



Gabro

Democratise loyalty rewards using Blockchain

# Gabrotech

Democratise Loyalty Rewards Using Blockchain





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# Executive Summary



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## Executive Summary

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### Value proposition for different stakeholders

#### Merchants

Under this new “open loop” decentralised scheme, merchants could ask Gabro to issue their own branded Merchant Token only to their target segments, thereby creating a much higher possibility of customers using them. Loyalty operation costs would be much lower for the merchant than if they set up their own system. Merchants also benefit from increased sales resulting from greater customer loyalty and stickiness, with added insights from using our O2O analytics platform.

#### Institutional buyers

The institutional buyers (e.g. credit card companies) benefit from a reduction of balance sheet “liability” as there are now many more redemption options in addition to just air miles. Furthermore, no single LPO can dictate the price of the reward points. As a result, utilisation of our Gabro token would be much higher and fewer “accruals” need to be made.

#### Loyalty program operators

The LPOs benefit from lower customer acquisition costs with this larger open loop system. Rather than spending time sourcing offers from merchants who are already overwhelmed with many LPOs lining up to promote them, they can focus on analysing their members to encourage repeat purchases. Joining the Gabro platform provides them with an effective 1:1 digital marketing channel that no longer makes the activity a “me-too” proposition without pertinent strategy.

#### Customers

Customers enjoy the convenience of managing (e.g. storing, sending, receiving, earning and burning) over 20 different reward points securely at their fingertips. Not only would Gabro members be spared the confusion of



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## Executive Summary

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### **Value proposition for different stakeholders**

remembering different conversion rates and rules (e.g. black out date or expiry), they also avoid costs arising from conversion fees and various other “cash + points” options. Customers can redeem a full flight or hotel night much more easily with the usage of idle reward points from one program to top up another.

Even when not needing to redeem points, the Gabro members can take advantage of the upsurge in prices for the Gabro utility token as our scheme expands globally. So rather than keeping air miles (which do not earn interest) and taking the risk that unredeemed miles could be purged, Gabro members now have a choice to switch to other digital assets, use their Gabro prepaid card to spend on over 30 million merchants worldwide or withdraw cash from the ATM.

This white paper discusses our newly bundled Gabro digital wallet 2.0, where we have combined our digital loyalty program, marketplace and payments in our multi-currency wallet.



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Almost USD 500 billion' worth of retail loyalty points that could be spent on flights, holidays, rented cars or groceries are sitting idle in forgotten cards in wallets.

In the United States, an average household enrolls in over 25 Loyalty Program Operators (LPO) – creating a mammoth task for anyone to manage all the related accounts and passwords. Customers are understandably frustrated as they often do not have enough points to redeem the goods they want. Over time, these points would expire and become worthless to the consumer.

Loyalty program operators also make it difficult for members to transfer points between one another and set up hurdles such as “blackout dates” to make it hard for customer to use their points whenever they want. Over time, points would be purged and the program owners benefit from the forgone points.

Gabro has a vision to disrupt the loyalty rewards market and remove these inefficiencies by “decentralisation” and consequently handing back points control to the public. We have created a platform based on Blockchain, which easily tracks and verifies the number of tokens being traded or used. It also creates an ecosystem by connecting different LPOs, merchants, institutional buyers and customers with a common digital asset – Gabro.



## Executive Summary

### Merchant / Loyalty Programs Partner Values Proposition

#### Gabro Loyalty

- Coalition creates a network effect driving business

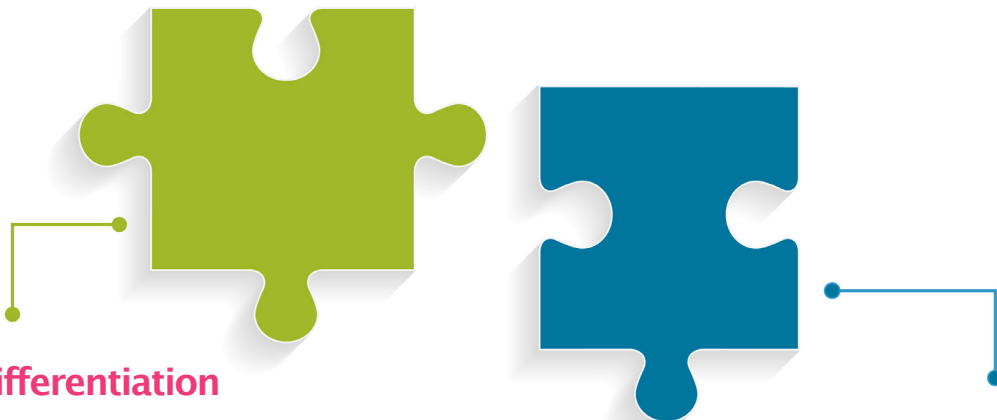
- No more standalone loyalty program



#### Distribution Channel

- We provides a new marketing channel both above the line and below the line to reach more customers

- Share marketing concepts working with our platform partners



#### Brand Differentiation

- Market differentiation for brand exclusivity program
- Select specific target audience for the brand through our data analytics platform

#### Blockchain Technology

Program is supported by Blockchain and Smart Contract technology providing an edge over other coalition programs



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# Market Dynamics







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## Market dynamics

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Loyalty programs have proliferated across travel, retail, financial services and Food & Beverage (F&B) industries. The total value of the loyalty rewards program market is estimated to be worth a staggering USD 500 billion. While an average household has enrolled in an average of 25 programs, the actual utilisation of these reward points varies from 10% to 80%, depending on sector. This presents a huge gap in which we want to address.

In our present era of a sharing economy, how could we release an over-supply of loyalty rewards and transfer it into the hands of consumers who really appreciate these offers? The inefficiencies are two-fold: a) the issuance of these rewards points are not targeted enough and b) LPOs are too fragmented and redemption options, processes for exchanging points among program partners are too cumbersome.

At Gabro, we strongly believe that the loyalty program market is ripe for disruptive innovation that would make the product easier to use. To tackle this issue, we have created an “open-loop and decentralized” loyalty platform using blockchain, which provides instant redemption and exchange capabilities across multiple loyalty point programs or currencies. Instead of having to remember multiple account login and password details, or produce a physical card for redemption, the customer needs only to log into our Wallet to manage all their different accounts. With only one “wallet”, consumers would not have to remember multiple conversation rates, restrictions, and redemption rules. Using open API, our technology would allow both large and local partners to be added seamlessly to our platform. This essentially creates an ecosystem with LPOs, loyalty members, institutional buyers and merchants all benefiting from our blockchain technology with much lower operation costs to run, and under standardised rules which are easily understood.



## Market dynamics

Our go-to-market strategy involves prioritising the industry by program value and outstanding rewards utilisation. Hence Retail, Food and Air would be the top 3 industries we want to penetrate first.

	Annual Spending (in USD)	Utilization	Share of Wallet
Air	→ \$2,000	→ 45-60%	10-15%
Lodging	→ \$1,000	→ 26-68%	4-7%
Retail	→ \$5,000	→ 7-30%	25-35%
Food	→ \$3,000	→ 11-45%	15-25%
Entertainment	→ \$1,000	→ 15-44%	4-7%
Others	→ \$3000	→ 3-72%	15-25%

### GBO User's Benefits

- Digital assets value's inflation, user could redeem more by comparing existing loyalty point's value
- GabroTech loyalty platform expansion, user could redeem / exchange different desired loyalty program assets (e.g. air tickets, hotels nights, retail voucher, etc.)



## Market dynamics

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Gabro's revenue comes from different players buying and selling Gabro. As more loyalty programs join our Loyalty Central, naturally, more individuals would want to take advantage of our rapid and secure ways of managing all their reward points. Hence, millions of transactions would pass through our network and our income would also grow. For example, loyalty members may want to consolidate their unused loyalty points scattered across different programs, to redeem a flight to New York using Gabro. As the demand for Gabro token rises, the value of Gabro will also rise.

Apart from income made in the spread, Gabro also earns from interchange fees. If a Gabro user wishes to withdraw money from an ATM or spend it with accepted merchants, Gabro is paid a small percentage from each transaction made using our virtual or physical card.

### 3 sources and 7 types of client income:

**From customer** – Exchange / Share / Trade

**From merchant** – Analytics / Campaign / Token issuance

**From institution** – Selling GBO





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## Market dynamics

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### Strategic Partners

#### **Deloitte.**

**Deloitte** Deloitte Center for Financial Services is a blockchain lab specialising in the development of blockchain and AI for a company like us. They also provide us with the most cutting edge technology recommendation for loyalty application.

#### **Adpost**



Our partner in online marketplaces, Adpost, has been successfully running online classifieds with over 3 million registered subscribers across 12 countries. We will use Adpost as a base to test our O2O analytics and execution platform, and to adopt Gabro as the loyalty currency for Adpost customers. We anticipate that Adpost will become an important marketing channel for Gabro and many of their users will download and actively use the Gabro digital wallet.



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## Market dynamics

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### Strategic Partners



#### China Unicom

Our partner in Telco is China Unicom which has close to 300m users. China Unicom shares our vision of providing easy-to-use services to travelers. We would partner with China Unicom in big data, cloud and frequent traveler could have access to our Gabro wallet 2.0.



#### Espeo Blockchain

Our blockchain partner, Espeo, is excel at block-chain consulting for entrepreneurs, making it possible to build an optimal business solution in a larger blockchain ecosystem. Espeo would be assisting us in selecting the right design and blockchain architectural options.

Hex Safe would be performing a security audit for us.

Here are some estimated projections of Gabro's performance over a 5-year period.

**Assumption 1:** In 2018, we expect our Gabro Digital Wallet 2.0 to be the choice for the Ethereum community by adding product features valued by the community in Asia.

**Assumption 2:** From 2019 onwards, we foresee a growth in the adoption of our solution for payment and tokens among the general public, thereby boosting our user base for the rest of the world.



## Market dynamics

### Accelerating the disruption

(in USD)	Year 1	Year 2	Year 3
Top Up fee (e.g. 1%)	252,000	756,000	1,512,000
Interchange sharing (e.g. 0.8%)	201,600	604,800	1,209,600
Card issuing fee	1,520,000	4,560,000	7,120,000
ATM fee (e.g. 1% handling + FX), 30% of spending	252,000	756,000	1,512,000
Buy cryptocurrency handling fees	1,612,800	4,838,400	9,676,800
Other currency – handling fee	823,200	2,469,600	4,939,200
Rewards conversion	5,900,172	10,700,516	17,401,032
In-APP space advertising	1676500	5,029,500	10,059,000
Online merchant advertising	8,382,500	25,147,500	50,295,000
Service fee for LPO	4,480,000	13,440,000	26,880,000
<b>Total</b>	<b>25,100,772</b>	<b>68,302,316</b>	<b>130,604,632</b>



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# USE CASE

In summary, customers can exchange, swap or trade the points freely.  
Rewards can be used to top up pre-paid card.

Try our prototype on [gabrotech.io](http://gabrotech.io)



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## Use Case

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### Case 1: Flight redemption



John wants to redeem an air flight ticket to go to Hong Kong from London. When he looks at his air mileage loyalty program, he finds that his points are insufficient for a ticket redemption. He has two options: he can either pay cash to buy outstanding points, or use his credit card to purchase items to earn points and thereafter, convert the points to mileage. These options are both costly and take a lot of time.

Meanwhile, John normally uses his credit card to earn retail loyalty points or shopping incentives and has many points for the supermarket chain instead of the airline. He finds out that loyalty points are not interchangeable between stores, brands or industries.

### Case 1: The Solution

Gabro Wallet 2.0 is the first loyalty crypto wallet designed specifically to enable consumers to conveniently convert their unused loyalty points to cryptocurrency (Gabro token) in order to instantly redeem consumers' preferred services, discount coupons, loyalty points, air tickets, hotel rooms, etc. Gabro Wallet 2.0 also allows users to set their redemption targets and personalise their notifications according to the amount of points needed for various redemption levels.

Gabro Prepaid Card allows users to earn a 0.1% reward for every purchase they make. This incentive will be transferred to the user in the form of Gabro tokens, which additionally gives them the opportunity to become Gabro token holders and benefit from a potential upside in token value.





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## Use Case

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### Case 2: Funding travel with Cryptocurrencies and Cross-Border Online Shopping in Cryptocurrency



Winnie is a bitcoin investor who enjoys travelling and shopping online. She finds it difficult to convert her bitcoins to fiat currency when she is overseas or when she wants to shop online.

#### Case 2: The Solution

Gabro Wallet 2.0 allows users to buy, hold and exchange Bitcoin, Ether and Litecoin and other cryptocurrencies with fiat currencies at the best possible exchange rate.

It can hold, transfer and exchange users' money in their home currency and other foreign currencies with real exchange rates.

Users can use their card to spend globally with real exchange rates and make international ATM withdrawals.

They will also receive instant payment notifications and can view intuitive analytics that automatically categorise their transactions, allowing them to plan ahead and stay within their budget.



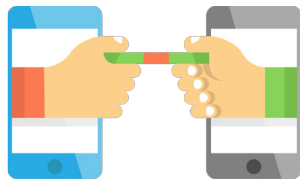
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## Use Case

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### Case 3: Inbound Remittances and Cross-Border P2P Payments



Andy is an investment banker and a frequent traveller. He uses his bank's service to transfer money and finds it hard to have a consistently positive experience when moving money locally and overseas. Despite living in a globalised and networked world, the process of transferring money from one place to another can sometimes still be rather troublesome. Andy's complaints for overseas money transfers through a bank include: unfavourable forex rates, lengthy transfers, overly-complicated processes and high bank transfer fees.

#### Case 3: The Solution

Gabro Wallet 2.0 allows users to send tokens or loyalty points to their friends and family, locally and globally, in seconds, via Gabro tokens. Recipients can choose to convert the tokens to fiat currency or loyalty points at competitive forex rates and/ or handling fees through a flexible and simple process.



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# Our Solutions

Our unique 6-in-1 solution is designed to solve the pain points described in the last section. At Gabro, we are passionate about resolving world issues using technology. After thousands of man days in R&D and product testing, our development team now has a solid plan to build out our prototype (or Alpha version) and go into production.

Doing this on the blockchain means anyone can see and verify transactions and check the token supply.

Just like what is commonplace in conventional banks and the pre-paid market, our team is making all digital assets spendable in real time via the Gabro digital wallet and Gabro Card.

Our cutting-edge technology securely stores multi-blockchain assets while making the assets spendable through customers' smartphones or Gabro Cards.



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## Gabro 6-in-1 solutions

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### Gabro Digital wallet 2.0



Our Gabro digital wallet is the key interface with all our customers. All our designs are user-centric and fit into users' busy lifestyle patterns. Gabro Digital Wallet 2.0 will be made available from the iOS App Store or Google.

It is a multi-currency Wallet that allows the storage of supported digital assets in a secure and safe environment.

Gabro Wallet users enjoy the convenience of managing (e.g. storing, peer-to-peer transfer, remittance, top-up and redeem) different digital assets securely at their fingertips.

Gabro Wallet would permit storage of Ethereum, Bitcoin, Centra, Dash, Litecoin, Ripple, Zcash, Manero and no less than 15 loyalty programs reward points from airlines and hotels when launched.



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## Gabro 6-in-1 solutions

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### Gabro token



Gabro tokens (GBO) are not securities, shares, investment or ownership of Gabro tech. They are utility-based ERC20 tokens currently on the Ethereum blockchain and are designed to work within our ecosystem, i.e. Loyalty Central.

Our users will be rewarded with GBO the moment they start using our wallet through spending, conversion or referrals to friends. The more GBO they have, the better the offers they get. The trade price of GBO will be available in the crypto exchange and all the rewards points listed in Loyalty Central can be bought or sold using GBO.

To summarise, the key features of GBO are

- Availability during token sale in exchange for Ethereum with limited supply
- Circulation on the main Ethereum public network
- Freely transferable and tradable on major exchanges
- Storable in all major client-wallets
- Common currency on the Gabro platform for buying and selling

### **The Gabro Token Utility**

GBO will be at core of the merchant's reward ecosystem. It is necessary to obtain Gabro in order to obtain access to the services on the Gabro ecosystem. For merchants, it serves as a payment mechanism. For users, it serves as a way to unlock special discounts and to exchange reward points or Merchant Tokens. They serve different roles for both these parties and hence offer different utility to them.



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## Gabro 6-in-1 solutions

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### Gabro pre-paid card



Our pre-paid card allows users to spend at more than 30 million merchants and withdraw money from 2 million ATMs worldwide.

To order a Gabro Card (physical or virtual), a user can place the request directly inside the Gabro Wallet App or Gabro token website. All Gabro Cards issued will be connected to our multi currency conversion engine and Gabro Wallet. Clients will have the ability to order a virtual card and/ or a physical card.

Using Gabro's MCCE Module, Gabro Card enables all supported cryptocurrencies to become spendable in real-time.

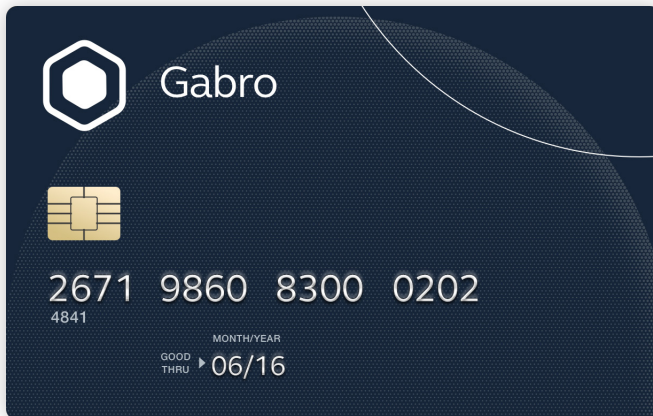


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## Gabro 6-in-1 solutions

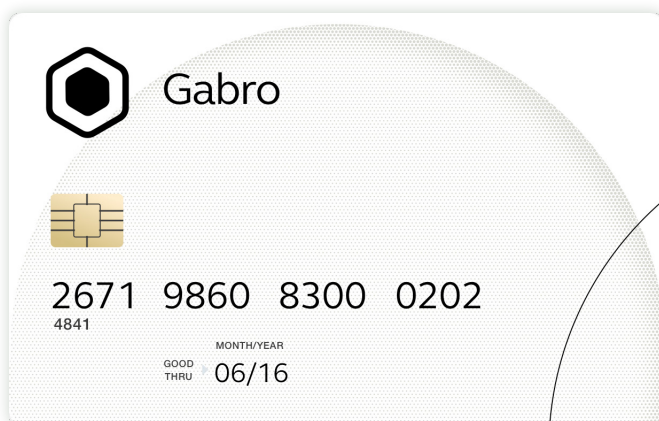
### Gabro pre-paid card



#### **Gabro Premium Card**

In order to receive a Gabro Premium card, the user must hold 25,000 GBO in their Gabro digital wallet. Limited supply.

Gabro Premium card holders will also receive 0.5% GBO rewards in return, which can be redeemed or converted into other currencies or air miles. Shopping and travel insurance will be offered up to USD100,000.



#### **Gabro Standard Card**

In order to receive a Gabro Standard card, the user must hold 10,000 GBO in their Gabro digital wallet. Limited supply.

Gabro Standard card holders will also receive 0.1% GBO rewards in return, which can be redeemed or converted into other currencies or air miles. Shopping and travel insurance will be offered up to USD100,000.



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## Gabro 6-in-1 solutions

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### Multi currency conversion engine



MCCE is a protocol system that matches buy and sell orders through an auction system. It utilises our liquidity pool and platform to rapidly convert any supported blockchain asset to the appropriate fiat currency at market value in real-time. This allows blockchain assets to become spendable in any place in the world that accepts Mastercard.

We are co-developing our FX engine with technical partners. The FX engine will be linked to no less than five fiats and crypto exchanges when we launch.

### Loyalty central



A loyalty rewards platform that allows the converting of rewards from one brand to another. Customers can select their favorite loyalty program from a drop-down menu. After entering their credentials for the login process, the app would return available points or air miles to their accounts (and the equivalent amount in Gabro).

Exchanges are secured through our blockchain technology.

- Exchanges are visible real-time within a few seconds
- Everything is performed simply through the Gabro digital wallet 2.0 app in a user-friendly and seamless experience





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## Gabro 6-in-1 solutions

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### O2O analytics and execution platform



Our O2O execution platform is an advanced geo-targeting tool. Merchants who connect to our platform using API can design their own campaign to drive online traffic to their physical store. End-users who are in the proximity of the targeted location can receive real-time offer notifications from the merchants based on the customers' demographics, interests and spending behaviour.

Our analytics platform is an insightful and easy-to-use tool for campaign performance evaluation. Marketers can easily track the performance of the campaign from a lead generation and response perspective, down to actual utilisation of the tokens which convert to sales.



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## Gabro 6-in-1 solutions Overview

### Gabro Digital Wallet

This gives you the convenience of managing an array of different loyalty programs and reward points. Built into the Gabro Digital Wallet are state-of-the-art security features to help protect transactions via several means: biometric, facial recognition, passcode access and pattern-recognition.



### Gabro Pre-Paid Card

Top up with your spare reward points to spend on assets in over 200 countries with 60 million outlets. Gabro aims to achieve this through a partnership with a leading global payment services provider, which will be announced in future.



### Gabro Token Utility

GBO will be at core of the merchant's reward ecosystem. It is necessary to obtain Gabro in order to obtain access to the services on the Gabro ecosystem. For merchants, it serves as a payment mechanism. For users, it serves as a way to unlock special discounts and to exchange reward points or Merchant Tokens. They serve different roles for both these parties and hence offer different utility to them.



### Multi-Currency Conversion Engine

MCCE is a protocol system that utilises our liquidity pool. Our platform rapidly converts any supported blockchain asset to the appropriate fiat currency at market value in real-time.



### Loyalty Central

This is a loyalty rewards platform that allows users to convert idle points from one brand or program to top up another. In addition to redeeming rewards, consumers can exchange Gabro for reward points with other merchants.

### O2O Analytics Platform

For merchants, Gabro's O2O analytics platform provides insights on customer trends and preferences, while the execution platform provides personalised digital channels in which to issue branded merchant tokens. Relevant offers could be targeted through the platform based on past transactions with Gabro and the merchant.





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# Technology



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## Technology

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Technology is at the heart of Gabro tech. The underlying technology behind Gabro is blockchain. A blockchain database is a ledger of facts distributed across a large network of computers. The ledger is replicated in its entirety on each computer (node) within the network, and contains a record of the entire history of transactions that cannot be altered. Our blockchain solution enables a ledger of transactions to be shared across a network of participants. When loyalty points are issued, redeemed or exchanged, a unique algorithm-generated token is created and assigned to that transaction. These tokens are grouped into blocks and distributed across the network, updating every ledger at once. New transaction blocks are validated and linked to older blocks, creating a strong, secure and verifiable record of all transactions, without the need for intermediaries or centralized database. This facilitates consumer-to-consumer exchanges of program points in a secure and cost-effective way that loyalty program operators have had to achieve today.

Blockchain can help in developing a potential solution where an integrated yet open system of loyalty points management can be set up. Gabro Loyalty ecosystem processes are powered by a hybrid architecture, on-chain and off-chain. On-chain solution is targeting for new merchants who have no their loyalty platform; off-chain solution is for merchants with their own loyalty platform so that redemption of loyalty points will not occur on blockchain, but rather at their merchant portal or its POS.



# Technology

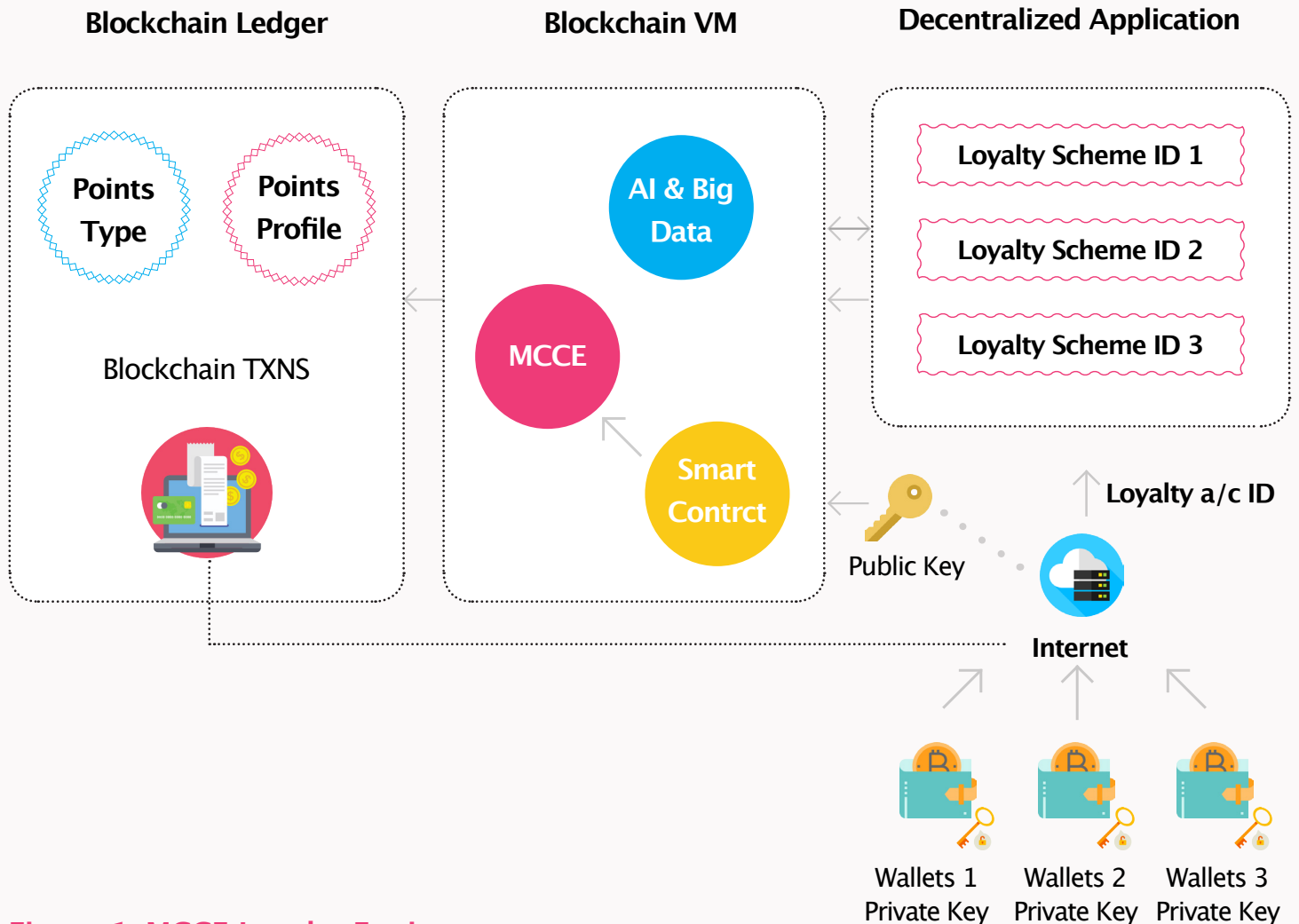


Figure 1: MCCE Loyalty Engine

Refer to figure 1, MCCE Loyalty Engine is the core of the whole loyalty program. It calculates, updates and redeems the points. It applies rules on transactions in real time, converts into points and updates. These points-based treasury operations could be made autonomous with smart contracts. Smart contracts are self-executing contractual states stored on a blockchain, which nobody owns and everybody trusts. Smart contracts would relieve the loyalty program engine of the responsibility of operations, and authority remains with all the stakeholders involved. This allows programs to customise value transfer automatically, and no longer managed by a centralised server.



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## Technology

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Points ledger is a distributed ledger with multiple user nodes and multiple tokens on a blockchain. This points ledger would be the single source of truth for managing the loyalty points. Merchants do not need to have separate databases and reconcile. The users have control over their points, although they pertain to a certain profile (brand/company/ industry). Users can redeem the points conveniently via a single interface on Gabro wallet, rather than multiple loyalty platforms. Additionally, in such a system, users would be able to exchange/share/trade points between themselves, which is not a feature of any loyalty program today.

### Superior security



Security is our highest priority. Our digital assets are currently secured via an industry-standard hot and cold storage solution.

The basic nature of blockchain technology is immutable, that is, once placed in a block, transactions and information/ data cannot be changed. Gabro has real value and it is therefore important that no one is able to copy or double spend them.

The combined blockchain and AI technology would recognize patterns and make increasingly accurate predictions based on those patterns.

We use the data in blockchains and the AI can analyze the types of fiat currencies and products that specific consumer segments consume. Based on those growth patterns, it can predict the types of currencies that consumers should purchase.

### Conclusion

Blockchain, by its virtue brings value additions like making the transactions real-time. Hence, the loyalty platform becomes faster. Blockchain-based points ledger makes it transparent, and thus reliable. Single points ledger removes the need to have captive ledgers by merchants, that makes the system lighter.



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## Technology

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### Value Addition to current loyalty reward management system



Another key aspects of this blockchain-based loyalty platform would be that it will allow users to participate in a transaction anonymously and still get the value as a participant/trader. Anonymity is maintained by the transaction encryption in the blockchain system. Treasury & redemption based on smart contract rules leaves no doubt from user's perspective and brings incredible amount of user's trust into the system. It provides convenience and a rich experience to the end users. The greater value addition would be the open nature of the system for all the stakeholders – consumers, merchants, companies, loyalty program owners and system managers. This DLT (Distributed Ledger Technology) based solution cuts out the redundant operations and helps lower operating costs. Thus, the cost of maintenance of loyalty programs is reduced and eventually smaller merchants will also be able to afford them.

### Development partner

#### Deloitte

**Deloitte.**

Deloitte Center for Financial Services is a blockchain lab specialising in the development of blockchain and AI for a company like us. They also provide us with the most cutting edge technology recommendation for loyalty application.



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# Road map





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## Road map

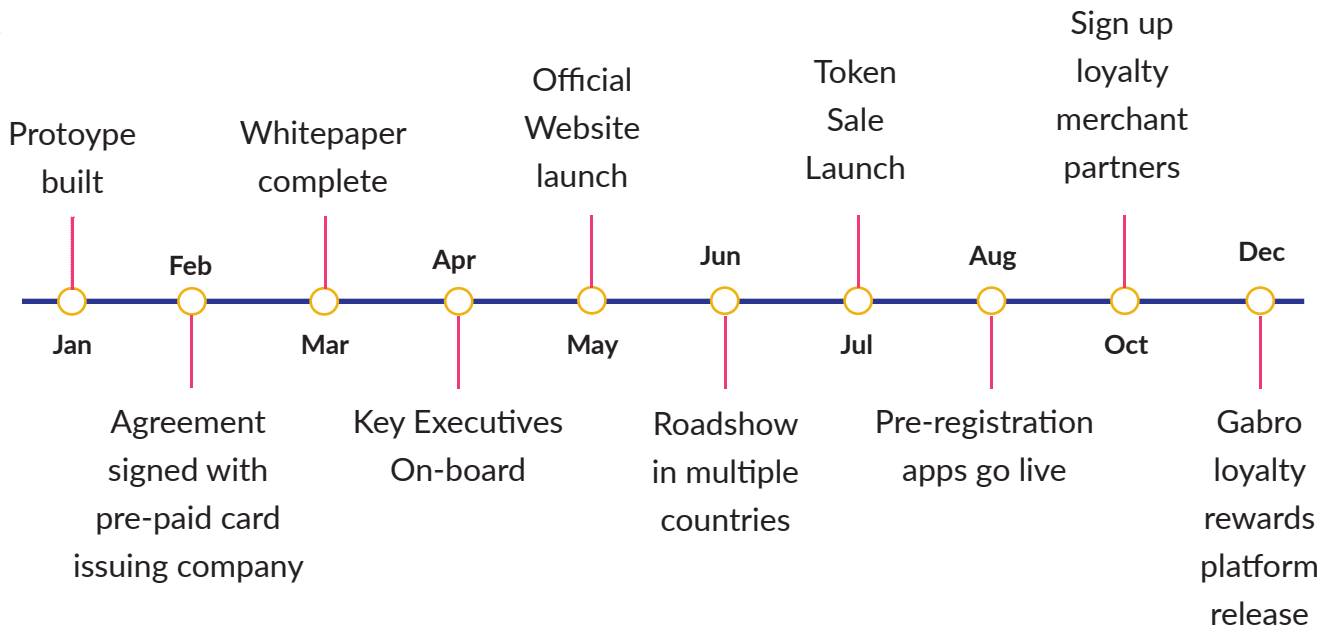
### Key milestones for Gabrotech / Company history

2017 Sep

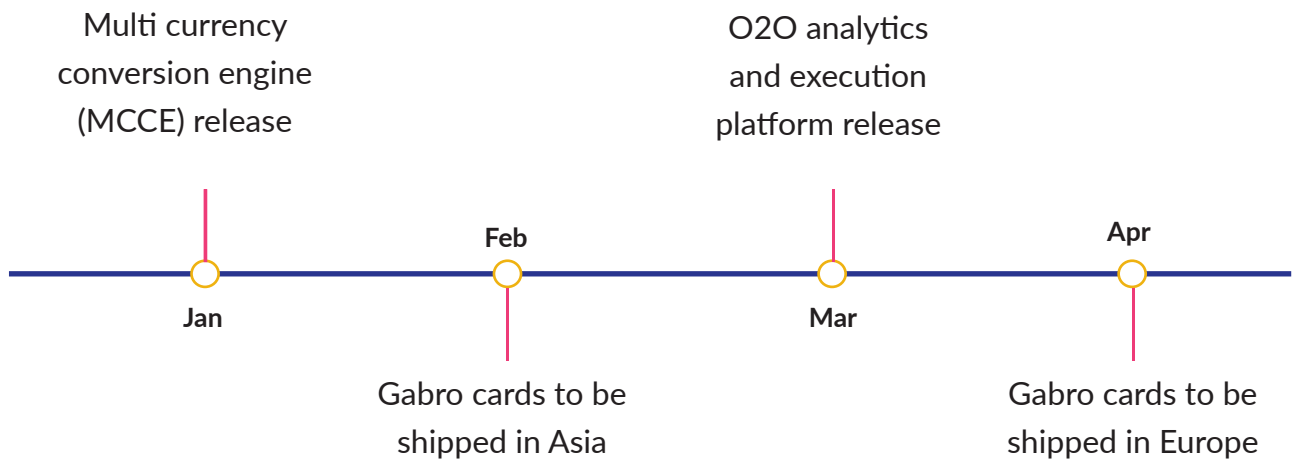


**Founded Gabrotech**

2018



2019





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## Road map

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### Business development plan

Proceeds from the token sale will be used for the development of the Gabro System as well as the global roll-out of the Gabro business. Marketing, sales and technical engineering offices will be established in the following major gateway markets

➤ **Phase 1 2018**

Singapore, Hong Kong,  
Taiwan, China, Japan,  
Korea

➤ **Phase 2 2019**

Australia, Rest of Asia,  
UK, Switzerland, Russia

➤ **Phase 3 2020**

US, Canada, Rest  
of the world



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# Token sales process



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## Token sales process

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ALL DISTRIBUTIONS OF GABRO TOKENS ARE SUBJECT TO THE TERMS AND CONDITIONS RELATING TO TOKEN SALES (“T&Cs”) AS PUBLISHED FROM TIME TO TIME ON THE GABRO WEBSITE. BY MAKING A CONTRIBUTION TO GABRO TECH PTE FOR THE PURCHASE OF GABRO TOKENS (“GBO”), CONTRIBUTORS WILL BE BOUND BY THE T&Cs. BY ACCEPTING SUCH T&Cs, CONTRIBUTORS WILL BE ENTERING INTO A BINDING AGREEMENT WITH GABRO TECH PTE. THE T&Cs CONTAIN PROVISIONS WHICH AFFECT THE LEGAL RIGHTS OF CONTRIBUTORS AND CONTRIBUTORS MUST READ, ACKNOWLEDGE AND AGREE TO THE T&Cs BEFORE RECEIVING BLT. IN THE EVENT OF ANY INCONSISTENCY BETWEEN THE T&Cs AND THE INFORMATION BELOW, THE T&Cs WILL BE CONTROLLING.

### Token Distribution Overview

- **Token Symbol:** GBO
- **Token usage:** Token can be used in the ecosystem
- **Total Token Supply:** 1,000,000,000 GBO
- **Hard Cap:** \$50M
- **Token price:** 1 ETH buys 5000 GBO
- **Minimum Purchase:** 0.1 ETH
- **Accepting:** Ethereum (ETH)
- **ERC20 Token:** Yes
- **Individual Cap:** None
- **Countries Allowed:** As determined in the sole discretion of Gabro tech PTE

### Bonus structure

- 5 ETH or more =10% bonus GBO
- 10 ETH or more = 15% bonus GBO
- 30 ETH or more =20% bonus GBO

*\*Other bulk purchase and early bird offer is also available*

*Does not serve customers in the following countries/ regions/territories: Hong Kong, Cuba, Iran, North Korea, Crimea, Sudan, Malaysia, Syria, USA, Bangladesh, Bolivia, Ecuador, and Kyrgyzstan.*



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## Token sales process

### Use of funds

All the funds raised through the crowdsale process will be dedicated to the build of the Gabro ecosystem and business development according to our go-to-market plan in the “road map” section. The different budget allocations will vary slightly, depending on the final amount raised if necessary, we will adjust our business plans at the end of the crowdsale.

#### June 1st 2018

Launch of Gabro Wallet 2.0 prototype and pre-order list

#### July 31st 2018\*

Commencement date of GBO Token sale

#### Aug 30th 2018\*

Additional partnerships with exchanges and currencies

#### Aug 31st 2018

End date of GBO Token sale

#### Sep 1st, 2018

Loyalty campaign launch and go live

#### Oct 1st, 2018

Launch of other merchant coins in our platform

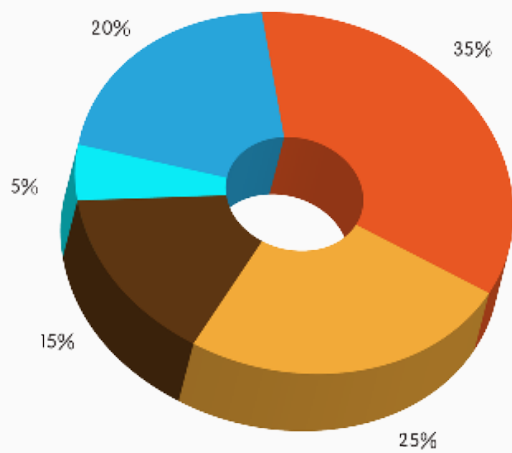
\*8.59PM Singapore Time (UTC+8) | 2.59PM Munich Time | 8.59AM New York Time | 1.59PM London



# Token sales process

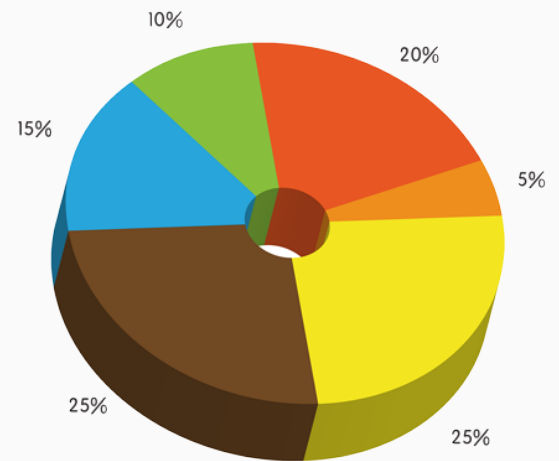
## Use of funds

**This chart represent the global budget allocation:**



- R&D INFRASTRUCTURE DEVELOPMENT
- MARKETING & CUSTOMER ACQUISITION
- PARTNERSHIPS
- LEGAL & COMPLIANCE
- WORKING CAPITALS

**This chart represent the token distribution**



- FUTURE USERS
- BOUNTY AIRDROPS
- PRE-ICO
- PUBLIC SALES
- FOUNDERS & ADVISORS
- PARTNERS IN ECOSYSTEM

All GBO not sold during the token sales will be clawed back to "Reserve Tokens".



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## Token sales process

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### Use of funds

#### **R&D and infrastructure development**

Research, engineering and testing associated costs of all the components required for the Gabro ecosystem to perform, such as the protocol smart contracts, the mobile, web and desktop applications and the different plugins, widgets and other integrations.

#### **Partnerships**

All the costs associated with the development of the Gabro partner network, other strategic partnerships with exchange platforms, payment providers, marketing research agencies or other future business association and opportunities.

#### **Legal & Compliance**

The Gabro team is committed to abiding by local regulations which – especially regarding cryptocurrencies – are constantly evolving. The legal and compliance budget covers all associated costs incurred in order to be in accord with those regulations. These would include company local incorporation(s), tax compliance and audits.

#### **Marketing & Customer Acquisition**

The marketing and communication budget is dedicated to increasing the adoption of the Gabro applications, cryptocurrencies payment adoption, the Gabro ecosystem awareness and everything related to increasing the quality and dimension of the network, e.g. bounty and airdrop.

#### **Working capital**

Various incompressible daily costs such as server hosting costs, salaries, internet service providers, recruitment costs, office expenses and other daily operation costs.



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## Token sales process

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### **GBO Market Buyback mechanism**

In order to facilitate a healthy circulation of GBO, our board has decided to buy back and destroy GBO regularly.

Buyback will take place between June to Sept every year.

The buyback price will be based on last 30 days' weighted price to prevent possible market/price manipulations.

This activity would decrease the total number of GBO, thereby increasing the value of remaining GBO over time.

### **Terms and Conditions**

If not all tokens are fully allotted during the token sales, the 10% profit allocation will be on pro rata basis, using the following formula:

[Allotted Number of Tokens / Number of Initially Issued Tokens x 10% of annual profit]

Numbers will be audited annually as required by relevant government bodies.





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# GABRO TEAM

Gabro is founded by a team of 6 blockchain enthusiasts. The team has accumulated over 100 years of experience in digital marketing, technology, loyalty, payments, banking, consulting and fintech.

The Gabro team is based in China, Hong Kong, Singapore and the United Kingdom.



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## Gabro Team

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### **Chairman – Andy, P.K. Chen**

Andy, P.K. Chen has worked at Capital One in the US, Accenture in the UK, BCG and Credit Suisse in Asia Pacific. His last position was GM, Head of China, Mastercard Advisors. For the last 20 years, he has advised many corporations on digital strategy and transformation, as well as smaller business ventures on how to disrupt a market with much larger incumbents. He also sits in various Fintech Associations as an Exco Member and has advised government bodies in Blockchain and Fintech promotion. He has a Master's Degree from Imperial College and has completed a Quantitative Finance program at Stanford University.



### **Chief Marketing Officer – Kim, K.W. Mak**

Kim, K.W. Mak has over 20 years' digital marketing and credit card industry experience. He recently partnered with one of the largest digital asset platforms to promote ICO and token trading. Before that, he worked as Head of Business Development and Head of Account Management at a Nasdaq-listed digital marketing company. He started his career in American Express.



### **Chief Product Officer – Jonathan, Y.T. Lee**

Jonathan, Y.T. Lee is a senior professional with 15 years' experience in cross border payments, FX and digital wallet design. Specialising in merchant development in Greater China and the US, Mr Lee masterminded one of the largest loyalty co-brand cards in Asia. He worked in American Express and Mastercard, as well as at a large digital payment company. He graduated from London School of Economics.



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## Gabro Team

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### Chief Technology Officer – William, C.Y. Chan

William, C.Y. Chan built his almost 20-year career on the development of innovative solutions in the commerce and payments arena. He started his career as a Java card developer to build and architect secure mobile solutions for banking and stock trading applications. He has been active in enabling commerce in emerging technologies, which leverages his payment expertise in the following areas:

- Security and cryptography
- Java programming and QR
- Mobile Payment Solutions
- Tokenisation, digitisation, provisioning, identity and authentication
- Push payments, Person-to-Person, remittances, disbursements

CY has 2 US patents and a PhD.



### Chief Digital Officer – Brian, C.W. Tse

Brian, C.W. Tse has 10 years of digital marketing and e-business banking industry experience. His solid knowledge in digital strategy comes from a decade of specialisation in O2O digitalisation and digital advertising in Asia. He previously worked as Lead of Account Management in a Nasdaq listed digital marketing company and started his career in Citibank.



### Chief Financial Officer – K.S. Chung

K. S. Chung has more than 20 years of extensive experience in financial strategy and planning, corporate finance and investment, and corporate governance. He previously held managerial position and played leadership role in Fortune 500 Companies, including PPG Industries and TravelPort of Blackstone Group. Most recently, he was a VP-Finance of Blue Ocean Pay and CFO of Edko Films Limited and Broadway Group of Companies. He received his BSc (Hons) from the University of Ulster, and an Executive MBA from the Chinese University of HK. He is a fellow member of the HKICPA and a member of the AICPA.



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## Board of Advisors



**Yuen Wong**

Yuen is the Co-Founder & CEO of Galaxy eSolutions. His company successfully completed the first ICO in Hong Kong in the area of sharing and circular economies. He has strong e-commerce sense and entrepreneurial initiative, which gives him the ability to make businesses operate successfully in global consumer markets. His expertise lies in entrepreneurship, business development, e-commerce specialist areas.



**Rajesh Sabari**

Rajesh currently drives strategic partnerships and business development for Mastercard Advisors in APAC and has collaborated with a wide range of financial services companies, fund managers, private equity firms, media companies, e-commerce retailers, AI & Machine learning firms and government agencies to transform Mastercard's massive worldwide payments network into actionable business insights

Previously, Rajesh acted as a trusted advisor to various communication services providers and media companies across multiple continents in various leading multinationals, such as Singtel, Amdocs and Syniverse. Rajesh was responsible for building three companies from scratch to become multi-recurring revenue generators based in Japan. Rajesh holds an MBA (High Honours, Distinction) from Chicago Booth University and B.Eng (Hons) from the National University of Singapore. He is also a CFA charter holder.



**Dominic Wu**

Dominic Wu is the Managing Director and CRO for Bank Of New York Mellon. Over his career of more than 20 years, he has held senior executive positions in Risk, Finance and Operations across Investment banking, Transaction banking and the Trust business. In addition, he is the Chairman for Asia Financial Risk Management Think Tank, Chairman of the Asia Chapter at the Institute of Operational Risk and Principal of TGE Beijing Global Research Institute. He sits on the Advisory Board of Hong Kong University of Science and Technology and Hong Kong Federation of Business Students.



**Joe Ngoi**

Joe is an entrepreneur and has co-founded in various IT companies in the past 20 years, operating in markets ranging from enterprise to consumer services, including online advertising, event ticketing, travel, and niche information resources. His companies' own global websites and mobile apps have clocked over 2 billion user views, and have also been early adopters of blockchain technologies and cryptocurrencies since 2013. Joe formerly worked at KPMG Consulting and graduated from Imperial College London with First Class Honours. He currently sits on the boards of various start-ups and growth-stage companies.



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# Conclusion



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## Conclusion

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We at Gabro are passionate about blockchain technologies and believe our solutions will provide our users the best experience and allow them to manage digital assets at their fingertips:

- Gabro wallet offers instant switching between crypto and fiat currencies
- Easily manage an array of different loyalty programs and reward points
- Options to use idle points from one program to top up another to redeem a full flight
- Cutting edge security keep all digital assets safe
- Gabro Card to spend assets in over 200 countries with 60 million outlets
- GBO as the fuel and reward currency of the network

With our GBO Token Sale, you would have the opportunity to participate in our long term growth and embark on a journey to disrupt the loyalty reward industry!



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# Disclaimer of liabilities



## Disclaimer of liabilities

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**DISCLAIMER OF LIABILITY** To the maximum extent permitted by the applicable laws, regulations and rules, Gabrotech PTE Ltd and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you. This Whitepaper is for information purposes only and is subject to change.

It is drafted to serve as the primary source of information about GBO and its potential token holders and is not to be considered exhaustive.

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(b) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract





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or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;

(c) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

(d) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the GBO Initial Token Sale, or future trading of the GBO on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Gabrotech PTE Ltd and/or the Distributor, the GBO, the GBO Initial Token Sale and the Gabrotech PTE Ltd Wallet (each as referred to in this Whitepaper);

(e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Gabrotech PTE Ltd and/or the Distributor;

(f) you agree and acknowledge that in the case where you wish to purchase any GBO, the GBO are not to be construed, interpreted, classified or treated as: (i) any kind of currency other than cryptocurrency; (ii) debentures, stocks or shares issued by any person or entity (whether asiatop.com and/or the Distributor) (iii) rights, options or derivatives in respect of such debentures, stocks or shares; (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss; (v)



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units in a collective investment scheme; (vi) units in a business trust; (vii) derivatives of units in a business trust; or (viii) any other security or class of securities.

(g) you are fully aware of and understand that you are not eligible to purchase any GBO if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore or China (including Hong Kong and Macau);

(h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

(i) you are fully aware and understand that in the case where you wish to purchase any GBO, there are risks associated with GBO and the Distributor and their respective business and operations, the GBO tokens, the GBO Initial Token Sale and the GBO Wallet (each as referred to in the Whitepaper);

(j) you agree and acknowledge that neither Gabrotech PTE Ltd nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and

(k) all of the above representations and warranties are true, complete and accurate from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).