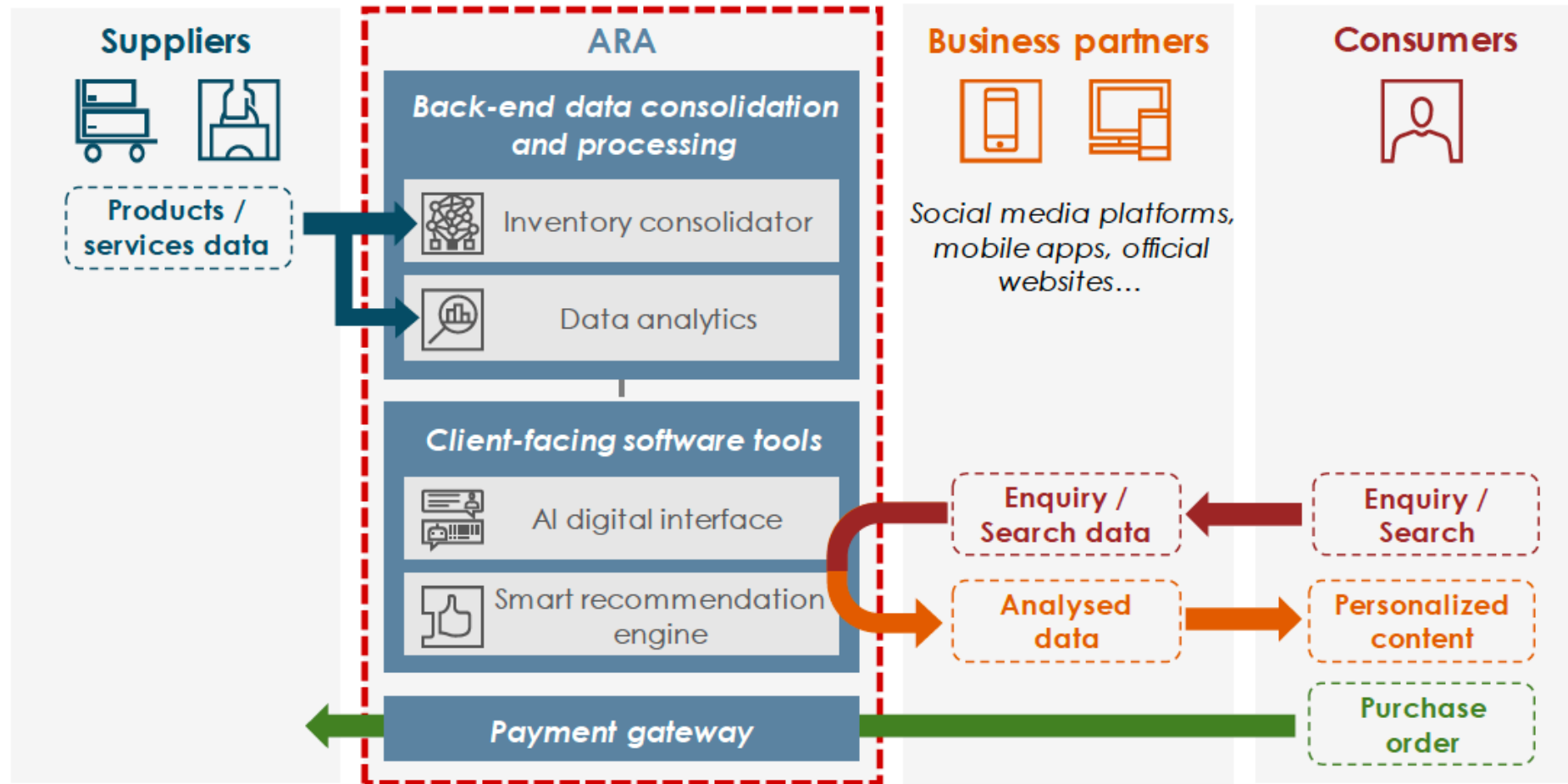




OUR MISSION is to help
companies to identify, and target
customers' ever-evolving demands
through proprietary AI technologies
and solutions



\$ Revenue from suppliers to ARA

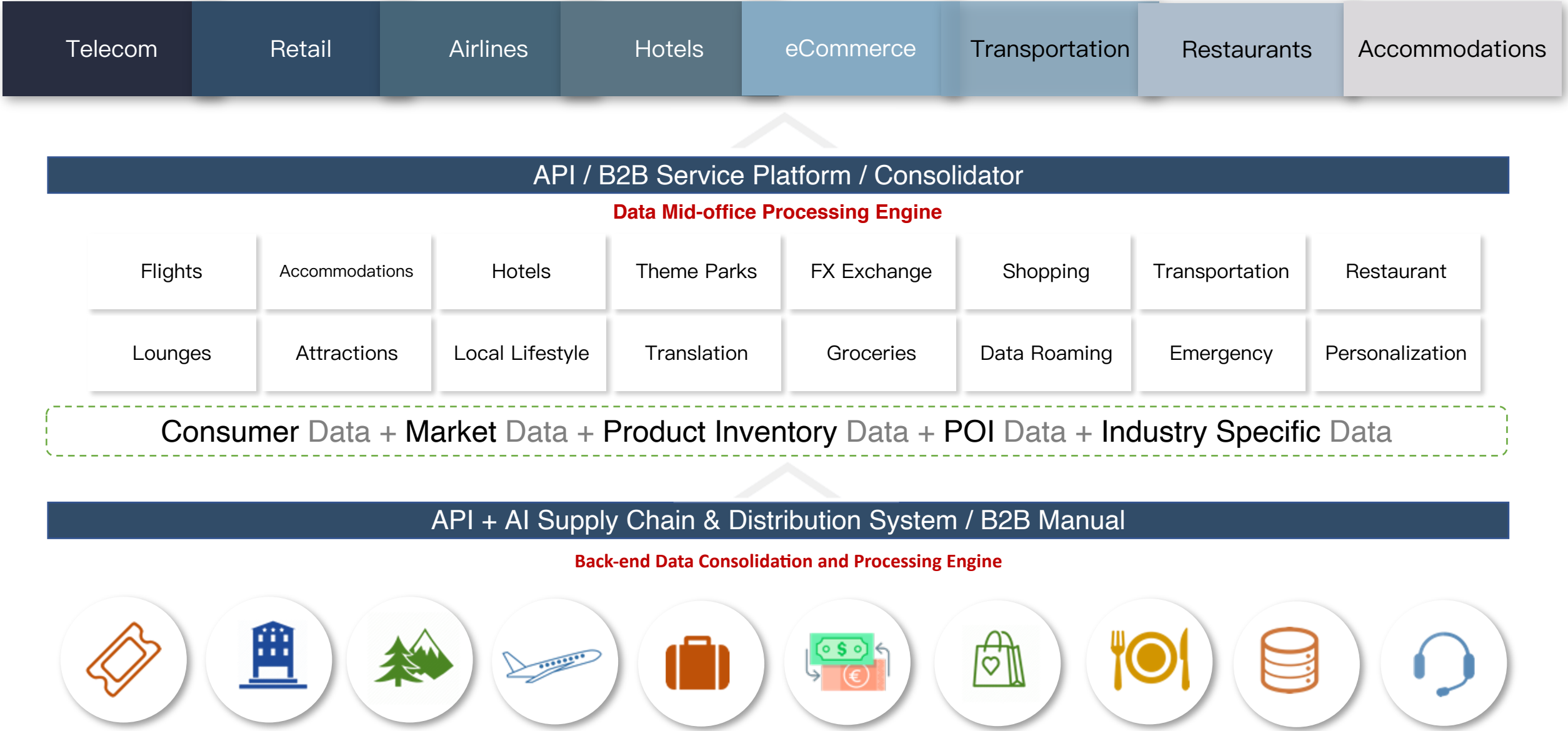
- Product mark-up
- Marketing solutions

\$ Revenue from business partners to ARA

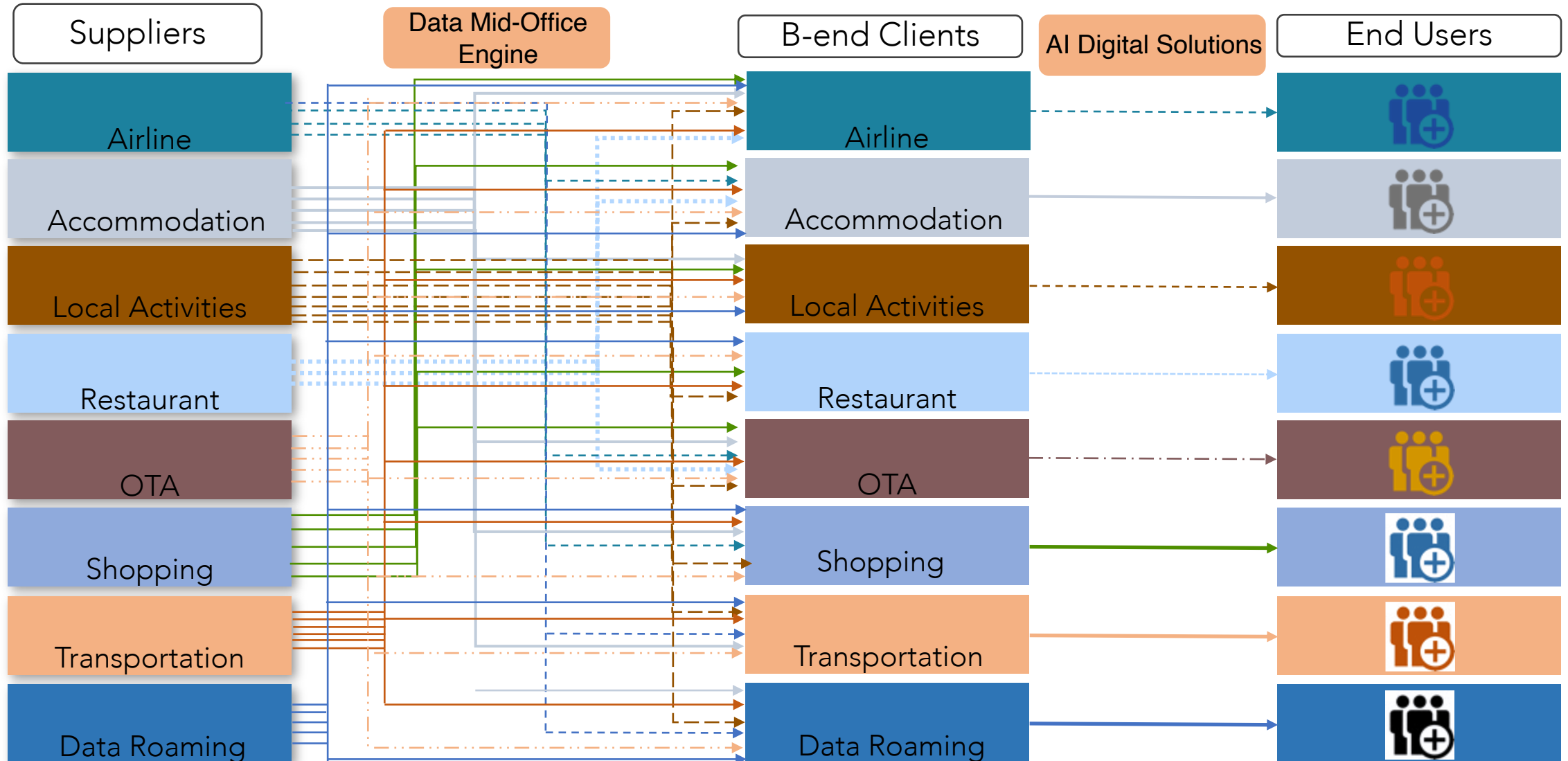
- Implementation fee
- Product revenue share
- Service fee

- Suppliers' data to ARA
- Consumers' requests
- ARA's recommendations
- Consumers' purchase orders

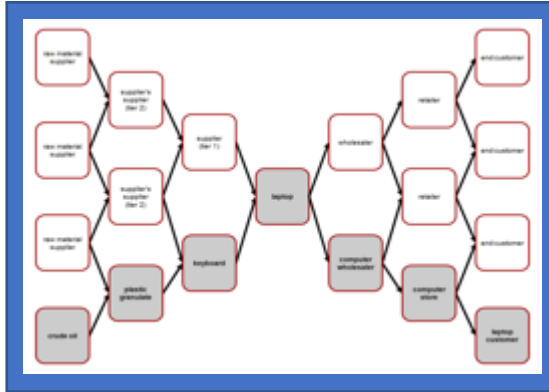
Super-App Empowerment Refined S2B2C® AI Digital Solution Infrastructure – AI Supply Chain & Distribution



Super-App Empowerment Refined S2B2C[®] AI Digital Solution Infrastructure _ Data Mid-office Processing Engine



Super-App Empowerment Redefined – Supporting Functionalities and Technologies



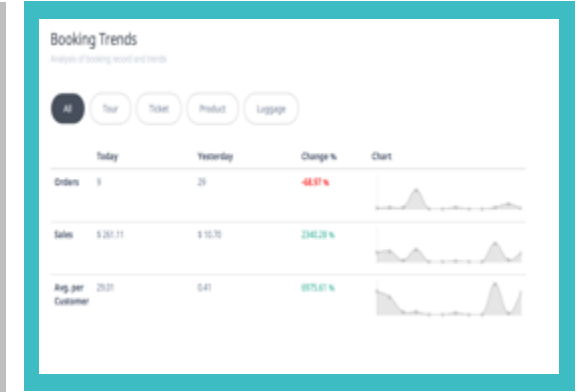
AI Supply Chain and
Distribution Solutions



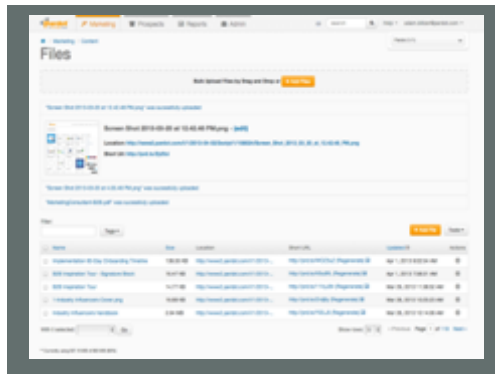
AI Digital Solution



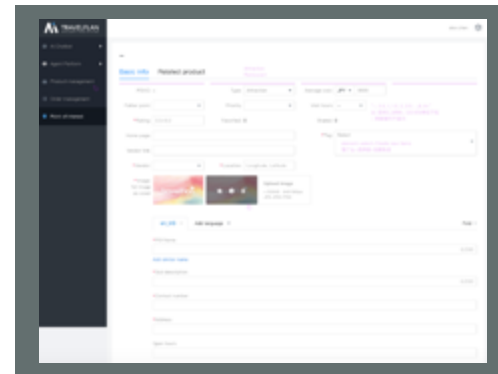
AI Marketing Solution



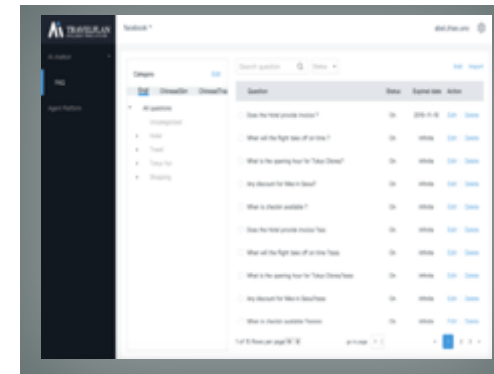
Big Data Analytics and
reporting



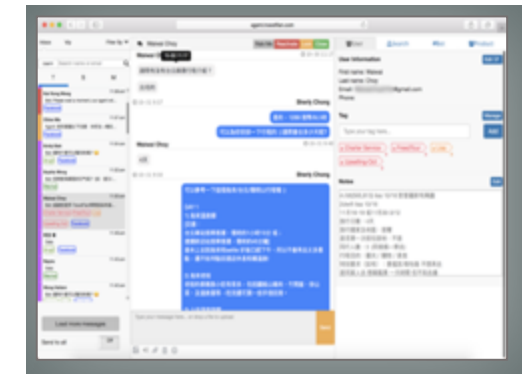
B2B Uploader &
Management portal



POI Management System



AI Data Management and
Processing Engine



Customer Service Agent
Platform

Performance Dashboard



5 billion+
Datapoints analyzed

35 million+
Datapoints flow / week



Industrial coverage of:
**Retail, E-Commerce,
Leisure, Transportation,
Food & beverage,
Telecom, etc.**



**Profit Making
2020 H2**



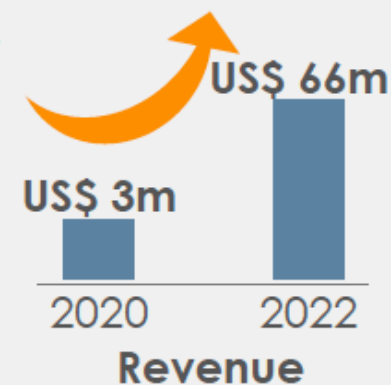
40 million
Platform users



15
Owned
patents &
copyrights

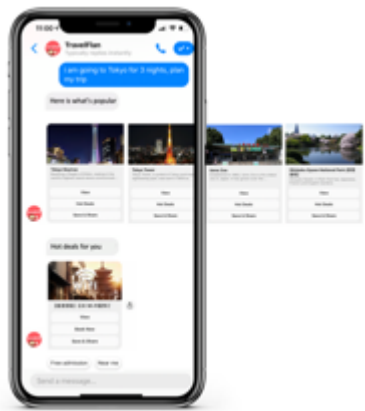


1700%+
Revenue
growth

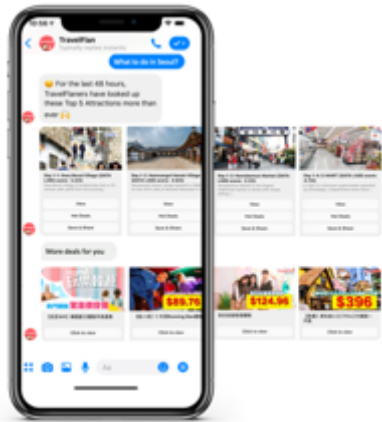


**2 to 3 years
IPO Roadmap**

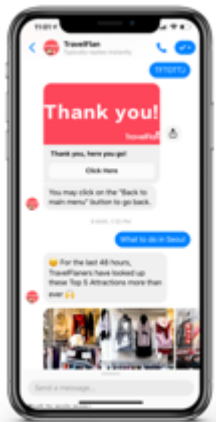
Proprietary Technological Solutions – SMART Recommendation Rating System + Big Data Analytics



Practical Algorithm

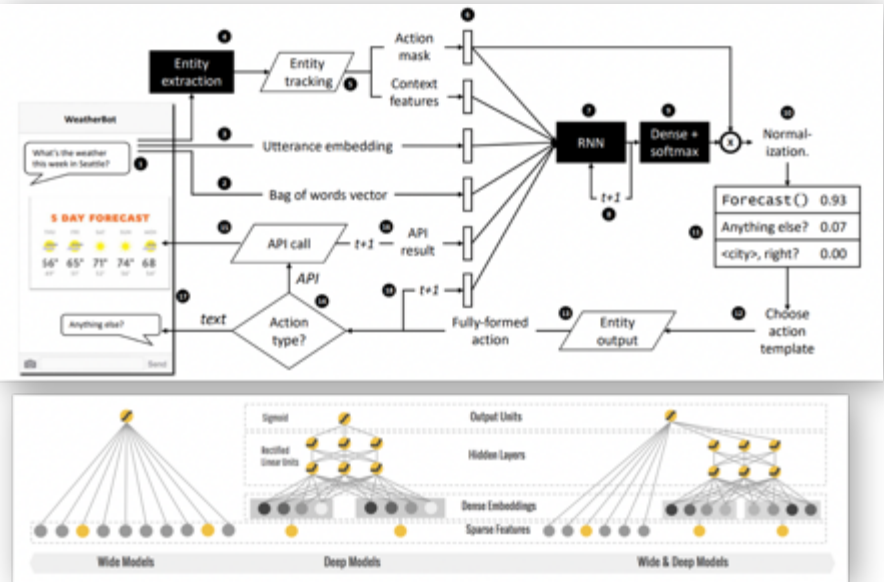


Correlative Algorithm



Behavior Algorithm

*Patented or Pending



Destination	Duration	Duration
#Japan	#25天24夜	#25d24n
#Japan	#24天23夜	#24d23n
#Japan	#23天22夜	#23d22n
#Japan	#22天21夜	#22d21n
#Japan	#21天20夜	#21d20n
#Japan	#20天19夜	#20d19n
#Japan	#19天18夜	#19d18n
#Japan	#18天17夜	#18d17n
#Japan	#17天16夜	#17d16n
#Japan	#16天15夜	#16d15n
#Japan	#15天14夜	#15d14n
#Japan	#14天13夜	
#Japan	#13天12夜	
#Japan	#12天11夜	
#Japan	#11天10夜	
#Japan	#10天9夜	
#Japan	#9天8夜	#9d8n
#Japan	#8天7夜	#8d7n
#Japan	#7天6夜	#7d6n
#Japan	#6天5夜	#6d5n
#Japan	#5天4夜	#5d4n
#Japan	#4天3夜	#4d3n
#Japan	#3天2夜	#3d2n
#Japan	#2天1夜	#2d1n
#Japan	#1天0夜	#1d0n

Limited variation to collected data

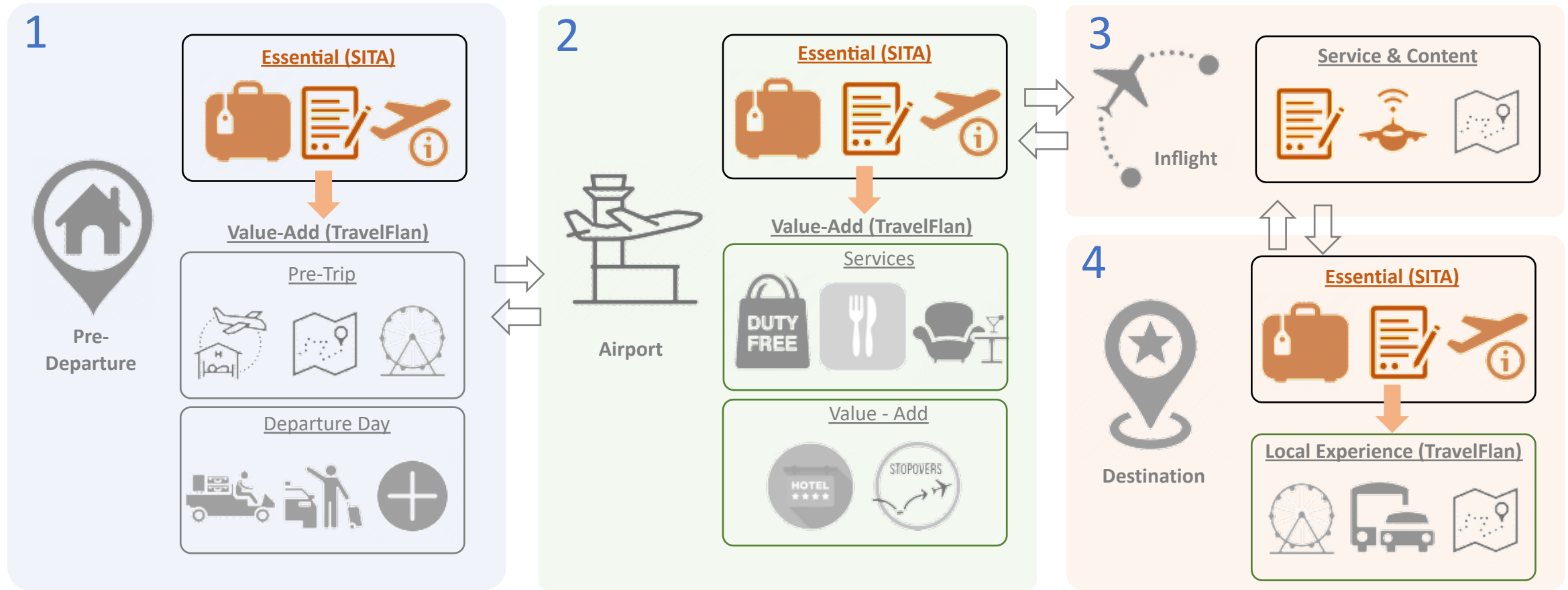
Supplemented data can analyze and estimate products sales & low frequency purchase more accurately

1	#carrental	#family	#countryside	#kids
0				
0				
0				
1	#carrental	#family	#countryside	#kids
1	#carrental	#family	#countryside	#kids
0				
0				
2	#carrental	#family	#countryside	#hondamuseum
1	#carrental	#family	#countryside	#JR
2	#tokyodisneyland	#disney	#universalstudio	#JR
1	#tokyodisneyland	#disney	#universalstudio	#kids
0				
3	#tokyodisneyland	#disney	#universalstudio	#train
3	#tokyodisneyland	#disney	#universalstudio	#carrental
7	#tokyodisneyland	#disney	#universalstudio	#wedding
14	#tokyodisneyland	#disney	#universalstudio	
27	#tokyodisneyland	#disney	#universalstudio	
109	#tokyodisneyland	#disney	#universalstudio	
340	#tokyodisneyland	#disney	#universalstudio	
18	#tokyodisneyland	#disney	#universalstudio	
10	#tokyodisneyland	#disney	#universalstudio	
1	#tokyodisneyland	#disney	#universalstudio	

Targeted data size can expand and augment consumer behavior by estimation

B2B2C Target Industry and Pipeline – Industry Standard SITA

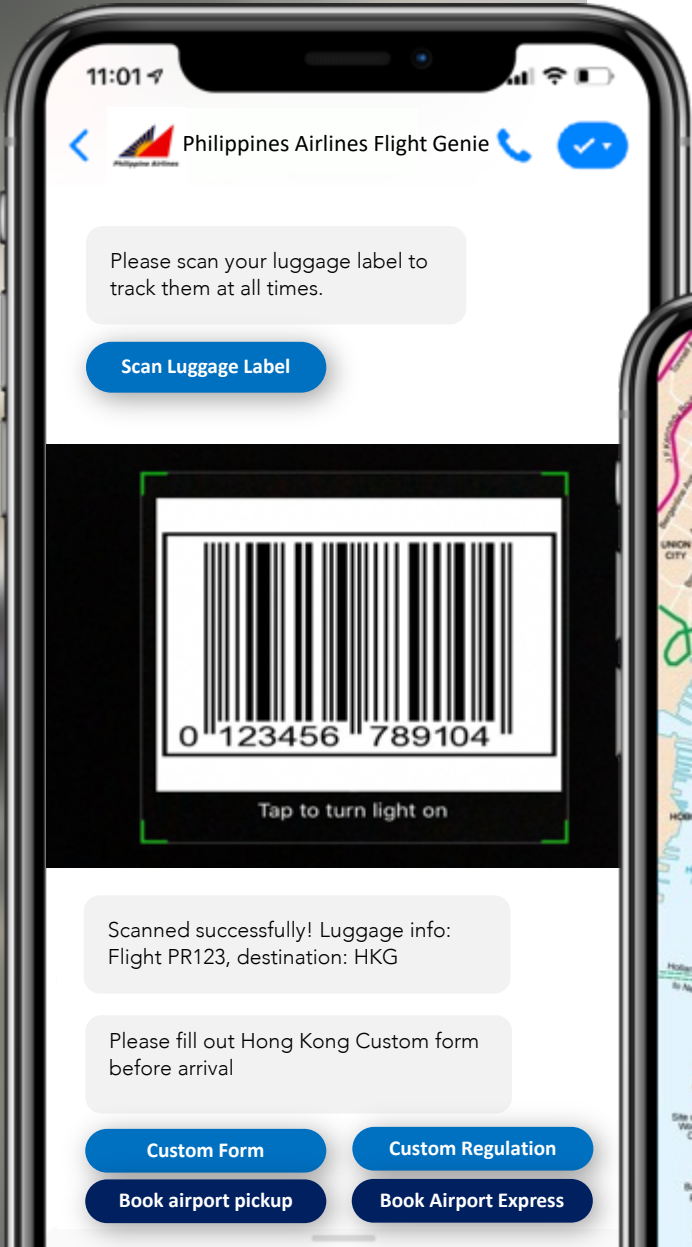
SmartPath & Smart Luggage Handling



Full Suite end2end Airport AI Digital Solutions - SITA



- Real – time luggage tracking
- Incremental Revenue Generator
- Value – add services
- Real-time consumer data & feedback



Major Pipeline (3) – “中国移动” China Mobile (Mainland China & Hong Kong)



ARA provides backbone AI technology, inventory consolidation and data analytics support to China Mobile own developed applications – Jegotrip & MyLink:

无忧行 (Jegotrip)



Chatbot



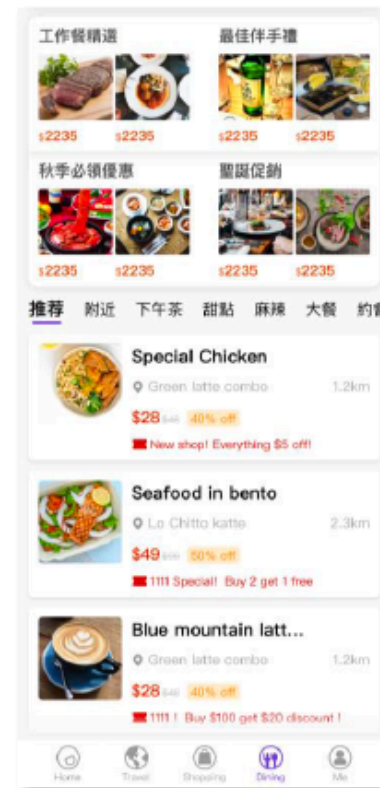
Smart recommendation



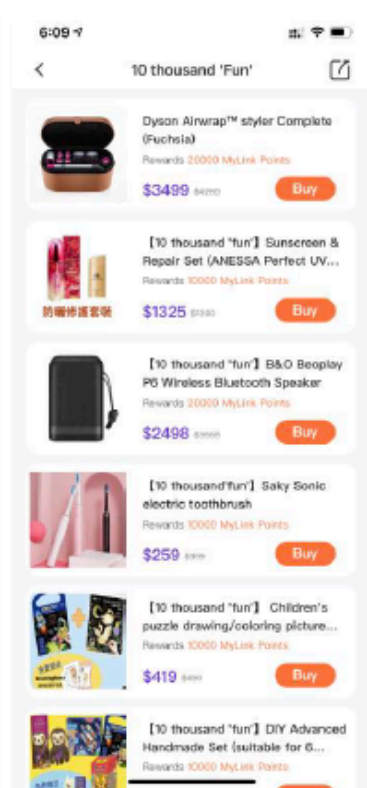
(MyLink) - 香港、福建、上海、广州、山东、四川



Smart recommendation



Wide range of product offerings from ARA



Major Pipeline (2) – “关爱通” GuanAlTong (Mainland China)

guan α itong 关爱通 .com

ARA provides AI chatbot reinforcement and inventory supply solutions to GuanAlTong:



Guaranteed spending potentials by the large pool of employees



Product offerings:

- Lifestyle
- Cosmetics
- personal care
- personal electronics products

Cosmetics and personal care products

LOTTE
DUTY
FREE

THE SHILLA
duty free

Rakuten

Personal electronics



Local lifestyle

27



Travel products



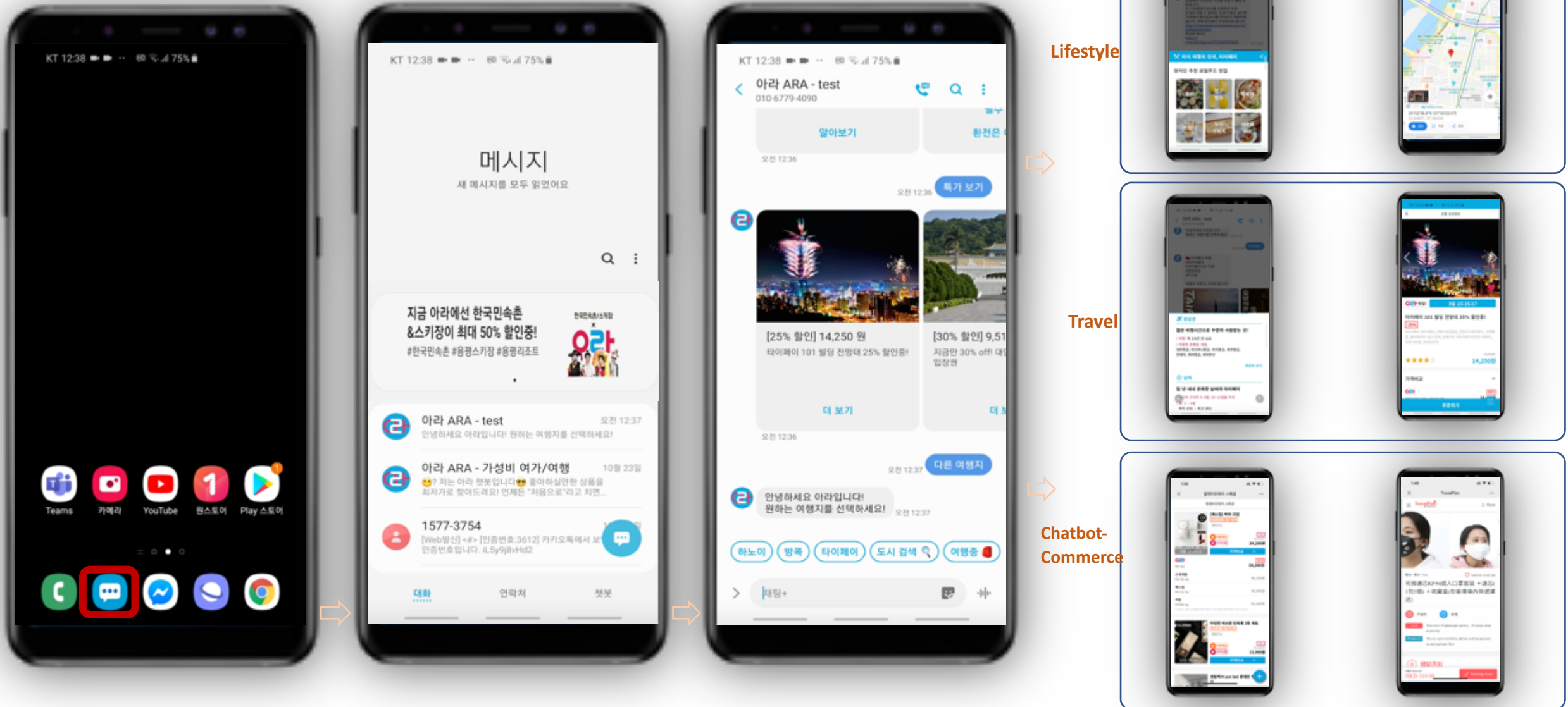
MIOJI 妙計



Rakuten
Travel

Case Study – Samsung - Phase I

In-App Text– based Solutions + SMART AI Merchandising



Major Pipeline (4) – FIFA World Cup 2022



FIFA WORLD CUP
Qatar 2022

ARA is the exclusive distribution partner in South Korea

Domestic (South Korea) spending on
any tourism products in Doha

ARA's solutions include:



Direct sales



Marketing



Distribution



FIFA event
tickets



Air tickets



Local (Doha)
travel
activities



Hotels

Commercial sponsored products



SAMSUNG

LOTTE



and more...



FIFA also engaged ARA for
technology support to agents of 46
countries (global)

46 Countries
(global)

Major Pipeline (5) – Private Office of Sheikh Saeed bin Ahmed Al Maktoum (UAE)



الشيخ سعيد بن أحمد آل مكتوم
Sheikh Saeed Bin Ahmed Al Maktoum

ARA is the official AI digital solution partner of the private office



AI Digital and Smart Merchandising Solutions



Local resources including hotels, restaurant, shopping, e-commerce, transportation and activities



AI Marketing and advertisement solutions

Project with the following business partners starting 2020 & 2021:



EXPO
2020
DUBAI
UAE



More upcoming business potentials:



Development History and Project Pipeline

Development history

Launch of AI digital assistant solution;
Development of first pilot S2B2C solution

Started contracting with renowned business partners



SAMSUNG

Continue to secure number of projects from reputable regional leading business partners;
Execution of large scale projects

SAMSUNG



10000LAB COFFEE



SITA

KOREAN AIR

TOPAS



guanaitong 关爱通 .com



2015 - 2018

2019

2020 onwards

Project pipeline



Key Technology and Algorithm



Key Tech Terminology



Functionality & Business Model Patents



S2B2C Business Model



Chatbot Commerce & cCommerce Terminology Patents



UNO Manager Business Solution

Co-founders



Abel ZHAO
CEO & Co-founder



- Regional Head, Amadeus
- Regional Head, Travelport
- Global Sales & Strategy, Air Canada
- Business Market, Hyatt Corporation
- MBA, Columbia University
- EMBA, London Business School



Kenneth LEE
CPO & Co-founder



- Project Head, TD Canada Securities
- Project Lead, Canadian Government
- Project Lead, CPP & Manulife
- BS in Computer Engineering University Of Waterloo

Acknowledgement



APAC Top 20
UNWTO Global
Competition
(Ongoing)



TRAVEL TO SEA
Competition Winner
2020
(Korea Government)



HKMOB Award 2020



2020 Facebook
Accelerator

Official Supplier



2019 SOSV
China Accelerator

Investor



2019 Global Start-up
Competition (HK)
Winner



2019 Qianhai
International
Innovation
Competition Winner



2019 Marriott
International
Innovation Challenge
Winner

Official Partner



2018 ITB China
Start-up Of the
Year



2018 APAC ICT
Grand Award



2018 Hong Kong
ICT Gold Award



2018 South
Korea NIPA ICT
Grand Award



2016 500Startups

Investor



2016 GWC Competition
Winner

Investor

Thank You!