

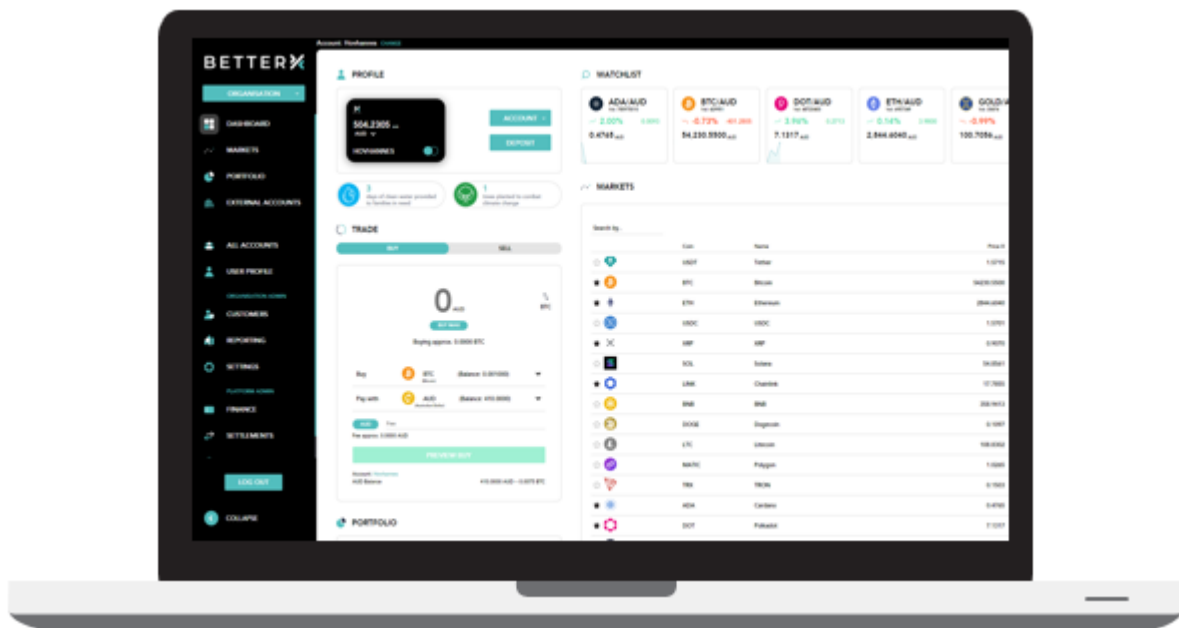
BETTERX

White Paper v.1

BetterX is a technology company focused on infrastructure to support Web3.0 and Digital Assets. Our activities include trading software solutions, digital asset liquidity, portfolio management, FX, investment products and tokenisation across the digital asset, cryptocurrency and blockchain technology sectors.

BetterX challenges traditional crypto exchange and trading software norms by combining TradFi stability with Web3 technology to offer a [turnkey solution](#).

www.BetterX.io



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This white paper contains forward-looking statements that are not guarantees of future performance. Actual results and activities since the date of the white paper have differed materially in certain cases. Where actual results or activities have been consistent, they are not intended to, and may not, be predictive of results, activities, or developments following the date of viewing.

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IMPORTANT CONSIDERATIONS

IMPORTANT: This document is confidential and by accepting delivery of this document, you agree to keep confidential all information contained herein. The document is a marketing document and is not intended to be legally binding. Nothing in this document shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. The information in this document does not constitute a recommendation by any person to purchase BTTX tokens or any other cryptographic token or currency and neither the Issuer nor BetterX has authorised any person to make any such recommendation.

Restricted Persons. The sale of BTTX tokens is not directed at, and each purchaser of BTTX tokens will be required to represent, among other things, that they are not: (a) a citizen, resident (tax or otherwise) of, a person located or domiciled in, or any entity organised in or owned by certain persons in (i) the United States (including any U.S. Person pursuant to the U.S. Securities Act of 1933 (as amended)), (ii) Canada, (iii) any jurisdiction listed by the Financial Action Task Force as high-risk or with strategic deficiencies; (iv) Cuba, Democratic People's Republic of Korea (North Korea), Iran, Pakistan, Syria, the Government of Venezuela or Crimea or (v) any jurisdiction for or in which the sale of BTTX tokens, or any offer or solicitation in respect of BTTX tokens, would require registration or licensing not obtained by the Issuer or otherwise would be unlawful or which restricts or licences the activities of the kind that can be accessed or used with BTTX tokens; or (b) a person under the age of 18 years (any such person falling under (a) and (b) a "Restricted Person"). In addition, each purchaser of BTTX tokens will be required to represent that such purchaser is outside of the United States at the time of agreeing to purchase the tokens, was outside of the United States at the time any offers to sell or any offers to buy the token were reviewed, and will be outside of the United States at any time that such purchaser performs its obligations under the Token Purchase Agreement. Consequently, you must make your own assessment as to your ability to purchase BTTX tokens pursuant to laws applicable to you and to confirm that you are not a Restricted Person. No registration or other action has been or will be taken in any jurisdiction that would, or is intended to, permit the sale of BTTX tokens in any country or jurisdiction where registration or other action for that purpose is required. None of the Issuer or BetterX or any of their respective agents or representatives, is making any representation to any potential purchaser of BTTX tokens as to the legality of a purchase of BTTX tokens by such purchaser under the laws applicable to such purchaser.

Purchaser Sophistication. BTTX tokens are speculative and involve a high degree of risk and uncertainty. The sale of BTTX tokens is aimed solely at persons who have sufficient knowledge and understanding of blockchain and cryptographic tokens and other digital assets, smart contracts, storage mechanisms (such as digital or token wallets) blockchain-based software systems and blockchain or distributed ledger technology, to be able to evaluate the risks and merits of a purchase of BTTX tokens and are able to bear the risks thereof, including loss of all amounts paid and loss of BTTX tokens purchased. Potential purchasers must further make their own independent assessment, after making such investigations as they consider necessary, of the merits of, and their suitability for, purchasing any BTTX tokens and should consult their accounting, legal and tax representatives and advisers in order to evaluate the economic, legal and tax consequences of purchasing BTTX tokens.

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Risk Factors. Purchasing the BTTX tokens entails risks and purchasers could lose their entire purchase amount. Certain risks are described in the SAFT or Token Purchase Agreement.

ABSTRACT

BetterX, a technology company focused on infrastructure to support Web3.0 and digital assets, is introducing the private SAFT of its utility token, BTTX, designed for use on the BetterX platform. BTTX has been developed with the BetterX community in mind, offering significant benefits for existing users and those looking to engage with BetterX's platforms and services as a utility token. This whitepaper presents a unique opportunity for qualified individuals to participate in the token sale of BTTX tokens, aligning with BetterX's mission to transform how businesses and everyday people engage with digital assets. The token sale aims to raise funds to further develop and enhance the BetterX platform, enabling it to better serve its growing user base and ecosystem.

INTRODUCTION

BetterX commenced operations in 2022, founded by a team with over 100 years of banking, trading, derivatives, funds management and brokerage experience. The guiding principle of BetterX has always been innovation for progress, evident in the development of industry-leading products and tools that advance the digital asset management landscape and continue to bridge the gap between TradFi Stability and Web3 technology.

There is a lack of cost efficient and accessible digital asset and tokenisation infrastructure globally, leaving TradFi businesses around the world who collectively manage \$120 trillion+ limited solutions at a high cost. BetterX is solving this problem and are now working with a range of wealth management firms, trading firms, investment platforms and more across TradFi, providing them with end-to-end infrastructure that allows them to white label / turnkey BetterX's infrastructure across hundreds of API's to deploy sophisticated digital asset and tokenisation offerings to their clients.

Aligned with our mission, BetterX collaborates with a variety of consulting firms, brokerage firms, wealth management firms, and B2C/B2B exchanges to develop tailored digital asset management solutions. Our platform features cater to the traditional finance industry, providing clients with streamlined client management through an end-to-end CRM platform. Additionally, clients benefit from full access to KYC, portfolio management, deposits, digital asset conversion, execution, institutional-grade custodian solutions, and settlements.

BetterX also offers flexible order management across a wide range of popular digital asset pairs, ensuring efficient pricing from deep digital asset liquidity pools. Our platform's multi-venue execution capabilities and trading APIs further enhance the trading experience for our clients.

Furthermore, our reporting and infrastructure tools include API integrations and reporting, single sign-ons, and a tokenisation end-to-end engine. BetterX seamlessly integrates with advisor/client workflows through front-end and API access, providing charting and trade data. Clients also benefit from daily digital asset reporting, offering current and historical live market data. Our platform's custom white label and turnkey branding options enable clients to tailor the platform to their specific branding needs.

WHY BETTERX

Vision - "Bridging TradFi to Web3: Pioneering Infrastructure for Digital Assets and Tokenization Management "

Strong Foundations for a Sustainable Future - Our ethos of independence and quality is ingrained in every aspect of our company, from our dedicated team to our operational structure.

Our Collective - Over the past 2 years, our team has organically grown to just over 10 people as of March 2024 and we expect the team to grow due to significant customer demand.

While the cryptocurrency industry is known for its extreme and unpredictable fluctuations, our core infrastructure remains steadfast. Our success is attributed to a highly motivated and diligent team, coupled with meticulously designed internal processes. This foundation has allowed us to adapt effectively to varying market demands and catering for client requirements.

United in Vision. We may be distributed and diverse, but we are united by a common vision. We work together, support each other, and celebrate success without ego. Our belief in our mission grows stronger, especially in challenging times.

The BetterX team currently consists of 10 members across the founders, developers and operations . We genuinely believe we have a talented team with all of the skill sets to execute on our plan. This small group is responsible for creating the sophisticated tools our customers love and use daily.

Cultivating an Innovative Environment Fostering a culture of experimentation and learning has enabled us to develop products from scratch that would otherwise require outsourcing. This approach ensures the highest quality of products and services. For example, our BetterX trading and blockchain tokenisation platform has been entirely designed and developed by our team. By keeping development in-house, we have matched the unparalleled standards of the rest of the platform, delivering a customizable, scalable, and reliable solution at a fraction of the cost of outsourcing.

COMMERCIAL SUCCESS

BetterX's distribution model is designed to capitalise on the burgeoning digital asset landscape by forming strategic partnerships across key industries. These partnerships are not just superficial; they involve deep integration of BetterX's technology and infrastructure into the core operations of our partners.

In the wealth management sector, for example, BetterX is working closely with firms to enhance their digital asset offerings. This includes providing tools for portfolio management, risk assessment, and compliance, all powered by BetterX's robust infrastructure. This level of integration ensures that wealth managers can offer their clients a seamless and secure way to invest in digital assets, enhancing their overall investment experience.

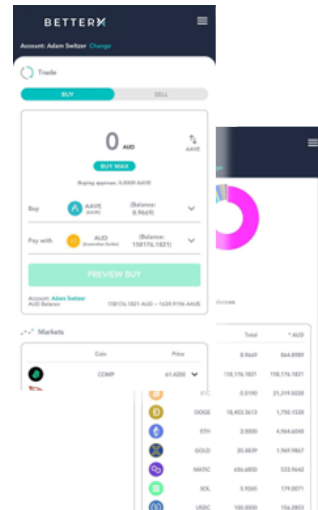
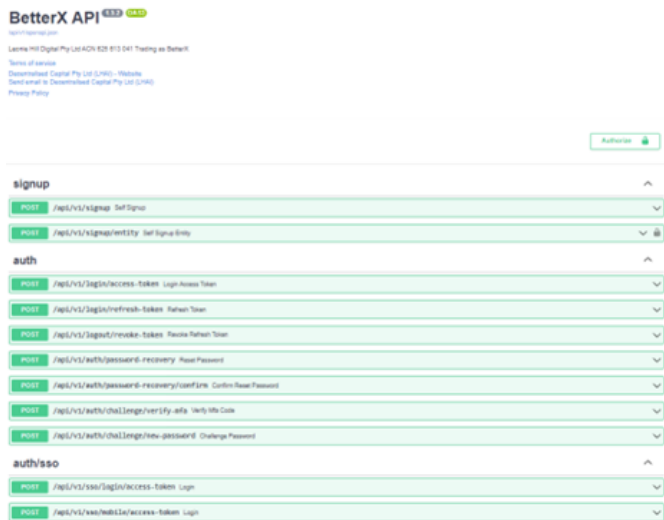
Similarly, in the wealth technology space, BetterX is revolutionising how firms manage and distribute digital assets. Our technology enables wealth tech platforms to offer innovative solutions that were previously not possible, such as real-time asset tracking, automated portfolio rebalancing, and customizable investment strategies.

In the trading industry, BetterX's technology is enabling brokers and exchanges to expand their offerings and attract new clients. Our platform provides access to a wide range of digital assets, deep liquidity pools, and advanced trading tools, all of which are essential for traders looking to capitalise on the digital asset market's volatility and potential for high returns.

Furthermore, our partnerships in the consulting industry are helping firms stay ahead of the curve by offering cutting-edge solutions to their clients. BetterX's technology enables consultants to provide tailored advice and solutions that take into account the unique needs and challenges of the digital asset market.

Overall, BetterX's distribution model is not just about expanding our reach; it's about deepening our impact and driving innovation across industries. By integrating our technology into the core operations of our partners, we are helping to reshape the digital asset landscape and unlock new opportunities for growth and profitability. Based on the above use cases, BetterX has secured successful partnerships and has a deep pipeline of commercial opportunities that will allow the business to scale on all commercial fronts.

Through successful integrations into the targeted commercial channels, BetterX will successfully be able to integrate its technology into existing TradFi ecosystems and distribute its technology to TradFi businesses across the world who will need underlying infrastructure such as BetterX's, to trade and manage digital assets & tokenise real world assets.



Key Partnerships

Leap Investments: A digital investment and educational platform serving thousands of new digital asset investors.

BetterX's goal is to generate trading value of over 8 figures per month through Leap and will continually support Leap through technical efficiencies and features.

IPS: a wealth technology solution who are integrated into 50-60 wealth management firms and administer c. AUD \$10 billion in AUM as of Dec 2023. This strategic channel has showcased how BetterX can strategically integrate into wealth technology platforms and offer a strategic end-to-end digital asset management solution to its existing investor base.

Wholesale Investor: A sophisticated investment platform with over 33,000 investors retail, wholesale and institutional investors. BetterX is strategically placed to onboard well over 10 distribution channels through Wholesale Investor which can attract large ticket transaction sizes of well over \$1 million per trade.

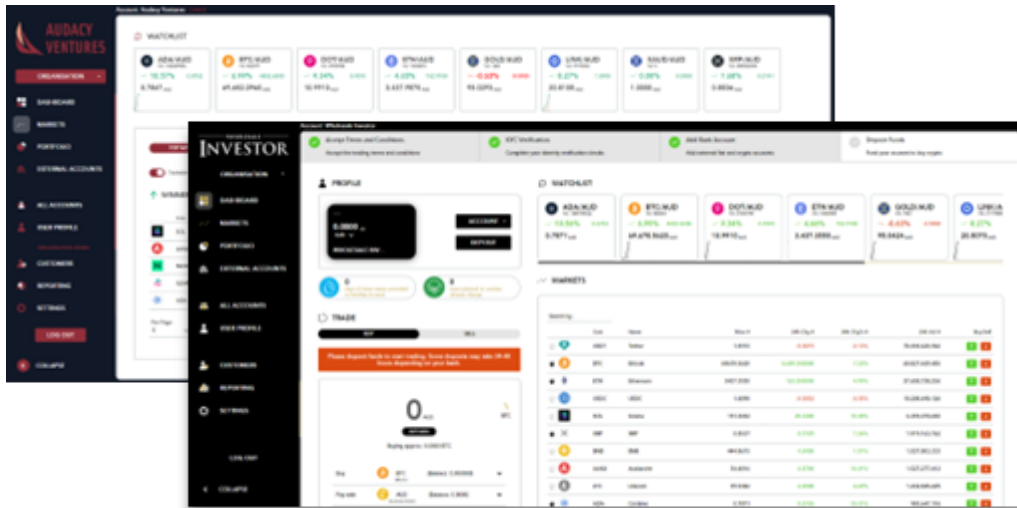
Aura Group: A licensed investment platform regulated by ASIC and the Monetary Authority of Singapore managing approx A\$1.4b in assets as of 31 March 2024.

Pipeline

- **Consultancies/Advisories:** BetterX has a range of tier 1 and tier 2 advisory and consulting firms who are in deep commercial discussions. These firms will act as strategic distribution channels for BetterX to scale its platform across key markets.
- **Wealth Tech Platforms:** BetterX will continue Integrate with wealth tech platforms to offer comprehensive digital asset management services, increasing software licensing revenue and attracting new users. BetterX's integration with wealth tech platforms allows users to access advanced trading tools and market insights, enhancing their overall trading experience and driving up software licensing revenue for the platform.
- **Wealth Management Firms:** Providing opportunities for firms to diversify portfolios and increase assets under management, leading to higher software licensing fees and improved trading revenue. BetterX's partnership with wealth management firms allows users to access a wide range of digital assets, diversifying their portfolios and increasing assets under management for wealth management firms.
- **Stockbroking Firms:** Similar to Leap, BetterX is in deep discussions with broking firms who will act as aggressive growth channels to increase trading volume and revenue through partnerships and access to digital asset tools, enhancing the overall trading experience for clients. BetterX's partnership with stockbroking firms allows users to access a wide range of digital assets, increasing trading volume and revenue for stockbroking firms.

Why Choose BetterX?

BetterX segregates its client assets from business operations, via a custody entity which only holds client assets. Both the custody entity and operating trading entity are based in Australia, ASIC registered and are reporting entities of AUSTRAC. Leonie Hill Digital Pty Ltd Trading as BetterX (ACN 625 613 041 is, the provider of the Digital Asset Exchange Platform and its related entity, Leonie Hill Custody Pty Ltd Trading as BetterX Custody (ACN 650 197 630) is the custody entity.

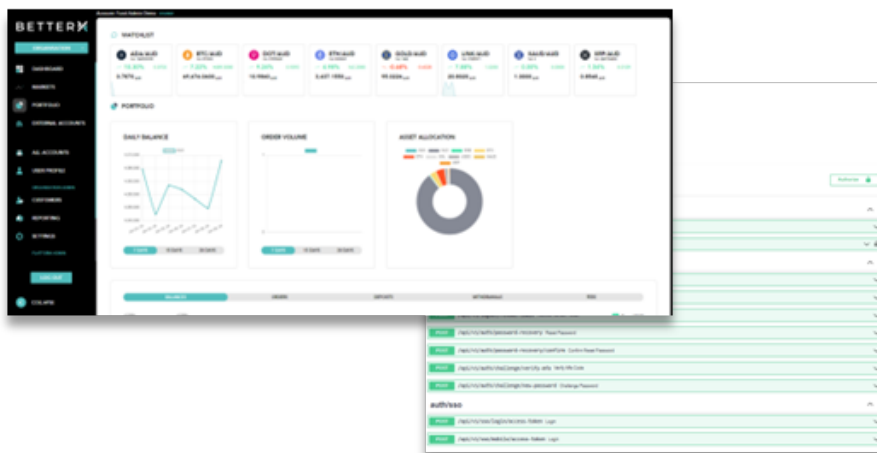


Key Benefits of this structure

- Client assets are held 1:1 and segregated
- Transparency – Proof of digital asset balances
- Built on institutional-grade infrastructure with secure storage
- No rehypothecation or trading against client positions

Manage and trade on behalf of your clients

Become a digital asset broker for your clients. BetterX bridges the gap by providing a seamless and effortless end-to-end solution that connects and interacts with the world's most liquid and regulated digital asset and cryptocurrency venues. Choose from our modules to suit your requirements including white label solutions.



Key BetterX API's and product solutions

Account Management:

- Streamlined client management through an end-to-end CRM platform.
- Full access to KYC, portfolio management, deposits, digital asset conversion, execution, institutional grade custodian solutions and settlements.

Digital Asset Trading:

- Flexible order management across a wide range of popular digital asset pairs.
- Efficient pricing from deep digital asset liquidity pools.
- Multi-venue execution capabilities and trading API's.

Reporting & Infrastructure Tools:

- API integrations and reporting, single sign ons and a tokenisation end-to-end engine.
- Seamless integrations with advisor/client workflows through front-end and API with access to charting and trade data.
- Digital asset reporting updated daily to provide current and historical live market data.
- Custom white label/turnkey branding.

Unique Benefits

- Secure Private order flow. Storage via MPC - CMP wallet technology
- Trading Workflows
Crypto asset management platform with customisable integrated workflows
- Fast Order execution at maximum speed
- Support Guidance and supported remote training
- Reliable Robust architecture and leading technology
- Updates Live access to news and crypto updates

Market and Environment

Government

America:

- SEC Bitcoin approval. \$15 billion+ total inflows in the first quarter of 2024.
- Ethereum ETF (pending) Fidelity Investments has become the 7th company to submit a spot Ethereum ETF.
- Other submissions include VanEck, 21Shares and Ark, Hashdex, Grayscale, Invesco and Galaxy, and BlackRock.

Europe:

- Central Bank Digital Currencies (CBDCs): Several European countries, including France, Germany, have begun exploring the possibility of issuing CBDCs.
- Europe's first digital asset regulated bank Sygnum is a global digital asset banking group, founded on Swiss and Singaporean heritage, has become a market leader setting a new precedent for global digital asset banking.
- Markets in Crypto-Assets (MiCA): The European Union's MiCA regulation is expected to come into effect in 2024. MiCA aims to provide a comprehensive regulatory framework for crypto assets, including rules for their issuance, trading, and custody

Hong Kong:

- The Hong Kong Securities and Futures Commission (SFC) approved several spot Bitcoin and Ethereum exchange-traded funds (ETFs), a milestone for the region's crypto market.
- China Asset Management, Bosera Capital, and HashKey Capital Limited and Harvest Global Investments all participated.
- This decision provides investors with a regulated avenue to access cryptocurrencies, attracting institutional investors and potentially increasing market liquidity and stability. Hong Kong's approval also sets a precedent for other jurisdictions, legitimising the crypto industry on a global scale.

Mid Market

Market Size:

- The mid-market represents a substantial portion of the global economy, with estimates suggesting that it manages trillions of dollars in assets. According to a report by McKinsey, mid-market companies account for around one-third of global GDP.

Digital Asset Management Adoption:

- 45% of mid-market executives are planning to invest in digital transformation initiatives, including digital asset management, in the next year.

Regulatory Environment:

- A study by PwC found that 78% of mid-market companies consider regulatory compliance to be a significant challenge in adopting new technologies

Technology Infrastructure:

- According to a report by BCG, 70% of mid-market companies are in the process of modernising their technology infrastructure.

User-Friendly Interfaces:

- The demand for user-friendly interfaces in digital asset management solutions is increasing. A survey by Accenture found that 82% of mid-market executives believe that user-friendly interfaces are critical for the successful adoption of new technologies.

Enterprise

Crypto Adoption by Institutions

	Crypto Trading and Custody ¹	Private Crypto Funds	Crypto ETFs	Crypto-Enabled Payments	Tokenization
Bank of America	●				
BlackRock	●	●	●		
BNY Mellon	●		●		●
CBOE	●				
Charles Schwab	●		●		
CME	●				
Deutsche Bank	●				●
Fidelity	●	●	●		
Franklin Templeton	●	●	●		●
Goldman Sachs	●		●		●
JPMorgan Chase	●	●	●	●	●
MasterCard				●	
Morgan Stanley		●			
PayPal	●			●	●
Société Générale	●				●
UBS	●		●		●
Visa				●	

Market Growth Potential and Adoption

The digital asset market is experiencing unprecedented growth and adoption, fundamentally reshaping the financial landscape. This growth is not just optimistic; it is exponential. The blockchain and digital asset market are rapidly becoming a foundational pillar of the financial sector, with a combined market capitalization that has already surpassed \$2 trillion.

- **Adoption:** Digital assets are seeing widespread adoption across all sectors. According to a report by Fidelity Digital Assets, 70% of institutional investors surveyed expect to invest in digital assets in the future, indicating a significant shift in investor sentiment. Additionally, a study by Cambridge Centre for Alternative Finance found that the number of verified cryptocurrency users has more than doubled in the last year, reaching over 300 million users globally.
- **Market Growth:** The digital asset market's growth is staggering. In 2021 alone, the total value locked in decentralised finance (DeFi) protocols grew from \$20 billion to over \$250 billion, according to DeFi Pulse. This exponential growth in DeFi highlights the increasing demand for decentralised financial services and the potential of blockchain technology to revolutionise traditional finance.
- **Financial Landscape Transformation:** The rapid growth of the blockchain and digital asset market is transforming traditional finance. Companies like PayPal and Square have integrated digital asset services into their platforms, making it easier for users to buy, sell, and hold cryptocurrencies. This integration has contributed to the growing acceptance of digital assets in mainstream finance.
- **Exponential Growth:** The digital asset market's exponential growth is evident in its market capitalization, which has grown from \$100 billion in 2019 to over \$2 trillion in 2021, according to CoinGecko. This exponential growth reflects the increasing adoption of digital assets and blockchain technology worldwide.

In conclusion, the digital asset market's growth potential and adoption rates are not just significant but also transformative. As the market continues to expand and mature, it is poised to become a cornerstone of the global financial system, offering new opportunities and reshaping financial transactions worldwide.

BetterX's 3 stage implementation plan

Stage 1 (1-6 months)

Strategy:

- Establish partnerships with Leap Investments, IPS, Wholesale Investor, Aura Group and other key distribution channels to drive initial user acquisition and market penetration.
- Acquire 50,000 monthly active users through channel partners, ensuring high-quality user acquisition for sustainable growth.
- Launch a private sale for the BetterX BTTX token to generate early interest and support from the community.

Product:

- Enhance client success functions to provide personalised support and drive customer satisfaction, crucial for long-term retention and growth.
- Implement a feedback mechanism to gather user insights and iterate on the product roadmap based on customer feedback from key partners.
- Finalise the MVP for tokenization across key partners, enabling the digitization of \$10 million in RWAs and demonstrating the platform's capabilities.

Stage 2 (7-12 months)

Strategy:

- Expand partnerships to include 15 additional distribution channels, focusing on strategic alliances that align with BetterX's mission and target market.
- Forecast a 100% year-on-year revenue growth rate, supported by a robust pipeline of commercial opportunities and strategic partnerships.
- Finalise agreements with three tokenization issuers to expand the range of assets available for tokenization and enhance platform utility.
- Launch the BetterX Token (BTTX) publicly to drive adoption and liquidity within the ecosystem, leveraging partnerships for promotion and distribution.

Product:

- Launch the tokenization platform with the first three key clients, showcasing the platform's capabilities and generating early success stories.
- Continuously enhance the platform based on user feedback and market insights, focusing on improving user experience and platform performance.
- Develop new features and tools based on market trends and partner feedback, ensuring that the platform remains competitive and innovative.

Stage 3 (13-18 months)

Strategy:

- Expand partnerships to include 30 new distribution channels, focusing on global expansion and market diversification.
- Tokenize \$100 million in RWAs, demonstrating the platform's scalability and ability to handle large-scale tokenization projects.
- Prepare for Series A funding to support entry into the U.S. market, leveraging the platform's success and user base to attract investors.

Product:

- Diversify tokenized asset classes to include five core new sectors, expanding the platform's utility and attracting a broader range of users and investors.
- Release risk management reporting tools to provide users with comprehensive insights into their tokenized assets' performance and risk profile, enhancing user trust and platform credibility.
- Continue to iterate on the platform based on user feedback and market trends, ensuring that BetterX remains at the forefront of digital asset management innovation.

To ensure optimal success, key focus areas for BetterX:

1. Increase Partnership Synergies:

- Leverage existing partnerships with Leap Investments, IPS, Wholesale Investor, Aura Group and others to drive user acquisition and revenue growth.
- Collaborate closely with partners to identify opportunities for joint product development and cross-selling, increasing revenue per user (ARPU).

2. Expand Market Reach:

- Identify and enter new markets with high growth potential, focusing on regions where digital asset management is in high demand.
- Tailor product offerings to meet the specific needs of each market segment, increasing customer acquisition and retention.

3. Enhance Product Offerings:

- Continuously innovate and improve the BetterX platform based on user feedback and market trends.
- Develop new features and tools that add value to customers, increasing customer satisfaction and retention rates.

4. Optimise Operational Efficiency:

- Implement cost-saving measures and process improvements to increase gross margin and operating margin.
- Utilise technology to automate manual tasks and streamline operations, reducing operating expenses.

5. Diversify Revenue Streams:

- Introduce new revenue streams, such as premium features, consulting services, or data analytics, to increase revenue diversity and stability.
- Explore opportunities for strategic acquisitions or partnerships to expand service offerings and revenue potential.

6. Improve Customer Acquisition and Retention:

- Implement targeted marketing campaigns to acquire new customers cost-effectively, reducing CAC.
- Enhance customer service and support to increase customer satisfaction and retention rates, reducing churn rate.

7. Strengthen Financial Metrics:

- Target a cash flow margin of 50-60% by optimising cost structures and revenue generation.
- Maintain a current ratio of at least 3:1 by managing working capital efficiently and ensuring liquidity.
- Aim for a high LTV to CAC ratio by focusing on acquiring high-value customers and increasing customer lifetime value.
- Track revenue growth rate, aiming for 50% year-on-year growth for the first 5 years, supported by diversified revenue streams.
- Monitor EBITDA margins to ensure profitability and operational efficiency, targeting 50-60%.

By implementing these strategies, BetterX can enhance its financial performance, drive sustainable growth, and attract potential investors, including private equity funds, by demonstrating strong financial metrics and a clear path to profitability.

[Details of the token sale:](#)

Name: BetterX Utility Token (BTTX)

Supply: 1,000,000,000 Token

Private Sale Raise Target: USD \$3,000,000

Private Sale Fully Diluted Value: USD \$30,000,000 (60% Discount on Public Cap)

Public Sale Fully Diluted Value: USD \$75,000,000

Terms: 5% Unlock, 3 Month Cliff, 12 Month Linear Vesting

Initial Total Supply of Tokens	1,000,000,000
TGE Target Date	1 Oct 2024
% Public Sale of Supply (up to)	10.00%
Public Sale Valuation	75,000,000
Initial Circulating Supply (up to)	25.6%

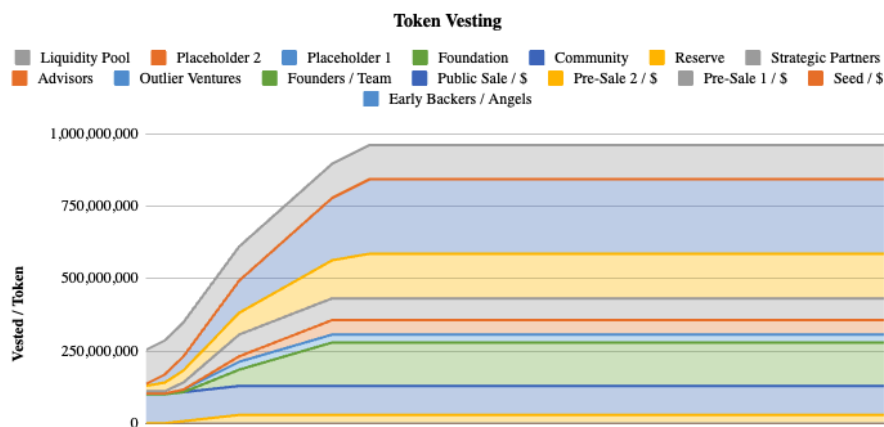
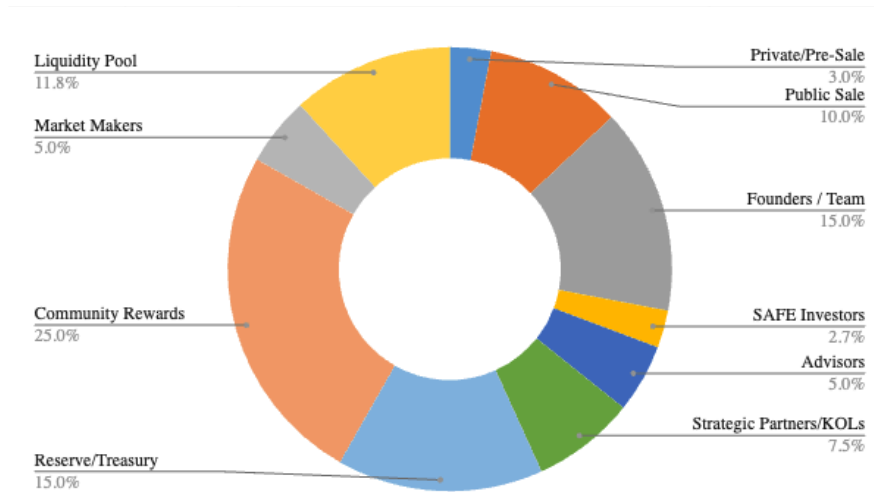
Token Pre-Sales

	Raise	Valuation Cap	Bonus Amount
Pre-sale/SAFT 1			
Pre-sale/SAFT 2			
Pre-sale/SAFT 3	\$3,000,000	\$30,000,000	0.00%
Total Private Sales	\$3,000,000		

Indicative Token Allocation & Vesting

	% of Tokens	# Monthly Vests	Months Cliff
Private/Pre-sales	3%	//12	//3
Public Sale	10%	0	0
Founders / Team	15%	24	6
Advisors	5%	24	6
Strategic Partners/KOLs	8%	12	3
Reserve/Treasury	15%	36	0
Liquidity Pool	12%	0	0
Community Rewards	25%	36	0
Market Makers	5%	0	0
Total	97%		

Note: All assumptions and data are preliminary and subject to change at the sole discretion of the Company

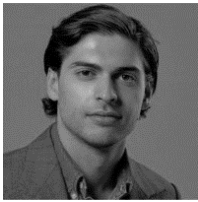


*Tokens not sold will remain in Treasury

Token Utility Benefits:

- Reduced Trading Fees
- Reduced Withdrawal Fees
- Exclusive Features
- Trading Volume & Loyalty Rewards
- Early access to Tokenisation-as-a-Service feature

Team:



Tony Yammine - Co-Founder, CEO
CEO, with management consultant experience. Co-founder of Avarni the world's first carbon data platform providing cloud-based software solutions for supply chain risk management.



Eric Chau - Co-Founder, COO
Over 8 Years of ASX listing and compliance experience. Senior roles held across technology and compliance.



Adam Switzer - Co-Founder, CTO
Over 20 years experience in banking technology and risk. Previously Head of AI/ML Technology at DBS (Best Bank in the World x4), Head of Treasury Risk Technology at HSBC (\$3Tn balance sheet).



Calvin Ng - Co-founder, Senior Advisor
Board member of AU listed bank, extensive experience across lending and private credit, overseeing in excess of \$2bn originated. Co-founder of Finsure which was sold to MA Financial for \$152m in Dec 2021. MD at Aura Group, a fund manager managing in excess of USD\$1B.



Kinsey Cotton - Co-Founder, Senior Advisor
Co-founder and non-executive director of Tibra Capital. Experienced market maker and trader with overseeing billions in trading volume.



Ben Herron - Head of Engineering Solutions architect and senior software engineer roles at DBS, RHB Bank, Singtel & Singapore Airlines, PWC and Heffron SMSF. AWS Keynote Speaker at re:Invent.



Ricardo Sentosa – Director CMO at leading GameFi and P2E platform Play it Fwd. Founded SEA based marketplace and SASS solution Venuerific.



Tim Griffith - Advisor
Co-founder of ASX listed technology business XF1, scaled and XREF to become the most trusted and largest global candidate referencing and compliance platform. Partner at Scalare partners.



Andrew Porter - Advisor
First seed investor in Havven, now Synthetix (SNX) with over 30bn trading volume and \$600m TVL. Ex Fintech Australia CEO and has held Senior roles at three global payments fintechs OFX, World First and TransferMate



Vicknesh Pillay - Advisor
Co-founder and Managing Partner of SEA fund TNB Aura. Previously founded and grew and exited his real estate mezz fund managing over \$350 million.

Conclusion:

As part of the token sale, investors become an integral part of BetterX's ecosystem, shaping its growth and success. Join us on our journey to revolutionise the digital asset management industry, taking advantage of the burgeoning digital asset market.