

OPENING OF MAIN SALE

PRESS RELEASE

Having Closed \$17M In Their Presale ICO, Power Ledger Confirm Their Public Sale Will Commence on 8th September 2017

Perth, Western Australia – 5 September 2017 – Leading blockchain energy technology company [Power Ledger](#), announces it will open its main public token sale at 3pm AWST (Perth time), 8am BST (London time), 3am EST (New York) on Friday 8 September 2017.

The announcement comes just after the close of the company's public presale, which saw all 100 million Power Ledger POWR tokens sold in a little over 3 days.

“We are absolutely thrilled with the results of the public presale,” says Dr Jemma Green, co-founder and chair of Power Ledger. “Selling out in just over 3 days is a very strong performance in line with global ICO standards, which speaks to the strong levels of interest from consumer and institutional buyers.”

The proceeds from the total pre sale were AU\$17 million and the main sale on Friday offers approximately 150 million POWR tokens (subject to final confirmation before the sale opens) in an uncapped sale, meaning that the level of market demand will have set the final token price at the end of the sale.

“Demand has significantly exceeded our expectations,” remarked co-founder and Managing Director Dave Martin. “As the first Australian ICO, we've been breaking new ground, and have been unable to rely on precedent to help us set targets. We initially hoped to conservatively sell up to \$20million, but the strength of the market response has been absolutely phenomenal.”

Power Ledger's blockchain-enabled ecosystem creates peer-to-peer renewable energy marketplaces, including where participating consumers and distributed energy resources are able to trade their renewable energy using blockchain technology.

The peer-to-peer applications are already developed and live in commercial settings in the Australian market, and the company has focussed heavily on making growing strategic relationships with key players in the Australasian energy and property sectors as well as expanding globally. Token sales will be used to rapidly accelerate the company's expansion, including entry into India and other emerging markets. Because such places have gaps in their existing energy infrastructure, they tend to be keen to adopt distributed wind and solar energy solutions, and fast added Mr Martin.

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