

# Traction

Frictionless with the Banks,  
Borderless for the People.

[www.TraXion.tech](http://www.TraXion.tech)

WHITE PAPER

# IMPORTANT NOTICE

Residents from the United States of America, China, Cuba, Sudan, Iran, and North Korea are not currently permitted to participate in the token sale. Only Accredited Investors from the aforementioned countries are allowed.



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# EXECUTIVE SUMMARY

TraXion aims to be a better bank in a blockchain-driven environment, enabling its community to load, send, save, spend, lend, borrow, and more using a secure, simplified yet compliant application. It is an environment where for-profit meets non-profit sectors and develops a synergy towards corruption-free social impact activities.

There are start-ups trying to focus on a niche and would not take advantage of economies of scale, which is one of the main advantages enjoyed by traditional financial institutions that may not be as technologically advanced. TraXion plans to offer traditional financial products in a blockchain-driven environment, eventually becoming the crypto-economy for payments, peer-to-peer lending, remittances, savings, insurance, investments, and philanthropy.

TraXion has launched several products and services to prepare itself for this exciting event of involving the crowd in its mission. TraXion plans to have significant infrastructure in place prior to the initial coin offering (ICO). To date, TraXion has built four (4) of the six elements in the proposed economies of scale:

Payment Platform, Wallet, Personal Finance Platform and Fundraising Platform. These four platforms will soon be on TraXionChain – connecting people to effectively transact payments, lower the cost of peer-to-peer lending and remittance, transparently account for philanthropic activities of non-profit organizations and enable insurance and investments processed more efficiently using smart contracts.

TraXion is building a crypto-economy to last, therefore, the focus will be on the scale, elimination of middlemen, and decentralizing legacy systems. To achieve these goals, TraXion will offer white-label platforms across the globe and connect them in a distributed, permissioned and secured blockchain. It will be used by banks, operators and agencies in key jurisdictions to process in different fiat currencies and facilitate cross-border transactions without the need for counterparties while also enabling all players donate to causes this blockchain trusts.

TraXion aims to fill the gap between the existing financial system and emerging non-user-friendly technologies by presenting a secure and simple way to use payments and banking architecture that aims to lower financial inclusion barriers and provide financial services to the banked and unbanked. Through the planned integration with MasterCard Service Provider, we will build the wallet that enables our user to store or transfer money to any card in the world. The sender and the receiver transact in the local currency and needs no awareness of cryptocurrencies or blockchain technology behind.

To achieve these objectives, an initial coin offering (ICO) will be conducted. The offering will be virtual currency tokens known as a TraXion Token or TXN. Funds raised will be utilized by the TraXion team for further developments of the platform, scaling the business, and added benefits in the projects to come to provide utmost value to all of its participants in the system. A portion of the profits will go as grants to chosen charities in the blockchain that are performing well through scoring and donor votes.

# INTRODUCTION

In a world of digital transformation, we see great changes happen in how we share information and communicate. There are attempts to digitize many aspects of our daily lives, especially in the world of payments, peer-to-peer lending, remittance, and philanthropy.

In the recent past, blockchain technology has gained its popularity because of the hype on cryptocurrencies. Such hype has swayed a lot of startups to launch their own cryptocurrencies even without compelling fundamentals. This trend has emerged because new participants have been nimbler in adopting emerging technologies compared to incumbents who are hampered by legacy systems. However, this competitive advantage that new players enjoy is likely to be a short-lived one as no economy of scale is put into thought.

**The vision of TraXion is different; we are focused on building an ecosystem where businesses will be very friendly for the common good. Imagine a world where for profit businesses meets non-profit organizations into one whole crypto economy mutually benefitting borderless and frictionless financial transactions.**

We believe that digital means distributed, hence TraXion, a brainchild of its parent company, Pluma Technologies Ltd., will issue digital tokens on the distributed blockchain as an initial coin offering (ICO) to allow supporters to contribute to the development of a purely digital ecosystem. The aim of the ICO is not to test a speculative idea, but to provide the capital to enable TraXion as a product to expand its existing services to provide more advanced solutions to existing payment gateways, remittance centers, and fundraising platforms. We encourage supporters to try TraXion's services before participating in the ICO enumerated in the next pages of this whitepaper.

# OUR VISION

## Send & Receive Payments Seamlessly

Payment gateway providers have not yet crossed that barrier of gruesome integration using very complex codes and procedures. With TraXionPay, using simplified merchant onboarding, any small business owners can receive payments even when customers don't have bank accounts. Mobile payments through QR codes will be utilized to access users' HyperTraXion wallet and transact efficiently and quickly.

Merchants accepting payments online oftentimes experience fraud and interrupted flow of capital. With the platform's proprietary know-your-customer (KYC) solution, TraXion will help the businesses on the system to avoid risks of encountering fraudulent transactions and customers, while benefitting from payments financing.

Ultimately, TraXion will provide a white-label platform that integrates multiple payment options on a blockchain with a built-in KYC for onboarding of merchants and be used by any chain of merchants and its subsidiaries.

## Moving Towards Ending Poverty

Digitization in a decentralized system will invoke vast networks and produce a series of records of all transactions every second that are tamper-free. As such, TraXion restricts corruption and will help solve poverty as the field levels and all people can have equal access to all financial services and benefits.

Blockchain is truly shaping up to be the technology that could be the vehicle for social change. However, it's still a bit of a reach to claim that blockchain will be the end of poverty. Besides, poverty is a multifaceted problem that needs a holistic solution. What's exciting about TraXion is that it can influence several of the factors causing poverty.

Theoretically at least, an affordable, fast, and transparent means of transacting holds much promise to benefit the poor. The technology has also developed significantly beyond the payments advantage. The introduction of smart contracts has made TraXion platforms more comprehensive and versatile to deliver financial services and aid monitoring.

## Transparency of Aid

TraXion envisions truthfulness, accountability, and transparency during depression in any community. Aid from individuals and corporations should not be put to waste or worse, to a corrupted system of either government or non-governmental organizations tasked to distribute it.



The possibilities for cryptocurrencies and blockchain for good are unlimited. Philanthropies will benefit from automated "smart contracts" with their grant recipients, which only receive funds when grant conditions are met. Blockchain provides foundations and social impact investors with more robust and transparent impact tracking and measurement systems. Foundations could even issue their own digital currencies or operate charity-specific cryptocurrency exchanges.<sup>1</sup>

TraXion aims to put trust back to the community to be able to give more and help more people around the world. A better world for the future generation using the power of blockchain technology.

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<sup>1</sup> Transforming the Social Sector: Bitcoin and Blockchain for Good: [https://www.huffingtonpost.com/entry/transforming-the-social-sector-bitcoin-and-blockchain\\_us\\_59c169e3e4b0f96732cbc9c7](https://www.huffingtonpost.com/entry/transforming-the-social-sector-bitcoin-and-blockchain_us_59c169e3e4b0f96732cbc9c7)

# PROBLEMS WE WANT TO SOLVE

## Financial inclusion

According to the World Bank, in 2013, 10.7 percent of the global population lived on less than \$1.90 a day. While these figures have been in decline over the last few years, that percentage still equates to around 750 million people. Financial inclusion is considered a key factor to poverty reduction. It refers to the access of people to a formal financial system. In the status quo, it's the access to financial services such as banking that accounts for financial inclusion. Unfortunately, over 2 billion adults remain unbanked. In many of these developing regions, mobile money has taken the place of most financial services.<sup>2</sup>

Blockchain's disruption of the financial services sector supposedly changes this. Blockchain overcomes many of banking's current limitations. Unlike banks, no physical branch presence is needed for blockchain to work. Since blockchain operates on a distributed network, there's no need for a complex and expensive private infrastructure to run. This saves on the costs that banks and telecom companies pass on to users through fees and other charges when using bank accounts or performing mobile transactions.<sup>2</sup>

## Speed

According to proprietary McKinsey research and analysis (2015) on cross-border payments, the average time to complete a cross-border transaction is three to five business days, which includes the final mile transfer via a domestic payment network, such as Automated Clearing House.<sup>3</sup>

## Cost

The fees accumulate along the process of transferring the money to the end receiver. Charges increase as the transfer goes through the bank where the sender requests it, then another additional charge going through the central bank, and another accumulation when going across the border to the recipient's country's central and local bank respectively, counting the foreign exchange fees in the process. The average usually plays below 10% on cross-border transactions if volumes are high and charges are not always transparent nor fixed.

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<sup>2</sup> How Emerging Markets And Blockchain Can Bring An End to Poverty - [www.forbes.com/sites/nikolai-kuznetsov/2017/07/24/how-emerging-markets-and-blockchain-can-bring-an-end-to-poverty/](http://www.forbes.com/sites/nikolai-kuznetsov/2017/07/24/how-emerging-markets-and-blockchain-can-bring-an-end-to-poverty/)

<sup>3</sup> How Blockchain Could Disrupt Cross-Border Payments - [www.theclearinghouse.org/banking-perspectives/2016/2016-q4-banking-perspectives/articles/blockchain-cross-border-payments](http://www.theclearinghouse.org/banking-perspectives/2016/2016-q4-banking-perspectives/articles/blockchain-cross-border-payments)

## **Bureaucracy**

The existence of so many intermediaries, agents and brokers allow for the existence of bureaucracy in various workplaces. Current systems involve multiple agents to verify the data which makes the process complex. With the slow procedures and tedious work involved, many systems encourage this problem resulting to more problems like shortcuts and bribery which later on affects data integrity and accuracy of transactions.

## **Transparency**

The common woe when transactions are currently in transit is the process is not traceable. Senders and receivers are always left hopeful that the money will be delivered on time at very low costs. When the process of transfer from sender to receiver is not transparent, it leaves the people dumbfounded about the potential hazards that may happen along the way, which include server failures, longer rollouts and whatnot.

# MARKET OVERVIEW

## Starting in Southeast Asia

Out of over 600 million people, almost half of the entire population are on internet in Southeast Asia, making it one of the largest internet market in the world; Indonesia leads the race. Due to a thriving young market, over 70% of the entire population will be internet users by the turn of the decade.

The Southeast Asian internet economy is predicted to reach 200 Billion US Dollars with the region's mobile connectivity rate higher than the global average by 2025, according to Google and Temasek's findings. It is also predicted that the internet speeds will continue to soar, and more people will get an opportunity to go digital. The Philippines remains one of the countries with social media penetration higher than global average at 58%

But even with a promising internet connectivity rates, only a fourth of the region's population enjoy banking services. It is safe to conclude that poorer countries in the region have lesser access to financial services, which leaves hundreds of millions of people underserved.

## Beyond Southeast Asia

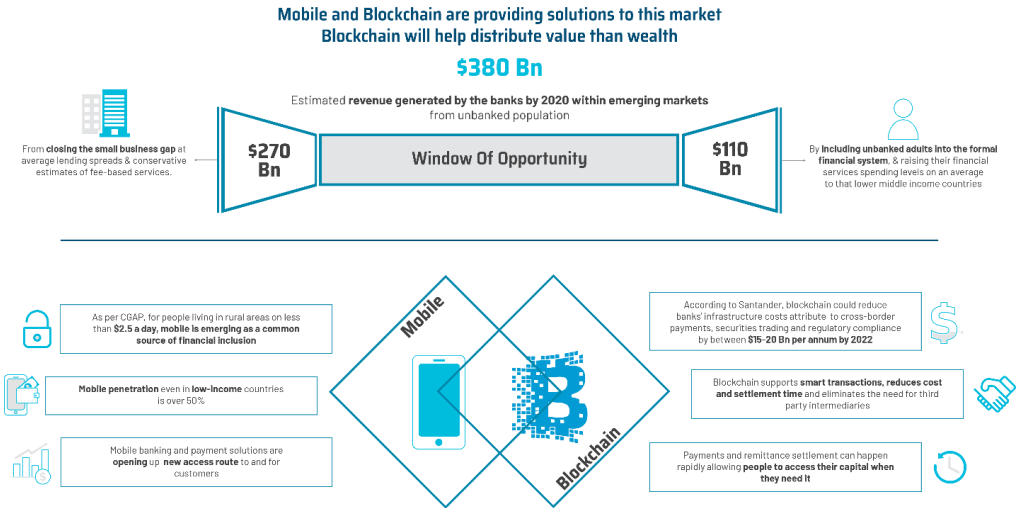


Illustration A – Global opportunity, sourced from <http://pubdocs.worldbank.org/en/710961476811913780/Session-5C-Pani-Baruri-Blockchain-Financial-Inclusion-Pani.pdf>

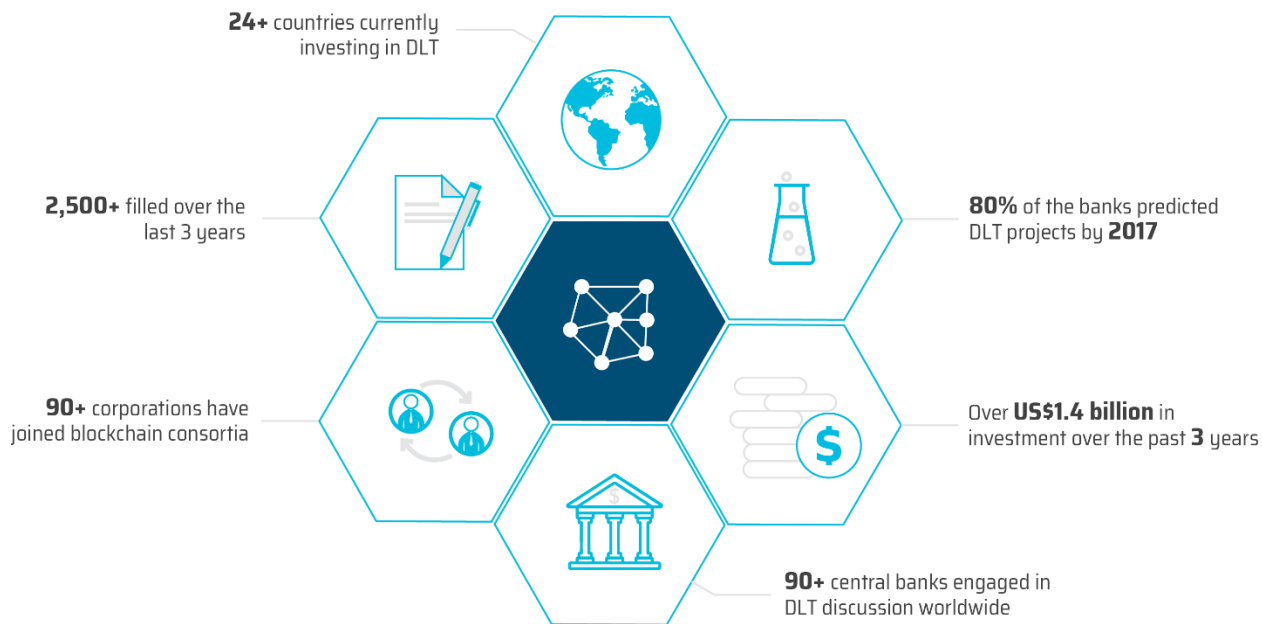
In 2015, cross-border payment flows totaled more than \$150 trillion. Most of this volume was consumer driven, but the value was largely generated by businesses. In this same period, the payments industry earned over \$200 billion in revenue from services provided to payers and payees (nearly 80% resulted from B2B transactions). Most cross-border payments are still routed via bilateral correspondent banking relationships, a network of banks

that use the SWIFT messaging protocol to execute transactions. Because each bank performs a function in the value chain, fees accompany each transaction. The sum of such fees occasionally exceeds 10% of a payment's value.<sup>3</sup>

The market is vast and there are two segments TraXion can later on tap by (1) closing the small business credit gap at average lending spreads and conservative estimates of the fee-based services amounting up to \$270B and (2) by including unbanked adults into the formal financial services spending levels on an average to that of lower middle-income countries amounting up to \$110B.

### Current Blockchain Market

This market is quickly emerging and a lot of industries are realizing the importance of blockchain in the changing times and requirements of businesses and communities. This is the illustration of how vast the involvement of several industries and the dynamics that go with it.



*Illustration B – current statistics of market on blockchain or considering blockchain, sourced from <http://pubdocs.worldbank.org/en/710961476811913780/Session-5C-Pani-Baruri-Blockchain-Financial-Inclusion-Pani.pdf>*

# THE TECHNOLOGY SOLUTION

Blockchain aims to put data integrity among systems that don't trust each other. This is the main reason why many start-ups are moving to decentralization, transparency and financial inclusion. There is a great potential of institutionalizing these technological developments in finance given the right approach and the proper creation of economies of scale within and among these systems.

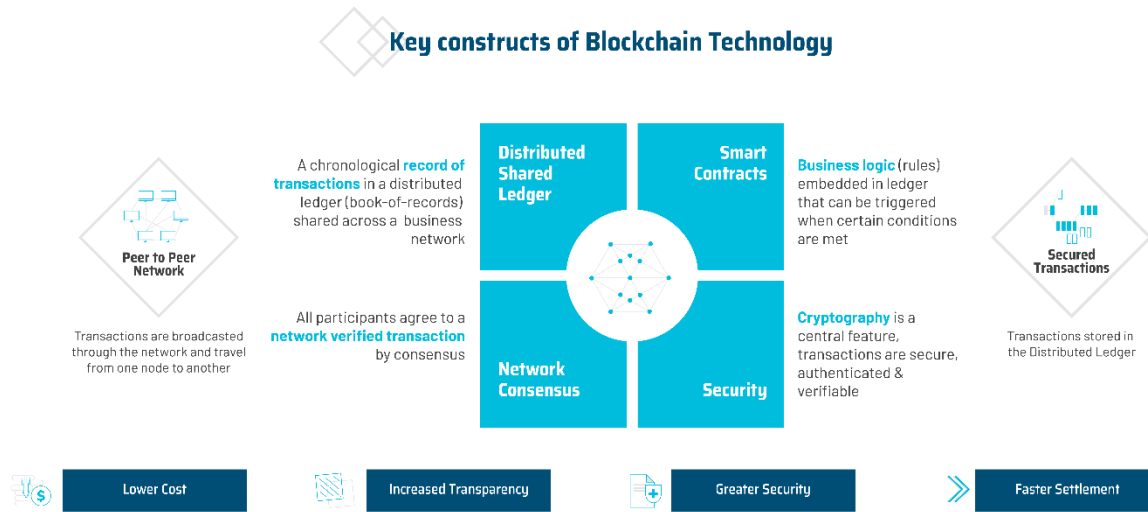


Illustration C – basic benefits of using blockchain, sourced from <http://pubdocs.worldbank.org/en/710961476811913780/Session-5C-Pani-Baruri-Blockchain-Financial-Inclusion-Pani.pdf>

## Hyperledger Fabric Blockchain

Hyperledger Fabric, an open-source blockchain is endorsed by a consortium of large tech enterprises such as IBM, Cisco, SAP, Intel and Oracle. Hyperledger Fabric project is delivering a blockchain platform designed to allow the exchange of an asset or the state of an asset to be consented upon, maintained, and viewed by all parties in a permissioned group. A key characteristic of Hyperledger Fabric is that the asset is defined digitally, with all participants simply agreeing on its representation/characterization.

The technology is based on a standard blockchain concept - a shared, replicated ledger. However, Hyperledger Fabric is based on a permissioned network, meaning all participants are required to be authenticated in order to participate and transact on the blockchain. Moreover, these identities can be used to govern certain levels of access control (e.g. this user can read the ledger but cannot exchange or transfer assets). This dependence on identity is a great advantage in that varying consensus algorithms (e.g. byzantine or crash fault tolerant) can be implemented in place of the more compute-intensive Proof-of-Work and Proof-of-Stake varieties. As a result, permissioned networks tend to provide higher transaction throughput rates and performance.

Once an organization is granted access to the blockchain network, it then has the ability to create and maintain a private channel with other specified members. For example, let's assume there are four organizations trading jewels. They may decide to use Hyperledger Fabric because they trust each other, but not to an unconditional extent. They can all agree on the business logic for trading the jewels and can all maintain a global ledger to view the current state of their jewel market (call this the consortium channel). Additionally, two or more of these organizations might decide to form an alternate private blockchain for a certain exchange that they want to keep confidential (e.g. price X for quantity Y of asset Z). They can perform this trade without affecting their broader consortium channel, or, if desired, this private channel can broadcast some level of reference data to their consortium channel.

This is powerful! This provides for great flexibility and potent capabilities, along with the interoperability of multiple blockchain ledgers within one consortium. This is the first of its kind and allows organizations to curate Hyperledger Fabric to support the myriad use cases for different businesses and industries. Hyperledger Fabric has already been successfully implemented in the banking, finance, and retail industries.<sup>4</sup>

## Securing a Partnership with MasterCard

An initiative and a part of the roadmap of the TraXion team is to secure affiliation with banks who can link partnership with MasterCard for its solutions to TraXion token holders for payout solutions linking their Bitcoin, Ethereum, Monero, Zcash, Coin wallets to their own prepaid MasterCard which will enable P2P payments as well as access to over 130,000 ATMs in 196 countries around the world.

TraXion Token holder may opt to have their wallets linked and receive their payouts directly to their MasterCard linked wallets. The TraXion MasterCard will include an app that links to your wallets and allows for digital transactions and fund movement as well. Additionally, TraXion MasterCard holders may fund their card with USD, CAD, GBP, and EUR. With individual limits to \$25,000 and Business Card solutions up to \$500,000.

## Securing a Partnership with IBM

As a significant contributor to the Hyperledger community, IBM has the deep knowledge, experience and scale to help get our blockchain solution up and running. The most famous example of blockchain in action is the cryptocurrency bitcoin but companies of all sorts—including banks, tech firms, and retailers—have been building their own "chains" in the belief they will dramatically improve supply chains and lower the cost of record keeping. And here is where Hyperledger fabric comes in. Our chosen solution will make our integration and communication with the bank frictionless. Our partnership with IBM, being the leading technology provider to the banks, will greatly increase scalability of our services.

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<sup>4</sup> Why Hyperledger Fabric?: <http://hyperledger-fabric.readthedocs.io/en/v1.0.5/whyfabric.html>

## Partnership with SEACOOOP

Seamanpreneurs Consumer Cooperative, a community of seafarers driven by entrepreneurship and investing, was founded by Seaman Entrepreneurs Advocacy Center Inc. TraXion will onboard up to a million seafarer members on the TraXionWallet which will ease the cooperative and its members' mode of membership payments, investments, life and non-life insurances, and remittances.

## Partnership with UnionBank - GlobalLinker

Building an e-commerce base would require easier capital mobilization to maximize profitability. TraXion will enable a seamless payments system for GlobalLinker-supported micro, small, and medium enterprises (MSMEs) in an Unionbank marketplace hosted platform which will further help the entities in the Philippines to grow in the digital space.

## Platform Features

Today, making international payments in developing countries can be costly, laborious and error-prone, with transactions in different currencies often requiring multiple intermediaries and taking days or weeks to complete. TraXion payments system is intended to simplify the way funds are exchanged around the world, and to reduce settlement time from days to seconds. Each payment is immutable once recorded, and settlement instructions are provided via smart contracts on Hyperledger Fabric.

The elimination of intermediaries and counterparties will naturally make any financial transaction gets through the network faster and cheaper.

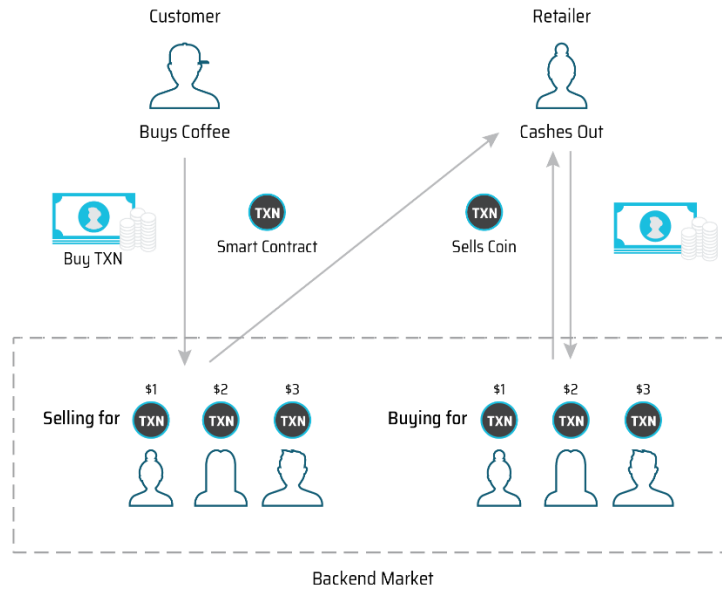
- **Borderless**
- **Cheaper**
- **Faster**
- **Agentless**
- **Global**
- **Scalable**
- **Auditable**
- **Smarter**



# Use Cases

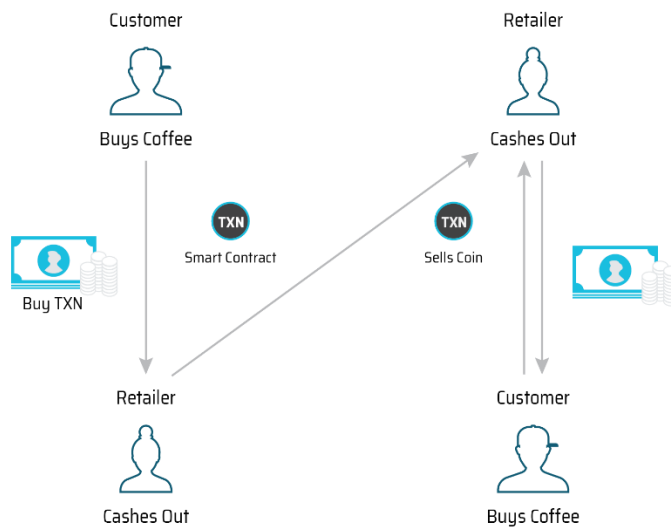
## Circulation Strategy: Use Case 1

Active Exchange Market



## Circulation Strategy: Use Case 2

Active Exchange Market

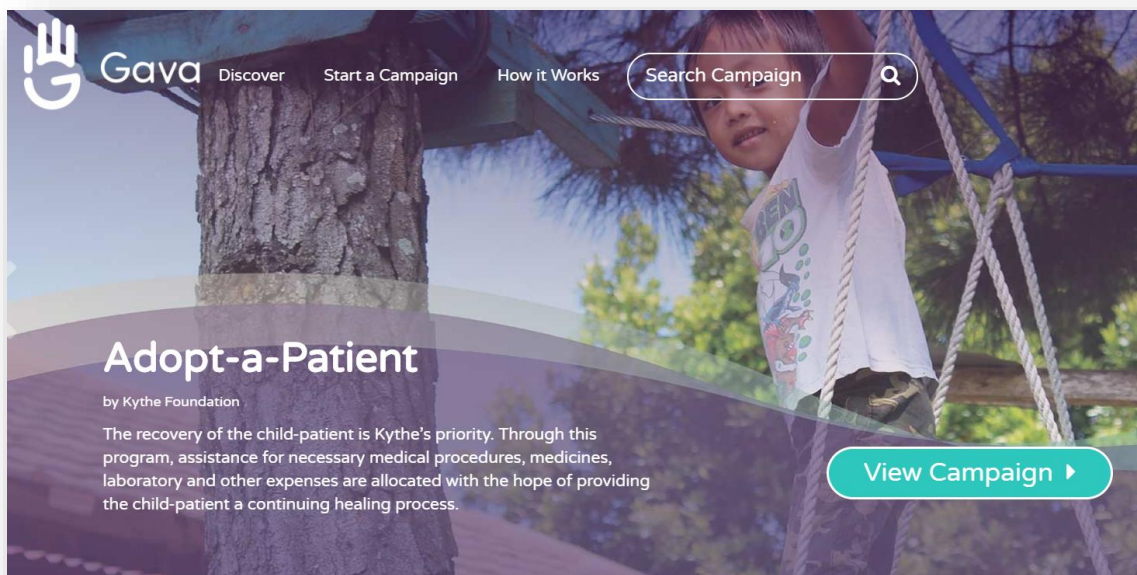


# ACHIEVEMENTS

Unlike other companies who either recently formed or registered their entities and have no relevant products to anchor its value proposition, TraXion will be leveraging on the success of existing businesses around payments, wallets and crowdfunding/fundraising platforms. It will carry the same propositions and business models with huge improvement on functionalities and system flow using blockchain.

## Built Fundraising Platform

**GavaGives.com** is an end-to-end fundraising platform under Gava Technologies Inc. that empowers non-profit organization improve and manage their donors and donations seamlessly. It offers more than 20 payment options and user-friendly management dashboard with analytics.



*Illustration D – one of the products of TraXion, built by its parent company's partner, Gava Tech Pte Ltd.*

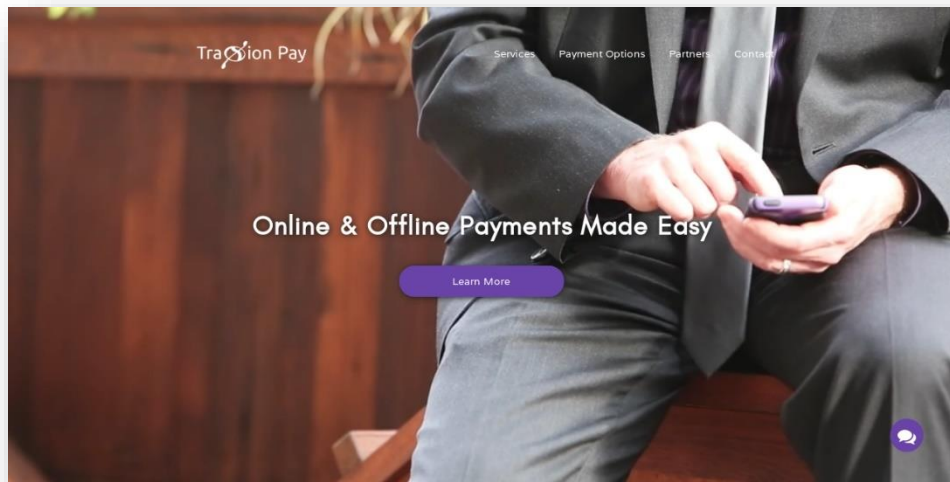
GavaGives aims to cultivate culture of generosity among the millennials. An ancient culture called "bayanihan", from the root word "bayani" which means hero or being a hero to somebody by extending a helping hand is a very important legacy of the earlier Filipinos passed to their next generations. Modern technology and social media have allowed online fundraising to take the main scene in extending help to others, digitally.

This platform has over 120 NGO partners and has helped raise over a million USD in 12 months.

## Launched Payment Platform

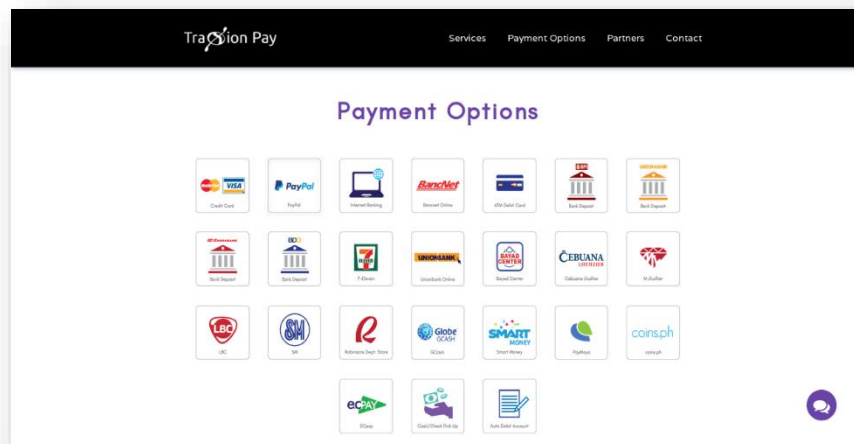
**TraXionPay.com:** One of the latest budding payment integrators in the Philippines, enabling more payment options for non-credit card holders. This newest product focuses on user experience of both merchants and consumers.

It has an easy onboarding process for merchants and a more seamless payment experience for consumers. It allows for merchants to send and receive payments easily using more than twenty (20+) payment options. Powered by known payment gateways in the country, TraXionPay adds value in the integration point and in the payment experience.



*Illustration E – Onboarding site for merchants*

Partnered with one of the leading banks in the Philippines, TraXionPay will improve payment experience of consumers transacting with over 100,000+ SMEs by end of 2018. The partnership was anchored on the basic yet very important aspect of TraXionPay and that is the multiple payment options for both card and non-card holders.

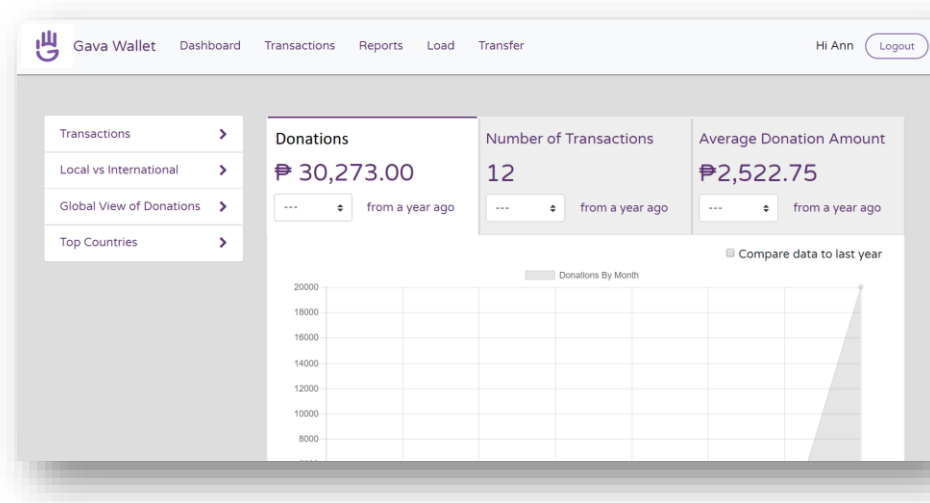


*Illustration F – list of initial payment options in the Philippines*

## Launched Wallet – whitelabel version

**TraXionWallet** is currently used as a white-labeled solution of Gavagives.com (see screencap below). This wallet currently enables transfer of funds collected by non-profit organizations to their chosen bank account through a disbursement gateway. The same wallet enables users to see all donations listings, data analytics and other reports.

The same wallet structure will be rolled out soon as part of TraXion Systems and thus will be called **HyperTraXion Wallet**. Such wallet will hold also payments and remittance functions.



*Illustration G- current wallet dashboard used by TraXion's parent company's partner, Gava Technologies Inc..*

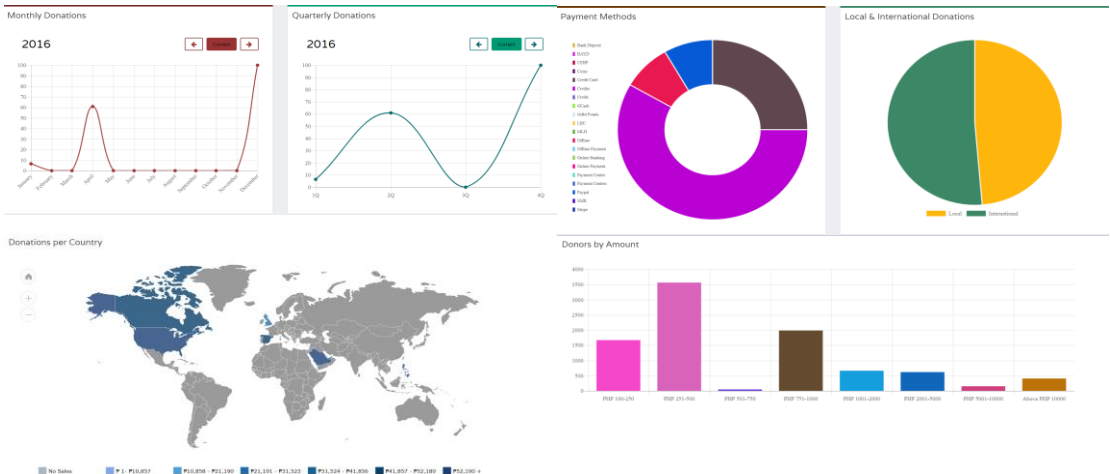
# MORE TO COME

TraXionPay model plays a big role in securing more market in the retail sector as TraXion is rolled out. TraXion will use Hyperledger Fabric technology to enable high volume payment processing. The same technology major card processors are already building today.

On the same wallet solution but on blockchain, users can collectively hold different types of accounts inside the TraXion ecosystem. In the same wallet, an individual can monitor all his donations, all his payments and all his remittances. Since they are in the same blockchain, under different channels or accounts, TraXion can easily impose the following features: *(most of which are already existing on the current apps)*

## HyperTraXion Wallet

(1) **Analytics:** TraXion wants every HyperTraXion wallet user get smarter with his own data. *(existing)*



*Illustration H – live wallet data used by TraXion’s partner company*

(2) **Rewards System:** Imagine receiving cryptocurrencies as reward for using HyperTraXion wallet to pay, remit or donate. Currently, points system is already embedded and is accounted for. Switching to blockchain will only improve the whole process and speed up posting of such rewards. *(existing)*

(3) **Management Dashboard:** Whether user is an organization or a merchant, TraXion provides a very useful payment/donation/remittance management dashboard for by management of data, users and transactions.

*(existing)*

Date	Campaign	Campaign Type	Amount	Method	Country
3/25/17	KCSO	Fixed	\$10	offline	Philippines
3/25/17	KCSO	Fixed	\$10	offline	Philippines
3/26/17	KCSO	Fixed	\$200	Paypal	U.S.A.
3/26/17	KCSO	Fixed	\$100	Credit Card	Philippines
3/28/17	KCSO	Fixed	\$10	offline	Philippines
3/30/17	KCSO	Fixed	\$15	Paypal	Singapore
4/4/17	Child Health Now	Flexible	\$10	Credit Card	Singapore
4/4/17	KCSO	Fixed	\$10	offline	Philippines
4/4/17	Child Health Now	Flexible	\$15	Payment Center	Philippines
4/5/17	KCSO	Fixed	\$10	Banconet	Philippines
4/5/17	KCSO	Fixed	\$5	offline	Philippines
4/6/17	Child Health Now	Flexible	\$20	offline	Philippines
4/7/17	Child Health Now	Flexible	\$10	GCash	Philippines
4/9/17	KCSO	Fixed	\$5	7-Eleven	Philippines
4/10/17	Child Health Now	Flexible	\$200	7-Eleven	Philippines
4/10/17	Child Health Now	Flexible	\$10	offline	Philippines

Giver Details: Type: Individual, Email: ma\_at@gmail.com

First Name: Maria Angelica, Last Name: Teresa, Contact No: 09174328324, Birthday: 6/8/87, Country: Philippines, Gender: Female

Illustration I – live management dashboard customized for TraXion’s partner company

Very recently, it’s blockchain idea was one of the finalists (6 out of 140+ startups) in the pitching competition sponsored by some of the government’s agencies tackling disaster preparedness, resilience and recovery efforts using technology. TraXionChain as it was known addresses transparency, accountability and result-tracking.

(4) **Smart Contracts:** Using smart contracts, receiving party/parties such as NGOs or even Local Government Units agree to fulfill several conditions and/or deliverables they ought to fulfill.

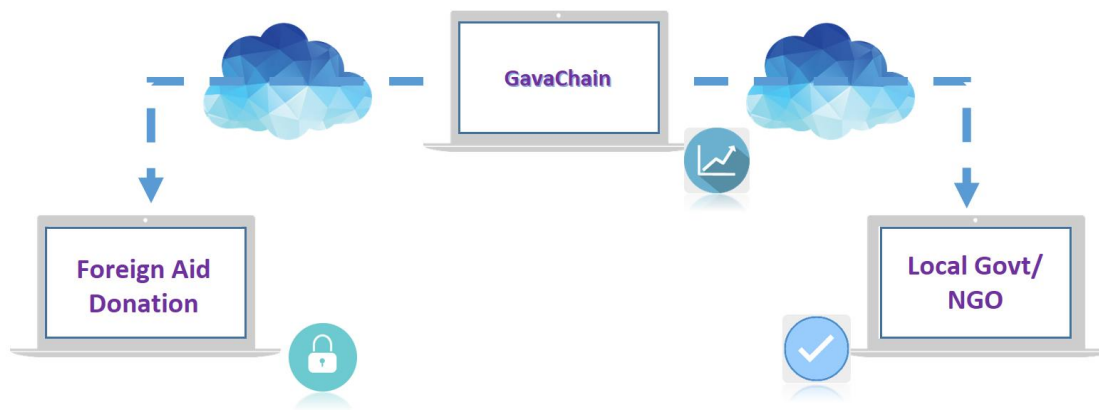
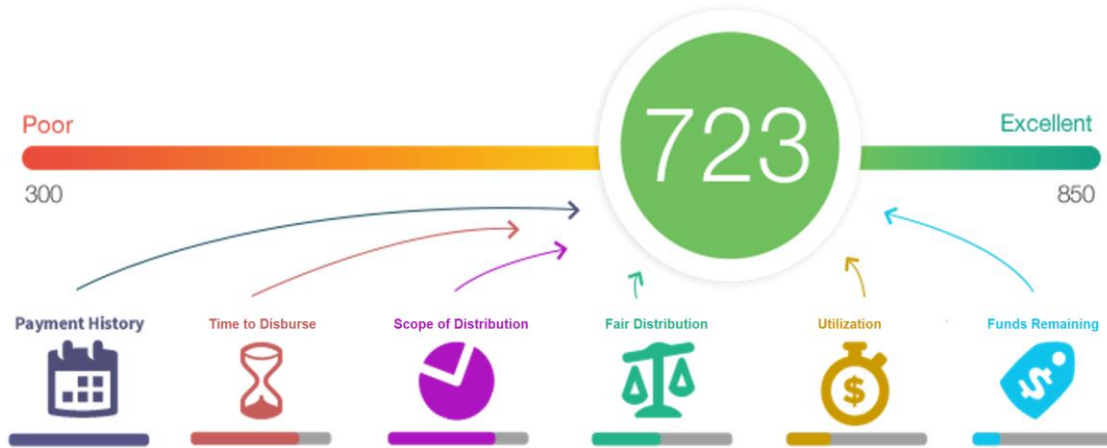


Illustration J – diagram for the confirmation method flow

These smart contracts are attached to items or checklists pre-determined before the campaign or program formation. The end-users can view the copy of these agreements and make those organizations



*Illustration K – giving score parameters based on smart contracts*

A vital mechanism in result-tracking, Giving Score is a tool that intelligently populates data from all sources and from various instances. It computes using different weights and averaging over time and over amounts as they are lodged into the system.

**Those two features are essential in building data integrity among parties who don't trust each other.**

Improving the whole system using blockchain will greatly increase trust, transparency, accountability and results-tracking of these organizations and individuals alike. TraXion intends to build a core solution on Hyperledger fabric that can cater to both smart contracts and high-volume transactions (i.e. up to 100,000 transactions per second).

## Healthcare and Insurance Services

As a platform that envisions to be the overall financial solution providing the important benefits to grant complete utility for its users, TraXion onboarded flexible healthcare and life insurance service providers as partners to further aid this mission.

**BayaniHealth** is a human resource benefits service platform which offers affordable, tier-based, flexible healthcare packages for small-to-medium enterprises, solo entrepreneurs, freelancers, and even common people.

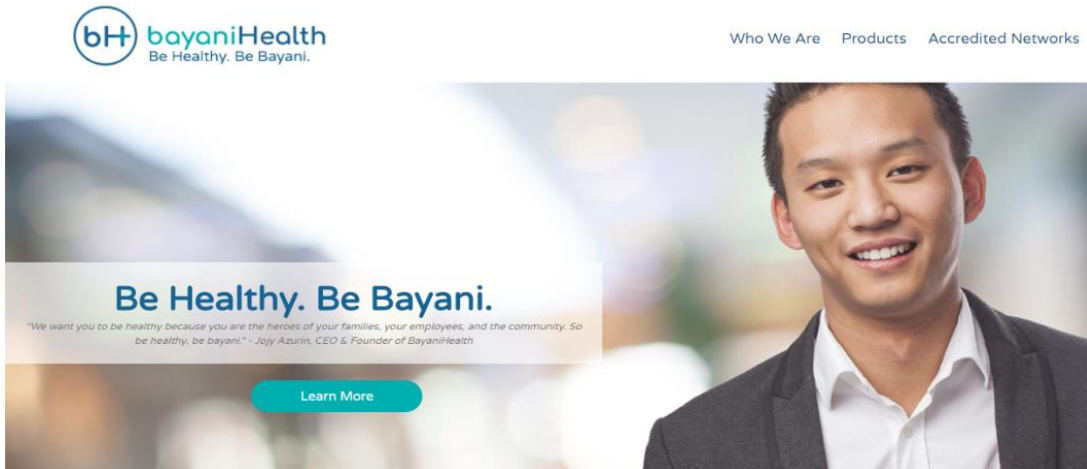


Illustration L: BayaniHealth landing page

BayaniHealth aims to take care of the working-class people, micro entrepreneurs, and hustlers through the creation of appropriate healthcare benefits needed by each subscriber to enable them to do more and feel confident that they are supported every step of the way.

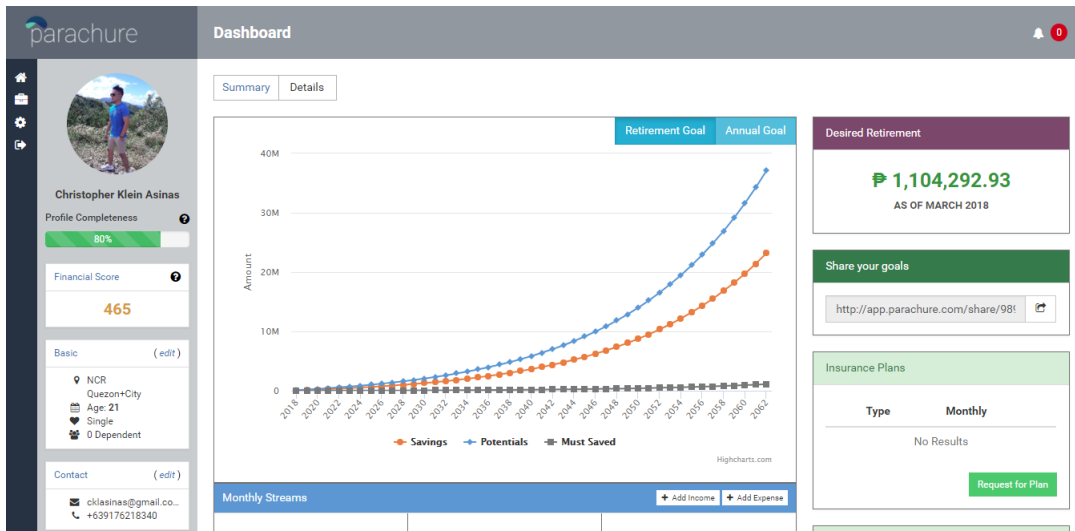


Illustration M: Parachure user dashboard

**Parachure** is a digital advising platform which comprises of industry experts and advisors to provide a goal-based financial diagnostics and best practice approach, enabling the community to reach a financially-fulfilled, future-sure life.

**Azurance** provides a SaaS-based insurance platform that covers automotive, non-life, fire, property, and travel solutions. It also provides IoT solutions for insurance companies.





*Illustration N: Azurrance landing page*

Azurrance automates non-life assurance operations to reduce costs and achieve operational efficiency.

## Public API

In order to scale, TraXion will allow merchants who are not necessarily part of TraXion platform to access its public API and enable them to participate in the TraXion ecosystem and receive payments, remittance, or donations using the HyperTraXion wallet. These companies can maintain their own apps and integrate with our system through the API to receive payments, remittance or donations. Their customers can also use the HyperTraXion wallet to make payments for their goods or services, donate to charity organizations or send money to their loved ones using either cash or cryptocurrency.

## Crypto-Trading System

The same HyperTraXion wallet will host crypto-trading to enable users to trade their TraXion (TXN) with other cryptocurrencies.

After the ICO, the plan is to move to various countries within Southeast Asia and replicate the partnerships made in the Philippines. Emerging countries with high population of unbanked would be prioritized, then the rest of the world.

## Peer-to-peer Lending

In the same HyperTraXion wallet, users can find lenders and borrowers. Built-in deep machine learning will be used to mitigate risk by providing credit score based on historical transactions, ability to pay and transact in the platform, and other behavioral parameters. It will augment its facility with known third party credit scoring system per jurisdiction.

## API for Insurance and Investment Placements

With strong KYC/AML systems built around the platform paired with smart contracts, TraXion users will have an easier way to get insured and place investments for retirement or savings.

# TRAXION VS. OTHER PLATFORMS

As the capabilities of blockchain technology start to gain the attention of many not just in the tech community around the world but also individual investors, groups from all over the world look for areas to innovate in the financial technology space and build blockchain-based platforms to solve problems in current traditional, financial systems. From Bitcoin – which started the concept of decentralized exchange of value – came other cryptocurrencies and startups building on distributed platforms with the goal of making processes faster and easier tenfold.

In the decentralized banking sector, TraXion share the same vision as other platforms that also attempt to revolutionize the public's access on financial products and services. Like other blockchain solutions both past the Initial Coin Offering – now in the development stage – and about-to-enter the aforementioned stage, TraXion aims to create frictionless banking on a transparent and shared ledger. It will also allow financial transactions including payments, lending, investments, and remittances on the platform.

Apart from other budding solutions with similar models, TraXion's potential poses superiority in terms of creating a more complete platform where both the banked and unbanked will enjoy equal yet empowering opportunities and access to resources. Being on Hyperledger Fabric, the solution becomes more enterprise-grade, enabling the businesses to migrate and commit to a system that fully supports a vast network of transactions with the clients and non-profit organizations belonging in a diverse network. Moreover, it is an Open Banking Model where all people from all over the world, no matter what social category, can enjoy a simple yet concrete and secure infrastructure containing all financial services needed.

Banking becomes a lot more portable as users can maximize their wallets in their smartphones without the need to go to physical banks anywhere. Even users who do not possess TraXion tokens can initially utilize fiat currencies on the public interface, and token holders can exchange tokens in possession to other cryptocurrencies when desired.

Lastly, TraXion enhances the overall impact of philanthropy. Token holders can donate for personal, social, and charitable causes, send aid in urgency, and track their donations from beginning to end. This builds confidence as donors have the capability to see how their donations are used in helping those in need.

# REVENUE MODEL

## Revenue Stream after ICO

Global Giving Platform powered by Traxionfund.com <b>\$2B by 2022</b>	Global Payment Platform powered by Traxionpay.com <b>\$1B by 2023</b>	Global Wallet for Remittance by Traxionwallet.com <b>\$3B by 2024</b>
TraxionU Training Hub for Hyperledger in Manila <b>\$500K per year</b>	White-label Blockchain Solutions for Business & Brokers <b>\$1M per contract</b>	Free Codes, Open Source, Consulting for Hyperledger <b>A Better World!</b>

As one of the prime movers of pioneering a financially-inclusive world, TraXion also aims not just to be a better bank, but also to be a better business to scale and consistently develop the technology. In an ever-changing world where enhancements thrive and economies grow each and every day, firms must continuously adapt, and in this light, capable bodies have to take charge to make it happen. TraXion shall be the driver of this change.

Looking onwards, TraXion will construct a powerful, reinforced, unmitigated wallet system that will be adoptable by all peoples and entities anywhere in the globe. These supporting platforms will be standardized by legitimate parties that will be involved in the near-crypto future.

# ROADMAP

As geared towards being the complete bank in a distributed network, TraXion aims to develop features that would be beneficial for all financial needs and services the users of the platform will be looking for. To make this happen, 35% of the total fund allocation (detailed in the latter portion of this whitepaper) will be consumed for platform development, which involves further improvements of the token utility.

## Formation of Blockchain Dev Hub (early 2017)

Alongside creating a distributed banking solution, TraXion established TraXionHub.com – Manila's hub for developing blockchain solutions on Hyperledger Fabric for financial institutions. This will serve as a source of revenue for the company and simultaneously will fuel the growth of blockchain applications in the Philippines, targeting different areas for financial technology innovation. It will help more people in the Philippines live more financially-inclusive lives, and soon the world.

## Launch of Payment Platform (mid 2017)

To enable a digitally-enabled payment system, TraXionPay.com was built, which purpose is to support payment unification for merchants and businesses. All payment gateways – both offline and online – are consolidated seamlessly in one platform through TraXion's proprietary wallet solution. This accounts for flexible integration of the channels, advanced fraud protection for utmost security, recurring billing for convenient payment, and mobile optimization.

These capabilities are reinforced through our payment partners' unique and valuable platforms for building a digital transacting network. These partners include Coins.ph, Paynatics, PayMaya, and dragonpay.

## Launch of Fundraising Platform (mid 2017)

Gavagives.com is the Philippines' leading crowdfunding platform for social good. It is an end-to-end fundraising platform that provides a convenient and swift way for donors to help and support charitable and social causes, and creates a complete tool for non-profit organizations, NGOs, and foundations to raise funds and better manage their donors and donations coherently. There are over 20 payment options available for donors of all kinds and walks of life to deliver aid, and an automated management dashboard and analytics accessible for fundraisers' use.

## Initial Coin Offering (May 2018)

TraXion's Initial Coin Offering will launch 250,000,000 TraXion Tokens (TXN) available for sale. The token sale is divided into three parts: Private or Seed, Pre-Sale, and Crowd Sale, all of which have various bonus

tiers prices, and target amount to raise in US Dollars. The funds that will be raised in the entire token sale will be allocated to different key areas for the development of the platform, and to grow the business to grant the value TraXion promises for its users and clients. (see Initial Coin Offering section below to learn more)

## **TraXion Wallet Capability (Q2 2018)**

At this stage, TraXion Wallet expands its utility beyond payments to support fund transfers using disbursement gateway and peer-to-peer transfers to prepare for full remittance solution. This will enable the users to remit to anyone in the world at zero cost and donate to any non-profit organization through Gavagives.com with full transparency of aid from sender to beneficiary or end recipient of donations.

## **SMARTER Fundraising (Q3 2018)**

The existing platform in TraXion system will be enhanced to apply smart contracts that will measure the performance of non-profit organizations automatically through giving score and blockchain analytics. By means of these scores, users on the blockchain will be informed of the best-performing organizations, which will build trust among the donors. On the other hand, the organizations will be able to build their credibility for bigger fundraising and more successful charitable campaigns moving forward.

## **Crypto Trading on Wallet (end of 2018)**

Aside from payment, remittance, and donation capabilities, TraXion wallet will launch a crypto trading facility supporting major cryptocurrencies which include ERC20, Ripple, NEM, and many more. At this stage, TraXion has completed all the licenses to make this feature possible in the system.

## **Whitelabel Remittance Portal (early 2019)**

Hyperledger establishes TraXion as a system where all financial products, transactions, and services are available in the platform's wallet. With the wallet's absolute capacity, a whitelabel, enterprise-grade, remittance solution will be offered to existing agencies and brokers to equip both consumers and businesses in the given space. Transactions will be faster, cheaper, and more secured.

## **Peer-to-Peer Lending (late 2019)**

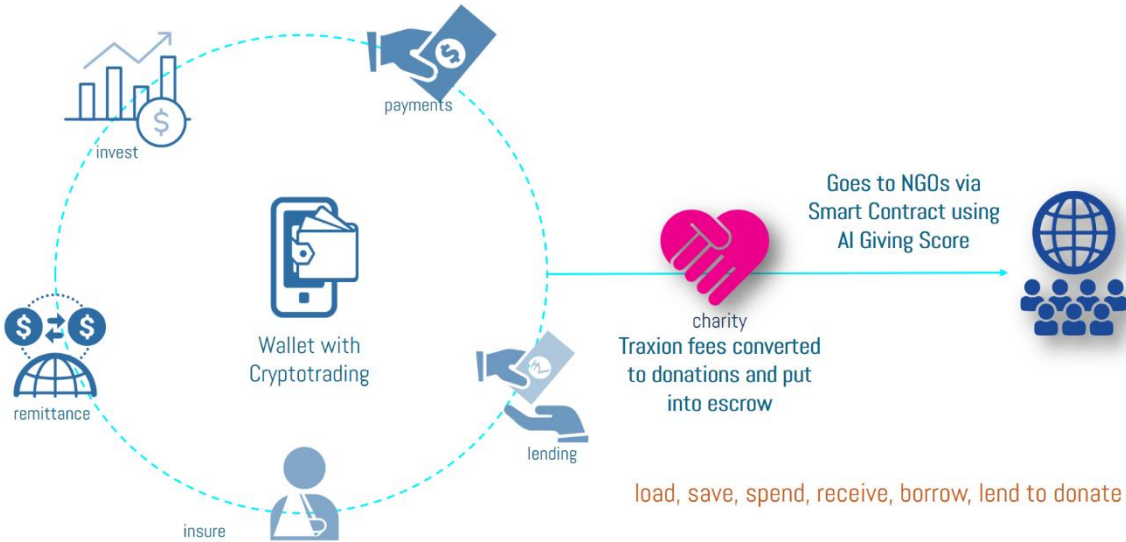
Wallet users will be able to lend to other users using TraXion KYC, Credit Score, and Microfinance Solution. When such a feature is allowed, even the unbanked will have the facility to gain resources to build enterprises, avail insurances, gain assets, and so much more.

# UNIQUE SELLING PROPOSITION

While TraXion is able to promote financial inclusion, transparency and accountability, it ultimately wants to create social impact. The supposed massive profits of big banks and agents will now be collectively distributed into savings and grants. These savings are enjoyed by the ordinary users of TraXion through highly reduced transaction fees. Fees made by TraXion from its crypto-trading are then passed on as grants to non-profit organizations who are performing their rightful duty for the common good. The amount of distribution is determined using the combination of smart contracts and artificial intelligence used to rate the organization (ie. Giving score as seen in previous *Illustration K*)

We are empowering the non-profit sector through a distributed ledger that develops trust, smart contracts to ensure that all conditions are mutually met, and a digital currency to enable the transactions within the network.

That is also the core vision of TraXion as a company.



## Impact Investment on Crypto Exchange

TraXion's impact investment happens on its crypto-trading facility. A fraction of the fees imposed on the platform will help bridge the gap between finance and development. It will carve out a third space for global social and environmental solutions.

TraXion will mobilize capital through the ICO for the various social impact projects. 1% of the total tokens will be allocated to its trusted fundraising platform for non-profits rewarding both donors and high impact performing foundations/organizations.

TraXion will provide access to NGO to its escrow fund where all grants will be channeled in. Amount of grant will be based on NGO's giving score and from collective votes of token holders. This special workflow has been carefully crafted to specifically provide attention to projects relevant to healthcare, clean energy, agriculture, water, education and livelihood to marginalized communities.

## Frictionless for Banks

With the latest technology of blockchain and its everchanging value propositions, many financial experts predict traditional banking will reach its end of life in x number of years.

TraXion is not here to replace the bank immediately but to serve as a transitional platform to a bankless society. With this we are putting in place key software strategies and compliance solutions considered.

### KYC and AML – Intelligent ID Verification

We have partnered with Blockscore.com for the KYC and AML for our wallet and tokens. The partnership allows us to have real time identity verification and business verification. The platform screens the investors for anti-fraud and regulatory compliance. Once you register and participate in the TraXion Token sale, please make sure that you upload all your KYC information in your dashboard. Last date to submit your KYC is June 30, 2018. We will not be able to distribute TraXion Tokens to anyone who cannot upload proper KYC documents based on amounts transacted.

Blockscore.com partnership with TraXion will help to better comply with ever increasing regulatory requirements, in particular anti money laundering (AML), counter terrorism financing (CTF) and know your customer (KYC). And further enable TraXion World to get the essential intelligence needed to make superior business decisions. With a range of products on offer, this will allow all global users to stay ahead of regulatory curve and focus on what matters most – Financial Happiness!



### **Automated business verification**

Verify business information quickly via API or our free dashboard. From account openings to ongoing due diligence, we have you covered.

### **Intelligent ID verification**

ID verification API makes it easy to verify the name, date of birth, address and identification numbers of your customers for KYC compliance and anti-fraud. Our platform provides the individual detailed check based on AML and KYC regulations.

# INITIAL COIN OFFERING (ICO)

During the initial coin offering (ICO), the company will issue virtual currency tokens called TraXion Tokens (TXN) on the blockchain operated by a smart contract. The tokens for sale are on Ethereum network using ERC20 protocol.

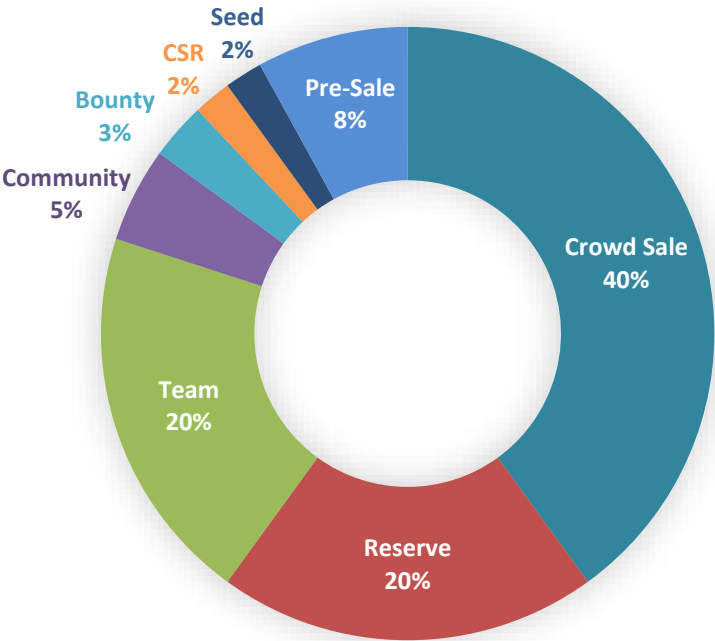
We have chosen to do initial coin offering instead of alternatives ways to raise money because an initial coin offer not only allows us to onboard participants from different regions but also to incentivize them to promote TraXion's products via affiliate and commission. Second, tokens provide liquidity since they can be traded on various exchanges after the ICO.

## Token Distribution

The initial generation of TraXion is programmed by a smart contract running on Hyperledger and will be distributed as follows:

- 50% of tokens (250,000,000 TXN) will be allocated to token sale contributors and will be transferrable when crowd sale ends;
- 20% of tokens (100,000,000 TXN) will be allocated to the team and will be locked by the smart contract for 12 months;
- 5% of tokens (25,000,000 TXN) will be allocated to the community to incentivize developers, partners, strategists, and other members of the community who wants to leverage TraXion network to build new products and partnerships.
- 20% of tokens (100,000,000 TXN) will be allocated to TraXion's parent company, Pluma Technologies Ltd, and will be held as a provision for future expenses, partnerships, business development, marketing and strategic acquisitions. Depending on future developments, a portion of these tokens could be allocated towards the reserve funds. Tokens will be locked by the smart contract for 12 months;
- 3% of tokens (15,000,000 TXN) will be used to eventually create a bounty program. Unused token will be reallocated back to the reserve.
- 2% of tokens (10,000,000 TXN) will be allocated for corporate social responsibility (CSR). It will serve as a grant given to its trusted charity donation platform gavagives.com to be used for rewards program. Tokens will be issued to both donors and charity organizations based on certain conditions that will be stipulated in a smart contract. Conditions will be generally based on contribution (donors) and performance (charity org).

No further issue of TraXion tokens will be made.



## Fund Allocation

Initial funds will be poured out on adding more Hyperledger developers to complete more projects simultaneously to roll-out immediately to the market. TraXion is in the process of securing and finalizing partnerships with MasterCard and IBM. Currently, there are ongoing partnership contract reviews with 3 major banks in PH and 2 remittance companies.

The goal is to also roll out crypto-trading as soon as possible.



## Token Sale Period Mechanics

During the pre-sale, the bonuses per tier vary in token supply, whereas there will be four tiers. 10,000,000 (ten million) TXN will be available for sale for each bonus tier. The entire pre-sale will have a total token allocation of 40,000,000 (forty million) tokens

The availability of tokens come on a first come first serve basis. Exchanges will automatically move to the next period's exchanges when demand exceeds the period's allocation until tokens allocated for the entire pre-sale runs out.

During the Crowd Sale, 200,000,000 (two hundred million) tokens will be on sale. The minimum and maximum purchase during Pre-Sale and Crowd Sale is 0.50 ETH or 500 TXN and 10,000 ETH or 1,000,000 TXN, respectively.

	PRIVATE	PRE-SALE				CROWD SALE
Total (in TXN)	10,000,000	40,000,000				200,000,000
Bonus	50%	40%	30%	20%	10%	N/A

Start of Pre-sale: May 1, 2018

End of Pre-sale: May 31, 2018

Start of Crowd Sale: June 15, 2018

End of Crowd Sale: July 31, 2018

The pre-sale period will have a duration of 4 weeks. Main sale will have a duration of 6 weeks. Tokens unsold during the sale will be used for future sales.

Token Price: 0.001 ETH

Hard Cap: 100,000 ETH

Assuming 40,000,000 tokens are purchased during the presale, the total supply available during the sale will be 200,000,000 (two hundred million) tokens. Anything exceeding this supply will apply the base price of 0.001 ETH/TraXion Token.

# TEAM

TraXion has assembled an expert management team with a diverse range of talents and skills. These experts include experts in cryptocurrency, banking operations and compliance, blockchain and peer-to-peer technologies, payment processing, artificial intelligence, cyber threat security management, internet marketing and economics, politics and public relations.

The management team has already achieved several milestones including having all the infrastructure in place to operate an electronic money platform for payments and donations.



**Ann Cuisia-Lindayag** (CEO) with 20+ years of information technology experience, she has led several women startup founders. Prior to entrepreneurship, she has advanced in the corporate scene of banking and finance and have spent good number of years in payments and donations. She has been a pioneer in the Philippines for helping non-profit organization achieve its digital transformation and online giving facilities. She is passionate about social impact and is now leading the whole TraXion direction on blockchain for the common good.



**Tamer Maher** (COO) possesses 20+ years of experience in the software field, ranging from working as a software developer, project manager, product manager, scrum master, Chief Technology Officer, and VP Of Finance and Operations. Tamer has worked on consulting in different industries on different scales and helped numerous companies and entrepreneurs turn their business ideas into successful working companies. He also has global experience working with companies in US, Europe, and MENA region. In addition, he is PMP certified and holds an MBA.



**Fernando Contreras Jr.** (CTO) Fernando Contreras Jr. is a serial entrepreneur with over 30 years of experience in electronics and open source technology. He founded IPhil Communications, one of the first Internet service providers in the Philippines, and several companies including Imperium Group of Companies. He was a founding member of and held top positions in various trade and industry groups on Internet services and open source related technologies, was recognized by both local and international press on his work and achievements, and was part of the Top 10 Most Influential Filipinos on the Internet.



**Roberto Calida** (CFO) has been in the banking and financial industry for over thirty years. Roberto is a Management Consultant and also a Certified Public Accountant. He has deep knowledge about the processes and techniques of financial intermediation, securities trading, and the dynamics of making and getting investments. He is the CEO of Doulos Subic Inc., a consulting company specializing in financial services and project development assistance. He also has been the CFO for Subic Bay Marine Exploratorium Inc. (SBMEI) back in the years 2007 to 2010



**Miguel Pilar** (Head of Business Development) is the President and CEO of Pilar Corp, an IT consultancy and Real Estate holding firm. Entrepreneur, Stock, Forex, and crypto trader, a resource speaker in the cryptocurrency space since 2015 in North America and Asia. Miguel is a very driven business developer and is in charged to create waves of enthusiasts for TraXion group.



**Alvin Veroy** (Head of Blockchain and Infrastructure) has over 20 years of IT and engineering products focused on IOT. Co-founded several start-ups specialized in biomechanics Holds several products prototypes based on Arduino, OpenCV and other machine learning libraries. Regular attendee of BSides Las Vegas and DEFCON and founded a group called Lonelyhackers in Southern California. He is in charge of TraXion's infrastructure and data privacy. He has come home from the US to be full time with TraXion.



**Jojoy Azurin** (Head of Business Strategies) Jojoy actively promotes entrepreneurship in the region as an adept mentor, and notable speaker in technology and business events. He already made two exit from his previous tech startups. He is also the Manila co-director Founder Institute, the world's biggest incubator for startups. He is in charge of TraXion's strategic partnerships and white-label opportunities.



**Jason Dela Rosa** (Head of DevOps) has over 18 years of development and management experience in the Tech, eCommerce, eLearning and Business. One of the founders of MyCareBuddy, a prepaid telemedicine and telehealth service. He is currently also working on ventures and innovations in the Travel and Human transport industry, Logistics, eCommerce communities, Digital Entertainment and Streaming Platforms (Bayaniradio.ph). He finished BS Management Information Systems at the Ateneo De Manila University.



**Raymonde Sawal** (Marketing Head In Charge of UK) is a multilingual, half-French and half-German professional. She is highly accomplished in business development in the European Markets for over twenty years. With her management consultancy in sales, she specializes in products needing explanation and critical target groups for B2B. She has also authored different books for sale acquisition. In her blogs, she pictures out the way of life in the future. And for her, TraXion will be part of it in making the world better.



**Jon Margalit** (Biz Dev, North American Region) dedicated his career in building profitable businesses, innovating sales processes, and increasing lead conversion to multiply revenue. Holds Bachelor of Arts in Business Management from San Diego State University in addition to a Hubspot Inbound Marketing Certification and a Salesforce University Certification. He earned 1st Place in CyberTECH's Pitchfest in 2015. Exited 3 startups.



**Iurii Znak** (Marketing & Investment Consultant) is a founder of Respect Studio, a digital marketing agency that elaborates effective digital strategy and helps businesses attract B2B customers. He has more than 6 years of experience in investments attraction starting from governmental industry as a senior specialist in attracting investments, to the ICO projects where he helps to engage investors in the campaign.





**Jourdan Sebastian** (Market Influencer) is a movie director and humanitarian activist. He has done pioneering work in the field of crowdfunding and disaster response spearheading initiatives like Operation Airdrop that led helicopter and airplane aid and relief delivery during super typhoon Haiyan. An advocate for the Common Good and an evangelist of financial inclusion which TraXion is what for.



**Michael Samonte** (Lead JS Developer) is a Full-Stack Web, Mobile, and Dapp (Blockchain) developer. He has been a developer for 5 years with experience in web development ranging from multiple international and local websites, websites for Gava Gives, Globe, Unilab, and Century Pacific, and created mobile applications and games for Phoenix Petroleum, B'lue, and Vigan City.



**Christopher Asinas** (Community Manager) is currently the Junior Account Executive of Gava Gives, the Philippines' leading crowdfunding platform for social good. He co-founded Chief Entrepreneurs' Organization of Mapua University to foster the startup culture in the campus and establish an incubation program for budding Mapuan-led startups in the future. He also served as a Student Ambassador of TechShake and is a thought leader with the goal of inspiring the next generations to create and innovate.

# ADVISORS



**Phillip Nunn** (International Blockchain Advisor) is an entrepreneur and a well-known online influencer in the Blockchain and Cryptocurrency world. With more than 15 years' experience in financial services, Phillip specializes in wealth management, angel investment, commercial property investment and financial technology. He has served in the advisory boards of many Blockchain companies, and is an international speaker on Blockchain, Cryptocurrency, and Financial Technology.



**Yobie Benjamin** (International Blockchain Partnership Advisor) is the founder of Token Inc. and Chief Technology Officer of ClickSWITCH. Yobie founded TokenOS, an operating system for open banking that features smart tokenization. He also leads technology development for cloud-based financial software company ClickSWITCH and co-founded virtual reality software company Avegant. In addition, he was invited as a technology pioneer for the World Economic Forum in 2015.



**Preston Junger** (International Blockchain Advisor) is a former early Yelp employee, previously worked for Yahoo!, IAC, Apple and currently is Co-Founder of Mile Square Labs, working with domestic and international startups on sales operations and growth objectives. He joined Yelp in 2008 as hire #82, opening & expanding the first NY office, bringing the company through IPO & growing Yelp to 4,000+ global employees as VP of Brand Solutions. Preston has a B.A. from the Univ. of Vermont and is an active growth partner & independent board director with several accelerators, traditional tech and blockchain/ICO companies.



**Nathan Christian** (International Blockchain Community Advisor) is a technical expert in Blockchain-based accounting and financial applications. He is a Serial entrepreneur with over 35 start-ups in his portfolio. He is deeply entrenched in the blockchain space and has made it both his career and life passion. He is an accomplished Blockchain and Fintech international speaker and is a Top 5 ranked member of the 'People of Blockchain'. He has earned his MBA and his BA with honors. He leads various executive education programs and is actively involved in consulting with corporations, banks, investment firms, stock exchanges, and law firms.



**Tyler Sanford** (International Blockchain Community Advisor) has a deep understanding of the blockchain industry and is always searching for new and innovative ways to help improve the space. He is passionate about helping new and existing businesses surpass their goals and deliver successful projects. To date he's been a part of 13 ICO's raising \$200+ Million. He brings a strong knowledge of marketing experience with seven years of experience with Tech-Startups such as Yelp and Zenefits. Tyler is also a former professional baseball player with the Los Angeles Angels Organization.



**Rick Tapia** (International Blockchain Community Advisor) is an industry expert in the Business Analysis of Blockchain platforms and their subsequent infrastructures with an in-depth knowledge of ICO start-to-finish processes. He brings a wealth of experience and knowledge in the areas of Initial Coin Offering strategy, metrics, implementation, garnering of capital investment and proper formation of corporate structure.



**Burton Crapps** (Fintech Advisor) is a serial entrepreneur for over 30 years and has built software and back-office operations in USA, Singapore, Philippines, and across South East Asia. He is the founder of CollectionWorks Software Solution and Business that lasted from 1996 to 2008 until it was sold to Temenos group for multi-millions. He is also the founder of Consumer CreditScore in Manila in 2014. It is a consumer credit scorer that reaches the financially underserved. Since then, it has been the provider of a nationally standardized consumer credit score to financial institutions to reach lead the country in Financial Inclusion.



**Krishan Grover** (Business & Partnership Advisor) is an entrepreneur and the Founder of Kris FinSoft, a leading regional digital and innovative banking solution provider, with a strong, proven track record in addressing the challenges faced by the banks and help them remain competitive.



**Anthony Pangilinan** (Business & Partnership Advisor) is Chairman and Chief Disturber of BusinessWorks, Inc., a key player in the business consulting and management training industry today. He has conducted hundreds of change management programs in over 45 countries over a span 25 years. Anthony holds an Executive Master's in Business Administration degree in two institutions, INSEAD University in France and Tsinghua University in Beijing, and is currently taking another Masteral course in INSEAD, the Executive Master in Consulting and Coaching for Change.



**Tony Herbosa** (Finance and Investments Advisor) has over 30 years of collective expertise in Finance, specifically banking, trading, and investments. He earned his MBA in Finance degree at Wharton School, University of Pennsylvania, and is currently the Chairman Emeritus of Philstocks Financial, Inc., Managing Director for Corporate Finance & Consulting Services at The Center for Global Practices, and formerly the President & CEO of PNB Capital & Investment Corporation. Anthony also founded Traders Apprentice Pilipinas, fueled by his immense advocacy on financial literacy.



**Rafael Padilla** (Legal & Compliance Advisor) is a commercial attorney and a Professor of Law focused on fintech, cryptocurrencies and blockchain. He has worked with some of the blockchain remittance and financial technology startups based in the Philippines, serving their legal and compliance requirements. He is responsible for ensuring TraXion qualifies all required accreditations and licensing from government agencies.

# LEGAL INFO

## General Information

In order to fund the development of the TraXion ecosystem, 500,000,000 tokens (onwards called TraXion Tokens, or TraXion) will be created on the Hyperledger blockchain and they will be sold to the public. TraXion is a token that will allow the User to access the service provided by the TraxionChain platform.

The TraXion token does not have the legal qualification of a security since it does not give any rights to dividends or interests. The sale of TraXion tokens is final and non-refundable. TraXion tokens are not shares and do not give any right to participate in the general meeting of Company. TraXion tokens cannot have a performance or a particular value outside the TraxionChain Platform. Anyone purchasing TraXion tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of TraXion.

## Knowledge Required

The purchaser of TraXion tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage).

Company shall not be responsible for any loss of TraXion tokens or situations making it impossible to access TraXion tokens, which may result from any actions or omissions of the user or any person undertaking to acquire TraXion tokens as well as in case of hacker attacks.

## Risks

Acquiring TraXion tokens and storing them involves various risks, in particular the risk that Company may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring TraXion tokens any user should carefully consider the risks, costs and benefits of acquiring TraXion tokens in the context of the crowdsale 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 the activity (incl. the risks related to the non-development of the TraXion platform) or any other risks as TRAXION indicated in the Terms & Conditions of the crowdsale should not acquire TraXion tokens.

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to Company or any related or associated

company. The TraXion tokens are just a utility token which can be used only on the TraxionChain platform and is not intended to be used as an investment.

The offering of TraXion tokens on a trading platform is done in order to allow the use of the TraxionChain platform and not for speculative purposes. The offering of TraXion tokens on a trading platform is not changing the legal qualification of the token, which remains a simple means for the use of the TraxionChain platform and is not a security.

Company is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only, and Company does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of TraXion according to their nationality and place of residence.

Company today is not a financial intermediary according to EU Law and is not required to obtain any authorization for Anti Money Laundering purpose. This qualification may change in the case of TraXion offering services which are to be considered as qualifying as financial intermediation activity. In this case, the use of TraXion services may require the positive conclusion of a AML/KYC identification process.

Acquiring TraXion tokens shall not grant any right or influence over TraXion's organization. TraXion confer no direct or indirect right to Company' capital or income, nor do they confer any governance right within Company. Moreover, TraXion is not proof of ownership or a right of control. It does not grant the controlling individual any asset or share in Company, or in the Company network. Lastly, TraXion does not grant any right to participate in control over Company's management or decision-making set-up, or over the Company network and governance to the Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Company' business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire TraXion tokens must be aware that the Company business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire TraXion tokens acknowledge and understand that neither Company nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

Company will do its utmost to launch its operations and develop the TraxionChain platform. Anyone undertaking to acquire TraXion tokens acknowledges and understands that Company does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Hyperledger network or on a blockchain network that is compatible with Smart Contract programming language. They

acknowledge and understand, therefore, that Company (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use TraXion tokens, except in case of intentional misconduct or gross negligence.

TraXion is based on the Hyperledger protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Hyperledger protocol may cause the Company network or TraXion to malfunction or operate in a way that is not expected.