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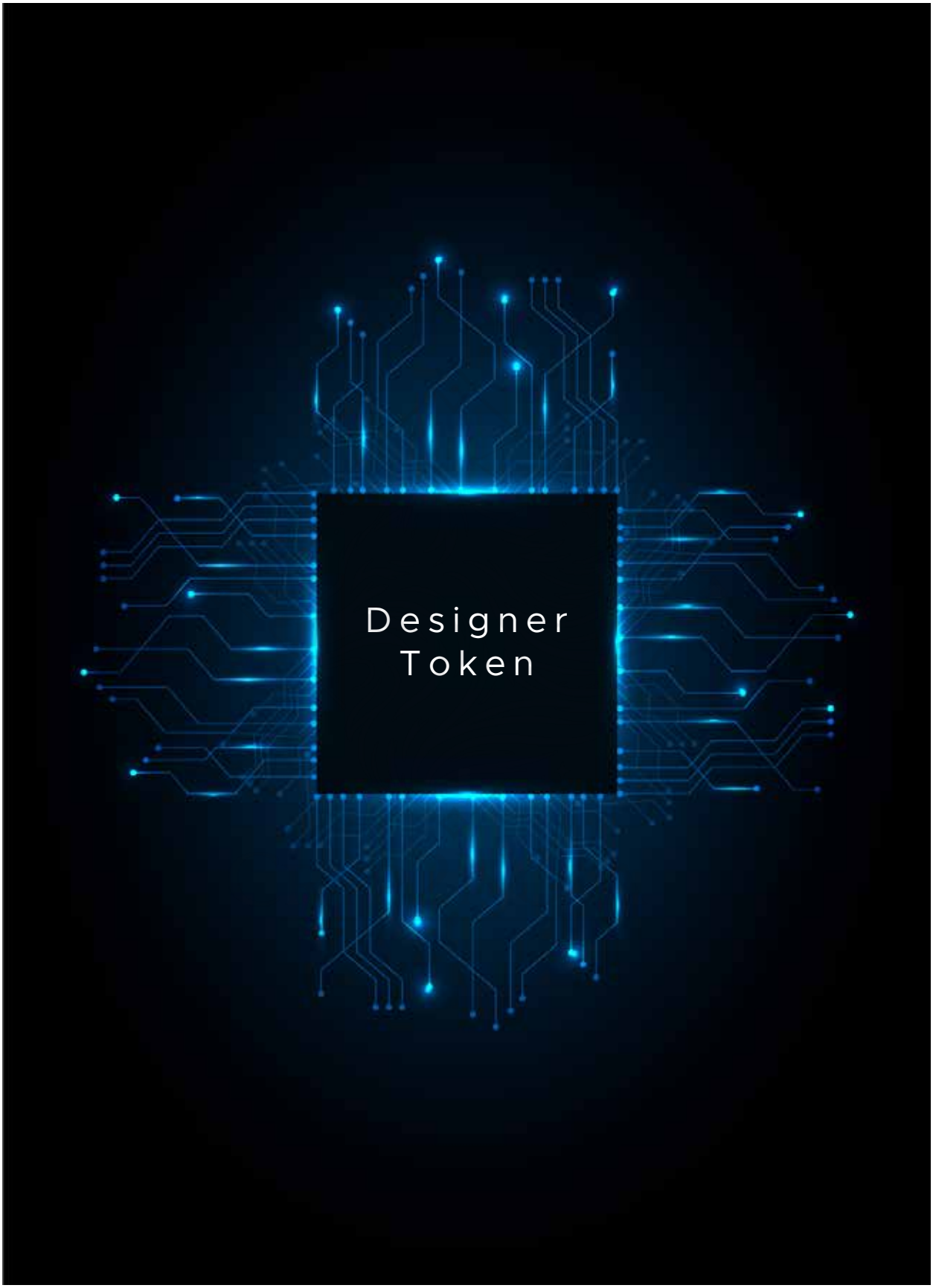
Combining the exclusivity of real-world **luxury goods** with the **digital innovation** of Crypto and NFTs.

EXITLAB.IO

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Introduction.

Blockchain Technology and the Luxury Sector

Blockchain technology has been around for close to a decade now. And while blockchain applications and platforms have reached a certain degree of maturity in their life cycle, we still have a long way to go before we see mainstream adoption. Even the global interest from governments and enterprises in the opportunities of leveraging distributed ledger technology was not sufficient to keep the adoption of blockchain in hibernation.

As we're fast approaching the democratization of the Internet, the capacity of Blockchain 2.0 to offer a pragmatic approach to solving real-world business and governance issues is being put to the test. Security and interoperability are key here.

For the first time in history, we have an opportunity to bring real value to the market of luxury goods. Over the last twenty years, the market for luxury goods has grown to its current valuation of **approximately $3 trillion**. Today, it exists in various forms all over the world in the form of jewelry, clothing apparel, art, electronics and even alcohol that could date back years or even centuries.

We are introducing Designer token (EXIT) - a utility token where anyone can **buy, hold and earn from their EXIT tokens while being able to convert EXIT into real-world luxury goods.** Luxury and retail goods' authenticity will be captured, and recorded thanks to blockchain technology. Designer tokens will be the medium of exchange between cryptocurrencies and luxury goods in a retail

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platform, **www.designermall.io** thus offering a vast range of ways **for crypto holders to use their crypto and their profits to shop for luxury products.**

In its current state, the luxury market is highly fragmented and plagued with issues of counterfeiting, unfair working conditions and unethical sourcing of raw materials. Blockchain technology can create a trusted, verifiable system that operates to better track a particular item or brand's life cycle, honing in on potential counterfeiting issues. This would make for more transparent transactions and relationships between buyers and sellers. This solution is poised to drive high engagement and increase the reach of the luxury goods market even further. By storing transparent and trustworthy information on an immutable ledger, customers can buy, collect and sell items with 100% certainty that every piece is one-of-a-kind, sourced from sustainable fabrics and made by people who take real pride in working for the brand.

Blockchain is the missing piece of the luxury market puzzle, creating a physical-to-digital link between goods and their (digital) identities. A cryptographic seal or serial number acts as the physical identifier, linking back to the product's "digital twin." This digital identity is what brands are betting on. It's on the micro-scale that experts are expecting blockchain to make a difference. That's where stores play an important role, particularly in the luxury universe. They act as a seal of reference, committing themselves to selling a product linked to a digital identity, fostering trust from the customer's side, and improving the customer-brand relationship.

By integrating several features for exchanging, earning, transacting, shopping and storing value on one platform, we want to lower the barriers to entry into the highly lucrative crypto market and drive consumer efficiency.

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EXIT blockchain will thus become the foundation of a new system that can be utilized by both merchants and consumers to help validate and authenticate these luxury goods while making it easy for users to transact with cryptocurrencies.

Founder Introduction.

The fusion of e-commerce, crypto and blockchain will become the basis of a new economy for brands, businesses and consumers. We lay out our vision for the future of digital marketing and commerce, bridging the gap between real-world assets and cryptocurrencies powered by NFTs. Our mission is to empower users by giving them easy access to the crypto world and the tools they need to leverage blockchain and profit from their crypto holdings.

EXIT offers a solution for enabling a unified and secure blockchain ecosystem that lays the foundation of the luxury economy. It enables buyers to make informed decisions by viewing verified luxury product information and history. Users can resell their highvalued product. EXIT provides the foundation to enrich the personal luxury market utilizing blockchain's qualities of real-time verification, peer-to-peer transactions, and immutable records of luxury goods that will create a trusted marketplace for luxury items.

More importantly, EXIT will provide the most important use case for cryptocurrencies to date by enabling crypto holders for DIRECT CRYPTO SHOPPING without converting to FIAT thus bypassing the very expensive conversion fees charged by middlemen facilitators. The EXIT's important use case of DIRECT SHOPPING is unique in the crypto industry.

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Background.

Designer utility token is released by EXIT LABS, a technology company that focuses on digital assets and WEB 3.0 focuses on digital identity solutions. **Its inspiration comes from an international e-commerce company Opulence Global which** is the leader and pioneer in internal currency systems dating back to 2005.

Initially called SAC (shopping account credit) in 2005, Opulence Global has advanced its internal currency systems over time and today over 82% of all transactions in Opulence Global are done through Opulence internal currencies such as Shopping Credit, Shopping Credit Ultra, Opulence Currency and; Opulence Points. Although highly successful, all these internal mediums of exchanges are for Opulence Global members only for internal use. EXIT is the next evolution to bring these tools of commerce to non-members around the globe.

The blockchain technology of Designer Token serves as a very important bridge between non-members and Opulence Global luxury brands FERI and POSH. With over 1000 designer SKUs, FERI is the ultra-luxury brand and POSH is the day-to-day super fashionable brand. The combination of FERI and POSH brings premium products in 5 different verticals such as award-winning designer fashion lines, cutting-edge health and wellness products, spa-grade anti-aging skin lines and much more. Since 2005, FERI and POSH products have been distributed to over 200 countries and territories around the globe.

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“The crypto market is like a black hole where trillions of dollars flow in yearly but it’s flow out or its convertibility to desired goods from its profits is a daunting task for the average crypto hodler. We believe Designer token (EXIT) is that highly needed bridge between crypto and physical goods as EXIT allows for easy convertibility of Crypto and designer goods”

Ramin Mesgarlou, Founder & CEO of Opulence Global

Opulence Global is excited to add Designer token to be the latest method of payment on its platform to purchase Opulence Global products and services.

Our Approach to Innovating the Luxury Market.

We believe we can solve the most pressing problems in the luxury goods trade pertaining to counterfeiting, pricing, and limited sales channels for personal luxury. Users can buy, sell, trade and resell luxury goods using Designer token. At the same time, brands and sellers can market their products to buyers with greater transparency.

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EXIT's development team is applying our 3 decades plus experience in designer goods and e-commerce marketing and coming up with technologies to help our global brand partners launch NFTs with strong unique narratives. The marketplace we are creating will support the creation of a platform backed by real-world luxury goods for using a crypto token as a gift card and means of transaction in the luxury sector.

EXIT token's technology helps to create a sustainable life cycle of Luxury goods. The marketplace will offer brands new ways to meaningfully engage their users in the digital realm.

Mission Statement.

EXIT acts as a bridge between the physical and digital world by enabling users to acquire a token to represent a limited edition collection of luxury and lifestyle goods. These tokens can then be listed on any Exchange, enabling anyone interested to browse through the marketplace and purchase the item of choice.

We're unlocking a new wave of multi-trillion dollar opportunities by merging the global luxury and retail market with cryptocurrencies market plus digitalizing the luxury brand experience in the process.



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Market Opportunity

Challenges.

As Georgio Armani famously wrote once: “The decline of the fashion system as we know it began when the luxury segment adopted the operating methods of fast fashion, mimicking the latter’s endless delivery cycle in the hope of selling more, yet forgetting that luxury takes time, to be achieved and to be appreciated. Luxury cannot and must not be fast. This crisis is an opportunity to slow down and realign, an opportunity to restore value to authenticity.”

Today, the luxury goods industry is struggling with counterfeit prevention and proof of ownership, which is particularly critical in the luxury fashion industry. As consumers become more ‘woke’, the need for solving the most pressing issues for luxury fashion brands and consumers remains:

1

High barriers to Banking.

EXIT will address the issue of under-banked and unbanked users by allowing anyone to purchase EXIT and start trading against luxury items on the marketplace.

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2

Limited Transactions.

Due to a large global community and the ability to do peer-to-peer transfer, EXIT removes the limits on transactions for countries and locations where people find It increasingly difficult to own crypto.

3

Transferability of Wealth.

Currently, many crypto assets are not liquid, meaning users cannot extract value from them. EXIT creates an ecosystem where token holders can transfer and exchange their crypto for tangible luxury assets and vice versa. The EXIT exchange will make it easy for people to convert fiat to crypto and then spend it inside the EXIT ecosystem.

4

Implementing a Fair Pricing Mechanism.

The lack of a transparent, standardized fair pricing index means that currently, systems provide a subjective measure of value, absent another mechanism to help confirm their price. There is no standardized way to validate and authenticate these luxury goods.

5

Implementing a Fair Pricing Merchandise.

The counterfeit goods market is a major source of destabilization when it comes to the luxury goods market as a whole.

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6 Lack of Transparency.

Consumers are becoming increasingly conscious of where their luxury goods are coming from. According to the **2015 Nielsen Global Corporate Sustainability Report**, approximately 66% of respondents indicated that they were willing to pay more for sustainable goods. However, there is no way for merchants and consumers to track the entire life cycle of a good with all the information necessary relating to the sourcing to final production.

7 Lack of Clear Provenance and Value.

No way to determine provenance and valuation, while minimizing the risk for fraud and counterfeiting.



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The EXIT Token.



EXIT token has been created and structured to become a true utility instrument and means of exchange. EXIT's value inherent in a transferable digital token will enable holders to store and preserve wealth while engaging in commercial and consumer transactions using EXIT token as the means of exchange.

EXIT token is a digital currency that is at the core of a powerful new luxury shopping ecosystem based on encrypted and permissionless peer-to-peer (i.e. no middleman) payments globally, that solve multiple problems. Subsequently, we will position EXIT as a leading payment channel in the alternate subsystems like Metaverse.

EXIT token holders will be able to shop directly on designermall.io for designer goods and accessories, thus enabling hundreds of millions of retail users, designer brands, merchants, vendors and ecosystem partners to participate in the crypto economy freely and easily.

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Integrated Platform.

EXIT's primary focus is on establishing a global platform for the conversion of any crypto asset into EXIT tokens. All you need to do is connect your wallet to the platforms trading EXIT and decide which tokens you wish to convert.

Users can choose to swap back to a cryptocurrency of their choice for their accumulated interest or use it to shop at any of the luxury brands that are part of EXIT's network. This will create a robust ecosystem where users can not only draw value from their crypto assets but convert them into tangible, real-world products from the luxury sector.

Next-Stage Solutions.

EXIT's method will proceed to address several of the main vulnerabilities that currently define the luxury goods market space as well as the digital currency conversion space. We will rehash the unique properties of the blockchain that make it a better platform for digital goods, thus allowing for:

Direct-to-Fan Relationships via Trustfulness.

EXIT's blockchain-based marketplace enables peer-to-peer transactions via smart contracts without any trusted intermediaries. Once the product is authenticated, a traceable NFT that contains metadata of the product is created and it is permanently secured on the blockchain. Brands can thus establish a direct relationship with their fans free of any platform risks.

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P2P networks are gaining momentum and popularity, becoming a well-established source of transacting that enables people to meet their needs in a shorter period of time as compared to traditional e-commerce channels.

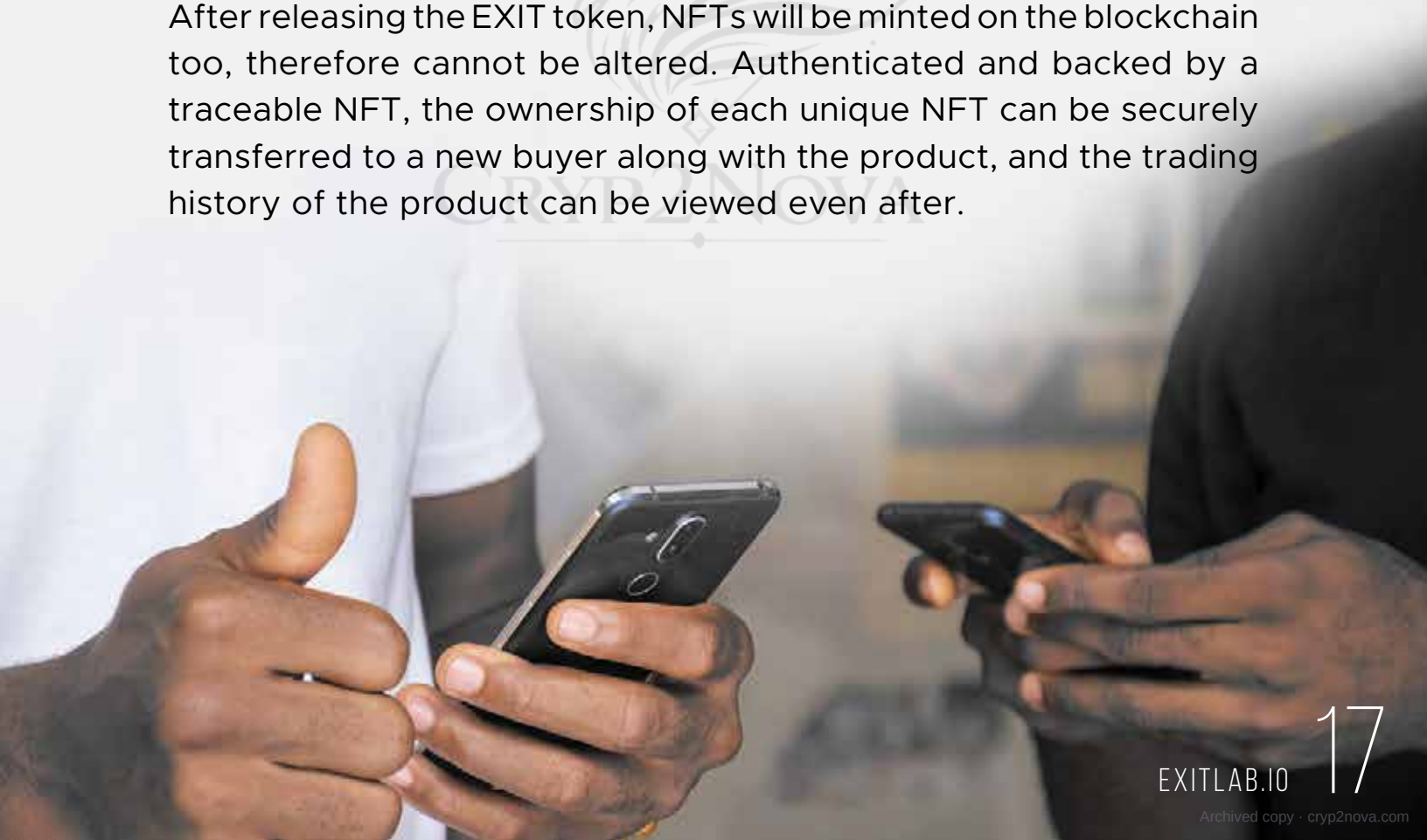
P2P networks are becoming an ideal alternative for many people. The network is becoming stronger as more people are participating by putting their trust and money into it. The biggest benefit of P2P is that it is easy, fast and short-term and the criteria of entering into the network is flexible too.

Global Reach via Open Accessibility.

Everyone, regardless of where you're located or who you are, can interact with EXIT in the same way, unfettered by proprietary platforms and restrictions.

Permanence via Immutability.

After releasing the EXIT token, NFTs will be minted on the blockchain too, therefore cannot be altered. Authenticated and backed by a traceable NFT, the ownership of each unique NFT can be securely transferred to a new buyer along with the product, and the trading history of the product can be viewed even after.



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Business Model.

EXIT is designed to meet the needs of the modern lifestyle industry. The marketplace offers the first crypto exit strategy to convert any coin to EXIT token and directly shop designer brands FERI & POSH as well as health, wellness, homecare and others on a new platform. An already established global community of 120,000 brand partners &

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VIP consumers, Designer token is ideally positioned for entry into the crypto market.

As a second phase, we will merge the NFT concept with the essence of luxury goods. This means we are able to assign a traceable, digital identity to each luxury good so that people get the value they were promised. The blockchain-based NFT marketplace allows users and owners of items to create such an asset that contains information about the item's history, origin, ownership, and other character traits.

Anyone purchasing the NFTs on EXIT will not only own the digital representation of the luxury goods but also the actual goods. Once in possession of the crypto asset, they can either choose to hold on to it, trade it with others just like any other NFT or redeem it on the EXIT platform to get the actual physical product shipped to their address. Meanwhile, all transactions including the purchase, sale and possession of NFT as well as its accompanying physical product will be recorded on the blockchain.

NFT Marketplace.

EXIT will act as a bridge between the physical luxury and digital crypto world by enabling designers and manufacturers to generate NFTs representing their luxury and lifestyle goods. These NFTs can then be listed on our marketplace, enabling anyone interested to browse through the marketplace and purchase the item of choice. EXIT in its second phase will support NFT auctions on the platform.

We have determined that, in the longer term, the Ethereum blockchain does not suit, and cannot meet our needs, and the needs and best interests of our token holders and users in terms of ease of use, transaction speed, transaction volume, and transaction costs.

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Accordingly, we have turned towards a smart chain protocol and will complete development and testing on the Binance Smart Chain. This will provide EXIT with vastly improved transfer and transaction speeds at next to no cost, and without the need for a clunky “middleman” mechanism, as with ETH, to effect a transaction. We have chosen BSC for its scalability, functionality and security capabilities. It can take the proposed load of trillions of hashes. We believe in the continuous development of BSC with further network changes addressing many of the present issues with the original Bitcoin blockchain. As the list of companies and applications supporting BSC keeps on growing a stable foundation on top of the POS protocol has created one of the most prominent interoperability solutions in the sector.

We do not doubt that blockchain technologies are developing rapidly, and intend to adjust EXIT’s development accordingly.



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FERI
Flawless
Microsilver
PROTECTION

Token Distribution Model

Roadmap



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Utility Token Offering.

The Designer token blockchain will be supported by our native EXIT tokens. EXIT tokens will be used as a utility token. Tokens will become available for sale through the Private Sale on the Launchpad and later through public sale on a fixed Exchange liquidity pool. EXIT will be issued and distributed on the BSC. The funds from token sale will be invested in the EXIT technology and the ongoing development of designermall.io and its inventory of over 1000 SKUs.

Supply	Initial release 10 million maximum supply 1 billion tokens (10 million capitalization)
Initial price	1 cent CAD



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Future Outlook.

The current crypto environment and sector is undergoing a flood of new capital allocations and infrastructure improvements. This is very beneficial for the industry, as a majority of these funds are used to promote technical development and entrepreneurship within the space. Since 2017 until writing this whitepaper, there have been major implementations of infrastructures deployed, which is ultimately the key to a thriving ecosystem.

Currently there are over 300 million users of blockchain wallets and this number is multiplying itself every year as more room for new investors in the market. As of January 2021, there are nearly 15,000 cryptocurrencies that could be exchanged and traded for crypto and fiat currencies based on data from CoinMarketCap.



DeFi had amassed over USD $39.11B on March 1st, 2021 from just roughly USD $1.01B exactly one year prior, exhibiting an exponential 39x growth in Total Value Locked (TVL).

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Total Value Locked (USD) in DeFi



We are already seeing top billionaires entering the crypto space such as Elon Musk who stormed the crypto space by buying Bitcoin for Tesla & SpaceX. We have also seen a surge of other big companies investing in cryptocurrency such as **Paypal to accept bitcoin** in their payment transfer services. Other giant corporations like **Visa** and Mastercard, **Morgan Stanley Bank, Amazon Managed Blockchain, BNY Mellon Bank**, and many more are about to invest and embrace the crypto assets.

According to analysis, future predictions state that the capitalization of the cryptocurrency market may exceed **10 trillion US dollars within the next 15 years.** More new crypto millionaires, who will have earned their wealth through fortunate investing in tokens and coins, will appear as the market grows.

Just a decade after the world first heard of bitcoin, the cryptocurrency market cap passed the **$2.25 trillion** mark in April 2021. While this growth has been a strong point in the crypto space, the market cap is still just a short fraction of the S&P 500 index (which stood at about $33.4 trillion as of December 2020) which is

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also a fraction of the global stock market investment market at about $80 trillion. This implies that there is a whole space and a long road for growth within the cryptocurrency market in the current and next decade.

> Fast fashion cycles and growing branding expenditures mean fashion houses are increasingly finding more sustainable ways to differentiate their brands. By surfacing the lifetime journey of luxury goods by NFT-ing them, counterfeiting can be combated, while supporting fair working conditions and ethical sourcing of raw materials. Each product can have its ownership registered on a blockchain platform, where every transaction is securely recorded and made accessible to end consumers.

Moving forward, blockchain allows for greater traceability to help to mitigate the risks of opaque and inefficient supply chains. It is also a source of unlocking great value by tapping into the DeFi component, which will reassure consumers about the provenance and liquidity of luxury products.



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