



amino
REWARDS

Introduction

Amino Rewards is a cutting-edge, tokenized customer loyalty program designed to encourage and reward a healthier lifestyle. As an Amino member, you gain access to a world of exclusive benefits, including the ability to earn \$AMO rewards while improving your health. Best of all, membership is completely free!

The company has begun to roll out its product lineup, starting with the launch of Amino Move, a gamified health and fitness mobile app that incentivizes users with free \$AMO tokens for accomplishing fitness tasks. The company's next offering, Amino Shop, has already garnered commitments from over 200 leading retailers, allowing members to earn cash back in \$AMO on every purchase, along with exclusive special offers. Earned \$AMO can be held, exchanged for other cryptocurrencies, or redeemed within the Amino Catalog, which boasts a wide-range of products and real-life sports experiences with partnered teams.

Mission

Amino Rewards is on a mission to inspire individuals to lead healthier and more active lives by providing unparalleled incentives. The company aims to revolutionize customer loyalty programs by harnessing blockchain technology to seamlessly connect web2 and web3.

Amino will create a sustainable, thriving ecosystem where program members, brand partners, and investors all win.



Amino Rewards Strategic Advantages

Proven Leadership

The executive team is made up of successful entrepreneurs who have built, scaled and exited loyalty, tech and Web3 companies. The team will utilize its extensive network of investors, retailers, sports teams and other web3 companies.

Functional Technology

The Amino Move app went live in Q1 2023, with the Amino Shop and Catalog due to release in Q4 2023.

Industry Leading Partnerships

Amino is partnered with some of the biggest names in sports, retail, fitness and web3 including the San Francisco 49ers, Alo Yoga, Floki and more!

Established Community

Over 2,000,000 Amino Rewards accounts have already been created with over 150,000 members active on Amino Move daily.

Why Become an Amino Member?

- **Easy and Free Signup:** Enjoy the convenience of a hassle-free signup process that is completely free. No hidden fees or charges to get started.
- **No Crypto Experience Required:** No need to worry about complex cryptocurrency knowledge or setting up a crypto wallet. Amino simplifies the process, allowing you to participate without any technical barriers.
- **Earn Rewards through Gamified Fitness:** Engage in various gamified fitness activities and be rewarded with tokens. By simply staying active and reaching fitness milestones, you can earn tokens as a tangible representation of your achievements.
- **Cash Back Program and Shopping Deals:** Take advantage of our cash back program, allowing you to earn \$AMO on eligible purchases. Additionally, enjoy exclusive shopping deals and discounts from our partner brands, providing you with extra savings.
- **Exclusive Perks with Amino Partners:** Gain access to exclusive perks and benefits from our esteemed partners within the Amino network. These perks may include special offers and deals, exclusive redemption options, access to health and fitness utilities and more!
- **Fungible Rewards:** The earned tokens are fungible, meaning they can be easily held, swapped, or redeemed. You have the flexibility to choose how you want to utilize your rewards, whether it's exchanging them for other assets, redeeming them for products or services, or simply holding onto them for future use.

By offering these enhanced key benefits, Amino aims to provide a user-friendly, inclusive, and rewarding experience for our members, empowering them to lead a healthier lifestyle while enjoying exclusive perks and valuable rewards.

The Next Evolution of Traditional Loyalty Programs

Customer loyalty programs are designed to encourage repeat business and customer retention by rewarding and incentivizing loyal customers. These programs are widely used by businesses across various industries to build stronger, lasting relationships with their customers and increase customer lifetime value.

Here are some key statistics of customer loyalty programs:

- There are more than 3.8 billion loyalty program memberships in the United States alone. (Colloquy)
- Loyalty program members spend an average of 25% more than non-members. (Accenture)
- Loyalty program members are more likely to recommend a business to others, with 84% of loyalty program members saying they would recommend a business to a friend or family member, compared to just 67% of non-members. (Deloitte)
- Loyalty program members are more likely to make repeat purchases, with 89% of loyalty program members saying they are likely to make a repeat purchase, compared to just 72% of non-members. (Maritz Motivation Solutions)
- Loyalty program members are more likely to try new products or services offered by a business, with 63% of loyalty program members saying they are likely to try a new product or service, compared to just 50% of non-members. (Bond Brand Loyalty)

Using the Blockchain to Improve Loyalty Programs

Here are some of the main benefits to building the Amino Rewards program on-chain and using a cryptocurrency token as loyalty currency:

1. Provides an immutable record of all transactions, which reduces system management costs, helps prevent fraud and ensures all rewards are distributed fairly.
2. Amino can verify user growth and activity through the number of wallets created and transactions processed on-chain.
3. Allows for seamless transactions across all Amino products making the program easily scalable.
4. Rewards can be self custodian or easily swapped on-chain to other cryptocurrencies.

How is Amino Rewards Different from M2E (move-to-earn)?

In mid-2022, the "move-to-earn" concept gained popularity with STEP'N, resulting in the emergence of several M2E projects. By 2023, most of these tokens had plummeted in value, leading to a decline in user enthusiasm. STEP'N's unsustainable model relied heavily on NFT sales and set unrealistic user earnings expectations, struggling to manage the dynamics of dual tokens.

Amino Rewards, on the other hand, distinguishes itself by offering a more sustainable health and fitness rewards ecosystem that goes beyond M2E. Amino uses M2E as an onboarding funnel to the rest of the ecosystem, with core principles including simplified participation without NFTs or complex token systems, modest rewards to ensure economic sustainability, and strategic allocation of rewards as a marketing expense. Amino's long-term sustainability is ensured by covering the majority of rewards with ecosystem-generated revenues, with the Amino Shop serving as a cornerstone revenue generator. This approach prioritizes economic stability while offering users rewards incentives and a broader ecosystem.

The Amino Ecosystem

aminoMOVE

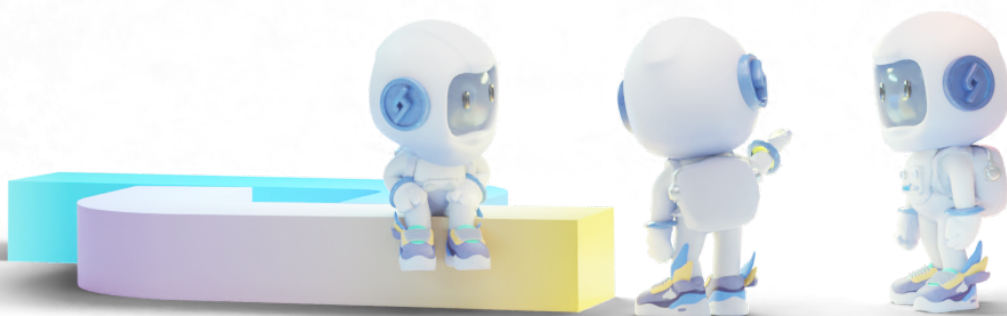
Earn free \$AMO rewards with Amino Move for walking and running. Participate in challenges and more.

aminoSHOP

Shop at over 200 major retailers and earn cashback rewards. Gain access to exclusive special offers.

aminoCATALOG

Redeem \$AMO for Amino merch, products at wholesale pricing, and exclusive sports experiences.



Getting Started

Join Amino Rewards effortlessly by creating a free account with your email at aminorewards.com or in the Amino Move app. The signup process is simplified to cater to non-crypto enthusiasts. Every Amino account includes a secure built-in crypto wallet for storing your \$AMO rewards. No additional downloads, browser extensions, seed phrases or private keys are required. Enjoy a streamlined experience while earning and managing your rewards.



Built on Beam

Beam is a sovereign blockchain network created by Merit Circle, one of Amino's lead backers. The blockchain is powered by the Avalanche Network but operates independently and caters specifically to gaming. Building Amino utilities on Beam allows for all transactions to be processed on-chain with minimal fees. Amino has received a grant from Merit Circle to cover any transaction fees that do occur.

It is important to note that Beam is only used to award tokens and process transactions within Amino products. The \$AMO token is multi-chain and will trade primarily on Ethereum and BNB Chain.

Gamified Fitness Rewards with Amino Move

Amino Move is a gamified fitness mobile app that rewards users for completing fitness tasks. The app is available for download on iOS and Android and awards \$AMO for walking and running. More ways to earn with Amino official partners are coming to Amino Move in the future. Smart watch compatibility to make it easier to track your steps is coming soon!

Step Counter

Simply link your smart phone's step counter to Amino Move to start earning \$AMO rewards for walking. Members earn 1 \$AMO for every 500 steps with a maximum of 10,000 steps credited per day. Claim a spot on the leaderboard by achieving a streak, which multiplies your daily walking rewards. Maximize your streak by walking 10,000 steps for 5 consecutive days, which doubles your earnings. You will also earn a streak freeze for 5 consecutive 10,000 step days, which allows you to miss a day without losing your streak!

Step Challenges

Enter a step challenge and maintain a streak for the required number of days to win additional prizes! For example, in the 49-day challenge with the San Francisco 49ers, participants will be required to maintain a 10,000 step streak for 49 days in a row to win! All winners will receive a prize and be entered into a draw to win a grand prize! Amino Move will host several step challenges with a variety of different partners and prizes available.

Running Challenges

Members can attempt one of the available running challenges each day on Amino Move. Currently, there are 3 different 1-mile challenges to choose from; Pro (7 minutes), Fit (10 minutes), and Chill (15 minutes). Complete the 1-mile run before the time expires to earn \$AMO.

The Amino team is in the process of adding an additional running challenge for endurance. Members who participate in this challenge will earn \$AMO based on how many miles they run in a set time period, opposed to how fast they can run 1-mile.

More Ways to Earn

The Amino Move app will feature tasks for members to earn additional \$AMO through Amino partners. The first planned integration is with Alo Moves, an app owned by Alo Yoga with workout and yoga classes. In addition to receiving a free trial membership, Amino Rewards members will earn \$AMO for signing up and completing workout classes on the Alo Moves app.

Get Cashback In \$AMO And Access To Special Deals With Amino Shop

Amino Shop is a web app that allows Amino Members to receive cash back deals and special offers at Amino retail partners. Over 200 major retailers have already signed on to join the shopping program including Amazon, Wal Mart, Nike, Adidas and Best Buy. Amino has already entered an elevated partnership with Alo Yoga to bring more perks and special offers to Amino Members and plans to continue developing enhanced relationships with other brands.

The shop can be accessed at aminorewards.com/shop. Simply click the offer of your choice and be automatically redirected to the merchants site. Amino tracks your shopping journey through your digital thumbprint and will credit your \$AMO rewards to your Amino account after you checkout. Earned rewards may be pending until the item return period is up to avoid manipulation.

Brand Partners

Over 200 major retailers have already signed up to join the Amino Shop program! Headliners include Walmart, Nike, Adidas and more! Amino Rewards has signed deals with all these retailers to receive an affiliate commission on all shopping completed through tracked links. On average, Amino receives a 5% affiliate commission from the retailers. The standard distribution of the 5% average affiliate commission is 60% to the shopper, while Amino retains 40%. Amino will distribute 100% of the affiliate commission to shoppers on all retailers listed in the Amino Plus shopping section.

In addition to cash back offers, Amino Shop features many exclusive promo codes that can be used at retail partners for more deals!

Elevated Brand Partners

Amino will foster enhanced partnerships with renowned brands in the fields of sports, health, fitness, and technology. Recently, it achieved a milestone by securing its first significant elevated brand partnership with Alo Yoga. This strategic alliance brings exclusive benefits to Amino members, including complimentary trials and discounted memberships for the acclaimed Alo Moves workout app. The brands will aim to enable members to seamlessly connect their Alo Moves accounts with the Amino Move app, allowing them to earn rewards for completing workouts. Amino is poised to land many more elevated partnerships with major brands, to be announced in the future.

Amino Catalog

Members can redeem their hard-earned \$AMO rewards for Amino branded merchandise, tech gadgets, and lifestyle essentials at wholesale rates. Plus, score exclusive in-real-life sports experiences with Amino's partner teams. If you don't have enough \$AMO to redeem for the item or experience you want, the balance can be settled with a credit card.

Connecting Sports Fans With Teams

Amino Rewards is teaming up with major sports teams to bring their fans into the loyalty program. This will be done through in-stadium ads, social campaigns and co-hosted fun and engaging contests. Exclusive experiences with partner teams will be made available to Amino members as redemption options in the catalog.

Initially, Amino Rewards has focused on forming sports partnerships in the National Football League (NFL). After a successful one-year collaboration with the Washington Commanders, enrolling over 100,000 US fans and gaining valuable marketing insights, Amino has entered into a flagship partnership with the San Francisco 49ers for the 2023 NFL season. This partnership is a more ideal fit due to the team's performance, proximity to Silicon Valley, and commitment to health and fitness. Active discussions are also underway with several NFL teams, as well as teams from the NBA, MLB, MLS, NHL, and more.

Raffles

Amino Rewards is set to introduce an exciting new addition to the redemption catalog: raffles. Raffles offer an engaging opportunity for our members, enabling them to compete for remarkable rewards with just a modest investment of \$AMO. By purchasing raffle tickets, members gain entry into draws with the chance to secure impressive grand prizes. Notably, all our raffles will be conducted on-chain, ensuring the transparency and authenticity of the selection process when determining the lucky winners.

Amino AI

Amino Rewards has joined forces with PAAL, a skilled team of expert AI bot developers, to introduce Amino AI. Amino AI is a versatile AI bot assistant seamlessly integrated into all Amino ecosystem apps and websites. This AI is a knowledgeable resource for all things Amino Rewards, providing swift and accurate responses to most inquiries. Serving as Amino's primary customer service interface, the chat bot will effectively reduce the workload on our customer service agents.

Beyond its customer support role, the AI bot also acts as a personal wellness, fitness, and shopping advisor. Amino AI can be harnessed by members for guidance on health and fitness matters, as well as tailored shopping recommendations from Amino Shop.

\$AMO Token

What is \$AMO?

The \$AMO token serves as the utility cryptocurrency token of the Amino Rewards ecosystem. It can be used for rewards, payments, upgrading loyalty tiers, and more. Members can earn \$AMO through health and fitness activities and use them to access rewards, such as merchandise, tech gadgets, lifestyle items, and exclusive sports experiences with partner teams.

Having your own cryptocurrency wallet is not required since every Amino account includes a built in wallet accessible within all products.

\$AMO will trade on ETH and BSC

Initially, the \$AMO token will launch exclusively on the Ethereum blockchain. A wrapped version of \$AMO will be available for trading on the Binance Smart Chain. This will allow Amino Move members the option to withdraw rewards on BSC, which has significantly lower gas fees.

Loyalty Tiers

Amino Rewards offers 3 enhanced loyalty tiers - Amino Blue, Amino Gold and Amino Black. Members are required to lock up their \$AMO Tokens to upgrade their tier. Each tier has its own set of special benefits. Members are not required to lock tokens or upgrade their status and the default free Amino membership still provides access to earn rewards and amazing perks.

We are introducing a special promo for the first 2 weeks following TGE of the \$AMO token. All members who upgrade to Amino Blue or Amino Gold loyalty status will retroactively multiply their walking and running rewards by 3 or 10 times.

<h3>Blue Tier</h3> <ul style="list-style-type: none">3x walking and running rewards10% boosted cash backAccess to special deal zone in Catalog	<h3>Gold Tier</h3> <ul style="list-style-type: none">10x walking and running rewards25% boosted cash backAccess to special deal zone in Catalog	<h3>Black Tier</h3> <ul style="list-style-type: none">All Gold perks+ more exclusive opportunitiesto be revealed soon...
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Tokenomics

The \$AMO token has a finite supply of 50,000,000,000 \$AMO tokens. Revenues generated by the Amino Rewards program may be used to reacquire \$AMO tokens to sustain the rewards pool. Here is a breakdown of the initial token allocations:

Total Supply - 50,000,000,000 \$AMO Launch Price - \$0.0002 Approximate Starting Circulating Market Cap - \$2,000,000 Fully Diluted Market Cap - \$10,000,000

AMOUNT OF \$AMO	% OF SUPPLY	SEGMENT	VESTING SCHEDULE
10,000,000,000 \$AMO	20%	ECOSYSTEM REWARDS POOL	6% TGE, 48 MONTH VESTING
10,000,000,000 \$AMO	20%	TREASURY	3 MONTH CLIFF, 24 MONTH VESTING
10,000,000,000 \$AMO	20%	PRIVATE SALE	20% TGE + 3 MONTH CLIFF, 9 MONTH VESTING
5,000,000,000 \$AMO	10%	VENTURE	20% TGE + 3 MONTH CLIFF, 9 MONTH VESTING
5,000,000,000 \$AMO	10%	LIQUIDITY	50% TGE + STRATEGIC UNLOCK
5,000,000,000 \$AMO	10%	MARKETING	20% TGE + 3 MONTH CLIFF, 9 MONTH VESTING
5,000,000,000 \$AMO	10%	ADVISORY	3 MONTH CLIFF, 12 MONTH VESTING

Rewards Already Earned By Amino Move Members

Over 1 billion \$AMO tokens have been accumulated by a diverse community of over 2.5 million unique accounts as of November 1st, representing about 2% of the total token supply. As a token of our gratitude for our early supporters, we are thrilled to announce that members will have the opportunity to claim 20% of their total earnings in the first 2 weeks after launch. The remaining 80% will become accessible for claiming after the official launch of \$AMO on the Binance Smart Chain (BSC). To ensure the integrity of the program, we are implementing a series of robust measures to verify the authenticity of accounts, preventing duplicate creations and ensuring that all referrals are genuine and legitimate.

There will be a special promotion that all Amino members who upgrade to Amino Blue or Amino Gold loyalty tiers, will retroactively multiply all of their earned rewards. Please note this will only apply to walking and running rewards and not earned referral rewards.

Sustainability Model

The Amino Rewards program employs a smart earning and replenishing model that is built for long-term sustainability, ensuring a thriving ecosystem. Gamified health and fitness rewards will only account for a small portion of total \$AMO awarded. To ensure long term sustainability, the vast majority of rewards tokens are earned through shopping, which generates revenue for the company through affiliate commissions.

Generated revenue can be used to repurchase the earned \$AMO tokens on the open market to replenish the pool, creating an infinite loop and preventing the rewards pool from exhausting.



Frequently Asked Questions

1. What is Amino Rewards?

Amino Rewards is a tokenized health and fitness loyalty program designed to reward members for their commitment to improving their well-being. It features the Amino Move app, where rewards can be earned for fitness activities, cashback at major retailers and exclusive offers through Amino Shop, and the opportunity to redeem earned \$AMO tokens for a variety of rewards in the Amino Catalog.

2. What is the purpose of the \$AMO token?

The \$AMO token serves as the utility cryptocurrency token of the Amino Rewards ecosystem. It can be used for rewards, payments, upgrading loyalty tiers, and more. Members can earn \$AMO through health and fitness activities and use them to access rewards, such as merchandise, tech gadgets, lifestyle items, and exclusive sports experiences with partner teams.

3. How can I earn \$AMO?

You can earn \$AMO tokens by participating in health and fitness activities through the Amino Move app and by shopping with Amino Shop.

4. Do I need to make purchases to participate?

No, joining Amino Rewards is completely free, with no membership fees or requirements to purchase additional \$AMO tokens. However, you can enhance your experience and rewards by acquiring more tokens and upgrading your loyalty tier.

5. How can I purchase additional \$AMO?

You can acquire \$AMO tokens on Uniswap (decentralized exchange) or through various Centralized Exchanges. Please verify the official contract address on aminorewards.com for security.

6. What is the value of \$AMO?

The price of \$AMO fluctuates based on market supply and demand. When redeeming \$AMO for items and experiences, Amino Rewards uses live price data from Coin Market Cap and Coin Gecko.

7. How can I use or withdraw my earned \$AMO?

You can hold earned \$AMO in your Amino account. Use it to redeem items from the catalog or withdraw it to your own crypto wallet for exchange into other cryptocurrencies. There's also an option on our website to lock up \$AMO tokens to increase your loyalty tier and earn more rewards.

8. Do I need a crypto wallet or any crypto knowledge?

No, every Amino account includes a built-in wallet to store your \$AMO rewards. No NFTs or crypto wallet expertise are required.

9. Why are my earned rewards relatively small?

Amino Rewards is built for long-term sustainability, unlike programs with unrealistic promises that often fail. Substantial rewards can be earned through Amino Shop, and you can increase all your rewards by upgrading your loyalty tier.

10. How do I know Amino Rewards is legitimate?

Amino Rewards has already partnered with major brands and secured long-term partnerships with significant sports teams, such as the San Francisco 49ers in the NFL. You can trust in our established credibility.

Note: These FAQs pertain to the \$AMO token. FAQs related to Amino Move and Amino Shop can be found on aminorewards.com.