



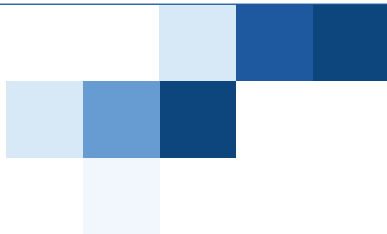
WE ARE THE FUTURE OF  
PUBLIC TRANSPORTATION



who are we?

# PUBLIC TRANSPORTATION TRANSFORMED

Combines the latest business data methodology, with the best class asset management framework, for utilizing transportation vehicles to get people to their intended destination.





# PUBLIC TRANSPORTATION TECHNOLOGICALLY ADVANCED



## CONGESTED ROADS, SAFETY ISSUES, POLLUTED CITY, NO MORE

ARK focuses its business model on the commuters and exploits previous unthought possibilities to create an ecosystem around services and commerce as an essential extension of daily life. Fulfilling the needs and demands from a constantly moving population.



1

### INCREASED RIDERSHIP

Public Transportation with buses has shown a steady decline over the years. ARK is able to improve bus ridership by enticing the commuters with revamped key business elements.

2

### EARN WHILE YOU RIDE

ARK platform allows direct marketers to reach out to commuters, allowing commuters who spend time or purchase goods on the platform to earn money while they ride.

3

### GREENER, GREENER TRANSPORT

Incentivise drivers and vehicle operators in their participation with emission control and assist to maintain their vehicles to comply with the law.

4

### SAFER DRIVERS, HAPPY COMMUTERS

Safety is one the biggest issue that affects the ridership for public transportation. ARK ensures a heightened level of safety installations in their vehicles, putting commuters' minds at ease during their ride.

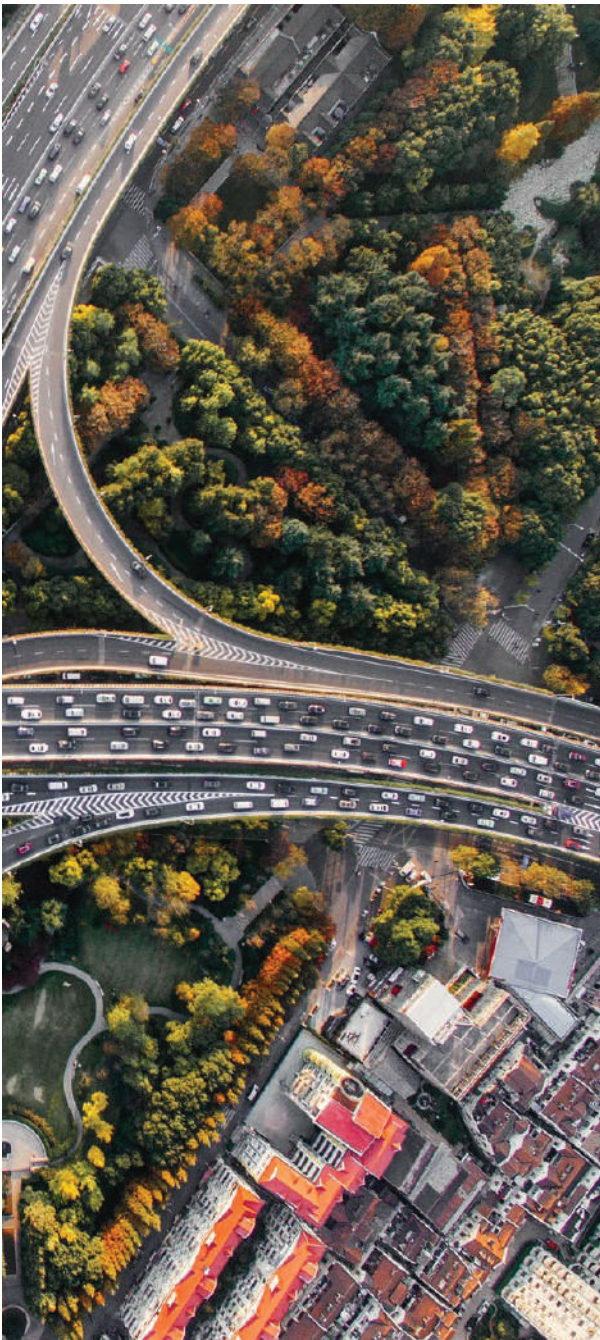
5

### INCLUSIVE GROWTH

The ease and attractiveness of the system will reach out to the millions of unbanked, including street vendors that are often ignored.

# BANGKOK MADE POSSIBLE WITH ARK

With 1 million commuters per day, 40 bus operators who own private joint bus licenses and the support by Cho Thavee Public Company Limited, this revolutionary project will be the solution for Bangkok's society. These buses will no longer be depreciating assets, the data will provide the first steps for an in-depth analysis for the necessary actions to achieve our goal for the country.



## SOLUTIONS

### REDUCE TRAFFIC CONGESTION

ARK will ease the amount of traffic on the streets by providing a more comfortable, satisfactory and acceptable alternative to driving their own vehicle.

### SAFER ENVIRONMENT & ROAD CONDITIONS

ARK will have its public transportation monitored, ensuring safety for commuters, identifying poor road conditions early, allowing maintenance to be carried out before accidents take place.

### REDUCE AIR POLLUTION & ITS IMPACT ON HEALTH

ARK will encourage low emission public transportation vehicles on the road, that do not contribute to the city smog and also reduce the overall number of cars on the road, cleaning up Bangkok's air, reducing the number of people who contract diseases brought about by air pollution.

### MODERN MANAGEMENT DRIVEN BY DATA

ARK will facilitate the management of supply and demand on a daily basis, by deploying more buses on high-peak hours and reducing the number of buses on low-peak hours. This ensures operational efficiency, increasing customer satisfaction and reducing operating costs.

### CONNECTING THE CITY WITH INDUSTRY 4.0

ARK will connect Bangkok with the modern age, linking it with the wifi transmission, internet of things, cloud computing, seamless payment system, vehicle installations and high-level data analytics.



The AMORN Collaboration Center will give access to the data it has collected to collaboration partners to develop new and innovative new solutions and applications. ARK will take a royalty or fee from revenue generated from solutions that use ARK Data. The revenue is then given back to AMORN Token holders.



Companies can purchase big data or marketing insights and analytics. The revenue earned is directed back to the token holders.

USER BIG DATA



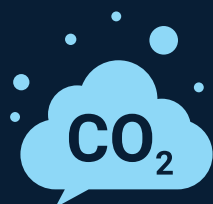
USER DATA



BIG DATA



AMORN DATA marketplace allows companies to interact directly with or purchase data directly from our users in the ecosystem. Companies wishing to interact with our users will push a request to the AMORN Data which will alert users that fit the profile. Users get paid for directly interacting with the marketers or consuming advertisements and AMORN gets a platform fee. Users get to choose which activities they want to participate in. Users get rewarded with additional AMORN tokens for frequent interaction.



Data will play a big role in improving the efficiency of the transportation system and also monitor all vehicles in real-time for emissions to ensure that vehicles comply with maintenance to reduce air pollution. A case can be made to earn carbon credits from this project where returns can be ploughed back to token holders to incentivise compliance.



Sensors and Communication Equipment will be outfitted into all vehicles in the AMORN ecosystem to generate data that will be fed into the AMORN Data Center. AMORN will be allocated to each vehicle that generates the data for them to earn from the generation of data too. Buses will also be outfitted with WIFI which will allow commuters to log on and also capture data.



Physical merchants will be encouraged to join our payment platform to increase convenience for our users.



Online merchants will also be onboarded into our AMORN transaction platform.



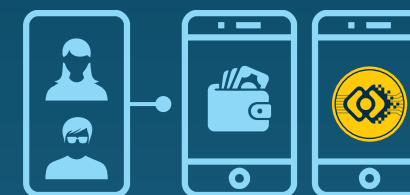
Digital Wallet will reflect the users account in Fiat Currency. Users can top up their accounts at merchants, kiosks, online or via mobile.

The Currency in the Digital Wallet can be used to pay for public transportation, and goods & services from merchants (physical & online) onboarded on the AMORN platform.

For people without smart phones, an RFID card can be issued that is linked directly to their digital wallet. The payment system is done in partnership with VISA



Fiat spent on the AMORN Unified Payment System will be rewarded with AMORN REWARDS. Users will stand a chance to be rewarded through gamification, entitlement to automatic free personal accident benefits and free rewards that are redeemable for medical benefits.



Users signing up with AMORN will get a digital wallet and an AMORN account that stores their data.





### AMORN UNIFIED PAYMENT SYSTEM

Unified payment solution and ecosystem for AMORN's multimodal transportation, social commerce, and e-commerce platform. The AMORN Payment System will utilize a mobile digital wallet linked to a card. The system is coordinated in partnership with VISA.



### AMORN MULTIMODAL TRANSPORTATION

A.I enabled planning for point-to-point transport utilising the full suite of transportation options in the AMORN Ecosystem.



### AMORN SENSORS NETWORK

A variety of sensors and data collection devices will be installed on to vehicles and bus stops under the AMORN network to generate and collect data. In partnership with DRVR, IoMob, and Mobileye.



### AMORN DATA MARKETPLACE

AMORN Data Marketplace allows marketers and clients to interact directly with ARK commuters with advertising and activities that ARK commuters choose to participate in. ARK users are paid a fee into their digital wallet and AMORN gets a platform fee. Big data, environmental data and more are also made available for customers in the marketplace.



### AMORN COLLABORATION CENTER

ARK will make available its data to partners via the collaboration center to develop innovative new solutions and applications. ARK will receive a royalty or fee from the solutions and applications that were developed with the proceeds going back to AMORN Token Holders.



### AMORN COMMERCE PLATFORM

By onboarding physical small merchants along bus routes and around bus stops to the AMORN Unified Payment System, ARK will create a social commerce platform to provide digital wallet storage and transaction services to merchants. The platform will expand to e-commerce opportunities as it grows in user and merchant base.



### AMORN REWARDS

A unique system to reward bus and ultimately public transportation users. Random users will be picked every month to receive attractive prizes. Users are also entitled automatically with free personal accident benefits and rewards that can be accumulated and redeemable for further medical benefits. This will increase the usage of the AMORN ecosystem and encourage adoption.



### AMORN GREEN

To combat air pollution and get ahead of emission control, ARK will utilize data generated to increase the operational efficiency of routes and vehicles, cutting down on fuel consumption and increasing efficiency. Carbon credits can also be applied for with proceeds given to AMORN token holders.

# KEY ELEMENTS ECOSYSTEM



# MANAGEMENT TEAM



Mr. Suradech Taweesaengsakulthai  
Executive Chairman



Mr. Kritphon Surachutikarn  
Chief Financial Officer (CFO)



Mr. Raymond Chee  
Chief Executive Officer (CEO)



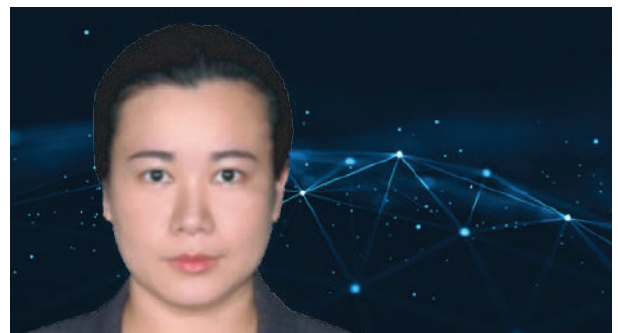
Mr. Vincent Choy  
Investment Officer



Mr. David Henderson  
Chief Information Officer (CIO)



Piya Chansrakaew  
Senior IT Manager



Ms. Nisachon Rattanamanee  
Data Protection Officer & Operations Manager

# BOARD OF ADVISORS



H.R.H. Tunku Laxamana Naquiyuddin  
ibni Tuanku Ja'afar  
Senior Advisor



General Somnuek Anakwat  
Advisor (Public Transportation & Infrastructure Expert)



Mr. Chotisak Asapaviriya  
Advisor (Public Transportation & Infrastructure Expert)



Ir. Francis Sootoo  
Advisor (Public Transportation Expert)



Dr. Boyd Cohen  
Advisor (Smart City & Smart Mobility Expert)



Prof. Dr. Sartra Wongthanvasu  
Advisor (Artificial Intelligence Expert)



# BOARD OF ADVISORS



**Dr. Agachai Sumalee**  
Advisor (Big Data Expert)



**Dr. Asama Kulvanitchaiyanunt, Ph.D.**  
Advisor (Big Data Expert)



**Mr. Nur Syukri Zakaria**  
Advisor (Blockchain & Payment Systems Expert)



**Mr. Dunstan Teo**  
Advisor (Blockchain Expert)

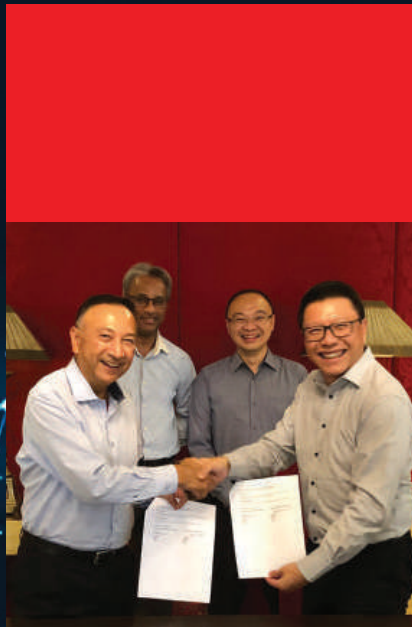


**Mr. Akkharaphong Kunladetnithiphat**  
Advisor (E-commerce Expert)



**Mr. Songsak Chatchoosakul**  
Advisor (Digital Platform Expert)

## RECENT MILESTONES



Signing of Memorandum of Understandings with H.R.H. Tunku Laxamana Naquiyuddin ibni Tuanku Jaafar bringing together ARK and ShieldCard / Axxess on Insurance and Antah Renewables on Solar Charging Stations

## CORPORATE PARTNERS

