



LIBEREUM





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What is Libereum?

Libereum (LIBER) is an ERC20 Token which will initially focus on building a network of users in the sports industry and by doing so bring crypto to the masses. In other words, we aim to create a new economy in and around the clubs where our Liber token is the leading currency.

To achieve this Libereum has set milestones which pave the way and measure the success. These milestones will be explained step by step during this presentation.

VISION

Libereum wants to break the system where crypto is reserved for the lucky few and perhaps even the elite. We want to make crypto accessible for the mass giving everybody a chance to participate in and maintain their own economy ruled by themselves and not by the institutes that rule the old debt-based economy. Unfortunately, Bitcoin has become another playground for the powers that be as they see the true potential of cryptocurrencies. It's imperative that we, the people, keep playing our role in the debt-based economy so that it can be maintained. Without participants it would become unsustainable to begin with. A quick glance at the Bitcoin wallets and trade volumes teaches us that Bitcoin has indeed become another playground for the haves as only 5% of all wallets have over 80% of the total market in hands. This is far away from the purity and the idea of self-empowerment behind Bitcoin and crypto in general as it was developed to oppose exactly that what it has become now. Ruled by the few it has become a whale's game. We still believe in the true power of crypto and have concluded that with the right approach this could truly become the gamechanger everybody is waiting for. From the start not ruled by the few but by the many, across the world not bound by borders but connected through their passion: The love for Sports.

GOALS

Initially we will start our endeavours by focussing on Football Clubs in Europe. Football is a sport that is widely known and played by millions of people worldwide. It is by far the most popular sport in the world and having not only millions of people actively participating in football but also billions of fans all over the globe we have confidence that combining crypto with football is the next step in the evolution of crypto and blockchain technologies. Libereum believes that by focussing on Football the milestones will be easier to achieve and thus the whole mission will be a greater success from the start.

But that's not all. As we expand the Libereum project, more clubs will be added to the Libereum Network, creating new ecosystems around each club, which will enable us to create additional services and products that will inevitably add to the potential of the whole Libereum Network.



PAVING THE WAY

Our aim is to make crypto currencies get accepted by the masses by implementing crypto as a payment method at the Sports clubs (or Football Clubs to be more specific) we hold shares from. With different shareholder constructions for every club we have spoken with so far, we have concluded that owning at least 51% (or the majority of shares) is sufficient to initialize our plan. Therefore, our aim is reaching agreements that would make us majority shareholder in any case.

Because some National Football Associations have regulations that prohibit owners of different clubs from different countries to purchase the majority of shares of a club in their country, we have decided to focus on different regulated countries to begin with. Inevitably we will move towards these countries as well in the future.



MILESTONES

Reaching the Soft Cap of the Token Sale

Libereum has been registered and has been operating since June 2018. Since then we have held a Private Token sale From June until September 2018 adding over 400 people to the Libereum Network.

In September we have chosen to stop the private sale because we started negotiations and agreed terms with a Spanish Club.

That's why we set up a brand-new website to be found at www.libereum.shop

There are several reasons why we choose to have a Token Sale through our own website.

- Funding for the project altogether.
- Libereum's goal is to purchase sport clubs to create an economy.
- To be able to pass any regulations from the National Associations we will need proof of funds as well as proof of the origin of the money we are using to purchase the shares. That's why any buyer of Tokens is subject to a KYC registration.
- To be able to show the "Proof of Funds" we will need the funds to be in our possession. We cannot afford to work with a third party or an escrow account to receive or transfer the funds to the selling parties when it comes down to Proof of Funds. Obviously, our Crypto Addresses will be known to the public so that everything is as transparent as can be.
- To build a community we have experienced that we need to be able to be in direct contact with our community members.
- Since we envision Libereum playing a role in bringing crypto to the masses and add to mass adoption we believe it is easier for someone who is not acquainted to crypto to purchase Liber through our system compared to purchasing through a third party platform like any known IEO providers. Anyone who is acquainted to buying crypto can handle a purchase through any exchange well. However, we don't expect Fans, Sponsors and Partners of the clubs we plan to add to our network to have the same ability from the start.

We plan to make Libereum a common household name in both the crypto world as well as the more conventional sporting industry. For that we need all promotion towards Libereum itself. Running an IEO would mean that we would promote the Exchange hosting the IEO which in turn would result in less promotion towards Libereum itself.



SOFT CAP & TOKENOMICS

The first round will be the Seed Investor round. 5 million Tokens will be sold for 0.60USD per token. This will also be our Soft Cap. This is a total of 3,000,000 USD.

The amount for the second round of the actual Token Sale will be 8,000,000 LIBER which will be sold for the price of 1 USD per LIBER. A total of 8,000,000 USD.

The third round a total amount of 8,000,000 LIBER will be sold for 1.75 USD per LIBER. A total of 14,000,000

The fourth round a total amount of 9,000,000 LIBER will be sold for 2.30 USD per LIBER. A total of 20,700,000

Finally, the fifth and last round of the Token sale a total of 10,000,000 LIBER will be sold for 3 USD per LIBER. Total 30,000,000 USD

Our aim is to sell 40million LIBER for a total amount of 75.7million USD.

We plan to use the first 20,000,000 USD from the combined rounds (Seed Investor and First and Second Round Token sale) as following:

10-15 Million USD will be used to buy a club. We have learned from past negotiations with several clubs that an initial deposit isn't enough. We also need to provide proof towards the league officials that we are financially strong enough to carry the financial needs for the club for at least three to five years (depending on the league). Basically, we need to be able to show that we can fulfil the requested price for the club plus a guarantee that we can cover the costs of the club so that the club doesn't go into administration if we become the owners.

The remainder of the 18million USD that Libereum hasn't used to for the purchase will be used for marketing, salary and payment of third parties, travel expenses, setting up a new office to suit our needs and is suitable for expansion and will be set aside and added to the total acquired funds of the second and third round.

Whenever we reach an agreement with a club during the first round of the Token Sale, we will then officially announce a press conference to strengthen our position and get more attention. Also, everybody who is connected to the club we have gained ownership of will get the chance to buy the LIBER at the lowest possible price depending on the stage our Token Sale is in at that time.

As soon as the first round is sold out, we will begin preparations for the second round. During these preparations we will have several actions we must undertake. Think of setting up the LIBER instructions for the club, sponsors, fans and suppliers. Everything we do will add to the acceptance of Liber in and around the clubs we purchase.



Expenditure Estimates

We expect to use around between 100,000 to 250,000 USD for marketing (Including travel expenses and hosting events).

Salary and other costs are expected to be around at 300,000 USD.

Setting up the company structure (offices and stores) will cost between 500,000 and 1,500,000 USD.

The total expenditure from the first three rounds is expected to lay between 900,000 USD and 2,050,000 USD. This accounts for 3.6% to 8.2% of the first three round or 1.19% to 2.71% of the total amount we expect to raise from the Token SALE.

Part of our plan to grow the Libereum Network as fast as possible includes opening Libereum “Stores” where customers can trade Liber OTC. In other words, we act as an intermediary between the customer and the exchanges. The cost to open the first set of stores is included in the above-mentioned part regarding “Setting up new offices” (estimates between 500,000USD and 1,500,000USD).

All calculations considered we expect the Soft Cap (the minimum amount to set things in motion) to be 10% of the total Token Sale revenue. This results in a Soft Cap of 5,25m USD.

MILESTONE 2

Setting up a network of Libereum OTC Partners and Stores.

After reaching the first milestone of the project, the Soft Cap, we will start setting up a network of “over the counter” Libereum selling points. The so called Libereum Stores will act as an intermediary between exchanges and the people where everybody can exchange and trade Liber and other crypto currencies. Main trading pairs will be LIB/FIAT and LIB/CRYPTO. We aim to set these up all over the world but in the beginning mainly around the cities and regions where we become part of the Football Clubs.

These Stores can be set up in and around the Stadiums or storeowners can partner with us and become the Liber version of Western Union. However, these partnerships are more aimed to open up towards the moment that we announce becoming majority shareholder of a club.

The main goal of these stores will be adding to our vision of getting crypto adopted by the masses. The more Libereum Selling points there will be the more people will get involved. And the easier it is for them the more lenient strangers to crypto will become in joining Libereum and accepting Liber as means of payment.

After the token sale has ended, LIBER will be made available for purchase at the regular market price through exchanges. The remaining tokens will be split into different parts to provide fans, sponsors, partners and everybody else with the opportunity to buy LIBER directly from us at specific timeframes through a variety of distribution channels.



MILESTONE 3

The finalisation of the Token Sale

During the Token Sale we aim to purchase the majority of the shares with at least one club. Obviously, the announcement of Libereum becoming an official owner will boost the marketing on itself. We have learned from a previous (premature) announcement with the Spanish Segunda Club that news outlets all over the world will write about the acquisition of Crypto Company Libereum Purchasing a Football Club. We have been mentioned in every paper and website around the world in less than 24 hours. As a testcase this was obviously the best possible outcome. That's why we are very confident to state that once we have reached milestones 1 and 2 the way to the following milestones is paved already.

This will result in an expected distribution of around 50m Liber (including referral bonus, partnership payments and so on). Once we have reached that goal, we can successfully finish the Token Sale and the Website will become an internal Libereum Exchange where people not willing to use other crypto exchanges can trade their Liber against other Cryptocurrencies or Fiat money (Dollar, Euro, Yen...)

MILESTONE 4

Purchasing and becoming the majority shareholder of the first club.

After Libereum has gained ownership of a club we will roll out the next phase. Libereum will be introduced to fans and sponsors of the club. After the introduction we will move forward in setting Libereum as the only payment option for tickets, food and beverages, sponsor packages and everything in and around the stadium we have not mentioned yet.

Sponsors will be directed towards Libereum regarding sponsor payments so that Libereum becomes as valuable as fiat currencies.

During season 2019/2020 we plan to have at least one club in one of the top two divisions in one of the top 20 football countries that will be owned and run by Libereum.



The Libereum Network

Once the network has been set up and the clubs have been acquired, we aim to have at least 100,000 fans connected to the clubs who will be paying in Libereum within the next two years. This will be a two-weekly affair as clubs usually play a home game every two weeks. Overall, clubs play around 18-20 games at home with clubs in the leagues with more teams play even more home side matches.

We aim to have clubs in our network with 10,000 recurring home fans on average. With ten clubs this could result in 100,000 people buying tickets with Libereum every other week. With 20 home side matches on average this would result in 2,000,000 Liber transactions per season from ticket sales alone. With an estimated average Ticket Price set at 10 USD this would result in a guaranteed demand for Liber worth 20,000,000 USD per season from ticket sales.

We estimate a demand for Liber from Merchandise of around 100 USD on average per person per season (That's one team kit, a scarf and a couple of smaller merchandising items). At 100,000 fans this would result in a total of 10,000,000 USD added demand for Liber per season.

Of course, our focus stretches farther than fans only. We have developed plans to ensure that existing sponsors as well as new sponsors are fulfilling their sponsor agreement in the agreed amount of fiat in Liber. This will result in every sponsor either acquiring one big amount of Libereum to fulfil their agreement at any time or Sponsors will "feed" the Libereum pool by transferring Fiat periodically.

In any way, by combining the financial obligations as agreed with sponsors and the purchases made by fans there will be an almost continues demand for Liber. And the more demand is added to the Liber pool while the supply stays the same the higher the prise will be.

"Demand refers to how many people want those goods. When supply of a product goes up, the price of a product goes down and demand for the product can rise because it costs less. At some point, too much of a demand for the product will cause the supply to diminish. As a result, prices will rise."

The Distribution of Liber

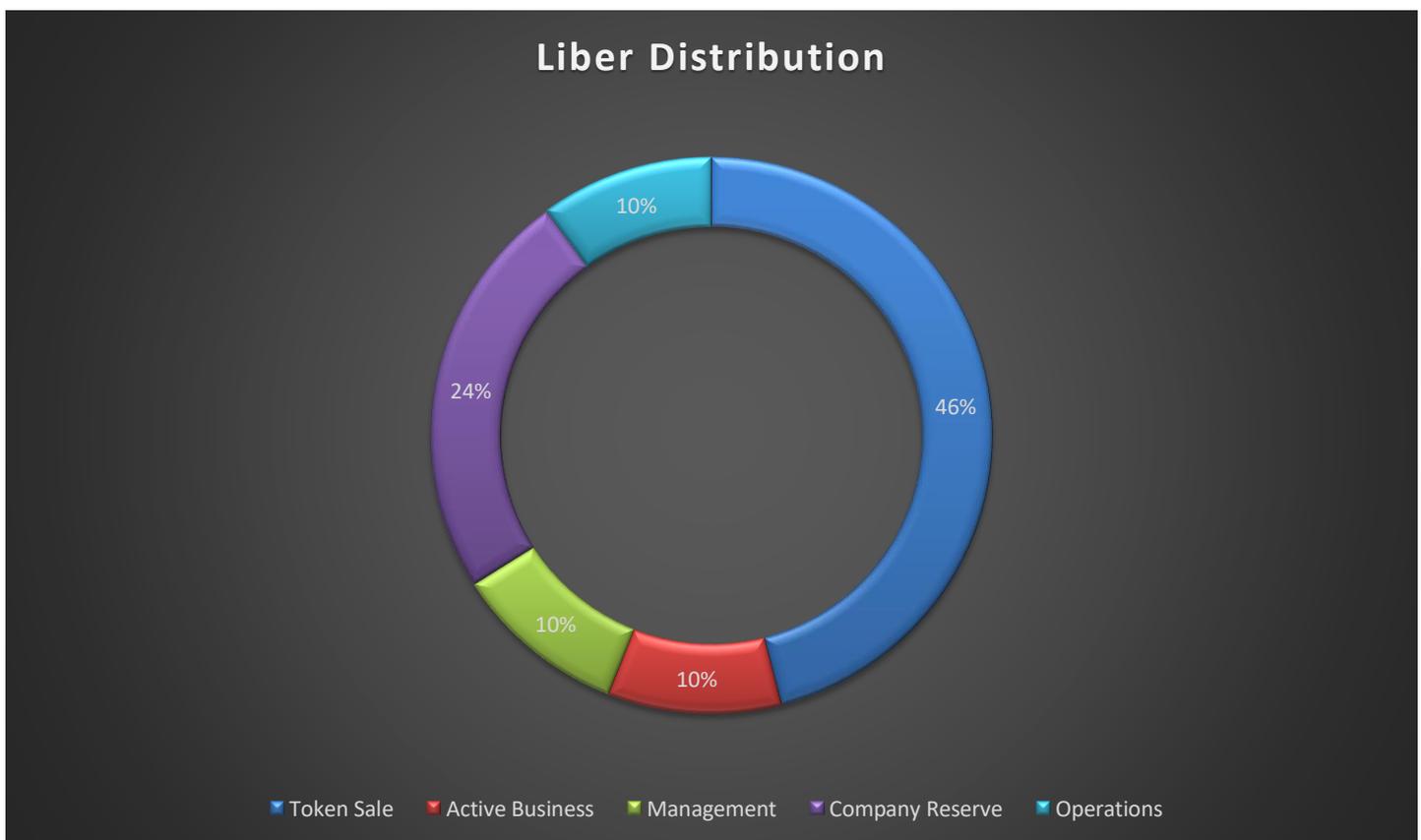
We plan to distribute Liber tokens in several different ways.

- During Pre-Sale and ICO (at Bonus rates)
- As affiliate commission for every purchase made by your referrals (4 levels)
- Through Exchanges (Obviously)
- Partnerships
- Active Business

Token Distribution During PRE-SALE and ICO

There will be a total of 100,000,000 Libereum Tokens Minted of which 50,000,000 will be available during PRE-SALE and ICO. Unsold Tokens during ICO will be added to the remaining stack of tokens as the unsold amount will eventually find its way to the market because we will use Liber at the first clubs as capital injection.

After the crowd sale has ended and we have reached our mission goal Liber will be made available to purchase at regular market price through Exchanges. The remaining half will be split in different parts to provide fans, sponsors, partners and everybody else the opportunity to buy Libereum straight from us. Please see this graph for a better understanding of the distribution of Libereum tokens.



46% Token Sale (Seed Investors + Token Sale + Referral Commission)

10% ACTIVE BUSINESS (Partnerships, Payments)

10% MANAGEMENT & TEAM (Salary, fees, benefits)

24% COMPANY RESERVE (Example: Used for Capital Injection Clubs)

10% OPERATIONS (Marketing, Strategy, Offices)



MILESTONE 5

EXCHANGES

We aim for the best exchanges that, by offering Libereum on their exchange, will certainly add to the value of Libereum. We will announce the exchanges as soon as we are officially listed at any exchange in no specific order.

Libereum has negotiated listing on several major exchanges already but will not be listed before the Milestones have been achieved. The reasoning behind this is simple: As long as we have not reached all of our milestones the risk of a “dump” would be too high. And when the Liber is dumped prematurely it will be tough to use it for capital injections for example. We want to make sure that there is certain demand to our supply so that Liber is viable and can prosper from the achievements we announce.

PARTNERSHIPS

Sports generally are all about partners and partnerships. We have Emirates being an important partner to several (big) Football Clubs and who doesn't recognize the Playstation logo during the Champions League broadcast. Or Adidas as a proud partner of the World Cup? In our opinion partners can make a brand much stronger and that's what we are looking for. Not only are we looking for partners that can make us stronger, but we want to return the favour. The stronger we are the more power we can return. It's a possible scenario that we partner with a certain crypto exchange where the partnership would result in direct result for both us as well as the exchange.

MILESTONE 6

The Libereum Clubs

Why did we choose to focus on Football before anything else? Football is a sport that is widely known and played by millions of people worldwide. It is by far the most popular sport in the world and having not only millions of people actively participating in football but also billions of fans all over the globe we have confidence that combining crypto with football is the next step in the evolution of crypto and blockchain technologies. Starting with Football only seems logical.

With Libereum we aim to become the missing link between the “real” world and the crypto world. The value of fans is just as intangible as crypto itself and by combine these two we turn this to a tangible equity. You could also state that the more Liber the fans hold themselves the higher their stake in their club will be. That's because by holding they add value to their club as the club is both a user and a holder of Liber themselves.

We've shown in a small calculation what we expect what will happen regarding the demand when we have ten clubs with 100,000 fans in total. Can you imagine what will happen if 1 million people are part of the Libereum network?



Below you can find a quick summary of how Libereum expects Liber to become more valuable to hold and to trade. Reasons for this prediction are simple as well as calculated:

- Fans will use Liber to buy tickets, merchandise and food and beverage in and around the stadium. We will not only encourage them to do so but we will work towards having Libereum as the only payment method altogether.
- At first, we will encourage sponsors and partner to “buy” Liber from us. As with the fans we slowly will proceed to accepting only Liber as a payment from sponsors. For sponsors and partners this will be another reason to sponsor the club besides the current emotional and perhaps economic reasons they have in the first place to sponsor a team. They will become part of something much bigger than the club they are sponsoring. And they will receive an equivalent amount of Libereum against the amount they sponsor. That means that they will become holders of fairly large amounts of Libereum themselves. Which they in turn can either hold or sell.
- Libereum and Liber will be prominently visible as a cryptocurrency in all the clubs we own. Think about shirt sponsoring. Instead of “Fly Emirates” it now says “Libereum”. In different leagues of different countries. Our experience has thought us that once the first club we bought has been made public more clubs will come to us in order to partner with Libereum and or will be offered for sale.

In any way, we believe that Libereum will become the game changer the crypto world is anxiously waiting for.

What happens to the Clubs after we have become owners?

Our team currently contains people that are specialized in crypto, programming, marketing and sales and other aspects of starting and running a business. However, regarding the Football Clubs we have learned that we need people that have experience in running a club, coaching a team and scouting players. These persons are already active in the football industry and currently most of them work already with clubs or are busy getting their qualifications. We choose not yet to promote them as our team members as there are many factors attached to their job that might get in the way of Libereum or the way around. After we have achieved our milestones these people will start working for the clubs we own anyway. But we can say that we have learned from them already much more than we would have dreamed of at the start of Libereum in June 2018. Combined with the knowledge we have we are brave enough to storm the sports industry.

During negotiations with a club we will already assess the current staff within a club. It's not always necessary to release people from a club after ownership has passed on. We believe that a decent transition phase will give us a broader view of the staff in and around the club than simply looking at a sheet of paper filled with numbers and recommendations.

In any case we will have a person that connects Liber (or crypto in general) with Football. This position is somewhat a connection between Libereum and the clubs. Since clubs now need to act in favour of Libereum so that the Liber can prosper decisions must be made according to our crypto vs football policies. Think of adding Liber as payment option in contracts and agreements and so on. Obviously, this does not mean direct influence on the pitch by Libereum.

Also, we will not interfere with the budget for the ongoing season in a way that it would negatively influence the doings of the club. As new owners we would put down a capital injection before anything else so that the club can become healthier.



TARGET CLUBS

In our search for clubs for the Libereum Project we have a few key points that we find imperative before we even consider taking over a club.

For example, teams we are interested in must have at least 10,000 fans on average during every game they play at home match. This really is the most basic rule we have set before we take further steps in investigating deeper into clubs at all.

LIBEREUM FOR INVESTORS

You will be amongst the earliest of investors in Libereum during PRE-SALE and the Token Sale. After achieving all our milestones, the market will decide the price as we cannot influence Exchanges. What we can do is keep adding demand to Liber by expanding the Libereum Network. Basically, the earlier you invest the higher your return on investment will be if you have steady hands and are able to wait for at least twelve months before selling any of your acquired Libereum Tokens.

We have a few reasons why we believe in the success of Libereum:

- Because we will slowly move from an optional payment with Libereum to a mandatory use of Libereum for sales in and around the stadiums.
- Because we will encourage sponsors and partners to use and acquire Libereum and use that as payment to fulfil their sponsor agreements.
- Because we will keep buying clubs in as many countries as necessary to spread Libereum like fire.
- Because we like to keep it simple. We buy clubs, make Libereum mandatory for tens of thousands of fans and that's it basically.
- Because we are already backed by industry professionals and over 400 investors who believe in the power of Libereum.

We have moved forward with the whole project since we have started negotiations with a football club September 2018. At this point Libereum is one signature away from becoming the first crypto company to own a football club. And thus, we are on target to achieve one and perhaps all our milestones in this White Paper. Owning a football club to start the Libereum network.



The Promise of the Libereum Project

In concept Libereum is a much larger concept than stated in this White Paper. We have chosen to only state the first phase of the project as we do not believe that writing a book would be very inviting to read. Not at this stage. That doesn't take away the fact that once the Sports Industry has been "conquered" we will take a big step towards the next phase.

Libereum is part of a larger, more altruistic vision. It's not about making money. It's about showing people that financial independence is possible and within grasp. And not scary at all. And we will do whatever we can to help people understand the power of the blockchain, as Libereum is a blockchain project. We will help people understand how to achieve a certain level of self-ownership. Liber holders (or Liberians) will be able to buy anything from other people, companies and whoever accepts Liber as a payment. In this chain people themselves will become their own bank. And they will always have the certainty that whatever happens to their countries Fiat Currency, they will be able to keep on living like they used to just by using Liber (or any strongly supported crypto).

Our Social Media

Follow the Libereum project on these channels:

Twitter.com/Libereum

Facebook fb.me/libereum

[Steemit.com/@libereum](https://steemit.com/@libereum)

Discord: <https://discord.gg/eXpaj>

Telegram: @libereum

Linkedin: <https://www.linkedin.com/company/libereum/>

Instagram: [instagram.com/libereum](https://www.instagram.com/libereum)

Email: info@libereum.io



FAQ

Will Libereum take profit if a football club is generating revenue?

If the clubs are doing well, Libereum will. Because the price of Liber tokens increases. Well performing clubs can ask more money from their sponsor, more fans will come to stadium, the players increase in value etc. All of these are elements beneficial to Libereum.

What are Libereum Ambassadors?

The clubs will have Libereum Ambassadors, to make sure the financials of the clubs are in the interest of the club, Libereum and their investors. The ambassador's role is to assist football club management, not replace them. The ambassadors are like maritime pilots that help the club's management navigate through the dynamic blockchain and cryptocurrency ecosystem.

Why do we believe the value of Liber will rise?

Because of our strategy of creating a constant demand for the token through the economy around the football clubs we own. The tickets, drinks, snacks, season tickets, club sponsorships, player sales, all will be converted into and payable in LIBER. This will happen gradually over time without disrupting the club's economy. Initially the focus will lay on football clubs, but later we will add other sporting and non-sporting entities to our assets

Are you a registered company?

Libereum is registered and licensed in the NETHERLANDS (EU) CHAMBER OF COMMERCE REGISTRATION NUMBER: 71886168 (Check here: <https://www.kvk.nl/orderstraat/bedrijf-kiezen/?orig=#!shop?&q=71886168&start=0&prefproduct=&prefpayment=>)

This automatically means we are subject to DUTCH LAW and LEGISLATION.

Since when is Libereum ACTIVE/Has Libereum been registered?

Libereum has been registered on June 15th, 2018 at the Dutch Chamber of Commerce.

When I search for Libereum online there is already news about the purchase of a club, what's up with that?

Libereum announced the purchase of ELCHE CF, a Spanish Segunda A side, on the 27th of December 2018. After months of negotiations and talks we felt it was the time to announce it. However, as we have learned that still not everything was settled, and the deal has been postponed ever since. It was unfortunate decision made by both parties with an outcome we didn't expect at that time. But we have learned from the whole situation as our approach is now more careful. We will not release any press statements regarding the purchase of Elche or any other clubs until everything is set in stone.



Obviously, we are a crypto company and our focus is to acquire a Football Club. Both Niches are quite biased and the fear of being scammed is great within the Crypto world. If then something happens that both Libereum as well as the Shareholders of Elche didn't expect to happen things seem to escalate quick. However, since we decided to not seek out the media attention but to keep it behind closed doors, we have managed to control the situation quite well.

What exchanges are you planning to get listed on and within what timespan will you eventually be listed?

Obviously, we are looking to collaborate with the best and most trusted exchanges only. There are, however, a few aspects we cannot control regarding the listing on our target exchanges. First of all, it is imperative that we finish at least the first round of the PRIVATE SALE as we will have much stronger and more stable LIBER token to begin with. It's pointless and would obviously kill the entire endeavour to list the LIBER at any exchange prior to Libereum's purchase of any football club and thus having the guarantee that there will be actual demand for the LIBER. If we would list with the amount sold in the private pre-sale, we expect an amount of around 2 million LIBER to possibly be dumped at the exchange at minimum rates. In return Libereum would have trouble to proceed with the plan as we envision it.

Therefore, there is not saying when we will be listed on Exchanges other than to state that we aim to be listed as soon as we have officially purchased and announced our first club.

How can I participate in the PRIVATE SALE?

Register at <https://www.libereum.shop> and purchase your tokens there. You can purchase Liber in Crypto and Fiat (USD, EURO, Roebel, Lira, and may more)

Can I get a bonus from referring friends & family?

Yes, our system offers a total of 15% Bonus on sales that are generated during the Token Sale from people you have referred. You can find more information after you register at <https://www.libereum.shop/>

The Bonus is based on a referral commission from your referrals that goes four levels deep.

1st level: 8%

2nd level: 4%

3rd level: 2%

4th level: 1%



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