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# Table of Contents

Disclaimer ............................................................................................................. 2  
Introduction ......................................................................................................... 6  
Executive Summary ............................................................................................. 7  
Dealer Benefits .................................................................................................... 9  
  Price .................................................................................................................... 9  
  Sourcing ............................................................................................................. 9  
  Speed, reliability and user-friendliness of the service ....................................... 9  
  Customer support ............................................................................................. 9  
The Market & Opportunity .................................................................................... 10  
  Waste .................................................................................................................. 10  
autoXchange as the Solution ................................................................................ 12  
  Transactions ..................................................................................................... 12  
  Financing platform ............................................................................................. 13  
  Smart contracts .................................................................................................. 13  
The decentralised aXc Ledger .............................................................................. 15  
  Decentralised dealership .................................................................................... 16  
  Disaster recovery planning ................................................................................ 17  
  A shared automobile database ......................................................................... 17  
  Summary ............................................................................................................. 18  
autoXchange.io Marketplace ................................................................................ 19  
  Decentralised database of cars ......................................................................... 19  
  Purchasing .......................................................................................................... 20  
  Lending ............................................................................................................... 22  
  Co-ownership .................................................................................................... 23  
  Business model behind autoXchange.io ........................................................... 24  
System Architecture & Product design ................................................................ 26  
Financial Analysis & Projections ........................................................................ 28  
The aXc token description .................................................................................... 30  
  Description & Planned Usage .......................................................................... 30  
Development Strategy .......................................................................................... 32
autoXchange has a simple, straightforward plan: .......................................................... 32

Key features of autoXchange’s strategy are to: .......................................................... 32

Project Timeline & Roadmap .................................................................................. 33

Token sale and distribution................................................................................... 34

  Smart Contract Information.................................................................................. 34
  Token Distribution .............................................................................................. 35
  Funds Allocation ................................................................................................. 35

What is KYC and why is it needed? ........................................................................ 36

Are aXc Tokens Securities? ................................................................................... 36

Industry Trends...................................................................................................... 38

Ready to Move Forward, Together....................................................................... 39
Introduction

Blockchain technology has the ability to fundamentally transform how companies and customers interact. The functionality that it provides can revolutionize whole industries, placing the customer at the center of a transaction process. It provides the opportunity to disrupt whole sections of the economy, removing wasteful and time-consuming processes.

The value of a blockchain solution is generated through solving an immediate and difficult problem. This is most evident when it speeds up transaction times and obliterates wasteful and inefficient processes and procedures. These are often generated by middle men, banks, lawyers or other intermediaries. Traditionally, their role is to hold data, provide finance, add security and satisfy legislation, which although necessary, generate huge costs. These are then passed on to the customer or the seller has to absorb them reducing their profitability. Blockchain has the ability to remove these, without compromising security or functionality.

We will clearly identify the problems that will be solved through autoXchange and explain why blockchain is fundamental to removing them in the automotive industry. We will show how our solution will have dramatic and profitable benefits for all the parties involved.
Executive Summary

The car buying market is a very large and complex industry. For the buyer, they are frustrated by high costs generated by a financial services industry that has expensive and inefficient legacy infrastructure. They also pay fees (sometimes hidden) to intermediaries that add no value but have become engrained in the transaction process.

The dealer also has significant barriers to overcome. Not only are they in a highly competitive market, but also incur expensive fees that detract from their profitability. The dealers are subject to high advertising costs, high sourcing costs, and their inventory is limited to available cashflow.

All these problems are solved by the creation of autoXchange.

autoXchange will provide an ecosystem & market place for Car purchasing, financing, and investing. By utilizing blockchain technology autoXchange will create and utilize the aXc decentralised ledger to facilitate the procurement process so that all sales are transparent and reduce unnecessary fees incurred during the purchase. It will cut out all advertising fees and no commission will be charged for any transactions.

autoXchange addresses a $1.5 trillion global used car sales market, and $3 trillion auto loan market providing the ability for buyers to deposit any FIAT or major cryptocurrency which is then converted into the aXc token to purchase a vehicle on autoXchange. Sellers will receive payment in aXc and can choose to hold aXc or convert and withdraw into Fiat or any other major cryptocurrency.
On top of the ability to transact using aXc, autoXchange will provide a P2P financing marketplace where aXc token holders can choose to participate in car financing for buyers or they can choose to pool aXc to invest in co ownership models that will be available on autoXchange. All will be governed by legally binding smart contracts.

Crypto-currencies are still in the early adoption phase. Blockchain technology provides a world of possibilities for practical applications that extend far beyond the financial transactions. autoXchange embraces this technology to open a decentralised marketplace in the global used car industry. Harnessing existing technologies and concepts autoXchange will challenge the market norm via a platform that charges no commission or fees to buyer or seller. By being open source, many other initiatives can use this service, increasing the trading and reducing costs for the industry. The huge amounts of money saved will boost the use of the service creating value for all involved.

The Pre-ICO commences September 2018, and the main ICO starts November 2018.
Dealer Benefits

The value for any dealer can be divided into 4 main sub-categories:

**Price**
autoXchange will not charge commission on any transaction. It will also cut out completely the traditional marketplace listing fees, dramatically reducing the cost of each dealer transaction, which can typically average up to $600 per vehicle.

**Sourcing**
The decentralised aXc ledger will generate detailed listings data, increasing the number of vehicles that the dealer has access to. This shared database will be completely decentralised and autonomous so once deployed it will continue to grow through necessity as it becomes the standard environment for anyone who wishes to build an application or marketplace for the auto industry. It will provide every dealer with access, for the first time, to a comprehensive list of all cars available in the market, without paying the costs of advertising on websites.

**Speed, reliability and user-friendliness of the service**
Speed will be increased through the utilization of smart contracts that can manage the customer relationship and will be programmed to automate the standard processes one would typically encounter. The decentralised aXc Ledger will be the backend that will take care of the fundamentals of a successful transaction, the payment processing, financing and co-investing.

**Customer support**
Through the aXc Ledger, the dealers will have an immediate and entirely functional backend, where they will be able to access a competitive auto trading service without the necessity to invest in their own. They will only have to connect to the decentralised engine and adopt the content and the technology. This means that they can focus on customer services and conversion of sales.
The Market & Opportunity

The market is both large and complex with the global used car market to reach 128.42 million units by 2021\(^1\). The upgraded production of automobiles, both in terms of speed and quality has been built on continuous improvement techniques and automation, obliterating waste at every step. Highly skilled engineers are specifically employed in the industry to review processes and remove any waste, improve the efficiency of the production process and eliminate errors. This focus on process and production improvement has transformed the industry, to such an extent that now the factory looks more like a laboratory than the traditional production line. This has enabled huge increases in efficiency has led to greater output. The benefits of this are evident by the increased numbers of cars that are generated daily.

These improvements have dramatically reduced the work in progress and other key performance indicators that the automobile industry measure to improve efficiency and reduce costs. Simple economics of supply and demand, plus the improvements of car build quality, have meant that second hand cars are flooding the market. While this has increased the choices for the customer, it also means that the financial companies, leasing companies and other financial services have needed to develop to stimulate demand. The options for finance have indeed increased, but the transaction costs have remained stubbornly high.

Compared with other industries that have been disrupted by financial technology innovation, the buying and selling of cars has remained relatively stagnant. There are clever financial options, but the costs and the processes have not reduced accordingly. autoXchange will do for the demand, buying and selling process, what Kaisan and the automation of the production line has done for supply.

Waste

Significant time is spent, filling out forms, checking credit history, proving the history of the car and the previous owner. All this is laborious and inefficient administration, meaning that the whole transaction process is bogged down in paperwork and needless waste. Dealers must spend their time on administration, when the value that they offer is better spent with the customer, clarifying their requirements and getting them to buy. Any time away from the customer, can lead to a loss of a sale and any costs generated by selling of the car reduces their profitability. For the buyer, lack of choice

will lead to frustration and inconvenience and at the end of the process, they still end up having to fill out more forms when what they want to do is get in the car and drive.

autoXchange will remove all this waste. It will speed up the process and ensuring that both the buyer and seller get what they want, a smooth, secure, reliable sale, where the sale is completed in an efficient and effective manner with the customer driving away in a car that they will enjoy, at a cost that is fair.
**autoXchange as the Solution**

We have designed autoXchange to be a decentralised open source ecosystem for buying and selling automobiles, using the decentralised aXc Ledger.

autoXchange will be a world first. A unique solution that enables buyers and sellers to complete transactions using blockchain without the administration costs generated due to outdated, legacy processes. autoXchange.io will connect with the aXc decentralised engine that holds the aXc ledger, obliterating time and cost intensive processes, speeding up and improving the whole experience for the buyer and enabling the dealer to focus on the value adding sales process.

The traditional auto market has not changed significantly since the first car was sold. It is based on a highly administrative and centralised process that generates substantial costs, which the dealer must then pass on to the customer. Additional middlemen play a disproportionate part in the payment process, adding no value at all. All listings and deal parameters on autoXchange will be decentralised, eliminating the middleman and guaranteeing transparency. This laser focus on removing waste and cost in the process, will generate greater profits for the dealer and reduce the price and other costs for the buyer.

**Transactions**

For vehicle Owners autoXchange marketplace’s web and mobile clients will present a secure, easy-to-use platform to add and edit their listings onto the decentralised aXc Ledger.

Buyers will be able to browse this platform, using both web and mobile apps. The focus of the autoXchange.io marketplace is on the customer, offering a best in class user interface and overall experience. Buyers will offer and pay, safe in the knowledge that it will be secure and that there will be no commission charged at any point for the transaction between parties.

Current market middlemen take in the region of 10-25% of a deal. Releasing the aXc Ledger as a decentralised solution will bring this value back to the customer. The aXc ledger will be open and available to be integrated with other marketplaces in addition to autoXchange.io. The value of the aXc token will increase and will become a catalyst for change in the global car industry.
For the world – The entire decentralised aXc Ledger, will be open source and free-to-use by anyone. autoXchange’s site and app will be the first end-user applications on top of this blockchain platform. In the future organizations will be free to build their own apps and use the aXc ledger depending on their needs, growing the ecosystem and generating huge market benefits.

autoXchange embraces this technology to open a decentralised marketplace in the global used car industry. Harnessing existing technologies and concepts, car listings, online reviews and purchasing. By building the first integrated marketplace that uses the decentralised aXc Ledger, autoXchange.io will challenge the market norm and allow holders of cryptocurrency to buy aXc tokens and transact car purchases in aXc. autoXchange provides a platform that charges no commission to the buyer or seller.

The total global market for used cars is at around US$1.5 trillion p/a, with the same processes and inefficiencies ingrained in the buying process. By eliminating all this waste, autoXchange will revolutionize this hugely important industry.

**Financing platform**
Our product roadmap does not end with transactions. We will also introduce a financing platform connected to the aXc ledger that will globalize what is currently a localized and limited market sector. All financing will be subject to credit checks and scoring (using multiple metrics) before being offered on the platform. Blockchain technology opens the doors for everyone to participate in an alternative car finance marketplace. In the past, financing was only available through banks and financial institutions which have high fees and other barriers to entry. Blockchain financial technology opens the marketplace for all investors and all borrowers to work together for mutual benefit by removing these barriers.

For car finance Block chain technology eliminates the inefficiencies and risks of manual contract origin and processing, associated manual errors and duplication.

**Smart contracts**
When a smart contract is executed between a lender and a seller, the funds will be released via the smart contract. Payment is only confirmed when the transaction is entered into the distributed ledger and the crowd-funding process is then closed. All legal requirements are written into the smart contract which are legally binding when executed.
The smart contract prevents fraud since the smart contract will not allow invoices that have already been financed to be duplicated. This means that the smart contract acts as a built-in protective layer on a Blockchain ledger.

Blockchain technology is the future as it increases efficiencies by decreasing the requirement to manually process and initiate contracts, reduces risk through the elimination of manual errors and duplication of invoice financing which could make value propositions such as micropayments more feasible.
The decentralised aXc Ledger is the engine that regulates all transactions and relationships between the buyers & sellers. At its core, there are going to be rules and operations governed by smart contracts.

The aXc Ledger will keep a record of all transactions and will regulate these through smart contract triggers. This will include confirmation of who owned the car, who is buying the car and reassurance that this is done in a transparent and effective manner. It will utilise the new 'Trust in Motion' functionality, enabling customer details to be linked to the blockchain, which will then be verified by trusted parties.

The aXc Ledger will run solely with the native aXc token and any application that wishes to connect to the engine will have the freedom to provide value added services such as support of additional payment methods which they can convert into aXc at the time of purchase.

This can be done either through integration to external exchanges or by converting the currencies themselves with an internal algorithm that some of the operations (but not limited to) the decentralised aXc Ledger will run.
The aXc Ledger will be open source and free to use. This way we plan to nurture the development of a new world standard for car dealing that will be based on the native aXc token. The more car sites connect to the aXc engine, the higher the adoption of the aXc token and its value will be.

Since the aXc Ledger will be an entirely new backend, we understand the importance to develop a fully integrated and operational marketplace application that will be connected with the aXc Ledger and act as a front-end (from the customer’s perspective). It means that we will be able to design the most effective, efficient purpose-built solution, from the ground up.

This way the decentralised aXc Ledger in combination to the user-friendly application/marketplace will create an ecosystem that will be self-sufficient. Not having to rely on any external factors is of utmost importance for the success of the project and the token sale.

For this purpose, we plan to build the aXc Ledger together with the autoXchange.io marketplace.

The marketplace will serve as the platform where anyone who takes part of our token sale will be able to spend their aXc. It will also provide an interface to dealers and car owners to connect with the decentralised aXc Ledger and list their assets.

Because of a unique feature that each marketplace would possess - the shared decentralised database, the value of the aXc Ledger would grow exponentially. When marketplaces add/list new vehicles to the database, these vehicles would be inserted into the blockchain engine.

**Decentralised dealership**

An example would be a 3rd party marketplace/dealership that adds 3000 vehicles in January. The aXc Ledger would hold those 3000 vehicles in the decentralised ledger. For anyone who would connect to it, this would lead to a marginal increase of 3000 vehicle availability from day 1 with zero investment on integration.

The result from the perspective of each marketplace owner is that they add vehicles (and spend the resource/invest into adding those vehicles) and they get the entire aXc database of vehicles in return. This is furthermore empowered by the fact that integration is done on regional level, and the marketplaces can be operating internationally, dramatically increasing the choice for the customer.
This would only be possible if the database is decentralised, autonomous, resilient to censorship, and not subjected to any kind of centralised, organizational and management risk.

**Disaster recovery planning**
Companies know that a sever business disruption could have long term or terminal impact on their business. A centralised database, can be at risk from several sources. It could be a natural disaster, a legal case against the owner, a technical malfunction of the server, financial problems, court rulings, or even death of owners/personnel. From this perspective even if there is a 1% risk of any of these situations occurring, it could quickly increase to significant risk taking into consideration the time that the business would not be able to trade. By having an open source, distributed ledger, the dealer would in effect have a ready-made disaster recovery plan. Companies that do not have such a plan rarely recover from such an event.

**A shared automobile database**
A shared automobile database not only supports the business to function, but it also does not belong to anyone. This means that no one would have the authority to shut it down. Something which is a core feature of a decentralised autonomous organization (DAO). This will provide a significant degree of reassurance and more added benefits to the companies.

There is a certain analogy between the development of the internet and the above model. People and organizations add content and value to the internet without thinking of its overall combined value. They do this because they know that it is unquestionable in terms of ownership and existence. It is a neutral environment which they can use to their benefit. This puts the focus on their individual value. Whereas if there was a centralised dependency, for example the internet belonged to one country, its value would have never been what it is today. The volume of its content, applications and services would have never expanded to its current level because some of the organizations would associate it with a certain amount of risk.

The aXc Ledger will be completely autonomous, opening up the service to more people in a more egalitarian way. These two core features of the projects are only possible using the decentralised aXc Ledger. It will not have a “shutdown” button and will be open source and free to access by the public.

The final essential element is the reliability and the speed of the transactions. These have been proven by existing decentralised networks.
Summary

The decentralised aXc Ledger will be completely autonomous, providing unquestionable and unique competitive advantages that build the core value of autoXchange. A centralised market could try to cut commissions to near 0%, but it will always be limited to the number of vehicles that it is able to integrate by itself. In contrast, when it is decentralised, it will be a combined effort between all of the dealerships that are connected to the market place.
autoXchange.io Marketplace

autoXchange.io is a marketplace with direct connection to the decentralised aXc Ledger.

Our Marketplace is an invariable part of the autoXchange ecosystem. It will be the first integrated application with the aXc ledger that will provide a user-friendly access to Automobile purchasers and sellers. The benefits will include financial transparency, but also to increase choice to the buyer and a unique way for sellers to research the market for current availability and increase the choice for their customers.

Decentralised database of cars
autoXchange will list all cars that are listed onto the aXc decentralised ledger. As the usage of aXc propagates within the Auto market we will see additional 3rd party applications build applications utilizing the aXc ledger. As these 3rd party market places list their available stock on to the aXc ledger the listings will also be available to everyone on the aXc ledger. Therefore, even if a dealer does not have a specific vehicle in stock they have the option to search across the aXc ledger for a suitable vehicle for their customer and trade with that 3rd party accordingly. This is a unique knowledge bank that will have a huge benefit for the seller, plus will enable improvements in data analysis and industry knowledge.

With this market, knowledge and customer service provides the seller with greater value adding opportunities and with the removal of costly and wasteful administration, will ensure that it creates a more profitable business. With this competitive market, it is essential that the sellers can provide best in class service, differentiating them from their competition.
Purchasing
autoXchange will be the first system which allows end customers and car owners to deal with each other without any fees or commission.

Existing platforms are centralised and charge substantial fees from the seller and/or the end customer. All listings and deal parameters on autoXchange will be decentralised on the blockchain, eliminating all middlemen and guaranteeing transparent execution via smart contracts.

For Car Owners autoXchange.io marketplace’s web and mobile clients will present an easy-to-use interface to add and edit their listings on the blockchain. One-click solutions for transferring current listing for other platforms will be provided for maximum ease of use and on demand information that has never been available before.

Customers will be able to browse for the best cars, using both web and mobile apps. Once they decide to place an offer, they can use the marketplace’s interface to initiate the transaction on the decentralised aXc Ledger.
The autoXchange marketplace has been designed to make the customer central to the whole process, offering industry leading user interface and experience. The zero-commission model will provide the lowest rates, possible only when end customer and car owner deal directly with each other.

Current industry practice means that the sellers and customers are beholden to market middlemen, whom take anywhere from 5-25% of the deal. Releasing autoXchange as a decentralised solution will bring this value back to the end-customer, ensuring the savings are passed to them and the slim profit margins for the sellers are increased.

Under the system, car sellers are not underselling their asset; through autoXchange, they instead eliminate a fifth of the costs that had been added by those acting on their behalf.

autoXchange empowers the consumer by providing a direct link to the car seller, and it empowers the car seller by eliminating excess costs of those who demand commission for driving business to their door.
**Lending**

The current lending arrangements are a necessary part of financing for car purchases. This takes the power from the customer and places it in with the bank or other traditional funding companies. This restricts the options for the buyer, often leading to high financial costs. However, new and more innovative P2P (peer-to-peer) invoice finance platforms have recently entered the industry.

These P2P invoice financing platforms operate in a similar manner, but at a fraction of the cost compared to the traditional car financing companies. The autoXchange funding platform will enable end customers to purchase cars by sourcing P2P loans, based on the best rates. This will increase competition and enable them to source the best deals available to them.

The business environment has become more challenging for the traditional car financing market and makes it a more favorable environment for a new fintech start-up like autoXchange. The profit margins for sellers have become tighter leading to a number of dealerships going out of business. autoXchange reduces the costs involved significantly, enabling the seller to push back against this trend and increase their profitability.

However, to operate in this industry without a deep understanding of credit and underwriting principle can result in serious financial loss for the company as well as investors. Our in-depth knowledge and expertise in the car finance industry allows us to build a P2P financing platform using credit scoring and recommendations to the autoXchange marketplace.

Using Blockchain technology we can leverage smart contract to create a cost effective and efficient solution by providing a streamlined funding solution to purchasers. Blockchain technology also provides security against fraud.
Co-ownership
With the provision of open source, secure smart contracts, it opens up the ability of owning part of an aspirational car.

At the moment, the complexity and excessive administration costs of this sort of arrangement has meant that only the very wealthiest of clients are able to enjoy this type of service. With the speed and accessibility that the autoXchange will bring, it will open up this market to a whole new client base. Also, due to the smart contract and finance options, the customer will be able to trade and upgrade, with minimal fuss and cost. Customers will be able to enjoy the freedom, excitement and exclusivity of driving the top of the range car, all through trading and buying this revolutionary cryptocurrency.
**Business model behind autoXchange.io**

Due to the advanced capabilities of blockchain technology, vehicle owners/dealers won’t pay any commissions for transactions. Our vision is to transform the current premium model of the industry to a freemium model and give back the value to purchasers and sellers. This means that everyone will be able to use the decentralised ecosystem for free. However, for additional payment, some extra features will be available on the autoXchange.io marketplace which will generate additional revenue.

For the marketplace we are considering – pure freemium model of monetization

Everyone will be able to use the platform for free (including listing vehicles) receiving 100% of the price, autoXchange will not charge any commission. But with these additional offerings, the seller can achieve better visibility if they pay a small amount of aXc for highlighting their listing, boost it up to a higher position when a user performs a search, or can upload more pictures to a listing. Additional statistics and dashboards can also be provided to vehicle owners. Paid features will not affect ratings.
and reviews. autoXchange aims to optimize trade between buyer and seller, but never compromising the cost of quality and fair trade.

By offering these high value services for free, autoXchange stimulates the circulatory demand for the native aXc token.
The system architecture of autoXchange consists of 3 layers

1) User Layer – the user interface on different platforms, starting with responsive web and then mobile clients for Apple and Android smartphones and tablets.

2) Centralised Backend Layer – The central backend to provide management tools, content management, and an easy interface to deploy data onto the blockchain.

3) Decentralised Blockchain Layer – aXc will constantly add and update all listings on the blockchain. Settlement information will be recorded, secured and executed on blockchain (the payment rules for each deal).
This layer is open-source and will remain universal and free for use by everyone. We will encourage more applications and marketplaces to develop solutions on top of the aXc ledger propogating the use of the aXc token, in addition to creating more use cases.

Current market leaders have achieved a great customer experience, constantly optimizing their web and mobile platforms. The general user has already been “educated” what to expect from marketplace apps and how to use them. We aim to keep that for our marketplace and innovate on top of it. Our platform will launch with the HTML5 website, having fluent responsive design for easy use on mobile devices via native browser. Second step is to add native application for iOS and Android mobile phones and tablets. Both will serve as front end for the end user, communicating with the common centralised and decentralised backend of autoXchange. The following architecture will allow us to add new interfaces for emerging platforms (AR/VR/Information points etc.), but only if the users benefit.

Our autoXchange.io centralised backend is based on Linux technology, and MySQL server for its operations. The autoXchange platform will be a working masterpiece of synergy between traditional and emerging new technology, with 100% user-centric ideology and foundation design that will be open source and free to the public.
autoXchange offers a number of freemium services the main purpose of which is to attract a strong user base to the platform. These free services are as follows:

- **Vehicle listings**
  - All vehicle listings are free
  - If the full car history including service, warranty and additional information is provided then the user is awarded with Premium listing status

- **Transaction free**
  - There are no transaction fees incurred on payments for the buying or selling of a vehicle

- **Commissions free**
  - No commissions are charged by autoXchange on any successful sales

autoXchange is focused on disrupting the automotive industry by focusing on TRUST & CONVENIENCE enabled by the aXc token and the aXc decentralised ledger.

autoXchange will generate significant revenue from the provision of value added services within the autoXchange ecosystem.

1) **P2P financing**

aXc token holders can lend tokens back into the market to provide peer-to-peer financing for auto loans. autoXchange will execute the smart contracts for the loan agreements using aXc and will receive a loan arrangement fee of 1.5%. Each loan provided will be legally binding and will operate within the financial regulations within each jurisdiction that we roll out the service.

2) **B2B trade services**

Whilst autoXchange is a completely open and free to use B2C & C2C marketplace. We will also provide B2B portal for registered car dealer businesses (only). This portal will provide advanced analytics (on buying and market trend data), Escrow services (proof of funds), and the ability to
offer vehicles at trade pricing to other dealers. The autoXchange B2B portal will charge a monthly subscription fee of $99 pcm.

Our basic 5 year financial summary is as follows:

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<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<tr>
<td><strong>Revenue</strong></td>
<td>£709,117.50</td>
<td>£2,946,037.50</td>
<td>£7,471,957.50</td>
<td>£15,960,577.50</td>
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<td>Year over Year Revenue Growth</td>
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<td>153.63%</td>
<td>113.61%</td>
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<td>3 Year Revenue Growth (trailing)</td>
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<td>441.76%</td>
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<tr>
<td>Year 5 Average Revenue Growth</td>
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<td></td>
<td></td>
<td></td>
<td>4203.69%</td>
</tr>
</tbody>
</table>

| **EBITDA**           | £122,094.00  | £1,562,430.00| £4,520,766.00| £10,796,862.00| £21,773,358.00|

![Graph showing revenue and operational income over 5 years]
The aXc token description

We are launching the token sale of our aXc digital token as an ERC20 token.

The aXc token is an invariable part of our ecosystem and will be the utility token that gives access to both buyers & sellers access to the decentralised aXc Ledger.

Description & Planned Usage
When you buy aXc, you unlock full service abilities of our decentralised marketplace. It will be the means that enable you to pay for vehicles using aXc in a direct transaction.

By launching its own native token and decentralizing the ledger of automobiles, autoXchange aims to solve a long-standing problem - how to make payments for Autos transparent, while retaining the speed and safety of all the processes involved. autoXchange addresses a problem that has been present for many years but has not been challenged, due to price-gouging, anti-competitive practices, and pernicious agreements that have become common place in the market.

The established online marketplaces and dealership utilize practices that enable them to make significant margins between the trade price and the end customer price. Making these fees transparent will benefit the end customer to make informed decisions. In return for working with the aXc ledger car dealers get access to decentralised database that contains details on vehicles that are available for sale and that can be traded between dealers increasing their overall sales volumes.

Until now no one has provided an end-to-end solution to make the pricing and supply of vehicles transparent. The aXc decentralised ledger provides this solution in a unique and scalable way. autoXchange.io offers a single worldwide ecosystem and marketplace with substantially lower prices, and better overall total supply that benefits customers and dealers alike.

People will be able to buy aXc tokens and appreciate their real-time application immediately, by being able to purchase real world items, alongside the token’s potential to appreciate in value. The aXc total supply is 10 billion and the token sale is limited to 3.5 billion aXc. Additionally, a team pool and reserve of 3.2 billion will be for expansion and staff retention. The remaining 3.3 billion aXc will be put will be used to build out the aXc ecosystem and for strategic partnerships.

Due to the solution being built around the customer needs, there is no need to exit the autoXchange.io marketplace to do a currency conversion. After you have purchased the tokens, you can immediately
take advantage of the savings. Trading aXc tokens will be incentivized among paying members due to the fact that using autoXchange.io’s native token will remove and additional fees or incur any commission.

Blockchain technology has the ability to provide the perfect environment for affordable, instant, safe, non-disputable transmission of information. A trusted blockchain system aimed at this market offers complete transparency and the ability to transact in crypto without ever having to convert back into Fiat currency.

Because it is a distributed ledger that constantly re-validates itself and is decentralised, information is not subject to manipulation, eliminating the need for any external authority.

However, many sectors of business have yet to embrace the advantages. The auto industry has been reluctant to incorporate cryptocurrencies directly into its online purchasing operations.

Our plan is to launch the autoXchange.io marketplace together with the decentralised aXc Ledger. The two elements provide a self-sufficient relationship and offer a 20% more competitive pricing that can easily outperform legacy business models.
Development Strategy

autoXchange has a simple, straightforward plan:

1. Issue the aXc token.

2. Complete production environment (both web based and mobile application) and launch the beta.

3. Integrate the marketplace to the aXc decentralised engine.

4. Add at least 100,000 vehicles by 2019 H2 so that our users can spend their aXc and invest on the platform.

5. Attract more dealers to list their stock as well as well as individual clients.

6. Offer unmatched pricing and services to worldwide customers.

7. Attract and reward loyalty of customers.

8. Disrupt monopolies.

9. Embrace any start-up or established applications which wish to connect to the decentralised aXc Ledger.

Key features of autoXchange’s strategy are to:

1. Introduce and incentivise a reluctant industry – to the blockchain and digital space

2. Undercut the financial, and traditional industries, to enable competitive car financing and rewards aXc holders

3. Match customer service expectations

4. Provide seamless integration to 3rd party application partners

5. Provide an investment fund to pool aXc and invest in high end vehicles.
Project Timeline & Roadmap

Q2 2018
- United Kingdom registered business
- autoXchange whitepaper released
- Community development
- autoXchange Product development begins

Q3 2018
- Marketing commences
- Partner marketing
- aXc Pre-ICO commences

Q4 2018
- aXc ICO commences November 2018
- autoXchange strategic partner program launched

Q1 2019
- autoXchange.io beta release
- launch autoXchange merchant program
- aXc hackathons globally
- aXc exchange listings

Q2 2019
- autoXchange.io released globally
- Beta release of financing marketplace in select markets
- Establish regional presence and multilingual support

Q3 2019
- aXc p2p financing on autoXchange.io released in select markets enforced by legally binding smart contracts.
- Marketing campaign for aXc propagation and aXc awareness

Q4 2019
- Target 2 million cars listed on autoXchange & aXc ledger
- autoXchange Fund 1 launch

2020
- Expansion activities in core markets
- autoXchange Fund 2 launched
Token sale and distribution

In the aXc Smart Contract Token Generation 1.6 billion aXc will be created. The majority of aXc will be sold to the public or reserved for the ecosystem/community to incentivize network growth and reward contributors. The remaining tokens will be kept in reserve by the company.

This token sale event allows contributors to participate in autoXchange token generation event and receive aXc tokens. aXc tokens will be required to transact on autoXchange.io.

Smart contract platform: Ethereum
Contract type: ERC20
Token: aXc
Token name: autoXchange Network Utility token
Total Token Supply: 1,600,000,000 aXc
1 aXc = $0.03
Projected token hard cap: $23 million
Accepted: ETH, BTC, USD
Key Date: Pre-ICO commences November 2018
Unsold or Unallocated tokens: Burned after the token sale event. No further aXc tokens generated

ICO bonus structure:
Pre-ICO = 40% Bonus token award
ICO stage 1 = 25% Bonus token award
ICO stage 2 = 10% Bonus token award
ICO stage 3 = No bonus

Smart Contract Information
The smart contract is characterized with complete pre-definition that ensures all possible scenarios are specifically programmed from the beginning until the end. This means:
The Smart contract operator does not have the ability to generate any tokens without aXc coverage
- The Smart contract operator cannot modify the price at his own will
- All exchange rates are pre-defined and cannot be modified manually
- The smart contract operator can initialize the contract, change its state and finalize it. This provides 100% predictability on the outcome of the smart contract with the only uncontrolled variable being the volume of aXc tokens sold.

- This architecture provides full transparency, predictability and oversupply protection for all participants.

The smart contract will exchange all payments into aXc per the current exchange rate and will immediately transfer it back to the address specified upon registration on autoxchange.io. The transfer will happen directly between the smart contract and the private/personal wallet of each participant.

**Token Distribution**

55% token sale.
20% Ecosystem & Community
10% Team wallet - locked for two years
10% Reserve wallet
2% Bounty wallet
2% Advisory wallet
1% Partner wallet

**Funds Allocation**

35% Development
15% Direct Sales
10% Channel Sales
30% Marketing
5% Legals
5% Administration
**What is KYC and why is it needed?**
COMPANY WILL EXECUTE POST FACT KYC PROCESS.

The primary objective of token sale registration is to enforce a mandatory Know-Your-Customer (KYC) check to prevent identity theft, terrorist financing, money laundering, and financial fraud. It also allows our team to understand our token holders better and manage risks prudently. At autoXchange we take social responsibility very seriously, thus, we believe that it is important to play our part in combating money laundering and terrorism financing. That is why we have benchmarked ourselves to the same KYC standards typically adopted by banks and financial institutions globally. The due diligence process will include screening against international sanction/terrorist lists, politically exposed persons and people with adverse reputation. Risk assessment and onboarding outcome will be performed and determined through the use of a proprietary software. The KYC process is comprised of two parts, in the following order:

1. Automated. Your details, as provided by you, will be checked against public sanctions and alert lists.
2. Manual. If the automated step is successful, we will manually verify that the information provided matches the identification document photos submitted by you.

**Are aXc Tokens Securities?**
No, aXc tokens are not and are not intended to be securities, financial instruments, or investment products of any kind. For example, with purposes of financial regulation in the European Union a “security” is often defined with a reference to “transferable security” within the meaning of the EU Directive on markets in financial instruments (MiFID) [1]. According to MiFID, “transferable securities” means those classes of securities which are negotiable on the capital market, with an exception of instruments of payment, such as:

A. shares in companies and other securities equivalent to shares in companies, partnerships or other entities, and depositary receipts in respect of shares.

B. bonds or other forms of securitized debt, including depositary receipts in respect of such securities.

C. any other securities giving the right to acquire or sell any such transferable securities or giving rise to a cash settlement determined by reference to transferable securities, currencies, interest rates or yields, commodities or other indices or measures.
aXc does not qualify as “transferable security” for the above purposes. aXc is as a utility token and the aim of the aXc token is to make it possible for people to buy with other crypto or FIAT currency.
Industry Trends

So far, the automotive community seems to be excited about blockchain evolution. Some promising new cooperation possibilities and ventures have arisen, and they rush to provide various solutions to the market. It is not a product phase yet, but rather proofs of concept.

For example, Volkswagen Financial Services (VWFS), coupled with several partners, is developing CarPass in an effort to centralize all information about a car to a shared immutable and transparent database, immune to fraud or falsification. Telemetry and sensor data introduce all manner of possibility in what could be registered on such a ledger.

Toyota has also announced a plan to use blockchain to amass driving data which will help them to develop driverless cars. The Japanese manufacturer is working on developing applications and proofs of concept for three areas of the new mobility ecosystem: driving/testing data sharing, car/ride share transactions, and usage-based insurance.

Other major automakers, including Porsche, Daimler, and Renault, have also taken steps to investigate or integrate blockchain technology. For instance, in April 2017, Porsche launched a competition inviting blockchain start-ups to suggest how blockchain technology could be applied to its business. According to Frost & Sullivan, participants in the automotive sector are expected to spend approximately 0.6% of their total IT spend on blockchain technology by 2025. Ranging from supply chain management to leasing, a variety of automotive industry verticals have been identified, where blockchain has the potential to be a disruptor. The industry is, therefore, beginning to build momentum to experience blockchain penetration outside of an R&D or a lab setting.
Ready to Move Forward, Together.

No other company in autoXchange’s comparable sectors - can do everything autoXchange does, which uniquely positions our products and services across the spectrum.

Qualified personnel fill every role needed to expand the technical, administrative, and commercial aspects of this project. This experienced team is ready to move autoXchange forward.

Perhaps most importantly, autoXchange disrupts a highly value industry completely changing the business model for everyone and delivering value every step of the way. With your participation and support, we can make autoXchange the new standard for transactions, financing, and investing in the used car market.

To learn more please visit autoXchange.io token sale.

autoXchange is the future.

Be part of that future now!