



**REFLEX FINANCE**

# WHITEPAPER

VERSION 3.0.2 | JUNE 2022

**\$REFLEX V2**

HYPER DEFLATIONARY REFLECTION TOKEN  
ON THE BINANCE SMART CHAIN



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# EXECUTIVE SUMMARY

**\$REFLEX V2**, our native token, is a hyper deflationary reflection token hosted on the Binance Smart Chain. It is based on an innovative liquidity generating protocol with additional staking opportunities. Its V1 version successfully launched February 5th, 2022, and **paid out over \$1 million in reflections to its holders within the first 48 hours.**

**Migration to the V2 version** of the contract was completed by end of April 2022. The migration was conducted to take advantage of opportunities to generate additional revenue for our holders, e. g. **cross-chain bridging to ETH, Avax, and Polygon**. The Reflex V2 contract is also built to be much more flexible and can easily be upscaled and upgraded without the need for any future migrations.

The transaction tax for \$REFLEX is 15% on all buys and sells. **Wallet-to-wallet transfers are currently tax-free.** In phase one, 8% of those taxes are redistributed to all token holders in stable \$BUSD. The remaining 7% ensures the progress of the project by covering for operations, marketing, utility development, and buyback and burn. In the second phase, the redistribution to shareholders will increase to 10% of the total volume.

**34.1% of the total supply was already burned** prior to launch, reducing the total overall supply of Reflex tokens.

All private sale buyers were contractually obligated not to sell their holdings for a period of at least 6 months after launch. Since launch, the Reflex Management has negotiated and successfully managed to secure control over a majority of these private sale tokens, **eliminating the risk of sell-offs after the initial vesting period.**

**Our core leadership is fully doxxed** and regularly represents Reflex Finance on public occasions. All their team tokens are vested and can never be sold. As such, the **team is only paid in \$BUSD reflections.** Transparency and integrity are commanding values at Reflex Finance, and they have earned us the trust of one of the most incredible communities in crypto: the **Reflex Legion!**

Reflex's first utility, the original **Reflex V1 Staking dApp**, was deployed ahead of schedule within two weeks after launch of V1. It was closely followed by the launch of the **Reflex Launchpad** on April 7th. The **Reflex Launchpad** is not only a platform set out to make investing into emerging crypto projects safer, but a whole ecosystem offering a multitude of B2B services dedicated to the long-term success of projects launching with us.

**Reflex Staking V2, Reflex Swap, and Reflex Farming** are already in the blocks and set to launch in May/June 2022. They will be followed by the first of a number of secret utilities we have in development and planning. These are high-volume and revenue generating utilities that either have not been seen before, or have unique features that will secure them a competitive advantage over existing solutions.

# TOKENOMICS

## PRE-LAUNCH TOKEN DISTRIBUTION

Prior to the official launch of \$Reflex V1 the token supply was allocated as following:

- 34.1%** burned to reduce overall supply from the start
- 14%** Reflex Treasury: tokens used to help fund swaps/exchanges, private investment sales, and strategic partnerships
- 14.9%** locked liquidity
  - 2%** team tokens and an additional **3%** reserved for future hires
- 32%** Presale

## CURRENT BREAKDOWN OF 15% BUY & SELL TAX (PHASE 1)



## FUTURE BREAKDOWN OF 15% BUY & SELL TAX (PHASE 2)

Phase 2 of the expanding rewards structure will be initiated once the main utilities are well established and the market capitalization has stabilized above \$100 million.



# ROADMAP

## Q1 2022

- KYC + Interfi Audits
- Pinksale Presale
- Marketing Campaign | CONTINUOUS
- PancakeSwap Listing
- Rewards dApp
- CoinMarketCap & CoinGecko Listing
- Charity Wallet
- \$REFLEX Staking Platform
- Listing at BitMart
- Listing at Safemoon Swap
- Launchpad, DEX, and Farming opened for applications
- **Merchandise | IN PROGRESS**
- Reflex Launchpad | Testing phase started 3/3/22

## Q1 COMPLETED

## Q2 2022

- Migration to Reflex V2
- Launch of Reflex Launchpad on 4/7/2022
- Listing on Affinity Adapt
- Launch of Reflex Staking V2 in cooperation with Brewlabs
- Listing on Digifinex
- Listing on EverSwap
- Launch of Reflex Swap & Farming
- Additional DEX and CEX listings
- Significant growth of holder base
- Team Expansion

## Q3 2022

- Team Expansion
- Sneak Preview of Secret Utility
- Additional DEX and CEX listings

## Q4 2022

- Secret Utility Launch
- Team Expansion
- Reflex Influencer Marketplace
- Additional DEX and CEX listings

# CONTINUOUS **ACTIVITIES**

## **GROWTH** MARKETING

Marketing efforts have been in full swing since launch in early February. Building on the impressive organic growth on all social media presences, we utilize a growth marketing strategy with a healthy mix of influencer, article, and banner marketing, targeting potential investors, business partners, and project owners all over the Globe.

Currently, a number of campaigns on various social media channels and platforms are underway, and our efforts are going to be multiplied once our main utilities are in full operation mode.

A uniform corporate branding strategy has been developed and implemented consistently throughout the whole Reflex Finance ecosystem, emphasizing Reflex's professional approach and substantiating our claim to become one of the top names in the DeFi space.

## STRATEGIC **PARTNERSHIPS**

Crypto is still in its infancy and there is room for everyone. That's why we at Reflex Finance value collaboration over competition and are on a constant lookout for partnerships that benefit our utilities, our holders, and the crypto community as a whole.

Thanks to our experience in the space and our extensive network, we have already announced a number of valuable strategic partnerships and we will continue to build, optimize, and add to these relationships in order to maximize the potential gains of these cooperations for all parties involved.

## **TEAM** EXPANSION

We grow with our challenges - and so does our team. With the first new team members added shortly after launch, Reflex Finance has continuously expanded its workforce and currently employs more than 30 individuals, including 7 core team members, a board of advisors, an in-house developer team, and the best group of freelancers, admins, and mods a tech company could wish for.

# REFLEX LAUNCHPAD

AN **ECOSYSTEM** DEDICATED TO THE **SECURITY**  
AND **SUCCESS** OF **CRYPTO PROJECTS**

Reflex Launchpad has been developed with one main idea in mind: the security of your investment in crypto and the success of the projects launching with us! No more unknown factors, no more rug-pulls, just safe token launches.

Tokens launching in our Gold and Silver Tiers are subject to a rigorous vetting and auditing process that reduces the investment risks for buyers of these tokens to a minimum.

To further ensure the success of these projects, Reflex Finance offers a broad portfolio of services ranging from pre-launch marketing and community building, including advertising and PR, up to getting tokens fast-tracked for listing on important sites like CoinMarketCap and CoinGecko after a successful launch. Our goal is to provide projects with all the tools and information needed to get started and succeed in the crypto space.

Reflex Launchpad is constantly evolving and over time will provide a number of unique and previously unseen features. These will be combined with all the tools needed to move around the crypto space on a daily basis. Visit the Reflex Launchpad now at

**[launch.reflexfinance.com](https://launch.reflexfinance.com)**



# THE TEAM

A project with the ambitions of Reflex Finance naturally requires a small army of talent and an experienced leadership team to keep them organized and on track. The main leadership of Reflex Finance is of course fully doxxed and all core team members have completed KYC.



## Myles F. Tweedy

### Chairman & President

A proven leader in executive management and an operations expert, Myles is our trusted chairman & president.



## Ryan Arriaga

### Chief Executive Officer

As a pragmatic visionary and market disruptor, Ryan is a two-time acquired serial entrepreneur with over 15 years of leadership experience in the tech industry. Ryan's contribution to startups like SafeMoon and fortune 100 enterprise companies like Oracle offer a well-rounded level experience integral to scaling ambitious companies like Reflex Finance.



## Raymond Sales

### Chief Operations Officer

An experienced leader, our Raymond has lent his expertise in the organizational goals, analytics, and strategies of various projects across the U.S. He has spent the past five years serving on several successful crypto projects.



## CRYPfoo

### Chief Financial Officer

An award-winning wealth advisor, professional investor, and specialized business consultant, CRYPfoo has had a long-term and successful career managing the wealth of high net-worth individuals.



## Crypto Rabbit

### Chief Communications Officer

With over ten years' worth of experience in the financial sector managing employees, operations, and marketing, our CCO has a passion for social media and building positive communities in the crypto space.



## Ryan Bessem

### Chief Blockchain Officer / Dev Lead

A blockchain expert with a background in international business relations, finance, and accounting, Ryan is the architect and Co-Founder of Reflex Finance.



## Wayne Lambeau

### Chief Marketing Officer

An entrepreneur with over 25 years of experience in marketing, media production, social media, and project management, Wayne serves as our CMO and has since April 2022.



## Jennifer Ebrecht

### Legal Counsel

Jennifer is an international tax lawyer with extensive experience in advising companies in sophisticated tax and corporate restructurings, tax planning, and BEPS consulting. Her key areas of expertise include digital economy, FinTech, cryptocurrency, and blockchain.



# REFLEX LEGION

## THE BACKBONE OF REFLEX

Every token is just as strong as the community rallying behind it and we are incredibly fortunate to have the support of one of the most dedicated communities in crypto.

Our community flies the banner of Reflex Legion and has shown an unbelievable support of Reflex Finance since day one.

Their promotional efforts on social media and in real life, their beautiful content and artwork, and their will to share our vision everywhere have made our journey unforgettable in many ways.

Reflex Legion is still the main pillar of organic growth over all channels and we are humbled to have such great people backing this project and their investment in such a dedicated manner.

We invite you to join Reflex Legion as well and connect with us and your fellow investors via our social channels. Or you can pick up the direct line and join one of our numerous AMAs which are held frequently on Twitter, Telegram, and Discord.

We look forward to welcoming you to the **#ReflexLegion**.





**REFLEX FINANCE**

**REFLEX V2 CONTRACT ADDRESS**

0x2f499c6DA2C84063BB7e0CB1C478687210cDB615

