



AgAu

Gold & Silver

The Peer-to-Peer, Electronic Money System

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FINMA Responds Positively to AgAu Non-Action Letter

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Zug, SWITZERLAND: **AgAu AG**, the company behind **AgAu.io: “The Peer-to-Peer, Electronic Money System”** aiming to issue tokens backed by silver and gold, is announcing today that the Swiss Financial Market Supervision Authority (FINMA) gave an indicative response to the non-action letter request. The response from FINMA confirmed that AgAu tokens are classified as Payment Tokens representing an asset but do not classify as a Security Token - [as per the latest ‘stable coin’ guidelines](#). The Swiss financial markets’ regulation focuses on the economic function and the purpose of a token to issue its guidelines. AgAu AG agrees with the indicative response from the world-leading financial authority and will continue its preparation to launch its product in the second half of 2020.

“This is a great milestone validating our ambition to be an alternative form of payment. In our view, the FINMA response will strengthen the trust of our company’s shareholders as well as the public, we will take further steps in order to comply with Swiss regulators...” commented Mr. [Thierry Arys Ruiz](#), CEO and executive chairman of AgAu AG.

The FINMA’s response is an additional accomplishment for AgAu AG [after announcing earlier this month the closing of the first investment round at a strong valuation](#). The investment round included high profiles such as the former CEO of Arab Bank, [Nicolas Chikhani](#) who joined the company as an investor and board member. The identity of the other high-profile investors will be announced later this year.

AgAu tokens, meet the [latest ‘stable coin’ guidelines](#) by having the tokens representing the direct ownership of physical gold and silver bullion with very little friction.

AgAu tokens not being classified as securities lightens the burdening obligation to include an investment prospectus as well as higher levels of KYC and AML (Know Your Customer and Anti Money Laundering). Moreover, when trading, Security tokens are required to establish a web of Exchange Licensed partners, Banking Licensed Institutions, and a network of Broker-Dealers.

“Being classified at par with Bitcoin ensures for our users the liberty of exchanging what we believe to be a superior form of money. The payment token classification is in line with our vision and we believe it to be appropriate,” added Mr. [Arys Ruiz](#).



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AgAu (AgAu AG), a name composed by the junction of the two chemical elements: “Ag” for silver and “Au” for gold, plans to issue digital gold in Switzerland. AgAu ought to be the easiest way to transact the direct ownership of allocated and redeemable physical, LBMA quality gold and silver. The precious metal is audited and secured in private vaults outside the banking system in Switzerland.

The company wants to combine the best of Switzerland by merging Commodity Trading (Gold & Silver), Banking, and Distributed Ledger Technology in one powerful idea: [AgAu](#).

AgAu’s mission is to increase the freedom of exchange of goods, values, and ideas by establishing a superior form of money enabling everyone to preserve and enjoy the fruits of their labour. Read the official [White Paper](#) and visit [AgAu.io](#).

We are inviting the community, investors, ecosystem, and media partners to reach out by following us on social media, expressing your interest and joining the movement.

Explore: [“AgAu: The Peer-to-Peer, Electronic Money System.”](#)

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