



Aditus

Luxury Access Platform for Crypto-Affluents

White Paper

Originally drafted: 1 July 2017
Updated 1 June 2019



Table of Contents

1.	Growing numbers of crypto-affluents neglected by the luxury industry.....	3
2.	Crypto-affluents desire and deserve the luxury lifestyle – this is a missed trillion dollar opportunity	4
3.	Introducing Aditus - The first luxury lifestyle access platform serving crypto-affluents globally.....	4
4.	Aditus Value Proposition for Users.....	6
5.	Aditus Value Proposition for Luxury Merchants.....	9
6.	Business Model	10
7.	Team	11
8.	The Aditus Token	15
9.	Roll-Out Road Map	16
10.	Conclusion.....	21
11.	Important Information	22

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1. Growing numbers of crypto-affluents neglected by the luxury industry

The value of bitcoin, the first and most well-known crypto-currency, has increased significantly. Some alt-coins have also seen tremendous growth over the last 2 years – indeed no other category of asset has offered such upside in the last decade.

This along with the token sale (ICO) boom and the rich 24-7 trading opportunities in 2016 and 2017 have created an entirely new community of affluent individuals – the “crypto-affluents”.

The founders of Aditus are veteran entrepreneurs in luxury and tech, and we have noticed increasing numbers of such crypto-affluents at our luxury events. (We own 3 large scale yacht shows in Asia, and organise events for affluent users monthly). In our discussions with them, we discovered that while many crypto-affluents desire services offered by luxury merchants, they still lack access to it, and feel excluded.

At the same time, luxury merchants (our long time partners & clients) similarly have no way of reaching out to crypto-affluents, despite going through a period of slowing growth and eager for new revenue growth.

This disconnect is driven by the following factors:

- **Few luxury merchants accept crypto-currencies – lack of payment gateway implementation**
- **Crypto-users are more privacy-conscious than your average user, while luxury merchants need more targeting data than your average marketer to market their goods**
- **Luxury lifestyle merchants simply do not know how to reach crypto-affluents**

The above reasons are true not just of luxury merchants, but generally as well. Crypto-adoption en-masse is still some time away.

Yet, at the beginning stages of our project in 2017, our team had an hypothesis that crypto-adoption will likely first occur at the two opposing ends of the wealth spectrum, the unbanked poor and the crypto-affluent.

This hypothesis has been tested and proven through our operations since January 2018, as we have processed numerous transactions from crypto affluents among the luxury merchants we have signed.

Challenges however remain. Luxury merchants are among the most traditional of companies, and are used to traditional modes of marketing. They simply have no way to easily reach out to crypto-affluents. This is especially so as we have observed that the crypto-currency / blockchain community can be as insular as the luxury industry.

Luxury merchants have always required more targeted marketing due to the niche nature of their products and the need for the right brand positioning. That higher level of targeting is currently obtained through channels that extensively track user's preferences and spending habits.



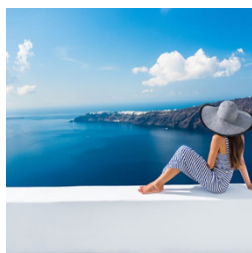
As an example, the Amex Centurion card and other premium credit cards are how many luxury merchants reach out to fiat-millionaires. The data tracking of fiat millionaires in traditional banking systems allow luxury merchants to target and identify the right audience for their products.

Short of crypto-affluents converting all their crypto-assets into fiat currencies, subjecting themselves to traditional banking systems and its perennial tracking¹, what we have is a double-sided access problem, in which luxury merchants similarly cannot reach crypto-affluents.

2. Crypto-affluents desire and deserve the luxury lifestyle – this is a missed trillion dollar opportunity

The luxury lifestyle business is a trillion-dollar, high margin business encompassing many product categories.

A few examples of sub-industries that constitute the luxury lifestyle:



Global Premium
Travel
US\$ 1,154 billion



Luxury Goods
>US\$ 300 billion



Art
>US\$ 35 billion



Yacht Charters
>US\$ 878 million

With slowing growth for almost all luxury lifestyle categories, serving the new crypto-affluents is a golden opportunity for all luxury merchants.

With new money pouring into crypto-investment and new crypto-wealth being created everyday, there is a similar golden opportunity for the first platform that can link luxury merchants with crypto-affluents.

Aditus is building that market-first platform.

3. Introducing Aditus - The first luxury lifestyle access platform serving crypto-affluents globally

Aditus means **access** in Latin.

¹ In our conversations with many crypto-affluents, converting a significant amount of one's crypto-holdings to fiat is either offensive from an ideological standpoint, or financially totally self-defeating given the growth still to come in crypto-currency values.



We will create this first-ever access through a platform that uniquely bridges the needs of both crypto-affluents and luxury merchants.

Drawing on decades of experience in the luxury industry of its founders and advisors, Aditus creates a wholly new platform that is **decentralized**, and integrates **encryption**, **smart contracts** and **payment gateways** that:

- Empowers crypto-users to enjoy access to a rich offering of luxury products and services in complete privacy
- Enables luxury merchants to target market customers, yet still without infringing on user's privacy
- Enables luxury merchants to process payments in crypto currency
- Enables crypto-users to make purchases and to be rewarded in crypto-currencies

The following principles guide the construction of the Aditus platform:

- Users maintain full control of their own data
- No user data is transferred or shared without the User's express authorization

Aditus also offers paid membership programs in which users enjoy a whole package of luxury rewards like concierge services and access to the most exclusive products / services / establishments in the world. Think the equivalent of a premium credit card rewards program for crypto-users.

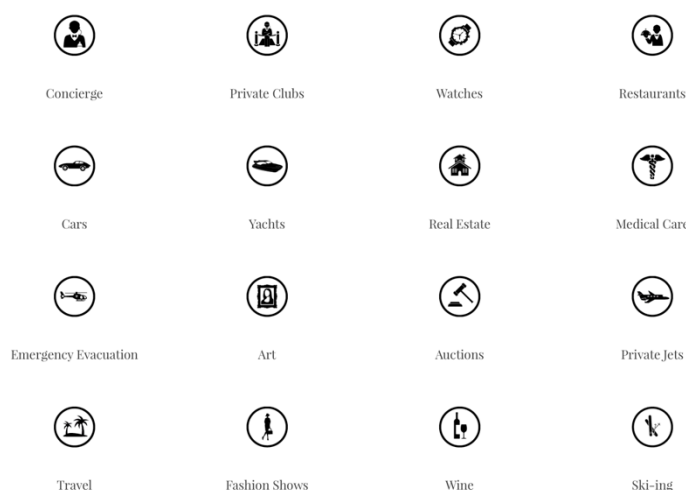


Diagram: A selection of industries Aditus covers

To ensure the best-in-class technology, Aditus is in partnership with some of the most prominent blockchain companies in the world. Roll-out initiatives are also planned with these companies.

Last but not least, Aditus also organizes frequent physical events, meant to increase interactions between fiat affluents and the crypto-space, between crypto-affluents and lifestyle providers, as well as between fiat affluents and crypto-affluents themselves.

Through the Aditus app, the most exclusive experiences, events, establishments, products and services globally are all accessible to crypto-affluents, right through their mobile phones.



3.1 Aditus Platform Components

The Aditus platform consists of three main components

Aditus Pay

- Payment gateway serving high end merchants to serve crypto-affluents.
- Merchants get access to our payment concierge service and trading desk to convert crypto payments to fiat.
- This was beta-launched in January 2018, and is in full operations since June 2018.
- Signed 14 luxury merchants in active operations.

Aditus Access

- A secure mobile app, with a crypto-currency wallet empowering mobile purchases
- The primary interface between users and Aditus
- Serves 4 functions
- store and encrypt personal and preferences data on user's personal device – this data is used for private matching with Merchant's targeting requirements
- display Smart Invitations from luxury merchants that match User's preferences
- facilitate transactions via the [Aditus Wallet](#)
- display the membership status and digital VIP card at participating establishments
- User data is encrypted and stored on the phone, and never leaves the phone unless specifically authorized by the user, ensuring privacy.
- The Aditus mobile wallet is a wallet supporting multiple crypto-currencies
- Services in the app are initially focused on the premium travel market.
- Rewards in ADI tokens are automatically given upon purchases made through the digital wallet
- Users can also use their ADI tokens for discounted service fees in the app
- The Aditus Access app will be launched in October 2019 at the Penang RendezVous Yacht Show.

ADI Token

- An ERC 20 token (to be converted to Binance Chain token)
- Serves the following functions:
 1. Discounted Service Fees on Aditus Platform
 2. "Cash-back" on Purchase Price
 3. Access to Aditus programs and services (through staking or spending)
 4. A possible transaction currency at Aditus luxury merchants

4. Aditus Value Proposition for Users

Crypto-Users access the luxury lifestyle through 2 levels of Aditus membership



1) **Ordinary Membership (Free)**

2) **VIP Membership (Paid)**

Aditus Ordinary Membership:

*Access to the world of luxury through **Smart Invitations™** + Cash-back rewards on transactions*

- Simply downloading the Aditus app and inputting your preference data will activate the Aditus Ordinary Membership
- Members receive Smart Invitations™ by luxury merchants that match their preference data
- Members receive rewards in ADITUS Tokens for performing Desired User Actions (specified in the Smart Invitations)
- If members use the Aditus wallet and ADITUS Tokens to transact at our merchants, they also receive cash-back or “in-kind” rewards
- Merchant categories include member’s clubs, restaurants, travel, wine, art, villas, yachts, private jets, classic cars, watches, shopping and even token offerings etc.
- Ultimate User Privacy: Users control all of their data, and user data never leaves the phone unless specifically authorized by the user.

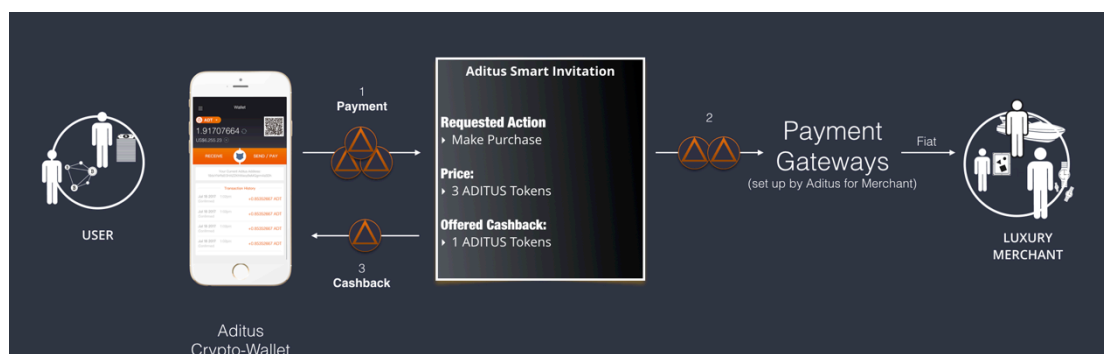
- A paid membership program reserved for the most active Aditus users²
- Available at 3 different levels: Gold, Platinum, Diamond, with 3 different membership fees
- All the benefits of Ordinary Membership, and
 - ❖ Invitations to exclusive events with luxury brands
 - ❖ Invitations to exclusive events organized by the Aditus Foundation (including events such as ICO pitches)
 - ❖ 24-7 Service Concierge
 - ❖ Access to clubs, restaurants, lounges
 - ❖ Exclusive deals with high-end travel planners offering custom design itineraries at exotic, hard to get destinations
 - ❖ Invitations to iconic events eg classic car *concours*, film festivals, beach parties, themed cruises eCash-back Rewards at Luxury Boutiques
 - ❖ Exclusive benefits with yacht charter companies
 - ❖ Exclusive benefits with private jet charter companies
 - ❖ Exclusive visits of wine cellars in Europe / the US
 - ❖ Exclusive access to Gallery and New Exhibition *vernissages*
 - ❖ Private invitation to new yacht launches
 - ❖ Privileged access to Art and Collectible auctions
 - ❖ Privileged access to high-end property and vineyard auctions
 - ❖ Exclusive invitation to Token launches (ITs)
 - ❖ Private Purchase and Sale Advisor (art, properties, yachts)
 - ❖ And many more
- This is the rewards program of the crypto-world, akin to those offered by under top tier credit cards like Amex Centurion.
- The Aditus team is experienced in creating luxury rewards programs for banks and credit card companies, and is well-connected with many of the other companies working in the background creating these exclusive programs.

4.1 Secure Multi-Cryptocurrency Wallet + Seamless Payment At Merchants

² User activity on Aditus is not tracked in a centralized manner, but rather activated through decentralized smart contracts



A core service offering of the Aditus platform is a secure multi-crypto currency wallet within the Aditus Access app, as well as the roll-out of crypto-payment gateways at luxury merchants.



Aditus Access

Being a multi-currency wallet, the user can choose different crypto-currencies such as Bitcoin, Litecoin and Ethereum to pay for the products / services offered by an Aditus Alliance merchant.

However, Aditus offers cash-back (more accurately 'token-back') and other "in-kind" incentives (eg free bottle of champagne in your beach villa reserved through Aditus) for using the ADITUS Token as the payment currency.

Because of the Aditus' team's unique strengths in user acquisition among fiat millionaires, it is likely that the Aditus crypto-currency wallet will be the first mobile crypto-currency wallet downloaded and used by many fiat millionaires. (See Pt 10 'Roll-Out Plan')

Payment Gateways

Essential to the Aditus platform is rolling-out of payment gateways at our merchants. Integrating APIs from exchanges and liquidity providers, we will enable luxury merchants to be paid in the currency of their choice. In so doing, we will initiate luxury merchants into the crypto-age.

4.4 Maximum Privacy Protection

Luxury marketers require more targeting data than the average marketer to run effective campaigns. Specifically, the ideal luxury marketing campaign needs 3 categories of targeting data:

- 1) Personal / Demographic Data
- 2) Preferences data
- 3) Transaction data

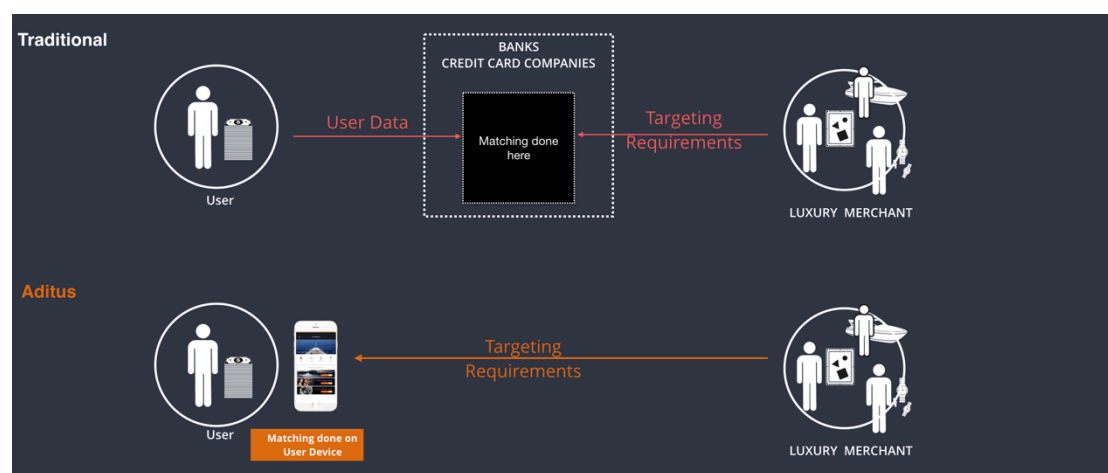
Yet there will always be a constant struggle between merchants and consumers with regards to data: merchants and marketers always want as much as possible, users always want to give as little as possible.

To make matters worse, many crypto-users are even more particular about privacy than average consumers.



In current models, 3rd party platforms like banks, credit card companies or large marketing platforms as Google and Facebook track collect as much data as possible about their users. The data is then used by these platforms to create marketing solutions, or even to be on-sold to other companies and data brokers. A look at the Terms of Use Agreements of these services would reveal that many of these platforms have ownership rights over user data.

In the case of banks and credit card companies, vast amounts of transaction data are also tracked along with other personal data. Given the need for luxury merchants to identify customers who both have the means and the interest, the banks and credit card companies become a powerful channel to promote their service offerings.



- While Aditus users do have to input **contact** and **preference** data to receive Smart Invitations, this data is encrypted and stored on their mobile devices.
- All user data within the Aditus app will be encrypted using the **Advanced Encryption Standard (AES)**.
- This data never leaves the phone unless specifically authorized by the user.
- Matching of merchant's targeting requirements and user data is done locally on user's mobile device (decentralized matching), so merchants do not get access to users until users choose to initiate engagement with the merchants..
- Our centralized servers run only the code of our front-facing user interfaces, and store no unencrypted user data.

Thus, on Aditus, user data is always solely within the control and ownership of the user.

We do anticipate users who may value convenience over privacy, we will offer a freemium service for users to store their data on an encrypted server, so that they may be able to transfer their personal data between phones.

However, Aditus as a platform is set up to satisfy the most rigorous of privacy requirements in the user's browsing, engagement and transactions with luxury merchants. It is a platform that can serve even the most privacy-demanding of crypto-affluents.

5. Aditus Value Proposition for Luxury Merchants

Aditus' core value proposition for luxury merchants is to allow them to reach the growing new community of crypto-affluents. In a period of slowing growth, this is a golden opportunity for



luxury merchants to use Aditus' platform to be the first to serve this new group of wealthy individuals.

The Aditus team is highly experienced in building marketing platforms linking luxury merchants and affluent individuals, from websites to apps to magazines to events to rewards programs.

Aditus does this through two angles: payments and rewards.

Aditus' built in incentives and rewards platform, centered around the ADI token, also allows them to be the first to build loyalty and brand awareness with this new group of customers.

Besides opening up the new customer category of crypto-affluents to luxury merchants, Aditus also allows merchants to reward the user directly, without paying the bulk of their marketing budgets to middlemen.

The Brave browser and its Basic Attention Token offers a direct way for online advertisers to reward users for their attention, thereby cutting through multiple middlemen and so aims to solve the highly fragmented digital advertising ecosystem.

Serious problems similarly have always existed in luxury marketing because:

- 1) The **physical touch & feel experience** and physical engagement are extremely important in luxury purchases³, which means unlike e-commerce, there can be a considerable time gap between marketing and the actual transaction
- 2) Luxury marketing requires more precise targeting data to be effective.
- 3) Luxury merchants do not like to publicise discounts and rewards openly for fear of diminishing their brand positioning

The introduction of Smart Invitations and the Aditus platform in general allows luxury merchants to reward users for desired actions **directly**, providing them with a degree of accountability not currently offered by any marketing platform, whether they are on-chain or off-chain.

6. Business Model

Aditus operates at core a transaction and marketing platform between luxury merchants and crypto-affluents. On this platform, the Aditus generates revenues through:

1) Commissions on Transactions

We pre-negotiate transaction commissions from participating merchants, so that Aditus makes a commission on every sale. This is to be distinguished from the Payment Gateway Fees below.

Jun 2019 Update: Since 2018, we have been one of the few crypto companies in the world processing actual transactions in real world made with crypto-currencies through our participating merchants.

³ Even after close to 20 years of development in the e-commerce market, and despite all the media attention surrounding the e-commerce in luxury, **>90% of all luxury purchases are still made in physical points of sale.**



- 2) **Payment Processing fees**
When merchants require the use of our payment gateways, they pay a small fee (around 1%). We anticipate this fee would be lower than those charged by credit card data networks.
- 3) **Membership fees from VIP users (when they purchase the Aditus VIP Membership)**

7. Team

The founders of Aditus are veteran entrepreneurs with a track record in luxury, technology, marketing and events. Many members of the Aditus team have worked with each other on multiple projects over the past decade.

7.1 Core Team

Julian Peh | Co-Founder



Julian is regarded as one of the foremost entrepreneurs in luxury tech in Asia, having founded and built Luxury-Insider.com into the leading luxury portal in Asia before it was acquired by media giant Singapore Press Holdings. Over the past 15 years he has launched and built numerous luxury marketing platforms including websites, apps and rewards programs focused on luxury.

He is highly experienced in digital product development and roll-out, and has been at the forefront of rolling out tech solutions for luxury clients from online advertising, mobile marketing to data systems. His track record includes signing up hundreds of luxury brands often for their very first forays into that technology.

He has been deeply involved in luxury rewards programs, having served as consultant for Citibank's top end Ultima card, as well as creating luxury rewards programs for Chinese banks and their credit cards. For the past 3 years, he has been Co-Founder and CEO of SERA, a rewards program in partnership with Visa China. SERA has acquired rewards from >100 luxury brand stores to date.

Julian is an active investor in cryptocurrencies, and is concurrently a shareholder of Heart Media, owner of Singapore RendezVous, Phuket RendezVous and Penang RendezVous as well as multiple magazines and websites.

Olivier Burlot | Co-Founder



Leading luxury entrepreneur with a long track record in luxury events and media.

One of the most successful luxury media and event entrepreneurs in Asia, Olivier was at the forefront of luxury's growth in Asia the last 20 years. Having helmed luxury media companies and yacht companies, Olivier also co-founded some of the most famous luxury shows in the world including Hainan RendezVous 海天盛筵. He brings a wealth of global connections and relationships within the luxury industry.

Olivier is CEO of Heart Media, which also owns the Singapore RendezVous, Phuket RendezVous and Penang Rendezvous, all leading luxury shows at the centre of ultra-affluent communities.

Prakash Somosundram | Co-Founder



Prakash is a leading digital entrepreneur who founded Yolk, a digital agency that served clients like Lenovo, Microsoft, Singapore's Ministry of Communications and the Arts. Yolk was acquired by WPP in 2011. He also listed another company TMG on Nasdaq First North. He is highly ranked as an influencer in the fintech space in Asia. He is actively involved in startup ecosystem development and promotion in Singapore.

In 2016 he was recognized at the Singapore Indian Business Leaders (SIBL) awards



Prabhu Sengal | Lead Developer

Prabhu is the founder and CTO of The Software Practice (<https://tsp.sg>), a technology development firm based in Singapore. He has architected solutions and led teams to deliver complex software solutions for large enterprises and Government agencies including Hewlett Packard, DBS (Southeast Asia's largest bank) and DSTA (the Defence Science and Technology Agency of Singapore).

He's an avid blockchain enthusiast who brings in substantial technical expertise in designing and developing world-class software.



Zulkamal Ahmed | Platform Manager / UX Developer

Zulkamal is a multi-disciplined product manager with more than 10 years of full-stack application development and management experience ranging from architectural design, UI/UX, data analysis to marketing in the digital media space.

Prior to being in the blockchain space, he was involved in applying machine learning and data science at a fashion-related startup and the hospitality industry. He was also one of the founding members of WebSG, a web standards advocacy group in Singapore.



Jason Kwong | Content Manager

Jason spent seven years in the financial sector with experience in credit card marketing and equity trading before entering into luxury media, serving as managing editor of major luxury magazines. He was an early investor in bitcoin and ethereum. His knowledge of luxury, and a keen interest in cryptocurrencies are summoned to the forefront at Aditus.

7.2 Advisors



Shaun Djie | Advisor

Shaun is the Co-Founder and COO of **Digix Global**, and is also the founder and lead organizer for Ethereum Singapore meetup group - the largest of its kind in Asia with almost 2,800 members. Having been exposed to blockchain technology since its early days, he was involved in a paper for the MTI Smart Nation research on blockchain technology back in 2015. DigixGlobal, the first company to ever conduct a crowdsale on the Ethereum blockchain, was also the first company to conduct the first ever live transaction on Ethereum.



Akash Aggarwal | Advisor

Akash is the Founder and President of Global DCX, a digital currency exchange which allows its users to trade digital currencies including: Bitcoin, Ethereum, Ripple, and others alongside fiat pairs. He is highly experienced in the crypto-currency sphere, and is a member of the Digital Currency Council, ACCESS Singapore and the Bitcoin Foundation.



Samuel Mark Reid | Advisor

Samuel is a blockchain expert, mathematician and polymath who holds multiple positions like Chief Blockchain Engineer of Gibraltar Blockchain Exchange, Director of Spacebit. He is a mathematician and business developer with IOTA, and also CEO and Co-founder of the Geometric Energy Corporation, delivering mathematical and scientific consulting to industry, academia and government.



Kenneth Oh | Advisor

Kenneth is a Senior Partner with Dentons Rodyk & Davidson's Corporate Practice, and China/Indonesia Practices. In legal practice for over 16 years, he specialises in corporate finance – advising on venture capital, private equity, IPOs & post-IPO funding – and mergers & acquisitions. Kenneth is one of the leading lawyers on blockchain and crypto-currency related lawyers in Singapore, and also sits on the board of Ferrell Asset Management, and as an advisor of Kyber Networks.



Lee Tsun Ngai | Advisor

Tsun Ngai is Head of Business Development at **Kyber Networks**, has been working in the data science sector and has been involved in projects that span across FinTech, financial sector and government agencies. He has been involved in the blockchain space since 2015. He started out by mining Ether since it was first launched in 2015 and has helped and collaborated with various Singapore blockchain startups.



Jeremy Kerbel | Advisor

Jeremy is Director of Corporate Markets (APAC) at GLG. He has been an active angel investor in blockchain start-ups and crypto-currency trader since 2013, and also serves as Strategic Advisor to crypto-currency exchange Global DCX.



Francis Gouten | Advisor

Francis Gouten has over 35 years of experience in the luxury industry, having been CEO of Richemont Asia Pacific, Piaget. He is also a board member of fashion retailer I.T, and hotel operator Louis XIII Holdings in Macau.



Regina Lam | Advisor

With close to 20 years in luxury and high end fashion, Regina is a sought after a recognized expert in high end retail and luxury, having previously been CEO of Tom Ford Asia, Staff International (7 high end fashion brands) as well as top leadership positions in LVMH, Jean Paul Gaultier and the Swank Group. She is currently CEO of COURONNE Management Ltd, a consultancy advising premium brands.



Francis Srun | Advisor

With over 20 years experience spanning both high-end luxury, Francis Srun is a recognized expert in luxury, having previously been Managing Director of Ralph Lauren Asia, Piaget Watches Asia and Boucheron Asia. In 2013, he published "Vendre Le Luxe", a book written in French about selling Luxury, presenting selling techniques and customer psychology.

7.3 Past & present luxury projects by founders

The co-founders of Aditus comprise many veteran entrepreneurs, with deep experience, knowledge and connections within the luxury industries.

Some highlights include

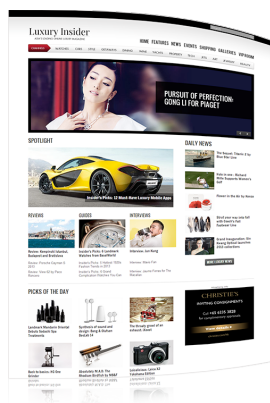
'RendezVous' Events



- Large scale luxury events integrating yachts, real estate, private jets, watches, fashion and all aspects of the luxury lifestyle
- Each show attracts thousands of ultra-affluent visitors
- Past iterations include, Jet RendezVous Macau (2008) & Jet RendezVous Changsha (2006 and 2007), and Hainan RendezVous 海天盛筵 (2010-2013)
- Current Shows: Singapore RendezVous, Phuket RendezVous and Penang RendezVous
- Luxury events are a key part of the Aditus roll-out plan. (see Pt 10 User Acquisition)

Luxury-Insider.com

- The largest luxury portal in Asia-Pacific, founded in 2006
- First to sign luxury brands for online marketing campaigns
- Served hundreds of luxury clients for their digital campaigns
- Voted No 1 Luxury Website by Marketing Magazine over consecutive years
- Acquired by SPH in 2014



SERA 奢励

- Luxury rewards program partnering with Visa and Chinese banks
- Cash-back rewards offered at >100 luxury brand boutiques in HK, Macau
- www.sera.cc

Heart Media

- Leading luxury media company with events, print and digital
- Owns numerous well-known luxury magazine brands: L'Officiel Singapore, L'Officiel Malaysia, Men's Folio, World of Watches, ArtRepublik, Yacht Style, Palace
- Also owns Luxuo.com and Singapore RendezVous, Phuket RendezVous and Penang RendezVous

The luxury products and platforms we currently control reach around > **1,000,000 affluent individuals**, and serve **hundreds of luxury clients monthly**.

They are also where crypto-affluents will visit when looking for content on the luxury lifestyle.

These platforms will be utilized to the maximum in promoting Aditus.

7.4 Past Clients in Luxury

Through our combined >30 years of experience in luxury, we have developed a good track-record as well as long relationships with every major luxury brand, and hundreds of lesser-known ones across every product category.

Of note also is that we have been at the forefront of rolling out latest technological solutions to clients, being the first to sign brands for online advertising, and luxury brand stores for mobile marketing and mobile rewards programs. Communicating, educating and rolling-out new technological solutions among luxury brands are a forte of our team.

Besides the luxury brands, we have also strong working relationships with the companies that form the 'inner infrastructure' of the luxury industry eg, concierge companies, rewards companies, membership clubs etc.

We will use these connections and knowledge to recruit merchants onto our platform.



Diagram: A small selection of the founder's past luxury clients

8. The Aditus Token (ADI)

8.1 Role of Token

The ADITUS Token serves the following functions:

- 1) **Discount token for Service Fees on Aditus Platform**
- 2) **Cash-back on Purchase Price**
- 3) **Access to Aditus services**
- 4) **A possible transaction currency within Aditus ecosystem**

We anticipate token demand from the following categories of token holders:

Demand from Crypto Affluents

- They will need ADITUS Tokens to pay discounted service fees on the Aditus platform
- Number of crypto-affluents will continue to grow.

Demand from Fiat Affluents



- They will acquire ADITUS Tokens as part of our roll-out efforts (*see Pt 10 User Acquisition below*)
- Because of our unique roll-out plans, and the difficulty that fiat-affluents still face in getting even their first bitcoin, ADITUS might be the first crypto-currency for many fiat-affluents, and the Aditus app their first crypto-wallet.
- Aditus will be their gateway to the world of blockchain and crypto-currencies.

Demand from Luxury Merchants

- They will acquire ADITUS Tokens to create Smart Invitations to reach Aditus' users
- In a time of slowing growth, the ADITUS tokens represent how luxury merchants will access this extremely attractive new customer community of crypto-affluents

9. Roll-Out Road Map

9.1 User Acquisition / Roll Out

Many white papers are light on describing roll-out plans, but we at Aditus firmly believe that while the technical components are crucial, user acquisition and the ability to build a vibrant ecosystem are equally important in determining whether a token (and its company) gains value (and influence) over time.

As such we have detailed our roll-out plans for Aditus below:

They fall into 4 main heads:

- (1) Intensive Marketing to Crypto Communities through Global PR and Marketing**
- (2) Physical Roll Out at Luxury Events**
- (3) Crypto and Fiat-Affluents Outreach through the Aditus Foundation**
- (4) Strategic Partners**

Each will be explained in detail below.

9.2 Intensive Marketing to Crypto and Fiat Affluent Communities

We will run a global marketing and communication campaign to reach crypto-affluents and fiat-millionaires highly interested in crypto-currencies.

We will execute frequent communication on our operational milestones reached. Press releases and content marketing articles will be pushed on blockchain related websites (by our count >400), as well as general lifestyle sites will also be targeted.

We also wish to work with partners to reach out to online communities on closed social networks like Telegram, membership forums etc.



One of our key competitive strengths here is that Aditus founders not only own luxury media platforms reaching more than a million readers monthly, but we are also known to be expert marketers.

9.3 Physical Roll Out at Luxury Shows

Luxury shows (yacht shows, art shows, auctions etc) are ideal channels to roll-out Aditus. They attract millions of affluent visitors every year, and represent an extremely unique concentration of High Net Worth Individuals all in one location (captive audience from a marketing perspective).

Billions of dollars are transacted at these shows, as the exhibitors of these shows usually represent the *crème-de la crème* of luxury merchants.

The fact that our co-founder Olivier Burlot is an experienced founder of major luxury shows, and is well-connected within the luxury space, is also a huge competitive advantage. Olivier was one of the co-founders of Hainan RendezVous, a large-scale yacht and luxury show in China. He also presently co-owns, through Heart Media: Singapore RendezVous, Phuket RendezVous and Penang RendezVous.

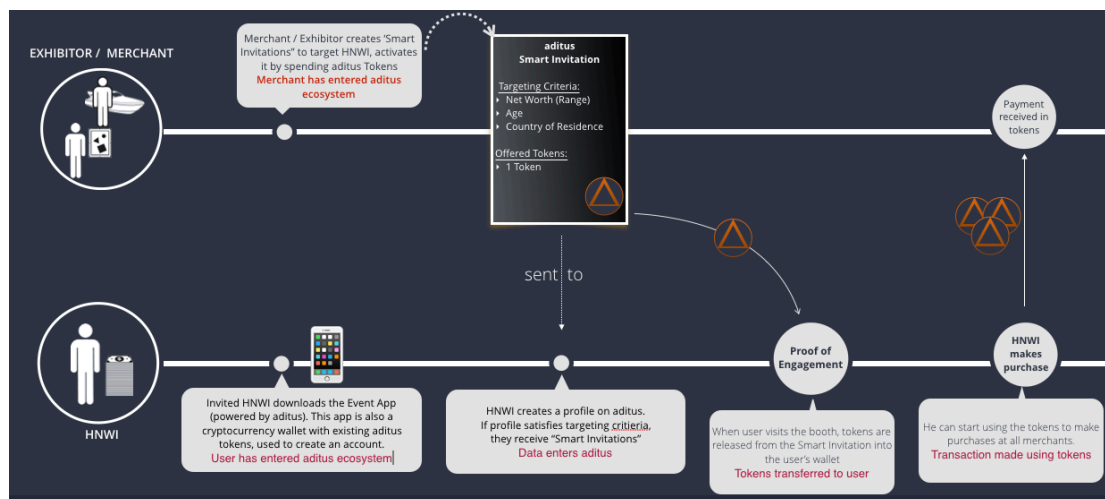


How will we roll out Aditus at luxury shows?

Aditus will be used by exhibitors (who are all luxury merchants) as the engagement and lead generation platform for their booths.

Show attendees (fiat and crypto-affluents) will use the Aditus app to obtain Invitations and information targeted to their preferences, serving as a powerful complement to the typical show catalogue.

For certain shows, The Aditus platform and tokens can also be used for making in-show payments such as for drinks or even actual purchases of goods. The diagram below shows the use of Aditus at a partner show.



As seen from the diagram above, the show environment really is a micro-universe of how Aduis will be used generally.

By rolling out Aduis at luxury shows, we have the advantage of

- (1) Exposing merchants to the benefits of Aduis directly, speeding up merchant acquisition for our membership programs
- (2) Allowing users to physically experience the Aduis ecosystem in action
- (3) Have the captive attention (and in many cases physical booth space) to answer questions directly from users

Indeed, the physical touch and feel factor is extremely important in luxury⁴. Aduis, being a luxury product itself, will build trust and branding from this approach from the beginning.

Also notable is our activities for the Aduis Foundation, which will also be running parallel events for the shows (see 10.4).

Update: June 2019 We have promoted Aduis at the following shows:

Phuket RendezVous

Penang RendezVous

Art Stage

And numerous events with luxury merchants.

For full details please read our official blog at <https://medium.com/aditusnetwork>

9.4 Crypto and Fiat Millionaire Outreach: Aduis Foundation

Crypto and Fiat Affluent Communities will eventually merge

⁴ >90% of all luxury purchases still occur in physical stores, despite the presence and growth of luxury e-commerce platforms over a decade.



The Aditus Foundation is part of our long term plan to not only acquire users for Aditus but to play our part in encouraging awareness and adoption of both crypto-currencies and blockchain technologies.

We envision that the crypto-community will not remain insular for long. 'New blood' in the form of fiat millionaires entering the crypto-space is only a matter of time, although there are currently many barriers to entry and understanding.

The Aditus Foundation has the twin goals of

- (1) Evangelisation and education of crypto-currency and blockchain use among HNWI and corporates
- (2) Encouraging interactions between crypto-affluents and fiat affluents

Activities of the Aditus Foundation

The Aditus Foundation will run frequent events, educational seminars and gatherings for both crypto-enthusiasts and fiat millionaires.

We will also run curated Initial Token Sale selections in which token companies will get a chance to present to affluent individuals.

Besides the gatherings, we will also run larger 'crypto-retreats' in conjunction with the major luxury shows rolling out Aditus.



The first Virtual Currencies Talk organized by the Aditus Foundation on 7 October 2017. The talk was held at the location of the Singapore RendezVous 2017. It attracted over 200 participants, an equal mix of crypto-affluents and fiat-affluents. 4 ICO pitches were made along with many distinguished speakers from the blockchain and crypto-currency space.

Blockshow was one of our partners.

How the Foundation helps User Acquisition for the Aditus Platform

Through the activities of the Foundation, we hope to **reach and 'convert' many more fiat millionaires** into crypto-users. And we believe for many of these new users, the Aditus wallet will be their first crypto-currency wallet, and ADITUS will be their first token.

9.5 Strategic Partners



As the first luxury lifestyle rewards platform in the crypto-currency space, Aditus will have first mover advantage in signing synergistic partnerships with partners.

For eg: crypto-currency debit cards like TenX, Monaco etc are ideal partners for us as they would all need a rewards program to complement their card. Partnering with Aditus allows them to focus on their mission-critical goal of guaranteeing payment network stability while leaving the rewards components to us.

We have already in discussions with many prominent companies in the space, and many are interested in having co-branding partnerships in which Aditus designs special rewards programs for their users. Some examples of companies we have secured partnerships with include Kyber networks, Digix Global, and Pundi X.

When the Aditus user base hits a certain size, “old-world” companies like banks and luxury conglomerates will find us impossible to ignore. We will be able to sign partnerships with them either to acquire tokens for their operational use, or to cross-market Aditus to their customers.

9.6 Planned Roll Out Time Line (updated Jun 2019)

Time	Activity	Notes
Dec 2017	Initial Token Sale	
Q1 2018	<ul style="list-style-type: none"> Beta version of Aditus Pay launched Roll-out and/or Publicity at Phuket RendezVous Intensive online marketing for Aditus Aditus listed on Coinbene, Mercatox, Coss.io The following brands signed as Merchant Partners on Aditus <ul style="list-style-type: none"> Christofle Luxury Home Furnishings Global_ Belair Fine Art Art Gallery Europe, North America 	
Q2 2018	<ul style="list-style-type: none"> Intensive online PR outreach in crypto-community to jumpstart secondary market transactions for Aditus User Merchant Acquisition through the following shows: <ul style="list-style-type: none"> Mar 18: Art Basel Hong Kong Apr 18: I-Property, Kuala Lumpur (TBC) May18: Penang Rendez-Vous The following brands signed as Merchant Partners on Aditus <ul style="list-style-type: none"> Lamborghini Supercars Singapore Tecnomar Yachts Yachts Global Admiral Yachts Yachts Global Intensive PR and marketing will be done after each milestone reached to maintain buzz and interest in token. We work on getting more merchants to accept Aditus as a payment currency through payment gateways. 	
	<ul style="list-style-type: none"> Aditus Pay officially launched as a service to merchants. 	



Q3 - Q4 2018	<ul style="list-style-type: none">• The following brands signed as Merchant Partners on Aditus<ul style="list-style-type: none">• Genesis Global Diamonds & Gemstones Global Market• Flyclever• Vanuatu Citizenship by Investment Global Market• Yachtside Charter Yacht Charters Global• Boat Lagoon Charter Yacht Charters Thailand• Sunseeker Yachts Superyachts Thailand• Flyclever Flight bookings & concierge Global• L'Voyage Travel Concierge Global• Eligo Milano Suit Maker Global
Q1 – Q2 2019	<ul style="list-style-type: none">• Deep in crypto-winter, Aditus focuses on revenue generation among the merchants signed earlier through the Aditus Pay component• Aditus Pay makes revenues by processing payments by our merchants' clients who wish to pay in crypto-currencies.
Oct 2019	<ul style="list-style-type: none">• Launch of Aditus Access at the Penang RendezVous 2019• A new stable of merchants will be announced as part of the launch
Q4 2019	<ul style="list-style-type: none">• With both components of our platform fully launched, the work becomes to acquire users and merchants to increase adoption• Build liquidity and secondary market for tokens• Expand ecosystem, build buzz, grow community

10. Conclusion

The luxury lifestyle industry is a trillion-dollar business hungry for growth, and new crypto-affluents and crypto-millionaires are being minted every day. Even while the crypto-markets remains in its infant stages, there is a unique opportunity to seize the first mover advantage and be the first to serve a huge neglected community of affluent people through their lifestyle needs.

That combined with our unique competitive advantages and our focused user acquisition plans, means we are well placed to build a luxury lifestyle platform powered by crypto-currencies, enjoyed by a thriving and motivated community made up of discerning individuals originating from both fiat and crypto-currencies in the new crypto-currency economy.

The successful execution of our roll-out plan will cement Aditus', and the ADITUS Token's, position at the core of the luxury lifestyle within the new age of crypto-currencies, an influential and profitable position for a platform to be.



11. Important Information

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- iv. you acknowledge and understand that no ADITUS Token should be construed, interpreted, classified or treated as enabling, or according any opportunity to, ADITUS Tokenholders to participate in or receive profits, income, or other payments or returns



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 - (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
 - (v) securities;
 - (vi) units or derivatives of units in a business trust;
 - (vii) units in a collective investment scheme; or
 - (viii) any form of regulated investment or investment product;
- ix. you are fully aware of and understand that you are not eligible and you are not to purchase any ADITUS Tokens if you are an Excluded Person;
- x. you are legally permitted to participate in the ITS and all actions contemplated or associated with such purchase, including the holding and use of ADITUS Tokens;
- xi. the amounts that you use to purchase ADITUS Tokens were not and are not directly or indirectly derived from any activities that contravene the laws and regulations of any jurisdiction, including anti-money laundering laws and regulations;
- xii. if you are a natural person, you are of sufficient age and capacity under the applicable laws of the jurisdiction in which you reside and the jurisdiction of which you are a citizen to participate in the ITS;
- xiii. you are not obtaining or using ADITUS Tokens for any illegal purpose;



- xiv. none of: (i) you; (ii) any person controlling or controlled by you; (iii) if you are a privately-held entity, any person having a beneficial interest in you; or (iv) any person for whom you are acting as agent or nominee in connection with this ITS is a senior foreign political figure, or any immediate family member or close associate of a senior foreign political figure. A **“senior foreign political figure”** is defined as a senior official in the executive, legislative, administrative, military or judicial branch of a government (whether elected or not), a senior official of a major political party, or a senior executive of a foreign government-owned corporation, and includes any corporation, business or other entity that has been formed by, or for the benefit of, a senior foreign political figure. **“Immediate family”** of a senior foreign political figure typically includes such figure’s parents, siblings, spouse, children and in-laws. A **“close associate”** of a senior foreign political figure is a person who is widely and publicly known to maintain an unusually close relationship with such senior foreign political figure, and includes a person who is in a position to conduct substantial domestic and international financial transactions on behalf of such senior foreign political figure;
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