

WHITE PAPER

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This white paper may include forward-looking statements based on our current projections and assumptions, which are inherently subject to significant business, economic and competitive uncertainties, and contingencies.

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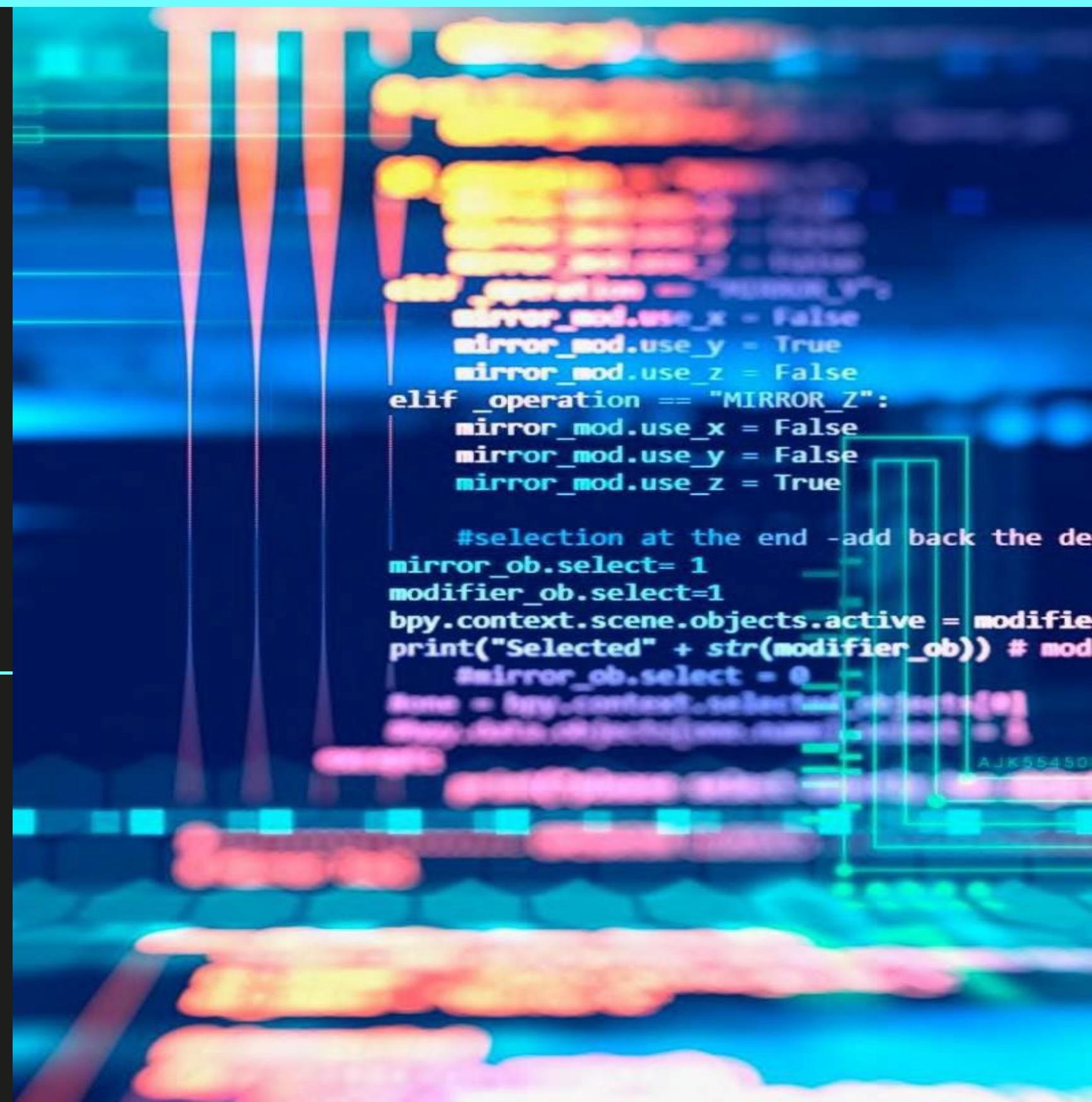
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There are inherent risks when trading in digital assets which values may go up or down. Trade with caution and

undertake your due diligence



Section 1
CHALLENGE & SOLUTION





ABSTRACT

The ETHAX business redefines crypto by offering a compelling and joined-up, 'plug and play' approach to digital assets.

The business development already in progress and/or scheduled in the ETHAX roadmap comprises of:

ETHAX Machine Learning Trading Platform - A non-custodial, state-of-the-art machine-learning software digital asset trading platform;

ETHAX Wallet App - Providing smartphone/tablet access to buy, sell, swap and store cryptocurrencies including the ETHAX Token; ETHAX Wallet will also provide a FIAT gateway to purchase ETHAX Tokens and other major crypto currencies such as Bitcoin & Ethereum.

ETHAX Trading Team - Proven investment fund strategy. The ETHAX team has consistently delivered portfolio growth averaging +40% every year over 3 years of digital asset trading;

ETHAX Token - Launch day Listings on PROBIT, ETHAXswap, PancakeSwap and other 3rd party Exchanges;

ETHAXswap Decentralized Exchange - Direct access to purchase ETHAX Tokens and other cryptocurrencies at the lowest possible fees;

ETHAX NFT-A bridged multi-chain NFT Marketplace with no marketplace exchange fees;

ETHAX Staking Pool & Farm - Staking ETHAX tokens to earn ETHAX Rewards currently 29.2% APY plus farming for additional rewards;

Marketing - Traditional and Digital strategies enhancing social/viral tactics together with sticky user interface designs and PR.

THE CHALLENGE

An increasing amount of the general population, and in particular financial institutions and traders, are becoming more aware of the benefits that cryptocurrency and blockchain technology offers.

Much of the above general population do not have the knowledge, inclination or time required to understand how to invest or trade in cryptocurrency effectively and therefore do not generally get involved in the sector.

These individuals face many challenges including but not limited to:

- (i) A lack of regulation and control of businesses trading in digital assets;
- (ii) Businesses offer a disparate suite of DeFi services and products;
- (iii) A general lack of access/knowledge of professional trading tools.

Therefore the challenge is several fold:

- Retain existing crypto stakeholders
- Garner new investors and traders into cryptocurrency
- Simplify trading processes
- Automate trading processes
- Demystify cryptocurrency
- Create products and services that work harmoniously together
- Create a framework of legitimacy and procedures to foster trust
- Create an eye-catching brand that stands out from the competition



THE SOLUTION

ETHAX has undertaken extensive research and development and has a clear strategy to deliver the solution to the challenge.

We solve this challenge in three ways, firstly by creating the technology that supports what new and existing cryptocurrency stakeholders need the most.

Secondly, by creating a suite of products and services that are complementary to our leading-edge technologies.

ETHAX is developing the next-generation trading software designed to serve as an automated, machine learning, cryptocurrency trading platform.

We are also developing our own ETHAX wallet app, NFT marketplace, as well as a decentralised exchange (DEX) and of course the ETHAX utility token. We have already created a public participation staking pool supported by our ETHAX Token, which has been returning 29.2% APY (2021) in ETHAX Token rewards.

All of our technologies are designed to work seamlessly with each other. For example, the ETHAX Token can be used to pay any applicable fees for any of the ETHAX Technologies. The ETHAX Wallet can be used to trade on the ETHAXswap DEX. Plus, the ETHAX NFT Marketplace can be linked to the ETHAX Wallet to pay for any applicable fees.

These products and services are all ETHAX branded and will offer existing and new stakeholders a familiar, secure and trusted way to buy, sell, swap, store, stake and trade cryptocurrencies and NFT's.

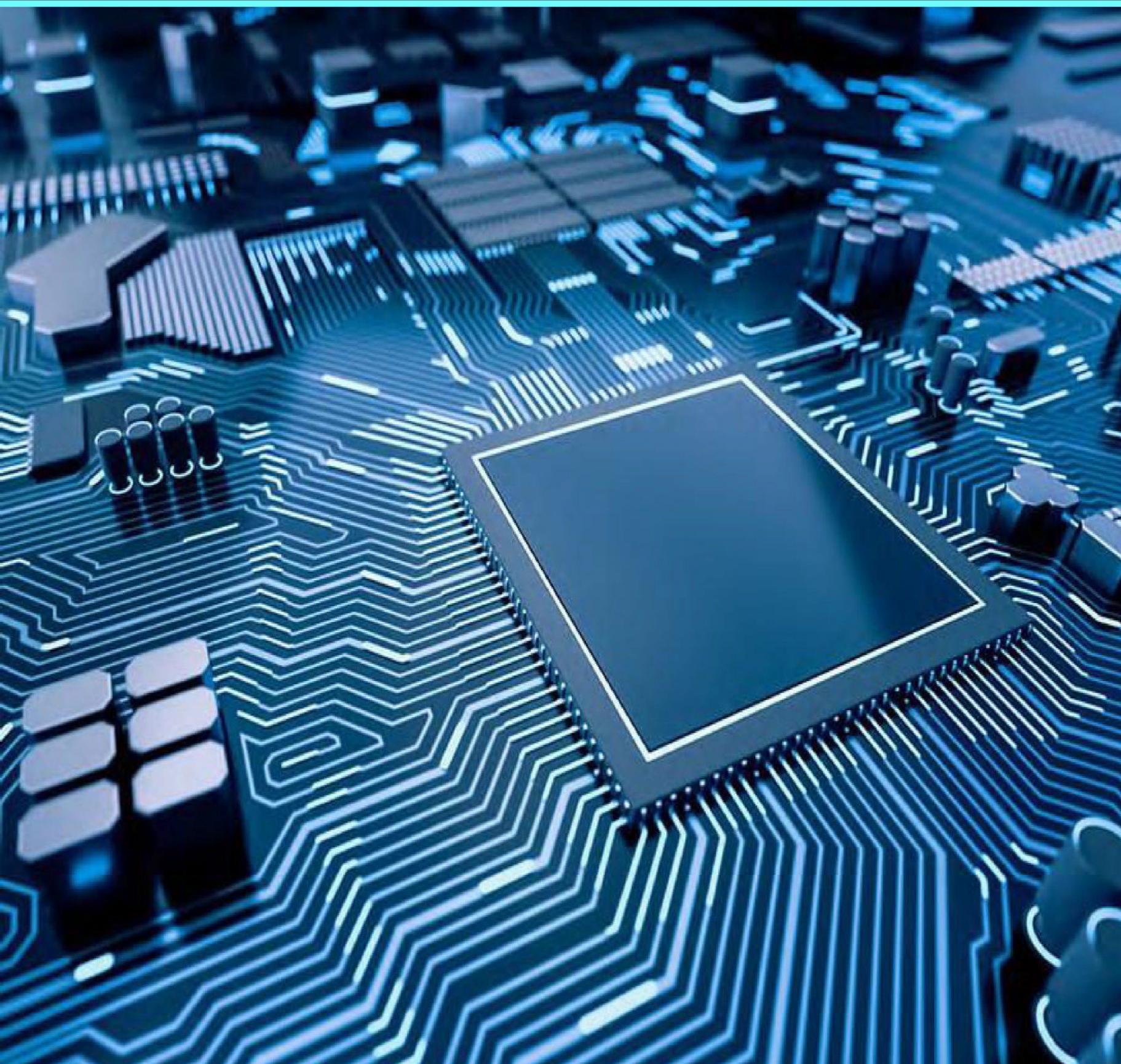
- (i) ETHAX is developing a seamless suite of products and services; (see page 20);
- (ii) ETHAX's suite of products are being created for all users from complete novices to seasoned pros. (see pages 20 - 31).

ETHAX is about the consumer experience. As cryptocurrency expands and its user base grows there is a requirement and need for a user-centric business, that is both transparent and trustworthy.





THE SOLUTION (cont'd)



ETHAX delivers:

- A Secure Digital Asset Machine Learning Trading Platform;
- World-leading technological developments;
- Enhanced virtual asset ETHAX mobile wallet;
- ETHAXswap (DEX) Custodial Decentralized Exchange;
- ETHAX NFT universal marketplace;
- Neural machine learning advancements;
- Smart user-interfaces;
- Execution of world-class marketing strategies;
- The ETHAX Token launch on PROBIT and other exchanges;
- Mobile Apps;
- Further licensing and IPRs;
- ETHAX Token staking rewards.



THE ETHAX MACHINE LEARNING TRADING PLATFORM - ETHAX TRADER

Leveraging the power of Machine Learning for crypto trading is an ideal solution for the absence of professional trading tools.

ETHAX Trader is a non-custodial advanced trading software that utilizes proven proprietary trading algorithms that supports traders to make informed decisions in a volatile cryptocurrency market.

ETHAX Trader provides automated, semi-automated and manual trading options in addition to, providing conventional optimized tools such as trailing buys, sells, stop losses plus dynamic profit taking.

The product's unique design enables users to automate their cryptocurrency trading strategy using a library of bespoke algorithms.

ETHAX Trader is being designed and built by a combination of expert traders, data scientists, big data experts and a leading AI software development team.

ETHAX Trader provides unparalleled access to historical market data, thereby allowing investors to perform comprehensive back-testing of their trading strategies. This is an essential tool for advanced traders.

In addition to this, ETHAX Trader allows for manual trading where the UI will provide the user with an instant view of available buy and sell orders, while the manual trading tool provides a complete view of market depth to the connected exchange.

ETHAX Trader also has built in advanced risk management tools such as conditional Trailing Stops and conditional partial sell orders and is supported by real time market slippages.

ETHAX Trader was created to provide a complete set of professional software tools that delivers users optimal results for trading success.

Trading cryptocurrencies can be extremely profitable; however, it can also come with certain risks.

Section 2

THE ETHAX BUSINESS





THE ETHAX BUSINESS

ETHAX is a legally registered entity headquartered in the UK and plans to open further offices in the Middle East and Far East '22/23.

ETHAX aims to become a global leader in the crypto and blockchain space.

As the ETHAX investment fund gained traction and market share over the first three years, with consistently increasing trading volume and investment performance, the team decided to dedicate countless hours and capital investment into research and development in the fastest-growing application in financial markets: the implementation of Machine Learning.

Current ETHAX products in development, led by the ETHAX Token are ETHAX TRADER trading platform, ETHAX NFT marketplace, ETHAXSWAP DEX and the ETHAXWALLET. Our products and services are designed to offer seam less User interface(UI) experiences. ETHAXTRADER also allows for manual trading and in addition, the UI will provide comprehensive back-testing features to gauge the effectiveness of different trading strategies.

The ETHAX business integrates its suite of products to offer a one-stop solution to consumers' needs within virtual assets.





COMPANY HISTORY

ETHAX Global was founded by Daniel Da Rosa, Gordon Weston and Tony Klein all highly accomplished business people in their own right and highly experienced in Business Leadership, Digital Trading, B2B and B2C E-Commerce, Scalability, Technology and Software Solutions & Global Marketing for unrivalled execution, reach, branding and engagement.

ETHAX Global is a business devised as a scalable, marketable and internationally recognizable brand to reflect the ethos, product suite, and multiple offerings of the business. ETHAX is a next-generation digital asset business, building leading-edge machine learning technology and advanced software to enable mass consumer engagement under a singular umbrella with a trusted brand. ETHAX will offer the most comprehensive and sticky range of services and products within the digital asset sector.

With multiple revenue streams derived from a broader loyal user base, ETHAX is a legacy business developed for long-tail trading and a potential IPO via direct or traditional listing.

Series A & B Funding Complete

Current Monthly Staking Pool Returns 2.43%

Current Annual Staking Return 29.2%

Projected Annual Business Portfolio Return 42.3%

Multiple Revenue Streams

Existing Loyal Customer Base

Machine Learning Technology

Innovative User Interface and User Tools

Smart Expansive Marketing

Trademarked High Brand Value

Socially Engaged Marketing

ROADMAP

- Dec 2017 EZCAMG Inception
- Jul 2018 EZCAMG Company Formation
- Mar 2018 EZCAMG Proof of Concept Trading
- Feb 2019 EZCAMG Investment Funds Public Launch
- Nov 2019 ECAM Company Inception
- Feb 2020 ECAM Company Formation and Financial Service UAB Granted
- May 2020 \$1m+ Managed Digital Asset Funds
- Dec 2020 \$2m+ Managed Digital Asset Funds
- Mar 2021 Newly Advanced 'ETHAX GLOBAL' Company Formation
- Pre-Launch Token Raise. Series A - Successfully completed
- Trademark of UK brand, Token stack and Token Logo
- Contracted AI Technology Specialists - Trading Platform, Dashboard & Apps, & Digital wallet
- Trademark of REDeFiNED complete
- Feb 2022 Series B Pre-Launch Platform Raise completed
- May 2022 ETHAX Token Launch on PROBIT Exchange

- Q2/3 ETHAX Token Launch on Pancakeswap
- Q2/3 2022 ETHAX Mobile Wallet App Launch
- Q2/3 2022 Non-Public Beta Launch ETHAX Web
- Q2/3 2022 Non-Public Beta Launch Mobile Apps
- Q2/3 2022 Public Launch of ETHAXswap DEX Exchange
- Q2/3 2022 ETHAX Token Launch on other Exchanges
- Q3 2022 Commence Full Marketing Campaigns
- Q3/4 2022 Full Public Launch ETHAX Trader
- Q3/4 Software Development of ETHAX NFT Marketplace
- Q1/2 2023 ETHAX Token Launch on further Centralized major Exchanges



BRAND STATEMENT



A brand should be the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and its targeted consumers at large



DEVELOPMENT TIMELINE

ETHAX Series A Development

- Funding Completed
- Website Developed
- Website Security Certificate Enabled
- Data Protection Principles Enabled
- Data protection and GDPR enabled
- Brand Name Trademark Application
- Brand Logo Trademark Application
- Trading Platform Contracted and in Development
- Apps in Development
- Contracting Hosting Partner
- R&D Marketing
- Social Network Soft-Launch Integration

ETHAX Series B Development

- Machine Learning Automated Trading Platform Development
- Apple & Android Apps To Be Launched
- Website Rebuild & Search Engine Optimization
- Traffic Analytics
- Competitions Launched
- Client Dashboard Rebuilt With New Functionality
- Trademark Of The Brand Name Territories Progressed
- Trademark Of The ETHAX Token Design Territories Progressed
- Trademark For Redefined Complete
- Corporate Contractual Due Diligence
- Service Level Agreements With Providers
- Ethax Token Listing On Probit
- Liquidity Pools Launched On Pancakeswap
- Liquidity Pools Launched On ETHAXswap DEX
- Corporate Insurances
- Six Social Networks Launched & Active
- Brand Video Campaign Launched UK, EU, Japan & China
- Marketing Campaign Strategy And Soft-Launch Implementation
- New Blue-Chip Partnerships Established

ONGOING DEVELOPMENT

- A Neural Network, Machine Learning Trading Platform
- Non-Custodial Decentralized Exchange ETHAXswap
- ETHAX Wallet Mobile Crypto App
- NFT Universal Marketplace
- Apple & Android Website Apps
- Search Engine Optimization
- Traffic & Media Analytics
- Corporate Contractual Due Diligence
- Service Level Agreements With Providers
- Numerous Website Advancements
- Corporate Insurances
- Social Network Integration
- Marketing Campaign Strategy and Part-Implementation
- Desktop & Mobile Access to ETHAX Technology

THE ETHAX TEAM



Dan Da Rosa BSC (Hons), PG DIP, LLM - CHIEF EXECUTIVE OFFICER
 25 Years Senior/Director Level In Business Communications
 Founder EZCAMG & ECAM Licensed/Regulated Digital Asset Management
 A Leading Strategist In Digital Currency Investment
 Masters Degree In Law.
 Founder ETHAX



Tony Klein - CHIEF OPERATIONS & LICENSING OFFICER
 Founder Of EZCAMG & ECAM. 20 Years Building Successful Portfolios For Top Tier Companies
 Broad Public And Private Sectors Director Experience
 Shared Responsibility Of £2.3Bn For Europe's Largest Engineering And Technological Projects
 Founder ETHAX



Gordon Weston BSC (Hons), PG DIP - CHIEF FINANCIAL OFFICER
 35+ Years In Banking, Financial, Transportation & Communications Sectors
 Certified In Anti Money Laundering And Financial Crime
 Senior Positions Held At HSBC, Alstom, Trans4m, Metronet
 Founder ETHAX



Rebecca Steer : LEGAL ADVISOR
 Specialist Commercial, Media And Technology Lawyer, Qualified To Advise On UK And EU Law
 Ranked/Recognised As Legal Experts By Leading Independent Publications, Chambers And Partners And Legal 500
 A Leading Expert For Technology, IP And Media
 Founder Steer & Co - Award Winning Law Firm



Soken - SECURITY & AUDIT PARTNER
 Soken Security Team Are Experts In The Cybersecurity Space.
 Soken foster confidence in this growing ecosystem, enabling the developing technology to reach its full potential.



Mware - SOFTWARE DEVELOPMENT PARTNER
 Leading-edge, innovative software development & big data experts working in tandem with ETHAX and our own in house data scientists to build and maintain the ETHAX TRADER.

PARTNERSHIPS



PROBIT

Professional Digital CURRENCY EXCHANGE



mware
Automated Business Solutions

Section 3

TECHNOLOGY & TOKENOMICS





ETHAX TECHNOLOGY OVERVIEW



The ETHAX team is developing a raft of products and services to build ETHAX into the ultimate joined-up crypto business. R&D has been and will be a continual process throughout all stages of scaling the business. Complex machine learning technology will be counterbalanced with simple plug-and-play user interfaces.





ETHAX PRODUCTS & SERVICES OVERVIEW

- ETHAX TECHNOLOGY

R&D has been and will be a continual process throughout all stages of scaling the business.

- ETHAX TRADER (MACHINE LEARNING TRADING PLATFORM)

The ETHAX Trading Platform, available on desktop is a leading-edge, technically advanced trading platform using machine-learning-integrated-software competencies to provide ETHAX users with world-class, secure, engaging and efficient trading experiences.

- ETHAX TOKEN

Available on Centralized Exchanges and Decentralized Exchanges the ETHAX Token is a utility token forged through super-smart tokenomics and generated for a long-tail business model.

- ETHAX TRADER MOBILE (MACHINE LEARNING MOBILE TRADING APPS)

Mobile versions of the desktop-based Machine Learning Trading Platform.

- ETHAXswap DECENTRALISED EXCHANGE

ETHAXSWAP Exchange is a non-custodial, Decentralized Exchange (DEX). This service will allow all users to buy, sell, or swap ETHAX Tokens or any other major crypto currencies at the lowest possible market fees; this DEX also includes a staking pool and yield farm.

- ETHAX MOBILE CRYPTO WALLET

The ETHAX Wallet is a cross chain mobile crypto wallet for buying, swapping and storing cryptocurrency available on IOS and Android. We will also have a FIAT to cryptocurrency gateway that will allow our users to purchase major cryptocurrencies plus ETHAX Tokens with a credit or debit card via the ETHAX Wallet.

- ETHAX NFT MARKETPLACE

The ETHAX Marketplace is a cross chain NFT marketplace for buying, selling and swapping NFT's across several blockchains, this will enhance NFT trading throughout the virtual asset sector. Development is set to conclude in Q4 2022 with full launch in Q1 2023.

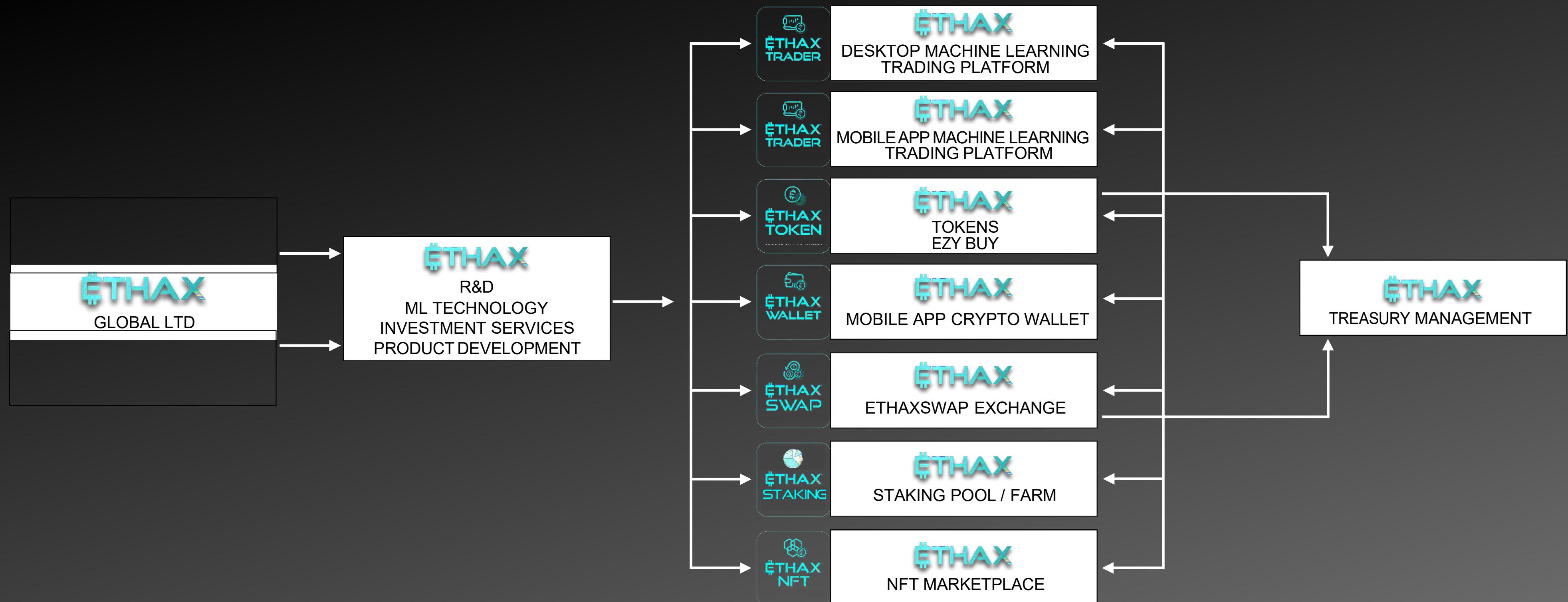
- ETHAX STAKING POOL

The ETHAX staking pool/DApp allows ETHAX token holders who 'stake' their ETHAX tokens, to earn a reward of 29.2% APY in ETHAX tokens. ETHAX token rewards are accumulated daily and can be withdrawn together with their original stake at any stage with a 7-day withdrawal notice period.

- ETHAX RISK MANAGEMENT

ETHAX applies a comprehensive risk management process when governing the digital assets under management; this includes the risk intelligence engine, which correlates with the proprietary node - see N11 (page 26). The business also undertakes a detailed risk review on new alternative digital assets prior to adding to the portfolio. ETHAX adheres to internal governance and assurance policies to reduce the overall risk to the ETHAX investment fund.

ETHAX BUSINESS FLOW CHART





ETHAX PRODUCTS - ETHAX TRADER, THE MACHINE LEARNING TRADING PLATFORM

ETHAXTRADER, The ETHAX machine learning trading platform, is being built to replicate, enhance and improve on the trading success of the founders investment fund over the last 3 years. Using a combination of numerous algorithms, data-science applications together with ETHAX's successful trading strategies, ETHAX is building a unique software solution that will have the ability to trade the digital asset market 24/7/365. ETHAX are also developing mobile versions of ETHAX TRADER, the web based machine learning trading platform.

ETHAX Trader is an automated machine-learning-driven trading-engine designed for users at all levels.

ETHAX Trader automates the way a user trades by providing pre-built strategies & algorithms to maximize profits and minimize risk in the fast-changing crypto markets.





ETHAX PRODUCTS - ETHAX TRADER, THE MACHINE LEARNING TRADING PLATFORM



The Machine Learning Trading Platform is designed with the following features at the forefront:

Non-Custodial

ETHAX TRADER is non-custodial which effectively means that it never holds your digital assets. They will always remain on the exchange that you are currently holding them on. Our software connects to your exchange using a secure API key for trading only.

Smart trading functions

Advanced trading bots will further enhance user experience. The most powerful aspect is that this software application is designed to assist in reaching the users goals and milestones. The intuitive interface provides a seamless user experience, as well as clear information on the decision-making process displayed throughout the trading process.

Pre-configured trading strategies

ETHAX Trader will offer pre-configured trading strategies that work for the 3 market types: Bull (upward trend), Bear (downward trend) and Static (sideward trend). These built-in functions are designed to help beginners become more successful and experienced traders to gain those extra percentage gains.

24/7 operation and monitoring

ETHAX Trader will operate 24/7/365 with +99% availability. Planned upgrades will occur off-line and be fully beta tested prior to any upgrades to the live system.

These features enhance the security of the platform while limiting downtime for maintenance purposes.

Multiple crypto-exchange integrations

ETHAX Trader software will integrate with multiple exchanges via secure API keys, that allows for the purchase of cryptocurrencies, fiat, and stablecoins.

Asset management dashboard

The asset management dashboard allows for the management of multiple portfolios. The interface is user-friendly, easy to navigate, and simple to use.

Real-time market data analysis and reports

ETHAX Trader provides real-time data analysis and computes big data trading information 24/7. It also monitors on-chain transactions for trends. This mitigates the risk of inevitable extreme market swings and allows the software to react to the market conditions accordingly. Bespoke data reports can be produced on all historic and current trading positions.



ETHAX PRODUCTS - ETHAX TRADER, THE MACHINE LEARNING TRADING PLATFORM

Scalping

ETHAX TRADER has a Scalping function that operates when a predetermined percentage increase in trading volume occurs, the software will make numerous trades within a short timespan taking very small profits. As a result, the price fluctuation of the market will be positively reflected in the digital asset portfolio. This method may generate considerable profits in the right market conditions.

Long-term Trend Prediction

ETHAX TRADER can analyze various data inputs and undertake long term trend analysis to assist in accurate forecasts. This function supports mid to long term holding positions.

If the predicted trend occurs, then the strategy is expected to increase its efficiency. Conversely with our risk control systems in place the software will be able to minimize losses.

Risk Management

Our system manages risk by selecting appropriate trades according to predefined rules. Our risk management criteria considers potential profit to capital outlay, likely loss, maximum loss, minimum and maximum timescales for the trade and our own unique risk score for the digital asset traded.

DCA

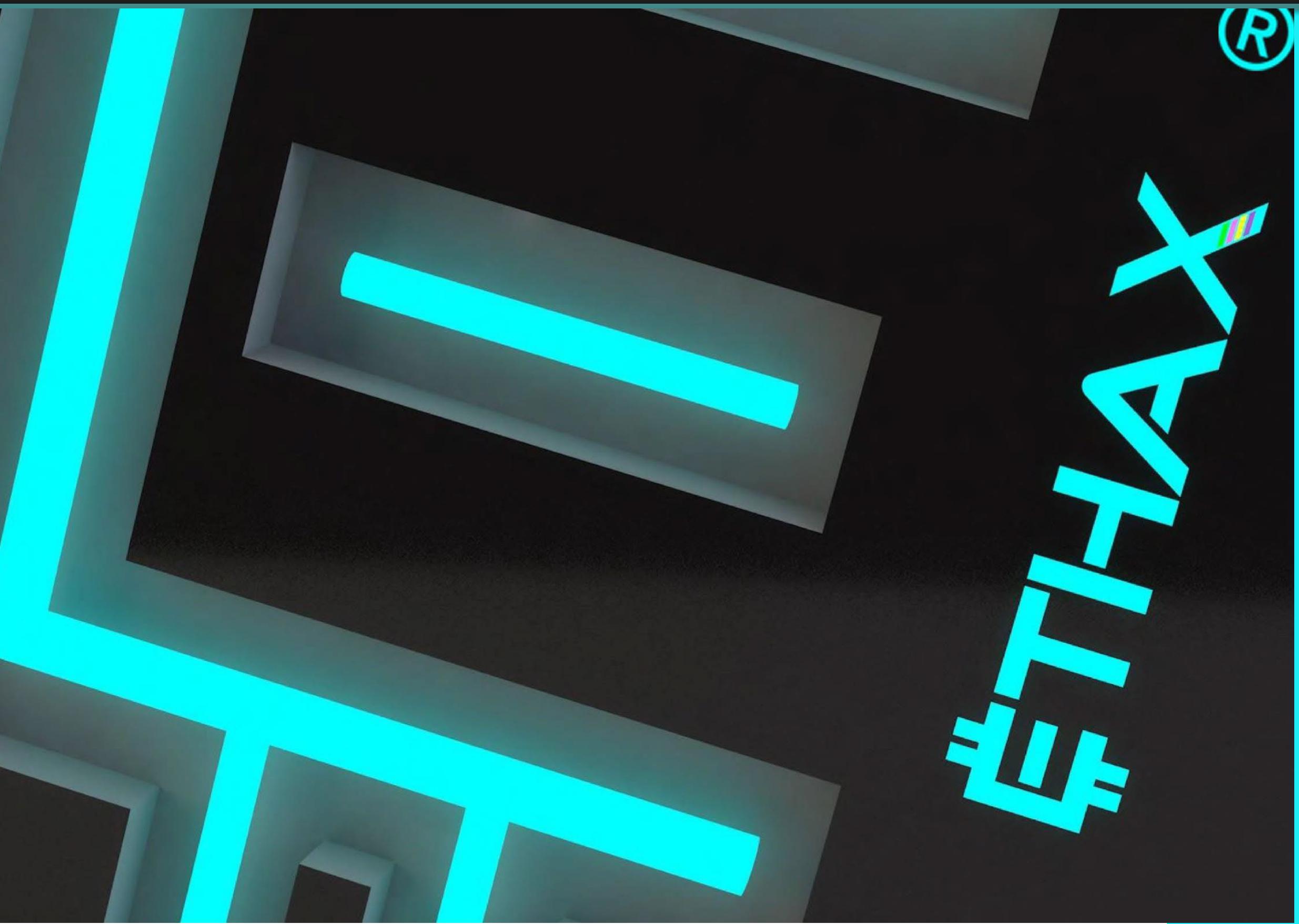
ETHAX TRADER has a Dollar Cost Average (DCA) trading function. This is a method of purchasing a digital asset at regular intervals which flattens the overall purchase value. The software also takes into account the planned total investment in the digital asset and is able to adapt increasing or decreasing order quantities and price to further mitigate risk.

Dynamic grid functions

The ETHAX Trader has an intuitive dynamic grid function where predetermined grids are used to range buys and sells of assets with the ability to adapt its range depending on the outputs of the live data analysis.



ETHAX PRODUCTS - ETHAX TRADER, THE MACHINE LEARNING TRADING PLATFORM



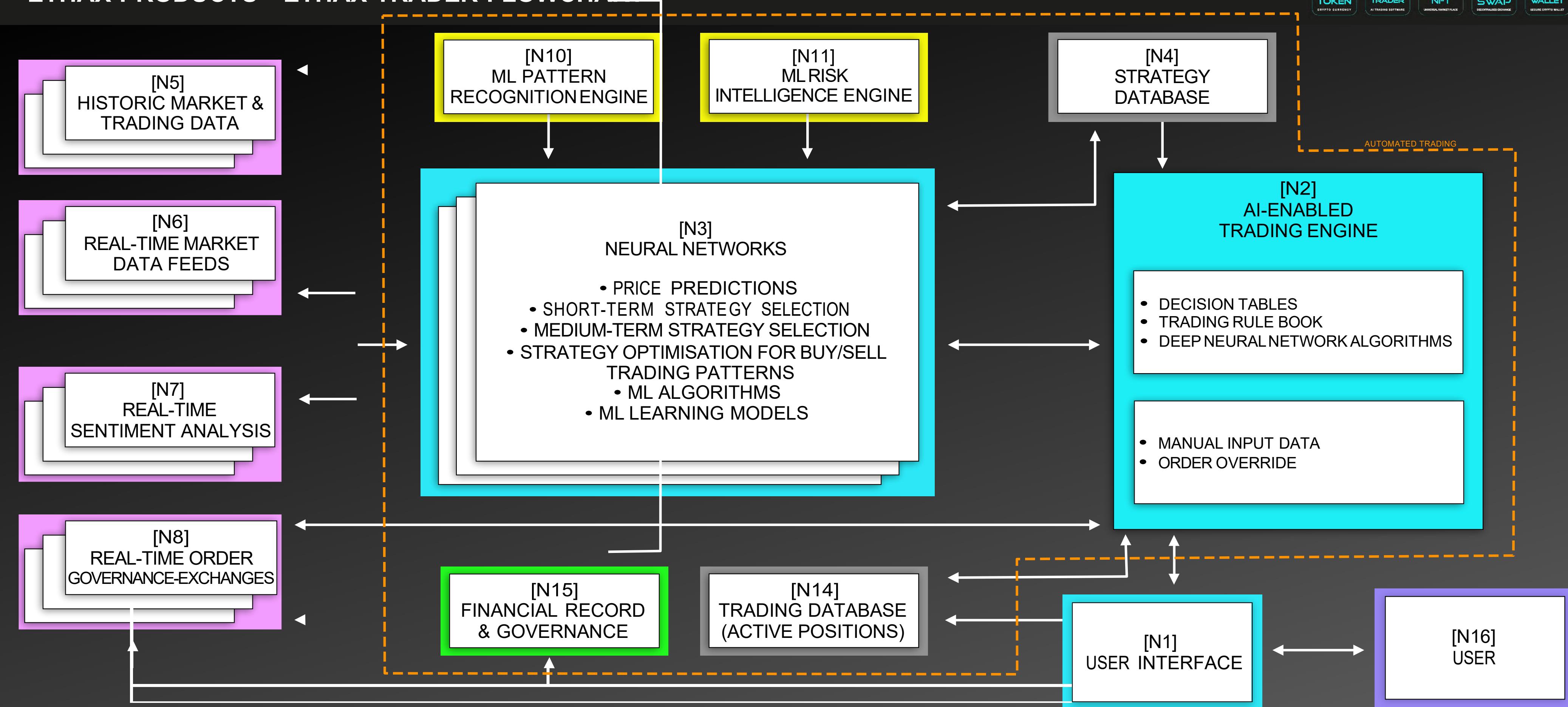
TRADING PLATFORM TECHNOLOGY

- Non-Custodial Machine Learning Trading Platform
- Built on algorithms & machine learning to allow seamless 24/7 trading
 - Cloud based & local server with mirrored backups
 - Faster, scalable system with low latency
 - Certificate based authentication
 - Connectivity using secure API using SDK
 - Machine learning Neural network
 - Expert trader moderation
 - Bespoke algorithms
 - MacOS, Mac iOS, Windows, Android
 - Robust and Secure infrastructure
 - Licensed as SaaS
 - DeFi and technology services
 - Data science driven



ETHAX TRADING PLATFORM

ETHAX PRODUCTS - ETHAX TRADER FLOWCHAR





ETHAX PRODUCTS - TOKEN

The five colored tokens represent the ambitions of Olympic attitude of faster, higher, stronger, as well as defining that ETHAX simply offers investment opportunities for everyone.

The ETHAX token is central to the ETHAX eco system of a self-sustainable business model, comprising of the latest in machine learning technologies together with advanced and proven trading strategies.

The ETHAX Token uses the latest and arguably one of the best blockchain technologies available in the sector, the BNB Chain (previously Binance SmartChain) (BEP20 Token). This has major advantages over other similar blockchain suppliers such as faster and cheaper transaction costs.

The ETHAX Token is available on major Centralized and Decentralized Exchanges.

Uniquely, limited ETHAX Tokens can also be bought through the ETHAX.com website without the requirement for customers to clear off-site compliance checks and without the need to register a digital wallet. Very few crypto coins and tokens have logos as they are not developed enough. ETHAX's strategy utilizes trademarked logos to grow the brand not least because ETHAX Global's business development includes technology, a trading platform, mobile crypto wallet, Decentralized Exchange, mobile apps and the ETHAX Token. The Token logo and brand act as an instantly recognizable marketing tool bringing parity to all ETHAX products.

The ETHAX Token is a utility token that can be used to pay for ETHAX NFT Marketplace fees, ETHAX Trader fees, ETHAX Swap fees, staking pool and liquidity pool participation. Fees paid for in ETHAX Tokens receive a 50% reduction in price. See Tokenomics in this white-paper.

The ETHAX Token will list across several centralized and decentralized exchanges overtime, but the business has a clear strategy for priority listings in a defined order. This strategy takes into account any finances required to list, as well as the strength of a positive uplift to the value of the ETHAX Token, as some exchange listings will impact the ETHAX Token in different ways. Through the experiences of the ETHAX trading team this strategy will be guarded.

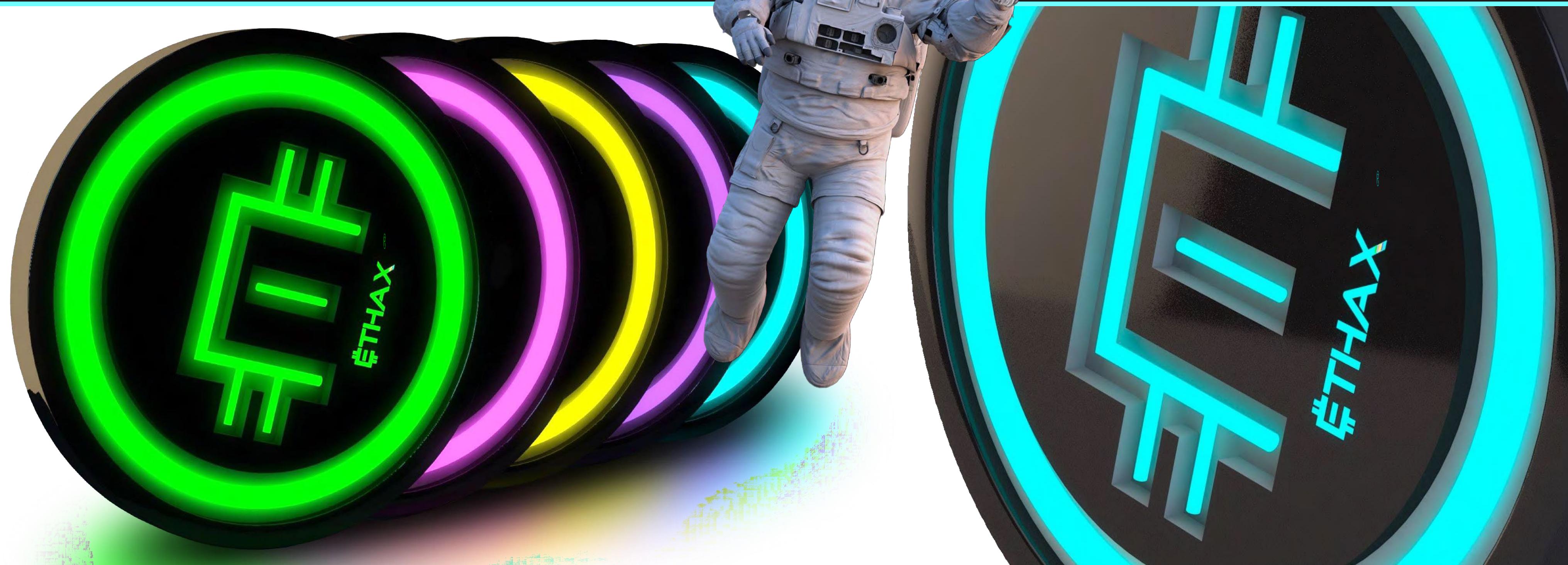
Tokenomics in Marketing - The ETHAX tokenomics model closely aligns to the marketing strategy whilst paying homage to the lucky number 8 hence the additional 8 tokens created over and above the 800,000,000 ETHAX Tokens. For every 100,000,000 ETHAX Tokens sold, ETHAX will set aside one ETHAX Token as a unique non-fungible token (NFT) which will be provided to the individual wallet that purchased the 100,000,000 ETHAX Token. The 'winner' of this NFT will be rewarded with a prize in ETHAX Tokens.



ETHAX



ETHAX PRODUCTS - TOKEN VISUAL



CRYPTO REDEFINED®



ETHAX PRODUCTS - ETHAXSWAP DECENTRALISED EXCHANGE



ETHAX is developing its own decentralized exchange called ETHAXswap; this is a non-custodial, Decentralized Exchange (DEX) built by ETHAX Technology to further enhance the ETHAX brand across all aspects of the crypto and blockchain space. This service will allow any users to buy, sell, or swap ETHAX Tokens or any other major crypto currency at the lowest possible market fees; users can also participate in staking pool and yield farms.

The USP for ETHAX Swap is that it is the only DEX that does not charge any fees to its users. This will in turn provides more value and drives more users to engage in our technology.





ETHAX PRODUCTS - ETHAX WALLET

ETHAX is developing its own digital asset Wallet the “ETHAX Wallet”, which is similar in functionality to the Trust Wallet. The ETHAX Mobile Crypto Wallet is built from the ground up to reflect the company ethos of transparency, leading-edge technology, usability and trust.

ETHAX Wallets allow customers to buy, sell, swap and store ETHAX Tokens as well as other cryptocurrencies such as Bitcoin, Ethereum, etc., across multiple blockchains. It will also have a FIAT to cryptocurrency gateway that will allow our users to purchase major cryptocurrencies plus ETHAX Tokens with a credit or debit card via the ETHAX Wallet.

The ETHAX Digital wallet is accessed as an app. As with all digital assets the consumer must own a digital, secure wallet to house them.

The ETHAX Wallet is to be available on IOS and Android from the App Store and Google Play respectively.





ETHAX PRODUCTS - ETHAX NFT MARKETPLACE



ETHAX is developing its own NFT universal marketplace.

A cross chain NFT marketplace for buying, selling and swapping NFT's across several blockchains. Fees associated with the marketplace will be the lowest available in the market.

The USP for ETHAX NFT Marketplace is that it is the only NFT Marketplace that does NOT charge any fees to its users. This will in turn provides more value and drives more users to engage in our technology.

As the ETHAX NFT Marketplace user base grows our revenue model will transition from no fees to the lowest available fees in the NFT Marketplace.





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ETHAX®
CRYPTO REDEFINED®

ETHAX TOKEN CRYPTO CURRENCY **ETHAX TRADER** AI TRADING SOFTWARE **ETHAX NFT** UNIVERSAL MARKETPLACE **ETHAX SWAP** DECENTRALISED EXCHANGE **ETHAX WALLET** SECURE CRYPTO WALLET

VIRTUALLY THE SMARTEST CRYPTO COMPANY IN THE WORLD

ETHAX EZY BUY
You Buy • We Manage • You Sell Whenever You Want
ETHAX Revolutionises Buying Crypto - No Crypto Knowledge Needed

£250 £500 £1,000 £1,500 £2,000

1. Choose a Sum
2. Pay Via Credit Card
3. You Now Own ETHAX Tokens

ETHAX Manages Your Tokens In Their REVO Wallet
Historical Returns +49%
View Your Account 24/7
Cash Out When You Want

T&Cs Apply
Investments Can Go Down As Well as Up
Identity Checks and Anti Money Laundering Measures May Be Required
At the Time of Purchase Your Token Price is Stated
Cash out Requires 72 Hours To Transfer USDT/BTC/USD/GBP

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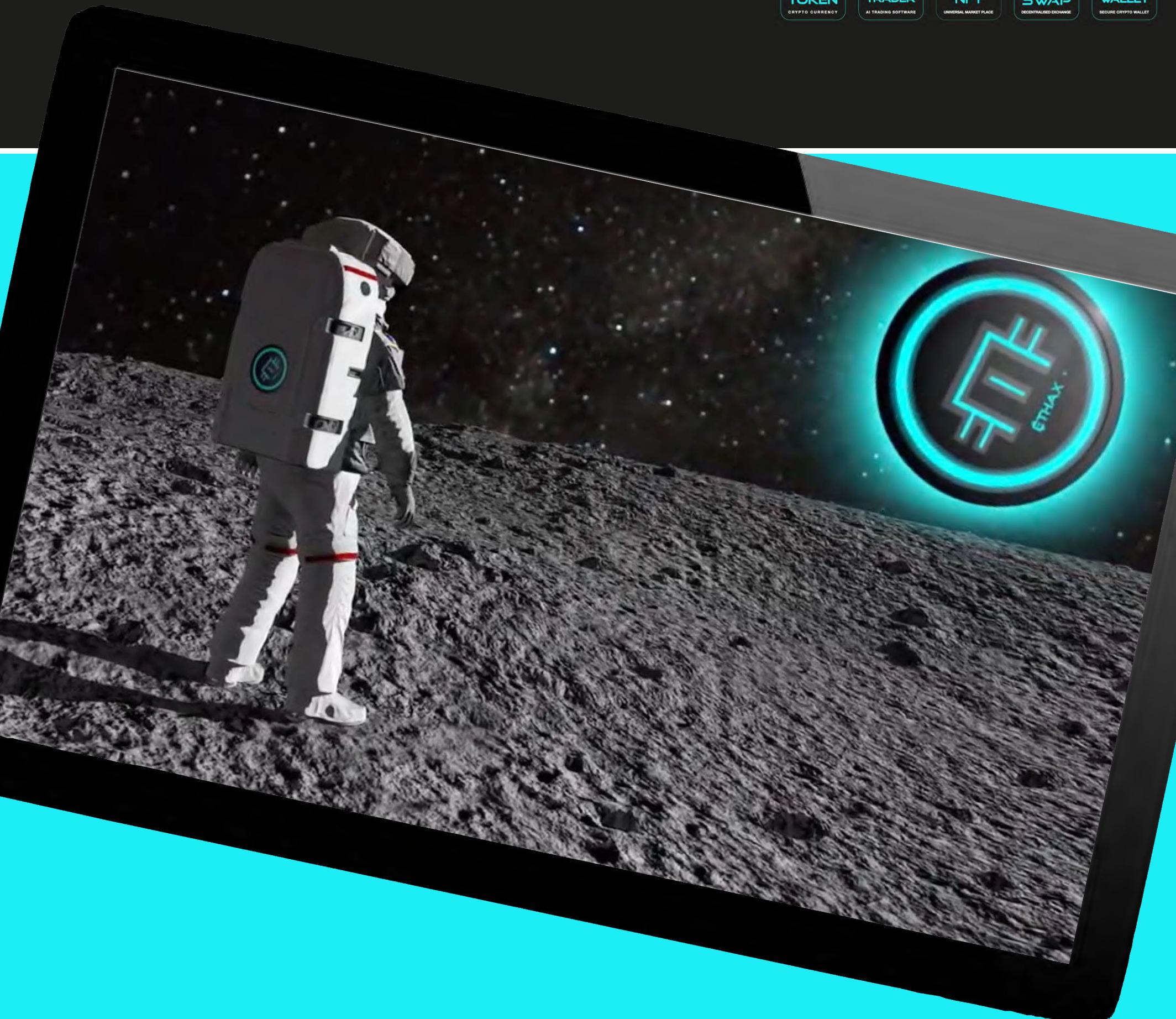
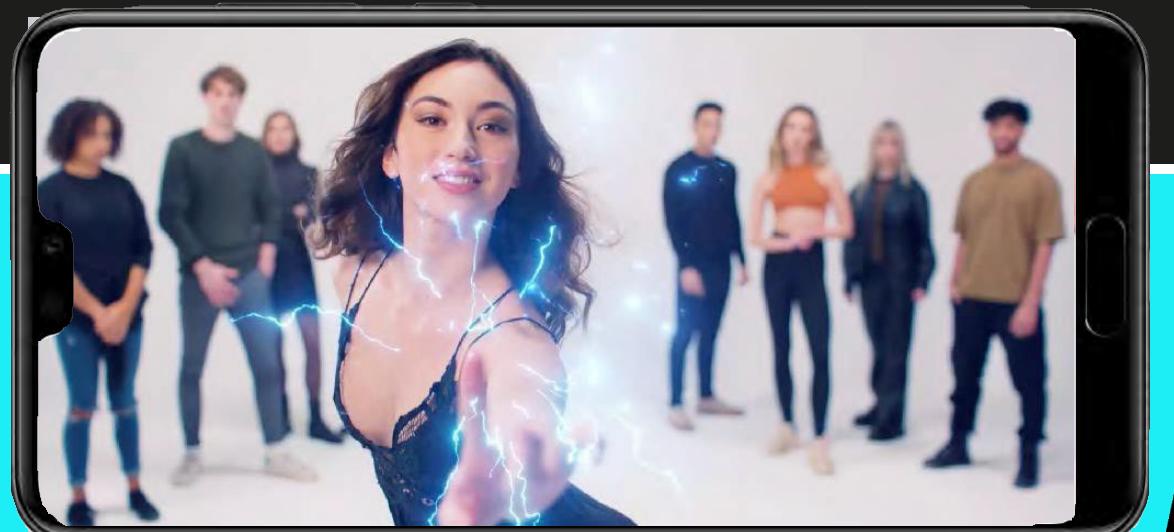
SERVICES
Discover what ETHAX can do for you. ETHAX is designed for novices & pros

TRADE
Leading edge trading platform. Trading across all exchanges.

LEARN MORE



ETHAX CAMPAIGN SAMPLES





ETHAX TOKENOMICS

It is important to understand that when creating a digital asset such as the ETHAX Token or any other utility token, that there has to be market demand for such a token. Therefore, a fundamental aspect of a digital asset succeeding is its ability to present a good use case.

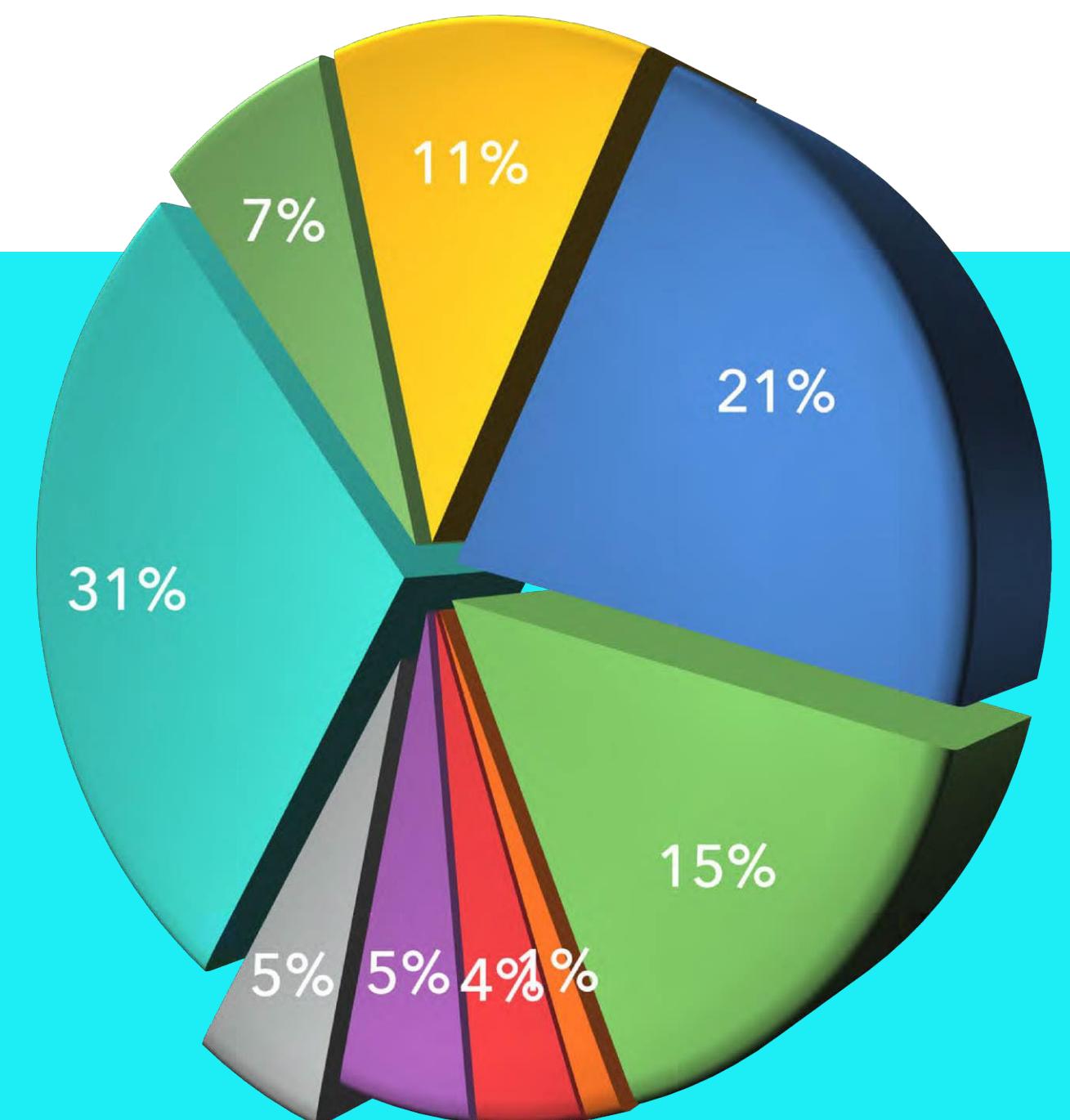
The digital asset sector is littered with ventures that create utility tokens, which fail at the first hurdle and either do not have a use case or its use case is fundamentally flawed. ETHAX has researched many projects in the decentralized finance (DeFi) sector prior to and during the development of ETHAX to understand the success and failure factors of many DeFi projects. This has aided us in identifying factors associated with failure in order to mitigate/circumvent them.

The use of ETHAX Tokens is at the heart of our token economic model.

A total of 800,000,008 ETHAX Tokens have been created. The distribution of these tokens can be seen in the table below:



- Founders/Team
- ETHAX Treasury
- Air Drop
- Liquidity Funds & Exchange Listings
- Advisors & Partners
- Private Sale
- Public Sale
- Marketing
- Tech Development





ETHAX TOKENOMICS

We are creating a suite of products and services that drives the natural use and demand of the ETHAX Token. These are explained in more detail herein, however an important aspect of demand for ETHAX Tokens is that it does not rely on one source of demand.

1. ETHAX TRADER once built and released to the public under license will drive demand for the ETHAX Token. For example, the cost to use the software will be accepted in any major crypto currency, FIAT or ETHAX Tokens. Users that chose to pay by ETHAX Tokens will be entitled to a 50% discount in the license fee. This will in turn drive the users to the market place to obtain ETHAX Tokens. As the ETHAX TRADER user-base increases so too does income generated from license fees, likely in ETHAX Tokens, which further drives demand. The increase to our ETHAX TRADER user base is closely aligned to our Marketing Strategy which has an objective to grow the ETHAX TRADER user base and limit the attrition rate. Our ETHAX TRADER license fees will be unique in that users will only pay a fee for using the software if they make a profit trade using the ETHAX TRADER. A typical example would be User A trades using ETHAX TRADER and makes a successful trade resulting in \$1,000 profit. ETHAX will take 1% of the profit, \$10, which is automatically deducted from User A's pre-funded ETHAX TRADER account. This strategy promotes increased usage of the ETHAX TRADER, because the user wins, and provides scope for increasing the 1% profit that ETHAX takes in license fees with very little impact on attrition. There are unlikely to be many users that will stop using the software if they are turning an overall profit. We will also offer a traditional subscription basis to the ETHAX TRADER, being monthly, quarterly or yearly subscription thereby giving users the choice of how they pay the license fee.

2. ETHAX STAKING POOL rewards those staking ETHAX Tokens with a very competitive 29.2% APY in ETHAX Tokens. This Staking Pool is at the center of our multimillion-dollar ETHAX Investment Fund which we have been trading successfully averaging 42.3% ROI over the last 30 months. The increased participation in the Staking Pool will drive investment to the ETHAX Investment Fund which is currently manually managed. Once the ETHAX TRADER is available it will supplement the management of the ETHAX Investment Fund, which in turn will likely increase the average ROI, currently 42.3%, due to 24/7/365 trading capability. The current management of the investment fund is based on 8-hour days. This will likely increase the profitability of the Staking Pool, the difference between the ETHAX Investment Fund and the Staking Pool rewards.



ETHAX TOKENOMICS

3. ETHAX TREASURY MANAGEMENT (ETM) function sets the overall strategy for the ETHAX decentralized finance activities. The primary function of the ETM is to ensure the execution of the strategy and manage the mid to long term assets of the decentralized finance arm of ETHAX. The ETM works alongside the ETHAX Investment Fund to ensure a joined-up approach to holding digital assets, as well as a FIAT reserve. This combined approach allows ETM to take advantage of holding risks that it is comfortable with whilst reducing expenditure on exchange rates between cryptocurrencies, crypto to FIAT, FIAT to crypto and between FIAT currencies. The larger the funds under ETM control the more the buying power, less expenditure and greater control of risks. For example if the ETHAX Investment Fund was to make an OTC purchase of BTC but the BTC assets held by the ETM was in excess of that purchase the overall ETHAX business would save on FIAT to crypto fees and transfer costs. The ETM could then buy back that same amount of sold BTC from the market at a lower price at a later date thereby maintaining its overall BTC holding and profiting from a cheaper buy back at a very low risk. By actively monitoring the markets ETM will use the aforementioned 1% ROI of the Investment Fund to buy back ETHAX Tokens from public exchanges. ETHAX Tokens purchased via this process will be contained in a unique wallet for audit purposes and all ETHAX Tokens stored in this wallet will be burned every quarter. This will permanently reduce the total amount of ETHAX Tokens available and therefore increase the value of the ETHAX Tokens that are available in circulation.

4. ETHAXSWAP DECENTRALISED EXCHANGE (DEX) ETHAXswap will initially work on a premise of no fees for the DEX and only a fee for the Liquidity Provider. This will in turn provide demand from consumers using our ETHAXswap exchange (users and liquidity pool providers). Once certain predetermined users of ETHAX Swap have been garnered then the ETHAXswap fees will transfer from no-fees to low-fees being the lowest available in the open market place. These ETHAXswap fees can only be paid in any major crypto currency or ETHAX Tokens. Those that pay by ETHAX Tokens will receive a 50% reduction in fees, which will drive further demand.. We will set a burn rate of 100% of all ETHAX Tokens received from ETHAXswap fees. This effectively means that the circulating supply will always be permanently reducing and thereby increasing the value of the other ETHAX Tokens in circulation. Our ETHAX Token burn function will operate every quarter and a public announcement of each ETHAX Token burn will be communicated on our main social media channels.



ETHAX TOKENOMICS

Managing the amount of ETHAX Tokens in circulating-supply is of paramount importance to the ETHAX Token Release Strategy. Our approach has been only to release ETHAX Tokens required to build and develop the ETHAX Technology and Services rather than flooding the market with available ETHAX Tokens. The main advantage this has is that there are the minimum amount of ETHAX Tokens in circulation, which will maintain a good price tension between the supply and demand of the ETHAX Token.

Our ETHAX Token Release Strategy has been optimized to ensure that the ETHAX Token price remains close to the ETHAX projected market rates. We manage this by using the trading methodologies from our successful ETHAX Investment Strategy. Obviously, this strategy diminishes as the circulating supply increases at which point the ETHAX Token price will become more dictated by the market.

Our token economic strategy also considers the long-term future of the ETHAX Token and how the increased growth of the user base for our technologies influence this demand and the flow of tokens back to ETHAX for these services.

With the above in mind, as already stated, we have set a 100% burn rate of all ETHAX Tokens received from users by way of any fees associated with our products.

Our ETHAX Tokenomics model is based upon a 5-year projection which aligns to the ETHAX Business Plan. The plan is to release all the ETHAX Tokens for public sale over this period of time as set out in the table below:

*No Founders / Team Tokens

	Release Year 1*	Release Year 2	Release Year 3	Release Year 4	Release Year 5	Total ETHAX Tokens Released
Total ETHAX Tokens 800,000,008	80,000,001	160,000,002	320,000,003	160,000,002	80,000,001	800,000,008



ETHAX TOKENOMICS

ETHAX Tokens will be on a controlled public release, which will follow a flat line distribution principle throughout the year. Any ETHAX Tokens offered for public release and not sold in that year will be burned in the first quarter of the following year. This will permanently reduce the amount of ETHAX Tokens available and in turn increase the price of those ETHAX Tokens that are in circulation, increasing the value for ETHAX Token holders.

In the event that ETHAX Token demand outstrips the release of the ETHAX Tokens no further ETHAX Tokens will be released which in turn limits the amount of ETHAX tokens in circulation and maintains the tension between supply and demand and thereby helps maintain the market price. This approach ensures that the overall ETHAX Business Plan is aligned to our projected ETHAX Token Release.

The ETHAX business entity has legally bound its founders/ team allocation of ETHAX tokens so that their respective allocations of ETHAX Tokens will not be available until 12 months after the public launch of the ETHAX Token. The founder/teams ETHAX Tokens will be flat lined released over a 4 year period. This has several advantages to our economic model such as ensuring long-term commitment from the project team and that the value of their ETHAX Token allocation is effectively reliant on the success of ETHAX, plus there's a reduced adverse effect on the market price of the ETHAX Token.

In conclusion, our ETHAX tokenomics model addresses many of the challenges faced in creating a utility token. We have managed this by looking at our businesses on a holistic level over a 5-year period and building into our roadmap the products and services, which will be the core of our success.

Section 4 DUE DILIGENCE





ETHAX INTELLECTUAL PROPERTY

"ETHAX" has been granted a UK Trademark for classes 9, 35, 36, 38, and 42, with the EU now published and Japan applied for. ETHAX maintains the ability to add/scale multiple territories at any future date.

In addition the ETHAX Token and Token Stack has been granted a UK Trademark for classes 9, 35, 36, 38, and 42, with the EU and Japan applied for and ETHAX's ability to add multiple territories at a future date. ETHAX Global Limited have trademarked REDeFiNED in the UK with classes 9, 35, 36, 38, and 42.

The company owns ethax.com and has moated the domain through the purchase of multiple suffixes.

ETHAX has a constantly updated online social presence. The company has secured user-names across all of the major sites, and pages/stories will go live in conjunction with pre-marketing of the ETHAX Token and ETHAX trading platform.

Social Media Sites Used Are:

<https://www.instagram.com/ethaxcrypto/>
<https://www.facebook.com/ethaxcrypto/>
<https://twitter.com/EthaxCrypto>
<https://www.tiktok.com/@ethaxcrypto>
<https://www.youtube.com/c/ETHAXCrypto>
<https://t.me/ETHAXCRYPTOPUBLIC>
<https://t.me/ETHAXCRYPTOOFFICIALCHAT>

Social sites have direct access through the ETHAX website, team emails and associated media.

ETHAX owns and protects all of its Intellectual Property both in terms of creative and with all technological development.

RISKS

With every investment there are elements of risk. Companies fail for a host of reasons including lack of market, inability to monetize, poor strategy, and lack of vision/direction but the most common reasons small businesses fail are a lack of capital or funding, an inadequate management team, a faulty infrastructure or business model, and unsuccessful marketing initiatives.

Acquiring ETHAX tokens and/or using any ETHAX product involves various risks, in particular funding, which impacts development and management. Any user should carefully consider the risks, costs and benefits of acquiring ETHAX tokens and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with ETHAX's activities or any other risks whether disclosed or not, should not acquire and/or trade ETHAX tokens.

Some elements of risk are harder to guard against such as a global catastrophe or a sector affected by global news.

In defence digital assets have grown exponentially during the recent global pandemic. This digital finance space offers unprecedented growth and ROI opportunities having seen a market cap rise from \$250 billion to \$2.6 trillion in just 18 months.

RISK	MITIGATION
Hacking / Ransomware	Technical provisions and firewalls built into all ETHAX enabled products
Global Crypto Crash	All financial sectors and institutions have peaks, troughs, and periods of stability. ETHAX hold a range of coins, tokens, and reserve funds to ride out any severe instances
Fraud	Anti-Money-Laundering, 2 factor authentication, firewalls, due diligence and other measures are in place to avert this
Errors	Software based solutions employed to avert this
Lack of Investment	ETHAX has multiple revenue producing products to, in effect, self-fund development. Investment is required in the short-mid term but ETHAX has so far raised above expectation
Inadequate Management	The ETHAX founders are highly proficient in their field. Expert partners have been sourced
Faulty Infrastructure	The ETHAX founders have created ETHAX based on the evolution of their current businesses and experience



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WHITE PAPER

Version 3.1.2

ETHAX, REDeFiNED, Token Stack and the ETHAX Token are registered in the UK, and published in the EU, as a trade mark of ETHAX GLOBAL LTD.

ETHAX is the trading name of ETHAX Global Ltd, Registered in the UK company number 13304308

All Cryptocurrency services directly offered by ETHAX, including but not limited to direct ETHAX Token sales, ETHAX EZY BUY, ETHAXswap DEX, ETHAX NFT Marketplace and ETHAX Mobile Wallet are provided solely by ETHAX LU UAB.

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