

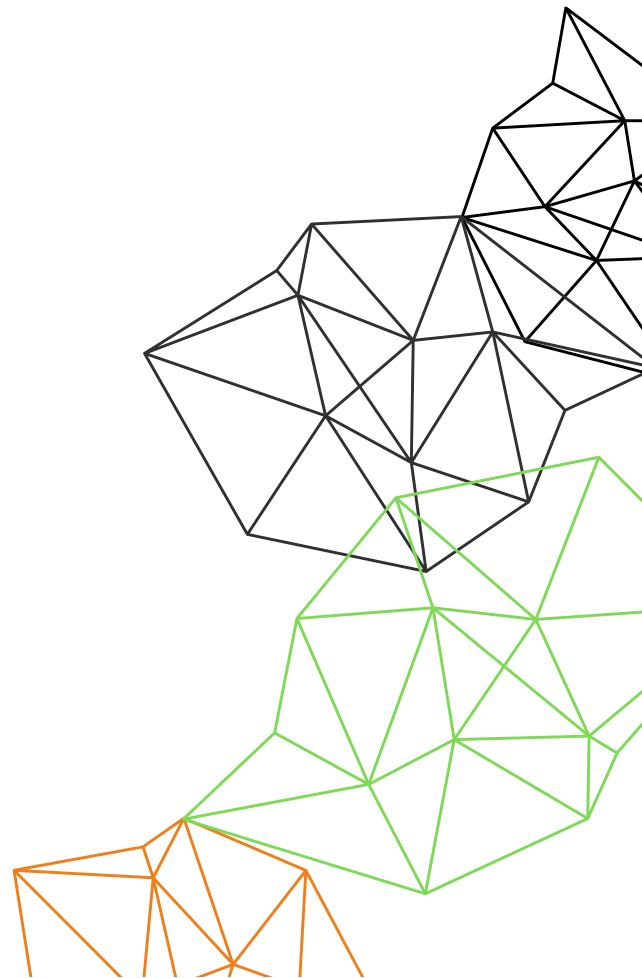


# **ZENEX** TOKEN WHITEPAPER

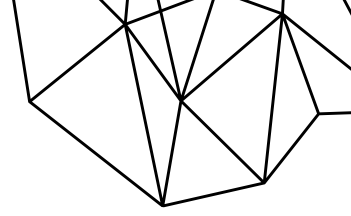
# CONTENTS

About the **ZENEX** project

1. Goals and objectives. Project's infrastructure
2. **ZENEX** token
3. **Tokenomics**
4. Project Roadmap
5. Markets Overview
  - 5.1. Payment Systems Market
  - 5.2. Cryptocurrency Market
  - 5.3. Gambling and Gaming services Market
  - 5.4. Advantages of blockchain technologies
  - 5.5. Conclusions
6. Contacts
7. Legal reference



# ABOUT THE **ZENEX** PROJECT



The landscape of the modern world implies digitalization of all the aspects of people's lives. According to the report of We Are Social and Hootsuite on the state of the "Global Digital 2021" digital sphere, the total number of mobile Internet connections is growing rapidly: **in 2021, the number of devices connected to the network has increased to 8.02 billion**, and **the number of Internet users exceeded 4.66 billion people**.

Today 59,5% of the world's population are extensive Internet users. With more and more aspects of daily life switching to online form as a consequence of the restrictions caused by the global pandemic, the number of extensive Internet users grows and will keep growing. Every day the average Internet user spends almost 7 hours online using various devices, which makes up for 48 hours a week or 2 full days out of 7.

**Digitalization has become a trend** that is changing the business environment in various fields, most notably in payments, e-commerce and entertainment industries. Cryptocurrencies are spreading through various areas of online businesses that are increasingly enthusiastic about incorporating blockchain technology, from accepting customer funds in crypto assets to migrating their operating algorithms to smart contracts. **Cryptoassets** are also increasingly being used as a marketing tool to attract the attention of a wide audience and drive it to various projects.

Using our existing infrastructure, the team's business experience and technological capabilities, taking into account the needs of market's consumers and their interest in new technologies, we united the most promising fields that are conquering the online space in a single project, that includes: a payment system combining fiat and crypto tools, gaming platforms and blockchain developments in the field of business and entertainment. These platforms were merged in order to create the **NEXT-SOLUTION** digital ecosystem, accompanied by the development and popularization of the ecosystem's **ZENEX** token.

This White Paper contains information on the business ideas we have already implemented and what goals we plan to achieve as a part of the project development.

# 1. GOALS AND OBJECTIVES.

## PROJECT'S INFRASTRUCTURE

**Our main goal** is to create a unified ecosystem NEXT-SOLUTION, combining payment system tools, a financial platform for legal entities and individuals associated with the gaming and crypto-industry, and licensed gaming services.

**The main objective** in building the NEXT-SOLUTION ecosystem is the issue and popularization of the ZENEX token, which is intended to become a means of payment for the system's residents. Users will be able to receive payments for their services, use the token to market their structures by creating loyalty and reward systems based on the token, and use the token in airdrop and coupon programs to attract new customers from around the world.

The **NEXT-SOLUTION** ecosystem will combine:

**1.1 Licensed financial service bitexpro.eu and NEXT-ON, which includes the following activities:**

- Personal accounts with electronic and cryptocurrency wallets\*
- Technical solutions for integration of payment solutions into the interface of partner services (API, widget)\*
- Internal transfer system\*
- External payments system (SWIFT, SEPA, card payments processing, integration with worldwide and local payment systems, virtual top-up cards)\*
- Own crypto-nodes and crypto-wallets\*
- Fiat-fiat, fiat-crypto-fiat exchange operations\*
- Exchange terminal (fiat-crypto-fiat)\*\*
- POS terminals with crypto processing features\*
- OTC trading\*\*\*
- P2P operations\*\*
- Crypto loans\*\*\*
- Copy Trading (integration with Binance)\*\*

\* - existing service

\*\* - under implementation

\*\*\* - implementation planned for 2023, more details in the Roadmap



## 1.2 Licensed gaming services:

- Betting (sports betting)\*
- Gambling (lotteries, slots, video games, card games, live online streaming of gaming tables)\*\*\*
- Blockchain gaming (including play-to-earn format)\*\*\*
- Referral program for blockchain players and traffic arbitrators\*\*\*
- Unique marketing solution for attracting traffic

\* - existing partners

\*\*\* - implementation planned for 2023, more details in the Roadmap

## 1.3 Financial and Software Solutions Aggregator

- Providing software solutions for gaming services
- Integration into a single interface under the NEXT-SOLUTION brand, a set of payment methods from own and third-party financial services, displayed in the widget \*\*
- Token issuance as a cryptocurrency for settlements between users and residents of NEXT-SOLUTION ecosystem\*
- Aggregator of payment solutions for businesses of special categories (startups, crypto services, game services)\*\*
- Issuance of universal top-up cards\*
- Crowdfunding and factoring of game services (as part of the ZILLION project) \*

\* - current solution

\*\* - under implementation

## 2. ZENEX TOKEN

As a fundamental part of the development of the project, uniting all of its directions, is the issue of the project's own token **ZENEX**.

## 3. TOKENOMICS

The **ZENEX token**, at the current stage of project development, belongs to the utility category, as a universal means of replenishing the balances of partner online services

External exchanges will be used as the main sales tool, and the token is planned to be listed on several cryptocurrency exchanges within the time frame stipulated by the project roadmap.

Both **online services** of **NEXT-SOLUTION** ecosystem residents (mostly gaming ones) and third-party online resources will be used as venues accepting the token (using the token as a means of payment).

In order to circumvent restrictions on the choice of sites for listing on the basis of the protocol used, the project team decided to issue the token on the **3 most relevant protocols**.

The project team has not included in the roadmap plan, but allows the possibility of replacing the used token protocols with its own blockchain, in order to develop the token as a universal cryptocurrency.

In order to issue the token and further popularize it, the project team decided to divide the smart contracts associated with the issuance and operation of the token by task type and stage of project formation:

### ZENEX token basic features:

- The ZENEX token is a **MULTIProtocol token**;
- The base protocol of the **ZENEX token is the ERC-20 protocol**;
- The issuance of a **ZENEX token** on each of the protocols is limited;
- The total number of tokens issued (Total Supply) on the base protocol is **120,300,000 units**;
- The total number of ZENEX tokens issued on additional protocols cannot exceed **120,300,000 units on each protocol**;
- The total number of ZENEX tokens in free circulation (Circulating Supply) cannot exceed **120,300,000 units on all protocols** at one time.

### Additional characteristics of the ZENEX token:

**TOKEN LOCK.** At the initial stages of the project, token lock/unlock is provided under the following events and conditions:

- within the framework of **vesting** agreements (on confidential terms, according to the terms of the contracts);
- for **Private sale** participants (conditions are described in this White Paper);
- for participants of **Open PreSale** (conditions are described in this White Paper);
- when listing and organizing the main public sale on third-party exchanges (conditions are determined by analysts, it is possible to write an additional smart contract, which applies only to some of the tokens in the wallets of the issuer);
- when changing the **token protocol** (according to smart contracts and exchange software algorithms).
- when forming **project funds** (including, but not limited to: the steering fund, the marketing fund, the team fund, the reserve fund)

**Coin burn.** The burning of ZENEX tokens is explicitly provided for by the tokenomics of the project upon the occurrence of, but not limited to, the following events:

- exchange of a **ZENEX** token issued on one protocol by a user for a **ZENEX token** issued on another protocol (automatically according to an additional smart contract, when the project team decides to stop using one or another protocol or significantly reduce the number of tokens used within a given protocol)
- from the moment of token listing, in proportion to the growth of the number of users and holders of the token (for the next 18 months from the moment of listing, token burning is performed quarterly according to the decision of the project analysts, in the future, it is possible to write an additional smart contract regulating the burning procedure)
- as part of **special raffles** among ZENEX token holders

#### **Cross-protocol token exchange**

- at the **PreSale** stage and from the initial listing, within the framework of one exchange, cross-exchange tokens can be exchanged by users at the rate of 1:1 on the financial service bitexpro.eu
- **from the moment of listing** on 2 or more exchanges, cross-exchange tokens may be exchanged by users at a special inter-exchange rate formed on the bitexpro.eu platform, based on the current rates on third-party exchanges.
- since the release of the **decentralized cross-protocol exchange** service on the zenex-coin.com platform

#### **Bounty and airdrop**

- In order to reach a wide audience and to popularize the project, mechanisms will be used to **reward** potential users and the existing community of the project by accruing tokens for certain actions or according to the characteristics of the user portrait. Accrual of rewards is envisaged both in manual and automatic mode (based on additional smart contracts)



### Staking

- In order to maintain the loyalty of holders (**ZENEX token holders**), the project envisages remuneration for token holders from the start of OpenSale (after listing on third-party exchanges). The terms of the staking are in public access on the platforms that provide **ZENEX token staking**

### Farming

- In order to maintain the **liquidity of the token** and to encourage market makers, the project provides rewards for farmers. The terms of the reward will be posted at public sources at the time of listing and will be governed by an additional smart contracts of the project or third-party resources that provide a farming platform.

## FUNDAMENTAL **TOKEN** VALUE

Determined on the basis of:

- the upcoming events outlined in the RoadMap;
- the capabilities of the existing infrastructure;
- high user appeal and support from gaming services;
- good prospects for rapid capitalization growth, possible due to the large size of the gaming community.

### a. For individuals - **ZENEX** token users

The main and most important **value of the token** lies in the possibility of players using the coin to replenish their balances on the corresponding gaming services. In this case the player gets additional bonuses, freespins, referral rewards and other attributes of additional loyalty.

The presence of **our own payment system** in the project allows the player to buy the token instantly using fiat money or cryptocurrency without fear of being blocked by banks or third-party payment services (which often happens with direct payments to game service).

The owners of gaming platforms are happy to provide additional bonuses to the player, as the use of token, as a universal gaming coin with supported liquidity and the ability to quickly exchange it into fiat, significantly reduces the risks of chargebacks and blockages, and increases marketing opportunities to attract traffic.

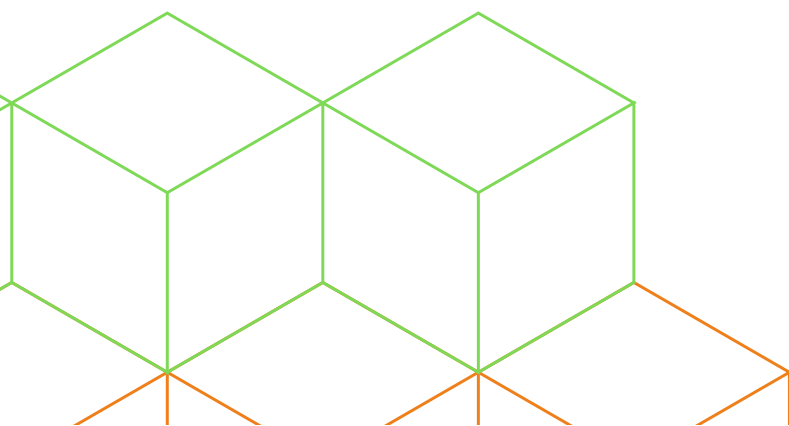
### Features of the ZENEX token:

#### For game services (and other online projects)

- convenient method of accepting fiat payments in different currencies (with instant conversion to payment token)
- no rollover reserve
- possibility of fast floating funds conversion to fiat and crypto
- 
- transactions confirmation via blockchain
- Possibility to use the token as a marketing tool (attracting users through airdrop and joint bonus programs)

#### For payment systems and cryptoprojects

- protection against chargebacks
- indisputable confirmation of service provision to the payer (token transfer to user's wallet is recorded in blockchain)
- a wide range of integration scenarios
- significant increase of user traffic
- fast verification of new users via widget or secure exchange of verification data with already registered customers via API and checkout scripts



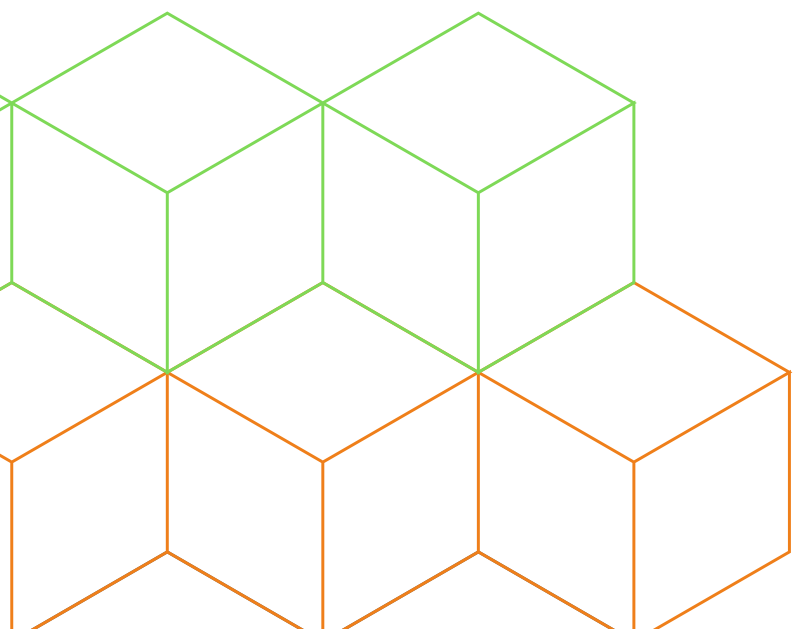
## b. ZENEX token value for holders

- **Reduction of service fees** for financial services of the NEXT-SOLUTION ecosystem
- reduction of **rollover reserve**;
- opportunity to participate in **attracting traffic** through **airdrop** promotions;
- Getting **new high-quality customer traffic** through expansion of the project community and targeted advertising to specific target audiences;
- earning income from the **growth of the rate** and **staking**.

Availability of pre-created infrastructure and profile ready business allows the project team to launch token for use as a game coin already at the initial stages of the project (during Open PreSale) and approach the moment of listing with a developed consumer base and formed pool of partner gaming platforms.

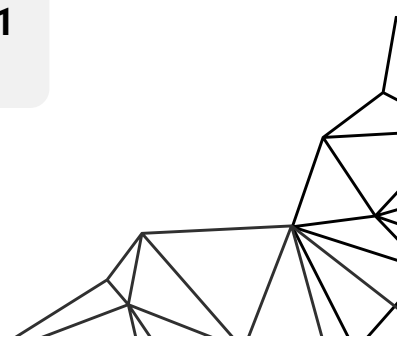
Online game services user community as of today counts more than **2,3 billion people** and is one of the largest and most favorable ones from the point of view of targeting convenience and promotion of game-related services, in particular, payment services.

The ability to organize dynamic growth in the number of users, combined with the maintenance of liquidity controlled by its own financial service and experienced market makers, as well as regular token burning, in order to create a soft managed deflation, give the token an excellent prospect for popularization and **stable long-term growth**.



**Table of ZENEX token price dynamics and distribution during the Open PreSale period (from 21.01.2022)**

<b>SALES STAGES</b>	<b>TOKEN PRICE (USDt)</b>	<b>EXPIRATION DATE (2022)</b>
<b>1 STAGE</b>	<b>0,63</b>	<b>21.01 - 05.03</b>
<b>2 STAGE</b>	<b>0,75</b>	<b>06.03 - 28.04</b>
<b>3 STAGE</b>	<b>0,92</b>	<b>29.04 - 11.06</b>
<b>4 STAGE</b>	<b>1,09</b>	<b>12.06 - 15.07</b>
<b>5 STAGE</b>	<b>1,37</b>	<b>16.07 - 20.08</b>
<b>6 STAGE</b>	<b>1,75</b>	<b>21.08 - 25.09</b>
<b>7 STAGE</b>	<b>2,22</b>	<b>26.09 - 31.10</b>
<b>8 STAGE</b>	<b>2,75</b>	<b>01.11 - 30.11</b>
<b>9 STAGE</b>	<b>3,59</b>	<b>01.12 - 12.01</b>



\* - the values of the number of tokens specified in this table are the maximum possible values for distribution for the **Open PreSale** period. The terms of distribution and the corresponding number of tokens, as well as the subsequent **"coin lock"** mode, are determined by the respective smart contracts. The project team reserves the right to reduce the number of tokens distributed during the **Open PreSale** (either within a specific stage or within the entire PreSale)

**Tokens purchased during the closed PreSale and during the Open PreSale are subject to Coin lock and are unlocked in the following order:**

For tokens purchased during the closed PreSale (**until 21.01.2022**)

**Cliff period (full block) - 3 months.**

**From the 4th month onwards - linear unlock for 18 months**

For tokens purchased as part of Open PreSale on the first 4 stages (**from 21.01.2022**)

**Cliff period (full block) - 3 months.**

**From the 4th month onwards, a linear unlock for 12 months\*.**

For tokens purchased as part of the Open Pre Sale from **Stage 5**

**Cliff period (full block) - 3 months.**

**From the 4th month onwards, a linear unlock for 12 months\*.**

For tokens purchased in the **last 2 stages.**

**Cliff period (full block) - 45 days**

**Starting on day 46 - linear unlock in the following 7 months**

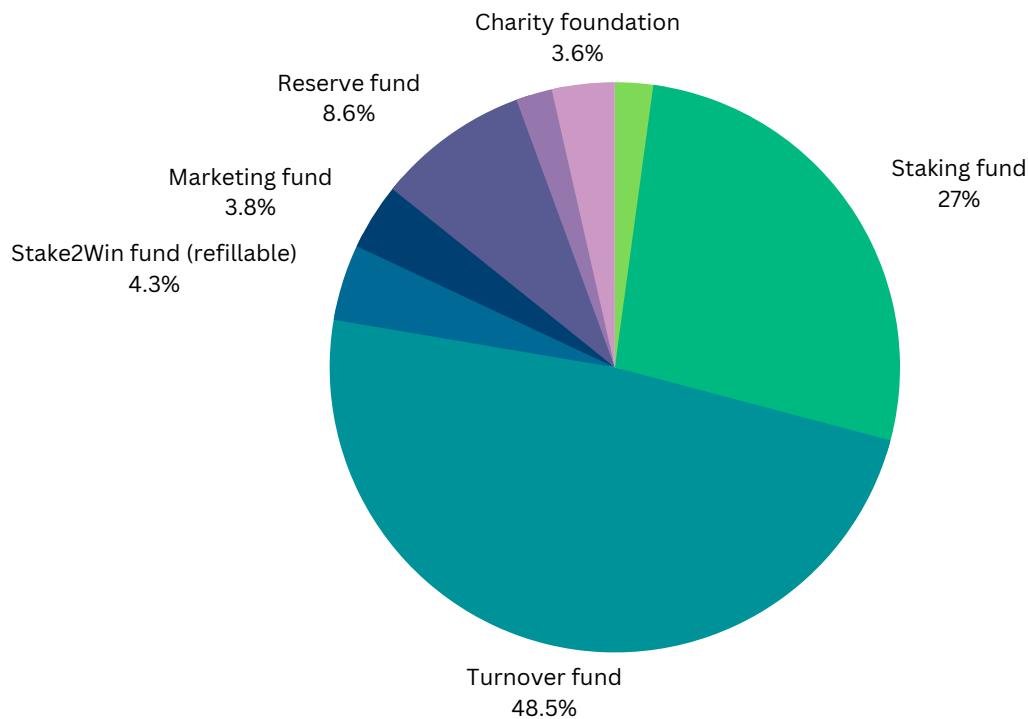


# DYNAMICS OF ZENEX FREE EMISSION RELEASE (UNCLOCK)

ZENEX tokens are intended to be unlocked from the issuer accounts according to a predetermined scenario:

- 1) Private PreSale and Open PreSale period - ZENEX tokens are subject to blockchain within private accounts.
- 2) At the end of the PreSale phases during Q1 2023, ZENEX team analysts will build project funds (including but not limited to) the following funds: staking fund, stake2win fund, marketing fund, reserve fund, team fund. The budgets of the above-mentioned funds will be locked in special smart contracts and will be distributed in free circulation between now and 2035.
- 3) The maximum number of ZENEX tokens in free circulation by the beginning of Q2 2023 will be 10,000,000 units
- 4) The maximum projected number of ZENEX tokens in free circulation by 2035 will be 70,000,000 units,
- 5) The maximum possible number of ZENEX tokens in free circulation is 120,300,000 units

FUNDS AND DIRECTIONS	NUMBER OF ZNX TOKENS	SHARE	CONDITIONS FOR UNLOCKING
OPEN PRESALE	2 359 780	2%	GRADUAL ALGORITHMIC UNLOCKING (UP TO 3 YEARS)
STAKING FUND	30 000 000	25%	GRADUAL ALGORITHMIC UNLOCKING (17 YEARS)
TURNOVER FUND	54 000 000	45%	MANUAL QUARTERLY UNBLOCKING BASED ON ANALYTICS (WITH AN INCREASE IN TRAFFIC FROM AFFILIATE SERVICES SERVED, 5 TO 10 YEARS)
STAKE2WIN FUND (REFILLABLE)	4 900 000	4%	DISCRETE ALGORITHMIC UNLOCKING PROPORTIONAL TO FREE EMISSION (9 YEARS)
MARKETING FUND	4 250 000	3,5%	GRADUAL ALGORITHMIC UNLOCKING (10 YEARS)
RESERVE FUND	9 700 000	8%	DISCRETE MANUAL RELEASE WHEN CONDITIONS ARISE FROM THE BEGINNING OF 2024 (8 YEARS)
TEAM FUND	2 300 000	1,9	GRADUAL ALGORITHMIC UNLOCKING (10 YEARS)
CHARITY FOUNDATION	4 000 000	3,3	DISCRETE MANUAL RELEASE WHEN CONDITIONS OCCUR



## **CROSS-PROTOCOL EXCHANGE AND REGULATION OF CIRCULATING SUPPLY**

The multiprotocol concept of the ZENEX token provides for regulated issuance of tokens on different blockchain protocols with the following issuance properties and exchange algorithms:

- 1) The issuance of ZENEX tokens on a new protocol cannot exceed the base token issuance on the ERC-20 protocol of 120,300,000 units;
- 2) Each new token issuance is blocked in full within the cross-protocol exchange algorithms in order to maintain a constant maximum possible token free circulation rate (circulating supply);
- 3) Cross-protocol exchange of ZENEX tokens, issued on the basis of EVM compatible protocols, is performed through a decentralized algorithm, implemented in the logic of a public smart contract;
- 4) Cross-protocol exchange of ZENEX tokens issued on the basis of EVM incompatible protocols will be carried out within the framework of algorithms enabling this kind of exchange. When using centralized algorithms, the exchange will be performed exclusively on the basis of accredited licensed crypto platforms capable of ensuring automatic blocking of the exchanged asset;
- 5) Cross-protocol exchange logic provides for full blocking of the exchanged asset (ZENEX tokens issued on a particular protocol) when the exchange is performed, and unblocking of an equivalent number of tokens on another protocol requested during the exchange. This algorithm allows you to issue ZENEX tokens on different blockchain protocols without changing the total number of tokens in free circulation.

\*- the project team reserves the right to change the unlock conditions for new (not announced) stages of Open PreSale before they start and reflect the changes by posting them in the new version of WhitePaper, as well as in the official media channels of the project.

## ZENEX BOUNTY CAMPAIGN

Bounty campaigns are part of ZENEX token marketing strategy and their budget is formed based on the share of tokens allocated to the "marketing" category.

Bounty is a reward distributed among the members of the community who are active in the project implementation and fulfill the conditions determined by the documentation posted on the official channels and the project website.

Funds distributed to participants in a number of Bounty campaigns:

### Campaign 1

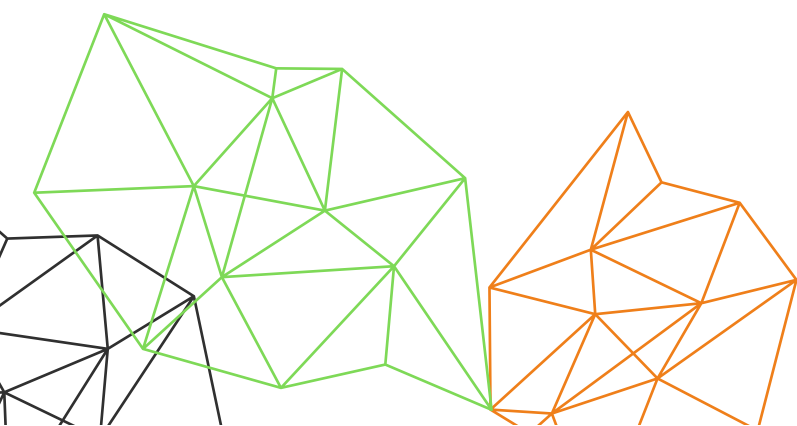
From **60000 ZNX** to **100000 ZNX** tokens, depending on the number of effective participants.

Full lock until the end of the 4th stage of Presale + 91 calendar days, then a linear unlock within 12 months.

### Campaign 2 and beyond

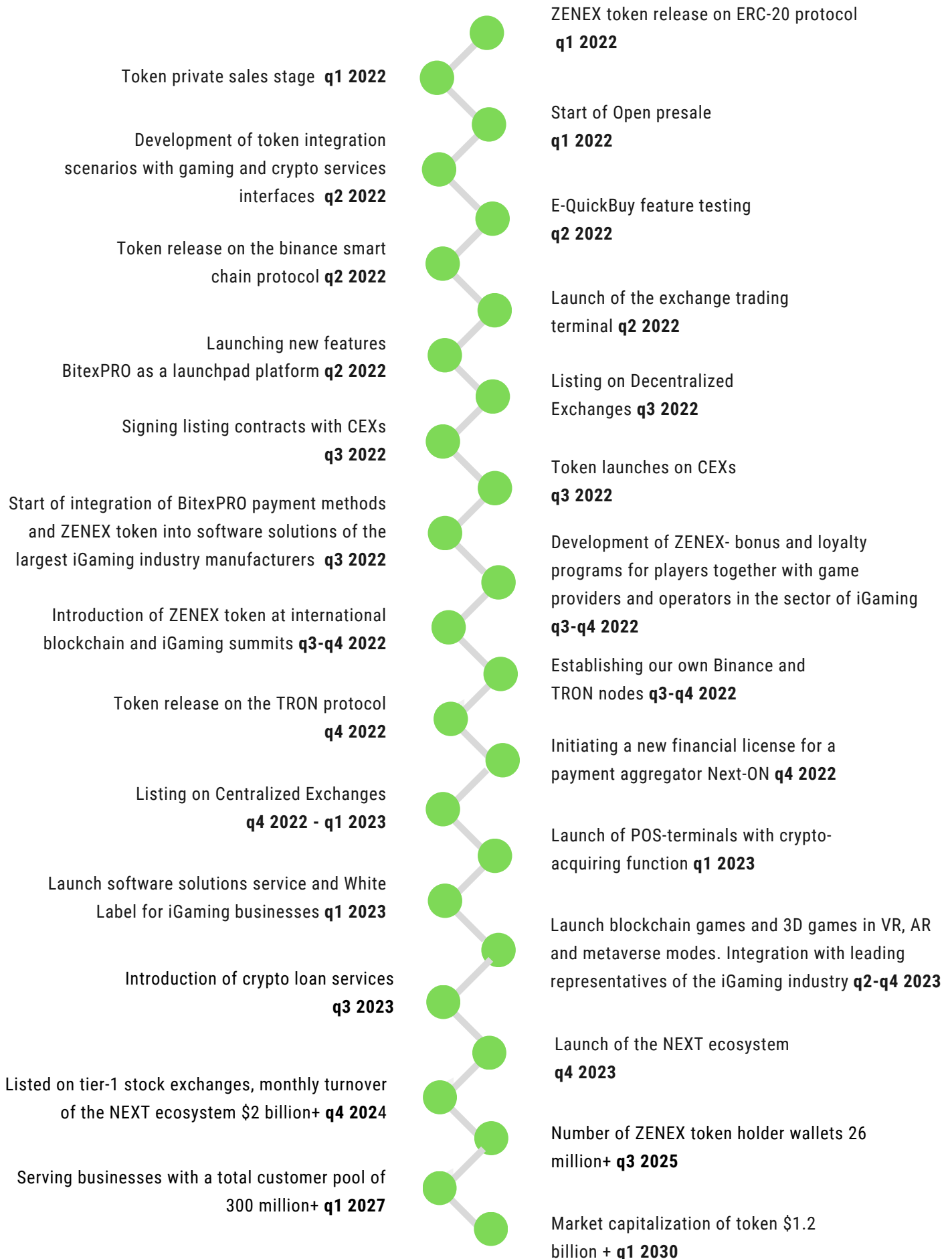
Terms and conditions will be spelled out in future Whitepaper versions posted on the official website.

Full terms and conditions of the Bounty Campaigns are available at: <https://zenex-coin.com>.

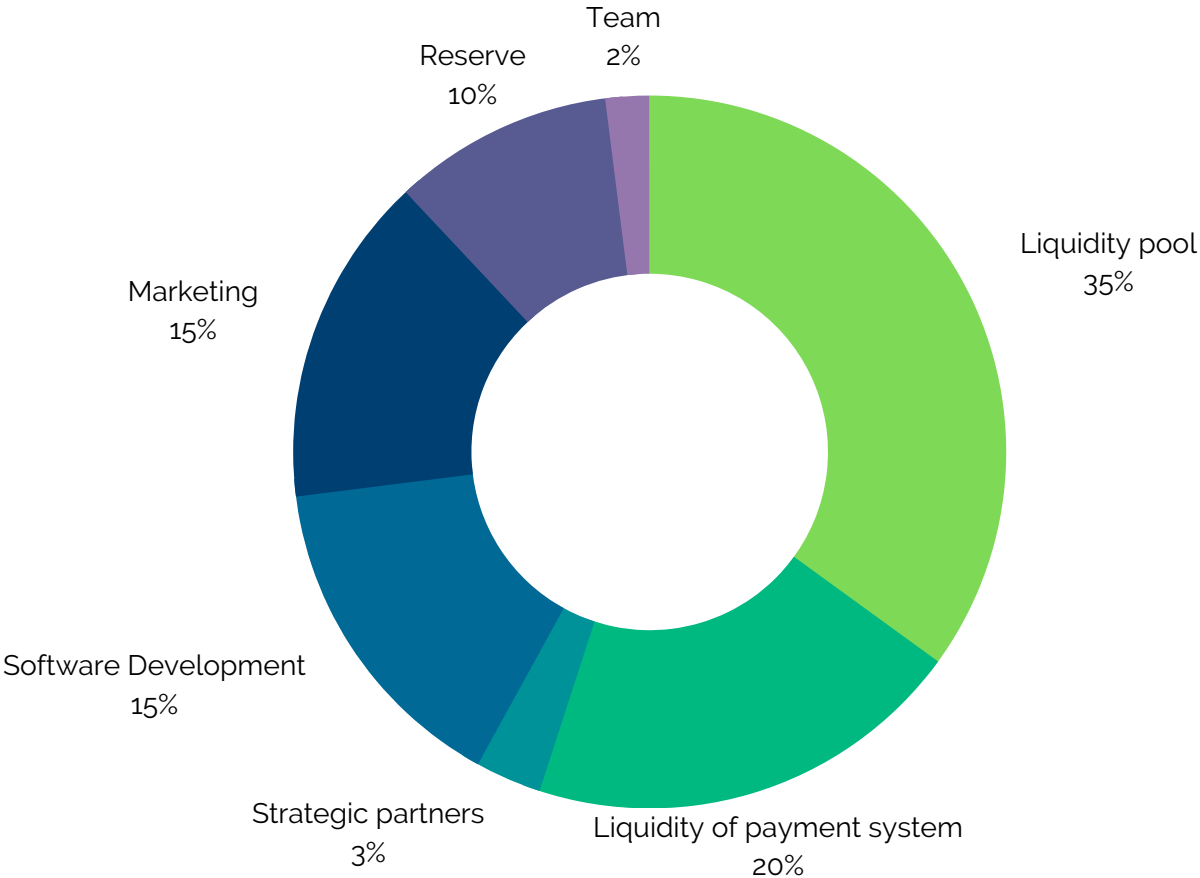




# 4. PROJECT ROADMAP



# ALLOCATION OF ZENEX TOKEN CAPITALIZATION



## 5. MARKETS OVERVIEW

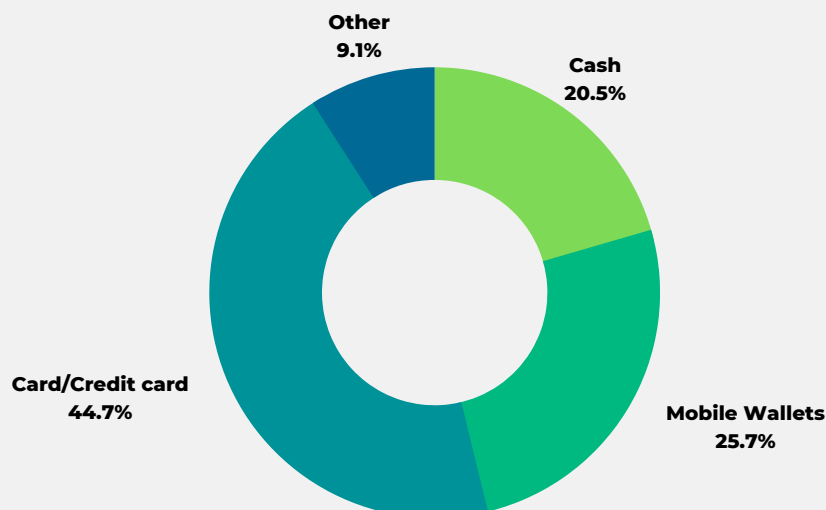
Since the ecosystem is based on the combination of a payment system, trading tools, virtual gaming projects and a number of fintech solutions based on blockchain, it is worth looking at the state of these markets in order to define the current ways of their development and to develop new ways to view the current situation.

### 5.1. PAYMENT SERVICES MARKET

All modern problems require **high-tech** and, most importantly, **timely** solutions. The online market of payment services maintains positive development dynamics due to improvement of security methods, new ways of performing transactions and an increase in the speed of transactions.

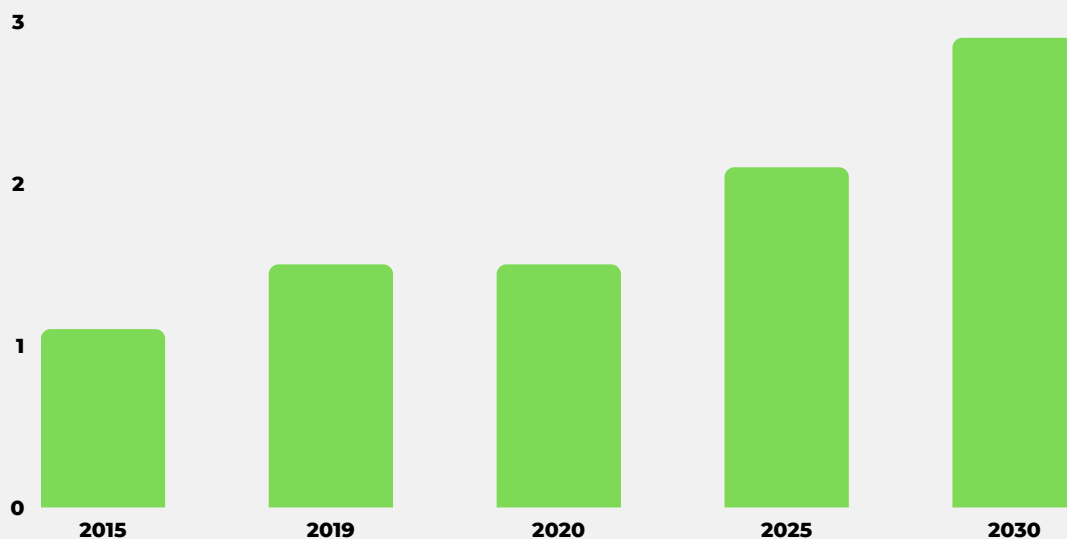
The **payment services market** has recovered from the effects of the pandemic more quickly than most analysts expected. Experts use the term "elasticity" to describe the quick recovery of the market: since, due to the pandemic, purchasing habits switched from offline to online extremely quickly, and from cash to non-cash payments, players in the payment industry have adapted by accelerating the implementation of new tools, expanding the ability to execute orders and optimizing operation processes of points of sale and online cash registers.

How do people pay for goods and services? **Data from WorldpayFIS**



Although many industry experts, including BCG, expected that the growth of the payments market would slow down significantly as a result of the crisis, in 2019-2020, revenues decreased only slightly.

**Now we expect that by 2030 the total revenue of payment services may almost double and reach \$2.9 trillion, whereas today it is about \$1.5 trillion.**



The success of the industry attracts new players and leads to acceleration of innovation. The BCG experts believe that in the next few years we will see the **"platformization"** of the market, as payment acceptance and financial services become integrated into digital ecosystems, and software solutions become more specialized.

Regulators, governments and central banks are also more actively involved in the development of the industry. Many of them are developing new payment systems, introducing the concept of digital assets at the state level and demanding higher standards from market players in a number of fields. As a result of these changes, most industry participants will have to adapt their strategies, operational models and ways to enter the market.

**The security of payments** is the biggest priority when providing financial services, therefore, payment technologies will not develop properly and people will not trust them unless there will be an increase in the level of payment security. The most relevant trend in the payment security environment is "smart software" which is capable of using machine learning in the field of fraud detection. But at the same time the mobility of payments and their convenience are just as important aspects of payment services.

## Experts also highlighted the most relevant trends in the payment services industry:

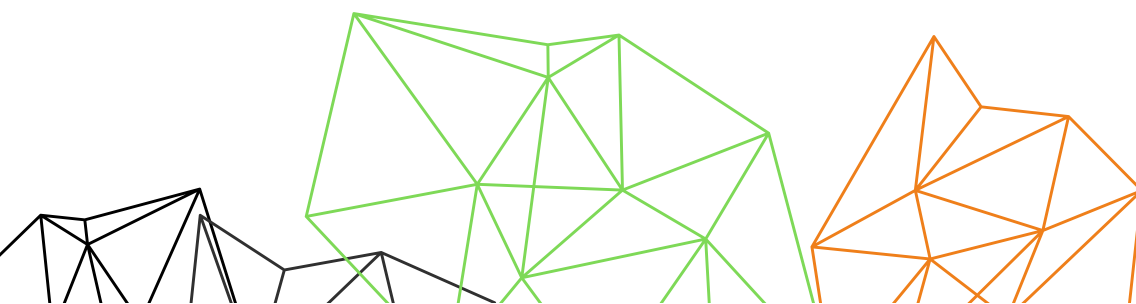
**Deep integration of payments.** Digitalization has allowed companies to implement payment systems and tools in a variety of platforms from marketplaces to gaming projects. Integrated software vendors (ISVs), bigtech players, fintech and other market participants will develop the elasticity of their payment solutions to increase compatibility with other platforms and simplify the integration of payment systems. Today, only 30% of small and medium-sized businesses in the United States use integrated software platforms, but the number of them will grow and more and more financial products and services will become part of the platform ecosystems.

**The expansion of high-quality application programming interfaces (APIs)** and standardized data models will provide payment service providers with new ways to market through third parties and partners and this will create a new channel for value-added services (VAS).

**The growth of cryptocurrencies.** Interest in digital currencies has grown significantly in 2020, as trading in crypto assets has become more common in consumer financial applications, and the value of bitcoin has reached record peaks. Stablecoins, the value of which is pegged to the national fiat currency, have also attracted significant interest, and Tether and Binance have reached record capitalization levels. The hype has prompted financial authorities to accelerate the launch of central bank digital currencies (CBDC).

The Bahamas introduced **the world's first CBDC in 2020**, and we expect several more similar cryptocurrencies to enter the market in the next 12 months. Central banks are concerned that growth of the private digital currencies and stablecoins, such as Facebook's Diem and JPM Coin from JP Morgan, may threaten their ability to conduct effective monetary policy.

However, until several stable and technologically advanced CBDCs enter the market, the "classic" cryptocurrencies will continue to grow and develop and attract new users. As the number of holders of electronic money and cryptocurrencies grows, and taking into account the high rates of such growth, in the near future it will be possible to see how **payment methods are rapidly moving from physical cash to digital assets.**



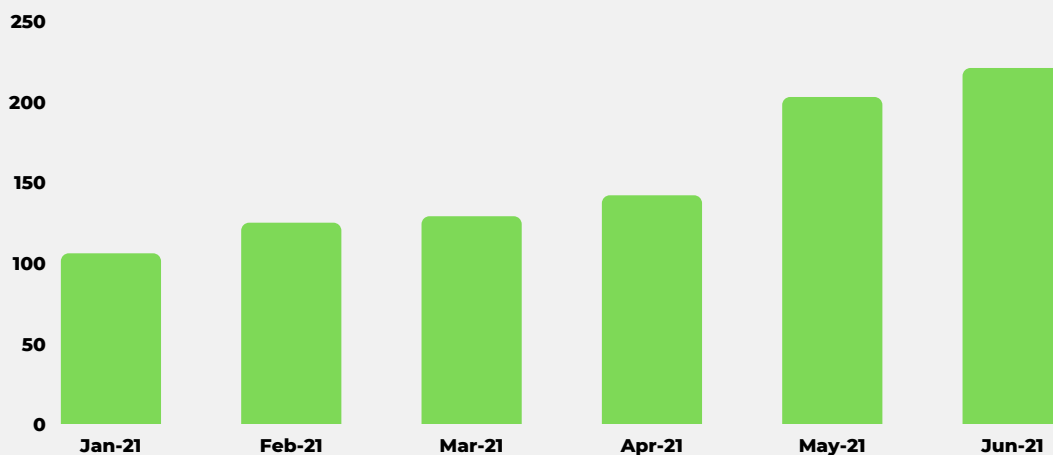
Having examined the above-mentioned trends in the field of payment services, we may come to an unambiguous conclusion that non-cash settlements that exclude transactions with physical fiat funds prevail in today's payment environment. Thus, according to Appventurez, the **volume of transactions using mobile wallets will grow to ~ 274.4 billion by 2022**. This situation forces the largest players in the digital industry (Apple, Google and Samsung) to provide mobile wallets to be used for these transactions.

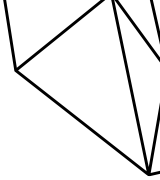
In the next few years, more and more companies will create their own monobrand mobile wallets, ecosystems or platforms. But such means as the use of mobile wallets or the provision of online transfer opportunities are aimed at achieving one goal, **that is providing users with the access to fast and secure payment services**.

## 5.2. CRYPTOCURRENCY MARKET

In 2021, the Crypto.com platform experts presented the results of a study on the trends in the development of the cryptocurrency market to users (the result of the full study is published here).

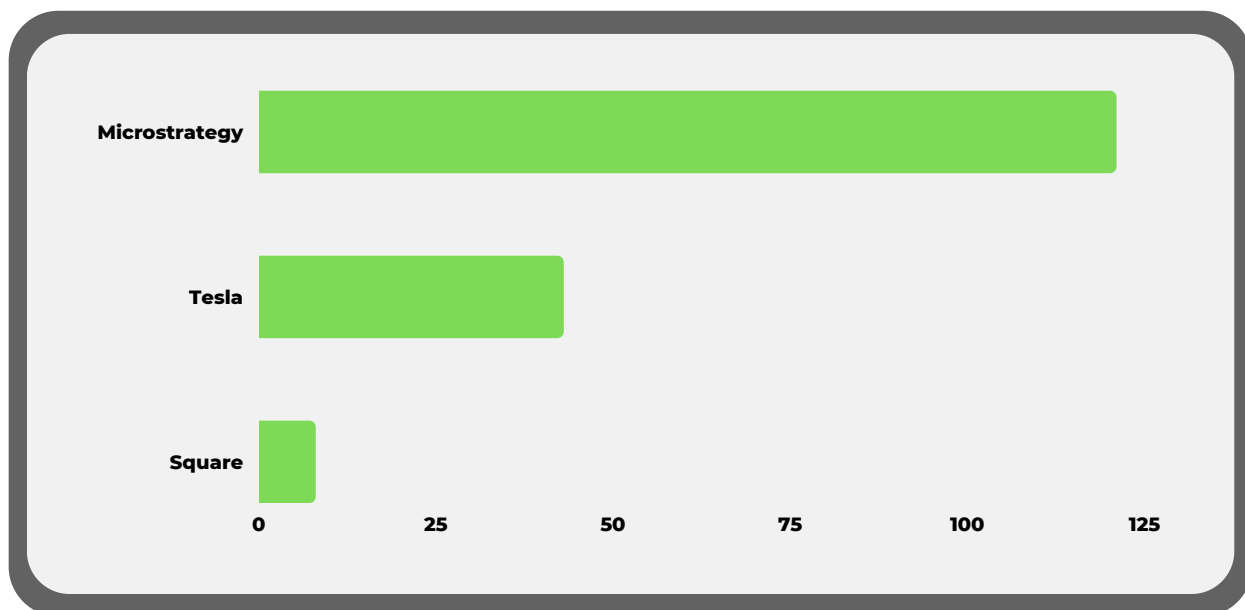
The researchers found that the number of users of digital assets has doubled in the first 6 months of 2021. Such a growth rate is really impressive. Further popularization of digital assets is obvious, as the cryptosphere is growing every year. In six months of 2021, the number of users holding Bitcoin and altcoins has grown from 106 million people to 221 million people, you can see the growth rate in the following graph:





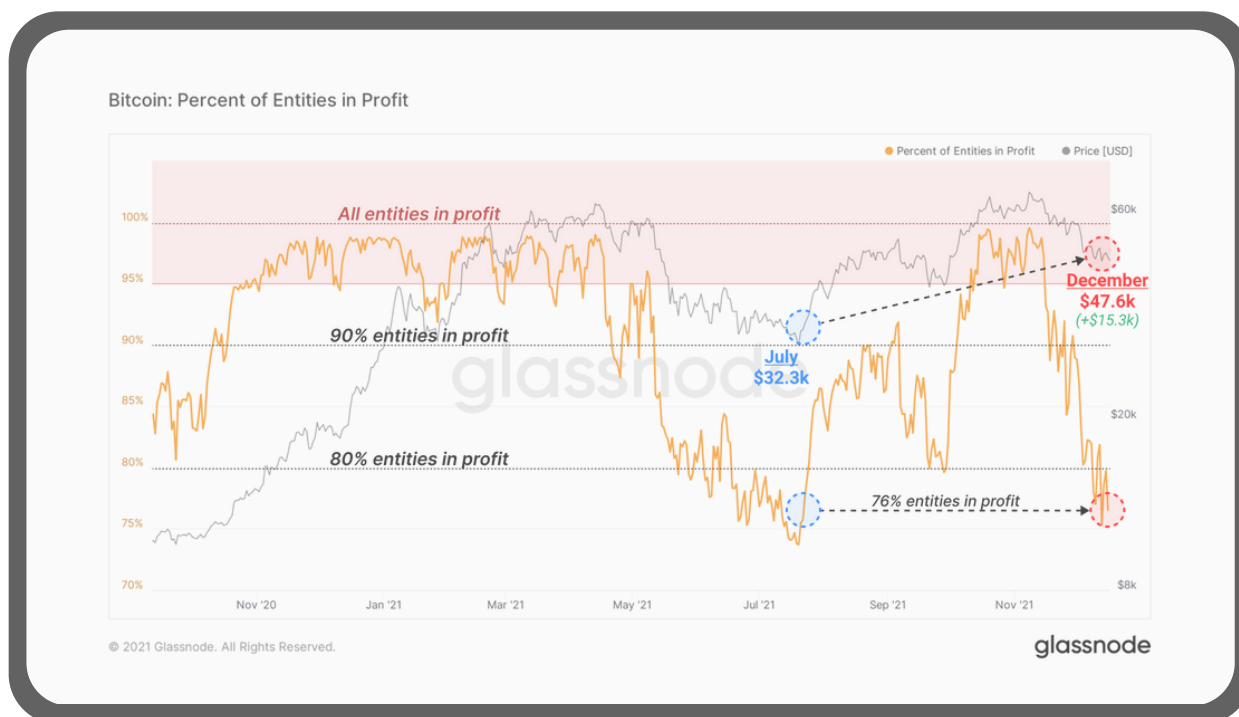
The accelerated growth rate of the number of cryptocurrencies holders is caused, among other things, by a sense of "lost profits", which is associated with an increase in the value of crypto assets. Every person intuitively realizes that they deprive themselves of the opportunity to receive additional income and an alternative method of acquiring high-tech services in exchange for highly liquid assets by missing the topic of acquiring and using crypto assets. Even if a person is not related to the cryptocurrency industry, he cannot help noticing the increase in the value of crypto assets and the increasing spread of cryptocurrencies. **221 million users is not the limit of the growth of the crypto market**, given that the world's population is more than 7 billion. Thus, there are great opportunities for growth in this direction.

An important factor in the growth of the crypto market can be the inflow of institutional investments. For example, **Microstrategy** software developer announced the purchase of 7 thousand bitcoins worth \$ 414 million. As of November 29, 2021, the company holds over **121 thousand BTC**. As of today, the value of bitcoins on Microstrategy's balance sheet has reached **\$ 6.9 billion**. **Tesla**, the manufacturer of electric cars, holds **43.2 thousand BTC** with a total value of almost \$ 2.5 billion - this puts them in second place among companies with most crypto assets, and **Square**, which owns **8 thousand BTC (\$458 million)**, holds the third place.



The steady growth of the industry and implementation of cryptocurrencies, including their issuance by central banks, will support the growing demand for trade, speed, security and ease of transfers and cross-border transactions. The extensive development of the market is also indicated by the increase in the number of crypto ATMs around the world. According to [www.ixbt.com](http://www.ixbt.com), there are more than **16,000 crypto ATMs in the world, and their number has grown by 57.5% over the year.**

According to a study conducted by the experts of the Glassnode resource, as of December 2021, more than **75% of bitcoin addresses paid off the investments** despite the high volatility of the first cryptocurrency. You can see the result of the study on the graph:



Another optimistic forecast regarding the prospects of the cryptocurrency market was provided by **Bank of America (BoA)**. According to the report of the financial conglomerate, the capitalization of cryptocurrencies is \$ 2.15 trillion is "too big to ignore." The BoA analysts also highlighted the following theses:

- The number of users of the crypto market is about **221 million as of June 2021** - compared to **66 million in May 2020**.
- Venture capital investments in digital assets and blockchain exceeded **\$17 billion in the first half of the year** - compared to **\$5.5 billion in 2020**
- Blockchain technology. Applications created with this new software architecture are growing faster than the apps based on previous technologies.
- Digital assets are much more than a form of money, a completely **new asset class is being born**

The positive prospects for the development of the crypto market are also indicated by the fact that **24 central banks are actively involved in the development of their own cryptocurrency**, including one of the most extensive and rapidly developing markets - the Chinese market, which is actively testing the national cryptocurrency CBDC. This trend may indicate the spread of blockchain technologies and acceptance of crypto assets as alternative means of payment and asset storage by an increasing number of users.



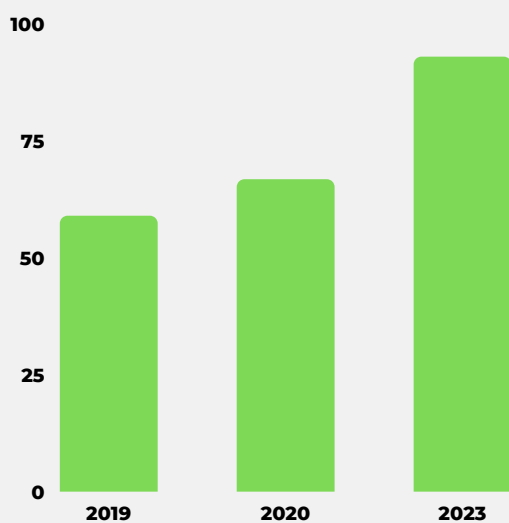
## 5.3. GAMBLING AND GAMING SERVICES MARKET

During 2021, the online gambling industry continued to develop extensively. According to the study by Pricewaterhousecoopers (PwC) consulting company, **the average revenue of the industry has grown by 9% over the past 7 years, which exceeds the growth of global GDP by 3 times.** 1.6 billion people around the world gamble at least once a year.

In the current global situation caused by the restrictions associated with the global pandemic, and given the rapid growth of the number of Internet users, the **gambling industry is expecting a promising growth opportunity.** This trend will continue in 2022, which is facilitated by the development and implementation of IT technologies, the economic growth of developing countries and increased transparency of the legal regulation of gambling.

As the Internet develops and its coverage expands, millions of players around the world who previously did not have access to gambling have the opportunity to enter the world of gambling without leaving home.

The high growth rates of the industry are explained by the strategic advantages of online casinos over traditional gaming halls. The use of the Internet makes it possible to expand the range of services, which will attract different categories of players who prefer a variety of gambling games.



According to the Statista report, the online gambling market **was \$66.7 billion at the end of 2020**, and **by 2023 it will reach \$92.9 billion.** Experts estimate the average annual growth rate at **7.91%** from 2019 to 2026.

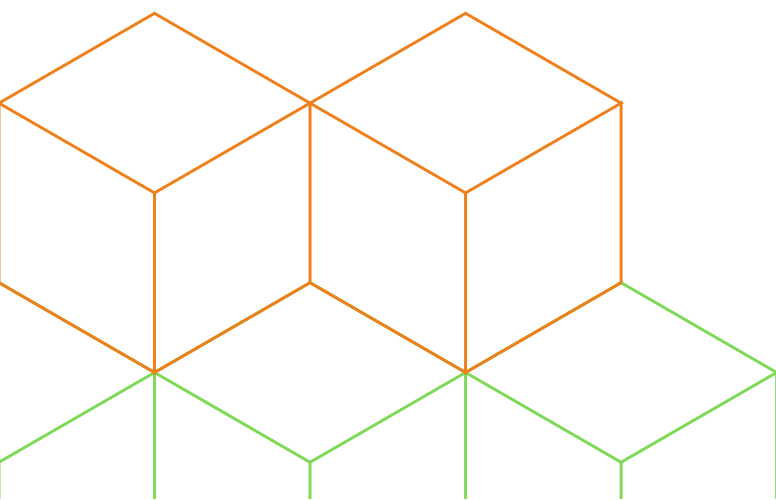


These growth rates have become possible thanks to the development of sports betting. This sector grows exponentially every year. **In 2017, the volume of the global sports betting market was \$104 billion, but experts predict an increase in the volume of the industry to \$155.4 billion by 2024.** According to a study by the Zion Market Research analytical company, in the period from 2018 to 2024, the average **annual growth rate of the industry will be 8.83%.**

The study also showed that the most active players are bettors who bet using mobile applications. We expect that mobile betting will become the main factor in increasing the turnover of the gambling market.

**Other advantages of online gambling over classic gambling establishments include:**

- a. The player pool of physical casinos and betting operators is limited to local players and tourists, which significantly narrows down the number of potential customers. **Online business methods** allow not only to go beyond borders, **significantly expanding the audience**, but also to serve thousands of customers around the world at the same time;
- b. **The operating costs** of online casino maintenance are **significantly lower** than the similar costs of physical casinos, as well as the transaction costs of online operations;
- c. To get access to services, the players **only need an electronic device with Internet access**, which makes the process comfortable and attractive for players.
- d. A company is able to easily expand to new markets **without significant costs** for organizing business outside the state of registration of the company.

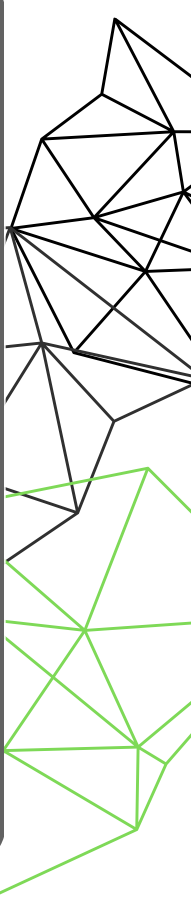


At the same time, I would like to note the most promising trend in the gambling industry - the possibility of using cryptocurrencies in the betting system, which provides additional advantages for the gambling project:

- a. **No costs for processing settlement transactions**, it is enough to have a crypto wallet with the capability of instant credit;
- b. **No restrictions on the amount of bets and payments**, unlike bank payments.
- c. **Funds are not stored with a third party**, but can always be withdrawn to a cold wallet belonging to the gaming platform.
- d. **Avoiding fraud and chargebacks** by scammers who want to unreasonably receive services without payment.
- e. **Quick acceptance and quick withdrawal** of funds, due to the lack of complex procedures and a chain of payment intermediaries.

And, of course, speaking about the review of the online gambling market, we want to underline the advantages of blockchain technologies in the industry we consider, which include:

- a. **Creation of a separate platform for game providers** is not required, low financial and time costs for development;
- b. When using a game provider based on blockchain technology, **certification is not required**, unlike classic gambling;
- c. **Ensuring transparency** and eliminating manipulations that infringe on the interests of both players and the provider.
- d. **Making non-standard, creative and unique gaming applications** that are not limited to a simple click of a button and games based on the principle of standard slots. By developing such an approach to games, it becomes possible to significantly increase the interest of the audience.
- e. **The use of smart contracts** that excludes the cancellation of transactions, as well as fixing inputs and outputs, can increase the confidence of players in online casinos.
- f. **Storing bets in the blockchain** eliminates the possibility of distorting the result and allows you to earn trust and reputation which can take years to develop.



The advantages noted in the review allow us to come to an unambiguous conclusion – the gambling industry is characterized by the highest rate of prospects in terms of its development and ensuring financial results for participants in this market. At the same time, this industry is becoming more and more technologically advanced and is rapidly moving towards the implementation of blockchain technologies and the use of crypto tools.

## 5.4. BENEFITS OF BLOCKCHAIN TECHNOLOGIES

**Blockchain technology** is becoming increasingly widespread: it is penetrating various sectors of the global economy, manufacturing, services, and, especially, IT and online transactions. The use of distributed blockchain registries allows the movement of funds **without the need for intermediaries** such as banks and central supervisory authorities. **Transparency is built directly into the data recording mechanism.** Countless filing cabinets and payment documents have been replaced by digital records of transactions, which are entered into the registry as linked blocks.

**Each update creates a new block** that is added to the end of the chain, the links of which can be traced from the beginning without missing a single transaction. The records are open, and anyone can check their legitimacy at any time, which serves as a **credible confirmation that the terms of the contract and obligations have been fulfilled.** Whenever one party fails to fulfill its obligations for any reason, the resulting dispute has consequences for all parties involved in the transaction - additional difficulty and time to identify the reasons for the failure to fulfill the contract, the wrong actions or mistakes of one or the other party. **Blockchain technology** eliminates this problem and **facilitates dispute resolution** because blockchain records are consistent and immutable, and most importantly, open to all parties.

Given the **immutability and transparency** of blocks and the high speed of settlements, the **risk of fraud and errors is reduced**, and **automation becomes possible**, allowing us to focus on producing goods or providing services, and on the main goal of business - making a profit, and for the consumer - receiving timely and high-quality services. The use of blockchain technology can **significantly reduce the time to execute transactions**, while significantly increasing their efficiency and security.



## 5.5. CONCLUSIONS

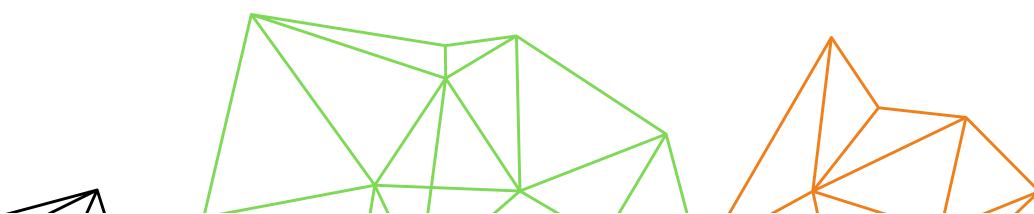
The payment services, gambling and gaming markets are long-established industries with a steady growth in users and financial performance. Thanks to the application of new blockchain technologies and cryptocurrency solutions, the **efficiency of processes** in the above-mentioned industries can **significantly increase**. The problem is seen in the fragmentation of these areas and the lack of ready integration solutions.

Our project team has identified this market need and has moved to implement solutions that integrate payment and gaming services into a flexible and **adaptive ecosystem NEXT-SOLUTION**, by applying a wide range of integration tools, using a universal payment unit (**ZENEX token**) and implementing blockchain technology in the sphere of payment and gaming systems.

The synergy effect achieved by forming the **NEXT-SOLUTION ecosystem** enables its participants not only to increase the **speed of business processes**, but also to reach a **wider target audience** by introducing new marketing tools, such as cross-selling, loyalty (bonus) systems and airdrops.

**Implementation of blockchain technologies** in the sphere of game solutions, and development, within the **NEXT-SOLUTION ecosystem**, of a digital games platform, will allow the project to scale significantly in a short time, due to the current upward user demand for games of a new format, such as games based on random number/event generation, transposed on smart contract algorithms, and NFT games, including "play-to-earn" format games.

Uniting residents and partners of the system through advanced integration solutions and using ZENEX token as a means of payment acceptance will significantly improve the functional efficiency of a number of industries in the online sphere.



## 6. CONTACTS

If you are interested in the project or services of our companies, or if you have any questions regarding the project, we will be glad to cooperate and are always ready to help you with the answers to your questions.

**Contact us in any way convenient for you!**



TELEGRAM CHAT



INSTAGRAM



TELEGRAM CHANNEL



YOUTUBE



WHATSAPP

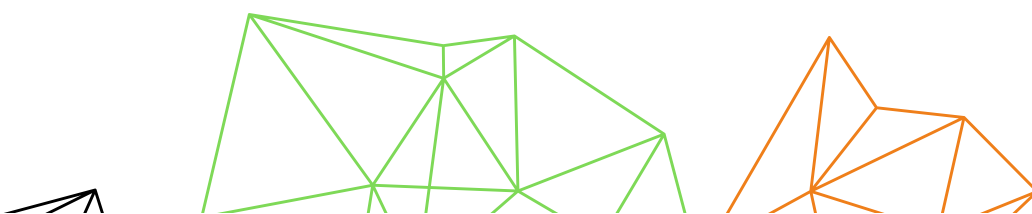


САЙТ

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