



**GREEK
FOOD
CORRIDORS**
E - AUCTIONS
WHITE PAPER

E-auctioning The olive oil & Fruit and Vegetable Greek market

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Next Generation
implementation of an
e-Auction infrastructure
in Greece for Fruit & Veg.
and Olive Oil and sync with
a Commodity Exchange
market for Futures contracts
based on cryptocurrency...



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The scope of this project concerns the following:

Phase I: The creation of GFC e-auction platform & cross-docking centers/HUBS- Implementation & Operation. The Spot market / e-NTW with the production, logistics & processing centers / e-auction / Physical delivery / Price Index mechanism/ Clearing & Settlement.

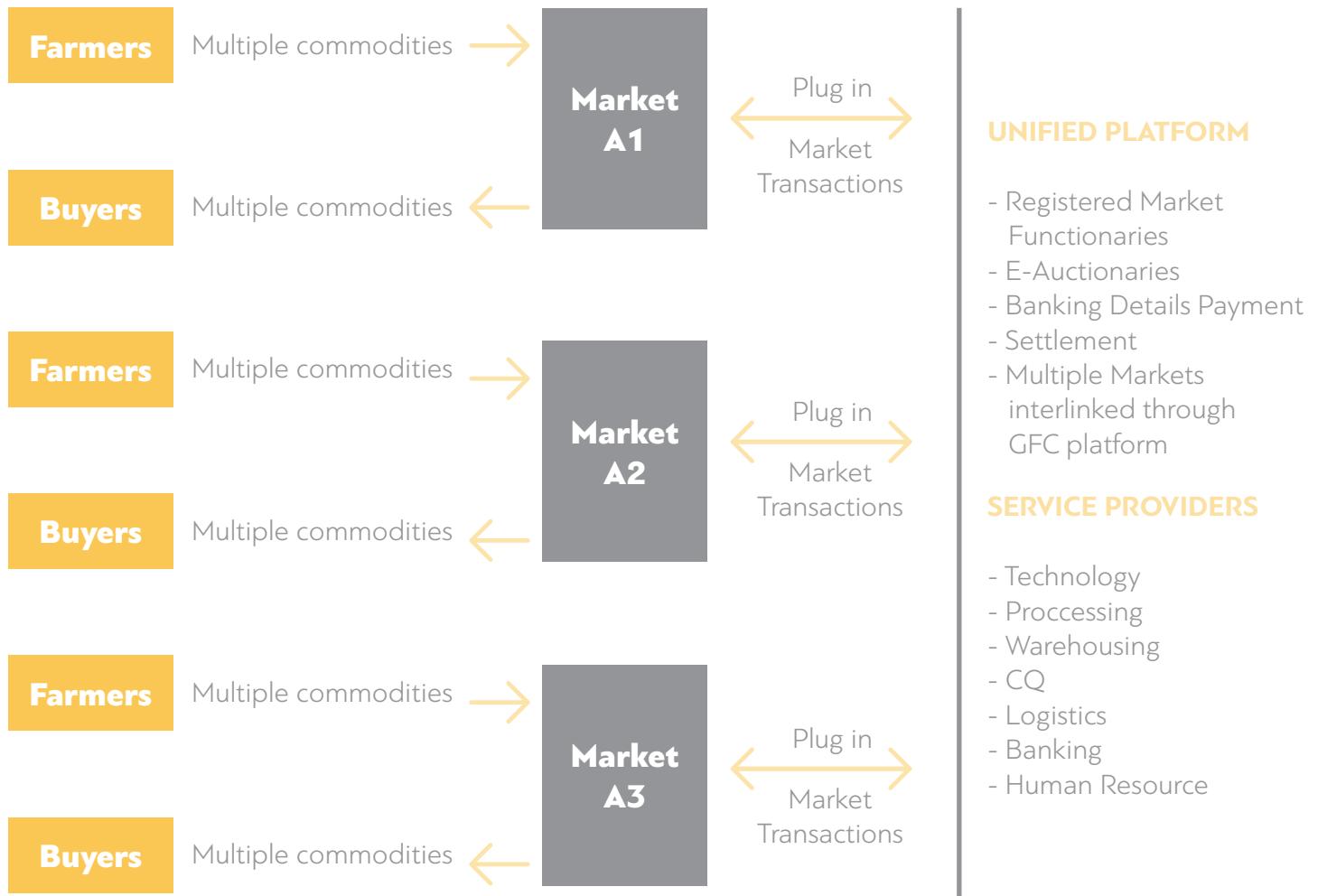
Phase II: The interlinked of the new infrastructure with a Commodity Exchange market for Futures contracts based on cryptocurrency(eg.BTC Futures,Globitex,CME,CBOE), and the optional implementation of BTC ATMs & service points across the Nation in order to facilitate transactions and Futures contracts between stakeholders and Buyers/Sellers. Integration & application of Finance Invoice ensuring to the Sellers on the platform seamless and daily clearing of transactions (eg. cashaa & Populous).

Introductory remarks

Brief description of concept

The design of GFC's concept is the setting up of a central auction system in Athens, call it the “dealing room”, in which various Fruit & Vegetable lots are sold to the highest bidder using a clock auction system. You have 1 central server system which communicates with all the regionally depots involved in selling the products. In each depot, supplied products are registered with their product characteristics and the right storage location with the dates of receipt indicated. These data are centrally stored. Our selling parties enter the supply they want to sell on the clock system via GFC web portal after logging in successfully. In this way, we will get a certain stock, which can be sold afterwards to the “registered buyers” through the various e-auction sales tools. Afterwards, the information from all these transactions is available on the website of GFC organization for buyers, farmers etc. After being logged in, the client can view his specific data (transactions, catalogues, statistics, and general information). After the sale, the various depots get the necessary tasks and insights about who is going to load what. The back office software makes the necessary finalization of the transactions, follow-up of invoices, payments, statistical reports etc







- Greek Producers & Primary Sector

Present situation.

Greek producers, small in economic strength, numerous and uncoordinated, are unable to define the prices of agricultural products. They are not price-makers but price recipients in the hands of a small number of businesses who are pricing according to their interests. Thus, the prices paid by consumers are often 4-6 times higher than the prices received by the producers.

The Greek Primary sector shows low competitiveness due to the high production costs and weaknesses in the standardization, handling and marketing of agricultural products. Structural interventions are needed in production and promotion technology level, increasing standardization, and changing the way collectivities and group of growers (GP) are operating in order to cover 50% of the agricultural production. The Greek agricultural cooperatives cover only one fifth of Greek production (compared with 40% Europe), while their structural function does not focus on achieving business goals but is largely limited to the distribution of subsidies.

The low income of producers, the exploitation of the market by wholesalers at a monopoly level, the lack of association between research and production, the delay in the implementation of crop restructuring, and the small and inefficient organization and coordination of growers cooperatives and farmers, are today the major problems of the country's agricultural sector.

These weaknesses will be cured by GFC electronic auctions.

GFC e-auction platform: The Importance of its Creation

Despite the unfavorable economic environment, Greek foods stand out on the international market confirming the comparative advantage of Greece in the agri-food sector. Traditional Greek food harmonically combines taste with high nutritional value. Dozens of scientific studies have demonstrated the positive effects of the balanced Greek diet on health, beauty and longevity.

Grown under the ideal climate conditions of the Mediterranean, Greek food products have been distinguished by their excellence in quality and have thus reinforced international esteem for traditional Greek food and cooking.

The importance of setting up a "National Agricultural e-Market" is particularly important for both the actual market and the general Greek economy and for improving competitiveness. Such an attempt will rationalize the value chain of agricultural products,



enhance transparency in trade, bringing the producer closer to the final buyer, offering him individuality (equal power), liquidity (product flow), product homogeneity (quality standards & quantity) and will consolidate and improve product prices across the supply chain. Establishing the GFC-NAP online auction and networking it in real time with its production and consumption sites will organize, coordinate and increase sales (focusing on exports), improving product quality standards and packing process.

GFC e-auction platform will be a huge step to empower farmers. Traders will bid online from anywhere in the world and farmers & farmer's association will have secure product flow and a fair price for their products. This will lead to "scientific" price discovery by the farmers themselves, breaking the hold of middlemen.

The new online National Agricultural Platform (NAP) of GFC will allow the GPs (Group of Producers) to create economies of scale, increasing them their turnover & profit without the risk of capital. The new online sales platform will allow growers to focus exclusively on their production and invest in new opportunities in the fields of cultivation, sustainability and quality, having secured the flow of their products. Its members will be able to benefit from economies of scale, and make better use of marketing.

In turn, GFC invests in technology, knowledge and collaboration in the supply chain ensuring the daily satisfaction of their customers and other stakeholders.

The growth of the institution in targeted products will make a decisive contribution to the promotion of the country's specific exports and, as a result, to the improvement of the trade balance with positive effects on the country's current account balance and GDP.

GFC e-auction in Greece: Transforming the way the Agro-market operates in Greece.

GFC National Agri-food e-auction platform is a unique initiative established in Greece. It integrates & coordinates the actual Agri-food spot markets with the nationwide network of product supply, cold storage logistics, SPs, CQ agencies and Transport companies to provide rapidly the best quality product at your doorstep.

The work of an e-auction is to help producers at different levels, organization, promotion, certification, standardization, storage, transportation ... It is equally important to have the support of the Ministry of Agriculture, research centers and local Universities. We need the technology to evolve, to help our farmers grow, people to find jobs, our Greek products to find the way to the markets.



The objectives are:

- To streamline marketing & transaction procedures forming supply and payment chains and make them uniform across all markets to promote efficient functioning of the markets
- To promote better marketing opportunities for farmers / sellers through online access to more buyers / markets - Market opening and fair competition
- Removing numerous intermediaries and the information asymmetry between farmer and trader, that often outweigh the price x5 without providing substantial services
- Accessing to detailed market information & international markets
- Improving the price for producers and consumers through better and real-time price discovery based on actual demand and supply of agro-commodities, and through transparency in auction process and direct payment guarantee
- Ensuring quality
- Improving packaging

The actions to be implemented aim to create added value for the Greek growers and the growers associations by:

- Creating the necessary NTW and on - site automated electronic infrastructure and price mechanism at European standards that will facilitate the offering of the products to the markets
- Organizing & coordinating the Greek market of F&V as well as olive oil and to give added value to the products.
- Greater access to international Offers and detail market information.
- The creation of remote bidding and Virtual sale (Virtual Auction).
- The creation of logistic centers/HUBS in strategic locations (e.g. "Centre Européen de fruits et légumes" Brussels, Belgium).
- Improving sales speed.



- Introducing a high level of quality - we call it a “Regional Brand” which will be internationally recognized and will have acquired the market confidence.
- The coordination between producers / suppliers and buyers / retailers and to the strong exchange of knowledge and cooperation.
- Looking to centralize all requested analyses
- Making use of European subsidies that are available for consolidating the supply.
- Introducing uniform packaging as well one-way packaging as returnable packaging
- Standardizing administration and guarantee payments to the growers from the sale of the products directly in his / her account via the “Payment Guarantee” system (see invoice factoring platform, P2P invoice Finance on the Block chain).

The new infrastructure will increase their sales & contribute to the quality and packaging process, increasing the number of transactions & merchants, turnover & profit for the growers and making the market more transparent and faster, as well as consolidating (aligning) the prices of Greek agricultural products.

Primary sector: the market volume of F&V and Olive Oil in Greece

- Existing market size in Greece of total Agri-food production & packaging = approx. **10 B**
- Existing actual market size in Greece F&V + Olive Oil = approx. **3.2 B**
- Percentage of the total Fruit & Vegetable + Olive Oil markets that can be captured by GFC e-auction solution: 1st Y **5%**, 2nd Y **10%**, 3rdY **15%**, 4th Y **20%**, 5th Y **30%** (see forecast analysis 2018-2022)
- Competition of similar e-auctions in Greece: **0**
- Commodity Exchange market based on Futures contracts in Greece: **0**
- Worldwide Commodity Exchange market for Futures contracts based on cryptocurrency and with underlying commodities F&V and the Olive Oil: **0**

GFC Services scope

- Integration of more efficient trading modes, standardized operations,



food safety assurance systems and application of advanced equipment & technologies.

- Development of central and collection centers infrastructure regionally dispersed.
(GR & EU)
- Identification and selection of product and tenant mix.
- E-Auction systems, Remote bidding, Virtual sales, Warehouse sales, etc.
- Building of Management body
- Setting up of market operation and management.
- Central operation and management.
- Introduction of Smart contracts & cryptocurrency transactions
- Central marketing and promotion.
- Management of agricultural products for wholesale markets and cold-chain logistic centers
- Development of value-added services.
- Product shelf-life conservation solutions, CA storage, Dynamic CA, ACR, pallet storage, ULO.
- RFID tools, Smart traceability systems, bio-sensors.
- Business administration and analytics solutions back-up software, ERP solutions.
- Marketing and communication campaign.
- Negotiation of preferential tax and government policies for tenants.

GFC e-auction: THE SPOT MARKET REGULATION

- Segment knowledge
- Supply forecasts
- Supply Concentration

- Quantities monitoring : supplied, exported, processed, withdrawals,
 - Minimum price
 - Annual contract with prices and volumes, Contractual Commitments
 - Training manuals
 - Processing contracts (packing stations/wholesalers)
 - Certification support
 - Withdrawal control
 - Coordination of deliveries in the area
 - A single package for all the operators
 - Costs mutualisation between all the growers
- CMO OPERATIONNAL PROGRAM (*Common Market Organization*)

GFC through our CMO program will assure consumers the quality, origins, safety and sustainability of the food commodities in a controllable manner, using technological solutions provided through aucxis and ambrosus, which have the potential to assure and control the high quality standards required for monitoring, producing, and delivering healthy, safe, nutritious and tasty product to end-consumers.

- Supply norms Standardization/Protocols of quality per category
- Development of product flow
- Forecast
- Incoming
- Catalogues building
- E-auctioning
- Information
- Data Feed/ Data Transfer



- Money transfer list
- Sales overview
- Product overview
- Unsold overview
- Stock Traffic
- Statistics
- Commission management/settlement & Clearing
- Logistic control
- Transport co-ordination
- Improvement of production conditions
- Incentive to use environment-friendly process
- Product traceability
- Promotion
- Crisis prevention and management measures
- Clients follow up
- General Co-ordination / Advise

- PROMOTIONAL ACTIONS

- GFC: A brand name
- Contact with customers
- Participation to international meetings and exhibition
- Communication, web marketing...



- Point-of-sales animations, shop in shop ...

- Monitoring

- Strategy competition watch

- QUALITY CONTROL / QUALITY MANAGEMENT STANDARD

- Documents and specifications : support of the quality system through the combination of Ambrosus digital certification tools, blockchain data storage and sensors and Aucxis knowhow.

- Information (legislation, GAPs, technics and agronomy...)

- Traceability, Tag, Tracer and bio-Sensor Systems (aucxis, ambrosus)

- Specifications, procedures, risk analysis...

- Producer/grower Risk categorized

- Monitoring on legislation, standards, practices ... and transfer to farmers

- Plant protection and fertilization logbook

- Coordination and strong relation with supplier to secure quality of plants and technical advice

- Monitoring plan of plant protection & product residues on vegetables

- Samples Analysis, Field Inspection and Storage Controls

- Answer to clients demands : traceability, residue analysis, certifications, all in one platform

- GFC e-auction IT Technology: Aucxis know-how & expertise

Aucxis has already automated over **150** Fruits & Vegetables auctions and therefore has an extensive knowledge of the F&V industry. Our trumps are as follows

- A flexible and dynamic team;
- All turnkey solutions are developed, programmed, built and installed by our own staff;
- Extensive and thorough knowledge of and experience in developing software

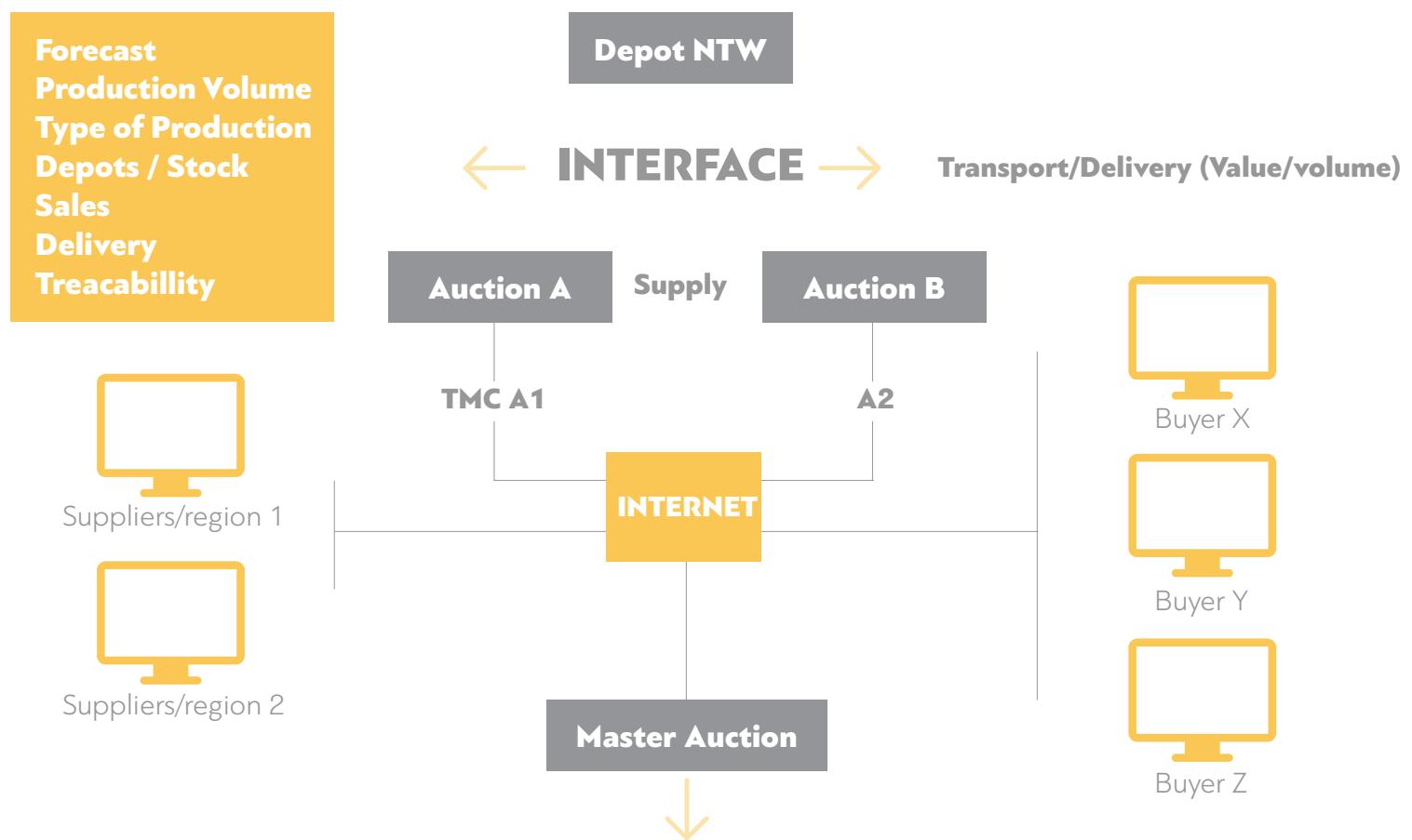
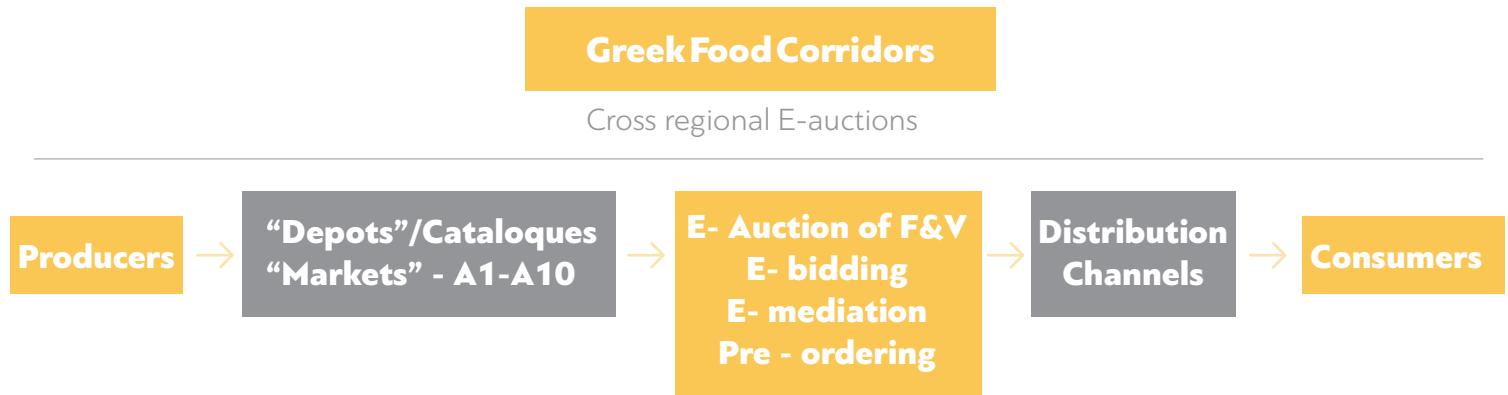
for the F&V industry;

- Extensive and thorough knowledge of hardware development ;
- Powerful framework and programming tools;
- Experienced partner;
- Excellent support team 24h/7days;
- Well-elaborated and stable frameworks and drivers for the development of a tailor-made E-Trade solution;
- A powerful standard BackOffice package, tailor-made for auctions



- The Concept: Operation analysis

GFC Multi Trade: An interface platform, a cloud of data, applications and systems



Gallery Auction
Remote Bidding
E-mediation
warehouse sales
Web sales

Online order system
Online full automatic mediation system for lots and blocks
Complementary solution for the real time Auction clock
Control supply
Alternative and transparent solution for telephone sales
Reference price
Statistics
Information

**Supply**

**Forecast
Inbound
Grading & Weighing
Input of the supply
Sales Catalogue**

Supply

**Trading Tools
Remote bidding
Auction Room
Mediation & Tender
Web sales**

After Sales

**Internal Logistics
Administration
Statistical Information**

Demand

**External logistics
Cooling & Storage
Processing & Repacking**



Auction House

TRACEABILITY RFID**Producers**

**“Depots”/Catalogues
“Markets” - A1-A10**



**E- Auction of F&V
E- bidding
E- mediation
Pre - ordering**

Distribution Channels

**Consumers****Interface****Management**

**Mediation bid +
applications**

**Catalogue
application**

**E- Auction
Clock app**





The Concept: Operation analysis

All linked with one bid database which communicates with all the individual distribution / storage centers of the network (markets A1-A6).

At the top the central servers (administration selling) // the webserver (websites growers // website // web base applications, reports statistical information...)

The blue boxes are the selling methods -> mediation // catalogue bidding (Aucxis online) and clock with remote buyer application.

The buyers are using their favorite way of buying system.

Supply and demand are brought together... buyer can check the stock of all the members/ growers or can ask who can deliver this for that price to the NTW members.

The green is the management of the whole system. Buyers, growers, depots, administration rights, bank guarantees, QC, product definition etc.

The red box is the “open” interface to the industry partners like transport companies, Fr & Veg magazines etc. who can use the information to organize their own business.

In every SP / storage/packaging center, the products are imported and prepared, with their characteristics, origin, quality, quantity, etc. In practice, buyers can connect in real time to all available natural gateways HUBS. All buyers (international & local) must register themselves in the central system of GFC (central server), which in turn updates the Network.

- Multitrade e-auction platform: Features

An electronic catalogue is build and available for e-sale with multiple ways:

A) Auction clock gallery: Real-time online auction in the Master e-auction Clocks in Athens GFC Dealing Room. The products are located at the notified SP's & WSPs, warehouse / packager auction markets A1-A6 in the geographical area where they are produced and standardized.

B) Remote bidding: A remote bidding system. An authorized buyer can participate in the Auction from a distance (from his office e.g.), having equal opportunities with someone who participates locally in the auction rooms (e.g. food broker). Details and Images of the product appear on the viewing clock and on the remote buyer's screen.



C) GFC Web portal: GFC creates its web portal where each supplier and buyer can recover the general data after successful registration (see average selling prices per product type as well as individual reports, transactions of the previous day, of the previous week, of last year, statistics, prices, products, new arrivals, collaborations, PR & Pre-Web release...). On the website, lots can be offered for purchase at any time via the e-bidding, e-mediation, and preordering system. Collectivities & Group of farmers can easily import individually their lots, prices, and photos and date ranges (forecast arrivals e.g.) using a template that we provide them.

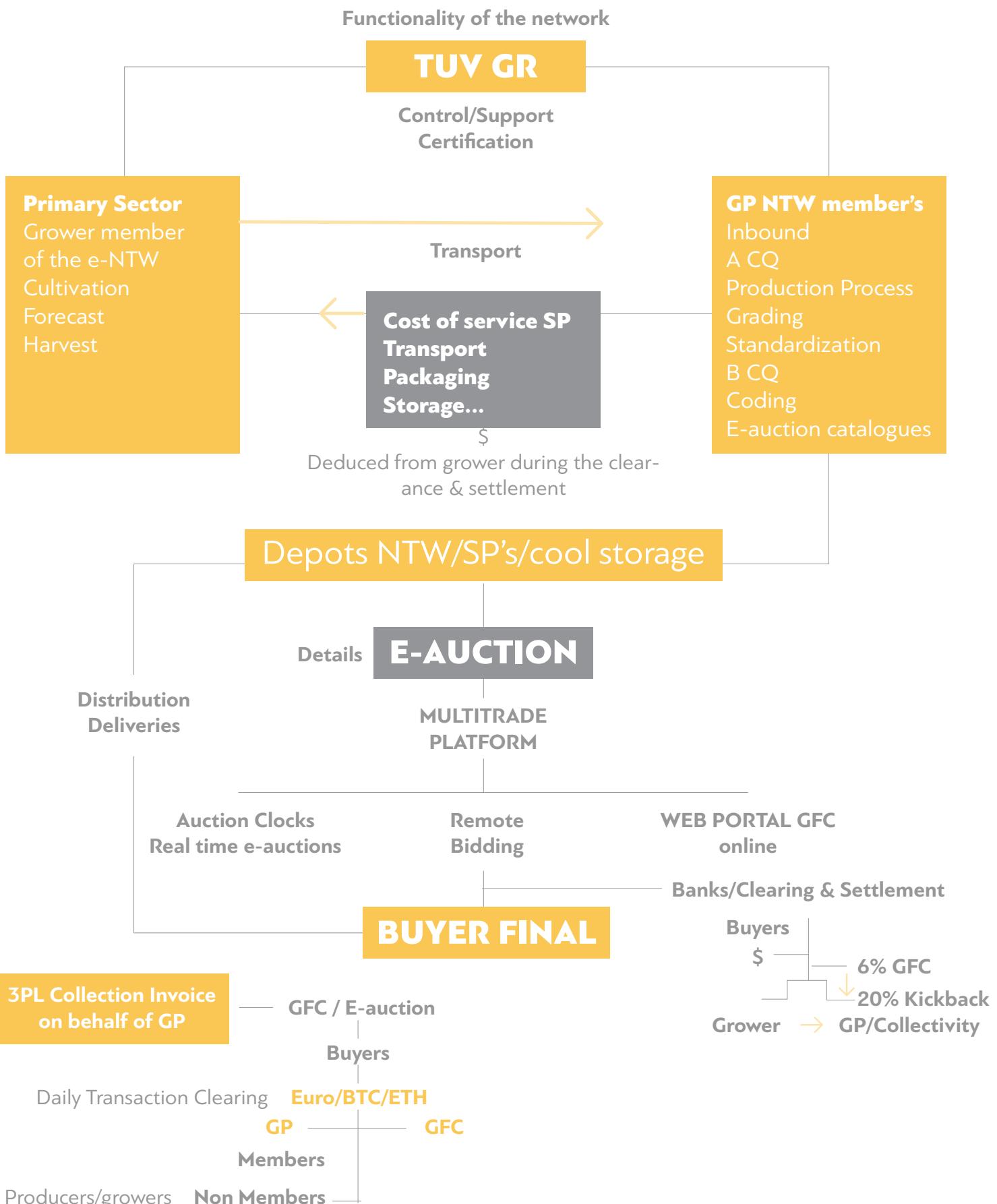
D) Warehouse Sales / Remaining - National Agricultural Warehouse (NAW): Unsold products of 2 consecutive Auction sessions/days are automatically transferred to the "Central Warehouse Sales". Here all unsold products are grouped and made available to all buyers, both inside the central auction clock as well as those connected online.

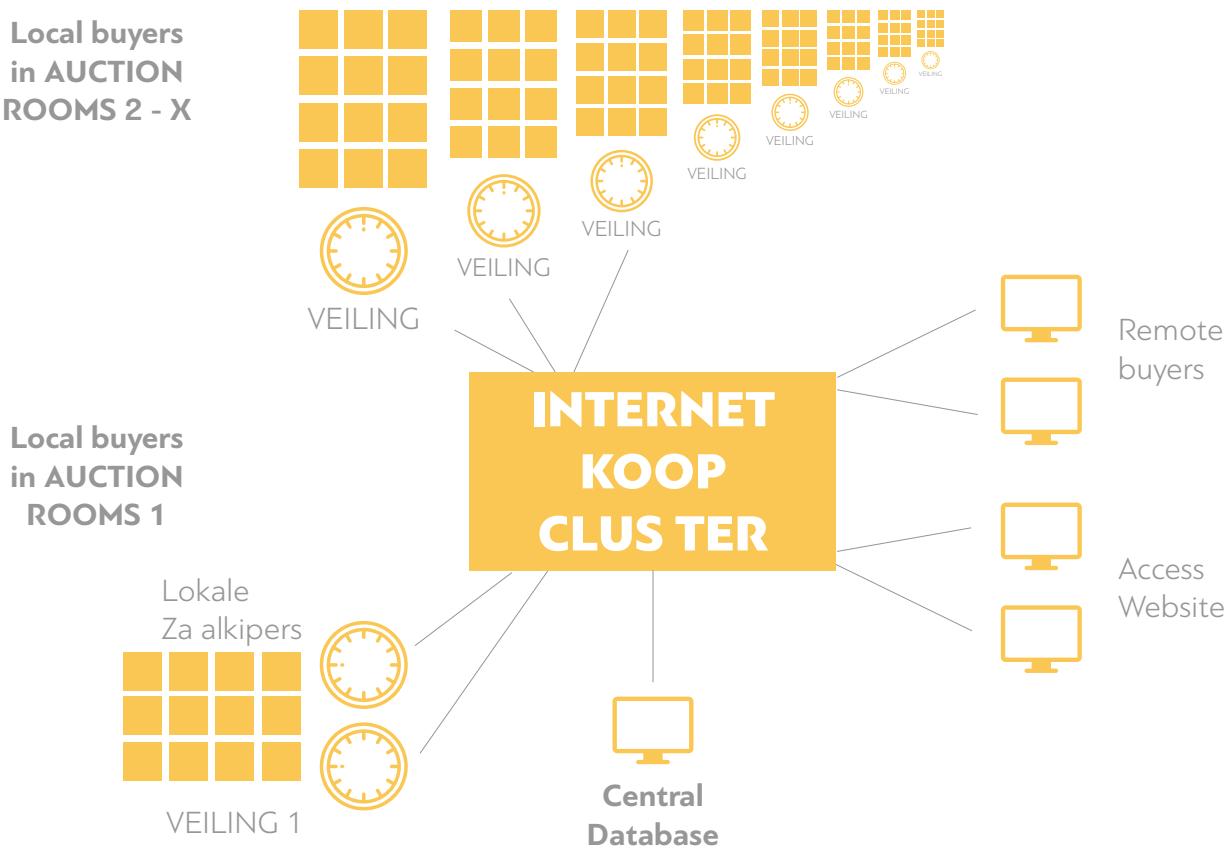
The remaining products for sale are sold at a fixed price, which is equal to the last purchase price from the Auction clock, plus a small percentage.

E) Application HANDY TOOLS: Used agricultural tools. Here all members of the GFC network have a real-time review of all available members' posted tools. Here all members can buy or rent agricultural tools & machines for their needs. This application will be particularly useful for young farmers, facilitating them and reducing the initial investment cost.

All products are able to "switch" from one sale's method to another, while the system monitors the overall process and the sales of each lot.

- Functionality of the network





- Product flow from field to shop

GROWER: Day X

Morning:

harvesting - transport to collectivity for calibration -packing -
1st intake quality control

Afternoon:

Grading, packing, blocks/Lots, Catalogue 2nd intakequality control

Overnight:

Storage and cooling

BUYER: Day X+1

Morning:

auctioning

Noon:

Final Cargo screening CQ & transport by the buyer

Afternoon:

In shop or export

This rotation: 6 days a week



E- AUCTION of agricultural products in greece

how does it work

- Each buyer's working station is equipped with a full set of media with touch buttons, a communication system, phone and built-in information display.
- A computer - controlled auction clock ensures that the sale runs very quickly and efficiently
- Various data are displayed on the clock: product name, batch quality, offer, unit price with limit up and limit down, number of buyers, quantity purchased with customized bid indication, minimum and maximum quantities available, the number of unit sales per packaging...
- The price evolution is monitored visually on the auction clock

AUCTION CLOCK: the transaction process

- The clock always rotates in an anti-clockwise direction from the higher starting value to a lower value. Sale is carried out at a declining price (Dutch auction). There is also the possibility to option the price rotation in an ascending method, from low to high.
- Bidding: the buyer who first clicks the button completes the transaction.
At the same time, the unit price that has been clicked and the buyer's number are automatically displayed.
- The buyer communicates via an audio link and can tell the auctioneer how many boxes/pallets he wants to buy through the communication system
- The number of boxes purchased is deducted from the total bid, and another transaction starts

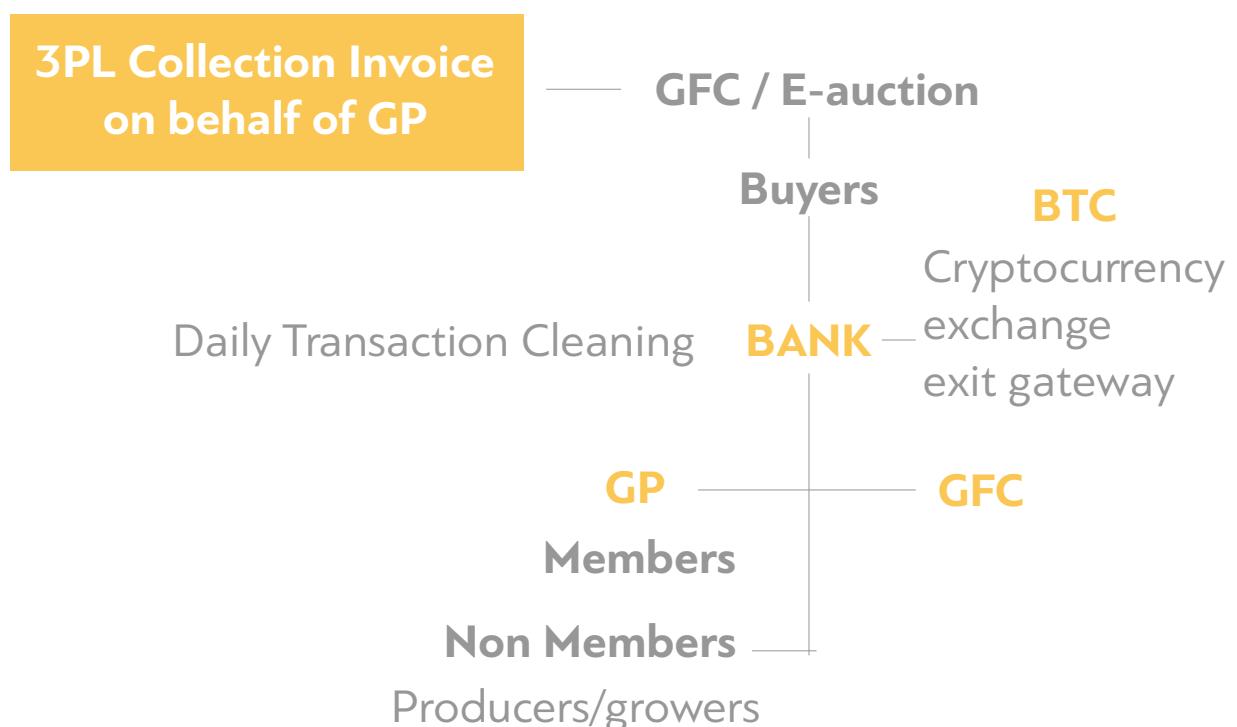
E- SALES

- GFC Central Dealing room - 6 computer-controlled auction clocks
- Remote bidding system
- 6 days a week
- desks with push buttons, computer screens and audio links
- Dutch auction system
- Simultaneous network
- Web portal e-commerce /e-bidding/e-mediation
- Commercial team
- 10% : advanced sales contracts
- Smart contracts



The Clearing and Settlement procedure

Once the trade has been confirmed, primary invoice will be generated automatically by GFC e-auction Aucxis software which can be accessed by the traders from the respective dashboard or from the one sent to the winning bidder on email / SMS or manually etc. The winning bidder will deposit automatically at the end of session the amount calculated as per the sale bids on the clock, which will include commission fee, agent's charges, loading / unloading / packaging charges etc., as applicable. Winning bidder will be able to deposit the amount on-line into a settlement account using RTGS /NEFT or through on-line payment gateway provided on GFC e-platform. Once the funds are received, a confirmation message will be sent to the Farmer- Seller / GP/Collectivity, or Commission Agent. Depending on the terms of delivery, the winning bidder will be required to take the delivery of goods either by himself or through an authorized agent or logistics provider. Buyer can also request the TMC (Terminal Market Center) SP to dispatch the goods through a transporter identified by him on "Freight to Pay" basis at his own risk and cost Freight, insurance charges etc. to be paid by the buyer. Funds due to be paid to the Farmer- Seller / GP / Collectivity/ Commission Agent and other beneficiaries like Service Providers etc. will be transferred to their respective bank accounts registered with GFC e-auction platform after acceptance of delivery by the buyer or his representative within 1 (one) business day by the bank operating the e-auction account of GFC upon on-line approval.





The Retail: The direct connection of the supply with the retail NTW

More than eighty percent of European consumers are buying fresh fruits and vegetables at the supermarket. Therefore, GFC has logically chosen to focus its sales strategy on retail. This channel essentially provides a direct and short connection to the consumer and is also the place where the entire supply chain of products, innovation, logistics, marketing and consumers join together.

Our customers, the retail chains, want to offer to their customers a diversified and inspired range of fresh fruits and vegetables. They prefer to buy these products directly. Our online network will be able to offer fresh fruit & Vegetables each day to retailers and SP's. This customer group knows his product's needs and looks for the right partner / vendor at the right price.

There are many factors involved in the supply chain management of which flow is one of the most important. Flow includes the product flow, the information flow and the finance flow.

Our electronic system ensures continuous flow information for all services, stations/de-pots, real-time storage, e-auctions and transport flows up to the point of sale (retail) as well as final payment transactions.

Through GFC NTW of peripherally distributed local processing centers/stations (SP's), we will be able to forecast and provide the right quantities and qualities at the correct price in the wholesale and retail trade. Without problems, fast and flexible.

- F&V Corridors– Export targets:

A. First priority is the European Retail EU27, through Clock & internet bidding system.

Major EU e-auction clients		
France	Belgium	Netherlands
Aldi	Colruyt	Aldi
ATAC	Careefour	Jumbo
Auchan	Lidl	Albert heijn
Careefour	Aldi	C1000
Cora	Jumbo	Spar
Lidl	Albert heijn	Sligro
Intermache	Spar	Lidl
Norma	Delhaize	Emté
Shopi		





B. the Balkan & Pan-European F&V corridors

Second priority will be the Pan-European corridors, the Balkan countries, Serbia, Montenegro, Croatia, Skopje, as well as Russia through Belarus as a shipping corridor

GFC will engage its e-auction activities in the wholesale markets of the Balkans to assure that Serbian's, Kosovo's, Skopje's (RMC), Croatian's and Montenegro's producers will be accordingly represented on these 5 markets. Regional production and marketing co-operations through GFC e-Trading auction platform will be promoted. In order to support this, a subsidiary/Desk of GFC will need to be set up, as an independent but synchronized btw them e-auction platform, call it BFC (Balkan Food Corridors). Government policy along with EU agricultural support policy is mature and is looking to implement such innovative activities in order to support and develop the segment.

C. Greece – Domestic Consumption S/M NTW

- ELOMAS +/- 700 shops
- AB VASILOPOULOS: +/- 383 shops
- Kritikos: +/- 170 shops
- Sklavenitis: +/- 560 shops
- My Market: +/- 223 shops
- Lidl Greece: + 220 shops
- Thanopoulos 4 shops, premium
- Street market, Organic markets, morning markets, private, etc...

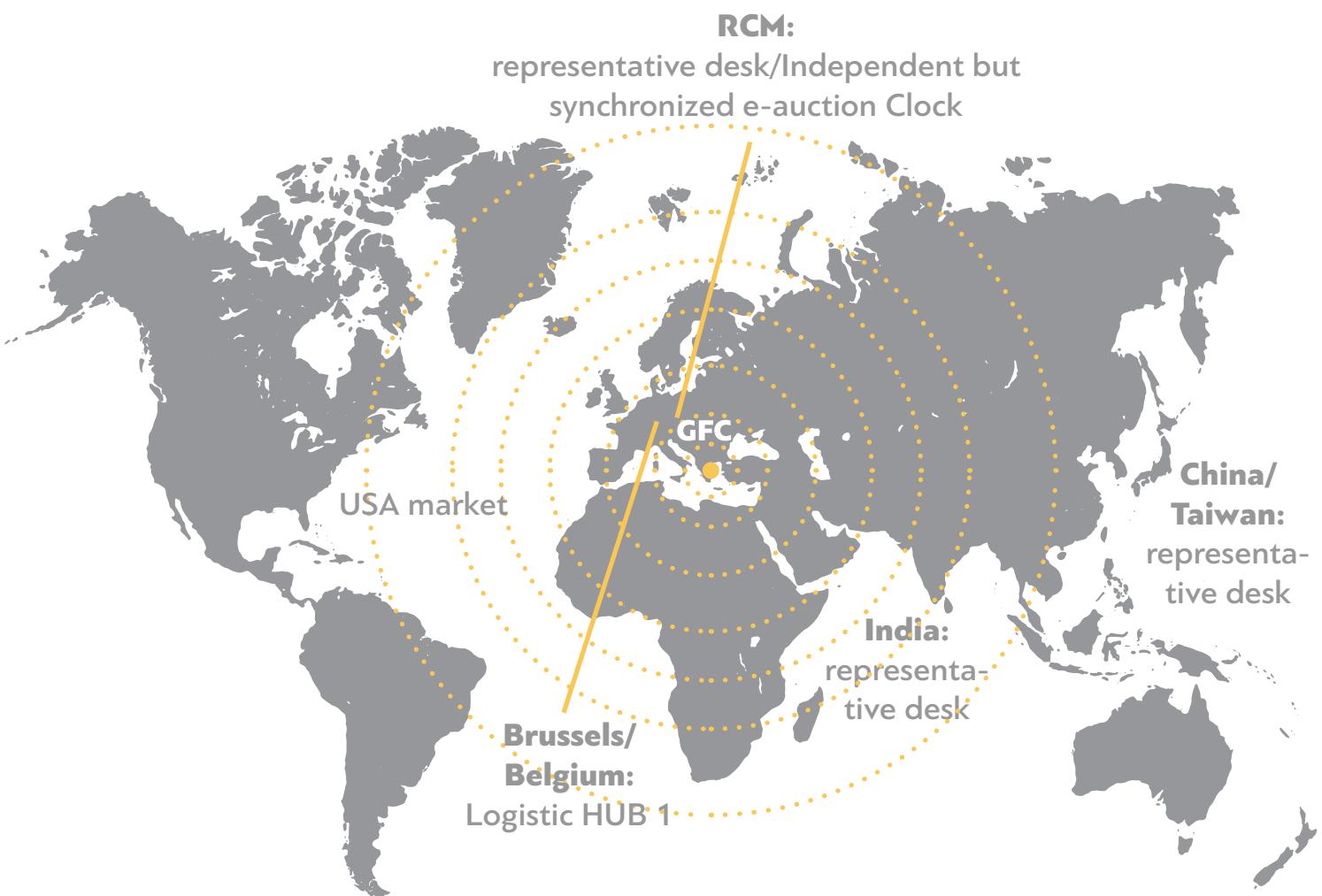
D. The INDIA and CHINA MARKETS

Looking closely at those huge markets of F&V, we see a lack of supply of F&V due to post-harvest infrastructure problems, cool logistics & transport, high cost of packaging, poor distribution NTW, which results in 40% post-harvest loss and poor quality of products. Therefore GFC has evaluate and will engage it's activities in both regions through a representative desk and will set up a fast and reliable sea & airfreight corridor for F&V and Olive Oil initially, in order to serve the demand and directly the S/M chains, and service providers/importers of F&V in those countries.

Cooperation with the 3 major distribution centers /HUBS - Tier I & II, Beijing-Shanghai-Guangzhou, and the 2 major INDIA HUBS.

E. USA MARKET

Through the Balkan corridor, and specifically the RMC, a lower import custom taxes for the USA is given (-11%), which could potentially support cost-effectively the export of Olive Oil commodity.



Taiwan:
Gama
Dong-YiFarm

NL:
Fruit world
Jumbo

Ru:
Fruit Book
Komander (east Siberia, Alleya
Hypermarkets, Khovoshiy)
Z&Y fruit importer
Magnit
Dixy
X5group
Auchan
Polushka

UAE:
Bakarat
Elite Agro
FFC Fresh Fruit

The market organization: The Suppliers & SPs/WSPs – NTW



Simultaneous auction markets

SUPPLIERS: A WIDE AND MULTIPRODUCT RANGE OF VEGETABLES



TMC: Terminal market Complex

Regional SPs & WSPs: Supply/Transport/Processing/Packing/Storage – Terminal markets A1- A6

Terminal Markets Complex (TMC)

The most important role within the GFC National Agricultural Platform (NAP) is played by the Service Providers (SPs). For different market services related to the GFC integrated platform, forecasting, tracking, transportation, quality, sorting & grading, storage, etc., aggregated relevant SPs are assigned per geography / county / region. These SPs will be responsible for facilitating all services and sending the auctioned catalogs for e-auctioning and e-bidding.

The logistic Terminal Market Complex of GFC NAP has various WSPs, SPs and dock facilities where the various products can be processed, packed, cooled and transshipped in individual cold stores. This allows the product to find its way to the final buyers quickly, reliably and under the grower's & growers association own management, with the supervision, advice, and co-ordination of GFC. For buyers, the logistic center offers the advantage of removing most of their logistic headaches. Whether you need a solution for process, storage and transport, cross-docking or an integral solution for the complete logistic process: GFC is your partner.

Packing, sorting, repacking and labeling. Services that add value to a product in the logistic process, we call it value-added-logistics. Most of these activities are performed by the aggregated SPs member of the GFC NTW, under GFC's protocols.

TMC (Terminal Market Complex) shall provide:

- i. Infrastructural facilities and services relating to registration, cleaning, sorting, grading, assaying, internet connection for sync with GFC platform
- ii. Carry out training and awareness programs and one time registration of farmers, Commission agents, Traders and other service providers like weighment, packaging, loading unloading personnel etc. and also KYC verification thereof including bank accounts registered for online transfer of payments
- iii. Take necessary steps to integrate the entire market operations right from gate entry till exit of transacted commodity. SPs of TM shall also provide all logistic support of storage and incidental thereto for unsold agricultural products (remainings), sold products to be dispatched or products brought for selling through GFC e-auction platform requiring such support inside the market premises on minimal charge basis.



iv. Receipts for services like E-pledge & Trading of Futures commodity contracts

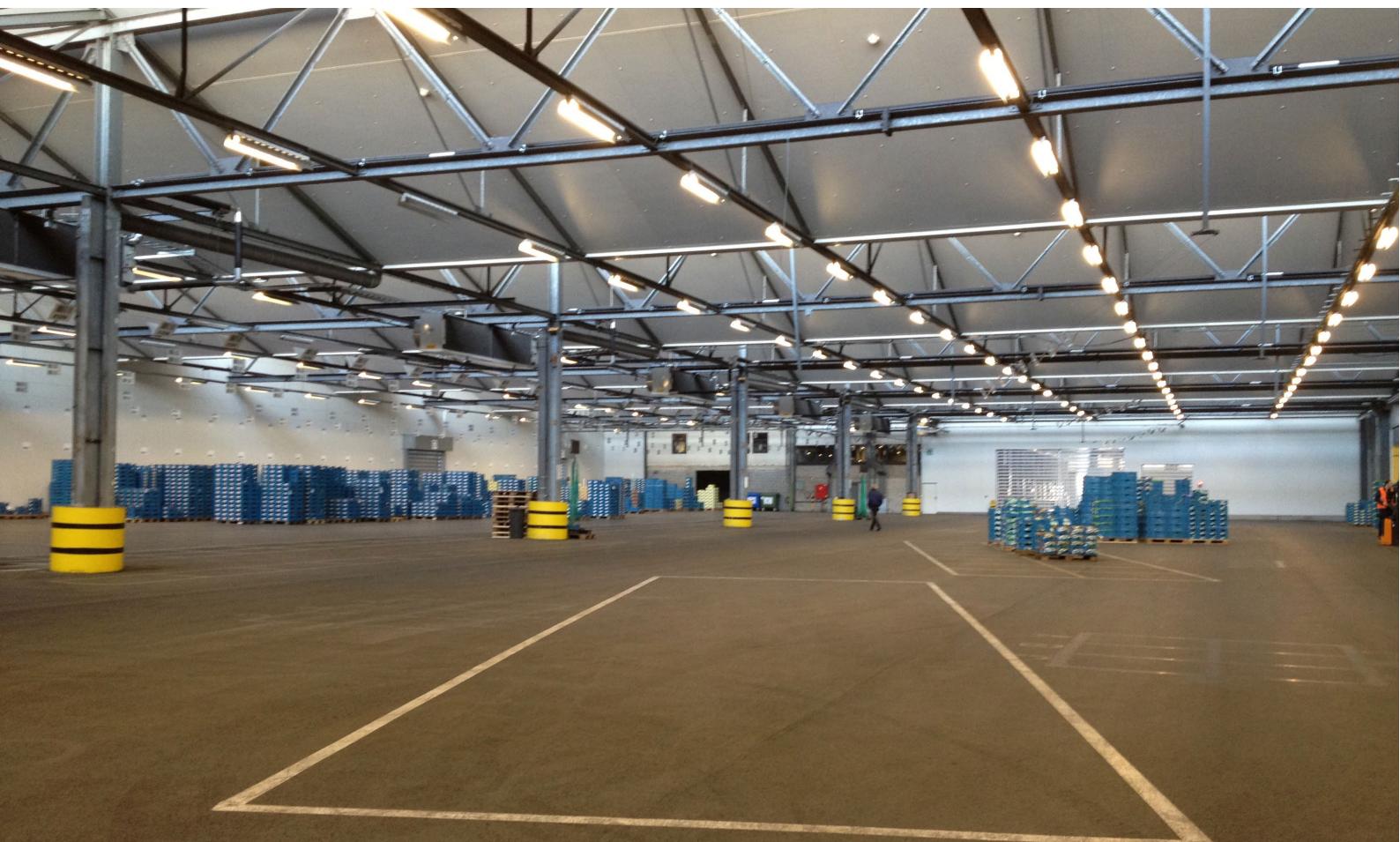
E-Pledge

GFC will offer e-Pledge models in which GFC National Agri-food e-auction acts as facilitator, bringing borrower, Warehouse Service Provider (WSP) and Banks under one roof, providing warehouse and commodity electronic accounting system, Pledging, Trading, clearing and settlement solution. Borrowers (farmers / Traders / processors / FPOs etc.) after depositing commodities in GFC's NTW of notified warehouses can apply on-line to Bank via GFC live and avail finance against pledge of warehouse receipts.

Futures Contracts through cryptocurrency - Coverage against PRICE RISK

Trading commodity products across the Nation

The farmers will be able to enter into futures contracts with any trader across the country. The farmer will be able to make an informed decision about selling if he knows the trends in the futures market. These trading can be located at the GFc's ntw warehouse/ SP and/or private markets.





Financial Projection 2018-2022

GFC High level financial projections are not assumption or Hypothesis, but actual numbers based on market analysis and pre-agreements with initial stage suppliers

Staff	Personel 18
3	CEO, COO, CFO
1	Marketing Officer
1	Sales mgr
1	Accountant
2	Secretary/Receptionist
2	Back officers
2	IT
1	Courier
1	Digital manager
3	Advisers to the CEO
1	Logistic flow manager
18	

	1° έτος	2° έτος	3° έτος	4° έτος	5° έτος
CAPEX	225	0	0	0	0
Cash (start of year)	350	1.274	2.198	2.245	3.244
Cash (end of year)	1.274	2.198	2.245	3.244	4.276
Debt (start of year)	350	291	227	158	82
Debt (end of year)	291	227	158	82	0
Net Debt	-982	-1.971	-2.087	-3.162	-4.276
Net Debt/EBITDA	< 0	< 0	< 0	< 0	< 0
Sales	4.400	4.620	4.851	4.996	5.146
EBITDA	2.758	3.159	3.317	3.405	3.506
EBIT	2.714	3.115	3.273	3.361	3.462
Net Income (PAT)	1.128	1.299	1.368	1.407	1.452
Cash Flow	1.274	1.343	1.412	1.451	1.496
Dividend	0	0	0	0	0

α/α	Product	County Production	Volume Group of Growers	Target	Est.Price (field)	Packaging cost (included in the field price)
1	Olive Oil	110.000	22.000	12.000	3,75-4,10	3 με 4%
2	Tomatoes Fresh indoor	100.000	13.500	4.740	0,75-1,40	0,15
3	Cucumber	36.000	12.800	4.550	0,70-1,00	0,08
4	Strawberries	58.000	8.000	2.000	2,05-2,50	0,3
5	Oranges	680.000	118.000	20.000	0,17-0,20	0,12
6	Cherry	80.516	46.000	5.000	1,10-1,20	0,25
7	Apricots	60.000	25.000	6.000	0,30	0,2
8	Peaches	531.000	40.000	5.000	0,30	0,25
9	Mandarins	158.442	15.000	1.000	0,35-0,45	0,14
10	Potatoes	150.000	48.000	20.000	0,17-0,25	0,08
11	Eggplants	39.000	4.000	300	0,50	0,15
12	Peppers(Red & Green)	63.095	6.000	650	0,50	0,15
13	Cabbage	81.500	7.000	500	1,00	0,12
14	Cauliflower/broccoli	41.367	4.000	500	1,00	0,15

*Concerns Production counties of West & Central Peloponnese, East & Central Macedonia & Thrace

** Auction Target 1st phase concerns pre-agreed quantities of GP& Collectivities

***Olive Oil concerns only the region of Peloponnese

α/α	Product	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total Year
1	Olive Oil	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	12.000
2	Tomatoes Fresh indoor			495	650	650	695	50			600	850	750	4.740
3	Cucumber			320	655	675	645	705			480	590	480	4.550
4	Strawberries					400	400	400	400	400				2.000
5	Oranges	2.500	2.500	2.500	2.500	2.500					2.500	2.500	2.500	20.000
6	Cherry					1.650	1.700	1.650						5.000
7	Apricots						2.000	2.000	2.000					6.000
8	Peaches					500	1.000	1.000	1.000	1.000	500			5.000
9	Mandarins	182	182	91							182	182	182	1.000
10	Potatoes	909	909	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	20.000
11	Eggplants	25	25	25	25	25	25	25	25	25	25	25	25	300
12	Peppers(Red & Green)	54	54	54	54	54	54	54	54	54	54	54	54	650
13	Cabbage	42	42	42	42	42	42	42	42	42	42	42	42	500
14	Cauliflower/broccoli	42	42	42	42	42	42	42	42	42	42	42	42	500

α/α	Product	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Minimum P	Total Year
1	Olive Oil	3.750	3.750	3.750	3.750	3.750	3.750	3.750	3.750	3.750	3.750	3.750	3.750	3,75	45.000
2	Tomatoes Fresh indoor			371	488	488	521	38			450	638	563	0,75	3.555
3	Cucumber			224	459	473	452	494			336	413	336	0,70	3.185
4	Strawberries					820	820	820	820					2,05	4.100
5	Oranges	425	425	425	425	425					425	425	425	0,17	3.400
6	Cherry						1.815	1.870	1.815					1,10	5.500
7	Apricots						600	600	600					0,30	1.800
8	Peaches					150	300	300	300	300	150			0,30	1.500
9	Mandarins	64	64	32							64	64	64	0,35	350
10	Potatoes	155	155	309	309	309	309	309	309	309	309	309	309	0,17	3.400
11	Eggplants	13	13	13	13	13	13	13	13	13	13	13	13	0,50	150
12	Peppers(Red & Green)	33	33	33	33	33	33	33	33	33	33	33	33	0,60	390
13	Cabbage	42	42	42	42	42	42	42	42	42	42	42	42	1,00	500
14	Cauliflower/broccoli	42	42	42	42	42	42	42	42	42	42	42	42	1,00	500
	Συνολο	4.522	4.746	5.474	6.392	8.936	8.792	7.760	5.307	4.487	5.612	5.727	5.575		73.330

Table VI: Evolution 5 years on the value of the auctioned volumes (thousand €)

	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year	Increase
1st Year	4.522	4.746	5.474	6.392	8.936	8.792	7.760	5.307	4.487	5.612	5.727	5.575	73.330	
	4.748	4.983	5.748	6.712	9.383	9.232	8.148	5.573	4.712	5.893	6.013	5.853	76.997	5%
	4.985	5.232	6.035	7.048	9.852	9.693	8.555	5.851	4.947	6.187	6.314	6.146	80.846	5%
	5.135	5.389	6.216	7.259	10.148	9.984	8.812	6.027	5.096	6.373	6.503	6.330	83.272	3%
	5.289	5.551	6.403	7.477	10.452	10.284	9.076	6.208	5.249	6.564	6.698	6.520	85.770	3%

Table VII: Evolution of 5 years of GFC revenue depth (= 6,25% net of value of auctioned volumes, € thousand)

	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year
1st Year	271	285	328	384	536	528	466	318	269	337	344	334	4.400
	285	299	345	403	563	554	489	334	283	354	361	351	4.620
	299	314	362	423	591	582	513	351	297	371	379	369	4.851
	308	323	373	436	609	599	529	362	306	382	390	380	4.996
	317	333	384	449	627	617	545	372	315	394	402	391	5.146

Table X: Other operating income (One thousand Euro monthly subscription of participating producers, € thous.)

	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year	of group of growers/collectivities, initial ph
1st Year	15	15	15	15	15	15	15	15	15	15	15	15	180.000	15
	16	16	16	16	16	16	16	16	16	16	16	16	192	16
	17	17	17	17	17	17	17	17	17	17	17	17	204	17
	18	18	18	18	18	18	18	18	18	18	18	18	216	18
	20	20	20	20	20	20	20	20	20	20	20	20	240	20

We are assuming an initial start with 15 suppliers GP, with a 5% Yearly increase

Table XI: Evolution at a depth of 5 years of operating expenses (Payroll, Leasing 2 cars, 5 cell, Legal services, Marketing, training, Travel, Tel-Internet, Water & electricity, increase 5,0%, thous. €)

	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year	Payroll (65%)	Other(35%)
1st Year	48	48	48	62	48	48	62	48	48	48	48	76	628	404	224
	50	50	50	65	50	50	65	50	50	50	50	80	659	424	235
	52	52	52	68	52	52	68	52	52	52	52	84	692	445	247
	55	55	55	72	55	55	72	55	55	55	55	88	727	467	260
	58	58	58	75	58	58	75	58	58	58	58	93	763	491	273

Table XVII: Installation costs

	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year
1st Year	199	50											249

Table XVIII: Financial performance (€ thousands)

PBT	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year
1st Year	-26	134	219	249	385	378	314	211	172	226	231	195	2.687
	183	194	231	262	405	398	331	222	181	238	243	205	3.092
	193	204	243	276	426	419	348	234	191	250	256	216	3.256
	198	210	250	283	439	431	358	241	196	258	264	222	3.350
	205	217	258	292	453	445	369	249	203	266	272	229	3.458

PAT	Jan	Φεβ	Μαρ	Απρ	Μαΐ	Ιουν	Ιουλ	Αυγ	Σεπ	Οκτ	Νοε	Δεκ	Total Year
1st Year	-26	134	219	249	385	378	-205	-310	-347	226	231	195	1.128
	183	194	231	262	405	398	-267	-377	-416	238	243	205	1.299
	193	204	243	276	426	419	-281	-397	-438	250	256	216	1.368
	198	210	250	283	439	431	-289	-408	-451	258	264	222	1.407
	205	217	258	292	453	445	-299	-421	-465	266	272	229	1.452

Tax rate of 29% - It has been assumed that the tax repayment is equal in the period July-September of each year

Also included is the 100% tax prepayment payable in 3 installments during the July-September period. The tax charge has been calculated from the second year of use onwards

EBIT	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year
1st Year	-24	137	221	251	387	380	316	213	174	228	233	197	2.714
	185	196	233	264	407	400	333	224	183	239	245	207	3.115
	194	206	244	277	428	420	349	235	192	252	258	218	3.273
	199	211	251	284	440	432	359	242	197	258	264	223	3.361
	205	218	259	293	453	445	369	249	203	266	273	229	3.462

EBITDA	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year
1st Year	-20	140	225	255	391	384	320	217	177	231	237	201	2.758
	188	200	236	267	411	403	336	228	186	243	249	211	3.159
	198	210	248	281	431	424	353	239	196	255	261	221	3.317
	203	215	255	288	443	435	362	245	201	262	268	226	3.405
	209	222	262	296	457	449	373	253	207	270	276	233	3.506

Table X: Cash Flows (thousand €)

CASH FLOW	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Σύνολο έτους
1st Year	124	93	223	252	389	382	-201	-306	-344	229	235	199	1.274
	186	198	234	265	409	402	-263	-373	-413	241	247	209	1.343
	196	208	247	279	430	422	-277	-393	-435	254	260	220	1.412
	202	214	254	287	442	435	-285	-404	-447	261	267	226	1.451
	208	221	262	296	456	448	-295	-417	-461	270	276	233	1.496

Cash flow =

Profit after tax + Depreciation + Change in working capital (Cash flows from operating activities) +

CAPEX (Cash flows from investing activities) +

Dividend + change of short-term loan (Cash flows from financial operations)



CAPEX	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	Total Year
1st Year	180	45	0	0	0	0	0	0	0	0	0	0	225
2nd year	0	0	0	0	0	0	0	0	0	0	0	0	0
3rd year	0	0	0	0	0	0	0	0	0	0	0	0	0
4th Year	0	0	0	0	0	0	0	0	0	0	0	0	0
5th Year	0	0	0	0	0	0	0	0	0	0	0	0	0

Table XX: Available (€ thousand)

	Jan	Feb	Mar	Apr	May	Jun	Jully	Aug	Sep	Oct	Nov	Dec	End of Year
1st Year	124	216	439	691	1.080	1.462	1.261	955	611	840	1.075	1.274	1.274
2nd year	1.460	1.657	1.892	2.157	2.566	2.968	2.705	2.332	1.919	2.160	2.407	2.198	2.198
3rd year	1.470	1.678	1.924	2.204	2.634	3.056	2.779	2.386	1.951	2.205	2.465	2.245	2.245
4th Year	2.447	2.661	2.914	3.202	3.644	4.079	3.793	3.389	2.942	3.203	3.470	3.244	3.244
5th Year	3.453	3.674	3.936	4.232	4.688	5.136	4.841	4.424	3.963	4.232	4.508	4.276	4.276





- Sustainability of the project

The Financial Analysis shows SUSTAINABILITY OF Contribution.

The main revenue source of GFC e-auction is the percentage of commission from the auctioned products. The lower price should cover the costs and minimum profit of producers, SPs and producer representatives (GP/Collectivities), and auctioneer.

The average annual selling price per piece of auctioned product is based on the average producer price plus the auctioning commission ($\approx 6,25$) and the transport, standardization, quality control and storage costs of the producers & grower's collectivities to the SPs & WSPs.

We determine the project Break-even point at € 15 million (products processed), depending on the volume in value of the products that will process through GFC e-auction during the first phase of the project, taking into account the cost of the contribution, the operational cost, and the commission of the GFC e-platform.

The Company is expected to see profits from its first year of operation, with an annual EBITDA at the 1st phase amounting to € 1.4 million and profit after tax of € 960 thousand.

By re-investing the undistributed profits, the Auction House may extend new parallels and complementary activities such as the creation of a transport system from the production sites, its participation in Research and Development, the creation of cool storage facilities (HUBs/cross-docking) in strategic locations, etc. Such activities are expected to create added value for the products to the benefit of producers and consumers as well as to the stockholders of GFC organization.

- Use of funds

Token Distribution

Revenues generate from the crowd Token ICO will be allocated to the Company for initial CAPEX, installation & financing of the new infrastructure, contributions and fixed costs. IT services, Aucxis Software/Hardware, ATH Master auction Dealing room & Offices, logistic center/cross-docking in EU, Marketing promotion, GFC Web portal with Multi Trade features, interlinked with the regional TMCs, application of CMO Operational program, initial OPEX at 1st phase, and future use for further business & platform development, like application of Invoice Finance tools ensuring to the Sellers on the platform seamless and daily clearing of transactions (eg. cashaa & Populous), optional installation of BTC/ETH ATM & information service points/NTW for facilitating transactions between stakeholders across the Nation as well as for supporting FUTURES Cryp-



to Commodities contracts, and the Integration of Smart Tag, Tracers and (bio)Sensor Systems (Aucxis, Ambrosus) for the assurance of food quality and healthiness.

Token Details for Contributors:

- Token name: GFC e-auction for Agri-commodities
- Token (ticker) symbol: GFC

Used blockchain: Ethereum

- Token lifetime: 10Years
- Token execution environment: Etherium platform
- Token sales cryptocurrencies: ETH
- Token standard /type: ERC 20 standard base Etherium Token.
- Amount of Token supply: 50.000.000
- Token standard price: GFC 1 = 0,0005 ETH, or equivalent in Euro(≈0,50 EUR)

Smart contract address : 0x4c2e198CF5Ee4Ca4d6e9e0C1B2b954f9101c7FC1

- SOFT CAP: No Soft CAP
- HARD CAP: No Hard CAP
- Will the Token be tradeable: Yes
- Token decimal units: 0
- Minimum purchase amount: 1 GFC Token

Token sale start date and time(UTC): 05.03.2018 (12:00 AM)

Token sale end date and time (UTC): 30.04.2018 (12:00 PM)

- Working Group GFC

The project manager/CEO is defined as Dimitri Haritos, which has adequate experience and is readily available for the initiation, development and execution of the project. It is clearly identify that the detailed operational needs of the project's implementation requires special expertise and will be assigned to specialized in house and exterior exclusive partners of our company, with extensive experience in the European market

for electronic auctions and supply chains (Spot market, physical product flow) as well as exchange applications and commodity trade.

For the purpose of preparing, coordinating and the successful operation of the e-auction platform GFC-Greek Food Corridors, as well as the future interconnection/sync with a Cryptocurrency Commodity Exchange market for Futures contracts based on GFC SPOT market (2nd phase), we have set-up the following operation group:

- Athens Office - implementation and project coordination

Responsible for the organization, implementation and operation of the project regarding to the necessary institutional and organizational framework, and operational structure of the e-auction platform:

- Non-Executive VP: Mr.Spiros Haritos, Ph.D. - Senior Consulting in research, training, contribution and business plans of enterprises [in](#)
- CFO & Protocol analysis: Mr.Nicolas Skourias, Ph.D. - Senior Contribution & Business Development [in](#)
- COO: Mr.Dimitri Konopisis, Chemical engineer/Supply chain engineer [in](#)
- Advisor to the CEO: Prof. Alexis Bakouros, Ph.D. Agronomy, Special advisor at the Ministry of Agriculture. [in](#)
- Operational Advisor to the CEO/CEO, and EU 27 market coordinator: Mr. Louis Selleslaghs - former CEO of e-Auction house BelOrta, logistics infrastructure and product flow- former CEO of Europool. [in](#)
- Eleni Dimitrakou, Export manager [in](#)
- IT manager: Christos Paizis, IT expert [in](#)
- Valentina Alimperti: Digital manager / web portal [in](#)
- Volha Yakavenka: Logistics supply chain manager [in](#)

- Office of Crete (F&V + 38% of Oil production) – preparation, support and project coordination, TMC, WSPs, SPs, GP, grower's Collectivities...

- Mr.Ioannis Christodoulakis – Economist
- Mr.Sklapanis Thanasis - regional operation manager, Products & logistics flow.
- Mr.Kostis Spirou – assistant regional manager, Product flow & supply chain
- Mr.George Tsikalakis – Logistics' expert/Supply chain

- Office of Peloponnese (F&V + 40% of Oil production) - preparation, support and operation coordination for the Region of Peloponnese (5 + 2 Counties) – TMC, SPs,



WSPs, GP, grower's Collectivities...

- Product manager, Quality & Development: Mr. John Kaltzis, specializing in Olive Oil
- Product flow & CQ: Mr. Tryphon Papantoniou, MSc Agronomist
- Area product flow & quality management: Mr. Paris LIRITIS, Economist, Master in total quality management.
- Assistant operation: Mr. Apostolos Stasis, Electrical engineering, industrial automation, specializing in packaging industries & mills.

- Product & Suppliers Advisor to the CEO: Prof. Paraskevopoulos: Director of Rural economy office - Prefecture of Peloponnese, County of Messinia .

- Area product flow & CQ: Ms. Mitsopoulou Dimitra, Agronomist – Ministry of Agriculture, DEPARTMENT OF RURAL ECONOMY, County of LAKONIA, Peloponnesus.
- GFC Olive Oil category product manager: Prof. Evangelos Dimarakis -Senior Olive Oil consulting

- Office of Spain: Country manager, Mr. JESUS JAVIER MARTINEZ DONAIRE, former CEO of MFAO, the former Spanish Olive Oil FUTURES contracts platform. Preparation, coordination and support for the integration of the Spanish Olive Oil commodity into GFC NTW and sync with a Commodity Exchange market for FUTURES contracts with Olive Oil as basic underlying commodity.

• Belgium Office - The role of Aucxis Belgium is crucial, given that it possesses the necessary logistical, IT and operational experience in the agro-food chain and logistics chain, and specializes in the organization of a “tailor-made” new automated electronic market / infrastructure, with 80% of the European market with +150 e-Auction houses.

- Mr. Geert Vonck – CEO Aucxis Belgium
- Mr. Patrick Bauwens - BU Manager / Business & IT Development
- Mr. Louis Selleslaghs - fr. Senior CEO of e-Auction house BelOrta



- Roadmap

Stage 1: Starting March 5 2018, Token Launch. In order to implement GFC e-auction platform, we are offering the chance to buy GFC tokens (GFC). GFC Token will be listed on major cryptocurrency exchanges in a 30 days period (e.g. IDEX).

Stage 2: May 2018 Pilot Operation of GFC e-auction platform

Stage 3: June 2018 Full-scale launch

Stage 4: September - October 2018, Phase II of project. The interlinked of the new infrastructure with a Commodity Exchange market for Futures contracts.

- White Paper Disclaimer

This document and any other documents published in association with this white paper relate to a token offering (GFC token) to persons (contributors) in respect of the intended development and use of the platform by various participants does not constitute an offer of securities or a promotion, invitation or solicitation for contribution purposes. The token offering involves and relates to the development and implementation of an e-auction platform in Greece for Agricultural and other products. The purchase of tokens represents a high risk to any contributor. The tokens do not represent equity, company shares, units, royalties or rights to capital, profit or income in the platform or software or in the entity that issues tokens or any other company or intellectual property associated with the platform or any other public or private enterprise, corporation, foundation or other entity in any jurisdiction. The tokens are not therefore intended to represent a security or similar legal interest or similar legal interest, and confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.



-Legal Adviser

DRAKOPOULOS LAW FIRM, ATH www.drakopoulos-law.com

GFC: The fruit & vegetable and Olive Oil e-auction of Greece

- founded in 2017
- operational 30-04-2018
- Private company
- only growers and grower's associations are suppliers
- 100% commercialization through coop
- NTW of 15.000 active growers
- commission (average) 6.25% on turnover



Enjoy the benefits of
E-AUCTION Agriculture
TRADING...

THANK YOU

