

GS Global Guardian Sdn. Bhd. - Part of Ethis Group



**global
sadaqah**

Business Plan and Offer Deck

GlobalSadaqah **Services**



Current Services
(Launched 2018-2020)

Retail Islamic
Social Finance
Crowdfunding

Corporate and
Individual Zakat

Corporate Social
Responsibility

Tainted Funds
from Islamic
finance firms

Upcoming Services
(Planned Launch 2020-2022)

Sustainable
Charity
Programme

E-drafting of
Wasiyah (Wills)

Waqf Projects
and Rejuvenation
Programs

FaaS -
Foundation as a
service

Tech
Roadmap

2

Tech Expansion **Roadmap**

2018-2019

**Beta
Platform**

2020

**Platform
Launch**

2021 - 2022

**Core Services
Upgrade**

2023

**App and API
Launch**

Core **Services Upgrade**

**Central Dashboard
with Detailed
Analytics**

**Fully Automated
Campaign
Onboarding with A.I.
Based Compliance**

**Multi-Currency and
Localised Payment
Systems Support**

**Blockchain and
Subscription Services**

Central Dashboard with Detailed Analytics

1 Donor view focussing on updates and donation

- Charity crowdfunding platforms (including GlobalSadaqah) currently send updates to donors via email.
- GlobalSadaqah will provide donors with a central dashboard to view updates and impact reports directly from campaign owners and implementation partners.

Central Dashboard with Detailed Analytics (contd.)

- 2 Campaign Creator dashboard focussing on detailed analytics and campaign performance**
 - GlobalSadaqah will provide the campaign creator (charity partner, corporate partner) with a central dashboard that will allow them to view and track donations as well as view detailed analytics and performance metrics.
 - Dashboard will also allow campaign creators to post updates for the donors to view.

Automated onboarding and AI compliance

1 Fully automated and separate onboarding flows for donors and campaign creators

- Depending on user and onboarding requirements, GlobalSadaqah will provide them with relevant onboarding procedures eliminating the need of manual intervention.

2 Automated compliance checks for donors making large donations and campaign creators creating campaigns

- AI system will automatically check and verify donations and donors as per local regulations while they are donating.
- KYC/AMLA/CFT checks will be automatically done for campaign creators and donors.

Multi-currency support and advanced payment systems

- 1 Automated conversion of amounts and display of local payment gateways based on location of donor
- 2 Support for donations via payment methods other than credit/debit card and bank transfer:
 - Local E-wallets
 - Cryptocurrency (Bitcoin/Ethereum)
 - ApplePay/ GooglePay and other global payments

Revenue Sources

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1 Crowdfunders (ongoing)

- Retail, HNWIs, Institutional
- 7.5% platform fee on funds raised
- 3-tiered subscription model in 2022

2 Partners (ongoing)

- Corporate, Charity, Referral, Event, Professional, Agency
- Partner-dependent fees (4%-7.5%)
- 30%-50% pre-marketing fee charged on marketing allocation

3 Zakat Management for HNWIs (pilot)

- 12.5% fee charged on Zakat managed

4 Additional Programmes (planned)

- 12.5% fee charged on total amount for special projects. Eg: Microfinance programme

Subscription Services for HNWIs (planned)

1 Free

- Basic content
- Basic Calculators
 - Zakat
 - Faraid
- Basic Wasiyah

2 Starter RM2000/yr

- Free Subscription +
- Special Reports
- Advanced Zakat Calculator - Limited Personalisation
- Impact tracking
- Full Wasiyah Consultancy
- Introductory Waqf Planning

3 Premium RM10,000/yr

- Starter Subscription +
- Analytics and Impact Reporting
- Exclusive Event Invites
- Advanced Zakat Calculator - Full Personalisation
- Access to Experts and Consultants
- Digital Foundation with specialist Advice for Tax/Zakat and advanced Waqf Planning

Growth
Strategy

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Clients

Corporates

Retail

**High-Net-Worth
Individuals
(HNWIs)**

Govt Entities

**Technology
Partners**

**Religious
Authorities**

Phases

Seed	Phase 1 (2020)	Phase 2 (2021-2022)	Phase 3	Phase 4
Online Sadaqah	Social Entrepreneurship	HNWI Zakat Management	Acquisition	Big Data
Disaster Relief	Qard Hasan	Awqaf	Consolidation	Analytics
Social Entrepreneurship (pilot)	Wasiyah	Virtual Foundation-as-a-Service	Synergize	Global Lead
	HNWI Zakat Management (pilot)			

Investment Offer

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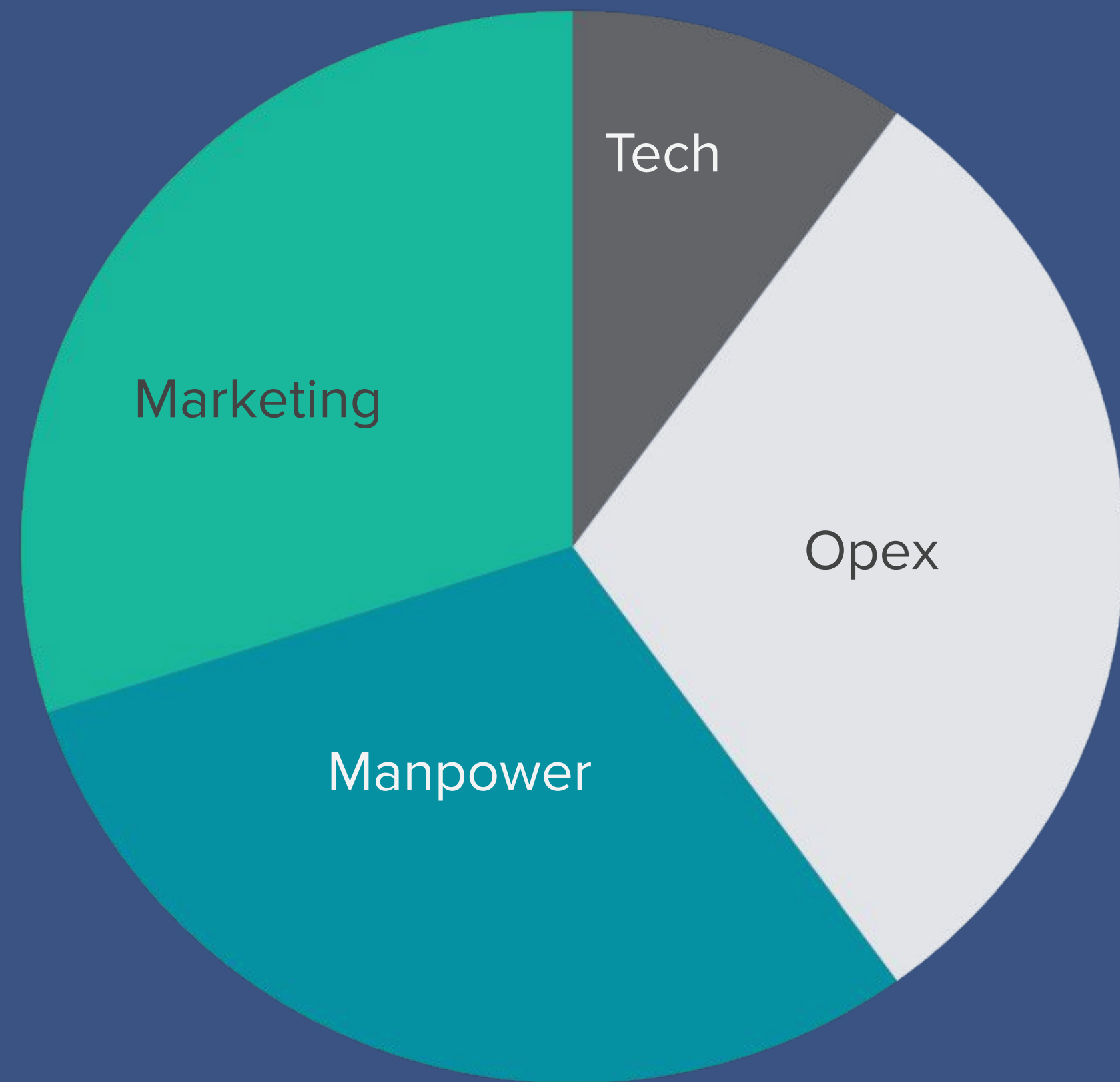
**Investment of min RM200,000
and max RM 500,000 for an
Equity of up to 9.09% at a
Valuation* of RM 5 million**

*DCF method used for valuation

Exit Strategy

- Public Listing (IPO) or trade sale
- Ethis Malaysia targets to offer secondary market trading before end of 2021, pending regulatory processing. Investors will then be able to trade and sell their shares on the Ethis Malaysia platform.

Use of Funds Breakdown



Manpower

- Talent Acquisition
- Training and Skill Development

Tech

- New Features
- Smart-Wasiyah
- Smart Contracts

Opex

- Infrastructure
- Automation of Legal and Shari'ah

Marketing

- Mass Media
- New Media
- Direct Private

Thank You



Contact:

Ifraan bin Tarmizi
Country Manager,
GlobalSadaqah
ifraan@globalsadaqah.com