

BE PART OF GOJOY, THE NEXT SUPER UNICORN

Starting in China, Gojoy helps 60% of low and middle income families to buy products at 30-50% cheaper than Amazon & Alibaba and incentivises their purchase by sharing 50% of the platform's global profit through hourly cash rewards.

Gojoy's unique business model eliminates customer acquisition cost (CAC), lowers customer retention cost (CRC) and incentivises consumers by empowering them to create wealth together with Gojoy, thus increasing their lifetime value (LTV).

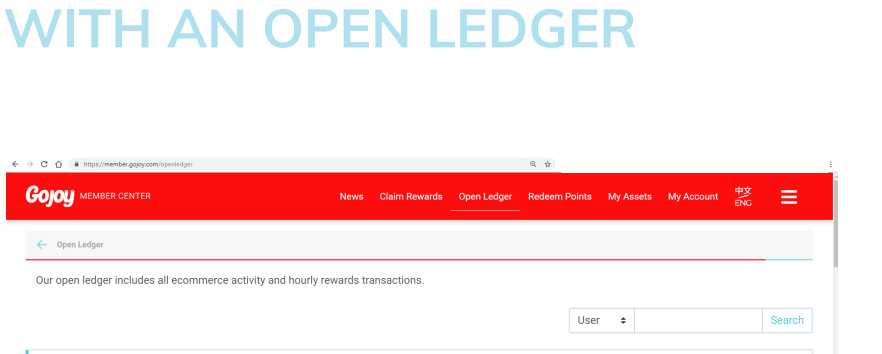
Unlike other startups, Gojoy is profitable since day one with nearly zero upfront cost and continues to grow exponentially.

CURRENT BUSINESS PERFORMANCE

- Viral growth; users generate referrals and social content
- Cut retail price by 30-50% for consumers
- Cut customer retention cost by 80%
- High consumer life time value
- Gojoy's monthly burn rate is extremely low compared to any other ecommerce platform

SHOPPERS SALES (DOLLARS)

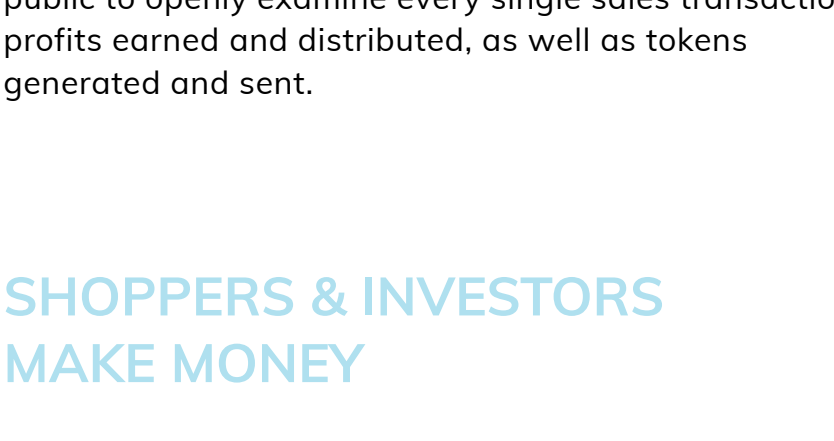
DEC 15/2018 TO JUN 30/2019



Wholesale Orders and Membership Upgrades channels brought in +\$9.5 million in revenue. They were suspended in April to stimulate user growth. These channels will be activated over the summer and in 2020, respectively.

- \$0** ADVERTISING SPENDING
- 150,000** GOJOY MEMBERS
- \$24.15** AVG ORDER SIZE

FIRST ECOMMERCE PLATFORM WITH AN OPEN LEDGER

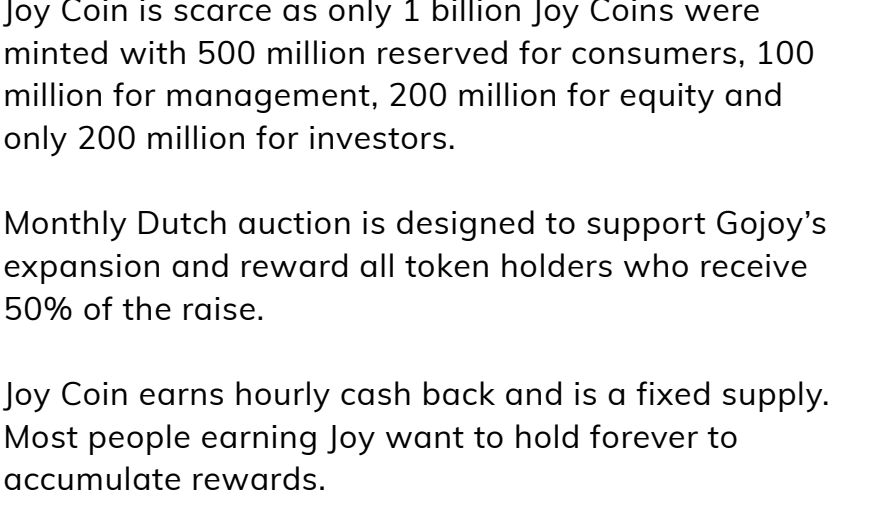


We believe in TOTAL transparency and fairness. We've only minted 1 billion Joy Coins.

We are the first ecommerce platform that allows the public to openly examine every single sales transaction, profits earned and distributed, as well as tokens generated and sent.

SHOPPERS & INVESTORS MAKE MONEY

- BUY WITH \$ / INVEST IN CRYPTO
- GET JOY FOR BUYING
- JUSD REWARDS, EVERY HOUR
- BUY WITH JUSD
- GET JOY FOR BUYING
- MORE JUSD, EVERY HOUR
- GAS FEE ON TRANSACTIONS



- Joy coin (JOY)**: Gojoy Chain native coin Used for gas fee
- Joy Dollar (JUSD)**: Stable coin Used for hourly cash rewards & to shop
- USD, RMB, EUR...**

THE OPPORTUNITY

Joy Coin is scarce as only 1 billion Joy Coins were minted with 500 million reserved for consumers, 100 million for management, 200 million for equity and only 200 million for investors.

Monthly Dutch auction is designed to support Gojoy's expansion and reward all token holders who receive 50% of the raise.

Joy Coin earns hourly cash back and is a fixed supply. Most people earning Joy want to hold forever to accumulate rewards.

Be part of a fractionalised business with the potential to change the world.

IN JUST 6 MONTHS

Gojoy Members **150K**

Gojoy broke the barrier of 150 thousand users with ZERO spending in July, our City Partner programme and Gojoy+, an ecosystem of fractional companies with a combined +30 million user base, will boost daily new users.

Consumer Sales **\$3.7M**

Consumer sales reached \$3.7 million total and revenue reached \$13.8 million in 6 months. In July, our new ERP will activate wholesaler sales and membership fees will resume in 2020.

Hourly Rewards **\$2.7M**

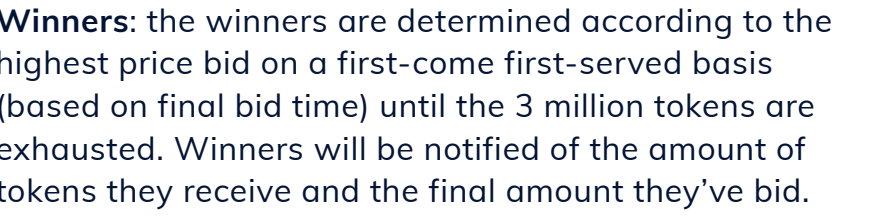
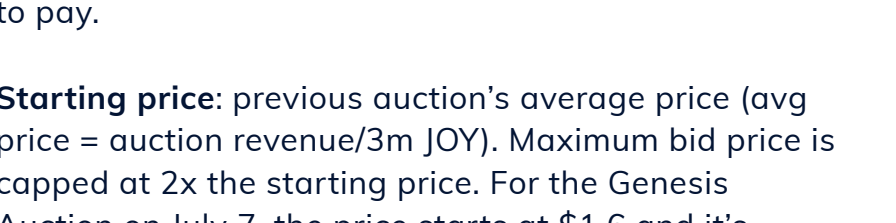
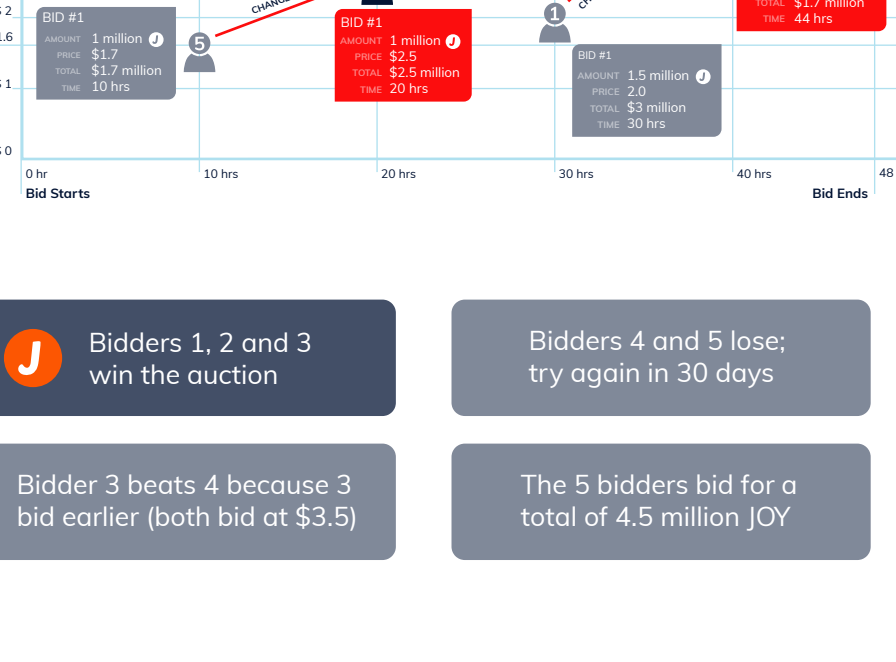
Families across 2nd and 3rd tier cities in China are the main beneficiaries of Gojoy's hourly cash rewards. Having distributed \$2.7 million, brand loyalty is high among our community. Our mission is to expand globally to bring the same joy we are sharing with our members.

Joy Price **\$3.46**

When Gojoy's MVP launched on December 15, 2018, the Joy price was \$0.86 USD. Members trading on our exchange brought it to \$3.45 USD six months later. Starting July 2019, Joy will be listed on CBX.one.

THE STRUCTURE

66 auctions, starting July 7, every month selling 3M Joy coins per auction using a dutch auction



WHAT IS A DUTCH AUCTION?

The price of the offering is set after taking in all bids to determine the highest price at which the total offering can be sold. In this type of auction, investors term a bid for the amount they are willing to buy in terms of quantity and price. The higher bids are accepted starting from the top until the 3 million coins are allocated.



JOY COIN AUCTION RULES

Approval of Participants: Third party KYC.

Duration & Timing: 48 hours. Start at 4:00 PM PST (Pacific Standard Time—Silicon Valley time).

Amounts: participants can select the price amount of Joy Coin they want to bid for and the price they are willing to pay.

Starting price: previous auction's average price (avg price = auction revenue/3m JOY). Maximum bid price is capped at 2x the starting price. For the Genesis Auction on July 7, the price starts at \$1.6 and it's capped at \$6. Note: The official Joy coin price is the market price at CBX.one.

Investment size: min \$10 USD, max \$1 million USD.

Changing Your Bid and Cancellation: anytime during the 48 hours of the auction

Winners: the winners are determined according to the highest price bid on a first-come first-served basis (based on final bid bid time) until the 3 million tokens are exhausted. Winners will be notified of the amount of tokens they receive and the final amount they've bid.

Payment: Payments can be made using JUSD, BTC and ETH (one coin only, or equally divided). Coins must be in the CBX wallet at time of bid and coins are frozen until auction end. All the winners will have their coins unfrozen and sent to our central wallet, and they will receive Joy Coin.

Rule Changes: rules are subject to change, see website for latest details