Welcome to the CVL token sale

We're excited to be building Civil with you. Here is a summary of the steps you will have to take in order to purchase CVL tokens starting on September 18.

We know that buying cryptocurrency for the first time can be intimidating and complex. Use the instructions and checklists provided here as a guide. If you ever have any problems, please contact us at support@civil.co and we will be happy to help.

At right is an overview of our partners in this token sale. **Please note that it can take over a week to buy your first ETH!** Get started now, and leave yourself plenty of time to ask questions if you should get stuck.

Gemini

Exchange USD (or other currency) for ETH so you can use it to buy CVL at Token Foundry.

Token Foundry

Register for the sale here. Then, when the sale begins on September 18, buy your CVL using ETH stored in your MetaMask wallet.

MetaMask

Your digital wallet, where you will store ETH and CVL. Send your ETH here from your Gemini account, then use it to buy CVL at Token Foundry. You will be able to use MetaMask to make one-click payments online wherever ETH is accepted.

FAQ

How much is a token worth?

The value of a token will be set by participation in Civil's token sale, which aims to raise a minimum of US $8 million and a maximum of US $24 million based on the public sale of 34 million CVL. This means the initial price of CVL can be between $0.25 and $0.74.

When does the token sale begin and how long does it last?

The token sale begins at 10am EST on September 18. It runs until October 2, or as soon as the "hard cap" target of $24 million is reached. Your tokens will appear in your MetaMask wallet at the conclusion of the sale.

Why are you selling your tokens on Token Foundry?

Token Foundry is a part of ConsenSys, Civil's close partner. It is setting the industry standard for conducting safe and responsible token sales, and compliant with all relevant financial regulations required to process consumer transactions.

Set up your Gemini account and buy your first ETH

Go to Gemini and buy some ETH so that you can use it to buy CVL tokens.

⊘ **TOTAL TIME: UP TO 7 DAYS**

- Plan ahead. If you choose to connect your bank account rather than using wire transfer, it could take 4-5 business days for your USD deposit to your Gemini account to fully clear. That is why we suggest doing this step first.

- You'll also need your passport or another government-issued ID on hand. Gemini is subject to federal anti-money laundering Know Your Customer (KYC) laws and is required to collect your personal information to verify your identity. It may take 1-2 days for Gemini to verify your ID.

- Gemini operates in the US (except Hawaii and Arizona), Canada, Hong Kong, Singapore, South Korea and the U.K. Are you located somewhere Gemini doesn't operate? Head to Coinbase (www.coinbase.com) and buy your ETH there instead. Coinbase may hold your ETH for up to 30 days if you are a new buyer. Feel free to email us at support@civil.co with any questions.

GEMINI

☐ **1. Set up your Gemini account**

Go to www.gemini.com to set up your cryptocurrency account. This will require the KYC process, including uploading your passport or other government-issued ID. You can then either connect your bank account or use wire transfer. Credit and debit cards are not accepted. Confirming your ID may take 1-2 days.

☐ **2. Send money from your bank to your Gemini account**

Select "Transfer Funds" in the top navigation bar to send USD to your Gemini account. The daily transfer amount from your bank to Gemini is $500; there is no dollar limit for wire transfers. Your funds should be available to buy ETH immediately.

☐ **3. Buy some ETH**

Select "ETHUSD" under "Buy" in the navigation, then choose "Market" as your order type. In the "Total" field (with USD to the right), type in the amount of USD you want to spend on ETH. You will receive email confirmation of your ETH purchase. If you've chosen to use your bank account rather than wire transfer, it may take as long as 5 business days for the funds to go through. This is a good time to set up your MetaMask wallet, if you haven't already.

Set up your MetaMask wallet; fund it with ETH

Set up your MetaMask wallet and go back to Gemini to fund it with ETH.

⊘ **TOTAL TIME: 5 MINUTES**

- Once you have your MetaMask wallet set up and loaded with some ETH, you'll be able to do one-click cryptocurrency transactions on the web. The process may feel a bit like using PayPal.

METAMASK

☐ **1. Set up your MetaMask wallet**

Install the MetaMask browser extension for Chrome, Firefox, Opera or Brave and follow the prompts to create a wallet.

GEMINI

☐ **2. Send ETH to MetaMask**

Go back to Gemini. In the top navigation, go to "Transfer Funds" > "Withdraw From Exchange" > "ETH." Open up MetaMask, hover over "Account 1" and click "Copy

Address to Clipboard." Now, paste the MetaMask wallet address into "Destination Address" then click "Review Withdrawal." Click "Confirm." As an extra security measure, you will be sent an authentication code via text on your phone. Enter it in the field provided and click "Submit." That's it! You will receive a confirmation email from Gemini that your ETH has been sent. You will also see the ETH in your MetaMask wallet.

CIVIL Token Sale

Token Foundry account creation

Civil is partnering with Token Foundry to manage the CVL token sale. Token Foundry is a global platform to safely buy vetted tokens.

🕐 **TOTAL TIME: 30 MINUTES**

- Budget about 30 minutes for this process.

- You'll be asked to take a quiz to make sure you know how to responsibly store and use cryptocurrency. That's so you don't lose your money.

- New to cryptocurrency? Go **here** for a guide that will help you answer those questions. If you fail the quiz, you can retake it again in 24 hours.

- You'll also need your passport or US driver's license on hand. Like Gemini, Token Foundry is subject to federal anti-money laundering Know Your Customer (KYC) laws and is required to collect your personal information to verify your identity.

🏪 **TOKEN FOUNDRY**

☐ **1. Sign up for Token Foundry**

Create an account with your email, name, and password.

☐ **2. Take the quiz**

We ask all new users to complete an assessment, to make sure you're properly informed about the unique considerations and potential risks associated with purchasing and utilizing tokens.

☐ **3. Identifying information**

Enter your nationality, country of residence, profession, date of birth, and current address.

☐ **4. Upload your ID**

Upload an image of your passport or your U.S. driver's license.

Take a selfie using your camera, or upload a recent photo from your computer.

☐ **5. Check your email**

Token Foundry will email you when the verification is complete. Now it's time to take the Civil questionnaire!

FAQ

Why do I need to provide so much personal information?

The Token Questionnaire and Know Your Customer (KYC) process is how Token Foundry checks the source of funds raised during the CVL token sale, by verifying each buyer's identity and residency. All relevant data protection laws are respected throughout the process, and your data cannot be used for any purpose other than for KYC verification. KYC is required by federal anti-money laundering laws.

What if I don't know some answers on the questionnaire?

Civil has created a companion guide to the Token Questionnaire that provides background for the information tested in the quiz. If you fail, you have the opportunity to take the quiz again in 24 hours.

Registration for Civil's token sale

Learn about Civil's governance model and the CVL token's critical role in the successful operation of the platform.

⊘ **TOTAL TIME: 20 MINUTES**

- Budget about 20 minutes for this process.

- Because the purpose of CVL is to be a means of exchange and voting on the Civil platform, we are required to give you a quiz to make sure that everyone buying our tokens will use them to participate on our platform rather than engage in speculation.

- Don't worry: if you don't know one of the answers, you can find the materials you need linked on our project page on Token Foundry.

- If you fail, you can take the quiz again in 24 hours.

🏪 **TOKEN FOUNDRY**

☐ **1. Log in to Token Foundry**

Now that you're verified, you can log in to Token Foundry.

☐ **2. Visit Civil's project page**

Go to **www.tokenfoundry. com/projects/civil** to review the "Resources" which provide you with background for the Civil questionnaire.

☐ **3. Start the Civil registration**

After you've thoroughly reviewed the Civil materials, click the "Register" button next to the Civil logo to get started.

☐ **4. Take Civil's quiz**

Ensures that individuals acquiring CVL tokens understand how they work.

☐ **5. Commit to your desired amount of CVL**

Confirm the amount you will spend in $USD to buy CVL tokens.

☐ **6. You are now registered for the Civil token sale!**

You'll be able to buy the tokens you've committed to once the sale is live on September 18.

FAQ

Why do I need to answer more questions?

The CVL token powers our governance model, which spreads decision-making across the community rather than concentrating power in the hands of an individual or small group, assuring the long-term independence of the newsrooms. Every token holder adds value to the network. The Civil questionnaire is our effort to inform potential token buyers about their roles and responsibilities.

I failed the test. Can I still buy CVL tokens?

If you failed, it's because your answers indicated that you might not fully understand the CVL token and what it's used for. You can take the quiz again in 24 hours; you may want to review "4 Ways to Use CVL" and other resource documents on www. tokenfoundry.com/projects/civil first. You must pass the quiz to participate in the token sale.

Starting on September 18, buy your CVL!

You're now ready to buy CVL tokens with the ETH you purchased earlier, and start participating on the Civil platform!

○ **TOTAL TIME: 5 MINUTES**

TOKEN FOUNDRY

☐ **1. Log in to Token Foundry**

Using the same browser you used to install MetaMask, visit the Civil project page on Token Foundry and click "Buy" next to the Civil logo.

METAMASK

☐ **2. Buy your CVL!**

Select MetaMask as your payment method, and your wallet address will populate automatically. Confirm the amount of ETH you want to spend to buy CVL tokens, and send your ETH.

☐ **3. Wait for the conclusion of the token sale**

We'll email you when your tokens are ready, and they'll also show up in your MetaMask wallet.

"We need to get **CVL tokens** into the hands of people who are ready to **roll up their sleeves** and help build Civil into a thriving home for **independent journalism**."

— MATTHEW ILES, CEO, CIVIL MEDIA COMPANY