



MINX Community

1. INTRODUCTION

2. THE BEST GOLD

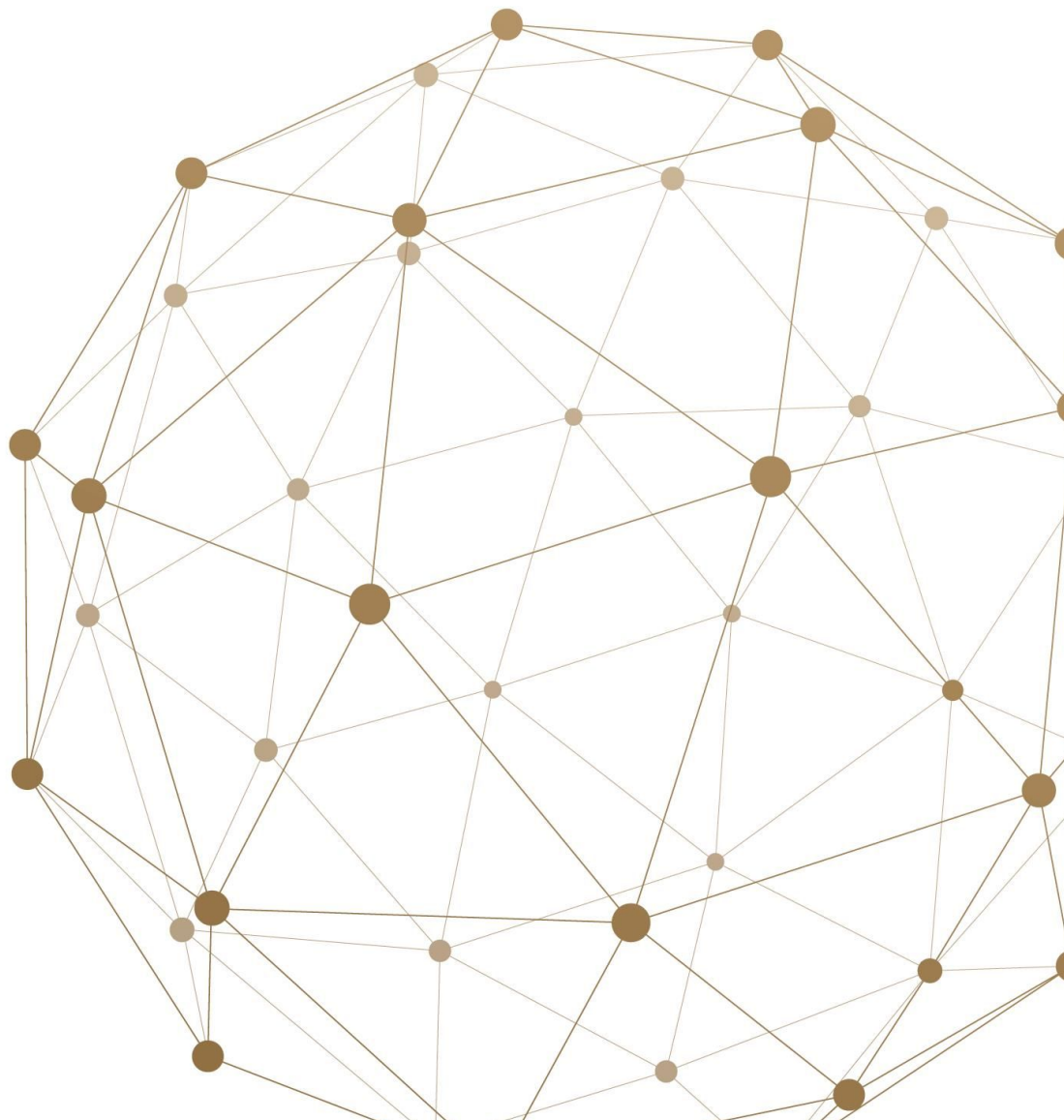
- 2.1. GOLD socially responsible
- 2.2. GOLD committed to our planet
- 2.3. GOLD in solidarity with the development

3. MINX VALUE

- 3.1. MINX: The best means of payment
- 3.2. MINX already has a value of its own
- 3.3. Trends and Flows

4. MINX CLUB

- 4.1. Advantages for the MINX Club members
- 4.2. Discount Vouchers & Discount Points
 - 4.2.1. Discount Points
 - 4.2.2. Discount Vouchers: MINX Club Categories
- 4.3. Summary of the Services Offered



1. INTRODUCTION

This document shows the most important variables for the construction of a solid and growing community around the MINX token. The innovations, products, and conditions offered by Innovaminex make expand, day after day, the wide range of people and companies interested in being part of our community. We want a socially responsible community that can access the highest quality products and that can do so with the best conditions. To achieve this, different solutions have been defined and structured, both in the production, extraction and marketing stages, taking into account the plurality of profiles that we want to join and participate in our ecosystem, and focusing on this ecosystem to reach a global scale, beyond the mining and precious metals sector.

The following points detail each of the concepts that add value to the project and establish the rules to be able to access the advantages offered within the MINX Community. Finally, the objectives have been raised considering the wide range of customers/users, so that the actions to be carried out by each of them can be identified with better clarity.

2. THE BEST GOLD

Currently, consumers in all sectors no longer only look at the quality of the product they are purchasing, but also everything that has to do with the way in which the product has been manufactured and how it has arrived into their hands. That's why, for many people -and for us also-, to talk about "the best product" we have to take into account more variables than just the intrinsic ones of the product itself.

2.1. GOLD Socially Responsible

One of the reasons why InnovaMinex uses blockchain technology is its willingness to guarantee the traceability of precious metals.

It is no longer just about offering gold of the best quality, but above all that the resources invested and the means used in its extraction and production, are also of the highest quality, professionalism and responsibility:

- Legal mining.
- With an anti-corruption system (avoiding money laundering).
- Respecting all health and safety regulations.
- No children exploitation.
- Providing technification in all deposits.

Buyers will be able to **verify the origin** of the metal they have acquired, getting all the information about the gold, since all transactions are registered and the whole community has access to them.

2.2. GOLD Committed to our Planet

Another of the highlights of our project is that we will work with an absolutely ecological concept. Our first mine has been declared a "mining project of strategic economic interest" for the region of Caldas, and the communities in which the deposits are located are delighted with the exploitation of the mines because they have understood the way in which we will work.

So much so that local authorities are very keen that we can take on and/or collaborate with more mining projects, helping in the responsible exploitation and management of many more mining resources of gold and other precious metals, which are not being exploited and managed in an optimal way, often not very efficient.

We will produce GREEN GOLD, and anyone will be able to check this thanks to our blockchain solution. In our innovative business model it will be possible to certify the whole process, from its origin in the mines to the refinery and the commercialization to the end consumer.

2.3. GOLD in Solidarity with the Development

Finally, InnovaMinex assumes a commitment to the area in which it develops the exploitation of resources, helping communities to grow in all aspects and opportunities that are possible.

The communities related to the first mine have already checked that this is the case: the school was reformed, the access road was rebuilt, 500 online training

courses for all ages and profiles have been given away as well as computers, and Internet access has been enabled. A seedbed of companies will be created so that the business initiatives (agriculture, ecotourism, etc.) of the people in the communities where our mines will be developed, can find the financing they need so that their projects can see the light.

All that has been mentioned above, about socially responsible exploitation, respecting the rights of workers and promoting a working environment that brings together the best conditions for the growth of all, about ecological exploitation and the implementation of the best solutions for not only respecting the environment but also enhancing their health and development, and about supporting local growth in other areas of the economy, as well as helping in their training and social development... all these issues become fundamental points that will make our gold highly coveted both, by companies and by end customers.

3. MINX VALUE

In the great business developed by InnovaMinex, a series of advantages have been designed for users who own MINX, with the intention of growing a large and solid community that uses MINX as a means of payment.

It is worth highlighting two of these advantages that, combined, enhance the desire to be part of our community, for the interesting and beneficial results that those involved can get.

3.1. MINX: the BEST Means Of Payment

First of all, people who buy our gold and other precious metals products using MINX tokens will receive significant discounts: up to 30% with respect to the market price.

Since the demand for gold is growing year after year, we are confident that the demand for MINX will also grow, even among those who are not interested in cryptocurrencies per se, but are interested in gold (by buying MINX tokens they can save!).



3.2. MINX Already has a VALUE of its Own

On the other hand, 25% of the quarterly benefits of InnovaMinex are distributed, in the form of discount vouchers, among the token holders who keep their MINX in their wallets during 3 months. These vouchers are redeemable in our e-commerce platform to buy gold and other precious metal products, and since discount vouchers can be up to 90%, this approach will incentivize the storage of MINX tokens, and will reduce the number of those users who want to sell them.

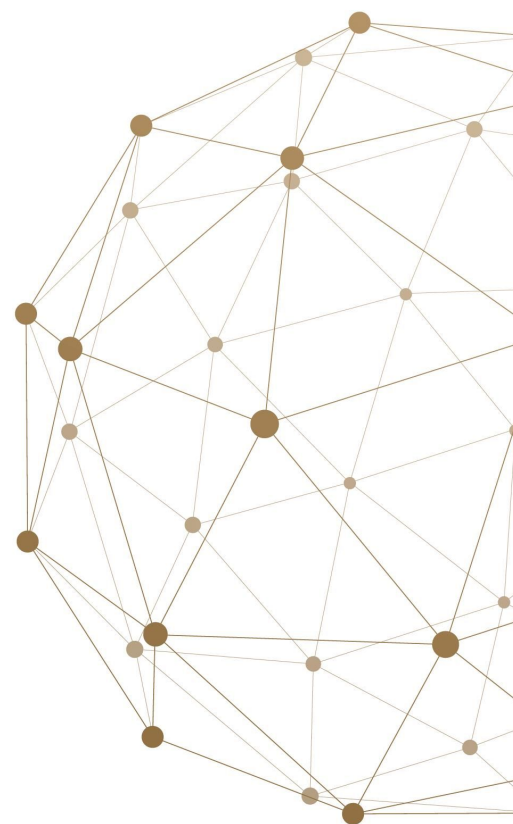
3.3. Trends and Flows

So, if we combine what is mentioned in the two previous points, there are strong reasons to think that the demand for tokens will increase (cheaper price for gold with MINX), and that the supply of tokens will decrease (the amount of them in circulation decreases because the MINX holders receive a very attractive incentive every 3 months). Therefore, the value of MINX could greatly increase.

In fact, no matter if the value of MINX is \$10, \$100 or \$1,000... People will look for it because if, for example, its value is \$1,000 they will buy it at that price and, automatically, will buy the gold with those MINX (\$1,000 = 1 MINX) and with an important discount for buying with MINX. Even if the price of gold decreases, the value of MINX can still increase.

In addition, we are negotiating with companies from other economic sectors who want to include the MINX token as a means of payment in their platforms, to buy products outside the precious metals market. This will undoubtedly also give more value to our token and will make it stronger and more stable.

But let's not stop here. Let's also explore the possibility that, at a certain moment in time, supply and demand were to work against us. If the demand is significantly lower than the supply then the price falls. In this case, the 25% of the company's quarterly benefits will be



distributed among a smaller number of participants, only those who have been holding the tokens in their wallets.

Thus, we create the first cryptocurrency which remains profitable even when the price drops, because the loyal users in the MINX community will collect more discount points to redeem for our precious metal products.

InnovaMinex has not created a cryptocurrency focusing on being interesting for investors (although, in fact, it is), but it's been created with a model that is interesting for both buyers (MINX as a means of payment, initially, in the precious materials sector, to later extend to other areas of the economy), as for savers (MINX as a cryptocurrency that has a value in itself).

4. MINX CLUB

Now that it's clear that InnovaMinex is offering something really disruptive in the crypto space, let's see in more detail what the loyalty program is like for the entire community of customers and users.

4.1. ADVANTAGES for the Members

Being a member of the MINX Club will give you very interesting advantages:

a) *Exclusive information.*

The MINX Club members will receive interesting and exclusive information about the precious metals market and their relationship with the world of cryptocurrencies. We will also produce informational materials such as guides, tools and exclusive content related to our products.

b) *Promotions.*

We will share among all the members discount vouchers exchangeable in our e-commerce platform for any gold and other precious metal products present in our catalogue.

c) Discounts.

Users who make use of MINX in any of our business chain points (mines, refinery, e-commerce or crypto-ATMs) and participating businesses, will enjoy important discounts, as well as other possible advantages.

4.2. Discount **VOUCHERS & Discount **POINTS****

To convert 25% of InnovaMinex quarterly profits into discounts to share among the 3-months holders, the company generates two things:

- Discount points: Which depend on the amount of MINX that the user holds in the wallet during that period of time.
- Discount vouchers: Which can be of 30%, 50%, 70% and 90%, and are related to the 4 different “categories” inside the MINX Club.

4.2.1. Discount POINTS

Every quarter InnovaMinex calculates 25% of the quarterly profits. The resulting amount is converted into points so that \$1 = 1 Point. At the same time, InnovaMinex counts all MINX tokens that have not been moved from the wallets during those 3 months. Having these two figures, the company knows how many points correspond to 1 MINX, for the considered period.

Let's see an example:

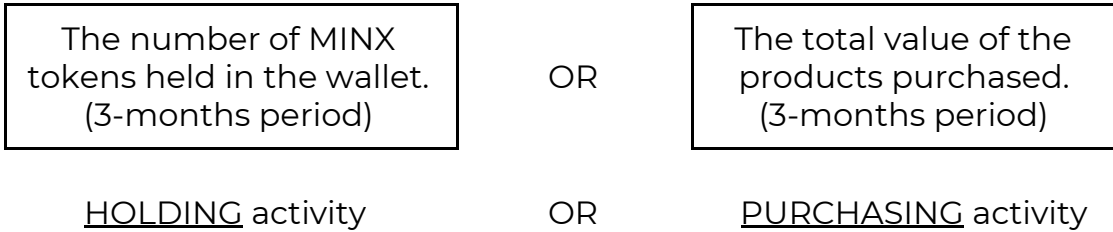
- A user has 10,000 MINX during a quarter.
- In that quarter, 25% of InnovaMinex profits is of \$10 million. So 10 million points are generated.
- And, finally, in that period, 5 million MINX have been held in the wallets.

So... $10 \text{ M points} / 5 \text{ M MINX} = 2 \text{ points} / \text{MINX}$. Hence, every MINX will get 2 points, which means that this user will have $10,000 \text{ MINX} \times 2 \text{ points} = 20,000 \text{ points}$ to be used to buy our precious metal products.

And as $1\$ = 1 \text{ point}$, those 20,000 points are redeemable in our e-commerce for \$20,000 in our products. But to know the limits of use, we need to know the category as a Club's member.

4.2.2. Discount VOUCHERS: MINX Club Categories

InnovaMinex has established 4 categories in its MINX Club, to reward the loyalty of all its clients. The more MINX you hold in your wallet OR the greater the value of your purchase, during those 3 months, the better the category you have. So any member just needs to satisfy one of two requirements:



Having this in mind, the 4 categories are defined as follows:

COMMUNITY

Purchasing...

\$150

OR

Holding...

300 MINX

SILVER

Purchasing...

\$5,000

OR

Holding...

10,000 MINX

GOLD

Purchasing..

\$12,500

OR

Holding...

25,000 MINX

PLATINUM

Purchasing...

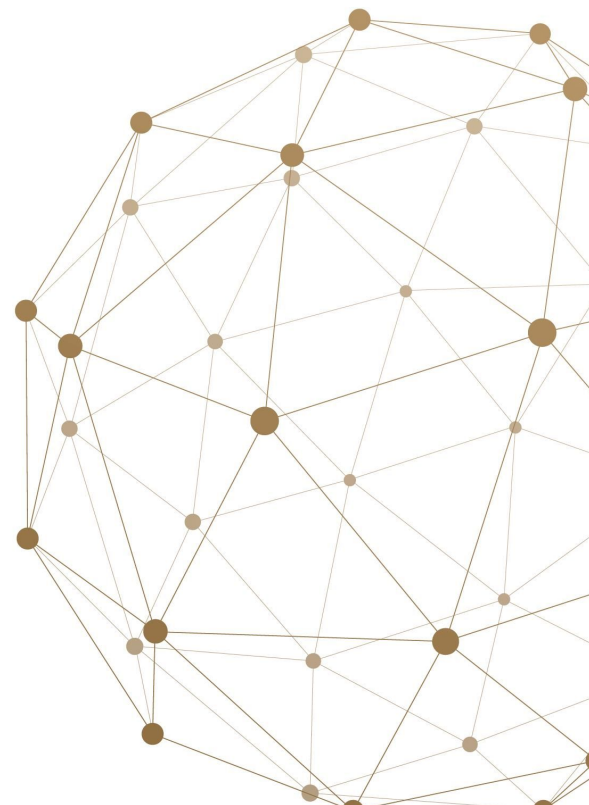
\$25,000

OR

Holding...

50,000 MINX

So following the example of the previous point, that user that has held 10,000 MINX in the wallet would be "SILVER" (not considering any purchase), so the available 20.000 points to use in the e-commerce could be used paying up to the 50% of all products, until the whole amount of points had been spent.



4.3. Services Offer Summary

The following table shows the different services and advantages that any member of the MINX Club's can get, depending on one's category:

Service	Community	Silver	Gold	Platinum
Discount Vouchers	Up to 30%	Up to 50%	Up to 70%	Up to 90%
Timely Notice Of Retail Promotions And Access To Market And Product Alerts	v	v	v	v
No Monthly Limit On Credit Card Orders	v	v	v	v
Access To Dedicated Account Manager		v	v	v
Early Access To Flash Sale Offers			v	v
Exclusive Offers & Promotions				v

