

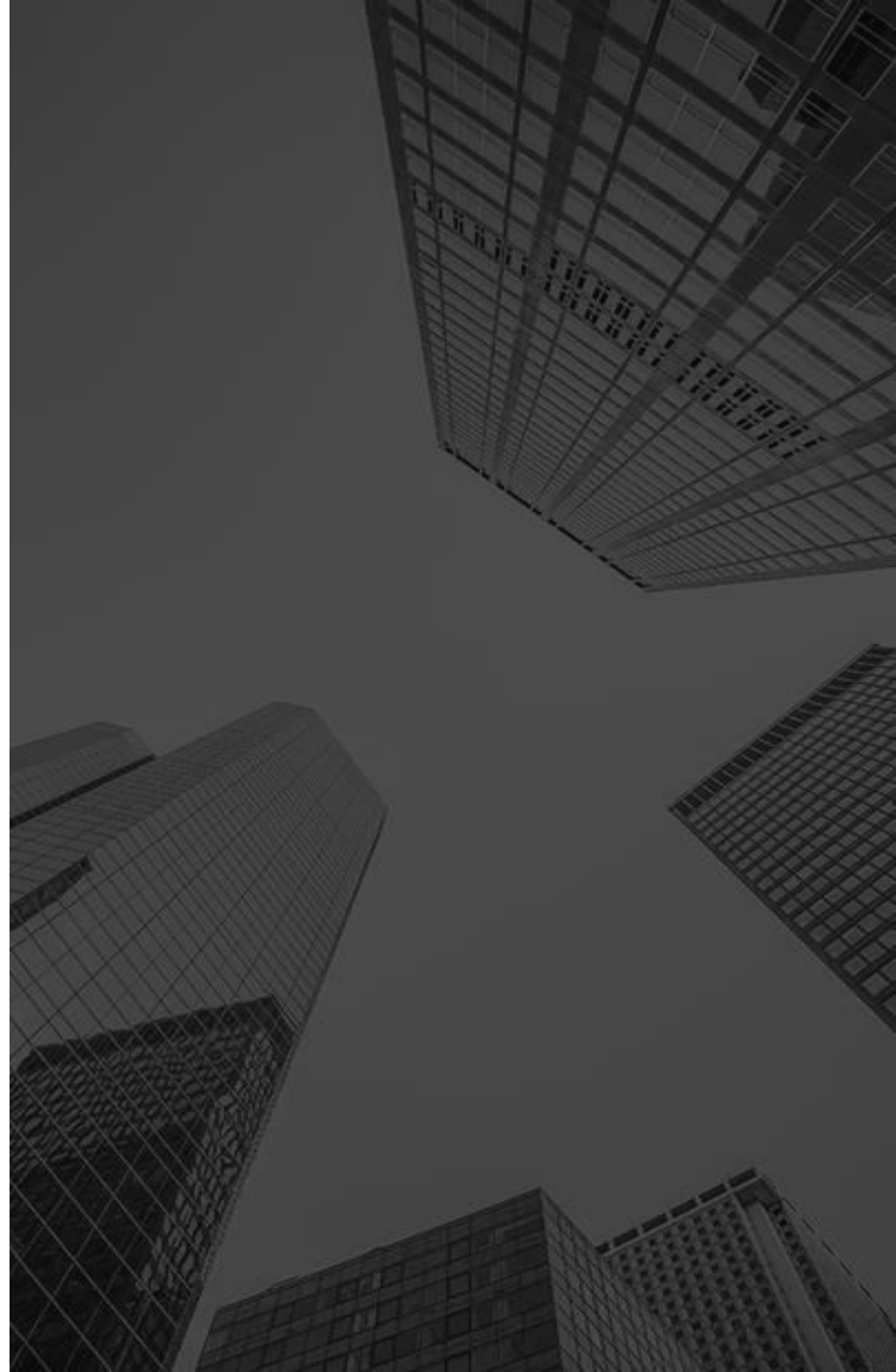
AN INTRODUCTION

*“The first
to deliver a global
investable, interoperable & digital
loyalty currency”*

In association with



ELEMENTS



Loyalty & Rewards Sector

Industry Overview

Industry Overview: The Loyalty Segment

- The Global Loyalty Management Market is valued at ~US\$1.94Bn in 2016
- It is projected to reach US\$ 7.3Bn by the end of 2022, growing at a CAGR of 24.7% per annum
- It is estimated that ~US\$ 117Bn worth of rewards are issued globally every year

Problems with Current Loyalty Programs:

- Multiple currencies
- Points expire
- Creates extended balance sheet liabilities
- Limited number of Merchants for redemption
- Non-transferrable
- Diminishing value

The Elements Offer

The Vision

- To create an ecosystem of loyalty reward benefits, resulting in *increased financial value* for all key stakeholders resulting in **greater customer engagement**
- Based on a customer centric loyalty currency that provides widespread redemption options & is **interoperable** with most digital, fiat currencies & loyalty rewards and points
- Create the single most valuable wallet a customer will ever want to carry

Competitive Edge

- Innovative Global Technology Platform based on Blockchain
- Seamlessly integrates functionalities – Miners, Merchants, Exchange and Financial Service Providers all creating an ecosystem of benefits for consumers

The Blockchain Revolution

Blockchain owes its potential to its many valuable characteristics:

- Reliable
- Transparent
- Low Cost
- Instantaneous
- Irrevocable
- Digital
- Secure
- Immutable

There are dozens of potential applications for the blockchain. Most attention has focused on applications in financial services, however concepts, prototypes and investments are emerging in every major industry:

Financial Services

Life Sciences & Healthcare

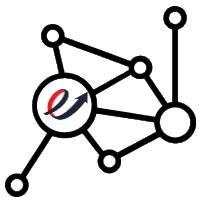
Consumer & Industrial Products

Technology, Media & Telecom

Energy & Resources

Public Sector

...and Loyalty...



“Blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value”

Don & Alex Tapscott, authors Blockchain Revolution

Elements for Loyalty

The Offering



Customers

- Enhanced value on exchange
- Ability to redeem across multiple programs & retailers
- Currency appreciation



Distributor

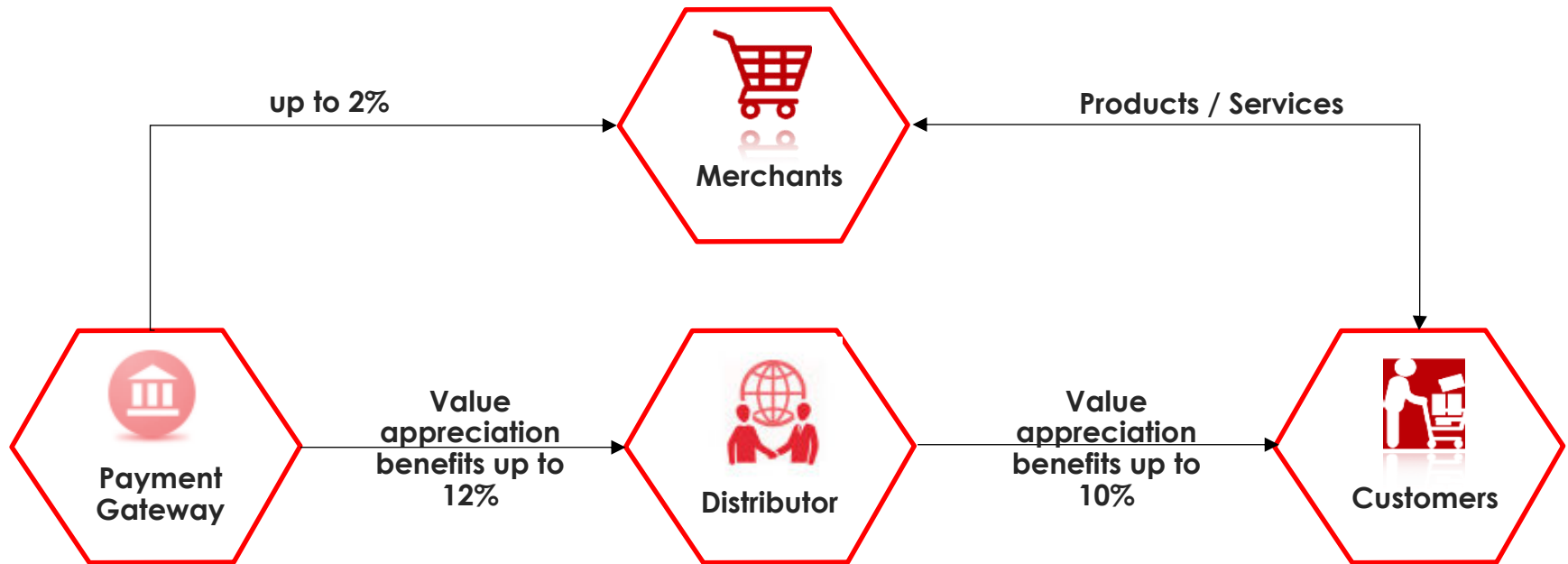
- Incremental revenue
- Greater customer value & engagement
- Reduced liability



Merchants

- Acquisition of new customers and deeper customer engagement
- Additional revenue incentive
- Currency appreciation

The Value Proposition



Valuable Uplift is the key – simply put, for every \$1 of Elements purchased, up to 14% Arbitrage benefits uplift is delivered for distribution along the value chain. We believe this will result in customers buying more, Merchants make more sales, and our partners gain REAL loyalty through REAL actions

The Elements Coalition

Loyalty's Last Mile

Present Loyalty Programs

- Multiple currencies
- Limited Merchants
- Points expire
- Non-Exchangeable
- Diminishing Value
- Secure & Innovative Model
- Extended Liability

The Elements Coalition

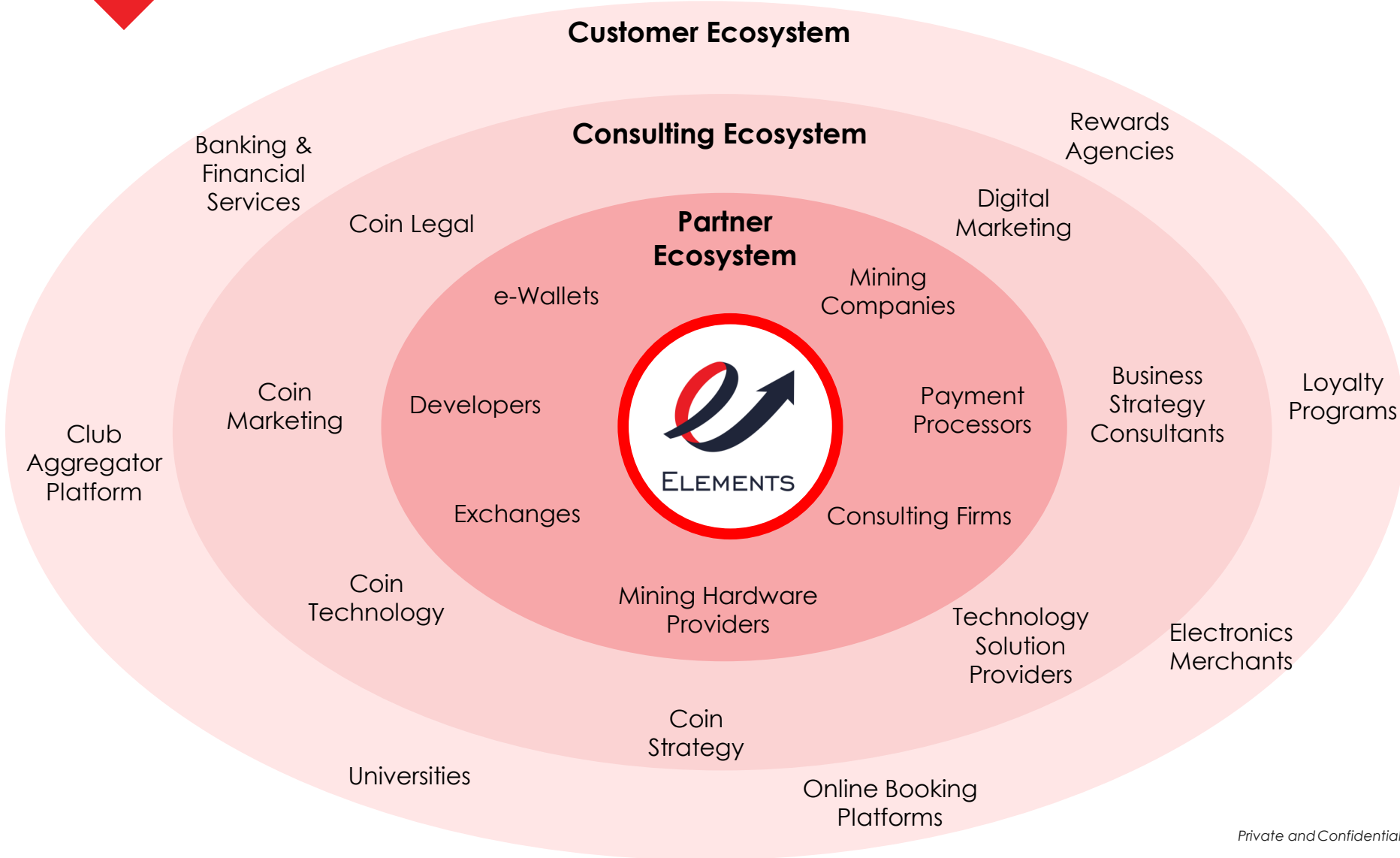
- A Single, Interoperable currency
- Includes ~2Bn merchants across the globe
- Unlimited Validity
- Interoperable
- Currency appreciation
- Secure & Innovative Model
- Global Utility



A Global, Customized, Digital Loyalty Currency that unifies multiple consumer loyalty programs into a single digital wallet, effectively offering 'inter-operability' across programs

Elements Universe

The Strategy

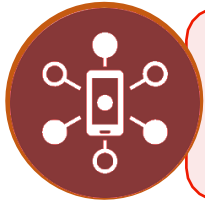


Conclusion

The Benefits



Dynamic Issuance & Redemption



Interoperability



Multi-branded coalition



Superior liability management



Thank You



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