



wdx
ORGANISATION
Exchange is no longer foreign.

CHAMPIONING THE WOCU™

"Remarkably, a potentially plausible and simple solution to the seemingly dead-end situation with regard to currencies came recently from the private sector in the United Kingdom in a form of the world currency equivalent, "Wocu™", based on a mathematical algorithm accounting for 20 currencies' contribution into the world economy, rather than political or economic negotiation, which could make it universally appealing".

Global Insight, June 2009

THE CREATION OF THE WOCU™

The Wocu™ idea stemmed from an initial sketch on the reverse side of a London Underground Ticket in 1996. A facsimile can be seen on the timeline. Michael King, whose career is based on experience in the IT and Finance Industries, made the note and a colleague, Mark Worrall, remarked that he had “created the Wocu”.

After much further research and discussion, the concept was tested for volatility and other features, and a detailed plan for the advancement of the idea was drawn up. The search for funding concluded in early 2009, since when the necessary foundations for the introduction of the Wocu and associated instruments have been made. Commercial availability is imminent.

WHY DO WE NEED THE WOCU?

Since the Bretton Woods Agreement broke down the world foreign exchange mechanism has suffered much volatility and is not best suited to the multi-polar world that is now emerging. Currently there is much high-level discussion about this. The future picture of the world, where China and India may well overhaul the USA in output terms, requires the Wocu, a vital component of a New Financial Architecture.

WHAT IS THE WOCU?

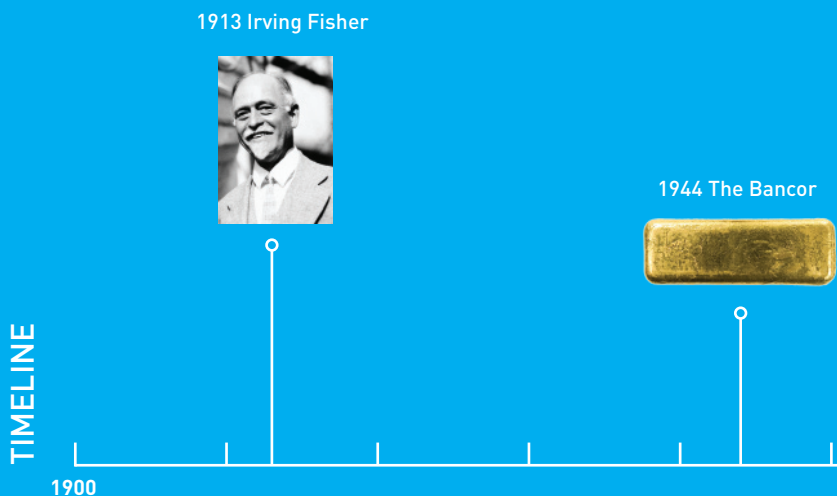
The Wocu is a derivative of the exchange rates of the World's top twenty countries as measured by GDP. WDX has weighted its algorithm in line with those GDPs and the result is a proven, less volatile world currency unit.

CAN I SEE THE VALUE OF THE WOCU?

You most certainly can. Simply register on the www.wocu.com website. The value is updated once per second, much more frequently for market participants, and there is a daily fix at 16:00 UTC.

ECONOMY IS THE METHOD BY WHICH WE PREPARE TODAY TO AFFORD THE IMPROVEMENTS OF TOMORROW

Calvin Coolidge
President of the United States,
1872-1933



A HISTORY

The Wocu represents a significant step forward in world monetary thinking in a direct line from 1944 to 2009. It represents a shift as significant as 1971-3 when the Bretton Woods agreement broke down. It will have a huge significance in years to come.

The Wocu reflects the power of the output of the world's major twenty economies. Its use will herald lower risk, lower volatility and an answer to the allocation puzzle of reserve currencies.

At a time when major powers in a multi-polar world are discussing baskets constructed in the late 1960s, in particular the SDR, the WDX Organisation sponsors the Wocu. It has used modern risk theory and mathematics to announce an apolitical instrument. The value of the Wocu is based on an algorithm whose construction and weighting is in turn monitored by an independent institute.

A number of early participants are already receiving indicative Wocu Spot Prices from WDX's technology infrastructure.

1972 Bretton Woods and the link with Gold is broken



1996 The first stirrings of the solution



2009
INTRODUCTION



2000

THE WDX ORGANISATION

The IPR developed in the creation of the Wocu is vested in the WDX Organisation which was formed in 2008. The company received funding and the Wocu was introduced on September 10th 2009.

THE WDX INSTITUTE

The WDX Institute carries out research on all matters relating to the Wocu. It is a wholly independent “not for profit” body formed and sponsored by the WDX Organisation. Membership consists of leading academics and well-respected Financial Market participants. The Institute works to formal Terms of Reference. One of its key roles is to ensure the integrity of the Wocu.

FREQUENTLY ASKED QUESTIONS

Is the US dollar not the World Currency?

The US dollar is used as a currency well beyond the United States. This has prompted some Americans to say they want their currency back. The Wocu provides a ratio in which the dollar could be held. Over time this ratio could be used to position the dollar as the currency of one of the world's most successful economies, but not as the world's currency.

Is gold not the best store of Value?

The WDX Organisation does not include gold in its basket. Gold may be priced in Wocu and this allows the markets to see the price of gold marked to a less volatile yardstick. The Wocu may be a valuable contribution to the pricing of gold, a volatile instrument in a class of its own. Opinions will continue to form and change as to whether gold is the best way of storing value.

Should the Markets continue to decide?

The Wocu will enable the markets to continue to decide the price of individual currencies. Because the Wocu is derived from a globally balanced basket it will reduce volatility and its consequent risk.

Should Governments not decide?

Governments are stewards of their national currencies so they do, of course, decide upon national economic issues. However since the Bretton Woods Agreement stalled, markets have decided the value of the major floating currencies. The Wocu will not alter this but will offer lower volatility and less risk.

How does this relate to the SDR?

The SDR is an interesting instrument introduced some forty years ago by the IMF to assist in reserve matters for nations. However, it is only re-weighted every five years and is only based on four currencies. The Wocu is more advanced and is totally apolitical.

Has anyone else had such an idea?

Yes, Lord Keynes in 1944. Keynes wished to prevent the US experiencing the burden of the Reserve Currency Role that had been felt by the United Kingdom and the associated 'Sterling Area'. Because of the pressure of Global Conflict this was not pursued. In any case, US leadership thought US dollar hegemony was appropriate. The dollar was priced against gold.

**WHAT BUSINESS
MAN WOULD
CONSENT FOR
A MOMENT
TO MAKE A
CONTRACT FOR A
YARD OF CLOTH
OR TONS OF
COAL, AND LEAVE
THE SIZE OF THE
YARD OR THE TON
TO CHANCE?**

Irving Fisher, Economist 1913

MORE DETAIL

If you would like to know more
about the Wocu see our website
www.wocu.com

The website for the Independent
WDX Institute which conducts
research into currencies, and
monitors and safeguards the Wocu
algorithm may be found at:
www.wdxinstitute.org

Organisations wishing to get a
head start on the adoption of the
definitive World Currency Unit, the
Wocu, can join the Early Participant
Scheme (EPS). Individuals with
the same objective can join the
Personally Interested Participation
Scheme (PIPS), commencing later
in 2009.

