

# FINTECH PRACTICE GROUP



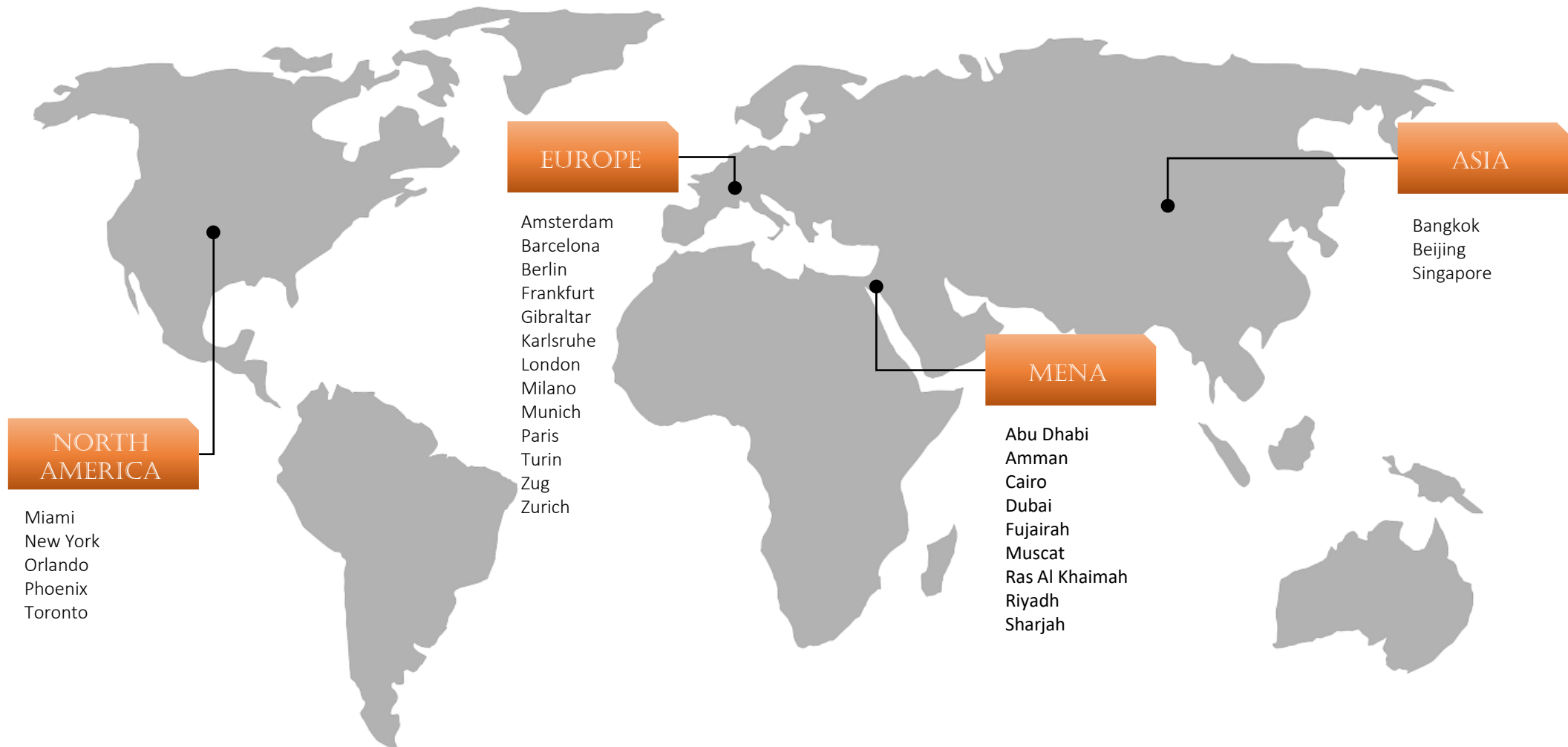
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# MENA LEGAL - Solution providers for your business

- ✓ MENA LEGAL represents a global network of consulting firms and professionals structured as a Swiss Association, with its headquarters in Zurich, which provide a wide range of services on "one-stop-shop" basis to international corporations, small and medium sized companies and individuals.
- ✓ Our member offices in the Swiss "crypto valley" Zug, London, Gibraltar, Dubai and Orlando are mainly focussing on our Fintech, Blockchain and Cryptocurrency business related clients.
- ✓ Its members and individual experts have in-depth experience in matters of legal, tax, business consulting, accounting, property consulting, project finance and recruitment services, mainly with a focus on the markets of Europe, the Middle East, North Africa and the United States.
- ✓ With over 30 years of personal and professional experience our members provide comprehensive and competent advice related to the business environment in various parts of the world, but also provide advice to regional entrepreneurs with respect to opportunities and legal matters in Europe, the Middle East, North Africa, the United States and Asia.
- ✓ With member offices in Germany, Italy, France, the Netherlands, USA, United Kingdom, Switzerland the United Arab Emirates, Egypt, Qatar, Jordan, Saudi Arabia along with associated partners in various other countries, our members are positioned to offer hands-on support and on-the-ground services on a regional basis.

# MENA LEGAL – Member Offices



# MENA LEGAL – Fintech Practice Group

- ✓ Our FINTECH PRACTICE GROUP is advising and supporting governments and start-ups in the Fintech sector for implementation of their blockchain based projects, like Initial Coin Offerings (ICOs) for token sales or global cryptocurrencies or intra-organization crypto and blockchain based solutions.
- ✓ Next to regulatory, legal and tax aspects we can provide through our strategic partnership with the London based Fintech boutique consulting company BANQUE DUVAL & CIE Ltd. a comprehensive one stop shop service.
- ✓ In addition, MENA LEGAL is offering to its Fintech clients escrow services for fiat (EURO and USD) and cryptocurrencies payments during their token sale or ICO. This service is offered to MENA LEGAL clients in partnership with worldwide-leading Anti-Money Laundering (AML) solution providers, limited to those jurisdiction legally permitted.
- ✓ Up on request, we may facilitate introductions between the companies intending to launch an ICO and possible contributors to such ICOs, always in compliance with the applicable laws.
- ✓ Currently MENA LEGAL is supporting the worldwide lounge of one of the most sophisticated new cryptocurrency and blockchain-based banking and payment platform, Quantocoin, with its Distribution Coin Offering throughout Q2-Q4 of 2018 after already supporting QUANTOCOIN's very successful ICO in Q4 2017/Q1 2018.

# MENA LEGAL – Advisors for the Digital Age



## We know the challenges of ICOs

- ✓ We have been advised various international finance supervising governmental entities and/or discussed with them their recent views and regulatory efforts related to blockchain and cryptocurrency and crypto exchanges and respective ICOs.
- ✓ Various international companies have sought our advice in order to sell Tokens and run ICOs.
- ✓ We have gathered much experience in reviewing White Papers and drafting Terms and Conditions and Smart Contracts applicable to ICOs and the management of the full ICO circle, always through support of our Fintech cooperation partners.



## Advisors for the Digital Age

- ✓ Our digital business team has achieved top market recognition for being ahead of time with regard to the latest legal developments in the area of Digital Business.
- ✓ We know the specific regulatory challenges on all ends and adapt our advice to you accordingly resulting in practical and efficient solutions.
- ✓ We advise from the early stages of product development to roll out and operation of new products of our clients. Our broad geographic coverage makes us a preferred supplier to innovators that drive the current technological (r)evolution.



## Leading experts for FinTech Law

- ✓ Relevant for Fintech, we combine deep expertise in banking, finance and capital markets law with IT law proficiency.
- ✓ With MENA LEGAL you work with one of the leading Fintech global practice groups.
- ✓ For your project, you can rely on our advice being recognised and a proven track record of successfully executed projects.

# MENA LEGAL Services



## Analysis

- ✓ Analysis of processes, contractual structures and content.
- ✓ Identification of potential to automate and liability risks.
- ✓ Presentation of potential to automate.



## Implementation

- ✓ Implementation of a technology suitable for smart contracts.
- ✓ Identification of data privacy or regulatory challenges.
- ✓ Bridging the gap between that which is programmed and that which is legally agreed (“Smart Contract” vs. “Legal Contract”).
- ✓ Resolving legal details (e.g. data protection, civil law and regulation).
- ✓ Including warranty rights in smart contracts.

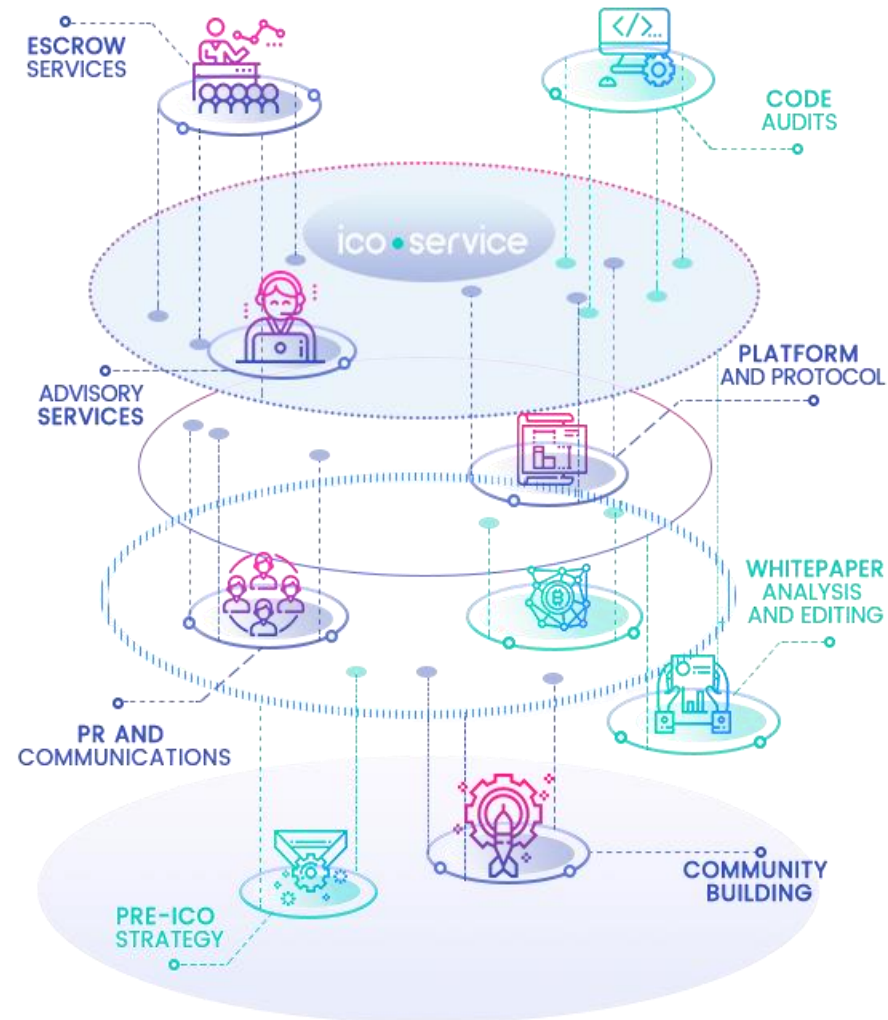


## Support

- ✓ Support with technical implementation from the start.
- ✓ Aligning software code and applicable law.
- ✓ Advice on non-automated processes (defects).
- ✓ Support with smart contracts Arbitration proceedings.

# MENA LEGAL Services

- ✓ ICO Legal
- ✓ ICO Management
- ✓ ICO Financial
- ✓ ICO Technical
- ✓ ICO Marketing
- ✓ Referral program
- ✓ Post ICO Services





# MENA LEGAL Services



## ICO Legal

- ✓ International AML/KYC Support
- ✓ Jurisdiction Analysis
- ✓ Company structure establishment – opening offshore/inshore companies
- ✓ White Paper Creation
- ✓ Whitepaper Auditing Service
- ✓ Token Agreement, Privacy Policy, ToS
- ✓ GDPR
- ✓ Fund Liquidation and Distribution
- ✓ Post-ICO Token and Legal Management
- ✓ SAFT contracts – provides a clear and conservative path to compliance with current U.S. securities laws and regulations.
- ✓ Experts for U.S. market
- ✓ Legal advice – listing exchanges and regulatory framework



## ICO Management

- ✓ Setup stages of your ICO
- ✓ Management and Advisory board
- ✓ Ambassadors program
- ✓ Third parties connectivity



## ICO Financial

- ✓ Book building and Book running Services
- ✓ Escrow Services
- ✓ Multi-Sig Wallet Management
- ✓ Financial Reporting and Auditing
- ✓ Blockchain/Crypto Accounting
- ✓ Fund Administration
- ✓ Structuring and Business Plan development
- ✓ Providing Liquidity partners
- ✓ Connection to 3rd parties financial services
- ✓ Listing on Exchanges
- ✓ Tax advisory

# MENA LEGAL Services



## ICO Technical

- ✓ Platform and Smart Contract Creation:

Putting a great idea into practice takes the right set of skills. Our in-house technical team has complete command of blockchain node creation, proficient in Python, C++, Go, Java, and others. We create and manage your user wallets for your crowdsale, and help you incorporate metadata and external references. We are also specialized in smart contract creation in Solidity, Serpent, and LLL, and can generate smart contracts as well as custom User Interfaces for your platform.

- ✓ Token Sale Configuration

Process all incoming transactions from investors, while also performing real-time token emission.

- ✓ Coding, Testing and Implementation:

We offer full-service coding, compiling, and testing for your blockchain platform to ensure that your product is fully functional and bug-free. We also provide a complete implementation package in order to move your blockchain platform directly into the market through the fastest and cleanest method.

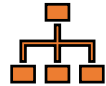
- ✓ Blockchain expertise and implementation

No matter what blockchain protocol you intend to use, our technical team is ready. We have expertise in Bitcoin, Ethereum, NXT, QTUM, Waves and EOS, as well as sidechains like Blockstream, Rootstock, and others. Our team provides consultation and platform creation to help you decide which chain to choose, produce the envisioned product and help you issue your tokens.

- ✓ Code Security Audit

A successful hacking event is every coder's nightmare. Not only does it destroy customer trust, but can result in a significant capital loss. Our technical team is able to audit the entire code required for your platform in order to ensure it withstands our rigid security protocols. Our priority is clear, we ensure our clients are protected from all facets

# MENA LEGAL Services



## ICO Marketing

- ✓ Product Validation Analysis
- ✓ Roadmap & Marketing Strategy
- ✓ Brand, Web, and Social Media Expertise
- ✓ Placement
- ✓ International Bounty Program
- ✓ Digital Marketing
- ✓ Community Management
- ✓ Public Relations
- ✓ Airdrops
- ✓ Advisory board



## Referral program

- ✓ Setup referral bonus for your investors that are automatically distributed after every crowdsale stage.



## Post ICO Services

- ✓ HR Services for Business
- ✓ Financial Reporting
- ✓ Board Guidance
- ✓ Marketing and Product Placement
- ✓ Token Control
- ✓ Long-Term Business Development

# MENA LEGAL – Fintech Practice Group Team

Our Fintech Practice Group Team is well spread through most Fintech relevant international jurisdictions within our member offices.

Dr. Alexander Brexendorff and Anthony V. Raftopol are the responsible partners of our global Fintech team and may be contacted directly.



Dr. Alexander Brexendorff is a counsellor of law and serial entrepreneur / owner and managing director of various legal, business, sports and Fintech consulting companies in Europe and the Middle East. He has over twenty years of international experience in business consulting, legal and Fintech services with track record of advising various governments and companies on their blockchain and ICO related matters.

Email: [Brexendorff@mena-legal.com](mailto:Brexendorff@mena-legal.com)



Anthony V. Raftopol has combined his experience in cross-border private placements, the issuance and sale of registered securities, along with his management of numerous intellectual property- and technology-related issues into his fintech expertise.

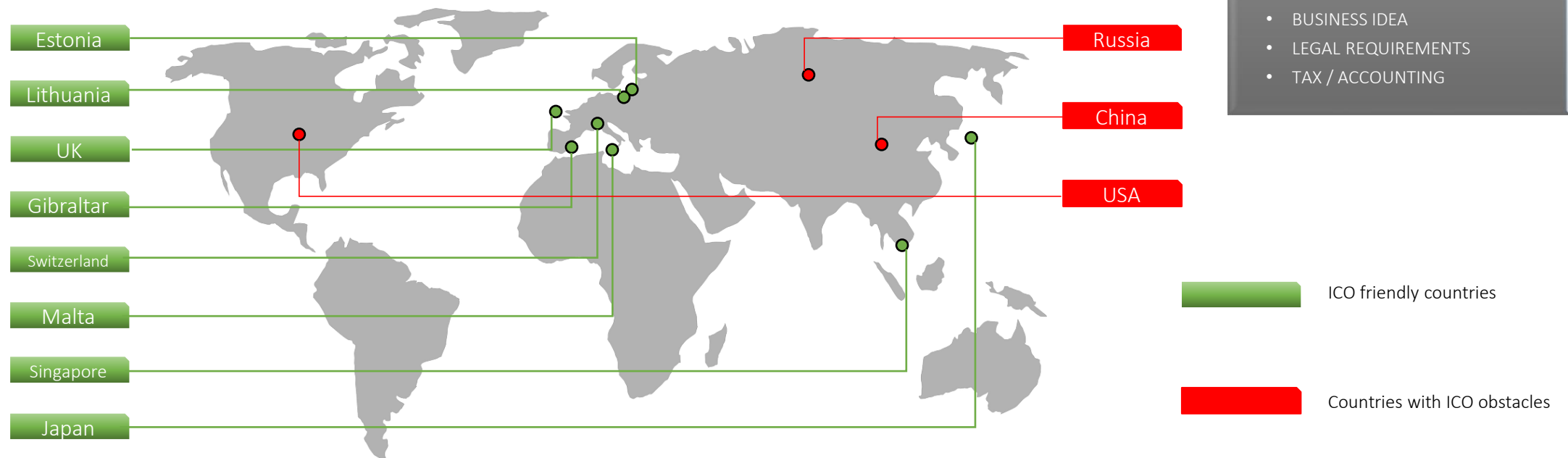
Anthony specifically deals with advising several initial coin offering (“ICO”) issuers on the regulatory aspects of fintech product and service development, including licenses, registration, required consent, and industry standards applicable to digital currency platforms as well as Fintech partnerships and strategic alliances.

Email: [Raftopol@mena-legal.com](mailto:Raftopol@mena-legal.com)

# What should be considered throughout an Initial Coin Offering?

# Core Jurisdictions

The “Best” Jurisdictions to Launch ICOs



Applicable laws do not only depend on the country where the client has its registered office. Regulatory provisions often ask where a Token is marketed. In case certain countries have a considerably high impact on investors, a legal review of the ICO should be conducted in such countries.

The location where the ICO running company is registered is very important from a tax perspective.

# Team Responsibilities throughout Project

#	PHASE	MENA LEGAL	FINTECH Team	CLIENT
1	Identification of Token Representation + Draft of White Paper	X	X	X
2	Identification of Core Markets	X		X
3	Legal Assessment of Core Markets	X		
4	Risk Analysis + Presentation to Board	X		X
5	Technical Development		X	
6	Legal review of White Paper	X		
7	Draft of T&C's	X		
8	Discussion with Authorities	X		
9	Pre-Sale		X	X
10	Final Sale		X	X
11	Marketing	X	X	X

# ICO – Step by Step



- 1) Formulate the idea
- 2) Assemble the team
- 3) Examine the competitors
- 4) Register the company
- 5) Describe the product based on the idea
  - Whitepaper - the main document of the project
  - T&C, Disclaimers, Cookies policies
- 6) Issue Tokens
- 7) Launch the site and email campaigns
- 8) Create social channels
- 9) Develop and publish a bounty-campaign (not necessary)
- 10) Place the project in the ICO trackers
- 11) Place the materials in thematic media
- 12) Launch advertising
- 13) Make translations into other languages (not necessary)
- 14) Start ICO





For further information and advice please contact:

MENA LEGAL

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