

ELUX TOKEN WHITEPAPER 2025

- Eco-Luxury Blockchain Ecosystem
- 5-Star Boutique Hotels
- Dubai, United Arab Emirates



EXECUTIVE SUMMARY



ELUX Token is a BEP-20 utility token designed to support and enhance the development of a 150-room eco-luxury boutique 5-star hotel in Dubai.

The project integrates traditional hospitality development with blockchain-based utility, offering a hybrid financial and experiential model.

Key Highlights

- **Real Asset Development**
ELUX directly supports the creation of a premium, real-world hospitality asset in one of the world's strongest tourism markets
- **High-Demand Market**
Dubai attracts over 17 million visitors annually, with increasing demand for boutique, wellness-oriented luxury properties
- **Investment Appeal**
 - Real hospitality development
 - A differentiated eco-luxury boutique concept
 - Transparent funding via blockchain
 - Real-world token utility
- **High-Demand Market**
Dubai attracts over 17 million visitors annually, with increasing demand for boutique, wellness-oriented luxury properties
- **Eco-Luxury Experience**
The hotel delivers sustainable architecture, curated experiences, personalized service, and wellness-centered design.

Token Utility

- Payments
- Membership tiers
- Room upgrades
- VIP events
- NFT experiences
- Exclusive benefits

Female-Led Innovation

A strong female leadership vision provides differentiation in a traditionally male-dominated sector.

ELUX merges luxury, sustainability, technology, and community into a high-value hospitality brand.

Dubai Luxury Hospitality Tokenization

OVERVIEW: A blockchain-powered eco-luxury 5-star boutique hotel in Dubai.

Token: BEP-20 utility token (0xC90466BbcF87620EC595179876921B52F9b71931).

◆ VISION:

- ◆ Establish a high-end boutique hotel brand.
- ◆ Enable transparent early-stage token participation.
- ◆ Provide real hospitality utilities.
- ◆ Create a luxury membership ecosystem.
- ◆ Plan international expansion post-launch.

◆ TARGET AUDIENCE:

- ◆ Institutional investors
- ◆ Real estate developers
- ◆ Hospitality partners
- ◆ High-net-worth individuals

TOKEN HOLDER BENEFITS:

- ◆ Preferential booking
- ◆ Exclusive membership tiers
- ◆ Access to VIP events
- ◆ Token payments for services
- ◆ Community governance
- ◆ Future utility expansions

◆ LEADERSHIP:

- ◆ Founder & CEO
Blandine Nicole Nguimzon Tanefo
(female-led)

◆ CONTACT: ◆

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PROJECT OVERVIEW

ELUX is a next-generation hospitality project that combines a physical luxury hotel with Web3 innovation, allowing investors and guests to interact with the hotel in new and meaningful ways.

◆ Pillar 1: 5-Star Eco-Luxury Boutique Hotel (150 Rooms)

The ELUX Hotel offers:

- High-end architectural design
- Sustainable construction practices
- Wellness-focused services
- Tailored sensory environments

The 150-room size ensures exclusivity while remaining operationally efficient.

◆ Pillar 2: Tokenized Hospitality Ecosystem

The ELUX Token allows for:

- Real-world payment utility
- Membership tier access
- Loyalty rewards
- On-chain governance participation

This creates transparency, engagement, and financial accessibility.

◆ Pillar 3: Long-Term Brand Vision

ELUX aims to become:

- A recognized eco-luxury hospitality brand
- A multi-property lifestyle identity
- A global blockchain-powered membership network

Dubai is the starting point — *the vision is global.*

MISSION STATEMENT

The mission of ELUX is to redefine luxury hospitality through sustainability, innovation, and personalized guest experiences, while empowering a new generation of participants through blockchain technology.

Mission Pillars

Sustainable Luxury

Premium comfort with reduced environmental impact

Boutique Excellence

Intimate, curated 5-star experiences



Technological Innovation

Web3 integration for transparency and utility



Community Empowerment

Early participation in a real hospitality project

Brand Promise

Every guest and token holder will experience:

- Luxury crafted with intention
- A sense of belonging
- Trust through transparency
- Innovation blended with comfort

– VISION & IDENTITY OF ELUX



ELUX is not just a hotel or a token — it is a luxury brand vision merging hospitality, sustainability, and digital innovation.

The Vision

To create a world-class eco-luxury 5-star boutique hotel in Dubai that blends:

- Refined architecture
- Sustainable principles
- State-of-the-art technology
- Premium guest experiences
- Web3-enabled services

◆ Brand Identity

- Eco-conscious luxury
- Curated, intimate experiences
- Architectural elegance
- Digital innovation

Brand Identity

ELUX represents:

- Eco-conscious luxury
- Curated, intimate experiences
- Architectural elegance
- Digital innovation

◆ Emotional Positioning

ELUX appeals to guests seeking:

- Meaningful luxury
- Quiet sophistication
- Authentic, lifestyle-driven travel





— THE VALUES —



1. EXCELLENCE

- Design & Service
- Operational Quality
- Brand Partnerships



2. INTEGRITY & TRANSPARENCY

- Trust & Accountability
- Clear Tokenomics
- Regulatory Compliance



3. SUSTAINABILITY

- Eco-Friendly Materials
- Energy Efficiency
- Waste Reduction



4. INNOVATION

- Blockchain & Tech
- Web3 Solutions
- NFT Memberships



5. HUMAN-CENTERED EXPERIENCE

- Empathy & Inclusion
- Personalized Service
- Emotional Comfort



6. COMMUNITY & BELONGING

- Events & Engagement
- Governance Participation
- Token Holder Benefits



7. LONG-TERM VISION

- Sustainable Growth
- Global Expansion
- Strategic Planning

WHY DUBAI? MARKET OPPORTUNITY

Dubai is a global hub for luxury hospitality, tourism, and innovation, making it a strategic launch location for ELUX.



Tourism Strength

17+ million international visitors annually.
Fast recovery. High-growth destination.



Strong Luxury Demand

High-spending travelers.
Boutique & wellness demand rising.



Macro-Economic Stability

Zero income tax. Stable currency.
Investor-friendly regulations.



Sustainability Vision 2040

Green buildings. Energy efficiency.
Investor-friendly regulations.



Underserved Boutique Segment

Dominated by mega-resorts.
Rare 5-star eco-luxury boutique hotels.

MARKET ANALYSIS: HOTEL POSITIONING

Dubai's hospitality market is competitive yet fragmented, leaving a strategic gap for a boutique eco-luxury 5-star property.

1. Market Landscape



Ultra-Luxury Mega Resorts

Large-scale, entertainment-driven, high operating costs, limited intimacy.



Business Luxury Hotels

Corporate-focused, high traffic, limited emotional identity.



Midscale Lifestyle Hotels

Affordable, functional, low personalization



Boutique Hotels

Few in Dubai, rarely eco-focused, often not true 5-star.



ELUX Positioning:

A rare 5-star eco-luxury boutique hotel with real differentiation.

2. Demand Trends

- ✓ Growing preference for intimate, personalized stays.
- ✓ Rising eco-conscious luxury travel
- ✓ Strong demand for experience-based hospitality.

3. Target Guest Segments

- ✓ High-income leisure travelers,
- ✓ Wellness and retreat guests.
- ✓ Business elites seeking boutique comfort.
- ✓ Web3 and crypto-native travelers.

4. Positioning Summary

- ✓ Boutique 5-star
- ✓ Eco-luxury
- ✓ Design-driven
- ✓ Technology-enhanced

PAGE 8 – HOTEL DESCRIPTION

The ELUX Boutique Eco-Luxury Hotel features 150 rooms and curated premium amenities.

1. Room Categories

- ✦ **Deluxe Rooms** Entry-level luxury, smart controls, elegant design
- 🏠 **Premier Rooms** Larger layouts, enhanced interiors.
- 🏢 **Executive Rooms** Work-friendly, premium amenities.
- 🏡 **Junior Suites** Lounge areas, luxury bathrooms.
- 🏰 **Signature Suites** Panoramic views, VIP services

3. Guest Experience Highlights

- ✓ Aromatherapy welcome.
- ✓ Personalized check-in.
- ✓ Sensory room ambiance.
- ✓ Curated music identity.
- ✓ Eco-friendly luxury toiletries.

2. Signature Amenities

- ✓ Fine dining restaurant.
- ✓ Rooftop lounge.
- ✓ Infinity pool.
- ✓ Spa & wellness center.
- ✓ Fitness studio.
- ✓ Concierge & chauffeur services.
- ✓ Business meeting rooms.
- ✓ Event spaces.

4. Wellness Identity

The wellness offering includes:

- ✓ Massage therapy.
- ✓ Hydrotherapy.
- ✓ Sauna and steam rooms.
- ✓ Mindfulness sessions.
- ✓ Health-focused cuisine.



0 – ARCHITECTURE & DESIGN CONCEPT

ELUX architecture merges modern eco-luxury, elegant minimalism, and sustainable materials.

1. Architectural Philosophy

-  **Natural light**
Premium materials.
-  **Simplicity and harmony**
Calm, refined environments.
-  **Executive Rooms**
Work friendly, premium amenities
-  **Junior Suites** Lounge areas,
luxury bathrooms

Biophilic Design

- ✓ Indoor greenery
- ✓ Natural stone and wood
- ✓ Vertical gardens
- ✓ Water features

3. Sustainable Materials

- ✓ Recycled wood.
- ✓ Low-VOC paints.
- ✓ Eco-certified furnishings.
- ✓ Natural textiles.

4. Energy-Efficient Design

- ✓ Double-glazed windows.
- ✓ Heat-reflective glass.
- ✓ Advanced insulation.
- ✓ Smart LED lighting.

5. Interior Experience

Warm lighting, muted tones, high-quality textiles, and curated sensory details create a tranquil luxury atmosphere.



THE ELUX TOKEN ECOSYSTEM

The ELUX Token ecosystem integrates hospitality, blockchain utility, and premium membership into a unified experience.

1. Token as Hospitality Utility

-  Natural light
-  Premium materials
-  Service payments
-  Membership access
-  Exclusive benefit redemption

This creates continuous real-world demand.

2. Token as Digital Membership Key

Token ownership grants access to:

- ✓ Membership privileges
- ✓ VIP programs
- ✓ Exclusive booking windows

Membership is portable, secure, and recorded on-chain.

3. Token + NFT Hybrid Model

- ✓ NFT tiers (Gold, Emerald, Diamond) unlock:
- ✓ VIP experiences • Complimentary benefits • Private events.

Together, they form a luxury Web3 ecosystem.

4. Token as Payment Method

- ✓ ELUX Token can be used for:
- ✓ Rooms
- ✓ Spa and dining
- ✓ Wellness experiences
- ✓ Transportation services.

5. Token + NFT Hybrid Model

ELUX Token can be used for:

- ✓ Rooms.
- ✓ Spa and dining.
- ✓ Wellness experiences.
- ✓ Transportation services.



SMART CONTRACT OVERVIEW

ELUX Token is built on the BEP-20 standard on BNB Smart Chain.

1. Blockchain Choice



Advantages include:

- ✓ Low transaction fees
- ✓ High-speed confirmations
- ✓ Broad wallet compatibility
- ✓ Scalability for hospitality payments

This creates continuous real-world demand.

2. Contract Address

0xC90466BbcF87620EC5951798763AB52F9B71931

- ✓ Publicly verifiable
- ✓ Verified on BscScan
- ✓ Open-source transparency

3. Technical Specifications

Parameter	Value
Standard	BEP-20
Name	ELUX Token
Symbol	ELUX

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Parameter	Value
Standard	BEP-20
Name	ELUX Token
Symbol	ELUX
Decimals	18
Total Supply	100,000,000
Minting	Disabled
Burning	Disabled
Tax	0%

Ownership: Renounced after deployment & validation



— TOKEN UTILITY A: GUEST BENEFITS

ELUX Token delivers tangible guest advantages.



Key Benefits

- ✓ Preferential room rates (5%–20%+)
- ✓ Complimentary upgrades (subject to availability)
- ✓ Priority check-in and check-out.
- ✓ Early access to promotions.
- ✓ Personalized welcome amenities

Token usage enhances loyalty and service personalization.



Vesting Policy

- ✓ Off-chain vesting applies:
- ✓ Seed Investors: 12 months.
- ✓ Team Allocation: 12 months.

Tokens are released progressively based on milestones:

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5. Security Measures

- ✓ Pre-launch testing.
- ✓ Recommended external audit
- ✓ Liquidity lock implementation
- ✓ Continuous monitoring:

6. Wallet Compatibility



METAMASK



Trust Wallet



BINANCE WALLET



SafePal



— TOKEN UTILITY B: ELUX MEMBERSHIP CLUB

A tiered blockchain-based membership system.

Gold Membership

- ✓ Priority booking
- ✓ Promotions access
- ✓ 5–10% room discounts
- ✓ Personalized welcome

Emerald Membership

- ✓ All Gold benefits
- ✓ Room upgrades
- ✓ Spa discounts
- ✓ Early check-in / late check-out

Diamond Membership

- ✓ All Emerald benefits
- ✓ Annual complimentary night
- ✓ Signature Suite access
- ✓ Chauffeur services
- ✓ VIP event invitations

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Gold Membership

- ✓ Priority booking
- ✓ Promotions access



Emerald Membership

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Diamond Membership

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— TOKEN UTILITY C: PAYMENT SOLUTIONS

ELUX Token functions as a borderless payment method.

-  Room payments
-  Spa & wellness services
-  Dining and lounges
-  Transportation and chauffeur services
-  Events and experiences

Benefits include fast transactions, no currency exchange friction, and exclusive privileges.



– TOKEN UTILITY D: GOVERNANCE

ELUX introduces a soft governance model.

Governance Scope

- ✓ New services
- ✓ Design updates
- ✓ Membership benefits
- ✓ Expansion concepts

Governance Tools

- ✓ On-chain polls
- ✓ Snapshot-style voting
- ✓ Token-weighted participation

This strengthens engagement and long-term brand loyalty



— TOKENOMICS OVERVIEW

ELUX Token features a transparent, utility-driven tokenomic model aligned with long-term hospitality development.

Total Supply

- ✓ 100,000,000 ELUX tokens
- ✓ Fixed supply
- ✓ No minting
- ✓ No inflation

Token Distribution

- ✓ On-chain polls
- ✓ Snapshot-style voting
- ✓ No sudden unlocks
- ✓ Milestone-based release

Token Distribution

Allocation	Percentage	Purpose
Seed Investors	60%	Pre-development & early-stage financing
Liquidity Pool	20%	Market stability and trading liquidity.
Team	10%	Leadership & execution (vested)
Community & Partnerships	10%	Marketing, incentives, collaborations

All non-liquid allocations are subject to vesting.

Zero-Tax Structure

- ✓ No buy or sell tax
- ✓ No hidden fees
- ✓ Smooth trading conditions

Utility-Driven Value

- ✓ Token value is supported by:
- ✓ Hotel payments
- ✓ Membership access
- ✓ NFT privileges



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04170 — HOTEL FINANCIAL MODEL (ABRIDGED)

The financial model targets premium profitability through boutique positioning.

1. Revenue Streams



Room Revenue (60–65%)

- 150 rooms
- ADR: \$400–\$550
- Occupancy target: ~72%



Food & Beverage

- Fine dining
- Rooftop lounge
- Pool bar

Profit margin: 30–45%



Spa & Wellness

- Treatments, packages, memberships
- Margin: 40–55%

Margin: 40–55%



Events & Experiences

- Corporate meetings
- Private events
- Web3 gatherings

Margin: 45–55%



Retail & Merchandise

- Eco-luxury products
- Branded items

Margin: 60–70%



Token-Based Revenue

- Token payments
- NFT sales



Room Revenue (62%)
Food & Beverage (18%)
Spa & Wellness (8%)
Events & Experiences (6%)
Retail & Merchandise (4%)
Token-Based Revenue (2%)

KEY OPERATING METRICS & PROFITABILITY

KEY OPERATING METRICS & PROFITABILITY

ELUX demonstrates strong financial performance through boutique positioning, targeting premium profitability.

KEY FINANCIAL METRICS

\$	ADR (Average Daily Rate) \$400-\$550
🔑	Occupancy ~72%
📅	RevPAR (Revenue per Available Room) \$290-\$390
📊	GOP Margin Target: 40-50% Target: 28-35%
💎	EBITDA Margin Target: 28-35%

PROFIT MARGINS BY DEPARTMENT

🔑 Rooms	50-60%
🍽️ Food & Beverage	30-45%
🌸 Spa	40-55%
🍷 Events	45-55%
🔑 Rooms	50-60%
🍽️ Food & Beverage	30-45%
🍷 Spa	40-55%



FOUNDATION & FUNDING PHASE (2025)

1 - FOUNDATION PHASE

Key Deliverables

- ✓ Brand identity and positioning
- ✓ Whitepaper & investor materials
- ✓ Smart contract deployment
- ✓ Community launch
- ✓ Early partnerships

This phase establishes credibility and technical foundations.

2 - FUNDING PHASE

Key Objectives

- ✓ Seed investment round
- ✓ Private token sale
- ✓ Pre-sale expansion
- ✓ Liquidity pool deployment

Supporting Activities

- ✓ Feasibility and environmental studies
- ✓ Architectural planning
- ✓ Land negotiations
- ✓ Legal compliance

ROADMAP:



DEVELOPMENT & LAUNCH PHASE (2027)

1

- DEVELOPMENT MILESTONES 2027 (FINAL CLEAN)

- ✓ Groundworks and foundations
- ✓ Superstructure construction
- ✓ MEP installation
- ✓ Interior fit-out
- ✓ Technology integration



- LAUNCHED PHASE (2028 } FINAL CLEAN) 2028 (FINAL CLEAN)

- ✓ Pre-opening marketing
- ✓ Staff recruitment and training
- ✓ Soft opening
- ✓ Grand opening event
- ✓ Activation of token utilities



NFT VIP PROGRAM

ELUX introduces a three-tier NFT membership program.



Gold NFT

- ✓ Priority bookings
- ✓ Member-only promotions

Emerald NFT

- ✓ Suite upgrade eligibility
- ✓ Wellness benefits

Diamond NFT

- ✓ Complimentary stays
- ✓ Signature Suite access
- ✓ VIP transportation
- ✓ Exclusive events

NFTs act as digital luxury access keys.

PAO L E V E N J O F A N D P A R T N E R S H I P S



BRAND PARTNERSHIPS

Strategic partnerships strengthen ELUX's ecosystem.



PARTNERSHIP CATEGORIES

PARTNERSHIP CATEGORIES

-  Eco-luxury brands
-  Wellness & spa leaders
-  Automotive & mobility
-  Art, culture & fashion
-  Web3 & technology partners



Partnerships enhance guest experience and revenue diversification.

COMMUNITY DEVELOPMENT

The ELUX ecosystem is built around a strong, engaged, and long-term community.

The community is not merely a group of token holders, but the foundation of the brand.

1. COMMUNITY PILLARS

- ◆ Transparency
Regular updates on development, token economics, and milestones
- ✓ Inclusion
Open participation through token ownership
- ✓ Utility
Tangible benefits linked to real hospitality services

2. DIGITAL CHANNELS

- ✈ Telegram
- 🐦 Twitter (X)
- 📷 Instagram
- 📺 Medium
- in LinkedIn

Content includes project updates, behind-the-scenes progress, education, and announcements.

3. AMBASSADOR PROGRAM

- 👤 Hospitality influencers
- 🌱 Sustainability advocates
- 👩 Women leadership voices
- 🎓 Web3 educators
- 👛 Luxury travel creators

This supports visibility, trust, and ecosystem adoption.

WOMEN-LED LEADERSHIP ADVANTAGE

ELUX is founded and led by a visionary female entrepreneur, providing a strategic differentiation in luxury hospitality.

KEY ADVANTAGES

- ✓ Strong emotional intelligence and guest sensitivity.
- ✓ High attention to design, aesthetics, and experience curation.
- ✓ Long-term sustainability-oriented leadership.
- ✓ Alignment with Dubai's support for women-led enterprises.

Partnerships enhance guest experience and revenue diversification.

ENVIRONMENTAL IMPACT & ENERGY EFFICIENCY

Sustainability is embedded into ELUX's design and operations.

CORE SUSTAINABILITY MEASURES

- ✓ High-efficiency HVAC systems
- 🏠 Smart room energy management
- 💡 100% LED lighting with intelligent controls
- ♻️ Solar energy integration
- ⚙️ High-performance building insulation
- 📦 Water efficiency and recycling systems

- ✓ Upt in are energy reduction
- ✓ 10 or 40% water consumption reduction
- 🔄 Lower operating costs with improved guest comfort

TARGET IMPACT

- Up to 30% energy reduction
- Up to 40% water consumption reduction
- Lower operating costs with improved guest comfort.

CERTIFICATIONS



LEED
Gold
Core
Rating

COMPETITIVE ANALYSIS

Dubai's hospitality market is dominated by large-scale luxury hotels, while eco-luxury boutique properties remain rare.

COMPETITIVE CATEGORIES

COMPETITIVE CATEGORIES	Mega Resorts	Business Luxury Hotels	Midscale Hotels	Boutique Hotels	ELUX
 Mega Resorts Iconic but impersonal	✓	✗	✗	✗	✓
 Business Luxury Hotels Corporate-focused, low emotional value	✗	✗	✗	✗	✓
 Midscale Hotels Functional, non-premium	✗	✗	✗	✗	✓
 Boutique Hotels Limited, rarely eco-focused					
ELUX DIFFERENTIATION					
✓  Eco-luxury architecture					
✓  Blockchain-powered hospitality utilities					
✓  Boutique scale (150 rooms)					
This creates a clear and defensible market position.					



TECHNOLOGY INTEGRATION

Technology enhances guest experience and operational efficiency.

KEY SYSTEMS

-  Smart-room automation
-  Digital guest profiles
-  Web3 payment integration
-  Blockchain-based membership
-  Advanced PMS and CRM
-  AI-driven analytics

Technology ensures ELUX is future-ready at launch.



LEGAL & COMPLIANCE FRAMEWORK

LEGAL & COMPLIANCE FRAMEWORK

ELUX follows strict legal and regulatory standards.



COMPLIANCE AREAS

- UAE hospitality licensing
- Dubai Municipality & Civil Defense regulations
- UAE VARA guidelines
- KYC/AML for token sales
- GDPR and UAE data protection laws

TOKEN POSITIONING

ELUX Token is a utility and membership token only.

It does not represent:

- X Equity
- X Ownership
- X Profit-sharing
- X Dividends

This framework protects both the project and participants.



RISKS & MITIGATION STRATEGIES

KEY RISKS

- 📉 Market volatility
- 📅 Construction delays
- 📜 Regulatory evolution
- 🔧 Technology adoption challenges
- 📄 KYC/AML for token sales

MITIGATION MEASURES

- ✓ Boutique-scale risk control
- ✓ Professional project management
- ✓ Legal advisory in Dubai
- ✓ Dual fiat and token payment systems:
- ✓ Conservative budgeting

Risk management is proactive and transparent



DISCLAIMER



This whitepaper is provided for informational purposes only and does not constitute:

- ⚠ Financial advice
- ⚠ Legal advice
- ⚠ Investment advice
- ⚠ A securities offering

ELUX Token is a utility token intended for:

- ✓ Hotel service access
- ✓ Membership programs
- ✓ Loyalty benefits
- ✓ Governance participation

Participation involves risk.
All stakeholders must conduct their own due diligence.



UPDATES & TRANSPARENCY COMMITMENT



This document may be updated to reflect:

- ✓ Architectural changes
- ✓ Regulatory developments
- ✓ Utility enhancements
- ✓ Project milestones

ELUX commits to ongoing transparency and communication with its community and partners.

Participation involves risk.
All stakeholders must conduct their own due diligence.



CONTACT & FINAL NOTES

Official Contacts

 Website: www.elux-token.com

 General: contact@elux-token.com

 Founder & CEO: ceo@elux-token.com

 Telegram: <https://t.me/edenluxurytoken>

 Smart Contract:

0xC9046BBCFF87820EC5951798769211
B552F9b71931

 Corporate Location:

Dubai, United Arab Emirates
(Exact address to be added upon incorporation)

