



## Your guide to the latest Evai news, moves, projects and plans...

2021 was an incredible year and as we kick off 2022 with a bang, it's important to look back at just how much has been accomplished already! Even back in April when we first launched our MVP, the excitement around our crypto ratings platform – this new project which could evaluate every cryptoasset in the space through unbiased AI and ML technology – was already a talking point in the industry. We launched with just 20 assets that were evaluated and awarded daily with updated performance-based ratings. Since then, we now have over 1,000 assets listed and rated with a further 12,000 to be added in 2022. Evai.io has itself been through a raft of evolution with a sleeker design and easy-to-navigate framework. Soon we will also be launching a detailed asset specific page for each crypto including the history of the asset and details about each project.

The EVAI token launched in May showing exceptional resilience to market sway by holding steady in price – even in the midst of wild market swings. EVAI reached an ATH of \$0.56 in 2021 and is set to achieve many new price milestones in 2022; it is inevitable. To create something truly remarkable takes time along with solid utility and fundamentals. Our fundamentals are academically and economically sound, with our proprietary funds adding a huge amount of value to the utility and value of the project as a whole, while showcasing the world-class ability our technology has in identifying long-term and short-term asset value.

EvaiStableFund launched just over a month ago and immediately created a statement across the industry – a fund that gives investors low risk, high interest exposure to the crypto market without the volatility usually associated with it. The upcoming AI Fund will completely revolutionise how retail and institutional investors accrue profits through crypto, providing the industry with the most cutting-edge, autonomous AI and ML governed investment fund that outperforms the market on a risk adjusted basis, through unbiased crypto ratings.

Utility and value don't get more definitive.

Get ready – 2022 is going to get wild!

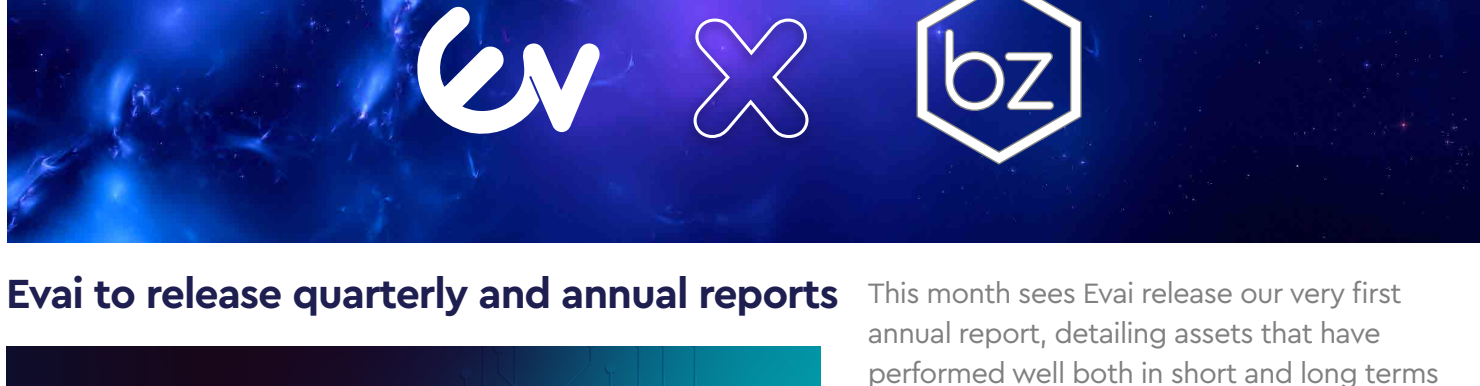
### AI Fund development picks up pace towards February launch

The development of AI Fund is on target to launch early February and as soon as we have a specific date, we will announce it on all channels. The AI and ML algorithms are finely tuned and have been scrutinised and back-tested continuously to ensure it is ready for the sheer number of investors that are looking to invest from day one. The mechanisms that govern the fund are proprietary and have been a bespoke build, which naturally require a huge amount of due diligence and meticulous testing to make certain the fund will be an industry game-changer from the second it launches! For those of you looking to invest in AI Fund from the launch, we recommend having your EVAI ready to stake ahead of time so when the launch date arrives it will be a simple as connecting your wallet to the AI Fund site and staking through your Trust Wallet.



### Evai sign partnership with the celebrity & brand token launchpad Bonuz Market

Entrepreneur Matthias Mende who was involved in some of the biggest blockchain innovations in the Middle East, and also plays a vital role in the Dubai Blockchain Center helping build the ecosystem of the region, has signed a partnership agreement with Evai to support his new celebrity and brand project, Bonuz Market. The ground-breaking project is driving forward the ability for celebrities and brands to tokenize themselves, giving fans the ability to enjoy privileges such as private content and other early bird utilities. Bonuz Market offers the chance to be part of the celebrities' community and essentially become shareholders in celebrity and artist careers through securing their token, Bonuz. Discounts and exclusive offers on merch, metaverse celebrity clones and NFT mining are all part of the offering when holding the token. As part of the agreement, along with investors will have early investor access to the project – one of the most exciting in the tokenisation space – along with exclusive competitions and giveaways! More details will follow in January's Evai News . . .



### Evai to release quarterly and annual reports



This month sees Evai release our very first annual report, detailing assets that have performed well both in short and long terms and segmented by type (NFTs/DeFi/Metaverse etc.), giving a clear view of how the ratings platform has identified value this year. We will be releasing a report every quarter to provide detail and context to investors looking to research their next investment as wisely as possible. We have also begun approaching international news outlets to feature details of the reports which will embolden their reporting on the market while increasing our brand awareness.

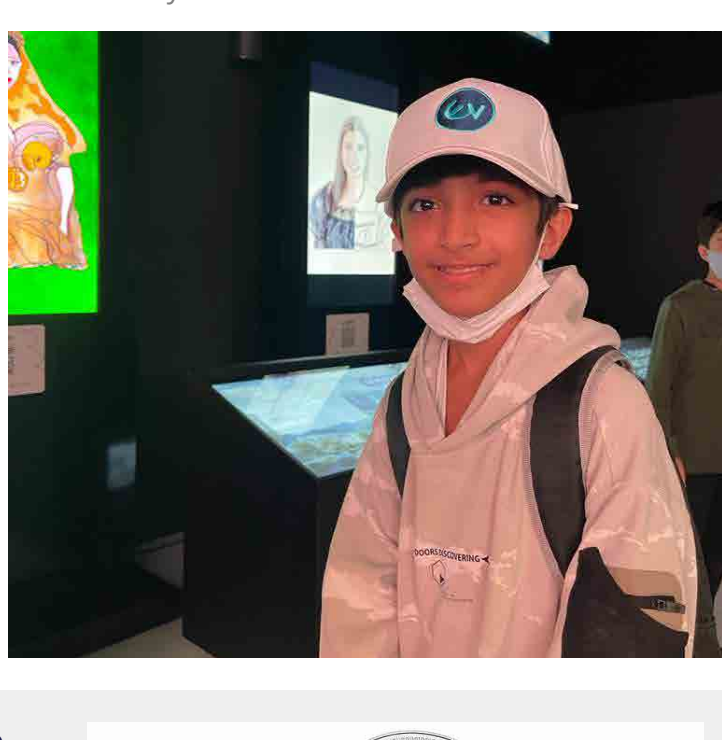
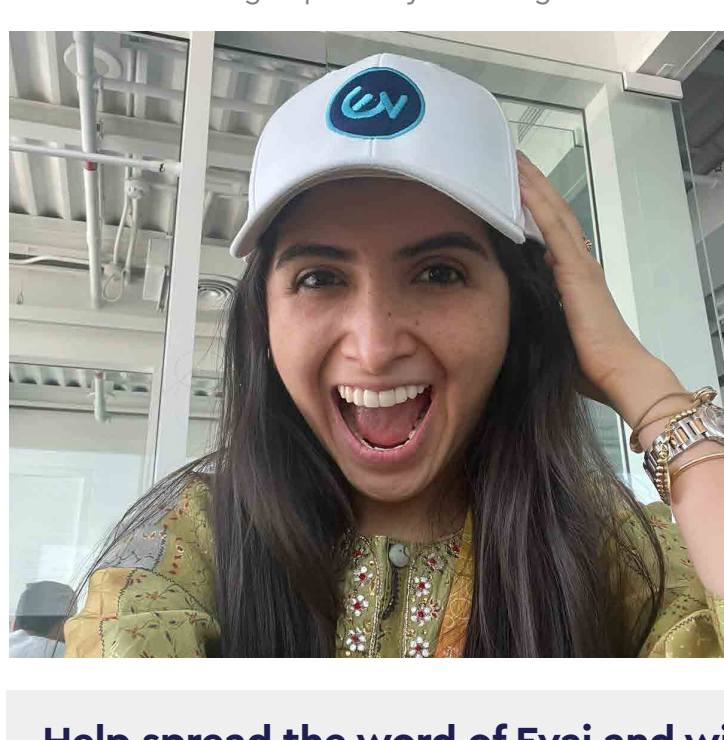
### Faisal Zaidi joins as Advisory Board Member

Our latest Advisory Board Member is none other than Faisal Zaidi, an award-winning Chartered Marketing professional, who has made a name for himself in branding and communications across multiple sectors in the Middle East. Faisal is currently the Head of Corporate Communications and Government Relations for the largest Real Estate portal and tech company in the Middle East and is a mentor and advisor at DIFC, Fintech Hive, Dubai Chamber and the Dubai Business Women's Council. Faisal was recently nominated as Marketeer of the Year at the 2021 Gulf Business Tech Awards during GITEX this year. The innovative marketing expert has been very well received by the Evai marketing team, with several key meetings having already taken place. Plans are already being implemented to streamline the marketing across all channels, with a range of innovative ideas which will set Evai up for an exceptional 2022!



### Brand new merch coming in 2022!

In early 2022 we will be launching a range of sharp Evai merch so you can wear the brand with pride! Everything from hoodies, baseball caps, T-shirts, keyrings and more will all be up for grabs on our site along with merch giveaway competitions! We would love to hear from the Evai community on what other merch items you would like to see. You are with us on this journey and your ideas are as important as the project itself so don't be shy – let us know in our TG group and if your idea gets made into official merch you will receive a free one!



### Help spread the word of Evai and win \$100 worth of EVAI every month!

The Evai community has been phenomenal at helping share the good word of Evai – but it's time to ramp things up so we can really maximise our exposure along with all of the PR and marketing efforts. Starting in January 2022, our Social Media Team will be keeping a close eye on our socials to see which community member is liking, sharing and commenting on posts across Twitter, Instagram, LinkedIn and Facebook. The community member that interacts with our social posts the most each month will win \$100 worth of Evai! You are all vital members of the project and the more we all like and share Evai content, the more prominent and successful the project becomes!

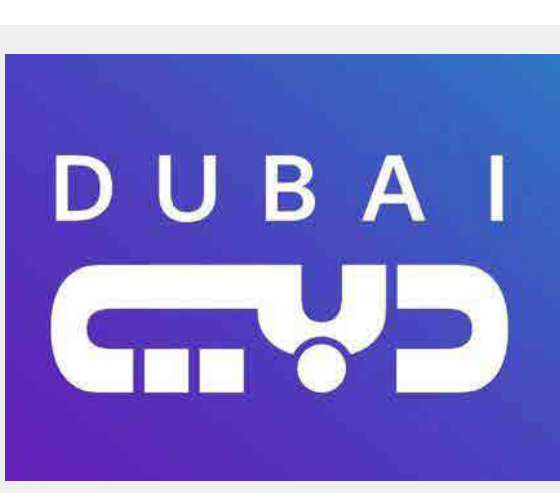


### EvaiStableFund and AI Fund to launch referral scheme

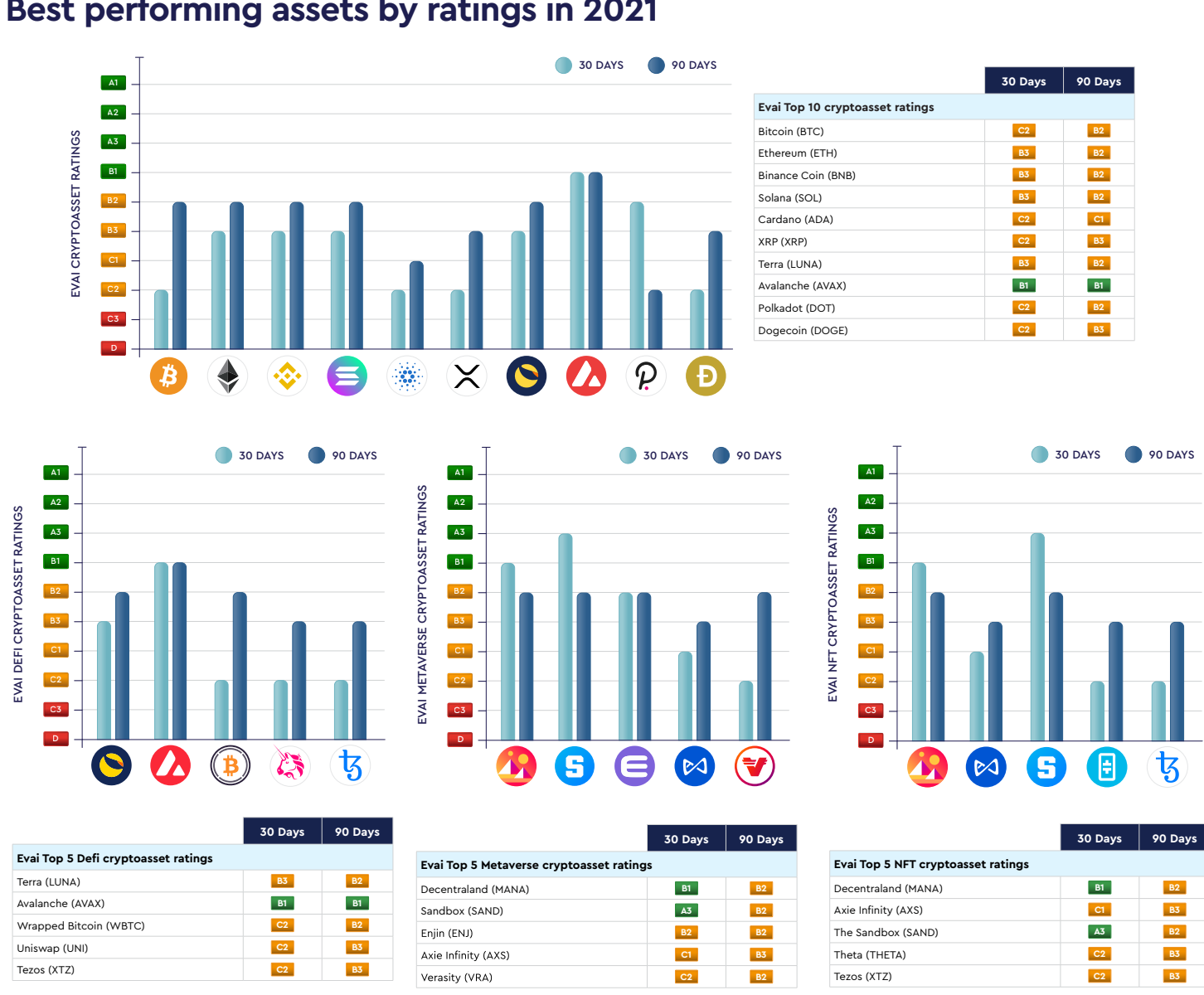
In Q1 there will be referral and affiliate schemes implemented on both funds to reward existing investors that recommend the funds to new investors. The scheme will be fully automated and will log referral stakes and assign rewards. More information will be released in January along with the scheme launch date!

### Weekly spot on Dubai TV finalised

From January, Evai CEO Matt Dixon will be sharing his market insight and informing the evai.io platform to educate and inform. The segment will be in conjunction with Dr. Marwan and Dubai Blockchain featuring Evai insight, analysis and crypto advice while encouraging community engagement. Dubai TV, owned by Dubai Media Incorporated (DMI), currently gives a weekly viewership of millions across the GCC region, giving Evai the perfect platform to engage new audiences and expand brand awareness.



### Best performing assets by ratings in 2021



### Until the next Evai News . . .

Everything that has been so diligently worked on so far is all about to come to fruition. There is tendency in the crypto market to want everything to fly immediately, however these things do take time and your patience – your investment in patience – will be rewarded greatly. We are set to shoot into 2022 at speed. The launch of the AI Fund and app will mean investors will be able to invest in highly competitive fixed APY, contribute into the AI Fund letting technology constantly rebalance a dynamic portfolio, while checking the unbiased rating results for the day – all in your pocket and at the push of a button. As this is being written, we have just received a very substantial investment from a private VC which means we are able to grow the team and expediate development, ensuring an absolutely huge year for Evai investors and the community!

Thank you for all of your support.

Here's to a very prosperous 2022!

The Evai Team

