

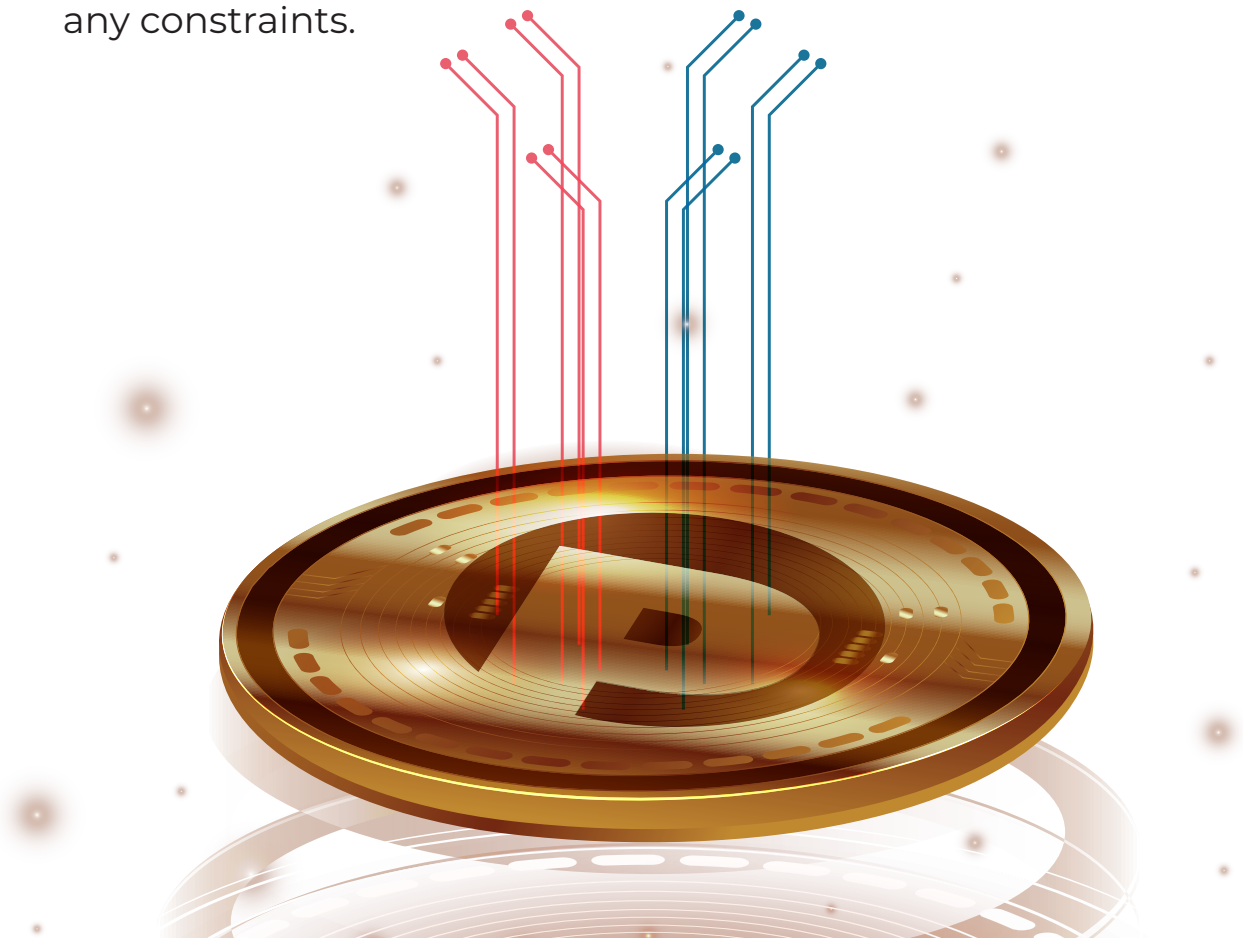


# Introduction to **Premio**

Premio, meaning “award” in Esperanto, is a token on Celo that enables the distribution of awards on a blockchain network. Premio is a decentralized award distribution programme that provides several incentives for different marketing activities including but not limited to loyalty programmes, staking and farming.

Through Premio, companies in the real and crypto world can strategize several promotional incentives and reach out to their target market without complex, irrelevant or valueless rewards. Premio also helps crypto assets participate in different Defi functions such as staking and farming activities by offering Premio tokens to its audience.

By being on the Celo network, Premio will gain the competitive advantage of offering fast and secure transactions with very low costs, thus enabling companies in consumer goods and other low reward per person loyalty programmes to successfully perform their initiatives without any constraints.



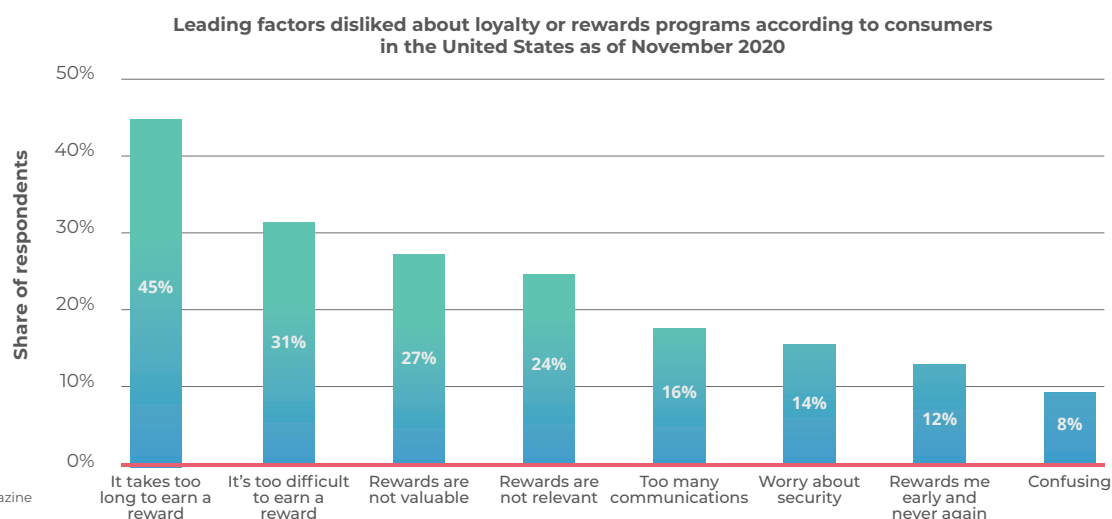
# Problems in the Industry and the solution

## Premio provides

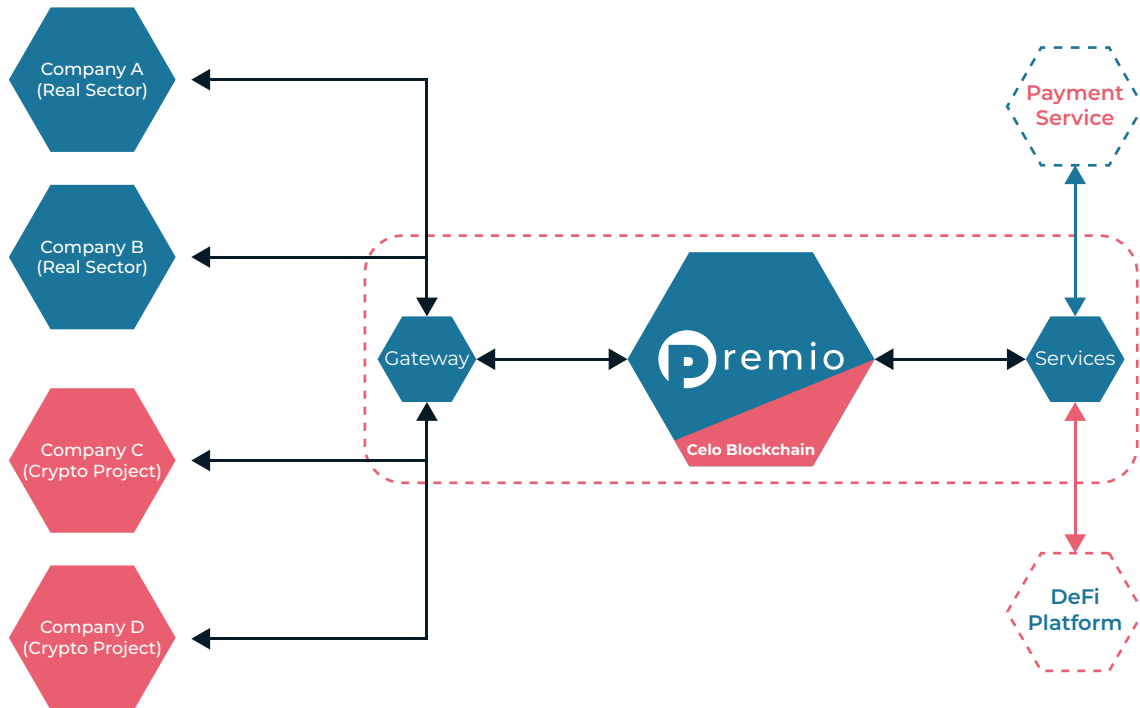
According to a research in the U.S., consumers are part of several loyalty programmes that rewards in different currencies, take too long to pass the threshold and rewards are mostly not valuable. In addition, there is too much communication from several channels and consumers do not trust these programmes in regards to security.

Blockchain provides instant redemption for consumers and therefore consumers do not have to wait at all and be able to transfer any amount from their “wallet” to their account. In addition, thanks to blockchain technology the consumers have the option to keep their anonymity and still be eligible for rewards. Premio focuses on the anonymity of its users and protects its users from sharing their contact information with third parties and being bombarded with emails and phone calls.

Currently, there are blockchain solutions to real sector loyalty programmes and we have started witnessing the merger between loyalty programmes. However, Premio is unique in its way that it focuses not only on the real world but also on the crypto world and the promotions within the sector. Aiming to be the award system within the Celo community, Premio will aid several projects with their staking and mining programmes.



# How Premio Works



Premio merges with partners with companies from crypto and real sector and acts as a gateway to provide value for the consumers. Different loyalty programs and crypto gains will reward Premio tokens. As Premio token is on the Celo network, it will be accessible on the mobile wallets and claimed with little cost concerns. Through different DEFI services such as staking and farming consumers can add value to their Premio collected and cash out through the Defi platform as they please. Users also have the chance to spend their rewards on the marketplace tailored for them.

Premio's unique offering is based on 5 pillars which highlight the blockchain solution that Premio brings to real and crypto world loyalty programmes. These pillars are:

### **1. Reliable systems**

Owning a Premio token cannot be revoked and is recorded publicly on the blockchain. The issuing company cannot take away those points due to some internal policy. This is both a win for the consumer who doesn't have to worry about their points expiring or being devalued before they can use them, and a win for businesses who gain greater customer loyalty by providing a better and more transparent customer experience. Therefore, it attracts consumers in a trustworthy approach.

### **2. Less clutter**

Premio tokens can be used at other platforms, switched for different cryptocurrency, or stored for later. That means consumers won't have to manage 100 market points, 10,000 American Airlines miles, and 10 Starbucks card stamps.

### **3. More flexibility**

With Premio loyalty tokens, customers have more freedom in how they redeem their tokens, including being able to redeem them in smaller portions. One of the complaints many customers have with loyalty programs is the complex point systems and limited rewards, so allowing for more flexibility in how they use the rewards they've earned is a big advantage. As it is a crypto asset, it can also be used in DeFi platforms to engage with other assets in the crypto world.

### **4. Reduced costs**

Program costs won't take a long time and huge budgets to implement, facilitate and maintain. Because of CELO Blockchain's native ledger, you already have a loyalty record.

### **5. Overall transparency**

Users will know that companies cannot change rules or blockchain token amounts based on their will. This gives customers satisfaction that they can redeem what they want, when they want.

# Token Economy

A total of 800.000.000 Premio tokens will be created on the CELO network.

PREMIO	Allocation	Percentage	Amount (PREMIO)
Mined	Mining Reserve	35%	280,000,000
	Partnership&Ecosystem	20%	160,000,000
	Staking Reserve	15%	120,000,000
Mined	Team/Advisors	5%	40,000,000
	Marketing	15.0%	120,000,000
Liquid	Liquidity	10.0%	80,000,000
Total		100%	800,000,000



# Weekly Cumulative Release Schedule

When fully diluted, there will be 800 million PREMIO tokens available. 30% of all Premio, the amount needed for Liquidity and Partnership/Ecosystem has been created. The remaining PREMIO will be minted for the upcoming 156 weeks (3 years). There will be a halving at the end of each 52 week cycle for Mining and Staking reserves and making Premio harder to obtain every year. PREMIO tokens will be fully diluted at the end of 3 years and its ecosystem will function on its own. For detailed information you can see the cumulative release schedule below.

Week	Mining Reserve	Partnership & Ecosystem	Staking Reserve	Team/Advisors	Marketing	Liquidity	Circulating Supply	% of Total Supply
1	3076923	160000000	1318681	384615	1153846	80000000	245934066	0.30742
2	6153846	160000000	2637363	769231	2307692	80000000	251868132	0.31484
3	9230769	160000000	3956044	1153846	3461538	80000000	257802198	0.32225
4	12307692	160000000	5274725	1538462	4615385	80000000	263736264	0.32967
5	15384615	160000000	6593407	1923077	5769231	80000000	269670330	0.33709
6	18461538	160000000	7912088	2307692	6923077	80000000	275604396	0.34451
7	21538462	160000000	9230769	2692308	8076923	80000000	281538462	0.35192
8	24615385	160000000	10549451	3076923	9230769	80000000	287472527	0.35934
9	27692308	160000000	11868132	3461538	10384615	80000000	293406593	0.36676
10	30769231	160000000	13186813	3846154	11538462	80000000	299340659	0.37418
11	33846154	160000000	14505495	4230769	12692308	80000000	305274725	0.38159
12	36923077	160000000	15824176	4615385	13846154	80000000	311208791	0.38901
13	40000000	160000000	17142857	5000000	15000000	80000000	317142857	0.39643
14	43076923	160000000	18461538	5384615	16153846	80000000	323076923	0.40385
15	46153846	160000000	19780220	5769231	17307692	80000000	329010989	0.41126
16	49230769	160000000	21098901	6153846	18461538	80000000	334945055	0.41868
17	52307692	160000000	22417582	6538462	19615385	80000000	340879121	0.42610
18	55384615	160000000	23736264	6923077	20769231	80000000	346813187	0.43352
19	58461538	160000000	25054945	7307692	21923077	80000000	352747253	0.44093
20	61538462	160000000	26373626	7692308	23076923	80000000	358681319	0.44835
21	64615385	160000000	27692308	8076923	24230769	80000000	364615385	0.45577
22	67692308	160000000	29010989	8461538	25384615	80000000	370549451	0.46319



23	70769231	160000000	30329670	8846154	26538462	80000000	376483516	0.47060
24	73846154	160000000	31648352	9230769	27692308	80000000	382417582	0.47802
25	76923077	160000000	32967033	9615385	28846154	80000000	388351648	0.48544
26	80000000	160000000	34285714	10000000	30000000	80000000	394285714	0.49286
27	83076923	160000000	35604396	10384615	31153846	80000000	400219780	0.50027
28	86153846	160000000	36923077	10769231	32307692	80000000	406153846	0.50769
29	89230769	160000000	38241758	11153846	33461538	80000000	412087912	0.51511
30	92307692	160000000	39560440	11538462	34615385	80000000	418021978	0.52253
31	95384615	160000000	40879121	11923077	35769231	80000000	423956044	0.52995
32	98461538	160000000	42197802	12307692	36923077	80000000	429890110	0.53736
33	101538462	160000000	43516484	12692308	38076923	80000000	435824176	0.54478
34	104615385	160000000	44835165	13076923	39230769	80000000	441758242	0.55220
35	107692308	160000000	46153846	13461538	40384615	80000000	447692308	0.55962
36	110769231	160000000	47472527	13846154	41538462	80000000	453626374	0.56703
37	113846154	160000000	48791209	14230769	42692308	80000000	459560440	0.57445
38	116923077	160000000	50109890	14615385	43846154	80000000	465494505	0.58187
39	120000000	160000000	51428571	15000000	45000000	80000000	471428571	0.58929
40	123076923	160000000	52747253	15384615	46153846	80000000	477362637	0.59670
41	126153846	160000000	54065934	15769231	47307692	80000000	483296703	0.60412
42	129230769	160000000	55384615	16153846	48461538	80000000	489230769	0.61154
43	132307692	160000000	56703297	16538462	49615385	80000000	495164835	0.61896
44	135384615	160000000	58021978	16923077	50769231	80000000	501098901	0.62637
45	138461538	160000000	59340659	17307692	51923077	80000000	507032967	0.63379
46	141538462	160000000	60659341	17692308	53076923	80000000	512967033	0.64121
47	144615385	160000000	61978022	18076923	54230769	80000000	518901099	0.64863
48	147692308	160000000	63296703	18461538	55384615	80000000	524835165	0.65604
49	150769231	160000000	64615385	18846154	56538462	80000000	530769231	0.66346
50	153846154	160000000	65934066	19230769	57692308	80000000	536703297	0.67088
51	156923077	160000000	67252747	19615385	58846154	80000000	542637363	0.67830
52	160000000	160000000	68571429	20000000	60000000	80000000	548571429	0.68571
53	161538462	160000000	69230769	20384615	61153846	80000000	552307692	0.69038
54	163076923	160000000	69890110	20769231	62307692	80000000	556043956	0.69505
55	164615385	160000000	70549451	21153846	63461538	80000000	559780220	0.69973
56	166153846	160000000	71208791	21538462	64615385	80000000	563516484	0.70440
57	167692308	160000000	71868132	21923077	65769231	80000000	567252747	0.70907
58	169230769	160000000	72527473	22307692	66923077	80000000	570989011	0.71374





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61	173846154	160000000	74505495	23461538	70384615	80000000	582197802	0.72775
62	175384615	160000000	75164835	23846154	71538462	80000000	585934066	0.73242
63	176923077	160000000	75824176	24230769	72692308	80000000	589670330	0.73709
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66	181538462	160000000	77802198	25384615	76153846	80000000	600879121	0.75110
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69	186153846	160000000	79780220	26538462	79615385	80000000	612087912	0.76511
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71	189230769	160000000	81098901	27307692	81923077	80000000	619560440	0.77445
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75	195384615	160000000	83736264	28846154	86538462	80000000	634505495	0.79313
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[www.premio.finance](http://www.premio.finance)