



GLOBAL BTC

WHITE LABEL EXCHANGE SOLUTIONS

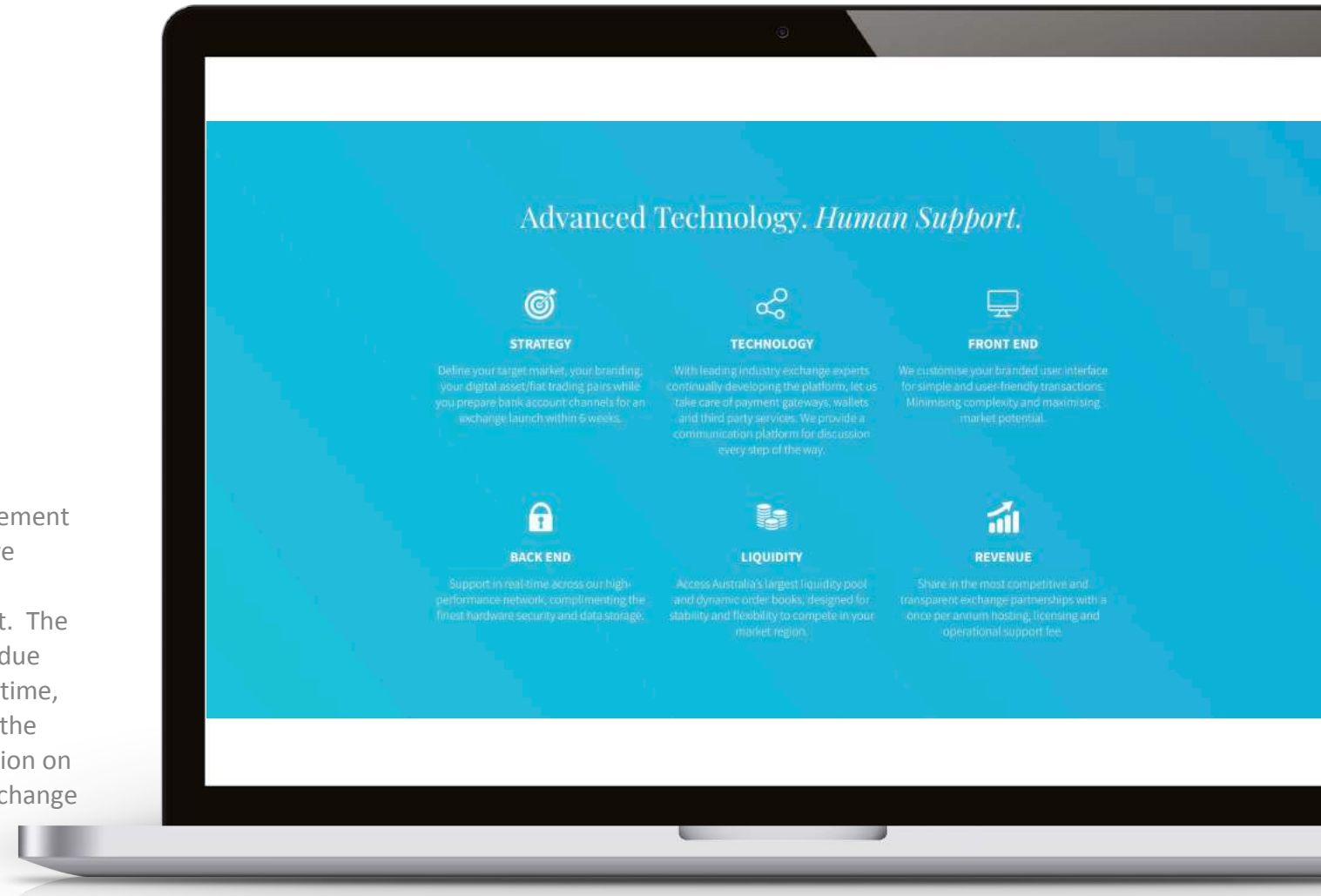
Be the *exchange* you want to see in the world

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# ABOUT US PRODUCT DEFINITION SERVICE PORTFOLIO PATHWAY TO EXCHANGE DEPLOYMENT PARTNERSHIP STRUCTURE

Disclaimer: This document does not constitute a binding agreement for either the prospective partner or GlobalBTC. The effective partnership terms and conditions are described in detail in *GlobalBTC's* White Label Exchange Platform License Agreement. The prospective partner will be shared the License Agreement in due course once an initial understanding is established. Until that time, neither this document nor any other communication between the prospective partner and GlobalBTC shall constitute an obligation on either party. In all matters, the clauses of the White Label Exchange Platform License Agreement shall be in effect after being signed by both parties.





# ABOUT US

Founded by Blockchain Global in early 2016, GlobalBTC provides digital asset exchange solutions to clients around the world. With our specialist experience, we aim to help entrepreneurs and businesses surpass technical complexities with our ready made solution. A partnership with GlobalBTC will provide access to our growing global exchange networks, customers, and business opportunities within this ever-expanding marketplace.

Our **White Label Cryptocurrency Exchange Solution** is our primary offering provided by the core team behind **ACX.io**, operating as Australia's largest cryptocurrency exchange since its launch in early 2016.

Currently, ACX.io serves over 30,000 users worldwide with trading volumes of over US\$10,000,000 per day. This achievement is reflective of our technical and operating know-how, and true understanding of the day-to-day customer experience. We now offer the very same expertise so that our clients can:

- + Operate a professional and secure exchange with minimal technical effort;
- + Gain access to the industry's leading liquidity and exchange know-how to service customers efficiently;
- + Focus on building the brand, exercising business strategies and generating revenue in this expanding global marketplace;
- + Upgrade the exchange when required from our 'off the shelf' advanced features.

**Partner with us today to create your future digital asset exchange business.**

# 2 PRODUCT DEFINITION

## Introduction

In essence, the exchange provides trading services between cryptocurrencies and fiat currencies to end customers. In order to make a trade, customers are required to transfer cryptocurrencies or fiat currencies to their accounts on the exchange first. For security Purpose (3-steps verification is required before the customers can perform currency transactions. Both the 3-step verification and currency transaction will involve asynchronous operations where manual processing are required. The manual processing is usually performed by the operation team of the Exchange. The Exchange has three types of users:

- **Customers:** the individual or corporate customers who seek to trade on the exchange.
- **Operations:** the staff at the exchange who manually process requests from customers can provide customer support
- **System admin:** the owner or his/her equivalent representative who has the highest authority and the most visibility to the operation and business performance of the exchange.

# 2 PRODUCT DEFINITION

## Modules & Functions

The services of the exchange are realized through an integration of 17 modules, within which trading and trade pair are the core and fundamental modules. The modules are consistent across products we offer to different clients, and the functions under each module can vary from standard to customized.

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
TRADING	The core module of the Exchange that allows order placement and fulfillment.	<b>STANDARD:</b> -Customers can place or cancel limit price buy and sell orders. <b>ADDITIONAL (not included):</b> -Customers can place and cancel market price buy and sell orders. -System admin can change trading fees.	TRADING

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
TRADE PAIR	A pair of currencies that can be exchanged reciprocally at a market rate and fulfillment.	<b>STANDARD:</b> -Customers can view real time market dynamic of the selected trade pair. -Clients can have 1 trade pair between BTC and a fiat currency.  <b>ADDITIONAL:</b> -Clients can have multiple trade pairs between crypto and fiat currencies, crypto and crypto currencies. System admin can deactivate or activate trade pairs.	TRADING

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
FIAT GATEWAY	The protocols that allow fiat currency online transactions without physical evidence, usually provided by banks or third-party payment methods.	<b>STANDARD:</b> <ul style="list-style-type: none"><li>- Customers can select and view fiat gateways.</li><li>- Customers can create, edit or delete their personal account information related to the gateways.</li></ul> <b>ADDITIONAL:</b> n/a	TRANSACTION

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
FIAT TRANSACTION	The deposit and withdrawal of fiat currency.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"><li>- Customers can submit fiat currency deposit or withdrawal requests.</li><li>- Operations can review and process fiat transaction requests.</li><li>- Operations can export request lists.</li><li>- Approved transactions will be interfaced to customers' accounts.</li></ul> <p><b>ADDITIONAL:</b></p> <ul style="list-style-type: none"><li>- System admin can change transaction fees.</li></ul> <p>System can automatically reconcile requests with bank transaction lists.</p>	TRANSACTION



# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
HOT WALLET	Cryptocurrency wallets to store a small portion of balance the Exchange has to allow responsive online transaction.	<b>STANDARD:</b> <ul style="list-style-type: none"><li>- System admin can manage balance in the hot wallet.</li><li>- Standard security method to protect hot wallet.</li></ul> <b>ADDITIONAL:</b> <p>Advanced security method to protect hot wallet.</p>	TRANSACTION

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
CRYPTO TRANSACTION	The deposit and withdrawal of cryptocurrency.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"><li>- Customers can deposit or withdraw cryptocurrencies.</li><li>- Customers can select withdrawal fee.</li><li>- Operations can view and export transaction records.</li><li>- Successful transactions will be interfaced to customers' accounts.</li></ul> <p><b>ADDITIONAL:</b></p> <p>System admin can change transaction fees.</p>	TRANSACTION

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
REPORTING	The generation and export of data for the purpose of review or audit.	<b>STANDARD:</b> <ul style="list-style-type: none"><li>- Customers can view transaction request records.</li><li>- Customers can view account water bills.</li><li>- System admin can view basic statistics of member, account information.</li></ul> <b>ADDITIONAL:</b> <ul style="list-style-type: none"><li>- Customers can export account water bills.</li></ul> System admin can export reports per regulatory requirements.	TRADING TRANSACTION REGULATION

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
NON-REALTIME COMMUNICATION	A ticketing system to allow asynchronized problem solving.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"><li>- Customers can view, create, reply or cancel tickets.</li><li>- Operations can view, create, reply or cancel tickets.</li></ul> <p><b>ADDITIONAL:</b></p> <ul style="list-style-type: none"><li>- Operations can create or edit formats of tickets.</li><li>- Operations can apply an existing format to the tickets.</li></ul>	SUPPORTING

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
REAL TIME SUPPORTING	The communication methods to enable quick questions and answers.	<b>STANDARD:</b> n/a <b>ADDITIONAL:</b> <ul style="list-style-type: none"><li>- Customers can chat with bots for general inquiries.</li><li>- Customers can chat with operations for special inquiries.</li><li>- Operations can chat with IT for technical problems.</li><li>- Operations can conduct video KYC.</li></ul>	SUPPORTING

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
CONTENT MANAGEMENT	Allow system users to update, arrange contents without going through IT supporting.	<b>STANDARD:</b> <ul style="list-style-type: none"><li>- Operations can create, edit, publish or deactivate announcements.</li></ul> <b>ADDITIONAL:</b> <ul style="list-style-type: none"><li>- Operations can manage help information.</li></ul>	SUPPORTING

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
AUTHENTICATION	Control the accessibilities of all users to the Exchange platform.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"><li>- Customers can sign up and login with email + password + two-factor authentication.</li><li>- Operations can sign up and login with email + password.</li></ul> <p><b>ADDITIONAL:</b></p> <ul style="list-style-type: none"><li>- System admin can create, activate or deactivate accounts for operations.</li><li>- System admin can define the role of operations.</li><li>- Customers can log on with other social accounts.</li><li>- Log on status is synchronized across different devices.</li></ul>	SECURITY

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
MONITOR & NOTIFICATION	System monitoring to detect changes and notify users to manage potential risks.	<b>STANDARD:</b> <ul style="list-style-type: none"><li>- System monitors log on status and notifies users when status changes.</li><li>- System monitors account status and notifies users when account changes.</li></ul> <b>ADDITIONAL:</b> <ul style="list-style-type: none"><li>- System monitors hot wallet and notifies system admin when balance is low.</li><li>- System monitors market price and notifies customers when a targeted price is achieved.</li></ul>	SECURITY



# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
KEY MANAGEMENT	The inventory, exchange, storage and use of encrypted keys.	<b>STANDARD:</b> n/a <b>ADDITIONAL:</b> <ul style="list-style-type: none"><li>- Customers must change password regularly.</li><li>- Key to the hot wallets must change regularly.</li></ul>	SECURITY

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
SECURITY METHODS	Methods to minimize hacking and control the consequence of incidents.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"><li>- Basic security protection for login and transaction.</li><li>- Basic trading data backup and recovery.</li></ul> <p><b>ADDITIONAL:</b></p> <ul style="list-style-type: none"><li>- Advanced security protection for login and transaction.</li><li>- Advanced KYC requirements.</li><li>- Advanced data backup.</li></ul> <p>KYC documents are encrypted.</p>	SECURITY

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
REGULATIONS	Methods to ensure the operation of the Exchange conform with regulations.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"><li>- KYC requirements conform with local regulations.</li><li>- KYC documents are available for audit.</li></ul> <p><b>ADDITIONAL:</b></p> <ul style="list-style-type: none"><li>- Validity of KYC documents are monitored and expirations are reported.</li><li>- KYC documents are stored by version and up to date.</li><li>- Report formats are configured per regulatory requirements.</li></ul>	REGULATION

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
KNOW-YOUR-CUSTOMER	Verify the identity of Exchange users.	<p><b>STANDARD:</b></p> <ul style="list-style-type: none"> <li>- Customers must finish KYC verification before fund management.</li> <li>- Operations can review, approve or deny KYC requests.</li> <li>- All KYC documents are stored.</li> <li>- Single tier KYC verifies ID and living address.</li> <li>- Operations can view the validity of KYC documents.</li> </ul> <p><b>ADDITIONAL:</b></p> <ul style="list-style-type: none"> <li>- Clients can request for different conditions of KYC.</li> <li>- Multiple tier KYC verification.</li> <li>- System can monitor the validity of KYC documents.</li> </ul>	SECURITY REGULATION

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
USER INTERFACE	The design of look and feel without changing functions or page correlations.	<b>STANDARD:</b> <ul style="list-style-type: none"><li>- System supports 2 language versions.</li></ul> <b>ADDITIONAL:</b> <ul style="list-style-type: none"><li>- System supports additional language versions.</li><li>- Clients can change design themes.</li><li>- Clients can configure landing page.</li><li>- Customers can customize dashboard.</li><li>- Clients can customize dashboard.</li></ul>	

# 2 PRODUCT DEFINITION

MODULE	MODULE DESCRIPTION	FUNCTIONS	KEY SERVICES THE MODULE SUPPORTS
MobileAPP wallet	Blockchain Global develop app for wallet and exchange.	<ul style="list-style-type: none"><li>- App will be used to buy and sell coins in location that client prefer to do. Users can send and receive coins in an easy way.</li><li>- No need to worry about coin addresses or wallet backups.</li><li>- Users can simply send coins to others that use their mobile number registering the app wallet.</li></ul>	

## SERVICE PORTFOLIO

Out of the box, our **Starter Pack** gives you everything you need to launch your exchange. It is an integration of the customer front end, administrative back end and configured wallets. All STANDARD functions listed in Modules & Functions table are included in the Starter Pack to facilitate a smooth and secure exchange. Furthermore, **Advanced Features** can be added per request. In addition, a **User Toolkit** provides you with the instructions to get the exchange up and running. We as GlobalBTC are also able to provide **Consultation/Support Services** to help you get the most out of your digital asset exchange platform.

# 3 SERVICE PORTFOLIO

## Starter Pack

Secure your exchange within two weeks, with minimal customized requirements.

- + 1 Trading Pair (BTC/Fiat) Any Fiat Currency
- + Operation Admin
- + Sign-up with KYC
- + Reporting
- + RESTClient and Websocket APIs
- + Ruby matching engine
- + Starter infrastructure hosting
- + Standard Maintenance
- Daily function monitoring
- 6 Months historical data back-up and data retrieval
- Hot wallet management and security
- Standard infrastructure
- + Standard email support
- + Vanilla ticket system
- + Platform languages (2)
- + SMS messaging service covering 3 countries

# 3 SERVICE PORTFOLIO

## Advanced Features

Choose additional features off the shelf to boost exchange capabilities

- + Additional trade pair
- + Additional language
- + Additional data backup
- + Additional SMS notification countries
- + Advanced maintenance
- + Advanced security methods
- + Advanced ticketing system
- + Advanced hot wallet management and security solution

Customize your exchange with these unique features

- + Customized reporting
- + Premium transaction solution
- + Premium data backup solution
- + Premium maintenance solution
- + Premium security methods
- + Premium hot wallet management and security solution



# 3 SERVICE PORTFOLIO

## 1 Brand Construction/Intellectual Property/Consulting Services

We focus not only on one aspect of a brand but rather your whole brand experience. For example, how your exchange platform looks, how to make the public promotion of the exchange. We creatively integrate Brand IP Service into the whole branding structure, as a new way of differentiating among your competitors.

## 2. Public Relation Services

We constantly manage your exchange stay in the limelight and in public minds via various methods, like holding high-quality events among industry practitioner, launching online and offline advertising campaigns through multiple channels, building and operating social media accounts and so on.

### Event Arrangement, Planning & Execution

#### Event Advertising Communication

##### ¥ Content Production

Copywriting / Graphic Design / Video Shooting & Editing / Animation Production / H5 Production

##### ¥ Media Planning & Buying

Mainstream Media Resources / Gateway Websites / Traditional & New Media Channels / Blockchain Media Matrix

# 3 SERVICE PORTFOLIO

## We-Media Creation & Operation

¥ We-Media Account Creation

Account Application & Authentication / Other Fundamental Account Services

¥ We-Media Account Operation

Positioning Strategy / Operation Planning & Execution / Data Analysis

## 3 - Service Procedure

### 1. Branding Consulting Procedure

- ① Brand Diagnosis
- ② Brand Positioning
- ③ Brand Building
- ④ Brand Management

### 2. PR Service procedure



# PATHWAY TO EXCHANGE DEPLOYMENT

## PATHWAY TO EXCHANGE DEPLOYMENT

Operating an exchange is not intuitive or simple for most partners to begin with. And while this platform has been designed to scale, provide an easy user experience and incorporate more complexity, we advise a standard exchange deployment initially for our partners, with the view to add additional trading pairs, modules, and functionalities once the platform is well understood at an operational level first.

### **1. Requirements Gathering**

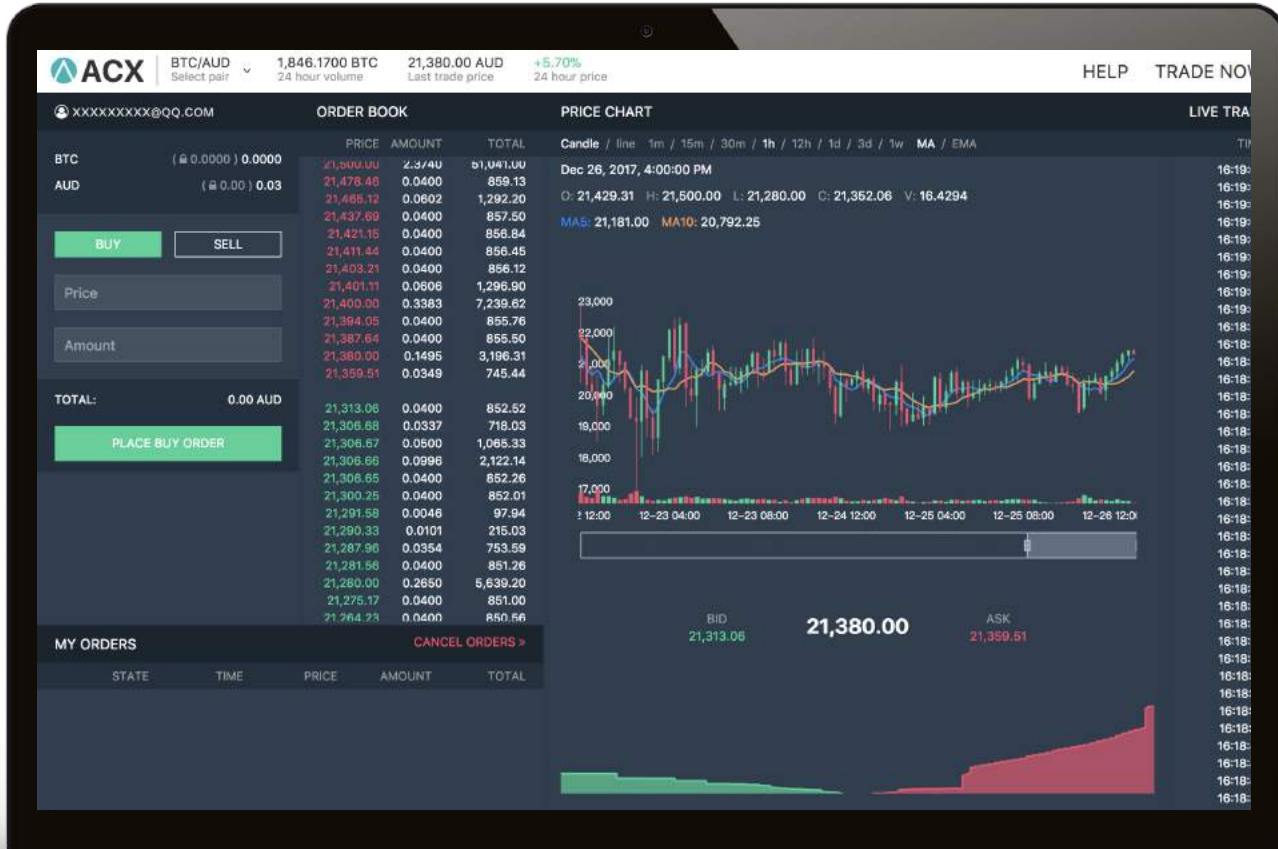
+ If exchange user requirements are beyond the scope of the standard exchange above, we can provide consulting services to assist you define these. This is vital to planning and delivery, and ensures you obtain the product to your specifications for your market and the right quote for exchange and service.

### **2. Service License Agreement & Payment**

+ Upon obtaining a signed SLA we also will require upfront payment to ensure commitment from our partners.

### **3. Exchange build/rollout**

- + Planning out the architecture, design and implementing the necessary UI
- + Finishing the infrastructure and hardening security
- + Configuring dependent services and testing
- + Deploying application and verification
- + Deploying backup solution and setting up application level security
- + Trial period and troubleshooting



# DEMO

To gain a better understanding of the platform we highly recommend prospective partners read our guide <https://help.acx.io/> , create an ACX.io account and trade on. As policy, we are unable to provide a demo version of the product as the IP involved may compromise the overall security and integrity of the platform in the long run.

# 5 PARTNERSHIP STRUCTURE

## **PARNERSHIP STRUCTURE**

- + A completely hosted and maintained solution by GlobalBTC.
- + The partner does not have any technical responsibilities other than testing, and ideally would have somebody technically minded assisting from partner side to ensure a smooth experience.
- + GlobalBTC keeps the platform up to date with the latest features and provides the partner with technical support and consulting at a fee if required.
- + Fees collected from end users on the platform are collected by the partner.

## ***Interested in partnering with GlobalBTC?***

- + Our White Label platform has now been live for over 18 months, market tested and we're actively seeking to expand globally.
- + As operators of an exchange ourselves, we understand the business and what it takes to be successful.

**info@globalbtc.com**

Part of Blockchain Global

