



Reinventing the PC Redefining Investing

Business Strategy Memorandum
Ockel Computers

**Attention! This investment falls outside AFM supervision.
No license and no prospectus required for this activity.**





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Legal Disclaimer

Confidentiality

Ockel Computers B.V. has compiled this document for the purpose of evaluating a possible financing, involving Ockel Computers BV, hereinafter called Ockel.

Acceptance of delivery of this document by a recipient constitutes acceptance of the terms and conditions set out in this disclaimer. The sole purpose of this document is to inform the recipient about the ideas Ockel has regarding an STO (Security Token Offering)

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The authorities impose strict requirements on the provision of financial instruments. Some of these requirements are based on European legislation and apply to all member states (regulations), while others have been translated into local legislation by the Dutch authorities (guidelines). We aim to make an accurate inventory of all requirements and comply fully with them.

Demarcation Business Strategy Memorandum

One decisive element in determining the applicable requirements is the difference between IPO (Initial Public Offering) and STO (Security Token Offering).

- In the case of an IPO, securities (shares, bonds) are publicly offered and/or traded on a regulated market. The Authority for the Financial Markets (AFM) requires companies to draw up a prospectus containing detailed information about the company and the financial instrument. This prospectus must be approved by the AFM and subsequently publicly presented for the IPO.
- When issuing electronic shares/tokens/coins (STO) the obligation to have an approved prospectus available only applies if the total value of the offer exceeds EUR 5 million (as of 1 October 2017). For an STO with a total value of less than EUR 5 million, the prospectus requirement is replaced by the exemption statement.





Summary

Ockel targets to issue an STO with a maximum value of EUR 2.5 MM. This offering size is smaller than EUR 5 million and hence falls under the exemption statement. However, Ockel Computers chooses to inform all participants as completely as possible. We hereby present to you this Business Strategy Memorandum, which contains all the information you need as an investor to form a sound opinion about the company's financial situation, outlook, technologies and valuation.

This Business Strategy Memorandum describes the duties and responsibilities of the director in relation to the information provided in this Business Strategy Memorandum. Disclaimer: It is the nature of a Business Strategy Memorandum that it contains some level of progressive insight and it does not promise nor guarantee to contain all the information. Prospective investors are reminded that the actual performance realized will depend on numerous factors and circumstances.

Ockel has taken all reasonable care to ensure that this Business Strategy Memorandum is not only fair, clear and not misleading, but also that the statements of opinion or belief contained in this document regarding future events constitute its own assessment and interpretation of information available to it at the date of issue of this document. We have also taken care that no representation is made that such statements are correct or that the objectives of Ockel will be achieved.

Additionally, some information contained in this document has been obtained from published sources prepared by other parties, and no responsibility is assumed for the accuracy or completeness of such information. Information in this Business Strategy Memorandum has been prepared to assist relevant persons in making their own evaluations, and it does not purport to contain all the information that investors or potential investors who are considering making an investment may need or desire. In all cases, relevant persons should conduct their own investigation and analysis of the data in the presentation.





Preface



Tim Rogier Haaksma
founder of Ockel

For the past 15 years, my main internal driver has been a desire to innovate. Meaningful innovation is hard, but innovation is always the way forward. Innovation is so important, yet so broad in its definition that I decided to study it to better comprehend and appreciate its intricacies, first in theory through a Master of Technology & Innovation, and later in practice as an entrepreneur.

Managing (technological) innovation is all about exploration of the new, while exploiting the existing. In the end, innovation is as much about incremental improvements as the radically new stuff. Larger companies tend to be better at the exploitation of existing products. Start-ups have more agility, freedom to think and make mistakes, learn, and adjust. They are better organized for disruption, but they often struggle with scaling to optimally monetize their innovations. In the end, innovation is about managing a dynamic balance between exploration and exploitation in your product development process (R&D). With the learnings from the past decade, I feel we have proven that we can both radically explore new product innovations (Ockel) as well leveraging on the existing (the scale up with my other company Avanca). The outcome of radical product innovation is a creation where beautiful design and new functionality are combined, and where an organization can build on and sustainably prosper.

Going public with blockchain

With the help of others, a long-felt, internal desire is finally being answered: the ability to finance my company and gear it up for its next phase while at the same time keeping enough autonomy to stay radical. That is true innovation in financing for me! I am convinced we are creating a path not just for ourselves, but for many others to follow. Being able to sell a true and honest “piece of the pie” digitally, is the future. As everything we see around us is created or owned by companies, companies typically represent a lot of value, but at the same time this value is typically illiquid. With the tokenization of company shares, this company value can now be made liquid. Moreover, for the first time, smaller companies can now activate the crowd, rather than exclusively rely on one or more bigger shareholders. Blockchain technology has a lot to offer to the world, and I believe that tokenization with a true underlying value will change the equity financing world radically.





What We Have Learned in the Past Decade

Forward is the only way to go

The ability to innovate, either at a product or operational level, is the ultimate reason for existence. If an organization does not innovate, its energy and value diminishes. Environments by their very nature experience change. Regardless of whether an organization is a start-up or an industry giant, it better be ready to adapt.

Hardware is hard

The Ockel team has a passion for creating innovative products, but also innovative organizational structures required to create a solid, sustainable company. While building a successful product is an entirely different challenge than building a successful company, we are successful at both.

Innovation is not about making sales

We know that innovation does not automatically mean sales. The kind of true innovation we are creating at Ockel means creating long-term value.

Building a brand is telling a powerful story

We believe the Ockel story resonates with our customers because it is sincere and reflects our innovative success. Sales are not our highest priority, but rather the logical result of being purposeful and diligent in what we do. For us, our drive is to create and market exciting PC innovations. We cherish our freedom to innovate and grow community support.

Ockel is a crowd-inspired company

With our strong brand and well-thought-out products in terms of innovative function and design, we have received overwhelming online interaction and growing popularity. We have continuously listened to what the crowd has to say, and we incorporate their feedback into our product design and development process. Our product innovations came to life with the help of product crowdfunding campaigns on Indiegogo & Kickstarter. The crowd has played a major role in our success. It is therefore only logical to now involve the crowd in the financing and ownership of the company.



Ockel History, Vision and Values

Founder of Ockel and visionary entrepreneur Tim Haaksma's passion for innovation goes back to his first studies. Attaining a bachelor's degree in Business Administration and an MSc in Management of Technology and Innovation, he began his career at Philips as a Business Excellence manager of the Business Unit Lighting Components. Driven to combine innovation, business strategy and entrepreneurship, Tim left Philips after nearly five years to build his own company and bring his own innovations to life.

In 2008 the world economy took a severe beating in the midst of the cascading financial crisis. Observing the struggle traditional retailers and manufacturers were experiencing in this new reality, Tim saw a massive opportunity. As the market further evolved from bricks to clicks, he started Avanca International and focused on building a business model that could hold in this new and changing market environment. With a strong, vertically integrated and vendor-driven approach, Avanca promoted and shipped its developed or sourced products to large global audiences directly. As the business set up progressed, Avanca could capitalize upon the success of another new start-up: Groupon. Groupon's plan to change how people buy and vendors sell their goods perfectly fit with Avanca's supply chain vision. Tim built his business operations around those specific demands, and it didn't take long before players like eBay and One Day Fly entered this new e-commerce marketplace, and for Avanca to successfully build strong partnerships with them.

In the exciting years that followed, Avanca built an assortment of over one-thousand mobile lifestyle products and accessories. The team's utilization of innovative marketplaces to garner cost-effective product-reach proved to be the kind of innovative disruption Tim had envisioned. With Avanca's innovative operations and product development process came valuable lessons in supply chain management, teaching Tim how to spot market trends, create great products, and draw in his target market through the web. Most importantly, it taught him how to develop and run a company for growth, leading Avanca to become an inspiring, award-winning organisation.

Avanca recognized through several awards

The team's accomplishments didn't go unnoticed, and with a growth of 5050% within three years, Avanca International was named the fastest growing hardware company in the EMEA - region in 2015. Avanca won the European Business awards – National Champion (0-25 million EUR) and the Ruban d'Honneur in both 2016 and 2017, and it was listed in the FT1000 of the Financial Times in 2017. Avanca was also awarded a FD Gazellen award in 2015, 2016 and 2017.



The core success of Avanca was exploring the world today and discovering the stars of tomorrow. In other words, identifying technology and product trends and then market them in the right way. This became a scalable activity through an increased product supply, reaching customers in more countries, and doing it through more sales channels.

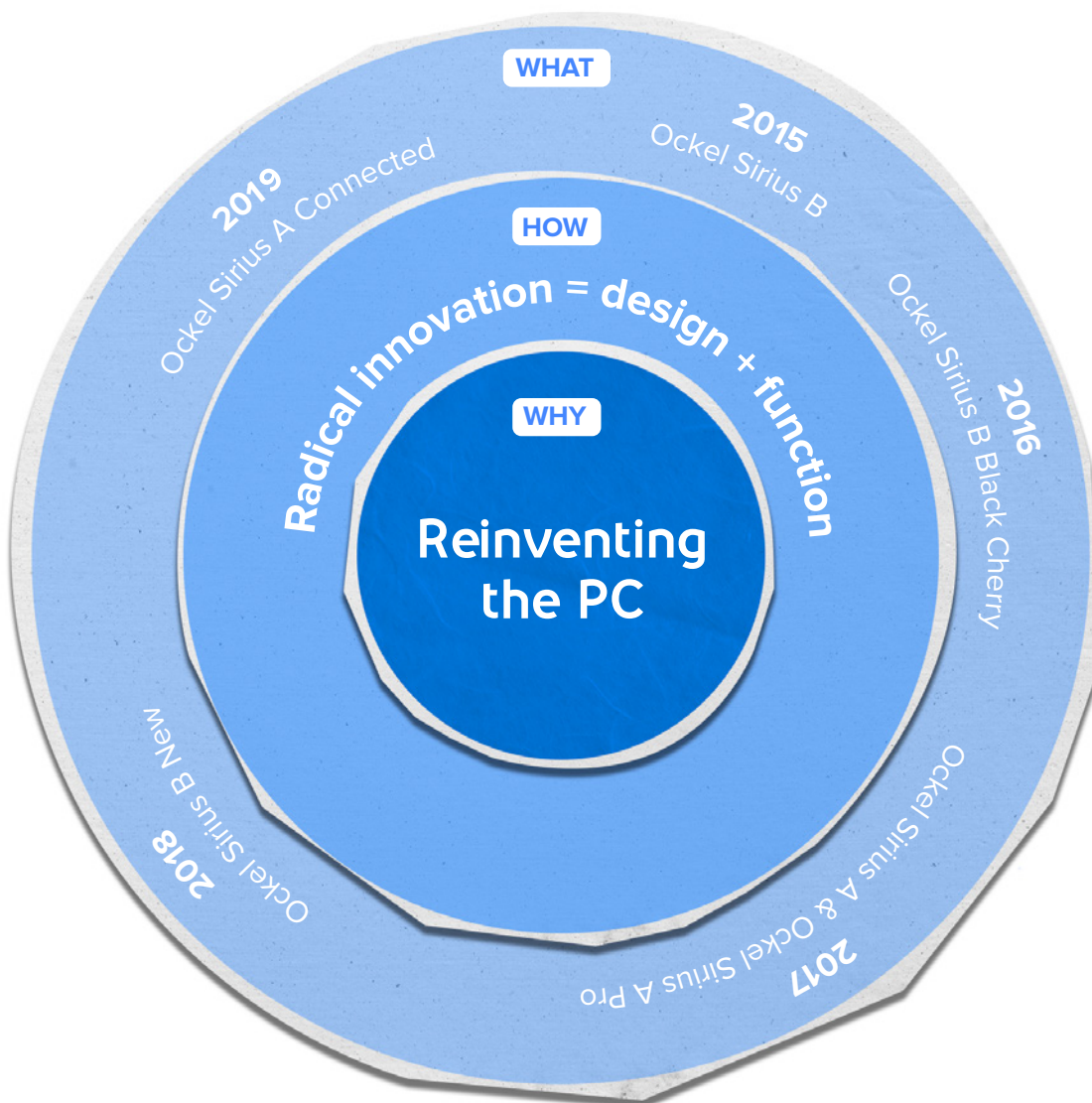
Although Avanca had more limited resources and capabilities back then, innovation has always been part of its backbone. Just as with Ockel the core of trendspotting during the Avanca era was design & function = innovation.



Ockel is the next level

Learning from our successes at Avanca, we are taking it to the next level with Ockel by creating true innovation ourselves. Ockel's founder took the company's profits and put them to work by building and investing in innovation competencies. Over eleven years, we've acquired the skills and resources needed to bring Ockel's exciting projects to life. That kind of innovation – the foundation of our company – is not about making a simple buck or a quick sale.

We are driven to challenge the status quo of the computer industry by reinventing the PC through radical innovation, and we are going to do that by building a sustainable company that is driven by the needs and desires of the crowd. Ockel caters to one of the hottest trends in today's business landscape: the mobile and digital lifestyle. As the world becomes smarter, the demand for devices with super computing power that fit in our pockets has grown. We develop high-quality, beautifully-designed ultra-mobile personal computers that are revolutionizing the way people work and live. This visual outlines our purpose, our mission and the products we have brought and will bring to the market.





Ockel is crowd inspired and powered

Ockel is truly a crowd-inspired company. The innovative character and properties of our products, as well as our powerful brand story, have given us outstanding online reception and growing popularity. We continuously listen to what the crowd has to say, and we incorporate their feedback into our product design & development process. Our product innovations came to life with the help of crowdfunding campaigns, helping us raise 2 million USD so far. The crowd also helped us improve our concepts and ideas about new products. Because Ockel is so crowd-driven and crowd-funded, it is only logical to involve the crowd in this round of financing.

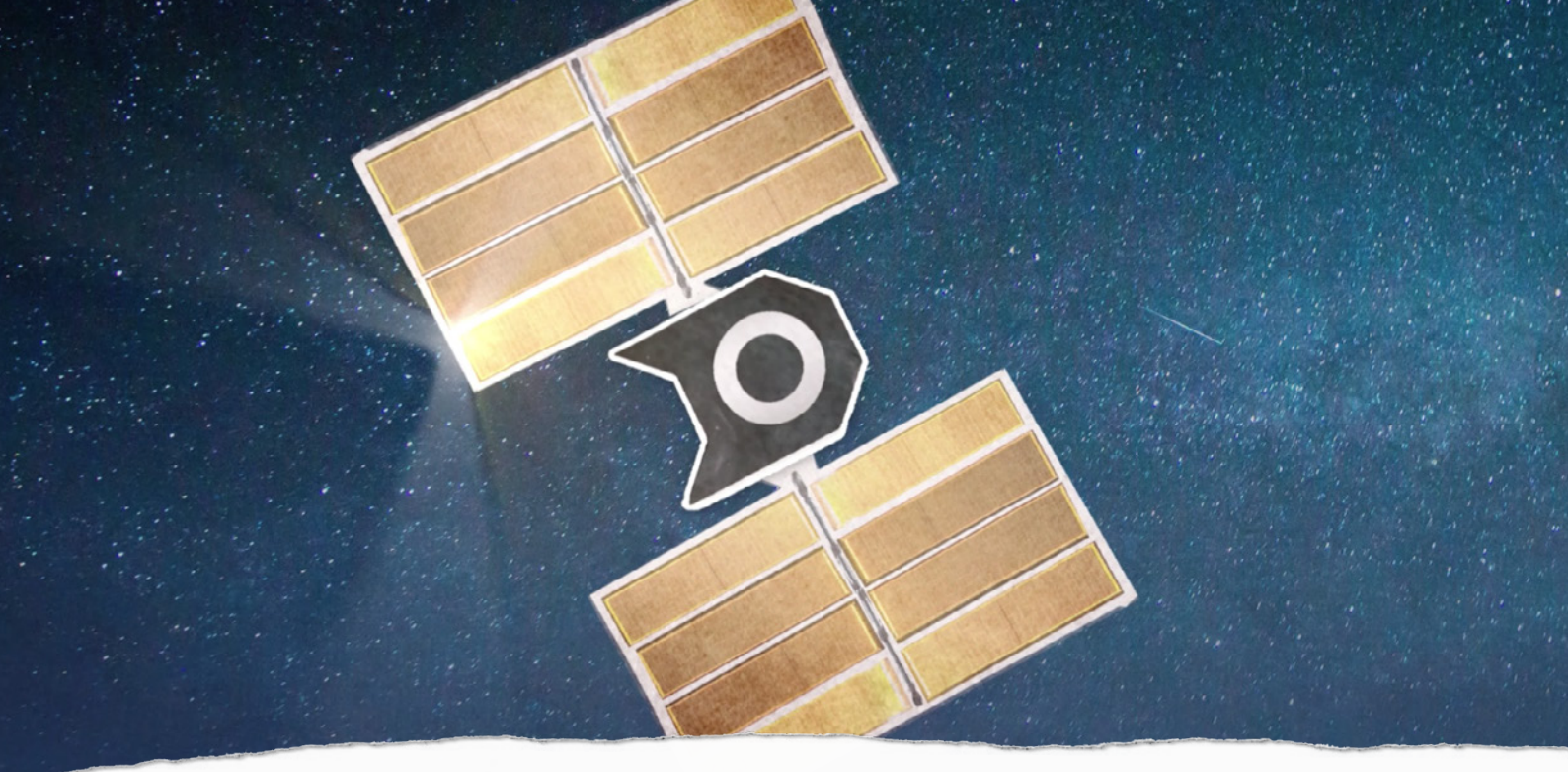
Our ability to be autonomous while taking on board crowd feedback drives our innovation strategy. It is essential that we can self-direct our vision to creative and strategic success, and to navigate freely without the heavy influence that comes from bank financing or venture capitalist, while at the same time incorporating all the knowledge a crowd brings.



Ockel has already been recognized through several awards

Following in the multiple award-winning path of Avanca, Ockel has already been awarded several tech and design awards. Ockel was the honoree for the 2018 CES Innovations Awards and the Red Dot Design Award, one of the most prestigious awards for design. We are also proud of the Tech Awards Hotlist award for “Eye-catching product of IFA”, Distree EMEA’s Fresh Award, Eindhoven Dutch Design Week’s “Great Industrial Design” award. We have most recently been nominated for the German Design Award for excellent product design, and nominated in the Computable Awards 2019 in the category of Dutch startup of the year.





Ockel cares about sustainability

The world is transitioning to cleaner power sources and sustainable production and consumption methods. We explore the new possibilities that come with this development in our product designs. A good example is our implementation of innovative sustainable technology like heatsinks. This specific technology involves the achievement of a subtle balance between a superior thermal design, minimum material consumption, and minimum pumping power resulting in energy optimization.

We also champion contributions made by the Happy Energy Foundation. This is an initiative by the first Dutch astronaut, Wubbo Ockels, and his widow, Joos. Happy Energy wants to contribute to a positive and sustainable society by the promoting and spreading of ideas, information and products in which sustainability is being researched and expressed. Read more about this beautiful initiative on www.happyenergy.com.

Where Ockel is now

We are now moving from a thriving start-up to a sustainable scale-up. The future is bright, and we have strategically planned our path to expand. Apart from several new exciting innovative products to be launched in 2019, we also aim to add new distribution partners ready to take us to the next level, helping us build sales and intensify market activities.



2015

Ockel is founded because we believe we can make a difference in the computer industry.

We partner up with **Microsoft and Intel** to take our product development to the next

We present our first product: the Sirius B. At the IFA we also meet IndieGoGo, who advise us to start a crowdfunding campaign for the Sirius B

Our Sirius B crowdfunding campaign is quite a success: **100% of the needed funds are raised in only one day!**

On popular demand we add a new perk to our crowdfunding campaign: the even more powerful **Sirius B Black Cherry**.

2016

We start shipping out the first Sirius B's to our backers.

It's moving time: we've outgrown our old office and warehouse in Nootdorp, and are moving to a new one in The Hague!

Amazing! Our Sirius B crowdfunding campaign has raised **\$400.000**

"Eye-catching product of IFA 2016"

At IFA 2016, we present the first mock-up of our newest product: the Sirius A. This new take on pocket-sized PC's doesn't go unnoticed, and we receive a **Tech Awards Hotlist** award for "Eye-catching product of IFA 2016".

Upon finishing the first prototype of our new product, the **Sirius A**, we prepare the launch of a brand new crowdfunding campaign. This pocket PC with integrated touchscreen is a huge hit: we reach our **\$100.000** funding goal within a day!

Our first backer survey has shown a massive demand for three extra features: 8GB RAM, 128GB eMMC storage and Windows 10 Pro. We've reviewed all options to integrate these components in the Sirius A and manage to find a way to implement the most requested features into the **Ockel Sirius A Pro**.

We start shipping out the first Sirius B **Black Cherry** computers to our backers.

2017

1 million dollars raised!

We kicked off **CES 2017** at the Showstoppers event. It was an amazing experience and we've introduced press from all over the world to the Ockel Sirius A, Sirius B Black Cherry and Sirius B.

We've raised a total of **one million dollars** with our crowdfunding campaigns. We're very grateful to everybody who has supported us so far!

Our founder and CEO, Tim, has been nominated for the award **'Entrepreneur of the year 2017'** for the category "Hardware Industry" in Western Europe.

Entrepreneur Of The Year

Upon attending the Distree EMEA, we receive the joyous news that we've won the **Distree Fresh Award**.

Only a short while in our crowdfunding campaign for the **Sirius A**, we've reached an awesome milestone: **500.000 dollar** has been raised for the production of our newest pocket PC!

When you create awesome products, you need a website to match. We've been working hard on creating a **new website**, and we're pretty pleased with the final result.

New egg partnership with Ockel

It's time for our **third IFA attendance**. This year, our visitors can experience the Sirius A for themselves, as we show off several near-final working prototypes of the Sirius A.

With our HQ already located in the **ADO Den Haag** football stadium, it's only logical that we show our support for the football team. With the start of the 2017/2018 football season, we're proud to announce that we're **shirt sponsor** for the first team!

dutch design week eindhoven

This year we have the great honour of attending the **Dutch Design Week** with the Sirius A. To make things even better, we win the **GIO Award!** GIO stands for "Goed Industrieel Ontwerp", which translates to **'Great Industrial Design'**.

The Sirius A is selected as a **CES 2018 Innovation Awards HONOREE** in the Computer Hardware and Components product category.

2018

As part of the Computable Future Lab, we're attending the **Info Security exhibition in Brussels**. The interest in our products has been overwhelming and we were definitely the "showstopper" of the event!

It's time for another trip to Las Vegas for **CES 2018!** We've had a blast and have met great people, including backers, distributors, retailers and Ockel enthusiasts. We even had Royal Highness prins Constantijn der Nederlanden visit our stand!

After months of testing and a huge quality control operation, where each and every device has been checked, we are ready to **ship out the first batch of Sirius A pocket PC's**.

900k dollars raised for Sirius A!

The **Sirius A** crowdfunding campaign has reached another milestone: **\$900.000** has been raised to date. On to 1 million!

red dot award 2018 winner

Together with our Dutch PR-partner **Reshift**, we've organized an **'Ockel Experience Day'** in our HQ.

We're finally allowed to spread the word: the **Ockel Sirius A has won the Red Dot Design Award 2018!** The Red Dot award is one of the most prestigious awards to win for product designs. Let's hope this is the first Red Dot of many more to come!

BCC

We are proud to officially launch the Sirius A and Sirius A Pro in the Netherlands, by partnering up with the large Dutch electronics retailer **BCC**, which is part of the Groupe Fnac Darty.

COPACO

Distribution Partnership **COPACO**

GERMAN DESIGN AWARD NOMINEE 2019

The Sirius A has been nominated for the **German Design Award 2019** for Excellent Product Design. The attention of the jury was attracted by the extraordinary look and feel of the Sirius A.

Top 10 finalist! COMPUTABLE AWARDS 2018

We are nominated for the **Computable Awards 2018** in the category Dutch Startup of the year! The award will be granted to a startup that stood out in the past year.

open house

At **Target Open House** our products are previewed and reviewed by thousands of visitors each week giving Ockel real-world

Rakuten

Rakuten is the largest e-commerce site in Japan and among the world's largest by sales.

Behind the scenes we've been working on the worldwide launch of the Sirius A and Sirius A Pro. After months of web development and testing we launch the **Ockel Online Store**.

New Sirius B

amazon

Amazon Launchpad is the venture funding program from the online retail giant Amazon, which seeks out startups with unique and cutting-edge products and provides funding and distribution

2019

verizon

Distribution partnership with **Verizon**.

New Sirius A

Partners and Distributors

Through our tech-partnerships with Microsoft, Intel and others, we are bringing true technological innovation to market. And as the demand for our products increases, we are meeting these new demands by distributing through online market places like Indiegogo, Newegg and Amazon, along with our own Ockel web site. We tested the opportunity in a more traditional approach with distributors and retailers in the Benelux region, and we have received traction in both groups, proving we are following a successful path.



Our tech-partnerships with Microsoft and Intel

Our partnership with Microsoft gives us support and knowledge around software development, licensing or any other question related to Windows 10. Microsoft has also supported us with marketing initiatives and gave us an initial entry to the development ecosystem and channels of PC builders. At the same time, our partner Intel has committed significant technical resources to help us stabilize the development of the complex PCBA (printed circuit board assembly) solution around their chipset. Intel has also contributed to Ockel's promotion with marketing incentives.



Our distribution partners

Copaco does not only pick, package and ship, but they also have a broad experience in services in the field of servers, storage, mobility and logistic fulfillment. This makes them a great partner for Ockel. Their market reach is focused around the Benelux region and in this market, they cater to all the players, whether towards consumer retail or demand coming from a business-to-business environment. Other distribution partnerships include Target Open House, where our products are previewed and reviewed by thousands of visitors each week giving Ockel real-world feedback. We also partner with Rakuten and Amazon Launchpad, which both serve the Japanese market. Amazon Launchpad is the venture funding program from the online retail giant Amazon, which seeks out startups with unique and cutting-edge products and provides funding and distribution assistance. Rakuten is the largest e-commerce site in Japan and among the world's largest by sales.



Our development partner

We are proud to be a new member of the Verizon Innovation Program. This program works with companies of all sizes to bring their nontraditional connected solutions to market.



Ockel Team and Advisory Board

The Ockel team

Radical innovation is not a goal, but the result of how we work together. Creativity is about coming up with the big idea. Innovation is about executing that idea. Our team is made up of business visionaries, geeks, marketers and design wizards. Everyday they demonstrate their ability to apply the knowledge, skills, competence, attitude and aptitude in turning our company's vision into a reality.



Tim Haaksma
Founder & Owner

Tim is passionate about building bridges between innovations and consumers, developing ground-breaking products that capture the heart of the hardware market.



Hans Bruin
Chief Finance Officer

Apart from bringing his decades of International experience in finance and strategy, he also brings a smile and listening ear.



Suat Adiguzel
Financial Data Analyst

Suat is always on the lookout for optimization, with his critical thinking and problem-solving skills. His high attention to detail improves our financial data processes



Jesper Baumgarten
Sales & Product Manager

The man who walks and talks the Ockel brand. Jesper is the linchpin between market feedback, product development and customer service from the very start of Ockel.



Douwe de Gier
Product Specialist

He knows every detail of the Ockel devices. When reaching out to us, you'll most likely come in contact with Douwe.



Jan Paul Hagg
Product Engineer

With a pencil, a creative mind and a master's degree from the Technical University, Delft, Jan Paul designs everything you see (and don't see) of your Ockel device.



Liao Chen
Technical Developer

Liao oversees the technical software development, working closely with our technical partners.



Laut Rosenbaum
Creative Strategist

When we have a real challenge on our hands, Laut is involved. Talking about building bridges, he builds the whole foundation from scratch using paper, markers and lots of inspiration.



Frank van der Hak
Senior Designer

With tons of energy, Frank is involved in every creative aspect concerning Ockel. He accepts every challenge with optimism and awesome design skills.





Sjoerd de Ridder

Creative Designer

Sjoerd has an amazing design skillset we use for our Ockel packaging, imaging, video and photography content.



Nadine Rucht

Senior Brand Marketeer

Nadine loves connecting all the dots in almost every project. Challenges, brainstorming and getting things done creates a big smile on her face and gives her creative mind some peace.



Co van der Hoek

Marketing Director

We are glad Co swapped his cappuccino from Naples temporarily for his espresso in The Hague. Lucky for us, we can also make use of his years of knowledge and experience in media and public relations.



Steven Sariman

Online Marketeer

Steven is our upcoming Online Marketing Specialist. Search Engine Advertising, SEO, A/B tests and more – you name it, he does it.



Tina Gogua

Advertising Marketeer

Driven by online conversion and over 10 years of experience at leading companies such as Google and Facebook, Tina is a fantastic asset for our online marketing strategy.



Hiromi Morisaki

Online Marketeer

From market research to creating content and assisting in sales, Hiromi focuses on the Japanese market. She is up for any challenge, proven by the fact that she's taken up learning Dutch.



Marie-Louise Hilgers

PR & Brand Marketeer

Responsible for every utterance about Ockel Computers. Connecting influencers with our brand and products and organizing everything around events.



The Ockel advisory board

The Ockel team is supported by a large network of talented people. It's impossible to mention all of them, but we want to at least recognize a few.

Chiel Ruiters

Financial Advisor

Chiel built his career in the Goldman Sachs' investment banking department in London, South Africa & Saudi Arabia. He subsequently led Credit Suisse's, BNP Paribas' and UBS' investment banking operations in the Netherlands. Although M&A was his main focus he facilitated numerous large-scale IPO's across the globe. Chiel has been instrumental in guiding Tim/Ockel towards this novel (STO) approach to financing the future of Ockel.

Paul Pardon

Advisor

Paul built Laser Computers Europe, from the early days of computing (early 80's) to a company with a turnover magnitude of near half a billion Euro at its peak. Laser Computers was among the top brands in Western Europe for over a decade. After he sold his company, Paul became a shareholder and board member at V-Tech, still a publicly listed company in Hong Kong.

Patrick Verwijmeren

Special Advisor

Prof. dr. Patrick Verwijmeren is a professor of Corporate Finance at the Erasmus School of Economics (Erasmus University, Rotterdam). Patrick specializes in corporate governance, and capital structure.

Ming Hou Chen

Technical Advisor

Ming Hou Chen is an ingenious multi talent who owns multiple patents. He has a background as instrument maker, glass blower and artist. His technical knowledge and 40 years in the workshop allow us to prototype the most extreme ideas.





Ockel Products

Overview

In 2015, we launched our first product to the crowd – Sirius B – and achieved 100% funding within 24 hours. Since then, we have designed and developed three fully functional, pocket-sized Windows 10 computers. These products are known in the industry as ‘ultra-mobile personal computers’, or UMPCs. The UMPC is larger than a personal digital assistant (PDA) but smaller than a laptop, making it an incredibly handy device that possesses the same high quality as a desktop operating system. Software from Microsoft and Intel technology provides our ultra mini PC’s with excellent performance capacity. The Sirius product lines are designed and further developed in The Netherlands. The compact, unique housing of the Ockel Sirius B computers is not only beautifully designed, but also functional. The computer does not need a fan to cool, unlike many of competitors’ computers. Because of the passive cooling, Ockel’s computers are therefore quiet and energy efficient.





Ockel's UMPC products are poised to lead a market revival

In the PC industry estimated at 60 billion USD revenue per year, we believe that Ockel is at the crossroad where mobile computing solutions are converging with the more traditional personal computer. Desktop PCs are rapidly declining as mobile computing solutions are literally on the move and continuing to pick up speed.

In the early 2000s, it was a very different landscape. Microsoft and Intel had just launched the UMPC concept called Origami in 2006, Sony was on a path, but with the launch of the very first Apple iPhone in 2007 along with the rise of the touch screen in general, the entire market environment drastically changed. UMPCs virtually disappeared from the market.

With the rise of the iPhone and the iPad and the touch-screen in general, came an industry focus on tablets and portable devices with mobile operating systems. This turned out to be a great solution for many. However, those mobile operating systems (whether Android, iOS or Windows Mobile) are inferior when compared to the real PC operating system. This is where Ockel sees its sweet spot, and the UMPC is making a comeback. As the iPhone brought the rise of the mobile lifestyle, evolving the way we live and work, we now see a demand for true mobile working solutions that require the high-quality functionality of the UMPC. The market for the UMPC is reviving itself, and the demand for fully-functioning operating systems in a handy, ultra-mini device is again on the rise.

Our competition

Most players are focusing on cost leadership, and while some (such as GPD) have shamelessly copied ideas and reasoning of Ockel, we still welcome their efforts. We don't fear our competition, but rather welcome it. Besides that, most of our competitors have chosen different angles, whether it's in design or function or both. We believe that our true inspiration is not withheld by them and that the crowd can recognize that. We are protecting our intellectual property and already are recognized by the market as original thought and design leaders. We know that competition drives innovation, and as other market players improve their propositions, it will ultimately lead to better solutions for the market.

Product positioning

Ockel positions itself at the high end of the spectrum, where new function and astonishing design are integrated into exciting and innovative new solutions. Copy cats and existing price fighters are only proof that the market is aching for true mobile PC solutions, and that our pursuit for true innovation is and will remain justifiable. We want to capture a growing market share in the high-growth segment of ultra-portable PC solutions and drive innovation in that area. Past experiences have taught us valuable lessons and gave us access to global resources and a network that gives us an advantage over the competition.





Sirius A (pro)

The Ockel Sirius A is small enough to fit in the palm of your hand, but just as powerful as a desktop PC. This unique ultra small machine is equipped with a full Windows 10 Home or Pro version, powerful hardware components, loads of connectivity, a 6-inch touchscreen and battery.



Sirius B Black Cherry

A little device as small as an external hard drive or a smartphone, but with the same power as a desktop PC. Use it at home, at the office or in a hotel room, all you need is an HDMI screen and a mouse or keyboard.



Sirius B

The Ockel Sirius B is the entry level pocket PC for business owners, travelers, students and Netflix lovers.

[Click here for our complete hard spec sheet.](#)



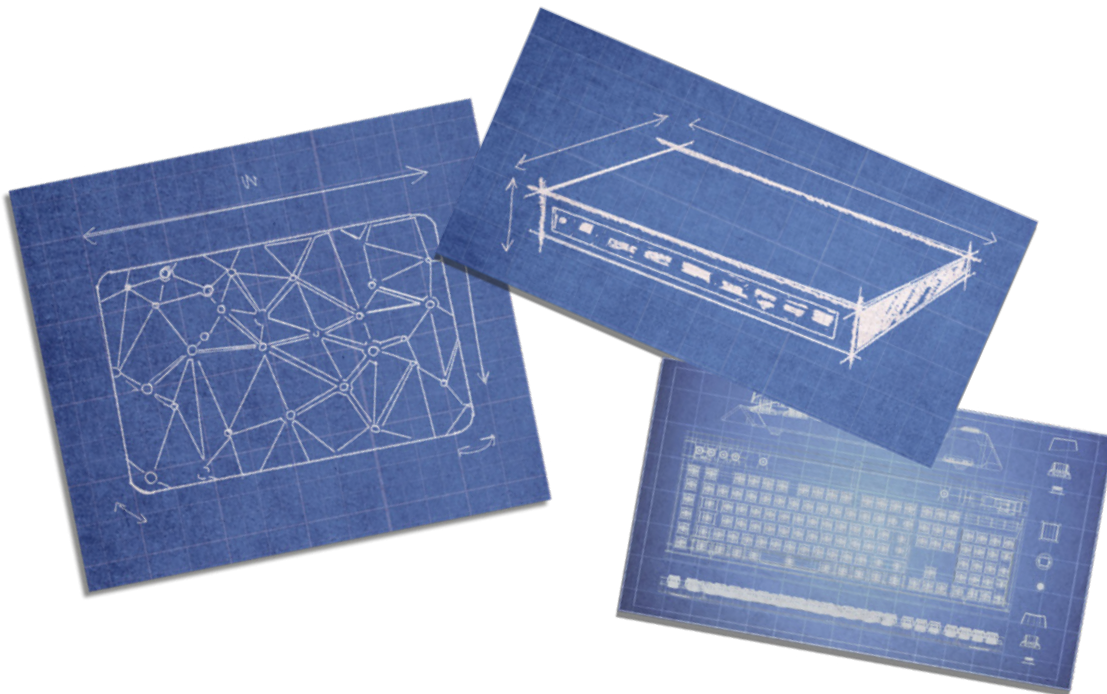
Price point

With price points that vary between €225 and €799, we have a line of products suitable for different kinds of customers. From affordable entry-level model for the light user to the business professional, Ockel computers are suitable for almost everyone.

Product pipeline

Following its successful launch in 2017, we are ramping up production of Sirius A (the successor to the Sirius B). We are also ramping up Sirius A marketing and sales for the remainder of 2018 and are working with a major global carrier to develop a new version and radically updated product in 2019. For the end of 2018, we will also launch a new and updated version of the Sirius B. The new Sirius B has been developed by the insightful demand requirements our audience and B2B customers have identified to us. While we continue these and other initiatives, it is our ambition to introduce at least one new product line within the next 2-3 years, supported by our ecosystem of Ockel accessories.

cool
NEW
innovation = *design* + *functionality*





Product highlights

Small in size, big in performance

A little device as small as an external hard drive or a smartphone, but with the same power as a desktop PC. Use it at home, at the office or in a hotel room - all you'll need is an HDMI screen and a mouse or keyboard. The Ockel Sirius product line is the ultimate pocket PC for business owners, travelers, students and Netflix lovers.

A complete desktop PC that fits in your hand or pocket

The Ockel Sirius A eliminates the limitations of a mobile operating system, while staying mobile by form. Equipped with a full version of Windows 10 (64-bit Home or Pro), an Intel Atom x7-Z8750 processor, up to 8GB of RAM and 128GB of flash storage you get the power you want. Combined with a multitude of wired and wireless options to connect peripherals such as a mouse, keyboard or external hard drive, you can create a comfortable and complete desktop experience within seconds.

Mobile Windows 10, without Windows 10 Mobile

Ockel Computers come with a full Windows 10 version on a pocket-sized device. This is not to be confused with Windows 10 Mobile operating system. Windows 10 Mobile uses Windows Continuum, to simulate a full desktop experience, while ultimately making too many concessions. Microsoft stopped the development of this piece of software. The Ockel Windows 10 mini and pocket PCs, however, contain the full version of Windows 10 Home or Windows 10 Professional. This is Windows you are used to, using on your normal desktop towers and laptops.

Windows is the most used operating system on computers and laptops in offices and at home. The newest version of Windows is easy to use, quick and full of new functions. At Ockel we strongly believe in the company behind it and its prospects for the future of the OS. Our newest Windows 10 pocket PC includes a fingerprint scanner, enabling users to unlock their Ockel computer with their fingerprint using Windows Hello. Sirius A also functions greatly with the Hello function, voice assistant Cortana. As an official Microsoft partner, we get a lot of support to develop new features related to the Windows software, this enables us to develop new features on the world's most versatile pocket PC.

Outstanding design

We see the mobile and desktop world converging, and with that in mind we developed the Ockel Sirius line. We have been able to conceive innovative designs that offer unmatched interfaces and connectivity in a single device, without compromising on portability. Everything we do at Ockel, every choice we make, is inspired by what we think is the definition of radical innovation. We create products that combine unique design with radically new functionalities. Design is a key ingredient to our innovations.



Target Audience and Demographics



\$2,000,000+

Total funds raised with crowdfunding

FUNDED WITH
INDIEGOGO
KICKSTARTER

CUSTOMER SEX

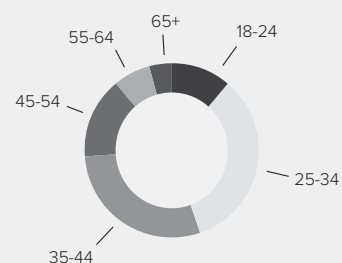
90,8% MALE



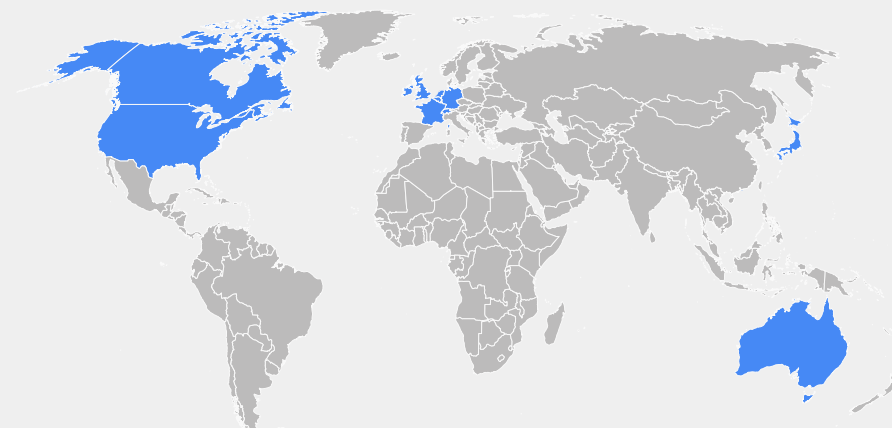
9,2% FEMALE



CUSTOMER AGE



TOP COUNTRIES



Sirius A & Sirius A Pro

- | | |
|----------------|--------------|
| 1. USA | 6. Australia |
| 2. Netherlands | 7. Hong Kong |
| 3. Japan | 8. Canada |
| 4. Germany | 9. Singapore |
| 5. UK | 10. France |

Sirius B & Sirius B Black Cherry

- | | |
|----------------|--------------|
| 1. USA | 6. Canada |
| 2. Netherlands | 7. Australia |
| 3. Japan | 8. Singapore |
| 4. UK | 9. Hong Kong |
| 5. Germany | 10. Sweden |

BACKER PROFILE

- Technophile
- Movie Lover
- Shutterbug
- TV Lover
- Mobile Enthusiast





User Personas

Media lover

With the Ockel product line, you can change every screen in a complete smart windows media center. Watch your favorite series on Netflix, stream with Kodi or listen to your playlist with Groove music, at home or on holiday.

Home user

Ockel computers are equipped with up to 8GB of internal memory and up to 128GB of flash storage. That is more than sufficient for your daily tasks. Edit documents, send e-mails or search for your holiday destination. The Ockel is powerful enough!

Business user

Ockel has no concessions. With Windows 10, a powerful processor, expandable memory (via a Micro SD card) and connections for a keyboard, mouse and monitor, this is your ideal desktop PC for the office. All office programs work effortlessly on our products.

Gamer

Whether you are playing Asphalt, Minecraft, Terraria. You will have plenty of internal memory and a powerful Intel Atom processor so you can play the most popular games from the Windows 10 game store.





Ockel Business Solutions

Education

The Ockel product line is a perfect space saver and productivity booster at any school or university. Either mounted to a monitor at the university library, or as a portable solution, this pocket PC enables students and lecturers to get their work done.

POS solution

The Ockel product line enables business owners to use the latest technology to get their work done. Whether it's client registration at a reception or to power a cash register, the pocket PC handles it all.

Narrowcasting

Use the Ockel mini PC to power your in-store promotion, communication at events, welcome screens in waiting rooms, or at your office. Within seconds you turn any screen into a smart display, ready to share and communicate with your potential clients, customers or visitors.



What Others Think of Ockel



“The fact that the Sirius A actually has a screen that lets you use it as a mobile computer makes it stand out”

— **The Verge**



“The Sirius A is a pocketable PC with more ports than your MacBook Pro”

— **The Next Web**



“A Dutch hardware company is working with Microsoft to deliver a completely different Windows 10 device”

— **ZDNet**



“This is the craziest Windows 10 machine I’ve ever seen”

— **Trusted Reviews**

“This is my third Ockel and really happy to be a part of all your campaigns”

— **Tony Herrero**

“Sirius A Pro is a masterpiece, and it’s totally awesome”

— **Sergey Grimalskiy**

“Yes!! Finally got it today and what a treat! The packaging is absolutely gorgeous with beautiful details, same as the ockel device itself.”

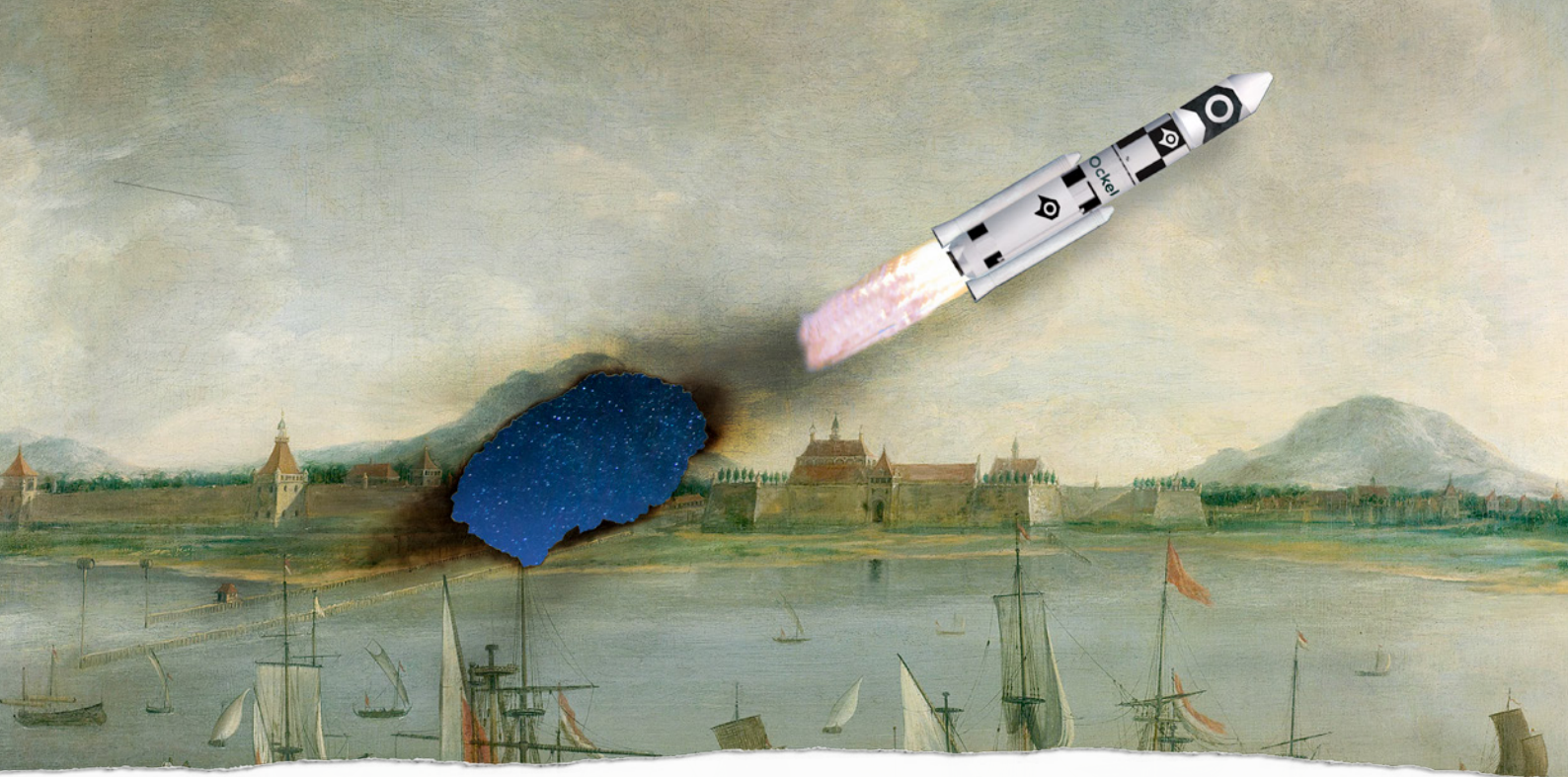
— **Eva de Hilster**

“I haven’t been more excited to open the box containing a new PC since the 80’s. It’s gorgeous.”

— **Charles L Johnson**







From VOC to STO

In 1602, the Dutch East India Company (VOC, “Verenigde Oost Indische Compagnie”) officially became the first initial public offering (IPO). During this time stocks and bonds were issued to investors by trading papers that represented these assets, and each investor was entitled to a fixed percentage of East India Company’s profits. This was a great innovation to share investments and returns with everybody - the golden age’s version of crowdfunding. Roughly 400 years later, this system is still used and at the core of our economy, but it continues to be plagued with the risks that rise from its complex, legal paper-based agreements.

Fast forward to 2008, when Satoshi Nakamoto invented blockchain. This is a digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly.

Blockchain has the potential to change the future of investing by allowing for a more secure, fully transparent, cost-efficient and more accessible investment opportunity. This new financial infrastructure is shifting the entire investment paradigm. Tokenized equity is now emerging as a convenient and safe way for companies to issue shares in the form of tokens as digital assets.

Think about the Ockel Security Token just like a share purchased from a publicly listed company, except that

these shares are not in the form of a paper contract, but as tokens. The Ockel Security Token carries a smart digital contract, which carries all the agreements between shareholder and the company. The smart contract permits trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible.

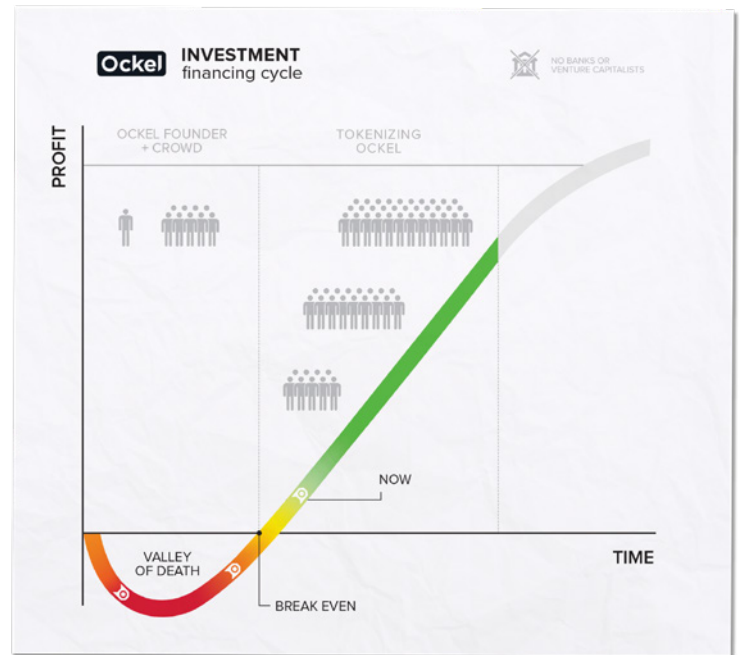
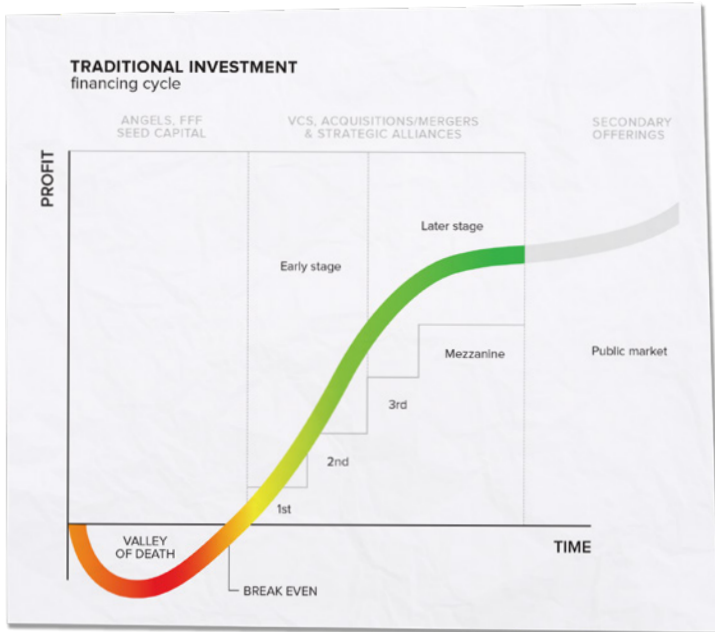
All agreements between shareholder and Ockel are determined in the digital contract. Middle men such as notaries and lawyers are therefore unnecessary making it secure, fully transparent and cost-efficient.

You can now participate in what innovation is all about. The Ockel Security Token offers you a potent investment proposition because it represents a real share in our growing company. At the same time, it provides Ockel with the funds, autonomy and agility essential to continuing our radical innovations.

With the proceeds of the public funding, Ockel expects to be able to significantly scale its activities. Investments and returns will be shared by all the token holders.



Ockel Investment - Redefining Investing

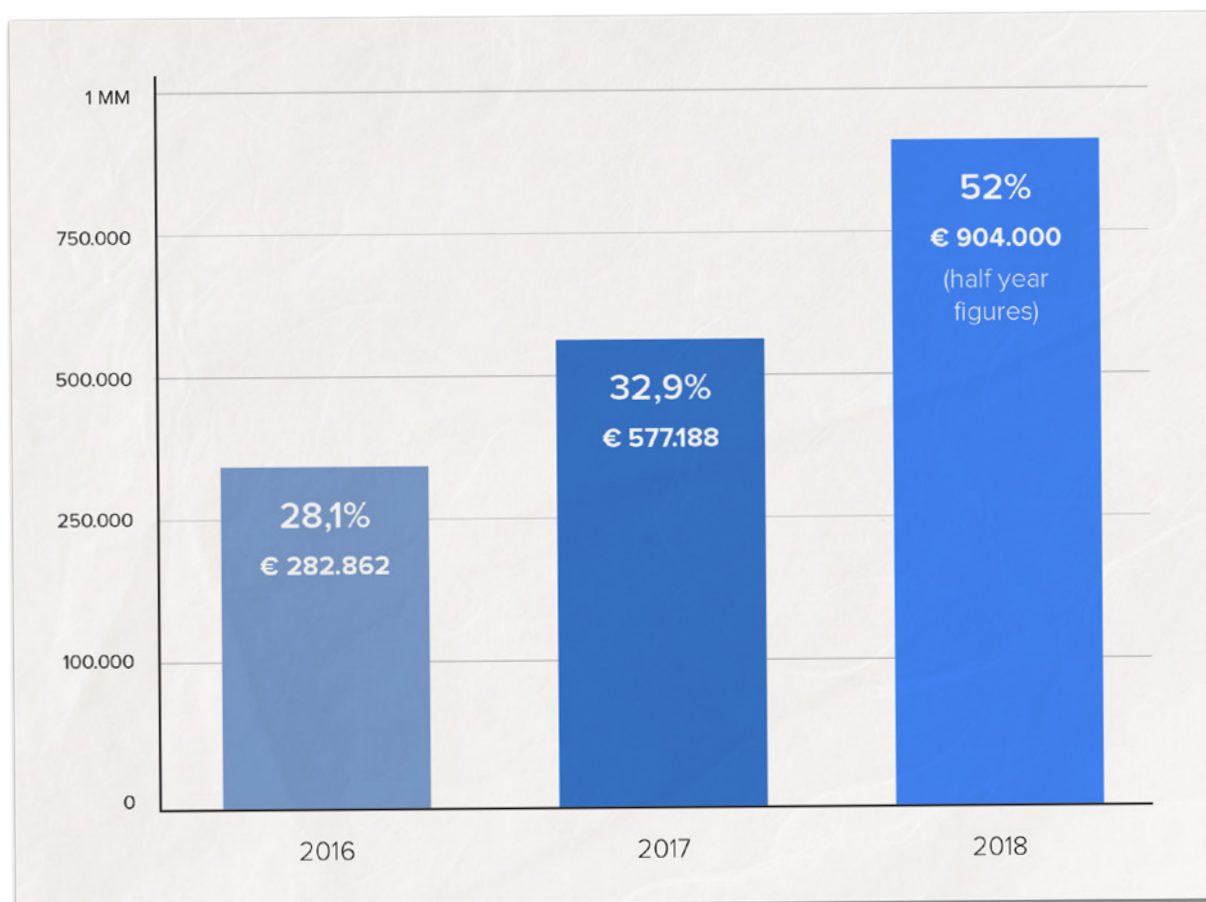


We are now transitioning from a thriving start-up to a sustainable scale up. As a start-up we successfully self-funded our way through 'the Valley of death' with the help of product crowdfunding contributions and our founders' resources. To keep this great momentum going, we have been exploring ways to finance our growth. We're not going down the traditional path of banks and venture capitalists. Instead, we are introducing a new approach to funding.

Given that Ockel is powered and inspired by the crowd, the next logical step is to have you own a piece of Ockel. We have found an alternative way to issue our shares. We are doing this through a Security Token Offering which we named the Ockel Security Token (OKL). The Ockel Security Token offers you a potent investment proposition and will help provide us with the funds, autonomy and agility essential to continuing Ockel's radical innovations.



Ockel Financials



- Equity: Eur 170,000
- Inter Company Loans from affiliates: Eur 697,800
- Net Financial debt: Eur 116,841

- 2016 Revenues of Eur 282,862 with gross margin of 28.1%
- 2017 Revenues of Eur 577,188 with gross margin of 32.9%
- 2018 half year figures 904.000 with a net result of 21% and a gross margin of 52%
- Our AFM information document: www.ockel.investments/afm

To date, Ockel is majority funded by owner/founder Tim Haaksma and his existing business interests.

As per 31 December 2017:

- Actual pre-orders of the Sirius A products through crowd funding plat forms surpass the 2017 revenue number, as these units were only shipped in Q1 2018 and thus will only be recognized in 2018 revenues.
- Full scale production ramp-up and roll-out of the Ockel Sirius A & B, setting up rep-offices in the United States of America and APAC and additional investments into R&D to further develop the product pipeline require additional equity funding



The Offering, Pricing & Capitalization

| | Share class | Dividend rights* | Voting rights | No. of shares registered | Shares issued & outstanding post offering | Nominal value (EUR) | Nominal equity kapital (EUR) | |
|--|---------------------------|------------------|---------------|--------------------------|---|-------------------------|------------------------------|---------------|
| | Timport Group B.V. | A | YES | YES | 18.000 | 18.000 | 1 | 18.000 |
| | Timport Group B.V. | B | YES | NO | 20.000.000 | 20.000.000 | 0.0001 | 2.000 |
| | STAK Ockel Computers B.V. | B | YES | NO | 30.000.000 | 20.000.000 - 25.000.000 | 0.0001 | 2.000 - 2.500 |
| | | | | | | TOTAL | 22.000 - 22.500 | |

(*) Dividend rights proportional to Nominal Value of shares held

Ockel is looking to raise Eur 2.5m through the issuance of 20-25 million Ockel Security Tokens (OKL) (representing certificates of Ockel B shares)

The Base Issue Price for this offering is set at Eur 0,125 per token.

The exact number of Ockel Security Tokens required to raise Eur 2,5 MM will depend on incentives provided over and above the Base Issue Price during the offering period.

The total number of new Tokens issued in the offering shall in any case not surpass 30 MM, which is the total number of tokens registered to the STAK Ockel Computers BV at this point in time. Any Ockel Security Tokens (OKL) which are not sold in the offering will remain with the STAK as registered/unissued and shall not be eligible for dividends.

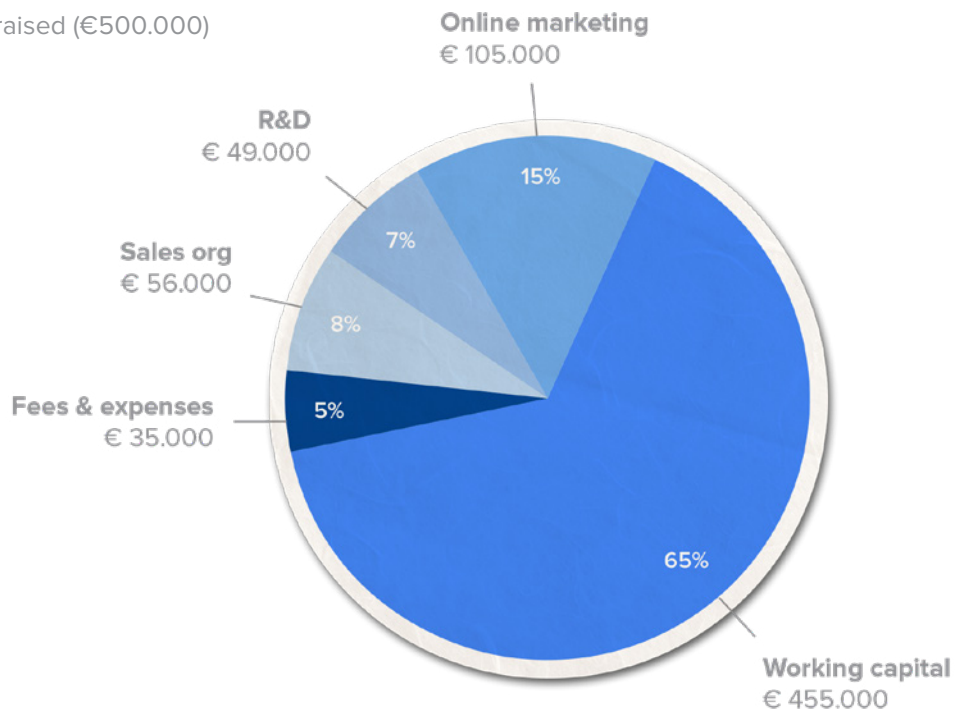
- Ockel's current size is no reflection of its ambition. To reinvent the PC, we realize that we will have to challenge the status quo and take on the existing major hardware manufacturers. We believe in why, how and what we do and offer you the chance to be part of this exciting quest to shape the future.
- This money will be spent/invested by year end 2018 and 2019, at which point revenues are projected to have grown by almost an order of magnitude. Additional funding will be sought at commensurate valuation levels to fund further growth.
- Ockel believes that it will be able to secure additional bank financing of up to 40% of the amount of equity raised once this funding campaign is successfully completed.



Use of Proceeds

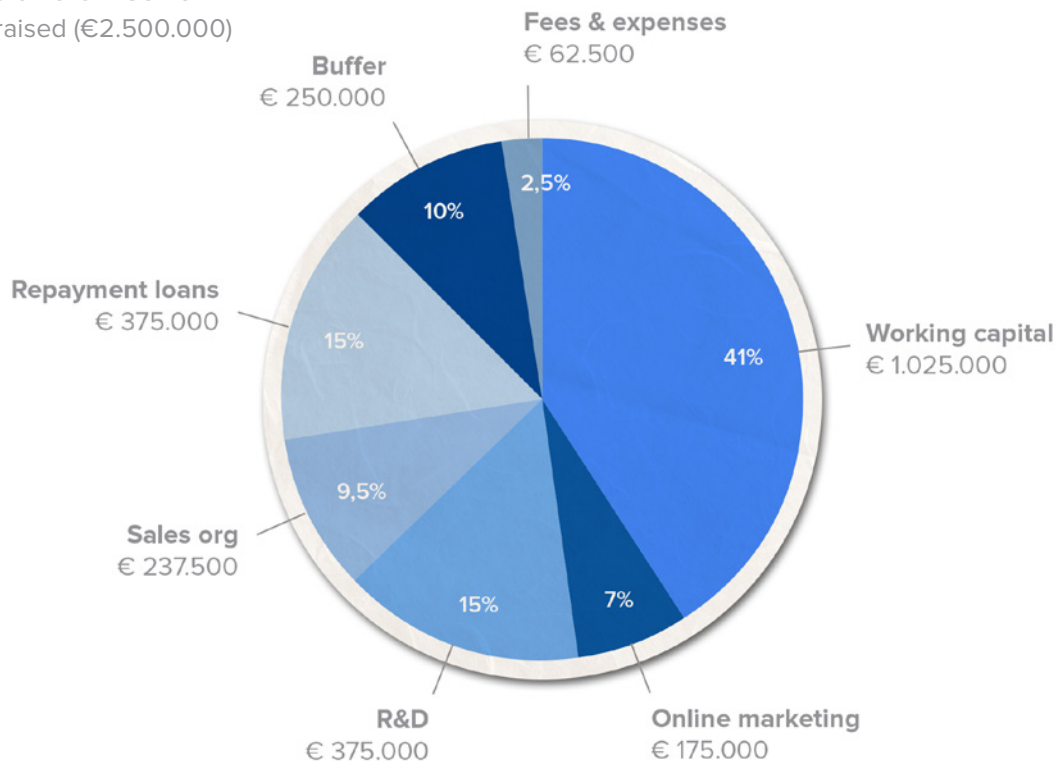
percentage and amount

of minimum raised (€500.000)



percentage and amount

of maximum raised (€2.500.000)



Ockel & Investment Highlights



Proven product development track record

Ockel designs, develops and markets computer hardware based on unique combinations of design and function.



Strong online marketing expertise and B2C supply chain management

Through our vendor-driven digital approach and online marketing expertise, we can promote, directly sell and globally fulfil product logistics, largely on our own. This reinforces our margins and allows us to drive our own growth, while at the same time bringing in more supply chain and distributing partners.



Solid product and tech partnerships

Our partnerships enable us to bring high-quality products, and we are honored the largest companies in the industry, Intel and Microsoft, back us up. With our participation in the Verizon Innovation program, we show that our R&D has also the right support.



Acknowledged through business, tech and design awards

Our awards reflect the achievements for our vision, passion and innovation.



Crowd powered and crowd inspired

We were launched by the crowd. We listen to our crowd. The product pipeline is infused with the results of crowd feedback.



Strong, agile team and experienced Advisory Board

Our passionate team and advisory board have a proven track record in product and business innovation.



Solid distribution and retail partnerships

We partner with Copaco (Benelux distribution), retailers such as BCC and Target Open House in the USA, and Japanese market partners Rakuten and Amazon Launchpad. Our partnerships demonstrate our current product potential and belief from major players in that field, proving our proposition is worthy towards the future



Prospect with a proof of concept

Unprecedented interaction and conversion statistics drive our potential and scalability. The opportunities are very large and can easily be identified by the fact that demand for our products has outpaced our supply. With the help of outside investments, Ockel can scale the company at exceptionally profitable return prospects.

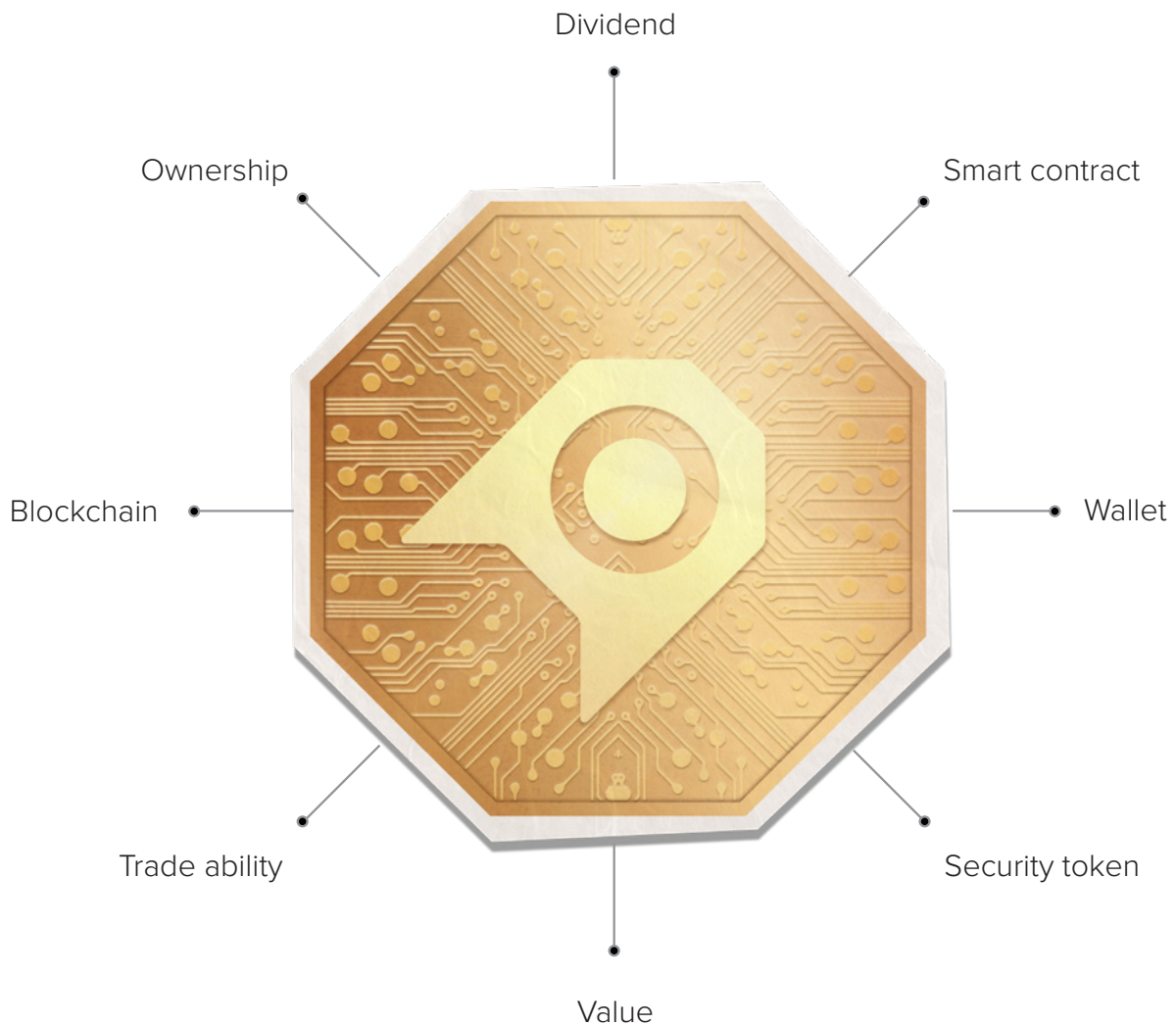


Self-funded

Ockel is true to its core of autonomy and agility needed for bringing radical innovation. We have self-funded our start-up phase and have passed the break-even point without any outside investments.



The Ockel Security Token (OKL) Explained



Ownership

The key aspect of your token share is that it represents a real share in the company Ockel Computers. As such, the value of the share will primarily move depending on the performance of Ockel and ultimately on the demand for the tokens. The tokens will be distributed directly by Ockel and will ultimately be listed on one or more security token exchanges in twelve months after going public. From then on, one can trade the shares through these exchanges. With the proceeds of the public funding, Ockel expects to be able to significantly scale the activities of Ockel, by among others introducing additional spectacular products.

Dividend

The Ockel Security Token (OKL) is based on the principle that everyone benefits from any possible future dividends in an equal way. Dividends will be distributed directly to your wallet, in the form of more Ockel Security Tokens or Ethereum (both based on the daily actual exchange rate). Every token holder will get the same amount of dividend, obviously relative to the quantity of tokens in possession.



Smart Contract

Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible.

Ethereum smart contracts are used to create ERC 20 tokens, such as the Ockel Security Token (OKL). With a universal standard, new tokens can be put on an exchange or transferred to a wallet automatically (once it's been created).

Smart contracts allow the performance of credible transactions without third parties. These transactions are trackable and irreversible. All agreements between shareholders and Ockel are determined in the digital contract. Middle men such as notaries and lawyers are therefore not needed for transactions.

Wallet

Tokens are acquired and held in a wallet. Wallets can be completely digital or even paper. If you do not possess an Ethereum wallet yet, you as token buyer will get a thorough instruction on the options regarding wallets.

The wallet is your personal vault and can never be accessed by anyone, that is, if you keep your key private! There are tools to assist you with this, such as hardware ledgers like Trezor.

Security Token

A security token represents traditional, private security interest. The Ockel Security Token represents a share in our company. Think of it as taking something that you have on paper and putting an electronic wrapper around it. Security tokens replace paper certificates with digital tokens on the blockchain. Security tokens enable liquidity, trading scale, and new financing models that benefit both the investor and the issuer. Over the last few centuries, ownership of most assets was managed by all parties to each transaction by signing paper certificates. With tokenized securities, there is

only one document that defines the rights of token holders, and the tokens themselves are a proxy to that master document, and can trade just like cryptocurrencies, within strict regulations.

Blockchain

The blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions, but virtually everything of value. Ockel is not a blockchain technology company.

Ockel develops exciting computers and other devices for a mobile lifestyle. Yet, we are very fond of the possibilities of blockchain and decided to be one of the first to use the technology of blockchain to facilitate this public token offering (IPCO). All transactions are transparent (trackable by Etherscan), while maintaining anonymity (identities of wallet holders are non-public).

The Ethereum platform is a secure, censor proof, reliable, public, decentralized platform for running applications. Every transaction will be logged visible and until eternity. It is impossible to hack the Ethereum network, because the network checks itself continuously. The safety and low transaction costs make blockchain the ultimate and only way to facilitate this offering.

Trade ability

The Ockel Security Token (OKL) is a fully tradeable asset. It is tradeable directly with people, wallet to wallet, as well as through exchanges. Currently there are no security exchanges for ERC 20 tokens yet, but many companies are well underway with it. Ockel plans to list the Ockel Security Token on one or more exchanges within 12 months.

A key aspect of the Ockel Security Token is that it cannot be traded in the first twelve months after purchase. Ockel has intentions to get the Ockel Security Token listed after twelve months.

Value

We give out Ockel Security Tokens (OKL) with a public price of 0,125 Euro. For 125 Euro, you will own 1000 tokens.



Concepts and Processes

The difference between the Ockel security token and a utility token/ALT

| Differences | (Average alt) Utility Token Ico | (Ockel) Security Token ICO |
|---|--|--|
| Underlying value | No. Utility of the token/coin only | Yes. The value of the existing company (a share) |
| Dividend | No | Possible at discretion of Ockel |
| Voting rights | No | No |
| High volatility | Yes, highly speculative. Most utility tokens are concept solutions at the point of ICO. All alts prices tend to correlate strongly with the two main cryptos, Bitcoin and Ethereum. | No. Less volatile, and existing company participation. No immediate speculation on an exchange. Results of the company will predominantly reflect the valuation. |
| Trade ability | Directly wallet to wallet and through utility crypto exchanges. | Planned exchange listing after 12 months, wallet to wallet directly. |
| Risks* see Business Strategy Memorandum for full risk paragraph | Utilities/solutions might not come to effect as planned. | The company can fail. |
| Transparency | No guarantees | Dedicated website for all important updates to the public. Annual publication of financials. |



How a security token is different than a utility token

Utility Tokens are protocol tokens that power a decentralized software. For example, if you're using decentralized file source — think something like DropBox but done in a decentralized fashion — you'd have a storage coin that would power this system. It would be a payment mechanism for the system. Think of it almost like a pre-paid software license. But the key here is that it's not a security interest like a Security Token. You do not own anything in the company and there is no real-world asset that backs it.

Ockel is not a blockchain company

Ockel is not a blockchain technology company. Ockel develops exciting computers and other devices for a mobile lifestyle. Yet, we do love the possibilities of the blockchain and decided to be one of the first to use the technology of blockchain, to facilitate this process of going public with the crowd. All transactions are transparent (trackable by Etherscan), while keeping the level of anonymity (identities of wallet holders are non-public).

Blockchain explained

A blockchain provides a way to keep track of digital assets (like shares, money) without the need for intermediaries, such as banks and other financial institutions. The blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value.

Ethereum explained

Every digital transaction will be logged visible and until eternity. It is virtually impossible to hack the Ethereum network, because the network checks itself continuously. The safety and the low transaction costs make blockchain the ultimate and only way to facilitate this offering. The Ethereum platform is a secure, censor proof, reliable, public, decentralized platform for running applications.

When the Ockel Security Token offering period starts and ends

The public offering starts 1 October 2018 and will end in two months, or when the funding goal has been reached.

How to buy Ockel Security Tokens

Buying Ockel Security Tokens is very easy. You can buy them with iDEAL, bank transfer, Paypal, credit card, an international bank transfer, Bitcoins or Ethereum. Just simply follow our steps in the process plan on www.ockel.investments

Where you keep your Ockel Security Tokens (OKL)

You keep your acquired tokens in your wallet. Ockel Security tokens are sent to and usually kept in a digital wallet. The wallet must support Ethereum ERC-20 token standard. This is a widespread standard. All the alternative tokens on the Ethereum Blockchain are currently ERC 20.

Definition of a wallet

Wallets can be completely digital or even paper. If you don't possess an Ethereum wallet now, that's not a problem. Eventually you will need one, but anyone who becomes an Ockel Security Token buyer will receive thorough instructions on the options regarding obtaining a wallet in the future. It's a simple process to create one. The wallet is your personal vault and can never be accessed by anyone, as long as you keep the private key to yourself! Tokens are a new digital asset class. By filing the private key at a notary, the private key can still be accessed if the original token holder is not able to do that anymore.





When Ockel will distribute the Ockel Security Tokens (OKL)

The exact date of the distribution is not yet known, but it will happen after the funding round is finished. Right after the moment of purchase, you will get a buyer's agreement in the mail as proof of purchase. We will keep you informed via the mail of the final distribution date.

How Ockel Security Tokens (OKL) are distributed
Ockel is the one who will manage the relationship with its token holders. From a technical point of view, we are assisted by the Byelex and Liqwith, who have helped us develop the crypto tokens. We also use their Distribution Application Tool (DAPP).

The price of an Ockel Security Token (OKL)

The public price per token is determined at 0.125 euro. For 125 euro, you will receive 1.000 tokens. During the Token offering period there are several discounts.

Dividend policy

The Ockel dividend policy is based on the principle that everyone benefits from any possible future dividends in a fair and equal way. Dividends will be distributed directly to your wallet in the form of more Ockel Security Tokens or Ethereum (both based on the daily actual exchange rate). Every token holder will get the same amount of dividend, obviously relative to the quantity of tokens in possession. There will be no dilution on the tokens. Ockel will buy back tokens, before it pays out dividend, to prevent any negative dilution effects.

Ockel Security Tokens have a minimum/maximum investment amount

In the public phase, the minimum investment is set at 200 tokens, and there is no maximum set for the number of tokens per transaction (other than the remaining available tokens at that moment). If you want to purchase a large number of tokens (above 100.000), please contact us for a personalized offer. Call us at (+31) (0)70-22 12 154, or email info@ockel.investments



Why you need an Ethereum address

Ockel shares are tokenized and built on the Ethereum platform. Ethereum is a secure, censor proof, reliable, public and decentralized platform for running applications.

You can still purchase Ockel Security Tokens (OKL) with an Ethereum wallet

You need to make sure that you create an Ethereum address and claim your Ockel Security Tokens when the token offering period has ended. We will keep you posted or you can email us if you have questions. If you want, you can get your Ethereum MetaMask wallet at

<https://metamask.io/>

Where to store your Ockel Security Tokens (OKL)

You can store your Ockel Security Tokens in your digital Ethereum wallet. The recommended wallet is MetaMask.

Definition of a purchase code, and why you need one

If you didn't fill in the Ethereum wallet address because you didn't have one yet, you can claim your Ockel Security Tokens with the unique purchase code that you will receive after the payment is completed.

Exchange platform

An exchange is a digital platform where you can trade your tokens.

Smart contract

Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible. Ethereum smart contracts are used to create ERC 20 tokens, such as the Ockel Security Token (OKL). With a universal standard, new tokens can be



put on an exchange or transferred to a wallet automatically, once the smart contract has been created. Smart contracts allow the performance of credible transactions without third parties. These transactions are trackable and irreversible. All agreements between shareholder and Ockel are determined in the digital contract. Middle men such as notaries and lawyers are therefore not needed for transactions.

Ownership of Ockel Security Tokens (OKL) explained

The key aspect of your token share is that it represents a real share in Ockel Computers. As such the value of the share will primarily move depending on the performance of Ockel and ultimately on the demand for the tokens. The tokens will be listed on one or more security exchanges in twelve months after going public. From then on one can trade the shares through these exchanges. With the proceeds of the public funding, Ockel expects to be able to significantly scale its sales and marketing activities. Even more spectacular products will be introduced, and the market will be expanded for the existing portfolio at the same time.

Trade ability explained

The Ockel Security Token is a fully tradeable asset, tradeable directly with people, wallet to wallet, as well as through exchanges in the future. Currently there are no security exchanges for ERC 20 tokens yet, but many companies are well underway with it. A key aspect of the Ockel Security Token is that it cannot be traded in the first twelve months after purchase. Ockel has intentions to get the Ockel Security Token listed after twelve months.

Valuation of Ockel Security Tokens (OKL)

We give out Ockel SecurityTokens with a public price of 0,125 Euro. For 125 Euro, you will own 1000 tokens. In total we will give out 20.000.000 Ockel Security Tokens, representing 10% of Ockel.

How you can use a hardware ledger, such as Trezor or Nano Ledger

A security token (sometimes called an authentication token) is a small hardware device that the owner carries to

authorize access to a network service. The device may be in the form of a smart card or may be embedded in a commonly used object such as a key fob.

Definition of a security token

A security token represents traditional, private security interest. The Ockel SecurityToken represents a share in our company. Think of it as taking something that you have on paper and putting an electronic wrapper around it. Security tokens replace paper certificates with digital tokens on the blockchain. Security tokens enable liquidity, trading scale, and new financing models that benefit both the investor and the issuer. Over the last few centuries, ownership of most assets was managed by all parties to each transaction by signing paper certificates. With tokenized securities, there is only one document that defines the rights of token holders, and the tokens themselves are a proxy to that master document, and can trade just like cryptocurrencies, within strict regulations.

Who can invest

In general, everyone can invest in Ockel Security Tokens, but they need to determine themselves if they are qualified and whether it is in accordance with applicable laws of country of residence. A specific exception on this rule applies for all USA residents. Currently, it is unfortunately not possible for US residents to participate in the token sale. Ockel will register and store the personal details of all investors. As part of the process, token holders will have to pass these details to Ockel.

Whitelisting and KYC

Ockel will determine based on the personal details (passport) if the investor can be approved. Naturally, in most cases we will accept investors willingly. At the same time, we need to have this process out of Know Your Customer (KYC) principles, which are guiding principles of laws worldwide. Because Ockel Computers is a Dutch B.V., our local laws are leading. That is why we ask all investors to study if their local laws also allow them to purchase Ockel Security Tokens.





Purchasing Ockel Security Tokens (OKL)

Public investors may select a number of tokens and use the buy button at our website to reach the on-boarding process to purchase Ockel Security Tokens. If you are interested in a substantial number of shares, additional discounts could apply (>100.000). Please contact us for an offer info@ockel.investments

Selling Ockel Security Tokens (OKL)

In the first year after going public, trading tokens on an exchange is not yet possible. We will inform every token holder within time when an exchange platform is established. Individually one could sell their tokens only to other current token holders. This is because every wallet that is holding Ockel Security Tokens always needs to be white-listed first.

Risks to be aware of when partaking in the Ockel Security Token sale

This is a call you make yourself, or let someone else do it for you, should you prefer that. With every investment there is a trade-off between risk and reward. Ockel had one major principle when starting this process of becoming public: to keep it as fair and transparent as possible.

What you see is what you get with Ockel. Our CEO and team of expert advisors spent months evaluating all the different ways that start-ups and scale-ups are financed. The conclusion was that products (financing instruments for selling equity) and business and utility propositions are most often far too complex to understand for non-specialists and that very often these investments turn out to be worthless. That is why our CEO wanted to go completely against that. If you do your research, even just googling online about Ockel and its products, then you know we are very serious about what we do and believe in. Since Ockel's first few years, we always listen to and communicate with our fans. Ockel is a true story. It's only you that can ultimately decide if we are worth it.



Risks Involved When Investing

Sales risk

Ockel's sales revenues comes predominantly from the sale of computer products. The industry has developed quite fragmentedly in nature and competitive force. In case of any downturn in this industry, or if the demand does not keep pace with the supply build-up in the industry, business operations may be adversely affected. Also, if Ockel were to prove unable to maintain the actual upgraded supply of new technological developments in our industry, it could adversely affect sales revenue and business.

Dilution risks

Ockel may require additional funds at various points in time in order to grow. With regards to this goal, Ockel may raise funds by various means including debt, equity and securities convertible into equity. Any such issuances of equity and securities convertible into equity would dilute the holding of Equity Shareholders.

Volatility risks

Ockel's Equity Shares' trading price may fluctuate after listing. Unpredictable adjustments might occur due to a variety of factors, including but not limited to: results of operations, performance of business, competitive conditions, general economic, political and social factors, the crypto market in general, global economy, significant developments in the Dutch fiscal regime, volatility in the local/global crypto securities market, performance of competitors, changes in the estimates of performance, recommendations by financial analysts, announcements regarding contracts, acquisitions, strategic partnerships, joint ventures and capital commitments. In addition, if the crypto markets experience a loss of investor confidence, the trading price of our Equity Token could decline for reasons unrelated to our business, financial condition or operating results. Furthermore, the trading price of our Equity Tokens might be influenced as a reaction to events that affect other companies in our industry even if these events do not directly affect us.

Governance Policy

Ockel's intention is clear as far as governance policies are concerned. We already maintain a policy regarding AML, and we are in the process of implementing the highest KYC policies and a Quality policy. Furthermore, we are working on a publication policy to cover the company's performance, a market abuse policy, a conflict of interest policy and an insider trading policy.

