



**Version 2.0**

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

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# 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 in 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. 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

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 Description

The \$SWA utility token is created for the purpose of fitting within the Swag Ecosystem while pushing its further development as envisioned in the Roadmap section, in order to reach and build a real crypto 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.

The \$SWA token 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 also allow our users to leverage it as a utility token to access exclusive features within the current and future ecosystem of products and services offered by Swag. The range of products and services is not limited to Swaggy, our CEX, but extends to Swag Shopping, the store where you can purchase our top-of-the-line crypto mining machines.

In this way, \$SWA becomes a key component of the user experience, taking their journey with Swag to the next level and enabling them to interact even more effectively with our ecosystem. Users are always free to choose whether to acquire the \$SWA token or not, as there is no real obligation to hold the token, nor are any opportunities withheld from users who choose to enter the world of Swag without being interested in \$SWA.

The Swag ecosystem is designed to welcome all users who wish to enter the crypto world easily, clearly, and transparently, and \$SWA completely reflects these values, creating a new series of potentially interesting scenarios for users who decide to explore it further.

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.

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:

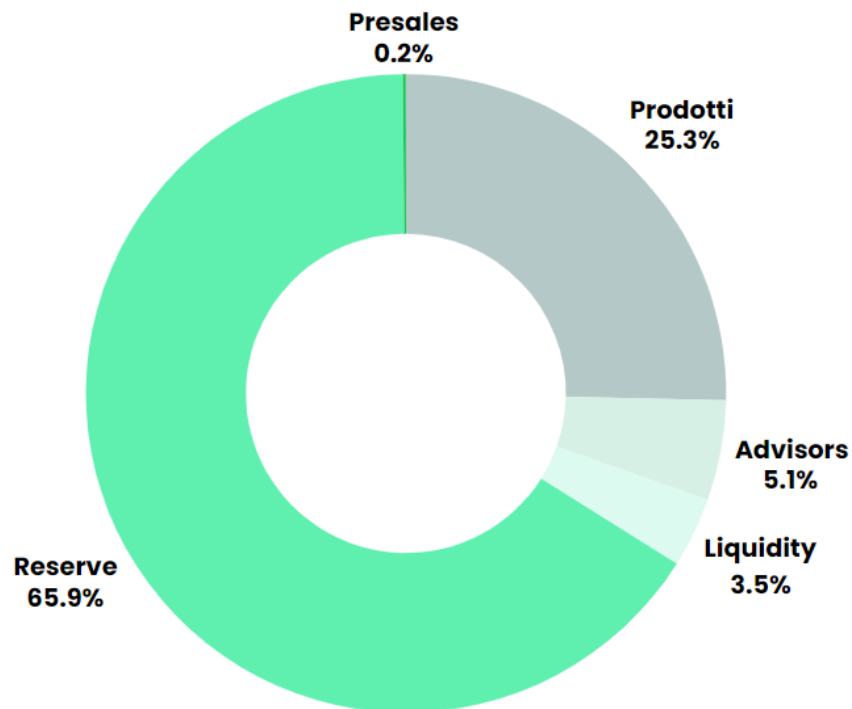
- Swaggy CEX
- Events
- Fixed production mining machines
- Variable production mining machines
- New products yet to be announced
- Future usecases within Swaggy CEX

## 2. Tokenomics

The \$SWA token, as an integral part of our project, has been designed with a transparent and strategic tokenomic structure. We are proud to announce a Maximum Supply of 200,000,000 \$SWA tokens, all of which will be minted during the Token Generation Event (TGE).

### 2.1 Allocation

\$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 marketing or legal expenses
  - other project expenses
  - creation of new products

- Advisors: tokens allocated to Swag's advisors
- Liquidity: liquidity dedicated to facilitating transactions
- Products: locked \$SWA for a 2 year period, assigned through products sales
- Presales: \$SWA sold through pre-sales, locked for 2 years

\$SWA will be initially sold through 5 presale events which will end on July 20th 2024, each presale is listed below:

- Presale 1: July 10 2023 - July 15 2023, price per \$SWA: 0,25€
- Presale 2: July 16 2023 - July 24 2023, price per \$SWA: 0,35€
- Presale 3: July 25 2023 - November 16 2023, price per \$SWA: 0,42€
- Presale 4: November 17 2023 - March 3 2024, price per \$SWA: 0,70€
- Presale 5: March 4 2024 - July 20 2024, price per \$SWA: 0,80€

## 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 ecosystem based on the key success points which powered Swag's growth.

Swag's future ecosystem growth roadmap is as follows:



## 2023 | Q4

- Swag Labs
- Launch of the first physical Swag point

In the fourth quarter of 2023, we anticipate significant advancements in the development of Swag and SWA. The primary objective will be the launch of our physical stores, "Bitcoin Point," and Swag Labs, an investment fund focused on blockchain, AI, crypto, and Web3.

## 2024 | Q1 - Q2

- Swaggy CEX v1

During the first half of 2024, Swaggy will undergo a substantial upgrade, taking a significant step forward towards becoming a fully-fledged CEX. This upgrade will enable Swaggy to offer a user experience on par with other major players in the industry, while maintaining the simplicity and ease of use that have always characterized every product and service from Swag. The primary objectives of this upgrade will include a substantial modification of the user experience, the introduction of limit orders, and the addition of new trading pairs.

## 2024 | Q3

- \$SWA token launch
- Swaggy Cex v2

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 launch the second update of Swaggy CEX, bringing it even closer to its final form by introducing new features and a graphical rework of the buy and sell screens.

## 2024 | Q3 - Q4

- SWA listing in others Centralized Exchanges (Cex)
- SwagClubs
- Further developments for 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 the \$SWA token on multiple CEX platforms. Listing \$SWA on other recognized CEX platforms will not only increase the accessibility and liquidity of our token but also enhance our visibility in the global cryptocurrency market.

At the same time, we will launch SwagClubs, exclusive loyalty levels that users can access, thereby unlocking exclusive upgrades for their mining machines and additional services within our ecosystem.

Finally, the further enhancement of the Swag ecosystem will remain a fundamental 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.*

## 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 capital. Crypto-assets are not suitable for everyone, and we encourage all potential users to seek independent advice before engaging in any 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.

Users 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 user to understand the legal and tax implications of their actions.

This Risk Disclosure does not represent an exhaustive list of the risks associated with activities related to the \$SWA token. The crypto-asset market is new, rapidly evolving, and may carry additional risks that have not been outlined above. Prospective users are strongly urged to conduct their own research and due diligence and to seek advice from their 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 2.0 version of the \$SWA token whitepaper, we aim to demonstrate complete transparency regarding the operations and development phases that will follow in the coming years, focusing entirely on the utility that the \$SWA token will acquire within the project, with a fully transparent Tokenomics and Roadmap.

The Swag Ecosystem, which currently has over 50,000 users, emphasizes the ease of use of its products and services, aiming to be a product specifically designed to open the doors of the crypto world to that part of the population that currently lacks the necessary skills to enter the new era of the internet and value exchange.

No one will be left behind, now there are no excuses.

Swag Your Life

