



Aladiex

**SSUPER PLATFORM OF DIGITAL PROPERTY
EXCHANGE AND SUPPLYING FINANCE TO ENTERPRISES
WITH BLOCKCHAIN TECHNOLOGY**

www.aladiex.io

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“We can help every enterprise appeal capital for their project globally with little expense and less obstacles as well as enable investors in the world to invest into potential projects easily, manage their property and supply them amazing exchanging tools”

A. OVERVIEW

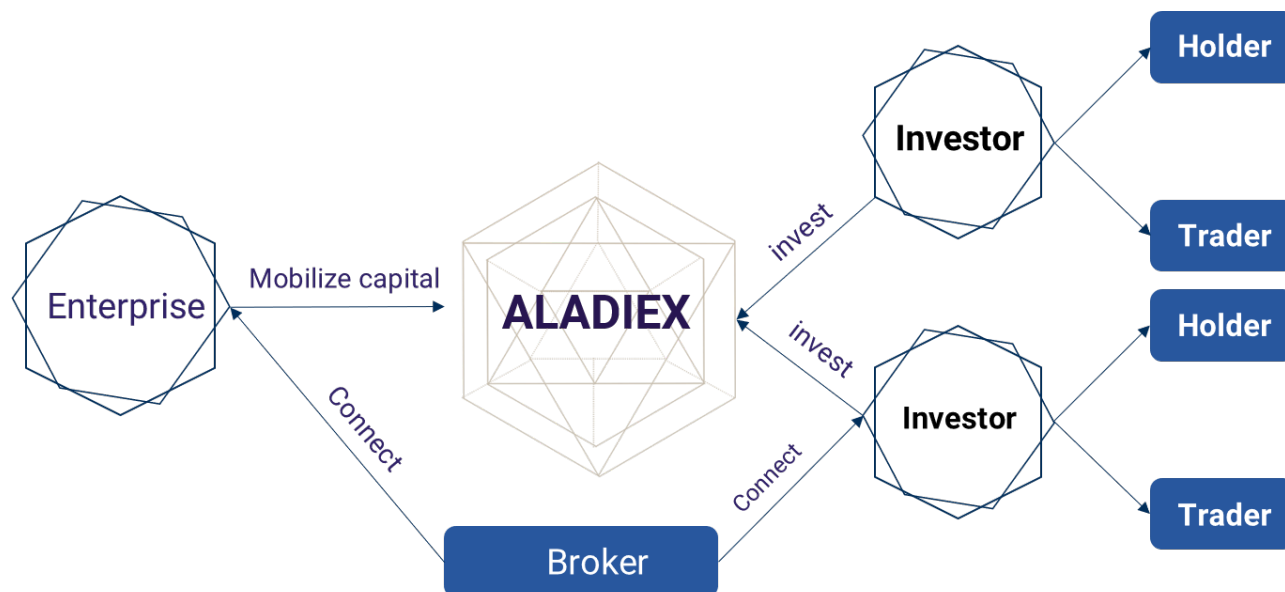


Figure above shows the overview of the whole current industry “Managing and exchanging digital properties”. The right side of the figure is the financial supplier including: Private investor and organised investor. They are the persons who will invest their money into the market.

The left side of the figure is the necessity of finance including enterprises who use the platform through Exchanges and ICO to appeal capital and are all blockchain companies.

The lower part of the figure who plays an important role is brokers – “market markers”, who are dynamic users as well as affiliates and sellers selling ICO to companies.

This document will mention the problems of all parties in the whole industry and show you the way Aladiex solves such problems.

B. PROBLEMS OF MARKET

1. PROBLEMS OF MSMEs

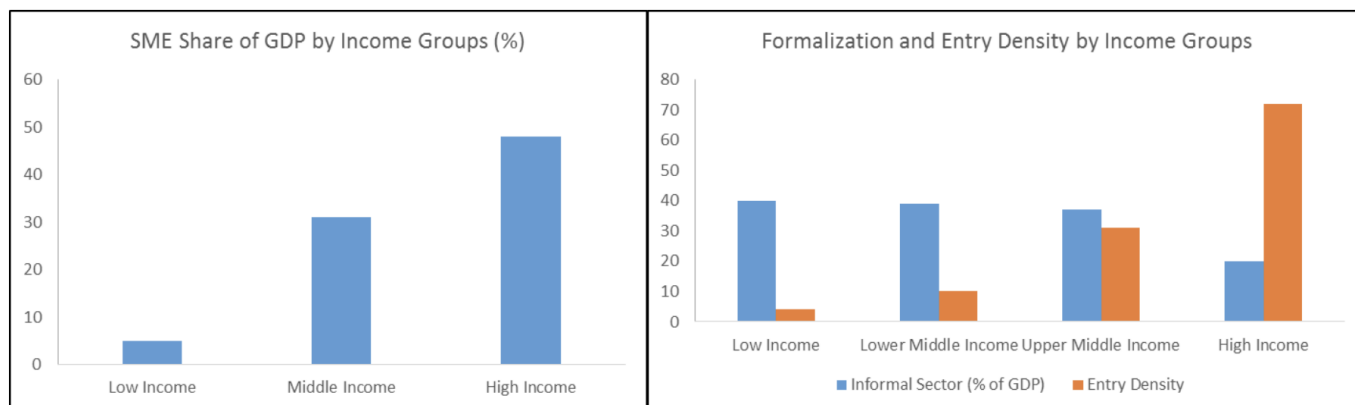
a) OVERVIEW

A developing small and medium-sized enterprise area is an important component who contributes to the growth of both developing and developed countries.

The figure below shows the contribution of small and medium-sized enterprise area to the GDP with more and more growing income rate. While in low income countries, its contribution to GDP is only nearly 10%, in high income countries, such rate is nearly 50% .

<http://documents.worldbank.org/curated/en/577091496733563036/pdf/115696-REVISED-PUBLIC-SMEs-and-Jobs-final.pdf>

FIGURE 1: THE RELATION BETWEEN GROWTH AND GDP, PLATFORM AND ENTRY LEVEL



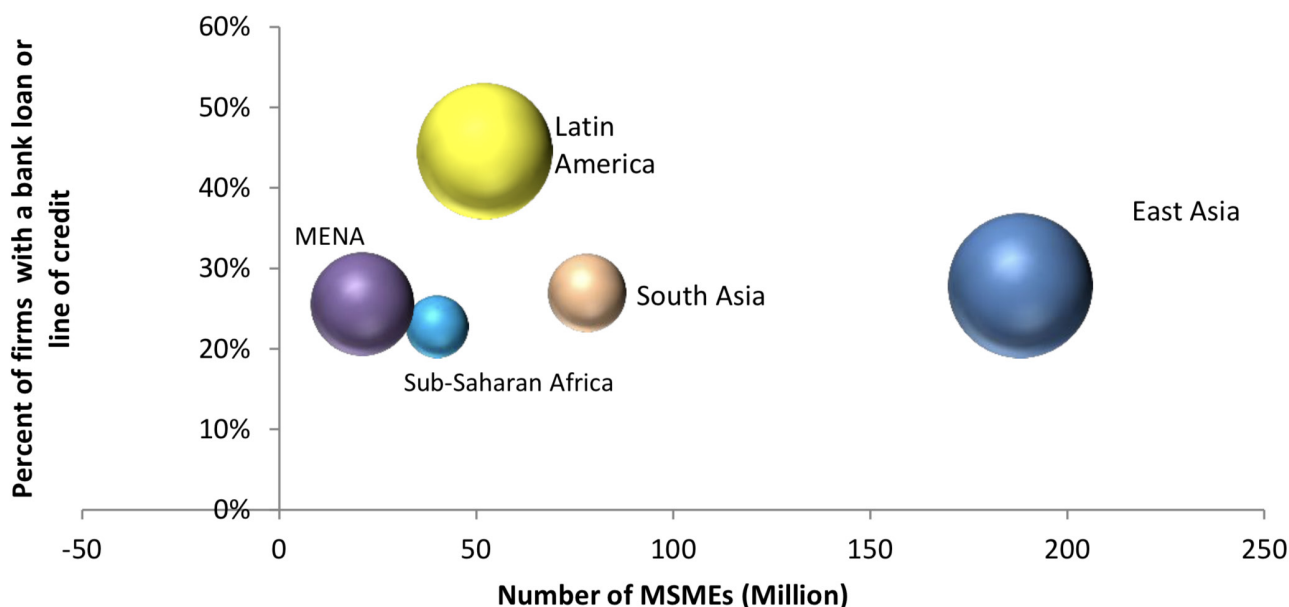
Source: Adapted from Ayaggari (2007 and 2011). Entry density is defined as the number of newly registered limited liability firms per 1000 working age people- ages 15 to 64. (World Bank Entrepreneurship Database)

s of 2014, small and medium- sized enterprises accounted for an average of 96% of all enterprises and 62% of national workforce in Asia and the Pacific. They also contribute an average of only 42% of gross domestic product (GDP) or added value of production in developed countries.

The ability of small and medium enterprises to grow sustainably depends much on their ability of accessing and managing finance. However, the access of the right type of finance with affordable expenditure to start up and develop the enterprise is the basic financial difficulty of small and medium enterprises. The total credit gap for micro, small and medium enterprises (MSMEs) is the largest in East Asia with the highest number of MSMEs in comparison with other regions (Figure 1).

FIGURE 2: CREDIT GAP OF MSMEs

Figure 1-MSMEs Financing Gap⁹
(Bubble Size: Total Credit Gap)



In 2014, while the total credit gap of MSMEs is 706 billion dolar in East Asia and 206 billion dolar in South Asia, this gap is 620 billion dolar in Latin America and 132 billion dolar in Africa near Sahara.

31 million or 41% of official MSME in developing countries have necessity of finance not met.

The financial gap of MSME in developing countries is estimated about 5000 billion dolar – 1,3 times higher than the current MSME lending level.

As a result, small and medium enterprises get their own capital and/or make informal loans from their friends and family members. Although small and medium enterprises relying on their own capital and getting limited ability of financial accessing have better position to avoid serious shocks from financial and banking crises than big ones, this still constrains the creation and development of competing small and medium enterprises, and inhibits economic growth in Asia.

This implies that there is a need for additional policy support for bank loans small and medium enterprises. However, such policy support only is not enough to supply long-term finance for small and medium enterprises in the direction of growth due to the nature of regional short-term credit in the region and the rigid banking regulations. Moreover, the banking dominance system makes small and medium more vulnerable to financial shocks because these companies have no chance to diversify their funding sources during crises.

Therefore, diversifying financial means in addition to normal bank lending can be a better alternative platform for financial needs of small enterprises and enhancing their ability of accessing to finance.

<http://documents.worldbank.org/curated/en/577091496733563036/pdf/115696-REVISED-PUBLIC-SMEs-and-Jobs-final.pdf>

<https://www.smefinanceforum.org/data-sites/msme-finance-gap>

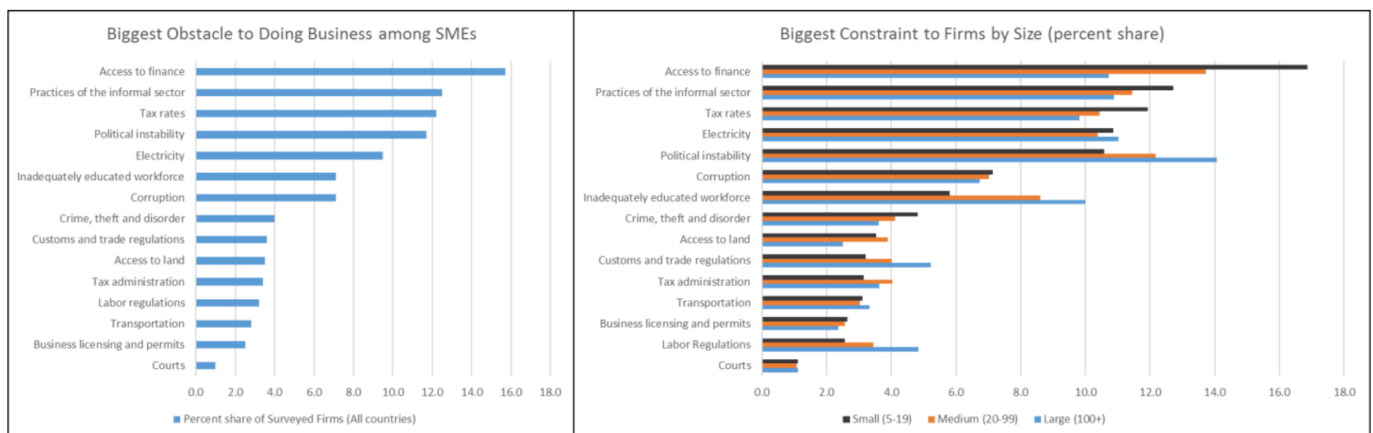
b) THE BIGGEST OBSTACLES TO THE GROWTH OF SME AND BUSINESS CAPACITY

According to the latest analysis using the World Bank's Enterprise Survey (WBES) data, managers of small and medium-sized enterprises cross all surveyed countries considering access to finance are the biggest obstacle to growth, followed by competition from the informal sector and then taxes. From an employment perspective, another analysis based on WBES data for the 2006-2010 period takes a specific look at the top constraints to employment growth among small enterprises and once again identifies that the ability of accessing to finance is the leading constraint for employment growth of small and medium enterprises at all sizes and areas of the company (Figure 10). Another constraint for employment growth of small and medium enterprises is the competition from the informal sector once again.

When grouped by enterprise size, the top constraints for small ones continue to be the same as ones above-financial access, informal access and tax rates. The top three constraints for medium and big companies also include access to finance and informality, but that is the political instability that is important to them rather than taxes.

<http://documents.worldbank.org/curated/en/577091496733563036/pdf/115696-REVISED-PUBLIC-SMEs-and-Jobs-final.pdf>

FIGURE 3: IMPACTS ON THE BUSSINESS OF SMEs

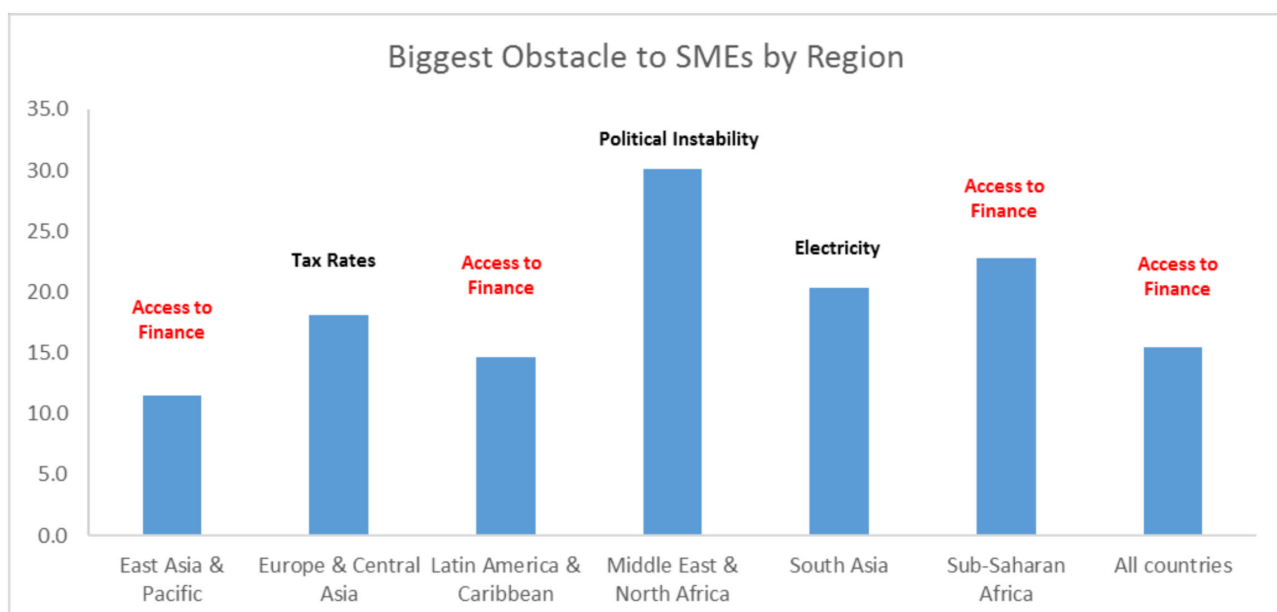


Source: World Bank Enterprise Surveys (2010-2016), Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank.

When it comes to the regional differences, managers of small and medium enterprises in Africa, Latin America, and the Caribbean and East Asia consider financial access to be the biggest constraint on their business. This is highlighted in Figure 11 below. With a smaller financial scale, small and medium-sized enterprises are less able to cope with the costs incurred from trying to access electricity, transportation, business license and taxes and other business costs. Small businesses are also less likely to have transparent information about performance in the past and current activities, which increases awareness of risk. In the end, they are often too small to exploit effectively in operation and management. In terms of business, small and medium enterprises have relatively higher transaction costs whether to financial institutions or bigger companies who will allow them to access the market.

<http://documents.worldbank.org/curated/en/577091496733563036/pdf/115696-REVISED-PUBLIC-SMEs-and-Jobs-final.pdf>

FIGURE 4: THE BIGGEST OBSTACLES TO SMEs IN REGIONS



Source: World Bank Enterprise Surveys (2010-2016), Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank.

2.PROBLEMS OF TRADITIONAL CAPITAL APPEALING METHODS

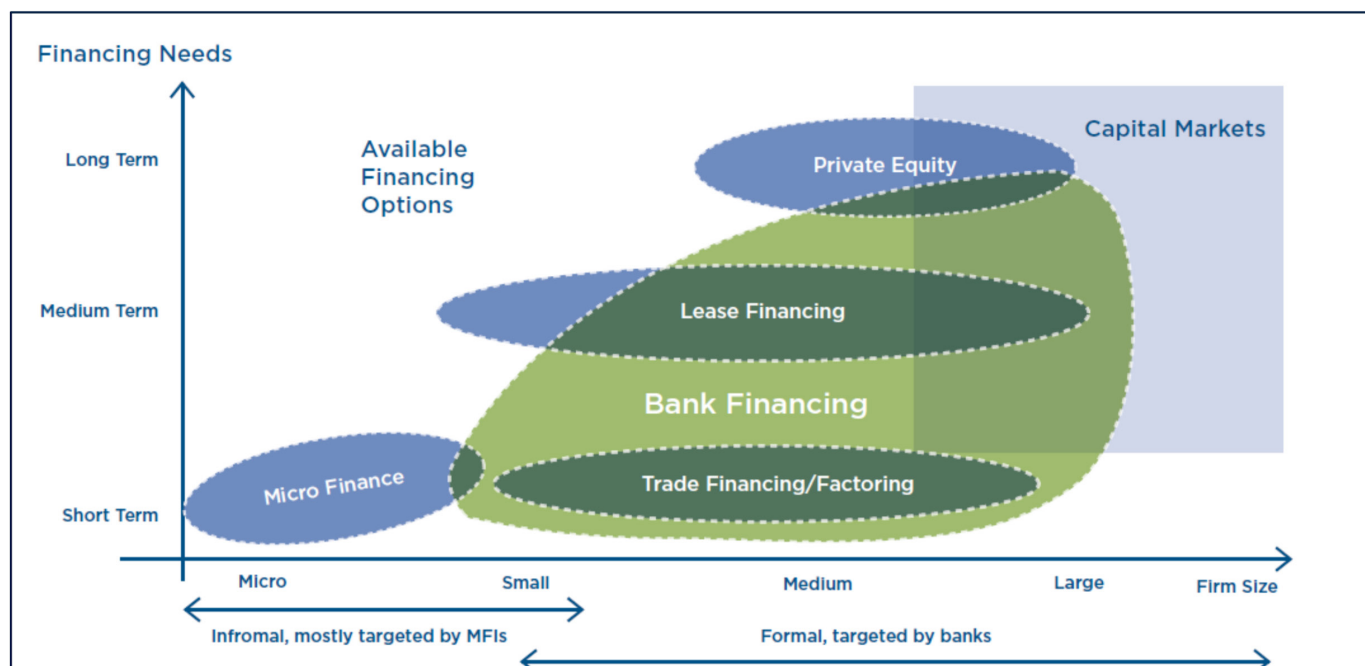
As discussed in the previous section, access to finance is identified as the most important for the entry, growth and survival of small and medium sized enterprise.. This is even more so for the smallest companies with from 5 to 9 employees and in low-income countries. The scope of the problem is significant, with about from 55 to 68 percent of SMEs officially estimated to be unregulated or underestimated by the formal financial sector. This amounts to a credit gap of about 1 trillion USD and is equivalent to about 30% of current SME credit. By comparison, around 16 percent of formal SMEs are not monitored or underestimated in developed economies, accounting for a credit gap of 5-6 percent of SMEs (Stein 2010).

Regional needs are different in Sub Sahara Africa and MENA requires the largest increase of 250- 350 percent in funding for small and medium enterprises to close the credit gap. Women-owned businesses have unmet credit needs of 260-320 billion USD. In addition to the general lack of financial capacity, small and medium enterprises are often provided with a narrower range of products from the financial sector. For example, about 30% of SMEs do not have access to deposit accounts, with a deposit gap of 300-360 billion USD (Stein 2010). The reasons for the inappropriation of the banking ability of small and medium-sized enterprises are numerous, both in terms of supply and demand.

In term of supply party, they include high transaction costs, lack of collaterals and high leverage incurred due to not having equity. Asymmetric credit information and their lack of property rights and / or performance also prevent financial institutions from lending small and medium enterprises. This is reflected in the restricted portfolio of financial institutions. Loans for small and medium-sized enterprises account for 19% of the total lending volume of financial institutions in developed countries and 15% in developing countries (IFC 2010). These organizations typically target larger companies and in most developing countries, commercial banks restrict the operations of their small and medium-sized enterprises to short-term working capital facilities which are fully secured or to small loans in short terms.

Very small companies often fall into the category of those who must seek for financing from microfinance institutions that are also limited by the size and financial products such as rentals. As companies grow, the financial industry is willing to risk the financing of companies and other sources such as private equity and capital markets that become available to them. Figure 12 shows the financial options available to companies depending on the size of their business and their financial needs.

FIGURE 5: CLASSIFICATION OF FINANCIAL OPTIONS AVAILABLE TO SMEs WITH DIFFERENT SIZE



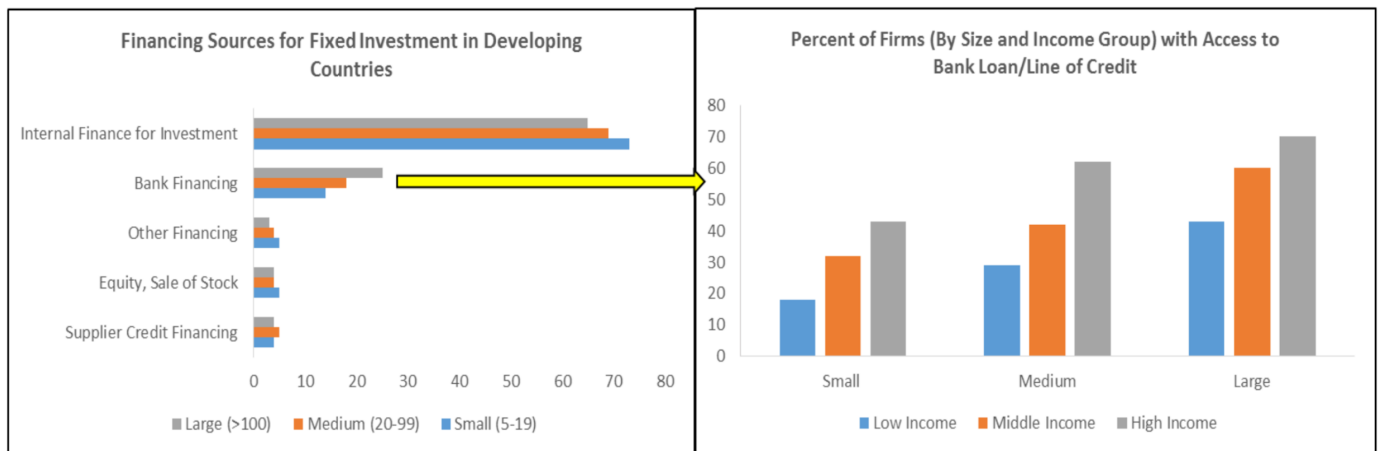
Source: IFC 2010

In term of demand party, small and medium enterprises give up on formal finance because of the relatively high credit costs or the lack of information on financial products. Sometimes lenders' extensive information requirements are a deterrent to companies, because of weak reporting systems or costs. Finally, smaller companies who are uncertain about their existence or growth tend to evade formal external sources because of their inability to pay debt.

CTraditional banking and financial resources are only available to 17-32% of small businesses in low- and middle-income countries, compared to more than 50% of small businesses in high-income countries. Medium-sized companies in low-income countries are also limited compared to their counterparts, but less. So big businesses are few even in low-income countries. (Figure 13). On average, the probability of accessing a bank loan by a small company is less than half that of a medium sized company and about one third of a big enterprise in the same environment.

<http://documents.worldbank.org/curated/en/577091496733563036/pdf/115696-REVISED-PUBLIC-SMEs-and-Jobs-final.pdf>

FIGURE 6: FINANCING SOURCES FOR SMEs IN DEVELOPING COUNTRY



Source: IFC 2010

There are so many obstacles from traditional capital appealing method for small and medium enterprises to start up and approach.

3. APPEALING CAPITAL WITH BLOCKCHAIN TECHNOLOGY

Over the past fifty years, the disruption of trust, wealth and data security can largely be traced to the shortcomings of the Internet. The Internet is a profound and revolutionary technology - but it is broken in several ways. It is broken down regarding: Security, Identity, Access, KYC, Empowerment, Copyright, Management, etc. These limitations of the Internet have allowed some technology companies, financial intermediaries and countries to capture an unfair part of the data value generated by billions of people worldwide.

The solution is decentralized. How does decentralization begin to minimize the problems mentioned above? Decentralization allows the creation of all the same systems that we currently use today to go back to our personal and professional lives. The difference is that these systems cannot be exploited, compromised, broken or used in a way that disadvantages the majority of people who interact with those systems. Decentralization eliminates the power and financial opportunities that result from inefficiencies while maintaining competitiveness, early advantages and innovation that bring equitable economic benefits to companies and citizens.

Specifically, we can achieve decentralization through blockchain technology.

In early 2011, the Bitcoin Whitepaper was published by a person or group called Satoshi Nakamoto. When releasing the Bitcoin system, Satoshi actually invented three separate but interactive elements:

Cryptocurrency: a scarce digital token asset that can be used as money.

Blockchain : next-generation database technology through which beliefs can be automated and established on a peer-to-peer basis. Block chain technology allows us to build a collaborative infrastructure that everyone can trust, instead of being forced to build silent systems based on old database technology. The silent system requires mediation. Blockchain makes mediation unnecessary.

Crypto-economics: Using appropriate mechanism design, Token value distribution protocol for participants to contribute necessary work and other resources, encourage participants to authenticate transactions on-line and thus security. communication.

Combining these three mechanisms together, Bitcoin has become an experiment in monetary theory, issued on an inflation schedule controlled by the rules defined in the protocol. It was the first full monetary system of people, run by people, creating value for people.

<https://pages.consensys.net/advancing-capital-markets-with-blockchain-technology>

FIGURE 7: VALUE OF BITCOIN AT A TIME ON 22 NOVEMBER 2019

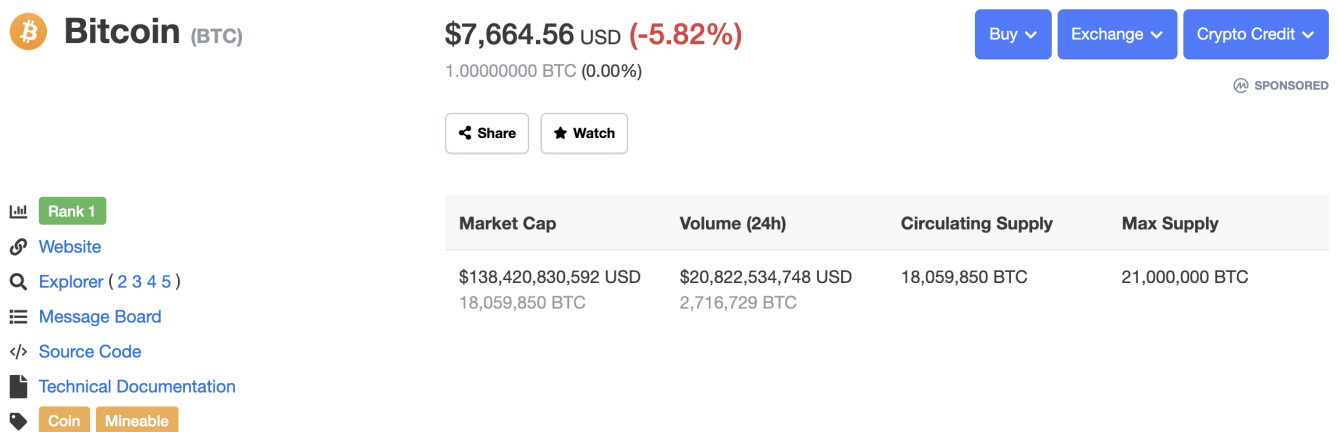


FIGURE 8: DIAGRAM OF BITCOIN GROWTH FROM 2013 TO 22 NOVEMBER, 2019



10/2009
 1 USD = 1309,03 BTC

11/2017
 1309,03 BTC = 9.425.016 USDBTC

After only 8 years Bitcoin has achieved a growth of 9 million times.

Until 22 November, 2019 in the whole cryptocurrency market, there are:

- 4.884 different types of cryptocurrency.
- 20.798 exchange couples
- Total volume of market: \$209,874,965,529
- 24h exchange volume is: \$80,192,547,219
- Bitcoin covers 66.1% of total exchange volume

As Blockchain technology became the trend, the specification of cryptocurrencies and the introduction of ICOs (initial coin offerings) changed the way startups and companies raised money; thus opening up a broader market for people who want to invest, not just recognized investors.

The proliferation of asset tokens narrows the gap between old and new capital markets . Fundraising on blockchain is a token sale event where startups sell exclusive digital tokens, making the process of buying digital tokens a bet by utility and value investors. Contrary to IPO, anyone can participate in an ICO.

As a result, the initial coin services accumulated a total of 5.6 billion dolar raised in 2017. In 2018, the road to success through ICOs opened up quite difficult challenges. Some companies switch back to old-style IPOs; The smartest people have chosen STO (providing security token); An investment model that combines the unique aspects of ICOs with the best features of IPOs.

Blockchain- based tokens supplied to be exchanged into capital have three basic forms. (see Box 1).

<https://stoscope.com/blog/whats-the-difference-between-ipo-ico-and-sto#:~:targetText=As%20opposed%20to%20an%20IPO%2C%20anyone%20can%20participate%20in%20an%20ICO.&targetText=Some%20companies%20switched%20back%20to,best%20features%20of%20an%20IPO.>

Box 1. Digital financial token classifications

- **Cryptocurrency tokens**

Cryptocurrency tokens are used as general-purpose mediums of exchange, and are a so-called 'store-of-value cryptocurrency'. These include tokens such as Bitcoin (often termed 'coins')

- **Security tokens**

A security token can be defined as a token that represents a conventional security on a blockchain to reduce transaction costs and create a record of ownership. In most cases, security tokens are available in limited numbers and are bought in return for an equity share in the company.

- **Utility tokens**

A "utility" token is a token that represents the right to access a service that the issuer will provide through a new network. Utility tokens comprise the largest and most well-known ICOs and are the most numerous. Utility token ICOs bear some resemblance to crowdfunding pre-sales on platforms like Kickstarter. A closer analogy is buying the rights to a stadium seat before the venue is built, if those rights could be easily traded. While utility tokens can be simple "corporate coupons" that give the holder the right to an issuer's product or service, the most well-known ICOs employ them as the means of payment in a new marketplace.

Source: Howell, S., M. Niessner and D. Yermack (2018).

<http://www.oecd.org/corporate/The-Potential-for-Blockchain-in-Public-Equity-Markets-in-Asia.pdf>

ICO, STO and IEO 3 first capital raising models with Blockchain technology

- Companies use **ICOs (aka Initial Coin Offerings)** to raise money for their projects. They issue and sell new cryptocurrency to people and use the raised money for project development. The holders who bought tokens expect to profit by selling tokens at a higher price later. The cryptocurrencies exchanged are utility tokens which are used only within the ecosystem of their native project.
- **Security Token Offerings (STOs)** are a new method of fundraising, akin to ICOs, where contributors get security tokens – digital securities which give rights for dividends, shares, equities etc. These tokens are traded on exchanges and fall under United States Securities and Exchange Commission (SEC) and Swiss Financial Market Supervisory Authority (FINMA) regulations.
- **Initial Exchange Offerings (IEOs)** are an alternative to ICOs in which a project's tokens are initially sold directly on an exchange. Basically, an IEO is a mutated version of an ICO, where the exchange is totally responsible for the fundraising process. The recent BitTorrent token campaign is the most well-known example of IEO.

a) ICO – A FORM OF CAPITAL APPEALING ON THE FIRST BLOCKCHAIN PLATFORM.

Initial Coin Offering (ICO) is the offering of digital tokens based on blockchain related to a specific project, company or specific asset. In most cases, ICO ventures often resemble startups that fund themselves through venture capital investments or venture capital investments. A notable feature of ICOs is that capital investment is not always offered to be exchanged for shares.

Blockchain projects started using Initial Coin Offering (ICO) in July 2013, when Mastercoin made their first ICO deal.

In an ICO, the blockchain company sells tokens to investors, usually in exchange for BTC or ETH, in an effort to raise funds for the ongoing development of the project.

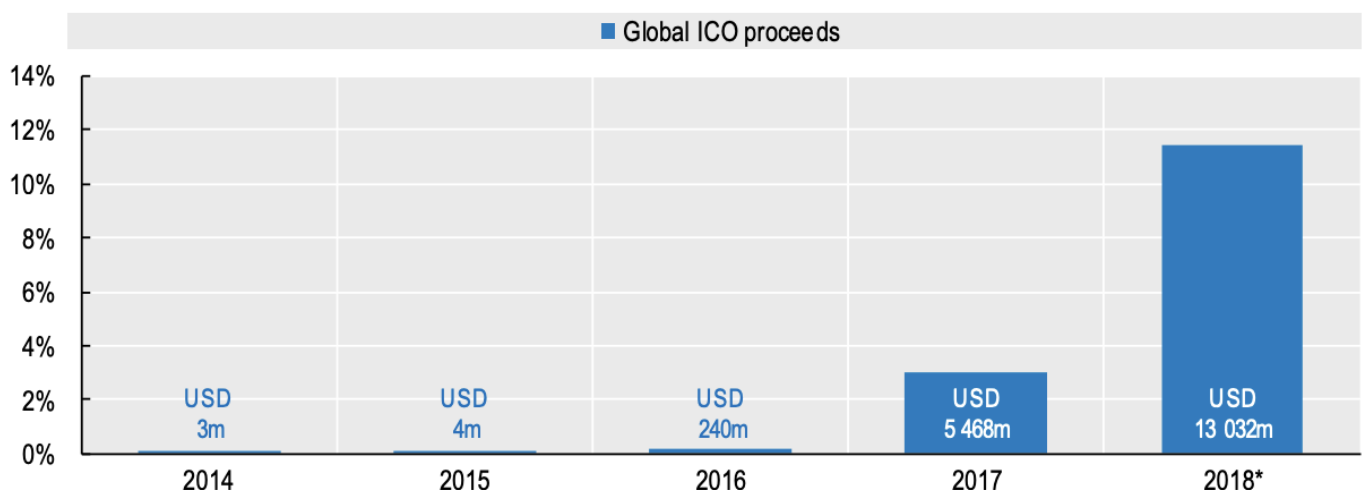
Investors buy tokens in the expectation that they will increase in value and can be sold for later profits.

Since 2014, ICOs have emerged as a new financial tool, with some similarities allegedly with equity IPOs, venture capital investments and crowdfunding.

Globally, ICOs have raised about 18.8 billion dolar from January 2014 to August 2018 (see Figure 6). The amount raised in 2014 and 2015 is negligible, accounting for less than 0.1% of the amount raised through initial public services (IPO). From 2016 onwards, available data shows that the amount of funds raised through the ICO has increased significantly. In 2017, ICOs raised almost 5.5 billion dolar, accounting for 3.1% of the proceeds from the IPO, and in 2018, more than 13 billion dolar have been raised so far (11,2% of the proceeds from the IPO).

<https://freewallet.org/blog/ico-sto-ieo>

FIGURE 9: THE PROCEEDS FROM ICO, PERCENT RATED WITH THE PROCEEDS FROM GLOBAL IPO



Note: * The 2018 IPO value is displayed as part of the proceeds from IPO from January to August. Note that, this chart shows the million dollar amount of completed 868 ICOs. The TokenData data set contains information about 2277 ICOs conducted from 2014 to August 2018, however only 868 ICOs of agreed value were recorded.

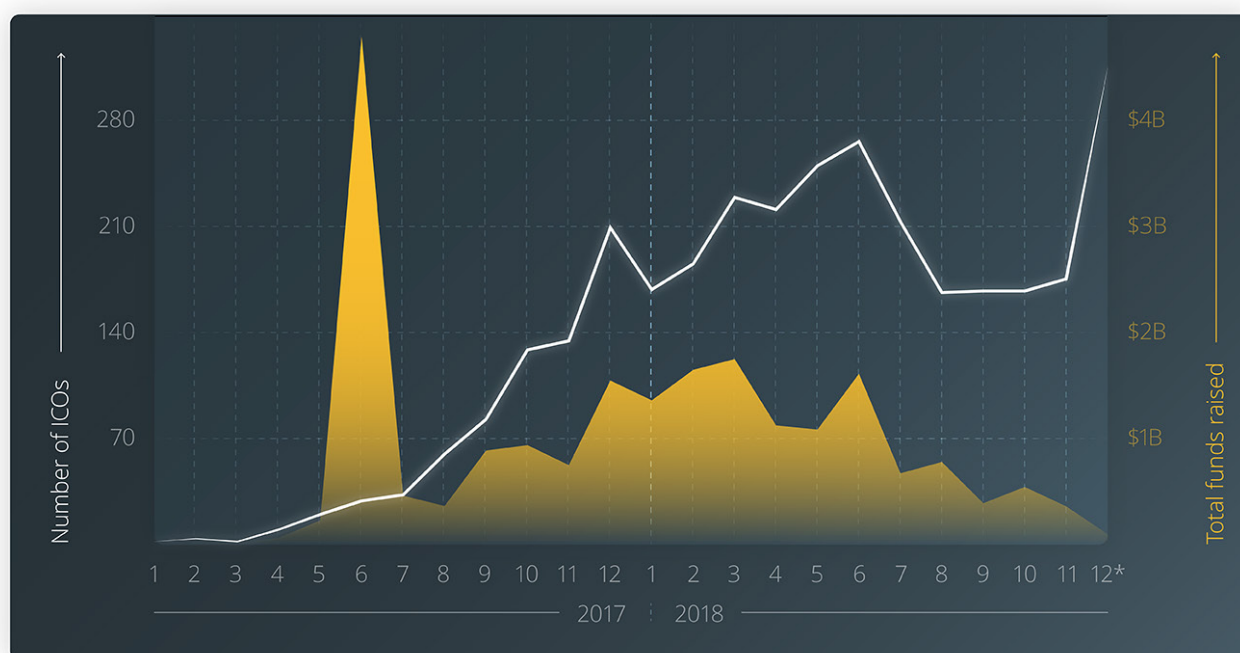
Since 2014, 2277 ICOs have been issued and recorded globally¹¹, only 859 (38%) of these have been successfully completed. Out of 2277 ICOs issued, only 1104 (48%) revealed information about their ownership¹³ and only 868 had a USD deal value in their records. Of the 1104 ICOs with residence information, 11% (249) were in the United States, followed by Russia (6%; 124), the United Kingdom (4.4%; 101), Singapore (3.6%; 81) and Switzerland (2.4%; 54).

Of the 18.8 billion dollar raised through ICOs from 2014 to 2018, the majority of the proceeds have been raised by issuers at foreign financial centers. Figure 7 shows the distribution of USD capital mobilized by dominance (based on 868 ICOs with USD agreed value). Companies based in the Cayman Islands raised the largest amount of capital through an ICO (4.2 billion dollar), followed by companies in the United States (2.7 billion dollar), without information about ownership listed (2 billion dollar) and British Virgin Islands (1.8 billion dollar).

Source: TokenData dataset, OECD calculations

FIGURE 10: ICO MARKET IN 2017 AND 2018

ICO Market in 2017 and 2018



coingeography.com

*data for the first 15 days only

This is based on the TokenData dataset (www.tokendata.io) shared with OECD in September 2018, providing a comprehensive profile of 2 277 ICOs between 2014 and August 2018. It is difficult to collect comprehensive data about ICOs around the globe. There is no central platform or agency that records an ICO and no international data collection mechanism across governments so far. TokenData has compiled their data set using several international ICO exchange platforms. Pricing and value information is derived from the partnership with coinmarketc.com and the dataset includes the ICO company name, release date, ownership (if any), status, symbols, price when issued. onions and values today

13 The TokenData data set does not include consolidation information, so all ICOs in the data set without registration information are classified as having no residences listed.

HÌNH 11: ICO TRACKER

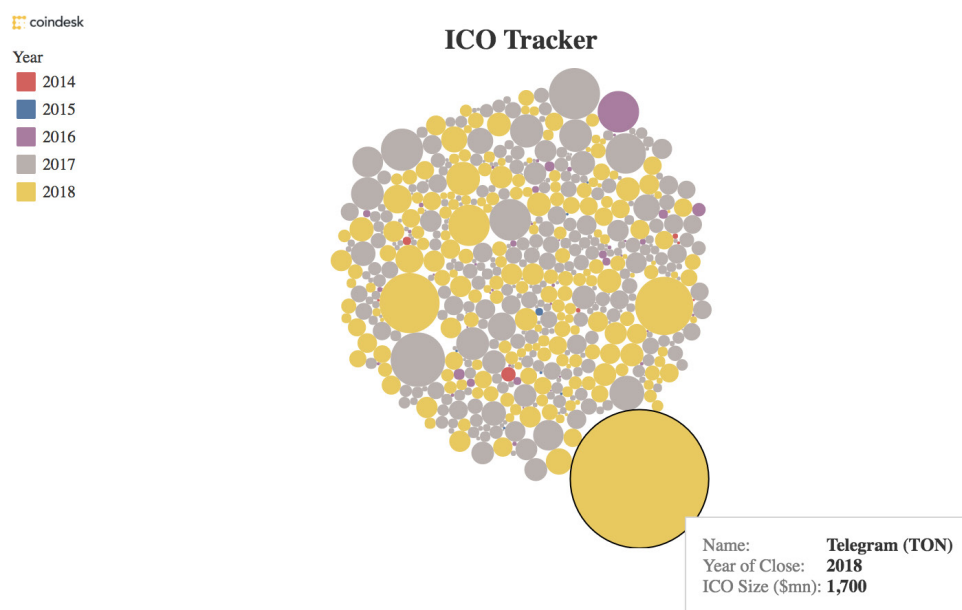
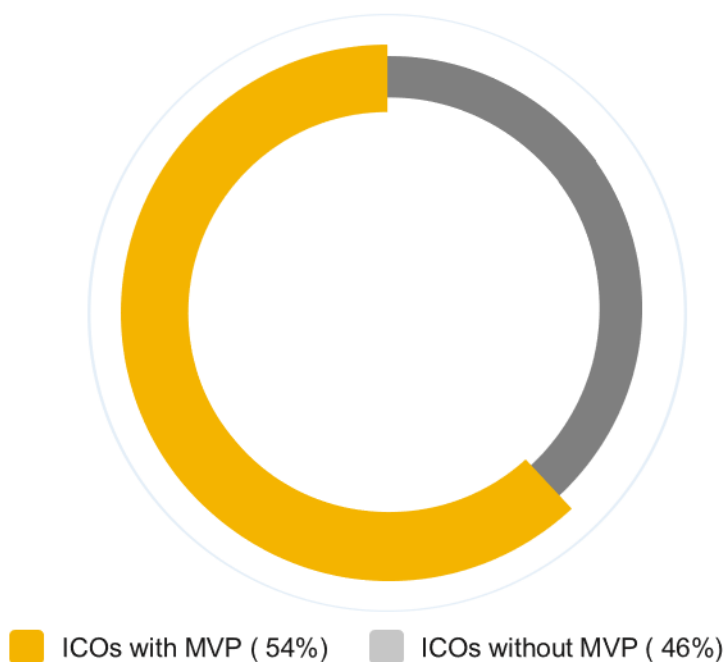


FIGURE 12: RATE OF ICO WITH MINIMUM VIABLE PRODUCT (MVP)¹

Status Report on ICOs Whit MVP

The following graph shows the number of ongoing ICOs whit MVP.



<https://www.coindesk.com/6-3-billion-2018-ico-funding-already-outpaced-2017>
<https://icobench.com/stats>

Box 2: PROS AND CONS of ICO**● Pros**

Easy to join. If you have BTC or ETH in your wallet, you can usually participate.
ICO campaigns often include bonus programs and airdrops that allow users to get some free tokens.

● Cons

The lack of regulation has seen many fake or fundraising fraud projects and then disappear with investor money.
When you buy the token, you still need to be listed on an exchange to trade.
That is very high risk. In addition to the popularity of scams, there is also a risk that the price of tokens will drop after the ICO.

b) STO - FORM OF CAPITAL APPEALING WITH THE SECOND BLOCKCHAIN

After the massive decline of both Bitcoin and Ethereum, as well as the period of hype and FOMO, a new form of funding has emerged: providing a security token (STO). Supported with actual assets, rules and regulations are well-defined, and there are complete verification procedures for investors, it seems that leveraged service providers are better than ICOs. The anonymity associated with ICOs has endangered investors, products and ultimately the business model because it triggers pump and dump plans, affects the volume and causes unexpected mutations on the cryptocurrency market.

Market manipulation in the world of cryptocurrencies comes in all shapes and forms. Since ICOs are unregulated and the rules vary from country to country, no investor is guaranteed to receive what they promised. The focus of an STO is a startup issuing security tokens; a digital asset is fully regulated which helps narrow the gap between regular financial assets and cryptocurrencies. Unlike utility tokens, security tokens provide Google programmable ownership, giving intrinsic value to the asset being encrypted.

Security Token Offering (STOs) is a new method under the government's permission which is Security and Exchange Commission (SEC) in the US and FINMA in Europe. With STO, the investor must qualify as a net worth of 1 million dollar and an annual income of 200,000 dollar for over 2 years. The security tokens themselves operate similarly to stocks and give the owner the right to equity and dividends from the issuing company.

When it comes to STOs, there are increased regulations to comply with and more requirements for investors. The buyer is required to be a recognized investor according to regulations, and that increases the barrier to entry. Under U.S. law, an accredited investor meets one of the following four requirements:

An organization with assets of more than 5 million \$, like hedge funds or other funds;

An individual whose net worth exceeds 1 million \$, excluding the investor's main place of residence;

Annual income exceeds 200,000 \$ for an individual or 300,000 \$ for a couple.

This income must be maintained for the past two years and is expected to continue for the year in which the security token is purchased;

A company whose members are accredited.

Box 3: Pros and Cons of STOs

● Pros

Fraud and fraud have been eliminated since STO operates within the framework of the SEC in the US and FINMA in Europe.

Because tokens are issued as securities, they are backed by the issuer's assets and have real value.

● Cons

Investors must be considered and recognized by the SEC to join the STOs, which makes the entry barrier quite high.

Similar to ICOs, you have to wait for the token listed on an exchange to be able to trade.

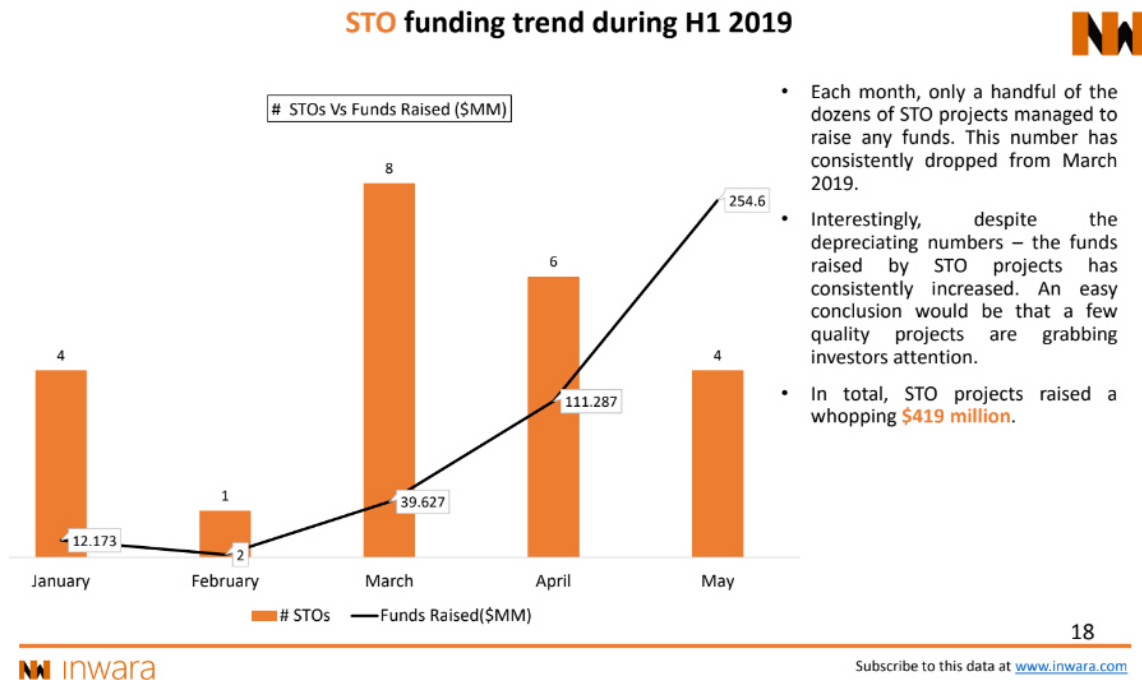


The first alternative to ICOs has become STOs with increased regulations and safety for investors. Unfortunately, they are not very popular because both are expensive and difficult for blockchain projects to implement and out of reach for most retail investors.

However, there have been successes of STO, but nowhere is the scale of ICO raising. Blockchain Capital was one of the first one, raising 10 million \$ in just a few hours. Spice VC was able to raise 15 million \$ in its fundraising campaign. And the NEXO platform has created 52.5 million \$ to help develop the crypto lending platform.

<https://stoscope.com/blog/whats-the-difference-between-ipo-ico-and-sto#:~:targetText=As%20opposed%20to%20an%20IPO%2C%20anyone%20can%20participate%20in%20an%20ICO.&targetText=Some%20companies%20switched%20back%20to,best%20features%20of%20an%20IPO>

FIGURE 13: SPONSORING STO IN THE FIRST 6 MONTHS OF 2019. INWARA REPORT H1



As you can see, these STOs have not brought in billions of dollars and they have not generated large profits from some ICOs. In fact, no one has achieved more than 200% even at their all-time high, and most are flat to higher than the current modest.

And while these STO tokens are different from most cryptocurrencies, backed by actual equity, they still suffer with the broader market in the bear market in 2018. STO is trustworthy, but high barriers to entry make it hard to become as famous as ICOs in 2017.

c) IEO FORMS OF CAPITAL WITH THIRD BLOCKCHAIN TECHNOLOGY

The latest fundraising plans in use are called Initial Exchange Deals (IEO) and they are an alternative to ICOs, with tokens sold directly from an exchange platform.

The IEO is similar to an ICO, but the exchange is solely responsible for the fundraising process, including reviewing the blockchain project to determine whether it is legal and likely to succeed.

The Launchpad on Binance Exchange is the largest and most famous platform for IEO to date, but there are also Huobi Prime, OkEx Jumpstart, Bittrex International, KuCoin Spotlight and more than a dozen others.

Pros and Cons of IEO

● Pros

Very low barrier to entry. If you have a verified account and cryptocurrency on the IEO platform, you can join.

The exchange performs project audits to ensure it is reliable.

The token is listed immediately on the exchange and is available for trading.

● Cons

There is no guarantee the token price will increase after IEO.

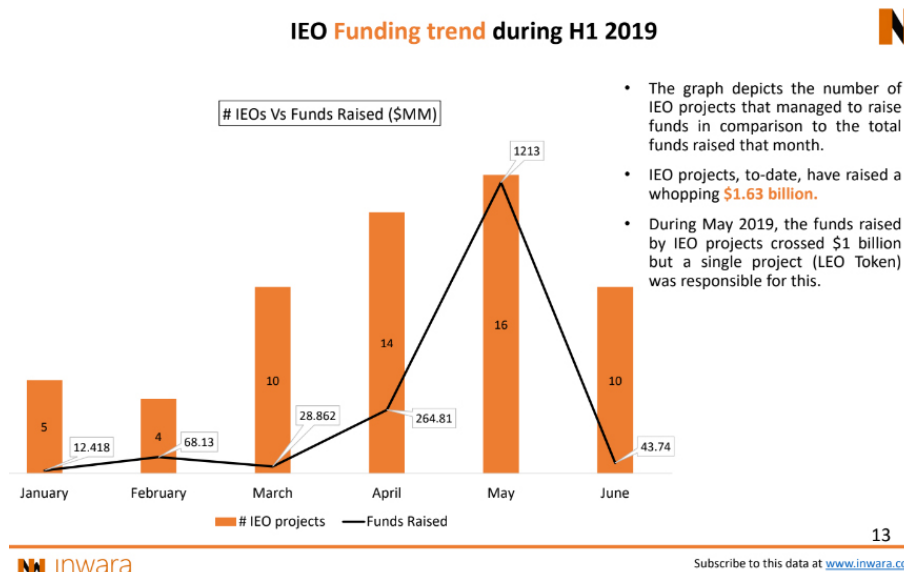
They are still utility tokens and have no real property or value backing them up.

IEOs do not have a high entry barrier of STOs and acquire a higher level of trust from investors because the projects provided have been exchanged by lists, reputations to consider during project listing.

The IEO process is very simple. A project wants to be listed and submit an application for exchange. The exchange then performs due diligence on the project, product evaluation, their tokenomic model, the management, development and community behind the project, and any other relevant factors.

They then respond to the application and, if accepted, they will notify the project about the price at which the token can be listed and the success fee charged by the exchange.

FIGURE 14: INITIAL EXCHANGE IN FIRST THE 6 MONTHS OF 2019 REPORT FROM THE INWARA H1 REPORT.



These successful fees may be up to \$ 1 million but have been accepted by blockchain projects because up until now the 100% success rate for IEO is unbelievable.

The token listed in IEO 2019 was able to raise millions of dollars in seconds.

One of the first is the BitTorrent listing on the new Binance Launchpad platform. The investor hype for this product is so great that the Binance Launchpad platform has collapsed when confronted with too many users trying to access the site and buy tokens. In a few minutes, IEO was done, with BitTorrent (BTT) raising up to \$ 15 million.

There are over a dozen other exchanges with their own IEO platform, and as the cryptocurrency ecosystem recovers in 2019, the number of IEOs is expected to increase

INITIAL EXCHANGE IN FIRST THE 6 MONTHS OF 2019 REPORT. FROM THE INWARA H1 REPORT: <https://inwara.com/>

Common problems of ICOs, STOs, IEOs

- You must wait for the token listed on an exchange to be able to trade.
- There is no guarantee the token price will increase after the company successfully raises funds
- There is no chance for non-core companies (without blockchain divisions) to get involved

4. INVESTORS'S PROBLEMS

Although investing in the financial market in the long term is a great way to get rich, it is common for investors to lose money because of value fluctuations of investment increases or decreases, lack of skill, knowledge and important tools for development. Keep in mind that finance is a risky, volatile market, and investors really need a legal assurance platform with the best financial capabilities to solve the problems.

a) LACK OF GOOD CHANCE

There are over 100,000,000 traders and 500,000,000 investors across the globe – they are yearning for good investment opportunities, an exchange platform with the best features, and they are still searching. Money does not just suddenly disappear in the market; it just goes to good projects. Investors across the globe find it difficult to access good projects and invest in them for the following reasons:

- Geographical barriers.
- International remittance barriers.

b) LACK OF SENSE OF INITIATIVE

Currently, there is no suitable platform for global investors to pick opportunities, invest and divest with existing capital raising platforms. And investors cannot take the initiative in often for the following reasons:

● LACK OF SKILL

People lose money because they let emotions, mostly fear and greed, boost their investments. Understanding the basic behavioral financial concepts and learning how to manage your emotions can help investors avoid big losses.

In investing, “peer pressure” is one of the worst behavioral financial mistakes, and it happens whenever you follow the crowd.

In the late 1990s, venture capitalists and individual investors poured money into dot com internet companies, pushing their value up. Most of these companies lack basic financial stability. Investors with the fear of missing, continue to follow to news and become crowd dependent.

A quick glance at the historic S&P 500 stock market returns shows how buying and selling in peer can ruin profits.

The problem is the majority of investors wait for results from luck instead of skill. Investors can become lucrative prey for unreliable trading exchange, and the entire money and assets of investors may disappear.

● LACK OF KNOWLEDGE

There are many investors investing in financial investment with zero knowledge. They need the community and environment to increase their investment knowledge.

People lose money in the market because they think investing is a quick scheme to get rich. A recent Dalbar study found that investors are their own worst enemies. From 1997 to 2016, the average active stock market investor earned 3.98% per year, while the S&P 500 index returned 10.16% of profits. The reason is simple: Investors try to break through the market by practicing buying and selling regularly in an effort to make superior profits.

To avoid losing money in the market, adjust your quirky investments and promises of wealth.

Investors should consider their own investment objectives, risk tolerance or financial circumstances. Past performance does not indicate future results. Investment involves risk including loss of principal. The importance of investing is not familiarity but value. If you look at a company that looks new or foreign but its balance sheet looks good, you should not remove the stock as a possible investment.

When people think that domestic companies are more stable and try to buy in, the stock market has gone to an overvalued level, which ironically ensures that people are making the right choice, which can cause balloons. Do not consider this a commandment to abolish domestic investment; Just remember to scrutinize a local company almost like a foreign one.

● LACK OF IMPORTANT INFORMATION

People often lose money in the market because they do not understand the investment market cycle, and seldom capture market economy information. Investors need a portal that reads information right in the exchange and translates it into multiple languages and has action suggestions.

Cryptocurrency news and events strongly influence prices. It's difficult for traders to choose the next steps - whether it is HODL or immediate sale. For example: The business cycle and economy expand and decline.

The boom cycle was driven by a developing economy, job openings and other economic factors. As inflation increased, prices rose and GDP growth slowed down, the stock market also fell in value. The investment market is also up and down due to global events. After 9/11 the stock market fell 7.1%, the biggest loss in an exchange. By Friday, September 15, 2001, the New York Stock Exchange was down 14% while the Dow Jones and S&P 500 were down 11.6%.

If you sold the week after November 9, your investments would most likely have lost money. But if you hold firm and do nothing after the decline, you will be rewarded for your steadfastness. To avoid losing money during a bear market, your best bet is to just sit tight and wait for your investments to bounce back. But to do that you need to have knowledge and understand the market.

Source: <https://www.thebalance.com/why-people-lose-money-in-the-market-4144737>

Source: <https://www.investopedia.com/trading-4427765>.

c) LACK OF TOOLS

This is what you need to know about why people lose money in the market: Lacking of tools to store, compare, manage, optimize, copy and liquidate portfolios which are specific information on the issues to be addressed and features that investors really need:

● Confidentiality

Investors need to keep their assets which require a strong security platform or an ensurance method to ensure the security of assets stored on the stock exchange. Security is a top priority for trading platforms. There are hundreds of exchanges collapsed at different levels. This not only caused great damage to exchanges and users, but also caused great losses to the cryptocurrency market.

● **Copy from top experts**

The term “copy of trading” has emerged in recent years; a trading copy application will help you copy the trading orders of a professional trader to sub-accounts. Trading copy application will allow professional traders to focus on trading with a single account and the trading order will immediately be executed simultaneously on the system’s trading accounts. No matter where the main trader is working, all his orders will be fully copied and there will be no “delay” time.

In addition, amateur traders through trading copy can also learn from professional traders in the way they place orders, take profits and cut losses, etc.

This is a great feature, but not all exchanges have this tool, the tool trading platform does not guarantee the fairness and reputation. A true trading copy application will never make you money; it is simply an intermediary tool and requires a trading account manager at the input. The remaining output of the application is the trading account you are connecting to.

● **Global trading**

Traders / investors need the opportunity to trade stocks of global companies, simply, easily, and with low fees.

● **Technical error**

This is the most common answer among major investors surveyed as part of the Binance Research program. The exchange does not use advanced equipment, for example, with the stock market giants Nasdaq and Dow Jones: their servers are capable of handling over 1 million operations per second. Delay in triggering orders, gaps in security systems will prevent institutional investors, in case of large amounts of investment.

Therefore, until exchanges can provide the safest, most transparent products with high speed capability, most investors will remain in the dark. A separate section directly related to blockchain. Bitcoin and Ethereum do not have high transaction processing speed, and with the increased load on the network, transactions can be suspended for several hours or completely not processed for a long time. This does not allow for quick responses in the event of a fundamental change in the market and may result in serious losses or loss of best profits.

Source: <https://www.thebalance.com>

- **Lack of hybrid mobility tools**

Crypto platforms cater to themselves. So far, major investors have no plans to abandon the stock market and currency, which modern exchanges cannot provide. The same applies to liquidity: with its increase, interest in cryptocurrency platforms will increase, but until then, there is a need to develop tools to integrate tokenized assets: stock indices, stocks, commodity and foreign exchange markets, spot contracts, precious metals and the like. The situation will change and the fear will be dispelled when current issues in the cryptocurrency market are resolved. Despite the numerous issues, there is still a positive trend among institutional cryptocurrency investors.

Source: <https://www.thebalance.com/>

5. PROBLEM OF THE BROKER

a) LACK OF LONG TERM BACKGROUND TO CONTRIBUTE

The financial market is extremely fierce, including many short-term Scam projects, which have severe consequences for investors and financial brokers. There are many brokers who are looking for long-term projects and platforms, and see financial brokers as a long-term career.

b) LACK OF EASY-TO-USE TOOLS

Most financial brokers have to be “on their own” very few platforms can help and guide a financial broker on what to do to get better results.

c) LACK OF CAREER ROADMAP TO STRIKE

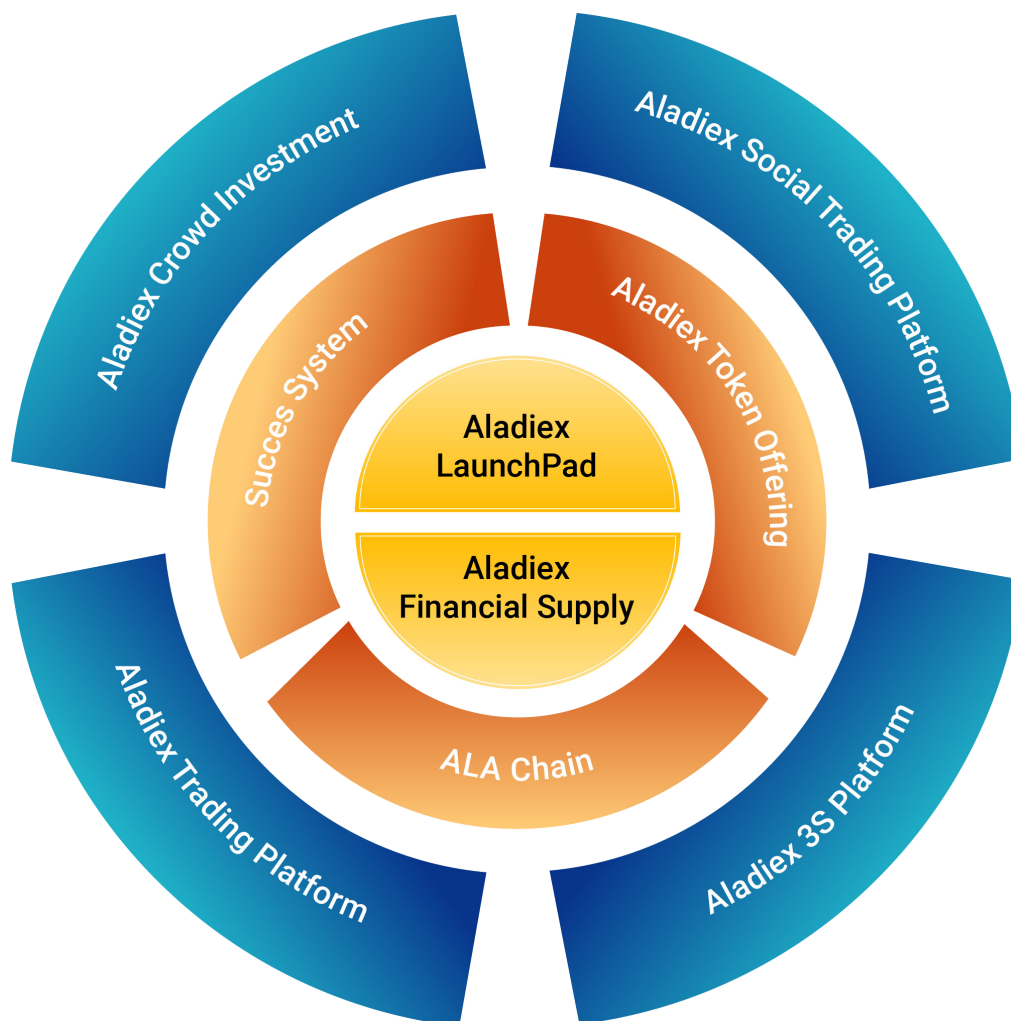
Where will you start everything? Each person's success roadmap is very different, but to have a successful career, we need to know the steps we will take. Brokers desperately need to navigate the career path to strive to become a successful financial broker.

d) LACK OF CAREER PRIDE

Are you honored, proud to be a professional financial broker? All brokers desperately need an environment to develop and honor their accomplishments and contributions in Brokerage.

Clearly aware of market problems, Aladiex has launched an integrated ecosystem of electronic asset trading platform and financial supply platform for businesses.

This platform is shown by the model below:



For the purposes of c confidentiality, we will publish details about the content of each component of the ecosystem in later stages.

A. SUPER ALADIN TOKEN

ALADIN supplies the Aladiex ecosystem. As a platform of Aladiex network, ALADIN has many features:

1.SHARING 70% OF PROFITS

All ALADIN token holders are entitled to a 70% share of the entire ecosystem's monthly benefit by holding percentage.

Support chain transactions:

ALA is used as a trading intermediary for all activities in the Aladiex ecosystem's value chain.

2.PAY FEES AND REDUCE TRANSACTION FEES AND ECOSYSTEM USAGE FEES

Fees include:

- Transaction fees
- Listing fee
- Calling fee
- Club fee
- Advertising fee

3.PAYMENT

- Pay by credit card
- Buy a Smartphone
- Buy Real Estate
- Buy products of businesses that call for capital on the platform

4.FINANCE

- VBorrowing money
- Invest
- Split the bill and cost
- Securities trading
- Forex trading

5.SERVICE

- Purchase a 3rd party service
- Create smart contracts
- Rent the server
- Use the services of businesses calling for capital on the platform.

6. ENTERTAINMENT

- Buy virtual gifts
- Auction
- Bonus game
- Buy music copyrights
- Buy a game card

7. TRAVEL

- Buy air ticket
- Book hotel room
- Booking of accommodation
- Our goal is to make ALADIN a common currency of Global Business.

B. ALADIN SELLING PLAN

- Total: 4,750,000,000 ALADIN
- Total number of tokens sold: 1.159.763.201 ALADIN equal to 24.42% total.
- 11 selling rounds
- Total amount of call capital: \$ 860.610.000
- Total sale time (estimated): 17 months.
- Release technology: Phase 1: ERC20 - Phase 2: ALA30

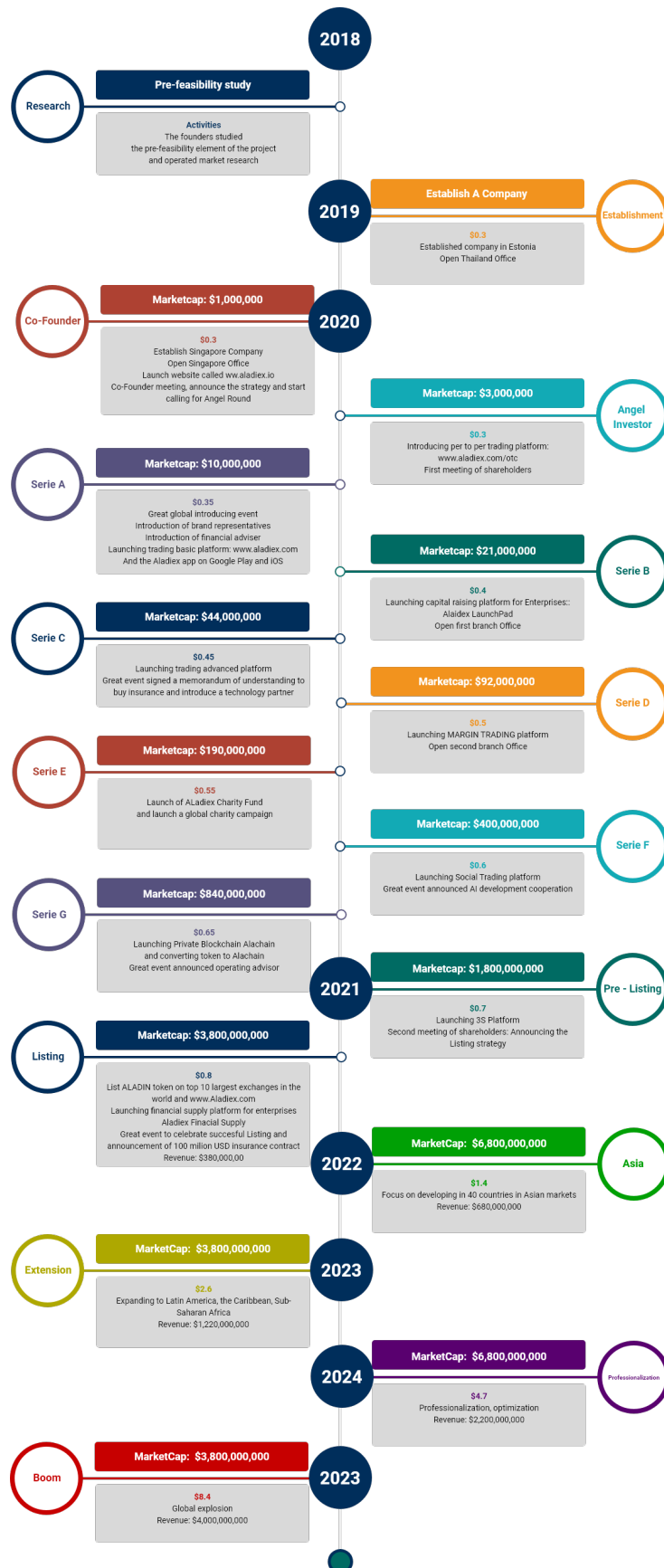
C. ALADIEX TOKEN OFFERING MODEL (ATO)

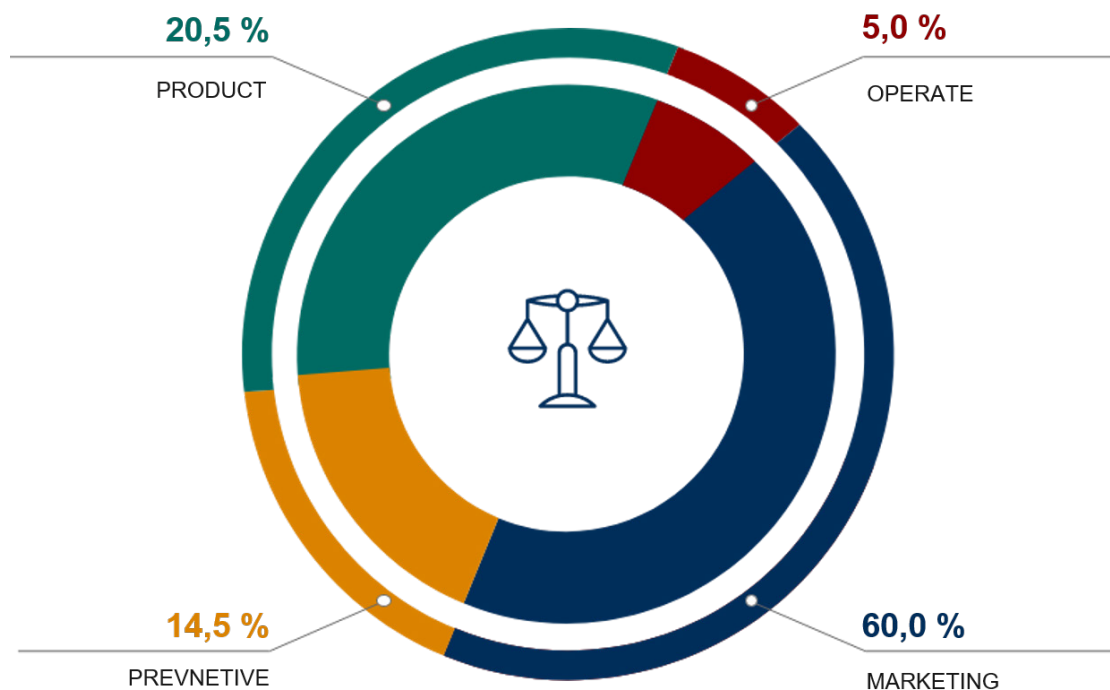
Is a new style of calling capital model under intellectual property of Aladiex Holdings Limited OÜ (14863236) - Estonia.

This token sale model is described as follows:

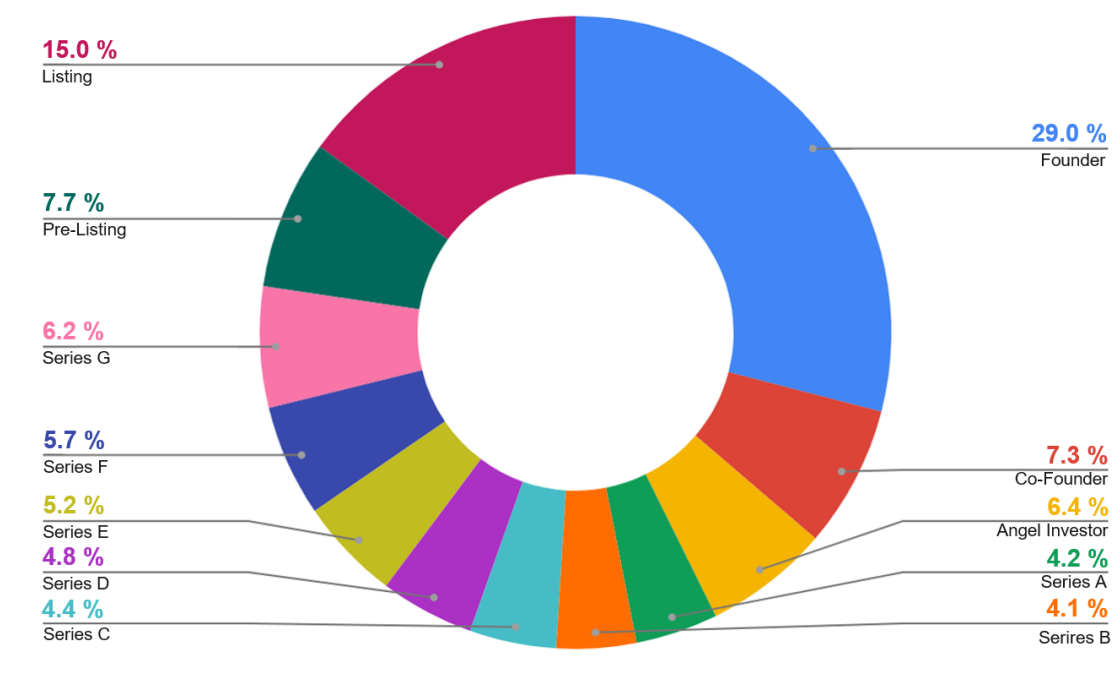
- **Multiple Sales Rounds:** Release ALA in stages suitable to each stage of the company's development.
- **KPI:** Each development stage of the company has KPIs suitable for each round and the company must complete the KPI in the previous round to be entitled to call for capital in the next round.
- **Freezing and thawing:** The amounts of tokens owned by investors are frozen until the next round to be partially frozen in order to prevent price manipulation and maintain stable growth for token value.
- **Reward tokens:** Investors in the previous stage are rewarded with a token amount at the holding rate when the company starts calling for capital in the next stage.
- **Profit sharing:** 70% of the profit of the entire ecosystem is shared among token holders according to the ownership ratio.

1. ROADMAP



2.DISTRIBUTION RATE
a) FINANCIAL DISTRIBUTION RATIO

a) TOKEN DISTRIBUTION RATE

Token distribution rate calculated after the end of the Listing round.



3. INVESTMENT

a) INVESTMENT PROCESS

The whole investment process is divided into 3 stages:

- **Stage 1: Buy a token**
- **Stage 2: Get reward tokens**
- **Phase 3: Liquidation**

Now let's go step by step

- **Stage 1: Buy a token**

If we are in the middle of the company's "making a call" duration, we can buy ALADIN tokens from the company at the website: Aladiex.io

And all the ALADIN we buy will be frozen.

If we are in the period after the company has successfully raised capital and is implementing a KPI without activating the next round of funding, we can buy ALADIN from investors in the previous round at the Per to per platform of Aladiex - website: otc.aladiex.io

And all of ALADIN we buy is free and can be traded immediately.

- **Stage 2: Get reward tokens**

As soon as the company activates the next round of funding, we will receive a bonus token according to our ALADIN holding ratio. All ALADIN received is frozen

The token reward rate will decrease gradually with each round of funding - the earlier you invest, the more tokens will be rewarded.

Immediately after the successful time of calling for capital, there will be a number of tokens that have been released in accordance with the regulation and now ALADIN has been released so that they can be freely traded.

- **Phase 3: Liquidation**

You are now free to decide whether to keep or sell the token that you have been disbanded.

If you keep your token, you will be rewarded more with the next token reward

At the same time, you get a share of up to 70% of the entire Aladiex ecosystem's monthly income.

If you decide to sell the tokens that have been released, you have two options:

Before the listing round: trade on Aladiex's per to per trading platform at: otc.aladiex.io.

After the listing round: ALADIN has now been listed on the top 10 largest exchanges in the world including ALADIEX.COM - now wait for the tremendous growth of ALADIEX and see your wealth increase daily growth hourly with ALADIEX.

b) ALADDIN TOKEN REWARD ROADMAP

After each successful round of fundraising and the company initiating the next round of fundraising, investors in the previous round will be rewarded with a corresponding amount of tokens according to their token holding rate.

This token will be frozen and partially disbanded according to each subsequent round of funding.

Call for capital	Number of lots	Value/1 lot	Buyable ALADIN /1 lot	Bonus rate (time)	Total ALADIN received until Listing	Bonus ALADIN
Co-Founder	20	\$10.000	33.333	517	17.232.219	10
Angel	90	\$5.000	16.667	202,7	3.378.867	9
Serie A	300	\$3.000	8.571	78	668.347	8
Serie B	1.120	\$1.500	3.750	46,1	172.968	7
Serie C	3.911	\$900	2.000	26,9	53.839	6
Serie D	10.514	\$700	1.400	15,5	21.768	5
Serie E	25.333	\$600	1.091	9	9.820	4
Serie F	64.000	\$500	833	5,1	4.225	3
Serie G	168.000	\$400	615	2,8	1.750	2
Pre - Listing	540.000	\$300	429	1,6	673	1
Listing	Unlimited	Unlimited		No bonus		

c) DEFROSTING TOKEN

After each successful round of funding, the investors in the previous round will be disbanded at the percentage specified in each round based on the number of tokens held. Investors are free to trade freely the amount of tokens that have been de-frozen.

Capital Call	Trading places	Defrosting Rate										
		Co-Founder	Angel	Serie A	Serie B	Serie C	Serie D	Serie E	Serie F	Serie G	Pre - Listing	Listing
Co-Founder	otc.aladiex.io											
Angel		3%										
Serie A		1,9%	3,80%									
Serie B		1,9%	2,38%	4,6%								
Serie C		1,9%	2,38%	2,9%	5%							
Serie D		1,9%	2,38%	2,9%	3%	6,2%						
Serie E		1,9%	2,38%	2,9%	3%	3,9%	7,0%					
Serie F		1,9%	2,38%	2,9%	3%	3,9%	4,4%	7,80%				
Serie G		1,9%	2,38%	2,9%	3%	3,9%	4,4%	4,88%	8,60%			
Pre - Listing		1,9%	2,38%	2,9%	3%	3,9%	4,4%	4,88%	5,38%	9,40%		
Listing	Top 10 major exchanges	1,9%	2,38%	2,9%	3%	3,9%	4,4%	4,88%	5,38%	5,88%	10,20%	
The defrosting rate per month after Listing		1,70%	2,16%	2,61%	3,1%	3,52%	3,98%	4,43%	4,89%	5,34%	5,80%	
Total Time to Freeze 100% (months)		64	53	46	41	38	36	35	34	33	32,7	

d) POTENTIAL PROFIT FROM ALADIN PRICE INCREASE

Year (Expected)		2021		2023		2025	
ALADIN Value		\$0,8		\$2,6		\$8,4	
Investor	Investment amount / 1 lot	Total Value	Profit margin	Total value	Profit margin	Total value	Profit margin
Co-Founder	\$10.000	\$13.785.775	1.379	\$44.622.378	4.462	\$145.113.425	14.511
Angel	\$5.000	\$2.703.093	541	\$8.749.486	1.750	\$28.453.613	5.691
Serie A	\$3.000	\$534.678	178	\$1.730.668	577	\$5.628.187	1.876
Serie B	\$1.500	\$138.374	92	\$447.895	299	\$1.456.570	971
Serie C	\$900	\$43.071	48	\$139.414	155	\$453.379	504
Serie D	\$700	\$17.415	25	\$56.369	81	\$183.313	262
Serie E	\$600	\$7.856	13	\$25.430	42	\$82.698	138
Serie F	\$500	\$3.380	7	\$10.941	22	\$35.581	71
Serie G	\$400	\$1.400	3	\$4.531	11	\$14.733	37
Pre - Listing	\$300	\$538	2	\$1.743	6	\$5.667	19

e) THE POTENTIAL PROFIT FROM HOLDING THE TOKEN AND RECEIVING A 70% PROFIT SHARE.

Year		2021		2023		2025	
KPI of revenue / year		\$382.000.000		\$1.240.000.000		\$4.000.000.000	
Profits are distributed per 1 token		\$0,06		\$0,18		\$0,59	
Investment	Amount / 1 lot	Total Annual Profit Share	Profit margin	Total Annual Profit Share	Profit margin	Total Annual Profit Share	Profit margin
Co-Founder	\$10.000	\$970.083	97,0	\$3.148.961	314,9	\$10.157.940	1.015,8
Angel	\$5.000	\$190.212	38,0	\$617.443	123,5	\$1.991.753	398,4
Serie A	\$3.000	\$37.624	12,5	\$122.132	40,7	\$393.973	131,3
Serie B	\$1.500	\$9.737	6,5	\$31.608	21,1	\$101.960	68,0
Serie C	\$900	\$3.031	3,4	\$9.838	10,9	\$31.737	35,3
Serie D	\$700	\$1.225	1,8	\$3.978	5,7	\$12.832	18,3
Serie E	\$600	\$553	0,9	\$1.795	3,0	\$5.789	9,6
Serie F	\$500	\$238	0,5	\$772	1,5	\$2.491	5,0
Serie G	\$400	\$98	0,2	\$320	0,8	\$1.031	2,6
Pre - Listing	\$300	\$38	0,1	\$123	0,4	\$397	1,3

f) THE RIGHTS OF ALADIN INVESTORS

- Receive the investor certificate.
- Pay the transaction fee and ecosystem usage fee at a discount
- Payment of consumption and purchases of companies calling capital on the platform
- Use financial, entertainment and tourism services from partners and companies that raise capital on the platform.
- Hold tokens to receive 70% of the ecosystem's profit monthly according to the holding rate
- Receive the bonus token before the rounds automatically fund your token storage
- Sell the tokens that have been frozen to take profit through each capital raising round
- Increase the token price after the Listing phase

4.ADVANTAGES OF ATO MODEL

a) EQUITY

- The sooner you invest, the bigger the amount you invest - the less people are entitled to invest - The greater your risk comes with a huge rate of return.
- The later you invest, the smaller the investment amount - the more people are entitled to invest - the less your risk comes with a reasonable rate of return.

b) GUARANTEED VALUE

- Each token is guaranteed value by committing to reward with the profits of the business
- Safety for investors:
- The company must prove its accomplishments through clear KPIs in order to sell tokens to raise capital in the next round.

c) STRONG GROWTH

The value of tokens issued through the ATO model will grow tremendously

Because with this model

- No Sharks
- No sell-off phenomenon
- No black market manipulating the market

5.COMPARE ITO'S ADVANTAGE WHIT OTHER CAPITAL CALL METHODS

Model	ICO	STO	IEO	ATO
Number of rounds for capital raising	1	1	1	Multiple
Raising capital according to the project schedule	No - one-time capital contribution and pray for successful project	No - one-time capital contribution and pray for successful project	No - one-time capital contribution and pray for successful project	Yes - Aladiex will contribute capital to each stage of the project to assess the outcome of the business to determine whether or not to open the next round of funding.
Number of opportunities for investors to divest	1	1	1	Each round of capital call is an opportunity to divest
Divestment conditions	No - the investor has a unique opportunity to divest the token after listing	No - the investor has a unique opportunity to divest the token after listing	No - the investor has a unique opportunity to divest the token after listing	Có – Chỉ một lượng nhỏ Token được unlock qua từng vòng gọi vốn và kể cả sau khi đã list Token lên sàn.
Dividend officials	No	Yes	No	Yes
Barriers to entry for investors	Low	High	Low	Low

According to market statistics, the unmet capital needs of small and medium enterprises is 5000 billion USD, the market of unsold inventory and invoices is 5000 billion USD.

The total size of these two markets amounted to US \$ 10,000 billion.

Meanwhile, the total capital market on the new Blockchain is worth approximately 233 BILLION USD 24 on 30/11/2019.

With such a large and potential market, ALADIEX confidently sets its goals in the next 2 years:

- Will have 50 billion USD mobilized by Aladiex (equivalent to 0.5% market share)
- Annual trading volume is 365 billion USD (equivalent to 1 billion USD transactions per day)
- 5-year goal: Will have \$ 250 billion mobilized by Aladiex (equivalent to 2.5% market share)

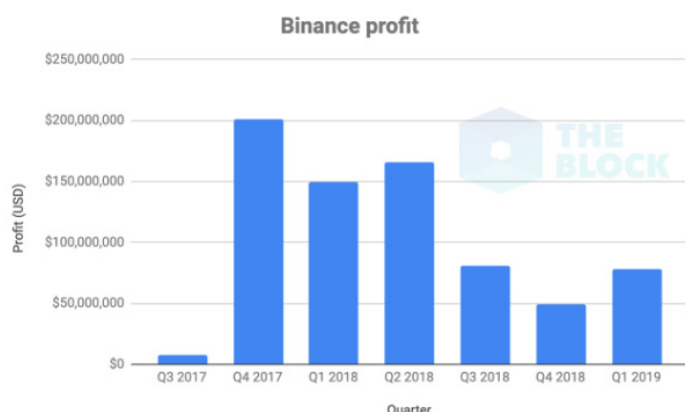




- **5% of the Calling Capital of the Enterprise and the% of its shares**
- **0.1% Transaction Fee**
- **Listing fee**
- **Club Membership Fee**
- **Withdrawal Fee**
- **Advertising Fee**
- **Credit Interest Difference**

Source: <http://smefinanceforum.org/data-sites/ifc-enterprise-finance-gap>

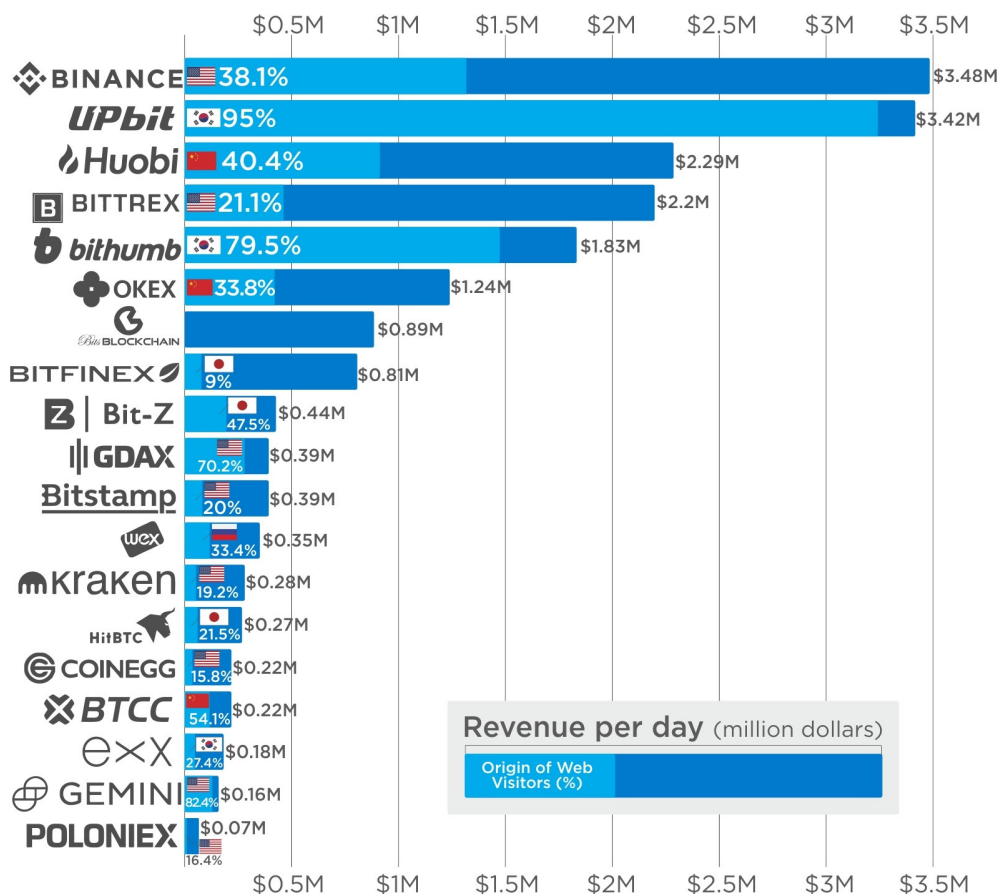
Source: <https://coinmarketcap.com/>



(2018Q1)	BINANCE	NASDAQ
PROFIT	\$200M	\$209M
EMPLOYEE	200	4500
AGE	8 MONTHS	47 YEARS

Typical example: Binance achieved more than 1 billion profits in just 2 years of operation, burn bnb worth over 200 million dollars. A record is not only in the crypto industry but also unicorn technology unrivaled. Many unicorns, such as Uber, Grab, Wework, and Airbnb, are valued at tens of billions of dollars and are still losing billions of dollars each year. This is really the largest unicorn startup in the world right now, other start-ups worry about calling for capital and Binance is for someone to buy it.

Crypto Exchanges' Trading Revenue Per Day



* Daily revenue estimated with CoinMarketCap reported 24Hr volume and fees listed on exchanges' websites.
 ** Percent of visitors estimated by Alexa.com. It does not necessarily represent the % of revenue but only the % of web visitors.

Article & Sources:
<https://howmuch.net/articles/crypto-exchanges-revenue>

If you are a regular Binance user, you probably know that the exchange charges a withdrawal fee of 0.0005 BTC, regardless of the size of the withdrawal request or network fee.

The withdrawal fee of 0.0005 BTC is currently about 33 times higher than the average fee needed to ensure transactions are mined on the next block.

Binance uses a process known as batch payment to reduce transaction fees to a minimum. By squeezing as many outputs as possible into one transaction, Binance can cut up to 80% of transaction fees. Binance also decided to maintain a legacy input address. This really makes batch payments more efficient than SegWit addresses.

The system also allows Binance to ensure transactions are confirmed relatively quickly. If you look at the latest fee estimates, you will see that the average Bitcoin transaction fee is currently at around 6 satoshi per byte (sat / B), while Binance's batch transactions are paid at around 100 sat. / B, making them particularly attractive to operators.

over an hour's time, the platform sent a total of 7 batch payments, each containing an average of 36 outputs. On 7 of these batch payments, Binance paid a total of 0.01 BTC transaction fees, or about \$ 79.36 at current exchange rates.

Now, suppose tha

t each output in these batch payments represents customer withdrawals. With withdrawals being charged at 0.0005 BTC once, the exchange has earned 0.125 BTC worth \$ 992 withdrawal fee for transactions priced at \$ 79.36 to execute.









The platform can generate nearly \$ 22,000 per day only charging Bitcoin transactions

If Binance allows customers to withdraw hundreds of digital assets, the withdrawal fee profit could be significantly higher than our calculation.

While other startups are still struggling to raise money, we give it to someone who is allowed to buy!!!

1.OVERVIEW

Competitive Landscape

	 JAVVY	 Bitcoin Core	 Blockchain	 coinbase	 EXODUS	 Jaxx	 BINANCE	 ABRA
	Javvy Wallet	Bitcoin Core	Blockchain	Coinbase	Exodus	Jaxx	Binance	Abra
Exchange Type (control over users/security)	Decentralized	Decentralized	Centralized	Centralized	Decentralized	Decentralized	Centralized	Decentralized
Native Buy & Sell Options (no 3 rd -party)	✓	✗	✗	✓	✗	✗	✗	✗
Buy / Sell Fees	1.49% **	No Buy / Sell Capability	Fee Varies; Limited ***	1.49%	No Buy / Sell Capability	No Buy / Sell Capability	No Buy / Sell Capability	No Buy / Sell Capability
Built-in ID Verification (KYC) time to approve	< 5 Minutes *	✗	7-21 Days (if Approved)	7-21 Days (if Approved)	✗	✗	✗	1-2 Days (if Approved)
Supported Crypto(s)	BTC, ETH, JVV & More Soon	BTC Only	BTC & ETH	BTC, BCH, ETH, & LTC	BTC, ETH & Many Others	BTC, ETH & Many Others	BTC, BCH, ETH & Many Others	BTC, BCH, ETH & Many Others
Cryptocurrency Conversion	✓	✗	✓	✗	✓	✓	✓	✓
[Optional] International Prepaid Card Planned	✓	✗	✗	✗	✗	✗	✗	✗
Supported Platform(s)	Windows, Mac, Linux, Apple iOS, Android	Windows, Mac & Linux	Web, Apple iOS, & Android	Web, Apple iOS, & Android	Windows, Mac & Linux	Windows, Mac, Linux, Apple iOS, Android	Web only	Apple iOS & Android
Advanced Features (native ICO support, etc)	✓	✗	✗	✗	✗	✗	✗	✗
Intuitive & Attractive User Interface	✓	✗	✗	✓	✓	✓	✗	✓
Multiple Languages & FIAT Support Planned	✓	✗	✗	✓	✗	✗	✗	✗

* Javvy is free & anonymous, except for BUY/SELL/ICO orders (minimal ID verification) ** Significant high volume fee discounts *** Few EU countries via 3rd-party; does NOT serve US citizens

Healthy competition among cryptocurrency exchanges encourages their founders to come up with new ways to attract users and increase their loyalty through competitions. Sometimes it is not even necessary to have a large turnover on an exchange to receive a bonus. For example, on p2pb2b, you can get discounts on deals when inviting users and on Binance; you can receive 20% commission from each of your referral trades.

It is undeniable that there is more competition entering the cryptocurrency exchange market. For example, Robinhood (USA) hopes to become the leading exchange platform by offering zero fees for cryptocurrency trading. Binance and other leading platforms have not yet reduced fees to compete. However, many exchanges are finding creative ways to quickly adapt to the changing market landscape. Here are a few examples of what Binance and some other popular exchanges are doing to be relevant.

Decentralization: This is considered as a way to transfer monetary authority from exchange to their users. It is also considered a safer option.

Fiat-to-crypto: Binance, KuCoin and many other exchanges do not currently offer fiat-to-crypto exchanges due to the time it takes to establish relationships with traditional banks. However, now, many crypto-only exchanges are looking to spend the time needed to build these relationships and overcome legal barriers.

Incentive investment: On many exchange platforms, there are award drawings for participants purchasing newly launched tokens. It is very common for Binance to donate luxury cars, like they did in this Maserati + Mercedes-Benz Giveaway, or to give some big token bonuses²⁶

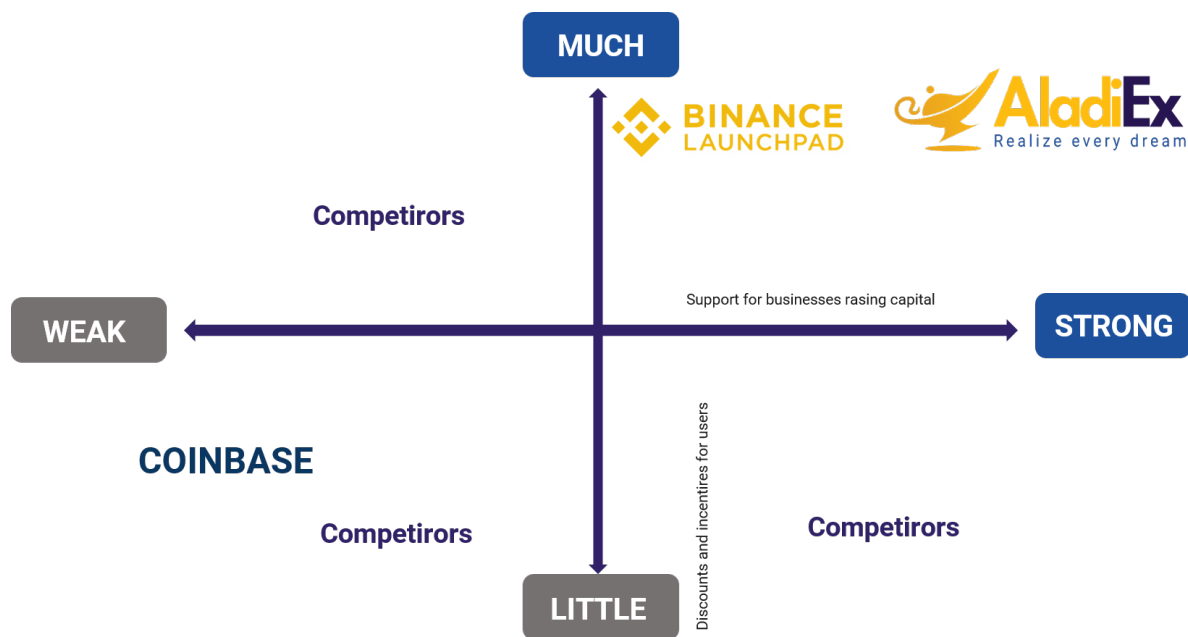
According to estimates, calculated by Bloomberg, the top ten cryptocurrency exchanges are generating profits of up to \$ 3 million per day. Considering that cryptocurrencies didn't even exist until 2009, the profits at that level were completely staggering compared to the historical growth of other industries.

Source: <https://bitcoinfees.info>

2.ADVANTAGES IN COMPETITION

The majority of current exchanges focus on enticing individual users, competitors to follow the path of REDUCING AND INCREASING USER PREFERENCES.

ALADIEX is different, we have built a foundation to support businesses calling for capital, a road with few competitors but the potential of market development is huge.



Source: <https://techbullion.com/top-5-competitions-on-cryptocurrency-cxchanges/>

- **Market Leader:** in capital mobilization for startups and small and medium businesses
- **Business Incentive:** Non-tech businesses can also call for capital in very simple steps
- **Unable to Scam:** only verified businesses can call for capital on the platform.
- **Strong Legal:** we guarantee the rights and obligations of investors and businesses with a strong legal system
- **Lowest Risk:** only businesses that complete KPIs in the previous round will be allowed to call for capital in the next round
- **BIG Brokerage Community:** we focus on building a lifetime financial brokerage career and providing an opportunity to change lives for everyone.



Chief executive officer: Daniel Schwartz

Dan Schwartz is a seasoned executive with extensive experience in the corporate world having grown and run companies and divisions of companies since 2000. He moved to Asia in 2004 and has been here ever since, bringing a wealth of expertise with particular strengths in areas such as financial reporting systems, profit and loss reporting and management, financial strategy and long term budgetary oversight. As the CEO, Dan, is responsible for leading all facets of the business and has a proven executive track record and over 20 years of experience generating sales growth in the technology industry. An accomplished executive, Dan is renowned for driving Corporate growth while focusing on fiscal responsibility.

Linkedin: <https://www.linkedin.com/in/danielbschwartz/>



Exchange director: Irvan

Irvan is Market Partner and Development Businessman in Cryptocurrency Exchange sector using Blockchain platform.

He is a member of digital asset exchange market (cryptocurrency) since 2016. Today, Irvan is the professional consultant of Top Exchanges across the globe about Cryptocurrency applying Blockchain technology platform.

He played an indispensable role in some highlight projects as strategy consultant and business development consultant such as LATOKEN, Rekeningku.com and another significant projects (short-term consulting).



Countr General Manager: Clark Lin

Clark Lin is a highly motivated, creative, and goal oriented executive with 20 years hands-on working experience in the fields of sales, marketing, project planning, team management and cryptocurrency trading.

Some of Clark's outstanding accomplishments while at Eventpal.com.tw he boosted the Taiwan Alexa Ranking from 18,767 (2015/11) to 423 (2020/3).

Membership: from 1,000 (2015/11) to 910,000 (2020/3)

Facebook Fans Page: from 324 (2015/11) to 161,791(2018/3)

Line@: from 0 (2017/1) to 22,397 (2018/3)

2015~2020 Total turnover: NT\$1,580,000,000

His previous working experiences include: Pizzahut Taiwan, 104 Job bank; (both have over 1000+ employees)



Head of Marketing: Tommy Ooi

A result oriented executive with impressive knowledge and over 15 years of experience in multiple trading and a demonstrated record of developing and executing integrated marketing plans from end-to end. Work well in both leading and within a team, with dedication to a collaborative approach, yet able to make tough calls independently when needed. Flexible and versatile – able to maintain a sense of humor under pressure – poised and professional, with an ability to transcend personal differences in order to reach a common goal.



WHY SHOULD INVESTORS CHOOSE TO INVEST IN ALADIEX NOW?

**UNTIL 2027: 10% of GLOBAL GDP IS TRANSFERED ON BLOCKCHAIN
SIMILAR NUMBER OF 10,000 BILLION DOLLARS**

The World Economic Forum (WEF) predicts that 10% of global GDP will be stored on the blockchain by 2027. That means global operators are preparing for this seismic shift and are ready Fully ready in the next few years. The impact of blockchain technology is expected to be as great as or greater than the internet revolution (1990s) thanks to the rapid and powerful spillover support of today's internet networks.

It is forecasted that China's spending on blockchain technology will reach an average annual growth rate of 65.7% between 2018 and 2023.

In this lucrative market pie, there is **60% market share in the financial sector**

Thus we are participating in a market with an average growth rate of up to **80% PER YEAR. Miraculous!**

**It is absolutely reasonable to have firm belief that ALADIEX
will succeed successfully.**