

Introduction

The HALADINAR Initial Coin Offering (ICO) is a blockchain community project that leverages on our HALADINAR Token for the HALADINAR online decentralized marketplace.

This is a community driven project that seeks to accelerate the socioeconomic development and advancement of the both the Muslim and non-Muslim communities (collectively, the Ummah), in an inclusive effort to empower the community with choices and the means to make those choices directly with no intermediaries. The use of blockchain technology, the new technology of trust, facilitates this purpose for the Muslim and non-Muslim communities and those interested in the Halal market.

HALADINAR is a global platform designed to serve both the Muslim and non-Muslim communities anywhere in the world. Goods and services in the HALADINAR Marketplace are Halal certified. Through blockchain technology, manufacturers, merchants, suppliers, traders, buyers, sellers and consumers are brought together on HALADINAR, a unifying and inclusive marketplace. Its sole purpose is to create a global Halal ecosystem where the community thrives with daily activities and has a healthy economy with its utility tokens.

Our Vision

A complete, vibrant and decentralized Halal ecosystem powered by the HALADINAR Token.

Our Mission

To establish the world's first decentralized Halal ecosystem using the HALADINAR Token as the cryptocurrency of choice, to better serve the Ummah and those interested in the Halal market.

Universal Principles

HALADINAR aims to use innovative blockchain technology to ensure the following guiding principles are achieved:

- ★ Permissible
- ★ Clean
- ★ Good
- ★ Trustworthy
- ★ Transparent
- ★ Blessed
- ★ For the Community

Key Pillars

HARNESSING THE UNITY AND INFLUENCE OF THE UMMAH

HALADINAR aims to implement blockchain solutions based on the following interlocking strategic pillars:

- ★ To develop the world's first and comprehensive HALADINAR Decentralized Halal Ecosystem on blockchain innovations for a safer and rewarding shopping experience using HALADINAR TOKEN (HDN). Sellers and buyers will be incentivized to utilize HDN with an innovative and comprehensive reward system.
- ★ To tap into the growing and trusted Halal product databases from all over the world. Using big data analytics we aim to help HALADINAR merchants and users to make informed decisions in the Halal global marketplace.
- ★ To work closely with global halal supply chains, eg., the Halal Chain, to provide full traceability and auditability of the Halal products for consumers, brands, retailers, distributors, and governing bodies to validate any given product.
- ★ To empower and incentivize customers to instantly and conveniently assess the , authenticity of the products they are purchasing.
- ★ To enable manufacturers, suppliers, brand owners, retailers and other stakeholders to incentivize consumers or other businesses .

Traditional Roles of Marketplaces

Amazon, eBay, Taobao and Alibaba have changed the way manufacturers, sellers, and customers buy and sell goods. Today, when we speak of marketplaces, these are not limited to physical goods but include a wide range of services such as Airbnb and Uber.

However, there are only a handful of online marketplaces that focus solely on Halal products and services despite the exponential growth in global demand for Halal products and services. HALADINAR, together with its stakeholders, aim to bridge this gap by becoming the prominent Global Halal Marketplace.

The advantages of marketplaces to both sellers and buyers are obvious, mainly:

- ✓ they do not connect only one segment of customers but a multitude of buyers and sellers, such as manufacturers, wholesalers, service providers, business customers and consumers
- ✓ customers can select from a vast number of products and services for comparison in one platform
- ✓ they offer reduced marketing and distribution costs compared to other sales channels
- ✓ marketplace pricing is driven by competition for the benefit of customers

However, these platforms are lacking in two crucial elements: transparency and social interactions

Changing Landscape

Traditional marketplaces will not disappear overnight with the advent of blockchain innovation, but there will be a shift towards a more decentralized model to ensure security and transparency.

Blockchain makes it possible to remove intermediaries, while adding the most crucial factor most of these platforms are missing—transparency.

Over the last 20 years, global trade has been progressively moving away from the traditional centralized models. We now see third parties like banks or financial institutions as intermediaries that lack transparency and add unnecessary control over our lives. As we cannot influence and observe the progress of the transaction, this will lead to uncertainty.

With no middlemen and the availability of a clear and complete audit trail, all transactions become traceable on a public ledger, hence providing a high level of security and transparency.

Moreover, blockchain makes the platform completely auditable by all participants. This leads to fairer pricing for clients, as all prices are visible and verifiable. Potential customers can select the provider that best suits their needs, both financially and practically.

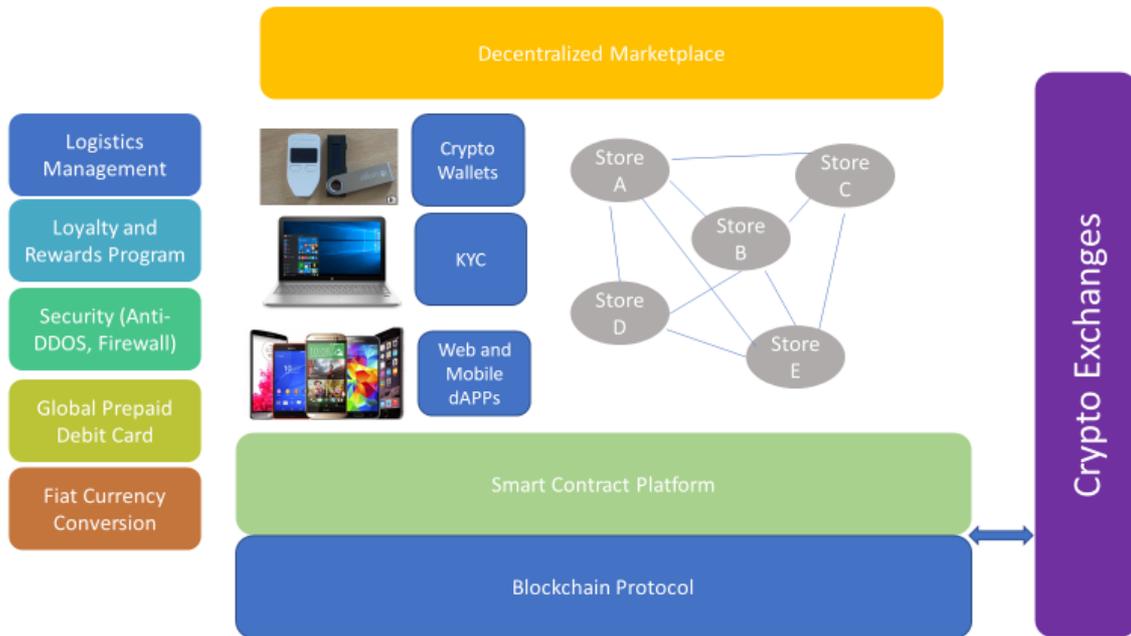
In addition, blockchain technology involves smart contracts—self-executing digitally signed arrangements written into lines of code and made via distributed computing platforms like Ethereum. Smart contracts are permanent and immutable yet are stored publicly, preventing any kind of fraud or scam.

The main goal of a smart contract is to enable two anonymous parties to trade and do business with each other, usually over the internet, without the need for a middleman.

Using the HALADINAR platform, we issue our own crypto token not only to make the payment cost-effective, transparent and convenient, but also to incentivize users to actively use the platform, co-create, fulfill their roles and fuel the platform's ecosystem. HALADINAR aims to be a community-centric and community-driven business model. Anyone is welcome to participate in accordance with their respective interests—as a HALADINAR user, such as farmers, manufacturers, suppliers and buyers of Halal products and services. HALADINAR TOKENS make it possible to incentivize HALADINAR users to play different roles while collectively, we contribute to the ecosystem development and get rewarded.



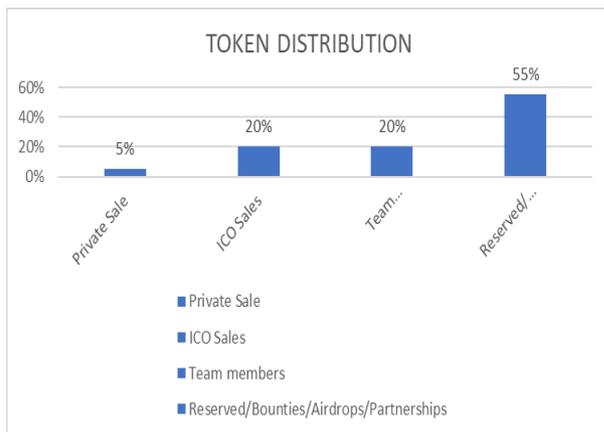
Technical Building Blocks



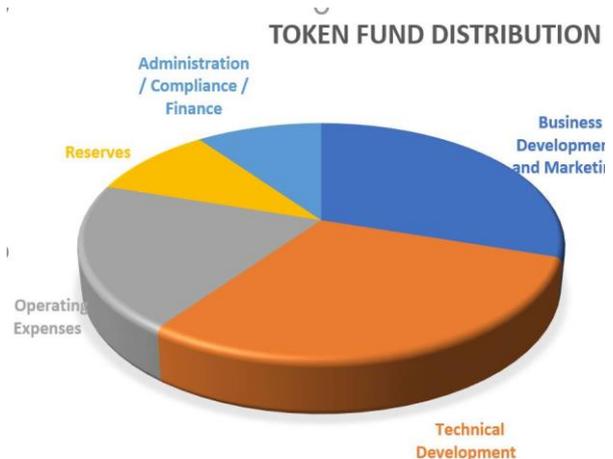
Token Economy

The HALADINAR Initial Coin Offering will issue a total of 1,000,000,000 (One Billion) tokens with trading symbol: HDN. The utility token will be exclusively traded in the marketplace. HDN will be widely used as a payment method within the ecosystem.

Token Allocation



Token Fund Distribution



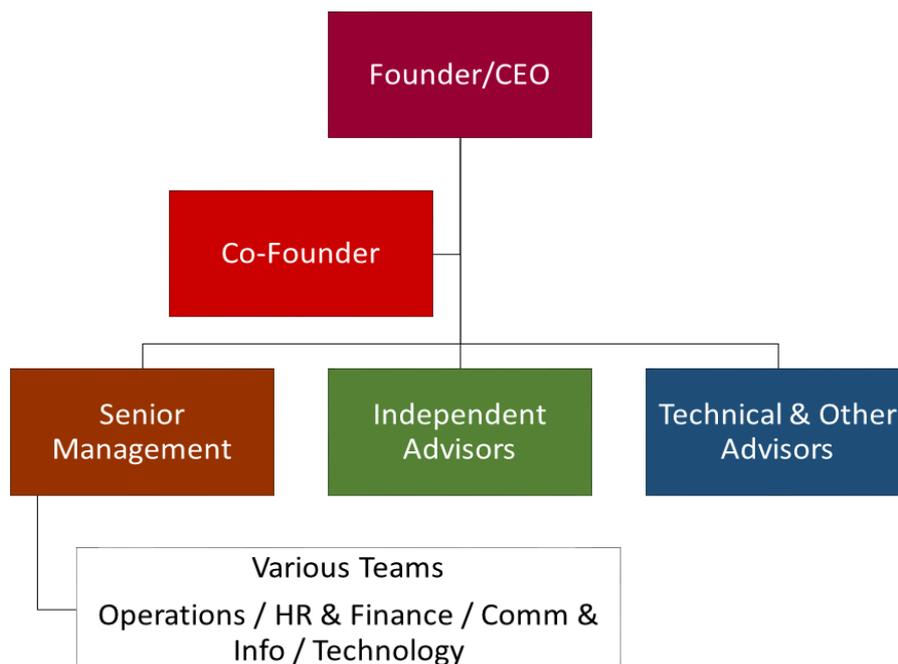
Token Sales Composition

Description	Private Sale	ICO sale
Total Qty for Sales	50 million	200 million
Price in USD	USD 0.06	USD 0.10
Payment Type	Fiat (USD/SGD)	FIAT/BTC/ETH
Total Amount	USD 3 million	USD 20 million

Funds Distribution

Description	Allocation of Funds
Business Development and Marketing	30%
Technical Development	30%
Operating Expenses	20%
Reserves	10%
Administration / Compliance / Finance	10%

Management Structure



Roadmap



Conclusion

The robust growth outlook for the Halal market will result in many new entrants to the industry. HALADINAR's unique business model and introduction of a disruptive blockchain technology to its business model will set us far apart in becoming the Halal industry market leader. The HALADINAR team has a strong relationship with suppliers and manufacturers in many parts of the world. The HALADINAR team has built rapport with various Asian government agencies, which support HALADINAR's growth and expansion.

The innovative HALADINAR decentralized Halal marketplace and ecosystem, is a timely and propitious one. It sharpens our competitive edge and places us firmly on the map of the future, to be Future Proof and Future Ready.

The success in the adoption of the HALADINAR Token, HDN, is dependent on the global community at large. Part of our marketing role is to establish strategic business partnership in major cities around the globe to increase user adoption rate.

Together with a strong and experienced team of HALADINAR global community managers, we will create a new tokenized economy and let HALADINAR users thrive in the HALADINAR ecosystem.