
Light Paper

8.0 / January 2023

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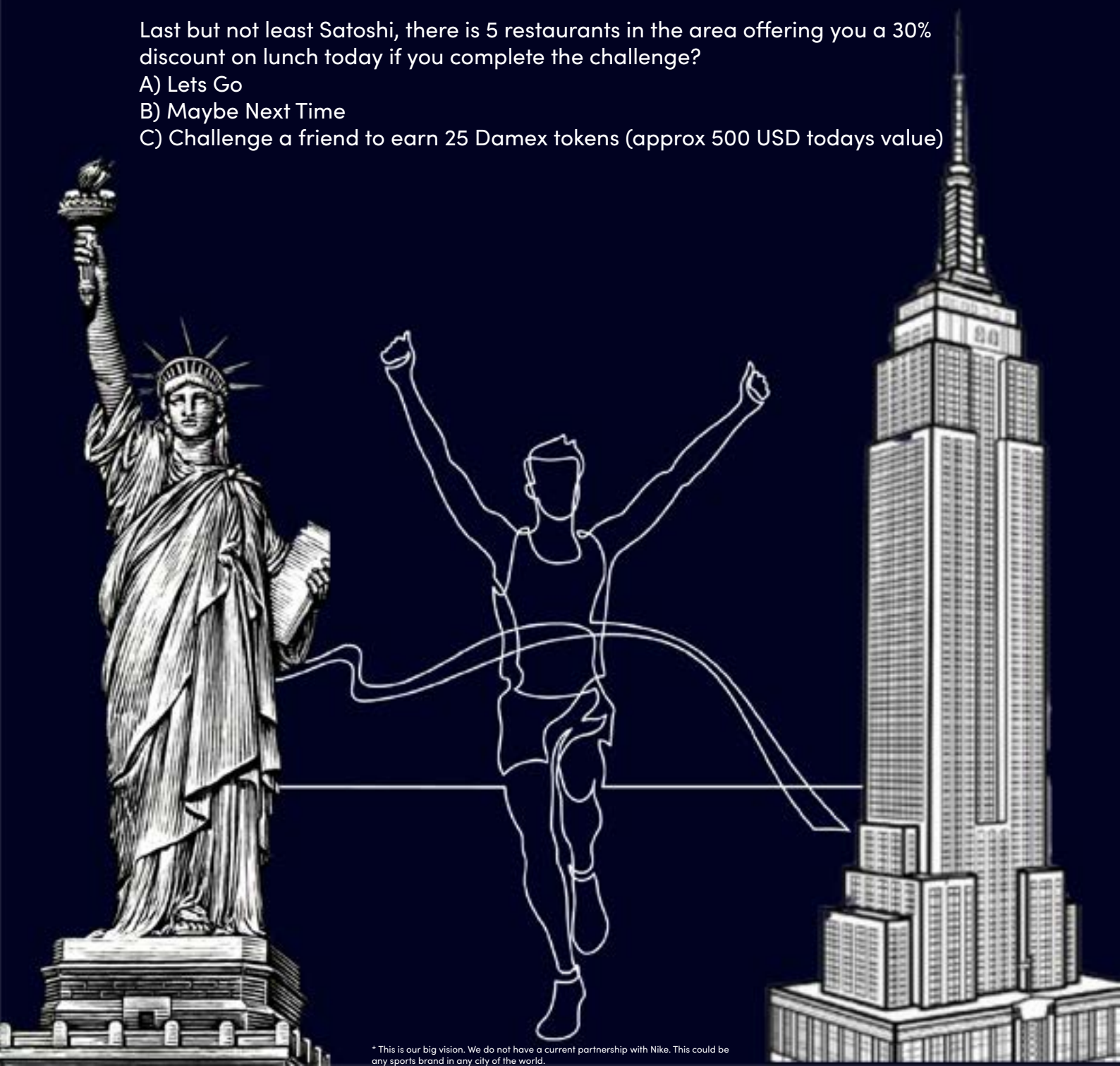
The year of the Damexians

The year is 2024, A fellow Damexian walks by Central Park in NYC, and receives an instant notification/email from Damex.ai Mascot, 'Hi Satoshi, did you know Damex has a sponsored Hyde Park Nike Challenge? Complete the Nike Challenge to add 4500 steps to your day, which will help;

- a) increase you're leaderboard position from 15th to 9th
- b) Burn Approx 250 calories based off your previous 4500 steps
- c) Add 0.50% to your annual interest/ yield
- d) Add 0.50% to your Damex Token Cash Back
- e) Give you 1 free trade this week
- f) Give you one free withdrawal this week
- g) Receive the special addition Nike NFT which can be used to get 25% off at any Nike store when using the Damex Visa Card.

Last but not least Satoshi, there is 5 restaurants in the area offering you a 30% discount on lunch today if you complete the challenge?

- A) Lets Go
- B) Maybe Next Time
- C) Challenge a friend to earn 25 Damex tokens (approx 500 USD today's value)



* This is our big vision. We do not have a current partnership with Nike. This could be any sports brand in any city of the world.

Purpose of Light Paper

We are Digital Asset Management Limited (trading as damex.io), a regulated Distributed Ledger Technology (DLT) provider operating since 2017. This paper sets out the context of our upcoming digital asset finance application 'damex.io' launching in 2023 and the sale of our native utility token 'Damex Token'.

The Damex Token is being issued and sold by Damex.io Ltd, a company registered in Gibraltar with incorporation number 121366 and registered address at Madison Building, Midtown, Queensway, Gibraltar. Damex.io Ltd is a subsidiary of Digital Asset Management Limited.

Please note that damex.io reserves the right to update any of the utility features of the damex.io token and damex.io application or timings of product rollouts at its sole discretion and this lightpaper may be updated from time to time and displayed on damex.io.

What is damex.io?

Damex is a smart finance application that uses non-fungible tokens and our native token Damex Token to reward individuals for being healthy and active. Damex is gamifying the digital asset finance application experience.

The damex.io application and Damex Token will incentivise you to:

- 1. Be a healthier individual**
- 2. Earn financial rewards**
- 3. Give back to the world**

Why damex.io?

The inspiration for the Damex.io application and Damex Token came during the Covid-19 lockdowns Of 2021/22. Millions of people around the world have suffered both physically and mentally from Covid-19 restrictions.

We wanted to give back to our communities by:

- 1. Supporting individuals to live a healthier life**
- 2. Educating individuals and businesses about digital assets**
- 3. Promoting sustainability and helping the environment by incentivising people to walk more**

The fitness industry is a 96.7 billion USD industry with over 184 million gym memberships alone. Technology is penetrating this market at a phenomenal rate, and it's time for a Digital Asset Finance Application to enter this market with a bang.

About damex.io

Established in 2017, Digital Asset Management, or DAM, was one of the first companies in Gibraltar to receive the prestigious Distributed Ledger Technology license from the Gibraltar Financial Services Commission. DAM is approved to offer crypto custodianship and broker/dealer services as a financial institution. DAM has 50 employees based globally, with our head office located in Gibraltar.

Aside from our DLT License, DAM is also being registered with the FCA in the UK as an EMI agent company under MODULR Finance which will allow us to issue IBANS and sort codes to our clients within our damex.io mobile application.

Our damex.io debit card has been approved by Visa and will begin shipping before the end of the year.



Team & Background

Introducing the people who make it all happen, this is the #DamFam.

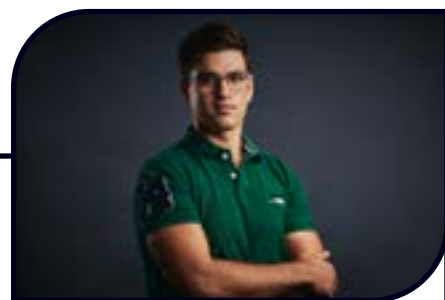
To read more about our individual team members just click on their portraits!



Sam Buxton
Co Founder & CEO



Thomas Johnson
Co Founder & Operations
Director



Jeremy King
Co Founder &
CIO



Scott McKim
Co Founder &
COO



Philip Vasquez
Co Founder &
CLO



Michael Greenberg
Chief Revenue Officer



Samuel Rondot
Managing Director Damex
Business



Alexandra Carreras
Chief Financial Officer



Miguel Ortega
Chief Marketing Officer





Caroline Cerisola

Managing Director Damex
Retail



Carol Molina

Americas CEO



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Head of Finance





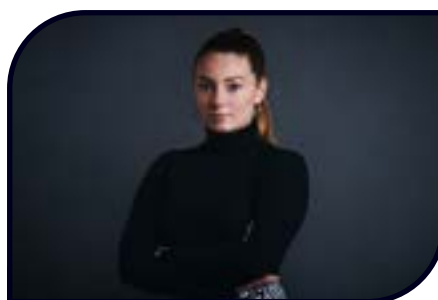
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Marketing Executive



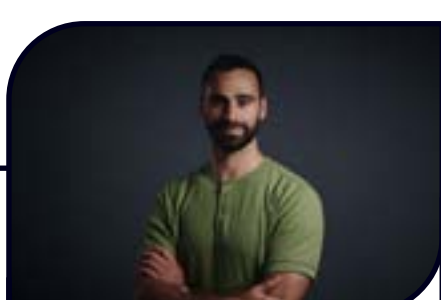
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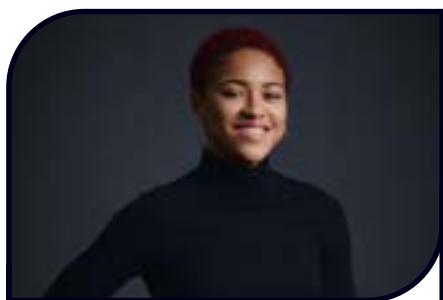
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Relationship Manager



Jezen Burton
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Jere Vucica
Trader



Norcady Reyes
Operations Assistant



Santino Jiménez
Compliance Associate



Alberto Benavente
Customer Support



Joe Carey
Content Creator



Carmen Gómez Villalta
Finance assistant



Application Partners & Key Tech Counterparties

We're fortunate to have developed great relationships with some of the best companies in their respective fields. These are our key partners and tech counterparties:

- Fireblocks
- Modulr Finance
- Hassans
- Chainalysis
- B2C2
- Kenshō Marketing
- Sumsb



Backers

- Cetacean
- Odin Capital
- Funfair Ventures
- Coin IX
- Alpha Praetorian Capital
- Belobaba
- Catenam



BELOBABA





The Damex App



App Features

Beta Features

- Fiat and digital asset wallets
- Damex Visa Card
- Exchange fiat and digital assets
- Pay in and pay out using digital assets and fiat
- Step gamification
- NFT gamification
- Plant trees

Future Features

- Non Custodial Wallets
(better rates if you complete step challenges)
- Life/health insurance features
(cheaper insurance if you complete step challenges)
- Loan/credit line features *(lower interest rates if you complete step challenges)*
- Trade stocks and traditional assets
- NFT gamification
- Trade NFTs

NFT Gamification

Step Challenges

Achieve step challenges (step challenges can change)

- 60k steps - London Marathon NFT (Common)
- 80k steps - Mt. Kilimanjaro NFT (Common)
- 170k steps - Hike to Everest Base NFT (Uncommon)
- 300k steps - Full Iron Man NFT (Rare)
- 525k steps - London to Paris NFT (Rare)



This first series of NFTs were designed by up and coming artist Beatrice Garcia.
See more: <https://beatricegarcia.com>



Damex Leaderboard

Tasks must be completed in order to climb the leaderboard.

The leaderboard score consists of the following metrics: (equally weighted 25% each)

1. **Walk up to 525k Steps**
2. **Spend up to 500 Euro using the Damex Visa card**
3. **Hold up to 5,500 Damex Tokens**
4. **Hold up to 5,000 Euro of another digital asset**

There will be NFT quarterly rewards for the Top 20 Users on the leaderboard. Examples of the first limited series of leaderboard NFTs can be seen below:



Holding limited edition NFTs unlocks free NFT airdrops and bonus rewards.

Other rewards for each leaderboard challenge:

1. **Steps = cash back, refer a friend bonus, discount trade fees, NFTs**
2. **Spend = cash back**
3. **Stake Damex Token = unlock Damex Premium Membership**
Premium Membership = zero trade fees + plant trees

Damex Token

The Damex Token is the Damex native app utility token that will be used to incentivise and reward users; giving them access to governance and voting on key features such as token listing, app features and more. Damex Token's intended utility can be seen below in this lightpaper.

Token Economics, *Total Supply - 370 Million*

Breakdown:

- 50 million - Employee incentive/Global Expansion Plan.
- **80 million - Token sale, Private Sales 1,2 + IEO.**
- 80 million - Partnerships, Affiliates and Ambassadors Network, Consultants, Stakeholders.
- 160 million - Customer Acquisition, Liquidity Pools, Market Making, Airdrops/Rewards pool, Mergers and Acquisition, Damex token Ecosystem Development.

| Minimum Investment 20K | Token Sale Price | Lockup Period* |
|------------------------|------------------|----------------|
| 20K - 49K | 0.09 | 3 month |
| 50K - 99K | 0.08 | 6 month |
| 100K - 249K | 0.07 | 9 month |
| 250K - 499K | 0.06 | 12 month |
| 500K or max | 0.05 | 15 month |

Private Sale 2:

| Token Sale Price | Lockup Period* |
|------------------|----------------|
| 0.11 | 6 month |

**Subscribers subject to a lockup period will have a pro-rated portion of their allocation vested every 3 months from the token generating event until the end of the lockup period.*

Public Sale:

| Launch date | Token Sale Price | Lockup Period* |
|-------------|------------------|----------------|
| April 19th | 0.15 | None |

Use Of Funds



Protocol Of Choice

Core Damex Token will be created on Ethereum and then bridged to Solana, BSC and others.

Damex Buy Back & Burn Programme

20% of revenues will be used to buy Damex Tokens off the market. Tokens will either be burnt or used as rewards for users in the damex.io Ecosystem. This decision is in the full discretion of the management team.

Voting And Governance

Damex govern will be able to vote on certain token listings, app features and more. Damex Token holders will have the exclusive opportunity to provide suggestions to damex.io through surveys.

In App Utility

Stake

5,000 Damex.io Tokens:

- Zero exchange fees on damex.io
- Access to VIP Premium

Premium Subscription Members:

- Unlock top tier exercise challenges
- Premium member card
- More cash back at all tiers
- Early access to new features

Challenges

P2P Competitions

Damexians will be able to compete against other Damexians in their leaderboards .

Damex Business Utility

Damex business will be going live in Q2 2023. Damex Token utility within Damex Business will be finalised and announced closer to launch date. Staking Damex tokens to receive discounts on your business trading activity.

Can we incentivize you to:



1. Be a healthier individual



2. Earn financial rewards



3. Give back to the world

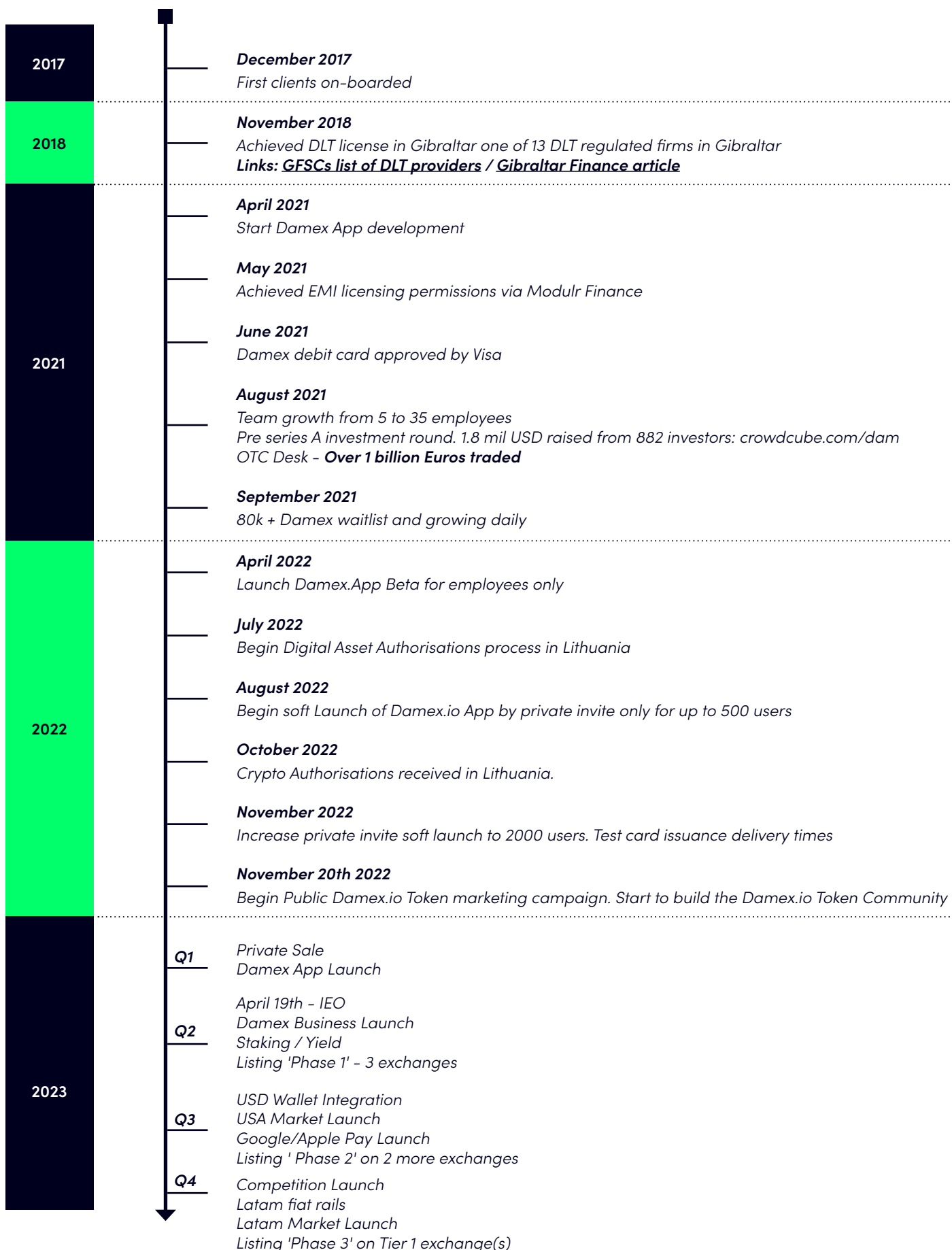
All with a single utility token?

We believe so, and this is how:

| Challenge | Step Goal | Equivalent to: | Standard rewards | Premium Member Rewards | VIP Premium Rewards (5,000 Damex.io Tokens) |
|-------------------------------|-----------|---------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Marathon | 60K | London Marathon | 10% discount on exchange fee 1.0% \$DAMEX cashback on card £ 7,50 referral in \$DAMEX | 40% discount on exchange fee 0.5% \$DAMEX cashback on card £ 12,50 referral in \$DAMEX | 70% discount on exchange fee 1.0% \$DAMEX cashback on card £ 22.50 referral in \$DAMEX |
| Amateur Mountain Climber | 80K | Machame Route (Mt. Kilimanjaro) | 15% discount on ex-change fee 0.35% \$DAMEX cash-back on card £ 10 referral in \$DAMEX | 55% discount on ex-change fee 0.75% \$DAMEX cashback on card £ 15 referral in \$DAMEX | 80% discount on exchange fee 1.5% \$DAMEX cashback on card £ 25 referral in \$DAMEX |
| Professional Mountain Climber | 170K | Hike to Everest Base Camp | 20% discount on exchange fee 0.50% \$DAMEX cashback on card £ 12.50 referral in \$DAMEX | 70% discount on ex-change fee 1.0% \$DAMEX cashback on card £17,50 referral in \$DAMEX | 90% discount on exchange fee 2.0% \$DAMEX cashback on card £ 27.50 referral in \$DAMEX |
| Made of Iron | 300K | Full Iron Man | Premium Members Only | 85% discount on ex-change fee 1.25% \$DAMEX cashback on card £ 20 referral in \$DAMEX | 100% discount on exchange fee 2.25% \$DAMEX cashback on card £ 30 referral in \$DAMEX |
| Steel Legs | 525K | London to Paris Cycle | Premium Members Only | 100% discount on ex-change fee 1.50% \$DAMEX cashback on card £ 22.50 referral in \$DAMEX Plant 1 tree | 100% discount on exchange fee 3.0% \$DAMEX cashback on card £ 32.50 referral in \$DAMEX Plant 2 trees |

Challenges will change every 3 months.

Road Map



Disclaimer

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Legal Considerations

Whilst we have approached the Damex.io Token Sale in a responsible manner, cryptocurrencies, digital assets, and the use of distributed ledger technologies for the storage or transfer of value hold uncertain status in various jurisdictions. We have taken efforts to consider the legal status of the Damex.io Token and later Damex.io model in the jurisdictions where we plan to operate. Damex.io Tokens are functional utility tokens designed for the Damex.io application or Digital Asset Management Limited's affiliated services. Damex.io Tokens are not securities. Once you purchase DamaX Tokens, they cannot be refunded. We do not recommend that Damex.io Tokens be purchased for speculative investment purposes. You should buy Damex.io Tokens to participate in the Damex.io application. Damex.io Tokens have no voting rights, equity, or any other rights in Damex.io Ltd. Damex.io Tokens are sold as digital assets. We do not recommend purchasing Damex.io Tokens unless you have prior experience with cryptocurrencies or digital asset tokens. You acknowledge and agree that there are risks associated with purchasing, owning, and using the Damex.io Tokens. These risks include but are not limited to being subject to aggressive volatility in value, unanticipated risks, security risks, uninsured risks, governance risks and other risks where the value of the Damex.io Tokens may lose all or part of the value of your original investment. Before purchasing Damex.io Tokens you are required to read the Token Sale Terms and Conditions and the Risks set out therein.

Whitelist your interest

Click Here

