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ZUCOINS STRATEGIC PAPER

Introduction

As the popularity and mainstream acceptance of cryptocurrencies (Cryptos) like Bitcoin, Ethereum and Litecoin increase, mainstream everyday users have been looking for more exposure to these digital assets and blockchain based technologies.

Providing an instant and seamless exchange of transactional data between cryptos, everyday users, online merchants, organizations and mainstream retailers is the underlying philosophy behind launching an innovative global marketing and advertising ecosystem utilizing the Zukaz App and a new crypto called the "Zucoin" (Zucoin Ecosystem).

In a strategic alliance with Lakeba Corporation Pty Ltd (www.lakeba.com), the Zucoin Ecosystem will be launched to streamline processing capabilities between merchants and their customers.

Cryptocurrencies

Zucoins are a digital crypto asset designed to work as a medium of exchange using split-cryption hashing technology to secure transactions, increase processing efficiencies, eliminate fees and charges and to control the creation of additional cryptos.

One of the major differentiators of modern day cryptos is the emergence of transactional databases in the form of a distributed ledger, referred to as a "blockchain".

A major benefit of cryptos is that they are not stored in a bank. They are digital, decentralized, and tracked by blockchain. The first crypto, Bitcoin, came into existence circa 2009. As people began to barter Bitcoin more regularly, the utility of Bitcoin as a functional form of value transferability became apparent.

Bitcoin's success has sparked the creation of many other cryptos, including Zucoins.

While Bitcoin's price has been very volatile and costly to transfer, its trend has been extremely bullish, increasing in price exponentially.

In September 2017, respected Wall Street analyst, Thomas Lee, co-founder of Fundstrat Global Advisors and former JP Morgan Chase chief equity strategist from 2007 to 2014, appeared on CNBC's Fast Money and reaffirmed his views on Bitcoin where he said:

"Based on our model, we estimate that Bitcoin's value per unit could be USD 20,000 to USD 55,000 by 2022..In other words, substantial upside exists in owning cryptocurrencies here....In our view, this is a game changer, enhancing the legitimacy of the currency and likely accelerating the substitution for gold..."

Lee further emphasized that the growing presence and mainstream adoption of Cryptos are being deemed as serious threats to major financial institutions because the decentralized nature of Cryptos renders the existence of mediators and third party service providers useless.

Significantly, the constraints on the Zucoins supply and usability within the Zucoin Ecosystem mean that there will be a high demand for the limited number of Zucoins released within the Zucoin Ecosystem.

Blockchain

The main innovation behind Cryptos and Zucoins is that instead of relying on a trusted third party, transactions are recorded and propagated in a distributed ledger known as blockchain. This allows transactions to be trust-less, censorship-resistant, permission-less and private.

Once a transaction is confirmed by the blockchain network, it becomes irreversible. It cannot be charged back through a dispute process like other forms of money transfers or credit cards.

The primary benefit of using a blockchain as a ledger is that it is a freely and publicly available transaction history, making it completely transparent.

With the additional protections and processing efficiencies of the patented Splitcryption technology, Zucoins will become one of the most advanced Cryptos in the world by delivering a decentralized platform tracked by Splitchain at no cost and without processing time delays.

The Zukaz App

The core functionalities provided within the Zucoin Ecosystem are represented by the Zukaz App, Zucoins (being splitchain-centric) and an existing e-wallet proprietary global payment processing platform overlaid with the same augmented reality technology used by Pokemon Go.

The Zucoin Ecosystem delivers merchants and their customers a powerful 24/7 interactive management tool to globally brand, advertise, distribute, collect and trade products, services or loyalty rewards.

Within the Zucoin Ecosystem, merchants are able to strategically target existing or new customers anywhere, any time at no cost.

Significantly, the Zucoin Ecosystem will become a formidable disruptive force capable of re-directing global advertising revenues in excess of USD 540 Billion (Circa 2016) away from Facebook and Google and directly into the hands of merchants, consumers and Zucoins within the Zucoin Ecosystem.

Zucoins

Zucoins blockchain will be based on splitcrypton hashing technology and will permit token holders access to store or exchange within the Zucoin Ecosystem.

In many ways, Zucoins are similar to physical precious metals with the added advantage of being easily divisible, transferable for trading goods and services and directly linked to Merchants and consumers upon redemption or sale of Zukaz Vouchers within the Zucoin Ecosystem.

The Zucoin Ecosystem will render Facebook, Google and Twitter advertising mediums virtually redundant by offering a far superior cost effective solution directly between online and mainstream businesses using augmented reality technology.

The purchase, ownership, receipt or possession of Zucoins carries no rights, express or implied, other than the right to use Zucoins as a means to enable usage of and interaction within the Zucoin Ecosystem. In particular, holders of Zucoins understand and accept that Zucoins do not represent or confer any ownership right or stake, share, security, or equivalent rights, or intellectual property rights or any other form of participation in or relating to the Company, other than those rights outlined in the terms and conditions.