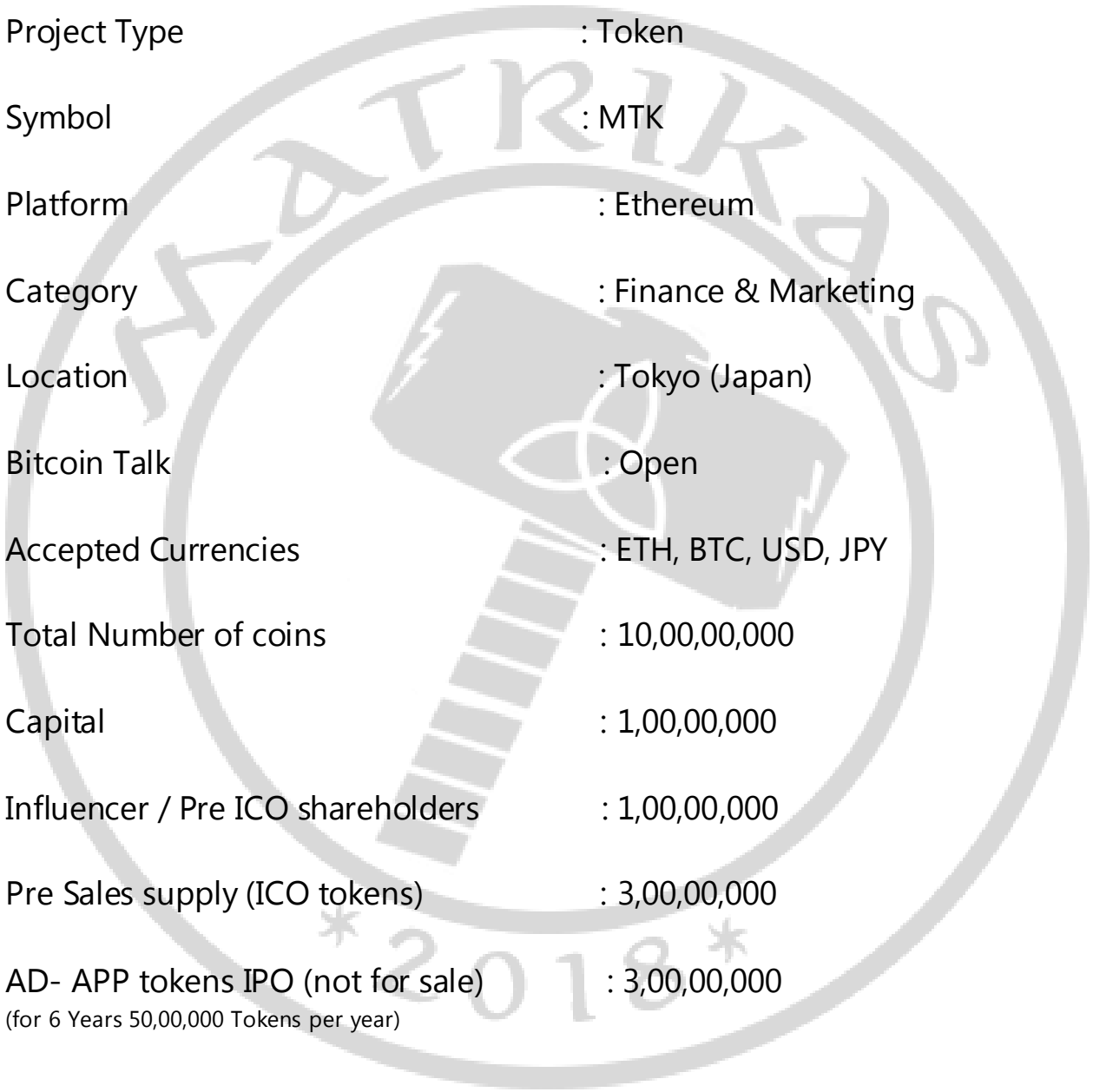


# MATRIKAS (MTK)

A large, light gray watermark of the Matrikas logo is centered in the background. It features a circular emblem with the word 'MATRIKAS' at the top, a central graphic of a hammer with a lightning bolt, and the year '2018' at the bottom flanked by two asterisks.

Project Type	: Token
Symbol	: MTK
Platform	: Ethereum
Category	: Finance & Marketing
Location	: Tokyo (Japan)
Bitcoin Talk	: Open
Accepted Currencies	: ETH, BTC, USD, JPY
Total Number of coins	: 10,00,00,000
Capital	: 1,00,00,000
Influencer / Pre ICO shareholders	: 1,00,00,000
Pre Sales supply (ICO tokens)	: 3,00,00,000
AD- APP tokens IPO (not for sale) (for 6 Years 50,00,000 Tokens per year)	: 3,00,00,000

**1 Matrikas  $\approx$  0.010714 ETH  $\approx$  \$7.491286**

ICO TOKENS SUPPLY(PRESALE) : 3,00,00,000

<b>PRESALES SUPPLY (ICO TOKENS)</b>		
<b>PRESALE STAGE 1</b>	18 MARCH - 25 MARCH	50% BONUS
<b>PRESALE STAGE 2</b>	25 MARCH - 01 APRIL	40% BONUS
<b>PRESALE STAGE 3</b>	01 APRIL - 08 APRIL	30% BONUS
<b>PRESALE STAGE 4</b>	08 APRIL - 15 APRIL	20% BONUS
<b>PRESALE STAGE 5</b>	15 APRIL - 29 APRIL	10% BONUS

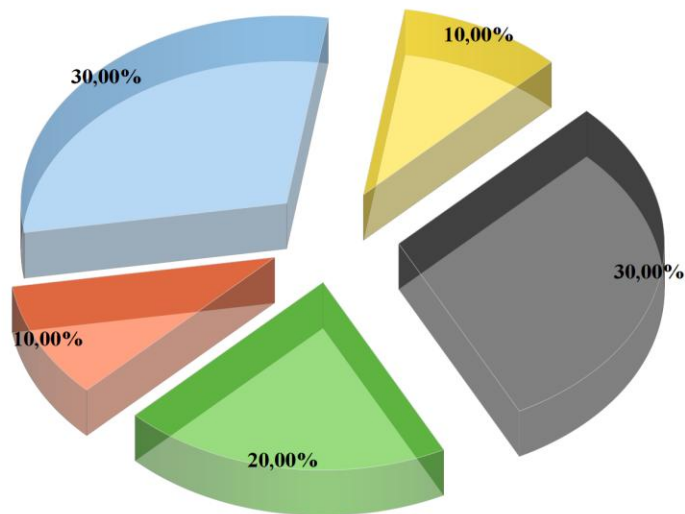
BLACKSMITH OPTION : 2,00,00,000

<b>BLACK SMITH Forecast Table</b>			<b>VALUES IN USD</b>
<b>BS Year 1</b>	40,00,000	180%	\$13.5
<b>BS Year 2</b>	40,00,000	170%	\$22.95
<b>BS Year 3</b>	40,00,000	160%	\$36.72
<b>BS Year 4</b>	40,00,000	150%	\$55.08
<b>BS Year 5</b>	40,00,000	140%	\$77.112



TOTAL SUPPLY DESTRIIBUTION

■ CAPITAL ■ PRE SALE (ICO) ■ INFLUENCER ■ AD APP TOKENS(IPO) ■ BLACKSMITH OPTION



# Financials

## OVERVIEW

### FORECAST

Certain information set forth in this document contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward looking statements and includes, but is not limited to, the

- (i) Projected financial performance of the Company;
- (ii) Completion of, and the use of proceeds from, the sale of the utility tokens being offered;
- (iii) The expected development of the Company’s business, projects and joint ventures;
- (iv) Execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth;
- (v) Sources and availability of third-party financing for the Company’s projects;
- (vi) Completion of the Company’s projects that are currently underway, in development or otherwise under consideration;
- (vii) Renewal of the Company’s current customer, supplier and other material agreements; and
- (viii) Future liquidity, working capital, and capital requirements.

Forward-looking statements are provided to allow potential investors the opportunity to understand management's beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment. These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change except as required by applicable laws. The reader is cautioned not to place undue reliance on forward looking statements.

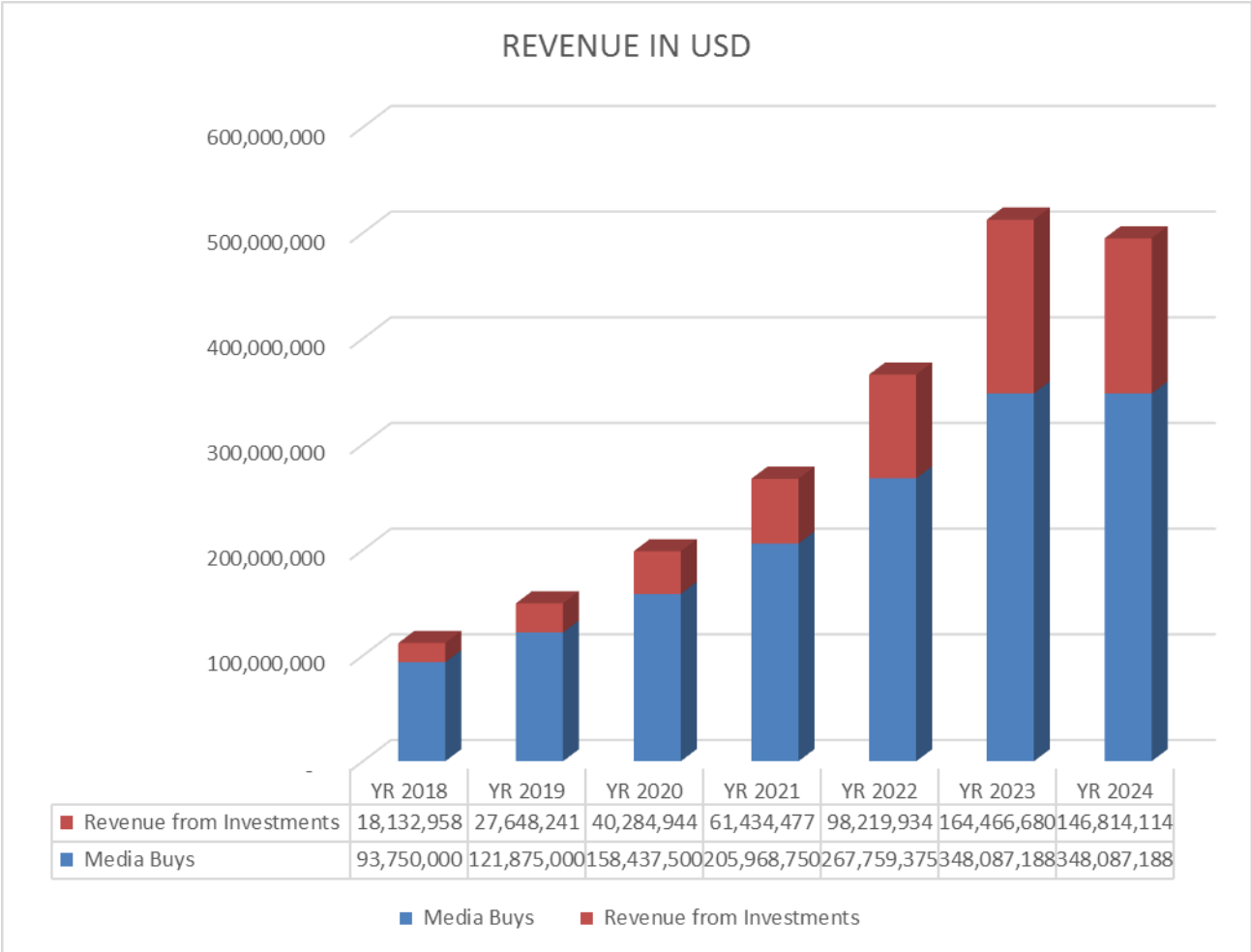
The company shows limited profitability in coming years because its intention to reinvest all profits into further development of its technology. This is similar to the Jeff Bezos model at Amazon where profits are re-invested to create superior products and services.

## **SOURCES OF FUNDS**

Matrikas plans to raise funds from its utility token sale (often known as an "ICO" in the media). The total proceeds from the token sale are dependent on supply and demand. The utility token sale allows buyers to use the token to obtain services on the advertising platform. Matrikas will also raise funds from investors who intend to own a share of the corporation itself. The following forecast does not include numbers for 2017 because they have not been fully audited yet.

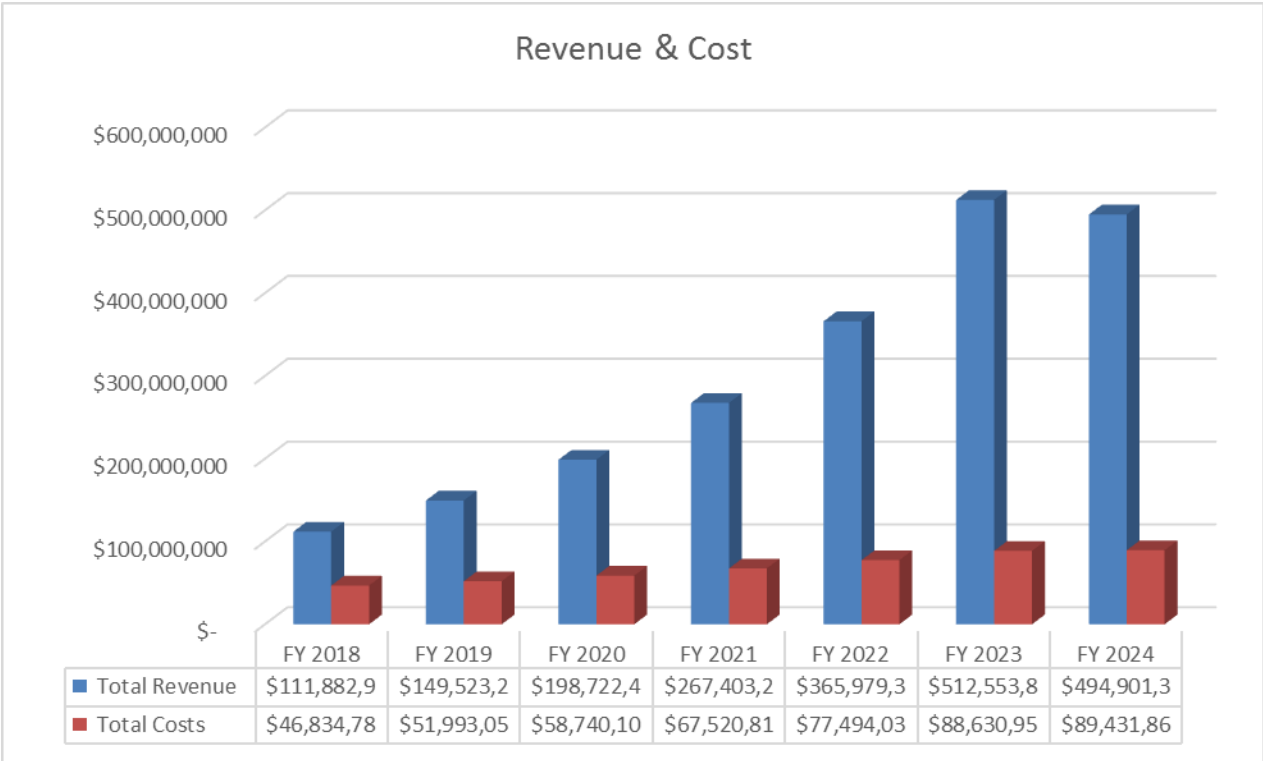
# Revenue

REVENUE

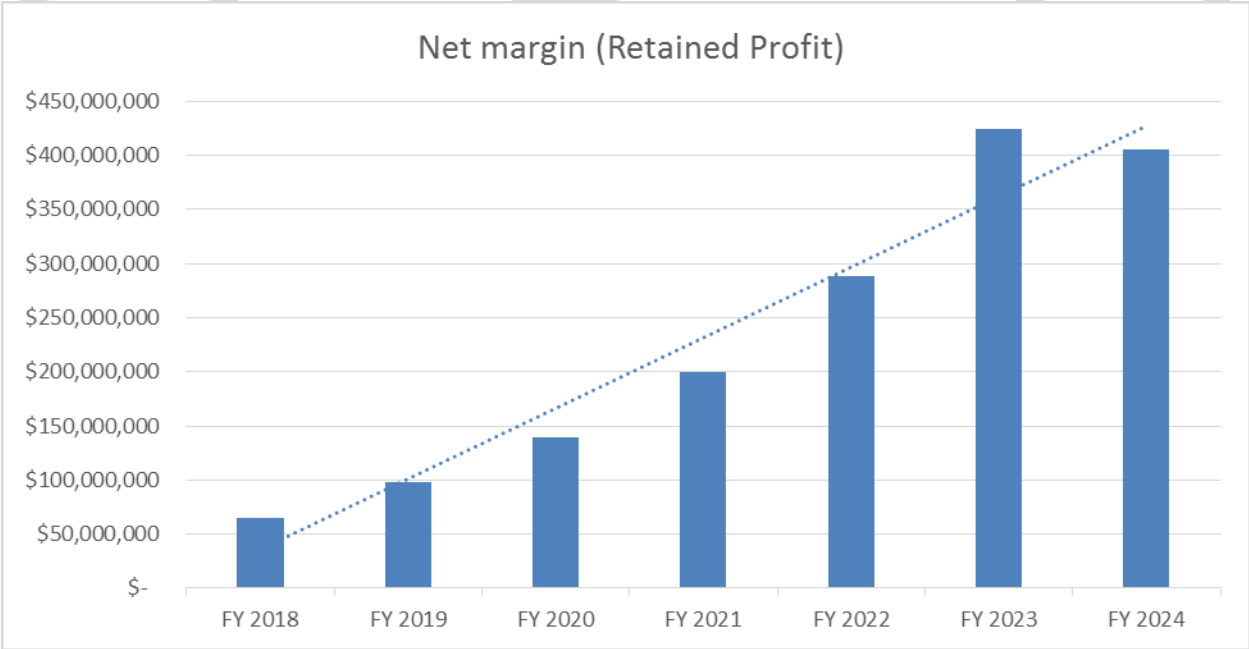


Media Buy is the revenue we get in FIAT or TOKEN Currencies from Advertisers whereas Revenue from Operation is considered as Bank Interest on Money Kept with us and Investment Returns @20% on the Earning we get from Operations.

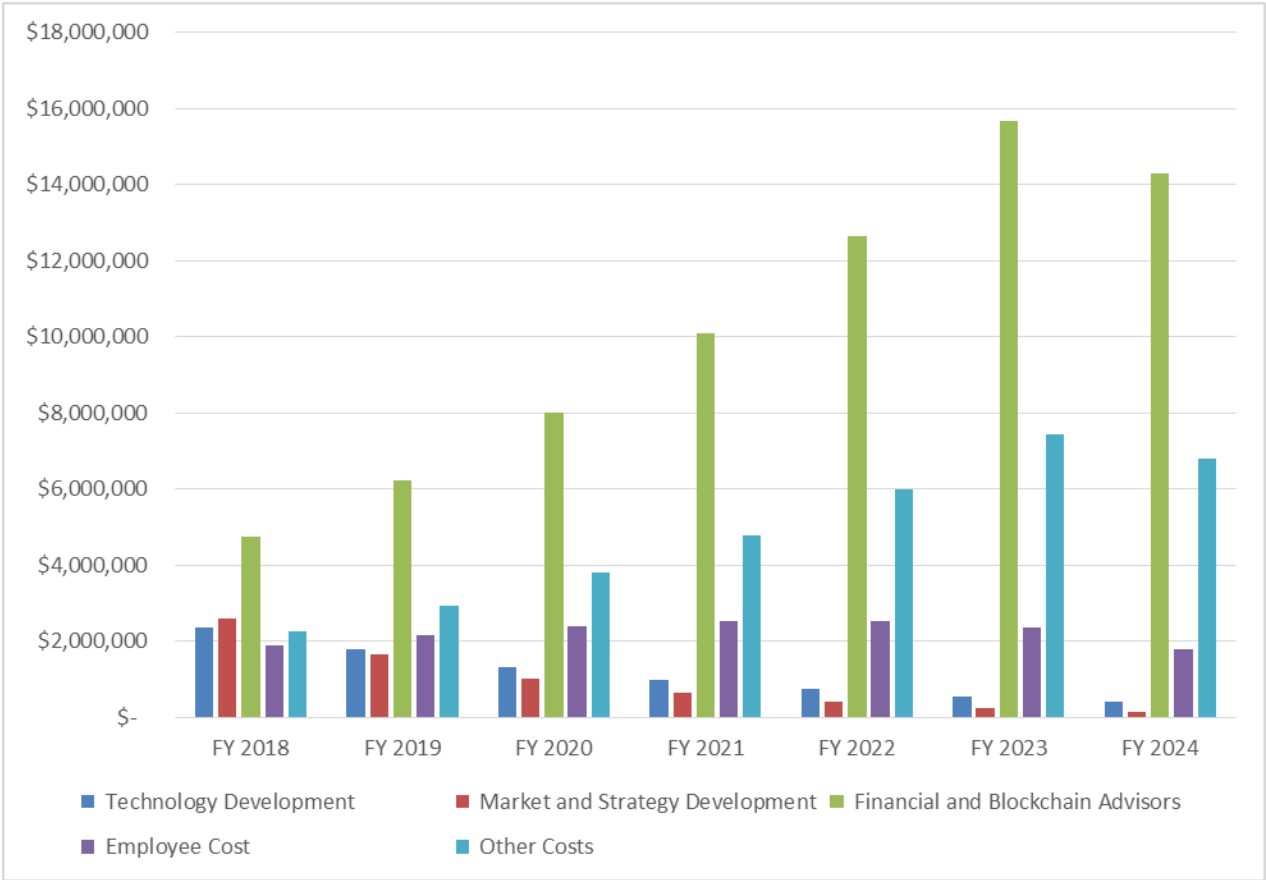
# Revenue & Cost



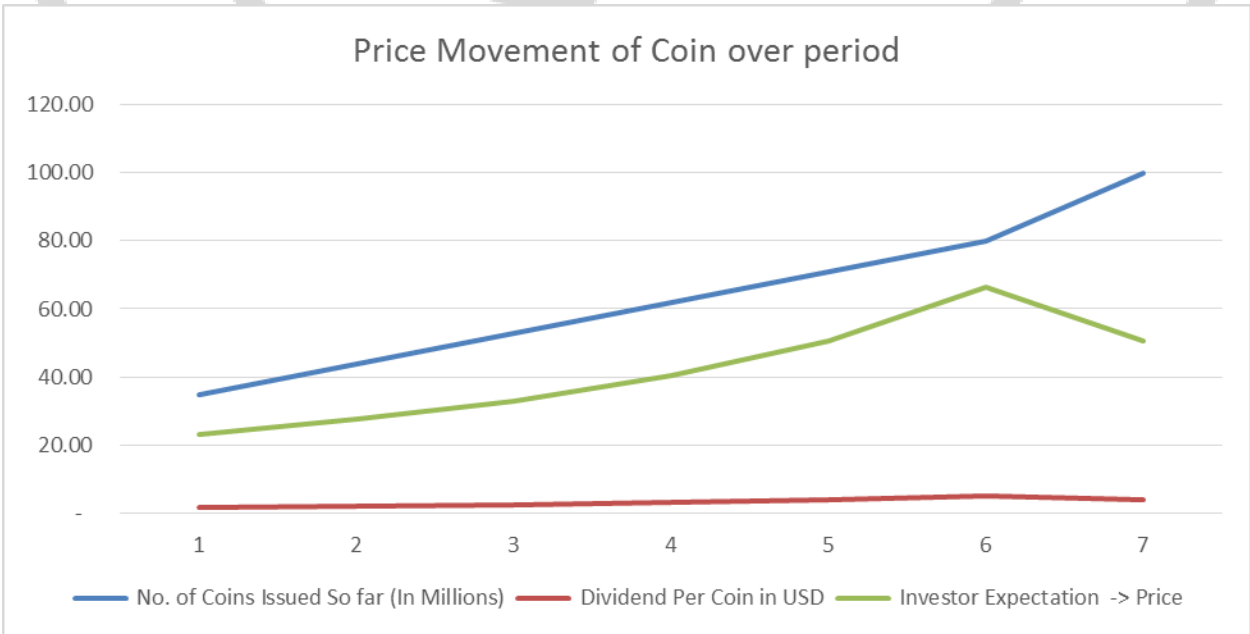
# Net Margins



# COST ANALYSIS

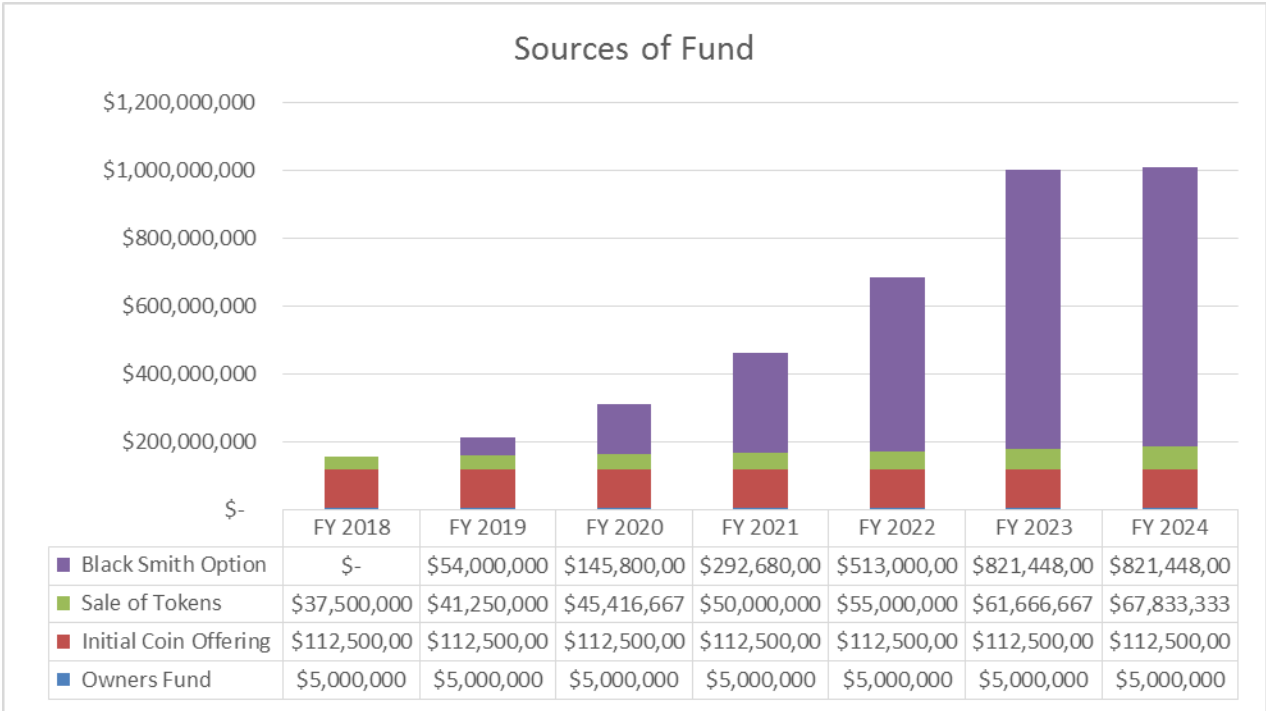


# Price Movement of Coin

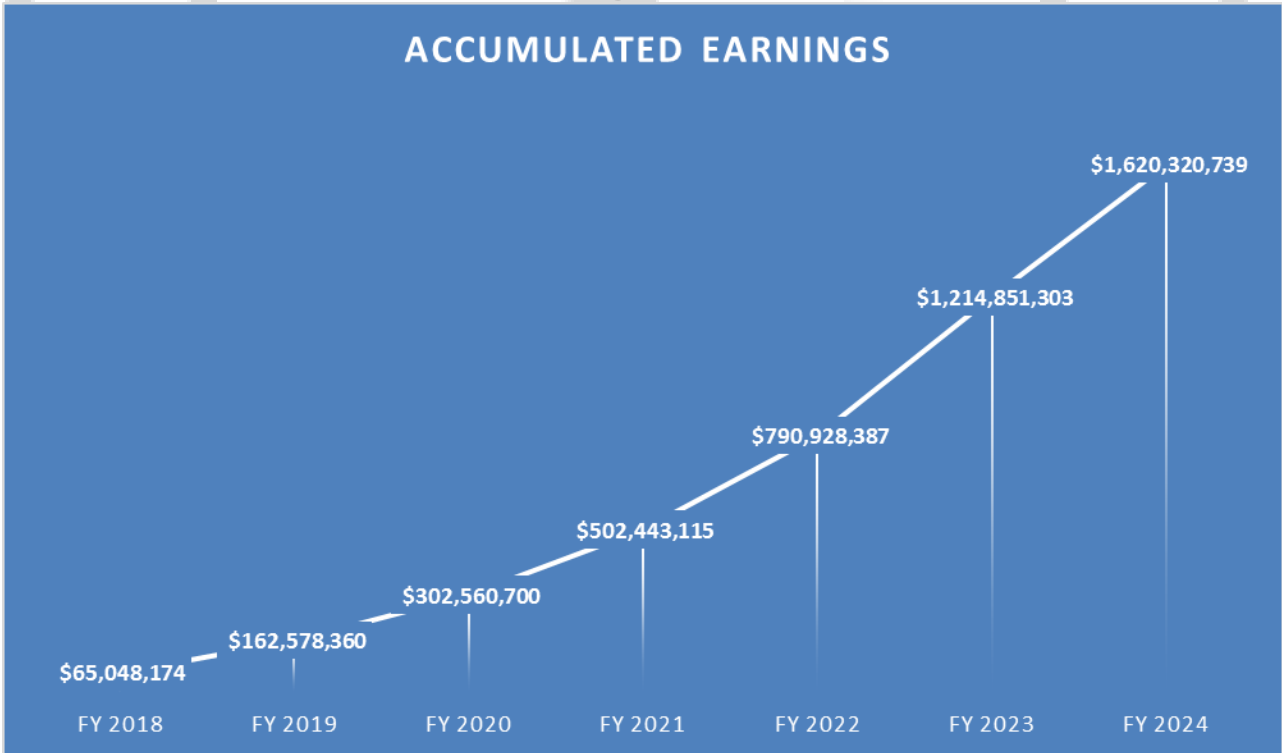




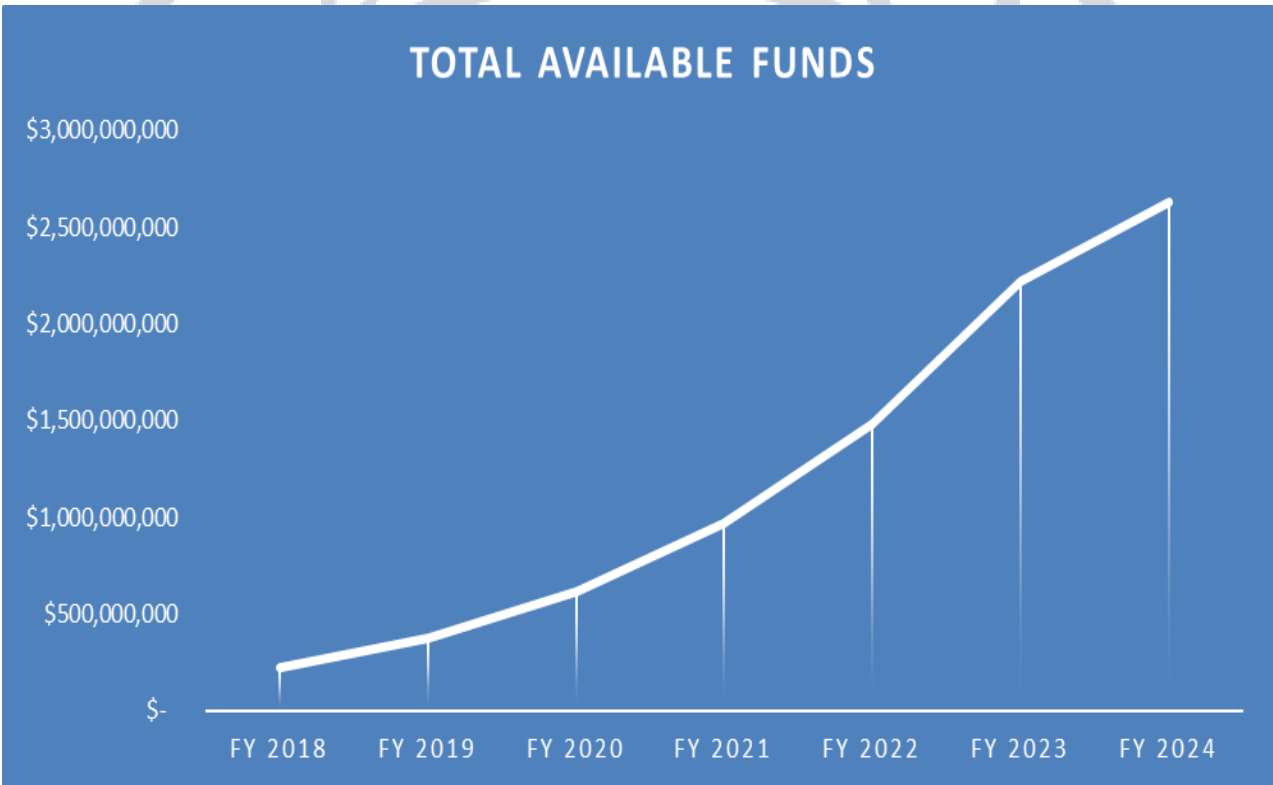
# Sources of Fund



# Accumulated Earnings



# Total Available Funds



# Appendix

## REVENUE FORECAST

Revenue Forecast Table				Value in USD			
YEAR	2018	2019	2020	2021	2022	2023	2024
<b>Revenue</b>							
<b>Media Buys</b>	\$9,37,50,000	\$12,18,75,000	\$15,84,37,500	\$20,59,68,750	\$26,77,59,375	\$34,80,87,188	\$34,80,87,188
<b>Revenue from Investments</b>	\$1,81,32,958	\$2,76,48,241	\$4,02,84,944	\$6,14,34,477	\$9,82,19,934	\$16,44,66,680	\$14,68,14,114
<b>Total Revenue</b>	<b>\$11,18,82,958</b>	<b>\$14,95,23,241</b>	<b>\$19,87,22,444</b>	<b>\$26,74,03,227</b>	<b>\$36,59,79,309</b>	<b>\$51,25,53,867</b>	<b>\$49,49,01,302</b>
<b>Direct Cost</b>							
<b>Direct Cost for Ads</b>	\$2,81,66,667	\$3,09,83,333	\$3,41,66,667	\$3,83,33,333	\$4,25,00,000	\$4,66,66,667	\$5,16,66,667
<b>Referral and Marketing Bonus</b>	\$47,56,208	\$62,22,343	\$79,99,098	\$1,01,02,794	\$1,26,46,545	\$1,56,72,509	\$1,42,99,381

Indirect Cost						Value in USD	
<b>Technology Development</b>	\$23,78,104	\$17,83,578	\$13,37,684	\$10,03,263	\$7,52,447	\$5,64,335	\$4,23,251
<b>Market and Strategy Development</b>	\$26,15,915	\$16,48,026	\$10,38,256	\$6,54,102	\$4,12,084	\$2,59,613	\$1,63,556
<b>Financial and Blockchain Advisors</b>	\$47,56,208	\$62,22,343	\$79,99,098	\$1,01,02,794	\$1,26,46,545	\$1,56,72,509	\$1,42,99,381
<b>Employee Cost</b>	\$19,02,483	\$21,77,820	\$23,99,729	\$25,25,699	\$25,29,309	\$23,50,876	\$17,87,423
<b>Other Costs</b>	\$22,59,199	\$29,55,613	\$37,99,572	\$47,98,827	\$60,07,109	\$74,44,442	\$67,92,206
<b>Total Costs</b>	<b>\$4,68,34,784</b>	<b>\$5,19,93,055</b>	<b>\$5,87,40,103</b>	<b>\$6,75,20,811</b>	<b>\$7,74,94,038</b>	<b>\$8,86,30,951</b>	<b>\$8,94,31,866</b>
<b>Net margin (Retained Profit)</b>	\$6,50,48,174	\$9,75,30,186	\$13,99,82,340	\$19,98,82,415	\$28,84,85,272	\$42,39,22,916	\$40,54,69,436
<b>Gross margin %</b>	<b>58%</b>	<b>65%</b>	<b>70%</b>	<b>75%</b>	<b>79%</b>	<b>83%</b>	<b>82%</b>

VALUE PREPOSITION FOR COINS/ TOKEN							
No. of Coins Issued So far (In Millions)	35	44	53	62	71	80	100
<b>Dividend Per Coin in USD</b>	<b>\$1.86</b>	<b>\$2.22</b>	<b>\$2.64</b>	<b>\$3.22</b>	<b>\$4.06</b>	<b>\$5.30</b>	<b>\$4.05</b>
<b>Investor Expectation -&gt; Price</b>							
<b>8%</b>	\$23.23	\$27.71	\$33.01	\$40.30	\$50.79	\$66.24	\$50.68
<b>10%</b>	\$18.59	\$22.17	\$26.41	\$32.24	\$40.63	\$52.99	\$40.55
<b>12%</b>	\$15.49	\$18.47	\$22.01	\$26.87	\$33.86	\$44.16	\$33.79
<b>15%</b>	\$12.39	\$14.78	\$17.61	\$21.49	\$27.09	\$35.33	\$27.03
<b>18%</b>	\$10.33	\$12.31	\$14.67	\$17.91	\$22.57	\$29.44	\$22.53
<b>20%</b>	\$9.29	\$11.08	\$13.21	\$16.12	\$20.32	\$26.50	\$20.27

# PROJECTED BALANCE SHEET

## Financial Highlights by Year

Source of Funds		Value in USD					
YEAR	2018	2019	2020	2021	2022	2023	2024
Owners Fund	\$50,00,000	\$50,00,000	\$50,00,000	\$50,00,000	\$50,00,000	\$50,00,000	\$50,00,000
Initial Coin Offering	\$11,25,00,000	\$11,25,00,000	\$11,25,00,000	\$11,25,00,000	\$11,25,00,000	\$11,25,00,000	\$11,25,00,000
Sale of Tokens	\$3,75,00,000	\$4,12,50,000	\$4,54,16,667	\$5,00,00,000	\$5,50,00,000	\$6,16,66,667	\$6,78,33,333
Black Smith Option	\$ -	\$5,40,00,000	\$14,58,00,000	\$29,26,80,000	\$51,30,00,000	\$82,14,48,000	\$82,14,48,000
<b>Total Source of Funds</b>	<b>\$15,50,00,000</b>	<b>\$21,27,50,000</b>	<b>\$30,87,16,667</b>	<b>\$46,01,80,000</b>	<b>\$68,55,00,000</b>	<b>\$1,00,06,14,667</b>	<b>\$1,00,67,81,333</b>
Accumulated Earnings	\$6,50,48,174	\$16,25,78,360	\$30,25,60,700	\$50,24,43,115	\$79,09,28,387	\$1,21,48,51,303	\$1,62,03,20,739
<b>Total Long-Term Assets</b>	<b>\$6,50,48,174</b>	<b>\$16,25,78,360</b>	<b>\$30,25,60,700</b>	<b>\$50,24,43,115</b>	<b>\$79,09,28,387</b>	<b>\$1,21,48,51,303</b>	<b>\$1,62,03,20,739</b>
<b>Total Available Funds</b>	<b>\$22,00,48,174</b>	<b>\$37,53,28,360</b>	<b>\$61,12,77,367</b>	<b>\$96,26,23,115</b>	<b>\$1,47,64,28,387</b>	<b>\$2,21,54,65,970</b>	<b>\$2,62,71,02,072</b>

Source of Funds		Value in USD					
YEAR	2018	2019	2020	2021	2022	2023	2024
Accounts Payable	-	-	-	-	-	-	-
Income Taxes Payable	-	-	-	-	-	-	-
Sales Taxes Payable	-	-	-	-	-	-	-
Short-Term Debt	-	-	-	-	-	-	-
Prepaid Revenue	-	-	-	-	-	-	-
<b>Total Current Liabilities</b>	-	-	-	-	-	-	-
Long-Term Debt	-	-	-	-	-	-	-
<b>Total Liabilities</b>	-	-	-	-	-	-	-
<b>Pool of Funds - ICO</b>	\$15,50,00,000	\$21,27,50,000	\$30,87,16,667	\$46,01,80,000	\$68,55,00,000	\$1,00,06,14,667	\$1,00,67,81,333
<b>Funds Investment - Portfolio</b>	\$6,50,48,174	\$16,25,78,360	\$30,25,60,700	\$50,24,43,115	\$79,09,28,387	\$1,21,48,51,303	\$1,62,03,20,739
<b>No. of Coins Issued So far (In Millions)</b>	35.00	44.00	53.00	62.00	71.00	80.00	100.00
<b>Price Per Coins</b>	\$6.29	\$8.53	\$11.53	\$15.53	\$20.79	\$27.69	\$26.27
<b>Total Liabilities &amp; Equity</b>	<b>\$62,87,091</b>	<b>\$85,30,190</b>	<b>\$1,15,33,535</b>	<b>\$1,55,26,179</b>	<b>\$2,07,94,766</b>	<b>\$2,76,93,325</b>	<b>\$2,62,71,021</b>