

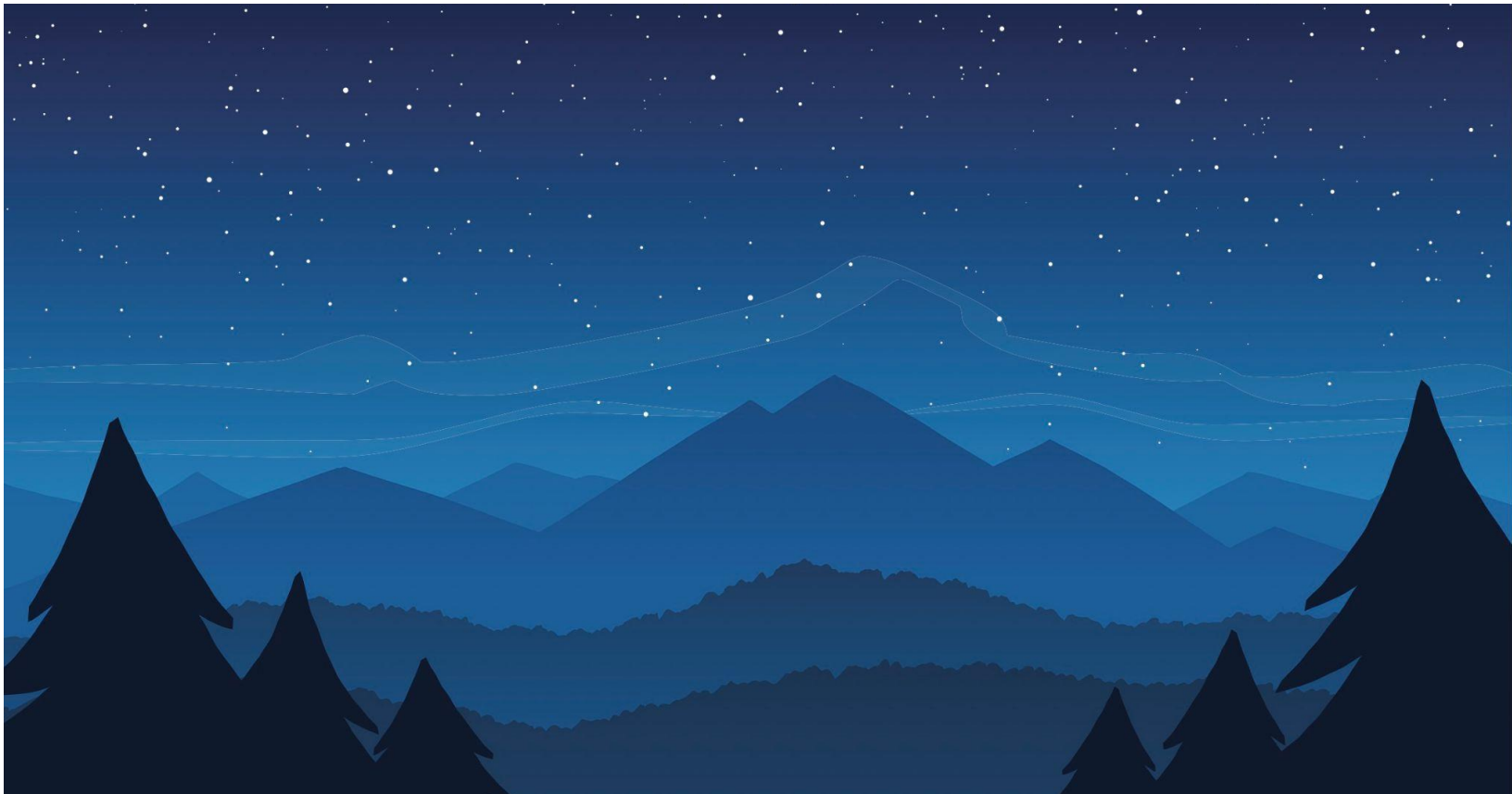


FOX FINANCE

The FOX Token Whitepaper

CHECK US OUT ON





Our Mission

At Fox Finance, our top priority is creating a platform where you can participate in making the world a better place. Before we even began to tackle topics like tokenomics or marketing plans, we asked ourselves questions about what we represent, what will remain essential to our identity as we grow, and how we can reward FOX holders for their part in saving our planet. As the name suggests, when we initially approached this idea, we knew we wanted to work towards protecting foxes as well as the other 41,415 animals found on the endangered species list. Due to the extent of man-made pollution, habitat destruction, global warming, poaching, and more, a majority of these incredible creatures are already teetering dangerously on the edge of extinction.

We recognize that the animals who share our world serve as a barometer for its health, and so we set our sights on how to tackle the larger issues at hand. None of us, foxes included,

have a chance at long term survival if drastic measures are not taken to reverse the effects of climate change. This is why we have devoted ourselves to giving individuals the power to protect and preserve our environment. We at Fox Finance will not rest until we have created a platform which can be used as a robust and dynamic tool in the fight to maintain this planet for generations to come.

Community Culture is important to us. We take on the traits of our beloved FOX:

1. Clever - At Fox, we don't sit back and watch the charts, we act in new and innovative ways. This core principle reminds us all to always look for ways to grow and build with the heart of a FOX IN ACTION.
2. Nimble - We move quickly, we're willing to take calculated risks if there's a chance to gain new ground or grow our community.
3. Friendly - A FOX is very friendly, and kind. We do not turn people away based on how much FOX they hold, nor for race, color, creed, gender, sexual preference, or any other factor. We are all FOXES IN ACTION, together.
4. Curious - This is the power that drives our constant reimagination of what the world could be if it was more like the FOX community. Through curiosity we build ideas and aspirations to be a multiplier for good in the world.

Why Cryptocurrency?

While concern for our environment and wildlife is a powerful and global force, it does not reach the magnitude of the power of money in influencing public decisions. Unfortunately, due to the nature of human progress the most money is usually to be gained by exploiting or damaging the very planet that we live on, not saving it.

But...

... What if financial success could be tied to wildlife preservation?

... What if there was a way to motivate and reward a community of investors both with profit and with the power of environmental change?

...and so in cryptocurrency we have a unique opportunity!

The crypto market has disrupted global finance, trade, and many more industries with unique capabilities to solve complex economic and social issues utilizing smart contracts and unique currency features (often called tokenomics).

The FOX Token is a utility token for Fox Finance, and a promising ecosystem of advocacy capabilities, financial tools, and wealth generation for both charity and investors.

Use Case Summary

We're an auto-staking token on the Binance Smart Chain that grants rewards for its holders. 6% of each transaction goes to liquidity with a rolling 4 year lock to protect the financial integrity and usability of the token, and another 6% goes to all token holders by stake. Our goal is to create an ecosystem and community of awareness focused on wildlife conservation through our advocacy platform FOXES IN ACTION.

Since inception, FOXES IN ACTION have performed multiple advocacy campaigns, rewarding the community for tasks such as planting trees and reducing plastic waste through reusable straws. We've virtually adopted several foxes through the World Wildlife Fund and provided other financial donations to worldwide wildlife organizations.

There are many ways you could categorize the FOX Token, but we prefer to think of it as both a Community and Charity Token. We seek to use our token's economic power to build greater communities of awareness on the Binance Smart Chain, and to make an impact in the world environment through donations, action, and new and emerging blockchain technologies.

Tokenomics Summary	
Initial Supply 1,000,000,000,000,000 FOX	Presale 400,000,000,000,000 FOX
Initial Liquidity 400,000,000,000,000 FOX	Dev Wallet 50,000,000,000,000 FOX
Initial Liquidity Lock 48 months	Marketing Wallet 100,000,000,000,000 FOX
Daily Manual Burn 1,000,000,000,000 for 50 Days	
Tax Distributed to Liquidity 6%	Tax Distributed to Holders 6%

Deep Dive: Vision & Tokenomics

Fox Finance is serious about healing the environment, but also understands that taking action is often not that easy or financially feasible. There are numerous roadblocks that prevent people and organizations from enacting meaningful change. Therefore our goal is to build a platform that combines raising capital, rewarding investors, and providing opportunities for charitable donations with cryptocurrency. Our community will dictate the environmental concerns important to them, and be a strong part in raising capital to meet these challenges.

With these concepts in mind, FOX has been created with a progressive, automatic burn mechanism to form a bond between our product and our goals while ensuring investors are not hampered by inflation or changing market conditions. With every FOX transaction

(purchase, sale, transfer), 6% of the transaction is sent to liquidity and locked over a rolling 48 month window. Another 6% is distributed to all token holders based on their total stake in the FOX Token. Included in this automatic staking mechanism is the Burn Wallet which is an inaccessible, out-of-circulation address. As the burn wallet receives more, it grows in stake and therefore receives a larger share of each transaction. Coupled with a 1T Token Burn each of the first 50 days, this presents a powerful and exponential burn mechanic to ensure both stability and growth of FOX over time.

After the first 50 days, we will assess the FOX mechanics and determine if further burn is required. However, we also have a secondary burn mechanism in effect, with a goal to consistently keep liquidity at 10% of circulating supply. Any unlocked liquidity above that 10% will also be burned.

These principles accomplish a number of key goals:

1. Reduces day-to-day volatility of the FOX Token's value
2. Provide a mechanism to award FOX holders simply by having FOX in their wallet
3. Creates financial conditions for exponential growth over time
4. Prevents mistreatment of funds through liquidity locking
5. Ensures increased usage of the FOX token, whether by users or by Fox Finance itself, benefits our investors

Tokenomics History (1 month check-in)

FOX was listed on PancakeSwap shortly after its presale for public trading. The initial price was 1 FOX = \$0.00000000000025 USD. This raised 5BNB, valued at approximately \$1,250 and launched FOX with a market cap of \$2,500.

After one month of public trading, the price of FOX (as of April 18, 2021) reached 1 FOX = \$0.000000030697 with an approximate market cap of \$30,700,000, a 12,280x increase. Also at that time, 57,708,623,505,391 FOX tokens had been burnt, giving the Burn Wallet a 5.771% stake in the total FOX holdings.

FOX Ecosystem

Obviously, a token that serves no purpose but to raise funds will not sustain market value over time no matter how good the tokenomics. That is why FOX is hard at work to develop a comprehensive, forward-thinking roadmap for crypto use in environmental concerns. This roadmap includes the following key components (more information can be found on our site at foxfinance.io and in our community channels).

Merchandise Marketplace

Fox Finance is working with AAA Graphic Designers, Game Artists, and 3D designers to bring amazing, cute, and fun merchandise to the market. This merchandise will primarily take on the form of Non Fungible Tokens (NFTs), digital merchandise minted under Fox's official ERC721-compliant contract FOXNFT. The Fox Marketplace will be a web3 enabled site hosted on foxfinance.io, and will accept FOX for art, gaming, 3D models, and more.

Foxes In Action

We firmly believe in change through action. We run continuous Foxes In Action events, prompting our community and hopeful FOX holders to perform acts of activism or awareness for the environment. These tasks include things like cleaning up trash, planting trees, using metal straws to reduce plastic waste, and more. For performing these tasks, eligible entries are rewarded in FOX tokens as a way to give back to our community for positive action towards our mission.

Trustless Donation Pipeline

Ultimately, the true value of FOX will come in the form of financial assistance to charities that are working diligently to save our world, usually with only fiat as a payment option. Our goal is to funnel funds from our various events and products as well as stake growth on charity holdings in a completely decentralized manner to charity organizations. This will be accomplished through a series of contracts and partnerships, working with organizations that operate in the blockchain and charities themselves to increase crypto adoption. The Trustless Donation Pipeline is an achievable goal thanks to the power of smart contracts, and will ensure that all charity contributions are trackable from earning to donation on the blockchain without human intervention or fear of misuse.

FoxDAO

The hallmark of a decentralized organization is that even its ongoing decisions are decentralized. To that end, Fox Finance seeks to develop FoxDAO, a Decentralized Autonomous Organization. This set of contracts and dApps will allow us to divest completely from the FOX contract, and utilize voting by stake to make decisions regarding the FOX network. These decisions can include any changeable parameters of the FOX Token Contract, and will ensure a strong decentralized practice based on holder commitment to the platform.

Further Products and Technology Use

Between our Marketplace, Foxes in Action campaigns, and the Trustless Donation Pipeline, we are hoping to bring a thriving, fun, and rewarding ecosystem to the Binance Smart Chain and to the world. However, the act of saving the environment is not something that stops at three core projects. We will continue to innovate and find ways to use our financial and technological capabilities to bring further aid to the wildlife that needs it, to foxes that need saving, and to the humans who ensure it gets done.

Token Quick Facts

Addresses	
FOX Token Contract	0xFAd8E46123D7b4e77496491769C167FF894d2ACB
FOXNFT Contract	0x55c5ac62262aa1810598e1953578ece74c2857ef
Marketing Wallet	0x84a7672ba74a5a2712a070ea7cfd0c3c4ffda73b
Dev Wallet	0xc12faf701d05af1cfabdefc770c3b3c7b59eae10
Burn Address	0x00
Liquidity Pool	0x3027ad7781700a03496613377152dba78c38fa55

URLs	
Website	https://foxfinance.io
BSCScan	https://bscscan.com/token/0xFAd8E46123D7b4e77496491769C167FF894d2ACB
DeepLock Proof of Locked Liquidity	https://deeplock.io/lock/0x3027AD7781700A03496613377152dBa78C38fa55
PancakeSwap	https://exchange.pancakeswap.finance/#/swap?outputCurrency=0xfad8e46123d7b4e77496491769c167ff894d2acb
1Inch	https://app.1inch.io/#/56/swap/BNB/FOX
Preferred Chart Bogged Finance	https://charts.bogged.finance/?token=0xfad8e46123d7b4e77496491769c167ff894d2acb
CoinMarketCap	https://coinmarketcap.com/currencies/fox-finance/
CoinGecko	https://www.coingecko.com/en/coins/fox-finance
Twitter	https://twitter.com/foxfinancebsc
Telegram	https://t.me/foxfinancebsc
Discord	https://discord.gg/9XZNnTnhqp