

# AJR AJR AJR

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## Introduction

Congratulation! As an early investor (or potential future investor), you are joining the most exciting new DeFi project being launched on the Binance Smart Chain (BSC).

AJR is not a memecoin, rather, it is the result of years of careful study and analysis on what makes a wildly successful BSC project and how to maximize investor returns, community engagement and token utility.

Driven by data, informed by insight we seek to bring innovation into everything we do. With an eye towards true innovation, coupled with a deep passion for cutting edge technology these studies have produced a remarkable set of tokenomics and utility that when combined with our transparent and talented team has led to AJR being hailed as the most innovative and exciting new project being launched on the Binance Smart Chain.

AJR Token is redesigning the way decentralized finance (DeFi) is structured. AJR is focused delivering completely new vision of crypto while delivering the most robust project ever designed for DeFi's. AJR is leveraging the power of Defi and through our tokenomics we offer huge opportunities for people around the world to take control of their financial future.

Gaining wider adoption fast is the key to preservation

We are proud of our diverse and growing community coming from all corners of the globe, guiding others within the DeFi space to AJR and explaining its inevitable potential, which we hold dearly within our values here at AJR and realize the crucial role a strong community has within our project.



## **Team Core Values**

- Community
- Trust and Transparency
- Innovation

Not only does AJR have the best tokenomics and most innovative tokenomics on the market, but the emphasis placed on transparency and trustworthiness will support an incredible community of passionate investors and long-term asset holders. Our values mission consists of three very important pledges: our pledge to our community, our pledge to transparency and finally our pledge to innovation.

### **Community**

Our pledge to our community is not simply a common catch phrase, rather it's the underlying value that shapes every decision that we make. Our community of investors deserve a project where they know they have the best and brightest minds working together to achieve financial freedom and success.

Through an elastic supply mechanism to dynamically adjust the supply to meet an increasing price peg, our community will be subjected to a guaranteed reward system alongside exciting contests, incentive-based reward programs and a myriad of opportunities to earn more through a variety of posts and positions that will help support the overall community goals.

### **Transparency**

Our second pledge, our pledge to transparency, defines how we operate as both a team and an overall community. We will always strive for the highest levels of transparency in everything that we do to provide our community with a clear insight and understanding of all processes that go in to making AJR a wildly successful new DeFi project.

There are many moving pieces that all must come together to create a successful BSC token with such an ecosystem, and our community is ensured that they will have full access to and understanding of all aspects of our team. This allows our team to benefit from the support of our community and gain insights from community suggestions and influence as we all work together in a transparent and supportive environment. We understand that our community is not just investors, but also talented traders, marketers, and innovators and we strive to maximize their talents and resources to further the success and potential of our project.

## Innovation

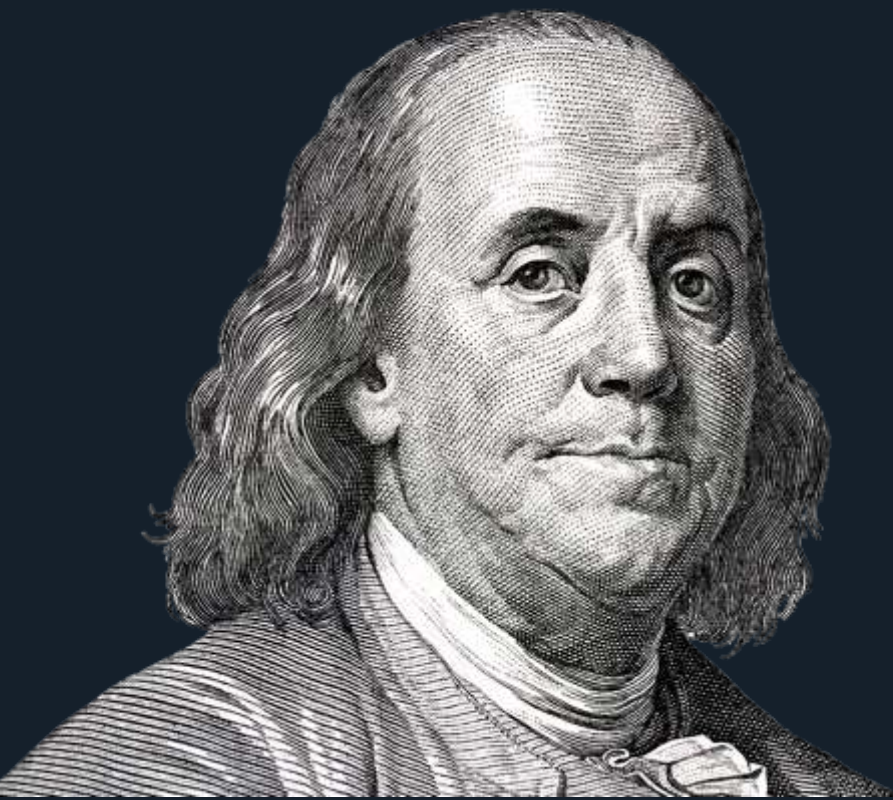
Our third pledge defines what truly sets AJR apart from every other current project and that is our pledge to innovation. The first step in our pledge to innovation is our tokenomics, AJR STORE and overall ecosystem which will revolutionize the landscape of BSC token economics.

This exciting new utility is just the first step in our drive to provide the AJR community with the most innovative and rewarding utilities as we work together to maximize investor returns and community growth. We know that investors today are no longer investing in the same copy-cat memecoins or dogeshit of yesterday, but are looking for innovation, talent, utility, and transparency.

We have answered this call and our community will lead the next generation of innovative, growth-based project that will maximize community support and resources and continually evolve and add to our growing utility and marketing functions.

AJR will never become stagnant or complete as long as there is creativity and talent driving our team and community to new heights.

We will create a new design to crypto world.



## AJR Technical Overview

AJR is an RFI token-based project that is created on Binance Smart Chain. AJR token is the native currency of the platform and it forms the basis of the transaction activities on the platform. The method of operation of the platform is simple but unique. There lies a 9% tax on every transaction carried out on the platform.

AJR rewards holders with AJR Token (BEP20). As such, out of the 9% tax, 2% is redistributed (shared) among token holders. With this, the total balance of holders continues to increase as more transactions are carried out. We understand that a liquidity pool is the backbone of any DeFi venture and it is the basis of automated yield generation where users can either hold their token or add it to the pools that are then used to generate an automatic reward for them.

As such, AJR smart contract takes another 4% from the tax and automatically locks it in the project's PancakeSwap liquidity pool. This allows the liquidity pool to continuously increase, which leads to a higher price floor of the AJR token. Unlike a lot of existing DeFi and RFI protocols, the AJR ecosystem works on the principle of automatic Liquidity Pool (LP) and every transaction contributes to the automatic generation of liquidity inside the pool. This is to ensure that there is constant and continuous liquidity in the protocol and this is done to attract a lot of liquidity providers. The remaining 2% of the tax is sent to the marketing wallet to ensure proper marketing of the project and 1% will be burn on every transaction to ensure the growth of AJR.

# AJR



## **The AJR Ecosystem**

### **RFI Static Rewards**

Being a truly decentralized and community-focused project that is keen on ensuring increased use case of its token so that adoption can be driven, 2% from the 9% tax on every transaction is taken and re-distributed to all token holders in AJR. Each transaction (4%) will automatically add liquidity to the Pancake swap pool. AJR rewards investors just for holding its token and the amount of reward earned increases the longer an investor holds the token. That is not all, token holders are also rewarded for the success of the project which comes with an increased volume of transactions

### **Liquidity Pool**

Each time liquidity is deposited in a pool, special tokens called liquidity tokens are issued to the source address and they are directly proportional to the amount of liquidity that is added to the pool. Each time a transaction takes place, the fee that is charged is distributed proportionally to all LPs (liquidity providers) in the pool at that given time of the trade. To collect the basic liquidity, plus the charges accumulated during the time their liquidity was locked, the LPs have to lock their liquidity tokens via DXSALE.APP.

Explained in clearer terms, when a user supplies an asset – provides liquidity to the pool, it automatically becomes a fungible resource. The token placed into a liquidity pool is referred to as a value or a derivative.

This way the supplier takes ownership rights of the reward paid on the total amount supplied. AJR was launched with an initial supply of liquidity in the form of BNB/AJR LP Tokens. This is done to make investors confident that the project team is committed to the success of the project with zero malicious intent or rug pull intent.

# *AJR STORY ANB STORE FONCTION*

AJR Store will ensure limited clothing with a limited NFT on it witch you can sell on Marketplaces. You will be able to buy AJR branded clothes with yours AJR Token or BNB. After the purchase you will receive your clothes delivered to you.

Buy with BNB: If you buy your clothes with BNB you will receive AJRTOKEN(market price) and clothes delivered to you after purchase.

Buy with AJRTOKEN: If you buy your clothes with AJRTOKEN you will receive only you clothes and your token will be burned forever to help grow of AJR.

This strategy ensures us a bright future in the FASHION and Crypto Industry.

How will you receive your NFT AJR?

This will be sent to your wallet after purchase.

NFT will be limited to 100# pieces so the first 100 purchases will receive a Limited NFT and will be numbered the number can be seen on the NFT and the Clothes. Our designs will be unique and limited so don't miss your chance who know what can happen in the future.

AJR and Metaverse ecosystem?

AJR will create limited clothes on the divers Metaverse ecosystem this will help the grow of AJR brand collection and make AJR more famous around the world. You will be able to make a full outfit out of AJR Brand.

AJR Final Destination ?

AJR final destination will be having store around the world and make people enter the Crypto World with help of AJR Brand.

We will combine Luxury and Crypto to create a new Hype and a better world.

Why Luxury Brand ?

Because is more ecofriendly and because AJR is a Lifestyle.

## Tokenomics

### Token Distribution

The total supply of AJR Token (AJR) will be distributed as follows:

|                  |    |
|------------------|----|
| -Transaction Tax | 9% |
| • Liquidity      | 4% |
| • Rewards        | 2% |
| • Marketing      | 2% |
| • Burn           | 1% |

### Team Members

We understand that having a strong team and a proven strategy in place is fundamental to the success of our project. In line with our core team value of transparency, our team is fully DOXXED. Our portfolio construct is primarily driven by our focus on improving the Decentralized Finance Industry. As a result, only the best brains and brilliant minds with proven track records of success have come together to achieve this landmark feat.

Our team consists of impressive experts in the blockchain industry, professionals in startup development, and experienced leaders in technology.

### Risk Disclosure

Please note that there are always risks associated with smart contracts. Please use them at your own risk. AJR is not a registered broker, analyst, or investment advisor.

Everything that is provided in this publication is purely for guidance, informational and educational purposes. All information contained herein should be independently verified and confirmed. AJR does not accept any liability for any loss or damage whatsoever caused in reliance upon such information or services. Please be aware of the risks involved with any trading done in any financial market.

Do not trade with money that you cannot afford to lose. When in doubt, you should consult a qualified financial advisor before making any investment decisions.





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No representation or warranty is made, expressed or implied, with respect to the accuracy or completeness of the information or to the future performance of any digital asset, financial instrument, or other market or economic measure. The AJR team does not recommend that any cryptocurrency should be bought, sold, or held by you.

Do conduct your due diligence and consult your financial advisor before making any investment decisions.

By purchasing AJR, you agree that you are not purchasing a security or investment, and you agree to hold the team harmless and not liable for any losses or taxes you may incur. You also agree that the team is presenting the token "as is" and is not required to provide any support or services. You should have no expectation of any form from AJR Token and its team. Although AJR is a community-driven decentralized finance (DeFi) token for social networking and not a registered digital currency, the team strongly recommends that citizens in areas with government bans on cryptocurrencies do not purchase it because the team cannot ensure compliance with established regulations within certain territories.

Always make sure that you comply with your local laws and regulations before you make any purchase. This publication will not include any information, including contract codes, that the AJR Token team deem as any form of intellectual property (IP).

## Partners



**PancakeSwap**



**BscScan**



**BINANCE**