

The Road to Binance – Lucky Block Lists on PancakeSwap 26 January 18:00 GMT

Lucky Block sells out presale • lists on PancakeSwap • Wednesday, Binance listing early February

26 January 2022, London, England – Blockchain-powered Lucky Block lottery platform has completed the presale of its LBLOCK token early, selling all the tokens allocated.

Including the soft launch sale, to date the project has sold 35.4% (35,368,556,282.96) of the total supply of 100 billion.

The presale raised \$5.7 million for the project from eager investors, who now number 8,611.

Lucky Block is unique among lottery offerings by combining generous donations to charity, dividend payments to ticket holders and voting rights on good causes to support.

Using conservative estimates, Lucky Block modelling shows a holder of \$1,000 worth of LBLOCK tokens will earn a dividend yield of 19.2% p.a, assuming they hold their tokens for a year. These findings are based on projections at the launch of the lottery platform but the yield is likely to grow exponentially as the Lucky Block user base expands.

Lucky Block has been well-received by the crypto community, with its Telegram Group amassing more than 19,000 users in little more than a month.

Lucky Block is committed to making it easy for people to give to those who need help. That's why it has already donated \$5,000 worth of crypto to the British Red Cross, in what was a first by a crypto project. There will be more donations to charity before the first Friday draw takes place on 25 March.

Project milestones and plans: listings

On Wednesday 26 January at 18:00 UTC the Lucky Block token lists on the PancakeSwap decentralised exchange.

Lucky Block has also applied for a listing on top-ranked centralised exchange trading venues Crypto.com, FTX, Kucoin and OKex, as the project builds up towards its February Binance

exchange application. Binance is the largest digital asset exchange globally by volume.

Other activity since the conclusion of the presale includes submissions for listings on market-leading analytics sites Coinmarket cap and CoinGecko as well as PooCoin and Dextools.

Support also comes from sister projects of Lucky Block in the shape of partnerships with on decentralised exchange DeFi Swap and StakeMoon (SMOON) community-driven protocol.

Coinsniper – the platform that focuses on informing the community about new cryptocurrencies – will also see a Lucky Block listing.

Marketing gears up with ad spend across media; influencers reach out on social

Supporting listing efforts and to drive interest in the lottery platform, Lucky Block’s marketing campaign ramps up after the PancakeSwap listing on 26 January. It will include paid advertising across key crypto sites such as Coinmarketcap and CoinGecko, alongside social media platforms, plus print and outdoors.

Lucky Block’s social media campaign is to be boosted by the work of ambassadors and influencers, many of whom have A-list status in the UK, the home country of the Lucky Block global lottery platform.

Among the Lucky Block’s star supporters are UK No.1 chart-topping Drum and Bass DJ and record production duo Sigma (Cameron James “Cam” Edwards and Joseph Aluin “Joe” Lenzie), model and Love Island contestant Jamie Jewitt, singer Sonique and R&B artist Kele Le Roc.

In February the team will be launching a high-profile video campaign on Facebook and Instagram, in addition to a series of ad campaigns centred on “Steps to Avoid Scams” and Lucky Block’s 10% referral programme.

----- VIP Lottery Prizes -----

Token holders that maintain a minimum balance of \$1,000 worth of LBLOCK beyond the date of a blockchain snapshot to be announced soon, will be entered into a VIP Lottery with a prize fund of a car and holiday

Lucky Block app release 21 March 2022

Lucky Block runs on the Binance Smart Chain and its Testnet will be up and running by the beginning of March, with trial test lotteries in full flow as the development team hones the product offering.

Website and app development continues at a brisk pace. Website and app will launch together on 21st to start selling tickets for the Friday night draw on 25th.

The app will be the primary hub of the Lucky Block platform and only those who have downloaded it will receive the dividend payments.

Lucky Block app provides a “bank account style” portal for holders of LBLOCK and lottery players:

- See calculated dividend percentage
- Get notified when dividend is paid
- See live jackpot amounts and the history of winning numbers
- Push notifications providing important news updates on LBLOCK
- See where charity donations went
- Vote on which approved charity users would like to see receiving funds

Lottery ticket price is \$5.

Key Lucky Block dates:

- iOS & Android apps ready for testing on 14 February 2022
- MacOS & Windows ready for testing on 7 March 2022
- Launch lottery app for ticket purchases on On 21 March 2022
- Lucky Block's first Friday night lotto draw takes place on 25 March 2022

Scott Ryder, Lucky Block chief executive officer, commenting on the achievements of his team said:

“The strength of our presale, which finished 11 days early and raised \$5.7 million, stands us in good stead with exchanges as we have already demonstrated outsized demand for our market-leading product. We have set aside more than enough liquidity for buyers, so there will be no problem accommodating demand from investors.”

“We are not here to run down other projects and coins, but we believe that Lucky Block is part of a trend that will see the rise of crypto products that are able to grow revenues by focusing on real-world use cases that can garner mass market adoption and generate revenues.”

“Also lower valuations eventually bring attractive entry prices by improving risk-reward potential, providing, we would suggest, investors focus on cash-generative businesses and those with the best tech. Lucky Block scores highly on both of those touch points.”

“Just as we are seeing a rotation in the stock market from previously red-hot yet expensive stocks of companies that are yet to turn a profit, into so-called value stocks that have strong revenues and profitability, we will see a similar approach mirrored in the crypto world.”

“Lucky Block is very much a part of this new wave that starts to deliver now on the promise of Web 3.0 disruptors taking on centralised legacy products such as the various national lotteries around the world.”

Notes for editors

About Lucky Block

Lucky Block is a blockchain-based lottery platform that has significant advantages over traditional online and offline lottery systems. The odds of winning are better, all token holders receive a dividend and 10% of the lottery pool goes to charity.

The tag line is “Everyone’s a winner”. LuckyBlock is all about giving back. The platform is focused on putting good causes at the centre of its mission.

By playing the lottery and taking part in the network, environmental, social and governance (ESG)-aware investors can be sure that the project aligns with their objectives.

Alongside being an ESG-compliant crypto project, it is also an example of a Web 3.0 product – that’s to say it is a decentralised network disrupting current centralised legacy companies, in this case lottery operators, where the players and token holders, among other things, will be empowered to vote on governance issues.

Each transaction of the Lucky Block token attracts a fee of 12%, unless it is a transfer from a whitelisted exchange to a token holders’ own wallet – this mechanism encourages long-term adoption by the community of LBLOCK holders.

Lucky Block links

Website: luckyblock.com

Product: / Application: Blockchain-based global lottery platform; website and mobile app

Token: LBLOCK

Whitepaper: [Whitepaper](#)

Social Channels: [Twitter](#) | [Telegram](#) | [Discord](#) | [Reddit](#) | [Instagram](#)

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A GLOBAL LOTTERY SYSTEM WITH PLAYERS USING BLOCKCHAIN PROTOCOLS

LUCKYBLOCK.COM

THE CRYPTO LOTTERY WHERE EVERYONE’S A WINNER