



Contact Matt Hall
Telephone 562-726-2287
Email matt@slice.market
Website www.slice.market

FOR IMMEDIATE RELEASE

SLICE USING CRYPTOCURRENCY OFFERING TO SELL SHARES OF CHELSEA, MANHATTAN LUXURY DEVELOPMENT

Santa Monica, CA - April 9, 2018 - Real estate startup [Slice](#) is using a unique method to raise capital for a New York City real estate development project: cryptocurrency. The project, a Chelsea, Manhattan building designed by the renowned DXA Architect Firm, has secured a \$2 million allocation for investors out of a total \$80 million equity capital contribute to this development.

The building will feature the typical luxuries found in the prestigious neighborhood, including a luxurious lobby with 24/7 doorman and concierge service; a fitness center and swimming pool; exterior balconies; and a roof deck.

What makes this project unique is how Slice offered cross-border non US international investors, the opportunity to participate in this development.

Treated as any other securities, the offering would be available to non-us investors and would fully comply to the SEC Regulation S requirements which relates to offers that that occur outside of the United States and exempt from the registration requirements. This offering just like any other offering on Slice is a security offering and treated as such, each offering includes a full KYC & AML for its participants as well as PPM (private placement memorandum); it is targeted for high-net-worth-individuals that look to hedge their crypto portfolio with a stable asset backed security tokens.

Using the same technology powering distributed ledgers, Slice is leveraging the latest technology to provide investors an exciting new way to participate in US-based prime real estate investments.

“Previously, high net worth cryptocurrency investors were forced to keep their assets in volatile, unpredictable forms such as Bitcoin or Ether,” said Slice CEO Ari Shpanya. “While this provided liquidity, the constant market fluctuations made it an unwise alternative to traditional investing.”

Now, through Slice's platform, investors are purchasing shares in a Chelsea, Manhattan residential building. These assets are secured through blockchain-based cryptocurrency. Unlike an initial coin offering (ICO), where the value of the coin is based entirely on speculative demand for the coin, Slice's crypto assets are secured by real estate.

"As evident with Slice's Chelsea, Manhattan real estate development, cryptocurrency now provides a way for both real estate investors and crypto investors to have a more stable, predictable high return for their investments. Plus, since cryptocurrency can be sold at any time, this type of investment provides the same high liquidity as one might find in a public market."

"It really is the best of both worlds for serious investors," Shpanya said.

The development project also has the involvement of Japan's largest homebuilder, Daiwa House. Slice has also partnered with some of the leading blockchain companies including Bancor and Stellar, as well as prominent commercial real estate (CRE) funds in New York and California.

"We understand that anytime there's new technology, there's a potential for apprehension," said Shpanya. "That's why Slice made sure to partner with some of the largest international development firms, such as Daiwa House, Japan's largest homebuilder, and HAP Investments, a major international real estate capital firm.

With an expected completion date of October 2019, investors won't have to wait long to start seeing regular returns for their investments. Slice's platform usually provides investors quarterly distributions on non-development projects and, on average, higher returns compared to traded Real Estate Investment Trusts (REITs). This gives investors the best of both worlds, combining the benefits of public market liquidity and private market returns.

For more information about upcoming real estate investment opportunities through Slice, visit www.slice.market.

About Slice: Slice is a commercial real-estate (CRE) Investment Platform for the cross-border investor utilizing block-chain offering investors simple access to institutional grade, prime location US real estate. Slice offers investors many benefits, including access to top private equity CRE that delivers, on average, twice the returns compared to traded Real Estate Investment Trusts (REITs), instant liquidity in assets that traditionally have a 3-5 year lock period, and quarterly distribution for users. To learn more about increasing wealth through Slice, visit www.slice.market.

###

If you would like more information about this topic, please contact Matt Hall at 562-726-2287 or email at matt@slice.market