



FRIEND SOFTWARE CORPORATION AS
Friend Network & Friend Store

FRIEND STUDIOS AS
Liquid software

FRIEND SOFTWARE LABS AS
Your Cloud Computer

FRIEND SOFTMERGE AS
Connecting Everything

Friend Network AS Initial Contribution Offering (ICO)

About the Friend Network Token
January 2018



NOT FOR DISTRIBUTION

DISCLAIMER

This Information Pack ("Information Pack") is issued by Friend Software Corp ("FSC") on behalf of Friend Network AS ("FNAS") for information purposes only to a limited number of recipients who have expressed an interest in the Friend Whitepaper https://friendup.cloud/pdf/friend_whitepaper.pdf and the corresponding Initial Contribution Offering to be held by FNAS (the "CICO"). It has been compiled by the management of FNAS ("Management") with the assistance of FSC, but has not been independently verified by FSC. The sole purpose of this Information Pack is to assist the recipient in deciding whether to proceed with further analysis of the opportunity to carry out the CICO and it is not intended to replace all or any part of such analysis, nor is it intended to form the basis of any decision to carry out the CICO.

By accepting this Information Pack, the recipient acknowledges that it will be solely responsible for its own assessment of the market in which FNAS operates and the position of FNAS within that market and that it will conduct its own analysis and be solely responsible for forming its own view of the potential future performance of FNAS.

This Information Pack is released on a confidential basis which does not allow circulation to others without FSC's prior approval. The recipient understands that this strictly limits the use, circulation and copying of confidential information in relation to the CICO, including, without limitation, the information set out in this Information Pack. Accordingly, the recipient should remind itself of these terms before circulating or using this Information Pack. By accepting this Information Pack, the recipient has agreed, upon request, to return promptly to FSC all material received from FNAS, FSC or any of their respective directors, employees, agents or representatives relating to the CICO (including, but not limited to, this Information Pack) without retaining any copies.

The information contained in this Information Pack (which does not purport to be comprehensive) and the opinions expressed in it are strictly private and confidential and may not be published, reproduced, copied or disclosed (in whole or in part) to any person other than in accordance with the Confidentiality Undertaking.

Neither the issue of this Information Pack nor any part of its contents is to be taken as any form of commitment on the part of FNAS or any of its members, Management or FSC to proceed with the CICO or any other transaction and the right is reserved by FNAS, its members, Management and FSC without prior notice to amend the proposed timetable, to change the procedure, or to terminate the procedure at any stage and/or to terminate any subsequent discussions and negotiations with any prospective purchaser in relation to the CICO.

Neither the Management nor any other employee of FNAS or any of its members should be contacted directly by the recipient in relation to the CICO and/or this Information Pack without the prior written consent of FSC and any such unauthorised contact may result in the recipient being disqualified from being able to make an offer to carry out the CICO.

This Information Pack includes certain forward-looking statements, estimates and projections provided by FNAS with respect to the anticipated future performance of FNAS. Such forward looking statements, estimates and projections reflect various assumptions by FNAS concerning anticipated results, which assumptions may or may not prove to be correct. There can be no assurance that any forward-looking statements, estimates or projections will be realized. While the information provided in this Information Pack is believed to be accurate and reliable, neither FNAS and its members, directors and employees nor FSC and its directors and employees make any representations or warranties, express or implied, as to the accuracy or completeness of such information. Only those representations and warranties contained in a final Pre-Sale or ICO agreement in respect of the CICO will have any legal effect. Furnishing this Information Pack, FNAS, its members, Management and FSC reserve the right to amend or replace it at any time and undertake no obligation to provide the recipient with access to any additional information or to update the Information Pack or to correct any inaccuracies which may become apparent. Nothing contained within this Information Pack is or should be relied upon as a promise or representation as to the future. The estimated financial information was prepared expressly for use in this Information Pack and is based on the Management's analysis of information available at the time it was prepared. Prospective Contributors should conduct their own investigation and analysis of the business, data and assets described in this Information Pack. This Information Pack does not constitute an offer to sell or solicitation of an offer to buy any securities or any of the business or assets described. This Information Pack should not be considered as a recommendation by FNAS, its members, directors or employees or FSC or its directors or employees to participate in the CICO and recipients are recommended to seek their own financial and other professional advice in relation to the CICO. This Information Pack is for distribution only to persons who has a deep understanding of the functionality, usage, storage, transmission mechanisms and intricacies associated with cryptographic tokens, like bitcoin (BTC) and Ether (ETH), and blockchain-based software systems (all such persons being referred to as "Relevant Persons"). The opportunity to which this Information Pack relates is available only to Relevant Persons and this document must not be acted on or relied on by any persons who are not Relevant Persons. The full terms and conditions governing the CICO and any Pre Sale related to the CICO, will be duly communicated prior to any opportunity for making such contributions are provided. The content of this promotion has not been approved by an authorised person and such approval is deemed not to be required. The Information Pack is not being distributed to the public and has not been filed, registered or approved in any jurisdiction. The distribution of this Information Pack in jurisdictions other than Norway may be further restricted by law. Accordingly, recipients of this Information Pack outside of Norway should inform themselves about and observe any applicable legal requirements in their own jurisdiction and any such recipients hereby represent that they are able to receive this Information Pack without contravention of any unfulfilled registration requirements or other legal restrictions in the jurisdiction in which they are incorporated/reside (as applicable) and conduct business.

FNAS reserves the right to negotiate with one or more prospective parties at any time into a definitive agreement related to the Pre-Sale without prior notice to you or to other prospective parties. FNAS also reserves the right to terminate at any time, further participation in the due diligence and proposal processes by any party and to modify any procedures without assigning any reason therefore. FNAS intends to conduct its business in the ordinary manner during the evaluation; however, FNAS reserves the right to take any action, whether in or out of the ordinary course of business, which it deems necessary or prudent in the conduct of such business. The information provided in this Information Pack is as of the date hereof and subject to change.

IMPORTANT INFORMATION

Notice to the public by The European Securities and Markets Authority (ESMA)

<https://www.esma.europa.eu/press-news/esma-news/esma-highlights-ico-risks-investors-and-firms>

Notice to the public by Finanstilsynet, Norge

<https://www.finanstilsynet.no/markedsadvarsler/2017/initial-coin-offerings-icoer---advarsel-til-investorer-og-foretak/>

Friend Software Corporation is well aware of the risks related to ICO and are watchfully monitoring this dynamic and fast-paced environment

We are working prudently to ensure compliance with all rules and regulations at all times in all jurisdictions related to the ICO. We are working closely with EY and are in dialogue with related authorities as far as possible to ensure compliance. We use recognized suppliers in all critical aspects of execution of the ICO. All ICO and Pre - Sale contributors will have to accept the Terms and Conditions duly communicated herein.

TOKEN GENERATION EVENT SUMMARY

1. The TGE is planned to take place between the 19th of February and 9th of March 2018
2. The base exchange ratio is set at 20 000 FNT for each 1 ETH. Therefore 1 ETH = 20 000 FNT
3. A maximum number of 2 000 000 000 FNTs will be generated (if Max Cap is reached)
4. Early participants in the crowdfunding exchange will enjoy a premium of:
 - a) 20% bonus tokens during presale (up to 3 334 ETH and fiat equivalent)
 - b) 15% bonus tokens from 3 334 ETH to 25 000 ETH (ETH only)
 - c) 10% bonus tokens from 25 001 ETH to 50 000 ETH

For more details please refer to our whitepaper at
https://friendup.cloud/pdf/friend_whitepaper.pdf

DO WE NEED OUR OWN TOKEN?

Membership and “entry-key” to the Friend Network

As instrument for exchange of goods and service that enables “one-click” transactions using other tokens, Ether, Fiat or invoice

Peer-2-Peer (P2P) micro/nano transactions

Exchange with other tokens and Fiat when this functionality is ready

Users can run Friend Cores and earn FNT for their participation in handling service requests paid P2P

Non-blockchain-providers can distribute and sell their software and services on the Network and in the Store - **Friend Network AS will earn a commission for this**

IS THIS AN INVESTMENT?

The FNT is not a security or a share - rather, it is a right to a future service

As such, it is also an asset which can be exchanged to other currencies (ETH and Fiat)

The FNT will have “consensus voting power”

Friend Network AS owns 12% of tokens as “own voting capital” (“pseudo equity”)

The properties of the FNT is likely to evolve over time

More consensus “voting” of modifications to the smart contract expected (see Whitepaper”)

Contribution in the ICO is important to gain/retain influence and at the same time be able to participate in the value creation of the economy represented by the FNT (see rationale below).

EXCHANGE EQUATION AND QUANTITY THEORY

The equation of exchange is the relation where, for a given period, is: $MV = PQ$, where

M is the total nominal amount of money supply in circulation on average in an economy

V is the velocity of money, that is the average frequency with which a unit of money is spent

P is the price level and

Q is an index of real expenditures (on newly produced goods and services).

Thus PQ is the level of nominal expenditures. This equation is a rearrangement of the definition of velocity: $V = PQ / M$. As such, without the introduction of any assumptions, it is a tautology. The quantity theory of money adds assumptions about the money supply, the price level, and the effect of interest rates on velocity to create a theory about the causes of inflation and the effects of monetary policy.

In earlier analysis before the wide availability of the national income and product accounts, the equation of exchange was more frequently expressed in transactions form: $M \times V_t = PT$, where

V_t = is the transactions velocity of money, that is the average frequency across all transactions with which a unit of money is spent (including not just expenditures on newly produced goods and services, but also purchases of used goods, financial transactions involving money, etc.).

and T = an index of the real value of aggregate transactions.

For further reading and background, please see https://en.wikipedia.org/wiki/Equation_of_exchange

VALUE OF FNT OVER TIME

MV=PQ in the case of Friend Network Token:

M is fixed to a maximum of 2 000 000 000 FNT

Vt is expected to increase as activity increases in the Friend Network and Friend Store

Q Limited inflation given a fixed number of FNT tokens & *Fiat as the price anchor*

P Price of FNT

MV=PQ i.e. Vt ≈ P

**As no new FNT tokens will be issued
and the activity in the Friend Store and Friend Network increases,
the value of the FNT is expected to appreciate over time**

See also:

[http://www.econmentor.com/college-macro/associated-macroeconomic-topics/money/equation-of-exchange-mv=pq--quantity-theory-of-money/text/362.html#Equation of Exchange \(MV=PQ\) / Quantity Theory of Money](http://www.econmentor.com/college-macro/associated-macroeconomic-topics/money/equation-of-exchange-mv=pq--quantity-theory-of-money/text/362.html#Equation%20of%20Exchange%20(MV=PQ)%20/%20Quantity%20Theory%20of%20Money)

THE FRIEND NETWORK PROJECT

Friend Network AS will take on the Project if it is fully financed. The budget includes funds to buy software and resources from FSC as well as from a range of other suppliers in order to deliver the Project.

Friend Network AS needs to:

- i. Establish Friend Network and Friend Store
- ii. Carry out technical as well as financial (token-token) integration with our cooperation partners (Golem and others to follow)
- iii. Connect with a token-Fiat exchange for the Friend Account / wallet
- iv. Enable peer-2-peer (P2P) micro/nano transactions

A more detailed description of use of funds can be found in the Whitepaper

https://friendup.cloud/pdf/friend_whitepaper.pdf

Friend Network ICO on Ethereum

FriendUP

The first operating environment for blockchain and crypto currencies reducing complexity and increasing the use of decentralized and blockchain based technologies

Friend Network and Friend Store

The first market place connecting and combining the two technology "realms" - with mixed currencies

Our whitepaper

https://friendup.cloud/pdf/friend_whitepaper.pdf

Get 20% bonus tokens, please register for Pre-Sale here

<https://friendup.cloud/crowdfunding/>

4th of January 2018 –
presale opening Fiat

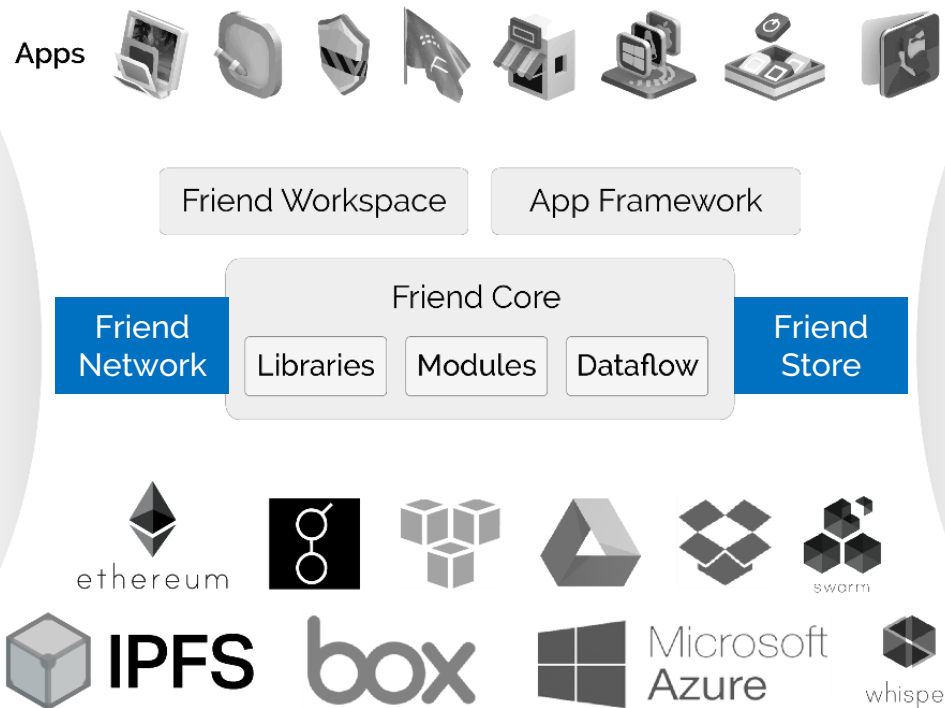
c.12th of January 2018 –
presale opening Ether

19th of February 2018 –
opening of ICO

9th of March 2018 –
closing of ICO

Access

Abstraction

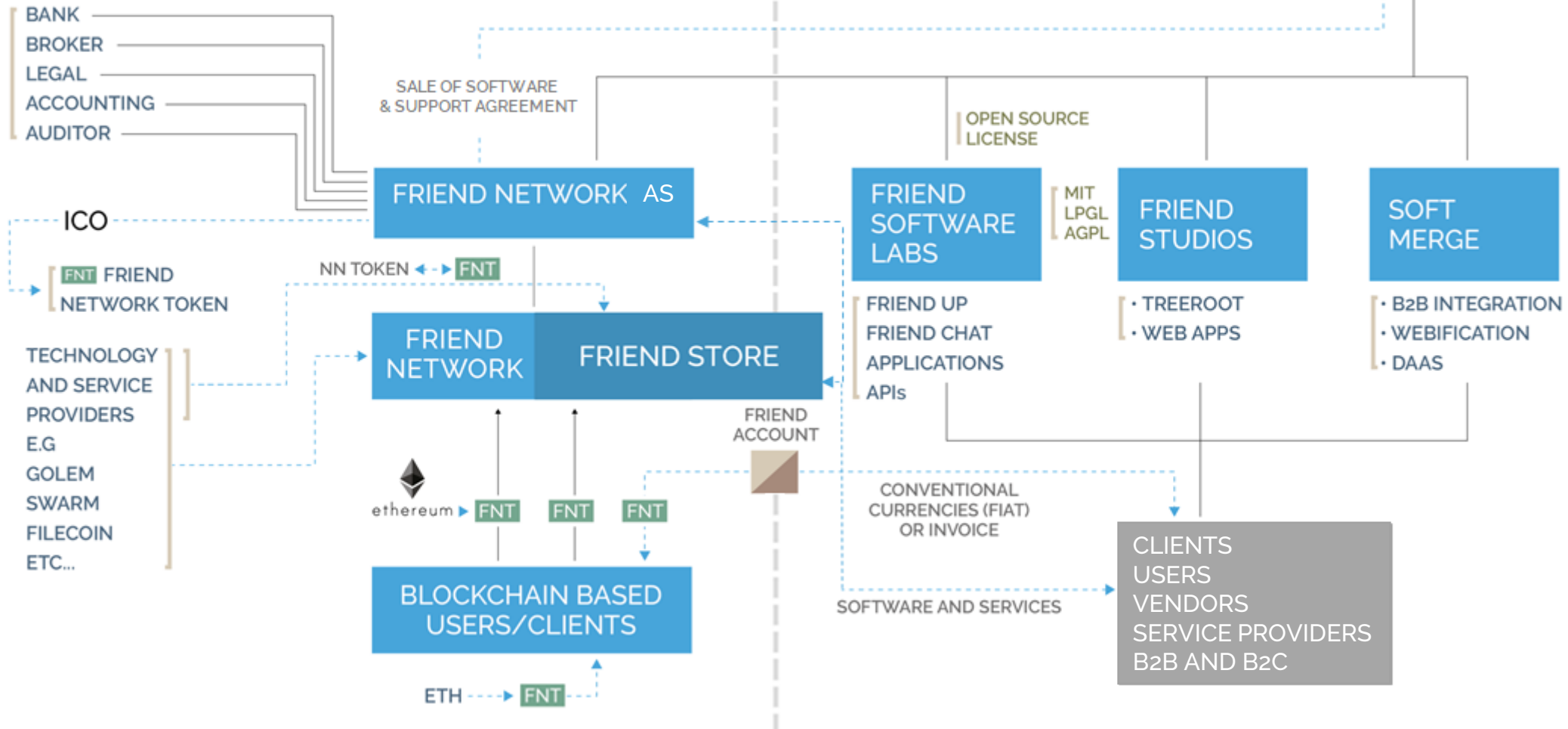


"A .NET or Azure toolbox and deployment infrastructure for Web 3.0".
Based on open source, decentralized, blockchain-enabled and secure

BLOCKCHAIN

NON BLOCKCHAIN

FSC
(NORWAY)



FRIEND NETWORK AND FRIEND STORE

First network and marketplace connecting the blockchain based / cryptocurrency decentralized technologies “realm” with the conventional Fiat* “realm” in a seamless and user-friendly way

Friend Store will be an alternative to the likes of other more known digital marketplaces, however our sellers fees will be substantially lower and we will accept ETH, Tokens, Fiat and invoice, making Friend Store a very compelling proposition.

Will accelerate the use of and transition to decentralized technology

https://friendup.cloud/pdf/friend_whitepaper.pdf

*Fiat is the common “crypto-slang” for all non-crypto-based currencies and equities

MULTIPLE REVENUE MODELS & SOURCES OF REVENUE

Staggering opportunity – bridging blockchain tech and conventional business

Initial focus Enterprise Integration

Integration and re-vitalization of enterprise and legacy software
Web-/cloudification
ASP enablement
Internet of Things
Workflow integration
All applications in one tab
Device and OS neutral
Mobile Enterprise
White label apps
First party apps

100b+ USD
market est.

Friend Network Friend Store

Apps, add-ons, API's, storage and CPU
Access to open source software
License revenues, cash flow, % of sale,
certification schemes,
foreign exchange, credit
BI and ads

6b+ USD
market est.

Developers

Cross platform computing
Create Apps and APIs
Create your own developer environment
Create/supply developer tools
Sell in the Friend Store

100b+ USD
market est.

When ready Consumer oriented

Sell games, integration apps and services
Dynamic workspace
Your cloud desktop everywhere
Run applications anywhere

300b+ USD
market est.

PRE-SALE

Why?

To ensure that contributors with genuine and deep interest in the Friend Unifying Platform, our Vision and Mission can get tokens via the ICO

What?

Participants will receive **20% additional tokens** on top of their contribution as a sign of our gratitude for their commitment to Friend

Size = up to 3 334 ETH /ca 3 mUSD

Registration is active for fiat. ETH Pre-Sale opening soon.

Contributors who wish to participate in the Pre-Sale can register at <https://friendup.cloud/crowdfunding/> and indicate their interest

LINKS TO OTHER RESOURCES

Our whitepaper

https://friendup.cloud/pdf/friend_whitepaper.pdf

Register for Pre-Sale here

<https://friendup.cloud/crowdfunding/>

The Golem and Friend partnership announcement

<https://friendup.cloud/friend-software-corporation-golem-project-partner/>

Ethereum for dummies

<https://seekingalpha.com/article/4126096-ethereum-2-cryptocurrency-like-currency-innovative-country?ifp=0>

General market and trade info - useful resource

<https://coinmarketcap.com/>