# MiL.k premium membership program and issuance of its membership token, ‘LZM’

(LoungeM)

version 0.9.1

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# 1. Introduction

MiL.k membership is a customer loyalty improvement program with purposes of strengthening partner brand collaborations and invigorating user activities on the MiL.k platform.

To provide premium service and special benefits to users with high level of contribution to the platform, MiL.k is introducing MiL.k membership level system along with the membership token LoungeM (LZM), which will be newly issued to serve as a measurement of customer contribution.

On top of reward points integration with Milk Coin (MLK), which was listed in February of 2020, new membership program aims to further improve MiL.k service by providing additional benefits to contributors of the platform.

# 2. Membership program and roadmap

**1) NEW membership level, LZM token, and premium benefits**

All users will still have access to existing point exchange features after the introduction of membership program. However, only VIPs will have access to premium features or benefits.

By participating in the existing MiL.k services such as reward points trading, users can earn LZM (sub-token), the membership token as rewards for contributing to the platform. The number of total LZMs earned in a certain period will then decide a user's membership level.

**2) NEW VIP USER & DATA SHARING**

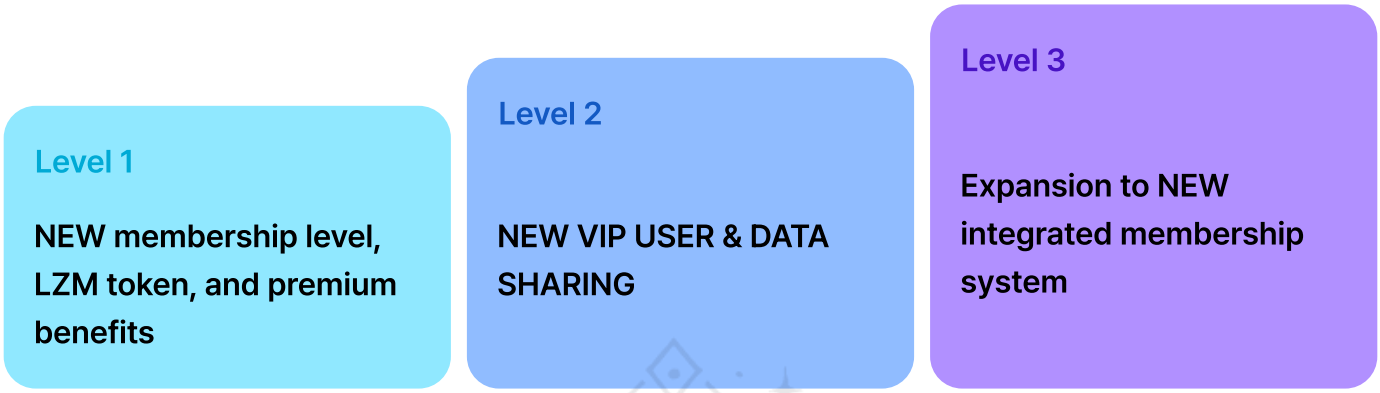
Users can earn LZMs by trading reward points of partner brands, etc. The earned LZMs will be calculated to categorize customers with high purchasing power and contribution. In other words, MiL.k premium membership will be a pool of such customers to whom MiL.k partner brands will primarily target for promotions and events. With such events, MiL.k and partner brands will conduct CRM (Customer Relationship Management) marketing together, providing higher value items with special discount or special access to limited sales. It means stronger effect of the brands' target marketing as well as higher customer satisfaction that are crucial for completing the virtuous circle in the MiL.k ecosystem.



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### 3) Expansion to the NEW integrated membership system

After accumulating meaningful and credible data from membership system on the MiL.k platform, MiL.k is also planning to allow partner brands to adopt MiL.k membership system depending on their needs, and ultimately, expand the membership to an integrated membership system that spans MiL.k platform and multiple partner brands.




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# 3. What is MiL.k membership token, LZM?

LZM (LoungeM), a privilege membership token of MiL.k service is to be granted to users with high activity rates as a benefit. It is a membership point to measure contribution level of users. LZMs are acquirable by using MiL.k services and will serve as criteria of determining membership level and availability of premium services or special benefits.

**1) Function and Role**

First, LZM is a scoring data of all activities in MiL.k platform which will be transparently recorded and safely managed on a blockchain.
Second, LZM will have attributes of digital assets, being transferrable between users and open to investment via digital asset exchange.
Third, users can use MiL.k wallet to check balance or transfer LZM tokens.

In short, LZM is a record of user activity in the MiL.k platform, criterion of determining a user's membership level based on its contribution, and a proper digital asset itself.

**2) How to acquire LZM token**

Users can earn LZM token by contributing to invigoration of the MiL.k platform. Such contribution includes trading rewards points of partner brands or participating in attendance events.

Moreover, users can also acquire LZM token by participating in burning of Milk Coin (MLK).

LZM token is listed and thus purchasable via digital asset exchange.

**3) How to use LZM token**

LZM token is a membership to access premium services only provided to VIP members.

Some premium services may require payments with LZM token. Details about criteria of membership levels will be revealed soon.

LZM token cannot be used for the reward points trading feature or exchanged to Milk Coin (MLK). Also, LZM token cannot be used as a payment method to services not included in the premium membership.

**4) Issuance and distribution**

Total of 1,000,000,000 LZMs are issued.

85% of its total supply is planned for gradual distribution to users based on activities on MiL.k platform. Below is detailed distribution plan:



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1) Reward for using MiL.k services (reward points trading, etc.) (70%)
2) Reward for participating in MiL.k token events (MLK burning, etc.) (15%)
3) Team (Development and operation) (10%)
4) Long-term reserve (5%)

※ LZM distribution policy: The team (development and operation) portion will be distributed only when the user distribution 1) and 2) are done, and the amount will be limited to 10% of the user distributions. Also, the long-term reserve will not be distributed until all other portions are, so LZM's circulation supply will mostly consist of the user portions.

To meet the intention of issuance, no presale is available for LZM token.

# 4. Expected effects

MiL.k expects to achieve maximization of mutually beneficial relationship and synergy with partner brands starting with MiL.k membership program. MiL.k also plans to keep improving on customer management and boosting customer loyalty to make MiL.k membership program essential to both customers and partner brands.

MiL.k membership token, LZM will :

1) boost customer loyalty and motivate customers to use services, leading to increased traffic in the MiL.k platform. Increased user activity means higher reliability of the membership data.

2) provide credible user data based on activities on MiL.k platform to partner brands. This will allow partners to conduct more accurate targeted marketing to attract new customers and increase sales. As a result, volume of reward points trading will increase and customers of MiL.k platform will move on to partners, completing the virtu- ous circle.

MiL.k has always aimed for mutual growth with partner brands, improving their customer loyalty level from the start of the project, and this will always be our main objective.

MiL.k project will keep striving for innovations and make best effort to create useful services for everyone.



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