The introduction of our proprietary

crypto-asset will solidify the backbone of our ecosystem and facilitate seamless transactions within our platforms.

Simultaneously, we will be launching “Swaggy Dex” the decentralized exchange (Dex) version of Swaggy, which will provide a secure, transparent and efficient platform for decentralized swaps of \$SWA tokens and other crypto-assets.

## 2024 | Q3 - Q4

- SWA listing in others Centralized Exchanges (Cex)
- New services added to Swaggy Dex
- Further developments for SwagLabs (Launchpad) and Swag Ecosystem

As we venture into the third and fourth quarters of 2024, our focus will be on enriching the Swag Ecosystem with new developments and expanding the availability of SWA token across multiple Cex. The listing of SWA on other recognized Cex platforms will not only increase our token's accessibility and liquidity but also enhance our visibility in the global crypto marketplace.

At the same time, we plan to diversify the offerings on Swaggy Dex, a decentralized exchange, including staking and liquidity providing for SWA and several token pairs.

Parallel to these developments, Swag Labs will continue to innovate and improve, expanding it with the creation of our Launchpad, facilitating the launch and growth of new projects within our ecosystem.

Lastly, the further enhancement of the Swag Ecosystem will remain a key priority. We will leverage advanced technologies and strategic partnerships to enrich our platform's offerings and provide more value to our community.

## 4. Information about SWAG OÜ



E-BUSINESS REGISTER



### Swag OÜ (14762080)

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Entered into the register (15.07.2019)  
Private limited company  
Capital is 250 000.00 €  
Harju maakond, Tallinn, Kesklinna linnaosa, Tartu mnt 14, 10117  
Period of the financial year 01.01 - 31.12  
Articles of association amended 29.12.2021  
<https://www.swagyourlife.com>

### Means of communication

Type	Number
E-mail address	<a href="mailto:aleksandr@swagyourlife.com">aleksandr@swagyourlife.com</a>
Internet address (www)	<a href="https://www.swagyourlife.com">https://www.swagyourlife.com</a>

### Persons on registry card

Name / Business name	Personal identification code / date of birth	Role
Aleksandr Škirin	38505050366	Management board member
Giovanni Lionetti	36603120188	Management board member

*Every member of the Management Board may represent the private limited company in concluding all transactions.*

## Partners

Name	Code / date of birth	Contribution
Antonio Di Pasquale	24.01.1965	6 450.00 €
Fabrizio Giuseppe Gunter Mongelli	16.01.1968	6 450.00 €
Ferdinando Campana	10.04.1974	7 745.00 €
Fiodor Lloyd Martino Lavagetto	17.04.1970	19 325.00 €
Francesco Giampieri	02.01.1960	45 138.00 €
Gabriele Stampa	19.01.1976	6 000.00 €
Giovanni Lionetti	36603120188	158 892.00 €

*The data about shareholders in the e-Business Register has an informative meaning. According to the Commercial Code, the list of shareholders is kept by the management board.*

## Beneficial owners

Name	Personal identification code / date of birth	Residence	Manner of exercising control
Giovanni Lionetti	12.03.1966 (Italy)	Italy	Direct ownership

*The data of the beneficial owners are informative  
Data of beneficial owners has been updated on 22.12.2021*

## Capital

Share capital	Currency
250 000.00	Euro

## Vat information

VAT number EE102405891  
VAT period 25.08.2021 – ..

## 5. Use of Funds

In our comprehensive SWA Token Whitepaper, we're committed to providing a full, transparent and detailed explanation about the utilization of the funds raised through the token sale. We fully understand the trust and expectations our community places on us and this transparent usage of funds is a testament to that trust.

A significant proportion of the funds, roughly 50%, will be judiciously dedicated to the research and development activities associated with the Swag Ecosystem. This allocation will enable us to continually innovate, enhance and fortify our products and services. We aim to consistently deliver superior, cutting-edge solutions and create a reliable, user-friendly platform that meets our users' evolving needs. We also plan to implement regular audits and code reviews to ensure the security and efficiency of our platform.

Approximately 20% of the funds will be allocated towards robust marketing and community development initiatives. We understand the importance of building a strong community and reaching a broader audience to secure the platform's future. This fund will be used for European-wide marketing campaigns, PR and partnerships with strategic players in the industry. We aim to create awareness about our unique proposition in the crypto-asset market and attract new users to our platform.

Operational costs, which include infrastructure, administrative and legal expenses, will consume another 20% of the budget. This allocation is essential to ensure smooth daily operations, provide community support, comply with regulatory guidelines and cover other operational aspects. A part of this fund will also be used for obtaining necessary licenses and staying compliant with laws across different jurisdictions, ensuring that our operations are legitimate and protected against legal complications.

Finally, the remaining 10% will be set aside as a contingency reserve fund. This reserve fund will be used for potential future needs, such as scaling up operations, mitigating potential risks or any unforeseen costs. Having this buffer will ensure the project's sustainability and long-term success even in the face of unpredictable market changes.

By this detailed and strategic allocation of funds, we believe that we can achieve our goals of growing our ecosystem, ensuring its robustness and security and fostering a



supportive and engaged community. As the SWA token project evolves, we pledge to regularly reassess this financial plan and make any necessary adjustments in response to shifts in our project's needs and the broader blockchain landscape.

## **6. Risks Disclosure**

This document includes information about the SWA token and the associated project. The content herein is provided for informational purposes only and should not be construed as financial or legal advice. The following are some potential risks, though not exhaustive, that prospective token holders should consider.

### **1. Market Risks**

The value of crypto-assets, including the SWA token, can be extremely volatile and unpredictable. This volatility can be caused by a variety of factors, including technological advancements, regulatory changes, market adoption and macroeconomic trends that are outside of our control. Investors should be aware that the price of the SWA token could experience significant fluctuations, and there is a risk that they could lose all of their invested capital. Crypto-asset investments are not suitable for all investors, and we encourage all potential investors to seek independent financial advice before engaging in any investment activity.

### **2. Operational Risks**

Operational risks are inherent in every crypto-asset project. This includes, but is not limited to, the risk of failure of hardware, software, and Internet connections, the risk of malicious software introduction, and the risk of unauthorized access to your account. There may be additional risks that we have not foreseen or identified in our risk management strategy.

Furthermore, despite our best efforts to ensure the performance and quality of the SWA token and associated platforms, there is the risk that they may experience issues or disruptions. This could include, but is not limited to, bugs in the code, issues in token

functionality, or problems with third-party service providers. These issues could lead to a loss of funds, a reduction in the value of the SWA token, or a loss of market confidence.

### 3. Legal Risks

Regulatory changes or actions could adversely affect the use, transfer, exchange, and value of crypto-assets. It is possible that in the future, certain jurisdictions will adopt laws, regulations, or directives that affect crypto-asset networks and their users, particularly exchanges and custodians. Such laws, regulations, or directives may conflict with the current setup of the SWA project and thus result in the suspension of or impediment to the development of the SWA token in some jurisdictions.

For residents of the European Union, regulations around crypto-assets are evolving and have the potential to impact the SWA token project. While we endeavor to navigate these legal and regulatory environments, we cannot predict how they will evolve and what impact this could have on the project.

Investors are responsible for ensuring compliance with the regulatory framework in their jurisdiction before investing in the SWA token. The SWA team cannot be held responsible for any legal or financial consequences resulting from changes in the regulatory environment. It is the responsibility of each individual investor to understand the legal and tax implications of their investments.

This Risk Disclosure does not represent an exhaustive list of the risks associated with investing in the SWA token. The crypto-asset market is new, rapidly evolving, and may carry additional risks that have not been outlined above. Prospective investors are strongly urged to conduct their own research and due diligence and to seek advice from their financial, legal, tax, and regulatory advisors before making any investment decisions.

## **7. Disclosure of Conflicts of Interest**

We would like to formally affirm that as of the current date, there is no known or foreseeable conflict of interest between SWAG OÜ and our esteemed community. Our operating principles and business practices are designed to foster transparency, fairness and mutual growth, ensuring the interests of all parties are upheld. We consistently strive to maintain the highest ethical standards in all our dealings and we are committed to the timely disclosure of any potential conflicts in the future, should they arise.

## **8. Conclusion**

With the presentation of this first version V1.0 of the SWA token whitepaper, the intention was to show the most complete transparency of the operations and development phases that will follow over the next few years, focusing everything on the utility that the SWA token will acquire within the project and with a totally transparent Tokenomic and Roadmap.

The Swag Ecosystem, currently with more than 45,000 users, in addition to aiming at the mainly European market, aims to become the main hub for the world of blockchain and Web3 at a European level, focusing on the user friendliness of its products and services capable of welcome that portion of the population that still today does not have the necessary skills to enter the new era of the internet and the exchange of value.