



CORPORATE PRESENTATION

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XERA AT-A-GLANCE

Designed and developed by traders, for traders

EXPERIENCED TEAM



Xera's team includes traders having decades of experience within

- Banking
- Information technology sectors
- Targeting to deliver an integrated cryptocurrency trading platform to the investors.

HIGH QUALITY API



XERA will provide a high-quality API to allow automated trading. The API will provide

- Market data via a REST API
- A Websocket API which pushes instant updates
- User access to all trading features, thus maximizing the capabilities for those traders who want to automate their trading.

FUNDING



To fund the development of XERA, an ICO will be launched

- To sell the XERA token
- Provide traders with access to a platform that incorporates all of the components that investors need at one place.

THE PROBLEM

Issues which are currently being faced by traders dealing in cryptocurrency

1

LIQUIDITY ISSUES

Although an uptick in the cryptocurrency market has slightly minimized this issue through additional capital injections, still high volatility in pricing and trading volume thresholds are creating additional liquidity problems for the traders and investors.

2

NO CURATION OF COINS

There are hundreds of coins being listed by exchanges that fade within a couple of quarters, trapping investor money. There is no curation of coins according to their feasibility and genuineness. Ignorance and greed has led to either only very few coins being offered or all coins being listed.

3

SLOW ENGINE AND HIGH LATENCY

Experienced traders require exchanges with low latency and nano-second processing for volume trades. Most of the cryptocurrency exchanges are not designed for low latency trades, which leads to significant lag time and missed trading opportunities.

THE PROBLEM

Issues which are currently being faced by traders dealing in cryptocurrency

4

SECURITY ISSUES

Some of the serious security concerns and risks faced by exchanges are safety of wallets, double-spending, growing vulnerability to orchestrated attacks on exchanges, etc. Since 2014, over 980,000 Bitcoins have been lost due to various forms of digital thievery.

5

LACK OF AUTOMATED FEATURES

Many traders currently have to use a collection of external tools and resources to complement their cryptocurrency trading which may or may not be compatible with their existing platform of choice.

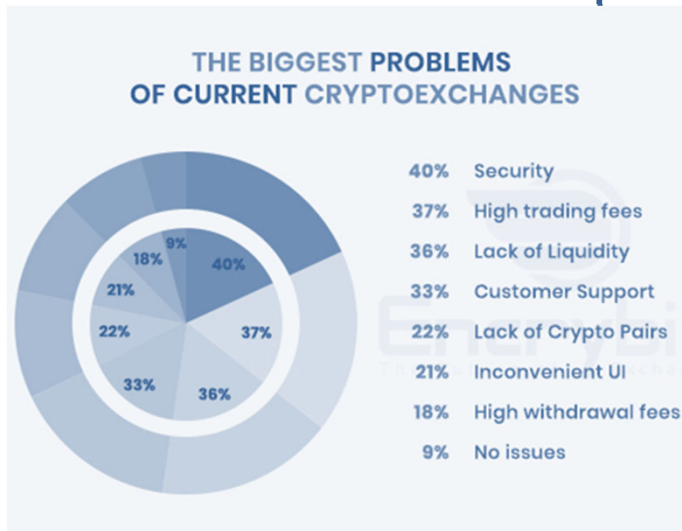
6

LENGTHY VALIDATION PROCESS FOR KYC APPROVAL

Exchange platforms have a huge backlog of potential users waiting to be verified which delays the trades to be executed by the investors thereby increasing the opportunity cost for both investors and exchanges.

WHY NOW?

Facts Contributing to the Establishment of XERA



OTHER ISSUES :

- Missing advanced trading features such as inability to handle high volume trades, and lack of multiple order types processing capability.
- Exchanges unable to keep their new account opening facility open all the time due to influx of people. Because of this issue, many affluent traders were not able to register at their desired exchange.
- Due to lack of liquidity or slow system execution, sometimes orders are not placed on time. Supply and demand is low on the exchange for some coins so the trader has to wait for required buyer/seller to arrive on the exchange.
- Unexpected shutdown of trading platforms, subsequently taking hours or days to get back in action, and that all with no information or notification from exchange support¹.

XERA will be launching a centralized exchange backed by a powerful trading engine with advanced in-built features addressing the issues related to security & liquidity. It will be able to handle high volume trades with ease. The exchange will make a transition to decentralization in the year 2020.

THE SOLUTION

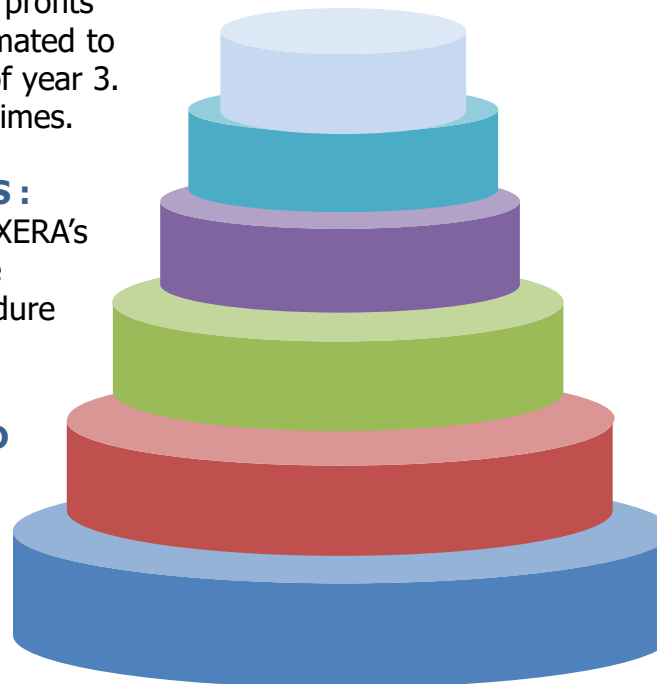
Solutions offered by XERA to address the issues

RESERVE LIQUIDITY POOL : XERA will transfer an amount of 10% of monthly profits to the reserve liquidity pool and is estimated to amount to **\$2.25 million** by the end of year 3. This will ensure healthy liquidity at all times.

REGULATED ADDITIONS OF COINS : To avoid the listing of shitcoins on the XERA's platform XERA will undertake extensive research and regulate the entire procedure of listing from its inception.

HIGH PERFORMANCE ENGINE AND LOW LATENCY

XERA exchange is going to be on one of the fastest engines with super low latency sustaining a 2.5 Mtps throughput. It will keep on working to enhance it and create an HFT (High-performance trading) system with increased scalability.



HIGH SECURITY : Cold wallet storage, multi-signature wallets, dedicated team of security professionals and smart contracts will be used to maximize the security.

ADVANCED FEATURES:

XERA provides features related to detailed reporting, advanced charting tools, multiple order types, price alert system and detailed portfolio performance updates under one roof thereby eliminating the need for third party software.

FASTER KYC :

XERA have partnership with Authenteq, for faster KYC process, as fast as 90 seconds.

VALUE PROPOSITIONS

Unique features of XERA

TWO INTERFACES WITH MULTI-DEVICE FEATURES

Developed two interfaces i.e. basic and advanced for beginners and experienced traders including Multi-Device features to work across all devices and apps.

MULTIPLE ORDERS

Fully featured exchange with multiple orders capability like OCO (one cancels other), Limit, Market, Stop-Limit, Trailing Stop, Fill or Kill, Scaled.

FULLY INTEGRATED NOTIFICATION MECHANISM

Facilitates traders to set alerts through email or SMS for their defined tasks and orders and also receive notifications for pre-defined indicators.

REAL- TIME P&L UPDATES ACROSS TIME FRAMES

Enables traders to view their profit or loss in real-time as a percentage and in BTC, across time frames of 24 hours, 7 days and 30 days.

VALUE PROPOSITIONS

Unique features of XERA

INTEGRATED ON-SITE TUTORIALS

Provides access to tutorials explaining how to trade in less than 30 minutes and helping to understand, learn, implement and improve trading capabilities with the aid of visuals, voice and AI.

HIGHLY SECURE

Experienced security team backed by a rigorous set of audits and the latest innovations in cyber security ensuring that personally identifiable information (PII) is completely secure from theft and unapproved accessibility.

FIAT INTEGRATION

Securing the required legal agreements for offering fiat as a payment method because of its being liquid and stable.

BUILT- IN TRADING AUTOMATION

Provides a scripting environment to automate trading and grants access to market data, simplified graphic interface with dual dashboard and technical indicators.

COMPETITIVE LANDSCAPE

Benefits offered by XERA over its competitors

	Xera	Bittrex	Binance	Kucoin	Cryptopia	HitBTC	Bitfinex	Gemini	Poloniex	itBit	WEX
Trading Fees*	0.05%	0.25%	0.05%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1% - 0.2%	0.2%	0.2%
Engine Capability	2.5 Mtps	N/A	1.4 Mtps	2 Mtps	1 Mtps	1.4 Mtps	2 Mtps	1.4 Mtps	N/A	N/A	N/A
Latency (Milliseconds) **	0.0005	0.03	0.182	0.279	0.062	0.003	0.03	0.154	0.03	0.103	0.03
Trading Capable iOS App	✓	✗	✓	✓	✗	✗	✓	✗	✗	✗	✗
Trading Capable Android App	✓	✗	✓	✓	✗	✗	✓	✗	✗	✗	✗
Multiple Order Types	✓	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗
Notification Mechanism ***	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗
Dual Dashboard - Simple & Advance	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗
Reporting Function ****	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗
How to/Tutorial Section	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗
Fiat Integration	✓	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗
Auto-Trading Function	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Liquidity Pool (Growing)	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

* Including trading with native coin

** Can affect various external factors. Mentioned value tested in our POC setup

*** For trading strategies, order fulfillments

**** Loss/gains for 1/7/30 days

COMPETITIVE ADVANTAGE

How XERA is different?

Reasonable fees with 24/7 support

XERA charges a nominal fee of 0.05% for the transactions where trading is paired with XERA coin as compared to a flat fee charged by most of the exchanges. It also provides 24x7 support with dedicated agents who have verified expertise in their respective fields.

Launching the Next Generation Exchange

Most of the exchanges in the market face issues related to security, slow server speed and poor support. On the other hand, XERA will launch the next generation exchange allowing traders to have control over their funds and superior trading execution services. It also plans to transition it to decentralization by 2020, when it is expected that the tech to support DEXs would have matured.

High Speed With Low Latency Rate

XERA has achieved a speed of 2.5 MTPS (Million Transactions Per Second) compared to Binance's 1.4 MTPS¹⁰. This will give traders on XERA platform true edge while trading. The experts at XERA are constantly enhancing the performance of the platform by also reducing the latency rate.

MANAGEMENT TEAM

Include details regarding the core team

//

Abhishek has over 18 years of industry experience leading large teams in datacenter and system management project, along with development work in a senior capacity. He has been working as an early blockchain and cryptocurrency advocate since 2013 as an investor. Abhishek's experience working with the world's most recognizable and sizable companies, brands & executives have given XERA unique access to an audience that is critical in the ongoing growth of the company.

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ABHISHEK SINGH
CO-FOUNDER & CEO

//

Arpit has over 6 years of experience in administering technical and strategic assistance focused on blockchain-based businesses and distributed ledger technology (DLT). Arpit's core expertise includes providing and implementing infrastructure solutions for data center management, as well as coordinating and implementing technology projects.

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ARPIT SHARMA
CO-FOUNDER & DIRECTOR OF TECHNOLOGY

MARKET BACKGROUND

Trends in Market

- Mike Novogratz (Billionaire trader and longtime cryptocurrency bull) has predicted that the total crypto market cap will reach \$20 trillion in the long term.
- Bitcoin holds the biggest market share of approximately 43.72% on 20 March, 2018, despite of more than 500 cryptocurrencies in existence².
- Currently, there are 500 exchanges, compared to 70 exchanges three years ago.



- Major Bitcoin and cryptocurrency exchanges within the global market have been adding more than 100,000 users per day⁶.
- The global market's largest cryptocurrency exchange, Binance revealed that it has added more than 250,000 users on a single day⁶.
- Binance has more than 8 million registered users. It surpassed Deutsche Bank in profitability recording a profit of \$200 million during the first quarter of 2018⁷. It expects total profitability in 2018 to cross \$1 billion.

MARKET OPPORTUNITY

Cryptocurrency market

Total Cryptocurrency Market Capitalization⁵

(Reached \$257 Billion as of 1st July, 2018)

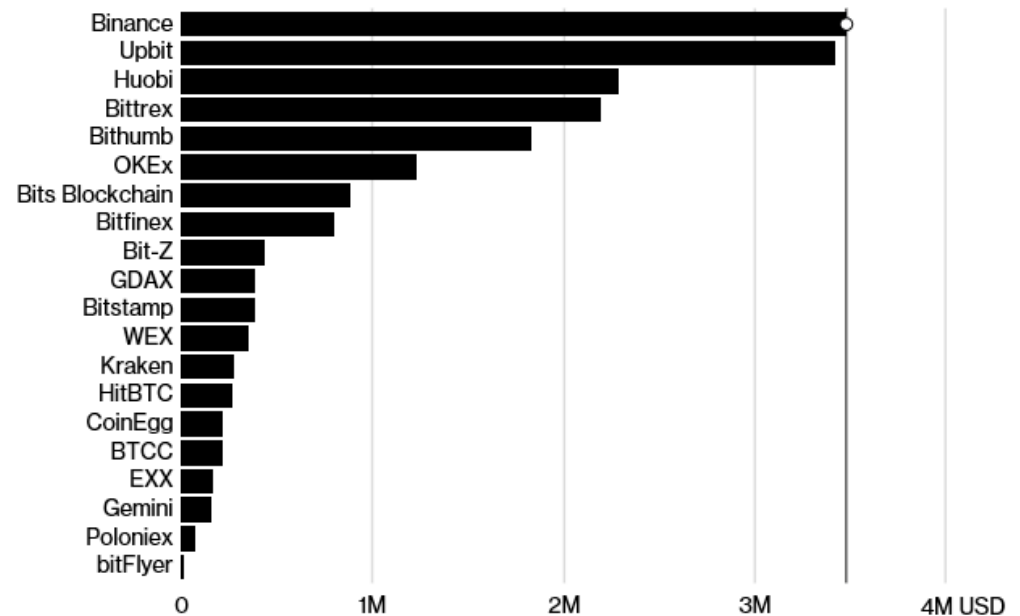
Including Bitcoin for the Period 1st July 2015 to 28th July 2018



FUTURE GROWTH

Growth opportunities in the market and how XERA will take benefit of those

- The global cryptocurrency market is expected to witness a CAGR at 56.2% during the forecast period (2017 – 2025)⁸.
- XERA is presently operating as a centralized exchange. As the larger exchanges, such as Binance and Bitfinex, are exploring decentralization, XERA will also join the race through launching its own decentralized platform in future that will provide access to larger cryptocurrency market and also allow the execution of substantial number of additional orders.
- As per the estimates of Bloomberg, the top 10 crypto exchanges are generating as much \$3 million in fees a day, or heading for more than \$1 billion per year⁴.
- Binance and OKEx are handling the largest volume of trading, equal to about \$1.7 billion daily⁴.



“Daily trading volume and annual revenue of top 10 exchanges shows the boom in virtual currencies which will generate real cash to the crypto exchanges in future⁴.”



XERA COIN

Token development

In addition to offering a secure cryptocurrency trading mechanism, XERA will also provide XERA coin: a utility coin that is developed on the ERC20 standard and is going to follow the Ethereum platform. The token will be the native currency for XERA and will be priced at \$0.50 during ICO cycle. Further discounts will be provided during each phase of funding. Once the coin has been launched on XERA exchange (Quarter 1, 2019), the price will depend on market conditions prevailing at that time.

Features of XERA:

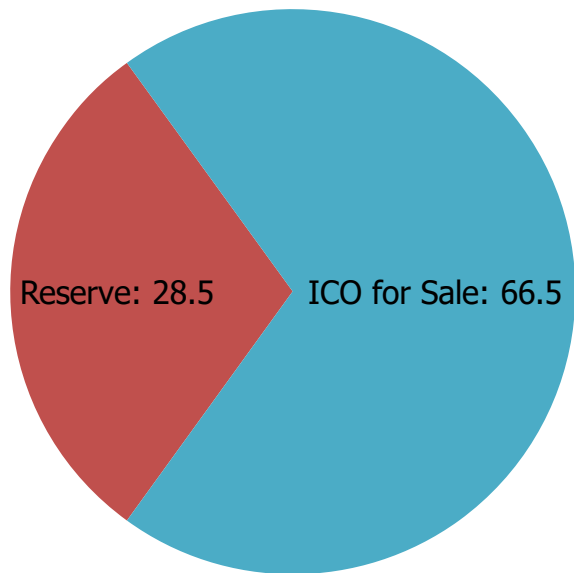
ERC20 Compliant: "XERA" will be the ERC20-standard token developed on the Ethereum blockchain acting as the native currency and designed to support and fuel the complex ecosystem.

Reduced Fee: Traders will be able to trade with just 0.05% fees if trading is done in a pairing with XERA coin in comparison to standard fees of 0.1% when paired with BTC.

Token Buyback: It will also incentivize the token holders through providing additional benefits in the form of buyback of XERA coins to the tune of 20% of the total quarterly profits generated from trading fees which in turn will boost the demand for the tokens. Such buyback will continue until the time 50% of the total tokens have been bought back.

TOKEN ECONOMICS

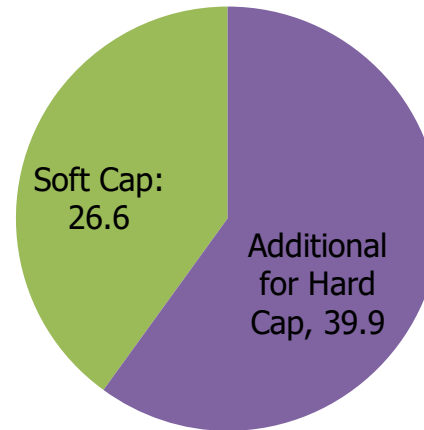
Token issuance details



Total Token Supply: 95 Million

■ ICO for Sale ■ Reserve

Figures in Millions



Total Hard Cap: 66.5 Million

■ Soft Cap ■ Hard Cap

“Coin supply of XERA will be in the form of 95 million XERA tokens. 70% of such tokens will be issued in three phases with different pricing and bonus arrangements. 30% of the total supply will be kept as reserve (5% - Reserve, 10% - Advisors and 15% - Team). A locking period will be placed until end of Q1 2019, when XERA trading platform will launch.”

TOKEN ECONOMICS

Token issuance details

XERA token sale will start on October 1, 2018 and conclude on November 27, 2018.



Sale Starts: October 1, 2018
Sale Ends: October 10, 2018
Number of Tokens: 13.3 Million
Bonus: 20%
Price Per Token: \$0.40
Total Targeted Funds: \$5.32 Million



Sale Starts: October 15, 2018
Sale Ends: November 3, 2018
Number of Tokens: 26.6 Million
Bonus: 12%
Price Per Token: \$0.44
Total Targeted Funds: \$11.70 Million



Sale Starts: November 8, 2018
Sale Ends: November 27, 2018
Number of Tokens: 26.6 Million
Bonus: 8%
Price Per Token: \$0.46
Total Targeted Funds: \$12.23 Million



Token Price: \$0.50



Minimum Investment: 0.1 ETH

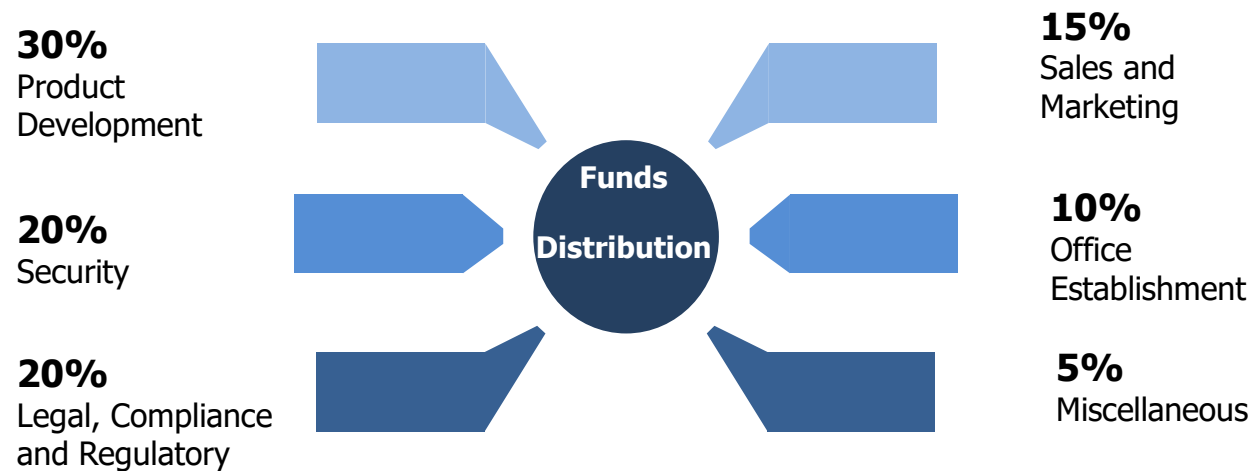


Payment Method: Ethereum

ALLOCATION OF FUNDS

Details regarding how the funds will be utilized by XERA

Funds raised from selling 70% of the token supply during the ICO will be used to establish the decentralized XERA exchange that will be launched in Quarter 2, 2020:

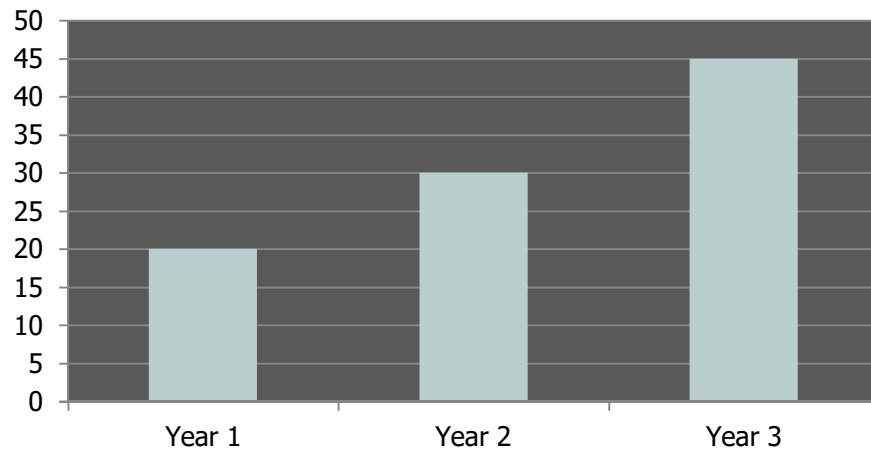


NOTE : Thirty percent of the tokens (28,500,000 tokens) will be held in a reserve for the additional development of the XERA platform and can't be sold before 1 year from the date of the initial token sale.

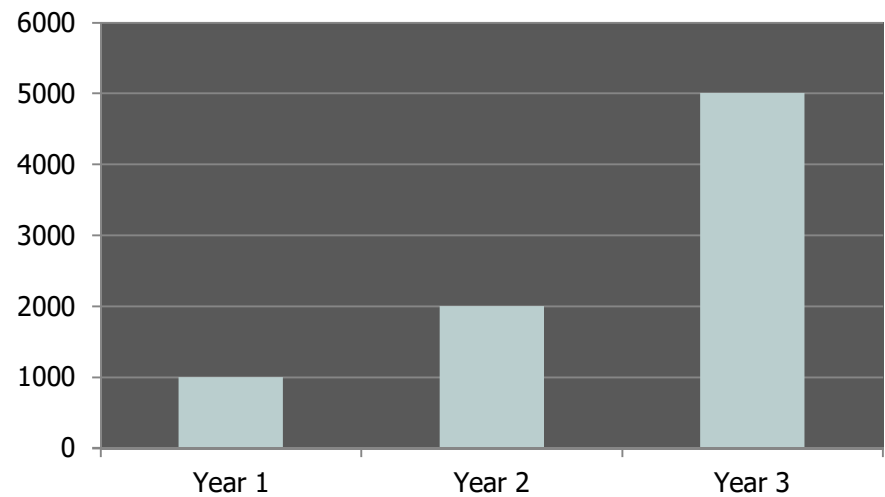
MARKET SHARE

Number of users captured by XERA during the projected period

Average Number of Institutional Clients



Average Number of Retail Clients



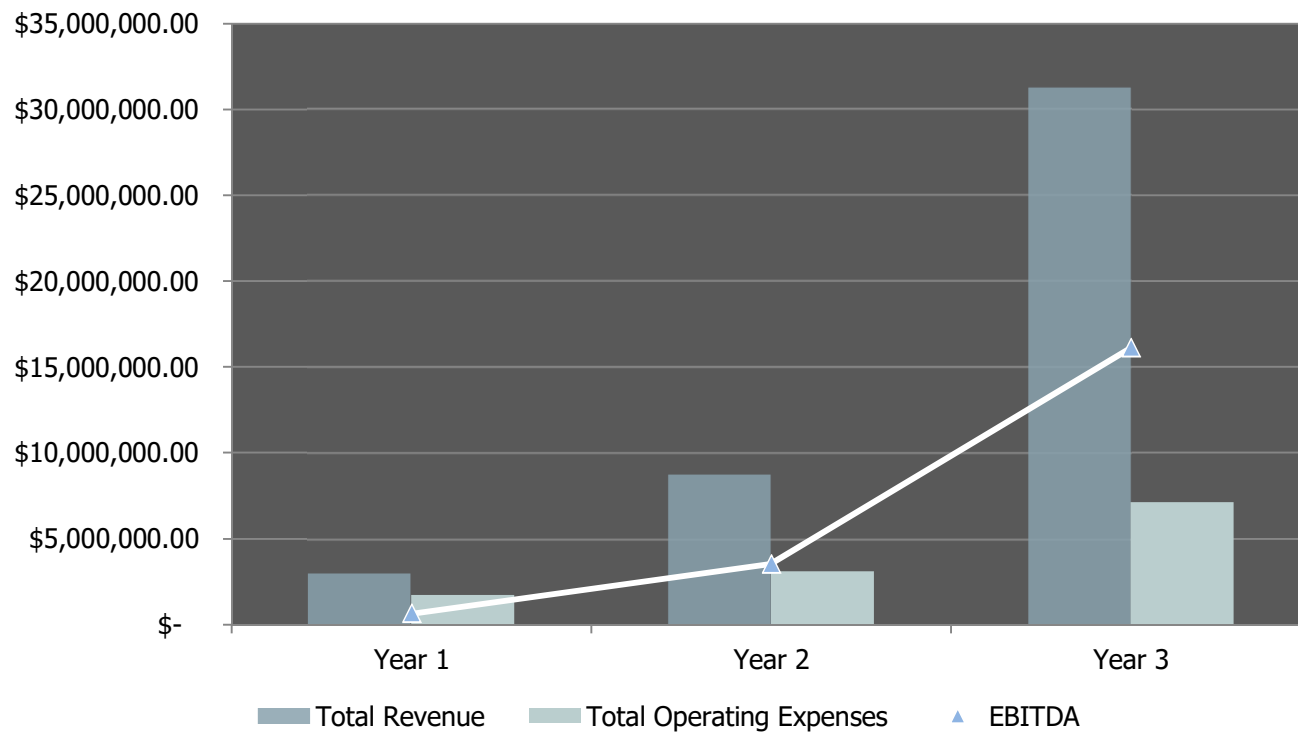
FINANCIAL HIGHLIGHTS

Include Revenue Breakdown



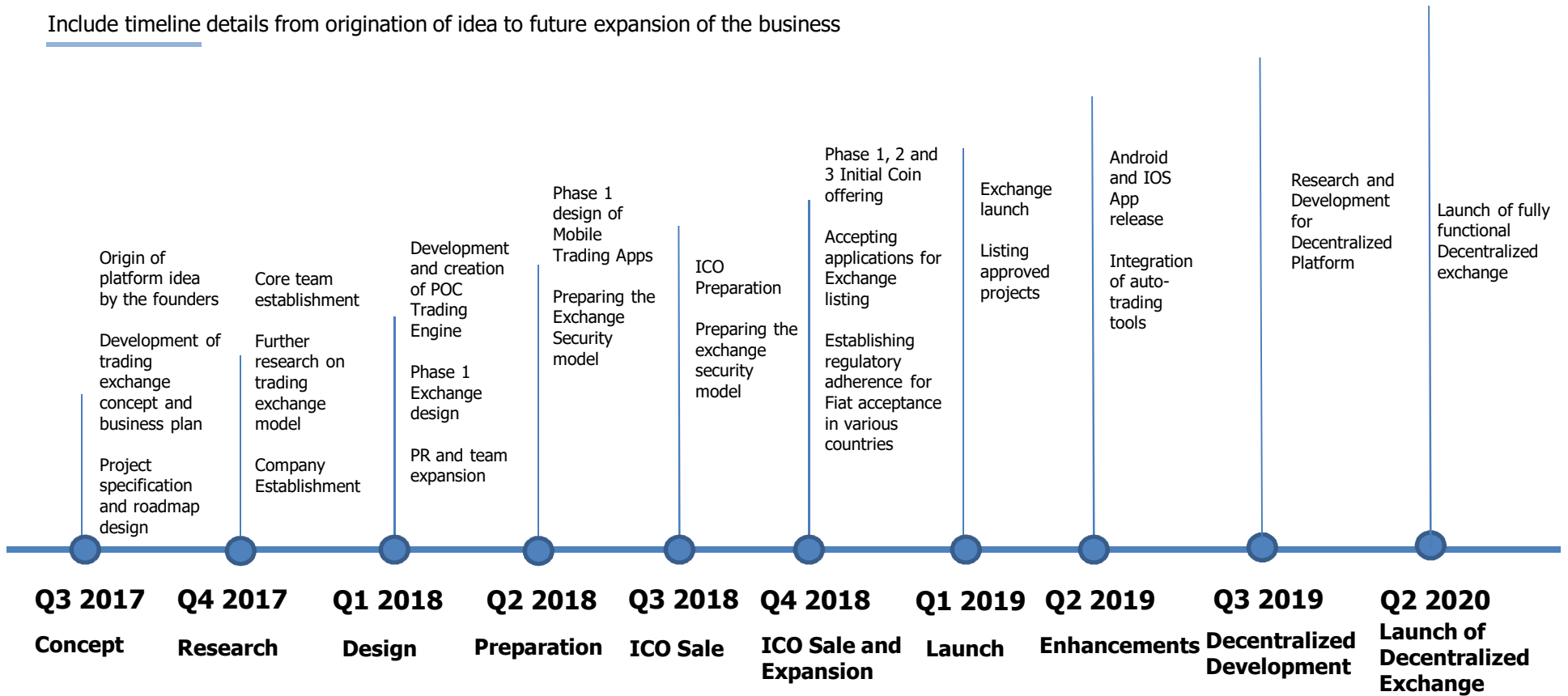
FINANCIAL HIGHLIGHTS

Include Revenue, EBITDA and Operating Expenses



ROAD MAP

Include timeline details from origination of idea to future expansion of the business



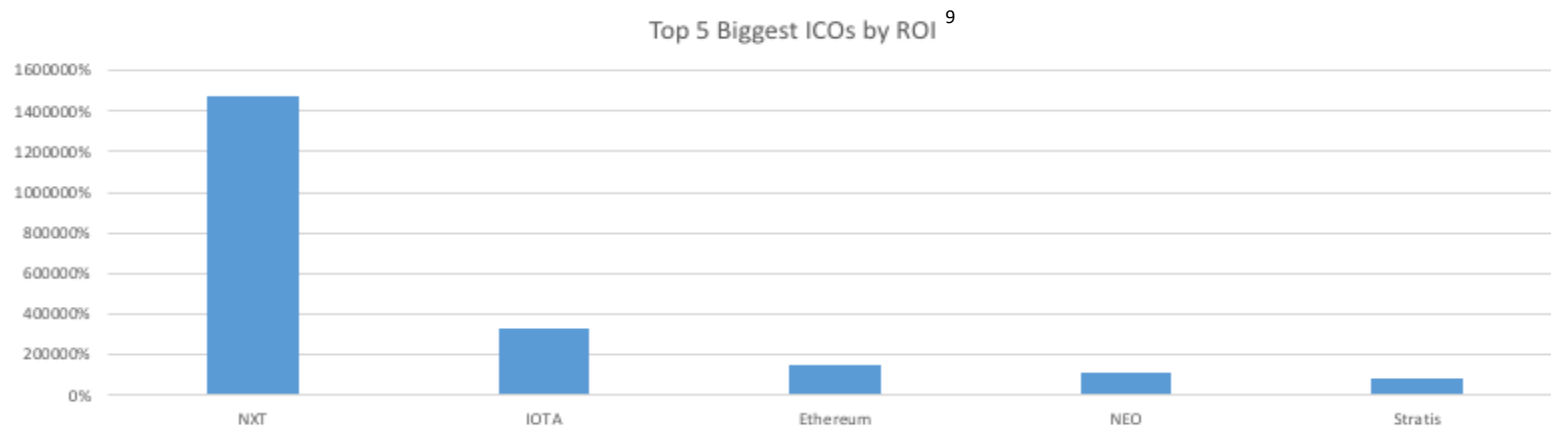
SHORT TERM INVESTOR BENEFITS

Benefits from XERA tokens

During the year 2017, a total of 209 ICOs were launched raising a total amount of \$3.69 billion. The said number increased to 675 ICOs during the first 7 months of the year 2018 funding a total amount of \$17.24 billion³.

Exchanges have entered the mainstream and are the hot topic in the cryptocurrency world. They have attracted huge investor interest and the performance of the entire segment is expected to remain extremely strong during the next few quarters. The bullish move would result in attractive returns even in the short term.

XERA is launching its own decentralized trading platform through issuing XERA tokens where investors will receive return in the form of value appreciation and also in the form of reduced fees thereby increasing their ROI.



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REFERENCES

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