



Press release
11th November 2018

WORLD'S FIRST TOKEN BY FCA REGULATED ENTITY LAUNCHED

The world's first global Utility Token to be minted by a regulated entity was traded Oct-31-2018 08:54:21 PM +UTC, 10 years to the day since Satoshi Nakamoto's inception of Bitcoin.

Unique to any other cryptocurrency, the BiPS Token, created by the Moneybrain comparison site with Peer to Peer sister company JustUs, is thought to be the first asset-backed token, when it goes on public sale, created and minted by a regulated entity.

Using the blockchain theory and protocol, which is widely accepted as the most secure and versatile way of creating digital currency, the Token was created to give holders access to the best asset classes, compliance frameworks and ultra-secure methods of currency exchange currently available globally.

As part of the BiPS network, community members can buy Tokens not shares, which can be used globally as a payment or exchange, with the trade being visible on the public blockchain ledger. The BiPS network, once public, will have underlying resources and real-world stores of value via property and/or other assets. The more raised, the bigger and stronger the network will become and the faster it can grow.

Launched 31-Oct-18 via private presale and by application only, BiPS token holders will have global access to the BiPS platform and assets upon public sale. Moneybrain Ltd, as the issuer of the BiPS tokens, has committed to register and support the Global Digital Finance Code of Conduct, which is an industry body promoting internationally recognised standards in crypto currencies and assets. Only people who pass the stringent KYC anti-laundering protocols will be accepted into the BiPS network.

Ten per-cent of Tokens will be released as Utility Tokens at pre-launch for founding members and contributors only, with subsequent Asset Tokens being issued concurrently over the course of the next 35 months on a first come first served basis. Next year, when the Token goes on public sale,

95% of the public sale token proceeds raised will be used to acquire property or other real-world assets.

Founder and CEO Lee Birkett, behind BiPS who founded Moneybrain 19 years ago, has 25 years' experience as a regulated individual having managed portfolios of £5bn in loans and mortgages throughout this time.

“Our aim is to bring trust to the crypto world by creating an underlying value in the BiPS token. It offers a revolutionary way of taking the crypto model, removing the volatility and adding the one big thing that’s missing, an asset-backed cryptocurrency with substance.

“It would have been easy to say we’re not doing this in the UK and opt for an offshore designated area, but we felt it was really important that the work we have done evolves onto the blockchain and is recognised as United Kingdom work.”

“JustUs completed a five-year journey to regulation, becoming fully-regulated in October 2017. BiPS builds on that five-year investment working at the forefront of fintech and with the FCA, alongside technology, teambuilding, controls and corporate governance.

“We’ve the backing of some brilliant people including Richard Farr a highly skilled FCA expert who has been instrumental in the compliance journey and global branding experts Sir John Hegarty and Tom Teichman.”

All profits from Asset Token sales in the UK will be taxable, putting money into the purse of the country, UK PLC.

Further information including a BiPS white paper is available via the website. Applications to join the network can be made via <https://bips.moneybrain.com> .

ENDS

For more information or to arrange an interview with CEO Lee Birkett please contact:

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Utility token sales via blockchain are not regulated by the Financial Conduct Authority (FCA)

Executive Chairman and CEO Lee Birkett is available for media interview to answer any questions you may have and to discuss BiPS further.

Incorporated 24th July 2007. Registered office 28B London Rd Alderley Edge Cheshire SK9 7DZ
Company Registration Number 06322797. Moneybrain Ltd is authorised and regulated by the United
Kingdom Financial Services Regulator The Financial Conduct Authority. Firm reference number:
733680.

Blockchain and the issuing of Utility Tokens from the United Kingdom is not regulated by the
Financial Conduct Authority. The acquisition of the BiPS utility token by a person (Contributor) does
not represent the purchase of equity or shares in Moneybrain Ltd. The BiPS token acquisition does
not represent a form of financial promotion for investment in Moneybrain Ltd. The BiPS Token is not
legal tender or regulated as an asset or commodity. If a regulator or Government deems the Token
status as being that of a security i.e. United States, then token cannot be acquired or held by those
citizens.