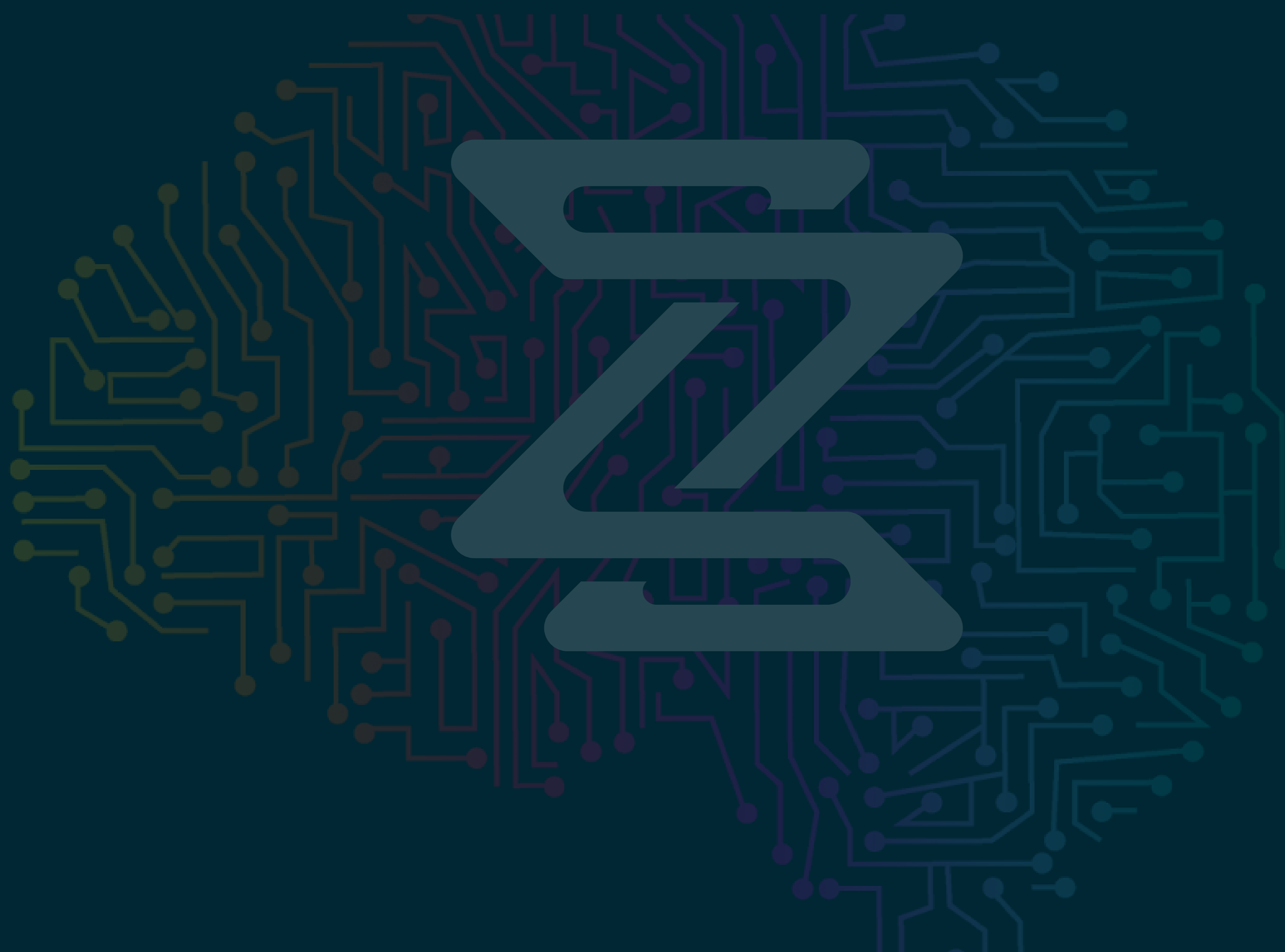




Whitepaper



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Nature of the Whitepaper:

This document is issued by ZELTA Trading Terminal Ltd (the Whitepaper). It is a conceptual paper that is envisaged to form the basis for the establishment and creation of a crypto-economic token to be known as ZELTA token (\$ZLT). The Whitepaper and the Website are intended for general informational purposes only and do not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell any product, item or asset (whether digital or otherwise). The information herein may not be exhaustive and does not imply any element of a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where the Whitepaper or the Website includes information that has been obtained from third party sources, the Company, the Distributor, their respective affiliates and/or the ZELTA team have not independently verified the accuracy or completion of such information. Further, you acknowledge that circumstances may change and that the Whitepaper or the material may become outdated as a result; and neither the Company nor the Distributor is under any obligation to update or correct this document in connection therewith.

Project purpose:

All contributions will be applied towards the advancing, promoting the research, design and development of a multimarket aggregator to provide the user with the best experience, the lowest prices and the most efficient dashboard in the cryptosphere. You agree that you are purchasing \$ZLT to participate in the ZELTA platform and to obtain services on the ecosystem thereon. The Company, the Distributor and their respective affiliates would develop and contribute to the underlying source code for the ZELTA platform. The Company is acting solely as an arms' length third party in relation to the \$ZLT sale, and not in the capacity as a financial advisor or fiduciary of any person with regard to the sale of \$ZLT.



Nothing contained in the Whitepaper, or the website is or may be relied upon as a promise, representation or undertaking as to the future performance of the ZELTA platform. The agreement between the Distributor (or any third party) and you, in relation to any sale, purchase, or other distribution or transfer of \$ZLT, is to be governed only by the separate terms and conditions of such agreement. The information set out in the Whitepaper and the website is for community discussion only and is not legally binding. No person is bound to enter any contract or binding legal commitment in relation to the acquisition of \$ZLT, and no virtual currency or other form of payment is to be accepted on the basis of the Whitepaper or the website. The agreement for sale and purchase of \$ZLT and/or continued holding shall be governed by a separate set of Terms and Conditions or Token Purchase Agreement (as the case may be) setting out the terms of such purchase and/or continued holding of \$ZLT (the Terms and Conditions), which shall be separately provided to you or made available on the Website. The Terms and Conditions must be read together with the Whitepaper. In the event of any inconsistencies between the Terms and Conditions and the Whitepaper or the Website, the Terms and Conditions shall prevail. \$ZLT Token: The native cryptographically-secured fungible protocol token of the ZELTA platform (ticker symbol \$ZLT) is a transferable representation of attributed utility



1. INTRODUCTION

The world of blockchain technology and cryptocurrencies has developed at an exponential rate. Unconstrained by regulation and not restricted to physical locations or assets, ideas have branched off and spread in countless different directions. From the rise of decentralized finance (DeFi) to the recent explosion in popularity that NFTs (Non-Fungible Tokens) have experienced, to gaming and metaverse applications, there's no denying the massive amount of innovation that's occurred in just a short few years. Unfortunately, the diverse and fractured landscape that resulted has proven to be too steep a learning curve for many. The many complexities and risks have acted as restrictions to entry or at least prevented full participation by most of the general public, and hence present an insurmountable barrier to mass adoption.

However, there is now an answer to this problem - ZELTA is the world's first decentralized multi-market aggregator. It's the gateway for both institutional-grade participation and mass retail adoption of blockchain and cryptocurrency technology.

Other aggregator products restrict their focus on a limited scope, but ZELTA is working to bridge the entire ecosystem. Users can trade, store, and manage entire portfolios of digital assets across multiple blockchains, platforms, and markets. This includes centralized exchanges (CEX), decentralized exchanges (DEX), NFT marketplaces, and DeFi farms & pools.

ZELTA's user interface is optimized to be intuitive, user-friendly, and incredibly powerful. Know your customer (KYC) procedures are not necessary. Our solution will always be non-custodial - your keys, your coins, your possessions, your business
Purpose: To provide a high-quality multi-market aggregator platform that can be used by both new and experienced users alike.

Vision: To make all facets of crypto accessible to a global audience from a single platform.

Mission: To deliver a safe, security conscious, customer centric and environmentally considerate platform for the entire world to utilise.

Our principles: Transparent & Accountable; Fully inclusive; Sustainable; Global & Decentralised



2.

WHO ARE WE?

ZELTA has assembled a strong group of professionals from across both the blockchain industry and the wider corporate world. We believe that we have the best people in place to guarantee long-term growth and success. The project's leaders include:

Giles Coghlan - CTO

George Fox - COO

George brings an impressive mix of military and business experience to ZELTA- a perfect match for ensuring success in one of the world's most dynamic industries. As head of Operations, he specializes in providing structure and organization to increase ZELTA's output and efficiency. His service as a British Army officer in Afghanistan included a number of high-profile roles, managing hundreds of soldiers in extremely challenging environments. Planning time-sensitive operations in highly complex and high-risk situations are skills that are obviously highly transferable to the corporate world, and George subsequently worked in several international start-ups in different fields, coordinating remote teams to drive growth and ensure commercial viability.

Micheal Benson - CMO

Mike provides a strong combination of traditional corporate marketing and consulting expertise with the specialized knowledge of how to effectively generate awareness in the unique crypto environment. As a head of Marketing for ZELTA, he is responsible for communicating the project to the world. His marketing background includes working as a regional manager for Singapore Airlines, with portfolios spanning Australasia, Europe, and Asia. Mike has also completed remote business development consultancy projects in diverse parts of the world from the Americas to the Middle East.

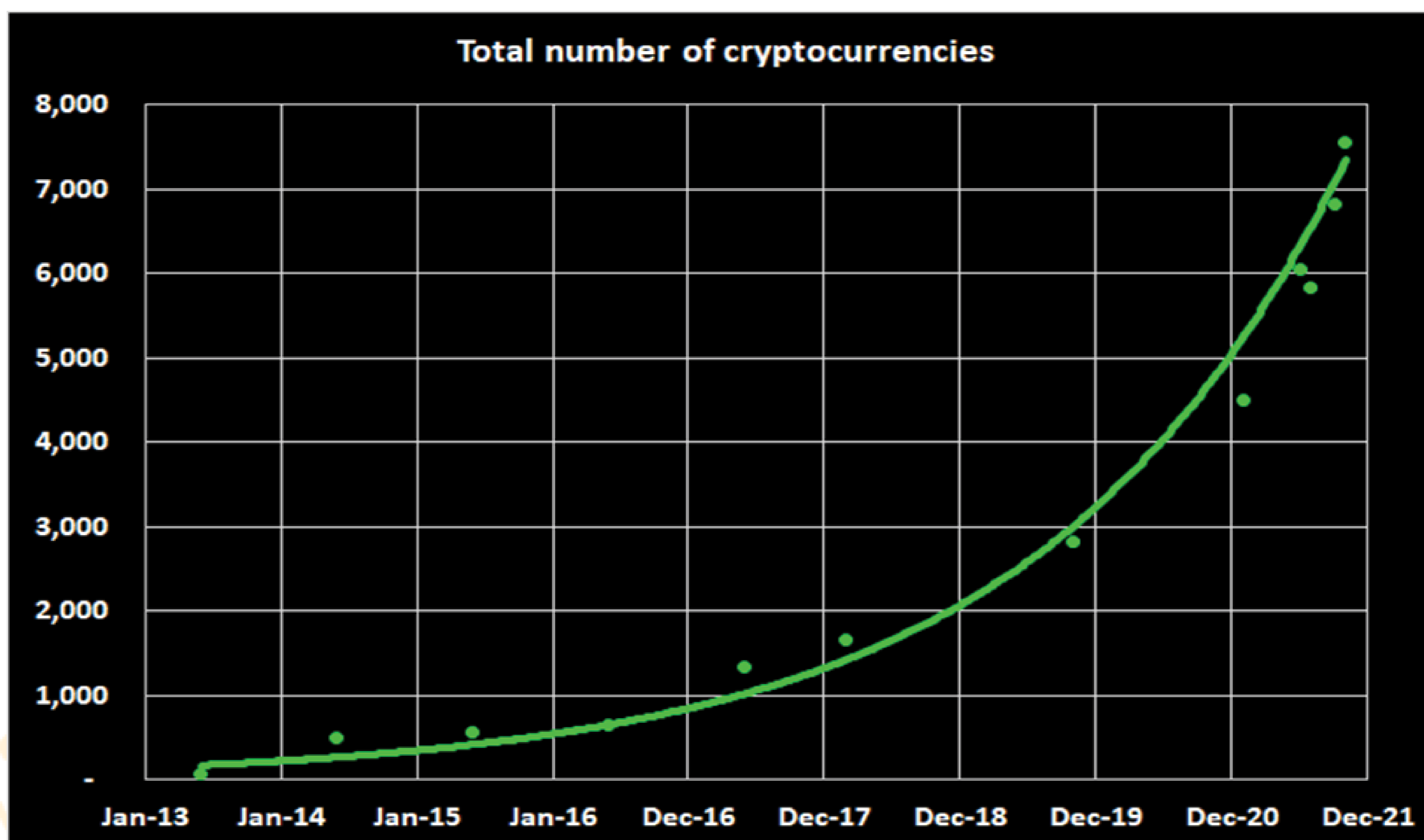
Olivia Flanders - Community Manager

Olivia brings her management experience from both civilian work and her military career to ZELTA, leveraging both to develop and employ professional and successful community development strategies. As ZELTA's community manager, he's responsible for handling the social channels, building engagement, managing product feedback, and assisting the sales/internet marketing division for a national automotive group. The structure and skills he brings to ZELTA will be instrumental to building one of the best communities in the crypto space.



THE PROBLEM

The cryptocurrency landscape is incredibly fractured and complex. The unfettered growth of the blockchain world mentioned previously does have a significant downside. Lacking any kind of coordinated oversight, thousands of competing tokens, decentralized products, chains, and exchanges have all evolved to provide different benefits but with their own quirks and varying degrees of interoperability. This presents two significant barriers to entry into the crypto space.

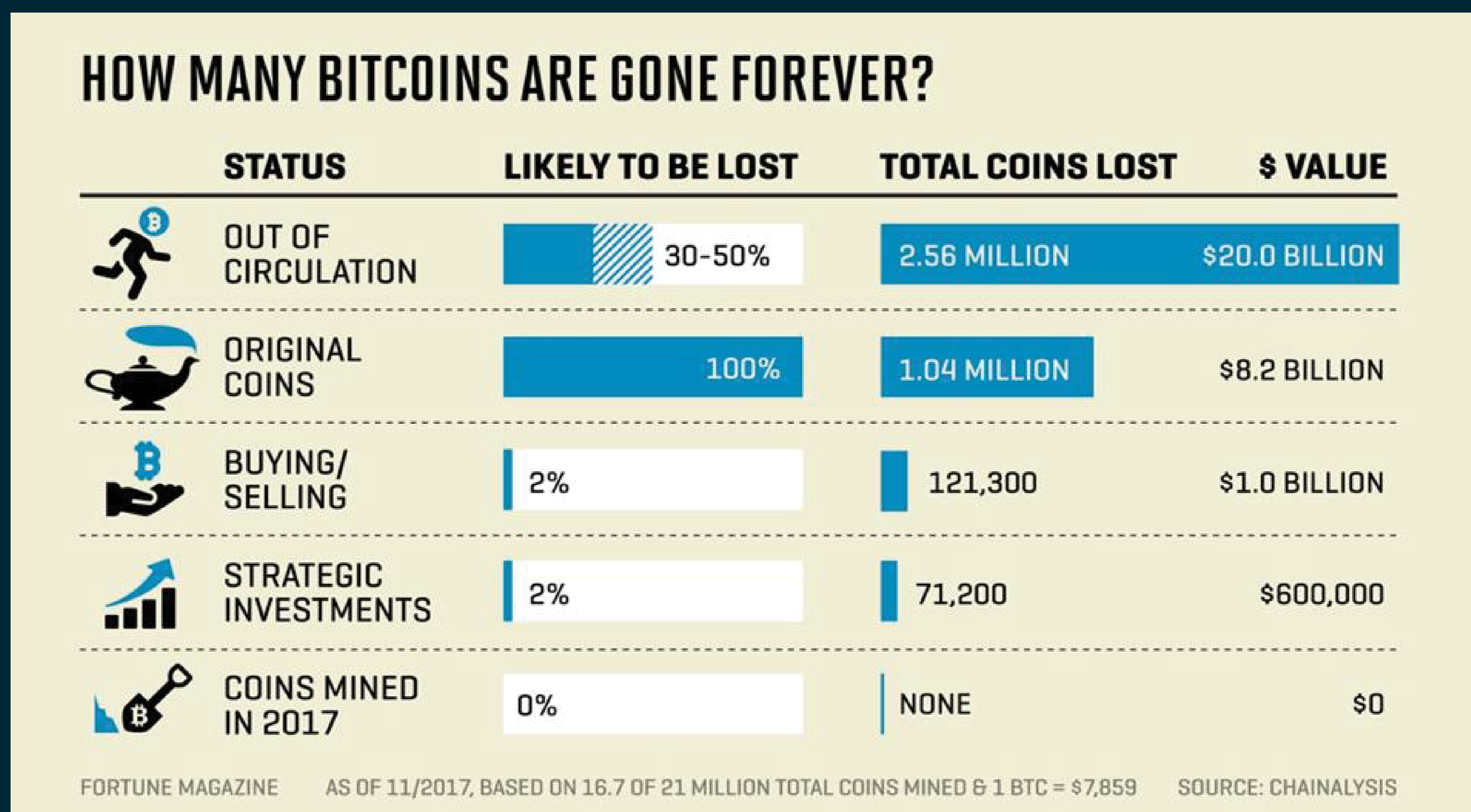


The cryptocurrency learning curve is too steep.

Firstly, in terms of mass adoption, the initial learning curve is steep and fraught with not only complexities but the frequent threat of unrecoverable financial loss through user error. For example, purchasing and staking a DeFi token might involve the following steps:

1. Search which exchange(s) the token is available on and decide which is the best, easiest, and/or cheapest on which to purchase the token
 2. Navigate to a chosen exchange, transfer funds if required to purchase if centralised, and purchase the token
 3. Finally navigate to the staking portal and stake the token
- Each different token might necessitate a different wallet, exchange, and staking portal, all with varying login requirements, fees, interface designs, and requiring multiple actions
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Cryptocurrencies are not conducive to traditional or institutional-level participation

Secondly, even the most experienced users can see diminishing returns in managing several different assets across an ever-increasing number of wallets, protocols, and chains, potentially limiting the scope of their involvement and hence growth of the ecosystem as a whole. For more traditional market participants or large institutions, concepts like risk management, asset diversification, and portfolio rebalancing can be difficult to implement due to the lack of a single live portfolio overview. This is especially challenging if a portfolio is spread across a range of crypto assets such as DeFi and NFTs.

Mass adoption remains elusive

It is essential that both of these barriers are removed to facilitate the next wave of growth in the blockchain and cryptocurrency industry. In the first case to onboard the "early majority" or retail users, and in the second case to onboard institutions.

More and more institutions and banks are stepping foot into the cryptocurrency market, and the days when cryptocurrency is mentioned in media and news headlines are becoming more frequent. And yet, mass adoption of cryptocurrency still seems an elusive topic that's ever so far away. We believe the answer lies in the fact that users are bottlenecked by the jungle of platforms, networks, protocols, wallets, and exchanges.

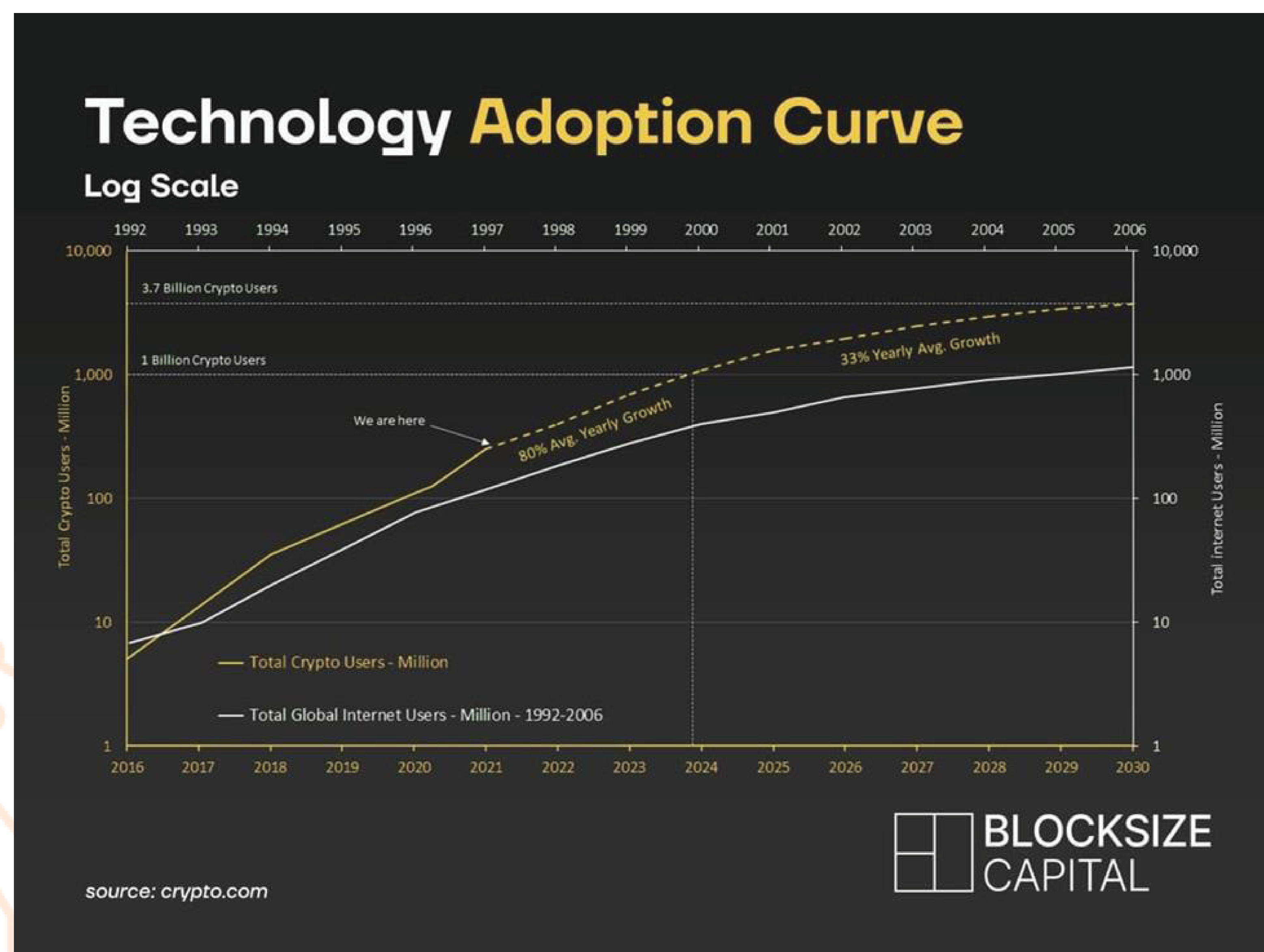
Retail users are required to spend a significant amount of time understanding technicalities, doing research, and scouting the landscape only to settle on a handful of choices simply because they are not aware of everything that is out there. The cryptocurrency space is in a desperate need of a new kind of service provider that can bridge the chasm and unify everything in one place.

Here at ZELTA, we are striving to become the leading platform to simplify and bring it all together while supporting the movement for cryptocurrency mass adoption.



ZELTA is the answer

ZELTA is here to change all of this for the better! ZELTA aims to consolidate the fractured landscape under one roof, bring interoperability to the cryptocurrency industry, and unlock the full potential of blockchain technology and decentralized finance for its users.



A chart showing the comparative growth of the internet vs the current growth of crypto. It is worth noting that at this stage in 1997 it wasn't clear what impact, if any the internet would have on the world

4

THE CASE STUDY - TRAVEL INDUSTRY

Aggregation - a proven concept in the travel industry

Other more mature industries have progressed through a very similar period of growth and managed to successfully remove similar barriers through the use of intuitive aggregator technology. An example that is particularly widespread and familiar to many is the approximately US \$9 trillion global travel industry.

Early days

In the past, the use of a travel agent intermediary was all but essential to book flights and make other travel purchases. The general public did not have access to the systems to search for and book fares and hotel accommodation. And even if they did, the complex procedures would have made successfully completing a purchase all but impossible. A parallel could be drawn to the beginning days of blockchain technology in the early 2010s, when the space was, yet "dense, challenging for the public to safely engage with.

Growth phase

Coming back to travel, mass adoption of the internet facilitated simple purchases directly on suppliers' websites. While specialised knowledge was not necessarily required, it was



initially not a straightforward exercise, and being limited to purchasing from a single supplier at a time made effectively comparing different options all but impossible. Takeup of this booking channel was rather limited as a result, with many consumers still preferring to engage a travel agent intermediary.

In the crypto world these simple early online travel purchases could be considered a rough parallel to a DEX - direct purchases on a single chain but a still somewhat unpopular option by the general public, with many preferring the additional safety and ease of use provided by an intermediary (ie preferring a CEX).

When dealing with complex multi-faceted travel itineraries, one of the many online travel agent (OTA) intermediaries would need to be used. These websites were still an improvement, with intuitive UI allowing users to independently browse and select their preferred option; however, with the OTA still making purchases on behalf of the user, there was certainly no guarantee that the optimal outcome would be achieved, due to varying prices and fees charged by different OTAs.

The blockchain parallel here is the different CEXs which can offer a broader scope but with no guarantee of the best outcome due to varying prices and fees

Mature phase

A considerable leap forward for the travel industry was achieved with the introduction of aggregator systems. This saw brands such as Skyscanner (GBP311m 2019 revenue, valued USD1.7b in 2016), Kayak (valued USD2.1b in 2013) and Google Travel, bring together all of the offerings from both different companies' websites and OTAs and present them in a single location. For the first time, users could compare options via an intuitive interface and easily review and decide on their optimal solution.

Aggregators themselves also began to incorporate some degree of OTA behaviour by issuing some tickets directly at a cheaper price and hence undercutting the OTAs. The larger groups that own these aggregator brands and some OTA brands include Trip.com Group (circa US\$20bn mcap), Expedia Group (circa US\$25bn mcap), and Booking Holdings (circa US\$100bn mcap).

ZELTA seeks to achieve this same outcome in the crypto space.

5 THE SOLUTION

Crypto presents even more potential for aggregation

Aggregation is now commonplace in the travel industry. Even individual travel providers themselves have incorporated some degree of aggregation into their booking flows, with airlines for example now selling everything from accommodation to rental cars and travel insurance. While travel agents of course still exist, they too have begun to use very similar reasonably high level of regional or even global coordination had already been established prior to aggregation, through bodies such as the Association of Car Rental Industry Systems Standards and International Air Transport Association.



Lacking these regional and global bodies, how much more important and indeed necessary is an aggregator system in the fractured world of cryptocurrencies. The concept is not only technologically proven, but also familiar to many, and proven to be financially viable. In a best-case scenario, continued growth in cryptocurrencies has the potential to approach the current size of the global financial industry, about \$20t, or more than double the current travel industry. This doesn't even include the myriad of other uses for blockchain technology, which has potential to disrupt everything from the art world to legal professions. The total crypto market has already reached a \$2.5tn mcap, and with the current limited aggregator platforms having a combined mcap of less than \$1bn (around 1% the size of Booking Holdings) there is clearly already significant room for growth.

	Travel	Crypto
Early Days	Generally only accessible via travel agent intermediaries due to booking system (GDS access) and language (cryptic entries) barriers to entry	Challenging and risky for the public to access safely without specialised knowledge about blockchain technology
Growth	Users can book more complex itineraries from a single intermediary (online travel agent), but with no guarantee of the best price or outcome Simple purchases could be made directly from individual suppliers' websites without an intermediary	CEXs allow multiple currencies to be purchased from a single centralised source, but with no guarantee of the best price or outcome DEXs provide a more limited scope of only a single chain, but offer a decentralised solution
Mass adoption	Aggregator systems allow the general public to make multiple complex purchases from various sources (OTAs, travel suppliers' websites, CEXs, DEXs) via single intuitive interface, and achieve the best price across the many different options available	

Investment grade: The ZELTA platform will provide users with the trading instruments and instant liquidity access that they need to manage their own digital assets, at a level suited for professional and/or institutional class participation.

Decentralized: We believe in giving users full control in managing their wealth, in a manner that avoids the locks and limitations ordinarily imposed by centralized financial service providers. ZELTA is non-custodial. Your keys, your coins, your business. Our platform does not impose any KYC requirements, while allowing users to tap the full potential of exchanges that do.

Consolidated multi-market aggregator: No longer will users be forced to manage their digital assets across a handful of platforms. ZELTA is consolidating all major centralized & decentralized exchanges, NFT markets, and also decentralized smart contract driven applications (dApps) under a single unified platform.

Ease of use: An intuitive and powerful interface that accesses assets in just three clicks.

Best price: ZELTA will allow users to tap the poleeroFtiquidit foriting to ensure that they Always get the best deal within the entire cryptocurrency market.



All CEX's: ZELTA will securely auto-sync data from over 600 cryptocurrency exchanges and 6000 assets, offering you a seamless experience trading your digital assets.

All DEX's: ZELTA will facilitate fast and efficient trading on all available DEXs without requiring an intermediary or compromising performance or security. Imagine a dashboard that allows you to trade, arbitrage, and manage every single DEX you hold liquidity in - all in one place. That's ZELTA.

All NFT marketplaces: ZELTA will allow you to create, buy and sell NFTs using our native marketplace. Our data feeds will pull from every corner of the broader NFT market and combine prices from Rarible, Mintable and OpenSea.

All DeFi lending protocols: ZELTA is compatible with all DeFi lending protocols and integrates with several blockchain systems such as FEGEX and SmartDeFi ecosystem through their smart contract. All while allowing you to lend and borrow tokens through various DeFi applications.

All BEP20 wallets: ZELTA will be compatible with all major BEP20 wallets allowing you to securely store, receive, send and trade your tokens. Your keys, your assets!

All staking platforms: ZELTA will allow you to maintain control of your tokens and maximize your holdings through all the available staking platforms. Staking is a way for users to compound their cryptocurrencies by participating in staking or lending.

6. THE TOKENOMICS

Total Supply: 1,000,000 \$ZLT

Unicrypt Vault: 299,000 \$ZLT (until Sep 2023) Seed: 80,000 \$ZLT

Private Round: 200,000 \$ZLT

Public Round: 50,000 \$ZLT

Token address - **0x1816FD578E34a598EeF90e7056C27D583F7f25a6**

Token launch price - \$0.1

Launch time -1400 UTC 10 May 2022

Seed sale

8%, \$100,000 at \$0.125 per token with a \$1.2M valuation.

Lock: 1 month honeymoon, with 10% unlocked per month over 10 months

Private sale (IDO on GPool):

20%. \$500,000 at \$0.25 per token with a \$2.5m valuation.

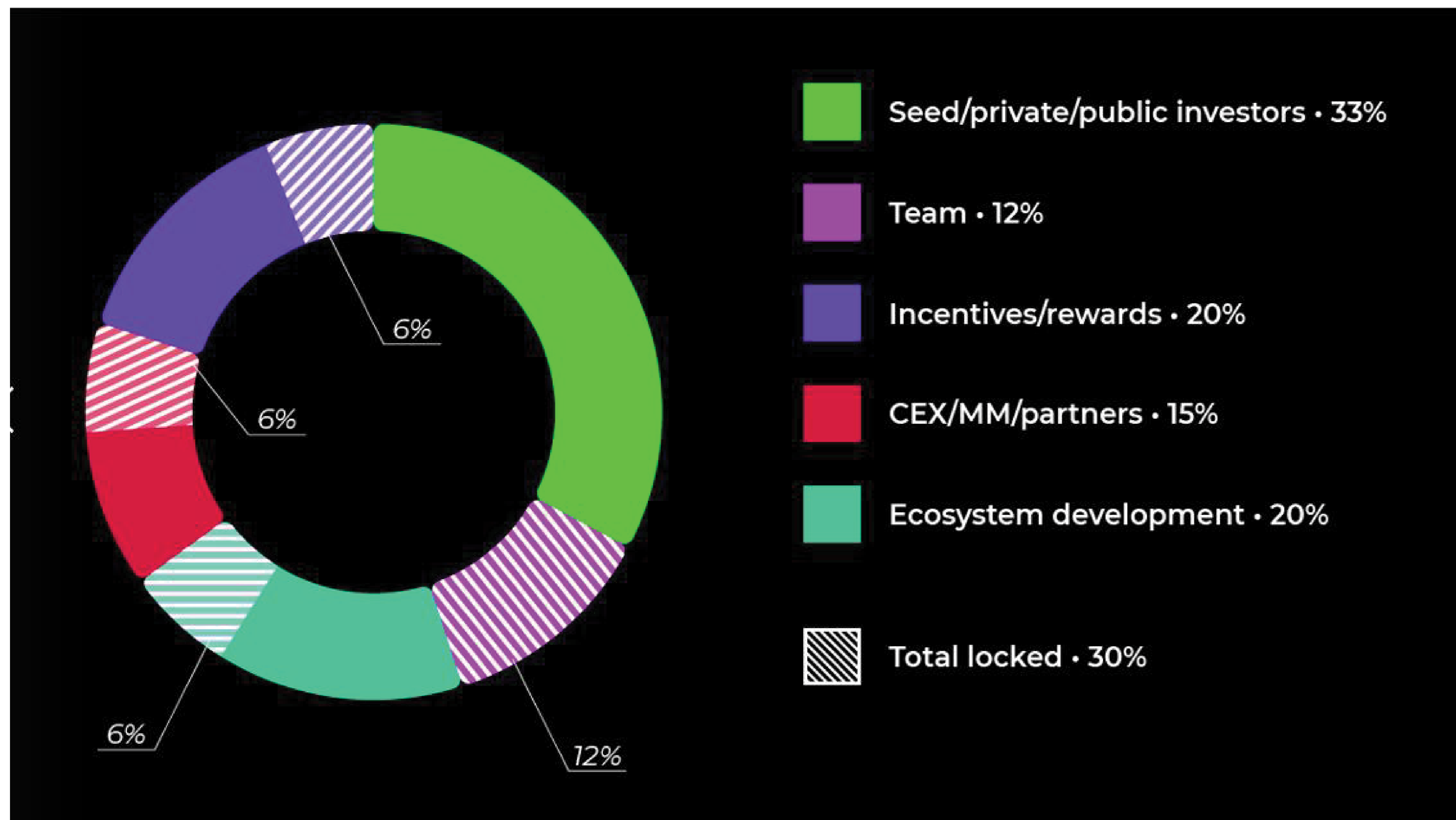
Lock: 2-week honeymoon, with 33.33% unlocked per month over 3 months. September



September 10th 2022- Honeymoon begins

Public sale;






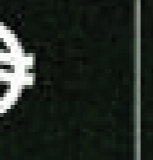



5%, \$200,000 at \$0.004 per token with a \$4m valuation. Lock: None
September 10th 2022 - unlocked



7. THE COMPETITION

While simpler aggregator platforms have begun to emerge, they have mostly been more limited in scope. ZELTA wants to bridge the entire crypto ecosystem via the most powerful investment grade platform that is still intuitive enough for the newest user. There is little incentive for users to engage with an aggregator system unless they can manage absolutely everything in one location. Our ability to cover the entire market and our understanding of this problem immediately puts ZELTA in a stronger position than competitors.



PROJECT FEATURES	 FXF	 ZCX	 REEF	 ORN	 ANY	 OOE	 DEXs	 RVF	 ZELTA
Non-Custodial	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multi-Chain	✓	✓	✓	✓	✓	✓		✓	✓
Global Liquidity	✓	✓	✓	✓		✓		✓	✓
Minimal Slippage	✓	✓	✓	✓	✓	✓		✓	✓
Swaps	✓	✓	✓	✓		✓	✓	✓	✓
1-Click Cross-Chain SWAPS								✓	✓
1-Click Cross-Chain TOKEN TRANSFERS					✓			✓	✓
ETH Vault			✓					✓	✓
Highest APY								✓	✓
NFTs									✓
Revenue share									✓
Aggregated pools/farms									✓

Liquidity aggregation

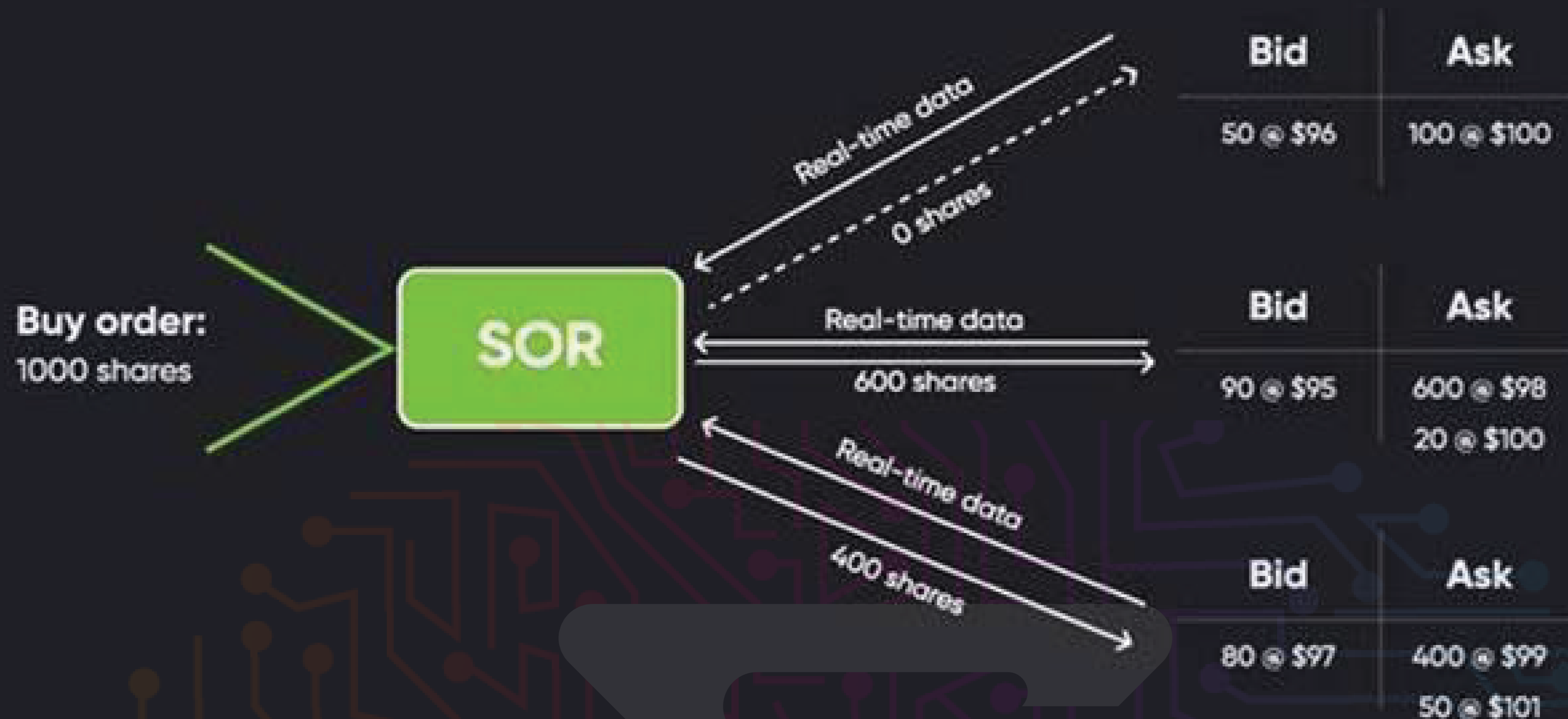
ZELTA allows you to access all your trading activity and see your portfolio performance on one unified and easy-to-use dashboard. Connecting to ZELTA effectively means supercharging all of the platforms you currently hold crypto on. The liquidity in all of your accounts becomes free flowing, collectively calculated, and displayed on our dashboard. This essentially means that any account you connect to ZELTA, whether it be a CEX, DEX, Wallet, or NFT marketplace will be visible to you in a single place. The assets in the account will be instantly transferable and connected to the liquidity you have in all other accounts.

THE TECHNOLOGY

Smart order routing

When trading assets on ZELTA, users will receive the best possible deal from the entire global cryptocurrency market. To achieve this, each trade order is spread across multiple centralized and decentralized exchange markets to consistently result in the best-priced value from the available liquidity.





ZELTA EXCHANGE STRUCTURE

