



whitepaper

**make money
together**

index

01_maxxer make money together	03	07_IEO & launchpad	21
02_maxxer exchange	07	08_smooth emission protocol	23
03_\$MXXR token	14	09_referral kickback	23
04_who are we	16	10_security	24
05_our progress so far	18	11_liquidity	25
06_roadmap	19		

01_maxxer

make money together

Through social trading and community building, **maxxer** wants to lower the threshold for people to successfully invest in the cryptocurrency market as well as make information easily accessible.

The cryptocurrency market is very volatile by nature and navigating is perceived as difficult and daunting by new investors. With the historical lack of regulation in the market, transparency is also a big issue. On top of that, the cryptocurrency market is extremely divided when it comes to which trading platforms to use, which tokens to buy, and where to get your news from.

Now that new regulations are in place, it is possible for us to be compliant by design. This is a big step forward as it protects investors and allows safe and reliable platforms like ours to promote themselves over unregulated platforms. It also allows more traditional investors to invest in the market. **maxxer** is going to offer a best-in-class service to the cryptocurrency market: Social Trading, in a manner that takes away the burden of individual active trading.

“Social trading is a form of investing that allows investors to observe the trading behavior of their peers and expert traders and to follow their investment strategies using copy trading or mirror trading. Social trading requires little or no knowledge about financial markets, and has been described as a low-cost, sophisticated alternative to traditional wealth managers by the World Economic Forum.” (Source: https://en.wikipedia.org/wiki/Social_trading)

Combining social trading with tight-knit communities creates a safe haven where both new and experienced investors can invest while at the same time learning from social traders and other content creators. Copy your favorite social traders and balance portfolios automatically without ever having to transfer money away from the platform.

All this on an intuitive platform.

what is maxxer?

maxxer is the first centralised and fully regulated digital asset exchange that focuses and rewards a communal and social trading system. We are making crypto investing and trading accessible and simple; guiding both new and experienced investors through the ever-changing cryptocurrency markets in your own **maxxer** community.

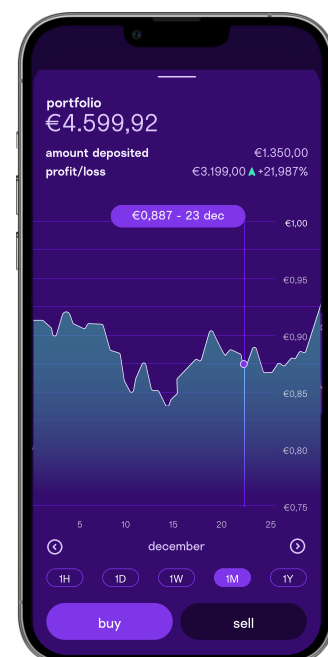
Through the use of our own IEO (Initial Exchange Offering) '\$MXXR' and Social Trading Platform (STP), we will become the defining community driven crypto CEX (Centralised Exchange).

We are a global team of developers, marketers, and compliance specialists with combined decades of experience in crypto and asset investing. This whitepaper will detail, in full, how **maxxer** will become the trailblazer of crypto social trading platforms.

providing a platform that unlocks the full potential of digital assets for everyone.

Here at **maxxer** we are extremely excited to share with you the **maxxer** Social Trading Platform; a system that will provide everyone with the ability to invest in the extraordinary and exciting crypto markets.

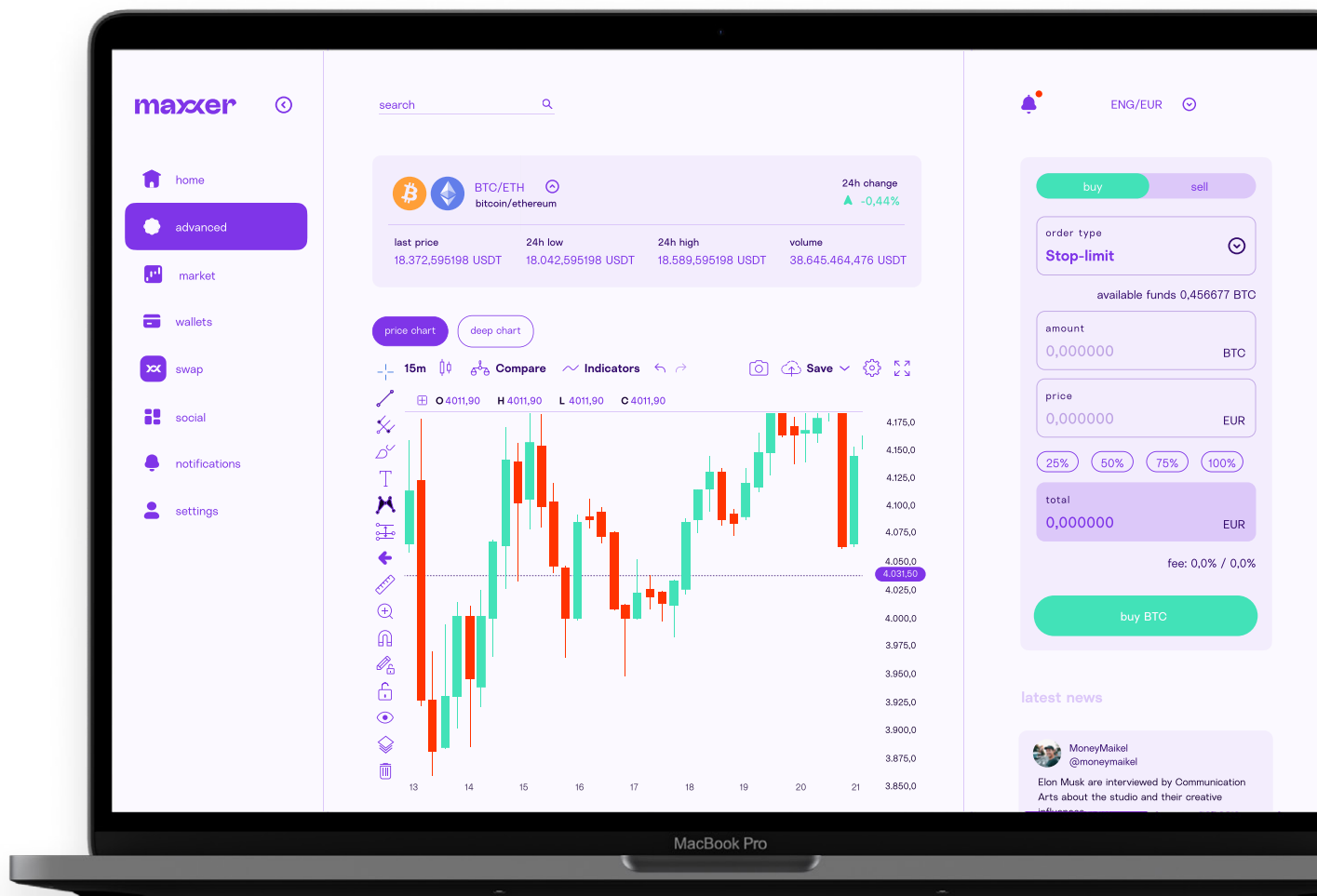
Through an incredibly friendly UI (User Interface) **maxxer** will give users the opportunity to safely invest into cryptocurrency whilst avoiding the stress of constantly following the volatility of the charts. With the historical lack of regulations we at **maxxer** know the dangers of navigating the market as a 'newbie', that's why we put so much emphasis on transparency, community and integrity.



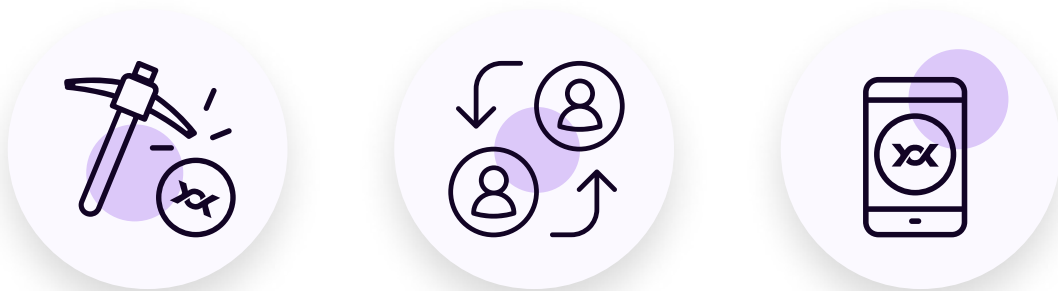


Now that new regulations are in place, **maxxer** has seized the ability to become compliant by design. European and Global registrations are near completion. We will act as the example social trading service that alleviates the burden of active individual trading while staying firmly inside regulations. In this way **maxxer** will make things easier, and more profitable, for everyone involved.

maxxer simplifies what many see as something too complex to grasp, and provides social 24/7 expert crypto trading & investing guidance



\$MXXR token and maxxer exchange: what's the difference?



Those familiar with the crypto world will already be aware that many top digital exchanges have their own cryptocurrency and **maxxer** will be no different.

maxxer the token (\$MXXR) shall be a separate entity to the **maxxer** exchange (**maxxer**) and provide a whole host of benefits of its own. Although the two will be heavily linked, with \$MXXR forming an integral part of the **maxxer** ecosystem, and are both under the wider **maxxer** project, it is important to note that they are separate entities and will be referred to as such moving forward.

02_maxxer exchange

The most keystone of the **maxxer** project, our exchange is going to smash down the barriers stopping casual investors from getting involved in crypto by making it easier for them to partake, keep their funds secured and accessible, and most of all - make considerable profit! We will do all of this while giving huge incentives to anyone who wishes to become a social trader to join our platform and thus bridge the gap between crypto experts and the larger population, ensuring a thriving ecosystem for all. To achieve this our platform is incorporating five key aspects to set us apart from the competition.



What does all this mean exactly? Let's break it down point by point.

social trading

Social trading is a form of investing that allows investors to observe, follow, and copy other traders. Social trading encourages debates, transparency and, most importantly, responsibility. **maxxer** users can switch their account to 'Social Trader' and grow their followers by not only performing well on paper, but handling and guiding everyone who has chosen to copy them. It is a method of trading that allows novices to directly interact with the experts and to alleviate the burden of searching for hours on what to invest in.

how it works

So, how is **maxxer** going to solve all the issues with social trading, eliminate frontrunning by influencers and bring profit to the masses? By making things simple, transparent, and communal.

When someone chooses to become a social trader, they can no longer trade on their 'normal' account. This normal account will only be able to deposit, withdraw, and invest in their new 'social' account, which will be a pool made up of their funds, and the funds of all of those that copy them. This social account is then where they must make all their trades, ensuring that each trade they

make is made for everyone simultaneously and the system is completely fair. It really is that simple. No frontrunning, no pump and dumps, just good honest trading.

As for the followers, once you follow a trader your funds will be added to the pool until they choose otherwise, at which point you can keep your portfolio as it was at the point of leaving or liquidate it into a currency of your choosing. You will also naturally be able to add a stop loss or take profit parameter to ensure you stay in control of your own risk, even while letting an expert handle your day-to-day trading.



risk scores

Here at **maxxer** we understand that it takes a lot for people to trust others with their money and trading. As such we want to make sure that people take on a level of risk, and the social trader, that suits them perfectly. We shall therefore be implementing risk scores for all social traders to ensure we always get the right fit. To calculate these, we shall be using the Sortino Ratio. This ratio only looks at volatility when a portfolio is going down, not up, to focus on risk rather than potential reward, and works as follows:

	Bad	Neutral	Good
rate of return (net percentage profit or loss)	20%	20%	20%
risk-free rate (10 year treasury value, average over month)	1,00%	1,00%	1,00%
downward volatility	40%	19%	8%
sortino ratio	$(20-1)/40=0,47$	$(20-1)/19=0,99$	$(20-1)/8=2,34$
sortino ratio	0,48	1,00	2,38
risk score	8	5	3

what this means

All of this will have the unprecedented effect that for the first time in the crypto world experts will be rewarded for results, and not just followers and cashing a payment. This will allow **maxxer** to help restore faith in those that are truly exceptional traders, encourage real time sharing of knowledge, and bring ever more people into the incredible world of cryptocurrencies.

social trader league

Here at **maxxer** though we don't just want to help professional and amateur traders work together, we also want to reward the best traders, gamify the experience, and make trading more fun for all those involved. One of the ways we will achieve this is with our Social Trader League.

This social trader league (STL), will be a highly competitive ranking system where the best performing social traders in each league shall be rewarded not only financially, but socially as well. By giving badges to the top performers in each league investors will instantly see who is performing the best and flock to them, while other social traders will look on with jealousy and try to take over those top spots. The badges will provide the top performers with the status of being an expert trader, whilst also providing a visual incentive for newer traders to advance in rank. This will add a fun level of competition to social trading while making things even easier for investors to choose which traders to copy.

There will be five leagues in the STL to account for all levels of social trader with the rewards and requirements as follows:

leagues	traders in leagues	minimum monthly volume
maxxer	10	€1 M
challenger	25	€500 K
gold	100	€250 K
silver	500	€100 K
bronze	2000	€50 K



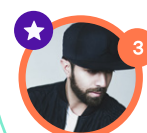
crypto_fan
5,255 copiers



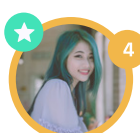
MoneyMaikel
24,643 copiers



trader_nyc01
45,278 copiers



robincryptoK
128,368 copiers



Sabine.Bitcoin
2,352 copiers

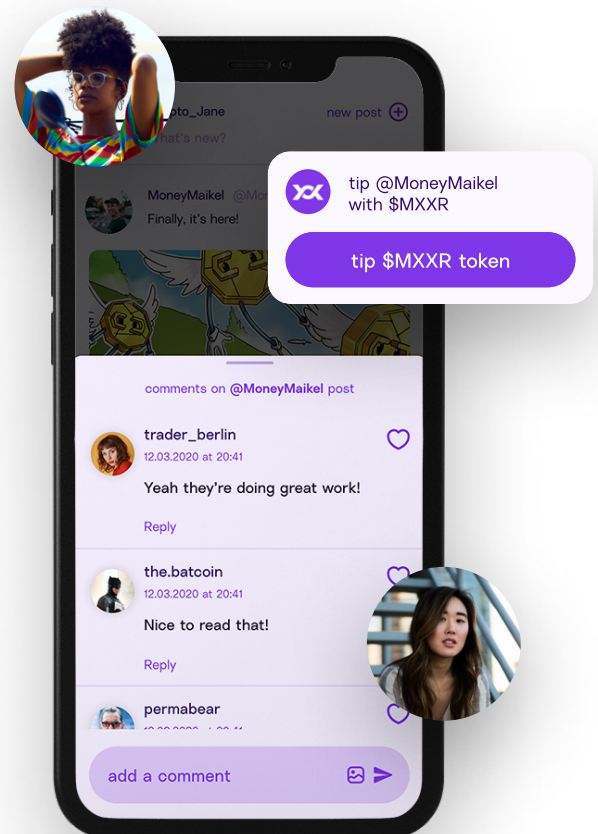
community and influencers

One of the many victims of the current pay-for-shoutouts system has been the relationship between consumers of media, and those that create it. Whether you are on Twitter, TikTok, or Reddit, watching YouTube videos, or reading articles, chances are most of the time someone somewhere is paying for it, and the community has had enough. It has devastated confidence in supposed experts, and to those on the outside is often seen as another key reason to stay well away from the digital currency space.

Our solution? To put the purse strings in the hands of you, the community! By creating your own space for social content we will let you support those that provide genuinely good and useful content by tipping them. This removes the need for influencers to turn to external sources of income and actually punishes them for it as people will only want to reward those who give out good advice.

On the **maxxer** social feed, anyone will be able to share text, videos, gifs, or any other form of media. The content doesn't have to come from our platform either, so you will be able to share links from any social platform and harness the following you have already created. Additionally, in the future it will be possible to live stream directly on our platform so that content creators and social traders can engage, communicate with, and be rewarded by their followers all on **maxxer**, making it the crypto hub for streaming services. All of this means that people will finally be creating content for their fans, and generating income from them.

This is the way crypto content creation always should have been. With **maxxer**, this is how it will be.



simplified user interface

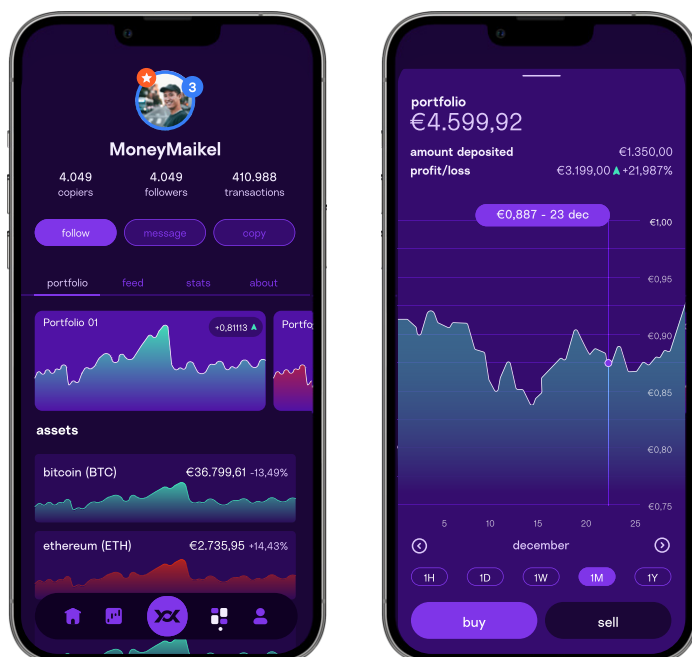
Even the biggest and best cryptocurrency exchanges out there currently can be a little off putting to new customers, and take more than a little getting used to. In this regard crypto exchanges are lagging far behind conventional brokerages and just like social trading, it can be a big turnoff to people used to trading stocks and shares with a simple, intuitive user interface.

The **maxxer** exchange will address this, and bring the crypto sphere level with the rest of the world; eliminating yet another barrier to entry for new investors and making the move that much easier.

From launch our the **maxxer** exchange will contain the following:

MOBILE APP

With the majority of traders now using their mobiles, the **maxxer** mobile app will be an essential part of our project. Investors will be able to monitor their trades, check their portfolios, and interact with other investors and any expert traders they are following whilst living their day-to-day lives. The interface will be smooth and familiar, allowing everyone to begin their **maxxer** journey smoothly and easily.



SPOT TRADING, SWAPPING, AND OTHER IEOs ON MAXXER

On the **maxxer** platform you will be able to operate in several orthodox methods of trading: from launch you will be able to spot trade and swap ALL pairs already on **maxxer**. A very exciting feature we can also offer, thanks to our regulations, is the launch of up & coming IEOs on **maxxer**. These will be subject to heavy KYC and AML research by us before being listed, and will provide unparalleled exposure not only to these new and exciting projects but to **maxxer** as well, and allow us to draw from more and more customer bases.

API & BOT TRADING

maxxer will provide the option of using an API (Application Programming Interface). These can be implemented by the user and are not provided by **maxxer**. The exchange will also allow for Websocket and REST APIs at launch. These will be in full control of the user and allow traders to automate trading across different platforms, and to take advantage of arbitrage opportunities.

compliant by design

For years many crypto exchanges have done whatever they could to skirt around rules and regulations and to exist in grey areas of the law. With several big cases throughout 2020 and increasingly detailed laws being passed around the world though, it has become evident that this approach is no longer sustainable. As a new company focussed on thriving long term though, here at **maxxer** we see this not as an obstacle, but an opportunity.

With no past clients and no baggage, we intend to take full advantage of this and be truly best in class in this field, making sure we comply with the laws of regulators to ensure we are truly future proof. We are for example currently in the process of getting a registration at major EU and Global central banks.



03_\$MXXR token

Unlike the vast majority of exchanges out there, here at **maxxer** we believe in giving you complete freedom in how you trade, and what you trade with. This means that we will allow you to use any currency tradable on our platform to pay for transactions (you pay in that currency you're trading with), to give you control.

But in that case, why use the \$MXXR token? Well, it is simple: if you choose to make your transactions in \$MXXR we will half the transaction fees for you! That's right, a huge 50% discount. We can do this because it is far easier for us to process payments in our own currency, the costs greatly reduced, and so we are able to pass those savings on to you. This cost incentive will ensure consistent volume to the \$MXXR token and allow it to grow alongside our exchange. This will not only apply to trading either, with discounts on tips to content creators as well!

swap

from

available funds 0,455677 BTC

bitcoin

BTC

1

BTC

ethereum

ETH

13,12

ETH

price

1 BTC = 65865,68000000 USDT

inverse price

1 USDT = 0,00001518 USDT

fee

0,0000054 BTC

25%

50%

75%

100%

swap

offer valid for: 00:10:57

This is far from the only reason to use \$MXXR though, with community and charity being key pillars we want to support, \$MXXR will be there doing this every step of the way.



charity donating

At **maxxer** we are dedicated to helping make the world a better place, and as such 2% of all transaction fees will be donated in our \$MXXR charity pool. Each quarter the charity pool will be distributed with people able to directly donate additional \$MXXR in order to vote proportionally on where that money goes, receiving a receipt for their donation and **maxxer** rewards as an added bonus! All donations will be made in the name of the donors.



raffles

1% of all transaction fees paid with the \$MXXR token will be put into a lottery fund with one \$MXXR token equaling one raffle ticket, giving users of the **maxxer** exchange even more reason to not just buy, but hold \$MXXR as well.



referrals

We know that word of mouth is the foundation of so many successful cryptocurrencies, and believe that you should be rewarded when you help spread the word about how good **maxxer** is. As such, when you refer someone to our platform, you will receive 10% of their transaction fee for the first 12 months on the platform. This applies to everyone, including social traders and influencers, and will allow us to grow at an exponential rate and encourage mass adoption like no other exchange out there.

04_maxxer: who are we

Even the best of ideas and projects are nothing without the right team behind them, and at **maxxer** we are confident we have just that. Our founding team has best-in-class experts not only within the world of cryptocurrency, but commerce, marketing, development, and finance to ensure that **maxxer** won't just be a technological success, but a commercial powerhouse as well.



Benjamin Theobald - coo

A British-Dutch entrepreneur, Benjamin has been thriving in the world of technology since 2003. One of the highlights of Ben's career has been the sale of one of his companies to iGo Inc (NASDAQ). Ben has spent the last eight years specialising first in online marketing, and then in the last five years the technology behind cryptocurrencies, which with his meticulous approach, have honed him into the perfect leader to propel **maxxer** to the front of the crypto world.



Michiel Triebert - CRO

Michiel is a dynamic entrepreneur of Dutch-Indonesian descent with an in-depth knowledge about online marketing. With his personal ventures, Michiel has been at the forefront of lead generation for companies such as Uber and other tech giants. Consulting for affiliate, performance, and social media marketing helped Michiel perfect the art of conversion science. Michiel has also helped tech and blockchain start-ups across continents reach their potential and help grow their profits.



Remy Guijt - CEO

Remy comes from the banking sector within wealth and asset management in the Netherlands. In this capacity Remy has had to pass all checks and balances in terms of ethics, integrity, and investment knowledge. His background has allowed him to develop experience on many different fronts, namely dealing with private and institutional clients, risk and compliance, and adaptive flexibility to new environments.



Leandro Trindade - CTO

When it comes to building exchanges and making sure they have impenetrable security, Leandro is truly world class. Being responsible for the full security audits and consultation regarding secure implementation of the biggest Brazilian crypto currency exchanges as well as the biggest Bitcoin/Bank fintech company in Brazil, he has had more than his fair share in ensuring the safety of his clients. He has also been integral in building exchanges, investment funds and market funds of all shapes and sizes, with such prestigious clients as the Bank of Brazil. While NDAs prevent names and specifics from being mentioned, you will be able to find more information and interaction from Leandro on Vice and YouTube.



Rien Bos - CFO

Data driven to his core, Rien excels in the development, communication and execution of strategies. With over 15 years of experience trading using, creating, and perfecting algorithms he is the perfect man to head **maxxer** finances and ensure commercial success. Rien understands the needs of stakeholders, and can crystallise these into coherent solutions, while his rigorous approach ensures that the financial aspects of the company are always at the best of industry standards.



Salomo Van Mook - CBDO

With his hunger for entrepreneurship and love for crypto, Salomo (Mo) is always looking for the next big thing. Previously, Mo founded GrapeTV, a live streaming platform that focuses on everyday content like food, fashion, lifestyle, and more. After getting into crypto in 2015, he founded a cryptocurrency fund in 2018 and joined the **maxxer** team early 2020. With a passion for connecting people and sharing knowledge, he has developed the concept of the **maxxer** social trading platform to make crypto more accessible to new investors.

05_our progress so far

maxxer has been in the works for over a year now since its conception in late 2020, and it is safe to say that our founders have been more than busy. From building a team of incredible developers, marketers, and legal experts to raising the seed capital required for a project of this magnitude, it hasn't been easy, but so far we have been able to exceed expectations every step of the way, and build the strongest possible platform for what is next.

Raising Capital

The first thing our founding members needed to do was to make sure that the funds were there to make sure that **maxxer** could not only be developed, but exceed all expectations and competition. With €1.5 million in seed money raised by Q2 2021, this was achieved, and development could begin in earnest.

Assembling a Team

Having raised the required funds, **maxxer** is constantly expanding its team. With 16 top level developers working on the **maxxer** exchange, the marketing and compliance team has grown exponentially now we are progressing through our roadmap.

Ensuring Regulatory Compliance

With our compliance staff, top lawyers, and consulting firms all working together, we have been able to not only ensure that we are fully compliant with the current laws, but a step ahead for coming MICA (Markets in Crypto Assets) regulation as well. In this regard we intend to stay ahead of the game for years to come as Cryptocurrency cements itself as a staple part of everyday life.

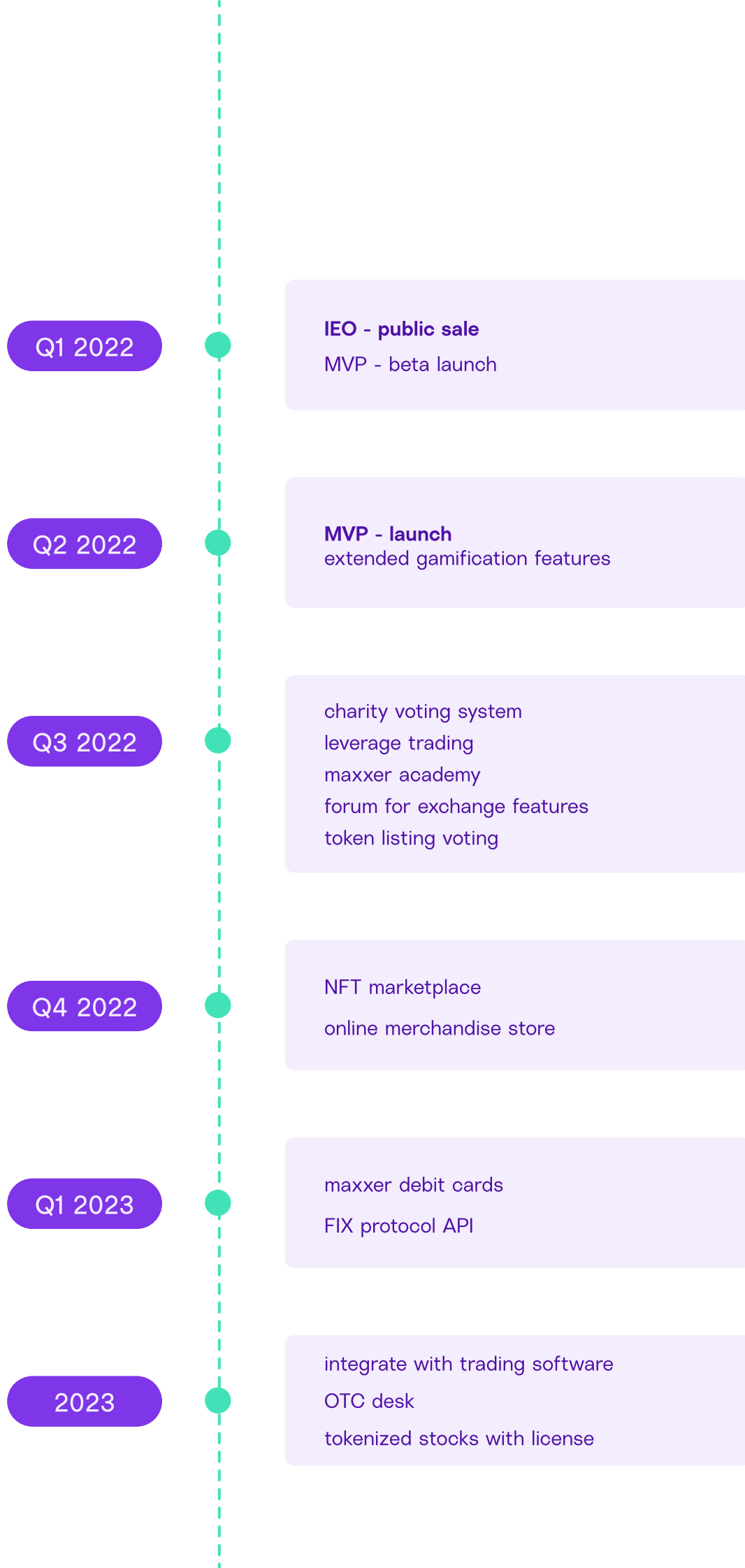
Developing The Exchange

The development for the **maxxer** exchange started in Q3 of 2020 and is ready for our official launch in Q1 of 2022. As this will be **maxxer**'s keystone no expense has been spared, and all development has been subject to multiple changes and improvements to ensure that it will be the smooth and simple interface that we have promised.

06_ roadmap

What really counts though, is where we are going next, and so we are proud to share with you our roadmap moving forward to let you know exactly what is in store, and what we are so excited about.





07_ IEO & launchpad

Ask any veteran of the crypto world where the most money to be made is, and they will tell you to get in on a project early. More specifically, they will tell you to get in on an incredible long term project early. This is easier said than done, but with **maxxer**, your opportunity is here. As the first regulated and centralised exchange to launch an IEO, we are giving you the unprecedented chance to take part in our pre-sale and get a huge 25% discount from launch price. Our private sale with 50% off may already be over, but there is still some time to get in early and take advantage of getting \$MXXR at the cheapest price possible. After the presale is over, we will still give a 10% discount in the first month of the public IEO.

How Do I Get Involved?

If you are interested in buying our IEO, all you need to do is head over to our website to fill out the form to apply, and we will be in touch. That's it, all you have to do to get started and join us on this incredible project.

What Am I Getting?

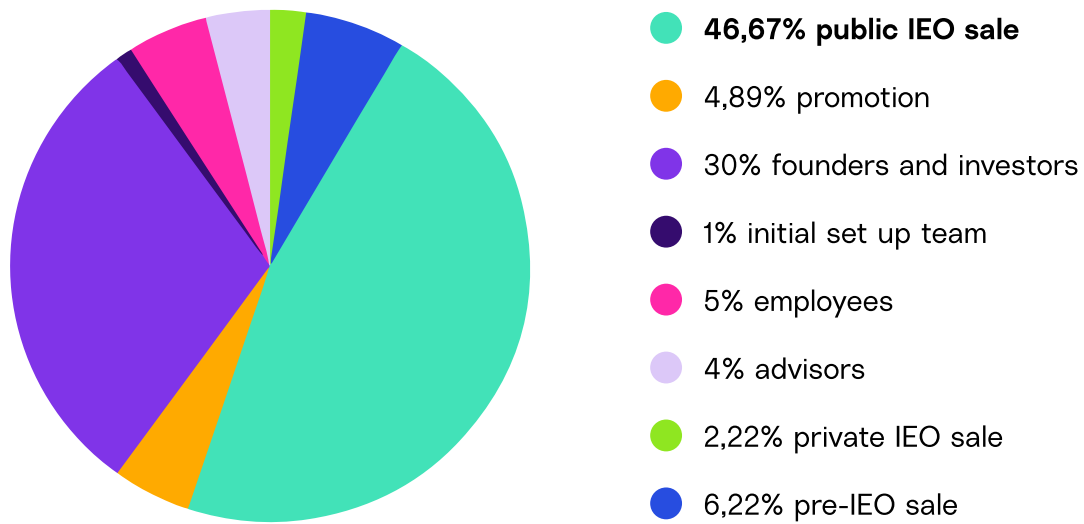
As stated, after filling out this form a member of the **maxxer** team will be in contact and once you have been verified we will offer you to get involved and buy \$MXXR presale tokens at a 25% discount from general launch price. We have an incredibly limited number of these available with the breakdown of our token availability:

pricing

There is a 50% discount for the private sale and a 25% discount for the pre sale, both having a vesting schedule mentioned afterwards. The first month of the IEO there will be a 10% discount, no vesting schedule.

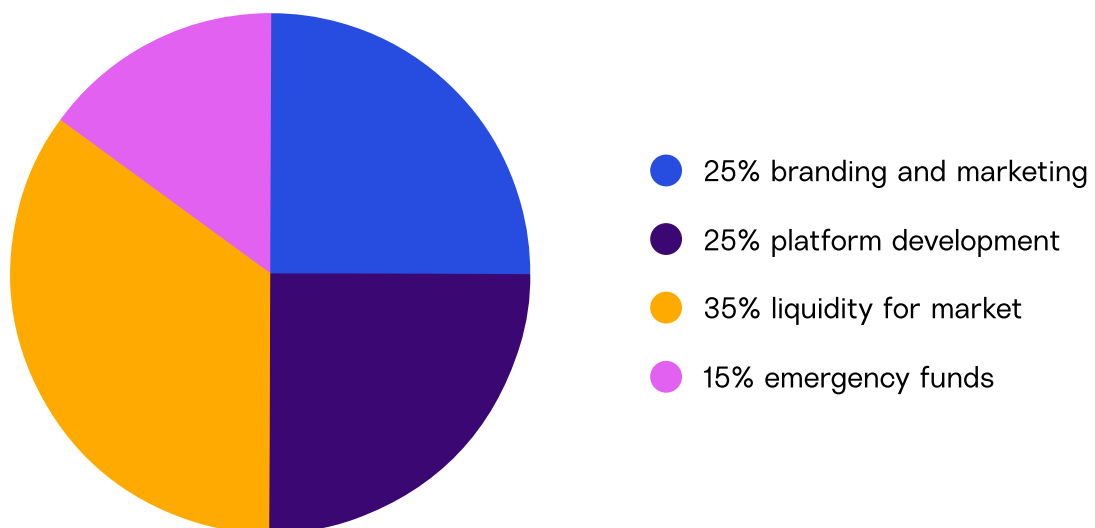
	discount	price
private sale	50%	€0.05
pre-sale	25%	€0.075
public sale IEO	10%	€0.09
afterwards	0%	€0.10

token allocation



Total supply: 900m \$MXXR tokens

use of funds



08_ smooth emission protocol

As usual for such a discounted pre-sale cost, we shall enact a smooth emission protocol for everyone who is able to acquire tokens before launch in order to prevent any form of pump and dump. To demonstrate our faith in this project, team members & founders will have to wait the longest before selling their \$MXXR with a 3 year financial commitment. Our smooth emission protocol for the private sale and team, founders and advisors will be worked into an ERC223 Smart contract. What is written here is therefore fixed and public in the Blockchain:

Founders / Investor / Advisors / Team Members (i.e. all) receive:	Private sale and pre sale subscribers can sell:
Tranche 1: 25% after public sale	Tranche 1: 25% after public sale
Tranche 2: 25% - 12 months later	Tranche 2: 25% - 3 months later
Tranche 3: 25% - 24 months later	Tranche 3: 25% - 6 months later
Tranche 4: 25% - 36 months later	Tranche 4: 25% - 9 months later

For each tranche for founders, investors, advisors and team members holds: Max. of 1% of tokens can be sold per day so it takes at least 100 days after token release for all tokens to be sold.

09_ referral kickback

Want to get your hands on even more \$MXXR before launch? Simple, just spread the word! Whenever you refer someone to the **maxxer** IEO presale, we will give you a bonus 5% kickback on their purchase to thank you for welcoming someone else to our project. You will also receive 10% of their trading fees for the first 12 months.

10_ security

Knowing that your funds will be safe is the first thing you need to consider when using an exchange, and **maxxer** is no exception. We have therefore developed a multilayered security system that is capable of both containing and neutralising attack attempts with the need for as little human intervention as possible, maximising the speed and efficiency of our defences.

In addition to those measures, we also make use of state of the art solutions for multi-signature and redundancy in every step of the way when it comes to cryptocurrency transfers, even in hot wallets which are directly connected to our system. This makes sure that even if a successful attempt is made, and a bad actor gains privileged control over our systems, they would still need the ability to sidestep and overcome additional signatures in our process. Providing us with the much needed time to mitigate potential threats.

We also are committed to have our systems audited, certified and have our security hardened even before going online for the first time. We also believe in the power of the white hat research community and plan to leverage that through a bug bounty and hall of fame program.

Security is a continuous process more than it is a concept. We know that for being secure we need to be always vigilant and always looking at new tools and updates from the security community and we intend to do so.



11_ liquidity

Liquidity is the lifeblood of any cryptocurrency, and so we will enhance \$MXXR liquidity by settling the exchange of members' assets within the internal exchange and effectively combining the aggregated liquidity across public exchanges. We will use 35% of the IEO proceeds to facilitate market making partners and our own marketmaker to deliver narrow spreads and a deep liquid order book at a fair price versus other global exchanges. We shall

1- Using market makers that are marketmaking over 50 exchanges globally.

2- Using our own marketmaking and inter-exchange arbitrage bot.

Social Trading is a means for everyone to get involved in investing in cryptocurrency, and **maxxer** is the key to opening the door. Cryptocurrency is becoming more and more central to our everyday lives, and the opportunities are many. **maxxer** is here to help everyone from experts to novices through a centralised, regulated and communal platform that encourages people to share their trading knowledge with each other.

maxxer will simplify what many see as something too complex to grasp.



maxxer disclaimer

IMPORTANT DISCLAIMER AND LEGAL NOTICE AND CONDITIONS PLEASE READ THIS DISCLAIMER FROM START TO FINISH BEFORE YOU PROCEED. IMPORTANT INFORMATION IS DETAILED BELOW. PARTICIPATING IN THE MXXR TOKEN SALE MAY RESULT IN SIGNIFICANT OR COMPLETE LOSS OF FUNDS.

maxxer has prepared this whitepaper with the utmost care and attention, but errors and omissions may occur. We do not accept any liability for direct or indirect damage arising from the use of this whitepaper. Nothing in this whitepaper shall be deemed to constitute a prospectus of any 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. **maxxer** also accepts no responsibility for the content of websites to which or from which reference is made by means of a hyperlink or otherwise. The contents of this document, including this disclaimer, are subject to change without notice. Tokens are not available to U.S. citizens, residents, green card holders, and other persons, both natural and legal. The document is not composed in accordance with and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors. Infringements are subject to Dutch law.

Locations:

Rua 28 de Janeiro 350
Escritorio CC01
4400-335 Porto, Portugal
BRN: 516524399

Rokin 52-2
1012 KV Amsterdam
The Netherlands
KVK: 82681562

Sophialaan 1A
8911 AE Leeuwarden
The Netherlands
KVK: 82681562