

retail.global

**We create opportunities for the midsize local
retail brands to become global players
using the power of blockchain**

Currently, Retail.Global has a successful business in Russia with local and global clients

2016

Founded

Russian Company Name:
proonline enterprise

NOW

14

enterprise
clients

60

employees

\$4mln

turnover

Retailers and Manufacturers



2019

Blockchain
solution

For Europe
And Asia

retail.global — Business-as-a-Service Ecosystem

COMMERCE PLATFORM



PARTNERS



MANAGEMENT



ONLINE STORE



OMNICHANNEL
INTEGRATION



ADVERTISING



MANAGEMENT TEAMS



ANALYTICS &
FORECASTING



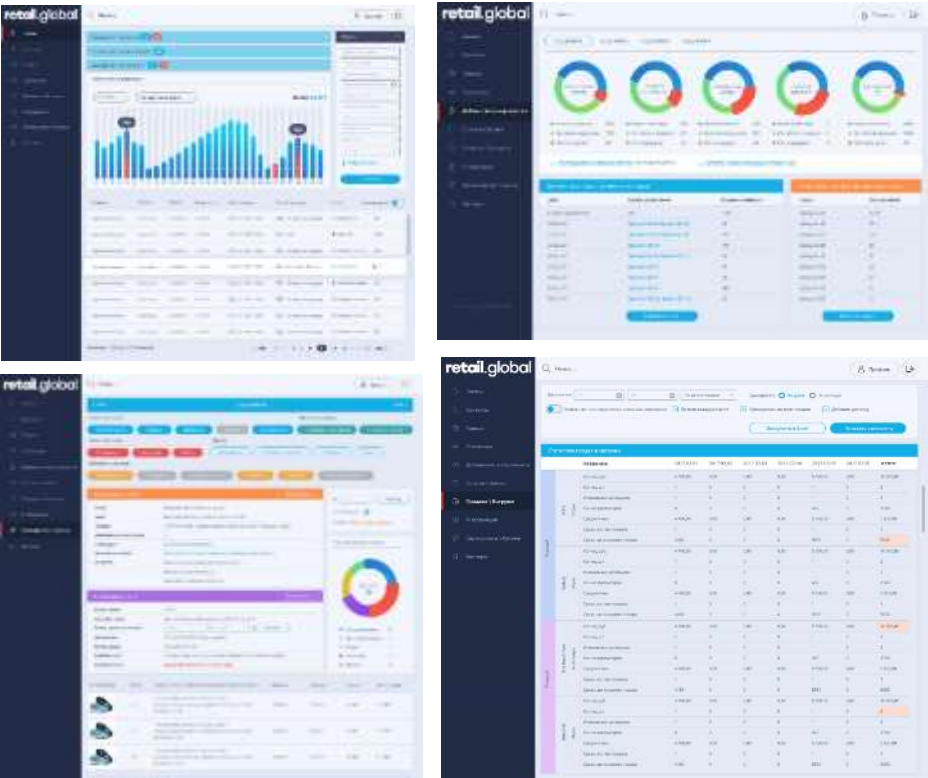
LOYALTY REWARDS
PROGRAM



SUPPLY CHAIN:
ORDER PROCESSING
& DELIVERY

Key elements of the ecosystem are already designed and proved to be effective

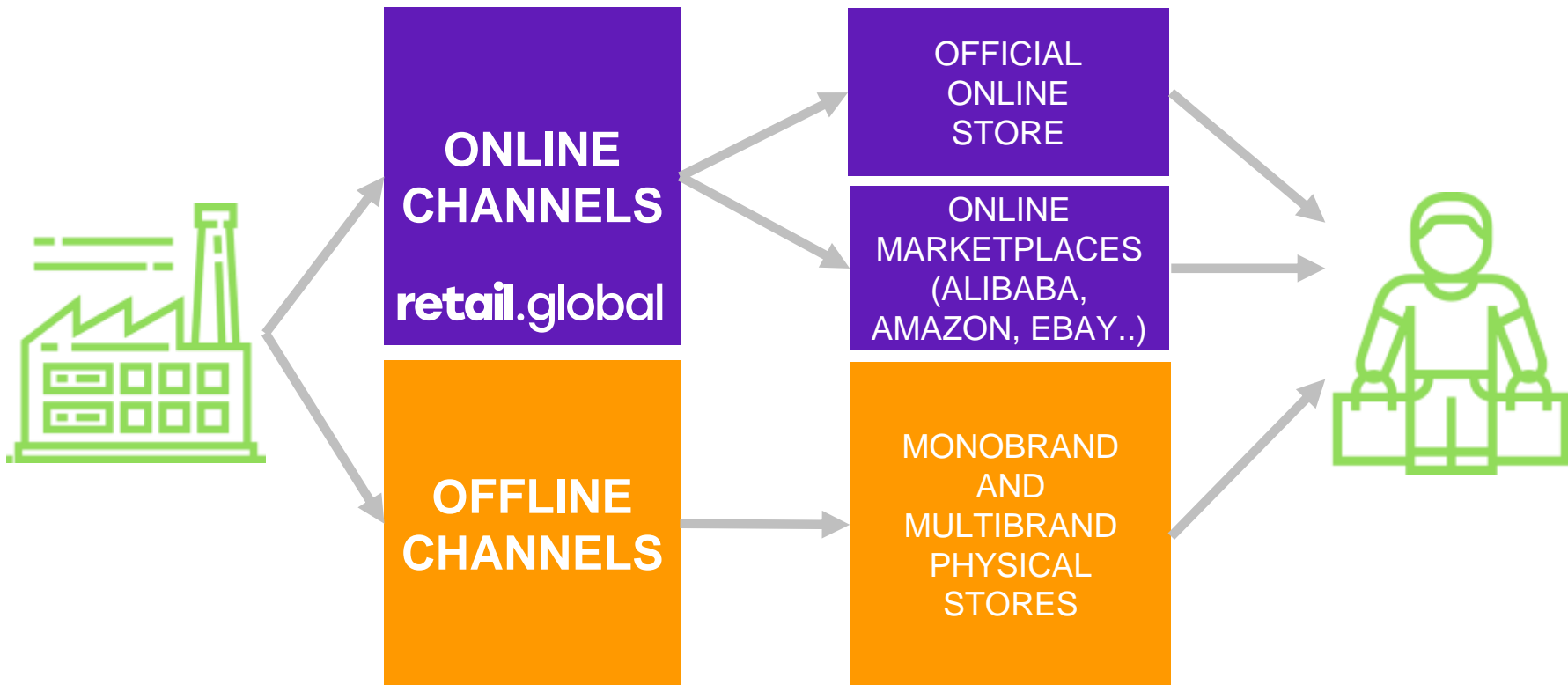
IT PLATFORM



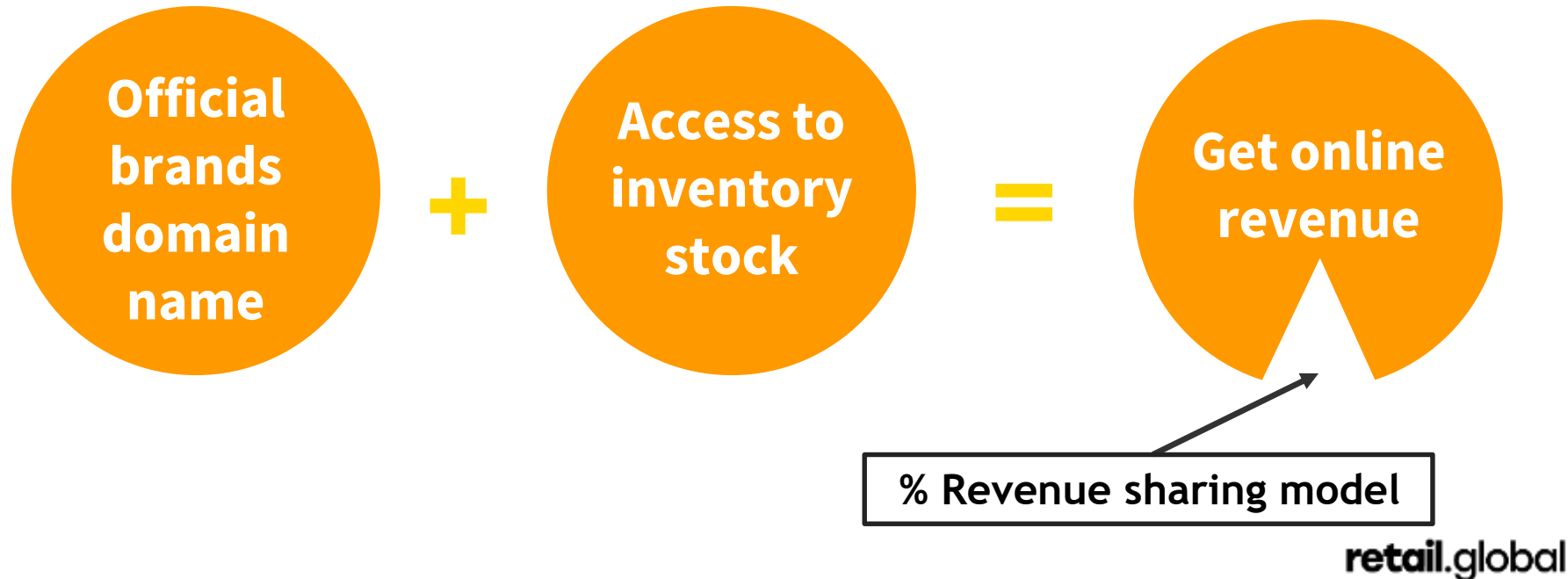
FULLFILLMENT AND MANAGEMENT CENTER



Our clients use Retail.Global to replace in-house ecommerce department



We offer business-as-a-service solution



New challenge: Successful local (domestic) brands face substantial barriers when trying to expand to the new markets (countries)

Every market is different. To succeed, companies:

- launch local e-commerce team in every new market
- employ all the local e-commerce services (advertising, logistics, payments, support, marketplaces).



Takes a lot of time



Expensive



No trust & transparency

Solution: with Retail.Global it takes one click to start a business in a new country

with all best-in-class local partners



Germany



Spain



South Korea



Japan

Connect local services:



Storage of goods
and order picking
\$15/order



Web-site
localization
\$1200



Support in Spanish
+2% of revenue



Local payment
services
FREE

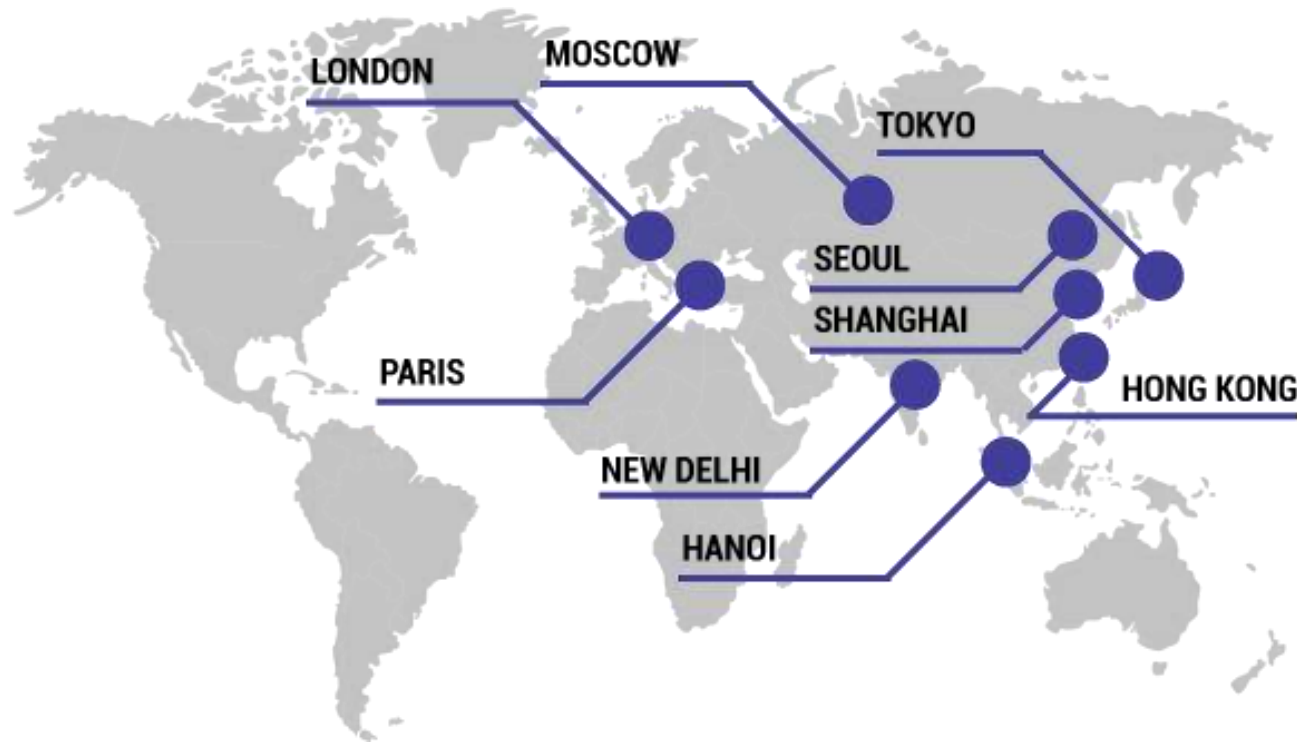


Join 5 local
marketplaces
\$700



Advertising campaigns
localization
FREE

Our ambition is to integrate local partners to Retail.Global ecosystem in all biggest ecommerce markets



2019-2020

Germany
England
Spain
France
China

2020-2021

India
Vietnam
South Korea
Japan

We will solve the trust & transparency issues between the participants in Retail.Global ecosystem

Transparent

All transaction data can be checked

Trusted

Guaranteed payments between participants

Ecosystem

Advertising Networks

Delivery & Payment

Loyalty Rewards Partners

Localization & customer support

Other partners

We use blockchain in 3 key processes of global online sales

1

Merchandise Stock
Management & Delivery

**SC**

Blockchain for
Supply Chain

2

Customer Acquisition

**AAN**

Affiliate
Advertising
Network

3

Customer Retention

**TLR**

Tokenized
Loyalty Rewards
System

1

Product Stock Management & Delivery



SC

Blockchain for Supply Chain

Main purpose:

To provide access to real time product-stock data

Supply chain on blockchain use cases

Walmart

JD.COM **Alibaba Group**

3rd party solutions:

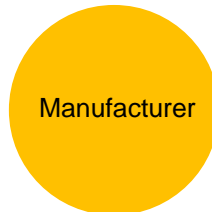


Where used:



Blockchain

Stock and delivery data:



Users:



2

Customer
Retention



TLR

Tokenized Loyalty Rewards System

Main purpose:

Increase customer retention, create new lead-generation channel

Market opportunity:

- Employ customers of non-competing shops (other platform participants)

Loyalty Rewards System
on blockchain use cases



 Rakuten

Blockchain solution:

- Exchange loyalty tokens of different online stores: loyalty rewards program owner receives CPA payment, stores get leads, store customers enjoy added value
- Each customer receives additional RGT tokens that can be used in any platform store

Retail.Global now has loyalty rewards customer base from 10 large retail chains



3

Customer
Acquisition



AAN

Affiliate Advertising Network

Main purpose:

**More publishers -
more leads
(attracted orders)**

Publisher (lead generator) fears:

- Orders are not attributed right
- Payment for actions are not received

Blockchain solution:

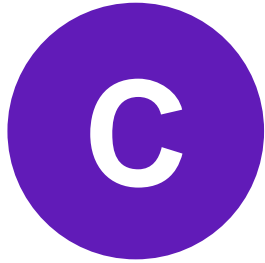
- All order data with sources of traffic is stored on the blockchain: publisher can check every order
- Webmasters (advertising partners) get smart contracts to be paid for generated orders (in full on time)

**Advertising
on blockchain
use cases**



Our main goal is to create opportunities for the midsize local companies to become global players using the power of blockchain

Our token fuels all key processes in Retail.Global ecosystem



**Pay RGT as
platform
commission**

Based on revenue-share
model



**Receive RGT as
loyalty rewards**










Customers will receive RGT
for purchasing goods in
platform stores



**Pay RGT for
products**

Customers can pay for
goods in platform
stores

Competitive landscape

| | retail.global | Software platforms | Marketplaces | Blockchain-based platforms |
|-------------------------------|---------------|--|---|---|
| | ↓ |    |    |    |
| Management | ✓ | | | |
| Software platform | ✓ | ✓ | | |
| Advertising / Lead generation | ✓ | | ✓ / ✗ | ✓ / ✗ |
| Order processing | ✓ | ✓ | | |
| Omnichannel sales | ✓ | ✓ Enterprise only | | |
| Global operations | ✓ | | | ✓ |
| Blockchain-based | ✓ | | | |

Market and target clients

Type of clients:

- **Popular local retailers and manufacturers**

Annual revenue = \$1mln

- **Trade centers and department stores**

Annual revenue = \$3mln

Key industries:

- Fashion

- Sports apparel

- Beauty goods

- Gifts

- Packaged goods

Focus countries:

- **Europe** (England, Germany, France, Spain, Russia)

- **Asia** (China, India, Vietnam, South Korea, Japan)

\$182bln

**Target Market
2021 forecast**

Key advisors



Roger Crook
ex CEO DHL Global Forwarding



Xiaochen Zhang
Blockchain and FinTech
thought leader, +20000
followers



Ken Leaver
Lazada, Wayfair, Groupon



Keith Teare
cofounder TechCrunch



Gary Baiton
IBC Group, Crypto Lawyers
Corp, Angel/Crypto Investor



Smerkis Vladimir
TokenBox, The Token Fund



Matskevich Dmitry
Dbrain, ex-Flocktory



Nester Roman
Segmento



Eisen Ilja
Flocktory



Tomashevskiy Denis
Quiksilver Russia CEO,
ex-Adidas



Shamis Alexander
Dostavista, Printio

Team leaders (60+ team)



Zhdankin Pavel

CEO and founder of Retail Global



Solodov Vladimir

Partner, Chief Strategy Officer



Satsunkevich Artur

Director of partnership and
Business Development



Gagiev Arkadiy

Chief Marketing Director



Gavrish Dmitry

CTO of Platform



Sorokin Evgeniy

COO



Silivonchik Andrey

Lead Developer



Savina Anastasiya

Customers Service Director



Token fundraising

01.09.18 – 30.11.18

Round A

12MM USD

Private Sale
10MM USD

**30% of utility tokens
for sale**

Lock-up 4 months,
25% each month

Private Sale
2MM USD

**5% of equity we sell
In Security Tokens**

1Q 2019

Token
Listing

Chinese &
International
Exchanges

2020

Round B

10 MM USD

Private Sale

5-10% of tokens for sale

**Lock-up 1 year + 10 months,
10% each month**

Now we are in the beginning of the roadshow

EARLY STAGE INVESTORS



Nester
Roman



Eisen
Ilja



Smerkis
Vladimir



r@segmento.ru



ilja.eisen@flocktory.com



smerkis@tokenbox.io

PRIVATE SALE ROADSHOW

Dates:

13.09 - South Korea

16.09 - Hong Kong

09.09 - Hong Kong

11.09 - Shenzhen

More dates to be added

Exchanges & market making agreement

Agreement

coinbene 满币网
Cryptocurrency Exchange

coinbene retail.global

CoinBene 满币网和 Retail Global 合作协议

Agreement for Cooperation between CoinBene and Retail Global

| | |
|---|--|
| <p>甲方: COINBENE LIMITED Party A: COINBENE LIMITED 法人代表: 张漾斌 Legal representative: Zhang Yangbin</p> | <p>乙方: Retail Global LTD Party B: Retail Global LTD (Intershore Chambers P. O. Box 4342; 3rd Floor, Geneva Place Road Town, Tortola, VG1110, British Virgin Islands) 法人代表: Pavel Zhdankin Legal representative: Pavel Zhdankin</p> |
|---|--|

甲方作为 CoinBene 满币网数字资产交易平台(下称 CoinBene)的实际控制人,乙方作为 Retail Global 的实际控制人,双方本着深入合作,共谋发展的原则签订此合同(下文称本合同):

Party A, as the actual controller of Coin Bene Limited digital asset transaction platform (hereinafter referred to as Coin Bene), Party B, as the actual controller of Retail Global, enter into this agreement (hereinafter referred to as this agreement) based upon the principles of deep

Exchanges
in process



Market Making
Team:

POINT95 GLOBAL

Tech/Legal/Consulting:



Roadshow:



NWBA

retail.global

Key presentation takeaways

- **Working business** with \$4mln revenue, 15 enterprise clients (big & medium retailers) and 60+ employees
- **Credible management team** with 10+ years of experience in e-commerce
- Advisory board with **expertise in international expansions**
- **Solid transparent growth plan**: bring what we do best to the new markets
- Lack of trust among participants of Retail.Global ecosystem in different countries: **solved by smart contracts on blockchain**
- **Tokenized loyalty rewards system** for shops
- **Supply chain** powered on blockchain
- Global blockchain affiliate advertising network
- **Limited token offering**, demand and token price increase with platform revenue growth
- Signed agreements with exchanges and market making team
- **Early investors** from QIWI, Sberbank, Tokenbox, Mail.ru Group
- **Roadshow in China, South Korea, Singapore**



Pavel Zhdankin
CEO

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+7-916-622-5910

(telegram:

@pavelzhdankin)

backlog

Deals in VC



Salesforce & Demandware

(CRM company & platform)

\$2,8B valuation, \$180mln funded



Adobe & Magento

(marketing/internet company & platform)

\$1,7B valuation, \$272mln funded



SAP & Hybris

(software company & platform)

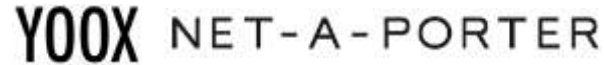
\$1,4B valuation, ~\$70-100mln funded



Ebay & GSI Commerce

(marketplace & fulfillment/marketing)

\$2,4B valuation



Yoox Group & Net-A-Porter Group

(platform & online retailer), M&A

Sberbank & Yandex.Market

(bank & marketplace), M&A

Token economy of Utility Token

Round A: \$10,000,000 (till 01.11.18)

Main goal: expand ecosystem to Europe and Asia

Our B2B clients pays in fiat currency to agent

Agent buys tokens from exchange \$650,000/month

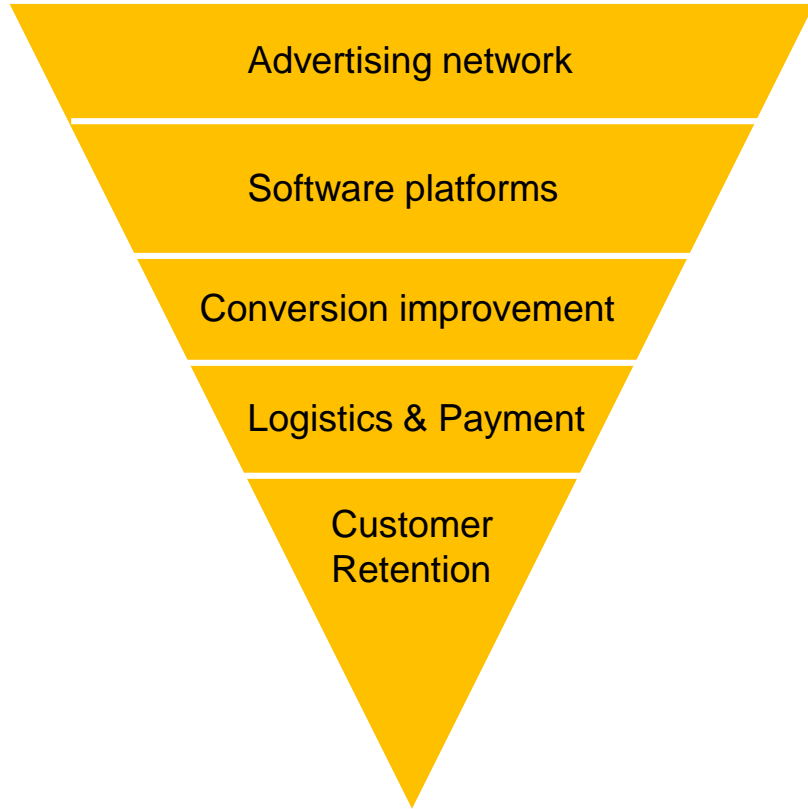
| The volume of RGT turnover generated by the platform clients | | | |
|--|-------------|-------------|--------------|
| 1st year | 2nd year | 3d year | Sum |
| \$4,870,000 | \$7,800,000 | \$7,800,000 | \$20,471,000 |

We will sell the collected tokens in a private round with lock-up in 2020

We have exclusive rights for a brand as official online store



Retailers consider starting online sales as one of hardest challenges



All the online-sales processes are different from the brick-and-mortar ones

Cases for new products by Retail.Global

Franchise Management

Software

- **Goal:** new way of monetization for brand
- **Main problems:** out-of-stocks, merchandising, additional lead generation, products matrix
- **We have:** products stock management system & logistics process, leads from official online store, integrated service of mystery shoppers, data of products turnover

Gifts Store Software

- **Goal:** new way of monetization of brand
- **Main problems:** just-in-time production, personalization, enterprise integration, wide of unique goods
- **We have:** integration of a few just-in-time productions & personalization, enterprise integration experience, access for good of different manufacturers

Market



All ecommerce market
of CPG in target countries



50% -- marketplaces,
50% -- brand stores



35% -- mid-size business,
50% -- large retailers,
15% -- small business



20%
Our commision

Quotes

“Hailed as a financial technology, blockchain is about so much more for the consumer goods and retail industries.” [1]



“The ability of blockchain to track, trace and authenticate products, record contracts, guarantee the movement of information and record transactions means it can be used across the entire value chain, benefitting businesses and consumers alike.” [2]



“Blockchain trials and trade finance have shown that they can reduce the amount of costs, time and effort related to paperwork and other processes fivefold, and also reduce fraud and other risks. This is an important topic at the World Economic Forum” [3]



[1] <https://www.accenture.com/se-en/insight-highlights-cgs-blockchain-cpg-and-retail-industries>

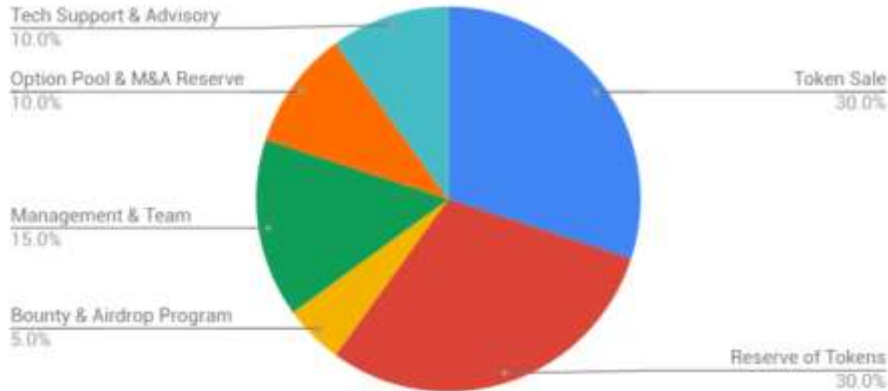
[2] <https://www2.deloitte.com/uk/en/pages/press-releases/articles/retail-and-cpg-industries-poised-to-take-advantag-in-blockchain.html>

[3] <https://www.bain.com/insights/davos-2018-digital-trade-blockchain-thomas-olsen-video/>

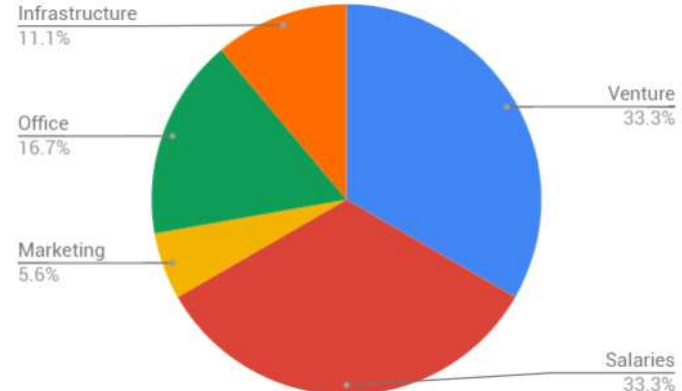
RGT sale information

Hard cap: 20MM USD: Round A – 07-10.18 (10MM), Round B – Q4 2019 (10MM)

Token allocation



Fund usage



We fully outsource the online sales department

BRAND & PRODUCT

Example:
Glance (popular Russian fashion brand)

90% of business

OFFLINE RETAIL SALES (shops)

WHOLESALE DISTRIBUTION

10% of business

ONLINE RETAIL SALES **retail.global**

ONLINE MONOBRAND VIA OFFICIAL DOMAIN

Glance.cn

ONLINE MONOBRAND VIA MARKETPLACE

Glance on Alibaba

Largest retail companies use blockchain in different parts of sales

Supply chain

Walmart 

JD 京东
.COM


Alibaba Group

Loyalty rewards programs

AMERICAN
EXPRESS

 Rakuten

Advertising


Unilever