



**Y VENTURES GROUP LTD.**  
(Incorporated in the Republic of Singapore on 2 January 2013)  
(Company Registration Number: 201300274R)



## Y Ventures subsidiary partners with NEX-quoted blockchain advisory firm Coinsilium on AORA

- *Subsidiary of SGX-listed Y Ventures enters into partnership with London's NEX-quoted Coinsilium*
- *Coinsilium will provide their blockchain expertise and advisory services to AORA's ICO*
- *Coinsilium CEO and Co-Founder Eddy Travia will join AORA's Board of Advisors*

**Singapore, 30 August 2018** – Catalyst-listed Y Ventures Group Ltd. ("Y Ventures") is pleased to announce that its subsidiary Luminore 8 Pte. Ltd. ("Luminore", the "Company" or the "Group") has entered into a blockchain advisory partnership with Coinsilium Group ("Coinsilium"). Coinsilium, the first blockchain accelerator to list on a recognised stock exchange via an initial public offering back in 2015 (Stock Code - NEX: COIN), is a blockchain venture builder, advisor and investor in early-stage blockchain technology companies. Coinsilium provides advisory services to some of the most innovative blockchain projects around the world and has been investing in seed-stage blockchain ventures since 2014.

This partnership comes on the back of Luminore's Initial Coin Offering ("ICO") of its AORA Coins (the "Tokens") of up to US\$50 million launched in July 2018 for the AORA platform. Slated for launch in the first half of 2019, AORA seeks to become the world's first blockchain-enabled global buying platform that allows consumers to purchase real-world products from any online store and marketplace using cryptocurrencies.

As part of this partnership, Coinsilium will provide their blockchain expertise and advisory services to AORA in relation to the ICO, including the promotion and marketing of the Tokens. Coinsilium will also be advising on the development of the AORA platform.

In addition, Mr Eddy Travia, Chief Executive Officer and Co-Founder of Coinsilium, will join the Board of Advisors at AORA. Having been in the blockchain and cryptocurrency space since 2013, Mr Travia is a pioneer investor in blockchain start-ups and has led early-stage investments in 18 blockchain companies around the world, including Factom, RSK, SatoshiPay, Blox and Singapore social media start-up, Indorse. The 15 ICOs Mr Travia has advised on with Coinsilium have collectively raised more than US\$500 million.

**Mr Cedric Choy**, Chief Executive Officer of Luminore and Co-Founder of AORA, commented: "By augmenting AORA with blockchain technology, we reinvent the e-commerce buying experience for consumers through community-centric product discovery, cost-efficient payments, genuine product reviews and seamless logistics. This solidifies our vision of building AORA into a global buying concierge platform that makes cross-border shopping and product discovery fun, fast and convenient.

We are excited to work together with Coinsilium to deliver this vision, and we are confident that their expertise in driving innovation for blockchain technologies, their networks and high industry profile will provide us the insight and guidance to develop AORA into a flagship e-commerce platform for cryptocurrencies."

**Mr Eddy Travia**, Chief Executive Officer and Co-Founder of Coinsilium, remarked: "Built by a well-established Singapore-based e-commerce and technology firm such as Luminore, we are confident that the AORA platform will be able to offer consumers and merchants a unique utility proposition as cross-border shopping gains in popularity. We look forward to advising on and being a part of this momentous token sale – the first by an SGX-listed company – which will soon give users the opportunity to utilise cryptocurrencies to conduct e-commerce activities from anywhere in the world through its innovative blockchain-enabled platform. The AORA token sale stands out as it offers the assurance and backing of a real-life, functioning platform with tangible features rarely seen among other token propositions in the market."

The AORA ICO commenced on 31 July 2018 and will end on 30 November 2018. Luminore will accept payments for the Tokens (priced at USD 0.20) in USD, SGD, ETH and Bitcoin. All participants will have to go through Know-Your-Customer and anti-money laundering processes.

AORA Coin will be a new Ethereum-based crypto token compliant with the ERC-20 token standard. The total supply of saleable Tokens is 250,000,000 while the total number of Tokens minted will be 625,000,000. The total amount that Luminore targets to collect from the ICO is US\$50 million, subject to a minimum of US\$20 million. Luminore intends to use the proceeds from the ICO for product research and development, risk management, operational costs, marketing and legal, regulatory compliance and accounting costs. Further information on the ICO may be found at: <http://aora.com>.

**Important Notice:**

The Company is the first Singapore listed company that has launched its own utility token through an ICO and as a listed company, the Company is subject to the listing rules of the Singapore Exchange Securities Trading Limited ("SGX-ST"). At the date of this press release, there is no certainty or assurance that the ICO will be completed or that no changes will be made to the terms thereof, as the same may be subject to on-going regulatory clearance and compliance, if applicable. In the event that the ICO does not proceed for whatsoever reason, the Company's subsidiary, Luminore 8, will refund any monies collected from the sale and distribution of the AORA Coins (without interest or other benefit arising therefrom) to the respective token applicants. Shareholders and potential token applicants and holders are advised to read this press release and any further press release and/or announcements by the Company on the ICO carefully.

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### **About Y Ventures Group Ltd.**

Y Ventures Group Ltd. is a Singapore-founded, data-analytics driven e-commerce company with a global presence. The Group's business model leverages on the proprietary information derived from its data analytics capabilities for the procurement, distribution, digital marketing and sale of products worldwide across different online marketplaces in North America, Europe and Asia Pacific. Capitalising on its data analytics capabilities, Y Ventures' enhances sales results and cost efficiency by employing its data analytics capabilities of analyzing demand trends, pricing intelligence, consumer sentiment and market competition to inform its business decisions. The company also analyses qualitative data and conducts market research through consumer engagement / virtual focus groups to tease out key insights on consumers' preferences on features and specifications, which is valuable for improvement of merchandise.

In 2017, Y Ventures made its debut on the Catalist Board of the Singapore Stock Exchange (Stock Code - SGX:1F1), becoming the first homegrown e-commerce and technology firm to do so.

For further information about Y Ventures, please visit <https://yventures.com.sg>

### **About Luminore 8 Pte. Ltd.**

A subsidiary of Y Ventures Group, Luminore 8 Pte. Ltd. was founded to research and develop e-commerce platforms for the future economy. With its experienced team of developers, engineers and data scientists, Luminore hopes to build truly innovative digital platforms that deliver real value to businesses and consumers around the world. In March 2018, Luminore signed an MOU with Singapore Post Limited to cooperate in developing the e-commerce platform AORA, as well as to explore possible enhancements to the e-commerce parcel logistics chain utilising new technological processes for warehousing and last mile delivery.

For further information about AORA, please visit <https://www.aora.com>

### **About Coinsilium**

Coinsilium is a venture builder, investor and advisor to early-stage blockchain technology companies. It does this through its consortium of top-tier investors, industry thought leaders and executive managers. Coinsilium's focus is on driving innovation in fintech and blockchain technologies, enabling businesses to take advantage of growth opportunities. Coinsilium also provides advisory services to companies planning token generation events.

Coinsilium shares are traded on NEX Exchange Growth Market, the primary market for unlisted securities operated by NEX Exchange, a Recognised Investment Exchange under the Financial Services and Markets Act 2000.

For further information about Coinsilium, please visit <http://www.coinsilium.com>

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*This press release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, RHT Capital Pte. Ltd. (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this press release.*

*This press release has not been examined or approved by the SGX-ST and the SGX-ST assume no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.*

*This press release contains important information. If you are in doubt as to any aspect of the ICO, this press release or the action you should take, you should consult your legal, financial, tax or other professional adviser(s).*

*For more information on this ICO, please refer to the contents of the SGX Announcement made on 31st July 2018.*

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