

A low-angle, black and white photograph of several tall skyscrapers reaching towards the sky. The perspective is from the ground looking up, creating a sense of height and scale. The buildings are arranged in a way that they seem to converge towards the top of the frame.

# LOYAKK VEGA

## BUSINESS RELATIONSHIP PLATFORM

Tokenomics  
Token Details, Purchase Terms & Conditions

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## The Loyakk Token

Broadly speaking the Loyakk token is a utility token. Its broad characteristics from a business and technical perspective are as follows:

### *Business Applicability*

*The Loyakk network is purpose built to enable its business participants & members to share data with one another. Each Enterprise will create their instance of the Loyakk Platform-powered Permissioned Network i.e. Value Web for their Business Network and Partners. The Loyakk token is required to conduct business and share data on each Value Web in the Loyakk network.*

*The Loyakk token, simply put, is a carrier of the business data. It is required for all inter-company interactions on the Loyakk-powered Value Web Network. The act of initiating one interaction i.e. sending data from one organization to another organization or organizations is considered one data interchange. The Loyakk Tokens will enable appropriate and multiple levels of permissioning, partitioning and propagation of data amongst the participants of the network.*

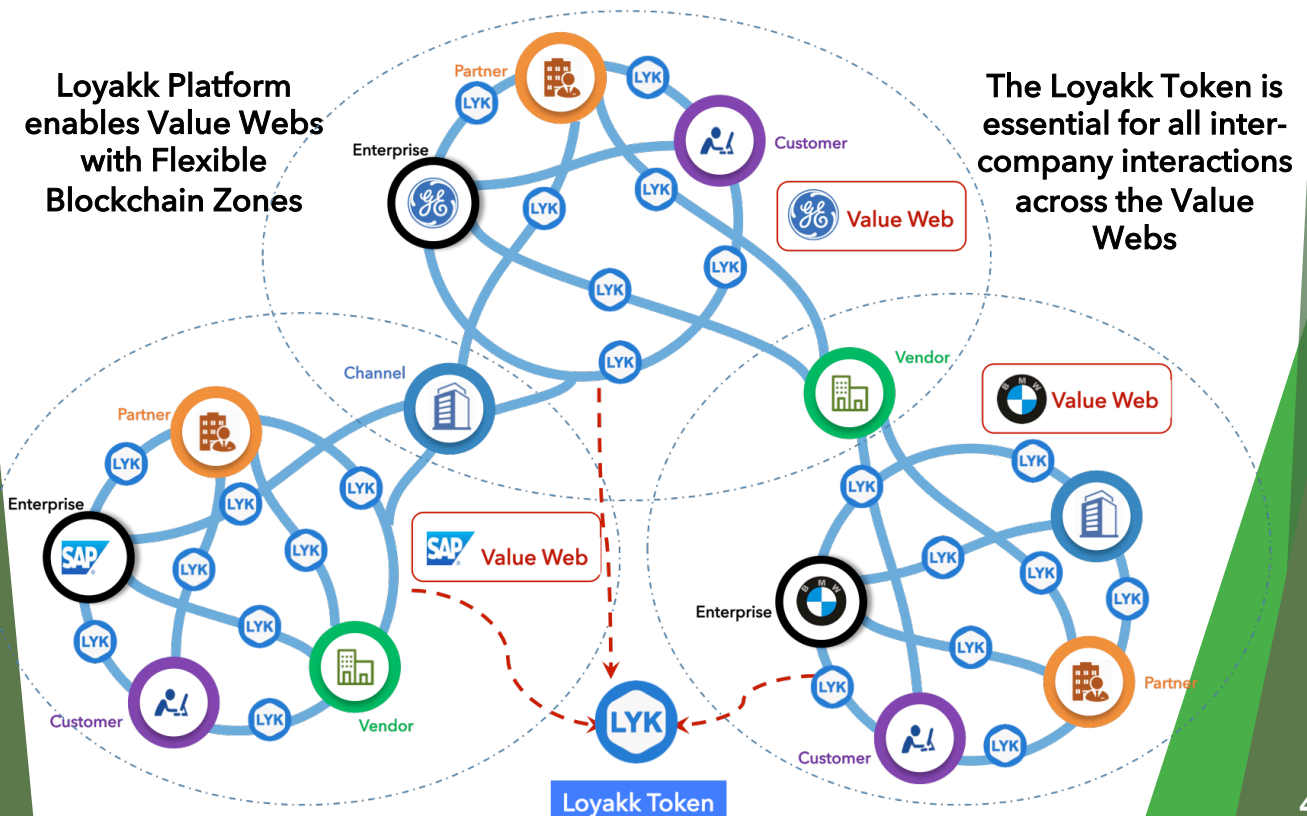
*Loyakk believes that the network draws its value from the number of data interchanges occurring on the platform. The data interchanges are what will increase the value of the 'value-web' and help businesses that use the Loyakk network grow by bringing to bear the collective power of their relationships in their transactions. Our objective is to power all inter-company interactions via the Loyakk Token.*

## Technical Details

Loyakk will mint an ERC20 compliant token that will be made available to audiences who want to acquire this token. There will be a pool of 1 Billion tokens of which 300 Million are a part of the current token release, the remaining 700 Million tokens will be made available to enterprise customers (this might be subject to change depending on demand constraints).

Of this 300 Million pool, 183 Million will be available for purchase. **All details of the Token Distribution are specified in the Token Details section on Page 6.** The Loyakk tokens will be deposited into ERC-20 compliant wallets on the Ethereum network about 8 – 10 weeks after the close of the Token Purchase Event.

The Loyakk Value Web network will have a number of micro-services that business clients will use to transact on the network. The Loyakk token will be used for each invocation of a micro-service. Once an organization exhausts its supply of tokens, it can acquire fresh ones either from the exchanges or from Loyakk, if a large enterprise customer so desires.



Since Enterprise customers of Loyakk will be running permissioned / consortium Blockchain Value Webs on the Loyakk Vega Platform, we have architected a ground-breaking approach to provide Loyakk Token holders a view into these Loyakk-powered Permissioned Networks without compromising the confidentiality of these Enterprise interactions. Loyakk will publish a Loyakk “Beacon” Index Token (conceptually a Signal) on the Ethereum network. This patent-pending token will function as a “faucet” that can be queried on-demand for data on the spread, effectiveness and usage of the Loyakk network across all private networks / Value Webs. The data attributes will terminate in a single smart contract that amalgamates all the data into a single numeric value.

Loyakk will also provide a template that will allow token holders to construct their own formula and personalized Loyakk index (for e.g. the Loyakk index for a China-based token-holder or may include only transactions originating in China, and the index for an token-holder in Australia may include transactions originating only in Australia)

We believe that this patent-pending “zero-value” on-demand Beacon token is a big step in ensuring transparency and is a material differentiator from all other token purchases. This approach will grant token holders the ability to gain unprecedented insights into private/permissioned instances of the Loyakk Platform and the volume of interactions that happen with our ERC20-complaint token while ensuring confidentiality of our Enterprise Customer’s data.

## Token Details\*

- ▶ **Token Symbol:** LYK (utility token) (ERC20 standard)
- ▶ **Total Supply:** 1,000,000,000
- ▶ **Current Release:** 300,000,000
- ▶ **Available for Purchase:** 183,000,000
- ▶ **Price Per Token:** £ 0.50\*\*
- ▶ **Purchase Options:** Payable only in BTC or ETH
- ▶ **Min. Purchase:** 200 LYK
- ▶ **Employee Tokens:** Employee Tokens will be issued only after

Token buyers, & vest over a period of 1 year



Partners: 5%  
Incentives: 7%  
Blockchain Research Fund: 10%  
Team & Advisors: 17%  
Token Purchasers: 61%

\* Loyakk Ltd. retains the right to pause, postpone, stop the token purchase, at any time for necessary period of time, due to any reason

\*\*The price of LYK token is set at £ 0.50 (before Bonuses) payable in BTC or ETH. The token price in BTC and ETH will be published by Loyakk on our website and within this document on Feb 21, 2018. Please note that this is the price before the applicable bonus which will be calculated based on when and how many tokens are purchased.

## Token Purchase Details

- ▶ Price For 1 LYK Before Bonuses: **£ 0.50** (see notes in the previous page)
- ▶ Min. Purchase: **200 LYK**
- ▶ Time<sup>1</sup> & Contribution Based Bonuses

Timeline (in GMT)	Purchase Amount	Bonus %
February 23 - Feb 27	<b>20-25% bonus based on purchase amount</b>	
	≥ 10 ETH	25%
	< 10 ETH	20%
February 28 - March 5	<b>15-20% bonus based on purchase amount</b>	
	≥ 10 ETH	20%
	< 10 ETH	15%
March 6 - March 16	<b>7-10% bonus based on purchase amount</b>	
	≥ 10 ETH	10%
	< 10 ETH	7%
March 17 - March 23	<b>0% Bonus</b>	
	Any amount	0%

- ▶ Find additional details at: <https://www.loyakk.io>
- ▶ Loyakk Contact:

[ico@loyakk.co.uk](mailto:ico@loyakk.co.uk)

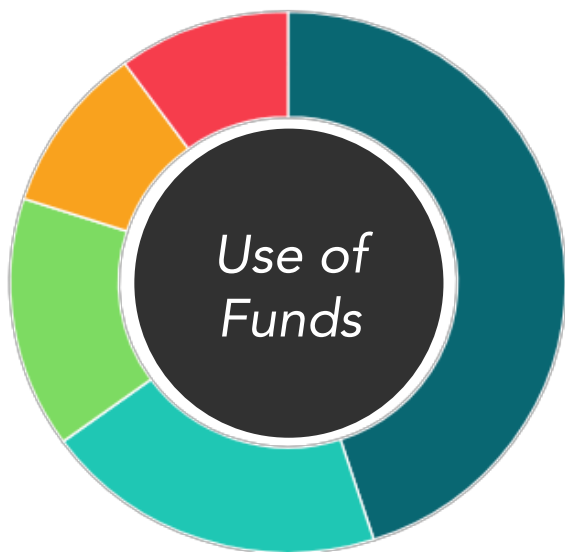
Loyakk Ltd. 3rd Floor

86-90 Paul Street, London EC2A 4NE

<sup>1</sup> Based on GMT

## Token Contribution Distribution

Token purchase contributions through the token purchase will be utilized for product & development, to run the operations, for marketing, purchases & customer adoption success and for legal and administrative expenses that Loyakk will incur in the course of business. The token contributions will be utilized as follows:



Product & Development: 45%  
Operations: 20%  
Marketing: 15%  
Sales & Customer Adoption 10%  
Legal and Administrative: 10%



## The LOYAKK INDEX

### Ground-breaking visibility for ICO Token Holders

- The Loyakk Index is a **patent-pending data pipe** that will allow token holders to gauge the overall health, adoption and velocity of the Loyakk platform
  - The underlying data attributes and real-time values of the Loyakk Index will be persisted in the Loyakk blockchain
  - The data attributes will terminate in a single smart contract that amalgamates all the data into a single numeric value
  - Loyakk will, in the future, provide a template that will allow you to construct your own formula and personalized Loyakk index (for e.g. the Loyakk index for a UK token-holder may include only transactions originating in the UK and the index for a token-holder in Singapore may include transactions originating in only Singapore)
  - Since the Loyakk index is persisted, all historical data will also be available for all.
- ▶ **Official Token purchase at:** <https://www.loyakk.io>

## **TOKEN Purchase:**

### **ICO starts on February 23, 2018**

- ▶ *No Tokens will be issued before conclusion of open token purchase*
- ▶ *Loyakk will accept payment after 6 confirmations for BTC and 60 for ETH*
- ▶ *Token reconciliation and settlement will be done in 8-12 weeks after conclusion of token purchase event*
- ▶ *Final number of tokens will depend on amounts contributed*
- ▶ *The timeline for initiation and publication of the Loyakk Index will be communicated via [www.loyakk.io](http://www.loyakk.io)*
- ▶ *The timeline indicated in The Loyakk VEGA Roadmap on [www.loyakk.io](http://www.loyakk.io) is subject to change*
- ▶ *No confidential / security information or keys will ever be sent to your email*
- ▶ *We will not request any additional information from you as part of the token purchase. Any attempt to do so should be reported to us*
- ▶ *We will contact you only via [tokenpurchase@loyakk.co.uk](mailto:tokenpurchase@loyakk.co.uk)*
- ▶ *Official Token Purchase info at: <https://www.loyakk.io>*

## Other Terms & Conditions

- ▶ *Loyakk Tokens are not an investment vehicle of any kind and do not pertain in any way to an offering of securities in any jurisdiction. This presentation is not meant to constitute investment or tax advice. Neither the information nor any opinion contained in the presentation constitutes a solicitation or an offer to buy or sell any securities, futures, options or other financial instruments.*
- ▶ *Ownership of Loyakk Token carries no rights express or implied. Loyakk tokens value lies in the construct that they are required to use the Loyakk Vega-powered Business Relationship applications to transfer business & relationship data and value between businesses in the Enterprise Value Webs. Tokens can also be transferred amongst Loyakk users. Participants in the token purchase should have no expectation of influence over internal governance of Loyakk Ltd. or any other subsidiary or entity of Loyakk.*
- ▶ *Decisions based on information contained on this site are the sole responsibility of the reader.*
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