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**[Cryptocurrency mining business] cryptomall ou, which operates a cryptocurrency-dedicated shopping mall "cryptomall" has announced the launch of the cryptocurrency mining business "cryptomall mining".**

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2019/1/21



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## 1. Overview

Tuesday, January 21, 2020, cryptomall ou which operates the social contribution-type, cryptocurrency-dedicated shopping mall “cryptomall” has announced that we will launch the cryptocurrency mining business “cryptomall mining”.

Currently, a mining plant is being established in the Republic of Estonia in Northern Europe. Utilizing the country's climate, regional characteristics, and other legal systems, we have successfully installed “the world's first” system that sells heat generated by mining to electric power companies.

## 2. About “cryptomall mining”

### (1) What is cryptocurrency mining?

Cryptocurrency mining is to approve transaction records stored on a blockchain by using a computer (mining machine) with high computing power.

For some cryptocurrencies such as "Bitcoin (BTC)", all transaction records are added to the transaction ledger at regular intervals and perform approval process. The approval process requires a great deal of computation because data integrity and accuracy are required.

This means that the resources required to perform mining are supported by multiple network participants.

And, it is designed that "Bitcoin (BTC)" will be paid as a contingency fee to network participants who succeed in correctly approving transaction records.



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## (2) What is “cryptomall mining” ?

"cryptomall mining" is a business that performs cryptocurrency mining such as "Bitcoin (BTC)". In particular, we practice mining with an emphasis on fundamentals such as “half-life” as appropriate so that income and capital gains with high profit margins can be easily obtained.

In addition, "cryptomall mining" will successfully operate a system that sells the amount of heat generated by mining to electric power companies for the first time in the world.

Furthermore, cryptomall ou, which is well-versed in the cryptocurrency and blockchain industries, will leverage its know-how cultivated over many years, the climate of the Republic of Estonia, and other regional characteristics to develop a highly profitable and unique mining business.



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### 3. Features of "cryptomall mining"



#### (1) Advantage of plant location

The “cryptomall mining” plant has successfully installed the world's first system that sells heat generated by mining to electric power companies. We established the system in the Republic of Estonia where promotes cryptocurrencies.

#### (2) Mining machine tuning with our own know-how

All mining machines are tuned using our own know-how and are maintained so that mining can be performed efficiently.



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### (3) Experienced staff

Professional and experienced engineer constantly monitors the system 24 hours a day, every day. We always check whether the environment of the mining plant is optimal and respond accordingly as well as the mining machine.

### (4) Control program based on our own know-how

Utilizing the technical know-how cultivated over many years, we have independently developed a dedicated electronic device control program for mining.

### (5) Existence of tax incentives

In the Republic of Estonia, where the cryptocurrency mining plant for “cryptomall” is being built, a former Ozeki, Mr. Baruto Kaito (Mr. Kaid Höövelson), who is familiar in Japan, is the current member of the Estonian Parliament, and introduced a national policy aimed at attracting entrepreneurs.

In addition, he has been a “Strategy Adviser” for cryptomall since 2019.



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## 4. Advantages of operating a cryptocurrency mining business in the Republic of Estonia



### (1) Selling heat generated by mining to power companies

The "cryptomall mining" plant is "the first facility in the world" to successfully install a system that sells heat generated by mining to a power company.

In other words, if you outsource mining to "cryptomall mining", you will be able to achieve a high return on investment that is different from other companies in the industry and a highly effective investment.



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## (2) Low electricity rates worldwide

In the Republic of Estonia, where the cryptocurrency mining plant for "cryptomall" is being built, there are various incentives, and combining them will result in a very low electricity rate of less than 5 yen per KWh. In the mining business, 80% of the cost is said to be for electricity.

In other words, the cheaper the electricity bill, the higher the profit margin and operation with high return on investment is feasible.

Source: Central Research Institute of Electric Power Industry (2013)

<https://criepi.denken.or.jp/>

## (3) Secure vast and inexpensive land

The land price in the suburbs of Estonia, where the "cryptomall" cryptocurrency mining plant is being built, is inexpensive, so we are able to build a plant on a vast land.

In other words, the lower the construction cost of the factory, the higher the profit margin and operation with high return on investment is feasible.

## (4) Low labor costs

The cryptocurrency mining factory of "cryptomall" has staff who are skilled in mining knowledge and conduct strict monitoring every day.

We will achieve a high profit margin by enjoying the unique benefits of the Republic of Estonia such as lower labor costs compared to other countries.

In other words, the lower labor costs, the higher the profit margin and operation with high return on investment is feasible.



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Sources: OECD 「Real minimum wages」 (2016)  
<https://stats.oecd.org/Index.aspx?DataSetCode=RMW#>

## (5) Security

According to World Economic Forum, the Republic of Estonia is reported to be one of the safest countries in the world, and rarely gets caught in crimes when walking out at night.

Besides, the mining plant has a thorough security system to prevent robbery and theft.

In addition, insurance premiums are inexpensive against the above background, so it is possible to operate safely and at low cost.

Sources: World Economic Forum  
<https://jp.weforum.org/>

In other words, the "force majeure" that is inherent in the mining business can be eliminated at a low cost, so that a highly profitable and highly effective investment can be realized.

## (6) Cold climate

The Republic of Estonia, where the cryptocurrency mining plant is being built, has a cold climate of less than 22 degrees Celsius even in summer and an average winter temperature below minus 10 degrees Celsius.

In other words, server cooling costs can be kept low, which makes it possible to achieve high profitability and high return on investment.



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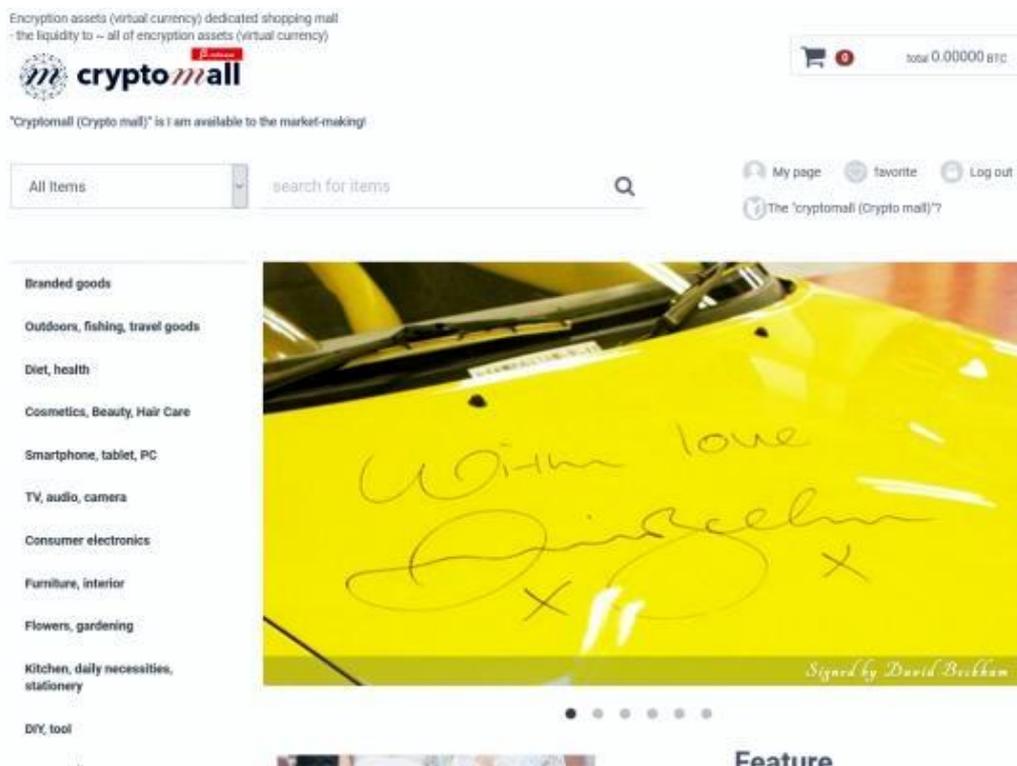
## (7) Complete purchase guarantee system

In "cryptomall mining", if a client wants to sell a mining server for any reason, we have a "purchase guarantee system" so that it can be sold at any time.

In other words, it can be commissioned with confidence because it supports flexible risk hedging.



## 5. About "cryptomall", the social contribution-type, cryptocurrency-dedicated shopping mall



### (1) What is "cryptomall"?

"cryptomall" is a "social contribution-type, cryptocurrency-dedicated shopping mall that handles over 1 million items. Utilizing the blockchain technology, we are constructing a shopping mall platform where fake products cannot be sold and will not be sold at all.

Click here to access "cryptomall", the "social contribution-type, cryptocurrency-dedicated shopping mall.

<https://crypto-mall.org>

### (2) What is the mechanism to eradicate "fake products"?

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- **#1 transparency**

Anyone can view the transaction record by registering the transaction record of the product on the blockchain. Unlike a centralized system where there is an administrator, third parties who have no interests can view the history, so it is highly transparent and data cannot be tampered with.

- **#2 Tracking possibility**

All transaction records for products on the blockchain are connected. In other words, it is obvious that the product was shipped from a manufacturer and arrived at the user via a retail store.

- **#3 Fiber type microchip**

Fiber-type microchips that do not interfere with design are incorporated into products during manufacturing. By reading the microchip, you can view the history on the blockchain that cannot be tampered with, such as product information, product transaction history, and logistics routes.

In this way, by using blockchain technology and microchips, anyone can view the transaction history of products that can never be tampered with, and “fake products” cannot be sold and will not be sold at all” Shopping mall platform can be built.

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## Inquiry

◇ **Inquiry form**

<https://crypto-mall.org/contact>

◇ **Inquiry by email:**

[support@crypto-mall.org](mailto:support@crypto-mall.org)

◇ **Operating site:**

<https://crypto-mall.org/>

<https://ieo.crypto-mall.org/>

◇ **To cryptocurrency issuers and those who can introduce cryptocurrency issuers:**

**Please access the following site:**

[https://crypto-mall.org/user\\_data/alliance](https://crypto-mall.org/user_data/alliance)

※ With regard to business alliances, we will make decisions based on careful examinations. Please note that there may be cases we decline the alliance depending on examination results.

