



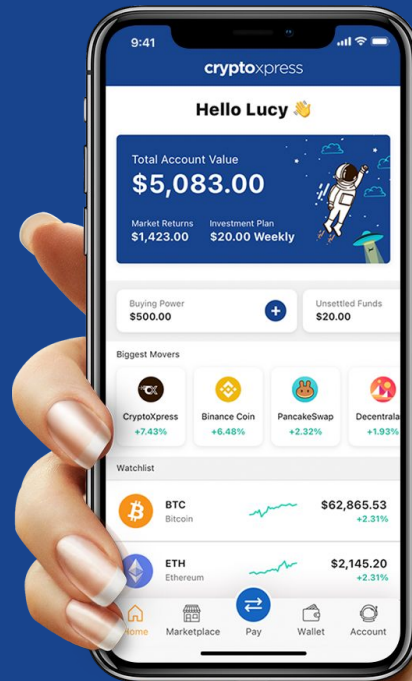
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# cryptoxpress

Whitepaper v1.7

Platform Details & Token Model

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# Contents

I.	Introduction	3
II.	The Problem	6
III.	The CX Platform	8
	a. Features	9
	b. UI/UX Experience	10
	c. Operating Markets	11
	d. Technology & Security	12
	e. Marketing Strategy	14
	f. Target Markets	17
	g. Roadmap	18
	h. Licensing & Compliance	20
	i. NFT Share Sale	21
IV.	XPRESS Token	22
	a. Introduction	23
	b. Technology	23
	c. Allocation & Release	23
	d. Investor Offering Schedule	24
	e. XPRESS Token Value & Buy Back Plan	24
V.	The Team	25
	a. Team	27
	c. Advisors & Ambassadors	31
	d. Partners	37
VI.	Risk	38
VII.	Target Outcomes & Exit Strategy	40





## I. Introduction

As of March of 2021, the Cryptocurrency sector reached new heights in terms of the all-time highs, in both price and volume, of major cryptocurrencies such as Bitcoin (BTC) and Ethereum (ETH).

# Global Corporate Participation



Twitter, Square, Uber  
Express Public Interest



Over \$71 Billion  
Institutional Investment



Visa, PayPal & Mastercard  
Offering Crypto Services

Institutional investment of treasuries into cryptocurrencies and cryptocurrency funds has peaked at US\$ 71 Billion while traditional payment processors such as PayPal, Visa, and Mastercard have added cryptocurrency products to their offerings. The technology industry publicly expresses support of the sector as evidenced by statements from C-Suite Executives at Twitter, Uber, and Square.

## Global Retail Uptake

Similarly, retail investors are investing larger portions of their net savings into cryptocurrencies with all major global markets experiencing record annual growth and earnings.



26% of citizens  
own crypto



50% of Elderly  
Express Interest

AUSTRALIA



20% of citizens  
own crypto



40% of Millennials  
Own Crypto

UNITED KINGDOM

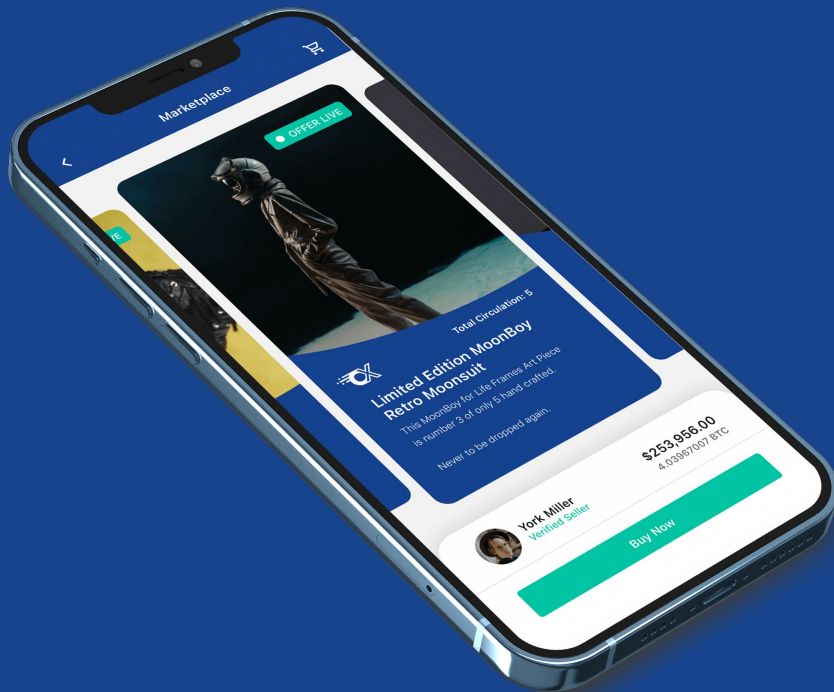


500% Growth  
Since 2015

1.5% Market  
Penetration

INDIA





## Art & Media NFT Marketplace

CryptoXpress is offering cross-chain NFTs through its partnership with Polygon and they are compatible with ERC20/BSC/Matic blockchains.

The value of art and media transactions using NFT technology has increased from approximately US\$ 63 Million in 2019 to almost US\$ 251 Million in 2020, with this trend expected to accelerate in the coming years.

NFT technology allows more secure and identifiable ownership of digital and financial assets including art, media, corporate equities, and real estate using decentralized blockchain infrastructure.





## II. The Problem

While the demand to invest larger portions of personal net worth into cryptocurrencies is surging all over the world, the steep learning curve for beginner and first-time investors is limiting the market's true potential size.

## The problems with current solutions are:



### Complicated to Use

Current platforms require investors to understand complex technical terminology. They also require the performance of complicated interactions to perform transactions which causes the reduction in potential investor participation.



### Difficult Payments & Transfers

The lack of a direct bridge between cryptocurrency and fiat payment networks reduces the portion of savings that investors are willing to hold in cryptocurrencies. The inability to make direct crypto to fiat payments and transfers to other individuals or companies, reduces the attractiveness of cryptocurrencies as a store of savings.



### High Fees & Commissions

Existing platforms charge high fees and commissions which can be reduced through the streamlining of their platform's operational inefficiencies and business models.



### Lack of Beginner Friendly Guidance

New investor learning curves can be significantly reduced through the targeted focus on beginner investors within the platform's investor experience and journey models.



### Lack of Shared Experience

Existing platforms lack social interactivity features yet current studies indicate that investors are likely to increase their investments when working in groups due to the effects of socially supported decision-making.



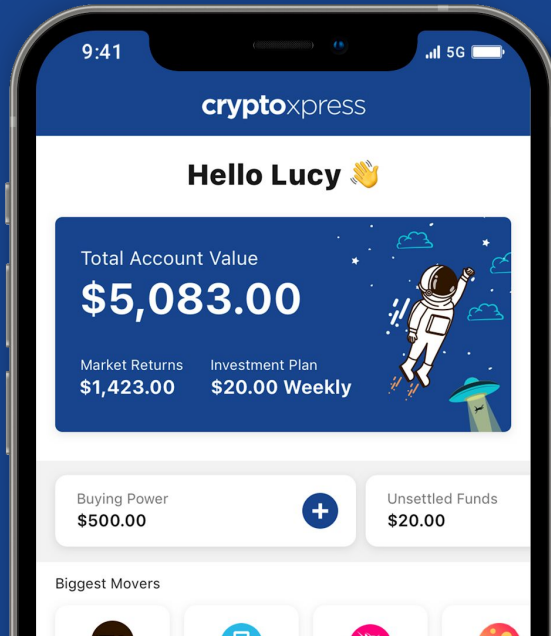
### Digital Ownership

Current technologies to allow for the decentralized ownership of digital and physical assets lack in terms of security and identifiability and fall prey to piracy and fraud.

crypto**x**press



Say hello to a better  
banking alternative.



### III. The CX Platform



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## a. Features

### Buy & Sell Cryptocurrencies:

Beginner friendly, 3-click cryptocurrency purchase and sale interface for hundreds of cryptocurrency pairs and ultimately derivative products.

### Pay Utility Bills & Make Payments:

Direct utility bill payments and invoice payments from cryptocurrency holdings. Transfer funds or cryptocurrency to family and friends seamlessly using only a mobile number.

### NFT Art & Media Marketplace / Retail & Travel:

Easy to use marketplace to trade art and media from the industry's hottest stars, using NFT technology. Book flights, accommodation, tours, rental cars and much more directly from CryptoXpress.

### Zero Fees:

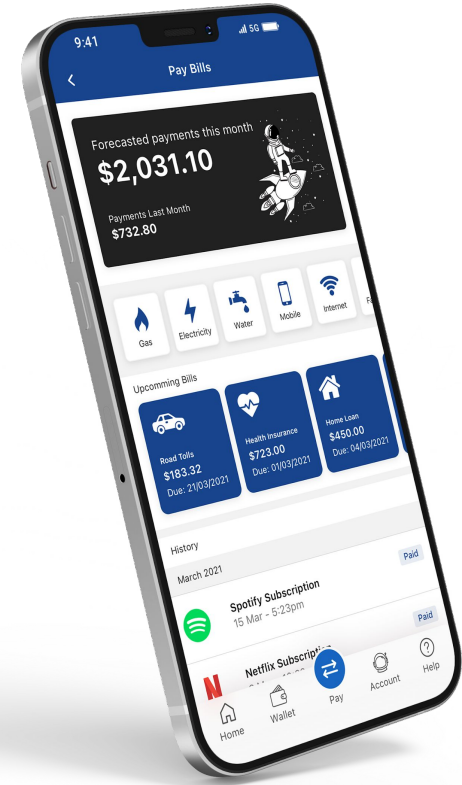
0% fees and commission on cryptocurrency buying and selling transactions.

### Chat with Friends and Groups:

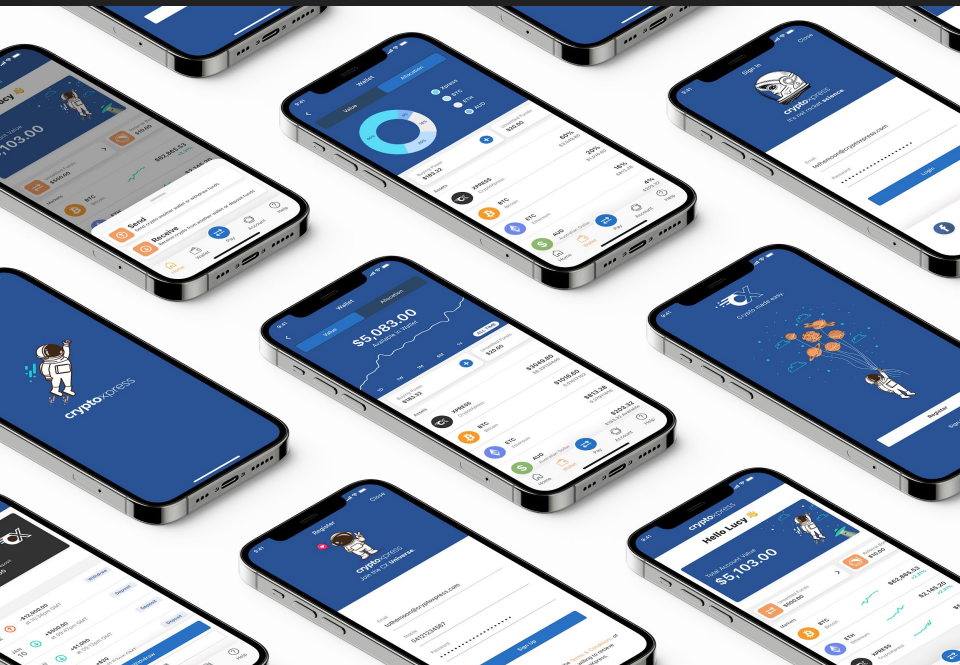
Chat with family and friends in groups of unlimited numbers of members. This will enable the creation of a social network within the platform and encourage increased investment and trading through on-platform user to user interactions and support.

### Expert Advice & Support:

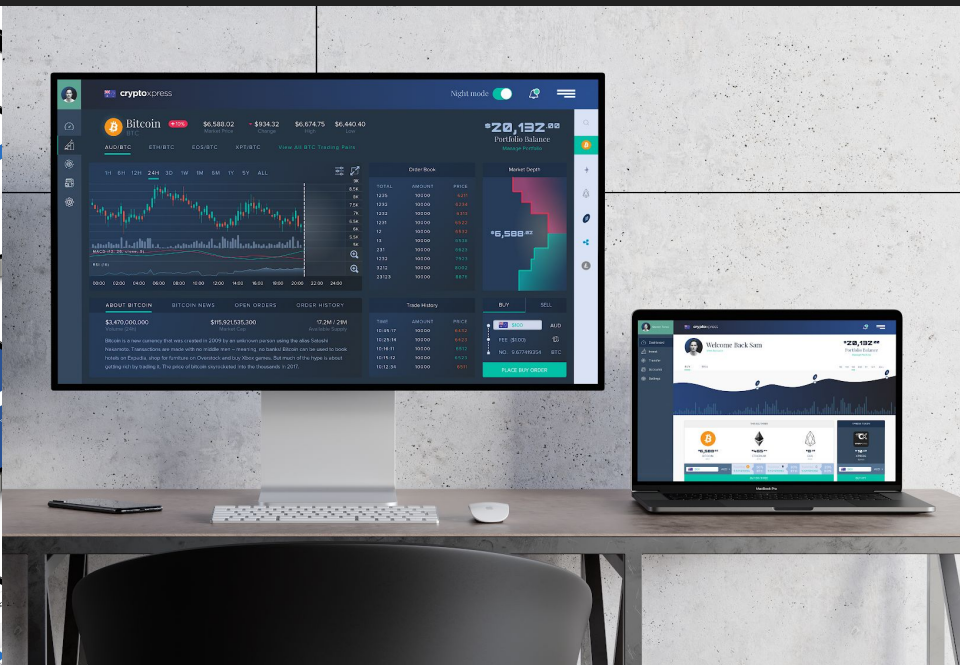
Receive expert advice and support at the click of a button.



## b. UI/UX Experience



IOS / Android Apps



Web Pro Exchange

### c. Operating Markets

CryptoXpress is licensed to operate in 179 countries and will be able to accept domestic fiat deposits in the following 26 countries.



Australia



Austria



Belgium



Canada



Cyprus



Estonia



Finland



France



Germany



Greece



Hungary



Ireland



Italy



Latvia



Lithuania



Luxembourg



Malta



Netherlands



New Zealand



Portugal



Singapore



Slovakia



Slovenia



Spain



Turkey

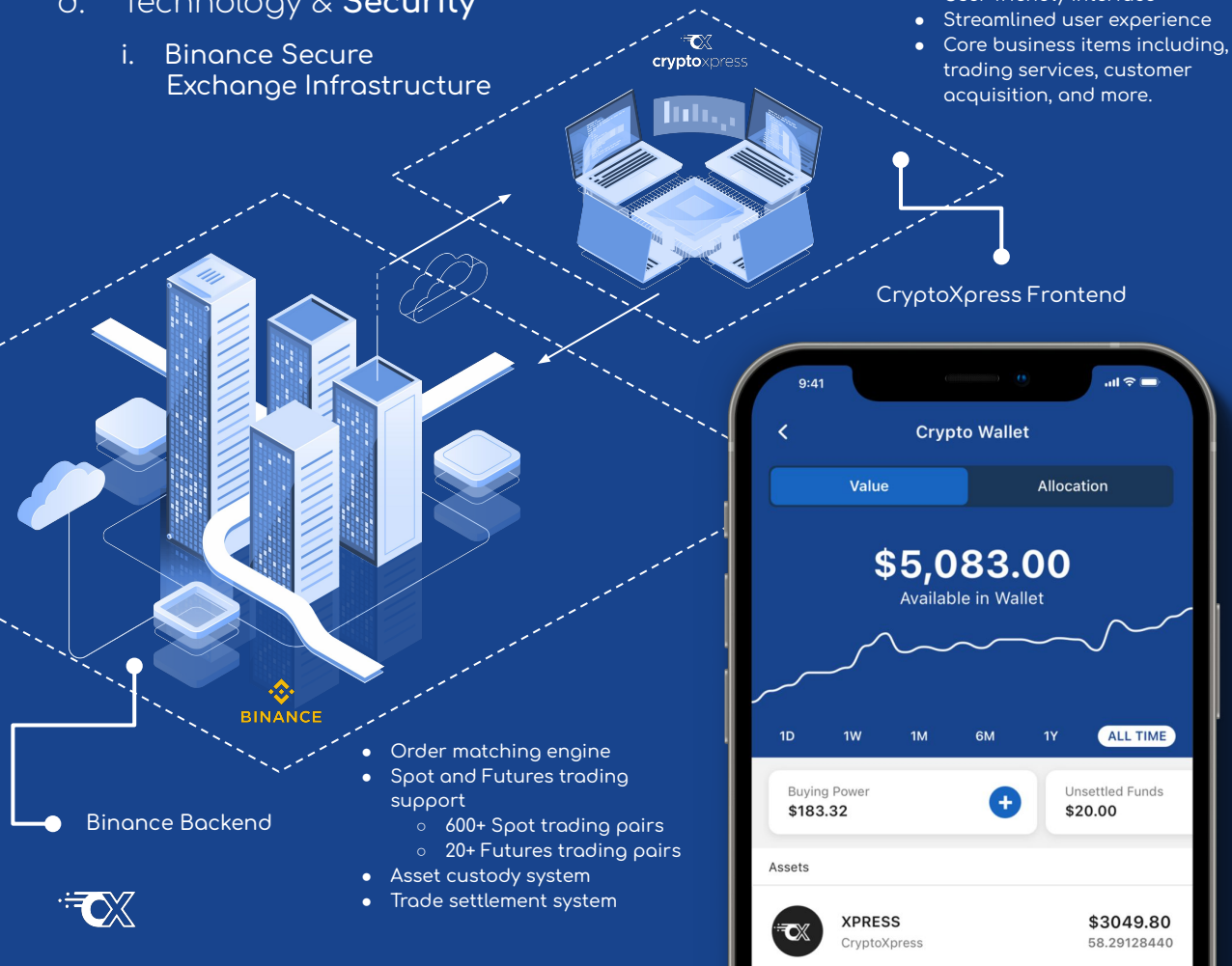


United Kingdom



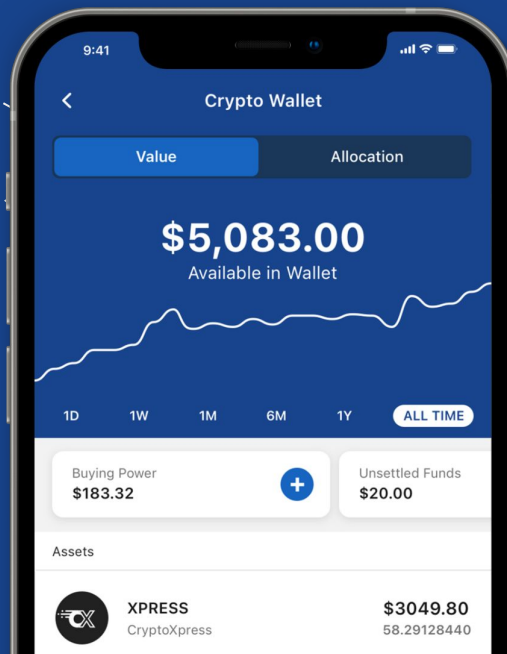
## d. Technology & Security

### i. Binance Secure Exchange Infrastructure



## **BINANCE** **BROKER** **PROGRAM**

We've leveraged Binance's leading liquidity, market depth, asset management systems, security infrastructure, and personalized marketing support, so we can focus on delivering maximum value to our users.





## ii. Tech Stack

- React Native Code Stack
- MYSQL Database
- Hardened and secure hosting server
- Robust transactional capacity supported by Binance.

## iii. Security

- Two Factor Authentication (2FA)
- KYC (Know Your Customer)
- AES Encryption Prevention
- Anti CSRF Token
- XSS Clean
- PHP End of Life Support
- Secure HTTP Headers
- Anti-Bypass Malicious File Upload
- Debug Mode
- Google ReCaptcha
- Email ID Encryption

## iv. Binance Secure Trading Infrastructure

- Trusted Crypto Exchange
- Binance Wallet Support
- Ironclad Data Privacy
- Order Matching Engine
- Spot & Futures Trading
  - 600+ Spot Trading Pairs
  - 20+ Futures Trading Pairs
- Asset Custody System
- Trade Settlement System

## v. Security Management and Auditing

- Information security auditing will be performed by Code Siren LLC, a company owned and operated by Eric Anderson, an adviser to the CryptoXpress project.
- Eric and his team are one of the most highly qualified, expert IT security teams in the sector and their cutting-edge security technologies and audits will help mitigate the risks of hacks and other potential security interruptions the platform may be exposed to.



## e. Marketing Strategy

### i. Social Media, PR & Influencer Network

- Using social media as our core channels, we will drive sustainable and consistent reach and adoption through organic posts (and eventually small scale ad campaigns).
- Organic Engagement: The cryptocurrency audience is unique in the sense that the community is tightly wound, especially around more conversational channels. We will leverage this to build a dedicated community..
- Influencer & Celebrity Network: We are working hard to secure NFT and social influencer partnerships with influencers, celebrities, sports stars, and artists. Some already signed on. This will drive significant reach and virality around key moments.

### ii. Above the Line Marketing

- Building Brand Equity: Strategically placed out of home (OOH) and potentially to significantly boost brand awareness and equity on a larger scale.

### iii. Press Releases

- We have exciting milestones coming up and we want to tell the world. To generate buzz and excitement share around important news such as partnerships, launches, IDOs, we would like to send out organic and paid press releases.





#### iv. Interviews/AMAs/Podcasts/Video

- Similar to press releases, we will showcase what the CryptoXpress platform has to offer in addition to the strength of our leadership team. Team members to be front and center in answering any questions to ensure a human aspect to the world of crypto.

#### v. Content Creation/SEO

- Curated Content Hub: CryptoXpress will produce its own content for updates, press releases and for general news updates. This will provide content for our users to engage with and also assist with boosting SEO.
- Increase Visibility and Recognition: We'll create our own unique content with the aim to push CryptoXpress up the rankings for search results.

#### vi. CX Academy

- In the future, we will establish a platform where we can educate beginner, amateur, and even advanced crypto, blockchain, and finance enthusiasts.

#### vii. Video Production & Partnerships

- There are opportunities that will be explored to drive brand recognition through TV, video, and documentaries, whether that is through our own efforts or through partnerships.

### viii. Appicature Partnership

- Our strategic partnership with Appicature will play a crucial role throughout the current and future marketing phases. We will leverage their marketing arm's executive ability knowledge to drive brand equity and engagement.

Validation of key target marketing audiences.

Execution of organic and paid marketing activities.

Content creation and production across our channels.

Tracking and reporting on marketing activities.

Community management of our channels.

Analytics and SEO.

Influencer and content marketing.

Advice on key strategic decision making.

## f. Target Markets

The initial target markets include:

- UK (total population of 66.65M\*)
- Australia (total population of 25.35M\*)
- UAE (total population of 9.75m\*)

Market Niche:



### Persona A

- 20 to 34 year olds
- Employed
- Have banking needs
- Interested in improving financial wellbeing
- Have mobile phones



### Persona B

- 55 to 65 year olds
- Retired or soon to be retired
- Have banking needs
- Interested in increasing savings for retirement
- Have mobile phones

Projected % of Niche Acquired:

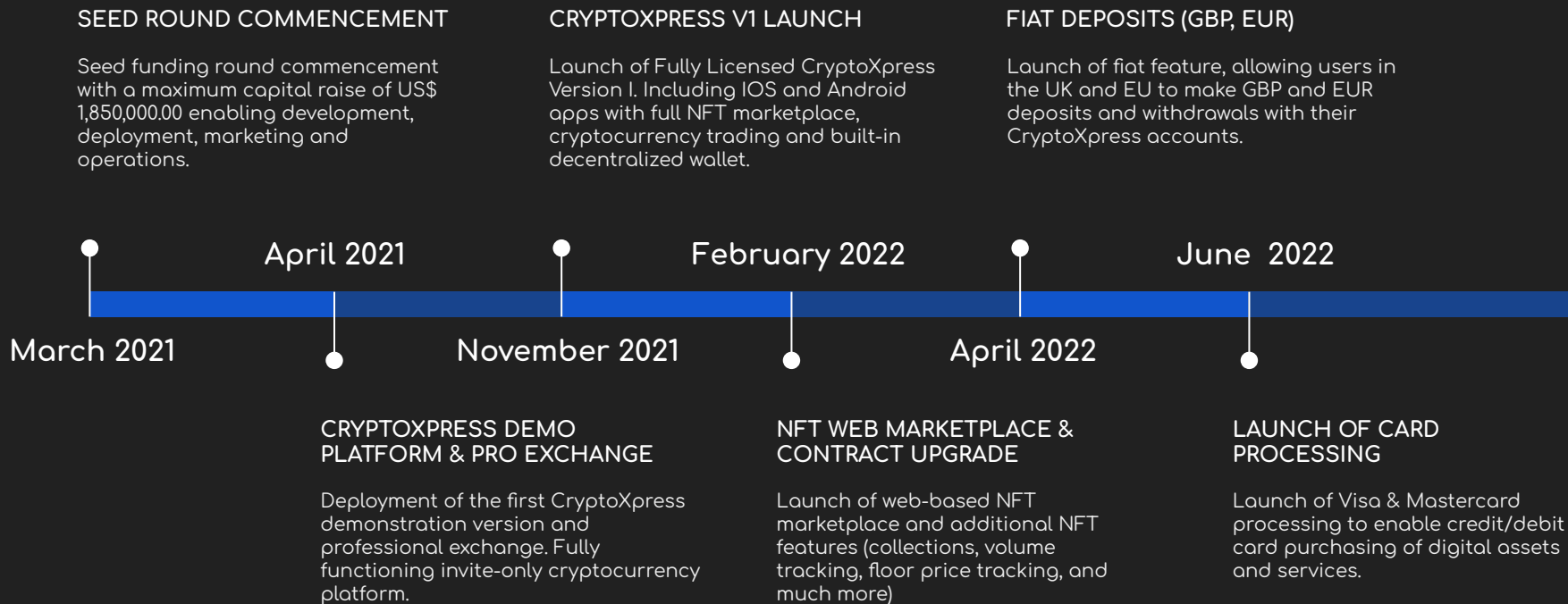
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Market</b> - Persona A market size: 22.2m - Persona B market size: 11.5m	<b>50k</b> 0.15%	<b>125k</b> 0.38%	<b>250k</b> 0.76%	<b>450k</b> 1.38%	<b>1m</b> 3.06%

Attribution Breakdown of Total Market:

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>United Kingdom</b> - Persona A market size: 13.2m - Persona B market size: 8.2m	<b>25k</b> 0.12%	<b>62.5k</b> 0.29%	<b>125k</b> 0.58%	<b>225k</b> 1.05%	<b>500k</b> 2.34%
<b>Australia</b> - Persona A market size: 5m - Persona B market size: 2.75m	<b>15k</b> 0.19%	<b>37.5k</b> 0.48%	<b>75k</b> 0.97%	<b>135k</b> 1.74%	<b>300k</b> 3.87%
<b>United Arab Emirates</b> - Persona A market size: 3m - Persona B market size: 550k	<b>10k</b> 0.28%	<b>25k</b> 0.70%	<b>50k</b> 1.41%	<b>90k</b> 2.54%	<b>200k</b> 5.63%

\* Population as of May 2021

## 9. Roadmap





## 9. Roadmap

### TRAVEL SERVICES

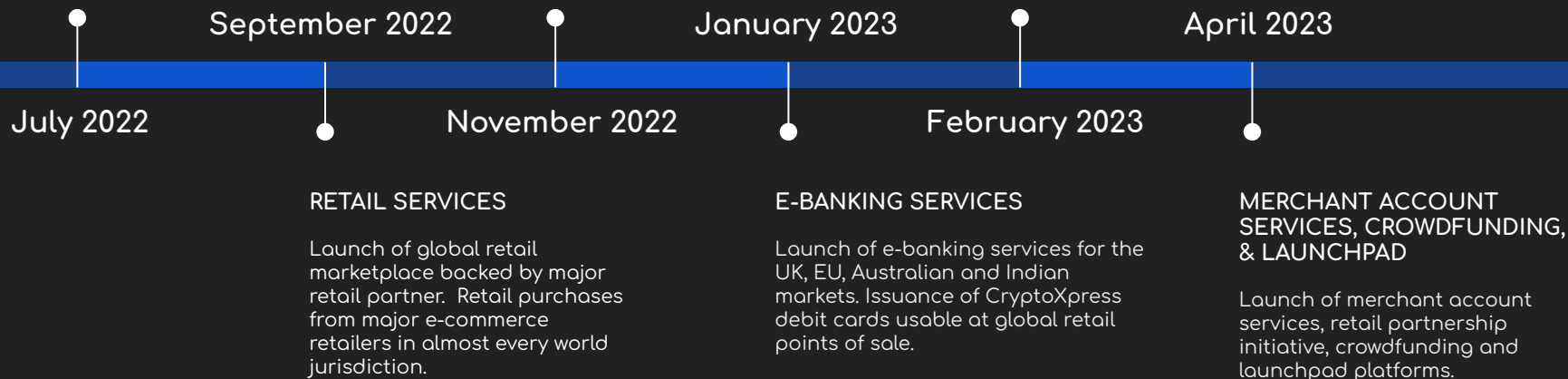
Launch of travel services backed by major travel partner. Flights, hotels, holiday packages purchased directly from crypto.

### BANKING IN THE METAVERSE

Launch of world's first cryptocurrency, NFT and fiat virtual banking outlet backed by a major Metaverse operator.

### NFT EQUITY SALE

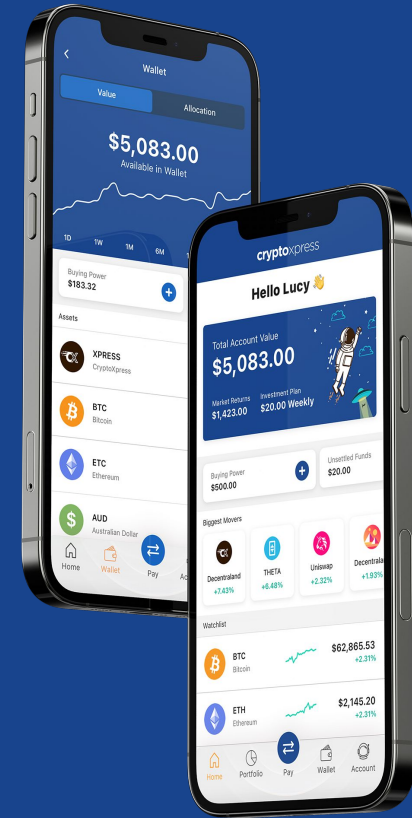
Sale of a portion of CryptoXpress equity via an NFT equity share sale as a security token offering.



## h. Licencing & Compliance

CryptoXpress is registered in Estonia as CryptoXpress OÜ and also obtained an Estonian cryptocurrency license in March of 2021 which allows it to legally and compliantly perform the following activities:

1. Issue Tokens (cryptocurrency / NFT)
2. Offer Wallet services
3. Offer Exchange services
4. Offer OTC services
5. Engage in an IDO or IEO
6. Sell cryptocurrencies via bank transfer and debit / credit card in 179 countries
7. Trade with utility tokens
8. Offer cryptocurrency to cryptocurrency, cryptocurrency to fiat, and fiat to cryptocurrency transaction services
9. Run a utility token exchange
10. Open Euro denominated bank accounts to sell Bitcoin and other coins
11. Open bank accounts globally
12. Operate globally
13. Issue debit cards
14. Sell cryptocurrencies with debit & credit cards





## i. NFT Share Sale

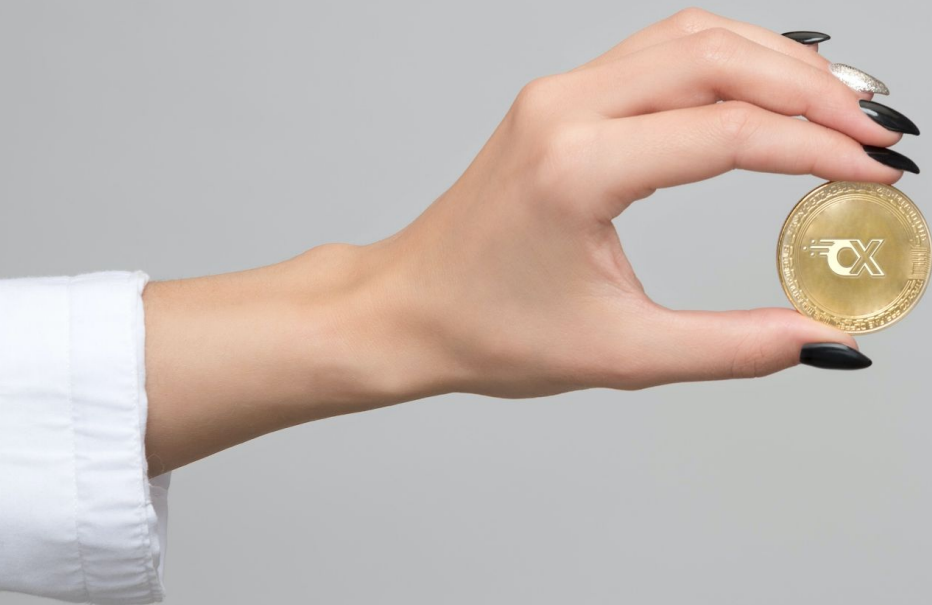
CryptoXpress will offer 30% of the equity in the project for sale to the public via an NFT share sale launch.

Investors will be able to purchase NFT tokens that represent actual shareholdings in the company and will entitle the holder of the tokens to all shareholder rights including, but not limited to, profit distribution rights, and voting rights.

The NFT share sale will occur in September of 2022 when the platform is fully operational, along with the deployment of all of its planned launch features and upon gaining a user base of approximately 50,000 investors.

CryptoXpress is in initial talks with various global organizations to help manage and lead this event including financial services industry leaders.

CryptoXpress will only begin the planning and execution phases of this event, upon gaining a full license to compliantly make such an offering and within the Estonian cryptocurrency regulatory framework.



## IV. XPRESS Token

The XPRESS token is a utility token for the CryptoXpress platform which will be used to provide discounts, rewards, and bonus functionality to investors.

## a. Introduction

Transactions paid for using XPRESS tokens will be significantly discounted with the token also being a central component of the CryptoXpress retail partnership initiative which will promote retail payments through XPRESS tokens in exchange for various customer benefits.


### Technical details:

- Name: XPRESS Token
- Symbol: XPRESS
- Decimal: 18
- Total Supply: 10,000,000 (10M) Tokens



## b. Technology

XPRESS runs on the BEP-20 network and is compiled with the latest version of Solidity, in order to avoid compiler bugs, along with a community audited contract. XPRESS can be stored on and transferred to and from most major cryptocurrency wallets including Meta Mask wallet.

	Token Distribution	Token Price	Total USD Value	Vesting Schedule
Angel Round	137,000 Tokens	US\$ 0.70 / US\$ 0.77	\$100,000.00	4% at TGE, 4% Monthly Vesting,
Seed Round	1,063,000 Tokens	US\$ 0.84	\$892,920.00	4% at TGE, 6% Monthly Vesting,
Post-Seed Round	250,000 Tokens	US\$ 0.98	\$245,000.00	4% at TGE, 8% Monthly Vesting,
Pre-IDO Round	200,000 Tokens	US\$ 1.12	\$224,000.00	4% at TGE, 10% Monthly Vesting
IDO 1 Public Round	290,000 Tokens	US \$1.40	\$406,000.00	25% at TGE, 25% Bi-monthly Vesting
IDOs / Exchange Listings	710,000 Tokens			30% at TGE, 7% Monthly Vesting
Liquidity Requirements	1,000,000 Tokens			Only released when required for liquidity
Marketing	1,500,000 Tokens			1 Month Lockin, 2% Monthly Vesting
Development / Operations	1,500,000 Tokens			1 Month Lockin, 2% Monthly Vesting
Advisory	850,000 Tokens			1 Month Lockin, 5% Monthly Vesting after Lockin
Team Reserve	1,000,000 Tokens			6 Month Lockin, 5% Monthly Vesting after Lockin
Foundation Reserve	1,500,000 Tokens			6 Month Lockin, 5% Monthly Vesting after Lockin

## d. Investor Offering Schedule

### March 2021 - Stage 1: Private Sale Round

At the commencement of the private sale, the XPRESS token is offered at US\$ 0.70, and exclusively to early stage private investors.

### May 2021 - Stage 2: Seed & Pre-IDO Funding Round

From May 2021 until IDO of the XPRESS token in November of 2021, 3 additional rounds of XPRESS token private sales will occur, which will allow CryptoXpress to fund its development, operations, marketing and other business activities.

### November 2021 - Stage 3: Public Trading / IDO Round

Upon the XPRESS launch, the tokens will be made available for public trading via the CryptoXpress app and other secondary markets, including on DEXs and CEXs..

## e. XPRESS Token Value & Buyback Plan

The total supply of XPRESS tokens will never exceed 10 Million tokens and over the life of the project, CryptoXpress will repurchase XPRESS tokens from the public markets and burn them in order to maximize the token's value through the reduction of its available supply.

The company will continuously repurchase and burn XPRESS token supplies on a monthly basis until 35% of all available tokens have been burned.

This process is expected to continue until February of 2026 when only 65% of XPRESS token supply will remain.





## V. The Team





Yogesh Panjabi  
Chief Executive Officer



Adarsh Singh  
Chief Operating Officer



Sherwin Torres  
Group Managing Director - Strategy,  
Product, Marketing & Ventures



Zeeshan Mohammed  
Chief Technology Officer



Nilesh Patel  
Chief Growth Officer



Avinash Rajendra  
Chief Financial Officer



Anubhav Sharma  
Marketing Director - APAC



Gaitschs Gangmei  
Community Manager



Eric Anderson  
Security Advisor



Randall Johnson  
Legal Advisor



Min Kim  
Venture Capital Advisor



Mardo Soo  
Industry Advisor



Will Eden  
IDO Advisor



Nathan Kay  
Blockchain Advisor



Prajwal Gadkar  
NFT Advisor



Mark Stein  
Business Advisor



Ross Jones  
Tekenomiks Advisor



Chris Casey  
Community Advisor



Goubbran Bahou  
Brand Ambassador

## a. Team



Yogesh Panjabi  
Chief Executive Officer

Yogesh Panjabi has amassed a 20-year career spanning entrepreneurship, management, business planning, financial analysis, software engineering, operations and decision analysis. Yogesh graduated from UCLA with an Engineering Bachelors and is a global serial IT entrepreneur. He currently works for KPMG Australia as part of their Management Consulting division. Yogesh also holds a Systems Management Masters, and has substantial experience as a cryptocurrency analyst and investor.



Adarsh Singh  
Chief Operating Officer

Adarsh has been an active cryptocurrency analyst, trader and broker for global high networth individuals for the last 7 years. He successfully launched and managed a crypto hedge fund in 2017 and has run some of the largest cryptocurrency trading chat groups on the web.



## Sherwin Torres

Group Managing Director  
Strategy, Product, Marketing & Ventures

Sherwin is a design technologist and strategic board advisor for online, technology, blockchain, retail, development, advertising, marketplace and investment management firms. Sherwin actively mentors entrepreneurs and startup executives across the globe during their launch and critical growth phases. A Master of Information Systems Management and MBA graduate, Sherwin is the founder of Torres Group Holdings and strategic advisory firm Japorms Group.



## Zeeshan Mohammed

Chief Technology Officer

Zeeshan is a world class blockchain and cryptocurrency developer and security analyst. He is the cofounder of several mobile app platform and is also an expert in business development and launch strategy for startups. His capabilities span multiple technology stacks and is a force to reckon with in the mobile app and web development space.



Nilesch Patel  
Chief Growth Officer

Nilesch Patel has amassed over 15 years experience within PKI/cryptography and authentication solution space, extensively working within the Business Development and Sales functions for organisations to date. During his career Nilesch has successfully helped organisations with in remit through various successful private equity sales over the last 10yrs. Nilesch graduated from the University of Hertfordshire with an Bsc in Computer Science.



Avinash Rajendra  
Chief Financial Officer

Avinash has 5+ years of experience, knowledge and expertise in finance, leading a team of professionals across major multinational corporations in India. His strengths include financial modelling, financial analytics, supply chain finance, credit analysis, AI & blockchain



Anubhav Sharma  
Marketing Director - APAC

Anubhav has held multiple marketing and business development positions within the automotive, education services and technology sectors. He has held head positions at major automaker Volvo and also at Triumph Brands and has been responsible for the exponential growth of revenues at both companies.



Gaitchs Gangmei  
Community Manager

Gaitchs started his crypto journey in 2016. He has successfully managed the communities of several high profile cryptocurrency projects. He is also experienced in game development within the Unity Engine, and 3D application development.

## b. Advisors, Brand Ambassadors & Strategic Partners



Eric Anderson  
Security Advisor

Eric Anderson founded end-to-end encryption exchange platform Promether and secure communications platform Demonsaw and has amassed over 2 decades' software development and IT security experience. Eric's career spans a variety of internet and mid-range technologies, core security and system architecture. Eric holds a Masters in Computer Science and was recently CTO at MGT and lead programmer at Rockstar Games and Grand Theft Auto 5. Furthermore, Eric has been a keynote speaker/workshop leader at Def Con over 5 years and HackMiami over 3 years. Eric has developed relationships with stalwart industry leaders comprising Kim Dotcom, John McAfee, Nolan Bushnell, Joshua Corman and John Fanning. Eric's significant community experience also includes open-sourcing many codebases such as the most recent 100,000 lines of Demonsaw code released under a permissive MIT license.



Randall Johnson  
Legal Advisor

Randall Johnson is an international regulatory advisor for blockchain industry projects and managing director of a boutique investment firm. Randall is a highly experienced AV-rated securities, capital markets, technology, and finance lawyer. Randall is also an acknowledged industry leader with over 30 years within U.S. and international regulations applicable to blockchain and smart contract tokens. Randall was previously a senior counsel at national law firm Locke Lord LLP and a partner at leading technology law firm Morris, Manning & Martin LLP. Furthermore, Randall has advised two governments on the enactment of new legislation to govern blockchain projects and cryptocurrencies including consulting a leading blockchain incubator concerning structuring their portfolio projects.



Min Kim

Venture Capital Advisor

Min is highly entrenched in the cryptocurrency sector, having held top positions at Tron, Draper Labs, Huobi, and Cred while also having worked for several Venture Capital firms, earlier in her career. Min is a force to reckon with, within the cryptocurrency space, as she has worked with the largest entities in the industry along with having helped many projects raise millions of dollars of funds. She is currently the CMO of Polygon (Matic) and has also been an advisor to some of the most successful and well-known projects in the space.



Mardo Soo

Industry Advisor

Mardo is the founder of the leading blockchain licensing firm Consulting24 in Estonia. Consulting24 is the fastest-growing consultancy company in Estonia by volume and has obtained over 300 crypto licenses. He is also an investor/advisor in early-stage Defi projects like Julswap, Sheesha Finance, Occam, and Launchzone.





Will Eden  
IDO Advisor

Will is the founder of Tokenova, an industry-leading cryptocurrency Venture Capitalist firm based in the United Kingdom. He is also currently contracted to manage onboarding of projects to the TrustPad launchpad and has significant investments in major projects all across the cryptocurrency sector. Will is one of the most accomplished leaders in his industry and is deeply advising CryptoXpress on its IDO and launch plans.



Nathan Kay  
Blockchain Advisor

Nathan is the current CEO of Mempool Ventures, one of the most established cryptocurrency Venture Capitalist firms in the world today. He was previously a Senior Partner at Applicature Inc. the main acceleration and investor relations partner for CryptoXpress has been a critical part of the success of the platform and its team.



Prajwal Gadkar  
NFT Advisor

Praj has been an advisor for over a dozen NFT projects and also handles sales for @NFT, a social media company co-founded by Mark Cuban. He is also founder of a smart contract development company called degen.rocks



Mark Stein  
Blockchain Advisor

With 17 years of experience, Mark is a business development and strategy advisor. His experience in alternative, retail, and wholesale finance, along with sales in banking, real estate, debt structuring, mortgage-backed securities, and secondary markets, equips him with a difficult to replicate compliance-oriented pedigree. Ambitious and driven, his commitment to consistency and stability increases the potential of blockchain's next industry-disrupting future Blue Chip.



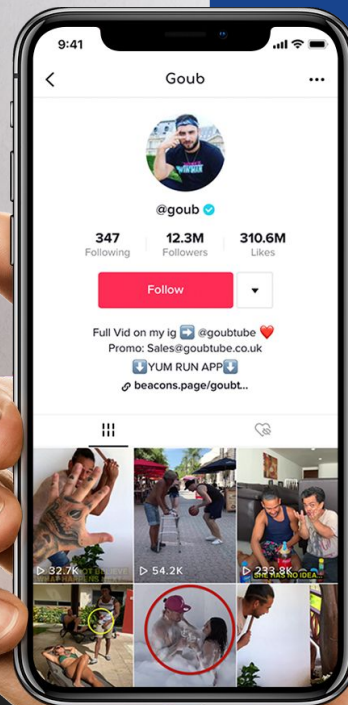
Ross Jones  
Tokenomics Advisor

Ross began his career in high-end retail and Esports leadership, focusing on marketing, product promotion, sponsorship representation, finance, and KPI's. Ross has a strong passion for helping start-ups implement win-win liquidity and tokenomics strategies benefiting their users, in alignment with growth and sustainability. For these reasons, he's capable of facilitating start-ups achieve their long-term goals through utilizing his strong network of VCs and network partners, thus providing critical input on projects viability, tokenomics, targeted exchange listings and launchpads, and overall liquidity plans.



Chris Casey  
Community Growth Advisor

Chris brings an incredibly unique educational academic background to the Blockchain industry, including earning a Bachelor of Medical Science with distinction. His expertise in building and maintaining large-scale online communities alongside his analytical and strategic approach to community messaging and marketing, allows Chris to support his blockchain start-up partners in key areas vital to growth in the industry.



Goubran Bahou  
Brand Ambassador

Goubran is an experienced presenter with a demonstrated history of working in the broadcast media industry. He is skilled in photography, news writing, film, documentaries, and editing. A master in viral comedy sketches, he is the brainchild of Goubtube which has a cult following of millions on social media platforms such as TikTok, Facebook, Instagram and YouTube. Goubran holds a Bachelor of Arts with Honours from the University of Westminster.

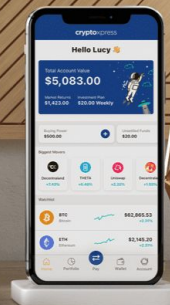
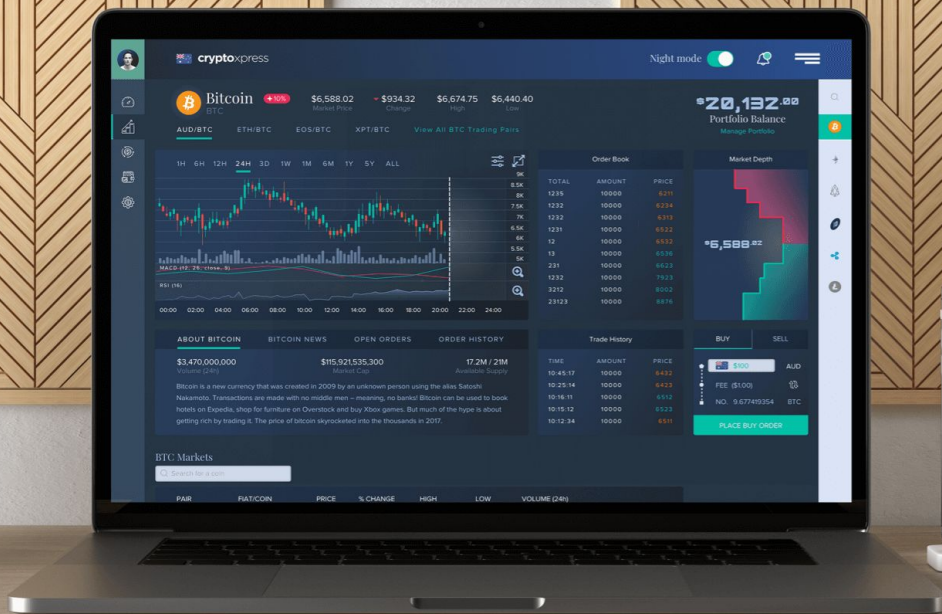
**18m+**  
COMBINED CULT FOLLOWING



**Billions**  
OF VIEWS AND  
ENGAGEMENT

# Our Strategic Partners





## VI. Risk

## Regulatory Risks

While regulatory risks exist within each national operating market, by diversifying its global footprint, CryptoXpress will reduce its risk through the siloing of its country-wise revenue streams. By doing this, CryptoXpress will ensure that the ceasing of operations in any given country will not impact the remainder of the platform.

## Security Risks

CryptoXpress will reduce its IT security risks through the engagement of Code Siren LLC, who will ensure that all source code is deeply audited for potential exploits and also by employing industry best practices with regards to network management and monitoring.

## Market Performance Risks

While there is significant risk that the cryptocurrency market corrects as a whole, which will cause a reduction in global trade volumes, the platform has been designed to operate with a minimal amount of operating costs in order to mitigate the risk of potential periodic steep declines in operating profits.

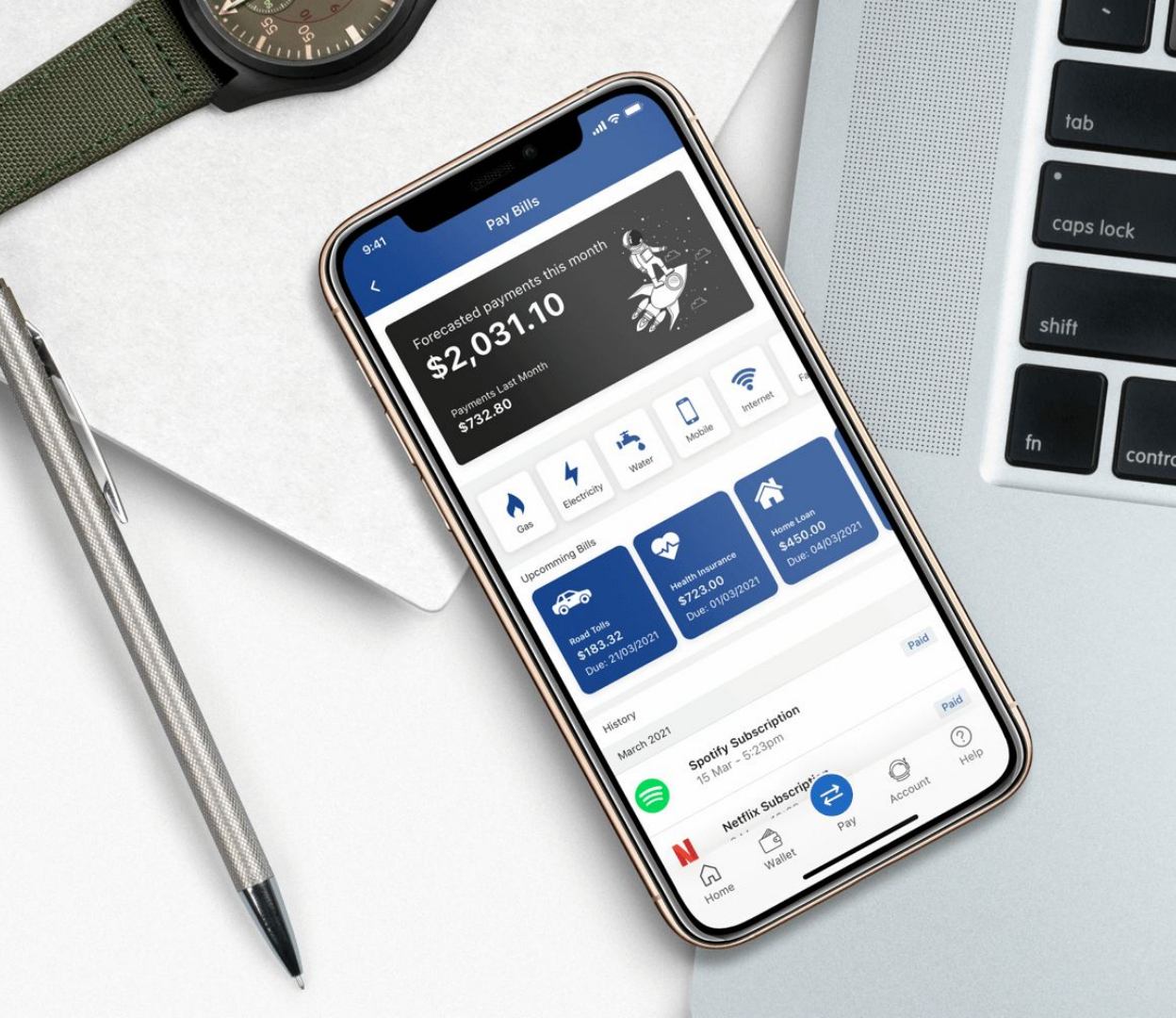
## Operating Risks

Operating risks with regards to the safe storage and access of cryptocurrency hot and cold storage wallets is of concern. The team is well equipped with experienced experts in wallet management to mitigate these risks almost entirely.

## Competitive Risks

Due to the industry's nascent state, the sector is growing rapidly and innovation is difficult to keep pace with. CryptoXpress will launch a startup accelerator and crowdfunding platform to ensure that it remains the leader in cryptocurrency technology and innovation for the foreseeable future.





## VII. Target Outcomes & Exit Strategy



The project's target outcome is the proliferation of revenues within all its major global operating markets by becoming:

- The de-facto global cryptocurrency platform for beginners
- Most user-friendly and feature rich cryptocurrency platform, replacing traditional banking products
- The market leader in cryptocurrency startup innovation and crowd funding.

Unless there is a prior opportunity to create an exit event for shareholders by positioning the platform for a full buyout by a leading participant within the cryptocurrency sector, the ultimate aim is work towards an IPO through listing on a recognised stock exchange *(eg:- the London Stock Exchange).*



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