AMPLIFY

CRYPTO EXCHANGE NETWORK

Amplify Exchange

Whitepaper V 7.1

1. Introduction

Amplify Exchange is a concept that was born to spur the mass adoption of cryptocurrency. Our goal is to bridge the gap between traditional financial markets and blockchain based technologies. To accomplish this, we are building three separate but interconnected products, Amplify Brokerage, Amplify Exchange, and CryptoPay.

Each of these products is a functional powerhouse within its niche; however, when combined, these products become a symbiotic software suite that solves the basic needs of our digital lives: the ability to Connect, Earn, and Spend. These three basic tenants are sometimes disrupted by digital borders raised by companies and corporations across the world. By utilizing a blend of blockchain-technology and other best in breed technologies, the Amplify team will put these necessities back in the hands of the citizens of the world.

Connect:

The history of the blockchain and cryptocurrency space is a relatively short one; which helps explain why the crypto markets are so fragmented. To date, there are over 500 cryptocurrency exchanges globally, each offering different prices to their customers--this needs to change. Amplify intends to connect crypto market participants by building a brokerage that routes orders to the top crypto exchanges across the world; this approach means that our customers will get the best price execution across a plethora of exchanges. Even more, between our brokerage and exchange solutions, we plan to target underserved regions of the world and connect new market participants to the industry.

Spend:

In 2017, our company's founder, Justin Tabb, revealed part of his broader vision with the announcement of CryptoPay. CryptoPay is a payment gateway for merchants and consumers that allows customers to spend, or receive, digital assets in exchange for goods and services. CryptoPay will allow online vendors to be paid in the currency of their choosing while allowing online shoppers to pay with the money of their choosing--even if it's a cryptocurrency.

Crypto-to-crypto transactions are only part of the solution needed to deliver a truly game-changing product to the world and our focus groups overwhelming confirmed that thought. To cut down on the volatility--which may be advantageous to traders but may be too speculative for vendors--, CryptoPay would need to offer immediate crypto to fiat resolution--something that has not existed until now. And since there are no third party tools that enabled crypto to fiat resolution, the time for the third product in the product suite--CryptoPay--has arrived.

EARN & GROW:

Everyone wants to see their financial portfolio grow; At Amplify, we have a few approaches to aid this initiative. In the brokerage and exchange platforms, our risk management tools will help customers monitor positions, account balances, as well as provide unique insights into their portfolio. In addition, once the hybrid exchange is developed and launched, our AMPX token will allow Amplify users to earn tokens by validating transactions and supporting the decentralized network; this will come in time, but it's on the forefront of our minds here at Amplify.

Our Approach:

<u>*Step 1: Brokerage*</u>

There are a few different ways that crypto market participants buy, sell, and hold cryptocurrencies, and at Amplify, the first thing we will be offering market participants is the Amplify Brokerage.

There are many immediate advantages that brokerages offer to crypto traders; because of their much more extensive trading networks, brokers can provide better trading prices than relatively shallow exchanges. Furthermore, they offer consumers considerably more reliability for high-volume crypto trades.

In addition, the brokerage creates the technical infrastructure needed for supporting trades in our Distributed Exchange (phase two). That infrastructure–first developed for the brokerage–will be critical to the exchange, serving as the foundation for it to be built on. In fact, by the time we launch the exchange, the brokerage will have provided so much of the necessary architecture that some users might not even notice the switch right away!

<u>*Step 2: Distributed Exchange*</u>

There are two main technological models for a cryptocurrency exchange: Distributed and Decentralized.

Distributed Exchanges (CEX) make up the majority of the space. Distributed exchanges use a single access point website through a URL within your browser; on a distributed exchange, all funds are deposited into a wallet or small series of wallets which are fully owned and controlled by the cryptocurrency exchange. Similar to the way your bank account makes up a small part of what is held within that bank, your cryptocurrency trading account makes up a small amount of what is held on that exchange. The record of ownership points to individual account balances and is held within some form of a relational database that interacts with the website upon your login.

The benefits of this approach are the reduction of transaction fees since only deposits and withdrawals occur "on chain." When you execute a trade, no coins or tokens physically move from one wallet to another; therefore, the process happens quickly. However, this single access point is subject to censorship by governments (or corporations) and subjects customers to a higher probability of malicious attacks resulting in loss of access or worse, the loss of funds.

<u>*Step 3: Decentralized Exchange*</u>

Decentralized Exchanges (DEX) are the alternative approach to distributed exchanges. DEX's are a lot more flexible since they are fully-decentralized and run through a series of nodes. In this model, all transactions occur "on chain" so deposits, withdrawals, and even trades are subject to long wait times due to the number of confirmations needed to (officially) complete a transaction, this also means that there are much higher transaction fees since each transaction is subject to a network's gas and transaction fees.

Our long-term solution is to migrate from a distributed exchange to a hybrid exchange, taking features of the best of both the distributed and decentralized models. We will accomplish this

through what we call: The Amplify Bridgechain, a new, best-in-breed, solution that utilizes proprietary blockchain technology and will serve as a blockchain-based digital ledger that mirrors everything that happens within Amplify Distributed. Doing so allows decentralized clients to have access to the same trading liquidity as the distributed exchange and promotes fast, secure, and cost-effective transactions.

Additional Opportunities

At this point in time Crypto exchanges are very "unfriendly" to those who are new to crypto trading. This has created a barrier to entry for millions of people who otherwise would like to be involved in the crypto "wave" that is sweeping the globe. The problem has been that the existing exchanges have been designed from the ground up specifically to crypto enthusiasts. Amplify is being designed to make it easy to open an account right from your bank account, or alternative payment method, and have direct access to a multitude of digital assets. Once combined with education, portfolio management tools, and technical analysis studies designed for token holders of all experience levels, our solution is welcoming for both retail and institutional participants.

Traditional trading platforms, such as TD Ameritrade or E*Trade, have set a minimum standard for portfolio management functionalities that current cryptocurrency exchanges do not offer. Amplify intends to offer trading alerts, conditional order types, position management tools, market scanners, interactive charts, back-testing tools, and a trading education section as well as many others. Additionally, we intend to offer advanced trading tools, such as scripting interfaces for savvy token holders to custom code their own indicator and analysis tools.

Amplify Exchange will be the single exchange where one can open an account funded directly from their bank account or alternative funding method and immediately have access to both the major tokens as well as vetted altcoin offerings. Once in the exchange, a user will have access to a large suite of tools from the most basic portfolio management tools to user education to highly sophisticated trading tools within one platform. All in a comfortable environment. All extremely easy to use and execute. This will simply set a new standard for the Crypto Exchange.

The Different Types of Crypto Exchanges

To start off, we'll discuss the basics of a what a crypto exchange is and then move into the three different types of exchanges: Brokerages, Peer-to-Peer, and Trading Platforms.

Most are already familiar with the basic concept of exchanges and their functionality, but for those that are new to self-directed investing, a Crypto exchange is a digital interface that provides a platform for the buying, selling, or exchange of cryptocurrencies and digital tokens. This includes the transfer of fiat currency, such as the U.S Dollar, Euro, or Yen, and allows you to take those currencies and convert them to digital assets such as Bitcoin, Ethereum, Substratum, and many more.

Cryptocurrency Brokers

A cryptocurrency broker is very similar to a foreign exchange currency broker. If you've ever traveled outside your home country, you'll know that at most airports you can walk up to a teller, or machine, and exchange U.S Dollars to Euros at a fixed exchange rate. The same concept applies to cryptocurrency. Imagine walking up to this machine, inputting a $100 bill and receiving a voucher for the same amount in Bitcoin or Ethereum. The process is fairly seamless. The price you pay is typically higher than spot market prices and the broker profits by collecting a fee for the service.

Peer-To-Peer Cryptocurrency Exchange

The next type of exchange we're going to talk about is a peer-to-peer exchange. In this type of transaction, instead of interacting solely with a broker, Peer-to-Peer transactions connect buyers and sellers directly without a third party to process all trades. Regular cryptocurrency exchanges are companies which serve as intermediaries between their customers and make a profit by collecting fees. This happens with brokers and trading platforms. On a peer-to-peer exchange, the role of the platform is to provide escrow services and transaction mediation services that offer high resistance to censorship, are cheap to use, and private when used properly. Regular cryptocurrency exchanges are run by people, which is expensive, and a peer-to-peer exchange is simply software that facilitates an exchange of one digital asset for another.

Cryptocurrency Trading Platforms

Trading platforms are a digital asset exchange where market participants place buy and sell orders in a common ledger, called the order book. When another person wants to buy a cryptocurrency, they either place a market order which will fill the order at the offer price, or place limit orders to specify various price levels in which they want to participate. This curates a market of buyers and sellers. At this time, the exchange will match orders through what's called a market maker. After a customer executes a trade, the service collects a commission on the matching service.

2. The Problems

Flow of Funds

Currently, one of the biggest obstacles for widespread adoption stems from a bottleneck in the money flow from fiat to crypto assets. This is because few exchanges accept, or settle, fiat transactions. The flow of funds is laborious and if one wants to acquire altcoins, a significant amount of research needs to be done. In order to exchange fiat currency to crypto assets, typically, token holders have to either buy Bitcoin or Ethereum before transferring those funds to a digital wallet on a separate exchange. Once you've acquired Bitcoin or Ethereum the purchaser of such digital asset then exchanges those cryptocurrencies for other altcoins.

CURRENT **FIAT** TO **ALTCOIN**
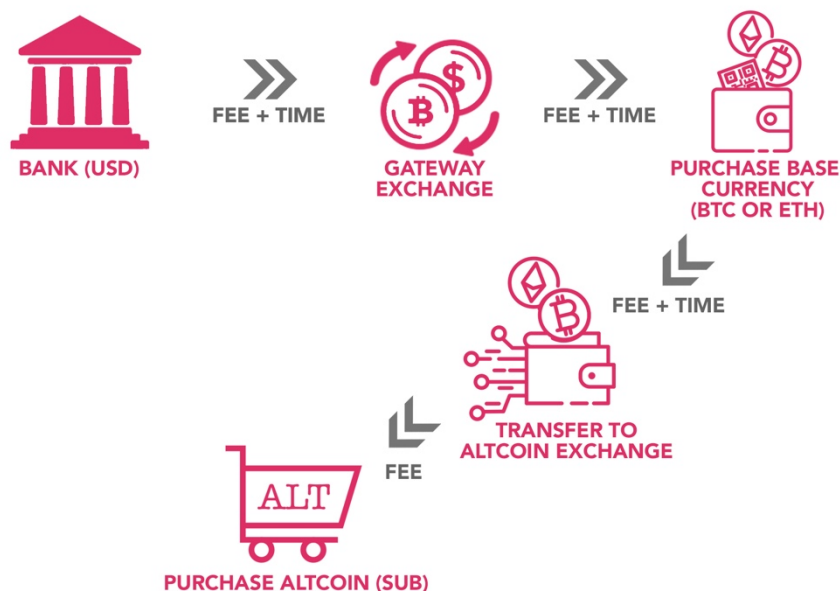
Doing this, the market participant pays three different transaction fees, which can prove costly at scale. For example, if someone wanted to buy Substratum with U.S. Dollars, the token holder would pay a transaction fee for the first purchase from USD to Bitcoin, then pay another transaction fee to transfer the Bitcoin to a wallet on another exchange, and finally pay a third transaction fee for the Bitcoin to Substratum transaction. This is obviously not user friendly or cost efficient.

Even more, the process takes significant time to settle. Each transaction can take up to 30 minutes, which can prove costly for traders with shorter term timeframes. This reduces the amount of active traders, who are important market participants for providing sufficient liquidity – as demonstrated in traditional markets.

Overall, the flow of funds problem has been one of the largest obstacles for the crypto market to achieve mass adoption. This problem has kept institutional money on the sidelines and presents a huge opportunity for Amplify Exchange. At Amplify, our fiat to crypto solutions simplify the experience and provide user friendly interfaces for digital asset holders to conveniently access the cryptocurrency markets.

New Flow of Funds Process with Amplify

The new process with Amplify will offer simple fiat to altcoin purchase reducing the amount of time a purchaser is required to wait from three separate waiting periods to one short waiting period. The user simply executes a fiat purchase using their preferred payment method and then selects the altcoin they wish to purchase.

This more simplified process will reduce the number of fees taken from a minimum of four to only a maximum of two and often one single fee. This will greatly reduce the barrier to entry and bottleneck to frequent use by essentially making the process much more simple.

Lack of mass adoption, portability and usability

There's a problem with cryptocurrency and using digital assets in commercialized environments. In order for the mass adoption of blockchain and distributed ledger technologies to become conventional, the proposed solutions need to outperform existing technology. To make cryptocurrencies viable, the fundamental functions of brokerage and exchange platforms must evolve and be amplified.

The main goal of Amplify is to make cryptocurrency accessible and seamless for users in ways applicable to their day-to-day activity. New applications and services are required to meet consumers where they are versus consumers being required to adapt to complex cryptocurrency and blockchain paradigms.

For more astute or seasoned cryptocurrency veterans, Amplify pushes through feature boundaries that exist today and decreases the number of overall tools required to more holistically conduct their business.

Amplify Exchange will be an _extensible_ ecosystem that empowers other apps, platforms, and even other exchanges with the capability to perform multiple complicated back-end conversations such as fiat to crypto and crypto to fiat.

Portfolio Management

 Today's cryptocurrency platforms neglect portfolio management capabilities. This includes basic capabilities, such as tracking a position's profit (or loss) and evaluating the historical performance of your portfolio. Even more, crypto brokerages and exchanges have zero tax reporting capabilities, which can create significant tax liabilities for customers of the exchange. In order for token holders to migrate from traditional investing environments, these features are necessities.

A person's portfolio should be accessible wherever they are. As with other extensible aspects of Amplify Exchange, consumer portfolio management will be available through a set of APIs. Amplify Exchange will be the foundation for many additional blockchain applications outside of trading. This allows app developers to build tools, integrated with Amplify's portfolio management APIs, that focus on the business and industry that their app serves while significantly decreasing time to market.

Lastly, the best way for Amplify to help market participants make better decisions is by providing an ecosystem for users to perform their own research and education. Within our platform is a risk assessment tool, which algorithmically suggest potential portfolio options that might fit your risk profile.

Disparate tools for the seasoned trader

Most cryptocurrency trading platforms do not support a variety of chart grids, indicator suites, and the integration of proprietary algorithms used in active trading environments. For seasoned traders, this presents a barrier to entry that's hard to overcome requiring them to use multiple disparate tools to execute functional trading. Traditional investors have technical analysis strategies that should easily transfer into the crypto markets, but most platforms make it difficult for token holders to leverage the same strategies used in other markets.

Amplify seeks to deliver best in class trading tools for advanced traders to solve this problem. To do so, we intend to implement a scripting terminal where seasoned traders can custom code proprietary trading indicators and studies to leverage their existing strategies used in traditional markets. Savvy traders also utilize multiple chart grids to keep track of different markets simultaneously. This is why Amplify intends to provide flexible charting grids tailored to each market participants individual needs enabling them to use technical analysis methodologies right within Amplify rather than having to use a third party system like TradingView or Coinigy to perform this analysis. Even more, our platform will provide alert systems and complex market scanners that will enable traders to set alerts based on a series of market conditions or set their account to perform automated trades when the indicators they have set are successfully satisfied.

Order types

In traditional trading platforms, there are a variety of order types that allow market participants to take advantage of various market conditions. Currently, crypto trading platforms have very limited order types. Few have a suite of market, limit, and stop-loss order types. Almost none have the ability to execute conditional order types. This is an important necessity for market savvy traders.

Amplify aims to protect our token holders by providing a plethora of order types and interfaces to help quantify risk. Even more, our order system will allow market participants to leave both stop-loss and take-profit orders in the orderbook, which provides better liquidity, and therefore reduced volatility, for our crypto markets as a whole.

Expensive fees

Most cryptocurrency brokerages and exchanges have expensive fee structures. Many popular exchanges use their signature token as a utility for reducing trading fees. Amplify will take that approach a step further by allowing people the chance to earn AMPX tokens by validating Amplify transactions. This all happens while helping to fight censorship through SubstratumNode. The team at Amplify will provide options for earning both SUB and AMPX to make this possible.

The need for disruptive decentralization

There are two types of exchange structures: distributed and decentralized. Distributed exchanges are common for centralized organizational structures, but they have a single point of failure. This makes them censorable by countries who wish to restrict participants from accessing cryptocurrencies. Decentralized exchanges are hard to censor, yet the transaction times are slow and expensive, and typically aren't user friendly.

Amplify intends to be the best of both worlds, leveraging the SubstratumNodes that host a decentralized internet and allow our exchange to be accessed in all portions of the world. Initially, we will start as a set of distributed backend services with a web user interface, which will allow Amplify to settle transactions fast, this is known as Amplify Distributed. These services are necessary to perform most of the planned inner-workings for the Amplify Exchange. Once that framework is complete we will implement the Amplify Bridgechain which will utilize the Substratum Network for the heavy lifting of decentralization and provide a hybrid approach which is not able to be censored yet friendly for even the newest users while maintaining speed and cost effectiveness, this will be known as Amplify Decentralized.

Security Risk

It's well known that cryptocurrency exchanges have been victims of a multitude of hacks, leading to massive amounts of lost funds. Amplify Exchange will employ the best of cryptographic security, policies, and practices to ensure the safety and protection of users and their funds. Human interaction will not be necessary for daily operations. When human intervention is necessary there will be software that controls, monitors, and logs any human events for later auditing. Third party partners have been and will continue to be used in order to perform security audits and to also bring a level of accountability to our processes.

3. Introducing Amplify's Product Suite

Amplify is the first product suite of its kind and offers tools for everyone, from the cryptocurrency novice to the seasoned professional. Our team will take a two-pronged approach for enhancing the user experience. The first approach, Amplify Brokerage, will be targeted towards the inexperienced token holder. This environment will offer basic portfolio management tools, graphs, as well as a comfortable interface to transact both in crypto and fiat. The second approach aims to service more experienced market participants via our exchange interface. For

those who are looking to actively trade the markets, this environment is ideal. Here, Amplify will provide institutional grade trading tools, API's, portfolio management evaluations, and much more.

Brokerage Overview

The portfolio overview dashboard gives users an overall feel of their account over time as seen in figure 3.1.

Figure 3.1: Amplify portfolio overview
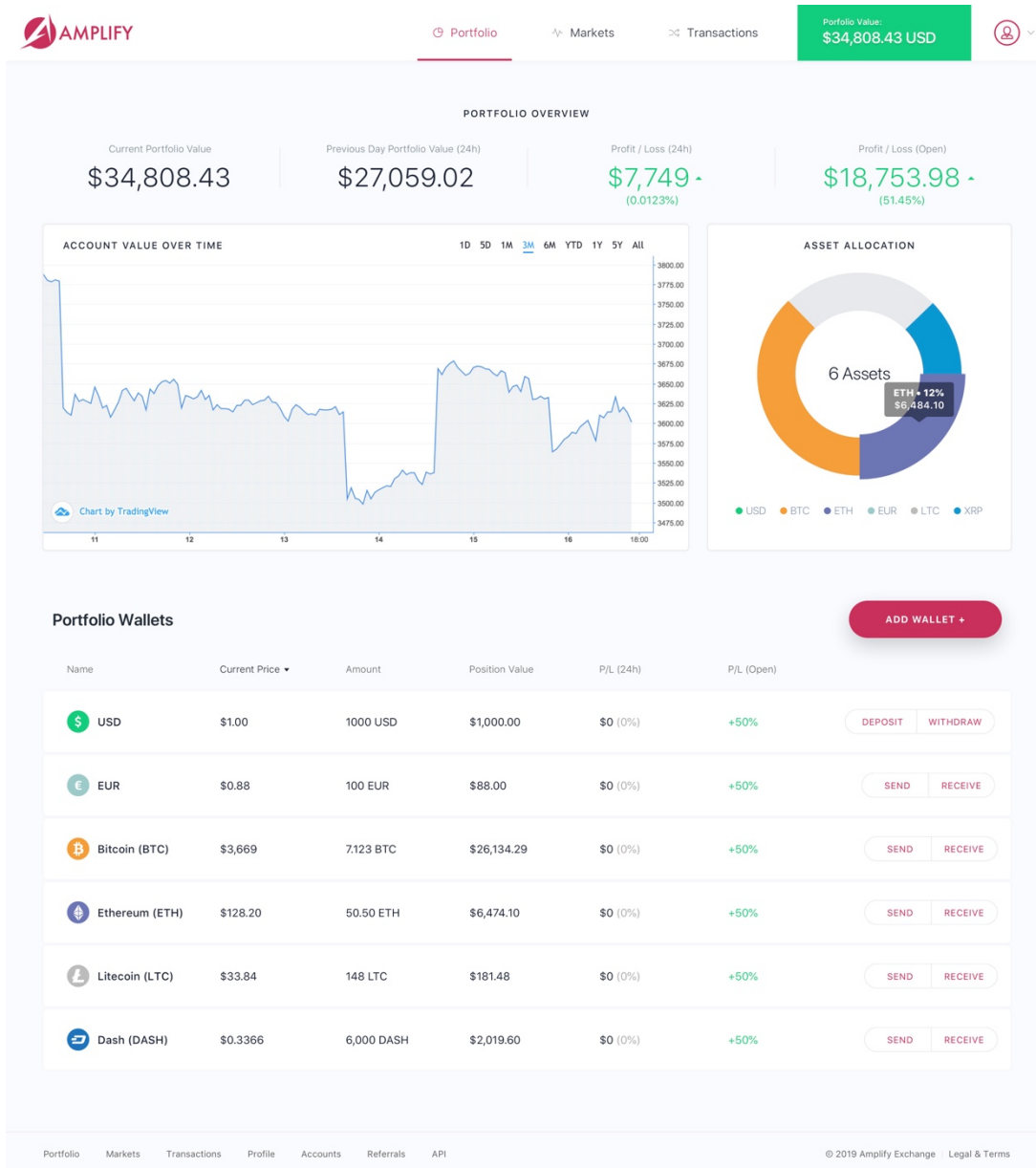
Understanding how the portfolio performs over time from both a holistic and individual asset perspective is critical to making informed decisions.

When an Amplify user wants to purchase more of their favorite cryptocurrency with their bank or alternate funding method all they have to do is buy directly from the portfolio overview as seen in figure 3.2.

Figure 3.2: Amplify simple buy screen
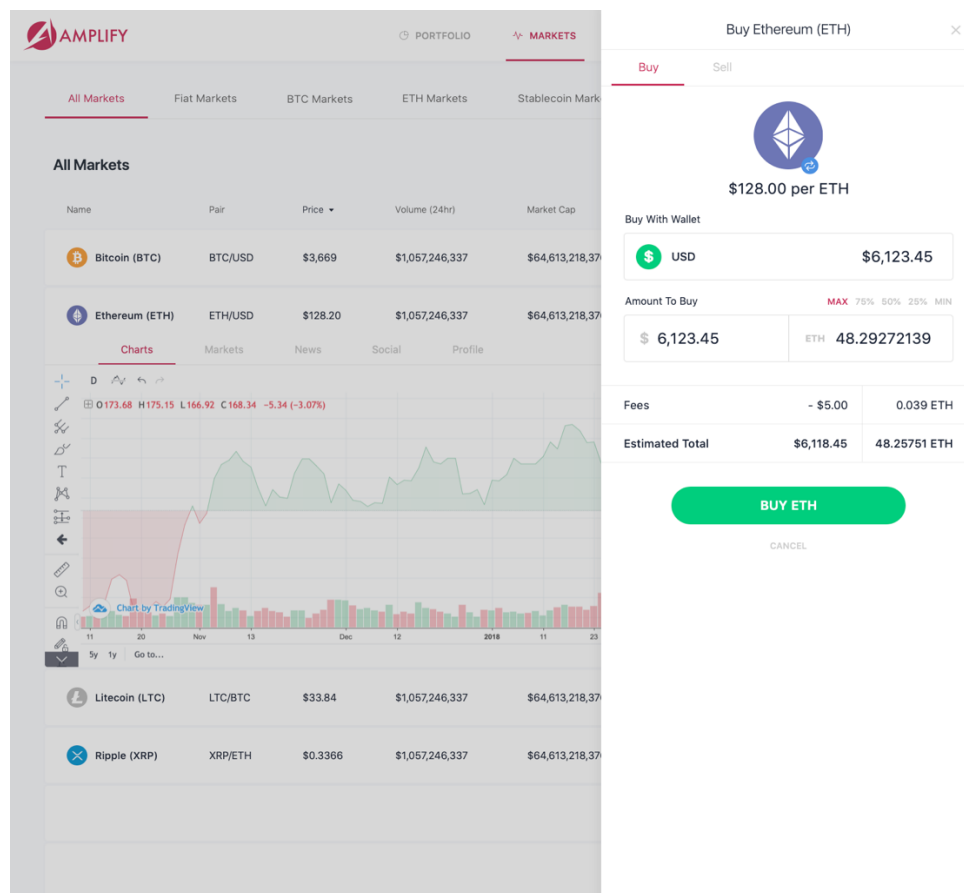
Selling your cryptocurrency for fiat is just as easy. In fact, it's possible to go straight from any token in your portfolio to an institutional bank or alternate withdrawal method as seen in figure 3.3.

Figure 3.3: Amplify simple sell screen
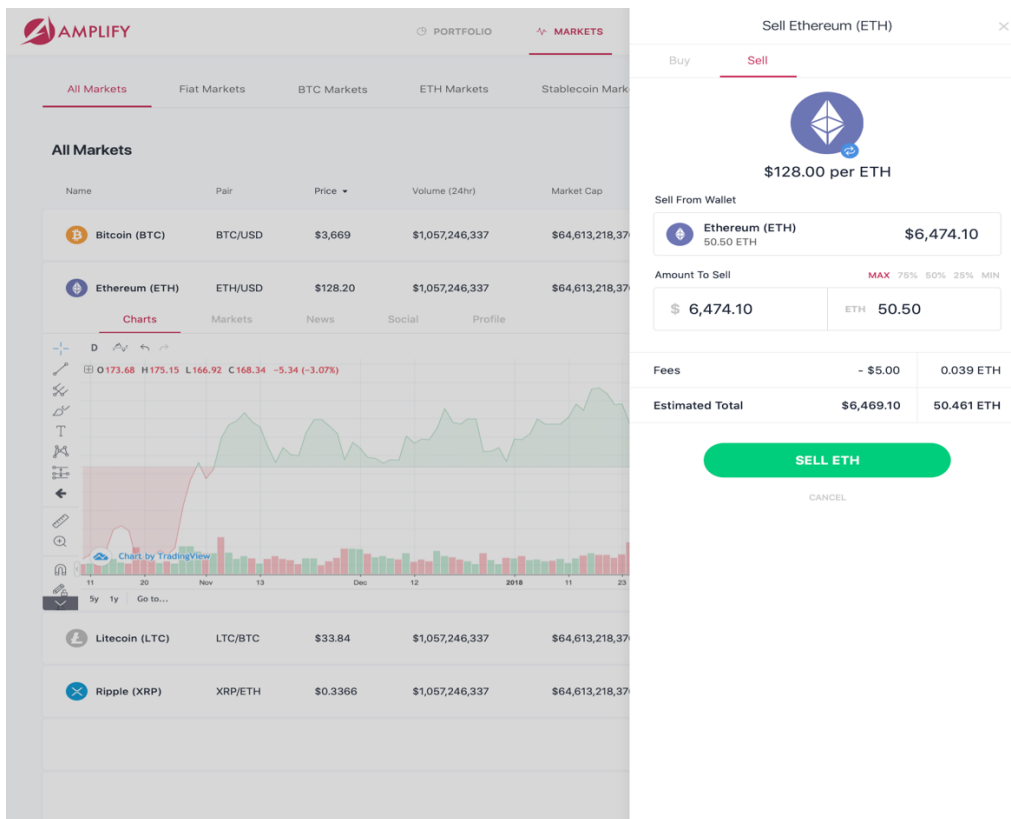
Finally, for the more seasoned trader, there will be an advanced exchange available from within Amplify as seen in figure 3.4.

Figure 3.4: Amplify Exchange
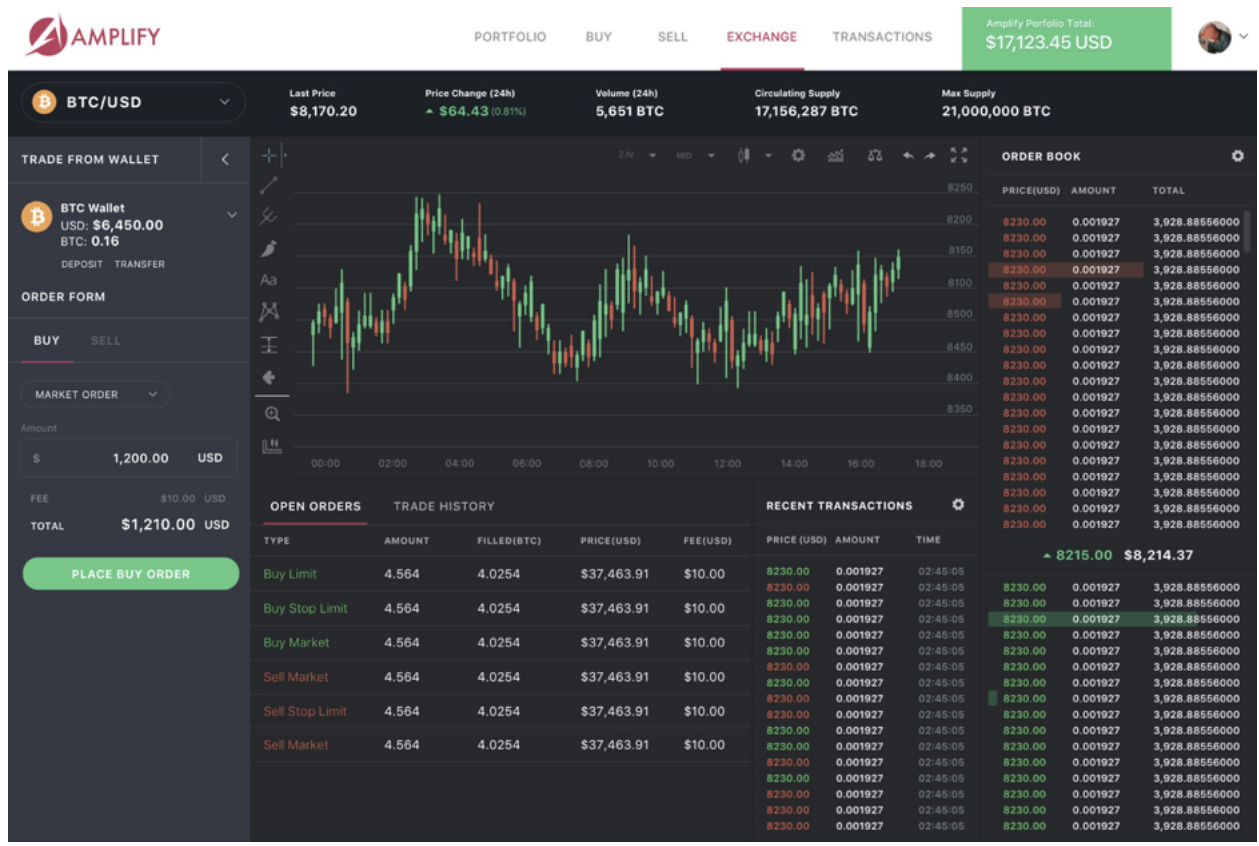
This basic interface includes charting capabilities, indicator suites, basic order routing, and market depth. Amplify intends to expand upon the charting grids, scripting terminal, and advanced order routing. As we get closer to the release of this product, we'll update the designs that better highlight the institutional grade enhancements found in the Amplify Exchange.

4. The solution as an ecosystem

Amplify is one of three products that work together as an ecosystem and plays a critical role for the purpose of exchanging funds and portfolio management. Users will be able to login to their Amplify account and easily convert fiat to Bitcoin, Ethereum, Amplify, and many more altcoins. By offering a larger number of trading pairs from fiat to crypto, for example SUB/USD, Amplify will reduce the time it takes to purchase or sell altcoins and reduce the fees that are paid to make those transactions happen by simply reducing the number of steps that is required. Many additional features to manage and grow wealth will also be available within Amplify Exchange. Users will have the ability to manage their cryptocurrency portfolio and will also be able to manage their risk tolerance through an assessment tool. In addition, a market scanner will also be available for automated trades.

Amplify Integration with CryptoPay

CryptoPay is an application that allows people to pay for goods and services with any cryptocurrency accepted by a merchant. Merchants can choose to get paid in their preferred cryptocurrency or fiat currency. One of Amplify's strengths is that it allows the consumer's profile to be served up where needed. CryptoPay takes advantage of this as one of the first Amplify clients for the portfolio API and set of services.

A CryptoPay user will establish a new Amplify portfolio during CryptoPay registration that will enable them to not only buy goods and services using any of their cryptocurrencies but also buy cryptocurrency directly to add to their CryptoPay account. This is just another step revolutionizing the way people manage or interact with their portfolio. Once setup, this is a completely seamless process. Tokens and Coins that are available on Amplify are *automatically* available for goods and services purchase through CryptoPay. There is no additional setup _ever_ and users will always have immediate access to their funds through this direct integration.

Here is a walkthrough of the concept of CryptoPay and Amplify integration. In the following example a CryptoPay user is purchasing t-shirts from a from an online merchant as seen in figure 4.1.

Figure 4.1: Online merchant checkout screen

When the user chooses to pay with their CryptoPay account, they will be directed to choose their payment type from a list of coins already available in their wallet as shown in Figure 4.2. The wallet displays the conversion rates in the user's chosen fiat so that it is extremely easy to see the cost of the good or services within the application.

Figure 4.2: CryptoPay currency selection
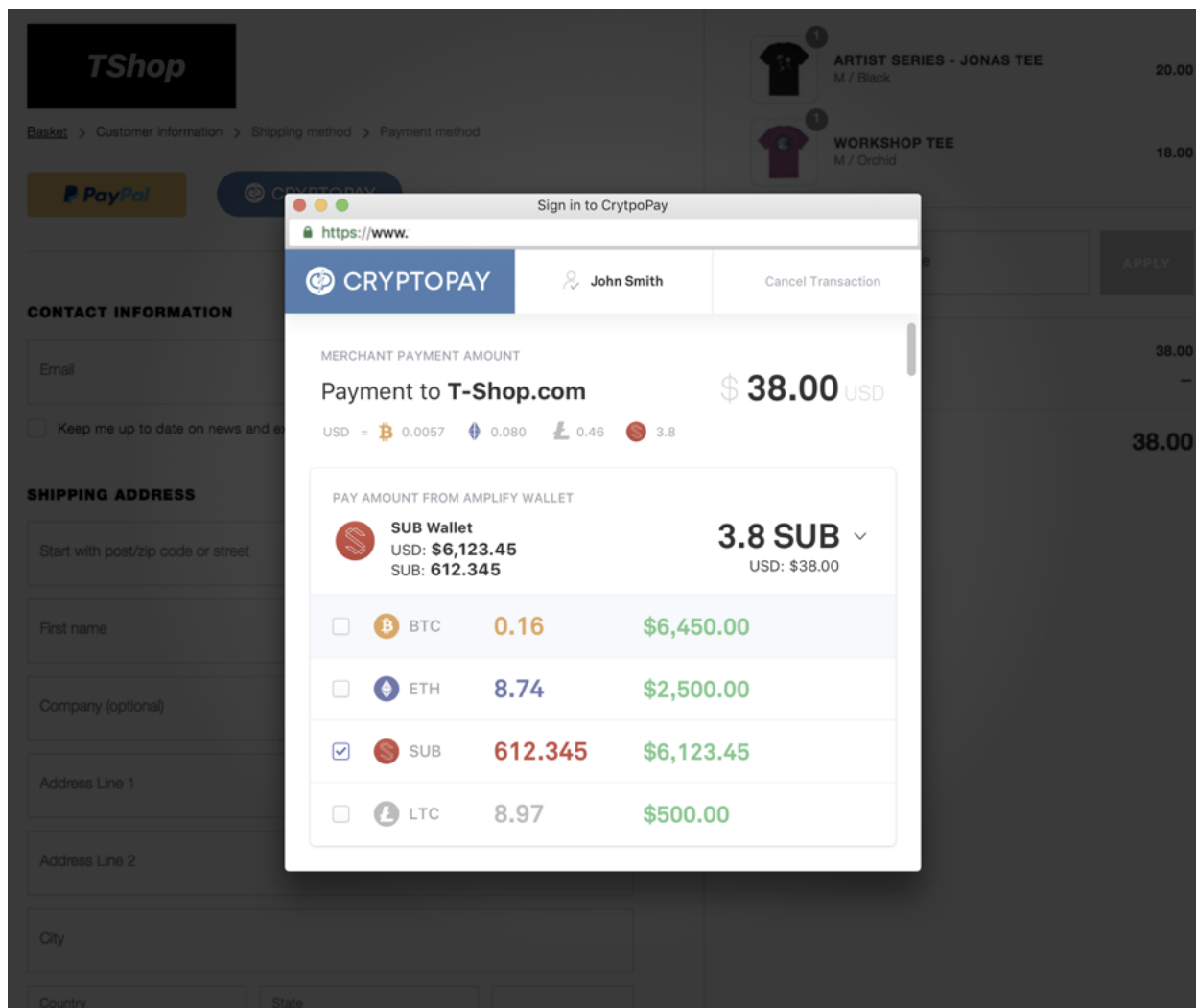
Once the user has selected the coin payment from their wallet, they will be asked to securely confirm their transaction through the use of two factor authentication as seen in Figure 4.3.

Figure 4.3: CryptoPay checkout confirmation
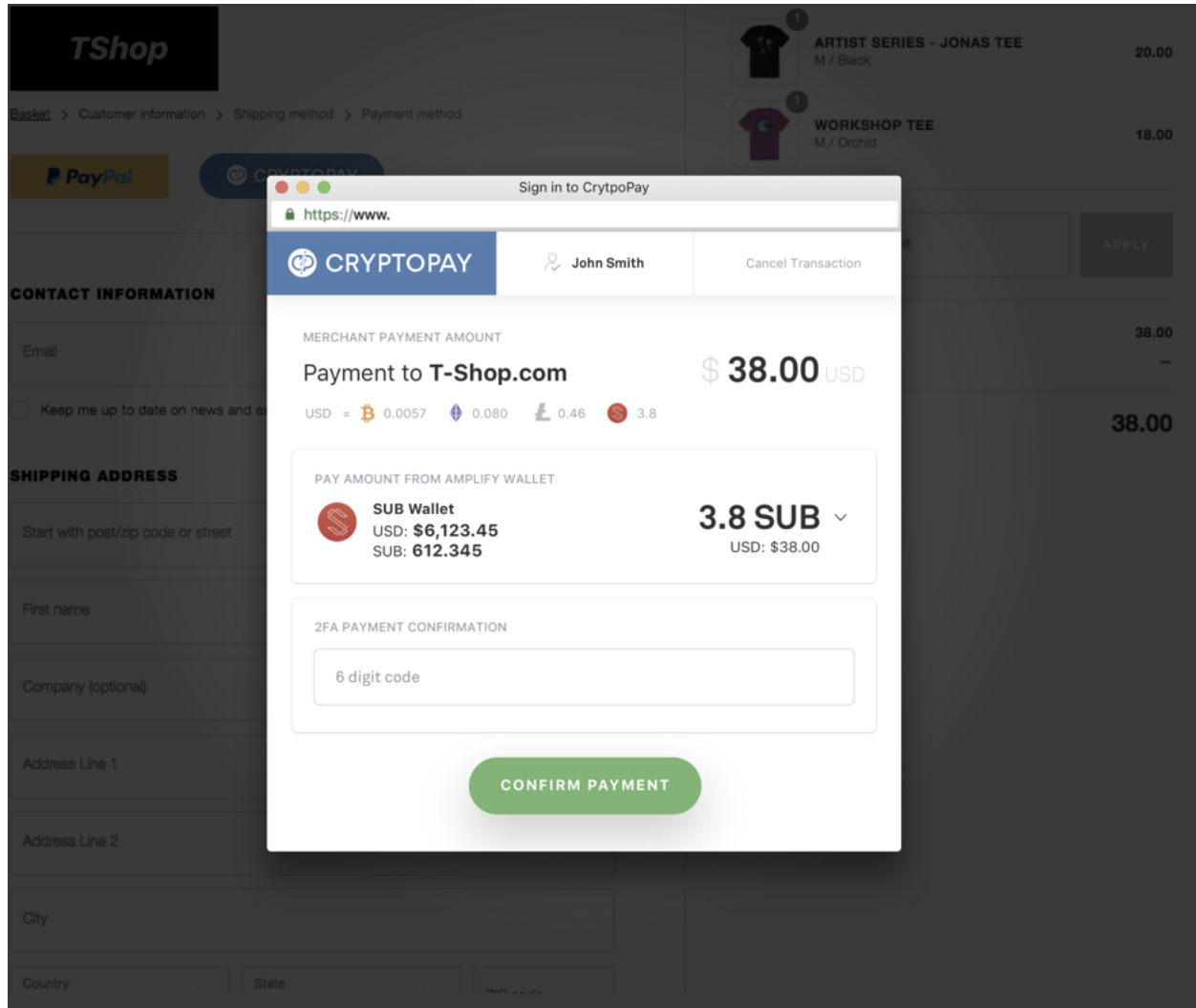
Transaction details will be available as soon as the record has been confirmed on the blockchain as seen in Figure 4.4.

Figure 4.4: Successful transaction
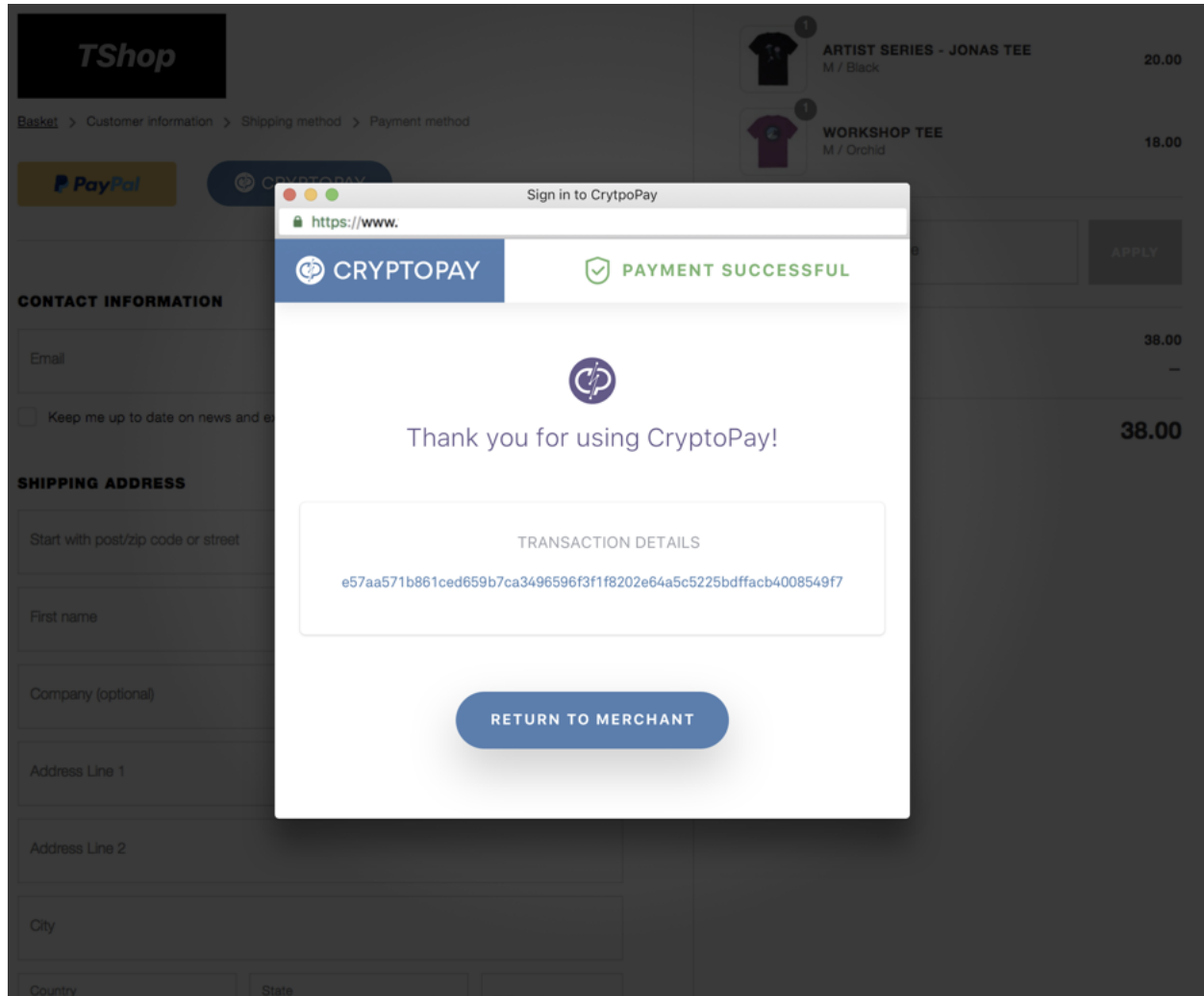
Figure 4.5: CryptoPay Vendor transaction activity

Date ▾	Currency Type	Price (USD)	Currency Amount	Method	Customer Email
08/28/2018	SUB	$38.00	3.8 SUB	CryptoPay Checkout	althea_altenwerth@yahoo.com
03/17/2018	SUB	$52.17	5.217 SUB	CryptoPay Checkout	brekke_tressa@klocko.biz
07/17/2018	BTC	$160.45	0.025 BTC	CryptoPay Checkout	ismael.feeney@ratke.org
05/07/2018	ETH	$14.94	0.054 ETH	CryptoPay Checkout	bartholome_labadie@deonte.biz
01/31/2018	SUB	$85.09	8.509 SUB	CryptoPay Checkout	jamie.huel@block.ca
11/22/2018	BTC	$96.15	0.015 BTC	CryptoPay Checkout	felicita_funk@yahoo.com
07/31/2018	SUB	$88.15	8.815 SUB	CryptoPay Checkout	connie_turcotte@raphael.biz
09/16/2018	LTC	$85.02	1.49 LTC	CryptoPay Checkout	damian.douglas@yahoo.com

When CryptoPay is used as the payment gateway, merchants will benefit from the reduced volatility of immediate fiat resolution. Similarly, consumers will be able to withdrawal funds directly to and from their banking institution or alternate withdrawal method as seen in Figure 4.6.

Figure 4.6: CryptoPay bank integration

Amplify Integration with SubstratumNode

SubstratumNode allows users all over the world to have full access to the Internet regardless of censorship in the form of digital borders placed by governments and corporations. Amplify will utilize the Substratum Network for unobstructed decentralization of exchange transactions. Amplify will also be the chosen exchange for monetizing the Substratum Network. With SubstratumNode configured to perform routing and consensus work for the Amplify Exchange a SubstratumNode user can choose to earn AMPX alongside of SUB. SubstratumNode users are rewarded in SUB for the standard work it performs. SubstratumNode's standard work is best defined as handling the clandestine routing requests (CORES packages) for uncensored decentralization.

Users will have the ability to see the average number of their transactions per hour when consuming while using the Substratum Network, as shown in Figure 4.7.

Figure 4.7: SubstratumNode Consuming View
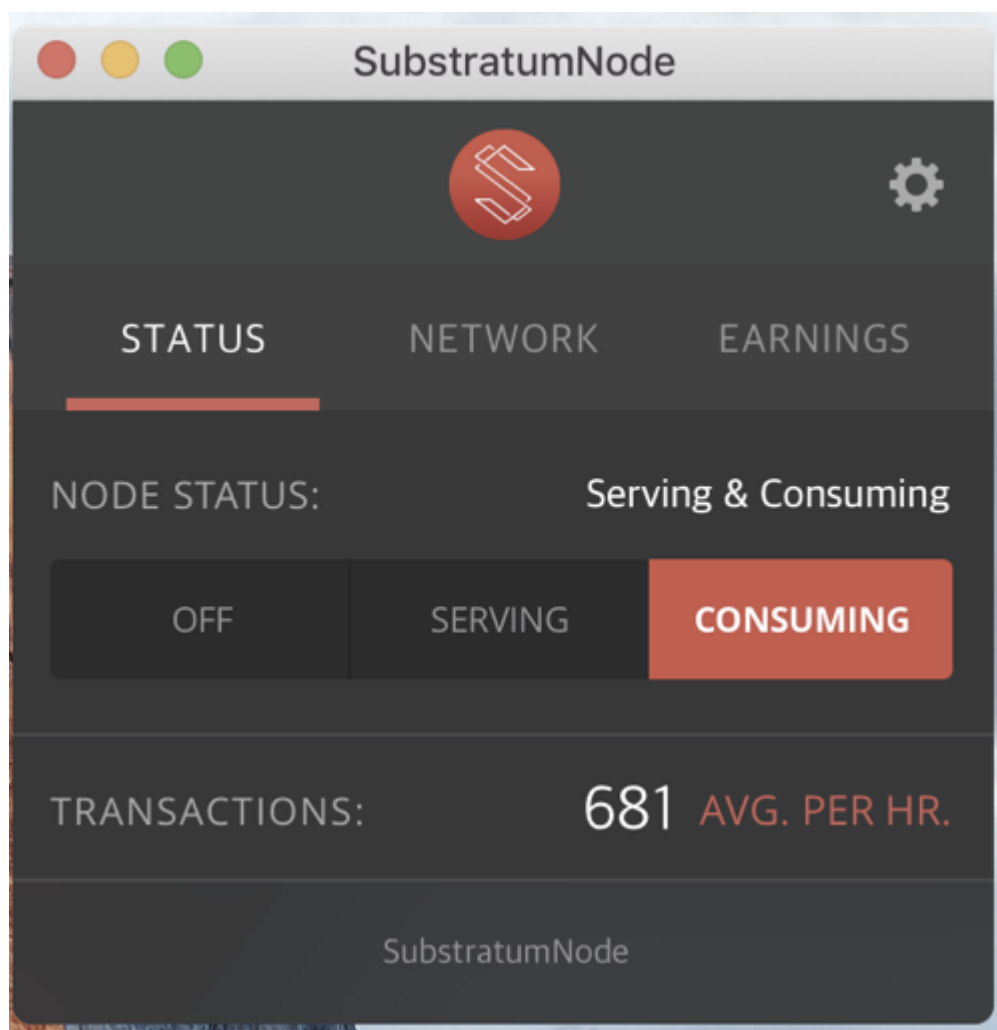
Users will have the option to earn AMPX by authenticating transactions to the Amplify BridgeChain in addition to the SUB coins they are earning for processing CORES packages through the Substratum Network as shown in Figure 4.8. AMPX coins can be used for paying trading fees on the Amplify Exchange, for purchasing goods and services through CryptoPay, or traded for other tokens.

Figure 4.8: SubstratumNode Earnings Configuration
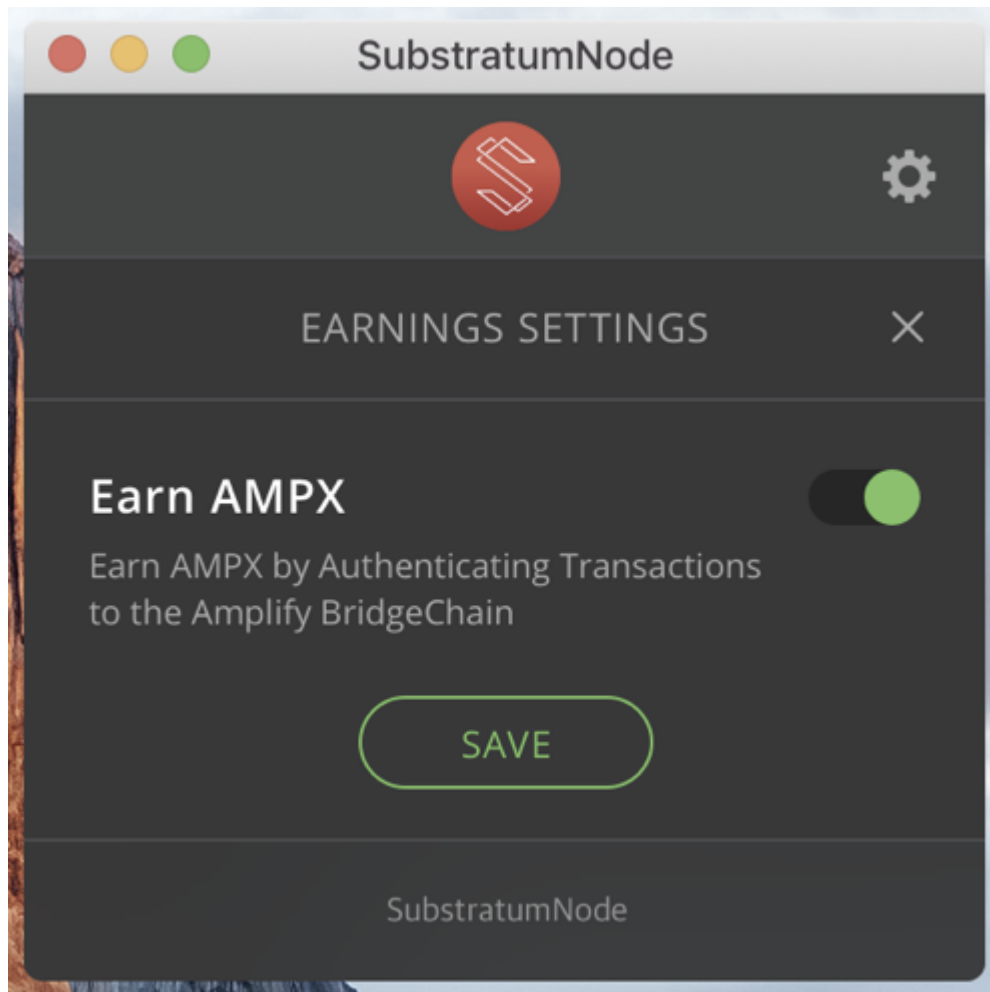
Once the user has leveraged the SubstratumNode to earn coins, they will begin to see their coins accumulate on the Earnings tab. Users can choose to view their funds in their own currency and withdrawal at any time as shown in Figure 4.9.

Figure 4.9: SubstratumNode Earnings view
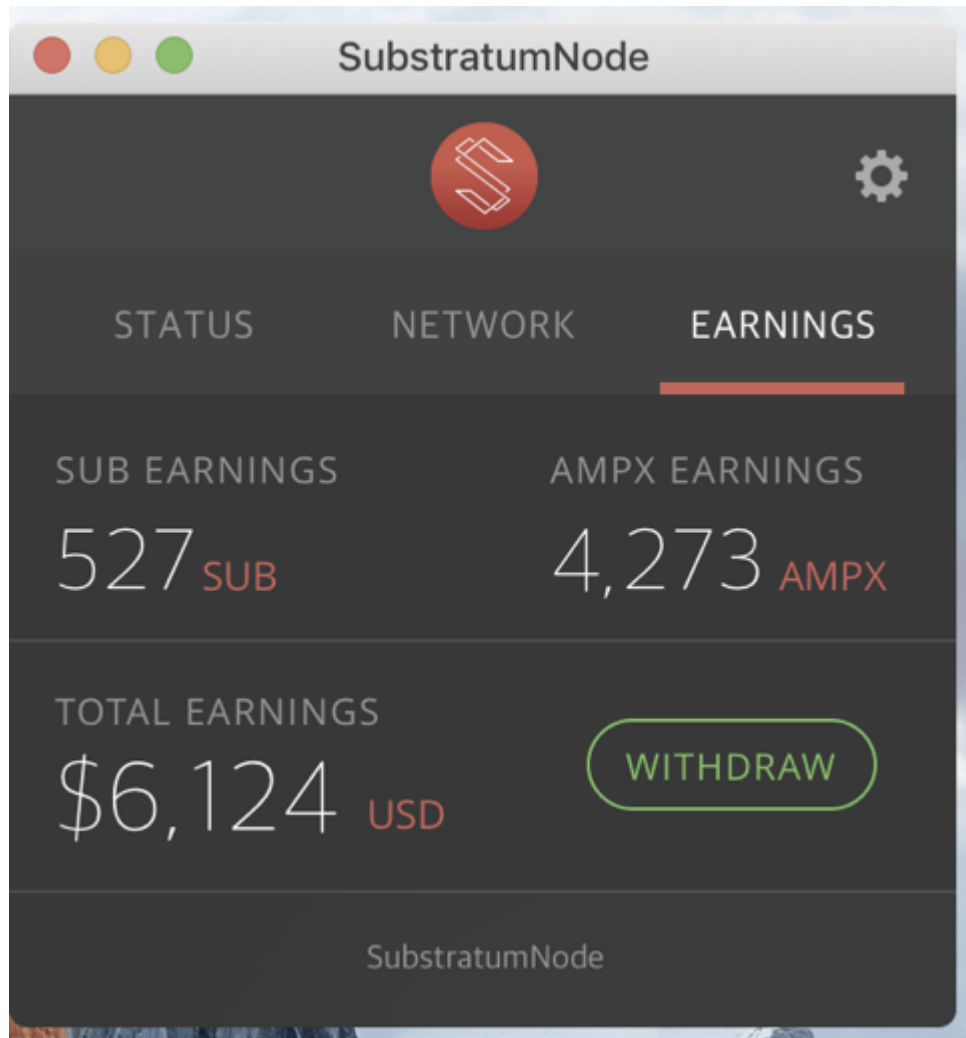
Because Amplify allows you to connect any bank account or alternate funding method to the Exchange, users will easily be able to withdrawal their earnings from Substratum directly to the bank account or alternate funding method of their choice. Alternatively, users can move their cryptocurrency earnings to another wallet of their choosing as shown in Figure 4.10.

Figure 4.10: SubstratumNode Fiat Withdrawal
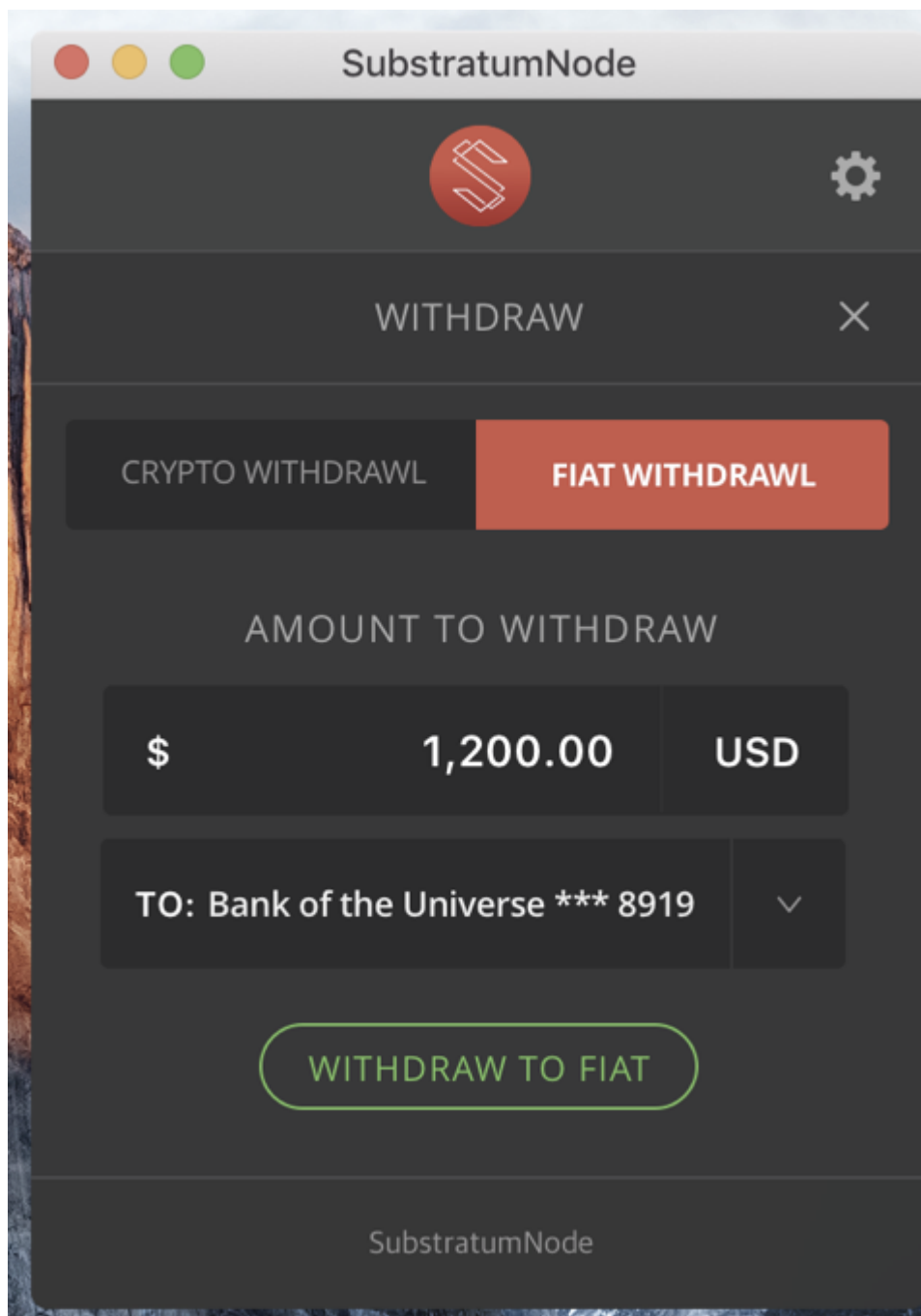
Because of the interoperability with SubstratumNode, users will be able to leverage the Amplify Exchange to trade anywhere regardless of censorship.

Amplify Brokerage and the Amplify Exchange will allow users to trade cryptocurrency coins across many trading pairs and a small fee will be used to complete the transaction. If users are looking to trade a coin to purchase AMPX coins, there will be no transaction fees on the Amplify Exchange. Users can save on exchange transaction fees by paying for the fees using AMPX tokens. They can do this either by pre-purchasing AMPX tokens to potentially save as the value of the token rises or the Amplify system will automatically purchase AMPX tokens from the order book as needed to cover transaction fees.

Phase three will allow the Amplify Exchange to be entirely decentralized using SubstratumNode. In this phase, a consensus model will be used where nodes will stake the AMPX token in order to be selected for placing a block on the blockchain. The winning node will be rewarded with AMPX which can be used for trading fees on the Amplify Exchange. Amplify will provide a direct link into SubstratumNode where they can convert SUB or AMPX from fiat and transfer to their bank account or alternate funding method to earn passive income immediately.

5. AMPX as a utility

The AMPX token will be used as a utility in two major phases. By offering the Amplify token (AMPX) as a means to provide access and compensation for work performed with the network the token will become the fuel that runs the Amplify exchange.

Phase 1: Fee Utility

Amplify will leverage the AMPX token as a means to facilitate transaction fees and allow users to access different aspects of the exchange.

Utility	Description
Exchange Fees	In accordance with standard practice today we are implementing a standard maker-taker model to facilitate a smooth and simple process for all exchange customers. Our fees will be at or below standard market rates today. For brokerage accounts there will be an additional markup in accordance with standard practices today.
Listing Fees	Our intention is to list all projects that pass our vetting process without a fee; however, if there is a complex token or coin with a new integration protocol we reserve the right to charge a nominal listing fee to cover the technological challenges associated with that process. Tokens will have the option to provide basic liquidity upon listing to ensure smooth processing of all initial orders on the platform.
Withdrawal Fees	In accordance with standard practices when offering Fiat to Crypto and Crypto to Fiat options a fee will be added to withdrawals to cover the cost of that service.
Additional Service Fees	For enterprise grade services such as increased API transaction rates there may be additional fees to cover the technological costs associated with those services.

How to earn AMPX during Phase 1?

Amplify Bounty Program:

CLICK HERE TO VISIT THE OFFICIAL POST

The Amplify Exchange token-giveaway aims to provide early supporters with AMPX tokens they can use to make free trades upon the launch of the platform. Therefore, the bounty campaign conditions may be slightly different from those of traditional projects.

Legal – 14656769.1

The bounty campaign will be divided into multiple 3-month-long stages and will end when all the tokens available for the bounty have been staked. The bounty rewards will be sent to the participants within 45 days of the launch of Amplify's first platform, the Amplify Brokerage.

Total Number Of Tokens Available For The Bounty Program: 50,000,000 **AMPX**

*CITIZENS OF THE UNITED STATES AND CANADA ARE NOT ELIGIBLE TO PARTICIPATE IN ANY PART OF THE BOUNTY PROGRAM. ANY POSTS, LIKES, SHARES, AND OTHER SOCIAL ENGAGEMENT BY US AND CANADIAN CITIZENS IS APPRECIATED, BUT AMPX TOKENS WILL NOT BE REWARDED AS CITIZENS IN THESE COUNTRIES ARE INELIGIBLE TO PARTICIPATE IN THE BOUNTY PROGRAM.

General Rules

1. The bounty will begin Monday, March 4 at 00:00 UTC and end on Monday, May 27 at 00:00 UTC with weekly reporting occurring throughout the bounty hunt.

2. You must pre-register for your Amplify Exchange account with the same email that you use to submit your weekly reports.

3. Any kind of cheating, use of multiple accounts, or spamming is prohibited and will result in refusal of your right to participate in the bounty campaign.

4. Amplify Exchange may deny your right to participate in the Amplify Exchange bounty campaign if deemed necessary in its sole discretion.

5. Amplify Exchange may cancel your participation membership in the Amplify Exchange bounty campaign if we suspect that you are engaged in cheating or fail our basic KYC check.

6. Amplify Exchange may make amendments and/or update the rules and conditions of the Amplify Exchange bounty campaign in its sole discretion, in case of which, a corresponding official announcement will be published.

7. Participants can earn up to $1000 worth of AMPX total, which is equal to 10,000 AMPX at the time of writing.

The terms listed above apply to all our campaigns, plus the rules to each specific campaign. Failure to comply with both the General Terms and/or rules for each specific campaign can lead to removal.

The official post featuring specific rules for each channel can be found here: https://bitcointalk.org/index.php?topic=5116311.msg49999814#msg49999814

Phase 2: Proof-of-Stake Utility

Upon completion of the initial development phase, Amplify Distributed will be continuously servicing trade volume from around the world.

Tokenswap to Mainnet

During Phase Two we will facilitate a token swap from the ERC-20 token that will be distributed following the ICO to tokens running on our Amplify PoS Mainnet. The token swap process will be facilitated through the Amplify Exchange or alternatively through a process that will be released in the future for token holders utilizing cold storage. Transactions with the new PoS token will be facilitated by Substratum Network participants who choose to earn AMPX tokens when running their node.

Amplify Bridgechain

At this point we will move towards true decentralization through Amplify Decentralized. Blending the best of both exchange philosophies, the Bridgechain will provide a direct mirror of Amplify Distributed to Amplify Decentralized through the power of the blockchain. This direct mirror provides near instant transaction times, reduced transaction fees, and global availability. These three tenants are not accomplished by any other currently implemented exchange philosophy and the Amplify Bridgechain is the only way possible to attain all three through its use of off-chain transactions facilitated by our system of decentralized nodes. The Bridgechain will mesh a distributed speed and performance driven platform with a decentralized open digital ledger to provide a perfect blend of required features.

The AMPX token provides virtual fuel for this network by incentivizing nodes to authenticate transactions to the digital ledger of the Bridgechain. Node users process transactions to the Bridgechain and are selected using our own variant of the Proof of Stake consensus algorithm.

AMPLIFY MAINNET

DISTRIBUTED ON-CHAIN PERFORMANCE DRIVEN PLATFORM

DECENTRALIZED OFF-CHAIN HIGH AVAILABILITY OPEN LEDGER

AMPLIFY BRIDGECHAIN
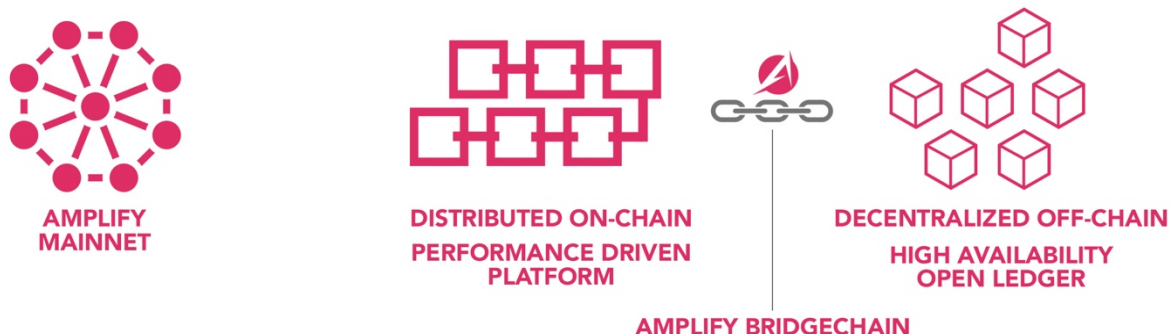
How to earn AMPX in Phase 2?

Exchanges typically allow users to purchase and utilize their loyalty token as a utility for reduced trading fees. Amplify not only supports this approach but is going to take it a step further by allowing people to earn AMPX tokens. People can earn AMPX tokens by helping to verify Amplify transactions while also fighting censorship with SubstratumNode. Earning tokens that can be used for covering trading fees is huge and has never been done before! Amplify account holders simply need to use the SubstratumNode to serve up Amplify Exchange requests for the Substratum Network. This should greatly benefit the earning capability and the growth potential for the Substratum Network while decreasing the overall cost of fees related to using cryptocurrency.

The Popularis Protocol

The Amplify Exchange will leverage a proof-of-stake block reward called: The Popularis Protocol. This reward mechanism allows all participants the chance to earn AMPX by validating transactions on the blockchain. Nodes must stake a minimum amount of tokens to be eligible for a chance at the reward. The type of distribution for the reward for validating transactions will be *whether the block number is an odd or even on the ledger.*

POPULARIS - PROPOSAL OF STAKE

POPULARIS PROTOCOL

EVEN BLOCKS
0 / 2 / 4 / 6 / 8

SPLITS THE BLOCK REWARD
EVENLY AMONG 10 NODES
REGARDLESS OF STAKE

ODD BLOCKS
1 / 3 / 5 / 7 / 9

SPLITS THE BLOCK REWARD
BASED ON PERCENTAGE
STAKE IN THE POOL
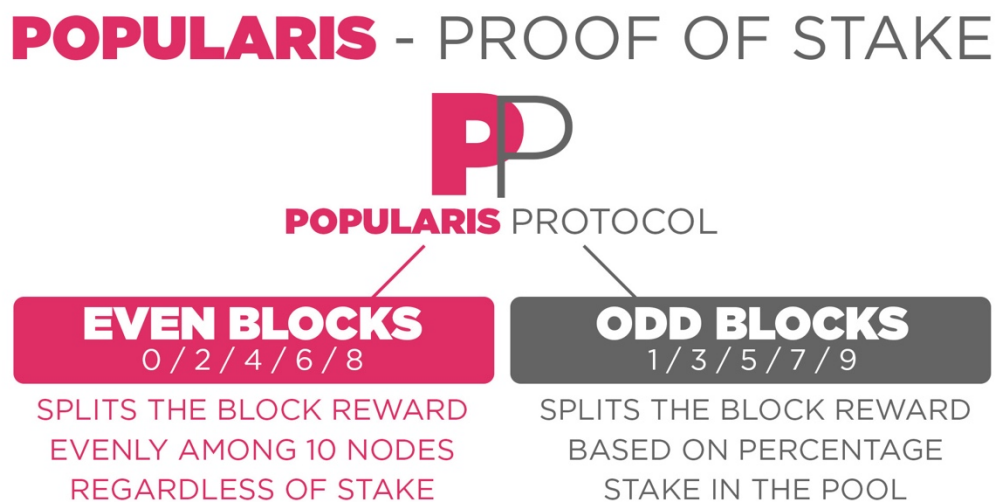
Odd Blocks – weighted distribution

When validating an odd numbered block, the reward is split across multiple nodes and *distributed based on the percentage stake against those nodes* in the confirmation. This rewards nodes for staking more and providing them with a higher payout.

For example, on odd numbered blocks with 10 nodes validating, and a block reward of 10,000 AMPX tokens:

Node 1: Stakes 1000 AMPX tokens   -- Percentage of Reward Block: .44%   -- Token Reward: 44   AMPX
Node 2: Stake   5000 AMPX tokens   -- Percentage of Reward Block: 2.21% -- Token Reward: 221 AMPX

Node 3: Stakes 10000 AMPX tokens -- Percentage of Reward Block: 4.43% -- Token Reward: 443 AMPX
Node 4: Stakes 15,000 AMPX tokens -- Percentage of Reward Block: 6.64% -- Token Reward: 664 AMPX
Node 5: Stakes 20,000 AMPX tokens -- Percentage of Reward Block: 8.85% -- Token Reward: 885 AMPX
Node 6: Stakes 25,000 AMPX tokens -- Percentage of Reward Block: 11.06%-- Token Reward: 1,106 AMPX
Node 7: Stakes 30,000 AMPX tokens -- Percentage of Reward Block: 13.27%-- Token Reward: 1,327 AMPX
Node 8: Stakes 35,000 AMPX tokens -- Percentage of Reward Block: 15.49%-- Token Reward: 1,549 AMPX
Node 9: Stakes 40,000 AMPX tokens -- Percentage of Reward Block: 17.70%-- Token Reward: 1,770 AMPX
Node 10: Stakes 45,000 AMPX tokens-- Percentage of Reward Block: 19.91% -- Token Reward: 1,991 AMPX
Total AMPX Tokens Staked: 226,000   Total Tokens: 10,000 AMPX

Even Blocks - even distribution

When validating an even numbered block, the reward is split evenly among the multiple nodes selected. This rewards nodes for still participating in validations and providing a chance of winning regardless of stake.

For example, an even numbered block with 10 nodes validating, and a block reward of 10,000 AMPX tokens

Node 1: Stakes 1000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 2: Stake 5000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 3: Stakes 10000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 4: Stakes 15,000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 5: Stakes 20,000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 6: Stakes 25,000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 7: Stakes 30,000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 8: Stakes 35,000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 9: Stakes 40,000 AMPX tokens   -- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Node 10: Stakes 45,000 AMPX tokens-- Percentage of Reward Block: 10% -- Token Reward: 1,000 AMPX
Total AMPX Tokens Staked: 226,000   Total Tokens: 10,000 AMPX

Checks and Balances

In order to create a system that rewards all stakeholders often, and fairly, the Popularis Protocol will also leverage a balance system that will create evenly distributed rewards across stakeholders. Nodes that have not been rewarded for the longest time frame have a higher likelihood of winning the block reward provided they correctly validate the block. This provides a balance across all nodes for reward and creates an even playing field.

6. Group structure

AmplifyX Limited is a business company limited by shares incorporated in the British Virgin Islands on 9 November 2018.. It is wholly-owned (indirectly) by Amplify Exchange LLC, a Delaware limited liability company, which is jointly owned by Justin and Kelly Tabb. The company's registered office is at Commerce House, Wickhams Cay 1, PO Box 3140, Road Town, Tortola, VG1110, British Virgin Islands.

Upon the launch of our first product, Amplify Exchange LLC will be group parent company, and will form (directly or indirectly) an operating subsidiary ("OpCo") that will engage in the conduct of the Amplify Exchange business operations as described above. The location and structure of OpCo will be determined based on a number of factors, including the applicable regulatory landscape, the business-favorable conditions in the chosen location, and technological capacity in the chosen location to accommodate the expected scaling up of the Amplify operations.

Meet the team

Justin Tabb – *Founder & CEO*
Justin has a history long rooted in industry leading technology from his history providing software development services for large companies like Apple, HP, Disney, Facebook, the NBA and many more to conceptualizing the foundation for the Decentralized Web through Substratum. Substratum was born July 2017 and rapidly became a leader in the cryptocurrency world. Maintaining a standing within the top 100 cryptocurrencies of the world for most of the previous year and consistently delivering software releases within that space this proven leader set out to revolutionize the next step in the plan by creating the perfect decentralized exchange to work within the Substratum Ecosystem of products.

Officers and Directors

David Weil – *Chief Operating Officer*
David spent 25 years as a member of the executive team's for several Fintech companies. 3 of those companies successfully IPO-ed on the NASDAQ and 1 on the Nouveau marché (Paris). In 2007 he started a consulting company which assisted startup and early stage companies with corporate road mapping, revenue and marketing strategies, and financial modeling. In the beginning of 2017 David agreed to start accepting Cryptocurrency clients. His belief is that this is a viable market but needs professional, institutional grade Fintech experts to help the existing dire need of this industry to evolve. During his tenure working with these clients he has become proficient in ICO issuance (including international legislature in "crypto friendly" sovereign nations), ICO economic structure, and execution. Also, as importantly, the post ICO execution of white paper objectives. With his combined background in Banking, Finance, Technology, and Fundraising, he brings a unique skill set into a hungry maturing market.

Warren Lorenz - *Managing Director trading strategies and operations*
Warren began his career as a licensed Investment Advisor. With a passion developed while earning his degree in engineering, Warren quickly realized he had to merge his two passions of finance and technology. Warren went on to found TechMeetsTrader, a company focused on enhancing intelligent trading decisions. As a consultant, he has worked with multiple family offices, hedge funds, and proprietary trading offices. Warren has built automated trade systems, indicator suites, and complex trading strategies for Stocks, Options, Futures, and Cryptocurrency markets.

Additional Team Members
The KXVL Software team will drive the development oversight of the Amplify Exchange product suite. Amplify will also scale the development, marketing, trading, and support teams upon successful the successful launch of the Amplify Brokerage platform.

7. Compliance & Security

There are two necessary phases of compliance and security. The first part of compliance occurs for our token give away and the next is Amplify's operational phase that address KYC & AML requirements, information security, and eligibility. Amplify Exchange is utilizing KYC & AML services through a third-party provider that is an industry leader in this field. Token purchaser's information will not be used in any way outside of the legal acquisition of digital assets or as may be required by applicable law.

The Token Giveaway Phase

KYC will be necessary to receive your credit of AMPX tokens earned from pre-registration and the bounty program. The process will take place during each customers registration of the launched platform. At this point, those who pass the necessary checks will have their AMPX tokens available to use for discounted fees on Amplify.

The Operational Phase

KYC and AML will also be necessary for the operational side of the Amplify Exchange. KYC will happen during the registration of a new Amplify Exchange account and AML only in accordance with the regulations based on prevailing jurisdictions.

8. Information Security

It is critical to have the utmost care and operational excellence around how information is both used and stored. This includes the information of a token holder, Amplify Exchange account holders and beyond. It also includes how Amplify Exchange manages cryptocurrency funds. The practices and procedures that are created and executed all matter to ensure the safety of all information.

9. Token Listing Process

The Amplify team will apply an evaluative framework for listing tokens on our exchange. Key factors for listing requests will follow standard due diligence procedures including but not limited to: evaluation of the team, technical specs, financial health, etc. As mentioned above, Amplify will not be charging listing fees unless the listing processes creates an unusually complex technical challenge.

AMPLIFY ROADMAP
ESTIMATED DEVELOPMENT TIMEFRAME

	DEVELOPMENT BRANCH	FINANCIAL BRANCH	ADMINISTRATIVE BRANCH
Q2 2018	Exchange Research and Development Begins	1MM Received for R & D	Delaware, LLC founded Cayman, LLC founded
Q3 2018	Founding Team Hired Smart Contract Development Complete Amplify Brokerage Development Begins Smart Contract Independent Security Audit	Initial Announcement - 8/28/2018	
Q4 2018		4MM received from the private sale	British Virgin Island Company founded KXVL software development company is chosen to develop Amplify Platform and Tennessee office opens
Q1 2019	Cold storage solution in place Third party liquidity providers are integrated Amplify Distributed development begins	Phase 1 Airdrop Phase 2 Airdrop Phase 3 Airdrop AMPX Bounty Program goes live	Operating entity is founded KYC/AML partners established Initial markets are chosen
Q2 2019	Amplify Brokerage launches V1 (Late Q2 -- Early Q3) Amplify Distributed development continues AMPX token sale begins on Amplify Platform	Banking relationships established	
Q3 2019	Amplified Distributed BETA Testing CryptoPay development begins	Amplify becomes cashflow positive	Amplify Distributed markets are chosen Exchange licenses are acquired
Q4 2019	CryptoPay integration for fiat resolution begins Amplify Distributed launches V1		
Q1 2020	Amplify's Hybrid Exchange development begins		

11. The Amplify Token (AMPX)

AmplifyX Limited will issue a new AMPX ERC-20 token available on the Ethereum blockchain. Our smart contract will contain all of the functionality necessary to facilitate the initial token sale, discounted fees, trading, and much more. The contract will pre-mine a maximum total supply of 1200MM AMPX.

12. Allocation

	Tokens	% Allocation
Private Sale	290,000,000	24.17%
Operational Treasury	225,000,000	18.75%
Team*	150,000,000	12.50%
Bounty Program, Pre-Registration, Referral	175,000,000	14.58%
Airdrop	60,000,000	5.00%
Unallocated Total Supply**	300,000,000	25.00%

* Each founding team members token allocation will vest according to the below schedule:
- 33% - Upon the launch of the initial platform
- 33% - One year after the release of the initial platform
- 34% - Two years after the release of the initial platform

Each new team member that receives tokens as a portion of their compensation package will vest according to the below schedule:
- 33% - One year after the start of employment
- 33% - Two years after the start of employment
- 34% - Three years after the start of employment

** Unallocated Total Supply will be used for strategic partnerships, advisor relationships, or burned.

13. Incentives

Referral Bonuses

Amplify will offer a 100 AMPX referral bonus to all participants. A referral is considered complete once that registrant has completed KYC or makes their first trade. When a person you refer makes their first trade, you'll also receive up to 500 AMPX tokens. You do not need to own or purchase AMPX tokens to participate in our referral program. All participants will get a detailed account of contributions and their referral reward.

SUB-Holder AMPX Token AirDrop

The *SubstratumNode* will be an essential aspect of the Amplify Hybrid Exchange. We want to reward the SUB Token holders for funding the creation of our Substratum Network.

SUB Token holders were airdropped a portion of the 60,000,000 AMPX based on their ownership percentage of the total circulating supply – excluding Substratum-owned wallets and known exchange wallets. We call this the *PublicTotalSupply*.

Wallets holding SUB Tokens were collected and announced on December 15, 2018 before invoking the *endCrowdSale* function. AMPX airdrops occured in three phases. The SUB Holder AMPX Token Phase 1 AirDrop took place 15 January 2019. Phases 2 and 3 AirDrops occured on the 15th of each month according to the schedule described below. SUB tokens had to remain in the wallets identified at the end of the crowdsale in order to be eligible. *As an extra incentive for Substratum token holders, users were eligible for multiple phases of the token airdrop.*

Calculating Public Total Supply

On 15 December 2018, the *PublicTotalSupply* of Substratum (SUB) was calculated and announced. The formula used was:
 PublicTotalSupply = *TotalCirculatingSupply - (Network Fund Wallet + Known Exchange Wallets)*

Airdrop Phase	When	What Happens	SUB Held Before	SUB Held Until
Announce	15 Dec 2018*	*PublicTotalSupply will be calculated and announced*	N/A	N/A
Phase 1	15 Jan 2019 *	All SUB Token holder wallets that contain SUB and the SUB Token was acquired prior to October 15, 2018*	15 Oct 2018 *	15 Jan 2019 *
Phase 2	15 Feb 2019 *	All SUB Token holder wallets that contain SUB and the SUB Token was acquired prior to November 15, 2018*	15 Nov 2018 *	15 Feb 2019 *

Phase 3	15 Mar 2019 *	All SUB Token holder wallets that contain SUB and the SUB Token was acquired prior to Dec 15, 2018*	15 Dec 2018 *	15 Mar 2019 *

All calculations will be performed at 23:59:59 GMT

* All SUB must be held in a non-exchange wallet

Airdrop Example

All totals and calculations are for example only and do not represent any actual distribution amounts, token holders, or payouts

A. Mary
Assuming the *PublicTotalSupply = 250,000,000 Tokens*
1. Mary has a wallet where she acquired 10,000 SUB Tokens February 1, 2018 and holds those until January 15, 2019
2. Mary has 0.004% of the **PublicTotalSupply**
3. Mary will receive 0.004% of 20,000,000 Airdrop Phase I pool available.
4. On January 15, 2019 Mary will receive an airdrop of 800 AMPX Tokens

B. Sven
Assuming the *PublicTotalSupply = 250,000,000 Tokens*
1. Sven has a wallet where he acquired 20,000 SUB Tokens October 25, 2018 and holds those until March 15, 2019
2. Sven has 0.008% of the **PublicTotalSupply**
3. Sven will receive 0.008% of 20,000,000 Airdrop pool available.
4. On March 15, 2019 Sven will receive an airdrop of 1,600 AMPX Tokens

Token Buyback and Burn Plan

In order to further incentivize token participantation on the Amplify Exchange will be implementing a token repurchasing plan. Starting on Q2 of 2020, at the beginning of each quarter Amplify Exchange will use 20% of its profits (or EBITDA) to buy back AMPX Tokens. Private token sale holders will have first right of refusal on 80% of the buyback allocation. 20% of the allocated amount will be available to the outstanding supply. Tokens repurchased from this program will be burned and publicly available for validation on the blockchain. This program will continue until 50% of circulating supply has been repurchased and burned.

However, notwithstanding the foregoing, Amplify Exchange reserves the right in its discretion to suspend or cancel this program at any time and from time to time on advice of its legal counsel that the program may necessitate a regulatory license, registration or other approval or may otherwise result in a significant regulatory, legal or taxation problem or burden in any jurisdiction.

14. Funds Distribution

60% Product Development & Network Infrastructure
25% Product Awareness (Marketing & Partnerships)
15% Legal & Miscellaneous
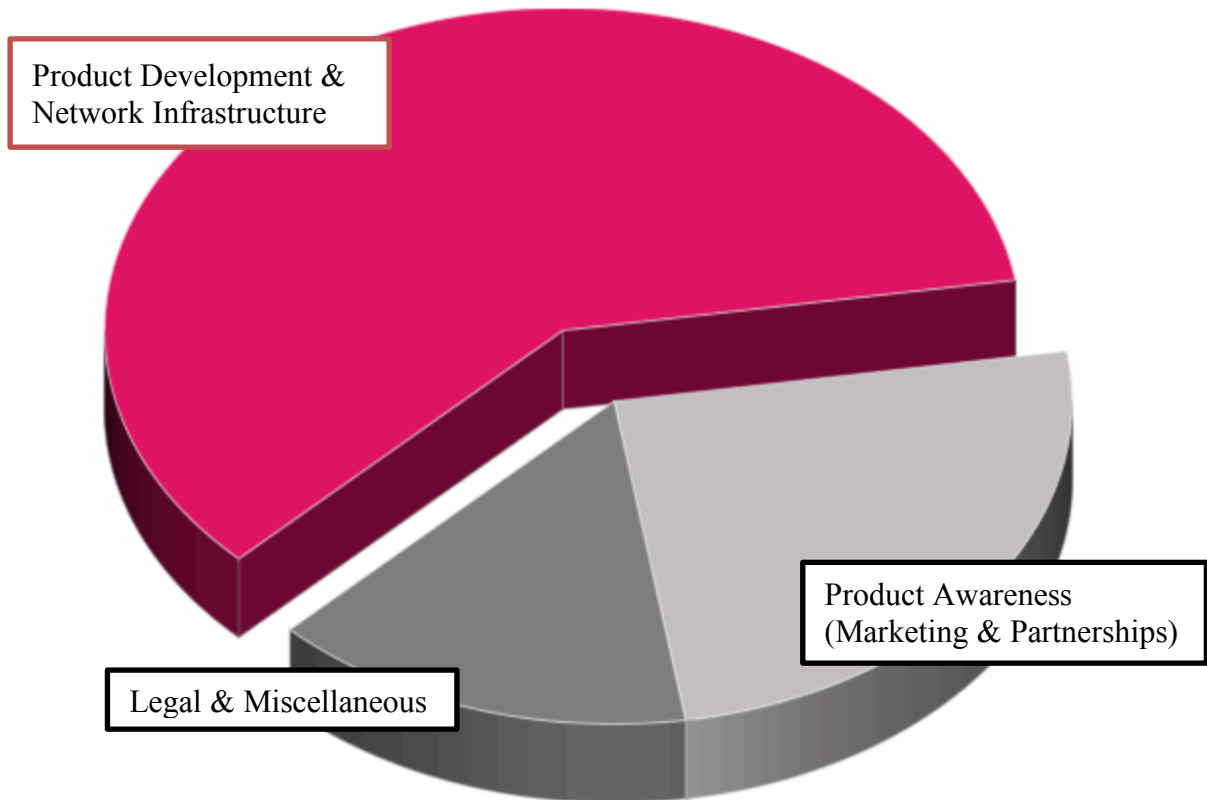
*Funds Usage is subject to change based on needs

15. Disclaimers and Risks

Purchasing digital assets issued by the Company involves certain considerations. Primarily, there can be no assurance that the Company and/or the Exchange will achieve its objectives. There is a chance that any purchase or investment, as the case may be, of the Company's digital assets could mean that the value of the digital assets purchased may diminish or the investment in the Company's digital assets with not realize any profits. Accordingly, the Company is only suitable for purchasers of digital assets or by investors who understand the potential risks involved and who are able and willing to withstand the total loss of their purchase or investment. A purchase or investment of digital assets issued by the Company should not constitute a substantial proportion of any savings or investment portfolio and may not be appropriate for all purchasers or investors. In particular, purchasers or investors of the Company's digital assets should note that (A) information relating to known or foreseeable substantial risks relating to the Company's proposed projected can be found in section 14 starting on page 42 of this offer document, (B) information regarding the rights or options proposed purchasers or investors may have should the project not go ahead can be found in section 14 on page 46, (C) a description of the rights in relation to the digital assets being offered can be found in section 14 on page 47 and (D) all information relating to any disclaimers in respect of guarantees or warranties in relation to this project to be developed on any other related digital asset can be found on in section 14 on page 47.

Nothing in this whitepaper constitutes legal, financial, business, or tax advice. You should consult your own legal, financial, business, tax, or any other professional adviser before engaging in any activities mentioned or in connection with this white paper.

This white paper is intended for general informational purposes only and does not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell any product, item or asset (whether digital or otherwise). You should thoroughly review the complete offering materials for any purchase of digital assets, particularly all risk factors, prior to participating in any offering, become familiar with the requirements, and your ability to receive a return on any such purchase of tokens.

All personal information collected by us will be used only in accordance with applicable law.

Risk Factors

Virtual currencies or tokens, including AMPX, involve a high degree of risk including but not limited to the risks described in this whitepaper. Before any purchase of AMPX, Prospective Participants should carefully consider all risk factors highlighted below and the additional disclaimer information contained within this Whitepaper.

All Prospective Participants should review and evaluate all risks and uncertainties associated with including the sale and/or purchase of AMPX.

In addition to the disclaimer risks mentioned below, there is potential for unknown risks that could subsequently and adversely affect the Amplify Exchange. In a case where any of the following risks actually occur, maintenance and usage of the AMPX token may be severely affected as well. As a result, you may lose all, or part, of your initial purchase of said digital asset.

Value of Participation

The value of digital assets and any income may rise or fall and is not guaranteed. Participants may get back less than the original amount contributed at any stage and no information within this whitepaper is to be considered financial advice, a solicitation for investment, or speculation of AMPX token's present or future performance.

References

Reference to any company names in this whitepaper is merely used to explain the Amplify Exchange, and should not be construed as investment advice, investment recommendation of those companies, or an endorsement for, or by those companies.

No Assurance/Exclusion of Liability

No information in this white paper should be considered legal, financial, business or tax advice. You should consult legal, financial, tax or other professional advisers before engaging in any activity. To the extent legally permissible, Amplify Exchange, employees of Amplify Exchange, or any third party service provider exclude their liability for any direct or indirect damages or losses that you may suffer or incur in connection with this whitepaper and the reliance on any information provided herein.

Forward-Looking Statements

Certain statements contained in this whitepaper contain forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual future results or situations to differ from the statements described herein and should therefore not unduly be relied upon. The forward-looking statements mentioned are current as of the original release of this whitepaper and the Amplify Exchange Team is not responsible for revisions to this whitepaper to account for events in the future versions.

Currency Risk

Participation in the Amplify Exchange involves purchasing digital assets that may be denominated in other currencies and changes in the relevant exchange rates may affect the value of the initial purchase.

Emerging Market Risk

Individuals who purchase digital assets via the Amplify Exchange, acknowledge that this is an emerging market and may experience a higher level of risk of loss than those investing in developed markets. In particular, increased political, regulatory and economic instability, less developed custody and settlement practices, poor transparency and less developed banking practices may increase risk of loss.

Cryptocurrency Risk

Individuals who purchase cryptocurrency via the Amplify Exchange may be subject to adverse changes in economic conditions, adverse local market conditions and risks associated with the market.

Regulatory Risk

The regulatory status of cryptographic tokens, including any digital currency, digital assets and blockchain applications is unclear or unsettled in many jurisdictions. The publication and dissemination of this document does not imply the document is compliant with any relevant laws, regulations and rules. This document has not been examined or approved by any regulatory authority. If any relevant governmental authority makes changes to existing laws, regulations, and/or rules, or if financial institutions make certain commercial decisions, that may have a material adverse effect and/or impair the ability of any relevant entity referred to in this document to function as intended, or at all.

Liquidity Risk

AMPX is not currently listed on a public market. Although the team will use reasonable endeavors to engage with cryptocurrency exchange(s) to seek admission of the AMPX token, there is no guarantee AMPX will receive approval for admission to trading on any such exchange(s). In the instance that AMPX is admitted to a cryptocurrency exchange(s) for trading, there is no guarantee that a liquid or active market may develop, or if it does develop will be sustained. Outside of the AMPX ecosystem, AMPX has no intended or known potential use.

Future Performance Risk

We provide no assurances that the AMPX token may increase in value, presently or over time. In addition, there is no guarantee that the AMPX token's market price may reach or exceed the original participation price paid.

Volatility Risk

Cryptocurrency markets are volatile and regularly suffer from limited liquidity. Cryptocurrency market trends can be influenced by multiple channels, including and not exclusive to state media, government intervention, exchange listings and social media. These events increase exchange rate volatility and other factors. The majority of these events are unpredictable and not within the

control of the Amplify Exchange Team. They may correspondingly cause the value of the AMPX token to significantly fluctuate over periods of time.

Trading Risk

Outside cryptocurrency exchange(s) admission, the Amplify Exchange Team (and its affiliates) does not and has no intention to take any further action regarding the trading and circulation of the AMPX token other than direct sales and offerings. Any subsequent trading of the AMPX token will be determined on a willing-buyer willing-seller basis, depending on the relevant parties' reaching a consensus on its value. At no point does any party guarantee the liquidity and/or the market value of the AMPX token.

Sovereign Risk

There can be no assurance that the relevant government bodies may legislate, impose regulations, or change applicable laws or act contrary to the law in a way that would materially and adversely affect the Amplify Exchange and AMPX token.

Other Disclaimers

There are risks involved with the technologies relating to the Ethereum Blockchain, Amplify Exchange, AMPX tokens, the "AMPLIFY EXCHANGE ICO", and the AMPX smart contract, airdrop incentives, referral bonus strategies, and other blockchains. These technological risks include unforeseen bugs, security issues, or disruptions. By way of the above and other factors not within the Amplify Exchange team's control, the entire sum used to purchase AMPX tokens may be lost.

Despite the Amplify Exchange team's best efforts, Amplify Exchange may not be able to execute or implement its goals, business plans, or strategies. To that effect, Amplify Exchange and its affiliates, principles, and team shall not be liable for any responsibility, liability, claims, demands and/or damages (actual and consequential) of every kind and nature, known and unknown (including, but not limited to, claims of negligence), arising out of or related to any acceptance or reliance on the information set forth in this document.

The disclaimers set out in this document are not exhaustive, and a more comprehensive list may be set out in other documents to be published by Amplify Exchange from time to time.
U.S. citizens, residents, or entities ("U.S. Persons") are excluded from purchasing AMPX tokens during the "AMPLIFY EXCHANGE ICO" or signing on behalf of a U.S. Person.

Information as to a person's rights or options if the project which is the subject of the Initial Coin Offering in question does not go forward

A minimum of 3mm USD will need to be raised during the Private sale, "Pre Sale", and Public ICO. This is the absolute MINIMUM needed as determined by the amplify team's financial modeling. Should that amount not be raised by the end of the public ICO all contributions to the ICO will be returned in full within 30 days after the official closing date of the ICO.

*The disparity between minimum and the max capped amount represents different paths the exchange will be able to pursue in regards to time to market and initial feature sets offered as well as the ultimate size of the initial repository of digital assets that the exchange will have access to which will determine to what extent the exchange can self facilitate liquidity before relying on the ancillary financial backstops which will be in place.

A description of the rights (if any) in relation to the digital assets that are being offered

Amplify will use the AMPX token as a means to facilitate transactions and allow users to access different aspects of the exchange. More specifically, users of AMPX tokens will receive discounts on transaction fees, as well as, increased access to various platform functionalities. Amplify will initially charge a fixed fee per trade. However, as more features are released, Amplify plans to implement various discounted fee structures to benefit its token holders.

There may be fees associated with some listings, this is subject to change since each asset on the exchange will be vetted in order to provide the best experience for members. AMPX will be how these fees are collected.

Our second phase will allow users to earn AMPX tokens based on processing transactions on the blockchain. These utility functions are subject to change based on market trends and user experience.

At the beginning of each quarter Amplify Exchange will use 20% of its profits to buy back AMPX Tokens. Private token sale holders will have first right of refusal on 80% of the buyback allocation. 20% of the allocated amount will be available to the outstanding supply. Tokens repurchased from this program will be burned and publicly available for validation on the blockchain. Program will continue until 50% of circulating supply has been repurchased and burned. However, notwithstanding the foregoing, Amplify Exchange reserves the right in its discretion to suspend or cancel this program at any time and from time to time on advice of its legal counsel that the program may necessitate a regulatory license, registration or other approval or may otherwise result in a significant regulatory, legal or taxation problem or burden in any jurisdiction.

The Token Buyback and Burn Plan, if implemented, shall be undertaken by the Amplify Exchange rather than AmplifyX Limited.

AmplifyX Limited will be the issuer of the AMPX tokens. The AMPX tokens shall not be shares, debt obligations or other equity, debt or other securities or investments of any kind of AmplifyX Limited. The AMPX tokens do not carry any rights whatsoever to share or participate in any profits, income, capital or other assets of AmplifyX Limited, and AmplifyX Limited shall have no obligations of any kind whatsoever to holders of AMPX tokens following issuance of the AMPX tokens. The AMPX tokens do not carry any voting or other control rights whatsoever in respect of the governance, business, operations or affairs of AmplifyX Limited. The AMPX tokens are not currency. The utility (and therefore value) of the AMPX tokens is attributable to their potential use and functionality on the Amplify Exchange and is in no way derived from the financial performance or assets of or any returns from AmplifyX Limited.

Information regarding any disclaimer in respect of guarantees or warranties in relation to the project to be developed or any other asset related to the Initial Coin Offering

THE COMPANY MAKES NO WARRANTY WHATSOEVER WITH RESPECT TO THE TOKENS, INCLUDING ANY (i) WARRANTY OF MERCHANTABILITY; (ii) WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE; (iii) WARRANTY OF TITLE; OR (iv) WARRANTY AGAINST INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS OF A THIRD PARTY; WHETHER ARISING BY LAW, COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE OF TRADE, OR OTHERWISE. EXCEPT AS EXPRESSLY SET FORTH HEREIN, PURCHASER ACKNOWLEDGES THAT IT HAS NOT RELIED UPON ANY REPRESENTATION OR

WARRANTY MADE BY THE COMPANY, OR ANY OTHER PERSON ON THE COMPANY'S BEHALF.