



CLIX Virtual Assets

“...Clic.World is a low cost Decentralised Social Financial Eco-System (SoFi) built on the Stellar blockchain, that consolidates the various functions of social and community banking, local P2P money remittances, cross border remittances, digital payments and online marketplaces into one single integrated platform, driving financial inclusion and digital business in the emerging economies in Africa and beyond...”

Clic.World Social Banking - the future of “banking” for the emerging shared economy.

The Clic.World **social banking model** is an alternative to the existing traditional banking model, and is based on the community centric informal banking used by the “unbanked” all over Africa, where a **group of people** that **share the same social and financial goals**, and who **engage** with each other based on **mutual trust relationships** are **handling their own finance**, and share in the profits generated.

“What is **Social banking**....”

“...the **foundation** of the Clic.World **Social Financial Eco-system**....”

Values

1. Promotes ethical and socially responsible banking
2. Provides affordable, quality, financial services
3. Promotes a savings and investment culture
4. Enables low-cost to no-cost transactions
5. Builds financial and economically active capacity
6. Promotes wealth creation through economic development
7. Reduce the cost of capital and loans

Benefits

1. Allowing Sacco's, VSLA's and other groups to become micro social banks
2. Bringing the informal traditional banking model into the formal banking space
3. Allowing banks full visibility to individual group member's accounts
4. Provides transparency and realtime monitoring of the financial health of social banks
5. Reduced overall cost-to-serve for the bank
6. Reduce cost of banking for the accountholder
7. Help customers in the informal economy to build up a credit history
8. Remove cash from the “last mile”

Creating a **global** end-to-end **community-centric** financial based **eco-system**

*“the future of digital **financial services** for everybody, from **rural villages** to online **social networking communities** and **financial institutions**”*

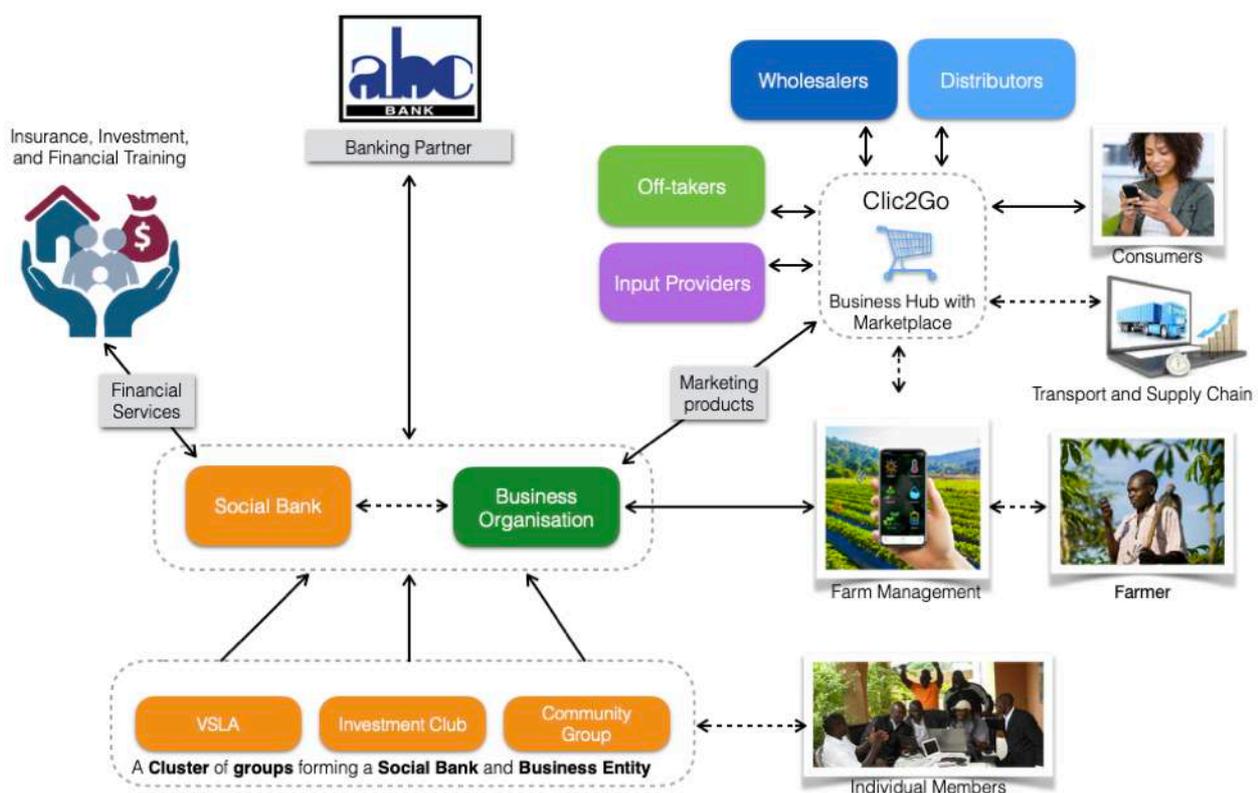


Clic.World Social Financial Eco-System

Clic.World, an African Fintech startup, have for the last 5 years been building a global SME focused **Social Financial Eco-System** through strategic in-country partnerships in Africa, South East Asia and Europe. Clic.World Uganda Ltd is a **Virtual Asset Service Provider** regulated by the **Uganda Financial Intelligence Authority (FIA)**.

Partnerships in Uganda, Nigeria, Tanzania, Burundi, Zimbabwe, Zambia, South Africa, UK, Bulgaria, and Philippines are in progress. Over the last 3 years successful live pilots have been done in **Uganda, Tanzania, and Philippines** and we are now ready to launch publicly in those countries, with the initial focus on the hugely under-developed **agriculture sector**. Pilots in **Kenya, South Sudan, Somalia, Ethiopia** and **Ghana** are being set up.

The **Clic.World Social Banking Platform** and **Business Hub** form the basis of this eco-system. The **Social Banking Platform** provides a comprehensive general ledger based solution for social banks, Cooperative Savings and c groups (SACCOS), investment clubs and micro finance institutions. The **Business Hub** includes a farm management system and marketplace platform allowing B2B and B2C trading both online e-commerce and in-store; it provides the business tools, in modular form, to ensure SME businesses can engage seamlessly in the new emerging digital business space.



The **Clic.World Social Financial Eco-System** goes far beyond just technology; it is the result of four key strategic components developed over the past 8 years:

1. Understanding the emerging digital financial space

Very early adoption in 2011 by individual founders lead to an in-depth understanding of digital tokens and the underlying blockchain technology within the context of the emerging transformation in the consumer banking space.

2. Translate that understanding into a Business Strategy

Designing the Social Banking Business Strategy to capitalise on the emerging opportunities in the blockchain and financial space over the last 5 years, based on hands-on experience of the founders in the Sacco and related social financial space in various African countries

3. Building the technical infrastructure and systems

Being early adopters of blockchain technology we have been building the systems and applications to execute the Social Banking Business Strategy over the last 5 years in conjunction with the Stellar Foundation using the Stellar Blockchain.

4. Leading with Continuous Innovation

Recognising that the Social Financial Eco-System is still in its infancy and that we will experience disruptive technological advancements and change in this new sector over the next 5 years. We therefore need to remain focused on continued innovation with AI and ML aligned to big data as a key strategic focus area.

In 2017 at the Singapore Fintech Festival we demonstrated the world's first Stellar digital token/forex ATM that can do cash deposits and withdraws for both digital tokens and fiat, working directly with our wallets. This ATM cost less than \$5000 to produce.

In 2018 we were able to buy a milkshake at a local coffee shop in Uganda and process the payment via WhatsApp from a Clic wallet user in Frankfurt. The payment was made using XLM to pay the bill. The merchant transaction was settled in less than 10 seconds, direct into the merchant wallet in Ugandan Shillings and cashed out 5 min later on the street at a mobile money agent.

In 2019 we successfully conducted a pilot under the Uganda/Rwanda refugee community to do cross border remittances using digital fiat stable coins on old feature phones without the need for any internet and at zero cost. We are currently working on an AI neural network for loan approvals and on chat-banking for the next generation of "wallets".

The Clic.World Social Financial Eco-System Modules

CLIC.WORLD is the exclusive holder of certain immovable intellectual property rights in a Stellar Blockchain based financial platform, collectively known as the **CLIC.WORLD Social Financial Eco-System**, all developed, built and owned by Clic.World.

This Social Financial Eco-System includes, but is not limited to, the following products:

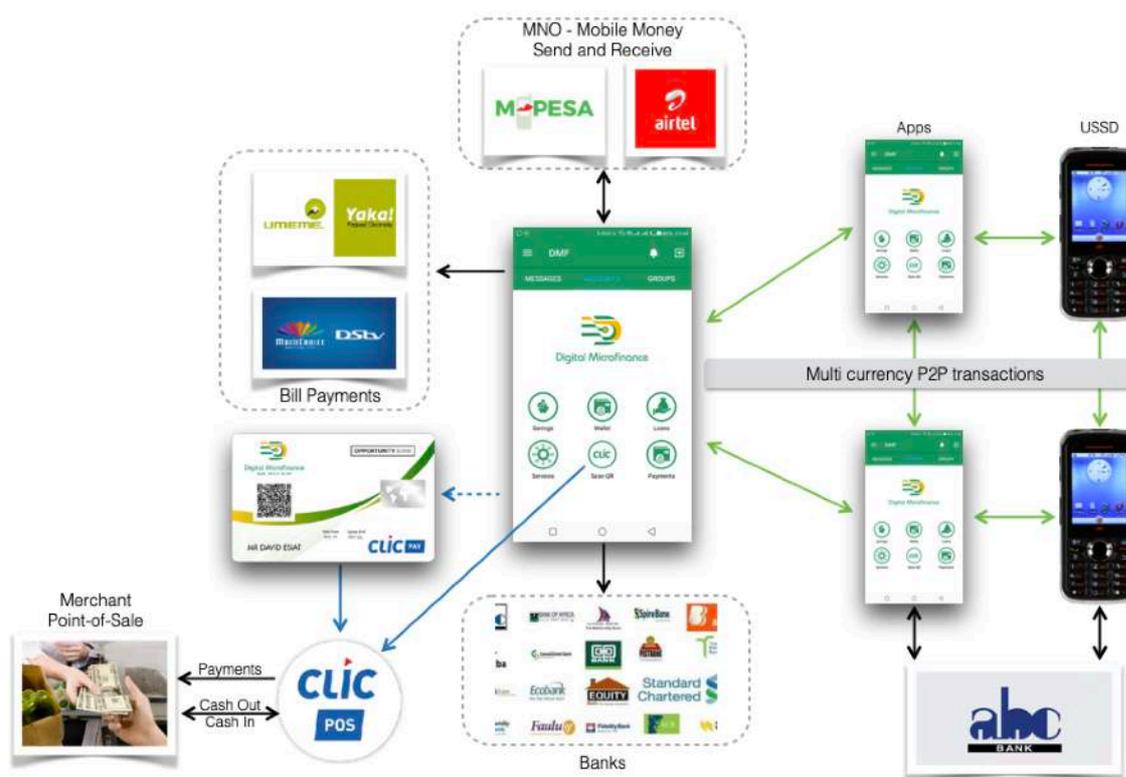
1. Clic2Remit - Remittances and Transfers

The Stellar blockchain based Clix Switch allows remittance and transfers, both local and cross border, between any Fiat currency pairs, any Stellar virtual asset pairs and any Fiat/Stellar pairs. This world first, demonstrated at the 2017 Singapore Fintech festival, allows Fiat currency deposits and withdrawals direct from any Stellar Virtual asset in a cost-effective ATM unit, at mobile money agents, and at any Clic enabled merchant, to reach down to the "last mile" securely and very cost effectively. The use of QR based cards allow users without phones to transact easily, and this, coupled with the ability to process micro payments, and to process payments and transfers across any social media channel, means that money can now truly "move like email", revolutionising diaspora remittance and cross border payments in Africa.

The Clix switch facilitates all local Fiat currency to Stellar virtual asset conversions, as well as the direct buying and selling of any Stellar virtual assets using local Fiat currency direct in any of the Clic.World currency agnostic wallets. Two wallets are currently active on the Google Play Store - Clic2Go Wallet and the Clix Wallet.

We are providing the following virtual assets, backed 1:1 by local Fiat currency, in our wallets - UGXT, TZST, KEST, PHPT, SOST, NGNX, EURT and USDC, with more to follow soon. The wallets are integrated to banks and mobile money providers and can accept XLM deposits converted directly from around 200 of the major cryptocurrencies, which can then be swapped for local currency and cashed out, or converted to USDC and EURT. So, yes, it is possible to send BTC to

Clic.World Mobile Money - 2.0



a Clic wallet as XLM, swap it for Uganda shillings (UGXT) and cash it out at a mobile money agent on the street, or deposit it into any Ugandan bank account.

Kinesis.money integration is in progress to offer gold and silver backed virtual assets to our wallet holders.

2. Clic2Sacco - Micro Banking for groups and communities

This fully integrated and comprehensive general ledger based core micro banking system (mCBS) is ideal for **Savings and Credit Cooperatives** (Sacco's) and other community type financial groups, and can be access through a white labelled app or browser, with third party API integration available.

The platform has been integrated into the core banking system at Opportunity Bank Uganda and Equity Bank Tanzania. Integrations with ABC Capital Bank in Kenya and Uganda are in progress. These are all T1 commercial banks and this platform will function as a secondary micro core banking system to their main core banking system, to provide the bank with the first real alternative to traditional mobile money and micro banking to drastically reduce the cost to serve the bottom end of the banking pyramid.



We are fully integrated with InterSwitch in Nigeria and Uganda and integration in Kenya is under way. Our Interswitch integration provides access to 60+ banks, most billers and utility providers as well as MNO mobile money services, with card-less ATM transactions in progress.

Our roadmap includes building a facility for Invoice Discounting, Insurance Premium Finance and Trade Finance as well as applications with credit scoring capabilities. We see DeFi as a core financing mechanism for the masses, through Sacco's and cooperatives and in partnership with

traditional financial institutions. We believe this hybrid Social Finance (SoFi) model will bridge DeFi and traditional Centralised Finance (CeFi). A DeFi/SoFi type token are already being tested, expect an announcement early Q2.

3. Clic2Digital - Digital Identity Management and Security



Our uniquely secure Know Your Customer and Anti Money Laundering compliance and identity management tool, **OneClicID**, uses relationships as a 2nd authentication factor to provide additional non-technical security for virtual asset wallets by implementing a relationship based multi signature facility for withdrawals, and PIN and device reset (we use the mobile device as part of our multi factor authentication). This not only significantly increases security, but also allows for very cost effective scaling.

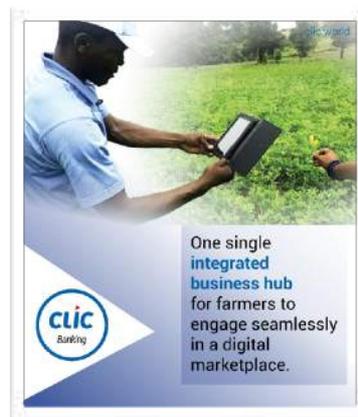
All our wallets have a Vault account where this multi-sig Personal Cluster Authentication (PCA) security function can be enabled, in addition to being fully compliant with Stellar SEP24 protocol for seamless and secure client authentication and transactions with compliant financial institutions (Stellar anchors).

OneClicID allow members to use one verified digital identity throughout the whole eco-system, and also with third parties who are able to integrate this in websites, apps and in bespoke solutions such as building access management, where it gives the user full control over data privacy.

4. Clic2SME - Micro ERP and B2B2C Marketplace for SME's

The Business Hub allows merchants to authenticate user identities and receive ClicMe P2P transactions, accept cash withdrawal and deposits, process bill payments and to buy and sell any Stellar virtual assets in local Fiat currency. The business hub provides a B2B2C e-commerce platform and an in-store cash register, both connected to the same stock and inventory system, as well as to third party modules such as Uber deliveries. The business hub functions as a micro ERP platform, and forms the basis of the **B2B Africa Order Hub**, to facilitate local and cross border orders and supply chain management.

The e-commerce Marketplace module is architected as an eco-system and can accommodate multiple different nodes, each with their own branding and can operate stand alone or as part of the wider eco-system.



The Business Hub also provides a comprehensive farm management system for both small scale farmers and larger out-growers and contract farming, with links to a Moodle based training platform.

5. Clic2Pay - Digital Payments down to the "last mile"



All wallets are ClicMe enabled, and with the Merchant POS, allow mobile phone payments using QR codes in either Fiat local currency or other Stellar virtual assets. An offline payment facility is available on both ends and a full loyalty module is included. QR payment cards can be used and payments can be shared over any social media channel making digital payments for the exploding chat commerce market for the first time a reality.

Split payments are available where orders from multiple

merchants can be paid with a single transaction, and each merchant payment can further be split to allow real-time tax and other third party deductions from each transaction. Merchant specific fiat tokens are available to allow control over where funds are being spent, for example FUEL token that can only be used at pre-approved fuel stations or MEDI tokens at authorised medical practices.

To alleviate the problem of not having data (a common problem in Africa where internet cost is very high) we are currently enabling reverse billing in Uganda through MTN mobile network to ensure the wallet and POS can be used even if the user has no active data bundle. This will further remove friction to enable mass adoption of digital transactions.

The wallet app is country/currency agnostic and can be used in any country where we operate by simply selecting or adding the relevant currency. All available financial services for that currency/country will then automatically be activated.

Growth through Partnerships

Clic.World's expansion program is based on **Strategic Partners** to join the Clic.World Team to provide strategic insights, know-how, experience and equity to help fast track the commercialisation of the next generation of **Social Financial Solutions** in each country.

We have started a roll out plan in the following regions with partner conversations already taking place, some more advanced than others:

NB. **Green** colour highlights negotiations taking place while **blue** indicates existing operational partnerships

East & Central Africa

Tanzania - Uganda - Kenya - Burundi - DRC - Congo Brazzaville - **South Sudan - Sudan - Ethiopia - Somalia**

West Africa

Nigeria - Ghana - Cameroon - Sierra Leone - **Benin** - Niger

Southern Africa

South Africa - Mozambique - Angola - **Zambia - Botswana - Zimbabwe**

Europe

Bulgaria - Macedonia - Germany - Greece - **UK**

Other

India - China - **Philippines** - **Hong Kong - Singapore - Australia & New Zealand**

Clic.World issues the CLIX Virtual Asset



Clic.World are planning to raise the capital needed for its expansion program through the issuing of the **CLIX token**, a utility type virtual asset that will be used as the native token throughout the **Clic.World Social Financial Eco-System**, where it will be used for **loyalty** and **rewards**, as a **payment option** on the social marketplace and at ClicMe enabled merchants, and as the only **trading asset** against local fiat currency backed virtual assets (t-value).

A total of 1Bn tokens have been created on the **Stellar Blockchain** and will be listed on Coin Market Cap and released on the Binance Exchange.

Of the available tokens, 300m will be retained by founders and staff, 50m will be allocated to existing partners and 50m have been allocated to intermediaries related to the listing. All Clic.World founders, employees and partner tokens will be subject to a locked-in period.

The CLIX tokens will be released as follows:-

1. FIRST ROUND offer to private investors in 2018 for initial development and pre-release funding
10m tokens have been released at \$0.01 (**Fully funded**)
2. SECOND ROUND offer to private investors for public launch cost, infrastructure and operational funding as follows:-
10m tokens have been released to private investors to fund the public token launch costs on a reputable platform. (**Now closed**)
3. PUBLIC token launch.
 1. A total of 25m tokens will be released at \$0.55 during Q1 2021, with the option of a further 250m to be released within 30 to 60 days of launch.
 2. We have allocated 150m tokens to be distributed to members of our global Social Financial Eco-system as loyalty token rewards. This phased release will start 90 - 120 days after public launch. As we bring more Social Banking nodes online over the next 2 years this will ensure a regular supply of tokens over a longer period. This release will apply to the first one million members that joins a Social Banking community in each of the following countries Uganda, Tanzania, Kenya, DRC, and Philippines.
 3. A final 150m have been allocated to our SME business funding initiative Clic2Grow, for projects specifically in the Agri Business and related sectors. This fund will be jointly administered by Clic.World and our partners DIGIA (Digital Green Investment Agency) in Uganda, DMA (Digital Mobile Africa) in Tanzania, and SC Digi Farm in Philippines. The purpose of the fund is to address the critical shortage of liquidity in the agriculture sector in these regions and to help alleviate some of the economic effects of Covid19. These tokens will be release on a project by project basis for approved projects. Our next generation DeFi (SoFi) will be linked to this fund, expect an announcement in Q2.

We see the growth of the agriculture sector as key to the economic recovery of Africa, and the unlocking of the huge economic potential of Africa's 1B+ people, which in turn will drive the growth of the Clic.World eco-system. Our initial scope for the fund will be DRC, Uganda, Tanzania, Kenya and South Sudan.

See full breakdown of token allocations at Appendix A

Application of funds

The funds raised direct for Clic.World will be applied as follows :-

1. Expanding our technical team and acquire additional marketing and operation skills.
2. Hosting and related infrastructure will make up a large part of spend. Due to regulatory requirements we will need to maintain in country infrastructure in addition to the overall cloud based structure. We will also set up Stellar and Matrix nodes in each of the countries that we operate in.
3. Forex and other float requirements
4. Normal OPEX activities
5. Global rollout and marketing
6. Acquisitions - The majority of our funds will be applied to this. We have identified a number of mergers and acquisitions to fast track growth and to simplify and streamline our capability. The first of these will be the acquisition of a major stake in a T1 commercial bank, which has been confirmed, subject to regulatory approval. In addition to this we plan to acquire stakes in a number of other smaller banks across Africa. Other acquisitions currently under discussion are in the advertising and consumer marketing space, and in the area of aggregators and related fintechs.

Revenue streams

We firmly believe that P2P transactions and payments should ultimately be free to remove any friction and drive cashless transacting, and we have therefore focused on revenue streams in the wide eco-system, to move away from the per transaction fee model.

Our main revenue streams are :-

1. Monthly membership fees from Social Banking customers.
2. Transaction fees on the B2B2C social marketplace.
3. Revenue sharing on insurance and other third party products.
4. Revenue sharing on the Agri Business value chain for agriculture inputs.
5. Forex spreads on cross border remittances.
6. Advertising and consumer related product coupons, both in-app and for user groups like farmers and other communities.

To buy CLIX tokens download the CLIX Wallet from the Google Play Store and buy in the app, or on the Binance exchange after launch. Tokens will also be made available on the Stellar SDEX after the Binance listing.

For more information or any further enquiries, please feel free to contact us.

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Appendix 1 - Allocation of Tokens

Founders & Staff	300,000,000
Existing Partners	50,000,000
Token Listing Intermediaries	50,000,000
Private Round 1	10,000,000
Private Round 2	10,000,000
Promotions and Marketing	5,000,000
Public Launch 1 - General Release	25,000,000
Public Launch 2 - General Release	250,000,000
Public Launch 2 - Growth Fund Release	150,000,000
Eco-System Release	150,000,000
	1,000,000,000