



WHITEPAPER

DEFI'S #1 PASSIVE INCOME ECOSYSTEM

WHITEPAPER

You found it!! Welcome to HODL's whitepaper; essentially HODL's project plan outlining the technical concepts that power the project, and how we are rewarding and protecting our HODLers.

TOKENOMICS

1,000,000,000,000,000 total supply

267,168,180,064,714 burnt tokens

30,700,000,000,000 team tokens

650,168,125,172,706 circulating supply

KEY STATS

Market Cap: \$ 971,630

Hodlers: 25,277

Liquidity Pool: \$ 217,456

Reward Pool: 18.36 BNB

Project Funds: 55,699.42 USD

BUY TAX (10%)

6% to BNB Reward Pool

1% to Reflections

2% to Liquidity Pool

1% to Marketing

TRANSFER TAX (10%)

6% to BNB Reward Pool

1% to Reflections

2% to Liquidity Pool

1% to Marketing

SELL TAX (10%)

6% to BNB Reward Pool

1% to Reflections

2% to Liquidity Pool

1% to Marketing

WHAT IS HODL?

HODL is a passive income ecosystem built on Binance Smart Chain (BSC). Our ground-breaking contract delivers a revolutionary mechanism to BSC ecosystem: Earn sustainable BNB and reflections just by holding. Not only that but our token is underpinned by the greatest brand name in crypto and a series of innovative products that our holders can enjoy in order to generate more passive income.

IN SUMMARY

HODL is more than a reward token; it is a platform and community making it easy for anyone to make money by investing in cryptocurrency. Our innovative ecosystem and initiatives are strategically chosen to ensure sustainable income for our holders. Here are some of the key features of our ecosystem:

- BNB rewards
- Reflections
- Reward stacking
- Sustainable reward pool
- Automatic LP generation
- Manual and automated token burns
- Anti-dump mechanism
- Anti-flip mechanism
- Tax-free tokens when reinvesting
- Upgradable proxy contract
- Market-leading brand
- Advanced dashboard
- Innovative products and utility
- NFTs sales revenue
- NFT staking pool
- Revenue generation from CEXs
- Our own DEX and reward token - HODLX
- Gaming and play-to-earn
- Our own meaningful charity

You can read more about our plans to help HODL become a multi-billion-dollar organization by viewing our [roadmap](#).

FOUNDING TOKENOMICS

Note - \$HODL is on its 3rd contract, having originally launched on May 3, 2021. The tokenomics below are from the launch. You can see live, up-to-date information on team tokens and burn wallet at the top of this page.

- Total Supply: 1 Quadrillion \$HODL
- 66.4% used for presale and launch. (100% of LP Locked for 6 Months)
- 5% used for airdrops (Locked until distribution)
- The founding team received 1%
- 23.4% burnt

CONTRACT HISTORY & TEAM

The original HODL contract was launched on May 3, 2021 by founding developer @HODLToken. The v1 token was then migrated to HODL 2.0 by @HODLToken, with this contract launching on Jul 22, 2021 to allow the project to introduce a series of new features. The process of migration required holders to swap their tokens via the HODL website due to the LP locks in place on HODL 2.0.

A new team took over the project and migrated to a 3rd and final proxy/upgradable HODL contract on Nov 10, 2021, led by Jeff Gilden as CEO. The migration was executed by an automated airdrop, requiring no input from holders. On Apr 27, 2022, Adam Roberts, former HODL CMO and COO took the role of CEO with Jeff Gilden moving to the role of CMO and Chairman (visit our [team page](#) to meet the HODL team).

Due to the nature of the blockchain, certain platforms still list the old contracts, however, we've gone to great lengths to remove as much of this information or to add migration notices to reduce any potential confusion.

BNB REWARDS

Our reward pool is the heartbeat of our project. When you hold HODL in your wallet, you get to enjoy BNB rewards by claiming from the reward pool, based on how much HODL you hold.

Simply visit the [claim page](#) on the website every 7-days, connect your wallet and claim your share of the reward pool! Your rewards are based on the percentage of the total supply you own – it is this percentage amount that you claim from the reward pool. The amount of BNB in the reward pool varies based on several things: volume, BNB price, wallet holders, the reward pool cap in place, etc.

The BNB in the reward pool is generated from taxes on buys, sells, and transfers of HODL. 6% of all buys, sells and transfers are taxed and the tokens are sold using a sell bot that liquefies the tokens into BNB. This BNB is sent to the reward pool and to date, HODL is the biggest paying BNB reward token in history!

Every investor will have to wait for a specific duration called a 'claim cycle' (date and time) to collect the BNB rewards – this is every 7-days and the next collection date can be viewed when you connect your wallet to the claim page on the website. If you miss your collection time/date, it will reset once you collect your rewards and reset for the next 7-days.

Whilst waiting for your rewards to be available, if you continue to add more than 25% (threshHoldTopUpRate) to your HODL token balance, the waiting duration will proportionally add up with the cycle (note - If you sell HODL it does not affect your cycle). For example, on the first

day of your cycle, if you add 30% more HODL to your token balance, you will have to wait: 30% * 7 days = 50.4 hours more. That means you can collect BNB after 9 days, 2 hours, and 40 minutes. If you add more than 100% HODL to your token balance, then you have to wait 7 days more. This will ensure investors can't game the system by adding more HODL at the end of each cycle.

BNB CLAIM TAX (*CURRENTLY AT 0%)

Investors who claim BNB rewards above certain thresholds will contribute to the marketing fund to give back a little and help further grow the project and the value of their investment. These taxes will be deducted from the BNB you are sent, as follows:

- Claim less than 0.1 BNB = you pay 0% tax
- Claim less than 0.25 BNB = you pay 0% tax
- Claim less than 0.5 BNB = you pay 0% tax
- Claim less than 0.75 BNB = you pay 0% tax
- Claim less than 1 BNB = you pay 0% tax
- Claim over 1 BNB = you pay 0% tax

*These taxes can be dynamically applied, however we are currently running them at 0% to offer maximum gains to our investors to ensure HODL offers more during bear-markets.

REFLECTIONS

1% of all buys and transfers and sales, is taxed and re-distributed to all holders as RFI static rewards (HODL tokens as reflections). The **burn address** is also a holder thus each transaction helps deflate the supply. This is another benefit for holders, HODL the token and get more tokens which will make the value of your holdings grow and increase your percentage share of claims from the reward pool.

REWARD STACKING

HODL Stack is class-leading innovation, allowing investors to stack their rewards in order to ensure smaller investors can claim rewards that are greater than the gas fee they pay when claiming rewards. To stack rewards you simply select 'stack' on the **reward claim page**, pay a small gas fee to stack them and that's it! When you're ready to collect your rewards, you simply select 'Unstack and claim reward' on the claim page. You can see how much reward you have and how much HODL you stacked along with when you first stacked.

This leading innovation ensures that HODL is the ultimate reward token for investors of all sizes.

SUSTAINABLE REWARD POOL

Our BNB reward pool has a cap that we manage. Holders can claim BNB from the reward pool every 7-days and take their share from the capped amount – for example, if the reward pool is capped at 20 BNB and you own 1% of the tokens, you will receive 1% of 100 BNB, every 7-days.

The cap on the reward pool is designed to ensure BNB reward payouts are consistent in times of lower volume and can accumulate in the pool in times of higher volume, ensuring long-term rewards are available.

When viewing the homepage of the website, you can see how much is in the BNB reward pool and when you connect your wallet when making a claim, you can see what the cap is in place at any time. By using a cap on the reward pool, we can ensure the BNB pool is sustainable despite variations in volume.

AUTOMATIC LP

2% of buys, transfers, and sells get added to the liquidity on PancakeSwap. This liquidity becomes locked away and inaccessible, once again raising the price floor each time a transaction is made. In addition, by adding to the liquidity pool the price will see more stability and sellers will be able to access their funds easily.

TOKEN BURNS

We've burnt more than ~27% of the total supply since launch and sent it to a **burn address**; as this address also participates in the protocol, it accumulates more tokens, thereby effectively removing them from circulation. There is no limit to the burn, the burn wallet will keep growing, increasing the scarcity of HODL. In short, HODL is a deflationary token.

In addition to automated burn protocols, we have run several manual burns and may continue to do so in the future. Having major burns controlled by the team and promoted based on achievements helps to keep the community rewarded and informed.

You can view the **initial burn of 10T** [here](#), executed on May 7 2021 (note - this was the v1 token and we've migrated to the 3rd and final HODL contract which is now an upgradable/proxy contract).

ANTI-DUMP MECHANISM

Many investors in crypto are familiar with the impact of big dumps. To help manage this issue, there is a maximum sell restriction in place of 250 billion tokens. We will review this cap with a goal of reaching a max sell amount of 1 trillion tokens, per address, per 24 hours in due course as our market cap grows.

ANTI-FLIP FEATURE

HODL is an investment strategy that revolves around holding on in order to make the biggest gains. Therefore, our contract reflects this strategy by applying additional taxes where new investors sell within the first 90-days, with these taxes distributed to the existing holders. The anti-flip tax feature applies the following taxes on top of the standard 10% on-chain transaction taxes:

- + 15% tax on sells within 24 hours
- + 12.5% tax on sells within 2-7 days

- + 10% tax on sells within 8-30 days
- + 5% tax on sells within 31-60 days
- + 2.5% tax on sells within 61-90 days

REINVESTMENT FUNCTION WITH BNB BOOSTER

When claiming rewards, investors are able to select either BNB, HODL tokens from reinvestment, or a combination of both. There is a slider built into our dApp, allowing investors to choose how much BNB or HODL to claim when collecting their rewards.

When reinvesting you pay no tax on the tokens you gain from reinvestment, and the BNB you would otherwise take from the reward will stay in the reward pool for the benefit of those claiming rewards! This is a great incentive to reinvest, which also benefits the wider investment community by keeping more BNB in the reward pool.

UPGRADABLE CONTRACT

Being able to continually innovate is absolutely critical to our project and future. Most contracts on the blockchain can not be amended once they are live and this hinders their ability to improve and optimize how the contract functions or prevents new and exciting features from being added. In some cases, loopholes that become exposed can't be fixed and can truly inhibit many projects from having a future.

HODL has an upgradable proxy contract allowing us to develop the contract at will, allowing us to deliver many exciting advantages:

- Optimize gas fees
- Add new contract features
- Remove redundant features to reduce gas fees
- Fix errors or loopholes if ever identified
- Keep up with the very latest trends

We are here to stay and this means being able to innovate and adapt to the market and our investors needs. By having an upgradable contract there is no limit to what we can achieve!

MARKET-LEADING BRAND

HODL is the biggest word in crypto and it is an incredible advantage to our project to own this name. Investors in crypto are familiar with the power and benefit of holding and this is a major draw to our project vs the other projects which often lack a credible name and brand. In addition, the name of our project also beautifully summarises the user journey – HODL the token and get rewarded!

We believe with our brand we can become a household name and revolutionize the entire cryptosphere, eventually establishing ourselves as a top 10 project.

DASHBOARD

We have developed the best dashboard in crypto helping our investors assess all aspects of the investment into HODL, including:

- BNB rewards received
- Reflections received
- Reinvestments made
- Plus access to project wallets, AMAs, and more

We are currently working on the HODL Dash v2 as part of our [roadmap](#) which will include even more features along with a new stunning UI, fully integrated into the HODL website.

PRODUCTS AND UTILITY

At the heart of our ambitions, we are building an ecosystem of products and utilities to help grow our project and reward pool. Products and utilities we've delivered so far include:

- HODL Dashboard
- NFTs
- HODL Physical Coins
- HODL App
- Plus many more are in the works

You can view more of the products and utilities we are set to deliver on our [roadmap](#).

NFT SALES

NFTs are a great way to generate revenue for the project and subsequently, the funds can be sent to the reward pool, and for developing the project to benefit our holders. HODL delivered an NFT series 'HODL Hands' in September 2021 over \$100,000 of BNB being sent to our reward pool (view the [HODL Hands gallery over at NFTKEY](#)). We will deliver more NFT ranges in the future to further generate revenues for the reward pool and will also add utility to HODL Hands to drive sales further.

NFT STAKING POOL

HODL Hands NFTs can be staked (coming soon) via the [HODLX DEX](#) to earn either \$HODL or \$HODLX with access to over 50% APR in addition to the exceptional utility we will be adding in the future. To add the NFTs to the staking pool is very simple and the gas fees are very low with them being on the Binance Smart Chain (BSC) network! By being able to stake HODL Hands NFTs, we are offering another exceptional opportunity to make strong returns in an innovative way, helping drive NFT sales to support further investments into the development of our ecosystem.

EXCHANGES

HODL is listed on multiple centralized and decentralized exchanges, helping us expand our reach and capture more investors from around the world. One of the additional benefits we utilize from exchange listings is the implementation of taxes that generate further funds for our BNB reward pool. Some of these taxes are made on the exchange and others from transfers in and out ([view our exchange listings here](#)).

In addition, we have established a trading team to help run market-making operations and trade on the exchanges we're listed on in order to generate trading revenues to further fund our BNB reward pool.

OUR OWN DEX & REWARD TOKEN

HODLX is HODL's Decentralized Exchange and reward token, bringing a number of benefits to our ever-expanding ecosystem, including:

- Capture the fees from buying and selling HODL to provide further funds for our BNB reward pool
- Offer staking services on the HODLX platform
- Offer farming services on the HODLX platform
- Provide investors with more ways to earn

You can view the HODLX price chart [here](#) and buy HODLX directly through our DEX.

GAMING WITH PLAY TO EARN

HODL has its own games fun games, which are free to play and currently hosted on our dedicated gaming site - HODL Games:

- HODL Ninja
- HODL Crush
- HODL Grab
- Moonshot

In the future, our NFTs will be integrated into the gaming ecosystem and play-to-earn features will be added to help generate additional revenues for the project and drive our NFT sales. In addition, high-score competitions in our **Telegram community** further promote our gaming platform and encourage engagement.

CHARITY

Many of our investors have been fortunate enough to make strong returns on their investments since our inception. We saw a lot of these investors in our community wanting to help others and share some of their rewards, which sparked the idea behind our charity – HODL Forward. We wanted to create our own charity and tie it in with the values of our token. The concept behind HODL Forward is for the project and its community to forward on some of the gains made from investing to help others. The charity has a wallet that we've loaded with enough tokens to claim BNB rewards, which can be used to help provide essential aid to those in need around the world. We have a **group** dedicated to supporting the charity, which identifies communities in need and delivers drives to distribute food and essential supplies (sanitary products, medical products, etc) using the BNB rewards the wallet accumulates.

[Check out our charity stories here](#) and donate to the wallet to help positively impact more lives.

WHY INVEST INTO HODL?

HODL is the strongest brand in crypto and we're on our way to building DeFi's #1 passive income ecosystem with a sustainable BNB reward pool at its center. This combination has seen us position ourselves as the market-leading BNB reward token with the biggest payouts in history – yet we have only just begun!

With HODL you can enjoy strong BNB rewards and reflections, just by hodling, all within a project that has the potential to grow that is unlike any other project in DeFi. So, come join our community and let's change the world of passive income generation - together!

HODL IS DEFI'S #1 PASSIVE INCOME ECOSYSTEM