



**Compounding Malaysian Exports  
thru' Innovative FinTech**

# Arlaadi Marketplace

Africa is the most attractive investment destination in the world.

**66%**

believe attractiveness has improved over the past year.

**81%**

believe attractiveness will improve over the next three years.

Respondents who are already established in Africa



Respondents who are not established in Africa

Africa is the second least attractive investment destination in the world.

**30%**

believe attractiveness has improved over the past year

**50%**

believe attractiveness will improve over the next three years



Arlaadi targets to deliver an engine of socioeconomic growth to the more obscure regions of the world.

The Arlaadi Marketplace will be the focal point of global traders; facilitated financially by the Arlaadi Crowdfunding platform.

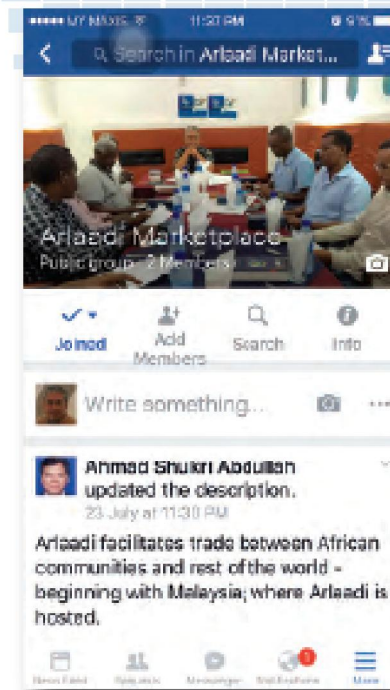
Arlaadi is a FinTech innovation that will leapfrog under develop economies into the global center stage.



The greatest good you  
can do for another is not  
just share your riches,  
but reveal to them their  
own

Benjamin Disraeli

# Arlaadi Marketplace



Arlaadi's core technological components comprises of the Arlaadi Crowdfunding Mobile App and Arlaadi Marketplace.

The Arlaadi Crowdfunding Mobile App delivers current updates on the Arlaadi project and provides facility to receive investment subscriptions.

The Arlaadi Marketplace facilitates business matching and trade financing between importers and exporters.

Find us on  
**Facebook**



1

Consume deal

2

Endorse by Arlaadi

3

Importer deposits 50%

4

Arlaadi/Exporter: FOB

5

Collection/Bal. Payment

6

30 Days Collection Window





**One person can  
make a difference,  
and everyone should  
try** John F Kennedy

# Arlaadi Crowdfunding Platform

## Problems

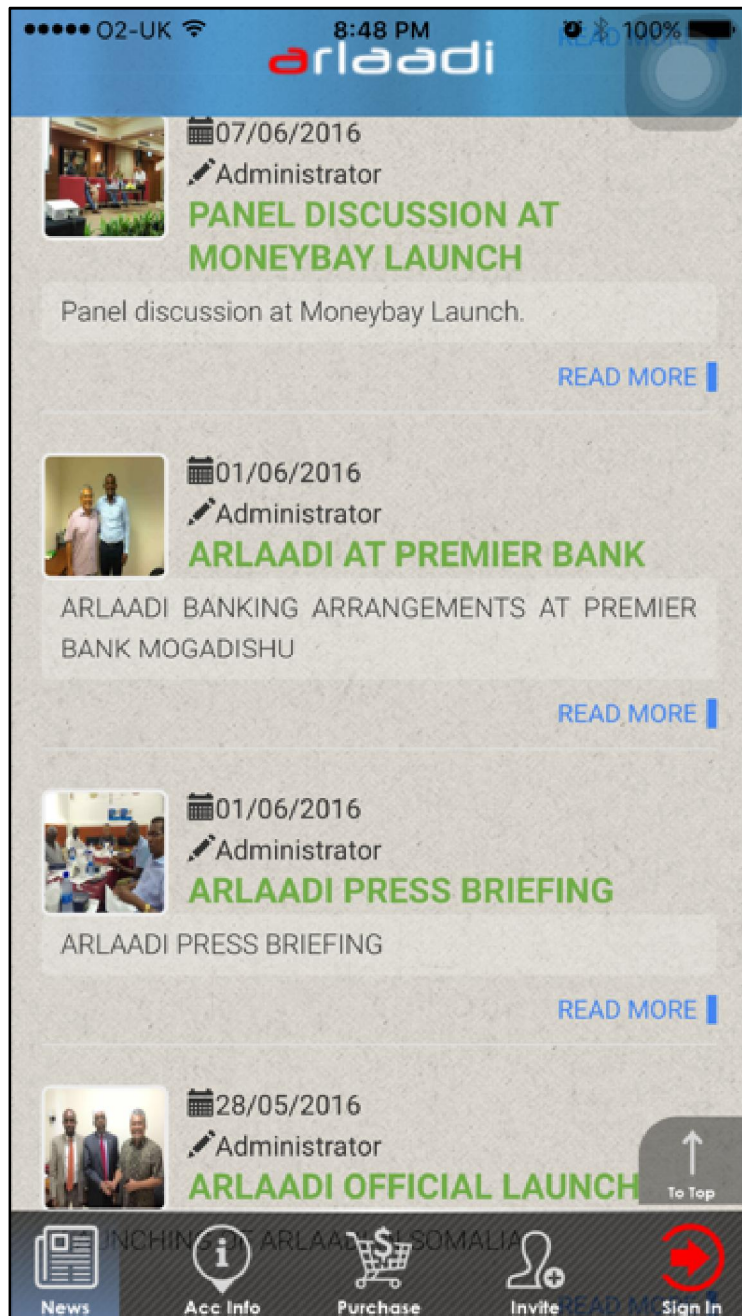
- Only 6 out of 56 African countries receives full-fledged FI-supported investments
- Africa is frequently perceived as high risk investment destination

## Solutions

- Crowdfunding development fund from African diasporas globally
- Leverage
  - Export Oriented FI's
  - Trade Rollover
  - Importer's Downpayment
- Utilize leveraged funds to mitigate risk for trades with Africa







1

Sovereign Mandate

2

Cabinet Roadshow

3

Referral Program

4

Launch Promo

5

EXIM Fund BuildUp

6

Trade Facilitation Fund





### John Coulson

[john@othmanfali.com](mailto:john@othmanfali.com)  
Compliance Officer

John Coulson is an Australian who had an early education in the UK and graduated in Economics from Exeter University, Devonshire, England.

He is a veteran in the financial services industry with more than 40 years experience in Australia, Indonesia and Malaysia.

His most recent appointment was Compliance Officer for fund management company Capital Hive (L) Ltd.

#### PROFESSIONAL QUALIFICATIONS

International Certificate for Financial Advisors (FAIQ)  
Cert. IV Mortgage and Finance  
BSBCCMS01B Unit of Competence,  
Compliance Requirements  
Justice of the Peace (Qualified),  
Queensland Australia

### Ahmad Shukri Abdullah

[shukri@othmanfali.com](mailto:shukri@othmanfali.com)  
CTO

Graduated from USA in Accounting and also has Masters in Operational Research.

Shukri has 30 years experience in the IT industry and has been in partnership with the CEO in multiple ventures for about 20 years.

He holds a masters degree in Quantitative Sciences and a business degree in Accounting.

An ICT veteran, he has worked at several ICT companies in top managerial positions and started up a few successful ICT companies.

### Mohd Zaini Noordin

[zaini@othmanfali.com](mailto:zaini@othmanfali.com)  
Managing Director

Trained in Insurance and Actuarial Science in USA; Zaini is a serial entrepreneur and has developed multiple businesses spanning various industries, including founding two startups upto listing on the Malaysian Kuala Lumpur Stock Exchange (KLSE).

Zaini is also active in the Malaysian entrepreneurship scene; having founded and managed government backed funds, incubators and business accelerators. Zaini also founded and presided over various community associations and societies. Zaini has been venturing into Africa and Europe for the past decade with property, oil & gas and power projects.

### M Yusof Shahid

[myusof.shahid@othmanfali.com](mailto:myusof.shahid@othmanfali.com)  
Business Advisor

Yusof is an oil & gas professional with more than 30 years industry experience. His experience with the National Oil Company covers various areas as surface engineering and construction, procurement and joint venture management. Yusof has managed large projects and operations in Malaysia and internationally directly and in partnership with international oil majors.