

# INVESTOR RELATIONS DECK

Version 1.0

# Status Quo



The cryptocurrency marketplace continues to show impressive, sustained growth in trading volumes and active traders. The portfolio of assets and asset types (e.g., futures, options, CFDs) has also expanded, providing greater opportunities for traders and investors.



However, as well as positive growth, there's an increase in the confusing jungle of information, multiple platforms, exchanges and service providers. Competitors even struggle when they have significant investment because of their lack of expertise to deliver a professional solution.

# Major Problems of Competitors' Platforms

## Trading dashboards badly design & inefficient

Despite the phenomenal profits of leading exchanges, none appear committed to offering a quality user experience for traders through their platforms. Clients are straitjacketed by trading dashboards with poor design, slow execution and insufficient information to empower choice and inform trades.

## Disappointing functionality & insufficient tools/services

Exchanges are limited in functionality, content and tools. Important services and widgets to trade efficiently and easily are virtually non-existent.

## Limited access to real-time data, news & knowledge

Traders are heavily burdened by the need to access and navigate an overwhelming number of external market news, data streams and expertise to gain sufficient insight and understanding to trade well.

## Poor tokenomics

Many token holders confuse a coin's real value with the value of the company. Current exchange tokens are not sustainable and force the token issuer to care more about the token's price and not its utility.





# Solution & USPs

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## Real-time market data

Our traders will be empowered by giving them an all-in-one solution to trade efficiently and expertly, ensuring easy access to - and knowledge about - the cryptocurrencies market and other platforms.

## Tailormade to suit each trader

We offer a feature-rich platform in which traders can customise their dashboards to their individual needs, experience and style.

## Fair & free access to professional trading tools

We ensure equal opportunity access to great trading tools for all levels of trading ability (usually such tools are only available to traders at a high cost and via third parties).

## Token model has the potential to deliver strong ROI for investors & traders

Our dual token model is designed to provide the opportunity for a measurable asset to share in the success of our exchange and which creates a sustainable utility through our exchange token.

## Maximise the quality of the individual user experience

We leverage innovative design and best-in-class trading tech, data and software.



# Outstanding Platform Tools & Services

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12 exchanges integrated through direct connection - 120 more to follow in 2020

1,000+ listed cryptocurrencies

100,000+ trading pairs to monitor (any-to-any coin analysis)

40 different customisable widgets - more will be rolled out over time

































































Comprehensive suite of professional trading tools: order book history, regression analysis, arbitrage monitor, technical analysis, spread charts, one-of-a-kind order types, any-to-any coin comparison, historical volume analysis

Custom HTML5 widget builder

All data will be available via ultra fast API

Proprietary software developed in-house, enabling continued seamless integration for more widgets, services and tools

# Competitive Analysis

	 DX ONE	OKEX	BINANCE	KRAKEN	BITFINEX	HUOBI	UPBIT	COINBASE PRO	BISTAMP
Custom Dashboards									
Real-Time Market Data									
Cross Pair Monitoring									
Fundamental Research									
Widget Builder									
Revenue Share Token									
Algorithmic Orders									



# Security Token Offering/Dual Token Model

## Security Token



Security token value for investors & traders

DXone is currently finalising the DX1S prospectus with Liechtenstein's Financial Market Authority (FMA)

Revenue share paid out on a monthly basis

Investors in the token have the potential to benefit from revenue gained from all related fees generated on our exchange. Token holders will share 25% of the revenue (details of which are described in our White Paper). Monthly payouts will be made in Bitcoin or alternative cryptocurrencies directly to investors' wallets.

## Utility Token



Utility for traders

Never sold by DXone, but a fair price defined by supply and demand

Up to 50% discount on all trading fees

Unlike our competitors who use a token spending model to reduce trading fees, our exchange will offer a token holding model. With us, traders will always benefit from up to 50% permanently discounted trading fees as long as they maintain a specific amount of DX1U tokens in their DXone wallets.

# Token Model & Economics



Token Name:	DXone Security Token
Symbol:	DX1S
ISIN:	LI0550102979

## Total Supply

Security Tokens: 100,000,000

## Total for Sale

Security Tokens: 75,000,000

## Token Price

Public Sale **EUR 0.20**

## Fundraising Goal

EUR 14,000,000



Token Name:	DXone Utility Token
Symbol:	DX1U
Type:	ERC-20

## Total Supply

Utility Tokens: 200,000,000

## Token Price

Price: **none**

## Details

**100,000,000 DX1U** - granted for DX1S token buyers (one on one ratio)

**100,000,000 DX1U** - for Referral, KYC, Lottery etc.

**Important:** Any unsold tokens will be distributed to all STO participants at the end of the sales period.



# Token Offering Roadmap



## SECURITY TOKEN- DX1S

Amount	100,000,000 DX1S
Start Date Private Sale	20.02.2020 00:00:00 EET
Start Date Public Sale:	01.08.2020 00:00:00 EET
End of Sale:	30.09.2020 23:59:00 EET
Token Distribution:	As soon as it's legally permitted and technologically feasible
First Revenue Payout:	October 2020

## UTILITY TOKEN - DX1U

Amount	200,000,000 DX1U
Token Utility Start:	01.04.2020 00:00:00 EET
Token Distribution:	Ongoing

## TOKEN TRADING (TDE\*):

01.10.2020 00:00:00 EET (Security Token & Utility Token), subject to Liechtenstein's FMA approving our prospectus

\*Token Distribution Event (TDE): This is the day after tokens will be available to trade: 01.10.2020 at 00:00:00 EET.

# Token Allocation & Funds

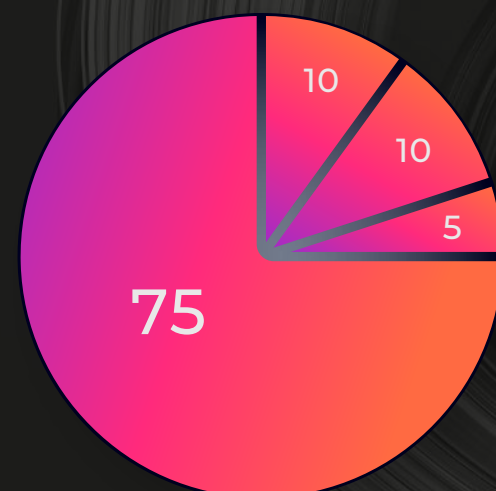
## Token Distribution

Token Sale: 75%

Team: 5%

Partnerships: 10%

Contributors: 10%



## Allocation of Funds

Development & IP:  
€5,600,000

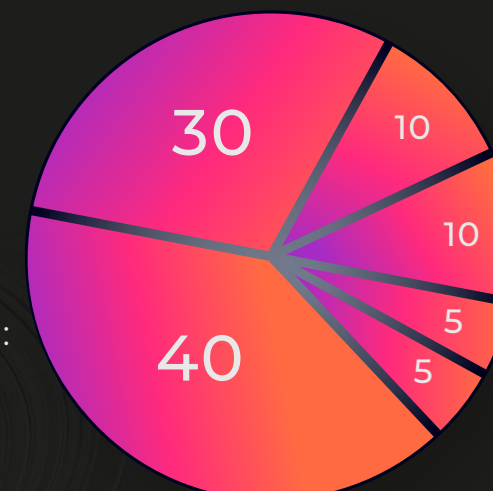
Marketing:  
€4,200,000

Licensing & Compliance:  
€1,400,000

General & Administration:  
€1,400,000

Legal:  
€1,400,000

Liquidity reserve:  
€700,000



Financial figures listed for the allocation of funds are only forecasts, predicated on DXone achieving its full fundraising goal of €14,000,000. Actual funds allocated will be dependent on the STO's results.

# Market Size

## Our Volume & Revenue Forecasts



Adjusted\*Cryptocurrency  
Trading Volume (2019)



Our Trading  
Volume Forecast  
(first 12 months after TDE\*)



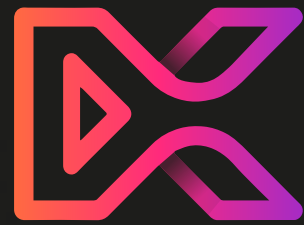
Assessment Base for  
Predicted Revenue  
(first 12 months after TDE\*)



Our Distributed Revenue  
to Investors  
(first 12 months after TDE\*)

TDE: Token Distribution Event: This is the day after tokens will be available to trade: 01.10.2020 at 00:00:00 EET.  
Adjusted Volume: Volume from spot markets excluding markets assumed 95% fakevolume, leaving 5% of reported Volume.





# Example ROI\* via Public Sale

<b>01. Buy Security Tokens</b>	<b>Amount Invested</b>	<b>Tokens Received</b>
Investment made during public STO sale	Initial Investment: €10,000 Price per Security Token: €0.20	Security Tokens: 50,000 Utility Tokens: 50,000
<b>02. Shared Revenue</b> after 12 months	<b>Estimated Token Value</b>	<b>Total Value</b>
€7,000,000* annual shared revenue payout for all shareholders.	Security Token est. Value: €0.20 Utility Token est. Value: €0.01	Security Tokens: €10,000.00 Utility Tokens: €500.00 Shared Revenue per Year: €3,500.00
		<b>Total: €14,000.00</b>

ROI: Return on Investment.

This calculation is based on projected revenues. Actual numbers may differ significantly including the risk of total loss.

Assumed dividend yield DX1S First 12 months: 35% (public sale 0.2 EUR per token)

# Financial Forecast

Year	Est. Active Customer Base	Est. Commissions (calculated in €mn)	Rev Share	Est. Distributed Revenue (€m)	Est. Revenue per Token (€)	Est. Security Token Price (€)
1	37,000	28mn	25%	7mn	€0.07	€0.20
2	75,000	50mn	25%	12.5mn	€0.12	€0.32
3	160,000	80mn	25%	20mn	€0.20	€0.40
4	350,000	140mn	25%	35mn	€0.35	€0.55

# About Us

## DXone Ltd

Privately owned. Incorporated in 2019 in Cyprus.

## Project Team

More than 40 people (started with 10 team members in 2016).

## Team's Expertise

Financial data distribution, trading, crypto education, research/trading engine development, exchange platform and widget software development, business development, investor relations, crypto start-ups.

## Financial Status

Fully funded and debt free: To date, four years of development have been completed with €4 million investment to help create the successful launch of DXone. In the 2020 financial year, revenue generation is planned and a healthy profit is forecast based on even the most conservatively calculated business projections.





# Team



**Luciano Nonnis**

CEO & Co-Founder, DXone  
Co-Founder, Crypto Coach



**Mario Urschitz**

Co-Founder, DXone  
Co-Founder, Crypto Coach



**Matthias Wiederwach**

Technical Lead, DXone  
Co-Founder & Co-CEO/CTO, Xinfinit



**Richard Karneim**

Chief Developer, DXone  
Co-Founder & Chief Software  
Architect, Xinfinit



**Frederik Garnies**

Business Development, DXone  
Co-CEO, Xinfinit



**Scott McKenzie**

Attorney, DXone

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