

PITCH DECK



Our Problems



Merchant Issues

1. Failure to Retain Customers

Due to low participation and engagement, as well as limited exchange options, customers usually abandon the scheme before even using any points

2. Difficulty in Reaching New Customers

Very limited to existing customer base, because persuading new customers to switch is both expensive and difficult (need very convincing advantages to switch)

3. High Costs

IT infrastructure and maintenance cost usually outweigh the potential benefits of building a system from scratch



Customer Concerns

1. Insufficient Time

Not enough time to manage multiple reward programs, therefore would narrow down to one or two programs

2. Limited Redeemable Points

Lack of point transferability between reward programs, thus equating to a limited range of services and products to choose from

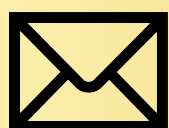
3. Knowledge Discrepancy

Points redemption methods, rewards and expirations are often unclear or even unstated, leaving customers confused and tired, thus abandoning the program

Our Solution

GFX honors both merchants and customers

GFX is aiming to use disruptive technology – blockchain to tap into the high potential, partially explored billion-dollar industry.



Decentralised Platform

Secured by Blockchain,
Decentralised & Open Platform



Value-added Services

Wealth and Investment Management
and Individualised Consultancy



One Platform

Integrated Multiple Loyalty Programs
Enabled by Token-based Loyalty Points



Big Data

Consumer Behaviour Data Collection &
Analysis; Personalised Offerings



Infrastructure

Off-the-shelf IT Infrastructure and
System management with Flexible
Participation/Exit Mechanisms



Standardisation

Smart Contract Ensures Protection of
all Involved Parties; Establishes Trust &
Ensures Law Compliance

Market Size



↑ 22.2%

The loyalty management market is projected to increase from USD 1.68 Billion in 2016 to USD 4.59 Billion by 2021, while growing at a CAGR of 22.2% (Markets and Markets)

3.8 billion

Total global participants
(Colloquy 2017 loyalty survey)

↑ 30%

Loyalty programs are proven to increase customer lifetime value by up to 30% or more by increasing visit frequency, increasing spend per visit, and winning back lost customers

↑ 5%

Increasing customer retention by just 5 percent boosts profits by 25 to 95 percent
(Bain & Co)

Market Validation



5 times

Customer engagement leads to customer retention
Engaged customers are five times more likely to buy only from the same brand in the future
(Rosetta Consulting)

90%

Highly-engaged customers buy 90 percent more often and spend 60 percent more per transaction,
(Rosetta Consulting study)

29 Programs

In 2015, American households held memberships in an average of 29 loyalty programs. Loyalty programs fall short in one key area: convincing customers not to go to your competitors

50%

Even the customers who spend the most at your company aren't necessarily loyal.
25 to 50 percent of a brand's highest spending customers also shop with its competitors
(Mckinsey & company)

Market Challenges

These statistics showcase the biggest challenges the industry faces at the moment. Companies are lost in creating value for their customers, wasting precious resources and money in such loyalty schemes..



54%

Inactivity

more than half of the loyalty program members (~54%) are inactive



28%

Abandonment

around 28% of loyalty members have abandoned a program without having ever redeeming a point or mile



58%

Unawareness

58% of customers are unaware of their point value, since they rarely look into their accounts

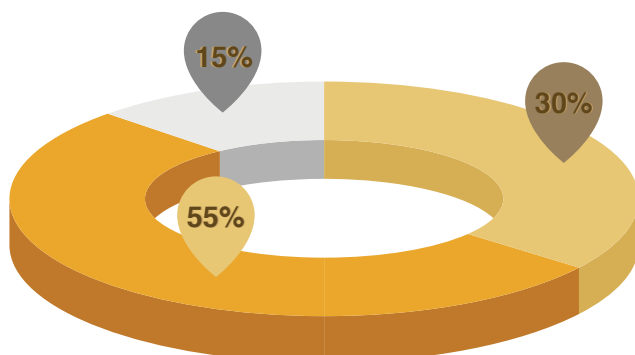


70%

Incompatibility

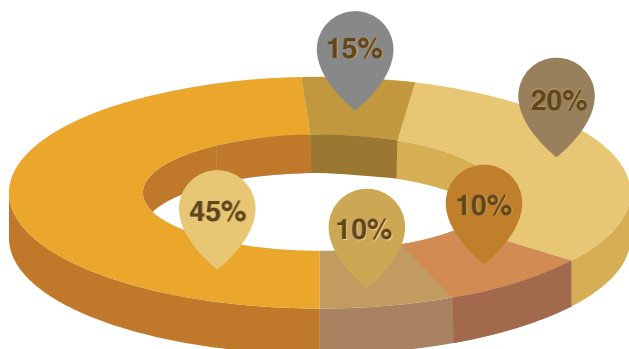
70% of brands with a loyalty program do not let customers choose their preferred reward; thus higher probability of switching to an alternative

Token Economy and Distribution



- . Token Sale: 30%
- . Founders Management + Advisory: 15%
- . Community Development: 55%

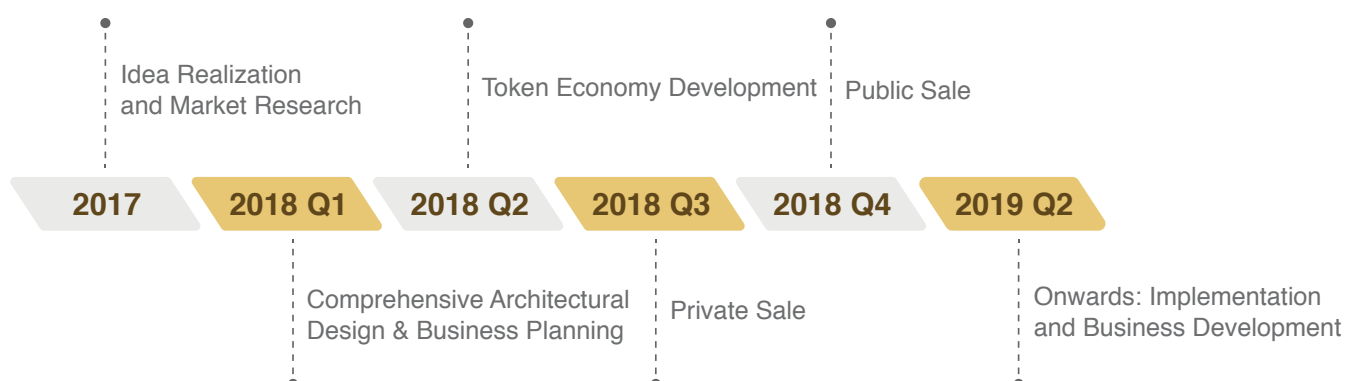
Total Supply: 10 billion GFX Token
Total Cap Size: 78.9 million USD



- . Research & Technology Development: 45%
- . Marketing & Expansion: 20%
- . Business Development & Operations: 15%
- . Legal & Professional: 10%
- . Contingency: 10%

Budget Allocation

Milestones



Market Adoption

Events (target events monthly)

- CEO introduction pitch at NakedHub Hong Kong (Aug)
- Global Blockchain Conference in Nha Trang, Vietnam (Sep)
- Joint Roadshow with JPlay in Taiwan (Oct)
- Cruise Blockchain Summit to Japan (Nov)
- Forbes Summit in Singapore (Dec)

Partnerships

Our current partners include:

Shopping and Travel:



Forbes JAPAN

Loyalty Programs:



Information & Technology:



We believe that partnering with a wide range of multinational giants in diverse industries gives us competitive advantages in platform unification, network expansion and global outreach

Value Proposition



Network Effect: value augments exponentially when new participants and joins



Interchangeable redemption rate and flexibility =
High engagement and activity



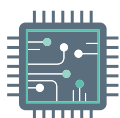
1+1 = 3: Interoperability between redemption
goods and service between merchants



Track record in identifying massive potential ICO
and blockchain investment opportunities



Big data reports with customer behaviour analysis



Off shelf IT infrastructure and system management
with flexible entry / exit mechanisms

Our Team

The GFX Team

The GFX founders, combined with our group of advisors, have had experiences identifying and exploiting massive market opportunities from different industries, no matter through investments or entrepreneurship. All of them have accumulated experience in reputable firms in finance, operation management and IT industries.



Nori Ishihara – CEO
expert in M&A,
global investments



Eyal Rosenthal – COO
private equity
and venture
capital experience



Shoichiro Tanaka – CSO
director of VLC
holdings (Japan listed)



Vincent Lee – CTO
Technical founding member
of several startups and
digital asset platforms in HK