



WELCOME

Welcome to the Extracoin (EXC) digital asset - crypto token - and marketplace/e-commerce platform.

Extraconomy develops and presents two digital segments in one player, that is, the crypto assets market and the marketplace/e-commerce platform. One of **Extraconomy's** goals is to bring to the digital market an option of businesses that involve the trade of digital, physical and service products, and also the possibility of participants/holders to foster the growth of the business model, this through its own crypto-token, that is, its digital asset called **Extracoin (EXC)**. The other centralized operations on its platform, as well as the future possibility of swap (crypto asset exchanges) on a DeX (Decentralized Exchange) will be designed and executed in a timely and gradual way. The intention of Extraconomy through the crypto-token **Extracoin (EXC)** is to establish a friendly ecosystem, contributing even more to the growth of digital businesses.

The disruption that technology has been providing to the business world in recent years is undoubtedly a game-changer in the paradigms of how to design, execute, and thrive through new business models. Since the 1960s, when Gordon Earle Moore, then president of Intel, pointed out that technology implemented in computers would have a 100% upgrade in performance every 18 months and that this would mean many benefits to those who would use the new technologies developed (it was through this thought that the famous Moore's Law emerged) and would directly impact the lifestyle of people and the business world in the most diverse branches and activities. Conclusion: technological advancements do not stop, and we are directly or indirectly inserted into this context, and in the 21st century we are witnessing the greatest technological advancement in human history. With the advent of bitcoin along with blockchain and the emergence of other cryptocurrencies, the way we deal with money, business and economy has changed dramatically, making us rethink privacy, opportunities, work and gains.



Inserted in this new scenario, following the evolution in technology, the **Extracoin (EXC) Smart Contract:**

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was developed - a *proprietary crypto-token developed to trade digital products, physical products, services and bonuses on the Extraconomy marketplace/e-commerce platform (<https://www.extraconomy.com/>), as well as the possibility of decentralized operations through the DeFi "Decentralized Finance" process.*

Extracoin convergence between disruptive technology and online commerce.

Marketplace, E-Commerce, and Info Products.

The internet is undoubtedly a game-changer in interactions between individuals, communities, and nations. Business models and rules are created and established using its infrastructure, and growth is established as connections on the big network expand in scale. And today, E-Commerce and Marketplace platforms move billions of dollars with products, info products and services. During the pandemic in various countries, this business model exceeded considerable margins of thousands of dollars in business generated only through the internet, and it's not just the big players who profited, but medium and small businesses were the ones that moved this niche the most.



Investing in e-commerce is no longer an option for the consumer goods industry.

E-commerce already generates almost \$900 trillion per year in the United States alone! In some European countries, such as England, this market already represents 14% of total retail sales.

So, if you haven't noticed yet, e-commerce is revolutionizing the industry more than anything else. By 2023, it was estimated that the digital market should close the year with a movement of \$5.7 trillion dollars worldwide.

And when we talk about high-turnover consumer goods, the transformation is evident: the forecast is that the revenue of this market will reach \$150 billion dollars by 2025.

These impressive results show that people's buying behavior is migrating from physical stores to digital services. Therefore, structuring the online sales operation has stopped being an option. Today, investing in e-commerce has become something critical for consumer goods companies to maintain their leadership and at least their market share.

Why are big brands investing heavily in e-commerce?

It is still common to question investing in e-commerce, since this market represents little in total sales and is much lower than physical stores. But then, why are big companies like Nestlé, P&G and Unilever investing heavily in this area?



Check out some of the reasons:

1. Change in consumer habits.

Mobile devices such as smartphones and tablets have changed consumption habits in virtually all types of purchases.

Smartphones and tablets are making consumers' lives much more practical. They deliver almost any necessary information about products, anywhere and instantly through the internet.

These devices are already present in almost the entire global population. Currently, there are countries where the average is one smartphone per inhabitant. This justifies why more than 64% of all global retail transactions are already influenced by digital content, according to Deloitte.

Therefore, big consumer goods brands have already noticed this change in consumer behavior. So, they are really investing in e-commerce and are seeking to offer better online shopping experiences - whether on desktop or mobile.

2. The competitors are in e-commerce.

Invest in your space in the market before it's too late.

In early 2017, Berkshire Hathaway, one of the world's largest holders and controlled by mega-investor Warren Buffett, sold \$2 billion of its Walmart shares.

When Buffett decides to withdraw from a business, it's never a good sign. In this case, what happened was that since the end of 2014, Walmart's shares fell 21%, while Amazon's grew by 119%.

According to former Walmart CEO Mike Duke, his biggest regret as the company's top executive was not investing more in e-commerce to be more competitive against Amazon.



“I wish we had moved faster. We’ve proven ourselves to be successful in many areas, and I simply wonder why we didn’t move more quickly. This is especially true for e-commerce”

This statement was made in 2012!

Since then, Walmart has realized that e-commerce is no longer a trend, but a reality.

In 2015, the group invested billions of dollars in the e-commerce operation, increasing its sales to \$13 billion. However, during the same period, Amazon generated \$107 billion in revenue.

With this loss of market share, Buffett preferred to sell his shares because he knows how difficult and expensive it will be for Walmart to regain its space in retail against Amazon.

The same thing happened in Mexico, where Walmart is still far behind the leader in sales in the country: MercadoLibre.

Therefore, if you don't invest in e-commerce soon, you will end up being swallowed up by your competitors.

Platform - E-Commerce and Marketplace.

Even with the exponential growth of digital commerce on the internet, security problems continue to cause losses for many users of this business model. Processes to avoid these types of situations most of the times can't keep up with the growth of the digital market, but Extra Economy's E-commerce and Marketplace platform, was developed using information security technology, and with the transparency of the Extra Coin asset operations through the Blockchain infrastructure, where frauds that are carried out in online sales is computationally unlikely due to the transparency and security of the Blockchain infrastructure.

All transactions on the platform are audited!



Time is an asset.

The use of available time that we have in our day-to-day life is a precious and scarce asset in today's world. In the crypto world, we know that timing in most operations usually requires a considerable space, for example: buying a crypto asset, transferring it to a brokerage, then executing a sell order, and then requesting a transfer of money to a bank account and only then, using the money to buy something, is a long task that requires time and a certain expertise in this crypto environment. On the **Extraconomy Platform**, this journey is mitigated, as the digital asset - **Extracoin (EXC) token will also be used as a form of payment**, significantly facilitating the user's navigation on the platform. Payment with Extracoin (EXC) token - speed and security!

Low fees - economy.

The fees for operations involving cryptocurrencies such as transactions between wallets, exchanges between cryptocurrencies, or conversion of cryptocurrencies to fiat money, in most cases are high. And in online buying and selling using cryptocurrencies, we find a barrier that is the lack of options in platforms that accept them as a means of payment, but with the ecosystem developed through **Extraconomy** this problem has been solved. Here the usability of the digital asset **Extracoin (EXC)** for direct purchases, without worrying about conversion to fiat currency. And as the token is developed on the **BEP20 standard** and all operations are done through the Blockchain on the Binance Smart Chain, where fees end up being lower compared to other systems.

Binance Smart Chain - lower fees and greater economy!



Variety of products and digital products.

The **Extraconomy** marketplace and e-commerce platform will feature a wide variety of products, digital products and services. Where suppliers, sellers and consumers converge in an economic community that interacts by trading with each other using the digital asset.

Advantages in the future.

In negotiations with suppliers and partners, the **Extraconomy** commercial management team will soon launch a package of discounts, bonuses, and other benefits that can reach much higher margins than those practiced on most conventional platforms on the market. All execution of the benefits, discounts, and bonuses process will be announced through the Extraconomy communication channels. Stay tuned to the social media, website and official Telegram and WhatsApp groups of Extraconomy.

Referral Program.

The **Extraconomy** platform offers a referral program where users can earn rewards for referring new customers. Soon, a package of exclusive benefits will be available for those who trade on the platform and use the **Extracoin (EXC)** digital asset. All referral program benefits will be announced through the platform's communication channels. Keep an eye out on the Extraconomy's social media, website, and official Telegram and WhatsApp groups for more information.



Certification of Partnership Between "PRAEMIA PAY" and Extracoin (EXC) on 08/21/2023: Enhancing Token Utility and Value

On August 21, 2023, "Praemia Pay," an innovative "Mobile Wallet" application that leverages Blockchain technology to enhance the relationship between commercial activities and citizens within a neighborhood through a Universal Cashback system, joined forces with Extracoin (EXC), a rising cryptocurrency platform, to establish a strategic partnership that significantly expands the utility of the EXC token.

This pioneering partnership opens new doors for the EXC community by directly integrating the token into the "Praemia Pay" ecosystem. Through this collaboration, the EXC token will become a highly efficient means of transaction for purchases and sales within the "Praemia Pay" app. This integration will allow users to explore the functionalities of "Praemia Pay" while using the EXC token for commercial transactions within the context of the Universal Cashback.

By adding the EXC token as a payment method within "Praemia Pay," we create a virtuous cycle in which active participation of citizens, merchants, and associations in their daily purchasing activities directly contributes to the growth of the circular, sustainable, and solidarity-based economy proposed by "Praemia Pay." This not only enhances the value of the EXC token but also strengthens Extracoin's commitment to offering innovative and tangible solutions to its user community.

Furthermore, this partnership will provide unique opportunities for collaboration between the teams of "Praemia Pay" and Extracoin, allowing for the ongoing exploration of new business models, resources, and benefits for the community as a whole. Through the synergy between the two platforms, users will be incentivized to adopt Blockchain technology and cryptocurrencies as integral parts of their daily activities, thus driving organic growth in cryptocurrency adoption.

With this exciting partnership, we are redefining how citizens engage with their commercial activities and cryptocurrency technology, creating an environment conducive to innovation, collaboration, and sustainable growth. Together, "Praemia Pay" and Extracoin are leading the way towards a future where token usability and cryptocurrency adoption are accessible to all.



Info about the tokens.

Contract:

<https://bscscan.com/token/>

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- Developed on the BEP 20 Standard;
- Blockchain - Smart Chain;
- Total tokens: 100,000,000;
- Token name: Extracoin;
- Acronym: EXC.

The sales process

(phase 01):

- Platform centralized. - <https://extracoin.store/>.

Fees:

- Smart Chain Network Fee;

Extracoin Tokenomics - Road Map

- **1st Phase:**

Private sale through the website www.extracoin.store until the limit of 30 million Tokens.

The sale is set at €0.015 per unit with a minimum purchase of 500 EXC Tokens.

When purchasing at least 3,000 EXC, you are entitled to receive a **Promotional Coupon** valid for an **exclusive 70% discount** to be used on the platform <https://www.extraconomy.com/> to register as a Manager (Read material about Extraconomy's business model - available on the website).



Holders of at least 3,000 Extracoin (EXC) who open a storefront or e-commerce on Extraconomy can be considered for all intents and purposes Stakeholders of the project, that is, interested and active parties on the platform and also holders of financial participation through the cryptocurrency. For this reason, they will receive 300 additional Extracoins (EXC) for free when registering on the platform.

The Promotional Coupon can still be given or passed on to third parties, but in this case, if the acquirer of the Extracoins is not the same person or holder of the Extraconomy account, they will lose the right to receive the additional bonus of 300 Extracoins (EXC).

At the time of purchasing the tokens, a referral (Extraconomy User Name) should be indicated to whom 10% of the value of the sale will be recognized at the end of each month.

- **2st Phase:**

Conversion of Extracoins Credits (digital assets) into Extracoin (EXC) Tokens through an exclusive exchange [€ 1 of Credit = € 0.0125 of EXC] up to 20 million Tokens.

- **3st Phase:**

Once 50 million tokens are sold or 10,000 holders are reached, there will be a decentralized public sale (DeFi) of an additional 30 million tokens starting at a minimum value of €0.01 per unit (**the value will also be set based on the revenue generated by the Extraconomy platform and the number of active users present at that time**).



- **Offshore - token sale.**

The ability to buy and sell through EXC wallets both within and outside the platform will be introduced in the user's control panel. Therefore, partnerships can be created with external platforms that accept EXCs to allow the **Extraconomy** user community to also purchase from other affiliated sites.

Waiver of Contract.

The contract will not be waived, as the understanding of the EXC token development group is about the need for continuous smart contract management. This is essential to keep the program free of any risk, following the standard of the original scope and ensuring any adjustments, if necessary.

Locked liquidity.

The liquidity will be provided in a stepped-up amount of the tokens, this in the phase where the specific supply will be allocated for the DeFi process (Decentralized Finance) according to the road map, effecting the **EXC/BNB** liquidity pair. **This liquidity will be locked in a phased manner**, with the initial lock after the launch of the Extracoin (EXC) token with a period of 30 (thirty) days, and as the project is promoted and the trading volume expands, there will be a gradual extension of the liquidity lock.



Legal Matters.

This whitepaper provides information related to an opportunity for the acquisition of a utility token that will be issued, structured and distributed through the Binance Smart Chain.

The Extracoin tokens:

Will not provide legal ownership over Extraconomy or its supporters' actions;

Do not represent debt of Extraconomy or its supporters to token users;

Do not give typical voting or governance rights related to Extraconomy or its supporters.

This whitepaper does not constitute a prospectus, offering memorandum and/or other offering documents related to Extraconomy or its supporters and has not been reviewed and/or approved by any financial regulator or securities commission in any jurisdiction. The acquisition of tokens involves various risks. There will be no guarantee that token users will be able to receive a refund of their capital or any positive return on their purchase of tokens. Before buying into tokens, potential buyers should carefully consider the explanation and facts of the project, which, although not providing an exhaustive list or explanation of all possible project outcomes, can be used as a source of information but should not be the sole factor in decision-making. Potential buyers should carefully consider whether the purchase of tokens is appropriate for them, taking into account the information contained here and their personal legal and financial circumstances. Unless indicated otherwise or context requires, all references in this whitepaper to “team”, “we”, “our”, “ours”, “us” or similar terms refers to Extraconomy.



We are developing a complete ecosystem where the advantages of MarketPlace/E-commerce and Blockchain technology come together.

Extraconomy - Smart MarketPlace!

