



**PRIORITYEX**

*WhitePaper*  
Version 1.0



# 1.0

## ABOUT //

**PriorityEx** is the first cryptocurrency trading exchange that prioritizes customer's first approach. We provide spot trading, margin trading, investment box, multi-currency wallet with debit card, P2P exchange and ICO pair with fiat.

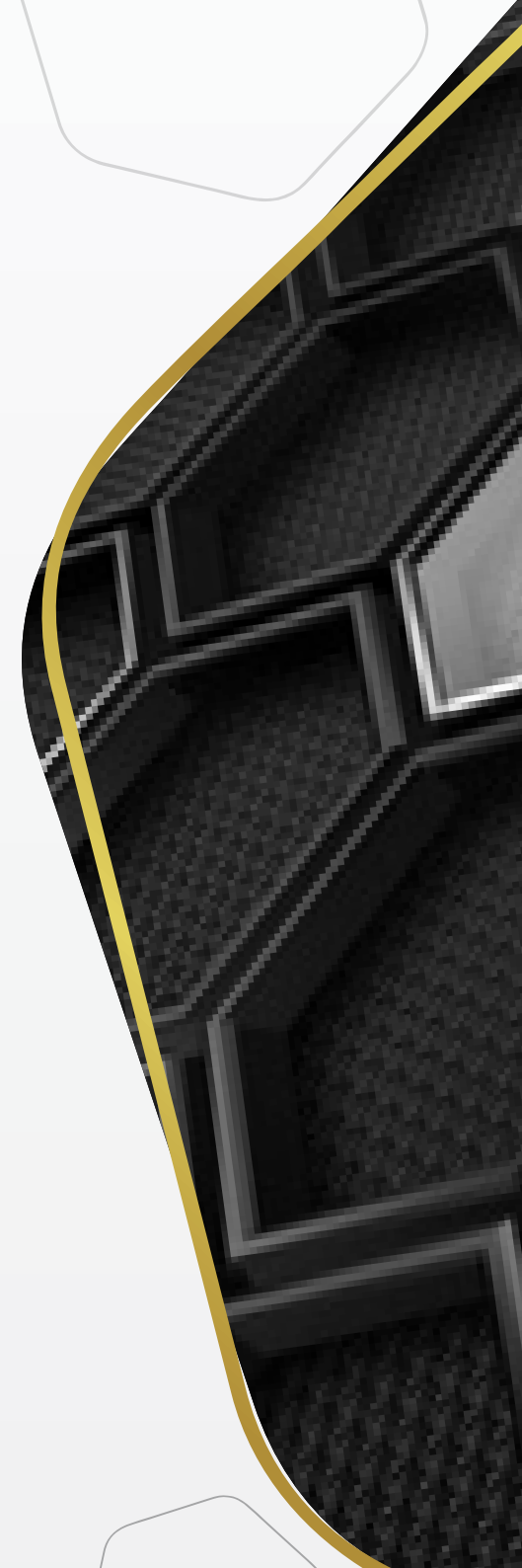
Additionally, with the emergence of more and more different tokens, a growing number of users and businesses truly struggle to leverage on the existing infrastructure to make this interconnectedness of physical and virtual platforms become a reality.

At **PriorityEx**, we strive to offer the user access to as large as possible a range of blockchain assets at a maximum degree of convenience, while adhering to the highest security standards in the ecosystem.

## 2.0 BACKGROUND //

With increasing popularity in the blockchain and cryptocurrency, more and more people are interested in learning and earning with blockchain-based financial system. Since January 2017, the cryptocurrency market cap has increased from 7B USD to 110B USD in July.

Users and businesses can exchange their blockchain assets seamlessly from one user to another in a decentralized manner, removing any risk that is usually associated with current centralized solutions.



## 2.1

# PROBLEMS OF CURRENT CRYPTOCURRENCY EXCHANGES

- **2.1.1: Difficulties of Real-time Trading**

Due to rate-limited trading APIs, non-real-time transaction confirmation, and delayed order book updates, traders are unable to trade in real-time.

- **2.1.2: Asset Security Issues**

Cryptocurrency trading platforms hold a large amount of cryptocurrency deposits, making them unavoidably the target of hackers. On February 24th, 2014, Mt.Gox, a Bitcoin exchange, was breached and lost 650 Bitcoin, which is currently worth 2.6B USD; in August 2016, Bitfinex, one of the world's top 10 cryptocurrency exchange, was hacked and lost 120K Bitcoin, currently valued at more than 480M USD. If investors continue to be concerned about security issues, then the growth of the cryptocurrency trading market will be affected. Moreover, most cryptocurrency exchanges are not able to guarantee the adoption of the 100% reserve banking system. Deposits can be embezzled, the security concerns make cryptocurrency deposits into exchanges unsecured.

## 2.1

# PROBLEMS OF CURRENT CRYPTOCURRENCY EXCHANGES (CONTINUED)

- **2.1.3: Only Limited FIAT Currencies Are Supported**

Most exchange platforms only support one kind of fiat currency. While some don't even provide FIAT withdrawal/deposit.

- **2.1.4: Lack of Multilingual Support**

Most exchange platforms only support one language; only a handful are multilingual.

- **2.1.5: Slow Customer Services and KYC Process**

Currently, the delivery of customer services is slow, while some exchanges don't even respond to inquiries at all. Furthermore, the process of KYC (Know Your Customer) is slow and complicated. Take Kraken as an example, when the demand for identity verification is high, it takes around 30 days to complete Tier 4 verification.

## 2.2

## EXISTING ICO ISSUES //

In 2017, funds raised through ICOs increased from 5.6M USD in January to 987M USD in July. This activity is expected to exceed 200B USD in 2020. Although ICOs are increasingly popular as a means of fundraising, some problems with ICOs remain unsolved.

- **2.2.1: Low Liquidity of ICO Tokens**

The most serious problem for ICOs is that ICO tokens cannot be immediately traded in exchanges after their ICO. Low liquidity of ICO tokens means ICO tokens' bid-ask spread is large, which further reduces their value. In addition, it required an intimidatingly high listing fee to list a token on one of the world's top 10 exchanges. The listing fee is often as high as 500 to 1000 Bitcoin. As a result, traders have no choice but to resort to the secondary market, which has low liquidity and large spread for trading ICO tokens. This has imposed significant obstacles to the overall development of the cryptocurrency market.



## 3.0

# INTRODUCTION TO PRIORITYEX

## 3.1 SUMMARY

**PriorityEx** is a cryptocurrency trading exchange that provides cryptocurrency trading, profit sharing opportunity and ICO underwriting, aiming to solve the existing problems of currency exchanges.

**PriorityEx** prioritizes customers firstly with services that makes them most convenient. We aim to maximize traders' profit with fees rebate, easy deposit and withdraw into fiat, good customer service for kyc and responses and debit card for multi wallet will be provided.

Furthermore, **PriorityEx** aims to solve ICO token issues. Most of ICO tokens cannot be directly converted to fiat but have to trade with BTC/ETH pair. We will help ICO tokens to be able to Pair with Fiat to increase more liquidity. Countries that we will be supporting are thus: Thailand, Malaysia, HongKong, China, Cambodia, Laos, Africa, Australia, Korea, Vietnam, Burma and will be expanding to more countries.



**PRIORITYEX**

## 3.2

## FEATURES OF PRIORITYEX

Cryptocurrency Trading Exchange are businesses that allow customers to trade digital currencies for other assets, such as conventional fiat money or different digital currencies. Below are features of our Cryptocurrency trading exchange.

- **3.2.1: Trading Fees Rebate**

**PriorityEx** trading fees for spot trading will be reduced when more volumes are traded and not only that. Those volumes will be calculated towards monthly rebate for customer which will help maximize the profits for traders.

- **3.2.2: Offline Multisig Wallet**

All kinds of cryptocurrencies that is deposited on the **PriorityEx** platform will be stored in an offline Multisig wallet with only 5% left on traders online wallet, allowing faster user deposits and withdrawals.

- **3.2.3: Two-Factor Authentication Enforcement**

**PriorityEx** enforces two-factor authentication (2FA) to enable a secure and robot free log in. Withdrawal or any modification to the account will require an extra email confirmation to protect accounts of the users.

- **3.2.4: Wide Range of Fiat Currencies Supported**

**PriorityEx** will support a wide range of fiat currencies. Users are able to use their preferred fiat currencies to make deposit or withdrawals. Fiat currencies supported by **PriorityEx** are thus: USD, EUR, THB, RM, KRW, HKD, CNY, CAD, GBP, AUD, NTD, MMK, LAK, KHR, RIEL, DONG.



## 3.2

## FEATURES OF PRIORITYEX (CONTINUED)

- **3.2.5: Multilingual Cryptocurrency Trading Exchange**

**PriorityEx** will be supporting at least 8 languages which are: Thai, Chinese, Japanese, Korean, English, Burmese, Cambodia, Vietnam, Laos.

- **3.2.6: Online Customer Services 24/7**

**PriorityEx** provides 24/7 online customer service. All inquiries submitted will be taken care of within 24 hours. Our goal is to prioritize customers first for our excellent service.

- **3.2.7: Fast KYC Process**

**PriorityEx** will enforce KYC processes to comply with AML laws. We provide fast approvals and user-friendly services.

- **3.2.8: P2P Exchange**

**PriorityEx** provides cryptocurrency trading pair with fiat through our representatives in each country with P2P services, fast and reliable with insurance guaranteed. With us the representatives can convert any cryptocurrencies to fiat currencies of your choice.

- **3.2.9: Trading Platform**

Trading platform will be compatible through website and through mobile application both on iOS and Android.

## 4.0

# BUSINESS MODELS //

- **4.1: South East Asia and ASEAN Countries**

**PriorityEx** will focus more on countries that has high potential because some of the countries have only 1 or none of the trading exchange which will have a very big opportunity for us to take the market-shares. Therefore, there are so much more market-share for us.

- **4.2: Margin Trading Loan Interest**

Users can use leverage for margin trading up to 10x or can be a loan provider who will earn interests with their asset deposits. The interest rate will be determined automatically by the supply and demand of the platform.

- **4.4: Wallet and payment services**

**PriorityEx** aims to provide customers most convenient ways to use cryptocurrency in real life. Any currency in cryptocurrency wallet will be able to be spent around the world through debit card or used for payment method for bill payments.

- **4.5 Rebate Program**

In this phase traders will be able to earn rebate back from their total trading volumes. Traders can use their rebate volumes to claim a whole lot of prizes. Examples of prizes are: gift cards, cash, vacation etc.

- **4.6 Affiliate Program**

Our unique affiliate program will stimulate the growth of the platform. Not only customer will get their trading rebate but the affiliate will also earn from the trading volume. The more volume enter into our trading platform, the more liquidity which will draw more customers to us.

## 5.0 PRIORITYEX ICO //

### ● 5.1: ICO Plan

Participate in **PriorityEx**'s ICO to sponsor **PriorityEX** cryptocurrency trading exchange development. **PriorityEx** doesn't guarantee returns for ICO participants. PYX token is not of security since it does not reflect the ownership of **PriorityEx** legal entity.

**PriorityEx**'s token symbol will be "**PYX**". PYX tokens are based on Ethereum ERC20 token standards. A total of 55,000,000 PYX tokens will be issued.

TOTAL TOKEN	55,000,000 PYX
PRE-ICO	4,000,000 PYX
ICO	20,000,000 PYX
BOUNTIES & MARKETING CAMPAIGN	8,000,000 PYX
PRIORITYEX & VC	8,000,000 PYX
RESERVE FOR FUTURE DEVELOPMENT	15,000,000 PYX
SOFT CAP	4,000,000 PYX
MAX CAP	24,000,000 PYX

**PriorityEx** PRE-ICO starts on January 1th, 2018 until January 31st, 2018 and ICO starts on February 1st, 2018 until March 31th, 2018. BTC, BCH, ETH will be accepted. The rates of PYX will be shown on the next page.

## ● PRE-ICO PHASE ●

Pre-ICO Phase runs from 1st January, 2018 until 31st January, 2018.

700,000 PYX

1 PYX for \$0.5

200%  
BONUS

900,000 PYX

1 PYX for \$0.6

150%  
BONUS

1,100,000 PYX

1 PYX for \$0.7

100%  
BONUS

1,300,000 PYX

1 PYX for \$0.8

80%  
BONUS

Maximum daily purchase per person is 10,000PYX (1 PYX = \$1.5)

## ICO PHASE

ICO Phase runs from **1st February, 2018** until **31st March, 2018**.

**2,000,000 PYX**

**1 PYX for \$1.1**

**40%  
BONUS**

**3,000,000 PYX**

**1 PYX for \$1.2**

**25%  
BONUS**

**4,000,000 PYX**

**1 PYX for \$1.3**

**15%  
BONUS**

**5,000,000 PYX**

**1 PYX for \$1.4**

**10%  
BONUS**

**6,000,000 PYX**

**1 PYX for \$1.5**

**0%  
BONUS**

**Maximum daily purchase per person is 10,000PYX (1 PYX = \$1.5)**

## 5.2 PYX TOKEN PRIVILEGES //

**PriorityEx** ICO participants will be eligible for several privileges.

- **5.2.1: Profit Sharing Program**

For those who possess PYX token throughout the month will also receive payment on monthly basis no matter if they are sponsors of ICO or not.

25% of all revenue generated by **PriorityEx** will be automatically paid out to PYX holders in amounts based on each holder's share of the total amount.

- **5.2.2: PYX token Burn**

20% of all revenue generated net profit by **PriorityEx** will be used towards profit sharing program and will also be used to burn out PYX token from the market at the market price every quarter to make sure that PYX token price keeps increasing in value.

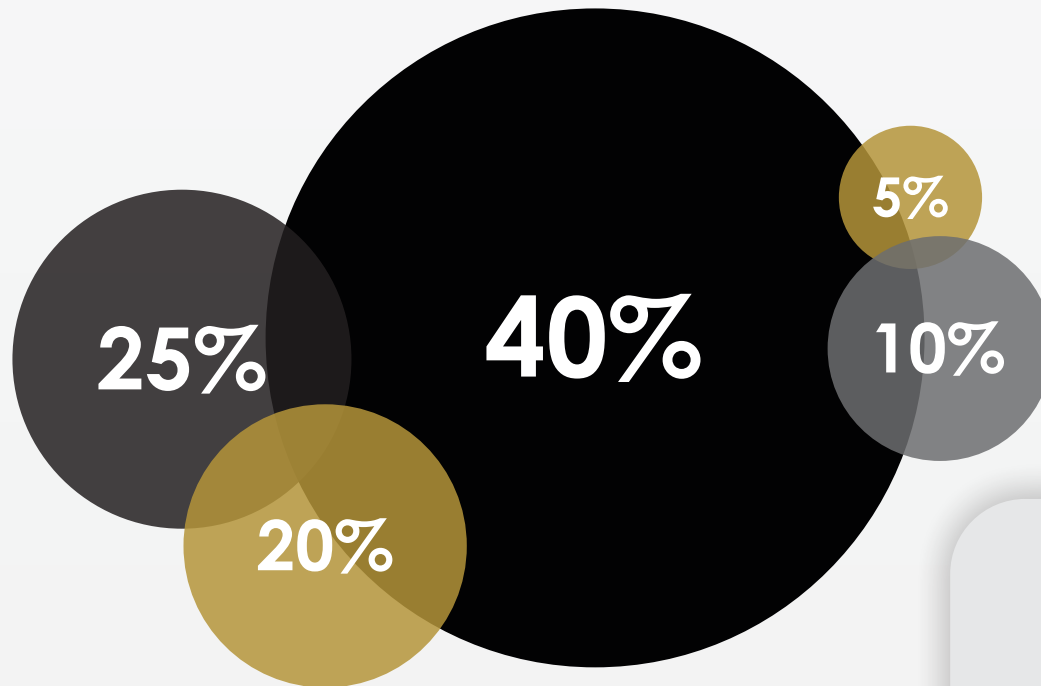


## 5.2

## PYX TOKEN PRIVILEGES //

### ● 5.3: ICO Funds Usage

All funds received from the ICO will be used for the development of **PriorityEx** cryptocurrency trading platform.



**40%** - Product Development  
**20%** - Operation  
**25%** - Marketing  
**10%** - Auditing and Security  
**5%** - Legal Affairs

## 6.0

# PRIORITYEX ROADMAP

One of the most important milestone is 100 Million USD daily trading volume within 12 months from launch.

Building customer base to use our exchange when launch from Thailand, Cambodia, Burma, Africa. Starting private placement for those who wants to become early investors.

Customer convenience is the most important to us as we are prioritizing our customers first. Therefore, multi-crypto wallet and debit card will play an important role for our customers.

Expand to 10 more countries.

At least 40 Financial Representative.

**PriorityEx** Idea,  
Gathering of the Team  
and Developments

**MAY 2017**

ICO Starts

**FEB 2018**

20,000,000 PYX will be selling for ICO phase to build up profit sharing cryptocurrency exchange including P2P exchange service which will also offer wallet and debit card.

**PriorityEx** Wallet and  
Debit card Launch

**DEC 2018**

**JAN 2018**

Pre-ICO starts,  
Grand Opening

**APR 2018**

**PriorityEx** Platform Launch  
Target Price \$3-\$5/PYX

4,000,000 PYX will be selling for Pre-ICO phase expecting to have more than 10,000 customer base to join in our Pre-ICO.

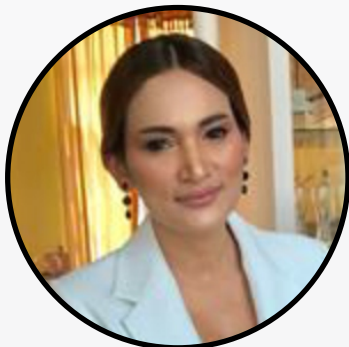
After cryptocurrency platform launch, we expecting to have more than 5 representative to take care of customer service which will provide local support in local languages and local deposit/withdraw. Financial center in such country will be support to educate investors and traders.

**JUN 2018**

P2P Exchange  
Expand to 5 more countries  
Atleast 20 Financial Representative

**7.0**

## OUR TEAM //



**Kantima  
Sirirat**

*Co-Founder,  
CEO*



**Tinnaphon  
Sunthon**

*Co-Founder,  
Chief Strategic Advisor*



**Pattarasak  
Piromchayavanich**

*Co-Founder,  
Business Development*



**Teeramate  
Sintuwongsanon**

*Co-Founder,  
Business Development*



**Prapassorn  
Jariya**

*Co-Founder,  
CMO*



**Vipasanee  
Vimolpatranon**

*Co-Founder,  
CTO*

**7.0**

## OUR TEAM



**Natthanate  
Pisanthanawong**

*Project Coordinator*



**Narudol  
Pechsook**

*Advisor,  
estatecoin.fun Founder*



**Eam Seng  
Say**

*HongKong  
Legal Advisor*



**Stefan Bekassy  
De Bekas**

*Financial Advisor*



**20+ Team  
Members**

*Our Expertise Specialists working  
in the IT, Finance, Marketing  
& Communication, Product  
Development and Others*



# DISCLAIMER

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**PLEASE CAREFULLY READ THROUGH THIS DISCLAIMER SECTION AND THIS ENTIRE WHITEPAPER. YOU SHOULD NOT INVEST IN THE INITIAL COIN OFFERING (ICO) WITHOUT DOING SO.**

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This Whitepaper is designed for discussion purpose only. **PriorityEx** does not guarantee the accuracy of the conclusions reached in this Whitepaper. All information maybe modified depending on the circumstances of existing period.

The information contained below and all through this document is not exhaustive. This document does not imply any elements of a contractual relationship between us and the investor.

**PriorityEx** and/or the founders does not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, or completeness of any material contained in this document or presented anywhere else related to **PriorityEx**'s ICO. **PriorityEx** Tokens are simply "tokens" based on the BlockChain network, and they are not intended to constitute securities in any way or structure. Nor is this whitepaper a solicitation for investment of fund in the form of government issued currency from any jurisdiction.

**PriorityEx** tokens cannot be purchased with Money or any government issued currency. They are exchanged for BTC, BCH, ETH by sending Cryptocurrency to our smart contract on the BlockChain network. Government agencies in some jurisdictions have made statements that we interpret such that they consider some initial Coin offerings and token sales as investments/offers that are to be regulated in some ways.

Therefore, citizens, residents, (tax or otherwise) and green card holders from the following countries are strictly prohibited from participating in this ICO:

- United States Of America
- The People's Republic of China
- Singapore
- New Zealand
- United Kingdom

By asking you to read this whitepaper we are not giving you advice. Nor are w encouraging you to swap you cryptocurrencies for **PriorityEx** Tokens. We are simply outlining our plans for a crypto investment community and offering anyone who shares and understand our vision and wants to be a part of this token to take part by exchanging some Cryptocurrency for **PriorityEx** Tokens.

**REFERENCE:** <https://ico.wcex.co/whitepaper?lang=th>

*Thank You*



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