



Zeus Exchange. Executive Summary.

Zeus Exchange bridges financial markets and crypto

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Our vision

Crypto Zeus PTE envisions a world, where investments are available for everyone, by combining proven financial technologies and the power of blockchain. Crypto Zeus PTE focuses on building all the aspects of the proposed solution, from technology and infrastructure, to legal compliance and corporate structuring.

Crypto Zeus offers a real-time hybrid trading for financial markets and crypto.

Crypto Zeus PTE aims to become an investment vehicle of choice for millions of investors around the globe.

- Introduce a hybrid trading platform for the financial industry of tomorrow;
- Legally allow clients to invest in crypto assets and classic financial assets;
- Connect crypto economy to the mainstream capital markets through asset tokenization and through the integration with the banking system;
- Enable global financial infrastructure with blockchain solutions.



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Problem

Crypto investors are locked out of capital markets.

We see unique market opportunities arising from the need to bridge financial markets and crypto, and to provide liquidity for crypto investors. We also understand the limits of access to the financial markets due to high regulatory and financial barriers, while crypto world lacks the regulation needed to avoid fraud.

We are addressing the following problems:

- Crypto is disconnected from the capital markets
- Lack of investment instruments and liquidity in crypto market
- Lack of hedge instruments against volatility in crypto
- Insufficient legal framework for crypto investments

In that respect, Crypto Zeus PTE intends to develop and deliver a hybrid financial platform to trade financial assets and crypto-assets, while staying fully compliant with applicable legal and regulatory requirements in the countries of market entry.



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Solution

Zeus Exchange is a bridge between financial markets and crypto.

We are building an ecosystem comprised of Zeus Exchange trading platform, operating under broker-dealer and depository licenses, connected to the blockchain ledger, and integrated to the banking system partners.

Our intention is to leverage the traditional means of payment and investments with the power of blockchain to allow our clientele trade financial and crypto assets alike legally and transparently.

- Bridge the liquidity gap. Crypto Zeus PTE connects crypto to global financial markets, and provides a window of liquidity between the markets through the asset tokenization.
- Enable security and trust. Crypto Zeus PTE is built on NEM technology, which is the world's first Smart Asset blockchain. NEM technologies ensures proven assets emission, secured deposit and withdrawal of assets, trusted record-keeping and deals confirmation.
- Implement volatility hedge. Crypto Zeus PTE business and legal framework allow investors and crypto investors alike to trade arbitrage between exchanges.
- Start trading with just \$100. New trading instruments, low fees and legal framework create a window of opportunity for retail investors.



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Asset tokenization

ZEUS manages own internal asset depositary, used to hold and manage financial assets.

This depositary ensures consistency of all issued crypto-assets with conventional asset holdings. External auditors and administrators have access to the internal depositary to verify all reports produced by ZEUS. Reports are also published in the blockchain.

Crypto asset is a mirror token that is issued for an underlying asset at the Zeus Depositary on the NEM Blockchain. Crypto assets provide a hedge against volatility of cryptocurrencies and bring in the liquidity of global markets into crypto.

Crowdsale information:

Details of the crowdsale will be available starting May 2018. The terms of the private offering will be fully described in the Offering Memorandum.



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Team

Zeus team combines expertise in trading, financial technologies, investment services, brokerage, hedge funds, startups, and blockchain development.

[Olga Duka](#) — CEO

Olga is an infinitely curious serial entrepreneur with strong product vision backed by 15 years of expertise in stock markets and creative industries. Her professional experience includes working as a trader and portfolio manager at international markets, producing unique events and products in culture and education, and building startups in creative industries. Among her recent projects are building fintech investment platform Startwise, launching St Petersburg Artplay Cultural Center, and working with international startups.

[Sergey Litvin](#) — Co-founder and CIO

Sergey is a veteran of many industries, including mechanical engineering, telecommunication, and metal production. His expertise gives him extensive knowledge of business strategy and project management, backed by the entrepreneurial wit and investment vision. Sergey has a proven success record of growing companies to global expansion, including leading Evraz Holding from a startup to an IPO and managing 35 000 people.

[Alexander Tsyglin](#) — Co-founder and CMO

Alexander has been working in the stock markets for over 11 years. His experience with brokerage and retail finance, combined with marketing and communications experience in financial markets makes him invaluable to Zeus. He creates effective teams, organizes marketing processes and generally thinks outside the box. He has worked in such companies as Socrates Asset Management and Grain Star International. He has



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created Inteksbrok, a licensed brokerage company - a pioneer in internet trading on the Ukrainian stock market and developed Tfcrossia.ru, a stock market consulting project.

Gennady Sorokopud – CTO

Experienced developer and entrepreneur with over 25 years of experience in investments, financial technology, system architecture and startups. He advised several VC funds, trading hedge and option funds, founded and launched several startups from scratch to exit, and managed fintech companies. His expertise lies in the field of algorithmic trading, financial derivatives, volatility trading, options and futures, technological research, product management, multi-languages programming and system design. He is a co-author of the first Russian-language book on structured products “New Investment Culture Or Structured Products”. He has filed 5 patents in wireless communication, traffic processing and optimization.

Ekaterina “Catherine” Yushina - COO

Catherine’s professional experience includes working in Venture Capital in Silicon Valley, organizing and running a global VC conference and startup competition, advising startups and accelerators, being a co-founder of a fintech startup under the Regulation Crowdfunding. That gives her a unique perspective on building companies in evolving and highly regulated environment and in identifying opportunities. Being the Jack-of-all-trades, she is good at multitasking and learning new skills, is a result-driven and strategic thinker with a variety of skills including operations, team management, business development, public and customer relations, marketing, international expansion and more.

Yulia Yanakevich - CLO

Yulia has a diverse experience of managing legal teams and projects in investments, telecommunication, metal production and pharmaceuticals, including corporations listed on NASDAQ, Honk Kong Stock exchange and Moscow Stock exchange. She has built risk management and compliance systems related to corporate and antimonopoly



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law, financial monitoring and anti-money laundering, contract law and stock exchange regulations. Her approach is combining effective solution of business tasks with consistent implementation of compliance with legal restrictions and risk management

Advisors

[Sergey Yushin](#) - Finance Advisor

Sergey Yushin is a finance and corporate expert with previous experience in investment, economics and finance, working for JSC RusHydro (MCX:HYDR, \$15bn assets), JSC ALROSA Investment Group, JSC SobinBank, JSC VneshTorgBank and BCEN-EUROBANK Group. He is a serial entrepreneur who started multiple successful businesses in different industries and countries, including bar and restaurant as well as airplane engineering. He constantly learns new skills and explores new opportunities.

Vakhtang Maskhulia - Media Adviser

Vakhtang Maskhulia is a former Presidential spokesman in Georgia, and prominent TV-journalist and sociologist. He is an accomplished public speaker and one of the key opinion influencers in the field of international relations. Visionary, caviste and connoisseur.

[George Paliani](#) - International Development Adviser

George Paliani is our key representative in the international scene. He has excellent negotiation skills and extensive experience in government structures and consulting agencies. George speaks six European languages and is doing his Ph.D. in history. Author of academic papers and Scandinavian politologist.



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Partners

Ingvarr Advisory & Trust

[Ingvarr](#)'s team of advisory consultants are recognized experts in Corporate Governance, Mergers & Acquisitions and Finance.

Cointoss

[Cointoss](#) is an IT company from Seoul, specializing in development on blockchain, working with South Korea regulator and gathering the Asian crypto community.

Membrana

[Membrana](#) is the first trust management platform fully built on blockchain technology.

Alfeba

ALFEBA S.A. is the team with over 25 years of experience, that develops processing and banking solutions in MERCOSUR countries, in Russia and in European Union.



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We would be happy to answer any questions:

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