



LINEWORK

\$LWK TOKEN

PLAYBOOK

INTERNAL USE • NETWORK TRAINING

COMMERCIAL PLAYBOOK

The Linework ecosystem — the two tokens $\$LNWK \rightarrow \LWK and the network & compensation model.

LINEWORK MEDIA & OPERATIONS LLC

\$LWK ECOSYSTEM • CONFIDENTIAL DOCUMENT

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COMMERCIAL PLAYBOOK

1. PROJECT OVERVIEW

Linework is building a blockchain-based financial and technology ecosystem with two complementary pillars:

- **Linework Network:** financial and tokenization infrastructure dedicated to private markets and investors.
- **Linework App:** a consumer and business software application — the operational product funded by the ecosystem.

The company's stated objective is the Nasdaq listing of **Linework USA Inc.** by the end of 2026.

2. UNDERSTANDING THE TWO TOKENS AT A GLANCE

\$LNWK = SECURITY TOKEN

The **\$LNWK** token is a **security token**.

This means it is structured as a regulated financial asset representing economic exposure to the growth of the company and its infrastructure.

SALES MESSAGE

"**\$LNWK** lets you enter an early-stage US fintech, ahead of a possible public listing."

\$LWK = UTILITY TOKEN

The **\$LWK** token is the **utility token** of the Linework ecosystem.

It is designed to power:

- use of the application,
- services,
- payments,
- network interactions,
- and the future features of the software ecosystem.

"\$LWK is the economic engine of the application and of the entire Linework ecosystem."

3. WHAT THE SECURITY TOKEN CONCRETELY FUNDS

The \$LNWK security token serves to fund:

- the development of the Linework platform,
- the blockchain infrastructure,
- tokenized financial products,
- and above all the Linework App, already available on iOS and Android.

The application already provides:

- a marketplace,
- asset management,
- digital financial flows,
- payments,
- business tools,
- social and community infrastructure.

4. THE KEY SCENARIO: THE NASDAQ TRANSITION

MECHANISM FORESEEN IN THE ECOSYSTEM

At the moment of the Nasdaq listing of **Linework USA Inc.**, the model foresees:

1. the destruction of the \$LNWK security token,
2. the transfer of the ecosystem's value and funds to the \$LWK utility token,
3. the economic continuity of the ecosystem through \$LWK.

"The security token is the initial financing vehicle used to build the ecosystem. Once the company is listed on Nasdaq, the value created is intended to converge onto the \$LWK utility token."

5. WHY THIS COULD INCREASE THE VALUE OF \$LWK

The economic logic presented is simple:

- the software ecosystem will continue to exist after Nasdaq,
- users will keep using the application,
- economic flows will remain inside the ecosystem,
- but the security token's supply will be removed.

Result:

- concentration of value onto \$LWK,
- potential increase in demand,
- reinforced utility,
- reduced fragmentation between tokens.

SALES MESSAGE

"When \$LNWK is destroyed, the ecosystem will concentrate on a single utility token: \$LWK. The entire economic dynamic of the network could therefore converge onto this token."

6. WHY THE MODEL IS DIFFERENTIATING

Most crypto projects:

- either hold only a speculative token,
- or have no real product.

Linework instead aims to combine:

- a structured US company,
- a Nasdaq strategy,
- an already operational application,
- a regulated tokenization,
- and a Web3 utility economy.

SALES MESSAGE

"Linework is not simply selling a token. It is building a company, a product and a complete digital economic ecosystem."

7. MARKET POSITIONING

Linework sits across several high-growth markets:

- tokenization of real-world assets,
- fintech,
- blockchain infrastructure,
- digital payments,
- Web3 applications,
- the utility-token economy.

8. SHORT COMMERCIAL PITCH

"Linework is building a complete ecosystem between traditional finance and blockchain.

The \$LNWK security token funds today the growth of the company and of the Linework App.

At the moment of the Nasdaq listing, the model foresees the destruction of \$LNWK in favor of the \$LWK utility token, which will concentrate all the economic activity and utility of the ecosystem.

This could create a logic of scarcity and appreciation around \$LWK."

9. IMPORTANT – COMPLIANCE NOTE

The seller must always state:

- that this is a high-risk investment,
- that future appreciation is not guaranteed,
- that crypto-assets remain volatile,
- and that future mechanisms will depend on the company's official decisions and on applicable regulation.



LINEWORK · \$LWK

SUMMARY OF THE LINEWORK MARKETING & COMPENSATION MODEL

Linework's marketing model represents a new generation of "network economy" that combines:

- community marketing,
- creator economy,
- e-commerce,
- gamification,
- blockchain,
- and tokenized rewards.

Unlike traditional MLM models based mainly on recruitment, Linework builds its system on **real, measurable actions**: sales, commercial activity, community engagement and use of the platform.

1. THE MODEL'S PHILOSOPHY: REWARD REAL ACTIVITY

The core principle of the system is simple:

"The network rewards participation and real commerce, not merely recruitment."

Rewards are tied to:

- use of the application,
- creation of a shop,
- real sales,
- commercial activity,
- community engagement,
- and verified user actions.

2. A HYBRID MODEL BETWEEN WEB3, AFFILIATION AND CREATOR ECONOMY

The system unites several modern models:

A. MARKETPLACE + PERSONAL SHOPS

Every user can create their own digital shop:

- sale of services,
- AI shops,
- business tools,
- digital products.

The owner keeps up to:

- **75% of revenue** on Service Shops,
 - **55%** on AI-Assisted Shops.
-

B. INTELLIGENT COMMUNITY MARKETING

The system includes a 7-level network:

- real sales generate commissions,
- rewards derive from real commerce,
- not from mere recruitment.

This turns the network into:

- a commercial engine,
 - an active community,
 - an organic growth system.
-

C. ADVANCED GAMIFICATION

The model integrates:

- monthly contests,
- leaderboards,
- challenges,
- community rewards,
- a rank system,
- the "GlobalMaster" program.

The goal is to make marketing:

- competitive,
- viral,

- as engaging as a video game.
-

3. WHY IT IS INNOVATIVE

1. THE MODEL IS BASED ON REAL ECONOMIC ACTIVITY

This is probably the main innovation.

In traditional MLMs:

- recruitment is often the primary source of income.

In Linework:

- only real sales ("Qualifying Volume") generate commissions.

This makes the system:

- far more sustainable,
 - more legally defensible,
 - more credible for users.
-

2. AN EXTREMELY ADVANCED ANTI-FRAUD SYSTEM

The system includes:

- social verification,
- a unique phone number,
- KYC,
- Sybil detection,
- IP/device analysis,
- an anti-bot score.

This strongly limits:

- fake accounts,
- referral farms,
- manipulation of rewards.

Very few marketing networks have infrastructure at this level.

3. THE "FLYWHEEL" MODEL

The system is self-fuelling.

Every sale:

- feeds the rewards,
- funds the bonuses,

The economic model becomes:

- circular,
 - self-reinforcing,
 - scalable.
-

4. THE COMBINATION OF AI + CREATOR ECONOMY + NETWORK MARKETING

The AI-Assisted Shops are highly innovative:

- a user can operate an AI-assisted shop,
- sell more efficiently,
- create templates,
- receive royalties.

This turns members into:

- sellers,
 - creators,
 - business operators,
 - ambassadors.
-

4. WHY IT IS ATTRACTIVE TO MARKETING COMMUNITIES

A. MULTI-SOURCE INCOME

A member can earn through:

- personal sales,
- network commissions,
- leadership bonuses,
- contests,
- AI-shop royalties,
- community rewards.

This creates far more opportunities than a classic MLM.

B. SIMPLE AND FAST ACCESS

The model is designed to deliver results quickly:

- rewarded onboarding,
- fast progression through the first ranks,
- a highly accessible social system.

- retention,
 - engagement,
 - virality.
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C. SUITED TO THE WEB3 AND CREATOR GENERATION

The new generations want:

- to monetize their own audience,
- to use AI,
- to work from mobile,
- to create digital income.

Linework combines precisely these elements:

- social,
 - blockchain,
 - AI,
 - business tools,
 - community,
 - gamification.
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D. THE "GLOBALMASTER" SYSTEM

The GlobalMaster program creates:

- prestige,
- competition,
- recognition,
- social aspiration.

It is very powerful for:

- attracting leaders,
 - migrating communities,
 - creating a strong viral effect.
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5. WHY THE MODEL CAN BECOME VERY POWERFUL

The model rests on an extremely modern principle:

Turn every user into:

- a consumer,
- a seller,
- a creator,
- an affiliate,
- an ambassador,
- and an economic actor of the network.

The more the community grows:

- the more volume the shops generate,
- the more the rewards increase,
- the more utility the token acquires,
- the more attractive the network becomes.

6. SIMPLIFIED CONCLUSION

Linework is not simply a crypto MLM.

It is a combination of:

- Shopify,
- the TikTok creator economy,
- a Binance-style token economy,
- gamification,
- AI commerce,
- and community marketing.

The main innovation is that:

- rewards derive from real economic activity,
- supported by a blockchain infrastructure,
- with a gamified, self-fuelling community-growth system.

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