



# LITEPAPER

2023

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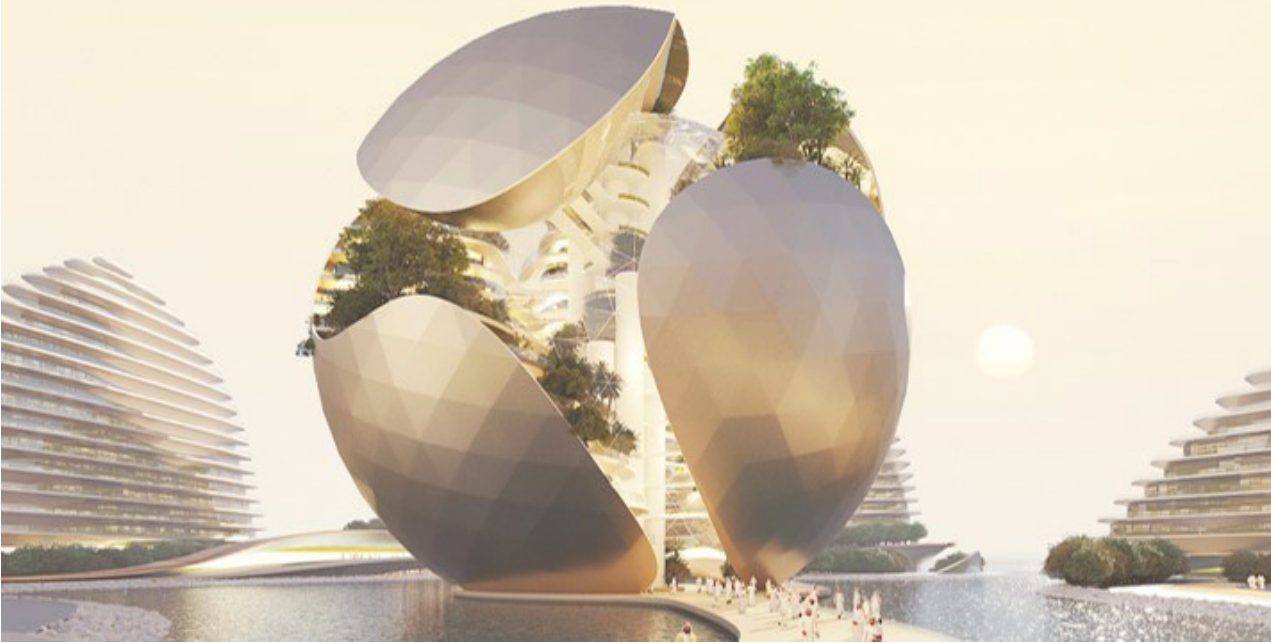
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# INTRODUCTION

DDX Global, founded in 2023, was established with the mission of revolutionizing the high-end real estate market in Dubai.

Through the creation of a utility token for the DDX Community and for use on various DDX platforms, DDX Global not only aims to enhance market liquidity but also to introduce a unique and innovative opportunity for those acquiring the token. The utility token functionality is planned to be linked to the high-end projects DDX Global is seeking to establish on an exclusive island (the “Island”).

DDX Global aims to not only elevate the high-end real estate market in the UAE but also seeks to do the same for its involvement in the virtual asset sector, offering a forward-thinking and innovative approach for those who want to experience this prime luxury real estate project. This combination of cutting-edge technology and entrepreneurial vision positions DDX Global as a disruptive force worth closely watching.

# TOKENIZATION TO UNLOCK SUCCESS

## THE PROBLEM

- **Limited Exposure and Access:** Exclusive properties face challenges in achieving the necessary exposure in front of potential buyers or stakeholders.
- **Privacy and Security Concerns:** Stakeholders frequently express concerns about the privacy and security of their transactions in such an exclusive environment.
- **High-Cost Challenge:** The high cost of luxury properties can act as a barrier for an additional class of stakeholders.
- **Community Engagement and Exclusivity:** Maintaining a sense of exclusivity in luxury developments and offering exclusive products/services to the community presents unique challenges.

DDX Global is dedicated to addressing these issues. The company and its partners aim to provide Dubai's luxury real estate market not only with stability, security, and exclusivity, but also with an opportunity through the groundbreaking real estate development of the Island.



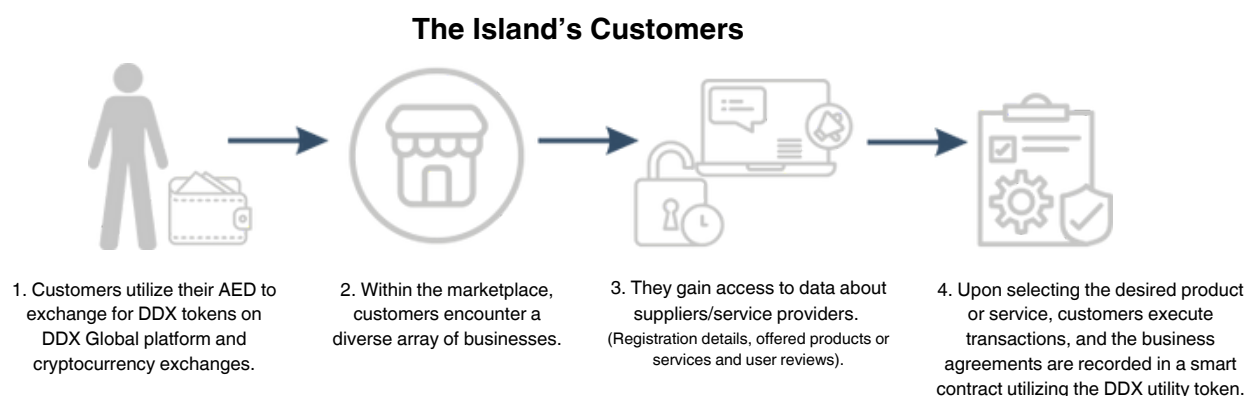
# TOKENIZATION TO UNLOCK SUCCESS

## THE SOLUTION

Based on the blockchain and the DDX utility token, DDX Global aims to offer a singular experience in the real estate scenario. By using an exclusive marketplace designed for the Island, the company aims to redefine the interaction between the participants involved.

### » The Island's Customers

The DDX utility token provides customers with the freedom to purchase products and services on the Island's exclusive marketplace, where products and services are permitted to be offered, as part of DDX Global's Community. It is the intention that customers will be able to enjoy a diverse range of services and experiences, guided by details about professional service providers, including personal and business information, testimonials, and reviews from other users.



### » The Island Real Estate Buyers

If and when regulations are released to permit security tokens in the UAE (which DDX Global does not guarantee to ever be the case and which depends entirely on the autonomous decision of the applicable governmental authorities), it is the intention of DDX Global to procure the necessary licenses and/or approvals to create a security token for the potential to acquire real estate related assets.

If this becomes a possibility, prospective real estate buyers could have a unique opportunity to acquire DDX security tokens which could potentially represent a property and/or a fraction of a real estate property located on the island. By holding DDX utility tokens, it is the intention of DDX Global that should this become a reality, DDX utility token holders could have the additional benefit of acquiring these security tokens first.

# TOKENIZATION TO UNLOCK SUCCESS

THE SOLUTION...CONTINUED

## The Island Real Estate Buyers



1. The Island real estate buyers use their AED to exchange for DDX tokens on the DDX Global platform and other cryptocurrency exchanges.

2. The Island real estate buyers utilize their DDX utility tokens to exchange for DDX security tokens on the DDX Global platform.

3. The Island real estate buyers log into their individual profiles within the marketplace.

4. The Island real estate buyers have access to fractions of real estate or complete properties being sold in the Island development and these fractions are represented on the blockchain as DDX security tokens.

5. The Island real estate buyers acquire the properties according to the previously agreed upon rules recorded in smart contracts.

## » The Island's Suppliers | Service Providers

Suppliers and service providers may be able to use the DDX utility token to have access to an exclusive marketplace designed for various high-end transactions.

After their product and/or service have been sold, they could have the option to exchange the DDX token for fiat currency (either through DDX Global where it has procured the necessary licenses and/or approvals, or through a third-party provider who has the applicable licenses and/or approvals with which to do this on DDX Global's behalf).

## The Island's Suppliers/Service Providers



1. Suppliers/service providers interested in joining the marketplace create their individual profiles on the platform.

2. They complete a comprehensive form, providing personal details, company information and specifics about their products and services.

3. The marketplace showcases an array of products and services available for residents/clients of the Island venture to purchase or hire using the DDX token.

4. Transactions, payment methods, product/service delivery, etc., are prearranged through the execution of a smart contract.

5. Suppliers/service providers receive automatic payment in accordance with the predetermined rules outlined in the smart contract, utilizing the DDX token.

6. Suppliers/service providers can convert their DDX tokens into AED or any other fiat currency through the DDX Global platform or a cryptocurrency exchange.

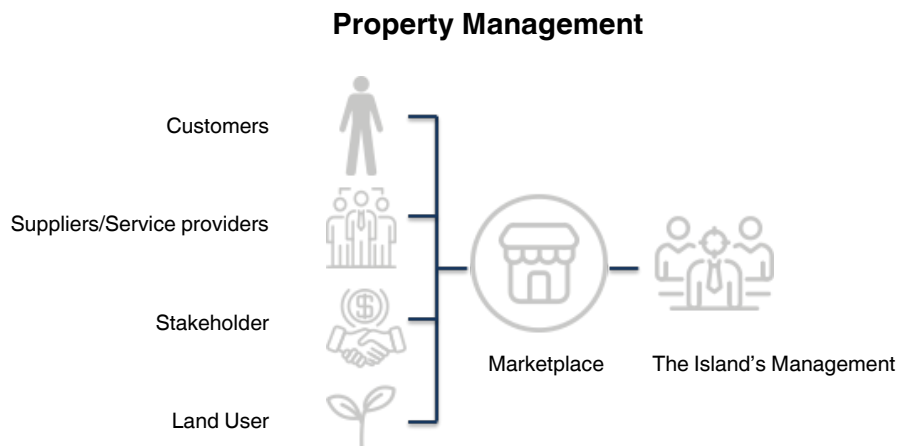
# TOKENIZATION TO UNLOCK SUCCESS

THE SOLUTION...CONTINUED

## » Property Management

Utilizing the marketplace, it could become possible for the administration of the island's properties to be fully managed, which could include tracking various details of each premises. This could encompass the monitoring of sustainable land use practices, real estate transactions, and the promotion of products and services (as applicable and permitted in accordance with applicable rules and regulations).

The objective is to establish a marketplace and real estate development that places the well-being and safety of all participants at the forefront.



1. Participants in the Island development who actively participate in the marketplace ecosystem register and detail their activities on the platform.

2. Positioned as the central hub of the Island development, the marketplace streamlines all transactions and monitoring processes for the project's apartment.

3. The apartment possesses access to comprehensive data and transaction records of all participants through the marketplace.



# TOKENIZATION TO UNLOCK SUCCESS

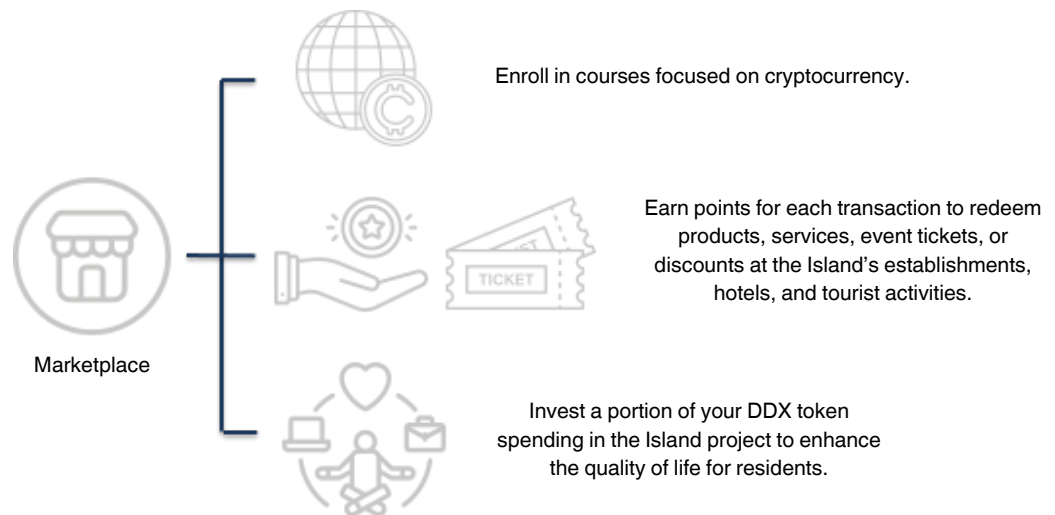
THE SOLUTION...CONTINUED

## » Bonus and Benefits Program

DDX Global seeks to implement a comprehensive bonus and benefits program for its marketplace users, encouraging the utilization of both its marketplace and the DDX utility token (wherever possible within the ramifications of applicable laws).

This suite of programs underscores DDX Global's commitment to promoting sustainability and significantly improving the well-being of the community on the Island, creating synergy between the development of the marketplace, the use of the DDX token, and the community's member on the Island.

### Bonus and Benefits Program







# MARKET FIGURES

## GLOBAL LUXURY REAL ESTATE MARKET: 2027

### GLOBAL MARKET - BY 2027

# 86M

Millionaires

# 372 000

Ultra-High-Net-Worth  
Individuals (UHNWI)

### LOCAL MARKET - JUNE 2022-JUNE 2023

# 67 000

High-Net-Worth-  
Individuals  
(Dubai)

# DUBAI

Most expensive and  
prosperous in MENA  
region  
(Middle East and Africa)

Source: UBS Report

# MARKET FIGURES

## MARKET FIGURES

The global luxury real estate market has seen an increase of 1.5% in average property prices across key markets during the June 2022 to June 2023 period.

According to a UBS report, a total of 86 million millionaires and 372,000 ultra-high-net-worth individuals (UHNWIs) are expected worldwide by 2027. Reflecting growth in both sales volume and luxury property values.

Dubai has emerged as a sought-after destination for investors due to its geopolitically neutral stance amidst global conflicts. The city has solidified its status as the most expensive and prosperous in the Middle East and Africa (MENA) region, with approximately 67,000 high-net-worth individuals (HNWIs) obtaining permanent residence in the country in 2022.

The United Arab Emirates has also been consolidating its position as a prominent global fintech hub, excelling in Web3 innovation. The increasing popularity is reflected in a notable 35% annual increase in the number of Fintech companies operating in the region.

Dubai has emerged as one of the most attractive and promising destinations for luxury real estate worldwide. This trend has led DDX Global to bridge the two markets and consider the feasibility of creating a utility token for its luxury real estate projects.





## SOFTWARE DETAILS

DDX Global is leveraging the most appropriate blockchain technology to establish an innovative ecosystem and community filled with incentives for DDX token holders. This environment fosters a dynamic interconnection among partners, customers, patrons and suppliers through a marketplace capable of facilitating transactions and ensuring an exceptional quality experience.

DDX Global not only envisions but seeks to introduce a disruptive and technologically advanced approach to the way that patrons can experience this property in Dubai. The Island and its community are more than just a commercial venture; they are an embodiment of DDX Global's commitment to shaping the future of luxury real estate and blockchain, emerging from Dubai, one of the best business hubs and tourist destinations in the world.

## DDX - UTILITY TOKEN

DDX Global introduces the DDX utility token to solidify its position among global key players. This utility token, based on blockchain technology, is designed to streamline transactions within the exclusive marketplace and community developed for the project.

Owners of the DDX token can use it in exchange for services and products on the DDX Global Platform and/or throughout the DDX Community (as permitted and possible in accordance with applicable rules and regulations).

DDX utility token holders will have the opportunity to access and acquire DDX security tokens (should these ever become available and/or permissible), representing fractions or entire properties located on the island.

The frequent use of the DDX utility token in or on the DDX Global Platform seeks to offer token holders the chance to receive rewards, such as discounts and participation in bonus programs (again, insofar as these are permissible in accordance with applicable rules and regulations and only to the extent to which they are).

## DDX GLOBAL PLATFORM - Marketplace

Introducing a variety of commercial solutions for the island's development, the DDX Global Platform seeks to establish an extensive network of tools that comprise the exclusive marketplace of this innovative venture by DDX Global in Dubai.



**Crypto Exchanges** - Leading crypto exchanges will play a crucial role, facilitating participants to exchange AED and other fiat currencies into DDX utility tokens.



**Marketplace** - Where permitted by applicable rules and regulations, this platform seeks to enable holders of DDX utility token to conduct transactions such as buying, selling, exchanging products and services, as well as engaging in discounted and or exclusive offerings and negotiations, enhancing the ecosystem and community's liquidity.



**DDX Utility Token** - The token will provide access to transactions within DDX Global platform, providing continuous opportunities for its holders.



**DDX Token Functionality** - DDX utility token holders can use the token to convert into products and services (in accordance with applicable regulations). Token holders will also be able to access high-end properties available exclusively to token holders of the utility token DDX – if and as permissible by then-current regulations.



**Bonus and Benefits Program** - Where permitted, holders of utility DDX tokens can participate in exclusive reward programs, encouraging active participation and further strengthening the marketplace.



**Property Management** - It may also be possible that island properties can be managed by service providers participating in the DDX marketplace, covering building operations and maintenance, rental management, facility management, mortgage contract administration, and construction management (the extent of which is still to be determined).

## DDX GLOBAL PLATFORM - Marketplace

### MARKETPLACE...CONTINUED



**Land Management** - Employing an intelligent land management strategy, the island seeks to oversee its lands via the marketplace (if possible), aiming to foster sustainable activities, cultivation, and production (if permissible).



**Investment Management Data** - Where permitted by applicable rules and regulations, DDX token holders could possibly gain access to comprehensive exclusive real estate analyses and data that could be used to conduct studies, due diligence, monitoring and/or selection of properties with significant market interest potential (but for which DDX Global would not be providing investment advice, simply the data it has available to it).

It would be for the token holder to do its own due diligence and/or seek an independent evaluation of such data before using it for commercial purposes accordingly).



**Technology Management** - By seamlessly integrating cutting-edge technological solutions, including blockchain, IoT, 5G, and AI, efficient oversight of all operations on the island could become achievable.

This extends beyond just the marketplace, encompassing all activities linked to the Island (but which would be determined in accordance with applicable rules and regulations from time to time).

## ECOSYSTEM

The ecosystem supporting the DDX Global marketplace seeks to ensure security, transparency, and interoperability using the blockchain technologies and the DDX utility token.

Activity in the marketplace will not only endeavor to generate new opportunities but will also provide bonuses and other benefits (insofar as is possible and permitted) to users of the DDX utility token. This effort aims to increase the availability of these tokens for use in the marketplace and drive the continuous evolution of the environment.

Participants in the DDX Community may also have the flexibility to exchange AED for DDX utility tokens on the DDX Global platform or virtual asset exchanges, enabling purchases, sales, and other transactions on these platforms, with the intention to get the necessary approvals for these to take place on the DDX Global Platform as well.

Additionally, and provided local regulations permit, holders may have the opportunity to exchange the DDX utility token for the DDX security token in the future.

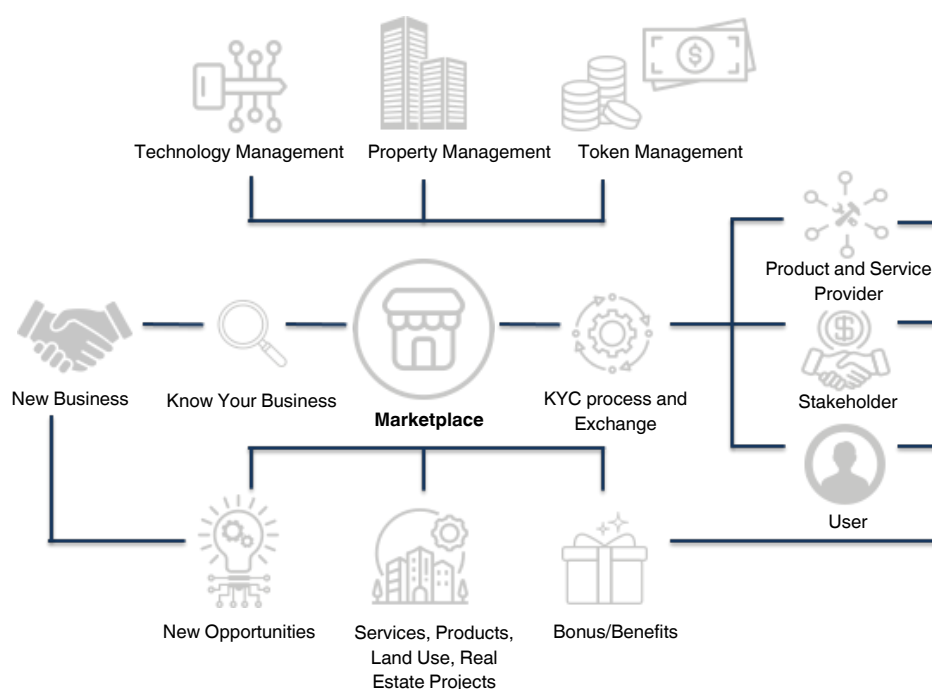


Figure 1: The Island Marketplace Ecosystem

## MARKETPLACE

Reaffirming its role as a cutting-edge venture, the DDX Global Exchange is entirely conceived with a vision that stands out for presenting a complete, innovative, and secure marketplace. This environment aims to facilitate high-quality transactions, promoting transparency, agility, and efficiency.

The marketplace designed by DDX Global was specifically developed to meet the Island's needs, offering various advantages for its diverse participants:

- » Customers - Customers may be able to enjoy a diverse range of product and service options provided by a wide variety of suppliers, with different prices, payment methods, delivery times, and various choices in terms of quality and professional experience.
- » Suppliers and Service Providers - Suppliers and service providers may have the opportunity to increase the visibility of their businesses, expand their customer base, and enhance the profitability of their business, all with a lower investment than that required to open a physical store and with considerably greater reach.
- » Investors - Investors could have access to a wide variety of properties to invest in (if and as permitted by applicable rules and regulations), with a vision of complete and reliable information about the real estate market. Where it becomes possible, they could also negotiate directly with sellers, without the necessary requirement for intermediaries and/or brokers. If and where this becomes possible and/or a realization for the project, fractionalization of properties would aim to provide greater market liquidity, while virtual tours would aim to make it easy to choose the property, with the real estate market operating 24/7.

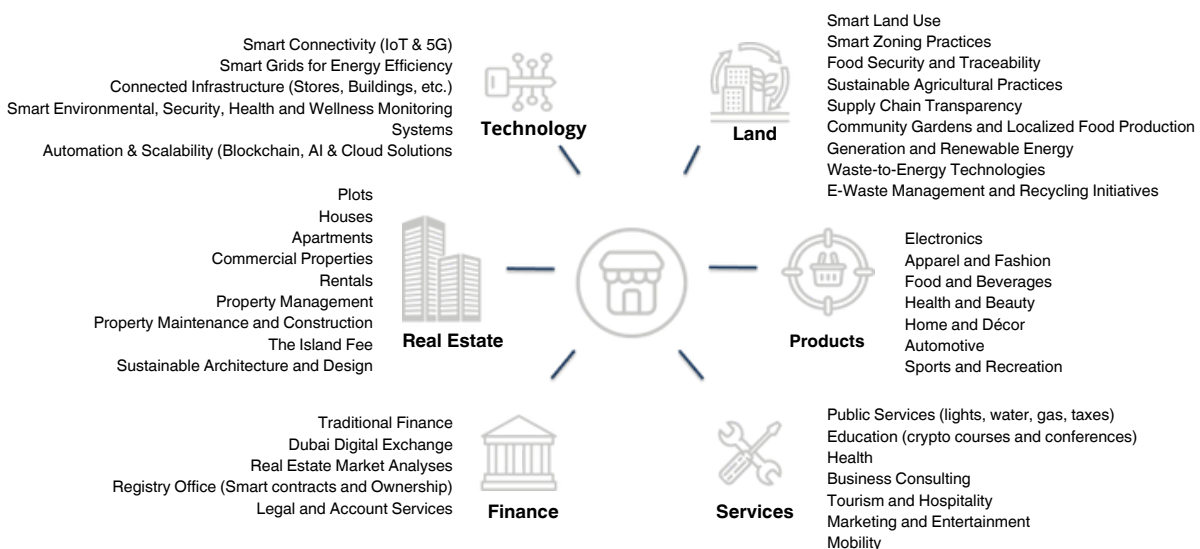


Figure 2: The Island Marketplace Business Sectors

# TOKENOMICS

Tokenomics plays a crucial role in guiding stakeholders when considering participation in blockchain-based projects.

In this context, DDX Global seeks to eventually present a tightly architected project, which has been analyzed and designed by experts. This project aims to ensure the success of the Island venture by carefully considering all elements of its utility token, the DDX token. Through this robust approach, DDX Global seeks to support the standards upheld by local authorities and the success of blockchain ventures in the economy.

## TOKEN DISTRIBUTION

The DDX utility tokens generated will be distributed as follows (meeting Dubai regulatory requirements of VARA at all times):

- » Advisors and Board Members: 5%
- » Team Members: 10%
- » Treasury: 25%
- » Marketing: 10%
- » Token Sale: 50%

This distribution will seek to result in a total issuance of 1.4 billion DDX utility tokens.

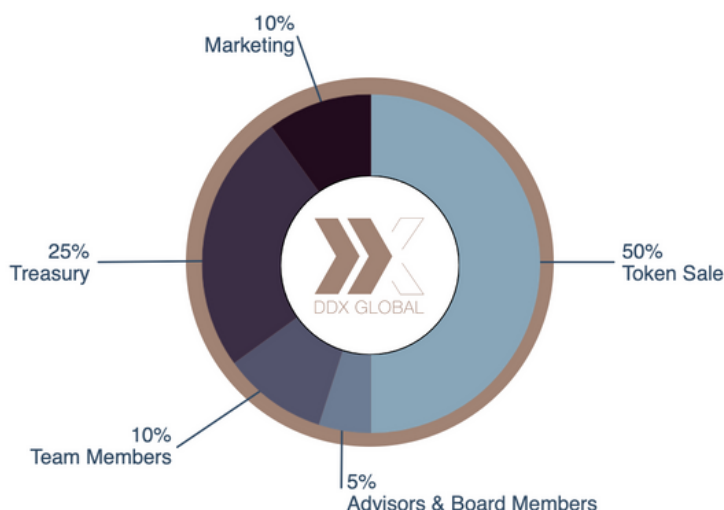


Figure 3:Token Distribution



# TOKENOMICS

## TOKEN SUPPLY

To maintain the integrity of the token's econometrics, a deflationary mechanism of burning tokens at a higher rate than tokens minted to meet economic demand and supply may need to be implemented. This mechanism will gradually reduce the supply over time, preventing any risk of hyperinflation.

Initially, 1.4 billion DDX utility tokens will be offered, and the total amount raised will initiate the activities of the Island real estate venture's ecosystem, particularly the development of its marketplace.

## LIQUIDITY PLAN

Robust liquidity is a primary objective in all DDX Global projects. Consequently, our initiatives are consistently developed with a focus on the interests of our DDX utility tokens stakeholders, thus providing a robust digital infrastructure and promoting the full utilization of marketplace functionalities.

As a result, DDX token holders will have the option to liquidate DDX utility tokens in the secondary market (crypto exchanges, specifically those regulated by VARA) as well as eventually, through the DDX Global platform (once the necessary licenses and approvals have been obtained), with the support of professional market makers like GSR, OKX, and Arquebot.

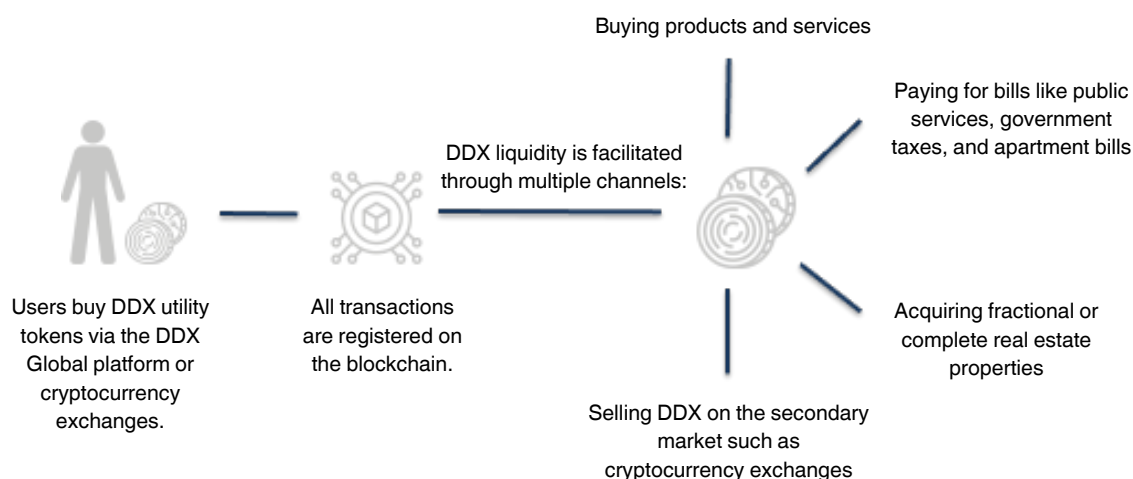


Figure 4: Business Opportunities for DDX Utility Token Owners

# TOKENOMICS

## TOKEN SALE

To meet the demand, DDX utility tokens will be available for sale in the following manner:

- Whitelist-sale\***  
 100M DDX utility tokens for US\$0.10 each token, sold via SAFT (Simple Agreement for Future Tokens), Totalling US\$ 10M
- Pre-sale\***  
 160M DDX utility tokens for US\$0.25 each token, sold via DDX Global website Totalling US\$ 40M
- Public Sale TGE**  
 375M DDX utility tokens for US\$0.40 each token, sold via launchpad crypto platforms Totalling US\$ 150M
- Exchange Listing (Token Listing Event)**  
 65M DDX utility tokens for US\$ 1.00 each token, are intended to be available for purchase through various exchanges, including major platforms such as OKX, Coin W, and Bybit, with an initial trading price of \$0.50~\$1.00 per token upon listing. Following the initial listing, the sustained appreciation and liquidity of DDX token will be facilitated through the collaborative efforts of Market Makers. This strategic approach aims to ensure a gradual and sustainable increase in the token's value while enhancing liquidity for token holders.

\*Please refer to specific vesting periods for each respective token sale agreement and documentation.

## TOKEN GENERATION EVENT (TGE)

The marketing of the DDX utility token is planned to commence in Q4-2023, initially made available to an exclusive group of investors, but is subject to DDX Global receiving the applicable licenses and approvals with which to do this. Subsequently, its offering on international virtual asset platforms is planned, as detailed below (but which may be subject to change, dependent on applicable regulatory measures):

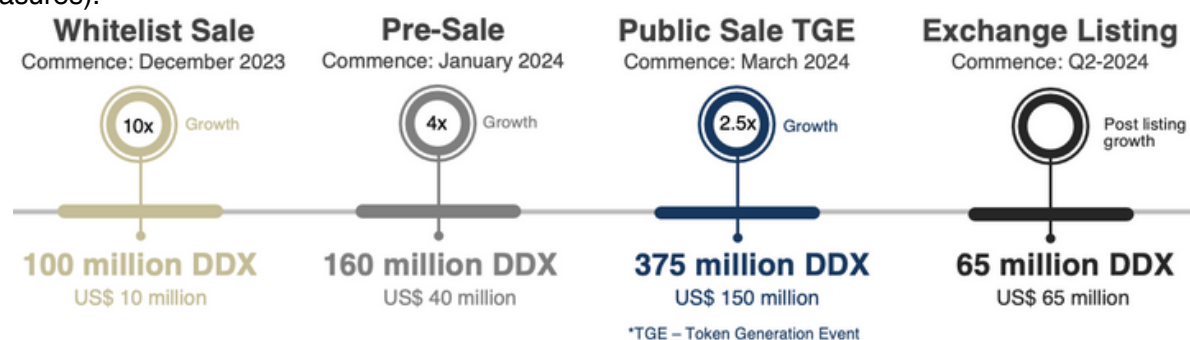


Figure 5: Tokenization Sale Process

# TOKENOMICS

## ROADMAP

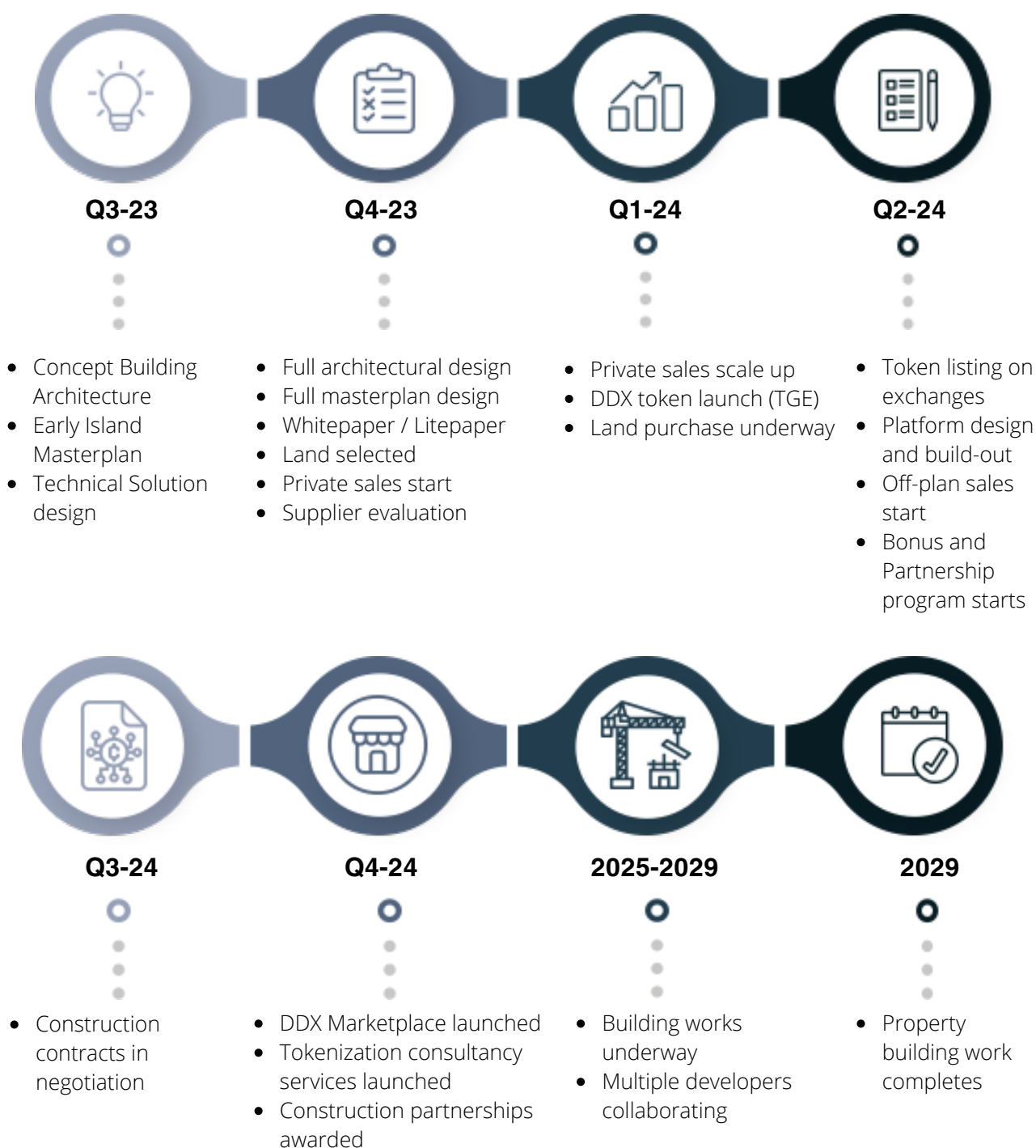


Figure 6: Roadmap to 2029

# OUR TEAM

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## DDX GLOBAL TEAM

### WIM GROBLER

#### Chief Executive Officer | CEO

An experienced CEO & Fintech business leader, Wim has a proven ability to foresee and capitalize on fintech trends – leading strategic acquisitions, the development of market leading technology, and the building and international expansion of the associated businesses and teams.

### CHRIS SANTILHANO

#### Chief Operating Officer | COO

Chris has worked on large scale enterprise transformation programs, enabling organizations to adopt new technology that delivers tangible business benefits. From project and engagement management to strategy and analysis, he brings broad governance experience across the full program lifecycle.

### ALBERT WEIGLHOFER

#### Chief Commercial Officer | CCO

Albert brings over 30 years' experience as a global business leader, specializing in management and high-level marketing in various industries including telecoms and insurance. His strategic vision has enabled him to develop successful companies and generate multi-billion-dollar revenues.

### KOBIE COETZEE

#### Chief Technology Officer | CTO

Kobie is a strategic C-Level Industry professional with over 35 years' experience in the Telco, Banking, Mobile Commerce, Crypto and Payment technology solutions business sectors. He has managed in both Technology Provider/Supplier and Customer roles with expert innovative skills, applied with company startups, leading-edge technologies, and listed companies. He has a wealth of local and international experience which adds value to enabling and contributing to the business strategy.

### LEA VAN COLLER

#### Chief Marketing Officer | CMO

Lea has worked in multiple startup companies across numerous industries, launching products and services in multiple African countries, including South Africa. She brings over 19 years' experience as a marketing professional in the technology and telecommunications industries. Her passion for multi-disciplinary marketing supports business objectives. Lea oversees global marketing for this multi-billion, multi-year, multi-project real world asset tokenization leader.

### VANESSA WEIGLHOFER

#### Chief Legal Officer | CLO

Vanessa's legal career has spanned some 20 years, both in practice as an advocate and thereafter as legal counsel to various international corporations engaged in infrastructural development, paper and pulp industry and information technology consulting. Her international experience in diverse industries, with specific interests in compliance, governance, and intellectual property, contributes to business outcomes.

# OUR PARTNERS

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## ZHUZH DESIGNS

<https://www.zhuzhdesigns.com>

Zhuzh Designs are a world-leading, ultra-luxury, bespoke architecture, and interior design company with offices in Dubai, Malaysia, Australia, USA and other locations. DDX Global and Zhuzh Designs are collaborating on this visionary project to bring together advanced tokenization technology, celebrating Arabic heritage. The design of the Island will draw on innovative design to create an opulent oasis of sustainability and splendor.

### MARCO VAN HAM

**Principal Designer | Zhuzh Designs**

Marco has accumulated over 25 years of design experience. Originally hailing from the Netherlands, Marco relocated to Malaysia where he gained an extensive understanding of the beauty found in varied cultures and identities. Since then, Marco has designed interiors for some of the most luxurious properties in Southeast Asia, the Middle East, and Florida.

### NICHOLAS LING

**Principal Architect | Zhuzh Designs**

Nicholas has extensive experience in the design and delivery of large scale private and institutional, residential, commercial and hospitality buildings. He has demonstrated ability in managing and engaging complex stakeholder groups and multidisciplinary project teams across various procurement platforms throughout Malaysia, Australia and the Southeast Asia region.

### BASSAM KADHIYAR

**Director | Zhuzh Designs**

Bassam ventured into the lighting controls industry, gained LEED certification, and explored the intersection of nutrition and the environment's impact on health. Bassam's passion for design and art led him to the hospitality sector, where he founded Atus, a global player in global operating supplies and equipment procurement for the hospitality industry. He believes that design is about more than aesthetics, emphasizing functionality and guest experience. This has been a guiding principle throughout his successful career.



## CONTACT US



### DDX GLOBAL WEBSITE

<https://ddx.ae>

### DDX GLOBAL - PRESS ROOM

<https://ddx.ae/press-room>

OR

[press@ddx.ae](mailto:press@ddx.ae)

### DDX GLOBAL - INSTAGRAM

[@ddxglobal](https://www.instagram.com/ddxglobal)

### DDX GLOBAL - LINKED IN

[@ddx-global](https://www.linkedin.com/company/ddx-global)

### DDX GLOBAL - X

[https://twitter.com/ddx\\_global](https://twitter.com/ddx_global)

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