PHOENUX

PROBLEMS

Loyalty programs are **burdensome to corporate balance sheets** *(i.e. In 2020, Delta Air Lines' loyalty program, SkyMiles, had a liability worth $7.2 billion.)*

Consumers are **disengaged** with loyalty programs. In 2021, Americans used less than half of the loyalty program benefits they subscribe to.
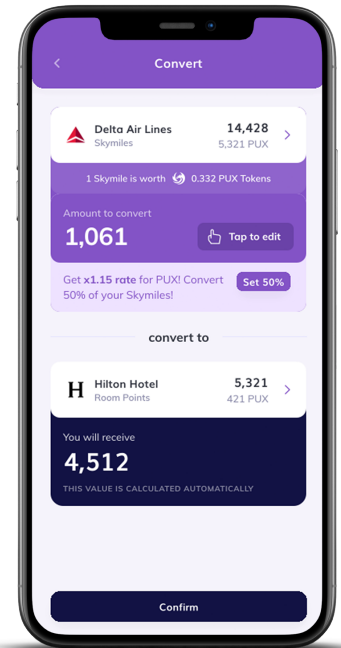
THE MARKET

Loyalty program point value in North America is measured in the 100's of billions of dollars, where 70% of the value **remains untapped** by corporations and users. The total addressable market for the travel and reward industry, in 2023, is **$1.4 trillion**.

SOLUTION: TOKENIZATION AS A SERVICE

PhoenUX is an enabler of global rewards programs. It is an ecosystem that tokenizes loyalty rewards and creates access to billions of dollars currently locked in loyalty programs.

Flexibility in rewards programs will be created for both consumers and partners through the ubiquitous currency of PUX tokens.

PhoenUX synchronizes economic incentives between corporations and their consumers.

Convert

Delta Air Lines Skymiles	14,428 5,321 PUX

1 Skymile is worth 0.332 PUX Tokens

Amount to convert
1,061 — Tap to edit

Get **x1.15 rate** for PUX! Convert 50% of your Skymiles! **Set 50%**

convert to

H Hilton Hotel Room Points	5,321 421 PUX

You will receive
4,512
THIS VALUE IS CALCULATED AUTOMATICALLY

Confirm

THE PHOENUX ECOSYSTEM

TOKEN

Accessibility, liquidity and security

Transaction Fee Sharing

APP

All-In-One-Wallet: Participating and Non-Participating programs

Interface Hub for Consumers

XCHANGE

Manages token access, distribution and transactions

Trustless smart contract fee distribution

SDK API

Toolkit for PhoenUX Xchange integration

Enables global integration