THE BORDERLESS HOTEL CURRENCY

Synchronizing the Hospitality Industry

LIGHTPAPER

HOTELIER COIN

THE 360° HOSPITALITY PLATFORM POWERED BY HOTELIERCOIN

TABLE OF CONTENTS

MORE THAN JUST EVOLUTION

HOTELIERCOIN IS TRANSFORMING AN ENTIRE INDUSTRY

Hotelier Coin was created by a team of hospitality, blockchain and fintech experts who joined forces with core partners such as RMS Cloud, TI Infotech and CrowdBank to build a blockchain-backed platform, Decentralized Application and currency (Hoteliercoin) that will simplify operations, dramatically reduce costs and connect investors, hotel owners and travelers like never before.

THE CHALLENGES

Inefficient Structure
From operations to marketing and management, the Hotel & Travel industry is weighed down by redundant steps, endless channels and complex platforms that result in a disjoined structure, higher costs and lack of flexibility.

High Costs
Bank fees, credit charges, FOREX commissions, middlemen and convoluted procedures are just some of the factors that dramatically increase costs and limit profit.

Lackluster Experience
Lack of a comprehensive loyalty program that rewards travelers. Personal data is spread across multiple agencies, shared and stored using vulnerable technology. Lack of an effective solution that enables seamless personalization and gives travelers complete control over their data.

Lack of Transparency
Fraudulent reviews, positive or negative, undermine travelers' trust and experience, affect hotels' reputation, and turn a process that should be entirely transparent into a hit-and-miss scenario.

Countless Middlemen
Endless middlemen make the simplest of processes expensive and time consuming.

Lack of Flexibility and Innovation
The Hotel & Travel industry lacks the flexibility to adapt to change. Nearly 80% of activity providers are not bookable online, the industry has not yet embraced the $200B+ cryptocurrency market, it continues to struggle to engage Millennials and Digital Natives, and it does not leverage the power of blockchain and smart contracts to secure information, reduce costs and simplify operations.

OUR KEY
SOLUTIONS

Hotelier Coin simplifies hotel operations, improves efficiency and dramatically reduces costs while synchronizing all the moving parts in the hospitality sector, including travelers, crypto-investors, suppliers, hospitality owners and operators, eliminating middlemen and fees in the process.

Here's how we do it:

A secondary marketplace where room nights can be traded as a commodity for the first time to increase revenue per available room and cash flow. Smart contracts and blockchain technology protect data, simplify negotiations and increase efficiency.

Hoteliercoin tokens function as a single borderless currency for purchasing room nights, leisure experiences, peer-to-peer transfers, and enabling transactions within the entire hospitality ecosystem that will slash booking commissions, platform subscriptions and bank fees, immediately increasing profit for hotel owners.

Unique B2B and B2C hotel room booking and sales platform with smart contracts that protect the interests of all parties involved including, **instant cashback offers in Hoteliercoin tokens for the hotel owner and traveler**.

Multi-branded and unbranded hotels club together to offer enhanced loyalty and recognition programs tailored to guests, including cashback offers in Hoteliercoin tokens for hotel owners and guests.

Further extending our reach to include **car rentals, airlines and tour packages**.

A platform where stand-alone hotel owners and operators can **subscribe to several specialized hospitality services, on demand, and purchase wholesale hospitality products in a single platform,** as well as have instant access to integrated hospitality tech solutions, hospitality vendors and service providers that can all be booked with a single click.

Easy peer-to-peer transactions for freelance service providers such as tour guides and instructors. Now, even a one-person company can operate as a travel service provider or tour operator using our end to end platform.

An integrated fintech traditional banking and crypto wallet to keep the borderless hotel currency (Hoteliercoin), an HTL-Stable Euro and a gateway that offers seamless banking access and other crypto exchanges.

Secured guest information and data within the blockchain. Travelers' profile and preferences are stored in the blockchain to improve loyalty programs, enable seamless service personalization and enhance the overall guest experience.

Stand-alone hotel owners can now have access to a complete world-class integrated cloud-based solution for as little as $5 per bedroom per month on a sliding scale.

Access to a cutting-edge booking system that enables verified reviews and comprehensive preference profiling.

Unparalleled access to Millennials and Digital Natives as well as a $200B+ cryptocurrency market.

MISSION & VISION

Hotelier Coin is on a mission to become the ultimate hospitality Decentralized Application where everyone benefits in a single place. With core partnerships, revolutionary technology and a diverse team of experts, we will empower small operators, hotel owners and operators around the globe to rethink and streamline the entire hospitality infrastructure.

INTERNATIONAL TOURIST
ARRIVALS WORLDWIDE

INTERNATIONAL TOURIST ARRIVALS IN MILLIONS

Year	Value
1996	563
1997	589
1998	605
1999	627
2000	674
2001	678
2002	698
2003	689
2004	760
2005	809
2006	851
2007	911
2008	929
2009	894
2010	953
2011	995
2012	1 035
2013	1 087
2014	1 133
2015	1 189
2016	1 235
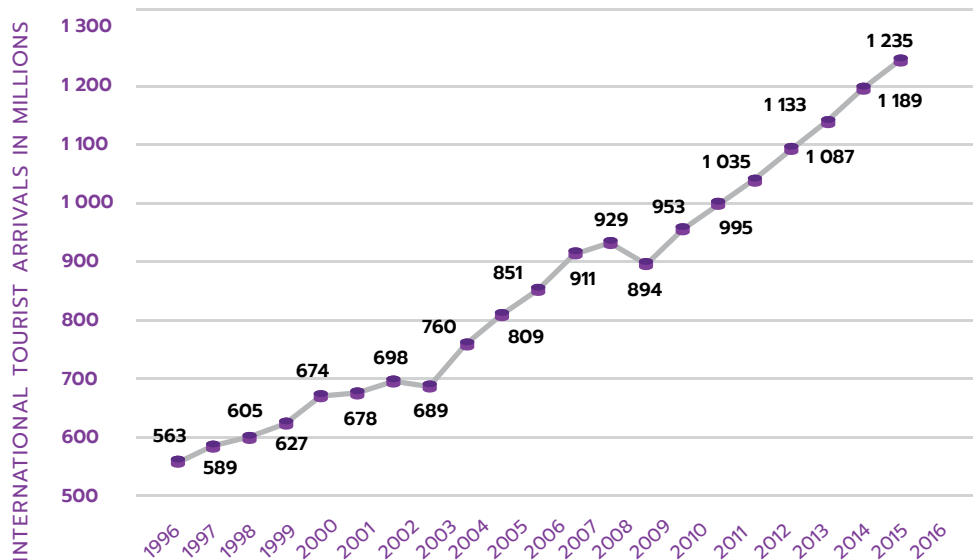
International tourist arrivals worldwide (1996 to 2016)

THE NUMBER OF INTERNATIONAL TOURIST ARRIVALS HAS INCREASED STEADILY ALMOST EVERY YEAR. BY 2030, INTERNATIONAL TOURIST ARRIVALS ARE EXPECTED TO EXCEED 1.8 BILLION. TRAVEL AND TOURISM MADE A TOTAL CONTRIBUTION (DIRECT, INDIRECT AND INDUCED) OF 7.61 TRILLION U.S. DOLLARS TO THE GLOBAL ECONOMY IN 2016.

SUPPLIERS BY ANNUAL
GROSS REVENUE

Category	Percentage
<$250K	35 %
$250K-1M	25 %
$1M-5M	24 %
$ 5M - 100M	15 %
>$100M	1 %
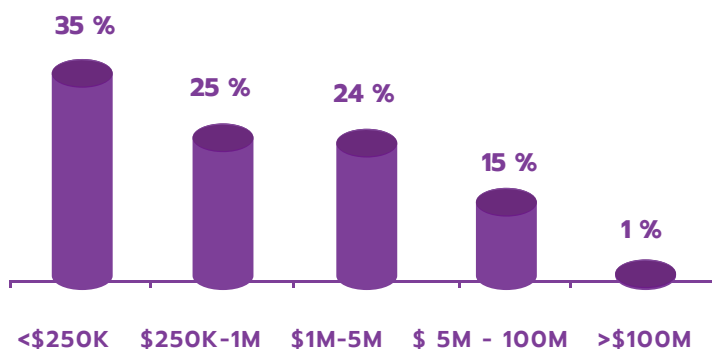
T&A BOOKING BY CHANNELS
Email, Phone, Fax **82%**
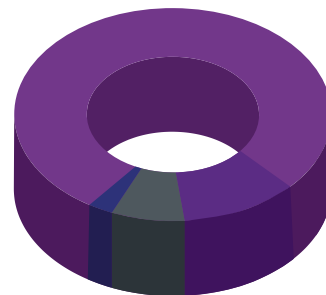
GLOBAL
TRAVEL
ACTIVITIES
MARKETPLACE
TOURS & ACTIVITIES

The T&A landscape is bursting with small local companies. From reservation to redemption, business is still mostly manual, more than **80%** of gross bookings are made offline. Most typically lack the resources and expertise to implement online product distribution.

HIGHLIGHTS

2012	Over **one billion** tourist trips for the first time in history. Year-On-Year growth of over **4%** expected to continue for the foreseeable future.
2015	**$3.8 billion** spent on hotel software.
2016	Revenue generated through online travel bookings amounted to **$513 billion**. Forecasted to reach **$567 billion** by **2019**.
2016	The tourism sector added over **$7.61 trillion** to the global economy. Nearly **10%** of the Global GDP.
2017	Expedia's annual revenue reached **$10.2 billion**.

Leisure market potential: $129 billion. Three times the size of the car rental market. Leisure market potential is projected to reach **$183 billion** by **2020**.

Paradigm Shift: Due to the boom in tourism and travel, people's growing understanding of the world and social media, travel and tourism are shifting from luxury to need.
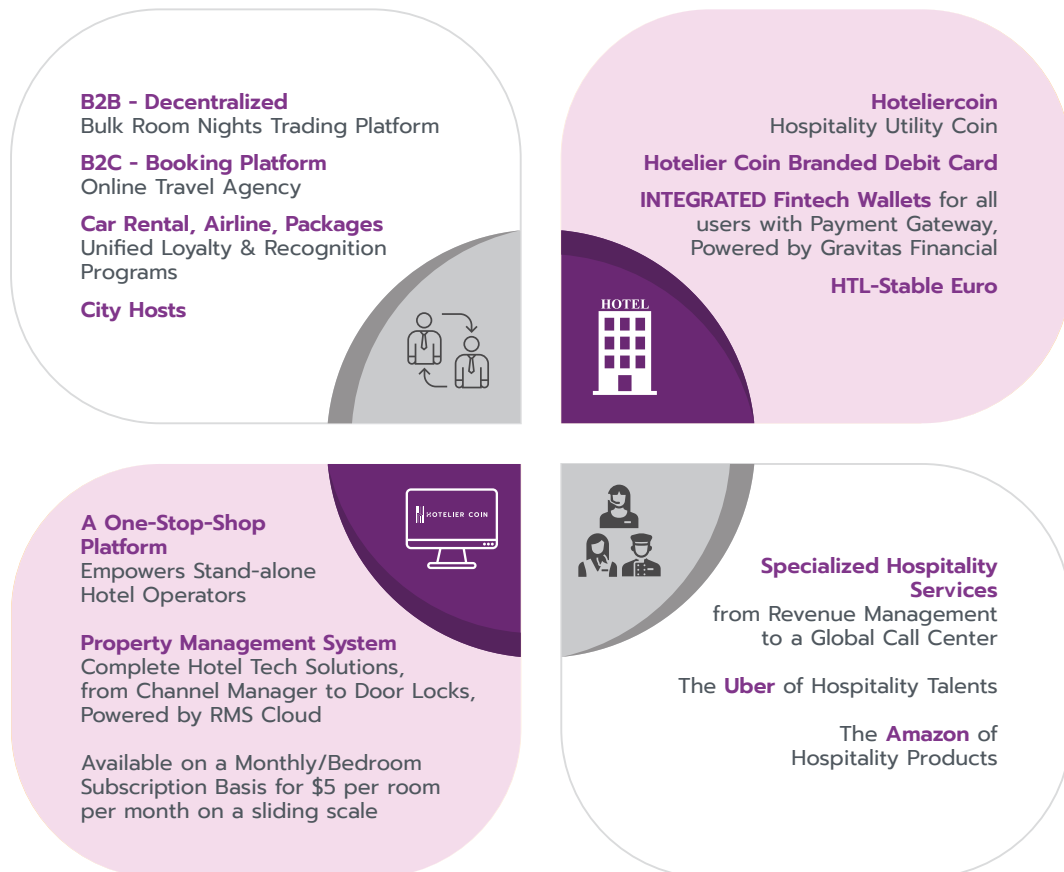
Annual growth rate for digital travel: 13.8%.

The market is booming, the outlook is incredibly positive, and the travel and tourism paradigm is shifting from luxury to need. The industry is ready for disruption.

HOTELIER COIN
BUSINESS DESCRIPTION

An entire industry. Seamless synchronization.

B2B - Decentralized
Bulk Room Nights Trading Platform

B2C - Booking Platform
Online Travel Agency

Car Rental, Airline, Packages
Unified Loyalty & Recognition Programs

City Hosts

Hoteliercoin
Hospitality Utility Coin

Hotelier Coin Branded Debit Card

INTEGRATED Fintech Wallets for all users with Payment Gateway, Powered by Gravitas Financial

HTL-Stable Euro

A One-Stop-Shop Platform
Empowers Stand-alone Hotel Operators

Property Management System
Complete Hotel Tech Solutions, from Channel Manager to Door Locks, Powered by RMS Cloud

Available on a Monthly/Bedroom Subscription Basis for $5 per room per month on a sliding scale

Specialized Hospitality Services
from Revenue Management to a Global Call Center

The **Uber** of Hospitality Talents

The **Amazon** of Hospitality Products

Currently, the hospitality industry is a complex interaction of moving parts, redundant steps and middlemen. Here's how Hotelier Coin changes everything:

■ **Comprehensive Platform:** Discover an ultra-low-cost B2B & B2C booking and trading solution, a secondary hotel room marketplace with ask and bid options, and a place where hotels have access to hospitality supplies and talent with one click.

■ **Cutting-edge Technology:** Explore how technology, specifically Blockchain and Smart Contracts, protect data, synchronize information and secure the interests of all parties involved while simplifying operations, eliminating middlemen and skyrocketing profit.

■ **The Power of Hoteliercoin:** Witness how Hoteliercoin, the borderless hospitality cryptocurrency, connects the entire hospitality ecosystem, dramatically reduces costs and simplifies transactions.

■ **The Future of Hospitality:** Experience the future of hospitality where travelers, corporate clients, hotel owners, tour operators, suppliers and service providers are connected effortlessly, a future where everyone wins.

CORE TEAM

FOUNDER
HOTELIER COIN

RANA MUKHERJI

Rana has been managing, operating and running luxury hotels across the Middle East, India, North America and Africa, working with some of the leading brands in the industry, including Marriott and Fairmont Raffles Hotels International for nearly 20 years.

Until recently, Rana served as the General Manager Hospitality for IFA Hotel Investments and spearheaded a Bespoke Hotels Middle East & Africa joint venture, he then went on to create Hotelier Coin on a mission to find solutions to the plethora of problems he encountered over the years.

CHIEF HOSPITALITY OFFICER

CHRISTOPH GANSTER

With over 25 years of experience as an international hotelier, Christoph Ganster is a luxury hospitality industry veteran who has worked in senior management positions for some of the top luxury hospitality brands across the Maldives, Mauritius, Switzerland, the United States and Germany.

Over the years, Christoph has built a thriving career in the luxury hospitality industry. He has served as Managing Director of Laucala Island, Fiji, and worked with FRHI Hotels & Resorts for over a decade, serving as General Manager at Raffles Seychelles, Fairmont Grand Hotel Kyiv, Ukraine, and Fairmont Heliopolis & Towers Cairo, Egypt.

COO-TRAVEL

VIPIN MAHASAYAN
FOUNDER, SEARCH STAYS, INDIA

With over 10 years of experience in the travel and hospitality industry, Vipin is a dynamic business and strategic alliance development professional whose experience permeates multiple areas of the industry. He works closely with hoteliers, vacation rental companies, travel agencies, tour operators, destination management companies, global distribution systems, and other suppliers around the globe to build successful partnerships. When he is not building thriving business relationships or helping organizations grow, Vipin can be found traveling, exploring local cultures, growing his network or embracing new experiences.

CHIEF INTEGRATION OFFICER

SAKET JOSHI

COO AND CO-FOUNDER AT EIGHTY5 TECHNOLOGIES

At the age of 18, Saket Joshi is one of the youngest ICO advisor in the UAE. He has worked as a content creator and digital marketer for a few companies and is now pursuing a Computer Science degree in Dubai. Saket is a blockchain enthusiast and a cryptocurrency investor whose independent nature, persistency, unstoppable enthusiasm and inquisitive mind impressed Rana.

REGIONAL DIRECTOR
APAC

GLORIA CHAN

After helping over 50 international projects successfully enter the Asian market, Gloria Chan has become increasingly interested and knowledgeable about the blockchain industry. Now, she combines her innovation-centered mindset and extensive experience across Taiwan, Hong Kong, Macau and China to build communities, boost support and maximize Hotelier Coin's reach as Regional Director.

CHIEF TECHNOLOGY OFFICER
BLOCKCHAIN

VOLODYMYR MALYSHKIN

FOUNDER AND CEO, ILLUMINATES BLOCKCHAIN INCUBATOR & DEVELOPER

Professional ICO advisor, serial entrepreneur, blockchain and fintech expert responsible for tokenization, blockchain incorporation and business model design in numerous ICOs.

Volodymyr holds a Ph.D. in Artificial Intelligence, has developed a universal fundraising tool for ICOs and crowdfunded startups, has successfully founded several IT and ICO companies and has created skill learning courses for graphic designers, programmers and language learners.

FOUNDING PARTNERS

FOUNDING PARTNER
HOTEL TECH

PETER BUTTIGIEG

CHAIRMAN & MD, RMS-PMS CLOUD, SYDNEY, AUSTRALIA

Chairman and Managing Director of RMS-PMS Cloud, a software company that specializes in Reservation and Channel Management Systems for the global hospitality industry, with over 6,000 properties in 25 countries.

For the past 30 years, Peter has been leading teams, projects and organizations, and creating innovative IT solutions that impact the global hospitality, mining and defense industries.

FOUNDING ADVISOR

IGOR KHMEL

*FOUNDER & CEO, BANKEX, NEW YORK, USA
BLOCKCHAIN | PROOF-OF-ASSET (POA) PROTOCOL | BANK-AS-A-SERVICE (BAAS) | INTERNET OF ASSETS (IOA)*

BANKEX Chief Executive Officer and fintech entrepreneur with experience in product development, operations and digital strategy implementation.

Igor holds an MBA from Stanford School of Business, founded Sberbank Lab, a fintech laboratory and innovation practice at the largest bank in Eastern Europe, and has worked at prestigious organizations including McKinsey, Deloitte, and Citadel.

CORE TEAM

CHIEF FINANCE OFFICER

STEFAN HANEKON

CHIEF DISRUPTION OFFICER

RAKI PHILIPS
FOUNDER OF EARTH HOTELS

ASSOCIATE PARTNER
HOTEL DEVELOPMENT UK

NICK TURNER
PRINCIPAL
LAURA ASHLEY HOTEL & FOUNDER OM GROUP INTERNATIONAL, LONDON, UK

ASSOCIATE PARTNER, HOTEL DEVELOPMENT
EUROPE

OLIVIER HEUCHENNE
HEUCHENNE BAUGE HOSPITALITY CONSULTANTS, MALLORCA, SPAIN

CREATIVE DIRECTOR

KAT GAIDUKOVA
ACCOUNT DIRECTOR, TAD NETWORK COMMUNICATIONS, DUBAI, U.A.E

PR DIRECTOR

JAMES RHODES
CO-FOUNDER, BRANDGENES, USA

DIRECTOR OF REVENUE MANAGEMENT

KATE BENTLEY
DIRECTOR, VROOM HOTELS, LONDON, UK

DIRECTOR INVESTMENT

SHAFIQUR RAHMAN
CHAIRMAN & MANAGING DIRECTOR, IDEAL GROUP, BANGLADESH

REGIONAL DIRECTOR, INVESTMENT
APAC

FERDI STOLZENBERG
OWNER, STOLZENBERG & ASSOCIATES, HONG KONG

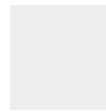### CHIEF STRATEGIST
TRAVEL & HOSPITALITY

JOHN BARDIS

FOUNDING ADVISORS

FOUNDING ADVISOR

ALEXIS NICOSIA
CEO, TOKENOMI, SINGAPORE

LEGAL ADVISOR

JOHN GEOFFREY CHESTER

STRATEGIC
PARTNERS

RMS

CLOUD, AUSTRALIA

Headquartered in Australia, RMS is a global software company that has been at the forefront of Property and Reservations Management Systems development for the past 30 years. RMS specializes in creating and supporting online booking, channel management and front office systems for the global hospitality industry. Currently, over 5,000 properties in 25 countries are leveraging RMS' unique ability to combine online bookings, channel management and a front office system in a single solution. RMS powers and manages the listings and redemptions platform within the Hotelier Coin platform.

WEBSITE: *WWW.RMSCLOUD.COM*

HOTEL
MANAGMENT
& ASSET
MANAGEMENT
PARTNERS

OMG
INTERNATIONAL
HOTEL
MANAGEMENT
COMPANY

LONDON, UK

OM Group International is a hotel management operator that specializes in developing, operating, and marketing some of the world's top resorts, hotels and brands. It is the operator behind the legendary Laura Ashley hotel brand and the go-to partner for hotel management operators and stand alone hotels around the globe.

WEBSITE:
WWW.OMGINTERNATIONAL.CO.UK
WWW.LAURAASHLEYHOTELS.COM

IDEAL GROUP
HOTEL & RESORTS
LTD.

BANGLADESH

Established in 2006, Ideal Group is a fast-growing multi developer company based in Bangladesh. The company is known for its residential and commercial real estate developments in the capital city Dhaka, port city Chittagong, and tourism region Cox's Bazar. Nonetheless, its portfolio of services permeates multiple areas ranging from Hotel Management, IT and Garments Manufacturing to Engineering Consultancy, Construction Material Manufacturing and F&B Manufacturing. Currently, Ideal Group owns five hotel assets, including the Mövenpick Hotel & Spa Cox's Bazar.

WEBSITE: *WWW.IDEALGROUPBD.COM*

BLOCKCHAIN
PARTNERS

ILLUMINATES

UKRAINE

Illuminates was established by Volodymyr Malyshkin in 2010 as an IT outsourcing and outstaffing company. Today, it offers turnkey ICO solutions with an international team of professional crypto ICO advisors and managers on board. From building strong communities, partnerships and marketing strategies, to handling implementation of technical aspects and avoiding common ICO projects' mistakes, Illuminates gives Hotelier Coin an opportunity to expand internationally, strengthen its product and execute any idea successfully.

WEBSITE:
WWW.ILLUMINATES.ORG

HOTELIER COIN DECENTRALIZED EXCHANGE (DEX)

The Decentralized Exchange will enable the sale and purchase of both Hoteliercoin tokens and the digital assets of other HTL-tokenized hotels.

The implementation of a decentralized crypto-exchange will take place on the Ethereum blockchain, the source code will be open (anyone check it), a protection against all possible attacks will be built, and a very simple interface will be offered, resulting in massive usability simplification.

The purpose of the exchange creation is to provide more opportunities for trading tokens that cannot be launched on large trading platforms. The Hotelier Coin DEX will provide a guaranteed opportunity to sell/ purchase hotel tokens at any time. One of the main advantages is the guaranteed reserve, hotel owners will be able to auto-buy tokens from the exchange at the best price if all their tokens are sold out.

The Hotelier Coin DEX will enable the sale and purchase of both Hoteliercoin tokens and the digital assets of other Hoteliercoin-tokenized hotels. Digital asset owners who want to sell or purchase will only need to enter the number and price in the respective currency pair and sign the transaction. The details then go to the blockchain, get into the list of orders, and the specified number of tokens are frozen until order execution or cancellation.

During the transaction, the exchange commission is 0.1%.

It is also worth noting that the Hotelier Coin DEX will be trading secondary tokens (not from the hotel owner), buying tokens at the original price directly from the owner (primary tokens) will only be possible through Hotelier Coin's platform website and only for internal Hoteliercoin tokens, with the possibility of being withdrawn on the exchange.

HOTELIER COIN'S
ECOSYSTEM

Hoteliercoin is a utility token that will connect Hotelier Coin's ecosystem and enable multiple interactions with one currency.

Whether it's tokenizing hotel rooms, buying tokens, purchasing services or performing easy peer-to-peer transactions, Hoteliercoin opens the door to multiple interactions between all stakeholders with no middlemen, inefficiency or high fees. High liquidity and growing demand will take Hoteliercoin to new heights, year after year.

We worked closely with Token Capital Market, an innovative consulting firm determined to bridge the gap between traditional finance and the world of blockchain, to define Hoteliercoin's token ecosystem.

Our ecosystem is comprised of five groups of stakeholders:

1   **Hotels** - classified by different categories (branded/unbranded), location, rating, etc.

2   **Leisure operators** - e.g., wholesale operators, tour operators (inbound/outbound), online travel agencies, individual/corporate operators.

3   **End users** - e.g., individual/corporate travelers, MICE (Meetings, Incentives, Conferences and Exhibitions).

4   **Independent hospitality professionals** - e.g., tour guides and instructors.

5   **Vendors** - e.g., goods and services providers, technology providers.

Stakeholders interact as follow:

- Hotels issue room night tokens (hotel room tokenization).
- Leisure operators buy room night tokens from Hotels and sell them to End users.
- End users buy room night tokens from Leisure operators and spend them at Hotels.
- Independent hospitality professionals provide leisure services to End users.
- Vendors provide goods and services to Hotels.

TOKEN MODEL

CRYPTO-EXCHANGE (HTL/$)

HTL

$

HTL

$

$

HTL

$

Hospitality Vendors

Independent Hospitality/Leisure Professionals

HTL

HTL

$

HTL

HTL

Hotelier Coin DEX – Secondary Hotel Room Marketplace

WHOLESALERS / CORPORATES / GROUPS

Goods/ Services

Room Night Token

Room Night Token

Leisure Services

HTL

HTL

HTL

Hotels

End Users

Leisure Services

Primary HTL - Room Night Token
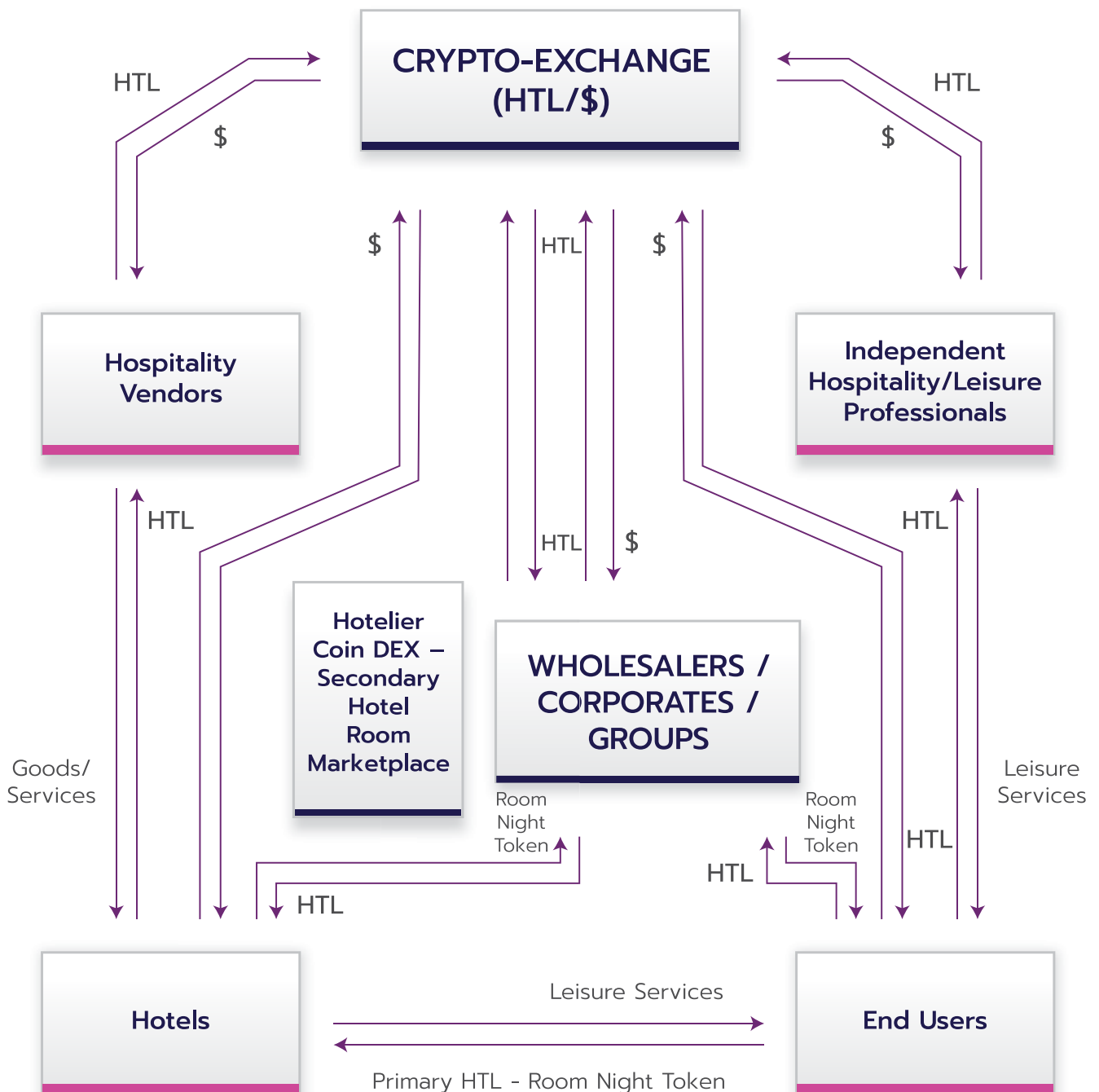
TOKENOMICS,
ICO AND MVP

There are **500,000 hotels** in the world

2% of the market = 10,000 hotels

On average, each hotel has **100 rooms**

To cap supply, Hotelier Coin tokenizes only **20% of the total hotel room inventory**.

100 (rooms) * 365 (days) * 20% (tokenized percentage) = 7,300 room nights/per hotel/per year.

Average room rate = $100

10,000 (hotels) * $100 (room rate) * 7,300 (R/N) = **$ 7,300,000,000 turnover**

Name:	Hoteliercoin
Symbol:	HTL
Decimal:	18
Total supply:	150,000,000 (one hundred and fifty million) – tokens are stored on the contract. 50,000,000 (fifty million) – tokens will be stored for future sale after MVP v.3.
Token Sale and Bonuses:	Price: 1 HTL = 1.20 USD
Packages:	Innovator USD 25K = 25% Bonus Tokens Executive USD 50K = 35% Bonus Tokens Ultimate USD 100K = 50% Bonus Tokens
Basic distribution of tokens:	Hotelier Coin Foundation: 3,000,000 (CSR, Hospitality Startups, Community Building) Team: 23,000,000 (available for withdrawal: + 1% monthly or 1% monthly) Advisors: 4,000,000 (available for withdrawal: + 0,2% monthly or 0,2% monthly) Reserve: 50,000,000 (available for sale after MVP v.3, subject to demand and usage).

TOKEN DISTRIBUTION

70 000 000

Token Sale

50 000 000

Reserve

23 000 000

Team (available for withdrawal: +1% with each month or 1% each month)

4 000 000

Advisors (available for withdrawal: +0.2% with each month or 0.2% each month)

3 000 000

Bounty & travel bloggers

HOTEL TOKENS EMISSION

After passing KYC and AML, hotels will be able to emit tokens with the hotel name using the formula:
Number of Emitted Tokens = (Number of rooms in the hotel) *365*20%

Initially limited to 150M Hoteliercoin tokens. Subsequently, token production will be limited to significant platform developments and a schedule of Coin offerings

An additional 50M Hoteliercoin tokens will be released after completion of MVP v3

Thereafter, 10M Hoteliercoin tokens will be issued for every new 100K B2C users or for every new 10K Hotels or Businesses enrolled

It is anticipated that, over time, Hoteliercoin will achieve substantial growth in value

EMISSION OF GROUP TOKENS

Hotel managers can initiate group contract creation and send participation offers to other hotel managers on the platform. Next, hotel managers accept the offer and send part of their tokens to the group contract. The number of tokens emitted by the contract will be equivalent to the total number of tokens received by the group contract.

MINIMUM VIABLE
PRODUCT - MVP

There will be four main MVP releases:

MVP v.1

Will be developed using RMS, TI Infotech and CrowdBank's APIs and solutions.
Developer: Illuminates, TI Infotech, and RMS Cloud
Developer Project Driver: Illuminates

The first MVP version will include:

First version of the Platform Website — allows hotels to register and buy/sell room nights using Hoteliercoin.

Hoteliercoin Smart Contract — allows supply and sale of Hoteliercoin tokens.

Investor Dashboard — allows investors to buy Hoteliercoin using any cryptocurrency or fiat currency.

PMS Partner — RMS Cloud (currently, over 6,000 hotels are using RMS' property management solution).

B2C Booking Platform Powered by TI Infotech. 170K Hotels in 185K cities are already signed for the B2C model.

Fintech Wallets will be launched 30 days after the launch of the B2C platform.

MVP v.2

Will include all previous features + expansion.
Developer: Illuminates, TI Info tech

The second MVP version will include:

Hotelier Coin DEX — Decentralized exchange that will allow peer-to-peer ERC20 tokens trade.

Smart contracts for hotels — will allow room nights tokenization for hotels. Hotels will have the ability to sell their tokens for Hoteliercoin.

Platform website updates and bugfixes.

Additional B2B & B2C features: Leisure Activities, Packages, Car Rentals.

MVP v.3

Will include all previous features + expansion.

Additional B2C features: Airlines.

Developer: Illuminates, TI Infotech

The third MVP version will include:

Smart contracts for hotel groups — will allow hotel groups to supply special tokens.

Escrow system for hotel groups.

Platform website updates and bugfixes.

MVP v.4

Will include all previous features + expansion.
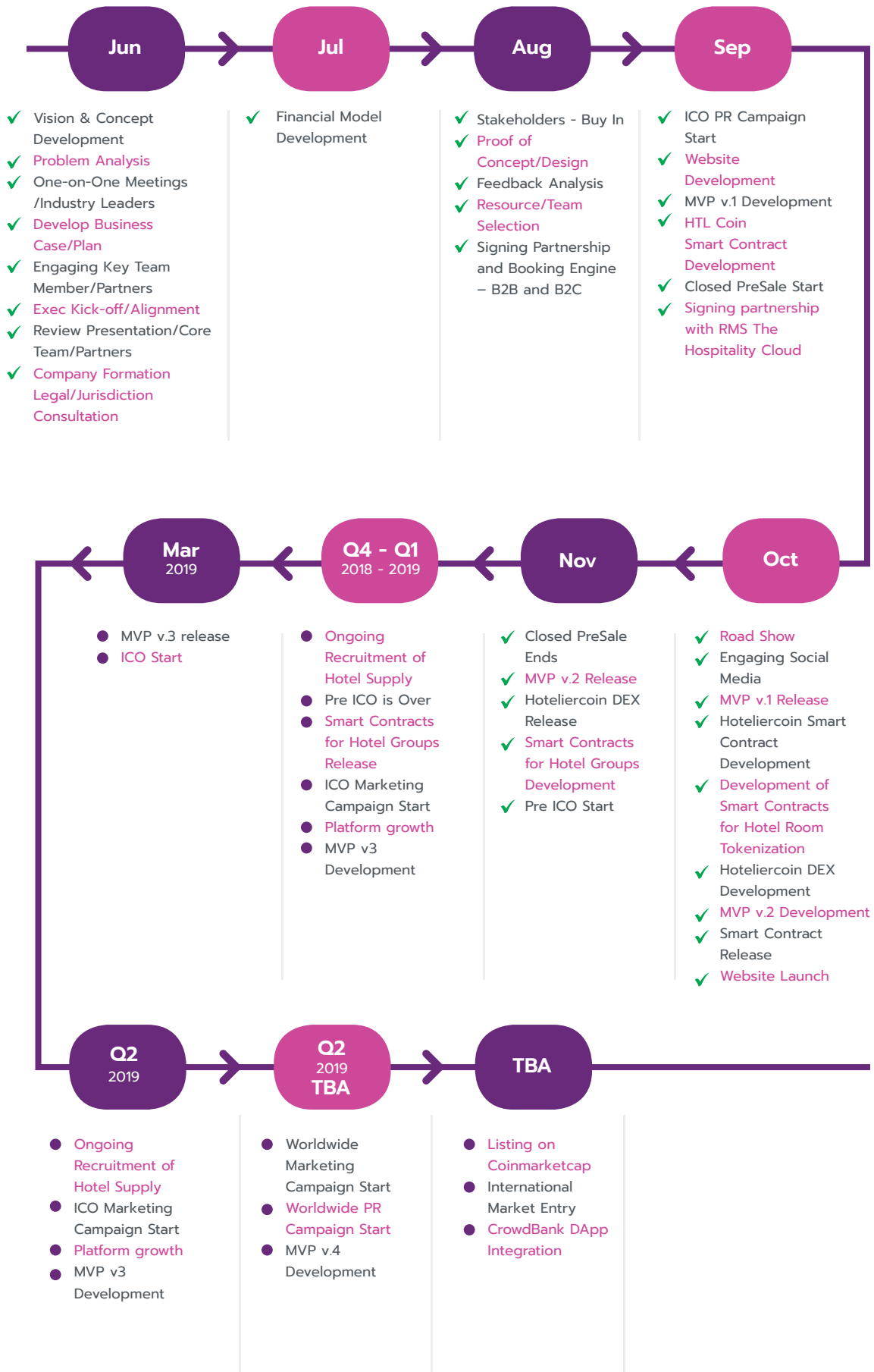**Developer:** Illuminates

The MVP v.4 release will include:

Platform website updates and bugfixes.

Crowdbank DApp integration.

The Hotelier Coin platform development will not cease after the final release. The platform will continue to receive minor and major updates, expansions and bug fixes after release.

Additional B2B features: Hospitality Products Portal and a Human Resources Hiring Portal

ROADMAP

Jun

- ✓ Vision & Concept Development
- ✓ Problem Analysis
- ✓ One-on-One Meetings /Industry Leaders
- ✓ Develop Business Case/Plan
- ✓ Engaging Key Team Member/Partners
- ✓ Exec Kick-off/Alignment
- ✓ Review Presentation/Core Team/Partners
- ✓ Company Formation Legal/Jurisdiction Consultation

Jul

- ✓ Financial Model Development

Aug

- ✓ Stakeholders - Buy In
- ✓ Proof of Concept/Design
- ✓ Feedback Analysis
- ✓ Resource/Team Selection
- ✓ Signing Partnership and Booking Engine – B2B and B2C

Sep

- ✓ ICO PR Campaign Start
- ✓ Website Development
- ✓ MVP v.1 Development
- ✓ HTL Coin Smart Contract Development
- ✓ Closed PreSale Start
- ✓ Signing partnership with RMS The Hospitality Cloud

Oct

- ✓ Road Show
- ✓ Engaging Social Media
- ✓ MVP v.1 Release
- ✓ Hoteliercoin Smart Contract Development
- ✓ Development of Smart Contracts for Hotel Room Tokenization
- ✓ Hoteliercoin DEX Development
- ✓ MVP v.2 Development
- ✓ Smart Contract Release
- ✓ Website Launch

Nov

- ✓ Closed PreSale Ends
- ✓ MVP v.2 Release
- ✓ Hoteliercoin DEX Release
- ✓ Smart Contracts for Hotel Groups Development
- ✓ Pre ICO Start

Q4 – Q1 2018 - 2019

- ● Ongoing Recruitment of Hotel Supply
- ● Pre ICO is Over
- ● Smart Contracts for Hotel Groups Release
- ● ICO Marketing Campaign Start
- ● Platform growth
- ● MVP v3 Development

Mar 2019

- ● MVP v.3 release
- ● ICO Start

Q2 2019

- ● Ongoing Recruitment of Hotel Supply
- ● ICO Marketing Campaign Start
- ● Platform growth
- ● MVP v3 Development

Q2 2019 TBA

- ● Worldwide Marketing Campaign Start
- ● Worldwide PR Campaign Start
- ● MVP v.4 Development

TBA

- ● Listing on Coinmarketcap
- ● International Market Entry
- ● CrowdBank DApp Integration

TERMS AND CONDITIONS

Company Ownership / Legal Entity / Location.
The company is a Singapore Pte Ltd., with a corporate office in Dubai. Hotelier Coin aims to establish regional offices in Singapore, London, New York and Sydney in partnership with key organizations.

Hotelier Coin's Lightpaper was prepared to inform potential participants and investors about functional details and plans for further developments. The information in this document is not a call to action, agreement or contract of any kind. Its main purpose is to provide preliminary information about the platform's token emission.

This document does not constitute an offer to sell or plea to purchase tokens in any jurisdiction in which such offer or plea would be forbidden, or to any entity for which such acquisition would be forbidden by law. Violation of such restrictions may result in a violation of law in countries where they apply. This document was not created in accordance with any jurisdiction's laws or regulations and does not depend on them. All statements, predictions and financial information regarding the expectation of possible future activity are forecast statements. We do not provide and cannot provide guarantees of any sort, nor do we hold any responsibility for the execution of the above conditions. Readers, potential buyers or participants are obligated to personally make sure that token sale is not forbidden by their country's laws. This document was created in English and, in the future, it may be translated into other languages. In the event of any inconsistency between the translated versions and the English version, the English version shall prevail.

SOURCES

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DISCLAIMER

Hoteliercoin and the token economy are at the cutting edge of social and technological advances that are shaping the future. Although the token economy is incredibly innovative and fascinating, it is also a potentially turbulent territory. Governments may consider regulatory action that might ultimately impact token development or deployment, or even restrict ownership and use. Legal requirements and related circumstances may force Hotelier Coin to adapt and alter plans, processes or other elements described in this document. We comply with existing laws and regulations, and strongly believe that planned regulations we currently know about will not alter our business in any significant manner. Nonetheless, it is important to point out that situations might change. We fully expect Hoteliercoin will rise steadily in value, but there is no way for us to guarantee this. In line with the typical advice given to potential investors across multiple industries, please do not invest money you cannot afford to lose.

HOTELIER COIN

INCOME PROJECTION STATEMENT

HOTELIER COIN

Description & Accounts Name	YEAR 0 2018	YEAR 1 2019	YEAR 2 2020	YEAR 3 2021	YEAR 4 2022	YEAR 5 2023	TOTAL (YR0-YR5) 2018-2023
REVENUE:							
Hoteliercoin - Phase I Rooms Commission Revenue_B2C	-	908,495	9,229,940	40,349,564	133,968,271	259,551,687	444,007,958
Hoteliercoin - Phase I Rooms Commission Revenue_B2B	-	294,630	5,835,229	38,796,605	121,264,554	249,688,885	415,879,904
Hoteliercoin - Phase 2 Expenditure Commission Revenue_Sell	-	1,563,927	11,857,337	35,631,852	71,238,678	117,437,349	237,729,142
Hoteliercoin - Phase 2 Other Revenue_P2P & Gas	-	-	13,863	50,412	124,684	287,425	476,384
	-	-					-
Total Revenue	**-**	**2,767,052**	**26,936,369**	**114,828,434**	**326,596,187**	**626,965,345**	**1,098,093,388**
DIRECT COST:							
Total Direct Cost	**-**	**-**	**-**	**-**	**-**	**-**	**-**
GROSS MARGIN	**-**	**2,767,052**	**26,936,369**	**114,828,434**	**326,596,187**	**626,965,345**	**1,098,093,388**
%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
GENERAL & ADMIN EXPENSES							
Payroll Basic Pay & Allowances	24,583	1,104,583	3,612,500	8,029,167	15,407,500	30,044,625	58,222,958
Payroll Benefits	5,408	243,008	794,750	1,766,417	3,389,650	5,931,888	12,131,121
Sales & Marketing (excl. payroll)	-	503,000	3,360,000	7,516,000	25,808,000	65,832,000	103,019,000
Legal (excl. payroll)	-	189,000	320,000	718,000	1,224,000	4,296,000	6,747,000
Adminstrative & General (excl. payroll)	-	1,124,000	6,980,000	14,448,000	21,924,000	29,796,000	74,272,000
Company set up costs - Sales & Marketing	270,833	135,417	-	-	-	-	406,250
Company set up costs - Legal	29,167	14,583	-	-	-	-	43,750
Company set up costs - A&G	50,000	25,000	-	-	-	-	75,000
Total General & Administrative Expenses	**379,992**	**3,338,592**	**15,067,250**	**32,477,583**	**67,753,150**	**135,900,513**	**254,917,079**
OPERATING INCOME	**(379,992)**	**(571,540)**	**11,869,119**	**82,350,851**	**258,843,037**	**491,064,833**	**843,176,309**
%	-	-20.7%	44.1%	71.7%	79.3%	78.3%	76.8%
FIXED EXPENSES							
IT Equipment - Depreciation	-	7,500	7,500	7,500	7,500	7,500	37,500
IT Development Platform Depreciation	-	47,500	47,500	47,500	47,500	47,500	237,500
IT Development - Enhancement Depreciation	-	55,850	363,000	961,800	2,178,400	7,473,600	11,032,650
							-
Total OTHER EXPENSES	**-**	**110,850**	**418,000**	**1,016,800**	**2,233,400**	**7,528,600**	**11,307,650**
NET INCOME (LOSS) BEFORE TAXES	**(379,992)**	**(682,390)**	**11,451,119**	**81,334,051**	**256,609,637**	**483,536,233**	**831,868,659**
%	-	-24.7%	42.5%	70.8%	78.6%	77.1%	75.8%