



WORLD BLOCKCHAIN BANK™

THE EXECUTION LAYER

IDENTITY. ROUTING. EXECUTION. SETTLEMENT.



IDENTITY



ROUTING



EXECUTION



SETTLEMENT

CONTROL THE LAYER. ROUTE THE ECONOMY.

FINCEN-REGISTERED MSB

31000286291846

D-U-N-S® No: 119413613

PROOF OF EXECUTION

VERIFY
BRAND IDENTITY

OPENSEA
POLYGON
WORLDBANKPAY

EXECUTED

PAID TO:
BEER.HEINEKEN

\$5.00
SETTLEMENT

POLYGON VIA
WORLDBANKPAY

FINCEN-REGISTERED MSB

31000286291846

D-U-N-S® No: 119413613

**THIS DOES NOT COMPETE
WITH REGULATION.**

IT EXECUTES ABOVE IT.

**YOUR
BRAND.
YOUR
BANK.**

BEER.HEINEKEN
GLOBAL DOMAINLINK IDENTITY

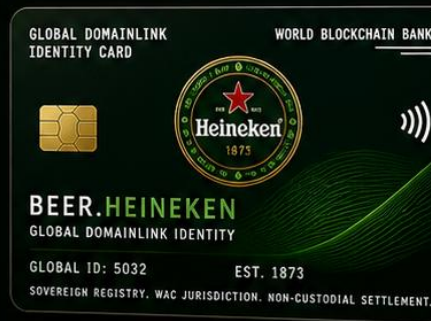


OWN THE CUSTOMER.
CONTROL THE EXPERIENCE.
CAPTURE THE VALUE.

DOMAINLINK IS THE NEW RAIL.



BEER.HEINEKEN
GLOBAL DOMAINLINK IDENTITY



YOU ALREADY HAVE THE DEMAND.
DOMAINLINK GIVES YOU THE CONTROL.

FROM ACCOUNT → IDENTITY

THE SHIFT FROM BANKING TO EXECUTION

OLD WORLD

- BANK ACCOUNT
- CARD NETWORKS
- PAYMENT PROCESSORS

ACCOUNT-BASED SYSTEM
(FRAGMENTED. INTERMEDIATED. DELAYED.)



GLOBAL DOMAINLINK IDENTITY CARD

WORLD BLOCKCHAIN BANK

BEER.HEINEKEN
GLOBAL DOMAINLINK IDENTITY

GLOBAL ID: 5032 EST. 1873

SOVEREIGN REGISTRY. WAC. JURISDICTION. NON-CUSTODIAL SETTLEMENT.

BEER.HEINEKEN
SOVEREIGN SETTLEMENT RAIL

- GLOBAL TRANSACTION
- SECONDS
- \$0.50 FLAT** PER TRANSACTION

IDENTITY-BASED EXECUTION (DIRECT. INSTANT. GLOBAL.)

NO IBAN. NO ACCOUNT. NO INTERMEDIARIES.

IDENTITY → ROUTING → EXECUTION → SETTLEMENT



OWN THE CUSTOMER
Heineken owns the relationship.



ROUTE YOUR ORDERS
Smart routing to the best local partner.



CAPTURE THE DATA
First-party data. Full visibility.



CONTROL THE MARGIN
\$0.50 flat fee. No margin leakage.



EXECUTE GLOBALLY
One identity. Infinite scale.

IDENTITY IS THE NEW INFRASTRUCTURE. DOMAINLINK IS THE NEW RAIL.

CONTROL THE LAYER. ROUTE THE ECONOMY.

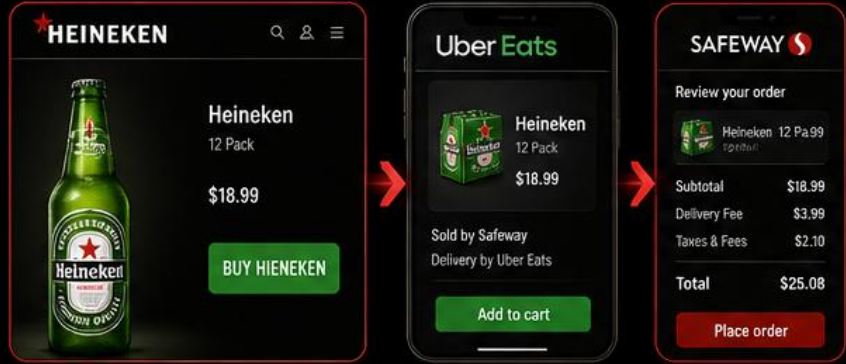


HEINEKEN GENERATES DEMAND BUT DOES NOT CONTROL THE ORDER



FROM PLATFORM REDIRECTION → TO DIRECT EXECUTION CONTROL

CURRENT SYSTEM



✗ Heineken loses:

- Customer relationship
- Order control
- Pricing visibility
- Demand data

CONTROL SHIFTS HERE

DOMAINLINK SYSTEM



✓ Heineken gains:

- Direct customer ownership
- Order routing control
- Real-time demand data
- Margin visibility

YOU ALREADY HAVE DEMAND — YOU'RE JUST GIVING THE TRANSACTION AWAY

"We don't replace your distributors. We control how orders reach them."



WORLD BLOCKCHAIN BANK™

THE FIX DOMAINLINK EXPLAINED SIMPLY

ONE DOMAIN. ONE ROUTE. ONE OWNER.



THE OLD WAY: CONTROL IS LOST



RESULT:
HEINEKEN LOSES CONTROL,
DATA, AND MARGIN.

HEINEKEN.BEER

YOUR DOMAIN. YOUR CONTROL.



THE DOMAINLINK WAY: CONTROL IS KEPT

- OWN THE CUSTOMER**
Direct relationship at every order.
 - ROUTE THE ORDER**
Smart routing to the best local partner.
 - CAPTURE THE DATA**
Real-time demand and behavior insights.
 - PROTECT THE MARGIN**
Transparent pricing and margin visibility.
- RESULT:**
HEINEKEN KEEPS CONTROL,
DATA, AND MARGIN.

DOMAINLINK PUTS HEINEKEN BACK IN CONTROL

*"We don't replace your distributors.
We control how orders reach them."*



LIVE INFRASTRUCTURE



HEINEKEN IDENTITIES ARE LIVE. ROUTING IS ACTIVE. SETTLEMENT IS ENABLED.

THE HEINEKEN DOMAINLINK NETWORK

GLOBAL TO LOCAL. ONE IDENTITY. ALL ORDERS.



THIS CREATES A FULLY STRUCTURED, GLOBAL-TO-LOCAL ORDERING NETWORK.

IDENTITY • ROUTING • EXECUTION • SETTLEMENT • DATA • CONTROL



HEINEKEN CONTROLS THE PATH. THE CUSTOMER STAYS THEIRS.



SOVEREIGN SETTLEMENT RAILS FOR EACH HEINEKEN IDENTITY



POWERED BY
WORLDBANKPAY



\$0.50 FLAT FEE PER TRANSACTION



LIVE CHECKOUT EXAMPLE (BEER.HEINEKEN)

<https://checkout.worldbankpay.io/domains/5032/>

MINTED HEINEKEN IDENTITIES (LIVE ON POLYGON)

✓ BEER.HEINEKEN (GLOBAL DOMAINLINK IDENTITY)	TOKEN ID 5032	VIEW ON POLYGONSCAN /5032
✓ HEINEKEN.UK (COUNTRY ROUTING)	TOKEN ID 5035	VIEW ON POLYGONSCAN /5035
✓ HEINEKEN.GERMANY (REGIONAL ROUTING)	TOKEN ID 5036	VIEW ON POLYGONSCAN /5036
✓ HEINEKEN.FLORIDA (STATE ROUTING)	TOKEN ID 5033	VIEW ON POLYGONSCAN /5033
✓ HEINEKEN.CALIFORNIA (STATE-LEVEL NODE)	TOKEN ID 5034	VIEW ON POLYGONSCAN /5034
✓ HEINEKEN.LONDON (CITY NODE)	TOKEN ID 5038	VIEW ON POLYGONSCAN /5038
✓ HEINEKEN.DESTIN (LOCAL ENDPOINT)	TOKEN ID 5037	VIEW ON POLYGONSCAN /5037



GLOBAL IDENTITY LAYER



SMART ROUTING LAYER



SOVEREIGN EXECUTION



REAL-TIME DATA



MARGIN VISIBILITY



BUILT ON WBB INFRASTRUCTURE. BACKED BY BLOCKCHAIN. GOVERNED BY SOVEREIGN TRUST.





GEO ROUTING GRID



ONE DOMAIN. GLOBAL CONTROL. LOCAL EXECUTION.



SOVEREIGN SETTLEMENT RAILS

POWERED BY **WORLDBANKPAY**

\$0.50 FLAT FEE PER TRANSACTION

- REAL-TIME ROUTING**
Smart routing to best local partner
- IDENTITY CONTROL**
Heineken owns the customer relationship
- DEMAND INTELLIGENCE**
Real-time insights at every node
- MARGIN VISIBILITY**
Full transparency across every order
- GLOBAL → LOCAL EXECUTION**
One network. Infinite scale.

GLOBAL COVERAGE

6 CONTINENTS | 200+ COUNTRIES | ∞ POSSIBILITIES

HEINEKEN CONTROL LAYER

IDENTITY → ROUTING → EXECUTION → SETTLEMENT → MARGIN

BUILT FOR THE AI ECONOMY

RALI IDENTITIES. AUTONOMOUS ORDERS. SELF-EXECUTING COMMERCE.

HEINEKEN DOESN'T FOLLOW THE NETWORK. HEINEKEN IS THE NETWORK.

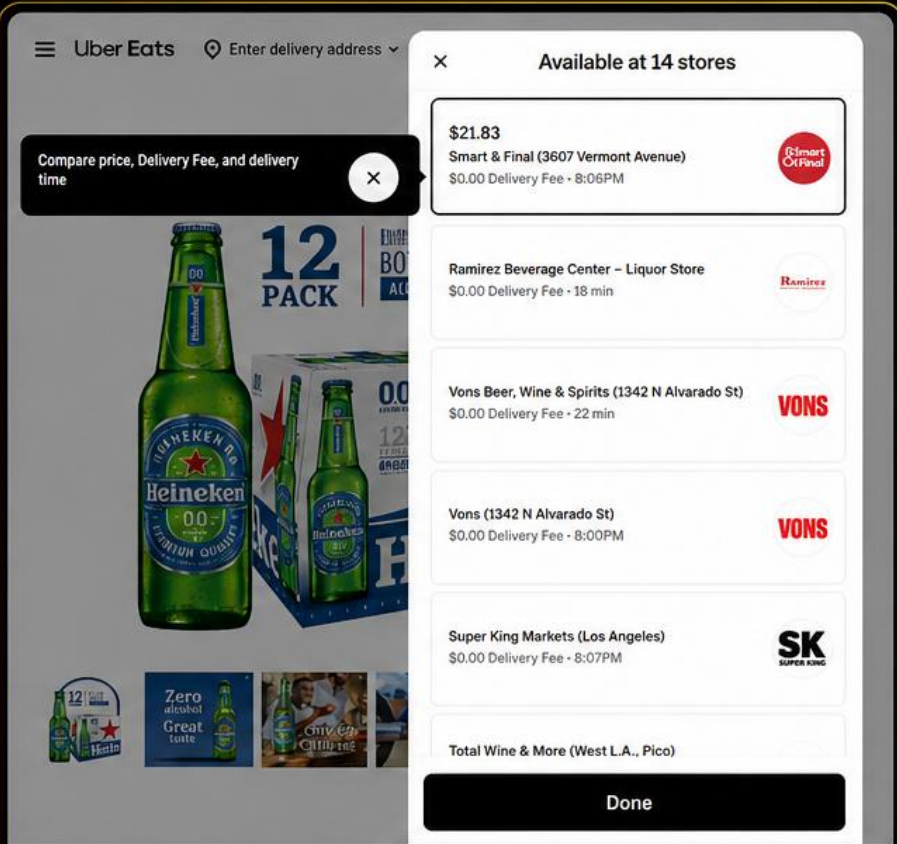


LOOK AT THEIR OWN SITE...



PUSHES ALL RETAILERS BUT ZERO CONTROL FOR HEINEKEN

WORLD BLOCKCHAIN BANK™



HEINEKEN'S PRODUCT. EVERYONE ELSE'S CUSTOMER.

THE LEAK HEINEKEN DRIVES DEMAND...

RETAILERS GET THE CUSTOMER

PLATFORMS GET THE FEES

HEINEKEN GETS THE RISK

RESULT:

- ZERO CUSTOMER OWNERSHIP
- ZERO ORDER CONTROL
- ZERO DATA ACCESS
- ZERO MARGIN VISIBILITY

THE REVENUE IMPACT

THE HIDDEN COST PER ORDER

AVG ORDER VALUE	PLATFORM TAKE RATE	DATA VALUE LOST
\$22.00	15-30%	100%

HEINEKEN LOSES CONTROL OF:



CURRENT MODEL (THE LEAK)

- Heineken drives demand
- Platform captures customer
- Retailers fulfill orders
- Heineken sees nothing
- Margin leaks at every step

DOMAINLINK MODEL (THE FIX)

- Heineken owns the customer
- Heineken controls routing
- Retailers fulfill orders
- Heineken captures data
- Heineken protects margin



THEY PUSH ALL RETAILERS. THEY COMPARE PRICES. THEY CONTROL THE EXPERIENCE.

BUT HEINEKEN CONTROLS NOTHING.



DEMAND IS REAL.

CONTROL IS OPTIONAL... UNLESS YOU BUILD IT.

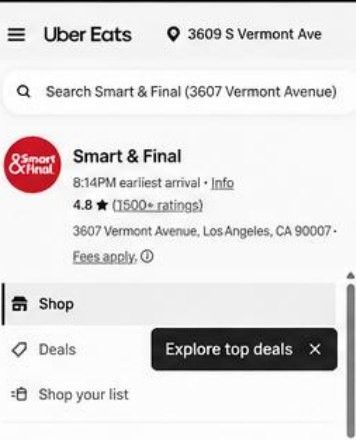


HEINEKEN HAS LOST TOTAL CONTROL OF THE TRANSACTION



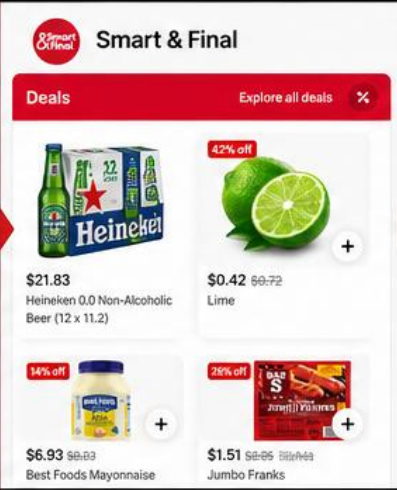
THE CUSTOMER JOURNEY. THE PLATFORM CAPTURE. THE MARGIN LEAK.

1. CUSTOMER SEARCHES



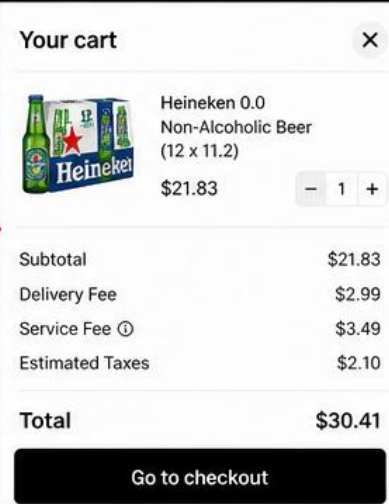
Customer searches for Heineken on Uber Eats.
Heineken has no visibility.

2. PLATFORM DISPLAYS



Heineken product is shown, priced, and sold by the platform.
Heineken has no pricing control.

3. CUSTOMER ADDS TO CART



Customer pays the platform.
Heineken has no order control.

4. PLATFORM ROUTES ORDER



Platform takes fees and margin.
Heineken has no margin visibility.

5. RETAILER FULFILLS



Retailer fulfills the order.
Heineken has no customer relationship.



HEINEKEN GENERATES DEMAND. THE PLATFORM OWNS THE CUSTOMER. THE RETAILER OWNS THE ORDER. HEINEKEN GETS THE RISK.

WHAT HEINEKEN LOSES WITH EVERY ORDER



THE MARGIN LEAK

Customer Pays	Platform Takes	Retailer Keeps	Heineken Receives
\$30.41	\$6.48 (21.3%)	\$21.83 (71.8%)	??? (Unknown)

HEINEKEN BEARS THE BRAND RISK.
THE PLATFORM CAPTURES THE VALUE.

THE DOMAINLINK FIX



YOU ALREADY HAVE THE DEMAND.
DOMAINLINK GIVES YOU THE CONTROL.



DEMAND IS REAL.

CONTROL IS OPTIONAL... UNLESS YOU BUILD IT.

DOMAINLINK PUTS HEINEKEN BACK IN CONTROL.





WORLD BLOCKCHAIN BANK™

IT GETS WORSE. HEINEKEN LOSES CONTROL AT EVERY STEP.



IDENTITY CAPTURE. VERIFICATION. PAYMENT. ZERO CONTROL.

1 ADDS HEINEKEN TO CART

Heineken generates demand.
Heineken has no visibility.

2 REQUIRED: ENTER IDENTITY

Platform captures identity.
Heineken has no customer.

3 REQUIRED: VERIFY IDENTITY

Platform verifies identity.
Heineken has no access.

4 REQUIRED: PAYMENT METHOD

Platform owns payment.
Heineken has no control.

5 ORDER PLACED THROUGH PLATFORM

Order flows to retailer.
Heineken is invisible.

6 RETAILER FULFILLS THE ORDER

Retailer fulfills.
Heineken gets nothing.

✗ EVERY STEP IS OWNED BY THE PLATFORM. HEINEKEN GENERATES DEMAND. EVERYONE ELSE CAPTURES THE VALUE.

WHAT HEINEKEN LOSES WITH EVERY ORDER

CUSTOMER RELATIONSHIP	ORDER ROUTING CONTROL	PRICING VISIBILITY	DEMAND DATA	MARGIN VISIBILITY
Lost	Lost	Lost	Lost	Lost

THE MARGIN LEAK PER ORDER

Customer Pays	Platform Fees	Retailer Payout	Heineken Receives
\$30.41	\$6.48 (21.3%)	\$21.83 (71.8%)	\$0.00 (0%)

**HEINEKEN BEARS THE BRAND RISK.
THE PLATFORM CAPTURES THE VALUE.**

THE DOMAINLINK FIX

HEINEKEN.BEER

**YOU ALREADY HAVE THE DEMAND.
DOMAINLINK GIVES YOU THE CONTROL.**

DEMAND IS REAL.

CONTROL IS OPTIONAL... UNLESS YOU BUILD IT.

DOMAINLINK PUTS HEINEKEN BACK IN CONTROL.



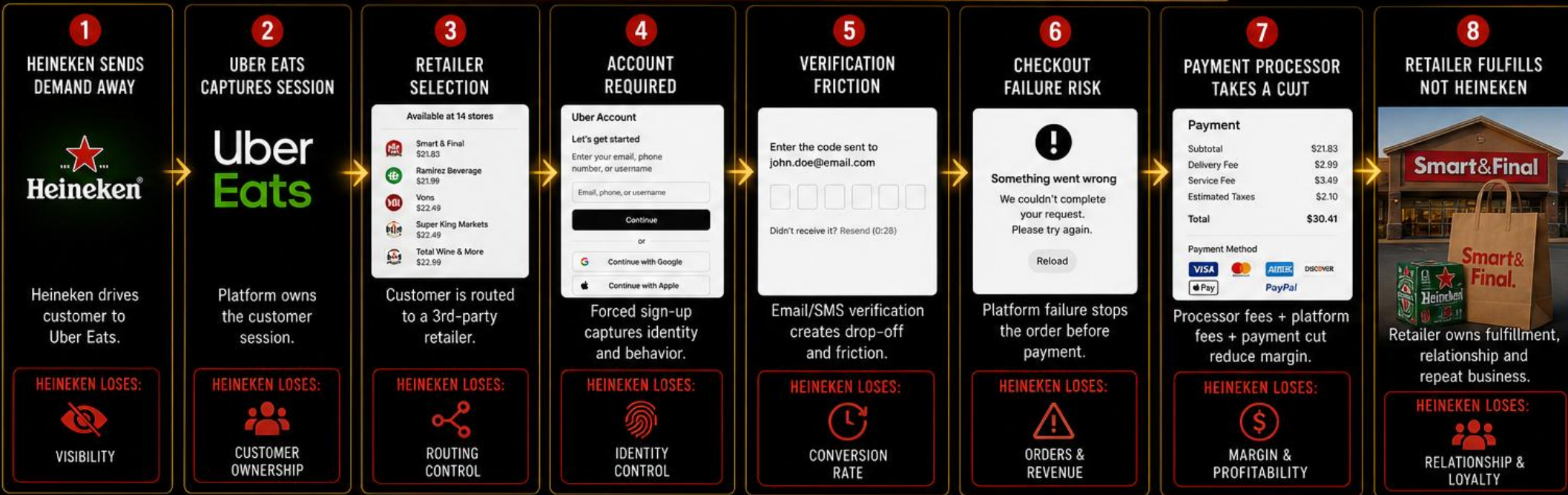


THE FAILURE PIPELINE



EVERY EXTRA CHECKPOINT IS A LOST ORDER, LOST CUSTOMER, OR LOST DATA EVENT.

ONE BOX OF HEINEKEN. EIGHT POINTS OF FAILURE. ZERO CONTROL FOR HEINEKEN.



✗ BY THE TIME HEINEKEN GETS ANY SIGNAL, THE VALUE HAS ALREADY BEEN CAPTURED BY OTHERS.

✓ THIS IS THE COST OF GIVING AWAY THE TRANSACTION.

THE CUMULATIVE IMPACT PER TRANSACTION



RESULT: LESS MARGIN. LESS CONTROL. LESS CUSTOMER. MORE RISK.

THE HIDDEN FEES STACK (EXAMPLE)

Platform Service Fee (Uber Eats)	-\$3.49
Delivery Fee	-\$2.99
Payment Processing Fee (2.9% + \$0.30)	-\$0.93
Stripe / PSP / Gateway Fee (est.)	-\$0.30
Retailer Commission (est. 15-20%)	-\$3.50
TOTAL COST TAKEN BEFORE HEINEKEN	-\$11.21
POTENTIAL MARGIN LEAKED	34% - 45%

THE DOMAINLINK FIX

HEINEKEN.BEER



YOU ALREADY HAVE THE DEMAND. DOMAINLINK GIVES YOU THE CONTROL.

DEMAND IS REAL.

CONTROL IS OPTIONAL... UNLESS YOU BUILD IT.

DOMAINLINK PUTS HEINEKEN BACK IN CONTROL.





WORLD BLOCKCHAIN BANK™
EXECUTION INFRASTRUCTURE LAYER

WORLD
BLOCKCHAIN BANK

THE SHIFT HAS ALREADY HAPPENED



IDENTITY IS THE BANK



ROUTING IS THE NETWORK



EXECUTION IS THE PRODUCT



SETTLEMENT IS THE PROFIT



**PLATFORMS DISTRIBUTE
WE CONTROL THE TRANSACTION**



**BEER.HEINEKEN IS NOT A DOMAIN
IT IS A FINANCIAL ENDPOINT**



**DOMAINLINK
IS THE RAIL**



**WBB
IS THE BANK**



**YOU EITHER
OWN THE LAYER**



**OR YOU
PAY THE LAYER**

WBB CARD + QR PAYMENT SYSTEM

GLOBAL PAYMENTS. ZERO FRICTION. FIXED COST.

\$0.50 FLAT PER TRANSACTION — NO PERCENTAGES, NO INTERMEDIARIES, NO LOCK-IN

WORLD
BLOCKCHAIN BANK

INSTANT MERCHANT ACTIVATION



SCAN QR CODE

Your Blockchain Trust Domain becomes your payment endpoint in seconds.



NO POS. NO HARDWARE.

Just a QR code.
Works anywhere, anytime.



NO CONTRACTS. NO LOCK-IN.

No 30-page agreements.
No underwriting.
No account freezes.



SELF-CUSTODIAL COMMERCE

You are your own merchant.
Funds go directly to your wallet.
You stay in control.



SCAN TO PAY



Pay anyone.
Anytime.
Anywhere.
Instantly.



SCAN
QR CODE



PAY
\$0.50 FLAT FEE



SETTLE
INSTANT & FINAL

**PAYMENTS SETTLE DIRECTLY TO MERCHANT WALLET
NO INTERMEDIARIES. NO DELAYS. NO EXCUSES.**

FLAT FEE MODEL

\$0.50 PER TRANSACTION

- ✓ No percentages
- ✓ No hidden fees
- ✓ No surprises

MASSIVE COST ADVANTAGE

TRANSACTION AMOUNT	VISA / MASTERCARD	WBB (FLAT)	SAVINGS
\$10	\$0.30	\$0.50	-\$0.20 (negligible)
\$100	\$3.00	\$0.50	\$2.50 saved
\$1,000	\$30.00	\$0.50	\$29.50 saved
\$10,000	\$300.00	\$0.50	\$299.50 saved

INSTANT SETTLEMENT



No delays



No chargebacks



No reversals



Transparency First:

8 Lines of Freedom
Merchant Agreement

8 LINES OF FREEDOM

1



YOU OWN
THE WALLET

2



YOU RECEIVE
FUNDS DIRECTLY

3



NO CUSTODY
RISK

4



NO
CHARGEBACKS

5



NO
REVERSALS

6



NO
INTERMEDIARIES

7



NO PERMISSION
REQUIRED

8



NO LIMITS ON
TRANSACTION SIZE

BUILT ON TRUST. BACKED BY COMPLIANCE.



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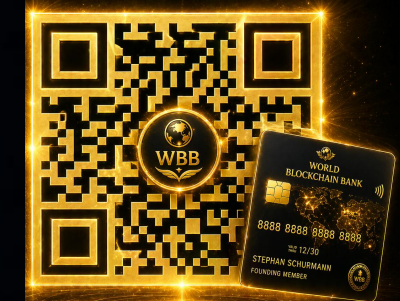
ANY CURRENCY.
ANY COUNTRY.
ANY TIME.

**FROM \$10 TO \$10,000 — THE FEE IS ALWAYS THE SAME.
THIS IS NOT PAYMENT PROCESSING.
THIS IS PAYMENT LIBERATION.**



THE WORLD BLOCKCHAIN BANK
A NEW FINANCIAL ARCHITECTURE
FOR A FREE WORLD.

SCAN TO SETUP YOUR
WBB MERCHANT DOMAIN
INSTANT. SECURE. \$0.50 FLAT FEE.



LINK: checkout.worldbankpay.io/domains/3617/



WORLD BLOCKCHAIN BANK™
EXECUTION INFRASTRUCTURE LAYER

WHAT HAPPENS WHEN THIS SCALES



1 DOMAIN
1 BRAND



ONE IDENTITY.
ONE BRAND.
FULL CONTROL.



10 DOMAINS
REGIONAL NETWORK



MULTIPLE IDENTITIES.
CONNECTED REGION.
SMART ROUTING.



1,000 DOMAINS
GLOBAL ROUTING GRID



GLOBAL COVERAGE.
INTELLIGENT ROUTING.
INSTANT SETTLEMENT.



1M DOMAINS
**REPLACEMENT OF
PLATFORM COMMERCE LAYER**



THE NEW INFRASTRUCTURE.
THE NEW STANDARD.
THE NEW ECONOMY.



IDENTITY
YOU OWN IT.



ROUTING
WE OPTIMIZE IT.



EXECUTION
WE DELIVER IT.



SETTLEMENT
YOU PROFIT.

SCALE IS NOT JUST GROWTH.
SCALE IS TRANSFORMATION.



ONE LAYER. ONE SYSTEM. **INFINITE SCALE.**

DOMAINLINK IS THE RAIL.

WBB IS THE BANK.

YOU OWN THE DESTINATION.

HEINEKEN ECONOMIC IMPACT

FROM PLATFORM LEAKAGE TO SOVEREIGN PROFITABILITY

CURRENT MODEL: PLATFORM ECONOMY

Third-party platforms capture margin, data and control

FINANCIAL COMPONENT	COST PER \$22 ORDER
Platform Commission (15-20%)	\$3.50
Service Fees	\$3.49
Processing Fees (Stripe/PSP)	\$0.93
Delivery / Intermediary Costs	\$3.29
TOTAL VALUE LEAKAGE	\$11.21
PLATFORM TAKE RATE	21.3%

 **~45% OF VALUE LOST**
NO CUSTOMER OWNERSHIP.
NO PRICE CONTROL. NO DATA.

RECOVER
\$10.71
PER ORDER
+\$2.16B
ANNUAL IMPACT*



WORLD BLOCKCHAIN BANK™
EXECUTION LAYER INFRASTRUCTURE

DOMAINLINK MODEL: SOVEREIGN COMMERCE

Heineken owns the transaction, data and customer

FINANCIAL COMPONENT	COST PER \$22 ORDER
WBB Execution Fee (Flat)	\$0.50
Platform Commission	\$0.00
Marketplace Take Rate	\$0.00
Intermediary Processing	INCLUDED
TOTAL COST	\$0.50
NET TRANSACTION LEAKAGE	<3%



>97% OF VALUE RETAINED
CUSTOMER OWNED. BRAND CONTROLLED.
DATA CAPTURED. MARGIN PROTECTED.

100% COMPLIANT
WITH GLOBAL ALCOHOL
REGULATIONS

-  Licensed Retailers Still Fulfill
-  Geo-Routing Respects Local Law
-  Tax Collection Maintained
-  Age Verification Enforced
-  Three-Tier System Fully Respected

EXECUTES ABOVE THE REGULATION

PROJECTED GLOBAL IMPACT

IF ONLY 10% OF HEINEKEN GLOBAL VOLUME
ROUTES THROUGH DOMAINLINK

 ANNUAL ORDERS ROUTED ~202M	 MARGIN RECOVERY ANNUALLY ~\$2.16B	 PLATFORM FEES ELIMINATED ~\$2.26B	 FIRST-PARTY IDENTITIES CAPTURED ~202M	 SETTLEMENT TIME INSTANT
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ONE INFRASTRUCTURE. GLOBAL SCALE. INFINITE VALUE.

* Based on \$10.71 recovery per order x ~202M annual orders

STRATEGIC ADVANTAGES



-  **MARGIN EXPANSION WITHOUT RAISING PRICES**
Flat-fee infrastructure recovers lost economics without impacting the consumer.
-  **CUSTOMER OWNERSHIP RETURNS**
Heineken owns the relationship, data, identity and lifetime value.
-  **TREASURY OPTIMIZATION**
Instant settlement. Global visibility. Lower costs. Zero chargeback exposure.
-  **BRAND CONTROL & PREMIUM EXPERIENCE**
No third-party checkout. No brand dilution. A seamless, owned experience.

THE EXECUTIVE TAKEAWAY

HEINEKEN ALREADY OWNS THE DEMAND.

DOMAINLINK
ALLOWS HEINEKEN
TO OWN
THE TRANSACTION.

THE FUTURE ALCOHOL LEADER
WILL NOT BE THE BRAND WITH
THE BIGGEST ADVERTISING BUDGET.

IT WILL BE THE BRAND THAT OWNS THE EXECUTION LAYER.



WORLD
BLOCKCHAIN BANK

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YOUR
BRAND.
YOUR
BANK.

BEER.HEINEKEN
GLOBAL DOMAINLINK IDENTITY



OWN THE CUSTOMER.
CONTROL THE EXPERIENCE.
CAPTURE THE VALUE.

IS THE NEW RAIL.



BEER.HEINEKEN
GLOBAL DOMAINLINK IDENTITY



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