



THE WORLD'S TRAVEL TOKEN

TRATOK

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INTRODUCTION

The aim of this publication is to highlight the potential for improving the way that bookings can be made in the travel and tourism industry.

Despite the sector's vital importance, there remain several inefficiencies which have not been addressed for too long.

This paper will attempt to explain, in simple terms, why the sector is of great importance, summarize the existing problems and propose a viable solution.

By doing this, we demonstrate how the leveraging of blockchain technology can be used to create a relevant app powered by a single global token which can revolutionise the industry in a sustainable way which is mutually beneficial for all relevant stakeholders.

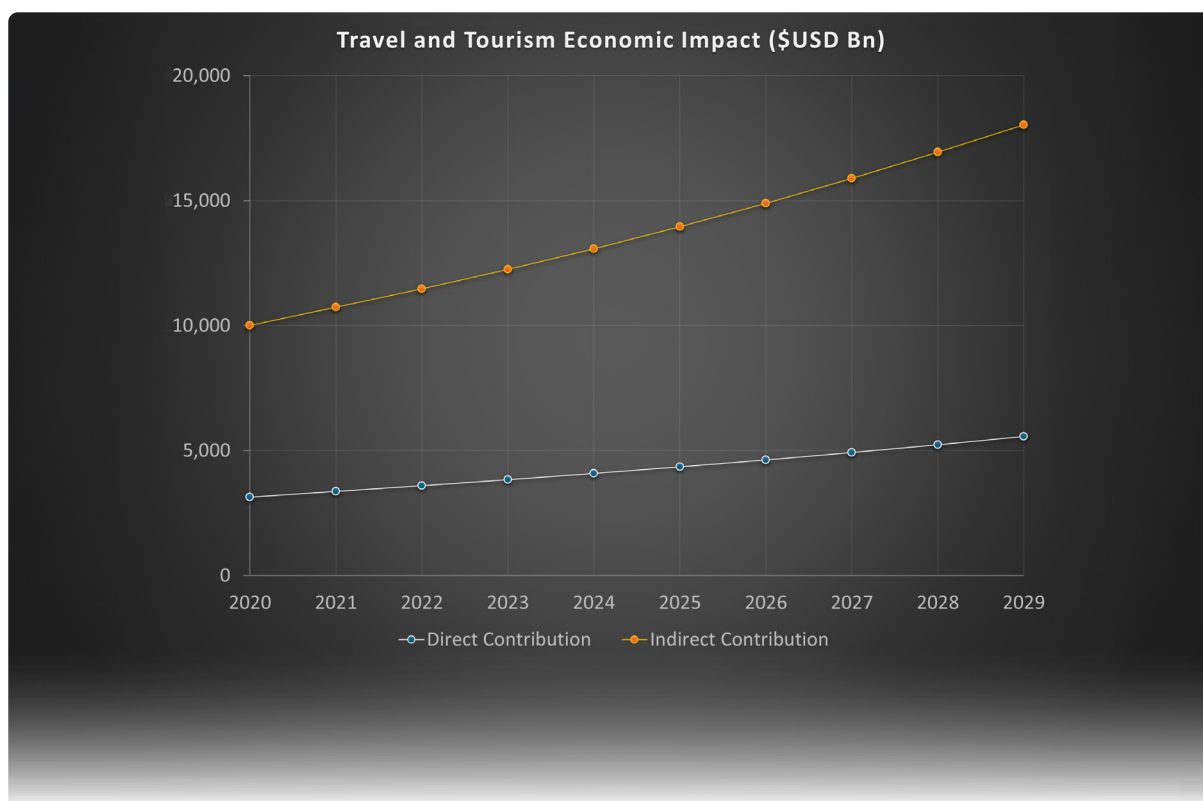
IMPORTANCE OF THE TRAVEL AND TOURISM INDUSTRY

In 2023, the total contribution of travel and tourism to the global gross domestic product (GDP) was approximately 9.9 trillion U.S. dollars.

Before the impact of the COVID-19 pandemic, travel and tourism accounted for around 10 percent of global GDP and more than 320 million jobs worldwide.

The direct economic impact of travel and tourism is expected to reach 10.8 percent of global GDP by the end of 2026.

The United States and China are the leading travel markets based on the total contribution of travel and tourism to GDP. (World Travel & Tourism Council, 2024)



The indirect global market of travel and tourism encompasses the economic value generated indirectly by the industry. It includes sectors that support and benefit from travel and tourism, such as manufacturing, agriculture, and other service industries.



Here are some insights regarding the indirect global market:

The indirect impact of travel and tourism is significant, as it stimulates economic activity in various sectors and creates employment opportunities. The World Travel and Tourism Council forecasts that the travel and tourism sector GDP will grow at nearly double the rate of the broader global economy in the 10 years leading up to 2033, adding more than 100 million new jobs.

However, despite the leviathan size of the industry, there remain many challenges which are yet to be addressed in an efficient manner. These significant challenges include the following:

High transaction fees:

Online reservations often involve significant transaction fees and the involvement of intermediaries, which can increase costs for both service providers and consumers.

Lack of transparency:

The current business model in the industry may lack transparency, leading to hidden charges and inefficiencies.

Disruptions and crises:

The industry is susceptible to disruptions such as natural disasters, political instability, and global health crises, as seen with the impact of the COVID-19 pandemic.

Tratok, a blockchain-enabled global hospitality ecosystem, was designed to address these challenges. It leverages unique and patent-pending AI and blockchain technology to enhance the hospitality industry. Tratok offers lower costs, faster refunds, and a suite of awards that are revolutionary in the industry.

Tratok was created to unlock the doors to life-changing travel experiences and be rewarded beyond your wildest dreams, all while slashing costs and embracing a world of endless possibilities.

EXISTING PROBLEMS

Despite the total economic value of the travel and tourism sector, there are several shortcomings that have yet to be solved in an acceptable manner. These issues affect the vast majority of stakeholders, but due to the benefit that it provides other stakeholders, embracing the new efficient technology has been delayed.

This is happening to the benefit of the “Middleman” and financial service providers, coming at the expense of service providers and service consumers.

Let us consider a few of these problems and highlight how they cause problems. It becomes quickly apparent that these problems all have a simple common solution.



LACK OF TRANSPARENCY ON COSTS

Unfortunately, it is often the case that the price presented to an individual is not the final price that the consumer is asked to pay.

Often, when making a reservation online, the initial total cost is hidden from the client until they have gone through the whole process and are effectively at the final checkout.

It is only then, after they have committed much of their time to filling out information and perfecting their reservation, that they are presented with the genuine cost.

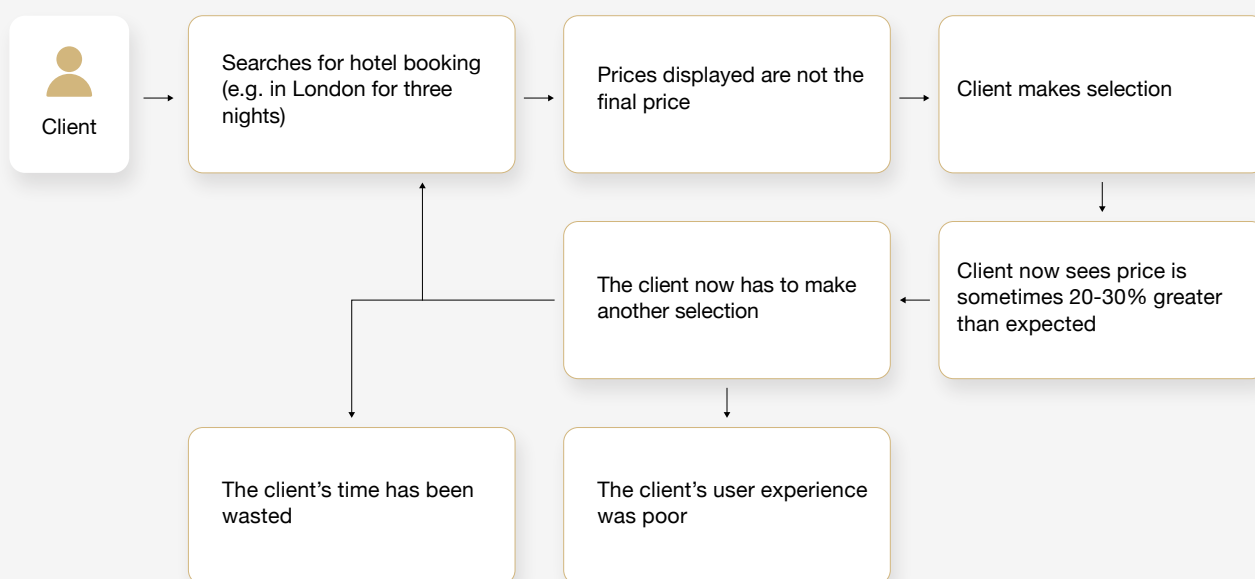
This is not only misinformation but is also time consuming.

Regularly, the consumer will change their mind when they see that fees are substantially higher than what they initially believed.

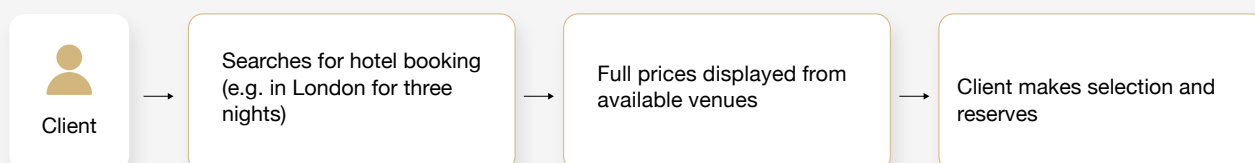
This represents an even greater problem when one considers that different countries and different services will be subject to different fees. Indeed, holidaymakers will usually choose one destination over another based on price without knowing that the price will substantially change.

This can be further complicated when prices are displayed in different currencies. Having a standard full price at the initial selection would not only be the fairest way to display the genuine cost but would also allow consumers to make a more informed decision when choosing a destination and a service.

The existing and ineffective current pathway:



The efficient pathway:



FOREIGN CURRENCY EXPOSURE

Due to fluctuations in currencies, in conjunction with mark-ups that financial institutions provide on foreign currency transactions, purchases in a non-local currency affect the consumers and the suppliers substantially.

This is particularly true for hotel chains and airlines that provide services on a global scale, as it leaves them prone to swings in currency valuation. This has significant impacts on their P&L.

Having a standard currency or token would not only eliminate the need to pay significant conversion fees but would also minimise the risk of exposure to significant fluctuations in currency.

Such a universal token would effectively ensure a more accurate representation of income for the supplier and expense for the consumer.



TRANSACTION FEES

Online reservations, despite the client doing the majority of the work, have significant transaction fees. Among these fees are charges imposed by payment gateway providers (Visa, American Express, etc.) and affiliates.

This cost is usually hidden from the consumer, but the core fact is that they exist and burden the consumer and the service provider. Such fees are also unbalanced. The process of making a booking is universal. To process a form should not cost \$X for one booking and \$2X for another booking simply because one service is more expensive.

Fees need to be standard, fair, and transparent. With the existence of blockchain, transaction fees would be transparent and minimal. There is no longer an excuse for transaction fees to be so high. They do not benefit either the consumer or the provider of the service, who are the most important stakeholders in the sector.



DELAYS WITH PAYMENTS AND REFUNDS

Issues with the reclamation of payments for cancellations have remained a consistent problem with electronic reservations. This is for a multitude of reasons, the main one being the multiple parties involved in the processing of any such refund. For example, the financial institutions will charge fees, then the service provider must decide how to handle the processing of the refund with regards to how much of the commission they have offered the “Middleman.”

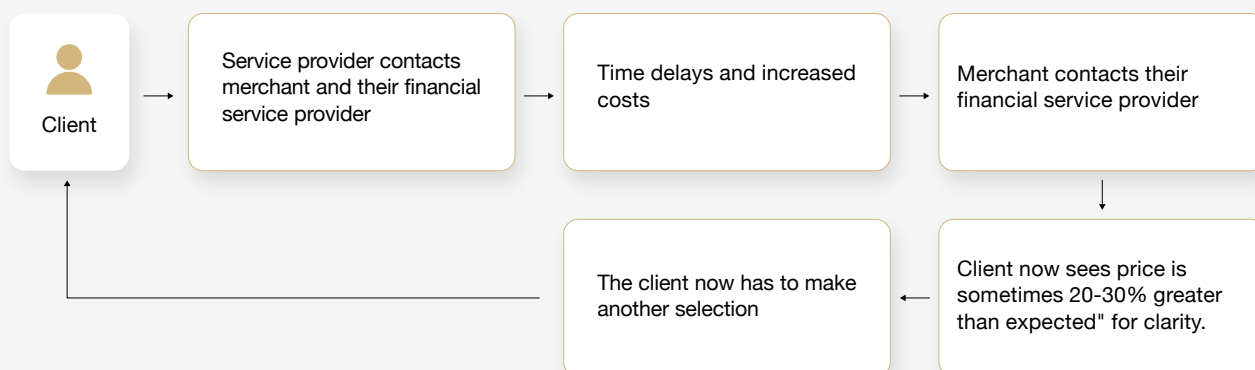
There is also the issue that if it was a foreign currency transaction, the client will once again lose a few percent of the transaction on the reverse trade. To add further insult to injury, many service providers will also charge their own cancellation fees and can take up to 30 working days to issue a refund. This is far from ideal.

The unfortunate outcome is that it is not unusual for a consumer who has requested a refund to find themselves reimbursed a month later with only a fraction of what they paid, and as a result, they have every right to be discontent with the outcome.

Aside from the inconvenience of this unfair practice, it is damaging for the industry. Having a simple one-path gateway with minimal and transparent transaction fees and an almost instantaneous execution time will ensure that any refunds in the future would be almost instantaneous and with minimal inconvenience and minimal loss of funds.

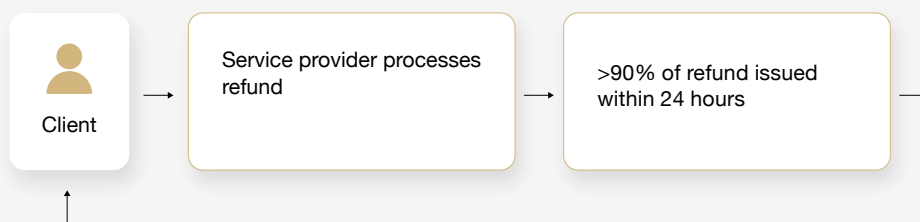
With the technology being available, it lacks all logic that this transition has not yet happened, as it is more cost-effective and convenient for both the consumer and the service provider.

I need a refund due to a cancellation



The efficient pathway:

I need a refund due to a cancellation



THE INEFFICIENT “MIDDLEMAN”

In the 21st century, most of us are capable of finding information for ourselves. It defies logic that there should still be a “Middleman” charging large commissions for information that we are able to retrieve with a few clicks of the mouse.

By having a platform that directly connects the consumer and provider with a standardised and transparent minimal fee, transaction costs will be significantly reduced. This will result in a lower cost for the buyer and greater profit for the service provider.

It is nonsensical that despite all transactions requiring the same effort to process, the price model reflects the value of the transaction rather than the process itself. There should be one flat fee that is transparent and shown to all parties involved in transactions. This is the fairest way to do things in a free market, and it must be the way forward because consumers will no longer tolerate being overcharged for minimal efforts on the part of “facilitators.”

It is not unusual for online travel agencies (OTAs) to leverage their power to impose uncompetitive terms on service providers, including but not limited to:

- Up to 30% commission on revenue.
- Up to 180 days delay on payment of trade receivables.
- Demanding control of up to 70% of inventories.
- Forcing rate parity (where the provider cannot charge lower than the price set by the OTA).
- Mass sell-offs of inventory at hugely discounted prices.

At present, this is the cause of many legal disputes in multiple regions worldwide and has even resulted in penalties from organisations such as the Federal Cartel Office. In short, this behaviour is toxic to the industry and hinders the growth and prosperity of a healthy tourist ecosystem.

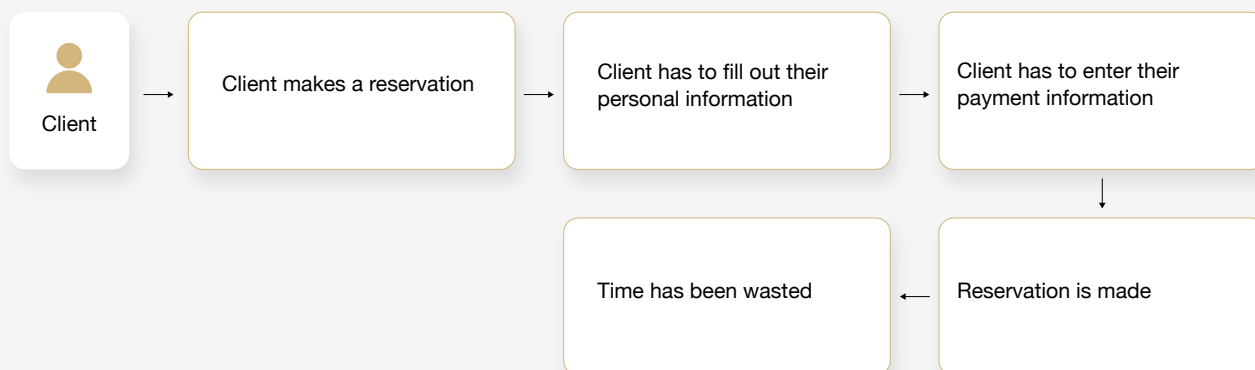


THE TIME COST AND DELAY OF FORM FILLING

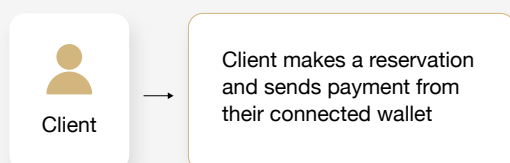
Filling out personal details and payment details over and over again is not only time consuming but also annoying. This is particularly true if one is “always on the road.”

By storing client details on an app which utilizes blockchain, they are attached with every payment. This eliminates the mundane task of filling out forms and allows the client to focus on more important things.

The existing and ineffective current pathway



The efficient pathway:



COMMUNICATION PROBLEMS

Communication issues remain another shortcoming. Whether you are getting in contact regarding a cancellation, a refund, or for any other reason, it can be frustrating to connect to the relevant person who can solve your problem. This complication can increase for a multitude of reasons.

Perhaps you did not make a booking directly, and therefore you are compelled to interact with a travel agent or third-party website, which then must relay your desired changes, often failing to make the correct amendments. Perhaps you do not have all the information available, and the service is having trouble finding your booking.

In many cases, it is simply a matter of time and effort, as it can be expensive and time-consuming to try to reach someone over the phone when you are on the other side of the world.

A platform in which the client could directly leave comments or requests for existing bookings would solve this problem with immediate effect. It should be as simple as selecting the booking in the platform, entering your requirement, and waiting for the relevant party to reply. This would save the client time, funds, and be less stressful for all stakeholders.



FRAUD

The industry is riddled with fraud, which influences multiple stakeholders.

Just to name a few examples of such fraud:

Review fraud:

Service providers hire firms to leave fake reviews of competitors and positive reviews of themselves.

Credit card fraud:

Payments are made without the consent of the cardholder.

Phishing attempts:

Fraudulent websites pose as legitimate service providers.



With 55 million fraudulent bookings in the U.S. alone in 2017, it is clear that the financial impact of this issue has a significant effect on the industry. By verifying all transactions via blockchain, it becomes possible to easily ensure that reviews are left by only genuine clients, while bookings are free from fraud and abuse.

TRATOK SOLVES ALL OF THESE PROBLEMS

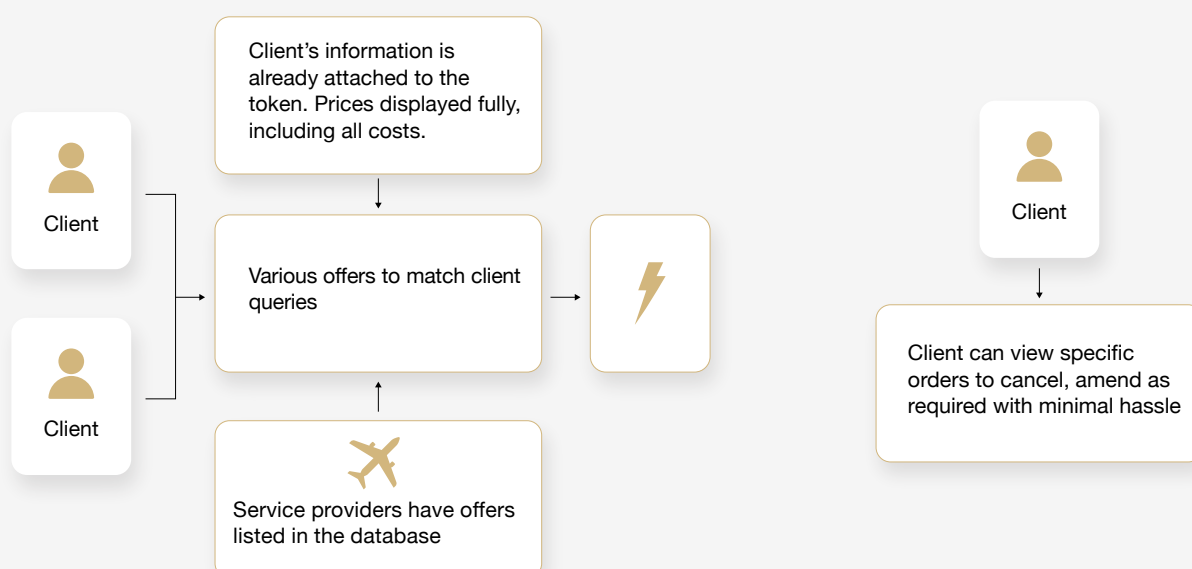
The Tratok token can solve all of these problems by powering a purpose-designed multi-platform application which can link consumers with suppliers. Both stakeholders will register and be matched appropriately in the digital marketplace via a self-improving (machine learning) AI.

Real-time prices would be offered to be settled at the time, with all fees and transaction costs displayed from the start for full transparency. In addition to this, service providers maintain full contact and ownership of their bookings, are subject to minimal transaction fees, and receive trade receivables in a matter of hours rather than weeks or months.

Combined with a massive reduction in fraud, such a revolution is not only productive to industry health but also the next revolutionary step. In an environment of rising costs and increasing competition, an increase in profit margins and faster cash turnovers will result in the industry thriving.

Tratok strives to take this further and be more than just a token, but rather an entire ecosystem that is powered by blockchain.

THE APPLICATION





ABOUT THE TRATOK TOKEN

The token, Tratok, is an ERC20 standard utility token powered by the Ethereum ecosystem. It features 5 decimal places, the lowest denomination being 0.00001.

This allows us to take advantage of Ethereum's Greedy Heaviest Observed Subtree (GHOST) protocol, allowing for faster block creation times without the risk of endangering the integrity or security of the blockchain. This results in faster and safer transactions.

Further information on Tratok circulation and distribution will be revealed later in this paper.



WHY THE PROJECT IS LIKELY TO SUCCEED

Tratok is going to RAM the industry and shake its foundations.

It is Relevant, Adoptable, Mutually beneficial.

Relevant:

- The project addresses real problems and fixes them with a viable solution.
- The project is focused on a growth industry that has staying power. The travel and tourism sector will be ever present and continue to grow with an expectation that it will contribute 11.7% of global GDP by 2027.
- The team assembled for the project have the necessary expertise and industry connections to maximise the chances of success. More information on the team members will be available on the Tratok website and later in this paper.

Adoptable:

- The technology exists for the app to be created across multiple platforms.
- Free participation lowers barriers to entry.
- Statistics show that clients in the travel and tourism industry are happy to embrace new technology if it enhances their experience. For example, 89% of Americans prefer booking hotels online and 84% prefer booking vacation transport online.
- Rational clients will embrace the new app for the simplicity and economic benefits. Rational suppliers will embrace the new app for the economic benefits and access to a wide pool of global consumers.
- Initial consumers will rush to the app for the rewards granted to early adopters. (More information is available in coin distribution below).

Mutually Beneficial:

- More economical for all stakeholders.
- More time efficient for all stakeholders.
- Project management's financial success is closely tied to the success of the project, with no sell clauses on their token holdings (see coin distribution).
- The project will earn revenue based on flat and transparent transaction fees, charged in Tratok. Therefore, the company's success is directly tied to ensuring superior stakeholder user experiences to ensure the service continues to be used.

THE CORE TEAM



Philippe Paillart

Chairman

With decades of experience leading some of the world's most important banks and multi-national companies, Mr. Paillart's experience, guidance, and industry connections are of immeasurable value to the Tratok Project. Philippe Paillart is CEO and President of SIN RONG, an investment and advisory company based in Singapore, operating in Europe, Asia, and Australia, as well as a partner of MOTET, an international advisory group focusing on financial services. He is also Chairman of LINK Financial and OneEmpower.

Mr. Paillart is the former CEO and vice chairman of DBS Bank, Singapore's largest bank. Prior to that, he served as Chairman and CEO of Ford Credit and Ford Financial Services (the biggest finance company in the world).

He created Citibank Personal Banking, the first global retail organization within Citibank, served on the board of Citibank Germany (the largest and most profitable franchise in Europe), Standard Chartered Bank, and Standard Chartered Group, directly responsible for Retail Banking and Group Strategy.

Mr. Paillart graduated from the Paris Business School (ESCP) with a major in Accounting & Finance. He is a graduate of the Paris University (Law School) and received a PMD from Harvard University. He then followed an early planning and marketing career at Renault with eight years in business leadership roles in banking and finance across Asia, Europe, and the US.



Dr. Tariq Bin Hendi

Senior Advisor

Tariq Bin Hendi is the Executive Vice President and Head of Products & Advisory, Retail Banking & Wealth Management at Emirates NBD Group. Tariq previously served as the CEO of Emirates NBD Asset Management and in an acting-CIO role for Emirates NBD. He has over 18 years of experience, with a primary focus on asset management, private equity, and investment banking.

Prior to his current role, Tariq held various roles at Commercial Bank of Dubai, Mubadala, Citigroup, Dubai Holding, Delta Airlines, and UPS. He currently sits on the boards of AXA GCIC, DGCX, and ENBD REIT.

He holds a PhD in Economics from Imperial College London (UK) as well as graduate degrees from Columbia University (USA) and London Business School (UK), and an undergraduate degree from Clayton State (USA).



Amr Salem

Senior Advisor

As Corporate Vice President for Cisco's Global Public Sector, Amr is responsible for implementing Cisco's vision to enable the digital transformation of those who serve, protect, and educate. Amr drives Cisco's global strategy and go-to-market for Federal Government, State & Local Government, Education, Defense, Public Safety, Healthcare, Utilities, and Transportation.

Leading this \$12B business, Amr oversees all of Cisco's functions to deliver profitable growth, increase market share, drive Cisco's architectural priorities, and improve Cisco's overall position in the Public Sector.

Prior to this role, Amr was Cisco's Global Managing Director for Smart Cities and IoT for Public Sector. In this role, Amr managed a global team that developed a strong GTM strategy for smart cities and the IoT portfolio. Amr grew this business from incubation stage to \$1B, where Cisco enjoys a market-leading position.

Before this, Amr was Global Managing Director for Emerging Solutions Go-to-Market, leading sales for solutions in education, healthcare, building automation, and smart cities. Before that, he was Director Public Sector for the Emerging Markets, leading sales across Eastern Europe, the Middle East, Africa, and LATAM. He came to this role after leading Cisco's business as General Manager for the North Africa and Levant regions in the Middle East.

Prior to joining Cisco in 2006, Amr held the Middle East regional General Management and Sales leadership roles for Hewlett Packard, Compaq, and Digital Equipment Corporation.

Amr has been a member of the Young Presidents Organization for several years and is currently the Chairman of the Emirates Chapter in Dubai. He also advises many tech entrepreneurs around the world.

Amr has a BSc in Electrical Engineering from Cairo University, lives in Dubai with his wife and three children, speaks English, French, and Arabic, and enjoys many outdoor sports.



Mohammed Altajir

Custodian

Mohammed Altajir currently works for Emirates NBD, the largest bank in Dubai. In his current role, Mr. Altajir serves as the Manager of FX Analytics and Product Development within Wholesale Banking's Research team. His main focus is on the major FX pairs, with a strong emphasis on accurate forecasting. This is achieved by combining traditional fundamental and technical analysis with cutting-edge technologies such as sentiment miners, big data, and computer-enhanced algorithms to identify market trends and risks.

In his secondary role, Mr. Altajir oversees the enhancement of research and informational awareness through the leverage of custom-designed AI and machine learning technologies to add new capabilities to support the bank's business functions.

Combining his background in research and strategy with his strong regional business connections, Mohammed lends additional support to the project by advising on strategic partnerships and providing crucial insights into the project's direction.



Timothy Fox

Senior Advisor

Tim Fox is an executive-level economic adviser and financial market analyst with specialist insight and expertise on the economic and commercial challenges of the GCC in the global context. With over 10 years as Chief Economist for one of the pre-eminent banks in the UAE and over 30 years of experience in financial markets in London, New York, and Dubai, including with Standard Chartered and Credit Suisse, Tim has a profound insight and understanding of the economic, geopolitical, and commercial forces at work in the GCC.

He is a frequent commentator on global and regional business channels, also contributing to a number of prominent publications.



Nicholas Paillart

Director of Corporate Social Responsibility

Nicholas Paillart brings with him over 10 years of loyalty and payments experience to the team, with a career spanning across Europe, South East Asia, and the Middle East. As a Director at Singapore's largest Loyalty and Payments Provider, Nicholas was instrumental in setting up and managing some of Asia's largest loyalty programs in travel, hospitality, and banking, before bringing the platform to the Middle East, where it formed the backbone for the Middle East's first network dining loyalty program.

Nicholas was also hired by MasterCard's Card Services to secure travel and hospitality network cardholder privileges for the Elite and World Elite programs.

As a member of the Rotary Club of Dubai and Regional Manager for the Bring Hope Humanitarian Foundation, Nicholas does not hesitate to leverage his network to secure medical and humanitarian aid for displaced peoples across the Middle East and Africa.

Nicholas is also Delegate General of the Souvenir Français, a public utility organization dedicated to honoring and transferring the memory of those who gave their lives for France.

ROADMAP

Q2 2024:

- Restructure Holding Company
- Finalize Legally Qualified Opinions
- Restructure Team

Q3 2024:

- Update Smart Contracts
- Update Ecosystem to fourth generation
- Update Development Portal
- Update Service Provider APIs
- Update Rewards Program
- Introduce Contactless Payments

Q4 2024:

- Commence Pilot Testing
- Commence Marketing Efforts
- Open on Top 15 Exchange
- Open on Top 10 Exchange

Q1 2025:

- Open on Top 5 Exchange
- Widen Ecosystem access

Q2 2025:

- Launch 5th Generation Ecosystem
- Refine Rewards Program



TRATOK DOES THINGS DIFFERENTLY TO SUCCEED

The vision behind the Tratok token has always been to make travel and tourism more cost-effective, transparent, free of fraud, and fairer to all relevant stakeholders. This mission has always been taken into consideration throughout every step of the project's life and remains the central core principle of the Tratok team. Throughout the requirements capture, team assembly, formulation, and realization of the project's strategy, the integrity of this core value has been the primary focus.

The directors and developers at Tratok believe in the ability to leverage new technology to disrupt the sector and make redefining changes. In truth, the primary determining factor in whether the project succeeds is whether the application of the end product is feasible, deliverable, and adds long-term value. It was with this in mind, and after conducting multiple feasibility studies and stress tests under various contingent conditions and scenarios, that the existing business plan was adopted.

Tratok's research revealed that in order for the project to succeed, the following are necessary:

- **Team:**

The project had to be led by a team of proven professionals who have established reputations and track records of not only working at globally recognised institutions but also having a record of adding value and creating revenue-generating businesses. Having a team of experts from various backgrounds who all command respect in their industry and have influential relationships with key industry connections increases the probability of the project achieving its goals exponentially.

- **Reason:**

The project has to solve real problems and enhance the current systems in place for all stakeholders. It has to be necessary for a specific use and offer significant advantages over existing frameworks. If it does not, then the end product is not a viable long-term solution and game changer.



- **Access:**

In order to succeed on a truly global scale, the token has to be available for widescale adoption without limitation and access boundaries. Anyone, anywhere in the world with access to the internet should be able to own, use, and benefit from Tratok tokens.

- **Technology:**

The project must be achievable with existing resources and have a realistic timeframe.

- **Openness:**

The team behind the project has to be honest and open-minded. This means the transparent sharing of developments, both positive and negative, through social media and news services. In addition, the team should listen to all constructive criticism and, when appropriate, implement new features to enhance and maximise the end user experience

- **Kinship:**

In order to succeed, the fate and destiny of the developers and management have to be directly linked to the success of the project.

It was with all of this in mind that the Tratok team decided to avoid the traditional ICO (Initial Coin Offering) pathway and adopt a unique model that would ensure smooth development, delivery, the formation of first-class partnerships, and widespread adoption of the token. This is in contrast to many who have sought to capitalize on “cryptomania” and raise funds with a whitepaper and promises of a new groundbreaking product.

Many of them have been irresponsible or had dishonourable intentions and have not:

- Conducted responsible feasibility studies.
- Assembled a team of caliber or pedigree.
- Determined how they will deliver the product and make it mainstream.
- Thought about how to make the business sustainable.
- Considered how they would win over market share from the existing players.
- Been honest or open.
- Had a legal entity.
- Sought sound advice from seasoned and respected professionals.



In short, it is wonderful to hear about people promising outlandish miracle solutions that, for example, can end all war, world hunger, global poverty, and sickness.

Actually being able to deliver is an entirely different matter.



By formulating our own strategy, Tratok is now in a position of strength relative to those who have conducted such practices. Unlike those with the aims of realizing quick gains at the expense of others, damaging the reputation of the industry, Tratok is proud that our approach is far different, and we can honestly disclose the following statements, backed up by concrete facts:

- The company overseeing the project has been incorporated successfully as a legal entity. Tratok Ltd exists in the real world, not only on paper. The project team is composed of seasoned and proven experts who each bring strengths, experience, passion, and connections to the project. The team is composed of individuals who have worked in sovereign wealth funds, leading global financial institutions, and Fortune 500 companies. These companies are publicly shared, and as such, our team does not have to brag about false accomplishments or hide behind bio descriptions such as “market expert.” A simple internet search will show the world their real accomplishments and the globally recognised companies that they have held management and executive roles at. Project development is ahead of schedule.

- In addition, many new features have been added in response to community feedback, such as the inclusion of travel advisors and full social and communication portals for service providers and consumers. This brings a level of transparency that has never been seen before in the industry and empowers all stakeholders while making the marketplace more transparent than ever. A truly universal and global rewards program has been created, the first of its kind. This program actually provides a genuine benefit, and based on our large sample random blind feasibility studies, it was appreciated 492% more at a statistically significant level with a confidence interval of 99%.

The token has been generated and transparently distributed. Not only have the project's management divulged the initial distribution of the tokens to the public, but in addition, the wallet addresses have been made public. There is full transparency so everyone can see what is happening as it happens.

- Sustainable and effective corporate social responsibility programs have been established with organisations that Tratok can be proud to be associated with and that actually make a difference in humanitarian aid and improving the lives of others. It is about helping those in need, not simply trying to look compassionate. Some business partnerships with key industry players have been finalized while others are in advanced stages of negotiations and some at early stages. Expect disruptive announcements in the near future to be made from their end. These are global chains and brands that everyone will recognise and that most travelers would have used during their last travels.
- Proof of concept and testing by multiple service providers have proven that sustainable savings ranging from 28-36% are the norm for adoption and implementation of Tratok. This is based on data from the service providers' operations teams and under thorough testing across multiple scenarios. Don't take our word for it, there is a reason why key industry players are embracing the technology.
- The project management have found themselves in a position where they have been able to turn down offers from venture capitalists and early speculators, as entering such agreements would hinder the widespread adoption of Tratok, promote greater volatility and speculation, and cause public confidence in the purpose-designed usage token to wane. The fact that Tratok Ltd has received multiple offers demonstrates the potential that the "smart money" sees in the project.



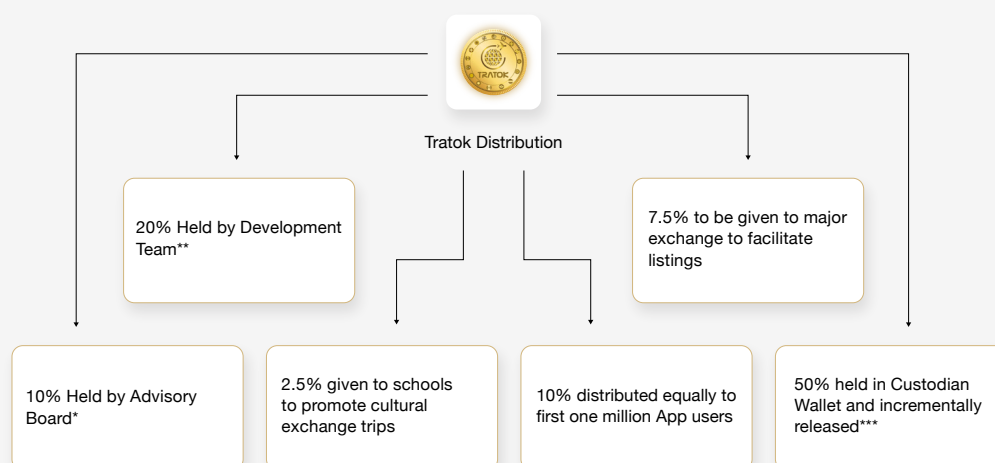
TOKEN DISTRIBUTION

(Updated May 2019)

Tratok will be distributed as shown in the diagram below. Such distribution is efficient and chosen for a number of reasons. It rewards early backers of the project, early users of the application, and considers corporate social responsibility via donations to educational institutions.

In addition, as explained earlier, it ties the overwhelming amount of employee and management capital to the success of the project, ensuring an ongoing drive to achieve the project's goals.

The total supply of Tratok will be 100 billion (100,000,000,000) tokens. Such a large volume is required to prevent hoarding and is sufficient to match the value of transactions in the sector.



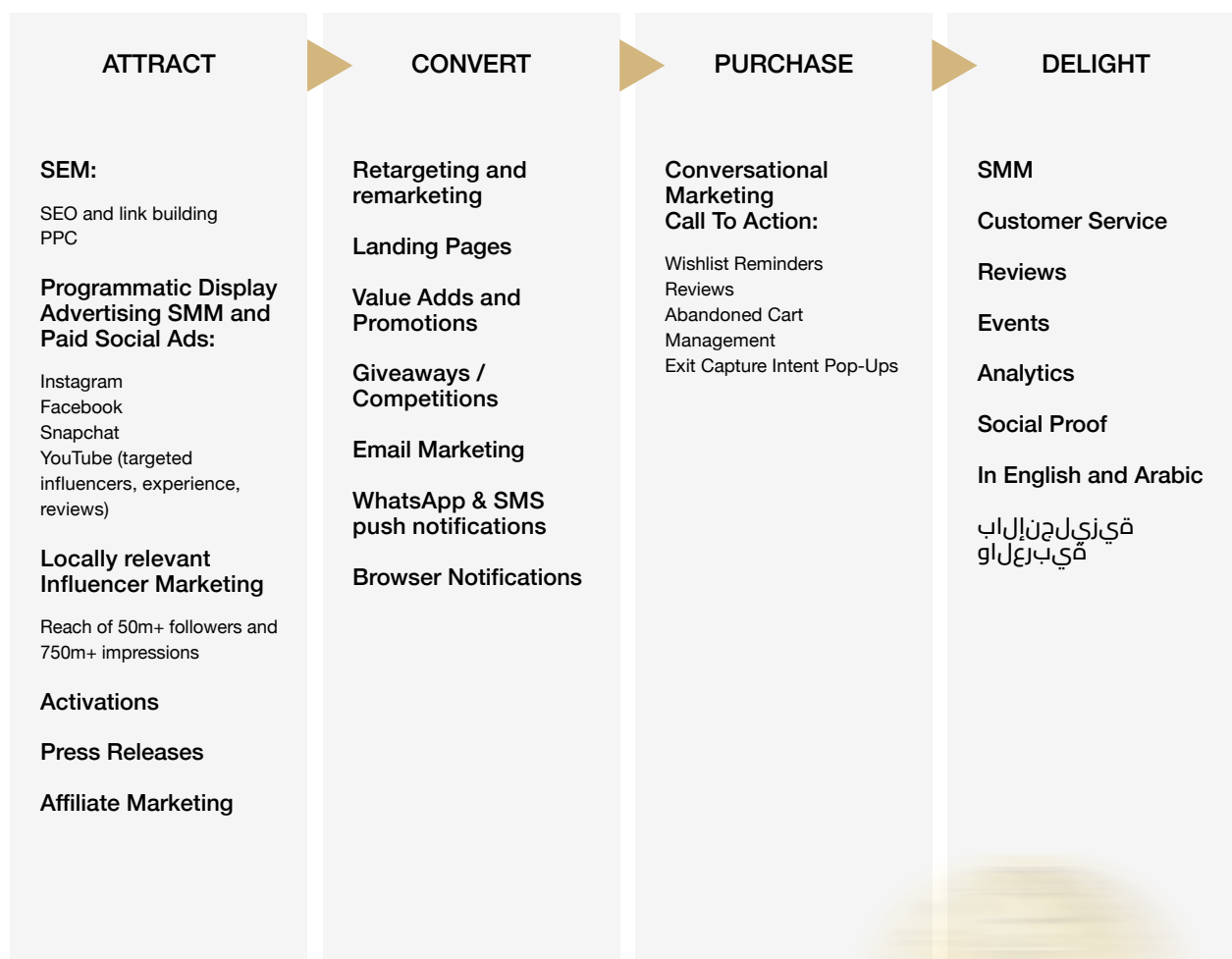
* 100% of the Tratok will have a two-year (24-month) no sell clause.

** 30% of the Tratok will have a one-year (12-month) no sell clause. 50% of the Tratok will have a two-year (24-month) no sell clause.

*** Tratok will be released on one exclusive exchange initially. There will be a release of 20 billion tokens at the first instance, followed by 150 million tokens released every month for the next 20 calendar months. The tokens will be released from a multi-password protected "Custodian Wallet" whose address shall be made public for the purpose of transparency. This action is reflected in the illustration below.

This ensures gradual release onto the market, preventing oversupply and ensuring gradual widespread adoption. In addition, it prevents early adopters from hoarding the supply and manipulating the price while allowing continued funding and development of the project.

MARKETING PLANS



“Growth Hacking” strategies will be used to drive adoption and brand awareness, with an optimize and reapply methodology used to overcome challenges and pain points in building market share.

Funds will be in the following pathway to drive growth, ensure mass adoption, and penetrate the sector:

A.) Discovery:

- Mass advertisement via Audience Mapping, Affiliate Programs, Social Media, Multiple Language Targeting, and SEO.
- Different experiences offered, targeted towards the Gen-Z niche. For example, E-sports, entertainment events, sports, training camps, etc.

B.) Explore:

- With a depth of offerings and endorsements, Tratok will intrigue, compel, and push the targeted niche to explore the Tratok ecosystem.

C.) Experience:

- The 'Wow' factor

D.) Advocate:

- Brand Ambassadors.
- Loyalty program.
- Stories and memories.

P&L: FINANCIAL PROJECTIONS

Rooms Bookings Per Day		5,000	50,000	150,000
Rate Per Day		100	120	180
	Year-0	Year-1	Year-2	Year-3
	(In Millions)	(In Millions)	(In Millions)	(In Millions)
Sales		182.5	2190	9855
Cost of Sales (90%)		(164.25)	(1971)	(8869.5)
Administration (2%)		(3.65)	(43.8)	(197.1)
Gross Profit		14.60	175.20	788.40
Overheads				
Marketing	(4.00)	(35.00)	(54.60)	(81.90)
Team Costs/Payroll Costs	(0.40)	(4.08)	(4.28)	(4.28)
Office Costs	(0.20)	(0.40)	(0.40)	(0.40)
Travel Costs	(0.10)	(0.20)	(0.40)	(0.80)
Other Costs	(3.00)	(1.84)	(3.67)	(7.34)
Preoperative Costs	(0.09)			
Total Overheads	(7.79)	(41.52)	(63.35)	(94.72)
EBITDA	(7.79)	(26.92)	111.85	693.68
Contingency	1.56	8.30	12.67	NA

All amounts in USD millions



CONCLUSION

In conclusion, the travel and tourism sector continues to grow, and there exists ample opportunity to improve the reservation systems by leveraging the latest technologies. Such actions would lower costs, increase profitability, and make bookings more efficient.

With the correct team of experienced professionals and a custom-built multi-platform app powered by an appropriate token, the Tratok project can address these issues. Such a project could realistically have its goals realized within a medium time frame for investments, which represent a modest risk given the potential rewards.

The end result would be a sustainable and profitable business, mutually beneficial to all stakeholders, while adding value to and improving the important travel and tourism industries.

SUPPLEMENTARY INFORMATION


Main Website:

www.tratok.com


Travel Platform:

www.tratok.net


Corporate Responsibility Website:

www.tratok.org


Block Explorer:

www.etherscan.io/address/0x35bC519E9fe5F04053079e8a0BF2a876D95D2B33


Smart Contract Address:

0x35bC519E9fe5F04053079e8a0BF2a876D95D2B33

DISCLAIMER

This white paper describes our current vision for using the Tratok token on a purpose-built developed platform to change the way reservations are made in the travel and tourism industry. While we have every intention of realizing this goal, please be aware that success is dependent on numerous factors and, as with all new dynamic projects, there are risks.

While the team assembled has proven skills and records in building successful businesses, there is always the risk that our envisioned platform may only live up to a portion of our expectations. Past success is no guarantee of future success. Blockchain and other aspects of the technology that we wish to use to revolutionize the business are still in the early days of their infancy.

We understand that many may purchase tokens simply for speculation, and we can give no honest answer on our expectations of what value these tokens may go to. We will attempt to diligently provide updates to all our stakeholders as the project matures and development comes to fruition.

We maintain that the views in this white paper are based on our analysis and market expectations and should not be taken as a definite outcome. These are targets, not guarantees.



THE WORLD'S TRAVEL TOKEN



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