

Revolutionizing public transportation by combining the largest city bus operation with latest data analytics to create an integrated Mobility-as-a-Service (MaaS) platform for the best commuters' experience.

ARK = LICENSED OPERATOR + DATA + PLATFORM

1.1 ABOUT THE COMPANY & TEAM

ARK operates its own fleet of city buses and will be one of the largest city bus group in Thailand through a series of consolidation. ARK envisions the modernization of public transportation by creating a Mobility-as-a-Service (MaaS) platform with powerful network effect called AMORN. This smart transportation solution will leverage on big data analytics and location-based e-commerce to create transformative experience for commuters.

ARK is the FUTURE of Public Transportation and will provide the framework of development for Public Transportation optimization in Thailand, and the region.

ARK represents a paradigm shift, a digital transformation in the public transportation business by changing from an asset (vehicle fleet) management business, to a DATA capture, utilization & monetization business.

ARK is supported by a CAPTIVE ECOSYSTEM of public transportation users, transport vehicles, data and predictive location capabilities to transform ARK's key assets from transportation vehicles, to the PEOPLE who use the public transportation network.



ARK is a subsidiary of Cho Thavee Public Company Limited, a transportation group listed in the Stock Exchange of Thailand and is led by its Co-founder & Executive Chairman, Mr. Suradech Taweesaengsakulthai, a seasoned businessman and majority shareholder of Cho Thavee Group. He's also the co-founder of Khon Kaen City Development Corporation, an organization involved in the development of Khon Kaen province as well as Associate Dean in the Faculty of Administration, Khon Kaen University. Mr. Suradech is at the forefront of driving

Smart City Transformation in Thailand and has participated in various government committees helping to formulate policies for the development of Thailand.



ARK is also being led and advised by an illustrious team of businessmen and technology experts, including its Co-founder & CEO, Mr. Raymond Chee. Prior to ARK, Mr. Chee founded and led RapidCloud International PLC which was listed in London Stock Exchange, and was profiled by Digital News Asia in 2014 as one of the top 50 influencers, movers and shakers in Malaysia's Digital Economy in its Digerati50. Mr. Chee brings along his years of International experience in digital transformation and enterprise cloud computing.

ARK is guided by a board of advisors consisting of high-profiled individuals and industry experts including His Royal Highness Tunku Naquiyuddin ibni Tuanku Ja'afar (Tuanku Ja'afar was the 10th Supreme King of Malaysia), Mr. Chotisak Asapaviriya; the former president of Airports of Thailand involved in the opening of Suvarnabhumi Airport & former president of Mass Rapid Transit Authority of Thailand, General Somnuek Anakwat; an expert in public transportation and former senior advisor to the Office of the Permanent Secretary for Defence; and many more.

2.1 ARK BUSINESS MODEL

Current Problems	ARK Solutions
1. Congestions	• Traffic optimization through data
2. Safety	• Accidents reduction through behavioral analytics and safety sensors
3. Pollution	• Greener fleet, Sensors and carbon trading
4. Reliability	• Modern management driven by data
5. Acceptance	• Connecting the city and commuters through Mobility-as-a-Service Platform
6. Low Revenue	• Location-based e-commerce services

ARK will:

- 2.1.1 Be one of the largest city bus operators and manage over 45% of bus routes in Bangkok while collaborating with the government operator, BMTA (Bangkok Mass Transit Authority) for the rest of bus routes in Bangkok.
- 2.1.2 Upgrade all existing buses in ARK and equip them with various sensors and WiFi service for data collection.
- 2.1.3 Build a Mobility-as-a-Service (MaaS) platform that is integrated with unified payment, multi-modal transportation and location-based e-commerce service to encourage all users to switch to the app.
- 2.1.4 Capture all relevant data such as traffic data, user data, air quality data, safety data and location data while making sure proper data privacy is maintained at all times.
- 2.1.5 Capture all relevant external data that can be picked up by the array of sensors on every bus and bus stops.
- 2.1.6 Provide better informational services for public transportation and integrate multi-modal transport by onboarding BMTA buses, taxis, tuk-tuks, mini buses (songthaew), river ferries, sky trains, subways, etc.
- 2.1.7 Monetize the data collected through:
 - a) Joint marketing projects and programs that allow voluntary participation from commuters and B2B clients.
 - b) Location-based marketing for merchants along bus routes and at commuter destinations.
 - c) Big data analytics and commercialization of data assets in full compliance with PDPA.
- 2.1.8 Integrate micro-enterprises and shops along the main roads and around major bus terminals and bus-stops.
- 2.1.9 Explore further opportunities to monetize data and partner with relevant businesses and enterprises by providing data assets collaboration.
- 2.1.10 Transforming ARK into a Valuable DATA and Marketing Company!

2.2 ARK REVENUE MODEL

2.2.1



Transaction Fees from AMORN Multimodal Transportation System

For every transaction made with the AMORN platform and payment system, ARK will receive a transaction fee. As ARK will own nearly half of the fleet of buses operating in Bangkok, Thailand, this revenue will form the baseline for ARK's revenue stream.

2.2.5



Transaction Fee from Commerce and Micro-Enterprises

With the integration of micro-enterprises, stalls and shops along major bus routes and bus stops to our digital payment infrastructure, we will create a bustling commerce platform off which we will be charging a reasonable transaction fee.

2.2.2



Sales of Big Data

Revenue is made from selling raw data, meta data, insights and analytics in full compliance with current laws regarding data privacy and control in Thailand. Sale of data can be on subscription basis, or ad hoc. Clients will consist of various government agencies, corporations and institutions.

2.2.6



Platform Referral Fee from AMORN Commerce Platform

We will also use Artificial Intelligence and other customer recognition tools at our disposal to create a recommendation engine to commuters and clients, leveraging referral fees on successful conversions.

2.2.3



Platform Fee Through Personal Marketing

ARK will provide a platform for voluntary permission based marketing to commuters and users of our App and Ecosystem. A platform fee will be charged, and participants in the marketing campaign will get paid as well by the marketing companies.

2.2.7



Location-Based Marketing and Advertising Fees

One of the most powerful tools at our disposal is predictive location information. We know for certain where commuters will be alighting within an expected time schedule. Therefore, we can create a platform for bids for targeted marketing advertising to selected commuters.

2.2.4



Royalties/Levies/Earnings from AMORN Data Collaboration Centre

ARK will encourage other companies and enterprises to utilize their data assets and through partnerships, charge royalties/levies/fees for the use of our data assets.

2.2.8



Sale of Carbon Credits

By upgrading our bus fleets, optimizing routes and providing a more efficient public transportation to remove cars off the road, ARK will be seeking concessions from the Thailand government to recognize the carbon savings from ARK and issue Carbon Emission Reduction (CERs) to ARK.

3.1 INVESTMENT OFFERING

This is a rare opportunity for investors to invest early into one of the largest city bus operators in Thailand that also envision modernization through digital transformation.

ARK provides a unique investment opportunity for both traditional and crypto investors as we accept both fiat cash and major cryptocurrencies.

*It is intended that the offering will be registered in the US under Reg D

Investing in ARK securitized token will enable investors to benefit from:

1) Revenue Participation Note (RPN) / Revenue Sharing

Investors will be entitled to revenues collected from the model above with payout based on quarterly basis. Revenue sharing is deemed more attractive than profit sharing.

2) Listing of Tokens in STO Exchange

The securitized token will be listed in a regulated exchange to enable secondary trading of the tokens for potential upside and additional liquidity.

3) Conversion to Equity on IPO

Investors will benefit from an automated conversion of securitized token held to the shares of ARK on its IPO (Initial Public Offering), expected to be in end 2025 or early 2026 at a 100% premium from its STO offer price of US\$0.20. Early investors will benefit from an even higher premium due to additional discounts on token price.

Together with quarterly payouts, the expected Return on Investment (RoI) for investors is estimated to be in the range between 129% - 186% depending on the phase when investors participate. The instrument will be held in the form of a digital token recorded on blockchain.

Our Investment Offer to Investors is as follows:

A proportion of revenue paid out quarterly, up till when ARK makes an Initial Public Offering (IPO), upon which all investors will be issued shares through a conversion exercise on the tokens held.

The Revenue that will be distributed to the Investors will be split into a TOTAL of **five billion shares (5,000,000,000)** represented by digital tokens (AMORN tokens) that will be held in the investor's digital wallets.

Every quarter, the Revenue Sharing (RPN) due to the investors, will be credited to the investor's digital wallet in the form of major and accepted cryptocurrency such as Ethereum, Bitcoin, USDT etc. that can be converted to fiat cash easily.

Upon ARK's IPO, every AMORN token will be converted to US\$0.40 worth of ARK shares. The number of shares allocated will depend on the issue price during the IPO.

The Revenue Sharing (RPN) composition that is due to AMORN token holders is detailed as the following:

A 50% Share of the Revenue from:	As well as 100% Share of the Revenue from:
<ul style="list-style-type: none"> ■ Transaction Fees from ALL Transportation Services under ARK ■ Platform Fees from ARK's Merchant and E-Commerce Platform ■ Royalty Fees from the AMORN Collaboration Centre ■ Carbon Credits 	<ul style="list-style-type: none"> ■ AMORN Data Marketplace including: <ul style="list-style-type: none"> ■ Data Sales ■ Location Based Marketing Ad Revenue

4.1 BUSINESS MILESTONES

ARK currently owns and operate over 200 city buses in Thailand and have deployed various sensors to its range of smart city buses to generate data and conducting pilots. Being a subsidiary of Cho Thavee PLC., we are also involved in ticketing system implementation and conducting route analysis.

ARK has also signed a purchase agreement with more than 80% of the private city bus operators in Thailand for a series of consolidation to become one of the largest operators in Thailand.

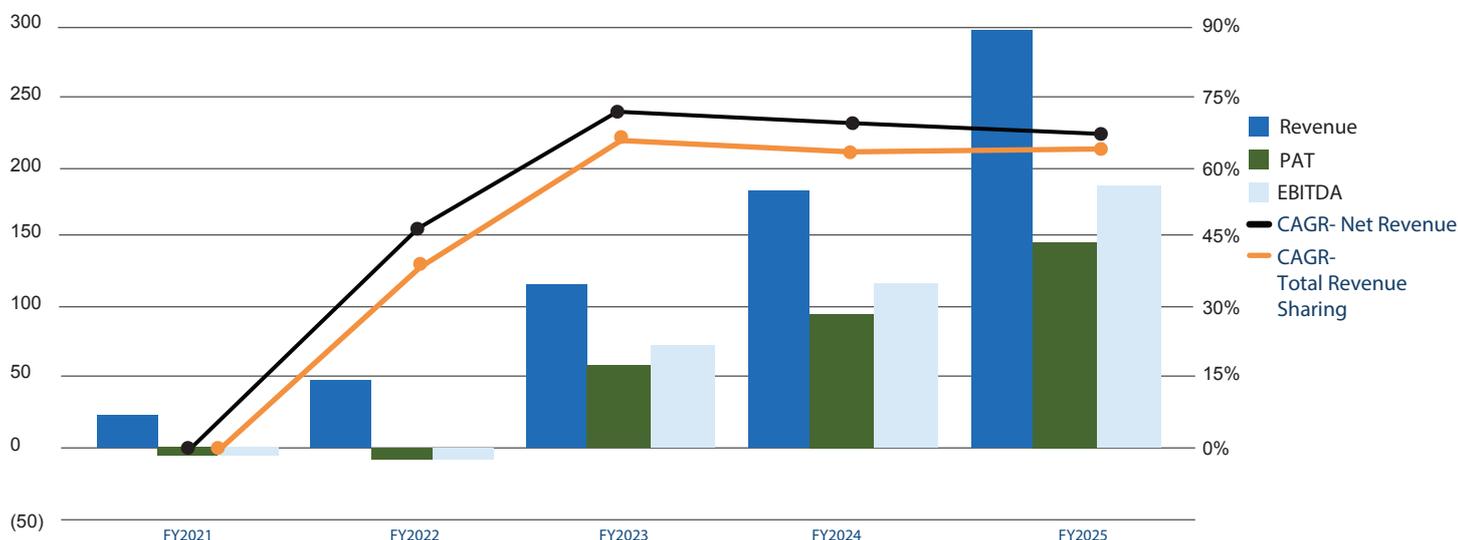
ARK has also developed a prototype to its Mobility-as-a-Service platform.

ARK has signed various partnerships and collaboration agreement with renowned partners such as:



5.1 HIGH-LEVEL FINANCIAL PROJECTIONS

Key Financials [FY2021-FY2025]
In US\$ Millions



In US\$ Millions	FY2021 (f)	FY2022 (f)	FY2023 (f)	FY2024 (f)	FY2025 (f)
Revenue	22.7	48.3	118.5	182.6	292.3
Profit After Tax (PAT)	(3.3)	(4.7)	53.8	91.0	148.4
EBITDA	(3.3)	(4.7)	70.0	113.4	185.0
CAGR- Net Revenue	-	45.9%	73.4%	68.4%	66.7%
CAGR- Total Revenue Sharing	-	38.0%	64.4%	61.8%	62.5%

Investment Phase:

	Target Amount	Offer Price (US\$)
Phase 1	US\$20,000,000	0.16
Phase 2	US\$54,000,000	0.18
Phase 3	US\$82,000,000	0.20

Projected Return on Investment on IPO:

	Projected Rol
Phase 1	186%
Phase 2	154%
Phase 3	129%

* Based on Convertible Notes with 100% premium from US\$0.20 token as well as estimated quarterly payout up to end 2025.

5.2 CONTACT DETAILS



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