



LOYALZ.io

**New Gen Customer
Engagement Platform**

Who **we** are?

We are performance marketing experts with over 15 years of experience.

Over the last six years, we've successfully run a performance agency, catering to a diverse clientele across both B2B and B2C sectors, satisfying the needs of more than 60 clients.

Our primary goal each day is to relentlessly refine Customer Acquisition Costs (CAC) and Lifetime Values (LTV) for our clients. It's this ongoing journey that led us to conceive and develop loyalz.io.



Who **we** are?

Our initial aim was straightforward: unify Web2 and Web3, providing direct and immediate utility to end-users, thereby enhancing customer experience and social engagement. Simultaneously, this initiative significantly improves LTV/CAC for e-commerce ventures.

We're delighted to share our comprehensive whitepaper, detailing the fundamental pillars of loyalz.io, including core functionalities and the tokenomics that serve our purpose.

LOYALZ.io

Challenge

For 27 mln ecommerce sites around the globe:

- Global Inflation leads to Lower Customer Lifetime Value (LTV)
- Global Inflation leads to Higher Customer Acquisition Costs (CAC)

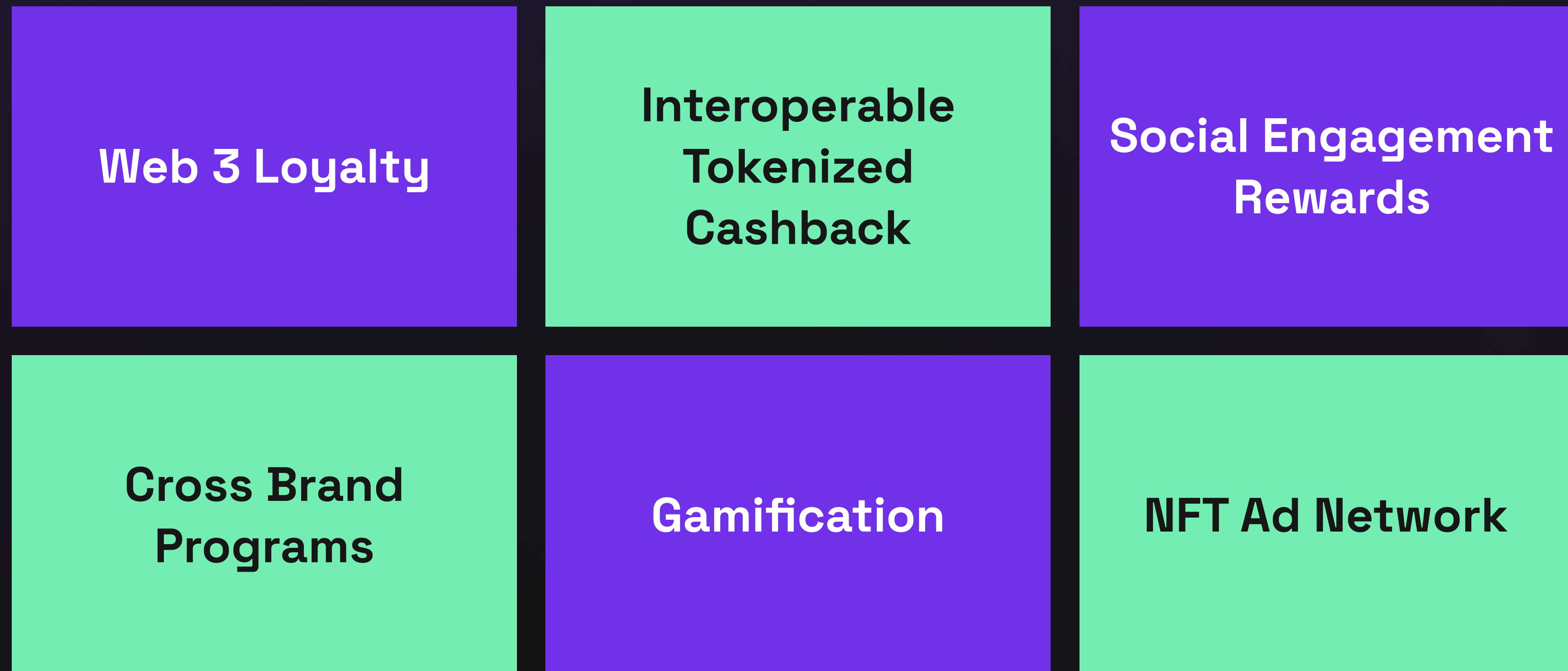
“Acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one”

Harvard Business Review.

Solution

Interoperable | All in One | Web3

Customer Engagement Platform



Market size

By 2023 there were around 27 mln ecommerce websites in the world.

The global e-commerce market size reached US\$ 16.6 Trillion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 70.9 Trillion by 2028, exhibiting a growth rate (CAGR) of 27.43% during 2023-2028.

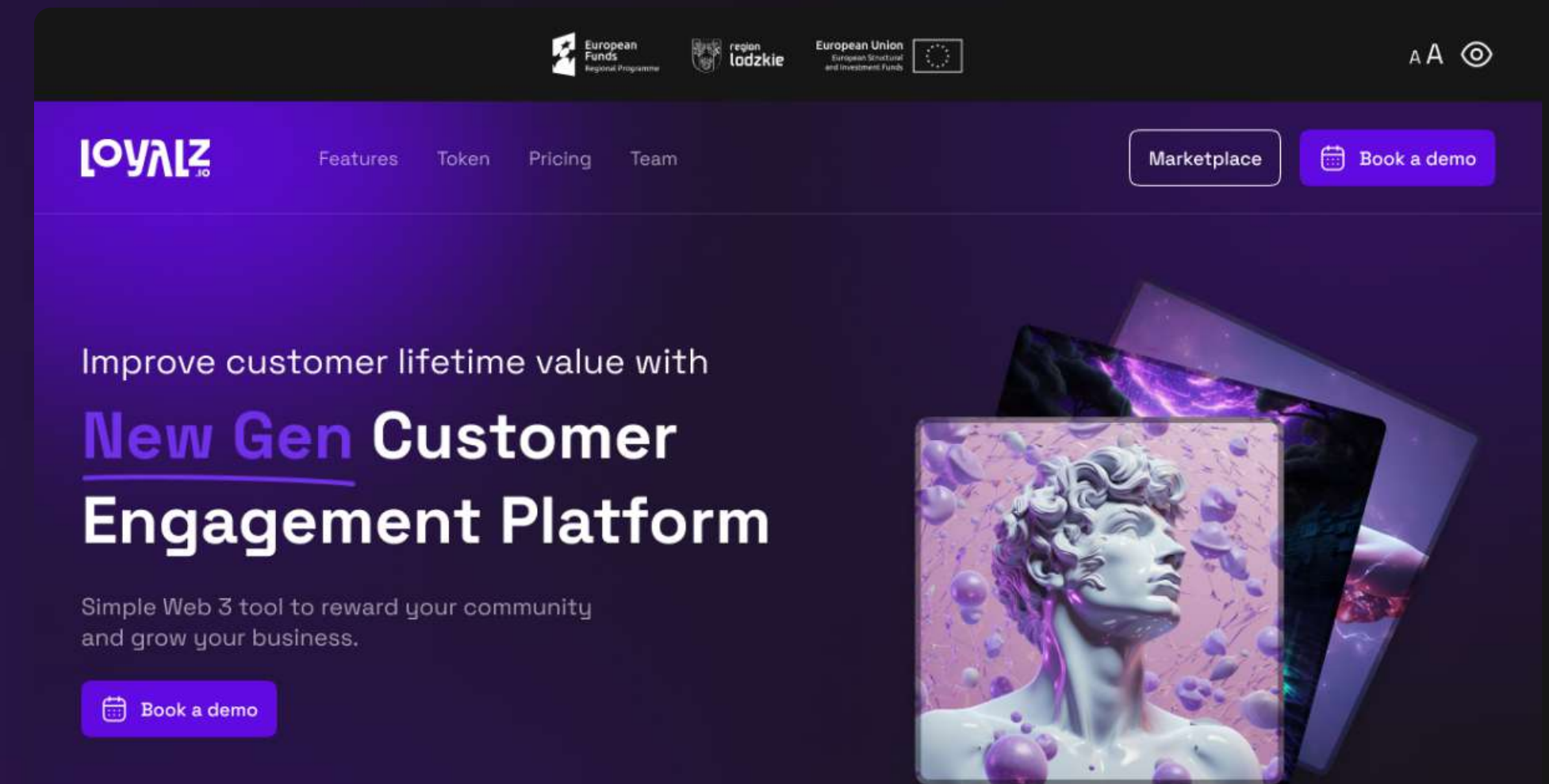


Platform pillars

1 Loyalty

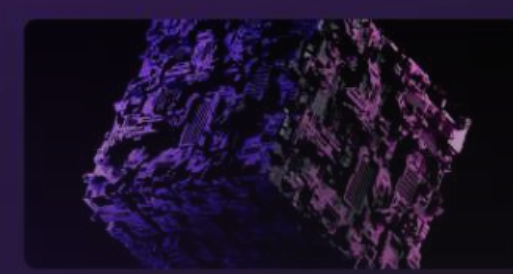
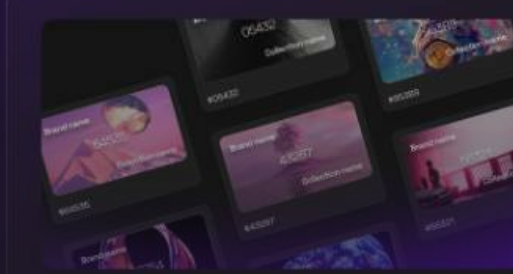

Create an NFT collection with rooted utility for your e-commerce. You can select from various functionalities, deciding, for instance, whether the NFT should be sold at a certain price to generate a new revenue stream or if you prefer to reward your most loyal customers with free NFTs.

Accessible through API or Plugins, this includes vouchers, discounts, free shipping, gated access to products, and cashback.



We've got what your business needs

KEY FEATURES

 <p>Grow your business. Offer digital collectibles to your customers and generate new revenue stream</p>	 <p>Offer NFT on branded Marketplace</p>	 <p>Offer gated content on your web page for NFT holders</p>
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Platform **pillars**

2 Tokenized cashback

By becoming a business member, enjoy tokenized cashback and receive tokens for each sale of your product or NFT collection. Reward your customers with tokens, which they can use as cashback or to purchase utility on your branded NFT marketplace.

3 Social Engagement Rewards

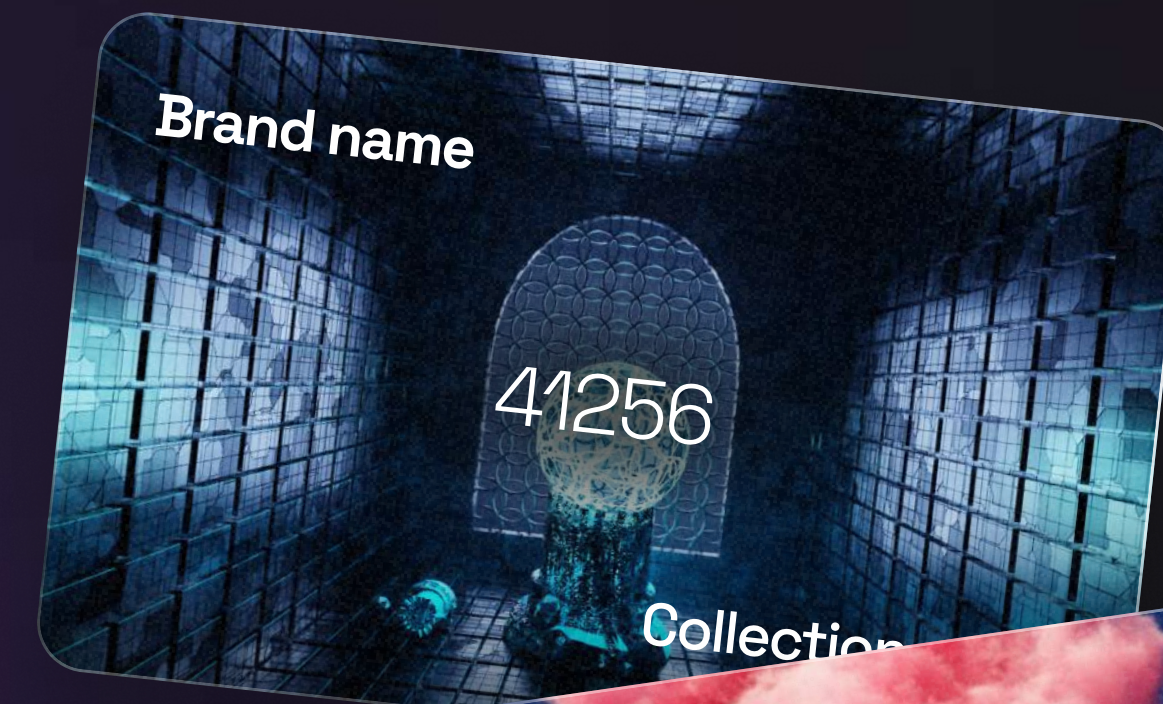
Reward your customers with tokens or utility NFTs for their social engagement.



Platform pillars

4 Cross-Brand Programs

Design a program with real utility across several brands simultaneously, maximizing multi-brand cooperations. Create a program featuring complementary products or collaborating with brands that share the same target audience.



Platform pillars

6 Gamification

Develop gamified collections of Dynamic NFTs and leverage a wide range of functionalities to design an engaging, gamified experience for customers.

7 NFT Ad Network

Reach potential clients based on blockchain data through targeted NFT ad campaigns. Measure campaign performance due to the utility added to each NFT ad.



Business model

- Revenue stream 1: SaaS tool subscription
- Revenue stream 2: commission of sale and resale of NFTs
- Revenue stream 3: Upsell NFTs designs, paid media campaigns.
- Revenue stream 4: Executing performance campaigns for Clients - agency upsell

The screenshot displays the LOVALZ.io website with a dark theme. At the top, there are logos for European Funds, region lodzkie, and European Union. The navigation bar includes 'Features', 'Token', 'Pricing', and 'Team', along with 'Marketplace' and 'Book a demo' buttons. The main heading is 'Low price, high value' with a quote from Warren Buffet: 'Price is what you pay, value is what you get'. Below this, there are toggle buttons for 'For e-commerce' and 'For creators', and a subscription selector for 'Monthly' (selected) and 'Yearly (Save 20%)'. Three pricing tiers are shown: 'Fish' at \$39,99/mo, 'Shark' at \$159,99/mo (marked as 'RECOMMENDED'), and 'Whale' at \$399,99/mo. Each tier lists features like 'Up to X NFTs/mo', 'Unlimited collections', 'Tokenized cashback', 'Branded marketplace', 'Chat support', 'Support charity', 'Free api', and 'Theme image'. A 'Get started' button is at the bottom of each tier. A note at the bottom states '+ 5% commission of each NFT sale (for NFT with fixed price)'.

Target group

Clients

Ecommerce sites

Area of focus

Fashion, Electronics, Travel

Industries

All industries targeting Generation Z or willing to enter Web3 space especially: Fashion, Electronics, Gaming, Travel, Sports Equipment, Events.

Platforms

Focus 1: Sites build on WooCommerce Wordpress, Shopify and Presta platforms for which the native plugins will be available.

Focus 2: Enterprise ecommerce willing to capitalize on the functionalities and use API



Why us



We've been running a performance marketing agency (zest.agency) for over six years now, serving a diverse clientele spanning both B2B and B2C sectors, totaling more than 60 satisfied clients. Our daily mission revolves around the relentless pursuit of refining Customer Acquisition Costs (CAC) and Lifetime Values (LTV) for our clients.

This journey led us to conceive and develop loyalz.io.

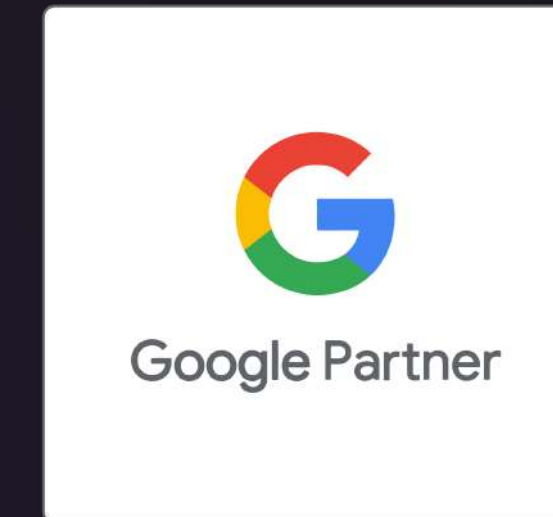
TOKENOMIA.PRO

Moreover, we've been fortunate to forge an invaluable partnership with an exceptional expert in the realm of Web 3.0. As an official collaborator of Chainlink Labs, their mastery stands unrivaled. Tokenomia.pro specializes in the meticulous design of smart contracts, conducts comprehensive audits, crafts intricate tokenomics models, and subjects them to rigorous testing. Through this partnership, we ensure that every intricate aspect of Web 3.0 is addressed with the utmost precision.

We deliver



- + 60 satisfied B2C ecomm and B2B Saas clients
- + Google and Meta Business Partner
- + Clutch Top Advertising Company

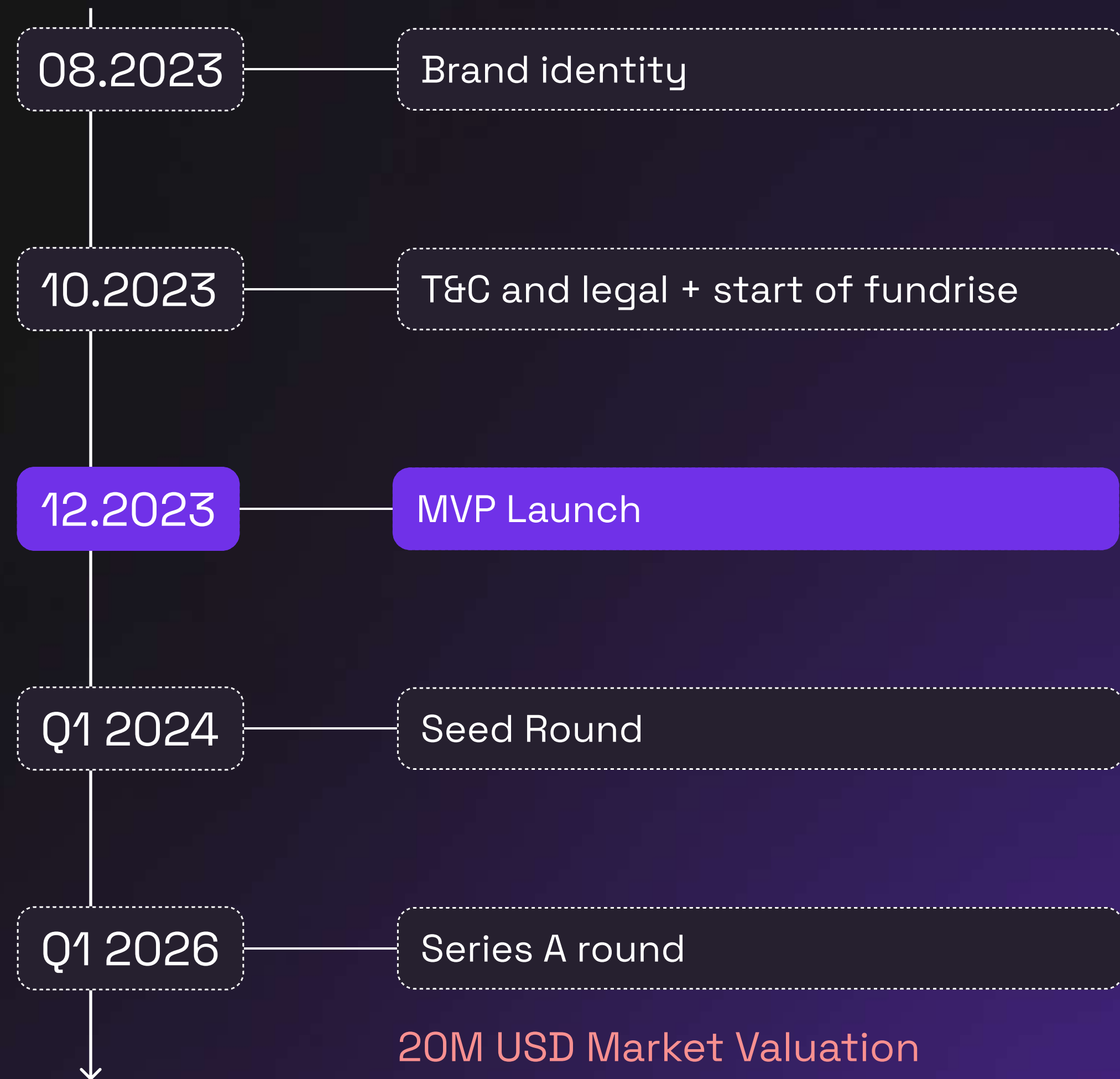


Traction

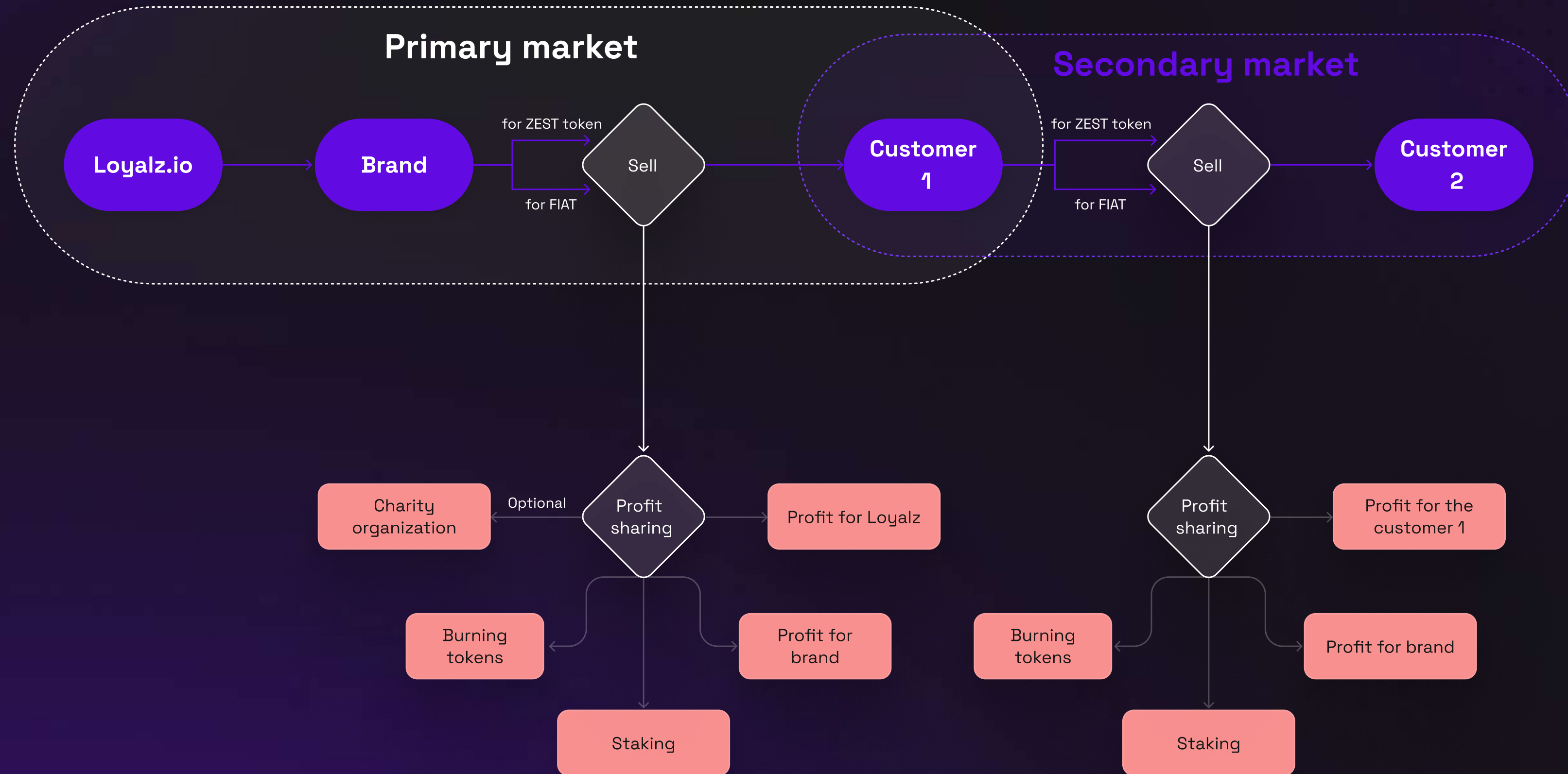
2017 - 2023



2023 - 2026



Token **NFT** - flow



Token **NFT** - list of benefits

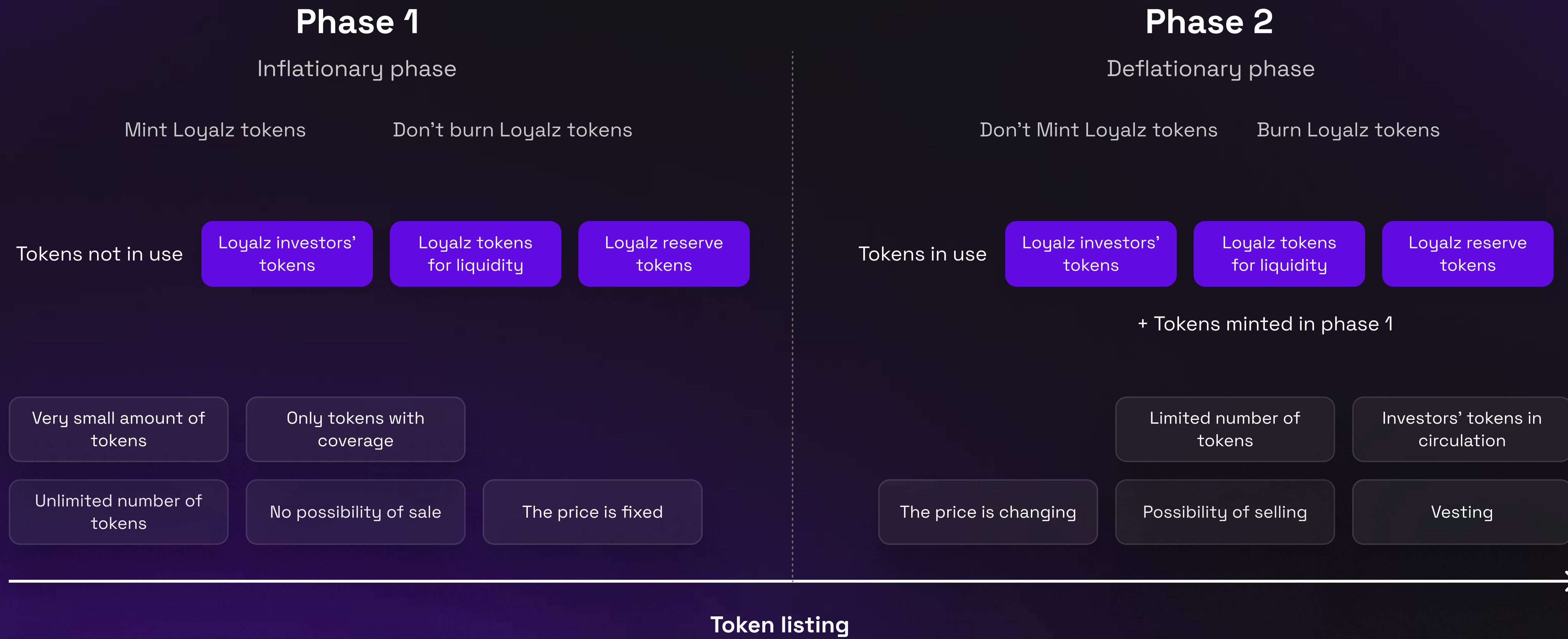
Automated benefits

- Cashbacks
- Discounts
- Exclusive product shipments
- Pre-release access to products
- Vouchers
- Free delivery

Benefits additionally configured by the brand

- Live events
- VIP access during a live event
- Meeting artists and celebrities
- Customer service concierge
- Additional content: live streaming, blogs, information, etc.

Token **Loyalz** breakdown by phase and features



Token Loyalz

Round	Loyalz ammount	Cliff	Vesting	TGE
Early access	666 284 000	3 months	24 months	5%
Liquidity	166 071 000	0 months	3 months	50%
Reserve	166 071 000	0 months	48 months	10%
Team	83 035 500	12 months	24 months	0%
Cashback (Phase 1)	Max 581 250 000	0 months	0 months	0%

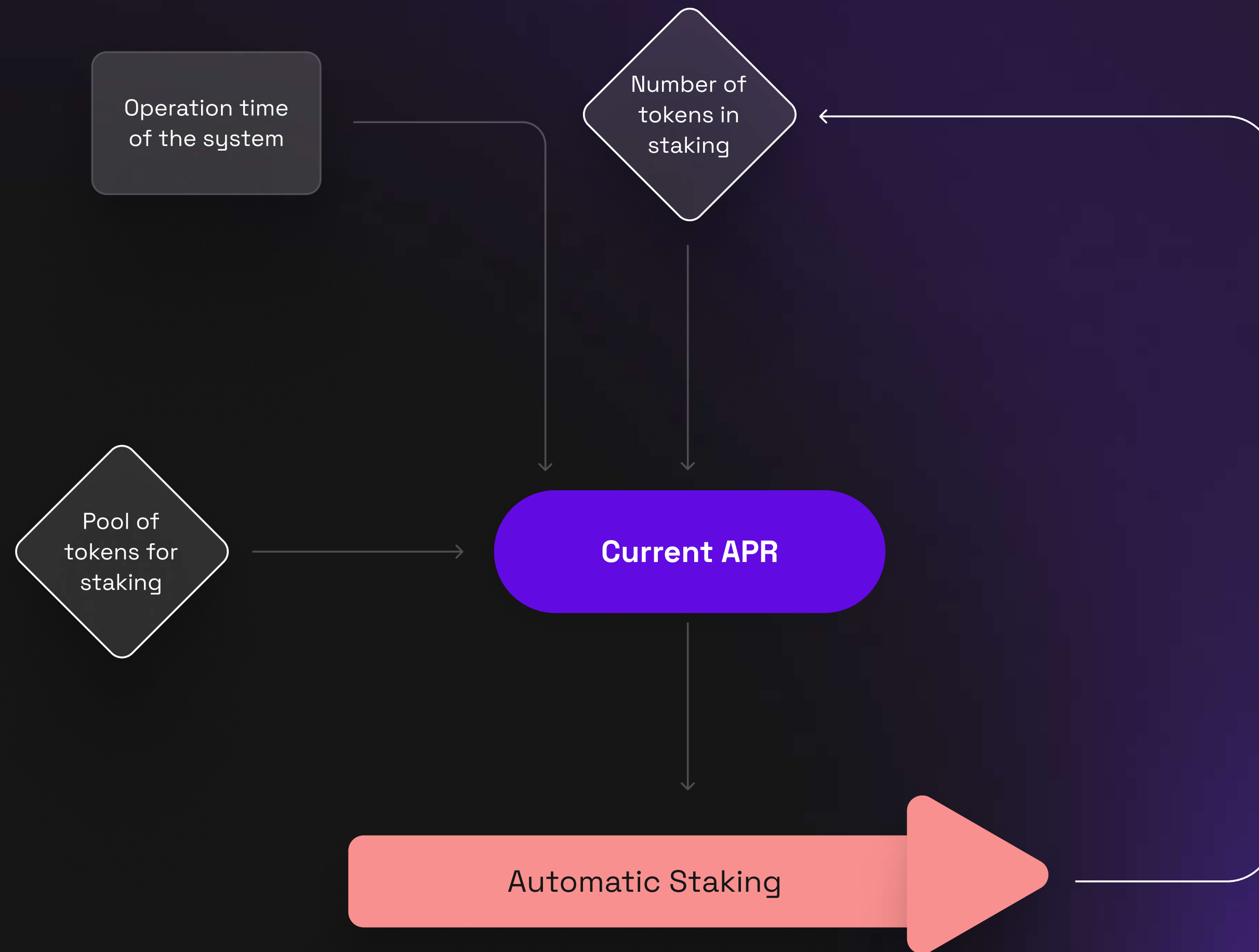
Token use case



Price

Metrics	Values
Max Supply	Max 1 660 710 000
Total Supply	Max 1 660 710 000
Circulation Supply	Max 714 107 000
Loyalz price	0.01\$ (0.043711 zł/0,0093327782 euro)
Fully Diluted Valuation	Max 16 607 100\$ (72 591 294.81 zł/ 15 499 038.0925 euro)
Market Cap	Max 7 141 070\$ (31 214 331.077 zł/6 664 602.2455 euro)

Staking



An example of how APR can be calculated

Pool of tokens for staking

Number of tokens in staking * Operating time of the system

*staking will be available after the ICO of the Loyalz Token



Let's connect

LOYALZ Token and NFT Token legal compliance information

1. The Terms and Conditions do not constitute an offer (invitation to enter into an agreement), including an offer to purchase securities, prospectus, etc. The LOYALZ Token and the NFT Token do not constitute a financial instrument or a derivative within the meaning of Polish law.
2. The User/Participant is aware that there is no uniform definition of tokens in Polish law, therefore the legal classification of a LOYALZ Token or an NFT Token may change as a result of changes in the law, case law or positions of competent authorities.
3. LOYALZ Tokens and NFT Tokens do not directly or implicitly constitute ownership or co-ownership of the property of any entity, do not entitle you to participate in any revenue generated by the Partner or Provider, and by purchasing them you do not become a partner, shareholder or person in any way entitled to the shares.
4. The acquisition of LOYALZ Tokens and NFT Tokens involves risk and is undertaken at your own risk.
5. The Partner and the Provider do not give any guarantee that the purchase of LOYALZ tokens or NFT Tokens will bring profit to the Participant.
6. The acquisition of a LOYALZ token or NFT Token does not entitle the purchaser to use the trademarks, logos or other intellectual property rights of the Partner or Provider.