

REQUIREMENTS FOR ADVERTISING THE OPERATOR OF THE CRYPTO PLATFORM**1. REQUIREMENTS FOR ADVERTISING CONTENT**

1.1. In the process of providing clients with services for the purchase and sale of tokens, as well as the exchange of tokens of one type for tokens of another type, the Organization conducts an advertising campaign of its own activities as an operator of the crypto platform.

1.2. In accordance with the requirements of the legislation, when preparing advertising materials about the activities of the cryptoplatform operator for placement (distribution) on the territory of the Republic of Belarus, the Organization complies with the following requirements for the content of advertising:

- advertising must be clear, good faith, and non-misleading;
- The advertisement must contain a warning about the risks to which the persons who purchase tokens are exposed. The risk warning states:
 - o Tokens are not a means of payment and are not required to be accepted as a means of payment,
 - o tokens are not provided by the state;
 - o the purchase of tokens may lead to the complete loss of funds and other objects of civil rights transferred in exchange for tokens, including as a result of the volatility of the value of tokens, technical failures(errors), the commission of illegal actions, including theft;
- advertising containing an offer for the conclusion of a contract must include all the terms of the contract, as well as a description of the actions that lead to the acceptance of this offer;
- when tax benefits are mentioned in advertising, these benefits must be described in detail;
- if the advertisement contains indicators that have occurred in the past or that may occur in the future, then it is mandatory to explain the substance of these indicators and their probabilistic nature;
- the advertisement must disclose the source and form of remuneration paid to the advertiser, as well as to the person who directly delivers the advertisement to the consumers of such advertising, and to the person who is depicted in this advertisement (or in the case of the gratuitous nature of the relevant relationship, the absence of remuneration must be stated gratuitous nature of the relevant relationship, the absence of remuneration should be stated).

1.3. Advertising should not contain (in advertising, tokens should not be used):

- Promise or guarantee of the future effectiveness (profitability) of activities related to the use of tokens, or the tokens themselves. The use in advertising of information about the effectiveness (profitability) of activities related to the use of tokens, or the tokens themselves for the previous period, is allowed if the relevant data of accounting (financial) statements are available, the reliability of which is confirmed by an audit organization (an auditor operating as an individual entrepreneur);
- information about luxury items, bonuses and discounts;
- information about making transactions with tokens as a way to get rich easily;
- claims that making transactions with tokens is important for achieving public recognition, professional or personal success;
- images of minors
- statements that exaggerate the probability of generating income as a result of transactions with tokens or downplay the risk of complete loss (loss) of money and other objects of civil rights transferred to pay for tokens or in exchange for tokens;
- statements condemning non-participation in public relations related to the use of tokens.

1.4. If the method of placing (distributing) advertising (on the Internet, advertising on transport, outdoor advertising, etc.) does not allow you to specify all the required information, only a warning about the risk of losing all investments invested in tokens, with a link to the page of the Organization's website on the Internet, on which the information required for the indication is posted in full, is subject to indication.

2. THE ORDER OF PREPARATION AND METHODS OF ADVERTISING PLACEMENT

2.1. Deputy Director (for Cryptoplatfrom) The Organization appoints an employee responsible for conducting the advertising campaign (hereinafter referred to as the employee responsible for advertising).

2.2. The functional responsibilities of the employee responsible for advertising include:

- preparation of texts of advertising materials;
- preparation of proposals on options for the production and (or) placement (distribution) of advertising materials;
- coordination of the prepared materials with the legal adviser and the official responsible for compliance with the HTP regime;
- interaction with advertising producers and (or) advertising distributors on the production and (or) placement (distribution) of advertising materials;
- other tasks defined by official duties.

2.3. When approving the prepared advertising materials, it is mandatory to obtain written approval of the advertising text from the official responsible for compliance with the HTP regime, reflecting the opinion of this person about the possibility of placing (distributing) this advertising.

2.4. The materials agreed in accordance with the established procedure are submitted for consideration and approval to the Deputy Director (for the cryptoplatfrom).

2.5 Advertising about the activities of the cryptoplatfrom operator can be placed (distributed) in the following ways:

- on the Internet;
- in the media;
- on vehicles;
- using the means of outdoor advertising;
- in other ways that are not prohibited by law.