

PRODUCT OVERVIEW

Crypto Cloud Exchange Plans

WHITE-LABEL CRYPTOCURRENCY EXCHANGE SOFTWARE – **HOLLAEX**¹



HollaEx.com

HollaEx Inc. Launching a Crypto Exchange : 2022-APR

1. Source: <https://github.com/bitHolla/hollaex-kit>

PRODUCT OVERVIEW

Crypto Cloud Exchange Plans

Overview

Using HollaEx through the cloud service offers the full stack white label exchange software experience that is purpose built to operate a global digital marketplaces for your users.

It is the ultimate crypto cloud exchange provider with every touchpoint in the cryptocurrency and digital asset trading and investment business workflow, HollaEx's technology and software enable clients to develop revenue streams from new asset classes, maximize liquidity, and engage in e-commerce in the most efficient way possible, all at a fraction of the cost compared to internally building the crypto system yourself.

HollaEx is a unique white-label solution as it is open-source, allowing anyone to deploy and host the exchange themselves or operate under the **easy-to-start cloud exchange system**.

HollaEx's P2P Spot

Exchange has enabled over 150 customers in 35 countries to launch and operate crypto markets, as well as digitize assets.

To get started simply complete your exchange setup at

dash.hollaex.com



Various Marketplace Technologies

- Marketplace Technology
- Exchange orderbook trading
- Brokerage buy/sell
- Quick-Trade / swap

Easy to Edit

- Add custom domain name
- Directly edit text strings
- Upload custom graphics
- Adjust UI color theme
- Inject custom code via the console

Inbuilt Liquidity

- Full active orderbooks (major markets)
- Historically drawn charts
- 24/7 volume
- Covers the largest markets
- Ever growing list of new markets added

User Onboarding

- Dedicated module KYC/AML system
- Custom landing homepage
- Login and sign up system
- Account recovery system

User Management

- Upgrade user levels
- Create new user levels
- Halt/freeze accounts
- Give specific users fee discounts
- Provide unique referral/affiliate links

Advanced features

- Create your own plugins
- Add chat system
- Public announcement system
- Attach a bank account (fiat assets)
- SMS or other third-party systems
- Token airdrops

Cloud Options

Plan Types

HollaEx provides 3 types of cloud exchange services. All cloud exchanges come with **built in liquidity for major crypto market trading pairs**. All cloud exchange plans can be easily upgraded or downgraded.



Basic

Great for those looking for a quick launch exchange. Perfect for testing, presenting and sharing. Includes major liquid markets.

- ✓ **Built in domain.** Go live fast with a built in HollaEx domain



Crypto Pro

For those looking to start a crypto-to-crypto exchange business. The optimal plan with one free custom asset and market.

- ✓ **Fully featured!** Includes one free custom asset and market, in addition to all major markets.



Fiat Master*

For those that want to start a fiat currency enabled crypto exchange. Comes with integration for one bank or payment processor.*

- ✓ **Fiat compatible!** Enable fiat currency deposits and withdrawals

*Connecting a fiat on-ramp system requires establishing a banking or third-party payment relationship and is the **responsibility of the operator to obtain the APIs**.



Want to do-it-yourself?

You don't have to go with a cloud exchange as the open-source crypto exchange kit can be hosted by yourself for free, however a certain amount of **technical capability is required**. Visit HollaEx GitHub to access the HollaEx Kit open-source code and deploy for free today.

<https://github.com/hollaex/hollaex-kit>

Cloud exchange advantages

All cloud exchanges come with the following features as part of the exchange system.

- ✓ **Includes liquid markets** such as BTC/USDT, ETH/USDT, etc. (major markets)
- ✓ **Various exchange interfaces**, pro trading, quick-trade and brokerage system.
- ✓ **Hosting covered**, exchange servers securely hosted and managed.
- ✓ **Built in crypto Vault.** A purpose built exchange wallet management system.
- ✓ **No coding required**, avoid operational complexity and get to market quickly.



Basic

Great for those looking for a quick launch test exchange. The Basic cloud exchange is perfect for presenting, sharing and testing. The Basic plan comes with a free HollaEx cloud domain name that makes quick launching easy.

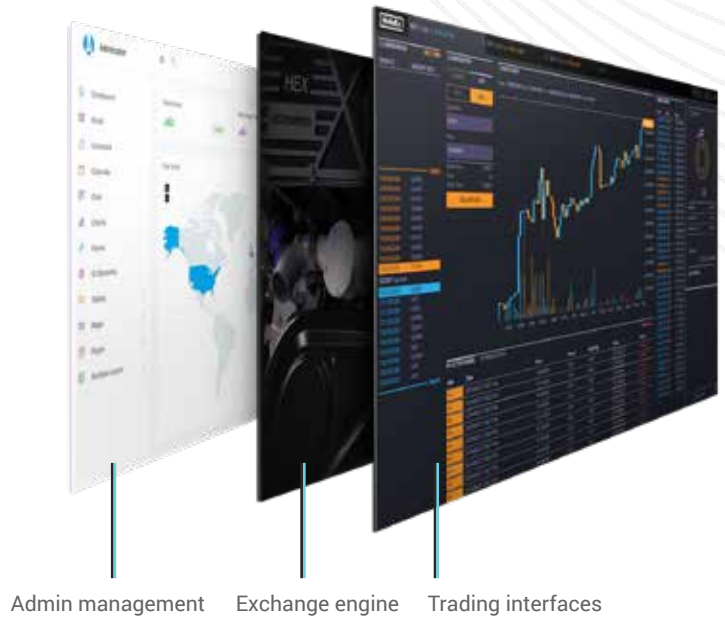
Plans can easily be upgraded to other plans upon request. To get started complete the exchange setup on dash.hollaex.com and go live in minutes!

Cloud Server Hosting

- Exchange hosted with Holla cloud services
- Connect a custom domain or use HollaEx's domain

Features (limited)

- Includes logs and system backup
- Add HollaEx plugins
- Content management
- Inbuilt customization tools
- Set trade fees as low as 0.3% for maker & taker



Revenue Share

A percentage of revenue generated from trading fees are redistributed to XHT stakers. Lower revenue sharing fees can be obtained through upgraded plans such as Crypto Pro or Fiat Master on the exchange dashboard at dash.hollaex.com

50% revenue share on trading fees generated

Payment Type

The cloud Basic plan can be paid for via wire transfer¹ or from a selection of cryptocurrencies. Automated billing are provided within dash.hollaex.com/billing

Monthly

Pay as you go once a month

\$700 per month

or

Yearly (recommended)

Pay yearly & receive a discount

\$5,500 per year

35% off for yearly Basic Plan

¹Bank wire transfer details can be found on your exchange dashboard in the billing page

*A donation towards the HollaEx network is required for new custom assets and market pair activation (Higher level plans include one free custom asset & market)

*Custom exchange code and technical support are not included in cloud plans and are paid separately



Crypto Pro

For those looking to start a crypto-to-crypto exchange business. An optimal plan for token and coin creators that want to craft their own tokenomics system through their own exchange.

The Crypto Pro plan comes with a huge **47%** discount when paying yearly.

Full Features

- Includes all of the Basic plan features
- Modify or remove the HollaEx referral badge
- Unlock all advanced features
- Customizable landing home page
- User communication chat system
- Referral affiliate link for users
- Add custom kit GitHub repo
- Set trade fees as low as 0.1% for maker & taker

Asset and pairs

- One free custom asset & market pair



Offer a range of popular cryptocurrencies to your user base from your own website.



Add your own custom crypto asset for trading. Price assets against USDT or other assets.

Learn how on YouTube at [youtube.com/watch?v=AVAqJMR6ViE&t](https://www.youtube.com/watch?v=AVAqJMR6ViE&t)

Revenue Share

A percentage of revenue generated from trading fees are redistributed to XHT stakers. Lower revenue sharing fees can be obtained through the Fiat Master plan on dashboard at dash.hollaex.com

25% revenue share on trading fees generated

Payment Type

The Crypto Pro plan can be paid for via wire transfer¹, PayPal or from a selection of cryptocurrencies. Automated billing are provided within dash.hollaex.com/billing

Monthly

Pay as you go once a month

\$1,500 per month

or

Yearly (recommended)

Pay yearly & receive a discount

\$9,600 per year

47% off for yearly Crypto Pro plan

¹Bank wire transfer details can be found on your exchange dashboard in the billing page

*A donation towards the HollaEx network is required for new custom assets and market pair activation (Higher level plans include one free custom asset & market)

*Custom exchange code and technical support are not included in cloud plans and are paid separately



Fiat Master

For those that want to start a fiat currency enabled crypto exchange. The Fiat Master includes a single integration for your selected bank or payment processor.

Upon connection your platform can track fiat deposits and withdrawals giving your users a way to buy and sell with their own local currency.



Integrate a fiat system into your crypto platform.
(Requires bank or payment service APIs)

Full Features

- Includes all of Basic & Crypto Pro features (including one custom non-fiat asset & market)
- Add a fiat asset and market pair*
- Connect a fiat or payment on-ramp system*
- Integration for one on-ramp system
- Compatible with a range of fiat
- Anti-money laundering (AML) system
- Know-your-customer (KYC) system
- Set trade fees as low as 0% for maker & taker 0.05% for taker

*Connecting a fiat on-ramp system requires establishing a banking or third-party payment relationship and is the **responsibility of the operator to source**.



Enable fiat deposit and withdrawals. Track and manage non-blockchain assets.

Revenue Share

A percentage of revenue generated from trading fees are redistributed to XHT stakers. Lower revenue sharing fees can be obtained through the Fiat Master plan on dashboard at dash.hollaex.com

15%

 revenue share on trading fees generated

Fiat Process

The Fiat Master plan requires that an application to be completed first. Contact us¹ or apply on the dashboard at dash.hollaex.com/billing

Register for Fiat Master

Upon application

To apply for a Fiat Master plan please complete your exchange setup at dash.hollaex.com and complete the Fiat master application form.

¹To get in touch visit <https://www.hollaex.com/contact>

*A donation towards the HollaEx network is required for new custom assets and market pair activation (Higher level plans include one free custom asset & market)

*Custom exchange code and technical support are not included in cloud plans and are paid separately

PRODUCT OVERVIEW

Cloud Exchange Comparison



Basic

Cloud Server Hosting

- Exchange hosted on HollaEx cloud
- Comes with an inbuilt HollaEx domain
- Connect your own custom domain

Limited Features

- Includes logs and system backup
- Add HollaEx plugins
- Content management
- Inbuilt customization tools



Crypto Pro

Cloud Server Hosting

- Exchange hosted on HollaEx cloud
- Comes with an inbuilt HollaEx domain
- Connect your own custom domain

Full Features

- Includes logs and system backup
- Add HollaEx plugins
- Content management
- Inbuilt customization tools
- Modify HollaEx referral badge
- Unlock all advance features
- Customizable landing home page
- User communication chat system
- Referral affiliate link for users
- Add custom kit GitHub repo

Asset & market pair

- Add one custom asset & market pair



Fiat Master

Cloud Server Hosting

- Exchange hosted on HollaEx cloud
- Comes with an inbuilt HollaEx domain
- Connect your own custom domain

Full Features

- Includes logs and system backup
- Add HollaEx plugins
- Content management
- Inbuilt customization tools
- Modify HollaEx referral badge
- Unlock all advance features
- Customizable landing home page
- User communication chat system
- Referral affiliate link for users
- Add custom kit GitHub repo

Asset & market pair

- Add one custom asset & market pair
- Add one fiat asset and market pair¹

Fiat integration & KYC AML system

- Integration for one fiat on-ramp system¹
- Anti-money laundering (AML) system
- Know-your-customer (KYC) system

Set trade fees as low as **0.3%** for maker & taker

50% revenue share
from trading fees generated

Monthly

Pay as you go once a month
\$700 per month¹

— or —

Yearly (recommended)

Pay yearly and receive a discount
\$5,500 per year¹

✔ **35% off** for yearly Basic Plan

Set trade fees as low as **0.1%** for maker & taker

25% revenue share
from trading fees generated

Monthly

Pay as you go once a month
\$1,500 per month

— or —

Yearly (recommended)

Pay yearly and receive a discount
\$9,600 per year

✔ **47% off** for yearly Crypto Pro Plan

Set trade fees as low as **0%** for maker & **0.05%** taker

15% revenue share
from trading fees generated

Register for Fiat Master Upon application

To apply for a Fiat Master Plan please complete your exchange setup at dash.hollaex.com

1: Connecting a fiat on-ramp system requires establishing a banking or third-party payment relationship and is the responsibility of the operator to source.

2: Cloud Basic plans can only be paid via wire transfers or cryptocurrency payments.

A donation of XHT is required for new custom coin and market pair activation (Crypto Pro & Fiat Master includes one single custom asset and market.) Custom exchange coding and technical support are not included in cloud plans and are paid separately.

FAQ

Frequently Asked Questions

Please read all of the frequently asked questions below or visit <https://www.hollaex.com/faq-and-help> for more information.

★ I've added my asset but the status is 'pending'. What's next?

In order to activate new coins on the HollaEx Network a 10,000 XHT donation to the network is required for activation. Each new coin will also require verification and will involve some time to process. ERC20 and TRC20 are some of the common coin protocols accepted. (donations go towards XHT stakers)

★ How safe is your exchange solution?

The exchange software has been in production and extensively battle tested for approximately 6 years with numerous audits. The front end is built in ReactJs with server's APIs primarily in NodeJS. The full system is built with high standards in security policies is applied with all the best code practices in a micro service architecture environment. HollaEx follows the CCXT standard and has worked closely with IBM in the past as well as regulated exchanges in Asia and the world.

Do you offer iOS, Android app for exchange?

The exchange software does not have an iOS or Android app at present. However the mobile web version is available through the mobile browser.

Can spot and futures be traded ?

Only a spot trading system is available at this time.

Which languages do your solution support?

The exchange software can support a multitude of languages from English, Japanese, Korean, French, Portuguese, Chinese, Spanish, Vietnamese and Indonesian. New languages are added periodically and as an exchange operator it is easy to add new custom languages to your own platform.

Is margin trading available?

Margin trading is not available currently within the HollaEx system.

How do I delete my account?


To delete your account please contact support@hollaex.com

How can I get refund?


Refunds are generally not permitted. However, if you feel the service has not met your expectation you can contact support@hollaex.com to share your reasons for a refund request.

Resources


Visit the helpful resources below to learn more about crypto white-label technology

 **Watch how to setup a white-label** through a step-by-step wizard:

<https://bit.ly/3JLzsg1>

 **View a live exchange** using the HollaEx Kit white-label software:

<https://pro.hollaex.com/trade/xht-usdt>

 **Read more FAQ** on the HollaEx FAQ help page:

<https://www.hollaex.com/faq-and-help>

 **Crypto industry & white-label articles** on the HollaEx's blog page:

<https://www.hollaex.com/blog>

Start today

If you have not already begun your exchange setup then the best place to start is dash.hollaex.com and complete the 5-step exchange wizard. Please input as much detail as possible when setting up your exchange. If your exchange system requires extra attention such as custom coins and custom coding an exchange expert representative will get in touch with you.

Users Acquisition, Communication and Marketing

Every successful exchanges requires a strong user base. Obtaining a user base requires implementing features and unique UI to cater to the user's needs. Generating trade volume will require constant messaging and branding communication from your platform to show the value offered by your platform to your users/traders. As the trading saying goes 'liquidity begets liquidity', and is a self-sustaining part of your exchange. Volume will help increase user retention.

To ensure consistent customer acquisition growth it is highly recommended to hire marketing or sales professionals. Hired team members should not only know marketing but should understand the nuance around crypto and blockchain systems.

A signification amount of time and capital is typically dedicated towards brand development and customer acquisition. Retaining your user base through fast and dedicated customer support is required.



Multi-blockchain compatibility

Customer Support System

Every good exchange should connect a customer support service system. Some popular recommended help desks systems that can be started for free are FreshDesk and ZenDesk.

Try it live on the HollaEx Pro Exchange

HollaEx Pro (pro.hollaex.com) is a live exchange using 100% of HollaEx Kit components and is the same system that will be provided for cloud or DIY exchanges. View, sign up, login and deposit on the the live HollaEx Pro exchange today at:

→ <https://pro.hollaex.com/trade/xht-usdt>



Ultimate white-label crypto tool kit for exchanges and digital assets. Simply add your coins and start your digital marketplace within minutes!

For More Information

HollaEx is a crypto financial infrastructure technology company that powers crypto exchanges and open-source blockchain crypto tools. Get more information on launching a successful crypto exchange at sales@hollaex.com, or read more on the HollaEx FAQ page at <https://www.hollaex.com/faq-and-help>

GitHub

<https://github.com/bitholla/hollaex-kit>

More on White-labels

<https://www.hollaex.com/blog>

Get Started

<https://dash.hollaex.com>





□ <https://www.hollaex.com/contact>

□ support@hollaex.com

 <https://discord.gg/ZN45kTdFd3>

 <https://t.me/hollaex>

 <https://twitter.com/hollaex>

Learn more on the HollaEx YouTube Channel:



<https://bit.ly/3JLzsg1>