

Ana Lee Capital Co., Ltd

INVESTMENT PROPOSAL

2018

Cambodia

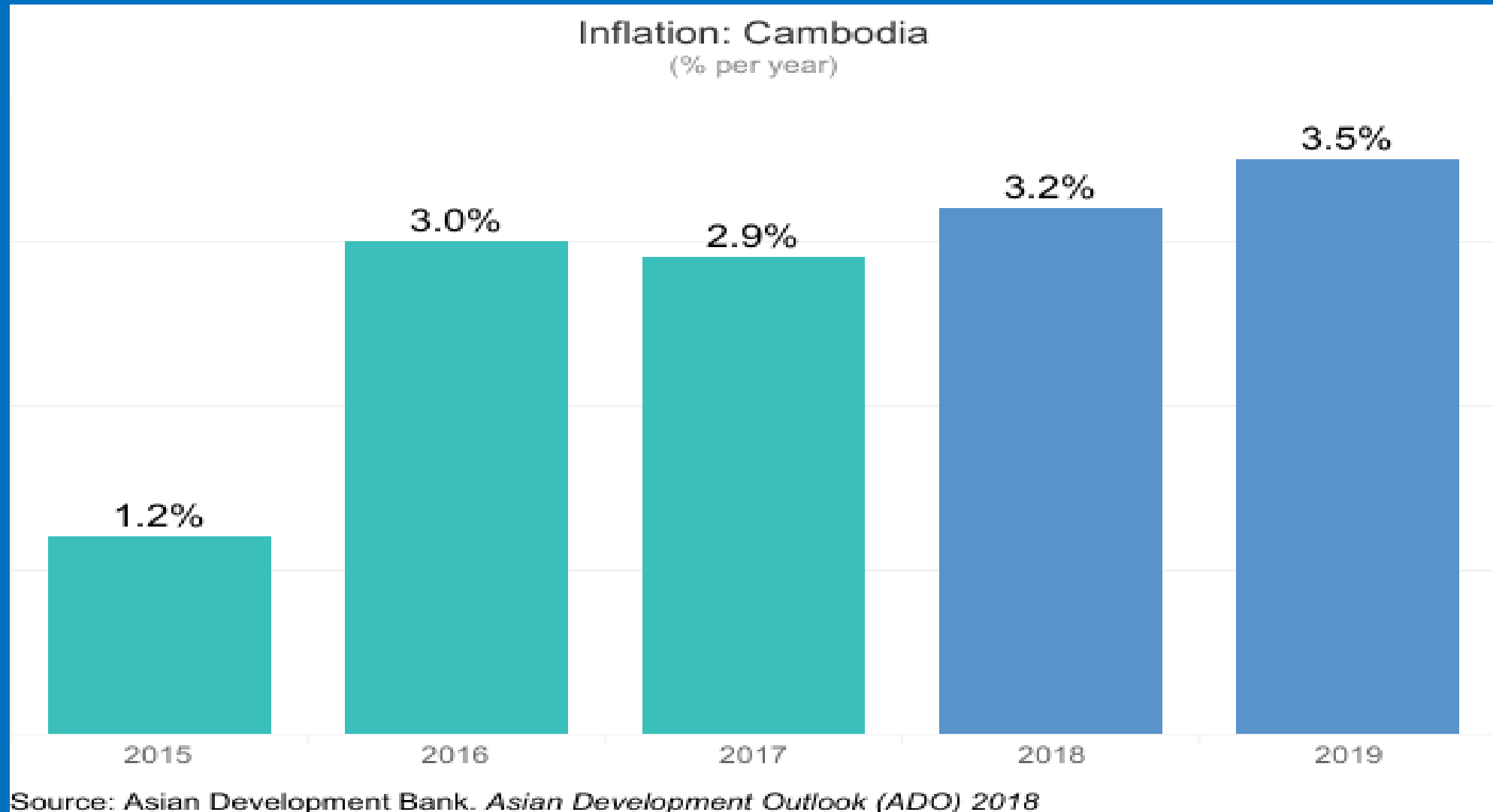
- ▶ The economy continues to expand rapidly in Cambodia, real GDP growth eased to 6.8percent in 2017 from 7 percent in 2016.
- ▶ Cambodia therefore bucked the regional trend, as most developing countries in East Asia experienced a growth acceleration in 2017. Following some moderation during the first half of 2017, textile and apparel exports rebounded.
- ▶ The tourism and agriculture sectors experienced initial recovery in the last few years after facing gradual moderation. Growth is projected to remain robust, expanding at 6.9 percent in 2018.

Cambodia (cont.)

- ▶ Downside risks to the outlook include erosion of export competitiveness due to rapidly rising real wages, a buildup of vulnerabilities from a prolonged real estate and construction boom, potential election-related uncertainty, and periodic jolts to the international trade order in the form of protectionism and escalating trade disputes. This edition of Cambodia economic update is focusing on findings of future jobs in Cambodia.

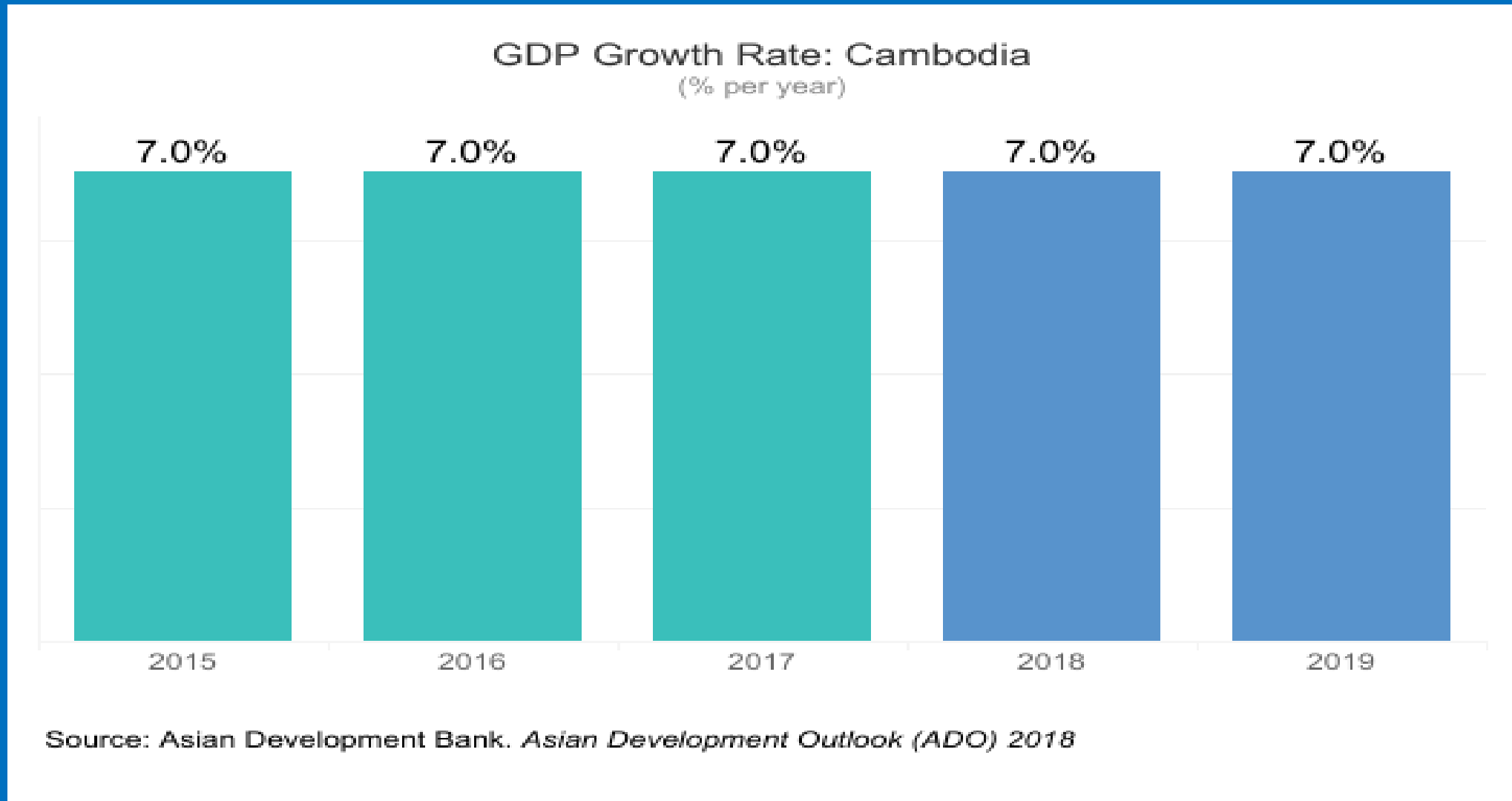
Economic Indicators for Cambodia

► Inflation (% , year).



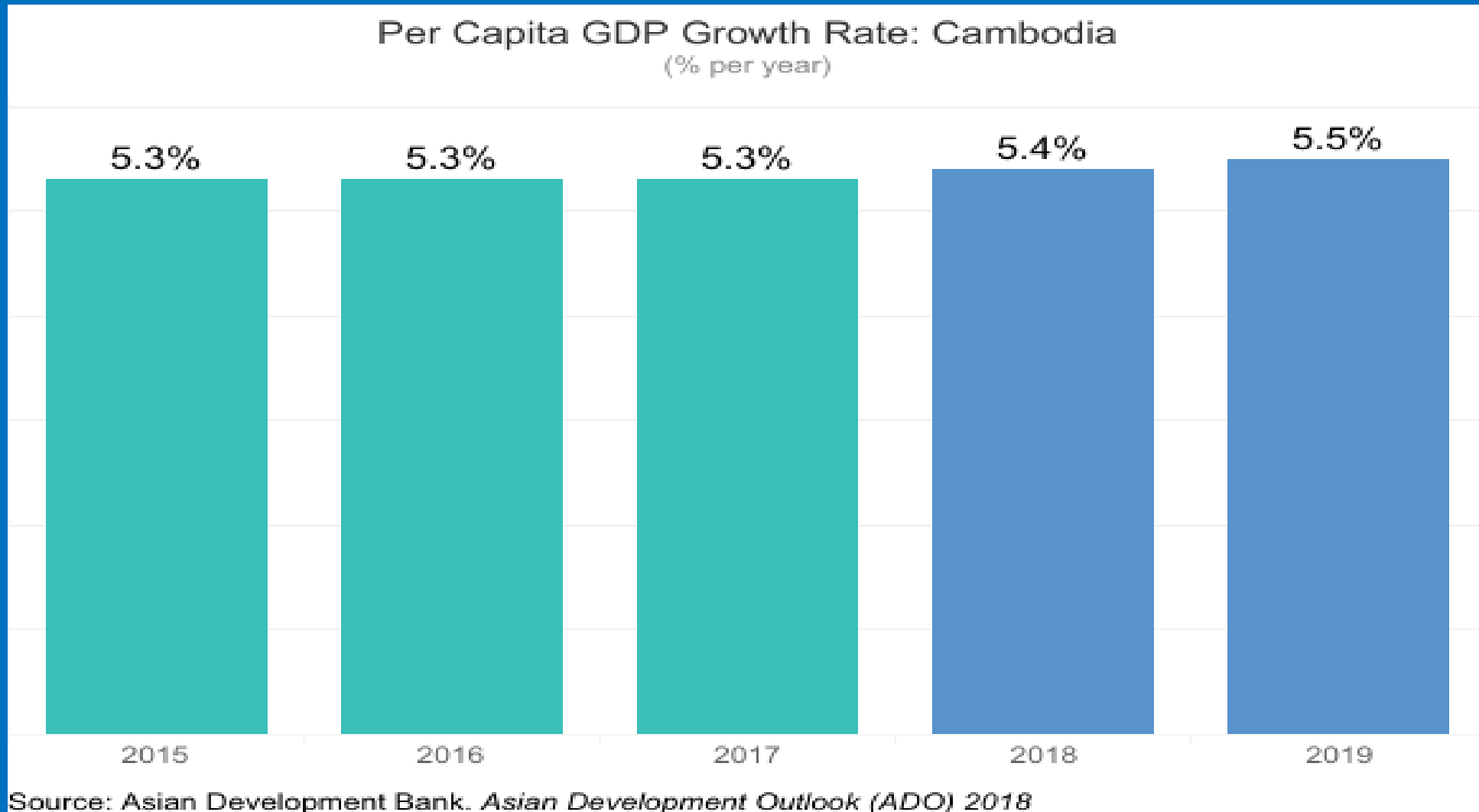
Economic Indicators for Cambodia

► GDP Growth Rate (% per year)



Economic Indicators for Cambodia

► Per Capital GDP Growth Rate: Cambodia (% per year).



What is ICOs?

- ✓ Initial Coin Offerings (ICOs) are sales of blockchain-based digital tokens that are associated with specific platforms or assets. Since 2014 ICOs have emerged as a new financing instrument, with some parallels to equity IPOs, venture capital, and pre-sale crowdfunding.
- ✓ Financings via Initial Coin Offering (ICO) or Initial Token Sales (ITS) have recently come into the spotlight for their ability to raise large amounts of funds in a short period of time from purchasers all over the globe.



What is ICOs? (Cont.)

- ✓ Currently, as the majority of ICOs are carried out without being subject to the full rigour of securities laws applicable to initial public offerings, it is no surprise that globally, firms have raised more than USD1 billion via ICOs 2017 alone.



What is Blockchain?

- ✓ The most basic definition of blockchain is a shared, digitized ledger that cannot be changed once a transaction has been recorded and verified. All parties to the transaction, as well as a significant number of 3rd parties maintain a copy of the ledger (i.e. the blockchain), which means it would be practically impossible to amend every copy of the ledger globally to fake a transaction.



What is Blockchain? Con't

- ✓ Bitcoin's success has triggered the establishment of nearly 1000 new cryptocurrencies, leading to the delusion that the only application of blockchain technology is for the creation of cryptocurrency. However, the block chain technology is capable of a lot more than just cryptocurrency creation and may support such things as transactions that require personal identification, peer review, elections and other types of democratic decision-making and audit trails.



Advantages of ICOs

Five advantages of ICO tokens for capital raising:

1. To finance decentralized networks with diffuse contributors,
2. To provide incentive to token holders to scale up a network quickly;
3. To reward customers for their roles as stakeholders in new platforms;
4. To establish immutable, non-negotiable governance terms, and
5. To provide rapid liquidity.



Specific method of ICOs

- ✓ Typical ICOs, Token issuers provide information their own websites, including summaries of more detailed information such as technical descriptions in the form white papers. Information generally disclosed upon implementation of ICOs includes the following items.
 - ❑ Commencement date and closing date of the ICO
 - ❑ Outline of the specific project utilizing Blockchain technology developed and operated by the procured funds

Specific method of ICOS (cont.)

- ❑ Relevance and technical explanations of the project with the Tokens
- ❑ Characteristics and features of the Token and advantages of purchasing Tokens
- ❑ Total amount and allocation of Tokens to be issued
- ❑ Minimum and maximum amount of funds to be raised by the ICO
- ❑ Roadmap for the project development
- ❑ Explanation of legal nature and risks of the Token, and disclaimers.

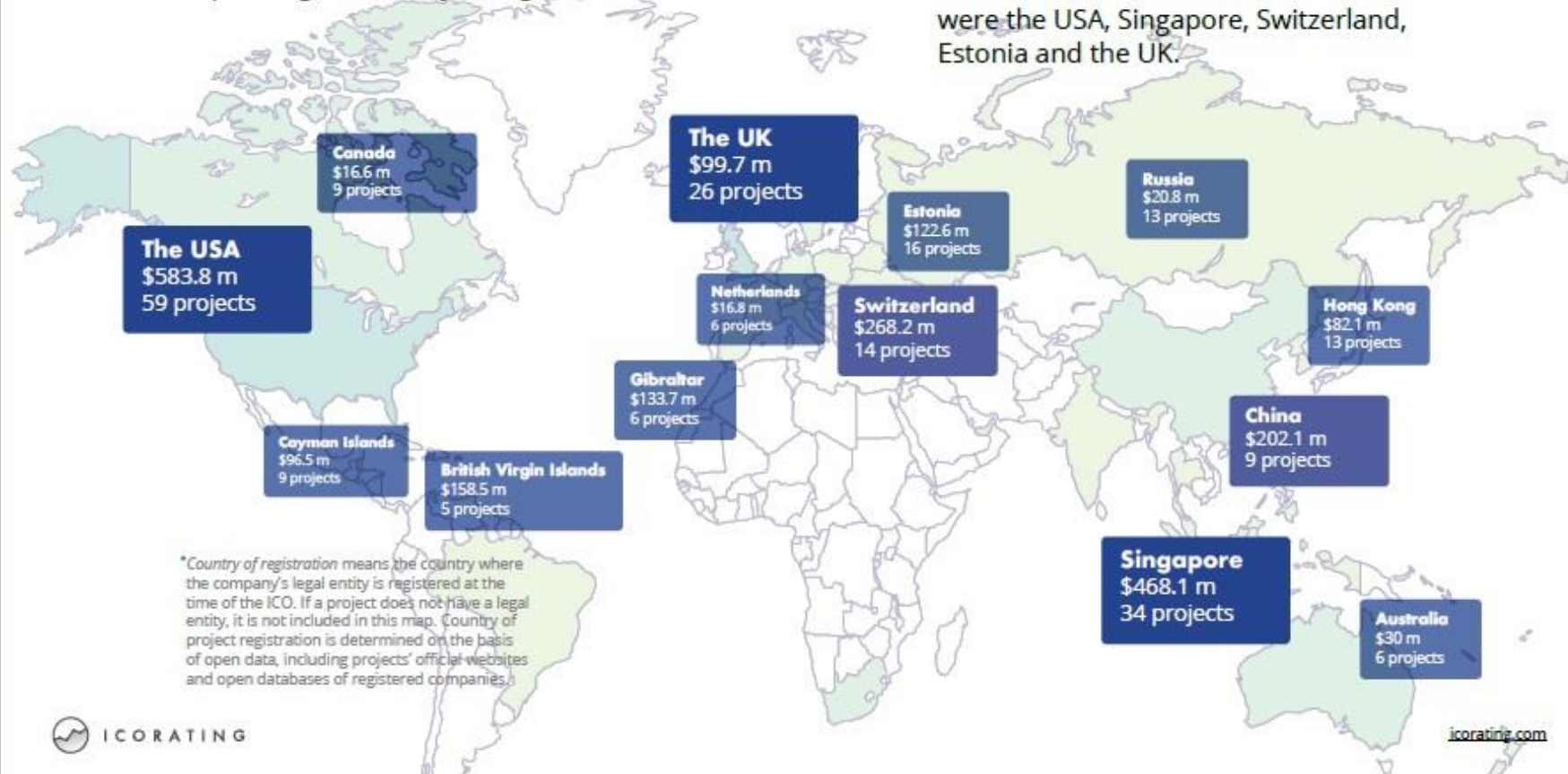
ICO Market Research Q1 2018

Geographical Distribution for Projects Based on Country of Registration

HOW TO READ THE GRAPH

The map shows total investment amount and number of projects, depending on country of registration*

- Current leading countries for place of registration are the USA, Singapore and the UK, while in 2017 the leaders were the USA, Singapore, Switzerland, Estonia and the UK.



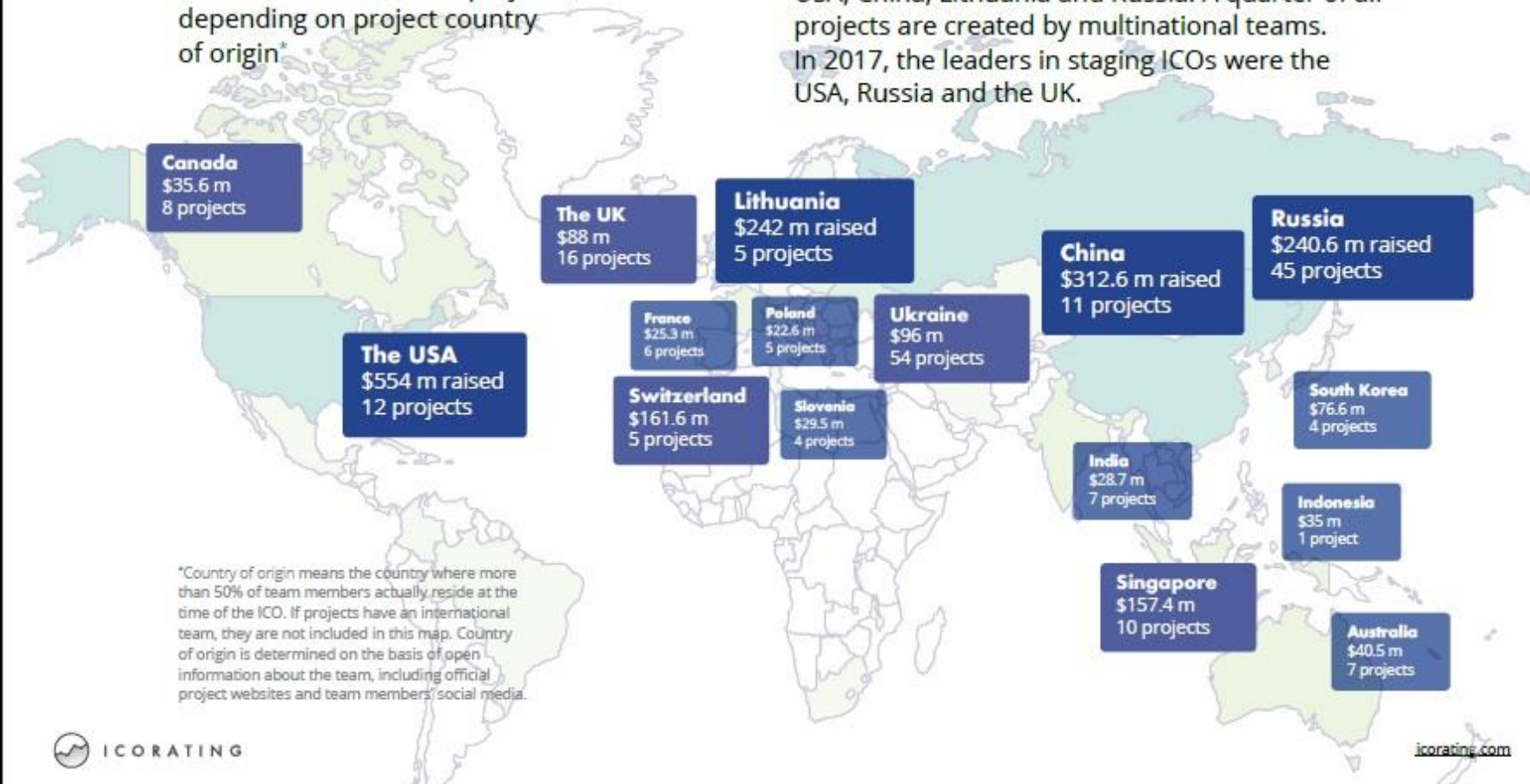
ICO Market Research Q1 2018

Geographical Distribution of Projects Based on Origin of the Project Team

HOW TO READ
THE GRAPH

The map shows total investment amount and number of projects, depending on project country of origin*

- The leader countries for staging ICOs are the USA, China, Lithuania and Russia. A quarter of all projects are created by multinational teams. In 2017, the leaders in staging ICOs were the USA, Russia and the UK.



The future of ICOs

- ▶ Looking at the ICO space now, it's clear that there's a lot of problems but potentially a lot of promise. A comparison that is often used is that the current state of the ICO market and cryptocurrencies as a whole is akin to internet companies in the dotcom boom and crash in 2000 — a lot of noise, many companies will fail, but there could be major firms that survive and become big.
- ▶ If ICOs do survive, it could pose a challenge to traditional funding methods such as initial public offerings, venture capital or corporate debt.

“Philosophically, the value of an asset should be greater when there is more utility, which is a strong incentive for issuers to tokenize real-world assets.”

Robert Leshner, CEO, Compound

ICO Investment in Cambodia

- ▶ Soramitsu Co., the Japanese Blockchain identity company, has indicated that they are partnering with the National Bank of Cambodia to test distributed ledger technology in creating new and innovative payment methodologies.
- ▶ Soramitsu is a Fintech company and the initial creator and co-maintainer of Hyperledger Iroha, the distributed ledger platform.
- ▶ The joint venture is focused on applying the Linux Foundation's Hyperledger Iroha in giving currencies logic through smart contracts to create "smart money," providing secure settlement infrastructure for the National Bank.

ICO Investment in Cambodia (Cont.)

- ▶ Kazumasa Miyazawa, COO of Soramitsu, said: “Through our work with the National Bank of Cambodia, we will be able to take the first step toward creating a more efficient payment infrastructure, which we hope to expand globally in the future.”
- ▶ The National Bank of Cambodia is following closely on the heels of other national and state banks seeking to create a hybridized system of fiat and digital Blockchain currencies. While the principle is sound, many in the industry claim that the very nature of decentralized currencies prohibits this union.

(<https://cointelegraph.com/news/lambos-bling-and-mansions-what-purchases-do-crypto-millionaire-make>)

Ana Lee Capital



Ana Lee Capital

► What is Ana Lee Capital (ALC) doing?

- ALC is the project that could help to develop and improve focus on the most of economic rank that make human lives to understand / to know on using modern financial transactions with secure on practicing transferring as money/cash via system call ICO-Blockchain

Structure

- ▶ the structure of the ICO has led to the creation of an environment where investors are focused more on getting in and out of a token for quick financial gains rather than having a legitimate, vested interest and belief in the platform they are contributing financial support to.

Why should Invest with ACL?

- ▶ Set goal for practice with high level of the platform and structure
- ▶ Has learned about character of the ICO/IPO not risk and fully information on every investment actives and transferring financial via Blockchain / smart cell and others
- ▶ Help members/clients to secure on financing / cash flow / transaction that not third party not able to hack / to copy
- ▶ Make members/clients

SWOT ANALYSIS

Strengths:

- ALC project is blockchain based
- Clear project strategy (Road Maps)
- Invasion business model
- Business contacts in Cambodia / ASIAN
- Potential investors
- Well convince function area
- An acknowledge market leader
- Better advertising campaign
- Good competitive skill

Threats:

- ICO/Blockchain “Token” platform competitions
- Privacy coins competition
- Unsucessful ICO/Blockchain “Token”
- Prohibit of cryptocurrency/ICO/Blockchain
- There will be a strong competitor with biggest market share
- First step to begin ICO/Blockchain operation
- No policy / regulation to protect ICO/Blockchain in Cambodia.

Opportunities:

- Market expanding / New market niche creation
- Enter new market or segment
- Faster market growth
- Token value growth in middle and long terms
- Developing ICO/Blockchain “Token” as security deposit
- Increase demand on ICO/Blockchain (Token) among memberships / partners
- ALC’s activities are conducted in the legal field of entrepreneurships and payment of Taxes.

Weaknesses:

- Lack of experience
- No fund at the moment
- Business rules change frequently, blockchain doesn’t.
- Weak market’s image
- Average market’s skill

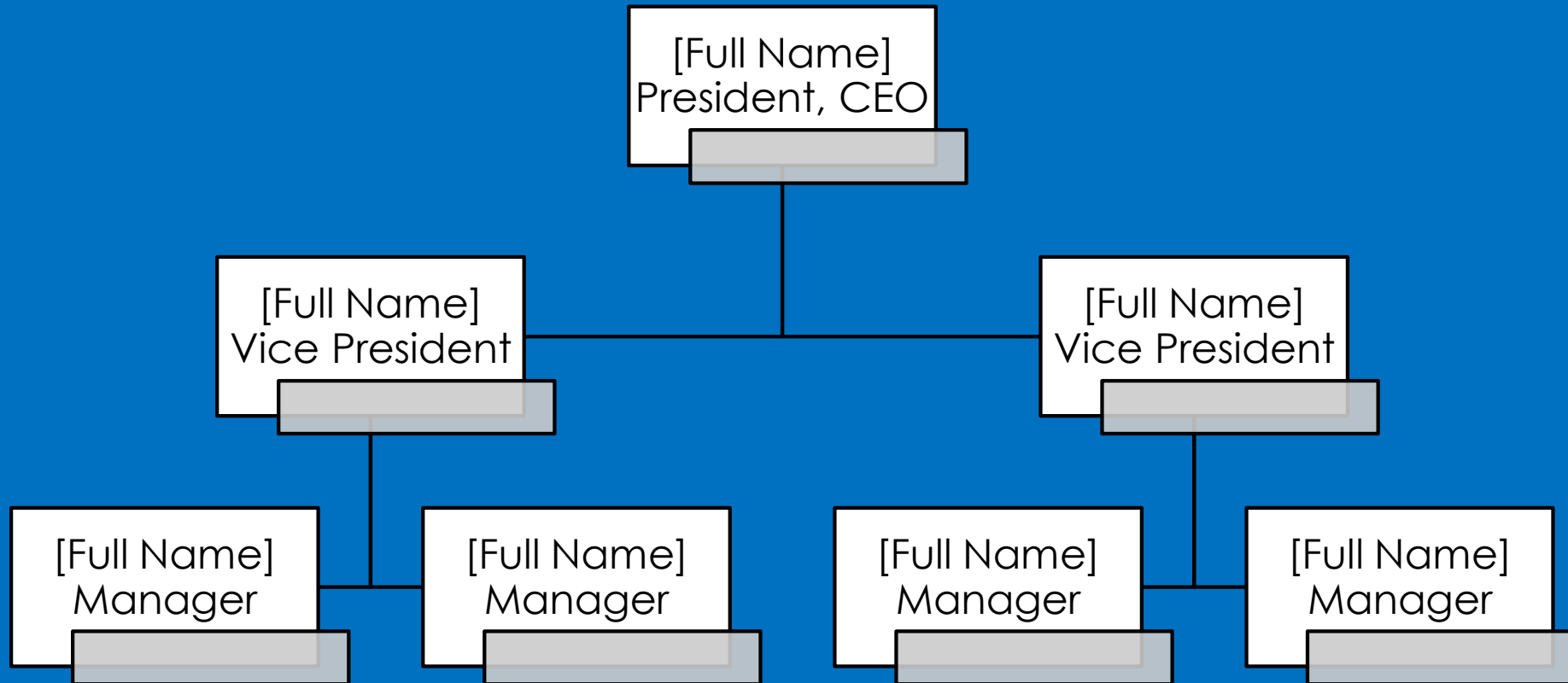
Platform

Insert Picture

Payment Method

TBC

Ana Lee Capital Chart



Ana Lee Capital Chart

- ▶ How clients / users get the benefits from they bought share investment from ALC ? How the procedure way to buy ACL investment.
- ▶ ALC is to be partner with clients/users when they have clear aim or objective to practice

How to be members of Ana Lee Capital (ALC)

- ▶ Clients / Members of ALC to using the....

Benefit Membership Ana Lee Capital

- Members of ALC able to transfer financial to fast and secure
- Members able to make payment faster ever to many easy ways for
 - Hotel
 - Air ticket
 - Apartment, condo, flat and others
 - Shopping

Benefit Membership Ana Lee Capital (cont.)

- Members able to withdraw cash from banks in Cambodia, specially with ABA Bank around the world.
- Members not worry about the transactions hack by third person
- Members able to know details about the transactions will alert the notification via they mobile phone
- Members able to know related news in the local and international via subscribe to get ALC notifications.

Long-term return on investment

- ▶ Estimated long-term return is a hypothetical measure providing investors with an estimated expectation for the return they can expect over the life of an investment. It is most often quoted in investments with fixed income securities and a fixed duration.
- ▶ Estimated long-term return is a metric that provides investors with a return estimate they can expect when investing in a fund over a long-term timeframe. This measure can be comparable to a savings account rate or the rate of interest quoted for a certificate of deposit. Generally, fund managers reporting estimated long-term return will be able to arrive at this calculation because the underlying fund investments have a specified return that is given at the time of initial investment.

Long-term return on investment (cont.)

- Overall, estimated long-term return disclosure can be a marketing measure easily quoted by fixed income funds that can increase marketability. Most funds will have a higher estimated long-term return than high yield savings accounts or certificates of deposit which can draw investors seeking low risk fixed income investments.

Long-term return on investment

- ▶ Members of ALC will get benefits