



POWER SNOOKER GROUP



WHITEPAPER

London, December 2017

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Power Snooker Group Limited
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www.powersnooker.com

In any given moment we have two options, either to step forward into growth, or to step backward into safety. (Abraham Maslow)

There is now a third option - *the PowerSnookerCoin.*

A global cryptocurrency developed by the Power Snooker Group



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Chairman's Statement

Dear Friends,

It is with pleasure that I take this opportunity to welcome you to the Power Snooker Group.

Our journey has commenced in 2010, when the first ever Power Snooker tournament took place in the UK. Since then, the Group has made a substantial investment to create an alternative to traditional snooker, which is fast and exciting, capturing the imagination of both players and spectators.

We have restructured the company and the Board of Directors and are now ready to re-launch the game as a major global sport.

I would like to thank you for your time and hope you will share our vision and join us in our journey.

**Costas A Joannou
Chairman
Power Snooker Group**

Introduction

The Power Snooker Group is the owner of the Power Snooker sport, which started in 2010, when the first entertainment venue took place in London. The first ever Power Snooker championship was won by Ronnie O’Sullivan - one of the greatest snooker players of all time. It was televised live by ITV4 to the audience that reached over 450,000 viewers in the UK alone. Power Snooker championship is the event where sport meets entertainment.



Power Snooker Championship, London, October 2010

With the help of the additional investment, in 2011 another tournament was organized in Manchester. It lasted for three days and was also televised by ITV4. The tournament was distributed to 193 countries and in the UK the peak viewing reached over 625,000, being a substantial increase over the previous year. Boardroom changes and lack of direction saw the company unable to move with the times and take advantage of the success it had created. This changed in early 2016, when a new Board of Directors was elected by the shareholders to incorporate digital platforms and live events into the company’s activities. The company has been completely restructured and the next part of the Whitepaper covers our business model, and the decisions taken by the new Board in detail.

Power Snooker Group

History

Billiards was first played in the 16th century. It was known as a “gentleman's game” because of its popularity among royalty. The tables had no side rails, pockets, or cushions, but only contained holes for the balls to be potted. Every time that a pot was achieved, the ball would fall to the ground.

Snooker originated later in 19th century. In the 1870s, billiards was a sport played by members of the British Army stationed in India. The first official competition, the English Amateur Championships, took place in 1916 and by the 1930s, Snooker was becoming one of the most popular cue sports. [1]

The game grew in popularity in England, cemented by the formation of the Billiards Association and it is now governed by the World Professional Billiards and Snooker Association. The World Snooker Championship has taken place since 1927, with Joe Davis becoming a key figure in the growth of the sport with 15 championship wins from 1927 to 1946. The game went into a decline through the 1950s and 1960s with little interest generated outside of those who played. In 1959 Davis introduced a variation of the game, known as snooker plus, to try to improve the game's popularity by adding two extra colours. The TV series became a success and was for a time the second most popular show on BBC Two.

A new generation of players came to the fore in the 1990s. Though the standard of snooker continued to rapidly increase, the immense popularity that Snooker enjoyed started to wane. **The game needed innovation.**

When Power Snooker was first launched in 2010, it immediately captured the imagination of players and fans across the globe. The world's most famous snooker champion, Ronnie O'Sullivan, who won the inaugural Power Snooker tournament, proclaimed: “**This is the future of snooker.** Snooker needs a new audience and the idea of a game ending inside 30 minutes is exciting. The crowd, the public – they'll love it.”

This was true when Manchester hosted a second tournament, featuring again the world’s top players. ITV4 viewing figures were very impressive, reaching over 625,000 views.



Power Snooker Championship, London, October 2010

The sport

Power Snooker is played on traditional-sized snooker tables but, unlike traditional snooker - which can be notoriously slow and ponderous - Power Snooker matches are played at an intense pace for a fixed 30-minute period, with the balls continuously being re-racked.

There are less reds – nine instead of 15 – and the familiar triangle is replaced by a freehand diamond shape. Players only get 20 seconds to take a shot, while potting the all-important ‘Power Ball’ – in the middle of the diamond - is worth double points. There’s also a ‘Power Zone’ where there’s more double points up for grabs. The winner is the player who has scored the most cumulative points.

Today, traditional snooker is still being played in 90 countries by over 120 million people and watched by 450 million people worldwide.



The Power Snooker Masters, Manchester, November 2011

The company

Frustratingly, Power Snooker failed to build on its dramatic launch after 2011; its existing Board never anticipated the game’s popularity and never established a structure that could cope with and manage its immense global reach. That has all changed. Now we have a new Board with new plans and we are fully prepared to capture the world’s imagination all over again – only this time with fresh, exciting ideas and some innovatory twists and turns.

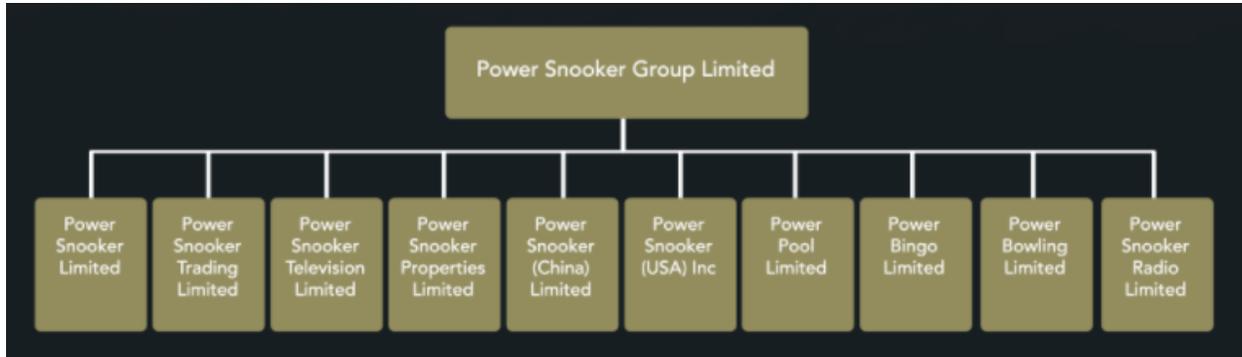
A new Board of Directors was elected by shareholders in 2016 and the company has been completely restructured. The Board now comprises individuals who have excelled in their chosen professions and possess, crucially, the international expertise and networks to drive our new business model forward.

The Board’s vision is to create and preserve wealth, aligning the interests of management with the interests of the shareholders, fans and future members. An intrinsic part of our future plans is the creation of a substantial worldwide Power Snooker Community that will enjoy and share the

benefits of our own dedicated cryptocurrency, clubs, television and radio platforms and a constant communication via social media platforms.

Recent developments

The Group now has 10 new subsidiaries (as shown in the chart, below).



Power Snooker Group chart

Annual live events will recommence in the UK in 2018. The Group is now actively talking to potential partners in other countries for rights to stage their own national championships, with the ultimate aim of holding The Power Snooker World Cup in 2022 with a record-breaking £1million going to the winner.

One of the Group's first and most critical objectives will be to purchase a prime Central London property that can be converted into a flagship **Power Snooker Club**.

This high-tech HQ will feature tables to enjoy live games and also state-of-the-art interactive facilities so Power Snooker can be enjoyed on virtual formats as well. Members will also have access to an exclusive business centre, bar and restaurant facilities while income streams will come into the group via a hotel or rental apartments and offices on upper floors.

Not only will this showpiece HQ be our home, it will also be a template for further property investments across the UK as we seek to open similar clubs nationwide, helping us compile a portfolio of tangible assets for the Group. Property purchases will always be based on a solid investment criteria and profound knowledge of local values and realistic future growth potential.

These clubs may be franchised to local operators on a lease arrangement, thereby creating further income for the Group, which will always own the freehold asset.

The vision is for members of the Power Snooker Community – no matter where they are, where they live or work – to have access to our clubs so they can enjoy games’ rooms, work facilities and restaurants and bars with friends and business associates in a safe, secure and sophisticated environment.

While, initially, the Group’s priority will be to establish a club network in London and the UK, the business model can - and will - be rolled out in other major conurbations across the world.

Joining the e-Sports Revolution

While the new Board will launch live Power Snooker tournaments both nationally and globally, it has also recognised the enormous potential and reach for taking it into the virtual gaming world.

So-called e-sports are rapidly becoming a global phenomenon with huge live audiences filling vast stadiums to watch opponents playing digital games against one another. The e-sport revenue streams are as astonishing as the viewing figures.

When Power Snooker first launched, a dedicated App attracted 600,000 downloads. The Group has now built on that solid foundation to launch a more interactive and relevant version, with different skill levels that allow players to battle against the computer – or even join local and national leagues.

The **Power Snooker App** is available on **Apple, Google** direct or via our website and is free to download. Play is free at the introductory level. To advance to higher grades, however, players must either beat other opponents to win credits – or purchase credits by using a credit card, **PowerSnookerCoins**, or simply by watching an advert (from which the groups receives revenue).



Power Snooker Executive team, London, November 2017

As players rise through the levels, they can qualify to enter competitions. There are even various levels of cue which can be purchased to improve a player's game.

We have already opened talks with online betting companies to purchase a license for the Power Snooker App and - with the potential of taking the game into a world digital tournament arena – opportunities for sponsorship and advertising revenue will arise.

This is only the start of our digital expansion. The group is fortunate to have an excellent team of game makers, technical code writers and innovators, who are already developing other games - including **Power Snooker Pool Table**, to be launched in 2019.

Revenues

The Group has several income streams, which will inevitably grow with the development of the business. These include:

1. Live Events

UK Championships, European Championships, Country National Championships; World Cup Championships; League Matches. The income will be generated from:

- Ticket Sales;
- Television Rights for broadcasting the event;
- Global Distribution Rights for broadcasting the event;
- "Bumper" advertising i.e. the advertising slots either side of the breaks for the TV adverts;
- Sponsorship rights;
- Food and Beverage;
- Merchandise - an exclusive trading account with Amazon.

2. Franchise

The Group will charge franchise fees for granting the license to our partners for staging the Championships in other countries. There would be an upfront fee for the grant of the license, followed by the on-going franchise fee/royalty, which would be based upon a percentage of the sales of the franchisee.

3. The Power Snooker App games

At the inception of the Power Snooker sport, the group had a Power Snooker App but did not own it. Nevertheless, it had over 600,000 downloads. Given the size of this market, the Board took the decision to build its own game, own the product outright, and to continue to develop related games.

The **Power Snooker app** is available on **Apple, Google** direct or via our website and it is a free app. The revenues will come from a tried and tested app play industry model (such as Miniclip's 8 Ball Pool - a \$90,000 a day revenue).

With the dramatic growth of e-sports, we have a game, which is ideally formatted for the e-sport live event audience. We will be entering the arena, where a world championship digital play event can take place. This will give us further opportunity for sponsorship and advertising revenue.

We have an excellent team of game makers, technical code writers, technical innovators and developers who love the game and the technological world they operate in.



Power Snooker Championship, Final, London October 2010

4. The Clubs

Members of the Community would have access not only to the games' rooms but also to the clubs' facilities, such as restaurants and bars, where they could have meetings with their friends or simply have fun in a safe, secure and attractive environment. Depending on the nature and location of the property, the clubs may also offer hotel and business center facilities, all of which will generate additional streams of revenue.

5. The Property Portfolio

The Group will hold a portfolio of properties, the value of which is expected to be rising year by year. The buildings will all be multi-storey, with clubs occupying the ground and the first floors and we will rent out the rest of the floors on a commercial basis.

6. Management Fees

As Power Snooker sport will be evolving, we would establish close relationships with the professional players. We will be offering career management services to sportsmen and women. We will charge management fee of up to 20% of gross earnings for such services.

We will also consider developing young Power Snooker players with the intention to managing them professionally in the future.

Creation of the PowerSnookerCoin

History of Money and Cryptocurrencies

Ancient Greek philosopher **Aristotle** theorized about money and believed that any commodity has two values: how much it is worth and how much it could be exchanged for. Money was introduced ages ago in a very different form from what we know it today. Through the history, money took a form of bartering or exchange, commodity money, fiat currencies (the form that we have today). Money, in and of itself, is nothing. It can be a shell, a metal coin, or a piece of paper with a historic image on it, but the **value** that people place on it **has nothing to do** with the **physical value** of the money. Money derives its value by being a **medium of exchange**, a **unit of measurement** and a **storehouse for wealth**.

Cryptocurrency is a digital asset designed to work as a medium of exchange using cryptography to secure the transactions and to control the creation of additional units of the currency. Cryptocurrencies are built on the basis of concepts and techniques *cryptography* and *cryptanalysis*. Cryptography or cryptology (*from Greek κρυπτός *kryptós*, "hidden, secret"*) is the practice and study of techniques for secure communication in the presence of third parties called adversaries. And cryptanalysis is used to breach cryptographic security systems and gain access to the contents of encrypted messages, even if the cryptographic key is unknown.

Issuance of cryptocurrencies was achieved with the help of the blockchain technology, which plays a key role in the execution of this project. Modern technology plays a fundamental role in delivering innovative products and services. For centuries, ledgers have been at the heart of economic transactions. Over the last few decades, computers allowed the process of record keeping and ledger maintenance with great convenience and speed. Nowadays, the information stored on computers is moving towards much higher form, which is fast, decentralized and cryptographically secured. **Distributed ledger technology** (DLT) is a notable example of technology, which offers exciting potential to support the needs of the market. It originated about 10 years ago and one of its most prominent options available today is a blockchain. [2]

Blockchain is the decentralised settlement technology, which powers the issuance of cryptocurrencies, such as Bitcoin. Investopedia defines blockchain as “**a public ledger of all cryptocurrency transactions that have ever been executed. It is constantly growing as completed blocks are added to it with a new set of recordings.**” [3] While blockchain focuses on how data is stored and linked to one another in a chronological manner within blocks, a DLT focuses on the sharing of the database amongst all the operational participants of the networks. A major difference between a traditional transaction and one conducted through blockchain is the nature of contracting parties.

- The **conventional system** needs only two parties, who enter into a contract governed by mutually agreed terms and conditions, and verify each transaction against the contract. No other party (apart from intermediary or agency, such as a bank) is required to execute the contract.
- In a **blockchain transaction**, in contrast, the transacting parties, as well as every member of the network, must validate each transaction before it can go through. Therefore, it is highly secure and trustworthy. Any change must be approved by the entire network and is immediately reflected in every member’s copy of the ledger. Because the network validates every ledger entry by consensus, there is no longer a need for any intermediary. [4]

The **DLT** is the reason for cryptocurrency existence as without the transparency engendered by blockchain, a bitcoin transaction, for example, which is totally anonymous and involves no intermediary or supervising authority, would have not been accepted by the market. The blockchain network assures the transacting parties that the undertaken cryptocurrency exchange is genuine.

The development of *PowerSnookerCoin*

We have created our own cryptocurrency the ***PowerSnookerCoin***. **PSC** is the ***PowerSnookerCoin*** Online Exchange symbol. It is our opinion, that the ***PowerSnookerCoin*** is different to any other cryptocurrencies available on the market today. We believe it is different because it has all of the following characteristics:

- *It has the functionality of “Commodity money” as it has an intrinsic value*
- *It is a “Virtual currency” as it is not tangible but behaves like real*
- *It is a "Digital currency" as it has no physical presence*
- *It has the characteristics of “Representative Money” as it provides rights to the holder*
- *It is a “Cryptocurrency” as it has been developed under cryptography*
- *It has the functionality of a “Fiat currency” i.e. as a medium of exchange*
- *It is free of inflationary pressures as the supply has been fixed*
- *There is an internal demand within the Power Snooker project*
- *It is supported by tangible assets such as realty*
- *It is an asset, which will enable you to become a member of the Power Snooker community.*



PowerSnookerCoin

The price of any currency goes up or down in accordance with supply and demand as well as the up and downs of its **intrinsic value** provided it has one. Supply of our cryptocurrency is fixed to 12,000,000 *PowerSnookerCoins*. Increase in demand would be achieved as members and public will be asked to pay with *PowerSnookerCoins* for the access to the clubs, events, Championships and other products and services provided by the group. Furthermore, as the group expands in other territories and as is supported by tangible assets, the intrinsic value of the *PowerSnookerCoins* will increase, as the rights attached to the PSC will be more valuable to the Power Snooker Group Community. **Therefore, by limiting the supply of the PSCs in circulation, compounded by an internal enhanced demand and supported by an escalating intrinsic value, it will render the *PowerSnookerCoin*, a truly global digital currency and a currency which cannot be eroded by inflationary pressures.**



Power Snooker Championship, London October 2010

We are aiming to raise a total of **£100 mln**. We will use blockchain technology, which allows users to send transactions quickly and safely. Every user of the service holds a copy of all the transactions sent through the network. This eliminates any need to trust a third party to maintain services or verify transactions. A transaction on a blockchain service takes place immensely fast, securely.

1. For illustration purposes, the exchange rate of *PowerSnookerCoin* as at 23.10.17 was as follows:

1 PSC=10 GBP =0.00222BTC=0.04352ETH

2. 12,000,000 PSCs have been mined through the Waves platform, which is a modern and powerful blockchain platform, based on Ethereum protocols. However, we will sell only **10,000,000 PSCs**, which will allow us to raise circa **£100mln**.

3. The remaining **2,000,000 PSCs** (valued at circa £20m) are reserved to pay for the fund-raising expenses during the investment period as well as other associated costs including the management and the ICO team.



Power Snooker Championship, Final, London October 2010

Membership and Pricing

A *PowerSnookerCoin* owner automatically becomes a member of PSG. The *PowerSnookerCoin* ownership gives several membership benefits. The amount and type of benefits will depend on the member's tier. PSG membership will have six tiers, which are listed below together with the benefits that they offer:

Ordinary membership: free

Sign up to become Ordinary member to receive news, announcements and event information from PSG.

Blue tier: 100 PSCs

Benefits:

Receive news, announcements and event information from PSG	YES
Right to vote on the PSG Community matters	YES
Free access to PSG clubs in the UK to play PS Game	YES
Free access to all UK PS Game Championships	NO
Free access to all PSG events around the world	NO
VIP pass to all PSG events around the world	NO
VIP treatment in any of the PSG Clubs	NO
Access to the PSG VIP Members-only Restaurant and Bar London	NO

Silver tier: 1,000 PSCs

Benefits:

Receive news, announcements and event information from PSG	YES
Right to vote on the PSG Community matters	YES
Free access to PSG clubs in the UK to play PS Game	YES
Free access to all UK PS Game Championships	YES
Free access to all PSG events around the world	NO
VIP pass to all PSG events around the world	NO
VIP treatment in any of the PSG Clubs	NO
Access to the PSG VIP Members-only Restaurant and Bar London	NO

Gold tier: 5,000 PSCs

Benefits:

Receive news, announcements and event information from PSG	YES
Right to vote on the PSG Community matters	YES
Free access to PSG clubs in the UK to play PS Game	YES
Free access to all UK PS Game Championships	YES
Free access to all PSG events around the world	YES
VIP pass to all PSG events around the world	NO
VIP treatment in any of the PSG Clubs	NO
Access to the PSG VIP Members-only Restaurant and Bar London	NO

Platinum tier: 25,000 PSCs

Benefits:

Receive news, announcements and event information from PSG	YES
Right to vote on the PSG Community matters	YES
Free access to PSG clubs in the UK to play PS Game	YES
Free access to all UK PS Game Championships	YES
Free access to all PSG events around the world	YES
VIP pass to all PSG events around the world	YES
VIP treatment in any of the PSG Clubs	NO
Access to the PSG VIP Members-only Restaurant and Bar London	NO

PSG VIP tier: 50,000 PSCs

Benefits:

Receive news, announcements and event information from PSG	YES
Right to vote on the PSG Community matters	YES
Free access to PSG clubs in the UK to play PS Game	YES
Free access to all UK PS Game Championships	YES
Free access to all PSG events around the world	YES
VIP pass to all PSG events around the world	YES
VIP treatment in any of the PSG Clubs	YES
Access to the PSG VIP Members-only Restaurant and Bar London	YES

In addition, all the members will be entitled to participate in Power Snooker Group activities on the radio and television. Furthermore, the Board is currently in discussions with a leading credit card issuer for a **co-branded credit card** and members of the Power Snooker Group community can apply for this facility subject to approval for each individual application. The Board is also negotiating with a prepaid card issuer the possibility for a **co-branded prepaid card**, which could be loaded with *PowerSnookerCoins* but customer spent will be in fiat currencies (where the conversion is effected upon sale).

PowerSnookerCoins owners will be able to sell their holdings using the special technical feature of the underlying Ethereum protocols, which Waves platform has adopted, and which means that ownership of any amount of *PowerSnookerCoins* can be transferred, temporarily or permanently. These are peer-to-peer transactions; therefore, parties must agree on costs and payments between themselves.

A *PowerSnookerCoin* holder can sell as many *PowerSnookerCoins* as they choose. However, any holder who has sold all their *PowerSnookerCoins*, loses the right to access the clubs and services provided. The innate features of Blockchain technologies make it impossible to restore the ownership of *PowerSnookerCoins* if the holder has, for whatever reason, lost his private key. The responsibility to reliably store the private key is that of the *PowerSnookerCoin* holder alone.



Ding Junhui and Ronnie O'Sullivan, Power Snooker Championship, London, October 2010

During the ICO, the purchase of **PowerSnookerCoins** can be made by paying in Sterling, Bitcoins and Ethers. As the set price for one **PowerSnookerCoin** is £10, the exchange rate to be used will be the exchange rate at the time of the purchase.

The funds raised during the ICO stage will be kept in a wallet, supervised by three members of the team. The ICO campaign will take place until either all the 10,000,000 PSCs are sold, or it will be terminated by the 30th of November 2018. If not all the **PowerSnookerCoins** are sold, they will be held in PSG treasury. Any trading of **PowerSnookerCoins** on Online Exchanges will be deferred until the ICO is declared closed.

Project Development

The money raised will finance the acquisition of a minimum of 10 UK freehold properties (mainly in London but also in Birmingham and Manchester), which will become the Power Snooker clubs. The rest of the funds will finance a three-year UK championship and facilitate the expansion overseas.

One of the 10 properties bought will become a main Power Snooker Group Club, so-called “PSG HOME” and will be in central London (most likely in King’s Cross St. Pancras area), with facilities to play Power Snooker Game, to hold competitions, an international restaurant and a bar, and a business center for the members’ use. King’s Cross is a trendy area and the station is one of the country's largest transport hubs.



Power Snooker Championship, London, October 2010

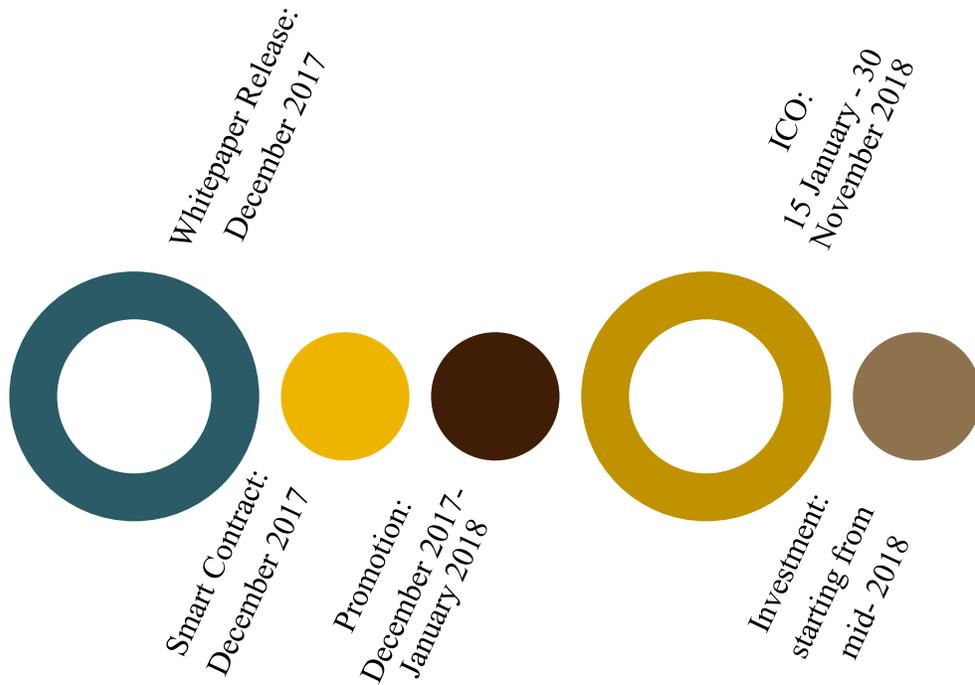
Power Snooker Properties Limited, a UK limited company, has been incorporated to hold all the real estate portfolio of the Group. We are planning to buy a multi-storey building (3-6 floors), two floors of which will host PSG Home and the rest will be rented-out so that rental income is generated as soon as possible to start building a profitable and solid business.

Once the project becomes profitable in the UK, the Power Snooker Group will consider opening clubs in other countries.

We will franchise our concept to other countries so that they can carry out their own televised National competitions. The first World Cup, with a winning price of circa £1,000,000, is planned

to take place in 2022. A **World Cup** will be carried out every four years. The cities to host this event are expected to be **London, Moscow, Mumbai** or **Beijing**.

Timeline



The ICO team



Costas A Joannou
Group Chairman and ICO
Leader

Costas is a visionary entrepreneur and the Architect of the *PowerSnookerCoin*. He specialized in Systems Analysis and Design at the London School of Economics and in the 1980's he was the Chief Internal Auditor of the **Commercial Bank of London Plc**. In addition, he is also the Chairman and CEO of **The CAJ Group**, a London based multi-million Pounds Private Equity organisation. As a practicing Chartered Certified Accountant, Costas's financial engineering and modeling expertise is exemplary, working in a systematic manner that ensures financial health, stability, and future growth.



Olga Pisarenko
ICO Chief Advisor

Olga is a Chartered Certified Accountant and a lawyer with a wide-range of experience in finance and business. She specialises in running finance functions for businesses within asset management, hedge funds, private equity, strategic advisory and merchant banking sectors.

Olga advises on financial and ICO-related matters. She is a thought leader with insight into the trends and developments on financial and blockchain technology. As a Russian lawyer and a native Russian-speaker, she is also consulting us on East European market penetration.



Michael Papapavlou
ICO Chief Technology
Advisor

Michael is responsible for the facilitation and mining of *PowerSnookerCoins* with a strong emphasis on crypto currency distribution and security.

Michael has experience in technical consultation with a wide-ranging background, including a strong emphasis on business intelligence in the real estate market. He was responsible for the successful delivery of large scale projects, serving a wide array of clients who wished to create customized reports calculations and data integration.



Theodosios Mourouzis
Group Chief Cryptologist

Theodosios is accountable for security and cryptanalysis. He has worked as a Security SME at Lloyds Banking Group, as a lead Cryptologist at a TSB-funded project and received many awards in mathematics, physics and technology. Theodosios has a PhD in Cryptography and an MRes in Security Science from University College of London (UCL). Prior to joining UCL, he studied at University of Cambridge, where he completed a BSc in Pure Mathematics and an MSc in Advanced Studies in Mathematics. He is also a visiting professor at the Innopolis University in the Republic of Tatarstan.



Christos A Neophytou
ICO Legal Advisor

Christos oversees all the legal and compliance matters. He has a diversified education which includes Accounting (LCCI), Computer Engineering (BEng), Computer Science (BSc), Project Management (MSc), Organisational Development (MBA) and Law PgDL (Law), UK. He is a qualified Barrister-At-Law in England and Wales and a member of the Honorable Society of Barristers at Lincoln's Inn, London UK. He covers the following areas of law: IT & Internet, Intellectual Property, Taxation, EU/International, Insolvency & Banking, Professional Negligence and some other areas.



Frank Warren
Group joint Chief Executive Officer

Frank is managing our PR campaign. He has been a member of the British Boxing Board of Control and a licensed promoter since 1980, and is CEO of Frank Warren Promotions. He has promoted over 300 world championship title fights involving boxers such as Amir Khan, Tim Witherspoon, Nigel Benn, Lennox Lewis, Joe Calzaghe and Mike Tyson. Frank is the most successful British promoter of all time. Frank is a major stake holder in the new BT TV sports channel Box Nation.



Michael Gruber
Group joint Chief Executive Officer

Michael's background is in Estate Management and he is a member of the Royal Institute of Chartered Surveyors. Michael established his own company Michael Gruber & Co Chartered Surveyors over 30 years ago, specializing in property investment, commercial development, acquisitions and sales.

Michael provides professional advice on property-related matters to a wide range of private and institutional clients.



Howard Burbidge
Group Chief Marketing Officer

Educated in France and the UK, Howard has spent his working life in the marketing industry in various parts of the world. He served as a director of Twentieth Century Fox Africa, as a Client Services Director at J. Walter Thomson, and as a Global Sales Director at Mitchell Monkhouse Group. Following his successful career in sales, Howard joined CDI Group in Singapore as Global Sales Director. The company was introduced to the Singapore Stock Exchange and continues to thrive today in the global exhibitions and retail interiors industry, with offices in Dubai, London and the US.



Theo Papapavlou
Group Chief Financial
Officer

Theo is a member of the Association of Certified Public Accountants. He established "Theo & Co" Accountancy office in 1976, while studying for the exams of the then Institute of Taxation. In 1985 Theo & Co also became a member of FIMBRA and later PIA providing independent financial advice servicing the clients for 15 years.

Theo is a member of the Institute of Commercial Management. He has a strong background in taxation, business planning, property investment tax and advice.



Onoufrios (Agi) Georgiou
Group Property Advisor

Agi is a director and owner of numerous property companies which include Sylvan Estates, Ashdale Services, AceLink and Linkup Management.

He manages over 700 properties and provides a unique service making sure all his landlords are guaranteed their rents with no void periods. He deals with properties on behalf of his clients and he is an expert in the UK property market.



George Warren
ICO PR Advisor

George is the CEO of BoxNation and Managing Director of Queensberry Promotions Limited. George has over 10 years of experience in all aspects of the boxing industry including business development, rights acquisition and revenue generation.



Henry Warren
ICO PR Advisor

Henry has a background in TV, working for many years for Input Media. Currently working at Queensberry Promotions within marketing and securing overseas TV sales.



Olena Ogir
Group Chief Marketing
Officer

After graduated with a Master degree in Computer Engineering in 2003 at the National Aviation University in Kiev, Olena began her scientific career as a junior researcher at the Institute for Modeling in Energy Engineering (IMEE). From 2006, she was working in the marketing area for brand-promotion of the construction technology “prefabricated houses” on the Ukrainian market. Since 2015, she has been working as a Director of the Energy Efficient Technologies Department in IMEE and as a Marketing Director at the Center of Energy Efficient Construction. Olena has extensive experience and skills in marketing, media, marketing research and analytics. She focuses on the results and motivates her team. In addition to that, Olena is completing her PhD thesis in mathematical and computer modeling.



Anna Gruber
ICO Marketing Advisor

Anna graduated from Warwick University in 2010 with a BA (Hons) in English and Italian, spending a year of the course in Turin, Italy. In 2011, Anna gained Master’s Degree in European Renaissance and Culture. Following a move into publishing, Anna has been at Octopus Books, a division of Hachette UK, for five years, and is a key account manager for non-traditional markets. Anna's skills incorporate sales, marketing and presentations, client support and planning, together with team policy and leadership. Anna will be bringing these skills to the Group's marketing team.

Conclusion

We stand firm that the **PowerSnookerCoin** is an extremely unique and an exciting opportunity that you will not find in the plethora of ICO's launching daily. This is primarily due to the following reasons:

- The Power Snooker Group is not an idea or a startup. Millions of pounds have already been spent in perfecting and promoting the sport. The televised 2011 UK Championships was shown in 193 countries with the most positive feedback. Moreover, the group has already released two games and the 2018 UK Championships will take place in London and yearly thereafter.
- The ICO Team is made of people with high integrity and professionalism and includes: Systems Analysts, Lawyers, Accountants, Cryptologists, Technology Experts and Computer Programmers. The members of the Board of Directors are mature entrepreneurs who have excelled in their chosen sectors.
- An innovative approach has been employed in creating the **PowerSnookerCoin**, where a sport concept has taken advantage of the current technology and it is aimed to be supported by a traditional class of assets, such as realty.
- The blockchain technology based on cryptology and cryptanalytic is simply a "Powerhouse", which can no longer hide or be ignored. We have already demonstrated in creating the **PowerSnookerCoin**, that it can be applied to traditional business models and hence hopefully make the World a better place to share, co-invest and flourish.

On behalf of the Board of Directors of the Power Snooker Group I wish you the best and hopefully we will see you on one of our televised live events or in any of the Power Snooker Clubs.

Costas A Joannou

Chairman

Terms of sale of the PowerSnookerCoin

THESE TERMS OF SALE DO NOT CONSTITUTE ANY OFFERING, INVITATION, OR SOLICITATION OF ANY INVESTMENT AND DO NOT PERTAIN TO AN OFFERING, INVITATION, OR SOLICITATION TO PURCHASE SECURITIES IN ANY JURISDICTION. FURTHERMORE THESE TERMS HAVE NOT BEEN AND WILL NOT BE SUBMITTED, REGISTERED, REVIEWED OR VERIFIED BY ANY REGULATORY AUTHORITY IN ANY JURISDICTION.

These Terms of Sale (the “Terms”) govern your **purchase** of *PowerSnookerCoin* (“PSCs”) during the **sale period** (the “Sale Period”) from a **seller** (the “Seller,” “we,” Company, Power Snooker Group or “us”). Please read these Terms carefully, and contact us at ico@powersnooker.com if you have any questions. By purchasing PSCs from us during the Sale Period, you will be bound by these Terms and all terms incorporated by reference. You shall refrain from supporting the sale or purchasing any PSCs unless you agree to these Terms. Each of you and the Seller is referred to as a “Party,” and together the “Parties.”

You and the Seller agree as follows:

1. Purpose

The purpose of the sale of the PSCs, is to facilitate the Power Snooker Group to create a Global ecosystem where holders of PSCs can interact between themselves meet at Power Snooker Clubs, attend National Championships and World Cup events. For details regarding the Seller please go to **Exhibit A**.

The purchaser understand and accept that PSCs do not represent or confer any ownership right or stake, share or security or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in Power Snooker Group Ltd or its corporate affiliates. Power Snooker Group Ltd hereby reserves a right, but not an obligation, to have the PSC's publicly traded on a virtual currency exchange in the future.

2. Scope of Terms

Unless otherwise stated herein, these Terms govern only your purchase of PSCs from us during the Sale Period.

Power Snooker Group Ltd may prepare terms of use for PSCs and related guidelines and policies including privacy policy (the “PSCs Terms and Policies”), and may update such terms, guidelines and policies from time to time according to modification procedures set forth therein. For the time being, your personal information obtained through this sale campaign during the Sale Period will be handled in accordance with Company’s general Privacy Policy (available at www.powersnooker.com).

3. Cancellation, Refusal of Purchase Requests

Your purchase of PSCs from us during the Sale Period is final, and there are no refunds or applicable law or regulation may require cancellations except us. We reserve the right to refuse or cancel PSCs purchase requests at any time in our sole discretion.

4. PSCs Sale Procedures and Specifications

Important information about the procedures and material specifications of our PSCs sale is provided in **Exhibit B**, including, but not limited to, details regarding the timing and pricing of the PSCs sale, the amount of PSCs we will sell, and our anticipated use of the PSCs sale proceeds. By purchasing PSCs, you acknowledge that you understand and have no objection to these procedures and material specifications.

5. Acknowledgment and Assumption of Risks

You acknowledge and agree that there are risks associated with purchasing PSCs, holding PSCs, and using PSCs as disclosed and explained in **Exhibit C**. If you have any questions regarding these risks, please contact us at ico@powersnooker.com. BY PURCHASING PSCs, YOU EXPRESSLY ACKNOWLEDGE AND ASSUME THESE RISKS.

6. Security

You are responsible for implementing reasonable measures for securing your wallet, vault or other storage mechanism you use to receive and hold PSCs you purchase from us, including any requisite

private key(s) or other credentials necessary to access such storage mechanism(s). If your private key(s) or other access credentials are lost, you may lose access to your PSCs. We are not responsible for any such losses.

7. Personal Information

We may determine, in our sole discretion, that it is necessary to obtain certain information about you in order to comply with applicable law or regulation in connection with selling PSCs to you. You agree to provide us such information promptly upon request, and you acknowledge that we may refuse to sell or deliver PSCs to you until you provide such requested information and we have determined that it is permissible to sell you PSCs under applicable law or regulation.

8. Taxes

The amount of contribution is exclusive of all applicable taxes. You are responsible for determining what, if any, taxes apply to your contribution, including, for example, sales, use, value added, and similar taxes. It is also your responsibility to withhold, collect, report and remit the correct taxes to the appropriate tax authorities. We are not responsible for withholding, collecting, reporting, or remitting any sales, use, value added, or similar tax arising from your contribution to us.

9. Representations and Warranties

By purchasing PSCs from us, you represent and warrant that:

- (a) You have read and understand these Terms (including all Exhibits);
- (b) You have sufficient understanding of the functionality, transmission mechanisms and other material characteristics of the PSC, PSC storage mechanisms (such as Waves' wallets), blockchain technology and blockchain-based software systems and you fully understand these Terms and you appreciate the risks and implications of purchasing the PSCs;
- (c) You have obtained sufficient information about the PSCs to make an informed decision to purchase the PSCs;
- (d) You understand that the PSCs confer no rights of any form with respect to the Power Snooker Group or its corporate affiliates, including, but not limited to, any voting, distribution, redemption,

liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights;

(e) You are purchasing PSCs to support the development of the Power Snooker Global ecosystem as may be created in the future. You are not purchasing PSCs for any other purposes, including, but not limited to, any investment, speculative or other financial purposes;

(f) Your purchase of PSCs complies with applicable law and regulation in your jurisdiction. Furthermore, it includes, but not limited to, (i) legal capacity and any other threshold requirements in your jurisdiction for purchasing the PSCs and entering into contracts with us, (ii) any foreign exchange or regulatory restrictions applicable to such purchase, and (iii) any governmental or other consents that may need to be obtained;

(g) You will comply with any applicable tax obligations in your jurisdiction arising from your purchase of PSCs;

(h) If you are purchasing PSCs on behalf of any entity, you are authorized to accept these Terms on such entity's behalf and that such entity will be responsible for breach of these Terms by you or any other employee or agent of such entity (references to "you" in these Terms refer to you and such entity, jointly);

(i) You are not a citizen or resident from **USA, Canada, Korea, Singapore or Peoples Republic of China** and you are not purchasing PSCs from a location in the said geographic areas;

(j) You are not (i) a citizen or resident of a geographic area in which access to the PSCs is prohibited by applicable law, decree, regulation, treaty, or administrative act, (ii) a citizen or resident of, or located in, a geographic area that is subject to U.S. or other sovereign country sanctions or embargoes, (iii) an individual, or an individual employed by or associated with an entity, identified on the U.S. Department of Commerce's Denied Persons or Entity List, the U.S. Department of Treasury's Specially Designated Nationals or Blocked Persons Lists, or the U.S. Department of State's Debarred Parties List, or (iv) having any relationship with antisocial forces, currently or in the past, whether a financial relationship, business relationship, employment relationship, or delegation relationship, or does not carry out any commercial transactions, provision or transfer of profits, or other transactions (whether temporary or continuous).

The Seller expressly reserve the right to suspend, close or take such other measures as the Seller may deems appropriate at its sole discretion at the account of the purchaser who breaches any of the representations or warranties provided for in this Section 9.

10. Indemnification

(a) To the fullest extent permitted by applicable law, you will indemnify, defend and hold harmless the Seller, and their respective past, present and future employees, officers, directors, contractors, consultants, equity holders, suppliers, vendors, service providers, parent companies, subsidiaries, affiliates, agents, representatives, predecessors, successors and assigns (the “**Company Parties**”) from and against all claims, demands, actions, damages, losses, costs and expenses (including attorneys’ fees) that arise from or relate to: (i) your purchase or use of PSCs, (ii) your responsibilities or obligations under these Terms, (iii) your violation of these Terms, or (iv) your violation of any rights of any other person or entity.

(b) The Seller reserves the right to exercise sole control over the defense, at your expense, of any claim subject to indemnification under Section 10(a). This indemnity is in addition to, and not in lieu of, any other indemnities set forth in a written agreement between you and the Seller.

11. Disclaimers

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW AND EXCEPT AS OTHERWISE SPECIFIED IN A WRITING BY US, (A) THE PSCs ARE SOLD ON AN “**AS IS**” AND “**AS AVAILABLE**” BASIS WITHOUT WARRANTIES OF ANY KIND, AND WE EXPRESSLY DISCLAIM ALL IMPLIED WARRANTIES AS TO THE PSCs, INCLUDING, WITHOUT LIMITATION, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON- INFRINGEMENT; (B) WE DO NOT REPRESENT OR WARRANT THAT THE PSCs ARE RELIABLE, CURRENT OR ERROR-FREE, MEET YOUR REQUIREMENTS, OR THAT DEFECTS IN THE PSCs WILL BE CORRECTED; AND (C) WE CANNOT AND DO NOT REPRESENT OR WARRANT THAT THE PSCs OR THE DELIVERY MECHANISM FOR PSCs ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS.

Some jurisdictions do not allow the exclusion of certain warranties or disclaimer of implied terms in contracts with consumers, so some or all of the exclusions of warranties and disclaimers in this section may not apply to you.

12. Limitation of Liability

(A) To the fullest extent permitted by applicable law: (i) in no event will the seller or any of the related persons of seller be liable for any indirect, special, incidental, consequential, or exemplary damages of any kind (including, but not limited to, where related to loss of revenue, income or profits, loss of use or data, or damages for business interruption) arising out of or in any way related to the sale or use of the PSCs or otherwise related to these terms, regardless of the form of action, whether based in contract, tort (including, but not limited to, simple negligence, whether active, passive or imputed), or any other legal or equitable theory (even if the party has been advised of the possibility of such damages and regardless of whether such damages were foreseeable); and (ii) in no event will the aggregate liability of the seller and their affiliates (jointly), whether in contract, warranty, tort (including negligence, whether active, passive or imputed), or other theory, arising out of or relating to these terms or the use of or inability to use the PSCs, exceed the amount you pay to us for the PSCs.

(B) The limitations set forth in section 12(a) will not limit or exclude liability for the gross negligence, fraud or intentional, willful or reckless misconduct of seller or company.

(C) Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages. Accordingly, some of the limitations of this section may not apply to you.

13. Release

To the fullest extent permitted by applicable law, you release the Seller and their respective affiliates from responsibility, liability, claims, demands and/or damages (actual and consequential) of every kind and nature, known and unknown (including, but not limited to, claims of negligence), arising out of or related to disputes between users and the acts or omissions of third parties.

14. Governing Law and Venue

These Terms will be governed by and construed and enforced in accordance with the laws of the United Kingdom, without regard to conflict of law rules or principles (whether of United Kingdom or any other jurisdiction) that would cause the application of the laws of any other jurisdiction. Any dispute between the Parties arising out of or relating to these Terms or its subject matter or formation (including non-contractual disputes of claims) will be resolved in a United Kingdom Court for the first instance.

15. Severability

If any term, clause or provision of these Terms is held unlawful, void or unenforceable, then that term, clause or provision will be severable from these Terms and will not affect the validity or enforceability of any remaining part of that term, clause or provision, or any other term, clause or provision of these Terms.

16. Miscellaneous

These Terms constitute the entire agreement between you and us relating to your purchase of PSC's from us. We may make changes to these Terms from time to time as reasonably required to comply with applicable law or regulation. If we make changes, we will post the amended Terms at www.powersnooker.com and update the "Last Updated" date below. The amended Terms will be effective immediately. We may assign our rights and obligations under these Terms. Our failure to exercise or enforce any right or provision of these Terms will not operate as a waiver of such right or provision. We will not be liable for any delay or failure to perform any obligation under these Terms where the delay or failure results from any cause beyond our reasonable control. Purchasing PSCs from us does not create any form of partnership, joint venture or any other similar relationship between you and us. Except as otherwise provided in herein, these Terms are intended solely for the benefit of you and us and are not intended to confer third-party beneficiary rights upon any other person or entity. You agree and acknowledge that all agreements, notices, disclosures, and other communications that we provide to you, including these Terms, will be provided in electronic form. The English language version of this Agreement shall be the controlling version. Any translations made of these Terms shall be for the purpose of convenience only and shall have no legal effect.

Exhibit A

Description of Company, Seller, PSC's and Power Snooker Group

1. Overview of Company and Affiliates

The seller (us, company, the company, seller) is Power Snooker Group Ltd trading as **Power Snooker Group**, a UK incorporated company under number 080071970 and is Registered Office is situated at Turnford Place, Unit B Ground Floor, Great Cambridge Road, Turnford, Hertfordshire EN10 6NH, United Kingdom. The Power Snooker Group is also the holding company of ten wholly owned subsidiaries. For detailed information, please visit www.powersnooker.com.

2. Overview of Management and ICO Team Members

For this information, please refer to website www.powersnooker.com as well as the ICO whitepaper.

3. Overview of Services related to Power Snooker Group

The Power Snooker Group is the owner of the Intellectual Property Rights of the Power Snooker sport as have been televised in November 2011 by London broadcaster ITV4 for the UK Championship. The Power Snooker Group will carry on with live televised events and National Championship with the intention of having its first World Cup in 2022 in either **London, Moscow, Mumbai** or **Beijing**. The Group has already release two games and is entering the club scene by creating the Power Snooker Clubs.

4. Overview of *PowerSnookerCoins*

The PSCs were developed through Waves Platform, which is compliant with the Ethereum protocol. The utility of the PSCs could be enhanced over time to the extent that more people join the Power Snooker Global ecosystem. The Power Snooker Group will not support or otherwise facilitate any secondary trading or external valuation of PSCs. The Seller will transfer a certain number of PSCs from the Seller's wallet to the purchasers' during the Sale Period, according to procedures set forth in Exhibit B below.

Exhibit B

PowerSnookerCoin Sale Procedures and Specifications

1. PSC Price

The price per PSC is £10 and you can pay in Bitcoin, Ether and Sterling. The Seller reserves the right to lower the price per PSCs, at its sole discretion, during the Sale Period.

2. Commencement, Duration and Completion of PSCs Sale

The Seller will conduct a sale, which will begin on 1st of February 2018 (the “**Launch Date**”) and will close on 30th of November 2018 (the “**Close Date**”) or earlier if its fully subscribed and this known as the **Sale Period**.

3. Procedures for Buying and Receiving PSCs

To purchase PSCs you must have a Waves wallet. This you will need to establish with Waves Platform. The Seller anticipates that delivery of PSCs to purchasers will occur within a few days from payment.

4. Applicable Exchange Rate

The PSCs purchaser during the Sale Period agrees that the exchange rate applicable is the rate obtained at CoinGecko (www.coingecko.com) at the precise time the Seller receives either Bitcoin, or Ether from you, at the Power Snooker group wallets/bank accounts.

5. Minimum/Maximum purchase

The Seller does not set a minimum or a maximum number of PSCs to purchase. The PSC issuance is locked right from the start at 12,000,000 PSCs of which 10,000,000 i.e. 83.33% will be available for sale. The seller for expenses and team remuneration and prices for the live events will retain the remaining 2,000,000 PSCs. All PSCs will be of equal functionality.

Exhibit C

Certain Risks Relating to Purchase, Sale and Use of PSC's

Important Note:

As noted elsewhere in these Terms, the PSCs are not being structured or be sold as securities or any other form of investment product. Accordingly, none of the information presented in this Exhibit C intended to form the basis for any investment decision, and no specific recommendations intended. The Seller expressly disclaims all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this Exhibit C, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting from such information.

By purchasing, holding and using PSCs, you expressly acknowledge and assume the following risks:

1. Risk of Losing Access to PSCs Due to Loss of Private Key(s)

A private key, or a combination of private keys, is necessary to control and dispose of PSCs stored in your digital wallet or vault. Accordingly, loss of requisite private key(s) associated with your digital wallet or vault-storing PSCs will result in loss of such PSCs. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet service you use, may be able to misappropriate your PSCs.

2. Risks Associated with the Ethereum Protocols

The PSCs developed through Waves Platform, which is compliant with the Ethereum protocols any hence any malfunction; breakdown or abandonment of the Ethereum protocols may have a material adverse effect on the PSCs. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to the PSCs by rendering ineffective the cryptographic consensus mechanism that underpins the respective protocols.

3. Risk of Hacking and Security Weaknesses

Hackers or other malicious groups or organizations may attempt to interfere with the PSCs in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, surfing and spoofing.

4. Risks Associated with Markets for PSCs

The proceeds from the sale of PSCs is intended to be used solely to expand the Power Snooker project and the Power Snooker Global ecosystem. The seller does not guarantee to support or otherwise facilitate any secondary trading or external valuation of PSCs. The PSC will be freely trading on Online Exchanges under the regulations relevant to each Online Exchange and after the sale period closes.

5. Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, PSCs are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer, such as the Deposit Insurance Corporation, or private insurance arranged by us, to offer recourse to you.

6. Risks Associated with Uncertain Regulations and Enforcement Actions

The regulatory status of the PSCs, sale of PSCs and distributed ledger technology is far from clear or settled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the PSCs. It is difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulations affecting distributed ledger technology and its applications. The Company may need to cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

7. Risks Arising from Taxation

The tax characterization of PSCs is uncertain. You must seek your own tax advice in connection with purchasing PSCs, which may result in adverse tax consequences to you, including withholding taxes, income taxes and tax reporting requirements.

8. Unanticipated Risks

In addition to the risks included in this Exhibit C, there are other risks associated with your purchase, holding and use of PSCs, including those that Power Snooker Group cannot anticipate. Such risks may further materialize as unanticipated variations or combinations of the risks discussed in this Exhibit C.

Purchase Application procedure

Step 1: Go to www.powersnooker.com, follow the link for the **Waves** platform and choose option **New Account** to create your **Waves** wallet.

Step 2: After you have completed step 1, you should return to www.powersnooker.com, and download the **Purchase Application Form**.

Step 3: Complete the **Purchase Application Form**.

Step 4: Once we approve your **Purchase Application Form**, we will transfer the purchased PSCs to your Waves Wallet.

For any help or assistance, please email us to: ico@powersnooker.com.

References:

[1] Clarke, G. (2008), A Billiards and Snooker Compendium, Paragon Publishing

[2] <http://www.investopedia.com/terms/b/blockchain.asp>

[3] <https://www.gov.uk/government/publications/distributed-ledger-technology-blackett-review>

[4] Nakamoto, S. (2008), Bitcoin: A peer-to-peer electronic cash system,
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