

**WHITEPAPER**  
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# VEXANIUM

**Decentralized  
Marketing Ecosystem**

Abstract

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VEXANIUM is disrupting the global promotional marketing industry by developing a decentralized marketing ecosystem. It is creating a tokenized rewards and voucher platform with two goals – to bridge the off-chain to on-chain gap for retailers and consumers, while also serving those that are already on-chain. The VEXANIUM Platform will revolutionize today's voucher and rewards industries by solving their major pain points such as poor economics, illiquidity and redemptions. In doing so, VEXANIUM's platform is also able to provide an Airdrop solution to address to the surging demand of blockchain businesses to reach their target audience. Ultimately, VEXANIUM allows a whole new wave of retailers and consumers to enter the blockchain era, while also providing the most effective way for blockchain businesses to expand their reach.

The VEXANIUM Platform features 4 components:

#### 1. Voucher Platform:

The VEX Platform will allow businesses (offline, online and onchain) to create campaigns for acquiring new customers and rewarding existing ones, using the VEX token. It will also allow the creation of vouchers by these businesses which consumers can purchase with the VEX token. This will be facilitated via the VEX web and mobile apps.

#### 2. P2P Voucher Exchange:

The VEX Exchange will allow consumers to trade vouchers among themselves and set their own prices. It is hosted within the VEX app.

#### 3. VEX Cryptoexchange Integration:

The VEX app features an integration with selected cryptoexchanges in order to allow users to directly trade their VEX token balance on the exchange.

#### 4. Airdrop Platform

The VEX Platform will also allow blockchain companies to create Airdrop campaigns for acquiring new customers and rewarding existing ones, using the VEX token. This will be facilitated via the VEX web and mobile apps.

VEXANIUM

Decentralized Marketing Ecosystem

## Table of Contents

<b>1. Introduction</b>	5
1.1 Promo Marketing Limitations	6
1.2 Bockchain Promo Marketing Limitations	7
1.3 Solutions	8
<b>2. The VEXANIUM Platform</b>	10
2.1 VEXANIUM Solution	10
2.2 VEXANIUM Ecosystem	10
2.2.1 VEXM Generator	11
2.2.2 VEXplorer	11
2.2.3 VExchange	11
2.3 Utilization of Blockchain	11
2.4 Use Cases	12
<b>3. Project Roadmap</b>	18
3.1 Phase 1: Launch of VEXANIUM in Indonesia	18
3.2 Phase 2: Completion of VEX Ecosystem	18
3.3 Phase 3: Business Expansion to Asia	19
<b>4. VEX Token Economy</b>	
4.1 VEX Token	19
4.1.1 Token Usage	19
4.1.2 Token Information and Allocation	19
4.2 Merchant Token (VEXM)	20
4.3 Token Sales	20
4.3.1 Token Sales Condition	20
<b>5. Business Operation</b>	23
5.1 Business and Revenue Model	23
5.2 Sustainability	23
<b>6. Team and Company</b>	25
6.1 Management Team	
6.2 Advisors	
6.3 VEXANIUM Foundation	29
<b>7. Partnership &amp; Angel Investors</b>	30
<b>7.1 Strategic Partners</b>	31
7.1.1 Achain	
7.1.2 Tokenomy	
7.1.3 Kcash Wallet	
7.2 Angel Investors	
<b>8. Terms and Conditions</b>	35
<b>9. Contact details</b>	40



## 1. Introduction

Promotional marketing (promo marketing) is one of the most important marketing tools for retailers and brands worldwide today. Within promo marketing, coupons and vouchers are used as the dominant tools for new customer acquisition and retention. A study conducted by GfK concluded that 49% of consumers would gladly switch brands for savings in the form of a coupon<sup>1</sup>. In the US alone, more than 307 billion online and offline coupons were distributed in 2016 and more than 52% of internet users used digital coupons<sup>2</sup>.

In the retail market, South-East Asia and Indonesia in particular are some of the fastest growing markets globally, with the latter boasting a population of over 260 million people. Indonesia has attracted global giants such as Alibaba,

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<sup>1</sup> <https://www.businesswire.com/news/home/20160405006172/en/GfK-MRI-Research-Links-Mobile-Coupon-Brand>

<sup>2</sup> <https://www.statista.com/topics/1156/coupon-market-trends-in-the-united-states/>

Tencent and Amazon to join the local e-commerce ecosystem in recent years. According to a study by Mckinsey Indonesia, the e-commerce market reached a size of USD 6 billion in 2016 with more than 78% of online users having made online purchases in the past. The industry is expected to grow by approximately 18 percent annually over the next five years, reaching a market volume of USD 16.4 billion by the end of 2020.

The importance of vouchers and coupons for retailers to attract new customers in those regions is significant, especially for the e-commerce industry. However, these promo marketing tools come with numerous challenges and limitations for both retailers as well as users, which has limited the growth potential of the industry.

VEXANIUM will revolutionize this space by bringing the voucher and couponing industry on-chain. The blockchain based ecosystem which VEXANIUM creates will solve the major pain points that this industry faces today. The immutability, liquidity and decentralized nature of VEXANIUM will revolutionize this market while introducing a whole new wave of retailers and users to the blockchain era. The VEXANIUM platform will also naturally serve existing blockchain businesses in their user acquisition, activation and retention.

The founders of VEXANIUM previously built and sold Indonesia's largest voucher and couponing platform, Evoucher Indonesia with more than 2 million active users. After 7 years of building that business, the founders realized that the blockchain can solve the fundamental problems of this industry. The idea for the VEXANIUM ecosystem was born.

## **1.1 Promo Marketing Limitations**

### **1.1.1 Cost**

In Asia in particular, a majority of retailers use online promo marketing platforms such as Groupon, Dianping or Meituan as key channels to promote their products and services and win new customers. Promo marketing strategies rely heavily on campaigns on these platforms which provide substantial traffic and sales. These platforms charge an average of 15% - 20% in commission per transaction through a CPA (Cost Per Acquisition) or CPS (Cost Per Sale) structure. An increasing number of retailers struggle because these commissions together with the discounts offered represent too high a proportion of their margins.

As a result, to protect margins, retailers often end up giving lackluster promotions that are either unattractive or with unrealistic terms – alienating the very target user group they set out to attract.

### **1.1.2 Redemption**

Customers are often frustrated when trying to utilize a voucher or redeem their gift cards and coupons. Common difficulties include using vouchers that have already been utilized, expired, are lost or with unreasonable T&C requirements.

Market data has shown that in the UK alone, close to 20% of issued promotions go unredeemed per year, resulting in a \$1.5 billion loss to consumers.

### **1.1.3 Liquidity**

Retailers create millions of vouchers, coupons and rewards in various formats each year to incentivize potential consumers. As a result, consumers end up receiving a lot of unsolicited promotions for services or products they do not

need. Many consumers would like to trade such unwanted vouchers, however at first the paper format of those vouchers made it hard for them to be traded or transferred. Even in digital format this is almost impossible due to the captive nature of applications and the multitude of different systems being used. As a result, consumers are looking for a convenient and hassle-free way to trade or transfer their promotions today.

## **1.2 Blockchain Promo Marketing Limitations**

In a similar way to retail promo marketing, blockchain promo marketing has also faced problems which VEXANIUM is aiming to solve.

ICOs reached a total funding amount of 3.8 billion USD with over 200 ICOs being launched in 2017. It is expected that 2018 will even surpass these numbers. In order to acquire community members and investors, ICO teams have relied heavily on advertising their token sales via the large ad networks of Google, Facebook and Twitter. Recently, these 3 platforms have banned ICO advertising and this has left many ICOs in a difficult position as they are no longer allowed to conduct the large-scale marketing campaigns that were once possible on those networks.

Secondly, existing projects that already have their ICO behind them need to reach out via marketing campaigns to attract potential customers and additional community members.

Airdrop Campaigns have become one of the most effective ways to achieve these objectives. In fact, the number of Airdrop campaigns by ICOs has increased significantly since the advertising bans on the larger online platforms were announced and this growth is expected to accelerate throughout 2018 and beyond.

While there are a handful of websites that list different airdrop campaigns, there is no professional blockchain platform that offers an all-in-one service with a



maximum reach to potential investors and community members. This means that to be successful, blockchain projects currently need to have an existing substantial community or the help of influential reviewers to make their Airdrop campaign a success.

## **1.3 Solutions**

### **1.3.1 Decentralized Marketing & Airdrop Platform**

Traditional promo marketing campaigns are run on platforms that store data and run their service on centralized servers that are fully controlled by the company. This allows data to be manipulated or deleted.

A decentralized platform allows retailers to communicate with users without the need for a central server. There is no central authority to process orders or line-up advertisements and marketing campaigns. By eliminating the central authority, the high fees charged by the middleman can be cut out.

### **1.3.2 Blockchain Basis**

Blockchain is a decentralized distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way. It is a secure and reliable system that allows data transaction between all kinds of institutions or individuals with the absence of a central authority. Powered by techniques of cryptography, decentralized consensus, peer-to-peer network communication, blockchain prevents data from being tampered with or deleted. In promo marketing, utilizing blockchain technology allows users to make sure the information of a voucher or coupon cannot be modified or deleted once being published on the blockchain, enhancing the trust in the market system.

### **1.3.3 Tokenization**

A token is an encrypted pass that provides highly fluid access to services in a blockchain system. Token holders are able to exchange the tokens for goods or services in the ecosystem. A token has two key characteristics - it is encrypted and liquid. Utilizing cryptography ensures that each transaction is secured, the supply of tokens is limited and each transfer of assets is verified.

Applying tokenization to promo marketing brings transparency to the couponing and voucher industries by not only preventing fraud when redeeming a voucher but also fully disclosing the information of each marketing campaign and promotion. Liquidity is brought about by allowing trading of vouchers, coupons and loyalty points between users.



VEXANIUM  
PLATFORM

## **2. The VEXANIUM Platform**

### **2.1 VEXANIUM Solution**

VEXANIUM is a decentralized marketing ecosystem. It is creating a tokenized rewards and voucher platform with the ultimate goal of bridging the off-chain to on-chain gap for retailers and consumers, while also serving those that are already on-chain. The VEXANIUM Platform will revolutionize today's voucher and rewards industries by solving their major pain points. At the same time, the VEXANIUM Platform will also enable blockchain businesses to reach their target audience better through decentralized airdrop campaigns. Ultimately, the platform will allow a whole new generation of retailers and consumers to enter the blockchain era, while also providing the most effective way for blockchain businesses to reach their target audience.

### **2.2 VEXANIUM Ecosystem**

#### **2.2.1 VEXM Generator**

VEXANIUM enables merchants to create their own tokenized vouchers (VEXM) easily by using VEXM Generator. VEXM is a smart contract based token standard, which has a similar function to ATP in Achain or ERC20 in Ethereum. The goal of VEXM Generator is to bring transparency to the marketplace by performing credible transactions that are trackable and irreversible without the need for third parties. Merchants can easily create their voucher tokens by editing parameters based on the contract template. All information of the token will be written in the VEXANIUM blockchain and can be reviewed any time at VEXplorer.

### **2.2.2 VEXplorer**

VEXplorer is a blockchain browser allowing users to perform searches, API and analysis of the VEXANIUM blockchain. Each transaction, each block generated and the smart contracts that had already been entered into will be shown at real time in VEXplorer. As an example example, if a burger chain called Mburger were to issue a Voucher Token (VEXMburger), all the information of VEXMBurger such as amount of tokens generated, terms, number of redemptions, number of token holders will be displayed at VEXplorer.

### **2.2.3 VExchange**

VExchange is a crypto-crypto exchange platform for trading VEX tokens and all VEXM tokens.

## **2.3 Utilization of Blockchain**

The VEXANIUM platform will be built based on the Achain protocol in order to guarantee a stable operation. We expect huge trading volume in our sophisticated ecosystem when it is fully established. Achain offers a stable, secure and scalable solution for the adoption of blockchain technology. The high speed of 1,000 TPS (Transaction Per Seconds) and low transaction fee of Achain platform will allow VEXANIUM to be a successful application of blockchain technology.

## **2.4 Use Cases**

### **2.4.1 Generation of Merchant Token**

Example 1 - Tokenomy (Founded by Indodax/Bitcoin.co.id Founder)

Tokenomy is a crypto-crypto exchange having its core business operation in Indonesia with over 1,100,000 users with Indodax or Bitcoin.co.id . It is quickly expanding to other cities and countries to allow more people accessibility to cryptocurrencies. Tokenomy is one typical client of VEXANIUM like any other merchants.

Tokenomy first became a registered merchant in VEX platform (with VEX token as deposit). It wants to produce 1000 pieces of \$100-USD-worth gift cards and price them at \$95 USD each. By using VEX's smart contract, 1000 amount of VEXID100 Tokens will be generated. All the information of VEXID 100 token will be recorded in the blockchain itself and it cannot be changed or erased. Anyone who has one VEXID100 token are able to redeem the \$100 USD worth of Tokenomy at Tokenomy by paying \$ 95 USD at any payment methods using VEX app. The redeemed token will be transferred to the VEX wallet of Indodax.

### **2.4.2 Token Airdrop**

Example 2 – MBurger (merchant)

MBurger is a burger chain and is having a promotion for its new Burger meal. It generates 100,000 worth of VEXMBurger tokens – everyone who consumes the new Burger meal with the token will enjoy \$1 USD off. MBurger decides to utilize the VEXM Airdrop function to target precisely those VEX users who have children in their families. The VEX system manages to find 100,000 users who are likely to be the target audiences based on their consumption habits, interests and location. MBurger then triggers the Airdrop system by paying a

certain amount of VEX tokens and each of the 100,000 users will receive 1 VEXMB token in their wallet.

### **2.4.3 Redemption of Token**

Example 3 - Mike (consumer)

Mike receives a VEXAP from Apple in his VEXANIUM App one day when he is near the Apple Store in Central, Hong Kong. Through his VEXANIUM App he knows that Apple is offering a promotion to him – by using the VEXAP token, he will be able to enjoy 5% off a Macbook purchase as a student. When Mike is making the payment, he transfers the VEXAP token to the cashier's VEXANIUM wallet by scanning the QR code. The transaction is done within 2 seconds and the discount is applied to his bill. No hassle for Mike and a happy merchant!

### **2.4.4 Token Trading**

Example 4 - Tom & Jerry (consumers)

XYZGym is the best fitness center in Jakarta. Tom has a \$50-for-\$200 coupon token VEXMXG but wants to sell it as he is going to the US to further his studies. He logs in to VEXchange through the VEXANIUM App, and places an order to trade the token. Jerry has just moved to Jakarta and discovered the offer and finds it attractive. Jerry then trades 20 VEX for the VEXMXG token from Tom, and Tom uses the 20 VEX to get 10% off international tickets from the marketplace.

### **2.4.5 ICO Airdrop Campaign**

Example 5 – ABC Company (Blockchain Startup)

Blockchain Startup ABC Company is planning its ICO. It has already raised half of the targeted hardcap through the private and pre-sale from accredited

investors. Now it needs to fill the other half through the public sale. Since it no longer can post ads through Google, Facebook etc, it decides to maximize its reach through an airdrop campaign and uses the VEX Platform to create one. It precisely targets the campaign at those VEX users that have indicated an interest in ICO investing via the app and broadcasts the airdrop towards these users. It can specify the amount of tokens to be airdropped and the action required from the user for receiving the airdrop e.g. a newsletter or whitelist signup. It pays for the service by purchasing VEX tokens which depends on the campaign size.





PROJECT  
ROADMAP



### **3. Project Roadmap**

#### **Phase 0: Project Initiation and Token Sales (Q1/Q2 2018)**

#### **Phase 1: Launch of VEXANIUM in Indonesia (Q3/Q4 2018)**

During Phase 1, the VEXANIUM marketplace will be fully functional and open to merchants and individual users in Indonesia. Merchants and enterprise users can create voucher tokens and start their marketing campaigns all seamlessly via the one-stop mobile app. Customers will be able to store and redeem their voucher tokens via VEXANIUM App.

#### **Phase 2: Establishment of VEX Ecosystem (Q1Q2 2019)**

In Phase 2, VEXANIUM will complete the establishment of the ecosystem by launching VEXchange and VEXplorer. VEXchange is a token marketplace that allows users to trade VEXM and VEX. Its function is to maximize the liquidity of tokens to increase the usage and redemption of merchant vouchers.

#### **Phase 3: Business Expansion to Asia (2019)**

In this Phase, we expect that VEXANIUM will already have proven its successful business model and gained significant traction in its home market. We will then expand to major cities or business hubs including Kuala Lumpur, Ho Chi Min City, Seoul, Hong Kong, Bangkok, Dubai and Singapore.

#### **Phase 4: Business Expansion to Outside Asia (2020)**

In this period, vexanium will focus and try to engage to market outside asia such as European countries, South American Countries , Africa where the most poplated countries in the world that support cryptocurrency

## **4. VEX Token Economy**

### **4.1 VEX Token**

#### **4.1.1 Token Usage**

VEX are the tokens used to access services across the entire VEXANIUM ecosystem. The major uses of VEX tokens are:

##### **(1) Service Fees for Merchant Token Generation**

Merchants will be paying service fees in VEX to generate their own token. For example, XYZGym is generating 1,000 pieces of \$100-USD-worth gift card tokens. It will need to pay the equivalent amount of VEX tokens to the VEXANIUM platform.

##### **(2) Service Fees of Airdrop Campaigns**

Merchants will pay service fees in VEX based on the number of target audiences it reaches out to in the VEXANIUM platform. For example, when MBurger needs to airdrop their coupon tokens to 100,000 VEXANIUM users, the platform will collect the equivalent amount of VEX tokens from MBurger.

##### **(3) Trading Tokens**

VEX will be the main trading pair for all tokens or cryptocurrencies on the VEXchange platform.

##### **(4) Trading Fees**

Users will receive 50% off on trading fees in VEXchange if he/she holds a certain amount of VEX.

#### 4.1.2 Token Information and Allocation

VEX tokens will be issued as an ATP 1.0 Standard Token on the Achain Blockchain Protocol. ATP 1.0, the Achain token standard, is a technical standard used for smart contracts on the Achain blockchain.

The total amount of VEX ever created will be 1,000,000,000 VEX.

The Token Allocation Plan is as follows:

Allocation	Parties	Detail
40%	Token Sales	Tokens sold in pre-sale and public sale. Funds raised will be disclosed regularly.
15%	Early Investors and Advisors	Tokens for Angel Investors and early investor. 50% of the tokens will be locked up for 6 months after the end of the public sale; and the remaining 50% will be release after another 6 months.
20%	VEXANIUM Foundation	Reserve for future expansion and ecosystem.
15%	VEXANIUM Team	Token incentives for VEXANIUM team. 50% of the tokens will be released 12 months after public sale and the remaining 50% after 18 months.
10%	User Incentives	Token incentives for seed users (merchants and individuals) in marketing campaigns.

## **Budget Allocation**

The budget is allocated as follows:

Research and Development: 30%

Offline O2O and Marketing: 50%

Operations: 10%

Others: 10%

## **4.2 Merchant Tokens (VEXM)**

Merchant Tokens (VEXM) are created through on the VEXANIUM platform utilizing smart contracts. Tokens generated by different merchants will be named as VEXMerchant eg. VEXMB is the token of MBurger. The amount of VEXM tokens created will be decided by the merchant itself. And unlike VEX token, VEXM tokens are only tradable in VEXchange.

## **4.3 Token Sales/ ICO**

### **4.3.1 Token Sale Conditions**

- ETH will be accepted for VEX in the Token Sale at 1 ETH = 20,000 VEX and 1 ACT = 10 VEX
- Hard Cap: 20,000 ETH or 18,000 ETH + 2,000,000 ACT
- The Token Sale will end upon occurrence of either of the following conditions:
  - (1) The total amount of funds raised is 20,000 ETH at or prior to the end of the public sales date, [16<sup>th</sup> May];
  - (2) The total amount of funds raised is more than 10,000 ETH by the end of the public sales date, [16<sup>th</sup> May];
- If this ICO does not generate 400,000,000 VEX tokens in sales, the company reserves the right to use the remaining tokens for a second ICO. The token price for any second ICO would be greater than in this round. The management reserves the right to terminate this ICO and, if this decision is taken, all ETH funds will be returned to the original token purchaser.



**BUSINESS**  
OPERATION

## **5. Business Operations**

### **5.1 Business and Revenue Model**

VEXANIUM's income will come from 4 major streams in the VEXANIUM Ecosystem:

(1) Service Fees from Merchant Token Generation:

Merchants will be paying an amount of VEX as a service fee based on the quantity and value of the VEXM generated.

(2) Service Fees of Airdrop Campaigns

Merchants will be paying an amount of VEX as a service fee based on the quantity and value of the VEXM being distributed to the target audiences.

(3) Trading Fees in VEXchange

(4) Advertising Fees in VEXplorer

### **5.2 Sustainability**

Sustainable Token Economy

VEXANIUM's income of VEX tokens will be locked up for two years to ensure a reasonable and effective circulation. Such a mechanism will also ensure the sustainability of the VEX token economy and VEXANIUM operation.



TEAM AND  
COMPANY



## 6. Team and Company

### 6.1 Management Team

#### Danny Baskara, Founder & CEO



Danny was the founder and CEO of Evoucher Indonesia, the biggest online market place in Indonesia with over 2,000,000 active users. As such, he has deep understanding and insight of the promo marketing industry. Danny is a serial entrepreneur with over 12 years of experience in Digital Marketing, Advertising and E-Commerce.

#### Robin Jang, Co-founder & COO



Robin is an IT and operations expert with over 10 years of experience in Korea, China and Indonesia. He is the former co-founder of Cashtree, the largest online marketing platform in Indonesia and managed the company to achieve over 10 million users. He also led the data analysis and machine learning team in one of the leading big data startups in Southeast Asia.

#### Irwan Barus, CSO



Irwan is a serial entrepreneur in retail, IT and Fintech. He was a pioneer in promoting a cashless society by co-founding Kesles, a QR code-based mobile payment market place in Indonesia.

## **Manto Tan, Developer**



Manto Tan is a Fullstack Developer with more than seven years of experience in software development. He has been involved in various projects from game to web and mobile development, with his passion towards product development.

## **6.2 Advisors**

### **Constantin Papadimitriou (Kiki)**



President of Pundix

Kiki has 17 years experience as Founder and CEO of two of the biggest Fintech companies in Indonesia - Infinetworks and E2Pay. He has a MSc in Computer Science (Purdue University) and BSc in Computer Science (University of Tulsa). Kiki is also a committee member of the Indonesia Blockchain Association and the advisor of PundiX, one of the most recognized ICO projects in Asia.

### **Patrick Linden**



Managing Partner at RVP Venture Group

Patrick is Founder and CEO of DealGuru, which became SEA's largest B2C e-commerce company. He is also the co-founder of Food Runner which was SEA's largest online food delivery platform. He sold DealGuru in 2014 and Food Runner in 2015 and is now an active angel investor, entrepreneur and mentor to several tech startups in Asia and Europe.

## Roberto Capodieci



Roberto discovered a passion for information technology at the tender age of 6. By the time he was 10, he had developed and sold his first video game. Roberto, specialises in lawful interception systems and big data analysis, is also a consultant to law enforcement agencies, an associate of the NXT Issuer and the first to apply blockchain technology to supply chain and trade finance. Founder of the Blockchain Zoo association, Roberto often speaks at conferences on blockchain.

## Jason Lamuda



Founder & CEO of Berrybenka and Co-Founder of Groupon Indonesia  
Jason is a well known Serial Techpreneur in e-commerce in Indonesia. He founded Berrybenka, one of the first and largest fashion e-commerce companies in Indonesia. Jason was also the founder of Orami and Disdus.com, which was acquired by Groupon to become Groupon Indonesia.

## Dallen Kim



CEO of Yteams and Cashtree Indonesia  
Dallen is CEO of Yteams Pte Ltd and Cashtree Indonesia, a mobile contents publisher specializing in lockscreen advertising with over 10 million users. He is also the founder of the world famous game “Dungeon of Fighter”.

## Edi Sulisty



Founder Locket.com (Go-jek Group)

Mr Sulisty is a serial tech entrepreneur who has founded and exited several startups such as LOKÉT (acquired by GO-JEK, 2017) eEvent (acquired by EnvisionPoint, 2013), OW.com (acquired by Telepathy, 2009), Kamus.net (acquired by Stand4, 2008). He is currently heading the

entertainment verticals within GO-JEK group and advisor for few prominent ICOs in the region

### **TIAGO C. Alves**



VP of Appcoin

Tiago is the VP Asia Pacific of Appcoin, an open and distributed protocol for app stores. Tiago has over 12 years experience in technology related roles. He is a Software Engineering graduate from the University of Macao, with a Master Degree in Mandarin and an MBA in Tech Management from the University of San Francisco.

### **Lawrence Samantha**



Lawrence is an veteran in the cryptocurrency mining and trading world, dating back to 2011. He believes in the power of crypto to change the world. His computer science expertise and drive to do to the right thing are the reasons he created several crypto solutions such as

BitHarga for instant cryptocurrency pricing analysis and HonestMining whose mission is to make trustworthy crypto mining that is accessible to everyone.

### **Calvin Kizana**



Founder & CEO of PicMix

Calvin is a serial technopreneur, geek and technology freak with more than 17 years of experience and expertise in the industry and building successful startups. He is the winner of the Ernst & Young (EY) Technology and Digital Entrepreneur of The Year 2014 award. Calvin leads PicMix, an interest-based social media platform which has grown globally to over 22 million users

## 6.3 Angel Investors

### Marcus Yeung

Founder & CEO of SEABridge Partners



Marcus is the founder and CEO of SEABridge, a leading tech investment banking firm focusing on tech investment opportunities in SE Asia and Japan. He is a highly experienced investor with 20+ years experience with top-level experience as CEO, CFO, Owner, VC/PE Investor and

Financial Adviser.

### Joseph Aditya

Founder & CEO, Ralali.com



Joseph is Founder and CEO of Ralali, the largest B2B marketplace portal in Indonesia. Ralali is a business-to-business marketplace for maintenance, repair, and operational (MRO) goods.

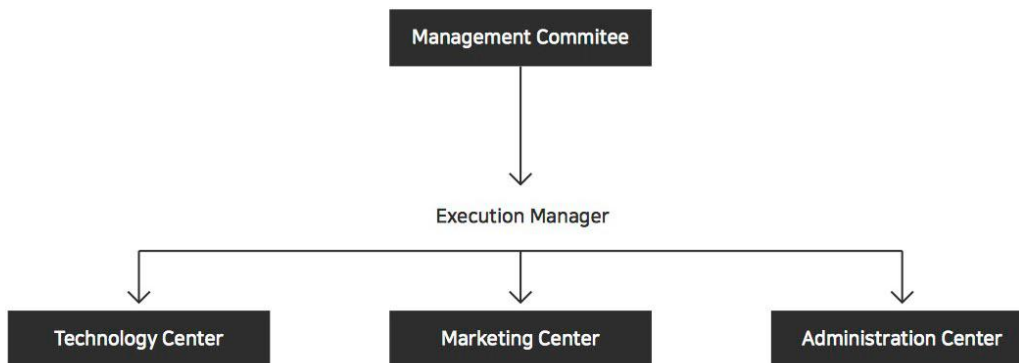
### Anton Soeharyo

Founder & CEO of Touchten



Anton is a serial Techpreneur in Indonesia who established Touchten, the largest game publisher Indonesia. He has been an investor in cryptocurrencies and ICO since 2013.

### 6.3 VEXANIUM Foundation



The VEXANIUM Foundation (hereinafter referred to as the "Foundation") is established and operating in Singapore. It is committed to promoting VEXANIUM's development and its transparency of governance to promote the safe, efficient and orderly development of the ecosystem. The Foundation will help to manage the general issues and privileges of the ecosystem by establishing a good governance structure. The structure has been designed in consideration of the sustainability of operations, the effectiveness of management and the safety of its funds. The VEXANIUM Foundation commits to publish monthly progress reports and annual audit reports.

#### Management Committee

The Management Committee is responsible for the management and decision-making of major agenda items of the Foundation, including appointment of the executives. The committee formulates the norms and manages the privileges of the Foundation.

#### Technology Center

The VEXANIUM Technology Center is responsible for the review, further development and the uninterrupted operation of the current underlying technology being used. The Technology Center communicates with community members and regularly holds technical seminars in the community.

#### Marketing Center

The VEXANIUM Marketing Center is responsible for research, market strategy, sales and promotion of the Alliance and its product.

#### Administration Center

VEXANIUM Administration Center manages financial, legal, personnel and administrative affairs. Legal affairs include the review and formulation of various documents to prevent possible legal risks; personnel and administrative affairs include employment, remuneration and daily administrative work.

## **8. Partnership & Angel Investors**

### 8.1 Strategic Partners

#### 8.1.1 Achain ( <http://www.achain.com/> )



Achain is public blockchain protocol enabling developers of all levels of experience to issue tokens, smart contracts, create applications and blockchain systems. Achain is committed to building a global blockchain network that facilitates information exchange and value transactions.

Achain's blockchain platform was recognized as Blockchain 3.0 featuring security, speed and scalability. Its speed of 1,000 TPS (Transaction Per Second) and low transaction cost is the best fit to build VEX. Achain is now one of the biggest blockchain ecosystems with over 30 Dapps released. The VEX team believes that being a member of the Achain ecosystem will highly benefit the project's business operations and technology adoption.

#### 8.1.2 Tokenomy ( <http://www.tokenomy.com/> )



Tokenomy is a crypto-to-crypto exchange and ICO launch pad, focusing on the underserved and high-growth markets in Southeast Asia. Tokenomy allows anyone to easily transform any valuable offering into blockchain tokens for crowdfunding, rewarding communities, tracking donations or other needs. Tokenomy aims to create financial inclusion and enable anyone to connect with global alternative funding networks for innovation creation.

Partnering with Bitcoin.co.id, the biggest digital asset exchange in Southeast Asia, Tokenomy helps VEX access to 1,000,000+ potential investors and traders. Having been verified and reviewed as a qualified project, VEX token will be listed on Tokenomy upon launching of the platform.

#### 8.1.3 Kcash Wallet ( <https://www.kcash.com/> )





Kcash is the first multi-chain wallet application of digital currency in China, and it is also the first hybrid wallet in the world that supports on-chain and off-chain. Kcash is devoted to creating a one-stop digital asset management platform, an open and inclusive financial ecology of blockchain. Kcash supports BTC, BCH, ETH, LTC, Achain and thousands of digital currencies based on Ethereum's and Achain's smart contract platforms. Kcash wallet allows secure storage of digital currency, transfer, red packet, asset accretion and other digital currency management functions and finance functions with ease through a decentralized wallet (on-chain) and escrow account (off-chain).

Partnering with Kcash not only allows VEX token to be stored in a secure wallet during and after our token sales but also gives the VEXANIUM platform access to the future crypto gateway.

#### 8.1.4 PundiX (<https://www.pundix.com/>)



PundiX is a cryptocurrency point-of-sale ("POS") solutions provider for retail stores seeking to accept digital currencies in South East Asia. PundiX POS enables shops, cafes and convenience stores to sell cryptocurrency to general consumers and builds on the success of Pundi-Pundi, which is one of Indonesia's most popular QR code cashless payment apps.

8.1.5 Ralali (<https://www.ralali.com/>)

# Ralali.com

Ralali.com is a leading online B2B E-commerce marketplace in Indonesia that connects suppliers and buyers in Indonesia. Ralali is one of the fastest growing startup companies that provides various product categories. Our Partnership with Ralali allows us to access thousands of merchants to deploy crypto tokens in the VEXANIUM ecosystem.

Cashtree (<https://www.cashtree.com/>)



Cashtree is Indonesia's leading lockscreen advertising platform that has over 12,000,000 users across the region. Cashtree will be VEXANIUM's partner to acquire seed users at our early stage.

## 9. TERMS AND CONDITIONS

This section contains legal warnings and General Terms and Conditions (hereinafter referred to as SKU).

To understand the contents of this White Paper, please read the reviews below carefully;

1. Warning and Accountability
2. Absence of Representation and Warranties
3. Absence of Representation and Warranty by User
4. Warning Notes on Future Statements
5. Market and Industry Information and No Approval from Others
6. Absence of Recommendation/Guidance
7. Lack of Information or Further Updates
8. Prohibition on Distribution and Distribution
9. Absence of Offering on Securities or Registrations
10. Risk and Uncertainty Points

We urge and direct you to read this entire section thoroughly and thoroughly. If you find it confusing and dubious to take further action, we recommend that you consult a legal/financial/tax consultant and/or other professional consultant.

### OPENING

1. Please be aware and carefully that UTILITY Tokens are not involved, intended, intended and/or designed to form securities in any jurisdiction. The White Paper does not constitute and/or design a prospectus or bidding document of any kind and is not intended to establish securities offerings or securities investment requests in any jurisdiction.
2. This White Paper does not form any opinion in any suggestion of sale, or demand in any offer by distributor/vendor of UTILITY Token (hereinafter referred to as "Distributor") to purchase UTILITY Token - in whole or in part or in any form in any form , or refers to its relationship to the contract or investment decision.
3. In order to distribute and manage UTILITY Tokens, Distributors will be affiliated with VEXANIUM, and will deploy the entire UTILITY Token sales process to fund all projects, businesses and the course of cryptocurrency from VEXANIUM.
4. No one can legally engage in contracts in relation to the sale and purchase of UTILITY Tokens, as well as no cryptocurrency or other acceptable forms of payment under this White Paper.

5. Any agreement between the Distributor and you as the buyer, and in connection with any sale and purchase of UTILITY Token shall be governed by a separate document governing the agreement on the General Terms and Conditions. In the event of any inconsistency between the SKI and the White Paper, it shall refer to the document issued first.
6. You understand and fully understand that citizens, residents (taxpayers or non-taxers), or United States green card holders of the United States of America, the People's Republic of China and the Republic of Singapore DO NOT RESPECT TO Purchase the UTILITY Token as intended in this White Paper.
7. In the matter of regulatory authority, there is no acceptable or approved regulatory authority in relation to the information presented in this White Paper. No acts are or will be done under the legal domain, regulatory requirements or regulations of any jurisdiction. The publication, distribution, or distribution of this White Paper does not imply compliance with any applicable law, regulatory requirements or rules.
8. In our respective disclosures, businesses and operations, we strongly urge you for any risks and uncertainties associated with VEXANIUM and/or Distributors and their respective business operations, UTILITY Tokens, VEXANIUM initial sales and VEXANIUM purses (respectively as referred in this White Paper).
9. This White Paper - or any of its parts, as well as any copies thereof, is not permitted to be taken or transmitted to any country where the distribution or distribution of the White Paper is prohibited in that country.
10. No part of this White Paper may be reproduced, distributed or circulated without including the whole of this section and the above-mentioned sections.
11. Any covenant, validity and performance of this Agreement, and all legal proceedings carried out under or in connection with this Agreement, shall be governed by the laws of Singapore.

## 1

### **AMENAN AND ACCOUNTABILITY**

To the maximum extent permitted by applicable law, rules and regulations, VEXANIUM and/or Distributor shall not be liable for any indirect, special, incidental, consequential or other damages in any form, contract or otherwise (including but not limited to loss of income, income or profits, and loss of use or data) arising out of or in connection with any acceptance or reference to this White Paper or in any part thereof by you.

## 2

### **REQUIREMENT OF REPRESENTATIVES AND WARRANTIES**

VEXANIUM and/or Distributors DO NOT make or confess to make, and hereby release, any representation, guarantee or embarrassment-in any form to any entity or person, including representation, warranty or merchant in relation to the truth, accuracy and completeness of any information provided in this White Paper.

### WARNING OF REPRESENTATIVES AND WARRANTIES BY USER

You acknowledge that in relation to receiving and accessing any materials and information in this White Paper, you hereby represent and guarantee to VEXANIUM and/or Distributor as follows;

- a) You acknowledge and fully recognize that UTILITY Tokens do not constitute securities in any form in any jurisdiction;
- b) You agree and acknowledge that this White Paper does not constitute and/or design a prospectus or bidding document of any kind and is not intended to constitute an offer to securities in any jurisdiction or a securities investment spread. You are not bound to engage in any contracts or legally enforceable commitments and no cryptocurrency or other payments received in the scope of this White Paper;
- c) You agree and acknowledge that no regulatory authority has been examined or approved from the information contained in this White Paper, no action will be taken or will be conducted under the legal domain, regulatory requirements or regulations in any jurisdiction and any publications, or the distribution of this White Paper to you does not indicate that it has complied with applicable law, regulatory requirements or regulations;
- d) You agree and acknowledge that this White Paper, the conduct and/or sale of the VEXANIUM token, or the sale of any future UTILITY Tokens in a cryptocurrency exchange, shall not be construed, interpreted, or deemed by you as indicative of the benefits of VEXANIUM and/or Distributor, UTILITY Token, VEXANIUM prime token sale, and VEXANIUM purse (each as directed in this White Paper);
- e) You understand that the distribution and dissemination of the White Paper of any part thereof or any duplicate of it, or acceptance of the same by you, is not prohibited or restricted by applicable law, any arrangements and regulations in your jurisdiction and all places where restrictions on ownership are enforced;
- f) You acknowledge and agree that in order to purchase UTILITY Token, UTILITY Token is not to be construed, interpreted, classified and/or treated as;
  - Any type of currency (in the form of fiat currency) except cryptocurrency and/or digital money.
  - All kinds of investment tools such as; debt, shares and/or securities issued by individuals or entities (either VEXANIUM or Distributors).
  - All rights, preferences, and/or derivatives relating to debt, stock and/or securities.
  - All forms of collective investment schemes.
  - All forms of accounts receivable.
  - Any derivative form of a business receivable unit.
  - All securities and other securities class;
- g) You understand and are fully aware that citizens, residents (taxpayers or non-taxpayers), or United States, Republicans, and Singapore green card holders, are NOT RESPECTIVE to purchase UTILITY Tokens as referred to in this White Paper;

- h) You acknowledge and are fully aware that in fundamental terms to understand all operational, functional, usage, storage, transmission mechanisms and other material from cryptocurrency, blockchain based software systems, cryptocurrency purses or anything else related to token storage mechanisms, blockchain technology and technology smart (smart technology);
- i) You are fully aware and understand that in the event you wish to purchase UTILITY Tokens, there will be risks associated with VEXANIUM and/or Distributors and their respective business operations, UTILITY Token, VEXANIUM token sale, and VEXANIUM wallet;
- j) You fully agree and acknowledge that neither VEXANIUM nor Distributor is liable for any indirect, special, incidental, consequential or other damages of any kind, contract or otherwise (including but not limited to loss of income, income or profits, and any loss of use or data) appearing outside or in connection with any acceptance or reference to this White Paper or in any part thereof by you;
- k) All of the above statements are true, complete, accurate and/or acceptable and not misleading since the commencement of your access to and/or acceptance of ownership and this White Paper or similar sections (where applicable).

#### 4

#### **WARNING NOTES ON STATEMENTS IN THEN DAY**

All statements made in this White Paper (which are made in a conscious and non-conscious, oral statement that may make VEXANIUM and/or Distributor), include later statements that reflect the Distributor's current views with respect to the execution roadmap, financial performance, business strategy and future plans, both with respect to Distributor and industry as well as the sector in which the Distributor operates. A statement containing the phrase "intend", "estimate", "intent", "if", "possible", "guess", "plan", "believe", "project", "anticipate", "desire", "purpose", "may", "will", "can", "continue", and similar statements are future or future events. All future statements address issues involving risk and uncertainty.

In essence, all future statements involve known and unknown risks, uncertainties, and many other factors that may cause something in the future as a result, performance, or achievement of VEXANIUM and Distributors. These factors include:

- a) Exchange and/or changes in social, political, economic and stock market conditions or cryptocurrency beyond the scope of the arrangement of countries where VEXANIUM and/or Distributors conduct business operations;
- b) Risks that cause VEXANIUM and/or Distributor may not be able to perform or implement its business strategy and future plans;
- c) Changes in interest rates and fiat currency exchange rates and cryptocurrency;
- d) Internal growth and growth strategies expected from VEXANIUM and/or Distributors;
- e) Special and urgent conditions such as war or acts of international and domestic terrorism;
- f) State of force such as the occurrence of disaster, natural disaster, and the fate of God affecting business and/or operation of VEXANIUM and/or Distributor;
- g) Other factors beyond the control of VEXANIUM tokens and/or Distributors;

h) Any risks and uncertainties associated with VEXANIUM and its Distributors and business operations, UTILITY Tokens, VEXANIUM token offerings, and VEXANIUM purses (respectively as referred to in this White Paper).

## 5

### **MARKET AND INDUSTRY INFORMATION AND NO APPROVAL OF OTHER PEOPLE**

To support activities and operations, the White Paper comes with a range of information, including market and industry information and estimates derived from internal surveys and in-depth research based on market research orientation. We fully believe that all researches such as surveys, reports, study results, market research, and publicly available information designed and prepared from other sources, are reliable and reliable. Although such resources may be referred and reliable, there is no guarantee of the accuracy or completeness of the information.

In the case of VEXANIUM's deposit, the Distributor and its affiliates have agreed to include the name and/or information attached or attached to it, to any person in connection with this White Paper and the absence of any representation, warranty or business intended to exist for the accuracy or completeness of the information the person and the person are not required to notify all changes at the same time.

In the case of VEXANIUM and/or Distributor to ensure reasonable action, all information is processed appropriately and reasonably, and with this VEXANIUM and/or Distributor does not conduct or link independent reviews of information processed on the basis of sources of Third Parties, except verify accuracy and completeness of information. For this reason, neither VEXANIUM nor/or Distributor nor acts on behalf of its affiliates do not represent or warrant any precision and completeness of such information, and shall not be required to notify you of changes at the same time.

## 6

### **MECHANISMS AND TERMS USED**

To facilitate better understanding and meaning of the UTILITY Tokens offered for purchase by Distributors, as well as business operations of VEXANIUM and/or Distributors, some technical terms and abbreviations- and for specific circumstances- descriptions, are used in this White Paper. The descriptions and meanings listed can not be treated as pure definitions of meaning and can not be adapted to the standards in the industry or general usage. Limitations and/or scope for single-word selection- when used, including multiple forms and vice versa and words that mean masculine- when used, include feminine and gender neutral forms and vice-versa. Referrals to people include corporations.

## 7

### **ESTABLISHMENT OF ADVICE/RECOMMENDATIONS/GUIDELINES**

VEXANIUM and/or Distributor strongly recommends and appeals that no information from this White Paper should be understood and/or interpreted as business, legal, financial or tax advice in conjunction with VEXANIUM, Distributor, UTILITY Token, VEXANIUM initial offer, and VEXANIUM purses (each as referred to in this White Paper). In this section, VEXANIUM and/or Distributor recommends that you consult with any legal, financial, tax or other professional consultant concerning VEXANIUM and/or Distributor following its business operations, UTILITY Token, VEXANIUM initial token offer, and VEXANIUM purse (respectively as referred to in this White Paper). You must be fully aware and aware that you may be at financial risk for any UTILITY Token purchase for an indefinite time.

## **8**

### **ABSENCE OF INFORMATION / MORE INFORMATION**

No person shall be authorized or provide information or representation not listed in this White Paper, in connection with the UTILITY Token, the VEXANIUM initial offer, and VEXANIUM's wallet (respectively as referred to in this White Paper) and, where provided, information or representation it shall be referred to as official information of VEXANIUM and/or Distributor. Offer of VEXANIUM initial tokens (as referred to in this White Paper) shall not be in a state where there are continuous representations or make unchanging suggestions or implications or their development involves material changes in the relationships, conditions and prospects of VEXANIUM and/or Distributor in any statement of fact or information contained in this White Paper as of the date of this agreement.

## **9**

### **PROHIBITIONS IN DISTRIBUTION AND DISSEMINATION**

The distribution or distribution of this White Paper or any of its parts may be prohibited by law, regulatory requirements and any regulations in any jurisdiction. In the event of a prohibition, you must notify yourself, and must observe that any restrictions contained in this White Paper or in any of its parts, are your responsibility and beyond the responsibility of VEXANIUM and/or the Distributor.

In such a case, any Person who has copies of White Paper distributed or diffused, or granted access to any person who has this White Paper, is not allowed to share it with others, reproduce or distribute the White Paper or information therein for any purpose, or allow, or cause similar things to happen.

## **10**

### **RISK AND UNCERTAINTY POINT**

Potential buyers outside the purchaser of UTILITY Token (as referred to in the White Paper) must observe and assess all risks and uncertainties associated with



VEXANIUM, its Distributors and its business operations, UTILITY Tokens, VEXANIUM token offerings, and VEXANIUM purses (as referred to in White This paper), all information written in the White Paper and SKU is related to the purchase of UTILITY Token. If such risks and uncertainties become a reality, the business, financial condition, results of operations and prospects of VEXANIUM and / or Distributors may be materially adversely affected. In that case, you may lose all or part of the UTILITY Token value.

## **10. Contact details**

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UEN : 201809114K

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