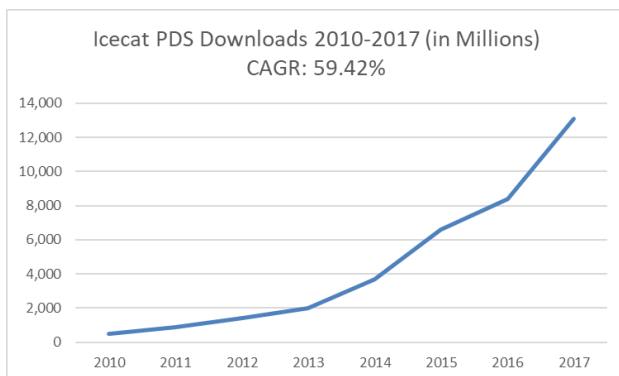


ICECAT introduces the ICURY coin (icury.com)



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. 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.

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

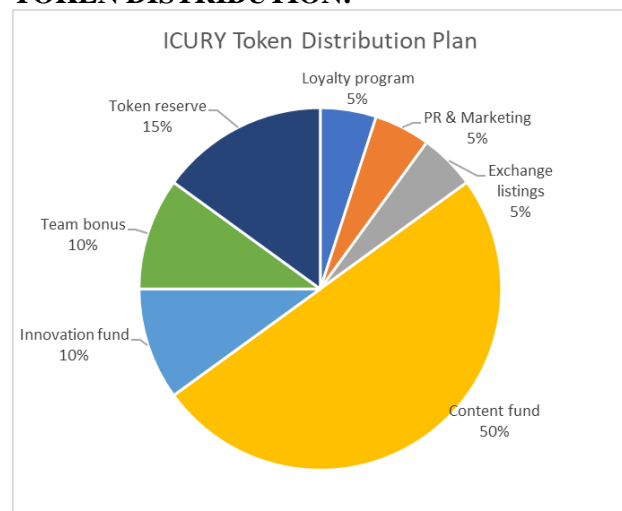
Decimals: 18
Accepted Fiat: N/A
Accepted Cryptos: N/A
Accepted Nationalities: Every nationality, except:

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.

Exchange

ICURY owners are encouraged to request listing on an exchange. Icecat might also pursue that once there are sufficient numbers of participants in its ICURY pilots.

TOKEN DISTRIBUTION:



ICECAT SERVICES:

Open Icecat: Providing free product content to etailers, 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, and to finalize the develop Proof Of Quality open source software to enable third party content providers to publish high-quality product content to the Icecat content syndication network that meets all market requirements.

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 125 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

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

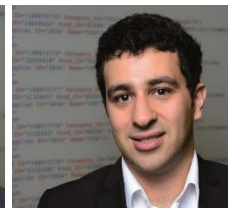
ROADMAP

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	Roll-out ICURY wallet to all Icecat users.
Q1-2019	Developing POQ as open source for 3 rd parties
Q2-2019 and on	Other blockchain projects to decentralize core-functions.

THE TEAM



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CEO



[Emre Tan](#)
MD



[Marco Noor](#)
CFO



[Sergii Shvets](#)
CTO



[Olena Velychko](#)
Editor-in-Chief

understands and invests in open source since its inception. Adding the ICURY coin and blockchain has the potential to rally its already thriving e-commerce ecosystem. If Icecat's e-commerce ecosystem adopts the ICURY, there's a multiplier effect. The ICURY is backed, in the sense that Icecat will accept it as pre-pay for certain services, and that a significant part of the proceeds of the ICO are reserved for buy-back of tokens if this benefits the eco-system.

KEY RISKS

Despite the advantages, there are still risks related to buying ICURY tokens. The value of a token might fluctuate, and there's the risk that a token loses its value completely, 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 back its token and/or the token might lose its value. Please, read carefully the disclaimer in the footer and the disclaimer and risk sections of the Whitepaper in full.

We don't advertise our consultants as Icecat is an established business.



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 300+ manufacturer brand clients see:
<https://icecat.biz/menu/partners/index.html>