



WHITE PAPER

VOLUME 1.0



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Introduction to the Company

BNB Prime has been founded with the vision to propagate growth and sustainability for all its stakeholders.

Headquartered in Dubai, UAE, BNB PRIME is looking forward to global expansion and to creating a retail giant which will surpass all growth expectations.

Our foundations are strong and grounded, Our approach is fresh and focused, Our strategies are robust and dynamic, and Our founding members are dedicated.



BNB Prime is a company based in Dubai, UAE. With Retail and IT business at the core of its foundation.

The company is expanding and creating stronger footholds in the MENA & South Asian regions along with a future expansion of its IT and Retail business into European & American markets.

The vast expanse of our core businesses will see BNB Prime rise to great heights with sustainable growth for all are stakeholders.



Values

Our company values.

- Loyalty.
- Honesty.
- Trust.
- Ingenuity.
- Accountability.
- Simplicity.
- Respect.
- Value-centricity.

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- **People are at the center of everything we do, from our customers to our communities to our employees to those who touch our business.**

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- **We value equality — Empowering people's access to equal opportunities, no matter who they are or where they're from. Our company is working towards an even split.**



Goals and Strategy



**1,00,00,000
New Users**

- Expansion of our rapidly growing BNB community.
- Launch BNB Prime Token to integrate the community.

**\$1 B
Target Revenue**

- Reach our revenue goals by expanding into new territories and new businesses.
- Utilise the funds towards improvement of human capital and better products for better growth.





Our Retail Business



BNB Prime has forayed into the Retail business worldwide with its retail outlets in various parts of the world.

Franchise models and direct ownership models have been our strengths.

BNB Prime is committed to providing quality goods at affordable prices and a well-defined retail consumer community.





Our Segments

With White Goods(electronics) to Jewellery, Fashion Garments, Groceries & Furniture, our retail outlets will ensure to be a part of your daily life. BNB Prime will also establish automobile retail outlets by partnering with the leading brands in respective countries.



Automobile

Garments



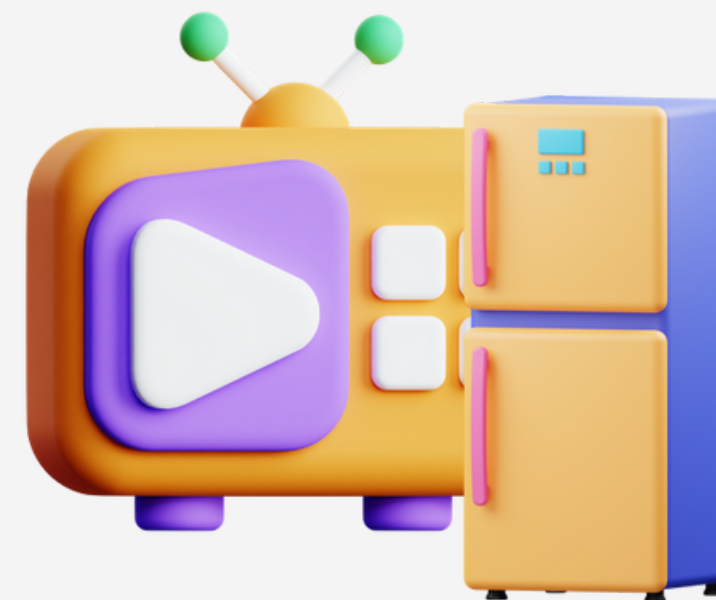
Jewellery



Furniture



White Goods



Groceries

Our future approach



Franchise Model development for expansion and rapid opening of BNB Prime retail outlets. We offer different segments with a fixed minimum return in order to keep our stakeholders profitable.



BNB Prime will offer products from top brands along with our own products as BNB Prime is a manufacturer of FMCG and Electronic goods too.



Our teams will provide infrastructure support along with store design for all franchisees. We will share our technology for better POS services and quality control ensuring maximum profits without hassle.





BNB Prime Universe

Information Technology

BNB Prime is opening software development facilities in Dubai, UAE with a focus on AI along with Blockchain development for future ready technologies



Metaverse Development

BNB Prime is going big on metaverse development. Virtual cities with shopping spaces, space travel, metaverse icons and avatars, all encompassed in our metaverse development will provide our stakeholders a share of the pie and make profits.



Real Estate

BNB Prime is combining state-of-the-art Real Estate development with AI and tech to build a mega Digital City in UAE and India. BNB Prime token will find one of its use case scenario once the digital city is completed.



Gaming & NFTs

BNB Prime is dedicated to change and is betting big on the Gaming and NFT markets with its development teams working on metaverse ready games and NFTs for various industry types ranging from music to arts to sports and space travel.



BNB PRIME TOKEN





BNB Prime Token has been incorporated to strengthen our retail business and to utilise the token for P2P transactions, loyalty bonuses, and other related use.

It has been designed on the BEP 20 blockchain. BNB Prime token aims to be a digital asset with an underlying value by combining the use case with our retail chain offerings to both the franchise owners as well as our customers.

The token would be available for trade related activities on various crypto exchanges and can be used in our retail stores as well.

BNB Prime will achieve its full potential when our retail business is established world-wide as then the demand for the token will grow manyfolds as it will have an actual useage.

An Introduction to Binance Smartchain and BEP2

Motivation

After its mainnet community launch in April 2019, Binance Chain has exhibited its high speed and large throughput design. Binance Chain's primary focus, its native decentralized application ("dApp") Binance DEX, has demonstrated its low-latency matching with large capacity headroom by handling millions of trading volume in a short time.

Flexibility and usability are often in an inverse relationship with performance. The concentration on providing a convenient digital asset issuing and trading venue also brings limitations. Binance Chain's most requested feature is the programmable extendibility, or simply the Smart Contract and Virtual Machine functions. Digital asset issuers and owners struggle to add new decentralized features for their assets or introduce any sort of community governance and activities.

Despite this high demand for adding the Smart Contract feature onto Binance Chain, it is a hard decision to make.

The execution of a Smart Contract may slow down the exchange function and add non-deterministic factors to trading. If that compromise could be tolerated, it might be a straightforward idea to introduce a new Virtual Machine specification based on Tendermint, based on the current underlying consensus protocol and major RPC implementation of Binance Chain. But all these will increase the learning requirements for all existing dApp communities, and will not be very welcomed.



The proposed parallel blockchain of the current Binance Chain to retain the high performance of the native DEX blockchain and to support a friendly Smart Contract function at the same time.

Design Principles

After the creation of the parallel blockchain into the Binance Chain ecosystem, two blockchains will run side by side to provide different services. The new parallel chain will be called “Binance Smart Chain” (short as “BSC” for the below sections), while the existing mainnet remains named “Binance Chain” (short as “BC” for the below sections).

Here are the design principles of BSC:

Standalone Blockchain: technically, BSC is a standalone blockchain, instead of a layer-2 solution. Most BSC fundamental technical and business functions should be self-contained so that it can run well even if the BC stopped for a short period.

Ethereum Compatibility: The first practical and widely-used Smart Contract platform is Ethereum. To take advantage of the relatively mature applications and community, BSC chooses to be compatible with the existing Ethereum mainnet. This means most of the dApps, ecosystem components, and toolings will work with BSC and require zero or minimum changes; BSC node will require similar (or a bit higher) hardware specification and skills to run and operate. The implementation should leave room for BSC to catch up with further Ethereum upgrades.

Staking Involved Consensus and Governance: Staking-based consensus is more environmentally friendly and leaves more flexible option to the community governance. Expectedly, this consensus should enable better network performance over proof-of-work blockchain system, i.e., faster blocking time and higher transaction capacity.

Native Cross-Chain Communication:

Both BC and BSC will be implemented with native support for cross-chain communication among the two blockchains. The communication protocol should be bi-directional, decentralized, and trustless. It will concentrate on moving digital assets between BC and BSC, i.e., BEP2 tokens, and eventually, other BEP tokens introduced later. The protocol should care for the minimum of other items stored in the state of the blockchains, with only a few exceptions.

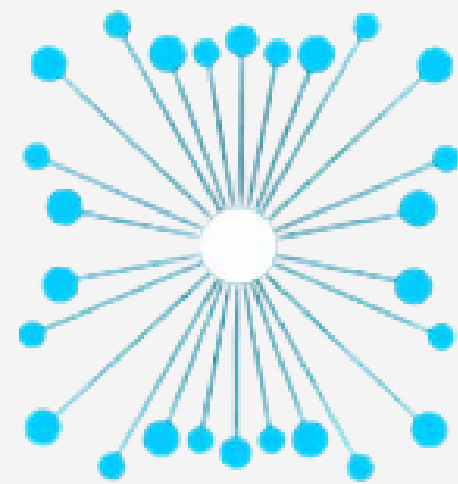


Binance Smart Chain

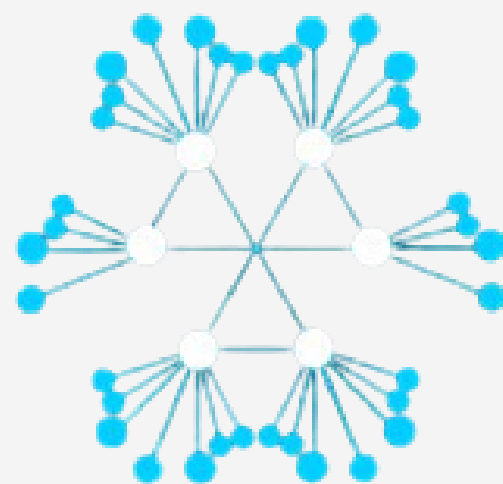
A Parallel Binance Chain to Enable Smart Contracts

BEP Tokens

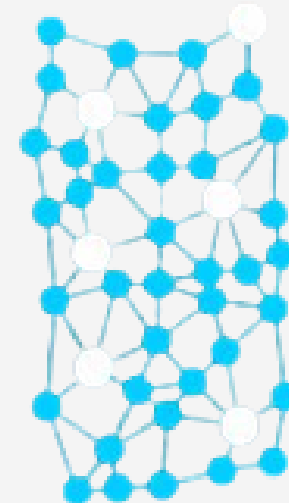
BC supports BEP2 tokens and upcoming BEP8 tokens, which are native assets transferrable and tradable (if listed) via fast transactions and sub-second finality. Meanwhile, as BSC is Ethereum compatible, it is natural to support ERC20 tokens on BSC, which here is called “BEP2E” (with the real name to be introduced by the future BEPs, it potentially covers BEP8 as well). BEP2E may be “Enhanced” by adding a few more methods to expose more information, such as token denomination, decimal precision definition and the owner address who can decide the Token Binding across the chains. BSC and BC work together to ensure that one token can circulate in both formats with confirmed total supply and be used in different use cases.



BEP2



ERC20



BEP20





Token Information

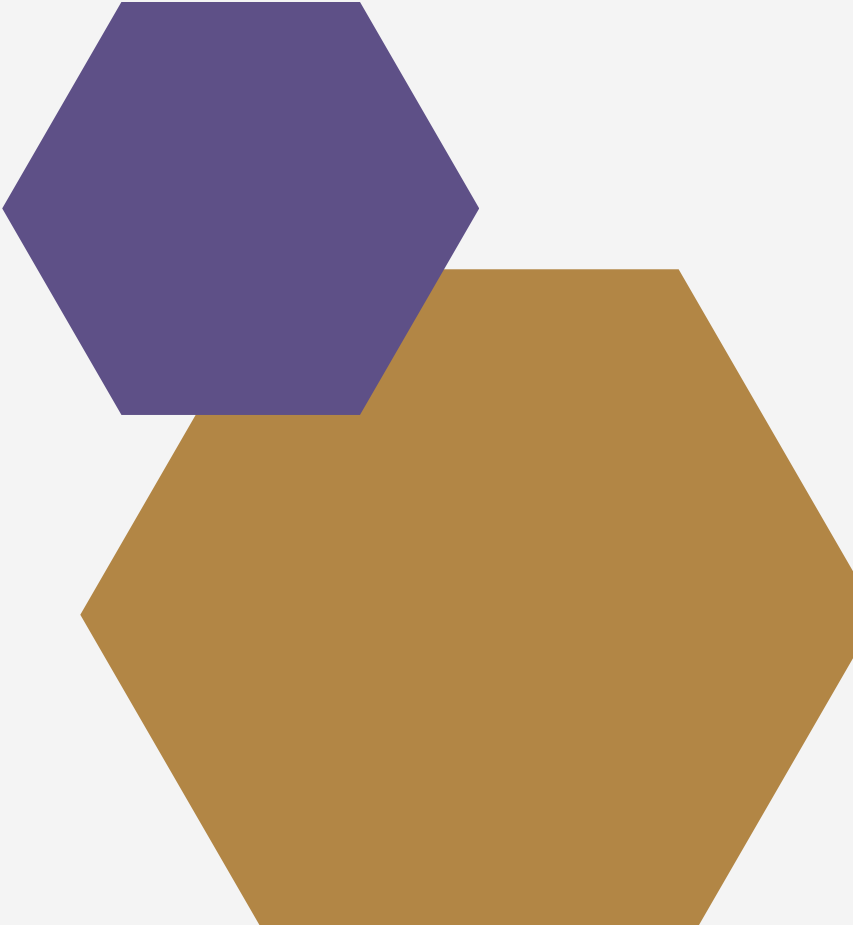
BNB PRIME is a BEP 20 Token, which has been pre-mined using the Binance Smartchain Blockchain as the backbone of the system.

BNB Prime is primarily a token designed to facilitate niche peer-to-peer transactions, which find usage in daily trade practices and build an effective base for our future Retail, IT, Real Estate, and other businesses.

Each token represents a new generation payment source that is being driven by communities of traders and investors alike. **BNB Prime** is committed to its key community and its core team is determined to create value for all stakeholders.

Consensus and Emission

Contract Address:	0x5F0d9FbBE23eBF00b41Cd55EfE5F28b09135d27D
General Emission Type	Fixed Supply
Capped Supply?	Yes
Supply Cap	50,000,000
Token Name	BNB PRIME TOKEN
Token Symbol	BNBPRIME



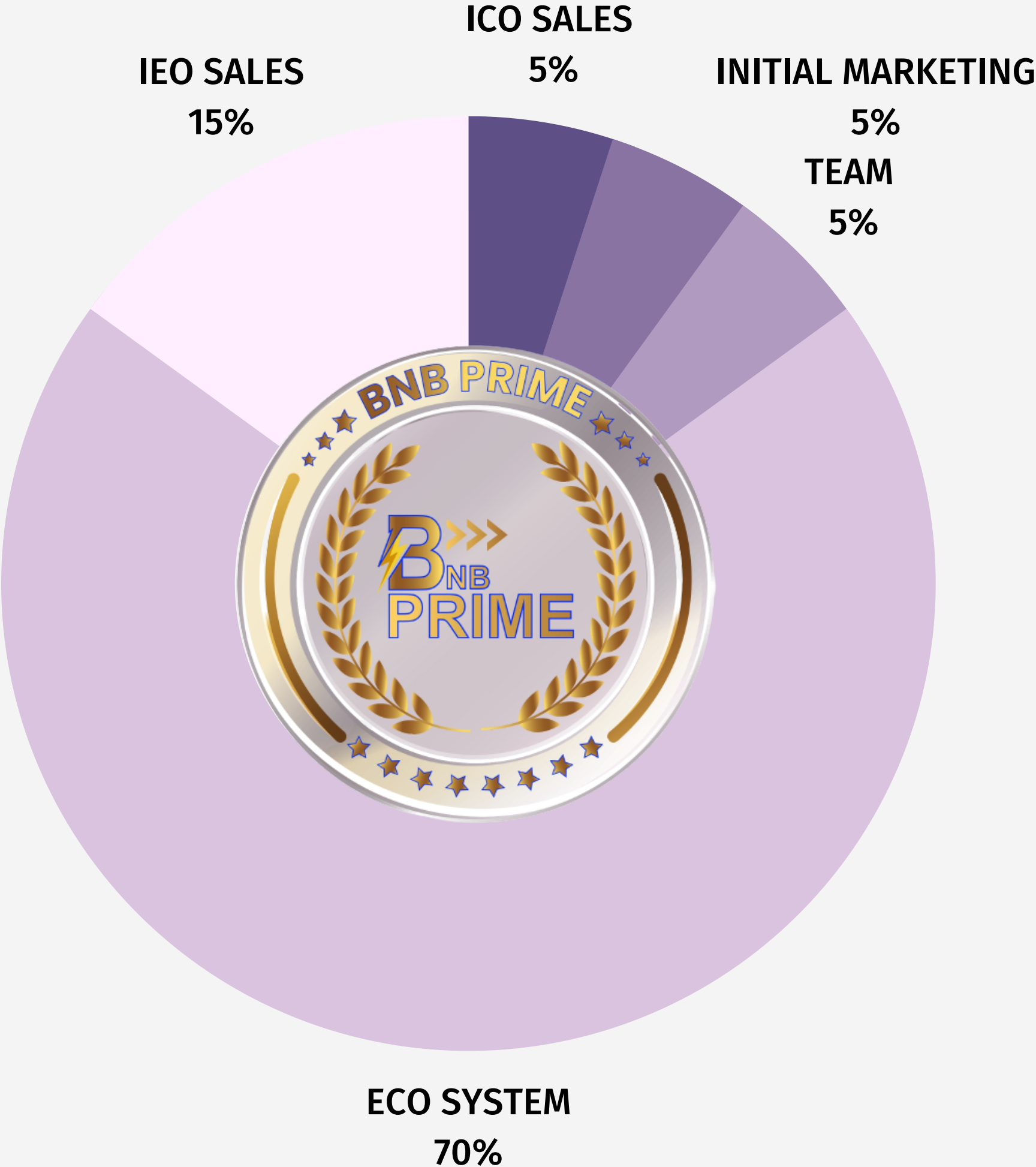
Launch

Launch Style - Fair Launch

Launch Details: Providing liquidity on Curve to receive tokens, which represents a basket of Bnb Prime's yield-optimized tokens, which can then be staked.



Token Distribution



Roadmap

2023 Q-1

Planning, Designing, Development, White Paper creation, and ICO Activities

2023 Q-2

Incorporation into Retail Business, Exchange Listings, and Air-Drop activity.

2023 Q-3

Expansion into European, American, and South Pacific Markets. Continued listing in new exchanges.

2023 Q-4

Blockchain Development for Retail, Digital City Launch.



Why Us

01

**We are
doing it
right.**

02

**We are
committed
to our
stakeholders**

03

**BNB Prime
promises to
be fair in
its trade**

04

**We value
our
customers
and
investors**



DECLARATION

BNB Prime team ensures all trades are governed by legal boundaries under specific jurisdictions. At no point does BNB Prime claims to a parallel currency or any form of financial securities under any financial institution. BNB Prime will act as a digital peer to peer token for private and trade usage as desired by its individual stakeholders.



BNB Prime Token



BNB Prime Retail