



Evergreen Token LTD

White Paper

International IR, Events & Media - Capital Raising & Exchange Listing - Business Strategy, Accounting and Legal Services - Blockchain Technology, VC Investments & Funds

Abstract: Evergreen Token (UK) Ltd, known in this document as “EverGreen”, is announcing a security and utility token (STO) backed by ordinary shares in the company that can be used for platform services provided at the direction of the Company which already has business relationships with well known firms such as the Swiss Growth Forums, The International STO Channel, Demtech, Pantheon International Advisors, Equity Development and Altana Wealth that will maximize the chances of long-term success for STO investors.

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EverGreen

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EXECUTIVE SUMMARY

Abstract: Evergreen Token (UK) Ltd, known in this document as “EverGreen”, is announcing a security and utility token (STO) backed by ordinary shares in the company that can be used for platform services to be provided at the direction of the Company which already has business relationships with well known firms such as the Swiss Growth Forums, The International STO Channel, Demtech, Pantheon International Advisors, Equity Development and Altana Wealth that will maximize the chances of long-term success for STO investors.

WHO WE ARE

EverGreen Token, Ltd. is a UK Limited Liability Company launching the security and utility token (STO) the “EverGreen”.

STOS -- A NEW PARADIGM

As STO companies grow in size and popularity, institutional investors, family offices, and other professional investors are looking into them as a way to diversify their portfolios and find new opportunities.

Digital Assets or tokens provide investors with a unique type of property that has intrinsic Value, Ownership Rights, and Privileges (“VORP”) that are not available with any other investment. This represents a positive sea change in the way investments as a class are viewed.

At the same time, however, such tokens do not automatically provide other types of intrinsic rights and privileges that are commonly available to owners of other, more conventional instruments, such as stock. Specifically, Governance Rights and Privileges (“GRP”) are not an inherent part of Digital Assets. For many classes of investors, including many funds, this lack of GRP poses roadblocks to ownership, ranging from simple preference to institutional constraints.

The EverGreen token breaks new, revolutionary ground by providing GRP for EverGreen purchasers by the creation of an inherent, organized system of SmartContracts backed by ordinary shares in the company. While SmartContracts have been a part of the block chain infrastructure since the launch of the ERC20 protocols associated with Ethereum tokens, EverGreen is the first entity to provide SmartContracts in an organized way that specifically address GRP issues. Additionally, EverGreen provides carefully evaluated lists of the premium STO companies, investors, and critical suppliers to greatly simplify the effort needed to create successful business relationships.

EverGreen tokens are specifically targeted at institutional and professional investors. The EverGreen token is designed to ensure Governance Rights and Privileges in the STO firms in which they invest. While equity and board seats are not generally offered by STO companies to their investors, the EverGreen token will allow investing organizations to exercise important types of control in determining the use of the funds they place in the hands of STO company founders.

THE CHALLENGE

Given any group of STO companies that all have good core ideas, the prime differentiators between the successful and failed ones are:

- Value Added Provides of Investor Relations (“IR”) and Media services;
- Successful early stage investors;
- Value Added networking opportunities for companies and Investors; and
- Unique opportunities for investors to have Governance Rights and Privileges

While these differentiators could easily be viewed as applying generally to all startups, whether STO based or conventionally based, they apply very strongly to STOs in 2018. A corollary to this statement is that the most important decisions the founders of an STO can make, after the core business idea, is the strategy for choosing the right investors and for performing the best Business Strategy, IR, Media and Capital Raising.

The process described above creates opportunities. The most reputable parties assemble, make mutually beneficial agreements, and expend appropriate levels of resources in expectation of mutual future success. Viewed from that perspective, EverGreen and its Platform Partners who accept our tokens are working in a well proven and well understood part of a value chain.

What is new and different in 2019 is the means of finding and vetting reputable parties and enforcing mutually agreed upon performance into the future. EverGreen and its EverGreen tokens find their unique utility in this space.

The situation with STO businesses is that the model is so new, and is changing so rapidly, that proper vetting processes and the establishment of performance track records have not yet had time to become established. Thus, reputable STO companies, investors, and suppliers of critical services must each go through an extensive, largely redundant process of qualifying one another prior to doing business. The result of performing these entirely vital processes redundantly is a vast and needless expenditure of time and resources by all three key players in this space - STO companies, investors, and critical-sourced service suppliers.

After an entirely understandable delay to comprehend the STO landscape, it is now a fact that institutional investors, family offices, and other professional investors are looking to the STO space for portfolio diversification and for opportunities that are not found elsewhere. These types of investors, both by choice and by charter, often require Governance Rights and Privileges (GRP) as a precondition for investment.

With hundreds of new STOs coming out each year, it's impossible for family offices and institutional investors to sort through them all to know which ones would work for long-term investments. A general lack of familiarity with the STO market and improper management of investor relations also plague companies considering these opportunities. The EverGreen initiative seeks to address these challenges.

However, as just discussed, because STO tokens are not generally traded as conventional securities, a purchase of tokens does not often provide any equity, board membership, or other form of governance oversight (GRP) of the STO companies and organizations responsible for the token sale. This limitation has important consequences for the overall health of the STO space that affect both the STO companies themselves, and also the institutional investors just described, both by erecting barriers between premium players and also by constraining overall deal flow.

THE EverGreen SOLUTION

EverGreen, provides the following EverGreen powered solution suite.

- EverGreen maintains a private list of premium Suppliers of Investor Relations and Marketing (“IR&M”). This list is referred to as the “IR&M A-List”. We do this in the most objective way possible. We continually evaluate our Platform Partners who are working for our client companies.
- We also maintain a private list, called the “Investor A-List”, of the premium Investors in STOs, including those new to the space and those who already have experience.
- We evaluate client companies to determine which of them would be the best fits for our services and for our Investor A-List. The STO companies we choose as best fits are referred to as our “STO A-List”.
- We create a series of highly focused networking events around the world, where Investor A-List and STO A-List members are able to meet without pressures or distractions, so as to maximize successful relationships.
- Finally, we facilitate relationships between STO companies and private investors by the use of EverGreen tokens.
 - We do this by encouraging the Investors to purchase EverGreen tokens for payment to the STO companies in which they invest, instead of using either fiat currencies or other crypto coins.
 - These EverGreen tokens are issued with built-in, automatic SmartContract enabled oversight privileges regarding the budget and

quality of the STO's Investor Relations, Business, Legal, Technology and Media activities. For example, a SmartContract might specify that a certain percentage of the budget be spent with one of the members of the IR&M A-List. That SmartContract could further specify the percentage spent on Investor Relations and the percentage spent on Marketing in more granular amounts.

- These SmartContracts - available as a standard feature of EverGreen tokens - enable investors to exercise GRP over the STO's operations, and might become candidates to satisfy Investor compliance rules in many cases.

By bringing together Investors, premium STO opportunities, and premium Suppliers of IR&M, and by providing secure, enforceable GRP rules to give Investors more control over their STO investments - including control that may satisfy mandates - EverGreen will produce very high success rates and spur overall increased deal flow in the STO sector.

SERVICE ECOSYSTEM

EverGreen represents a service ecosystem which allows investors, through purchase of a dedicated security and utility token, to ensure that their STO companies spend their marketing and IR budgets wisely and according to the stipulated conditions in the original STO.

Investors in STOs allocate a percentage of their purchase to ensuring that the company management follows through on the business plan. If you are allocating \$1 Million or \$100k to a Digital Asset, you want to ensure that STO has a chance to become as liquid and successful as possible.

BACKGROUND

The Platform Partners of EverGreen have been providing high-end services that bring together professional investors and company founders who are looking to raise capital for innovation and growth.

THE INDUSTRY

The investment industry is broken down into a number of investment communities. Most startups and companies raising money have access to a limited number of investors. Beyond the founders' personal networks, they can get access to private investors, venture capitalists, and other types of investors that make their interests and portfolios public. Although it is not easy to get to these investors, generally speaking, persistent founders with good opportunities are able to reach them.

However, when it comes to institutional investors and family offices, it's a completely different story. Family offices and institutional investors have a much longer-term view of their investments, and they do not actively seek investments in private companies. Founders who approach such investors are likely to be ignored. While institutional investors know that there is an opportunity to be had in these private companies, they can't afford the tremendous amount of time it takes to go through the thousands of ideas on the market. In family offices, unless you have a personal connection to the family, it's unlikely your private company will be considered for investment.

Trust is always at a premium, as well it should be - and is nowhere more at a premium than it is for institutional or family investors. When investing in a company, particularly in a new industry, it's absolutely essential to know the founder will have the resilience and ability to manage in a rapidly changing market.

BLOCKCHAIN: CHANGES IN THE INDUSTRY

Blockchain technology is bringing about a significant shift in the industry for two reasons.

- The tremendous gains over the past year for Digital Asset holders have gotten everyone's attention. Professional investors simply can't ignore an asset that doubles every three months.
- In the long-term, a number of technologists and financial gurus are predicting that one day Digital Assets will replace or at least live side-by-side with fiat currency. While these used to be the outliers, governments have started to talk about issuing their own Digital Assets.

Today's savvy investors recognize that they may need to have at least some amount of their investments in the crypto world, at least as a hedge. While nobody knows if those predictions are true or even rational, with cryptocurrency valuations well over \$200 billion dollars, it's foolish to dismiss it as a fad. Today, people who have never had a brokerage account in the past are suddenly getting interested in crypto, and institutional investors, who have never been interested in high-risk investments, need to find a way to get into these investments while making sure that they are protecting the interests of their funds.

CHALLENGES

Institutional investors, family offices, and other professional investors are looking into the STO space for portfolio diversification and for opportunities that are not found elsewhere. In doing so, they face unique challenges today:

When investing in an STO, the investors generally do not receive any equity or board membership, but rather utility tokens. As such, the investor has no influence on the company.

Hundreds of STOs are coming out each year. It's impossible for family offices and institutional investors to sort through them all to know which ones would fit the profile appropriate for long-term investments. Many of the tokens being issued today will never have any value.

Lack of familiarity of the STO market, what it means to have a token, and how to maneuver in this market are major questions for most investors.

Marketing in this very new space is an extreme challenge, and a fairly small number of marketing firms do almost all of the valuable work. Newly-formed companies often make similar "amateur" mistakes in not managing their investor relations properly, or in choosing marketing, IR, and PR professionals who take large retainers and do not produce results.

Addressing these challenges is the purpose of the EverGreen initiative.

SOLUTION

EverGreen addresses the needs of institutional investors through a Service Ecosystem and using a Smart Token that will ensure that the portfolio companies are held to account when it comes to their Investor Relations (IR) and Marketing services.

The following detailed narrative description expands upon earlier summary treatment:

Investors and STO Companies from their respective A-Lists agree to a relationship

The investor purchases EverGreen, using fiat currency, ETH, or BTC.

The investor gives EverGreen to the STO Company.

During STO, company uses EverGreen to pay for IR and Marketing, and follows the structures of the Smart Contracts, resulting in a successful STO.

During the lifetime of the Company, it continues to use EverGreen to get premier IR, Media and Business services, seeking to become a successful company.

Investors can purchase EverGreen for investment in additional companies.

Investors can use EverGreen to pay for publicity for their own IR and Marketing, as well. EverGreen can be used for a number of services exclusive to the partner companies, described below in the ecosystem.

EverGreen Platform Companies

What sets EverGreen services apart from others is our focus on international companies and our ability to bring together the top investors from around the globe. EverGreen understands the twin principles that the value for investors is vetting

investment opportunities, and the value for companies is to get in front of the elite investors. We don't waste investors' time unless we have confidence the investment is of interest to them, and we don't waste STO Companies' time inviting them to events unless there is a good community of investors present.

EverGreen has a strategic relationship with Swiss Growth Forums, which has been providing elite services to companies raising funds for over 25 years. Going forward, EverGreen token holders will get priority treatment for EverGreen partner services.

EXCLUSIVE ROADSHOWS

Swiss Growth Forums' unique, branded roadshows bring together their enormous community of international investors, built over 25 years of serving the community.

Company executives have the opportunity to meet with international fund managers one-on-one or at private luncheon events. These investor roadshows in Europe, Asia, Hong Kong, and North America last from 5–8 business days and usually touch upon at least six cities. Company executives can expect to meet at least 40 institutional investors during a roadshow.

The Swiss Growth Forums' network is unmatched when it comes to getting meetings with the highest level of professional investors and family offices worldwide.

Investors trust the Swiss Growth Forums because their personal touch means they get only opportunities which they know are a fit for the portfolio.

The Swiss Growth Forums network includes investors they would never have a chance to meet otherwise.

EXCLUSIVE EVENTS

Despite the newness of STO and BlockChain events, some level of predictability has already grown up in the sector. As anyone with experience knows only too well, attending the typical STO or BlockChain networking event can be a huge disappointment, because virtually all of the attendees are people who are also issuing an STO!

For a company, pitching to other company founders makes no sense. That's where STO conferences are different. The agenda includes zero "Tips for Founders" (which most of them know in their sleep anyway), and 100% investment opportunities for investors.

Swiss Growth Forums already runs several events per year, in a variety of cities worldwide, to bring together the best investors and the best investment opportunities. Holders of EverGreen tokens will get prime space on stage in front of investors.

PERSUASION TECHNOLOGY

EverGreen service providers have been working with investor and company founders for decades. They have developed proven persuasion technology for presentation of materials. Their clients have access to our proprietary methodology that helps them get a much higher percentage of “yes” answers from institutional investors, professional investors and family offices.

Through our in-depth analysis of each company, we are able to identify the appropriate opportunities for investment, and create a strategy that is most likely to succeed for each company. Furthermore, because we are well-connected to the investment community, EverGreen service providers create targeted campaigns that get the right message in front of the right audience. Their high-level presentation staff works closely with the STO companies to make sure all of their written and online materials follow this proven methodology, ensuring a consistent cross-channel message and positive response rates.

EXCLUSIVE MEDIA OPPORTUNITIES

The EverGreen network of service providers is the only organization today that has gotten multiple opportunities for its clients to present their STO on major investment in media channels, not just as a mention, but in getting their CEOs interviewed by top experts.

Due to the reputation of the EverGreen network of service providers as an organization that vets the absolute top STOs, we have opportunities to get exposure for our companies on channels such as CNBC, MF DowJones, Reuters, and now, the only International STO Channel.

Unique opportunities like these don't just get the STOs in front of investors; they present the STO to the investor through trusted channels. The importance of trusted channels simply cannot be stressed enough. Exposure on these types of networks means that the investor is much more predisposed to consider the STO as having status and appeal as a serious, professional investment opportunity. These are the channels where it is possible to find professional investors and finance people, rather than just casual investors.

INTERNATIONAL STO CHANNEL

Recently, the first International STO Channel was launched, designed to bring the best opportunities to investors in the space. The International STO Channel is the only one of its kind, focusing exclusively on STO companies and events. The channel already has rich content, and it is gathering followers worldwide as a result of the celebrity power of the program hosts.

By providing a content-rich, always-available, streaming resource to our community, the EverGreen network of service providers offer the following benefits:

Exclusive interview space for EverGreen token holders on the International STO Channel.

The richest collection to date of interviews with the founders of today's most attractive STOs, all in one place, so investors don't have to waste time looking for relevant opportunities.

Highly professional hosts, Jon Najarian and Andreea Porcelli, both of whom have decades of both investment and media experience, eliciting the most relevant information for institutional and family office investors.

The blockchain world is global, with organizations and companies distributed throughout the world. To keep on top of the industry, it's absolutely essential to have a global view. The International STO Channel is the first to take on companies that span the globe, featuring content unavailable elsewhere. For investors looking for opportunities worldwide, the International STO channel provides the best investment opportunities from around the globe.

The high status of Porcelli and Najarian ensures that they are invited to the most exclusive financial events in the world, and are able to get to some of the top names in this world, including even those who have never agreed to interviews on other channels. Exposure through this network, available exclusively through the EverGreen token, ensures companies a wide audience, and investors in those companies know that their IR, PR, and Marketing monies are well-spent.

VETTED, PROVEN MARKETING NETWORK

Marketing is one of the biggest pain points for institutional investors. Professional investors recognize the importance of having high-quality marketing providers that give value for the money. Effective marketing enhances and protects their portfolio.

With its many years in the industry, the EverGreen network of service providers is uniquely qualified to choose and recommend partners for marketing services from the members of our IR&M A-List., which is selected using a performance-based algorithm to ensure that only high quality, vetted, and proven marketing suppliers are on that list.

A-IR&M A-List members are encouraged to accept EverGreen tokens for payment. Knowing that the EverGreen network stands behind the vetting of marketing services contracted by portfolio companies gives investors peace of mind that their companies are using services that will provide true marketing value.

Premium marketing professionals add value to the portfolio companies as they bring their products to market. This is particularly important for the STO market, as this is a new market, and many CEOs do not have the experience of working with a variety

of marketing companies. In this highly technology-oriented market, having a marketing provider that is completely trusted is an essential element of success.

SMARTCONTRACT TECHNOLOGY

EverGreen utilizes SmartContract technology based on the ERC20 protocol. SmartContracts are built into the EverGreen tokens, allowing the investors to set up the conditions under which the token can be cashed in by their portfolio companies. The investor may use EverGreen as is, which means the tokens are used only within the EverGreen network. More specific conditions may be applied by the use of pre-formatted, customizable Smart Contracts used in the dedicated EverGreen wallet, such as allocating a specific percentage to marketing and a specific percentage to IR, or requiring use of the funds within a specific time frame, or otherwise the EverGreen tokens return to the investor. These types of flexible SmartContracts allow investors to have peace of mind and control of how their investment dollars are spent.

BUSINESS

BENEFITS TO INVESTORS

Investors get a utility token they can use in any of their portfolio companies, or for their own needs for publicizing their investment firm or office.

Ensure that companies in their portfolio reserve marketing budgets and IR budgets for the next rounds of funding and to support ongoing products.

Achieve a higher level of success in their investments, as the funds for marketing are going to reliable services that truly help their portfolio companies.

Services already available: existing company, immediate supply of IR and marketing available with token issue.

BENEFITS TO USING THE TOKEN

Ability to reach institutional and family office investors.

Access to exclusive services and premium offers not available to anyone else in the industry.

Higher levels of success through international contacts and the ability to rapidly get the offering in front of the right audience.

Assurance of funds for follow-on rounds of funding and ongoing IR.

Time saved: no need to assess marketing service providers, as the list of reliable suppliers is built into the token.

Easy and immediate availability of services with token acquisition.
Improved success rate with reserved and reliable marketing and IR budgets.

BENEFITS TO A-LIST PARTNERS

Reputation enhancement: joining an exclusive network of results-proven companies with deep connections in the investment community.

International and global reach.

Reduction in their own marketing costs, as clients are pre-selected by the best investors.

High quality clientele are built into the system, as the services are accessible only to EverGreen investors.

Ability to provide a full service, always knowing who to refer a customer to for complimentary services.

TOKEN ECONOMICS

The Evergreen Token is a Digital Asset, which is being offered to the market via an Security Token Offering (STO). The security value of the 100m Tokens issued at \$0.10 is backed by 30% of the company's shares and holders are entitled to receive the same dividends as other ordinary shareholders. The intention is that Evergreen Tokens will be traded on the SwissSix, London or Euronext Exchanges.

Evergreen itself boasts a security and utility. The issuing platform partners Swiss Growth Forum and Demtech among others will accept tokens for their services on a basis of security and utility to holders of the Evergreen. As the business activity grows and the ecosystem, so should the value of Evergreens.

While these services can be paid for using fiat currency, payment with a token entitles the purchaser to a 30% discount, which means Evergreen Security Tokens can be converted at a discount rate for services provided by platform partners. In short, Evergreen tokens can be used as either used as a security with dividends traded on an exchange or to purchase the services provided by platform companies.

The Evergreen Token will become a vehicle which aids investor support in digital assets which trade poorly in the aftermarket and through the Custodial Rights embedded in the utility token. Evergreen helps solve a problem which we discussed earlier in this report – i.e. that STO research is sparse and supportive after-market research for cryptocurrencies virtually non-existent.

Evergreen Tokens which are used as either a security or utility token will either be held in treasury by the relevant service provider or sold at market value when listed on an Exchange to provide further expansion funding. Evergreen can thus be seen to encourage both SGF and Demtech to reinvest in their businesses. It also allows investors

to escrow and release funds to their investments for specific purposes such as: Marketing, Technology, Capital Raising and Media.

Evergreen and its partners intend to mint 100 million Evergreen Tokens which will, when demand arises, be available for sale. It is intended that the total number of coins be capped at that 100 million.

Evergreen's soft cap will be set at \$500,000. This soft cap is the minimum amount of money Evergreen can receive from investors in the STO process. Should the soft cap not be met, all money invested will be return to investors.

Soft cap	\$500,000
Initial Offering (STO)	\$5,000,000
Hard cap	\$10,000,000
Total coins minted	100 million
Technical standard	Ethereum ERC-20

Source: Evergreen STO Data

Evergreen's hard cap, which represents the major financial goal of the fundraising round, is intended to be set at \$10m. Should the STO succeed and this funding requirement be met, the continuous use of Evergreens as a security or to purchase investor relations and other wholesale services from SGF, Demtech and the other platform partners would limit the likelihood of the companies seeking additional token based funding for future organic growth.

As a result, the value of Evergreens should increase alongside the overall size of the companies' combined ecosystem. Put more simply, as SGF, International IPO/STO Channel, Demtech's and the other platform companies sales increase so should the value of Evergreens held by investors.

TOKEN ECONOMY

EverGreen represents a service ecosystem which allows investors, through purchase of a dedicated token, to ensure that their STO companies spend their Business Strategy, Media, IR and Capital Raising budgets wisely and according to the stipulated conditions in the original STO. The ecosystem works as follows:

A limited number of EverGreen tokens will be released, with a fixed 30% percent discount for services provided. Holding tokens offers a specific value in services for future performance.

When purchasing STO tokens, a percentage of the value is purchased in EverGreen tokens, which are allocated to the company creating the STO.

The STO company can use the tokens immediately for Investor Relations services to continue to grow the investor base, or hold them for additional Business services as they build out their platform.

As additional partners come onto the ecosystem, tokens representing the value of their retainer are released. In this way, the number of tokens in circulation always represents the available services in the private offering.

Tokens can be exchanged at or above original value, allowing the top STOs and top investors to compete for the EverGreen ecosystem partner services, with the highest bidder getting the tokens valued for the services.

ISSUANCE OF TOKENS

The tokens in the ecosystem are always representative of the value of the ecosystem. As new service providers come on board, EverGreen issues tokens that are equal to the amount of services in the ecosystem, so as to avoid inflation. Tokens are backed by shares in the company issued at a face value into the market, with the monetary value increasing as they are held by investors and companies as a guarantee of high-quality service throughout the lifecycle of the company. EverGreen tokens that are cashed in for services are “burned” - removed from the electronic ledger - and new tokens come on the market as needed, again, representative of the services available in the ecosystem.

USE OF FUNDS

Purpose

Product Development & Maintenance	10%
Business Growth & Development	25%
Marketing & Sales	25%
Operations	20%
Legal	5%
Reserve	15%

ROADMAP

We will commence The Private Sale of Tokens on January 22, 2019 and end that phase on April 15 when the The Public Sale begins and close the offering on June 30. Assuming the soft cap is reached, funds will be used for platform development,

Exchange Listing on SwissSix, London or Euronext and to build out the Consultant network for partners and investors. Specifically, Evergreen will look to on-board new partners, promote investment services and fund new investments in related blockchain technology as well as hiring seasoned professionals to ensure the successful expansion of the Evergreen organization.

As a result, the business groups should be well placed to finance organic growth. We have already described what the Platform Partners do as well as their plans for adding new lines of business. Both companies will benefit from increased marketing, the ability to staff more aggressively and from the ability to fund other businesses' expansion as a private equity investor or IR platform operator.

Executive Team

Andreea Porcelli, CEO and founder of EverGreen, has over 30 years of experience in the investment banking and Investor Relations sector at the CEO level. She has raised over \$1.5 Billion in capital for more than 400 companies. Andreea has represented more than 80 STOs in promoting their Token Sales. She is the Founder of Swiss Growth Forums.

Jon Najarian is a CNBC and CME correspondent and Hedge Fund manager. Jon has over 30 years of experience in professional trading, investing and is actively involved in the Najarian Family Office. He co-founded MonsterTrading and successfully sold it to E-Trade for \$700 million in 2016.

Ross Bruner is a Director with 30 years of experience as a research analyst, portfolio manager, and relationship manager for investment banks and hedge funds in New York, London, Milan and Monaco. Ross is editor and contributing author of Global Equity Selection Strategies (Glenlake Publishing, 1998).