



# Why Buy BAO

## FOR BLOCKCHAIN

The more real-world applications blockchain and cryptocurrencies have, the broader the adoption. The broader the adoption, the more cryptocurrencies benefit. BAO may assist with this by bringing blockchain and cryptocurrencies to the mainstream via insurance.

## FOR INSURANCE

Insurance, like many mature industries, struggles to innovate and implement digital solutions. BAO aims to create the life insurance the digital generations deserve around blockchain and digital data analytics.

## FOR YOURSELF

As well as helping the world, you can help yourself:

## ICOS IN GENERAL

ICOs are a worldwide phenomenon.

- Academic studies show an approximate 800% return within 240 days for ICO purchasers (sampling the 4000 ICOs conducted in 2017)<sup>1</sup>.
- Bitcoin has increased in value at end of year numerous times in the last 8 years.
  - At the end of 2018 there are a number of factors that could lead to this again:
    - Historical precedent
    - Broader market awareness of Bitcoin
    - Financial instability in other markets/currencies
    - Custodial services for cryptocurrency becoming available for institutions such as holding banks
    - ETFs/ETNs either being listed on stock exchanges, or applying for listing
  - When Bitcoin goes up, other cryptocurrencies often follow.

## HOW TO PICK THE GOOD ICOS

- Do they have a big idea with huge potential?
  - The value of a token can be tied to the value of the associated business (eg Ethereum and ICOs/altcoins).
- Have they identified a strategy to achieving this potential?
- Do they have a team with the skills and experience to implement this strategy?

## WHY BAO IS AMONG THE BEST

- BAO's insurance business has massive potential.
- BAO has formulated a solid strategy for achieving this potential.
- BAO's team is strong across the board, with skills and experience in insurance, business and technology and the track record of having achieved ambitious goals in the past.
- BAO is taking the value of the BAOcoin from €0.06 EUR to €0.50 EUR prior to listing, and early purchasers may benefit from this value appreciation.
- Following listing BAO will continue to focus on rapidly progressing its platform and business and aims for the BAOcoin to be one of the top 10 cryptocurrencies.

## DISCLAIMER

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<sup>1</sup> Benedetti, Hugo; Kostovetsky, Leonard (Draft May 20th 2018). "Digital Tulips? Returns to Investors in Initial Coin Offerings". [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3182169](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3182169)