



PAYNEXT
The Next E-Commerce Payment

WHITE PAPER

For a quicker look at the concept of Paynext, please refer to <https://Paynext.io>

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You must take all necessary professional advice, including in relation to tax and accounting treatment. We hope the Paynext project will be highly successful. However, success is not guaranteed, digital assets, platforms involve risk. You must assess the risks and your ability to bear them.

EXECUTIVE SUMMARY

E-commerce is one of the fastest-growing technological markets in the world. Such quick growth is primarily due to rapid global extensive use of broadband (fixed and mobile) access to the internet.

Electric currency, otherwise known as cryptocurrency, is slowly but steadily replacing traditional payment methods. It is inevitable that cryptocurrency will become a vital part in the future e-commerce world. PET token leads the way toward a full-fledged online payments future in the field of e-commerce. By being developed on the basis of Ethereum with the powerful and advanced ERC-20 technology, PET token promises to be one of the leading alternatives to replacing traditional currencies. In particular, Paynext is an ecosystem that includes many important features optimized for e-commerce, including two main features: *Paynext Payment*; *Paynext E-commerce*.

Our mission is using cryptocurrencies and digital assets for the settlement of transactions between the users of our platform ensures transparency of transactions and creates new ingenious ways to make money due to capitalizing on user activity on the internet. We believe that the main purpose of cryptocurrencies is to make payments, in particular, with the aim of making transactions relating to the purchase and sale of goods and services, which is the key aspect of human economic activity. So we make it our task to not only make life easier for internet users but also to increase loyalty and drive up demand for cryptocurrencies at large. Due to Paynext, it won't be long now until real goods and services are available in exchange for cryptocurrencies and digital assets.

1. BACKGROUND

Today we can see annual growth of a share of e-commerce throughout the world. According to e-Marketer, in 2017, the total amount spent on online shopping will increase to \$2,290 billion, and by 2021, it will stand at 16% of the total of world retail trade. China is expected to continue to hold leading positions as a driving force of the world e-commerce market (26% per annum), in particular, due to export online retail trading. Other developing countries, such as India (24%), South Korea and Indonesia (over 20%), are expected to show high rates of growth. Demography and rapid, extensive use of mobile internet are key factors of growth in these regions.

Considering the statistics-mentioned above, we offer a new solution in the e-commerce market to introducing a new type of relationship between cryptocurrency users around the globe.

Matters: Selling goods and services through the internet have many points in its favour compared to offline shops. Fixed expenses associated with leasing and purchase of premises, personnel as well as utility and management expenses are lower. It means that e-commerce organisation requires no substantial investments as opposed to offline business.

At the first sight, the situation is good all way round, but apart from advantages, major disadvantages are inherent in this stage of e-commerce development. The global nature of extensive use of the internet suggests exchange and trading of goods and services for citizens from different countries, so the payment conditions and the amount of commissions substantially vary. The political relationship between countries, a multi-level payment control by local and international banks place certain restrictions on payment options, and these terms, thus, result in an increase in the final cost of goods and services purchased.

According to the report by International Post Corporation, 65% of all retail purchases made online are those on eBay, Alibaba and Amazon. By taking into account all taxes

(depending on the region, they include different amounts, so we tried to refer to minimum values to this effect) and hidden commissions (including losses on currency conversion when making international payments, commissions for the stowing of goods and account service), a seller receives only around 83% of the cost of its goods. Furthermore, in many regions which account for a substantial share of online shopping (China, the USA, the EU, and Russia) additional duties are charged when paying for high- priced goods, and the time frame for checking payments often result in a marked increase in time delay when transactions are made.

Solving problems

The mechanism of blockchain is to reach consensus among users who mostly strangers to each other. This is an important feature that allows sellers and buyers to reach an agreement, thereby significantly reducing the costs associated with customer support as well as conflict between parties.

Furthermore, blockchain's decentralized computing infrastructure can ensure that the market is always online which lead to cost significantly reduce for both buyers and sellers. Performance of functions such as product cataloging, payment, merchant credit rating, buyer rating and store rating profiles that people can control are pivotal to ensure the platform is operating smoothly and efficiently. In particular, Paynext will build an online technology ecosystem that fosters proximity to geographical distance between users to form vibrant markets. PET token is expected to become an effective on-line payment method, significantly reducing transaction costs.

Benefits

- Increase revenue for sellers and reduce cost for buyers.
- Minimize operating system costs, and cost per transaction.
- Fast transaction processing speed
- Safety transactions.

The tradition way of trading in e-commerce is through intermediary currency. With PET token the cost of exchange is 0, the cost of each transaction is at minimal. Therefore, the seller can get the highest possible return from the fees they pay in each transaction. PET token inherits the advantages of the current e-commerce system and applies blockchain and AI to improve business and customer satisfaction.

2. PAYNEXT ICO SOLUTIONS

As we all know, in the late 1970s, the evolution of technology led to many types of business development, including e-commerce. Up to now, e-commerce has been booming thanks to the explosion of the Internet, mobile, and cloud. Many prominent companies in the world such as eBay, Alibaba, Amazon took this opportunity and develop into a world leading firms ... Revenue of these large e-commerce companies reach billions of dollars each day, so it's easy to see that the payment system generate a huge number of profit.

Here are two main functions:



2.1. Payment

PET will connect with card issuers such as Visa, Master and other local cards in countries to assist users in paying for almost all services around the world as well as cashing in ATM stations.

2.2. E-Commerce

Paynext is created for the sole purpose of acting as a token for purchase and sale of goods on e-commerce sites. It helps facilitate Peer to peer transaction between users and businesses (B2B, C2B, and C2C) through exchange, payment, purchase and sale of products ... Users can easily post information about services and goods on the Paynext website for purchase.

In Paynext, people and businesses buy and sell a broad variety of goods and services worldwide. Shorten the distance between buyers and sellers through the Paynext in a completely new method.

It is expected that PET token will become a major token in funding and develop e-commerce applications and projects, similar to the way ETHs are used for current ICO generation.

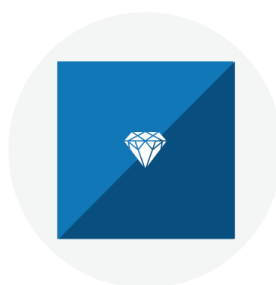
Paynext's vision is to become a token that accepted as a payment in e-commerce transactions for Amazon, Alibaba. Customers will use PET token, Paynext visa/master card to pay for goods.

Furthermore, Paynext will launch e-commerce platform called Payshoping.com in which customers can use PET to purchases goods, services and other benefits. Here are three key and important features that will make Paynext's success:



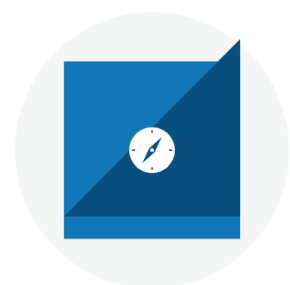
Attractive investment

Paynext's financial professionals will help with your investment using your own PET



Scarcity

This is one of the most important features that helps PET become a valuable asset that grows over time



High liquidity

Paynext will form a business partnership with Visa / Mastercard to use online payment services, trading on major e-commerce sites

High liquidity

Paynext will form a business partnership with Visa/Mastercard to use online payment services, trading on major e-commerce sites such as Amazon, eBay, Alibaba. Moreover, Paynext will launch a Peer to Peer e-commerce platform called Payshoping in which customers will use PET to purchase. This method helps ease the process of transaction and offer users a wide variety of benefits.

Payshoping, as an e-commerce site with a Peer to Peer form being paid in PET, is one of the most important features in Paynext's ecosystem. Sellers can easily post information about their products, and services on the website. And with blockchain technology, sellers will conveniently reach potential customers with minimal advertising costs. With the support of two world-leading technologies, Bigdata and AI, Payshoping's system automatically analyzes buyer's personality, preferences and behaviors and suggest goods / services based on the information gathered.

Paynext offers a variety of benefits for customers that transacts in Payshoping.com:

- Discount 20-50% the value of goods and services
- Refund support up to 10%
- Multinational trading at a fast pace regardless of foreign exchange fees.

Aiming to become a leading platform that provides a viable solution for e-commerce transaction, Paynext seek to improve and update its system on a daily basis. Moreover, we want to offer best experiences for users by developing new features, and building strategy partnership to expand the ecosystem.

Attractive investment features

Paynext's financial professionals will help with your investment using your own PET. With the introduction of Arbitrage and AI technology into the cryptocurrency market, along with system development strategies, Paynext can pay interest rates up to nearly 41 percent per month for investors.

Scarcity

PET as an asset. This is one of the most important features that helps Paynext become a valuable asset that grows over time. Paynext released a limited amount of PET, with a total of 12 million PET. Paynext's value will significantly increase given the proper strategies and policies. This will benefit PET investors, especially who show early interest for Paynext.

3. WHAT IS PAYNEXT?

Paynext is a platform that runs on the Ethereum blockchain because it requires blockchain's features such as smart contracts, payment, consensus mechanism and its own digital token. Paynext will issue its own token called PET token on the Ethereum blockchain following the ERC-20 standard. The Ethereum platform uses smart contracts to address issues that direct operators have to address such as: Value/price determination, negotiation of terms, execution of agreements, and receipt of payments... Paynext takes advantage of the digital and verifiable nature of blockchain to solve the fragmentation of the market and the marginalization of businesses and consumers. Blockchain smart contracts are ideal for recording and facilitating the exchange of value, goods, services, and private data. Putting Paynext's data and transactions on blockchain smart contracts will also increase the speed of service and save companies hundreds of thousands in reduced paperwork.

The combination of decentralized encryption, anonymity, immutability, and global scale of PET turns the Paynext platform into the ultimate online community where users can interact and communicate with each other.

3.1. Security features

Information and transactions of all parties using the PET will be encrypted and secured through the blockchain algorithm. Users of the PET will not be hacked and their private information is completely protected from the threat of deletion. Blockchain can address data integrity issue and privacy issue which is most users want their information or past

activities data to be displayed only to trusted/authorization parties.

Information stored directly on the blockchain will be ensured that it is fully protected and is immediately available to those authorized to access. However, at the same time, storing large data files slow down the processor speed and presents potential challenges for system expansion.

On the other hand, the encryption link is activated when the user has the correct private key to access the block and follow the encrypted link to a separate location containing the information. Blockchain cannot directly store abstract data types such as scanned documents and images.

Our solution involves the use of public blockchain as an access control manager to obtain evidence, which are stored on blockchain. A specific set of standardized data will be stored directly on the blockchain for instant access and supplemented by off-chain data links when needed.

Our system tracks and updates the data set of an entity each time an event occurs. This information includes standard data, such as entity type (person, company), location, and other notes. Traditionally, this information is tracked in a centralized database. A standardized set of information is derived from an entity that will be directed to the blockchain transaction class. Surface information on this transaction layer will contain public information such as the number of followers, creation date, etc. The information stored on the blockchain can be disseminated to a specific entity via the lock mechanism. Multiply the blockchain, allowing people to share information with trusted parties more seamlessly.

The blockchain can strengthen data integrity while better protecting entities' private information. The Blockchain inherent properties of cryptographic public/private key access, proof of work, and distributed data create a new level of information integrity. Each entity connected to the blockchain network has a secret private key and a public key that acts as an openly visible identifier. The pair is cryptographically linked so that

identification is possible in only one direction using the private key. As such, one must have the private key in order to unlock an entity's identity to uncover what information on the blockchain is relevant to their profile. Therefore, the blockchain public/private key encryption scheme creates identity permission layers to allow people to share distinct identity attributes with trusted parties, reducing vulnerabilities stemming from storing private information on all nodes.

3.2. Transparent

Paynext seeks to be fully transparent in all its financial dealings. Operating in the decentralized network with assets, information, and funds save in the smart contract. Smart contracts help integrate interests of all participants to encourage them to contribute and collaborate in the best interests of each other. More specifically, blockchain's smart deal will be used to:

- Provides an immutable ledger that offers permanent verification of every past transaction, so it builds trust
- Providing payment for services and related supplies
- Bring standardized licensing, transactions, supply chain and ID verification through the application

As a result, PET token can create a global environment where users can quickly and easily transfer money from forms such as:

- Business to business
- Business for consumers
- Consumers to consumers

3.3. Ease of transaction

Bank transactions are often take a certain amount of time to process and settle. Sometimes the amount of money is too small for the bank to authorize the transaction. The Paynext Trading System can address this problem and support to reduce transaction time to minutes. In addition, PET holders can make transactions at all the time in a day.

Ethereum blockchain currently only charges a few cents per transaction, significantly less than credit or bitcoin. The PET token, in this case, represents the digital assets such as documents, international payment documents, or even real-world objects. Instead of using existed Cryptocurrencies, PET offers more reasonable solutions and advanced competitive advantages:

- Conveniently benefits both users and providers.
- Protect users from unpredictable exchange rate fluctuations that other Crypto currency units often encounter.
- Allow the use of PET tokens in smart contracts for secure, verifiable and irreversible transactions.
- Governs the incentive ecosystem, protects and ties the benefits of all participants to each other to incentivize them to contribute data and collaborate in the best interests of each other.
- Provides the ability for app to verify issues or burn tokens.
- Fast and uncomplicated transactions.
- Blockchain-based smart contracts provide accountability in a way that no other technology can provide.
- Provides an immutable ledger that offers permanent verification of every past transaction, so it builds trust.
- Stores all product lifecycle events forever in an easy-to-retrieve system.

- Offers anonymous patient identification.
- Facilitates peer-to-peer transactions across the globe.

PET takes advantage of the digital nature and the ability of the blockchain to verify the fragmentation of markets and the marginalization of businesses and consumers. Blockchain smart contracts are ideal for recording and facilitating the exchange of value, goods, services, and personal data. We are creating a network and spreading the benefits of PET token offers. This motivation makes PET tokens more attractive than cash and is likely even higher than other current types of cryptocurrency.

4. APPLICATION MODEL OF PAYNEXT

Paynext is targeted at a wide range of audiences including businesses, organizations, brands, and buyers. Paynext's e-commerce solution based on blockchain technology is a new payment method. It is based on the built-in e-commerce platform for payment, smart contract, etc., which helps to minimize operating costs, transaction costs, processing costs and ensure privacy for buyers and sellers. Lastly, Payshoping helps shorten the distance between buyers and sellers, increase revenue for sellers, and reduce costs to buyers

Unlike e-commerce websites like Amazon, Alibaba, eBay which utilize intermediary currency as their payment method, Paynext offers new optimal ways to reduce costs such as exchange cost and transaction cost. This will help buyers to purchase goods at the reasonable price and sellers can earn the maximum profit from the fees they pay in each transaction. We intend to make PET as a form of renewal of the old e-commerce system and apply the blockchain solution to the transaction in order to inherit the entire old e-commerce system.

	Shopify	eBay	Amazon	Aliexpress
Easy store creation	Yes	Yes	Yes	No
Affected by currency exchange rates	Yes	Yes	Yes	Yes
Cryptocurrency supported	No	No	No	No
Transparent transactions	No	No	No	No
Wide distribution services	No	No	No	No
Transaction fees	Up to 3.9%	Up to 10%	15%	15%

All users from ordinary shoppers to companies have their own profiles, peer ratings and reviews to ensure that they gain attention from potential investors who interested in doing business on the Paynext platform. Companies can collaborate with each other in Paynext to develop diplomacy, connecting partners who share the same ideals.



4.1.C2C – Customer to customer

Businesses like traditional retail chain such as Walmart or the e-commerce giants like Amazon have a long time running and accumulate on a large scale. Such advantages allow them to achieve greater efficiency through advertising, marketing, shopping ... at a significant cost savings compared to the number of small and medium enterprises. However, when carefully analyse, we can recognize the direction of these giant enterprises is that they focus and specialize in their respect field. They constantly update and sell new product with high standards. In line with the robust growth, manufacturing companies have created more cost effective products, combined with the e-commerce model, they have created a supply chain for products with much lower cost.

However, in order to achieve such great success, these conglomerates spent a huge amount of money on Marketing to reach out to billions of consumers, which costs a fair amount of money for advertising. On the other hand, with the influx of new products is cost, backlog in product lines that are not or less used but still occupy space in each family's household. These products are not wanted anymore by their current owners but there are still people who want to buy and use it. Therefore, the establishment of the Paynext platform allows C2C transactions to effectively exploit the benefits of the Internet to connect sellers and buyers in a tight and efficient way. This encourages people to resell the products and significantly save buyers.

4.2.B2C - Business to customer

Commercial transactions on the Payshoping between business and customer in which the target audience of this type of business is buyers. This form applies to any business or organization selling their products or services to customers through Payshoping which helps catering to their personal use. Companies on Payshoping will be given a separate deal on a separate admin page in the Payshoping system so that they can post their products or services on Payshoping whereby the customers will find them in the system.

4.3. B2B - Business to Business

E-commerce business model in which transactions occur directly between companies. Transactions between companies are usually started from online communication, including communication through the Payshoping platform. There will be separate groups of companies, organizations in Payshoping so that they can exchange cooperation and conduct business with each other through PET. Payshoping system will automatically group companies and industries that suitable or share the same goal so that they can conveniently and efficiently conduct business.

Individual who wishes to do business and own their own online store can reach to new solution Paynext offers. Payshoping's built-in solution enable users to create store interface with a built-in, easy-to-use features that they can use. Payshoping also offer free management tools and store general reports with the combination of smart contracts in payment and assessment between users and businesses, we believe that user's store will grow rapidly.

Companies can find a large number of potential customers in Paynext's ecosystem, which they can target and bring their services to the vast majority of Paynext communities.

Paynext also functions as a market, data analysis, and metrics reporting. If users want to reach the client files for advertising programs, B2B, or Marketing campaign, they will need to purchase PET token. The Paynext analysis content will provide insight into a number of different B2B. We will charge monthly for each integrated service or once per month to use the entire database. Third-party integration will also be provided via our API, where we will charge API calls.

Payshoping is an ultimate platform to focus on a variety of products with reasonable price. Blockchain technology help us enable to evaluate form between users and businesses to create a healthy environment. This will help buyers easily find sellers with the highest credit rating. Paynext utilizes blockchain smart contract in order to provide payment method that will satisfy users since the transaction speed has vastly improved

and safer from malicious attract. Lastly, transaction fee will significantly reduce to the point of almost zero.

5. PAYNEXT'S ECOSYSTEM

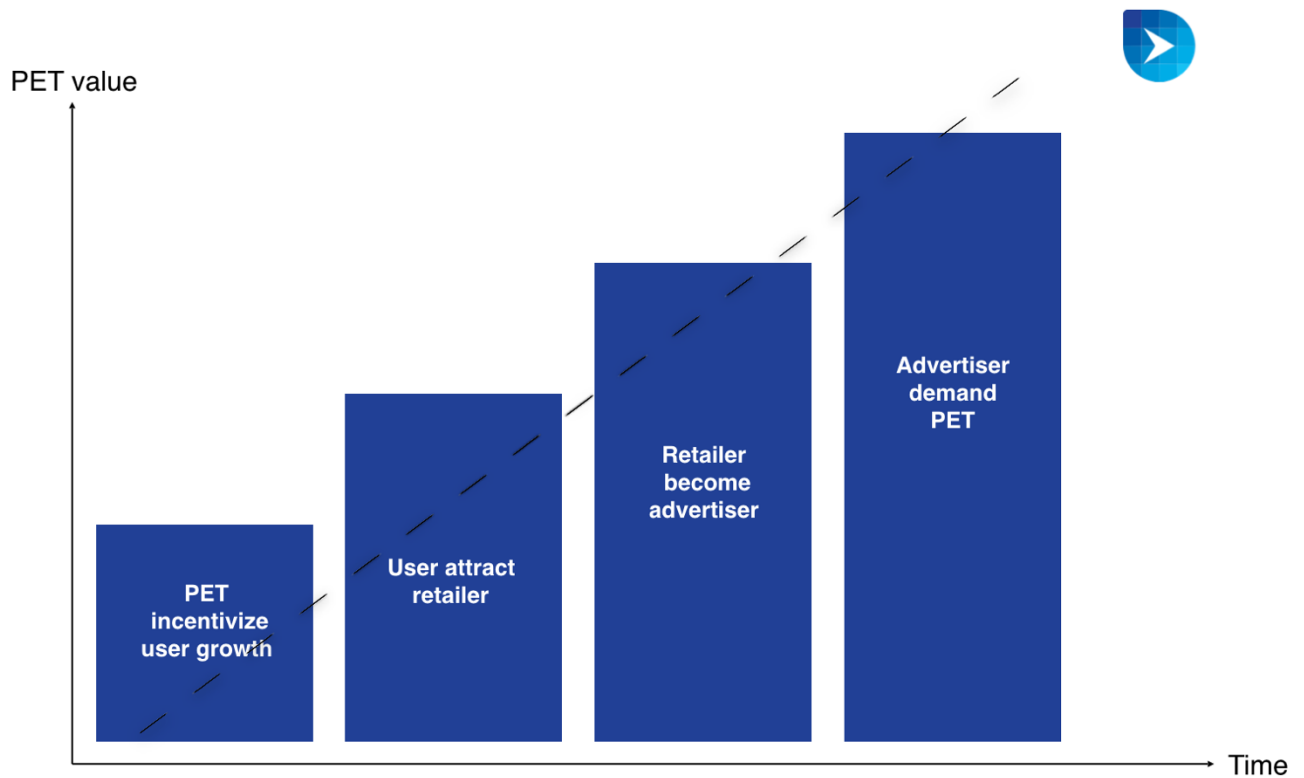
The Paynext ecosystem, as well as applications developed in it, are primarily based on a blockchain technology. This is innovative. Constant growth in the number of transactions in a blockchain system imply a corresponding development of this system. Full transition of the Ecosystem to a blockchain technology will become possible only when a blockchain protocol will be able to process a certain quantity of transactions in any given time. Delay in the development of the blockchain protocol could negatively affect the ecosystem and the value of the PET token.

The Paynext Ecosystem is currently at the development stage. The quality of its functionality depends therefore on the number of PET tokens sold during the initial offering.

We try hard to predict various hacking attacks, service errors, defects, and vulnerabilities in the Paynext ecosystem, as well as the smart contracts used within it. The ecosystem infrastructure is partially located on a premise owned by a third-party, as well as on rented servers. Any damage or safety violations, arising as a result of the above, could negatively affect the ecosystem and the value of the PET token.

Users in the ecosystem can exchange goods and services through the Payshoping portal. Through Payshoping they can convert and trade PET directly to anyone in the world. This money exchange feature eliminates the burden of fees and exchange fees without going through the currency exchange service providers.

Users can also contribute to the development of Paynext's ecosystem by participating in surveys and performance evaluations of individuals and businesses operating on the ecosystem. Users and businesses who show dedication and responsibility will make the ecosystem more fair and honest.

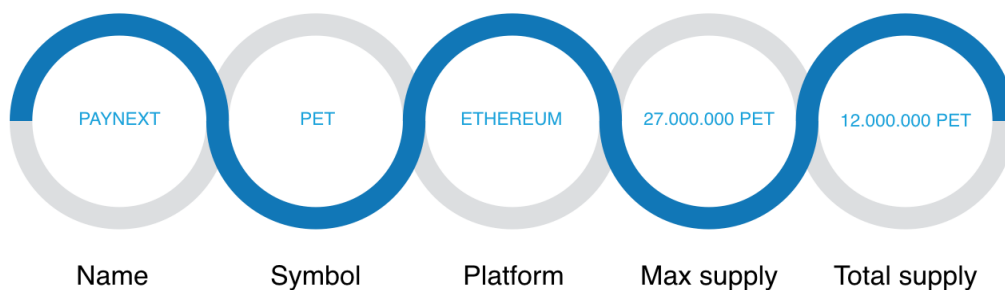


6. PET DISTRIBUTION

6.1. Other terms and conditions

PET token will be created and offered for sale in the fundraising phase in accordance with the provisions of this Whitepaper. Ether and Bitcoin will be sent to a trading address in exchange for PET based on PET's price by Ether and Bitcoin (see also release token path).

ICO Plan



ICO Affiliate Bonus:

Bonus 5% referral

Commissions are paid directly in Ether to the broker's wallet. Commissions can be transferred to PET and then sold on the exchange to exchange Bitcoins.

6.2. Price policy & Distribution

PET will be shipped directly to the buyer's Ethereum, Bitcoin purse, which is used to send ether to PET's Smart Contract. PET will be added directly after receiving the Ether from the purse, which is moved from the buyer. After the release PET or a period of one month, PET will be allowed to exchange and free transactions.

PET will be distributed in 7 blocks, each block will have different time and price as follows:

BLOCK	%	AMOUNT	PRICE
ICO 1 (12/15 – 12/16/2017)	12.5	1.500.000	\$ 0.50
ICO 2 (12/17 – 12/21/2017)	25	3.000.000	\$ 0.60
ICO 3 (12/22 – 12/26/2017)	21	2.500.000	\$ 0.80
ICO 4 (12/27 – 12/31/2017)	17	2.000.000	\$ 0.90
ICO 5 (01/01 – 01/05/2018)	12.5	1.500.000	\$ 1.00
ICO 6 (01/06 – 01/10/2018)	8	1.000.000	\$ 1.15
ICO 7 (01/11 – 01/15/2018)	4	500.000	\$ 1.25

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6.3. PET liquidity

As the new generation paying method for e-commerce grows exponentially each year, service users, service providers will easily exchange and use PET.

PET will connect with card issuers such as Visa, Master and other local cards in countries to assist users in paying for almost all services around the world as well as cashing in ATM stations. PET users will be using more online gadgets and online service providers will accept more PET online payments due to its simplicity and less cumbersome. Holders of PET Token will be able to trade, buy and sell quickly.

7. INVESTMENT OPPORTUNITIES

7.1. Lending/ Investing

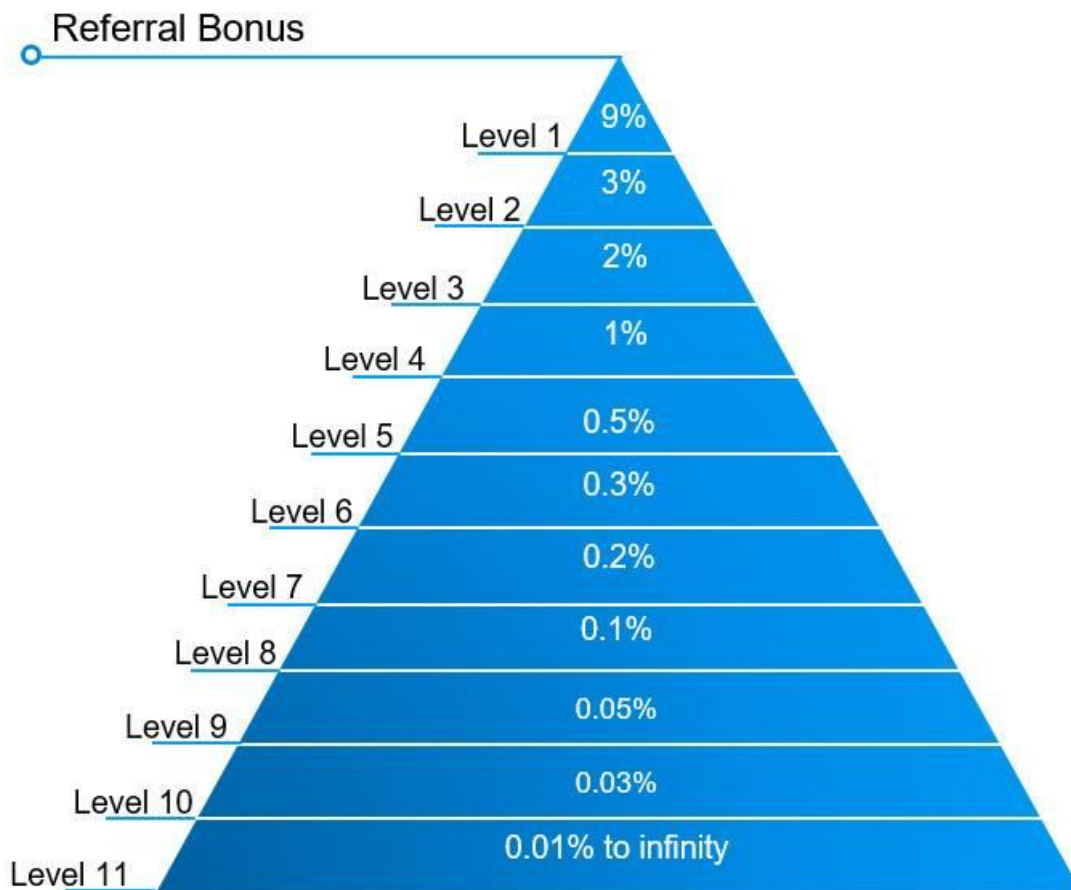
Investors will be ensure that their investment are being devoted in the right hand of Paynext's professional business analyst. Paynext pay interest rates up to nearly 41% per month for investors by apply Arbitrage and AI trading technology in Cryptocurrency market.

Investing Packages

Package \$100 - \$1000	Package \$1010 - \$5000	Package \$5010 - \$10.000	Package \$10.010 - \$100.000	Package Above \$100.000
INTEREST (accrued daily)	INTEREST (accrued daily)	INTEREST (accrued daily)	INTEREST (accrued daily)	INTEREST (accrued daily)
Up to 41% per month	Up to 41% per month	Up to 41% per month	Up to 41% per month	Up to 41% per month
+ 0% daily bonus	+ 0.1% daily bonus	+ 0.25% daily bonus	+ 0.35% daily bonus	+ 0.45% daily bonus
Maturity after 295 days	Maturity after 235 days	Maturity after 175 days	Maturity after 110 days	Maturity after 89 days

Investing Affiliate Bonus:

Apply for users use coin for lending



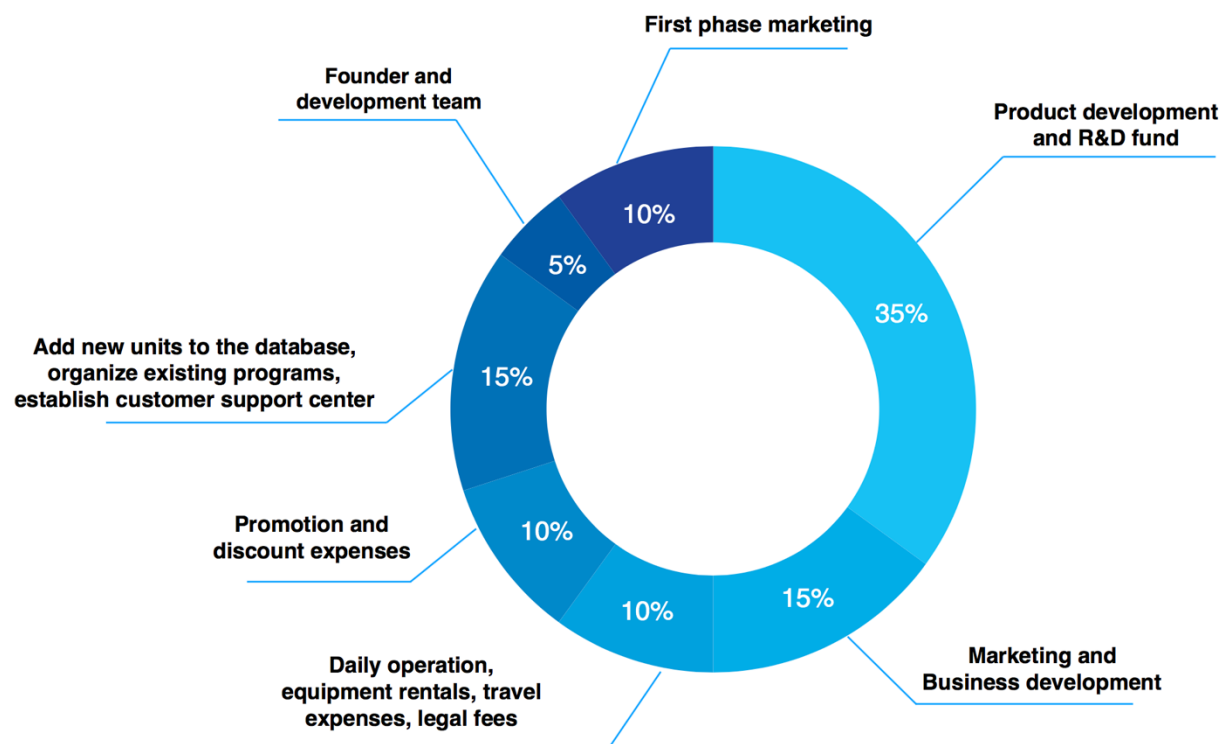
7.2. Trading

Paynext has a clear, potential orientation and many sustainable values that can succeed in the future. Therefore, holding PET tokens and waiting Paynext listed on the exchanges for trading to get more profits. This is a very effective investment. Though, trading often requires more experiences and skills. However, in the cryptocurrency, when you were learnt and guided, everything will become easier as this is an incentive market.

8. BUDGET ALLOCATION

As we strive to provide our capabilities as thoroughly as we can, that is why we give priority to our products and technology. This decision is strongly confirmed in our financial strategy divided into two phases:

- The Product Development Fund requires the maximum amount needed to achieve the development goals identified in our roadmap. Part of the fund is also dedicated to the initial marketing campaign on a smaller scale. This is the first stage.
- Marketing and Marketing Fund: This is used to cover marketing expenses, namely direct sales, and the launch of a global PR and advertising campaign to create Paynext's reputation around the world. This stage will be promoted after finishing the product at the first stage. Distribution details of the two funds are as follows:



Product development and R&D fund – 35%

Product development includes improving the end-user experience, ease of inputting data, building the AI engines and creating smart contracts. The budget is also used to hire

researchers, AI development engineers, data analysts, financial specialists, risk analysts, marketing managers, and technology infrastructure.

The contribution will include product development costs, technical fees, including project management, group management and business development. Including daily activities, equipment rentals, set up a general engineering architecture.

Marketing and Business development – 15 %

The marketing budget is not significant compared to the target number of customers we intend to acquire. The main method used is word of mouth since the product gives users powerful financial incentives to attract other users. The use of strong networks contributes to reducing the cost of attracting customers. Before application reaches the critical mass and our incentivized system fully applied to reduce customers acquisition cost, it is essential to continue investing in word of mouth marketing to increase popularity.

The contribution will include the cost of the ongoing global advertising campaign covering all relevant media, designed to increase our usage base and ensure the bar Market Item.

Daily operation, equipment rentals, travel expenses, and legal fees – 10 %

Regulatory compliance is the key to long-term growth for all businesses. For that reason, Paynext project budget is appropriately allocated to ensure that Paynext is compliant with the regulations in any new markets that it participates in.

There is considerable cost that involved in combining all of these factors such as: achieving all the necessary conditions to operate in multiple markets, building legal teams as well as legal fees. Operating expense are used to ensure that project operations are smoothly running. We will focus our resource on improving operation process as well as hire operation management experts. The contribution will include direct selling costs to our target audience, including direct calls and personal meetings.

Promotion and discount expenses – 10%

Promotion and discount are pivotal to the expansion/improvement of a business. It helps enable business and encourages funds from potential investors from stakeholders.

Cost of adding new units to the database, and organizing existing programs as well as establishing a customer support center – 15%

The contribution will be allocated to cover the cost of adding new units to the database, internally organizing existing programs, and establishing a support center. Funds raised during the token issuance phase will be used to upgrade Paynext's services.

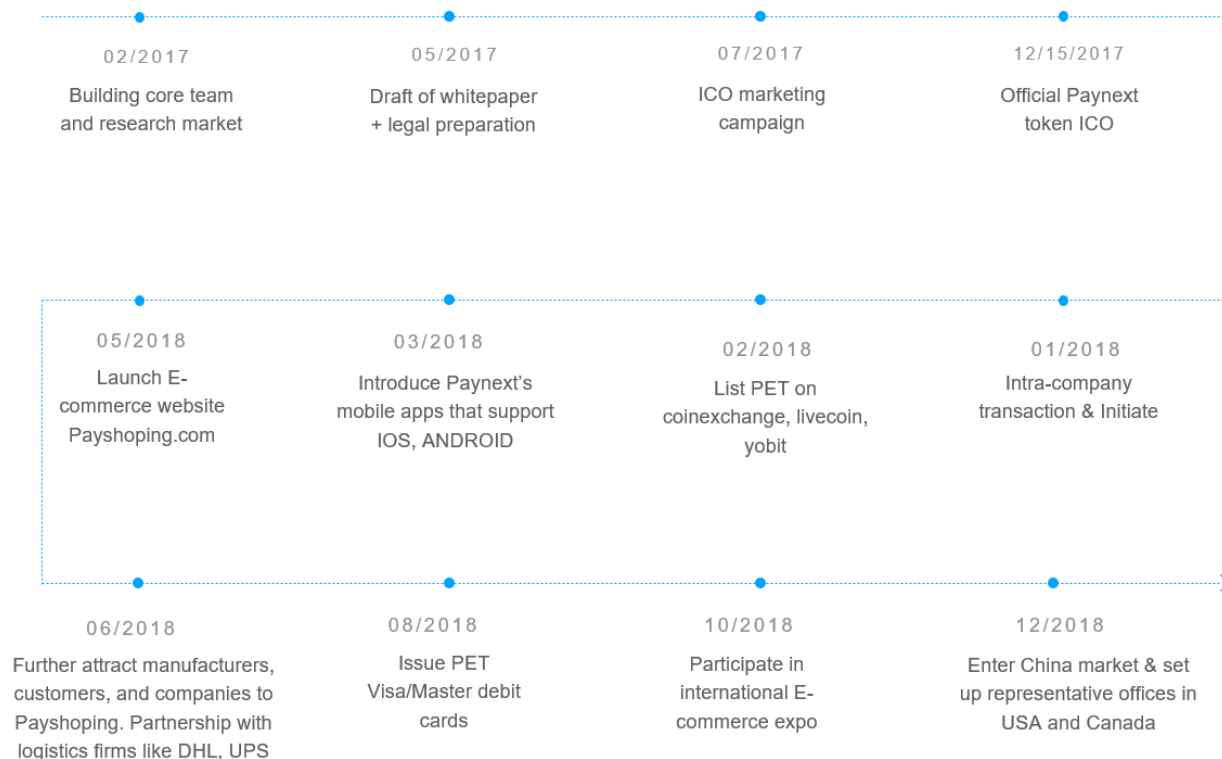
First phase marketing – 5%

The contribution will have ongoing PR campaigns, targeted to specialized and mainstream media, finance the first marketing phase, including basic marketing activities, including advertising campaigns for brand acquisition and branding.

Founder and development team – 10%

10% of the fund will be distributed to partners, with little relevance to small PR & marketing activities. The fund will also be distributed to develop team and founders during activating process.

9. ROADMAP



Development of Eco-system

We develop product and service features based on blockchain technology and artificial intelligent. This will enable information and customers' behavior to be stored and enable closed ecosystem based on Ethereum blockchain – Smart Contract – AI.

Since the start of Paynext development, our staff has gone through many stages of testing business models and AI programs, in order to improve the user experience. Our goal is to enhance customers experience by endorse innovative features to apply, and the information gather from this implementation will be used to improve next time.

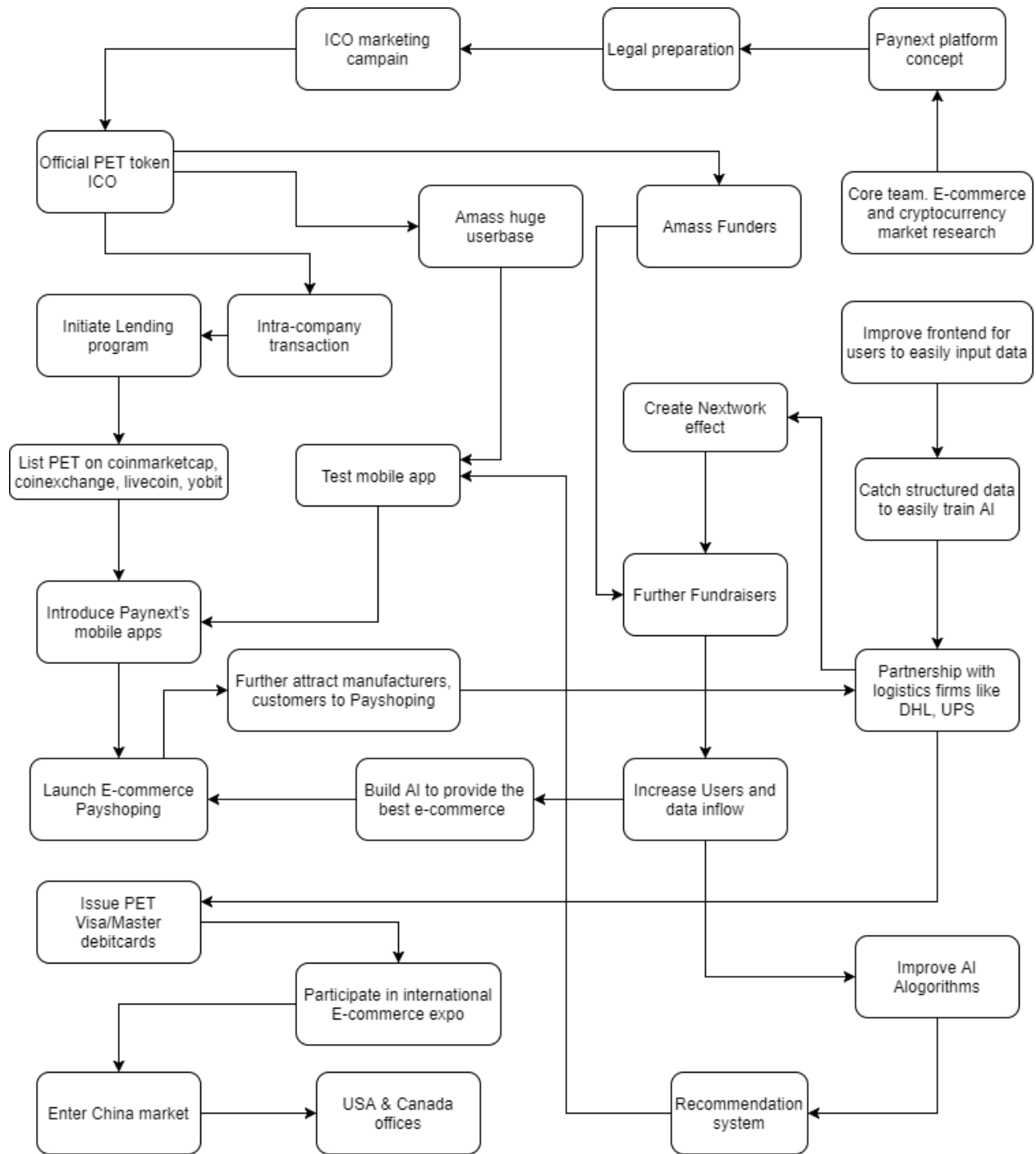
Furthermore, funds from the release of PET tokens has helped recruit business managers and computer engineers who have experience in developing and maintaining applications. In the process of operating and finalizing the product, we continually offer trial versions to customers who apply for early experience. And based on the information

gathered, and report on the feedback error, we can improve the final product.

A marketplace that never goes down

One of the key advantages of a decentralized network is the high availability of network services. It is resistant to data center failures. As long as some network nodes are running, the network services will be available – although the service capacity or bandwidth may fluctuate.

Today's marketplace apps depend on centralized servers and IT departments for back-end services. If the data center goes down, the marketplace will cease to function. In the Paynext blockchain network, computing power and business services can all be provided by members of the community. And hence, the network service is more resilient to failures.



10. PAYNEXT FAQs

How many PET tokens issued?

The total supply of the PET token is limited to 12.000.000 tokens.

The quantity could be created raised to 27.000.000 tokens.

When will tokens begin trading on the decks?

We plan to list PET on coinmarketcap, livecoin, yobit.

How to buy PET?

PET can be purchased by transferred Ethereum (ETH) or Bitcoin (BTC) to Paynext's smart contract address.

Who would be interested in purchasing PET?

We believe that we can attract:

- Traditional blockchain investors
- Investors, agencies and organizations

11. INFERENCE

With strong foundation, commitment, and firmly support from investors, Paynext believes that it is the next leader in the upcoming e-commerce payment era. We believe that Paynext will completely change the old entertainment industry with the blockchain technology.

This paper purpose is to provide readers a detailed short term plan of Paynext. In order to provide optimal services, we continue to improve our strategies and initiatives on a daily basis and we also endorse innovation in our work environment so as to respond to the change in the market.

We believe that PET will be the next e-commerce payment method for global money transaction. On behalf of our stakeholders, and shareholders, we thank you for trusting

and believing in Paynext.

12. ADDENDUMS

One of the most significant token standards of all for Ethereum is called ERC-20, which was developed about a year and a half ago.

12.1 Applications with Smart Contracts

In the Paynext blockchain system, there is still the concept of distributed applications (DApp). A Paynext DApp Delegation application will manage all data and logic that should not be stored on blockchain for security or performance reasons. Business transactions can be integrated completely to the Smart contracts.

12.2 ERC-20 Token Standard

The Ethereum token standard (ERC-20) is used for Ethereum smart contracts. Developed in 2015, ERC-20 defines a common list of rules that an Ethereum token has to implement. Giving developers the ability to program how new tokens will function within the Ethereum ecosystem. This token protocol became popular with crowdfunding companies via Initial Coin Offering (ICO).

12.3 Business Process Manager (BPM)

In most business systems, procedures are only applied in response to certain conditions. For example, a product pricing rule applies only when a potential buyer requests a price (when a buyer view a product details information). In this case, system is in "standby" state for most of the time. The behavior can be simulated by a finite state machine (FSM). A widely used business software product, which uses FSM, is also known as Business Process Manager (BPM). BPM also provides a separate language for business analysts to define the process. Each state may correspond to a business procedure to determine how to activate the next state. BPM language is often based on XML. The example below shows a subset of states that BPM can handle in a typical e-commerce scenario

```
<process-definition name="purchase process">
```

```

<start-state name="request a purchase">

<transition to="evaluate"/>

</start-state>

<state name="evaluate">

<!--. . . -->

<transition name="approve" to="approved"/>

<transition name="disapprove" to="done"/>

</state>

<fork name="approved">

<transition to="decrement inventory" />

<transition to="credit seller" />

<transition to="deduct from buyer" />

</fork>

<state name="decrement inventory">

<!--. . . -->

<transition to="done" />

</state>

<state name="credit seller">

<!--. . . -->

<transition to="done" />

</state>

<state name="deduct from buyer">

```



```

<!--. . . -->

<transition to="done" />

</state>

<end-state name="done" />

</process-definition>

```

BPM scripts can manipulate variables, start or end tasks that have been parameterized, or even reference an external rule tool.

Programming in Smart Contract script can now be simplified into a series of statements that test FSM status.

```

// pid is the ID of a process

// associated with a shopping session

// It is stored in the distributed DB

if (pid) {

process = load_process (pid);

} else {

process = start_process("purchase. bpm");

pid = process. id;

// Save pid to the DB

}

while (process. next()) { if (process. state == "credit seller") { // Do the transaction

... } if (process. state=="deduct from buyer") { // Do the transaction ... } ..... }

```

jBPM, Enhydra Shark, OpenSymphony, and OSWorkflow are BPM software solutions that are widely used by enterprises.

13. AI AND BIGDATA

Retail e-commerce is one of the biggest business that generated huge amount of revenue over the decade. Online shopping is yet another sector that is steadily and surely being transformed by AI and technology breakthrough that have opened the doors for vast amounts of data to be leveraged in the retail market. This data makes it possible to have AI-powered interactions with customers that involve product recommendation, customized searches, and even personal assistance.

Paynext utilizes a personalization engine that dive deeper than just features like user behavior and purchase history. Paynext help leverages all user's data accurately, reliably and in a timely manner to figure out what customers wants next. This recommendation system is powered by deep learning mechanism and specifically designed for enterprises. We combine machine self-learning with data to figure out something particularly useful. This actually help Paynext gets smarter with every interaction and is used to help businesses greet each customer with unique and relevant content.

AI centralizes and manages data communication using marketing tools. This helps improves accuracy and reduces workload which allows marketing teams to be more efficient and effective. Deep learning mechanism has the ability to detect patterns, leading to many recent breakthroughs in image recognition and computer vision. AI. can also replace older methods to better evaluate different data sources and turn them into more accurate business insights. Superior analysis of audience segmentation and responses lead to improved understanding and handling of customer and lead behavior, such as predicted purchases or churn. Advancement of artificial intelligence and machine self-learning offers a clear way to significantly reduce these previously insurmountable obstacles in modern marketing.

Businesses can now use information gleaned from Big Data to increase revenue, gain new customers, and streamline their operations.

Shopper Behavior

Big Data is essential in developing a shopper profile. Interpret data from user's online purchases to see which products are the most popular and when your store experiences spikes in demand. Anything you can do to make the shopping experience more intuitive is likely to boost customer engagement and sales. In a competitive marketplace, this is always a good thing.

Customer Service

Use Big Data to analyze important metrics such as how long it takes a customer to connect to customer service department or receive answers to an email query. Monitor customer satisfaction levels and track delivery times.

Dynamic Pricing and Special Offers

Big Data - a key part of customer retention strategy. Track customer's behavior as they engage with online store. Use analytics to develop flexible pricing and discounts.

Customized Offers

Use data to determine a customer's buying behaviors and through this information company can send customers special offers or discount codes based on previous purchases. Data can also prove to be useful as a mean to re-engage customers when they cancel their purchases or look but do not buy.

Supply Chain Management

Use Big Data to manage supply chain more effectively. Data analytics can reveal any delays in the supply chain or potential inventory problems.

Predictive Analytics

Analyze the various channels of your e-commerce business to help you develop a business plan for future operations. Use this information to plan inventory for the next period and make decisions about new markets to target.

14. DISCLAIMER

The information given in this white paper may not be complete and does not imply any elements of the contract. The content of this white paper is not mandatory for company and may change in accordance with the research and development of the platform. This white paper is not an advisement of investment, legal document, tax, financial, or accounting report and is not intended to provide a sole basis for any review.

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Owners of PET are reminded that this white paper has been presented to them base on the basis that this report is legally under the law. It is PET's owner's responsibility to determine whether that they can legitimately purchase PET tokens under the jurisdiction and whether the owner may resell PET tokens to other buyers.