THE SWISS ALTERNATIVE TO THE MAJOR CLOUD PLATFORMS AS A PUBLIC, PRIVATE OR ON-PREM CLOUD SOLUTION

ICO WHITEPAPER
Pre-ICO
April 14th, 2018 - April 29th, 2018
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Version 1.0. This version of the document is in the active development phase, significant adjustments are possible.
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n'cloud.swiss marketing will become a strong brand

No matter how you slice it, it’s all about marketing

The origin of n'cloud.swiss

Guiding principles of start-up selection

Selection process

Marketing as a pillar of n'cloud.swiss

Long-term marketing and technology partnerships

Marketing partnership with Association of Entrepreneurs Germany

Technology and Business partnership

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n'cloud.swiss token - NCS

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Distribution of n'cloud.swiss tokens

Sale of NCS tokens in ICO

Sale of NCS tokens in pre-ICO

Sale of NCS tokens in ICO

Financial plan and break-even per country

Distribution of collected funds

Bounty campaigns

Bitcoin Talk Avatar and Signature campaign

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Translations and public community management

Twitter campaign

Facebook campaign

YouTube campaign

LinkedIn campaign

Telegram campaign

Lottery bounty rewards

Investment pool rewards

n'cloud.swiss ICO OUTLOOK

Road map

n'cloud.swiss AG - Board of Directors & Team Leaders
n’cloud.swiss – the ICO of a successful cloud business case

n’cloud.swiss – the company
Compared to the majority of other ICO-launches on the market n’cloud.swiss is not a start-up operation. The initiator of n’cloud.swiss AG - Netkom IT Services GmbH - is a Swiss based IT & cloud provider with a proven track record of 17 years of successful operations in various countries. n’cloud.swiss is already a successful cloud platform, running in one of the world’s most secure data centers in Switzerland. Customers and transactions from Switzerland, Germany, India, Russia, Pakistan and Ukraine are already part of the success story.

Vision
Our vision is to become the SWISS alternative to the major five cloud providers

Mission
The n’cloud.swiss ICO with its NCU token has been launched to successfully expand and roll-out existing business operations into 60 additional countries around the world.

The cloud market revenue doubles in the next 3 years up to 162 billion USD
The target for n’cloud.swiss is to target a substantial market share in the global cloud market for IaaS, PaaS, SaaS services in the next 5 years. The revenues in this market will double in the next 3 years from 89 billion USD in 2017 to 162 billion USD in 2020.

Cloud competition in the world – USA vs. the rest of the World
Today more than 65% of the cloud computing market is occupied by a few leading giant providers. The Top 4 major cloud platforms are originating from the US, while No. 5 - Alibaba Cloud - comes from China - the remaining 35% market share is in the hands of thousands of cloud providers scattered around the world.

Product offering – Make your own Public, Private or Hybrid cloud
n’cloud.swiss heralds a new era in cloud computing and is capable to address and serve all cloud deployment requirements such as private, public, hybrid or community cloud. It also contains all cloud service models such as Infrastructure-, Platform- or Software-as-a-Service models with the same product.

For large or multinational companies the n’cloud.swiss ON-PREM solution is compatible with any x86 commodity infrastructure. TCO of an ON-PREM solution shows significant reduction of up to 70% compared to public cloud offerings.

n’cloud.swiss – the SWISS alternative to the major 5 cloud providers for developers, consultants, software houses and major companies
One of the unique selling points that distinguishes n’cloud.swiss is the agility, flexibility, adaptability and freedom to "Make your own cloud" according to individual requirements.

As a further competitive advantage and innovation the product is equipped with a marketplace called “n’STORE” where n’cloud.swiss customers around the world can offer their applications and services in a shop-in-shop environment such as Apple or Google are selling apps in their app stores. Customers who are seeking for new solutions/services can enter their requirements (e.g new CRM, new website, development cases etc.) and receive quotes from vendors for the upcoming projects.

n’cloud.swiss offers compelling competitive advantages such as:
+ The world’s first cloud product/platform serving all 4 cloud sectors in one product
+ n’STORE marketplace for business applications, services and customer requests for quotation (RFQ)
+ Swiss heritage, quality and excellence – in one of the world’s safest data center environment based in Switzerland
+ Personal support, webinar trainings and connecting vendors and customers
+ Combined cloud Know-how since 2009 with a proven track record in consulting global enterprises, as well as operating successfully a managed private cloud for approx. 4000 users
+ Ability to transfer existing developments via API’s from or to other major cloud market leaders such as Amazon AWS, Microsoft Azure or Google cloud to n’cloud.swiss
+ Attractive and competitive pricing compared to other cloud market leaders
For large or multinational companies n’cloud.swiss is available as an ON-PREM solution compatible with any x86 commodity hardware. TCO comparisons between our ON-PREM version and major public clouds, result in savings of up to 70% within a 3-year period. Whether as a worldwide cloud or an ON-PREM version – n’cloud.swiss is a true next generation cloud platform.

Some selected services customers are using on n’cloud.swiss are:

- Kubernetes / Docker container as-a-Service
- Blockchain as-a-Service
- Analytics as-a-Service
- CDaaS (Continuous delivery as-a-Service)
- Database as-a-Service
- Load Balancer as-a-Service
- Object / Block storage as-a-Service
- File sharing

Target customers:

- Development & Software companies
- Consulting companies
- Small and Medium sized companies
- Large & Multinational companies

n’cloud.swiss competitive product features:

- Intuitive user interface
- Spinning up hundreds of virtual machines within minutes
- Marketplace n’STORE for business applications and services
- Resize VM’s, enhance CPU’s, RAM or storage at any time
- Establish snapshots whenever required
- Ability to transfer existing developments via APIs from or to other major cloud market leaders such as Amazon AWS, Microsoft Azure or Google cloud
- Application catalogue with 142 applications for developers free and ready to go

The goal of our n’cloud.swiss ICO is to get funding for the platform roll-out to other regions in the world.

Be part of a SUCCESS STORY!
Apply for a partnership and/or get your NCU-Tokens today!

What are the benefits for an investor in our ICO?

- Pay your n’cloud.swiss bills with up to 25% NCU tokens and get a 5% discount
- Be part of a successful long term development of the NCU token
- After the ICO is terminated, the value of the token is elevated from CHF 1.00 to CHF 1.50
- A new ICO with a security token called NCS will start in Q3/2018. NCU token buyers will then be eligible to exchange their NCU tokens into NCS tokens and benefit from further advantages
The IT industry evolution in general and the significant influence of Cloud IT in recent years, have radically changed the IT landscape for companies as well as the environment for people around the globe. People of the 21st century live in a world where the clock is ticking faster than at any time in history. Whether the demand for more flexibility, mobility, agility or outreach - the cycles of innovation and invention are getting shorter and shorter. The hunt for “the next big thing” these days is mainly driven by the IT industry around the globe.

As cloud computing enters its second decade, its prevalence is increasing to a point to which it’s an expected approach to IT. Despite its longevity, cloud computing still suffers from confusion and long-standing nontechnical concerns (for example costs, security and governance) continue to muddle the opinions and approaches of CEO’s, CIOs, IT architects and cloud specialists. Cloud computing is a broad topic which is affecting virtually all aspects of IT.

Besides the growing impact and market acceptance of digital business, cloud computing is approaching its peak in many industries and countries. It’s also the fundamental base for many other services or technologies such as "Big Data", "Internet of Things", "Virtual Reality", "Machine Learning", "Blockchain Technology" up to "Artificial Intelligence", "Next Generation Genomics" or anything new which is going to touch or even change everybody’s life in no time.

Since the Internet has become a highway for multi-lane superfast IT traffic, cloud computing has become the harbor for infrastructure, developer environments and software or as known in the world as the IaaS, PaaS or SaaS models. Today, the most urgent requirement is AVAILABILITY - the permanent unlimited access to modern technologies that facilitate and accelerate data, software and connect any hardware or smart device with the push of a button. Clouds never sleep! Cloud computing makes life not only easier for any individual but also for companies reducing their IT investments and expenditure significantly while gaining speed in development, manufacturing, distribution or in just processing their products or services. These are the reasons why cloud business has become more and more popular for everybody.

The hunt for the next big thing in IT is on.

Cloud computing is where all applications and data are located on a remote server in the Internet. A user can access them from any PC, laptop, tablet or smartphone.
There are three main cloud types – public, private and hybrid. A public cloud offers unmanaged cloud services for a large audience, while private clouds are used by a company/organization to sell products/services on their own cloud infrastructure. The hybrid cloud is a mix of both. As an example, a company has all its sensitive data and processes in their own private cloud, while non-critical developments are performed in a public cloud. An expensive soft- and hardware environment is required to run a public or private cloud efficiently. Although running your own data center infrastructure might protect sensitive data areas better, the high investments and operating costs make this decision a hot discussion topic at any management or board level due to the heavy influence of cloud computing today.

The cloud market itself is huge. According to Gartner Inc. the worldwide public cloud services forecast will rise from 246 billion USD in 2017 to 383 billion USD in 2020!

The cloud market will rise from 246 billion USD in 2017 to 383 billion USD in 2020!
IaaS – adoption trends - future application workloads

Interestingly enterprises are gradually disinvesting from their own data centers (ON-PREM) and are moving application workloads into the public cloud. Approximately 60% of application workloads were still in enterprise data centers in 2016. By the end of 2017, approximately less than half (46%) still trusted their own data centers. This is, in some ways, due to new applications primarily being deployed in the cloud and because enterprises plan to migrate 14.7% of their existing applications into the public cloud. Therefore, solutions supporting migrations from VMware, Hyper-V or Oracle-environments into more efficient cloud platforms or more advanced ON-PREM solutions, will be the winner in this sector.
The high demand for these cloud services is caused by an active transition of IT-industry data into the cloud. Information technologies increasingly require high-performance resources, to solve a number of tasks from artificial intelligence research to gaming, virtual reality or analytics (Big data analytics).

The three cloud layers, IaaS, PaaS and SaaS are all expected to show considerable growth over the next 3 years. The annual revenue growth is approx. 15-20% each year. The Infrastructure (IaaS)- and Software as a Service (SaaS) market revenues are most likely to hit the 100 billion USD revenue level within the next 5 years.

IaaS, PaaS and SaaS revenues increase from 88 billion USD in 2017 to 160 billion USD in 2020. This is also the potential market volume for n’cloud.swiss.
Worldwide cloud competition – USA versus the rest of the world

Today more than 65% of the cloud computing market is occupied by a few leading providers. The top 4 cloud platforms are originating from the US, while Alibaba Cloud, the fifth of the top 5 providers comes from China. Amazon Web Services dominates (around 47.1%), a much smaller share is taken by Microsoft (10%), IBM Softlayer (2.77%), Google (3.95%) and others.

Cloud business is one of the fastest growing industries.
What do the customers want?

It’s known that companies with a cloud strategy in place run in/or up to 4 clouds simultaneously. Either because they are independent from a single provider, due to legal reasons, services fitting better to certain requirements or just due to more attractive offerings/pricing models than others.

Companies from the government, energy or financial sectors or the ones working with sensitive data, are not allowed to have their data in a cloud outside their territory. They either have to deploy their own cloud ON-PREM and/or work in public clouds within the territory.

The size of the super cloud companies from the US and China and their impacts, create more and more various concerns. Even when a cloud of the majors is running in any other country than the US, the main questions arising are «where is my data located and who does have access to it?» These concerns are due to economic, commercial, legal or protective reasons.

Even though most cloud platforms run unmanaged, customers are more and more seeking advice, support and want to learn how to use cloud computing services faster, more efficient and more advanced to make the most of it. Regarding this issue and maybe with the exception of large clients, there’s a big lack in assistance for small and medium sized companies from any of the major cloud providers.

Last but not least customers want to have the freedom to decide where to run their cloud (geographic, security perspective) as well as operating them as a Public, Private or Hybrid version or in a combination of the three models.

Companies are open for non US cloud platforms.

The majority of cloud customers want to be sure, that their data is kept safe in their country. Furthermore US or Chinese staff may not be allowed to have access to certain cloud environments.

Customers want to have the freedom to decide where and how to run their cloud.
The n’cloud.swiss platform is based on initiatives of the Swiss based **Netkom IT Services GmbH**. Founded in 2001, the company has gone through several transformation processes itself as well as with its customers. In the early 2000's the company operated mainly in the field of IT-Strategy and Technology consulting for well-known large national and international companies. As the team was growing, more classic IT- and virtualization projects were realized for SME’s. In 2009 the decision was taken to launch n’cloud – one of Europe’s first IaaS/SaaS cloud platform – into the marketplace. With its well established n’cloud products, Netkom became one of the cloud pioneers in Europe.

n’cloud.swiss is based on experience by cloud pioneers and experts since 2009.
The experiences of IT Strategy & Technology consulting and being a service and cloud provider result not only in long-term cloud computing expertise, but also in continuously delivering **SWISS QUALITY, SERVICE AND PERSONAL SUPPORT** to each and every single customer. A dedicated team of true professionals is our key value and shows our innovation spirit and entrepreneurship.

**n’cloud.swiss stands for SWISS quality, service and personal support at competitive pricing.**
The Vision

n’cloud.swiss aims to become a real alternative to the major five cloud providers.

The Mission

The mission of n’cloud.swiss is to clone and roll-out the existing technical & commercial cloud platform set-up based in Switzerland into 60 additional countries around the world.

n’cloud.swiss provides businesses of all size with turn-key cloud computing solutions based on the latest technology standards.

Superior customer support and training to take a company’s cloud strategy into the future and beyond is mission critical for us.

n’cloud.swiss will also implement numerous ON-PREM projects for large and multinational companies around the globe.
WHAT IS UNIQUE ABOUT n’cloud.swiss?

Our cloud computing know-how obtained since 2009, has forced us to think about a next generation cloud platform. The combination of know-how, experience, technology and first-class partnerships into a new and innovative cloud platform, is addressing the needs of customers around the globe.

n’cloud.swiss was born and presented to the IT world during the CEBIT exhibition in March 2017 in Hannover, Germany.

3.0

n’cloud.swiss technical set-up details and platform

- The platform is based on a hyperconverged infrastructure and therefore highly cost efficient
- Scaling up or down is not only simple but also fast
- The software is based on a modified KVM-version and Hypervisor
- Contains Openstack components and is Openstack compatible
- A “distributed file system” enables the distribution of data on three different nodes which results in extremely fast data access and high availability
- There are three levels of disk types to choose from:
  - HDD Pool (spinning disks) with SSD Caching
  - Pure SSD Pool
  - Pure NVME High-Performance Pool

n’cloud.swiss combines the best of cloud computing today - IaaS, PaaS and SaaS, either as a service model, ON-PREM version or in a hybrid set-up.
n’cloud.swiss fits to different requirements from small to multinational companies - "Make your own cloud!"

n’cloud.swiss target customers

n’cloud.swiss – the next generation cloud platform - combines the best of cloud computing today - IaaS, PaaS and SaaS, either as a service model, on-prem version or in a hybrid set-up, All-in-one product for managed or unmanaged use by developers, software companies, consulting businesses, SME’s, large or even multinational companies around the globe. As a Swiss company we know how to handle sensitive data. Equally important are TRUST, SECURITY and PERSONAL SUPPORT which are anchored into our DNA. The platform is not only a new era in cloud computing but also a serious SWISS alternative to the major public and on-prem cloud platforms in the world.

TARGET CUSTOMERS

DEVELOPERS & SOFTWARE COMPANIES

- Development of software
- Uploading servers and applications
- Sell software & services on n’cloud.swiss store

CONSULTING COMPANIES

- Sell your business consulting plus cloud platform
- Uploading software for consulting
- Sell software & services on n’cloud.swiss store

SME’S & LARGE COMPANIES

- Outsourcing of VM’s to n’cloud.swiss
- Managed or unmanaged

LARGE & MULTINATIONAL COMPANIES

- On-prem Installation
- Hybrid Cloud System
- High security requirements

Image: Target customers for n’cloud.swiss service platform or ON-PREM version
n'cloud.swiss is a IaaS, PaaS, SaaS cloud platform

n'cloud.swiss covers all aspects of modern cloud computing. The platform consists of 4 individual levels enabling each and every user or company to «Make their own cloud» according to the individual requirements. AWS-compatible cloud services, API’s and consistent DevOps enable enterprises to unify their own cloud on the n'cloud.swiss cloud platform.

MAKE YOUR OWN CLOUD

SaaS
IDaaS • DBaaS • CDaaS • LBaaS • Docker/Kubernetes • API Monitoring • Analytics Hadoop • Cloud watch • VPN

IaaS
Backup • Data Recovery • VM • Multicloud • High Available Blocks & Object Storage • Migration Services • File system • Cloud Formation • Networking • Identity & Access Management • Security

STORE
STORE for business applications & services of n'cloud.swiss customers

PaaS
S3 / EC2 • Projekt Rooms • Linux / Windows Server • Free Application Catalogue • Open Stack • AWS API compatible • Billing per CPU RAM, Traffic, Disk •

Image: n'cloud.swiss - «Make your own cloud»
Infrastructure as-a-Service (IaaS) with API to Amazon AWS, VMware and coming soon to Microsoft Azure, Google and Alibaba

Whether fast and efficient set-up of virtual machines for a single company or for multi-tenancy projects, establishing backup procedures / snapshots, transfers of existing development environments from and to other major cloud platforms with API connectors or just simply monitoring your activities - ncloud.swiss is all about «Make your own cloud».

Spin-up hundreds of virtual machines within minutes
Platform as-a-Service (PaaS)

142 applications are free and ready to go in the built-in application catalogue supporting developers creating next generation business solutions. The pre-set-up tools are spun up on virtual machines within minutes. It is also possible to launch and integrate your own tools into your cloud. In addition, being part of n’cloud.swiss offers any individual or company the opportunity to manage and sell products and services on the n’cloud.swiss store / nSTORE.

142 applications are free and ready to go, to develop the next big thing.
Software as-a-Service (SaaS)

Developers have a high demand for cloud native applications being compatible with other major cloud platforms, comprehensive and fully manageable.

**AWS-compatible services and API's** - One consistent approach to cloud-native applications: AWS APIs and DevOps tools.

**Comprehensive** - Build complex cloud-native applications faster with a wide array of high-impact cloud services

**Fully manageable** - Simplify and automate the entire lifecycle of services, including deploying, maintaining, upgrading and scaling on n’cloud.swiss

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AWS-compatible services and API's, comprehensive and fully manageable.

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**CLOUD SERVICES TO SUPPORT CLOUD-NATIVE APPLICATIONS**

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<thead>
<tr>
<th>DevCore</th>
<th>DevTools</th>
<th>Cognitive (AI)</th>
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<tbody>
<tr>
<td>ELB</td>
<td>S3</td>
<td>AWS CLI</td>
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<td>S3</td>
<td>EFS</td>
<td>Terraform</td>
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<td>Instance store</td>
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<td>Ansible</td>
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<td>Serverless</td>
<td>SQS</td>
<td>TensorFlow</td>
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<td>SNS</td>
<td>Mxnet</td>
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**Databases**

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<th>MongoDB</th>
<th>Cassandra</th>
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<td>PostgreSQL</td>
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<td>Redis</td>
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<td>Memcached</td>
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<td>SQL Server</td>
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<td>ORACLE</td>
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**Analytics**

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<th>Hadoop</th>
<th>Apache HBase</th>
<th>Spark</th>
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**Infrastructure-as-a-Service (IaaS)**
Developers and DevOps demand for capacity and services is exploding

The developers and DevOps demand for capacity and services is exploding:
- Access to cloud-services
- Self-service consumption

n’cloud.swiss solution:
- AWS-compatible services and Azure, Google and Alibaba compatibility on the roadmap for Q2-4 / 2018
- Self-service on-demand consumption
  AWS DevOps tools

AWS-compatible services today. API’s to Azure, Google and Alibaba on the roadmap for Q2-4 / 2018.

DEVELOPERS DEMAND FOR CLOUD NATIVE TOOLS

Image: n’cloud.swiss – Developers demand for cloud native tools
A selection of the most demanded n'cloud.swiss SaaS products

KUBERNETES AS-A-SERVICE
Easily launch, monitor and scale Kubernetes clusters to support a containers-driven strategy

Simple Creation, Ongoing Monitoring & Maintenance
Launch and scale clusters via intuitive GUI or API. Easily monitor cluster health and usage and adjust existing clusters to accommodate demand.

Highly Available
n'cloud.swiss keeps clusters up and running according to defined sizing, even during node failure or maintenance.

Multi-Tenancy
Kubernetes is transformed to offer a true multi-tenant service.

Managed Upgrades
n'cloud.swiss manages Kubernetes upgrades automation.

Native Kubernetes
Users can deploy services and applications and use KubeCtl CLI or Kube API to connect clusters to automated procedures such as Jenkins flows.

Network Made Easy
n'cloud.swiss provides turnkey network access to cluster endpoints using standard VPC capabilities.

LOAD BALANCER AS-A-SERVICE (ELB)
Easily spin up and scale load balancing for automatic distribution of application traffic

On-demand Provisioning
Eliminates the need to configure or manage the load balancer to ensure a simple and effective experience as well as fast time-to-market.

Secure
Create an internal load balancer to route traffic using private IP addresses within your virtual network or implement a multi-tiered architecture using internal and internet-facing load balancers; application infrastructure can use private IP addresses and security groups, allowing you to expose only the internet-facing tier with public IP addresses.

Trusted Open Source Technology
n'cloud.swiss load balancer as-a-service is built on top of the widely used HAProxy technology.
**Automatic Health Monitoring**
Automatic monitoring to detect unhealthy instances; once n'cloud.swiss detects failure, unhealthy instances are taken out of rotation, and will be reactivated when possible.

**Wide Range of Protocols**
Supports TCP/UDP-based protocols as well as HTTP and HTTPS.

**ELB-Compatibl API**

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**OBJECT STORAGE**
Provides applications with persistent scalable object storage

**Easy to Use**
Intuitive management console abstracts buckets and objects as standard folders and files.

**Quota Services**
Users can allocate storage capacity to tenants, monitor consumption and adjust quota as demand changes.

**Data Resiliency**
Users maintain full control over objects' mirror count (2 or 3) to allow for regular and gold resiliency.

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**FILE SHARING (EFS)**
Support applications with cloud-grade and scalable file sharing service

**Share File Storage Access Across Instances**
Multiple compute instances can access the file system, so applications that scale beyond a single instance can access a file system without the need to maintain multiple copies.

**Built-in Scalability and Performance**
Offers integrated performance, enabling many clients and workloads to request data concurrently, supporting a wide array of file sharing use cases.

**EFS-Compatible API**

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**Built-in Scalability and Performance**
Support applications with cloud-grade and scalable file sharing service

**Elastic Scaling**
Storage capacity, which spans across all storage resources, can automatically expand or shrink according to demand with no additional provisioning.

**Highly Available and Durable**
Each file system object data and metadata (i.e. directory, file, and link) is redundantly replicated to prevent data loss.
DATABASE SERVICES
Easily run, provision and scale SQL (RDS) and NoSQL databases

**SQL Engines**
- MySQL 5.5, 5.6, 5.7
- PostgreSQL 9.6
- MariaDB 10.1

**NoSQL Engines**
- Apache Cassandra 3.0, 3.11

**Self-Service Databases**
Add database as a service in less than one hour with no configuration hassles or custom coding required.

**Automated Backup and Restore**
Allow users to choose backup target, frequency and number of retained snapshots; users can easily restore from backup to timestamp.

**Self Healing**
Leverage automatic failure detection and recovery without the need for monitoring.

**Read Replica**
Provide enhanced performance and durability by scaling out in case of read heavy workload.

**Automated Upgrades**
Upgrades are performed on a scheduled maintenance timeframe, as determined by users and accommodate specific requirements.

**Scalable Infrastructure**
Resize infrastructure and storage based on evolving demand.

**RDS-Compatibel API**
On-demand Cluster Provisioning
Automatically create, manage and monitor Hadoop, Spark and HBase clusters.

Multi-Tenancy
Fully separated clusters to offer a true multi-tenant service.

Highly Available Underlying Storage
Leverage abstracted, persistent block storage and object storage and transparently use storage pools from different backends.

Optimal Flexibility
Use big data clusters for a wide variety of use cases and applications while ensuring full cluster control. Each cluster is customizable according to requirements.

EMR-Compatible API

ANALYTICS SERVICES (EMR)
Run and scale Hadoop, Spark and HBase on-prem to easily and effectively process big datasets

CDAAS
CONTINUOUS DEVELOPMENT/DEPLOYMENT AS-A-SERVICE
Run the award winning CDaaS service to significantly reduce time and costs in the development process

Develop with confidence
All code resides in GitLab, go back and forth between versions, branches and releases

Compile & Deploy seamless
Using the industry standard of Jenkins, running build jobs directly from git branches on commit becomes easy and seamless. Generated packages are automatically deployed to a Pulp repository. Use different Git-branches for testing, integration and production to generate packages for different deployments.

Never worry about updating
Through Puppet your servers and/or virtual machines are always kept up-to-date and in a coherent, defined state. Using Spacewalk Puppet keeps your Linux OS up to date and manages your software packages. This ensures the latest versions are automatically deployed to the correct servers and/or virtual machines.

CDaaS is already in use by various customers with high success. Develop and deploy your applications without doubt.
The n’cloud.swiss STORE – n’STORE – Marketplace for business applications and services

Apple’s iTunes store or Google’s Playstore are the two well-known marketplaces for apps. We aim to establish the n’cloud.swiss STORE or n’STORE as the marketplace for business applications and services. n’cloud.swiss customers will have additional benefits by using the n’STORE:

- Reach out to n’cloud.swiss customers around the globe (B2C and B2B)
- Reach out to n’cloud.swiss partners around the globe (Partnering and Co-operations)
- Benefit from n’cloud.swiss Marketing & PR campaigns
- Customers placing RFP’s for new software or service projects
- Shop-in-Shop marketplace with product placement, promotions and marketing campaigns (Classic Marketing, Social media & PR)
- Using n’cloud.swiss SaaS – your application as-a-Service in the cloud
- Launching consulting or advisory services (e.g. Big Data, Data Analytics, Blockchain, Virtual reality, Machine learning, IoT etc.)
- Offer your services combined with the n’cloud.swiss platform as one package to your target customers
- Launch and consult ON-PREM projects with large or multinational clients as a certified n’cloud.swiss partner

The n’cloud.swiss STORE – Marketplace for business applications, services and requests for proposal (RFP) / quotation (RFQ).
n’cloud.swiss ON-PREM version for large & multinational companies

n’cloud.swiss is also available as an ON-PREM version for companies with specific requirements to run a cloud ON-PREM. This option also allows, to use n’cloud.swiss as a hybrid cloud. In any case the hyperconverged software leads to significant reduction in TCO.

Why using it ON-PREM?

+ Sensitive data remains in-house
+ Hyper converged software reduces hardware costs & investments significantly
+ Compatible with any X86 commodity hardware
+ Fully functional cloud infrastructure to work on a next generation cloud platform
+ Option to use as a hybrid cloud in conjunction with n’cloud.swiss cloud platform
+ Swiss support and quality
+ Attractive licensing models

3.5

n’cloud.swiss can be deployed as an ON-PREM version for large & multinational companies.

ON-PREM IaaS

Image: n’cloud.swiss – architecture for the ON-PREM Version
n’cloud.swiss is a hyperconverged software ready for ON-PREM customers

With its open stack based software-centric architecture, n’cloud.swiss tightly integrates compute, storage and virtualization resources in a single system on any commodity x86 hardware.

The shape of the hyperconverged software enables ON-PREM customers to reduce the TCO within a three-year period from 30% to 70%, compared to a public cloud offering.

This allows a deployment on the existing server infrastructure without the necessity of additional investments, limitations or restrictions by hard- or software vendors.

We’re open for partners in the area of ON-PREM consulting and installations and welcome any partnership in this area. Find more information on our website.
Pricing for n'cloud.swiss service cloud

The pricing for all n'cloud.swiss services for the usage of Infrastructure as-a-Service offerings (IaaS) is sharply below or on the same level as the pricing models of the major cloud providers. The pricing is even more competitive for the Platform-as-a-Service (PaaS) or Software-as-a-Service (SaaS) offerings.

Pricing factors are:

- Number of CPU's in use
- RAM
- Traffic
- Disk
- Services

n'cloud.swiss only bills real consumption. Users or administrators can change their specifications on virtual machines at any time themselves (enlarging RAM, number of CPU's etc.).

Compared to other cloud providers, a virtual machine on n'cloud.swiss is set-up within 1 minute. Changes of CPU's or RAM within a few seconds!

n'cloud.swiss also stands for competitive pricing.

Pricing for n'cloud.swiss ON-PREM cloud

The pricing for n'cloud.swiss ON-PREM customers is driven by the number of hardware servers which have the n'cloud.swiss software installed. The licensing model is based on a fee per server/month and billed quarterly in advance.

The customizing and installation of an n'cloud.swiss ON-PREM cloud is a highly individual IT project. n'cloud.swiss specialists or certified n'cloud.swiss partners will advice and accompany each customer during the project and with proper after-sales services.
n’cloud.swiss runs in one of the world’s most secure data center

The combination of being a Swiss company and a cloud service provider at the same time, is also displayed in our security architecture and infrastructure for n’cloud.swiss. The combination of its unique and highly secure location, within a former military bunker, deep inside the Swiss mountains, with state-of-the-art security measures (physical & biometric access control, video surveillance, 24/7) makes it to one of the safest data centers, one can imagine – even protected against nuclear threats or electromagnetic pulses (EMP).

The times we live in are shaking up everything we thought we knew about data and system security. Energy crises, changing political interests and surveillance scandals or DDoS or other cyber attacks are common threats nowadays. On the borders of the Greater Zurich Area, in canton Uri, the birthplace of Swiss independence, we’ve built n’cloud.swiss a safe haven for the data and its systems – in probably one of the safest data centers in the world. A home for the most important assets of your business – “Your data, your ideas, your know-how.” Together, we create an environment - an environment born from hyper security for a changing world.
Redundant data center in the Swiss mountains

n’cloud.swiss runs several data center operations in the same premises in the Swiss mountains, separated by dozens of meters of granite between each data center facility.

- Redundancy of all critical components (power, cooling and connectivity)
- Redundancy concept combining the strengths of 2N and N+1 systems
- Concurrent maintainable, guaranteeing to keep N+1 redundancy while performing repair or maintenance work on mission critical components
- All mission critical components are fully redundant, supported by fall-back processes to guarantee business continuity

For operations outside of Switzerland, we have also other data center locations in play.
5.3 Power consumption from 100% green energy, CO2 efficiency

Power must be available at all times in the digital economy. Furthermore, efficient energy use has become a central issue in data center design and management. The data center’s energy consumption is secured at all times from Swiss Alps hydro electricity – always available, always green.

5.4 Data center cooling

Since the data center is located in a Swiss mountain – The room temperature is already on a very comfortable level for data center operations. However, with the additional set-up of Novec’s cooling systems – the cost of power is up to 30% less than a comparable data center operation without such a cooling system.
n’cloud.swiss – characteristics

Swiss cloud provider
+ Cloud provider with an extensive expertise and a broad customer range since 2009
+ Cloud consulting projects for large enterprises
+ Own DevOp Team
+ High security data center in the Swiss mountains
+ Personal support
+ Worldwide expansion with local platforms in various countries
+ Attractive partner models

All cloud deployment models
+ Infrastructure as-a-Service (IaaS)
+ Platform as-a-Service (PaaS)
+ Software as-a-Service (SaaS)

Next generation cloud for the requirements of tomorrow.
Ready for IoT, Big Data, Analytics & Blockchain

- Admin, Developer, Operation, User
- Manage your deployments in dev-, test- and productive systems

Integrated market place with 142 applications from 30 different business sectors

- Upload your own applications
- n’cloud.swiss n’STORE – the E-Business software and service market place (shop in shop)

Integrated payment system in Q2 / 2018

API connectivity and cloud exit strategy for an easy and fast transfer of environments from and to other cloud platforms

- VMware
- Amazon AWS
- Google and Microsoft Azure in Q2 - 4 / 2018

Subscription model: « Monthly » or « pay as you go »

- Multi cloud compatibility – Central or distributed deployment
- Operation model either managed, semi-managed or unmanaged

Image: n’cloud.swiss – Cloud cockpit for monitoring (Projects, resources etc.)
n’cloud.swiss – dynamic roadmap

Continuos developments to enhance functionalities and services.

### ROADMAP

<table>
<thead>
<tr>
<th>DevCore</th>
<th>Kubernetes</th>
<th>Lambda</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ELB</td>
<td>Instance Store</td>
</tr>
<tr>
<td></td>
<td>S3</td>
<td>SQS, SNS</td>
</tr>
<tr>
<td>DevTools</td>
<td>AWS client tools</td>
<td>Cloud Formation</td>
</tr>
<tr>
<td></td>
<td>TerraForm, Ansible, Boto 3</td>
<td></td>
</tr>
<tr>
<td>Databases</td>
<td>MySQL</td>
<td>MongoDB</td>
</tr>
<tr>
<td></td>
<td>PostgreSQL</td>
<td>Redis</td>
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<td></td>
<td>Cassandra</td>
<td>Memchd</td>
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<tr>
<td>Analytics</td>
<td>Hadoop</td>
<td>MS SQL</td>
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<td></td>
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<td>Oracle</td>
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<tr>
<td>Cognitive (AI)</td>
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<td>Spark</td>
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<td>Cloudera</td>
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<td></td>
<td></td>
<td>Kafka</td>
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<td></td>
<td></td>
<td>TensorFlow</td>
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<td></td>
<td></td>
<td>mxnet</td>
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</tbody>
</table>
Why invest into the n'cloud.swiss ICO?

Compared to numerous ICO’s in the marketplace, the n’cloud.swiss case is not a start-up operation – it’s a fully functional business operation, with real customers from numerous countries such as Switzerland, Germany, India, Pakistan, Russia or the Ukraine working on n’cloud.swiss. Netkom IT Services - the initiating company behind the n’cloud.swiss operation makes profits since its foundation in 2001 and that without any third party financing. So buying into the n’cloud.swiss ICO is not only buying into a REAL story – but also supporting a proven business case to grow global and become a real cloud alternative to the major well established cloud providers in the world. This is your chance to be part of this journey!

Why is n’cloud.swiss launching an ICO?

The first n’cloud.swiss cloud platform is running successfully in Switzerland with customers from various countries already using any or all of the IaaS, PaaS or SaaS offerings. Today n’cloud.swiss can be accessed by any registered user from anywhere in the world. However, we plan to go global and to set-up the same platform in some of our target markets too – initially in those markets where the majority of the world’s developers are located. Our first local operations are planned in:

- Pakistan
- India
- Bangladesh
- Sri Lanka
- Ukraine
- Russia
- Poland

Other targeted markets are spread around Europe, into the Middle East, Asia Pacific, Africa or the Americas – in all cases we either launch joint-ventures, local representations with partners or n’cloud.swiss subsidiaries or franchisees. All of it always under the brand name n’cloud.swiss.

n’cloud.swiss is not a start-up – it’s a fully functional business operation with real customers, revenues and a proven track record.

n’cloud.swiss goes global with local n’cloud.swiss business and cloud operations in up to 60 countries.
7.1 n’cloud.swiss is a job creator

n’cloud.swiss is a job creator – each local operation will start with around 10-20 staff and will be increased according to local business plans. After some time the local offices will have the size of 20-50 staff or more. Meanwhile for each country, also the number of staff in Switzerland, will be gradually increased by an average of 2-5 people per additional country. So all together the n’cloud.swiss global operations will create around 1’300 and further up to more than 3’000 jobs worldwide.

7.2 n’cloud.swiss roll-out plan and showcases

In some markets, preliminary country visits, market researches and partnering selections have already been executed. For the first two target markets Pakistan & India, a local business set-up is already in place or in progress.
Pakistan roll-out

The first partnering selection for Pakistan has already started in March 2017. The management has paid a two weeks visit to Pakistan in September 2017 with stops in the three main cities of Islamabad, Karachi and Lahore, including participation at the big IT fair in Karachi. An initial operation with marketing, sales & technical staff has been put in place in October 2017 to prepare local operations.

Showcase Example:

- One of the local governments in Pakistan has initiated a programming course for school children at the age of 7-11 years. Each year approx. 40'000 kids or more are educated this way in preliminary programming skills. n’cloud.swiss supports this case with dedicated space on n’cloud.swiss.

- In another case we work closely with Tech Pakistan and other local authorities, companies or universities to help the country to implement their cloud initiatives, with training, education and co-operation in various IT fields.

India roll-out

India is known to be the world’s largest base for developers or other IT staff, working and executing projects for almost any country around the world. Since December 2017 we also have Indian companies developing on our n’cloud.swiss platform. We’ll start a first local operation in April 2018 with a local office in Pune. The team will include marketing & sales, as well as technical staff members. The technical team is already in place and started blockchain-as-a-Service (BaaS) developments for our n’cloud.swiss platform as this is one of the hottest IT cloud topics around the globe.

With our local presence, we will further expand n’cloud.swiss activities in the country and specifically into the Asia-Pacific region.

n’cloud.swiss is dedicated to initiate and support showcases for businesses, education or social projects by selected sponsoring activities.
No matter how you slice it, it's all about marketing

New channels. Updated tools. Social media standards. Television commercials and print advertising, events, fairs or sponsorships. Regardless of the tool or the medium, it's all about marketing. The job is still the same — to get and keep attention. To establish and grow the relationships. To expose and increase the understanding of what you have and why it matters to your audience. So it does for n’cloud.swiss too.

The origin of n’cloud.swiss

n’ | which stands for Netkom, the initiating company with 17 years proven track record of successful operations and project implementations for some of the world's most renowned companies

cloud | our main business and expertise for almost 10 years

swiss | which stands for our heritage and origin and where our first n’cloud.swiss platform has been set-up and operates out of

Up to 10% free n’cloud.swiss capacities for startups

We would be glad to support ideas which can create a better life for humanity, advanced or healthier lifestyle, social or intercultural improvements or just the next “unicorn company” aiming for the next big thing in IT. So we decided to provide up to 10% free n’cloud.swiss computing power for start-up companies.
Guiding principles for startups selection

1. Every start-up company, which meets the selection criteria, can enter for a sponsorship.

2. The project idea should be unique and show a verified “need/demand” on the market.

3. The applicant should be a team and not just an individual founder.

4. Each company provides a clearly defined roadmap for their idea.

5. A team should be eager for success, aiming to solve problems humankind faces today and pay attention to details as well as a good market understanding.

6. We will guide and support startups in cloud computing issues, but not in their implementation and development processes.

7. Startups from the following areas might apply:
   + Artificial Intelligence
   + Analytics & Big Data
   + Virtual and augmented reality
   + Healthcare including medical, pharmaceutical and biotech technologies
   + Robotics & Machine learning

1. Selection process

The startup selection process includes the following three stages.

Online application:
+ Project/team/company name?
+ Why do you need n’cloud.swiss computing power?
+ How it all started: What made you decide to start your project?
+ Mission: what is the mission of your project?
+ Goals: what do you want to achieve by implementing your project?
+ Challenges: What risks are you expecting?
+ Team: information about your team members, their background and expertise
+ Business model: how are you going to run your business?

2. Shortlisting

A selection committee will chose 30 candidates. Shortlisting will be based on five crucial criterias:

<table>
<thead>
<tr>
<th></th>
<th>Team capacity</th>
<th>10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Project scalability</td>
<td>10 points</td>
</tr>
<tr>
<td>3</td>
<td>Business model</td>
<td>10 points</td>
</tr>
<tr>
<td>4</td>
<td>Marketing approach</td>
<td>10 points</td>
</tr>
<tr>
<td>5</td>
<td>Uniqueness of the idea</td>
<td>10 points</td>
</tr>
</tbody>
</table>

Innovative companies can apply for free n’cloud.swiss capacities.

3. Face-to-Face Interview

The selection committee will choose the top 10 startups. Considering the results of the previous stage, there can be different types of interviews:

1. Personal interview
2. Phone or Skype interview
3. Capability test interview
4. Panel interview

Application forms should be sent to support@ncloud.swiss
Marketing as a pillar of n’cloud.swiss

n’cloud.swiss is not only about technology, cloud computing and innovation, but also about marketing. With a dedicated team of marketing professionals, we run n’cloud.swiss activities in each and every possible channel such as our website www.ncloud.swiss. All relevant social media channels including consecutive newsletters, public relation in special interest magazines, newspapers and tv magazines, sponsorship, fairs and events.

Long-term Marketing and Technology Partnerships

We’re open for long-term marketing and technology partnerships and actively execute or promote common activities. For example:

Marketing partnership with Association of Entrepreneurs Germany

+ Promotion event in Switzerland for local members
+ Promotion events in main cities throughout Germany (e.g. Frankfurt, Munich etc.) for local members
+ Promotion event in Poland with the IT cluster Poland, supported by the local government
+ Further events in preparation

n’cloud.swiss is not only about technology, cloud computing and innovation, but also about innovative marketing.

Marketing promotion events in large cities throughout Switzerland, Germany, Poland.
Technology & Business partnership

We aim for technology and/or business partnerships and have numerous partnerships in play in the following fields:

+ Consulting companies: Offering their services and n’cloud.swiss as a cloud platform in one consulting offering, for medium and large sized companies

+ Technology & IT companies: Partnerships and co-operations to establish new cloud services, security features, technology innovation, education, social project or THE NEXT BIG THING – Think Tank

n’cloud.swiss is open for technology and business partnerships.

n’cloud.swiss ACADEMY

As a Swiss company we aim to deliver high quality in everything we do and what we offer. This doesn’t just go for our own staff, but also for our partners selling our services to customers around the world. Therefore, we have initiated a n’cloud.swiss ACADEMY to plan, execute and control special trainings, education programs up to entrepreneurial scholarships for executives and trainees in various areas.

n’cloud.swiss ACADEMY - one cloud, one brand - the same customer service around the world!
NCU tokens are created on the Ethereum blockchain-platform under the ERC20 token standard. There is no re-issue of tokens, once the financing is completed. Tokens are accepted as a payment for n’cloud.swiss services. Tokens used as a payment instrument will expire after their use. All undigested and undistributed tokens will be distributed/invested into country and technology partnerships or as an incentive for new or existing staff members.
Benefits for investors

NCU utility tokens will be accepted as a payment instrument earliest 6 month after the ICO has terminated.
- NCU tokens are accepted as a payment instrument for all n’cloud.swiss services and products.
- For payments with NCU tokens, an additional 5% discount is granted
- Up to 25% per invoice can be paid with NCU tokens.

After completion of the last ICO stage at CHF 1.00, all NCU tokens will be valued at a price of CHF 1.50 per token. The earlier a token has been bought during the whole ICO, the more purchasing power a NCU token displays.

Example

<table>
<thead>
<tr>
<th>Invoice value in USD</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount of 5% per token holder</td>
<td>5.00</td>
</tr>
<tr>
<td>25% Token payment</td>
<td>23.75</td>
</tr>
<tr>
<td>Total balance to be paid cash/credit card</td>
<td>71.25*</td>
</tr>
</tbody>
</table>

* Payments for companies/individuals with a Swiss domicile are subject to a 7.7% VAT charge on top of the total net value.

Note: With future n’cloud.swiss platforms in other countries, the respective territory VAT regulations will take place too.

Furthermore buyers of NCU tokens are eligible to exchange their NCU tokens into NCS security tokens, once this programme is in place. The NCS token will be launched with higher purchasing prices, which will also give further benefits to NCU token buyers.

Distribution of NCU tokens

NCU tokens will be distributed in the following way:

- Fund n’cloud.swiss | 110 Mio. tokens
- Pre-ICO | 32 Mio. tokens
- ICO | 100 Mio. tokens
- Bounty campaigns | 30 Mio. tokens
- Lottery | 122 Mio. tokens
- Invest bonus | 15 Mio. tokens
- Development fund | 100 Mio. tokens
- Partner fund | 50 Mio. tokens
- Reserve fund | 41 Mio. tokens

**Total tokens** | 600 Mio.
**Sale of NCU tokens in pre-ICO**

You are able to buy NCU tokens on www.ncloud.swiss during the pre-ICO and all ICO stages. If a tranch is sold out within the same day, the next day’s tranch with a new price will be launched. If a tranch is not sold completely within one day, the next day, also starts with a new tranch and a new price.

Undigested and undistributed tokens will not be destroyed after the ICO is completed. Some might be launched in additional ICO stages. The reminder will be distributed/invested into country and technology partnerships or as an incentive for new or existing staff members.

The presale of NCU tokens will begin on April 14th, 2018 at 09:00 (CET) and end on April 29th, 2018 at 21:00 (CET)*. The total number of NCU tokens during the pre-ICO phase is 32 million NCU tokens which breaks down to 2 Mio. NCU tokens per day.

Benefit from the 2 for 1 token ratio incentive during the whole pre-ICO. For each tranch of at least 1'000 tokens purchased, there’s a 2 for 1 token payout.

The Lottery incentive will remain valid during the pre-ICO daily, as described in the incentive programme. Each purchase will automatically participate in the Invest bonus incentive. See more details in the incentive programme description.

The price of 1 NCU token during the pre-ICO is starting at CHF 0.10. The final price in the pre-ICO will be CHF 0.25. Due to fees and exchange rates, the minimum amount to purchase NCU tokens is CHF 50.00 per token-buy-transaction.

The amount of attracted investments during the pre-ICO is: CHF 5.6 million.

*Pre-ICO can be completed ahead of schedule, in case the necessary amount of investments has been attracted before the end of the pre-ICO period.

FAQ and all necessary information about the project are available on www.ncloud.swiss and on all n’cloud.swiss social networks.
**Sale of NCU tokens in ICO**

*Date: April 30th 2018 – July 8th, 2018*.  
The total number of NCU tokens during the ICO phase: 100'000'000 which breaks down to 1 million NCU tokens per day or 3 million tokens per day at each CHF 0.05 increment level (e.g. 0.31, 0.35, 0.40, 0.45 etc.).

Benefit from a 3 for 1 token ratio incentive during the ICO. For each tranche of at least 1'000 tokens purchased, there’s a 3 for 1 token payout.

The Lottery incentive starts and is active during the first day of the ICO, as well as on those days where the token price is at an CHF 0.05 increment level (e.g. 0.31, 0.35, 0.40, 0.45, 0.50 etc.) and remains valid until the token price is at CHF 1.00. Any purchase will automatically participate in the Invest bonus incentive. For further details please check the incentive programme description.

The starting price of 1 NCU token in the ICO phase is CHF 0.31. The price for a NCU token will increase by 0.01 CHF daily. The final price is CHF 1.00. Due to fees and exchange rates, the minimum amount to spend is CHF 50.00 per token-buy transaction.

The maximum amount of attracted investments during the ICO is: CHF 65’370’000.

* All stages of the ICO can be completed ahead of schedule, in case the necessary investments are attracted.

FAQ and all necessary information about the project are available on www.ncloud.swiss and on all n’cloud.swiss social networks.

**Financial plan and break-even per country**

The set-up costs of an additional local country operation including a local n’cloud.swiss platform ranges from 750'000 USD up to 2 million USD for a 18-48 month starting period until break-even is realized. Therefore the collection of ICO funds will mainly be used for the global roll-out strategy.

In addition to that, funds will also be used for commercial, technical (R&D), marketing & legal purposes including ongoing investments and operational costs in Switzerland and in each market n’cloud.swiss operates.
Distribution of collected funds

The collected funds will be used for the international roll-out as described in chapter 7 and 10.3.

- **55%** Investments and costs for roll-out into other countries
- **25%** Investments and costs for headquarter operations, such as country support & development including staff expenses (salaries, social costs, travel expenses) R&D including hard- and software, international training programmes for employees (n’cloud.swiss Academy) cost centers such as finance & controlling, legal department, logistics, human resources
- **20%** Costs for international Marketing, Branding, Events and n’cloud.swiss ACADEMY

Bounty campaigns

We would like to reward users, who will buy in and support the n’cloud.swiss ICO campaign before and during the ICO stages. For this we’ve reserved 167 million NCU tokens which equals almost 30% of the total number of tokens in play.

The bounty campaign is active during the pre-ICO, scheduled from April 14th to April 29th, 2018 and the main ICO, which starts on April 30th, 2018 to July 8th, 2018.

The collected funds are used for a roll-out-strategy, operational costs and marketing.

A total number of 167 million NCU tokens are rewarded to people promoting or investing in the n’cloud.swiss ICO.
Conditions:

To take part in our Incentive program it is required to:
• Sign up on the n’cloud.swiss website
• Join our Telegram chat
• Fill out the form to participate in any Incentive campaign

For some incentive programmes, participants will be asked to complete certain tasks every week. In this cases, the terms will be sent via email or Telegram. The list of tasks fulfilled by the participants will be checked once a week by our managers. After the confirmation of accomplishment, the announced bounty tokens will be charged to the participant’s account.

Some bounty campaigns last until the end of the ICO. Rewards will be distributed to a personal account, either after certain levels or terms have been achieved or the ICO is terminated.

To get a bounty reward, each user must participate until the end of the ICO. You can only use one account to participate - multiple registered accounts will not be accepted. Negative feedback about n’cloud.swiss will also not be rewarded.

The bounty categories are as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Incentive</th>
<th>Max. NCU tokens</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BitcoinTalk Avatar and Signature Campaign</td>
<td>15'000'000</td>
</tr>
<tr>
<td>2</td>
<td>Videos and articles campaign</td>
<td>4'000'000</td>
</tr>
<tr>
<td>3</td>
<td>Translations and public community management</td>
<td>2'000'000</td>
</tr>
<tr>
<td>4</td>
<td>Twitter campaign</td>
<td>3'000'000</td>
</tr>
<tr>
<td>5</td>
<td>Facebook campaign</td>
<td>1'000'000</td>
</tr>
<tr>
<td>6</td>
<td>YouTube campaign</td>
<td>1'000'000</td>
</tr>
<tr>
<td>7</td>
<td>LinkedIn campaign</td>
<td>3'000'000</td>
</tr>
<tr>
<td>8</td>
<td>Telegramm campaign</td>
<td>1'000'000</td>
</tr>
<tr>
<td>9</td>
<td>Lottery rewards</td>
<td>122'000'000</td>
</tr>
<tr>
<td>10</td>
<td>Investment pool rewards</td>
<td>15'000'000</td>
</tr>
<tr>
<td></td>
<td><strong>Total Token rewards</strong></td>
<td><strong>167'000'000</strong></td>
</tr>
</tbody>
</table>

Attractive bounty program with 167 Mio. tokens in play.

BitcoinTalk Avatar and Signature Campaign - 15 000 000 NCU

How to take part?
Fill in the following form [https://goo.gl/forms/vv88wzskieavEjxu2](https://goo.gl/forms/vv88wzskieavEjxu2)

Conditions of participation:
Minimum rank of a participant – Member

It is necessary to publish a minimum of 14 messages a week, otherwise no bets are charged. The following messages are not accounted for:

+ posted in the following sections - Marketplace; Off-topic; Archival; Marketplace (Altcoins); less than 100 characters
+ No useful information ("hi", "good luck", "i love this project", etc.)
+ Every participant must have our avatar (except for participants with the rank Member)
+ Participants with a negative rating cannot take part
+ Multi-accounts are not allowed and will lead to be banned to participate in our campaign
+ We reserve the right to not consider some accounts, even if they correspond to the preconditions.

**Bounty rewards:**

+ Members - 10 stakes/week
+ Full - 50 stakes/week
+ Senior - 60 stakes/week
+ Hero - 70 stakes/week
+ Legendary - 100 stakes/week.

The stakes will be calculated using the following formula:

\[
\text{stakes of a participant} = \left( \frac{\text{total amount of NCU tokens for a particular bounty campaign}}{\text{total amount of all campaign participants' stakes}} \right) \times \text{stakes of a participant}
\]

For eg.: \((2 000 000/16 000) \times 80 = 10 000 \text{ NCU}\)

**Videos and articles campaign - 4 000 000 NCU**

This campaign is for authors of blogs, articles and press releases about the n'cloud.swiss project.

All videos and blogs/articles will be divided into three categories (high quality, good quality and standard quality).

How to take part?

Fill in the form [https://goo.gl/forms/bccMKfupgTizSuYk2](https://goo.gl/forms/bccMKfupgTizSuYk2)

**Conditions:**

+ Low quality articles and videos are not accepted
+ Texts and videos must contain original contents: copying other work is not allowed
+ It is allowed to use images, work of art, and also contents posted on our website as long as the source is mentioned
+ Post a link to the official n'cloud.swiss site and to our Bitcoin Talk profile in the video description
+ Video must be at least 1:30 minute, shorter videos will be rejected
+ An article should contain a link to the official n'cloud.swiss website and Whitepaper, as well as a link to the BitcoinTalk in the final part or comments
+ Articles should be at least 1000 characters, texts with fewer characters will not be accounted for
+ Authors of articles posted on thematic web sites, podcasts or blogs with high quality contents will receive additional rewards depending on website traffic

**Bounty rewards:**

+ High quality: 300 NCU; good quality: 50 NCU
+ Standard quality: 10 NCU

Those writing articles in Chinese, English, Korean and Japanese and will post them on news sites, popular blogs and media resources connected to cryptocurrency will get additional rewards according to their traffic.
Translations and public community management - 2 000 000 NCU

A translator must moderate his or her topics in the BitcoinTalk forum constantly updating them with previews and news. Otherwise a translator will be excluded from the bounty campaign or his reward will be reduced by 50%. Active content moderation will be encouraged with additional rewards.

How to take part?

Fill in the following form
https://goo.gl/forms/nfXpl6lf5aQ4QuMO2

+ The translation must be of high quality. It is forbidden to use automatic translators. Translations must be completed before the start of the ICO.
+ You can book a translation by filling in the Google form, in case of non-fulfillment of the task within four days, the booking will be canceled (except for Whitepaper translations, these must be completed within seven days);
+ Contents should be modified daily.

Bounty rewards:
+ 1 Bitcoin Talk thread = 50 NCU
+ 1 Whitepaper translation = 500 NCU
+ Moderation/management = 100 NCU

Twitter campaign - 3 000 000 NCU

How to take part?

Fill in the following form
https://goo.gl/forms/9hfNrqsFPl7od0Pq1

Conditions:
+ Subscribe to our Twitter account
+ Participation is only allowed for accounts with more than 500 followers
+ We reserve the right to not consider some accounts, even if they correspond to the preconditions.

Bounty rewards:
+ Subscription - 1 NCU
+ Retweet - 2 NCU
+ Likes - 1 NCU
Facebook campaign - 1 000 000 NCU

How to take part?

Fill in the following form
https://goo.gl/forms/FAkrj0GWR71ybY9p1

Conditions:
+ Subscribe to our official Facebook page
+ Only accounts with more than 100 followers are allowed to participate
+ We reserve the right to not consider some accounts, even if they correspond to the preconditions

Bounty rewards:

<table>
<thead>
<tr>
<th>No. of friends / followers</th>
<th>Subscription Reward</th>
<th>Repost Reward</th>
<th>Like Reward</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 – 300</td>
<td>1 NCU</td>
<td>1 NCU</td>
<td>0.5 NCU</td>
</tr>
<tr>
<td>301 – 600</td>
<td>1.5 NCU</td>
<td>1.5 NCU</td>
<td>1 NCU</td>
</tr>
<tr>
<td>601 – 1000</td>
<td>2 NCU</td>
<td>2 NCU</td>
<td>1.5 NCU</td>
</tr>
<tr>
<td>1001 – 1500</td>
<td>3 NCU</td>
<td>2.5 NCU</td>
<td>2 NCU</td>
</tr>
<tr>
<td>1501 – 2500</td>
<td>4 NCU</td>
<td>3 NCU</td>
<td>2.5 NCU</td>
</tr>
<tr>
<td>2501 – 5000</td>
<td>6 NCU</td>
<td>5 NCU</td>
<td>3 NCU</td>
</tr>
<tr>
<td>5001</td>
<td>8 NCU</td>
<td>7 NCU</td>
<td>4 NCU</td>
</tr>
</tbody>
</table>

YouTube campaign - 1 000 000 NCU

How to take part?

Bounty rewards:

Fill in the following form
https://goo.gl/forms/2M4mxTskzNuk0y4f2

Conditions:
+ You have to sign in, record and post a video about n’cloud.swiss on your YouTube channel
+ Links to our website should be added to a video description
+ Participants who do not follow the rules will not be accepted

<table>
<thead>
<tr>
<th>No. of views during the first 14 days</th>
<th>Subscription Reward</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 – 200</td>
<td>5 NCU</td>
</tr>
<tr>
<td>201 – 500</td>
<td>10 NCU</td>
</tr>
<tr>
<td>501 – 1000</td>
<td>20 NCU</td>
</tr>
<tr>
<td>1001 – 2000</td>
<td>40 NCU</td>
</tr>
<tr>
<td>2001 – 5000</td>
<td>100 NCU</td>
</tr>
<tr>
<td>5001 – 10000</td>
<td>200 NCU</td>
</tr>
<tr>
<td>10001 – 20000</td>
<td>350 NCU</td>
</tr>
<tr>
<td>20001 +</td>
<td>500 NCU</td>
</tr>
</tbody>
</table>
LinkedIn campaign - 3 000 000 NCU

How to take part?

Fill in the following form
https://goo.gl/forms/qAVu35pWvpfCRFxL2

Conditions:
+ Sign in on: https://www.linkedin.com/company/ncloudswissag/
+ Post and repost within your network

Bounty rewards:

<table>
<thead>
<tr>
<th>No. of friends</th>
<th>Subscription Reward</th>
<th>Repost Reward</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 – 300</td>
<td>1 NCU</td>
<td>1 NCU</td>
</tr>
<tr>
<td>301 – 600</td>
<td>1.5 NCU</td>
<td>1.5 NCU</td>
</tr>
<tr>
<td>601 – 1000</td>
<td>2 NCU</td>
<td>2 NCU</td>
</tr>
<tr>
<td>1001 – 1500</td>
<td>3 NCU</td>
<td>2.5 NCU</td>
</tr>
<tr>
<td>1501 – 2500</td>
<td>4 NCU</td>
<td>3 NCU</td>
</tr>
<tr>
<td>2501 – 5000</td>
<td>6 NCU</td>
<td>5 NCU</td>
</tr>
</tbody>
</table>

Telegram campaign - 1 000 000 NCU

You can subscribe to our Telegram account and get more NCU for active participation

How to take part?

Fill in the following form
https://goo.gl/forms/dNIlk2aYNsMLakXA2
+ Subscription reward - 3 NCU
Lottery bounty rewards - 122'000'000 NCU

There will be a total of 122 million tokens. The lottery bounty reward is for investors buying at least 1'000 tokens during the indicated lottery bounty incentive. See further details in the chart below. Totally 31 token price levels starting with the first level at CHF 0.10 in the pre-ICO phase and ending at the token price level of CHF 1.00. Each day, where the lottery takes place, Investors can buy up to 3 million tokens per day. See full details in the chart below.

The tokens will be credited to the token holders after each price level has finished.

During different stages in the pre-ICO and the ICO phase, the Lottery Bounty reward pays a 2 for 1 or 3 for 1 token ratio.

<table>
<thead>
<tr>
<th>Level</th>
<th>Token price CHF</th>
<th>Cumulative Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-ICO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>0.10</td>
<td>2'000'000</td>
</tr>
<tr>
<td>2</td>
<td>0.11</td>
<td>4'000'000</td>
</tr>
<tr>
<td>3</td>
<td>0.12</td>
<td>6'000'000</td>
</tr>
<tr>
<td>4</td>
<td>0.13</td>
<td>8'000'000</td>
</tr>
<tr>
<td>5</td>
<td>0.14</td>
<td>10'000'000</td>
</tr>
<tr>
<td>6</td>
<td>0.15</td>
<td>12'000'000</td>
</tr>
<tr>
<td>7</td>
<td>0.16</td>
<td>14'000'000</td>
</tr>
<tr>
<td>8</td>
<td>0.17</td>
<td>16'000'000</td>
</tr>
<tr>
<td>9</td>
<td>0.18</td>
<td>18'000'000</td>
</tr>
<tr>
<td>10</td>
<td>0.19</td>
<td>20'000'000</td>
</tr>
<tr>
<td>11</td>
<td>0.20</td>
<td>22'000'000</td>
</tr>
<tr>
<td>12</td>
<td>0.21</td>
<td>24'000'000</td>
</tr>
<tr>
<td>13</td>
<td>0.22</td>
<td>26'000'000</td>
</tr>
<tr>
<td>14</td>
<td>0.23</td>
<td>28'000'000</td>
</tr>
<tr>
<td>15</td>
<td>0.24</td>
<td>30'000'000</td>
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<tr>
<td>16</td>
<td>0.25</td>
<td>32'000'000</td>
</tr>
<tr>
<td>ICO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>0.31</td>
<td>38'000'000</td>
</tr>
<tr>
<td>18</td>
<td>0.35</td>
<td>44'000'000</td>
</tr>
<tr>
<td>19</td>
<td>0.40</td>
<td>50'000'000</td>
</tr>
<tr>
<td>20</td>
<td>0.45</td>
<td>56'000'000</td>
</tr>
<tr>
<td>21</td>
<td>0.50</td>
<td>62'000'000</td>
</tr>
<tr>
<td>22</td>
<td>0.55</td>
<td>68'000'000</td>
</tr>
<tr>
<td>23</td>
<td>0.60</td>
<td>74'000'000</td>
</tr>
<tr>
<td>24</td>
<td>0.65</td>
<td>80'000'000</td>
</tr>
<tr>
<td>25</td>
<td>0.70</td>
<td>86'000'000</td>
</tr>
<tr>
<td>26</td>
<td>0.75</td>
<td>92'000'000</td>
</tr>
<tr>
<td>27</td>
<td>0.80</td>
<td>98'000'000</td>
</tr>
<tr>
<td>28</td>
<td>0.85</td>
<td>104'000'000</td>
</tr>
<tr>
<td>29</td>
<td>0.90</td>
<td>110'000'000</td>
</tr>
<tr>
<td>30</td>
<td>0.95</td>
<td>116'000'000</td>
</tr>
<tr>
<td>31</td>
<td>1.00</td>
<td>122'000'000</td>
</tr>
</tbody>
</table>
Investment pool reward - 15'000'000 NCU

The bonus campaign starts on the first day of the pre-ICO and lasts until the last day of the ICO. A total of up to 50'000 people will be able to take part in the programme, and the total prize pool will be 15 million tokens.

We will publish the winning rankings anonymously, so every investor can see the actual prize winning levels and has a chance to improve his/her ranking.

At the end of the ICO, each Tokenholder with a minimum investment of CHF 1'000 or higher during any stage of the pre-ICO or ICO will participate in the Investment pool reward. The reward program is listed in the chart below.

<table>
<thead>
<tr>
<th>Level</th>
<th>Investment CHF</th>
<th>Winners</th>
<th>Tokens</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Top Investor</td>
<td>1</td>
<td>500'000</td>
<td>500'000</td>
</tr>
<tr>
<td>2</td>
<td>Top 2-5 Investor</td>
<td>4</td>
<td>250'000</td>
<td>1'000'000</td>
</tr>
<tr>
<td>3</td>
<td>Top 6-10 Investors</td>
<td>5</td>
<td>50'000</td>
<td>250'000</td>
</tr>
<tr>
<td>4</td>
<td>Top 11-100 Investors</td>
<td>90</td>
<td>25'000</td>
<td>2'250'000</td>
</tr>
<tr>
<td>5</td>
<td>Top 101-500 Investors</td>
<td>400</td>
<td>5'000</td>
<td>2'000'000</td>
</tr>
<tr>
<td>6</td>
<td>Top 501-1000 Investors</td>
<td>500</td>
<td>2'500</td>
<td>1'250'000</td>
</tr>
<tr>
<td>7</td>
<td>Top 1001-2000 Investors</td>
<td>1'000</td>
<td>1'250</td>
<td>1'250'000</td>
</tr>
<tr>
<td>8</td>
<td>Top 2001-5000 Investors</td>
<td>3'000</td>
<td>625</td>
<td>1'875'000</td>
</tr>
<tr>
<td>9</td>
<td>Top 5001-10000 Investors</td>
<td>5'000</td>
<td>300</td>
<td>1'500'000</td>
</tr>
<tr>
<td>10</td>
<td>Top 10001-20000 Investors</td>
<td>10'000</td>
<td>150</td>
<td>1'500'000</td>
</tr>
<tr>
<td>11</td>
<td>Top 20001-30000 Investors</td>
<td>10'000</td>
<td>100</td>
<td>1'000'000</td>
</tr>
<tr>
<td>12</td>
<td>Top 30001-40000 Investors</td>
<td>10'000</td>
<td>50</td>
<td>500'000</td>
</tr>
<tr>
<td>13</td>
<td>Top 40001-50000 Investors</td>
<td>10'000</td>
<td>12</td>
<td>120'000</td>
</tr>
<tr>
<td>14</td>
<td>Extra bonus every 10'000th investor</td>
<td>5</td>
<td>1'000</td>
<td>5'000</td>
</tr>
<tr>
<td>Total</td>
<td>50'000 Investors</td>
<td>50'000</td>
<td></td>
<td>15'000'000</td>
</tr>
</tbody>
</table>
We’re committed to comply with all applicable Swiss laws and regulations therefore all technical market standards (e.g. Blockchain) as well as any legal or regulatory guidelines by Swiss law will be applied.

Due to new guidelines by the Swiss Financial Market Supervisory Authority regarding ICO activities from February 2018, n’cloud.swiss has decided to launch two ICO rounds.

1. Launch of the NCU token as a pure utility token and therefore run the campaign as a pre-financing ICO with excellent incentives, purchasing advantages for n’cloud.swiss and all its products and services, as well as an increasing utility value of the NCU token.

2. Launch of the NCS token as a security token which demands for specific tightened legal requirements and obligations. This process shall be prepared during the NCU ICO and its start shall be in Q3/2018 with a higher pre-ICO starting price than the last stage of the NCU ICO. The NCS token shall grant even further advantages and shall be listed on digital stock exchanges.

The benefits for an NCU token buyer is mentioned in chapter 9.1. However after the launch of the NCS security token, NCU token buyers are eligible and might exchange their NCU tokens into NCS tokens at specific periods and benefit from all advantages of an NCS token.

During all ICO stages, we carry out specific KYC checks by YOTI digital ID services (https://www.yoti.com/). The digital ID can then also be used for check-in for n’cloud.swiss services and products. We retain the right to to AML checks too, in case this is required by law. All token buyers are therefore required to obtain a Yoti ID before buying NCU tokens.

Corresponding information to n’cloud.swiss ICO’s will be updated on our website regularly.
Presentation of n'cloud.swiss at CEBIT
March 2017 Germany

Launch of n'cloud.swiss platform
May 2017

First Swiss customer on n'cloud.swiss
June 2017

First Pakistan & Indian customers starting on n'cloud.swiss
October - December 2017

Pre-ICO
April 14th, 2018 at 09:00 (CET) - April 29th, 2018 at 21:00 (CET)

ICO
April 30th, 2018 at 09:00 (CET) - July 8th, 2018 at 21:00 (CET)

Open ncloud.swiss marketplace under the name n'STORE
August 2018

n'cloud.swiss roll-out into
+ India + Sri Lanka + Poland
+ Pakistan + Russia
+ Bangladesh + Ukraine
April 2018 - April 2019

Start Security token ICO Q3/Q4 in 2018

FURTHER EXPANSION AROUND THE WORLD
Our team consists of highly skilled professionals from the fields of Cloud Architecture, Development, Infrastructure, Security up to specialists being pros in Technology and Service Environments such as Docker/Kubernetes, Blockchain, Artificial Intelligence, Big Data or Analytics.
IMPORTANT DISCLAIMER This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to n’cloud.swiss or any related or associated company. The NCU is just a utility token which can be used only on the n’cloud.swiss platform and is not intended to be used as an investment. n’cloud.swiss is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only and n’cloud.swiss does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of NCU tokens according to their nationality and place of residence. n’cloud.swiss today is not a financial intermediary according to Swiss Law and is not required to obtain any authorization for Anti-Money Laundering purpose. However we reserve the right to launch additional ICO’s as a security token. This may then change how the Swiss Financial Market Supervisory Authority considers the n’cloud.swiss case and the sales of a security token might then qualify as a financial intermediation activity. In this case, the use of n’cloud.swiss services may require the positive conclusion of an AML/KYC identification process. However in regard to potential future compliance to Swiss laws regarding ICO activities, each purchase of a NCU token will require at least KYC checks which are conducted by YOTI digital ID - www.yoti.com. This service is offered by n’cloud.swiss during the purchase of tokens. The NCU tokens confer no direct or indirect right to n’cloud.swiss capital or income, nor does it confer any governance right within n’cloud.swiss; an NCU token is not proof of ownership or a right of control over n’cloud.swiss and does not grant the controlling individuals any asset or share in n’cloud.swiss, or in the n’cloud.swiss network. An NCU token does not grant any right to participate in control over n’cloud.swiss management or decision-making set-up, or over the n’cloud.swiss network and governance to the Purchasers. Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact n’cloud.swiss business and even limit or prevent it from developing its operations in the future.

LEGAL DISCLAIMER

Any person undertaking to acquire NCU tokens must be aware of the n’cloud.swiss business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire NCU tokens acknowledges and understands that neither n’cloud.swiss nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes. n’cloud.swiss will do its utmost to roll-out its operations and develop the n’cloud.swiss case according to the indicated plans. Anyone undertaking to acquire NCU tokens acknowledges and understands that n’cloud.swiss does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Ethereum network or on a blockchain network that is compatible with Smart Contract programming language. Purchaser acknowledges and understands therefore that n’cloud.swiss (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use NCU s, except in case of intentional misconduct or gross negligence. The NCU token is based on the ERC20 token. Therefore, any malfunction, unplanned function or unexpected operation of the ERC20 token may cause the n’cloud.swiss network or n’cloud.swiss to malfunction or operate in a way that is not expected. Ether, the native Ethereum Protocol account unit may itself lose value in a similar way to NCUs, and also in other ways.
Any person undertaking to acquire NCU tokens must be aware of the n'cloud.swiss business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire NCU tokens acknowledges and understands that neither n'cloud.swiss nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes. n'cloud.swiss will do its utmost to roll-out its operations and develop the n'cloud.swiss case according to the indicated plans. Anyone undertaking to acquire NCU tokens acknowledges and understands that n'cloud.swiss does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Ethereum network or on a blockchain network that is compatible with Smart Contract programming language. Purchaser acknowledges and understands therefore that n'cloud.swiss (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use NCU s, except in case of intentional misconduct or gross negligence. The NCU token is based on the ERC20 token. Therefore, any malfunction, unplanned function or unexpected operation of the ERC20 token may cause the n'cloud.swiss network or n'cloud.swiss to malfunction or operate in a way that is not expected. Ether, the native Ethereum Protocol account unit may itself lose value in a similar way to NCUs, and also in other ways.