



LYNKKEY

Digitising Property, Smart Tourism, Timeshare, with Blockchain

Vietnam, Singapore, United Kingdom, World

WHITE PAPER

DECEMBER 2021



LYNKEY



TABLE OF CONTENTS	3
DISCLAIMER	5
INTRODUCTION TO LYNKEY	6
Vision	8
Mission	10
WHAT'S WRONG WITH THE PROPERTY MARKET?	11
Example Case: Property ownership in Vietnam by foreigners	14
LYNKEY ECOSYSTEM	15
LynKey Ecosystem Benefits	18
LynKey Initial Partners	19
Everland Group	
Crystal Holidays Investment & Tourism JSC	
Innovating the Tourism and Property Ecosystem	20
Smart Tourism - Dubai as an example	21
LYNK – TOKEN OVERVIEW	22
LYNK Use Cases	26
LynKey Marketplace	28
NFTS IN THE LYNKEY ECOSYSTEM	29
NFTs Brief Overview	30
LynKey NFTs - Starting with Timeshare & Leasing	34
Secondary Marketplace for these NFTs	35
Example: “LYNK” plus a “LynKey NFT” in Action	36
LynKey’s Blockchain Architecture	37
LYNK and The LynKey Community	39
The Advantages of LynKey Token	41
LYNK TOKENOMICS	43
Utility Token – LYNK	44
LYNK Price Appropriation	47
Token Allocation And Timescales	50
ICO Differentiation	53
Use of Funds	54
How will the LynKey team use funds raised by the initial offering of LYNK?	55
Medium-Term Strategy	56
LYNK LIQUIDITY MAP	58
LYNK MARKETING STRATEGY	61



TEAM	68
Board of Directors	69
Executive teams	70
Operation teams	71
APPENDICES	72
Everland Group - Detailed Overview	73
Property Market	75
Blockchain in Property Market	76
Manage complexity	78
Six way gamer changer	79
Timeshare project structure	86
Type of timeshare ownership	88
Competitions	93
NFT markets	98
Benefits of NFTs & Blockchain	102
Smartcities	105
Appendix	107
Further definition	109



This document describes various aspects of the LynKey project, the LynKey (LYNK) token sale, and the economics of both. This document contains forward-looking statements—subject to risks and uncertainties that could cause actual results to differ materially—with regards to LynKey’s blockchain smart tourism, property, timeshare.

Through this document, LynKey provides information relating to its business model, its LYNK (Utility) token, crowd sale approaches and opportunities to buy or sell a new crypto unit. You should not construe any such information or other content available through this document as legal, financial or tax advice. You alone bear the sole responsibility of evaluating the merits and risks associated with the use of any information on this document before making any decisions based on it.

All information in this document, including opinions, charts, finance, news, data, research and analysis are provided as specific general research, most of it from identified authors and sources, and does not constitute any solicited advice or other form of advice. Before deciding whether or not to take part in any crowd sale, please carefully consider your objectives, level of experience and risk appetite. Do your research and homework and do not put funds or financial resources that you cannot afford to lose. We urge you to seek appropriate advice, based on your circumstances.

This document is for informational purposes only and does not constitute an offer or solicitation to sell shares or securities in LynKey or any related or associated company. Any such offer or solicitation will be made only by means of a confidential offering memorandum and in accordance with the terms of all applicable laws of the country of incorporation of LynKey.

LynKey will do KYC/AML for any token participation done through an independent partner that will carry out full due diligence prior to tokens being released to participants. The token sale will be done through a broker partner with proper due diligence considered.

LynKey is not liable for any possible claim for damages arising from any decision you make based on the information made available to you through this document. By providing information through this document, LynKey is neither recommending the purchase or sale of financial instruments or assets issued by LynKey or any associated company nor are they endorsing services provided by any organisation.



LYNKEY

**INTRODUCTION
TO LYNKEY**



INTRODUCTION TO LYNKEY

LYNKEY

LynKey: derived from “Lynk” plus “Key”

Domain: LynKey.com

Token: LynK

Token Symbol: LYNK

LynKey is a blockchain-powered 4IR (Fourth Industrial Revolution) “all in one” ecosystem with a focus on tokenisation of the tourism and property industry. It is aimed at linking global audiences using property technology, smart tourism and blockchain. The platform allows optimised time sharing, prepaid lease or licence of property-based experiences (e.g. hotels, resorts, etc) within tourism, and offers a reward system for its loyal community and users of the ecosystem.

LynKey will also offer a cutting-edge marketplace where the tokens can be exchanged for countless varied tourism experiences within the ecosystem by the community, where tourism industry players and operators can efficiently offer their products and services.

The ecosystem will be focused on evolving the smart tourism industry and advancing it to the next level, with significant ambitions for its future.





The ability to travel has led to an incredible amount of socio-economic progress. With the inception of the Internet, businesses can connect with consumers all over the world, and globalization has made it so that companies can scale quicker than ever before. The fact that we can connect, travel and interact with each other through technology allows for an unprecedented amount of growth opportunities.

Business and leisure travelers can now fly to locations all over the world and finalize the details of their trip from a smartphone. It's safe to say that travel has come a long way from paper records and the cumbersome process of reservations and itinerary management using smartphones to do these tasks.

However, there are still obvious challenges of the tourism and travel industry that persist; yet, blockchain can address these. Global travelers, for example, often have to deal in local fiat currencies and lose money to high exchange fees. Moreover, these travelers often cannot personalize their experience, or even sell, modify or cancel their "trip" to a marketplace in case of an emergency without incurring high fees. Travel may be digital, but it certainly is far from seamless or perfect.

Similarly, there are challenges of sorts when it comes to international property buyers. Developers have to worry about property and land regulation, taxes, the local economy, liquidity, and more.

The LynKey ecosystem hopes to revolutionize both: the tourism and property industry, through our respected partners. We believe that the transparency and decentralized nature of blockchain offers a unique opportunity for the tourist, the business traveler, and the international property clients to have trust and low friction costs in the transactions.

We hope to create an entire ecosystem involving global properties, that will offer tourists more incentives, help streamline the international property use and purchasing process for developers, address timeshare flaws, and more. The ultimate goal is to also create an entire DeFi ecosystem where members can do more than just trade or transfer value with LynKey utility tokens. Hence, the LynKey operates in the realms of the following:



- 1 The blockchain is the key to property and tourism high-quality projects starts with offering access to over US\$ 8 billion in property and tourism resorts (through time-share, licensing, and leasing, see below);
- 2 LynKey is a blockchain certification and utility system that opens up to many frictionless solutions when users book holidays or tourism experiences;
- 3 Digitisation of timeshare, licensing and leasing - buy time-share in resorts, hotels, marinas, holidays, golf, events, experiences, related services, access to amenities and utilities offering a new advanced capability to increase customer satisfaction and save costs;
- 4 The link to a global premium digital assets ecosystem and community that offers exclusive experiences;
- 5 To link a community of people, blockchain developers, property, property builders, buyers, and sellers that are interested in the best property solutions, resorts, and premium tourism experiences.





LynKey aims at transforming smart tourism, property management, and timesharing.

The mission of LynKey is to:

1. Democratize property digitisation

leasing, licensing and timesharing, and the overall tourism experience,



2. Create a global community of LynKey

supporters and utility token holders that use the token for travelling and resort tourism experiences

3. Add additional tools and services to the ecosystem

4. Ultimately, create an entire DeFi ecosystem powered by real-world property and the Blockchain

We believe that the world of the future is one where the sharing economy is powered by emerging technologies like blockchain and IoT. This allows for enhanced transparency for tracing transactions, property records, and travel records. Blockchain has already disrupted finance and helped to democratize financial markets: LynKey wants to do the same by enhancing tourism experience and access to transactions in international property.

Cryptocurrency has forever changed the way we think about “currency” and related challenges. Blockchain and LynKey will do the same for property: remove intermediaries, help create “trust” in a decentralized network, and improve efficiency through smart contracts, and provide access to using property assets through the LynKey ecosystem.

We hope to work with partners and affiliates to expand our ecosystem including property developers, travel agencies, hotel and hospitality chains, tourism operators, timeshare owners, and others.

We intend to bridge the gap between the travel industry and blockchain, showcasing how blockchain can enable an entire property ecosystem that offers massive advantages over the traditional property, tourism, and time-sharing market.



LYNKEY

**WHAT'S WRONG WITH
THE PROPERTY
MARKET?**



- Property businesses, companies as well as cities need potential clients for property transactions. There are often many liquidity issues with respect to the global property market, which lead to price gouging and high costs in some markets.
- Converting property leasing, licence and timesharing paper contracts into an electronic format is still a challenge.
- Challenges with scaling point based systems and cost savings remain impediments to further growth in sector.
- Issues with customer satisfaction and retention can increase whenever a traditional process is replaced by a more efficient and streamlined process.
- Property businesses are primarily illiquid (difficult to trade or exit property) for most property buyers and long terms users owing to:
 - Intricate paper-trail for processing smart tourism management;
 - Fractional ownership of the property and property certification;
 - Complicated procedures for transfer of property shares and title;
 - The complex transition from regional to international markets, and traditional property to crypto ecosystems.



- There is dire need for the property industry to catch up with the advances in cryptocurrency, blockchain, and transitioning from centralised to decentralised finance systems.
- Buying property abroad in the traditional model entails a range of additional costs and procedures during the purchase itself and also in the future when renting out the facility. There is a tremendous amount of time, money, and effort required to make a substantial property purchase in another country.
- There are a number of challenges to consider. First, the individual has to jump through all sorts of legal and regulatory hurdles in order to purchase property in a foreign country. Next, there will need to be more resources allocated for due diligence, tax research, currency risk, and bad actors. This doesn't even begin to address the additional fees associated with various property brokers, platforms, or other intermediaries.
- A recent study by Dell surveyed 4,600 business leaders in 42 countries to determine the current state of digital transformation efforts. Only 5% of the businesses surveyed were categorised as 'Digital Leaders'. Timeshare firms (using traditional time ownership and more advanced points based time share) should be aware of the limitations and pitfalls in the digitisation process, and may want to address more than automating old processes.





EXAMPLE CASE: PROPERTY OWNERSHIP IN VIETNAM BY FOREIGNERS

Foreigners are allowed to buy project houses and condominiums, but there are some restrictions.

Caveats – For Residential Properties

1

Foreigners leasing out their houses must notify the competent state agencies and must pay taxes in accordance with the prevailing laws;



2

Foreign organizations can only use the houses for their own staffs' residential purpose and must not use their houses for other purposes (such as office, leasing out, etc...);



3

Applicable for maximum 30% of the total condominiums in a single condominium building (or other cap provided by the Prime Minister in areas having a large number of condominium buildings);



4

Maximum 250 villas, townhouses in an area having the population equivalent to an admin level of a ward.



The rule of 30% cap for Condos, and 10% cap for Villas/Townhouses

Please refer to the Annex for further details.



LYNKEY

**LYNKEY
ECOSYSTEM**



LynKey's mission statement focuses on democratising and digitising smart tourism, solving the problems inherent in the property market and the tourism industry along the way. LynKey aims to achieve this through developing its cutting-edge blockchain-powered ecosystem combined with the use of latest in proptech that allows global audiences easy and simple access to tourism experiences alongside being rewarded for their participation.

In addition, it offers other operators and property developers the ability to offer their products and services, including property to these audiences through the same LynKey ecosystem.

By including the use of NFTs offering unique non-fungible tourism experiences, prepaid lease, timeshare and licenses and a smart tourism marketplace.





LynKey aims to combine the world of digital assets with the world of hotels, resorts and holidays, initially leveraging well-established models in the current tourism and property industry e.g. timeshare and leasing models. This ensures the LynKey ecosystem is not offering tokenised property ownerships. We believe that the future of property involves tokenisation, since it helps lower barriers to entry and helps to democratize and streamline the property transaction process. We believe in leveraging emerging technology to provide a more meaningful experience, whether it's in the tourism sector or the property sector.

Moreover, our project is designed with DeFi protocol users in mind. It means that our community and supporters are building our platform hand in hand with us and are involved in its management and benefit from its operations.

We believe that this is an incredible opportunity to take advantage of the global tourism industry, while also offering unique blockchain advantages to world tourists, business travelers, along with property developers and tourism operators.



LYNKEY ECOSYSTEM BENEFITS



- A blockchain tech global digital platform to connect audiences, communities with best property and tourism experiences;
- A digital community that links smart property, cities, and tourism ecosystems and opens the key to "All in one smart tourism and property tech";
- An exclusive ecosystem to link people, families and communities to a premium ecosystem offering top holidays, resorts and property;
- A data-driven set of technology solutions that can be used to connect smart tourism, property organisations, and businesses in the world;
- Digitisation of timeshare, licencing and leasing - get time-sharing in resorts, hotels, marinas, holidays, events, experiences, related services and utilities offering the new advanced capability to increase customer satisfaction and save costs;
- The first large scale utility token with access to over US \$2 billion of top end resort property with a further US \$6 billion to be constructed. Safety And Security for the use of funds for time sharing in a cutting edge smart tourism platform.
- Risk Diversification with Higher Liquidity;
- The entire ecosystem and the Tokens are part of a strong network of partners backed by Real Assets.



Crystal Holidays Harbour Van Don



Crystal Holidays Marina Phu Yen



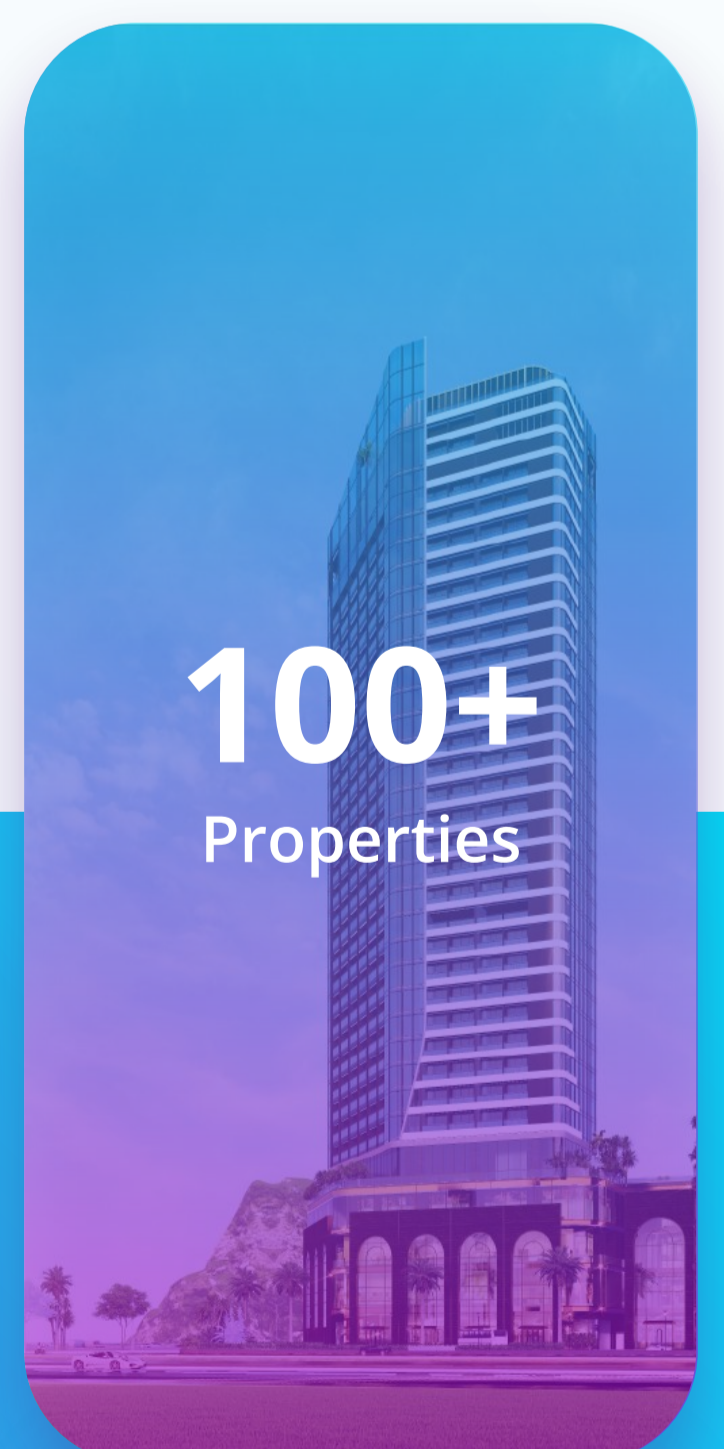
Crystal Holidays Heritage Ly Son



Xuan Dai Bay



Van Don Heritage Road Smart City



100+ Properties

\$8+ Billion

\$worth value of our existing premium property and tourism assets and projects. More soon will be added when we expand beyond Vietnam to Singapore, Australia, and other countries.



LynKey its first global Property and Smart Tourism partners:
Everland and **Crystal Holidays**



Everland Group

LynKey is working with Everland Group (an overview is provided below) as one of its first partners, a publicly listed organisation in Vietnam that is strengthened by \$8B+ of high-quality development projects, luxury resorts, and travel services. This group is operating an all-in-one ecosystem of the world's best tourism services. The group also works with Crystal Holidays and has global associations and partnerships with the world's best hoteliers, like Wyndham (USA) and Centara (Thailand).



Crystal Holidays

Crystal Holidays is one of the leading corporations in building sustainable tourism, with an ecosystem of over 1,000 hotels and resorts in Vietnam and 100,000 hotels around the world. Crystal Holidays targets bringing the highest value travel experience to its visitors, through offering integrated modern options for travel services (All-in-One), including visas, flight tickets, comfortable and safe transportation, unique accommodation, delicious restaurants and world-class entertainment.

LynKey has secured contractual relationships with Crystal Holidays.



INNOVATING THE TOURISM AND PROPERTY ECOSYSTEM

LynKey has access to various development and property projects of the group by initially bringing \$200 million of assets to the project and a road map of up to \$8 billion. Everland Group also has Crystal Holidays which currently sells holidays to its existing properties, resorts, and 1,000 partners' resorts world-wide.

LynKey ultimately hopes to bring additional tourist properties to the ecosystem so it can grow simultaneously with LynKey's community.

LynKey will also offer invaluable services to facilitate cities to steer towards smart-city governance to make smart tourism destinations with smart amenities, thriving economy, ancillary services and good public transport solving issues of mobility. A step-wise starting point to attain a smart city goal is shown below.

- The blockchain is key to property and tourism high-quality projects, tokenising over US \$2 billion in property and tourism facilities to start;
- LynKey is a blockchain certification and utility system **Lynk + Key** that opens solutions when you book, buy the property rights to use, get time-sharing in resorts, hotels, marinas, holidays, and related services and utilities;
- Digitisation timeshare - offering the new advanced capability to increase customer satisfaction, retention, life time value and save costs;
- The link to a global premium digital assets ecosystem and community that offers exclusive experiences.

To link globally a community of people, blockchain developers, property and property builders, buyers and sellers that are interested in the best property solutions, resorts, and premium tourism experiences.

The community would then help power the LynKey community, which would increase awareness of the token, the project, and help to realise its value. As the ecosystem grows we can include the more exclusive properties and experiences.



SMART TOURISM - DUBAI AS AN EXAMPLE

Tourism helps cities and countries to grow as it attracts more revenue to destinations. The tourism industry has experienced a rise with ease of travel and online purchases of tickets and bookings. There have been several cities that attracted more travelers than others with the introduction of information technology techniques into their public transport, booking and other tourism sub sectors. These cities are largely smart cities.

Dubai emerged as one of the largest tourist attractions which grew its tourism industry by more than 1500% in the last two decades. It brought Dubai more foreign, versatile experience, headquarters of multinational corporations and several other benefits. One distinctive point of Dubai was to be open to world citizens and facilitate them, with transactions, conducting businesses and its tourism industry including hotels and airlines system. Visiting Dubai had become the 'Dubai experience', and everyone wanted to visit owing to ease of transaction: be it airline, booking or food.

LynKey utility token is aimed to be a one-stop-solution for all tourism related transactions for the tourism industry, in a similar vein. It allows the enhanced experience of staying in various cities and averts hassles of currency exchanges, saves from hefty banking charges, and prevents bad customer experience. Furthermore, LynKey utility token is secured on blockchain, ensuring protection alongside convenience. And these can be seamlessly redeemed once you are at your destination.



The innovative solutions proposed by LynKey provide the harmonic combination of classic methods of property transactions with the possibilities of the most progressive and modern achievements of the digital economy enabled by our smart contract blockchain platform and marketplace.



LYNKKEY

**LYNK – TOKEN
OVERVIEW**



LynKey’s utility token, LynK, is aimed to create an unparalleled tourism experience for travelers and tourists. One of the reasons why we believe the LynK token is so revolutionary is because it offers so much real-world value, whether you are interested in a resort holiday, upgrading a business trip, purchasing a timeshare, buying a resort experience or securing some ownership, lease or licence in luxury property.

- 1 **LynK: Utility Token**
Property-reward system for utilising the tokens for various travel experiences within the partner ecosystem
- 2 **NFT: Tourism & Timeshare**
Right to use and license tourism travel NFTs experiences for a number of days for a period of time which will/ could be repeated yearly
- 3 **NFT: Property Lease**
Right to use NFT property to lease an entire property, asset or luxury products that belongs to LynKey ecosystem for the whole project duration
- 4 **Marketplace + Exchange + DeFi**
Buying, selling, renting, exchanging, and lending features for token and NFTs of premium holiday properties



The property industry is forever intertwined with the smart tourism industry, and LYNK tokens allow for a more frictionless experience. As the ecosystem grows in value, you can exchange them for goods/services, including hotel or resort stays through timeshare experiences or accommodation through licence timeshare or leasing.

The LynKey platform offers a “smarter” experience, whether you’re a property developer in the tourism industry hoping to profit from a foreign market or a world traveler interested in utilising the power of blockchain to make your tourism experiences much richer, more unique and more enjoyable, reducing the hassle in the process, efficiently on the marketplace, or you find yourself interested in fractional ownership because you believe in it.



A UTILITY TOKEN

The native cryptographically-secured fungible protocol token of the LynKey platform (ticker symbol **LynK**) is a transferable representation of attributed utility functions specified in the protocol/code of the LynKey platform, and which is designed to be used solely as an interoperable utility token thereon.

LynK is intended to be a utility token, and not a security token. While security tokens usually act as a trust-resource for securitisation of property, LynK on other hand is a utility token that offers access to products and services to its tourist audiences within the LynKey ecosystem.

LynK will be listed on various DEX and CEX to ensure the community can easily get access to the LynKey ecosystem. Furthermore, as described below, LynKey reward system would be another way to earn LynK.

LynK is a functional multi-utility token with a limited release of 1 billion token which will be used as the medium of exchange between participants on the LynKey platform in a decentralised manner. The goal of introducing LynK is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on the LynKey platform without any intermediaries such as centralised third party entity/institution/credit. It is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that are not exclusively provided by the issuer. LynK does not in any way represent any shareholding, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, enterprise or undertaking, nor will LynK entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. LynK may only be utilised on the LynKey platform, and ownership of LynK carries no rights, express or implied, other than the right to use LynK as a means to enable usage of and interaction within the LynKey platform.

Further, LynK provides the economic incentives which will be distributed to encourage users to exert efforts towards contribution and participation in the ecosystem on the LynKey platform, thereby creating a mutually beneficial system where every participant is fairly compensated for its efforts. LynK is an integral and indispensable part of the LynKey platform, because without LynK, there would be no incentive for users to expend resources to participate in activities or provide services for the benefit of the entire ecosystem on the LynKey platform. Given that additional LynK will be awarded to a user based only on its actual usage, activity and efforts made on the LynKey platform and/or proportionate to the frequency and volume of transactions, users of the LynKey platform and/or holders of LYNK which did not actively participate will not receive any LynK incentives.



Benefits to Token Holders



First-access opportunity to buy and license experiences in premium holiday properties



Low gas fee rate: 90% token-based ecosystem gas fee will be given back to token holders



Excellent rates for staking and yield farming



Excellent **margin licensing** rates



Tempting **NFT assets** in variety forms



Luxury services within LynKey's and partner's tourism ecosystem



LYNK USE CASES

LynK, a fungible utility token, can be used to buy any tourism product or service within the LynKey ecosystem, with some examples including:



Travel costs

tickets, inter-city travel, visa processing, access to exclusive lounges.



Resort tours, services, and entertainment

City-guide services, spa treatments, cruises, desert safaris, scuba diving etc.



Accommodations, hotel and resort stays

A stay of one week in a particular hotel, hotel upgrades



Food & beverage

Pay for meals and drinks with the convenience of using LynK directly.



Reward system

Similar to points-based rewards, the community participating within the ecosystem will be rewarded for their loyalty by earning additional LYNKs. The LYNK's would also enable the users to get preferential treatment or discounts to products and services in the ecosystem. In addition to a points based system, the community validating the blockchain ecosystem will also earn rewards.



Unique tourism products & services

NFTs of these tourism experiences can be traded (sold, bought, exchanged) on a secondary market. Initial example at launch includes NFTs for time sharing experiences (refer to the NFT section below for details).



LYNK REAL LIFE EXAMPLE

A couple is traveling from the United States to Seychelles Islands in the East with lesser developed financial institutions and intermediaries. The couple is unaware of the local currency availability and are concerned about their experiences, particularly about the payments.

Previous experience suggests that there are huge currency exchange fees (Fees + Spreads between buying and selling a currency) with higher spread on airports, stations and hotels. The couple gets to know about LynKey tokens, and they opt for it. Why?



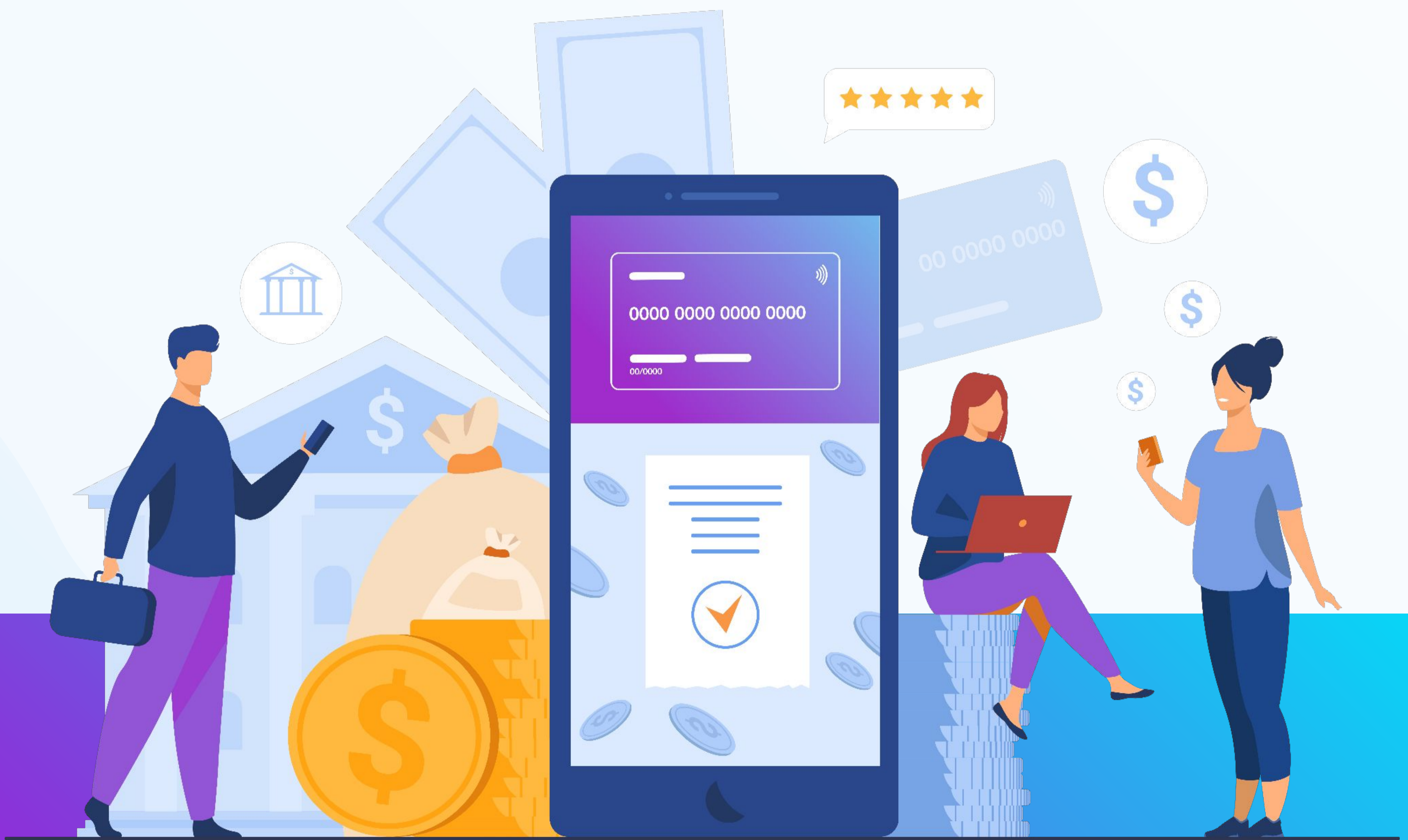
- 1 The couple doesn't need to get through a hassled process of currency exchange,
- 2 They can use these tokens for all products and services to be availed in tourist places,
- 3 The larger the LynKey network, the more inclusive the services/products are.



LYNKEY MARKETPLACE

LynKey will offer a marketplace that will enable the tourism operators and developers to create experiences. Where these experiences are fungible, the community will be able to use LynKs to access these experiences within the ecosystem. Where the experiences are unique, the community will be able to buy **NFTs of these experiences** (as described in the next section of this Whitepaper). The marketplace will offer these smart tourism with ease, simplicity, efficiency and at a preferential rate to the community because of the use of blockchain systems and no intermediaries in the chain. Not only that, the community will be able to earn rewards through the LynK token by being a supporter of the LynKey ecosystem helping it scale and its adoption.

In this marketplace, the LynKey NFTs will also be traded (see below for details).





LYNKEY

**NFTS IN THE LYNKEY
ECOSYSTEM**



NFT'S BRIEF OVERVIEW

NFTs are 'non-fungible tokens' which are one of their respective kinds, stored on public ledgers called blockchain.

There were millions of seconds in 1969, but the second attributed to the first moon landing on July 20th, 1969 can not be replicated; hence non-fungible. That moment can be used as a peculiar moment turned into an NFT.

Likewise, a honeymoon dinner, with live music and personal chef on the beach is also an unique experience that can be a NFT



These non-fungible tokens must have unique types and characteristics that make them distinguishable. Each NFT is a one of a kind product that can be artwork, film, meme, or rare collectible material which can be copied multiple times, but experience attached to it is irreplaceable. This makes NFT a unique proposition to people who want to trade experiences; just like people want to own a rare painting or auctioned historical jewel, or a baseball bat used by a specific player in a specific game.



LYNKEY NFTS - STARTING WITH TIMESHARE & LEASING

LynKey NFTs will be developed to provide **one of a kind experience** that can be linked to various unique elements - this can include a particular property e.g:

- A luxury sea-view villa with particular features or furnishings, or
- A penthouse with pink walls and a butler on the top floor, or
- A blue yacht offering a particular luxury experience and of particular value,

Any **unique tourism experience** as a result can be converted into an NFT



In addition, these NFTs will include **timestamps** for each of the unique experiences e.g. dates of the year (so 365 NFTs for a particular experience over 2022).

This will enable our tourism operator stakeholders to create time-based unique experiences and digitise it through LynKey's NFT to represent a license to that unique dated experience. This borrows from the existing timeshare model within the tourism industry (more details in the Appendix) but offers far more flexibility and freedom. The original buyer of the NFT can easily sell this unique experience or set of experiences to another willing buyer on a secondary market without the particular hotel or resort getting directly involved (more on this below).



EXAMPLE USE CASE

A person is proposed to spend the summer holidays in June of 2023 in the Bahamas in a particular room of a resort that's part of the LynKey ecosystem with a balcony and access to a personal beach. This experience of spending summer holidays in this particular room of this particular resort in the June of 2023 can not be experienced in 2022 or 2024 or if any other variable of that experience is changed. The unique value of spending summer holidays in the Bahamas with these unique elements enables it to be converted to an NFT. As a result, LynKey community can buy countless NFTs offered by hotels, resorts, private tourist accommodations, and other participating tourist operators on the platform.

Furthermore the NFTs can be for **leasing** of properties as well, which is the same as outlined above, except the period of the experience and the underlying property size are both expected to be of larger magnitude. E.g. leasing or renting a property for 2 years or an entire hotel or a building for 10 years. Again, NFTs can easily represent that.

Differential features example for the NFTs

Resort	A	B	Premium
Positioning			
Location	Unit	Condo	Villa
Floor level	Low	Mid	High
Size (Bed)	1	2	3
View	Land	Partial	Sea
Time			
Seasonal	Low	Medium	High
Or Festivals	A	B	Premium
Popularity	Low	Medium	High
Services	Basic	F&B Inc	F&B + Spa

NFT Experience = B, Unit, high Floor, 2 bedroom, partial sea view, low season, low popular resort with food and beverage all included



BENEFITS OF LYNKEY NFTS

Tourism operators:

- To raise funding against this promise of offering the unique experience upfront;

The NFT purchaser:

- To access to these unique experience pre-purchased in time at a known price;
- To sell this NFT to another willing buyer in the future if he does not need it, depending on the secondary market demand at the time without any intermediary;
- Can receive a substantial discount if they use LynK to buy the NFTs within the LynKey ecosystem to reward them for being an active part of the community.

The NFT value changes based on the demand and supply of the NFT by the value the buyers and sellers put on the experience it offers and its uniqueness along with availability and desirability. NFT's have an intrinsic value based on the matrix value of features and benefits.

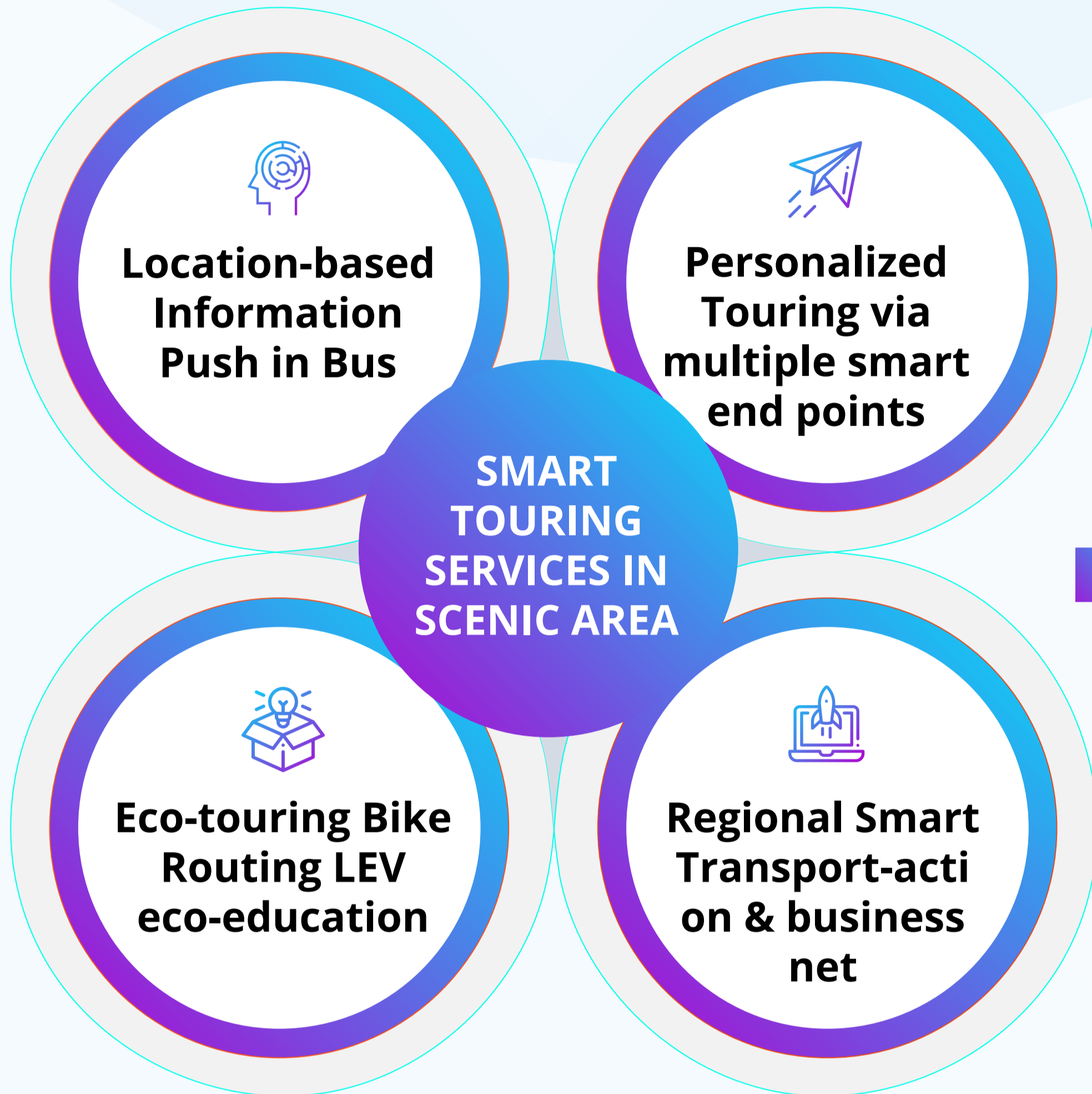
Furthermore, given the restrictions on foreigners owning direct property in certain countries, NFTs based timeshare model can offer the best solution, allowing LynKey tourism operators and communities to get access to such countries' tourism industry without running into legal or regulatory hurdles.





TOURISTS

LOCAL INTEGRATED SERVICE PROVIDERS



ECO-SYSTEM

- TWSC/ETC**
 2,500K cards issued
 Tourist Shuttle
 Location-based Info, pust
 TWSC/ETC
- Tourist Center**
 Kiosk
 3D Display
 Mobile Virtual Tour-Guide
- One card for all Transportation**
 Sailing
 Ropeway
 Bus
 Electric Scooter Rental
 Giant Bike Rental
 One Card for all transportation
- Regional Smart Business networking**
 Scenic Spot
 Restaurant
 Hotel
 Smart Stores End-point Shops
 5 Towers around Sunmoom Lake





SECONDARY MARKETPLACE FOR THESE NFTS

There is already a secondary market for these NFTs, since many travelers are trying to secure these villas during the busy season. A couple or a family or individual might decide on selling the NFT at a discount in order to justify purchasing the more expensive NFT, offering the stay at the villa with more amenities. In short, the NFT allows the tourist to personalize and upgrade their smart tourism experience.

A seasoned business traveler, for example, can collect NFTs throughout the years of various unique experiences all over the world. Let's say that he wanted to switch NFT timeshares with a colleague who is another business traveler. Instead of dealing with all sorts of intermediaries and paperwork, the two travelers can exchange NFTs to make the entire process much more seamless and convenient.





EXAMPLE: "LYNK" PLUS A "LYNKEY NFT" IN ACTION

Imagine a young couple on their honeymoon, excited to embark on a new life together. Their honeymoon falls during the Christmas holidays, which is already an extremely busy time for global tourism. However, they have made plans at a gorgeous new villa and have purchased an NFT to claim their stay at this villa through the LynKey ecosystem, paying for this NFT via LYNK's to secure a substantial discount on the experience.

The NFT does not actually offer them any ownership rights to the property, but it confirms that they have reserved the villa for a specific period of time. As they mingle around the property and make friends, they discover that there is a more exclusive villa currently available. The villa is larger, has a much better view of the ocean, and also boasts an incredible infinity pool. Since this is a once-in-a-lifetime opportunity, they begin thinking about whether they should upgrade their current trip.

With smart tourism, there's no need to deal with frustrating intermediaries that can affect the course of your stay. Instead of heading down to the front desk, the couple decides that they will sell their NFT - offering access to THEIR villa experience - and instead purchase an NFT that gives them access to the upgraded villa experience. The NFT is not a security, but simply offers access to the villa experience (for a limited period of time).

In addition, during their stay at the villa, they have LYNKs through which they pay for a luxury cruise, book a couple's spa day, pay for their meals and hotel pickup to and from the airport, and anything else that you can think of that would require one paying on a holiday. All directly with LYNK! No intermediaries, no f/x conversions and exchange rates, just seamless access to best in class tourism experiences. That's what LynKey stands for.



Problems

- Property's lack of digital footprint
- Property lack of process driven focus
- Tourism lack of digital efficiency
- Property and Tourism intermediaries issues and lack of transparency around reward ecosystems

Solutions

- Blockchain based asset back ledgers, Public-Network, Secure
- Digitised and Automated processes of Timeshare Ownership, lease, licence Utility
- Digital Efficiency
- No Financial Intermediary, No Charge, No complicated inter-bank international transfers



LYNKEY'S BLOCKCHAIN ARCHITECTURE

1. Multi-Tenant Architecture

Multitenancy is a network architecture in which a single instance of a software application serves multiple customers. This customer, tenant, is accompanied by multiple customers, tenants, which are served separately through software. While each tenant may have the ability to change/customise interface, the core code of the application remains the same.

This multi-tenant architecture supports the LynKey ecosystem to serve millions of clients at once, with enhanced utility of LynK.

2. Analytics Layer

This layer acts as the blockchain data structure and physical storage. The ledger is built using a linked list or Merkel trees, of blocks, which are encrypted using asymmetric encryption.

3. Integrated Content Library

Common elements that extend the core application feature set, improve into sharing and speed up go to market time for blockchain based assets.

In the case of LynK, the content library of services, products, utilities are readily integrated into the library; hence giving a seamless experience for token holders.

4. Flexible Services Enable Integration Model

Traditionally, the integration of hard-drive storage, computer operations, transactions, and processing required high performance computing for complex functions.

In blockchain architecture, featured in LynKey, dealing with blockchain architecture, it enables a seamless integration of cloud application data and functionality via a flexible web services enabled integration model. This means, LynKey essentially provides a high-performance computing system across devices from web-browsers to applications installed in mobile devices.

5. Granular Permissions Model

Granular permissions are used to grant system privileges, allowing you to construct site-specific roles with privileges to match your requirements, and restrict system administrators and database owners from accessing user data.^[1] Based on the levels and kinds of permission required and granted; there have been more ways developed to explain granular permissions matrix such as

- A. A model can probe into Role based vs. Attribute based granular permissions,
- B. While the access model focuses on 6Ws, including Who, How, What, Where, When, Why, to understand permissions granted.

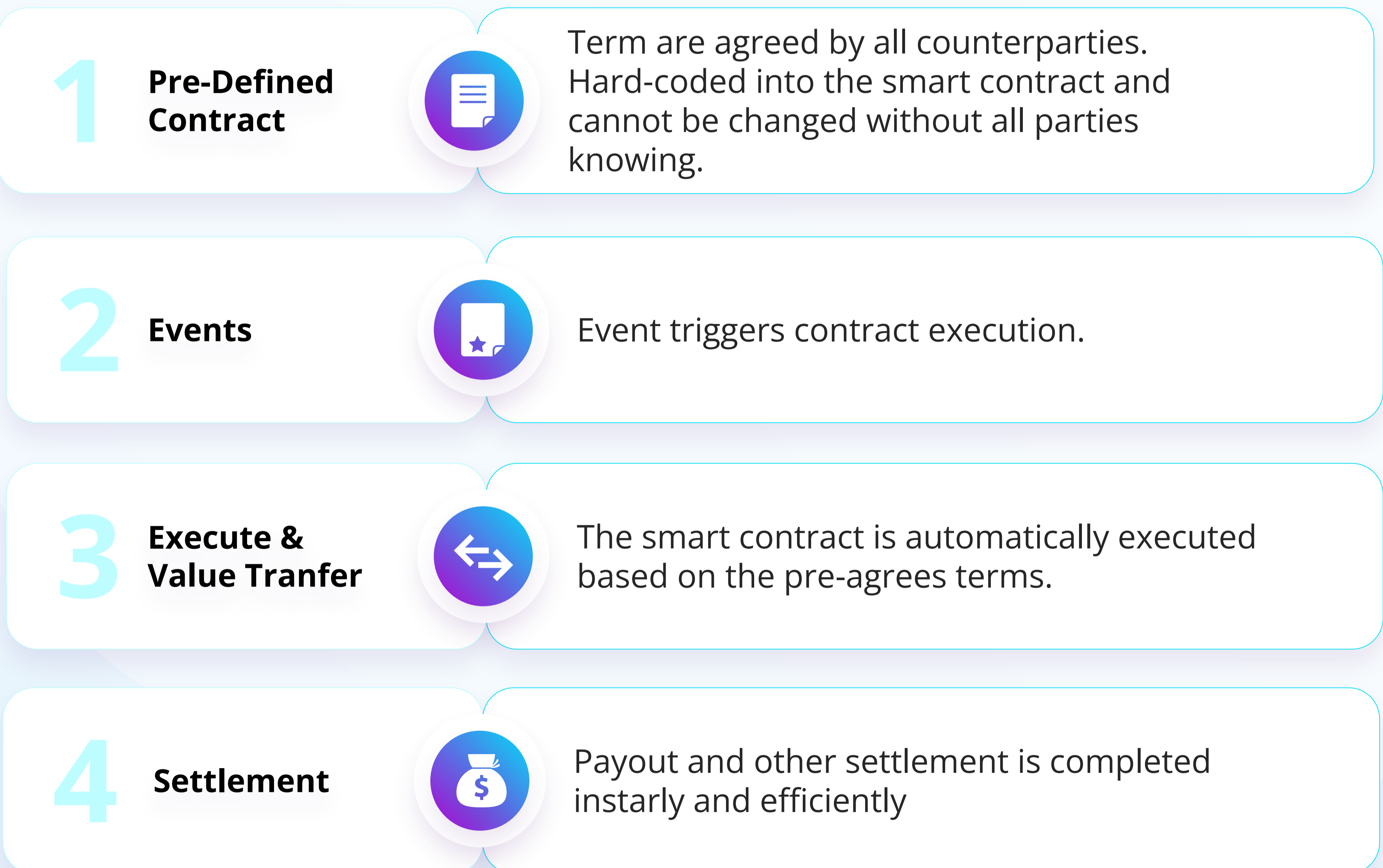


6. Customizable/Programmable User Interface

The LynKey ecosystem provides a customisable experience for each user, while maintaining the essential code-support for each programme. It supports the creation of high flexible user interfaces without the need to write complex code on various platform UIs

7. Robust Workflow Capabilities The LynK provides a seamless and robust workflow through its blockchain architecture. The system allows the smart contract to implement translation into the value-addition. The LynK utility token is a promissory contract as suggested in the following figure as a predefined contract. The intrinsic value of LynK is its contract and value-addition it yields in the tourism industry. Once the customer intends to use it for attaining any NFT, then the transaction takes place. The 'event' starts the implementation process and transfers value to NFT owners while receiving the NFT; as registered on blockchain ledger.

In the larger blockchain architecture, these transactions are happening all the time with robust workflow and automation.



8. Unlimited Database Customisations

LynKey blockchain further provides limitless database customisations and ability to easily modify existing data models via a point and click declarative environment.

[1] [Infocenter](#)

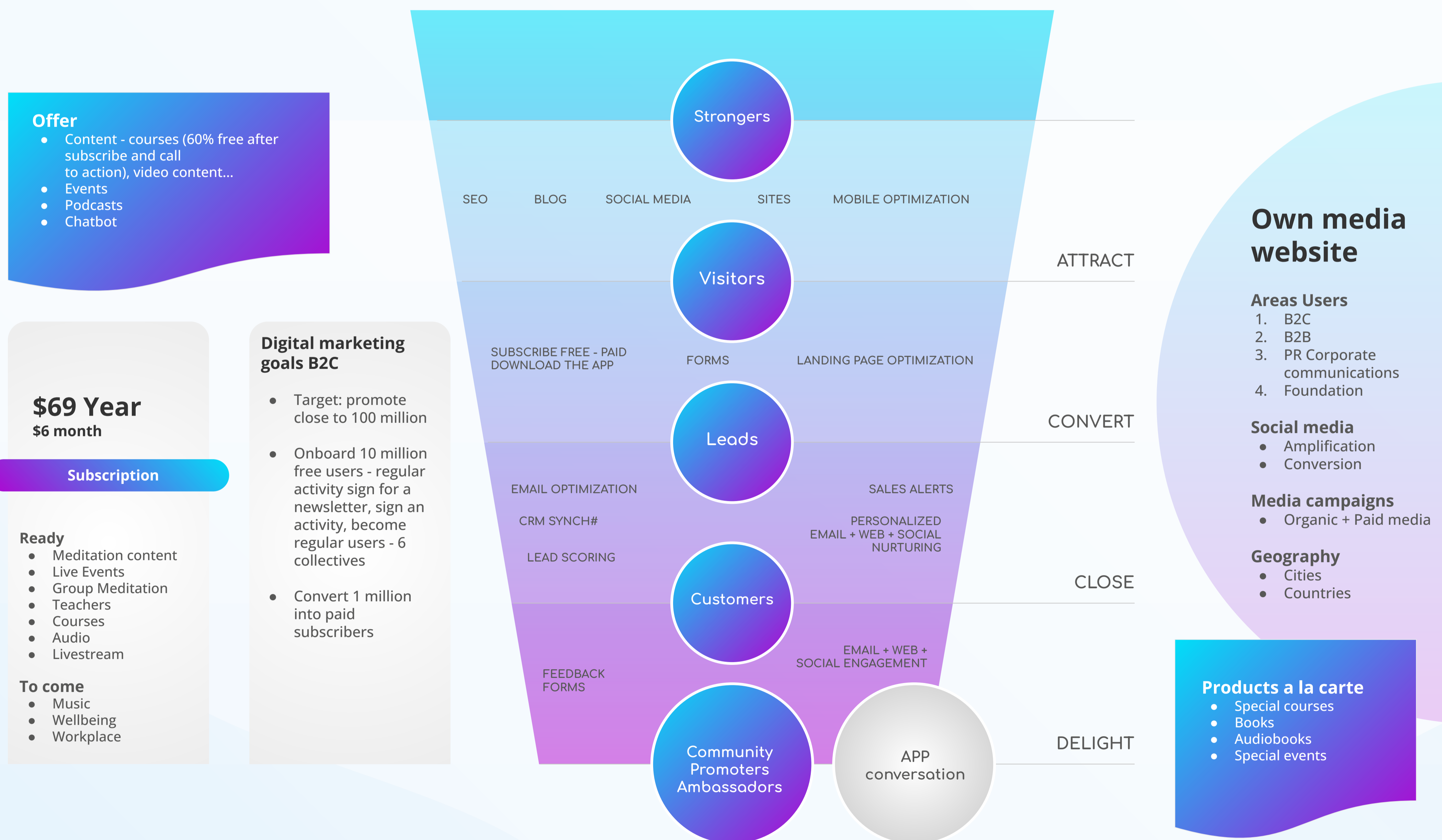


LYNK AND THE LYNKEY COMMUNITY

We recognize that there are many aspects to consider when it comes to creating a true community of like-minded enthusiasts. How will you get the word out about the token, and which community members will step up and become “ambassadors” regarding the token and explain its advantages to those who may not understand the vision?

The power of community has time and time again, and more so recently within the crypto space. DOGE coin, which was a cryptocurrency that started as a joke, managed to reach a market cap of US [\\$50 billion](#) simply because the community was galvanized and began exercising their buying power.

Digital website and app desired funnel



Of course, the LynKey ecosystem hopes to disrupt smart tourism and property, and we remain focused on ensuring that LynKey tokens represent real-world utility. We plan on utilizing personalized marketing strategies to increase visibility and exposure after launch - including email nurturing/optimization, social media engagement, sales alerts, and more.

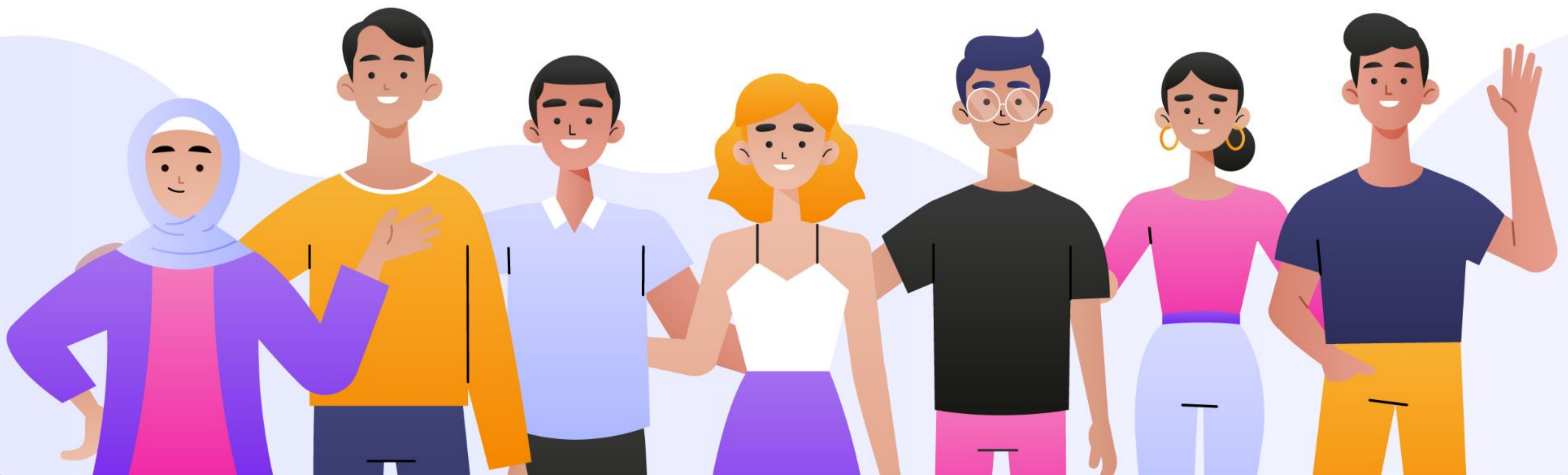


As the ecosystem grows, we hope to begin onboarding more influential and credible ambassadors within the cryptocurrency sector to help increase the visibility of the project. The goal is to consistently turn token holders into ambassadors so that the LynKey project can reach as many potential partners, and ambassadors as possible.

We plan on taking a relatively straightforward marketing approach when it comes to helping people learn about our token: leveraging technology to help them stay engaged within the community. As we turn new leads into token holders, we also know that token holders will have to step up to become LynKey advocates, as well. We are confident that we will eventually be able to build a global community of vibrant tourists, travelers, and ambassadors.

Since LynKey tokens have real-world utility with respect to both tourism and property, we expect that our project will attract a robust community of like-minded individuals who love to travel, license time sharing NFTs, and embrace innovation.

We remain confident that these innovators can help with initial LynKey adoption, and our marketing initiatives can then help strengthen our branding, messaging, and positioning within the crypto travel sector.





THE ADVANTAGES OF LYNKEY TOKEN

REAL UTILITY

Many potential token holders are skeptical of cryptocurrency, due to the fact that there are often no real utility involved. LynKey token on the other hand would have various utility within the ecosystem.



MORE TRANSPARENCY

The blockchain is immutable and transparent, which means that your travel records are much safer within the LynKey ecosystem. There are also no hidden fees within the LynKey ecosystem, because we benefit from providing the safest and most personalized travel experiences possible.

This transparency also transfers to the property aspect of the LynKey ecosystem, since property records can live on the blockchain. Instead of having to deal with massive amounts of paperwork, property can be tokenised and exchanged in a simple transaction. Smart contracts can also be created that conform to specific legal and regulatory frameworks, as well.

COMPANY'S OBLIGATION OF PURCHASE

A key parameters for customers is that providers of services/products on the platform marketplace have the obligation to the company partner to repurchase their products or NFTs. Therefore, the initial holders of NFTs will be able to exercise the right to leave the project and sell the NFTs back to the marketplace at any time, subject to terms and conditions.





LYNKKEY

**LYNK
TOKENOMICS**



LynKey is a disruptive player in the tourism industry with its manifold technological introduction through its ecosystem. It covers the wholesome experience of travel/visa arrangement to booking of rooms, services, facilities and creation of NFTs for experiences and promissory nodes.

This chapter deals with the LynKey Tokenomics, and how this introduction is rightly disrupting the travel/tourism industry, which was traditionally seen as cumbersome, requiring months to years long planning. Through its token offering, LynKey is essentially providing four-tiered services which complement each other:





UTILITY TOKEN – LYNK

Utility tokens are blockchain based assets that people have to use in future for something. However, the utility token LynK goes the extra mile to provide high liquidity in its LynKey ecosystem and is a unit of exchange for services in the wider tourism industry. Following chapter will highlight the use cases, however, this section outlines the salient features of LynK as part of the block-chain system.

Utility token is the unit currency of LynKey ecosystem.

a. Limited Supply

The supply of LynK, the utility token, is capped at 1 billion that defines the supply cap of this token. This limited supply is usable in the tourism industry making it the perfect token for creating and trading of NFTs (which are backed by assets).

b. High Liquidity and Readily available Exchange Value

The LynKey ecosystem is able to access more than \$8 billion of property and is supported by already established tourism partners including Everland Group and an increasing number of partners and collaborators. The readiness to use LynK as utility token speaks of its high liquidity and increasing exchange value.

c. Demand Induced Price

The equilibrium value of tokens is determined by aggregating heterogeneous users' transactional demand rather than discounting cash flows as in standard valuation models.^[2]

In contrast to financial assets whose values depend on cash flows, tokens derive value by enabling users to conduct economic transactions on the digital platform.

Largely, the token value or price can be suggested using three models including 1) Currency Model, 2) Point Model, or 3) Stoke Model.

[2] [Tokenomics: Dynamic Adoption and Valuation](#)

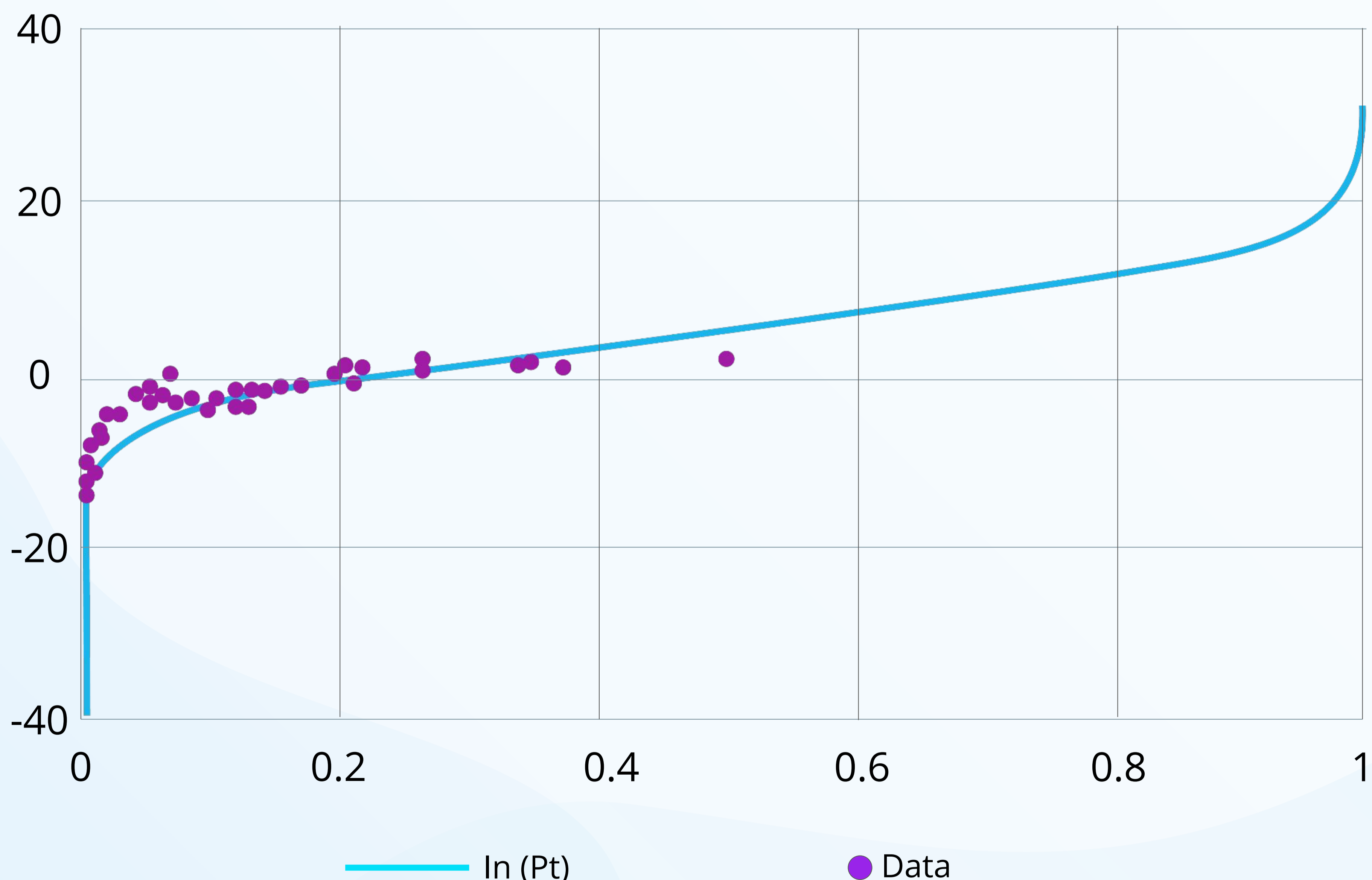


d. Price Appropriation-Point Model:

Point system is a method taken by the sellers to stimulate consumers' repeated purchase or actions that the sellers want. In the blockchain world, tokens belonging to this model carry more functions, such as the stimulation of the growth of the network, adjusting the balance of supply and demand, as well as many other specific applications.

Over adoption stages, which contain high probability because of the backing of LynKey and collaborators, the token price consolidates to which LynKey shall look to divide in dividends and appreciation of value.

Log Token Price In (Pt)

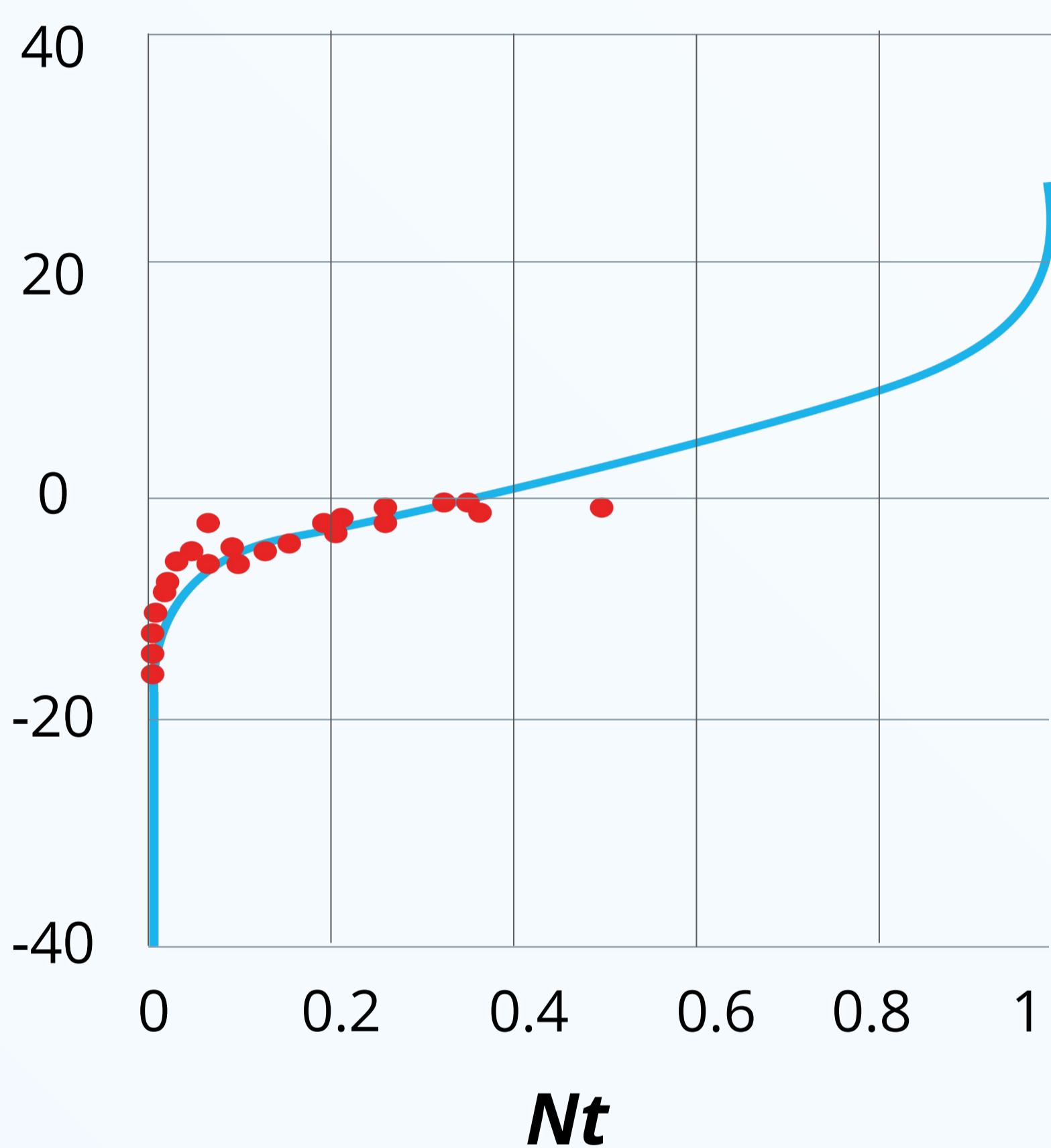


Token Price Dynamics over Adoption Stage. This graph plots the log token price over adoption Stage, N_t (Blue Solid curve), and data as scattered dots.



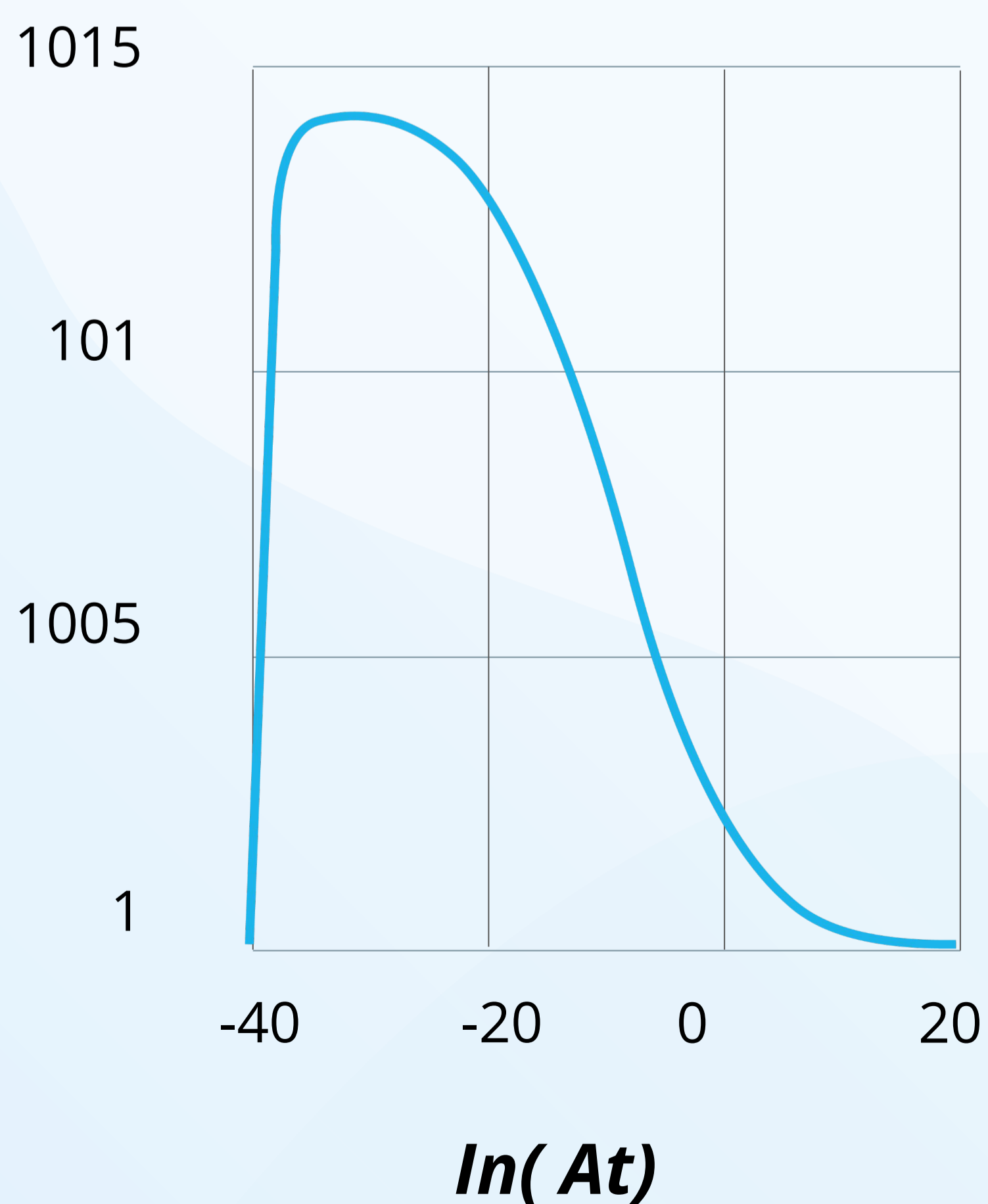
Our model is that the token market is fully liquid. However, the token market may be illiquid especially at early stages of platform adoption. As the adoption rate increases, there will be an increase in the value of token price and reduced token price volatility. As figure the token price increases with user base while token price volatility decreases as more people use

A consensus amongst the researchers studying tokenomics indicates that there exists visible correlational tendency between token prices, acceptability, adoption and volatility.



Token Price And User Base

- $\ln(P_t)$ from Model
- De-meaned Ln Market Cap vs Normalized # Addresses



Token Price Volatility -to Ratio



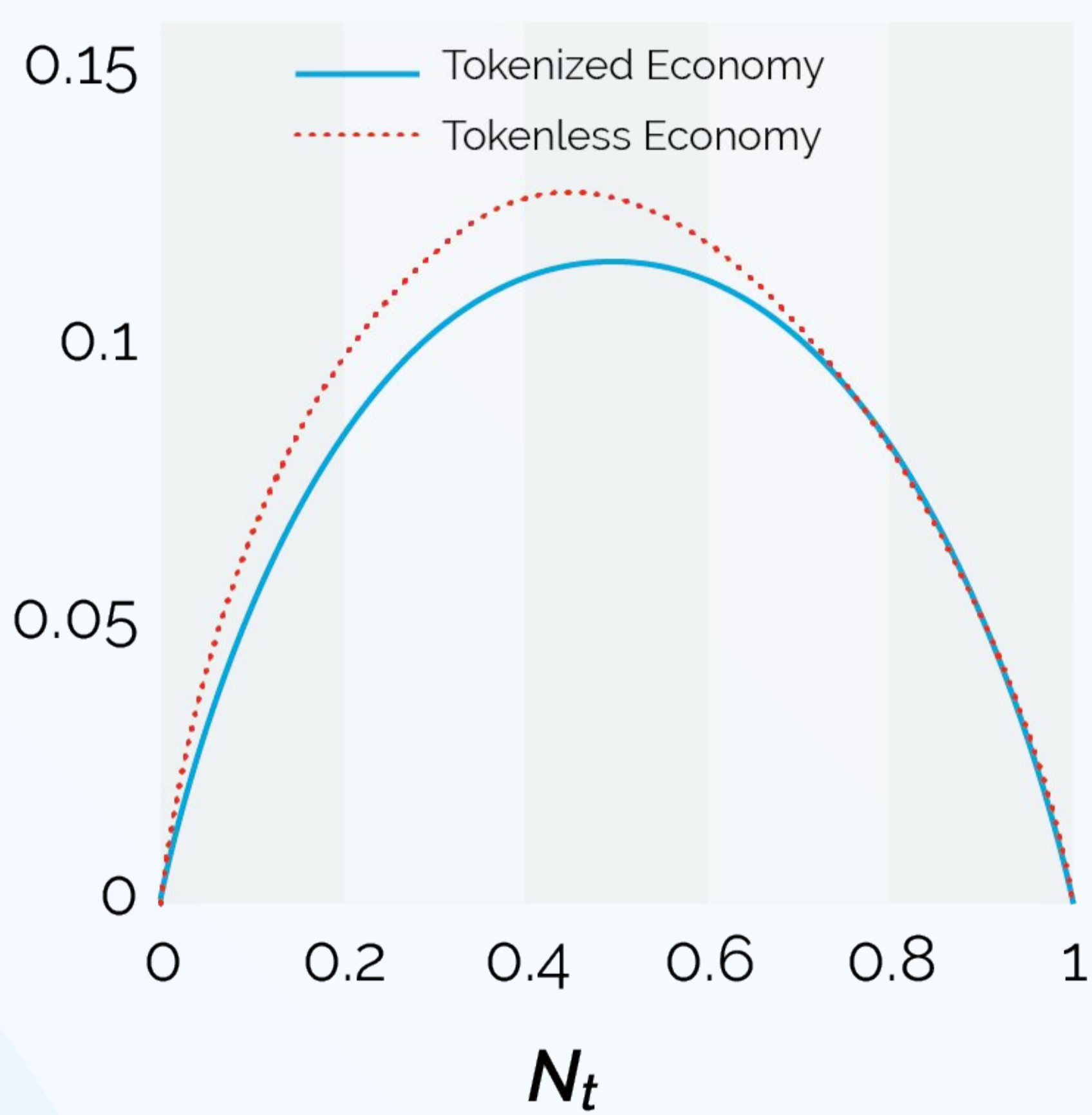
LYNK PRICE APPROPRIATION

Risk Premia, Userbase and Volatility

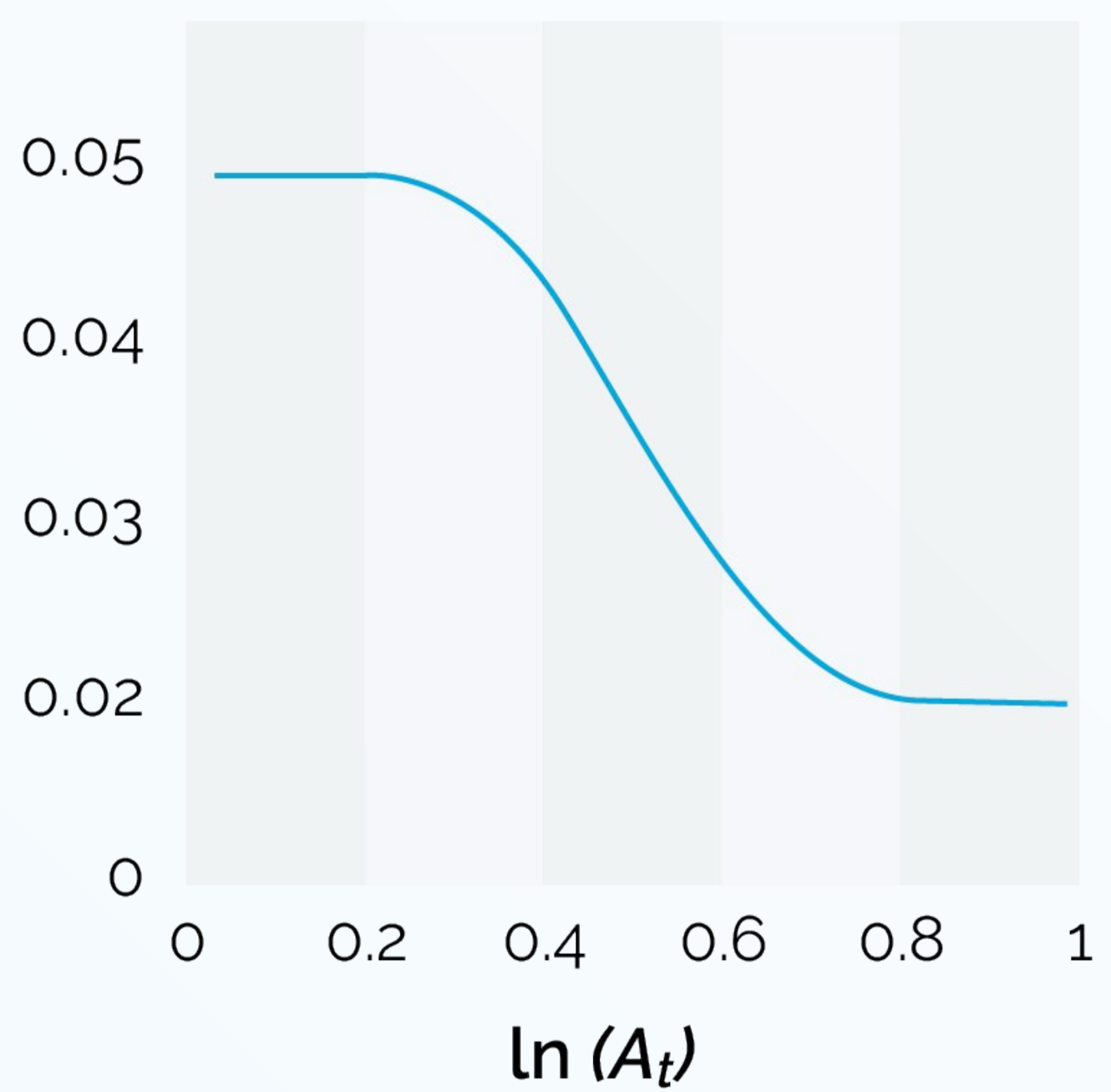
In cryptocurrencies based on the blockchain technology, the risk premia yields high returns because of volatility and the rate of adoption. However, once the user base, acceptability, and user cases increase; the price appreciates with decreased volatility.

Introducing tokens also reduces the volatility of the user base because agents' expectation of long-term growth in token value weakens the impact of temporary productivity shocks on the user base.

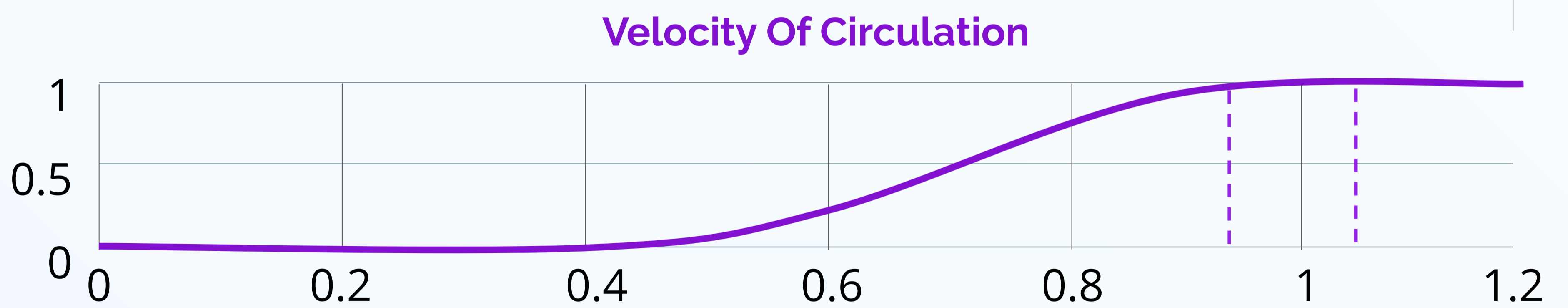
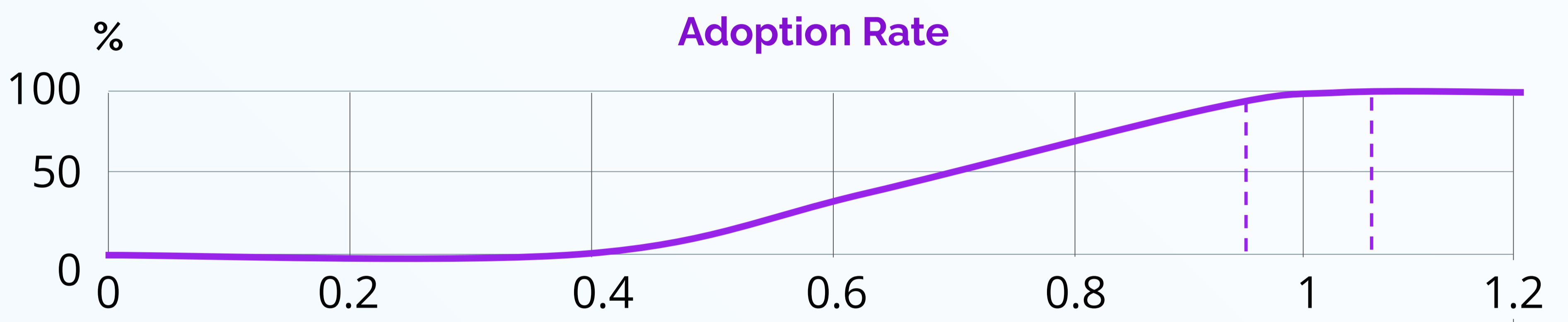
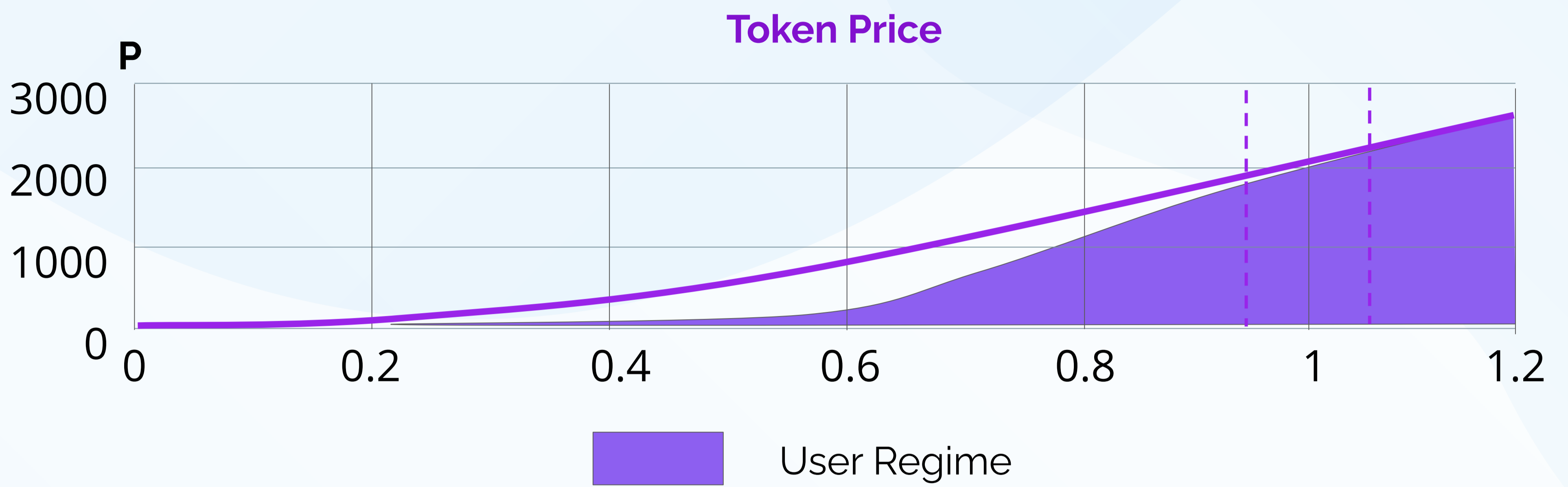
A: User-Base Volatility σ_t^N



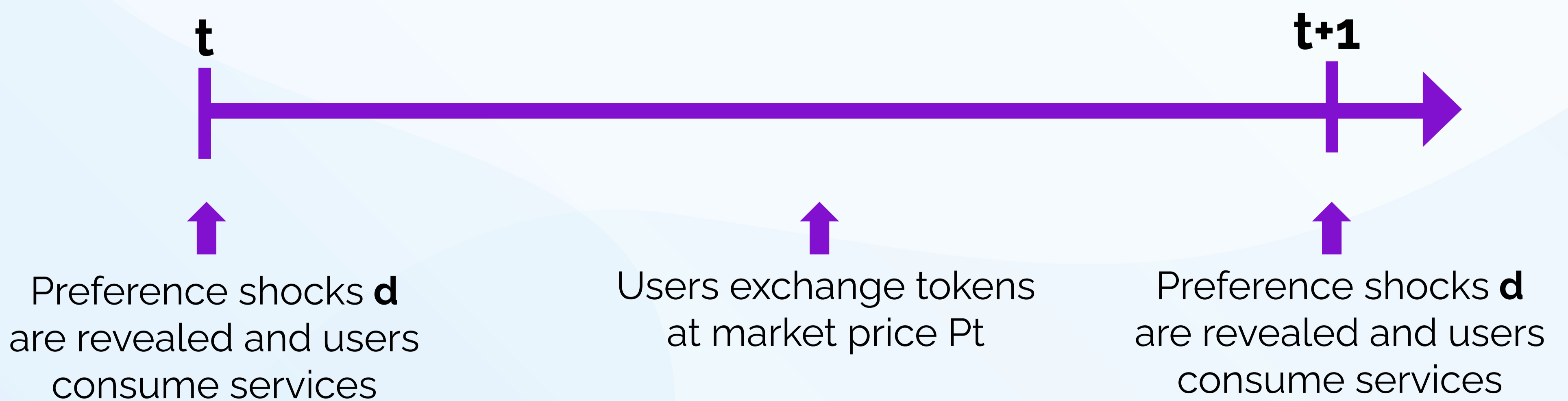
B: Expected Token Return μ_t^P



Network to Deploy LYNK and NFT Tokens	LynKey's Blockchain Architecture
Token Release and Revenue Model	LYNK Liquidity Map
Token Vesting Schedule	Token Allocation



Timing Of The Model



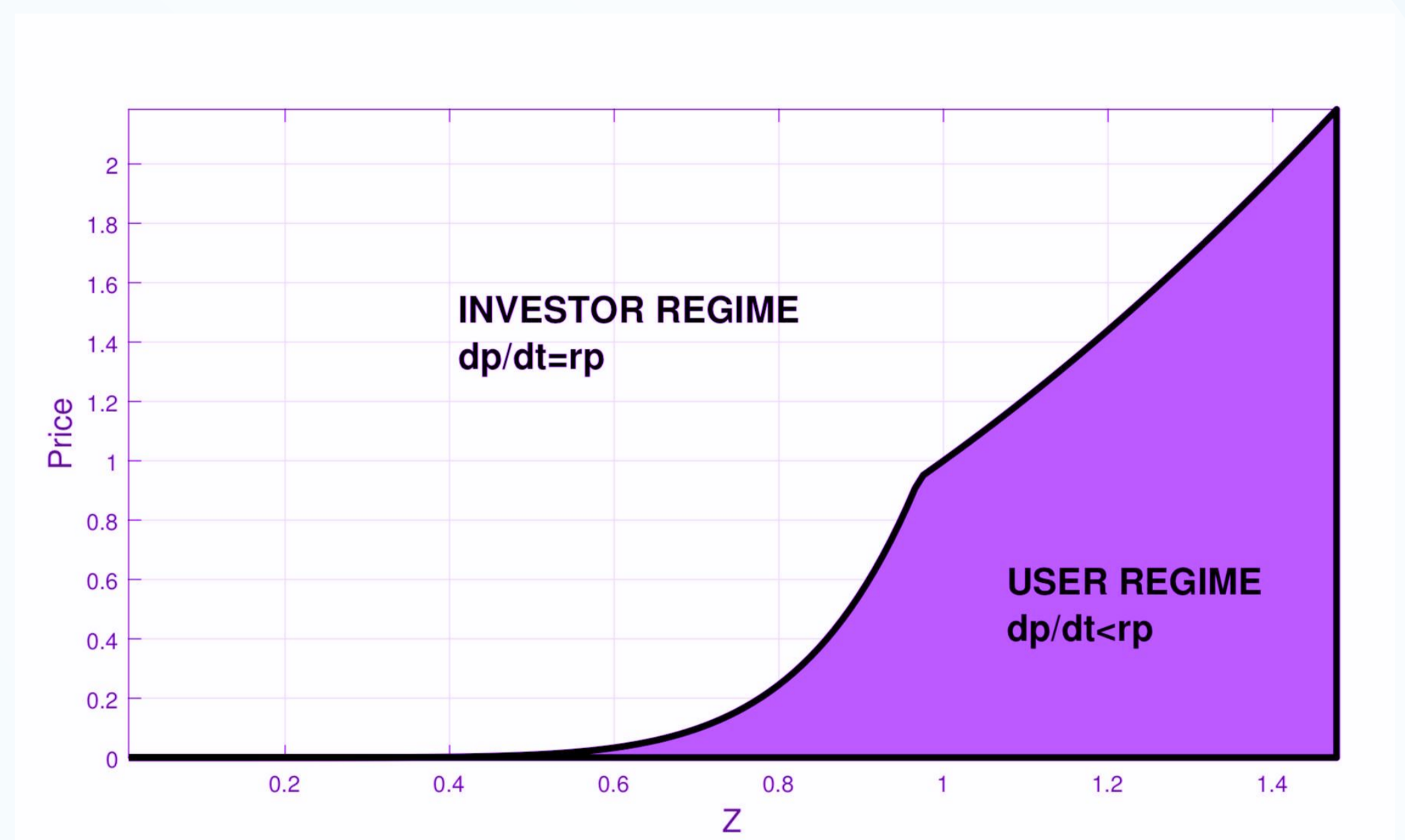


Price Appropriation in tokenomics largely depends upon:

In cryptocurrencies based on the blockchain technology, the risk premia yields high returns because of volatility and the rate of adoption. However, once the user base, acceptability, and user cases increase; the price appreciates with decreased volatility.

Introducing tokens also reduces the volatility of the user base because agents' expectation of long-term growth in token value weakens the impact of temporary productivity shocks on the user base.

- 1 Adoption
- 2 Risk evaluation
- 3 Velocity of circulation

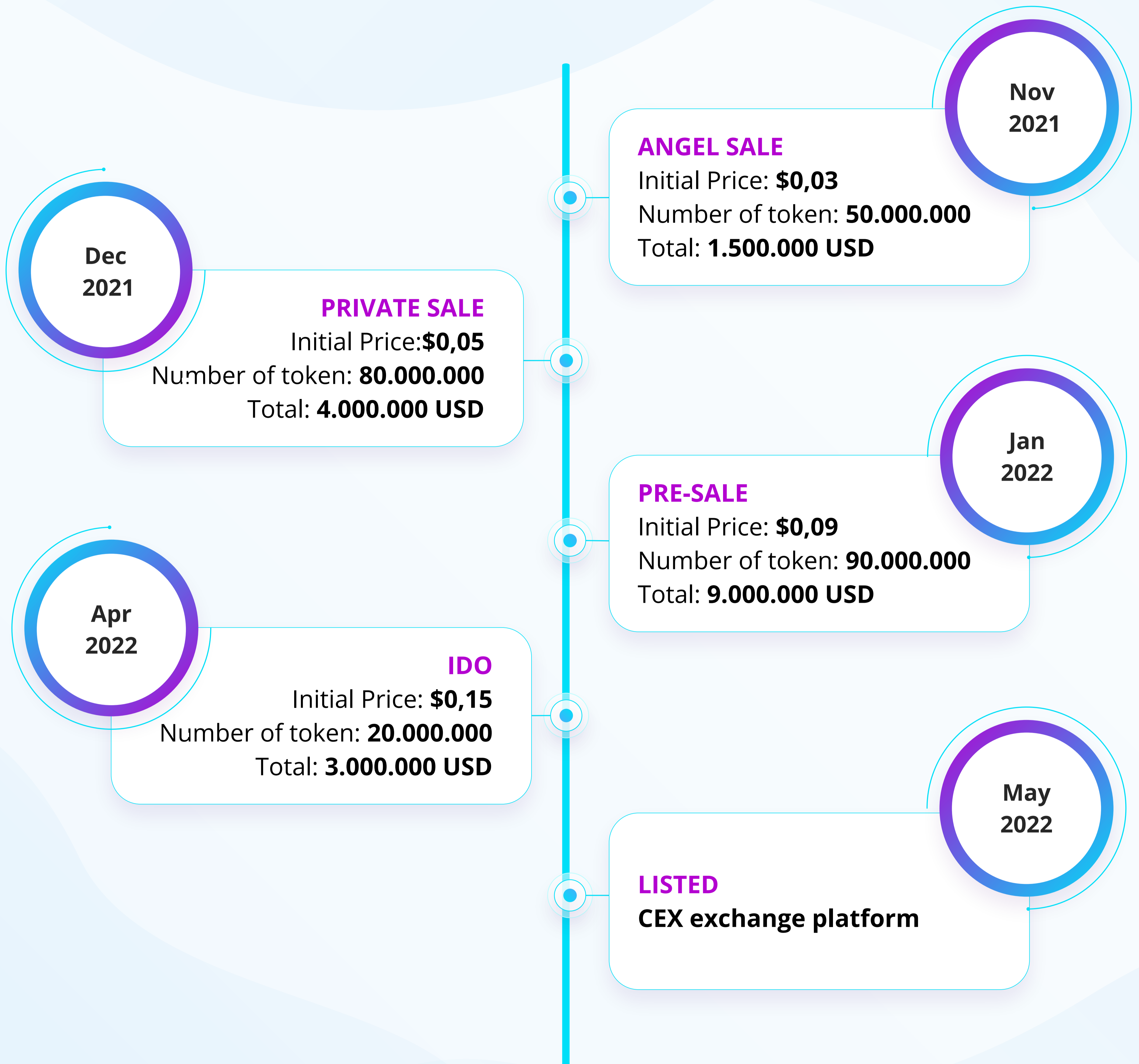


Above picture shows Margin Token Holding as a function of Price and Productivity and vice versa.

The LYNK intends to use the roadmap mentioned in following sections to transition from initial client regime to user regime. It is in the user regime that the price and value of a utility token increases with exponential growth in trust and adoption.



TOKEN ALLOCATION AND TIMESCALES



LYNK's initial token supply will be capped at 1 billion.



1. Angel Sale

During the Angel Sale, 50 million of the utility tokens will be priced at \$0.03 for interested collaborators, rewarding and incentivising first contributors. This round is aimed at raising significant funds to progress the development of the ecosystem and attain scalability, robustly. In this phase, 5% of the total supply of utility tokens, LYNK, will be issued.

2. Strategic Sale

This phase will feature issuance of 6% of total token supply at a price level of \$0.05.

3. Pre-Sale

The pre-sale issuance of LYNK will include 9% of LYNK tokens supply added to already available 11% of total supply in the market making it to 20% of total token supply. These 90 million LYNK will be floated at the price level of 9 cents each.

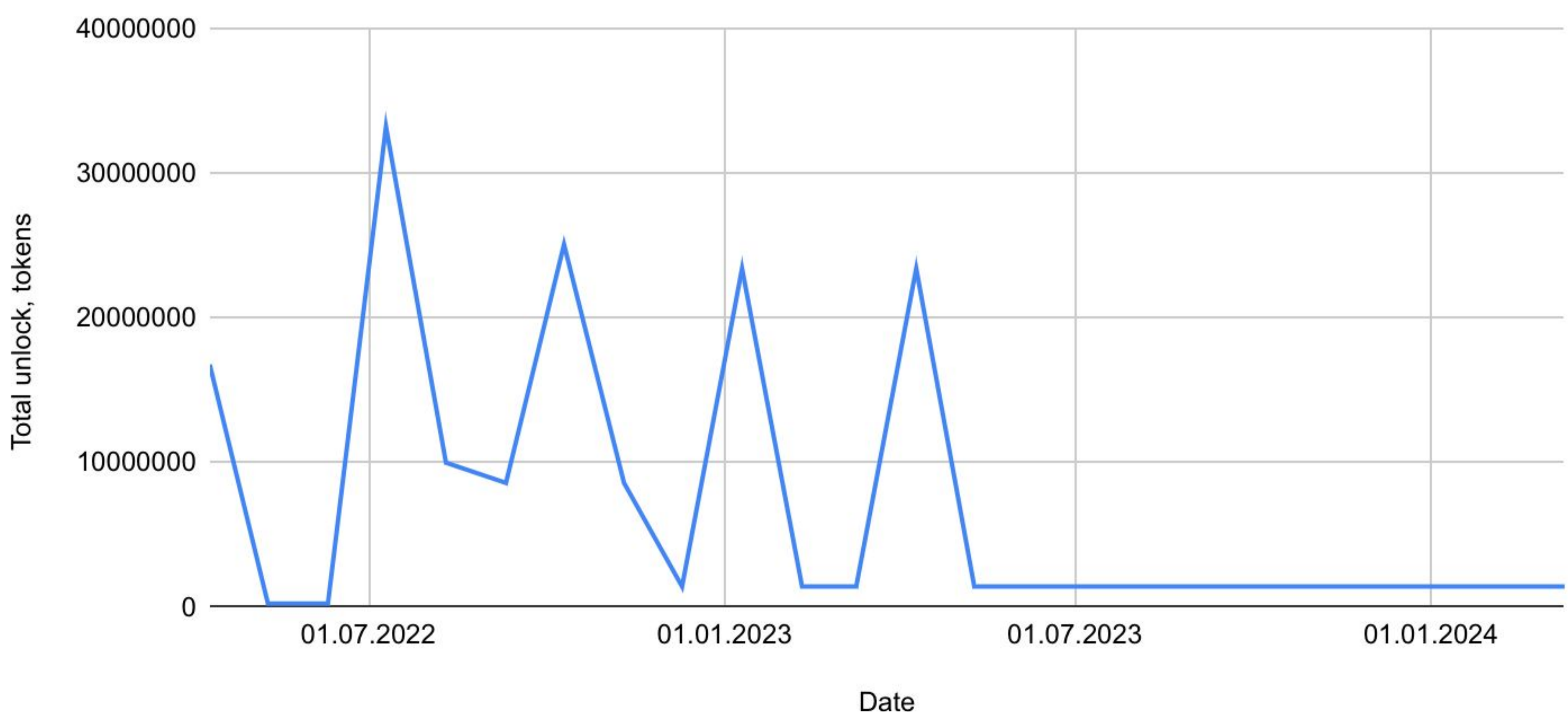
4. Reserves

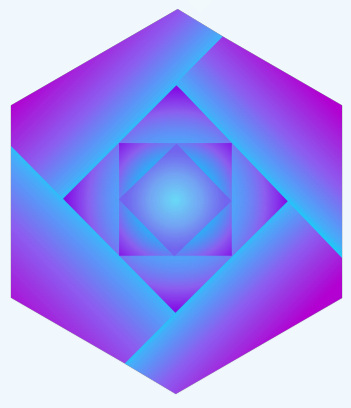
The LynKey will hold 15% as the reserves tokens with no locking.

5. Air-drops

8% of the LYNK's will be reserved for airdrops

Total unlock, tokens vs Date





6. Ecosystem

LynKey ecosystem will hold 20% of 1 billion supply of tokens to keep the liquidity in the ecosystem.

7. ICO (Public Sale)

Initial Coin Offering of utility token LYNK will issue 5% of tokens with token price at 12 cents per token.

8. Farming & Staking Rewards

To reward for staking on the network, 10% of the token supply would be set aside.

9. Team, Advisors & Partners

The remaining 22% would be reserved to ensure LynKey can attract the best talent and support of appropriate advisors and partners to ensure success of the project.



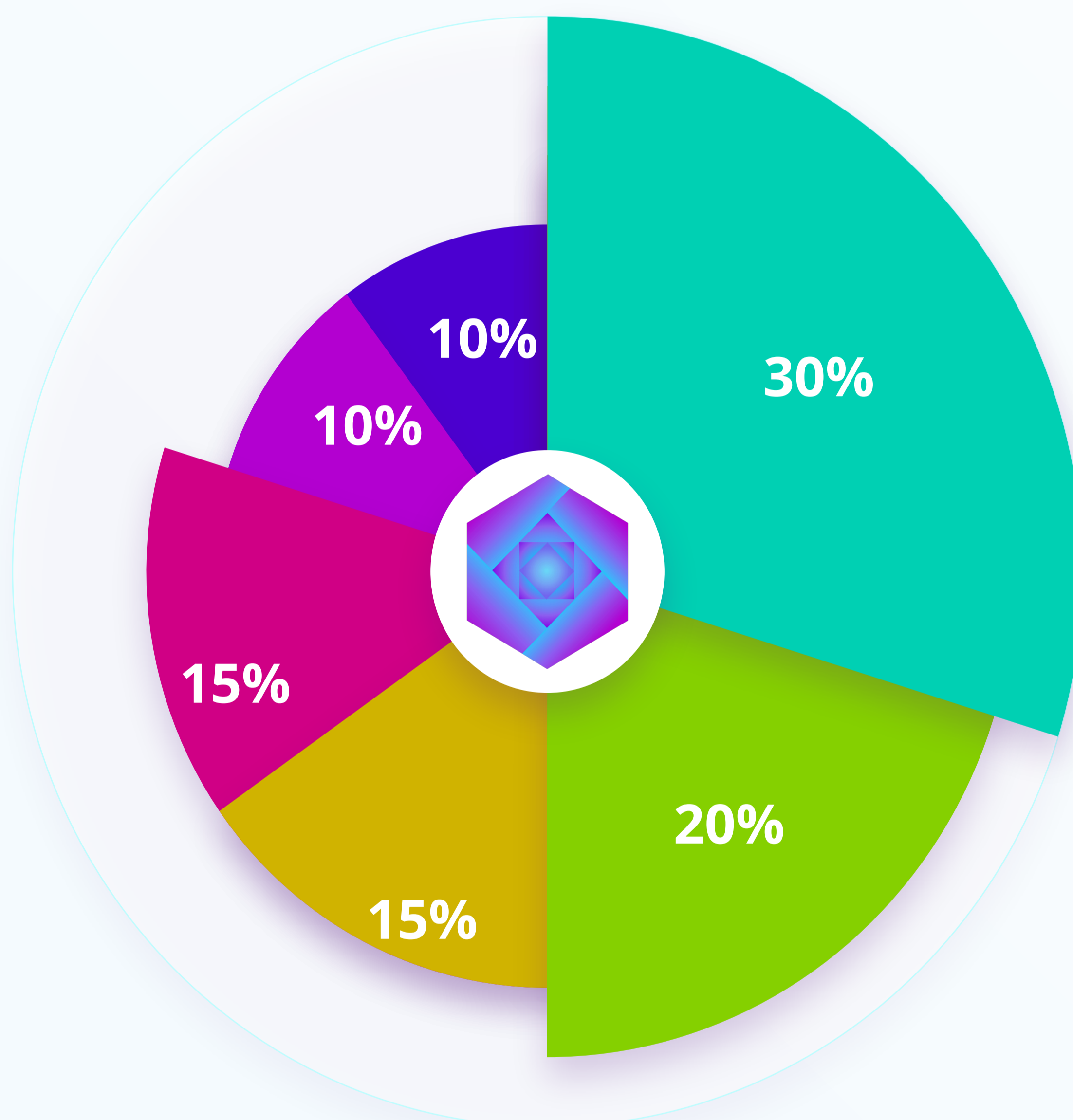
ICO DIFFERENTIATION

The LYNK is an asset-based utility token that complies with the central theorem of de-fi to be decentralised and be controlled by the public network through block-chain ledger. Initial Coin Offering requires the utility token to be a) decentralised, not restricted to AML and KYC, and provide most encrypted and secure transactions.

USE OF FUNDS

Fund Allocation

Diversified portfolio of investment



●	DEX/CEX Listing	10%
●	Technology	10%
●	Marketing, Bizdev	15%

●	Investment Pool	30%
●	Operation, Legal	20%
●	Reserve	15%

www.lynkey.com
contact@lynkey.com

LynKey's **fundraising goals** are:







- \$8m from an initial private sale
- \$4m from an IDO and a public sale combined.



How will the LynKey team use funds raised by the initial offering of LYNK?

Luckily, we have the answers.

We understand the importance of accountability and transparency if we want to remain credible with our LynKey token holders. As a result, we have mapped out exactly how we plan to utilize the funds projected from our IDO, or Initial Dex Offering.

-  **10% of the funds raised** will go directly towards ensuring that the LynKey token can be listed on either a centralized exchange (CEX) or (DEX) as soon as possible. We will also work towards making meaningful connections with respect to listing the token on a variety of exchanges (of varying sizes).
-  Another **10% of the funds raised** will go towards any new technology that must be developed for the LynKey token infrastructure to work.
-  **15% of the funds** will be reserved specifically for marketing/bizdev purposes. We know that a project can only succeed through community, and the only way to establish a true community is to increase exposure and visibility (see section below on our Marketing strategy for deployment of these funds).
-  **15% of the funds** will be reserved for the LynKey token ecosystem. We believe in reserving funds for emergencies that may occur (such as a correction in the cryptocurrency markets), and believe that it can help offer stability and help improve token holders' confidence.
-  We also recognize that with innovation comes all sorts of legal and regulatory challenges, which is why we **will reserve 20%** for both LynKey ecosystem operation costs, as well as legal costs.
-  Lastly, **30% of the funds** raised will be reserved for a token sale pool that can be used to purchase future properties to help fuel the LynKey ecosystem.



MEDIUM TERM STRATEGY

The mid-term sales of token strategy of LynKey enables gradual and economical development of the property of a new smart city ecosystem in one of the most beautiful and in-demand areas of Vietnam and other listed 3 projects.

The strategy provides the company's main direction of development, forms and methods to achieve the announced mid-term goals. The project development plan for the period after 2022 is included in the long-term development strategy. We plan on focusing on developing new features, experiences, and products within the LynKey ecosystem. Of course, we also have to recognize that there will be significant regulatory challenges with respect to both blockchain and property.

LynKey's medium-term development strategy is based on the determination of Key Performance Indicators (KPIs) as a key indicator of financial, economic and market (marketing) corporate activities.



LYNKKEY

**LYNK LIQUIDITY
MAP**



Regulation and Compliance to ensure LYNK is categorised as a utility token in the jurisdiction it is launched, currently intended to be Singapore

Token-sale hardcap: the formula for calculating the score is: $10 * (1 - \text{hardcap} / \text{current crypto market cap}) * \text{average \% of token sale market cap on a fully diluted basis to total crypto market capitalization during sale of most successful (from ROI point of view) projects} * \text{average \% of tokens allocated for crowdsale of those projects}$. Currently the average % of total ICO token sales market cap to total crypto market cap is 0.048% and 63% is an average percentage of tokens allocated for crowdsale by successful projects. The project should have a reasonable hard cap for their purposes and don't ask the market for excessive numbers in exchange for hype that they can raise. The smaller the hard cap the higher the potential returns post-ico (this is an opinion not a financial advice) and the higher this indicator.



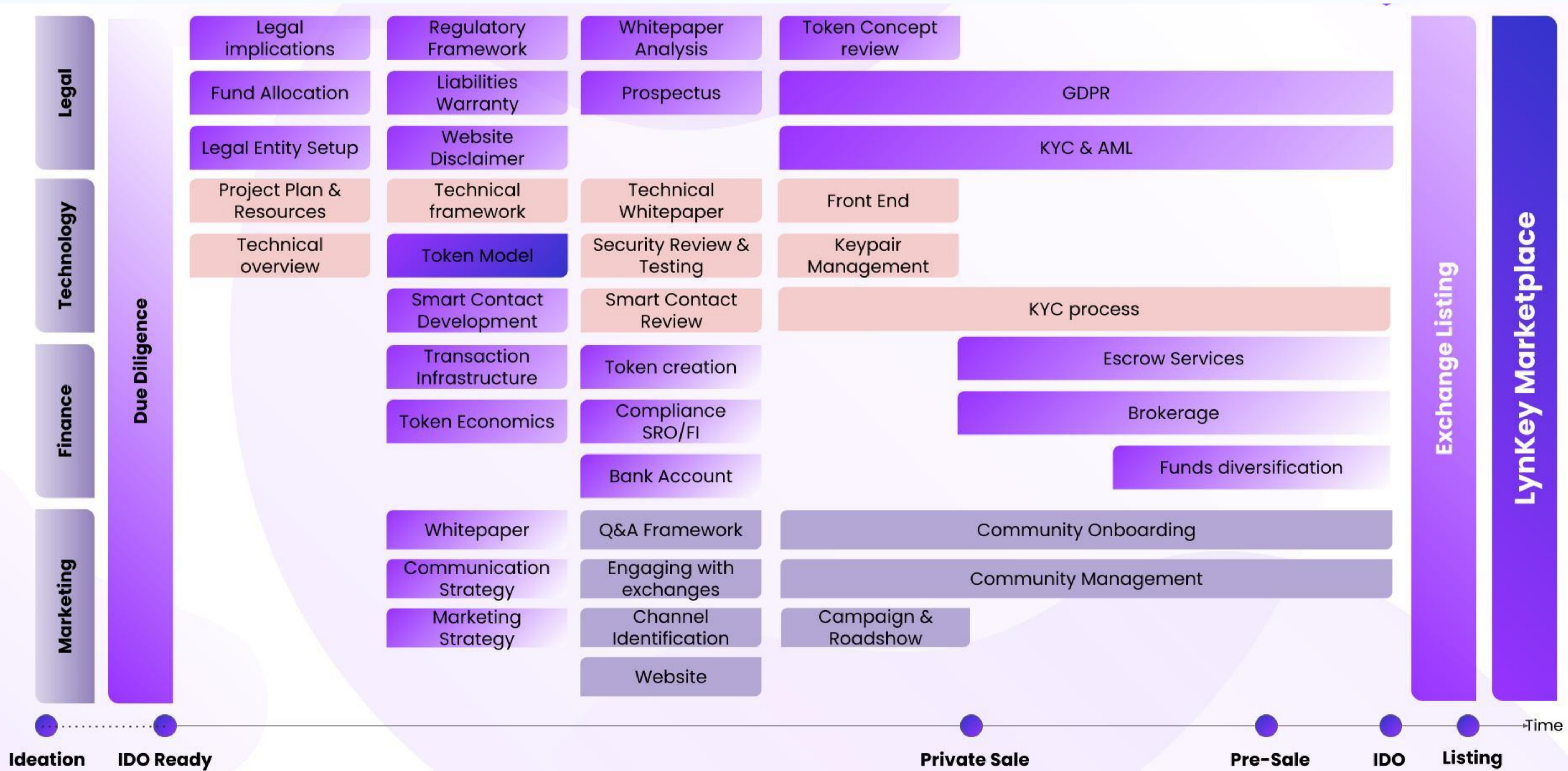


Circulating supply at token launch price on a listing date.

Maximum Discount 15% maximum discount. The higher discount higher the risk of token price dump post-IDO therefore the smaller the rating. We obviously want to discourage the dumping of any tokens post-IDO, in the hopes of encouraging our community to hold LynKey tokens for the long-term future.

Percentage of tokens distributed to the public — the average of the most successful IDOs which is 63%. Too low IDO allocation may lead to post-IDO price dump as lots of tokens will be held by a very small number of people who can manipulate the price for their own benefit. We have seen this happen thanks to crypto “whales” who have been able to manipulate crypto markets.

Token Inflation: Token inflation is bad for token holders, the more tokens project plans to create the more diluted token value will get;





Buyback Program: If project plans buyback **program it gets 1 bonus point;**

Token Price: when assessing token price, we apply the same principle as when assessing % of tokens allocated during token sales

Excluded countries: USA

KYC/AML Token requiring all participants to go through KYC

Major exchanges: The token will be listed on major exchanges, prevents participants from misbehavior and makes it possible to set individual cap for each participant therefore increases chances for an unmet demand when listed;

Token is ERC20 - We believe that compatibility with major crypto standards with appropriate infrastructure such as light wallets and decentralized exchanges should significantly increase the number of potential token holders that are willing to buy a particular token, moreover, it means instant liquidity after unlocking.



LYNKKEY

**LYNK MARKETING
STRATEGY**



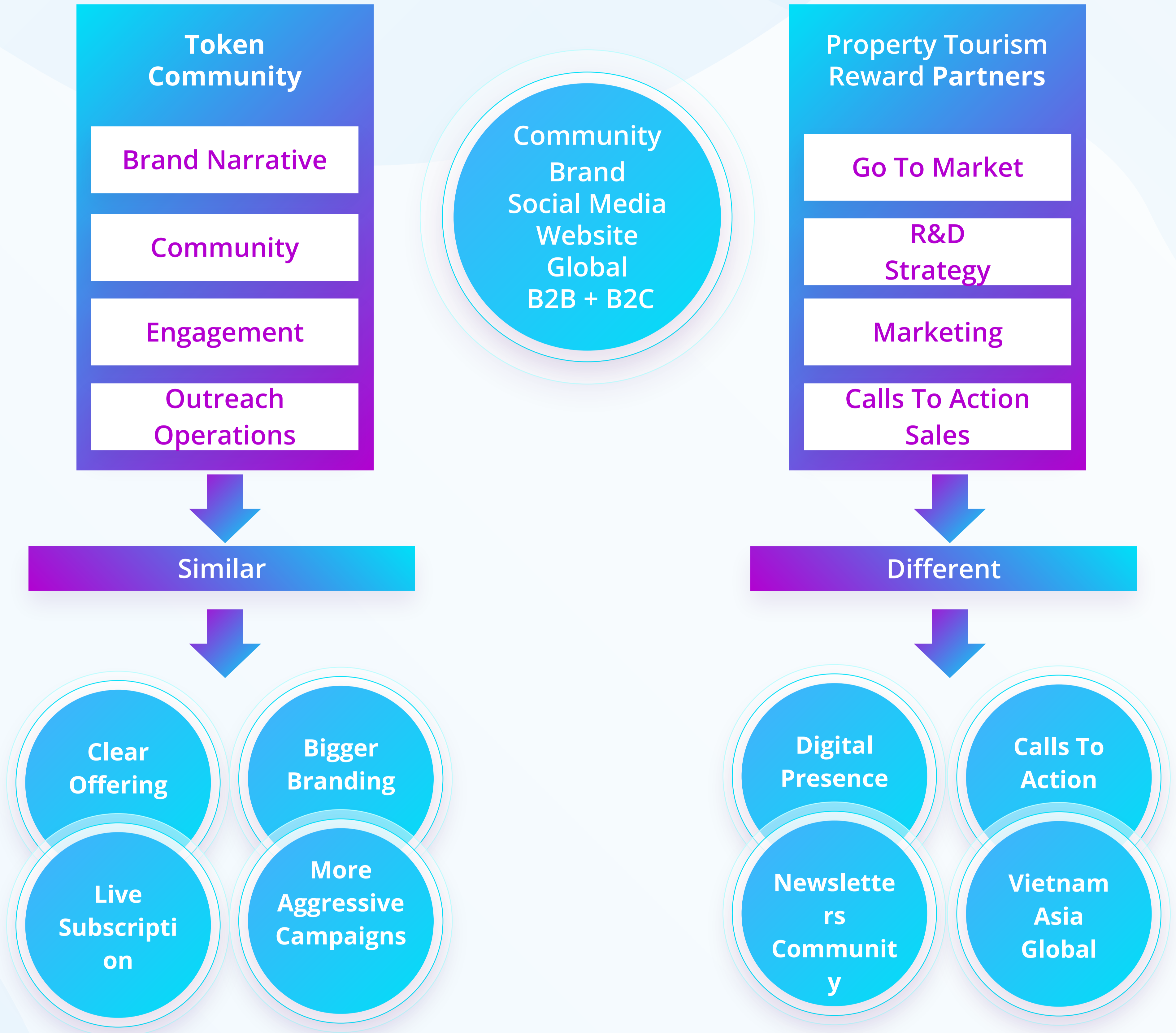
We know that marketing is much different in the crypto space than it is in many other sectors. The importance of community cannot be understated with respect to tokens, and many tokens are able to drum up initial interest thanks to a successful IDO.

The LynKey team hopes to eventually ramp up marketing strategies after the pre-launch **Stage 1:** and once we reach our target token sales in the IDO. Once we have conducted a significant amount of market research regarding the launch, we can then create a “user persona” for the type of token holder that may be interested in LynKey tokens, whether it’s an established property buyer that hopes to diversify and begin an international portfolio, or a millionaire business traveler who loves timeshares and also license timeshare in crypto from time to time.

Token Campaign SWOT, Strategy, Start with media campaign to get app download. Media buying - ML analytics to get downloads		
Pre - launch - seed 1. Target token sales 2. Market research 3. Understand the user Persona 4. Competitive Analysis 5. Outreach Initiatives - publications, influencers 6. Pre-launch content creation <ul style="list-style-type: none"> • Drive traffic, conversions and brand awareness with content • Create a brand shroud app by being an expert in your niche • Build trust with users though content • Blog content for email marketing 	The Acquisition stage 1. Token target sales 2. Paid Strategy 3. Events 4. AMAs 5. Special lives 6. Road shows 7. Influences marketing Campaign Gamification, Hashtags, Giveaways, Challenges, AMA, Tournaments	The Retention stage 1. Establish Two-Way Communication 2. Push Notifications 3. Ask Users For Feedback 4. Consider a Burst Campaign 5. Special lives 6. Referral Bonuses 7. Track Key Metrics



Marketing and community



Tier 1, 2, 3 engagement blockchain, property industry leaders, influencers, academics, tourism users

With these “user personas” in mind, we can create personalized marketing strategies to drive traffic and create brand awareness around our project. Of course, we also understand that there will have to be some educational material in addition to promotional material - given the fact that many everyday individuals simply don't know enough about cryptocurrency.



Marketing Digital Deliverables matrix		
Telegram	24/7 Support	Manage, AMAs Support, community creating and answer community responsive to questions in channel from community within 2 hours per post (unless referral or technical answer required)
Twitter	Minimu of 3 posts per day, 3 retweets per day	Support, community retweets, and community management, growth numbers, responding to all DMs, and engaging with the community on key topics (e.g. Blockchain, DeFi, Finance, investment)
Linkedin	Manage content identity, join & participate in relevant groups	Support community, creating posts One post per day, 1-5 stories per day
Instagram	Manage account	One post per day 1-5 stories per day- support community creating posts
Facebook	Set up and Manage account	Support, community creating posts One post per day, 1-5 stories per day
Medium/website blog	One post each Monday	Support, community creating posts. One post each Friday
Youtube podcast lives	Two lines/month	Support, community creating and growing, Youtube followers and views, Live to manage & Days to define
PR, Events and Awards	Two PRs/month	Days to define, ongoing identification of speaking ops at crypto/legal/DeFi events for Everland board identification, and submission of awards
Crypto DeFi Forums and Influencers	Identify, interact and engage	Identification, outreach & liaison with 10 relevant influencers per month, monitor and watch



EXAMPLE: "LYNK" PLUS A "LYNKEY NFT" IN ACTION

Many interested in LYNK as well as the ecosystem's NFTs offering timeshare licensing or leasing will want to know how we plan to promote the LynKey ecosystem. LYNK will remain community-driven under the leadership of the LynKey team, and we hope to make many exciting partnerships and announcements in the near future.

Millions of people worldwide have entered the cryptocurrency markets, even if they were once skeptical of its legitimacy. Many expert analysts have claimed that Bitcoin was "only used for the dark web." That narrative has altered, as some of the most established financial institutions embrace blockchain technology and admit that cryptocurrencies can play a vital role in the future of fintech.

One of our main criticisms of the cryptocurrency world is that token holders are not USING cryptocurrency in the "real world." With the LYNK token, we want to ensure that our token holders and ambassadors can redeem these tokens in the real world and create a memorable experience at the same time.

We will also explore opportunities to throw exclusive events that promote the value of the LYNK tokens and consider alternative marketing initiatives that will help us reach a broader demographic of cryptocurrency holders.

We also understand that sleek exclusive events are not the only way to promote our tokens and develop organic and alternative marketing initiatives that will help us reach a broader demographic of cryptocurrency holders.

Our cryptocurrency will hopefully eventually be redeemable in various ways: at major events, parties - and through products, merchandise, and exclusive experiences. We also hope to hear from our community with feedback about spreading the word, recruiting more token holders, and eventually expanding our community worldwide.

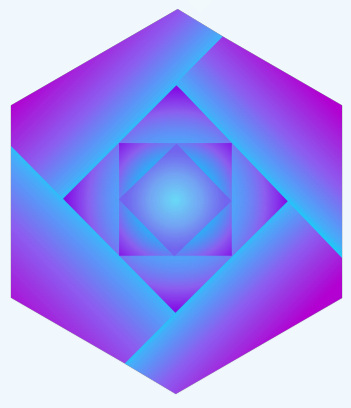


It's critical that the LynKey team be able to "tell our story" through a variety of brand-building initiatives. This might include an extensive PR campaign starting Q4 2021, including community members, ambassadors, and major cryptocurrency influencers. Of course, we will have to examine these partnerships depending on the success of our token sale.

We believe that we can develop a narrative around the LynKey token that shows the value in what we have to offer, and why the token is much different than many other "hyped up" blockchain projects that eventually fade away. This can help the LynKey community establish more trust within the overall crypto community, and begin to address any legal obstacles that may surface.

Marketing Communications Campaign Deliverables matrix

Narrative Storytelling, brand PR	Develop a narrative around the team and the product and the capacity to solve issues with litigation within crypto and DeFi starting with Everland. Start with launching new campaign and paper and research papers by Universities and PR campaign around new advisors, ambassadors, and hubs. Start October
Community Campaigns Building- hackathons ambassadors	Develop monthly meetups, each 2 months hackathon, KOLs- Key opinion leaders, and the creation of a new strong community rewarded with incentives and initiatives around industry, universities, and tech crypto ecosystems. Start October
Strategic Partnerships Universities, tech players	Develop partnerships with leading blockchain and crypto research centers, universities, and developers, push the concept of and have research and papers about possibilities. Start November
Product push and Solutions	Launch big Campaign Crystal Holidays Harbour Van Don Project offering concrete solutions and rewarding traders, community, developers, and solutions. Start October/November
Ecosystem Tokenisation marketplace	Develop a community around traders, developers through lives, hackathons, and students that want to be part of the ecosystem and create education hubs in multiple universities and cities. Start October
Token Sales Partnership exchanges	Develop a strong negotiation with exchanges to have a solid offer of token and build credibility to get big adoption, liquidity of new coin and transaction and trading. Focus ambassadors and special a package exchanges and build liquidity community. Start October



The **stage 2** of this major marketing phase will involve real-world meetups. While it may not always be feasible, we do hope to launch various events around the world to encourage that our community meet each other, and forge relationships. Since we will attract a community of tech-savvy travelers, we are confident that we can throw successful events and hackathons throughout the world at various locations.

Stage 3 is where we hope that the LynKey marketing/PR campaign can scale to the next level. We hope to establish key relationships with developers, research centers, universities, and property companies in order to explore how we can offer blockchain-based solutions.

In the **fourth stage**, we hope to roll out additional products and services within the LynKey ecosystem. This may include new properties and experiences to help reward the entire community as a whole. This is also the stage where we may consider a coin burn if necessary for deflationary purposes.

In 2022, we will then begin dedicating more resources towards bigger partnerships and getting listed on major cryptocurrency exchanges.



LYNKKEY

TEAM



LynKey ecosystem is powered by the strong team insisted at creating a disruption in the sluggish property market in particular the tourism industry. The team members cumulatively bring hundreds of years worth experience with diverse portfolios, expertise and understanding of cutting-edge technology.

The key expertise and experience in our team include:

1. Property market
2. Financial Markets
3. Blockchain and Crypto
4. Operations Management
5. Strategy
6. Marketing and Business Relations
7. Artificial Intelligence and Machine Learning

BOARD OF DIRECTORS



Cindy Tran
Chairwoman

Expert in Property Investment and Operation Management



Dinis Guarda
Non-Executive Chairman

Expert in Blockchain, FinTech, AI and Investment Management



David Tran
Board Member

Blockchain Professor (USA)



Henry Bui
COO Vietnam

Expert in Finance



EXECUTIVE TEAM



Hilton Supra
Chief Business
Development Officer

Expert in Hedge Funds
and Investment



Sonesh Sira
Partner Investment and
Business Development

Expert in Blockchain and
Investment Strategy



Asad Sultan
Chief Investment
Officer

Expert in Investment and
Business Relationship



Tony Hua
CTO

Expert in Tech startup, SaaS,
Blockchain



Jonathon Gowen
Investment Advisor

Expert in Real Estate
Investment Strategy



OPERATIONS TEAM



An Nguyen
VP Operations
 Senior in Operation and Management



Peter Kristensen
Funding Advisor
 Expert in Investment Fund



Nitin Kalra
AI and ML Advisor
 Expert in AI and ML



Javed Khattak
Financial Advisor
 Expert in Finance and Investment Fund



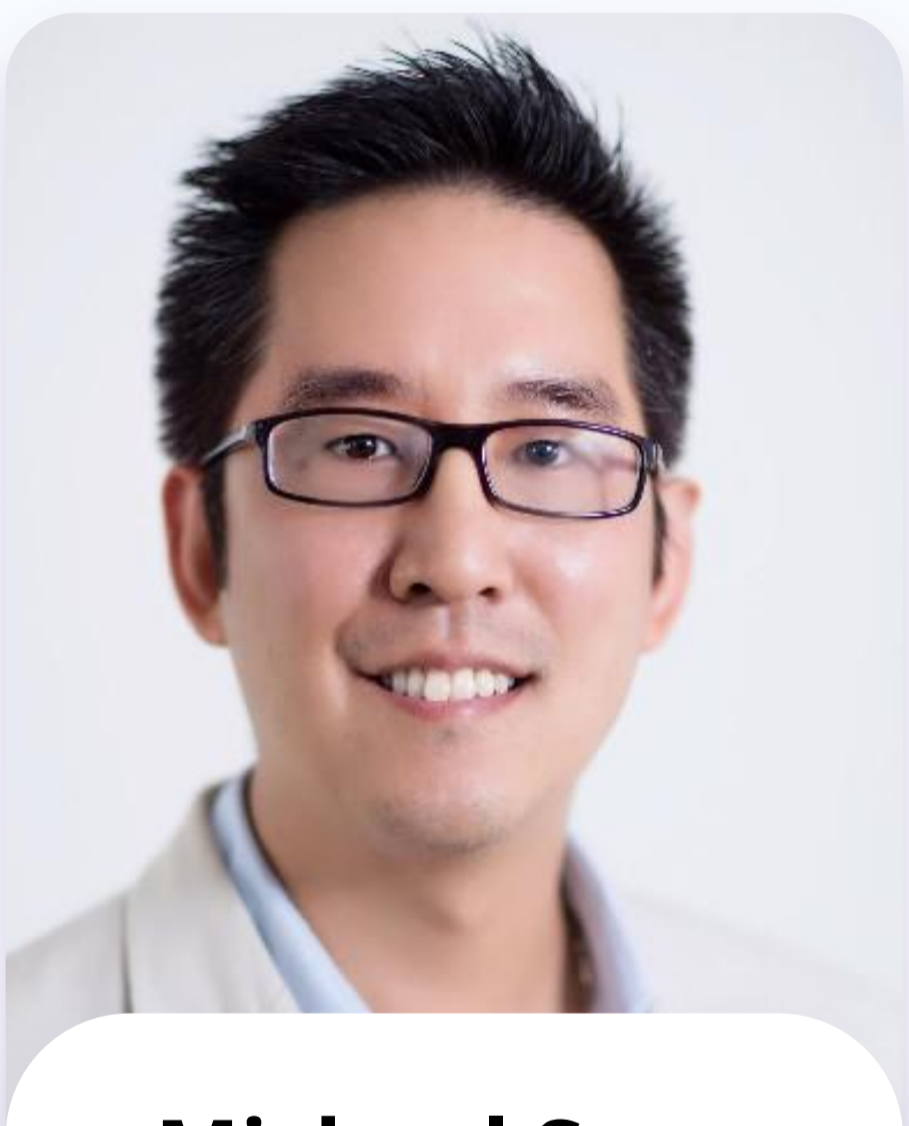
Thomas Le
General Advisor
 Senior Expert in Finance and Corporate Governance



Michael Terpin
Marketing Advisor
 Global Expert in PR Crypto Community



Charlie Hu
Crypto Advisor
 Crypto Growth Expert

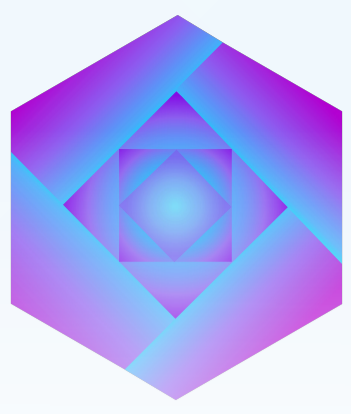


Michael Sung
Blockchain Advisor
 Expert in Blockchain and FinTech



LYNKEY

APPENDICES



EVERLAND GROUP



Founded in 2009, Everland has grown to become a large private economic enterprise in the Vietnam market with various fields of activities, in particular real estate, construction and tourism which attract a thousand of employees all over Vietnam. Everland Group is based in Hanoi and has dozens of member companies and branches in Ho Chi Minh city as well as representative offices across Vietnam.

In June 2017, Everland was officially listed on the Ho Chi Minh City Stock Exchange (HOSE). And only one year later, in 2018, Everland entered the top 20 listed companies with the category of "Best Governance" on the Vietnamese stock market. In 2020, Everland stock is in the top 10 stock codes with the best growth in the whole market.

Everland Group is currently a pioneer in the field of investment and development of the "All-in-one" smart tourism ecosystem, including investment and development of resort real estate projects (hotels, resorts, etc) associated with tourism service infrastructure (international convention center, commercial center, shopping area, entertainment, sports, golf course, tourist seaport, tourist wharf, boats, etc), to provide domestic and foreign travel tours and to develop and provide products and services for tourists.



EVERLAND GROUP

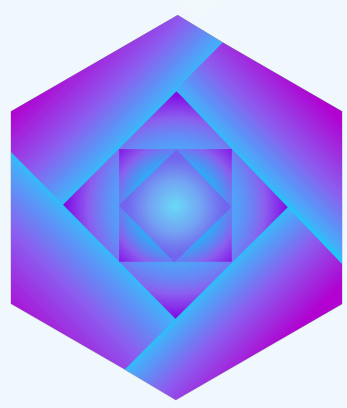
In the field of investment and development of resort real estate and tourism service infrastructure, Everland Group and its subsidiaries and affiliates are currently investing and developing a series of resort and real estate projects spanning the coastal provinces of Vietnam on a large scale, such as: Crystal Holidays Harbour Van Don tourism, resort and entertainment complex; Van Don Heritage Road resort complex (Quang Ninh province); Everland ParkHill Golf & Residences resort complex (Thanh Hoa province); Ly Son Heritage cultural tourism complex (Quang Ngai province); Crystal Holidays Marina Phu Yen complex; Xuan Dai Bay Service and Resort Complex (Phu Yen Province); Everland Park entertainment and shopping complex (Khanh Hoa province); Flower World Sa Dec Urban - Tourism Complex (Dong Thap province), etc.

In the field of tourism business and travel services, Everland Group has developed and owned a series of prestigious brands such as Active Travel Asia, Mekong Rustics, Crystal Holidays... In which, Active Travel Asia has received the TripAdvisor Asia Traveler's Choice Award for many years in a row. In addition, Everland Group is also a cooperative partner with some of the world's leading brands in tourism and hotel management such as Centara, Wyndham, Best Western, etc.

In recent years, Everland Group is pioneering in the field of applying blockchain technology, artificial intelligence (AI) and IoT to develop a smart tourism ecosystem and digitise travel destinations, tourism products and services in the ecosystem invested by the Group to introduce to the global community of investors and tourists.



EVERLAND GROUP



CRYSTAL HOLIDAY INVESTMENT AND TOURISM JOINT STOCK COMPANY (CRH)

Crystal Holidays Investment and Tourism Joint Stock Company (CRH) is a member of the Everland Group. Crystal Holidays is known as a reputable business and leading brand in tourism in Vietnam nowadays. Crystal Holidays' business activities focus on a number of key areas such as: hotel management, accommodation facilities and tourism service infrastructure; in-bound and out-bound business travel, developing and providing products and services for the tourists, etc.

Crystal Holidays is currently developing a series of brands in hotel management and tourism service infrastructure such as: Crystal Holidays Marina, Crystal Holidays Hospitality, Crystal Holidays Cruise, Crystal Holidays Golf & Resorts, etc. The above brands focus on management, operation and exploitation of hotels, resorts and tourism service infrastructure systems under the Smart Tourism Ecosystem of Everland Group. In addition, in the affiliate system of Crystal Holidays, there is also a network of 3-5* hotels in Vietnam and many famous hotels and resorts around the world.

With a leading position in the development of smart tourism products in Vietnam, over the years, Crystal Holidays has constantly launched many new products and applied 4.0 technology achievements to meet the diverse needs of different types of tourists. One of those products is the DigiHolidays Smart Travel Card, released by the Company in 2021, which has made a big impact in the market. Currently, Crystal Holidays is also promoting the strategy of digitising travel products and service



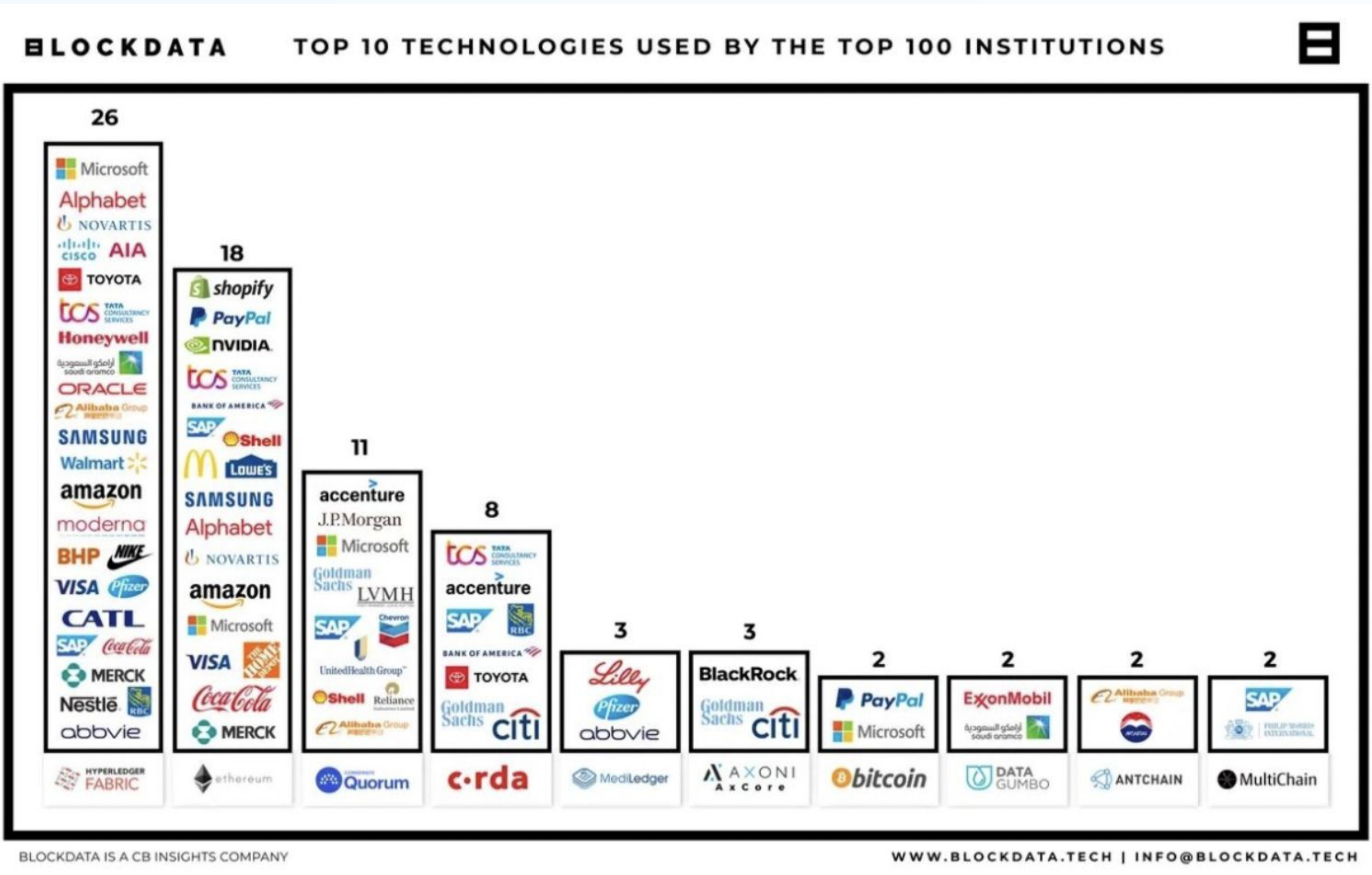


BLOCKCHAIN IN PROPERTY MARKET

There's no way around it: blockchain has disrupted finance and financial services completely. Thanks to the rise of Bitcoin and other cryptocurrencies, individuals and organizations can send money instantly to another party, without having to deal with a centralized institution regulating. Cryptocurrencies have challenged the global payment system: ICOs have challenged stock business and the crowdfunding model, and blockchain has changed the way we now think about supply chains.

Blockchain technology maturing in the top global companies

Of the 81 companies, 65 are actively developing blockchain solutions, while 16 remain in a research phase. Microsoft, Amazon, Tencent, Nvidia, J.P. Morgan, Walmart, Alibaba, PayPal, Samsung, Ford, DeBeers, UPS, FedEx and the Bank of China are among the 27 companies with live blockchain operations.





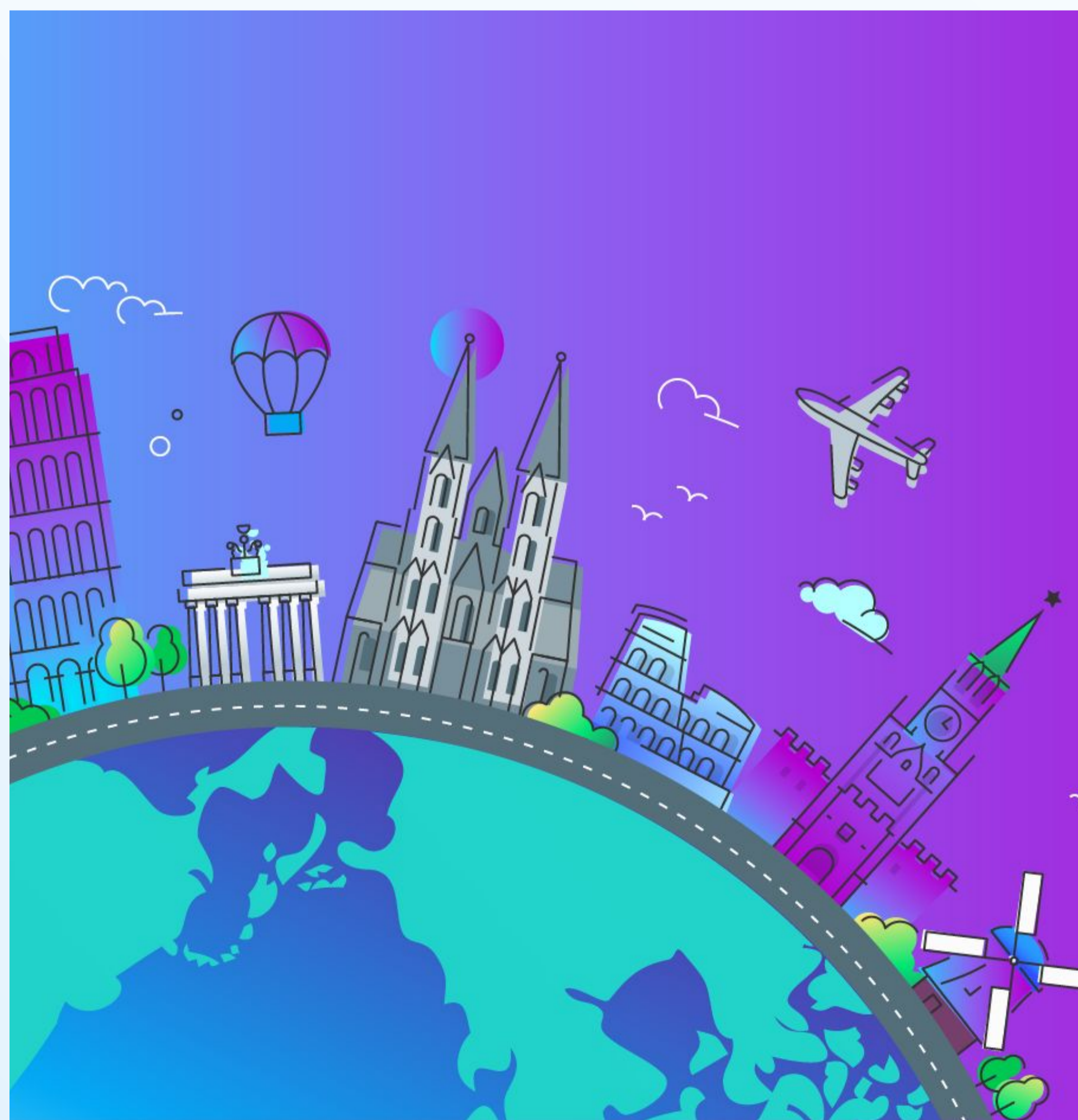
Many experts believe that blockchain will forever change the property sector, as well. There are trillions of dollars in the property market that can be tokenised, and blockchain can help streamline property transactions. The blockchain can also offer a verifiable proof of ownership, which is beneficial for regions of the world that may still record property ownership through paper deeds or outdated digital systems.

Global Real Estate Market Size Will Reach

\$8.6 Trillion

by 2026, growing at 2.8% since 2019

The major proportion of real estate is still non-transparent and paper-based

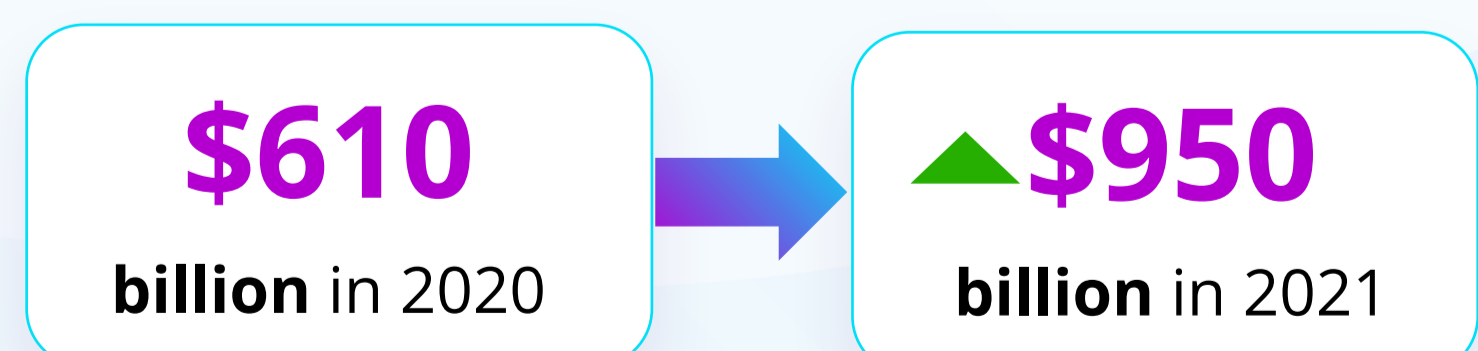


After COVID-19 Pandemic Hit

Global tourism is expected to rise from



Hotel and resort sector is expected to rise from





MANAGE COMPLEXITY

Key Takeaways of blockchain technology in property infrastructure:

1

Blockchain technology has impacted the property industry in a variety of ways, including offering new means (platforms and digital marketplaces) for buyers and sellers to connect with one another.



2

Blockchain could be used to support certification and digitise the industry while cutting non-necessary intermediaries out of the property transaction process, thereby reducing costs and scaling and growing the ecosystem.



3

This technology and innovation around platforms, and buyers and sellers will enable to codify the practice of fractional ownership of properties and scale new funding and certification models.



4

Transparency of the industry and its processes and augmenting possibilities to international buyers and sellers of property to participate in new ventures deemed difficult without innovative and digital certified property recordings and transactions.



5

Through access to smart contract transactions property players can manage and create a data index pool of transactions and intelligence about property that can help increase access to funding, crowdfunding and build between property and enable smart cities.





SIX WAY GAMER CHANGER

1 INNOVATION AND SOLUTIONS

Innovative ways and solutions through the proposed marketplace of LynKey provides high-yielding results to property owners, builders and other stakeholders.

LynKey project is focused on solving the multi trillion USD vertical of the property industry and aligning efforts on how innovation on property technology can be optimised and change from the way it has worked traditionally. Property market has primarily been concerned with listings and with connecting buyers and sellers regionally or locally. Blockchain innovation through multiple ways introduces new trustful and transparent ways to trade property, property and enable trading platforms and online marketplaces to support property transactions more comprehensively. It also allows trading properties for special occasions, particular time-periods, or featured with several incentives.

For example, **ATLANT** has developed a platform that uses blockchain technology to facilitate property purchases and rental property transactions. By tokenising real property, assets can then be traded much like stocks on an exchange and transactions can be done online. ATLANT allows sellers to tokenize assets, essentially handling it like a stock sale, and liquidating that asset through a token sale using the platform. The collected tokens can be exchanged for fiat currency, with buyers owning a percentage stake of the property.





SIX WAY GAMER CHANGER

2 MANAGE COMPLEXITY WITH CERTIFICATION AND INTERMEDIARIES

Brokers, lawyers, and banks have long been part of the massive property ecosystem. However, blockchain is now shifting and optimising their roles and participation in property transactions, according to a report by Deloitte.¹ New platform can eventually assume functions such as listings, payments, and legal documentation through automated ledgers and smart contracts.

Cutting out the non-necessary intermediaries will result in more transparency for buyers and sellers. Also, they get secure transactions and certifications and save on commissions and fees charged by these intermediaries. This also makes the process more streamlined, and eliminates the need for additional intermediaries.

While blockchain technology may not remove all intermediaries with respect to certification, ownership, or legal documents, it still offers an unparalleled levels of transparency. It allows buyers and sellers to “trust” each other without even needing to meet each other, thanks to the existence of **smart contracts**.





SIX WAY GAMER CHANGER

3 LIQUIDITY MANAGEMENT

Property has long been considered an illiquid asset since it takes time for sales to conclude. This isn't the case with cryptocurrencies and tokens since they can, in theory, be readily traded for fiat currencies through exchanges.

Tokenisation makes it much easier for property to be transacted and traded, and can connect buyers and sellers in a decentralized system. Of course, the fact that fractional ownership is a possibility of buying or selling fractions of properties, readily liquidated through tokenisation, also helps the issue of liquidity.





SIX WAY GAMER CHANGER

4 FRACTIONAL OWNERSHIP OF PROPERTY

By allowing fractional ownership, blockchain also lowers the barriers to enter into the property market. Typically, starting such projects would require significant money upfront in order to acquire property. Alternatively, players in the property market could also pool their money to acquire bigger ticket properties. Through blockchain clients would simply have to access a trading app to buy and sell even fractions of tokens as they see fit. In addition, fractional ownership would also help them avoid managing the properties themselves such as maintenance and leasing. Fractional ownership comes hand in hand with property ownership or licence to use, prepaid lease or timeshare models.

Upkeep alone can add up to significant costs and dealing with tenants may be a troublesome effort. This goes back to one of the many criticisms of the timesharing industry, in the form of **predatory maintenance fees**. This also affects related activities such as lending where property owners often have to put their properties as collateral for loans in order to get quick access to cash. Depending on the terms, property owners may also continue enjoying use of their property.

Use of blockchain in property leasing through time sharing or fractional ownership can ease the process for buyers/renters and sellers.





SIX WAY GAMER CHANGER

5 DECENTRALIZATION AND DATA REAL-TIME INFORMATION

Blockchain commands trust and security as a decentralized technology. Information stored in the blockchain is accessible to all peers on the network, making data transparent and immutable. Many believe that blockchain will disrupt the entire property sector thanks to its transparency and efficiency.

One only has to go back to the housing bubble crash in 2008 to see how greed and the lack of transparency in the part of institutions can have catastrophic consequences. This is one critical reason why Bitcoin has risen in value exponentially since it was invented in 2009. People are putting less trust in traditional financial institutions, and turning to the crypto and Decentralised Finance sector to figure out how to make the most out of their money.

In blockchain, since information is verifiable to peers, buyers and sellers, they can hold more confidence in conducting transactions. Fraud attempts would also be lessened. Smart contracts are increasingly becoming admissible records with **Vermont** and **Arizona** passing such legislation. As such, smart contracts would have more enforceability beyond the technology itself.





SIX WAY GAMER CHANGER

6 ECONOMY OF COST AND SCALABILITY

The transparency associated with a decentralized network can also trim down costs associated with property transactions. Beyond the savings made by cutting out intermediaries' professional fees and commissions, there are other costs such as inspections costs, registration fees, loan fees, and taxes associated with property. These costs even vary depending on the territory that has jurisdiction.

Like intermediaries, these can be reduced or even eliminated as platforms automate these processes and make them part of the system.

Global property is worth hundreds of trillions of dollars, but is dominated by the wealthy and large corporations.





SIX WAY GAMER CHANGER

Let's say that there is a 1,000 unit apartment complex worth \$30 million. Normally, the people profiting off of this complex are wealthy accredited players. With blockchain technology, the entire apartment complex could be tokenised.

This means that the complex could be worth 30 million "tokens," and the tokens could be sold at \$1 each. It gives everyday property players a chance to participate in property profit without requiring massive amounts of money or property connections.

Through blockchain technology, it is possible that more people will be able to access the market where transactions can be made more transparent, secure, and equitable. Property transactions may eventually become truly peer-to-peer activities with blockchain-powered platforms doing most of the work.



Easier property search



Improves pre-purchase due diligence



Reduces the need for intermediaries



Provides smart property contracts



Safer property transactions



Lowers the entrance to the real estate investing



Turns real estate into a liquid asset



TIMESHARE PROJECT STRUCTURE

The development and construction process for a timeshare project typically goes through four main stages.



Stage one: Feasibility studies

Feasibility studies are carried out to determine the viability of the project. Potential costs and revenues associated with the project are developed including the amenities, floor plans, the way the property will be run (deeded property versus points/leasing and other variations), financing and the consumer mortgages needed for financing the purchases. All the costs incurred at this stage are expensed in the year in which they occur.



Stage two: Development and construction

Once the project is approved, the construction process, usually in a phased format, commences in tandem with the marketing campaign to sell the timeshare contracts. The costs incurred during this phase are capitalised and the revenues from the contract sales are recognised as a percentage of the completion.



Stage three: Completion

Once the construction is completed and the certificate of occupancy is issued, the costs and revenues are fully recognised. The developers establish a management agreement to run the resort on behalf of the timeshare owners. Usually, a homeowners association (HOA) is formed to play the oversight role. Sometimes, the HOA may manage the resort itself or contract it with a specialist management company, which may be different from the hotel resort developers.



Stage four: Marketing and sales

The marketing and promotion campaign for timeshare contracts begins immediately after breaking the ground for construction and past the completion date until all the contracts are sold. This lead time is necessary because of the high volume of contracts that have to be sold and the complexity of the timeshare product. Each unit in the resort potentially needs up to 52 contracts and for a 100-unit resort, the contracts amount to 5,200.

This stage is obviously one of the most important aspects of the timeshare project, as it is critical to determining whether the project was profitable or not.



TIMESHARE PROJECT STRUCTURE

Timeshare ownership is different from traditional real estate ownership in that timeshares represent an advance purchase of a vacation rather than an illiquid purchase. Potential buyers are not looking to put their money in timeshares; they have to be persuaded to do so. For this reason, advertising and promotion campaigns are aggressive. Potential customers are overtly accosted in the street, hotels, shopping malls or through direct mailing or on the internet and offered gifts ranging from free dinners and vacation packages to free hotel stays in exchange for attending timeshare sales presentations lasting up to 3 hours. Usually, these presentations are carried out on the development sites featuring models of the units being sold, accompanied by beautiful pictures of the resort locations. Consumers are pressured into signing the contracts right there and then.

In addition to being aggressive, advertising and promotion are expensive. Marketing costs are responsible for a significant portion of the final timeshare price accounting for at least 43 percent and in most cases in excess of 50 percent of the timeshare price. Compare this figure with Procter and Gamble, the global manufacturer of consumer products, whose worldwide television, print and electronic media costs amounted to 10 percent of the sales.

There is also a serious issue regarding the way that society thinks about time sharing, and blockchain technology can be instrumental in helping the entire industry rebrand the way that it offers timesharing services. The high maintenance fees have caused many to rethink the idea of buying a timeshare, as well.

Because the bulk of the costs are incurred through marketing rather than going towards the residence attributes such as art and spas, timeshares do not hold their values, thereby precluding these types of assets from being financed by banks because these assets cannot be held as collateral.

For instance, a mortgage can be taken out on a house because the bank can sell the house to recover the money in the case where the customer defaults on the loan. This is not possible in the case of timeshares because the asset will be worth much less once put on the market. Consequently, there is very little consumer financing available to consumers even with an exceptional credit history. Consumer financing is therefore available through the developers at interest rates reminiscent of credit card interest rates because the risk associated with the timeshare property is considered on par with the unsecured credit.

Eventually, we hope that the LynKey ecosystem allows token holders to stake their tokens for returns, but we also recognize the need for a robust community before creating additional DeFi tools and services particularly with careful regard to regulations.



TYPE OF TIMESHARE OWNERSHIP

Deeded property ownership

It is also known as “fee simple”.

This is title-based property ownership similar to normal homeownership. Once the vacation owner purchases a week in a particular unit, the buyer holds a title to that week, recorded by the land court or appropriate authorities giving the purchaser the right in perpetuity to sell, assign, exchange or rent the unit just like any other piece of property.

The right of use ownership

This is similar to deeded property ownership with the exception that the right of use or lease has an expiration period that may have a renewal option. The purchasers of the units acquire the right to utilise the unit for a specified timeframe, say, 10–25 years or even forever without placing them in an equity position. The right of use contract has two main options.

One is the point credit or point:

The units are divided into weeks just like in the case of the deeded units or in equivalent points or credits called ‘intervals’, with the required points varying according to the size of the unit (studio to five bedrooms) and length of stay (from a day to multiple vacations in different locations each year). Points may be exchanged for air flights and hotel accommodation, or other activities.

The other option requires the buyer to lease, license or acquire membership in a resort chain. For a specific period over a defined number of years, the owner has the right to occupy a unit in any of the chain's hotel and/or condominium properties without any ownership interest in the property; the developer owns the property. The vacation owners, however, still pay the annual maintenance fees.



TYPE OF TIMESHARE OWNERSHIP

Timeshare product variations

There are a variety of products designed to appeal to customers of varying incomes and requirements.

Fixed or floating time:

In a fixed-time option, the vacation owner occupies the unit for a designated week every year. For instance, purchasing the last week of December in a three-bedroom unit, say number 12, entitles the owner to use this unit every last week in December in unit number 12. In contrast, the floating-time option allows the unit owner the flexibility to vacation in a similar unit for a week any time of the year. If the purchaser owns a two-bedroom unit, he or she will vacation in any two-bedroom unit within the resort during any time in the year over the contract life.

Biennial ownership:

The vacation owner uses the unit or any unit of similar size for a week every other year, thus reducing the purchase price and the maintenance fees.

Banked usage:

If the vacation owner has not used the unit, then the week accrues to the subsequent year and so the purchaser would have a two-week vacation during the following year. Usually, this option is limited to three years.





TYPE OF TIMESHARE OWNERSHIP

Lock-off or lockout:

Timeshare floor plans come in a variety of sizes. A typical two-bedroom suite comprises two adjoining self-contained units, each equipped with at least a bedroom, a kitchen, and a living/dining room area even though in most cases one bedroom is larger than the other. The suite can be separated by locking the door between the two bedrooms.

If the vacation owner does not need the full use of the two bedrooms, one bedroom can be locked off for rent or exchange. The owner may choose to use the single bedroom for two weeks instead of two bedrooms for one week.

Fractional ownership/Private residence clubs:

These types of timeshares tend to be 3-5 bedrooms designed to serve the high-income customers; they require more luxury amenities and services and involve longer time periods ranging from one to three months without necessarily being used consecutively. They give the owner the flexibility to use the property for an agreed-upon time any time during the year.





TYPE OF TIMESHARE OWNERSHIP

Secondary Market auxiliary programs

Auxiliary programs mainly exchange and secondary markets provide alternative sources of income for developers and are discussed here on that account.

Exchange programs are critical to the industry, as well. Here, an owner of a timeshare can “trade” the stay for an equivalent resort in a different location. While this does offer some flexibility regarding the secondary market, NFTs can make it so that an entire smart tourism marketplace is created. These arrangements are typically facilitated by an exchange company or broker, who charges fees.

Within the LynKey ecosystem, it’s possible for timeshare owners to take control of their experiences and exchange “stays” seamlessly and more efficiently. Instead of having to deal with middlemen and fees, buyers and sellers can buy and sell their timeshares using LYNK tokens.

Timeshare developers tend to be affiliated with major exchange companies such as the Resort Condominiums International (RCI) and Interval International (II), allowing timeshare owners to instantly become club members once the contracts become effective.





TYPE OF TIMESHARE OWNERSHIP

Destination Clubs/Points: This membership form allows the buyer to occupy a portfolio of upscale, luxury properties owned or operated by the Club Company or the network that the club may belong to, for a specified number of days or points.

With the LynKey ecosystem, members and/or tourists can use their tokens for specific experiences, goods or services. The tokens can be used for access to private residence clubs, a “floating time” timeshare, or to purchase the right to use luxury properties.

Secondary market

Under a deeded property arrangement, timeshare owners can resell their property by listing it with a resale agency and there are plenty of them on the internet or even on eBay. These agents usually require upfront fees to offset the cost of advertising the timeshare property.

Many resorts have secondary market programs that allow owners to sell their timeshare vacations. This arrangement is preferred by the resorts because they can control the price points at which timeshares are sold and hence maintain the high prices. The timeshare resort also charges fees for making this option available.

The secondary market is also a natural way for the LynKey ecosystem to grow organically. As the word about LynKey tokens spreads, the demand for LynKey tokens will grow. The ecosystem can grow thanks to this activity, rather than just profiting a middleman or broker.

Within the LynKey ecosystem, buyers do not even have to know or meet with each other in order to exchange either NFTs or LynKey tokens to diversify their property portfolio, upgrade their timeshare, or enjoy the entertainment at an exclusive resort.





INDUSTRY CASE STUDIES



PropertyClub is a property platform that uses blockchain to refine the way people market, search for, buy, and sell in properties. Using smart contracts, the company conducts property transactions digitally using cryptocurrencies like Bitcoin or its own PropertyClub Coin (PCC).



Aetsoft is a company that aims to revolutionise blockchain development for property. Its products and features include the following;



The timeshare industry in the US dates back to the 1970s, Marriott pioneered in introducing the concept of vacation ownership to the broader travel market. In 1984, Marriott became the first hospitality brand to offer timeshares, establishing the Marriott Vacation Club – originally called Marriott Ownership Resorts, Inc. – with a resort on Hilton Head Island in South Carolina.

Throughout the next couple decades, MVC expanded its operations globally. Flash forward to 2010, when MVC launched its points-based Destinations Program in the US and Caribbean. Since then, it has phased out its sales of traditional fixed and floating weeks (though interested owners can still buy them on the resale market), and solely offers points to its owner community.

Marriott's transition to points was not without controversy. Some owners expressed frustration that this new ownership type was now deeded on a "land trust" that did not reflect desirable property ownership. This ownership model stands in contrast with fixed week ownership, for which the ownership asset (a specific week at a specific resort) is easy and intuitive to understand.

The timeshare industry in the US dates back to the 1970s, Marriott pioneered in introducing the concept of vacation ownership to the broader travel market. In 1984, Marriott became the first hospitality brand to offer timeshares, establishing the Marriott Vacation Club – originally called Marriott Ownership Resorts, Inc. – with a resort on Hilton Head Island in South Carolina.



INDUSTRY CASE STUDIES

Throughout the next couple decades, MVC expanded its operations globally. Flash forward to 2010, when MVC launched its points-based Destinations Program in the US and Caribbean. Since then, it has phased out its sales of traditional fixed and floating weeks (though interested owners can still buy them on the resale market), and solely offers points to its owner community.

Marriott's transition to points was not without controversy. Some owners expressed frustration that this new ownership type was now deeded on a "land trust" that did not reflect desirable property ownership. This ownership model stands in contrast with fixed week ownership, for which the ownership asset (a specific week at a specific resort) is easy and intuitive to understand.

Positive features:

Marriott Vacation Club owners can book any amount of nights, giving them more flexibility than a traditional fixed-week owner.

Marriott's cancellation policies are somewhat flexible.

Last-minute discounts are available for higher ownership levels.

MVC resorts are among the highest-rated timeshare properties, offering prime locations and accommodations that excel.

Marriott owners have the ability to exchange on Interval International (which is owned by Marriott). This allows owners to access properties beyond the Marriott network, although Interval has come under criticism for restricting optionality and de-valuing prime weeks.

Negative features:

First and foremost one *never* buys a timeshare to procure benefits in long-run. Hard stop. That said, owning a deed in a very high demand resort and season offered perks that points don't.

MVC's retail price is *very* high—entry-level points ownership packages start at roughly \$22,000. Astute shoppers can find deals on the secondary market for Marriott timeshares. And although these may come with some usage restrictions, points on the resale market are substantially less expensive.

Points redemption values can also be very high. Skilled owners know how to stretch their points and find the deals, but the maintenance fees can often cut deeply into the value proposition if not used wisely. Take Marriott's Mountainside in Park City, for example, where a 2-bedroom week during ski season will run you anywhere from 4,450 points for a normal week to 8,675 for Christmas week.

Found an incredible resale deal? Buyer beware – Marriott can step in and exercise their ROFR (Right of first refusal). In a ROFR, the developer can decide to purchase the ownership interest at the price set by the seller. This means that if the points are favorably priced (or if the developer wants to increase inventory at a particular resort), it can simply choose to buy the points itself. Essentially, your resale purchase isn't final until MVC decides it is.



INDUSTRY CASE STUDIES

Understanding The Marriott Maintenance Fees

Beyond your points purchase, you've still got two payments to keep up with each year: maintenance fees and club dues. Your fees and dues cover operational expenses, plus upkeep of amenities and site repairs. (For more info, check out our full overview of maintenance fees.)

These payments are an integral part of your MVC membership, and essential to keeping your ownership – and credit – in good standing. You'll owe them every year, regardless of how much you travel in that particular year. And you'll need to be caught up with your payments in order to receive maximum support if and when you decide to exit your timeshare ownership

Exiting The Marriott Vacation Club

Whether you're a legacy owner with a fixed or floating arrangement, or you vacation with MVC's points program, you should contact Marriott first regarding your timeshare exit. Marriott's exit specialists can possibly offer an internal solution (in some cases, the resort may buy your timeshare back), or at least point you in the direction of validated support.

You can also work with a timeshare attorney, a resale marketplace, or try and sell yourself. Just make sure you've got all your info in order before creating your listing. For instance, travelers who purchase MVC points on the resale market may still have to pay additional fees in order to actually activate and use them. Knowing these details upfront will help you, and your buyer, avoid complications.

With any timeshare purchase, while you may be ready to dive into your dream trip, keep yourself grounded on the financial front. Annual maintenance bills and club dues are a serious commitment, while purchasing points on the resale market may come with unexpected, and significant, fees.

As a timeshare owner, you are essentially paying for your vacations in advance. This lifestyle purchase, along with its rewards programs, can indeed bring savings over the years. But take time to crunch the numbers first. And remember, you can also discover Marriott Vacation Club destinations by renting from MVC owners through KOALA! Check out our current Marriott listings here.

The pros and cons of Marriott ownership can be (and are) endlessly debated, but at the end of the day the value of any timeshare product (including Marriott's) is in the *eye of the beholder*. On a given day we hear everything from serious problems to unparalleled vacation memories as a result of these programs. As always, we strongly recommend that you do your research *before* entering into any sort of ownership agreement or sales presentation. For those that choose to move forward, our team is standing by.

Source: [Go-koala.com](https://www.go-koala.com)

The business model of MVC with all its features and attributes lends itself to become tokenised with many of the benefits and pain points associated with points could be



INDUSTRY CASE STUDIES



Pacaso is a startup focused on offering fractional ownership of property, and it has **now achieved unicorn status** (a valuation of over \$1 billion) faster than any other company in U.S. history. Pacaso specializes in helping individuals own, and co-own, second homes.



ManageGo is leveraging blockchain for rental property owners. The ledger-backed software helps property managers and owners process payments, thoroughly complete credit background checks and manage maintenance ticketing.

Blockchain technology is helping owners get a more transparent, thorough view of payment history and renter backgrounds.



RealBlocks uses blockchain to create new avenues for property liquidity. Its platform lets people buy fractional interest rather than entire portfolios or assets. Through tokenisation that's applied using blockchain technology, RealBlocks helps reduce fees, speed up processes and provide liquidity options.



Meridio allows commercial property owners to sell digital shares of their property. The company's platform connects individuals with property owners who are looking to liquidate portions of their ownership.



SMARTRealty uses smart property contracts to enact and maintain property purchase and rental agreements. Whether it's paying rent, establishing mortgages or purchasing a home, the company's smart contracts help to establish protocols that, if not met, immediately dissolve a contract.



INDUSTRY CASE STUDIES



Harbor is a compliance platform for tokenising private securities, including property. The company is tokenising property assets, including funds, private REIT's, building ownership and land in order to increase liquidity and transparency of the market.

As you can see, there are many startups throughout the United States (and beyond) that are preparing for how tokenisation will disrupt the property industry. The LynKey team is positioned to capitalize on this massive opportunity, and we hope property players recognize the potential for growth in the LynKey ecosystem - through our assets, partnerships, and ecosystem infrastructure.



NFT MARKETS

VIRTUAL LAND

VR company Decentraland is working on developing Genesis City: a plot of virtual land, more or less the size of Washington D.C. Decentraland is a one-stop-shop for NFTs; not only has it sold its digital lands as NFTs, but some lands themselves contain NFTs, like the Vegas Arts Village (which includes works from artists from the Famous Token platform). Decentraland recently experienced a **price surge** thanks to the Facebook Metaverse rebrand.





PROPERTY AND METaverse

The metaverse is in its nascent growth phase, but the infrastructure is being built on separate platforms and social attitudes are changing. However, are we ready to experience a new era of the internet? This may take several years to mature, immersive metaverse experiences to become ubiquitous, earlier stage investment opportunities are emerging across multiple themes, including Social Media, Video Games, E-commerce, and Blockchain. The first movers are the social media and video gaming companies which have significantly large user bases, creator platforms, experiences with live digital events, and cutting-edge hardware to build the basis of the metaverse.

Metaverse is a new augmented concept that creates digital virtual ecosystems as part of the Web 3.0 fast growing ecosystem. The Metaverse uses artificial intelligence and blockchain technology to create interactive digital virtual worlds. The metaverse is a powerful technology and economic combination of multiple elements of technology, game theories, including virtual reality, augmented reality and video where users can "live" within a digital universe and interact with other users through economic systems.





PROPERTY AND METAVERSE

The difficult experience of buying or renting a property is familiar with the inconvenient, time intensive and expensive process. With contracts to sign, payments to be made between landlord and tenants, real estate agents and, often, mediating lawyers. These arrangements require multiple transactions, time and money.

With LynKey virtual real estate in open metaverses, we can enable peer-to-peer transactions and use smart contracts to automate and accelerate these legal processes. Smart contracts can be programmed to instantly trigger actions and execute orders as required. As a result, property assets, such as buildings, shares or funds, and debt or equity, can be automated in new ways and executed in minutes instead of weeks or months.

Virtual real estate can unlock liquidity via decentralised global markets that enable tradable assets and allow for metaverse assets to be used as extractable collateral to fuel innovative methods of lending in decentralized finance (DeFi). Virtual real estate NFTs may be a new concept but the quick adoption makes it a comparable asset class to physical real estate.

Through what we hope will be an increasingly open metaverse, users can one day move digital assets and NFTs in and out of virtual worlds. Perhaps their digital homes can be used as collateral for loans. Imagine if you could borrow against a valuable piece of virtual land to acquire physical land?

This world, still being settled, will almost certainly need to be built on more than just Ethereum, the dominant smart contract network.



NFT MARKETS

UPLAND

Upland is the earth's metaverse mapped to the real world and accessible via web, iOS and Android.

While the concept of “virtual land” is certainly intriguing, we believe that the true future lies in real-world assets. The fact that our tokens are tied to actual property is what makes our project so significant. NFTs might be attractive to the gaming and VR sectors, but its ability to solve challenges in property (liquidity, efficiency) still remain largely unexplored. Therefore, we put NFTs to the right use, as explained later.

Other property businesses are approaching NFTs in a different way: by selling NFTs as digital certificates of authenticity; tracking, tracing, and representing physical products on a blockchain as they travel across the supply chain from manufacturer to buyer.

Virtual property sales are becoming a widespread phenomenon. For instance, the digital “Mars House” recently sold for \$500K. The transparent virtual home, which “can be built in real life by glass furniture-makers in Italy,” according to Krista Kim, its author, was created in 2020 using 3D rendering platform Unreal Engine.

The house comes complete with a “calming musical accompaniment” by rock musician Jeff Schroeder of The Smashing Pumpkins. The digital file of the house is verified by a non-fungible token (NFT), which acts as a digital certificate of ownership, allowing unique digital artworks to be bought and sold and collected.

Other examples are Barcelona-based **Andrés Reisinger who auctioned ten pieces of virtual furniture** in 2021 which sold for almost \$450,000 in total.

Alexis Christodoulou, on the other hand, sold his architectural renderings for \$340,000. Most famously, the artist Beeple sold an NFT for **\$69 million** in May 2021, which helped lead to **more money flowing** into the sector than ever before.



NFT MARKETS

PHYSICAL PROPERTY MARKET

Currently, the transfer of property ownership is very labour- and cost-intensive. So there is interest in exploring how tokenising property rights would make them much easier to manage and trade.

According to the legendary venture capitalist, Tim Draper: “I am excited about how NFTs in the virtual world are going to be applied to property in the physical world. I suspect that people will soon be able to buy a building, buy the air rights and buy the virtual rights of any physical space.”

The future of this area is bright, also according to Henry Elder, President of IBREA (International Blockchain Real Estate Association). In a recent Forbes interview, he pondered: “Imagine I could buy a house as an NFT, and instantly borrow against the NFT using DeFi or TradFi products with a 2-4% interest rate. Why would I ever go through the brain damage of using Wells Fargo WFC +0.1% or Chase, with their months of nightmare due diligence?”.

A historical event for NFT estate sales was when TechCrunch founder Michael Arrington purchased the world's first blockchain-backed apartment on Propy (a revolutionary estate platform that seeks to make home purchasing easier). Subsequently, in 2021 Arrington sold his NFT-minted, Kyiv-based studio apartment for 36 ETH (roughly **\$93,000**).





NFT MARKETS

PROPERTY DEVELOPMENTS IN PRACTICE

Propy, who was awarded Technology Pioneer by the World Economic Forum, is helping find new ways to support and manage the application of NFTs such as homeownership transfer for entire homes. Using blockchain for property asset sales makes it easier to avoid committing securities law violations.

The NFT would operate in a way similar to a deed. A deed provides several things: proof of ownership, contractual terms, and a foundation for buying and selling. An NFT could combine all of these things at the same time.

According to Natalia, here's how a property NFT sale could work: "First, there is legal preparation for the sale of a property as an NFT. Then an NFT is minted; that includes descriptive and legal data about the property, including paperwork, disclosures, reports, image files, and even videos. The NFT is proof of ownership. Legally, whoever has possession of the NFT, owns the property".





BENEFITS OF NFTS & BLOCKCHAIN

Platforms and marketplaces

Property technology has traditionally been primarily concerned with listings and with connecting buyers and sellers. However, blockchain introduces new ways to trade property and can enable trading platforms and online marketplaces to support property transactions more comprehensively.

Blockchain can reduce the barrier to property purchase significantly. The fintech startup Reinno, for example, recently launched a tokenised property platform boasting \$237 million of commercial property. A person with \$5000 is actually able to participate in the marketplace, which is normally reserved for people with millions of dollars and commercial property connections.



No intermediaries

Brokers, lawyers, and banks have long been part of the property ecosystem. However, blockchain may soon usher in a shift in their roles and participation in property transactions, according to a report by Deloitte. New platforms can eventually assume functions such as listings, payments, and legal documentation.

Let's say that you are a homeowner in Arizona and are interested in selling your home. You are already dreading how much paperwork it will take, and the property agent fees involved.



Liquidity

Property sector has long been considered an illiquid asset since it takes time for sales to conclude. This isn't the case with cryptocurrencies and tokens since they can, in theory, be readily traded for fiat currencies through exchanges. However, as tokens, property can be readily traded. A seller doesn't have to wait for a buyer who can afford the whole property in order to get some value out of their property.





BENEFITS OF NFTS & BLOCKCHAIN

Fractional Ownership

By allowing fractional ownership, blockchain also lowers the barriers to property purchase. Typically, it would require significant money upfront in order to acquire property. Through blockchain, people would simply have to access a trading app to buy and sell even fractions of tokens as they see fit.



Costs

The transparency associated with a decentralized network can also trim down costs associated with property transactions. Beyond the savings made by cutting out intermediaries' professional fees and commissions, there are other costs such as inspections costs, registration fees, loan fees, and taxes associated with property. These costs even vary depending on the territory that has jurisdiction. Like intermediaries, these can be reduced or even eliminated from the equation as platforms automate these processes and make them part of the system.



Tokenisation and fractionalization

Tokenisation of the value of a real asset allows it to be traded on the blockchain through exchanges like any token, eliminating barriers to entry.

According to Aetsoft, the number one use case of their products is for low-cost property purchasing. At present, property deals involve the whole army of lawyers, brokers, and insurance providers, each requiring a fee; otherwise, you will not get a land title, and the deal will fail. Blockchain-based smart contracts replace third parties, standing between property buyers and sellers, through autonomy and cryptography; more to it — they do not require exorbitant fees.





BENEFITS OF NFTS & BLOCKCHAIN

Decentralisation

Blockchain commands trust and security as a decentralized technology. Information stored in the blockchain is accessible to all peers on the network, making data transparent and immutable. One only has to go back to the housing bubble crash in 2008 to see how greed and the lack of transparency in the part of institutions can have catastrophic consequences. A decentralized exchange has trust built into the system.



Transparent records

Immutable, auditable records of transactions and entities establish transparency and compliance, eliminating the possibility of criminal activity



Reliable proof of ownership

Land ownership records kept on the blockchain are accessible and immutable. Only authorized persons can change them, and each change is recorded.



Trustless and immutable

No trusted third party is required; blockchain cryptology removes intermediaries, establishing a trustless environment between contracting parties and sharply reducing transaction risks.

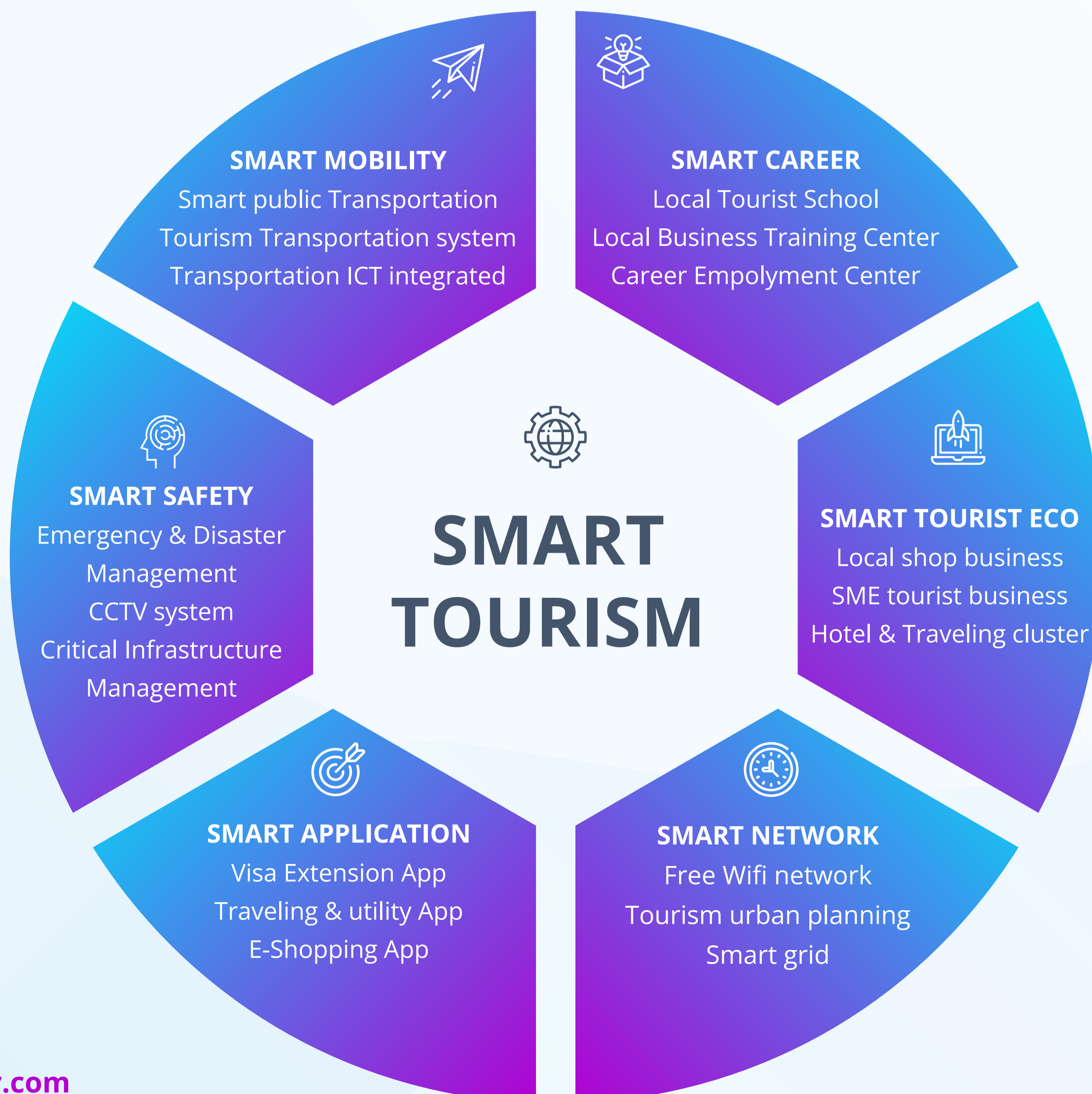




SMART CITIES

The concept of “smart” technology has existed for several decades. We may have invented the telephone over a one and a half-century ago, but the “smartphone” has only existed since the 1990s. Our smartphones today are capable of incredible technological feats that were not possible when the technology was first invented, and it has changed the way that humans interact forever.

Similarly, the concept of a “smart city” has also risen. The term ‘smart city’ has several predecessors like intelligent city (N. Komninos, 2007), digital city (N. Leach, 2009) or ubiquitous city (L. Anthopoulos and P. Fitsilis, 2010). While there are differences in these terms the fundamental proposition in all these definitions is the use of information and communications technology (ICT) to provide services and support to citizens. What if we applied the transparency and efficiency of blockchain technology to improve the infrastructure of our city? Blockchain can be used for traceability purposes, for example, and different blockchains can communicate and share data with each other. The Internet of Things would be the kind of technology relevant for the creation and maintenance of smart cities, as well. The global IoT market is expected to expand to over **24 billion devices** by 2030.





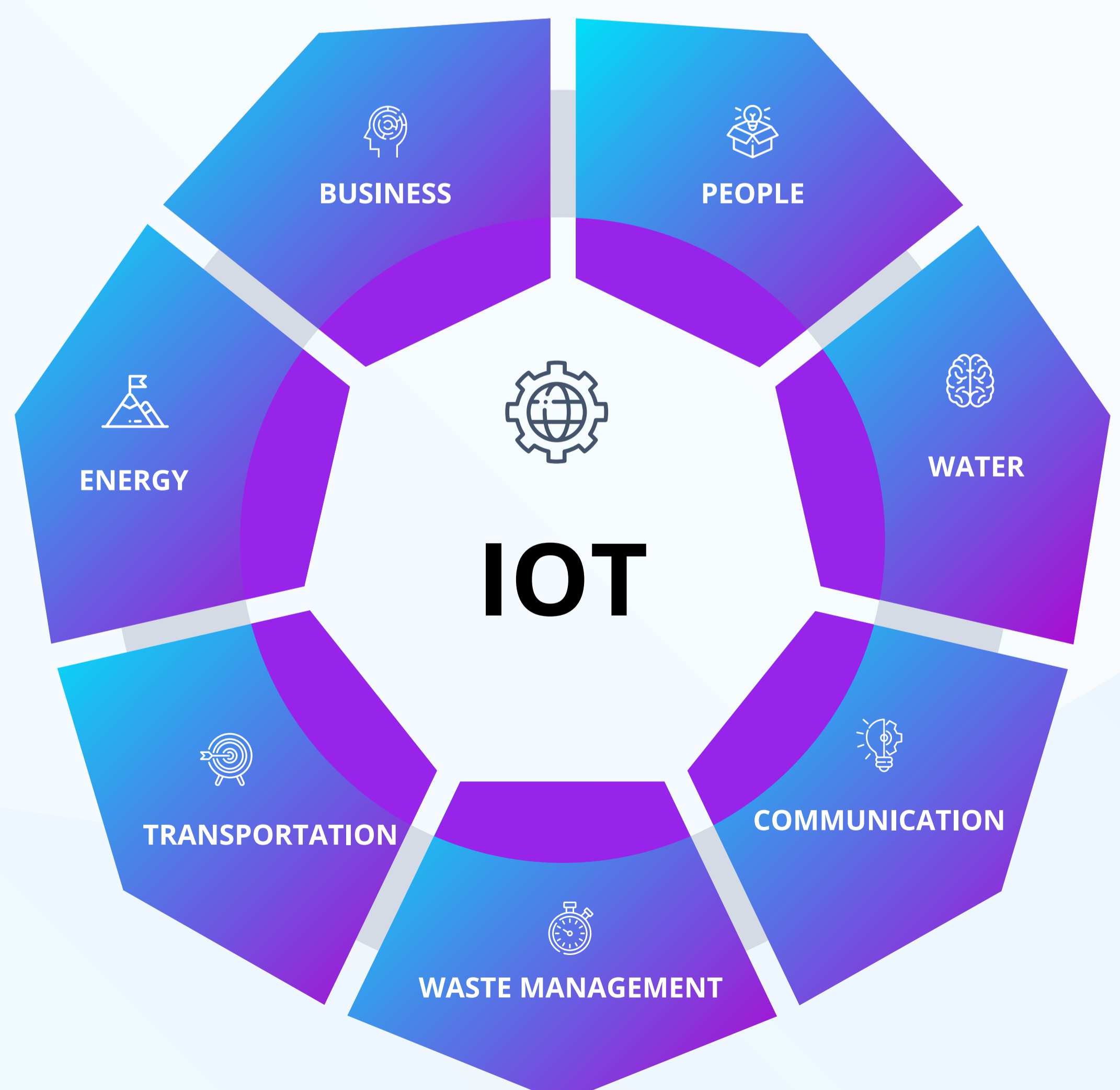
A smart city would leverage technology to make life better and safer for its citizens. This might include IoT surveillance for neighborhood safety, or using IoT sensors to optimize the way that traffic moves, the quality of the water/air in the city, or tracking energy usage. A smart city is often considered a city that is interested in improved mobility, access, and sustainability.

We ultimately hope to participate in various smart city initiatives. There are countless cities that are using blockchain to improve the everyday lives of their citizens, and Dubai is an obvious example. **Smart Dubai** is an initiative in the UAE exploring a variety of blockchain use cases focusing on government efficiency, industry creation, and international leadership.

Singapore has also been adamant about smart city initiatives, eager to explore how blockchain can help the country allocate resources better, become more sustainable, and collect data to improve operations, reduce inefficiencies, and gain more insight into the environmental, societal, and economic issues that their citizens face.

While the rise of “smart cities” may be in the near future, we do hope to improve and enhance the tourism experience in the short-term future. We believe that once global travel **rebounds from** the COVID-19 pandemic, more startups and organizations will leverage blockchain technology to make the travel experience more exciting, inclusive, and efficient. We believe that the LynKey token accomplishes all three of these goals.

We also believe that blockchain can improve the tourism experience significantly. Many experts have spoken about how there can be a blockchain-based Digital ID that may eventually replace the “passport.” The transparent and immutable nature of the technology can also prove useful to anything from baggage management, to rewards systems, to “smart cities” becoming global tourist destinations thanks to blockchain-based initiatives.





APPENDIX

Example Case: Property ownership in Vietnam by foreigners

The law on land ownership in Vietnam is valid for all types of property. A foreign owner can purchase an apartment, house, villa or land.

Foreign individuals and foreign entities cannot hold more than 30% of the shares of a building or more than 250 properties in the same district. The 2014 law on land ownership in Vietnam has therefore changed the legal status of foreigners considerably since previously a foreigner could not buy property in Vietnam. Land Law stipulates that the Government can allocate or lease land to foreign invested companies for a period of a maximum of 50 years (70 years in exceptional cases), to implement their projects. Land Use Rights (LURs) leases are subject to land use rent and are the only form of land ownership available to foreigners. The law allows the foreign-invested businesses to transfer capital in the form of LUR value. Typically, local partners of Joint Ventures in Vietnam contribute their portion of capital in the form of the LUR value, only after receiving land “allocation”, rather than a land “lease”, and where payment in full for the land “allocation” has been made. Where the land usage fee payment is deferred, the contribution of the LUR into foreign investment projects is still permissible as far as the deferment is allowed in writing by the relevant People’s Committee. Once the JV’s investment certificate has been issued, the same JV shall be the holder of the LUR certificate.

Most investors rely on a lease instead of the purchase of land. There are four options for investors to lease land with a LUR specified by the Vietnamese government. The easiest method is to lease or sublease directly from the landlord. Such land must be in a high-tech zone, processing zone, industrial zone, or economic zone. The landlord is usually a commercial enterprise that has already completed all the required paperwork and obtained the LUR.



APPENDIX

In terms of land, foreigners can't buy land. Although foreigners can purchase houses, they are not allowed to own the land like many other countries in Southeast Asia. In Vietnam, the land is a national good; for this reason, only the structures built on the land are allowed to be purchased, not the whole piece of land on which it is built that they are on it. In fact, even the citizens of the country are not allowed to own lands, unless the Vietnamese people collectively own them. Still Even so, the lands are governed by the state. However, 'land-use right' can be enjoyed by the foreigner for up to 50 years, or, in some special circumstances, 70 years, with a renewable duration. Vietnam has a law regarding lands called Land Use Rights (LUR) that makes the risks less for foreigners to bring money there. A foreign estate agent like Global Business Services Company (GBS), for example, introduced a 50-year lease scheme that gives the buyer a right to the apartment for 50 years. He/she will get the chance to reaffirm the lease when the term expires without payment of an additional rental charge. The contract will give the buyer many of the rights of ownership since it is only a lease.

Therefore, the buyer can also sublet his apartment. During the period of the scheme, if property ownership by foreigners gets lawful approval, the complex owner will transfer the apartment title to the person who bought it. Even when the building, for some reason, has to be sold, a pro-rata share will be given to the buyer.

We understand that there is a tremendous amount of excitement regarding NFTs, and the virtual world. Facebook is one of the most powerful Silicon Valley tech companies, and they are planning on **rebranding to Meta**, emphasizing the metaverse. Facebook has also confirmed that the metaverse will **support NFTs**.

The LynKey team believes that one of our central strengths is the fact that these NFTs actually represent real-world experiences, rather than a rare virtual collectible of some kind. The NFT sector will continue to grow exponentially, but we believe that the way that property will be tokenised offers a massive opportunity.

The world of legacy property is changing rapidly. People want to be able to build a diverse portfolio all over the world, without constantly having to deal with local politics, outdated regulations, or transactions that simply take too long, or cost too much money



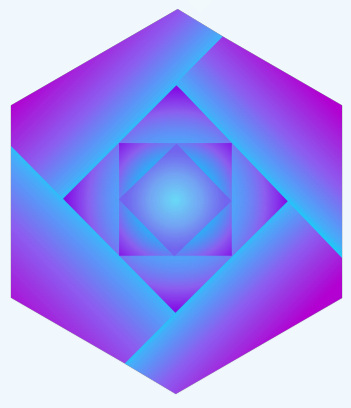
FURTHER DEFINITIONS

Prepaid Lease. With respect to any Collection Period, a Lease that has been prepaid in full, whether pursuant to its terms or with the Servicer's consent

Prepaid Lease means a leasehold interest in a Cellular Site pursuant to a lease on land, rooftops or other structures that does not require the lessee to make ongoing payments of rent to the lessor (excluding for the avoidance of doubt Profit Sharing Revenue).

Lease, a contract for the exclusive possession of property (usually but not necessarily land or buildings) for a determinate period or at will. The person making the grant is called the lessor, and the person receiving the grant is called the lessee. Two important requirements for a lease are that the lessee have exclusive possession (nonexclusive possession would call for a license) and that the lessor's term of interest in the property be longer than the term of the lease (a grant involving an equal term or period would comprise a conveyance or assignment, not a lease).

License, in property law, permission to enter or use the property of another. There are three categories of license: bare licenses, contractual licenses, and licenses coupled with an interest. A bare license occurs when a person enters or uses the property of another with the express or implied permission of the owner or under circumstances that would provide a good defense against an action for trespass. For example, a person entering a gas station to ask for directions is a licensee and not a trespasser. Contractual license provides an express or implied permission to enter or use the property in exchange for some consideration. For example, the purchase of a movie ticket allows the ticket holder a license to enter the theatre at a particular time. Licenses that are acquired by contract normally include the right to use property that is protected by patent, copyright, or trademark. A license coupled with an interest arises when a person acquires the right to take possession of property located on someone else's land, as when a lender acquires the right to repossess an automobile that is located on private property after the borrower has defaulted on a loan.



Bare licenses generally are not assignable (transferable) and are revocable at will by the property owner. The assignability and revocability of contractual licenses normally depend on the terms of the contract. Licenses coupled with an interest usually are both assignable and irrevocable, at least until the holder of the license has had a reasonable time to retrieve the property that gave rise to the license.

When a landowner permits another to use the land under circumstances in which it is reasonable to foresee that the licensee will spend money or otherwise change position in the belief that the license will not be revoked, the license may become irrevocable. For example, if a person owns two parcels, one of which has no access to a public road, sells the landlocked parcel to another person, and gives him permission to build a driveway across the lot the seller has retained, the license becomes irrevocable when the buyer invests in the property, reasonably believing that the permission will not be revoked. When the license becomes irrevocable, it may be called an “executed parol license,” though it is more accurately called a servitude created by estoppel, a term that better describes both the process used to create the right and the resulting right itself. An executed parol license creates a right that runs with the land indefinitely, a right properly described as a servitude. Describing it as an (irrevocable) executed parol license generates unnecessary complication in the law by creating an unneeded, redundant category. It also creates possible confusion because it suggests that there may be some body of law, other than servitudes law, that governs secondary questions like the scope and termination of executed parol licenses.

<https://www.britannica.com/topic/license>