FADO GO

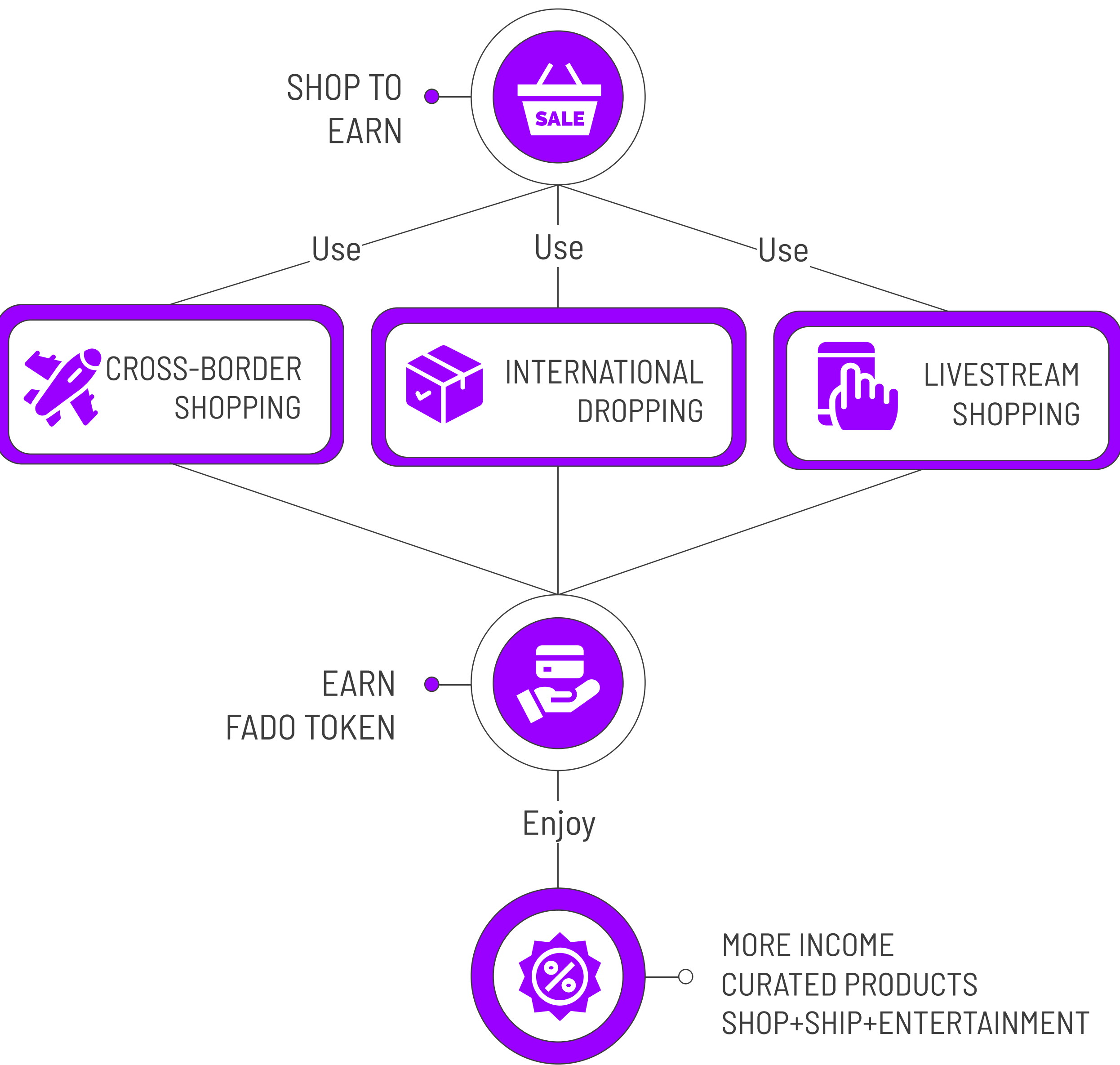## SHOP-SHIP-EARN

From Fado.vn, Top 1 Cross-border E-commerce Platform in Vietnam & Cambodia

A blockchain-based platform that facilitates cross-border shopping by connecting consumers, brands, KOLs, and logistics providers on a decentralized network. Shoppers can **enjoy the global online shopping experience and earn rewards in cryptocurrency (FADO token).**

FADO Go Business Model Overview

SHOP TO EARN → SALE

Use / Use / Use

- CROSS-BORDER SHOPPING
- INTERNATIONAL DROPPING
- LIVESTREAM SHOPPING

EARN FADO TOKEN

Enjoy

MORE INCOME
CURATED PRODUCTS
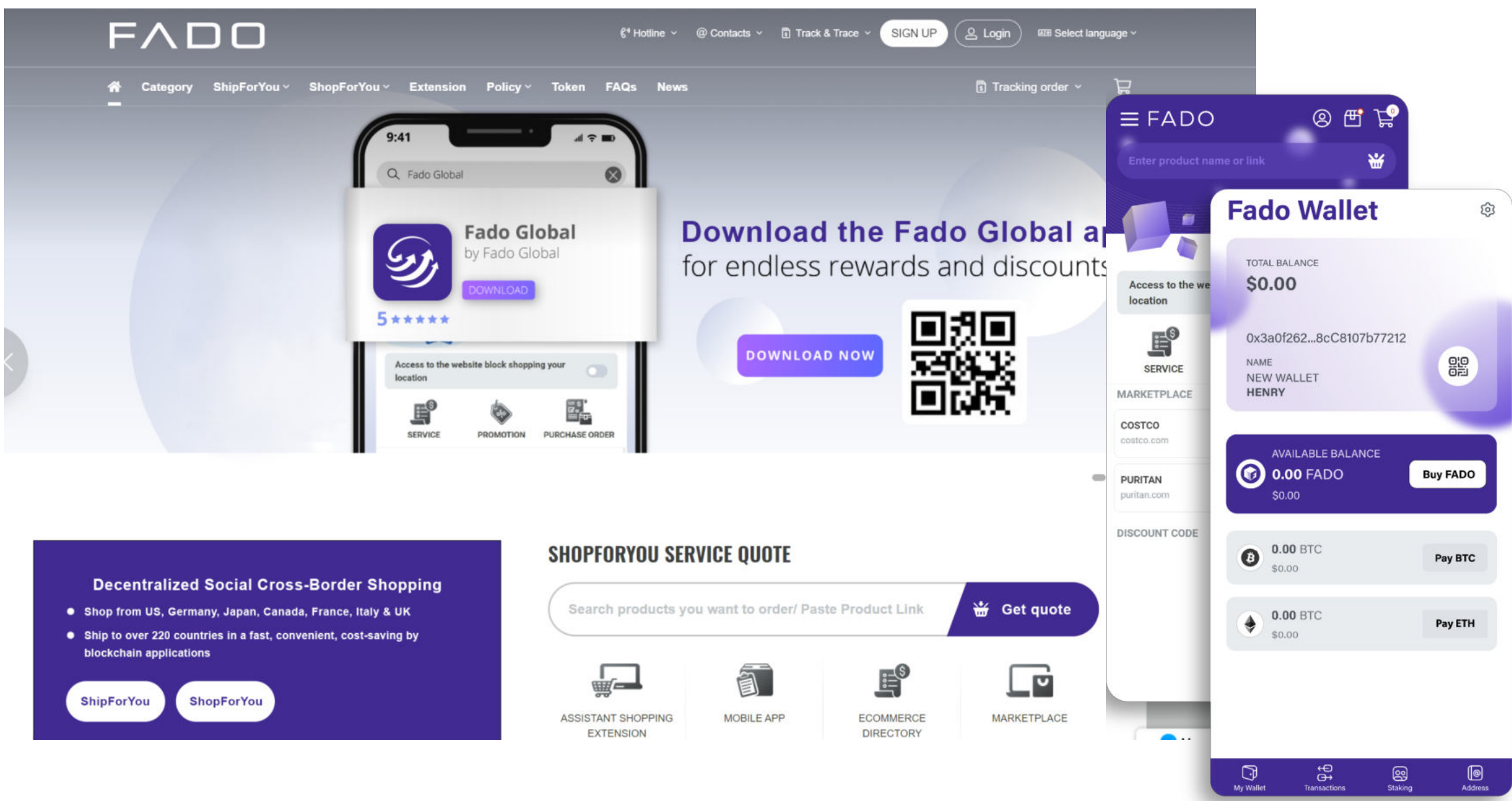SHOP+SHIP+ENTERTAINMENT

How to Shop-To-Earn?

- Shop on **Fadogo.io**
- Get rewards in **FADO token**
- Join **FADO Go** Member Club
- Use FADO Go's shipping service
- Livestream to sell products
- Refer new users to **FADO token**
- Review products & customer services
- Play games during livestream

Product Features

- Cross-border e-commerce platform
- Crypto redemption & payment
- Blockchain-based loyalty system with **FADO token**
- Live selling on **FADO Go,** Youtube, and/or Facebook
- KOL's rewards to fans in **FADO token**
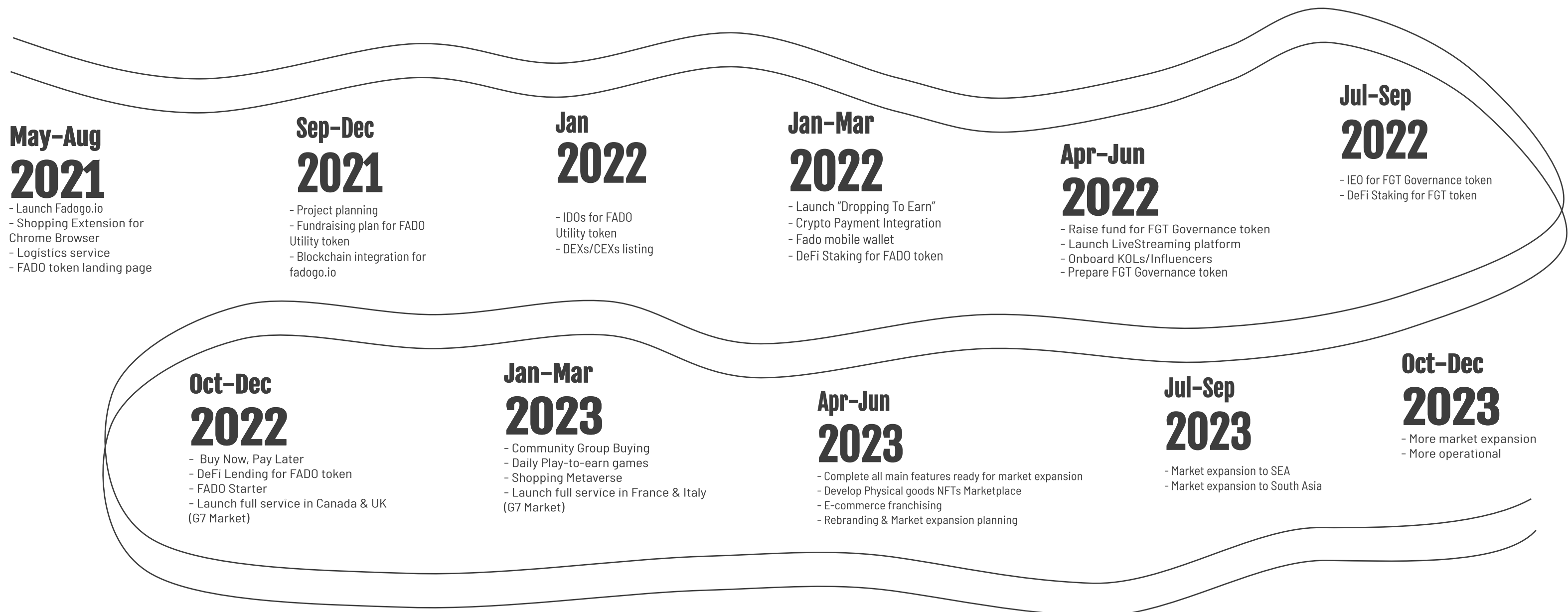- Live marketplace

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FADOGO.IO IS NOW LIVE

Adopting AI, Big Data, Machine Learning, and Blockchain to create a superior shopping experience

- Try our world-class e-commerce services at Fadogo.io.
- Shop your favorite items by pasting product links on the site to get service quotes.
- Seamless check out experience.
- Real-time order tracking.
- Fast delivery, low shipping costs.
- Simple estimation tool.
- Multilingual customer support.

ROADMAP

May-Aug 2021
- Launch Fadogo.io
- Shopping Extension for Chrome Browser
- Logistics service
- FADO token landing page

Sep-Dec 2021
- Project planning
- Fundraising plan for FADO Utility token
- Blockchain integration for fadogo.io

Jan 2022
- IDOs for FADO Utility token
- DEXs/CEXs listing

Jan-Mar 2022
- Launch "Dropping To Earn"
- Crypto Payment Integration
- Fado mobile wallet
- DeFi Staking for FADO token

Apr-Jun 2022
- Raise fund for FGT Governance token
- Launch LiveStreaming platform
- Onboard KOLs/influencers
- Prepare FGT Governance Token

Jul-Sep 2022
- IDO for FGT Governance token
- DeFi Staking for FGT token

Oct-Dec 2022
- Buy Now, Pay Later
- DeFi Lending for FADO token
- FADO Starter
- Launch full service in Canada & UK (07 Market)

Jan-Mar 2023
- Community Group Buying
- Daily Play-to-earn games
- Shopping Metaverse
- Launch full service in France & Italy (07 Market)

Apr-Jun 2023
- Complete all main features ready for market expansion
- Develop Physical goods NFTs Marketplace
- E-commerce franchising
- Rebranding & Market expansion planning

Jul-Sep 2023
- Market expansion to SEA
- Market expansion to South Asia

Oct-Dec 2023
- More market expansion
- More operational

UPCOMING BUSINESS MODELS

Crypto Payment Gateway
Check out with Crypto and Buy Now, Pay Later options.

Gamifying eCommerce
Daily play-to-earn mini-games.

Shopping Metaverse
Virtual/Meta Mall with AR/VR, Store-Building.

NFTs Metaverse
NFT marketplace for physical goods and physical delivery of NFT redemption.

FADO Starter
Crypto financing for creators & small businesses.

Community Group Buying
Shop together, save together at wholesale price.

Ecommerce Franchising
Turnkey solution for franchisees.

OUR TEAM

Thuy Pham — Chief Executive Officer
Co-Founder of FADO Go
Fintech Executive at TomoChain, Binkabi
Senior Manager at ANZ, HSBC

Dat Pham — Founder & COO
Founder of FADO Go
Founder and CEO of Miczone Group
Founder and CEO of Fado, Giaonhan247

Mic Nguyen — Chief Business Officer
CEO and Co-Founder of Huuk Inc.
Former CEO and Co-Founder of AINOVATION, Inc and Med2Lab, Inc
Excited 1 startup & Raised $5.5M+ Funding

Han Nguyen — Strategic Director
Founder and CEO of Thudo Multimedia
CEO of Bemil.io
The first Chief Software Engineer of HANEL
Lead Sigma DRM

Hoa Pham — Chief Technology Officer
Co-Founder of Heratap, BioTuring
Technical Manager at GNTvn
Manager at FPT Industrial

Dung Chung — Chief Product Officer
CIO of Fado.vn
Technical Lead at VNG Corporation, FPT, Gianty

Anh Nguyen — Marketing & Creative Director
Founder of Content Anomaly
Creative Director of CURA

PARTNERS & INVESTORS

SPARK Digital Capital · LAUNCH ZONE · NOW Payments · MEXC Global · GIANTY · MICZONE · BSC Station

ROSEON finance · Aura Ventures · THU DO Multimedia · KARDIACHAIN · Defily · change NOW · ChainPay · COIN98 WALLET

Oxbull · MOONKA · huk · MOONKA · AFRICA BLOCKCHAIN INSTITUTE · TomoChain · waggle

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ECOSYSTEM

FADO Go is a subsidiary of **Miczone Group** (400+ Employees, 15 active business entities), a holding group of companies that connect Vietnam and the world on a global platform. We will leverage our rich ecosystem to build a strong and healthy community.

PEARLA
Pearla – Overseas personal shopper customized for High Earner Not Rich Yet (HENRY)
40K ++ Followers on Instagram | Since 2017

FADO VIETNAM
Fado.vn - Top 1 cross-border e-commerce platform in Vietnam
25M++ Products sold | 1.5M++ Website visits per year
50K Daily active users | 1.18M Monthly active users
6m 27s Average engagement time

FADO CAMBODIA
Fado.com.kh - Top 1 cross-border e-commerce platform in Cambodia
500K+ USD In 2020 | 700K ++ Monthly visits per year
3K Daily active users | 48K Monthly active users
2m 44s Average engagement time

GIAO NHAN 247
Giaonhan247.com - Top 1 purchasing service in Vietnam
3M++ USD In 2020 | 1.1M++ Website visits per year
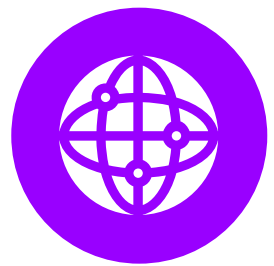5K Daily active users | 125K Monthly active users
2m 18s Average engagement time

CONTACT US

- @fado_go
- t.me/fado_go
- fadogo.io

FADO TOKEN ALLOCATION

	Allocation	Quantity
Private	4.5%	450,000,000
Launchpads	8.0%	800,000,000
Transaction Mining	60.0%	6,000,000,000
Marketing	14.0%	1,400,000,000
Ecosystem	8.0%	800,000,000
Liquidity	5.5%	550,000,000

TOKEN DETAILS

UTILITY TOKEN

Token Name	FADO Utility Token
Ticker	FADO
Toltal Supply	10,000,000,000 FADO

GOVERNANCE TOKEN

Token Name	FADO Governance Token
Ticker	FGT
Toltal Supply	100,000,000 FGT

IDO

IDO Date	Price IDO
8 Feb 2022	$ 0.0016