

WHITEPAPER

Draft Version 0.95

Full Version 1.0 with Financial Info coming soon.

bitcci®

WE'RE REVOLUTIONISING THE SEX INDUSTRY.



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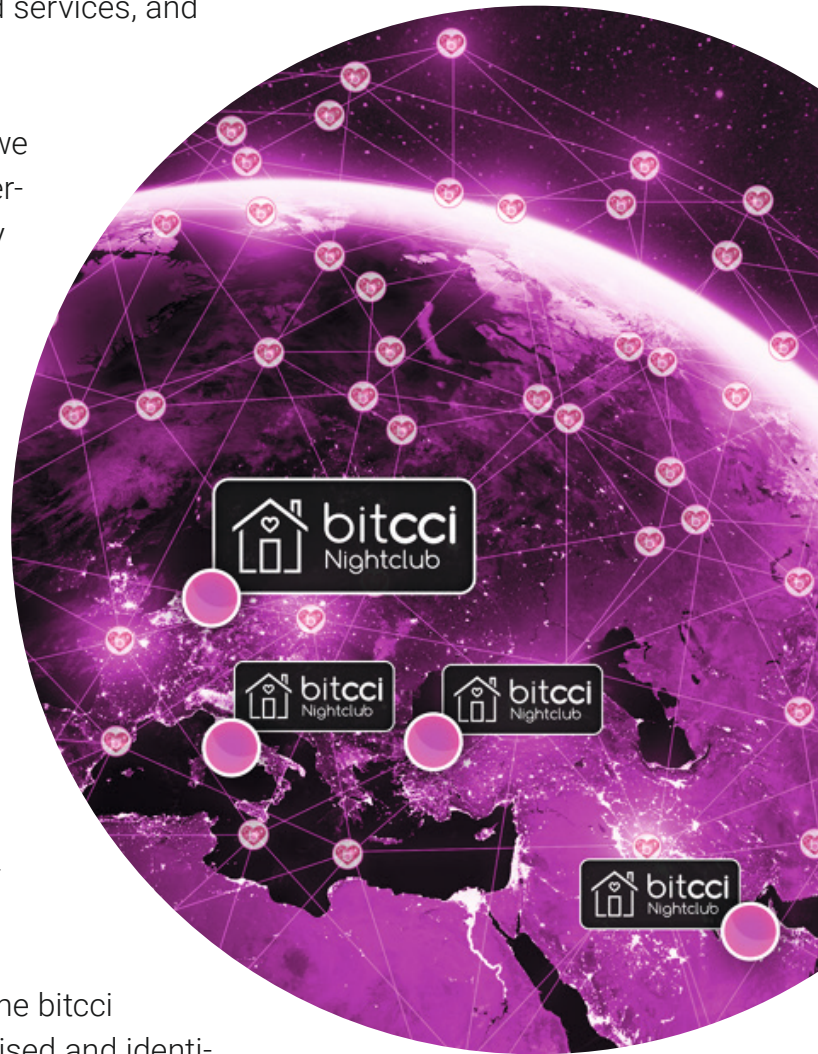
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I.1. Definition, mechanics, audit	

The global sex market was worth over **\$200 billion in 2021**. The **potential for growth is huge**, because the internet has significantly changed the way in which sex is perceived and how it is experienced. For example, since 1980, the number of men who purchase sexual services has **doubled** worldwide. In addition to the great potential for the industry, there are also many **challenges** in the industry for which bitcci is developing unique **solutions**.

Within the „*bitcci ecosystem*,“ we are building a new, global network of our own nightclubs, portals, apps, cloud services, and blockchain-based payment solutions.

Along the value chain of sexual services, we offer sex workers a modern package of services and training programmes marked by free self-determination that ensure their stable and long-term loyalty to the bitcci ecosystem and a high work-life balance. The fact that our IT system is already in operation in the 4 large nightclubs in Switzerland gives us the necessary business data and know-how regarding their needs. **The operation of these 4 nightclubs has shown us that there is a considerable need for optimisation, modernisation, standardisation and regulation in the industry.** Our entire strategy and culture within the bitcci ecosystem is geared towards achieving these goals.

For this reason we have decided to build the bitcci Nightclub Network with modern, standardised and identical buildings and to operate them in close coordination with the authorities. We are initially launching a “learning phase” in the European Union, in which we will build 5 new nightclubs by the end of 2023. Then we will start the international rollout. We will then seek certification according to ISO 9001:2015 in short order, aligning the entire ecosystem according to the Kai Zen philosophy and introduce AI systems in order to achieve the greatest possible efficiency.



One of the central instruments of the bitcci ecosystem is the bitcci IT platform „*bitcci Systems*“, which uses software modules created in-house to ensure the safe and efficient operation of all components of the bitcci ecosystem. Likewise, special interfaces will give authorities and others direct access to our club data and the women working. Parts of bitcci Systems are already available and operational.

As a marketing tool, we are launching bitcci.TV, an internet-based TV channel on which presenters will regularly present current news from the bitcci ecosystem live. The television studio is already in the process of building up in our headquarter. The first productions for the bitcci academy have already been launched <https://www.bitcci.ac>

bitcci Group AG and the company's management have a very dense network of contacts and cooperation partners in the sex and blockchain industries and belong to relevant professional organisations.

A.1. **HISTORY**

bitcci was founded in Mai 2017 by its CEO, Christoph Elbert in Potsdam, Germany. In 2018 Mr. Elbert moved his business idea and his private life to the Zug Area / Cryptovalley of Switzerland and builded up his Network in the Sex- and Crypto-Industry quickly. In Q3/2018 Mr. Elbert offered 2 of the largest Saunaclubs in Switzerland to build a new Club Management IT system – and manages the Marketing Strategy for these 2 Clubs – both completely for free / without charging any fees forever. The club owners agreed and the new Websites, the Marketing Strategy and the success of the clubs took off quickly and the partnership is running smoothly until today. Additional Clubs started to partner with bitcci because of the Club Management System and the Marketing Expertise.

Until 2021 three new public stock companies have been founded in Switzerland and Liechtenstein, laying the foundation of a much larger concept: The bitcci ecosystem.

In July 2021 the bitcci AG, a daughter company of the bitcci Group AG started an ICO and raised about 7.5 Mio USD winning over 5000 Token holders. bitcci moved to a new and larger office in the Zug area in December 2021.

A. INTRODUCTION / SUMMARY

A.1. HISTORY

The bitcci Group will start a new financing round in June 2022 for 10 Mio CHF to win larger scale investors and speed up the growth of the bitcci ecosystem.

In Q4/2022 the bitcci Group plans to start a Security Token offering with a tokenized share, the “bitcci Equity Token”, to raise an additional 200 Mio. CHF.



Crypto Valley
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B. DESCRIPTION OF THE MARKET AND THE PROBLEM

B.1. MARKET

Online Sex Business / General Facts

- Around a quarter of all online searches revolve around the topic of sex.
- Providers of online sex services make €12.6 million per day.
- 35% of internet traffic is related to sexual content.
- Worldwide, 43% of all internet users look at sexual content.

Source: <https://www.netzsieger.de/ratgeber/internet-pornografie-statistiken>

B.

DESCRIPTION OF THE MARKET AND THE PROBLEM

B.1.

MARKET

Prostitution Market / General Facts

- The global market for sexual services had about \$200 billion in revenue in 2020.

Source: <https://www.havocscope.com/prostitution-revenue-by-country/>

- There are more than 40 million sex workers worldwide.

Source: <https://www.businessinsider.com/there-are-42-million-prostitutes-in-the-world-and-heres-where-they-live-2012-1?r=US&IR=T>

- Since 1980, the number of men who purchase sexual services has doubled worldwide.

Source: <https://www.50ish.org/lifestyle/why-do-men-sleep-with-prostitutes/>

B.2.

PROBLEM

One of the fundamental problems in the sex industry is that the profession of sex worker and the consumption of sexual services are not recognised everywhere as legal and the industry has therefore been pushed into the shadow economy. This leads to the following problems within the industry:

- Inconsistent government regulations.

For sex workers:

- Frequent lack of access to advisory services on such issues as social insurance, tax and legal advice, and training programmes.
- In some cases, poor working and living conditions, lack of safety, lack of health, accident-, and pension insurance, lack of mental health services, lack of resources to prevent or treat addiction.
- Inconsistent labour law issues (self-employed v. employed, etc.)
- No or few opportunities for further training in other industries.
- Insufficient options for planning the future

For establishments:

- Inconsistent permitting with regard to locations, quality, etc.
- Lack of safety and quality standards. ¹

¹Prostitution and human trafficking for sexual exploitation. Report of the Federal Council in fulfillment of the postulates 12.4162 / Streiff-Feller ff. dated 05/06/2015

DESCRIPTION OF OUR APPROACHES TO SOLVING THESE PROBLEMS

IMAGE PROBLEM

We will give the sex industry, the operation of night clubs, the sex worker profession, and the consumption of sexual services a new image and initiate a cultural change. To this end, we will build the bitcci ecosystem and establish sexual services and their consumption as a professional trade and help replace the negative perception and communication in people's minds and in the media with a more positive image. Together with regulatory authorities, we plan to develop transparent, modern and efficient solutions that will eliminate the negative implications of the industry.

SHADOW ECONOMY

To get the sex industry out of the shadow economy and into a position of societal tolerance, we will inspire sex workers with the benefits of participating and registering in the bitcci ecosystem legally and free from any constraints.

The following solutions are already in development:

- Government interface to the IT platform „bitcci Systems“.
- Transparent accounting systems that are freely accessible to all those involved in the processes (e.g. authorities, sex workers, customers)
- For migrants: Automated reporting system including status, length of stay, health and accident insurance, etc.
- Tax accounting and payment (input tax, income tax, etc.)



DESCRIPTION OF OUR APPROACHES TO SOLVING THESE PROBLEMS

HEALTH

The well-being of sex workers associated with bitcci is very important to us and will be ensured by a wide variety of measures:

- Initial health checks with documentation when entering the bitcci system.
- 3 health checks on an monthly basis (Illnesses, drug consumption, mental health, telephone pastoral counselling)
- Access to medical care in the event of illness, health insurance, telemedicine.
- High-quality living situation with sport and wellness options separate from the club.
- Freely selectable, regulated working hours / „work-life balance“
- Technical solutions to ensure personal integrity, both on the go and in work rooms.

TRAINING PROGRAMME: „BITCCI ACACEDMY“

With the “bitcci Academy”, we are establishing a training programme specifically tailored to the needs of sex workers. This will cover all aspects relevant to their work and private lives.

- Onboarding (health check, general information on bitcci, workflows and processes, billing, taxes, health insurance, reporting sick days, regulation, etc.)
- Working with bitcci tools (app, communication/chat, telephony, video communication, bitcci Wallet, payments, banking, etc.)
- Quality management
- Further training (self-marketing, dealing with guests, conducting conversations, sales psychology, hygiene, clothing, cosmetics, nutrition, etc.)
- Language skills
- Sport and wellness
- Safety, first aid, de-escalation & self-defence.
- Handling money, insurance and retirement planning.
- Continuing education programmes / training

DESCRIPTION OF OUR APPROACHES TO SOLVING THESE PROBLEMS

MODERN, REGULATED CLUB OPERATION

- **Regulation:** We are striving for uniform official approval for establishments in individual countries. We will first sit down with the permitting agencies, migration offices and tax authorities of the EU countries for the purpose of developing a uniform licensing procedure. We then try to apply this solution on a global level in the individual countries.
- **Equipment:** The bitcci Nightclub Network will consist of new, modern high-tech buildings with design, equipment, workflow, control and security concepts optimised for the sex industry. The workflow will be supported by a central club management system as part of our IT platform „bitcci Systems“. This includes: registration of sex workers with authorities, POS system, personnel planning, management of the online portals, room planning, statistics, etc.

The bitcci nightclubs will be equipped in the style of a first class / 5-star premium hotel, including a wellness area, bar and entertainment area, restaurant and meeting rooms.

The culture within the bitcci clubs will be based on the **principle of free self-determination**. This will apply to both the sex workers and the workers employed by bitcci.



D.1. SEX WORKER

“All-Inclusive” package.

The central starting point of our business model is the sex worker. Around them, along the value chain of services feel-good package of services and training programmes marked by free self-determination that will ensure their stable and long-term loyalty to the bitcci ecosystem and a high work-life balance. The ideas for optimisation listed below are based on survey results within our various partner clubs.

Help with communication with authorities

Sex workers are often overwhelmed with formalities and communication with authorities, partly due to language barriers, and therefore tend to neglect them. This often results in follow-up costs and sanctions for administrative offenses by the authorities. For this purpose, we will institute largely automated handling of all processes, which will be almost completely IT-based and can be handled by the sex worker with her smartphone. This will include official registration, tax advice and payment, etc.

Agency services (photos, promotion)

As part of the overall package when signing up with bitcci, we will offer sex workers professional photographs and help with marketing their services within the bitcci system, especially on the bitcci.com platform.



D.1. SEX WORKER

Health management

We will offer modern access to the healthcare system (health insurance, accident insurance, drug counselling, telemedicine, etc.)

Security

All bitcci club buildings will have state-of-the-art equipment and the highest level of security on a technical and personnel level.

Payment solutions

Over 60% of the sex workers currently working in European nightclubs are from Eastern Europe. Upon arrival, most do not have bank accounts or credit cards and are therefore limited in their ability to participate in the normal life of society. Almost all transactions used to be in cash. We see this as the basis for a high demand for new payment solutions: In this context, we will found the bitcci bank, which will own a fully regulated banking licence and offers debit cards, IBAN accounts and other professional financial solutions.



Pension funds: Although service providers in the Central European sex industry have an above-average income in the 5-digit range, only a few have old-age pension insurance. On the one hand, we will offer education in the bitcci Academy and, our own products (e.g. the bitcci Pension Fund). In this way, sex workers will be able to create a secure foundation for their retirement.

D.1. SEX WORKER

Comfort & lifestyle

In the bitcci ecosystem, sex workers will enjoy a free choice of all parameters relating to their work:

- Free choice of workplace
- Free choice of working hours
- Free choice of clients
- Free choice of services to offer
- Free pricing for their services.
- A living area separate from the workplace in the attached bitcci hotel.
- Mobility, holiday & leisure offerings.
- Sports offerings, relaxation programmes, as well as extended services such as personal assistant services, textile service, etc.
- **100% of the income that the sex worker generates through physical services will go to her.**

We will motivate our customers and employees to treat each other in a friendly and respectful manner, as well as, in particular, the sex workers registered with bitcci.

Additional earning opportunities

The communication tools of the bitcci IT platform will allow sex workers to offer digital services in addition to their physical services, e.g. chat, paid telephony (live video) or the sale of digital content (pictures/videos, etc.) in the bitcci fan platform.

This can be a lucrative additional source of income for the sex worker. The digital services will be settled in bitcci cash. The prices for the services can be set freely.

Furthermore, the sex worker can earn further income by recommending the bitcci online offerings on a commission basis.

Self-marketing

Sex workers will have the opportunity to create personal profiles and offer their services on our central bitcci.com portal. The portal will be available globally in more than 20 languages. A software-based real-time translation function will be available for the chat system. This will give sex workers the chance to offer their digital services internationally and gain clients from around the world.

D.2. NEW SAUNA CLUBS AND CONTACT BARS

The „old“ business model for setting up night or sauna clubs consisted of redesigning existing commercial buildings with given dimensions and trying to adapt them as well as possible to the requirements of club operations. This business model is not scalable and prevents many clubs from being efficiently set up and successfully operated. To this end, we have carried out an intensive analysis of the European club industry.

The bitcci model has the advantage that the buildings will be designed specifically designed for the requirements of a nightclub, e.g. short distances, workflows, security & comfort, room arrangement, hotel rooms, regulatory requirements (hygiene, sanitary facilities, square metres, etc.). The bitcci club buildings will be built in 3 standardised building types, depending on their location; these differ in terms of size, shape and fittings. These 3 building types will have the same floor plan, number of floors, room arrangement, etc. They will be exactly the same and therefore easily replicated at other locations. Due to the modular construction consisting of completely prefabricated steel modules with interior fittings, a bitcci club building can be built turnkey and ready for use within 4-6 weeks. This will also considerably speed up official approvals for new construction.

Our strategy is based on optimising the standards and procedures for the purchase of land and the construction of new buildings in such a way that a very large number of bitcci clubs can be built worldwide over the next years.

We will also use Kai Zen, QM and KI to optimise the operation of all bitcci clubs in such a way that the highest possible margins can be achieved, while the productive energy of employees and service providers remains optimal and the customers and sex workers enjoy a maximum sense of well-being. The selection of suitable sites in commercial zones in major metropolitan areas has already begun.



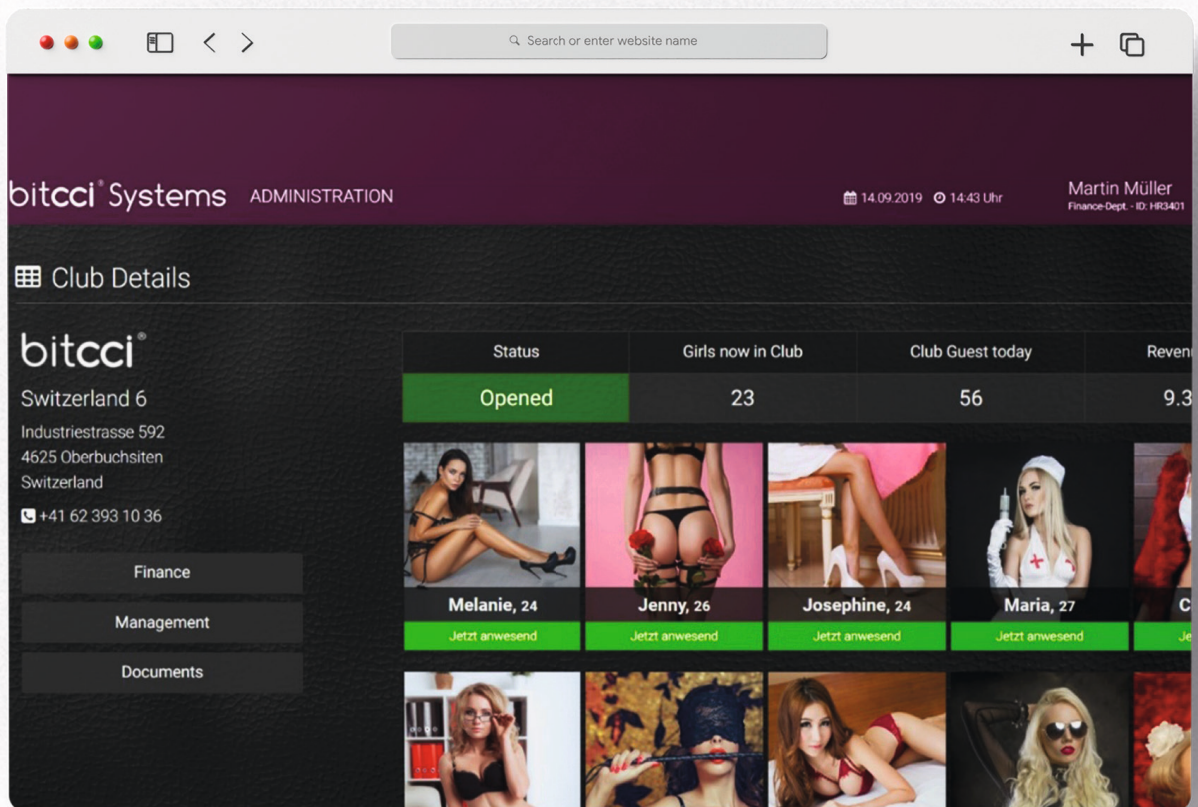
D. BUSINESS MODEL

D.3. THE „BITCCI SYSTEMS“ IT PLATFORM

The „bitcci Systems“ IT platform has been developed by us to centrally manage all elements of the ecosystem and all connected communication modules.

D.3.1. CENTRAL CLUB MANAGEMENT

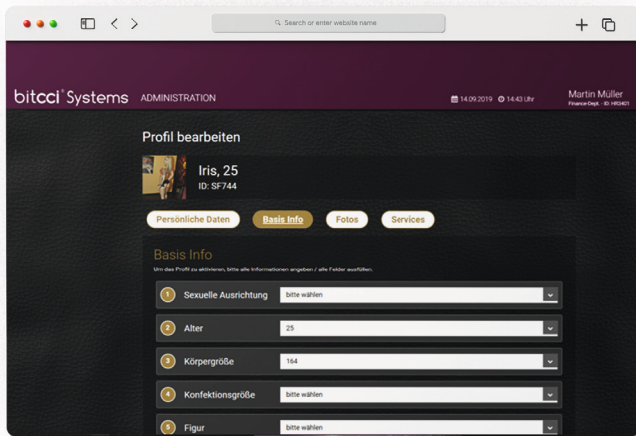
This includes: attendance records, room planning, POS system, sales tracking, inventory management, ordering, interfaces to app & websites, etc.



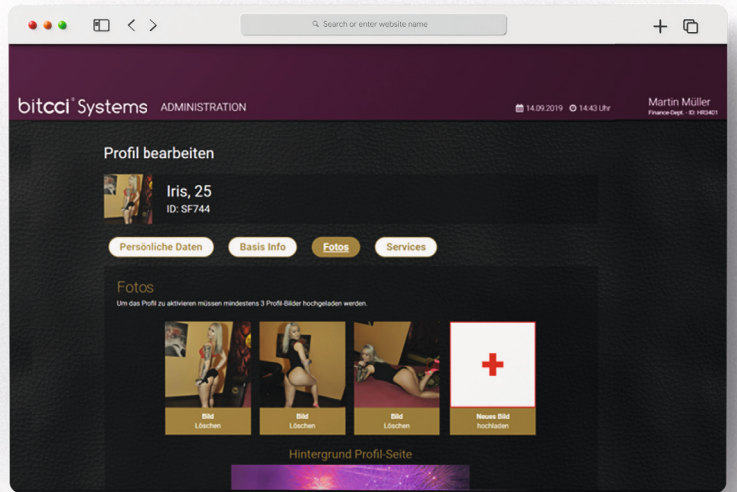
Club administration screen (main view)

D. BUSINESS MODEL

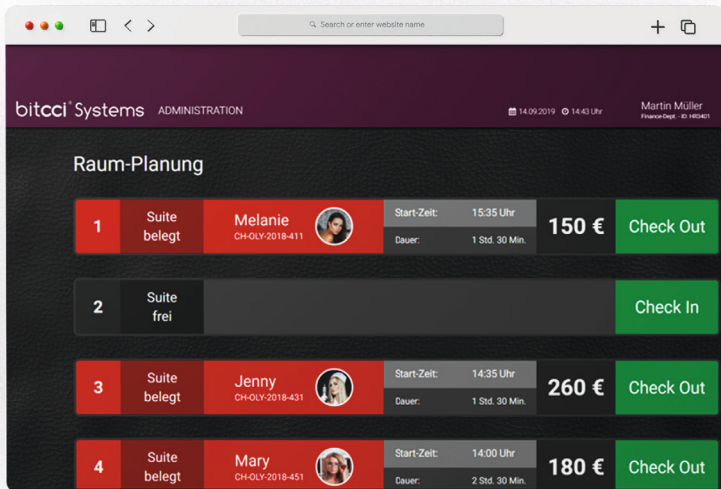
D.3.1. CENTRAL CLUB MANAGEMENT



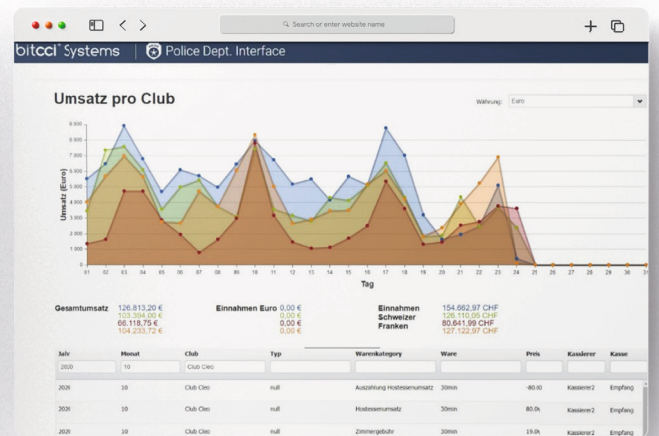
Club administration screen (profile editing for sex worker)



Club administration screen (profile editing for sex worker)



Club administration screen (room planning module)

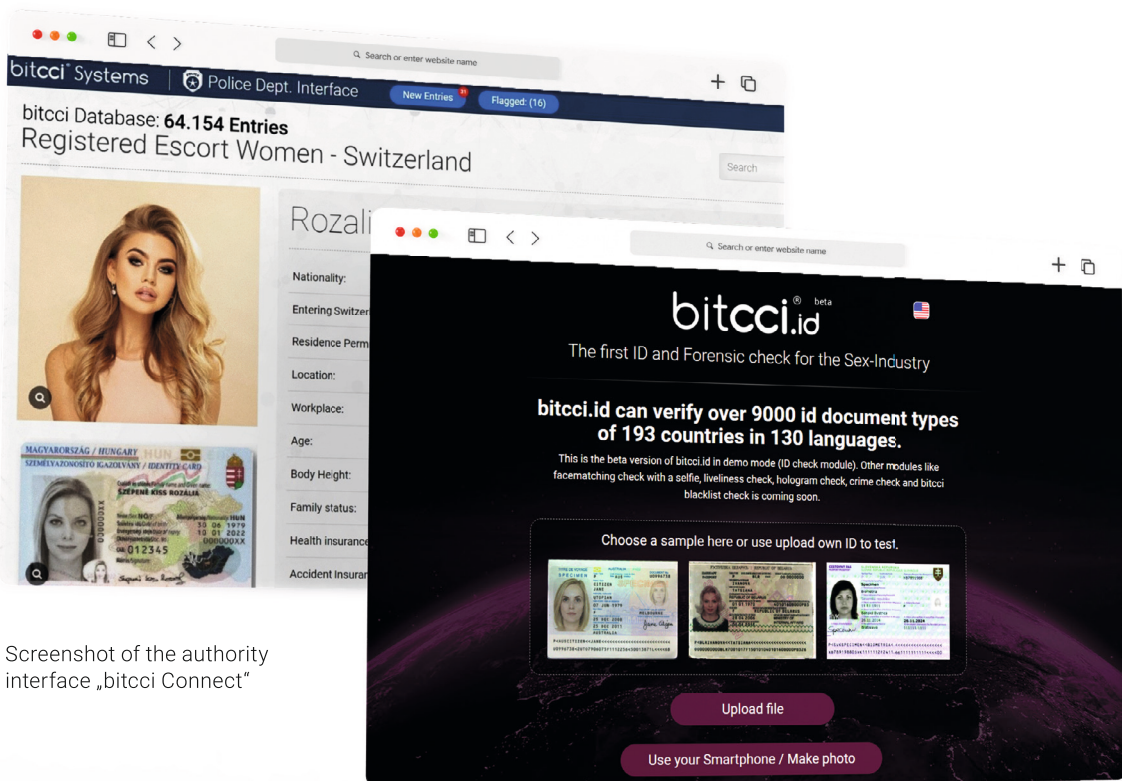


Club administration screen (statistics module)

D.3.1. CENTRAL CLUB MANAGEMENT

Transparency for authorities:

Our authority interface „bitcci Connect“ grants the trade police as well as migration and tax authorities direct access to the bitcci database and the personal data of the sex workers registered with bitcci clubs. This creates a new dimension of transparency and security within the bitcci ecosystem.



Screenshot of the authority interface „bitcci Connect“

bitcci.id

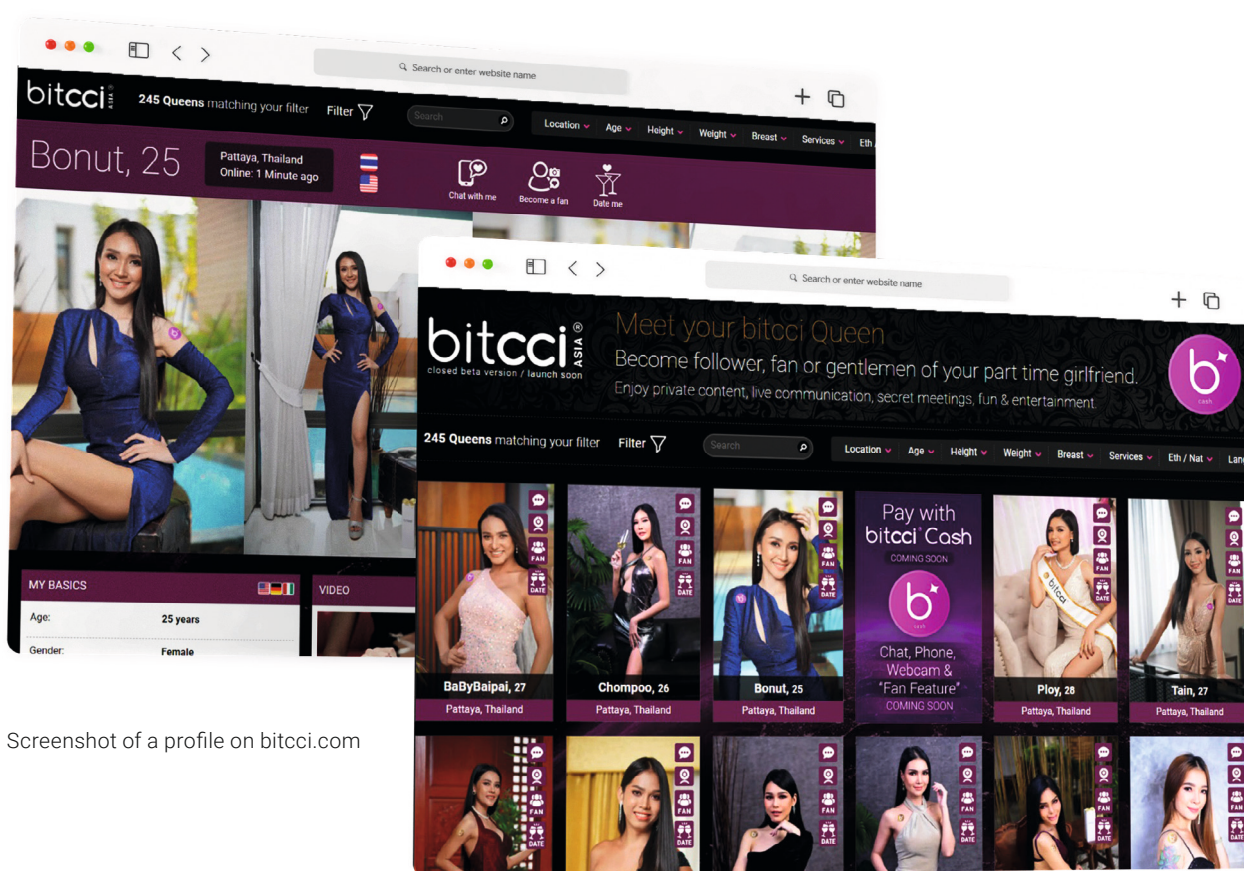
bitcci.id is the first ID and forensic check system for the sex industry. This means that ID documents can be checked for validity within seconds, compared with photos/selfies using a face-matching process, and checked using crime database and video/live checks and hologram checks. With bitcci.id, we will ensure that only partners who have valid identification documents, who do not yet have a criminal record, and who are not on bitcci “blacklists” can register in the bitcci ecosystem. bitcci.id can verify over 9,000 different types of ID documents from 193 countries in 130 languages.

www.bitcci-id/demo

D.3.2. CENTRAL CLUB MANAGEMENT

The bitcci.com platform

bitcci.com will be the central online promotion and live communication platform for sex workers. It will include an international marketplace for sexual services, as well as modules for live communication (chat, telephony, live video), as well as cloud-based services for the sale of images, videos, etc. The “bitcci cash” payment system will be completely integrated into all modules. bitcci.com will be launched as an open beta version in Q3/2023.



Screenshot of a profile on bitcci.com

Screenshot of the bitcci.com portal

D.3.3. CENTRAL CLUB MANAGEMENT

The bitcci cash payment system

bitcci cash will be integrated into the entire bitcci ecosystem to bill for sexual services. bitcci cash cashpoints are already solving a major problem for sex workers, who almost exclusively accept cash as a means of payment. Cash transactions are cumbersome. Transferring this in large amounts to relatives in Eastern Europe, for example, is expensive and cumbersome. The bitcci cashpoints are being set up in nightclubs. The money in the cashpoint is insured.

D.3.3. THE BITCCI API

The bitcci API will be a modern interface for connecting clubs, platforms and software applications. It will allow external partners to use the advantages of the bitcci IT platform, to optimise their business processes and develop additional sources of income without having to develop their own complex systems. In addition, the authorities will access the bitcci system via the bitcci API.



bitcci.cash cashpoint.

The bitcci API will be based on the latest technology:

- REST architecture, https protocol
- OAuth 2.0 authorisation, token-based
- JWT - JSON web token

D.3.5. THE BITCCI AI

We are developing processes to optimise the bitcci ecosystem, e.g.

- Choice of club locations.
- Club design/process flow.
- Optimisation of the price structure.
- Optimisation of customer benefit.
- Fraud prevention in online portals.

D.4. REVENUE MODEL

Within the bitcci ecosystem, 4 main groups can be formed from which revenues will be generated.

D.4.1. REVENUES FROM CLUB ENTRY FEES FOR GUESTS AND SEX WORKERS

The values shown here are current figures from our partner club operations:
Guest and Sex worker entrance fee: CHF 50 to 100

D.4.1.a. SAUNA CLUB

Size: 3,000 m² incl. bar, wellness area, restaurant dining, connected hotel operation.
20 work rooms & suites
50 hotel rooms, 50 parking spaces
Up to 50 women present/day
Up to 150 guests/day

D. BUSINESS MODEL

D.4.1.a. SAUNA CLUB

Monthly revenue: CHF 160,000 to 300,000

**Profit per year: CHF 0.8 to 1.4 million at 40% net margin
(= historical value from existing club operations)**

D.4.1.b. BITCCI CONTACT BARS

Size: 500 m² incl. bar, bistro

8 work rooms & suites

10 hotel rooms

up to 10 women present/day

up to 30 guests/day.

Monthly revenue: CHF 40,000 to 80,000

**Profit per year: CHF 300,000
at 40% net margin (= historical value from existing club operations)**

D.4.2. BITCCI PLATFORM (ONLINE SERVICES)

bitcci will generate revenue from the sale of online services by all sex workers in the bitcci ecosystem according to the following formula:

Revenue sources:

D.4.2.a. SELLING ADS TO SEX WORKERS ON bitcci.com

The prices for ads on bitcci.com differ between 10 USD / month and 400 USD / month.

75% of the revenue from ad sales will remain with bitcci.

25% commission will be paid to referrer as commission.

D.4.2.b. **LIVE COMMUNICATION SERVICES (CHAT, TELEPHONY, LIVE VIDEO CHAT).**

Or getting followers & fans in the “bitcci fan” platform.

70% of the revenue from live communication services or the fan platform will remain with the sex worker.

10% will remain with bitcci.

20% commission will be paid to referrer if applicable.

bitcci.com Revenue with profile ads from sex workers on bitcci.com.

Revenue share
75% to bitcci
25% to Affiliates

Prices for ads differ from 10 USD / months up to 400 USD / month

bitcci.com Revenue with live communication or selling digital content in the bitcci fan platform

Revenue share
70% to sex worker
20% to Affiliates
10% to bitcci

D.4.2.d. **SALE OF CLUB MANAGEMENT SOFTWARE LICENCES**

We will offer licences for our club management software to all international nightclubs, sex studios, escort agencies and operators of „keyhole apartments“. We will charge between 0.1 and 3% of the club's monthly turnover, depending on which modules (website management, room planning, POS system, accounting & statistics, etc.) have been licensed by the customer.

D.4.3. **FINTECH SERVICES / THE BITCCI BANK**

bitcci might generate the following income from fintech services provided by the bitcci bank AG:

- Annual fees for bitcci debit cards or IBAN Accounts.
- Premiums & handling fees, as well as commissions for insurance services.
- Fund fees for old-age pension plan with bitcci funds.

D.4.4. **PREMIUM AGENCY SERVICES**

bitcci will charge fees for the creation of premium marketing materials (e.g. photos, websites, advertising material, etc.), fee-based training measures within the bitcci Academy, as well as fee-based services relating to tax and legal advice, travel planning, etc.

D.5. **COMPETITION**

The bitcci ecosystem includes all aspects of the international sex industry. This gives bitcci the chance to use **synergy effects** within its own ecosystem. Co-providers are only active in sub-areas of the sex industry or only nationally (e.g. only club operation, only online portals, only live cams, etc.). The graphic below shows a comparison of bitcci with other market participants in the sex industry

NIGHTCLUB OPERATIONS

Ownership of the building plots	Yes	-	-
Ownership of the buildings	Yes	rarely	-
Own construction company: bitcci Construction AG	Yes	-	-
Fast new club construction from scratch. Opening within 6 weeks	Yes	-	-
3 standardized building / Club types	Yes	-	-
New, modern high-end club equipment	Yes	rarely	-
Own centralized IT club control & billing system	Yes	-	-
Crypto-Payment possibilities	Yes	-	-
100% Compliant with government regulations	Yes	partly	-
Database access / interface for authorities	Yes	-	-
Centrally controlled security systems	Yes	rarely	-

WORK-LIFE CONCEPT FOR SEX WORKERS

Professional registration with authorities	Yes	partly	-
High quality living situation outside the club	Yes	-	-
Free choice of working place & working hours	Yes	rarely	-
Free choice of clients	Yes	partly	-
Free choice of sexual services	Yes	partly	-
Free pricing for sexual services	Yes	partly	-
Full mobility & leisure program	Yes	-	-
Professional access to health care system	Yes	-	-
Professional access to legal services	Yes	-	-
Professional access to financial services	Yes	-	-
Professional self-marketing on own platform	Yes	-	-
Backoffice for self-management of own profile	Yes	-	-
Training program "bitcci Academy"	Yes	-	-
Professional retirement program	Yes	-	-
Additional earning opportunities through own platform	Yes	-	-
Possibility to participate as a shareholder of the parent company	Yes	-	-

BITCCI SYSTEMS - OWN IT SYSTEM HOUSE FOR CLUB OPERATION

Completely self-developed IT system	Yes	-	partly
IT security standard on bank level	Yes	-	rarely
Own development of payment systems	Yes	-	-
bitcci.id / Own forensic system for ID card verification	Yes	-	-
Global orientation, multilingual	Yes	-	yes
API / Open interface to portals & other clubs	Yes	-	partly
Use of the possibilities of artificial intelligence	Yes	-	rarely

CONCEPT & PHILOSOPHY

Global orientation & overall strategy	Yes	-	partly
Initiation of the image & culture change of the sex industry	Yes	-	-
Professional corporate structure	Yes	rarely	partly
Highest quality standards / ISO 9001 certification in preparation.	Yes	-	-
Membership in renowned associations	Yes	-	partly
Synergy effects with other parts of the company	Yes	-	-
Highest quality / own training program	Yes	rarely	partly
Close cooperation with authorities	Yes	rarely	rarely
Full transparency & openness	Yes	rarely	rarely
Humanitarian approach / principle of free self-determination	Yes	-	-
Philosophy of continuous optimization ("Kai Zen")	Yes	-	-

BITCCI "AGENCY" - OWN MARKETING AGENCY

bitcci TV: Own television studio	Yes	-	-
Viral marketing concept through 3 level affiliate system	Yes	-	-
All marketing measures are realized in-house	Yes	-	partly

BITCCI BANK: PROPRIETARY FINTECH SERVICES

bitcci cash: Own digital payment system	Yes	-	-
Own crypto ATMs in clubs	Yes	-	-
Debit card with IBAN in preparation	Yes	-	-
bitcci pension fund / retirement program for sex service providers	Yes	-	-

BITCCI.COM: OWN ONLINE MARKETPLACE

All groups of sex workers in one portal	Yes	-	partly
Clean Structure /Portal completely without third-party advertising	Yes	-	-
20 language system	Yes	-	rarely
Integrated "Fan platform" for selling pictures & videos	Yes	-	partly
State of the art, bank level security	Yes	-	rarely
Fully integrated, live communication system	Yes	-	partly
Multilingual 24/7 customer service via live chat	Yes	-	rarely

TOKENIZATION OF THE PARENT COMPANY: BITCCI GROUP AG

100% of the shares of bitcci Group AG are tokenized.	Yes	-	-
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E.1. THE BITCCI AFFILIATE PROGRAMME

A core of the bitcci marketing concept is the bitcci affiliate system. This will enable all market participants to build additional passive income streams through recommendations. 10-20% of the revenue generated by sex workers through digital sexual services will be distributed to referrers. This will give the entire ecosystem an additional marketing effect and spread of the bitcci brand. Sex workers can be recruited by other sex workers as well as by customers, nightclubs or marketing partners. The commissions will be paid out in real time to the referrer's wallet in bitcci cash.

bitcci® Affiliate System





bitcci revenue and commission table on a smartphone



bitcci recommendation link on a smartphone

E.2.

FOR SEX WORKERS

The successful contact with existing sex workers and recruiting new individuals is one of the important elements of the bitcci ecosystem. The methods of recruiting new sex workers for the bitcci nightclubs and online services are shown below:

RECRUITING SEX WORKERS FOR ONLINE SERVICES

bitcci affiliate programme for sex workers „Sex worker recruits sex worker“

We are plan to launch the bitcci affiliate programme for sex workers on bitcci.com in Q4 2022. The sex workers will find a landingpage link in their bitcci.com dashboard. They will be able to forward this to their contacts and colleagues via messenger with a simple click. The link will lead to a web page on which the advantages of registration and the earning potential are explained. In return, the sex workers, as referrers, will receive commission on the turnover generated by the sex workers they recommended.

bitcci affiliate programme for portal operators

We already have close contacts to online portals in the sex business. These portal will become multipliers for bitcci.com, because they will have the opportunity to generate additional sales by offering bitcci services, e.g. ads on bitcci.com, fee-based live communication, the bitcci fan platform, etc. on their portals and market them to their sex workers. In return, the portals will receive a commission from the turnover of the online sex workers they recommend. Due to the uniqueness and the great sales potential of the bitcci system, 2 portals in Switzerland have already agreed to integrate the bitcci system into their portals using the bitcci API.

bitcci.TV

bitcci.TV is our own online TV channel on which we present current news from the bitcci ecosystem on a regular basis. The programmes will be edited in such a way that they address all participants of the sex industry, like sex workers, customers, marketing partners etc. and motivate them to register – or cooperate with bitcci.com.

RECRUITING SEX WORKERS FOR NIGHTCLUBS

bitcci.TV

bitcci.TV will also be used as an instrument for communicating the quality of our clubs and thus attract interested sex workers.

Via bitcci.com

Through direct contact with the sex workers on the bitcci.com platform, we can address them internationally and motivate them to join bitcci clubs. Furthermore, the “feel-good package” will create a positive viral “word of mouth” effect within the industry, which in turn will lead to more applications. This effect is already increasingly taking place. We already receive regular applications from new sex workers for our partner nightclubs.



ACQUIRING CUSTOMERS

ACQUIRING CUSTOMERS FOR ONLINE SERVICES

By issuing the bitcci cash token

In connection with the marketing of the bitcci ICO, all bitcci have also been promoted. The bitcci ICO has raised more than 7 Mio USD and won more than 5000 Token holders. These Token holders can be identified as potential future customers.

Through banner advertising on partner websites

In order to spread the bitcci brand as quickly as possible, we will first place online advertising for bitcci.com on internet sex portals and partner sites in Switzerland. This is already taking place in cooperation with our partner clubs.

Due to the viral effect of the bitcci affiliate programme.

Sex workers, customers, club operators and portals will be able to recommend bitcci and thereby tap additional sources of revenue. This will quickly create wide reach and awareness of the brand and portals.

Through bitcci.TV

The programmes of bitcci.tv will be edited in such a way that they address sex workers and customers simultaneously and motivate them to register with bitcci.com.

Through viral marketing campaigns

Example: A deliberately provocative poster campaign attracted the attention of the Swiss media, was picked up in online portals and TV channels, and became the subject of much discussion. As a result, the club, which was promoted in the Ad received over 80,000 page views in a single day and has had a consistent number of guests since. We will repeat marketing campaigns like this at short intervals.

Our "bitcci TV" editorial team also regularly produces viral clips and brands them with "bitcci.com". These clips are then communicated via social media channels and high-reach distributors.

Through press & public relations

We will work with renowned press agencies who, in close cooperation with our press officers, will regularly distribute unique editorial articles to the media.

E.3. ACQUIRING CUSTOMERS

E.3.b. ACQUISITION OF NIGHTCLUB CUSTOMERS

Through club advertising on our online portal

Our central marketing tool for winning new customers for our nightclubs will be our own bitcci.com portal. For this purpose, special advertising spaces/banners will be used in the portal's headers.

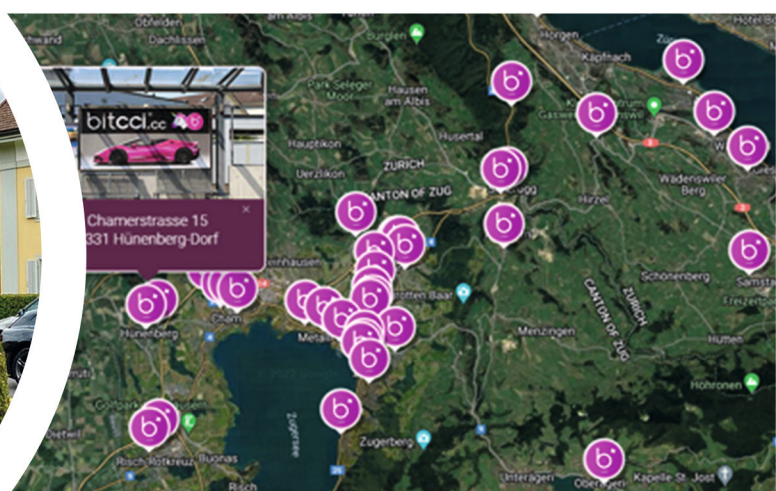
Through local and regional poster advertising

We are already successfully cooperating with a large poster agency in Switzerland. Various poster campaigns have already been carried out.

Example: A poster campaign at Easter, which bitcci started in cooperation with Club-OLYMP, attracted the attention of the Swiss media, was picked up on online portals and TV channels, and was the source of much discussion. As a result, the club achieved over 80,000 page views on its homepage in a single day. We will repeat marketing campaigns like this at short intervals.

Press & public relations

We will work with renowned press agencies who, in close cooperation with our press officers, will regularly distribute interesting editorial articles to the media.





bitcci Group AG was founded in January 2020. It has its registered office in Liechtenstein. bitcci Group AG was founded with share capital of CHF 100,000. In February 2020, bitcci Group AG founded bitcci AG as a 100% subsidiary, also with share capital of CHF 100,000. bitcci AG is also the operating company for Switzerland, platform operator of all our online portals and our international headquarters. Furthermore, bitcci Group AG founded bitcci Token AG, also as a 100% subsidiary, in January with 100 ETH share capital.

For each country in which bitcci is active, a new company, which will then be a 100% subsidiary of bitcci Group AG, will be founded.

About 25 Employees and freelancers are already working for the bitcci Group.
We expect to have around 50 people working for bitcci by the end of 2022.



Christoph Elbert, Founder and CEO

Christoph Elbert started bitcci in May 2017 after one year of preparation and has been working full-time for bitcci Group AG since. Since 1996 he has worked exclusively in the internet business and in leading positions as managing director or board member of various IT companies. Christoph Elbert is a software architect, specialist in viral marketing and has a dense network of contacts in the IT and sex industry.

<https://www.linkedin.com/in/christoph-elbert/>



Dany Lütolf, CFO

Dany Lütolf has over 20 years experience in banking, having worked with Credit Suisse Group and Deutsche Bank, among others. He has extensive experience in planning, launching and selling investment funds and has led several teams in the area of fund product management, including fund sales for the Allianz Group for 9 years. Dany has extensive expertise in marketing and business strategy development.

<https://www.linkedin.com/in/dany-l%C3%BCtolf-0554b312/>

More than 20 other employees and freelancers are also currently working for bitcci. According to our personnel planning, the number of employees will increase to around 50 in 2021.



I. THE BITCCI CASH TOKEN

I.1. DEFINITION, MECHANICS, AUDIT

Legal aspects:

The bitcci AG is the only entity issuing and receiving bitcci cash tokens. The bitcci cash Token is not designed to support any payment options for third-party services outside the bitcci ecosystem or the use of the token for peer-to-peer transfers between third parties.

Token Sale:

In 2021 the bitcci AG launched an ICO and sold bitcci cash Token for more than 7 Mio. USD to over 5.000 Customers.

General:

The bitcci cash token is a payment token that can be used to pay for products and services within the bitcci ecosystem. bitcci cash is part of bitcci Pay, a new, secure and compliant payment solution for the sex industry. Every product or service developed by bitcci can be paid for with bitcci cash. For entry into clubs and events, the purchase of digital content, live communication, advertising placements, premium services, licences and much more.



I.1. DEFINITION, MECHANICS, AUDIT

Technical details:

Blockchain & Standard: Ethereum / ERC20

Ticker: bitcca

Smart contract address: 0xe4d75e9b493458d032a5c3cc1ee9b0712c1ece06

Token mechanism:

The bitcci cash token is:

Limited:

This means that the maximum amount of bitcci cash tokens that can be issued can never exceed the limit. A maximum of 100 billion bitcci cash tokens will be generated.

Burnable:

The amount of tokens can be reduced by burning tokens. bitcci can buy back bitcci cash tokens from the market and burn them, reducing the total amount and eventually increasing the value of the token.

Pausable:

The contract can be paused which will give bitcci the ability to stop all token transfers. This ensures that in the event of an attack/hack on a centralized hot/cold wallet of an exchange, the attacker will not be able to liquidate funds that could damage the ecosystem.

Blacklistable:

Suspicious ETH addresses can be blacklisted. This can occur, for example, if the bitcci compliance department discovers anomalies or transactions appear to be connected with possible money laundering.

Token Code:

The bitcci cash token code is written in the latest version of Solidity 0.8.0, which is Ethereum's own smart contract language. The code follows the best smart contract design practices in the industry. The source code of the smart contract of the bitcci cash token is accessible to the public/open source and can be viewed at the following address:
<https://github.com/bitcci-AG/bitcci-cash>

I.1. DEFINITION, MECHANICS, AUDIT

The source code was verified by 2 independent auditing companies:
Immunebytes: <https://immunebytes.com/> and <https://solidproof.io/>

We decided to publish the source code of the smart contract of the bitcci cash token for the following reasons:

Transparency and trust:

Anyone can see the code for the bitcci cash token. This ensures that all functions promised by the token can also be viewed in the code and that it does not contain any hidden functions or malicious code.

Professional image:

As the initiator of a successful open source project, bitcci will become identified as the industry leader.

Community:

With the publication of the source code of the bitcci cash token, we are attracting talent from the software developer community.

Altruistic energy:

The idea of publishing source code arises from generosity, altruism and philanthropy (where things of value are shared with others) and thus coincides with the values on which bitcci is based.

Token allocation:

The maximum supply of bitcci cash token is 100 billion.

All customers who bought bitcci cash tokens during the ICO can use their bitcci cash tokens for consumption once the use cases have been launched. 5% of the tokens from the bitcci team members and early buyers will be unlocked for usage per month. The tokens from the founder Christoph Elbert are completely blocked for 12 months and cannot be used during this period.

bitcci[®]

**IF YOU HAVE ANY QUESTIONS,
DON'T HESITATE TO GET IN TOUCH WITH US:**

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