



IMPORTANT NOTICE

1. MGX tokens are not securities, collective investment schemes or units, or business trusts as defined under Singapore's Securities and Futures Act (Cap 289) ("SFA").
2. The offer of these tokens are therefore not regulated by the SFA. There is no requirement for the offer of the MGX tokens to be accompanied by any prospectus. Nor is there any requirement for any prospectus to be lodged with the Monetary Authority of Singapore ("MAS"). No regulatory authority has reviewed any information in this White Paper. As a matter of prudence, the MAS has been notified of this MGX initial token sales and our analysis that the tokens are not regulated under the SFA.
3. The White Paper or any part thereof, may not be distributed in any jurisdiction where the contents of this White Paper is regulated or prohibited.

REPRESENTATION & WARRANTIES

1. iFashion Group Pte Ltd does not make or purport to make any representation or warranty or undertaking in this White Paper or in connection of the MGX initial token sales, to any person, including any representation, warranty or undertaking relating to the truth, completeness and accuracy of the information in this White Paper.

2. You represent and warranty that:

- You agree that MGX tokens are not securities, collective investment schemes or business trusts under Singapore's Securities and Futures Act, and that these are not securities or similar instruments in any other jurisdiction;
- You agree to furnish personal information and documents which may be requested by i-Fast for the purposes of conducting customer due diligence, and that any information furnished by yourself is true and accurate, and that you have not withheld any material information;
- You, your associates, your businesses enterprises (in which you are beneficial owner) or family members are not on any sanctions or terrorist list issued by the United Nations, or any other jurisdictions;
- You, your associates, your businesses enterprises (in which you are beneficial owner) or family members, have not committed any previous criminal offences, and that you have not used any proceeds of crimes or tax offences (whether belonging to you or otherwise, and whether directly or otherwise) to purchase MGX tokens.
- You understand MGX is not providing you with any investment or financial advice, that you are acting of your own volition and have sought your independent financial advice where appropriate;
- You understand fully the investment risks relating to investing in cryptocurrencies generally, and in relation to MGX tokens specifically and accept all investment risks (including the possibility of losing part or the whole of your investments); and
- You are not a citizen, resident (tax or otherwise) or green card holder of the United States of America.

BEFORE WE BEGIN

We pledge to guide and defend the needs of the new generation. We will not settle for the status quo. We will not stay contented. We are the disillusioned, the dismissed, and the disenfranchised. We believe in the good life and that it is not beyond our reach. The world will not define us as rich or poor. We are not strawberries. We are tougher than our fathers. We value the truth and we want our version of it to be heard. We are the millennial generation.

Everything is about to change.

WHAT IS MEGAX?

MEGAX is a movement centered around a millennial-driven retail token and developed for a fresh, emerging retail network. It was formed due to the need for a growing pool of independent, exciting, and eclectic brands to reach their targeted market -the exponentially-growing and constantly-shifting millennial generation.

EDITOR'S NOTE:

A brave new world. A different way for businesses to ride out the cycles. A new way for the man-on-the-street to take a stand. We built MEGAX knowing that ownership empowers. We believe that people make better choices when they are given responsibility over currency. We will buy things we actually love, and not settle for anything less. We will support brands, not in the name of pricing and gimmicky advertisements, but what they stand for.



WHAT MAKES MEGAX AWESOME



CONTEMPORARY, COOL
& KICKASS PRODUCTS
AVAILABLE FOR
IMMEDIATE PURCHASE



MINIMUM PRICE
GUARANTEE ON PRODUCTS*
+ 10% BONUS ON
INITIAL TOKEN SALE



CREATED BY PROFITABLE,
MILLION-DOLLAR REVENUE
GENERATING COMPANIES
WITH VC INVESTMENTS



TECHNOLOGY-DRIVEN
PAYMENT SOLUTIONS
COMPANY WITH
10 YEAR HISTORY

*The minimum price will be calculated by taking the average closing price of Ethereum everyday using coinmarketcap.com and averaging it out over the duration of the sales period (ending 17 November 2017 or earlier). The ratio is 1 Ethereum = 380 MGX.



Chapter 1: Brave New World - Let's build our own retail ecosystem

BUILDING A NEW RETAIL ECOSYSTEM FOR MILLENNIALS

MEGAX was formed due to the need for a growing pool of independent, exciting, and eclectic brands to reach their targeted market -the exponentially-growing and constantly-shifting millennial generation (consumers born between 1982 & the early 2000's). This is a generation marked by a swelling interest and competency in communications, media and digital technologies.

The millennial generation is unlike any other that has come before it. Due to the amassed advancement in technology, millennial babies were born into a society obsessed with new and groundbreaking technologies. The children of this generation were raised with access to virtually anything they desired, or anyone with whom they wished to communicate - all at the mere touch of a button.

As social media platforms such as Facebook, Instagram, and Snapchat surfaced, millennials discovered the ability to create profiles and virtual expressions of themselves to the web of this wide, voyeuristic world.

Through this, a “me” generation was created. Although every individual is different, millennials carry certain similar characteristics. They are strong-willed and opinionated, while being extremely indecisive at the same time. They change their minds as rapidly and frequently as the shifting of their thoughts and ideas. And so, it follows for them always to demand more. Their swift and fast-paced minds prevent them from finding satisfaction in the current and conventional means of e-commerce. As a result, the retail industry is falling behind.

A wide-angle photograph of a busy urban street, possibly in Tokyo's Shibuya or Shinjuku area. The scene is filled with people of various ages walking in different directions. In the background, there are numerous large, brightly lit billboards and advertisements for brands like AKB48, OTRONICA, and SEIBU. One prominent billboard features a woman's face with the text "F21 FOREVER". The architecture includes modern glass-fronted buildings and a tall, cylindrical tower on the right labeled "WOMEN'S".

INVESTMENT BANK UBS FORECASTS THAT
BY 2020, MILLENNIAL SPENDING IN ASIA WILL
REACH 11 TRILLION USD

INTRODUCING MEGAX

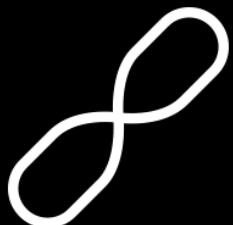
MEGA X is a movement centered around a millennial–driven retail token and developed for a fresh, emerging retail network.

The value proposition offered centers on 4 key pillars:



STAKE

Decentralized ownership of
retail tokens by
millennial consumers



SYSTEM

A broad and growing
network of more than a
thousand independent, hip,
& trendy retail stores and
brands adopting the retail
token as an alternate
payment as well as expense



VIRALITY

A self-propagating system
riding on the network effects
among the digital generation
of both the brand owners
and their loyal following



TECHNOLOGY

Digital wallet and
hardware for a secure
payment and exchange with
fiat currency.
Seamless and quick
transactions for retailers



“ WHAT MOVES MILLENNIALS MOST IS OTHER MILLENNIALS. ”

- Shama Hyder, Founder/CEO of Marketing Zen

MEGAX will power and ride on a proven retail concept:
engaging millennials is our specialty

Prior to the creation of MEGAX, iFashion had already established an existing network of more than 1400 independent brands, with a combined reach of more than 2 million consumers and end-users. It has successfully run offline millennial-themed retail events, attracting over 600,000 consumers in only a few days.

Within its own assets and brand offering, iFashion has successfully run 4 leading e-commerce brands and marketplaces in the fashion and lifestyle space, with in-depth expertise from supply chain, to marketing, and to fulfillment. iFashion understands the intricate and fragile needs of both brands and millennial consumers alike.

MEGAX is also ensured to generate a secure and convenient means of exchange for millennials to pay at the point of sales. With 10 years of payment technologies experience, Ffastpay (product of MC Payments, a technology partner) will partner with us in launching MEGAX.

THE MILLENNIAL RETAIL PROBLEM

As the millennial generation emerges, so does a new age. The future of retail is rapidly approaching – and millennials have seized control. Individuals raised in a hyper-technologized world, millennials' minds have been immersed in and formed by social media from its very inception. Social media has supplied a platform for them to cultivate and voice their opinions and ideas. They need to be online and connected with people constantly. They want access to goods –even if they are halfway across the world. They know what they want, and they want it now. And so, they want their future experiences to coincide with the immediacy of this way of life. MEGAX seeks to fulfill these desires – whether subconscious or not.

Millennials are becoming increasingly self-centered about their needs and desires. As a result of the “me” generation, we notice more often the way in which millennials stand up to fight for their thoughts, ideas, and methodologies.

The current retail industry has failed to move, change, and develop at the rapid pace that the millennial generation demands –causing a substantial loss in overall market share.

Rather than attempting to fight the trend with awareness campaigns or customer retention tools, we seek to dive right in and further the movement. It's time for brands to stop ignoring millennials' needs, and instead pave the way for them to participate in retail on their own terms.

The development in cryptography and blockchain offers a fascinating promise -the ability to provide a token owned and controlled entirely by the holders, a truly decentralized ownership.

By combining the technological benefits of blockchain with a network of trendy independent brands, all subscribing to the same vision of a collective millennial narrative, MEGAX has created much more than just a new, innovative product. We have created a movement fashioned and wired specifically for the millennial.

The initial participants of the movement will act as a force paving the way for our vision. Similarly, the MEGAX team will tend to and groom these initial leaders with strong retail support, alongside fervent brand and technology development. Through a growing web of brands and consumer adoption, we intend for our network to spread the movement rapidly.

In time, MEGAX will mature into a full-fledged millennial influence, capable of directly dictating retail flow and focus. As the consumer takes back control and determines its own direction, vibrant brands will benefit by participation.

MEGA X will act as an exclusive retail movement. Non-participants will no longer be part of the conversation. As millennials regain sole influence, brands will come and go based on their frequently varying opinions, wants, and desires. It will be transparent and open for everyone in the network to witness. A glorious retail phenomenon.

WHY A NEW BLOCKCHAIN?

MEGAX is much more than just a coin/blockchain. It's much more than even a mere introduction of a new product. In its entirety, MEGAX is a millennial movement. We believe that the optimal path forward is to start fresh, offering originality and individuality, thereby creating a movement that millennials can latch onto, direct, and call their own.

Prior platforms such as Bitcoin and other altcoins have lacked in areas such as scaling, and have coincidentally failed to stimulate substantial adoption.



MEGAX will fill these gaps, as well as present the seamless and fast transactional speed that the current Internet-bred generation requires and expects.

In our efforts to build an efficiently flowing retail ecosystem, we aim to instill two key aspects. Primarily, it is of utmost importance to ensure a new and transparent ledger. Each and every transaction will be able to be seen by any MEGAX holder. In addition, we wish to encourage ownership in MEGAX, therefore allowing a monthly share of transacted volume for MEGAX users. We want our platform to be controlled solely by the entire network of millennials participating in the MEGAX movement.

BACKGROUND

iFashion Group is a Seed and Series A/B funded retail company built on many years of retail experience by millennial founders and their trending brands.

As a Singapore-headquartered online fashion & lifestyle group, iFashion Group has an immediate presence across 6 countries in Asia, along with a determined global vision. Over the years, we have sought to carefully cultivate our multiple brands and businesses to complement each other with each of our individual ventures. As we continue to grow and develop, we seek to be the leading fashion & lifestyle online conglomerate through a 3 - pronged approach:

1.

**DEVELOPING OUR
ECOSYSTEM BY
COVERING ALL KEY
VERTICAL MARKETS &
CUSTOMER SEGMENTS**

2.

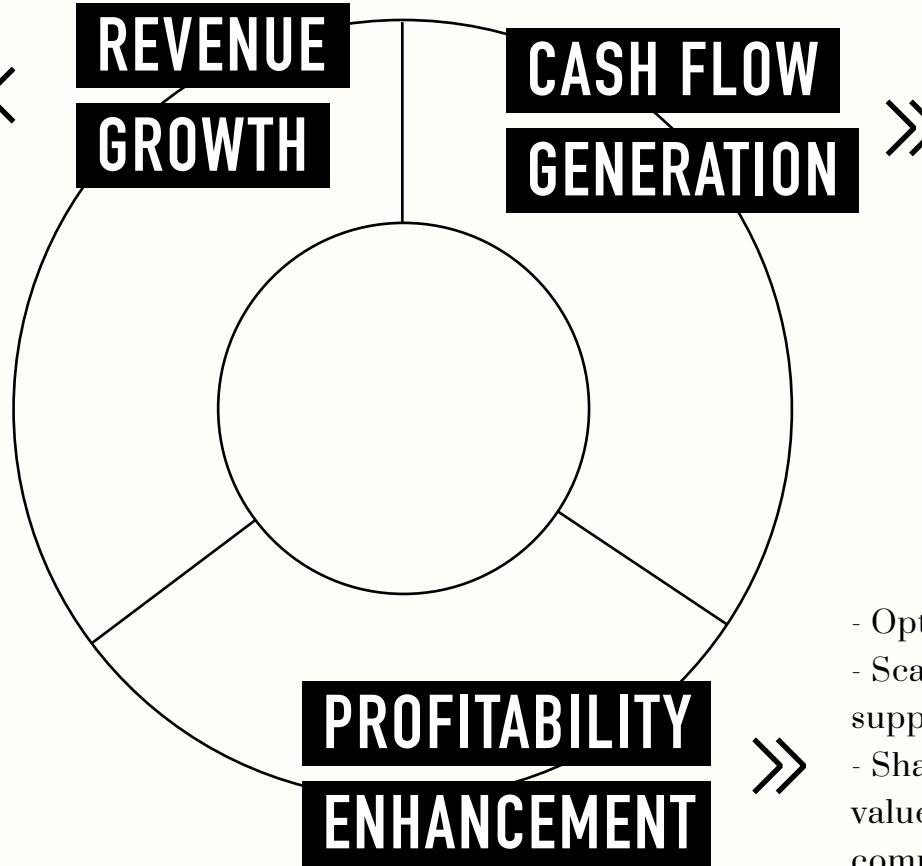
**BUILDING AN EXTENSIVE
ASSORTMENT OF ONLINE
TOOLS & PLATFORMS THAT
WILL GIVE OUR BRANDS
AN ABSOLUTE ADVANTAGE
OVER COMPETITION**

3.

**PARTNERING WITH
LOCAL LEADING FASHION
& LIFESTYLE BRANDS TO
BECOME THEIR INDEPENDENT
& REGIONAL ASSOCIATE
OF CHOICE**

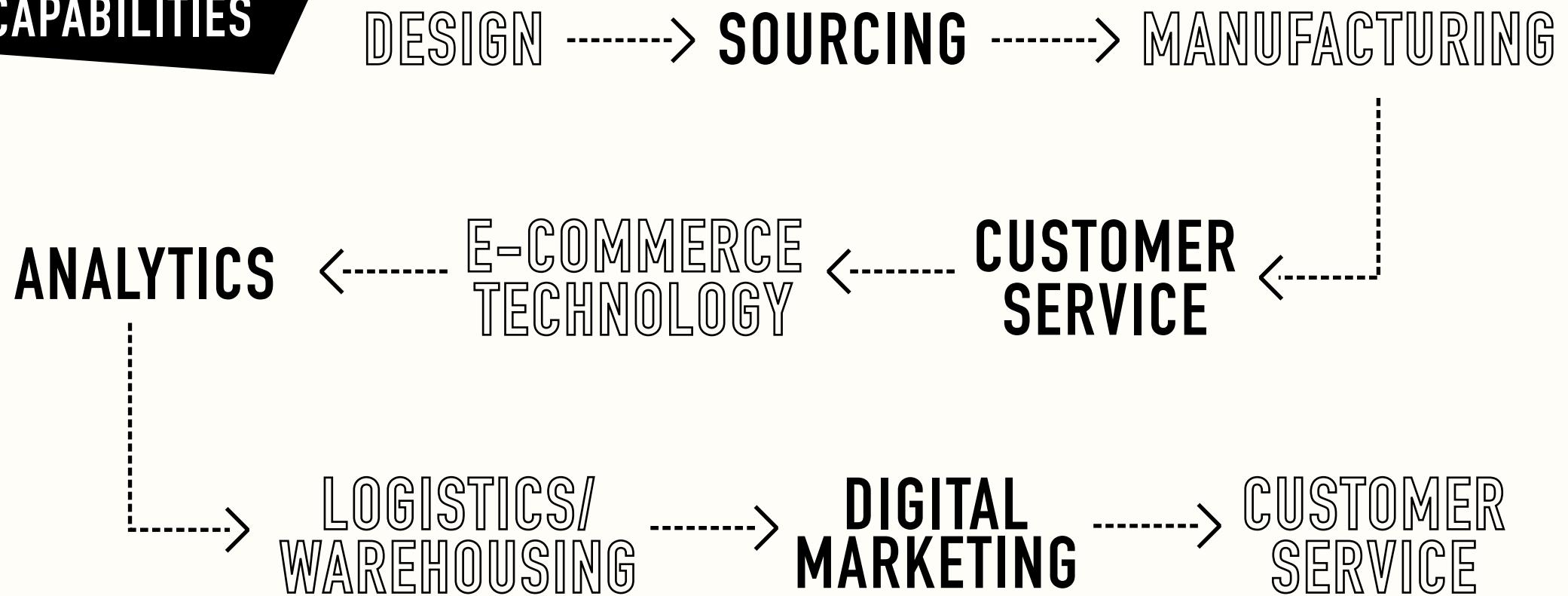
OVERVIEW OF MAIN SYNERGIES

- Expanded platform for stronger partnerships with brands
- Additional sales by exposing brands to a wider audience in Southeast Asia through multiple storefronts & online platforms
- Enhanced business potential through magnified marketing & advertising opportunities
- Faster localization of online stores by leveraging complementary geographic footprint



- Optimization of research and development investments through roll-out of one shared technology platform, connecting storefronts & distribution centres while allowing for one global inventory
- Optimization of logistics set-up
- Scale benefits by bundling top suppliers (couriers, etc.)
- Sharing of best practice across the value chain to drive efficiency without compromising on quality
- consolidation of overlapping offices

OUR FULLSTACK E-RETAILING CAPABILITIES



iFASHION CORPORATE TIMELINE

2014 → 2015 → 2016 → 2017 → 2018 →

NOVEMBER

Incorporation of iFashion Group

SEPTEMBER

Seed funding from Rimu Group

NOVEMBER

Acquisition of Invade (Retail Enabler)

JUNE

Acquisition of Dressabelle (Leading Fashion E-commerce)

AUGUST

Additional funding from Rimu Group

FEBRUARY

Acquisition of Megafash (Retail Marketplace)

APRIL

Acquisition of Blackbean Ideas, Red Republic & Meykrs (Retail brands)

SEPTEMBER

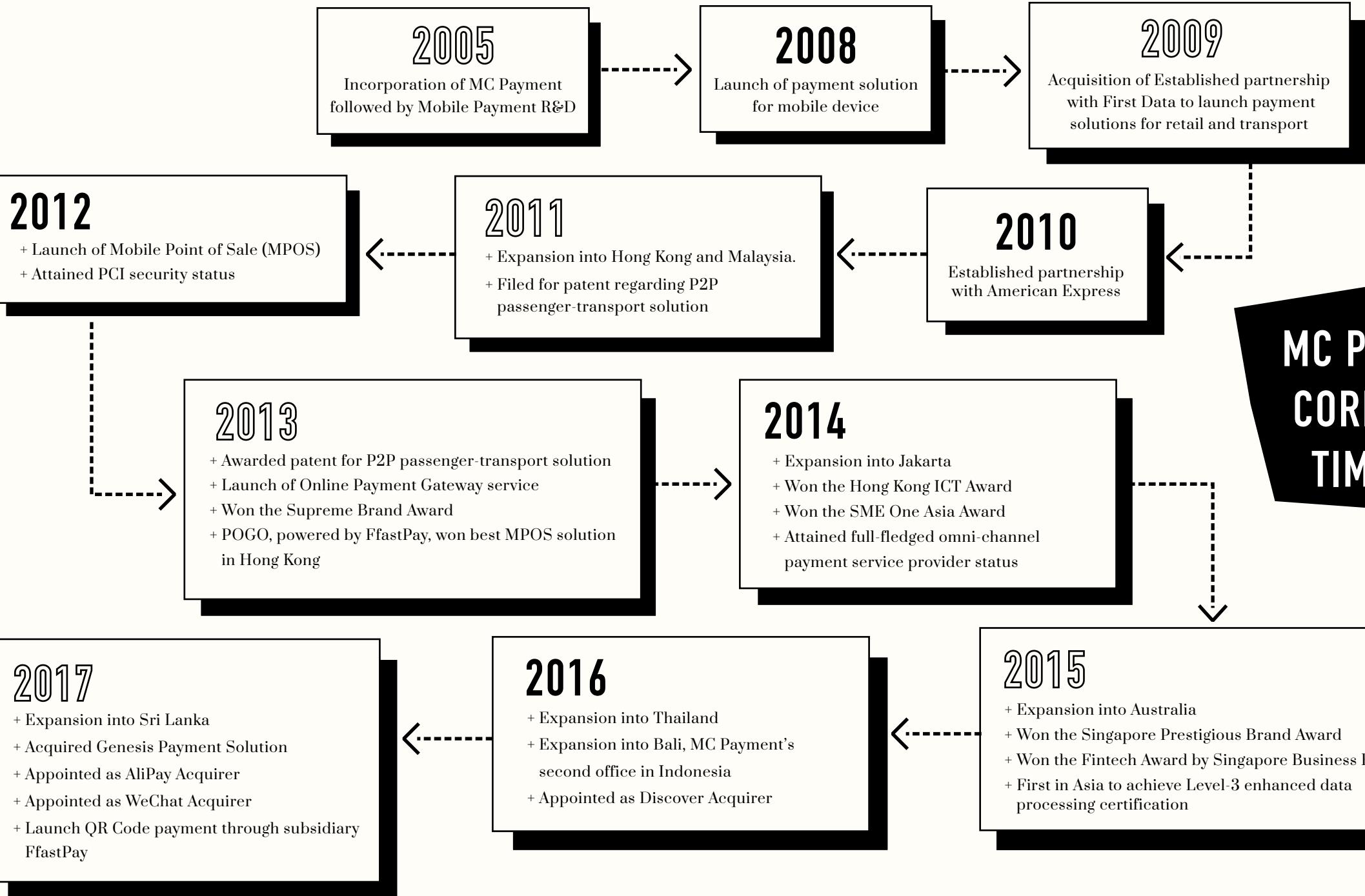
Launch of MEGAX coin via Initial Token Sale

Q3

Rapid expansion & development of MEGAX retail ecosystem

Q1

Initial Public Offering



**2.8 MILLION USD
IN VC FUNDING
SO FAR...**

MAY 2012

USD 50,000 from
Fatfish Internet Group

Dressabelle
iFashion subsidiary

MAR 2014

USD 1 million from
Sovereign's Capital
&
existing shareholders

Dressabelle
iFashion subsidiary

JUL 2014

USD 300,000 from
East Ventures &
Angel Investors

Megafash
iFashion subsidiary

JAN-JUN 2015

USD 600,000 from
Sovereign's Capital
&
existing shareholders

Dressabelle
iFashion subsidiary

SEP 2015

USD 800,000 from
Rimu Group

iFashion

RETAIL & TECHNOLOGY PARTNERSHIP



Consumer Retail Group

Technology provider focused
on Payment

Marketing Force

Blockchain development

Retail/commercial
adoption of coin

Payment solution to
empower coin

Provide customers
(end users of coin)

Provide Fiat to Token
liquidity via platform

Creation of Ecosystem/Network

Network enabler

E-commerce Technologies

Android device for
payment (hardware)

Retail Advisor network

Financial advisor network

THE TEAM



KHOO JUNHAO JEREMY
Group CEO, iFashion Group



ANTHONY KOH
Group CEO, MC Payments



CHRISTOPHER LOW
CTO, MC Payments



NGEOW JIAWEN
CEO, Megafash



KENT TEO
CEO, Invade



JONATHAN HEE
CEO, Blackbean / Meykrs



SHARON LAI
CFO, iFashion Group



JOANNE SOH
CEO, Dressabelle

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Partner & CFO, Banking On Blockchain Fund*

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*Former CPO & CMO, Omise
Former Executive, Visa Cybersource
Formerly held various leadership positions at Google, Elavon, ANZ Bank & CapGemini*

**NIZAM ISMAIL**

*Co-founder, RHT Compliance
Solutions & Partner & Head, Regulatory Practice, RHT Law Taylor Wessing
Former Executive Director & Head of Compliance for SEA, Morgan Stanley
Former Deputy Director, Market Conduct Policy Division, MAS*

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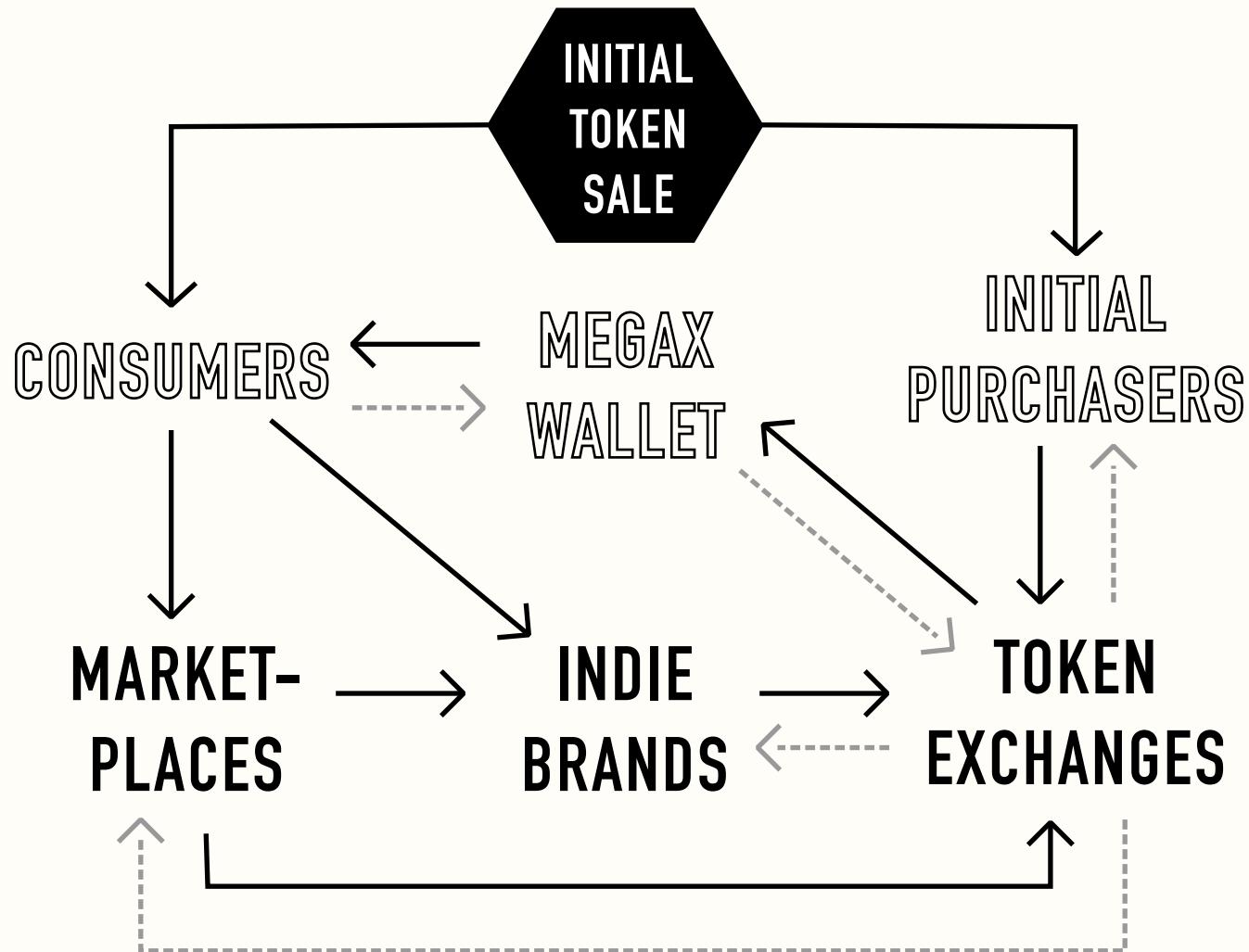
**CALEB YAP**

Co-founder, Singapore Bitcoin Club

**PETER SIN**

*Co-Head of Digital Currency Sub-Committee, ACCESS
(Singapore Cryptocurrency and Blockchain Industry Association)
Co-Founder, Singapore Bitcoin Club*

PROPOSED TOKEN FLOW & USE CASE



Participants in the ITS can either choose to invest in/trade MEGAX tokens within the token exchanges on the listed dates, or purchase products at partner brands in the MEGAX network. Each purchase will be based on the prevailing exchange rates between MEGAX and other authorized currencies.

With a decentralized retail token as the medium to retail operations, transactional fees are kept at a near-zero. Consumers will reap the benefits of lower prices, while brands and marketplaces will profit from the increased visibility and traction via membership into the ecosystem.

Additionally, we believe that MEGAX can begin ahead of its competition, due to the introduction of a point of sale wallet in Ffastpay. This new aspect will allow convenient conversion between fiat currency and MEGAX, which was the cause of failure for many previous e-commerce utilization cases.

EARLY RETAIL ADOPTION OF MEGAX (Q3 2017)



MONOYONO
THE INSPIRING STORE



Fleauhere.
EVERWHERE, EVERYDAY

ARTBOX
SINGAPORE

DRESSABELLE

MIGHTY
JAXX

MEYKRS

AIRMOCKS
We Keep You Hanging



THE MEGAX MALL

The perfect online millennial mall that only accepts MEGAX as payment. Be prepared for more than 10,000 trendy brands, innovative and novel products as well as worldwide shipping. The MEGAX mall will be ready by Q4 2017 and will be the heart of the MEGAX movement.



MEGAX EVENTS

Epic retail events that only accept MEGAX for payments. Unique artisanal markets to be organised worldwide which will attract millions of consumers. This will lead to accelerated awareness as well as adoption of MEGAX.

(Pictured: Artbox event organised by MEGAX team in Singapore - turnout of 600,000 consumers over 2 weekends.)

IFASHION INITIAL TOKEN SALE

What is an Initial Token Sale?

An ITS (Initial Token Sale) is a new, unique way to sell tokens to initial purchasers on the blockchain. It is an instance in which a new blockchain venture sells some of its tokens to early purchasers, providing them early access to the features, or in MEGAX's case, the ability to directly spend their tokens on the retail network. These purchasers are highly incentivised and aligned by purchasing the initial tokens, which will in turn fuel the retail network as they will help to get the word out and raise awareness in the broader community.

The sale of MEGAX tokens in connection with an Initial Token Sale (the "MEGAX ITS") to you as a purchaser thereof, will be subject to and governed by the T&Cs - which is a separate document setting out the terms and conditions of the agreement in relation to the MEGAX ITS. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

**THE IFASHION INITIAL TOKEN SALE
IS HEREBY ANNOUNCED TO LAUNCH ON:**

**17th OCTOBER 2017
6PM SGP TIME (UTC+8)**

OFFICIAL WEBSITE:

WWW.MEGAX.IO

Why does iFashion need an ITS?

iFashion believes in an objective, transparent, and vibrant retail environment, where transactional fees are practically removed from the equation. Our ecosystem rests on the principle, “you get what you paid for” with no leakage from the conduct of business. We support a budding retail industry of young, independent and talented brands & entrepreneurs who are making a difference with their experiential and unique products.

In order to achieve our mission, we wish to raise funds from a self-constructed community of members. In this way, participants will be able to directly take part in and benefit from the future successes of this endeavor.

As we embark on this projected retail shake-up, our main goal is to potentially correct any unfairness in the current system. We seek to completely disrupt the way in which consumers and retailers interact in order to pave the way for millennials to regain control.

How will participants in the ITS benefit?

iFashion will be continuously developing the MEGAX blockchain, as well as growing adoption on a retail and consumer level simultaneously. It will seek to execute this on 2 main fronts:

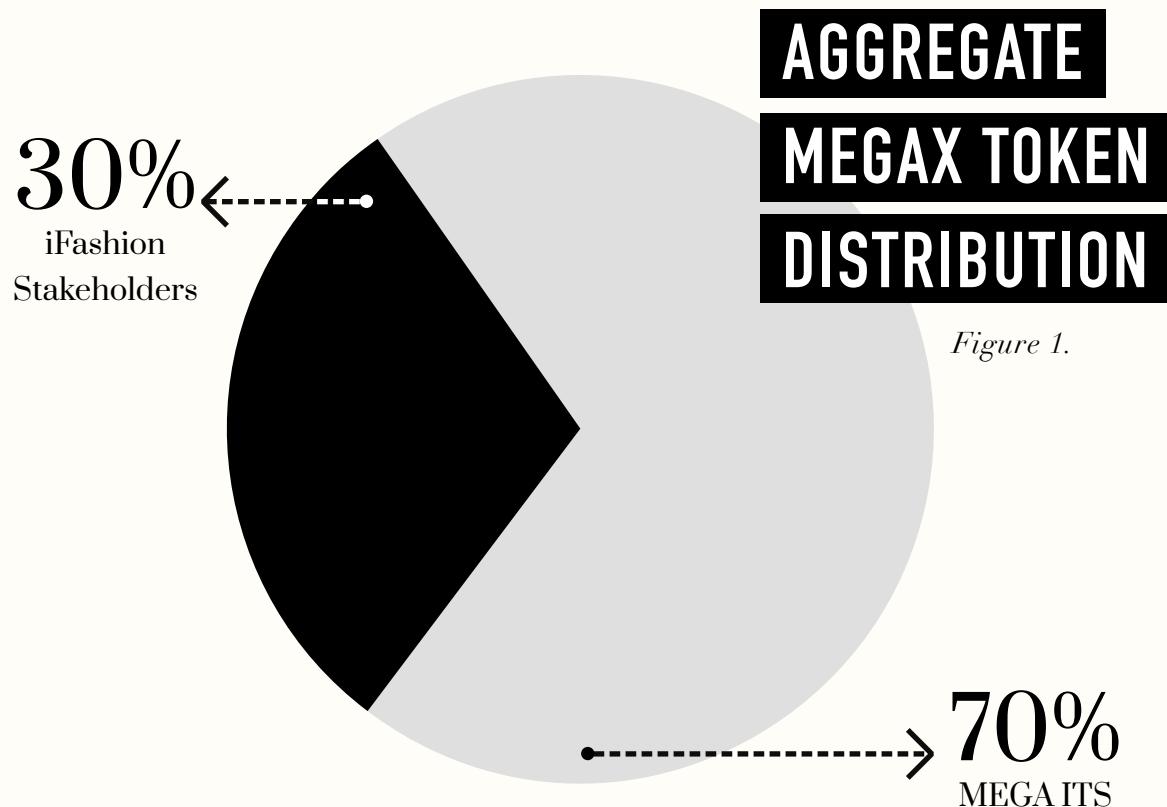
1. Acquisition of unique and exciting retail brands into the iFashion Group, in order to develop and grow brands in a community setting
2. Marketing and sales of MEGAX to more marketplaces and independent brands, with intentions for these brands to join the MEGAX network of more than 1400 retail brands selling in the iFashion Group of companies.

“ IN ORDER TO APPEAL TO THIS GENERATION, RETAILERS NEED TO PROVIDE A SEAMLESS CUSTOMER-FACING RETAIL EXPERIENCE. ”

- Tom McGee, Forbes

GENERAL INITIAL TOKEN SALE (ITS) OVERVIEW

On October 17th, 2017 -starting at 6PM Singapore Time, we will offer 70% of all MEGAX tokens to be distributed for purchase by the public in the iFashion Initial Token Sale (under the ticker symbol MGX). The remaining 30% of MEGAX tokens created will be issued to iFashion stakeholders as an incentive to ensure long term commitment to the token's retail adoption (figure 1). Further details of the distribution of tokens are explained below.

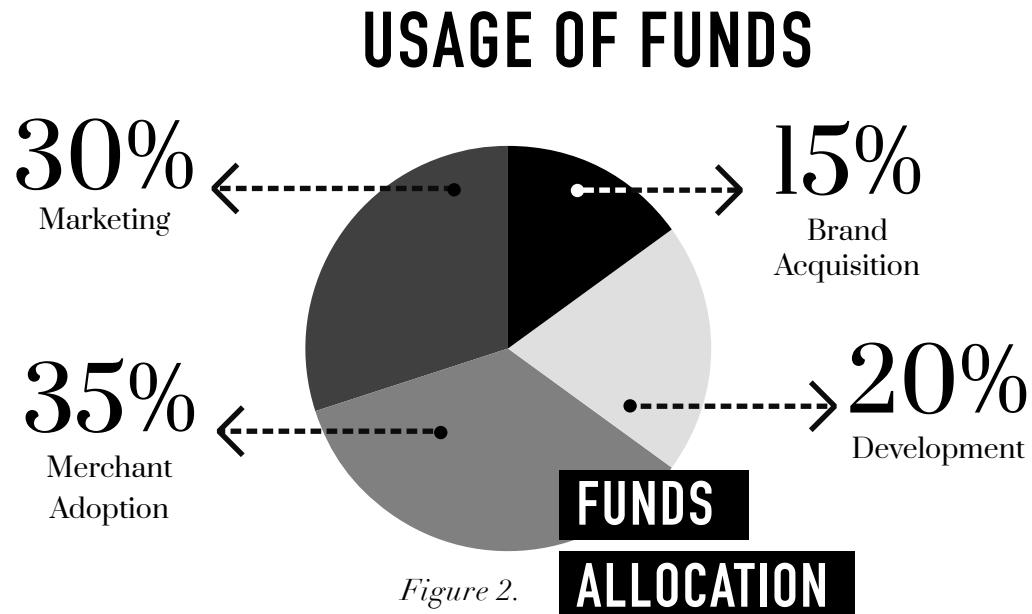


Each MEGAX token will be sold for 1/380 Ether (ETH), i.e. 1 ETH = 380 MEGAX. There will be a minimum purchase amount of 100 MEGAX tokens per purchase. Likewise, there will be a maximum cap limit of 100,000 ETH accepted for the iFashion Initial Token Sale. The MEGAX tokens created for such maximum amount contributed will, in turn, represent 70% of all MEGAX tokens. Should this amount be reached before the end of the sale on 17th November 2017 [6pm Singapore Time (UTC+8)], the ITS will be immediately closed. In the case of an amount of contribution falling below the maximum amount of 100,000 ETH, 70% of all tokens issued will be lowered, and the remaining unissued MEGAX tokens will be burned and removed from circulation.

Please note that no new MEGAX tokens will be created after the iFashion ITS.

Merchant adoption

A sizeable portion of the funds raised will be used to reach and secure merchant brands and retail stores. This is a critical function that must be achieved to promote a robust and vibrant ecosystem. The funds will be directly deployed into hiring talented account and sales managers who will perform their duties on the ground level. The speed of lead generation and merchant acquisition will depend on the ability to scale the size of this pool of staff.



RAISED	TARGETS
< 20000 ETH	100 new merchant brands by Q1 2018, 400 new merchant brands by Q4 2018
< 50000 ETH	200 new merchant brands by Q1 2018, 1000 new merchant brands by Q4 2018
< 100000 ETH	300 new merchant brands by Q1 2018, 2000 new merchant brands by Q4 2018

Marketing

Branding MEGAX as a coin for millennials requires a strong marketing communications team and a solid budget to execute the promotional collateral and digital campaigns. The marketing budget will simultaneously target both the brands as well as their following. Part of the budget will also be used to continuously enhance MEGAX's branding, as well as keep it relevant to shifting trends and demands.

RAISED	TARGETS
< 20000 ETH	Reach 40 million consumers by Q4 2018
< 50000 ETH	Reach 100 million consumers by Q4 2018
< 100000 ETH	Reach 200 million consumers by Q4 2018

Development

The MEGAX blockchain will constantly be enhanced for speed, security, scalability and accessibility. This will require a dedicated and talented team of blockchain developers who can execute based on our technology roadmap.

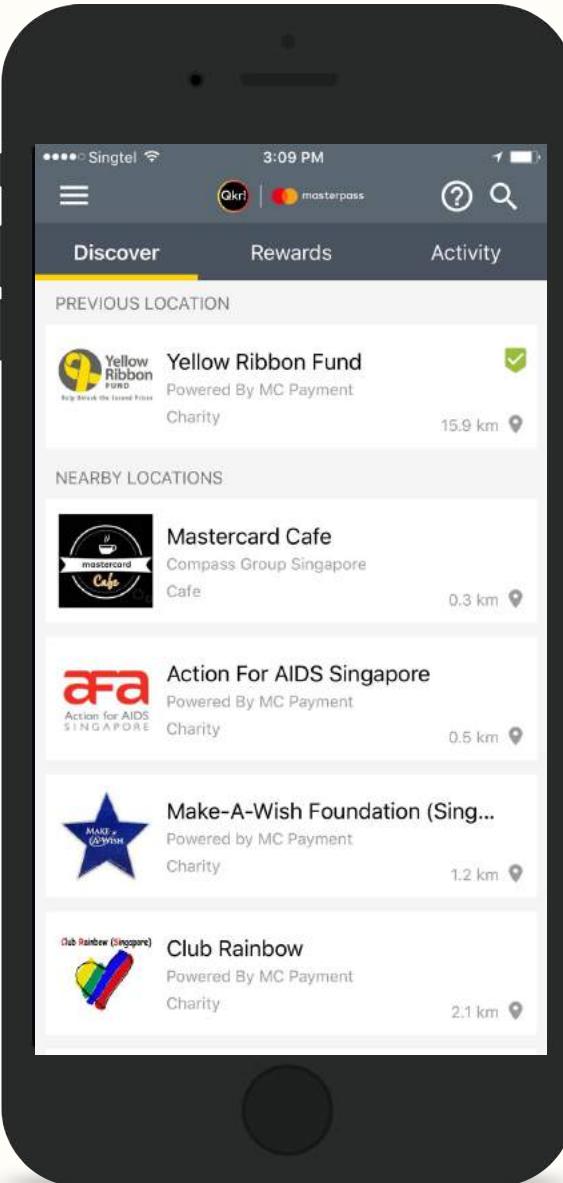
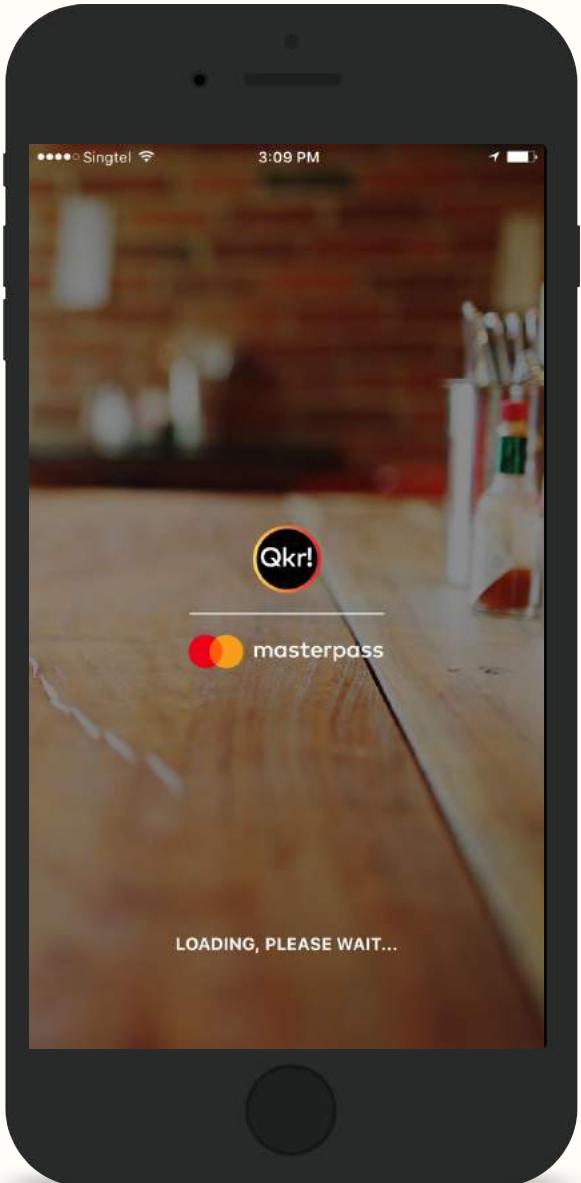
RAISED	TARGETS
< 20000 ETH	Deliver Android App by Q4 2017
< 50000 ETH	Deliver Android App Q4 2017 iOS app by Q1 2018
< 100000 ETH	Deliver Android App Q4 2017 iOS app by Q4 2017

Brand Acquisition

iFashion aims to establish itself as a “retail trend uprooter”, with MEGAX at the core of the revolution. To achieve on the rapid expansion process, iFashion has made several acquisitions en route to ITS. The members bring highly talented leadership and skilled teams into the group, increasing the overall competency and impact of the company.

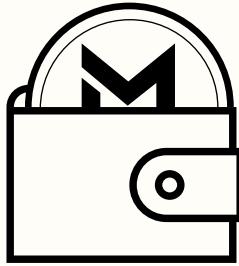
RAISED	TARGETS
< 50000 ETH	Acquire 1-2 brands by Q4 2017
< 100000 ETH	Acquire 3-4 brands by Q4 2017

MC PAYMENT X MASTERCARD



Qkr! is a MasterCard initiative which aims to simplify payment transactions between merchants and customers. MC Payment is proud to partner with MasterCard to be the merchant acquirer and business drive for Qkr!.

MC Payment also empowers iFashion merchants to be onboarded Qkr! and allows them to conveniently sell their products and receive payments easily. A merchant can receive payments usually within two days.



WHAT IS THE MEGAX WALLET?

Many of us hold wallets stored with a myriad of scattered credit, debit, and/or loyalty cards. We are accustomed to scavenging around in our “fat” wallets and purses just to find a credit card to pay with. Imagine an alternative world where your heavy, tangible wallet exists in a convenient digital form. Imagine the ability to hold an infinite collection of cards, while reducing your payment friction all at the same time. The promise of an electronic wallet – or eWallet – is beneficial for everyone involved. While customers are already living in complete transactional bliss, merchants can also experience the same benefits with eWallet. A current, key component of a merchant’s eWallet is Customer Relationship Management (“CRM”). The decreased payment friction caused by other methods of settlement will boost and increase the Lifetime Value of their customers. We believe that by offering our own eWallet solution, we can greatly enhance the cadence within interactions between merchants and their customers. Merchants can benefit from the value proposition since they will have access to a more cost-effective marketing and promotion channel within MEGAX’s vast network of millennials.

VALUE-ADDED MOBILE WALLET SERVICES

Besides the obvious transactional purpose of an eWallet, the MEGAX wallet can also offer users other useful features such as:

1. Ability to seek out merchants accepting MEGAX tokens nearest you or a particular landmark through location-based services
2. Ability to search for discounts and coupons based on merchant category
3. Ability to check transaction history with a previous merchant
4. An environmentally-friendly source through digital receipts
5. Peer to peer transfers

MOBILE WALLET ADOPTION BY MERCHANTS

In order to support the payment acceptance of MEGAX tokens, we have taken ample steps to reduce the cost of initial membership and increase the feasibility of adoption. Whenever a merchant wishes to accept MEGAX tokens, they will go through the typical thought process of:

1. Is there a cost to support MEGAX tokens? Infrastructure required for supporting acceptance?
2. Is it risky? Will the merchant be liable for chargebacks, if any?
3. How soon can the merchant receive payment?
4. Are there many MEGAX token users?

We wish to address each consideration below:

COST

Adopting MEGAX tokens simply requires the merchant to install the MEGAX Wallet software on their existing mobile device (iOS or Android). With reference to Figure 3, the merchant simply displays the QR code and the MEGAX token holder will use his or her phone to scan the QR code. Simply stated, there is absolutely no cost to accept MEGAX tokens.

RISK

MEGAX tokens are based on blockchain technology. Any transaction between sender and recipient are irrefutable and timestamped. Merchants who receive MEGAX tokens as a form of payment will not have to deal with issues such as chargebacks.

PAYMENT

As soon as a merchant accepts payment, the MEGAX tokens are immediately deposited into the merchant's wallet. Payment is instantaneous. There is absolutely no time delay between money deposits. The moment money is transferred, it appears immediately in the recipient(s)' wallet.

MEGAX TOKEN USERS

We expect thousands of millennials to adopt MEGAX tokens as we venture to increase our foundation of supportive merchants. We will invest in various marketing channels to appeal to millennials immediately after the ITS. We believe that for a merchant, he/she will consider the existing 1,000+ merchants supporting MEGAX and also wish to participate. This premise will provide credibility to our methods and an assurance that the MEGAX movement is worth adopting.

THE MEGAX WALLET

Our wallet technology is developed using the finest web 2.0 framework utilizing Angular JS and other web responsive toolkits. Its purpose serves as a virtual safe, obtaining MEGAX tokens, and functioning as a facilitator for consumer – merchant transactions for products and services. The MEGAX Wallet aims to substantially reduce payment friction in order to improve customer experience and encourage repeat purchases. Every MEGAX token holder will be granted access to their MEGAX Wallet accounts.

Within the MEGAX Wallet, a user can employ functions such as:

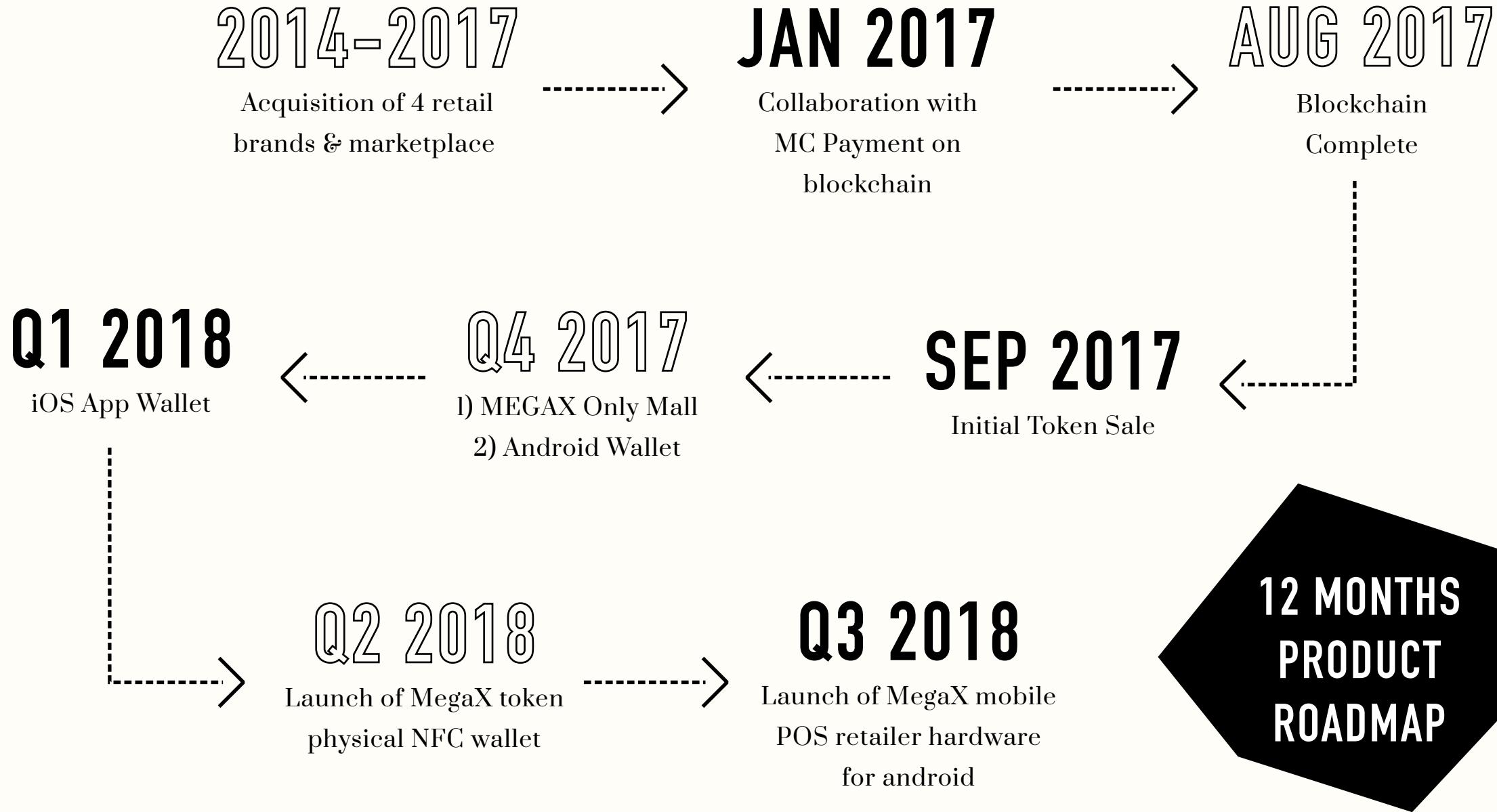
1. Engaging in an exchange of user's tokens for a merchant's goods and services
2. Transferring tokens to another MEGAX wallet user
3. Viewing the list of merchants who accept MEGAX tokens

In time, notably after the ITS, MEGAX Wallet will expand in its capabilities and aim to offer additional functions such as:

1. Ability to exchange with other tokens on the blockchain
2. Location-based services to find merchants' products and services

As a wallet catered to the millennials, we decided to do away with the dull, physical debit card. For a small fee, MEGAX holders can request for a singular, physical token that will represent their entire wallet. The token can be used for daily transactions with other MEGAX holders or retail stores that accept MEGAX. In addition, the MEGAX physical token can be implemented with Near Field Communication technology or by simply embedding the MEGAX token holder's QR code for an easier transaction.

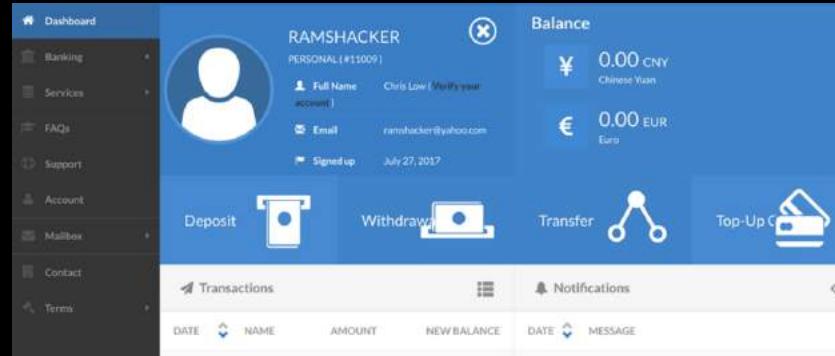




THE MEGAX WALLET- CRITICAL SUCCESS FACTORS

1/ SIMPLE & STRAIGHTFORWARD USER INTERFACE

As to not overwhelm users of the MEGAX Wallet, the design philosophy of the interface has been thoughtfully executed with the best practices in Human-Computer Interface design. As seen in the diagram to the right, a MEGAX Wallet user is provided with important data on the dashboard.



2/ SECURITY

MEGAX Wallet can be accessed via Secure Socket Layer over HTTP. It will also have 2 Factor Authentication processes (2FA) which will strengthen the security for a user's MEGAX Wallet account. 2FA is implemented by a One Time Pin sent to the user's mobile device. On the server side, we have implemented a third-party industry-standard application and web server security audit service. Stringent network rules as well as external perimeter

intrusion detection policies have been put in place after consultation with experts in the industry. We place great importance in the area of total and complete security. An additional layer of security would be required for payment-sensitive transactions such as compensation for a merchant's products while using MEGAX. This additional layer of security can be implemented using biometric authentication on supported mobile devices or through a mobile passcode.

THE MEGAX WALLET- CRITICAL SUCCESS FACTORS

3/ MOBILE APPS

In order to ensure widespread member adoption, we will quickly employ MEGAX Wallet as an app readily equipped for iOS and Android software. Combined with our mobile-responsive web app, we shall maximize the accessibility and user-convenience of our MEGAX Wallet.

4/ EASY PAYMENT

We guarantee that the process of using MEGAX tokens through the MEGAX Wallet will be straightforward and seamless for the consumer. Figure 3 illustrates the process of a typical transaction.

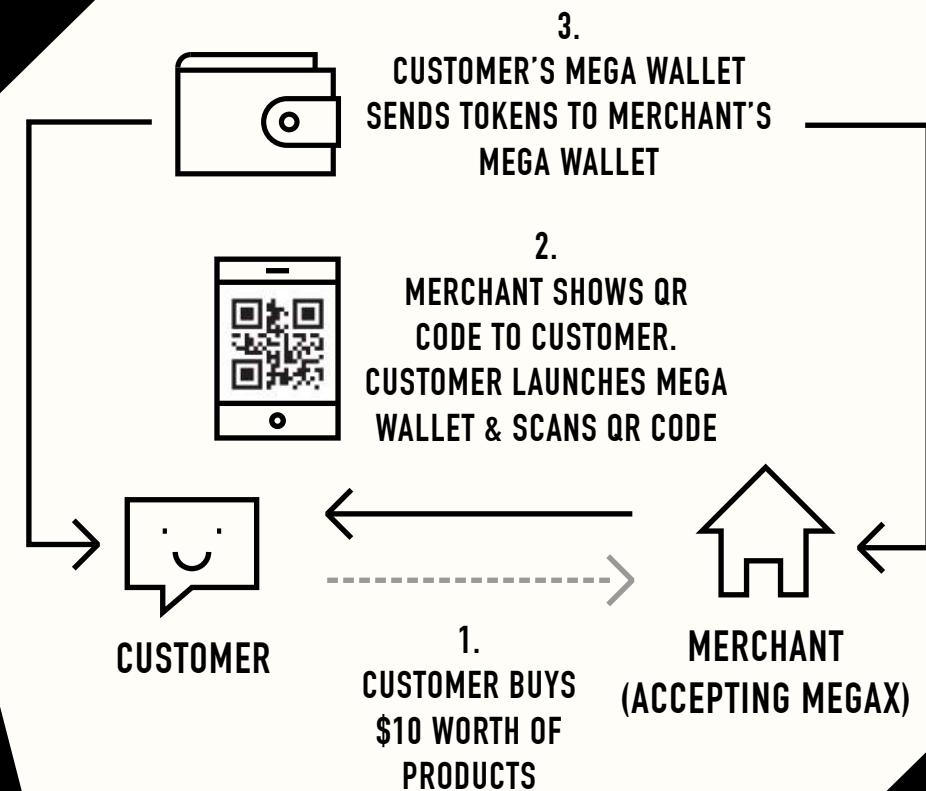


Figure 3. Transaction Process



UNDERLYING BLOCKCHAIN TECHNOLOGY

MEGAX tokens will be based on the Ethereum platform. Ethereum is the world's largest, leading smart contract blockchain. Ethereum was specifically chosen as it offers an efficient balance of speed and token liquidity. Currently, the currency for processing on Ethereum is known as Ether. One can buy and sell Ether on token exchanges to major fiat currencies.

ABOUT ETHEREUM

Ethereum is a decentralized platform that runs smart contracts. A smart contract is essentially a software application built and designed to perform automatically once the conditions for that particular trigger are fulfilled. The beauty of a smart contract is that it offers an unbiased decision-making process with no downtime or third-party interference.

In a traditional web-based application setup, there is always a central server hosting the database and application server. If any part of the component fails, the entire service fails. This is now in the past.

Blockchain mandates a decentralized node-based infrastructure. Thousands of nodes, represented by computers or computing points, processes each transaction, approving or rejecting them upon reaching a consensus. Each node holds an exact copy of a blockchain on another node. One can view blockchain as a distributed network of similar databases, ultimately lending credence to the infallibility of the blockchain application.



Figure 4. Sample Payment Acceptance Terminal

TRANSACTIONAL FLOW BETWEEN MILLENNIALS & MERCHANTS

A merchant who wishes to adopt and receive MEGAX tokens simply needs to install an application on their mobile device. To inspire rapid adoption - a combination of convenience and flexibility, we will introduce the MEGAX device to allow any android phone to be an instant payment processor.

This is particularly important for merchants that operate dynamically across locations or casual retailers. This device will be the first-of-its-kind employed within South-east Asia, and developed in-house with MC Payments.

Figure 4 depicts a payment acceptance terminal. It will be able to generate the QR code for an immediate transfer of MEGAX tokens from the buyer to merchant, as well as read the buyer's QR code.

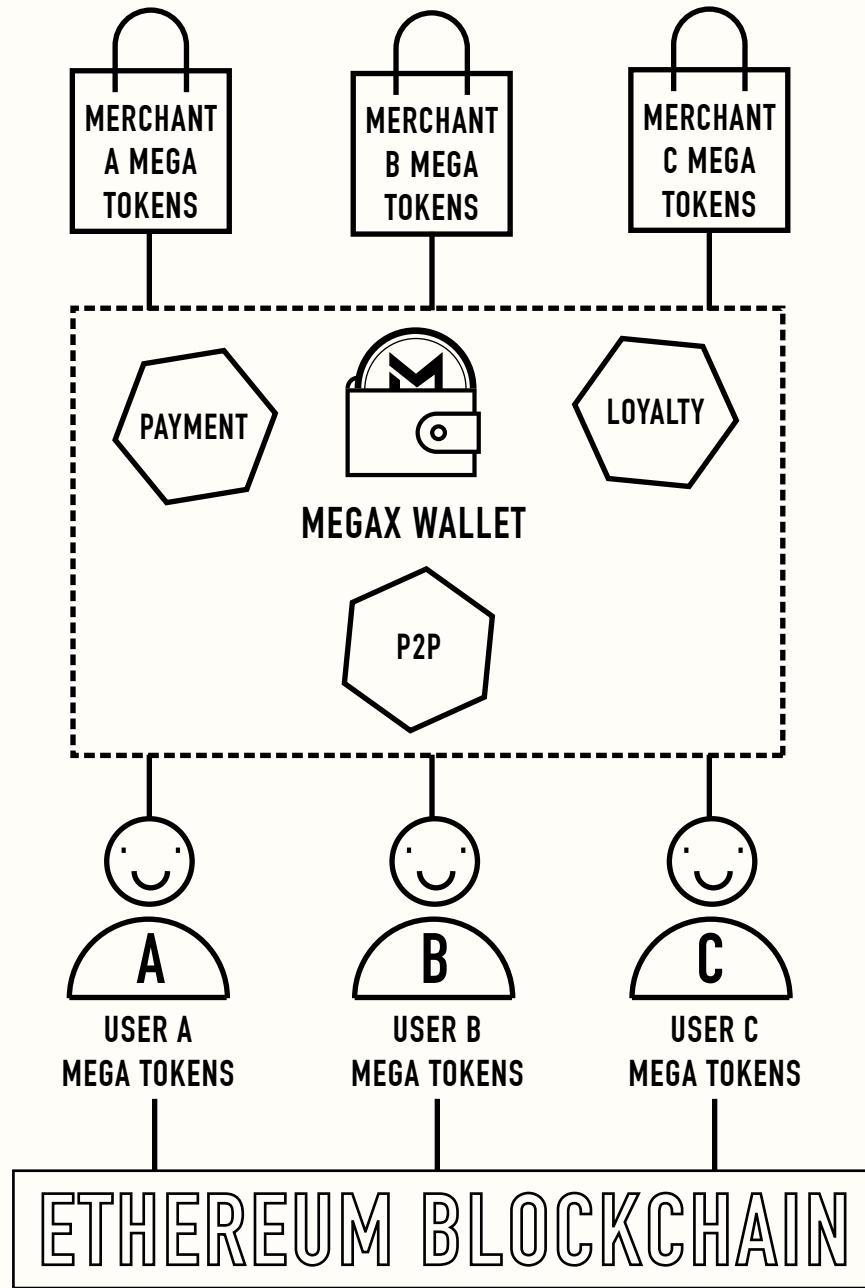


Figure 5. MEGAX Technology Stack

TECHNICAL PREAMBLE

Ethereum, as a turing-complete blockchain fits the key criteria needed to implement a system that can successfully distribute MEGAX tokens through an eWallet system. Ethereum Virtual Machine, a turing-complete blockchain, combines with Serpent to allow essential programming for our blockchain.

Our technology stack is depicted in Figure 5.

TECHNICAL ARCHITECTURE

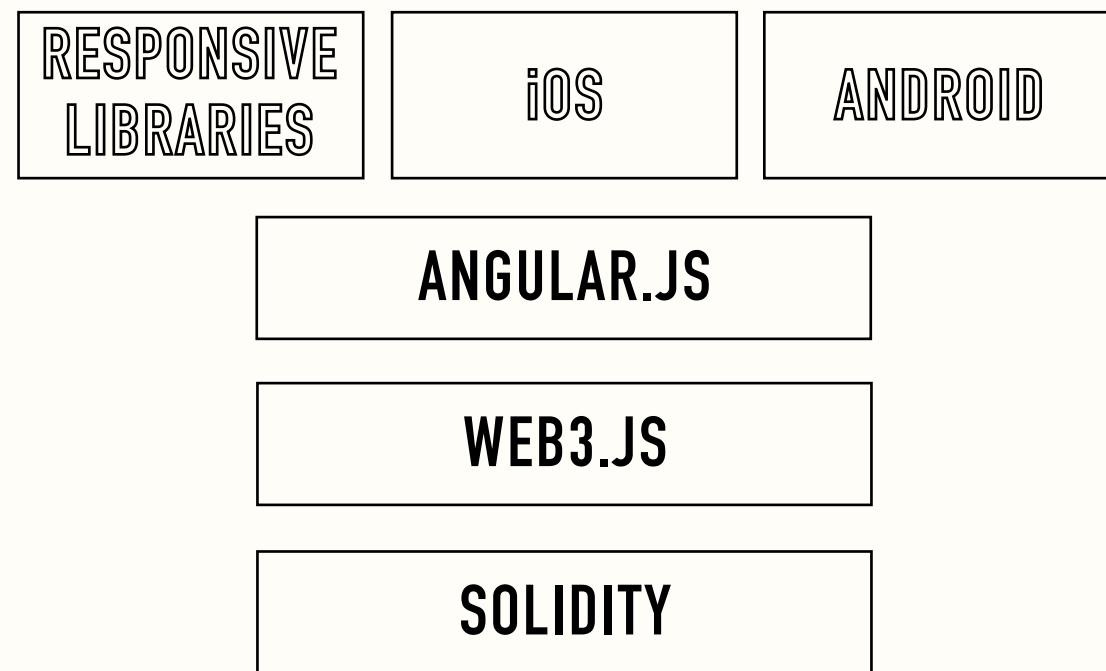


Figure 6. Components of our technology

RESPONSIVE LIBRARIES

We deploy bootstrap JS and JQuery JS as a part of our endeavor to implement a responsive and interactive web app. Some of the bootstrap and JQuery JS libraries are:

- jquery.validate.min.js
- jquery.wizard.js
- jquery.multi-select.js
- bootstrap-filestyle.js
- jquery.bootstrap-touchspin.min.js
- bootstrap-maxlength.min.js
- jquery.form-advanced.init.js

In total, there are a minimum of 20 other different JS libraries used for the presentation layer of the web app.

iOS & ANDROID

We may develop native apps for both iOS and Android using 4GL tools such as the popular Xamarin. Preference is given towards the original developmental environments such as Swift(™) for iOS and Java for Android. Ultimately, we will gravitate towards a progressive path that will yield a native app with a rich & accessible interface and instantaneous developmental speed.

ANGULAR JS

We will use Angular JS for the application layer logic of our MEGAX Wallet web app. We will also deploy third party Angular libraries. Some are listed below.

- angular-payments.min.js
- loading-bar.min.js
- angular-count-to.js

In total, we embedded a minimum of 30 third-party Angular JS libraries.

WEB3 JS & SOLIDITY

We will incorporate web3 JS libraries as part of Ethereum's language Solidity framework. The MEGAX wallet high level architecture is shown in Figure 7. It will launch with the ability to pay tokens to merchants and subsequently extending to more functionalities such as Voucher, P2P, and Loyalty.

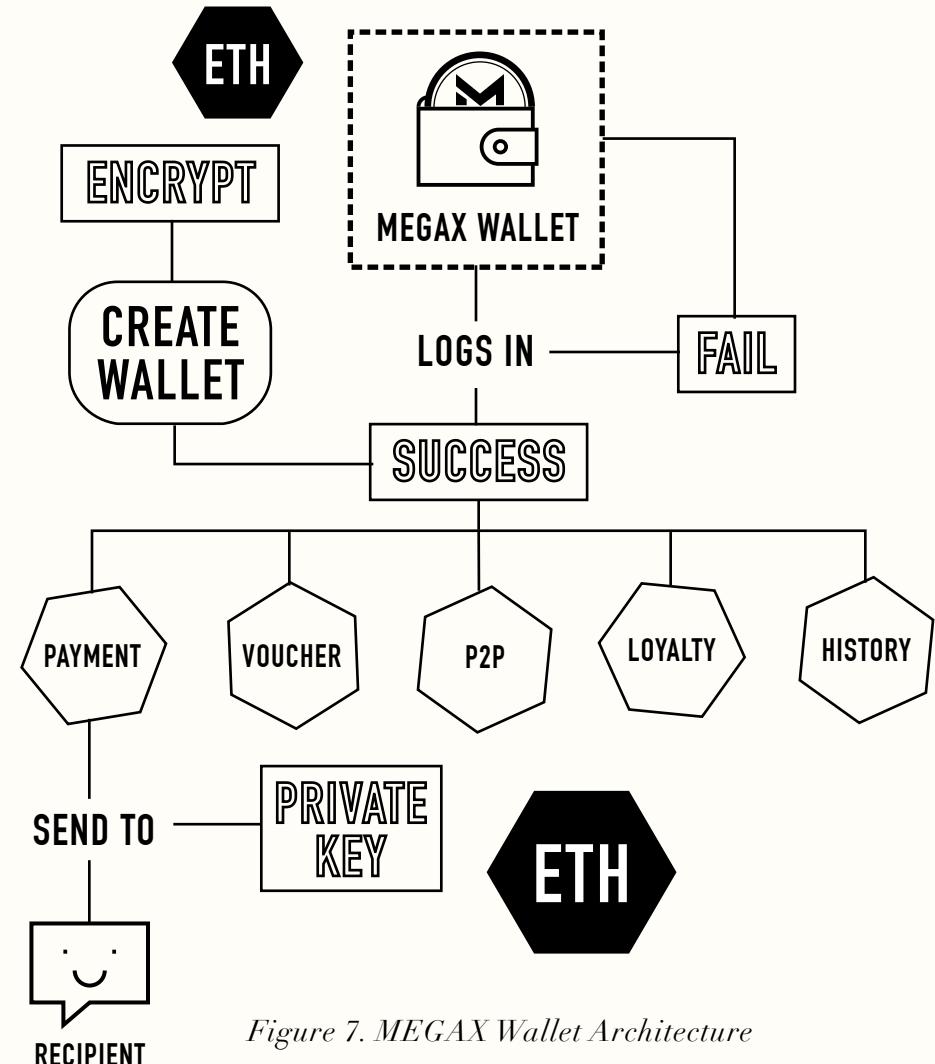


Figure 7. MEGAX Wallet Architecture

FREQUENTLY ASKED QUESTIONS

GENERAL

1. What is MEGAX?

MEGAX is a millennial movement centered around a decentralized ownership of tokens for use in a network of retail stores catering to millennials.

2. What are the MEGA tokens for?

MEGAX tokens functions as a voucher or store of credit for purchases in the MEGAX retail network of stores.

3. Who are the participating retailers?

Participating retailers can be seen and linked throughout the whitepaper and the website at <http://megax.io>

4. When and where will the ITS be?

The ITS will take place on 17th October 2017, starting at 6PM Singapore Time and end on 17th November 2017, 6PM Singapore Time (UTC+8). In the event all tokens are sold out before the stated deadline, the ITS will end immediately. The ITS will take place on our website at <http://megax.io>

5. How do I participate in the ITS?

You may participate in the ITS by creating an account on <http://megax.io> and following the instructions provided. You will need to have an existing wallet from which to deposit ETH or BTC.

6. What is the name of the token?

The name of the token will be designated as MGX.

7. Is MEGAX a fork of another coin?

No. It is created based on the ERC20 format.

8. How large is the MEGAX team?

The MEGAX team numbers more than 100 staff, ranging from operations, retail, account managers, logisticians, technicians, developers, and support.

BLOCKCHAIN

1. Is MEGAX blockchain public?

MEGAX blockchain is public and all our codebase is open-source.

2. What is the block size? What is the approximate transition confirmation time?

100% of total coin supply is pre-mined and will be distributed during the ITS.

3. Will there be mining?

There will be no mining.

4. How is the pre-mine distributed?

70% of the coin's supply will be sold during ITS and 30% will be reserved for goal alignment with the MEGAX team and stakeholders.

TRADING

1. When will the token be accepted?

Payment acceptance will start immediately upon the ITS ending on 17th November 2017, 6PM Singapore Time (UTC+8). In the event the ITS is closed early due to complete sales of tokens, the payment acceptance will still be held on 17th November 2017, 6pm Singapore Time (UTC+8).

2. When can I see my token in my wallet?

You will be able to see the token in your wallet within 24 hours of purchasing it.

3. What if I cannot see the MEGAX in my wallet after 24 hours?

It is possible that the ITS was already closed prior to your purchase as it was sold out. In such an event, your original tokens will be returned to your wallet.

FREQUENTLY ASKED QUESTIONS

4. How many MEGAX tokens are there now?

Should we attain maximum sale from the ITS, the total number of tokens in existence will be 54285714. Otherwise, it will be this amount subtracted by the amount of burned tokens remaining from the ITS.

5. What is the MEGAX symbol going to be called on the exchange?

The ticker will be MGX if it is listed on an exchange.

6. What will MEGAX be traded against?

This will vary from exchange to exchange, but it will likely be against BTC and/or ETH.

7. I did not get the chance to get MEGAX at the token sale, can I get it on another exchange?

Yes, you will be able to get it on another exchange at the point of listing, or purchase it on the MEGAX wallet, directly from the app once it is available.

