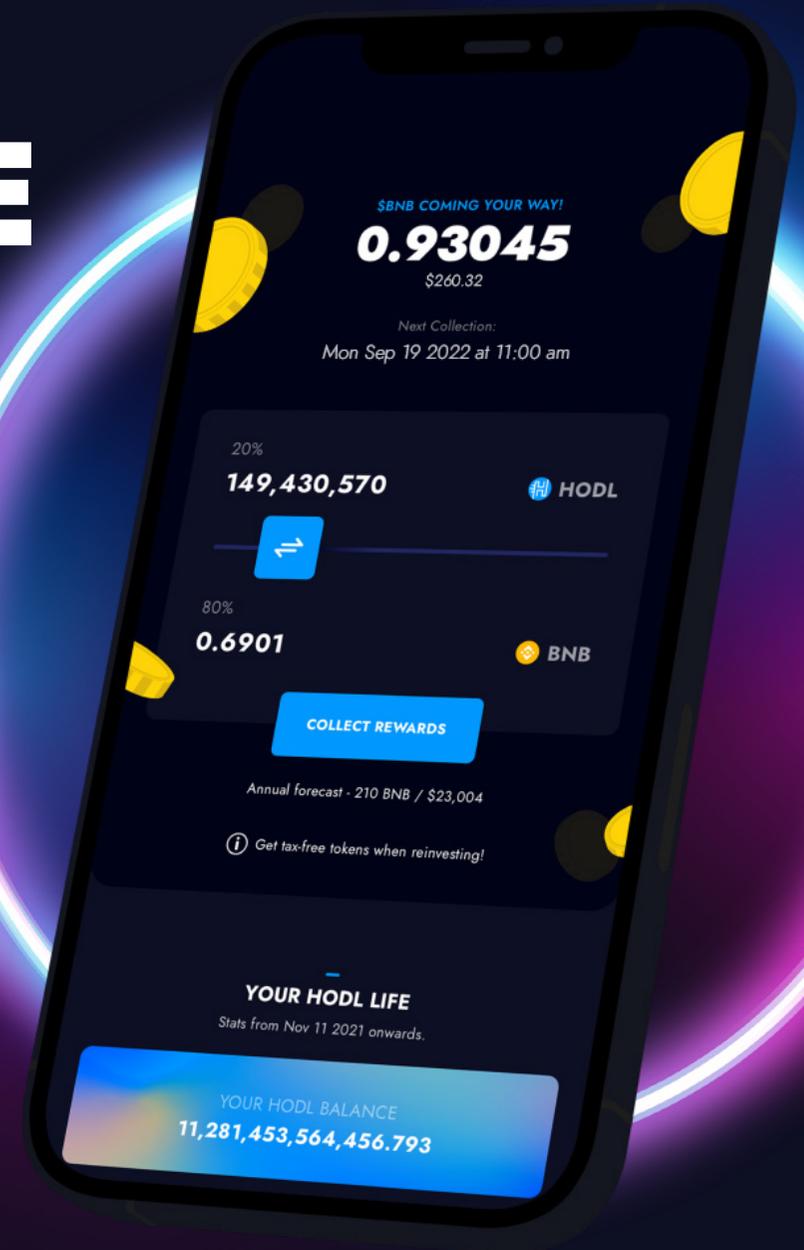


# PASSIVE INCOME MADE EASY

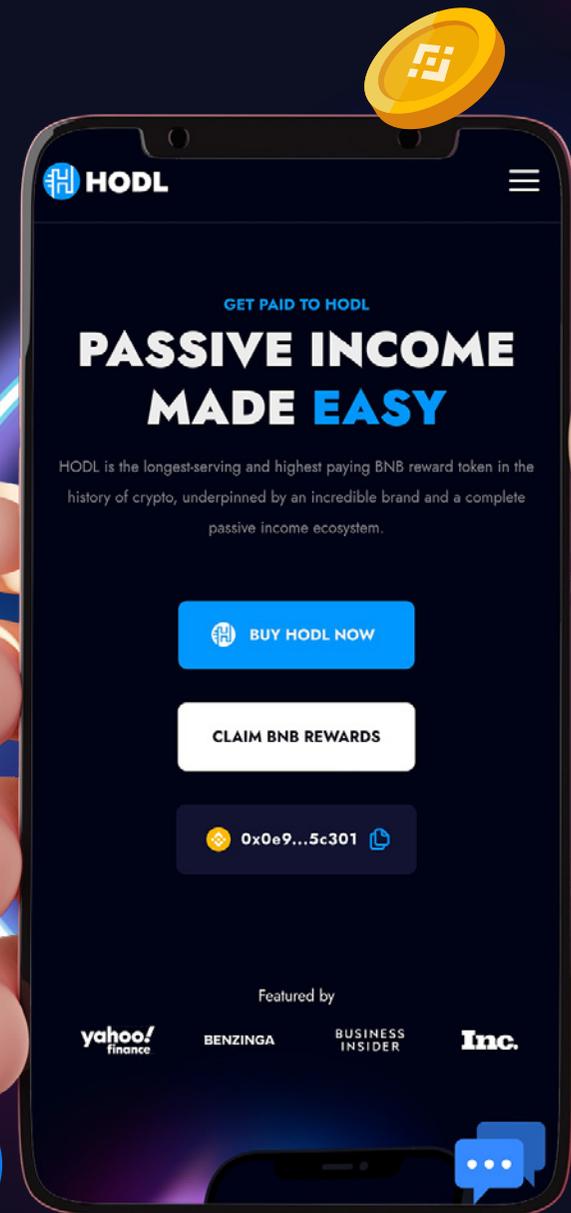
HODL is the longest-serving and highest paying BNB reward token in the history of crypto, underpinned by an iconic brand and a complete passive income ecosystem.



## OUR VISION

# THE NUMBER 1 PASSIVE INCOME ECOSYSTEM

“ Our vision is to improve lives by making it easy to generate passive income for **anyone, anywhere, anytime.** ”



## THE PROBLEM

# IT'S DIFFICULT TO SET UP A PASSIVE INCOME STREAM

1

### TIME

It takes a lot of time and work to build and maintain passive income streams.



2

### ACCESSIBILITY

Globally, many people have little or no access to investment opportunities or the starting capital.



3

### KNOWLEDGE

Building a passive income stream requires extensive knowledge of finance, marketing and business.



## THE SOLUTION

# GET PAID TO HODL!

HODL is a passive income ecosystem built on blockchain technology.

1

### TIME

Takes very little time to set up and minutes to collect earnings.



2

### ACCESSIBILITY

Accessible for anyone, anywhere and anytime with no minimum investment required.



3

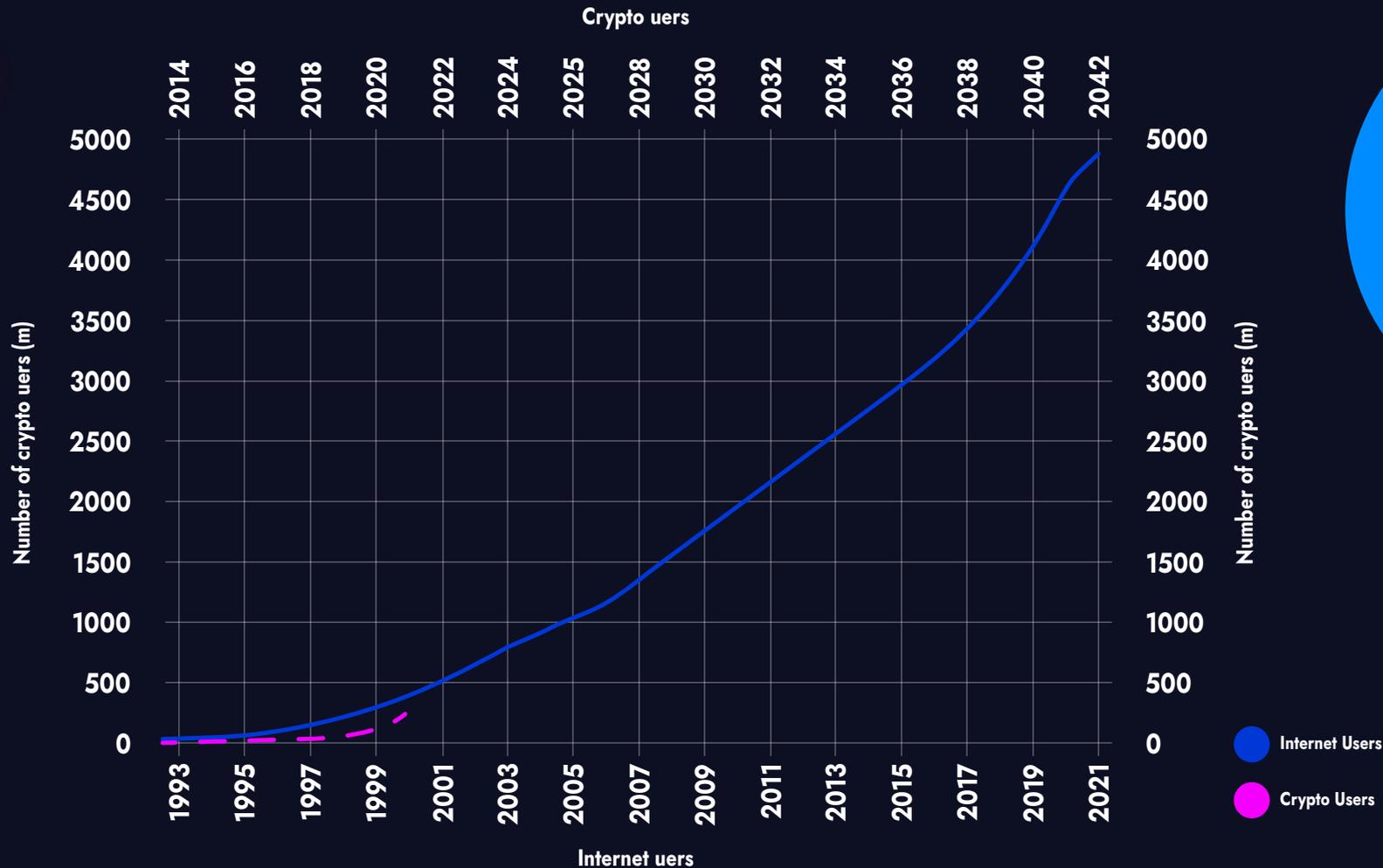
### KNOWLEDGE

Our dedicated team has used their knowledge to build a passive income generative ecosystem, so you don't have to.



## MARKET OPPORTUNITY

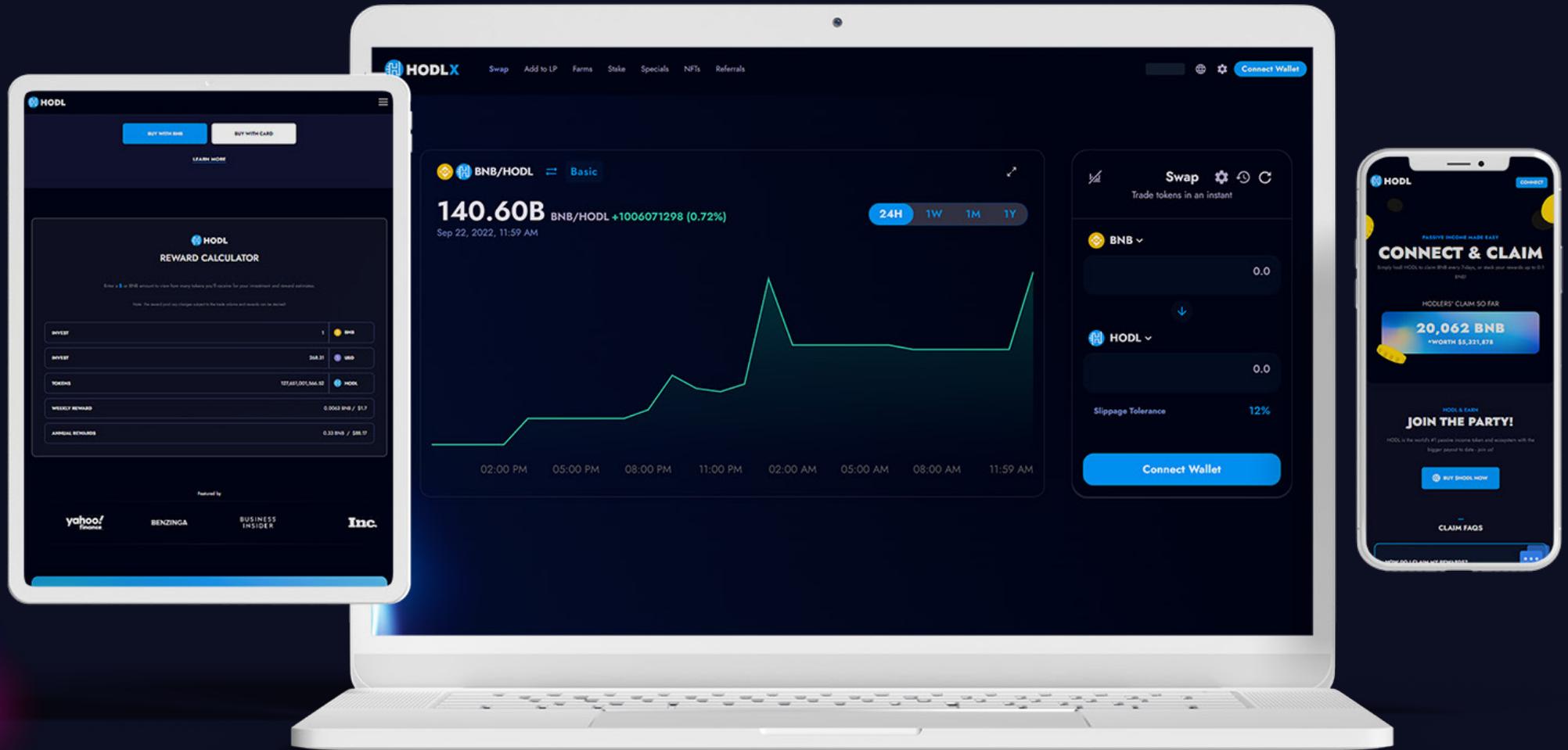
# INTERNET USAGE HISTORY VS CRYPTO USERS



60%

of crypto investors buy it to 'earn some cash'

# EASY AS 1, 2, 3



# HOW MUCH YOU WANT TO EARN?

The screenshot shows the HODL Token website interface. At the top, there is a navigation menu with links for ABOUT, RESOURCES, UTILITY, NFTS, HODLX, DEX, NEWS, COMMUNITY, and DASHBOARD. Two buttons are visible: "BUY HODL NOW" and "CLAIM BNB REWARDS".

The main content area features a "REWARD CALCULATOR" section. It includes the HODL logo and a form with three rows of input fields and output boxes:

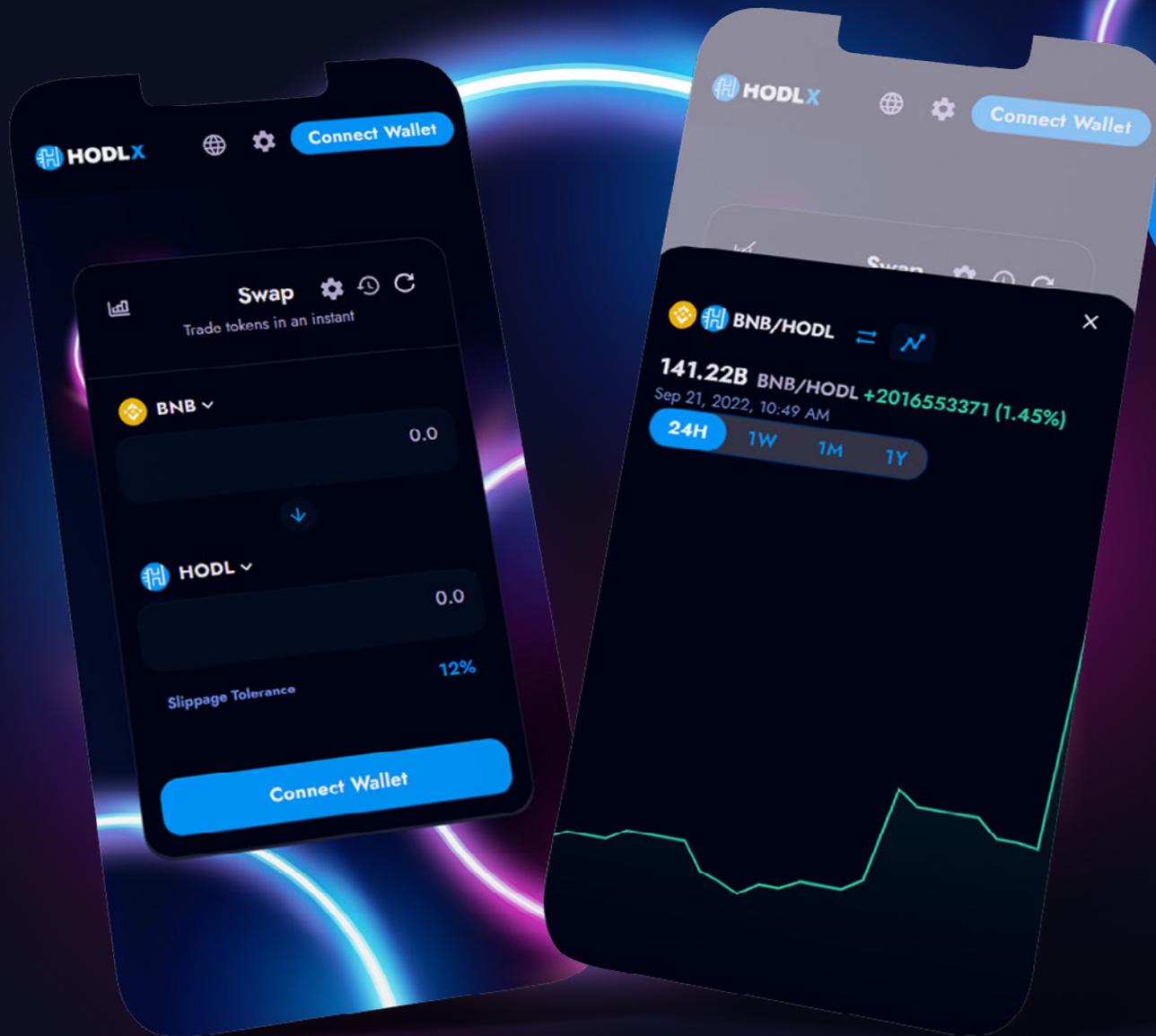
INVEST	AMOUNT	CURRENCY	WEEKLY REWARD
INVEST	1	BNB	0.0062 BNB / \$1.71
INVEST	274.83	USD	ANNUAL REWARDS 0.32 BNB / \$89.18
TOKENS	125,185,898,712.57	HODL	

Below the calculator, there is a note: "Note: The reward pool cap changes subject to the trade volume and rewards can be stacked!"

At the bottom of the page, there is a "Featured by" section with logos for crunchbase, yahoo! finance, BENZINGA, BUSINESS INSIDER, CoinMarketCap, and Inc.

1.

# SWAP IN SECONDS



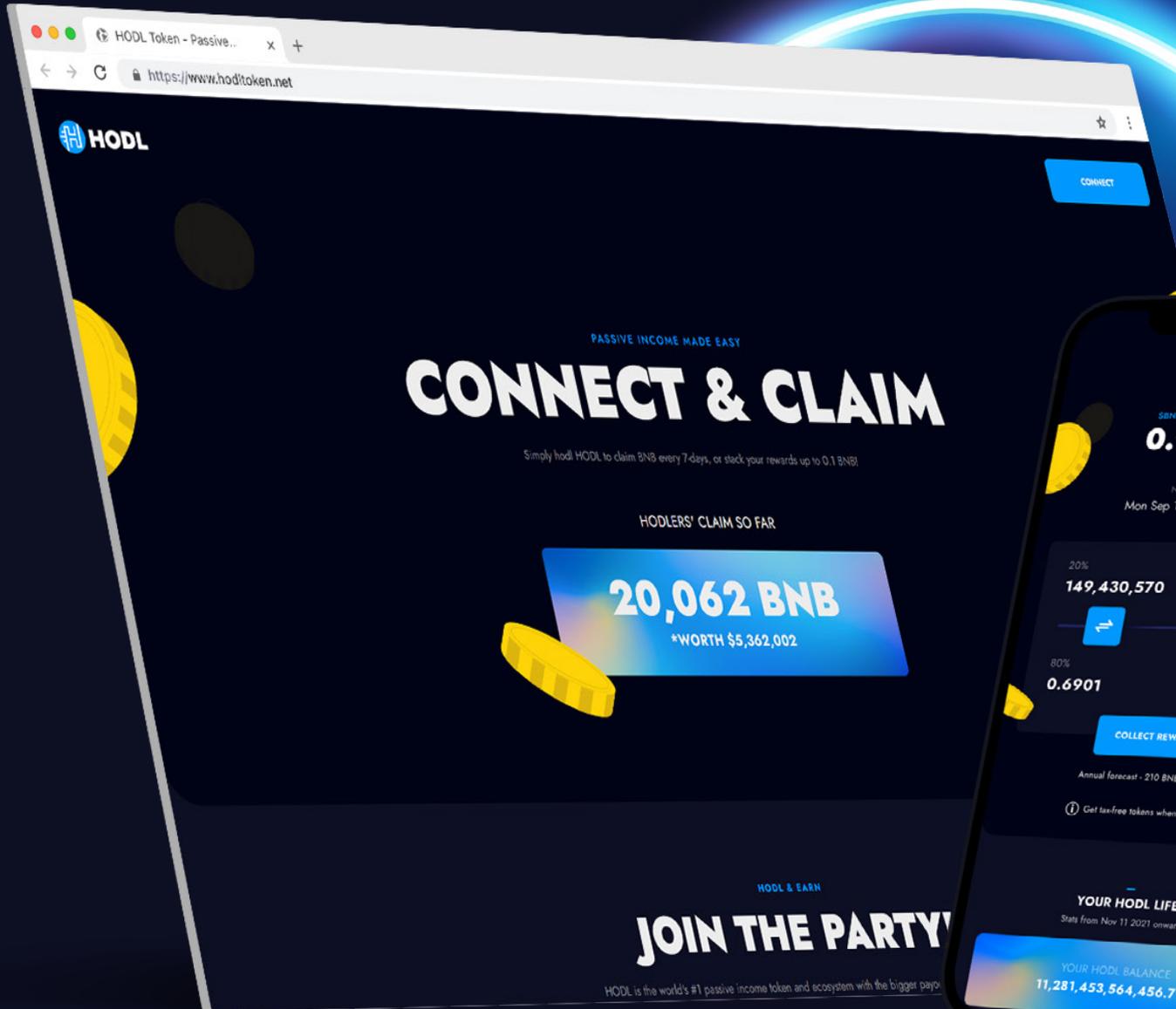
We earn fees on each swap

Attract investors from other projects

Developing a reputation as the place to go for passive income projects

# 2.

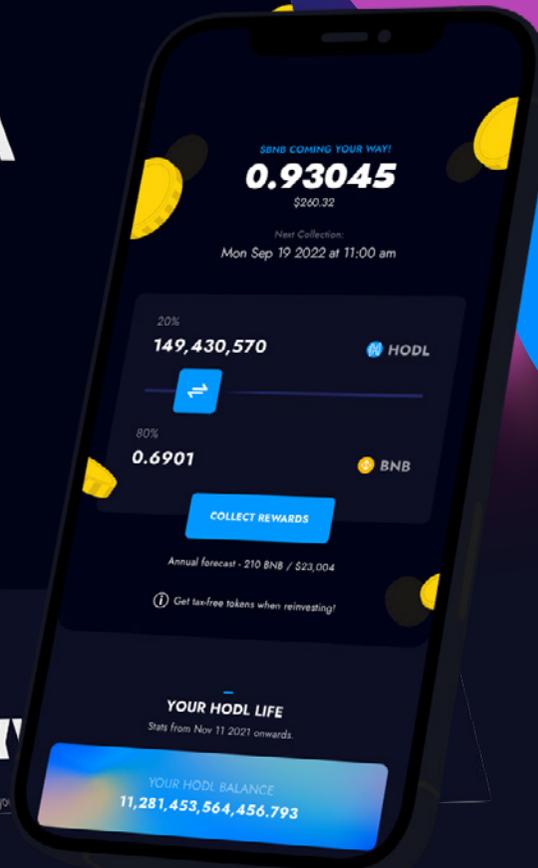
# INCOME AT A CLICK



HODL's paid over 20,000 BNB in rewards, worth ~\$6.5m

Connect to the website to claim your income

3.



# BECOME A PASSIVE INCOME PRO

Easy to use  
DEX with  
native token,  
HODLX



HODL HANDS

# NFTS WORTH HODLING

- ✓ Buy once, earn forever
- ✓ Unlock exclusive earnings



# YIELD FARMING

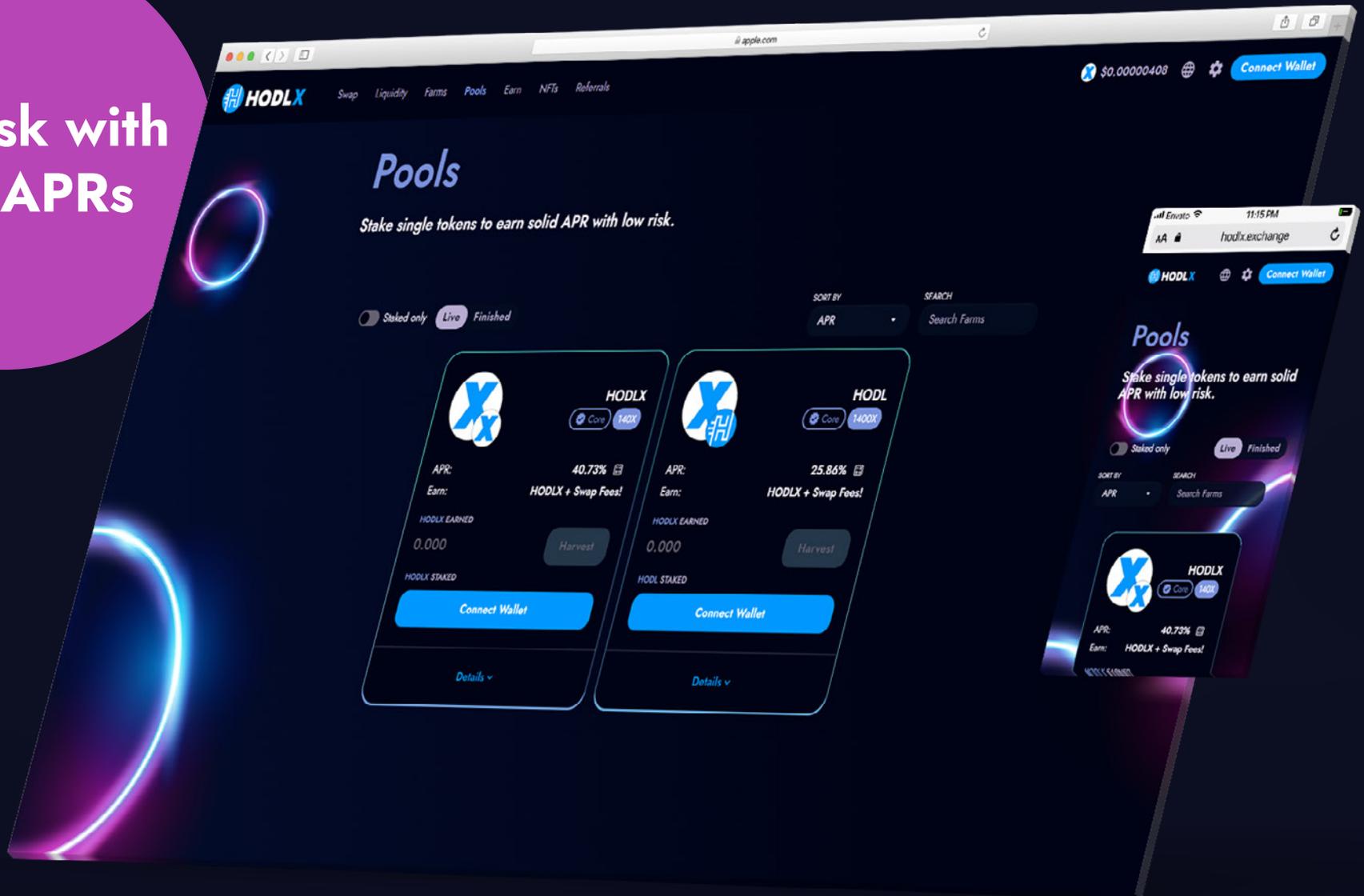
Earn huge  
APRs by  
providing  
liquidity

The screenshot displays the HODLX Yield Farming Platform interface. The page title is "Farms" with the subtitle "Stake your LP tokens to earn high APRs and swap fees!". The interface includes a navigation menu with "Swap", "Liquidity", "Farms", "Pools", "Earn", "NFTs", and "Referrals". The main content area shows three farm cards, each with a "Connect Wallet" button and a "Harvest" button. The farms are:

Farm Name	APR	Core	LP Staked
HODLX-HODL	132.53%	150X	0.000
HODLX-BNB	131.4%	500X	0.000
HODL-BNB	47.58%	375X	0.000

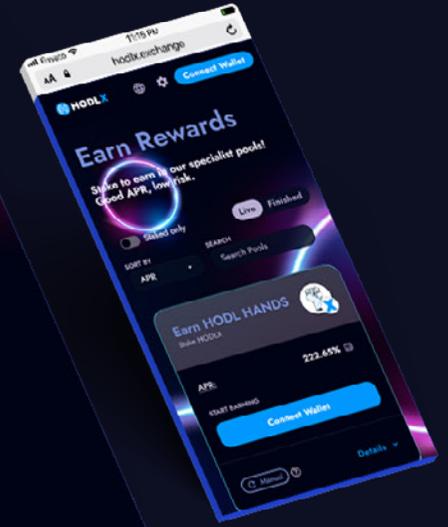
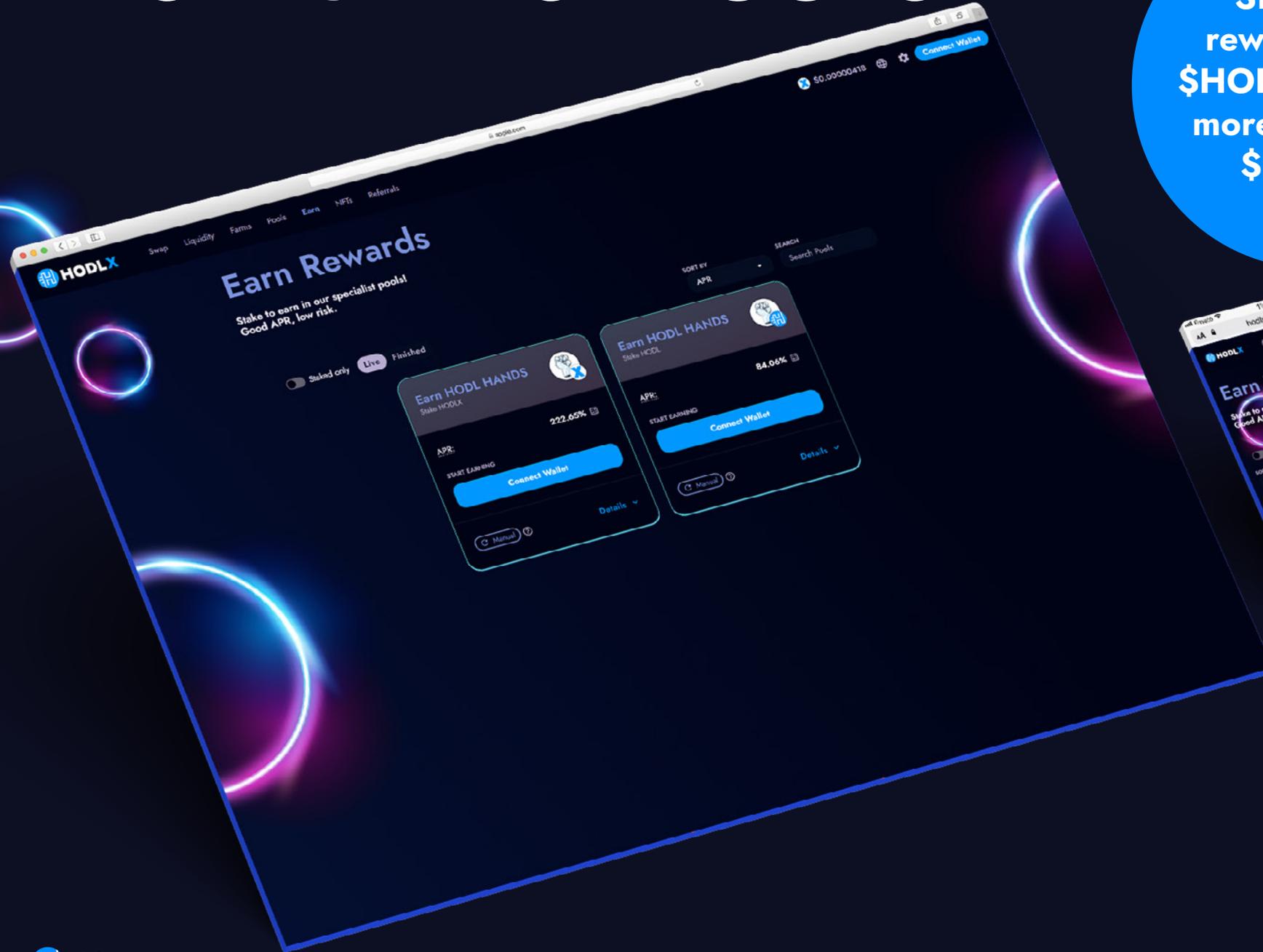
# STAKING POOLS

Low risk with high APRs



# SPECIALIST POOLS

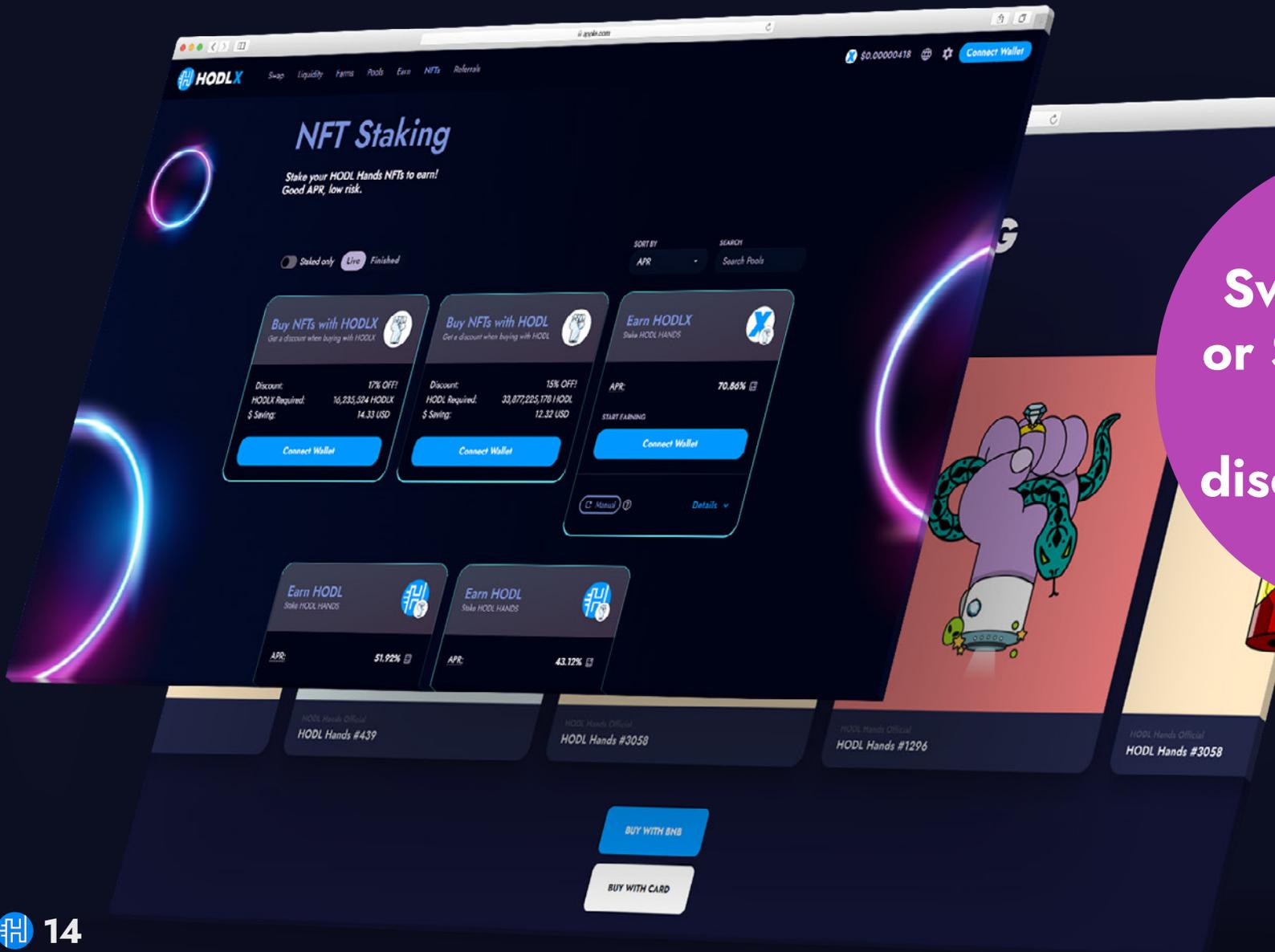
Stake our  
reward token  
\$HODLX to earn  
more NFTs and  
\$HODLX



# NFT STAKING

Stake your  
NFTs to earn  
\$HODL or  
\$HODLX

Swap \$HODL  
or \$HODLX for  
NFTs at a  
discounted rate



# INCOME MODEL



## \$BNB REWARD POOL

Each holder gets their share, every 7-days



2% of all \$HODL transactions are redistributed as reflections to existing holders, including the burn wallet



### 1 Transaction Tax

Every transaction of \$HODL token incurs a 10% tax which is used as follows:

- 6% to the reward pool
- 2% to reflections
- 1% to liquidity
- 1% to the lottery

### 2 NFT Sales

HODL Hands is a 10k collection, minted on Binance Smart Chain.

Sales revenue is disbursed to the reward pool, project funds, marketing, buybacks and investments.

### 3 Investment Fund

A small proportion of raised funds is invested into blockchain based projects which either generate revenue for HODL, or are perceived to have the capacity to be able to deliver a high return for the project.

### 4 Swap Fees

0.08% of all swaps are sent to the HODL treasury.

LP providers receive 0.17% of all swaps, which use the LP they've provided.

### 5 Merchandise Sales

The HODL Store sells a wide range of quality clothing, collectible, travel and work-based items.

Profits generated are used by the project to fuel further growth and rewards.



# TEAM

WE SEE A FUTURE WHERE PERSONAL FINANCE IS MORE LUCRATIVE, FAIR AND SUSTAINABLE FOR ALL - LEVERAGING THE POWER OF THE BLOCKCHAIN. WE BELIEVE PASSIVE INCOME CREATION HAS A POSITIVE IMPACT ON EVERYONE, FROM THE RICH TO THE POOR, THROUGHOUT THE WORLD.



**Adam**  
CEO

UK-based with 15 years experience in building tech companies, with exits to multinationals. Awarded Outstanding Alumni 2022 for contributions to business and charity.



**JG**  
Chairman

Based in the States, JG has built multi-million dollar digital marketing agencies and is HODL's biggest cash investor.



**Paul**  
Developer

Based in Holland, Paul is a highly-experienced full stack developer with over 15 years experience.



**Julek**  
Developer

German-based Julek is a software engineer and is responsible for all HODL contract upgrades and HODL Bot.



**Elena**  
Management Team

A creative thinker and a big picture visionary with years of successful experience in driving sales, digital marketing and consulting.



**Ben**  
Marketing

Ben is a social media expert with 6 years experience in running digital marketing campaigns and digital marketing teams.

# CHARITY MADE SUSTAINABLE

HODL FORWARD IS OUR DEDICATED CHARITY, HELPING PROVIDE ESSENTIAL SUPPLIES AND SUPPORT TO THOSE IN NEED AROUND THE WORLD. HODL AND ITS INVESTORS HAVE CONTRIBUTED \$HODL TOKENS THAT EARN OUR CHARITY PARTNERS PASSIVE INCOME TO HELP DELIVER SUPPORT WHERE IT'S NEEDED MOST.



**HODL DELIVERS MORE FINANCIAL SUPPORT TRAINING FOR THOSE IN POVERTY.**



**HODL SUPPORTING AN IMPOVERISHED FAMILY IN NIGERIA.**



**DELIVERING PENSION EDUCATION ACROSS SLUMS IN INDIA.**

# PARTNERSHIPS AND INTEGRATIONS



FEATURED IN



**BENZINGA**

**BUSINESS  
INSIDER**



# HODL WITH US

Join the conversation  
Follow the latest news  
Have fun in the community



GET PAID TO HOLD

**PASSIVE INCOME MADE EASY**

0.93045

141.22B

REWARD CALCULATOR

APRS WORTH HOLDING

