

Press release - for immediate release

HelloGold, the app that is democratising gold for the man in the street, announces a Token Sale on Monday, 28 August.

Singapore, 5th of August 2017 – HelloGold announces that its Foundation's Token Sale will start on Monday, 28 August.

HelloGold wants to democratise gold for the man in the street. Its live mobile app in Malaysia lets customers buy and sell physical investment grade gold with as little as RM1 (US\$0.25). HelloGold will also enable customers to use the gold as collateral for affordable loans and to transfer their gold to their friends and family at no cost.

Robin Lee, CEO of HelloGold and previously CFO of the World Gold Council:
“HelloGold wants to remove affordability and accessibility from the equation through the democratisation and digitisation of gold-based savings and financing. The digital gold-backed token will enable us to take our products and services to another level, allowing us to accelerate financial inclusion across the world.”

With that in mind, HelloGold set up the HelloGold Foundation (HGF) to fulfil two objectives: 1) accelerate the use of blockchain technology for use by the mass market and 2) expand the availability of products that help the underserved and unbanked in emerging markets.

To support its objectives, the HelloGold Foundation is looking to raise funds via a Token Sale. The sale proceeds will be used to finalise the development of the Gold Backed Tokens (GBTs) using Ethereum ERC20 tokens. GBTs will be backed by 1g of 99.99% investment grade gold, securely vaulted with HelloGold's nominated vaulting provider. The sale proceeds will also be used to support development of “ethereum smart contract” based gold financial products and HelloGold's geographic expansion.

HelloGold has started commercial operations and is targeting 10 millions customers in 5 years. It's the first mass-market real-world use case of blockchain technology. Additionally HelloGold is partnering with Aeon Credit Services (M) Berhad, the personal financing arm of the largest retailer in Asia - Aeon Co. Ltd, and is in discussions with other partners to gain access to 330 million customers in Asia alone.

For more information on the Token Sale, including sale and pre-sale details, please visit www.hellogold.org

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About HelloGold

At HelloGold we believe that Gold protects our customers' savings, so we've made it our mission that everyone should have access to it in an affordable and secure way. HelloGold is a start-up that creates simple and accessible Gold products for everyone. Founded in 2015, headquartered in Singapore with offices in Kuala Lumpur, Malaysia, HelloGold built the world's first Shariah compliant gold mobile app that changes the way people buy and sell gold. HelloGold has recently closed its Series A round and includes Singapore's Finlab amongst its investors

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