



Incent Loyalty

'Better Loyalty through Smarter Rewards'

Merchant Prospectus

Introducing *Incent*

Incent is a unique and revolutionary loyalty-reward product which allows merchants to incentivise commerce through a reward of *far greater value* than competitors, for a *fraction of the cost* of conventional schemes.

- **Far greater value** because the reward is 'open value' that:
 - is delivered instantly in-App;
 - can be spent, sent or cashed-out; and,
 - appreciates in value.
- **A fraction of the cost** because:
 - no accounting infrastructure is required;
 - no forward tax liability is incurred, and;
 - less tax is payable per transaction.

Additionally, *Incent* allows merchant partners to collaborate and cross market seamlessly.

How could *Incent* work for your business?

An integration within your website or point-of-sale would allow you to set and adjust 'cash' incentives to transact, configurable by product and amount, across your range of goods and/or services.

At the point of transaction an amount of *Incent*, equal to the cash value you have configured, would be issued to a mobile digital wallet application built around your brand, with ecommerce functionality embedded and your goods and/or services on display and available to purchase in-app for delivery or collection.

The customer's reward value is displayed to them in local tender. This value could be spent with you (for discount configured at your discretion), cashed out to a branded charge card or sent to a friend, increasing your network reach in the process.

Why will consumers prefer *Incent* to other rewards?

In addition to its configurability and portability, *Incent*'s killer USP is its scarcity, which has the impact of driving up its unit value as aggregate merchant demand is reflected back onto the underlying market for it.

Unlike air miles, for example, which airline consortia 'print' more of as they need, **Incent** is a cryptographic token of programmatically fixed supply, which trades freely on digital asset exchanges. Every time *any* Incent merchant partner transacts, fresh demand is created for this finite asset and all other things being equal, its unit price *has* to rise.

The result for all holders of **Incent** is appreciating value in their wallet. In the Zero-Interest-Rate era, we believe this is a huge and game-changing loyalty lever which will drive repeat custom *through consumer desire to acquire more* of a reward that has appreciating and open value to the holder.



What are the Commercial Implications?

Should you choose to incentivise custom with a reward of **Incent** and offer discounts for the use of **Incent** when spent back with you, your customers will likely come to prefer **Incent** over cash as a means of transaction.

This presents the potential to share profit in the sale of **Incent** to customers in-app while reducing banking costs and friction, expanding participation in your eco-system and erecting barriers to competition.

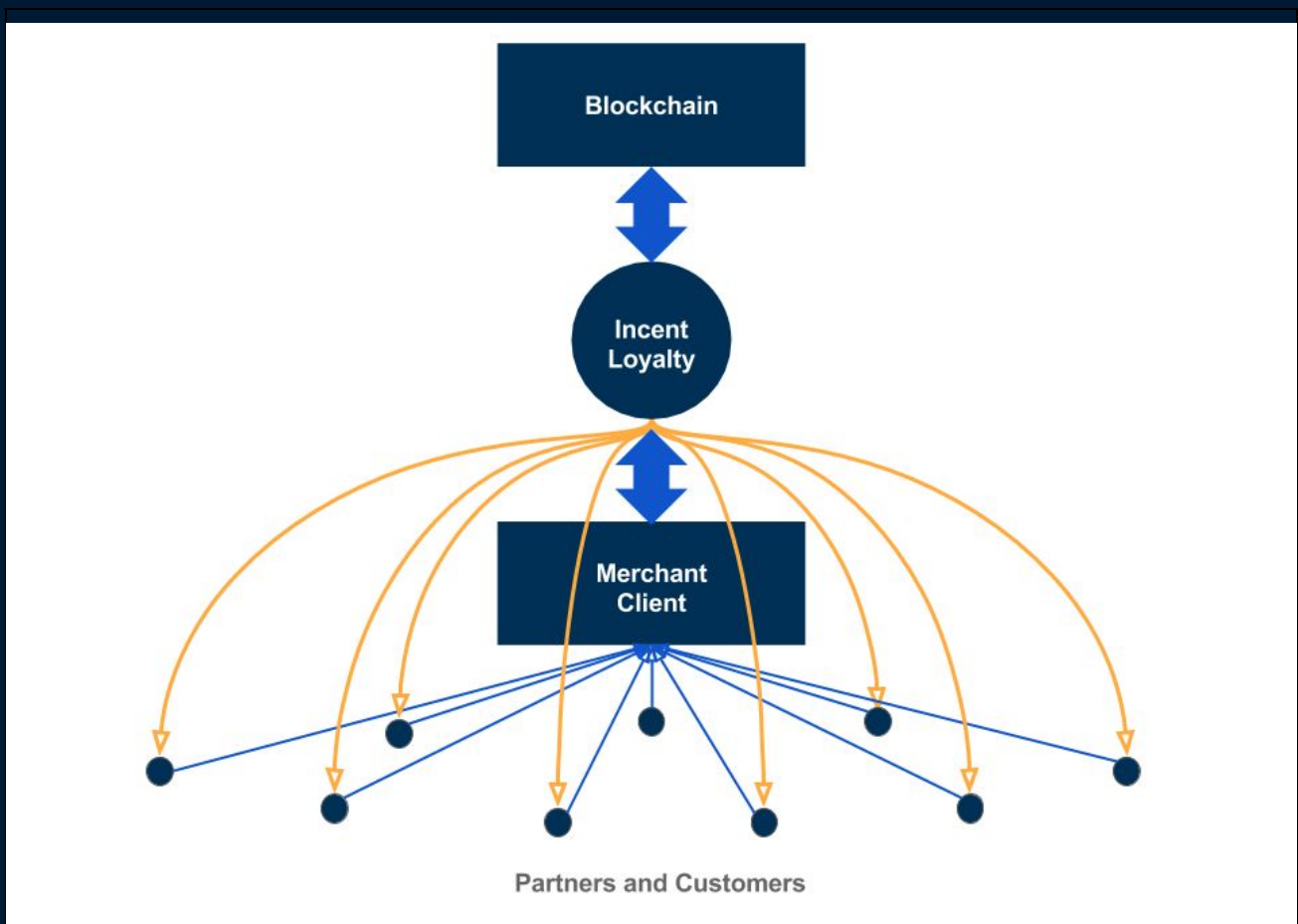
How does *Incent* work under the bonnet?

Incent is both a digital asset of *fixed supply* and the suite of applications that facilitate its trade and circulation around an open blockchain.

Incent is operated by Incent Loyalty PTY Ltd, whose role as primary broker is to enable merchant partners and their customers to interact seamlessly with the asset and the ecosystem on which it exists and trades.

Our applications allow merchant partners to incentivise custom through award of a configurable amount of *Incent* to customers at the point of sale, and a configurable discount for *Incent* traded back with them as payment - without ever needing to handle, hold or account for the asset itself.

Customers receive their reward value in a digital wallet application, displayed in local currency, alongside merchant configurable products which can be paid (or part paid) for with *Incent*.

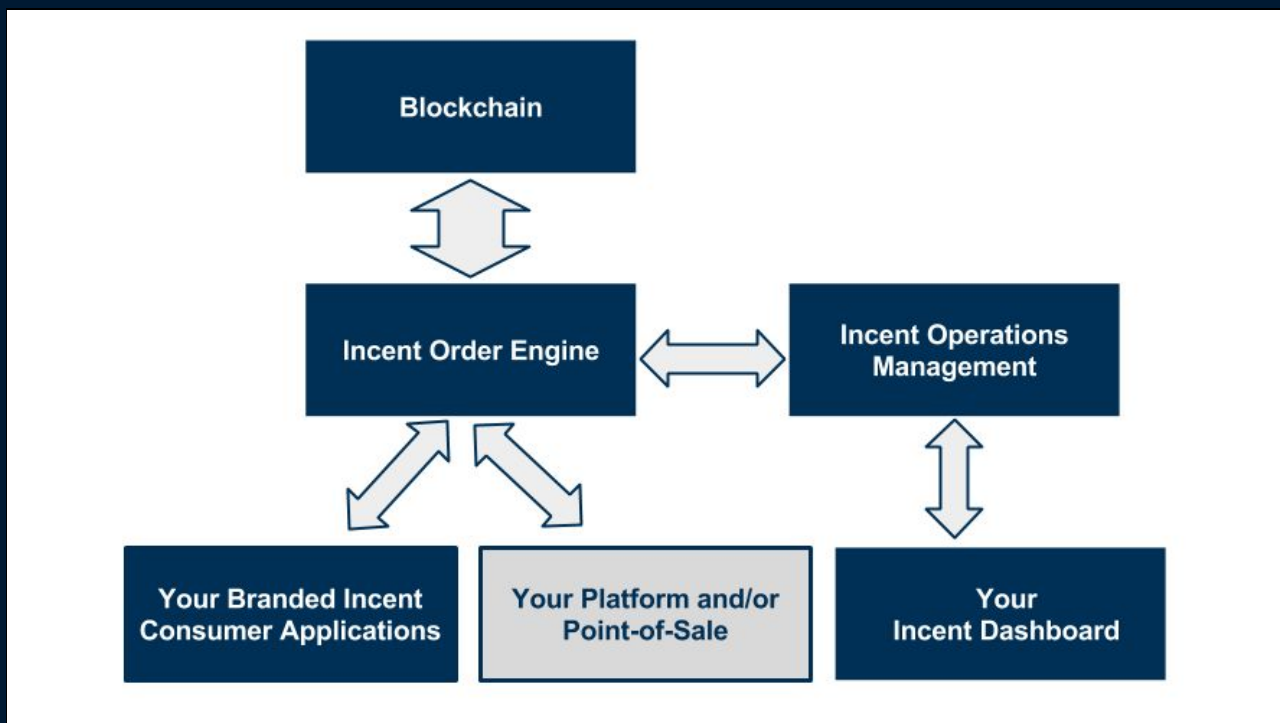


How would we Implement?

At the heart of Incent Loyalty's stack are two core components; an order engine, through which we connect to the blockchain and an operations management engine. These interface with client consumer facing and operations applications.

Our development team would work alongside yours to integrate the **Incent** Loyalty program control functionality within your existing technology and consumer facing applications.

The only implementation costs to you would be for the integration of our existing stack with yours, which is a relatively quick and inexpensive process, the result of which will be to allow you to create and manage an Incent Loyalty program from within your existing operations software and allow your customers to receive **Incent** as reward for purchase, store and track its value, send it to others (with a link-back to you), spend it back with you at configurable discounts and buy-more of it in-app.



How does Incent Loyalty make money?

Incent Loyalty's primary revenue stream is trading commission, payable by the Incent receiving counterparty.

Incent Loyalty's secondary revenue stream derives from market-making operations in support of the underlying market for **Incent**.

Development activity to deliver custom implementations is priced only to cover its own costs.

Who bears the Risk?

All operational and exchange-rate risk is borne by Incent Loyalty whose responsibility it is to manage the underlying market for **Incent** and all transactions to and from it.

The risk to your business of operating an **Incent** loyalty program is, therefore, negligible as Incent Loyalty stands by and supports the secondary market as a buyer of last resort and the open blockchain on which the **Incent** token trades and circulates uses distributed technologies to ensure that the risk of compromise remains negligible; bitcoin, for example, has never been hacked. This risk is further diminished by listing the **Incent** token on multiple alternative exchanges, the matrix effect of which provides multiple settlement vehicles for Incent Loyalty and ensures the maintenance of a robust secondary market for the **Incent** token.

What about Compliance?

Incent Loyalty handles all crypto-currency related compliance issues arising from the purchase and sale of **Incent** in accordance with ASIC and ATO regulations, and the Australian Digital Currency Commerce Association (ADCCA)'s Code of Conduct.

A Strategic Opportunity?

We believe that **Incent** offers merchant partners the opportunity to secure a significant strategic advantage in over their competitors.

Incent Loyalty's platform will allow you to leverage cutting edge blockchain technology to roll out a revolutionary loyalty product which like air-miles, secures consumer interest through its open-value but distinct even from air-miles, secures the additional and unique quality of value appreciation through scarcity.

We believe your customers will love a frictionless, open and appreciating reward and will be incentivised to transact with you to secure more and more of it.

The benefit to your business will be the acceleration of a virtuous and expanding trading circle, as **Incent's** baked in virality encourages more and more people into your eco-system and secures greater marginal and repeating revenue from each of them.

When these benefits are combined with **Incent's** ease of implementation, frictionless, low risk and low cost operation, and favourable tax reporting implications, we believe that **Incent** presents merchant partners with a unique opportunity to build and protect market share through a new-wave loyalty program of unparalleled efficiency and effectiveness.