

AIREXE

**Crypto-Fiat Currency Exchange
Tokenized Assets Offering (TAO)**

AIREXE

TAO dates: 19-March-2018 – 30-April-2018

Version 1.39

Version date: 16-Mar-2018

Contents

Introduction.....	3
The Problem.....	4
The Vision.....	7
Solution by AIREXE.....	7
Use of AIRX tokens	9
Roadmap.....	11
Recommendation for AIREXE TAO participants.....	12
AIRX token sale	13
The Team	16
Board of Advisors and Consultants.....	19
AIREXE contacts and media	21
Related documents and references.....	22
Abbreviations.....	22

Introduction

The rapid growth of the crypto-currency market has attracted attention of governments, regulators, and classic financial institutions. In January 2018 the global crypto-currency market just passed the \$700 billion in value and it is expected to reach 5 trillion USD by 2021. It is obvious that crypto assets are here to stay and attract new users and followers.

Despite the fact that there are dozens of cryptocurrency exchanges on the market, there is still a room for new generation of Exchanges on the market. New exchanges have to be clean from the start, to follow regulation rules, KYC/AML/CTF procedures.

We expect some of the existing exchanges with unclear or doubtful origin will be shut down within next two years. Due to their uncertain origin they won't be able to build positive and long-term working relations with governmental authorities, regulators and financial institutions. We estimate that within next two years dozens of new exchanges will be launched, before the market achieves visible saturation.

There are number of problems/issues with the existing exchanges, which we will rectify and solve at **AIREXE crypto-fiat exchange**.

AIREXE will strictly follow and comply to regulations, licensing requirements, taxation and will operate completely legally.



Brief

TAO start date: 19, March, 2018
TAO end date: 30, April, 2018
Soft cap: 950 000 USD
Hard cap: 32 000 000 USD

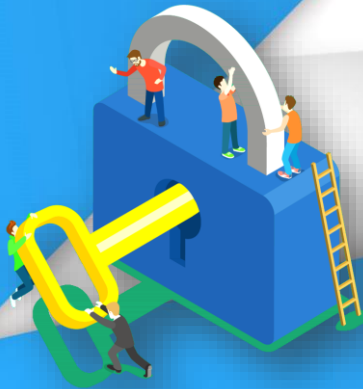
Price of 1 AIRX token:

0.01 ETH if payment ≤ 2 ETH
0.009 ETH if payment > 2 and ≤ 10 ETH
0.008 ETH if payment > 10 ETH

The Problem

At **AIREXE** we saw and experienced most of the problems of other existing exchanges as traders or as customers. Continuously, there are some news coming about problems with cryptocurrency exchanges. We have summarized them into the following categories of problems.

1. Security of customers' funds at exchanges



The most important task for an exchange is to secure its clients' funds so under no circumstances it could be lost, or stolen. Many stories tell us about crypto assets that were stolen from exchanges, and the situations like this lead to bankruptcy and closure of the exchanges. This also leads to the loss of clients' funds and assets, and it all happens due to exchanges' insufficient measures to ensure the safety of funds.⁽¹⁾

Other type of security issues is related to clients' authentication processes and currency withdrawal processes.

2. Lack or weak cooperation with governments and regulators



Let's be honest – financial regulators and governments will not let cryptocurrency world play games on its own. Governments have to regulate financial markets, including cryptocurrency market. Therefore collaboration with regulators is vitally important. Applying KYC, AML and CTF processes, following regulators' directives, as well as having roundtables with them is a must. Market regulation is aimed to eradicate scams, frauds and criminal activities. A company can have the latest technology and the most secure software, however, if a company doesn't comply with the regulators, it's vulnerable to regulatory risk, and it carries such risk to all of its clients. The latest examples of regulatory risks were present in cases (BTCE, BitConnect, MtGox and others), when exchanges were closed or their activities were halted due to the compliance reasons.⁽²⁾

3. Terrible or weak Customer Support



The vast majority of exchanges are notably lacking of proper customer support service. Issues and problems occur and happen in real life, in real time. It is very important to provide fast response to any customer request and solve their issues in a timely manner. The current customer support service provided by the majority of the exchanges is often very slow and hardly responsive, or even absent.

4. Long waiting period for new coins and tokens to get support



Exchanges are made to trade. If some cryptocurrency or tokens are missing on exchange, people will use another exchange to trade. Sometimes customers ask exchanges to add new trading pairs of new famous coins or tokens, but exchanges ignore. It leads to customer dissatisfaction and eventually the loss of business.

5. Lack of simplicity



We've completed our own survey among potential clients, who don't trade cryptocurrency at this moment, but would like to start doing it. The results show that so called "newbies" are in need of simplified customer interface and walk-through tutorials, which could explain the process of entering the market.

Of course, for experienced traders exchanges must provide fully-flagged interfaces and trading functionalities.

6. Teams and ownerships are not transparent



Some of the exchanges have rapidly gain popularity, however, they were setup for completely different purposes, very often illegal. Often, the ownership of the exchanges is not transparent and is hidden through elaborately structured offshore companies, which provide no guarantee or security to the customers. This leads to a high regulatory or even criminal risk to the customers of the exchange, which eventually could lead to the loss of assets or disruption of provided services. We are witnessing that regulators and law enforcement authorities from different countries have put a lot of work and pressure on such enterprises, by arresting alleged owners and closing down the exchanges.

7. Lack of mobility



In the 21st century, people rely on their smartphones and tablets more then on their desktop devices. Especially in relation to cryptocurrency, when trading never stops and one has to have an access to the exchange and one's account 24/7, and often on the go. However, most of the exchanges do not provide this essential feature to their customers. Furthermore, non-professional traders, who are eager to enter a new market, complain about the absence of mobile versions of some exchanges. We believe that customer must have an instant access to its account or exchange with any device that he/she prefers, a truly device neutral exchange.

The Vision

AIREXE will be the most convenient crypto-fiat exchange for the beginners and professional crypto-traders alike. AIREXE will be compliant with regulatory and tax authorities from the day one. With the latest applicable securities to ensure protection of our clients' assets and mobile convenience, AIREXE will drastically improve the volume and availability of crypto market. The new generation of the crypto-fiat exchange with the main focus on clients, security and compliance.

Solution by AIREXE

AIREXE will rectify all the above mentioned problems. It will be built and launched with the focus on:

- ◆ **The highest security measures** – the latest technologies in authentication and biometrics for mobile users
- ◆ **Cooperation with regulators and governments.** Following regulations. Licensing. Taxation.
- ◆ **Responsive Customer Support** – 24/7 live customer support, with timely response
- ◆ **Fast start and tutorials for newbies traders**
- ◆ **Transparency of the project ownership**
- ◆ **Attention to mobile users** – a truly device-neutral exchange with native App
- ◆ **Integration with new blockchains** (as example – integration with **TON**, Telegram Open Network)
- ◆ **Rating agency and analytics** – provide cryptocurrency professional analytics and ratings for projects, tokens and cryptocurrencies



Use of AIRX tokens

AIREXE.io issuing **AIRX** tokens during its crowd-funding Tokenized Assets Offering (TAO, or also called here **ICO**).

Once AIREXE crypto-fiat exchange has launched its operations (see Roadmap), the AIRX token will be traded on exchange from the day one. No more AIRX tokens will be issued by AIREXE company, apart from those issued and sold in circulation during TAO. The exchange rate of AIRX token at AIREXE will be higher than sale price during TAO.

The following ways of AIRX utilization guaranteed by AIREXE:

1. AIREXE exchange will accept trading fee in AIRX

Paying trading fee in AIRX tokens will be significantly cheaper than in other cryptocurrency.



2. Purchase time for total 0%-fee trading at AIREXE



Purchase a zero commission period for your needs – one week, one month, three months or more. Save on day trading commissions by purchasing commission free period with AIRX tokens.

3. Use AIRX to access advanced and Professional functionality

For large or professional traders AIREXE will have advanced Professional functionality.

Access to this functionality will be provided for additional fees. The best way is to pay with AIRX tokens for Pro functionality, as it will be much cheaper than paying in any other cryptocurrency.



4. Payment for listing at AIREXE



Projects - ICOs, ITOs, TGEs, TAOs or cryptocurrency blockchains and forks can pay AIRX for listing of its tokens and coins. Projects paid AIRX for listings will be (a) taken into high priority for listing request processing and (b) assigned personal manager to proceed with listing process and supporting listing afterwards.

5. Payment to access advanced Projects Rating Agency function

Purchase our research on listed cryptocurrencies or on the project that is conducting cryptocurrency fundraising. The research would be based on the fundamental indicators of the company and combine methodologies from classic rating agencies (Fitch, Moody's, S&P) and crypto community activities.



6. Sell AIRX tokens at exchange



Sell and buy AIRX tokens at exchange.

NOTE: AIRX will be issued only during TAO (ICO), so the only way to have mentioned benefits is to buy AIRX tokens while TAO, or to buy AIRX later at AIREXE exchange. Obviously, after TAO the AIRX price at AIREXE exchange will be higher.

Roadmap

Q3-4 2017

Market study, surveys, practical experience gathering. Researches and analysis of problem solution methods

Q1 2018

AIREXE Tokenized Assets Offering (ICO) crowdfunding. Sale of AIRX tokens. Pre-Registration and Pre-Verification at exchange: <https://airexe.io/register.html>

Q2-3 2018

AIREXE exchange development. Collaboration with regulators and financial institutions. Obtaining licenses, connection to financial institutions

Q4 2018 – Q1 2019

AIREXE exchange launching, trading for pre-registered users. AIREXE trading launching for new users. Launch of the mobile application

Q1-4 2019

Expanding AIREXE geographical coverage and collaboration with regulators in more jurisdictions. Implementation of PSD2 in EU and adopting similar in other regions and opening, launching payment service provider line of business. Launching Rating Agency analytical portal and reporting service

Q1-4 2020

Cross-countries mobile payments provider. Integration of several mobile/blockchain providers for unified payment processing. Rating Agency business expansion

Recommendation for AIREXE TAO participants

1. For ordinary people, without trading or cryptocurrency experience

If you don't have any experience with cryptocurrency assets or with its trading at cryptocurrency exchanges, you can start now smoothly. We recommend you to contribute or invest relatively small amounts of money into cryptocurrency. Buy AIRX tokens. See how it works, learn, benefit, and then you can do more.

Recommended contribution: 1-5 ETH

2. For newbie traders

If you are among those who just recently started trading with or investing in cryptocurrency, then for your benefit it would be great to go at AIREXE exchange and expand your positive experience. Take AIRX tokens to feel yourself comfortable while trading.

Recommended contribution: 2-10 ETH

3. For HODLers

If you consider yourself as an investor in cryptocurrency for long terms, then investing in AIREXE exchange AIRX tokens is great choice for you.

Recommended contribution: 5-20 ETH

4. For professional traders

We are sure that you are familiar with all the problems of existing exchanges. We offer you a way to overcome them and give yourself a perfect workplace with AIREXE. Your trade volumes are high, and commission fees are also large. Use AIRX tokens to get rid of commission fees with AIREXE. Use AIRX to discover extended functionality for professional traders.

Recommended contribution: 10 ETH and more

5. For ICOs and other project with own tokens or coins

If you completed token sale or just about to start it, listing your tokens/coins at AIREXE exchanges is a very good option for you. Use AIRX tokens to pay for listings.

Recommended contribution: 10 ETH and more

AIRX token sale

AIREXE token name: **AIRX**



Token digits: 18

Tokenized Assets Offering token sale begins on **19-March-2018** and lasts until **30-April-2018**

Token Standard: blockchain **Ethereum, ERC-223 standard** (including ERC20 standard)



Smart contract address: **0x19c4a0c62a15c0fb7276791aa552a1aabe8b57e6**

Price of AIRX: **between 0.008 and 0.01 ETH per 1 AIRX** depending on payment amount.

I.e., from 100 to 125 AIRX per 1 ETH (for details see next page)

Minimal contribution: any amount greater than 0.1 ETH

Soft Cap: 950,000 USD

Project goal: 16,000,000 USD

Hard Cap: 32,000,000 USD

NOTE: In case Soft Cap is not reached, then all contributed funds will be returned back to contributors within 15 days after TAO end date

NOTE: By participating in AIREXE TAO, you have agreed to the AIREXE Terms and Conditions https://airexe.io/airexe_terms_and_conditions.pdf

How to purchase AIRX tokens



Buy with ETH. Send ETH to AIREXE smart contract

To buy AIRX tokens send ETH from your Ethereum wallet to smart contract address:



0x19c4a0c62a15c0fb7276791aa552a1aabe8b57e6

AIRX tokens will be send back to your address immediately.

Price of AIRX depend on your contribution amount:

- ◆ 0.01 ETH per 1 AIRX for payments less than 2 ETH (i.e 1 ETH = 100 AIRX)
- ◆ 0.009 ETH per 1 AIRX for payments from 2 ETH up to 10 ETH (i.e 1 ETH = 110 AIRX)
- ◆ 0.008 ETH per 1 AIRX for payments from 10 ETH and more (i.e 1 ETH = 125 AIRX)

NOTE: Do not send ETH from any of the exchanges (such as Binance, Kucoin, Coinbase, Kraken, Polioniex, Bitfinex, Bitstamp, Bittrex, and any other exchange) or Freewallet.

Send ETH only from your own ERC20-compatible wallet that you hold the private key to, such as: MyEtherWallet, MetaMask, Mist, imToken, Parity, Nano s, Keep Key, Trust, Cipher, MEW with Ladger, MEW with Trezor.



Buy with Bitcoin, Litecoin, Bitcoin Cash, Ethereum Classic

Minimal contribution amount in BTC, LTC, BCH or ETC should be greater than equivalent of 10 ETH.

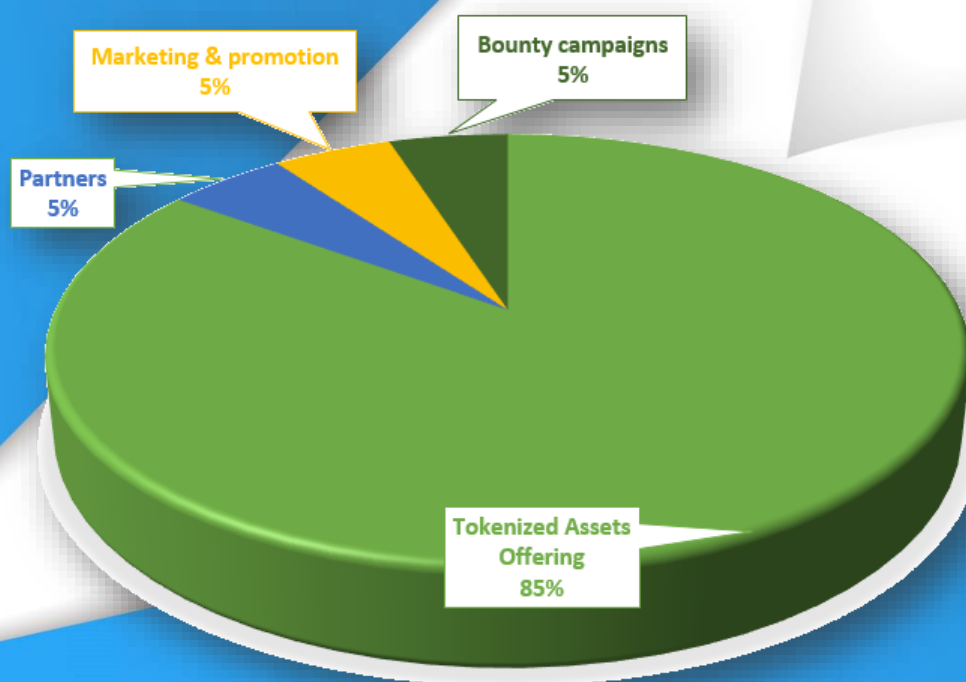
Purchases of AIRX with BTC, LTC, BCH or ETC are being done in manual mode after agreement with AIREXE administrator. Write to administrator Telegram **@alex_james**, https://t.me/alex_james to agree on all the details of AIRX token purchase.



Special bonus for large contributors

If you purchased and own a total of 15,500 AIRX tokens, then for you trading at AIREXE crypto-fiat exchange will be free for lifetime (0% trading fee).

AIRX token allocation



AIREXE crypto-fiat exchange pre-registration and pre-verification

We invite you to **pre-register and pre-verify yourself** at AIREXE exchange. Pre-registration and verification will be launched in a few days after start of Tokenized Assets Offering (ICO) and will be held under the following link: <https://airexe.io/register.html>

If you pre-registered and verified, you will not have to wait for your verification when AIREXE exchange is launched and you will be the first who can trade at AIREXE immediately.

You can also earn some free extra AIRX tokens for each new user registered and verified at AIREXE exchange **with your referral link** (referral link provided after pre-registration at AIREXE).

The Team



Sergei Zubkov

Role: General management

Professional manager. CEO and CxO at several large telecom and IT companies. Successfully launched 3 startup telecom mobile operations. Roots from software development and IT. Active follower of blockchain technology and cryptocurrency.

Professional experience: 24 years

[in https://www.linkedin.com/in/zubkovsergey/](https://www.linkedin.com/in/zubkovsergey/)



Alexey Kuzmin

Role: Software development head

Management of large software development and implementation projects for several large companies, including billing and CRM systems, Olympic Games live IT solutions, transport logistics and other. Deep knowledge and experience in software development.

Professional experience: 15 years

[in https://www.linkedin.com/in/aleksi-kuzmin-276b0b16/](https://www.linkedin.com/in/aleksi-kuzmin-276b0b16/)



Aleksey Gordienko

Role: International business development

Great experience in finance management, stocks trading, real estate and telecoms. A success-driven businessman with an entrepreneurial mindset, has ample experience in start-ups, joint ventures and launching new businesses.

Professional experience: 14 years

[in https://www.linkedin.com/in/aleksey-gordienko-b218769/](https://www.linkedin.com/in/aleksey-gordienko-b218769/)



Alex Xu

Role: Crypto-assets trading expertise

10+ years working in the Fortune 500 global companies, 5+ years experience in blockchain and cryptocurrency investments.

Professional experience: 12 years

[in https://www.linkedin.com/in/alex-xu-27991268/](https://www.linkedin.com/in/alex-xu-27991268/)



Alex Belko

Role: Web front end

Brief: Web front-end development guru. Professional knowledge of several development frameworks and languages. Participated as senior web front-end developer in projects of several very various types.

Professional experience: 8 years

 <https://www.linkedin.com/in/alexanderbelko>



Ivan Lisenkov

Role: Risk management and trading expertise

Professional in risk assessment, management, mitigation. Deep experience in analytics for stock markets and classic exchanges. Fluency in rating and scoring methodologies. Large number of projects were executed for major banks and financial institutions.

Professional experience: 21 years

 <https://www.linkedin.com/in/ivanlisenkov/>



Artem Marko

Role: Content management

Brief: Content management for several projects. Experience in social media content management and promotions. Good experience in testing and quality assurance for software projects.

Professional experience: 6 years



Vladislav Kirilenok

Role: Web Front-End

Brief: Professional development of responsive web front end. Rich usage of JS, CSS and other techniques at mastery level. Developed plenty of websites, including design, layout, animations, and programming.

Professional experience: 5 years

Provided above is our committed AIREXE project **Core Team**.

The AIREXE project core team consists of **total 25 people** for the development, launching and operation.

Additional team members to be hired for the Customer Support and some other parts of the AIREXE Exchange project.

AIREXE will use several **professional subcontractor companies** for some types of works and services (as for security services and audit, smart contract and blockchain audits, optimization, etc).

Board of Advisors and Consultants



Krzysztof Kluszczynski

Board of Advisors role: Software architecture design

CEO at Blunovation LLC

<https://blunovation.com/>

Professional experience: 24 years

[in https://www.linkedin.com/in/krzysztof-kluszczynski-b7920/](https://www.linkedin.com/in/krzysztof-kluszczynski-b7920/)



Valery Matulenko

Board of Advisors role: Governments, Regulators and Licensors relations

Board of Directors, International Decentralized Association of Cryptocurrency and Blockchain (IDACB), <https://idacb.com/> President of Latvian Blockchain and Cryptocurrency Union, www.lbcu.lv

Professional experience: 15 years

[in https://www.linkedin.com/in/valera-matulenko-824ba8143/](https://www.linkedin.com/in/valera-matulenko-824ba8143/)



Oleg Micewicz

Board of Advisors role: Building high-load solutions and databases for large systems

Head of Information Infrastructure group

Professional experience: 20 years

[in https://www.linkedin.com/in/olegmicewicz/](https://www.linkedin.com/in/olegmicewicz/)



Aleksey Dyatlov

Board of Advisors role: Infrastructure and high-load software solutions

Head of software infrastructure

Professional experience: 23 years



Alexey Stankus

Board of Advisors role: Information
Security Expert

CEO at Forge8 LLC. Winner of the
Skolkovo Cyber Security Challenge 2015

[in https://www.linkedin.com/in/alexey-stankus-3057931a/](https://www.linkedin.com/in/alexey-stankus-3057931a/)



Andrey Zolin

Board of Advisors role: Smart Contracts and
Blockchain development

Solidity and smart contracts expert,
enterprise developments, more than 10 ICO
technical part preparation

[in https://www.linkedin.com/in/hirama/](https://www.linkedin.com/in/hirama/)

AIREXE contacts and media

Website: <https://airexe.io>
Email: support@airexe.io
Twitter: @Airexe_official, https://twitter.com/Airexe_official
Telegram group: @airexe , <https://t.me/airexe>
Telegram channel: @airexe_channel, https://t.me/airexe_channel
Facebook: @airexeofficial, <https://fb.me/airexeofficial>
Medium: @airexe, <https://medium.com/@airexe>
LinkedIn: <https://linkedin.com/company/airexe>



AIRX Smart Contract Address QR-code
0x19c4a0c62a15c0fb7276791aa552a1aabe8b57e6



Website URL QR-code <https://airexe.io>

NOTE: Before participating in AIREXE TAO, please read terms and conditions
https://airexe.io/airexe_terms_and_conditions.pdf

Related documents and references

Terms and Conditions: https://airexe.io/airexe_terms_and_conditions.pdf

Disclaimer: https://airexe.io/airexe_disclaimer.pdf

AIREXE AIRX token presentation: https://airexe.io/airexe_airx_presentation.pdf

Brief (one-pager): https://airexe.io/airexe_onepager.pdf

Abbreviations

KYC – Know Your Customer

AML - Anti-Money Laundering

CTF - Counter Terrorist Financing

ETH – Ether

BTC – Bitcoin

LTC – Litecoin

BCH – Bitcoin Cash

ETC – Ethereum Classic

PSD2 – EU Revised Payment Service Directive