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LOOix[®]

WHITEPAPER

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Introduction 3**Ecosystem 4**

A unique combination of different industries4

Lifestyle Shop 6

Lifestyle6

Blockchain 8

Technical Information8

ICO Information 12

Base: ERC-2012

Token distribution13

Financial plan14

Bonus15

Staking16

Roadmap 17**LOOIX AG 19**

We are a member of the Crypto Valley Switzerland association21

Our Partners 22**Legal Disclaimer 24**

Introduction

Lifestyle today is synonymous with people sharing the moments of their lives with others carefree via social media. Lifestyle not only embodies success, but has also become an inner concept of the Dolce Vita. People associate lifestyle with the enjoyment of life in all its facets. They celebrate themselves and life and let the whole world participate. This phenomenon extends over wide areas of human existence. Already decades ago artificial worlds were created in which people can live out their lifestyle needs.

In the gaming metropolises of Las Vegas and Macau, for example, a market worth billions was created. In general, one only perceives the glittering casinos and countless slot machines, but there is more behind them. The world of gambling, however, is only an access to the world of lifestyle. People have the opportunity to experience extravagant shows and events, to enjoy first-class restaurants with views over sparkling cities, to experience thrills in amusement parks, to celebrate extraordinary parties and much more. You celebrate, you enjoy life, forget everyday life and let the world participate.

LOOix AG has set itself the goal of opening access to lifestyle for all people worldwide for the first time with its innovative hybrid concept. LOOix members are to be offered the opportunity to participate in an exclusive combination platform of lifestyle products, entertainment-platforms, bonus programs, games and the exchange of lifestyle tokens. Through this form it is possible to connect the individual areas across borders. The main advantage of the hybrid concept is the agility of the company. One of the core principles of the digital company is the ability to adapt quickly and quickly integrate new trends (such as e-sports). A company must ensure agility in order to be competitive.

Ecosystem

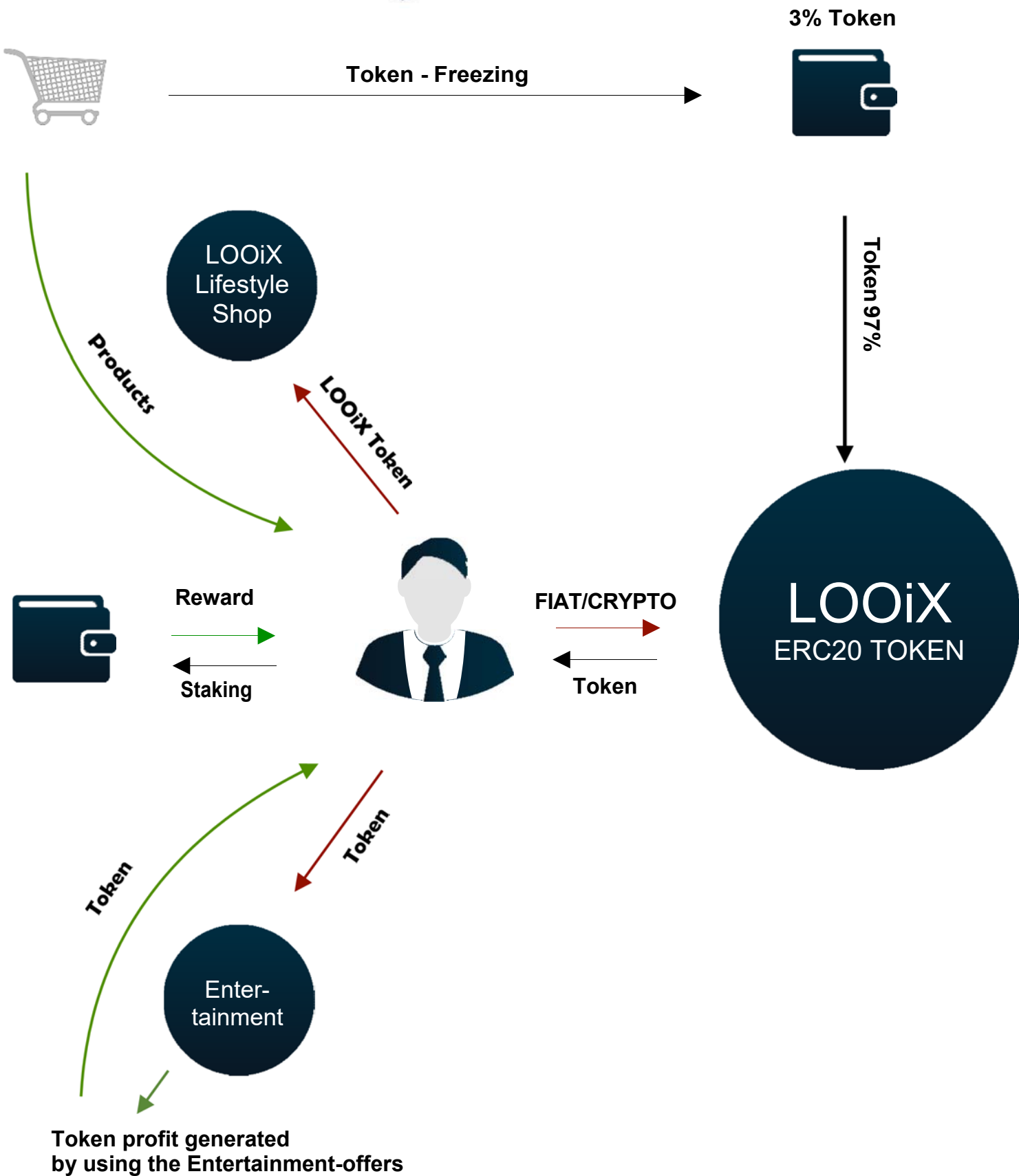
A unique combination of different industries

Due to the decades of cooperation and the broad network of the acting persons, the LOOiX members will be able to purchase or use a variety of lifestyle products and lifestyle experiences exclusively with LOOiX tokens within the LOOiX shop at particularly favourable conditions. The range of discounts planned for the future ranges from brand cosmetics (fragrances, creams, etc.) to the world-famous fashion labels and watches to leading brands in the automotive industry, luxury travel, international events and much more.

In the future, upscale and luxurious articles from practically all areas will be offered at reduced prices. Together with the huge, expanding markets of the online casino, eSports, gaming and the diverse applications in the exclusive lifestyle sectors will lead to a constant, independent and economic cycle of the permanent use of tokens.

The new LOOiX world will be designed as a closed interactive network, completely developed by the LOOiX AG, in which bonus programs as well as entertainment will coexist. In addition to the significantly discounted lifestyle products, LOOiX members can participate in the entertainment-sector which is currently under development by the LOOiX AG based on their token inventory and their personal preferences.

Through the attractive bonuses and the targeted growth of the community, the value stability is to be guaranteed and ideally a potential for increasing the value of the tokens is to be generated. Especially through the so-called "minting procedure", whereby only tokens are minted after the purchases, which is only available in the period of time of the ICO and thus accompanied by a limited token creation, an automated increase in value develops. After termination of the ICO, no further tokens can be created (excluding staking). In addition, token shares amounting to 3% will be frozen from the cycle for 5 years. This is done in order to provide additional security for value stability. In addition, the internal 40% token shares of LOOiX AG are blocked at 95% for an initial period of one year and cannot be used.



*simplified

Lifestyle Shop

Lifestyle

LOOiX AG will in particular enter into partnerships with providers of lifestyle-related products who can use LOOiX Token as an exclusive customer loyalty program and discount program.

Thanks to decades of cooperation and a broad network, LOOiX AG can offer luxury products with up to 30% discount on the sales price within the LOOiX shop. These can only be redeemed for the LOOiX token, which in turn is sold on the market. Through this process the cycle is closed and a constant independent economic cycle is created. It should be noted that 3% of the products are held back, which constantly shortens the amount in circulation.

By the fusion of saving potential of the customer and use for the offerer such programs enjoy great popularity. LOOiX has set itself the goal of revolutionizing this area by combining the jump to the blockchain and currency-equivalent applications, for example in the gambling sector, with customer loyalty programs.

Also conceivable are customer loyalty programs, for example through merchandising programs, which can be purchased in the entertainment sector with LOOiX tokens within the in-house product range of the LOOiX AG. In addition to the LOOiX brand, a new overall product experience is to be made possible in this way. In addition to the online community, the flexible combination of market potential, leading crypto technology and cross-industry networking offers added value for all participants.

Social commitment

LOOiX AG is committed to the promotion of social values in society. To dedicate oneself to a good cause, to create something positive or to help others are the basis for interactions, which we gladly build up. Social commitment is an important aspect in every society. It is a need of people to connect outside their workplace and spend energy and time on good causes. For LOOiX AG, social commitment is not only a duty, but also a matter close to the heart.

For example, disabled sports deserve much more attention and we like to concentrate on them. LOOiX AG intends to use a fixed part of its income from profits for such social projects.

Blockchain

Technical Information

Owned

transferOwnership:

Transfer ownership to another address. Ownership can only be transferred when accepted by new address.

acceptOwnership:

Accept ownership transfer.

```
1.  contract owned
2.  {
3.      address public owner;
4.      address public newOwner;
5.
6.      event OwnershipTransferred(address indexed _from, address indexed _to);
7.
8.      constructor() public
9.      {
10.         owner = msg.sender;
11.     }
12.
13.     modifier onlyOwner
14.     {
15.         require(msg.sender == owner, "Sender not authorized.");
16.         _;
17.     }
18.
19.     function transferOwnership(address _newOwner) public onlyOwner
20.     {
21.         require(_newOwner != address(0), "0x00 address not allowed.");
22.         newOwner = _newOwner;
23.     }
24.
25.     function acceptOwnership() public
26.     {
27.         require(msg.sender == newOwner, "Sender not authorized.");
28.         emit OwnershipTransferred(owner, newOwner);
29.         owner = newOwner;
30.         newOwner = address(0);
31.     }
32. }
```


ERC20

transfer:

Transfer tokens.

transferFrom:

Transfer tokens from other address. Transfer amount has to be less or equal the amount defined by approve.

approve:

Set allowance for other address. Define a token amount that can be spent in behalf of the address owner.

allowance:

Returns the amount of tokens that an address owner allowed to another address.

```
1. function transfer(address _to, uint256 _value) public returns(bool success)
2. {
3.     _transfer(msg.sender, _to, _value);
4.     return true;
5. }
6.
7. /**
8.  * @dev Transfer tokens from otheraddress
9.  * @param _from The address of the sender
10.  * @param _to The address of the recipient
11.  * @param _value the amount to send
12.  */
13. function transferFrom(address _from, address _to, uint256 _value) public returns(bool success)
14. {
15.     require(_value <= allowance[_from][msg.sender], "Funds not approved."); // Check allowance
16.     allowance[_from][msg.sender] -= _value;
17.     _transfer(_from, _to, _value);
18.     return true;
19. }
20.
21. /**
22.  * @dev Set allowance for other address
23.  * @param _spender The address authorized to spend
24.  * @param _value the max amount they can spend
25.  */
26. function approve(address _spender, uint256 _value) public returns(bool success)
27. {
28.     require(_value == 0 || allowance[msg.sender][_spender] == 0, "Approved funds or value are not 0.");
29.     allowance[msg.sender][_spender] = _value;
30.     emit Approval(msg.sender, _spender, _value);
31.     return true;
32. }
```

Staking

getStakeInfo:

Returns the stake info (endDate, amount) from a corresponding ID.

getStakeIDs:

Returns all stake IDs from a given address

stake:

Stake an amount of tokens for three, six or twelve month. Each stake is handled by a unique ID. Stakes get locked on the contract and are not tracked in user balances.

redeem:

Redeem all tokens that are redeemable by the calling address.

```
1. uint256 templncrease;
2.
3.     if (_option == StakeOption.three)
4.     {
5.         stakeStruct.endDate = now + threeMonthTime;
6.         stakeStruct.amount = _amount * threeMonthPercentage / (10**18);
7.         stakeStruct.initiator = msg.sender;
8.         stakeStruct.receiver = _receiver;
9.         templncrease = (_amount * (threeMonthPercentage - (10**18)) / (10**18));
10.    }
11.    else if (_option == StakeOption.six)
12.    {
13.        stakeStruct.endDate = now + sixMonthTime;
14.        stakeStruct.amount = _amount * sixMonthPercentage / (10**18);
15.        stakeStruct.initiator = msg.sender;
16.        stakeStruct.receiver = _receiver;
17.        templncrease = (_amount * (sixMonthPercentage - (10**18)) / (10**18));
18.    }
19.    else if (_option == StakeOption.twelve)
20.    {
21.        stakeStruct.endDate = now + twelveMonthTime;
22.        stakeStruct.amount = _amount * twelveMonthPercentage / (10**18);
23.        stakeStruct.initiator = msg.sender;
24.        stakeStruct.receiver = _receiver;
25.        templncrease = (_amount * (twelveMonthPercentage - (10**18)) / (10**18));
26.    }
```

Looix

transferFrom (unlimited):

ERC20 transferFrom, modified such that an allowance of MAX_UINT represents an unlimited allowance (see: 0x / ZRX).

giveAccess:

Set unlimited allowance for other address (redundant to approve).

revokeAccess:

Set allowance for other address to 0 (redundant to approve).

withdrawLooix:

Withdraw all LOOIX tokens on the contract.

mintToken:

Create new tokens.

mintTokenBulk:

Can only be called by the contract owner and during ICO.

terminateMinting:

Stops the minting of new tokens.

After this function is called, tokens can no longer be minted using the „mintToken“ or „mintTokenBulk“ functions. Irreversible.

ICO Information

Base: ERC-20

The following wallets are known to be compatible with LOOiX tokens (ERC-20 standard):

- MyEtherWallet
- MetaMask
- Parity

Recommended Hardware Wallets

- Ledger
- Trezor

Softcap

- **1.000.000 CHF**

Hardcap

- **15.000.000 CHF**

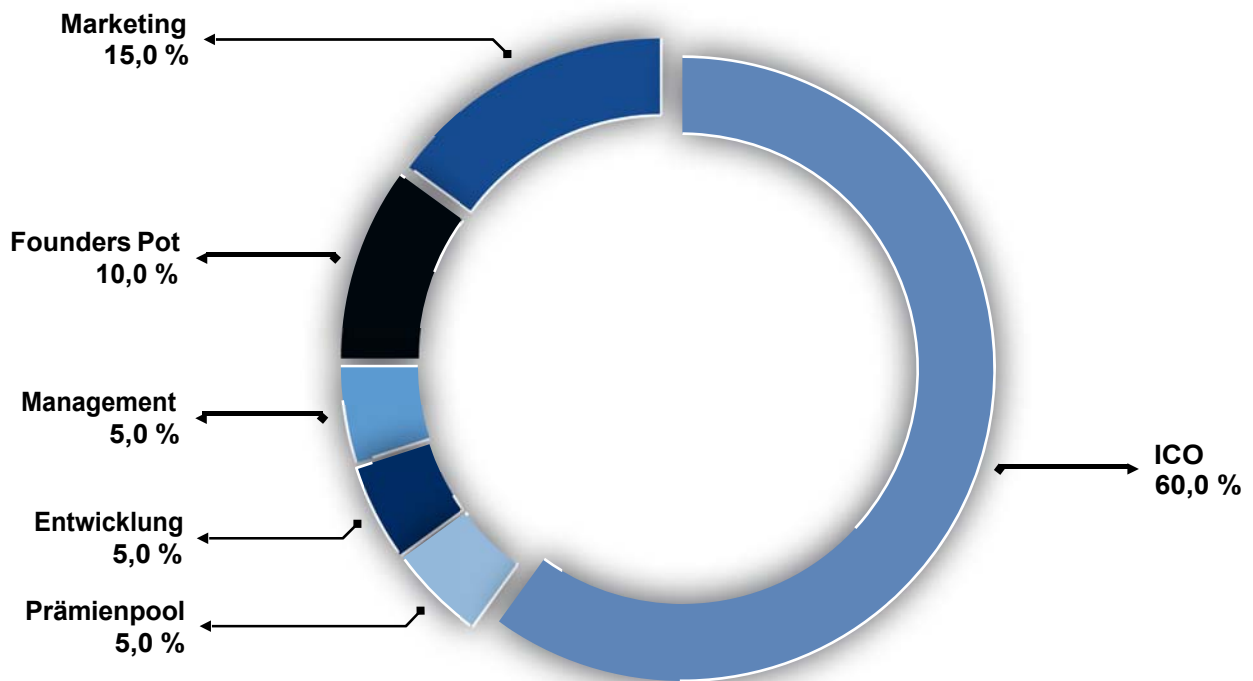
Token distribution

Within the framework of the Initial Coin Offering, new additional tokens are generated with each purchase. A further 66% is added to the purchase price and distributed among internal positions.

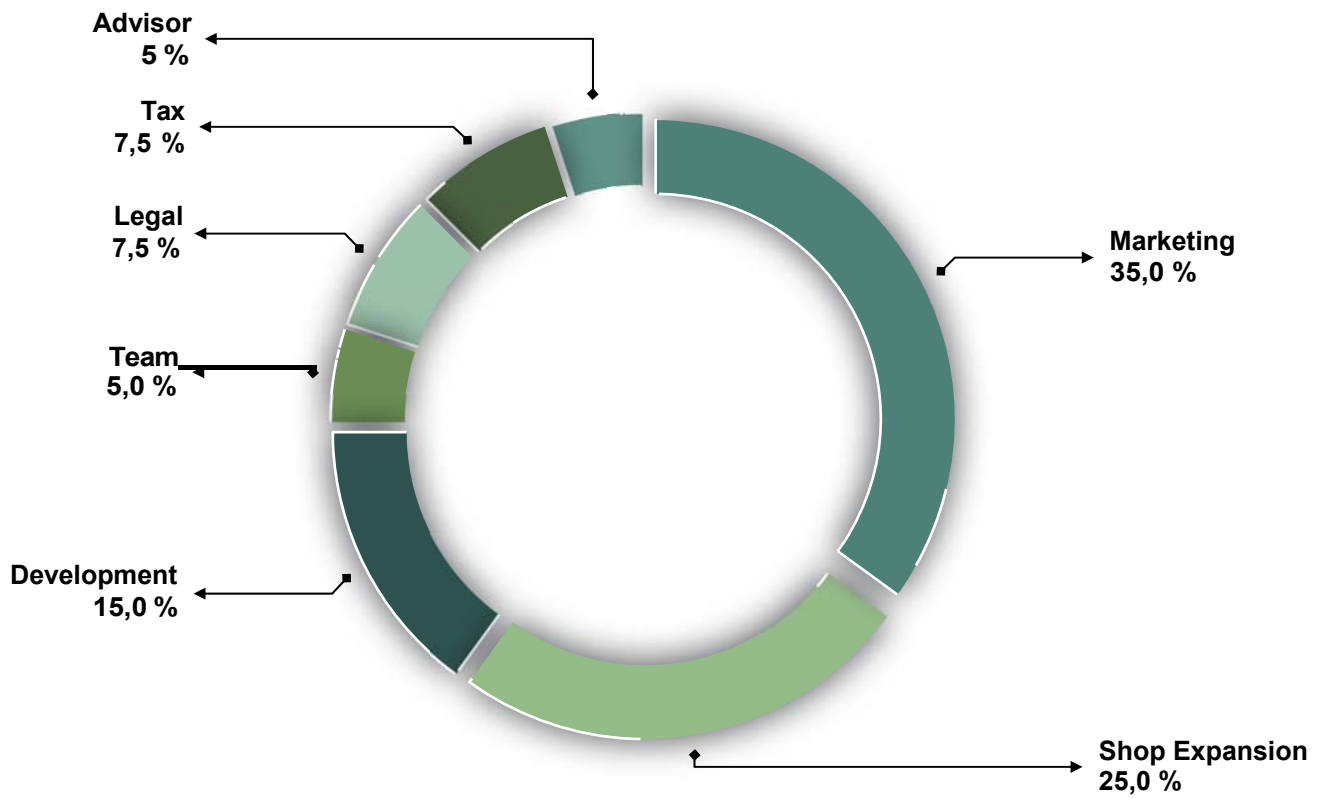
Token purchase

As part of the ICO, investors can acquire LOOiX tokens against crypto currencies. Ether (ETH) & Bitcoin (BTC) can be used. LOOiX tokens can also be purchased against the following FIAT currencies: EUR & CHF

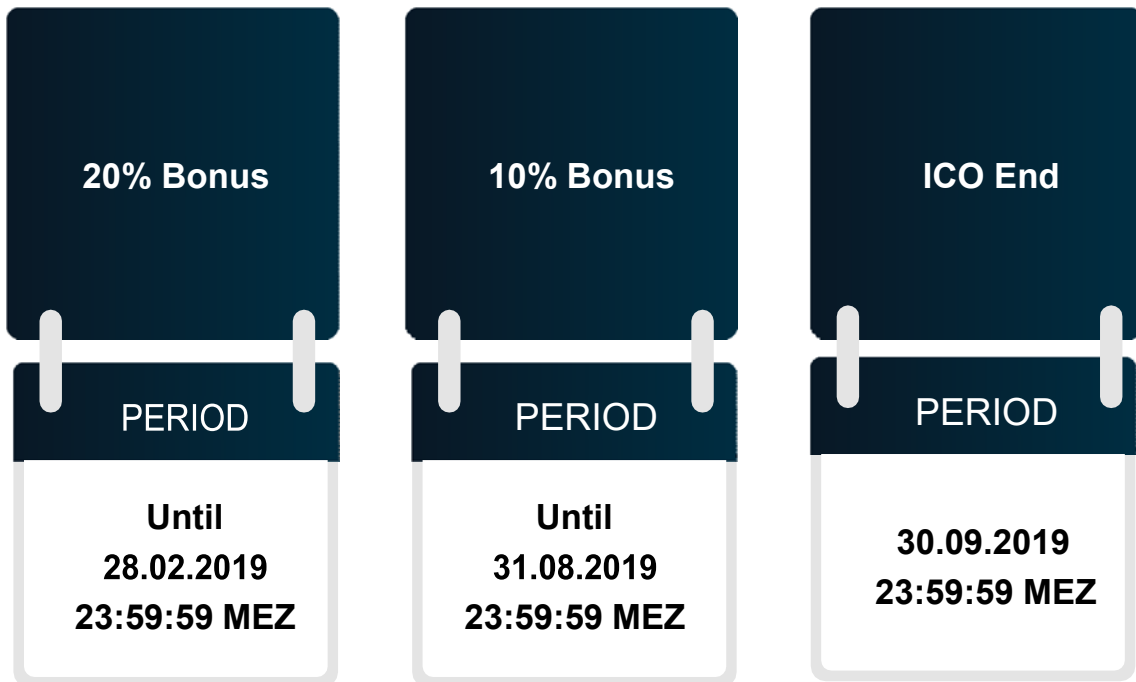
Token distribution



Financial plan



Bonus



The bonus tokens are awarded in addition to the regular tokens that are issued. For example, if tokens are created for €2,000 for an investor during the first phase, the investor receives 100,000 tokens plus a further 20,000 bonus tokens (20%), i.e. a total of 120,000 tokens. The initial price per token is 0.02 €. This amount represents the actual, converted purchase price. The 20,000 bonus tokens are issued free of charge.

Staking

After the ICO has expired, LOOiX cannot output any more tokens. After the initial coin offering, however, the total number of tokens is increased by LOOiX reward tokens. These are issued as a reward for freezing tokens. The freezing fixes the tokens for a fixed period of time and compensates the token holder with newly embossed LOOiX reward tokens in the sense of mining. This function is linked to the Smart Contract and is executed automatically so that it cannot be manipulated afterwards. The reward is calculated according to the principle of continuous interest calculation.

Roadmap

01 2018

Start and merger of
LOOiX

03 2018

Application for
trademark
registration

04 2018

Registration of the
trademark LOOiX

05 2018

Partnership
Crypto Valley

06 2018

Structural design
LOOiX Group

12 2018

Foundation of
LOOiX AG
Liechtenstein

01 2019

Event:
CRYPTOHQ
Davos-Klosters
Switzerland

02 2019

LOOiX Wallet

02 2019

Blockchain Economy
Istanbul Summit
Diamond Partnership

09 2019

End of ICO
Release for staking

10 2019

Listing of the LOOiX
token on the first
Exchange

coming soon

...

...

LOOiX AG

The mission of LOOiX AG is the promotion and support of LOOiX product range, research (e.g. concerning transaction economy & logistics) and development. A large part of the funds is used for advertising, project development and financial management. The aim is to reach a wide range of stakeholders worldwide and generate win-win situations. Our many years of experience and contacts in various markets are one of our unique selling points. We primarily rely on existing resources and therefore invest only with prudence and foresight in external projects and partnerships. Our corporate management system works according to clear standards in order to develop the projects described. Particular emphasis is placed on corporate culture. This has a particular influence on the definition of strategy, project implementation, risk management and operational management.

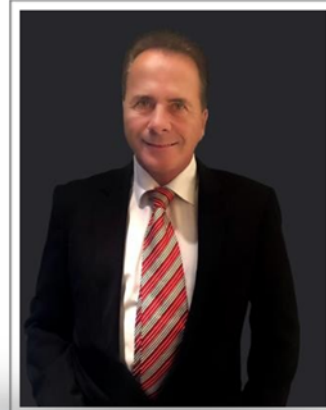
The creation of a LOOiX Club creates an extensive community, which should be perceived as an interesting and serious new market force in the above mentioned markets. This is intended to generate opportunities for LOOiX AG to offer additional services at attractive conditions, which will be made accessible to club members and owners of tokens and thus enhance and secure the attractiveness of our services. Planned marketing activities will be developed and coordinated with the support of agencies worldwide. The focus is primarily on activities in the areas of lifestyle, sports and in particular eSports as well as related events. As with many projects of this kind, marketing activities represent the largest and most expensive cost item within the overall concept. Security is also a supporting pillar within the concept. This extends from the security of our own hardware and software through the various areas of application to the security concept. Customer support and care of the members, as well as call & service centers are an important component of the concept. With the development / increase of members, visitors, buyers and players it is assumed that the expenditure will increase disproportionately. Depending on the respective country regulations, the license and security fees, which must be deposited, are to be quantified with a cost factor that should not be underestimated (scope and type of licenses). The legal challenges for a project of this dimension and complexity are great, so that corresponding legal advice and mandates can be cost-intensive in most countries.

LOOiX AG aims at the management of these business areas.

MEMBERS OF THE BOARD



Marcel Zehnder
CEO



Dr. C.- Julius Heuberger
Advisor



Maximilian Rang
CMO



Philipp Georg
CTO

We are a member of the Crypto Valley Switzerland association⁹



The CVA is an independent, state-supported organisation based in the Swiss canton of Zug. Its mission is to build the world's leading ecosystem for blockchain and cryptographic technologies in Switzerland. The main focus is on developing and implementing a community-based programme aimed at building and expanding their ecosystem. This includes supporting start-ups and established companies, making policy recommendations, initiating research projects, and holding conferences, hackathons and other industry events. They are also working to build a bridge between Crypto Valley and the global cryptographic technology community, building on their already active links with international blockchain innovation centres in London, Singapore, Silicon Valley and New York.



- Trust
- Transparency
- Cooperation
- Integrity
- Innovation & Quality
- Security

⁹ https://cryptovalley.swiss/member-directory/?search_user=LOOiX

Our Partners



AIA - Arico Invest AG
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www.arico-ag.com



ISS - Internet Sport Service LTD
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E1 6FA
<http://www.internet-sport-service.com>

Softwarepartner



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- (f) You agree and acknowledge that in the event that you wish to purchase LOOiX Tokens, the LOOiX Tokens will not be construed, interpreted, classified or treated as:
 - (i) any type of currency other than crypto currency;
 - (ii) debt securities, shares or units issued by any person or entity
 - (i) rights, options or derivatives in respect of any such debt securities, shares or interests; (ii)
 - (iii) units in a collective investment scheme;
 - (iv) units in a business trust;
 - (v) derivatives of units of a trust in an undertaking; or
 - (vi) other securities or classes of securities.
- (g) You are fully aware and understand that you are not entitled to purchase LOOiX 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 United States of America or the Republic of Singapore;

(h) You have a basic understanding of the operation, functionality, use, storage, transmission mechanisms and other material properties of crypto currencies, blockchain-based software systems, crypto currency exchanges or other related token storage mechanisms, blockchain technology and smart contract technology;

(i) You are fully aware and understand that in the event that you wish to purchase LOOiX Tokens, the risks associated with LOOiX AG and its respective businesses and operations, the LOOiX Tokens, the LOOiX Initial Token Sale and the LOOiX Wallet (each as described in the Whitepaper);

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All statements contained in this white paper, statements contained in press releases or anywhere publicly accessible, and oral statements made by LOOiX AG or its respective directors, officers or employees on behalf of LOOiX (if any) that are not historical facts are "forward-looking statements". Some of these statements may be identified by forward-looking terminology such as "goal", "expect", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "likely", "project", "should", "would", "will" or other similar wording. However, these terms are not the only means of identifying forward-looking statements. All statements about LOOiX AG, its business strategies, plans and prospects and the future prospects of the industry in which LOOiX AG operates are forward-looking statements. These forward-looking statements, including but not limited to statements about LOOiX AG with respect to sales and profitability, prospects, future plans, other expected industry trends and other matters discussed in this white paper with respect to LOOiX AG, are matters that are not historical facts, but are forward-looking statements only.

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

- a) Changes in the market conditions for politics, society, economy and shares or crypto currency as well as the regulatory environment in the countries in which LOOiX AG conducts its respective business and transactions;
- (b) the risk that LOOiX AG may not be able to implement or execute its respective business strategies and plans for the future;
- (c) Changes in interest rates and exchange rates of fiat currencies and crypto currencies;
- (d) Changes in the expected growth strategies and internal growth of LOOiX AG;
- (e) Changes in availability and fees payable to LOOiX AG in connection with its respective businesses and transactions;
- (f) changes in the availability and salaries of employees required by LOOiX AG for the operation of its respective businesses and activities;
- (g) Changes in the preferences of customers of LOOiX AG;
- (h) Changes in the competitive conditions under which LOOiX AG operates and the ability of LOOiX AG to compete under these conditions;
- (i) Changes in the future capital requirements of LOOiX AG and the availability of funds and capital to finance these requirements;
- (j) war or acts of international or domestic terrorism;
- k) the occurrence of catastrophic events, natural catastrophes and events of force majeure which affect the business and / or transactions of LOOiX AG;

(l) other factors beyond the control of LOOiX AG; and

(m) all risks and uncertainties associated with LOOiX AG and its business and operations, the LOOiX Token, the LOOiX Initial Token Sale and the LOOiX Wallet (each as described in the white paper).

All forward-looking statements made or to be made by LOOiX AG are expressly qualified in their entirety by such factors. Given that risks and uncertainties that could cause actual results, performance or achievements of LOOiX AG to differ materially from those anticipated, implied or implied by the forward-looking statements contained in this white paper, do not place undue reliance on such statements. These forward-looking statements speak only as of the date of this white paper.

Neither LOOiX AG nor any other person represents, warrants or undertakes that the actual future results, performance or achievements of LOOiX Group will be as described in these forward-looking statements. Actual results, performance or achievements of LOOiX AG may differ materially from those anticipated in these forward-looking statements.

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