

Blockchain Exchange Alliance (BXA) Token Sale

*Led By **Bithumb Global Exchange***

BXA's Unique Value Propositions

Global Exchange Alliance

- BXA will consist of multiple affiliated exchanges to have a combined order book and shared liquidity led by the Bithumb, the largest crypto exchange in South Korea
- Enable large institutional traders to participate in the cryptocurrency markets
- Support for multiple fiat currencies to lower barrier to cryptocurrency adoption

BXA Payment Network

- Easily execute payment transactions, wire transfers between individuals, as well as online and offline payments using BXA infrastructure
- Low fees and fast processing time even for cross-border payment and remittance
- Focus on UI/UX development to for end-user adoption as a digital payment system

Token Utility & Value

- Fee discount for exchanges within BXA
- Voting right to support the crypto asset listing on exchanges in BXA
- Token buy-back with 50% of operating income of exchanges within BXA

Blockchain Exchange Alliance (“BXA”) Vision



Connecting Global Exchange Around the World into an Alliance

By acquiring, affiliating and establishing new exchanges, BXA will create a global crypto exchange alliance led by Bithumb exchange in South Korea

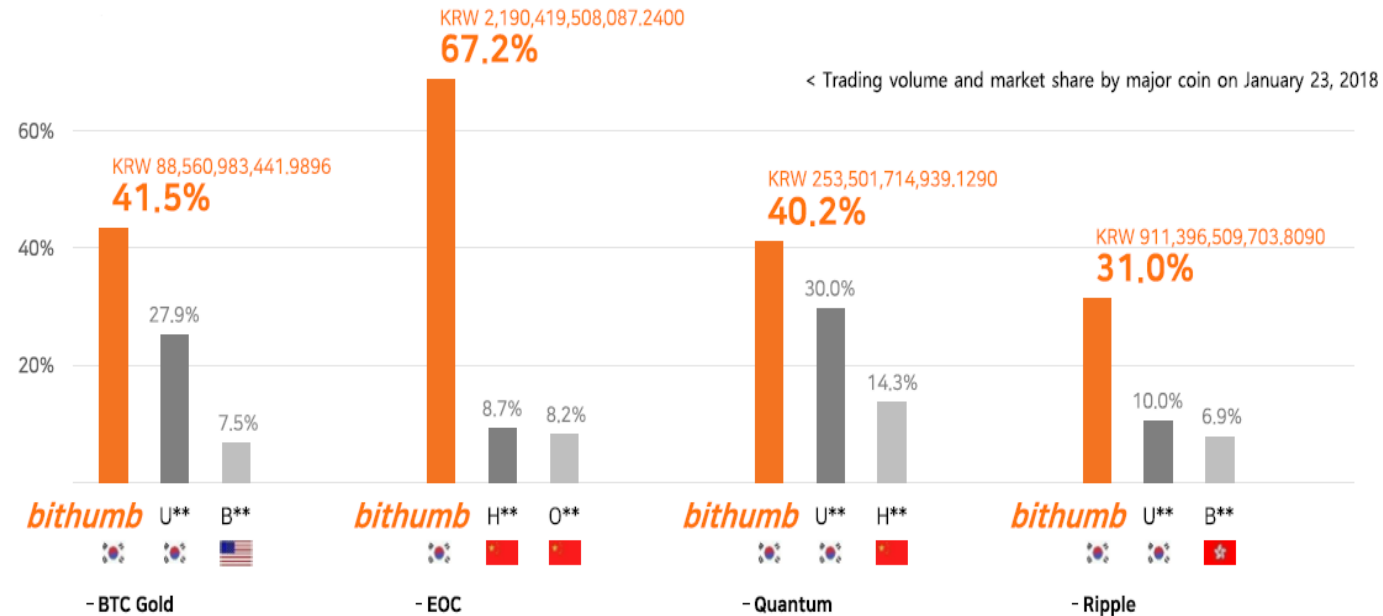
Local fiat currency pairing will be made available to each exchange, supporting real-time fiat trading



Bithumb will Drive Expansion of BXA

Global Expansion of the Bithumb Exchange

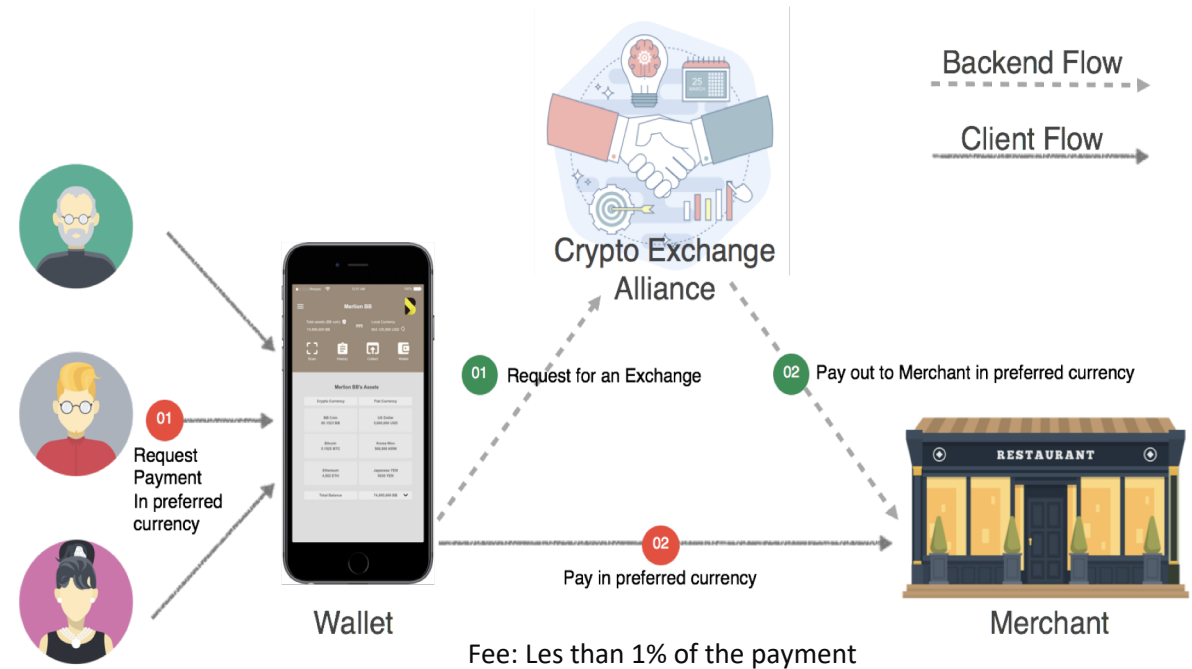
- Combined liquidity network for partnering with cryptocurrency exchanges to incorporate with Bithumb's **deep liquidity** pool (for both centralized and decentralized exchanges)
- Development of new cryptoasset financial products such as OTC desks, ETF/ETN products, options, futures and other derivatives
- Larger trading volumes and revenues will be realized as the expansion occurs



Setting New Standard for a Global Payment Network

❑ Establish Global Payment Network with Blockchain Exchange Alliance

- Global non-cash transactions reached **\$482.6 billion** in 2016 (10.1% growth from 2015)
- **Fast** transaction speeds (under 10 seconds)
- **Low fees** for cross-border transactions
- Convenient payment processes that customers are already familiar with (Debit cards, QR codes, NFC payment, mobile devices)
- BXA is collaborating with leading local e-commerce firms, B2B market shopping malls, and more to encourage **adoption** of BXA token payment



Customer Acquisition and Global Expansion

☐ TouchB Payment Kiosks

- Allow small business owners to benefit from lower costs, higher sales and improved store management efficiency
- This hardware can be applied to a diverse array of fields, from retail to hospitals and hotels
- Supports cash, credit cards and cryptocurrency payments



Diverse device lineup
15-32 inches

Industry's top software
and blockchain services

☐ Provide Wallet Service

- Mobile/Web UI for all end-users to access their crypto assets
- Allows immediate asset transfer and transactions
- All-in-one functionality: track your portfolio, execute trades and transfer your assets
- Support for multiple fiat currencies with ATM withdrawal functionality (physical card issuance)



Utility of the BXA Token

1. Voting for project listing on alliance exchanges (Community Vote)

- BXA tokens will be used to vote for crypto assets to be listed on partner exchanges

2. Fee Discount

- Fee discount policy will be decided by each exchange within alliance

3. Become a BXA Council Member

- Reputable investors who purchase more than \$5mil USD worth of BXA tokens are eligible to become a BXA Council members after completing due diligence & KYC process
- Maximum number of council members: 30 (Top 30 investors by investment amounts will be considered Council members first)
- Responsibilities of council members
 - Recommend projects for the bi-weekly council meeting and selected projects will be shortlisted for community voting on exchanges (e.g. community vote listing on Bithumb)
 - Work closely with BXA ecosystem as a business partner and provide co-investment opportunities with BXA' arm

4. Global Payment in the Real World

- Significantly lower fees than traditional intermediaries (PayPal, Visa, Mastercard) with a simplified process (tighter forex spreads, lower transaction fees, no administration fees)

Supporting Token Value Via Token Buy-back

- ❑ 50% of Operating Profits from affiliated exchanges will be used for Token Buyback and Burn on monthly basis
- ❑ BXA relative incentive pool (26.5x of Kucoin) is significantly larger than Binance (14.7x) based on existing partners in BXA
- ❑ Multiple for BXA will increase with more exchange partners as buy-back income will increase

Exchanges	Bithumb (BXA)	Binance	Kucoin
Tokens	BXA Token (BXA)	Binance Coin (BNB)	Kucoin Shares (KCS)
Trading Fee	0.15%	0.1%	0.1%
Daily Trading Volume (USD) *	493,368,089	1,024,478,163	22,344,352
Estimated Trading Revenue (USD, Yearly)	540,238,057	747,869,059	16,311,377
Source of Tokenholder Incentives	50% of Operating Profit used to Buyback BXA	20% of Operating Profit used to Buyback BNB	50% of Total Trading Fee Distributed
Total Incentive Pool to Token holders	216,095,223	119,659,049	8,155,688
Multiple relative to Kucoin	26.5x	14.7x	1x

[As of October 15th, 2018]

* Buy-back of BXA from operating income other than Bithumb exchange will be executed upon agreement

BXA Token Metrics

Token Name: Blockchain Exchange Alliance Token

Utility Token Ticker: BXA

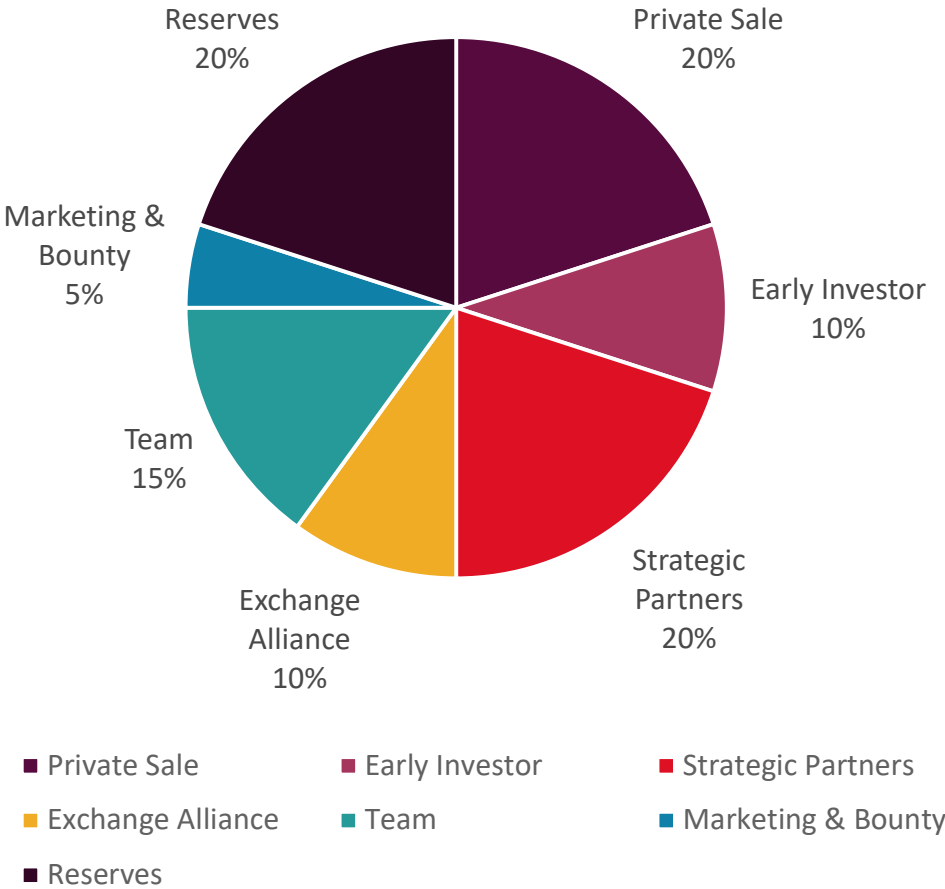
Token Type: ERC 20

Token for Private Sales : 4 Billion BXA

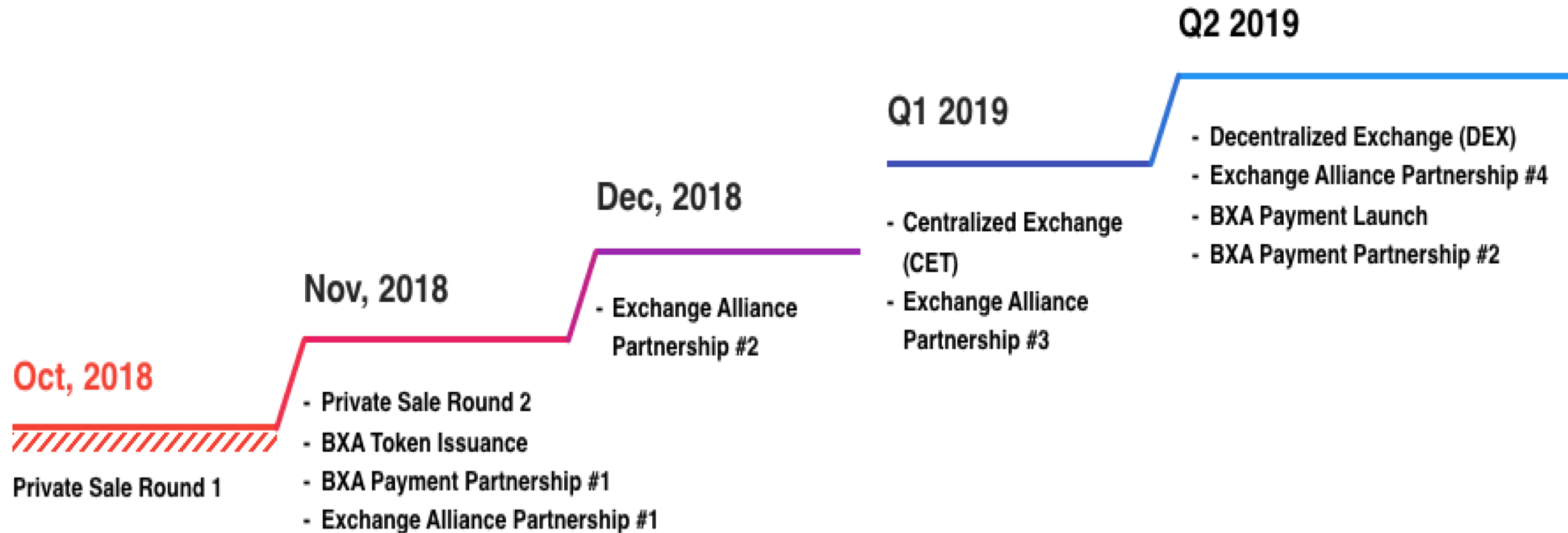
Lock up: 10 month vesting as per schedule below

Month	% of Release
Month 1	5%
Month 2	5%
Month 3	5%
Month 4	10%
Month 5	10%
Month 6	10%
Month 7	10%
Month 8	15%
Month 9	15%
Month 10	15%

Token Distribution



Road Map



THANK YOU