

May 2022

# WHITE PAPER

## PDX COIN: A global utility coin



A Globally Compliant Digital Currency

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# PDX WHITE PAPER

The PDX White Paper is not an offer or solicitation to sell securities. The PDX White Paper is intended solely to describe the PDX Coin token (“PDX”, or “PDX Coin”) and matters related to its development and introduction into commerce. The statements contained in this White Paper are exclusively opinions and forward-looking statements, are made only as of the date written above and are not intended to be relied on by any person in connection with their determination to purchase or sell PDX Coin.

All offers to purchase PDX Coin will be made solely to persons legally permitted to purchase PDX Coin and will be pursuant to definitive documents and agreements clearly labeled as such and subject to all terms, conditions, disclosures, qualifications and risk factors contained therein.



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# EXECUTIVE SUMMARY AND OVERVIEW:

PDX Coin (also referred to by its three-letter symbol, “PDX”), is a compliant digital currency whose value is underpinned by energy assets. The genesis PDX smart contract was fully deployed on the Ethereum blockchain on August 6, 2019, as an ERC-20 token, and an updated version of the smart contract, which superceded the genesis version, was deployed to the Ethereum mainnet on June 18, 2021.

This can be viewed at the following contract address:

<https://etherscan.io/token/0x6a8fee0E33Cb65a7E8D21BadCA62E87639ef74B3>

PDX Coin trades on XT.com, P2PB2B, Vindax, and soon on Lbank, in the USDT trading pair. Its tokens can also be staked for annual yield, via <https://pdxcoin.finance> , and the project is listed on Coinmarketcap.com and on Cointagecko.

PDX Coin enables individuals and organizations to utilize a transparent digital currency with a physical value underpinned and backed by independently certified and audited energy assets.

Each of the total number of PDX Coin tokens created will be backed by energy assets and interests in producing properties with an aggregate initial gross value approximating or exceeding the aggregate value of all PDX Coin tokens in circulation. **Our goal is to pivot entirely to having each PDX Coin backed by units of renewable energy power generating capacity**, making PDX tokens a direct representation of the value of renewable energy power

PDX Coin has been created and structured so as to become a leading safe-harbor tokenized store of value *as well as* a true utility instrument and means of exchange. PDX’s value inherent in a transferable digital token will enable holders to store and preserve wealth, while engaging in commercial and consumer transactions using PDX Coin as the means of exchange. PDX will be subject to the relevant laws in all applicable jurisdictions.

Resource estimates related to PDX and its energy assets will be prepared in accordance with U.S. generally accepted accounting principles and petroleum and power generation industry reporting standards, or similar standards as may apply in other jurisdictions, and may be subject to independent audits. Holders of PDX Coin tokens are expected to be taxed only upon any gains (or losses) from their sale of PDX Coins.

PDX at inception was based upon the Ethereum-enabled blockchain platform, in order to provide a robust and decentralized method of verification, tracking and exchange. The Ethereum blockchain is expected to provide an auditable and cryptographically secure global ledger and will facilitate transactions with other familiar currencies and assets. We expect that in the near future the entire PDX platform will be migrated to a newly developed blockchain platform, to achieve higher security and much faster transaction speeds, and higher transaction capacity, with much lower user costs.

PDX Coin was designed to represent the seamless electronic transferability of the value inherent in its underlying physical assets. PDX’s specific structure, independently certified underlying value, and potentially lower market volatility may provide economic advantages to its holders.



## In particular

- (i) PDX Coin is a reliable store of value, medium of exchange and unit of account,
- (ii) PDX Coin will enable holders of other digital or national currencies to lock in gains and/or protect against adverse declines in value due to inflation, volatility or currency devaluation.

These characteristics, together with a focus on transparency and regulatory compliance, position PDX Coin to be a top safe haven digital currency capable of appealing to investors and consumers worldwide, regardless of size or sophistication.

PDX Coin tokens have been nominally hard-capped at five billion tokens (before any future splits or forks). There can theoretically never be more than this amount created or on issue, subject to certain algorithmically-dictated conditions or limitations as elsewhere defined herein.

Of these, and at the conclusion of a series of Private and Public Offerings, assuming the projected maximum amount of the collective Offerings are sold, some 4.85 billion tokens are expected to be retained for future issuances and sales for either of cash, cash equivalents, and or hard assets with clearly verifiable values (i.e. real estate and energy assets), including but not limited to in exchange for additional renewable and other energy assets



In the metaverse, traditional payment methods are not suitable, and crypto-based payments will be the standard. In the real world, payment systems such as debit and credit cards take days for a transaction to settle and carry very high costs for merchants. Alternatively, cryptocurrency payments and the blockchain are the ideal ramp for metaverse payments due to their digital attributes, superior security, and ability to verify on an immutable ledger.

PDX, will enable easy payments in the metaverse without disrupting the flow of the experience. Whether you are purchasing designer clothes for your avatar, buying music in a virtual store, or playing in a virtual 3D poker game, you will want to do so without having to exit or being distracted in the virtual environment. You won't use a keyboard or swipe a credit card – it's clumsy and it's disruptive to the continuity and integrity of the experience. Instead, you'll interact in the environment using gesture controls and voice commands. Eventually, and in the maybe not too distant future, you will use your direct thoughts to navigate your way around, and use the metaverse. This also extends to how you'll navigate and interact with the PDX payments app in the metaverse. Until that time comes you'll utilize our payments and banking apps through voice commands and gestures. When you summon the app, a 3D visual representation of it will appear, and seem to 'swim' in front of you. As part of its crypto-to-fiat payments and banking platform, PDX will enable direct payment using not just the native PDX Coin token, but also many of the other most liquid and widely held cryptocurrencies, which will also be hosted on its app.

Transactions in the metaverse will all be peer-to-peer payments that render wholly obsolete the slow, clumsy, and expensive traditional payment platforms. Bye bye Visa, Mastercard, monthly 'technology fees,' acquiring bank fees, and good riddance Paypal. The benefits include instant settlement to the merchant or vendor in whichever currency they prefer to be paid in, minus the high transaction fees and other added charges today that are split between too many unseen parties in the middle, and with the elimination of the risk of card fraud, including chargeback fraud.

PDX Coin is at the core of a global payments and digital banking platform being built as a financial on-ramp enabling hundreds of millions of retail users, institutions, merchants, vendors and ecosystem partners to participate in the crypto economy freely and easily with instant conversions between digital and fiat currencies, and very low fees. The upcoming payments app and virtual banking services will enable all major cryptos that are supported by the platform to become instantly liquid, and spendable in potentially tens of millions of locations and online sites globally. PDX is developing products and services across the DeFi and NFT spaces, and also plans to introduce by 2024 a regulated platform to trade digital shares of most publicly held companies globally, 24/7, as well as new underwritten digital share placements by those companies, taking into account the required compliance and registration requirements of the many and various global regulatory regimes.



# 1. PDX Coin

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## DESCRIPTION

**P**DX Coin is an ERC20 utility token, which trades and is known and identified as both “PDX Coin”, its formal name, and as “PDX”, its three-letter symbol, and may be referred to herein under either designation. PDX due to its sheer scale and scope, represents the creation of a true global shadow financial system.

PDX is a digital currency that is at the core of a powerful new banking and financial services ecosystem (the "Three Pillars" platform) based on encrypted and permissionless peer-to-peer (i.e. no middleman) payments and money transfers, globally, that solves multiple problems. It is also being positioned as a leading payments channel in the Metaverse.

PDX Coin holders will be able to make instant payments and transfers anonymously, and instantly, anywhere in the world, and their data will be stored on an immutable blockchain, making it indestructible, theft-proof, and impossible for anyone else to know without their knowledge and approval.

PDX will disrupt the global payments processing industry, and the way banking and everyday payments are conducted between crypto currencies and fiat currencies, and we will build a unique, cutting-edge cryptocurrency exchange platform that compliments our unique and proprietary crypto-to-fiat mobile-enabled payments app, as described further in the technical section of this white paper.

PDX's banking, exchange, and payments processing capabilities will feed off each other, which in turn will lead to massive user adoption in the consumer and commercial worlds. That in turn will lead to large-scale and increasing acceptance of PDX Coin as a means of payment, by merchants of goods and services, globally, which in turn leads back to more and more consumer acceptance usage of PDX as a means of payment and store of value.



The PDX "ecosystem" consists of a new global full-capability physical and virtual banking network providing a full range of retail and business banking services, a cryptocurrency exchange business with unique attributes and a guaranteed large customer base; and a merchant payments processing business, based on the blockchain, complimented by a leading-edge proprietary mobile-enabled contactless payments app.

All of these businesses feed off of each other, adding snowballing value, including for PDX coin holders who in most cases will themselves have access to free banking, foreign exchange, and money transfer services.

The PDX payments application will be linked to our digital banking platform, as well as our exchange platform. These platforms are designed to be separate but interoperable, enabling each platform to be linked to and accessible from the others, making it easier for PDX to cross-sell users on one platform, to services on another.





## 1.1 PDX Coin to be Supported by Substantial Underlying Value

Most fiat and digital currencies lack the backing of underlying tangible assets. PDX is a digital de facto interest in physical reserves of crude oil and natural gas, and other energy assets. Eventually we will pivot our energy assets entirely to power generating capacity based on renewable energy sources. PDX offers all of the advantages of blockchain-enabled digital currencies while providing a verifiable asset base to protect its value, stability and security as a medium of exchange.

By originating one of the first compliant, energy-backed digital currencies, PDX will open the use of digital currencies to a significant portion of the global trade and financial markets that have previously shied away from full-scale adoption.

PDX fully supports the use of a public blockchain as a means to facilitate private exchange and fundamentally believes that blockchain technology will permeate the transfer of data and value over the coming years and decades.

PDX is committed to working with domestic and global governmental agencies, financial institutions, traders and users of commodities to develop protocols to help facilitate PDX' adoption as a leading digital reserve currency.

## 1.2 PDX addresses a core cryptocurrency problem, in the payments sphere



### PROBLEM:

Limited ability to spend digital currency in everyday life limits the growth of the entire industry

The vast majority of existing merchants, and services vendors, don't yet accept cryptocurrencies. This is due partly to the volatility of the market, as well as the lack of an existing payment infrastructure, and their overall inability to be used within quick micro-transactions. PDX is developing a method to enable universal de facto crypto payment acceptance through its new send / receive app that instantly exchanges crypto for fiat during the transaction.

PDX believes that massive price fluctuations can be easily mitigated by widespread token ownership and usage, which is facilitated by providing users with easy ways to pay with digital currencies.

We are developing and will soon launch a solution, in tandem with our in-house banking infrastructure, which enables any point of sale terminal to have installed a simple IOS and Android-supported application which runs to receive cryptocurrencies as simply as it does fiat money. This works for merchants because we swap out the crypto for the merchant's preferred currency, which we settle almost instantly, while at the same time enabling the crypto own to easily spend that crypto for the first time.



### SOLUTION:

To enable stores, merchants, and other service providers globally to accept payments in cryptocurrency, seamlessly and easily for merchant and consumer alike.

The application will also facilitate online payments to merchants, vendors and others, globally, including in the metaverse.

The end goal, which underpins PDX's inherent role as a store of value, is to make PDX easy to use and hence attractive to token holders, as well as easy to accept and convert, and hence attractive, to merchants, who will also pay much lower interchange fees. and no longer incur ongoing "technology" charges.

The internal banking infrastructure we are building is key to this effort, and we believe is a game changer, as merchants and vendors are assured of, and guaranteed, payment in any form they desire. For the merchant, the transaction is confirmed instantly, and settled, versus waiting several days now and paying up to 4% in fees. With our banking network in the middle of any transaction, the merchant can be instantly settled in any fiat currency.



## 1.3 PDX is Fully Transparent and Committed to Legal Compliance

### 1.3.1

Many existing digital currencies have been designed, built and managed by an individual or small team, and leading digital currencies are frequently transferred via exchanges or wallets.

Ergo, there is a “**trusted third party**”. However, the principals behind those third parties and their motivations are often wholly or partly unknown, and in most instances have not been subject to governmental or private scrutiny.

Cryptographic proof of existence and exchange provides assurances of existence and exchange, but nothing more. Rather than abide by the fiction that there is no trusted third party necessary to facilitate trade in digital currencies, PDX recognizes that current digital currencies could not exist without trusted third parties, and therefore will actively seek to foster that trust by providing transparent leadership and complying with applicable financial, tax, and currency regulations.

### 1.3.2

**PDX** is committed to legal compliance for itself, the exchanges on which it trades and its holders, buyers and sellers.

### 1.3.3

While PDX is committed to enabling the pseudonymous exchange of value, it will do so in compliance with all regulations governing such transfers.

**PDX will be positioned to become a global leader in setting the standards for transparency and disclosure for digital currencies, thereby facilitating its use in global trade and commerce.**





# BLOCK CHAIN

## 1.4 The SIBERIA Blockchain Protocol

We have determined that, in the longer term, the Ethereum blockchain does not suit, and cannot meet, our needs, and the needs and best interests of our token holders and users in terms of ease of use, transaction speed, transaction volume, and transaction costs.

Accordingly we are developing a new DeFi blockchain protocol with the working title "Siberia". This new blockchain will sit above PDX and be governed as a fully decentralized and independent blockchain by an outside body, such as a foundation. Our goal is to complete development and testing of the Siberia blockchain by late-2023, and release it at that time. PDX Coin at that time will migrate off the Ethereum blockchain, and onto the new Siberia blockchain. This will provide PDX with vastly improved transfer and transaction speeds at next to no cost, and without the need for a clunky "middleman" mechanism, as with ETH, to effect a transaction.

The Siberia blockchain protocol is being built primarily with a banking and payments purpose in mind, but will also accommodate other applications. It will be based on smart contracts and be open-source, and third party developers and projects will be encouraged to develop and launch on it. The blockchain will be a multi-chain, multi-layered and sharded protocol, enabling many applications and transactions to be run simultaneously, with interoperability between different blockchains. It will use a Proof-of-Stake consensus mechanism, and all holders of the Siberia Protocol's native coin will have a say in its operation.



Siberia will help PDX achieve many goals, including enabling its integration more easily into the metaverse, for provision of an array of payments, DeFi, and banking services, and development of entertainment, gaming, and gambling content

The native coin for the Siberia Protocol will be listed and tradable, and upon completion and release, **the majority of Siberia Protocol coins will be distributed to the holders of PDX Coin as at the date of transfer, on the likely basis of ten Siberia Protocol coins for each PDX token held on that date.** As to potential valuation and market pricing, we cannot comment, other than to suggest looking at Cardano, Polkadot and Ethereum as guides in respect to a valuation model.



## 1.5 The Metaverse: A New Frontier

- The Metaverse may be the most addictive “drug” ever conceived, and this is why its success is guaranteed.
- The Metaverse, which we expect to see fully developed and as much used as today’s internet by 2027, is the rapidly emerging convergence of the internet, with the blockchain, AI, holography, and extreme computing power or even quantum computing. It’s an immersive 3-dimensional version of the internet, awaiting only improvements in the available UI hardware, and concurrent graphics capabilities driven by advanced chips before it goes truly mainstream and overtakes the current 2-D internet.
- The commercial opportunities in the metaverse are as unlimited as the content possibilities, as everything on today’s internet migrates into metaverse 3-D formats, including websites, movies, games, sports, gambling, e-commerce, banking, retail experiences, travel, social media and social interaction, business meetings, medical appointments not requiring in-person physical examinations, conferences, education, design workshops, and countless other applications.
- Cryptocurrency payments and the blockchain are at the core of transactions into, out of, and within the metaverse.







- PDX's primary goal is to take advantage of its crypto payments and virtual banking capabilities in the metaverse, and to that extent, even though a properly functioning and heavily-populated metaverse is some time away, we are building our technology and product base today. Our goal is to be a leader in the retail and commercial payments sector within the metaverse, in addition to offering all of our banking and lending functions inside the metaverse. This extends to a range of compliant DeFi products and services across as many legal jurisdictions as possible.
- PDX also intends to, in the near future, begin making investments in, as well as forming long-term partnerships, joint ventures and alliances with, content developers in the fields of sports, gambling, gaming, and other entertainment. The goal is to have a stake in the building of popular metaverse destinations exclusively serviced by our payments and financial platforms. Our planned Siberia blockchain protocol will also be a significant participant in content creation.

## 2. SUBSTANTIAL MARKET Opportunity

for the Development of a Legally  
Compliant, Intrinsically Valuable Digital  
Currency

Estimates of global wealth exceed USD400 trillion. The migration of some interests in these assets into digital currency through blockchain-enabled applications represents an enormous opportunity for early supporters of PDX to help create, develop and profit from the development of what is intended to become a preeminent globally accepted digital currency.

Various governments are supporting adoption of blockchain enabled peer-to-peer transfers by enacting legislation designed to facilitate trade in select digital currencies. Ongoing developments to create personal accountability and investor and consumer protections will ultimately expand the universe of potential holders of digital currencies. As the universe of digital currencies has evolved, numerous digital currency exchanges also evolved to allow users to convert digital currencies into fiat currency, other digital currencies, gold or other assets.

PDX significantly expands upon these developments by linking a digital token to the value of underlying oil reserves and other assets. While all financial institutions and commercial vendors accept fiat currency as payment for assets and services, many have refused or are unable to engage in transactions involving digital currencies. It is for this reason that we are introducing a new crypto-to-fiat mobile-enabled global payments app, supported by an underlying payment processing and banking infrastructure with its own deposit base, allowing for fast, secure, and seamless transactions.

**As a preeminent and globally highly liquid asset, oil serves as a valid commodity to which a successful digital currency can be linked.**





**PDX** has been created as a digital token on the Ethereum blockchain via the ERC20 protocol. Each PDX token issued into circulation will be supported initially by independently certified oil and gas reserves, or oil equivalent. PDX will partner with leading globally recognized institutions (audit, and petroleum engineering) in order to cost-effectively and securely build, audit, and monitor the pool of oil reserves benefiting all PDX holders. **Our stated goal is to pivot entirely out of fossil fuels and replace the token backing with renewable energy assets.**

Once a PDX Coin token has been issued, it can be held, transferred or exchanged, subject to applicable law, either in whole or in part, in the same manner as Bitcoin, Ether or other digital currencies. At any given time in its first 10 years, PDX's underlying reserve barrels of oil will approximate not less than the number of PDX tokens *in circulation*.

Over time this will rebalance increasingly to the equivalent values in green energy and renewable energy assets. This simple configuration most easily supports a reliable audit of oil and gas reserves; a process which is fundamental to maintaining the price parity between the PDX in circulation and the underlying energy reserves and assets.

As this information is expected to be publicly reported, and PDX will be supported by verified commodity reserves, **PDX will present a far more reliable store of value than other digital currencies** where proof of coins is limited to exchange and wallet audits. Following our initial Private Coin Placement ("PCP"), the follow-on Public Offerings of PDX tokens will allow users to purchase PDX directly from [www.pdxcoin.io](http://www.pdxcoin.io) (our dedicated site and web-wallet) in addition to certain exchange platforms.

### 3. INITIAL TECHNICAL CONSIDERATIONS

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Users can also transact and store PDX Coin with any ERC20-enabled wallet. PDX will promote and encourage integration into other exchanges, wallets and merchants and will encourage them to collaborate to integrate PDX as a surrogate for traditional fiat payment methods.

Because the entities carrying out the PDX enterprise will act as a custodian of the energy resource assets, and manage the banking and exchange functions, the operation and maintenance of PDX Coin (like many other digital currencies) is not completely decentralized. Indeed, while decentralization is great in theory and as an “idea”, the practical reality in the real world is that for a true utility currency, full decentralization is simply impractical.

PDX’s commitment to regulatory compliance, maintenance of asset reserves and price stability sets the cornerstone for building future innovations that will create a robust platform for new products and services, and support the growth and utility of PDX over the long run.

Institutions and individuals who wish to maintain their digital currency holdings in digital form but also seek the most reputable, stable and secure digital currency will see PDX as the most viable alternative. **As an emerging digital currency, PDX Coin seeks to be easy to buy, sell, use and hold.**



## In particular

- i. PDX will at the time of the Public Offering exist on the Ethereum blockchain (or globally acceptable equivalent), and avoids the limitations of operating within a less developed blockchain or within closed-source software running on a centralized, private database,
- ii. PDX Coin may be used in the same manner as other digital currencies, held as a store of value or transferred from peer-to-peer in a pseudonymous, decentralized, cryptographically secure environment,
- iii. PDX Coin can be easily integrated with merchants, exchanges and wallets,
- iv. PDX Coin inherits the properties of the ERC20 protocol which include decentralized exchange; clearly defined and auditable smart contract structures; browser-based, open-source, wallet encryption; and blockchain-based transparency, accountability, multi-party security and reporting functions, and
- v. each of the projected 150 million PDX tokens *on issue* after the upcoming series of private and public token sales will be supported by at least 13 reserve barrels of oil and oil equivalent, making its value proposition straight forward and easily understood.



## 5. PDX's Use in Commercial and Consumer Transactions

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**P**DX Coin will be capable of widespread utility and adoption for use in cross-border commercial and consumer transactions, among many other and more general uses.

At present, ordinary consumer transactions in digital currencies have had significant appeal but limited adoption. This is due to a variety of factors, the most significant of which is the absence of a practical and ubiquitous solution which enables a consumer to pay for goods and services in digital currency and allow a vendor to receive immediate and guaranteed payment for a fixed amount of local fiat currency.

**From the vantage point of the PDX Coin holder**, their holdings in PDX and any of the other more liquid cryptocurrencies that will be supported by the PDX mobile payments app will for the first time be fully liquid and usable in day to day life.

**From the vantage point of the vendor**, they receive instantly confirmed payment and near-instant settlement, in full in local currency without making any modification to their ordinary business practices, and their payments are instantly confirmed and available, at far less cost than with current methods, and significantly reduced fraud incidence. In addition, we will eliminate costly monthly “technology fees” for vendors.

PDX debit cards, if any, and related partnerships will quickly be phased out, and in the interim PDX may acquire card-issuing entities in order to directly access their merchant base and consumer customer base, for eventual conversion across to a pure-play contactless digital transaction medium, entirely within the PDX banking and payments ecosystem, and with zero third party middlemen. PDX's goal is for its payment app to engage with at least 50 million merchants, vendors, and agencies globally, at similar scale to Visa and Mastercard, etc. Our goal is to eliminate abusive card and other legacy payment systems entirely from the financial landscape forever.



## 6.1 Benefits of Cryptocurrencies

**P**DX-based transactions, like other digital currencies, will be recorded in a blockchain distributed ledger. As a result, transactions in PDX Coin will be trustless, censorship-resistant, permissionless, and private. Unlike other forms of asset control or money transfer, once a transaction in PDX is confirmed by the blockchain network, it will become irreversible. PDX will utilize best available protocols for digital currencies and will help promote the ongoing change in the way global financial transactions occur by removing artificial barriers caused by legacy financial institutions, **enabling:**

- ✓ True anonymous digital payments anywhere in the world
- ✓ Very low transaction fees and fast processing times compared to traditional methods
- ✓ Payments between anonymous parties, ensuring privacy

## 6.2 Volatility and Dominance of Leading Cryptocurrencies

**T**he volatility displayed by leading digital currencies as they compete for global dominance has given markets and investors a way to speculate, as new digital currencies continue to emerge. The market role of a digital currency like PDX - which is fully digital and blockchain supported but is also directly linked to and supported by tangible asset values – can be expected to be an increasingly important one in future years.

# 6. OVERVIEW Of Global Cryptocurrency Market





## 6.3 Market Position of PDX

PDX's projected **gross theoretical market capitalization of all 5 billion tokens created on completion its series of Global Public Sales is US\$500 billion**, assuming a \$100 token price, which, if all were issued, would place it among the world's 3 largest cryptocurrencies based on today's crypto market.

With a projected up to 150 million tokens in general circulation upon closing of the Public offering series, we therefore project, at the Offering Price, a market capitalization in the order of \$15 billion billion. This doesn't take into account additional tokens that may be issued in connection with potential strategic acquisitions in the banking , payments, and technology spaces.

## 6.4 Why PDX?

PDX is designed to be simple, and to function as a usable day-to-day currency, as crypto adoption continues to take hold. Even a cursory examination quickly shows that none of the other so-called "cryptocurrencies" could ever realistically be seen or used as a CURRENCY. PDX has purpose, functionality, and critical mass.



# CRYPTOCURRENCY MARKET RISKS, AND VOLATILTY:

**W**hile it is clear that digital currency has advantages over government-issued legal tender, wise investors should be aware there are risks involved in the investment and use of cryptocurrency.

For example, digital currency is used just like traditional bill-and-coin currency for purchases and online payments, but it's also considered a commodity, just like silver or gold. That means it's just as vulnerable to market fluctuations as any other commodity or stock would be.

We aren't pointing this out to warn people away from making cryptocurrency investments, but to make it clear the market can move up and down—and, as is the nature of a young and active commodity—it can sometimes do so quite wildly. It's best to take a longer “big picture” view of your investment, as opposed to letting a momentary drop in value send you into a panic.

Digital currency coins are encrypted to keep them secure—but there's a potential drawback there. This coding identifies the currency itself, but not its owner.

Whoever holds the coin's encryption code becomes its owner, and there's nothing in the coin's coding that says it belongs specifically to you—or to anyone else. This built-in anonymity feature means when a coin is stolen, it's gone—and you have little to no recourse in getting it back.



Cryptocurrency can, in theory, become worthless; [Bitcoin](#) admits as much on their FAQ page. Investor interest could drop off, the overall effects of world economies could become so severe as to affect cryptocurrency value—even with safeguards in place, extreme factors could have an effect.



Just as you should be aware of the market risks we listed above, you should also know other risks can affect digital currency—just as they can any financial tool. Again, it's not a reason to give up and walk away—but you should go into the situation with your eyes wide open.



The investor will have noticed the massive increase in attention, demand, and volatility in the world of cryptocurrency.

While most people are still jumping into digital currencies like Bitcoin, simply to speculate and make money off a quick trade, the business of accepting and paying with digital currency is also on the rise. However, with such volatility in this space, one might wonder how they can successfully run a business when accepting digital currencies when it's price can heavily fluctuate in a short period of time.

One of the most popular and shared stories on such a topic is the [guy who paid for a pizza in Bitcoin](#) back in 2010. If he had saved those Bitcoin instead of buying that pizza, today they would be worth roughly \$20 million.

This is a rare scenario and one that doesn't happen as often today, as individuals and businesses who now accept Bitcoin and other cryptocurrencies as a form of payment have since realized how to make such transactions legitimate and make sense for both sides of the party. However, the true value of digital currency is still up in the air.

Today we are going to highlight a few examples on what's working best in the crazy world of cryptocurrency and how businesses are trying to figure out how to best use it.

While Bitcoin and Ethereum are two of the most popular and volatile cryptocurrencies on the market today, new crypto coins are being created every day. It's not just about adding a new cryptocurrency to the market, it's also about having more control in the process.

A perfect example of this can be seen with the online peer-to-peer marketplace, [CanYa](#) , which has recently gone through the process of releasing it's own digital currency in the process.

With both buyers and sellers on their platform, there needs to be a level playing field for how much money is going in and out at all times. At the same time, with digital currency now being more in demand, online marketplaces and businesses aren't just accepting Bitcoin or Ethereum, they are actually coming out with coins of their own as well.



In an article by [Christopher Georgen](#), he discusses the many important factors of cryptocurrency pricing and what elements and factors come into play.

## As noted in his article, Christopher says:

*“To put it bluntly, in order for cryptocurrencies to achieve broader adoption, they must be at least as good as those currencies against which they are competing.”*

To back up this statement, he also gives examples of how this can be done:



### UNIT OF ACCOUNT

Housing prices in Japan can be compared using the yen as a unit of account.



### MEDIUM OF EXCHANGE

A community uses beaver pelts as a medium to trade for other goods.



### STORE OF VALUE

An ounce of gold could buy a toga in Roman times, yet it can still buy a nice suit today.

As you can see, there have been many forms of currency over history — all of which have fluctuated in value over time. The difference is that there was a perceived value for each at its time. The same is currently in the works with cryptocurrencies as well.



# More Stability as More Players Adapt Crypto

One of the best ways we can continue to see less volatility in the world of digital currency is with the adoption of more businesses and individuals using it. While finding merchants and brands who accept Bitcoin or other cryptocurrencies is still rare, but increasing, it's a number that is continuing to grow on a daily basis. The long-term growth potential in this space is enormous, given that today at least 225 million people, roughly 3% of the world's population, owns or uses cryptocurrency in some way. We see this growing to at least 20% by the end of this decade.

As more businesses continue to move into the space, digital currencies will become more commonplace as a form of global payments.

We can look back to an article in [Bitcoin Magazine from 2014](#), in which they said:

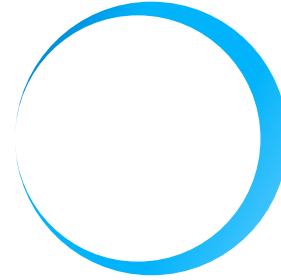
*"Like any currency, insufficient market demand could render such a system unstable. If enough people want to sell, the price will have to fall. It might be ideal to program the currency to maintain slight deflation, to make for a safer alternative investment to other cryptocurrencies."*



With this in mind, here we are in late 2021 and adoption of cryptocurrency has very significantly risen since 2014.

It's no longer a question of if market demand will *routinely* accept this form of payment, it's simply a matter of how fast and how soon it will happen globally, but both adoption as well as acceptance are rapidly accelerating.





## Cryptocurrencies Are Here to Stay

**E**ven with all of the volatility in the cryptocurrency market today, it's safe to say that it's technology and influence in the world of business and transactions is here to stay. We live in one of the most transformative decades in history, to date, and every single aspect of banking and payments is being disrupted and improved. We live in an increasingly digital world, demanding better, safer, faster and cheaper solutions.

As more individuals and [businesses continue to adapt with these changing times](#), cryptocurrency and digital payments are rapidly becoming a part of our everyday lives.

With each element and pricing factor coming together more daily, we will start to see less volatility in this space while seeing more activity in usage in the process.





# LIQUIDITY ISSUES IN GENERAL, AND SPECIFICALLY TO PDX:

**T**he total market capitalization of all traded cryptocurrencies, as listed on [www.coinmarketcap.com](http://www.coinmarketcap.com), was in the order of \$2.5 trillion near the end of, 2021, up from just \$16 billion at the beginning of 2017. But before the world can conduct a significant amount of its transactions via cryptocurrency markets, the problems of liquidity and practical utility must be addressed.

**Liquidity** refers to the extent to which a market allows assets to be bought and sold at stable prices. Lower liquidity tends to result in a more volatile market (especially when large orders are placed), and it causes prices to change more drastically; whereas higher liquidity creates a less volatile market, and prices do not fluctuate as significantly.

Today, cash is the most liquid asset. If a transaction of \$1 million takes place, the market is able to absorb that transaction easily without the value of the dollar drastically changing. Costs associated with the transaction, and the value of the currency at the time of the transaction, are also known beforehand.

However, the same transaction in bitcoin, or any other cryptocurrency, has a greater effect on the cryptocurrency's value.

This is because of the market's *relative lack* of liquidity. The amount of cryptocurrency available on a specific trading platform can run out, requiring the buyer to complete the transaction at a price 1–10 percent more than expected.

To complete the same transaction of \$1 million, it could potentially end up costing between \$10,000 and \$100,000 more than the original price to make the trade.

Centralized exchanges have been simply unprepared for recent heavy influxes of users, causing major system failures and attracting the [attention of hackers](#).

While some centralized exchanges are more secure than others, there's still been a number of security failures, like 2018's [Bitfinex](#) hack, which resulted in thousands of users losing their savings (until it was later repaid).



# Decentralized v. Centralized trading platforms

Until now, the cryptocurrency space has been dominated by centralized exchanges (CEX's) that help facilitate transaction from government currencies to cryptocurrencies.

Centralized exchanges, like Coinbase, are easy to access and easy to use. However, as many have failed to adequately secure their customers' funds, decentralized exchanges (DEX's) are becoming a popular concept, such as Uniswap and PancakeSwap, etc.

Notwithstanding this, we believe the DEX model is a false positive in many ways, and is more a product of the old crypto-anarchy movement than anything else.

PDX will launch its own hybrid CEX-DEX exchange platform, and wallet, that will address many of the problems experienced with other centralized exchanges, particularly in regards to speed and security.



DEX trading platforms offer an alternative, and perhaps even more valuable service, by promising greater security and transparency. They do not rely on third-party services to hold customer funds. Instead, peer-to-peer transactions are possible through an automated process.

The benefit of using a DEX is that there is no need to put any trust in the exchange platform itself, as the funds are held by the user in a personal wallet, rather than with a third party. DEXes can also provide more privacy, while reducing the risk of server downtime, if only for those who are more tech-savvy.

Unfortunately, DEX platforms, notwithstanding significant developments in the space, still lack the commodity, ease of use, and overall "user support" to attract a viable mainstream user base. Therefore, the liquidity and market depth of these exchanges is still low in *relative* terms, albeit changing quickly, as a wider cross-section of crypto investors come to grips with DeFi and other opportunities available through DEX platforms.

## Addressing the liquidity challenge

Improving the liquidity in DEX trading platforms is one way to help encourage mainstream adoption.

Of course, many factors contribute to the liquidity of an asset. But, if the ways in which consumers make monetary transactions using cryptocurrencies could be simplified, then it's not difficult to imagine that the demand for such assets would increase.

There's little doubt that trading cryptocurrencies will continue to take place on different kinds of exchanges for the foreseeable future without a single, more stable asset emerging to keep their value in check.

This means that overcoming market fragmentation and liquidity problems will require a unique solution – which PDX Coin has.



One approach to solving the challenges that exist in DEX exchanges is to [reduce the cost of the switch](#) for cryptocurrency traders. If an on-chain platform can tap into multiple reserves, and lower the barriers of switching from one exchange to another by working with various wallet providers, then users can log into their wallets and execute a token conversion without ever leaving their wallets.

This allows receipts to access payments from any token that a DEX platform supports.

Token-to-token convertibility is not the only approach to solving the liquidity challenge.

There are many other unique ideas on how to help users execute cross-network transactions seamlessly and at reasonable rates – and these solutions are opening up entirely new ways for the greater public to participate in the cryptocurrency ecosystem.

Furthermore, liquidity is not the only factor in the adoption of the technology, but it stands to be a critical component in how the market matures.

Promoting liquidity in the blockchain ecosystem, and specifically in DEX exchanges, will be key to improving the general public's perception of cryptocurrencies as a valuable way to trade currencies safely and securely.



## At the PDX / entity level



At an entity or token level, liquidity is also a function of **(a)** the specific features, utility, and advantages of the cryptocurrency product on offer, and **(b)** how widely adopted and held the cryptocurrency is in the marketplace. **The more people and entities owning, trading, and using the token, and the more exchanges it is available on, then the better the liquidity.**

In this respect it is not unlike traded equity securities.



Other factors can affect liquidity, such as whether or not there is the ability to trade and hedge PDX in the derivatives markets, i.e. options and futures, and the ability to exchange it with other cryptocurrencies and fiat / sovereign currencies.

PDX market liquidity may be minimal in the very short-term but can be expected to grow very substantially as the token is more widely adopted and known, and promoted, particularly following the upcoming series of public sales and distributions.

The more widely adopted and known, the greater will be its utility as a medium of exchange and payments, and the more readily convertible it will be into other currencies.

Perhaps unique to PDX, for now at least, our post-Public Offering cryptocurrency exchange, payments processing capability, and banking infrastructure and deposit base will greatly facilitate this feature.

We will ensure that PDX will be traded on as many cryptocurrency exchanges as possible, globally, with fast transaction times and minimal transaction costs.

**Our goal is to have at least 3,000,000 PDX token holders within 2 years, via the public and private sales, bounty programs, social media-fueled market demand, and limited airdrops.**



While it isn't possible or practical to try to accurately predict how PDX will trade in secondary markets post-Public Offering, some indications can be gleaned from looking at the daily performance and trading volumes of many other cryptocurrencies, through the coinmarketcap.com website.

As will be seen from a review of daily trading activity covering almost 15,000 crypto assets listed on [www.coinmarketcap.com](http://www.coinmarketcap.com), it would not be unreasonable to assume that PDX could or would see daily volume and liquidity equal to at least three (3) percent of the market value of its total issued tokens in general circulation.

Therefore with, say, **150 million tokens** in *general circulation initially* after all Public Sales and other distributions, and based on the minimum amount planned to be sold in the Public Sales, we might reasonably expect to see an average **4,500,000 tokens** traded per day, with a US dollar value exceeding \$300-\$450 **million** based on the projected Public Sale pricing. Therefore PDX can be seen to be a product with a potentially very robust liquidity profile.

**Similarly to Bitcoin and some other cryptocurrencies, PDX can also be bought and sold in fractional interests of a token, as many as 18 decimal points out.**





# PDX STRUCTURAL AND ENTITY CONSIDERATIONS:

**PDX Advisors LLC** (“PDXA”) is a financial services firm incorporated in Delaware, USA. PDXA was merged with and into its Singapore parent entity, PDX Global Ltd, as of July, 2021. It provides administrative and management services for its parent in the US, and acts as an agent for PDX Global Ltd in the US.

At least up ‘til the time of the Public Sales-related launch events, PDXA serves as the central administrative entity for the entire group. PDX Global Ltd. (“PDX Global”) is the principal shareholder in US-based PDX Energy, Inc. (“PDXE”), which is a roll-up entity for certain energy assets in Texas and Oklahoma in the US, and in Chad, Africa.

PDXE’s two largest drilling and development projects are located in Zavala County, Texas, and in Chad, Central Africa. Both are large-scale shale oil & gas projects, and together are estimated by Ralph E. Davis Associates, a Houston-based independent petroleum engineering firm, to contain in excess of 2.5 billion barrels of proved, probable, and possible recoverable reserves, and resource barrels, of crude oil and crude oil equivalents (natural gas, condensates, etc.).

This figure could increase substantially in line with changes and advances in drilling and production techniques.

**Original Oil in Place** (“OOIP”) is in excess of 20 billion barrels, of which only the referenced 2.5 billion resource barrels is estimated to be recoverable, using current drilling and production techniques, but which number could well increase over time, as production and drilling techniques in the oil and gas industry continue to evolve.

PDX Coin will have a provisional hard cap of five billion tokens, but with a maximum projected 150 million of these expected to be in general circulation at the conclusion of the public sales and other distribution events, not including any provision for additional tokens that may be issued in strategic acquisitions.

Each token, of the *total* five billion tokens created, will be supported by an estimated 0.4 barrels of oil equivalent recoverable resources, and approximately 4 barrels of oil equivalent (BOE”) of *gross in situ resources* (“OOIP”). By “supported”, we mean through common ownership by PDX’s parent.



Notwithstanding the foregoing, each token expected to be in general circulation by the Closing of the Public Offering (estimated at as many as 150 million tokens, including those in founders' wallets) will in fact be supported by control of an estimated 16.66 BOE in the proved, probable, and possible ("3P") recoverable reserve categories, as well as resource barrels (as those terms are defined by the American Society of Petroleum Engineers and by the Securities Exchange Commission), and more than 133 barrels of OOIP.

**PDX Coin is directly issued and managed by PDX Global Ltd..(also, "PDX Global"). All issuances and sales of PDX Coin can only be conducted by PDX Global., through itself, and managed by PDX Global or any of its designated subsidiaries, including PDX Advisors LLC.**

PDX Global. is the parent for our banking, payments, and finance group, including our regulated commercial and consumer banking group. PDX Advisors for the time being remains the administrative agent for PDX, and managing entity for the group as a whole.

As discussed in this White Paper, PDX Global Ltd. will own and operate a fully licensed commercial and retail banking entity, with global correspondent banking relationships. This entity will exist as the result of a combination of new licenses and startups, such as in Lithuania / EU, and Hong Kong, as well as through selective acquisitions and amalgamation of existing banking entities in EU, USA, and Asian markets.

The bank will further service the funds transfer, depository, custodial, and other payments needs of PDX token holders.

The banking unit will in the short-term also design and issue debit cards to all customers, usable globally, and interchangeable with certain other cryptocurrencies and non-cryptocurrencies. While we view debit and credit cards as fully obsolete in the very near future, they are also a useful strategic tool in the interim to foster customer acquisition.

**The banking entity will be licensed in all EU / EAA countries and can accept deposits globally. All deposit accounts are insured by the European Central Bank ("ECB") for EU100,000. We have been pre-approved for an Electronic Money Institution license in Lithuania, and will shortly apply for Money Service Operator ("MSO") and Stored Value Facility ("SVF") licenses in Hong Kong and Singapore, enabling us to operate as a virtual bank from that location, servicing the greater China market of both consumers and SMEs.**



The remaining PDX tokens will be retained by **PDX Global Ltd.**, and certain related entities, in a cryptographically-secured escrow account for selective and discretionary future sale, where demand and market conditions warrant, and for the purpose of financing or paying for additional acquisitions of energy assets and other mission-relevant businesses and for funding ongoing Research and Development programs, as well as operations-related expenses.

**PDX Global Ltd.** shall have sole discretion to select which projects, assets, and acquisitions will be funded with PDX tokens, and such projects, assets, and acquisitions may from time to time include projects, assets and acquisitions unrelated to the oil and gas industry, such as investments in or acquisitions of additional banking and financial services firms, and technology firms, most especially in the payments, AI, and quantum computing spaces, that will substantially benefit and enhance the PDX corporate and token holder ecosystem.

PDX Global Ltd. expects, based on present planning, to hold back approximately **4.850 billion PDX tokens**, following the public sales and assuming the maximum amount is sold, for such future exchanges or sales in secondary, retail and institutional placements. PDX Global may also undertake issuances from time to time as part of a credit creation process, to approved retail and commercial borrowers.

The term “**General circulation**” refers to all PDX tokens that are issued, but not directly retained by PDX Global or its founders and affiliates, however it may later include tokens disclosed and held by PDXE and or other affiliates, including our banking and technology units, not yet sold, but held for planned sale in the future.



## TECHNOLOGY AND DEVELOPMENT:

**A** strong technology backbone is essential to the establishment and operational performance of any cryptocurrency. PDX, in addition to its own in-house engineering and development team, is further supported by the following platforms and service providers:

- ✓ **Ciklum Ltd** ([www.ciklum.com](http://www.ciklum.com))
- ✓ **Unified Infotech** ([www.unifiedinfotech.net](http://www.unifiedinfotech.net))

## Blockchain

Blockchain is the foundational and core technology underlying all cryptocurrencies.

A detailed description of Blockchain may be found at <https://en.wikipedia.org/wiki/Blockchain>

## Operational Platforms

**Ethereum** is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property.

This enables developers to create markets, store registries of debts or promises, move funds in accordance with instructions given long in the past (like a will or a futures contract) and many other things that have not been invented yet, all without a middleman or counterparty risk.

The project was bootstrapped via an ether presale in August 2014 by fans all around the world. It is developed by the Ethereum Foundation, a Swiss non-profit, with contributions from great minds across the globe.

The **Ethereum Wallet** is a gateway to decentralized applications on the Ethereum blockchain. It allows you to hold and secure ether and other crypto-assets built on Ethereum, as well as write, deploy and use smart contracts.



A **smart contract** is a data protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a **contract**. **Smart contracts** allow the performance of credible transactions without third parties. These transactions are trackable and irreversible. PDX Coin has been built against and based on Ethereum's industry-standard ERC20 protocol. In 2022 the original Ethereum protocol and all tokens supported by it will migrate to "Ethereum 2", which will allow for faster transaction times at a cheaper "gas" cost.

<https://blog.eccouncil.org/what-is-ethereum-2-and-why-does-it-matter>

Notwithstanding our present adoption of the **Ethereum ERC20 Protocol**, our intention is to, as soon as possible, develop and launch a new decentralized blockchain (the "**Siberia Protocol**") that will sit above PDX Coin and function wholly independently of it. PDX Coin will be migrated across to this blockchain when development is complete. The **Siberia Protocol** will utilize smart contracts, and be open source and shardable, focused on providing high speed rapid settlements at very low cost for financial transactions, among other use cases. Its intention is to directly compete against Ethereum, Polkadot, and Cardano, and third party developers and projects will be encouraged to adopt it, particularly in the banking and payments sectors. While the basic blockchain can be completed and tested quickly, with full development we don't expect the Siberia Protocol to be released until late-2023 based on our present momentum.





**W**e are building out an extensive blockchain, product development, and R&D team, over time. We are internally developing our own blockchain platform and functions, including but not limited to apps and smart contracts for the mobile use of PDX in transactions payments and global transfers and apps tied to our planned internally-owned and operated commercial and retail banking units, in addition to aiding in the provision of DeFi and NFT-related products.

We are also placing a high emphasis on developing and incorporating artificial intelligence-driven apps into our product suite, as well as in the further strengthening of our token-holder security platform and features.

In March 2019, we contracted with **Ciklum UK Ltd.**, a global software engineering firm (“Ciklum”, at [www.ciklum.com](http://www.ciklum.com)) to design and build our initial core blockchain and smart contracts technical infrastructure, including all smart contracts to the point of public sale-ready status.

A copy of Ciklum’s Scope of Work document is available from us, upon request.

In late 2021 we contracted with Unified Infotech ( [www.unifiedinfotech.net](http://www.unifiedinfotech.net) ), operating in India, the United States, and Europe to work with us to complete the final development and launch of our global mobile crypto-to-fiat payments wallet and virtual banking platform. UI has assigned a full-time team of 15 engineers and product managers to work with the PDX technical team and management over the course of the project.



### Smart Contracts:

1. The PDX ERC-20 Smart Contract
2. The PDX Public Offering Smart Contract
3. The PDX Version Control Smart Contract



**Ciklum, as stated above, has now completed the development of these smart contracts and exhaustively tested their robustness and functionality on the Ethereum Test Network multiple times before we went “live” on the public Ethereum Blockchain.**

We have also completed the integration and extensive security testing of certain add-on software and web applications that will bring us fully Public Offering-ready.

We also expect to enter into a contract from late 2022 with **Modulus Financial Engineering Inc.** ( [www.modulusfe.com](http://www.modulusfe.com)) to build and provide a high-speed and absolute state-of-the-art cryptocurrency exchange and trading technology platform, delivered on a turnkey basis, and capable of transacting up to 10 million transactions per second, with ultra-low 40 nanosecond latency.

Modulus is one of the world’s leading vendors of advanced trading technology and engineering solutions, and includes JP Morgan and Nasdaq among its client base.

As indicated elsewhere in this White Paper, we will continue to incur substantial future expenditure commitments and investments in the continual development of our technology platform,

in order to further enhance our payments processing and funds transfer capabilities, and deliver these services and others to our banking customers and token holders at high speed and lowest possible cost, in an ultra-secure manner.

These goals necessarily demand that we invest substantial and ongoing sums in the fields of Artificial Intelligence, as well as, in the medium and longer-terms, commercial quantum computing applications.

The goals of these large investments will include but not be limited to continually developing faster and cheaper transactions capability, as well as improving on current blockchain technology and security. In our view the present state of blockchain technology is somewhat primitive, and requires significant further development if it is to reach its true potential and core purpose, and better enable the use and functionality in, and trust of, cryptocurrencies generally.

We regard AI and quantum computing as essential tools in the development and implementation of ultra-secure “hack-proof” cryptographic networks, and an impregnable blockchain, in addition to being critical tools for data management and analysis, and superior leading-edge product development.



# EASE OF USE FOR TOKEN-HOLDERS

**P****D**X Coin tokens will be transferable just like bitcoin, Ether, or any **ERC-20 token**. That is to say, the tokens will be held in a wallet on a user's phone or other device, or in a cold-storage device.

Holders will send tokens to a public wallet address, which can be accessed as a QR code or long-form key. The user will send the tokens in the same way. The user experience would be identical to other extant cryptocurrencies.

PDX will also create its own custom wallet, built into its payment app, with a special user experience, including all of the virtual banking and DeFi features that will be available.

**The fundamental difference with PDX is that it is designed to interface with an internally-owned and managed real world digital bank, with real world banking applications, as well as with an institutional-quality exchange markets platform.**

How the cryptocurrency, the wallet, our own cryptocurrency and equities exchange platforms, and the bank, all interface seamlessly will make all the difference in the overall use and adoption of the entire ecosystem we are building.

That said, extensive thought and consideration will go into the overarching user experience to make PDX Coin the “easiest” cryptocurrency to use.



# LEGAL AND JURISDICTIONAL CONSIDERATIONS:

**P**DX's primary legal and regulatory jurisdiction is Singapore, where it's parent entity, PDX Global Ltd. is incorporated.

**For an analysis by the US corporate law firm Skadden Arps Slate Meagher and Flom LLP of the SEC's current guidance on cryptocurrency and crypto public offering regulation, click:**

<https://www.skadden.com/insights/publications/2017/08/secissuesguidanceonregof-initialcoinofferings>

**A lengthy but concise article concerning global blockchain and cryptocurrency regulation and jurisdictional issues may be found at:**

[https://en.wikipedia.org/wiki/Virtual\\_currency\\_law\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/Virtual_currency_law_in_the_United_States)

**An informal article regarding the top 10 countries for cryptocurrencies may be found at:**

<https://news.bitcoin.com/worlds-top-10-bitcoin-friendly-countries/>

**For articles on Singapore's current regulatory stance, see:**

<https://news.bitcoin.com/singapore-to-regulate-cryptocurrency-based-businesses-not-cryptocurrency-itself/>

<https://www.bloomberg.com/news/articles/2017-10-24/singapore-won-t-regulate-cryptocurrencies-remains-alert-to-risk>



# SELLING PROCESS, MARKETING, PROJECTED TOKEN DISTRIBUTION:

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## 1.

### Summary of the Distribution and Selling Plan

A majority of the proceeds from the Private Sale series and follow-on Public Sale series referenced below will be used to invest in the development, and production operations, on the US and African oil and gas assets underlying PDX, in addition to providing and meeting general working capital needs within those operations, and to support the management, technical, operational and administrative needs of PDX Global and PDX Coin, legal structure, and physical infrastructure, strategic banking acquisitions, the new PDeX cryptocurrency exchange platform, the upcoming Siberia blockchain development, the completion and commercial launch of our global crypto-to-fiat payments app, technical infrastructure and operational needs, the new banking licensing structure(s) and related requirements and operations, PDX pre and post-issuance marketing activities, etc.

## 1.1 PRIVATE COIN PLACEMENTS

Ahead of a larger and ongoing series of public sales events (Asia pre-sales and the main public sale events), PDX launched a “SAFT Offering” in three consecutive series to a limited number of accredited private investors.. In the more recent Series 3 Round we sold new token units at a price of \$20 each in private placements to accredited high net worth investors. As we started to trade publicly, we elected to continue concurrent private placements to legally qualified parties, at prices linked to our prevailing market traded prices.





The aggregate number of underlying PDX tokens sold, and to be sold, in these private rounds was approximately 600,000 tokens, not including options to buy additional tokens at the same price in the near future.

We also reserve the right to sell up to an additional 500,000 PDX tokens privately, at a price to be determined, should demand warrant it, at prices that track the traded market prices for PDX Coin.



Investors in the first three private sale rounds had the right to exchange into the future units of PDX Coin (the “Token” or “PDX”) pursuant to a **Simple Agreement for Future Tokens** (each a “SAFT” and together the “SAFTs”) issued to investors (each, an “Investor”), unless such tokens were already issued to them.



## Each Investor:

- a) if in the United States, or a U.S. Person (as defined in Regulation S under U.S. Securities Act of 1933, as amended (the “Securities Act”)), must be an accredited investor, as defined in Regulation D under the Securities Act or
- b) if in Canada, such Investor must be an accredited investor as defined under applicable Canadian securities laws, or
- c) if outside of the United States, must be a non-U.S. Person who is not purchasing for the account or benefit of a U.S.

Person as defined under Regulation S under the Securities Act.

Form of Payment for SAFT: U.S. dollars, Euro, Yen, GBP, Bitcoin, Ether, Litecoin.

The SAFTs were nominally designated in U.S. dollars, and payments in other cryptocurrencies as referenced above shall be valued in U.S. dollar equivalents at an exchange ratio equivalent to the volume-weighted average hourly price of those cryptocurrencies across exchanges in the one hour preceding the entry into the SAFT;

provided, however, that in the event that such exchanges experience technical issues in such period that affect the accuracy of the volume-weighted average price, the Company will use its reasonable best efforts to determine the volume-weighted average price of the said cryptocurrencies for such period.



## Use of Proceeds:

A portion of the net proceeds of the Private Offerings will be used by the Company to achieve the Minimum Viable Product and subsequently to build out a decentralized storage network, powered by a blockchain and the PDX protocol token, ahead of the public sales.

In addition, the proceeds of the public sales will be used to fund a comprehensive global public sale marketing campaign; legal and structural expenses; staffing and hiring expense, other general and administrative expenses specifically related to pre-public sale establishment costs, and certain capital expenditure requirements related to PDX Energy Inc.

## 1.2 PUBLIC SALES

*The Public Sales will occur as a rolling series of concurrent private, institutional, and public sales.* There is no minimum target amount per se.

The public sales are expected to increase PDX's adoption base to as many as 3,000,000 to 5,000,000 holders. PDX Coin may be purchased in the public sales via any of the exchanges it is listed on, using either of, or any combination of, US\$, Euros, Yen, GBP, Bitcoin, Litecoin, or Ether. We reserve the right to sell additional PDX tokens in the public sales at \$75, or more, each, should demand and market price warrant it, in order to fund additional investment in our technology R&D needs, banking group needs, and administrative / corporate needs.

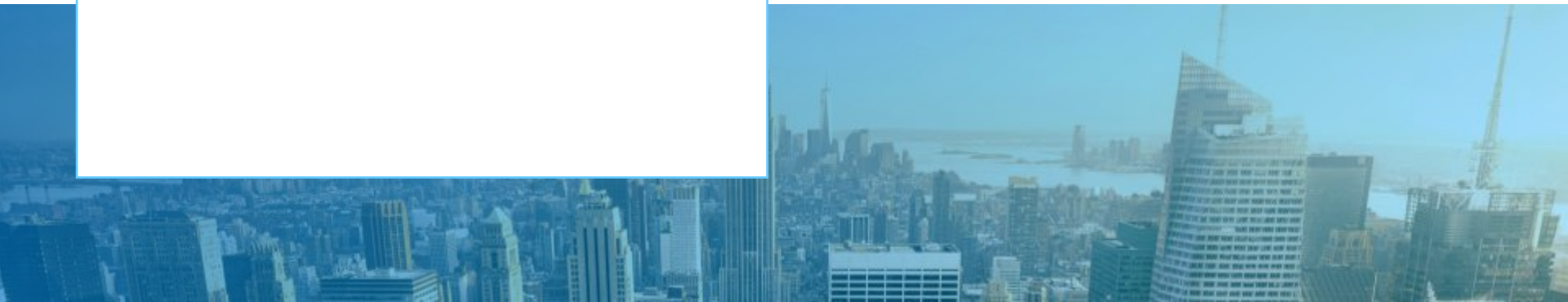


The majority of PDX public sale proceeds will be used within the group's energy business for development purposes, for additional acquisitions of global energy and power assets, and for acquisitions of commercial and consumer banking, payments, payments technology and wealth management businesses in the United States and certain Asian and European countries, and in the launch of our PDeX cryptocurrency exchange platform, in addition to funding medium term corporate and marketing expenses, bridging to revenues. We will also invest significantly in ongoing technical R&D and make strategic investments in third party fintech companies and projects.

We recognize that the sole interest of fund investors is to purchase tokens at a discount in order to gain by immediately selling them at a profit once trading commences after the Public Offering closes, and we refuse to allow any action that depresses an orderly market for the tokens and goes against the best interests of retail investors.

## 1.3 INSTITUTIONAL DISTRIBUTION AND FOLLOW-ON OFFERINGS OR PLACEMENTS

**A** Public Offering or pre-offering round will often have an institutional component, where certain institutional investors will have bought into the offering in a private placement ahead of the Public Offering (similar to our PCP funding round). Our preference is to allow institutional investment only after our public sales are concluded and we already have large-scale retail token adoption, and PDX Coin is actively trading through multiple CEX and DEX exchanges. In this way institutional investors are buying in on terms more favorable to PDX and its existing holders. Fund investors will generally not be permitted to participate in the public sales, as pricing is likely to adversely affect the overall token economics and the ability of PDX Coin to gain traction in the marketplace in the early months following the closing of the Public Offering. **We have very specifically, and from the beginning, purposed this entire project to ignore and disrupt or harm established financial institutions, most of whom we regard as abusive towards the best interest of consumers.**



**P**DX will market its token sales in the normal course of business and through a variety of social and traditional media and promotional initiatives, including but not limited to extensive social media, press releases, advertisements online and in print, interviews and news items, ongoing roadshows, events, etc.

Following completion of a compliant Private Offering in the US, PDX will advance to a multi-month series of investor roadshows throughout Asia, and in the mid-east. During this period, PDX will begin to ramp up its full Public Sale marketing campaign.

PDX on an ongoing basis post-public offering will also continuously promote its full range of underlying banking and financial products and services, and benefits, via the aforesaid channels. We will be working closely with our cryptocurrency exchange partners, and we expect to engage with one or more of the larger global advertising and marketing firms. to comprehensively market the Offering series as both an investment product as well as a consumer (utility) product, on a mass marketing basis.

Our marketing efforts may include one or more selective “airdrops” to existing cryptocurrency investors, and other parties. in order to widen and maximize our adoption base, and in fact our projected number of tokens issued and in circulation does assume that up to 500,000 tokens will have been issued in such airdrops, to as many as 250,000 recipients. We are developing a smart contract that will govern these tokens and the manner in which they can be earned and resold.

## 2. MARKETING AND PROMOTION

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### 3. PROJECTED TOKEN DISTRIBUTION

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**A**t completion of the Public Sales series, we project a total of approximately 150 million (but ultimately depending on selling and market prices) PDX coins either issued and in general circulation, including *up to 100* million sold in the series of public sales), or allocated to project / asset-specific wallets for future issuance and sale in follow-on exchange offerings, and to Founders' wallets (25 million). Founders wallets are limited to not more than 20% of total issued outstanding tokens at any time, and are subject to certain vesting preconditions, schedules, and resale restrictions.

These numbers are subject to continual review and refinement, as allocation needs are continuously reviewed and our needs become firmer, and as we get closer to the Public Offering launch.



## EXCHANGES AND TRADING:

There are a wide variety of cryptocurrency exchanges throughout the world, numbering several hundred. In addition we will build our own full-service exchange platform , “PDeX”, for primarily institutional customers. PDX Coin will seek to list on those exchanges with the highest operational and legal / compliance standards, in order to meet the needs of a large and rising adoption base. This in turn will enhance liquidity, PDX Coin utility, and underlying value.

**We commenced trading on Europe’s P2PB2B.io exchange from December 16, 2021, following an IEO token sale.** As of May 2022 we are also traded on **XT.com**, and **Vindax**, with **Lbank coming soon**. The tokens are also listed on Coinmarketcap.com and on Coingecko.

**Of special note, the PDX infrastructure will also include its own proprietary ultra-high speed, low latency, global exchange platform, PDeX, which will list and trade not only PDX Coin and any derivatives thereof, but also most other viable cryptocurrencies and alt-coins, and all major pairs. This exchange is being built primarily for institutional customers and to support the needs of the PDX payments app.**

The platform will also enable the trading of derivatives, futures and options, as well as seamlessly trade and interact between all cryptocurrencies listed on the platform, and all major fiat currencies. The PDeX platform will also seamlessly integrate with PDX’s banking business and payments processing platform. The PDeX trading platform, which we expect to be commission-free, will be formally launched and fully funded from the proceeds of the public sales.



# BANKING AND PAYMENTS SERVICES AND OPPORTUNITIES:

**P**DX, alongside its own internal platform development project, may also enter into licensing and other agreements with San Francisco-based Ripple ([www.ripple.com](http://www.ripple.com)) in respect to near-term use and adoption by PDX of its payments, banking, and funds transfer platforms.

[https://en.wikipedia.org/wiki/Ripple\\_\(payment\\_protocol\)](https://en.wikipedia.org/wiki/Ripple_(payment_protocol))

**Ripple** is a real-time gross settlement system (RTGS), currency exchange and remittance network by Ripple. Also called the **Ripple Transaction Protocol (RTXP)** or **Ripple protocol**, it is built upon a distributed open source Internet protocol, consensus ledger and native cryptocurrency called **XRP** (ripples). Released in 2012, Ripple purports to enable "*secure, instantly and nearly free global financial transactions of any size with no chargebacks.*"

It supports tokens representing fiat currency, cryptocurrency, commodity or any other unit of value such as frequent flier miles or mobile minutes. At its core, Ripple is based around a shared, public database or ledger, which uses a consensus process that allows for payments, exchanges and remittance in a distributed process.



The network can operate without the Ripple company. Among validators are companies, internet service providers, and the Massachusetts Institute of Technology. Used by companies such as UniCredit, UBS and Santander, Ripple has been increasingly adopted by banks and payment networks.

PDXA and PDX Global will, through acquisitions as well as internal development, build out a full-service licensed banking services, wealth and asset management platform, and payments processing infrastructure to support the day to day needs of retail PDX token holders, as well as corporate and institutional customers, and all customers of PDeX, our cryptocurrency exchange and trading platform.

We will begin this initiative by registering a new specialized banking entity in the EU, licensed and regulated by the European Central Bank (now underway and to be managed by PwC), as well as by acquiring existing operating banks and asset management firms in Switzerland and elsewhere in Europe, in addition to possibly acquiring a fully licensed Class A banking entity in either Panama or Belize, and establishing official branches and or representative offices in the UAE, US and Canada, and certain Asian countries. We will also apply for UK registration as an Electronic Money Institution in that jurisdiction.

Further, we are engaging PwC and local law firms to assist in applying for and obtaining a Money Service Operator (“MSO”) license and a Stored Value Facility (“SVF”) licenses in Hong Kong and Singapore. These together will enable us to commence business across Asia as a virtual bank, catering to all PDX token holders and to unaffiliated retail and business customers alike.

The Hong Kong and Singapore licenses are our gateway to the massive Asian market opportunity in banking and payments, and dovetail neatly with our new payments app, as described in this section, and with our European licensing.



The banking services unit will also provide full treasury management services and monetary policy advice and monitoring to PDX internally, as well as to third party corporate and institutional customers. The banking unit will be fully compliant with all banking laws and regulations across all jurisdictions in which it operates or does business. **Our Global banking group management team will hold primary day to day operational responsibility and oversight for PDX tokens, post-Public Offering.**

We have commenced the license application process in Lithuania for a subsidiary company to become an ECB-licensed and regulated Electronic Money Institution, which will enable us to transact globally as a payments processor, issue “**electronic money**”, issue cards, and hold funds on deposit. Upon receipt of this license we will then upgrade to a full “**specialized banking**” license. The license application has been pre-approved and is now proceeding to a formal and final application, assisted by global consulting firm PwC.

As early as possible, PDX will offer debit and possibly debit / credit cards to all retail and corporate PDX token holders, and will develop ancillary products and services to make it easier for holders to pay for goods and services with PDX, as well as more easily exchange PDX for major fiat currencies such as the US dollar, Pound Sterling, Euro, and Yen, etc. Over time, card customers will be fully migrated away from the card-based platform, and onto the digital PDX crypto payments and banking platform.

PDX’ goal is to offer and provide *fee-free money transfer services*, globally, for all holders of PDX tokens and all PDX established banking clients. PDX will ultimately offer consumer and commercial customers, token holders, traders, and merchants, a fully and seamlessly integrated platform across consumer and commercial global banking (physical and virtual), exchange and trading services, and payments processing services for both merchants and consumers.

Our Electronic Money Institution will also integrate with the PDeX exchange, which itself will offer zero-commission trading of cryptocurrencies and fiat currencies to retail and institutional investors. We filed the first part of a formal application for an Electronic Money Institution license in Lithuania, in late 2019 and obtained pre-approval from Bank of Lithuania at the end of 2019. We will also apply for similar licensing in UK, Singapore, and Hong Kong.

#### **We expect this license to be granted in early 2022.**

Once granted, we will have created a licensed payments processing entity regulated by the European Central Bank (“ECB”), passportable throughout all EU countries, and able to transact globally, including issuing electronic money, issue debit cards, provide full payments processing and funds transfer services, support the PDX Coin and PDeX globally, and generate IBAN-format bank account numbers for clients, among other features. As referenced above, we are also duplicating this structure and licensing regime in Hong Kong, Singapore and UK.







## A WORLD OF OPPORTUNITY

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**A** virtual banking capability across Europe and Asia provides us with a valuable tool, particularly when combined with PDX Coin, to foster rapid customer growth globally. The conventional banking services, cryptocurrency exchange, PDX Coin itself, and the overlay of the powerful PDXPay global crypto-to-fiat payments app – described in detail in the following slides – all feed on and leverage each other. The opportunities described exist due to true scale.

**Among many payments opportunities beyond the usual consumer-to-business and business-to-business ones, we see these key ones:**

1. The ability to offer banking and payments services to the global unbanked and underbanked markets – estimated 3.5 billion people
2. The ability to offer multicurrency accounts that weave seamlessly between multiple cryptocurrencies as well as fiat currencies
3. The ability to offer customers foreign payments and transfer services without the usurious forex add-on fees and mark-ups currently charged by banks. We will offer consumers and business customers the same costs as banks pay, without the markups
4. The ability to completely disrupt the foreign worker remittances market – a US\$700 billion a year industry in terms of gross volume – and where a handful of firms such as Western Union, Moneygram, etc presently dominate, while charging economically disadvantaged workers predatory fees ranging from 7% to 11% of the amount being transferred. We would provide those services for a fraction of what is presently charged
5. The ability to create consumer credit, generated through the use and issuance of PDX Coin tokens to borrowers
6. The ability to offer a full set of DeFi lending and investing products and services to our banking customers
7. The ability to be the leading payments provider in the Metaverse



**THE PDX NETWORK PROTOCOL:  
MOBILE-ENABLED GLOBAL  
CRYPTO-TO-FIAT  
PAYMENTS AND VIRTUAL BANKING APPLICATION**

**We believe that the best way for global commerce to become more efficient and accessible by making cryptocurrency spendable everywhere.**

With cryptocurrency transactions exceeding 20 billion USD each day, it's simply a matter of time before digital commodities become a central part of global commerce. And yet, cryptocurrency's collective value of \$2.5 trillion USD remains practically unusable in physical and online retail.

Considering that the majority of retail sales in the still take place offline, brick-and-mortar payments are the primary hurdle in realizing the true utility of cryptocurrencies. Furthermore, widespread retail acceptance of cryptocurrency is critical for its sustainable value.



## THE SOLUTION TO BLOCKCHAIN PAYMENTS

**W**e are developing the PDX Network Protocol (PNP), an app that will enable instant cryptocurrency payments in stores and online, globally. PNP is designed to act as an intermediary between merchants and the blockchain, offering them inexpensive and fraud-resistant transactions without volatility exposure. PNP will enable consumers to pay with their preferred cryptocurrency while preserving their freedom, security, and data privacy. And, neither PDX Coin nor PNP require any debit cards or merchant point-of-sale upgrades.

**The PDX team is developing this revolutionary payment platform from decades of experience in fintech, finance, and payments. The PDXPay (the working title) app and PNP will work with many merchants globally, marking the first real instance of an advanced global payment network with the power to make commerce more efficient and accessible for billions of people.**



# WE'RE MAKING CRYPTOCURRENCY USEFUL

**D**igital payment instruments in the United States and around the world consist of complicated financial settlement processes—costing merchants up to 4 percent in processing fees for purchases and involving up to twelve different entities (each a discrete point of failure) to process a single exchange. Meanwhile, retail fraud losses in the US alone continue to reach all-time highs, claiming more than 48.9 billion USD in 2016.

However, present-day payment instruments are extremely useful to consumers because they have widespread merchant acceptance. And in order for cryptocurrencies to realize similar real and sustainable value, it is critical that they become spendable everywhere.

Many companies have recently developed wallets and apps that enable retail blockchain payments, but they are universally dependent on *existing* payment networks. The promise of cryptocurrency is not being realized when it also requires physical cards, linked accounts, or centralized payment infrastructure and legacy architecture from the 1960s to facilitate the purchase of a cup of coffee.

**PDXPay** is the first mobile app to facilitate practical cryptocurrency payments by enabling instant, no-fee transactions at stores, restaurants, and online. The PDXPay app represents a milestone in the acceptance of cryptocurrency—payments that are both consumer and merchant friendly.

## How we're making cryptocurrency useful



**PDXPay**, a mobile app for spending any cryptocurrency



**PNP**, an open cryptocurrency acceptance network





# THE BLOCKCHAIN AS THE FUTURE OF COMMERCE

**T**he limitations of traditional payment instruments— fraud and cost—are solved by the primary strengths of blockchain technology. Accordingly, merchants and the greater blockchain community each stand to benefit from making cryptocurrency spendable everywhere.

For many merchants, payment card fraud and transaction expense are two of the most significant operating costs to manage and actively reduce (e.g., in 2017, losses due to payment card fraud amounted to an estimated 28 billion USD worldwide). Payment card fraud today takes many forms, from stolen account numbers to abuse of marketing incentives.

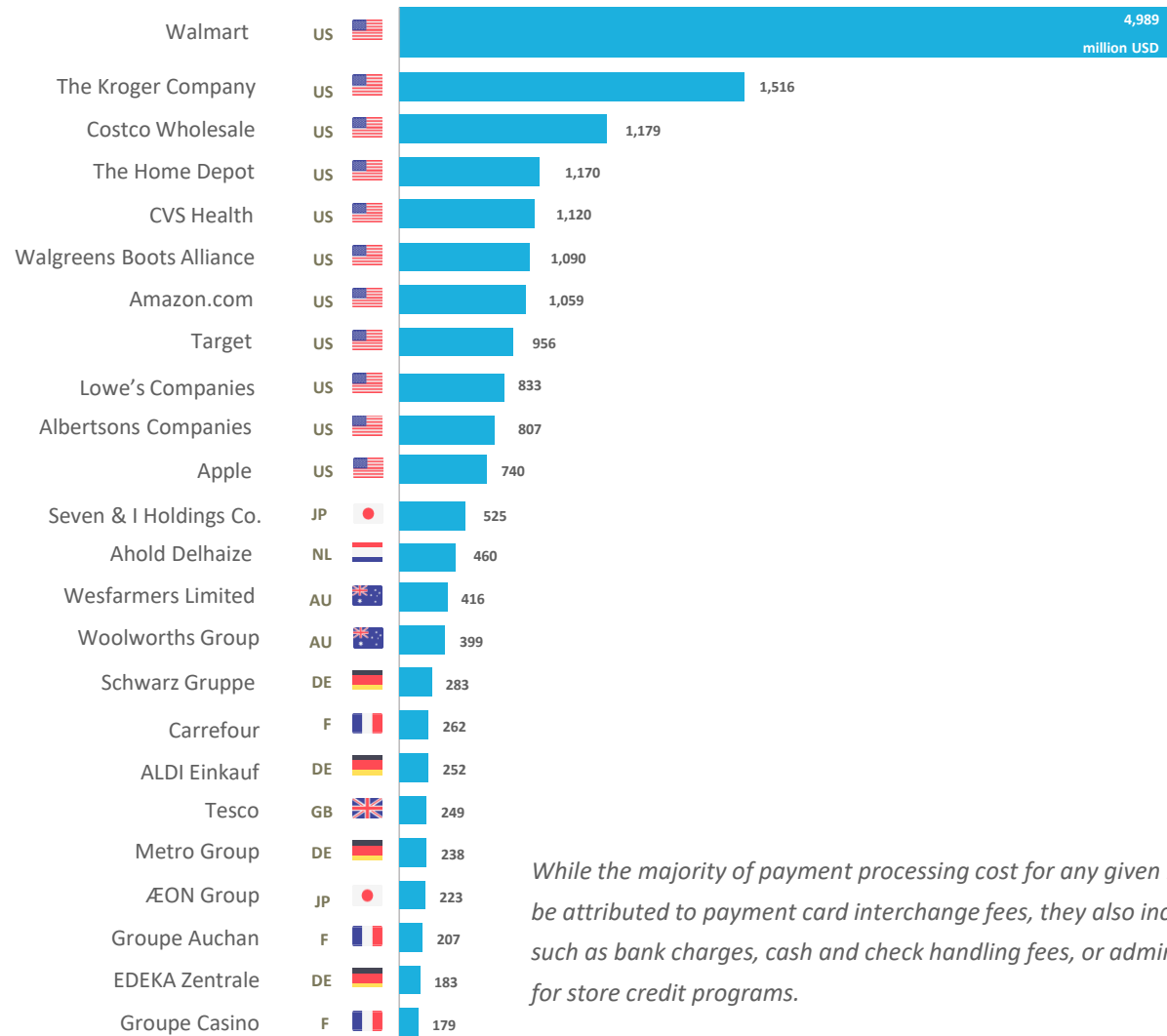
Even chargebacks, initially developed as a consumer protection over forty years ago, have become a vehicle for malicious activity. And smaller merchants ultimately share a disproportionate share of the damages, as they have fewer resources to counter sophisticated fraud or defend themselves in the case of a dispute.

In addition to the costs of fraud, the very act of processing a payment can be extremely expensive, due to the variety of fees and operating expenses involved in handling cash, payment cards, and other payment instruments. For instance, in 2016, the top twenty-five merchants by revenue worldwide spent a collective 19 billion USD to accept payments. In general, these expenses are a result of complex settlement processes across a variety of network participants, including payment gateways, processors, card associations, and financial institutions. Due to this complexity, a standard payment card transaction can involve as many as twelve (12) discrete steps – each one a pain point and a cost.





## Payment processing costs of the world's largest retailers by revenue in 2016



*While the majority of payment processing cost for any given retailer can be attributed to payment card interchange fees, they also include costs such as bank charges, cash and check handling fees, or administrative fees for store credit programs.*



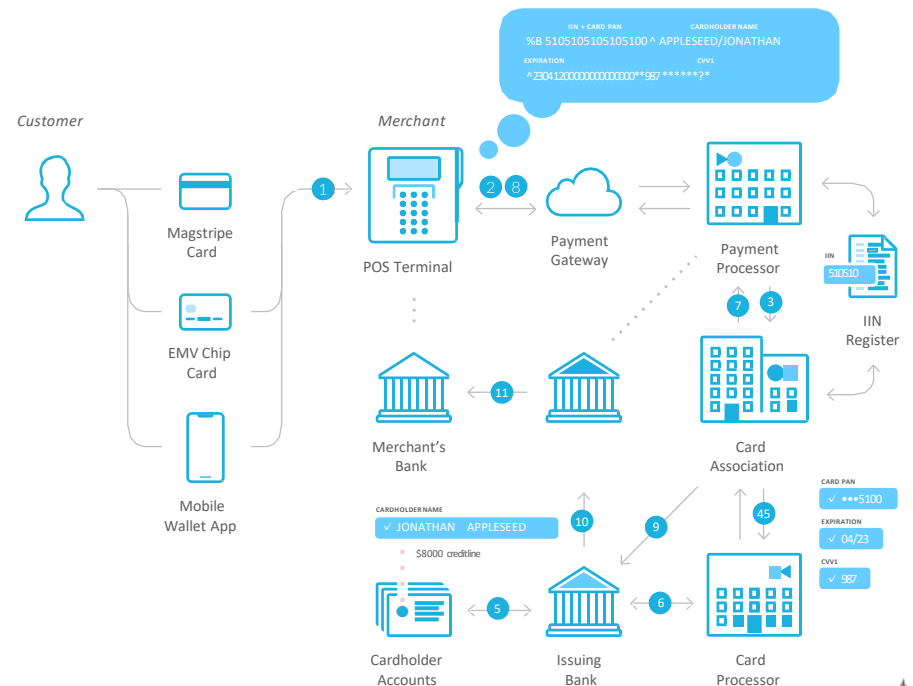
# THE OLD WAY: steps of a payment card transaction

## Authorization

1. A customer presents their card or app at a merchant point-of-sale (POS) terminal.
2. The terminal reads the magnetic stripe or embedded signature data from the card and transmits it through a payment gateway to a payment processor.
3. The processor uses a list of Issuer Identification Numbers (IINs) to route data through the appropriate card association, or network.
4. The card association sends the transaction to the bank that issued the card through a card processor.
5. The issuing bank reviews the transaction data, metadata, and internal risk models to determine whether the transaction should be authorized.
6. The issuing bank returns an approval or decline to the card association, along with any other verification data as requested by the merchant.
7. The card association relays the authorization to the processor, which sends a transaction success message back to the POS terminal.
8. Based on the merchant's decision to complete the transaction, the POS terminal sends the payment processor instructions to "settle" the prior authorization amount, which is then relayed to the card association.

## Clearing & settlement

9. The card association directs the issuing bank to transfer a final purchase amount (minus interchange) to the processor's own bank, called the "acquiring bank." It returns a success message to the payment processor.
10. The acquiring bank receives funds within 2 business days. Meanwhile, the issuing bank resolves the customer's pending record of charge, and appends it to their statement.
11. The acquiring bank initiates a daily transfer for funds collected minus any fees for processing.



# PDXPay:

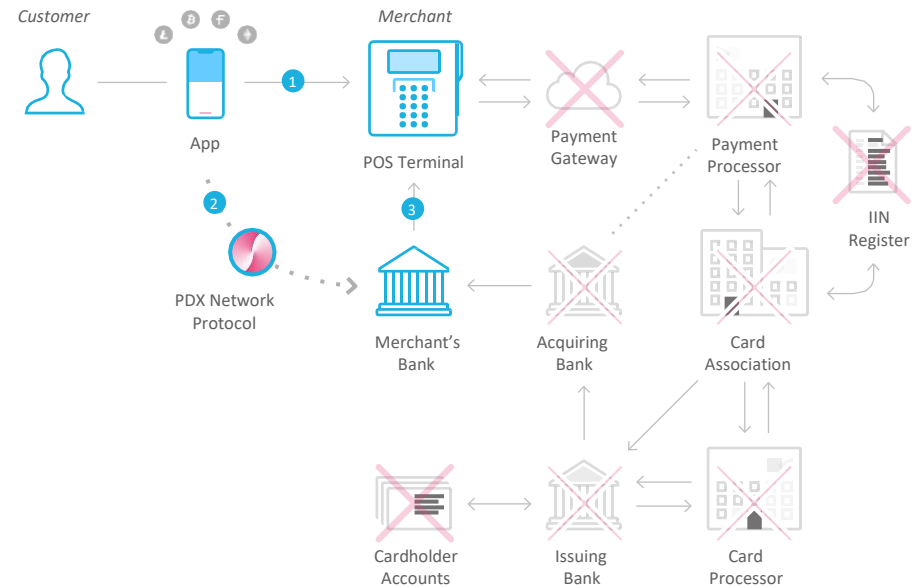
## THE NEW WAY

By creating the simplest and most direct network, PDX / PNP enables broad cryptocurrency acceptance with the least complexity—no longer requiring the current variety of payment gateways, processors, associations, and financial institutions.

### Streamlined authorization, clearing & settlement

1. A customer presents their app at merchant POS for payment in any cryptocurrency supported by PNP.
2. The app requests the current conversion rate for the customer's desired cryptocurrency, and submits a blockchain transaction via PNP.
3. The PDX Network transmits a one-time authorization code (PPAN) in real time to authorize the transaction on the merchant's POS terminal, then pushes a fiat funds settlement entry to the merchant's bank account. The customer's purchase is complete.

### Sample PNP transaction flow



## How merchants and the blockchain stand to benefit

The blockchain offers a practical solution to merchant concerns of fraud and cost. It dramatically reduces the number of possible fraud vectors by enforcing tamper-proof transactions on a ledger, and it decentralizes transaction verification—creating an open market for processing that more closely represents the actual computation cost.

As an added benefit, the blockchain provides native support for borderless payments, which opens merchants to a global community of customers without requiring additional payment infrastructure or currency exchange.

Meanwhile, the blockchain needs merchant adoption in order to become a viable supplement to other payment methods. Additionally, with this increased utility comes more straightforward cryptocurrency valuation, reduced volatility, and market stabilization.

Growing merchant acceptance will make cryptocurrencies substantially more valuable, and truly enable the globalizing effects of peer-to-peer electronic cash that Satoshi Nakamoto envisioned.

## Blockchain adoption is inevitable

For these reasons, we believe that the blockchain will soon complement the infrastructure of traditional payment instruments. However, due to the operational and technical complexity in managing native cryptocurrencies at scale, many merchants will require an intermediary service. This is where PDX fits in.

This service must be designed so that it cannot compromise the core principles of data protection, decentralization, and choice that have bolstered the cryptocurrency community since its inception.

We believe that the PDX Network Protocol offers the first practical cryptocurrency payments service for retail, dining, groceries, fuel, travel, and more. We remove the complexities of acceptance to bring fraud resistance and low-fee processing to merchants, while still protecting consumer tenets of privacy, decentralized governance, and freedom of choice.

By allowing merchants and their customers to engage directly as buyers and sellers, global commerce becomes vastly more efficient – faster, more secure, and cheaper for all parties.



The software that moves the vast majority of money around the world today still uses legacy standards created during the late 1960s, but in the absence of a compelling alternative, consumers are trapped into maintaining the status quo.

Since the creation of Bitcoin in 2008, blockchain communities have attempted to make cryptocurrencies a useful complement to traditional payment instruments like credit cards, debit cards, and cash. However, fundamental user-experience challenges such as unintuitive QR code interfaces, complex address strings, new security protocols, and network capacity issues have hindered commercial adoption. Various scaling solutions such as Lightning Network and Plasma Cash show considerable promise for improving the speed and utility of blockchain transactions, but create issues of complexity and compatibility for merchants.

A variety of mobile wallets have begun promoting cryptocurrency payment solutions, but unfortunately, *they are completely reliant on existing legacy infrastructure*. These wallets utilize high-fee virtual Visa and Mastercard debit cards—requiring bank accounts, physical cards, and multiple tiers of centralization. Same old same old.

Digital payments on these platforms are subject to low transaction limits (in some cases, less than \$100), as well as Apple's restrictions for NFC access on iOS devices. Justifiably, these systems have extremely low consumer adoption due to the increased friction compared to a typical payment card.

## A FRAMEWORK FOR CONSUMER ADOPTION

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The solution to blockchain payments is not building cryptocurrency acceptance on top of the existing multi-layer networks, but creating a new network that solves merchant and consumer needs alike.

While payments experience confirms the pain points of fraud and processing cost, we find that consumers' needs are distinctly different. Consumers evaluate payment instruments against an individual framework of five basic criteria:

Basic consumer criteria	Bank transfers	Payment cards	Mobile wallet	PDX Coin + PNP
<b>Freedom of choice</b> The need to avoid fees, and mechanisms of unwarranted control	×	×	×	✓
<b>Security</b> The need to use a system without fear of loss by deception or failure	✓	✓	×	✓
<b>Speed</b> The requisite convenience of instant confirmation, often lost to security	×	×	✓	✓
<b>Usefulness</b> The need for widespread acceptance of a particular payment instrument	✓	✓	✓	✓
<b>Value</b> Any incentive to use a payment instrument (e.g., rewards, no fees)	×	✓	×	✓

*Speed, usefulness, and value are often the most critical factors in choosing a particular payment instrument at retail. Each of these features must be addressed for cryptocurrencies to see widespread adoption.*



In order for a viable blockchain cryptocurrency payment network to achieve meaningful scale, the table stakes for consumers are the following:

### 1. Real-time transactions

Merchants and their customers need to receive confirmation that a transaction was successful in less than one second.

### 2. No consumer-facing fees

Consumers will not pay a premium to use blockchain cryptocurrencies, because such a cost represents negative value in their decision-making framework. The fee must be zero on the consumer side of the transaction, and ultimately provide competitive spending incentives.

### 3. Broad acceptance

In order to see widespread consumer adoption, it must be possible to use cryptocurrencies for the majority of daily expenditures. Any less than that, and the mindshare required to maintain “front of wallet” utility will not be attainable.

Meeting and dramatically exceeding these expectations will be challenging, but any new payments network must comprehensively solve both consumer and merchant needs. We believe that PDX Coin and PDX Network Protocol together satisfy all of the core consumer requirements necessary to break the legacy payments status quo.






# A NEW APP

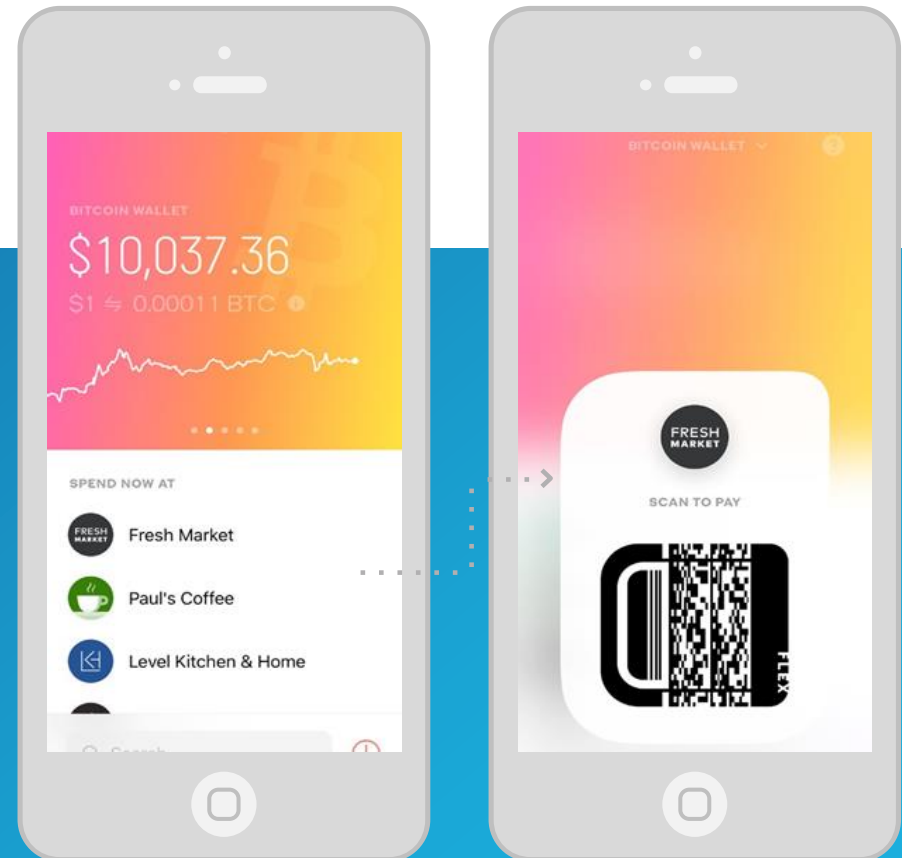
**PDXPay** is the first mobile payments app for instantly and efficiently spending multiple cryptocurrencies in stores or online.

## The cryptocurrency payments app that emphasizes simplicity

We are working to make the PDX payment experience **far easier** than anything else that exists today. As a result, PDXPay app payments don't require any special cards or additional hardware at point-of-sale.

### To pay, just:

-  Open the PDXPay app
-  Tap where you want to spend
-  Scan the code and take your receipt



PDXPay is extremely simple and straightforward to use. There are no cards to carry; nothing to swipe, insert, or sign at merchant points-of-sale; no amounts to enter; and no points to redeem or convert. Instead, with just one tap in the PDXPay app, consumers can pay quickly and easily.

Even better, the PDXP app does not require any special hardware or software of merchants, and it is not underwritten by a virtual debit card. This makes enabling support for PDXPay incredibly straightforward for new merchants. Transaction processing is also quite significantly faster with PDXPay as compared to traditional payment cards.

The PDXPay app is designed to make loading funds and spending cryptocurrency as simple, enjoyable, and secure as possible. Our team is going to great lengths to design a protocol that can encourage broad user adoption of blockchain cryptocurrencies for everyday spending.

## Wallet management

To spend from the PDXPay app, consumers will load a preferred cryptocurrency(ies) such as PDX Coin into their PDX wallet, using a standard QR code or a copy-and-pasteable wallet address. Future versions of the PDXPay app may also integrate direct funding mechanisms via affiliate APIs.

At public launch we intend to support a large variety of the most popular coins and tokens in addition to PDX Coin itself including Bitcoin, Ether, Litecoin, Bitcoin Cash, DOGE, SHIB, BNP, etc.

## Wallet security

Establishing consumer trust is critical in developing any new payment instrument, so we consider security a cornerstone of our approach and take the security design of the PDXPay app extremely seriously. We have built a team with nearly a decade of experience with PCI-compliant infrastructure for the secure storage of payment card details, and have applied that expertise to the design of the PDXPay app.



# PAYMENT EXPERIENCE

**P**DXPay payments are designed to be as simple as possible. With just a single tap and scan, PDXPay verifies your cryptocurrency balance and generates a proprietary code for payment.

At launch, PDXPay will be immediately available for payments using Android devices, with iOS quickly following. Notably, because PDX payments do not require NFC (like traditional payment cards), they are not restricted by Apple's requirements for payment cards to be loaded into the Wallet app, nor by tap-to-pay (contactless) implementation timelines or transaction limits. This greatly reduces PDX's overhead and risk as compared to other cryptocurrency payment apps.

## A PDXPay transaction has two primary components:

- ✓ The first is called a PPAN, or flexible primary account number, which is a one-time authorization that allows a merchant to debit local fiat currency against the selected cryptocurrency wallet balance.
- ✓ The second is called PDXPay code, which is a proprietary and backwards-compatible barcode format for conveying the PPAN with any user-authorized metadata through the merchant's point-of-sale system.

Again, the PDXPay app requires no special hardware or software to be installed at physical point-of-sale. Our network will be directly integrated with merchants in order to authorize purchases in real-time.

**Because all PDXPay transactions use the same authentication process for payments, they represent the only interface that is just as secure—and just as usable—whether used in stores or online.**

Online PDXPay transactions will make use of identical PPAN provisioning mechanisms and back-end integrations. In fact, online PDXPay transactions will differ from physical PDXPay transactions only in their form of approval. Instead of using a code, virtual PDX transactions will relay an PPAN via an account-linked device.





Already a dramatic improvement over traditional payment instruments, future versions of PDXPay and PDX Network SDKs will add alternative methods of scanning codes to improve merchant acceptance. To support this expansion, the PPAN format can incorporate and describe various forms of authorizations on a use-case basis.

**Our wider team has decades of experience working with merchants on novel payment integrations, and we expect to quickly secure direct partnerships with many of the top retailers and restaurants globally.**

In order to make cryptocurrency useful, we are working to achieve broad coverage of consumers' everyday spending. Therefore, we are focusing initial efforts, in the US for example, on the following three verticals, which collectively represent more than 50 percent of US discretionary spending:<sup>13</sup>



### **Food & dining**

Particularly in the everyday, fast casual, grocery, and quick-service restaurant (QSR) categories



### **Entertainment**

Including movie theaters and recreation facilities as well as big box electronics retailers



### **Apparel & accessories**

Across department stores, specialty retailers, and several popular fashion chains

Thereafter, we will continue growing our network to provide coverage for other dominant categories of consumer spending, including home goods, office supplies, pet supplies, sporting goods, toys, transportation, and utilities. Ultimately, we view merchant acceptance as the key step toward the usefulness of cryptocurrency.





## INSTANT

PNP will be the only global protocol to offer **instantaneous conversion** of cryptocurrency via direct bank deposits at merchant point-of-sale, regardless of block time. End users need only one tap to authorize payment, with transactions (confirmed by point-of-sale) currently measured at less than a second. PNP transactions are intended to be the absolute fastest payment solution available in the world.



## SIMPLE

From tap to transaction, PNP supports simple, straightforward API methods for exchange and payment. Because PNP itself is not reliant on existing payments infrastructure, payments are pre-authorized by the time they reach the rails, and authorization signatures and settlement can be combined into a single, fraud-resistant transaction. PNP's simplicity of integration, operation, and settlement is inherent in our desire to make cryptocurrency payments simple for merchants and their customers alike.



## OPEN

PNP is designed to enable the free and open use of cryptocurrency at retail. PDX will work to make PNP as accessible as possible to a wide variety of merchants. Therefore, PNP requires no proprietary license or gateway in order for developers to integrate their wallet or transmit cryptocurrency transactions.



## USEFUL

Finally, we intend for PNP to be backwards-compatible with existing POS systems, and as interoperable with as many partners and platforms as possible. We are developing PNP toward broad accessibility and widespread acceptance—starting with the very first version of the PDXPay app, which takes advantage of existing POS integrations and requires no new hardware or merchant upgrades.



## OUR APPROACH TO GROWTH

**We** will focus obsessively on customer experience to drive both growth and retention, and promoting network effects to catalyze consumer acquisition.

By emphasizing a world-class product experience, PDX and PDX Network Protocol will be perfectly positioned to become the standard for retail cryptocurrency payments, by directly solving the needs of both merchants and consumers while remaining independent of legacy payments architecture.

Decades of specific domain experience have allowed our team to create the most efficient, simple, and open cryptocurrency payments platform, ultimately enabling worldwide adoption and growth.

## Network Effects

PDX and PNP will both benefit significantly from their respective growth: the greater the number of merchants accepting payments through PNP, the greater the value of cryptocurrency that can be spent by consumers.

Our primary network effects are improved by increasing merchant acceptance worldwide, which is straightforward due to PNP's broad compatibility.

As mobile technology advances around the globe, the network effects of useful payment apps have dramatically increased. In China, more than 1 billion people use Alipay and WeChat Pay for everyday commerce: booking rideshares, paying rent, and buying movie tickets at millions of merchants, even in remote, rural areas. In 2012, Alipay and WeChat Pay combined processed 81 billion USD in transactions; just four years later, they processed a total of 2.9 trillion USD—an increase of 2,000 percent.



# THE PRESENT STATE OF DIGITAL PAYMENTS

**D**igital payments take many forms around the world and move a collective 10 trillion USD + each day. The majority of these transactions are conducted using one or any combination of three instruments:



## Direct bank transfer

*e.g., SWIFT, Fedwire, ACH*

Global and domestic bank clearing networks that move 3.6 quadrillion USD in 102 million transactions per year

Common throughout Europe for all transaction sizes, and in the US and Canada for large and commercial transactions



## Payment cards

*e.g., Visa, American Express*

Plastic cards leveraging credit and debit networks to move small purchases of 26 trillion USD in 257 billion transactions per year

Common in most geographies throughout the world for small transactions, especially the US, Canada, Europe, and Asia-Pacific



## Mobile wallets

*e.g., Apple Pay, Google Pay, Alipay*

Mobile apps that proxy traditional payment instruments to move more than 8 billion USD in 300 million transactions per year

Common in Asia-Pacific for all transactions (via bank transfers); gaining broad acceptance in the US, Canada, and Europe



## Direct bank transfer

In general, non-cash payment instruments are underpinned by a traditional account held at an insured financial institution, such as a commercial bank or credit union. Whenever money is exchanged via one of these payment instruments, whether electronically or by an offline ledger, it is ultimately transmitted between financial institutions. To reconcile these payments, a variety of domestic and international standards are used for direct bank transfer between businesses and consumers (also sometimes called “electronic funds transfer”), such as ACH/IAT, CHIPS, SWIFT, RTGS, Fedwire, BEPS, NEFT, and KFTC.

**Despite their ubiquity, each of these systems rely on legacy infrastructure that remains vulnerable to fraud and transaction inefficiencies.**

## Legacy infrastructure

The underlying technology of the global financial network is difficult to navigate, consisting of a variety of incompatible legacy protocols and standards; many of the current electronic settlement systems have remained relatively unchanged for 40 years.

For instance, Automated Clearing House (ACH) transactions in the United States are still conducted via fixed-width text files (with precisely 94 characters per line), uploaded to various FTP servers and downloaded at specific times of day for settlement. Until 2016, these transactions cleared the following business day, when NACHA announced an update allowing for same-

## Daily processing volume

### SWIFT

5 trillion USD

30.7 million transactions

### Fedwire

2.1 trillion USD 528,000 transactions

### CHIPS

1.4 trillion USD 430,000 transactions

### ACH

120 billion USD

70.1 million transactions



## The present state of digital payments

**day payments. This “upgrade” involved no changes to the underlying specification; rather, banks were required to process transactions twice instead of once daily.**

Other clearing systems include the Society for Worldwide Interbank Financial Telecommunication (SWIFT); the New York Clearing House Association’s CHIPS network; and the Federal Reserve’s Fedwire network.

Each involve substantially more robust checks and balances than ACH and benefit from greater speed, increasing the complexity of the global financial system. Together, these systems transmit a staggering 3.6 quadrillion USD in global volume.

## Fraud vulnerability

Despite the additional supervision involved in these ledger systems, their protocols and networks are vulnerable to fraud. In a 2016 survey of the largest financial institutions, “cybersecurity concerns” was the most-responded challenge that bank executives said they faced in their day-to-day role, and many such instances of theft have recently become public.

In 2016, thieves made off with 81 million USD by impersonating Central Bank SWIFT operators. Throughout a single weekend, they routed four transactions through the New York Fed’s mostly automated system, moving 101 million USD from Bangladesh to the Philippines. It was only when a New York Fed official caught a thief’s misspelling of the beneficiary name that they were able to alert Bangladesh Bank officials and prevent the transit of an additional 920 million USD.

In 2018, a larger heist was discovered involving the Punjab National Bank and promissory “letters of understanding” issued through SWIFT, where funds were laundered by using a password provided by bank officials for direct access to the SWIFT network. Letters of understanding were issued for the equivalent of nearly 1.77 billion USD, and they were not correlated with the lesser amount that was registered via SWIFT in the bank’s holdings. Despite repeated warnings against fraudulent SWIFT messaging from the deputy governor of the Reserve Bank of India, the scam went undetected for nearly seven years.





## The present state of digital payments

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Other clearing systems include the Society for Worldwide Interbank Financial Telecommunication (SWIFT); the New York Clearing House Association’s CHIPS network; and the Federal Reserve’s Fedwire network.

Each involve substantially more robust checks and balances than ACH and benefit from greater speed, increasing the complexity of the global financial system. Together, these systems transmit a staggering 3.6 quadrillion USD in global volume.

In 2018, a larger heist was discovered involving the Punjab National Bank and promissory “letters of understanding” issued through SWIFT, where funds were laundered by using a password provided by bank officials for direct access to the SWIFT network.

## Fraud vulnerability

Despite the additional supervision involved in these ledger systems, their protocols and networks are vulnerable to fraud. In a 2016 survey of the largest financial institutions, “cybersecurity concerns” was the most-responded challenge that bank executives said they faced in their day-to-day role, and many such instances of theft have recently become public.

In 2016, thieves made off with 81 million USD by impersonating Central Bank SWIFT operators. Throughout a single weekend, they routed four transactions through the New York Fed’s mostly automated system, moving 101 million USD from Bangladesh to the Philippines. It was only when a New York Fed official caught a thief’s misspelling of the beneficiary name that they were able to alert Bangladesh Bank officials and prevent the transit of an additional 920 million USD.

Letters of understanding were issued for the equivalent of nearly 1.77 billion USD, and they were not correlated with the lesser amount that was registered via SWIFT in the bank’s holdings. Despite repeated warnings against fraudulent SWIFT messaging from the deputy governor of the Reserve Bank of India, the scam went undetected for nearly seven years.



## Transaction inefficiency

Despite the underlying fraud vectors, funds transmitted over SWIFT, Fedwire, CHIPS, and ACH incur costs of approximately 18 billion USD every day. Additionally, transfers require three to five days for settlement, and up to 4 percent of payments fail due to technical reasons.

The blockchain brings several enhancements to these systems, namely cryptographically secure transactions, immutability, and data redundancy. For instance, Ripple, a prominent US startup, allows financial institutions to quickly settle cross-border payments using its xCurrent network, claiming a 60 percent reduction in net cost.

Remittance providers such as Western Union and Moneygram have also piloted using native Ripple blockchain tokens (XRP) for settlement. Using products such as these, we believe that blockchains have the potential to influence well beyond the primary layer of the global financial network.





## Payment cards

Direct bank transfers are just one of the several steps involved in conducting a standard transaction with a payment card (e.g. a credit or debit card). In practice, the payment card authorization and settlement framework implemented throughout the United States and Europe involves the coordination of up to a dozen parties in order to transmit and guarantee funds.

**Although payment cards offer universal acceptance and consumer benefits, they are prone to many single points of failure as well as the rising costs of fraud and incentive fees.**

## Many single points of failure

The companies involved in payment card processing serve mutually exclusive roles and extract a share of the transaction fee. This fee is called “interchange,” and has been variously regulated by the European Union (Interchange Fee Regulation, April 2015), and the Federal Reserve (Durbin Amendment, July 2010).

Payment cards also mandate a secondary network provided by entities called “card associations.” Card associations work with payment processors to conduct the three broad stages of a payment card transaction: authorization (verifying funds in accounts on either side of a transaction), clearing (transferring funds between banks after the exchange of goods or services) and settlement (paying a merchant).

## Daily processing volume

### Union Pay

41 billion USD

105 million transactions

### Visa

20 billion USD

305 million transactions

### Mastercard

12 billion USD<sup>37</sup>

184 million transactions

### American Express

3.2 billion USD

19.8 million transactions

### JCB

731 million USD

8.1 million transactions

### Discover

466 million USD

6.4 million transactions



**In order to accept payment cards, merchants incur disproportionately high processing fees which are often one of their largest operational costs.**

In 2012, responding to these rising processing fees, some of the largest merchants in the US—including Walmart, Target, Best Buy, CVS and 7-Eleven—created a cooperative organization called Merchant Customer Exchange (MCX), with the charter of developing an ACH-backed payment instrument to avoid interchange fees. After three years of continuous merchant investment and delayed development, the MCX mobile app never exited a pilot phase.

Although it was successful at reducing merchant costs of processing, MCX was never able to deliver a compelling consumer value proposition. In 2017, JP Morgan Chase acquired the MCX technology to integrate with its existing Chase Pay system.

In the past decade, payment card processing fees have skyrocketed for two main reasons: first, because of an increase in fraud, including losses that are paid by issuing banks when they reimburse their customers for unauthorized charges; and second, because of the consumer demand for better card benefits and rewards on high-end credit card products.

## Rising costs of fraud

EMV (Europay Mastercard Visa) chip cards have found mainstream adoption in Europe, Asia and the US, but payment card fraud in aggregate has continued to rise.

Despite broad acceptance of the card-based technology, 2.8 million fraudulent accounts were created in 2018, and account takeovers cost merchants 5.1 billion USD. Additionally, transactions made online (i.e., “card-not-present”) have seen fraud losses increase more than 100 percent since the introduction of the EMV standard.

Chip-enabled cards have subsequently increased payment security, but are still vulnerable to man-in-the-middle attacks, especially when merchants don’t upgrade their systems to support encrypted transaction data from EMV-capable terminals.

Cards can also be cloned from unsophisticated account enumeration, physical card skimmers, RFID readers, or simply a restaurant waiter with a cell phone camera.





## Mobile wallets

More and more, third-party mobile wallets are becoming mainstream payment instruments, capitalizing on their ability to aggregate various aspects of bank accounts and payment cards and offer even more consumer choice and convenience. While some (like Apple Pay, Google Pay, and Samsung Pay) simply serve as vehicles for virtual cards by proxying existing payment cards' primary account numbers, or PANs; others (such as Alipay, WeChat Pay, PayPal, Venmo, Square Cash, and Apple Pay Cash) have built a suite of value-added services and integrations on top of what is essentially a stored value account.

**Many of these mobile wallets have seen substantial growth in recent years—especially in China—but their traditional payment instrument underpinnings present limitations on the ability to provide meaningful incentives, grow internationally, and manage fraud vulnerabilities.**

## Limited incentives

Today, even the largest and most successful mobile wallet apps and services enable the vast majority of their transactions by proxying an underlying insured or regulated payment instrument, such as a bank account or payment card. By functioning as this abstraction layer, services like Apple Pay and PayPal are able to offer value-added features like enhanced security or purchase protection, but are limited in their ability to provide unique incentives or sustainable bonus structures beyond what the underlying instruments already support natively.

## Daily processing volume

### Alipay

4.7 billion USD

175 million transactions

### WeChat Pay

3.3 billion USD

130 million transactions

### PayPal (incl. Venmo)

425 million USD

8.3 million transactions

### Paytm

55 million USD

11 million transactions



## International incompatibility

Moreover, mobile wallets have seen substantial growth in markets without entrenched financial institutions. For example, in the absence of traditional, credit-based payment infrastructure throughout China, companies like Alipay and WeChat Pay have built a direct system that facilitates mobile transactions on a private payment network over the internet.

The rapid growth of these platforms—in terms of both scale and versatility—is impressive. But because the underlying financial infrastructure is still provided by domestic financial institutions, international growth is encumbered by the overhead of adapting these systems to foreign banks and exchanging currencies.

Outside of payments, the major value in third-party mobile wallets is their usefulness for internal or peer-to-peer transactions via network effects.

Many people join Alipay, WeChat, Venmo or Square Cash because their friends are there, or because it's easier to send money to a phone number or username than it is to share account numbers. These features build community, but ultimately limit platform growth to these regional groups because users have limited incentive to interact internationally.

## Fraud vulnerability

Mobile wallets are essentially an interface to existing payment instruments, which can make them vulnerable to certain types of fraud. By storing many payment instruments behind a single online account and password, these apps create an opportunity for account takeovers, which in 2018 amounted to 5.1 billion USD in losses.

Many apps also distinguish between peer-to-peer payments and payments for goods and services because of their inability to mitigate buyer fraud, such as chargebacks and ACH returns.

For example, due to its ACH underpinnings, Venmo's terms and conditions explicitly warn against using the app for retail payments. When a fraudster reverses an ACH transaction used to load a Venmo account, the company is forced to reverse the transaction within its own ecosystem, sometimes by directly debiting beneficiaries' bank accounts.





# OUR TEAM

MEET SOME OF OUR CORE TEAM AND  
ADVISORS



**Shane Rodgers, Co-Founder, Chairman, Chief Executive Officer, and Managing Member of PDX Advisors LLC and CEO, PDX Global Ltd.**

**Mr. Rodgers** has more than 30 years experience in investment banking and corporate finance, as well as management and operations, in Australia and the United States. Prior to Signal, Mr. Rodgers served in a wide variety of positions, including as Co-founder and Chairman and CEO of Anglo Arabian Corporation Ltd. , an unlisted Australian public investment company from 1980 to 1985; A director at Satco Power Corporation, which he helped take public, from 1985 to 1987 Chairman and CEO of the Chancellor Group, Inc., a publicly-traded US oil & gas company, from 1997 to 2001; as a partner and Chairman of Capital General Partners, an Australian boutique corporate advisory firm from 1996 to 1998, and as a Partner in KKR Associates, an Australian investment partnership (unrelated to Kohlberg Kravis Roberts & Co.), from 1993 to 1995.



### **Annelyse Fournier, Chief Operating Officer**

**Ms. Fournier**, based in London, UK, is a trained economist and holds an MBA from the European University, in Geneva. She has over 2 decades of executive experience in large multinational companies, including Philip Morris, Mondelez, Barclays, and First Data, covering Executive Compensation & Reward, corporate governance, large scale project management, M&A, and IPO preparation. Industry experience includes consumer goods, banking and financial services, and the payments space. She is a Swiss citizen and is fluent in French and English, and has good command in German and Italian.

**Sam Hennes, Advisor - Payments Platforms and Commercialization**

Sam Hennes is a seasoned software Founder & CEO who has scaled two companies, leading to their successful exits. The last company that he founded was an e-commerce booking marketplace which integrated via API to various 3rd party point of sale software systems assisting businesses in filling their last-minute openings seamlessly. The company was acquired in 2017 by Monetary, a payment processing company. Prior to that, Sam started and scaled a full service digital marketing company with a primary focus on email marketing for businesses of all sizes. This company was acquired in 2015.

**Sam has a proven history of:**

- Identifying untapped opportunities and building products around them to scale.
- Creating compelling and profitable go-to-market strategies for the products developed.
- Rolling up his sleeves to do whatever it takes to take an idea from the product development phase, to a successful execution and exit.

Sam is working closely with PDX to define, implement and execute its go-to-market strategies in respect to the full global roll-out of its crypto-to-fiat payments platform and associated apps, including negotiating mission-critical commercial arrangements with key partners.



Mr. Srinivas Cheela, based in Denver, Colorado, has over 25 years of executive, investment, real-estate, and technology industry experience in a fast-paced and team-based environment.

He is currently a Principal Consultant/Senior Partner at VarioTech, Inc. VarioTech is an IT consulting firm that he founded in 2000. He is an accomplished Enterprise Integration Architect and Delivery Leader of Complex IT Solutions. He is a Senior Integration Leader with an outstanding 20+ year track record of providing integration strategy, solution architecture and implementation of complex, large-scale application development and integration programs of up to \$100M for Fortune 500 companies, Federal Governments and Public Sectors. He is a seasoned solution delivery and professional services leader with superior business acumen, and proven ability to build & lead high performing teams of 80+ across the globe. He also actively participates in M&A activity and developed strategic business alliances for the company.

Srinivas is also an Angel Investor, invested in several startup IT firms specialized in disruptive technologies and coach/guide these firm's entrepreneurs to make it successful.

Srinivas is also a real estate investor with an emphasis in commercial properties. He has real estate investments locally and internationally, and responsibilities include investment prospect generation, investment structuring, financial analysis, due diligence of potential acquisitions, and **business operations/execution (development, construction, leasing, and property management)** of these assets. His expertise is specifically focused upon financial modeling and creation of, and adherence to, project **budgeting, use rights, and plans**. He is actively involved in property management, asset management, and leasing activities on a diverse portfolio of office, retail, hotel, single and multifamily assets.

Srinivas holds a bachelor's degree in Civil Engineering from a reputed University in India and a master's degree in Civil & Environmental Engineering from the University of Rhode Island, USA.

**Dr. Joseph Tovey, Senior Advisor**

**Dr. Tovey** is currently CEO of Tovey & Company LLC, an investment banking firm in New York City. He has practical experience and advanced degrees in corporate finance, investments, accounting, taxation and economics. Dr. Tovey has originated mergers, divestitures, and financing for several petroleum, oil service, and coal companies. Dr. Tovey has originated pipeline rights-of-way in return for fiber-optic line participation ventures, with minimal capital outlay for petroleum industry participants. He has advised on the financial aspects of 146 proposed mergers and acquisitions transactions, including completed acquisitions valued at more than \$3.7 billion.

**Dr. Tovey** has advised on 21 joint ventures with values exceeding \$5 billion. Dr. Tovey also provides litigation support in various matters involving intertwined corporate, taxation, antitrust, management and finance issues. He has testified before the Senate Antitrust and Monopoly Subcommittee regarding financial, commercial, and anti-trust issues facing the petroleum industry, and has advised the International Energy Agency on petroleum industry financial reporting and financial issues and practices. Dr. Tovey is Adjunct Associate Professor, Syms School of Business, Yeshiva University, and is widely published. He is a member of the New York Society of Security Analysts, and the CFA Institute. He obtained a Ph.D in Corporate Finance and Investments in 1969 from New York University Graduate School of Business Administration, and an MBA in Taxation in 1961.

**Fadi Tahan, Senior Technology Advisor**

Mr. Tahan, based in Virginia, USA, is an experienced technologist and software engineer.

**Arvind Sharma Senior Technology Advisor**

Mr. Sharma is based in London, UK, where he is on the team at Quontex, a boutique software development and technology consulting firm.







**GABRIEL MEZA, HEAD OF INVESTOR RELATIONS**

Mr. Meza has been with PDX in various capacities, since inception, and is a valuable member of our core team. He has a background in finance, investor relations, and business development. He also has a strong background in the cryptocurrency sector, including with the co-founding of an emerging gaming token.



**Dr. L. Daniel Garcia, Senior Advisor**

**Dr. Garcia** is an accomplished businessman and former investment banker who now resides in Dubai, United Arab Emirates. Most recently, Dr. Garcia has raised investment capital for several cryptocurrency related projects, and has become an authority on blockchain. Over the past 25 years in business globally, he has accumulated an impressive network as well as successful business ventures. Residing in Dubai has positioned him to advise some of the top business people in the region, and many others around the world. In 2019 he was honored at the University of Dubai by the university's President, Dr. Eesa Mohammed Bastaki, for his contribution to the first blockchain university in history, European Digital University. Dr. Garcia is the Vice President of EDU.

# FUTURE PDX COIN TOKEN ISSUANCES:

**P**DX Coin has a hard-cap of 5 billion tokens. This is the theoretical *maximum* that can ever be created and sold. This limit could at this time only potentially be increased in the event that recoverable oil and gas reserves grew by a significant percentage, either as a result of new drilling and production techniques and or as a result of further acquisitions of large development projects containing significant additional reserves, acquired and developed at very favorable prices and costs relative to incremental added reserves size and overall project economics.

The vast majority of PDX Coin tokens not in general circulation will be held and controlled by PDX through its parent entity, and beyond the first approximately 150 million tokens sold or exchanged into general circulation, including those reserved for secondary offerings after the Public Offering and those in founders' wallets, would be sold very carefully and selectively over a long period of time, if at all, in exchange for hard assets, mostly energy-related, and certain corporate assets and businesses, and particularly, though not exclusively,

other energy and power generation assets and companies, following careful evaluation and independent recommendations, or sold into the market with minimum floor prices for cash, to acquire such assets.

Any follow-on future sales or exchanges will not be undertaken if the intrinsic value of PDX Coins or their supply and demand were to be materially impacted or disrupted as a result of such transactions, and we expect such restrictions to be incorporated into our governance and compliance protocols, with external / third party monitoring.

We also intend to develop and implement certain formulae and algorithms within our day to day management and monetary policy oversight systems and controls that will, on a continual basis in real time more clearly calculate and define relationships between extant token issuance and proposed further token sales or exchanges, aggregate current and pro forma market value, and underlying asset and business values within the corporate ecosystem, so as to determine or predict the net true impact of planned actions on pro forma underlying token valuations and backing.



Such algorithms may dictate the volume and pricing of any future issuances, and the prudential limits of same, and will also dictate any future increases in the hard cap. Conversely, such algorithms may from time to time dictate token repurchases and contractions in the aggregate number of extant tokens.

PDX and related parties may sell additional tokens, including but not limited in order to fund certain developmental and infrastructure costs, establish, and acquire, full commercial banking operations, hire technical and administrative staffing, and fund marketing and other operational expenditures.

PDXE will or may sell or exchange its remaining tokens, or token entitlements, over time in order to fund continued drilling and development expenses as well as to potentially acquire significant additional drilling and production assets so as to increase, and develop, its proved reserves base and extend the economic lifetime(s) of same. In addition, we expect to acquire or invest in substantial renewable energy generating assets over time, eventually pivoting our energy focus entirely to renewables.



# WHAT HAPPENS NOW THAT PDX IS LISTED AND TRADING?



The real work for any new cryptocurrency, and especially for PDX, begins after a successful exchange listing, and happens along many concurrent streams, such as

- ❖ Ongoing technology development and R&D, especially in respect to security through aggressive investments in AI and quantum computing / quantum cryptography, and in blockchain technology improvements, including the proposed Siberia Protocol
- ❖ Continual development and roll-out to the market of the product and service suite: DeFi and NFT products; Siberia; PDeX
- ❖ Marketing and Promotion, and Investor relations
- ❖ Build-out and integration of a global physical and virtual banking organization, including acquisitions of wealth management and corporate advisory firms, development of trade financing services and payments and processing services
- ❖ Building out PDeX, our own high-speed, low latency and ultra-secure and fully compliant cryptocurrency exchange platform
- ❖ Building robust treasury management systems
- ❖ Ensuring the right corporate and management people and systems are in place
- ❖ Continually developing relationships with merchants and vendors globally
- ❖ Developing and maintaining relationships with cryptocurrency exchanges as well as building out our internal exchange platform
- ❖ Developing and managing our portfolio of energy assets



To meet the day to day operational needs and expenses of the above, while we develop new revenue models and streams, requires significant ongoing capital and staffing.

**The public sales proceeds includes a provision for sufficient capital reserves to ensure that all our developmental, management, marketing and operational needs are covered for at least a 2 to 3-year period following the public sales series, as we bridge into revenue generation.**

Our goal is to reinvent and redefine the global banking, investment banking, and venture capital industries, redefining and overturning the ways in which retail consumers bank and pay for goods and services, and move money around, while at the same time redefining the way private and public businesses, especially technology startups, raise new money in the capital markets.

We intend to bring new thinking and radical new funding and monetary concepts to both corporate and sovereign entities, while at the same time allowing millions of “unbanked” people around the world to have access to physical and virtual banking, depository, lending, and payments services on an ultra-secure, tamper-proof platform remote from government meddling and interference.

To be sure, the opportunities wrought by the advent of cryptocurrencies are not merely disruptive to the several-hundred year’s old traditional banking and capital markets worlds and their status quo, they represent a complete revolution.

One that is far greater even than the advent of the computer, and the internet.





# ADVISORY AND SUPPORT:

**P****DXA** and PDX are assembling a world-class team of management, service providers, and advisors across the full spectrum of legal support, compliance, technology development and platforms, product development, audit, exchanges, marketing, and the Public Offering process, etc.

## Legal

- James S. Burrell II , General Counsel, New York City
- PwC Legal, Lithuania / EU / Asia
- Hogan Lovells (Global, Regulatory and IP)

## Audit

PwC (to be appointed)

## Technology

- Ciklum Group ( [www.ciklum.com](http://www.ciklum.com) )
- ZDT LLC
- Unified Infotech ([www.unifiedinfotech.net](http://www.unifiedinfotech.net))
- Modulus Financial Engineering Inc. for Exchange and Trading platforms

## Marketing and PR / IR

Hot Tomato Marketing, US (Public relations)

ReBlock, Korea (Social media marketing)

## Payments and Settlements Operations

FTX – Cryptocurrency settlements and trading

CitiBank – Global Cash Settlements and Clearing

## Compliance

Investor accreditation:

[www.verifyinvestor.com](http://www.verifyinvestor.com)

## Petroleum Engineering

Ralph E. Davis Associates, Houston, Texas

