



Tokenizing the Leading Digital Instant Reward Settlement Platform

July 2019

www.atlasfoundation.io

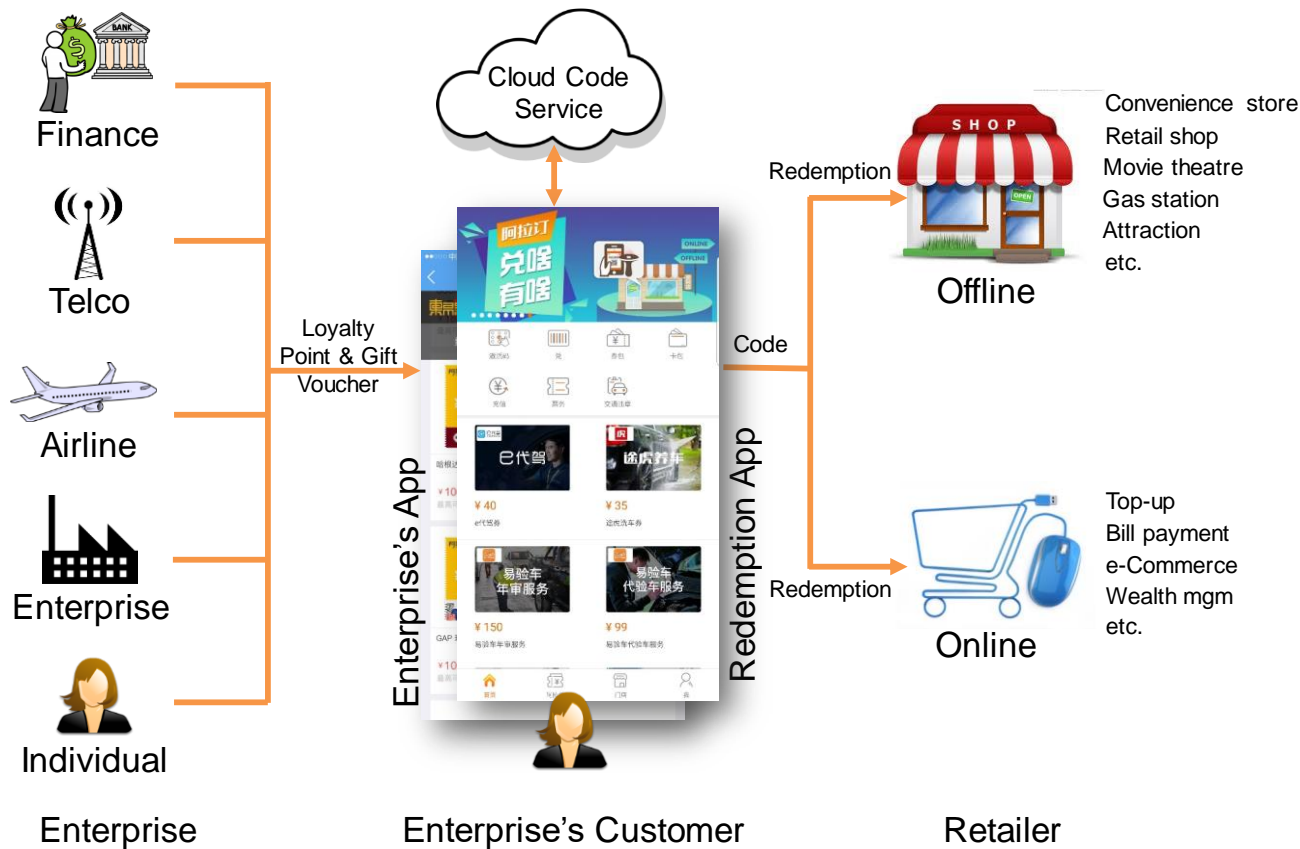
Use loyalty point, gift voucher & cryptocurrency like a fiat currency



- Atlas powers a B2B digital instant reward settlement platform
 - ✓ Aggregate loyalty point & gift voucher from bank, insurance company, airlines, telco etc.
 - ✓ User redeem from offline & online
 - ✓ Offline include convenience store, supermarket, retail chain etc.
 - ✓ Online includes ecommerce, value added service provider etc.
 - ✓ Settlement between enterprise (issuer) & retailer (merchant)
- Atlas digital voucher is being circulated
 - ✓ US\$ 26 million worth was redeemed in 2018
 - ✓ Atlas digital voucher is being bought & sold in Taobao
- This project is to upgrade to version 2.0 with blockchain technology

How We Do It Now

Atlas



Instant Reward Redemption @ Store

Atlas

Digital voucher redeems physical goods

- ✓ Strong in convenience store & supermarket
- ✓ Realizing offline S2C (Service To Consumption)



Achievements

Atlas

50

Enterprise Client

100

Retailer & Service Provider

10,000

Store

**5
Million**

Registered User

**8
Million**

Daily Exposure

**36
Million**

2019 Revenue (US\$)

- Cryptocurrency is not widely accepted
 - ✓ Majority of cryptocurrencies are not backed by any intrinsic value or asset
 - ✓ Acceptance is low by offline retailer & online service provider
 - ✓ No mainstream digital wallet
- Enterprise who uses gift voucher as loyalty & promotion programs
 - ✓ Physical voucher/card requires bulk purchase, inventory & logistic
 - ✓ High cost, difficult to manage & high wastage when not used
 - ✓ Low conversion and usage due to
 - ✓ Limited redemption choices
 - ✓ Unfriendly user experience
 - ✓ Unable to issue digital voucher themselves
 - ✓ High investment in technology related
 - ✓ Challenging to integrate to offline retailer
- Gift voucher not widely circulated
 - ✓ Fake voucher and scalper are rampage
 - ✓ Authentication is difficult
 - ✓ No security against default

- Issue Atlas Token as utility token & alaToken as blockchain digital voucher
 - ✓ Atlas Token to be used for pegging real business, buyback & reward
 - ✓ Use alaToken as redemption/payment with offline retailer & online service provider
 - ✓ Digital voucher which is based on blockchain
 - ✓ alaWallet as a cryptocurrency digital wallet
- Enterprise to issue alaToken based voucher
 - ✓ Low cost & high ROI through RaaS (Redemption as a Service)
 - ✓ Leverage on Atlas platform to access large number of offline & online channels
 - ✓ Redeem anything under the sky
 - ✓ Use like a currency
 - ✓ Multiple redemptions of the same voucher or combine multiple vouchers for a redemption
 - ✓ International settlement between enterprise & retailer
 - ✓ Integrate enterprise & retailer system into Atlas platform
- Voucher authenticity through blockchain
 - ✓ Blockchain inherent more hack proof
 - ✓ Voucher is protected from default as it is pegged with Atlas Token

Atlas Token Backed By Intrinsic Value

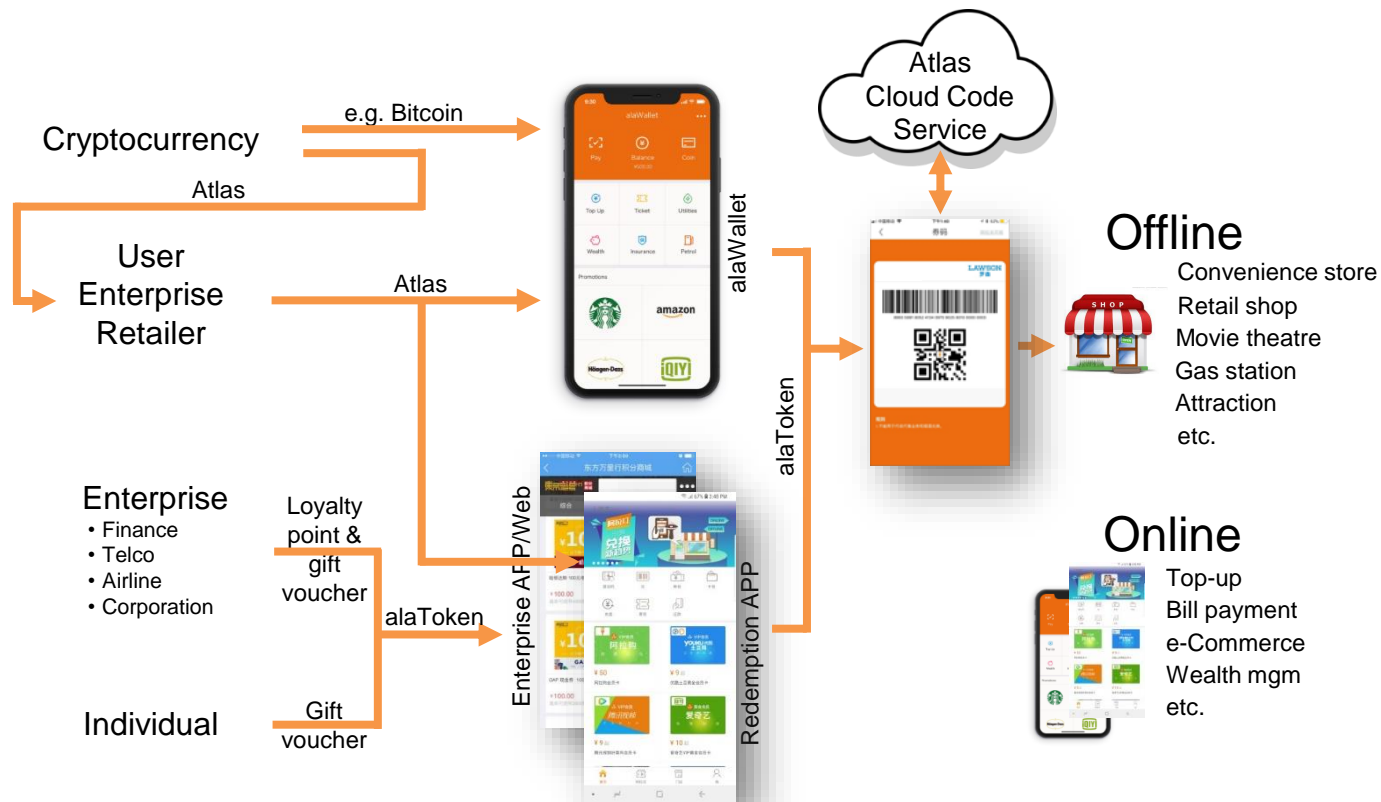


- alaToken to be pegged by Atlas utility token
 - ✓ User can redeem as usual through alaToken
 - ✓ User can also chose to get Atlas Token
 - ✓ User can gain more through Atlas Token as it raises in price
 - ✓ An Atlas Token pool is maintained for hedging
 - ✓ Atlas Token market supply diminishes as revenue grow
 - ✓ Atlas Token hedging pool grows relatively to business growth
 - ✓ Atlas Token value goes up
- Buyback
 - ✓ Certain portion of quarterly or yearly profit to buyback Atlas & to be destroyed
- Atlast Token as Reward
 - ✓ Reward those individual, smart scanner or POS as nodes
 - ✓ Initially, rebate user who transact in Atlas Token



How We Do It w Blockchain

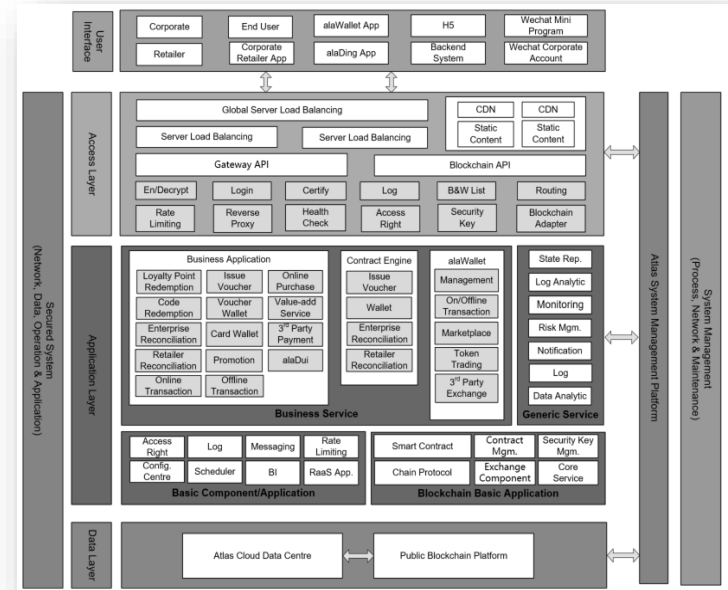
Atlas



Innovative Blockchain Solution

Atlas

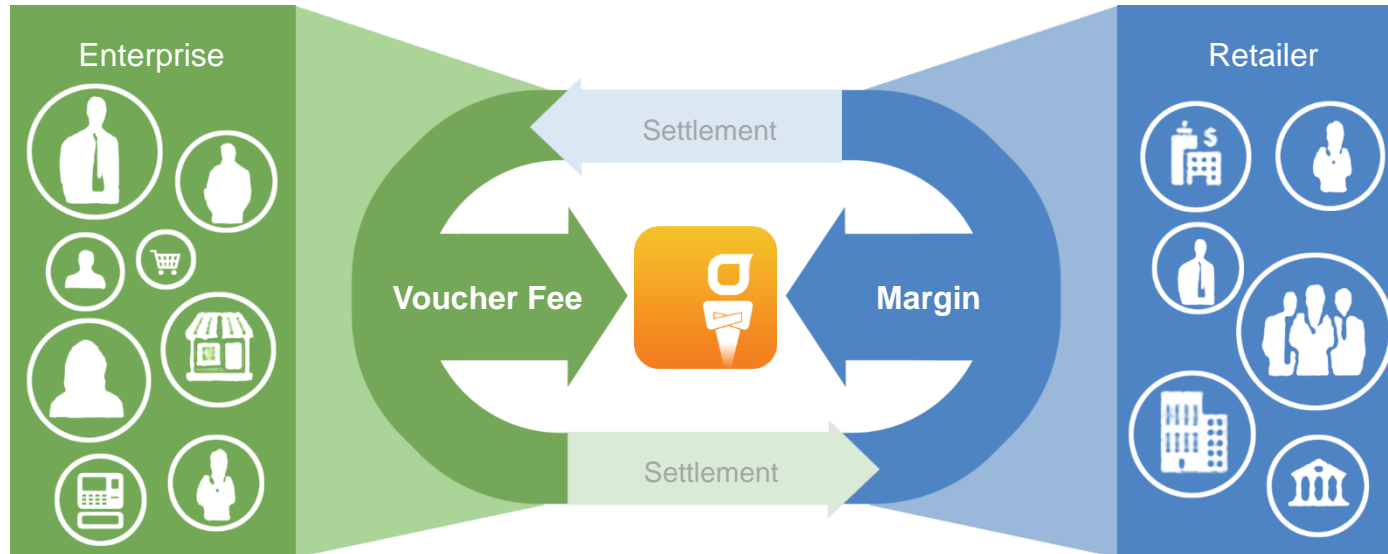
- Platform key components are modularized with microservices created
- Multi-Chain architecture design for technical flexibility & scalability
- PlatON provides better & multifaceted computation options
- PGP encryption method for confidentiality & transparency



Atlas System Diagram

Profit Model

- Margin from goods redeemed or sold
- Voucher fee from enterprise's instant reward (% of redemption amount)
- Value-added service fee from big data analytic
 - ✓ Promotion, advertisement, financing etc.



Solid Customer Base

Atlas



Enterprise

- Top 3 leading banks
- Top 500 insurance companies
- World leading airlines
- Telecommunication conglomerates
- Leading payment service providers
- etc.



Retailer

- Top international convenience store & supermarket brands
- Top international F&B brands
- World leading ecommerce
- etc.

- Atlas business is universal & global
- Expand into cities where
 - ✓ High Chinese traffic
 - ✓ Proximity
 - ✓ Prosperous convenience store business



Technology & Patent

Atlas

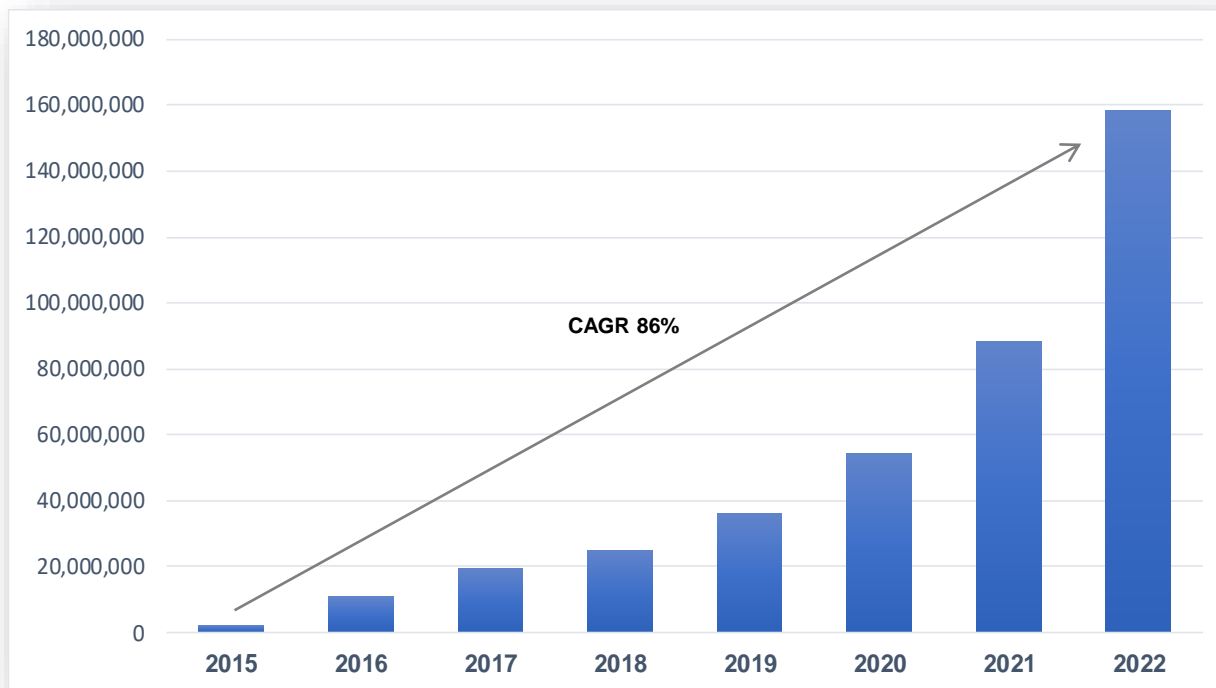
Own technology capability & patents



Note: Non exhaustive

High Revenue Growth

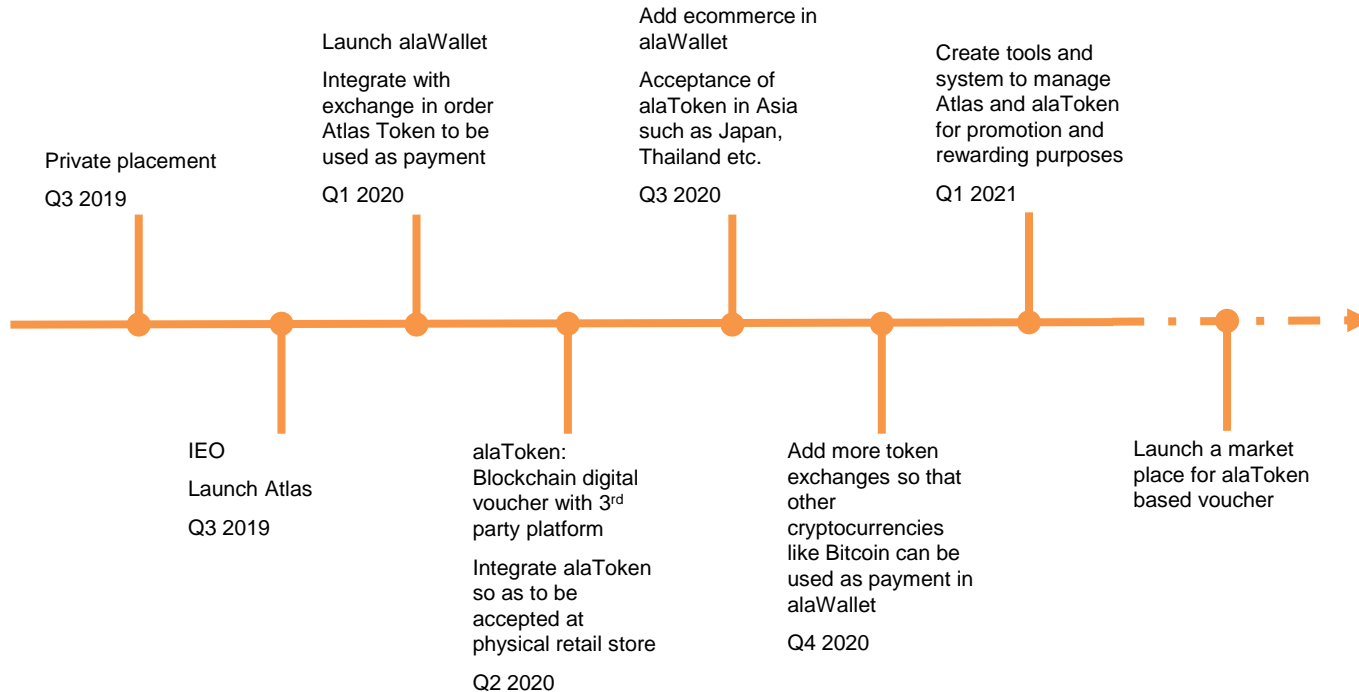
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Note: Currency in US\$

Milestone

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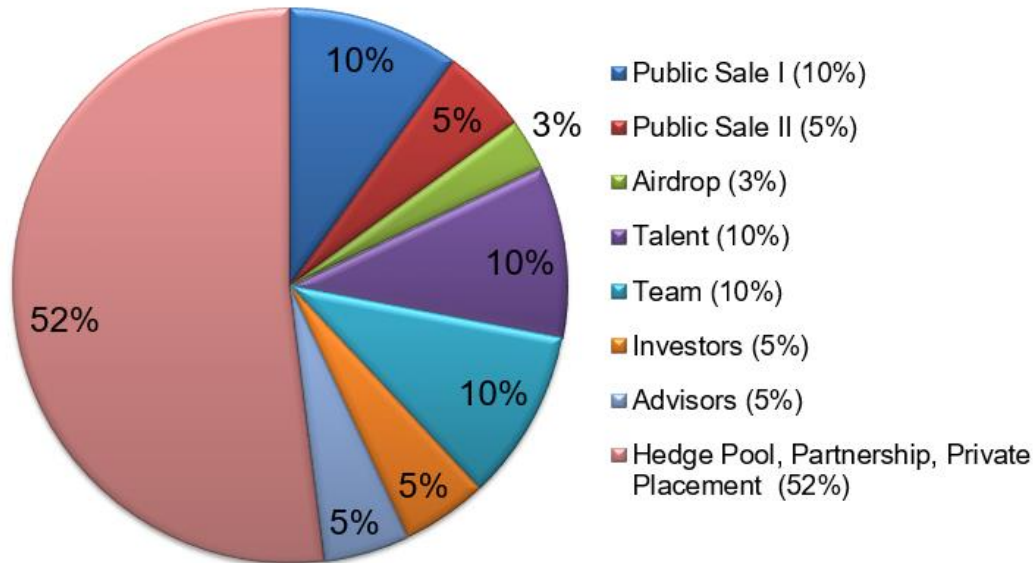


Atlas Token Allocation



4.2 billion Atlas Token will be allocated

Atlas Token Allocation



Thanks

Thank you for your time & attention