

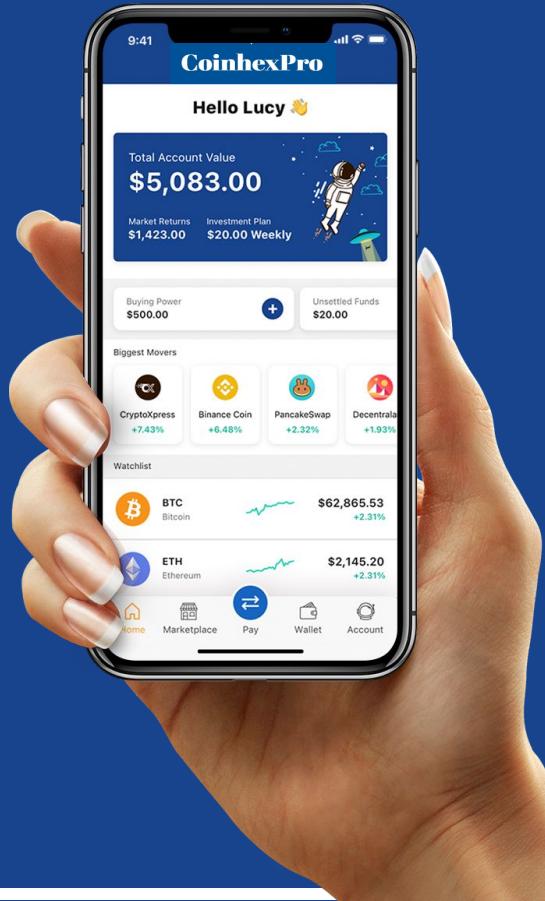


CONFIDENTIAL

CoinhexPro

Whitepaper V1.5
Platform Details & Token Model

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I. Introduction

As of March of 2022 the Cryptocurrency sector reached new heights in terms of the all-time highs, in both price and volume, of major cryptocurrencies such as Bitcoin (BTC) and Ethereum (ETH).

Global Corporate Participation



Twitter, Square, Uber
Express Public Interest



Over \$71 Billion
Institutional Investment



VISA, PayPal & Mastercard
Offering Crypto Services

Institutional investment of treasuries into cryptocurrencies and cryptocurrency funds has peaked at US\$ 71 Billion while traditional payment processors such as PayPal, Visa, and Mastercard have added cryptocurrency products to their offerings. The technology industry publicly expresses support of the sector as evidenced by statements from C-Suite Executives at Twitter, Uber, and Square.

Global Retail Uptake

Similarly, retail investors are investing larger portions of their net savings into cryptocurrencies with all major global markets experiencing record annual growth and earnings.



26% of citizens
own crypto



50% of Elderly
Express Interest

AUSTRALIA



20% of citizens
own crypto



40% of Millennials
Own Crypto

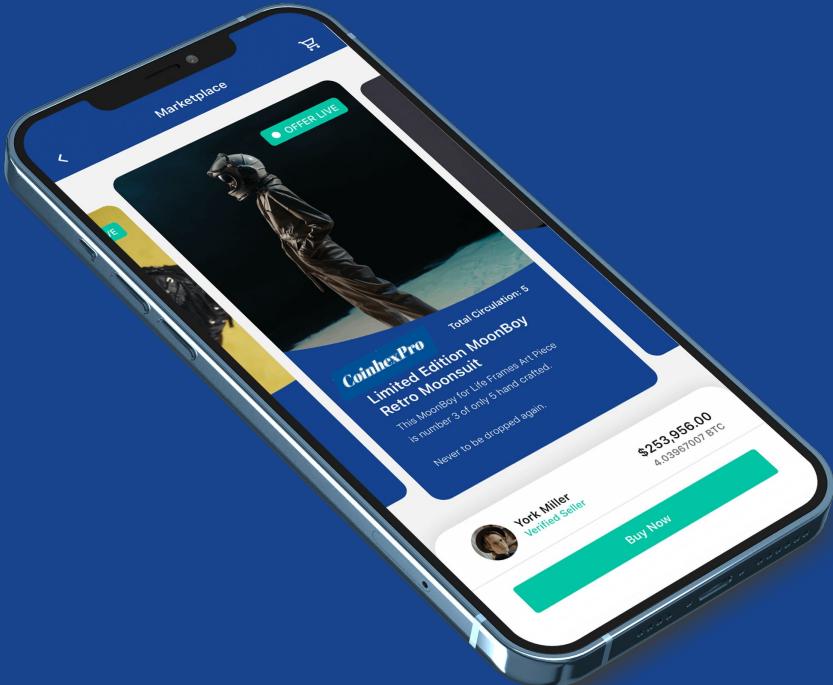
UNITED KINGDOM



500% Growth
Since 2015

1.5% Market
Penetration

INDIA



Art & Media NFT Marketplace

CoinhexPro is offering NFTs through its partnership with **NFT Ocean** and are compatible with ERC20/BSC

The value of art and media transactions using NFT technology has increased from approximately US\$ 63 Million in 2019 to almost US\$ 251 Million in 2020, with this trend expected to accelerate in the coming years.

NFT technology allows more secure and identifiable ownership of digital and financial assets including art, media, corporate equities, and real estate using decentralized blockchain infrastructure.

CoinhexPro & NFT Ocean



II. The Problem

While the demand to invest larger portions of personal net worth into cryptocurrencies is surging all over the world, the steep learning curve for beginner and first-time investors is limiting the market's true potential size.

The problems with current solutions are:



Complicated to Use

Current platforms require investors to understand complex technical terminology. They also require the performance of complicated interactions to perform transactions which causes the reduction in potential investor participation.



Lack of Beginner Friendly Guidance

New investor learning curves can be significantly reduced through the targeted focus on beginner investors within the platform's investor experience and journey models.



Difficult Payments & Transfers

The lack of a direct bridge between cryptocurrency and fiat payment networks reduces the portion of savings that investors are willing to hold in cryptocurrencies. The inability to make direct crypto to fiat payments and transfers to other individuals or companies, reduces the attractiveness of cryptocurrencies as a store of savings.



High Fees & Commissions

Existing platforms charge high fees and commissions which can be reduced through the streamlining of their platform's operational inefficiencies and business models.



Lack of Shared Experience

Existing platforms lack social interactivity features yet current studies indicate that investors are likely to increase their investments when working in groups due to the effects of socially supported decision-making.

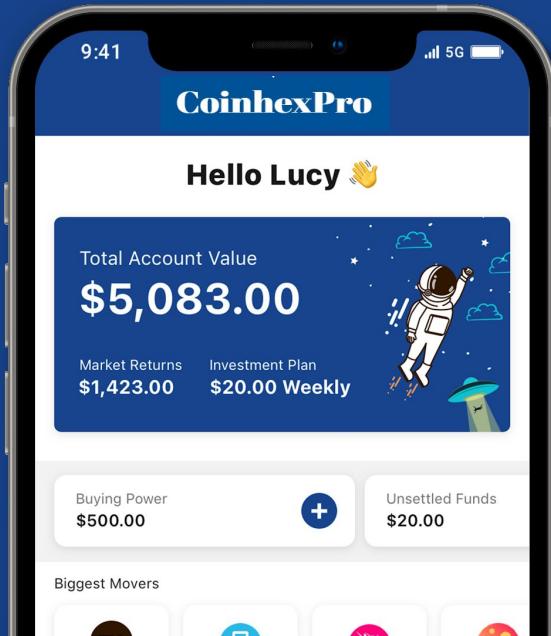


Digital Ownership

Current technologies to allow for the decentralized ownership of digital and physical assets lack in terms of security and identifiability and fall prey to piracy and fraud.



Say hello to a better
banking alternative.



III. The CoinhexPro Platform

a. Features

Buy & Sell Cryptocurrencies:

Beginner friendly, 3-click cryptocurrency purchase and sale interface for hundreds of cryptocurrency pairs .

Pay Utility Bills & Make Payments:

Direct utility bill payments and invoice payments from cryptocurrency holdings. Transfer funds or cryptocurrency to family and friends seamlessly.

NFT Art & Media Marketplace:

Easy to use marketplace to trade art and media from the industry's hottest stars, using NFT technology.

Zero Fees:

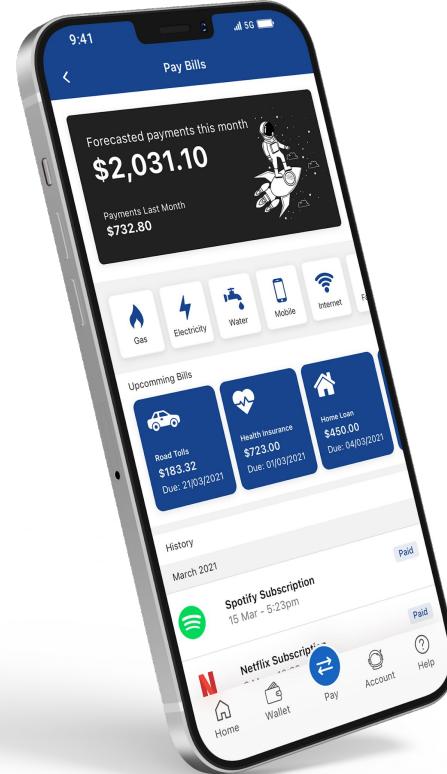
0% fees and commission on cryptocurrency buying and selling transactions.

Chat with Friends and Groups:

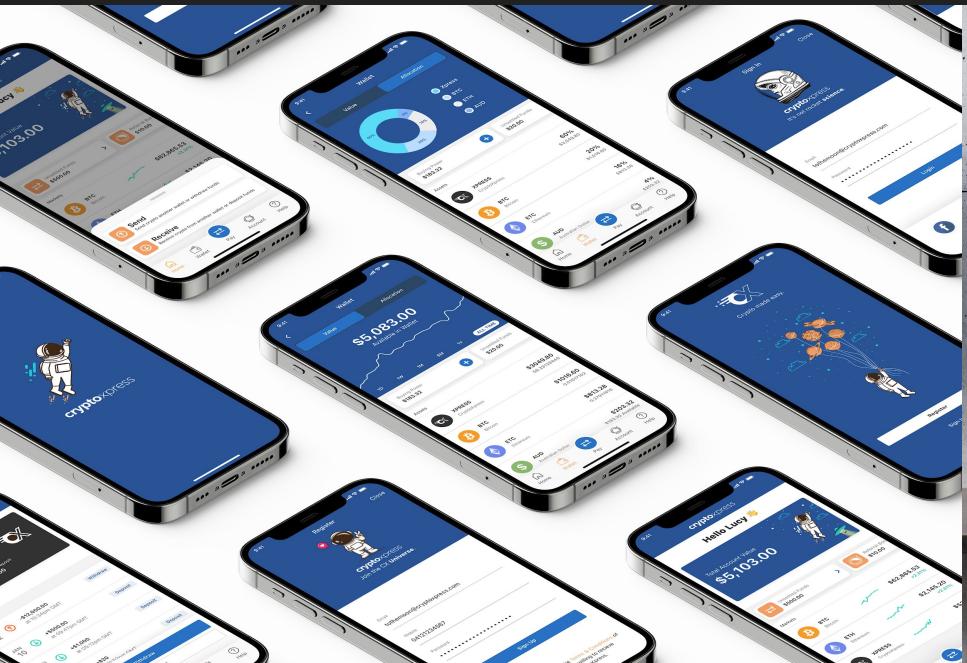
Chat with family and friends in groups of unlimited numbers of members. This will enable the creation of a social network within the platform and encourage increased investment and trading through on-platform user to user interactions and support.

Expert Advice & Support:

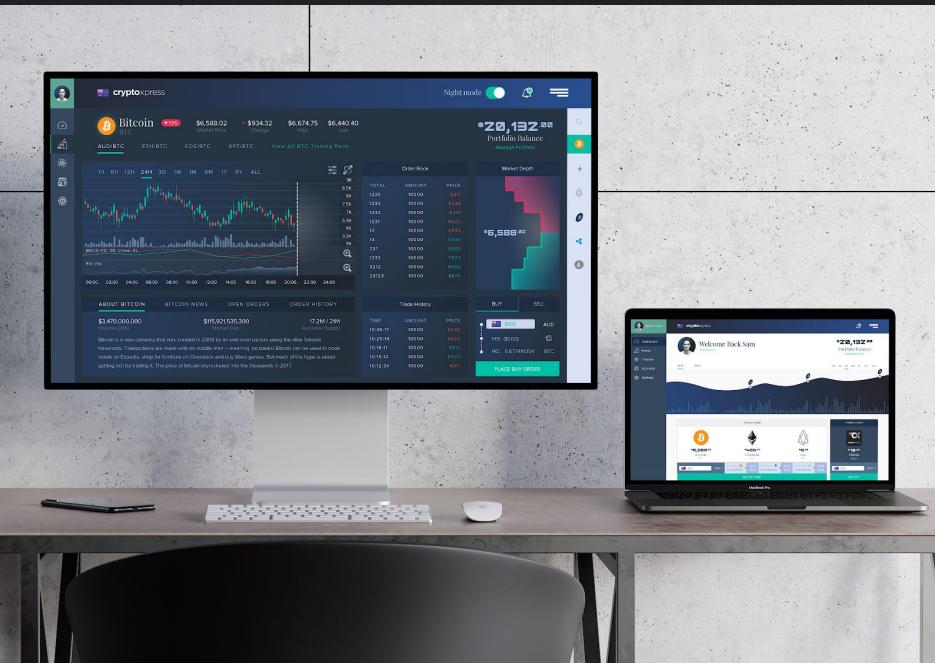
Receive expert advice and support at the click of a button.



b. UI/UX Experience



IOS / Android Apps



Web Pro Exchange

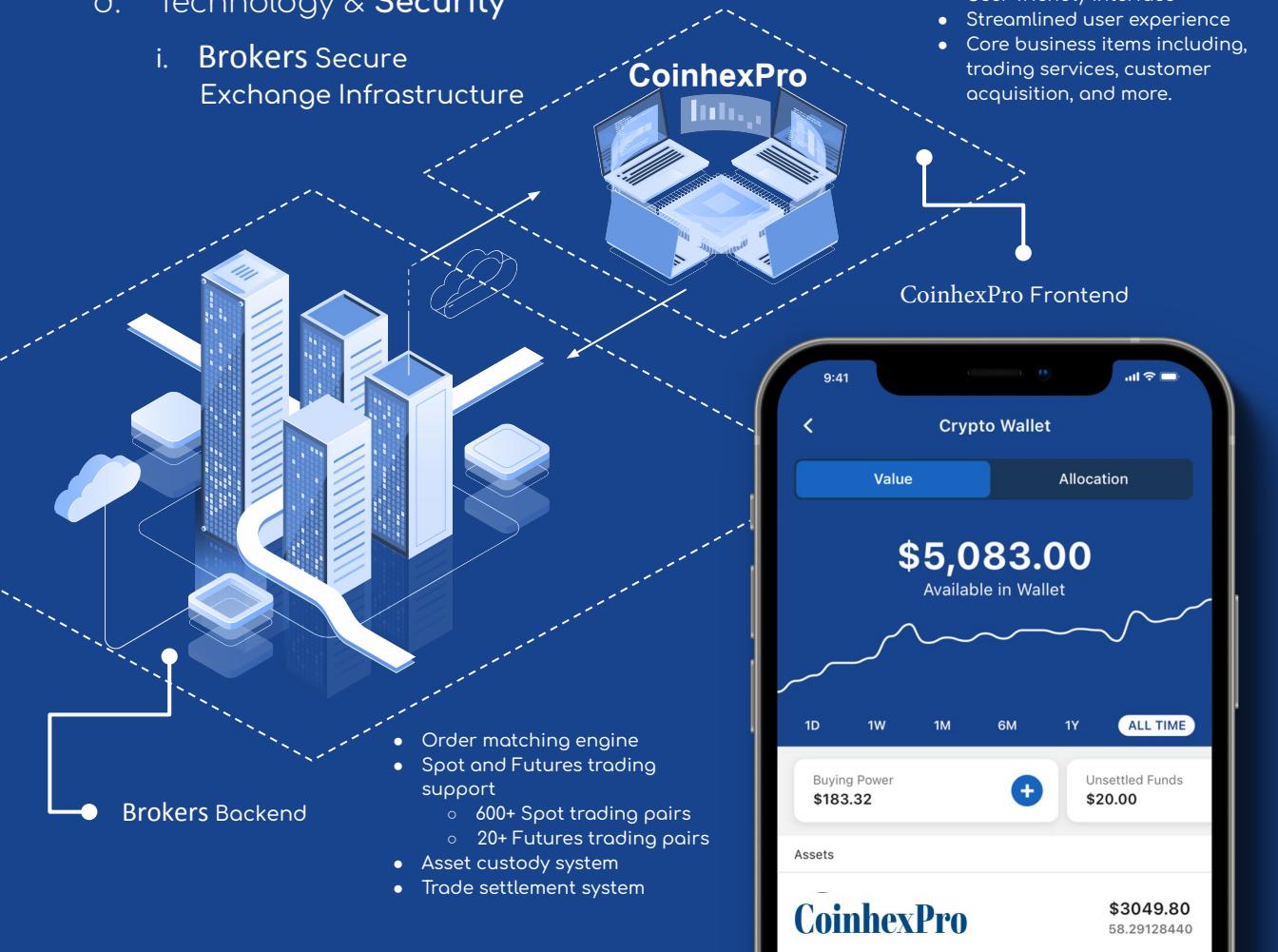
c. Operating Markets

CoinhexPro will be licensed to operate in almost all countries and will be able to accept domestic fiat deposits in the most of the countries after launch.



d. Technology & Security

i. Brokers Secure Exchange Infrastructure



BROKER BACKED PROGRAM

We've leveraged Binance's leading liquidity, market depth, asset management systems, security infrastructure, and personalized marketing support, so we can focus on delivering maximum value to our users.



e. Marketing Strategy

i. Social Media, PR & Influencer Network

- Using social media as our core channels, we will drive sustainable and consistent reach and adoption through organic posts (and eventually small scale ad campaigns).
- Organic Engagement: The cryptocurrency audience is unique in the sense that the community is tightly wound, especially around more conversational channels. We will leverage this to build a dedicated community.
- Influencer & Celebrity Network: We are working hard to secure NFT and social influencer partnerships with influencers, celebrities, sports stars, and artists. Some already signed on. This will drive significant reach and virality around key moments.

ii. Above the Line Marketing

- Building Brand Equity: Strategically placed out of home (OOH) and potentially to significantly boost brand awareness and equity on a larger scale.

iii. Press Releases

- We have exciting milestones coming up and we want to tell the world. To generate buzz and excitement share around important news such as partnerships, launches, IDOs, we would like to send out organic and paid press releases.



iv. Interviews/Podcasts/Video

- Similar to press releases, we will showcase what the CoinhexPro platform has to offer in addition to the strength of our leadership team. Team members to be front and center in answering any questions to ensure a human aspect to the world of crypto.

v. Content Creation/SEO

- Curated Content Hub: CoinhexPro will produce its own content for updates, press releases and for general news updates. This will provide content for our users to engage with and also assist with boosting SEO.
- Increase Visibility and Recognition: We'll create our own unique content with the aim to push CoinhexPro up the rankings for search results.

vi. CXP Academy

- In the future, we will establish a platform where we can educate beginner, amateur, and even advanced crypto, blockchain, and finance enthusiasts.

vii. Video Production & Partnerships

- There are opportunities that will be explored to drive brand recognition through TV, video, and documentaries, whether that is through our own efforts or through partnerships.

f. Target Markets

The initial target markets include:

- UK (total population of 66.65M*)
- India (total population of 1.4B*)
- UAE (total population of 9.75m*)

Market Niche:



Persona A

- 20 to 34 year olds
- Employed
- Have banking needs
- Interested in improving financial wellbeing
- Have mobile phones



Persona B

- 55 to 65 year olds
- Retired or soon to be retired
- Have banking needs
- Interested in increasing savings for retirement
- Have mobile phones

Projected % of Niche Acquired:

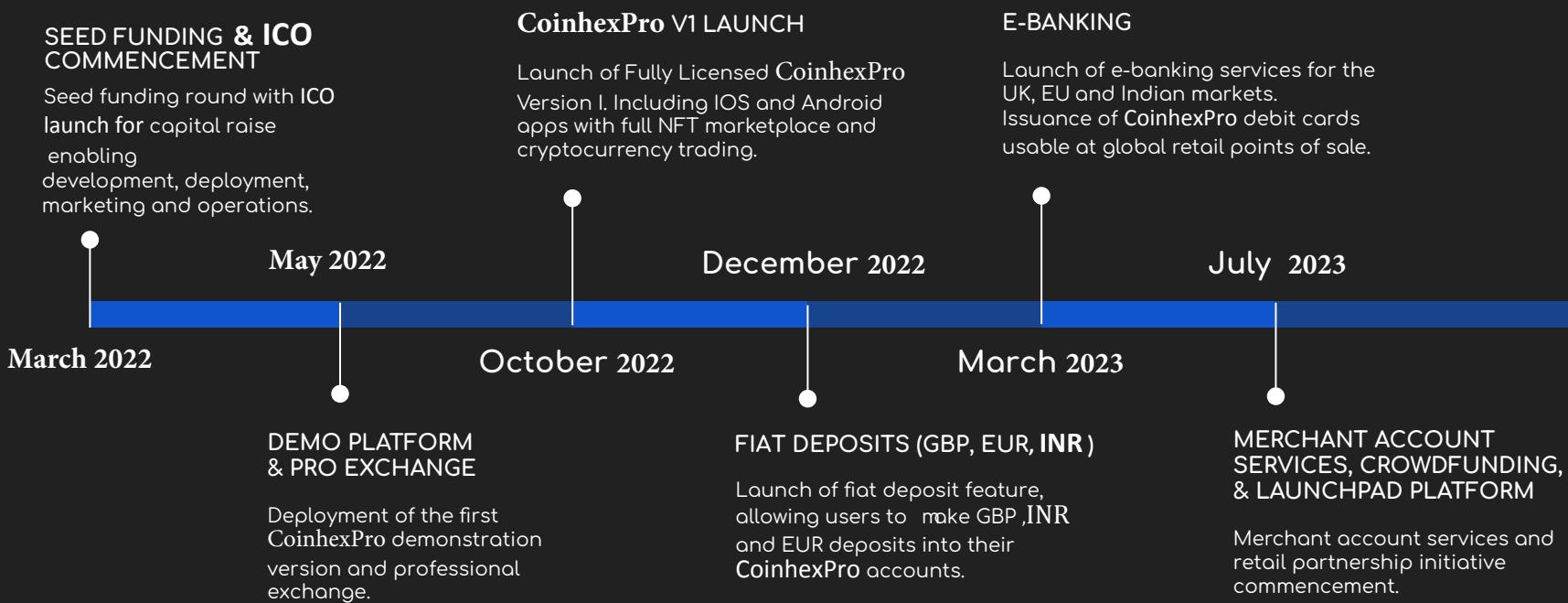
	Year 1	Year 2	Year 3	Year 4	Year 5
Total Market - Persona A market size: 22.2m - Persona B market size: 11.5m	50k 0.15%	125k 0.38%	250k 0.76%	450k 1.38%	1m 3.06%

Attribution Breakdown of Total Market:

	Year 1	Year 2	Year 3	Year 4	Year 5
United Kingdom - Persona A market size: 13.2m - Persona B market size: 8.2m	25k 0.12%	62.5k 0.29%	125k 0.58%	225k 1.05%	500k 2.34%
India - Persona A market size: 75m - Persona B market size: 15m	15k 0.19%	37.5k 0.48%	75k 0.97%	135k 1.74%	300k 3.87%
United Arab Emirates - Persona A market size: 3m - Persona B market size: 550k	10k 0.28%	25k 0.70%	50k 1.41%	90k 2.54%	200k 5.63%

* Population as of May 2021

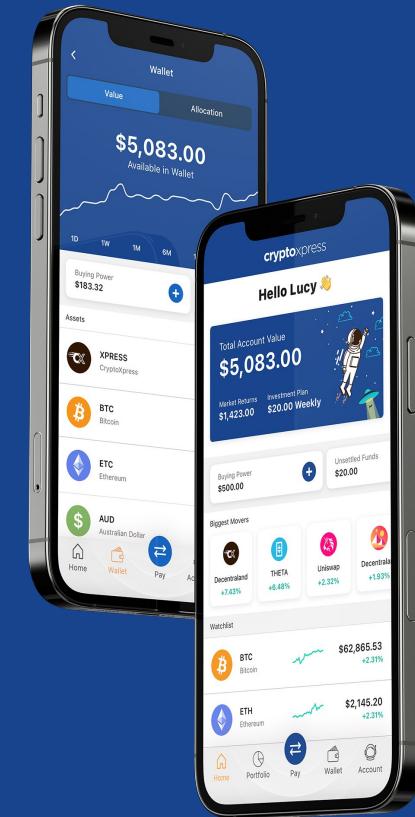
9. Roadmap

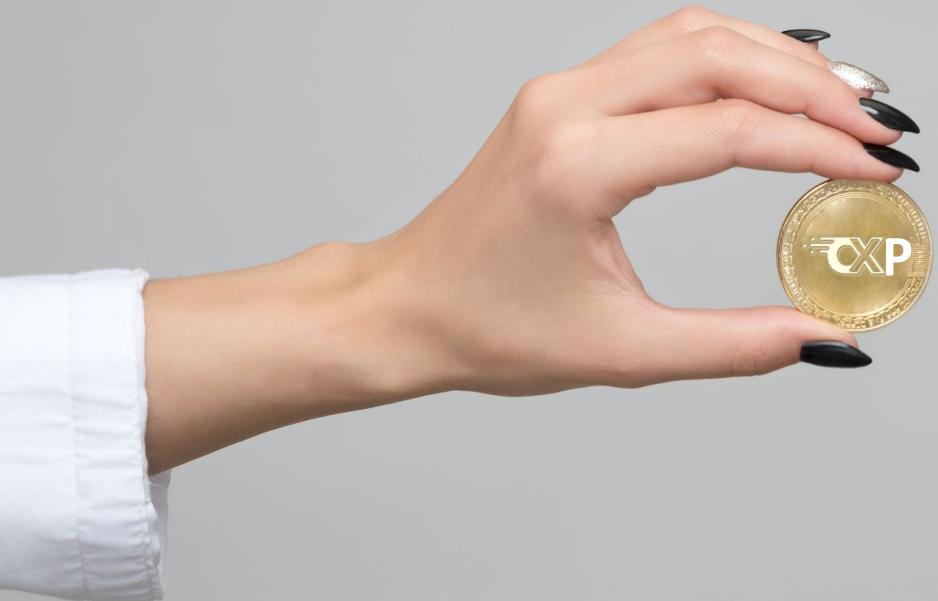


h. Licencing & Compliance

CoinhexPro will be registered in Estonia Or Poland as CoinhexPro and also obtained an Estonian cryptocurrency license which allows it to legally and compliantly perform the following activities:

1. Issue Tokens (IEO/NFT offering);
2. Offer Wallet services
3. Offer Exchange services
4. Offer OTC services
5. Engage in an IEO
6. Sell bitcoin via bank transfer and debit / credit card in 179 countries
7. Trade with utility tokens
8. Offer cryptocurrency to cryptocurrency, cryptocurrency to fiat, and fiat to cryptocurrency transaction services
9. Run a utility token exchange
10. Open Euro denominated bank accounts to sell Bitcoin and other coins
11. Open bank accounts globally
12. Operate globally
13. Issue debit cards
14. Sell cryptocurrencies with debit & credit cards





IV. CoinhexPro Token

The **CXP** token is a utility token for the **CoinhexPro** platform which will be used to provide discounts, rewards, and bonus functionality to investors.

a. Introduction

Transactions paid for using **CXP** tokens will be significantly discounted with the token also being a central component of the **CoinhexPro** retail partnership initiative which will promote retail payments through **CXP** tokens in exchange for various customer benefits.

Technical details:

- Name: **CoinhexPro** Token
- Symbol: **CXP**
- Decimal: 18
- Total Supply: **100,000,000**
(100M) Tokens



b. Technology

CXP runs on the BEP-20 network and is compiled with the latest version of Solidity, in order to avoid compiler bugs, along with a community audited contract. **CXP** can be stored on and transferred to and from most major cryptocurrency wallets including Meta Mask wallet.

	Token Distribution	Token Price	Total USD Value
Angel Round	1,000,000 Tokens	US\$ 0.013	\$13,000
Seed Round	1,000,000 Tokens	US\$ 0.013	\$13,000
Post-Seed Round	2,000,000 Tokens	US\$ 0.013	\$26,000
Pre ICO Round	2,000,000 Tokens	US\$ 0.013	\$26,000
ICO 1 Public Round	25,000,000 Tokens	US\$ 0.13	\$3,250,000
IDOs / Exchange Listings	25,000,000 Tokens	US\$ 0.13	\$3,250,000
Liquidity Requirements	2,000,000 Tokens		
Marketing	5,000,000 Tokens		
Development / Operations	2,000,000 Tokens		
Advisory	5,000,000 Tokens		
Team Reserve	10,000,000 Tokens		
Foundation Reserve	20,000,000 Tokens		



c. Investor Offering Schedule

March 2022 - Stage 1: Private Sale Round

At the commencement of the private sale, the **CXP** token is offered at US\$ 0.013, and exclusively to early stage private investors.

May 2022 - Stage 2: Seed & Pre-ICO Funding Round

From May 2022 until IDO of the **CXP** token in November of 2022, 3 additional rounds of **CXP** token private sales will occur, which will allow **CoinhexPro** to fund its development, operations, marketing and other business activities.

November 2022 - Stage 3: Public Trading / ICO Round

Upon the **CXP** launch, the tokens will be made available for public trading via the **CoinhexPro** app and other secondary markets, including on DEXs and CEXs..

d. CXP Token Value & Buyback Plan

The total supply of **CXP** tokens will never exceed **100** Million tokens and over the life of the project, **CoinhexPro** will repurchase **CXP** tokens from the public markets and burn them in order to maximize the token's value through the reduction of its available supply.

The company will continuously repurchase and burn **CXP** token supplies on a monthly basis until 25% of all available tokens have been burned.

This process is expected to continue until February of 2026 when only 65% of **CXP** token supply will remain.



CoinhexPro

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