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PRODUCT OVERVIEW VERSION 1.0

TRANSFERABLE CREDIT CARD REWARDS POINT TOKEN

WWW.ASETTOKEN.IO

ERC20 Standard on Ethereum Global Blockchain Network

Code: Verified Solidity Compiler V0.4.16

Asset Token ERC20 Team: info@asettoken.io

Smart Contract Address:

0xF93843fC86AfCaA8479a13Ad77fd6e6EEc79a903

ENS: ASSETTOKEN.ETH

Symbol: AST

Decimal: 18



Asset Token: A Blockchain Rewards Points System

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Introduction

Asset Token is the world's first transferable rewards points ERC20-compliant token on the Ethereum Network designed to enable financial institutions to quickly, easily and securely manage loyalty programs. There are many advantages for both consumers and financial institutions to adopt blockchain technology in a rewards points system, which we discuss in depth in this document.

The most important benefit—for both consumers and financial institutions alike—is control and freedom, which are really two sides of the same coin. That is: Asset Token provides all participating parties with more control over how they accumulate, store and use a rewards point program built on blockchain technology. And ultimately, this will provide both parties with more freedom.

The rewards points industry is sizeable, but also wrought with various challenges, flaws, and issues. By implementing a program based on blockchain, Asset Token is seeking to revolutionize this industry and create a self-sustaining ecosystem that will grow in value for all participants over time.

Why Rewards?

The world of commercial banking is extremely competitive, and rewards points programs have become a widespread methodology for attracting and retaining customers. Indeed, there are more than 2.6 billion loyalty programs in the U.S., used by banks and credit card companies, but also airlines, retailers, restaurants, and many, many other business sectors¹. And consumers appear to love these programs. Research conducted by the Deloitte Center for Financial Services found that 80% of their survey respondents said that they are more likely to use a bank that offers rewards; among the highly coveted millennial demographic 89% said the same thing. According to research conducted by mobile engagement firm Urban Airship, “73% of

¹ <http://www.annexcloud.com/blog/2016/02/05/ultimate-customer-loyalty-statistics-2016/>



consumers more likely to join loyalty programs if points & rewards are automatically updated on mobile wallet loyalty cards.”² Moreover, loyalty rewards programs have evolved into deeper, richer customer engagement programs, what senior consultant for Kobie Marketing Howard Schneider calls “lifestyle apps,” rewards programs that integrate with mobile apps with advanced features and benefits.³

Despite their popularity, however, loyalty rewards programs are not without their faults and issues. As the Deloitte Center for Financial Services concludes:

So why do we think that loyalty rewards programs across all industries are “ailing,” if they have been growing so rapidly for so long? The answer is rather simple—loyalty and rewards programs are not realizing full potential, due to account inactivity; low redemption rates; time delays; high transaction and system management and customer acquisition costs; and low client retention.⁴

Consumers often value loyalty and rewards programs, and while these programs can grow lifetime value of each customer, they can be viewed very negatively when that value extraction is too one-sided for the company. For example, earlier this year, the Internet erupted in fury when Starbucks announced changes to its long-beloved loyalty rewards program.⁵ And a survey on customer loyalty conducted by Maritz Loyalty Marketing found that 70% of people will abandon a loyalty program—and a brand—if it takes too long to accumulate points.⁶ With the vast number of programs available, it is almost too easy for customers to quickly jump from program to program. And while rewards programs tied to banking may pose a slightly higher barrier to customer churn due to the complexities of changing checking and savings accounts,

² <https://www.urbanairship.com/lp/the-state-of-mobile-wallet-marketing>

³ <https://www.forbes.com/sites/shephyken/2017/03/25/the-best-loyalty-programs-go-beyond-rewards/#26f558ed2503>

⁴ <https://www.finextra.com/finextra-downloads/newsdocs/us-fsi-making-blockchain-real-for-loyalty-rewards-programs.pdf>

⁵ <https://www.entrepreneur.com/article/271847>

⁶ <http://www.crmsearch.com/loyalty-risks.php>



etc., online banking has made it easier and easier to move accounts between banks, and it is easier than ever to change credit card companies.

In addition to this, rewards programs face increasing management costs due to fraud. Account hacking has become big business, not only to obtain personal information, but to also “steal” rewards points for fraudulent redemption. For example, when Maritz Loyalty Marketing launched their LoyaltyNext fraud detection program, they uncovered more than \$1 million in attempted fraud in just the first nine months.⁷

Fortunately, we now have at our command a technology that can help resolve all the issues facing rewards programs, as well as enhance many of the features to ensure that the benefits for both consumers and issuing financial institutions.

Why blockchain technology?

Blockchain technology is now quietly transforming how our society works. We say quietly because, even though there has been a lot of media attention around blockchain technology, specifically around Bitcoin, the technology still hasn’t reached a critical mass of users.

Nonetheless, a wide array of businesses and institutions are starting to adopt blockchain, develop such disparate uses for it such as cryptocurrencies (the most widely known), but also identity management, retail, trading virtual goods, real estate, electricity trading, and many more.⁸ It is likely that in the near future, consumers will be as comfortable using virtual wallets as they are using their paper wallets and credit cards today.

All of the benefits of and challenges to rewards programs discussed above highlight the opportunity to use blockchain technology to transform these programs. Financial institutions, consumers, merchants, and others, can benefit from transparency, transferability, and security that only blockchain technology offers. And the more widely the technology is adopted, the

⁷ <http://www.incentivemag.com/Strategy/Consumer/Maritz-Consumer-Loyalty-Program-Fraud/>

⁸ <http://www.businessinsider.fr/uk/goldman-blockchain-beyond-the-hype-practical-uses-2016-5/>



more it will benefit both the financial institution as well as consumers. Specifically, using blockchain technology in rewards programs will:

- *Increase transparency:* Because blockchain technology can record transactions to a public ledger, it will be clearer to all parties how many rewards points an individual has, their value, and how they have been used in the past.
- *Reduce fraud:* Transparency plays a role in making rewards points less open to fraud, but because blockchain is an encryption technology, it is by default secure. Once transactions are recorded, they cannot be changed. While protecting against hacking will continue to be an issue, blockchain security is generally considered difficult to hack directly.⁹
- *Improve customer loyalty:* A rewards program that uses blockchain technology can improve customer loyalty by offering them points that do not expire. Additionally, they offer transferability, meaning a customer can seamlessly use them with other rewards programs, reducing the need for customers to abandon a program.

In short, blockchain technology has all the right tools, controls, and safeguards to be the underlying infrastructure for robust and flexible rewards and loyalty programs that will ultimately increase the value of those programs to both the consumer and participating financial institutions.

Our Solution: Asset Token

Asset Token is the world's first transferable rewards points ERC20-compliant token on the Ethereum Network designed to enable financial institutions to quickly, easily and securely manage loyalty programs. Asset Token provides a frictionless experience towards deploying a secure and transparent rewards/loyalty program using the power of blockchain technology. The Growing Ethereum EEA Alliance and Network allows Financial Institutions to process customer

⁹ <https://www.finextra.com/finextra-downloads/newsdocs/us-fsi-making-blockchain-real-for-loyalty-rewards-programs.pdf>



transactions instantly, reliably and cost-effectively anywhere around the world. Once fully deployed, merchants and banks will be able to use the Asset Token (AST) to further reduce their costs.

We believe Asset Token is the future of credit card rewards programs. Asset Tokens cannot be replicated or forged making it the world's most secure and reliable points token. The cryptographically secure token is designed to comply with a bank's risk and compliance requirements Asset Token ERC20 architecture fits within a bank's existing infrastructure.

The ERC20 Smart Contract technology allows Asset Token to be programmed with many variables allowing participating banks flexibility on how and who can use the Asset Token. Asset Token is the ONLY Rewards Point Token that can truly say they never expire, which we believe will set new benchmarks for customer usage and retention rates.

Key Features

- *Transferable*: Asset Tokens are transferable between rewards programs, participating merchants, banks and ERC20 compatible wallets.
- *Transparency*: Asset Tokens are transparent by design and have a secured limited supply, thereby creating a rewards point ecosystem that is sound and without inflation.
- *Tradable*: Asset Tokens can be bought and sold on participating crypto-exchanges and added to consumers participating rewards points programs.
- *Seamless*: Asset Tokens can be integrated seamlessly without any consumer or business disruption.
- *Never Expires*: Asset Tokens by design will never expire.
- *Cost Reduction*: Banks will see cost reductions deploying the self-sustaining Asset Token ecosystem.

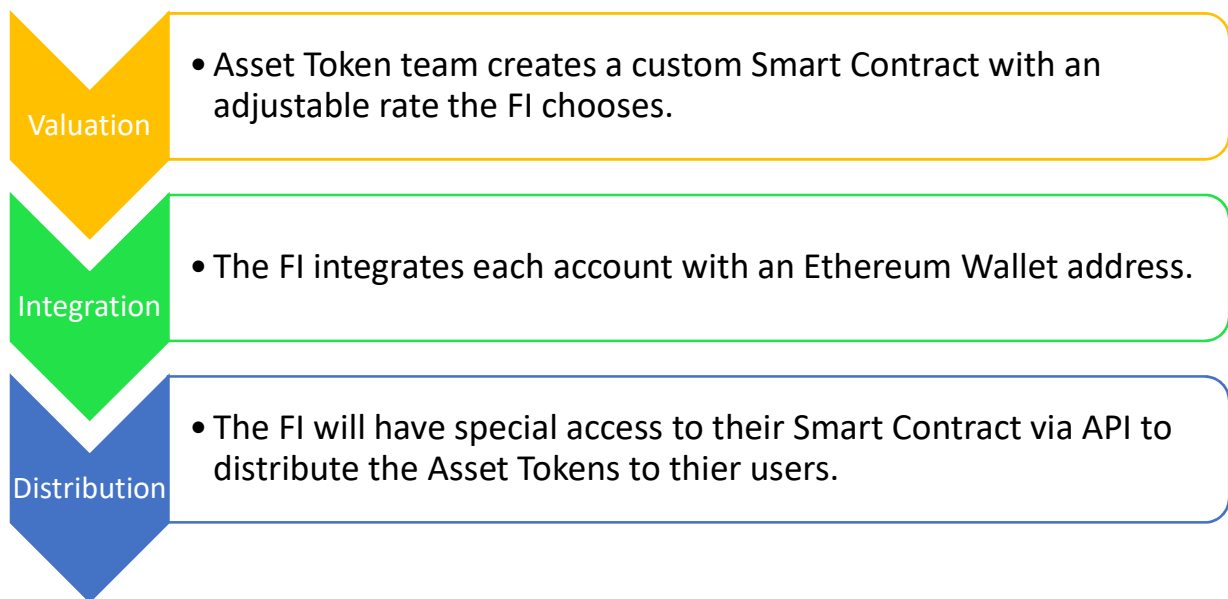


How Asset Token Works

The Asset Token is a “NOW” implementable token. Financial institutions can directly buy the Asset Tokens via any payment method or from users who are currently holding Asset Tokens on participating exchanges.

Financial institutions can run the Asset Tokens as a redemption on their current reward point or convert entirely to Asset Tokens to replace their current system. Banks can easily integrate the ERC20 wallet standard to user’s accounts and deploy a management system for distributing Asset Tokens among users. Additionally, the built-in transparency of the Ethereum network is perfectly designed for a rewards point system that does not reveal critical user and banking information of the user.

Deploying Asset Token with a financial institution can be achieved in three main steps:





Token Security and Management

The Asset Token ERC20 keys exist on a secure off-network device. It is managed on a secure network, and only when administration is required. The device and operating systems are completely encrypted using best practices. The device is solely dedicated to managing the financial institution's Asset Token program. The Asset Token's built-in Smart Contract has been tested and verified and meets existing standards for compatibility and security. The code has been tested and examined by our expert Ethereum blockchain team. The code is open source and can be scrutinized by any other auditing team or firm.

Benefits for Consumers

Asset Token offers three key benefits for consumers: Seamless usage, transferability and longevity. We describe each of these below in detail.

Seamless Usage

Although blockchain technology has not reached a critical mass in terms of consumer adoption, Asset Token provides a key opportunity to introduce them to the technology. Asset token is a completely seamless technology that, once implemented by a financial institution, will be fully useable *even if customers don't realize they're using it*. That is, to the consumer, rewards points are rewards points; the customer will not need to know how the technology works or that their points are part of a system powered by blockchain technology.

Transferability

Consumers will have the ability to transfer their rewards points between participating programs. This will give them an unprecedented level of freedom and flexibility to use rewards as they see fit. That includes using their rewards at a variety of institutions, but also at a wide variety of online and brick-and-mortar merchants. They will also be able to trade them on cryptoexchanges for Ethereum or other cryptocurrencies, which ultimately could be treated as a cash-back option.



Longevity

Consumers have long derided—and abandoned—loyalty programs whose benefits expire. Asset Tokens are designed to never expire, thus allowing consumers to redeem their points for rewards today or at any time in the future. We believe this will increase the value of the Asset Token for consumers as it appreciates in value over time and with widespread adoption.

Benefits for Financial Institutions

There are many benefits for financial institutions to adopt Asset Token, all of which will extend the lifetime value (LTV) of each customer, exposure to new customers, reduce administration costs, and allow for a vastly improved fraud prevention and security system. Most importantly, financial institutions will have complete control over their rewards points program, instituted through a Smart Contract. We describe each of these benefits below in detail:

Extended LTV Customer

Because it is designed to not expire, we believe Asset Token will increase customer LTV for financial institutions. That is, if rewards points do not expire, there will be less incentive for customers to change credit cards based on their rewards. Instead, financial institutions will be able to compete for customer loyalty based on how well they rewards their customer, either by increasing the value of the customer-held Asset Tokens or by offering better rewards.

Exposure to New Customers

At the same time, because Asset Tokens are designed to be transferable, we believe financial institutions will be able to expose more customers to their offerings, thereby potentially increasing their customer base.



Reduced Administration Costs

Because it is a decentralized technology, blockchain is designed to streamline execution and administration of transactions. This is primarily achieved through the use of Smart Contracts, which when defined properly, can be executed automatically once pertinent criteria are met. We believe this will lead Asset Token to ultimately become a self-sustaining platform that will enable future cost savings that will pay for itself over time.

Improved Fraud Prevention and Security

As discussed above, blockchain technology is designed to be highly secure. Both the system's transparency and its ability to withstand hacking work synergistically to ensure a platform that will, we believe, ultimately provide financial institutions with a higher level of safeguards against fraud and intrusion.

Lastly, we believe Asset Token will be an excellent vehicle for introducing blockchain technology to the banking system, something financial institutions have recently been seeking to accomplish.¹⁰ While it's expected that 15% of big banks will be using blockchain this year, we believe Asset Token can be an introduction to blockchain technology for any institution that would like to experiment with the technology.

Supply, Distribution and Valuation

Asset Token will not be a cryptocurrency, per se, though we expect it will be traded on cryptocurrency exchanges. As such, we are not holding a traditional ICO, instead opting for three phased public sales periods that occur simultaneously with private sales to financial institutions.

¹⁰ <http://fortune.com/2016/09/28/blockchain-banks-2017/>

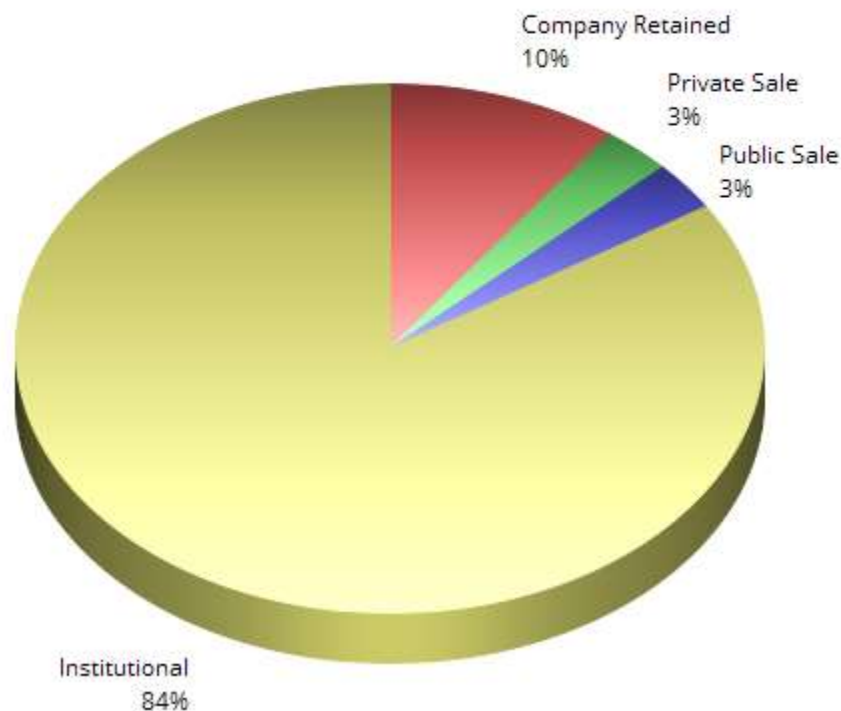


Asset Token value is a market-driven token based on supply and demand. As a credit card rewards point system, Asset Token will maintain an intrinsic value, making the market stable and sustainable.

Asset Token Supply:	1,000,000,000 (1 Billion)
Asset Token Valuation:	1 Asset Token (AST) = 1 Dollar (USD)
Asset Tokens available for Public Sale	60,000,000*

*Only Tokens sold during public sale will be listed on cryptocurrency exchanges. Tokens not sold will be locked for institutional sale at market value.

Asset Token ERC20
Distribution





Purchasing Asset Tokens and Risk

The Asset Token team's primary objectives are to reduce risk and create value for the Asset Token. The Asset Token team has elected to remove ALL risk to Asset Token buyers by creating an Asset Token Refund Smart Contract, which will allow buyers the ability to refund Asset Tokens back to Ethereum at any time. This means owning Asset Tokens is an absolute NO RISK purchase.

Institutional Sales

The Asset Token team is currently marketing and selling the Asset Token to several financial institutions, valued at one (1) USD to one (1) Asset Token. Upon completing the sale of all institutional tokens, private investors will have the first opportunity to sell their Asset Tokens.

Public Sale buyers of Asset Tokens will be next in line and have the option to sell their tokens within the institutional sale or when listed on a cryptocurrency exchange, whichever is greater. Buyers who have credit cards with a participating financial institution may wish to simply transfer their Asset Tokens to their rewards point program.



The Team

The Asset Token team is made up of experienced investors, technology managers and strategists. Our core team members are:



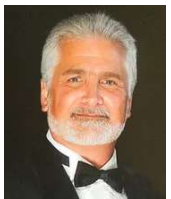
Todd Nichols, Digital Asset Manager

With a background in sales and research, Todd Nichols leads the team's digital strategy.



Dennis Lyons, Technical Advisor

Dennis Lyons has worked in digital identity and other technologies for more than 12 years.



Paul J. Gerstenberger, Senior Strategic Analyst

Gerstenberger is an inventor/serial entrepreneur with more than 35 years heading companies from high tech to consumer products. He holds several patents and pending and has been heavily involved in the high tech industry since the early 90s.



Andrew Stanford, Partner

Andrew Stanford has a deep background in business and finance.



Sally Eaves, Fintech Advisor

Sally combines a depth of experience as a Chief Technology Officer, Practicing Professor of FinTech, Founder and Global Strategic Advisor, consulting on the application of disruptive technologies for both business and societal benefits.



Jamil Hasan, Blockchain Sustainability Ambassador

Jamil Hasan is a Cryptocurrency and Blockchain Consultant focused on blockchain industry sustainability. His expertise is on business growth and token value creation for the long term.



Simon Cocking, Advisor

Simon is a founder, mentor and currently Deputy Editor of Irish Tech News.



Simon Choi, International Legal Advisor

Simon Choi is an international lawyer.



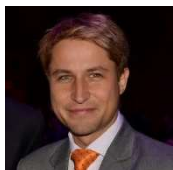
Amarpreet Singh, International Relations Advisor

Amarpreet Singh has a very diversified work and educational background. He holds three Masters Degrees and has lived/worked/studied in India, Singapore, France, China, South Africa, Korea, Canada etc.



Ritom Das, Bank Integration Advisor

Ritom has more than 10 years of experience in **Banking & Technology** in the areas of Digital Transaction Banking, Tech Innovation, Corporate Mobility, Business Development & Project Consulting.



David Drake, Fintech Advisor

David Drake is Founder and Chairman at [LDJ Capital](#), a multi-family office which deals in various funds worldwide with over \$1.5 trillion in assets, and maintains over 50+ global directors and family office partners.

**Conclusion: Towards a self-sustaining ecosystem**

Our vision is to develop Asset Token to the point where it becomes an industry standard for rewards and loyalty points programs. We believe this can be a self-sustaining ecosystem in the long-run. We believe implementing such a system will help evolve users' perception to the point where they feel they own it, while also giving financial institutions better tools to cultivate stronger customer loyalty and ultimately to improve their profitability. What's more, by implementing Asset Token using blockchain technology, none of the benefits come at the cost of security.

There is little question that blockchain is on the verge of disrupting nearly every industry, and we believe our solution will revolutionize the rewards points system. Beyond that, our vision is to help the banking industry take advantage blockchain in this nascent stage.

Contact Us

To learn more on how your financial institution can benefit from the Asset Token ERC20; please contact us at info@assettoken.io.

