



# Lenders Coin Whitepaper

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# What is Lenders Coin?

Lenders Coin is an easiest way to securely maximize your assets through professional lending. By just contributing to LEND tokens, professionals will operate<sup>\*1</sup> and manage lending for you. Instead of having to take the risks by yourself, by just holding LEND tokens, the contributors will receive 75% of our profit earned by our professional's lending.

\*1. The term "operation" is used in order to help you understand and does not correspond to the term "operation" as used in the Financial Instruments and Exchange Act.



# What is Lenders Coin? – Details 1/2

Lenders Coin distributes cryptocurrency tokens (symbol: LEND) that lets you earn a profit (dividend\*<sup>2</sup>) according to the number of tokens you own. With this system, you can leave the complicated lending operation\*<sup>1</sup> details to professionals. Token holders have no work to do at all, except holding LEND. Because Lenders Coin need no deep understanding of lending procedures or management skills, inexperienced people and busy investors can easily participate and earn profit through Lenders Coin.

Generally, cryptocurrency lending is a service that earns interest by lending out cryptocurrency owned by the currency holders to participants who can use the service to obtain loans through lending software and through exchanges. Although cryptocurrency is penetrating the world of finance today, very few cryptocurrency holders are actually making loans. This is because it is difficult for new users who might want to start lending to understand all aspects of making loans such as checking the financial details of borrowers, learning to use cumbersome loan software and methods for making sound loans.

Also, lending through major exchanges offers considerably lower interest income, which means that participants in exchanges do not get satisfactory profit. Above all, loans made using a cryptocurrency that is highly anonymous has a very high risk of bad debts and, since funds are unavailable during the period of the loan, the risk of losses due price fluctuation of the cryptocurrency during that period continues would be a huge stress.

# What is Lenders Coin? – Details 2/2

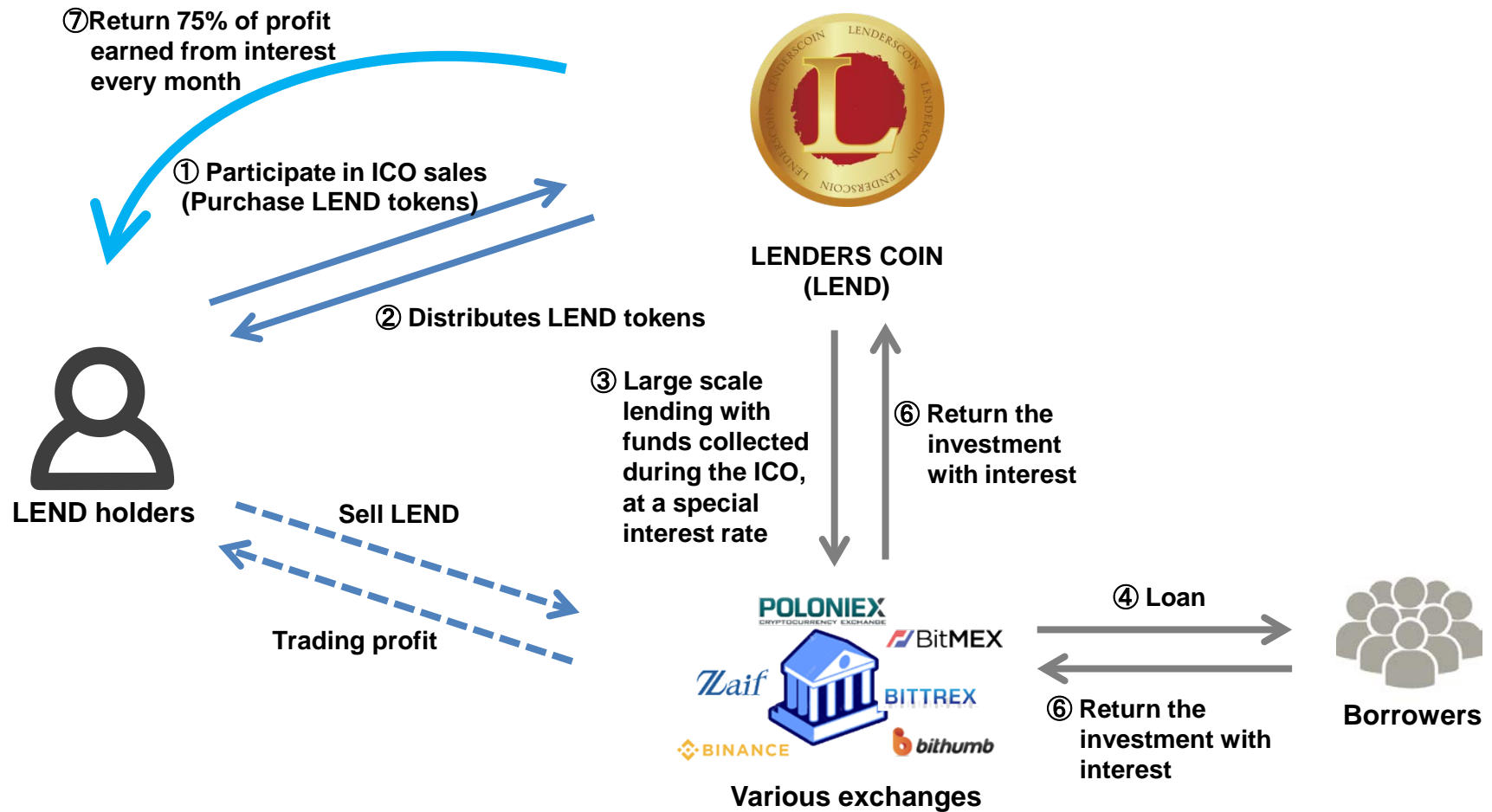
Lenders Coin greatly reduces the disadvantages of lending, to create a secure, safe and friendly environment. First of all, by acquiring Lenders Coin tokens, they will have the market value of the tokens themselves (they are scheduled to be listed on the US exchange in 2018) just like other cryptocurrencies such as Bitcoin and Ethereum. In addition, by holding Lenders Coins, you will receive 75% of our profit earned by our lending professionals (distributed in ETH).

Our lending professionals will run their operation with large funds collected in ICO, at a special interest rate to maximize profit of token holders. In order to diversify risks among lending such as bad debts, we restrict the loans to primary borrowers by loaning to highly reliable exchanges and business partners (calculated using our own financial assessments) to operate safely and securely.

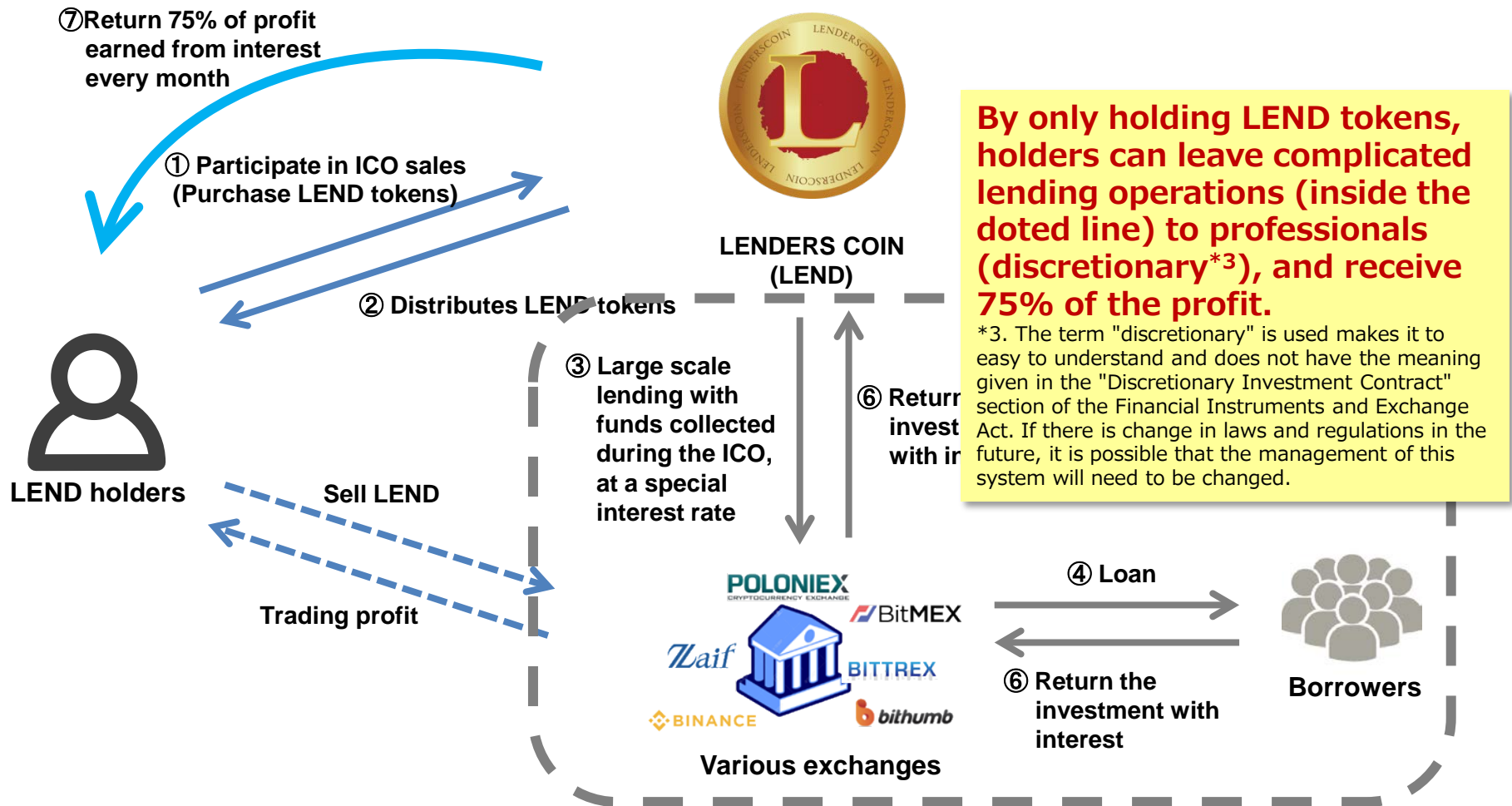
It is our mission, through Lenders Coin's professional lending, to provide an environment that anyone can use easily and securely to manage their assets.

\*2. The term "dividend" is used in order to help you understand what is happening. As will be described later, the dividends in this system are based on the number of coins you hold. Therefore, it does not correspond to the term "dividend" in the Financial Instruments and Exchange Act, nor as used in the Capital Subscription Law. However, cryptocurrencies do not have any legal interpretation from previous rulings in judicial cases or other means of determining their function. Therefore, it is possible that future rules or laws or judicial rulings about crypto-coin systems may have an impact.

# How does Lenders Coin Work? 1/2

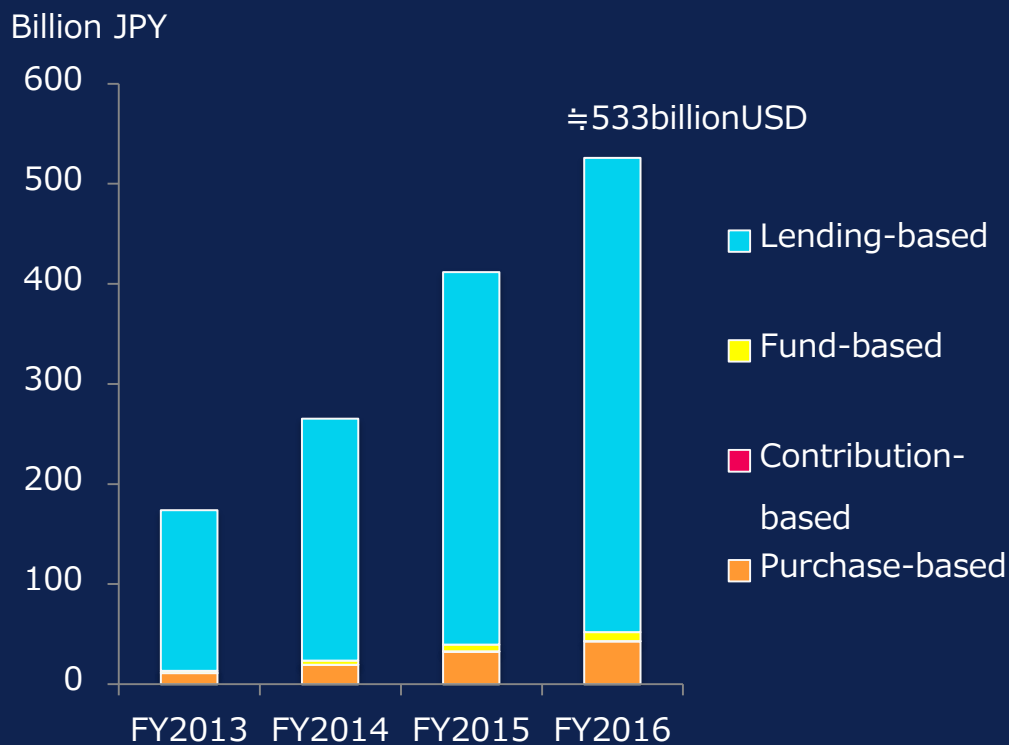
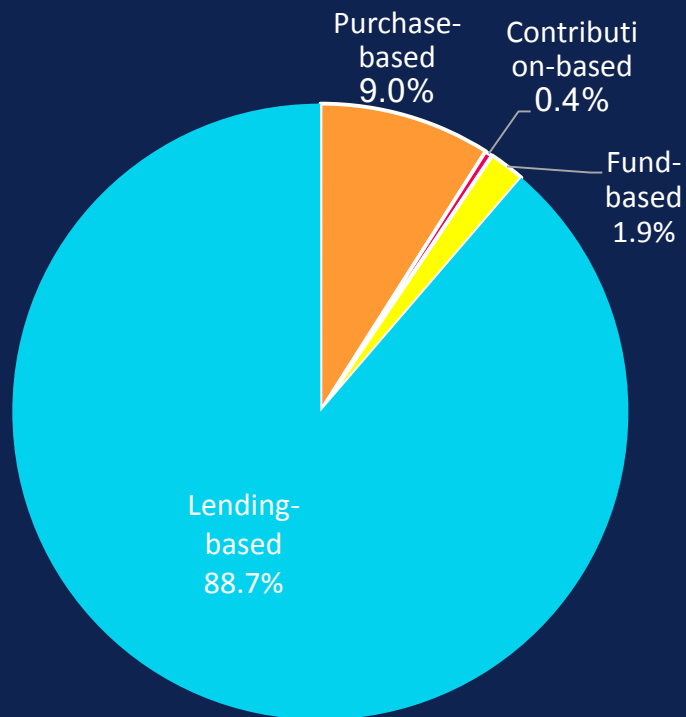


# How does Lenders Coin Work? 2/2



# Lending Market

Cryptocurrency lending is a method of profiting from loans made to exchanges and other reliable borrowers using cryptocurrency you own. The market in social lending is expanding with the prospect of reaching over 100 billion yen in the domestic market in 2017, and over 3 trillion yen worldwide. High growth rates in this market are expected in the future.



Japanese Social Lending Market Size



# Features of Common Cryptocurrency Lending

## Advantages of making loans in cryptocurrency

1. Interest received<sup>\*4</sup> is high
2. You can make effective use of your own cryptocurrency asset

\*4. The term "Interest" is used to make it easy to understand. The government's present interpretation is that cryptocurrency is not "money", so the term "interest" as described by the Money Lending Business Act and the Interest Rate Restriction Law does not apply to our program. However, there is a possibility that certain restrictions will be imposed on the interest earned from cryptocurrencies in the future in light of the general principles of the Civil Code (Civil Code Article 90, public order and morals violation).

## Disadvantages of common cryptocurrency lending

1. High debt rate
2. Funds<sup>\*5</sup> are unavailable during the lending period
3. Need to bear with price fluctuations of cryptocurrency during the lending period

\*5. The term "Fund" is used to make it easier for you to understand and does not refer to the cryptocurrency that you hold.

# Benefits of Lenders Coin

## Benefits of Lenders Coin

1. By just holding LEND tokens, token holders will receive 75% of our profit (interest<sup>\*6</sup>) earned by lending. \*6: As above \*4.
2. Lending operation<sup>\*7</sup> and risk diversification are managed by professionals - no work for token holders. \*7: As above \*1.
3. Lending borrowers are primarily restricted to highly-trusted exchanges or companies, to minimize the risk of losing funds.
4. There is no restriction on the investment period. When you want to end your participation in our lending program, you can trade<sup>\*8</sup> the coins at an exchange at any time (Lenders Coin plans to be listed on the exchanges in 2018)

\*8 The term "Trade" means that you can exchange your coins for other cryptocurrency that is listed on the exchange.

# Roadmap

**2019**

**Target price: \$150**

Jan 2019: More trading available in U.S. and Korean cryptocurrency exchanges

Oct 2018: Trading on U.S. exchange starts

Aug 2018: Aggressive marketing campaigns

Jun 2018: Partnership developments

May 2018: Profit sharing payment starts

Apr 2018: Lending starts

Mar 2018: ICO Sale Final Round

Feb 2018: ICO Sale Round2

Jan 2018: ICO Sale Round1

**2018**



# Token Sale Details

## Lenders Coin Token: LEND

- Total supply : 200,000,000 LEND
- 1 LEND = 0.001 ETH
- Minimum purchase : 0.1 ETH

## Token Distribution

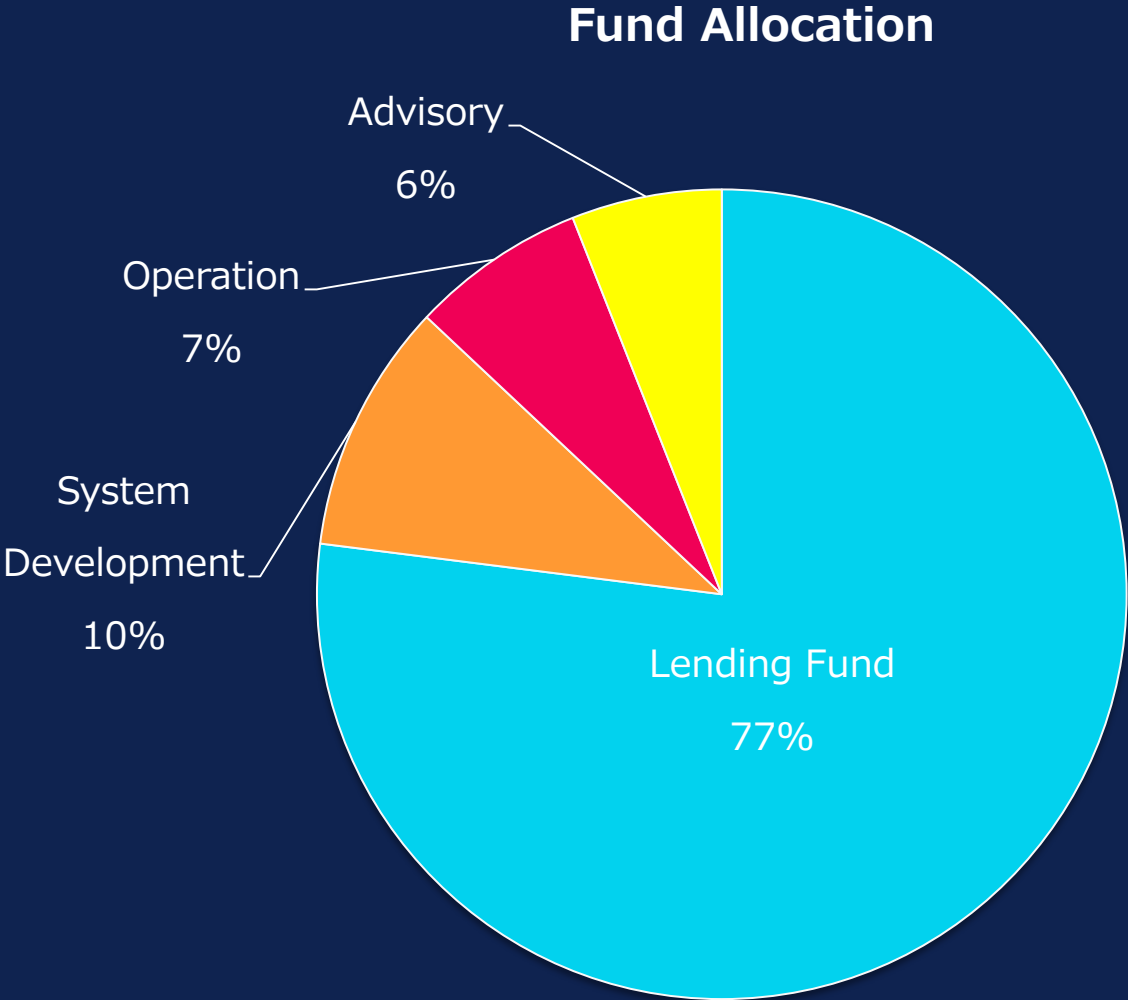
- Total distribution during ICO: 75,000,000 LEND
- 1<sup>st</sup> Round: 40,000,000 LEND
- 2<sup>nd</sup> Round: 20,000,000 LEND
- 3<sup>rd</sup> Round: 15,000,000 LEND

## Bonus Tokens





**Earlier the purchase, the more bonus tokens you receive!**

- 1<sup>st</sup> Round (Jan.10 – Feb.5) **+ 20% BONUS** · · · first 10 days only
- **+ 15% BONUS** · · · rest of the period
- 2<sup>nd</sup> Round (to be announced) **+ 10% BONUS** · · · all of the period
- 3<sup>rd</sup> Round (to be announced) no bonus

# Fund Allocation



# Profit Sharing

-  Profit share will be paid once a month in ETH.
-  75% of the profit<sup>\*9</sup> from cryptocurrency lending will be distributed.
-  The first payment is scheduled to be distributed at the end of April, 2018.
-  Lenders Coin will aim to maximize profit and by lending cryptocurrency<sup>\*10</sup>.

\*9 The term "Profit" is used in order to help you understand. "Profit" means the increase earned by changing from one cryptocurrency to another.

\*10 "Maximize profit" refers to the prospective cryptocurrency earned through crypto currency lending and does not promise profit in physical currency. The exchange price of cryptocurrency for statutory currency (so-called money such as Japanese yen, US dollar, Chinese Yuan Renminbi, Euro etc.) is not stable. There is a possibility that the value of the cryptocurrency you have on deposit may drop due to a crash in cryptocurrency value.

# THANK YOU

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Thank you for your interest in Lenders Coin.  
Please see updated details on our website  
[www.lenderscoin.co.jp](http://www.lenderscoin.co.jp)