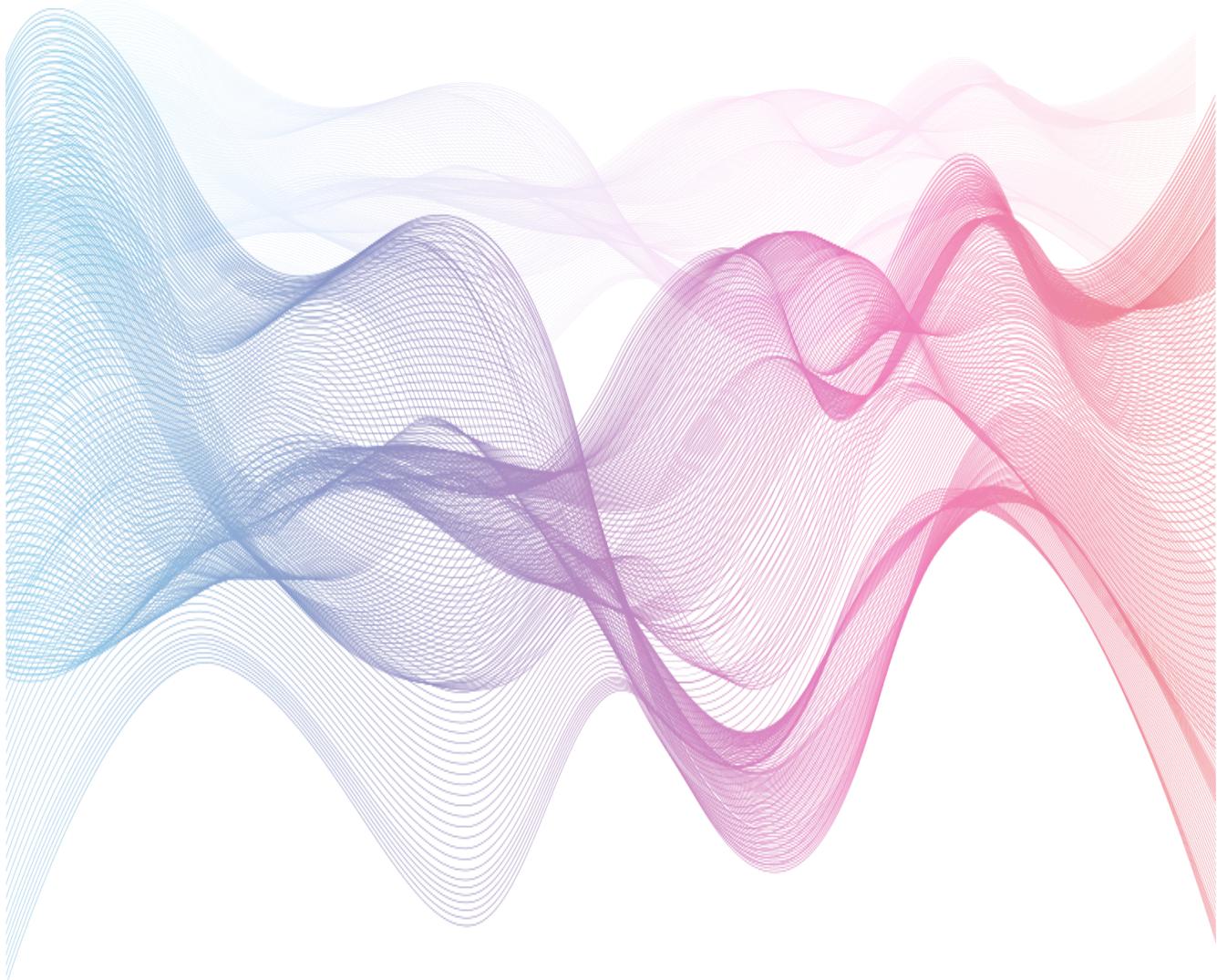




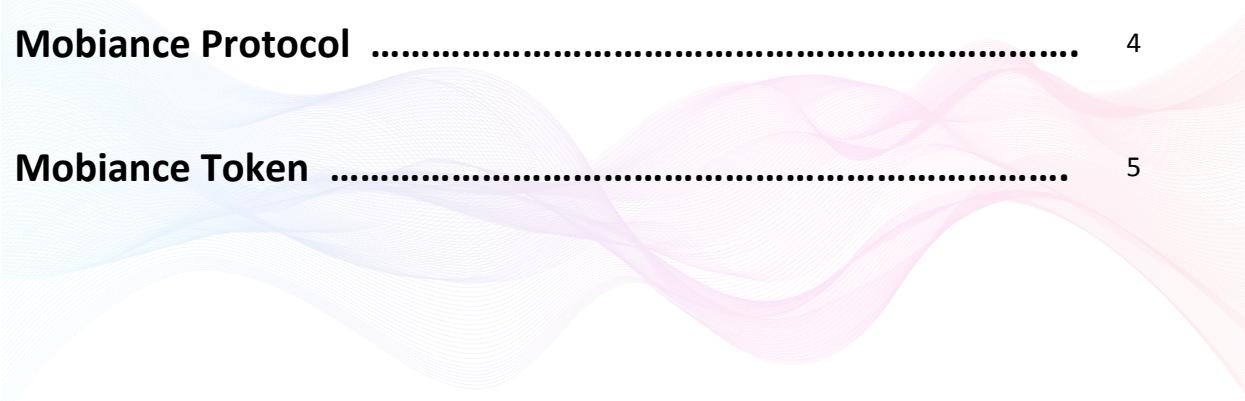
# MOBIANCE Loyalty Token

Bringing Loyalty Programs to Blockchain.



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# Challenges of Loyalty Programs:

- **Unredeemed loyalty points:** Many loyalty programs are based on points, a new form of currency, and firms must be prepared to account for it since about 50% of acquired points have not been redeemed yet. The estimated worth of unredeemed rewards estimated \$50 billion, generating a significant financial liability for the companies.
- **Insufficient customer engagement:** According to a recent study, a considerable number of loyalty program members will be inactive only a few months after they sign-up. To get rid of this challenge, brands should focus on Customer Personalization of their programs.
- **Technological development and customer expectations:** Loyalty marketers have to accommodate new approaches to meet consumers' expectations of a compelling loyalty program. Customer expectations are changing with The technology pace since loyalty programs are getting more familiar with digital channels and interactions.
- **Operating at Capability:** There are some operational challenges that show up at the time of loyalty program implementation. North American program managers are struggling to find suitable instruments, technologies, and platforms when they plan to operate their programs, according to a survey.

## Mobiance Solutions:

A perfect solution to hurdles of the loyalty programs can be brought about by Mobiance Token, which is a universal token for loyalty reward earning, giving, and converting. Mobiance is a rewards and loyalty solution built using blockchain and smart contract technology.

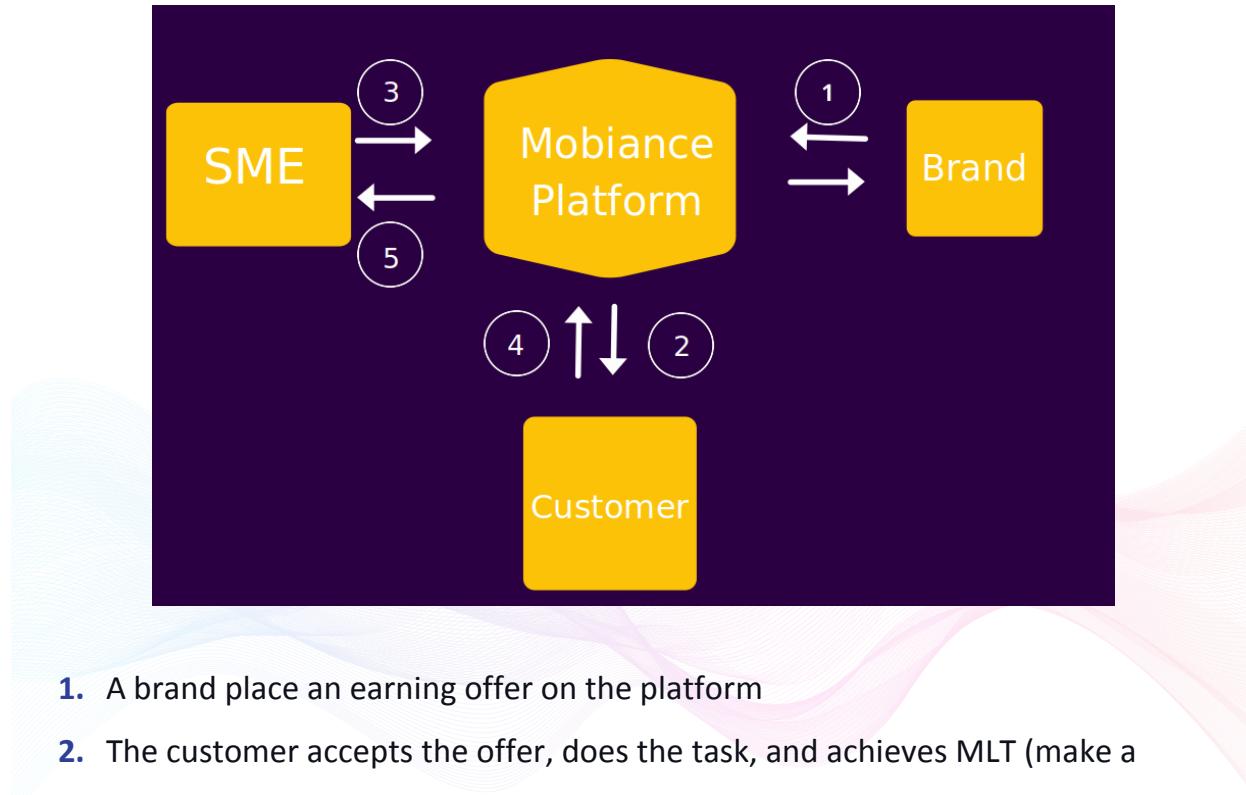
### Benefits to the Brands and SMEs

- Removing mediators in transactions and at token spending
- The maintenance cost of data will be significantly diminished
- Tokens will not expire; they keep their value over time
- The integration generates brand awareness and introduces your business to new customers.

## Features:

- ❖ The previously achieved points from conventional customer loyalty programs will be converted to tokens that will be delivered to consumers according to each club's policies.
- ❖ The maintenance cost of data in a loyalty program will be remarkably diminished using the distributed general ledger technology in the blockchain.
- ❖ Removing mediators in transactions and at token spending and transferring will save tremendous time and money for firms, businesses, and customers.
- ❖ A transparent ecosystem allows customers to observe the result of every transaction that has been done. Another valuable point for customers is that companies are not able to retake rewards whenever they plan to anymore. Therefore, they do not have to worry about the expiration or reduction of their loyalty tokens.
- ❖ The establishment of a reliable platform for multiple firms to interact in an integrated ecosystem incorporating numerous customer clubs

# Mobiance Protocol:



1. A brand place an earning offer on the platform
2. The customer accepts the offer, does the task, and achieves MLT (make a purchase or ...)
3. An SME offer customers an option to use the earned MLT in exchange for some service or product
4. Customer accepts SMEs' offer and spends the token
5. The MLT token will be transferred to the SME through the platform



# Mobiance Token:

The customer loyalty token is an ERC token based on the Ethereum network that has been defined in the public Ethereum blockchain. According to the concept of token and smart contracts, it is an open-source token and is traceable in Etherscan ([Etherscan.io](https://etherscan.io)).

Mobiance Loyalty Token	
<b>Ticker</b>	<b>MLT</b>
<b>Total Supply</b>	<b>10 billion</b>
<b>Burning</b>	<b>Yes</b>
<b>Minting</b>	<b>Yes</b>
<b>Decimals</b>	<b>2</b>

## Token Distribution

