

# LBX, THE LONDON BLOCK EXCHANGE

London Block Exchange (LBX.com) is a fiat to cryptocurrency exchange in the heart of the City of London.

LBX offers easy access to the cryptocurrency markets for both the curious and the experienced. Our products and services focus on the demanding needs of retail and institutional investors.

LBX supports 30+ fiat and cryptocurrency trading pairs and provides direct access to UK onshore banking and Euro and USD payments.

LBX is also an FCA-registered EMD Agent.



## Our Vision

LBX has launched a utility exchange and app, and is now developing a regulated security token exchange to compete with the current traditional capital market exchanges in London.

LBX has identified and solved customer issues that existing cryptocurrency exchanges have disregarded in return for faster delivery.

LBX offers a number of products and services for the crypto market:

- Fiat gateway for crypto
- Outstanding customer support
- Educational content for newcomers
- Institutional grade OTC for professional traders

## Retail Services

### Crypto Payments Account (Q4 2018)

Since the inception of a frictionless, decentralised form of money, customers have suffered the impact of an unfriendly environment. Our service provides customers a payments account from which they can make all of their regular payments in either fiat, cryptocurrency, or a combination of both.

### Advanced Web Trading (Q4 2018)

Our advanced web based trading screens will be available for experienced traders. Along with educational content, the interface will also allow the crypto curious to learn the mechanics of an order book and a matching engine.

## Corporate Services

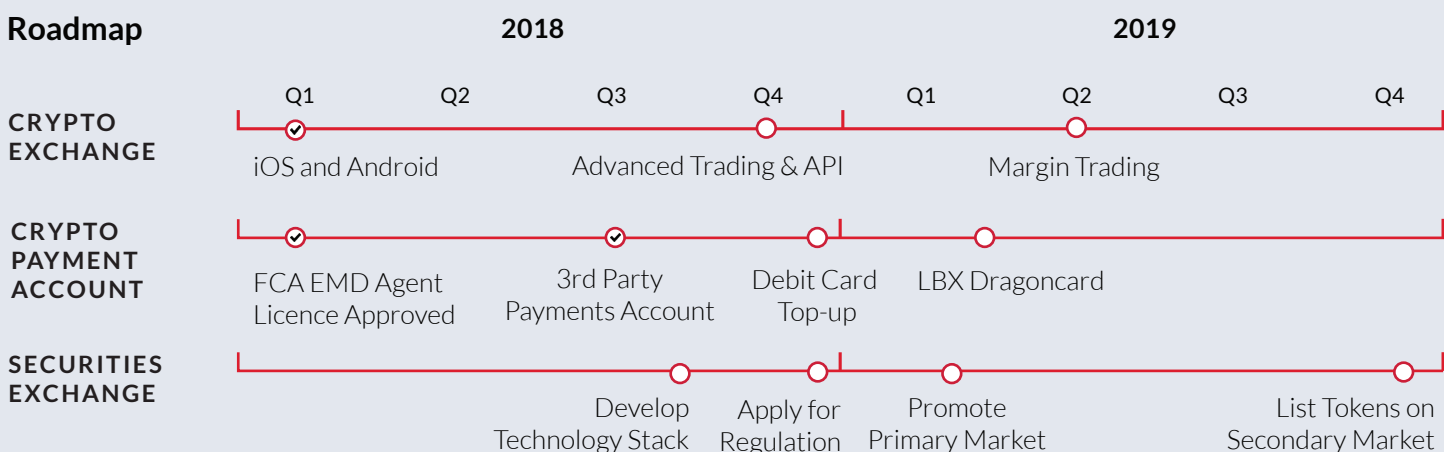
### Over-the-Counter (Nov 2017)

By leveraging one of the only onshore banking solutions available in the UK, our OTC desk services hundreds of family offices, ICOs, hedge funds and professional traders. The desk offers a variety of crypto and is paired with GBP, EUR and USD.

### Custody (Sep 2018)

We offer a regulated service for fiat and other financial instruments, together with a maximum security solution for digital assets as part of our custody service. This gives institutions peace of mind when storing funds with LBX Custody and LBX Digital Custody.

## Roadmap



LONDON  
BLOCK  
EXCHANGE

# CURIOSITY. CAPITALISED.

## Token Sale

LBX is launching a utility token, **LBXu**, that gives discounts to buyers when they stake or spend on the LBX platform.

The presale will run from September to November 2018, and tokens can be purchased using GBP, ETH and BTC. All tokens sold during the presale will be released for trading over 25 months in order to reduce oversupply. Any unsold tokens from the presale will be added to the public sale process.

The public sale is governed by an open and fair monthly "blind" auction to create a supply level that matches the growth of the business. During this phase, tokens can be purchased using ETH.

## LBXu Benefits

LBXu offers fee reductions in the following **retail** services:

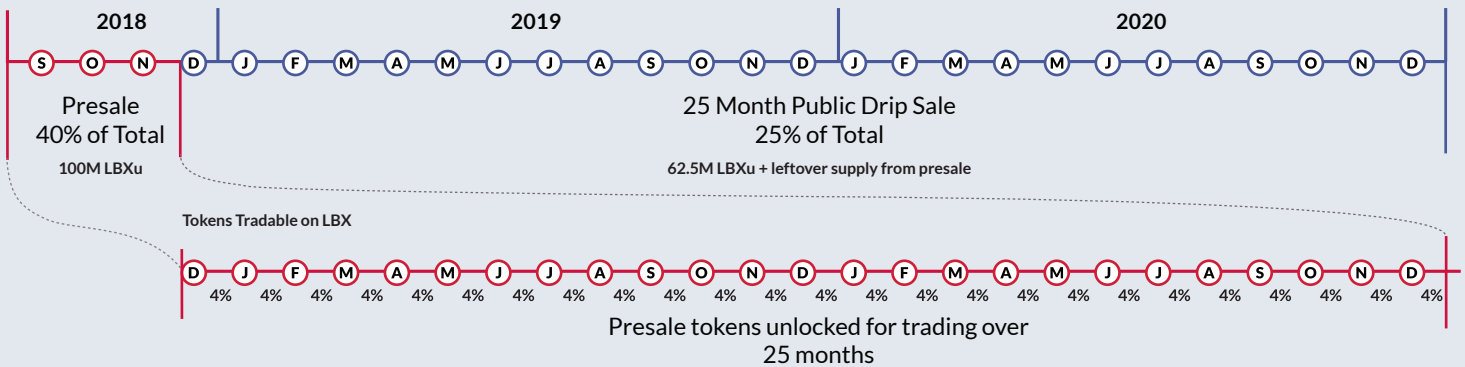
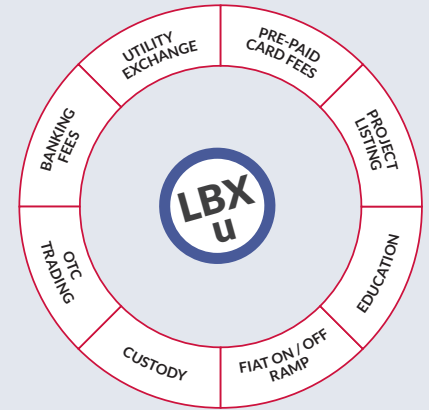
- Trading
- Banking
- LBX Dragoncard
- Educational content
- Events

For **SMEs / ICOs / corporate** clients, LBXu offers fee reductions for:

- OTC trading
- Custody
- Project listing
- Investment reports
- API access

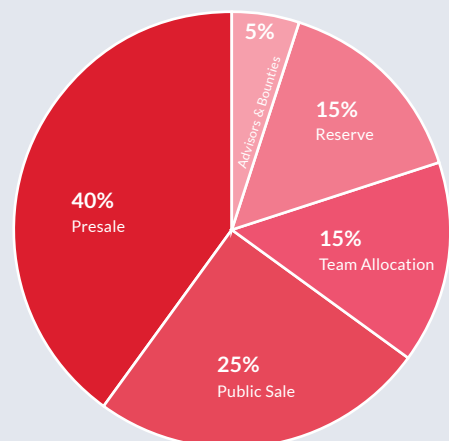
## LBXu Ecosystem

The LBXu ERC20 token can be used across our range of services, and will be tradable against GBP, ETH and BTC. We will list LBXu on our exchange from December and operate a buy back and burn policy.



## Token Details

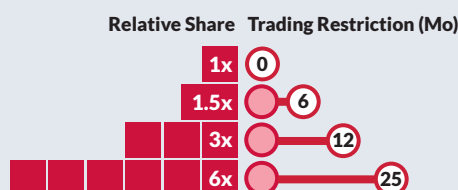
Total supply: 250M LBXu  
 Available for presale: 100M LBXu  
 Presale hard cap: 100,000 ETH  
 Presale price: 1 ETH = 1,000 LBXu  
 Bonus: Sep 18 30%    Oct 18 20%    Nov 18 10%



## Public Sale

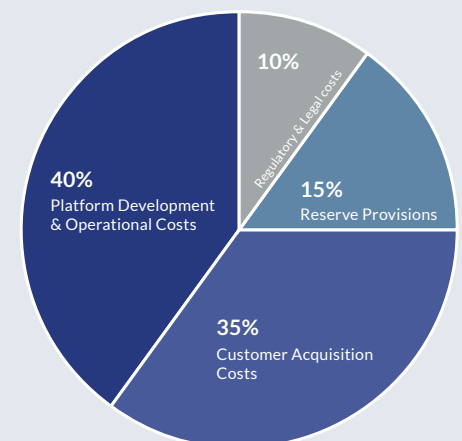
Each month, contributors are able to bid for that month's allocated LBXu. The bidders can use four strategies (several multipliers with different token lock-ups). Every month only the total amount of ETH contributed will be visible, creating a "blind" bidding process.

By controlling the release of tokens each month we aim to negate the effects of oversupply, while rewarding long term holders for staking.



## Use of Proceeds

Funds raised will be used to develop our apps, website, security exchange, regulatory requirements, and grow our customer base by expanding to new territories, from Europe to the Middle East and underserved regions in Asia.



Visit [www.lbx.com/token-sale](http://www.lbx.com/token-sale) to register for full documentation and to participate in the sale.