



# Making Loyalty Points Redeemable Again.

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[www.xank.io](http://www.xank.io)

# A Debt Crisis

Since the advent of loyalty programs, companies have been accruing loyalty program liabilities in their books - and not in negligible numbers. While the numbers have been rising, there hasn't been a debt solution for these liabilities. Until now.



## Loyalty Points for Crypto

In the Xank Redeemers program, the consumer can convert any amount of their loyalty points, big or small, into Xank the cryptocurrency. The consumer can then:

- Convert Xank into cash at an exchange
- Spend Xank to buy goods from the points provider
- Hold Xank as investment



## Corporate Debt Solution

Xank then returns to the points provider the loyalty points we receive from consumers.

The points provider can then:

- Write off their loyalty program liability at a low cost
- Keep their loyalty points program just the way it is
- Offer consumers more points with the money they save from writing off debt



## What Does Xank Get?

Xank asks for one thing in exchange for the loyalty points we return to the points provider: for the provider to accept Xank at its payment terminals. We believe a cryptocurrency is only as good as its adoption rate, and by having vendors accept Xank as a payment method, Xank will head one step closer towards mass adoption.

With the simple scan of a QR code, you will be able to spend Xank to buy the goods and services you need.



## Bridging the Gap

Xank aspires to be the bridge that connects people from the world of fiat currencies to cryptocurrencies. As loyalty point holders get their hands on Xank, they may see the beauty and utility in not only our coin, but also in cryptocurrencies in general.



### Point Holders

Point holders can now exchange unused loyalty points for Xank the cryptocurrency. The more options there are, the happier the consumer.



### Businesses

Loyalty program liabilities are a headache for points providers. Now, for the first time ever, companies can write off their liabilities with Xank.



### Xank

As more partner companies and consumers take part in Xank's Redeemer program, the Xank ecosystem will grow and expand.



Need a solution for  
your loyalty program  
liabilities?  
We can help.



## CONTACT US

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