Press Release
(for immediate release)

“trustME” by MoneySQ
The First Open Source Blockchain Business Platform for Public

A Collaboration with Microsoft and ASTRI

A Breakthrough Business Solution in GHMBBA
Supporting the Government to Transform Hong Kong into a World Class Smart City

(Hong Kong – 27 February 2018) As a FinTech pioneer in Hong Kong, MoneySQ has become the most innovative FinTech company to launch Hong Kong's first crowdfunding and online lending platform in 2016 and has been on top of the game of all new development on financial technology market. In first quarter of 2018, MoneySQ is the first in Hong Kong to launch a business platform supported by Blockchain technology called, "trustME". It is a breakthrough business platform leading Hong Kong to the FinTech centre, which supports the development of Guangdong-Hong Kong-Macao Greater Bay Area. trustME allows SMEs in China, Taiwan and Hong Kong an opportunity to apply blockchain technology onto their daily operations at low cost with full technical support. trustME is a tight collaboration with Microsoft cloud system experts and Hong Kong Applied Science and Technology Research Institute (ASTRI) Blockchain team. Each dedicated team has devoted their best practices and knowledge on system security, platform compatibility and its applications to ensure trustME can effectively and securely apply on various industries.

How trustME Benefits SMEs

trustME using blockchain technology not only helps SMEs streamline and optimise their process flow but also reduce fraud and labour. Mr. Steven Lee, the Founder & CEO of MoneySQ.com states that trustME is not a crypto currency, there is no mining behind trustME. It is purely a business platform using blockchain technology. As developing an in-house blockchain technology requires very large investment and ongoing research and development, most SMEs will not put such effort. trustME aims to provide latest blockchain technology with full technical support and ongoing R&D to SMEs in Hong Kong, China and Taiwan at affordable price. By using trustME, company’s data management, process flow, human resources etc can be greatly optimised with less mistakes and fraud. trustME can also help companies better understand their customers’ behaviour for future clientele expansion.

“Microsoft is committed to bringing advanced and secure intelligent cloud services across industries to accelerate our partners and customers' digital transformation journey. We are excited to partner with MoneySQ in developing this trustable trustME blockChain platform for companies to capture business opportunities in the Greater Bay Area. Powered by Microsoft Artificial Intelligence (AI), businesses will be able to adopt technology innovations such as smart matching, data pattern recognition and fraud detection, enabling them to make smarter business decisions and enhance competitive edges.” said Chin-Tang Chin, Director of Marketing and Operations Group of Microsoft Hong Kong.

Dr MeiKei Ieong, Chief Technology Officer of ASTRI, said, “FinTech is a key focus area in ASTRI’s R&D strategy. Our innovation endeavours in FinTech cover various areas including Blockchain, cybersecurity, artificial intelligence, machine learning and Big Data Analytics. We thrive
in our collaborations with industry partners. It is our pleasure to team up with MoneySQ for the trustME Blockchain platform - ASTRI provides technical advisory and supports the architecture design of the platform. We remain committed to advancing the development of FinTech, bringing the benefits of Blockchain technology to business sectors such as financial services, healthcare, logistics and shipping – helping large, medium and small enterprises alike across industries. Our goal is to enhance the competitive advantage of Hong Kong-based enterprises. This is particularly relevant in light of the opportunities offered by the Greater Bay Area development encompassing Guangdong, Hong Kong and Macau, and also to leverage the overall growth potential in international business.”

trustME Minimises Fraud and Risks
Application of trustME is almost real-time. Meaning information is being updated to all ledgers almost simultaneously. Using an example of second mortgage. Currently, the same applicant can go to multiple banks for second mortgage loan of the same property during the gap period between application and approval by the land registry since information of the applicant’s first application hasn’t been updated on the land registry system. With the application of trustME, applications will be recorded onto the blockchain ledger at almost real-time and banks under trustME network can access the same ledger to review current status of each application even during review period. Possible fraud and risk are greatly reduced using trustME.

trustME enhance logistics information
Application of trustME blockchain can also be beneficial to industries that require logistics delivery. For example, supermarkets can use trustME to authenticate and record food source such as origination, manufacturing date, delivery date and shell date to ensure products are delivered and sold in optimal period for better tracking and higher customer satisfaction.

“Smart Contract” Replacing Traditional Contract
“Smart Contract” is one of the highlighted applications of Blockchain technology. Smart contract not only minimise labour, human errors and filing, but it also enhance automation and customer experience. Using travel insurance as an instance, in case of any flight delay or cancellation or loss baggage, claims can be triggered automatically in almost real-time and payment will be paid to insurer’s bank account without tedious claim form procedure and verification by both sides, Saving both insurance companies and insurers significant amount of time on the claim procedure.

Growing with trustME
Development of trustME doesn’t end today. It is an ongoing development with continuous effort on research and development to ensure trustME stays competitive and innovative in its marketplace. Mr. Terence Yeung, Chief Fintech officer of MoneySQ.com reiterates, “We have full operational and technical team on board to ensure smooth integration with full API support and programming, installation and ongoing technical support service. trustME will continue to evolve together with the latest technology to facilitate all our clients’ business growth.

Effectiveness of Information Gathering
trustME is the leading example of turning Hong Kong into a World class smart city. As part of the One Belt One Road development plan for a City Cluster in Guangdong-Hong Kong-Macao Bay Area, Hong Kong is to become the hub for innovation and technology. Mr. Steven Lee, Founder and CEO of MoneySQ.com grasps this opportunity to develop Hong Kong’s first open source blockchain business platform benefiting SMEs in GHMBBA, hoping SMEs of all industries will benefit from the blockchain technology and be able to expand their businesses to the world.

For media enquiry, please contact PR representative AQ Communications Ltd.
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About MoneySQ
MoneySQ has been the pioneer in FinTech development since the launch of its first crowdfunding and online money lending platform in Hong Kong. With the mission “Create Value through Sharing”, MoneySQ.com offers a flexible alternative for both qualified borrowers and smart investors to connect just in one-click. In 2018, MoneySQ is the first in Hong Kong to launch a business platform supported by Blockchain technology called, “trustME”. It is a breakthrough business platform, which supports the development of Guangdong-Hong Kong-Macao Greater Bay Area and provides SMEs in China, Taiwan and Hong Kong with the opportunities of using Blockchain technology at affordable rate.

General Enquiry Telephone: 3655 1010

Media Photo

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Mr. Terence Yeung, Chief Fintech officer of MoneySQ.com will lead the full operational and technical team to ensure smooth integration with full API support and programming etc to facilitate all our clients’ business growth.