

Whitepaper
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www.sitexpay.com



SITEX

EVOLUTION OF PAYMENTS
WELCOME TO NEW ERA



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1. INTRODUCTION

The purpose of this document is to provide information on the SITEX project. Particularly, the achievement of the tasks assigned to the SITEX team, the business model, the competitive advantages, the team and the roadmap leading to the first **Minimum Viable Product (MVP)**. More detailed technical description of the underlying architecture and API will be provided later.

The SITEX project originated after a disappointment based on personal experience gained from using the solutions existing in the crypto payment market in our days and determined desire to create a better platform that will meet all today's and tomorrow's criteria. The formation of the team and the transformation the initial concept into a full presentation has begun since the inception of the idea. This idea is oriented for investors and partners who see the potential of this project and just as we will be firmly convinced of its successful realization. We believe that only together and with joint efforts we will convince people that using crypto currency is not only convenient, but also affordable.

The current version of the white paper was drawn up on June 25, 2018. We recommend you to periodically monitoring updates on our website and other media channels to receive new information and revised versions.



2. THE CRYPTO CURRENCY MARKET

In recent years, **e-commerce is developing quickly**. Most people **from paper money switch to electronic money**. At the moment, a huge number of various payment systems have already been created, the favorites of which are both ordinary consumers and large investors on the Internet...

However, on the electronic money payment systems, the Internet world has not stopped. In January 2009, Satoshi Nakamoto presented the first version of the bitcoin-wallet to the public, and organized the launch of the system. In 2014, the project was launched, which accelerated the market capitalization. **According to Coinmarketcap its value was 17.7 billion by the beginning of 2017, and grew by more than 2000%**. Consequently, by the end of the year the value of all crypto assets amounted 440 billion dollars.

Total Market Capitalization



Such rapid rates justify the proposal that the Crypto currency is the future of the financial system and also will allow to change the world and erase payment borders among the countries.

We are confident that soon cryptocurrencies will become an indispensable attribute of the future.



3.1. EASY TO BUY, DIFFICULT TO USE.

In just 10 years of the development of the crypto industry, the number of crypto wallets reached **40 million**, and their capitalization to **440 billion US dollars** and continues to grow. The before mentioned facts proves the revolutionary nature and technological advantages of blockchain technology. But despite this, one area remains almost completely undeveloped - these are digital payments between buyers and sellers of material services. This is due to the fact that over the given period of time, a lot of decisions have been made to buy and store crypto currency, but there are few opportunities to use it. As a result, in comparison with e-commerce, the speed of penetration of crypto currency into daily payments remains small. This situation is due to a number of reasons:

- 1) Lack of ability to pay by crypto currency in online stores, as there are only a small number of stores accepting crypto currency and a large number of stores that are alarmed by this method of payment.
- 2) The impossibility of making easy payments for goods and services as it is in Visa/Master card.
- 3) The fundamental impossibility of conducting instant transactions at the time of the deal, since the transaction time in crypto-currencies is from 5 to 10 minutes.
- 4) Absence of a platform that would unite in itself a number of existing solutions for committing mutually beneficial dealings between the consumer and the seller.

As a consequence, the buyer loses his precious time and assets for switching to fiat money, and the seller pays for the product's time of idle period that is in anticipation of his buyer. This suggests that the **market lacks a universal platform** ready to solve all these tasks. Thus, the SITEX team was formed and the SITEX platform of the same name was created especially for solving these problems.



3.2. SOLUTION

The goal of SITEX is to achieve a new level of convenience in everyday purchases for the crypto community. Particularly, allowing buyers to find and purchase the goods and services they need being confident in the sellers, obtaining a guarantee of the purchase from SITEX, and using the preferred crypto currency when purchasing them. We strive for cooperation with trading companies by connecting via API with trading company servers to collect the required information upon request. In return we are giving them a way of directly obtaining the fiat money in case of impossibility to accept crypto currency, by providing deposit accounts (more in details in para. 5.4.2.). There by SITEX solves the problem of instant transfer and confirmation of payment.

3.3. SITEX-EVOLUTION OF PAYMENT. WELCOME TO NEW ERA.

The quick development of the crypto industry showed that a number of existing payment solutions do not correspond to demand, and in some cases, inhibit the market of crypto currency, not allowing to expand its use geography.

SITEX platform is an evolutionary step in the sphere of payments with innovative advantages of blockchain technology. Our platform will allow buyers to find goods and services through the SITEX search system and immediately pay in a crypto currency. This will allow them not to waste their valuable time and assets, as well as to be confident in protecting their rights. At the same time, we provide sellers with the possibility of safe, convenient receipt of funds in various currencies (crypto currency, fiat currency) and a new clientele in the rapidly developing crypto industry. **The SITEX team** strives to create a better platform that will meet all the criteria of today and tomorrow and will attract a huge number of new users, thereby expanding the geography of using crypto currency.

The SITEX platform will give the buyer the same convenience in the search for goods and services, as well as the protection of his interests, which he was used to during normal online purchases. We will act as an intermediary, resolving conflicts (if there is any) between the seller and the buyer, giving the possibility of reimbursement of funds, reducing the risks of fraud by recording the transactions on blockchain. SITEX will use the features of the crypto currency, provide the ability to conduct fast transactions with **0% commission** for users, while charging only low commissions with conversion, thereby, reducing the obstacles to international transactions. Consequently, there will be favorable conditions for the development of the crypto industry. In a word, we are striving to create a payment and search API for integration with trading platforms, which would become a crypto analogue of eBay and Paypal.



This platform functionality is not limited on this. It already provides the creation of a **unique product** (based on simple mechanisms) in the world of crypto payments, which will benefit to all crypto community and whole world. We want to offer the world the opportunity to become our supporters (coin holders) with many advantages and together to enter a new era of the crypto industry. Simultaneously with the SITEX platform, we issue our own SITEX coin.

In essence, the **SITEX coin** will be both the contribution of our supporters to the platform, and the transaction coin that buyers can use on the SITEX platform along with other major coins. Moreover, SITEX coins will give the holder the right to profit from activities related to SITEX and its affiliated projects.

SITEX is an ambitious project that aims to create a universal software platform from scratch for the crypto industry, bringing tangible economic returns in the form of increasing the cost of coins to its supporters; also to the community of buyers and sellers, which causes the platform to grow in the form of increasing the number of users. We are sure that the crypto-currencies have already become something much more than just a subject for speculation. The crypto currency will occupy the minds and wallets of consumers. This determining factor will change the way of use of the crypto currency by buyers and sellers, and the SITEX platform will become a link that can be trusted between them.

The presale is conducted before the coins release to the stock exchange with the purpose of raising the capital for further platform development and promotion. These funds will become a resource for achieving our common goal, specifically, making an evolutionary leap in payments sphere through crypto-currencies, financing the development and releasing of a working product, marketing expenses, incentive schemes to attract trading companies and expand the team. What we have achieved at the moment is the result of the work of a versatile and highly qualified team focused on our ambitious roadmap. At this stage we need your support and your trust, where each of your contributions will be a kind of brick in the development of the crypto industry and will be fully justified.



4. WIN-WIN STRATEGY

We believe that sphere of payments is one of directions that should be developed for the profitable use of crypto currency. Particularly, the multilateral platform will give the principle of network marketing. The more sellers accept payments using crypto currency, the more clients use crypto currency as a payment. The SITEX platform will create benefits for three major interested parties: buyers, sellers and our first supporters who have invested in coins.



For buyers: SITEX by providing full protection of payment for purchases and acting as an intermediary for all transactions will enable us to search for products and services among trusted trading platforms and their subsequent payment in the crypto currency. Our goal is to become one of the best choice for buyers through a zero commission for using our payment system and a minimum commission for currency conversion. Additionally, the user will have many functions within the SITEX platform: exchange, international transfers, exchange of crypto-currency between participants, Partner to Partner (P2P) credit system. These actions will allow buyers to spend accumulated crypto means in a large number of outlets. Further it will stimulate the variety of offers and the growth of the market. In the future, users will be able to pay at the traditional sales points with the help of SITEX application, by virtue of the creation of a worldwide network of terminals for sellers accepting crypto currency.



For sellers: SITEX will provide sellers accepting both the Crypto-currency and the Fiat Funds with a way to expand the client base and increase sales revenue by attracting the untapped market of holders of crypto-currencies, which has accumulated a large amount of funds that continues to grow. Especially, in comparison with a limited number of outlets, in which they can be spent. Sellers who accept only fiat money will be placed deposits for a certain amount, thereby solving the fundamental problem of instant payment and also effectively protecting the seller from crypto volatility and guaranteeing the amount received for the purchase. Moreover, we eliminate the usual risks associated with traditional methods of payment, eliminating the possibility of making return payments and fraud with the theft of credit cards.



For investor: SITEX strive to create a real value platform that brings real benefits to an investor with an operating business model that stands above ordinary coins speculation. On SITEX platform the SITEX coin will be used as accepted on a par with other crypto-currencies, while enjoying advantages in the form of a zero commission for payment.



5. SITEX PLATFORM

The **SITEX platform** is a range of advanced payment solutions that allows its user to perform a number of different tasks on the same platform not wasting his assets and time, and the seller to accept any currency that is preferable to him (crypto currency or fiat currency). Additionally, it is a great opportunity to attract new customers. We strive to develop and deploy our solution as one of the best on the market. SITEX - offers a unique set of functions on one platform such as:

- 1) SITEX SEARCH
- 2) Multicurrency wallet SITEX
- 3) Payment for online purchases in the crypto currency
- 4) Guarantee of online payments
- 5) Possibility of placing goods on the SITEX platform for private sellers
- 6) Creating virtual terminals for payment acceptance

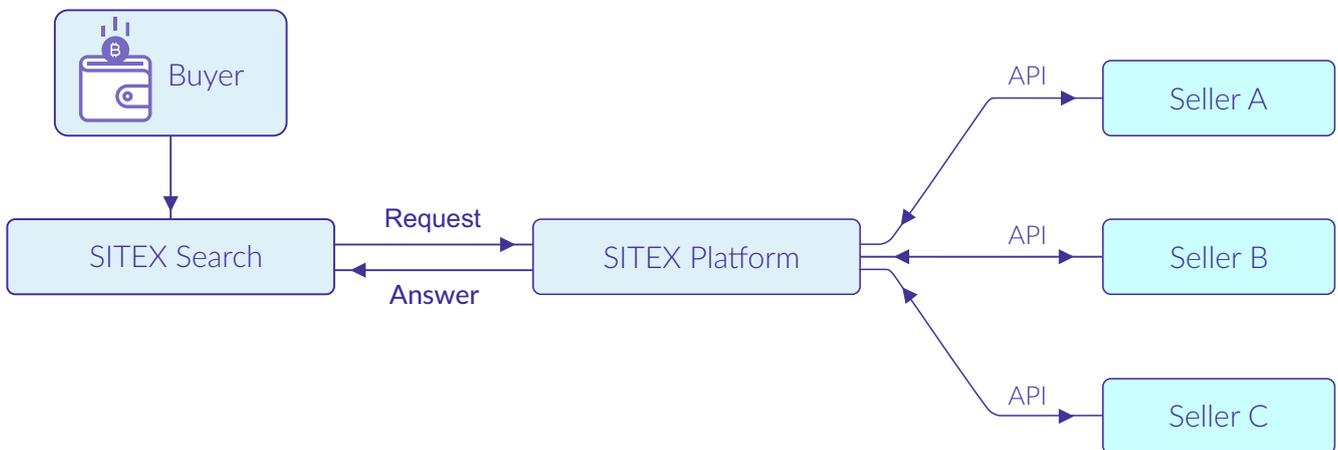




5.1. SITEX SEARCH

SITEX SEARCH is a decentralized search system that allows the user to find and order the goods and services he needs all over the world. SITEX SEARCH is a decentralized system, since the search will take place through the gateway API between SITEX and large trading platforms. The SITEX platform will be open to sellers, allowing them to connect their stores by API. Primarily SITEX SEARCH will display trusted trading platforms with which agreements on mutually beneficial cooperation have been reached, but reserve the right to determine the trust rating.

SITEX Search Scheme





EXAMPLE: you need to buy an air ticket, you drive an air ticket, select a date and class, SITEX SEARCH will give you all possible variations of tickets and instantly reflect the cost in the crypto currency you prefer. After you have confirmed your choice, you fill out the form, and confirm payment. The payment will be made from your personal wallet within the SITEX platform.


PERSONAL ▾
CALL CENTRE: +372 668 2479  EN ▾

 FLIGHTS

New York, NY (Any) - Shenzhen (SZX)
1 adult | Economy
◀ Sat, Nov 25 ▶ ◀ Sat, Dec 2 ▶

● Roundtrip ● One way ● Multi city

From

New York, NY (Any)
↔
Shenzhen Bao'an International (SZX)

Add nearby airports
 Add nearby airports

Depart

11/25/17
12/2/17

Cabin Class & Travelers

1 adult, Economy
▾

Non-stop flights only

SEARCH FLIGHTS

Show whole month
Additional bag fees may apply

Stops

- Non-stop
None
- 1-stop
BTC 0.08675
- 2+stops
BTC 0.08387

Departure times

Outbound
12:00 AM - 11:59 PM

Return
12:00 AM - 11:59 PM

Trip duration

19 hours - 66 hours

Airlines

Select All | Clear All

- oneworld (none)
- Air China
BTC 0.08875
- Asiana Airlines
BTC 0.34
- China Eastern
BTC 0.08387
- China Southern
BTC 0.29175

474 results sorted by Cheapest

Sort by BTC ▾
Sort by Cheapest first ▾

| Best | Cheapest | Fastest |
|--|---|--|
| BTC 0.0905 (\$720) 19h 23m (average) | BTC 0.08387 (\$694) 27h 45m (average) | BTC 0.14112 (\$1126) 18h 53m (average) |

| | | |
|---|---|---|
|  <p>1:55 PM EWR</p> <p>19h 50m 1 stop PEK</p> <p>10:45 PM⁺¹ SZX</p> |  <p>9:25 PM SZX</p> <p>42h 05m 2 stops YIC, PEK</p> <p>11:55 PM⁺¹ JFK</p> | <p>3 deals from BTC 0.08875 (\$710)</p> <div style="background-color: #ff9900; color: white; padding: 5px; display: inline-block;">SELECT</div> |
|  <p>1:40 PM JFK</p> <p>21h 35m 1 stop FOC</p> <p>12:15 AM⁺² SZX</p> |  <p>6:45 PM SZX</p> <p>53h 55m 2 stops SHA, FOC</p> <p>11:40 AM⁺² JFK</p> | <p>8 deals from BTC 0.08875 (\$710)</p> <div style="background-color: #ff9900; color: white; padding: 5px; display: inline-block;">SELECT</div> |
|  <p>3:25 PM JFK</p> <p>19h 50m 1 stop SHA</p> <p>6:30 PM⁺² SZX</p> |  <p>1:30 PM SZX</p> <p>21h 30m 1 stop SHA</p> <p>10:00 PM JFK</p> | <p>3 deals from BTC 0.08885 (\$770)</p> <div style="background-color: #ff9900; color: white; padding: 5px; display: inline-block;">SELECT</div> |

SITEX

9

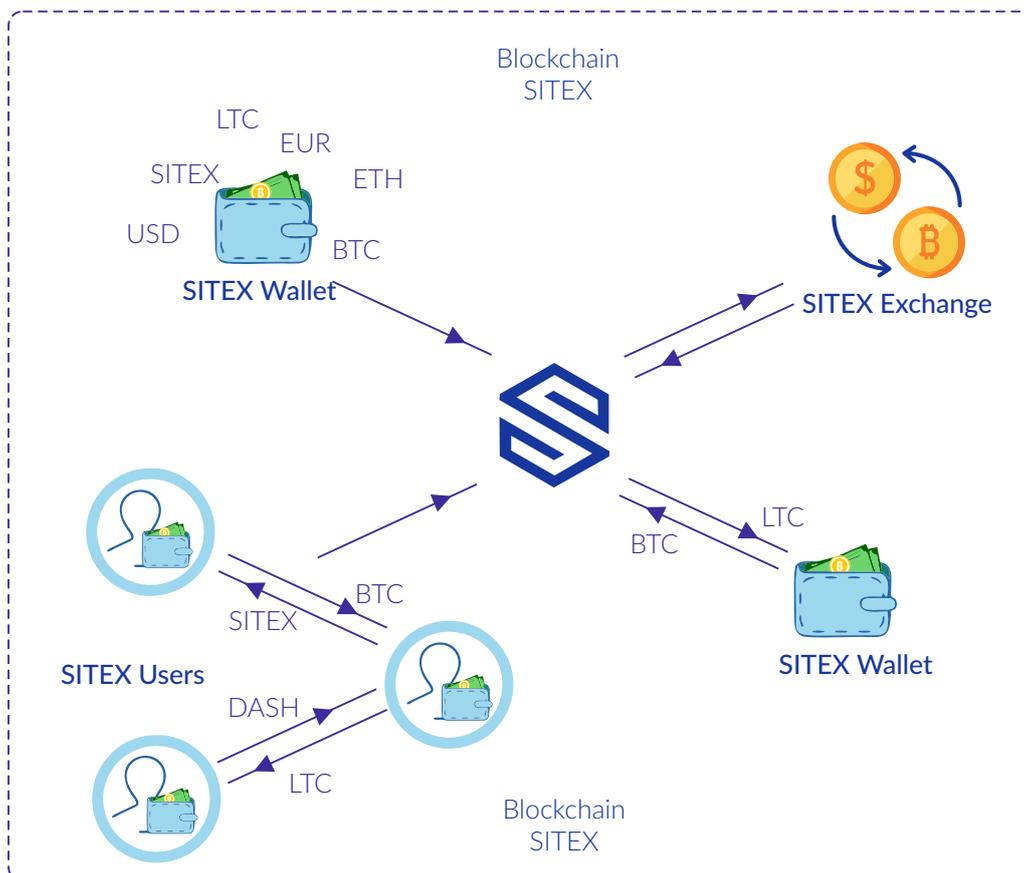


5.2. MULTICURRENCY WALLET SITEX

SITEX wallet unlike its analogues, has a wide range of features, allowing the user to perform various actions without going from wallet to wallet to commit these actions along with losing their assets on commissions. SITEX wallet is the only way of payments inside the platform.

Wallet functions:

- 1) The ability to maintain and store most of the Crypto-currency. SITEX wallet by default will support most crypto-currencies, including Bitcoin, Dash, Litecoin, Ethereum ,SITEX. SITEX for all functions related to payment and including fiat currencies.
- 2) The possibility of buying various crypto currencies from the SITEX wallet at the expense of fiat means or other crypto currency, which the wallet owner will prefer, as well as the possibility of selling crypto currency. (SITEX platform will purchase and sell crypto currency directly by analyzing several exchanges and choosing the best rate)
- 3) Online transactions between the owners of wallets inside the SITEX (at 0% rate). As well as the possibility to send to a settlement account with auto-conversion into a fiat money.
- 4) Ability to exchange crypto currency between users. Users of wallets will be able to make transactions among themselves by barter.





Anyone who can access the Internet can create the SITEX wallet.



To open a wallet, you need to complete the registration procedure. In this procedure you need to enter your mail address as a login or a personal account and identification information at will, if you want to restore access in case of losing your login or password.

SITEX WALLET is a secure platform, access to which is carried out according to all banking security standards.

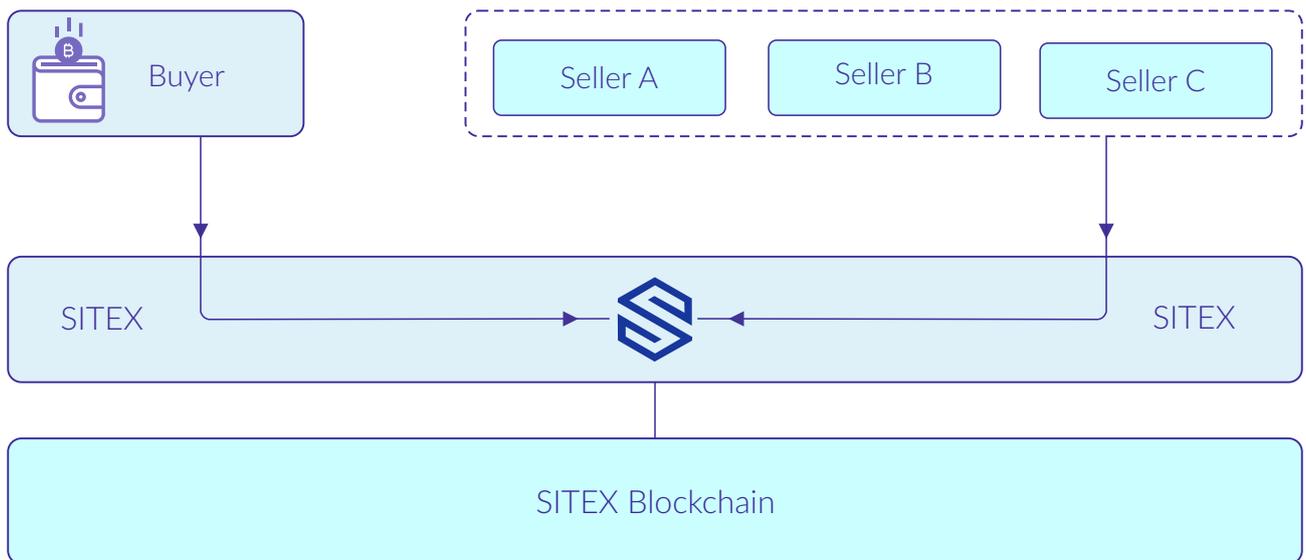
All transactions inside the platform will also be recorded on blockchain to fix the information about the transactions.



5.3. PAYMENT FOR ONLINE PURCHASES BY CRYPTO CURRENCY

User can pay through the SITEX platform in any preferred crypto currency after he has found the needed product or service, and the seller will receive any currency they prefer (crypto currency or fiat currency). Deposit accounts will be delivered to trading floors (shops, companies) to make instant payments. Conversion from crypto currency into fiat currency is carried out in real time at the best market rate and is added to the pool.

SITEX combines the **speed and security of crypto payments** with the protection of buyers inherent in traditional payment systems, as well as all the advantages of the impossibility of fraud in carrying out crypto payments (no stolen cards, refunds or hacked accounts).





5.4. GUARANTEE OF ONLINE PAYMENTS

Guarantee of online payments from SITEX is one of the solutions for the payment system that will allow developing the online shopping market in the crypto industry. **SITEX offers several unique functions:**

- reliable protection of the buyer and minimization of risks for both sellers and buyers
- payment in the preferable for the buyer crypto currency, receiving by the seller of means in any currency preferred to him (fiat currency, crypto currency)
- deposit accounts for large trading platforms

If you pay through the SITEX platform, in the event of a problem you are covered by the **SITEX Buyer Protection Program**. If the goods are not received or do not correspond to the description, we will help you to get a full refund of value. In case of disputes, the SITEX platform will act as a kind of platform for a safe discussion of the problem, so that the seller and the buyer can independently resolve the conflict through dialogue. At the same time allowing to join a trusted intermediary as an arbitrator. In case of non-resolution of issues within 7 days (from the day of discussion), the SITEX Resolving Center will act as a mediator and ensures that the final decision (return or release of payment) will be made by an impartial third party between the buyer and the seller. **The guarantee from SITEX** is a set of principles that we intend to fully comply with:

Buyer Protection - During payment confirmation, the paid amount is held in the seller's account within the SITEX platform and frozen until the transaction is confirmed by the mediator. SITEX takes on the resolution of disputes and minimization of risks, protecting the buyer and guaranteeing him the possibility of a refund in the event of problems with the purchase.

Protection from the volatility of the crypto currency for sellers - SITEX provides transparent preliminary exchange rates. Conversion from crypto currency into fiat currency is carried out in real time at the best market rate and is added to the pool. Blocking this amount and guaranteeing its freezing after conversion, we ensure that the seller receives the exact amount requested by him, without any restrictions related to the volatility of crypto market.

Zero or low commissions - We provide 0% commission to sellers, if they accept payment directly in the crypto currency, and a lower commission compared to other electronic trading platforms - 1% of the transaction amount. The connection to a variety of exchange services and intelligent analytics provides buyers who make payments with the lowest possible commissions.

Protection of consumers' rights from SITEX applies to goods for both trusted stores with which agreements have been concluded and unverified stores that have connected themselves through the API.

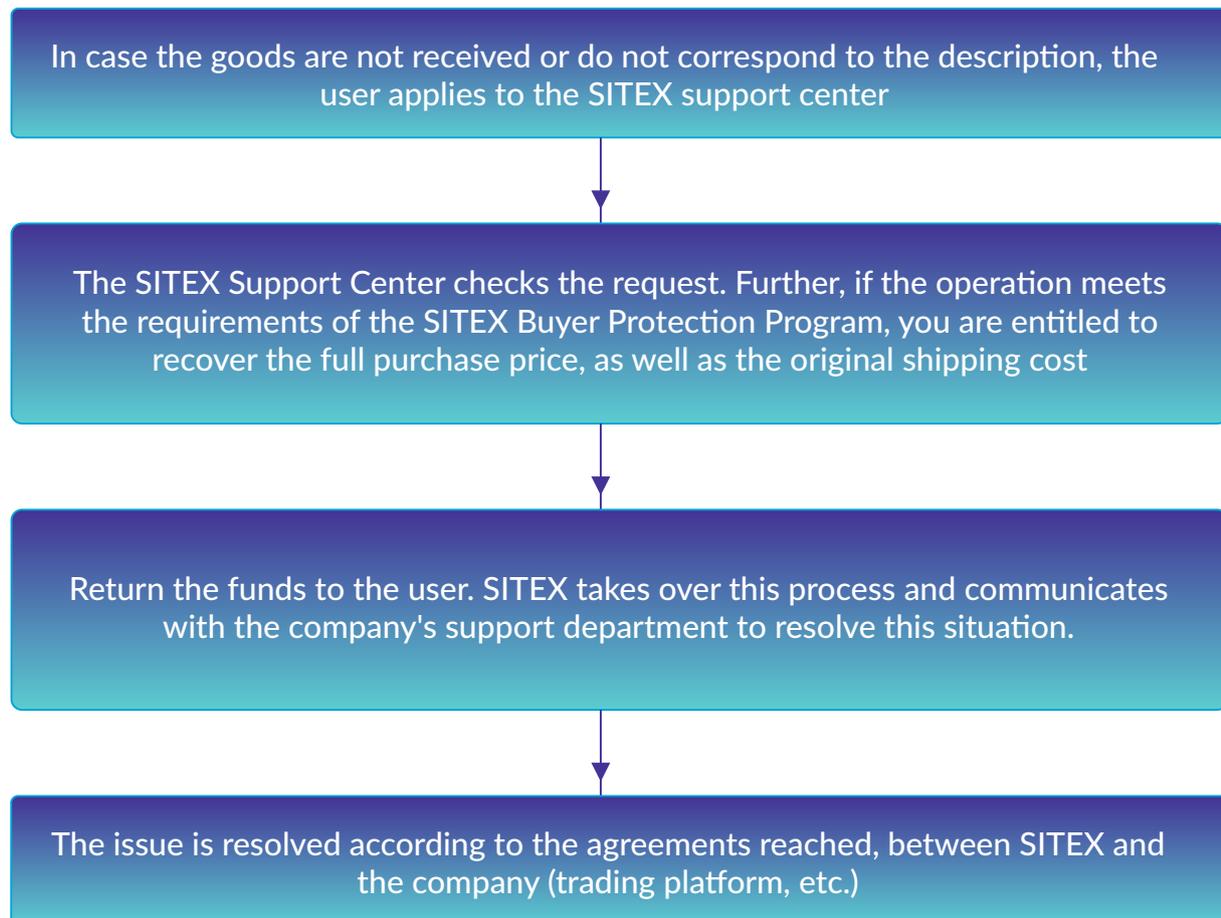


5.4.1. MECHANISMS OF ONLINE PAYMENT GUARANTEE

SITEX Search - provides all possible options for the requested goods. Since the SITEX platform will be open to sellers, allowing them to connect their stores by API, SITEX SEARCH will firstly show proven trading platforms with which agreements on cooperation have been reached.

Interaction with major trading companies

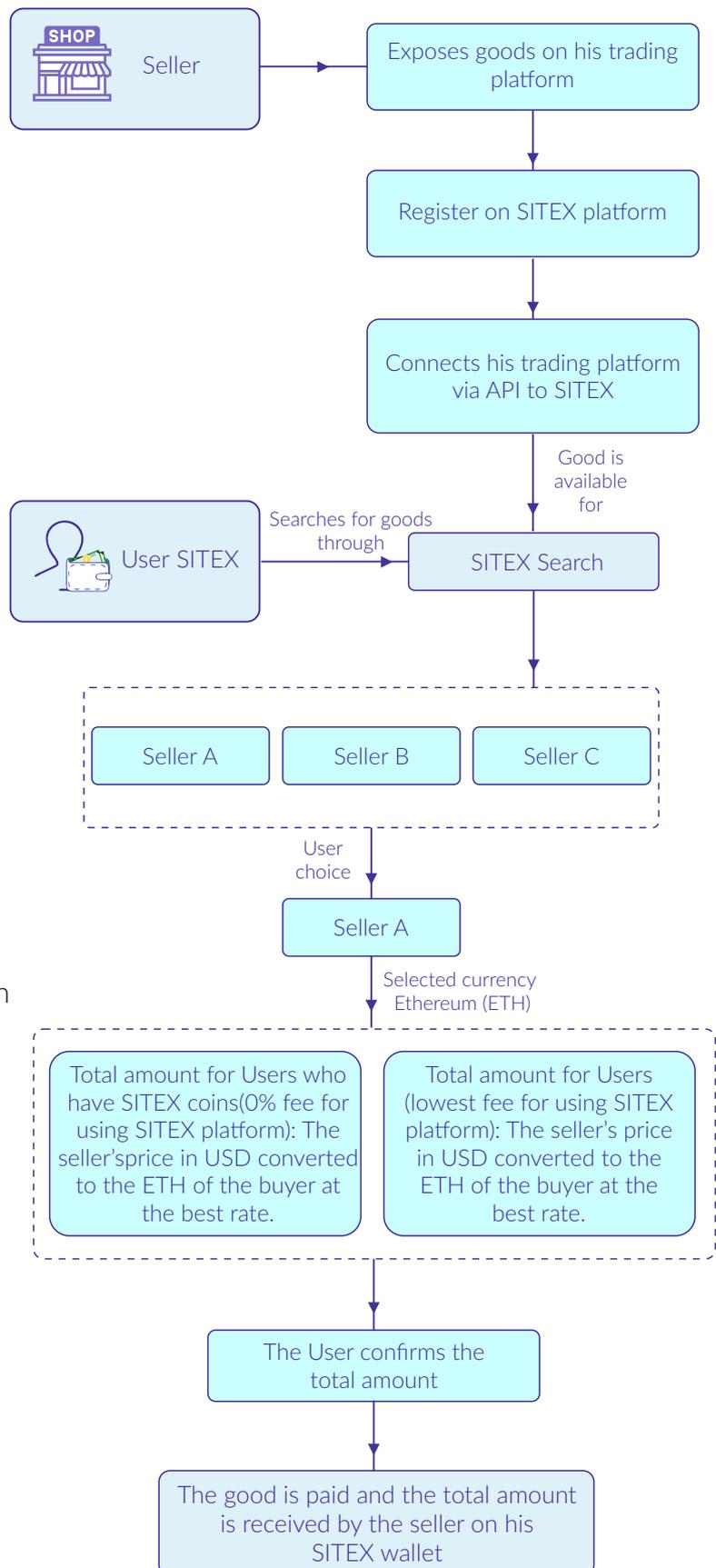
Major stores (trading platforms, etc.) with which agreements were reached will be given deposits for the commission and instant confirmation of payment. Depending on the agreements reached, each side assumes obligations to implement them.





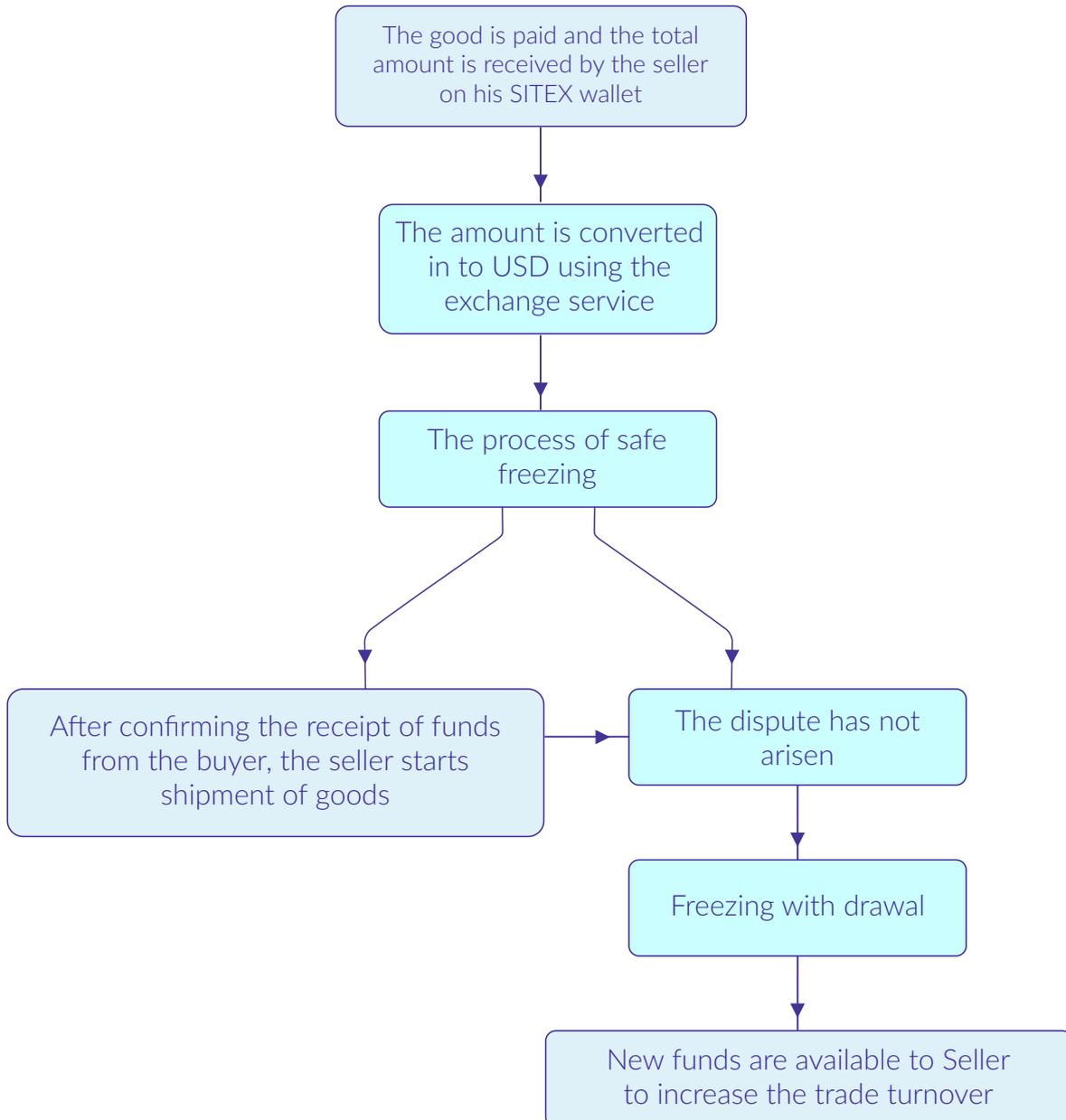
Interaction with the stores that themselves connected to the SITEX platform.

- The seller (A) exposes goods on his/her platform. He/she plans to sell these goods at a specific cost and to receive money in his local currency.
- Since the seller wants to attract new buyers from the crypto industry, first of all he passes a certain registration procedure, and pays an entrance fee by SITEX coins equivalent to 15 US dollars (for more details see item 5.5).
- Then the seller connects via the API to the SITEX platform in order to make his goods to be accessible in the "SITEX Search" system. Through "SITEX Search" system the buyer can choose the A seller's goods as the most profitable offer on the market.
- As the main cryptocurrency on the platform, the buyer can use one of his cryptocurrencies in the SITEX wallet (for example: Bitcoin, Ethereum, SITEX, etc.). If it is necessary, he can pay for the goods by any other cryptocurrency available to him.
- The buyer will see a description of the final amount (in the selected cryptocurrency) for payment and a commission for conversion (from crypto funds to fiat ones). The description is completely transparent and is updated every two minutes.
- After the payment is made, the amount is sent to SITEX. Our SITEX system converts the amount in the crypto currency into a fiat currency and keeps it in the SITEX seller's account until it is released to the seller. The specific length and amount of freezing will depend on the seller's rating, based on the history of his actions on the platform.





- The seller receives a notification of the incoming purchase and sees that the amount is sent by the buyer and is already on the seller's account waiting for release. If this is a trusted seller with a high trust rating, 70% means of the purchase will be available almost immediately. If the seller is a platform new user without any preliminary history, the freeze period can be several days. As the seller reaches the dynamics of successful transactions, its efficiency rating increases, thereby reducing the amount and period of freezing funds. The seller cannot withdraw the entire amount from his personal wallet until all transactions are completed successfully, which protects the buyer from sellers who have only registered.





5.4.2. DEPOSIT ACCOUNTS

Deposit accounts are fiat funds that will be placed on settlement accounts of large companies that are popular in online purchases. This approach will help to attract large companies in attracting a new audience, and the amounts provided will be available for use within the framework of the agreements reached. Thus, deposit accounts are a solution for sellers, who are alarmed by the method of payment in the crypto currency, or their legislation prohibits taking crypto currency as a means of payment. During the time of payment through the SITEX platform, this amount will be debited from the current account of these companies. When the limit is reached, SITEX will periodically update deposits for companies.

The chosen strategy will be a kind of impulse for attracting the broad masses to use the SITEX platform.

5.5. POSSIBILITY OF PLACING GOODS ON THE SITEX SITE FOR PRIVATE SELLERS

SITEX will allow stores to connect by API to implement their products through SITEX. Becoming a full participant in the SITEX platform is easy, the seller only has to:

- 1) At the time of registration indicate that it is the store
- 2) Fill in the identification data
- 3) Pay the entrance fee through the wallet by purchasing SITEX coins for an amount equivalent to \$15
- 4) Wait for the moderation procedure, which will take 3 days
- 5) Specify in which currency he wants to accept payment

The seller can sell their products through SITEX.

The platform is accessible to all

In the future, we plan on the basis of the SITEX platform to create a platform for private users, where they will be able to sell their goods like in ebay. Thus, giving an additional impetus to involving a large number of people who will use the crypto currency.

5.6. VIRTUAL TERMINALS

Opportunities for offline payment of services

The mobile application is the fastest and easiest solution for SITEX users to make offline purchases. The advantage of this application will be that:

- A) The owners of this application - consumers will be able to pay for goods and services by crypto currency and by all available means
- B) Offline points with this application will be able to accept payments from a new audience, thereby expanding the coverage of the market.
- C) The transaction report will be available to the buyer and seller
- D) For offline points a loyalty system will be available

This application will be available in the android and ios platform, with the ability to pay in a non-contact way (NFC system) or QR-code. All information will be stored in the wallet journal of the client and the seller.



6. COIN

You can use the SITEX coin on the platform by spending them on purchases from trading companies; or you can sell coins privately on the exchange; or hold coins to take advantages of the SITEX platform and grow your assets in the future. The SITEX coin is part of business model on the SITEX platform, which will serve as an impetus for its growth and increased demand in the market.

What is the business model of the SITEX coin? SITEX-platform has huge functional capabilities, where the SITEX coin is its key component.

- 1) The holder of the SITEX coin gets advantages on the platform in the form of zero % for various operations including purchases, coin barter exchanges, transactions between users and so on.
- 2) Trading platforms that connect via API to the SITEX platform to increase their sales will have to pay a fee in form of SITEX coins in order to be able to sell their products through our platform.
- 3) Platform which will be created on the principle of eBay, will be available to independent sellers in case of payment of the fee by SITEX coins.

Thus, the SITEX coin will be in demand not only among users, but also among trading platforms and independent sellers. The more SITEX is used, the higher value of the SITEX coin and greater the potential market cost of the coin.



6.2. ADDITIONAL ADVANTAGES

All token holders having 3000 or more SITEX coins will have the right to receive an additional bonus in the form of 20% of the profit from the SITEX-Terminal project, which will be implemented in Southeast Asia. Thus, investors who have 3000 or more SITEX coins will receive a reward from two projects SITEX-Platform and SITEX-Terminal.

Payments will be made quarterly to the personal wallets of the SITEX coin holders on the SITEX platform. The process of receiving additional reward: the holder must transfer SITEX to his wallet in SITEX before the beginning of each quarter; the mandatory condition is to have 3000 SITEX coins or more, the system will distribute 20% of the profit from the SITEX-Terminal project only to users having the above mentioned number of coins.

For example, only 30% of the coin holders have 3000 SITEX coins or more, and the profit of this project for the reporting year was about 25 million US dollars, then 5 million US dollars will be distributed among 30% of the SITEX coin holders.



7. WHAT IS THE SITEX TERMINAL PROJECT AND WHAT IS IT FOR?

Our first priority is to develop the crypto industry. Expanding the geography of its use and attracting a huge number of users, we create a bridge between the west and the east, uniting the worlds, opening the crypto industry for more than **600,000,000 people** in Southeast Asia.

Based on the SITEX project, for the generation of additional funds, **the SITEX terminal project** will be implemented. The project will be distributed throughout Southeast Asia. The implementation of this project will accelerate the development of the crypto industry in Southeast Asia, as well as bring additional profit to our depositors. Further, investors' contributions will begin to be justified within six months of the launch of this project. The collected funds will serve as an internal source of financing for the globalization of the SITEX project.

For example, we want to provide you data on the profitability of Qiwi plc. Company engaged in the terminal system in the countries of the Commonwealth of Independent States (CIS). It includes 11 countries of the former USSR and the population of the region contributes 282 million people with an average salary of 346 US dollars. This region is characterized by great competition of these systems and not a high population density. At the same time the total income of Qiwi plc. according to Investing.com for 2016 amounted to 306,195,000 US dollars, and net profit amounted to 42,367,250 US dollars, at operational margin of 17.47%.

QIWI INCOME STATEMENT

| | Trailing Twelve Month |
|----------------------|-----------------------|
| Gross margin | 52.65% |
| Operating margin | 17.47% |
| Net Profit margin | 13.11% |
| Return on Investment | 11.76% |

| Period Ending: | Dec 31, 2016 | Dec 31, 2015 | Dec 31, 2014 | Dec 31, 2013 |
|------------------|--------------|--------------|--------------|--------------|
| Total Revenue | 306.195 | 303.415 | 252.058 | 199.781 |
| Gross Profit | 158.132 | 154.499 | 127.506 | 90.241 |
| Operating Income | 70.67 | 73.397 | 68.250 | 43.184 |
| Net Income | 42.36 | 88.83 | 86.03 | 32.07 |

Million dollars USA

By this example, we want to show high perspective and profitability for SITEX terminals in South-East Asia, with a higher population density and income level of 2.5 times.



Branded SITEX terminal is a device for accepting payments for various services:

- 1) Pay for the services of mobile operators (replenishment of balance), Internet providers and so on.
- 2) Replenishment of various electronic wallets.
- 3) Pay for utilities, cable TV and so on.
- 4) Possibility of creating electronic wallets on SITEX and their replenishment.

Southeast-Asia

SITEX Terminals have other functionalities. In fact, the apparatus can carry out any operations in the financial sphere.

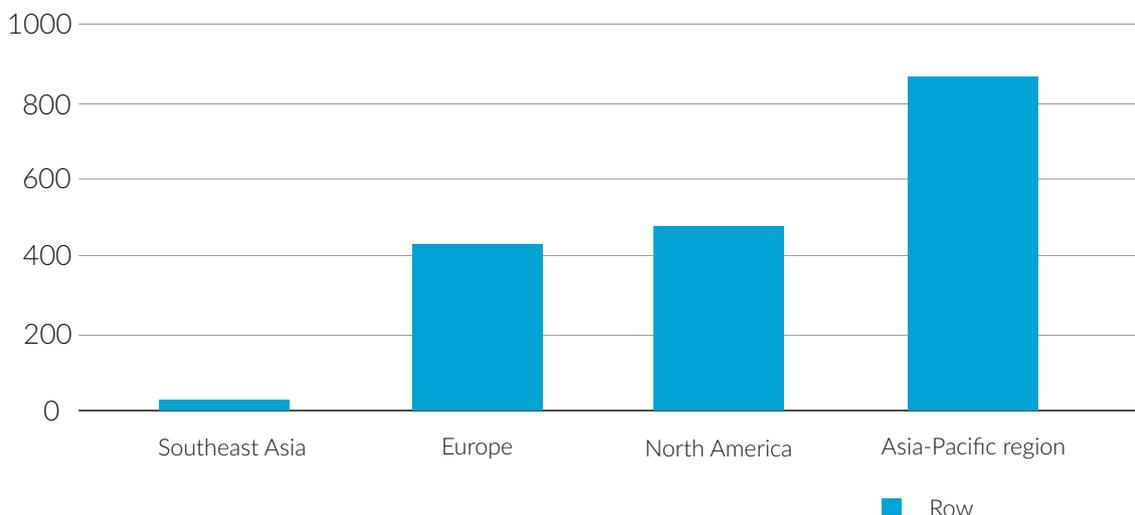
The extensive capabilities of payment terminals in a relatively short time will gain immense popularity in the electronic payments market of Southeast Asia. Thus, there will be rapid digitization of the funds and further preparation of the population for the implementation of cryptocurrency. Through SITEX terminal, users of Southeast Asia will be able to use not only fiat money to pay for various services, but they will also be able to buy cryptocurrency through the created wallet, store these assets in their wallets and use them to purchase goods or services.





7.1. WHY SOUTHEAST ASIA?

Southeast Asia is the fastest growing market in the world. In just **50 years**, there was a fantastic breakthrough; the aggregate GDP of the region increased **10 times**. At the same time, the e-commerce market in Southeast Asia is about **10 billion**, which indicates a lack of new online payment solutions and market saturation in comparison with other regions of the world.



According to statistics, 73% of the population of South-East Asia do not have bank cards, but at the same time they are among the highest levels of economic development. In the next 5 years, the development and capture of this e-commerce market (600,000,000 people) will be a key task for the world's largest companies. Entering the markets of these countries is a great opportunity for SITEX to have time to take a good position at the start for receiving large dividends and their further use for the development of the SITEX platform.

Distribution massiveness, easy access to services and payment transactions - The SITEX strategy for the gradual development of the non-cash payments market in Southeast Asia within 3 years will prepare and attract a new audience to the market of the crypto industry, and will also open for SITEX exceptional opportunities to build a trading platform based on a market with huge production and consumer potentials.

Within the framework of SITEX Terminal, our team conducted an analysis of the Southeast Asian market, **Vietnam** will become a base for entering this market.

Vietnam is one of the fastest growing Internet markets. At the moment more than **70% of the population (95 million people)** use the Internet, but despite this, electronic wallets, bank accounts are not widely distributed and people are forced to pay for services through traditional payment acceptance points. This significantly complicates the development of the electronic market, and subsequently the crypto commerce. Now, in order to fully understand the potential of SITEX terminal, we will consider one of the components of the payment system's profit, it is the payment for services to mobile operators.



According to the data, the profits of 3 large mobile operators (Mobifone, Vinaphone, Viettel) in Vietnam, which occupy 90% of the market, amounted to \$15 billion in 2016, despite the fact that people are still replenishing their balance through scratch cards.

According to our analysis, only for the first year, the SITEX Terminal project with coverage of only 15% of the payments market for mobile operators' services, with a minimum low commission of **1%** of payment for services to mobile operators, will be able to generate a profit of 25 million US dollars. These terminals have also other functionalities. You also need to consider payments for utilities, internet services, etc., as well as the ability to create your own wallet, and its replenish.

The next stage will be the distribution of SITEX branded terminals in Southeast Asia. From the realization of the SITEX Terminal project, SITEX is going to distribute **20% (net profit)** between large owners of tokens (**more than 3000 SITEX**), 40% of profit will serve for distribution and increase of deposit accounts, thereby expanding the payments market with crypto currency. The remaining profit will be used for the development of the SITEX terminal, SITEX Smart terminal in Southeast Asia.

The development strategy of SITEX in Southeast Asia will give a new impetus to the development of the culture of the Internet industry, as well as the introduction of ever larger masses to the use of digital currencies, the rejection of old foundations, the transition to the expansion of its own comfort zone.