



The future

“Amazon of Blockchain Financial Services”

Solving the problem of achieving faster
Blockchain & Cryptocurrency adoption across
the world’s Financial Services.

Baanx subsidiary brands have already completed millions in consumer loans, utilising **Automation & AI Technology** to manage the customer journey.

Now its time to disrupt global Financial Services with greater efficiencies too.

Baanx's mission is to disrupt the Traditional Banking sector with a **Decentralised Ownership ethos**; designed to drive Blockchain and Cryptocurrency into everyday use across the world and cope with rising market demand.

“Faster, lower cost, more secure, mobile first Crypto-Financial Services”

Baanx is the **World's 1st Decentralised
Crypto-Financial Services Network** in a
potential Cryptobank future market of
over \$10 trillion.

We are offering Baanx brand products to
the market and allow new brands to
release to their customer following on our
platform, sharing our products and
licenses.

Baanx's post-ICO 12 month plan ensures a
dominant network position.

Baanx is growing a 100 brand community,
delivering exceptional products in a
Cryptocurrency total market expected to
rise from 4 million per day to 600 million
per day in the next decade.

Baanx's first branded products include:

Highly Secure Wallet

\$10,000 "Wallet Insurance" for non-fault loss. First Crypto-Insurance in the market.

Mobile Crypto & Fiat Payment App

An innovative, low fee product with both
Virtual & Physical Cards for Merchant and
Online Payments.

Super-Fast Crypto-Exchange.

Low Fees and plan to launch 300 listed Coins in a market trading \$30 billion per day with less than 200 active competitors.

“Price Lock” Hedging

Customers can lock in the fiat value equivalent of Cryptocurrencies at the press of a button for set periods of time. Huge number of uses and great market interest.

Baanx Leadership Team

Leveraging our experience to ensure our goals are met.

- **Management & Technical team have over 100 years of Banking & Fintech Experience**
- **JP Morgan, RBS, Commerzbank, Union Bank of Switzerland, ING Barings, Shroders, Gemalto Master Card, and others.**



Garth, Howat. (CEO)
Successful Entrepreneur, Founder of 2 Successful Businesses, including FCA Licensed Consumer Lending Business. CF1 Regulated UK. Passionate about Fintech, Blockchain & bringing Cryptocurrency into everyday use.



Sean Salloux, (COO).
Launched World's 1st e-wallet on credit card in Korea for MasterCard. VC, MD, Board & Banking, Mobile App Security expert with 25 years global tech experience US, Asia. Product Launches Visa, Bank of America.



David Drake. Board Advisor, top 2 ICO Bench Founder & Partner LDJ Capital, maintaining relationships with investors & family offices with \$1.5 trillion in assets. Leader in Cryptocurrency market and thought leader.



Mark Evans (Chief Regulatory Officer & acting-CFO) FCA, MCT approved, UK chartered accountant) 25+ years in banking regulation and compliance, CFO finance experience at Senior level. JP Morgan, Commerzbank, Union Bank of Switzerland.



Chris Coulthrust (CTO) - 25+ years as CTO and CIO with investment banks, lending institutions and software. National Finance Corp., Vistaar. Founder of 40+ staff software company, for PLC, and bitcoin minor.



John Van Der Vos. CRO UK FCA Approved CF1 & CF30 within online loans business. Long history in Financial Services, Insurance and strong compliance knowledge. Passionate about Cryptocurrency & Cryptobank market.



Sarah Murray. Baanx.com Ltd Communications Manager. Focused on delivering quality communications, content and informative, engaging customer relations.



Barry O'Donohoe (Raidiam- Co-Founder) Lead Security Architect, Baanx. 20+ years experience. Web & Mobile for retail banking, Open Banking & PSD2, etc. Royal Bank of Scotland (RBS), Tesco Bank, Open Banking. Org & top global banks.



Rob Levine- (Head of HR) – Senior HR roles at major financial services firms and banks including Macquarie, Schroders, Standard Chartered, Gen Re Securities, and ING Barings.



Lance Villaruel. Chief Commercial Architect at Baanx.com. Lance has a long track record as a Blockchain Architect & Data Scientist. Extensive experience within AI, Technology and Blockchain Industries with a desire for change.



Rhys Edwards. Baanx.com Head of People & Development. Headhunter & Executive Recruitment Expert. Passionate about Cryptocurrencies & Banking, identifying superb Baanx hires.



Dave Campsill. Baanx.com Financial Developer, working with EU Commission and mobile app sector. Passionate about Blockchain, Trading & Cryptocurrencies.



Professor Simon Choi.
Legal Advisor.
International Lawyer,
 licensed to practice in
 England & Wales, Hong
 Kong, China. Simon has
 been involved with more
 than 10 ICOs and a highly
 accomplished lawyer to
 the blockchain industry.



Karl Johannesson.
**Baanx.com Non-
 Executive Director**
Baanx.com.
 Executive Director at
 the Blockchain User
 Group. Extensive
 experience with \$billion
 companies in FinTech &
 Blockchain Globally.



Ian Scarffe, Board
 Advisor. Top ICO Bench
 Expert. Serial
 Entrepreneur with
 fantastic track record of
 successful ICO
 partnerships raising
 \$400m. Superb
 knowledge and
 background in Tech.



Kieron Cartledge.
Head of Infernal Search,
Baanx.com. Working on
 delivering a talented
 and international team.
 Kieron has extensive
 Blockchain technology
 recruitment experience.



Jonathan Change
Banking Advisor. ANZ
Bank. COO Nauticus
 Blockchain. Cryptobank
 & Ecommerce Solutions
 with 300
 Cryptocurrencies.
 Australia based.



Bryan NG.
Banking Advisor and
CEO of Nauticus
Blockchain.
 Extensive Finance
 sector experience and
 Australia based. Very
 knowledgeable.



Victor Chow.
 CEO, Innovator, Investor,
 M&A Advisor, Venture
 Capital leader,
 Entrepreneur, NAGA &
 ICO Advisor, Partner in
 Blockchain Financial
 Services Innovation with
 great Tech Commercial
 experience and ability.



Max Pogorelov.
Blockchain Developer &
Smart Contract Expert.
 Max has been integral in
 developing our smart
 contract capability and
 integrating this into our
 systems and setup.



Janis Dzable.
Crypto Investor,
Trader & Specialist
 Advisor giving key
 Assistance in Eastern
 Europe.
 Strong understanding
 of current market.



Benjamin Theobald.
 Board Advisor
 Micromoney
 International, CEO, Co-
 Founder and
 Entrepreneur with strong
 Marketing experience,
 great connections.



Michiel Triebert. Board
 Advisor. CEO, Internet
 Entrepreneur. Financial
 Services experience in
 Europe. Extensive track
 record with ICO Global
 and valuable partner..

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Leadership Team

1) Highly Investable founders experienced in FinTech, Banking and delivering shareholder value. Funding from traditional methods offered already.

2) Baanx Group brands (within the ICO) have delivered millions in consumer loans, focused on AI and automation. FCA licensed in the UK. Licence applications in the EU underway and experienced Legal & Compliance team have proven delivery skills.

3) 100+ years of Banking experience, top calibre core leadership team. Technical team delivered to over 90 Banks, including Visa, Mastercard, Bank of America, Asian, Japanese, US and Banks across the world.

4) Global leaders in the Advisory Board including David Drake, Ian Scarffe, Victor Chow, Ben Theobald, Sean Colopy, Michiel Triebert and others. Huge prior experience in ensuring a very successful ICO delivered.

Baanx.com Funding

Baanx captures the opportunity to deliver to an enormous market gap, creating new Licensed Brands using Blockchain Technology and with the goal of driving Cryptocurrency into everyday use across the world.

Baanx takes an ownership stake in all launched brands, as well as the Baanx own product line. Open ownership means trusted brands with huge customer followings drive massive customer acquisition through existing marketing channels and brand loyalty.

Baanx revolutionises the Crypto-Financial Services sector and creates, within the shortest time, massive uptake and growth.

Baanx requires \$36.85m to extend current licenses and deliver a global license framework which will enable realisation of the project goals.

Join 36,000 Telegram Channel

<https://t.me/baanxcom>

Baanx.com ICO Terms

Manager: Baanx.com Ltd

BXX, Pre-Sales: \$0.093

Pre-Sale: 25% Discount

Pre-Sale Start: 8th April 13:00 UTC

BXX, ICO: €0.1

ICO start: 10th May 18

ICO Hardcap: \$36,850,000

Institutions min: €40,000

Purchase Methods: Wire Tran.



Summary

Baanx delivers fast Blockchain & Crypto-Financial Services customer uptake through Innovative products and fast new brand releases with shared licenses. Join the Baanx Revolution and be part of our successful, fast growing BAANX BXX community.

Email ICO@baanx.com for BAANX BXX