PLATINUM MEDIA GROUP

Incisive Marketing Solutions for Initial Coin Offering

THE PROPOSAL

BEAM

OUR GLOBAL PRESENCE

UNITED KINGDOM
235 Cumberland House
35 Park Row,
Nottingham NG1 6EE
+44 (0) 115 988 6272

UNITED STATES
245 Park Avenue, 39th Floor,
Manhattan,
New York, 10167
+001-347-542-7961

AUSTRALIA
Suite 1D, Level 23, Governor Phillip Tower,
1 Farrer Place,
Sydney NSW 2000
+61 2 8060 8696

© Platinum Media Group 2011-2018. All Rights Reserved
BEAM PROPOSAL INDEX

- Who are we ........................................................................................................-2
- Your Professional ICO Marketing Team......................................................-2
- Our communication and understanding ......................................................-3
- The Platinum Group ..........................................................................................4
- Media coverage of Platinum Investment Group.........................................-5
- Our Publications out in the Investment World.............................................-5
- Cryptonaire weekly and our current publications ........................................-5
- Your Proposal .....................................................................................................-6
- Agreement and sign off ....................................................................................-7
WHO ARE WE AND HOW WE CAN HELP BEAM

The Platinum Group has been established in the financial world for over 10 years. With brands including Platinum Trading Academy, Platinum Trading Systems, Platinum Crypto Academy and Platinum Trading Institute. We have been focused for over 7 years in educating and mentoring our clients to be successful in the financial markets. For the last 2 years, our focus has been on developing our Crypto Trading Academy. From supporting entry-level traders getting started in their crypto journey, to investors who have up to $10 million in their crypto portfolio requiring our portfolio analysis services.

Part of our Crypto Academy is our Cryptonaire Weekly magazine, which is sent to our trading and investment clients as well as our broader audience of subscribers which we have built up over the last 7 years.

BEAM YOUR PROFESSIONAL ICO MARKETING TEAM

At Platinum we have a professional Marketing and Design Team due to the nature of our work in this digital era. Our Team of individuals has a collective Marketing experience of over 25 years and are incredibly hands on when it comes to dealing with the ICO Space and Blockchain Technology.

TEAM PROFILES :

RICHARD BAKER  
Head of Marketing and Sales Division

KARNAY SHAH  
Project Finance Manager

ALEX ROBINSON  
Project Manager

STEVE ARDENT  
Senior Trading Mentor

VIJAY CHAYDA  
Senior Graphic Designer

NIKHIL PILLAI  
SEO and Social Media Expert

CHRIS EVANS  
Email Marketing Expert

BRIAN SWINDELLS  
External Business Advisor

In addition to these team members, we have a dedicated team of trading mentors and support team ready to provide everything needed for this project
OUR COMMUNICATION AND UNDERSTANDING

Thank you, Serdar for giving The Platinum Media Group this opportunity to present our proposal to you. It was a pleasure to speak with you today and I really believe we have a great synergy in what we can do with Beam and our top investors! I look forward to speaking with you all next week on Monday at 12:00.

At Platinum, we have an extremely targeted and unique access to traders and investors in the crypto world. We have 1-on-1 relationships with all of our clients around the globe, and we conduct weekly meetings with our Top 15% of clients.

Our wider audience is mentored at least twice a month on an individual and personal basis. Having direct access and scheduled engagements with our clients provides us with a unique opportunity to present your project in the best way possible, directly to investors and traders in the crypto space. Our scope is truly international with clients all over the world.

How we will help Beam

Having direct access to our mentoring and portfolio clients on a regular basis, we can ensure that your project will be presented to the perfect audience of well-motivated crypto traders and investors who we have built very strong relationships with.

I am excited about how The Platinum Media Group can bring real value to your table. In our industry, it’s all about a structured approach, and that is exactly how we work at Platinum.

BEAM ROADMAP

2011
- Sydney, Australia pilot 11th of November

2012
- Shangri La and hatchkin.join us invest $3m and join Beam
- Launch in Dubai, September 2012

2013
- Public launch in Dubai
- Carrefour and Apparel Group join Beam

2015
- Carrefour rolls out contactless payment at all stores
- Introduced pay-as-you-eat tipping experience. 900,000 Beaumars with 2,000 stores

2016
- Beacon pilots stations - pay for fuel from car experience
- Hatchkin.Join us invests $7m (second round)
- Be hold growth, rewards model proven
- $15,000 Beaumars, 60% retention after 2 years

2017
- Platform focus - 12K development for iOS & Android
- Launch in Gothenburg, Sweden
- "From" pay $0.5 million

2018
- Express Beam - transactions under $1 sec, 01
- Retailer Terminal app, 02
- Release of the Beam Wallet, 02
- Beam Platform on Blockchain - Solution Design, 02
- Tokens fide, 03
- Vanchain Development Fund activations, 04
- Tokenless parking with auto payments, 04
- Shared value system (the Cryptocurrency Funding Source), 04
- Bill Payments, 04
- Retailer self-provisioning, 04
- Rewards integration with Envisage Airlines & Airlines, 04

2019
- Beam Protocol Design, 01
- Launch in Amsterdam, Stockholm, Lisbon and Greece (New York), 01
- Launch Beam in Spain & South Africa, 02
- Enabling Beam POS integrations to support Beam Protocol, 02
- Enabling Beam SDKs to support Beam Protocol, 03
- Renewed Beam for Business services for Stakeholders, 02
- Beam Charity Features (round-up for a good cause), 03
- Permissioned Data Access Protocol Integration Design, 03-04
- Enabling Consumer Lending - Blockchain and traditional, 04

2020
- Enabling Business Lending - Blockchain and traditional, 01
- Micropayments & Donations, 04
- Subscription based payments, 04
- Integration with other Blockchain projects
THE PLATINUM GROUP

The Platinum Group is renowned for its work in the Financial World, from interviews in mainstream Exchanges such as the London Stock Exchange and the New York Stock Exchange, to Grade A Media such as the Financial Times, Evening Standard, The Independent, and BYOB (Be Your Own Boss). We have also had a documentary in 2012 on Channel 4 called ‘A day in the Life of a Trader’ and one of our most recent documentaries, which is due to hit the screens is called ‘A True Story of A Crypto Millionaire’. Below you can find a full statement of our works.

MEDIA COVERAGE OF THE PLATINUM INVESTMENT GROUP

A TRUE STORY OF A CRYPTO MILLIONAIRE

Cryptocurrencies took the markets by storm in 2017, and Nirav Shah was facing some major challenges in his personal life and turned his situation into positivity by taking ‘The Million Dollar Challenge’ in cryptocurrency trading. He completed the Challenge within just 247 Days not just by buying and holding cryptocurrencies but trading them live. This year he could turn you into a Cryptonaire. Watch and find out more!

NEW YORK STOCK EXCHANGE

Nirav Shah developed a trading system with a team of 10 Developers, and his Head Developer ‘Gosta Hulden’ from Switzerland. The system cost £500,000 to develop and was challenged by 5 of the New York Stock Exchange’s Finest Traders. Nirav traded live in front of these renowned traders and proved that the trading system, with just two major strategies, had the ability to not only tell you major reversal levels in any given conditions, but make pips with consistency.
The Platinum Group has released many white papers over the last 17 years of financial trading, and over the last 4 years we have released two major publications in the market, after successfully proving our Track Record in trading both the Financial Markets and Cryptocurrency Markets. Both these books have been written by our CEO and the Founder of the Platinum Group. Both books achieved best-seller status within just 52 Days, acquiring over 140,000 downloads.

“UNLOCKING THE WORLD’S LARGEST SECRETS ON HOW THE BANKS MAKE MONEY EVERY SINGLE DAY”

The foreign exchange market, or forex, was once dominated by global banks, hedge funds, and multinational corporations, but that has all changed with Internet technology and the advent of online forex brokers. Now, hundreds of thousands of traders and investors around the world can participate in this profitable field.

Written by Financial Trading Expert Nirav Shah, “Unlocking the world’s Largest Secrets on How the Banks Make Money Every Single Day” will show you how to effectively invest and trade in today’s biggest market. Page by page, he describes the multitude of opportunities possible in the forex market, from short-term price swings to long-term trends, and details practical products that can help you achieve success, such as currency-based ETFs. This phenomenal write-up opens the world of currency trading and investing to anyone interested in entering this dynamic arena.

“The Secret World of Cryptocurrencies Deciphered”

Nirav Shah is a best-selling author, speaker, Financial Trader, and one of the UK’s first Cryptonaieres who made over a million dollars trading cryptocurrencies. He has written this book for Beginners and it’s a foundational tool for understanding this new technology. By the end of this read, you will have a better understanding of cryptocurrencies, Blockchain technology, Bitcoin, Ethereum and the online financial community surrounding them. The common currency has drawbacks that cryptocurrency has overcome.

CRYPTONAIRE WEEKLY

Cryptonaire Weekly is our industry leading magazine that all our members receive. The focus of the magazine is to help and guide our network to successful trades each week as well as keep them updated with the latest news in the market place. Cryptonaire Weekly includes: Key Trading Levels, Top Coins for the week, Full Technical and Fundamental Analysis, Full Market Sentiment Review and our Top Picks for ICOs.
BEAM EXPOSURE WITH PLATINUM

There are three Professional Media Publishing Packages that we have in scope for Beam.

### PLATINUM BUSINESS ACCELERATOR

£18,500

**Details**

- Cryptonaira Weekly
  - 1 Article + 1 Ad over 2 issues + Video links and other media
- A direct recommendation from the CEO to his personal portfolio of contacts
- Exposure to our Portfolio Management Clients as well as all current mentoring clients in Crypto and FX
- Email campaign
  - 1 Send, 1 Resend to 100k Contact List
- SMS campaign
  - 1 send to 5k Premium Client List
- Cryptonaira Weekly Featured on Cover Page
- 1 Special Video created for your Project, and a Video Campaign
- Introduction to top 1% of clients in 1-to-1 weekly meetings from our senior crypto traders
- Social Media Marketing (Where Applicable)
- 50 high authority cryptocurrency & bitcoin related forum thread postings
- Guest posting on a high authority NEWS site (DA82, PA86) - you can provide your articles if you have
- 1 do-follow Quora answer posting on a niche related question - also promote this answer on social media to get more exposure

**Book Now**

### PLATINUM PREMIUM ACCELERATOR +

£25,000

**Details**

- Cryptonaira Weekly
  - 2 Article + 2 Ad over 4 issues + Video links and other media
- Advertisements in one of our selected Premium Editorials: Financial Times/Evening Standard
- Introduction of your ICO to our Premium Cryptocurrency Client's
- PPC Plan with your ICO in mind for Cryptonaira Weekly
  - 1 Special Video created for your Project, and a Video Campaign
  - + Platinum Business Accelerator Package

**Book Now**
SO LET PROJECT BEAM BEGIN!

- Compliance Approval
- Invoice Payment and Acceptance of Agreement
- Project Kick Start Meeting With Richard Baker and Alex Robinson
- Project Assignments via Alex Robinson and Arron Uppal
- PMG Questionnaire Completion and Submission
- Detailed Statement of Phases for Crypto Millions
- Communication brief before we go live
- Completion of Project and handover

ARE YOU READY TO GO PLATINUM?

YES, I AM