



# GIFX

## Whitepaper



# GIFX Cryptocurrency whitepaper

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## 1. EXECUTIVE SUMMARY

GIFA is building a holistic cryptocurrency network with strong emphasis on enhanced user experience, better value proposition, educational, and secure. The GIFA platform features a token and a cryptocurrency exchange that will prove beneficial for all types of users - new and veteran. GIFA will provide users an ecosystem that is highly secure and allows them to derive the best value from their interactions.

### **Participants in the GIFA ecosystem will be able to accomplish the following:**

- Exchange the GIFA token seamlessly for other currencies or services.
- Cross-platform operations as GIFA will be available on Android, iOS, and Web.
- Buy and sell cryptocurrency on a dedicated exchange.
- Store, send, and receive cryptocurrency using a dedicated wallet.
- Access to a decentralized economy and highly secure financial services.

The GIFA platform also aims to provide secure services in the future that are decentralized and inclusive.

Driving the GIFA platform is the versatile GIFA token that is built using the versatile Ethereum-based ERC-20 protocol. The GIFA token will allow users to enjoy unparalleled utility value by helping them utilize the token to transfer tokens, exchange for other currencies, and much more. Finally, the GIFA Initial Coin Offering (ICO) will help accelerate the development and deployment of the GIFA ecosystem in a systematic and efficient manner.

# Introduction

## **History of GIFA HOLDING LTD. & GIFAX Cryptocurrency**

Gifa Holding Limited (the “Parent”) is a limited liability company registered in the Turkish Republic of Northern Cyprus (the “TRNC”). The Parent, together with its consolidated subsidiaries (together – the “Group”), are diversified organizations engaged in a wide variety of business activities, providing various types of products and services on a global basis.

Parent is a TRNC limited liability company incorporated in accordance with the Companies Law Cap 113 of the TRNC. The Parent was originally established as a limited liability company incorporated on April 24, 2014 under registration number MŞ 016778 under the name Gifa Trading Limited. However, as the company commenced acquiring subsidiaries, on June 4, 2014, it obtained a special approval from the Council of Ministers and changed its name to Gifa Holding Limited to more accurately describe its business objectives.

The Group’s main operations are global and are subject to the legislative requirements of the jurisdiction in which it operates.

### **The Group’s subsidiaries, located in TRNC, comprise:**

- **Gifa Consulting Limited:** The principal business activity of this company is to assist its clients in the preparation of their business plans in support of their financing applications.
- **Gifaland Theme Park Limited:** The objective of this company is to construct and manage a theme park. The company completed the construction of the Group’s headquarters.
- **Gifa Retirement Homes Limited:** This company is already registered and being developed as part of GIFA Holding Ltd’s strategic plans to developing and promoting several major projects (see Table 2 below):

- **Gifa Nektar Import & Export Limited:** This Company is currently negotiating with a manufacturer of citrus fruit juice producer with the intent of exporting the products.

We have been supporting business acquisitions, new projects, consolidation of existing projects, development and expansion of businesses, offering consultancy services to improve corporate company structures, including helping companies and businesses to achieve quality assurance, conduct competitive analysis, establish corporate strategies, improve operational management, or consolidate and improve human resources and much more.

### **Joining the Cryptocurrency Digital Finance Pioneers**

Following a successful journey GIFA Holding Ltd. has decided to embark upon on a bright new journey and join the Cryptocurrency Pioneers. This new and exciting change pushing ahead with the Cryptocurrencies as the ‘future of global market strategies’ carry ground-breaking potential to allow, consumers from all over the world, access to a global systems—anywhere, anytime—in which participation shall be restricted only by access to technology.

GIFX Cryptocurrency Exchange Platform and GIFA Token shall provide anyone and everyone or any business the opportunity to instantly in trade, exchange with other lead cryptocurrencies.

Surely that is a powerful proposition and demonstration of self-confidence by our Company GIFA Holding, particularly when the underlying systems for global systems are “fragmented and complex”. However, our starting point is a well-accepted knowledge that the current system costly, unreliable and slow and needs to change and allow the new digital technologies to influence such a change.

This is the key underlying reason that GIFA Holding Ltd has embarked upon providing and offering its’ own cryptocurrency (GIFX) with both a platform and

the token to assist and facilitate ground-breaking response to meeting individual and business needs. GIFA Cryptocurrency exchange and GIFA Token shall be an open source protocol which is designed to allow fast and cheap transactions using the most advanced blockchain technology available. GIFA Token shall become a sought-after digital currency that can be used by anyone, anytime and anywhere.

The message to anyone yet to become aware of cryptocurrency companies is, now is the time to start doing your homework and prepare for the future which certainly looks to be bright. GIFA Holding's GIFX will most definitely be part of that bright future. GIFA Holding Ltd. Through GIFA cryptocurrency, we aim to offer users an opportunity to create a single account which would ultimately lead to a smooth transition from the cryptocurrency world.

## Mission & Vision

### Mission

Create a well networked cryptocurrency exchange platform ([www.gifatoken.com](http://www.gifatoken.com)) and cryptocurrency token (**GIFX**) that is considered by users as safe and accessible for everyone. GIFA Holding Ltd. have a clear mission that the GIFA Token Team shall endeavour to providing a secure, reliable and convenient new world of digital currencies in a responsible manner. At GIFA Holding and through GIFX Cryptocurrency Exchange Platform and GIFX Token our Team shall strive for a new world. As GIFA Holding Ltd. we are convinced that cryptocurrencies will continue to play a key role in the economy of the future. This conviction guides our GIFX Team as they assist as many people and businesses as possible globally in the trading and exchanging (with other lead cryptocurrencies such as BTC, BCH, ETH, LTC, USDT) of GIFX Token and other cryptocurrencies.

### Vision

**"GIFX Token Cryptocurrency in every Wallet** - It is our vision to ensure and contribute to the adoption and applicability of GIFX Token and ensure GIFX Cryptocurrency Exchange Platform becomes reputable, trustworthy, reliable and sought-after digital currency instruments that can be used by anyone, anytime and anywhere or any business, to achieve a positive impact on users' lives.



# Problem Statement and Our Strategy

The current cryptosphere is plagued with a number of problems that inhibit the adoption and growth of decentralized currencies.

## 1. Complicated and Confusing Technology

Even today, one of the main factors limiting the widespread adoption of cryptocurrency is a lack of knowledge on the user's behalf. Many individuals find it difficult to venture into this sector due to its highly technical nature. In turn, this knowledge makes many susceptible to misinformation and increases their vulnerability to scams. In order to derive the benefits of cryptocurrency, one should be aware of industry-practices and better liquidity. Unfortunately, this information is not privy to the common man, thereby placing them at a disadvantage and keeping the inclusive cryptosphere out of reach to millions of potential users around the world.

## 2. Poor Platform Design

Cryptocurrency might be "the technology" right now. Moreover, most exchange platforms support only a limited number of cryptocurrencies. This practice proves highly disadvantageous to new users or small traders as the constant transfer incurs high costs and is time-intensive. There is a dire need for exchanges that enable quick and user-friendly transactions between different cryptocurrencies on the same platform.

## 3. Unclear Value Proposition

Several cryptocurrencies have been launched to tackle a specific problem. However, they do not possess correct incentivization programs that allow users to engage with the cryptocurrency at a new level. This is further impacted by the lack of knowledge of the intrinsic benefits of a cryptocurrency by a majority of its participants. In fact, today, many people view cryptocurrency as speculative options and interact with it in the same way they would with the stock market.

## 4. Security Threats

The security risk is a constant threat to the participants in the crypto sphere. It is not uncommon to hear of exchanges that have been hacked and its users losing their cryptocurrency. Furthermore, there is also an overwhelming presence of scams attributed to cryptocurrency, where users who have involved in cryptocurrency projects find themselves exposed to fraud in the months that follow. The presence of these risk factors has resulted in lower confidence and adoption of cryptocurrency.

<b>User Experience</b>	A limited number of people actually have hands-on experience and understanding of the cryptocurrency world, coupled with a poorly designed user experience that does not delight or satisfy mainstream users.
<b>Value Proposition</b>	Weak value propositions do not incentivize people to use crypto for purposes other than speculative trading.
<b>Complexity</b>	Lack of knowledge and understanding of the workings of cryptocurrency and different terms within. Difficult to understand new-to-crypto users.
<b>Security</b>	Damaged user confidence from crypto-related fraud and theft.

## PROPOSED SOLUTION

To overcome the challenges presented in the previous section, GIFA will be building an extensive ecosystem that comprises of three key products, namely:

1. GIFA Token
2. Cryptocurrency Exchange
3. Wallet Services

### Our Strategy

**To tackle the challenges above, we are offering products along 3 verticals:**

This would enable us to leverage solutions as the primary tool for driving adoption and user acquisition while building trading as the major sources of revenue.



Our product solutions across three verticals are building up a sustainable ecosystem that serves our mission: Accelerate the World's Transition to GIFX Cryptocurrency

### GIFA Token

GIFA is a token that uses the ERC-20 protocol and is built on the Ethereum network. This token will be the main unit of exchange in the multifaceted and decentralized GIFA ecosystem.

GIFA will operate as a utility token that can be employed extensively on the platform to access a variety of products and services.

The GIFA token will be integrated with the other offerings of the GIFA platform, thereby allowing users to unlock the true value from their token holdings. Additionally, the GIFA token is linked to the share value of GIFX, thereby presenting the users with better value.

## Cryptocurrency Exchange

The second product planned under the GIFA banner is a multi-currency crypto exchange. This trading platform will enable users to buy and sell a variety of cryptocurrencies easily.

The exchange services will also support cross-platform functionality. This way, the user can access trading services on their Android and iOS devices as well.

Finally, premium security features shall be enforced, such as 2FA verification, multi-sig wallets, etc. to protect the user's data against instances of hacking.

## Cryptocurrency Wallet

In addition to the token and multi-cryptocurrency exchange, GIFA will also feature a cryptocurrency wallet. This product allows users to store and manage their tokens securely and efficiently on the blockchain protocol.

The GIFA cryptocurrency wallet will support a number of top cryptocurrencies, including Bitcoin, Ethereum, Ripple, etc., besides the GIFA token. Additionally, the wallet allows cross-platform function, thus allowing users to access their accounts from any device - desktop or mobile.

The main purpose of the GIFA multi-currency wallet is to unlock easy access to crypto-based transactions for the common user. By possessing a simple UI and rich features, the GIFA wallet will bring the benefits of cryptocurrency and blockchain to everybody.

### **GIFA wallet users will enjoy the following advantages:**

- Low fees
- User-friendly UI
- Top-notch security features
- Support for multiple cryptos and fiat currencies
- Complete control over all functions



# TOKENOMICS

## ICO Details

<b>TOKEN NAME</b>	GIFA
<b>TOKEN TICKER</b>	GIFA
<b>TOKEN TYPE</b>	ERC-20 (Ethereum-based)
<b>DECIMAL SUPPORT</b>	15 places
<b>TOTAL TOKEN SUPPLY</b>	150,000,000 GIFA (150 Million GIFA) IN PHASE 1 PLUS 200,000,000(200 Million GIFA)IN PHASE 2 TOTAL 350,000,000 GIFA AVAILABLE AND RESERVES 19,650,000,000 GIFA (19.65 Billion GIFA)
<b>TOKEN LAUNCHING PRICE (in USD)</b>	\$ 1 (ONE USD)
<b>ACCEPTED PAYMENT METHODS</b>	BTC, BCH, ETH, LTC, XRP, USDT

## Token Utilization:

### Business Development Strategy

There comes a time in every company's journey where they take the next step to grow their business. At GIFA Holding Ltd we are always looking for new opportunities to expand our operations and promote our brand GIFA or expose our brand to new potential clients and associated throughout different continents.

We have embarked upon building a network of businesses, from across many continents, which are either currently accepting cryptos. We shall be particularly focussed over the next 3 years on introducing GIFA Token (GIFX) as an accepted and used crypto by many businesses, private entrepreneurs and private individuals as possible.

With the sale of GIFA Token we are looking to raise finance to accomplish the following businesses:

Project name	Brief description	Geographical Target
1. <b>Establish and promote Global &amp; Regional Supply Demand Chain Trade Platform</b>	Providing trading online platform for public at large, and for small and medium size businesses from different sectors and continents to buy and sell products.	Global and Regional
2. <b>GIFALAND LEISURE &amp; CULTURAL THEME RESORT</b>	Featuring various attractions, such as rides and games, as well as Theme Park Hotels and model built cultural sites for entertainment and educational purposes	Major attraction brand in Europe and Middle East
3. <b>Power Sustainable Journalism &amp; Media</b>	Blockchain technology –allows for building decentralized apps – holds promise for developing a sustainable journalism eco-system. Developing a media business model based on blockchain, moving the conversation out of the theoretical realm and into practical, real-world use.	Mediterranean, Europe and Middle East
4. <b>GIFA Innovation &amp; Incubation Centre</b>	GIFA Crypto Token aims to become a key player in linking Blockchain technology with the business world, science and inviting and accompanying newcomers with new business venture ideas (innovators of NEW businesses) to come under GIFA Holding Ltd. and receiving support in all the stages of setting up and further developing their ideas.	Local & Regional (Mediterranean/Middle East & Europe)

<b>5. GIFA B2B Social &amp; Business Networking Platform</b>	<p>Creating and promoting the use of B2B social media platform; helping businesses to network using social media and blockchain technology getting into video, repurpose long-form content into micro-content, and find ways to communicate visually.</p>	<p>Local &amp; Regional (Mediterranean/Middle East &amp; Europe)</p>
<b>6. GIFA B2B Asset Backed Tokenization Scheme</b>	<p>Offering tokenisation opportunity to wide ranging businesses and projects looking – tokenisation as a blockchain-based units of value that are pegged to real-world assets, such as company shares, real estate, diamonds, or commodities.</p>	<p>Local &amp; Regional (Mediterranean/Middle East &amp; Europe)</p>
<b>7. Gifa Nektar Import &amp; Export Limited</b>	<p>This is already an established Company aiming to use blockchain technology to market citrus fruit and fruit juices. Currently negotiating with manufacturers/producers of citrus fruit and fruit juice to secure long term deals.</p>	<p>Local, Regional, Global (Mediterranean/Middle East &amp; Europe)</p>

# ROADMAP

## Milestones

<b>Year 1 Development of GIFA TOKEN and ICO</b>	
<b>Year 2 Project Realisation (proposal, scheme, design, implementation, evaluation)</b>	
<b>Year 3 2<sup>nd</sup> Tokenization process and growth of GIFA Holding / GIFA Inc.</b>	
1.	GIFX token Concept development
2.	GIFX token Design prototypes
3.	GIFX Token design. Protocol architecture
4.	Development & launch of GIFX Cryptocurrency Exchange Platform
5.	GIFX Token sale 150,000,000 (One hundred and fifty million tokens) AND (IN RESERVES 19,950,000 GIFA – 19.95 Billion GIFA)
6.	Initial consumer-facing deployments
7.	Further consumer-facing deployments
8.	Offer GIFX Token mobile wallet app, both for Android, iOS and Huawei.
9.	Ensure that GIFX Currency Exchange Platform supports BTC, ETH, PMA and all ERC-20 tokens.
10.	Add other leading currencies to be on GIFX Exchange Platform and for GIFX to be on minimum 4 other Cryptocurrency Exchange Platforms
11.	Recruit 150 Users in the first 6 Months
12.	Recruit and open minimum 1000 Wallets by Year 2
13.	Facilitate minimum of 150 Daily Exchange through GIFX Cryptocurrency Exchange Platform

## The Team GIFX

The GIFA Token (Cryptocurrency) shall be owned by GIFA Holding Ltd and will be led by a NEW Team of Consultants and Experts to be recruited solely for this purpose.

### TEAM GIFA CRYPTOCURRENCY



**Yusuf KISA**  
The President of the Board  
GIFA Holding Ltd.



**Aygun ANTAŞ**  
GIFA Crypto Project Director



**Ufuk ÇAĞA**  
Marketing & Social Media Advisor



**Cemal OSMANLILAR**  
Design & Technology Consultant



**Dervish Yashar BAHA**  
Transformation, Creativity, Success Strategist



**Hassan VAHİB**  
Senior Strategic Consultant

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**Tamer MUFTUZADE**  
(Tatar & Co. Chartered Accountants)  
Financial Advisor

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**Ünver BEDEVİ**  
Head of Legal & Compliance

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## Disclaimers

### **Licences and approvals are not assured in all jurisdictions**

GIFA Holding Ltd. (“[www.gifatoken.com](http://www.gifatoken.com)”) intends to operate in full compliance with applicable laws and regulations and use its best endeavours to obtain the necessary licenses and approvals. Regulatory licences and/or approvals are likely to be required in a number of relevant jurisdictions in which relevant activities may take place. This means that the development and roll-out of all the initiatives described in this whitepaper are not guaranteed. It is not possible to guarantee, and no person makes any representations, warranties, or assurances, that any such licenses or approvals will be obtained within a particular timeframe or at all. As such, the initiatives described in this whitepaper may not be available in certain jurisdictions, or at all. This could require a restructuring of these initiatives and/or its unavailability in all or certain respects. In addition, the development of any initiatives is intended to be implemented in stages. During certain stages of development, the project may rely on relationships with certain licensed third-party entities. If these entities are no longer properly licensed in the relevant jurisdiction, this will impact the ability of GIFAtoken.com to rely on the services of that party.

### **No advice**

This whitepaper does not constitute any investment advice, financial advice, trading advice or recommendation by gifatoken.com, its affiliates, or its respective officers, directors, managers, employees, agents, advisors or consultants on the merits of purchasing GIFA Tokens (GIFX) nor should it be relied upon in connection with any other contract or purchasing decision.

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This whitepaper and related materials are issued in English. Any translation is for reference purposes only and is not certified by any person. No assurance can be made as to the accuracy and completeness of any translations. If there is any inconsistency between a translation and the English version of this whitepaper, the English version shall prevail.

## Restricted transmission

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The views and opinions expressed in this whitepaper are those of gifatoken.com and do not reflect the official policy or position of any government, quasi-government, authority or public body (including but not limited to any regulatory body) in any jurisdiction. This whitepaper has not been reviewed by any regulatory authority.

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References in this whitepaper to specific companies, networks and/or potential use cases are for illustrative purposes only. The use of any company and/or platform names and trademarks does not imply any affiliation with, or recommendation or endorsement of/by, any of those parties.

## Graphics

All graphics included in this whitepaper are for illustrative purposes only

## Caution Regarding Forward-Looking Statements

This whitepaper contains certain forward-looking statements regarding the business we operate that are based on the belief of gifatoken.com as well as certain

assumptions made by and information available through gifatoken.com Please take notice that all forward-looking statements, by their very nature, are subject to significant risks and uncertainties.

Forward-looking statements may involve estimates and assumptions and are subject to risks, uncertainties and other factors beyond our control and prediction. Accordingly, these factors could cause actual results or outcomes that differ materially from those expressed in the forward-looking statements.

Any forward-looking statement speaks only as of the date of which such statement is made, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events.

## A few words of CAUTION by GIFA Holding Ltd.

All that is written on the whitepaper and the landing page of GIFX Token ([www.gifatoken.com](http://www.gifatoken.com)) does not constitute legal advice and or promise of success and or gains for users and or subscribers. Like all cryptocurrency, our own GIFX Token are subject to market, or systematic, risks.

### Our Brand Image:

