



PROJECT PARTY

# Token Listing

# Introduction to Coinstore.com

Coinstore.com was founded in 2020, and its core team consists of senior financial professionals from famous investment banks and hedge funds based in Asia and Silicon Valley and blockchain technical talents from the global top 5 digital asset trading platforms, which features rich experience in sectors such as digital finance, blockchain technology development and network security protection.

Its 180 employees worldwide are distributed in Asia, Europe and other countries, serving more than 1.1 million registered users in 175 countries.

Coinstore.com providing global users with quick and smooth cryptocurrency trading services, derivatives business, OTC services and NFT services. Coinstore Labs provides project executor customers with integrated solutions of “technology development, compliance counseling, integrated marketing, community operations, investment incubation” and so on.

Coinstore.com maintains the world's leading performance and security advantages.

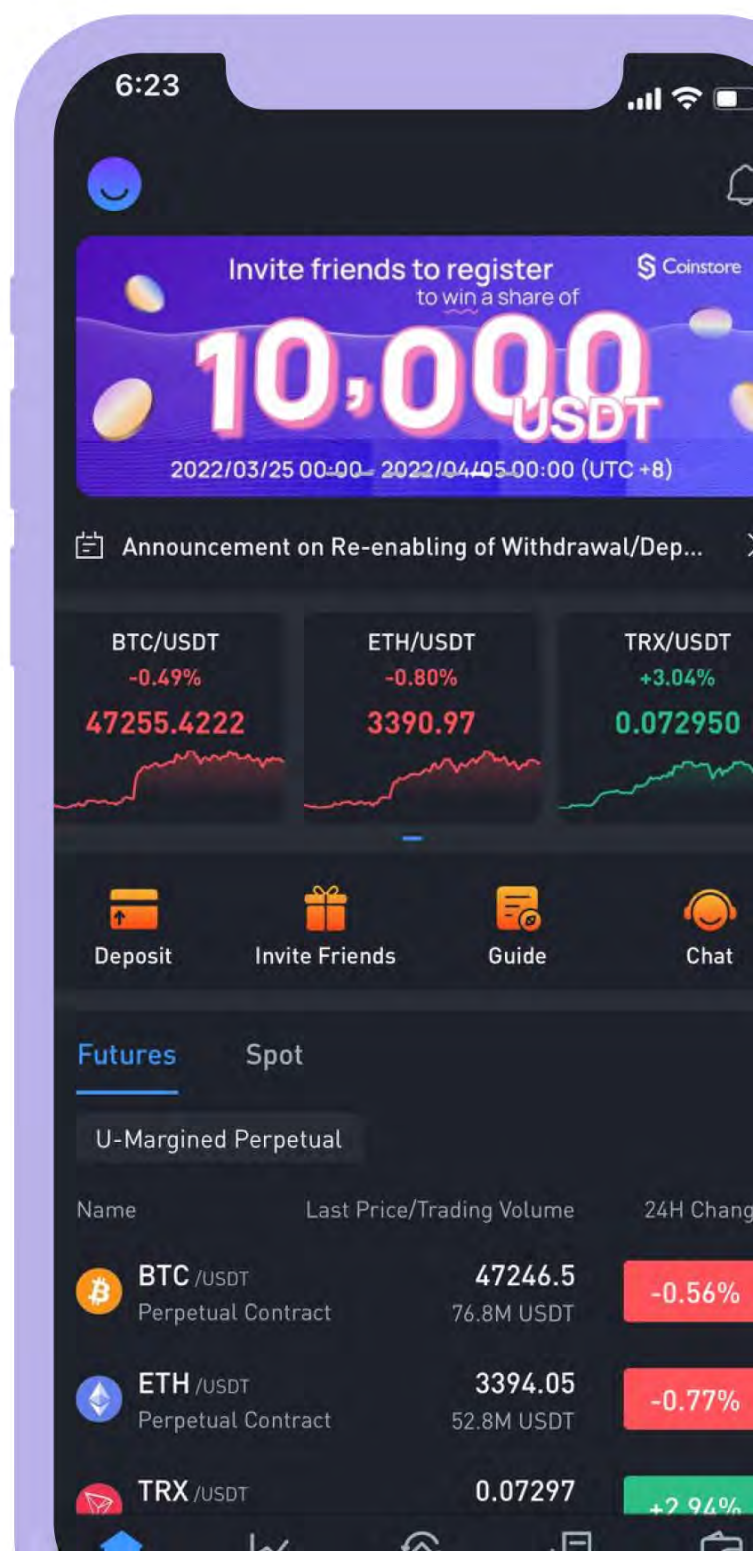


## Introduction to Coinstore.com

In terms of trading performance, Coinstore.com has independently developed the millisecond-level system with a clearing speed much higher than that of the current global mainstream platforms; in terms of robustness, Coinstore.com has built a hierarchy architecture of servers regularly operated and maintained by a professional team to ensure robust trading environment.

In terms of security, Coinstore.com provides bank-level security services by methods such as multiple hot and cold wallets and offline signatures to ensure the security of users' assets; in terms of risk control, Coinstore.com has built a systematic and complete big data risk control system that can realize more logics of risk control, and the platform supports real-time reconciliation and superior system self-inspection.

Coinstore.com, as the world's leading provider of financial infrastructure and technology in the field of crypto economy, aims to become the "next Coinbase" in Asia, Latin America and Africa and to build a digital financial services platform with the most complete cryptocurrencies, the largest number of registered users, the best customer experience, the most robust and secure technical architecture in the world.





## NATIVE MARKETING

# Platform Highlights

We designed our app and website to achieve maximum effectiveness on promotions and events. When you list on Coinstore, your project receives maximum exposure not only on our social media platforms, but will also be prominently displayed on our app and website.

**1.1 mil**

App Registrants

**443.5k**

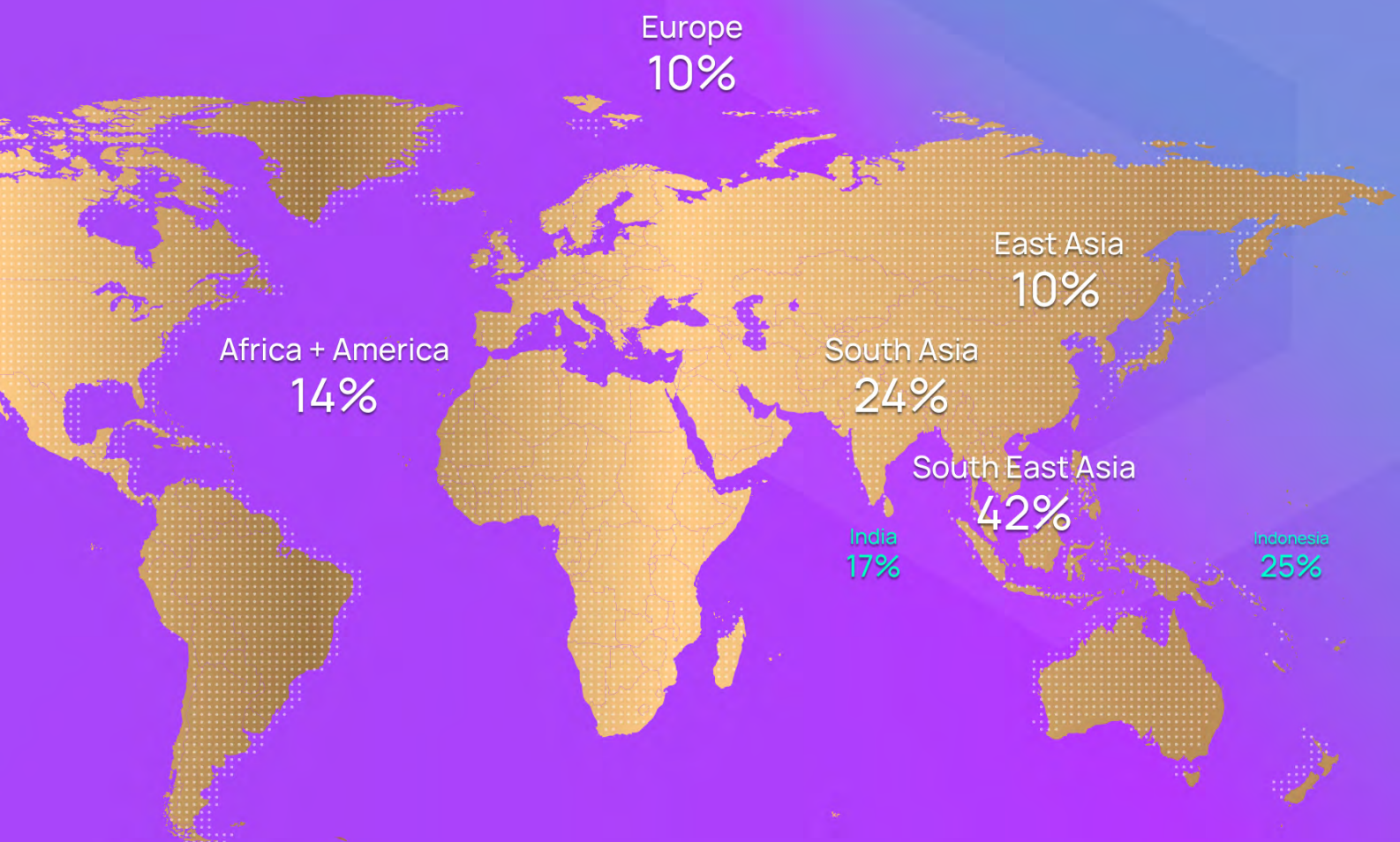
Web Monthly Visit

**50,000**

DAU

**152,421k**

24HR Trading Vol.



ABOUT

# Coinstore NFT Marketplace

Global NFT 3.0 Star Making Agency.  
NFT Game Changer. We are here to break  
the traditions of Web 2.0 and pave the new  
way for NFT 3.0, functional tokens, and real-  
life utilization.



Coinstore NFT Marketplace seeks to become the NFT Game Changer that helps brands and celebrities craft meaningful experiences with communities in both the WEB 2.0 and 3.0 space. We aim to transform the monetization of IP assets through our one-stop minting, storage, marketing and trading services.

We work closely with Coinstore, a global exchange with an unrivalled brand presence that delivers a global perspective for our clients. Our marketing specialists will curate bespoke marketing plans to help you navigate the fragmented NFT space to reach the right people in a strategic and effective way.





COINSTORE NFT MARKETPLACE

# One Stop Services

Community  
Managing  
Services

Marketing &  
PR Services

Smart  
Contract  
Deployment

Conceptualization

Ideation



## Introduction to

# Coinstore Labs

Coinstore Labs is a department of Coinstore.com, responsible for its venture capital and innovative incubation.

Coinstore Labs is an incubation and investment platform that helps teams of high potential projects develop rapidly by providing the whole process of tracking and incubation services from professional consulting services before the project is launched, technical support services before the issue of tokens to marketing planning services after the project is launched on line.

Coinstore Labs is aimed to allow the project team to focus on product R&D, while leaving investment incubations, marketing, early customer acquisitions, community operations and traffic growth to us.

Coinstore Labs is looking all over the world for high potential teams with unique visions and innovation abilities in the field of digital currencies. If you are the team we are looking for, please contact us!

# Practicality | Simplicity | Variety

## VISION

Provide access to the best of blockchain technologies for our users. We believe in credibility, passion, and transparency – these core values reflect the possibilities powered by blockchain technology.

## MISSION

In the blockchain-dominated future, we want to provide access to the best of blockchain technologies for all users – from the savvy investor to the common man/woman in the street.

## DIRECTION

As a multilingual platform based in the heart of Southeast Asia, we aim to be the first choice for developers for initial listing projects, and digital assets.





# Roadmap



# Products

Online



SPOT  
TRADING

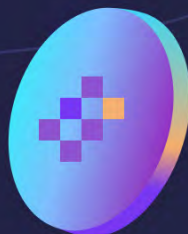


FUTURES  
TRADING

Development



NFT MARKETPLACE



DERIVATIVES

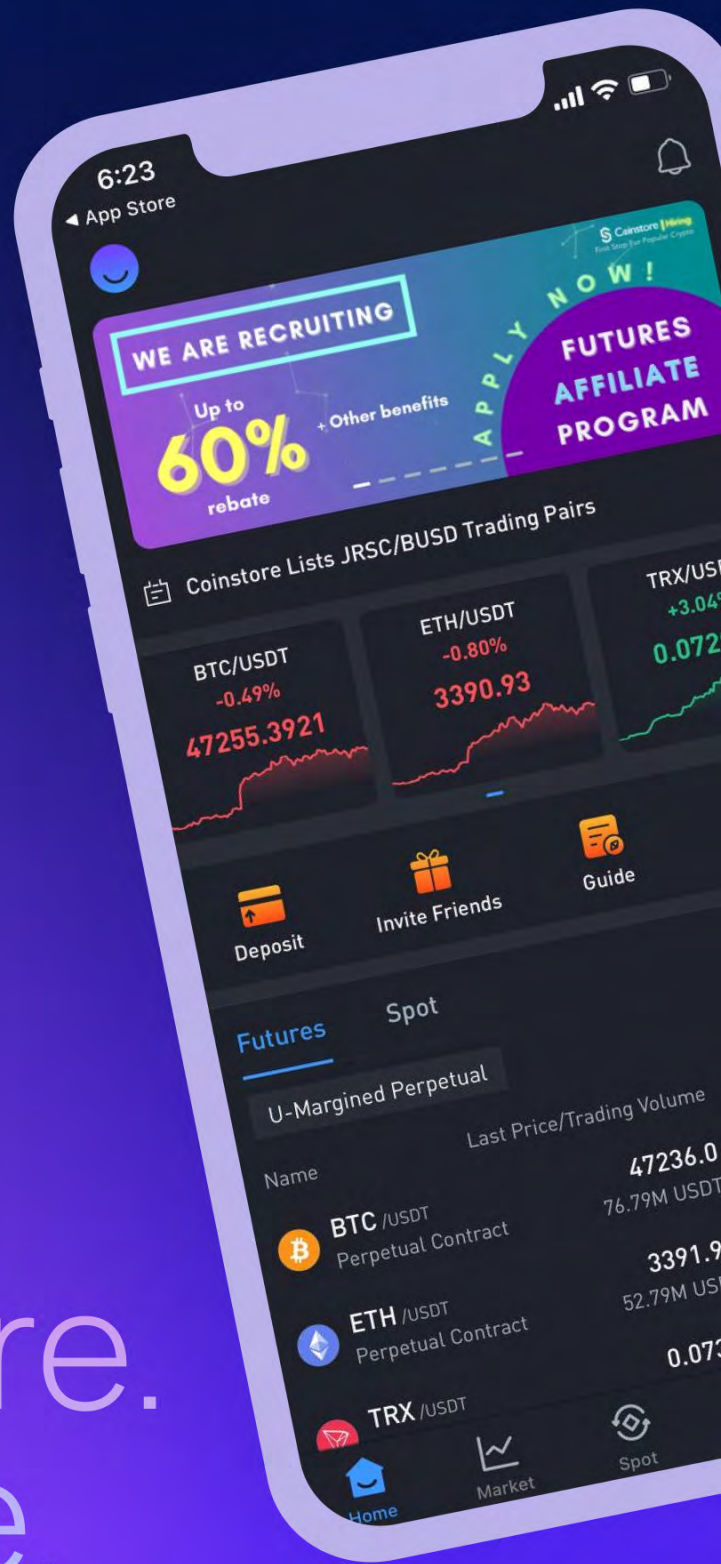


STAKING



# Affiliate Programme

Share more.  
Earn more.  
Everyone wins.



# BE A Coinstore Affiliate

Cryptocurrencies and blockchain tech are changing the world.

Join the **Coinstore Affiliate Programme** and earn special rewards when you introduce Coinstore to your community.

## SHARE

As a Coinstore Affiliate, you will have a unique referral link that you can **share with your audience or community**.

## EARN

When someone signs up for a Coinstore account through your referral link, you can **earn a % commission** for every trade they complete.

## WIN

Get up to **60% in commission** when your referrals trade on Coinstore, every month.





# The smart way to earn

## STEP 1

Go to Coinstore's futures trading page and **activate your Futures account** before you can become a Coinstore Affiliate.

## STEP 2

Get your unique referral code from your **Coinstore Business Development (BD)** representative.

## STEP 3

Start sharing your referral code, sit back, and **start earning commissions!**

## COMMISSION STRUCTURE

Tier	Trading Volume	Commission
1	< 20,000 USDT	Up to 40%
2	20,001 - 60,000 USDT	Up to 50%
3	> 60,000 USDT	Up to 60%

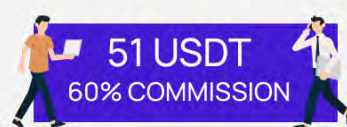
Get up to  
**60%**  
of Coinstore's  
profits on  
trades

How to earn  
**171 USDT**  
daily

Daily Spot Trading  
**100,000 USDT**  
MIX MAKER/TAKER



Daily Futures Trading  
**200,000 USDT**  
MIX MAKER/TAKER



### COINSTORE AFFILIATE CASE

Your referral link generated 100,000 USDT spot trading volume and 200,000 USDT futures trading volume yesterday.

You will get commission at 60% = **171 USDT**

**As long as your referral links generate trading volume, your account will receive commission!**

Listing Information

# Listing Benefits

# Why list on Coinstore



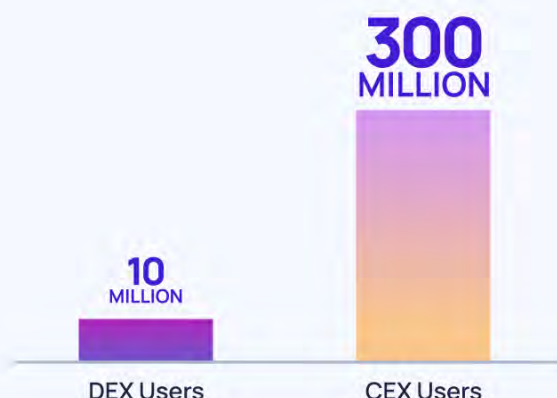
## INDUSTRY

# Facts & Figures

Project parties who launch their tokens on public blockchains (usually BSC) tend to request users to “get” their tokens by swapping on Poocoin or PancakeSwap, given the huge growth in DeFi users in 2021.

The 30-day DeFi-user count for September 2021 on the top 100 Dapps\* was around 10 million users.

This shows high market adoption and a shift towards De-centralised Exchanges (DEX) from Centralised Exchanges (CEX).



However, these 10 million users pale in comparison to the estimated 300+ million users^ on CEXes. Cryptocurrency users are still drawn to CEXes as a rite of passage, before moving to DEXes to explore the different functions of crypto.

Listing on a CEX provides exposure and access to these 300+ million users, who may prefer to use centralised exchanges due to:

- Safety
- Managed centrally
- Customer service
- Events & Activities
- Gas fees
- Not as complicated / many steps

For projects to gain exposure and traction, it is important that they work with a partner with their interests, meaning a partner which provides incentives and assistance with the marketing of the project.

Projects who work with top-tier exchanges more often than not pay an astronomical sum to list, and are left to flounder on their own.

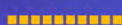
Coinstore believes that projects are the centre of the blockchain revolution. Without new projects, the current cryptosphere would not be what it is now.

Coinstore provides a [symbiotic marketing system](#) to project parties who join the Coinstore ecosystem.

ECOSYSTEM

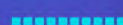
# Symbiotic

1,100,000



Registered User  
(App + Web)

120,000+



Coinstore Community

50,000+



Daily Active Users  
(App + Web)

175+



Countries served  
globally

## NATIVE MARKETING

Coinstore offers a native marketing proposal, which have been proven to boost exposure, awareness, and user growth of your project. Do note that your project's marketing efforts should align with Coinstore's marketing rollout of your project.



Social media  
support



Publicity  
activity



PR news  
releases



Platform  
highlights



Email  
outreach





## Listing Information

## NATIVE MARKETING

# Social Media

We will push notices, announcements, and listing information to our social media community.



### Token Card Intro



### Listing Reminder



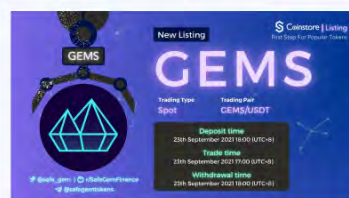
### Coin Spotlight



### Event Reminder



### Listing Time Update



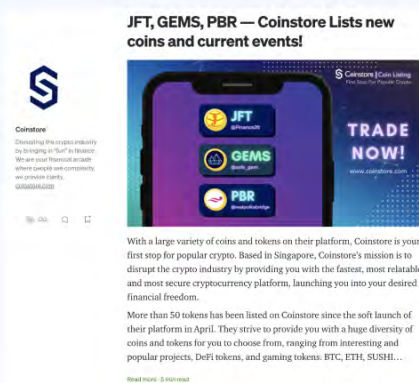
### Event Details



### Partner Announcement



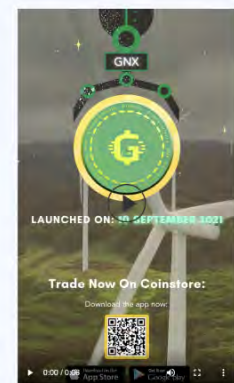
### Medium Article Promotion



### Twitter Background Takeover



### Video Promotion







## Listing Information

### NATIVE MARKETING

# Activities

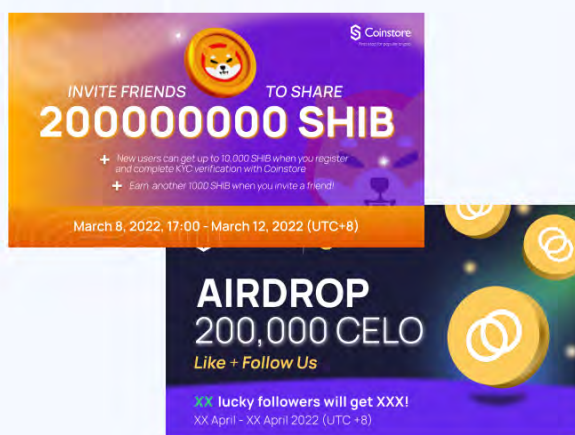
To excite and activate the Coinstore community, we will work with projects and prepare a series of activities like Airdrops, Trading Competitions, Contests.

## Ask me Anything (AMA)

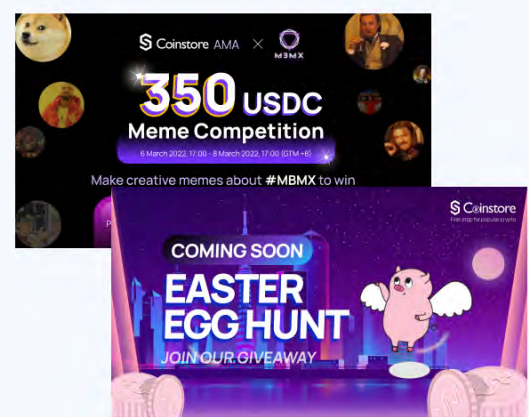
AMAs can be hosted on either Discord or Telegram, depending on project's preference. Depending on the timing and reward level, participants range from 20~100+ participants.



## Giveaways. Airdrops.



## Trading Competition & Fun Contests



Depending on the event type, Coinstore can collaborate with projects to add value to the activity. There can even be mega-giveaways combined with other projects.

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## Listing Information

# COINSTORE MARKETING Activities

There are numerous activities to select from:

- \* Invitational Register Airdrop
- \* Transaction Airdrop
- \* Courtesy Recharge
- \* Mystery Box
- \* Transaction Rating
- \* Position Airdrop

## Operational Activities

### AMA

5 March **2001**  
Online users

11 April **1546**  
Online users

13 April **2450**  
Online users

### Bounty

NEW LAUNCH  
3X Benefits & Bounty of  
**1,000,000 LUCADA**  
March 18 - March 24 (UTC + 8)

Invitational Event **5136**  
Participants

Recharge Activity **345**  
Participants

Trading Activity **516**  
Participants

## Marketing Activities

Coinstore.com @coinstore\_en · Apr 9

🎉 Coinstore & FilmCoin 🎉  
🎊 Welcome Carnival Bonus for New Users! 🎊  
🔥 Finish all of the tasks [gleam.io/8KZgy/filks-x-](https://gleam.io/8KZgy/filks-x-) & leave your Coinstore ID here  
👑 1,000 winners share 10,000 \$FLIKS 🏆  
🕒 Ends in 3 days  
🍀 Good Luck!!

#Bonus #Giveaway #Airdrop

**Coinstore Campaign**  
#WelcomeCarnivalBonus  
1,000 winners share  
**10,000 \$FLIKS**

Promote

808 2,742 1,893

Impressions  
**18,281**

Actions  
**13,988**

Users  
**3883**

Conversion Rate  
**58.89%**

### Growth

Project Official **+3123**  
Followers

Coinstore Official **+3833**  
Followers



## Listing Information

## NATIVE MARKETING

# Press Release

News PRs are a great way to drive project awareness. Coinstore releases PRs on a regular basis, and we cover our listed projects in brief, especially if there are activities and interesting viewpoints.

## Media Exposure

By publishing articles on Crypto news sites, projects listing on Coinstore benefit from exposure, this is something we believe that benefits the crypto community, and provides legitimacy to our partners and events.

The screenshot shows a press release from Coinstore. The title is "JFT, GEMS, PBR – Coinstore Lists new coins and current events!". The article is dated September 28, 2021. It features a graphic with three coins: JFT, GEMS, and PBR. The text describes the launch of these coins and the platform's mission to provide a secure cryptocurrency platform. It mentions that over 50 tokens have been listed on the platform since its launch in April. The article also highlights the unique business model of Coinstore, which aims to be a supermarket for all different major exchanges through a multi-functional multi-chain API. The article concludes with a call to action to "TRADE NOW!" and a link to the Coinstore website.

## Google-Indexed Article

These articles will be helpful when potential users are trying to find out more about a project and does their own research, usually on Google.

The screenshots show Google search results for "JFT token" and "Safegem token". The first screenshot shows the search results for "JFT token", with the top result being the Coinstore article. The second screenshot shows the search results for "Safegem token", with the top result being a tweet from Safegem about the launch of the token.

## Social Media Push

Shared on our social media channels, we drive awareness organically.

The screenshot shows a tweet from @coinstore\_en. The tweet text is: "Coinstore has just listed 3 new #coins! #JFT #GEMS #PBR! @cryptomode.com/jft-gems-pbr-c... Read more to see their #TotalSupply and uniqueness! Thanks @cmode news for posting our PR! Trade now: #JFT #coinstore.com/#/ #CryptoMode #crypto #altcoins #exchanges #tokens". The tweet includes a link to the Coinstore website and a hashtag for the launch.

We recommend project parties to reshare the article for maximum exposure.



COINSTORE

# World Tour Events



**WORLD BLOCKCHAIN  
SUMMIT 2022**

DUBAI

**BLOCKCHAIN  
ECONOMY 2022**

TURKEY

**WORLD BLOCKCHAIN  
SUMMIT 2022**

SINGAPORE

**BLOCKCHAIN  
EXPO 2022**

VIETNAM

**TOKEN  
2049**

SINGAPORE

**WORLD BLOCKCHAIN  
SUMMIT 2022**

THAILAND



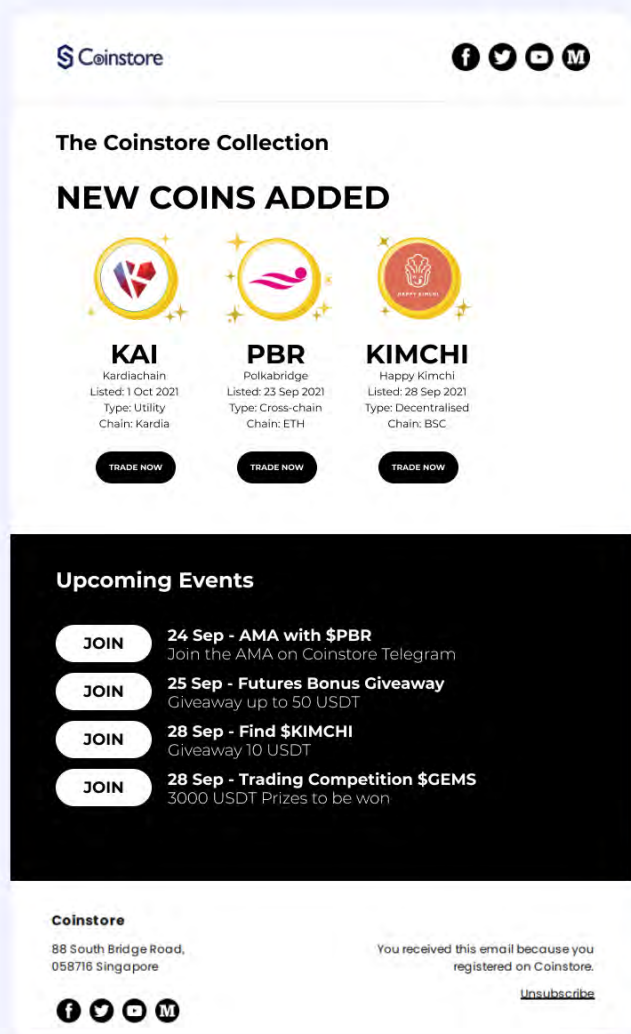
## Listing Information

### NATIVE MARKETING

# Email Outreach

For every \$1 spent on email marketing, the average ROI is around \$35\*. Coinstore does not push products to our users, instead, we have a strong email marketing ecosystem that updates our users on news, events, activities, and listings.

### THE COINSTORE COLLECTION WEEKLY:

[NEW LISTING](#)[ACTIVITIES](#)[AIRDROP](#)[EVENTS](#)[PROMO CODE](#)[AMA RECAP](#)[UPDATES](#)[NEWSLETTER](#)

### EMAIL STATISTICS

1 Sep 2021 - 30 Sep 2021

**36.3%**  
OPENS

**12.2%**  
CTR

**2.1**  
AVG LINK CLICKS

**1.3%**  
FORWARD RATE

Coinstore only sends weekly emails for the **The Coinstore Collection**.



COINSTORE GLOBAL

Package Overview

TYPE	CONTENT	DETAILS	Gold PACKAGE	Platinum PACKAGE	Diamond PACKAGE
Trading Pair	USDT/USDC/BUSD/BTC/ETH/BNB	Additional pairing subject to Project Party request	3 Pairs	3 - 6 Pairs	3 - 6 Pairs
Platform Highlights	App-Pop Up Banner / Web Banner Rotating Banner / Social Media Banner	Maximum Exposure to platform users	Banner for 3 days	Banner for 7 days	Banner for 15 days
Email Outreach	Email of New Listing / Updates / Newsletter	Project featured in Weekly Email Updates to all registered users	1 time	3 times	5 times
Social Media Support	Promotional Video / Listing Posters Announcements / Listing Information	Project Introduction / Listing Announcement / Listing Reminder & Countdown Event Reminder / Coin Spotlight / AMA Recap	✓	✓	✓
APP Push Notices	Reach platform all coinstore users	Coin listing and event information sharing	1 time	3 times	5 times
Publicity Activities	Civeaways / Airdrops AMA	Create traction for Awareness Attract more community for project Improve exposure / AMA Recap * Project party to supply tokens rewards for airdrops	✓	✓	✓
Marketing Campaigns	Trading Competition Holding Competition	Boost Token trading volume / Increase Token holders Competition includes criteria Increase Project community * Project Party to Supply tokens rewards for Competition/campaigns	✓	✓	✓
Basic Press Release	4 x Press Release / PR Article Write-up + Translation / Project Listing News Project Highlights (Team, Backers, Roadmap, etc)	Each article contains do-follow links Google Indexed articles Published on 2 International media sites Published on 2 Localised media sites	✓	✓	✓
Press Release Localised Telegram Group	Indonesia	1 press release by Blockchain Media + 1 IGTV by CryptoIz 2 Telegram moderators	✓	✓	✓
	India	10-15 Press release + 2 Telegram Moderators	✓	✓	✓
	Philippines	Blockchain Network's Social Media + 4 Telegram moderators	✓	✓	✓
	Vietnam	10 Small Press Release + 2 Big Press Release 2 Telegram moderators + AMA + Shilling + Promoting	✓	✓	✓
	China	5 Posters + 1 Min Video With Animations Top 9 Chinese Press Release	✓	✓	✓
	Other regions or countries	50 Europe Region + American Blockchain media & Traditional Media	-	2 Choose 1	✓
		10 Japan and Korea Blockchain Media & Traditional Media	-		✓
		100 South America Media & Traditional Media	-	3 Choose 2	✓
		20 Africa Blockchain Media & Traditional Media	-		✓
		100 Middle East Blockchain Media & Traditional Media	-		✓
	Industry's Top Media Outlets	cointelegraph / coindesk / coinspeaker	-	-	✓
	Top Global Media Outlets	Associated Press / Bloomberg News / Yahoo Finance/ CNBC / Streetinsider (WSJ) / Market Watch (Dow Jones)	-	-	✓
	Indonesia	25 KOLS (SEA region) Project Review, Short Videos, Posts Telegram, Twitter, Tiktok, Facebook, Instagram 1M+impressions	✓	✓	✓
	India				
	Philippines				
	Vietnam				
	China	200 KOLS / Project Review and posts Reposts by 50 Blockchain KOL / Wechat Moments 500K+impressions	✓	✓	✓
	Other regions or countries	8 Europe Region + American Blockchain KOL	-	4 Choose 2	✓
		8 South America Blockchain KOL	-		✓
		4 Japan + Korea Blockchain KOL	-		✓
		8 Middle East Blockchain KOL	-		✓
	Top Regional KOL	1. Top UK KOL 2. Top US KOL 3. Top Turkey KOL 4. Top India KOL and others	-	-	Top KOL Standards (Submit project information, select 1 of 6 YouTube bloggers who have passed the review, and guarantee to publish one)
External Community Professional AMA	Official website community and external professional community AMA	2 AMA Telegram Groups 1. Organize Telegram community online events 2. The user can ask any question 3. We will ask questions and the project leader will answer them 4. Activity lasts for 0.5~1 hour 5. We will ask questions, so we need the project leader to answer them 6. If you need a translation, it will be discussed separately 7. We will post notifications on official Twitter and Telegram	Telegram Groups (10k Members)	Telegram Groups (50k Members)	Top Telegram Groups (100k Members)
MM Account	2 Complimentary Market Making Account	Subject to Project Party request *MM Liquidity and Token Supply to be deposited by Project Party	✓	✓	✓
MM Service for 1 Pair	Manual Marketing & Liquidity Management Service  0% Trading Fees	24hours MM service	2 months	3 months	6 months
Platform advertising space	Hot Coin Search / Popup Window Push Trading view window / Open screen ad	Outreach to Platform with Coinstore users		Pop-up window push (3 days) Market carousel display (1 month) Open screen ad (1 day)	Pop-up window push (7 days) Market carousel display (3 months) Open screen ad (3 days) Popular coins search (1 month)
Partnership for Exhibitions Globally	Close-knit Partnerships for more than 50 global high-quality exhibitions throughout the year (joint announcement) - 1 Exhibition	LOGO Display / LOGO Display included in Exhibition PR Display / Social Media Display		✓	✓
Discounted Futures contract listing			✓	✓	✓
Price			60,000 USDT	100,000 USDT	200,000 USDT

\*List of media sites will be provided upon confirmation. Choices are subject to availability.

QUESTIONS?

# CONTACT US

Our team will get in touch within 24h.

## Book an appointment:

[Coinstore Calendly](#)

## Prefer email?

[listing@coinstore.com](mailto:listing@coinstore.com)

## Collaborations on marketing?

[marketing@coinstore.com](mailto:marketing@coinstore.com)

## Check us out



[Website](#)



[Telegram](#)



[Twitter](#)



[LinkedIn](#)



[Facebook](#)



[Discord](#)



[Medium](#)