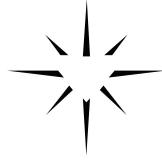


1. CURRENCY MOTTO



“ Live A Fonder Life ”

We are unendingly amazed at the wisdom encoded in the meaning of the word “Fond”.What it reveals is so fundamental that everyday, everybody needs it.

**FOND : “A PASSION, BELIEF OR AFFECTION
WITHOUT REASONING”**

OUR SOCIAL MISSION

To inspire people to "Live A Fonder Life" is our social mission that we begun even long before we launched “Fonder Diamond” in Singapore. Let's come together to ignite a movement of "Live A Fonder Life" and inspire every person on this planet to live fonder everyday!

FANS CLUB
For True Believers

We will empower a channel for true believers and influencers to use videos to share their experiences of being inspired by our motto in life. Eventually, many people will be inspired, and even inspiring others via sharing these videos.

2. FON APPLICATIONS

Empowered by Blockchain

A New Business Model: Decentralized Ownership

FON Applications are a collection of centralized solutions with a characteristic of Decentralized Ownership. It is a new business model used to address the monopolistic problem of the dominating centralized IT solutions.

fonmedia FOR INFLUENCERS

Fonder Media is a blockchain based online community to enable everyone to build their own channel.

- 1) Channel creator owns the community and it can be sold in our marketplace.
- 2) Over 80% of the ads income will be passed to the channel creator.

Today, the majority of internet resources is owned by a few companies. Those giant IT companies have become “obstacles to innovation” and are a “menace to society” due to the lack of competition. They are no longer afraid about complaints and “some even deliberately engineer addictions” according to George Soros.

The new business model we propose is inspired by the revolutionary potential of the blockchains and cryptocurrencies to unlock the values hidden inside of an online community. Under the new business model, it can no longer be based on profits to value the success of businesses but rather, the adoption of new cryptocurrency.

MORE FON[®]APPLICATIONS

fonpoints
FOR REWARDS

fongroups
FOR NETWORKING

fonads
FOR IMPRESSIONS

fonwallet
FOR MONEY

fonstore
FOR SHOPPING



3. FONDER WALLET

ALL-IN-ONE | SIMPLE TO USE | PAYMENT GATEWAY

Fonder Wallet is the gateway to Fonder Community. Receive reward coins when spending within the Fonder Community merchants, online and offline.



Manage All Your Assets In One Secure Account

Bitcoin, Ethereum, Fonder, Ripple, Litecoin, Dash, Zcash and other digital currencies.



Benefits

Receive reward points, discounts and new currency airdrops with access to our full network of FON Applications such as **fonpoints**, **fonmedia**, **fonads** & **fonstore**.



Payment Gateway (For Merchants)

Fonder wallet enables any merchant to accept cryptocurrency payments for services with customizable checkout modules

4. FONDER BLOCKCHAIN

With a mission to build FON as a mainstream cryptocurrency that even your grandma can use, we will reinvent the existing blockchain to create the Fonder Blockchain platform.

Speed and Fees

With the ability to process millions of transaction per second with virtually zero transaction fees involved, you will never have to wait for that important transaction to clear.

100% Privacy

By utilizing multiple anonymity-centric networks Fonder blockchain can provide private transactions that are completely untraceable, keeping your assets disconnected from your identity.

Send Cryptocurrency Like You Send Email

Our Blockchain Name Service (BNS) enables easy adoption of cryptocurrency and blockchain services with easy-to-remember addresses.

Blockchain Builder

Build endlessly scalable blockchain applications, customize all aspects of your blockchain including currencies, transactions and consensus.

No coding and infrastructure required.

OVERVIEW

OF BLOCKCHAIN TECHNOLOGY

Blockchain technology is still in its infant stage, in almost every aspect, from the architecture, consensus, digital identity, transactions to the parameter details etc.



5. ICO GUARANTEE

DIAMOND REDEEMABLE

At Same Value*

Why We Offer This Guarantee?

- 1) As a utility token, the amount you contribute to us is diamond-redeemable within certain period of time.
- 2) In case the price of our FON is not as good as you expected within a certain period after the ICO, our guarantee can help our contributors like you mitigate the risks.

Why We Can Offer This Guarantee?

- 1) Selling diamonds is our business, selling beautiful diamonds is our skill. More details about Fonder Diamond can be found at <http://www.fonderdiamond.com>.
- 2) In worst case scenario that our contributors choose to redeem the diamonds from us, the limited profit from the transaction can cover our administrative and marketing costs. This is the reason why we can offer this guarantee.

Basic Terms and Conditions:

- 1) Diamond is only redeemable when your contribution is more than USD2000, because it is insufficient to purchase a diamond for use as a meaningful asset if it is below USD2000
- 2) This diamond-redeemable guarantee is only applicable within the first 6-month period after ICO.

**For Detailed Terms and Conditions, please refer to the whitepaper*





6. FONDER DIAMOND

www.fonderdiamond.com

Selling Diamonds is Our Business. Selling Beautiful Diamonds is Our Skill.



A Launching Pad for Fonder ICO

Fonder Diamond is an existing profitable business and will serve as a launching pad for Fonder ICO as well as a strategic and vital liquidity channel for Fonder cryptocurrency in the initial stage.



The Story of Fonder Diamond

Fonder Diamond is not a traditional diamond company, and was established as a disrupter to the diamond industry. By heavily adopting internet and mobile technology for marketing and operation, we operate at a much higher efficiency than traditional jewellers. To streamline our procurement chain, we work with diamond producers directly so that we eliminate as many intermediate businesses as possible.

Fonder Diamond has been reputed as a modern diamond company by its better-priced diamonds and transparency as well as its excellent service and product quality.



The Future of Fonder Diamond

As a major contributor in Fonder Ecosystem, Fonder Diamond is ready to expand globally, to set up showrooms in every city all over the world alongside attracting downstream industry players such as wedding photographers, wedding planners and wedding designers into the Fonder Ecosystem.

www.fonderdiamond.com



7. FONDER TOKEN & ICO

Fonder Token (FON)

The symbol of FONDER Token is FON. During the token sale, the FON Token is implemented as ERC20 compatible token over the public Ethereum blockchain. It will be converted 1:1 or 1:N to native FON coin after the deployment of FON native blockchain in Oct 2019 or earlier.

Tokens Issuance

To finance FON roadmap and activities, Fonder is tentatively planning to launch a token crowd sale in Q4 2018.

1) Uncapped Amount of Crowd Contribution

Fonder token will be sold at fixed price denominated in ETH with an uncapped amount of crowd contribution. However the total supply of Fonder token will be fixed relative to the number of tokens distributed in the uncapped crowd sale.

2) Fonder ICO accept ETH, BTC, TRX.

3) 21% of Total Issued Tokens are Distributed in Crowd Sale

The number of tokens distributed in the crowd sale will equal to 21% of the total tokens issued. The details of Fonder token allocation percentage are stated below.



4) Price for Token Sale

1. Public ICO

Duration from token crowd sale event start	1st day	2nd day	3rd day	4th day	5th day	6th day	7th day	8th day	9th day	10th day	11th day	12th day	13th day	14th day
FON/ETH	6000	5900	5800	5600	5400	5200	5000	4800	4600	4400	4300	4200	4100	4000

2. Pre-sale

	Period	FON/ETH
Stage 1	15 May - 31 Jul 2018	12000
Stage 2	1 Aug - 31 Sep 2018	10000
Stage 3	1 Oct - 31 Nov 2018	8000

For more details, please refer to whitepaper.