

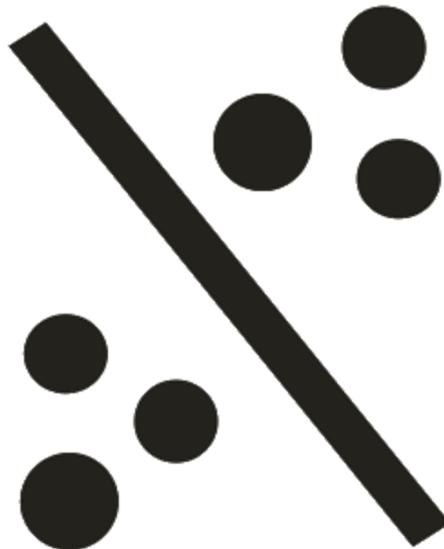
The Decentralized (DAO) Loyalty ecosystem

Token sale

under the:

Blockchain Loyalty Token (TOKENLOYALTY.IO TOKEN)

A decentralized loyalty program and newly constructed ecosystem for customers tired of all those loyalty cards, coupons, codes, as well as universal solution for the businessmen, who want to achieve lead building instead of cost-generating programs based on simple loyalty.



Official domains:

decentralizedloyalty.com

decentralizedloyalty.io

decentralizedloyalty.org

lyttoken.io

lytyourlife.com

tokenloyalty.io

overlay.global

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What Decentralized Loyalty is about: shortly

We kindly invite You to see the promotional videos on YouTube channel:

https://www.youtube.com/watch?v=Koub4I0zb_M&list=PLqccMx_PJAQ2ZcRBA_ggQeMyCjTEnK8th

join Telegram and Facebook for feedback:

Telegram: <https://t.me/lyttoken>

Facebook: <https://www.facebook.com/groups/tokenloyalty/>

What is the problem in the World in terms of loyalty programs?

What is the main problem and how we will solve it?

The main problem of customers lies in this, that loyalty points aren't money and are governed through centralized organisms – merchants. The main problem of merchants is that loyalty programs are costs and there is no tool combining marketing gamification schemes with such loyalty scheme.

Our solution:

| | | |
|-------------------------------------------------------------------------------------|----------------------------------|----------------------------|
| Decentralization – anyone can be the merchant and customer at the same time! | Points are token, token is money | Pay per lead for merchants |
|-------------------------------------------------------------------------------------|----------------------------------|----------------------------|

- **Decentralization** of the ecosystem (**Merchants will have attract the users of the ecosystem to join campaigns, any one may be in position in such a company, simply – any customer may be also a merchant**)
- **Points are token, token is money.** Our study showed that **for one of the groups (major one)** basic functionality will be to collect money and have ability to realize them in partner network of shops, services etc.
- **Pay per lead.** For merchants it is very important to have **return from the investment. In traditional loyalty programs it is all about costs**

How we can make a revolution, change the order and present new standards?

The revolution is by **bringing the decentralization model and connecting gamification marketing with real loyalty**, connecting needs of customers (money!) and merchants (profit!). This will be achieved through gamification mechanisms, advanced programming of the **Ed(p)** (demand elasticity for products through creation of loyalty to goods of specified brand) and socialization that brings the new role of recommendations.

More info: tokenloyalty.io (whitepaper, executive summary).

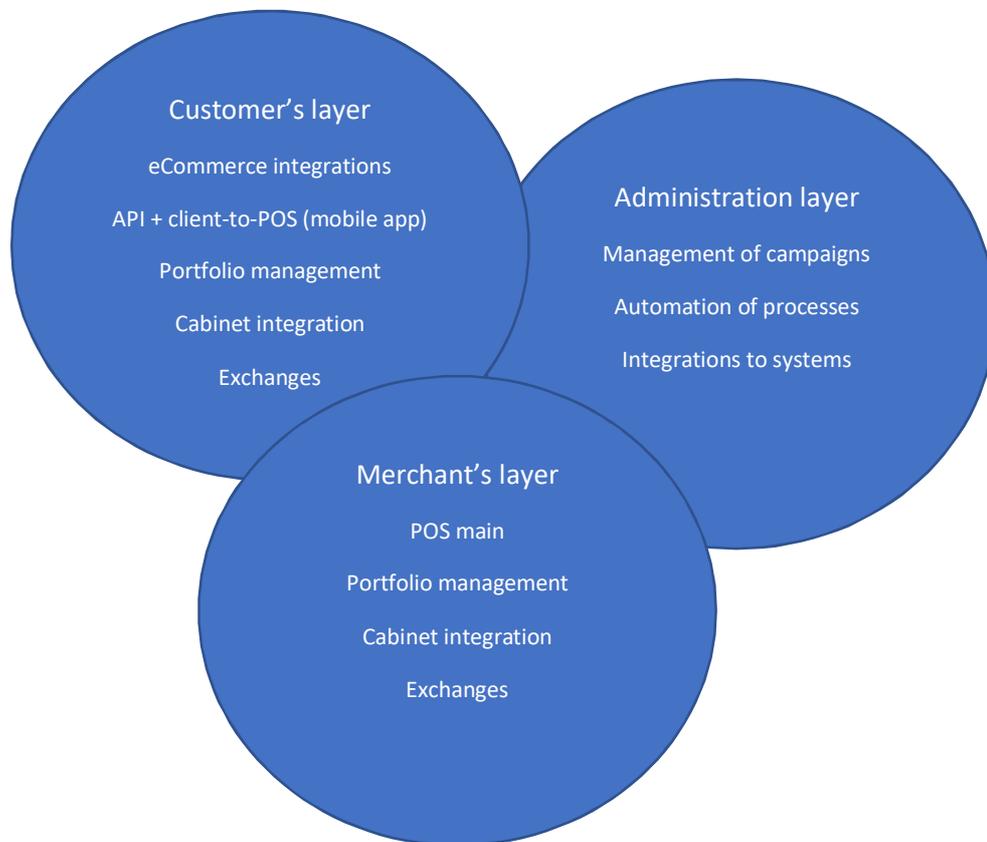
Technical assumptions of the Overlay

Overlay bases on the Waves blockchain, waves node API and advantages of the DEX. Overlay serves additional content to the main blockchain as a “software of services”. **To the main concept of the centralized Overlay does not break the idea of centralization.**

Technical assumptions

| Element or function | Short description of functions |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Basic markets function | <p>B2B</p> <ul style="list-style-type: none"> - Loyalty programs as a service to merchants of on-line and off-line business - Modules for eCommerce, integration with payment processor and cabinet management function for integration of exchanges - Freedom in establishment of motivational programs - Networking and communication with customers <p>B2C</p> <ul style="list-style-type: none"> - Freedom in decisions taking - Always win-win - Segmentation of needs in form of proposals |
| B2B function – contact with customer in the Overlay | Enables to create micro-environment for communication and interaction with Anonymous customers. Merchants may attract customers to present their data, for example, becoming “Knights of the brand”. |
| B2C function – rules of a specified campaign | During interaction with customers defined may be rules of a specified campaign (i.e. rules for earning points, rules for the “point value” of the token in a specified campaign, etc.) |
| B2C -Rewarding | Using the Added Value in form of rewards for the collected points in campaigns or giving the additional value in exchange of the token. |
| B2C/B2B – integration with exchanges | Enables cash-out anytime form the program or purchase of tokens to create campaigns. |
| C2C – fluent exchange and networking among customers | Points grouping, gifts, social exchange etc. |
| B2C/B2B – integration with POS and integration with payment processors | For the creation of the network necessary is to have POS “ends” for participating merchants (i.e. tablets with NFC to dispose points). Integration with payment processor means that we want to (and have already made initial talks) make points fully usable on debit cards as payment ability in relation to nominal value. |
| API | Especially for mobile app and other integrations |
| Integration with e-commerce supporting platforms | I.e. Prestashop, Emarsys, MailChimp, Shopify, Magento etc. |
| Planned technologies in use (selected): | |
| ZURB Foundation | |
| Elastic | |

Architecture assumptions (basic one)



There will be 3 basic layers for communication. Administration layer will be available for the Decentralized Loyalty Agency model with definition of non-standard procedures. However basic procedures are focused on interaction between merchant and customer. We plan to make basic processes available in the Overlay to sustain freedom originating from the basic blockchain (i.e. freedom of choice). However, as we discussed in the document “decentralization or centralization”, some elements of centralizations are necessary to operate for us, as an entity.

We do not present all the architecture, as we do not to present all the know-how being the asset of the LYT your life platform. Some of these assets are also defined in the whitepaper as use cases.

Access to pre-alpha version

If you want to receive pre-alpha access of the Overlay, please contact us at support@tokenloyalty.io or register in the Facebook group: <https://www.facebook.com/groups/tokenloyalty/>

We have established cooperation with two crucial partners for the project. **Divante** has a huge experience in e-commerce solutions, while the other company has a great experience in banking software and mobile solutions. Together with our team specialist, we will realize the Overlay for the ecosystem. We have managed to prepare a pre-alpha of the Overlay that will be strongly modified due to assumptions of the whitepaper and customers' experience.

Admin Panel: <http://prealpha.tokenloyalty.io:3000>

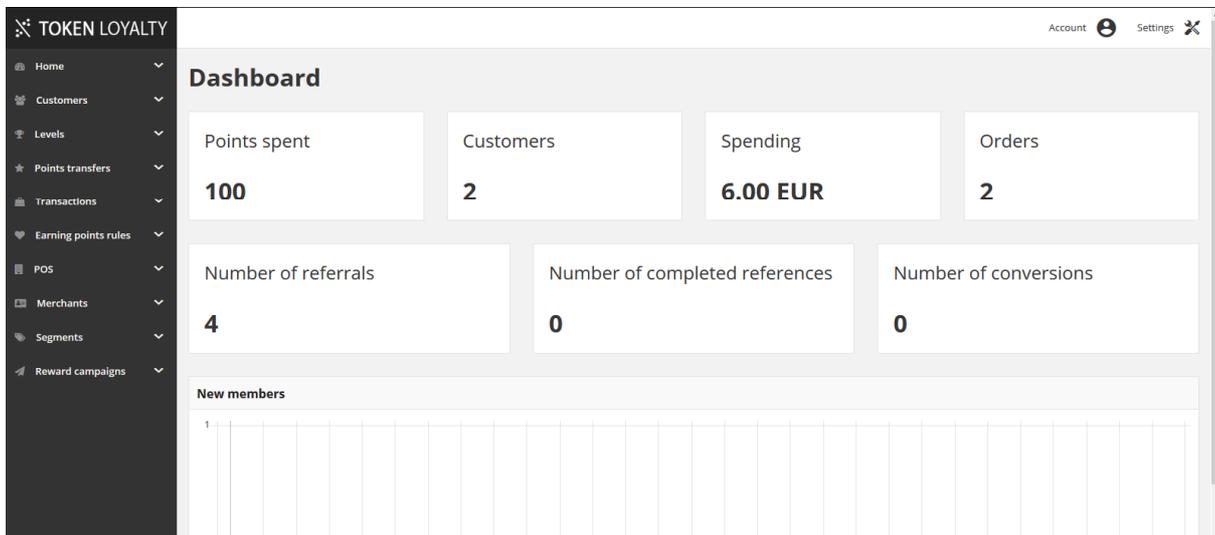
User Panel: <http://prealpha.tokenloyalty.io:3001>

Seller Panel: <http://prealpha.tokenloyalty.io:3002>

Logins and passes will be announced in the closed, Facebook group, „on demand. Please, join the group for further info. Registration in the demo version is locked (admin accepted).

Facebook group: <https://www.facebook.com/groups/tokenloyalty/>

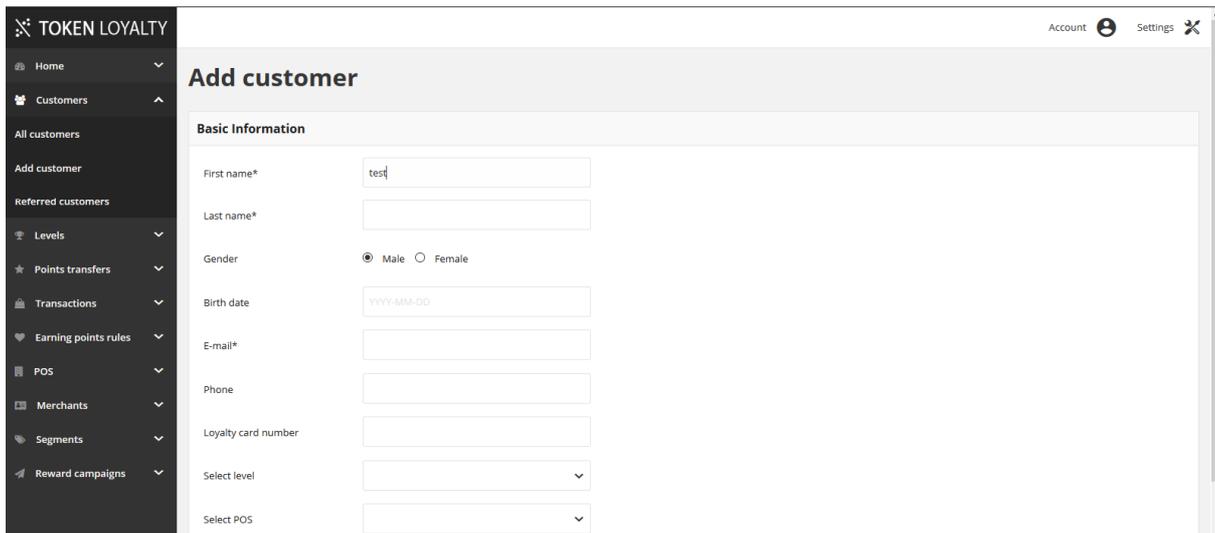
Screenshots (partially selected)



The screenshot shows the 'Dashboard' page of the Token Loyalty system. The left sidebar contains a navigation menu with items like Home, Customers, Levels, Points transfers, Transactions, Earning points rules, POS, Merchants, Segments, and Reward campaigns. The main content area displays several key metrics in a grid format:

| Metric | Value |
|--------------------------------|----------|
| Points spent | 100 |
| Customers | 2 |
| Spending | 6.00 EUR |
| Orders | 2 |
| Number of referrals | 4 |
| Number of completed references | 0 |
| Number of conversions | 0 |

Below the metrics, there is a section titled 'New members' with a table that is currently empty.



The screenshot shows the 'Add customer' form in the Token Loyalty system. The left sidebar is the same as in the dashboard screenshot. The main content area is titled 'Add customer' and contains a 'Basic Information' section with the following fields:

- First name*: test
- Last name*
- Gender: Male Female
- Birth date: YYYY-MM-DD
- E-mail*
- Phone
- Loyalty card number
- Select level: [dropdown menu]
- Select POS: [dropdown menu]

TOKEN LOYALTY Account Settings

Levels ADD LEVEL

Levels list

| Name | Description | Condition value | Reward name | Reward code | Reward value | Min order value | Customers | Active | Special rewards | Actions |
|--------|---------------|-----------------|-------------|-------------|--------------|-----------------|---------------------|----------------------------------------------------------------------------------------|-------------------|---------|
| level0 | example level | 0 | test reward | abc | 14.00% | Not set | 2 SHOW | ACTIVE | Not set | |
| level2 | example level | 200 | test reward | abc | 20.00% | Not set | 0 SHOW | ACTIVE | SHOW | |
| level1 | example level | 20 | test reward | abc | 15.00% | Not set | 0 SHOW | ACTIVE | Not set | |

Showing 1 up to 3 from 3 entries.

TOKEN LOYALTY Account Settings

Points transfers ADD TRANSFER

Points transfers list

| First name | Last name | Phone | E-mail | State | Type | Value | Created at | Loyalty card number | POS | Issue | Actions |
|------------|-----------|-----------|--------------------|---------|----------|-------|------------------|---------------------|---------|--------|---------|
| Jane | Doe | 111112222 | user-temp@oloy.com | active | spending | 100 | 2017-09-07 23:48 | 0000 | Not set | system | |
| John | Doe | 11111 | user@oloy.com | active | adding | 6.9 | 2017-09-07 23:48 | Not set | Not set | system | |
| Jane | Doe | 111112222 | user-temp@oloy.com | active | adding | 100 | 2017-09-04 23:48 | 0000 | Not set | system | |
| Jane | Doe | 111112222 | user-temp@oloy.com | active | adding | 100 | 2017-08-09 23:48 | 0000 | Not set | system | |
| John | Doe | 11111 | user@oloy.com | active | adding | 100 | 2017-08-09 23:48 | Not set | Not set | system | |
| Jane | Doe | 111112222 | user-temp@oloy.com | expired | adding | 100 | 2017-08-09 23:48 | 0000 | Not set | system | |

TOKEN LOYALTY Account Settings

Add earning points rule

Basic Informations

Name *

Description *

Active

Type details

Type *

Activity of rule

All time active

Event rule

General spending rule

Multiply earned points

TOKEN LOYALTY

Customer Profile

sledziona01 sledziona01

Current level - level0

a@a.pl
4444444

Profile details

First name: sledziona01

Last name: sledziona01

Birth date: 2017-09-25

Gender: male

Created at: 2017-09-25 12:06

Show all profile details

Loyalty

Active points: 0

Used points: 0

Expired points: 0

Profitability

CLV: 0 EUR

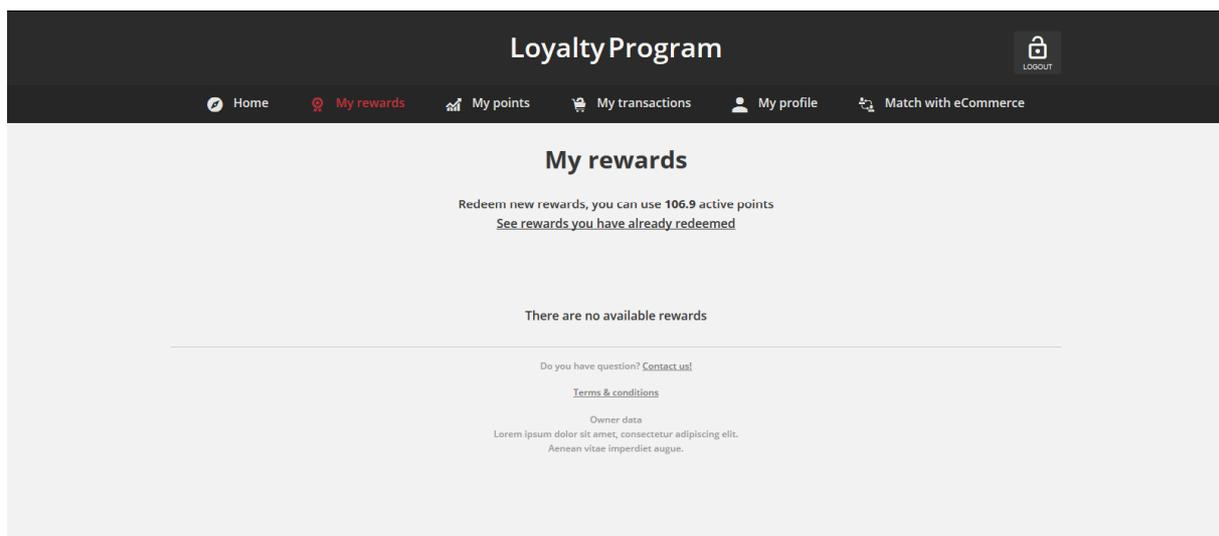
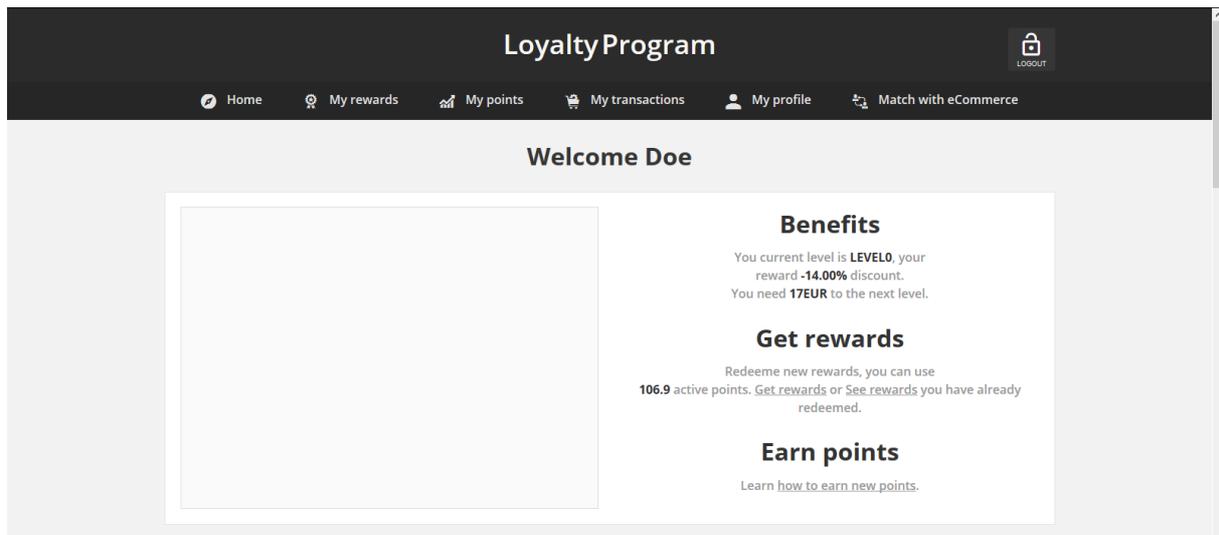
AVO: 0.00 EUR

Orders: 0

Transactions Points transfers Available rewards Redeemed rewards

| Document number | Document type | Purchase date | POS | Amount | Points earned | Actions |
|--------------------|---------------|---------------|-----|--------|---------------|---------|
| No data to display | | | | | | |

[ALL TRANSACTIONS](#)



Disclaimer

This disclaimer is a part of full Terms&Conditions. Please, read the Terms&Conditions as their acceptance is obligatory to join token sale.

The LYT tokens are not and will not be registered under the US Securities Act of 1933, and shall not be offered or sold in the United States or to or for the benefit of the United States Rule S under the Securities Act, provided that they are not registered or are subject to a relevant exception from the registration requirements of the Securities Act. Such an exemption is that LYT tokens may be purchased from the resale on their own account and for investing by investors who are (1) are not in any way connected with the LOYAL (TOKENLOYALTY.IO) Limited, (2) some of the economic risks are exposed, the tokens are owned and (3) they are not part of the distribution of the tokens part.

Our team is doing everything in terms of safety and security of the services Decentralized Loyalty will provide or provides, yet we cannot protect against all possible circumstances, especially not depending on us (like the environment for the creation of the token). Therefore all risks assumed by using the Decentralized Loyalty platform in any capacity, including but not limited to deploying campaigns, participating in campaigns using Lyt your life platform, marketplace, and collecting LOYAL (TOKENLOYALTY.IO) through the platform are solely assumed by the user. Users must measure the gravity of potential value loss against their trust in the services Decentralized Loyalty will provide and act as they see appropriate. Never trust anything that one cannot afford to lose to any entity, Decentralized Loyalty or otherwise, without fully understanding all of the mechanics involved in the whole procedure. LOYAL (TOKENLOYALTY.IO) tokens are meant to be held and used by those well-versed in cryptographic tokens, only for the purpose of accessing the services on the Lyt your life platform. Decentralized Loyalty and its team must abide within the laws set forth in its operational country(ies). We intend to provide our services in as decentralized a fashion as reasonably feasible, but our legal entity must act according to the rules and bounds encoded in applicable laws. This includes but is not necessarily limited to laws governing financial operations, employment, fee charging, and sales.

Attention! Citizens of: Poland, USA and China are excluded from the token sale!

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