



WHITE PAPER - 2023



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Executive Summary

- 1 What is PAYOTO?
- 2 Unique value proposition
- 3 PAYOTO ecosystem
- 4 Financial Turnover
- 5 Competitive Advantage
- 6 Working Principles
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Executive summary

WHAT IS PAYOTO & PYT

Payoto leads the automotive marketplace in Türkiye, offering consumers competitive financing solutions with 24 to 36-month instalments for both brand-new and pre-owned vehicles. Tapping into the impressive 6.5 million second-hand automobile sales recorded in 2022, the PYT token, pioneered by Payoto, ensures unparalleled transparency across various transactions. Beyond merely facilitating vehicle purchases, our platform extends a custom financial credit system, meticulously designed to cater to both corporate entities and individual consumers.



UNIQUE VALUE PROPOSITION

The Payoto Token uniquely positions both buyers and sellers, offering them tailored benefits based on their tier level. Depending on the volume of PYT held, token holders can unlock diverse utilities across four distinct tiers. Beyond these advantages, our Buy-Back Policy grants holders the option to seamlessly return tokens to Payoto. As the cornerstone of our ecosystem, the token not only leads but also educates participants, ensuring they are well-guided and informed. Central to our ethos is a commitment to transparency, ensuring every transaction and decision is clear and open to our community.



PAYOTO ECOSYSTEM

PAYOTO's ecosystem stands as Turkey's leading integrated solution in the auto industry, combining new and second-hand vehicle marketplaces, expert verifications, insurance, and distinctive interest-free long-term financing. With the PAYOTO Token at its heart, our digital vehicle marketplace prioritizes real-time transparency for utility token holders, offering clear transactions and tailored financing. This holistic approach ensures a consistently transparent, trustworthy, and rewarding experience for every user.



Executive summary (continued)

FINANCIAL TURNOVER OF PAYOTO

The PYT Token, underpinned by PAYOTO's operations, represents a creditworthy and sustainable business model. The utility provided by these tokens are intricately linked to a financial consumer credit system, ensuring transparent capital rotation between 10 to 32 times, optimizing monetary generation. This robust foundation not only enhances the token's stability but also positions PYT token holders for potential value appreciation, given the escalating utility benefits offered by the token.



COMPETITIVE ADVANTAGE

In the face of Turkey's prevailing high-inflation environment and banks' reluctance to extend credit, the PYT Token emerges as a beacon of financial resilience. Our expertise in the automobile sector, combined with Payoto's distinctive financing model, allows us to provide financing solutions when traditional avenues falter. This positions the PYT Token as a sustainable asset, anchored in real-sector value, even in challenging economic climates.



WORKING PRINCIPLES

A digital vehicle marketplace that emphasizes transparency for utility token holders through real-time or near real-time financial status updates. We offer clear transactions, expert valuations, and customized financing. Our model consolidates multiple services, with the PayOto Token at its core, ensuring consistent transparency and trust.



Market Conditions

• Turkish Market [Now]

Size and Growth Opportunities:

Sales speed of a car is
28 days
on average.

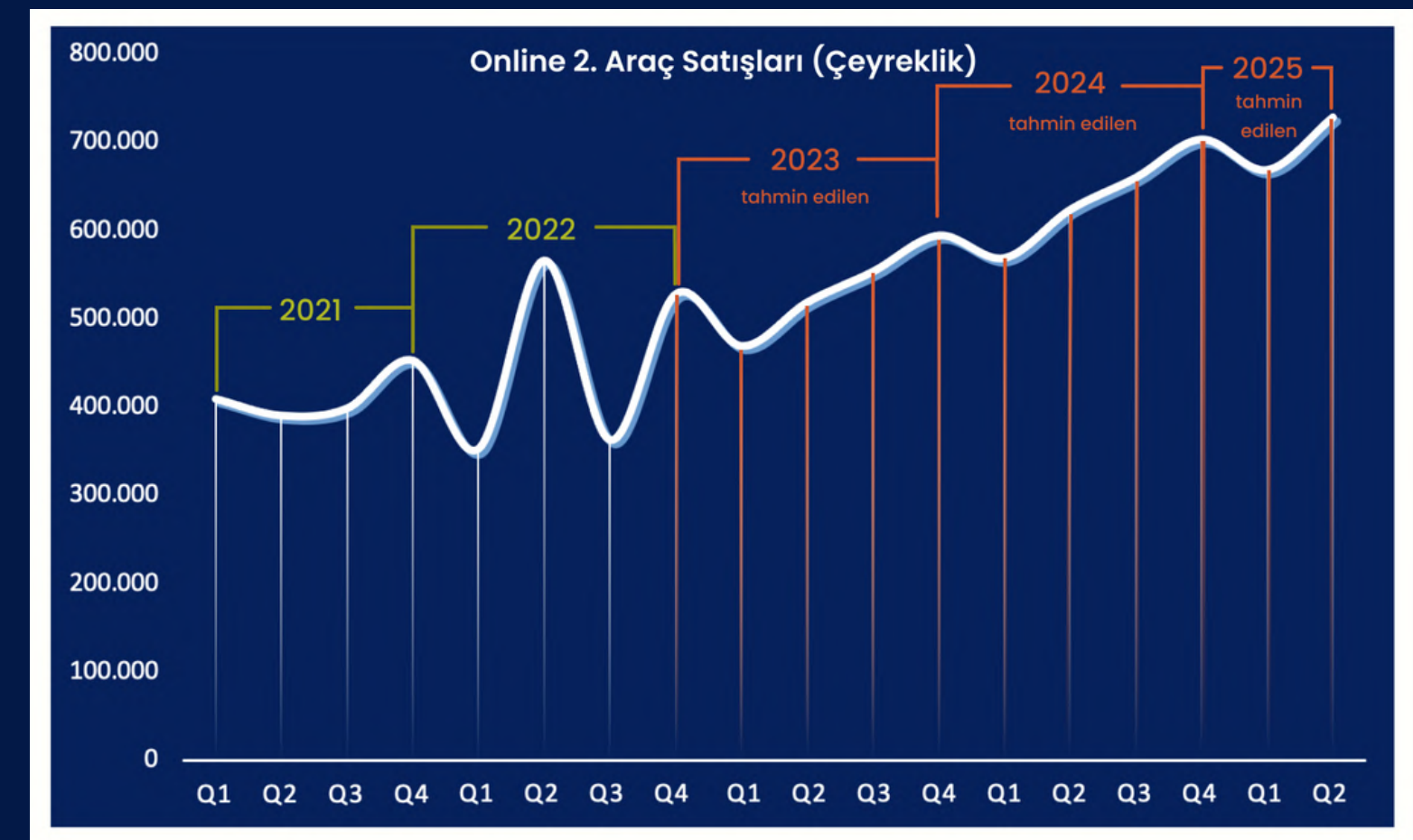
Just in 2022, approximately
6.5 Million
secondhand automobiles
were sold.

Just in 1 year,
the portion of
Participation-Finance
Assets in total finance
sector increased by
65%

Turkey
is the **14th**
largest automobile
industry in the world.

• Turkish Market [Future]

Turkey is a developing nation with evolving markets. Historically, the country has grappled with inflation, making second-hand goods a preferred choice for Turks and turning them into a safe haven for consumers. This unique economic landscape offers a fertile ground for innovative financial solutions and marketplaces.





Introducing the **PYT token**

The future of seamless, secure, and efficient transactions in the world of car sales and beyond.

This isn't just another utility token; it's a symbol of a transformative movement, designed to redefine how we transact, making processes faster and more transparent in the car sales industry.

Payoto brings the PYT token to life by integrating core values of trust, transparency, and community collaboration.

Dive in, explore, and save your seat in this groundbreaking journey!

PAYOTO ECOSYSTEM

Marketplace & Exchange:

A dynamic platform where users can confidently explore, buy, and sell vehicles, backed by PAYOTO's transparent and quality expertise processes.

Expertise Guarantee:

Every vehicle undergoes rigorous checks, ensuring genuine value at genuine prices, with a commitment to preventing deceptive practices.

Insurance & Long-Term Financing:

Tailored financing solutions make vehicle ownership accessible to all. Coupled with comprehensive insurance options, PAYOTO ensures peace of mind for every transaction.

Post-Sale Services:

From maintenance to road services, PAYOTO covers every aspect of vehicle ownership, ensuring customers always have the support they need.



Unique Value Propositions

Powerful Financial Infrastructure:

PAYOTO boasts a robust financial foundation that offers unparalleled price advantages tailored to every budget.

Transparent and Reliable Expertise:

Payoto ensures that customers are neither deceived during transactions nor burdened with hidden costs. Our guiding principle rests upon real benefits at affordable prices backed by reliable expert reports.

PAYOTO Guarantee:

Every vehicle sold comes with the assurance of the PAYOTO guarantee, reflecting the company's confidence and respect for its customers' hard-earned money.



The PAYOTO Advantage

Diverse Vehicle and Installment Options:

Catering to both individual and corporate needs, PAYOTO ensures that everyone can own a vehicle with affordable installment plans.

Transparent and Honest Expertise Processes:

With a focus on transparency and honesty, PAYOTO offers quality expertise processes that make customers feel special and valued.

Post-Sale Support:

The PAYOTO guarantee continues even after the sale, ensuring customers have the support they need throughout their vehicle ownership journey.

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Advantages of Holding PYT



Way of Holding PYT

- 01** Visit token.payoto.com.
- 02** [Register](#) using your phone number to create an account.
- 03** [Complete](#) your profile by entering all the necessary information.
- 04** Navigate to the "[Buy Token](#)" screen, where you can choose a pre-determined token amount or enter a custom amount.
- 05** Select your [Preferred Payment Method](#), with USDT being the suggested method.
- 06** You will be provided with [An Address & A QR Code](#). Use either one to send the chosen amount to the provided address.
- 07** In just a matter of minutes, you will get your tokens to an address that has been [Specifically Created For You](#).
- 08** You can conveniently view your tokens in your [Dedicated Wallet](#) anytime on the homepage.

Being a utility token

Standing for a Utility Token, PayOto Token offers you:

1

The More Token You have, The cheaper it is to rent and buy a car from Payoto.

2

As the firm makes more profit, the sustainability of the business will be proven and the demand for the Tokens will go up.

Meaning, The more demand for the Token, the Higher Price!

3

Payoto guarantees Buy-Back the Tokens if the holders are not satisfied with the utility and the price of the token.

4

Being fully transparent and compliant with the Law.



(*) For PayOto Token, trading will start on selected crypto exchanges after at least 9 months

	STANDARD	SILVER	GOLD	PLATINUM	DIAMOND
Invitation to private community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to project news and updates	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Early notice for expert content and webinars	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to community events	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priority access to early investment opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in governance voting for seasonal events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct involvement as brand ambassador	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exclusive access to one-on-one Q/A sessions with the team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition as VIP on the platform (optional)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Board Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Launch Promotion

USD		
STANDARD	up to 10K\$	
SILVER	\$25,000	\$10,000
GOLD	\$100,000	\$50,000
PLATINUM	\$200,000	\$100,000
DIAMOND	\$1M	\$500,000

Promise of Return

As a token holder, you have two entry stages to choose from, each offering its own set of rewards—the earlier you join, the greater your returns! The first stage spans nine months, while the second lasts for fifteen months. For more details, please refer to our "Token Economy" section. Our commitment to you is straightforward: as a utility token holder, you'll enjoy exclusive discounts on vehicle purchases or rentals from PayOto. Plus, as each stage progresses, we offer a guaranteed buy-back option for your tokens at predetermined prices. Payment is flexible, with options including BTC, ETH, and TRON. *(The values are approximate)*



"Buy-Back Guarantee"

(*) Referral Purchase campaign is limited to the first month only and gift tokens earned within the campaign are not included in the buy-back period.

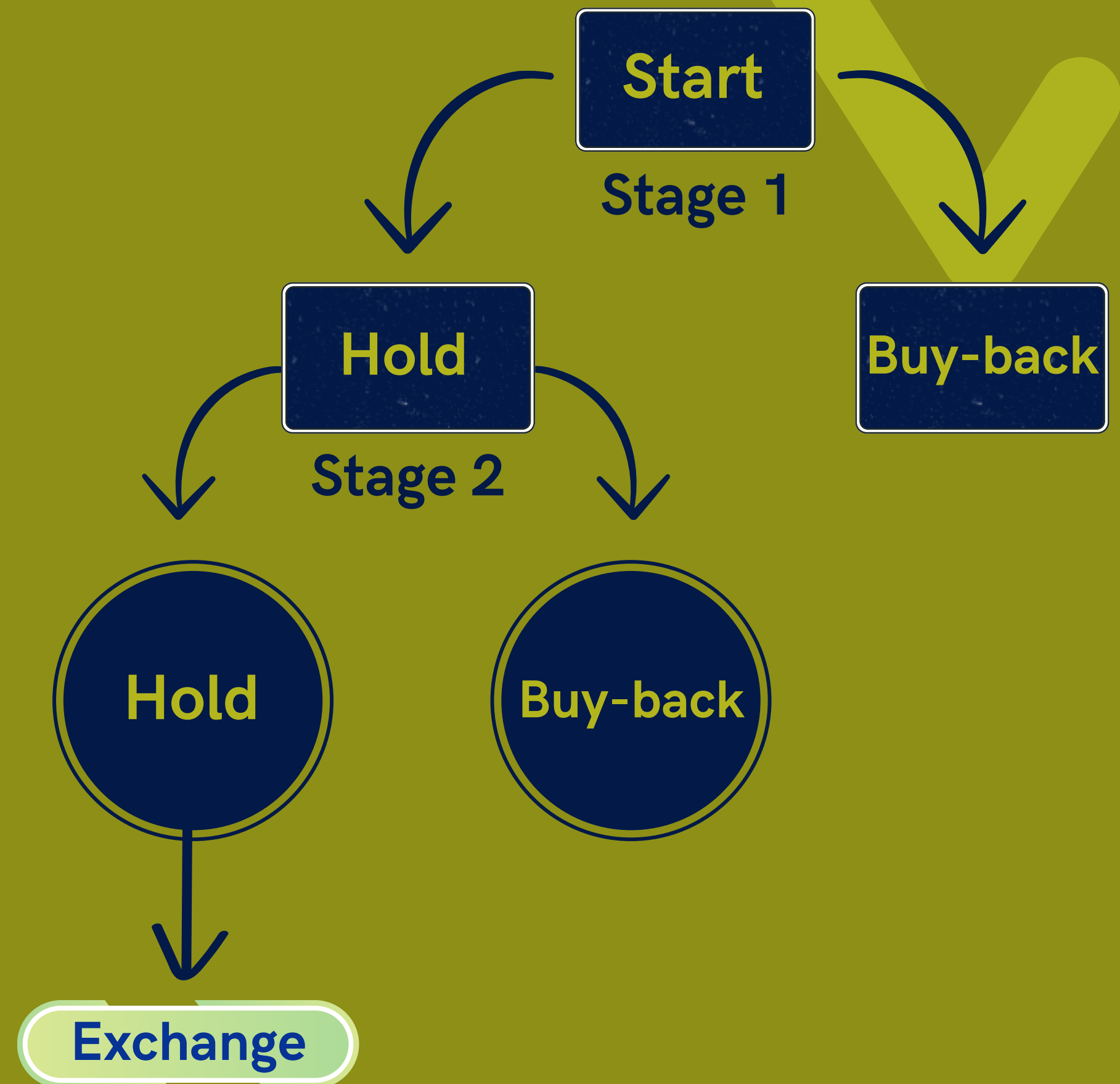
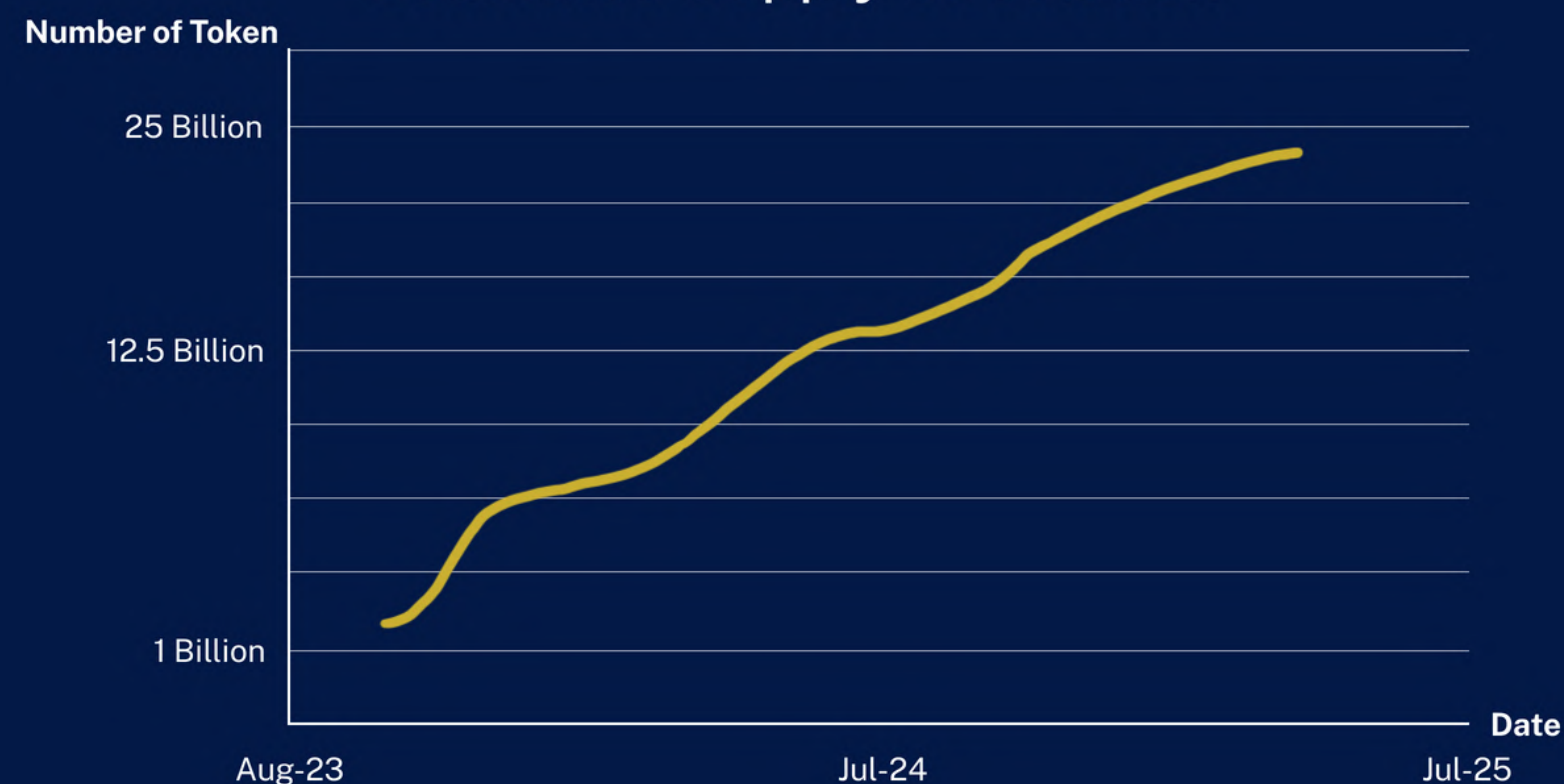
Token Economy

Supply

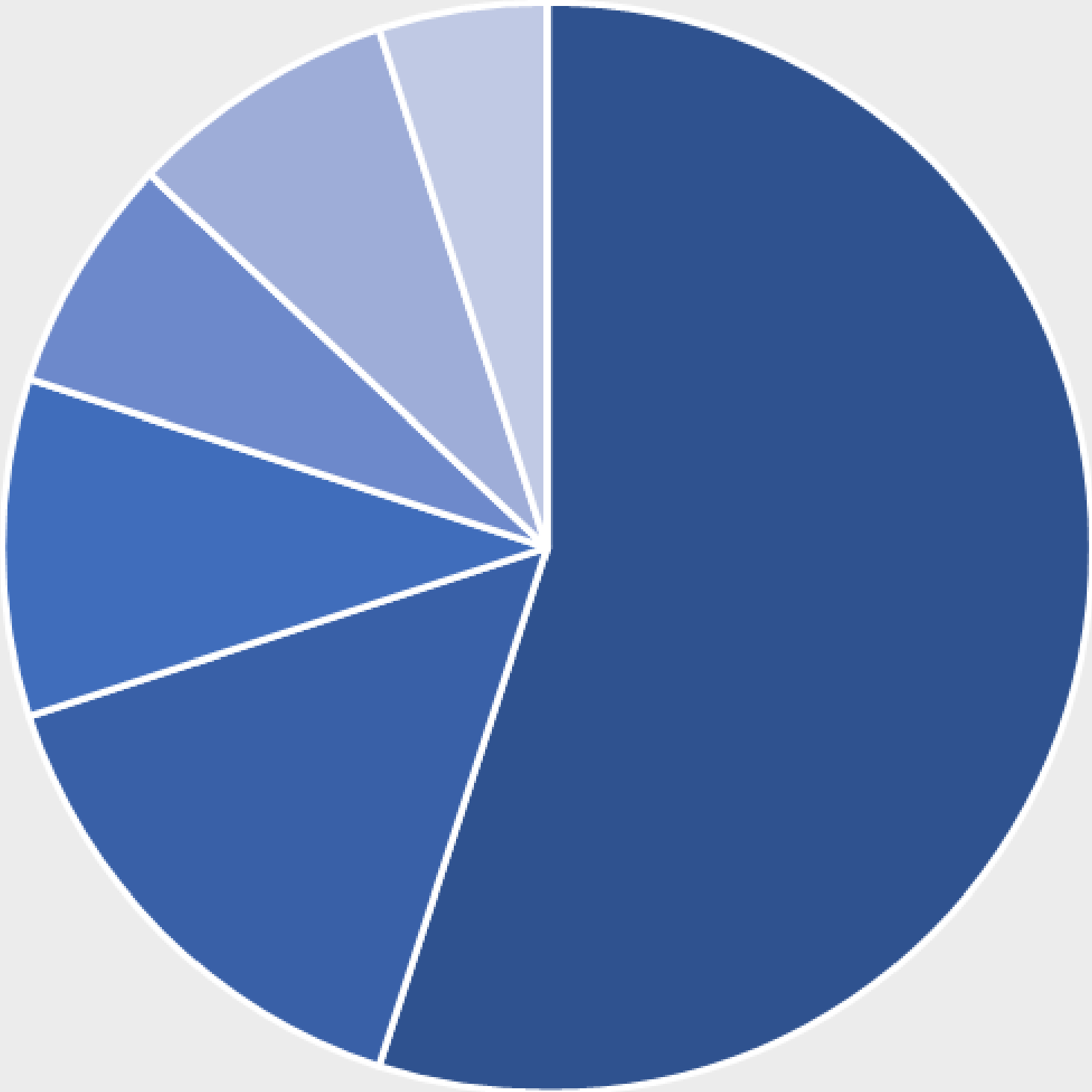
The maximum supply of PayOtoToken is limited to **25 Billion** units. Once the entire supply is in circulation, no new PayOtoToken will be issued till the next stage. **Per stage, 12.5 Billion** Token will be issued and the existing ones will be offered to bough-back at the specified price but token holders **DO NOT HAVE TO USE THIS BUY BACK OPTION**. They can hold it for the up coming stages or sell them in an exchange.

Note: For details on Stages see "Promise of Return".

Estimated Supply Circulation



Supply Segmentation of PYT Token



■ Initial Coin Offering ■ Team ■ Reserve ■ Partnerships ■ Community ■ Marketing

Financial Positioning (External)

External Environment / Market /

As a digital asset sold in dollars, exchange rate fluctuations are a factor in the token's valuation.

AND Payoto is READY to protect token holders against unexpected fluctuations through its buyback option!

Market Size and Growth Opportunities:

Sales speed of a car is

28 days

on average.

Just in 2022, approximately

6.5 Million

secondhand automobiles were sold.

Just in 1 year, the portion of Participation-Finance Assets in total finance sector increased by

65%

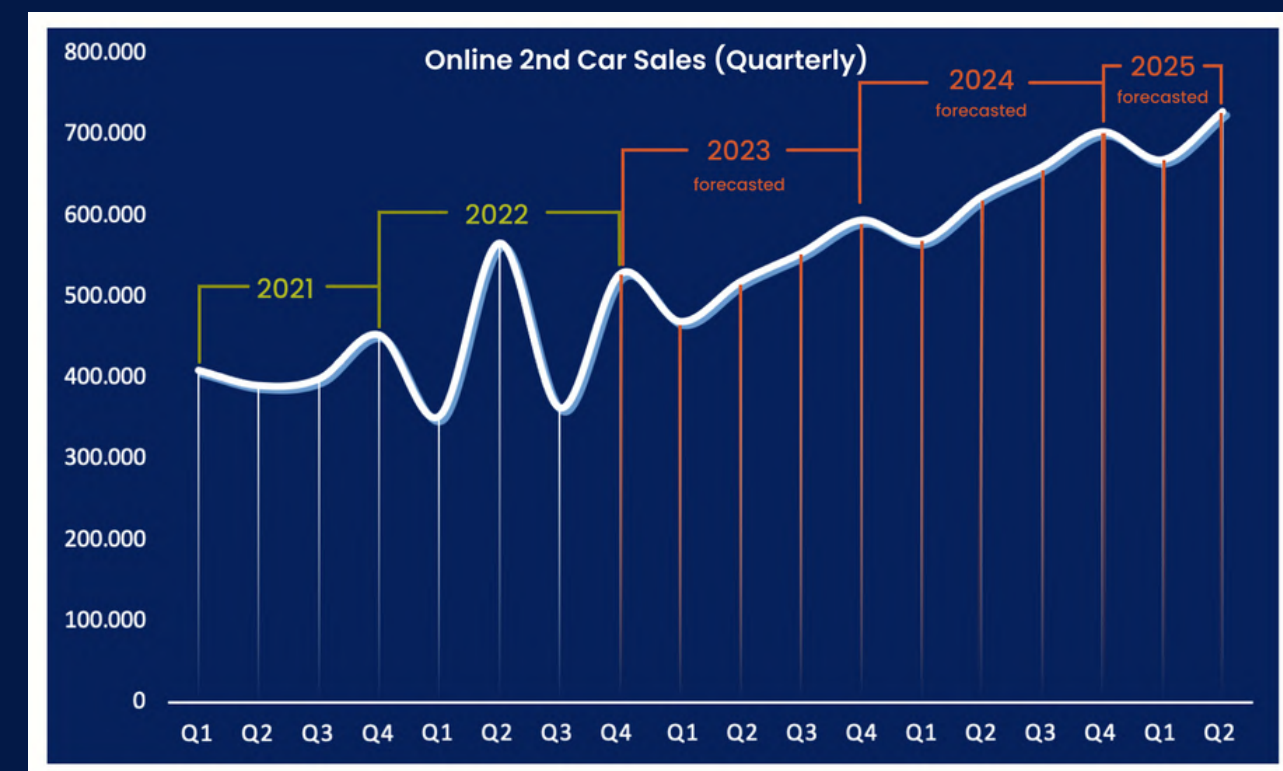
Turkey is the **14th** largest automobile industry in the world.

Turkish Market

The Turkish Market has been demonstrating a great expansion, promising a larger market for the future.

Future's:

- Turkey is a developing country, so are its markets.
- Turkey is a country of inflation historically, so secondhand goods are preferred by the Turkish, making it a safe haven.



Turkey is the 14th largest automotive industry in the world and has experienced a rapid expansion in recent years: Ken Research

Turkey Used Car Market Revenue

CAGR (2016-2021): 8.4%
CAGR (2021-2026F): 11.8%

Turkey Used Car Market Sales Volume

CAGR (2016-2021): 11.7%
CAGR (2021-2026F): 7.7%

Market Nature

Highly Fragmented

Major Players

Araba.com, Vavacar.com, Autorola Turkey, ikinciyesi.com, Toyota, Ford Motors, Volkswagon, Isuzu, Mercedes, BMW

Competition Parameters

Build a Strong and Well Known Brand, Adaopt a Data Driven Business, Combine Online and Physical Locations, Refurbishment Centers and Logistics Flow, Efficient and Diversified Vehicle Sourcing

Leading Companies



Organized OEM's



Volkswagen, Renault, Ford

Top Players in Turkey Used Car Market, 2021

19.6%

Inflation rate in Turkey, 2021

1,37,06,065

Number of Road Motor Vehicles (Cars) in 2021

France

Turkey's second main market in automotive sector, 2021

Over 2 million

Total cars sold in Turkey, 2020

Volkswagen Passat

Most preferred car in Turkey online used-car market, 2021

Financial Positioning (Internal)

Making a Difference (Competitive Advantage)

Even though being in the same industry, PayOto is

- 1 More Transparent
- 2 No Manipulation

Risk-Freeing

To deal with possible cash flow risks, PayOto has multiple solutions:

- Canalising the Cash from Direct Cash Sales to the system
- Exchange options
- Higher down payments, lower instalment periods
- High Inventory Turnover, so NO Warehousing cost

Dedicated Ecosystem

Financing options

Fleet / Bulk operations (B2B)

How?



Freedom of selling-buying order

Compliant with the Law

Committed Capital

WITHOUT PAYOTO, **WHAT WOULD IT COST** TO BUY A **CAR** FROM THE BANK OR THE GALLERY?
(In Present Value**)

 = **1.000.000 TL**

	 Auto Showroom*	 Bank	PAYOTO
Down Payment	700,000	700,000	300.000
Principal	300,000	300,000	700.000
Installment	22,000 TL x 24 months.	20,007 TL x 24 months.	36.315 TL x 24 mos. (+ Institution Fee)
Total of installments	197,664 TL	179,695 TL	326,281 TL
Total cost	897,664 TL	779,695 TL	626,281 TL
	Difference with Payoto 271,383 TL	Difference with Payoto 153,414 TL	

*Currently, it is nearly impossible to find a showroom selling by installment.

**Present Value calculation is based on 2Y Turkish Government Bond Rate and used as 10%.

How will PAYOTO Disrupt the Automobile Financing Market

Introducing PAYOTO, the revolutionary platform business that transforms the automobile exchange market. Participate in a token offering with buyback options. Discover PAYOTO's business model, value configuration, and opportunity to set new quality standards. Trust our certified inspectors for comprehensive automobile assessments. Enjoy financing options with extended terms up to 36 months, making vehicle ownership affordable and accessible to everyone. Acquire vehicles through PAYOTO at 7-10% lower cost than bank credits and save 20-30% compared to automobile galleries. Join us in redefining automobile sales with inspections, certifications, and affordable financing options.

1. PAYOTO Utility Token Offering

Secure your place in Payoto's future by participating in the first stage offering of the Payoto token. This utility token serves as a cornerstone in fortifying our business model by bridging the gap between the enterprise and its customers. Our fundamental objective revolves around providing affordable installment plans for purchasing vehicles, along with dependable insights for selling vehicles to the general populace. Both the Payoto business and the associated token are dedicated to fulfilling this mission, and the utilities accompanied by the token serves as the icing on the cake, enhancing the overall value proposition.

2. Return and Utility Potential

The Payoto Token offers 2 major benefits at the same time for its holders: By holding the token, the holders can rent and buy a vehicle from Payoto at a discounted price and also they can benefit from the utilities by respective ranking tiers. Thanks to its unique business model, especially helping people to purchase a car in affordable installments, Payoto aims to generate sustainable profits for every year. The profitability of the business will signal the sustainability of the business. Therefore, it is normal to expect that demand for Payoto Token will go up to use the benefits offered by firm, so will the price of the Token.

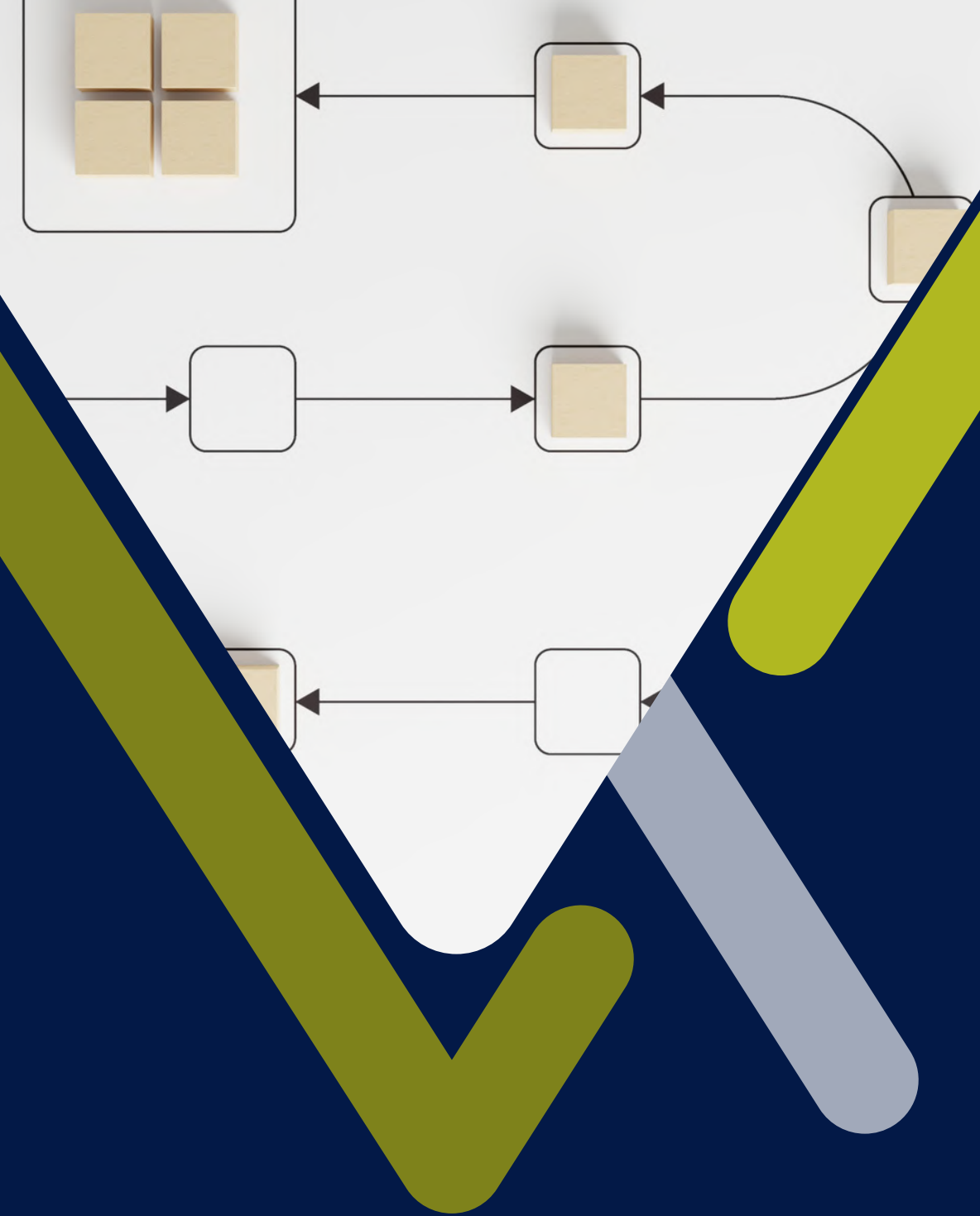
3. Fail-Safe Mechanisms

PAYOTO ensures financial stability and mitigates bankruptcy risk through a fail-safe mechanism. It can temporarily halt automobile purchases to reduce cash outflow and acquisition costs, preserving capital and profitability. This adaptive approach benefits buyers, the company, and token holders. Buyers trust sustainable financing and reliable services during economic unrest. Efficient resource management benefits the company, avoiding overextension.

Detail of Business Model

PAYOTO's Business Model

PAYOTO operates in the automobile buy and sell market, providing a distinct service to buyers and sellers. The company's business model revolves around three core aspects: inspection and certification of vehicles, facilitating sales transactions, and providing financing options. After these core aspects, this section will elaborate on how PAYOTO generates revenue.



Inspection and Certification

The Inspection and Certification Process is an integral part of PAYOTO's business model, aimed at assuring the quality and authenticity of the automobiles sold through the platform. It acts as a trust-building measure for potential buyers and a value-add for sellers, distinguishing PAYOTO from other automobile platforms. Here is a detailed breakdown of the process:

1. INITIAL INSPECTION

Every automobile listed on PAYOTO's platform goes through a thorough initial inspection. This procedure involves trained PAYOTO inspectors who meticulously examine each vehicle. The examination covers various aspects of the automobile, including and not limited to:

- Visual Inspection: Inspectors check the exterior and interior of the vehicle for any cosmetic damage.
- Mechanical Inspection: The engine, transmission, suspension, and other components are inspected for functionality and potential issues.
- Road Test: The vehicle is taken for a test drive to ensure it operates properly and smoothly.

2. DETAILED ANALYSIS

After the initial inspection, a more detailed analysis is conducted. This phase includes:

- Diagnostic Tests: Advanced tools and software are used to identify hidden issues or faults.
- Maintenance History Review: The vehicle's maintenance history is evaluated to ensure it has been well-maintained and serviced regularly.

3. CERTIFICATION

- If the vehicle passes the rigorous inspection and detailed analysis, PAYOTO issues a certificate validating its quality and condition. This certificate reassures buyers about the vehicle's condition and ensures the authenticity of the listing. The certified status of the vehicle is highlighted on the PAYOTO platform.

4. ONGOING INSPECTIONS

To maintain the integrity of the certification, PAYOTO conducts random ongoing inspections of the certified vehicles. This process ensures that the cars maintain their certified status over time.

The Inspection and Certification Process ensures transparency and quality in the automobile buying process. It allows PAYOTO to stand by every automobile it sells, assuring buyers of quality and attracting more sellers who want to leverage this trust to sell their vehicles at a fair price.

Facilitation of Sales Transactions

PAYOTO has set out to make the process of buying and selling automobiles as smooth and efficient as possible. This service not only simplifies the process for both parties but also ensures a high level of security and trust. Here is how PAYOTO facilitates sales transactions:

1. LISTING

Sellers start by listing their vehicles on the PAYOTO platform. Each listing includes detailed information about the vehicle, including and not limited to its make, model, year, mileage, condition, and price. This information is augmented with photos and verified during the inspection and certification to ensure accuracy and reliability.

2. VIEWING

Prospective buyers can browse through the PAYOTO platform using various filters to find the vehicle that best suits their needs. Each listing includes photographs, specifications, and a detailed description of the vehicle.

3. FINANCING

Once a buyer decides on a vehicle, they can apply for financing directly through the PAYOTO platform. PAYOTO provides financing options for up to 36 months, a significant extension compared to traditional bank credit limits. Moreover, upfront payment can be carried out in the form of exchanging vehicles between PAYOTO and the buyer. This offering allows more buyers to afford the vehicle they desire.

4. TRANSACTION

When a buyer decides to proceed with a purchase, PAYOTO facilitates the transaction process. All transactions made through the platform are encrypted and monitored to prevent fraudulent activities.

5. COMMUNICATION AND NEGOTIATION

PAYOTO facilitates communication between the buyer and the seller. The platform provides a messaging system for users to ask questions, negotiate prices, and discuss other details. This way, both parties can communicate directly without sharing personal contact information.

6. FINALIZING THE SALE

Once a buyer decides to purchase a vehicle, PAYOTO assists in the final transaction process. The platform helps manage the exchange of funds and ensures that the buyer receives the vehicle as agreed.

7. POST-SALE SERVICES

After the transaction, PAYOTO continues to provide support and services to both parties. For buyers, this could include and go beyond help with paperwork, transfer of ownership, and arranging for delivery or pickup of the vehicle. For sellers, PAYOTO supports managing their listings and improving their selling practices.

By facilitating the sales transaction process, PAYOTO eliminates many of the pain points traditionally associated with buying and selling automobiles. Focusing on customer service and ease of use makes PAYOTO an attractive platform for buyers and sellers in the automobile market.

Provision of Financing Options



1

Financing Approval Process

When a customer purchases a vehicle, PAYOTO first assesses their financing needs. This involves understanding the buyer's financial situation, including their income, credit history, and their capacity to repay the loan. PAYOTO ensures that the financing plan is sustainable and tailored to the buyer's individual circumstances.

2

Financing Term

PAYOTO extends financing options for up to 36 months. This surpasses the conventional credit limits that many banks impose. By providing these longer-term financing options, PAYOTO makes owning an automobile a feasible proposition for a larger pool of potential buyers.

3

Affordable Commissions

PAYOTO prides itself on providing affordable commissions. The total cost of purchasing a vehicle via PAYOTO, including the cost of financing, is, on average, 10% to 20% cheaper than bank credits, making it a more attractive option for many buyers. Moreover, it proves to be 20% to 30% less expensive than buying through automobile galleries.

4

Repayment Options

PAYOTO provides flexible repayment options to cater to the varying needs and capacities of buyers. Buyers can choose the payment plan that best suits their financial situation, making the repayment process manageable and less burdensome.

5

Transparency and Installments

After the financing is approved and the vehicle is purchased, PAYOTO manages the repayment process. Buyers make monthly payments as per their financing agreement. PAYOTO provides a platform for buyers to track their repayment schedule and make payments online.

By offering these innovative and flexible financing options, PAYOTO removes one of the biggest barriers to purchasing vehicles. It allows more customers to afford quality vehicles and ensures that the purchasing process is as smooth and hassle-free as possible.

Revenue Generation

1 Organization Fees

Each transaction facilitated by PAYOTO is subjected to an organization fee. This fee is a certain percentage of the sales price of the automobile. It is calculated and included in the cost of the transaction at the point of sale. Sellers are usually responsible for paying this fee, although the specifics may vary based on the agreement between the buyer and seller.

3 Reward Program

In our upcoming PAYOTO Token Offering, we are introducing a special promotion program. Token buyers will receive a unique reference code to share with their network. When someone they referred enters the system using that code and buys Tokens, the referrer will be rewarded with 5% of the purchased Tokens by his/her referral. This referral program creates a mutually beneficial ecosystem, allowing participants to earn rewards while helping us increase capital. With more capital, we can fuel higher automobile turnovers and enhance profitability for all stakeholders involved. Ultimately, to make a transactions with Payoto, customers will prefer hold Token, which increase the demand for Payoto Token and increase the price of the Token as well.

2 Commission from Financing

The financing options offered by PAYOTO represent another key revenue stream for the company. For each vehicle purchased using PAYOTO's financing options, the company earns a commission. The commission percentage and terms are established based on the buyer's financial profile and market conditions.

4 Additional Services

In addition to the organization fee and commission from financing, PAYOTO may generate revenue through additional services, such as premium listings for sellers, extended warranties, or other value-added services. These services are optional and can be chosen by the users for an additional fee.

5 Increased Sales Through Financing

The unique financing options offered by PAYOTO not only make purchasing a vehicle more affordable for many buyers but also lead to an increased number of sales transactions. More sales mean higher revenues from organization fees and commissions.

PAYOTO's revenue generation model revolves around fostering an increased number of sales transactions and providing innovative financing options to its customers. By ensuring a larger inventory turnover, PAYOTO can continually work towards providing affordable options to everyone.

2024 Financial Projection ≈

Date	#Of Vehicles Sold	Average Vehicle Price	Total Revenue	EBIT
Jan	50	675,000 ₺	33,750,000 ₺	6,750,000 ₺
Feb	60	692,000 ₺	42,000,000 ₺	8,300,000 ₺
Mar	72	709,000 ₺	52,000,000 ₺	10,200,000 ₺
Apr	86	727,000 ₺	63,000,000 ₺	12,500,000 ₺
May	104	746,000 ₺	77,000,000 ₺	15,500,000 ₺
June	125	765,000 ₺	95,000,000 ₺	19,000,000 ₺
July	150	784,000 ₺	117,000,000 ₺	23,500,000 ₺
Aug	180	804,000 ₺	144,000,000 ₺	28,800,000 ₺
Sept	215	825,000 ₺	177,000,000 ₺	35,500,000 ₺
Oct	258	845,000 ₺	218,000,000 ₺	43,600,000 ₺
Nov	310	866,000 ₺	268,000,000 ₺	53,600,000 ₺
Dec	371	888,000 ₺	330,000,000 ₺	66,000,000 ₺

For Inflation, the Central Bank of Turkey's estimation for 2024 (≈ % 35) is used and converted into monthly base by compounding.

To calculate the growth rate, both the growth of Participation Banking Sector and Board of Directors' expectations are used.

For average Vehicle Price, in the 2nd hand market, the best selling private and commercial vehicles are taken as the base: Fiat Egea and Fiat Doblo

2025 Financial Projection ≈

Date	#Of Vehicles Sold	Average Vehicle Price	Total Revenue	EBIT
Jan	409	890,000 ₺	364,000,000 ₺	72,800,000 ₺
Feb	450	906,000 ₺	408,000,000 ₺	81,600,000 ₺
Mar	495	920,000 ₺	458,000,000 ₺	91,500,000 ₺
Apr	545	940,000 ₺	512,000,000 ₺	102,500,000 ₺
May	600	960,000 ₺	575,000,000 ₺	114,800,000 ₺
June	660	975,000 ₺	644,000,000 ₺	128,700,000 ₺
July	725	995,000 ₺	721,000,000 ₺	144,300,00 ₺
Aug	800	1,000,000 ₺	808,000,000 ₺	161,700,000 ₺
Sept	877	1,030,000 ₺	906,000,000 ₺	181,200,000 ₺
Oct	965	1,050,000 ₺	1,015,000,000 ₺	203,000,000 ₺
Nov	1,060	1,070,000 ₺	1,135,000,000 ₺	227,600,000 ₺
Dec	1,115	1,090,000 ₺	1,215,000,000 ₺	243,500,000 ₺

For Inflation, the IMF's estimation for Turkey for 2025 (≈ % 25) is used and converted into monthly base by compounding.

2026 Financial Projection ≈

Date	#Of Vehicles Sold	Average Vehicle Price	Total Revenue	EBIT
Jan	1,170	1,100,000 ₺	1,300,000,000 ₺	128,660,000 ₺
Feb	1,228	1,116,000 ₺	1,370,000,000 ₺	137,160,000 ₺
Mar	1,290	1,134,000 ₺	1,460,000,000 ₺	146,200,000 ₺
Apr	1,355	1,150,000 ₺	1,560,000,000 ₺	155,900,000 ₺
May	1,420	1,168,000 ₺	1,660,000,000 ₺	166,200,000 ₺
June	1,490	1,186,000 ₺	1,770,000,000 ₺	177,200,000 ₺
July	1,570	1,205,000 ₺	1,890,000,000 ₺	188,900,000 ₺
Aug	1,650	1,223,000 ₺	2,000,000,000 ₺	201,350,000 ₺
Sept	1,730	1,242,000 ₺	2,140,000,000 ₺	214,650,000 ₺
Oct	1,820	1,260,000 ₺	2,300,000,000 ₺	228,830,000 ₺
Nov	1,900	1,280,000 ₺	2,450,000,000 ₺	244,000,000 ₺
Dec	2,000	1,300,000 ₺	2,600,000,000 ₺	260,000,000 ₺

For Inflation, the IMF's estimation for Turkey for 2026 (≈ % 20) is used and converted into monthly base by compounding.

2027 Financial Projection ≈

Date	#Of Vehicles Sold	Average Vehicle Price	Total Revenue	EBIT
Jan	2,100	1,305,000 ₺	2,750,000,000 ₺	274,050,000 ₺
Feb	2,205	1,325,000 ₺	2,920,000,000 ₺	292,155,000 ₺
Mar	2,315	1,345,000 ₺	3,115,000,000 ₺	311,450,000 ₺
Apr	2,430	1,365,000 ₺	3,320,000,000 ₺	332,000,000 ₺
May	2,550	1,386,000 ₺	3,540,000,000 ₺	353,900,000 ₺
June	2,680	1,407,000 ₺	3,770,000,000 ₺	377,300,000 ₺
July	2,815	1,430,000 ₺	4,000,000,000 ₺	402,200,000 ₺
Aug	2,950	1,450,000 ₺	4,300,000,000 ₺	428,800,000 ₺
Sept	3,100	1,475,000 ₺	4,570,000,000 ₺	457,200,000 ₺
Oct	3,260	1,496,000 ₺	4,870,000,000 ₺	487,400,000 ₺
Nov	3,420	1,520,000 ₺	5,200,000,000 ₺	519,600,000 ₺
Dec	3,592	1,542,000 ₺	5,540,000,000 ₺	553,900,000 ₺

For Inflation, the IMF's estimation for Turkey for 2027 (≈ % 20) is used and converted into monthly base by compounding.

2028 Financial Projection ≈

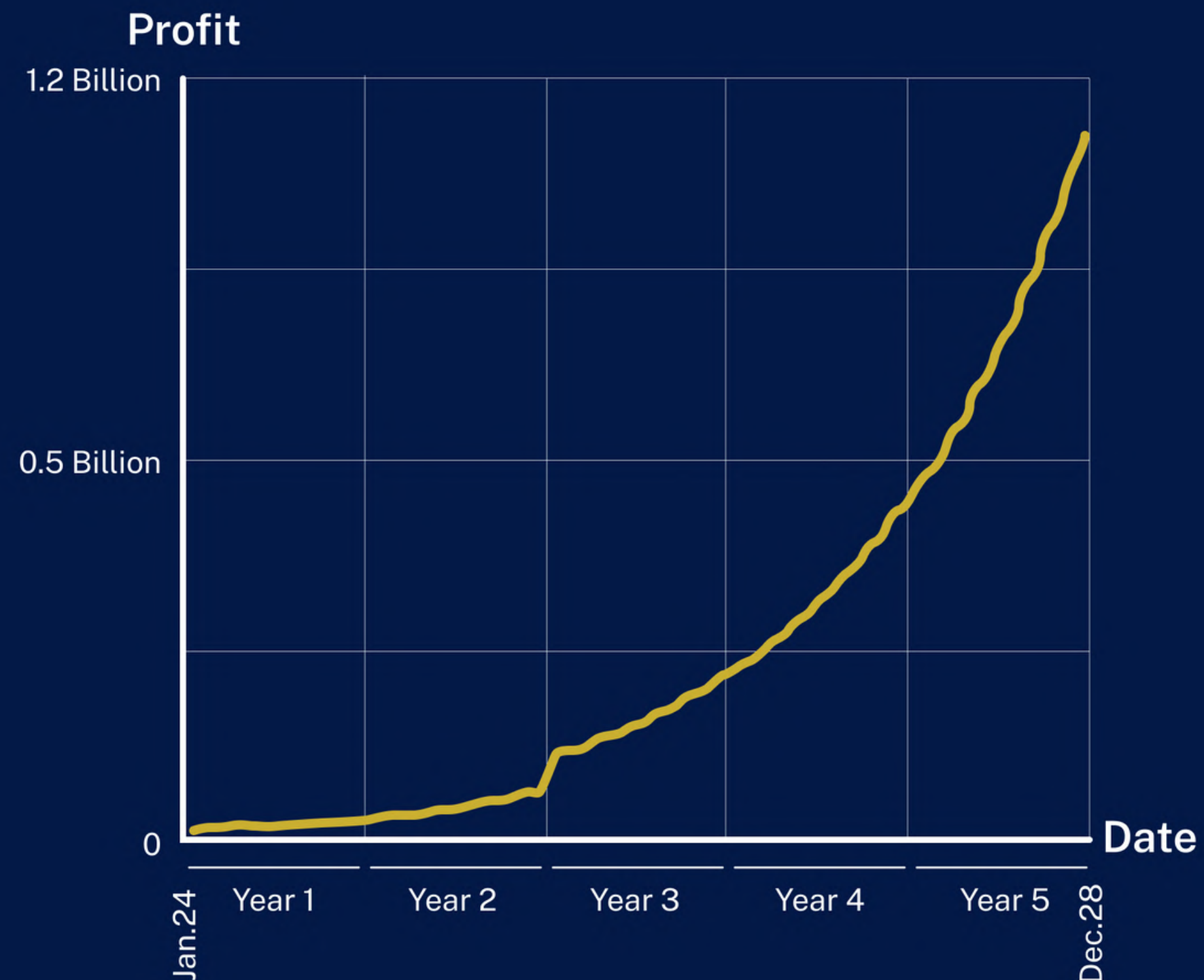
Date	#Of Vehicles Sold	Average Vehicle Price	Total Revenue	EBIT
Jan	3,770	1,545,000 ₺	5,820,000,000 ₺	582,550,000 ₺
Feb	3,960	1,570,000 ₺	6,200,000,000 ₺	620,000,000 ₺
Mar	4,157	1,590,000 ₺	6,620,000,000 ₺	662,000,000 ₺
Apr	4,365	1,620,000 ₺	7,100,000,000 ₺	705,800,000 ₺
May	4,583	1,640,000 ₺	7,500,000,000 ₺	752,400,000 ₺
June	4,812	1,660,000 ₺	8,000,000,000 ₺	802,100,000 ₺
July	5,050	1,690,000 ₺	8,550,000,000 ₺	855,100,00 ₺
Aug	5,305	1,720,000 ₺	9,100,000,000 ₺	911,600,000 ₺
Sept	5,570	1,745,000 ₺	9,700,000,000 ₺	971,900,000 ₺
Oct	5,850	1,770,000 ₺	10,300,000,000 ₺	1,030,000,000 ₺
Nov	6,140	1,800,000 ₺	11,000,000,000 ₺	1,100,000,000 ₺
Dec	6,450	1,825,000 ₺	11,700,000,000 ₺	1,180,000,000 ₺

For Inflation, the IMF's estimation for Turkey for 2028 (≈ % 20) is used and converted into monthly base by compounding.

YoY Profit

Thanks to PayOto's professional business model and Turkish market's growth trend, the estimated monthly profit is going to reach 1.2 BILLION Turkish Lira at the end of 2028.

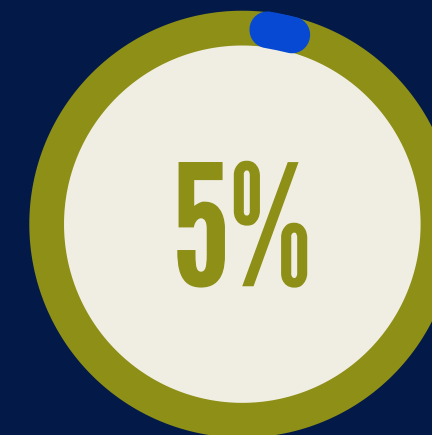
The detailed calculations are presented as Financial Tables.



The Capitalization Rate

10 to 32 times

in 5 years.



On average, approximately 5% of the second-hand car market will be owned and neither a very ambitious number nor a small share to be underestimated.

Legal Disclaimer

This white paper is intended to provide general information about the PAYOTO Token offering. It does not constitute investment advice. The acquisition and trading of digital assets involve significant risks, including the potential loss of capital. Prospective participants should conduct their own due diligence before deciding to participate in the PAYOTO Token offering. The authors and promoters of PAYOTO Token offering disclaim any liability for any direct or indirect loss or damage arising from the use of or reliance on this document or its contents.



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Information

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