retail.global

local brands become global with one click

#1 BLOCKCHAIN GLOBAL COMMERCE SOLUTION

BUILT BY A SUCCESSFUL WORKING BUSINESS

We believe in 4 great retail trends:

Global Cross-border Sales

Omnichannel Online Sales

Tokenization of Loyalty Rewards

Supply Chain on Blockchain

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Abstract

Retail.Global makes retail global

Retail.Global – Blockchain Business-as-a-Service Commerce Ecosystem, powering global sales for retailers and manufacturers with a complete white label online store solution.

Start global sales of brand products easily don't need infrastructure with all-in-one interface: customize shop, turn delivery and payment on, connect warehouses, fulfillment, marketing, support and tokenized loyalty rewards system.

Now we have successful business in Russia with local & worldwide clients and go global: 10 years e-commerce experience team, platform and infrastructure, 15 enterprise clients, $4mln margin revenue/year and ready-to-scale platform.

Our ambition is to launch Retail.Global in all main cities on biggest ecommerce markets: England, Germany, France, Italy, Spain, China, India, Hong Kong, Vietnam and others

We choose blockchain technology to boost our expansion and solve trust issue within all new partners in Retail.Global Ecosystem.

Blockchain solves trust & transparency problem in each sphere of sales:

- Customers Acquisition: Global Affiliate Advertising Network
- Customers Retention: Tokenized Loyalty Rewards System
- Orders Delivery & Payment: Blockchain Partners Ecosystem

Token fuels all process in Retail.Global ecosystem

- Platform commission: Platform using and smart-contacts products & service suppliers deals
- Payments for goods: Customers can pay for goods in stores on platform
- Loyalty rewards Program: Get RGT for products purchasing

Complete list of upcoming platform features:

- **customizable ecommerce platform:** custom design, functions and integrations with external databases and services;

- **global market reach** with worldwide delivery and payment options;

- **maximum assortment for customers**: showcase goods from all your warehouses (wholesale, stores), from warehouses of suppliers, or move your goods to partner warehouses in other countries for quick delivery;

- **maximum coverage of local advertising channels and marketplaces** : available integration for contextual advertising on Google, Bing, Yandex, Facebook, Instagram, VK, Pinterest and Marketplaces eay, Amazon and others.

- **Tokenized loyalty system for customer retention:** based on tokens, encouraging reviews in the store and on social networks, as well as, functionality for holding

contests. Get more leads with partners exchange network. Customers can exchange shop's brand tokens for another token on Retail.Global Token Exchange;

- **internal services and service provider marketplace**: integrations with services for advertising, content, delivery, payment and internal marketplace services are available on the platform in order to be able to hire necessary teams to create content, design, manage advertising, increase conversion and develop integrations with partners around the world. Between the owner of an online store and the participant of the marketplace, the relationship is regulated by a smart contract;

- **internal marketplace of suppliers:** you can connect the product line of wholesale suppliers, both under the order of the customer from 1pc, and buy in batches delivered to the warehouse with the help of secure transactions regulated by smart contracts;

How it works:

- **companies make a request** for store opening and choose a management team from Services Marketplace;
- **boost your online store** with custom design and top features to increase online sales;
- **global sales became easy -** add multi-language interface, 24/7 support, crossborder delivery and international payment options;
- **connect online with professionals** from Retail.Global Services Marketplace and Service Providers to create and support your shop: marketing management, customer support, content creation, fulfillment services – *all you have to do is collect revenue;*
- **enterprise clients** (retail chains, manufacturers, trade centers) can get full support to start an ecommerce store with omnichannel integration for revenue sharing model – *new sales channel online, new customers to offline;*
- **connect to local and global marketplaces** (Ebay, TMall, Amazon) – *get more new customers and sales;*
- **decentralize your products stock** – use products stock of all warehouses, stores, own or wholesale, personalize products just-in-time, send products to fulfillment – *manage your stock online from anywhere the world;*
- **creating Smart contracts with suppliers on Blockchain** makes it possible to strike deals with suppliers of products and services all over the world and solve the problem of trust among all participators– *fast, and secure cheap payments and supply chain;*
- **Activate Token loyalty rewards program**: more value for shopping & feedback – *boost customer retention and relationships;*

Now sales become global.

Mission

Mission

Our mission is to bring innovation to retail and create an awesome customer shopping experience: new technologies powered by blockchain with global approach make it possible.

Retail.Global makes products & service for B2B customers that make global sales easy: all barriers like languages, local delivery, returns, taxes, marketing, marketplaces, support and help of ecommerce experts – will be united in one product.

Vision

We envision that 5 great opportunities in retail can change global shopping and business in next 5-10 years: online sales, crossborder, tokenization of loyalty, new technologies implementation and blockchain abilities

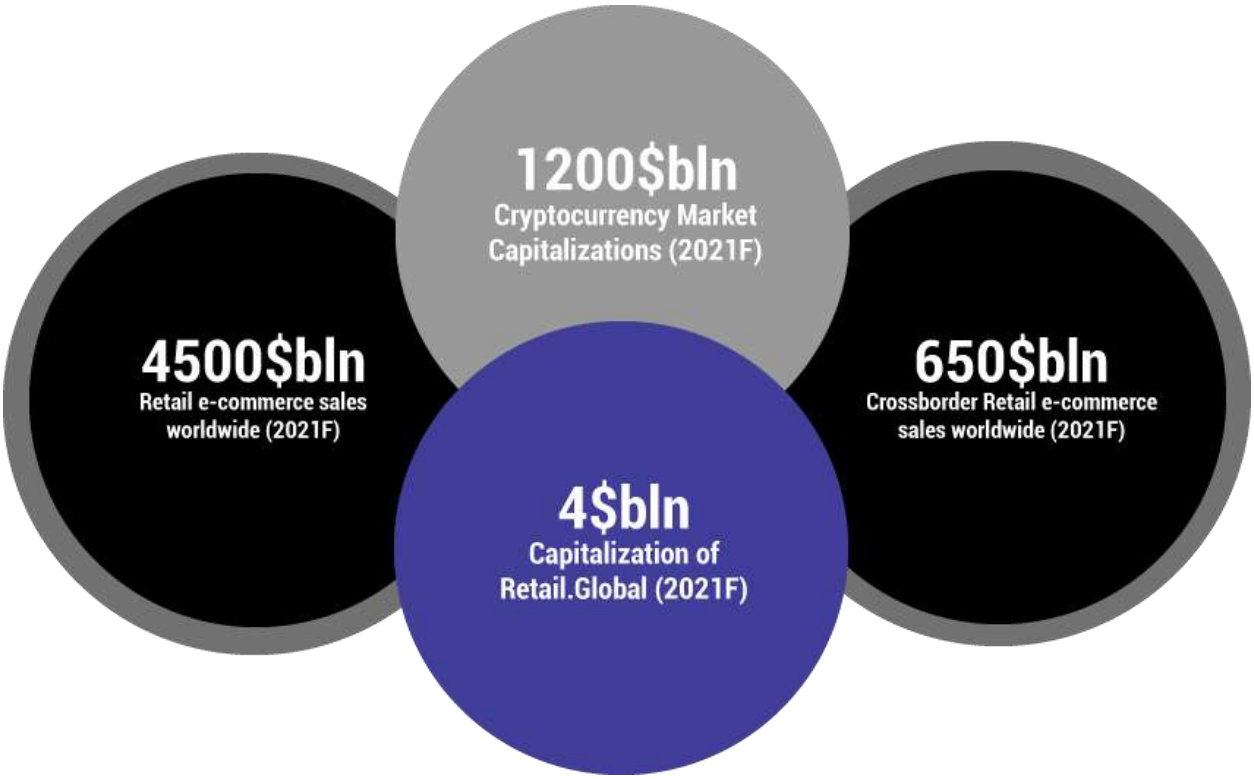
Market

E-commerce sales growing

We are building our company on 5 growing trends:

1) growing share of online sales in retail;
2) growing cross-border commerce;
3) demand for more effective loyalty programs;
4) demand for new and better technological solutions supporting omni-channel business;
5) development and mass adoption of blockchain technologies: crypto money, tokens and smart contracts for products and global service deals.

Retail.Global focuses on markets of Eastern Europe, Russia, Western Europe and Asia for B2B clients, as well as, worldwide cross-border delivery.



4,500$bln
Retail e-commerce sales (2021F)

622$bln
Cross-border retail e-commerce sales (2022F)

300$bln
Market cap (2021F) [5]

Target markets:

- 2019: Russia ($25 bln), Germany ($75 bln), France ($80 bln)
- 2019: India ($45 bln), South Korea ($72 bln), England ($195 bln)
- 2020: Japan ($125 bln), China ($975 bln)

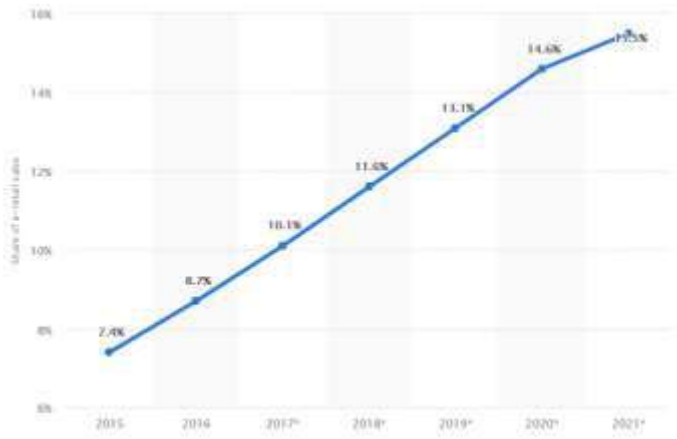
Supply chain management (SCM) refers to the processes of creating and fulfilling demand for goods and services. It encompasses a trading partner community engaged in the common goal of satisfying end customers.

SCM Market to Reach $19 Billion by 2021 as SaaS Deployments Grows [Gartner,8]

In 2016, Forrester Research forecasted that worldwide business-to-consumer (B2C) cross-border e-commerce would reach $621 billion by 2022, making up 20% of all online commerce. [2]

Clothing was by far the most popular category purchased worldwide (46%), followed by consumer electronics (29%). [4]

In 2016, e-retail sales accounted for 8.7 percent of all retail sales worldwide. This figure is expected to reach 15.5 % in 2021 [3]



[11] E-commerce share of total global retail sales from 2015 to 2021 (Statista)

Key vision of Retail.Global is to support cross-border e-commerce with popularization of crypto money, using smart contracts with suppliers to make it trustworthy and easy.

Market problems and solutions

E-commerce market problems

Lack of competence: Classic offline retail community lacks skills and experience to grow online sales

- Offline retailers, manufacturers or wholesalers, do not have the competencies and resources to run online business: logistics, digital marketing, web/mobile development, and omni-channel customer interactions;
- Rapid change of technology in e-commerce makes in-house development and maintenance of a bottleneck, because internal teams do not have enough time to study test new services, and best practices, and do not have access to the best industry market cases;
- The current solutions available on the market mostly assume the existence of infrastructure and developers for setting up and maintaining a software platform for e-commerce business, while charging significant licensing fees;Shopping centers and offline shops lose traffic and are in need of new models of attracting customers.

Many tools and companies, no solutions: The current situation on the market is tilted towards the sale of a large number of software products, and not the growth in the revenue of the business as a whole

- Proposed solutions on the market are formed of a variety of different parts, where the creators of the online store are located in different places, in other delivery services, payments, advertising agencies through different channels, developers, accountants and an ecommerce manager who brings it all together and tries to do it from this business to the company, carrying a large expenditure of time and money

Omnichannel importance: The need for an omni-channel approach to sales is a requirement of buyers

- The growth of online sales (from 5% to 30%, depending on the market) and the percentage of people who make offline purchases through online communication (from 30% to 75%, depending on the industry) leads retailers to develop an online channel not individually from other channels, but together: in the framework of communication and sales;
- Companies have a goal of developing omni-channel tools, but they face difficulties in integrating and selecting tools.

Ecommerce logistics differs from offline retail: The organization of supply chain between warehouses, stores, delivery to customers and handling of returns is very different from the configured logistics for offline retail

- The development of omni-channel business led to the need to use the stock of all stores and warehouses, as well as, provide logistics between them,warehouse pick up, reservation and pick up from stores
- The development of global trade opened the border for all retail players on the one hand and brought the competition to a new level, where global marketplaces began to compete with local players. As a result, it became possible to deliver orders not only from centralized warehouses, but also directly from another country or the manufacturer's warehouse.

Countries have differences: New global markets could open new opportunities, but are not available because of the complexity of operations

- There are a lot of markets available in the world for e-commerce, but currently they are not available to retailers because of the complexity of localization: taking into account delivery, languages, support services, requirements for taxes, and other charges;
- In each country there is a large number of marketplaces where one can list products for sale and receive new orders that have specific requirements for delivery, placement, classification and level of service.

In-house development loyalty system and cross-promo activities with partners becomes a problem for retail

- Current loyalty systems are usually built on the basis of simple cash back or a cumulative discount. Although, the development of communication with the client makes it extremely important to receive feedback and social activities;
- Cross-promo activities with partners create great opportunities to get new customers from non-competitive companies, but require a lot of manual and difficult work for the marketing department.

Innovations in retail are slow

- Retail has become competitive on the one hand, but on the other hand, the development of new services and products is slowed down due to the fact that managers are distrustful of new IT products or there are great difficulties for implementation.

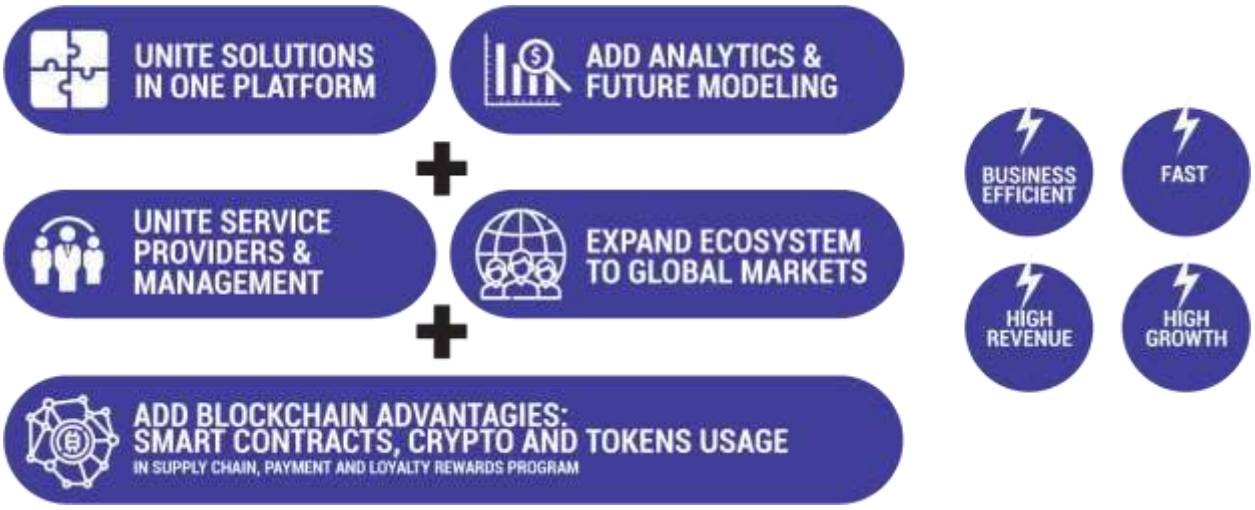
It is difficult to scale the ecosystem of partners in different countries

Each country has its own peculiarities in business and affairs in the trust and transparency of work.

It is extremely difficult to break up the system of partners in different countries.

Everywhere there are their standards of accountability, quality control and payment for services.

Retail.Global creates solutions for e-commerce market



RG generates revenue growth from online and offline sales channels

- Retail.Global develops omni-channel tools that will make offline and online shopping equally convenient and personalized;

- A complete set of tools has everything needed for the integration of customer databases, real-time availability of goods, delivery from stores, and customer communication;

- The Retail.Global platform is also suitable for strictly offline buyers - they are available as a "favorite store" feature, store bookings, quick links to nearest stores and other functions. According to various estimates, 30% to 80% of offline shoppers research products or learn about promotions online;

- Shopping malls can create an online store consisted of all stores located in the shopping center: customers will have an access to all goods from all stores both in the shopping center and for delivery.

Efficient use of all retail stock – from shops to distributed warehouses

- Many industries have a large variety of goods that are located in distributed warehouses: central regional warehouses, shops distributed throughout wide geography of both cities and countries - Retail.Global solves the problem, both in terms of merging accounting databases, and logistics between warehouses and to the buyer. From pick up in Munich to last-mile delivery in Buenos Aires will be easy, both for business and for buyers;

- Now you can manage deliveries from other countries safely: you can make purchases in other countries, regulating the relationship between the supplier, the agent and the delivery

service with the help of a smart contract, created on the platform: when a supplier receives an order, the agent checks the supplier, the goods and ensures safe transfer to the delivery service. Once the delivery service receives a message about the beginning of the delivery - the supplier is able to claim the money;

- By forwarding the goods directly to the sorting warehouses, located in different countries, you can see which ones are in stock in one interface. Upon receipt of an order, they will automatically go to bundling and shipping to the client.

Local players become global: access to new markets has become available to many ones

- Retail.Global provides opportunity to enter many new markets at once, using shop's existing online store and the most popular marketplaces in other countries;

- Multilingual functionality provides fast translation into local languages (automatic, through professional service, or manual) and local customers support in all popular communication services;

- To maximize website conversion rate you can add all popular local delivery and payment services;

- Integration with popular local marketplaces generates immediate revenue from the local market;

- Professionals in RG Service Marketplace can assist with advertising in local advertising channels;

- With the growth of sales, the platform will allow to use local warehouses for storage and processing of orders, which will make delivery to end customers faster and cheaper.

Tokenized loyalty system for the participants of the platform and a new stage of relationships with loyal customers

- Retail.Global will present a tokenized loyalty system that will allow to quickly create a custom loyalty system for any store with support for cash back or accruals, and also automate rewarding buyers for feedback about the product and service;

- The presence of many partners on the platform makes it possible to do cross-promo and lead generation for non-competing stores, which will give buyers an additional with their purchase, and for business customers a new sales channel;

- The connected system for creating branded promotional products lets businesses to offer not just discounts, but also branded gifts, created just-in-time from 1pc;

- Open API allows to integrate third-party blockchain loyalty systems, exchange tokens, as well as, provide the opportunity for active customers to earn money or points by using built-in referral system.

Retail.Global aims to provide retail industry with new technological solutions

- Retail.Global forms a fund for acquisitions and R&D to develop new solutions for offline and online retail, which will in the future make retail more efficient and convenient for customers;

- Enabling many medium and large sellers, we can form a platform for experimentation, product development and worldwide scaling of startups;

- Business users of the platform will gain access to market innovations and will be able to obtain the most current solutions. With minimal integration costs, startups for the most part will use the integration solutions of Retail.Global.

Retail.Global choose blockchain to boost our expansion and to solve the trust issue within all new partners in Retail.Global ecosystem

Solving the trust & transparency issues will help us to build a successful global business.

Now we can integrate new partners very easy and much faster because new partners can be sure for payment for their services and Brand can be sure for quality – all deals transparent on blockchain

All store orders with the sources of traffic and additional information are stored on the blockchain.

Solution using smart contracts:
- Webmasters (advertising partners) get a smart contract to be paid for generated orders (in full on time)
- Brand and Retail.Global: smart contracts provide automatic payments based on delivery and payment statuses (works as escrow service) - all partners get commission from delivered orders
- Customers can use escrow service when make payment to shop - shop gets moeny when order will be delivered and checked by customer
- All partners in any countries can use escrow payments to order the services to be sure in result and payment

Retail.Global Ecosystem

Modules of platform

ONLINE STORE

Customised online store with all-in-one solution for all sales needs

PRODUCTS & ORDERS MANAGEMENT SYSTEM

Show catalog of products, fulfil orders from any places and make delivery. Connect service providers: payment, support and other

GLOBAL ADVERTISMENT NETWORK

Unite all best-class affiliate networks and advertisement agencies all over the world to get customers all over the world

LOYALTY REWARDS PROGRAM

Boost sales by increasing customers retention

ANALYTICS & CONTROLLING

All sales, customers and products analytics. Service providers controlling. Future modeling.

OMNICHANNEL BUSINESS

Make your business omnichannel: unite online, offline, mobile sales channels and communication

Marketplaces

MARKETPLACE OF SERVICES

Personalization, advertisement tools, email/sms/push, analytics and others

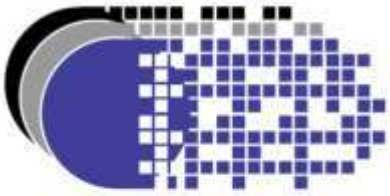
MARKETPLACE OF PRODUCTS SUPPLIERS

dropshipping, just-in-time production, distributors stock

MARKETPLACE OF SERVICE PROVIDERS

content, support, development, marketing, payment, delivery

Description of modules



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Make your business omnichannel: unite online, offline, mobile sales channels and communication.

ONLINE STORE

Features of ecommerce platform:

1) **Brand online store**: desktop, laptop, mobile online store version with unique design
2) **Apps and Bots** with integrated orders management and support: Mobile app, Facebook app, Bots for Messenger, Telegram, VK, WeChat
3) **Products feed & orders integration to marketplaces** (amazon, ebay, etsy, yandex) & ads services (google, yandex, bing)
4) **Integration system**: with partner CRM and services
5) **Multi Language interface** and auto translate system

Marketplace of services: personalization, advertisement tools, email/sms/push, analytics and others

PRODUCTS & ORDERS MANAGEMENT SYSTEM

1) **Connect stock of your warehouses or shops** – all products will be on sale in your store with just-in-time integration
2) **Use dropshipping and distributors warehouses** to make your assortment wide and boost sales – just one click and you get new products to sale or buy it and move to fulfillment of a warehouse. Connect warehouses from any country – to make delivery faster.
3) **Create new products** with just-in-time printing on clothing, accessories or your stuff (just-in-time printing services integrated on services marketplaces)
4) **Orders management system**: confirm, fulfil, send and delivery orders anywhere
5) **You can see and manage your stock**: what products and what warehouses connect.
6) **Supply chain based on smartcontracts** with multi-sign: supplier, buyer and 3rd party (wholesale agent, credit organization or somebody else if it needed). More info in "Use cases"

   To sell around the world you have to operate with local delivery, payment, multilanguage customers clients support

   On Retail.Global platform you can control all sales, products stock and traffic from each country you sale

   Professional teams from Retail.Global Service Marketplace to start & manage your shop support middle and big companies to creation, migration and development of all project from start to growth of online store.

Marketplace of products suppliers: dropshipping, just-in-time production, distributors stock. Marketplace of service providers: content, support, development, payment and delivery

GLOBAL ADVERTISING NETWORK

Unite all best-class affiliate networks and advertising agencies all over the world to get customers all over the world

Get customers from all main advertisement channels:

- Advertisement networks & search: Google, Bing, Yandex, Baidu
- Social networks: Facebook, Instagram, VK, Weibo and others
- Affiliate networks
- Marketplaces: Amazon, Tmall, Etsy, Ebay, Yandex.Market and others
- Customers retention: email, push, retargeting, loyalty rewards

Marketplace of service providers: affiliate networks, advertising agencies, freelancers

LOYALTY REWARDS PROGRAM

We see great abilities of Retail.Global loyalty rewards program:

1) **Loyalty Rewards System with Token**: Getting of feedback and reviews of products and service
2) **Make special referral partners program** for opinions leaders and CPA partners
3) **Use Partners API** for promotions with partners
4) **Partners network for exchange leads** and shops token
5) **Retention tools**: special offers, coupons

With cryptotoken Retail.Bonus Token – boost feedback and reviews from our clients to improve your business, reward your clients for shopping and remind for new products.

Our vision to development of loyalty rewards program for all clients for platform.

Non-competitive shops can make option for their customers to change loyalty points to leads from another shops, so it makes new sales

Customers can get tokens for:

- Purchased products as cashback
- Reviews on shop, social media
- Participations in shops contest and different marketing activities
- Referral program for new leads

Partners can accept tokens as partly payment for purchase

Powerful Rest API allows to make united marketing campaigns with different partners

Exchange of shops tokens: change shops token to use discount and presents

ANALYTICS & CONTROLLING

All sales, customers and products analytics.

1) Service providers controlling: dashboard and task manager
2) Roadmap & financial modeling
3) Dashboard with reports
4) Export & Import Data

OMNICHANNEL BUSINESS

Omnichannel services and integrations are very useful if you own stores.

Platform perform:

- showing where to buy it now in stores
- online booking in store
- 3 hour delivery from store
- Mobile App for customers and shops assistants to check availability and order
- and much more to connect offline & online

Digital devices now influence about 60 percent of offline retail sales according to estimates from Deloitte [7], so omnichannel integrations is most important way to make customers loyal to retailer.

Blockchain solutions

We use blockchain in main 3 parts of global online sales

1) **Customer Acquisition:** Global Affiliate Advertising Network

Problem:
- Lack of accounting transparency of the orders in terms of advertising
- Lack of trust in payments (from the advertising partners standpoint)

Solution:
- All store orders with the sources of traffic are stored on the blockchain
- Webmasters (advertising partners) get a smart contract to be paid for generated orders (in full on time)

2) **Orders Delivery & Payment:** Blockchain Partners Ecosystem

Problem:
Brands, customers and service providers all over the world want to be sure that the currency calculation and transfer will occur as soon as the information about the delivery and payment is received

Solution:
Smart contracts provide automatic payments based on delivery and payment statuses (works as escrow service)

3) **Customers Retention:** Tokenized Loyalty Rewards System

Problem:
In most cases loyalty-rewards programs are complex and not transparent, the points obtained often are not used

Solution:
Tokens will be used in all stores
Retail.Global ecosystem stores will acquire more new clients by accepting loyalty-rewards tokens

Structure of RG Ecosystem

An ecosystem is formed around the platform, which consists of:

- **Brands**
  manufacturers, stores, brand owners, shopping malls

- **Products Suppliers**
  manufacturers, distributors; wholesales, dropshipping, just-in-time production

- **Services**
  analytics, advertising, IT-infrastructure, etc.

- **Service providers**
  content, delivery, payment, management, consulting, etc.

- **Affiliate partners**
  Affiliate advertisement networks, webmasters, agencies

- **Loyalty Rewards Partners**
  shops, airlines, banks, suppliers and more

All ecosystem participants are selected and maximally integrated into the platform to be able to operate as a single system and to provide sales around the world.

Country offices

Retail.Global organizes country offices in all key markets (China, India, Japan, Vietnam, South Korea, Germany, England, France, Russia) , which will allow:

- Attract and work closely with local business users
- Find, check quality and integrate new ecosystem members: suppliers of goods, services, services, marketplace and local channels of advertising and support
- Be able to provide all local legal and accounting documents

The token is used to pay for the use of the platform - it is not tied to the country in which the services are provided.

Advantages of the platform for business users

1. **Ability to work around the world with the level of service as a local company** - all necessary resources are connected to the platform: local teams for managing local advertising channels and placing on marketplaces, localization and customer support.
2. **The Revenue Sharing payment model (% of sales)** removes the risks of the negative economy of the project. You pay only orders made online, while getting an omnibus effect and increasing sales offline
3. **SaaS platform** that provides high service resiliency, quick availability from different countries and optimization of site content for fast download for customers. In addition, it gives: **constant updating of the platform** , new modules, integration with partner services and the formation of best case practices leads to the continuous improvement of your online business
4. **It is easy to include proven suppliers of goods and services in your sales process around the world:** You can choose among certified Enterprise teams that will develop your online business by being in direct contact with a representative of your company, thanks to the revenue-sharing model, the team is directly interested in your online success. All suppliers are fully integrated with the platform - this makes all sales "seamless" for customers
5. **Control and manage the entire online sales funnel for multiple growth:** The success of the Retail.Global platform is also achieved through the fact that online business is the entire funnel of sales, from advertising communication and websites to support service, delivery and loyalty system - and it is effective work on each of these stages leads to significant growth in business
6. **Use market best practices, sales channels, better connection conditions, and content and support for different countries** - a unique competence available to RG users that is made possible by placing a large number of companies from different markets on the platform, unique conditions for working with service providers and goods.
7. **RG token** can be used of the platform around the world: to activate the work with the platform from the side of business users and partners, a deposit is made in tokens that enable, among other things, a deferral of payment for services.

Advantages of the platform for suppliers of goods, services and service providers

1. The ability to get customers from all over the world and make your product global
2. Reduction of the resources spent for customer service through a single integration with the platform
3. Unique experience working with clients from all over the world

Technology

Technology stack

Our platform and production team uses MySQL, MongoDB, Redis, Memcached, Sphinx, Elastic Search, PHP, Python

Blockchain networks: Ethereum, Hyperledger

Interface of product

Now we have working platform for Enterprise clients use case.

Enterprise projects (pure online shops, shops chain and manufacturers) have access for different types of statistics, order management, statistic of warehouses stock.

Orders listing

Statistics

Statistics for supplier

Order view

Business model

Commission for platform usage

Companies pay for Platform by revenue sharing model:

- **Retailers**

with revenue sharing model: from 15% to 25%

- **Service companies: with revenue sharing model:**

from 1% to 10%

- **SmartContracts and Loyalty Reward Tokens fee:**

from 0.2% to 5%

Target clients

Platform has plans for different size of business:

1) **Owners of independent offline store**

They get new revenue stream from online and make better customers relations with omnichannel tools and loyalty rewards program
Global abilities to sales make real for getting loyal customers from all over the world.

2) **Trade centers and Department Shops**

We have offer for trade centers to make online store in regard to all stores.
Now trade centers have problems with capacity of trade centers and realization of online store concept with mobile app and catalog with real availability of all products will be great step to boost the sales and make customers loyal.

3) **Manufacturers in Fashion, Beauty, Home Décor, FMCG, Sport and Food:**

enterprise service to companies with development of official monobrand online store with omnichannel tools and global service.
Integration of online merchandise just-in-time shop-in-shop increase the sales and make customers more loyal

4) **Entrepreneurs** that want to make business online everywhere: make your sales global and make all operation online in any point of the world

Target industries

1) Fashion Clothing, Accessories & Footwear – it's about half of all crossborder sales
2) Health & Beauty
3) Outdoor & Sporting
4) Speciality – food, luxury thing and special products

Use cases

1) Local manufacturer of shoes with local dealer network starts global crossborder sales and then transfers part of stock in Europe

Retail.Global implements on the platform following:

- The choice of the team that will create an online store, catalog and integration with the manufacturer and partners
- Products stock of all stores of own and wholesale partners are connected
- Multilingual support and worldwide shipping are connected
- Own brand loyalty rewards system
- Operating warehouses in Europe are being created for faster service to local customers

2) You have to boost local marketing, delivery and customers support to make global sales growing

The problem

To make global sales retailer has to pay at least to local marketing and content team, check the result of the work and even need to engage third parties who collect money and solve the dispute.

Solution

Multisignature-supported SmartContracts and payments made within Retail.Global platform make deals transparent and reliable. First, customers transfer money to platform address with Smart Contract; contractors make their part of job. Only after the customer is satisfied with the result they sign the Smart Contract and money is transferred to the contractor. Platforms have commission paid by Retail.Global Token

3) Ordering & checking goods from wholesale supplier of China

The problem

When ordering goods from another country customer faces the problem of worse quality and local agent (escrow) is needed to check the supply.

Solution

Retail.Global offers to make deals via smart contracts: first, supplier generate smart contract on the platform; then, customer reads, accepts terms and transfers money. When supplier is ready to send, they sign the contract and third party agent checks the deliverable. Finally, logistic companies have tracking history of cargo (“oracle”) and money is transferred to supplier.

4) Local trade center starts losing footstep and sales due to competition from online stores and new shopping centers

Retail.Global implements on the platform following:

- Creating a common online store with products from all stores
- Ensuring a content creation for the catalog and integration of all participants
- Provision of all omnichannel tools - from booking, availability in the store, product search among all stores

5) Loyalty rewards system for offline and online stores

- Personal cabinet with the history of all purchases in offline and online
- bonus system for social activities
- a referral system to enable all customers to earn bonuses on distributing coupons among friends
- opportunity to give instead of discounts on cash back goods to the bonus account
- the loyalty system giving branded crypto tokens to users - now there is a new opportunity to exchange them among all users
- Ability to exchange bonuses among partner loyalty systems

Roadmap

Our history started 10 years ago to creating all infrastructure for ecommerce

2007	Start of own online shop Proskater.ru, sporting goods
2012	Creating all infrastructure: warehouse, support, content creating, marketing and accountant
2015	First enterprise client - Quiksilver with Boardriders sport chain (brd.ru)
2016	We get first angel investment of $300,000
2016	New client - A3Sport, owner of Nike, SuperDry, Stride shops with DropSneakers.ru online store (reopen by Spacekix.com)
2016	Making all program infrastructure as platform to connect new online shops
2016	Making omnichannel modules for connect offline retail
2017	For next stage of development we get $300,000 from business-angel
2017	Start of customers stores - Glance, Mail.ru, VK.com, Soho, Union, JustCoffee, Anta
2018	New clients: 5Pockets Chain, Comma, Ripcurl, Steinberg
2018	White Paper issued with roadmap and vision for next few years development

After the Token Sale we plan to release next modules for Retail.Global platform

	Platform for Independent online stores	Platform for Enterprise online stores	Marketplace of services and service providers	Marketplace of products suppliers	Loyalty rewards system on tokens
4Q 2018	Ability to create, connect the necessary processes (delivery, payment, support, domain) - Russia, Belarus, Kazakhstan	Multilingual interface and international delivery & Launching New Enterprise Clients	Pilot run		Pilot run at stores
1Q 2019	Multilingual interface and international delivery - Germany		First users and partners in Europe and Russia		
1Q 2019	Expansion (Spain, Italy, France)		Full Release	Pilot run	Working start for all participants in the platform
1Q 2019		Expansion (Spain, Italy, France)	Expansion (Spain, Italy, France)	First users and partners in Europe and Russia	
2Q 2019	Expansion (England)			Full Release	
3Q 2019		Expansion (England)	Expansion (England)	Expansion (Spain, Italy, France)	Creation of modules for offline retail and first pilots
4Q 2019	Expansion (India)				
1Q 2020		Expansion (India)	Expansion (India)	Expansion (England)	The main launch for offline and online retail
1-2Q 2020	Expansion (China)				
3-4Q 2020		Expansion (China)	Expansion (China)	Expansion (India)	
1-2Q 2021	Expansion (Another Asia Countries)				
3-4Q 2021		Expansion (Another Asia Countries)	Expansion (Another Asia Countries)	Expansion (China & Another Asia Countries)	

Team and current business

All team have more than 10 year experience in ecommerce, retail and wholesale sales.

Retail.Global have advisory board that includes people from advertisement, retail, technology markets.

Team

Zhdankin Pavel

CEO and founder of Retail.Global, Proonline (Russian ecommerce service company), Proskater.ru (one of the leader in sport ecommerce in Russia), Brandship (merchandise business for brands). Over 10 years experience in ecommerce

Satsunkevich Artur

Director of partnership and Business Development. Over 10 years experience in sales of fashion and FMCG (Gloria Jeans, Lacoste, Jeans Symphony, KixBox)

Evgeniy Sorokin

COO of Retail.Global. Over 7 years in company, control of creating of all infrastructure for ecommerce: warehouse, call-center, document processes and logistics

Gagiev Arkadiy

Chief Marketing Director

Over 6 years in data analytics of fashion and FMCG sales. Expert in all digital marketing channels: context ads, SEO, media buying, SMM, email and others

Gavrish Dmitry

CTO of Platform. 7 years of experience in web-development

\+ **60 people in team: content, support, marketing, development, warehouse and accounting**

Advisors

Roger Crook

The CEO of DHL Global Forwarding. 30 years international experience, served on the board of Deutche Post DHL. Worked with Amazon and Lazada/Alibaba in the US, EU and Asia

Keith Teare

The founding shareholder of TechCrunch, Executive Chairman at Accelerated Digital Ventures, founder of many companies Archimedes Labs, EasyNet (>$1 bln valuation), RealNames (>$1 bln valuation), Minds and Machines Inc. and many more

Ken Leaver

Director of product at Wayfair ($7bln US ecommerce), Head of Product LAZADA (an Alibaba Company), ex-CEO Groupon UA, also: VISA, BCG, Strategy Partners

Gary Baiton

Advisor and Blockchain & Token Sale Expert from San Francisco (IBC Group, Crypto Lawyers Corp, Angel/Crypto Investor)

Shamis Alexander

Partner in Dostavista (global crowdsourced same-day delivery service.), Founder of Printio (just-in-time gifts production), Foodik (food delivery)

Nester Roman

CEO and co-founder, Segmento

Segmento is a leading data-driven omnichannel marketing platform. Acquired by Sberbank Group (LSE:SBER, largest Bank in Eastern Europe) and AFK SISTEMA (AFKS (MCX))

Matskevich Dmitry

cofounder of dbrain (blockchain platform to collectively build AI Apps), cofounder of Flocktory (acquired by QIWI), Relap.io. Advisor in relationships with investors, partners and AI technologies in retail and media

Aizen Ilya

Founder of Flocktory (acquired by QIWI), investor of many startups. Advisor in ecommerce, B2B relationships, growth hacking and relationships with investments

Solodov Vladimir

Business consultant, MBA (Cornell Institute), working for The Boston Consulting Group (BCG). Helps with networking, finance and global vision

Tomashevskiy Denis

CEO of Quiksilver Russia & Finland & Denmark, ex-head of Marketing Adidas CIS. Advisor in retail chains, wholesale system, international expansion and management

Dostavista Global

B2C & P2P Shipping on uber model in Russia, India, China, Brazil, Mexico, England, Indonesia, Turkey and other countries. Advisor in shipping, uber model capabilities of markets and implementation for Retail.Global platform

Dbrain

Blockchain startup focused on AI usage in business cases: all Retail.Global users have early access for all Dbrain application: image and video processing to online store

Our current clients

1) **Proskater** (online sport clothing retailer)
https://www.proskater.ru/info/platform
Pure online leader of sport segment – unite over 50 warehouses from 4 cities

2) **BOARDRIDERS** (shops chain of Quiksilver)
https://www.brd.ru/info/platform
Omnichannel retail chain of sport and clothing goods – unites 7 warehouse

3) **GLANCE** (designer clothing manufacturer and shops chain)
https://glance.ru/info/platform
Big fashion retailer of 150 shops

4) **SOHO** (shoe shops chain)
https://sohoshop.ru/info/platform
Shoe retailer and distributor of Clarks, Ara, EMU, Porsche Design and other brands

5) **Gifts.Mail.ru** (online gifts store)
https://gifts.mail.ru/info/platform
Gifts shop for one of the biggest online company (market capitalization $4bln)

6) **VK.com/Shop** (online gifts store)
https://vk.com/shop
Gifts shop for biggest social network in Russia VK.com

7) **JustCoffee** (coffee manufacturer)
https://justcoffee.ru/info/platform

8) **UnionBoards** (sport equipment manufacturer)
https://unionboards.ru/info/platform

9) **Anta** (top Chinese sport manufacturer, operating of 10000 stores all over the world)
https://anta-sport.ru/info/platform

10) **5 Pockets** (top Russian fashion retailer, more 100 shops)
https://5karmanov.ru/info/platform

11) **Ripcurl** (one of the top sport extreme brands)
https://ripcurl-store.ru/info/platform

All projects now make up **$4 000 000/year** margin revenue with platform

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Risk factors

The purchase of Retail.Global tokens (hereinafter referred to as "RGT", "Token" or "Tokens") may be associated with a high degree of risk. To protect the interests of Token's potential purchasers, Retail.Global team conducted analysis of such potential risks and outlined the result of this analysis in this chapter of the White Paper. IMPORTANT: THE LIST OF RISK FACTORS DESCRIBED BELOW IS NOT EXHAUSTIVE. IN ADDITION TO THE RISKS DISCLOSED IN THIS WHITE PAPER, THERE MAY BE EXISTING OTHER RISKS WHICH RETAIL.GLOBAL TEAM AT PRESENT CANNOT REASONABLY FORECAST. These risks can materialize in other forms of risk than those specified here. Prior to acquiring Tokens, each potential Token purchaser is advised to carefully review all the information and assess the risks of such purchase, including but not limited to, the risks set forth in this White Paper and to decide upon purchase of Tokens based on such assessment.

Technical and technological risks.

Risks of the blockchain. Tokens are released on Ethereum blockchain. In this regard, any malfunction of the Ethereum protocol may lead to a restriction in the use of Tokens, and / or to the fact that Tokens or the platform will function in an unforeseen manner.

Risk of hacker attacks on the platform, smart contracts, or Tokens. Tokens can be expropriated and / or stolen, by hacking Tokens, or otherwise. Hackers or other groups or organizations may attempt to intervene in a smart contract or Tokens in various ways, including, but not limited to, virus attacks, DDOS attacks, concerted attacks, network attacks, and denial of service attacks, and others. In addition, since the Ethereum platform is based on open source software, there is a risk that Ethereum smart contracts may contain intentional or unintentional errors or shortcomings that could adversely affect Tokens or lead to loss of Tokens, or loss of access or control Tokens. In the event of such an error or weakness of the software, there can be no remedy, and tokens owners are not guaranteed any compensation or compensation.

Risk of hacker attack on the computer of tokenholder, or loss of passwords / of private keys. Purchased Tokens can be stored by the tokenholder in her\his\its digital wallet or safe, for which a password, a digital key or a combination of digital keys is required. Accordingly, the loss of the necessary keys associated with such digital wallet or safe, can lead to loss of access to Tokens. In addition, any third party that gets access to such passwords and / or private keys (by way of getting (through hacking, or negligence of tokenholder) access to login credentials of tokenholders' hosting-wallet, or otherwise), will be able to use Tokens of the tokenholder. Retail.Global assumes no liability for such losses.

Risk of using new technologies, and changes in technology in the future. Tokens and blockchain are fairly new and relatively untested technologies. Although at the moment they have largely proven their efficiency, reliability and security, there is no guarantee that in future these technologies do not fail in any way. Further, as technological progress develops,

flaws can be found in these technologies, which flaws will prevent their functioning in the way that they function at the moment. Finally, there is no guarantee that these technologies will be compatible with any new technologies invented in future. In the event of such incompatibility, use of Tokens and blockchain can be found unreasonable and stopped.

Risk of incompatibility of the cryptowallet service. An electronic cryptowallet or wallet service provider that tokenholder has chosen \ will choose for obtaining and storing Tokens, must be technically compatible with Tokens. Failure to comply with this condition may lead to the fact that the tokenholder will not be able to get access to her\his\its Tokens. Tokenholders must independently determine the fact of the compatibility of the cryptowallet she\he\it registered, with the Tokens. Retail.Global assumes no responsibility for any errors related to wrong determination of the above fact.

Regulatory Risks.

Risk of regulatory uncertainty. Regulatory status of cryptographic tokens, digital assets and blockchain technology, is unclear or not defined in many jurisdictions. It cannot be excluded that such technologies, and, in particular, Tokens, will in future become subject to one or more (adopted or new) interpretations of laws (or other regulations), court judgments, or actions by various regulatory bodies around the world, including, but not limited to, the imposition of restrictions on the use or possession of digital tokens, such as Tokens. Such changes can adversely affect Tokens in various ways, including, for example, by determining that Tokens are regulated financial instruments that require registration or compliance with other legal requirements and procedures. Retail.Global may stop distributing Tokens, developing a platform or terminating operations in a particular jurisdiction if the actions of regulatory authorities of the relevant jurisdiction make it illegal or not commercially viable to proceed.

Risk of inability to obtain, maintain or renew licenses and permits. As of the date of Tokens sale, there are no statutory requirements requiring Retail.Global to obtain any licenses and permits necessary for the sale of the Tokens, but the risk that such legislative requirements may be enacted in the future cannot be ruled out. In this event, possibility of sale and further use of Tokens will depend on the procedure of issuing such licenses and permits, and on compliance with their terms. We cannot exclude that requirements of the law will be technically or economically unachievable for Retail.Global. Retail.Global may stop distribution of Tokens, develop a platform or terminate operations in a particular jurisdiction in the event of economic, technological or other inability to obtain the required licenses or permits under such jurisdiction.

Risk of governmental action. The industry of blockchain, and issue and turnover of tokens, is new, and simply by virtue of novelty can be subject to increased supervision and regulatory control, including investigations or enforcement actions. There can be no guarantee that the government will not study the activities of the parties. All this can be investigated, which in turn can have a significant negative impact on Tokens and / or platform development.

Business risks.

Risk of failure in development. It cannot be excluded that for various reasons, including but not limited to, for reasons of insolvency of business or technological strategies or business arrangements, technological problems, emergence of new technologies, etc., that the model that Retail.Global developed and described in this White Paper, will not achieve the desired functionality, be inoperative, or work in a way different from what developers designed it for. Also, we cannot exclude the risk that for these or different reasons, development and implementation of the model can take longer than Retail.Global predicts at the moment, and when the model is ready, it will appear to be outdated and\or irrelevant.

Risk of insufficient implementation. It cannot be excluded that, for various reasons, including, but not limited to, for reasons of insolvency of marketing strategies, external constraints, or competitors' actions, the model developed by Retail.Global and described in this White Paper model may appear to be unpopular and\or unclaimed, lacking use and application.

Risk of dependence on third parties. Even after the launch, the model developed by Retail.Global and described in this White Paper will rely, wholly or partially, on third parties, for adoption and implementation of certain functions, as well as for continuing its development, maintenance and support. Though above-mentioned third parties are carefully selected by Retail.Global team, there is no insurance or guarantee that these third parties will do their job properly, or otherwise meet users' needs, and this can have a significant adverse impact on the platform.

Risk of loss of cash. The project described in this White Paper, the model developed by Retail.Global, the platform being created, as well as any funds collected within the framework of the Token Sale described, are not insured. In case of failure of the project for any reason, loss of functionality of the Token or platform, there is no private or public insurance representative to whom tokenholders can apply for reimbursement.

Risk of force majeure. In the future, there may be extraordinary circumstances that Retail.Global cannot reasonably anticipate or prevent and that may be subject to restrictions or impediments to the operation of Retail.Global or Token platform.