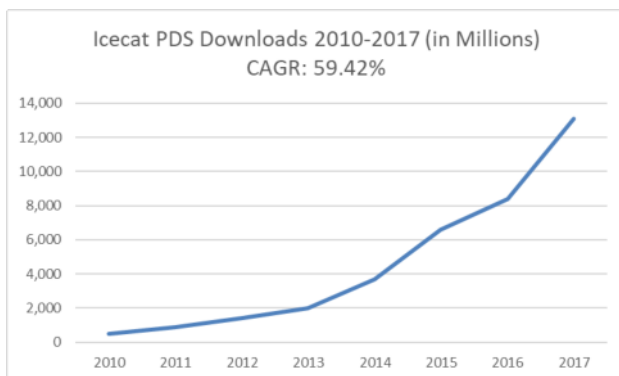


ICECAT introduces the ICURY coin (icury.com)



ICECAT N.V. (icecat.com) is a Dutch-based global publisher and syndicator of product content for the e-commerce market, listed at the Dutch SME stock exchange NPEX since February 2017 and with a market cap of around 125 million euro. Icecat, headquartered in Amsterdam and founded in 2009, works with some tens of thousands of webshops and for hundreds of global brand clients such as Philips, Sony, Samsung, HP, P&G, L'Oréal, Akzo and LEGO. Icecat supported around 14 billion product data-sheet (PDS) downloads per year during 2017. Its Estonian daughter company Icecat Content Sourcing O.Ü. is the Issuer of the ICURY.



ICURY TOKEN:

The Challenge:

Although the open product content of Icecat is already highly successful, and Icecat has described millions of products, there are still hundreds of millions of products that are not yet fully described for retailers.

The Solution:

[Tokenizing and decentralizing Icecat's global product content syndication network, and incentivizing usage and creation of great content with ICURY.](#)

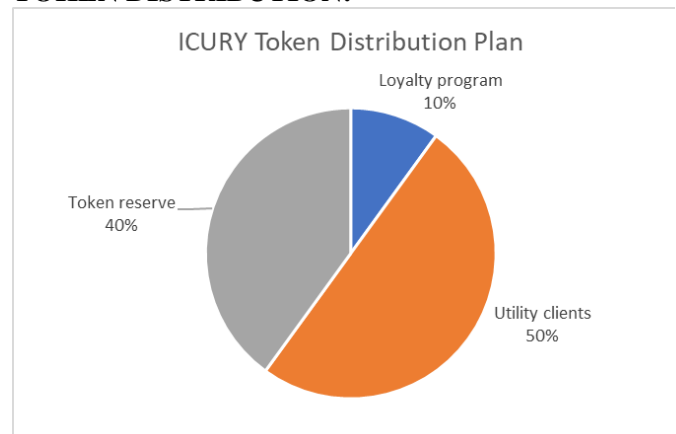
TOKEN CREATION

The ICURY token is only created and offered as a utility and/or loyalty token for Icecat users, and should not be seen as an investment. Tokens can be provided for free during pilot stages without any guarantees. No ICO is planned and no tokens are for sale to the public as this might severely limit the use case of the ICURY. Icecat is a well-financed listed company, so no additional funds through an ICO are needed to finance the experimentation with and roll-out of ICURY. Icecat is not promising to develop crypto or other managed services that might lead to value increases of the ICURY token. At a certain point, Icecat might decide to use the ICY as a so-called "stable coin" with a fixed value against the euro or against its services, for pre-pay of its services.

Total Tokens: 5,000,000,000
Token symbol: ICY
Token type: ERC-20
Smart contract: [0x8903e8f101d86ea097efe104a3d53f4c42cb44bc](#)

Decimals: 18
Accepted Nationalities: Every nationality, except: United States & Canada (except accredited investors), People's Republic of China or Singapore or residents of a country where international embargoes and sanctions are in force, like Iran, North Korea, Syria, Sudan or Cuba.

TOKEN DISTRIBUTION:



In the distribution graph, an indication is given of how Icecat plans to distribute the ICURY token during its development.

ICECAT SERVICES:

Open Icecat: Providing free product content to retailers, sponsored by 300+ brands such as HP, Philips, L'Oréal, LEGO. There are around 70,000 e-commerce parties making use of Open Icecat in virtually every country in the world, including Amazon, Ebay, Rakuten and BOL.

Full Icecat: providing e-commerce companies with access to Icecat's complete database with over 5 million data-sheets.



Private Icecat: managing exclusive e-channel programs for brands by providing Digital Rights Management services.

Syndy: Product Information Management services in Fast Moving Consumer Goods and other classic retailer-driven verticals.

Batavi: open source environment for e-business solutions.



Icepim: Product Information Management services for businesses that manage large product catalogs.

Iceimport/Iceorder: EDI services for supply chain integration between suppliers and their clients.

ICECAT PLATFORM DEVELOPMENT:

Icecat has an existing product information management ecosystem in which hundreds of leading manufacturers and tens of thousands of their e-channel partners collaborate. The most important next steps are to accept the ICURY as pre-payment option in addition to accepting fiat currencies. Token sale income is not used for platform, network or app development as the Icecat platform, network and apps are already fully operational, and funded by its operational business.

KEY ADVANTAGES:

Icecat is publicly listed in The Netherlands. It has a transparent structure, a track record as a fast-growth and profitable company since 2009, and a market capitalization of 100+ million Euro. Further, Icecat is already uniquely positioned as global open content provider for the e-commerce market, facilitating tens of billions of product downloads annually. Its open content syndication processes are highly decentralized, and it understands and invests in open source since its

ROADMAP

2001	Icecat started as content service for e-commerce within the iMerge holding.
2006	Open Icecat introduced as open content catalog sponsored by major tech brands
2009	Founding of Icecat N.V. as a spin-out, providing global content services
2011	Acquisition content activities of Kieskeurig (Sanoma). Co-founding Hatch
2015	Start Icecat Live. Set-up of Icecat Estonia.
2017	IPO and listing of Icecat at Dutch NPEX
Feb. 2018	ICURY Token creation
Q2-2018	ICURY pilot: integration of ICURY balance in Icecat user accounts
Q3-2018	Upload of ICURY to Icecat for service redemption
Q4-2018	ICURY pilots
Q2-2019 and on	Experiments with pay buttons

THE TEAM



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Editor-in-Chief

inception. Adding the ICURY coin has a utility potential within its e-commerce ecosystem. Icecat investigates if it can accept ICURY as pre-pay for certain services.

KEY RISKS

Despite the advantages, there are still risks related to acquiring ICURY tokens, which are limited to transfer fees during pilots as long as tokens are provided for free. The value of a token might fluctuate if there's speculation, and there's the risk that a token loses its value completely (again), or that there is no trade in tokens possible. In case that Icecat wouldn't be able to mitigate critical legal, PR, business, economic or other risks that are typical for its business or for crypto-tokens, it might not be able to buy back its token and/or accept the token against services. Please, read carefully the disclaimer in the footer and the disclaimer and risk sections of the Whitepaper in full.



Our core-dev team



Some of the nationalities present in our global team of around 170 staff divided over eight countries.

SOME OF OUR KEY GLOBAL ACCOUNTS:



For a complete and up-to-date overview of 400+ manufacturer brand clients see:
<https://icecat.biz/menu/partners/index.html>