The Decentralised Payment for E-Commerce Ecosystem

BUSINESS PAPER: Version 1.01

CREATED BY: Adaxum

POWERED BY: Ethereum (ERC20)

Project Status

• We are raising funds for the development of the platform on Ethereum Network, taking to the next level in E-Commerce & Payment industry, and providing cryptocurrency payments through Staxum Payment Gateway and Touch & Pay Card.

Table of Contents

Abstract

This paper describes a revolutionary combination of the Ethereum Blockchain technology and e-commerce & payment ecosystem. The ADX token and its unique infrastructure offers e-commerce and service-providing companies to standardise reward programs as well as expose the regular people to the cryptocurrency economy. Our solution is completely transparent and strives to make cryptocurrency accessible to the regular people. From the customer perspective, there will be no habitual change - for example, one of our offerings include the Adaxum Touch & Pay card to be used in tandem with everyday purchases.

The main goal of the ADX token is to build the Decentralised Payment Ecosystem for E-Commerce to increase the Blockchain adoption for regular people across the world. The ADX token ecosystem offers unified reward system which any service-providing entities can partake in. This allows virtually any company to further incentive consumption of their service as they provide real value via token distribution and expand their previously limited market of loyalty-reward consumers to the next level.

The paper focuses on cutting-edge technologies that support the e-commerce & payment ecosystem including 'Adaxum Pay for Online Payments', 'Open API Platform', 'Adaxum Touch & Pay Card', 'Unified Reward System', 'Peer-to-Peer Transfer', 'Adaxum Mobile Wallet', and 'Cryptocurrency Exchanges Integration'.

Rewarding Shopping

Executive Summary

Today's e-commerce industry is growing at a rapid pace and global retail e-commerce sales are expected to reach $5.4 trillion by 2025. For most commercial businesses, cryptocurrency is becoming a preferred mode of transaction highlighted by its current cap of hundreds of billions and expected to rise to trillions. According to research, most of the finance and banking industry is expected to move to the blockchain and hence adoption rate of blockchain across all industries will increase in the coming years.

By Introducing the Adaxum Token, the heart of the decentralised payment ecosystem powered by the Ethereum Network, we are aiming to increase blockchain adoption for regular people across the world. We are the first company in the UK whose mission is to combine the benefits of the E-Commerce and Payment industries; provide end-to-end solutions for E-Commerce Marketplace, Touch & Pay Cryptocurrency Card, Online Cryptocurrency Payment, and Unified Reward System on the Ethereum Network powered by the Adaxum token. The goal of the ADX token is to be a part of everyone's day-to-day online & in-store shopping.

The Adaxum platform addresses fundamental problems in the e-commerce and cryptocurrency economies. Firstly, retailers online and offline offer restrictive reward systems bundled with their services - they are often of little value to the consumer given their limited nature. Reward systems in commerce as a whole are underutilised due to the lack of technological investment. Coincidentally, many companies find it difficult to provide attractive reward schemes as they risk undervaluing their services. The 'Unified Reward System' allows service providers to become an ADX token distributor, allowing them to control the format of their reward plans. The ADX token now acts as more than a simple reward point - as it is utilised and redeemable across all of Adaxum's ecosystem participants. Additionally, owners of Adaxum are able to convert their tokens into fiat currencies via Adaxum mobile wallet & take cashback to their associated bank account. Secondly, the complex barrier to entry into the cryptocurrency market limits the potential value of the crypto market as a whole.

ADAXUM

> "The goal of the ADX **token** is to be a part of everyone's day-to-day **online & in-store** shopping **without** them changing their **shopping pattern** or understanding the underlying complexity of Technology.

The technologies surrounding Adaxum are strategically built for the platform to support a 'Unified Reward System' – ensuring ease of adoption and maximising consumer outreach. While the 'Unified Reward System' makes it possible to standardise reward tokens across industries, the ADX token will also allow regular customers to have a stake in the rapidly expanding cryptocurrency world - benefiting all parties involved. The key factors include the ease of adoption for the customer as reward schemes are already common. While the needs of an enterprise entity are met with Adaxum's technological offerings discussed in detail in the paper.

CHALLENGES

- Adaxum Pay - accept online payments with a click of button
- Adaxum Touch & Pay Card - enabling instore payments
- Transparent ecosystem to increase adoption rate
- Increase the ADX token adoption by merchants
- Unified reward system enabled e-commerce ecosystem

APPROACH

- Design and implement Adaxum Pay online widget that can be plug and play on any websites
- Easily redeemable rewards and rapid cash in will encourage customers to use Adaxum card for all their shopping needs.
- Intuitive user interfaces making it feel like second nature thus user do not notice the advance technology that power purchases and rewards system.
- Targeted and specialist resource dedicated to merchant on-boarding and support to ensure every client campaign is a success.
- Specific campaign management assistance to help clients maximise adoption rates.

OBJECTIVES

- Provide end-to-end solutions for E-Commerce Marketplace, Touch & Pay Cryptocurrency Card, Online Cryptocurrency Payment, and Unified Reward System powered by the Ethereum Network regulated by the Adaxum token
- Create a Consumers driven floating ecosystem
- Create a Transparent ecosystem that can be used by regular customers across the world; and hence, increase the adoption rate of the Adaxum token, the Blockchain based cryptocurrency

Market State

E-Commerce and commercial reward schemes are experiencing massive growth - the global sales via e-commerce in 2014 was 1.3 trillion dollars In 2023, over two billion people purchased goods or services online, and during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide. As a result, e-commerce platforms and existing reward schemes are highly saturated - every individual shop offers their own exclusive points system. Additionally, customer acquisition is a serious problem given the difficulty for service providers to distinguish themselves from the competition. E-Commerce also severely lags behind other industries in cryptocurrency adoption.

Similarly, the cryptocurrency market is growing rapidly. This growth is impeded by fundamental issues:

- A lack of a reliable, international exchange which allows individuals to convert tokens into fiat currency.
- No practical use for cryptocurrency in day-to-day activities
- Over-regulation or insufficient regulation in different countries across the globe which both hurts user adoption and leads to different fraud schemes that damage reputation of credible projects
- A requirement for specialised blockchain developers
- A reduction in token value due to transaction fees
- Barrier to entry

The Adaxum Token Solution

The Adaxum Platform offers a practical solution to the problems outlined above as well as the potential to become the practical heart of e-commerce and cryptocurrency combined. It strives to reward shopping with cryptocurrency by exposing the common person to the Adaxum token. The key focus of Adaxum is giving effortless access to cryptocurrency ownership which comes with potential rise in value - without dealing with any of the underlying complexities which make cryptocurrency unattractive.

The Unified Reward System seeks to transform the poorly utilised loyalty industry by fusing the shopping reward potential of all retails together regardless of the product - focusing on rewarding the individual with cryptocurrency market access as well as a form of investment. With our technical offering, we seek to support individual sellers as well as enterprise vendors. The ADX token can be adopted in any location - this global decentralized potential represents virtually limitless growth of the token. This adoption will be seamless as we seek to penetrate e-commerce platforms as well as regular retail shops, without introducing any habitual change from the user perspective.

Adaxum Touch & Pay Card is our single card solution for all reward programmes a shopper may be interested in - the first of its kind in the UK. It allows customers to earn Adaxum tokens with their daily purchases as well as pay using accumulated Adaxum tokens. This ensures that an average customer can easily adopt the use of the card due to its similarity with existing technologies - but now empowered with Adaxum tokens which hold intrinsic

value and never expire. This offering allows the ADX token to have a practical daily use which cryptocurrency has been struggling to fulfill as token value was previously disconnected from its contextual use until now.

The value in Adaxum tokens is accessed by the Banking System Integration as it offers both the buy & sell Adaxum tokens instantly between a customer's Adaxum wallet and their bank account. The liquidity of Adaxum tokens will undoubtedly attract customers to join Adaxum rewarding vendors, which combined with other Adaxum offerings will aggressively expand the opportunities for rewarding buyers, customer acquisition for vendors, and an unprecedented increase in crypto-market participation.

> We are aiming to be a **Floating Ecosystem** with 50**M** regular people world-wide using Adaxum platform for their daily shopping, resulting in high liquidity and utility.

The Adaxum Mobile Wallet provides a seamless user experience - it acts as a gateway to Adaxum activities such as the sale and purchase of Adaxum tokens with user- configured bank accounts. The mobile wallet will also act as a Cryptocurrency Exchange where users can instantly exchange their Adaxum tokens into other cryptocurrencies - further simplifying cryptocurrency for regular people. For vendors, we offer an Open API platform which allow complete customisation of the kind of Adaxum platform you choose to run - giving arbitrary control over your re-distribution of Adaxum tokens without the need for specialised blockchain developers. We offer sophisticated yet simple to use tools to both the businesses and consumers ensuring global adoption of the Adaxum token.

Since there are only a certain amount of Adaxum token that can ever exist, scarcity combined with a thriving underlying decentralised ecosystem will result in appreciation of Adaxum token value.

Ultimately, the ADX token functions on a revolutionary end-to-end e-commerce platform. It makes use of the Ethereum Network, ensuring development is secure and efficient as well as arbitrarily customisable for sellers using Adaxum. This presents an enormous opportunity for existing vendors to stay ahead of the technological curve
- as adopters of Adaxum will be pioneers in unifying shopping rewards and trivializing cryptocurrency ownership. Our initial focus is to cultivate the Adaxum adoption rate to create an autonomous market driven by our token.

> The Adaxum mobile wallet will be integrated with **Cryptocurrency Exchanges** where customers will be able to exchange their Adaxum **tokens** with fiat Currency or other cryptocurrencies.

The platform will tremendously expand consumer bases on multiple fronts. Sellers and retailers using Adaxum will be able to offer an extremely attractive reward system which completely removes the complexity of owning cryptocurrency - removing any inhibitions a person would have to enter the crypto economy. This encourages the customers to participate in Adaxum offering purchases as they are given the ability to liquidate their tokens via purchase or fiat conversion, use them as an investment or convert to other cryptocurrencies - enabled by an enterprise-grade mobile application. As the Adaxum platform grows, the value of the token will be appreciated with the amount of users - this notably carries enormous potential as the platform allows any providers of goods and services to utilise the Adaxum platform. The platform and its components are designed to easily onboard vendors and provide a user experience that does not rely on changing existing behaviour.

Diversified Channels to increase the Adoption of the Adaxum Platform

The Adaxum platform aiming to target multiple channels to increase the adoption of the blockchain technology. There are two main verticals to achieve our goal.

1. E-Commerce: The goal of the ADX token to be to day a part of everyone's day shopping without needing them to change. This can be their shopping behavior achieved with simple and easy to use shopping experience.

2. Decentralised Payment: The Adaxum platform will be a bridge between merchants, consumers, cryptocurrency exchanges, and the Ethereum Network smart contract that manages the liquidity of the Adaxum token.

Our go to marketing strategy to reach more customers and merchants.

- Referral / Tradeshows Exposure
- Time-to-time Rewards: This is our ultimate goal where regular customers will be accustomed to use the Adaxum e-commerce platform for their daily shopping and they get time-to-time rewards without needing them to do anything else.
- Encourage customers to use Adaxum Touch & Pay Card
- Believe in technology and create a robust solution that attracts leading merchants to join the Adaxum platform.
- Mobile wallet integration where customers will be able to exchange Adaxum tokens with other cryptocurrencies like BNB, ETH & BTC.
- Open Platform: Plug & Play e-commerce widget allowing third party integration.

The Customer App

The Customer app will be targeted towards our merchants/retailers' daily customers to allow business to keep in touch with their customers and build a meaningful relationship with them. The benefits of using this application are:

- Earn and redeem rewards from their favourite businesses.
- Discover incredible rewards from thousands of near-by businesses.
- Time to time one-off unbeatable deals from various retailers
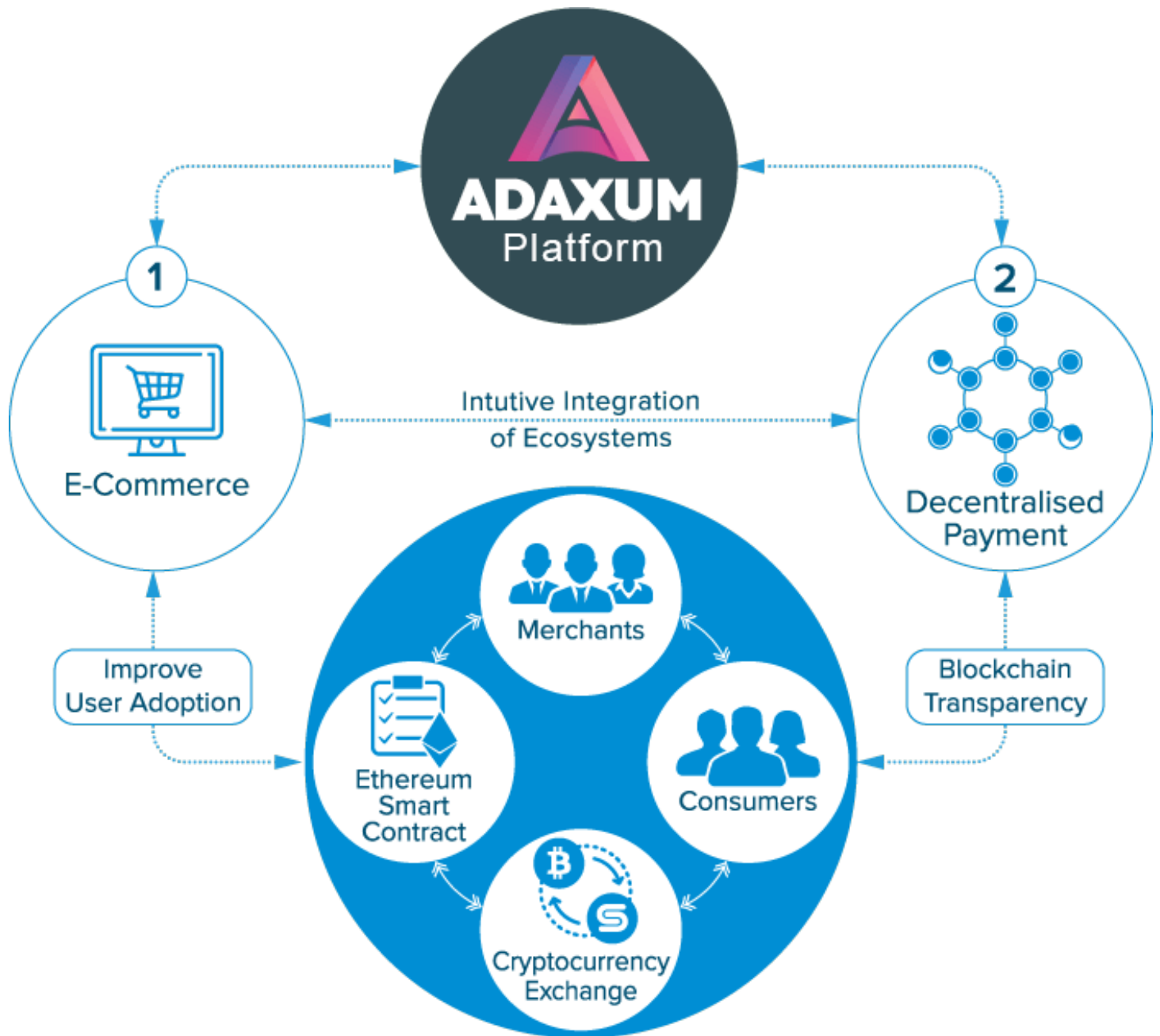
The Business App

The Business App will be mainly used by our merchants/retailers to operate requests made from customer app. The main use cases for business app are;

- Connect with customers for a relationship that endures.
- Give customers more personalized experiences - both in and out of store - and see your revenue double from returning customers.

Customers Insight Dashboard

Customers insight dashboard gives our merchants/retailers detailed statistics about their regular/dormant customer base. We provide detailed insight of customer stats so that they can plan for their short and long term business goals. Moreover, retailers can understand customer behavior and communicate with them to get them back to their business.
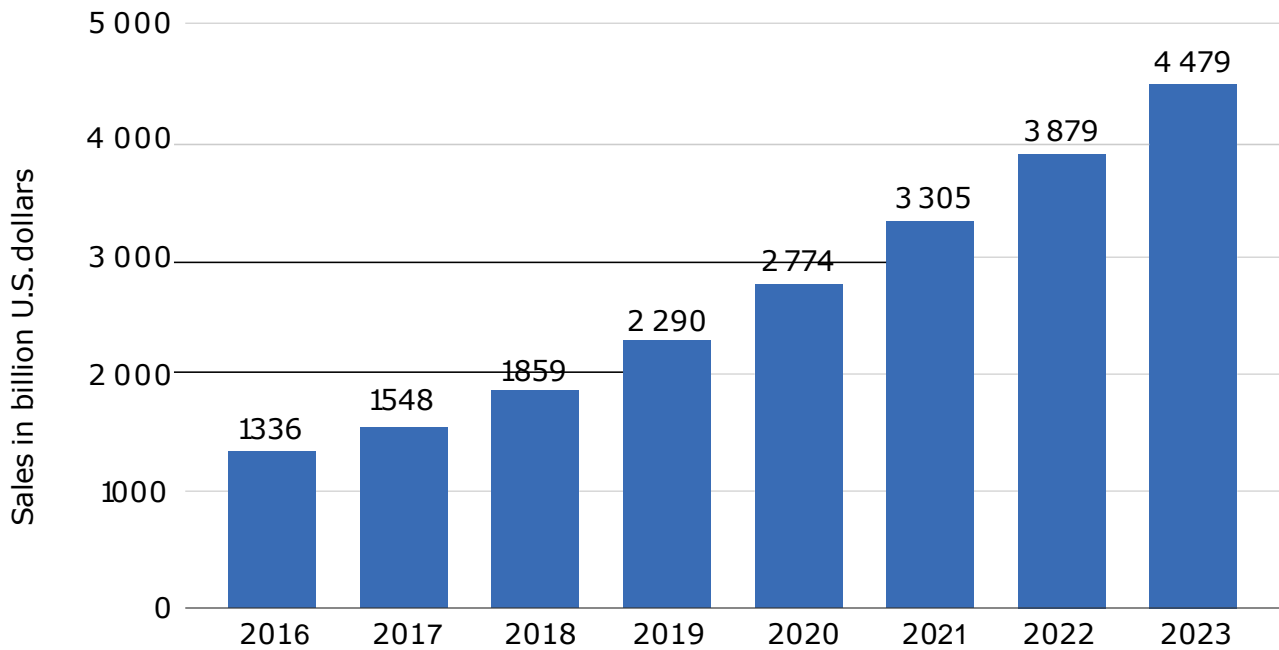
Market Overview

Throughout the world the E-commerce industry continues to gain popularity. For each day that passes, the online shopping platform gains more customers and keeps increasing their trade volume.

In addition, the potential of the retail and e-commerce industry will continue to grow in the future. In 2014, the global sales of e-commerce were about USD 1.33 trillion and In 2020, over two billion people purchased goods or services online, and during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide. Accordingly, the corresponding retail sales that come from E-commerce are expected to increase from about 7.4% to 14.6% in 2018 and 2023 respectively. The number of online shoppers is doubled the rate recorded in 2018 (1.46 billion) by 2024 (over 3.5 billion), Statista reports.

" The number of online shoppers is **doubled** the rate recorded in 2018 (1.76 billion) by 2024 **(over 3.5 billion)**, Statista reports.

Retail e-commerce sales worldwide from 2016 to 2023
(in billion U.S. Dollars)

Sales in billion U.S. dollars

Year	Sales
2016	1336
2017	1548
2018	1859
2019	2290
2020	2774
2021	3305
2022	3879
2023	4479

Source eMarketer
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Additional Information
Worldwide; eMarketer; 2014 to 2023

> " Globally, Customers are not rewarded from existing E-Commerce companies lacking **Unified Reward System** & **Payment solution.**

While preserving data integrity, the Blockchain records all the transactions ensuring that all the transactions carried out on the platform are secure as well as transparent. Furthermore, as well as the charges it will incur, Blockchain technology will also lower the number of intermediaries required to complete any transaction. Consequently, the integration of reward system on the Blockchain using smart contracts will be a significant improvement for the e-commerce industry.

> **Today,** customer acquisition is a key problem for retailers. Statistics reveal that the average conversion of traffic into actual sales in e-commerce is **just 3%**; however, the real figures are **1% and less.**

The delivery rate with the automation of the purchase processes and rapid growth of e-commerce has made the industry extremely competitive. More price-sensitive customers, competitive prices on daily basis, and increased brand awareness today typify the industry. It is now obvious that customer loyalty, premised on referrals and repeat purchases is an important driver of profitability for the retail and e-commerce industry.

Today, customer acquisition is a key problem for retailers. Statistics reveal that the average conversion of traffic into actual sales in e-commerce is just 3%; however, the real figures are 1% and less. Businesses spend a reasonable amount of resources to gain the attention of customers: this is not only important but a step to retaining their attention. Reports reveal that retaining an existing customer is 25 times less costly than acquiring a new one. Particularly when the competition is severe, customers are always found switching between brands. Therefore, it is crucial for retailers to find the best means of gaining their customers' loyalty. Many statistics and reports indicate that loyal customers tell their friends about their experience, cost less to process, often buy more products, provide valuable feedback, and stay longer. Despite explosive growth in the e-commerce industry, merchants and customers are facing some problems outlined below.

Leading E-Commerce platforms today do not offer Reward Systems and Payment solution

We consider the lack of reward programmes in the biggest e-commerce distributors to be an enormous problem and a market opportunity. The largest e-commerce firms take a sizable commission for each product sold on their platform - and only provide a basic service of delivering the product to the consumer. However, with the introduction of a unified reward system we can enhance the consumer experience and introduce a consumer-driven market, encouraging customers to migrate away from basic e-commerce services.

Reputation and Trust Issues

Having to build trust is difficult as online marketplaces are managed by a few large entities. There is a difficulty in the transfer of trust from one centralised marketplace to the other; there's a need to create a strong relationship with the merchants. Unfortunately, the history of the merchant is not always recorded making it impossible to punish dubious merchants or buyers. Huge advertising and identity verification efforts are required for easy and safe transaction for a merchant to be trusted.
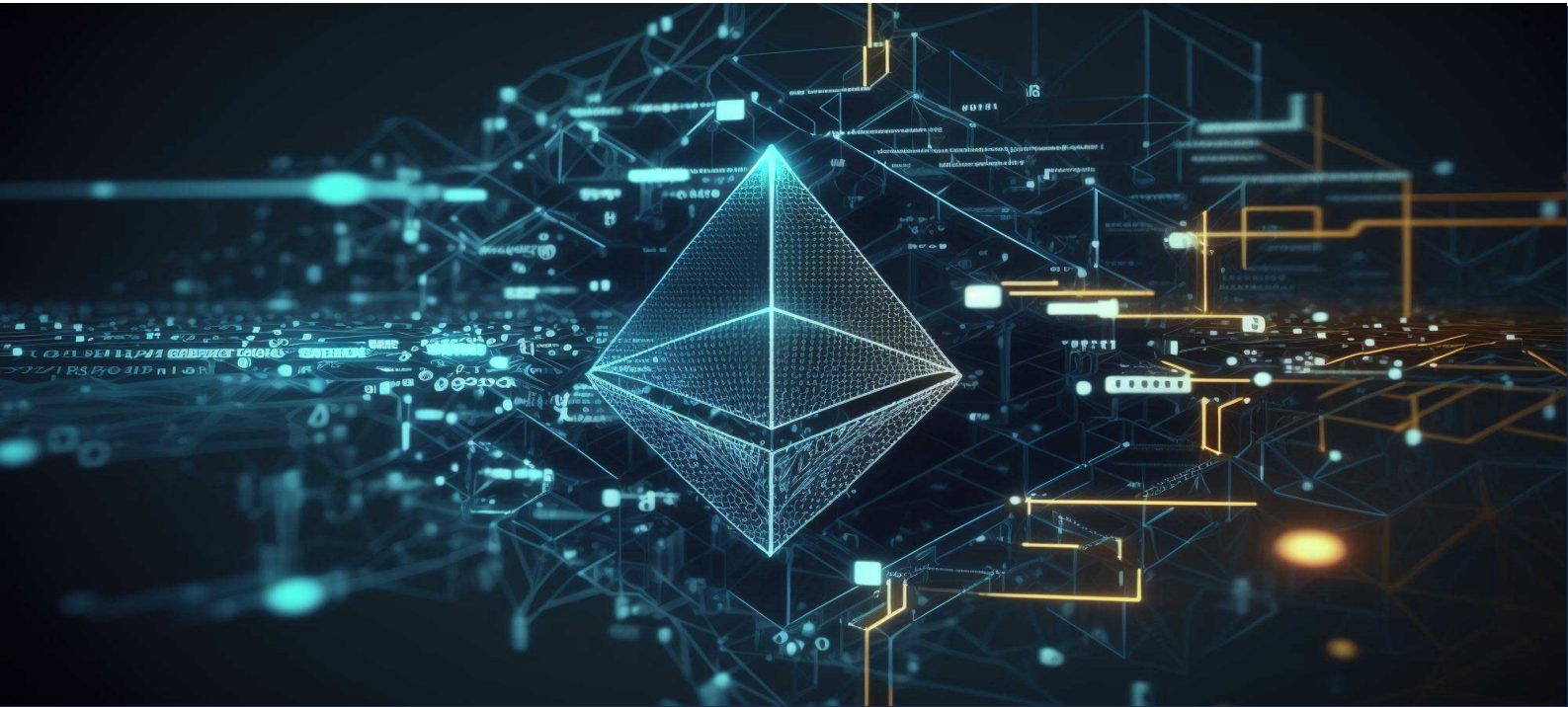
> **"** Cryptocurrency Token Startups are failing to reach **adoption** by regular customers...

Long and Expensive Payment Processes For Merchants

The long and expensive payment process for merchants is one of the most obvious problems in the retail and e-commerce industry. At times, there may be more than 5 different fees for the payment gateways and half a dozen steps to finalise the transaction. Similarly, the transaction charges might range between 2-5% with a chargeback fee. Also, the existing payment gateway on the majority of the e-commerce stores rarely provides an avenue for the merchants to accept mobile transactions at their stores.

Failure to Adapt the Growth of Cryptocurrency Tokens

Today, the majority of the merchants do not accept payments made with crypto-tokens.

However, a completely new digital asset class is undergoing creation: tokens of these products that are to be built-up on the Ethereum Network. The increase of a new wave of digital assets enhances the manufacturing of a token based digital asset economy. It is estimated that about 10% of the world's GDP will be created on the blockchain by 2026, leaving merchants with no choice but to be part of the growing blockchain economy.

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Market opportunity

The global loyalty and reward industry was estimated to be about $181 billion in 2019 and forecasted to grow $300–$450 billion between 2024 and 2026. Unfortunately, this report is flawed with a shocking rate of under-utilisation of loyalty program in the e-commerce sector. About 76% of consumers in the industry fail to use their shopping rewards while these consumers belong to less than 29 loyalty reward programs specifically designed for the e-commerce world.
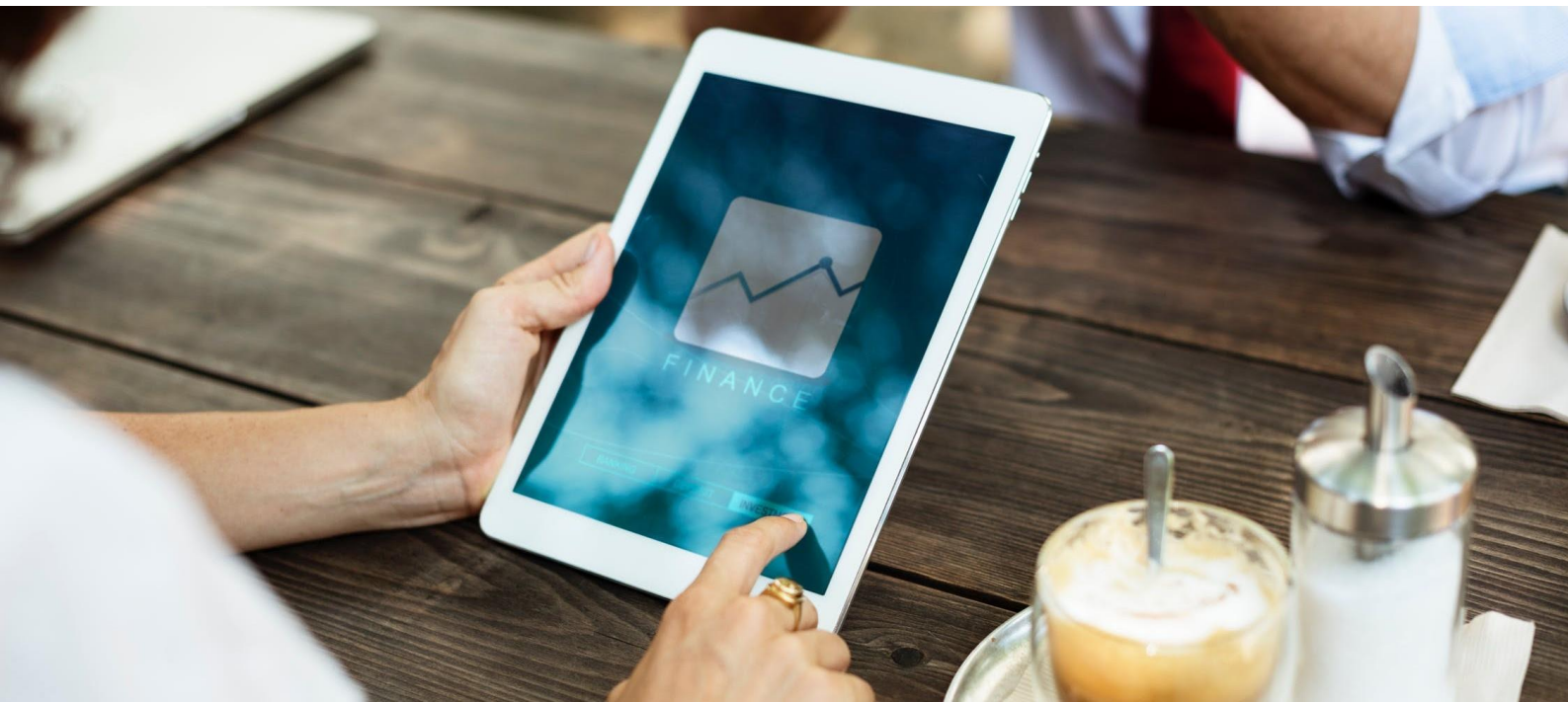
MarketsAndMarkets survey revealed that loyalty rewards customers who failed to redeem their rewards were 2.7 times more likely leave a particular program and join another. ADX token is in a perfect position to champion the course of revolutionizing the loyalty reward industry. Our loyalty ecosystem is particularly designed to enable a seamless integration with major e-commerce stores. Moreover, our ecosystem allows merchants to fully enjoy the benefits of Adaxum token; through sale, purchase or exchange of the token while cutting down unnecessary costs and expanding their customer base. This unique position in the industry presents us as the ideal choice for all our participating merchants. In addition, with these competitive advantages, we aim to aggressively expand and accommodate more retailers in the industry including but not limited to fashion, food, and other specialty retail businesses to benefit from the competitive edge of ADX token solutions. Apart from the market opportunities created by the Blockchain, we are also aware that there are enough possibilities for growth in the digital loyalty programs and e-commerce industries, which form the major components of Adaxum token.

Based on the study reported by KPMG in 2023, about 40% of the US companies and 47% UK companies revealed that their customers prefer buying their daily products; about 63% of these companies have not been able to integrate a loyalty reward program into their business model accordingly. With better technologies and data analytics, ADX token is here to fill the spot.

We are taking e-commerce and reward industries to the next level. With Adaxum token, we offer unique and new technical implementation of data protocol, smart contracts, and blockchain in the loyalty program sector specifically for the e-commerce world. We strive to reward our participating customers for their daily purchases; without changing their current behaviour.

The ADX token is creating a global, decentralised and reputable payment for e-commerce ecosystem that work flawlessly with existing platforms supported by Ethereum Network contracts.

Consumers driven E-Commerce market powered by the Ethereum Network

Our goal is to create a consumers driven e-commerce marketplace. We are aiming to challenge leading e-commerce platforms that do not offer much benefits to consumers. Consumers will be able to earn and redeem the Adaxum tokens on the Adaxum E-Commerce marketplace. The main advantage of being on the Ethereum Network is that we will be able to combine the benefits of Rewards and Payments in such a product that would be able to excite and drive consumer retention using blockchain and smart contracts as a backbone.

Solution Provided by Mobile Payment

Through the blockchain technology, we have been able to process payments with only fee and single step, which would lead to the acceptance of payments on the Adaxum token platform generally up to five times less expensive and up to ten times faster for our participating merchants. After the integration of ADX token ecosystem, participating merchants would have access to accept payments in the Adaxum tokens, use reward system features, and exchange fiat currency from the Adaxum token.

Enable Merchants to Participate in a $10 trillion Digital Valued Economy

By advancing Adaxum token, not only would we allow our merchants take part in a decentralized economy that is trustless, we would also provide an avenue to meet up with the growing digital economic system through a unique loyalty program that we would provide. According to the World Bank report, about 10% of the world's GDP will be produced through the blockchain technology coming 2025. The GDP estimation for 2025 is said to be about $100T meaning that the value to be produced through the blockchain technology is going to be about $10T (10%).

> " The GDP estimation for 2025 is said to be **about $100T** meaning that the value to be produced through the blockchain technology is going to be **about $10T (10%).**

Value proposition

The ADX token is an important component of the e-commerce ecosystem, with a particular aim to integrate our existing reward system into the e-commerce industry. It can be seen as a B2B2C unified reward system that is designed on the Blockchain. This platform allows our participating merchants to reward their customers with Adaxum tokens for their purchases. The management responsible for the decentralisation of rewards on blockchain makes the ADX token ecosystem unique and provides a lot of value to everyone of our customers and members:

- For merchants there is a blockchain based e-commerce ecosystem.
    - Offer cutting edge solution to customers by staying ahead of the blockchain technology, the future of Internet.
    - Acquisition of new customers around the world.
    - Open platform to create enterprise e-commerce platform on blockchain.
- For customers there is a cryptocurrency reward, which
    - Can be exchanged to fiat currency
    - Can be redeemed for other purchases
    - Never expires
    - Value appreciation due to scarcity and increased adoption

Since the ADX token is a decentralised ecosystem, its solutions and products are easily scalable with no restrictions or limitations to the participating members. In essence, the app can be downloaded from the app stores of e-commerce platforms and any merchant can be connected to ADX token platform.

The Adaxum Token ($ADX): Heart of the Decentralised Payment Ecosystem

One of the main goals of the Adaxum Platform is to provide unified reward system and marketing solution for e-commerce businesses, which aims to increase the footprint of customers, building meaningful relationships with them, and hence increase the growth of the business. We present the Adaxum Token as the solution to unlock the full potential of reward programmes and thus increase value for all participants in this loyalty system.

> " we are in a very **unique position** of understanding, developing and implementing a **wide-reaching platform** that makes it possible to have a **unified reward system**.

The proposed e-commerce ecosystem accepts both crypto and monetary payment. Customers have the choice of paying for goods and services using actual money, the ADX token or any of the other globally accepted cryptocurrencies.

It has also been noted that the most valued rewards in loyalty programs are monetary in nature so loyalty programs need to emphasise a more redemptive ability to move forward. The current loyalty domain has organizational problems with rewards that are unrealized, and customers are clamouring for more elasticity and actual financial benefits. ADX Token seeks to ensure that customers get to make personal choices about their rewards. This is where Adaxum token steps up as a problem solver and a solution provider. With our broad experience and expertise in addressing businesses' needs for connecting to their customers, we are in a very unique position of understanding, developing and implementing a wide-reaching platform that makes it possible to have a unified reward system. This is the central idea for the Adaxum tokens that we will be issuing.

Through the e-commerce system, customers will be more involved with business loyalty programs and can acquire better rewards for their consumption. The ADX token will be used as a medium of exchange within the rewards system, and customers can earn the token when making purchases at participating merchants. When customers redeem any of the available rewards, ADX token is then restored to merchants.

We are partnering with businesses and merchants across the UK, the US and other countries to support the omnichannel ideal of customer loyalty. When customers earn Adaxum tokens, they can then utilise them in different ways beyond the traditional customer loyalty programs. Customers can use the points earned from one merchant to acquire rewards from other merchants within the system. Thus allowing customers to do business and earn rewards across several industries without restriction.

The benefits to acquiring Adaxum tokens whether as customers or as participating businesses in the Loyalty program are endless. Adaxum tokens and our e-commerce system will facilitate peer-to-peer payment; facilitate micro payments between customers and merchants; and is slated to be used by virtually everyone from around the world.

Furthermore, we are introducing the ADX token which our customers would use for micro payment at gas stations, coffee shops, restaurants, supermarket amongst other retail outlets. This provides them the convenience of making payments using Adaxum token. Therefore, through the influence of the Adaxum cryptocurrency, we are establishing unlimited ecosystem in payments and loyalty.

We are creating an end-to-end ecosystem in the e-commerce marketplace, touch & pay, and unified reward system driven by the Adaxum token. ADX token is a distributed ledger e-commerce marketplace that gives people a two-way choice of buying and selling goods with online leveraging on the combined benefits of fiat currencies and crypto currencies. ADX token platform leverages on the benefits of blockchain technology to provide a unique and inimitable value to all users of our platform including individual merchants or

businesses who deploy the platform for marketing and sale of their goods and global consumers who can now gain cross-border access to the product of their choice at a better bargain given the transaction cost reduction occasioned by the Internet which is further boosted by the blockchain technology. The smart contract digital escrow feature of the Ethereum Network based token also makes frictionless and secure transactions possible.

The ADX token is programmed to adopt the security guidelines and ease of access of the ERC-20. The Adaxum Tokens are required for all the transactions on the ADX token platform and represents the reward point for all participating customers or ADX token holders. For every transaction made on ADX token platform, be it issuance, transfer or exchange, the initiator of the transaction will pay a small fee for using the Adaxum token smart contracts.

All transactions in e-commerce marketplace can be carried out with the Adaxum token, which must be transferred through or held in an ERC-20 compatible wallet. Adaxum tokens act as the legal tender for trading on the platform. It can be used to pay for goods or to make settlements. It can as well be used to certify that a particular deal has been completed.

The transaction is carried out on the ADX token exchange as a platform that facilitates trade between the two parties involved. The main purpose of the exchange platform is to facilitate trade and transaction between the two parties.

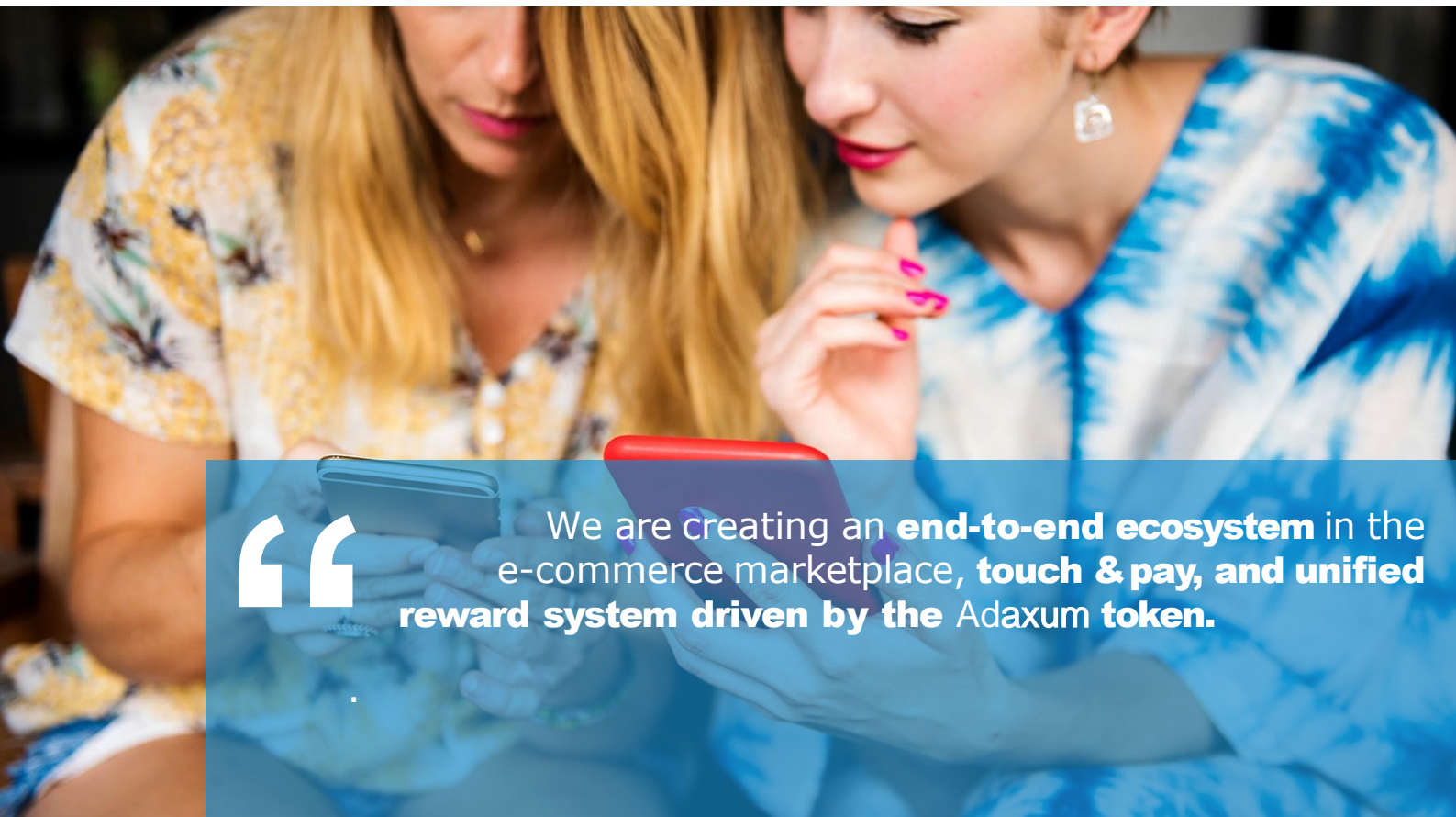**"** We are creating an **end-to-end ecosystem** in the e-commerce marketplace, **touch & pay, and unified reward system driven by the** Adaxum **token.**

The retailers will just have to purchase from the open marketplace by employing the use of ADX token coins to appreciate the users. The customers on the ADX token ecosystem will receive ADX as a certainconfigurable percentage or amount on their purchases.
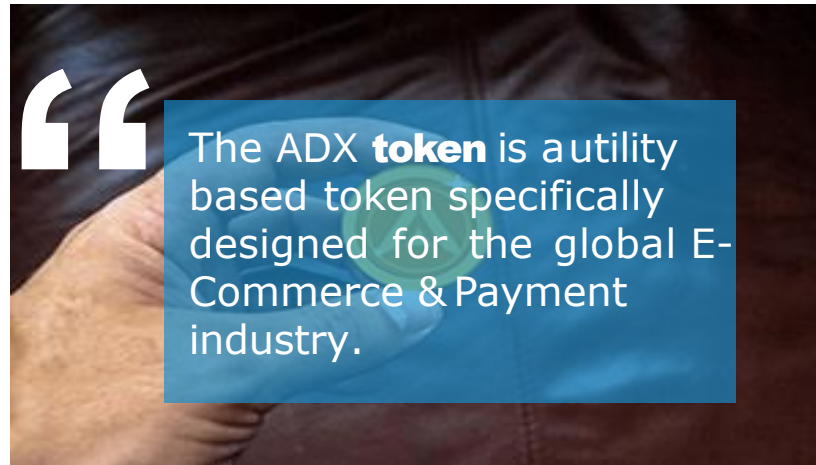
> The ADX **token** is a utility based token specifically designed for the global E-Commerce & Payment industry.

Our customers would be provisioned an Adaxum card tied to ADX token and a mobile wallet to enable convenient payments. Customers will appreciate this opportunity, as they gain access to liquid cryptocurrency instead of loyalty points. Similarly, the customers can also buy Adaxum tokens through the Adaxum mobile wallet or a cryptocurrency exchange. It is important to note, that the ADX token value is ascertained by the open exchanges of the cryptocurrency. These tokens can be traded for other currency. It is equally vital to emphasise that the token is acceptable to all the participating merchants that employ ADX token platform.

Adaxum E-Commerce Marketplace

The ADX token is a utility based token specifically designed for the global e-commerce & Payment industry. ADX token will be released into a public ICO and any funds generated through this ICO will be used mainly for improving infrastructure, product research & development, and sales &marketing.

For customers, there is an absolute value for every purchase in the form of Ethereum Network tokens that can be sent to other crypto-wallet for purchase. Since there are only a certain amount of Adaxum token that can ever exist, scarcity combined with a thriving underlying decentralized ecosystem will result in appreciation of Adaxum token value. This is significantly different than the current loyalty rewards that expires over time.

The Adaxum Token Ecosystem

The Adaxum Ecosystem was carefully designed from the beginning as a supportive sphere in which users can be confident in their trades on the Blockchain. To capture a variety of users, we have provided an ecosystem platform that is scalable and effective, yet simple over the Ethereum Network, where customers and brands can interact without restrictions in a dependable, trustless, and mutually beneficial manner.

> We will provide an **ecosystem platform** that is **scalable and effective**, yet simple over the Ethereum Network

Adaxum Pay

Adaxum Pay will be an open widget to accept payments in Adaxum tokens and can be used by any merchants anywhere online just like any other payment gateway providers. We aim to provide seamless Adaxum pay solutions in Adaxum mobile & web wallet, open API platform, and Adaxum e-commerce marketplace.
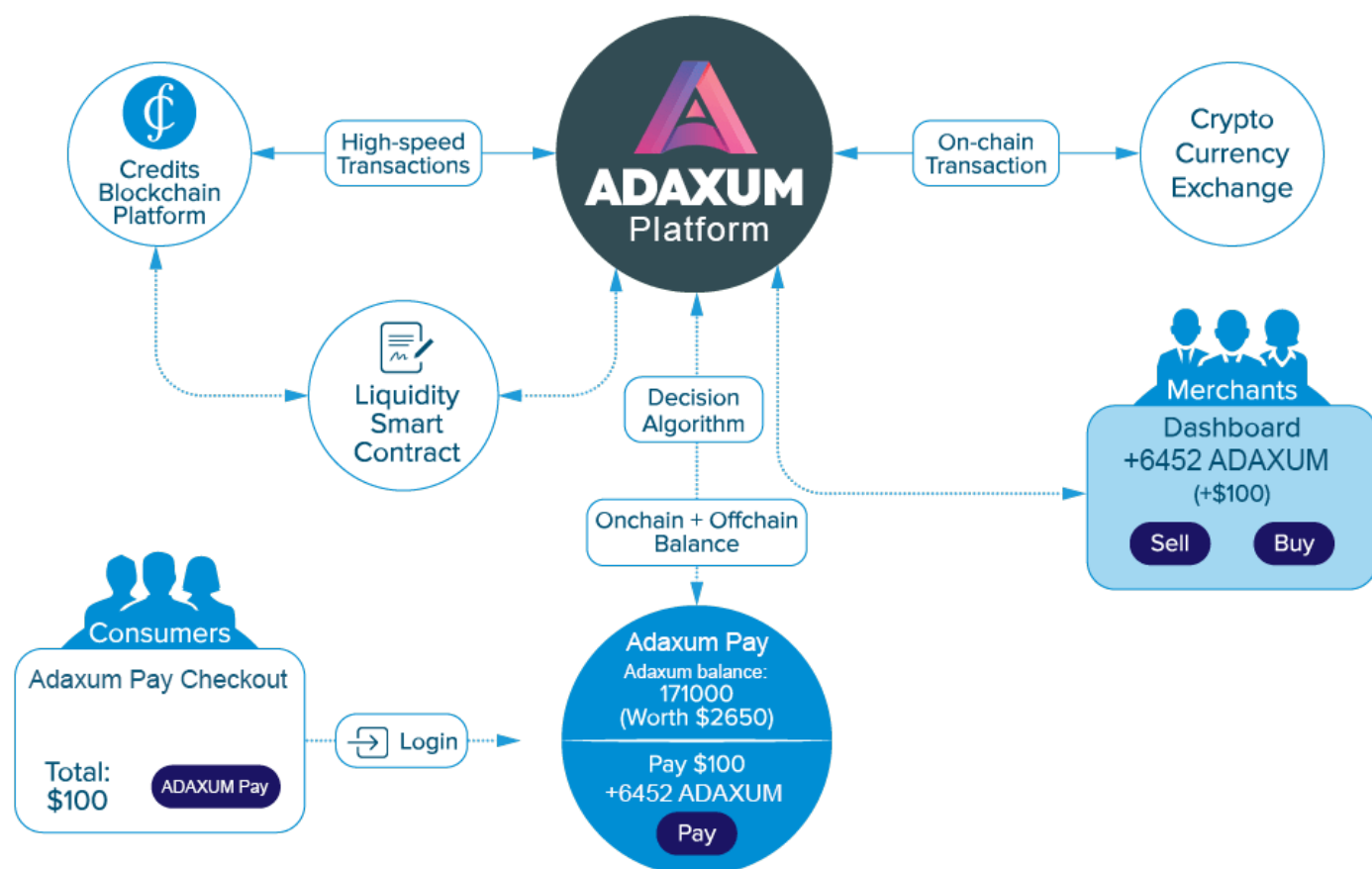
On-chain vs Off-chain Transactions

The Adaxum platform acts as a mediator between the credits blockchain to support high- speed transactions & the crypto exchanges. The liquidity smart contract will be responsible for handling off-chain transactions. We will be exploring Ethereum Network upcoming changes vs Credits Blockchain to decide which one will be better for Adaxum platform in the long term.

E-commerce Marketplace

Given our distributed ledger system, items for sale are gathered from different parts of the globe on the marketplace. Buyers and sellers from different parts of the world also come together in a peer-to-peer enabled environment for transactions. Users of the platform can thus have access to the entire list of all the offers available on the Adaxum marketplace. With our help and the Adaxum Platform, any shop owner is free to execute a single sale or build an enterprise level e-commerce platform.

The flexibility offered by our e-commerce marketplace gives users the freedom to choose what they want to do on the platform whether to buy or sell or get involved in the loyalty program and earn rewards.

We aim to meet the need of every consumer, every merchant and every business no matter their location through our distributed ledger system. Our e-commerce market place gives you instant access to the global audience, removes transaction overhead (management and fees) and ensures they are secure and frictionless through our Ethereum Network based ERC-20 tokens and smart contract implementation. There are two ways in which our participating retailers can interact with the Adaxum Ecosystem. These include through a smart contract that handles the liquidity of the ADX token in the market or buying directly through the cryptocurrency exchange. Another way is through the ADX exchange which maintains all the essential operations and controls relating to the purchases and sales of the Adaxum tokens with fiat currency. Using this, sellers on the platform can choose to sell goods and services for Adaxum tokens as well as distributing them with the Unified Reward System.
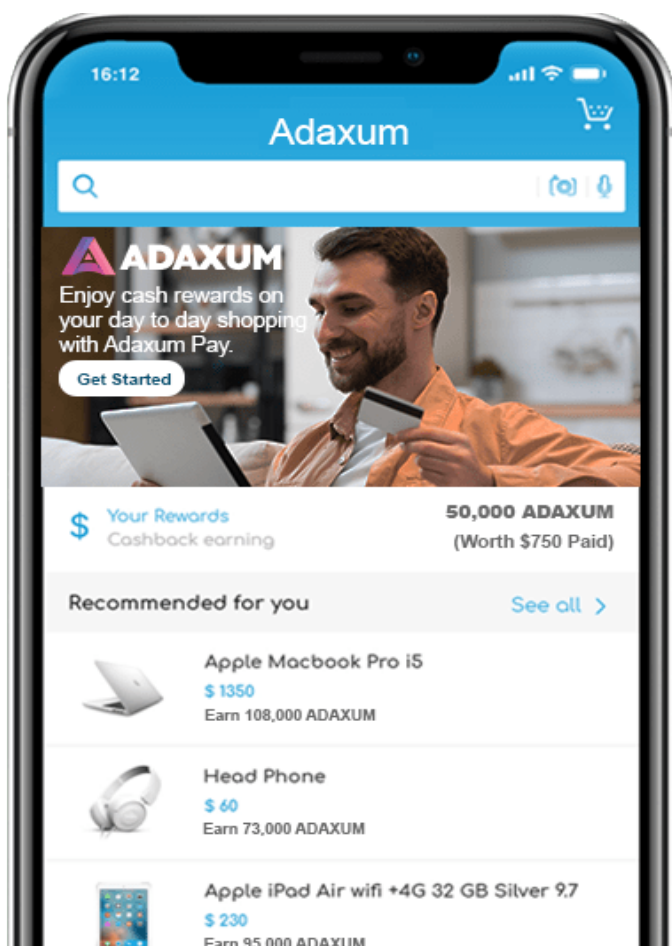
Extended support and software development tools to achieve a crypto based reward program will be offered to clients using the ADX token platform.

Adaxum Card - Touch &Pay

Adaxum - Touch & Pay card aims to enable customers to make payments at coffee shops, supermarkets and day-to-day online shopping. It contains radio- frequency identification (RFID) to communicate with card reader to enable contactless payments. With the release of Adaxum Card, we are expecting to raise adoption of the Adaxum platform by regular customers.

We are going to implement this solution in different phases.

Phase#1 - Merchants accept Adaxum Card Payments using the Adaxum Card Reader Mobile App. We are aiming to implement this as our quick solution. This will enable any Merchant in the EU to accept payment in the Adaxum token. Merchants will need to download Adaxum card reader App from Apple store or Google play store which will be able to communicate contactless with Adaxum card to do micro-payments or receive Adaxum tokens. After this, we will be working towards other countries to comply with their jurisdiction to support ADX token payments.

Phase#2 - Merchants accept Adaxum Card Payments using standard Visa or MasterCard Readers The ADX token aims to integrate with Visa and MasterCard following our own mobile solution to ease the transactions for merchants and consumers globally. Customers will be able to use virtual Adaxum Card from their Adaxum mobile wallet for touch & pay micro-payments at their favourite retailers.

Phase#3 - Merchants accepts Adaxum Card Payment using Adaxum Card Reader Hardware Depending on the funds raised; we will be targeting to develop our own hardware to accept payments globally. We will be targeting this after ADX token becomes a global cryptocurrency used by multiple countries. We expect increased adoption of Adaxum token with the introduction of hardware card reader.

We will aim to release another form of authorised paper to detail phase#2 and phase#3 by mid of 2025.

Open API Platform

With Adaxum Token Open API Platform, users do not need to know any form of programming code or language to make use of the system. It is structured to be utilized out of the box.
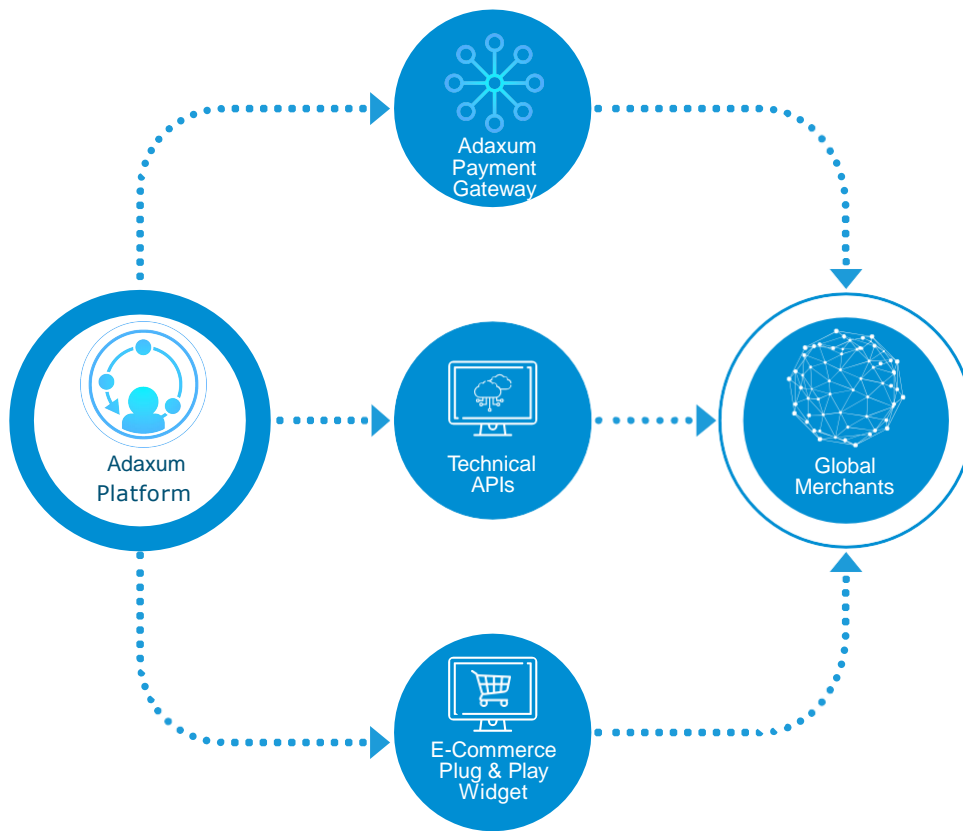
Open APIs can be structured in various ways but the main takeaway of every API architecture is that API itself can readily be used and accessed by as many customers as possible from every part of the globe. Open API is an application-programming interface that gives the owner of a network the chance to allow people from different parts of the globe to be able to access the services like developers. It provides transparency to all users with the functionality of the system - unlike traditional private API's companies typically use.

It is not necessary to be a participating member of the Adaxum platform to make use of the ADX token or offer the ADX token as a reward. Our Open API ensures that merchants that are not Adaxum platform customers will have access to and participate in different transactions on Adaxum platform. You can make payments, exchange and purchase Adaxum tokens using our web wallets or use the ADX token mobile app. These retailers can integrate their e-commerce stores into our system and maintain their apps using our API to offer redemption and receive payments. Similarly, their customers can use our wallet to purchase their goods and services using ADX token. Should the service-providers of our API choose to, they can create their unique custom solutions to process transactions with Adaxum tokens.

Banking System Integration

With seamless banking system integrated in the Adaxum Platform, Customers will be able to buy Adaxum tokens using linked bank accounts. They will also be able to exchange Adaxum tokens with fiat and send cashback to linked accounts.

Adaxum Mobile Wallet

The seamless integration of Adaxum Mobile Wallet with Banking and cryptocurrency Exchanges will enable Adaxum Platform users to;

1. Top-up Adaxum Tokens with a click of a button
2. Send and Receive Adaxum tokens
3. Exchange Adaxum tokens with any other crypto currencies like BNB, ETH and BTC
4. Exchange Adaxum Token with fiat currency and get cashback

The Adaxum mobile wallet continuously connected to Cryptocurrency Exchanges maintains the live exchange rate of the ADX token and other cryptocurrencies.

Cryptocurrency Exchanges Integration

Adaxum platform integration with cryptocurrency exchanges would allow users to exchange Adaxum tokens with other cryptocurrencies (like BNB, ETH and BTC). Users of the platform can also convert from one cryptocurrency to the other and from cryptocurrency to fiat currency.
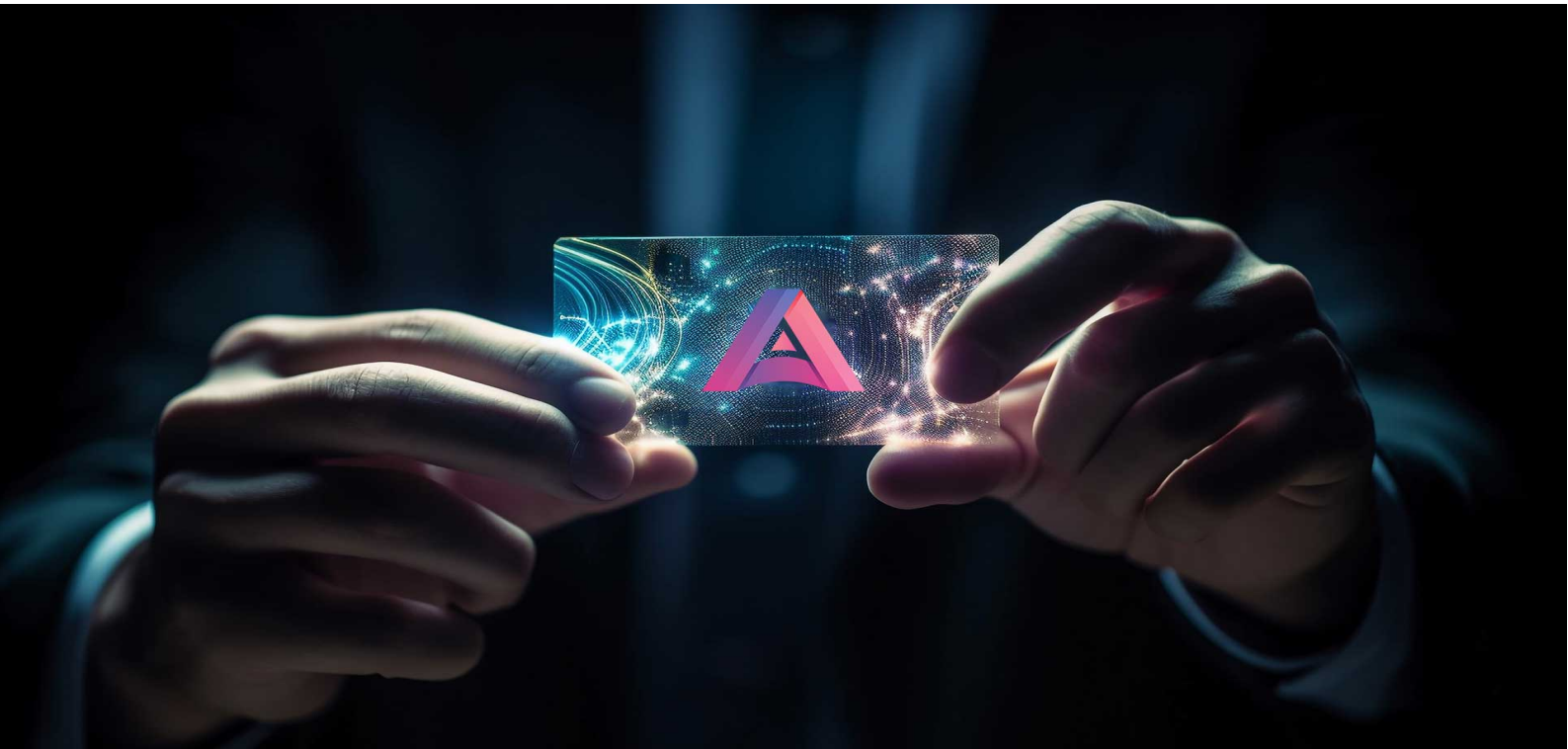
## Ethereum Blockchain – Proof of Delivery & Service

The Adaxum e-marketplace leverages smart contracts to make the process of exchanging goods with ADX token fast, secure and add trust in the system. It generates secure escrow for two transacting parties. Through this method they are given a money– back guarantee for buyers if the product turns out to be substandard and for the seller, it ensures that the fund for the product they placed on the marketplace is securely transferred to them.

The distributed ledger system keeps funds secure and prevents any transaction participant from having control over the funds until independent delivery services confirms that product is successfully delivered to the buyer using external oracle. If the buyer is satisfied with the quality of product delivered, the payment is transferred to the seller and the share of payment that is owed to the delivery service will also be transferred. The Ethereum Network makes transactions between two individual possible without any need for an intermediary. This in turn reduces the cost of management and business transactions overall.

When customers make purchase using the Adaxum tokens, these tokens are stored in the secure escrow until the transaction has been completed from both the parties. Merchants can set preferences to exchange Adaxum tokens with fiat currency during this transaction period to protect against volatility of the market.

Peer-to-Peer

The ADX token platform enables peer-to-peer transaction to give users the chance to engage in direct exchange of goods and services. This enables free trade between two parties anywhere in the world. A seller can sell directly to a buyer across the world without the usual services of middlemen or going through different currency conversions and exchange rate fluctuations.
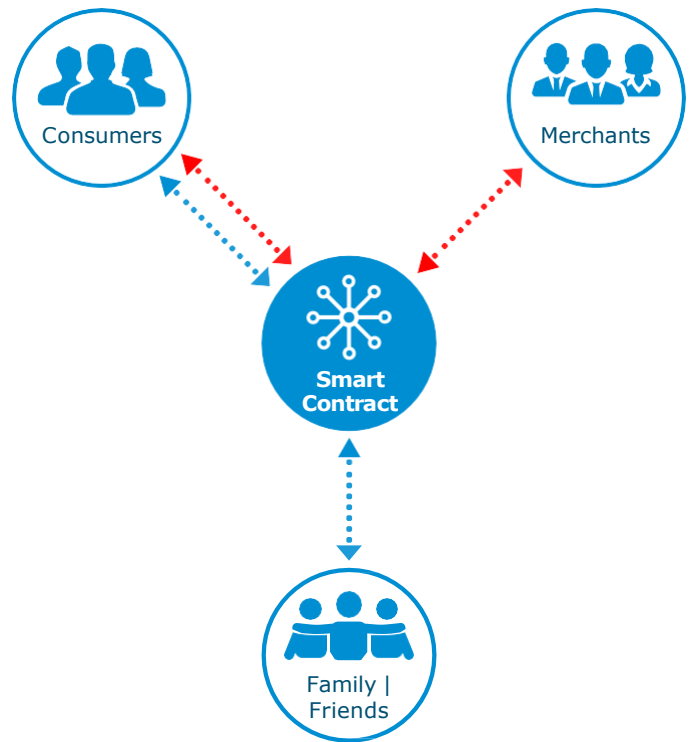
Unified Reward System

With the various offerings of the Adaxum Platform, we are set to unseal the current limitations found in traditional customer loyalty programs and fasten the development of a more cooperative, unified, and competitive customer reward industry. We aim to replace the traditional restrictive reward points system used by typical commerce companies with a blockchain based dynamic currency that increases participation and interaction between customers and services. We have the unprecedented opportunity to unlock the full potential of rewards programs by combining all sales entities - pooling together a limitless customer base and rewards on offer.
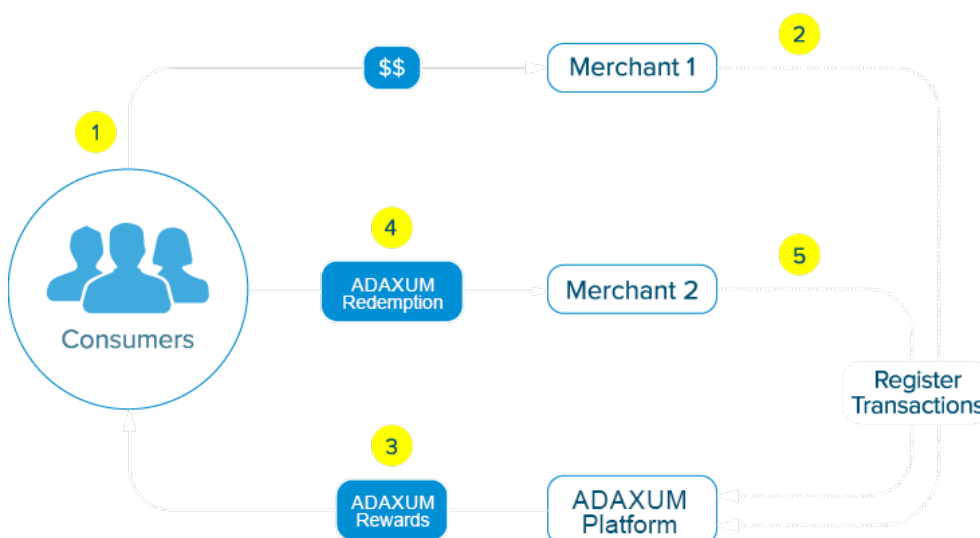
1. Consumer makes a purchase from Merchant-1 using fiat currency
2. Transactions registered into Adaxum Platform
3. Consumer rewarded an Adaxum tokens
4. Consumer redeems these Adaxum tokens for purchase items from Merchant-2
5. Transactions registered into Adaxum Platform

Roadmap

Q3 2024
Adaxum Idea Born

Q4 2024
ADX ICO, Multiple Exchange
Listing, Smart Contract Audit

Q1 2025
Prototype Adaxum Platform

Q2 2025
Deals and Offers Implementation
Paypal & Stripe Payment Gateways
Integration in Mobile Apps

Q1 2025
Platform Launch
on Ethereum Network-
MVP development

Q1 2025
Adaxum Mobile Apps
Launch in the Apple Store
& Google Playstore

Q2 2025
Exapnading out
team

Q3 2025
• Adaxum Smart Contract
& Liquidity Contract
• Platform Security Audit

Q3 2025
• E-commerce Marketplace

Q4 2025
• Adaxum Mobile Wallet
• Banking system
integration
• Conclude stablecoin
integration

Q3 2025
• Adaxum Card
Licensing Process
• Crypto Exchanges
Integration
• Conclude credits
blockchain intergration

Q3 2025
• Merchants Acquisitions
• Unified Reward System
• Peer-to-Peer Transfer

Q3 2025
• Release Adaxum
Platform WordWide

Q4 2025
• European Expansion
• Adaxum Card -Touch
& Pay Mobile Solution
• Open API Platform
• Adaxum Pay

Q4 2025
USA Expansion

Q1 2026
Asia Expansion

Q1 2026
It's just a beginning!
The Adaxum Era
has begun

Adaxum Token Economy

Our market principle and mode of operation at Adaxum Marketplace results to a continuous circulation of ADX token among all the market players:

- Merchants need ADX token to reward customers for assisting with the sale of their product, to compensate buyers when they rate products and to pay for deals.
- Merchants pay customers as an incentive to increase their footprints of loyal customers.
- Customers will be able to spend ADX tokens to make purchases at Adaxum e-commerce marketplace.
- Customers will be able to purchase ADX tokens through Adaxum wallet using fiat or cryptocurrency.
- Customers may be offered discounts in replacement for ADX token.
- Investors can buy and sell ADX tokens from cryptocurrency exchanges.
- Customers will be encouraged to hold tokens in their Adaxum wallet to get better futuristic value.

This creates a constant flow of ADX token within the ecosystem; thus, boosting the value of ADX token and qualifies it for trade on an outside stock exchange platform.

Benefits to Investors

- Strong team of Technology geeks to develop cutting edge technology product
- Experienced & Proficient e-commerce business development team
- Team tokens are locked for 24 months so we are committed to deliver what we have promised in the roadmap
- The cheapest price to buy ADX token is during ICO
- The ADX token is going to be a part of the customers day-to-day shopping
- Use ADX tokens to make purchases on the Adaxum E-Commerce marketplace
- On-boarding Merchants will buy ADX Tokens from the early Investors
- Since there are only a certain amount of Adaxum token that can ever exist, Scarcity combined with a thriving underlying decentralised ecosystem will result in appreciation of Adaxum token value.

Closure Statement

The ADX token will prove to be a revolutionary cryptocurrency for the e-commerce and payment ecosystem to ensure merchants and customers get their optimum satisfaction from the services. With the aforementioned features of the Adaxum token, merchants will have a more convenient and economical service while engaging their customers. This will also encourage customers to continue using the Adaxum cryptocurrency card as frequently as possible. This will help to boost purchases in thousands of businesses, and also satisfy millions of customers by providing a great way to continue shopping in the same way and earning rewards in doing so.