

## EXECUTIVE SUMMARY

### **The UXM - Optimizing the \$79 Trillion Transactions Market**

**UXM Transaction Optimization™ AUTOMATICALLY achieves the best deal for buyer and seller simultaneously – lowest price for buyer and maximum profit for buyer**

**UXM Transaction Generator™ AUTOMATICALLY generates new income for individuals and businesses – even those not selling or buying**

**UXM Monetization Multiplier™ AUTOMATICALLY turns each individual transaction into an ongoing stream of transaction income**

**Every transaction in the world can flow through and be executed on the UXM Internet one-stop platform including those offered on all other websites and sold offline.**

**The Problem:** You, your company and your customers lose money on every transaction. Even if you've done everything right, at the end of the day there could be more money in the plus column.

**The Reason:** The massive US\$79 trillion global transactions market is fraught with inefficiencies because of archaic methods of transacting business designed for use centuries ago. Its optimization is virtually untapped. Now, that changes with the introduction of the Universal Exchange Marketplace – “the UXM.”

**The Solution:**

**Now the UXM utilizes technologies and methods not previously available to optimize every transaction worldwide resulting in the best deal for the buyer and maximum profit for the seller simultaneously. Moreover, UXM technologies multiply the profitability and value of each transaction forever. To fuel the whole process, the UXM generates new transactions risk free to keep the cycle growing.**

**Here's How the UXM Works in 3 Steps**

**1. Get the best deal. UXM Transaction Optimization™** removes risk and wasted spending from the marketing process allowing sellers to enjoy increased profits and simultaneously sell at lower prices benefiting parties on all sides of transactions.

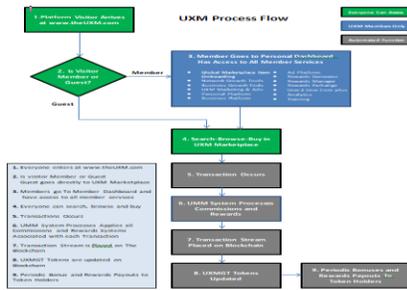
**2. Multiply profits and savings. UXM Multiplied Monetization™** is a blockchain driven technology that turns a typical transaction, consisting of one seller and one buyer, into a relationship of one seller and a network of buyers that can generate ongoing income for UXM members from multiple buyers forever - with no additional effort on the member's part.

**3. Generate more deals. UXM Transaction Generator™** can be used by any size company or by any individual to generate business. It's sophisticated enough to be used by international brands yet easy enough to be used by even a one person business or by an individual with one item to sell. No special skills are required. All Transaction Generator tools are provided to UXM members free. Additionally the UXM uses the same tools to generate transactions for members.

**What Makes the UXM Unique and Interesting?**

- UXM does not compete with existing marketplaces and online sellers - it benefits them
- Every transaction in the world can happen and be optimized via the UXM
- Everyone and every enterprise can join the UXM free
- Proprietary blockchain-driven Multiplied Monetization
- Tested and proven exclusive marketing techniques of the Transaction Generator
- Methods comprising the holistic approach to Transaction Optimization

## The UXM Automatically Does the Work for You



The UXM is a one-stop web-based platform that provides its users everything they need to buy, sell, get discounts, boost profits, generate customers and income worldwide. Its merges the best characteristics of media platforms, marketplaces, and business opportunities, while not being or competing with any business in any of these categories. In fact every business can benefit by joining and using the UXM to grow risk free.

## How Will the UXM Build, Sustain and Grow Sales?

The Transaction Generator™ is based on decades of tested and proven online and offline marketing programs architected and successfully executed by the founder. This tool kit will be used to kick-start the UXM business. Additionally UXM members will have access to use it free to grow their individual transaction volumes.

Furthermore, the UXM is free to join, there is no risk, no investment is required, and there is no “paid upgrade” needed to succeed. Everyone and every company can conduct an unlimited number of transactions on the UXM. So there is very little resistance, in fact there is no reason for anyone or any company not to join the UXM.

**And yes, the UXM has a solid profit making business model with the potential to rival and even surpass today’s Internet giants in growth, revenue, profit and return on investment**

## Specifically Who Benefits From the UXM and How?

- UXM Shoppers and business buyers enjoy money-saving best deals through optimization
- UXM Marketers enjoy no-risk advertising and maximum profits through optimization
- UXM Members can earn extra income or start a business risk free with no investment
- UXM Token Buyers receive yearly bonuses of 37% of revenue or more forever
- The UXM business can sustain a healthy profit margin of around 20%

## How Exactly Does a Token Buyer Benefit?

The table below shows yearly bonus payouts to UXM token holders based on Gross Merchandise Volume (GMV) levels. For reference, well known companies are listed in the column representing GMV they have achieved. This provides a relative idea of the potential of the UXM. The UXM team believes it can grow at a rate similar to AirBnB or faster because the UXM has the potential for a very high degree of network effect in comparison. UXM token values are not dependent on speculative exchange valuations, but fixed payouts. The UXM is a long term vision.

**TOKEN HOLDER YEARLY BONUS PAYOUT EXAMPLES**  
Based on Gross Merchandise Volume (GMV) Levels in US Dollars

Same GMV Vol as										
GMV Vol \$B	0.1	0.5	1.0	AirBnB	Craigslist	Rakuten	Ebay	JD.com	Amazon	Alibaba
Est UXM Rev	2,750,000	13,750,000	27,500,000	55,000,000	178,750,000	715,000,000	2,447,500,000	2,640,000,000	7,452,500,000	15,042,500,000
<b>Early Bird Bonus</b>	139,425	697,125	1,394,250	2,788,500	9,062,625	36,250,500	124,088,250	133,848,000	377,841,750	762,654,750
<b>UXM Tokens</b>	195,195	975,975	1,951,950	3,903,900	12,687,675	50,750,700	173,723,550	187,387,200	528,978,450	1,067,716,650
<b>UXMGT Tokens</b>	697,125	3,485,625	6,971,250	13,942,500	45,313,125	181,252,500	620,441,250	669,240,000	1,889,208,750	3,813,273,750
<b>Yearly Payout</b>	1,031,745	5,158,725	10,317,450	20,634,900	67,063,425	268,253,700	918,253,050	990,475,200	2,796,028,950	5,643,645,150
<b>Payout % of Rev.</b>	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%

For further information and the detailed token plan please see the UXM white paper at

<https://www.theUXM.com>