The foundation of every relationship is trust.
So ..where are we ?
"what we raised today is not money .......

It is the **trust** from the people ....

Jack Ma

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Trust builds social capital

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For ecommerce, the most important thing is trust.

Jack Ma
EVOLUTION OF TRUST

TRUSTING ONE ANOTHER IN A COMMUNITY
FAMILIARITY
WE WERE ALMOST BORN IN TO IT
The global extent of the Panama Papers leak

Offshore companies incorporated by Mossack Fonseca, by jurisdiction

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Virgin Islands</td>
<td>113,648</td>
</tr>
<tr>
<td>Panama</td>
<td>48,360</td>
</tr>
<tr>
<td>Bahamas</td>
<td>15,915</td>
</tr>
<tr>
<td>Seychelles</td>
<td>15,182</td>
</tr>
<tr>
<td>Niue</td>
<td>9,611</td>
</tr>
<tr>
<td>Samoa</td>
<td>5,307</td>
</tr>
<tr>
<td>British Anguilla</td>
<td>3,253</td>
</tr>
<tr>
<td>Nevada</td>
<td>1,260</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>452</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>148</td>
</tr>
</tbody>
</table>

Countries with leaders or politicians/public officials named in the Panama Papers leak
Where is trust with financial services?

Trust has stalled and in some countries fallen.
Trust in Financial Services Declines in 13 of 28 Markets

Percent trust in the financial services sector, and change from 2017 to 2018

Distrusted in 11 markets

Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries shown to half of the sample. General population, 28-market global total.
For 17 years, the Edelman Trust Barometer has measured the level of trust in four institutions – business, media, government and NGOs, amongst more than 33,000 consumers across 28 countries.
What does it mean for FINTECHS

Edelman Trust Barometer
2017 Results

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>75%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>66%</td>
</tr>
<tr>
<td>Automotive</td>
<td>65%</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>63%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>63%</td>
</tr>
<tr>
<td>Energy</td>
<td>62%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>54%</td>
</tr>
</tbody>
</table>
A new paradigm of trust is emerging

The age of distributed trust
and use of technology
Technology is Crucial for Building Trust

Which of the following would most increase your trust in a financial services company?

- Reliable Fraud Protection: 36%
- Technology Solves My Problems: 13%
- Useful Mobile Applications: 9%

Source: 2018 Edelman Trust Barometer, DRV_LARGE. Which of the following would most increase your trust in a financial services company? Question asked of one-fifth of the sample. General population, all-tranche global total.
Technology for Distributed Trust

Trained ➔ Trusted ➔ Applied
Distributed trust

Trust that flows laterally between individuals
Enabled by Networks, systems and platform
DECENTRALISED TRUST
FLOWS THROUGH NETWORKS BUILT ON PEER REVIEWS

Our trust in a trust less system
Transparent Peer to peer
BFEX our core philosophy is to build a platform of decentralised trust
Financial empowerment
For the people. By the people
The problem: Access to finance is restricted.

- 2 billion Unbanked lacking financial identity
- No way to improve their lives
The problem is our opportunity
And our challenge!
Decentralized

**So that** lending or borrowing without barriers or borders
Powered by decentralized social trust credit scoring

Community is the universe individual its star.
BFEX social credit scoring aims to create a robust digital identity that empowers the person to access loans with the help of community which he is a part of.

Empower and uplift!
BFEX at the enterprise level strategy

A business platform

Business enterprise
On the block chain

Social enterprise
On the block chain

A social platform

Built by the BFEX community

Social science and data science will see his social capital grow
Financial identity
Two-thirds of unbanked adults have a mobile phone
Adults without an account owning a mobile phone, 2017

Sources: Global Findex database; Gallup World Poll 2017.
BFEX builds Social capital:

**SPOTLIGHT**

- **Engagement**
  - The more the level of participation in voluntarily on our platform, the greater the social capital.

- **Network building**
  - The more the networking on our platform, the greater the social capital.

- **Reciprocalation**
  - The more mutual support of our community members, the greater its social capital.

- The greater the social capital, the more empowered you feel.
BFEX business enterprise is powered by social trust

- A business platform
- Social science and data science will see his social capital grow
- A social platform
  - Social equity
  - Social capital
  - Spotlight
  - Built by the BFEX community
Financial Empowerment
For the people
By the people

From one to another (address to address)
You don't need a bank to lend or borrow.
With the Ethereum network, loans are sent rapidly

No middle-men, just the borrower and lender.
Hi I am Melisa
I have a college degree
And I want to start a business
I went to a bank.........
BFEX solved my problem in minutes

Key response:

No credit score. No problem...
No bank. No problem.

BFEX coin is Ether compatible

People lend BFEX /Ether to people
You don't need a bank account. Anymore
BFEX TOKEN

• BFEX generates its tokens through ERC223 on the Ethereum currency platform, which is the most widely used and secure blockchain network.

• The BFEX tokens will be developed and used as the common currency for services on the BFEX platform.
The technology snapshot

• BFEX P2P Lending Platform

This platform developed by BFEX team will allow users to give loans to other users with details being recorded on the blockchain on Hyperledger Fabric.

This lending platform utilizes Decentralized Social Trust Credit Scoring (DSTCS) in considering the qualifications of both lenders and borrowers, which generates social trust among community members.
BFEX Community engagement buildout

**WE ALREADY HAVE BUILT A COMMUNITY OF 50,000 BFEXERS**

The BFEX Community build out plan:

1. **Investor:** Entities wishing to be part of BFEX. They will be screened by BFEX-KYC in order to be listed as a lender.

2. **Borrower:** Entities wishing to borrow money via BFEX. They will be screened by BFEX-KYC and social/community process in order to be registered as a member as well.

3. **BFEX business partners who accept BFEX Tokens as a payment method for their goods and services.**
Token Utility Our BFEX tokens utility can be categorized into two different types of usage.
BFEX Equity Token:

- Equity tokens are suitable for investors who see the potential growth of the BFEX platform and interested in participating as shareholders.
BFEX Utility Token:

**Utility Tokens** are tokens utilized for purposes of payment for products and services via the BPAY application provided to users.
BPAY: wallet
Customer retention & engagement strategy

• **BFEX as Utility Token:**
  Utility Tokens are tokens utilized for purposes of payment for products and services via the BPAY application provided to users.

• **BPAY Mobile Application:**
  An application which allows BFEX users to utilize BFEX tokens as a form of currency to purchase products and services provided by our partners. Our users will receive privileges, such as cash back, from purchasing with our tokens.

• BPAY will be used to package the loan with various services emerging from our relationship with merchants

• BPAY is used as an effective engagement/retention strategy
Opportunity and market size peer to lending

Growth at a CAGR of 53.06% during the five-year period between 2016 and 2020.

$290 billion globally by 2020.

The universities of Cambridge, Sydney and Tsinghua and KPMG did a combined research on the US$102.8 billion peer to peer market in Asia.
Around 50% of adults in ASEAN have an account at a financial institution. Compared to MENA, 80% are unbanked.
BFEX

Financial Empowerment. For the people. By the people

A FINSOTECH ON THE WORLD WIDE LEDGER

Powered by a decentralized social credit scoring that provides a robust digital identity

BFEX is fully decentralized financial marketplace built on the Ethereum allowing lenders and borrowers from all over the world to create peer to peer lending agreements in a secure and transparent way using Blockchain and Smart Contracts
What makes us compelling and appealing?

- **Responsive**
  - Community approach
  - BPAY

- **Inclusive**
  - Social credit
  - Big data
  - AI
  - Machine learning

- **Differentiation**
  - Financial empowerment

- **Engaging**
  - Easy to get loans
  - Various options
  - Low cost

- **Trust engineering**
  - Block chain
  - Hyper ledger Fabric

- **Transparent**

Building customer financial identity where none exists.
Financial empowerment: For the people. By the People