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Reward Program

Components

Component	Values	Competition (peer group: crypto)
Yield	No yield until further notice	All but Binance (BNB) offer yield with 5% as min.
Discount on exchanging	0 – 100%	Depending on #stake a/o #trading amount
Card cashback	0 – 5.25 %	Avg. 3%, with 8% ihigh-end being hypothetical Limits or fee for ATM usage
Referral	£ 5 – £ 32.50	High spread from € 2 to \$ 150, where most offer 2x (inviter/invitee) after first deposit
Token	\$DAMEX on all pay-outs	Rewards in token and often bonus if yield in token (vs. in kind)

User profiles

		Standard	Premium	VIP
		-	Stake* 5,000 \$DAMEX	Stake* 10,000 \$DAMEX
		-	Early access to new features	
Benefits & Perks	Yield	-	Future use	Future use
	Discount exchange fees	-	20%	50%
	\$DAMEX cashback on card spendings**	-	0.5%	1.0%
	ATM withdrawals	£ 200 free per month	£ 500 free per month	Free
	Referral fee	-	£ 10 equivalent in \$DAMEX	£ 20 equivalent in \$DAMEX

*) Minimum staking period 1 year

***) Excluding ATM withdrawal, paid in \$DAMEX end-of-month and having a monthly limit on pay-out

Challenges

		Standard	Premium	VIP
		-	Stake* 5,000 \$DAMEX	Stake* 10,000 \$DAMEX
Additional Benefits & Perks	Marathon (60,000 steps)	<ul style="list-style-type: none"> • 10% discount on exchange fee • 1.0% \$DAMEX cashback on card 	<ul style="list-style-type: none"> • 40% discount on exchange fee • 1.5% \$DAMEX cashback on card • £ 12,50 referral in \$DAMEX 	<ul style="list-style-type: none"> • 70% discount on exchange fee • 2.0% \$DAMEX cashback on card • £ 22.50 referral in \$DAMEX
	Mountain Climber (80,000 steps)	<ul style="list-style-type: none"> • 15% discount on exchange fee • 1.5% \$DAMEX cashback on card 	<ul style="list-style-type: none"> • 55% discount on exchange fee • 2.25% \$DAMEX cashback on card • £ 15 referral in \$DAMEX 	<ul style="list-style-type: none"> • 80% discount on exchange fee • 3.0% \$DAMEX cashback on card • £ 25 referral in \$DAMEX
	Pro Mountain Climber (170,000 steps)	<ul style="list-style-type: none"> • 20% discount on exchange fee • 2.0% \$DAMEX cashback on card 	<ul style="list-style-type: none"> • 70% discount on exchange fee • 3.0% \$DAMEX cashback on card • £ 17,50 referral in \$DAMEX 	<ul style="list-style-type: none"> • 90% discount on exchange fee • 4.0% \$DAMEX cashback on card • £ 27.50 referral in \$DAMEX
	Iron Man (300,000 steps)	-	<ul style="list-style-type: none"> • 85% discount on exchange fee • 3.5% \$DAMEX cashback on card • £ 20 referral in \$DAMEX 	<ul style="list-style-type: none"> • 100% discount on exchange fee • 4.75% \$DAMEX cashback on card • £ 30 referral in \$DAMEX
	Steel Legs (525,000 steps)	-	<ul style="list-style-type: none"> • 100% discount on exchange fee • 4.0% \$DAMEX cashback on card • £ 22.50 referral in \$DAMEX • Plant 1 tree 	<ul style="list-style-type: none"> • 100% discount on exchange fee • 5.25% \$DAMEX cashback on card • £ 32.50 referral in \$DAMEX • Plant 2 trees

*) Minimum staking period 1 year

Specifics to cashback

- Introducing a monthly cashback limit (see example to the right)
- SUGGESTED: Tiers and limits

From	To	Monthly Cashback Limit*
0 %	1 %	Equivalent to £ 25
> 1.0 %	2 %	Equivalent to £ 50
> 2.0 %	3 %	Equivalent to £ 100
> 3.0%	4 %	Equivalent to £ 150
> 4.0%	5 %	Equivalent to £ 200
> 5.0%	6 %	Equivalent to £ 250

*) Paid in \$DAMEX

Reached on Spending
£ 2,500
£ 2,500
£ 3,333
£ 3,750
£ 4,000
£ 4,167