



Blocktrade Exchange Token

Whitepaper 1.0

www.blocktrade.com/btex-token

April 2023 | v1.0

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INTRODUCTION



1. Introduction

1.1 Blocktrade 2.0

We are Blocktrade, your trusted partner for embracing the crypto revolution in Europe. Headquartered in Luxembourg and deeply rooted in the Estonian tech industry as well, we offer a top-notch trading platform for buying, selling, swapping, or holding a wide range of digital assets with maximum security and ease of use.

Our platform provides zero trading fees, lightning-fast transaction speeds, multiple payment options, and a user-friendly interface, all backed by exceptional customer service. With thousands of highly satisfied users across more than 120 countries, we are proud to be one of the leading players in the digital asset space.

At Blocktrade, we take regulatory compliance seriously. Our exchange is registered as a Virtual Asset Service Provider (VASP) with Estonian, Italian, and Slovenian regulators and fully adheres to the 5th EU Anti Money Laundering Directive (5AMLD) requirements. With our platform, you can trade with confidence, knowing that your assets are safe, and your transactions are fully compliant.



Zero trading fees



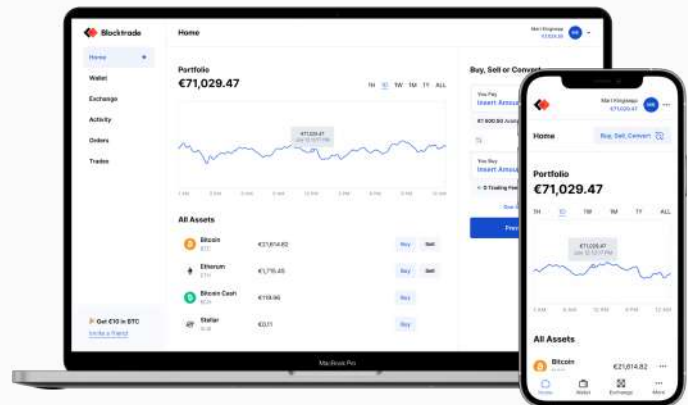
Many cryptocurrencies



Multiple payment options



Loyal user base



50+
Team members



20+
Nationalities



15+
Partners

1.2 Blocktrade 3.0

The intersection of crypto investing and mobile gaming presents a promising market niche with enormous potential for retail crypto adoption. By 2025, the crypto investing market is expected to reach €2.4T, while the mobile gaming market is projected to grow to €189B, at a compound annual growth rate (CAGR) of approximately 19% and 8%, respectively. Leveraging our new and unique strategy, we aim to capitalize on this market opportunity and create a sustainable competitive advantage to drive value creation for our users, partners, and Blocktrade.



New Mission

“Blocktrade is bridging the gap between gaming and crypto investing”

Our unwavering goal is to be the world's foremost fully EU-regulated and gamified trading platform for digital assets. Our vision is to democratize the crypto space and make it accessible to everyone, regardless of their background or experience. By fusing gaming and investing, we're creating a unique gamified universe that's both thrilling and easy to use. Our platform places investment experience at its core, offering a fun and interactive way to trade digital assets, while adhering to the highest financial, security, and ethical standards. With our community-centric approach, we aim to revolutionize the crypto industry and set a new standard for innovation and inclusivity.

Market Position

Blocktrade's **community-first approach, gamified platform, game integration strategy**, and strong **regulatory setup** uniquely position us to become a leading digital asset trading platform.

Community-first Approach

Prioritizing the needs and interests of our trading and gaming communities is at the heart of Blocktrade's philosophy. We believe that fostering a strong brand reputation and building a loyal and engaged user base requires a commitment to open and transparent communication, as well as a willingness to listen to our users' feedback and incorporate it into our decision-making processes. By actively seeking input from our users, we can create a product that truly meets their needs and delivers the best possible trading and gaming experience.

To this end, we are building a dedicated Web3 community management team within Blocktrade that will focus on engaging with our users through a variety of channels, including social media platforms like Twitter, Reddit, Discord, and Telegram. Our team will be available to answer questions, participate in discussions, and share valuable insights on developments within Blocktrade and the wider ecosystem.

We also plan to organize both online and offline events, as well as cross-community campaigns with our gaming partners, to demonstrate our commitment to supporting and fostering the ecosystem. By creating opportunities for our users to interact with each other and with the Blocktrade team, we hope to build a sense of community around our platform and foster a culture of collaboration and mutual support.

Ultimately, our community-first approach is designed to establish Blocktrade as a trustworthy and user-centric platform, setting us apart from our competitors and driving long-term success. We believe that by prioritizing our users' needs and interests, we can create a platform that delivers real value and supports the growth of the digital asset ecosystem.



User Journey Gamification

The introduction of game-like elements across our entire platform and the full gamification of our user experience is a key component of our new growth strategy. Our 50-level-based rewards program will include experience points, leaderboards, challenges, badges, NFT avatars, and many other exciting features, all designed to incentivize users to engage more frequently with Blocktrade. By holding our own Blocktrade Exchange Token (BTEX) and performing certain actions on the platform, users can advance through the levels and unlock a variety of benefits.

Through this approach, we are combining the accessibility of a Web2 platform with the ownership advantages and innovation of Web3 technologies. Our vision is to become the gateway to a fully gamified crypto trading experience, driving the next wave of crypto mass adoption. As users engage more frequently with our platform, we will gain valuable data and insights into their needs and preferences, allowing us to further optimize our products and services to better meet their needs.

Overall, the gamification of the user journey is a proven method for improving a company's market position. By fostering greater user engagement, loyalty, and lifetime value, we can establish ourselves as a leading player in the industry, setting us apart from competitors and driving long-term success. At Blocktrade, we are committed to delivering an unparalleled user experience, one that is as enjoyable and easy as playing a game, while adhering to the highest financial, security, and ethical standards.

Game Integration

One of our primary goals is to make BTEX the industry standard cryptocurrency for both Web2 and Web3 mobile games. To achieve this, we are developing a B2B Game-integration-as-a-Service that provides game publishers with a clear value proposition and meets them at every stage of their journey. With BTEX, we plan to offer a comprehensive in-game crypto payment service that enables instant settlement and full compliance with game publishers, freeing them to focus on what matters most: their games and gaming communities. Our service will also feature tailored BTEX campaigns that add value for gamers, as well as a dedicated listing, spotlight, and curation service for existing in-game tokens.

By offering these services, we aim to establish Blocktrade as the go-to platform for game promotion and in-game tokens, as well as the first cross-community platform for growing and engaging cross-game communities through curation and campaigns that unlock additional utility. Furthermore, we will create a game launchpad platform service that allows game developers to launch new or promote existing games quickly and efficiently, with access to our cross-game communities. All of this will help gamers discover new games, connect with like-minded players, and play the newest games, while also unlocking additional benefits through Blocktrade and our BTEX token. Overall, we believe that by making BTEX the standard in-game cryptocurrency, we can help drive the next wave of crypto mass adoption and further establish Blocktrade as a leading player in the gaming and blockchain industries.



Regulatory Setup

As a Virtual Asset Service Provider (VASP), Blocktrade is registered with regulators in Estonia, Italy, and Slovenia. We offer fully compliant Know-Your-Customer (KYC) and Anti-Money-Laundering (AML) processes based on the current EU Anti-Money Laundering Directive (5AMLD). Our customer funds are audited by four different and independent auditors in Luxembourg and Estonia, and we have an experienced regulatory and compliance team with strong relationships to regulators in multiple jurisdictions.

Our well-established regulatory setup in the European Union (EU) provides us with a strong competitive advantage for several reasons. Firstly, the EU has some of the most robust regulatory frameworks for financial markets globally, which provides a level of trust and confidence for traders. Additionally, the EU has implemented anti-money laundering (AML) and counter-terrorism financing (CTF) regulations that require crypto exchanges to perform rigorous customer due diligence and transaction monitoring.

Compliance with such regulations helps prevent fraudulent activities and illegal transactions on the exchange, thereby enhancing our reputation and credibility. Moreover, being compliant with EU regulations can facilitate access to a wider customer base as it demonstrates a commitment to regulatory compliance and can attract customers who prioritize security and compliance, especially when competing with global exchanges that are mostly regulated outside the EU.

Fully Regulated in the EU



REPUBLIC OF ESTONIA
FINANCIAL INTELLIGENCE UNIT



REPUBLIC OF SLOVENIA
GOV.SI

Blocktrade is registered as a VASP with Estonian, Italian, and Slovenian regulators and fully compliant with AML5 guidelines.

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**BLOCKTRADE
PLATFORM**



2. Blocktrade Platform

2.1 Current Products

To support our ongoing development and highlight the benefits of our token, it's important to understand the various services that Blocktrade currently offers. As we continue to expand our product portfolio, our token will play a vital role in fostering development and offering unique benefits to our users.

Exchange (Advanced Trades)

The Blocktrade Exchange has been the cornerstone of Blocktrade's offerings since its inception and remains a vital component of our infrastructure. The exchange provides our users with the ability to trade various cryptocurrencies and fiat pairs with high liquidity and competitive fees in a peer-to-peer fashion. Deposits can be made with fiat or cryptocurrencies, allowing for immediate trading. In addition to standard cryptocurrencies like Bitcoin and Ethereum, we offer exclusive coins that are only available on the Blocktrade Exchange. Our users have access to market and limit orders, as well as the option to opt-in for downside protection thresholds.

Broker (Simple Trades)

Blocktrade offers a crypto-broker service for users who are not experienced in trading. The service displays the total execution price for any given transaction immediately and guarantees it for a certain time, providing novice traders with a useful tool while also benefiting advanced and professional traders operating in volatile markets. At present, we offer 39 coins, with new coins being released every month to expand our range of cryptocurrency offerings.

Over-the-Counter (OTC)

Blocktrade also provides an over-the-counter (OTC) trading desk for users who require large transaction volumes. With our partner network of exchanges and liquidity providers, we can ensure best-effort-executions, enabling users to buy or sell large amounts of supported coins without affecting the overall market price. This service is particularly useful for institutional clients and high net-worth individuals looking to conduct trades in a more private and secure manner.

Saving Plans

We at Blocktrade are committed to supporting our users in their long-term crypto investments. That's why we believe in the effectiveness of cost-averaging to preserve purchasing power in cryptocurrencies. Our platform offers the option to set up automatic recurring transactions on a daily, weekly, or monthly basis, allowing users to consistently save in crypto and take advantage of market volatility. With this feature, users can sit back and watch their portfolio grow steadily over time.



2.2 Future Products

Staking

We will be introducing staking for the most requested coins in Q3 or Q4 of 2023, as we believe it to be a crucial feature for the mass adoption of crypto and an important pillar of our earnings offering. Staking will enable users to generate yield on their crypto holdings, providing them with a means of earning passive income from their investments.

Credit Card

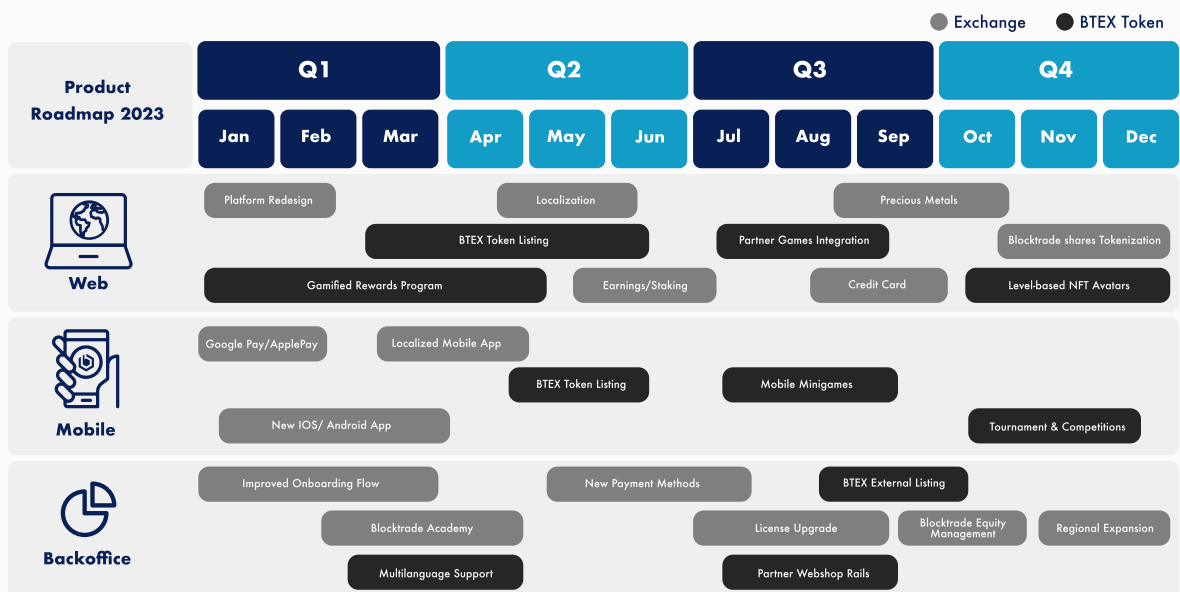
We are planning to introduce our own Blocktrade credit cards in Q3/2023, which will enable users to use their cryptocurrencies for real-world purchases. Our credit card offering will be designed to provide benefits for gaming enthusiasts and will be integrated into our gamified universe. This initiative will contribute to the mass adoption of cryptocurrencies and enhance the overall utility of digital assets.

Business Offering

We have been approached by many small and medium businesses that are interested in accepting cryptocurrencies as a form of payment but are hesitant due to the accounting challenges associated with the volatility of crypto prices. While we have already implemented features to address this issue online, we are working towards presenting a comprehensive one-stop-shop solution in Q1/2024. Our solution will provide a streamlined and user-friendly experience for businesses to seamlessly integrate cryptocurrency payments into their operations while also addressing accounting and volatility concerns.

Partnerships

Blocktrade's commitment to providing a seamless user experience is reflected in our strong network of partners and suppliers. We collaborate with top-tier industry players in areas such as identity verification, market making, liquidity provision, banking infrastructure, and custodianship to deliver unparalleled service to our clients.





2.3 Tech and Infrastructure

The Blocktrade platform offers a seamless Web 2.5 experience that has been built entirely in-house using fully proprietary technology. This approach allows us to maintain complete control over the development process, enabling us to create a highly responsive and user-friendly platform that can easily adapt to our users' needs. Our dedication to using in-house technology ensures that we are constantly improving our platform's performance and functionality, providing users with an exceptional trading experience.

Proprietary Technology

Our platform is built on cutting-edge technology that utilizes modern programming languages such as Python. It's designed using a cloud-native and microservice-based architecture to ensure seamless operations and prevent single point of failures, resulting in stable uptimes. Our platform is equipped with a robust security and compliance infrastructure, which includes frequent penetration testing and strict internal controls. We partner with industry leaders in security and compliance, adhering to industry security standards and certifications such as ISO 27001, ISO 27013, ISO 27017, SOC 1, SOC 2, HIPAA, and PCI DSS. Our platform is continually evolving to minimize malicious activities and enhance user data protection.

Blockchain Infrastructure

The exchange operates on a fully custodial model and is supported by our trusted blockchain infrastructure partners. All digital assets are custodied by Blocktrade through the market-leading crypto-asset management platform Fireblocks, which utilizes multilayered technology that combines MPC cryptography and hardware isolation, along with insurance policies for added security. Our wallet infrastructure is fully proprietary and independent of single technology partners. We work with Fireblocks for storing and transferring both fungible and non-fungible tokens, and Bitbond for minting them. Fireblocks' infrastructure guarantees that these tokens are well-protected from theft or loss. They also support integration with various blockchains and protocols, making it flexible for managing digital assets securely. Currently, the Blocktrade platform supports multiple blockchain incl. Bitcoin, Ethereum, Polygon, and eCredits.

Crypto and Fiat Payments

Payments on Blocktrade are made easy and convenient with multiple options including credit/debit cards, bank transfers, and popular digital wallets such as Apple Pay and Google Pay. In future, users might also be able to connect external wallets like MetaMask through WalletConnect to make transactions. Additionally, users can deposit cryptocurrencies such as USDC, USDT, BTC, and ETH manually. Our platform aims to provide flexibility and accessibility for users to make transactions in their preferred methods.

Sustainable Cloud and Blockchain

Our technology stack is built on a fully cloud-native infrastructure, utilizing the energy and carbon-efficient computing, storage, and data transfer services of leading cloud vendors, such as Azure and AWS. We are committed to minimizing our environmental impact and have chosen the Ethereum blockchain for minting our own token, BTEX. This blockchain utilizes a Proof-of-Stake consensus mechanism, which is among the most eco-friendly approaches to securing a blockchain network. By leveraging these energy-efficient technologies, we are striving to minimize our carbon footprint while delivering a seamless and sustainable user experience.

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3

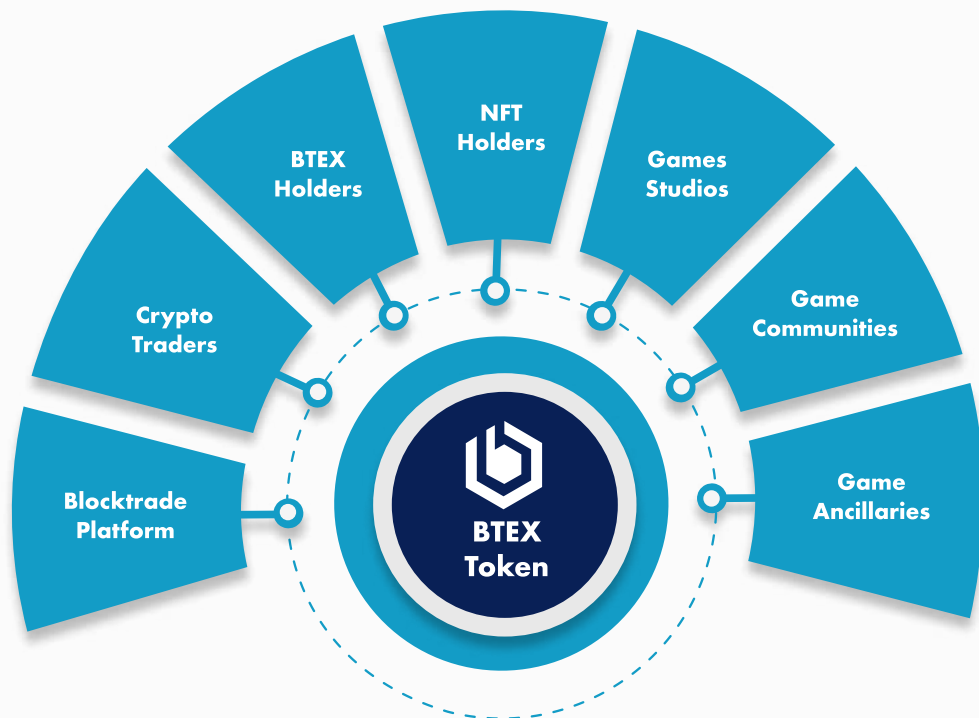
**BLOCKTRADE
ECOSYSTEM**



3. Blocktrade Ecosystem

3.1 Ecosystem Strategy

Blocktrade aims to create a gamified trading universe that integrates gaming and crypto investing, which is the company's long-term vision. The ecosystem is designed for scalability, incorporating several key components that are connected by the Blocktrade Exchange Token (BTEX), which serves as the foundation.



- **Blocktrade Platform:** The key orchestrator that enables the creation and growth of the fully gamified universe while offering cutting-edge crypto exchange services.
- **Crypto Traders:** The core users of Blocktrade's crypto exchange services, ranging from beginner to pro day traders.
- **BTEX Holders:** Access to a wide range of rewards on the Blocktrade platform and its ecosystem partners.
- **NFT Avatar Holders:** Key to becoming a member of token-gated communities within the ecosystem and enjoy exclusive access to many benefits.
- **Games Studios:** Opportunity to integrate BTEX as an in-game currency, list their own token on Blocktrade, or promote their games to an interested audience and attract new users.
- **Game Communities:** Ability to discover new, upcoming games through a curated spotlight offering, engage with other communities, and enjoy special and time-limited offers.
- **Game Ancillaries:** Business opportunity to provide services to the ecosystem, e.g., E-leagues, tournament organizers, game marketplaces with in-game elements, supplements, merch etc.



To maximize the value for each participant, we have a comprehensive roadmap to introduce a range of ecosystem and product features starting in 2023. Our plan is to gradually build and enrich the ecosystem with each new feature, providing a seamless and engaging experience for our users. By continuously innovating and expanding the Blocktrade universe, we aim to create a sustainable and thriving community that bridges the gap between gaming and crypto investing.

3.2 Ecosystem Creation

To achieve Blocktrade's ecosystem vision, we have identified five key steps:

- 1. Launching the Blocktrade rewards program:** This level-based benefit scheme will incentivize users to hold the BTEX Token by earning access to numerous rewards for being engaged on the platform and an active community member.
- 2. Introducing the BTEX token:** This token will be the core enabler to tie the ecosystem together, providing various use cases on Blocktrade and its partner platforms through gamification, game integration, rewards, and community access for holders.
- 3. In-game integration of BTEX:** Blocktrade will introduce a new Game-Integration-as-a-Service (GaaS) for traditional mobile and Web3 games, making BTEX the standard in-game currency and Blocktrade the go-to-platform for the intersection of crypto and gaming.
- 4. Creating a cross-community platform:** Blocktrade will become the platform to create, build, and manage game communities Web2 and Web3 to establish a fully gamified universe and ecosystem.
- 5. Establishing BTEX as the ecosystem token:** The BTEX Token will be the native payment token, enabling users and gamers to access, transact, earn, engage socially, and grow status, across the gamified universe, all underpinned and fueled by the BTEX token.

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**BTEX
TOKEN**



4. BTEX Token

BTEX is an ERC-20 token that adheres to full transparency standards on the Ethereum blockchain. Legally classified as a payment token/virtual currency under Estonian law, it is the core of the Blocktrade ecosystem. Designed to elevate user experience on the platform, BTEX offers various perks and benefits through a gamified Rewards Program that operates on a level-based system. We successfully concluded a strategic pre-sale of the BTEX token in February 2023, with strong backing from notable companies such as Cryptix AG, dyves group, Drone Champions League (DCL), Boutgamers, and NxGen Group.

4.1 Token Utility

BTEX will be fully integrated into the Blocktrade product portfolio and ecosystem:

Level-based rewards program

- The user journey will be fully gamified with XP points, 50 reward levels, and NFT avatars, with BTEX at the core
- The design for the gamification engine has been finalized and development has started, and the estimated go-live date is Q2/2023

In-game currency function

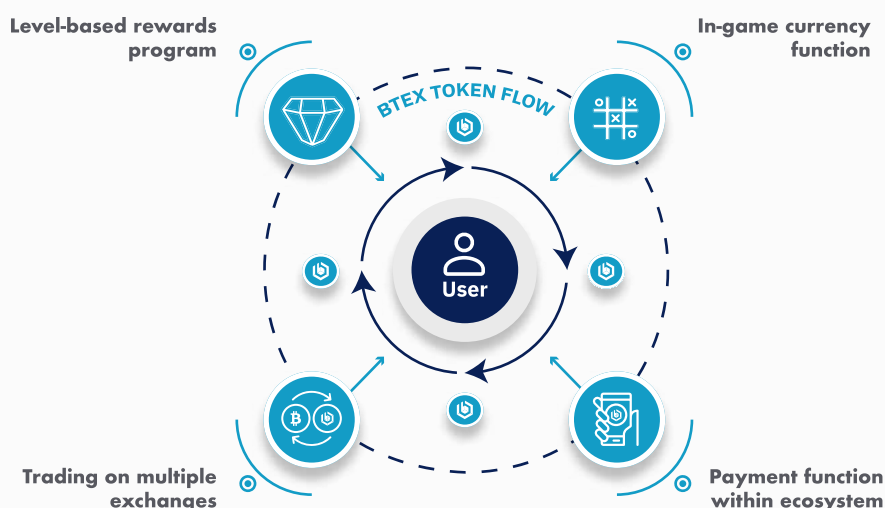
- BTEX will be integrated as an in-game payment option for both in-house and third-party games, with initial Letters of Intent (LOIs) signed with gaming partners
- BTEX will be used as a payment option in game marketplaces, as an in-game currency, and for sponsoring settlements

Trading on multiple exchanges

- By mid-June 2023, BTEX is expected to be listed and tradable on the Blocktrade exchange
- BTEX will be listed on one other European and one Asian exchange with expected listing dates taking place in the course of Q3/2023

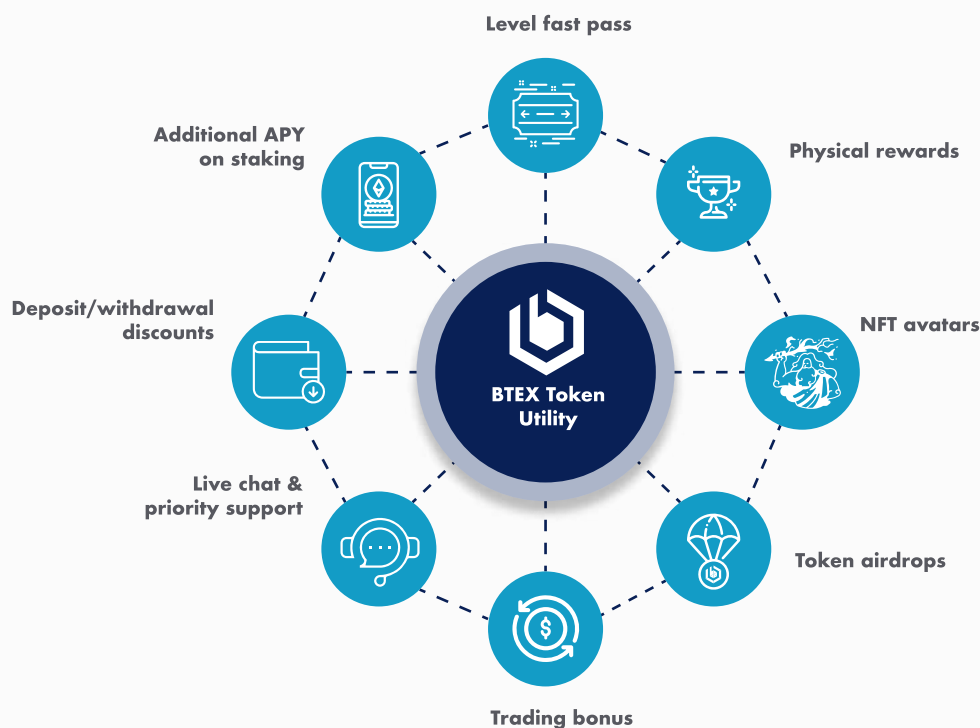
Payment function within ecosystem

- Blocktrade will offer BTEX as a payment option for upcoming services, such as merchandise, premium academy elements, and in-person events
- We have already identified potential partners who are interested in accepting BTEX as a payment method for their products or services





At the core of our platform lies BTEX, which, combined with our level-based Rewards Program, allows us to put our users first and provide them with significant value on the exchange. By doing so, we aim to create a platform that is both engaging and rewarding for our users, offering a seamless and enjoyable experience:



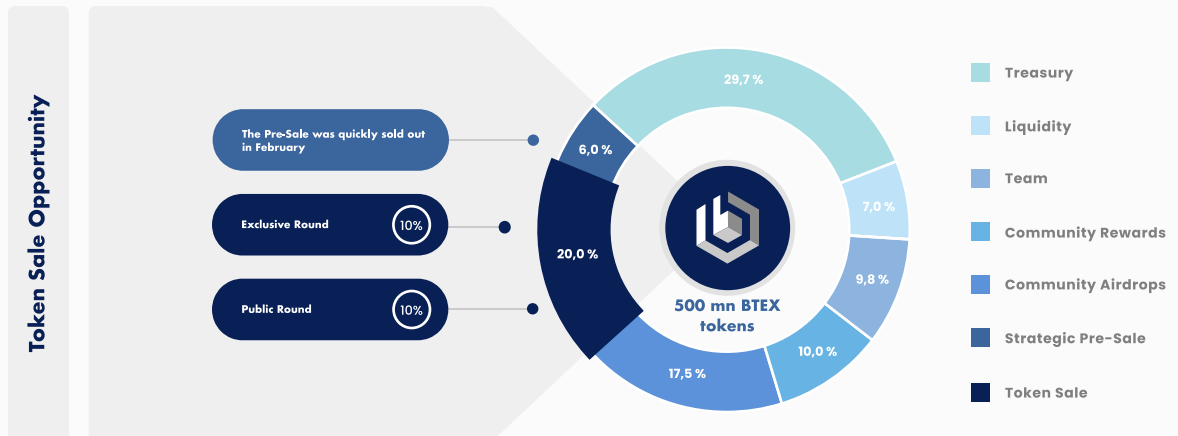
4.2 Tokenomics

The BTEX tokenomics have been meticulously designed to align with Blocktrade's long-term vision for the platform and ecosystem. The total supply of BTEX is limited to 500,000,000 (500 million), which means that the maximum number of available BTEX tokens will never increase. To ensure that the community benefits from the platform's success, the majority of BTEX tokens will be allocated to users. This includes 87.5 million tokens distributed via airdrops and 50 million tokens as community rewards on the Blocktrade platform after the Public Sale.

The entire supply of the BTEX token has been minted as an ERC-20 token on the Ethereum blockchain. We have partnered with Bitbond for the tokenization process, as they offer cutting edge infrastructure and expertise in this field. Their smart contracts templates undergo thorough auditing by CertiK to ensure security and reliability. Users can access the smart contract address via a blockchain explorer to view the token's details and transaction history. The smart contract address for BTEX is 0x182C00807F2D4904d02d5e0D179600ff6a3Ae67c.



Token Allocation



BTEX was made available to the public through several sales rounds, with a focus on rewarding our community and ensuring the long-term success of the Blocktrade ecosystem:

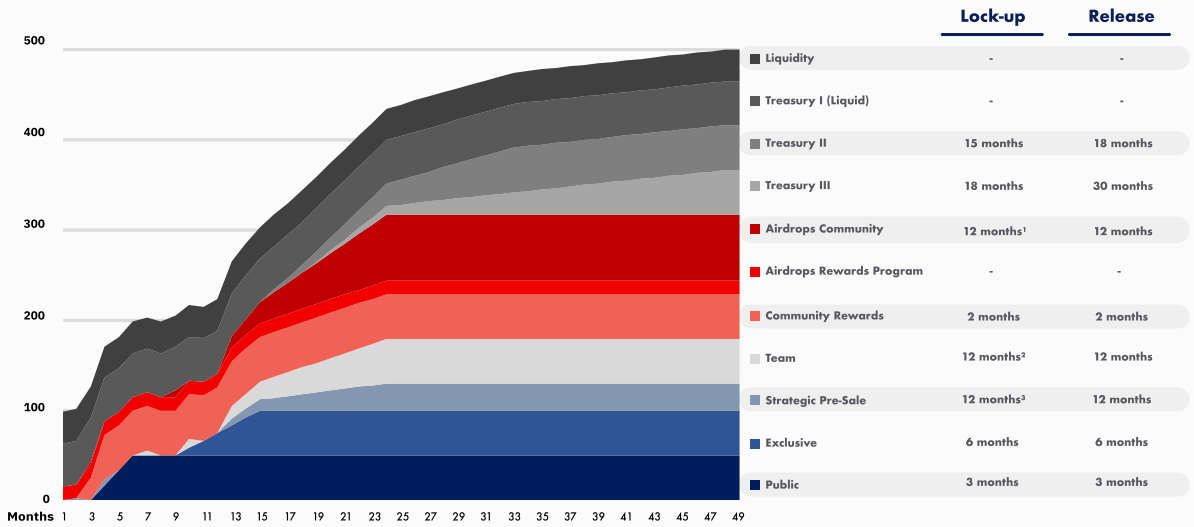
Category	Description
Strategic Pre-Sale	The Strategic Pre-Sale was offered to lead supporters and partners, including funds and game industry companies, at a discounted price of EUR 0.05.
Exclusive Sale	The Exclusive Sale was exclusively available to the Blocktrade VIP Community at a discounted price of EUR 0.10.
Public Sale	The Public Sale was the final round before the official listing and offered early BTEX supporters a special discounted price of EUR 0.15.
Community Airdrops	The Community Airdrops will provide free BTEX tokens to both Blocktrade community members and partner community members.
Community Rewards	The Community Rewards program is designed to incentivize BTEX holders and encourage them to actively participate in the Blocktrade ecosystem.
Treasury	The Treasury is an internal vault that holds a portion of the BTEX tokens and is used to manage the value of BTEX over time.
Liquidity	Tokens allocated to market makers are used to ensure that there is enough liquidity on the exchanges where BTEX is traded.
Team	The team tokens are distributed to the Blocktrade team and advisors as part of the BTEX tokenomics.

Token Distribution and Release

The BTEX token allocation categories have lock-up and vesting periods to regulate the flow of tokens into the free-floating supply and ensure a stable market development. The longest lock-up and release periods are for Team, Advisors, and Strategic Pre-Sale to demonstrate their long-term commitment to the project. All lock-ups will begin at the time of the official public listing on the Blocktrade exchange, which is anticipated in mid-June 2023 at a listing price of EUR 0.20 at trading start. After the lock-up period is over, the vesting/release periods will start, and token holders will receive their allocation in monthly installments. The release will be linear, with equal portions for each month of the release period. For example, Exclusive Sale participants will receive 1/6th of their total token allocation each month for 6 months, once the lock-up period is complete (e.g., after 6 months have passed since the public listing).



BTEX Token Distribution (in Months)



1. Lock-up: 2 months for the first 10% and 8 months for the second 10%, with 12 months for the remaining 80% | 2. Lock-up: 6 months for the first 10% and 9 months for the second 10%, with 12 months for the remaining 80% | 3. Lock-up: 1 month for the first 10% and 3 months for the second 10%, with 12 months for the remaining 80%

4.3 Legal Setup

The BTEX token has successfully undergone a comprehensive legal review process by all relevant Estonian regulators, such as the Estonian Financial Supervision Authority (FSA), Estonian Financial Intelligence Unit (FIU), and Estonian Tax and Customs Board (ETCB), to ensure its compliance with applicable laws and regulations. As a result, buyers of BTEX tokens can be confident that they are investing in a legitimate payment token and digital asset that fully complies with local regulations, without any unnecessary legal risks.

At Blocktrade, we prioritize the security and transparency of our users by ensuring full compliance with all applicable laws and regulations in the jurisdictions we operate in, particularly within the European Union (EU). Our exchange has undergone rigorous legal and regulatory vetting, including a comprehensive review of our compliance frameworks, to meet high European standards and prepare for the upcoming REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on Markets in Crypto-assets, and amending Directive (EU) 2019/1937 (MiCA). By listing the BTEX token on our own exchange, we offer a safe and secure trading environment that ensures user confidence in our regulatory status.



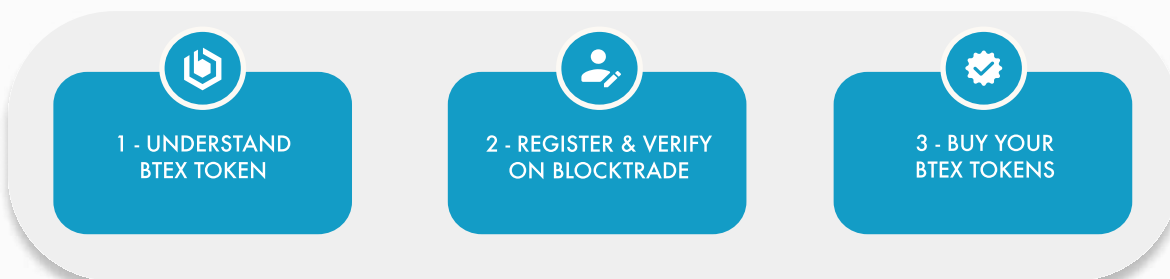
4.4 Token Sale

	1	2	3
	Exclusive Round	Public Round	Listing
Sales period	5 - 18 May 2023 (2 weeks)	19 May - 9 June 2023 (3 weeks)	June 2023
Purchase price	EUR 0,10	EUR 0,15	EUR 0,20 (Anticipated price)
Purchase limit	EUR 500 - 20k	Min. EUR 250	Free trading
Lock-up ¹	6 months	3 months	No lock-up
Release ²	6 months linear	3 months linear	No release

1. **Lock-up:** Buyers cannot sell tokens during the lock-up period in order to preserve the value of token and its stability over time.

2. **Release:** This period starts only after the lock-up period. Buyers will receive their tokens over a period of time rather than receiving them all at once.

How to buy BTEX



To stay informed on all the latest news and developments from Blocktrade, we highly recommend signing up for our official newsletter at <https://blocktrade.com/>. Additionally, to be among the first to gain access to the BTEX token, we invite you to join our official waitlist at <https://blocktrade.com/btex-token>. By joining the waitlist, you'll receive updates on the token sale, lock-up and vesting periods, and all other important details related to the token release. Don't miss out on this exciting opportunity to be a part of the Blocktrade ecosystem - sign up today!



5

**GAMIFIED
REWARDS
PROGRAM**



5. Gamified Rewards Program

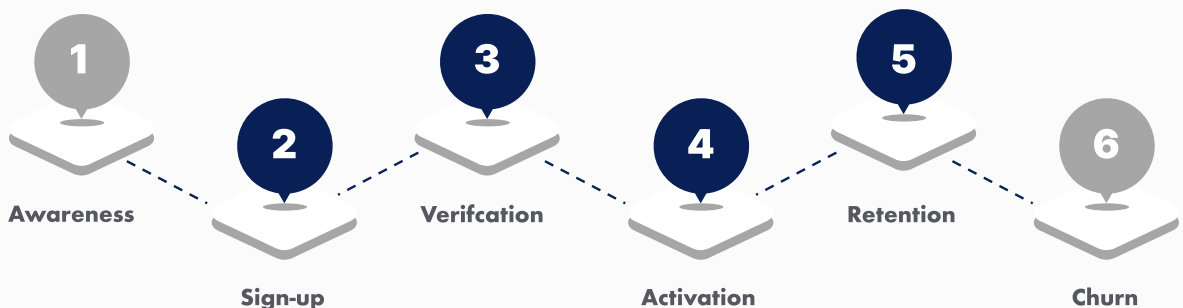
We are excited to announce the upcoming launch of our gamified Rewards Program, which will allow our users to unlock value by engaging with the Blocktrade platform. The program has been designed with well-established and proven gamification principles in mind, which we have applied to every step of our user journey. Research has shown that gamification has been successful for many other companies, such as Duolingo, Strava, Foursquare, and Huobi. By incorporating in-game mechanics, such as point scoring, challenges, leaderboards, and rules of play, into non-game environments, like our website, community, or product, we aim to increase user engagement and drive business value. Join us in our mission to create a dynamic and rewarding trading experience on Blocktrade!

Gamifying the current user experience will have a strong impact on our business:

- **User Engagement:** Drives engagement and pushes desired user behavior in a controlled environment
- **Win-win Situation:** Rewards users, while creating value for Blocktrade, creating a mutually beneficial system
- **Growth Lever:** Enables user growth that would usually be much more expensive and take longer to achieve
- **Income Stream:** Potential to offer white label solution of gamification engine to other companies in the space

5.1 Gamified User Journey

By gamifying the core steps of our user journey, including sign-up, verification, activation, and retention, we will make engaging on the Blocktrade platform both fun and easy. To achieve this, we will weigh different user activities, such as daily logins, trading, and referrals, differently based on the utility users can unlock and the value they create for Blocktrade (see 5.2. Program Levels). This approach will increase trading and deposit volumes, improve the conversion rate, and make onboarding more efficient while significantly reducing user churn. By fully gamifying the user experience, we will unlock the full potential of the Blocktrade platform and create a more engaging and rewarding experience for our users.





5.2 Program Mechanics

The gamified Rewards Program will be based on:



Reward levels

50 levels create an exciting challenge for users to complete tasks and unlock rewards. The level thresholds are based on BTEX tokens and XP points



BTEX tokens

For users to participate in the rewards program and advance to higher levels, they need to buy and hold a certain number of BTEX tokens



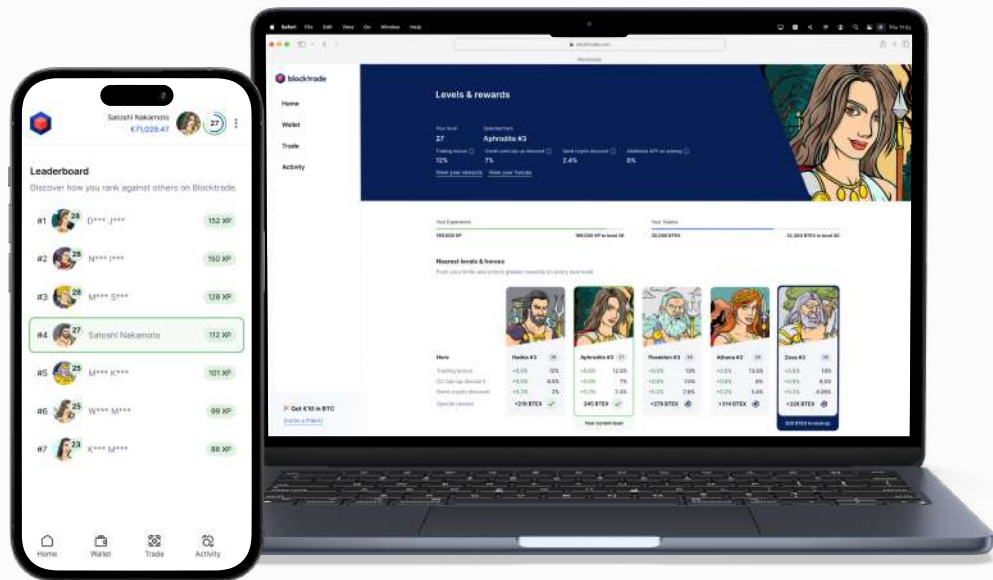
XP points

Users can earn up to 637k XP points by completing certain actions on the platform, which are designed to drive user verification, activation, and retention



NFT avatars

Users will earn a free NFT avatar every time they level up, and can unlock up to 50 unique Crypto Greek Gods



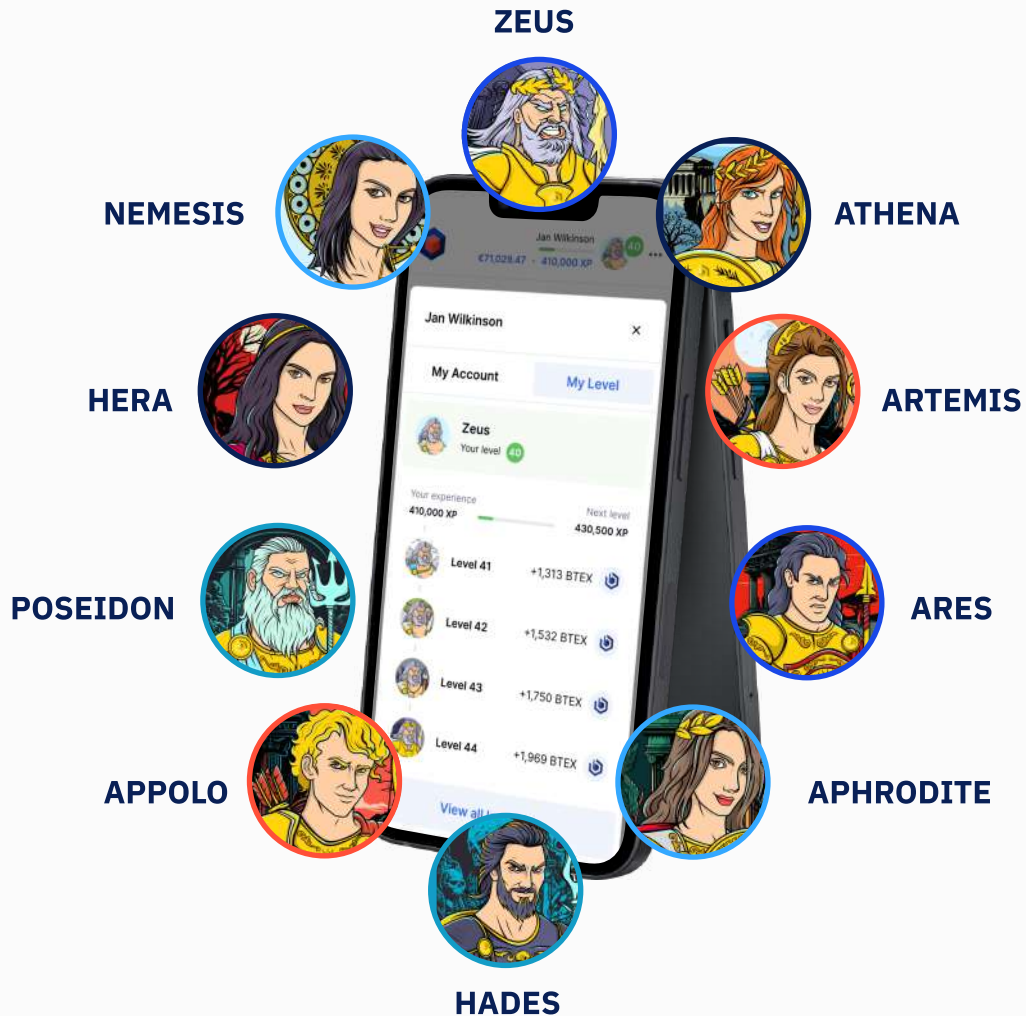
5.3 Level Avatars

The Blocktrade Rewards Program introduces the Crypto Greek Gods, a collection of limited-edition digital collectible avatars based on non-fungible token (NFT) technology. These avatars are living on the Ethereum blockchain and represent the highest membership level achievable in the program, with ownership indicating achievement of level 0-50.

The Crypto Greek Gods merge traditional elements of Greek mythology with modern Web3/crypto technology to represent the connection between gaming and crypto investing. The collection features 5 female goddesses (Aphrodite, Artemis, Athena, Hera, Nemesis) and 5 male gods (Apollo, Ares, Hades, Poseidon, Zeus), with 50 unique avatars (5 versions for each goddess/god) designed by a professional NFT artist. Each avatar is mapped to one of the 50 unique levels in the Rewards Program and can be earned by leveling up.



Once an avatar has been earned, users can freely choose it as their profile picture on Blocktrade. NFT-based avatars are minted and transferred into users' wallets once they reach a certain level, and once minted, the visual avatar is recorded on the blockchain and cannot be changed. Additional avatar themes will be introduced based on community feedback, which can be used in addition or instead of the Crypto Greek God profile pictures.



NFT Collection & Utility

The Blocktrade Rewards Program is designed to unlock platform utility, while earning and holding a digital collectible avatar is the only way to unlock utility from our ecosystem partnerships and game communities. These avatars are minted periodically in batches to maintain scarcity and add incremental utility through cross-community campaigns and partnerships. The avatars are not sold, but instead can only be earned by progressing through the level-based Rewards Program. As users achieve higher levels, they unlock more utility through the avatars, which are permanently held in their wallets and not lost in the case of leveling down. The avatars can be traded on third-party marketplaces such as OpenSea, providing a means for users to buy and sell them and access the ecosystem utility without having to progress through the Rewards Program.

Crypto Greek God avatar holders will have exclusive access to a variety of member-only perks from our ecosystem, with additional benefits being added over time. We aim to focus on several utility categories when expanding the Blocktrade partner ecosystem, including but not limited to:



Game-based Utility

The Crypto Greek God avatars will provide holders with access to a variety of game-based utilities, both within and outside of Blocktrade's partner games. Depending on our game partnerships, the perks may include higher in-game rewards if BTEX is used as a payment option. Through partnerships with numerous game industry partners, we intend to offer our users a broad range of game-related utilities that they can customize according to their individual requirements.

Community-based Utility

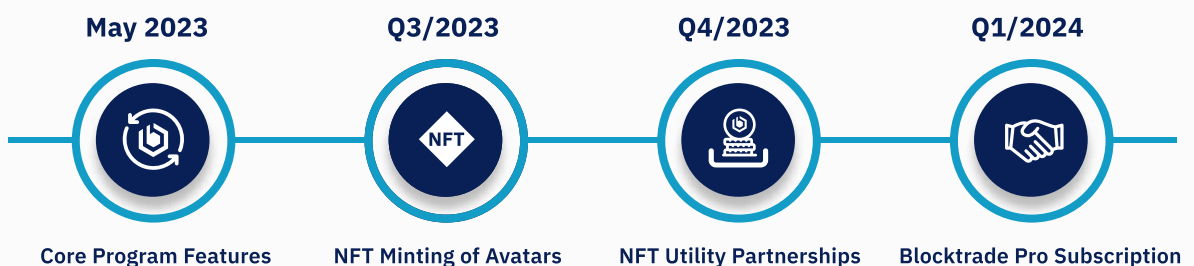
The ownership of a Crypto Greek God NFT will provide users with access to exclusive token-gated communities and club memberships within the Blocktrade ecosystem, where they can enjoy member-only perks and benefits. Our goal is to create a gamified platform and ecosystem that promotes cross-community campaigns and the exchange of value between various stakeholders, including traders, game communities, game studios, game ancillaries, and Blocktrade itself. This approach will enable a positive feedback loop that benefits all parties involved, while fostering a sense of community and collaboration among our users.

Physical-based Utility

Crypto Greek God avatars will also enable holders to access physical-based utility that creates value and loyalty within our ecosystem. By partnering with physical product and experience providers, holders will have access to a range of perks, such as game supplements, merchandise, marketplace discounts, and exclusive events. We are committed to working closely with our community to identify and onboard the best partners that offer these types of perks, and we will continually expand and update our offerings to ensure that our users receive the best possible experience.

Blocktrade Pro Subscription

The Blocktrade Pro subscription service offers users a range of benefits in addition to unlocking level-based utility in the Rewards Program. Users who subscribe to Blocktrade Pro will receive a special NFT and automatic upgrades to higher levels in the Rewards Program, depending on the subscription tier. This allows subscribers to access the Rewards Program utility without having to earn XP or hold BTEX tokens. Subscribers will also receive a "Pro" badge next to their username and access to the Blocktrade VIP Community. The Blocktrade Pro subscription service will be available on a monthly basis, and the cost will vary depending on the subscription tier selected.





6

TIMELINE



6. Timeline

6.1 Milestones to Date

JULY 2022

Credit Cards Go-live

1



SEPTEMBER 2022

BTEX Project Kick-off

2



OCTOBER 2022

Blocktrade Broker Model Go-Live

3



DECEMBER 2022

Referral Program Go-live

4



JANUARY 2023

Savings Plans Go-Live

5



FEBRUARY 2023

Strategic Pre-Sale Close

6



MARCH 2023

Blocktrade Academy Go-Live

7



MARCH 2023

ApplePay and Google Pay Integration

8



APRIL 2023

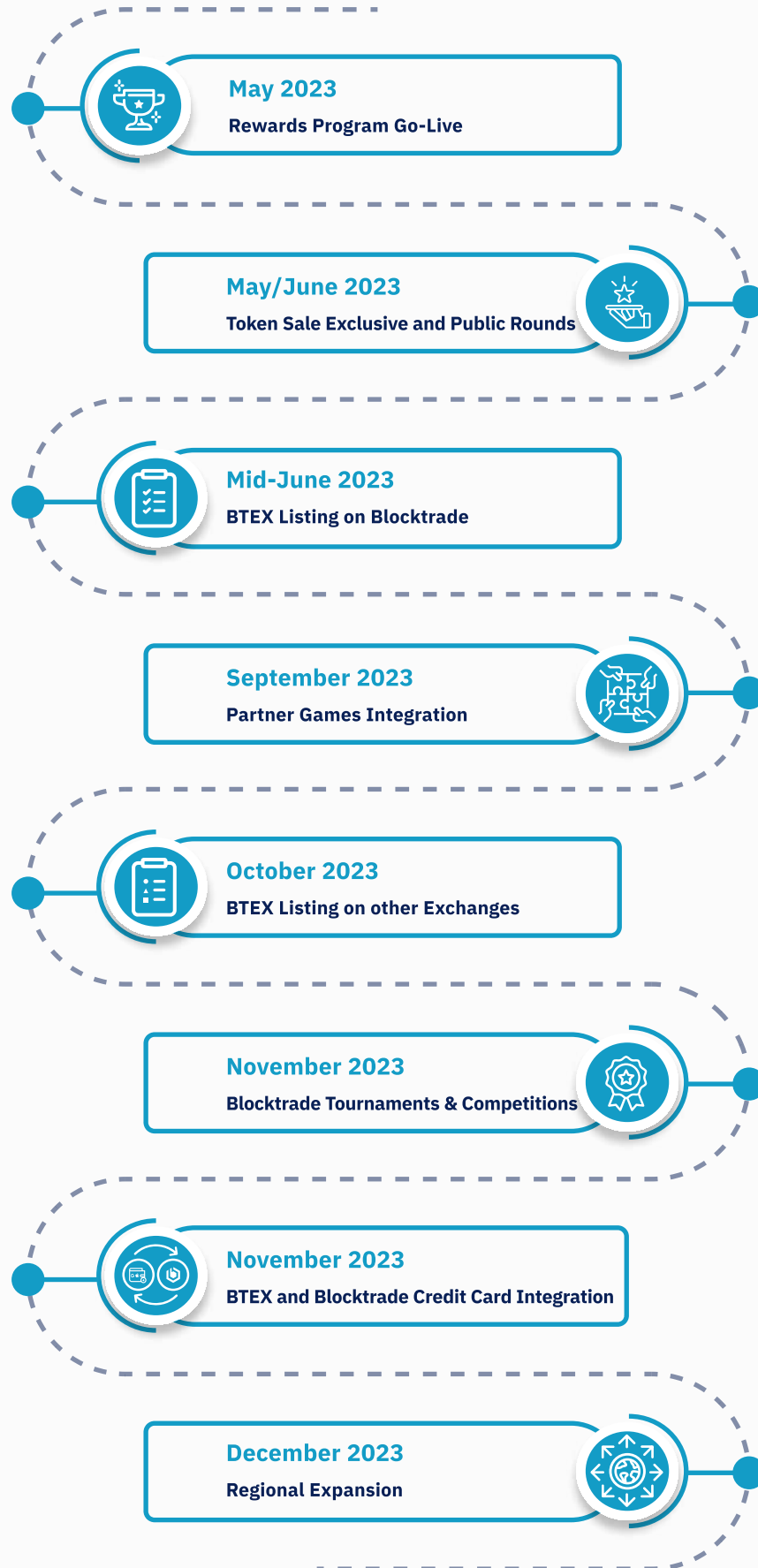
BTEX Whitepaper Release

9





6.2 Roadmap



A large, bold, white number '7' is positioned in the upper right quadrant of the page. The background is a dark blue gradient with faint, light blue geometric outlines of a cube or block structure.

**BLOCKTRADE
TEAM**



7. Blocktrade Team

Management Team

The Blocktrade management team is composed of highly skilled professionals with extensive backgrounds in the crypto, finance, and tech industries. Our total team consists of approximately 45 individuals who are based in our offices located in Luxembourg and Tallinn, Estonia, with additional team members operating remotely throughout Europe.



Christian Niedermüller
CEO & Shareholder

Christian, with over 15 years of experience in the banking and financial markets, has held various leadership roles focused on business expansion and innovation. He has transitioned full-time to the DLT/Blockchain and digital asset space, co-founding two companies and serving as a board member of the Digital Asset Association Austria (DAAA). In early 2022, Christian joined Blocktrade as CEO to accelerate the strategic development of the platform and scale the team.



Konstantin Horejsi
CPO & Board Member

Konstantin is a seasoned product development expert and serves as the Chief Product Officer (CPO) at Blocktrade. In addition to the CEO, he is also a visionary for the company. Prior to joining Blocktrade in 2022, Konstantin held several leading positions in R&D, directing and coordinating international research programs in the global aerospace and mechatronic solutions fields. He also worked as VP, Technology at ISOVOLTA, a leading international manufacturer. Konstantin brings his years of professional crypto trading experience and extensive product development expertise to the Blocktrade team.



Gabriel Manduca
COO & Finance Lead

Gabriel is a key member of the Blocktrade team, serving as the COO and Finance Lead. With over 13 years of business management experience across diverse industries, including agribusiness and consumer goods, he brings a wealth of expertise to the table. Gabriel's impressive intellect is also evidenced by his membership in Mensa International since 2004. Prior to joining Blocktrade, he worked as a Business Director at Dito, where he honed his skills in customer engagement, gamification, and customer journey. Gabriel's valuable contributions to Blocktrade's operations have been instrumental in driving the company's growth and success.



Oleg Golovachov
CTO & Board Member

Oleg's expertise in IT, software development, and management makes him a valuable asset to the Blocktrade team as CTO. With previous leadership roles in several fintech companies and five years of leading product development and vision at Neotech Development, a cutting-edge software development company, Oleg brings extensive experience to his role at Blocktrade. As CTO, Oleg is responsible for overseeing the technology, IT, and development teams and driving the development of innovative solutions to enhance Blocktrade's platform.



Cviko Dukanovic
Head of Growth & Partnerships
BTEX Token Lead

Cviko joined Blocktrade in 2022 and is responsible for the company's growth, strategy, and business development, as well as leading the BTEX token project. Cviko has a background in top management consulting at the Boston Consulting Group (BCG) and Microsoft's EMEA Customer Transformation team. In addition, Cviko has significant experience in leading cross-functional teams on high-impact projects, focusing on digital strategy, operations, AI/ML, data science, sustainability/ESG, web3/metaverse, and gained substantial web3 and crypto experience from his start-up advisory engagements.



Morteza Alamalhoda
Head of Marketing

Morteza is a seasoned marketing professional who leads the Marketing Team at Blocktrade. He joined the company in 2021, bringing with him a wealth of experience from key marketing positions in fintech companies, including CoinMetro and ChangeInvest. Morteza has a strong expertise in crypto and blockchain areas, as well as experience in start-up mentorship, marketing, and product management. His skills and knowledge in marketing strategy and execution contribute significantly to the growth and success of Blocktrade.



Jana Padabed
Head of People

Jana has been leading the People function at Blocktrade since 2022. She brings with her extensive experience in building, leading and developing HR teams, processes, and tools gained from working in IT and fintech companies, including Admirals, Twilio, and Symantec. Jana has played an instrumental role in scaling and growing the People Operations Team at Wise. She also has expertise in Global Mobility, Employer Branding, Employee Relations, and Coaching. Jana's experience and knowledge in HR operations and strategy enable her to contribute to the development and success of Blocktrade's talent management initiatives.



Martin Laur
Head of Compliance

Martin joined Blocktrade in 2022 as the head of Compliance and also serves as the company's MLRO. Prior to joining Blocktrade, Martin held various Compliance and AML management roles in fintech companies, including 2local and Metacoms. Martin also brings over 11 years of expertise in Customer Excellence from his previous work at Blizzard Entertainment, a leading developer and publisher of entertainment software. His extensive experience in compliance management and customer service adds significant value to Blocktrade's operations.



Romain Gonthier
Senior Legal Counsel

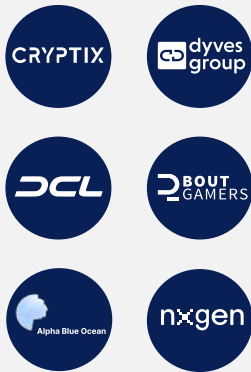
Part of the Blocktrade team since 2022, Romain serves the company as a Senior Legal Counsel and is the lead of our legal operations. With a strong background in IP and IT law at K&L Gate (Chicago, IL, USA), Romain has also developed skills in corporate law, as a Legal Officer at TMF. His experience at Arendt Services (Luxembourg) as a Legal Counsel allowed him to develop his skills in corporate and IT law and mature into an experienced Senior Legal Counsel fully dedicated to support the Blocktrade team.



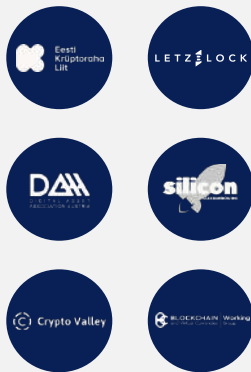
Supporters

Blocktrade has gained the support of top-tier institutional players, as well as a wide range of private supporters from the traditional (TradFi) and decentralized finance (DeFi), crypto, gaming, and entertainment industries. This diverse support base demonstrates Blocktrade's strong position as a leader in the industry and provides a solid foundation for the company's continued growth and success.

Early Supporters



Industry Memberships



Strategic Advisors



Strategic Partnerships





Legal Disclaimer



The content of this Whitepaper has been prepared for the purpose of providing general information about, and an overview of Blocktrade Operations OÜ as well as any of its affiliated entities (together “Blocktrade”). This Whitepaper defines Blocktrade’s plans to build a crypto investment and gaming-based ecosystem. It is neither legally binding, nor does it create any representation, warranty, express or implied, nor any legal claim whatsoever against Blocktrade nor any of its representatives, employees, or agents. Only the legal terms (available at <https://blocktrade.com/terms-of-use/>) shall be legal and binding on Blocktrade. The information below is therefore non-exhaustive and shall not imply any elements of an advertisement or general contractual relationship. In the event of any inconsistency between this vision of this Whitepaper and any of Blocktrade’s terms and legal notices, whether existing or to be existing, the latter ones shall always prevail.

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The information in this document should never be interpreted as a recommendation to purchase, sell, exchange, use or to handle BTEX or any other digital asset that can be traded on Blocktrade’s platform, nor any digital asset issued by Blocktrade, that could be traded in any other platform in any jurisdiction.

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