

I. Executive Summary

DirectHome Pte Ltd ('DH') is a Singapore incorporated company founded by Kiegan Chia. As an online property platform (www.directhome.com.sg), DH allows buyers and sellers of resale properties to transact without the necessity of real estate agents, at no or extremely low-costs. Notably, DH also facilitates lawful cash-backs to buyers (as reviewed by the relevant authorities) who buy primary properties via DH. DH's novel and innovative cash-back program is proprietary, with the company successfully filing for a patent to protect its valuable intellectual property (number: 10201803142V). The cash-back arrangement is a novel and valuable feature significantly sets DH apart from its competitors.

In a short span of 2 years, DH boasts a user-base of some 130,000 people. More than S\$350,000,000 of real estate has been transacted to date, with more than S\$7,000,000 in savings gained by sellers, buyers, landlords and tenants (compared to incumbent fees charged elsewhere).

As part of its expansion plans, DH intends to issue DIREC tokens, a non-securitised cryptocurrency through an initial coin offering ('ICO'). DIREC tokens are ERC20 compliant and managed by a token smart contract that is deployed on the Ethereum blockchain. DIREC tokens are a form of utility cryptocurrency that can be used to pay for services on DH's web platform.

STATS



+ 130,000

people added to
the user-base



S\$350M

of real estate has been
transacted to date



S\$7M

Savings gained
by sellers, buyers, landlords
and tenants

DH's ICO is unlike many other ICOs because it is based on an already viable and profitable business model. Unlike many blockchain startups, DH has an already established business which goes beyond a mere vision and a roadmap. DH has succeeded because it reduces transaction and search costs for buyers and sellers and allows buyers of primary property to share some of the profits property developers earn.

While traditional property web-portals are agent and developer-centric, DH is disruptive to existing incumbents because it puts ordinary buyers first, significantly reducing search-costs.

DH's success has not gone unnoticed. Its shareholders include Wang Shuang (Vice Chairman and CEO of HNA Group (International) Company Limited) and Jin Chensu (MD, Cyrius International Pte Ltd). DH's Advisors include Daniel Teo (Chairman, Hong How Group & former President of FIABCI and REDAS), Michael Chan (former MD, Bank of New York Mellon) and John Gaw (CEO, LandConsult & former Deputy Commissioner of Lands, Singapore Land Authority).

DH's disruptive business model has been featured in nearly a dozen different news outlets. These include all of Singapore's main newspapers, established regional news platforms and several business magazines and periodicals. These include Channel NewsAsia, Money Week, The Straits Times, CEAnergy, Asian Property Review, Berita Harian, Suria and Lianhe Zaobao.

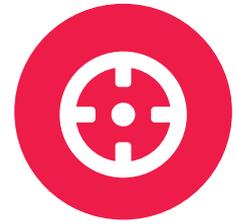
DH's innovative business models easily transportable globally and it sees its market as global, with immediate plans to facilitate low-cost, efficient transactions in Southeast Asia and Australasia before branching to the United States, the United Kingdom then to the rest of the world. DH will use the ICO proceeds to expand its scope of services via three milestones.

FEATURED ON



Milestone 1:

DH will expand its secondary sale services to include flat-fee agent services and market-rate agent services; this will be on top of its existing free and express (low-cost) listing services that do not involve agents.



APPEAL

Fulfil market needs allowing greater deployment of agents and allow for increase in range of fees sellers can pay for a transaction



The rationale for this expansion is three-fold: (1) Some buyers and sellers prefer to have an agent assist them with the paper work; (2) Many agents are underutilised and will be willing to assist buyers and sellers for a flat-fee instead of a percentage commission and (3) Some sellers believe that paying market-rate commission may attract more motivated agents. These gradations provide for better matching of needs across all segments of the market, allowing DH to capture more market share.



REVENUE STREAM

Property sellers and real estate agents

Milestone 2:

DH will enhance its popular cashback program in allowing buyers of new property launches to receive up to several tens of thousands of dollars in cash.



APPEAL

One-stop shop for new property launches; allow buyers to receive cash-backs for the full range of new property launches



REVENUE STREAM

Property developers

DH will expand its cash-back facilitation by creating a consolidated advertising platform for all new primary property sales. This fulfils a current gap in the market: There is currently no consolidated database for new property launches in Singapore as well as in most countries. Completion of Milestone 2 will thus provide convenience for buyers as they will have access to all new launches.

Milestone 3:

Real estate is currently woefully local. DH will create a global platform to connect buyers (and tenants) anywhere in the world to properties globally, where no property is out of reach.

There is currently no database that lists property on a global scale. To overcome uncertainty, DH will engage property consultancies and law firms in major cities around the world to populate a comprehensive global handbook detailing all the various rules and regulations that international buyers have to take note on.

Home Seekers
SG, CN, ID, BN, HK,
DE, IN, AU, MY,
JKT, PEK, SHA

DirectHome Global CASHBACK

<p>Handbook</p> <ul style="list-style-type: none"> Rules & regulations Restrictions Financing & payments Loan mortgages, Payment stages & amt Taxation & Duties Avenues legal advice Property market trends 	<p>Listings</p> <ul style="list-style-type: none"> Developers & owners listings Virtual tour, full info & details Contact details of developers & marketing agencies DIREC tokens rewards
<p>Marketing Pack</p> <ul style="list-style-type: none"> Targeted demographic via digital & social media marketing Wider audience Regularly promoted Concurrent in various markets Efficient & Cost effective Global visitors of platform DIREC tokens 	<p>Forums</p> <ul style="list-style-type: none"> Discussion threads Community sharing Brand & platform stickiness Real estate specific DIREC tokens rewards

Agencies/ Agents

Developers/ Owners
UK, SG, AU, MY, PH,
US, HK, CA, BKK,
MEL, SYD, MNL, LON,
TYO, DXB

The Smart Contract Technology will ensure that frivolous requests from either potential buyers or sellers will not occur, as both buyers and sellers will be required to deposit a certain amount of DIREC tokens with DH in order to make certain arrangements (e.g. property viewings or reserving a unit). In addition, DH Global will be able to target the demography of international buyers seeking to buy developer's units overseas, boosting developer's sales through our structured marketing pack specifically designed for developers, otherwise not possible in the current operational limits by developers themselves. It will be the first and only platform that enables this.



APPEAL

One-stop shop for global property searches



REVENUE STREAM

Property Sellers