

AR MEDIA HUB

Company Profile

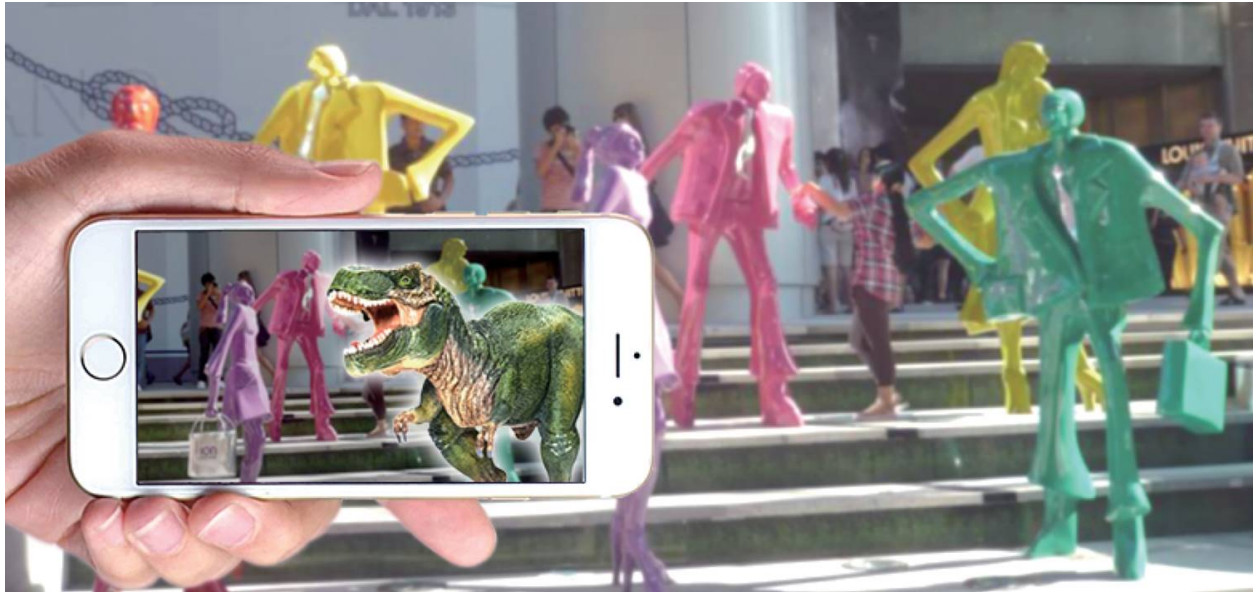


Smoo Holding Pte Ltd
AR Media Hub
Reg. No 202238873Z

Introduction

AR Media Hub is an affordable mobile media solution for mobile SMEs, Retails & all Industry Trades through Augmented Reality (AR) Technology.

AR Media Hub presents a new approach to businesses to help them create advertising campaigns of products and services with the use of Augmented Reality Technology. This technology is an innovative way to bring consumers in an interactive platform that is definitely much more fun to use.



Mission

To empower businesses with the use of Augmented Reality Technology using a new advertising media platform - **the AR Media Hub app** introducing "**AR Media Hub**" as a Loyalty Platform. We aim to provide a creative ways for businesses (Merchants) and individual as (Customers) to use, which is interactive, futuristic and fun.

Vision

We aim to provide businesses with a much broader options to put their advertising content at a cheaper price and in an innovative way, We call it "**AR Media Hub**". Businesses can put their content in many image materials such as vehicles, signboards, billboards, flyers, posters, name cards, membership cards, credit cards, logos, icon, banners, Grabcar/taxi, DVD covers, books, magazines, etc. These are all already going on in the market, what **AR Media Hub** provides is a Technology Concept that enhance their existing marketing materials. We can make the images Talking. "**Can Talk**" is our Company's AR slogan.

Goal

AR Media Hub (Smoo Holding Pte Ltd) aims to be recognised by the Advertising & Promotional industries as a needed enhancement in advertising & promotional service provider. We shall spear head the market with our innovative ideas and assist the users (Merchants) to meet their sales target, build a regular royal customers and with our in-house IT continuously developing new technique and ideas.

How To Download Step By Step!



DOWNLOAD THE APP (A Loyalty Platform) “AR Media Hub”.

Procedure:

1. Download the free app through App Store or Play Store
2. Open AR Media Hub app
3. Find an image (Marker) with AR Media Hub logo, Scan the AR Marker and experience AR Media Hub surprise! (Changes periodically), AR Namecard and AR Hunt to earn R(3.5) Points.

Anyone can join AR Media Hub Loyalty Platform “**AR Media Hub**” by downloading the app and registering for free! This will make you a ‘Free User’ in our community and will enable you to access AR experience, earn R(3.5) Points and to redeem many products and services from our

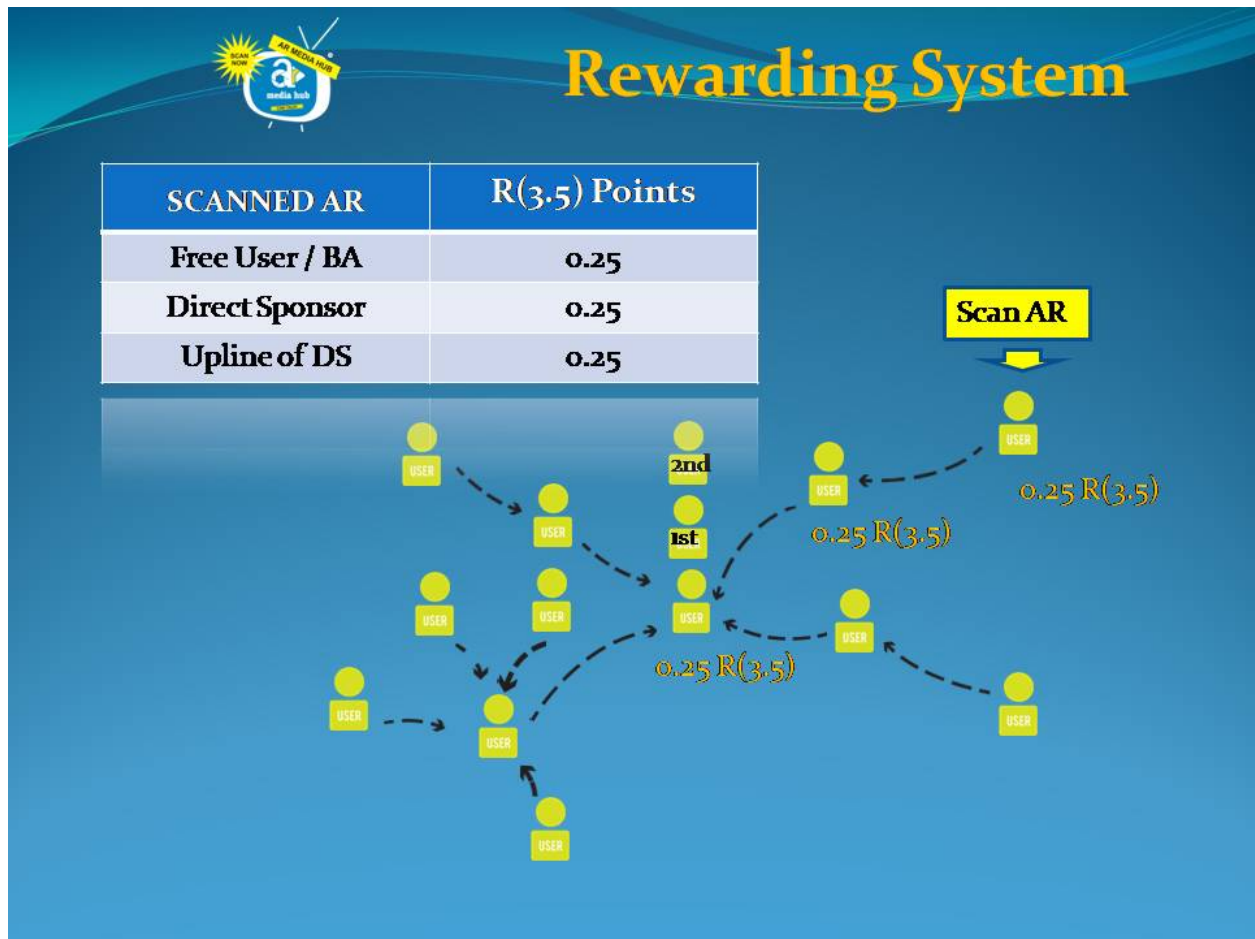
partner merchants (Rebate 3.5). YOU as FREE Users just by sharing what you've been enjoying earning R(3.5) Points to your friends and enjoy more exciting promotion from merchants (Ex. Discount, free new launch products or services.).

“Can Talk” is our Company's Loyalty Platform slogan

Ways To Collect R(3.5) Points

1. Referring a friend with our built-in referral system using social media and when Free Users or Business Ambassador collect points by experiencing AR ads from Our AR Media Hub's App, you shall be rewarded with R(3.5) Points . When Free Users upgrade to next Membership Level (Business Ambassador) you shall earned CASH and R(3.5) Points provided you are a upgraded Member (BA), otherwise, earn R(3.5) Points only as a **Free User**.
2. Starts scanning/experiencing an approximately 10 to 25-second Augmented Realty (**ARHunt**) effect through the app. Each successful scan by user will earn 0.25 R(3.5) points while your **SPONSOR** will earn 0.25 R(3.5) Points and **SPONSOR's Upline** will earn 0.25 R(3.5) Points. R(3.5) Points are provided by Merchants / Retailers top up credit.
3. Users Scanning/viewing Advertisements from Mobile App to collect R(3.5) Points from **AR Media Hub's Loyalty Platform**. These Value of **R(3.5) Points are provided by AR Media Hub (Merchant/Retailers)**. (**R(3.5) Points value are formulated by Rebate 3.5 Platform (Website) that can be check daily**.
- Earn 0.25 R(3.5) Points while your **SPONSOR** will earn 0.25 R(3.5) Points and **SPONSOR's UPLINE** will earn 0.25 R(3.5) Points.
4. **ARHunt's** or ARTreasure Advertisement (GEO Location) these are the promotional projects Business Ambassador proposed their prospects and earned commission of 1% - 10% of confirmed project price and Direct **SPONSOR earned 1% - 5%**.
5. Bonuses and Prices sponsor by Merchants in R(3.5) Points or products or services shall be given randomly out as a surprise to scanners.
6. **ARTreasureHunt** – explore island wide on looking out for our Iconic Logo and be rewarded with R(3.5) Points and Gift by jointly organize from AR Media Hub and Merchant/Retailers.

R(3.5) POINTS SYSTEM (Upgrade and New Users)



Members* can have as many referrals as they want. Each referral will start Scan/View **AR Markers** earning R(3.5) Points that can be used to redeem products and services in the Rebate 3.5 Loyalty Program's Redeem Corner from the Mobile App. Users* can also upgrade their membership to our Business Ambassador which gives rewarding compensation for promoting AR Media Hub's products and services.

* "Members" - means all membership – Free User and Business Ambassador.

Company's Products And Services

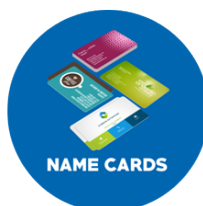
1. AUGMENTED REALITY ADVERTISEMENT

Enhance your Advertisement with AR Media Hub App and get access to an innovative way to reach your customers! - Experiencing of AR Technology.

AR ADVERTISER PROGRAM (SGD\$199 Subscription yearly)

Benefits:

- a. We cater a wide range of industries where you can showcase your AR campaigns: - Which add on to your current running campaigns!!!



- Flyers, brochures, posters, billboards, display panels, signages, vehicles, properties (Agents) – add on AR for promotions in your printed materials
- Namecards – include a one touch contact or one touch call functionality in your namecard
- Food and beverage, retail shop – add on AR Action Button for promotion, menu or ecommerce for direct purchase and delivery
- Buses, cars, transport – add on AR with stories or an action button of your products to people who are travelling
- Events, parties, functions – add on AR for your invitations or add more fun by using games with AR (eg. Treasure Hunt)
- Magazines, books, DVDs, Movies - add on AR Action Button for information about your book, magazine or DVD. You can also add AR Action Button to purchase ticket for movies
- Travel Agency - add on details of your ongoing travel promotions or AR Action Button of your ticketing platform.

b. AR Action Buttons – targeted for calling for an action

AR ACTION BUTTONS



Upon scanning the AR Marker of your current campaign, an action button will pop up. Tap for your desired action.

- Shop – add AR Action Button for ecommerce
- Coupon – AR Action Button for your running promotion
- Ticket – AR Action Button for your ticketing platform
- Website – add your website AR Action Button
- Appointment – add form to schedule an appointment
- RSVP – add AR Action Button for the invitation and event details
- Lucky Draw – add promotional AR Action Button
- Add Contact – add one touch contact save / call

Additional Benefits (CRM – Customer Relation Management - Backend Office)

- c. Access to full service back-end reporting of popular scans
- d. Access to statistics and analytics tools to help understand user behaviour (CRM)
- e. Access to the data (Customers) of users captured in CRM for future marketing, merchant and customer relations, like Push Notification function to targeted users.

Notes:

- Business Ambassador can host their campaigns for (3 Markers) AR Experience with AR Media Hub app for SGD \$199 for 12 months.
- An advertiser needs to provide one image and video of 10 - 20 seconds in MP4 max 80mb format. Advertiser may engage third party to create the video.
- If scanning credit running low, the advertiser will be informed for immediate action for Top Up credit.
 - 0.25 R(3.5) Points – user who scanned the image
 - 0.25 R(3.5) Points – Direct Sponsor
 - 0.25 R(3.5) Points – Sponsor upline
 - Total 0.75 R(3.5) Points debited from advertiser
- 0.75 R(3.5) points per scan will be deducted from the advertiser's credit.

2. AR Media Hub – Loyalty Sharing Advertisement and AR Redeem Corner

Place your business in AR Media Hub and have more customers to view your products and services to drive more sales.

AR Loyalty Program (SGD\$ 199 Annual Subscription)

Benefits:

- a. Access to the AR Media Hub account with rotating feature products and services at the top of App Merchant display page
- b. Access to back end office for full services and admin functionality
- c. Access to back end office to edit feature to update images of products and services
- d. Access to back-end reporting of transactions - CRM
- e. Access to accounting of AR Media Hub's Credit.
- f. Redeemable products may be collected in the merchant store
- g. Users will accumulate R(3.5) Points to redeem of products or services in our AR Redeem Corner or spend at merchant store. <https://rebate35.com>

AR Media Hub Recruitment Commission

Commission on referring (**Business Ambassador - SGD\$199.00/Year**)



Sharing Rewards

Compensation Pay-out System (**SGD\$199** Yearly)

2 Types of Commission Pay-out

First Payout - Unilevel - 16 Levels

Direct Sponsor	\$5
2 to 16 Levels	\$2 (each)
Free Users	Only Earn R(3.5) Points

Distributed into 16 level

80% Cash
20% R(3.5) Points

Levels Qualification

Referred 0 BA 1 - 5 Levels
Referred 3 BA 1 - 7 Levels
Referred 4 BA 1 - 9 Levels
Referred 5 BA 1 - 11 Levels
Referred 6 BA 1 - 13 Levels
Referred 7 BA 1 - 16 Levels

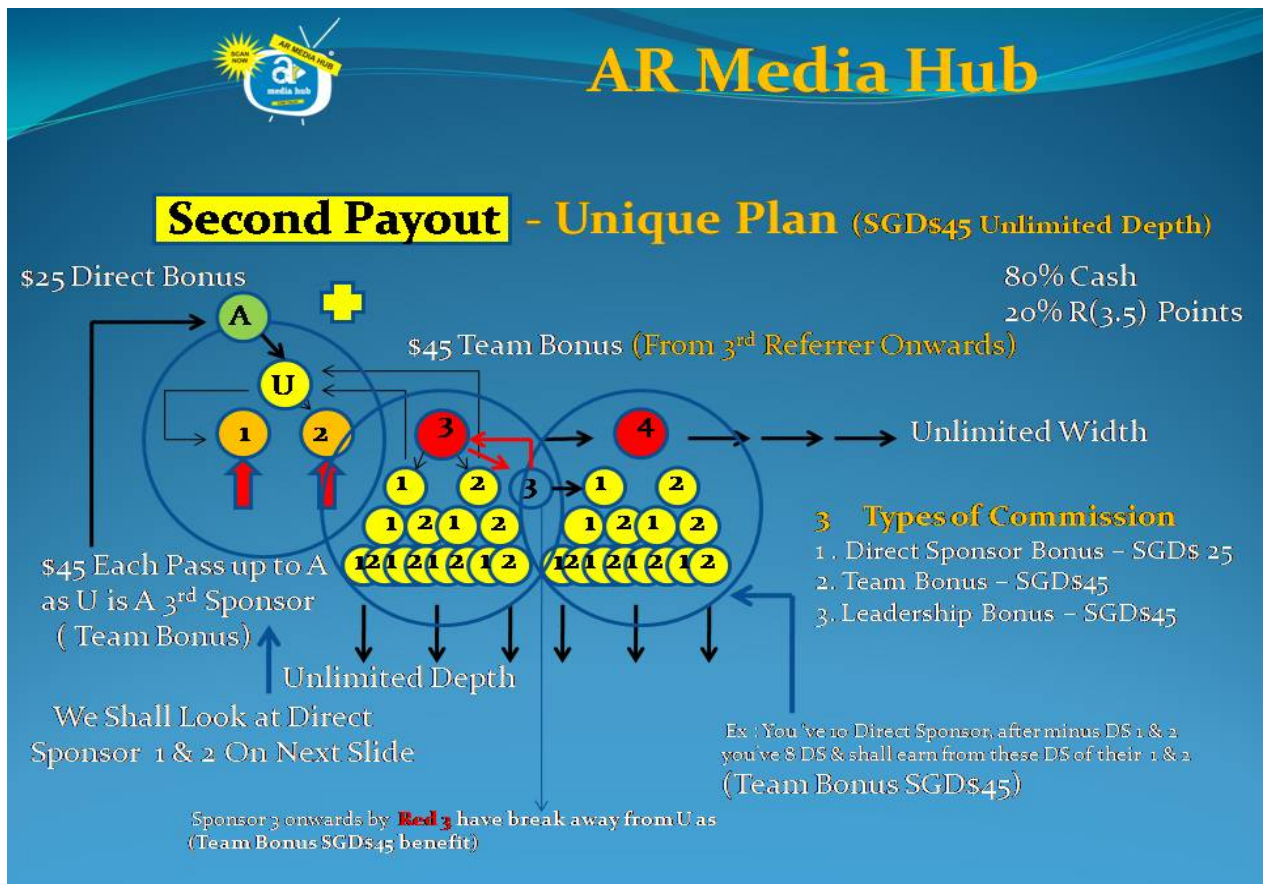
Note :

- Total 18% of SGD\$199 shall be allocated to Unilevel - 16 Levels (Business Ambassador) upward 16 levels as First Payout Plan

Requirement :-

A Compulsory 80% Cash and 20% R(3.5) Points shall be set for Business Ambassador earnings

Second Payout (Business Ambassador - SGD\$199.00/Year)



Marketing Strategy

AR Media Hub will run different sets of campaign to introduce the product in the market. It will all be focused on presenting AR Media Hub and showcase the different functionalities of the app.

- 1) Ad display for awareness using Grab, buses and other transport services.
- 2) Ad campaigns using social media platforms such as Facebook and Instagram.
- 3) Email marketing
- 4) Search Engine Optimization
- 5) Host a competition for Best Advertisement Clip to be voted by the Public User
- 6) Organize events such as Treasure Hunt using AR Media Hub game app.
- 7) AR Media Hub's recruitment centre shall be broadcasting live presentation (Business Opportunity) daily only to in-house Free Users and above status.

Coming Soon Platform

AR BANK

AR Bank - will be coming soon (eg of click bank) - will be coming soon Scan icon, logo or image to link to ecommerce side for direct purchase. It is an affiliate program – users share owners AR images on their flyers, poster etc... and upon transacted users will earn % of the products or services.

ARGo - Introducing a new game with AR technology - the ARGo. Play between the real world and virtual world with the 12 Chinese zodiac sign. Download the app to learn more!

ARBit – Products Auction feature.

AR Property – Property directory (Scanning AR Marker directly lead to Property Platform)

AR Car Dealer – Car Listing – Scanning AR Marker directly lead to Car listing directory platform

AR E-commerce – E-shopping Listing – Scanning AR Marker directly lead to e-commerce directory platform

AR Media Hub's Products

Pager system for F&B

Unique Voice ordering for coffee shop and individual store. (F&B)

Reminding system for travel agency.

Direct link to food ordering platform for Delivery. (Grab Delivery, Panda)

Set up a Delivery department call – Aroo

ARBuy4you – match your favourite products from popular shopping site