

EASYBOOK COIN (EBO)

Payment Made Easy

EBO is launched by:

Easybook (B) Sdn Bhd (RC20003089)

2nd Floor, Unit B, Spg 98, Bgn HjH Dyg Damit Bte Panglima Asgar Dato Paduka Hj Awg Abdullah,
Kg Delima Satu, Jalan Muara, BSB BB4713, Brunei Darulssalam

A subsidiary of

Easybook.com Pte Ltd (200912660E)

8 Temasek Boulevard #14-02 Suntec Tower Three Singapore 038988.

Email: ebo@easybook.com

Disclaimer

Purchase, ownership, receipt, or possession of Easybook tokens carries no rights, express or implied, other than the right to use such tokens as a means to participate, interact or transact on the centralized Easybook Coin blockchain platform as further described in this whitepaper if successfully completed and deployed. This whitepaper is not and shall not be treated as an invitation to invest in Easybook.com. In particular, all participants must understand and accept that Easybook tokens do not represent or confer any ownership right or stake, share, security, or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in or relating to Easybook Coin and its corporate affiliates, other than any rights relating to the provision and receipt of services from Easybook Coin, subject to limitations and conditions appearing in any other required agreements on the Easybook Coin website. EBO is a payment token which can be used on the platform of Easybook.com and the platform of Easybook Coin for the purpose of the offering of the token. It may in future, be utilized in other merchants for payment purposes but not for speculative purpose

The participants acknowledge that Easybook.com will do its best to launch the token but it shall not be treated as a guarantee of the success of the token. The Easybook tokens may be utilized outside the centralized Easybook Coin platform as a digital currency but not as a security, debentures or any kind of security instrument, and Easybook Coin shall not be liable to any participant for any changes in value of Easybook tokens or any other damages that any participant may incur as a result of using or purchasing Easybook tokens for anything besides their intended use on the Easybook Coin platform

Contents

	Page
Disclaimer	
Executive Summary	4
Easybook.com	5
The Problem	6
The Solution - Easybook Coin (EBO)	7
Easybook Coin Technology	8
EBO Rules and Regulations	10
Market Size and Future Growth	12
The Opportunity to Join Easybook.com Growth	14
Conclusion	16

Executive Summary

Easybook Coin (EBO) is a solution offered by Easybook.com for better experience in cross-countries ticketing purchase and it is created by Easybook (B) Sdn Bhd, which is also a Brunei subsidiary of Easybook.com Pte Ltd. EBO is developed subject to the nature of token which to be used in any merchants and exchange platforms which accept EBO, one of the platform is Easybook.com platform (the largest land and sea ticketing platform in ASEAN) to purchase all the travel products, namely bus, train, ferry, flight, and car rental.

Easybook.com was originated from Singapore and Malaysia in 2005. For the past 15 years, Easybook.com has been expanding from a single bus ticket product to other various travel products and successfully establishes its reputation in the region of ASEAN. Throughout the years, we noticed one issue that is facing by us as well as the customers, that the purchase of tickets was slowed down by the issue of multi-currency payment. Therefore, to solve this problem, Easybook.com had come out EBO to be used commonly across all countries that Easybook.com had ventured into.

EBO is utilizing Easybook.com's proprietary blockchain technology, with centralized control and audit by Easybook.com. Unlike other decentralized cryptocurrency technologies, EBO does not need mining, and all transaction records of EBO will be added to the blockchain instantly (fastest). This characteristic will make sure all the transactions of tickets purchase in Easybook.com that paid by EBO will be completed instantly without waiting. Any theft of EBO, can be recovered and rectified quickly by Easybook central audit compared to other cryptocurrencies which are unable to do so.

Customers will benefit from owning EBO despite enjoying the convenience of purchasing tickets with EBO, they will enjoy a guaranteed value gain of the EBO coin. EBO is another payment option for customer to spend at the merchants and exchange platforms which accept EBO. The EBO is backed by a solidly established business from Easybook.com. Easybook.com has more than 3 million members and are generating an annual revenue of close to USD100,000,000. The massive members and vast demand will boost the value of EBO.

The EBO is governed and in compliant with the laws of Brunei.

Easybook.com

Founded in 2005 by Lee William, Easybook.com has become the most exceptionally massive online platform and backend ticketing system provider for transportation companies among ASEAN, comprising the bus, ferry, train, car rental, charter, and flight (recently added) as well as extended products like hotel and Easybook Wallet.

Easybook.com has two core products namely, Easybook backend system (EBK) and Easybook website/app, EBK is a robust ticketing management system provided to transport operators. The system is well-developed with constant improvement based on the transport operator's feedback and request which helps in improving the working efficiency of transport operators. For Easybook website, www.easybook.com, it is the online booking platform in ASEAN serving the passengers around the world during their traveling in ASEAN.

Today, Easybook.com has become the largest land and sea ticketing platform in ASEAN in terms of the number of transport operators, the number of routes, and gross merchandise value with 40 million tickets sold to date. We have offered a network of over 3,000 operators available throughout all of ASEAN and about 3 million members in the Easybook.com ecosystem and able to generate approximately USD100,000,000 annual revenue.

The Problem

Different Native Currencies When Purchase Travel Products

Expand the company business to 10 countries in ASEAN has opened up a new opportunity to Easybook.com. However, new challenges come along with those opportunities. Easybook.com operating in ASEAN countries with different native currencies and that multiple of ticketing transactions happen every day incurring various of currencies exchange. Customers can choose the currency they want to make payment then receive the ticket they purchase. There is a total of 9 currencies accepted in Easybook.com website namely SGD, MYR, IDR, THB, VND, USD, MMK, CNY, and LAK.

It is Easybook.com's value to ease the inconveniences of our customers when they travel in ASEAN countries. We will accommodate all the currencies commonly used by our customers to facilitate the ticket purchase process. Nonetheless, our accommodation with the existing payment service model is not suffice to bring the best cross-border transaction experience to our customers.

Issue arises upon the currencies exchange, not only faced by us but also our customers. Due to different currencies used in different countries in ASEAN, each of the payment gateways shall incur a certain percentage of transaction costs and currency exchange loss, for example, payment gateway fees when customers make payment. As a result, there is a certain percentage of transaction costs occur in the total number of USD100,000,000 turnover, that will amount to few USD millions per year.

Ultimately, the fees incurred in purchasing the tickets are more than that the actual value of the tickets. Let's not mention when the transaction involves cancellation and refund where the company and customers may need to spend another round of currencies conversion losses. Customers have to pay more due to the currency issue.

Operational wise, we need to expose the same card information to multiple currency payment gateways if the customer buys our different currency tickets in multiple transactions. In addition, for frequent travellers, they have to enter the credit card information every time they buy tickets in Easybook.com. This is very inconvenient.

For the benefits of consumers, both Easybook members and public, we foresaw the need to generate an innovative and efficient method to solve the issue for cost and time-saving, data keeping, and most important to standardize the currency used in purchasing for the customers from different countries.

The Solution – Easybook Coin (EBO)

The creation of the cryptocurrency technology inspired us to issue a common coin for our customers. With the emergence of EBO, we hope to develop a new page for consumers and online travel agent (OTA) industry in ASEAN.

EBO is backed by Easybook.com, a company has 15 years track record in the online ticketing industry and backend ticketing system development since 2005. We have a mature marketplace for online users to buy transport tickets online and over 3,000 transport operators using our online platform to sell their transport tickets throughout of ASEAN. We encourage the usage of EBO among our customers to enjoy a brand-new experience of buying travel products in Easybook.com platform.

Besides using EBO at Easybook platform, consumers can also use EBO and the value gained at any merchants and exchange platforms that accept EBO. Customer can buy variety of products or services once the adoption of EBO increase in the market.

EBO is utilizing Easybook.com's proprietary blockchain technology, with centralized control and audit by Easybook.com. Unlike other cryptocurrency technologies, EBO does not need mining, and all transaction records of EBO will be added to the blockchain instantly. This characteristic will make sure all the transactions of tickets purchase in Easybook.com that paid by EBO will be completed instantly without waiting. Our vision is to enable EBO to be used as a medium to purchase any products and services in ASEAN. The transaction shall minimize the payment gateway cost, in a faster manner of time, secure, easy, and transaction recorded by using Easybook.com's proprietary blockchain technology.

Once all participants use one common currency – EBO, the participants will get a lot of advantages from this blockchain project. With banks and other intermediaries removed from the payment gateway process, members can connect directly to Easybook.com and other merchants and exchange platforms where the value resides. Transaction costs will be reduced to the minimum which in return for the cheaper products and services price. Lowering of remittance costs could increase the purchasing volumes and lift over 3 million users.

Fraud is also a major factor impeding the deployment of platforms such as EBO on existing debit or credit card services. Since transactions are instant, chargeback risk from credit card theft is greater. Utilizing EBO enables us to accept a currency whose ownership we can verify and trust. Besides, EBO able to increase convenience during a purchase in the shopping cart. Despite the benefits mentioned above, members also will enjoy a guaranteed value gain of the EBO coin.

© 2020 Easybook. All Rights Reserved.

With centralized control and audit, Easybook.com is able to recover any EBO theft or miss-payment and return back to the original owner. This will also enable us to monitor any money laundering and terrorism funding easily and quickly.

EBO Technology

Token Feature

EBO is a token nature of medium with the objective to allow the subscribers of EBO to spend the tokens in merchants and exchange platforms that accept EBO. One of the platforms allow subscriber to use EBO to purchase travel and transportation products is Easybook.com. The travel product that available includes:

- Bus Tickets
- Ferry Tickets
- Train Tickets
- Flight Tickets
- Car Rental

The above products cover the services in the region of ASEAN.

Participants can use EBO at any merchants and exchange platform that accept EBO. Within the EBO ecosystem, the EBO will be used internally to purchase a ticket via our Easybook Wallet. Customers can buy EBO at ebo.easybook.com without register on the Easybook.com website. The EBO is denominated in USD and can be paid by any currency.

Easybook.com members can choose to top up cash in Easybook Wallet using any currencies at your convenience to buy EBO. The currencies accepted by Easybook Wallet include SGD, MYR, IDR, THB, VND, USD, MMK, CNY, and LAK.

How Does Easybook Wallet and EBO Work?

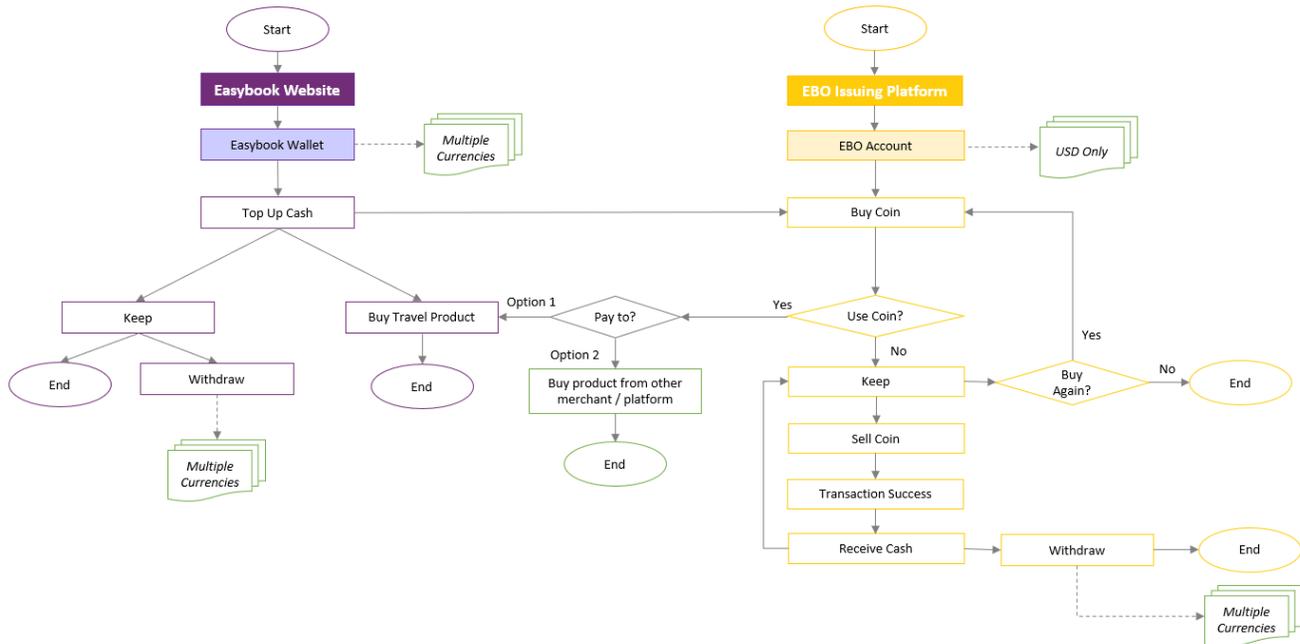
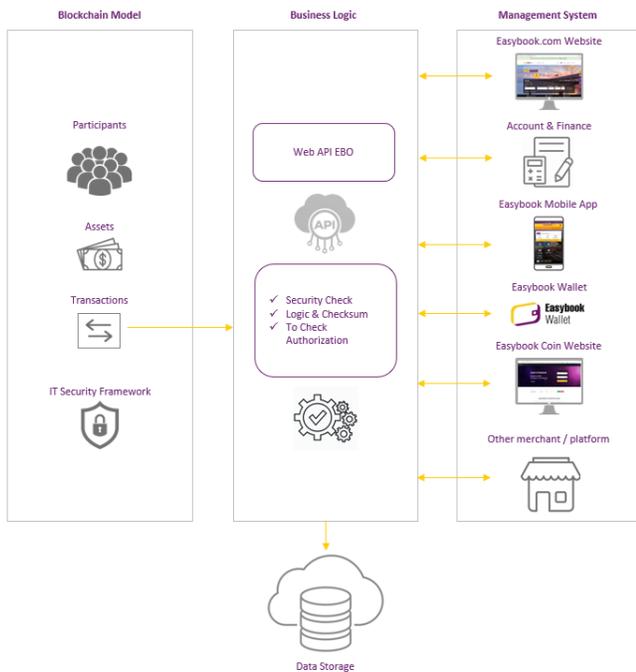


Table 1: Synchronization of Easybook Wallet and EBO

The table above shows the option given under Easybook Wallet and EBO. From the beginning the customer may chooses to join our wallet services which will consists of the EBO platform; or, to opt for single entry through EBO only.

Easybook Blockchain Technology



EBO Rules and Regulations

Governance of EBO

EBO are subject to the governing laws of Brunei.

EBO will be issued and valued in US Dollar (“USD”) and subject to the following conditions:

Important Date

1. ICO period: 1 – 30 June 2020
2. Trading among members in EBO Issuing Platform: Tentatively 1 July 2020
3. Easybook Coin can be used to purchase Easybook.com product, start from 1 July 2020

Trading Mechanism

1. Control Trading Period

First two years of EBO purchased, the EBO price will be controlled and fixed by Easybook.com in ebo.easybook.com. The price will be controlled to increase gradually throughout the first two years.

2. Flexible Trading Period

Starting from the third year of EBO purchased, EBO price will be allowed to fluctuate based on supply and demand of trading in the ebo.easybook.com.

Token Distribution

In order to maintain the stability of EBO, the issuance units of new EBO is limited and will be issued in 3 phases as below:

Year 1	: 200 million EBO
Year 2	: 300 million EBO
Year 3	: 400 million EBO

Coin Splitting

Coin splitting will occur from time to time to reduce the too expensive EBO value while increasing the number of EBO held of existing coin holder. For example, if the coin split cause the EBO value to reduce by 3X, then the number of EBO held by existing coin holders will be increased by 3X.

Coin Utilization

EBO can be used to purchase all the product within easybook.com website, app and other merchants and platform which accept EBO. The conversion ratio of EBO to product will be predetermined by respective merchants including Easybook.com subjects to changes from time to time.

Roadmap

Q2 2020	Q4 2022
<ul style="list-style-type: none">• To launch Easybook Coin to its members, then the public	<ul style="list-style-type: none">• Initiate Flexible Trading Period to the Coin
<ul style="list-style-type: none">• Initiate Control Trading Period of the coin	

* EBO rules and regulations subject to change from time to time.

Market Size and Future Growth

Transportation Market in ASEAN

The land, sea and air transport industry in ASEAN is a booming industry with an estimated USD20 billion market value driven by over 10,000 land and sea transport operators and about 75 airlines. One of the reasons is because ASEAN citizens depend heavily on land and sea transport for their mobility needs. For aviation industry, rapid economic growth, urbanisation, and swelling middle class attribute to the increasing demand for air travel in ASEAN.

Growth in the land and sea transportation market is being driven by a fast-growing population and high levels of government investment into transport infrastructure. Governments' actions in improving the transportation system mainly due to the understanding of without the sustainable transport policy and infrastructure, the development of the country will be affected.

Land, sea and air transportation are often used as main and repetitive means of travel, and the demand for travelling and booking tickets online is growing, particularly among the younger population in these archipelagos. Today, online and mobile booking is the trend in today's ticketing market.

Congestion and environmental damage in cities have urged the governments in seeking solution to encourage the travellers in utilising public transport. Governments initiative include:

- Regulatory improvements for better efficiency and safety
- Better integration between bus and rail networks
- Introduction of exclusive rapid transit lanes for buses
- Further expansion of rail networks
- Centralize ticketing in bus/ferry terminals
- Encouraging the public to book ticket online

The Future of E-wallet in Travel Industry

ASEAN is expected to see faster adoption of e-wallets payment service due to the region's young and highly-connected population. Government's action in encouraging the usage of e-wallet also important to boost the usage of e-wallet and non-cash payment service among the citizens.

The mushrooming of e-wallets in ASEAN could be useful for the travel industry. With e-wallets, most of the payment hassles associated with travelling can be made easier. The traveller can also use an e-wallet to pay for traveling products further earn points or discount that benefits the travellers.

The Future of CryptoCurrencies

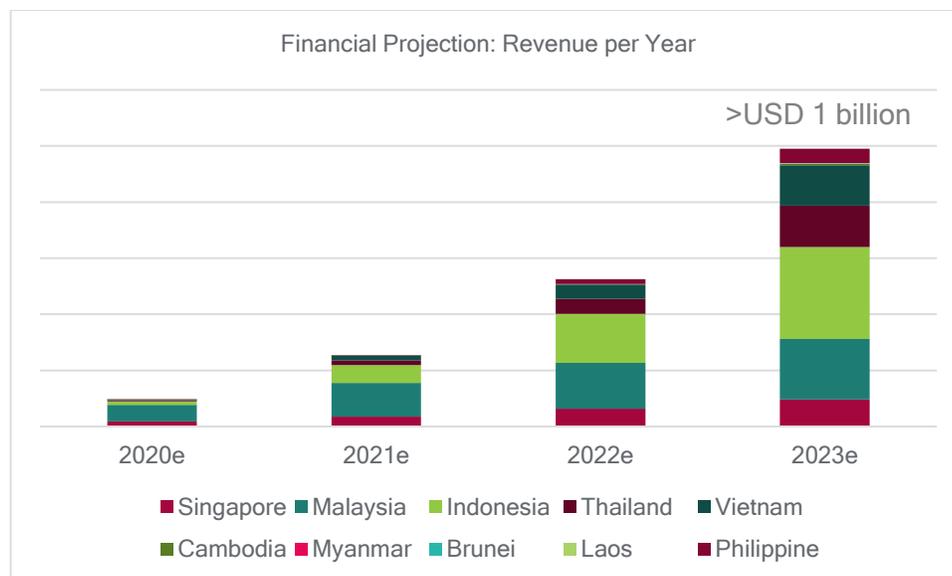
Today, customers prefer to make their purchases from their mobile phones or tablets. This is important for a couple of reasons. First and foremost, purchases can be made at home or on the go. When the purchase method changed, a new payment system is needed to support the change, one of them is cryptocurrency.

There has been a steady growth of interest when it comes to cryptocurrency. With the use of cryptocurrency, every transaction becomes transparent and fraud cases will reduce accordingly.

Cryptocurrencies have always been a hot trend among traders around the world. Many traders create own cryptocurrency to facilitate business transaction in their ecosystem. They encourage their members to buy the company coin or point to speed up the transaction and further reduce the transaction cost.

The Opportunity to Join Easybook.com Growth

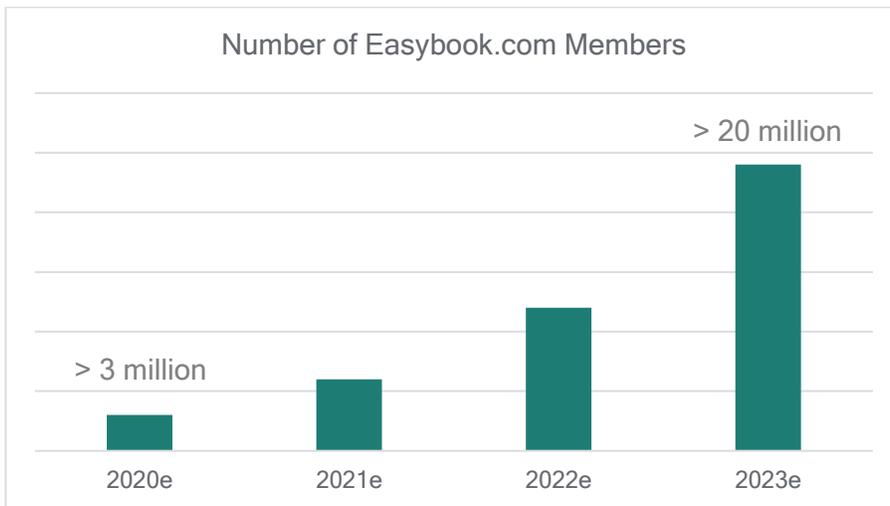
Easybook.com involved in the e-commerce industry since 2005. We are now one of the leading online booking platforms for land and sea transportation services in ASEAN offering various travel tickets to help the online customer connect to spectacular destinations. We have offered a network of over 3,000 operators available throughout all of ASEAN with various bus, ferry, train, flight, and car rental tickets for an online customer to choose from. As of today, more than 40 million trips have been successfully booked through Easybook.com. Currently, Easybook.com has about 3 million users for its transportation ticket booking business online and able to generate approximately USD100,000,000 annual revenue.



Source: Estimated 2020-2023 financial model, financial period January to December, Easybook.com (2020)

As mentioned in previous section, the estimated market value in the land, sea and air transport industry in ASEAN region is approximately USD20 billion. According to our latest data, Easybook.com generate approximately USD100,000,000 annual revenue from the total market value. The projection indicates that Easybook.com will grow at least 2x per annum for the next few years to achieve more than USD 1 billion revenue per year by end of 2023. The increase in revenue and customers, will directly increase the demand for the EBO, and hence will push up the EBO price almost 2x per annum following the growth rate of the revenue. We encourage our members to buy EBO to facilitate the ticket purchase process and earn the value gain from EBO.

The number of Easybook.com members keep the increase in recent years. Based on our projection, Easybook.com members will increase from 3 million in 2020 to over 20 million in 2023. To facilitate the payment process of our customers, we launched the Easybook Wallet in May 2019. Easybook Wallet aims to ensure that payments made by customers are secure while speeding up the transactions.



Source: Easybook.com (2020)

The overwhelming response from the Easybook Wallet users has made to the emergence of EBO. We believe this is a win-win situation for both parties. We create coin programs for our members to make travel products purchase easier. Members will also enjoy a guaranteed value gain of the EBO coin. The purchase of EBO at the EBO platform can be done 24 hours daily which brings big convenience to members.

With the coin purchased, beside buying Easybook.com travel products, members can use EBO to buy products and services from merchant and platform that accept EBO, which can encourage cross-currency products in ASEAN. It is a great potential to minimize the payment gateway cost by issuing EBO as a token for the members to purchase products and services. Meanwhile, EBO value is expecting to increase too due to the high demand for the coin, which able to standardize all the currency in just one coin, which is EBO, across the whole ASEAN region.

Conclusion

The publication of this paper is to share our value and mission for our EBO project and we shall continue to update this paper along with our progress.

Easybook.com members can buy tokens in Easybook.com self-developed blockchain technology. EBO is backed by Easybook.com a company has 15 years of experience in the OTA industry with over 3 million registered members.

Unlike other cryptocurrency technologies EBO does not need mining, and all transaction records of EBO will be added to the blockchain instantly. This characteristic will make sure all the transactions of tickets purchase in Easybook.com that paid by EBO will be completed instantly without waiting.

EBO value growth is controlled and guaranteed in the EBO Issuing platform in the first 2 years. During the Flexible Trading Period, EBO value will depend on the supply and demand of the EBO in the free market.

Buy EBO to enjoy a better shopping experience. We are strongly believed with the combination of Easybook Wallet and EBO, we shall bring the group and all members in the ASEAN moving forward to the next brighter level.