

COINEAL

A Different Cryptocurrency Trading Platform

www.coineal.com

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All contributions will be applied towards the advancing, promoting the research, design and development of, and advocacy for the Coineal Platform and ecosystem. The Foundation, the Distributor and their various affiliates would develop, manage and operate the Coineal Platform.

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- (b) you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
- (c) you acknowledge, understand and agree that NEAL may have no value, there is no guarantee or representation of value or liquidity for NEAL, and NEAL is not for speculative investment;
- (d) none of the Foundation, the Distributor, its affiliates, and/or the Coineal team members shall be responsible for or liable for the value of NEAL, the transferability and/or liquidity of NEAL and/or the availability of any market for NEAL through third parties or otherwise; and
- (e) you acknowledge, understand and agree that you are not eligible to purchase any NEAL if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country where participation in token sales is prohibited by applicable law, decree, regulation, treaty, or administrative act (including without limitation the United States of America, Canada, New Zealand, People's Republic of China, the Republic of Korea and the Socialist Republic of Vietnam).

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No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

This is only a conceptual whitepaper describing the future development goals for the Coineal Platform to be developed. This Whitepaper may be amended or replaced from time to time. There are no obligations to update this Whitepaper or to provide



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All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Foundation, the Distributor and/or the Coineal team may constitute forward-looking statements (including statements regarding intent, belief or current expectations with respect to market conditions, business strategy and plans, financial condition, specific provisions and risk management practices). You are cautioned not to place undue reliance on these forward-looking statements given that these statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results to be materially different from that described by such forward-looking statements, and no independent third party has reviewed the reasonableness of any such statements or assumptions. These forward-looking statements are applicable only as of the date of this Whitepaper and the Foundation, the Distributor as well as the Coineal team expressly disclaims any responsibility (whether express or implied) to release any revisions to these forward-looking statements to reflect events after such date.

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⚡ I Background: Blockchain and Token Economy is revolutionary

Satoshi Nakamoto showed us the revolutionary power of Blockchain and Token Economy. Since the birth of Bitcoin, digital asset market has reached a market capitalization of 150 billion, with a computing network of more than 10,000 nodes distributed around the globe and a diverse ecosystem composed of developers, users, companies and investors.

Among all things that grow out of this cryptocurrency explosion, trading platforms have gained the most significant development. As circulating centers of digital assets, cryptocurrency exchanges not only build a bridge between primary and secondary markets, but also connect token issuing projects and token purchasers.

The digital asset market flourished based on the concept of decentralization. Most the trading platforms, however, are highly centralized. This centralization is not just reflected in the way that trading matching is realized, but also how these organizations are built and organized themselves. Trading platforms as organizations have not implemented the essence of token economy and their governance mechanism. Low transparency, improper revenue distribution, illegal market manipulation are not rare practices in existing trading platforms. DLT start-ups and token purchasers need more transparent, fair, open, and autonomous trading platforms. Although numerous exchanges have been established, this industry is still in its very early stages with huge potential for real changes and rapid growth. The competitions between platforms should not be confined to just technology, but also their token economy design, governance structure and ecosystem formation.

Based upon profound appreciation of Bitcoin and Ethereum's token economy, the Coineal team has created Coineal – a platform that will truly reflect the value of blockchain-based digital asset.

⚡ II Coineal: Global Digital Asset Issuance and Trading Platform

Coineal is one of the first open and transparent trading communities in the world. Starting off as an all-in-one digital asset trading platform that provides crypto asset related services such as coin offering, trading, wallet and wealth management, Coineal is committed to combining the token economy and governance mechanism of Bitcoin and Ethereum to create the World's best autonomous trading organization that can facilitate fast and safest circulation of digital assets.

Coineal is an open and transparent token-based community in which the Neal Tokens (NEAL), issued by Coineal, represent overall ownership of the Coineal platform and its community. Coineal has invented a unique “Liquidity Mining” model which allows users to mine NEAL on the Coineal platform through contributing to the ecosystem. For example users who carry out a certain volume of trades would receive certain rebates of trading fees (paid in NEAL). At the same time, in order to develop a self-sufficient and value-sharing Coineal community, 80% of the platform's revenue would be distributed based on contributions and each users' NEAL holdings, while the remaining 20% will be set aside as funding for Coineal's development. NEAL will become a salient tool to facilitate interactions of developers, users, miners and all the other community members in the Coineal ecosystem.

In regards to the governance mechanism, different from the traditional corporate structure, Coineal is established as a decentralized autonomous organization that values “Value Sharing, Governorship Sharing and Responsibility Sharing”. It does not employ central authorities or rigid structures, but instead provides each Neal holder certain rights to participate in community activities. As a non-profit organization, the Coineal Foundation will manage Neal issuance and funds usage, coordinate decision-making of the Coineal community, and oversee the overall development of Coineal.

Platform Highlights

Highly Autonomous Community

Similar to Ethereum's governing mechanism, Coineal does not have a central authority or a rigid governing structure. Coineal belongs to all NEAL holders as NEAL token holders would be entitled to vote on proposals relating to operations of the Coineal Platform (for the avoidance of doubt this does not effectively entitle token holders to select directors, or vote on the operation and management of the Foundation (or its affiliates), and should also does not constitute any equity interest in the Foundation (or its affiliates), with the final decisions made by the Board of Directors of the Foundation. Subject always to the prevailing regulatory environment, it is the vision for the Coineal Platform to transition to a decentralised autonomous organisation with nodes all over the world, in a legally compliant manner; and at such point in time there should be no central authorities or rigid structures.

Value Sharing Among All the Members

Traditionally, shareholders of a company can only receive dividends or contribution rewards occasionally. The only way for them to gain profits is to sell stocks at a higher price. In the Coineal ecosystem, however, NEAL holders not only benefit from NEAL tokens' price appreciation, but are also entitled to community rewards such as revenue sharing and governance voting rights. Coineal rewards 58% of all NEALs to users who provides the liquidity to the system through "Liquidity Mining" model and rewards 80% of the platform revenue to NEAL holders.

Global Financial Trading Platform

The Coineal foundation has developed security-level algorithms that are capability of processing millions of transactions per second and supports quantitative trading through our high frequency trading engine. Moreover, the Coineal Foundation works closely with prominent institutional investors and strategic partners around the globe to facilitate development of the global digital economy.

Top Management and Risk Control

The Coineal technology team has profound experience in the digital asset industry with established Security and Risk Control system, testified distributed architecture and DDOS protection system. Coineal stores digital assets in cold wallets and adopts multi-signature, offline signature and layered architectures to protect users' asset to the maximum level.

⚡ III Neal Token: Coineal Community–driven Token

What is NEAL?

The native digital cryptographically–secured utility token of the Coineal Platform (NEAL) is a major component of the ecosystem on the Coineal Platform, and is designed to be used solely as the primary token on the platform. NEAL is issued by the Coineal Foundation and represents a stake of the Coineal community. The total number of issued Neals is set at 10 billion and will never increase.

NEAL is a non–refundable functional utility token which will be used as the unit of exchange between participants within the Coineal community. The goal of introducing NEAL is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on the Coineal Platform.

NEAL would also provide the economic incentives which will be consumed to encourage participants to contribute and maintain the ecosystem on the Coineal Platform. Various services and resources are required for maintaining the ecosystem on the Coineal Platform, such as execution of transactions as well as market prediction services, thus providers of these services / resources would require payment for the consumption of these resources (i.e. "mining" on the Coineal Platform), and NEAL will be used as the unit of exchange to quantify and pay the costs of these resources. NEAL is an integral and indispensable part of the Coineal Platform, because without NEAL, there would be no incentive for users to expend resources to participate in activities or provide services for the benefit of the entire ecosystem on the Coineal Platform. Users of the Coineal Platform and/or holders of NEAL which did not actively participate will not receive any NEAL incentives. NEAL holders are entitled to value distribution, supervision and elections of the Coineal community. The Distributor which issues and sells NEAL shall be an affiliate of the Foundation. The Distributor shall issue a total of 10 billion NEAL (which will never increase). NEAL can be obtained by mining or purchase.

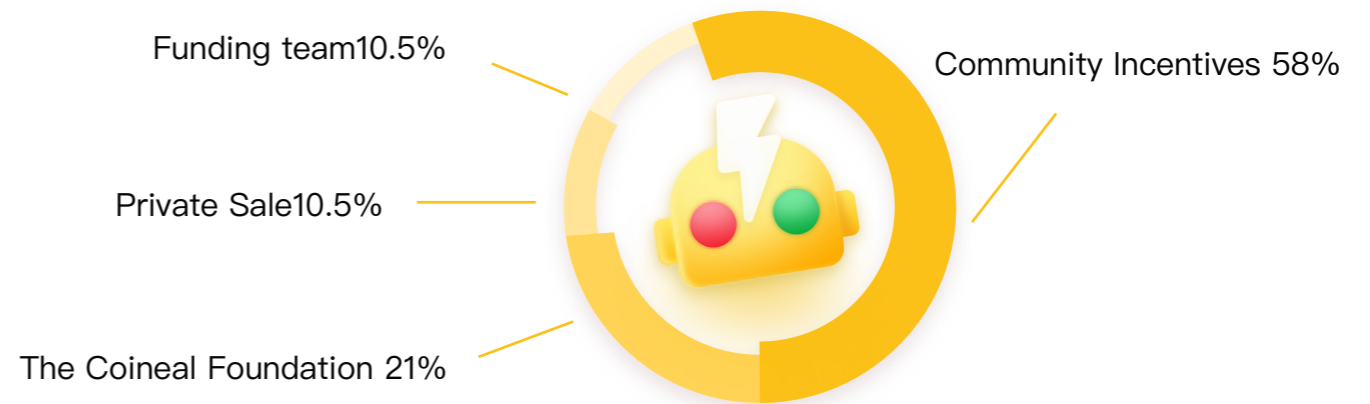
⚡ Token Distribution

Community Incentives 58%

Private Sale 10.5%

The Coineal Foundation 21%

Funding team 10.5%



Coineal’s Community Reward Mechanism

Coineal currently adopts “Liquidity Mining” model and will later integrate other mining models such as “Prediction Mining”, through which we regularly reward community members in the form of NEALs for their activities on the platform. We will reimburse all users’ transaction fees spent on Coineal in the form of NEALs by using up to 58% of the platform’s total NEALs.

The Community Reward is distributed every 12 calendar hours to all active users based on their transaction fees. We will calculate the number of NEALs based on NEAL’s hourly average price and issue them on time.

Coineal’s Value Sharing Reward

In order to reward users for their contributions to the Coineal ecosystem, Coineal will distribute 80% of the platform’s daily revenue to NEAL holders in proportion to a user’s NEAL holding. The rest 20% will be used for development and operation of the platform.

The Value Sharing Reward is distributed every 12 calendar hours to all NEAL holders. The Coineal trading platform will update transaction and revenue data every hour.

NEAL Issuance Mechanism

Neal's market circulation is composed of two portions:

Mining: Generated by "liquidity mining" and distributed every 12 hours.

Release of Investors' purchased NEAL: Unlocked in tandem with accumulated NEALs generated through mining and distributed every 12 hours.

Current Neal Liquidity = (accumulated Neal generated by mining)/ 58%

Advisor

Coineal is exclusively advised by Spectra Advisory.

Spectra Advisory is a blockchain and cryptocurrency consulting company under Spectra Ventures & Advisory (www.spectragroup.io). Our previous portfolio includes MyToken(MT). Our team is formed by early cryptocurrency adopters and experienced investment managers from top-tier venture capitals. We bring our enriched experience across industries and countries to practice professional advisory services for our clients in China, Japan, Korea, SEA, Europe and the United States.



For private sale of NEAL, please contact Spectra Advisory or Coineal Official on Wechat.

Spectra Advisory Official WeChat Accounts:

- ☁️ spectra001
- ☁️ spectra002
- ☁️ Vincent-Spectra
- ☁️ Cane-Spectra

Coineal Official WeChat Accounts:

- ☁️ coineal
- ☁️ coineal004
- ☁️ coineal008
- ☁️ coineal009

IV Community Governance: Decentralized Autonomous Organization

Less Control, Better Ecosystem

Bitcoin and Ethereum are not controlled or owned by any individuals, but are built by respective community members altogether. Their network possesses more user nodes than any other traditional organizations or companies in the world. Subject always to the prevailing regulatory environment, it is the vision for the Coineal Platform to transition to a decentralised autonomous organisation with nodes all over the world, in a legally compliant manner where NEAL token holders will be able to participate.

There are roughly four categories of participants in the Coineal ecosystem: the Coineal Foundation, the project team, miners and users. This system does not employ a centralized governing authority or a strict organizational structure. The Coinal Foundation will regulate and guide the community in the early stages, and eventually will shift towards greater autonomy.

Incentive Mechanism

NEAL is the primary economic incentive on the Coineal Platform. (See token distribution in previous sections for more details). The founding team only owns 10.5% of all NEALs while 58% will be distributed to users which contribute in various ways to the trading platform. With these incentives, all members would be encouraged to maintain and support a healthy development of this community.

Supervision Mechanism

Coineal's unique token economy system aligns the interests of everyone in the community and therefore gets rid of boundaries in traditional corporations. With a functioning token economy, the rights and benefits of each community member can be accurately assessed and realized. A decentralized organizational structure further

dissolves potential conflicts of interests by breaking down the conflicting entities in the first place. These features will offer the Coineal Platform unparalleled advantages in community governance (as compared with traditional corporations).

Comparison between Coineal Supervision Mechanism and Traditional Corporate Supervision Mechanism		
	Coineal Platform	Traditional Corporates
Supervision Incentives	Decentralized, trustless	Solving proxy issues
Supervisor	None	Board, Upper management department
Supervision Method	Blockchain technology and token economy	Special supervision process
Supervisee	Community members	Board members, management members, employees
Supervision Effectiveness	Very effective (but with cost)	Less effective (but with cost)

V Roadmap

- April 2018: Platform launched; Initially-listed Mytoken (MT) and became the largest trading platform for MT
- May 2018: List mainstream digital assets
- June 2018: Total number of users reaching 50,000; NEAL token mining and issuance launched
- Late June 2018: Launch brand new web version
- July 2018: Launch new APP version
- Q3 2018: Launch OTC trading and further expand the Coineal ecosystem
- Q4 2018: Launch cryptocurrency futures, index funds and other financial products.

VI RISKS

You acknowledge and agree that there are numerous risks associated with purchasing NEAL, holding NEAL, and using NEAL for participation in the Coineal Platform. In the worst scenario, this could lead to the loss of all or part of the NEAL which had been purchased.

IF YOU DECIDE TO PURCHASE NEAL, YOU EXPRESSLY ACKNOWLEDGE, ACCEPT AND ASSUME THE FOLLOWING RISKS:

1. Uncertain Regulations and Enforcement Actions

The regulatory status of NEAL and distributed ledger technology is unclear or unsettled in many jurisdictions. The regulation of virtual currencies has become a primary target of regulation in all major countries in the world. It is impossible to predict how, when or whether regulatory agencies may apply existing regulations or create new regulations with respect to such technology and its applications, including NEAL and/or the Coineal Platform. Regulatory actions could negatively impact NEAL and/or the Coineal Platform in various ways. The Foundation, the Distributor (or its affiliates) may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

2. Inadequate disclosure of information

As at the date hereof, the Coineal Platform is still under development and its design concepts, consensus mechanisms, algorithms, codes, and other technical details and parameters may be constantly and frequently updated and changed. Although this white paper contains the most current information relating to the Coineal Platform, it is not absolutely complete and may still be adjusted and updated by the Coineal team from time to time. The Coineal team has no ability and obligation to keep holders of NEAL informed of every detail (including development progress and expected milestones) regarding the project to develop the Coineal Platform, hence insufficient information disclosure is inevitable and reasonable.

3. Failure to develop

There is the risk that the development of the Coineal Platform will not be executed or implemented as planned, for a variety of reasons, including without limitation the event of a decline in the prices of any digital asset, virtual currency or NEAL, unforeseen technical difficulties, and shortage of development funds for activities.

4. Security weaknesses

Hackers or other malicious groups or organisations may attempt to interfere with NEAL and/or the Coineal Platform in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Foundation, the Distributor or its affiliates may intentionally or unintentionally introduce weaknesses into the core infrastructure of NEAL and/or the Coineal Platform, which could negatively affect NEAL and/or the Coineal Platform.

Further, the future of cryptography and security innovations are highly unpredictable and advances in cryptography, or technical advances (including without limitation development of quantum computing), could present unknown risks to NEAL and/or the Coineal Platform by rendering ineffective the cryptographic consensus mechanism that underpins that blockchain protocol.

5. Other risks

In addition, the potential risks briefly mentioned above are not exhaustive and there are other risks (as more particularly set out in the Terms and Conditions) associated with your purchase, holding and use of NEAL, including those that the Foundation or the Distributor cannot anticipate. Such risks may further materialise as unanticipated variations or combinations of the aforementioned risks. You should conduct full due diligence on the Foundation, the Distributor, its affiliates and the Coineal team, as well as understand the overall framework, mission and vision for the Coineal Platform prior to purchasing NEAL.

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COINEAL

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Coineal Official
WeChat Accounts:

- 👤 coineal
- 👤 coineal004
- 👤 coineal008
- 👤 coineal009

Spectra Advisory
Official WeChat Accounts:

- 👤 spectra001
- 👤 spectra002
- 👤 Vincent-Spectra
- 👤 Cand-Spectra

Coineal Designated
cooperative Investment agency:



SPECTRA
ADVISORY

棱镜资本