

PRIVATE SALE: LEO TOKENS



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LEO TOKENS

Unus Sed Leo
Limited

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MARKETING
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CONSIDERATIONS

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INTRODUCTION

iFinex Inc. (iFinex), a privately-held financial technology company incorporated in the British Virgin Islands, operates virtual currency trading platforms under the business name BitFinex, and provides numerous other cryptocurrency and cryptoasset-related products and services. A special purpose subsidiary of iFinex (the "Issuer") makes available up to USDt 1 billion worth of LEO tokens for purchase.

UNUS SED LEO

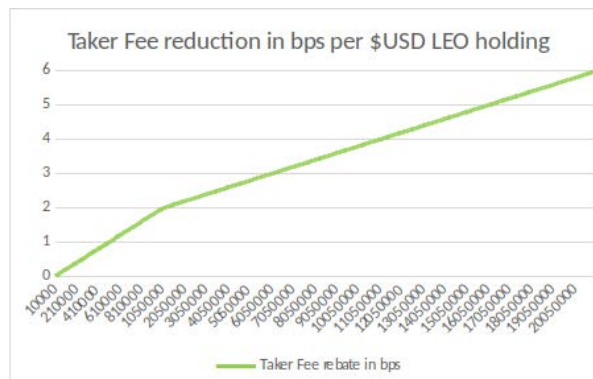
Our company motto, Unus Sed Leo, is a Latin citation from Aesop's fable "The Sow and the Lioness." The fable (in short) details how a sow brags about how many children she has and then asks the lioness if she only had one child. The lioness then replies "One, but a lion." This ethos of quality over quantity, and individual strength, extends across several elements of iFinex's business, from being a privately owned company, to its recruitment and operational infrastructure.

LEO TOKEN USE

LEO tokens are intended to be the utility token at the heart of the iFinex ecosystem. Token holders will experience immediate benefits across iFinex trading platforms, products, and services. Initial benefits available to LEO token holders include:

BITFINEX TAKER FEE REDUCTION

- All levels of LEO holders' taker fees will be reduced by 15% over all crypto-to-crypto pairs (including crypto-to-stablecoin).
- Taker fees will be reduced by an additional 10% over all crypto-to-crypto pairs (including crypto-to-stablecoin) for traders with on average > 5,000 USDt in LEO tokens in their account during the previous month.
- LEO holding traders can also reduce taker fees by up to 6bps (=0.06%) on all trading pairs (including crypto-to-fiat), to a floor of the minimum taker fee of 2.5bps. For LEO holdings valued =< 1m USDt, taker fees are reduced by 0.02bps per 10k slice. For LEO holdings valued above 1m USDt, taker fees are reduced by 0.01bps per 50k slice. The maximum taker fee reduction is thus reached at holding of 21m USDt in LEO. Any reduction resulting in a taker fee below the 2.5bps minimum will not be applied.



- Up to 25% of trading fees will be deducted first in LEO, if the trader holds LEO tokens.
- Traders can buy any fee tier in LEO, for an amount of LEO equal to 75% of the delta between the fees that would be generated in one month by that tier and the current trader tier, in USDt equivalent. Once 30 days passed the normal fee schedule will be applied.

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BITFINEX LENDING FEE REDUCTION

- P2P financing lenders will get a fee discount equal to 0.05% for every 10k USDt in LEO tokens held (on average) in the trader's account during the previous month.
- The maximum discount is capped at 5%.

BITFINEX CRYPTO AND FIAT WITHDRAWALS AND DEPOSITS FEE DISCOUNT

- LEO holders will receive up to a 25% crypto withdrawal and deposit fee discount.
- Holders of >50m USDt worth of LEO tokens are able to withdraw 2m USD fiat per month without additional fees. Also, the additional fee will be reduced to 2% (instead of 3%) on any withdrawal above 2m USD fiat monthly.

BITFINEX DERIVATIVES TAKER FEE REDUCTION (FORTHCOMING)

- Taker fees will be reduced by 0.01bps for every 10k USDt in LEO tokens held (on average) in the trader's account during the previous month. The maximum discount is capped at 2bps.

OTHER IFINEX TRADING PLATFORMS, PRODUCTS, AND SERVICES

- EOSFinex will make similar discounts available for holders of LEO tokens.
- Future iFinex trading platforms, products and services expect to make similar fee reductions and/or other features and benefits available for holders of LEO tokens.

PRINCIPAL TERMS OF LEO TOKENS

The summary below describes the principal terms of the LEO tokens. Certain of the terms and conditions described below are subject to important limitations and exceptions. Prospective purchasers should review the entire Token Purchase Agreement (TPA), available from the Issuer, including the risk factors stated therein. The summary below is qualified in its entirety by reference to the actual text of the TPA. Capitalized terms not defined herein shall have the meaning ascribed to such term in the TPA.

ISSUER	Unus Sed Leo Limited, a British Virgin Islands company limited by shares, formed for the purpose of issuing tokens at the direction of iFinex.
TOKEN	LEO, a utility token at the heart of the iFinex ecosystem.
PURCHASER ELIGIBILITY	As set forth in the TPA.
PURCHASE PRICE	1 USDt per Token.
MAXIMUM AMOUNT OF SALE	Issuer may sell a maximum of USDt 1 billion worth of LEO tokens.
USE OF PROCEEDS	Proceeds may be used for working capital and general business purposes.
SALES DOCUMENTATION	Purchase and sale of the LEO tokens shall be on the terms and conditions set forth in a TPA.
TOKEN DISTRIBUTION	Up to 1 billion Tokens will be issued by the Issuer. The Tokens will be sold in a private offering without the means of general solicitation or general advertising. Any Tokens that remain issued may be sold in the manner and times determined by the Issuer in its sole discretion.
LOCK-UP	None.
COMMERCIAL USES	Reductions of fees and other discounts on BitFinex and EOSFinex, as described more fully in the White Paper and TPA, as well as similar fee reductions and/or other features and benefits for future iFinex trading platforms, products, and services.
REPURCHASE AND BURN COMMITMENTS	<ul style="list-style-type: none">• On a monthly basis, iFinex and its affiliates will buy back LEO from the market equal to a minimum of 27% of the consolidated gross revenues of iFinex from the previous month, until no more than 100 million LEO tokens remain. Repurchases will be made at then-prevailing market rates. LEO tokens used to pay fees may also be burned.• In addition to the above, an amount equal to at least 95% of recovered net funds from Crypto Capital (described more fully in the White Paper and TPA) will be used to repurchase and burn outstanding LEO tokens within 18 months from the date of recovery.• Further, an amount equal to at least 80% of recovered net funds from the BitFinex hack will be used to repurchase and burn outstanding LEO tokens within 18 months from the date of recovery.
INITIAL LISTING	BitFinex, EthFinex, EOSFinex
TAX CONSEQUENCES	Prospective purchasers should consult their tax advisers as to the tax consequences of participating in the distribution and owning, using, and transacting in LEO tokens.

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Restricted Persons. The sale of LEO tokens is not directed at, and each purchaser of LEO tokens will be required to represent, among other things, that they are not: (a) a citizen, resident (tax or otherwise) of, a person located or domiciled in, or any entity organized in or owned by certain persons in (i) the United States (including any U.S. Person pursuant to the U.S. Securities Act of 1933 (as amended)), (ii) Canada, (iii) any jurisdiction listed by the Financial Action Task Force as high-risk or with strategic deficiencies; (iv) Cuba, Democratic People's Republic of Korea (North Korea), Iran, Pakistan, Syria, the Government of Venezuela or Crimea or (v) any jurisdiction for or in which the sale of LEO tokens, or any offer or solicitation in respect of LEO tokens, would require registration or licensing not obtained by the Issuer or otherwise would be unlawful or which restricts or licenses the activities of the kind that can be accessed or used with LEO tokens; or (b) a person under the age of 18 years (any such person falling under (a) and (b) a "Restricted Person"). **Consequently, you must make your own assessment as to your ability to purchase LEO tokens pursuant to laws applicable to you and to confirm that you are not a Restricted Person.** No registration or other action has been or will be taken in any jurisdiction that would, or is intended to, permit the sale of LEO tokens in any country or jurisdiction where registration or other action for that purpose is required. None of the Issuer or iFinex or any of their respective agents or representatives, is making any representation to any potential purchase of LEO tokens as to the legality of an investment in LEO tokens by such investor under the laws applicable to such investor.

Purchaser Sophistication. LEO tokens are speculative and involve a high degree of risk and uncertainty. The sale of LEO tokens is aimed solely at persons who have sufficient knowledge and understanding of blockchain or cryptographic tokens and other digital assets, smart contracts, storage mechanisms (such as digital or token wallets) blockchain-based software systems and blockchain or distributed ledger technology, to be able to evaluate the risks and merits of a purchase of LEO tokens and are able to bear the risks thereof, including loss of all amounts paid and loss of LEO tokens purchased. Potential purchasers must further make their own independent assessment, after making such investigations as they consider necessary, of the merits of, and their suitability for, purchasing any LEO tokens and should consult their accounting, legal and tax representatives and advisers in order to evaluate the economic, legal and tax consequences of purchasing LEO tokens.

Summary Information Only. The information herein is a summary only, omits numerous details regarding the LEO tokens, the Issuer and iFinex's business.

Forward-Looking Statements. Certain statements contained in this document may constitute forward-looking statements or speak to future events or plans. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events to differ materially. No reliance should be placed on any such forward-looking statements or information.

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