

# White Paper

Authors:

Stephen Bartlett-Bragg

John Edginton

East2 Limited

(Hong Kong, Singapore & Barcelona)



## Air Loyalty Plus

*“Unleashing the power  
of rewards for airlines  
and their loyal  
travellers”*

EDOS - Air Loyalty Token Sale



East2 is disrupting the global airline loyalty model:  
unlocking valuable traveller intent,  
and empowering airlines and suppliers to better serve their loyal  
travellers.

East2's Air Loyalty Plus blockchain program can stand-alone,  
replace, enhance, or be integrated on a modular basis with current  
airline loyalty points/miles programs.



# Table of Contents

Table of Contents	3
IMPORTANT NOTICE:	4
1. KEY ISSUES	6
2. MARKET OVERVIEW	9
2.1. Airlines and Technology	9
2.2. Airline Loyalty Programs	10
2.3. Changes in Traveller Loyalty	12
3. THE OPPORTUNITY	13
3.1. New Generation - Air Loyalty Plus Program	14
3.2. Decentralised Distribution Systems	14
3.4. Improved Loyal Flyer Experience	17
4. LOYALTY SOLUTION	18
5. BENEFITS BENCHMARKING	21
6. PRODUCT SUITE	22
6.1. E2App (Traveller App)	22
6.2. E2Wallet	23
6.3. E2DX (- Digital Token Exchange)	23
6.4. E2Ancillary	23
7. TEAM	24
7.1. Achievements	24
7.2. Team	25
7.3. Advisors	28
8. AIR LOYALTY PLUS - EDOS TOKEN SALE	34
8.1. Sale Structure	34
8.2. Function of EDOS Tokens	36
8.3. ALT Token Commercial Use	37
9. FINANCIAL MODEL	40
10. ROADMAP	42
11. BUSINESS DEVELOPMENT	44
12. COMPETITION	47
13. SABRE HOLDINGS ACQUIRES EB2	49
14. GLOSSARY	51
15. REFERENCES	54
16. COMPLIANCE AND IMPORTANT Notice	55
16.1. Regulators & Jurisdictional Compliance	55



## **IMPORTANT NOTICE:**

**PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED "DISCLAIMER OF LIABILITY", "NO REPRESENTATIONS AND WARRANTIES", "REPRESENTATIONS AND WARRANTIES BY YOU", "CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS", "MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS", "NO ADVICE", "NO FURTHER INFORMATION OR UPDATE", "RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION", "NO OFFER OF SECURITIES OR REGISTRATION" AND "RISKS AND UNCERTAINTIES" CAREFULLY.**

**IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).**

All tokens issued by East2 (including EDOS and/or EDOS self-brand tokens) (the "**East2 Tokens**") are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the East2 Tokens (the "**Distributor**") to purchase any East2 Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Distributor will be East2 Pte. Ltd. ("**East2**"), and will deploy all proceeds of sale of the East2 Tokens to fund East2's cryptocurrency project, businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the East2 Tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of East2 Tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the "**T&Cs**") of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.



You are not eligible and you are not to purchase any East2 Tokens in the East2 Initial Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with East2 and/or the Distributor and their respective businesses and operations the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in this Whitepaper).

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled "Disclaimer of Liability", "No Representations and Warranties", "Representations and Warranties By You", "Cautionary Note On Forward-Looking Statements", "Market and Industry Information and No Consent of Other Persons", "Terms Used", "No Advice", "No Further Information or Update", "Restrictions On Distribution and Dissemination", "No Offer of Securities Or Registration" and "Risks and Uncertainties".

Please refer to Section [16.2] on page 52 of this Whitepaper for the complete legal terms and disclaimer in respect of this Whitepaper.

**COMPLETE DISCLAIMER>**



## 1. KEY ISSUES

### **ISSUE: Airlines and their travellers' inherent conflict.**

Airline loyalty programs, dating back to the late 1970s and early 1980s, were designed to offer high levels of recognition and reward travellers in return for their lasting loyalty. However their original purpose has become diluted as airlines have had to prioritise profitability initiatives in an increasingly competitive market.

These initiatives include selling points to associated third-party loyalty programs (such as credit card programs) for a high financial cost but having a low redemption cost, by imposing heavily restrictive rules and blackout periods. These third-party affiliate members end up competing for very limited air travel redemption opportunities against loyal flyers.

Consequently, it remains increasingly difficult for airlines to deliver against their most loyal flyers expectations, and for loyal flyers to easily redeem their loyalty points for high-perceived value air travel rewards (such as seats, upgrades or lounge access).

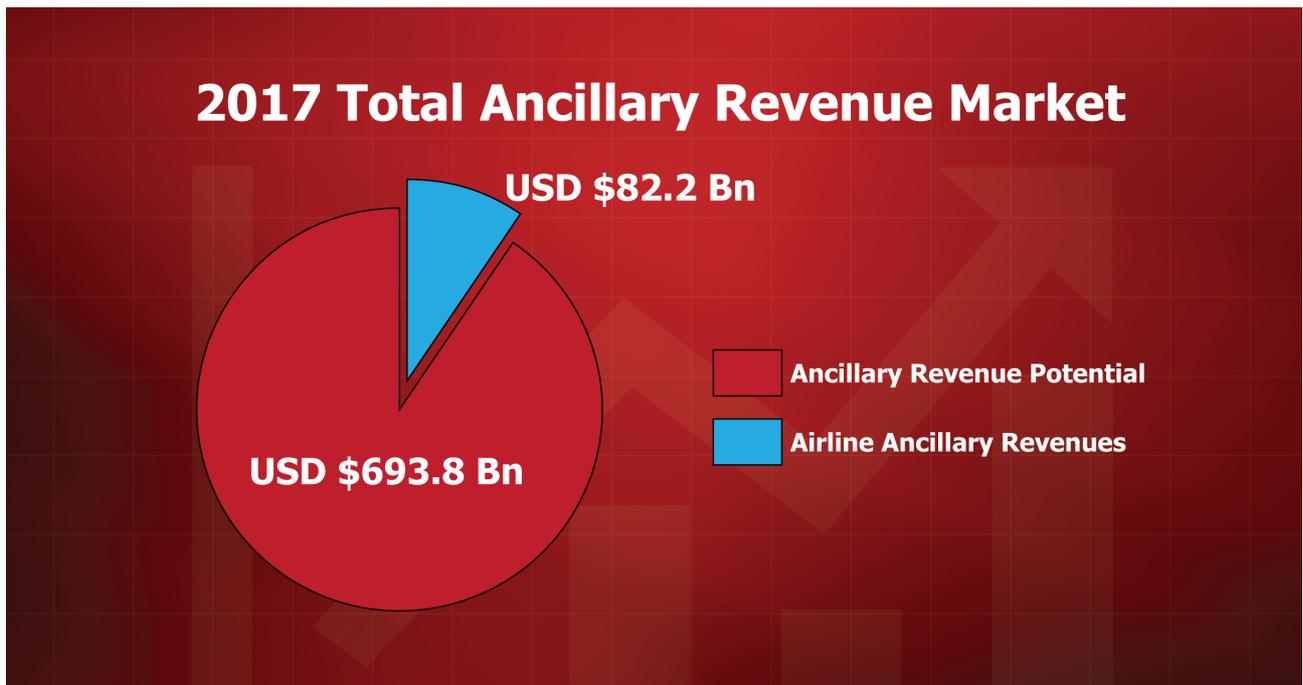
*"From our perspective, why you join a loyalty program, is because you want a free seat sometime in the future."*

**Karen Zachary, Delta Skymiles Managing Director has stated.**

### **ISSUE: Airlines and their travellers' touch-points are not optimised.**

Typically, airlines have the most touch-points and are at the core of a traveller's journey. Flights are often the first bookings made, and serve as the framework for the rest of the traveller's reservations. Despite this, the majority of airlines largely fail to capture and benefit from the traveller's other requirements and associated **ancillary revenues**.

It is estimated that **Airlines in 2017 captured 10.6% or US\$82.2 billion of the US\$776 billion available in the ancillary market.** (Source: CarTrawler, 8th annual report)



### **East2's SOLUTION:**

This paper outlines East2's Air Loyalty Plus program using blockchain technology and EDOS.

The program is designed to allow travellers to easily manage and redeem their hard-earned rewards, whilst reducing costs and adding significant ancillary revenue streams for airlines.



## **Benefits for travellers**

**If you are an airline Traveller – welcome aboard:**

### **EDOS:**

- Can be redeemed for any flight.
- Don't expire.
- Can be bought and sold without restriction.
- Bonus Reward EDOS can be earned through Action Projects.
- Retain value and are non-inflationary due to their limited supply.
- Offers more relevant travel products and service offerings in the eco-system.
- Promotes a better traveller experience.
- Are awarded and redeemable almost immediately.

## **Benefits for airlines**

**Participating in the East2 Air Loyalty Plus program:**

- Strengthens the loyalty of travellers.
- Generate meaningful traveller engagement and recognition.
- Reduces liabilities.
- Provide end-to-end traveller visibility and intent.
- Give the ability to deliver curated product offerings to travellers.
- No 'black-out' redemption travel periods.
- No complicated redemption rules and restrictions.
- Generates new ancillary revenues.
- Reduces operating costs, structures and processes.



## 2. MARKET OVERVIEW

### 2.1. Airlines and Technology

Despite amassing large amounts of data about their Travellers, airlines remain unable to tap promptly, seamlessly or meaningfully into their intent and better deliver against their end-to-end travel needs.

A Travellers booking experience is often time-consuming and frustrating due to the increasing complexity of rules, conditions and blackout periods for loyalty redemptions.

For airlines, pressure on yields continues to be driven down by price wars, as a result of over-supply and increased competition in the global market place.

To put this in perspective, 2016 [airlinetrends.com](http://airlinetrends.com) notes:

*"Airlines make less profit per passenger than Starbucks makes from selling a coffee and a sandwich."*

**Professor Nawal Taneja, Ohio State University.**

Being price-driven rather than value-driven means that airlines focus on filling their aircraft with paying travellers. **This is in direct conflict with making available airline awards to their most 'loyal and valuable' Travellers.** For airlines and their Travellers, other value opportunities through online retailing of related ancillary products and services (insurance, accommodation, car hire etc.) remain largely unrealised due to the fragmented nature of the booking experience.

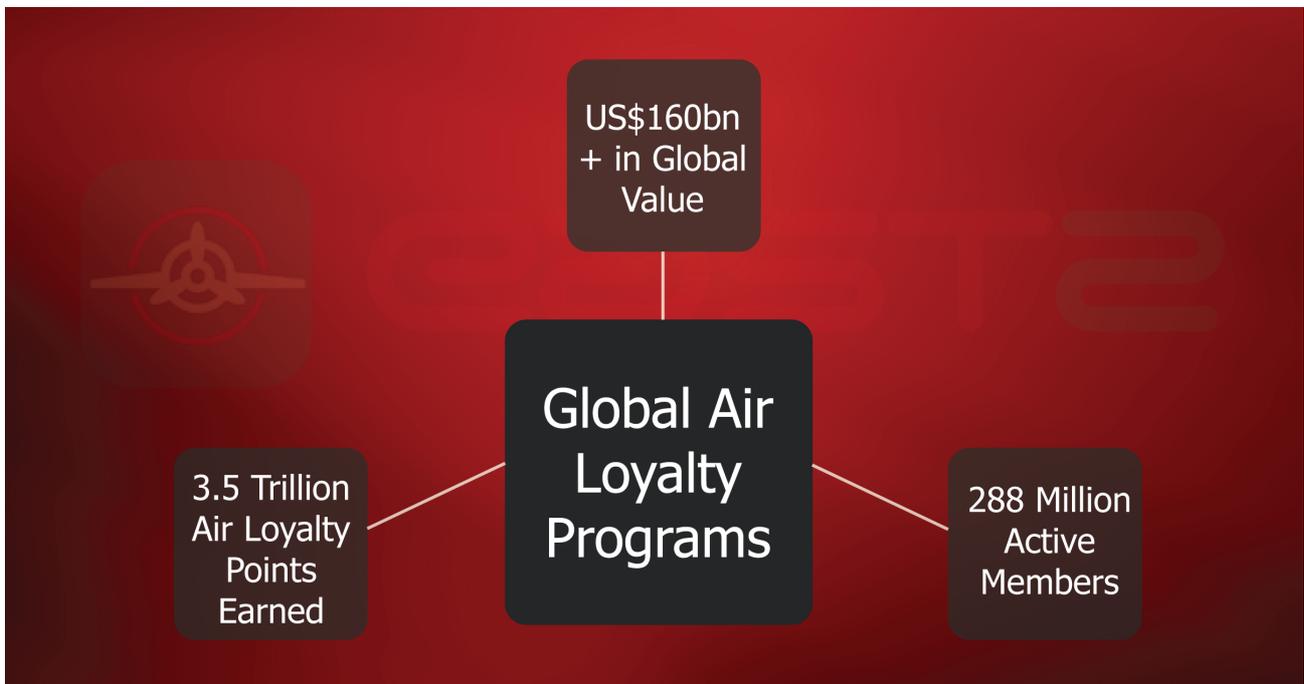
Technology innovations, such as the Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), and Blockchain technology provide new opportunities to create a new Traveller - Airline relationship and value experience.

The creation of a decentralised eco-system for travel services, established with digital loyalty tokens controlled by the Traveller to give superior quality data, enables a more flexible, dynamic and intelligent travel eco-system, which benefits all stakeholders, and creates increased value for Travellers and Airlines.



## 2.2. Airline Loyalty Programs

On Point Loyalty in its [November 2017 report](#) estimates airline loyalty as:



For the purposes of this White Paper we have classified Travellers into two categories:

- **Flyers** - people who buy and fly. They earn the majority of their loyalty points from flying.
- **Buyers** - people who don't fly, but are members of airline loyalty programs and earn points through (for example) credit card schemes.

Airline loyalty programs can be profitable for airlines, but often at the expense of loyal Flyers who receive awards by flying.

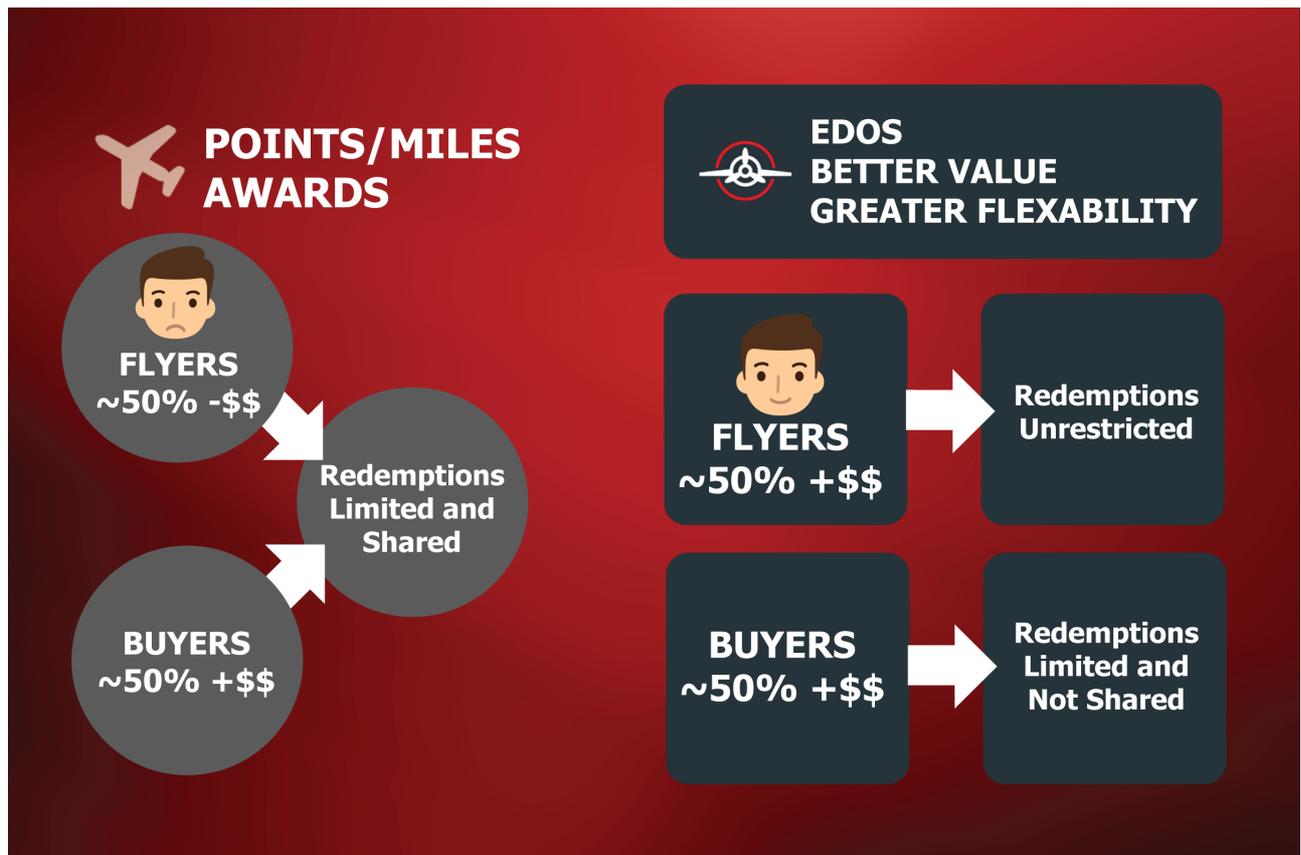
Significant numbers of loyalty members are made up of Buyers (non-flying members) and in many instances this proportion can be greater than 50%. Buyers can generate significant profits for airline loyalty programs, due to the significant margins between what the third-party loyalty programs pay for the airline points and the redemption cost to the airline.

This creates a conflict wherein loyal Flyers are increasingly disenfranchised, due to heavily restricted access to rewards of seats and upgrades - high-perceived value items. Consequently, loyal Flyers feel no other option but to redeem their points in the rapidly



expanding 'online shopping mall' goods model. For loyal Flyers this model devalues the brand, points value, and loyal Flyer key expectations.

These limitations in the ability to redeem points for airline-related products and services means points balances accrue on airlines' balance sheets. Retiring unused points and/or decreasing points' values to solve this problem only serves to further alienate 'loyal' Flyers, diluting the airline's brand value, and acting in direct conflict with the core principles of a



'loyalty program'. This increasing conflict of priorities between airlines and their loyal Flyers, coupled with the increasing costs to administer these programs using back-end legacy systems (dating back to the 1960's), questions the ongoing viability of the current model for rewarding their most loyal Flyers.



### **Key issues for airlines:**

- Growing conflict between loyalty recognition and value, as airlines chase profits through third-party programs.
- Ongoing sustainability of third-party profits is under threat.
- Diminishing Flyer loyalty and expectations of the brand.
- High and increasing administration/operational costs.
- Poor realisation of the value of the marketing intelligence Traveller consumer behaviour could yield.

### **2.3. Changes in Traveller Loyalty**

The internet and ecommerce have transformed many industries, lowering barriers to entry and increasing competition, resulting in consumers getting access to more choice, a convenient shopping experience, and better value for money. This is not the case for travellers and their travel booking experience.

*"In the past twenty-something years, the technology and adoption of the Internet has changed incredibly. The difference from a desktop PC on a dial-up connection to a mobile supercomputer in your pocket is rather mind-blowing. Online travel since that time doesn't seem to have changed commensurately. Travel web sites today aren't that different than Travelocity or Expedia from 1997."*

**Bill O'Donnell, Kayak Chief Architect, November 2015**

Limited choice, fragmentation between travel suppliers, ongoing price wars and lack of transparency means that the traveller's booking experience is stressful and time-consuming, in an age that demands ease and efficiency.

Today's consumer expects that their individual needs be better serviced. Not doing so diminishes brand value and consumer loyalty. The term 'intention economy' (see glossary) is most often referenced to describe this consumer shift, and the travel/airline industry in particular has been slow to adapt their business model to capitalise on this market force.

**To summarise, key traveller frustrations include:**



- Poor, fragmented and time-consuming booking experience.
- Travellers' expectations and value perception not being met.
- Travellers not central to the booking process, as demonstrated by leading portals in other industries, (for example, Amazon, Uber, Alibaba).

### 3. THE OPPORTUNITY

A number of significant market factors, evolving traveller trends, and digital technology innovations present the opportunity to disrupt the current model for travellers and airlines, by reinventing the booking experience.

This includes added-value opportunities to dynamically offer a more tailored online offering of ancillary products and services, insurance, hotels, car hire.

East2 has two core business drivers: an improved traveller experience, and improved airline value extraction (via ancillary income). These add core values to East2's new Air Loyalty Plus program.

- ✓ **Creates a value-driven versus price-driven model and focus.**
- ✓ **Dramatically improves travellers' experience and loyalty.**
- ✓ **Generates new airline revenue streams.**
- ✓ **Capitalises on consumer-driven behaviour.**





### 3.1. New Generation - Air Loyalty Plus Program

Harnessing the capabilities of blockchain technology and smart contracts, this opportunity overhauls the current booking model by creating a dynamic, decentralised eco-system using tokens.

Travellers can benefit, through their secure East2 blockchain E2App and E2Wallet (see 6.0 [Product Suite](#)), from greater flexibility, better redemption opportunities and an improved value proposition.

Airlines will be able to better serve travellers by removing the current conflict (generated by inability to meet their loyal Flyers redemption expectations) and administrative constraints inherent in the current points/miles model.

### 3.2. Decentralised Distribution Systems

Airlines' ultimate goal is to better deliver products and services aligned with their travellers needs, and in doing so capture a greater share of **ancillary revenue**.

The East2 booking model firmly positions travellers as the beneficiaries and controllers of their user-held profile and travel behaviour, allowing them to decide exactly what data to share, when, and with whom - in response to value offers or incentives of their choice, through **bonus tokens**.

Blockchain and smart contract technology initiatives, including various forms of artificial intelligence and machine learning, combined with the recent **International Air Transport Association (IATA)**-led initiatives to standardise data transmission, have helped enable this East2 Air Loyalty Plus initiative.

East2's decentralised, immutable blockchain solution puts loyal Flyers at its core, by consolidating all of their activities and preferences into a single traveller view.

### 3.3. Action Projects

The Traveller global community represents a cohort of professional and engaged consumers whose behaviour is of interest and value to marketers and market researchers in a wide range of spheres. However, attracting such individuals – typically time-poor and with a high premium on privacy – to take opt-in to marketing offers, or to take part in consumer



research, is a challenging proposition. Public awareness and concern about how their personal data is used has never been more in the spotlight, following recent high profile breaches and abuses combined with the enforcement of the General Data Protection Regulation (GDPR) in Europe.

The East2 Air Loyalty Program tackles this breakdown in trust, and enables access to sought-after intelligence about consumer behaviour, via the Action Projects function. This empowers travellers to take control of their personal data as well as their anonymous behavioural metadata, and receive rewards (by way of bonus tokens) for tactically unlocking it according to their preferences:

Levels	Actions
Level 1 (default)	Total privacy, opted out of Action Projects - data entirely siloed from participation, no token earning potential.
Level 2	Anonymised participation only, member receives targeted offers based on their profiles, and their data is used in aggregate for research exercises; token rewards are received and added to their wallets.
Level 3	Participants opt to earn larger volumes of points through receiving individualised research invitations, and offers from partners which solicit follow up and contact detail sharing.

Travel supplier EDOS holders can initiate research or marketing activities by starting an Action Project, which might be a marketing or a market research exercise.

For example, an EDOS holding travel insurance supplier may want to research traveller preferences to improve travel insurance offerings. They create an Action Project that all relevant token holders can participate in, on a Level 2 basis. Anyone who fits the criteria specified by the insurance company, who is opted-in for Action Projects at Level 2 or higher, will be included in the aggregated anonymous data set for the insurers, who will gain valuable insight into traveller behaviour. For this data contribution (no personal information) token holders will get paid with bonus tokens.

On another occasion, the same insurance company may wish to test the effectiveness of two possible advertising treatments by way of a set of online focus groups. Their invitation



is sent to those in their demographic target who are opted-in for Level 3 Action Projects, who may choose to participate if the project is of interest. They will receive a more substantial bonus token reward, for their time and contributions.

The insurance company as the token-holding partner in each case receives valuable marketing intelligence which enhances their competitive advantage, without paying a 3<sup>rd</sup> party research fieldwork agency to act as a middle-man. They further know that the sample is robust and consistent, based on a global dataset and selection criteria, and a sound basis for actionable decision-making.

The token holder benefits from their bonus receipts either actively or passively, and from better-targeted products and services within the travel industry and related providers.



### 3.4. Improved Loyal Flyer Experience

#### The advantages to travellers include:

- Better end-to-end personalised travel-booking experience.
- Increased control - they initiate and control their travel intentions.
- Increased security - they control what, when and with whom they share data.
- Single view in a single App, to manage multiple frequent flyer memberships.
- Simplified booking experience - eliminate repetitive actions.



#### The result.

Air Loyalty Plus, underpinned by East2's bespoke software solutions, allows travellers' greater control over their data and how it is used, whilst tailored to increase relevance and deliver more value with respect to individual needs. Likewise, airlines are able to (if granted access by travellers) tap into powerful, quality data sources to improve their offering, gaining competitive advantage, new revenue streams and direct market share.



## 4. LOYALTY SOLUTION

East2's blockchain-based Air Loyalty Plus program addresses critical issues for airlines and their loyal Flyers by capitalising on the benefits and flexibility that digital tokens offers over the current points/miles based programs.

It should also be noted that our Air Loyalty Plus booking process can operate totally independently to an airlines loyalty program as bonus tokens in this program are generated and distributed through smart contracts and need not be associated with a loyalty program.

The program offers a modular structure based on a dual token model, which can be used by airlines to offer a new loyalty experience for travellers:

- EDOS - Air Loyalty Plus Tokens.
- EDOS self-brand - Airline Tokens.

EDOS self-brand airline tokens are issued under an airlines unique digital token code and can be used within their own eco-system for their travellers to buy flights and travel-related goods and services. EDOS self-brand airline tokens will be EDOS "Service Issued Tokens" that ensures the credentials of all EDOS self-brand tokens are compliant and can also operate within the EDOS and other EDOS self-brand token eco-systems.

East2's Air Loyalty Plus platform manages all the underlying technology for the airline, allowing airline clients to self-manage their preferred suppliers and flyers within their new eco-system through East2's E2DX (digital token exchange).

Airlines have the option to utilise EDOS as their award tokens. For this option East2 can manage the loyalty needs on behalf of the airline and within the East2 and/or airline eco-system of suppliers.

In both options the benefit for airlines and their flyers is their ability (if desired) to have access to both eco-systems to enable better flyer offerings and increased engagement.

Air Loyalty Plus' modular approach allows for example the ability for an airline to create an exclusive and aspirational top tier status that provides all the flexibility and benefits, whilst still operating alongside their existing reward programs.



EDOS holders may receive EDOS self-brand tokens for each airline deployment. The option exists for airlines to allow their EDOS self-brand tokens to be exchanged for EDOS, which are interoperable for a wider range of airline and travel-related goods and services, or can be traded on a crypto exchange for other cryptocurrencies or FIAT (cash), providing greater value and flexibility for travellers. This relieves the current pressure on airlines to manage competing priorities of value delivery and recognition, with the growing liability of unused points/miles on their balance sheet.

The creation of this unique EDOS and EDOS self-brand digital loyalty token complemented by smart contracts creates a decentralised eco-system, which increases the ability for airlines to offer an expanded range of ancillary products and services to better meet their travellers' end-to-end travel needs. These services will offer airlines new revenue streams and reduced operating costs, whilst also rewarding and recognising travellers, with the ability to award bonus tokens for activities such as sharing their travel intentions and credentials.

When a hotel joins the airline's token eco-system, travellers will be able to redeem their loyalty tokens to purchase a hotel room. Travellers will pay using their EDOS or EDOS self-brand tokens. Smart contracts will identify the nature of the transaction and automatically distributing bonus tokens to the traveller and other token holders (including the airline), and direct the balance to the hotel. No back office reconciliation is required, and blockchain guarantees the integrity of the transaction. This means significant reduction in costs both for airlines and eco-system suppliers, as well as tangible and desirable benefits for the Flyer to access a reward they actually need and want.



## EDOS Environment

### EDOS Traveller Market

#### Airline 1 Eco System



#### Airline 2 Eco System



#### Airline 3 Eco System





## 5. BENEFITS BENCHMARKING

Benchmarking	Points/Miles	EDOS
<b>Travellers</b>		
Redemption - any flight	✗	✓
Awards - don't expire	✗	✓
Traveller relevant eco-system	!	✓
<b>Airlines</b>		
Expanded ancillary revenues	!	✓
Reduced operating processes and costs	!	✓
Greater Traveller engagement	!	✓

- ✓ Achievable with EDOS
- ! Possible but constrained or difficult/costly to implement
- ✗ Not possible or impractical



## 6. PRODUCT SUITE

East2 is developing a comprehensive set of traveller solutions to support and enhance its Air Loyalty Plus initiative. Various components are already built-out, with a timeline developed to forecast key development milestones (see 10 [Product Development Roadmap](#)).

All of East2's products will adhere to the highest standards of personal security and data protection regulations, including for example the new [European GDPR](#).

### 6.1. E2App (Traveller App)

The E2App hosts the mobile application interface for loyal travellers to securely and conveniently manage all of their travel needs in the palm of their hand, with inbuilt customised blockchain security for ownership and stored value of their profile.

Travellers can, for example, selectively and securely include in their profile:

- ID (Passport, Driver's License, credit cards etc).
- Flight preferences such as preferred airlines, seating, meal options.
- Travel preferences needs and credentials for suppliers like AirBnB, Uber, insurance.
- Loyalty token statements.
- Current EDOS and EDOS self-brand token market values.
- Multiple loyalty program memberships consolidated into one traveller view.

Once a traveller downloads and populates their E2App profile they eliminate the repetitive processes required to make online bookings with the inherent potential for inaccuracies, only needing to update expired or changed details.

The highly adaptable and intuitive user experience focuses on addressing the varying communication preferences of travellers from differing geographic and cultural bases, and incorporates the 2FA and biometric security tools (as available by device and OS) to secure and manage access to the critical personal data it contains.



## 6.2. E2Wallet

E2Wallet allows holders to easily manage their credentials and data in a highly secure, digital wallet that they fully control. Secure access through the use of biometric and authentication with retrieval of lost keys will be possible through a decentralised model that enables key/wallet retrievals.

## 6.3. E2DX (- Digital Token Exchange)

The E2DX customised token exchange enables airlines to manage their EDOS self-brand tokens. Tokens can be utilised according to set terms, for example in a defined market between airline alliance partners and/or between a traveller's family members. This E2DX bespoke capability provides airlines with management and control over their EDOS self-brand tokens. The E2DX exchange also allows, if required, exchange of EDOS self-brand to EDOS.

## 6.4. E2Ancillary

This East2 platform enables easy API integration with airline and partner legacy systems. It manages the product offering processes and optimises traveller intent, to construct travel offerings tailored to best satisfy each traveller's specific preferences and requirements - an industry first.

East2, with its deep airline legacy systems experience, is well positioned to deliver these solutions. A proof of concept, built into the British Airways innovation data hub (test network) has already been developed, in conjunction with a major global travel insurance provider.





## 7. TEAM

### 7.1. Achievements

The East2 team has extensive airline commercial and technology experience and capabilities, having previously developed a sophisticated and proprietary Internet Booking Engine (IBE) QuickTRIP, which was acquired by Sabre Inc. Dallas, USA (see 1.13 Sabre Holdings Acquires EB2) and continues to power airlines online booking systems around the world today.

*"I know Stephen and John for a number of years since we engaged them to build improved E-commerce platform for S7. This step was a game changer at that time and since we engaged with EB2, we have built the strong basement for further growth and improvements of S7, which took us to more than 50% online in 2017."*  
*"It was a real please working with Stephen and John, it was a nice and efficient Team full of agile, prompt decision-making and attention to details. The Team they build together was a real stars and huge professional. I'm very happy to hear that East2 is back in the game again. The opportunity they identified should be real disruption and I believe will move the industry forward. "*

**Dmitry Chuyko VP Innovation S7 Group.**

Recently, East2 successfully undertook a one-year strategic consulting contract with one of China's 'big three' airlines to develop and guide their ancillary revenue strategy, serving as evidence of our strong capabilities and reputation within the industry.

East2 has successfully engaged in discussions with a select few challenger brands (airlines, global travel insurance - MOU signed, and a successful data analytics technology company in China) to partner with us on our solutions design and development.



## Team East2 core competencies:



## 7.2. Team

East2's core management team brings a wealth of proven airline technology and strategies experience. We understand airlines and their travellers' needs and most importantly, we know how to deliver solutions that add value and boost profitability. We retain many airline contacts and goodwill amongst previous clients and former colleagues across the globe including Cathay Pacific, Virgin Australia, British Airways, JetBlue, S7 (Russia), Aero Mexico and SNBrussels Airlines to name a few.

### **Stephen Bartlett-Bragg** **Co-Founder and Executive Director Commercial**

Stephen has extensive senior airline experience with Qantas and British Airways across Asia/Pacific and Europe with primary responsibilities in commercial sales, marketing, distribution (online/offline and direct/indirect) and market development. He co-founded EB2 International Limited and East2 Limited with John Edginton.

LinkedIn: <https://www.linkedin.com/in/stephenb2/>



**John Edginton**  
**Co-Founder and Executive Director Operations**

John brings considerable leadership skills in starting, building and managing (CEO capacity) a diverse range of businesses including co-founding East2 Limited (2016) and EB2 International Limited (2000) with Stephen.

Through CEO, vice president, executive and financial director positions in numerous companies he has proven he can assemble and direct the optimum resource for any objective.

LinkedIn: <https://www.linkedin.com/in/john-edginton-aba01420/>

**Tomasz Korwin-Gajkowski**  
**Chief Blockchain Advisor**

Tomasz is an accomplished and highly involved adviser and software Consultant in the DLT/Blockchain and cryptocurrency space since 2011.

He is an active participant, speaker and organiser of conferences (e.g. Blockchain Next, IT Akademia j-labs). Co-founder of Hyperledger Krakow and Crypto@Cracow - one the biggest meet-up group in Poland dedicated to Blockchain and cryptocurrencies and.

Performed workshops and presentations for multiple organisations including: Frankfurt School of Finance & Management, Department of Strategy of PGE (Polish Energy Group), Polish Ministry of Digital Affairs, Brown Brother Harriman bank and National Bank of Cambodia.

Co-founder of P2P.Systems - group of professionals focusing on the cryptocurrency and Blockchain-related projects.

Member of the "Blockchain/DLT and digital currencies" workgroup lead by the Polish Ministry of Digital Affairs.

LinkedIn: <https://www.linkedin.com/in/tkorwin/>



**Laurence Leung**  
**General Manager, Asia**

Laurence was an integral team member at EB2 International and brings strong airline, technology, travel and transport experience, as well as a strong networking capacity across Asia. Experience across leading companies that include; Sabre, Air Macau, Cathay Pacific Airways, MTR Corporation and Omnilink Consultants.

LinkedIn: <https://www.linkedin.com/in/laurence-leung-08572916/>

**David Leek**  
**Senior Director Airline Consulting**

David brings extensive airline commercial automation and distribution skills from Europe, and across Asia/Pacific including managing significant projects with leading airline brands that have included; Qantas Airways, British Airways, SAS, Finnair, Cathay Pacific and Air New Zealand.

**David Turton**  
**Senior Technology Advisor**

David was part of the original EB2 team and brings extensive product design and development skills. His experience includes consulting principle on numerous airline-digital programs including 20 months as ecommerce team lead on Lufthansa Group Airline.com. Former Product Principal at Sabre managing SabreSonic Web.

LinkedIn: <https://www.linkedin.com/in/davidturton/>

**Technology Development Team**

We have secured the core team from our previous airline solutions company EB2 International, securing deep airline and travel technology domain knowledge and we will be building out our own dedicated Blockchain team in Europe to join our core airline technology team.



### **7.3. Advisors**

East2 has a broad group of engaged and experienced advisors with a diverse range of skills and capabilities required for this exciting project. Senior advisors from industry relevant sectors including; airlines, loyalty programs, travel technology, blockchain technology, blockchain regulatory compliance, social media, PR, lawyers and accountants. East2 and our extended team have worked for leading airlines that include; British Airways, Qantas Airways, Cathay Pacific Airways, Qatar Airways, Air Macau plus many more airlines that we have had as clients. Our advisors include:

#### **Steve Puckett**

##### **Director Singapore & Board Advisor**

Steve is a seasoned business leader who has founded a number of enterprises in the energy, tech and financial space over the past years, after a successful international career with a global energy corporation, where latterly he held Asia-wide responsibilities. He currently leads a business focused on strategy development and acquisitions. He has lived in Asia for 30 years and is a director of a number of public and privately held businesses.

He is the former President of the British Chamber of Commerce in Singapore and the former Chair of the collective British chambers of commerce in South East Asia and a former board member of the European Chamber of Commerce.

LinkedIn: <https://www.linkedin.com/in/aspuckett/>

#### **Jenny Lourey**

##### **Board & Airline Advisor**

Jenny has an accomplished airline, media and travel career spanning Europe and Asia/Pacific that includes leading brands; Qantas Airways, British Airways, Qantas Holidays, Carnival Australia, S2i Communications and The Public Relations Agency. Jenny has held many executive management and CEO roles and educational achievements that include; Bachelor of Arts (B.A.), Post graduate studies in Leadership, Management, Marketing, Commerce University of Sydney, UCLA, Harvard, Insead, London Business school, University of NSW



LinkedIn: <https://www.linkedin.com/in/jenny-lourey-b5676847/>

## **Ray Grainger**

### **Board & Airline Advisor**

Ray served as Deputy Director of Sales for British Airways, and as VP Sales for the **oneworld** airline alliance, from its inception in 1999, both with worldwide responsibility. Other senior positions at British Airways included; Director Ground Operations Heathrow responsible for all BA and many third party operated flights, Head of Revenue Management, and Managing Director of Travicom (Galileo predecessor company).

Ray's non-executive board experience includes EB2, where he was the first appointed Non Executive Director and oversaw the company's sale to Sabre. After retiring from BA, Ray has run a successful aviation consulting business.

LinkedIn: <https://www.linkedin.com/in/ray-grainger-55269925/>

## **Dr. Alexander Ressos**

### **Chief Legal Advisor**

Dr Alexander Ressos is a corporate partner based in the Singapore office of Ressos, an international law firm with a primary focus on blockchain/cryptocurrency and initial token offerings.

A lawyer qualified in England, Hong Kong and Germany, as well as a Singapore-registered foreign lawyer, Dr Ressos is uniquely positioned to advise on cross-border legal matters in the blockchain and technology space. He has a deep understanding of corporate/commercial law, securities regulation and international taxation, as well as the regulatory environment of Singapore in respect of technology businesses.

Prior to establishing Ressos as an integrated provider of legal, tax and corporate services, Dr. Ressos worked for Clifford Chance and other leading firms in Frankfurt, Dubai, Jersey and Singapore, eventually as a partner. He studied in Bonn, Lausanne, Cologne, London and Paris, and holds a Ph.D. in capital markets and insurance law.

LinkedIn: <https://www.linkedin.com/in/ressos/>



## **Moreen Tai**

### **Chief Compliance Advisor**

Moreen Tai is a senior lawyer based in the Singapore office of Ressos, an international law firm with a primary focus on blockchain/cryptocurrency and initial token offerings.

An English-trained lawyer by background and having for many years served as the Head of Compliance of a major funds and capital introduction business in Singapore, Moreen has a deep understanding of AML/CFT compliance and other relevant regulatory compliance frameworks in Singapore, Hong Kong and the UK.

Heading the compliance department at Ressos, Moreen Tai has extensive expertise advising technology companies and other businesses within the blockchain/crypto industry on regulatory compliance matters. She speaks English, Mandarin Chinese and Bahasa Malaysia.

LinkedIn: <https://www.linkedin.com/in/moreen-tai-069410a6/>

## **Angela Wright MBE**

### **Strategic Advisor**

Angela's focus is in bringing Humanity+ innovation to market with an emphasis on strategy, automation, and hyper-personalisation. Her particular areas of interest are risk mitigation, ethical wealth generation, functional trending analysis, and Humanity+ differentiation, owning and working with multi-million dollar businesses in both hemispheres including travel and tourism, health and wellness, agriculture and food.

LinkedIn: <https://www.linkedin.com/in/angelakwright>

## **Brett McDougall**

### **Airline Advisor**

Brett has broad airline executive management experience with leading brands Qantas Airways, Qatar Airways and Royal Brunei Airlines across Asia/Pacific and Europe and managed Philippine Airlines general sales agency across Australia. Brett skills includes managing strategic, operational, sales and corporate responsibilities in the travel sector and has a sound appreciation of regional cultures.

LinkedIn: <https://www.linkedin.com/in/brett-mcdougall-3b92335/>



**John Underwood**  
**Platform Advisor**

John has a rich history of embracing emerging and disruptive technologies and approaches. He has owned and operated software services and product companies reliant on emerging technologies to build mission critical applications for the world's largest corporations, founded companies on Wall Street, in Australia and Hong Kong and has built thriving, online provincial communities in the Philippines. He has been invested in blockchain technologies for the past 4 years, gaining from the advice and insight from the likes of Scott Stornetta (Satoshi paper) and working closely for two years with Dan Larimer (EOS) on initiatives for regulated platforms bringing this experience to head the platform initiatives for East2.

LinkedIn: <https://www.linkedin.com/in/underwun/>

**Susan Shing**  
**Business Advisor**

Susan has been delivering complex change programs, running sizeable operations and managing client delivery contracts for many years across a number of industries, but dominated by financial services and technology. She has direct start up experience, worked with multinational organizations as well as specialized SMEs and understands the intricacies, challenges and operational requirements within each of these structures.

LinkedIn: <https://www.linkedin.com/in/susan-shing-71973b3/>

**Paul Neilson**  
**Blockchain Platform Technical Architect**

Paul is known for his extraordinary insights into emerging and real time developments in leading edge technologies and methodologies. He is the chief architect for the platform and has a history of successful executive oversight of the development of crypto, human resources, banking and telecommunications systems for major Financial Services, Telecommunications, E-commerce and Cyber Security organizations.

Paul has lived and worked in some of the world's major financial centres, including Wall Street, Singapore and Hong Kong.



LinkedIn: <https://www.linkedin.com/in/slender/>

## **Nigel Gardener**

### **Smart Contract Solutions Advisor**

Nigel has worked in the payment services space delivering innovative online payment solutions and ecommerce portals to companies in Australia, Japan and the Philippines with multiple currencies and payment methods. Working with payments systems means Nigel has valuable knowledge in security and privacy requirements which are also key aspects to our innovative solutions.

He delivers to the project skills in smart contracts and cryptocurrency wallets.

LinkedIn: <https://www.linkedin.com/in/nigelgardiner/>

## **Scott Darrow**

### **Software Development Advisor**

Scott is a seasoned Technology Executive with over 30+ years international experience working at the junction of business and software innovation and has been leading talented team of developers with blockchain experience to deliver complex software solutions for a number of years.

Scott has significant experience and insight at both the strategic and execution level across all facets of technology but notably with UX, product design and development as well as marketing new technology solutions.

LinkedIn: <https://www.linkedin.com/in/scottdarrow/>

## **Maya Middlemiss**

### **Content Strategy**

Maya is a specialist in content strategy and creation. She has a background in consumer research and UX, tech journalism and data management, and loves explaining complex concepts and ideas in engaging and accessible styles for any audience.

LinkedIn: <https://www.linkedin.com/in/mmiddlemiss/>



## **Helen Moore**

### **PR and Press Advisor**

Helen is our Head of PR and Press specialist. She has experience in brand coverage in worldwide media, marketing and a strong network of media contacts. She combines traditional PR skills with solid technical experience.

LinkedIn: <https://www.linkedin.com/in/helenmoorepr/>

## **Diana Berryman**

### **Social Media Advisor**

Diana is overseas all our Social Media needs, managing our brand communications channels on daily basis at both a strategic and tactical level.

LinkedIn: <https://www.linkedin.com/in/dianaberryman/>



## 8. AIR LOYALTY PLUS - EDOS SALE

### 8.1. Sale Structure

East2's aim is to raise US\$16 million through this EDOS token sale. Payment will be made using FIAT or Ethereum (ETH) where 1 EDOS is worth 0.0000238ETH. For FIAT payments the value applied will be determined using the value from Coin Market Cap exchange on the day the transaction is received.

The EDOS Sale will have a soft cap of US\$2 million and hard cap of US\$16 million or 2.4 billion EDOS whichever is achieved first.

EDOS will be built on ERC20 standard tokens with a fixed supply of 4 billion tokens. 60% (2.4 billion) of these EDOS are offered for sale over three stages as follows:

#### **Private-sale:**

- Ends 15th October 2018
- Access code required
- Up to 80% Bonus tokens
- Minimum contribution 1 ETH
- Maximum contribution 2,400 ETH
- Soft cap not applicable

#### **Pre-sale:**

- 16th October to 30th November 2018
- 25% Bonus tokens
- Minimum contribution 0.25 ETH
- Maximum contribution 2,400ETH

#### **Sale:**

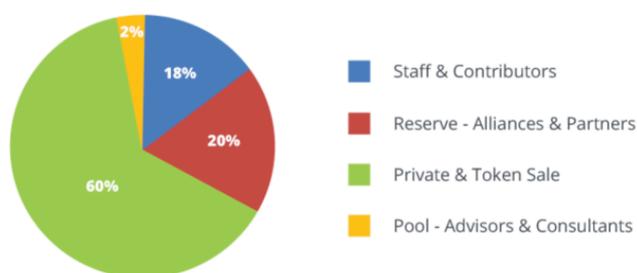
- 1st December 2018 to 31st January 2019
- Minimum contribution 0.1 ETH
- Maximum contribution 2,400ETH



## FUND USAGE



## TOKEN ALLOCATION



EDOS will be distributed within 4 weeks of the end of Pre-sale and Sale. An exchange listing will be targeted for Q1 2019.

Any unsold EDOS from the sale will be burnt. The 40% (or 1,6 billion) EDOS balance (EDOS Other) of fixed supply to be used as follows:

- 20% of EDOS will be used for long-term marketing activity, including incentivising market participants such as airlines, hotels, travel insurance and other travel related services, as well as travellers.
- 18% of EDOS will be retained for staff, consultants and supporters who contribute to the success of the EDOS sale. Of these tokens 50% will be escrowed for 6 months from EDOS issue date, with the 50% balance escrowed for 12 months from issue date.
- 2% of EDOS will be used as a pool for advisors and consultants and will have no escrow period.

Note that in the event of under-subscribed tokens the 40% EDOS distribution will be adjusted pro-rata in accordance with the percentage of tokens sold, i.e.:  $EDOS\ sold \times \frac{2}{3} = EDOS\ Other$ .



## 8.2. Function of EDOS

EDOS will operate in East2's open eco-system and can be used by token holders to buy flights and travel-related services from suppliers that operate within that eco-system. Token holders will also be able to buy and sell EDOS for FIAT through the East2 exchange.

EDOS in circulation will receive bonus tokens that are generated from transactions and Action Projects. Action Projects are when a token holder agrees to share their profiles with another token holder, for example a hotel or market research company, who then uses these profiles to either deliver a personalised offer (in the case of the hotel) or gather market data (in the case of a market researcher). The number of bonus tokens will vary by Action Project type. Bonus token generation by transactions within the eco-system is expected to be between 0% - 10% for transactions made using EDOS.

It should also be recognised that Metcalfe's Law is likely to also apply, wherein the community value of a network grows as the square of the number of its users increase.

East2 airline clients will have EDOS self-brand tokens and will be airline-specific. The minting of these EDOS self-brand tokens will occur as airline clients come on board. It is envisaged that airlines have the option for its EDOS self-brand token holders to trade for EDOS in order to be able to operate outside the airlines own eco-system. For example, an airline may be happy for its flyers to buy flights from other airlines (say, for routes they do not fly) but not want those airlines within its own eco-system. In this scenario the EDOS self-brand token holder would be able to trade for EDOS and purchase the other flight through the East2 eco-system – thus offering the ideal balance between customer service and commercial realities. See 1.8.4 Airline Specific EDOS self-brand Token Commercial Use for further explanation.

Airlines are incentivised to allow this traveller flexibility by receiving EDOS bonus tokens. This will have the effect of growing the adoption of EDOS and EDOS self-brand token use, whilst still delivering bonus token rewards for the airline.



### **8.3. EDOS self-brand Token Commercial Use**

For each airline a finite number of EDOS self-brand tokens shall be minted, and at the time of their creation these tokens will have no value.

For loyalty programs tokens will be issued to travellers based on the number of miles flown or revenues paid, in line with existing airline points loyalty programs. The ability to utilise the airlines existing structures and formulas that underpin their current loyalty programs will lower barriers to transition to the EDOS self-brand token program. The program could even run on top of existing loyalty programs for their top flyers.

The number of tokens issued to travellers will be based on the airlines existing revenue management system/strategy, and tokens issued will vary over time and by route.

All token activities and transactions take place in an airline-specific blockchain eco-system and are fully and easily tradable to buy flights and participating travel products and services - or are free to sell back to the airline or other EDOS self-brand token holders for FIAT through East2's Digital Token Exchange (E2DX).

Loyalty and non-loyalty travellers will also be able to purchase tokens through E2DX. Travellers who buy flights and ancillary services using FIAT will also receive Bonus Tokens. This will create incentives for travellers to stay and spend within the airlines eco-system regardless of how they pay.

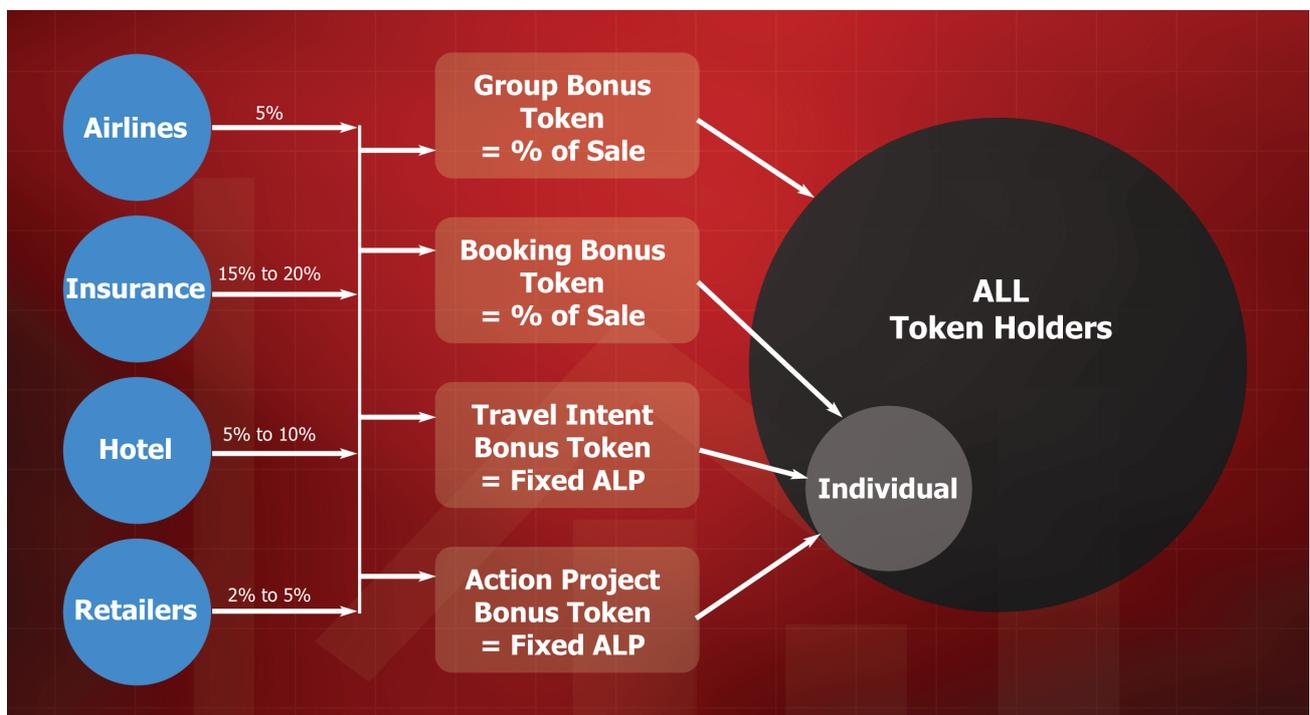
For every transaction, a fee in tokens will (through blockchain smart contracts) be automatically deducted and reconciled, depending on the category and type of transaction as per examples below.



For the purposes of this paper we have categorised transaction fees (estimated) as follows:

- Airline (EDOS self-brand token issuer) (0%).
- Alliance or Other Airlines (5%).
- Traveller (0%).
- Accommodation (5 - 10%).
- Travel Insurance (15 - 20%).
- Retail Shopping (2 - 5%).
- Ground Transport (10%).

### Revenue flows for EDOS and EDOS self-brand tokens:



These fees will be automatically distributed as bonus tokens back to token holders, and to East2 to cover operational expenses.



Additionally, to minimise non-activity by token holders and incentivise an active marketplace, a mechanism reduces the % distribution of bonus tokens to these travellers over a given period of time.

The market determines the value of the token, and as it is used to buy and sell flights and travel-related services, its value should closely follow comparable FIAT values.

Having created an eco-system for the token, the airline that initially owns 100% of the tokens is able to attribute value for all the remaining tokens and start selling or reward-gifting EDOS self-brand tokens to travellers. From a balance sheet perspective the airline has established a fair value for their tokens, and any balance of tokens held can be attributed as an intangible asset on their balance sheet. In effect, the airline receives income and associated cashflow for future flight sales. How this is managed from an airlines accounting perspective will vary by airline and country.

Should an airline choose, a key value proposition would be that the tokens are tradable in other KYC and AML compliant blockchain eco-systems.



## 9. FINANCIAL MODEL

Travel is by far the largest category within digital commerce, and is expected to exceed US\$693bn for 2018, with attractive growth prospects in an already very large market.





This represents the total market size that EDOS and EDOS self-brand tokens will operate in. If we take this example of market commissions, it reflects the potential earning capacity for East2:

Category	% of Sale	Commissions	Value US\$
Airlines/Ground Transport	<b>32%</b>	5%	\$11.08bn
Insurance	<b>2%</b>	15%	\$2.08bn
Accommodation/Hotel	<b>36%</b>	10%	\$24.95bn
Others	<b>30%</b>	5%	\$10.4bn
<b>TOTAL (On US\$693Bn)</b>	<b>100%</b>		<b>\$48.51bn</b>

EDOS & EDOS self-brand Market Share	Bonus Token Value to token holders
<b>0.1%</b>	US\$48.51 million
<b>1%</b>	US\$485.1 million
<b>2%</b>	US\$970.2 million
<b>5%</b>	US\$2.42 billion



## 10. ROADMAP

2016	
June	East2 Business Plan and Market Opportunity confirmed.
August	Chinese Airline Strategic Digital Consulting Contract starts.
October	East2 Limited established Hong Kong.
2017	
March	Core Tech Team from EB2 re-engaged.
June	Core Platform Architecture designed.
August	Successfully Completed Chinese Airline Strategic Consulting Contract.
October	Early commercialisation discussions started.
December	East2 Barcelona established.
2018	
January	MoU signed with Cover_More a leading international travel insurance company now owned by Zurich Insurance.
March	Development team in Europe established.
May	Insurance proof-of-concept (PoC) developed directly linked into British Airways NDC digital innovation data hub and Cover-More's database.
June	East2 Pte Ltd Singapore established
July	Partnership agreement with PI Solution a successful China based airline software company (complimentary solutions).
July	East2's E2App (Traveller App) demonstrable product design.
August - September	EDOS Private Sale. Roadshow Hong Kong and Singapore. East2 Traveller App architecture & UX design.
September - October	EDOS Pre-Sale. Asia Roadshow - Hong Kong, Singapore, Korea. E2App proof-of-concept build starts. Expand Blockchain development and business development teams in Europe. E2Ancillary build ongoing.
November - December	EDOS Token Sale. E2App, E2Wallet, E2DX design and architecture commences. E2Ancillary build ongoing.



## 2019

- |    |  |
|----|--|
| Q1 | Products Advertising and Marketing commences.<br>EDOS token listed on exchange(s).<br>E2App beta release (closed user group)<br>Production activation of launch partners in high priority segments: airline, transport, accommodation and insurance.   |
| Q2 | Public launch of integrated EDOS platform: E2Apps, E2Wallet, E2Ancillary and E2DX.<br>Expansion of partner activations in high priority segments.<br>Group and Booking Bonus tokens.<br>E2Ancillary enhanced with NDC Aggregator certification.  |
| Q3 | Community-enabled integration and activations of new partners.<br>Expand segments e.g. retail/duty free, etc.<br>Travel Intent Bonus tokens including personalised offers from partners.<br>Traveller profile synchronisation with partner/loyalty accounts.<br>Traveller self-service of active trips e.g. rebooking and upgrades |
| Q4 | Action Projects release 1 (Market research projects)<br>Personalised, assisted trip disruption handling<br>EDOS API - enabling integration of EDOS into Airline own apps, support for 3rd party "Dapps"<br>W2App automated assistant including support for partner chatbots/agents   |



## 11. BUSINESS DEVELOPMENT

The East2 team is very experienced, and aware that past and existing relationships play a significant role in the engagement process with airlines and the travel industry.

East2 and its alliance partners have strong links into all sectors of the travel industry, and extensive networks and connections with airlines around the world. Our business development strategy will initially focus on the Asia/Pacific and European/Middle East regions.

The greater Chinese market has a strong appetite for new and innovative solutions, driven by a desire to lead the world in technological innovation. We recently undertook a one year (HQ embedded) consultancy project with one of the “big three”, Chinese airlines advising them strategically of new digital distribution opportunities. We regard the Chinese market as strategically important for a range of reasons, including that:

- In 2016, Chinese outbound travellers exceeded 122 million people, and spent an estimated US\$110bn abroad on everything from hotels and tours to shopping and dining.
- Only 20% of travel booked in China was completed online in 2015.
- China’s online travel booking market growth rate is forecasted to average 12.4% annually over the next four years, resulting in a market volume of US\$52billion in 2022.
- China will soon surpass the combined size of the North American and European markets.

By establishing East2's corporate base in Hong Kong and leveraging our deep industry relationships throughout Asia, we have strategically positioned ourselves with an eye to becoming a pre-eminent airline innovation technology provider in the region. We have entered into a partnership agreement with an established and successful airline software provider in China providing complementary airline solutions, to accelerate our entry into the Chinese market whilst providing them with our global business development reach and expertise.

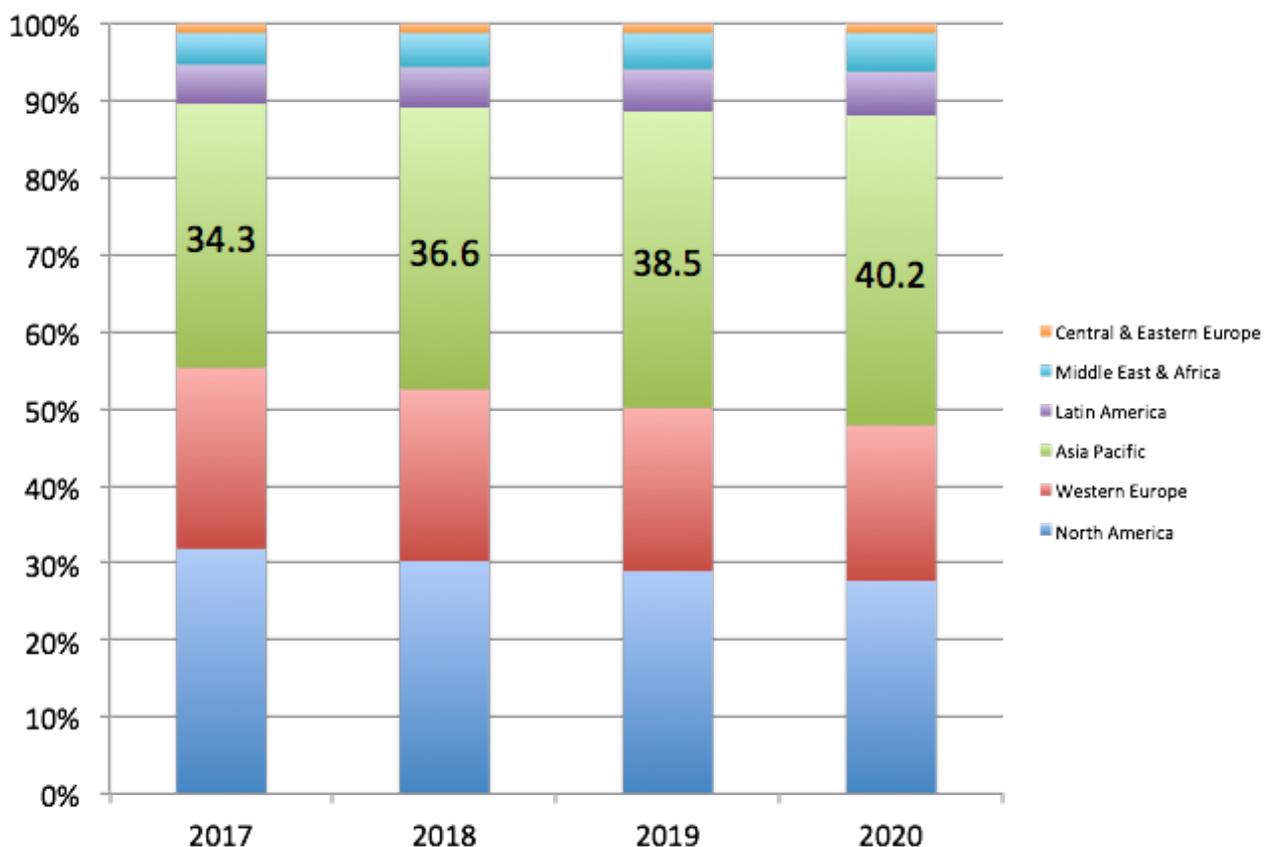


"We were impressed with what EB2 achieved in the market place and through Laurence Leung we were introduced to East2 as we required impartial strategic consultancy for our new distribution transformation and the innovative design of Next Generation PSS. East2 has the skilled team and airline experience to guide us through a one-year engagement resulting in a clear vision of global airline industry trends and recommendations of NDC implementation and EMD-based ancillary service adoption under IATA standards. I am excited to look forward for their new airline products."

**Li Zhijun, General Manager of PSS Dept., IT Solution, China Eastern Airlines.**

**Europe and the Middle East** are markets with many regional and midsize airlines, often with limited capacity or resources to champion these innovations, yet they depend on increased margins (over larger airlines) as they have smaller shares of the traveller's wallet. We are adopting the same regions go-to-market strategy as we successfully achieved with EB2, through existing relationships and introductions from our extensive airline network.

### Forecast Distribution Digital Travel Sales Worldwide



Source: <https://www.statista.com/statistics/499760/forecast-of-online-travel-sales-share-by-region/>



# Cover-More

18 July 2018

To whom it may concern

The Cover-More Group has had a commercial relationship with East2 for over 12 months, and I have personally known the executive team at East2 for over 10 years.

Cover-More continues to be impressed with the vision that East2 has in focusing on changing the travellers booking experience whilst ensuring they never lose sight of the importance of third party travel providers, such as Cover-More and others like us.

In order to demonstrate our joint capabilities (which are now possible with new technologies like IATA's NDC), East2 and Cover-More have jointly developed a working prototype which integrates Cover-More's data with British Airways test-data hub.

The East2 team knows and understands the aviation industry extremely well and to this end they are well positioned to drive behavioral change from what is currently a centralised booking process to a direct booking model that benefits both airlines and their travellers.

I would be happy to elaborate further and have a more in-depth discussion with any interested party.

Judith Crompton  
CEO EMEA Cover-More Group

#### TRAVEL INSURANCE • MEDICAL ASSISTANCE

Cover-More Insurance Services Pty Ltd  
ABN 95 003 114 145 AFSL No. 241713  
Level 2, 60 Miller Street, North Sydney NSW 2060 Australia  
Private Bag 913, North Sydney NSW 2059 Australia  
Phone: 1300 72 88 22 Fax: 02 9202 8001  
enquiries@covermore.com.au www.covermore.com.au

A  Zurich company



## 12. COMPETITION

In the travel market, key competitors are the major travel industry technology suppliers known as Global Distribution Systems (GDS') (see glossary), and a small number of airline loyalty program providers.

There has been some consolidation in the loyalty sector with the acquisition by Amadeus of HitIt in 2013.

Amadeus, Sabre, Travelport and Travelsky dominate the GDS market with a combined annual turnover in excess of \$10bn. Each has systems and processes that struggle to keep pace with the rapidly evolving industry, and have a financial conflict as discussed extensively above, with delivering solutions that directly connect airlines with their travellers.

For airline ancillary revenues, Online Travel Agents (OTAs) such as Priceline, Expedia and Ctrip aggregate masses of data and inventory and 'push' these to travellers through the traditional sales process funnel, focused primarily on price. Whilst OTAs have a role to play in an airlines distribution mix, they stand between an airline and their travellers, contributing to increasing costs and inhibiting the airlines' ability to uncover new means of adding value to the traveller's journey. OTAs act as gatekeepers to the extensive marketing data which airlines could use to optimise their product offering if they had access to it.



How do we compete against these established companies and all their resources?

- Recent IATA NDC and One Order initiatives provide East2 the early mover advantage in developing a new and disruptive industry model. We are in discussions with IATA to become a strategic partner and help champion these initiatives.
- As we experienced with EB2, we will capitalise on our:
  - Operational focus and agility.
  - Highly skilled team.
  - Industry domain knowledge and network.
  - Proven ability to develop quality products and services that creates value. These are difficult attributes for larger organisations to initiate, orchestrate and replicate.

*"Innovation happens with small teams. The way little companies like Kayak become big companies is you hire better teams and you out-innovate."*

**Paul English, Lola Travel Co-Founder**



## 13. SABRE HOLDINGS ACQUIRES EB2

### PRESS RELEASE

A leading provider of e-Commerce enabling products and services to join Sabre Airline Solutions portfolio.

SOUTHLAKE, Texas, Dec. 18, 2008 - Sabre Holdings today announced the acquisition of EB2 International Limited (EB2), a London-based, leading independent supplier of e-commerce enabling software products, solutions, infrastructure and services to global airlines. In addition to accelerating Sabre's technology plans for its recently launched SabreSonic Customer Sales and Service (CSS) solution, today's acquisition will result in the industry's most powerful Internet booking engine with advanced pricing and shopping capabilities.

"EB2 is pleased to become part of Sabre Airline Solutions and to have such a prominent role in the development of the newly launched SabreSonic CSS," said Stephen Bartlett-Bragg, co-founder and executive director of EB2. "This is a terrific opportunity for everyone at team EB2 and also a great opportunity to expand the reach of our products and services and take advantage of Sabre's scale."

EB2, and its products, will become part of Sabre Airline Solutions, the world's leading provider of integrated solutions and services for airlines and airports. The acquisition is part of Sabre's long-term growth plans and continual investments in the company's airline portfolio.

Sabre Airline Solutions will fully integrate all of EB2's products and services with the rest of the SabreSonic Suite supporting automated refunds and exchanges in addition to other complex shopping and pricing requests. This integration will leverage EB2's specialty of developing flexible solutions that address the complexities of online travel booking and simplifying direct sales to the corporate, agency and end traveler segments.

The combination of these two exceptional industry leaders will provide the industry's only Internet booking engine that fully integrates the most advanced shopping and pricing capabilities based on natural rules for ultimate flexibility and will be leveraged by airlines worldwide to generate new revenues, realize cost savings and improve customer service.



“EB2 is an outstanding company whose people, products and services will only help strengthen the current capabilities of SabreSonic Web and SabreSonic CSS,” said Steve Clampett, president of Airline Products and Solutions for Sabre Airline Solutions. “They have created a flexible Internet booking engine that can quickly adapt to the rapidly changing needs of both online consumers and the airlines. This is an exciting day for Sabre and is proof that we continue to be the leader in providing unique, ground-breaking solutions to help airlines succeed.”

About Sabre Airline Solutions. The world's leading provider of integrated solutions and services for airlines and airports, Sabre Airline Solutions helps companies generate more revenue by optimizing performance in 14 key areas of airline operations. More than 300 leading carriers and over 100 airports use Sabre Airline Solutions to better market their schedules, sell their products, serve their customers and operate efficiently. Sabre Airline Solutions was founded in 1960. For more information on Sabre Airline Solutions, please visit [www.sabreairlinesolutions.com](http://www.sabreairlinesolutions.com)



## 14. GLOSSARY

### **EDOS**

East2's brand reflects its ambitions to not only create innovative digital solutions for airlines and travellers around the world but also be part of the fastest growing travel region in the world and showcase that as East2. We thought it appropriate to name our digital token EDOS blending our Asian heritage with Barcelona Spain where our first office outside of Asia is located hence 'E' representing **E**ast and 'dos' (representing the 2 in East2) is the Spanish word for **2**. As such, the correct pronunciation is "ee – dos"

### **Ancillary Revenues:**

Ancillary revenue is generated by activities and services that yield revenue for airlines beyond the simple transportation of customers from A to B. This wide range of activities includes commissions gained from hotel bookings, the sale of frequent flyer miles to partners, and the provision of a la carte services – providing more options for consumers and more profit for airlines.

### **Bonus Reward Tokens:**

These are tokens that are distributed to token users for no payment. This includes rebates from bookings and rewards for participating in action projects.

### **Credentials:**

Within the context of the East2 eco-system, Credentials are a unique identifier enabling interaction on a pseudonymised basis with unique verified members. This protects the privacy of the traveller, whilst enabling micro-targeting of marketing offers or invitations to Action Projects.



## **Profile:**

Profile means useful personal information relevant or necessary to complete travel or participate in Action Projects and for travel bookings. Can include but not limited to details for example; passport, credit card, contact/s, and importantly, preferences such as; a specific seat preference, AirBnB characteristics (within 5km CBD, x1 bedroom, car spot), Uber Premium. It may also include past travel history and distinction between leisure and business travel details.

## **Action Projects:**

Token holder(s) may/can agree to share some/all their credentials so that another token holder can use these credentials to either deliver a crafted/tailored offer or gather marketing information, for example market research.

## **Service Issued Tokens:**

East2's underlying platform enables its airline clients to define and establish tokens for unlimited purposes. These tokens are linked to a user's credentials, and are therefore part of the East2 enabled network.

Airline specific tokens (EDOS self-brand) can be issued on demand and easily configurable by an administrators dashboard.

## **Smart Contracts:**

Smart contracts are self-executing contracts with the terms of the agreement between buyer and seller being directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized blockchain network. Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible.



## **Intention Economy:**

The **intention economy** is an approach to viewing markets and economies focusing on buyers as a scarce commodity. The consumers' intent to buy drives the production of goods to meet their specific needs. It is also the title of Doc Searls book: *The Intention Economy: When Customers Take Charge* published in May, 2012. [https://en.wikipedia.org/wiki/Intention\\_economy](https://en.wikipedia.org/wiki/Intention_economy)

## **European GDPR:**

As of May 2018, with the entry into application of the General Data Protection Regulation, there is one set of data protection rules for any company processing data belonging to/including personal data of an EU citizen, wherever they are based. Stronger rules on data protection mean:

- People have more control over their personal data.
- Businesses benefit from a level playing field.

## **IATA:**

The International Air Transport Association (IATA) is the trade association for the world's airlines, representing some 280 airlines or 83% of total air traffic. IATA supports many areas of aviation activity and help formulate industry policy on critical aviation issues.

## **IATA New Distribution Capability (NDC):**

Enables the travel industry to transform the way air products are retailed to corporations, leisure and business travellers, by addressing the industry's current distribution limitations: product differentiation and time-to-market, access to full and rich air content, and finally, transparent shopping experience. British Airways stated quote: *"If respecting a traveller's choice of who they fly with, the channel they choose to book their seats and being aware of what all airlines have to offer are major areas, this is what NDC is enabling British Airways to do."*



### **IATA One Order (OO):**

Aims to modernise the order management process in the airline industry. This industry-led initiative intends to replace the multiple and rigid booking, ticketing, delivery and accounting methods, using the data communications advances made possible by the implementation of the New Distribution Capability.

### **Global Distribution System (GDS)**

A **global distribution system** is a computerised network system owned or operated by a company that enables transactions between travel industry service providers, mainly airlines, hotels, car rental companies, and travel agencies.

## **15. REFERENCES**

1. Sabre acquires EB2 International Press Release
2. Digital Travel Sales Worldwide 2017:  
<https://www.statista.com/statistics/499694/forecast-of-online-travel-sales-worldwide/>
3. CarTrawler Worldwide Estimate of Ancillary Revenue  
<https://www.cartrawler.com/ct/cartrawler-worldwide-estimate-of-ancillary-revenue/>
4. China online booking growth <https://www.statista.com/outlook/262/117/online-travel-booking/china#>
5. On Point Loyalty November 2017 Report: <http://www.onpointloyalty.com/insights>
6. Coin Market Cap: <https://coinmarketcap.com/>



## **16. COMPLIANCE AND IMPORTANT Notice**

### **16.1. Regulators & Jurisdictional Compliance**

East2 recognises that for any large commercial organisation (airline) to utilise any digital tokens it will need to satisfy compliance with local and foreign jurisdictions. A platform that allows anonymous users will struggle to obtain regulatory approval and user confidence. This is especially true in jurisdictions where loyalty programs do not attract/incur fringe benefit tax.

East2 is working closely with specialised blockchain platform suppliers to ensure it meets government and regulatory requirements.

Users entering the East2 network will do so with minimal friction, but as they seek to benefit from the eco-system and associated payments they will be required to fulfil KYC obligations. The key requirement for the underlying platform is that it is architected to enable automated regulatory required inspection, so as to ensure Suspicious Activity Reports are possible by jurisdiction.– recognising that the global regulatory frameworks are still evolving in this space, and flexible and responsive compliance will be required on a basis highly fragmented by different local legislation.

This ensures compliance integrity, preventing any anonymous token holders in the eco-system and allowing smart contract transactions to be processed correctly.

East2 EDOS will be Ethereum (ETH) ERC20-compliant tokens that currently do not meet the above regulatory specifications. East2 will swap existing EDOS/EDOS self-brand tokens and their holders onto a new regulatory compliant platform once available.



## 16.2. Disclaimer

### IMPORTANT NOTICE

**PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED "DISCLAIMER OF LIABILITY", "NO REPRESENTATIONS AND WARRANTIES", "REPRESENTATIONS AND WARRANTIES BY YOU", "CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS", "MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS", "NO ADVICE", "NO FURTHER INFORMATION OR UPDATE", "RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION", "NO OFFER OF SECURITIES OR REGISTRATION" AND "RISKS AND UNCERTAINTIES" CAREFULLY.**

**IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).**

All tokens issued by East2 (including EDOS and EDOS self-brand tokens) (the "**East2 Tokens**") are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the East2 Tokens (the "**Distributor**") to purchase any East2 Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Distributor will be East2 Pte. Ltd. ("**East2**"), and will deploy all proceeds of sale of the East2 Tokens to fund East2's cryptocurrency project, businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the East2 Tokens and no crypto currency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of East2 Tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the "**T&Cs**") of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible and you are not to purchase any East2 Tokens in the East2 Initial Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with East2 and/or the Distributor and their respective businesses and operations the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in this Whitepaper).

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.



No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled "Disclaimer of Liability", "No Representations and Warranties", "Representations and Warranties By You", "Cautionary Note On Forward-Looking Statements", "Market and Industry Information and No Consent of Other Persons", "Terms Used", "No Advice", "No Further Information or Update", "Restrictions On Distribution and Dissemination", "No Offer of Securities Or Registration" and "Risks and Uncertainties".

#### **A. DISCLAIMER OF LIABILITY**

To the maximum extent permitted by the applicable laws, regulations and rules, East2 and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

#### **A. NO REPRESENTATIONS AND WARRANTIES**

East2 and/or the Distributor does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

#### **A. REPRESENTATIONS AND WARRANTIES BY YOU**

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to East2 and/or the Distributor as follows:

- (a) you agree and acknowledge that the East2 Tokens do not constitute securities in any form in any jurisdiction;
- (b) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
- (c) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- (d) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the East2 Initial Token Sale, or future trading of the East2 Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the East2 and/or the Distributor, the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in this Whitepaper);
- (e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the



applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to East2 and/or the Distributor;

- (f) you agree and acknowledge that in the case where you wish to purchase any East2 Tokens, the East2 Tokens are not to be construed, interpreted, classified or treated as:
  - (i) any kind of currency other than crypto currency;
  - (ii) debentures, stocks or shares issued by any person or entity (whether East2 and/or the Distributor)
  - (iii) rights, options or derivatives in respect of such debentures, stocks or shares;
  - (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
  - (v) units in a collective investment scheme;
  - (vi) units in a business trust;
  - (vii) derivatives of units in a business trust; or
  - (viii) any other security or class of securities.
- (g) you are fully aware of and understand that you are not eligible to purchase any East2 Tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore;
- (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of crypto currencies, blockchain-based software systems, crypto currency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- (i) you are fully aware and understand that in the case where you wish to purchase any East2 Tokens, there are risks associated with East2 and the Distributor and their respective business and operations, the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in the Whitepaper);
- (j) you agree and acknowledge that neither East2 nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and
- (k) all of the above representations and warranties are true, complete, accurate and nonmisleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

#### **A. CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS**

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by East2 and/or the Distributor or their respective directors, executive officers or employees acting on behalf of East2 or the Distributor (as the case may be), that are not statements of historical fact, constitute "forward-looking statements". Some of these statements can be identified by forward-looking terms such as



"aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding East2's and/or the Distributor's financial position, business strategies, plans and prospects and the future prospects of the industry which East2 and/or the Distributor is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to East2's and/or the Distributor's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding East2 and/or the Distributor are matters that are not historic facts, but only predictions.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of East2 and/or the Distributor to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which East2 and/or the Distributor conducts its respective businesses and operations;
- (b) the risk that East2 and/or the Distributor may be unable to execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of East2 and/or the Distributor;
- (e) changes in the availability and fees payable to East2 and/or the Distributor in connection with their respective businesses and operations;
- (f) changes in the availability and salaries of employees who are required by East2 and/or the Distributor to operate their respective businesses and operations;
- (g) changes in preferences of customers of East2 and/or the Distributor;
- (h) changes in competitive conditions under which East2 and/or the Distributor operate, and the ability of East2 and/or the Distributor to compete under such conditions;
- (i) changes in the future capital needs of East2 and/or the Distributor and the availability of financing and capital to fund such needs;
- (j) war or acts of international or domestic terrorism;
- (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of East2 and/or the Distributor;
- (l) other factors beyond the control of East2 and/or the Distributor; and
- (m) any risk and uncertainties associated with East2 and/or the Distributor and their businesses and operations the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in the Whitepaper).



All forward-looking statements made by or attributable to East2 and/or the Distributor or persons acting on behalf of East2 and/or the Distributor are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of East2 and/or the Distributor to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

Neither East2, the Distributor nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of East2 and/or the Distributor will be as discussed in those forward-looking statements. The actual results, performance or achievements of East2 and/or the Distributor may differ materially from those anticipated in these forward-looking statements.

Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of East2 and/or the Distributor.

Without limitation to the generality of other legal terms in this Whitepaper, the purchase of East2 Tokens is subject to the Token Sale Terms and Conditions and the use of East2 Tokens is subject to the Platform Terms and Policies. This White Paper describes the current vision for East2. While East2 intends to attempt to realise this vision, please recognise that it is dependent on a number of factors and subject to risks. It is entirely possible that East2 Tokens will never be implemented or adopted, or that only a portion of East2's vision will be realised. Due to the retrospective nature of regulatory action or guidance, no guarantees can be given regarding the legality of East2 Tokens or the East2 Tokens token launch in any given jurisdiction. East2 Tokens may not be immediately available in certain countries. East2 Tokens are functional smart contracts within the East2 platform. East2 Tokens are non-refundable and are not for speculative investment. No promises of future performance or value are or will be made with respect to East2 Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that East2 Tokens will hold any particular value.

#### **A. MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS**

This Whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information.

Save for East2, the Distributor and their respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same.

While East2 and/or the Distributor have taken reasonable actions to ensure that the information is extracted accurately and in its proper context, East2 and/or the Distributor have not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic



assumptions relied upon therein. Consequently, neither East2, the Distributor, nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

#### **A. TERMS USED**

To facilitate a better understanding of the East2 Tokens being offered for purchase by the Distributor, and the businesses and operations of East2 and/or the Distributor, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

#### **A. NO ADVICE**

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding East2, the Distributor, the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding East2 and/or the Distributor and their respective businesses and operations, the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of East2 Tokens for an indefinite period of time.

#### **A. NO FURTHER INFORMATION OR UPDATE**

No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with East2 and/or the Distributor and their respective businesses and operations, the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorised by or on behalf of East2 and/or the Distributor.

The East2 Initial Token Sale (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of East2 and/or the Distributor or in any statement of fact or information contained in this Whitepaper since the date hereof.

This White Paper may be updated or altered, with the latest version of the White Paper prevailing over previous versions and East2 shall not be obliged to give any notice of the fact or content of any changes. The latest version of the White Paper in English is available at <https://east2.io>.

#### **A. RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION**

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which



are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to East2 and/or the Distributor.

Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

#### **A. NO OFFER OF SECURITIES OR REGISTRATION**

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement in relation to any sale and purchase of East2 Tokens (as referred to in this Whitepaper) is to be governed by only the T&Cs of such agreement and no other document. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible to purchase any East2 Tokens in the East2 Initial Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. These terms are subject to English law. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

#### **A. RISKS AND UNCERTAINTIES**

Prospective purchasers of East2 Tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with East2, the Distributor and their respective businesses and operations, the East2 Tokens, the East2 Initial Token Sale, the E2App, the E2Wallet, the E2DX and the E2Ancillary (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs prior to any purchase of East2 Tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of East2 and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the East2 Tokens.

While East2 aims to ensure that all data submitted in the White Paper is accurate and up to date at the point in time that the relevant version has been disseminated, the proposed White Paper is no alternative to consulting an independent 3rd party opinion. The White Paper is not legally binding in any respect. East2's directors, officers, employees and associates do not warrant or assume any legal liability arising out of or related to the accuracy, reliability, or completeness of any material contained in the White Paper. To the fullest extent not prohibited by any applicable law in any jurisdiction, East2 disclaims all liability in respect of the content of this White Paper, whether under any theory of tort, contract or otherwise and whether in respect of direct, indirect, consequential, special, punitive or similar damages. Persons who intend to purchase

East2 Tokens, should seek the advice of independent experts before committing to any action, set out in the White Paper.