



A Global Holiday Rental Platform Powered by Crypto

Whitepaper

Draft 1.0



CONTENTS

Disclaimer	4
Abstract	5
The next frontier in the hospitality sector	6
Introducing EzyStayz	7
Highlights of EzyStayz' Existing Business	8
Company Background	8
Market Potential	9
Global Lodging Sales Still Dominated by Hotels	10
How Cryptocurrencies are Changing the Hospitality Sector	12
The Competitive Landscape	15
Capturing the Market	17
The Benefits of a New Blockchain-based Sharing Platform	18
For Hosts	19
For Hotels	20
For Travellers	21
Platform Overview	22
The Website	23
Modular Features	23
Digital Wallet	24
Blockchain and Smart Contracts	25
Smart Contracts	27
EzyStayz Economy	28
Usage of the EzyStayz Token	28
Opportunities for hotel and property owners	29
Incentives for travellers	29
Revenue Model	30
Strategic Partnerships	32



Marketing Strategy	32
Distribution of Funds	33
Roadmap	34
Roadmap	35
The Team	36
The Team	37
YOUR REGULATORY DUTIES	38
SANCTIONED COUNTRIES	39
AUSTRALIA	39
BRAZIL	39
CANADA	40
CHINA	40
EUROPEAN UNION	41
INDIA	41
ISRAEL	42
JAPAN	42
MEXICO	42
RUSSIA	43
SAUDI ARABIA	43
SINGAPORE	43
SOUTH KOREA	44
SWITZERLAND	44
UNITED ARAB EMIRATES AND DUBAI	44
THE UNITED KINGDOM	45
THE UNITED STATES	45



Disclaimer

This Whitepaper is only issued to inform you as a reader. This document shall never constitute an offer to participate in equity, shares or an investment in any company related to EzyStayz token Rentals Pty Limited. In the event a person decides to purchase or takes possession of our EzyStayz token (“EZY™ token”), we expressly reject all liability for direct, indirect or consequential losses of any sort. In particular, when such losses are the result of the information in this Whitepaper, and any error, omission or inaccuracy. Our cryptographic tokens are distributed through the Ethereum network, and may not represent or be exchanged for any goods and services.

The EzyStayz token can only be used within the services we offer you. The purchase of our token will never constitute an investment and its offering will never be considered investment advice. There is no guarantee that our token will increase in value after the moment you obtained or purchased it. Likewise, the EzyStayz token grant no equity or right to control the company that is connected to our business dealings. You must use the EZY™ token with integrity and honesty, and violation of this obligation may result in losing your right to use and access our website and platform, and such conduct may eventually lead to the loss of all your EZY™ tokens.

Each user must make a reasonable effort to avoid third parties’ access to his/her login credentials and private keys. You must keep the access to your wallet and login credentials secure. The loss of your login credentials could result in losing all your tokens. In addition, you must investigate the best manner of storing your login credentials. For example, in one or more digital wallet addresses or a cold wallet.

EZY™ token’s functionality will depend on the Ethereum protocol, and any malfunctioning from Ethereum’s normal functioning may result in the malfunctioning of EZY™ token. Ethereum itself is considered a cryptocurrency, and linked to the Ethereum protocol, and as such vulnerable to a considerable loss in value. Currently, blockchain and cryptocurrencies are subject to governmental scrutiny and debate. The functionality of EZY™ token can be affected by unexpected regulatory measures, depending on the country where the purchaser resides.





Abstract

We created EzyStayz as the first Australian-owned global platform to open the holiday rental market to individuals across the globe. Our vision was for an interesting place that let people explore, meet, connect and travel without limitations. Now, we're taking the next step in EzyStayz™ journey of tapping into the vast potential of blockchain technology. The result is a global ecosystem of travelers, hotels and property owners that can come together faster, safer and easier than ever before.

Our blockchain-based platform will speed up the process of matching home owners with suitable short-term tenants. We are creating a new a new stream of income with minimal transaction fees for proper-ty owners and a channel for vacation rentals for travelers that is cheaper than leading competitors such as Booking.com, Expedia and Airbnb. By removing the barriers of currency, tax, and financial regulations anywhere in the world, EzyStayz is remaking the way you travel, host and explore.

The EzyStayz website is the first building block of a larger exchange that will eventually target businesses and consumers with more strategic B2B tools to tap into the potential of the hospitality sector.

Our business model is already functional with a website listing over 800,000 properties worldwide, and we will develop a platform that will integrate and complement other existing features. Thus, our focus is now on popularizing the idea behind EzyStayz and fund the next stage of our company journey through a Token Crowdsale.



The next frontier in the hospitality sector

Cryptocurrency, specifically blockchain, has rapidly turned in a disruptive technology in society today, yet it is still in the early stages of adoption. Consequently, many new crypto currency platforms fail to bridge the gap between technical complexity and usability of blockchain for the hospitality sector as an early implementer. The potential in this growing market along with increasing acceptance of crypto currencies makes new projects extremely appealing for investors and users alike. But the market for crypto currencies is not fully realized nor is there complete and seamless integration between digital currencies and their application in the short-term lease sector in one decentralized network.

Companies like AirBnb have continued to grow since 2016, and shape the sharing economy as well as impact the traditional hospitality sector. Airbnb demand reached 10 percent of traditional hotel demand in many markets, claiming a growing percent in markets where shared economy originally posed little competition. The result of this growth is already seeing more companies focusing on short term rentals, which will make the market for renting hotel rooms, private properties or accommodation even more dynamic in the following years.

Having easy-to-use, secure blockchain technology in place that integrates P2P exchange between hosts and occupants, credit card capability, and extends into identity verification, total transaction transparency and lower usage fees is the next step logical step for the hospitality industry. Addressing existing problems of centralized platforms like AirBnb, Expedia and Booking.com will provide an alternative one-stop marketplace and online service for consumers, where they can access a variety of properties and accommodation types and speed up the process of leasing out real estate. The end result will boost user trust and take security to the next level for property owners and vacation renters.

Blockchain-based hospitality platforms can unleash enormous powers, which would not materialize in a centralized setup. We follow the design principles of simplicity and minimal risk. Building a secure, high-performance marketplace and platform for short-term rent and lease of properties on a global scale is technically and financially feasible. Thus, our focus is now on establishing a trusted network that allows a compromise between usability, profitability and security in an already saturated market.

As the utilization of short-term rentals is increasing, coinciding with improved economic and apartment market conditions, there will be increased pressure on combining the AirBnb model with modern technology for the creation of an informal marketplace that addresses all issues that current platforms cannot. Blockchain technology has the features and capacity to expand on the existing AirBnb model to facilitate connections between interested parties and make a meaningful impact on rental housing markets.

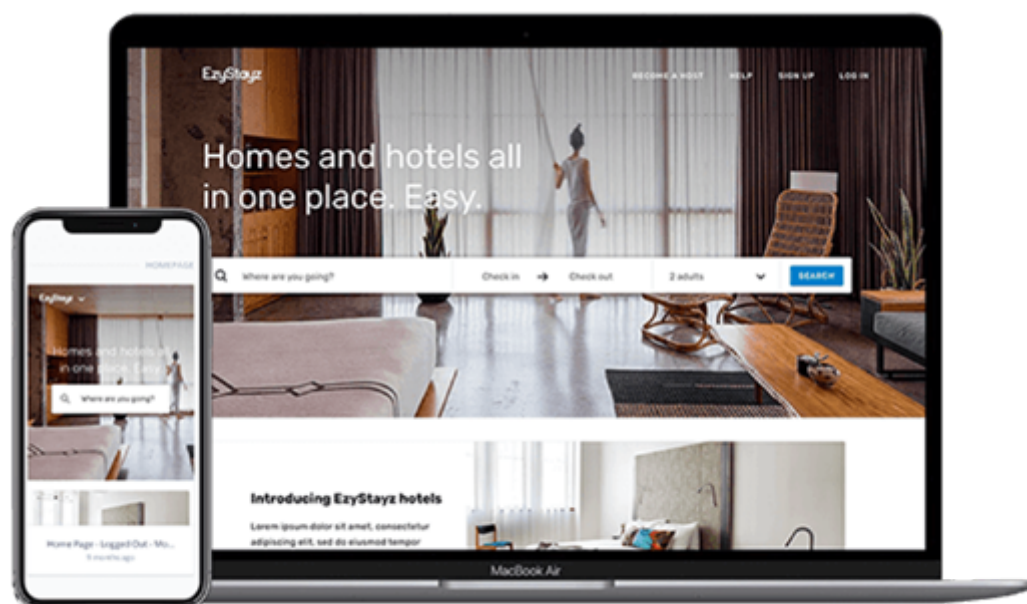


Introducing EzyStayz

EzyStayz is a trusted community marketplace for people to list, discover, and book unique accommodation properties around the world. Our aim is to give crypto holders direct access to the short and long-term vacation rental opportunities globally.

We run a fully functioning platform that provides a seamless, quick, and low-cost way to rent or list rental properties in 34,000 cities and 190 countries worldwide without any of the regulatory burdens associated with it. The development and launch of a native cryptocurrency associated with EzyStayz will introduce a layer of decentralization borrowing from the crypto sector and allow end customers and property owners to deal with each other on the platform without any fee or commission.

We envision EzyStayz as the meeting point between existing centralized platforms like Expedia and AirBnb, online travel agencies (OTAs) and the global crypto community. With the help of a public token sale, we will be able to further the development of EzyStayz 2.0. and position the platform as a next-generation and transparent system for short and long-term vacation rentals. By transforming traditional holiday rental platforms and delivering increasing value to all hotels, property owners and their customers, we aim to unlock unprecedented value for consumers and businesses on our platform. We will achieve this through the principles of blockchain: fairness, accessibility, transparency and trust while applying them to an already existing and fully developed centralized model for hospitality accommodation in mature growth markets.





Highlights of EzyStayz™ Existing Business

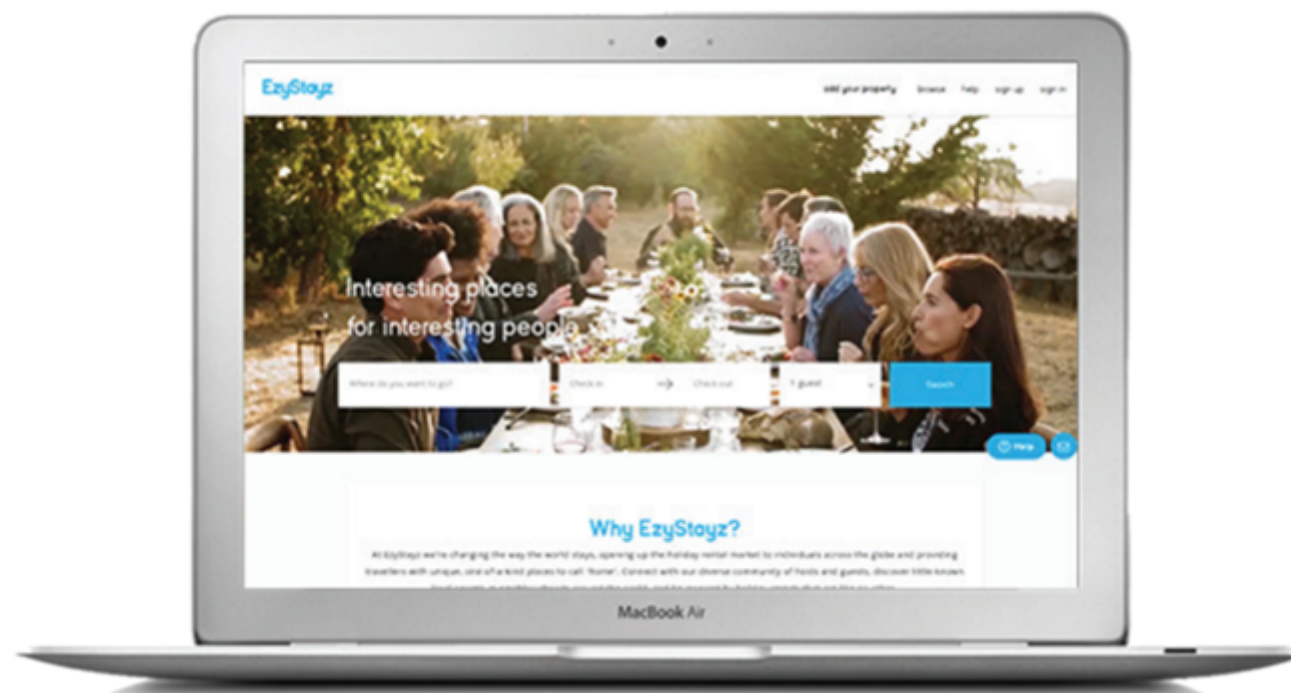
In contrast to many other companies launching token sales, we already have a functioning platform. We founded EzyStayz in 2016 with the intent to unite tenants and landlords and simplify the rental process. To date, we have raised \$1.5 millions in private capital investments – funds we put back in the development and upgrade of EzyStayz™ architecture and service offering.

Currently, EzyStayz boasts rental properties in 34,000 cities and 195 countries. Our current portfolio includes 1,892+ Hotel Chains and 1 Million+ Accommodations (Hotels, Hostels, Villas, Apartments and more) worldwide.

We are ideally positioned for the short and long-term vacation real estate space with an already operational business that will operate internationally and ensure a fair, frictionless, and seamless vacation rental process for all parties involved.

Company Background

EzyStayz is already an established vacation rental company with a proven track record and significant infrastructure in place prior to the IEO. We hold the necessary regulatory certificates for operation across various markets, which allows us to operate worldwide. EzyStayz is ideally positioned to offer competitive fees through a combination of current rental services in combination with blockchain-based modules and infrastructure.





Market Potential

The global vacation rental industry is a market of nearly US\$130 billion as of 2017, which accounts for 18.1% of the global vacation lodging market. This is a fast-changing industry posed for exponential growth. The short-term vacation rental market is one of the most attractive segments in the real estate and property management sector. HomeAway, an online marketplace for vacation rentals, reports an increase in listings 44% since 2009. Real estate agents, property managers and independent property owners are all competing for a piece of this pie. However, there are associated risks as well as rewards with accessing it both for home owners and tenants.

In 2015, the global travel industry generated US\$5,880.4 billion in revenue. By 2020, this figure is projected to reach US\$8,736.1 billion. The hotel sector accounts for 14.1% of total industry revenue (US\$716.4 billion in 2015), making it the second largest segment of the travel industry.¹

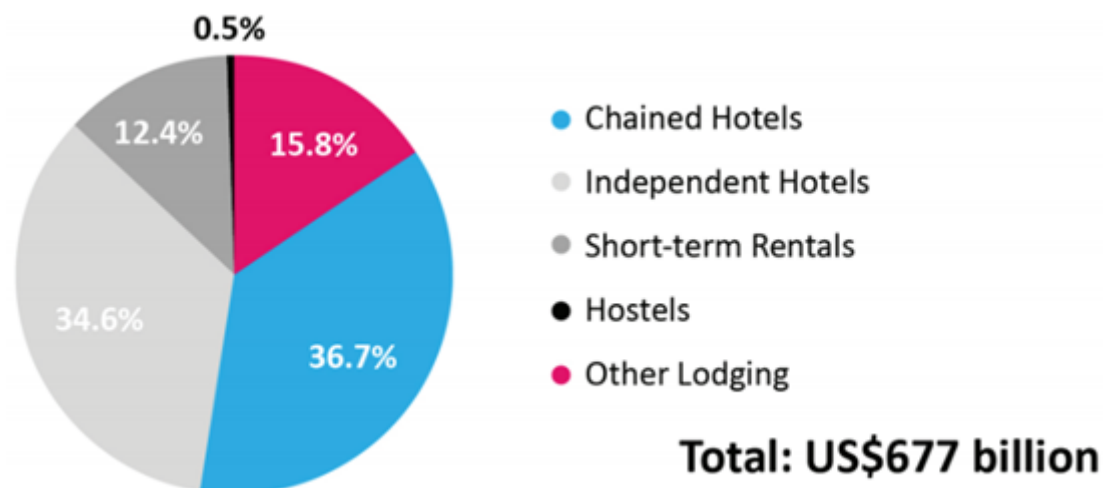
The global travel and tourism industry is one of the world's largest industries with a global economic contribution of over US\$7.6 trillion in 2016, but it's been dominated by large intermediaries with Expedia and Priceline alone representing 95% of the industry market in the US. And with the rise of the so-called 'sharing economy' – the short-term vacation rental segment is transforming an industry that is overly conservative, rigid and over-priced by offering a democratic, transparent, decentralized solution to this issue. The integration of blockchain technology is the next logical step to eliminate the unnecessary costs imposed on consumers by brokers and intermediaries by removing layers of intermediation.

¹ MarketLine Industry Profile, Global Travel and Tourism, Feb 2016



Global Lodging Sales Still Dominated by Hotels

Global Lodging Sales (% value Split - 2014)



Unlike the narrow specialization of both AirBnb and HomeAway, EzyStayz™ greatest strength is its ecosystem and holistic approach. As the \$100 billion industry vacation rental sector could be going into over-drive, investors, major hospitality brands and travellers are seeking alternate accommodations. The short and long-term rentals sector is growing fast with a TripAdvisor survey showing 67% of travellers planned to stay in a rental in 2016 - an increase from 59% in 2015 and 52% in 2014.

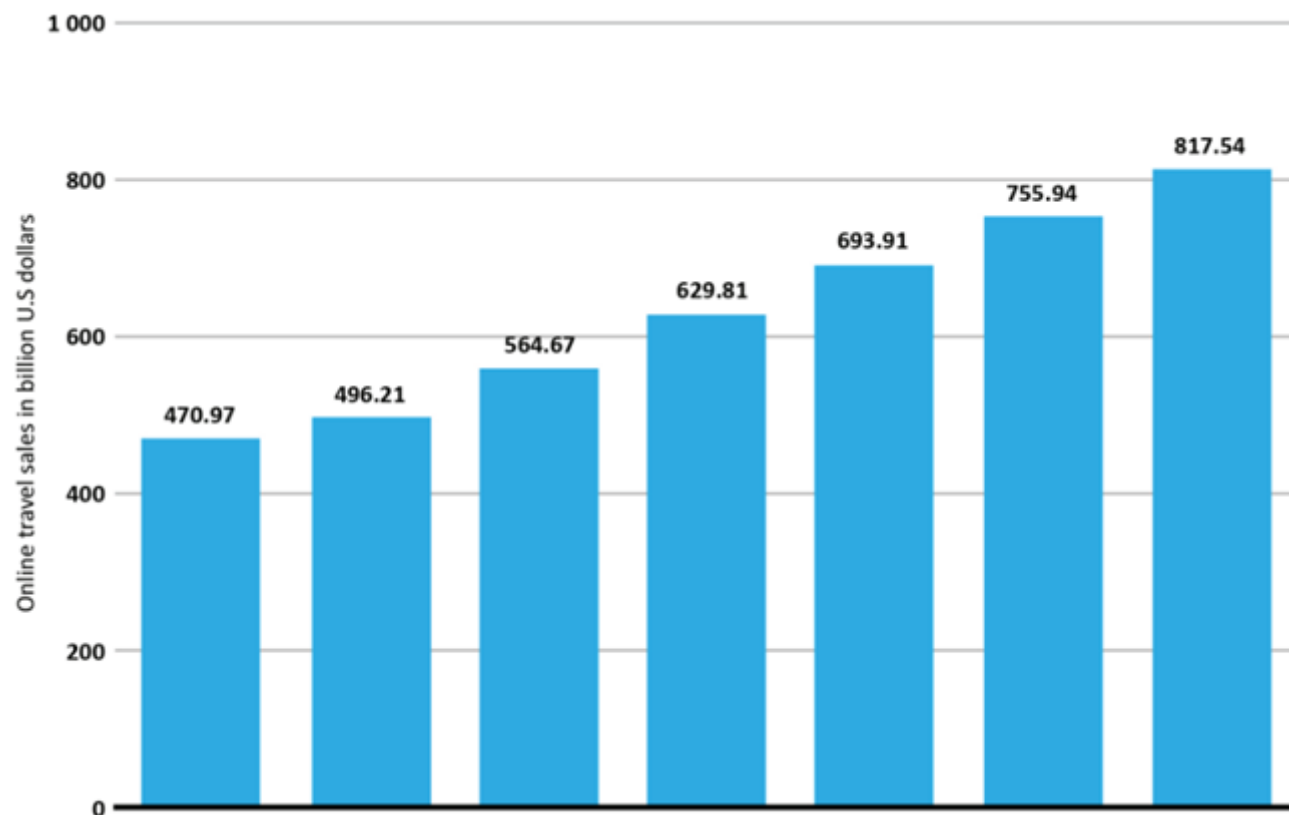
Affordability, location and amenities were given by travellers as the top three reasons to choose a rental. The affordability of rentals makes travel far more accessible. EzyStayz will build on this by achieving a less costly operating model through optional fees and less centralization.



This short-term rental market has blown up even if it currently still makes for the smallest market share of the travel and accommodation sector. The segment, which is EzyStayz™ target market, is worth around \$100 billion, with the U.S. accounting for just over a quarter of that. Research and Markets predicts the global vacation rental market will close in on \$170 billion by 2020. Meanwhile, Skift calculates that in the first four months of 2016 alone, vacation rentals startups attracted nearly \$100 million in venture capital funding, concentrated mostly in the U.S. and Europe.

In 2018, a total of \$700 billion worth of bookings were placed through the internet. Not only that, but the industry is growing at a rapid pace. For the past few years, it has experienced annual growth rates of above 10%, and has thus vastly outperformed the global economy.

Digital travel sales worldwide from 2014 to 2020 (in billion U.S. dollars)

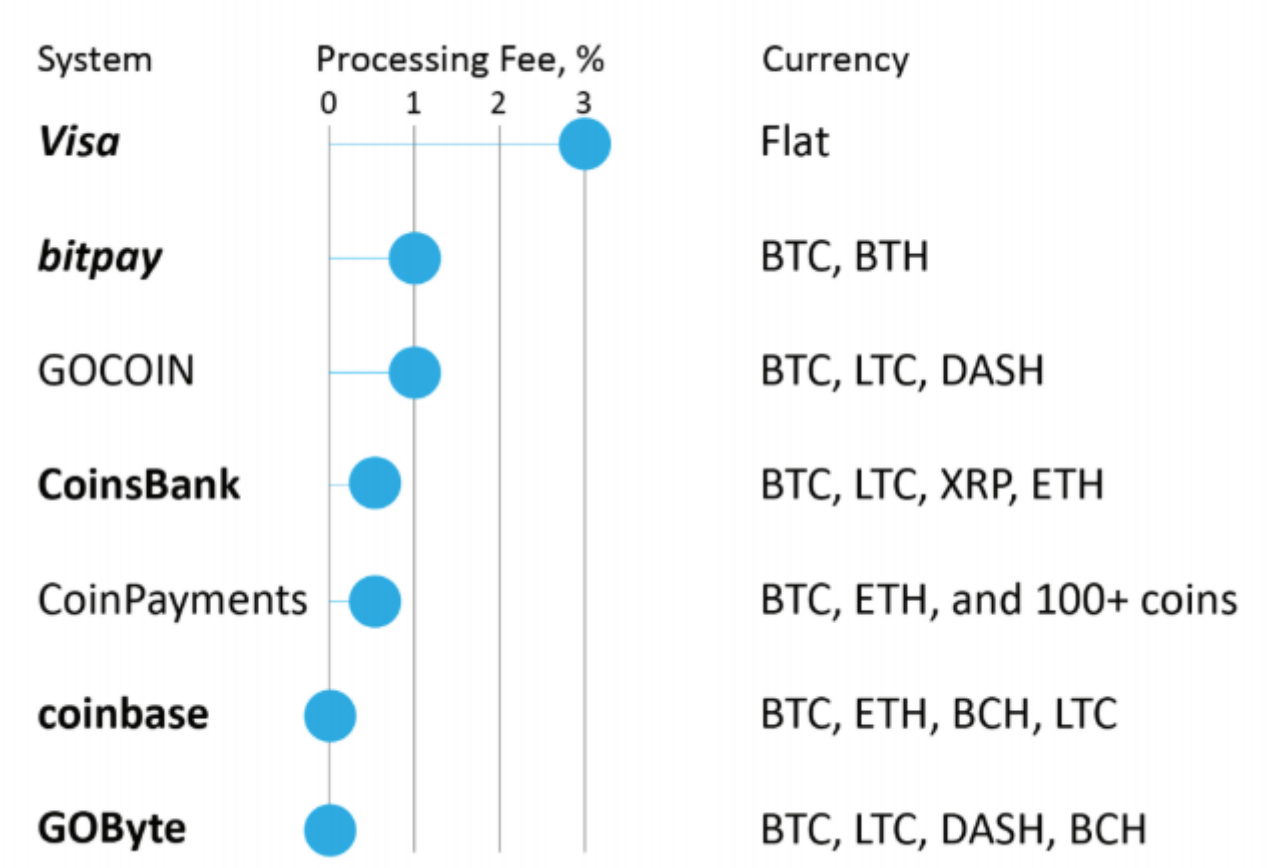




How Cryptocurrencies are Changing the Hospitality Sector

With the issue of transition to decentralised payment networks being more pressing than ever, there are already several solutions for blockchain payments: Bitpay, Coinbase, TenX, Wirex are just a few of the apps and platforms aiming to be the next 'crypto' Visa or MasterCard. Despite their pioneering services and ambitious goals, none of them offers a comprehensive solution for storing, paying or managing cryptocurrency alongside full-fledged tools for hotels and hospitality businesses. Even more important – transaction fees are still present even if lower or even non-existent compared to Visa's 3 percent.

PROCESSING SYSTEMS COMPARISON





Between VISA's high fees and frequent issues with unauthorized transactions or network failures, and the limited functionality and geographical reach of existing multicoin payment processors, the industry is still waiting for a functional and reliable solution that will earn a significant share of the cryptocurrency transactions.

Over the past decade there has been a rapid increase in the demand for cashless and digital payments. Global transaction volumes grew by 11.2% from 2014 to 2015 to reach 433 billion¹ and in the past 2 years this growth has been enhanced by the introduction of mobile contactless payment solutions such as Apple Pay, Google Pay, Alipay and other similar solutions.

Similarly, the cryptoeconomy and cryptocurrencies in particular are growing at a phenomenal rate. It is estimated that by 2020 the cryptoeconomy will exceed three trillion dollars and that by 2022 it could be equal to 10% of world GDP². There has also been an increase in the number of users owning crypto wallets, which shows a high adoption rate of cryptocurrencies. Rapid growth in such a new asset class is partly driven by the benefits of the blockchain technology. The primary benefit of blockchain technology is that it eliminates the need for middlemen.

Although it has many other distinct features, the bypassing of intermediaries already makes blockchain processes much faster and cheaper.

¹ Cap Gemini World Payments Report 2017

² IDC Financial Insights' 2014 Consumer Payments Survey



What was once just the purview of a small community of crypto enthusiasts is becoming more popular. More and more merchants are starting to accept Bitcoin, Ethereum, and other digital currencies and an increasing number of consumers are using apps like Bitpay to shop online or send money to friends. The potential of digital currency as the new standard for eCommerce payments is clearly visible through industry-specific data:

- ✓ 33% of Europeans surveyed in 2016 considered digital currency to be the future of online spending
- ✓ 57% of CFOs either plan on integrating blockchain or are considering doing so by the end of 2018
- ✓ Microsoft, Newegg, and Dish Network all accept payment in Bitcoin
- ✓ Intuit offers Pay by Bitcoin for its QuickBooks Online customers.
- ✓ You can buy merchandise from Overstock.Com with several cryptocurrencies
- ✓ Subway accepts Bitcoin for meal payment
- ✓ PayPal currently accepts Bitcoin and is considering adding Ethereum as a method of payment

The ability to transmit payments globally in multiple currencies with complete security and without the interference of banks or governments makes cryptocurrency an ideal solution for payments in emerging markets and third world countries. Because the majority of the world's population continues to be unbanked – having the option to pay for goods and services with just a computer and an internet connection will bridge the gap between the digital economy and ecommerce. And because cryptocurrency transactions are irreversible without the receiver's consent, the risk of fraud and chargebacks is mitigated which is a benefit in B2C eCommerce. With 7 million people already using apps that allow them to pay with cryptocurrencies for goods and services¹, the introduction of a blockchain-based modules and infrastructure into an operational platform like EzyStayz™ will tie together all components to ensure speed, transparency, and cost-efficiency in transacting with fiat and cryptocurrency for hotels, landlords and tenants.

¹ How Bitcoin & Cryptocurrencies are Helping Developing Countries



The Competitive Landscape

An industry that is on an upward trajectory and set to reach a worth of \$167.9 billion by 2019¹ – the market is still unevenly distributed. 2016 data indicates that hotels still account for 87% of the U.S.A.'s 6.4 million available lodging rooms² while AirBnB held a 24.1% Market share in 2017. In 2015 hotels added 139, 000 rooms in North America, whilst Airbnb alone added 229, 000 lodgings in the same area for the same period, even scaling growth in mature markets with a high proliferation of existing Airbnb lodgings.

While Airbnb remains the most prominent name in the business, it's far from the only one gaining funding and notice from the major players in the hotel sector. Expedia's \$3.9 billion takeover of Homeaway and the launch of the Choice Hotels Group of a vacation rental platform that deals exclusively with holiday rental management concerns in 2016, both grabbed plenty of headlines. This is an increasing trend, with one-third of inventory in the European short-term rental market now controlled by management services, rather than rent-by owners. In April 2016 the French hotels group Accor bought loss-making luxury holiday rental operator Onefinestay for \$170 million, buying out the company's institutional investors, including Index Ventures, Intel Capital and hotel chain Hyatt, and pledging a further £50 million into expansion. These investments are a clear sign of the vacation rental market's growth.

All of these companies are using different tactics to increase clients and revenues. There is a growing demand for accommodation services around the globe due to expanding travel industry. With the number of gap-year travellers, volunteers, expats and people travelling for business growing each year – the economic contributions of OTAs, house-sharing platforms and the rise of the sharing economy within the holiday rental sector can't be ignored. As new products and services are emerging in the housing sector, the global housing and vacation rental industries are growing at a phenomenal pace. Increased demand provides opportunities for AirBnb and other companies to serve more guests and unlock new channels of revenue.

¹ <https://www.prnewswire.com/news-releases/global-vacation-rental-market-2015-2019---leading-vendors-are-9flats-airbnb-homeaway-tripadvisor-wimdu-world-travel-holdings-wyndham-worldwide-564824051.html>

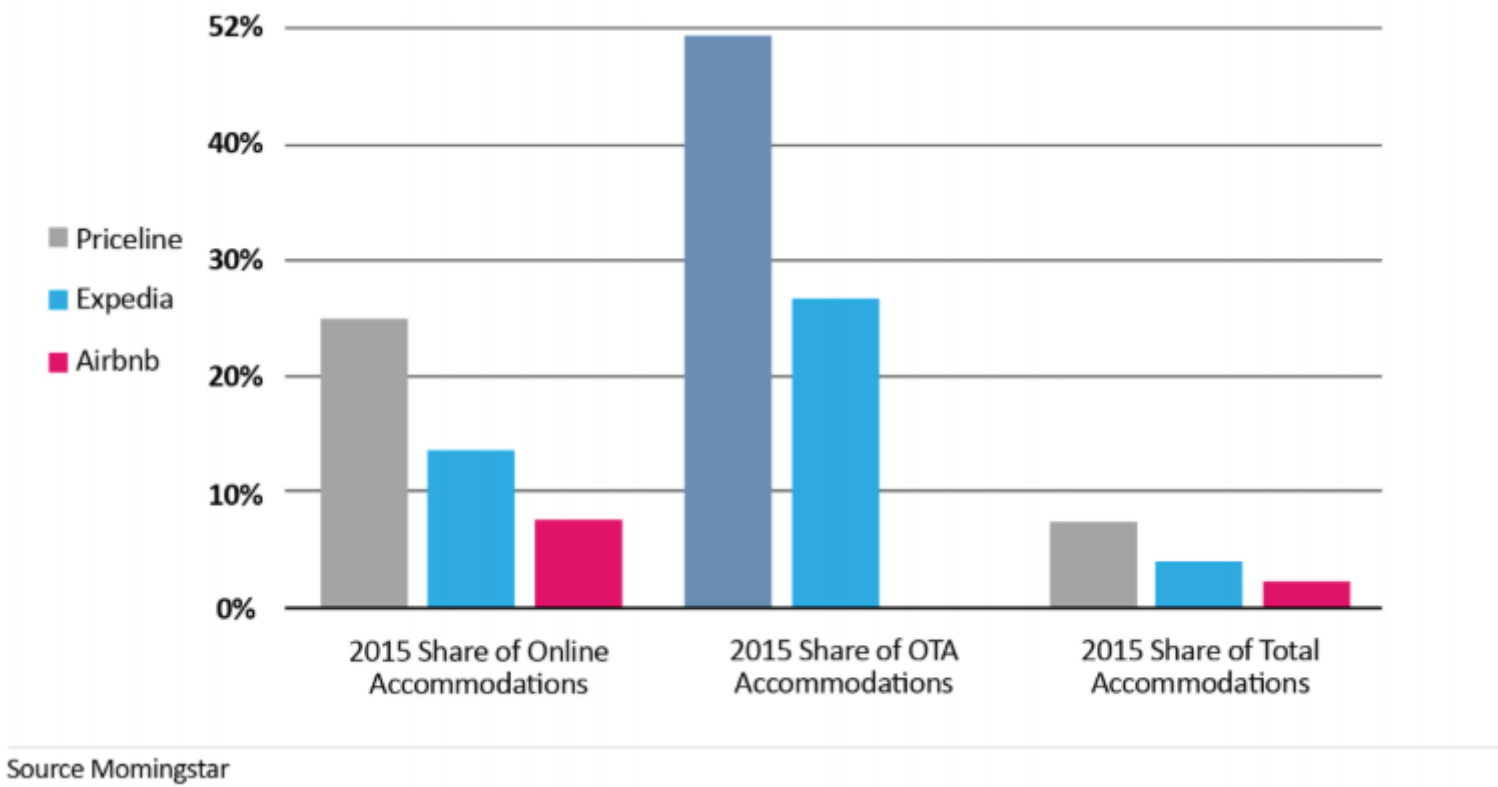
² <https://www.bizjournals.com/sanfrancisco/blog/2016/05/airbnbs-growth-overcomes-hotels-rooms.html>

Even though AirBnb has attained success in the providing access to accommodation for many people through an internet based platform, the results from its SWOT analysis show that there is a pressing need for the adoption of a new model that will address the weaknesses of its operational model.

The short-term vacation rental segment introduced much needed diversification in the traditional hospitality sector. But, it too, is not without its flaws. The integration of blockchain is the next logical step in transforming an industry that is overly conservative, rigid and over-priced by offering a democratic, transparent, decentralized solution to this issue. As well as eliminating unnecessary costs imposed on consumers by brokers and intermediaries by removing layers of intermediation.

EzyStayz expands on the popular AirBnb model but leverages blockchain technology to take things one step further and strengthen functionality support, cost utility and established networks that are helpful in exploiting opportunities of a growing demand, and novel products and services in the sector.

This means EzyStayz faces competition from both traditional hotels and rent sharing sites like AirBnb, HomeAway, Roomoram, FlatClub and Wimdu.com. At the same time, our innovative approach and build of our platform means we have a unique business model and value proposition that gives us considerable advantage over existing platforms both in terms of functionality, utility and cost. A study by Boston University found that a 1% increase in listings on Airbnb impacts .05% of quarterly revenues of traditional hotels. Taken alone this doesn't have any serious impact on financials of traditional hotels. However, the pace of Airbnb's growth compounds the problem of traditional hotels. Platforms like EzyStayz and Airbnb have disproportionate impact on small hotels, due to similarity in their offerings. A new strongly blockchain- oriented business model is ideally positioned to solve all of the issues described above.



Capturing the Market

For the sharing economy to continue to thrive, a new model must disrupt the status quo. Through decentralization and tokenization, EzyStayz will create benefits for early adopters and token holders, thereby aligning user incentives toward further growth of our network. By embracing cryptocurrency culture, we will be able to position an already successful and profitable home sharing model within a market that has already exceeded US\$150 billion.

This is why our goal is to launch a decentralized engine in combination with a user-friendly marketplace - fully integrated to the platform as an immediate proof of concept. With an already thriving platform used by travel industry hosts and people looking for vacation rentals in 34,000 cities and 195 countries, the move towards a decentralized ledger will bring a host of benefits for all users. EzyStayz 2.0 is the next step in delivering on our promise of providing accommodation deals, value-added services for hosts and travellers, and travel and tourism related listings, at far less expense than the online travel agents who currently occupy the space. We will achieve this by eliminating the need for payment processing middlemen through the utilization of more advanced and affordable blockchain technology and by integrating that technology with an immediately accessible marketplace that will directly compete with the established market leaders.

In this changing economy, we look forward to continuing to implement innovative technology that supports both the sharing economy and expanded tourism, ensuring renters and hosts can rely on this resource in a market that has historically been over-regulated and monopolized.



The Benefits of a New Blockchain-based Sharing Platform

EzyStayz is focused on what makes the platform so useful to travellers and hosts alike – leveraging blockchain as the ideal underlying technology to build the base of the emerging trust economy. In its role of a trusted gatekeeper and purveyor of transparency, blockchain allows for secure decentralized storing and sharing of data, such as financial transactions in the case of cryptocurrency. The open-source nature of blockchain and smart contracts makes it suitable for a broad range of other applications. The capabilities of this new technology such as storing digital identities, and peer-to-peer reviews of individuals and companies would make sense for the trust economy. By creating identity tokens like passport based on hospitality reference, EzyStayz streamlines and refines search algorithms.

Blockchain-based digital identities and trust ratings are already a topic of interest for peer-to-peer lodging platform Airbnb, which is considering the benefits of the nascent technology. EzyStayz, however, is a first-line adopter, which positions us strategically to fulfil a pressing need within the current market segment. The three most important functions of blockchain technology are the ability to store records, exchange digital assets without friction and the possibility to execute smart contracts. These offer the right technological infrastructure for a more efficient and streamlined trust economy of which the wider sharing economy would benefit greatly.





For Hosts

EzyStayz allows hosts to gain quick and secure access to the huge market of hospitality that is dominated by big hotel chains and small BnBs in partnerships with tour operators and travel agencies. Securing a listing for a property on a blockchain-based platform offers exposure to a global market and opens a new revenue channel for property owners. A multi-layered system for verification of tenant details gives owners peace of mind.

For most landlords, the higher rental income provided by traditional apartment letting combined with lower costs throughout the length of a lease is preferable to short-term rentals, which can entail substantial costs for each reservation. EzyStayz makes short-term rental a feasible option for home owners and tenants by removing third party processing and advertising to turn it into an accessible and affordable business concept.

In addition to this, EzyStayz utilizes blockchain technology to provide a more efficient environment to connect individuals that traditionally used other methods to advertise rooms for travellers. By tapping into smart identity tokens home owners and service providers will be able to do a better targeted smart advertising beating up strength of cookies and Google AdWords.



For Hotels

Blockchain allows all data exchanged between guests and hotels to remain decentralised and traceable, and the database can never go offline, or be removed through a cyber-attack. This translates to no downtime for hotels ever again.

In addition, the technology could have a vital role to play in simplifying actual payments. At present, this can be somewhat complicated, especially when dealing with overseas settlements. EzyStayz streamlines the entire process, making it more transparent, increasing trust.

By being a direct marketplace, EzyStayz allows hotels and other hospitality companies to rent out their property, allowing both property management and payment to occur in one place. The decentralised booking engine cuts out 'middlemen' and another major advantage is that the EzyStayz platform operates a subscription model, with minimal fees.

Further development of EzyStayz™' functionality will integrate more options for hotels to manage multiple aspects of running their business within a single blockchain-based ecosystem. A main point of focus would be the implementation of a loyalty rewards system, where will be rewarded with native EzyStayz tokens for staying at a hotel, or using hotel amenities of the hotels we have partnered with. The EzyStayz tokens are recorded in the ledger, do not expire and can be used to book future visits, or can be exchanged for cash.



For Travellers

Travellers can use the EzyStayz website and app to search for suitable properties by entering details such as place and duration of stay. Additional search options will refine options for the best user experience. Our focus is on enabling people to access affordable accommodation on a global scale. Because all user preferences and search strings will be saved in the database, with time search on the platform will become faster and more targeted.

From the perspective of renters, Ezystayz offers personalized and pleasant renting experiences through an interface that is user-centric, intuitive and responsive. The focus is on creating a 24/7 shopping experience, which only benefits renters as more useful information becomes available with a tap of a finger. As the demand for real-time vacation real estate listing information grows, EzyStayz takes a holistic approach by offering better services that make life easier for renters as well as hotels and landlords.

Integrating Gaming and Travel

Register Now and Get a Chance to Win a Free Vacation

— Play More, Win More, Travel More and *Register Now!*

Available Games

Multiple slot machines

Dice

European Roulette

American Roulette

Lucky Wheel / Wheel of Fortune

Baccarat

Blackjack

Video Poker

Keno

75 Ball American Bingo



For the first time in the Travel Industry and with the power of Blockchain and Crypto, EzyStayz and its team have designed a special protocol for our customers to experience travel like never before. EzyStayz has introduced game mechanics to motivate participation, engagement, and loyalty. We have a whole range of exciting games to play ranging multiple slot machines, black jack, roulette, Video poker, lottery and many more. Each player has the opportunity to WIN EzyStayz tokens which can allow the users to help fund their vacation or even winning all the accomodation for free, Jackpot baby! Our customers also benefit by winning bonus EZY tokens for referring players, travelers and hosts. We have a monthly Lotto which rolls over if there are no winners which is all revolutionised by blockchain technology and any player could one day be a millionaire if the pot becomes that big. The Lotto winners will be generated from the blockchain itself for complete transparency. So start playing and traveling, **best of luck!**





Platform Overview

EzyStayz is a unique blockchain-based marketplace that connects travellers and hosts through a smart contract platform that is decentralized, immutable, and transparent. It has the potential to dramatically reduce transaction costs from business as usual, is secure, and protects customer privacy.

We regulate the marketplace from a point of quality, integrity and security through safe smart contracts that don't implode. Reviews, customer feedback and payment records will remain decentralized thanks to the use of smart contracts with identity tokens, allowing transparent and ethical transactions, and eliminating abuse of misrepresentations or scams.

The blockchain-based modules of the platform will make it seamless for both buyers and sellers to have their wallets and tokenized accounts set up without the need to have deep knowledge in cryptocurrency through our interface.

The core of our platform is the utilization of blockchain technology and smart contracts to solve the major drawback of Airbnb, HomeAway and other property sharing sites. EzyStayz benefits from a host of breakthrough technologies and features. Namely:

- ✓ First blockchain technology that allow targeted marketing on a P2P level
- ✓ Smart contracts generation and customization with ease
- ✓ Integration of identity tokens and Smart contracts
- ✓ Elimination of trust issues
- ✓ Decentralized direct payments on a P2P level
- ✓ Ability to generate customized targeted searches for tenants resulting in faster searches, higher probability of renting and better ROI for both hosts and service providers

As an easy-to-use, transparent and secure platform built on the blockchain technology, EzyStayz allows buyers (tenants) to sift through extensive and detailed listings of properties available around the world in a smarter customized way. The platform deploys a complex rating algorithm based on multi-dimensional metrics like personal preferences, previous customer reviews, property features, location and occupancy information to allow users to list, discover, and book short and long-term rentals on the blockchain.

The Website

EzyStayz already has a fully functioning website with over 800,000 property listings worldwide. But the EzyStayz website is structured as a part of a bigger network that works through one blockchain-based platform to fulfil various B2B functions. EzyStayz will partner with multiple providers to make transactions seamless, thus acting as a bigger umbrella for existing cryptosolutions. The platform is designed to encourage participation through a two tier reward levels targeting short term and long term participants as well as stimulating referrals.

The EzyStayz website is the heart of the short term rental blockchain-powered ecosystem. Key elements of the platform are the digital wallet, website, modular features, and EzyStayz token (EZY).

Modular Features

The EzyStayz platform is designed with beneficial components equipped with the infinite potential of internet for scalability purposes. It has been reported that realty software increases the accuracy and maximizes the profit. Landlords and tenants can greatly benefit from the modular features of cloud based property listing software. Landlords with multiple rental properties find real estate management software as extremely useful. Blockchain-based real estate management software offers myriad benefits to the landlord, tenant, and property management firm. The feature of comparing different property units adds elegance to the credibility and reputation of property listing management software.





Digital Wallet

The multi-currency crypto wallet app allows users to store, manage and shop with their crypto funds without the complexity of managing multiple wallets. Users benefit from a high level security thanks to multi signature technology and multiple hot and cold backups. The multi-currency wallet can be funded with various cryptocurrencies. The private key to each EzyStayz Wallet is secured via an industry-standard hot & cold storage solution. The user can choose between different crypto assets as a source of payment within the EzyStayz platform. The benefits of the Ezystayz Wallet are:

- ✓ Direct payments with crypto, no FIAT exchanges, no debit cards or bank accounts
- ✓ Immediate payment confirmation
- ✓ ERC-20 token spending environment.



Blockchain and Smart Contracts

Crypto is what makes the platform so useful for travelers and hosts alike – leveraging blockchain as the ideal underlying technology to build the base of the emerging trust economy. In the , role of a trusted gatekeeper and purveyor of transparency, blockchain allows for secure decentralized storing and sharing of data, such as financial transactions in the case of bitcoin. Due to the blockchain's open-source nature, it can also be augmented to execute smart contracts and create a broad range of other applications. Given the capabilities of this new technology, this is why storing digital identities, and peer-to-peer reviews of individuals and companies, on the blockchain would make sense for the trust economy. By creating identity tokens like passport based on hospitality reference, EzyStayz streamlines and refines search algorithms

Blockchain-based digital identities and trust ratings are already on the radar of peer-to-peer lodging platform Airbnb, which is considering the benefits of the nascent technology. EzyStayz, however, is a first-line adopter, which positions us strategically to fulfil a pressing need within the current market segment. The three most important functions of blockchain technology; the ability to store records, to exchange digital assets without friction and the possibility to execute smart contracts, provide the right technological infrastructure for a more efficient and streamlined trust economy of which the wider sharing economy would benefit greatly.

Currently, different centralized platforms display individuals and companies trust levels. You can find feedback and ratings on digital platforms, but each platform has its own ratings and comments. If, instead, all reviews would be stored on a distributed ledger where access is only permissioned when the person or company provides an access key to the counterparty who wants to assess the reputational rating, this could establish a whole new level of trust that would help the sharing economy grow.

Not only can a blockchain-based digital identity and trust level verify that the person exists but his or her trust attributes could also be automatically embedded into smart contracts when engaging in business transactions with them.



For example, if you are looking to rent a room from someone in a new city you are visiting for a weekend, you could assess the homeowner's trust level when inquiring about the availability of the homeowner's property for the specific dates. Once it has been made clear that the property is available, both parties can assess each other's digital identity and trust ratings.

Then, if both parties are happy with one another's digital reputation, a smart contract could be executed, which states the terms of the short-term rental agreements and completes the payment for the service provided all terms of the contract have been met once the stay has been completed. As no centralized authority would be used to process the transaction, it decentralizes the entire sharing economy, making it cheaper for consumers and easier to transact for those offering products or services. The EzyStayz platform will make the smart contract seamless and customizable with no requirement of coding or programming whatsoever.

Blockchain technology is essential for the implementation of the following elements of our project:

- ✓ To support the EZY economy and thus our profit source, which enables our minimal commission marketplace
- ✓ To support the distributed database, which will cut out commissions from distributors and further contribute to the EZY economy.
- ✓ To enable a trustless environment which is a necessary requirement for the adoption of the distributed database
- ✓ To automate payment processing
- ✓ To act as highly secure escrow accounts for the period between booking and check-out.
- ✓ To host immutable reviews



Smart Contracts

The Core of the project are the Ethereum smart contracts and tokens that are not passive but active on different levels.

One of the most common types of real estate fraud is rental scams, in which a scam-artist will copy details and photos from a real listing, then re-post on another site while posing as the agent responsible for the property.

The cornerstone of any reliable security system is authentication and the adoption of smart contracts will enable EzyStayz to solve the common issues of the property rental market, which are a lack of transparency and efficiency, and a higher incidence of inaccuracies that creates a greater potential for fraud.

By offering a 100 percent incorruptible resource, whereby the sender and recipient of funds was logged, and where “digital ownership certificates” for properties are saved, the blockchain would effectively make forged ownership documents and false listings a thing of the past. The unique “digital ownership certificates” would be almost impossible to replicate, and would be directly linked to one property in the system, making selling or advertising properties you don’t own part of property DNA.

Putting these smart contracts on the blockchain will give a strong element of permanence and immutability attached to them, which will allow us to:

- ✓ enable near real-time settlement of recorded transactions, removing friction and reducing risk, but also limiting ability to charge back or cancel transactions.
- ✓ allow any two parties to transact directly with each other without the need for a trusted third party.
- ✓ retain a public history of transactions and a secure source of proof that the transaction occurred on the blockchain.
- ✓ incentives for the participants to continue validating blocks, reducing the possibility of external influencers to modify previously recorded transaction records.

The automation of parts of our business processes in the short run and possibly entire processes in the long run through the use of smart contracts will significantly reduce the costs associated with areas such as compliance, record keeping, and manual intervention. The end goal is retaining EzyStayz’s exclusive status of a short term rental platform that guarantees full transparency and security of transactions with optional fees for hosts and tenants.



EzyStayz Economy

The EzyStayz token (EZY) drives the entire EzyStayz ecosystem. In this section, we explain how the demand for EZY is created by its various utility cases.

Usage of the EzyStayz Token

To create a strong economy that ensures the value of EZY, we will rely on four elements: high demand, low velocity, value-added features and gaming.

4 reasons for the value of EZY tokens to grow:

1. Generation of constant demand

Our existing website is surely one of the most important elements of EzyStayz and is the fundamental driver of the EZY economy. Any booking on the website automatically generates demand for EzyStayz tokens, regardless of whether it is paid for with EZY, fixed-value cryptocurrencies or fiat currencies. Since travel related bookings are generally high volume transactions, this can quickly create a solid base of utility demand.

2. Reduction of EZY velocity

The key element of the EZY economy is the lockup period of EzyStayz tokens. Whenever a booking is made, the payment currency is automatically converted into EZY and stored in the booking smart contract. The EZY remains there, in escrow, until the customer completes the booking (e.g. checks out from a hotel).

This lockup function reduces the circulating supply of EZY for the period between booking and check-out. The higher the booking rate, the more EZY are escrowed in the smart contract at a given time, and the higher the demand on EZY will become.

3. Value-added features

All value-added features on the website will be paid for in EZY. While users will generate constant demand on EZY through bookings, hotels and property owners will also likely keep EZY reserves in order to pay for accessing premium features such as increased visibility or volatility protection.

4. Gaming

EzyStayz has an inbuilt gaming model within the website which makes it fun for its customers to play whilst booking accommodation. This will increase the demand for the EZY tokens and as more users join the tokens will become more valuable as there is a limited supply.

More information on EzyStayz' premium features will be updated on our site as they get released.



Opportunities for hotel and property owners

Hotels rely on booking sites for their survival. But now they can connect directly to the EzyStayz distributed database and set their prices according to their own needs. This allows us to eliminate the need to periodically re-negotiate prices with middlemen and gives back the control to hotels and property owners.

Hotels and property owners can also choose from a great variety of smart contracts, which are all designed to support different payment scenarios, some of them not being available on traditional booking sites. The use of blockchain creates a trustless environment, where there is no need to secure dozens of partners in order to guarantee constancy (both from the perspective of hotels and property owners and the end user).

Incentives for travellers

Did you know that 80% of all bookings placed online go through only two booking sites (Booking.com and Expedia)?

Due to a multitude of distributors, as the end consumer, you end up paying absurdly high commissions taken by booking sites. Booking sites can take advantage of their monopolistic position and couple it with rate parity agreements to secure themselves unfair commissions without providing any added value to the end customer.

This means that if you pay \$100 for a hotel, you are likely paying another \$20 to the booking site and an extra \$3 to \$5 to a distributor. You are not getting a room with a better view or bigger size for those charges.

Our distributed database will be hosted on a blockchain, incurring no operational expenses. Because the blockchain is accessible and transparent for everyone, this allows us to eliminate all costs arising from the chain of distributors between the hotel and the booking site. This means lower commissions paid on bookings.



Revenue Model

In order for us to run the EzyStayz platform, we need to cover operational costs and thus operate at break-even. To maintain our promise of minimal transaction fees, we will be providing free access to all the basic services needed to place a booking, while offering optional premium features that improve the booking experience. Hotels and property owners can also opt for such premium features to increase their booking rates or simplify their processes. The exact fees for such features will be determined based on gathered data and experience, although they will remain insignificant compared to the traditional ones (e.g 1%-3%).

This new model of completing a booking with minimal fees is the basis of our value proposition. Both consumers and businesses will pay for features that they actually want. This is not an option with conventional booking sites.

Other sources of revenue for EzyStayz can include:



Rental Fees:

When a reservation is confirmed, we charge guests a service fee between 5% and 15% of the reservation subtotal. Guests see this fee on the checkout page before they book a reservation.



Host Fees:

We charge hosts a service fee (no taxes) every time a booking is completed. The amount of the host service fee is generally 3%, but may range between 3-5% depending on the cancellation policy selected by the Host.



Featured Properties Showcasing:

EzyStayz charges showcasing/advertising fees for homeowners who choose to be featured on the site.



Exchange fees:

EzyStayz will charge 1% fee for exchange into or out of EZY token



Professional Listing Fees:

For homeowners that want professional photoshoot there will be a team in each city (outsource) to profile the property. Chargers differ per country.



To encourage the use of our own cryptocurrency, hosts and travellers that opt to pay for EzyStayz™ services and fees in the native EzyStayz Token (EZY), will receive a 25% discount. This is applicable to:

- ✓ 12% service fee collected by the customer
- ✓ 3% service fee collected by the host
- ✓ Additional services purchased on the marketplace

EzyStayz will provide all new hosts with a fixed amount of tokens upon signing up to the platform. These tokens will remain staked during their first year of operation. If the host reaches certain predefined standards (for volume of sales and quality of the service provided) the tokens will be unlocked and will be usable by the host for payment of fees.

Making EzyStayz™ fees payable in both crypto and fiat currencies is a major part of our revenue model. This allows us to introduce cryptocurrencies into an overly regulated and slow market to facilitate real estate transactions on a global scale for crypto holders. We plan to capitalize on this unique advantage that will offer the global crypto community a chance to utilize their vast cryptocurrency wealth, which in some countries is now being blocked due to heavy regulatory restrictions. Service cost and transactions on the platform are made both cheap and efficient thanks to an already existing and fully developed business model and a 5-year forecast with projections (see appendix).

This innovative model will allow for the democratization of the uses of cryptocurrencies, taking them out of the blockchain and facilitating its integration with existing, high valuation markets. By taking blockchain's underlying fund technology and moving it into the 'real world', EzyStayz is allowing for the movement of money through the blockchain to make it more mainstream, increase liquidity and control of wealth transfer on a global scale.



Strategic Partnerships

Ezystayz primary market will be as a utility interface to the blockchain and the crypto community. We also are on a mission to grow the blockchain community with a real interface that gives a value to all connected peers from the Day 1.

Ezystayz will position sales interfaces for both B2C (Business to Consumer) & B2B (Business to Business) like corporates and smaller travel agents. While we have a responsibility to give our existing customers the best account management and customer success experience here are a few ways by which we plan to acquire new customers and keep them giving value. We have teamed up with several leading providers of strategic and operational services to the payments industry worldwide (namely ICO Pantera, Rentals United, Hotels Pro, Dida Travel, Gimmonix, GRN Connect etc.), for assistance. We see this relationship as strategic in delivering the required license to start scaling our business.

Marketing Strategy

A business is only as successful as its marketing. EzyStayz will optimize our marketing strategy for each target audience and use case. Below, we are sharing some of our strategies to protect our strategic advantage.

Word-of-Mouth

The fundamental marketing force of every disruptive project is “word of mouth” marketing. We will focus on spreading the word about EzyStayz so potential users would recommend and talk about the platform as much as possible. This is an approach that has proven itself repeatedly across all types of industries. For us, it is thus of key importance to treat this as a core marketing strategy, rather than viewing it as a natural side effect that “just happens”. We will target a variety of social media channels, online forums dedicated to blockchain, crypto and press release distribution across a number of top tier media outlets for maximum results.

A combination of educating customers about the poor practices present in the industry, beating the prices of conventional booking sites by a significant margin, and offering a top-quality user experience for all will be the most important driving forces behind this strategy.

Search Engine Optimization (SEO)

By effectively driving traffic through SEO techniques we can capture the traffic from the millions of people searching for travel-related keywords on a daily basis. Getting the attention of even a small share of them will result in a very strong and continuous driving force.

The EzyStayz website

In addition to providing a powerful technological infrastructure, EzyStayz existing website will also be a strong marketing element for our ecosystem. With EzyStayz being an essential technological element of the vacation rental industry we are affiliated with makes it very likely that the platform will be mentioned in the online crypto communities.

Integrating Gaming and Travel

We have introduced game mechanics to motivate participation, engagement, and loyalty. Every registered user will have an opportunity to earn EZY Tokens through our gaming platform.

Loyalty Rewards

All EzyStayz customers can earn instant tokenized rewards in EZY whenever they book a service on our platform.

Reward that grows and monetize

Our EZY token will be listed on top crypto exchanges for instant liquidity.

Referrals

Spread the word !! We have a referral campaign both on our booking and gaming interfaces. Our users can refer platform to their community and get a bonus to do so.

Affiliate Marketing

We believe in a holistic way where internet brands can collaborate with us and give their users an opportunity to book services and experience our promotions.

Digital Marketing

Use of all digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.



Distribution of Funds

Because the EzyStayz platform is live and fully operational, the majority of the funds raised in the Token Sale will go towards sales and marketing efforts. Where other projects are struggling to roll out an MVP, we will be focusing our efforts on increasing our user base through target advertising and global marketing campaigns.





Roadmap



April 2017

Private Investment raised of more than 1.5 million dollars EzyStayz Product Development begins.



April 2018

EzyStayz launches MVP Web responsive.



June 2018

EzyStayz launches Web IOS App.



Sept 2018

EzyStayz launches Android App.



Dec 2018

Focus on host acquisition - 44,000 Listings in 60 countries achieved. We are adding 500 new listings per week, meaning a growth of host value of 50k-90k USD per month. With unique we mean that these are not coming through any channel partners making them more or less exclusive on our platform.



Jan 2019

Start building EzyStayz 2.0 large focus on hotel market.



Feb 2019

Initial Discussion for EZY token, the Ezystayz token. A Travel Industry token with the true power of Blockchain



March 2019

Development of EZY Token and Dapp Functions



June 2019

Development of EZY Wallet



July 2019

Development of Ezystayz channel manager open API on the blockchain enabling us to connect to massive databases of properties and hotels



August 2019

Partnership and integration with the 1st Channel manager giving Ezystayz access to 400.000+ new properties worldwide



Sept 2019

Partnership and integration with the 2nd Channel manager giving Ezystayz access to 500,000+ new Hotels worldwide



Roadmap



Nov 2019

Partnership and integration with the 3rd Channel manager giving Ezystayz access to 175,000 hotel properties



Dec 2019

Partnership and integration with the 4th Channel manager giving Ezystayz access to the biggest database of hotels in the world



Jan 2020

Partnership and integration with the 5th Channel manager giving Ezystayz access to APIs to find and book hotels including retail and negotiated rates from over 400,000 properties around the world



Feb 2020

Development of Travel Casino allowing customers to win EYZ travel tokens



April 2020

EzyStayz listing on Foblgate Exchange



May 2020

Partnership and integration with the 5th Channel manager giving Ezystayz access to APIs to find and book hotels including retail and negotiated rates from over 400,000 properties around the world



June 2020

Release of the EzyStayz Credit Card so Hosts and Travellers can use their EzyStayz tokens for payments and Book Accommodations and more.



July 2020

Acceptance of the EzyStayz coin as a new form of payment making it one of the very few OTA's accepting crypto and accessing trillions of dollars



Oct 2020

Reach 4500 bookings and a net revenue of 260000 USD (before marketing cost)



Feb 2021

EzyStayz will launch its property management marketplace which will help hosts management of guest arrivals, professional cleaning, around the clock assistance, cooking services and more. The feature will be built on the blockchain and connect service providers & EzyStayz members with hosts requirement.



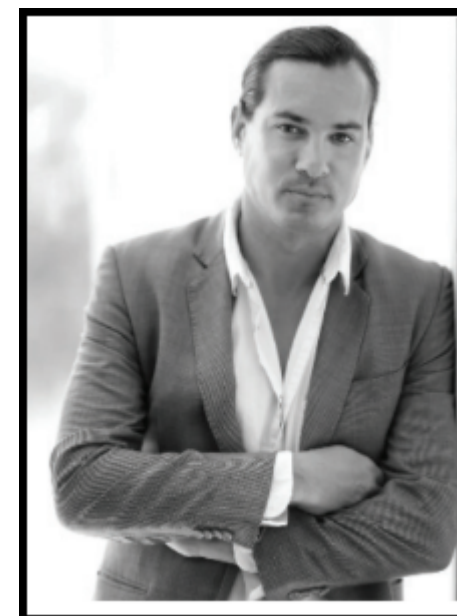
Mar 2021

760,000 bookings, 48M USD net revenue (before marketing cost), conversion rate increase from year one with 0.4% & average customer acquisition cost decreased with almost 30%



The Team

James is a successful entrepreneur who previously founded and was the CEO of a successful Australian ecommerce platform. A Sydney University economics graduate, his background in finance naturally aligns with his interests in crypto, blockchain and the new token economy. James is the founder and Director of EzyStayz Holiday Rentals Pty Ltd – the first global Australia-owned vacation rental marketplace.



James Moses

CEO

Sebastian has a background in the Swedish tech startup scene. He has started companies within e-commerce & Fintech holding different roles as CMO, board member and CEO. As a seasoned professional in his field, Sebastian is licensed and regulated under the Swedish financial supervisory authority. Today he is a partner and director of Ezystayz.com - a holiday rental business focusing mainly on Australia, Bali and New Zealand. He is passionate about football and practises yoga on a daily basis.



Sebastian Ashar

CTO

The Team

A driving project manager with experience in marketing, business / PR events, TV / Film productions, sales / customer relations, strategy work, leadership, internal / external communication within B2B & B2C. Sofia is skilled in social media platform management and bringing people together around a service or product. Passionate about developing and implementing great digital marketing tactics in order to create brand awareness and increase engagement.



Sofia Sörberg

Marketing Communication Manager

Hristo has over 10 years' experience in analytics, data science, machine learning, big data and AI with a strong background in finance. He was CRM Analytics Director for one of the largest consumer finance companies on the largest consumer market in the world (China). His specialty is taking rough business ideas and making sure that are both financially and technically feasible (with a focus on blockchain, tokenomics, AI and the finance industry). He is passionate about making sure that data works for the business and not the other way around. Hristo is an expert in Blockchain, Solidity, Python and algorithmic trading.



Hristo Piyankov

Tokenomics Expert

Vipin Mahasayan is a dynamic professional with close to 12 years of diversified experience in Strategic Alliances, Business Development, Travel Technology and Blockchain Technology. He is also a Fitness enthusiast and is trained in 2 forms on Martial Arts.



Vipin Mahasayan

Cheif Innovation Officer



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THE CONTENT OF THIS OFFERING HAS NOT BEEN APPROVED UNDER THE RULES OF THE FINANCIAL SERVICES AND MARKETS ACT 2000. THIS OFFERING DOES NOT CONSTITUTE AN OFFER OF NOTES TO THE PUBLIC IN THE UNITED KINGDOM. NO OFFERING HAS BEEN APPROVED OR WILL BE APPROVED BY ANY GOVERNMENTAL OR REGULATORY AUTHORITY IN THE UNITED KINGDOM.

THE UNITED STATES

THIS OFFERING WILL ONLY BE OFFERED OUTSIDE THE UNITED STATES AND TO NON-US CITIZENS, AND WE WILL NOT REGISTER THIS OFFERING AS SECURITIES UNDER THE US SECURITIES ACT 1933 NOR WE MAKE USE OF ANY APPLICABLE EXEMPTION FROM REGISTRATION.