



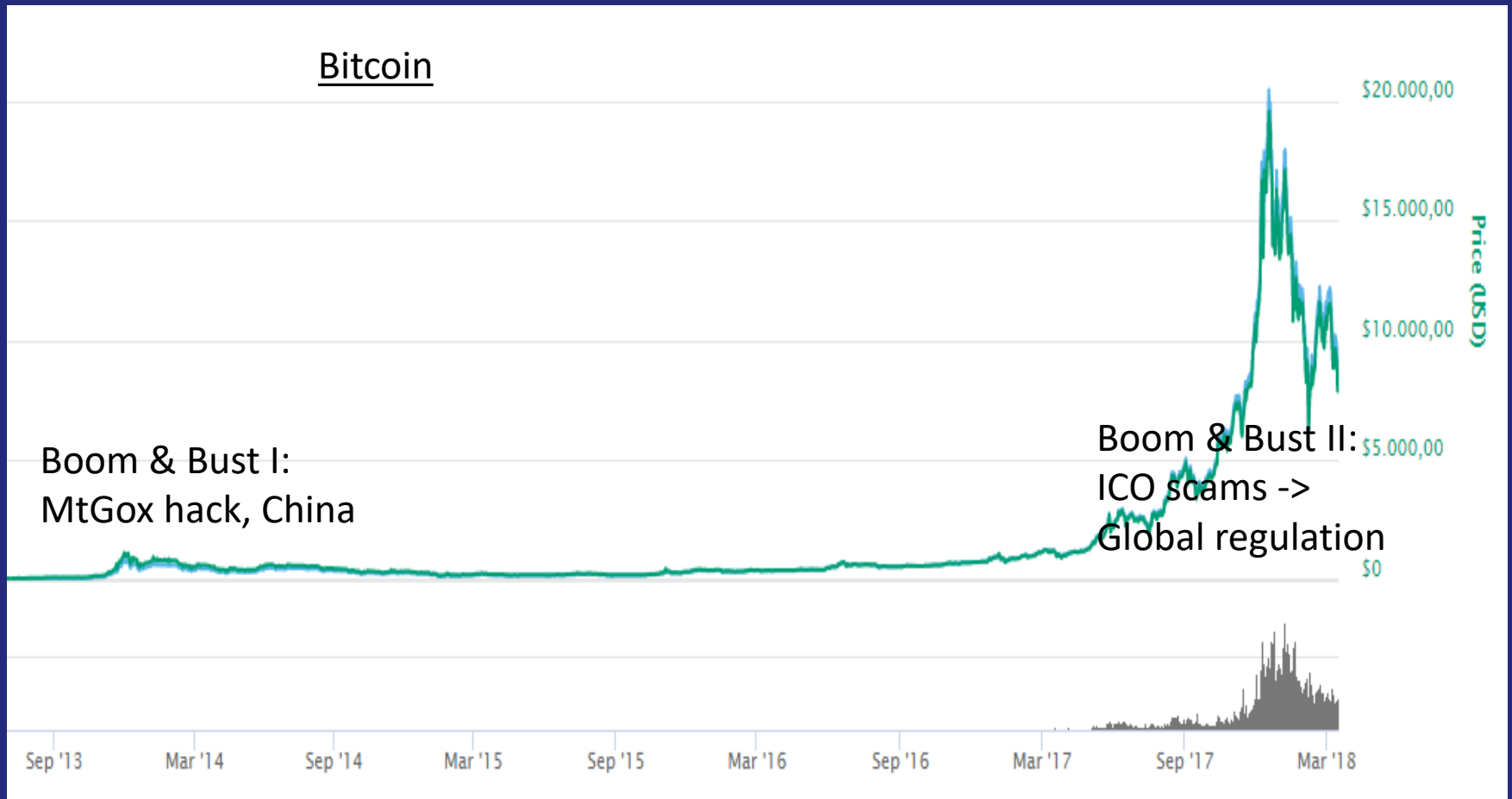
icury

Invest in 2.0 Token Backed by
Listed Icecat's Existing Global Content
Syndication Business for E-commerce
Cryptocurrency World Expo Berlin March 21-22, 2018

Disclaimer: Investing in Tokens involves risks.
Read carefully all documentation and seek
professional financial advise before investing.

icecat
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The ICO is Dead. Long Live the ICO 2.0!



Icecat: Helping People to Understand what they Buy Online

What content is included in an Open Icecat datasheet?

The screenshot shows a product page for a Philips wet and dry electric shaver (RQ1195/17). The page is annotated with callout boxes pointing to various content elements:

- Brand name, product code and name, category:** Points to the top header area.
- EAN/UPC codes:** Points to the barcode area.
- HD images:** Points to the main product image and smaller thumbnail images.
- Feature logos:** Points to the CE and other certification logos.
- Available formats:** Points to the 'Download' button.
- Offers:** Points to the 'Special LOW price' banner.
- Reviews:** Points to the 'Reviews' section.
- Cross/Up-selling options:** Points to the 'Related products' and 'Accessories' sections.
- PDFs:** Points to the 'Download PDF' link.
- Marketing text (multilingual):** Points to the product description text.
- Specs:** Points to the 'Specifications' table.
- Multimedia (videos, 3D tours, 360° views):** Points to the 'Multimedia' section.
- Reasons to Buy:** Points to the 'Reasons to buy' section.

Specifications Table:

| Product name | Value | Recommended product | Accessories | Offers | Export options to create |
|-------------------------------|---------|---------------------|------------------------|--------|--------------------------|
| Performance | Shaver | | Indicator | | |
| Number of shaver heads/blades | 2 | | Shaver head substitute | ✓ | |
| Wet & Dry | ✓ | | Shaver foamer | ✓ | |
| Rotational shaver | ✓ | | Shaver, trimmer | ✓ | |
| Replacement head | Shaver | | Shaver trimmer | ✓ | |
| Shaver control | Buttons | | Shaver charge | ✓ | |
| Design | Shaver | | Shaver charger | ✓ | |
| Color of product | Black | | Shaver case | ✓ | |
| Display | LED | | Shaver brush | ✓ | |
| Travel lock | ✓ | | Shaver trimmer | ✓ | |
| Indicator | ✓ | | Shaver trimmer | ✓ | |
| Indicator | ✓ | | Shaver trimmer | ✓ | |
| Shaver for indication | ✓ | | Shaver trimmer | ✓ | |
| Shaver for indication | ✓ | | Shaver trimmer | ✓ | |

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- Listed at Dutch stock exchange (npex) per February 2017
- Market capitalization of 125 million euro
- Profitable and fast-growth, global business, 170 staff

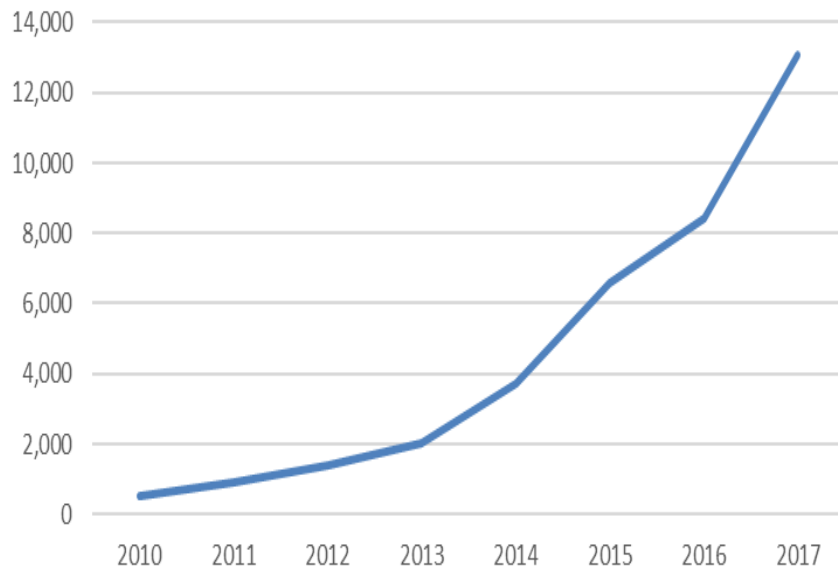
Our Ecosystem: Strong E-commerce Brands that Matter work with Icecat on Product Content



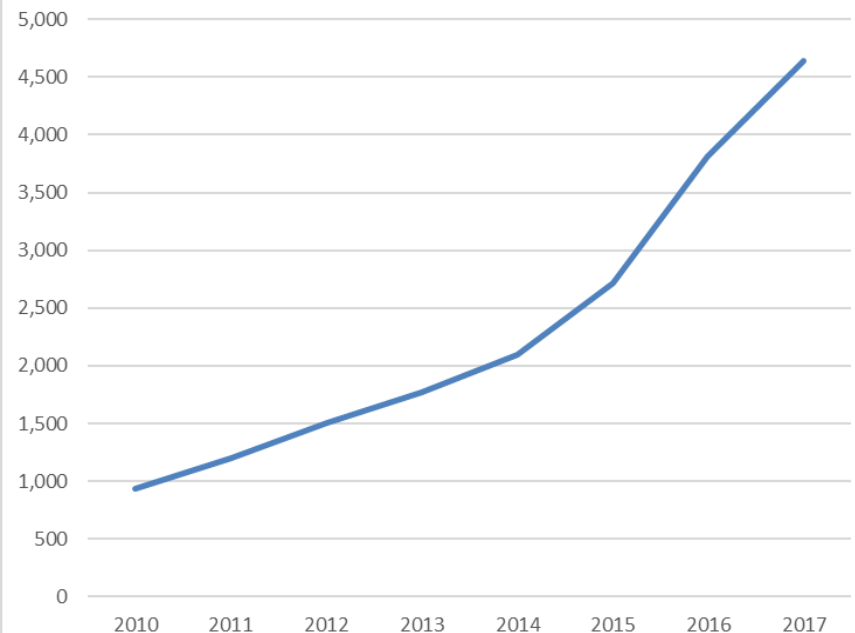
Icecat: Globally Dominant Product Content Syndication Platform

- 14 billion product data-sheet downloads in 2017
- 4,500 categories

Icecat PDS Downloads 2010-2017 (in Millions)
CAGR: 59.42%

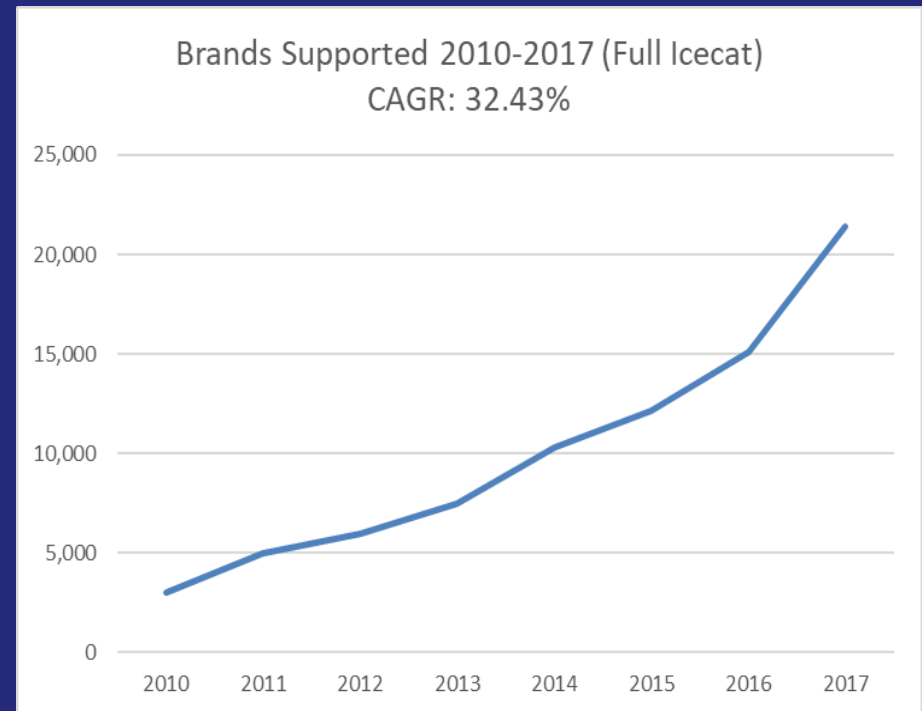
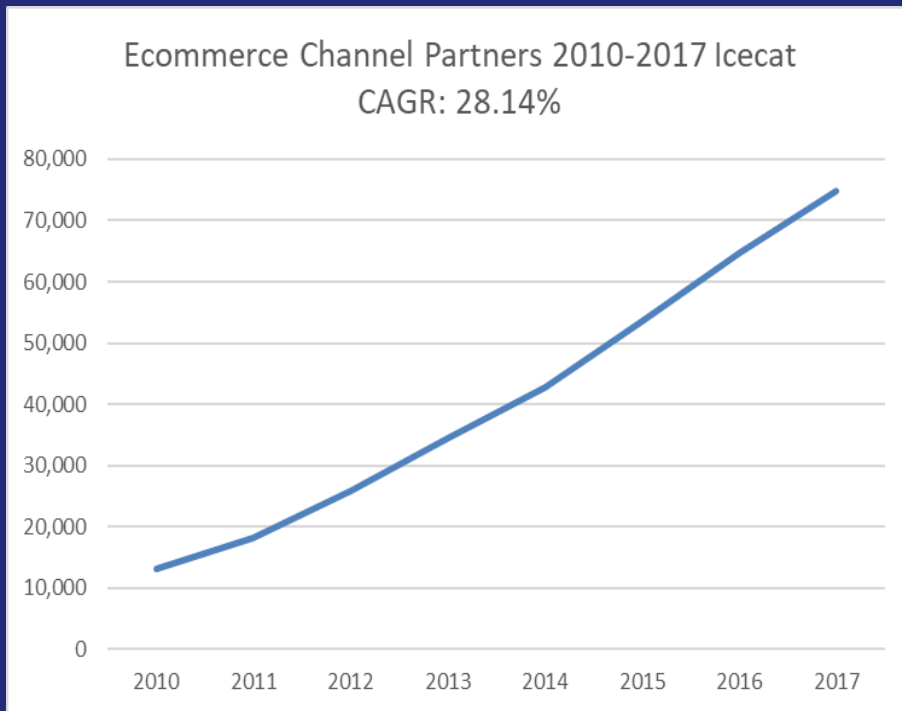


Categories supported 2010-2017
CAGR: 25.70%

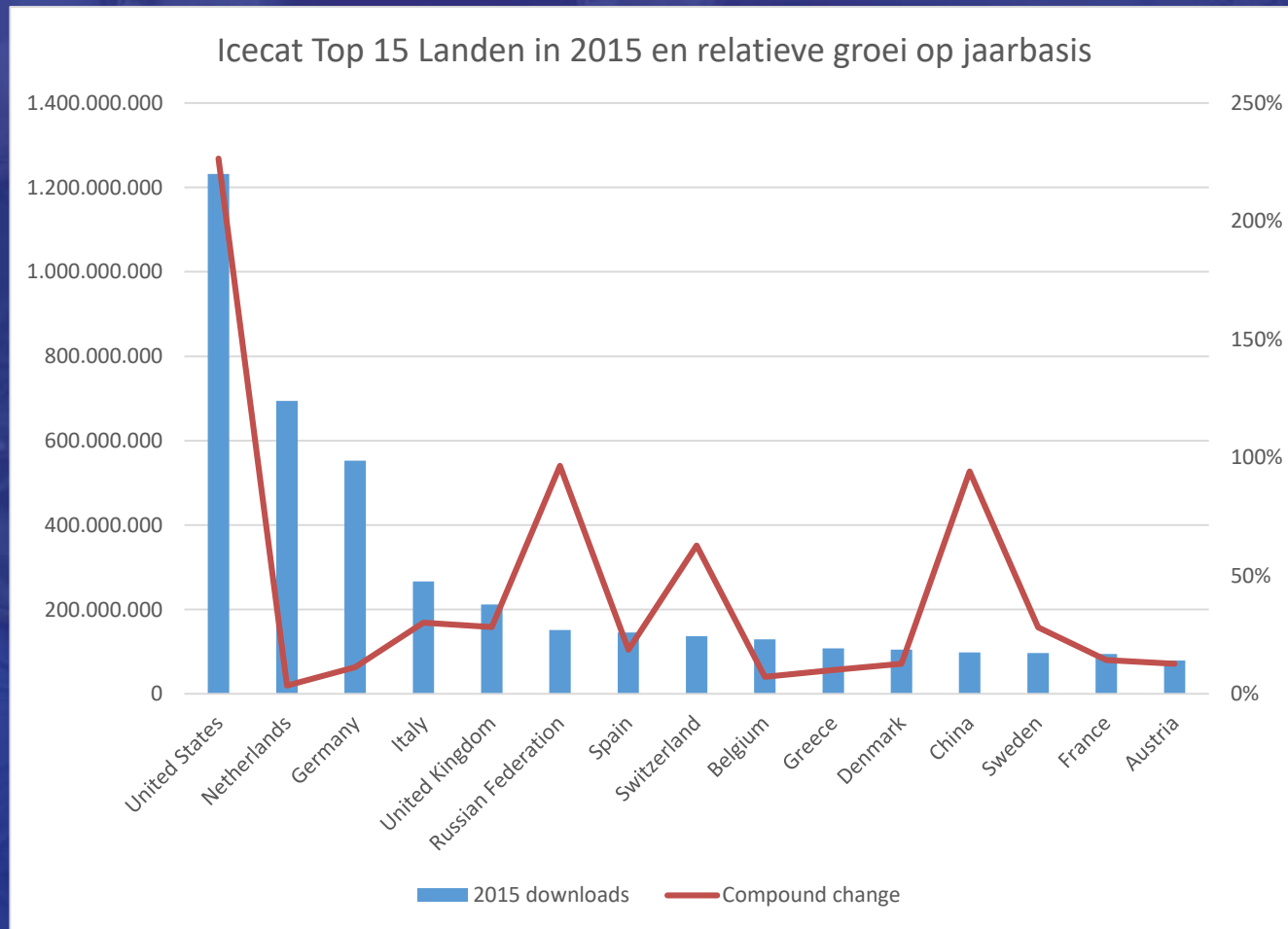


Icecat: used by 75,000 e-commerce companies and 22,000 brands, worldwide

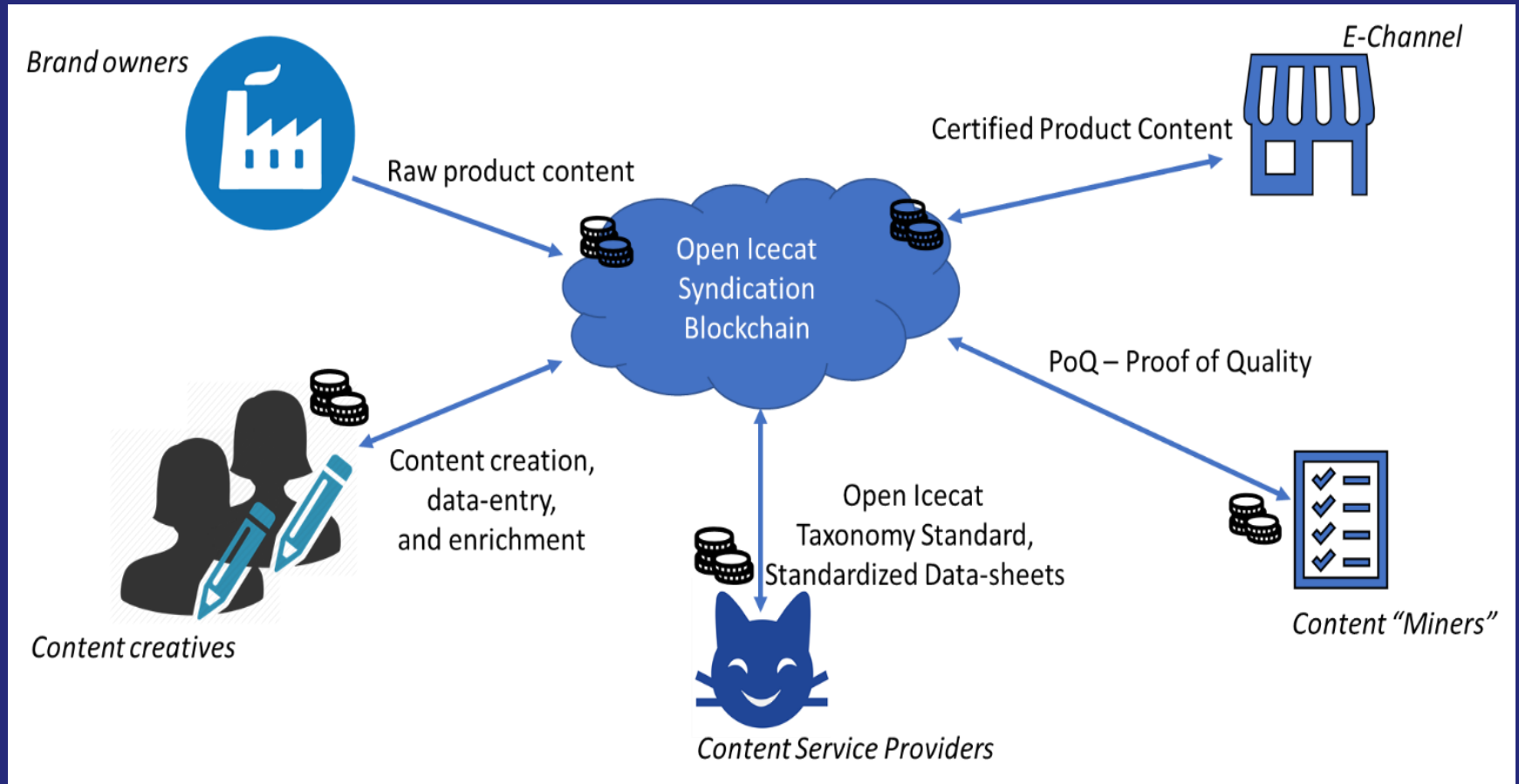
- 75,000 e-commerce companies connected, globally, in 50 languages
- 22,000 manufacturing brands supported




Icecat Top 15 Countries in 2015. US, China, France, India, .. should be more




ICURY to Incentify Content Production and organize Proof Of Quality



Proof Of Quality: Rewarding Content Providers with ICURY Based on 0-100% Score



Philips Premium collection HR2355/12


Preview


Completeness parameters

| Obligatory fields | | Optional fields | |
|---|------|--|-----|
| Brand | 1.0 | GTIN | 2.0 |
| MPN | 1.0 | RTB, at least 5 | 5.0 |
| Category | 3.0 | at least 30% of other key specs are filled | 2.0 |
| Model | 5.0 | 3D tour | 5.0 |
| Image | 10.0 | at least 75% of other key specs are filled | 0.0 |
| Long product name in all mandatory languages/at least English | 10.0 | Feature logos applied, at least 3 | 0.0 |
| Marketing text in all mandatory languages/at least English | 10.0 | Super-editor quality (Approved by QA) | 4.0 |
| all searchables filled and other mandatory specs filled | 10.0 | Approved by Brand User | 1.0 |
| High-res image of at least 1000x1000 px | 0.0 | Multiple images, at least 5 | 5.0 |
| | | PDF leaflet | 4.0 |
| | | PDF manual | 4.0 |
| | | Alternatives | 2.0 |
| | | Options (X-sell) | 3.0 |
| | | Video , at least 1 | 5.0 |

Total score: 93

93%



Owner: vlad_ma

Road Map

| | |
|----------------|---|
| Q2 - 2018 | Accepting ICURY as (pre-)payment of services, e.g., in relation to handling micropayments for data downloads. |
| Q3 -2018 | Piloting Proof Of Quality (POQ) by integrating wallet and providing ICURY incentives. |
| Q4-2018 | Developing a third party, decentralized version of POQ publishing software. |
| Q1-2019 | Publishing POQ as open source for 3rd parties |
| Q2-2019 and on | Other blockchain projects to decentralize core-functions of Icecat such as updating the taxonomy and Quality Assurance. |

Sneak Preview: Testing Listing @ New, Very Secure European FIAT-only Exchange

Veilig | https://xscro.com

XSCRO 1.00 Default Dark Financial Username LOGIN

HOME TRADING API LEGAL ABOUT

EUR / ICURY
0.025 EUR
600,000,000 0.00

EUR / XSCRO
0.010 EUR
10,000,000 0.00

AMERICAN EXPRESS

American Express Patent Filing Touts Blockchain for Faster Payments
CoinDesk



icury

icury.com
2.0 token
Bagged by Icecat
-gg +ck

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