HERRIOT LUX INC · VERSION 2.0 · NOVEMBER 2026

Petcoin (PETC) White Paper

Replaces the July 2019 white paper.

Abstract

Petcoin (PETC) is an ERC-20 utility token issued by Herriot Lux Inc, an Australian not-for-profit, to power three things: a free app that carries a pet's health records from vet to vet, a pet-savings balance backed by Australian dollars, and a way to identify any animal anywhere, whether pet, livestock or wildlife.

This paper replaces the July 2019 white paper. It restates the mission, describes the Pet Data Unification Protocol (PUP) and the app suite, sets out the token's supply and on-chain status as of November 2026, and lists the risks a holder should understand.

Item	Detail
Token	Petcoin (PETC)
Standard	ERC-20, Ethereum mainnet
Contract	`0xd1d3b662d91faaa4a5d809d804fa70550b2b3e9c`
Total supply	2,351,000,000 PETC
Issuer	Herriot Lux Inc, ABN 37 514 462 559
Website	**petcoin.org.au**

The problems

Pet health care loses data, money and time at five points, in order of priority.

1. **Pet health data does not move.** Records sit in clinics, specialist centres and laboratories, in software that does not talk to other software. New clients often arrive with pages of vague or inconclusive history, and owners who move lose records altogether.
2. **Cross-border payment is slow and costly.** There is no low-fee, instant way to settle pet insurance premiums and claims across borders, or for vets to accept digital assets while being paid in their own currency.
3. **Practice software is out of reach.** Most veterinary practice management software (VPMS) serves Western clinics. Clinics in poorer regions rely on spreadsheets or hand-written records.
4. **Budget owners go without care.** Owners on restricted budgets often have no insurance and no savings, so cost decides treatment, sometimes euthanasia.
5. **Animals cannot be identified across systems.** Pets, livestock and wildlife have no shared, owner-permissioned identifier that works across borders, registries and emergencies such as natural disasters.

Vision and mission

Vision. Enhance pet health care worldwide, reducing the burden of financial restrictions on pet health decisions.

Mission. Everything we do is designed to improve the relationship between your vet and you. In practice that means:

- an owner-permissioned medical history the owner can carry between clinics, hospitals and emergency centres;
- a pet-savings facility and a philanthropic network that help owners pay for care, including gap fees and uninsured procedures;

- low-cost practice software for clinics that cannot afford it, deployable in disasters where animal injuries are large-scale;
- a single identifier for any animal, pet, livestock or wildlife, anywhere in the world.

The solution: PUP and the Petcoin app suite

The Herriot Lux Pet Data Unification Protocol (PUP) gathers a pet's records from every clinic, specialist and laboratory into one owner-controlled profile, and handles payments behind the scenes so no user needs to understand blockchain.

Each animal is given its own Ethereum address, which acts as an anonymous identifier. The owner holds the keys and decides who may read the record. Data arrives mainly from clinic receipts (consultations, medications dispensed, diagnostics, hospital stays) and from vets adding notes through the app. Vet clinics' own records stay private to them.

App	Who uses it	What it does
Mobile user app	Pet owners	Stores and aggregates the pet's medical history from multiple VPMS; owner controls access; buy, earn, spend or send PETC; Pet Savings backed by AUD; pet insurance; access to the philanthropic network; optional link to the pet's social media; memorialisation of a pet's life on-chain
Vet clinic interface	Vets, specialists, labs	Reads records from other clinics and labs with the owner's permission; accepts PETC, Bitcoin, Ethereum and other digital assets while being paid in AUD; faster insurance claim settlement
Retail and wellbeing	Kennels, groomers, sitters, walkers, pet retailers	Requests specific details (vaccination history, temperament, medications, injuries); accepts payment and settles in AUD; uses PETC for loyalty rewards

If a clinic is not yet connected, the owner simply shows the record on their phone. A boarding kennel that needs proof of vaccination gets it the same way.

Animal identification. The same per-animal address extends beyond pets. Longer term, PUP is designed to identify livestock and wildlife, link genealogy, biometric and genome data, and support supply-chain and disaster-response applications.

PETC as a hybrid stablecoin for Pet Savings

PETC bought in the app carries a "tethered value" in Australian dollars that the owner can always spend, whatever the market price; PETC earned or traded elsewhere is worth its market price.

Tethered PETC (bought in the app). Owners pay by card at a minimum of A$0.20 per PETC. The AUD is converted to AUDD, an Australian-dollar stablecoin, and held with the owner's PETC at a dedicated Ethereum address managed by Herriot Lux. Owners can save a one-off amount or a regular amount each month.

Untethered PETC (earned). PETC received as a reward (downloading the app, loyalty, taking out or renewing pet insurance), as a gift from another user, or through crowdfunding carries no tethered value. It is held at a separate address and redeems at market value.

Spending. Owners spend PETC at vets, pet retailers and wellbeing businesses, send it to another user, or withdraw it to an external Ethereum wallet. The merchant is always paid in AUD. When PETC is spent or sent, the tethered value falls in proportion to the share of the balance used.

Outside the app. PETC bought, sold or held on exchanges or in private wallets is unrestricted and has no tethered value. Herriot Lux does not oversee those transactions.

Worked example

Step	PETC balance	Tethered value (AUD)	Market value (AUD)
Buys A$200 of PETC at A$0.20	1,000	$200.00	$200.00 at A$0.20

Receives 1,000 PETC as a reward	2,000	$200.00	$400.00 at A$0.20
Receives 50 PETC from another user	2,050	$200.00	$410.00 at A$0.20
Market falls to A$0.15	2,050	$200.00	$307.50 at A$0.15
Spends 500 PETC at a vet clinic	1,550	$151.22	$232.50 at A$0.15

The vet is paid in AUD for the 500 PETC. The tethered value fell by 500 ÷ 2,050 of $200, leaving $151.22.

Philanthropic network. Users can donate PETC to help other owners meet emergency or unaffordable treatment. Herriot Lux surplus is held in reserve to fund emergency care requested through the apps and wildlife care in natural disasters.

> The in-app sale and custody of PETC and AUDD are subject to the licensing review described under Risks, and will not open until that review is complete.

Tokenomics and contract details

Of 2,351,000,000 PETC, about 1.98 billion are locked in six vesting streams that cannot be cancelled, and about 50.3 million are estimated to be in circulation.

Allocation	PETC (approx.)	Status
Project treasury vesting (three streams: 10M, 700M, 1B)	1,710,000,000	Locked, vesting to the project Safe
Co-founder vesting (three streams of 90M)	270,000,000	Locked, vesting to three co-founder addresses
Project and co-founder wallets	320,700,000	Unlocked; being reconciled
Estimated circulating supply	50,271,185	Held by the public

Total supply	**2,351,000,000**

Figures are as reported by the project in November 2026 and will be reconciled against Etherscan before each listing update.

Address	Role
`0xd1d3b662d91faaa4a5d809d804fa70550b2b3e9c`	PETC token contract (ERC-20, deployed 2018)
`0x93b37Bd5B6b278373217333Ac30D7E74c85fBDCB`	Vesting contract (six streams)
`0x33e0f6AB48c16f8B68011dBabc0D08fD52573cB1`	Project treasury Safe (multisig)
`0x577a88790bd9e12a36e47098e80ef285c0fbcbd0`	Original deployer and contract owner; keys lost (**signed declaration**)
`0xd85F05A10E8b10d950EeAe6fc5541c1E18a13c7D`	2018–19 crowdsale wallet; keys lost

Annual minting. The 2019 design minted 10 million PETC a year for 100 years, 80% to fund vet care directly. The contract owner's keys are lost, so the project cannot mint. The philanthropy pool will instead be funded from existing treasury supply, on terms to be published.

History. The crowdsale ran from July 2018 to August 2019 and raised A$15,000 at A$0.15 to A$0.20 per PETC (or 0.0005 ETH).

Technology

PUP sits between the user-facing apps and the blockchain, so owners and vets see records and dollar amounts, never wallets or exchanges.

- **Ethereum keys as permissions.** Each animal's address is its record and anonymous identifier. The owner's key grants and revokes access for vets and service providers.
- **Custody back end.** External services (card payments, VPMS connections, insurers) connect to a back end that signs transactions for the treasury Safe and for each user's tethered and untethered addresses.
- **Payment conversion.** Automated trades convert PETC, Bitcoin, Ethereum and other digital assets so that merchants receive AUD.
- **Public reserve dashboard.** A public page will compare the AUDD held in reserve with the tethered balances owed to users.
- **VPMS integration.** PUP connects to practice management software, starting with Ciderhouse's CHS, and offers a low-cost VPMS add-on for clinics without one.

Longer-term chain. The goal is a hybrid public/private chain for owner-permissioned animal data: genealogy and lineage, genome and biometric data, and an immutable record of a pet's life alongside its medical history.

Governance and membership: Herriot Lux Inc

PETC is issued and managed by Herriot Lux Inc, a not-for-profit, member-based incorporated association registered in Victoria, Australia, which cannot distribute surplus to its members.

Item	Detail
Legal form	Incorporated association, Victoria (reg. A0101949)
ABN	37 514 462 559
Trade mark	Petcoin, Australian trade mark 1906313, Class 44 (care of pet animals)
First AGM	Melbourne, January 2019
Domains	petcoin.org.au, petcoin.vet

The association operates under modified model rules, which govern how its assets, funding and operating revenue are used. Its purpose includes enabling instant, permissionless payment of veterinary insurance settlements over a blockchain.

Membership: A$9.95 a year

An incorporated association exists for its members: they own its direction, elect its committee and can change its rules, and the association runs for its purposes rather than for profit. Membership of Herriot Lux costs A$9.95 a year by subscription and gives every member a real say in how Petcoin develops.

What members get

- **A vote.** One vote per member at general meetings, in person or by proxy, including electing the committee and approving changes to the rules.
- **A voice.** Notice of every general meeting and proposed special resolution, the right to put items of business on the agenda, and to attend and be heard.
- **10 PETC on joining and every renewal.** Each paid subscription adds 10 tethered PETC to the member's Pet Savings in the app, backed by A$2.00 of the subscription held in reserve at the A$0.20 app price. This starts once the app is live and the licensing review is complete.

> **What membership is not.** Herriot Lux is not-for-profit and cannot distribute surplus to its members, including on winding up. Apart from the 10 PETC included with each subscription, membership carries no right to profits or dividends, is not an investment and cannot be transferred or sold.

Detail	Rule
Annual subscription	A$9.95, set at each AGM and aligned to the financial year
Joining	Apply in writing; the committee approves each application
Voting starts	10 business days after joining, once the subscription is paid
Unpaid subscription	Rights are suspended until paid; membership lapses after 12 months in arrears

Leaving	Resign at any time by written notice

To join, email **coo@petcoin.org.au**.

Co-founders and partnership

Petcoin was founded by a veterinarian, an operator and a technologist, and is built with Ciderhouse, an Australian veterinary software provider.

Dr Jim Euclid, BVSc BVBiol PhD — Co-founder and CEO

Jim is the project's visionary and its major seed funder since January 2018. He brings more than 35 years of veterinary experience and sees blockchain as a way to fix how animal health data and payments move. He is President of Herriot Lux Inc.

Paul Hadden — Co-founder and COO

Paul has co-funded the project with Jim since January 2018 and runs its operations, token management and exchange and listing relationships. He has served as Secretary and Treasurer of Herriot Lux Inc.

Garry Taylor — Co-founder and CTO

Garry leads technology and app development, including the Petcoin mobile app and its integration with veterinary practice software.

Partnership with Ciderhouse

Ciderhouse ICT has served the veterinary sector for more than 15 years, with offices in Melbourne and Perth, an agent in Hong Kong, and clinic clients in Singapore, Dubai, Hong Kong, Australia, Vanuatu and beyond. Its support team includes former veterinary practice managers.

- **VPMS integration.** Ciderhouse approved integration of the Petcoin app with its CHS practice management software, the first connection for PUP.
- **Pet insurance.** Ciderhouse was the first Australian VPMS to form an alliance with Petsure, Australia's largest pet insurance underwriter, and has worked with Herriot Lux on bringing Petsure underwriting into the app.
- **Low-cost VPMS.** CHS is the candidate, under a software licensing agreement, for the low-cost practice software offered through the app.

Roadmap

The foundation work is done; the next phase is compliance and liquidity, and the app launches only after it.

PHASE 1 · COMPLETE, NOVEMBER 2026

Foundation

1.98B PETC locked in non-cancelable vesting; treasury moved to a multisig Safe. Uniswap v4 pool and launch auction opened; petcoin.org.au relaunched; lost-key declaration signed.

PHASE 2 · NOW

Compliance and liquidity

Licensing and custody advice; reconcile unlocked supply; lock meaningful liquidity. Resolve security-scanner warning; apply for CoinMarketCap and CoinGecko listings.

PHASE 3

App launch

Mobile user app on the Apple App Store; vet clinic interface connected to Ciderhouse CHS. Pet Savings with AUDD reserve and a public reserve dashboard.

PHASE 4

Scale

Android app on Google Play; retail and wellbeing app; Petsure insurance in the app. Philanthropic network and low-cost VPMS for clinics in developing regions.

PHASE 5

Any animal, anywhere

Livestock, wildlife and supply-chain identification; disaster-response deployment. Hybrid public/private chain for genealogy, genome and lifetime records.

Phases follow in order; dates will be published as each phase's funding and approvals are confirmed.

Milestones to date

Date	Milestone
Nov 2026	Project revived: vesting locks, treasury Safe, Uniswap v4 pool, website relaunched
Jul 2019	First white paper published
Jan 2019	First AGM of Herriot Lux Inc; app pilot with basic medical data and Petsure integration
Jul 2018 – Aug 2019	Crowdsale raises A$15,000
Sep 2018	Petcoin trade mark registered
2018	PETC ERC-20 contract deployed

Markets and official links

PETC currently trades only in small decentralised pools; it is not yet listed on CoinMarketCap or CoinGecko, and applications to both are part of Phase 2.

Current markets. A Uniswap v4 pool and a Uniswap launch auction (`0x430f76f78a01d94af9006213b8043b3ace0580b7`) on Ethereum, a PancakeSwap pool, and a GeckoTerminal listing. Liquidity is thin, and the pool price (about US$0.02 in November 2026) is well below the planned in-app price of A$0.20. Links to each pool are on the **home page**.

Past markets. Between 2018 and 2020 PETC traded on Trade Satoshi (PETC/BTC, ETH, DOGE, USDT), DDEX (PETC/WETH) and Hydro Protocol (PETC/ETH). Those markets are closed.

Only the sources below are official. Always check the contract address before buying or sending PETC.

Resource	Link
Website	**petcoin.org.au**
White paper	This page · **PDF**
Token on Etherscan	**etherscan.io/token/0xd1d3...e9c**
Lost-key declaration	**etherscan.io/verifySig/342636**
Facebook	**@petcoin2**
X (Twitter)	**@Petcoin2**

Risks and disclaimer

PETC is a high-risk digital asset, and holders could lose everything they put into it.

- **Contract control.** The original deployer wallet remains the contract owner and can technically mint new PETC. Its keys are reported lost and a signed declaration has been published, but this cannot be proven on-chain. Security scanners such as Blockaid currently flag the token.
- **Concentrated supply.** Most supply is held by the project and co-founders, about 320.7 million of it unlocked. Large transfers could move the price sharply.
- **Thin liquidity.** Pools are small and liquidity is not yet confirmed as locked. Prices can move sharply, and holders may be unable to sell.
- **Price gap.** The market price is far below the planned in-app price of A$0.20. Tethered value applies only to PETC bought through the app, and only once the app is live.
- **Regulation.** The in-app sale, the custody of PETC and AUDD, and the "hybrid stablecoin" Pet Savings product may need licences under Australian digital asset, financial services and anti-money-laundering law. Herriot Lux is seeking legal advice, and features may change, be delayed or not launch.
- **Delivery.** The apps, integrations and partnerships described here are plans. Their timing depends on funding and approvals.
- **Earlier design.** Figures in the 2019 white paper (exchange release caps, reserve ratios, annual minting) are superseded by this paper.

> **Disclaimer.** This paper is for information only. It is not financial, legal or tax advice, a prospectus or an offer to sell PETC. PETC is a utility token for use in the Petcoin ecosystem, not an investment, and carries no right to profits, dividends or ownership of Herriot Lux Inc. Do your own research and seek independent advice. Statements about future plans may not come true.

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