

\$IMPLEFX



SFX Coin

Revolutionise your trading game with the crypto multi-asset trading platform pioneer and its exclusive SFX token.

[Litepaper](#)

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Table of contents

SimpleFX Story.....	3
SFX Coin Overview.....	4
1. Exploring Key Features and Benefits.....	4
2. SFX Coin allocation.....	4
3. Phases description & timeline.....	6
SFX Coin Ecosystem.....	7
1. SFX Staking - get your share in the platform's profits.....	7
2. Bid-Ask Spread Cashbacks.....	9
3. Withdrawal Fee Reimbursement.....	9
4. Exclusive Premium Access and Favourable Terms.....	9
5. SFX Coin Burning Program.....	9
6. SFX Coin as collateral.....	9
Token allocation.....	10
Closing remarks.....	11
Legal Disclaimer.....	12

SimpleFX story

The inception of SimpleFX dates back a **decade**, when the spirit of libertarianism was at the forefront of early-stage cryptocurrency projects. **The SimpleFX trading platform was born** out of a need to counter the slow and overcomplicated old-fashioned financial system that tended to favour hedge funds and investment banks, while suppressing the retail traders' community and its solidarity. The platform was a response to the prevailing sentiment of the time, which sought to level the playing field and empower individual traders.

SimpleFX provides access to multiple trading assets, allowing traders to diversify their portfolios and maximise their profits. **With a wide variety of payment channels**, including Lightning Network, users can enjoy fast, secure and low-cost transactions, without any of the hassles associated with traditional payment methods. And that's not all - **we also offer a unique staking feature** that allows users to earn rewards simply by holding onto their assets. Our platform is designed with traders' needs in mind, offering intuitive features and a user-friendly interface that makes trading a breeze.

SimpleFX has withstood the test of time, demonstrating an impressive resilience to both crypto winters and unforeseen black swan events. It has weathered the collapses of various crypto-related projects, including TerraUSD/LUNA, Three Arrows Capital, FTX, BlockFi, and Silicon Valley Bank, **proving its unwavering stability in the face of significant market turbulence**.

We are committed to continuous development and improvement, with a firm belief in the power of collaboration and community. As such, we are proud to offer SimpleFX enthusiasts a unique opportunity to optimise their trading costs, participate in the platform's profits, and gain greater decision-making power within the platform through **our own token, SFX Coin**. We understand that our users are the lifeblood of our platform, and we are dedicated to ensuring that their satisfaction and needs are at the forefront of our development efforts. By sharing a percentage of our profits and decision-making power, we aim to foster a true sense of ownership and partnership, ensuring that our users are always invested in the platform's success.



To read more about SFX Coin, go to page 4

SFX Coin Overview

1. Exploring Key Features and Benefits

At SimpleFX, we strive to be the go-to trading platform for crypto traders, providing a suite of powerful features and intuitive tools designed to help users stay ahead of the curve. To achieve this goal, we are pursuing an expansion strategy to further enhance their experience and profitability within the SimpleFX ecosystem. At the heart of this new strategy is the SFX Coin providing its holders with a host of benefits, such as:

- 1 Spread discounts
- 2 Passive income from staking rewards
- 3 Scarcity premium due to the token's decreasing supply
- 4 Withdrawal fee rebates
- 5 Early access to new products and features
- 6 Exclusive privileges and experiences
- 7 VIP services and voting rights for large token holders



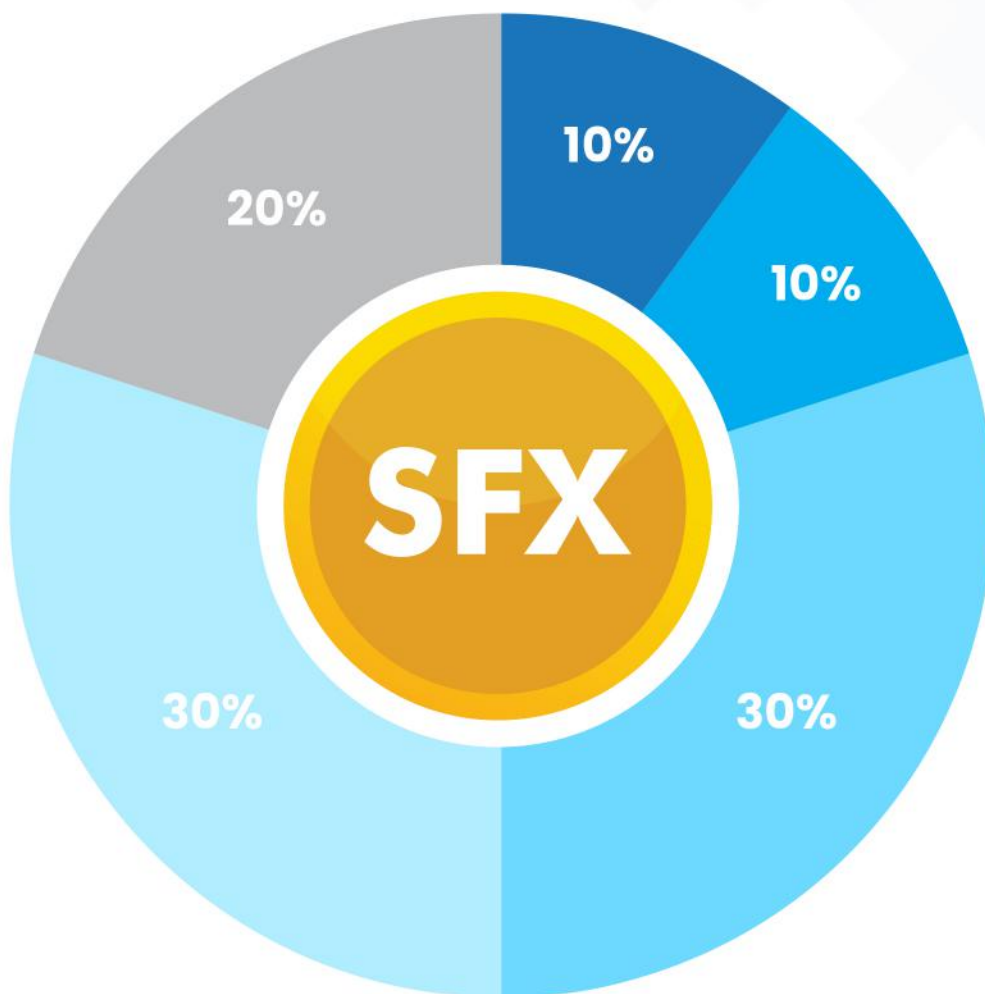
To read more about SFX Coin, go to page 7

2. SFX Coin allocation


At its core, the SFX Coin is an ERC-20¹ token that has a fixed maximum supply of 100 million tokens. All of these tokens will be minted at once and are now being gradually distributed over a period of up to five years, ensuring a steady and controlled release into the market.

We have designed the SFX Coin to serve as a powerful tool for driving the growth and expansion of our trading platform. The majority of our token supply will be directed towards incentivising our users, developing new partnerships and promoting the growth of the SimpleFX ecosystem.

¹ We're examining the potential of issuing SFX Coin as an ERC-20 token on the Ethereum network, or another blockchain or Layer-2 solution that may emerge in response to shifting market conditions. With this flexible approach, our customers can benefit from fast and secure SFX Coin transactions, along with access to DEXs for enhanced liquidity and security. Furthermore, external wallets and services will readily accept deposits in SFX Coin, and users will have the freedom to transfer their SFX Coins to various crypto wallets, including popular options such as MetaMask, Exodus, and Coinbase Wallet.



Ecosystem Development	Airdrops	Long-term Reserve	Partnerships	Liquidity
20%	30%	30%	10%	10%

 To read more about SFX Coin, go to page 9

3. Phases description & timeline

1 Two-Stage Token Release

- **Airdrops Phase: to be completed by April 2024**

From trading cashbacks in SFX Coins to special giveaways, every opportunity counts towards maximising your SFX Coin acquisition.

- **Launch Phase: up to May 2024**

Enjoy a comprehensive suite of tangible benefits, including reduced trading costs and staking rewards.

2 Timing is the key

After careful analysis, we have concluded that the upcoming Bitcoin halving, which is scheduled for April 2024, is the most opportune moment for the launch of the second phase. Our decision is rooted in the highly favourable market dynamics observed after this significant event. In fact, all previous halvings have been followed by a notable surge in market volatility, leading to above-average revenues². Our team is confident that this strategic move will maximise the potential for SFX Coin success and benefits for its early adopters.



²Since its inception in 2014 and at the date of SFX Coin litepaper release, SimpleFX has experienced two out of three previous Bitcoin halvings.

SFX Coin Ecosystem

As the SimpleFX ecosystem continues to expand, we are committed to enhancing the utility of SFX Coin. By holding our token the early adopters will enjoy an array of exclusive benefits, including:

1. SFX Staking - get your share in the platform's profits

Our trading platform has been a reliable source of revenue over the years, attributed to its ability to generate a steady stream of income from interest rate differentials and money-borrowing rates that accrue overnight. In order to promote price stability and establish a robust foundation for the SFX Coin's value, we will implement SFX Coin staking with staking rewards linked to revenues from overnight costs.

The core concept behind this initiative is to connect the floor value of the SFX Coin with the development of the platform. This means that as the platform's open position grows in size, the nominal revenue and staking rewards increase accordingly.

Daily revenue distribution in staking rewards

Open position 1	Overnight cost 1
Open position 2	Overnight cost 2
Open position 3	Overnight cost 3
Open position n	Overnight cost n

$$\text{Overnight costs (\$)} = \sum \text{Open position} \times \text{Overnight cost (\%)}$$



2. Bid-Ask Spread Cashbacks

Holders of SFX Coins will enjoy cashbacks on spreads and effectively reduce their trading costs.

Traders who engage in more frequent trading can realise greater advantages from reduced trading costs, as the savings generated from lower fees can compound and have a more pronounced impact on overall profitability.

A comparative analysis of cost savings across selected trading strategies



3. Withdrawal Fee Reimbursement

Holders of SFX Coins will benefit from withdrawal fee reimbursements, reducing the overall cost of funds transfers.

4. Exclusive Premium Access and Favourable Terms

As valued members of the SFX Coin community, holders will have early entry to new products and features, along with privileged terms for emerging services. For our large token holders, we will offer VIP Support and the opportunity to engage with our platform through a dedicated account manager and voting rights for important decisions.

5. SFX Coin Burning Program

Our strategy for preserving the value of SFX Coin on the free market is to conduct regular burns of the SFX Coins from the long-term reserve pool. With the fixed total SFX Coin supply, where the amount of tokens that will ever exist is predetermined and fixed, its price will tend to rise as the supply decreases, which will create a positive feedback loop. The purpose of this approach is to promote a gradual, sustained increase in the SFX Coin's value over time.

6. SFX Coin as collateral

As SFX Coin adoption continues to grow, we are excited to introduce the ability to use our Coin as collateral for trading (Q4 2025).

Token allocation

SFX Coin, as an ERC-20 token, will have a maximum supply of 100 million tokens. Of this, 30% will be allocated to reward our users and affiliates, while another 10% reserved for future partnerships. 20% of the tokens will be channelled toward the development of the SFX Coin ecosystem. We will hold 30% in the long-term reserve with the intention to burn unused Coins to enhance the token's value. The remaining 10% will be employed to ensure liquidity at the start of trading on the spot market.

Airdrops	30%	Allocated to users and affiliates.
Partnerships	10%	Specific allocation for B2B partnerships, which allows us to form strategic alliances and drive growth for both our partners and SFX Coin holders.
Ecosystem Development	20%	The SFX Coin will serve as an acquisition currency and incentivise new partners and projects in the platform's ecosystem. Additionally, it will be used to reward marketing and affiliates, thereby increasing the number of SFX Coin holders.
Long-term Reserve	30%	This reserve ensures that we have sufficient resources to fuel the growth of the SFX Coin ecosystem and maintain liquidity in the long run. In the absence of immediate demand, we will burn unused coins on a monthly basis to enhance the token's value.
Liquidity	10%	To facilitate liquidity during the initial trading phase of the spot market.

Closing remarks

This litepaper has provided a brief overview of the fundamental ideas underlying SFX Coin. However, to gain a more comprehensive and nuanced understanding of the concepts covered in this paper, we invite you to visit our blog at <https://blog.simplefx.com/>. Thank you for taking the time to read this paper, and we hope it has been informative and insightful.

Before acquiring SFX Coin (SFX) tokens, please read the following:

- 1 SFX Coin (SFX) Tokens are functional utility tokens designed for SimpleFX platform services or features. They do not represent equity, governance, voting, or similar rights or interests in SimpleFX Ltd. or its affiliates.
- 2 The features and benefits associated with SFX Coin (SFX) Tokens may be subject to change or termination at any time.

- If you are located in, incorporated in, otherwise established in, or a resident of the United States, you are not permitted to transact in SFX Coin (SFX) Tokens. SFX Coin (SFX) Tokens are not intended for sale to US residents. Presented services are unavailable in the United States, sanctioned or any jurisdiction restricted in SimpleFX T&C.

- 4 Specific benefits and features associated with SFX Coin (SFX) Tokens may not be available in certain jurisdictions.



Legal Disclaimer

The only thing this litepaper is meant to do is give information. It is not meant to be investment advice. It is not an offer, a request, or an invitation to buy or earn SFX Coin (SFX) tokens when they become available. All capitalised terms used here have the same meaning as those defined in terms of service.

Please note that SFX Coin (SFX) tokens should not be considered investments. If you purchase SFX Coin (SFX) tokens for any reason, SimpleFX Ltd. and its affiliates will not be held responsible for any refunds or exchanges. SFX Coin (SFX) tokens are highly volatile and may change in price.

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simplefx.com

