



## WHAT IS AORA

AORA is the world's first blockchain-enabled global buying concierge that **enables consumers to purchase real-world products from any online store and marketplace using cryptocurrencies.**



### STEP 1

The customer tells us what they want



### STEP 2

We purchase the products on their behalf efficiently and seamlessly



### STEP 3

We handle all interactions from merchant to logistics to ensure that the product reaches their doorstep

## AORA MERCHANT SUITE ENABLED BY BLOCKCHAIN



### AORA PAY

#### PAYMENT GATEWAY FOR CRYPTOCURRENCY & FIAT

- Utilizes AORA Coin for transactions
- Charged at cost without any mark-up
- Currency Looping rates for conversion Protocol finds the best rates for conversion



### AORA TRUSTCIRCLE

#### DECENTRALIZED REVIEW SYSTEM FOR PRODUCT DISCOVERY

- Scorings stored on the blockchain and available for consumers to view



### AORA BORDERLESS

#### CROSS-BORDER LOGISTICS MANAGEMENT SERVICE

- With enhanced data integration and automation
- Generate additional revenue streams for merchants and help merchants to scale internationally

## CORE COMPETENCIES



Partnership with Singapore Post Ltd



Programmatic Buying



Weight Database



Universal shopping cart



AI Concierge



Social marketplace

## WHY USE AORA?

### SAVE TIME

WITH A UNIVERSAL SHOPPING CART

### SAVE COSTS

WITH A PAYMENT GATEWAY POWERED BY BLOCKCHAIN

### SHOP BETTER

WITH RECOMMENDATIONS ON ITS SOCIAL MARKETPLACE AND AORA TRUST CIRCLE

## TOKEN ECONOMY



### AORA COIN | THE DEFINITIVE TOKEN FOR E-COMMERCE

- Exchange for real world products on AORA Marketplace
- Pay with the best FX rates with no additional fees on AORA Pay
- Contribute reviews and be incentivised by merchants with AORA Coins on the AORA Trust Circle
- Access AORA Borderless to manage cross-border logistics services
- Access future services that will be developed e.g. AI Concierge

## TOKEN SALE TERMS

- No. of tokens minted: 625,000,000
- Crowdsale amount: 250,000,000
- Type of token: ERC-20
- Soft cap: USD 20,000,000
- Hard cap: USD 50,000,000
- Price per Token: USD 0.20
- Currencies accepted: ETH, BTC, USD, SGD

## PRE-ICO

31<sup>st</sup> July – 30<sup>th</sup> September 2018

## ICO

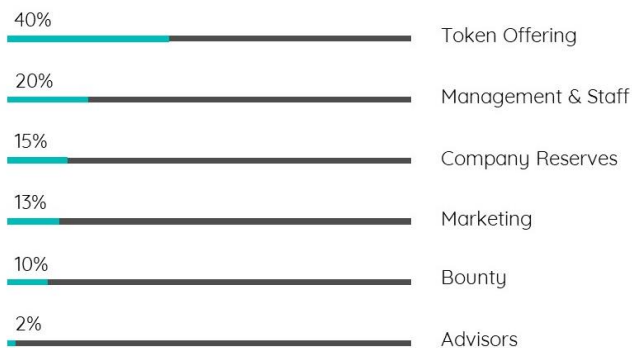
1<sup>st</sup> August – 30<sup>th</sup> November 2018

Soft cap: **USD 20,000,000**

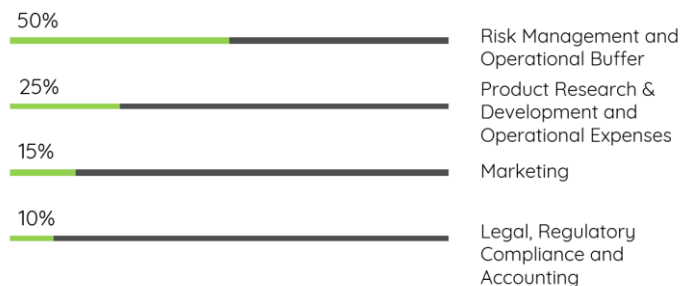
Hard cap: **USD 50,000,000**

## DISTRIBUTION OF ICO FUNDS

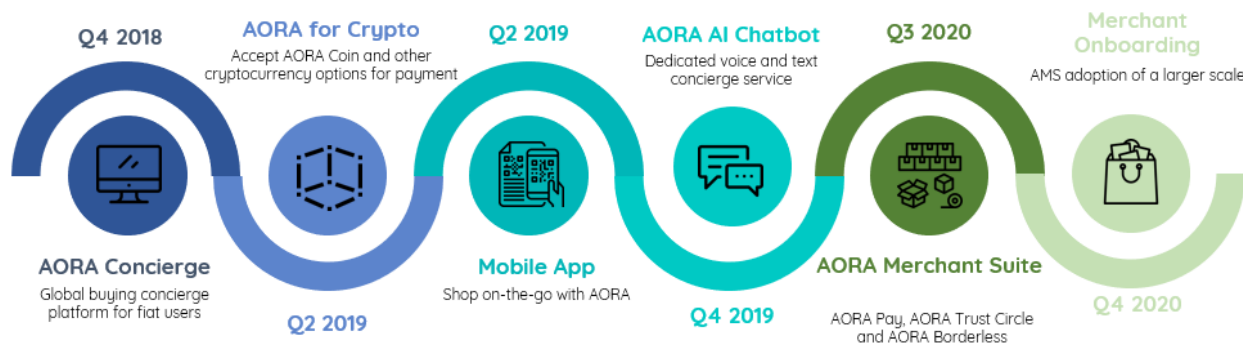
### Token Allocation



### Budget Allocation



## TIMELINE



## CO-FOUNDERS OF AORA | LUMINORE 8 PTE. LTD.

A Subsidiary Of Y Ventures Group Ltd, An E-commerce And Technology Company Listed On The Singapore Exchange



**CEDRIC CHOY**  
CEO & CO-FOUNDER

Entrepreneur and investor with over 12 years of experience in business and financial capital markets



**TOH XUE ZUN**  
COO & CO-FOUNDER

Experienced in technical operations and blockchain innovation

### ROGER CROOK



CEO OF Capital Springboard

Ex-global CEO of DHL Global Forwarding And Road Freight Division

Ex-CEO of DHL Express Asia Pacific, Eastern Europe, Middle East And Africa Region, Global Head Of Sales And E-commerce For DHL Express And CEO Of DHL Americas.

### TAN KIM SENG



Founder of KS Energy Services

Managing Director & Chairman of KS Energy Group

Senior Advisor & Co-Founder of Tembusu Partners

Board Member & Co-founder of Singapore public-listed VIVA Industry Reit

Honourable Council Member of International Affairs Committee of Singapore Chinese Chamber of Commerce

## OUR ADVISORS

### EDDY TRAVIA



CEO of Coinsilium, a London-based blockchain venture builder and investor. Coinsilium shares are quoted on NEX Exchange in London (NEX:COIN)

Co-founder of Seedcoin, the world's first global incubator of Bitcoin start-ups

Named as one of the 'Top Three Most Influential Investors' at the Blockchain Awards in May 2014

Led early-stage investments in 17 blockchain companies around the world, including Factom, RSK, SatoshiPay, CoinDash and Indorse.

### VINCENT SOH



Founder of EBS Capital Partners, reputable provider of ICO advisory services within and outside the Blockchain community

Early stage investor in start-ups and cryptocurrencies, and avid member of the blockchain community