



ARULSINGAM
ARSI

REAL BUILDINGS &
DIGITAL CURRENCY

Powered by ARULSINGAM INVESTMENTS

<https://arulsingam-arsi.com/en>

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Disclaimer

Please read this section with utmost attention and in case you have any doubt concerning the step to take, please contact your financial advisor. All available information given in this document is up to date and do not constitute, professional financial or investment advice.

ARULSINGAM INVESTMENTS LTD or any of its team members shall not be liable for any direct, indirect, special, incidental, consequential or other losses of any kind or any future outcome of your investment.

Though several measures have been taken in order to make the project successful, it should be noted that the information on this document can be highly speculative and might be subject to change given legal, political, social, economic and market conditions and the regulatory environment.

Especially any forward-looking statements in this document, which may be identified by forward-looking terminology such as, but not exclusively, "estimate", "expect", "intend", shall not be constantly revised or changed given new circumstances. The information of this document is accurate for the time of the White Papers' publication.

Since tokens do not constitute stocks or shares or securities or financial instruments or investments in any form whatsoever in any jurisdiction and for any purpose, be sure to have a basic understanding of the operation, functionality, use, storage, transmission methods and other features of crypto-currencies, blockchain-based software systems, crypto-currency wallets or other related token storage methods, blockchain technology and smart contract technology. You must be aware that risks are associated in buying and selling tokens and their storage.

So, for any action you will take regarding this document, make sure to consult your own legal, financial, tax or other advisors before engaging in any activity.

NOTE: The information in this white paper can be uttered and adjusted without giving any prior notice.



INTRODUCTION

At our core ARULSINGAM INVESTMENTS LIMITED is a real estate company located in the UK with currently two major projects that are strongly interlinked – Project ARSI and ARSI Charity.

Project ARSI is a smart contract developed cryptocurrency deployed on Binance Smart Chain.

What makes ARSI so special is, that in comparison to other players on the market we do not hide behind a brand with a logo - our founders stand for ARSI with their company name ARULSINGAM INVESTMENTS LIMITED. By doing so we wish to create trust and reliability for our investors, our community and our users and at the same time owning up to our responsibility as entrepreneurs as a part of society.

Our business goal is to combine our knowledge and the stability of the real estate sector with our own cryptocurrency and its chances of growth. As experts of both worlds, we wish to create a stable environment for our investors and users of our ARSI coin without losing the immense opportunity that comes with a successful cryptocurrency.

We plan on acquiring a considerable volume of real estate assets to ensure a constant and stable currency flow of ARSI by transferring rental income into our own cryptocurrency and even offer our tenants to pay their monthly rent in ARSI and benefit from the advantages that come with the possession of ARSI token or ARSI related NFTs.

We plan to support this future-oriented, fast and eco-friendly payment option in any form and to promote a more efficient method of moving and managing assets within our community and company structure.

Thanks to our previous business endeavours, we can rely on an already existing international community from England, Germany, Sri Lanka, Denmark, India and the Netherlands, focusing on investing and trading with low transaction fees into innovative cryptocurrencies.

It is our strong believe that the combination of real estate assets with our cryptocurrency is a way of ensuring a stable token for our users, limiting the volatility of the cryptocurrency, while providing the same chances of growth. We intend to widen our range to several countries and open to a wider range of investors, sharing the opportunity with like-minded people in our community and increasing benefits for ARSI holders with each new building we add to our portfolio.

Investors will benefit from the positive development of ARSI value over time and we will ensure that a significant amount of ARSI will benefit charitable projects to support people in need and tackling current issues that we consider significant like creating a steady supply of drinking water, access to education, reducing CO2 consumption, fighting poverty and famine. Therefore, ARSI Charity will choose suitable projects to benefit from our positive development.

The official launch is planned for the developer's ICO (Initial Coin Offering) will start in the third quarter of 2022 with the limited Private-Sale.

We are currently in the process of convincing more investors of our project, initiating cooperations with project developers, identifying first real estate deals and looking forward to seeing our community grow every day.



INDUSTRY ANALYSIS

Since we are searching for a stable real estate environment for our project ARSI, we chose Germany as one of the most stable real estate markets in Europe. The market data we researched promises a German real estate portfolio to be a stable and reliable provider of rental income for our ARSI project. Even after more than two years of the Corona pandemic, with lockdowns and great uncertainties regarding the impact on the economy, the residential investment markets in Germany have proven their resilience. Almost €51 billion was invested in residential portfolios in 2021. Measured in terms of turnover, investor interest is perhaps greater than ever before.

RESIDENTIAL INVESTMENT MARKET **GERMANY**



Keyfacts

€51 BILLION

+160% Compare to 10-Years average

12%

Revenues share of project development

20%

Revenues share from foereigen investors

APPROX. 380

Deals

68%

Revenue share of A-1 location

Vacancy rates of German real estate still low overall and rental prizes are continuously increasing, showing that, despite a rise in new development completions over the past years, the demand for residential real estate is still high and that there is no lack of potential tenants.

RENTAL HOUSING MARKET **GERMANY**



Keyfacts

2,8% BILLION

Average vacancy Rate in 2020

306,000

completed apartments in 2020
(+13,000 vs. previous year)

€18,80/m²

Revenues share from foereigen
investors

€8.90/m²

Average median asking rent
of allcities with no wieder
administrativedistrict

+29% | +3%

Average rent development
(2014-2021 | 2020-2021)

-7,000

Number of households 2021 vs.2020

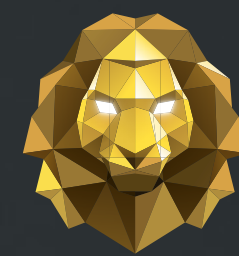
Given all this data, it is fair to assume that the German residential real estate market is a stable source of revenue for real estate holders and therefore our real estate portfolio, that we plan to build by buying existing properties and portfolios, but also by strategically investing in our own developments to increase profitability of our portfolio.

Since we consider our team at ARULSINGAM INVESTMENT LTD as proven experts in the real estate business, we are confident to build a real estate portfolio that can provide an above average return whilst providing the stability that comes with the German real estate market.

Even if the real estate market in Germany is our focus for the beginning of our project, we are not limited to the German market alone or to the asset class of "residential real estate". We are positive, that there are opportunities in all asset classes of real estate that will benefit our project and our growth, we will follow an opportunity driven approach when it comes to selecting our acquisition targets, always keeping in mind how your ARSI community can benefit from the acquisitions by owning ARSI.



REAL BUILDINGS &
DIGITAL CURRENCY



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ARULSINGAM INVESTMENTS LTD

ARULSINGAM INVESTMENTS LTD is a Real Estate company located in the UK with a strong background in cryptocurrency. With the face of the majestic tech-lion as our company logo, we feel our core characteristics and

ideals well represented – a strong, digital, stable and innovative company that ultimately takes care of its community. Two main projects are currently on our agenda – **Project ARSI** and **ARSI Charity**.



PROJECT ARSI – COMBINING **REAL ESTATE & ₿CRYPTO**

With project ARSI our founders combine the extraordinary opportunities that come with the creation of a new cryptocurrency, that is supported by stable real estate investments with the goal that its continuous success will also benefit people in need through ARSI Charity.

Project ARSI plans to build a considerable real estate portfolio with the focus on large metropolitan areas in the UK and Europe, starting with investments in the German real estate market. To identify suitable assets to add to our portfolio we can rely on our experience and a strong international network of real estate professionals, that will identify, acquire, develop and manage our real estate portfolio. Purchasing and investing in real estate projects requires significant investments from our side. As a company with a strong background in crypto, we do not want to rely on

financial institutions to provide the required funding – even if it means that we reduce the return on equity in the purchase process. Thanks to our investors and our own stable equity base, we can purchase real estate assets without relying on bank loans, which also means that we are not depending on low interest rates like other potential real estate investors.

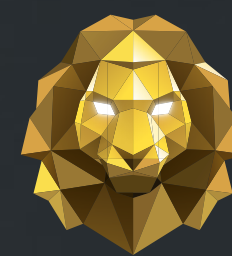
This considerable amount of real estate assets is creating a solid base to support our companies' own ARSI coin, a smart contract developed cryptocurrency deployed on Binance Smart Chain. In addition to the real estate assets serving as a stable provider for ARSI demand, the portfolio will also provide a constant source of transactions in ARSI itself.

Our tenants, as a first use case for ARSI, will have the opportunity or option to participate by paying their rent in ARSI, therefore benefitting from a basic discount and depending by the amount of ARSI that they have an additional discount, compared to their rent in a “regular” currency which makes us one of the first large scale asset managers and landlords to accept cryptocurrency as a payment method.

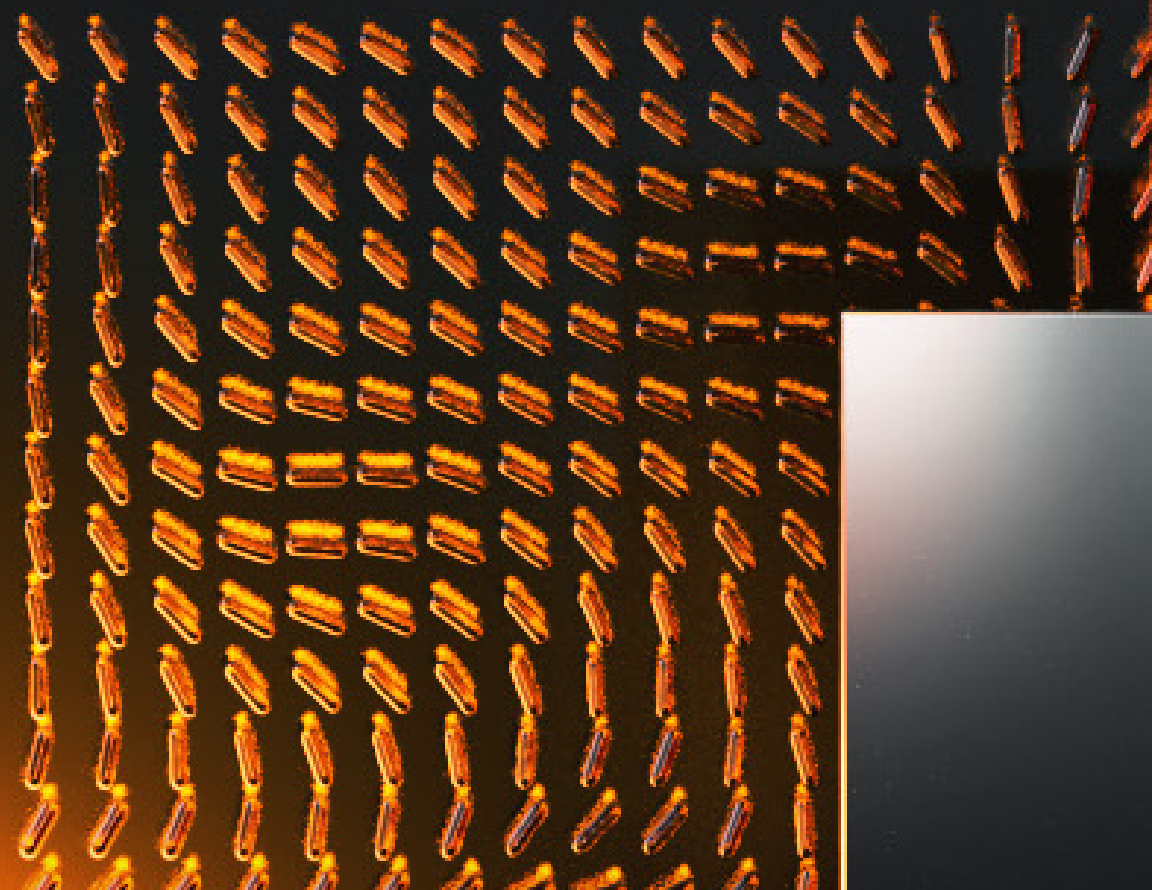
Our own asset management will in any case transfer parts of the monthly rental income into ARSI therefore further stabilizing our coin. In addition to the rental incomes, we as a company will ensure to execute payments as often as possible in ARSI within our company structure or with our partners and employees. We are sure that with this combination of reliable non-digital assets and an innovative cryptocurrency, we can create a stable, lucrative and reliable investment environment for our community.

The more investors we can convince to join us and the more assets we can acquire, the more the value of ARSI will increase, creating additional benefits for our community of ARSI holders, who will get the benefits based on our own reward ranking system.

WE ALSO WANT
TO **SHARE**



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ARSI CHARITY - MANY ISSUES – ONE SOLUTION

We strongly believe that our success should not exclusively benefit our community but to society. For this reason, we are creating ARSI Charity, an organisation within ARULSINGAM INVESTMENTS LIMITED that will own a significant amount of ARSI, benefitting on its positive increase in value over time and ultimately uses the value and funds created to improve several issues in societies worldwide.

There is no specific group we are planning to support, ARSI-Charity will support anyone who is in need regardless of his location, gender, or ethnicity.

10% of the total ARSI supply will be stored in a separate hardware wallet, named ARSI-Charity. It will be only used for donation purposes and nothing else.

We will use our community as a sounding board to discuss further details regarding ARSI-Charity and share of information to improve our plans.

We will not sell the ARSI, stored in the charity wallet, all at once or in a short period, to avoid a massive impact on the market.

To be able to manage everything, we are obliged to act transparently and in the interests of the general wellbeing of investors and clients and to manage the “charity wallet” through one of our employees.

Every transaction with ARSI is listed on the blockchain. You can follow all transactions on bscscan.com

The address of the “charity wallet” will be announced to the community and listed on the website. Every transaction from this wallet can be tracked by anyone. Thus, we guarantee you that the ARSI-CHARITY project will also run under your supervision!

The private keys of ARSI-Charity-Wallet” will be stored offline to be protected against theft and any other unwanted external access.

Although the charities to be funded will be discussed in our community we want to line-out some issues that we will focus on to begin with:

Worldwide overpopulation – the world’s population is consistently increasing especially in the poorest of countries in the world. The lack of general education, professional perspectives and even sexual education are one of many issues that we need to approach to fight overpopulation. ARSI Charity will use the funds generated by Project ARSI to fund existing charities that already help to improve the situation in countries in need.

Lack of clean water – Did you know that in some places of the world people have to walk up to 12 miles to get enough water to survive the day? Millions of people have no access to clean drinking water or a proper hygiene. The increasing effects of climate change will only amplify the problem. Providing access to clean water, creating the necessary infrastructure or even investing in seawater desalination in combination with solar energy might be worth exploring to make a difference. ARSI Charity is eager to provide funding for suitable projects to ensure that more people will have a safe access to a sustainable water supply.

Providing educational opportunities – A proper education is key to take part and be successful in any society. We believe

that the access to a proper education is a universal right and must be provided at all costs. By investing into children's education at places where visiting a school is not self-evident, we are supporting the future of this planet by assisting the next generation. ARSI Charity wants to help trustworthy organizations worldwide to provide educational opportunities and infrastructure to give anyone the opportunity to go to school.

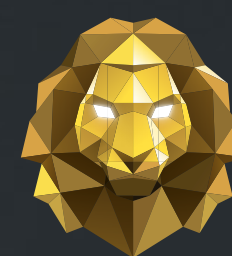
Affordable housing developments – As a real estate company we are convinced that a home is a place where you should feel safe and able to recover, while being able to be economically productive. Unfortunately, there is a general lack of affordable housing almost everywhere. Being able to create your own home or being able to finance a property creates a certain form of economic security and wealth for the whole family. By investing in affordable housing projects and even purchasing assets that ensure affordable.

Animal rights – Providing shelter, food and care for animals is another issue that we see fit to approach. Local animal shelters and several organisations that provides for animals in need will be funded by ARSI Charity to enable them to continue the good work to control stray cat and dog populations, save animals from abuse and provide necessary medical care.

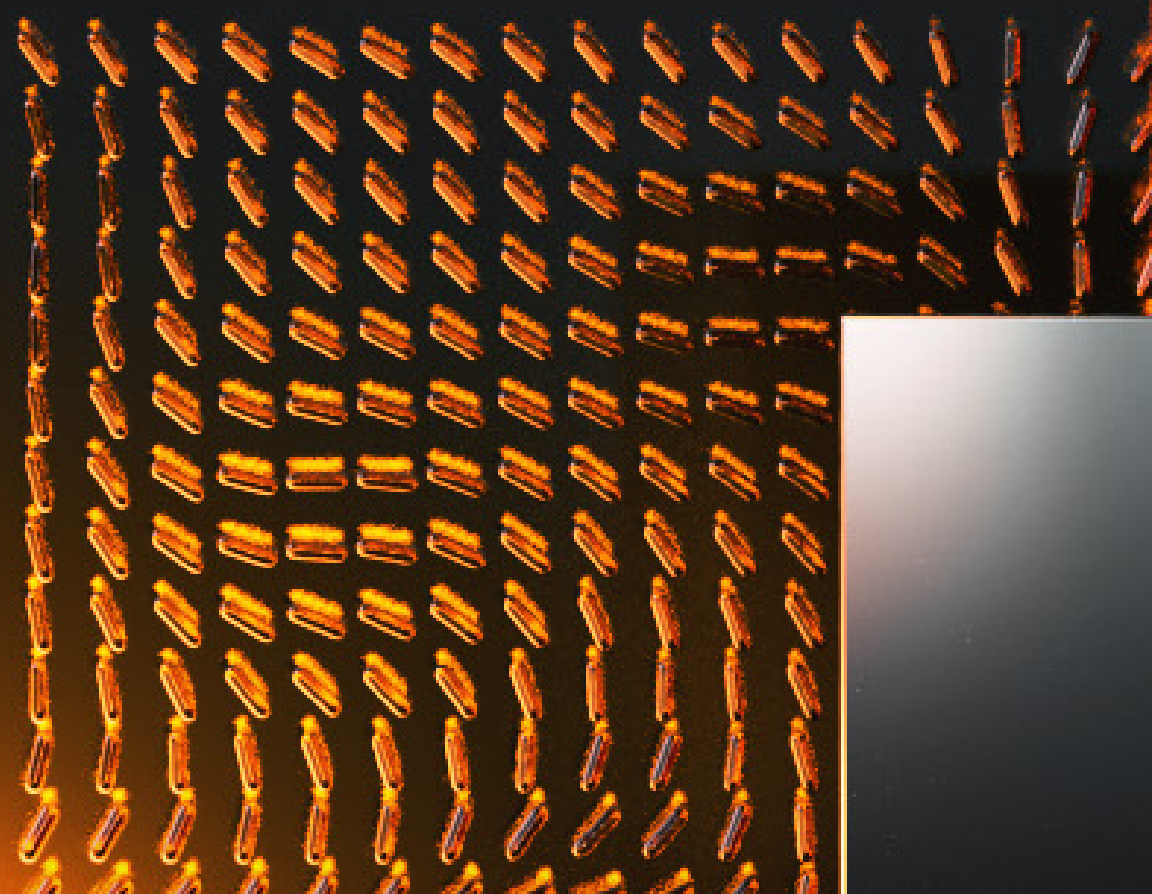
We are of course not limited to the above-mentioned issues; we will choose our projects of ARSI Charity with care to maximise the efforts of our funding. Since Project ARSI will allow us to continuously provide funding for charitable organizations, we are sure we can make a difference and have an impact. We want to be a company that takes care of others and improves the world that we are all living in.



PROJECT ARSI – HOW WE WORK?

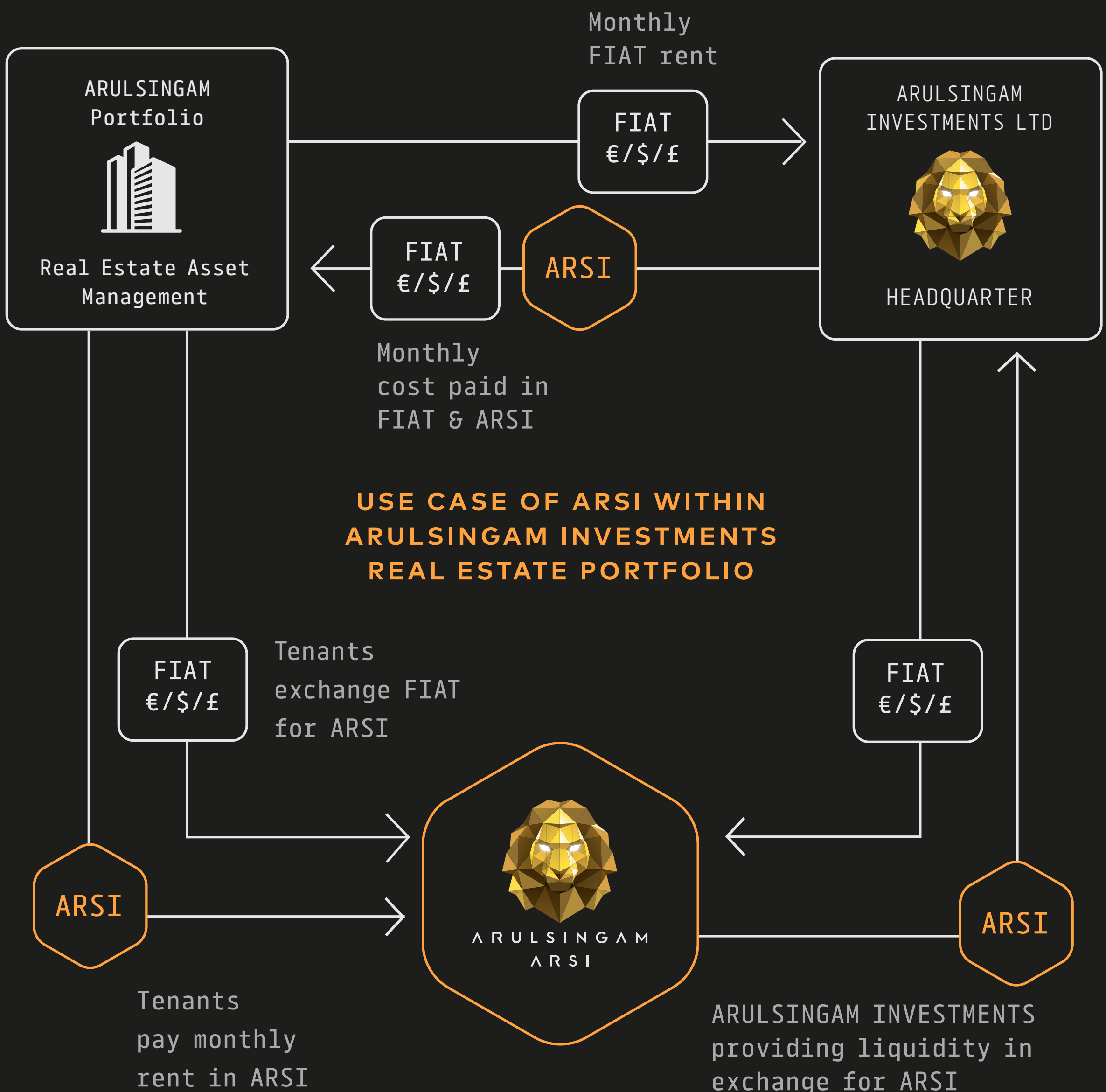


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CREATING A STABLE BASE FOR ARSI

ARSI will be directly linked with our companies' real estate assets, we hereby will create a system that provides for itself. As a start we will focus on using our real estate business and our NFT collection to establish and strengthen ARSI as a utility token. As we grow, we will decide upon further use-cases for our currency. Our real estate portfolio will constantly create a rental income in FIAT currencies that will be exchanged into ARSI by our team and therefore creating a steady demand in ARSI.



We want ARSI to be a beneficial utility token for its community. Besides the possibility to execute rent payments and the charity pool we want to create other opportunities to benefit from our project by owning ARSI. The following use cases are first approaches on how to make the ARSI project a pleasant and beneficial project for its community.



INCENTIVIZING THE COMMUNITY

We want to give continuous loyalty benefits to the users who are using the ARSI token. First and foremost, this will apply to tenants with our own real estate portfolio, but we plan to extend the benefits to all ARSI holders with the growth of our real estate portfolio and given the nature of the real estate asset. The possibilities are reaching from a monthly discount on an ARSI users rent in one of our apartments to a discount for a holiday home or short-term rental office or apartment in one of Europe's major cities. We will inform the community on a regular basis about new benefit opportunities and what rank is necessary to benefit from them. We hereby plan to form a loyal and motivated community for ARSI that shares our passion for real estate assets and crypto.

To give an example on the ranking system for our own tenants we want to show a case scenario that we intend to apply within our rental apartments buildings. Let's assume that users get a 4% default discount on their rent if they pay with ARSI compared to fiat. Each consecutive rank will add 2% to these 4%.

RANK HIERARCHY



The token holder has spent ARSI equal to paying 30,000 USD worth of rent in FIAT.

Rewards: +6% discount on all future rent payments, total discount with the default one becomes 10%.



The token holder has spent ARSI equal to paying 20,000 USD worth of rent in FIAT.

Rewards: +4% discount on all future rent payments, total discount with the default one becomes 8%



The token holder has spent ARSI equal to paying 10,000 USD worth of rent in FIAT.

Rewards: 2% discount on all future rent payments, total discount with the default one becomes 6%.

We are planning to implement several ranking systems for our community. As of now besides the above mentioned ranking for tenants, there will be a ranking systems for ARSI holders and NFT holders giving them unique benefits such as access to airdrop and reward events or exclusive discounts within our real estate portfolio depending on their rank. Your rank will in general be defined depending on how many ARSI the community member is holding in its ARSI dashboard.

MAKING ARSI EASY-TO-USE WITH THE ARSI DASHBOARD

We wish to create an easy-to-use opportunity for our community and ARSI users to interact with us and our token. Therefore, we intend to create the ARSI dashboard.

The first feature we intend to launch is the possibility to buy our token through simply registering on our dashboard and completing the underlying KYC process. In the early sales phase this will be the main purpose of the dashboard, the final layout might change and additional functionalities will be implemented.

ARSI DASHBOARD



The dashboard will have multiple functionalities, ranging from but not limited to:

ACTIVITY	DESCRIPTION
Purchasing Token	Buying ARSI will be the first functionality that we intend to establish. We are currently in the selection of a suitable marketplace to connect with our purchasing function.
E-Wallet Connection	Connecting your wallet e.g. Meta Mask will be made possible which will allow the users to easily trade cryptocurrencies for ARSI.
History of transactions	In their dashboard, every user will have the full information about their past transactions, rent payments and current balance in ARSI etc.

ACTIVITY**DESCRIPTION**

**NFT
collection**

Our own ARSI NFT collection – if you own one – shall be visible in the dashboard.

**(Rent)
Payment
facilitation**

Token holders will have the option to execute rent payments in the ARSI token directly through the platform. This adds a real sense of use-case environment for the token and creates additional value through better usability of the process, translating into higher incentive for the token holders and connecting the tenants of the A&S Investments Real Estate portfolio directly and easily with ARSI.

**Hierarchy
tracking**

All ARSI and NFT holders are entitled to discounts for example as tenants within our real estate portfolio. Depending on how much FIAT value was spent in ARSI or if you own an ARSI NFT this rank will increase and benefits/discount will grow. Discount can be accounted on rental payments or other opportunities with our real estate portfolio (holiday homes, office spaces etc.), depending on the completed real estate deals.

**Knowledge
resources /
news/ Blog**

We want to give users access to a wide variety of knowledge and resources related to the real estate markets, the buildings they are living in and the charity initiatives, raising awareness of different topics you are targeting with the charity campaigns and others.

The dashboard could thus be used for easy communication to your token holders while also facilitating the main use case of the token (rent payments).

Voting

As mentioned in the Whitepaper, transparency and an open exchange with our community is important. We want to establish our dashboard as a voting tool for our community to receive the input of our ARSI holders on our project. This way the community will be empowered to participate as a sounding board for Project ARSI and ARSI charity.

HOW TO **BUY ARSI?**

As for the moment we intend to make it as easy as possible to participate in our venture. To buy ARSI with cryptocurrencies or FIAT, you just have to go to our website:

www.arsi-crypto.com and follow the instructions to set up your personal ARSI dashboard.

HOW TO **WITHDRAW ARSI INTO FIAT-CURRENCIES?**

To sell ARSI, you simply must go to one of the exchange websites and swap ARSI to BNB.

Transfer the **BNB** to **Binance.com** and exchange it to any FIAT-Currency and withdraw it to your bank account.

HOW DO WE USE THE "**REBUY AND BURN**" PROCEDURE AT ARSI?

To increase the stability and market value of ARSI, the developers of ARSI are considering to burn up to 20% of the total ARSI supply on the long run. We are planning to buy back ARSI from the open market at the current market price with the purpose of burning the bought ARSI to stabilize the market value.

The exact burn day - the day when a fraction of the ARSI tokens will be burned - will not be announced in advance.

An increase in the value of the coin can be expected from the action just mentioned.



SECURITY * * * * *

The security of our project is of the highest value and crucial for a stable operation. Our token is created using the latest version of the audited contract from OpenZeppelin. This is of the highest standards on the market and therefore state-of-the-art. We chose this technology to ensure precautionary security measures for our marketplaces and avoid any risk of compromising the security of our system.

The developer will transfer nearly 100% of the total supply to a hardware wallet, where it's stored at the highest security standards, until fundraising and liquidity providing has been finalized from our side.

All wallets, including the charity wallet, will be stored in a highly secured hardware wallet, where it's safe from unwanted external access.

WE WILL KEEP THINGS **SIMPLE BUT USEFUL!**

By only adding adding simple and necessarily needed functions to our contract, we are making sure to run a solid and stable Token without letting space for vulnerability.

The contract is verified on "**bscscan.com**" and will be tested with additional testing tools regularly to ensure security. The contract already passed its first audit – the results will be available on our website and therefore fully transparent.

Additional security audits will be performed by our experts, to make sure to keep up with the security level and stay updated all time.

TOKENOMICS

TOTAL SUPPLY
1'000'000'000.00 ARSI

65%

MARKET SUPPLY
[650'000'000.00 ARSI]

10%

ARSI CHARITY
[100'000'000.00 ARSI]

6%

ARSI TEAM
[60'000'000.00 ARSI]

6%

INCENTIVES, EVENTS,
AIRDROPS, REWARDS
[60'000'000.00 ARSI]

4%

COMPANY RESERVE
[40'000'000.00 ARSI]

4%

ICO
[40'000'000.00 ARSI]

3%

MARKETING
[30'000'000.00 ARSI]

2%

STRATEGIC PARTNERS
& ADVISORS
[20'000'000.00 ARSI]

ARSI

MARKETING & PROMOTING

In terms of Marketing we intend to use the full possibilities of the modern marketing playbook. Below you will find some of the most important marketing activities that we are planning to implement with our marketing agency.

CONTENT AND PR MANAGEMENT

To increase the awareness for our endeavor, we are looking to advertise our project through high quality content marketing on our own channels and official press releases, that will regularly report our achievements of key milestones in fundraising, real estate deals or any other relevant ARSI related news.

COMMUNITY BUILDING AND MAINTAINING

We are already an international community from England, Germany, Sri Lanka, Denmark, India, and the Netherlands, growing in members from different countries every day, but building a community on Social Media channels such as Telegram and interacting with our community across all channels to promote high engagement is arguably our most important marketing goal, especially in the early stage of our project. Various of the below mentioned marketing efforts will help to increase and incentivize our community.

The expansion of our Real Estate Company A&S Investments Ltd and the continuous acquisition of new assets will by itself spread the word about our project and create a positive word of mouth – every new tenant within a building that we acquire will hear from ARSI on a regular basis, letting our community grow with every new addition to our real estate portfolio, whilst delivering precious content for our other marketing efforts.

EVENT MARKETING

Once we have established a small community, we intend to incentivize further interaction of our community through contests, airdrop events and reward campaigns – a specific amount of ARSI will be reserved for this purpose alone.

These events will be triggered by achieving key milestones such as finalizing a certain ICO phase, a NFT launch or finalizing real estate deals.

INFLUENCER MARKETING

To quickly grow our community, we intend to cooperate with relevant influencers that are willing to help us further grow our community and promote project ARSI. We are convinced that creating valuable content in cooperation with influencers mainly on social media platforms such as YouTube or TikTok is a great opportunity to further increase our community.

ADVERTISING AND SEM MARKETING/OPTIMIZATION

A clear digital marketing strategy in combination with our website, landing-pages for advertising purposes with focused keyword-campaigns through Google and Facebook will make our project well known to the relevant target audience and help us grow our community.

The listing and promotion of our project on several ICO websites prior to and after the launch will help us achieve a greater reach and SEO relevance in general.

The target audience of our campaigns will have the opportunity to register and leave their contact info, which will allow us, besides technically retargeting potential clients through e.g. display and banner campaigns, to use targeted email campaigns to keep them hooked and interested.



NFT

In addition to our overall Marketing strategy, we plan to create a portfolio of ARSI related Non-Fungible-Tokens (NFTs) to increase the popularity and awareness of ARSI in the market. Our company's own tech-lion will be the inspiration for a limited portfolio of NFTs that will be offered on the market and to our investors to, in a best-case scenario, provide additional funding and liquidity to our project, besides the obvious marketing effect. The NFTs are always based on four base pictures that become a set of 25 NFTs per picture and build up to seasons that end in a collection of 2.500 NFTs. In total only four collections will be available, making it a limited portfolio of 10.000 NFTs.

The first set of 25 NFT is already created and launched - you can find them on **<https://opensea.io/arulsingam-arsi>**

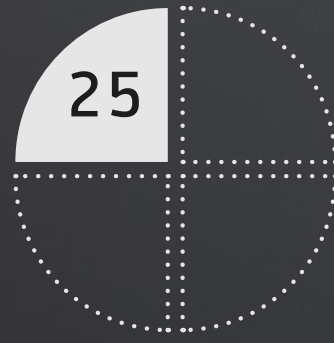
The rollout of additional sets and collections of NFTs with various themes such as virtual reality, major cities, gaming and countries, inspired by our company and its values will be executed by our talented design team in cooperation with external partners and artists.

THE 10K NFT STRUCTURE

ARSI

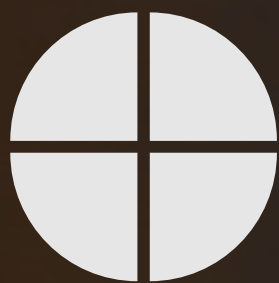
QUARTER

EACH QUARTER HAVE
IN TOTAL 25 NFT'S
24 are variations,
1 is the unique BASE-NFT.



A **SEASON**
is build of
4 QUARTERS

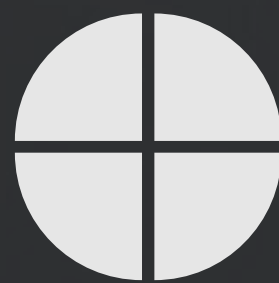
SEASON



SEASON



SEASON

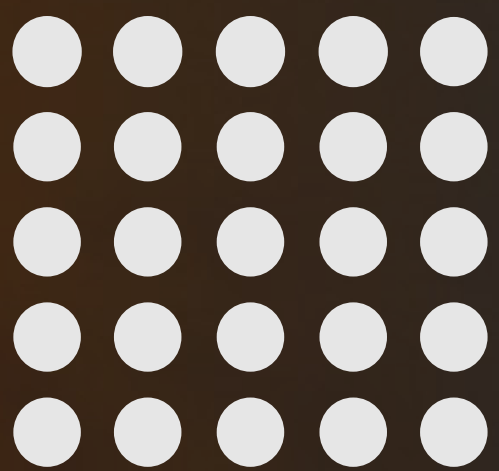


SEASON



A **COLLECTION**
is build of
25 SEASONS

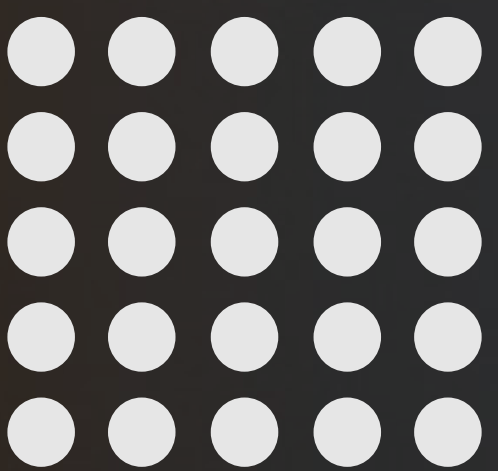
COLLECTION



Collection

NFT-count: 2.500

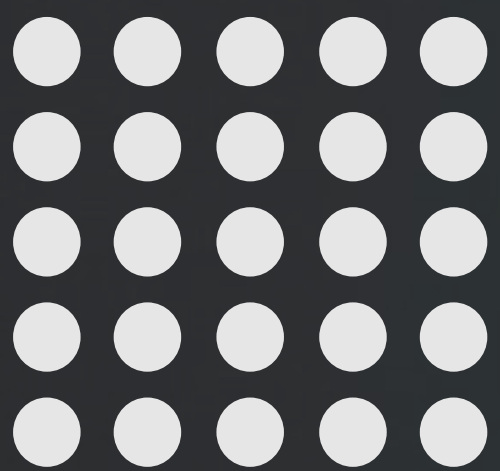
COLLECTION



Collection

NFT-count: 2.500

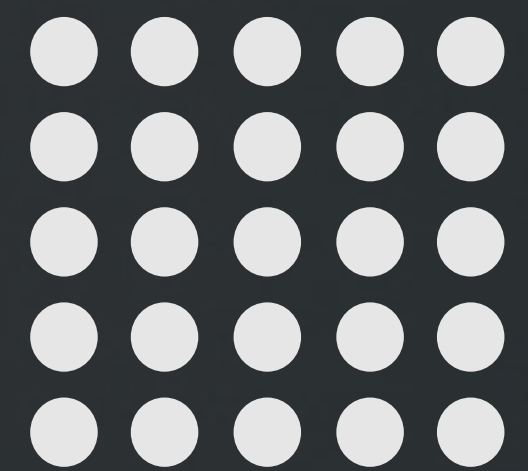
COLLECTION



Collection

NFT-count: 2.500

COLLECTION



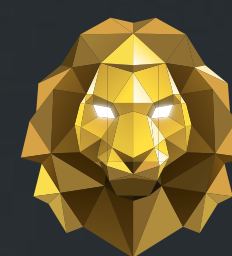
Collection

NFT-count: 2.500

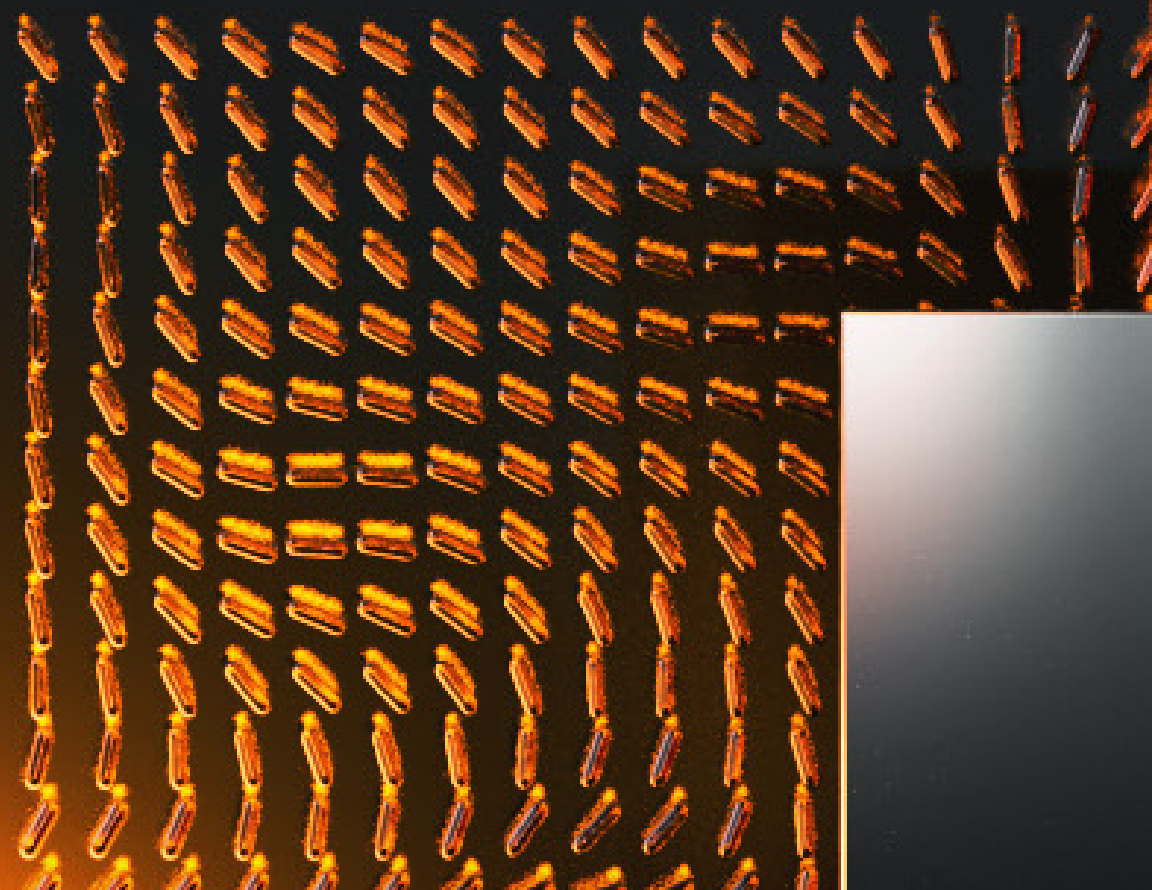
TOTAL AMOUNT

10.000 NFT

ROADMAPS



ARULSINGAM
ARSI



ARSI ROADMAP

LEGEND

● Done

○ Open

Q1 2022

- Smart contract development
- Onboarding of Real Estate cooperation partners
- White Paper created

Q2 2022

- Legal Advisor onboarding
- Marketing Advisory team onboarding
- Review business model with external advisory board
- Start Website/Dashboard development

Q3 2022 / PRIVATE SALE

- Website/Private Sale Dashboard finalized
- Marketing plan finalized
- Official White Paper release
- Start Marketing and community building
- Perform further security audits
- 100+ NFTs created

Q4 2022 / PRE-SALE

- Launch of Website & ARSI Dashboard incl. ranking system
- Real Estate scouting initiation
- Real Estate project developments cooperation initiated
- Initiation of continuous marketing efforts to increase community e.g.
 - Airdrop & Rewards
 - Influencers
 - ICO websites

Q1 2023 / MAIN SALE

- Execution of airdrop-event **"Early Lion"**
- Intensifying marketing efforts
- Real Estate acquisition started
- Initiate Real Estate Development
- 300+ NFTs created

Q2 2023

- Start ARSI ecosystem development
- Implementation of ARSI for rent payments
- Evolution of ranking reward program

Q3 2023

- Further Ecosystem development
- Maintenance and loyalty efforts towards the community
- 500 + NFTs created
- Growth of Real estate Portfolio
- Release White Paper 2.0

ICO ROADMAP

Q3 2022 / PRIVATE SALE

Hard Cap	5.000.000 ARSI / 15.000.000 \$
Soft Cap	350.000 ARSI / 1.050.000\$ \$
Price per token	3 \$
(50% discount from main sale)	

Q4 2022 / PRE-SALE

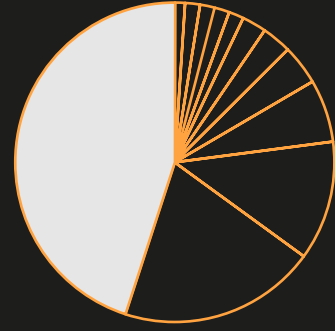
Hard Cap	12.500.000 ARSI / 56.250.000 \$
Soft Cap	1.000.000 ARSI / 4.500.000 \$
Price per token	4,5 \$
(25% discount from main sale)	

Q1 2023 / MAIN SALE

Hard cap	22.500.000 ARSI / 135.000.000 \$
Price per token	6 \$

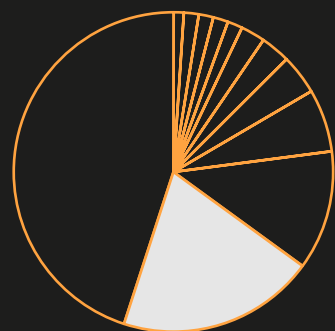
ICO & NFT-Earnings Usage

Real Estate Portfolio



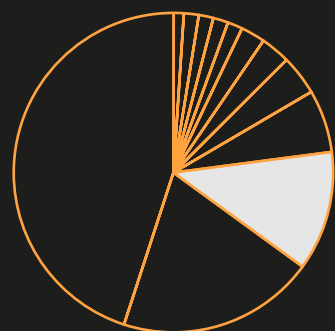
Purchasing existing properties to ensure constant liquidity is being generated.

Liquidity pools



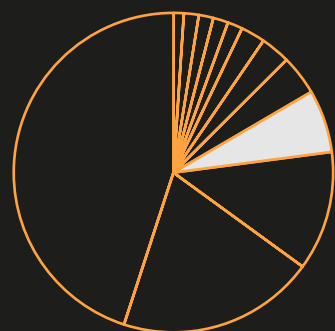
Providing liquidity on exchange websites to facilitate trades in ARSI.

Project Development



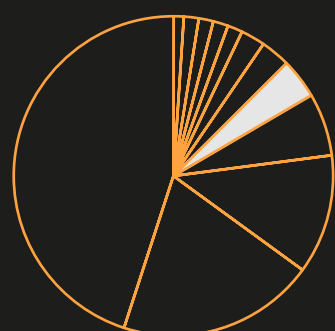
Initiating lucrative cooperation with real estate developers to build up a real estate portfolio and gain revenues from funding projects.

Marketing



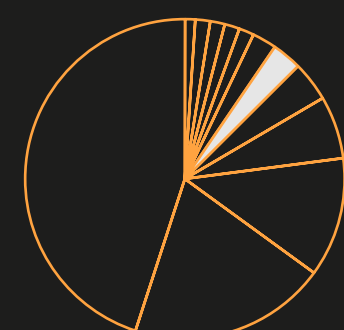
Investing in our own marketing strategy through management of our social media, creating relevant content, paid advertising, cooperating with influencers and loyalty programs for our community (contests and events).

Legal Advisors



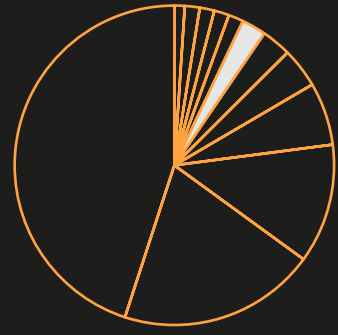
Manage lawyers, accountants to stay on top of current developments and to make sure to stay legally updated at any time.

Security Audits



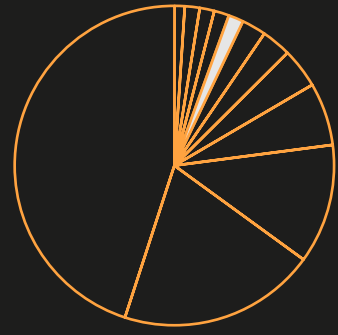
Perform regular security audits to ensure the security of ARSI-Contract.

**ARSI-NFT
Development**



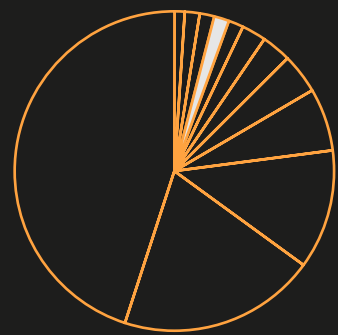
Cooperation with artists who contribute to our NFT-Project and manage marketplace fees (e.g., Open Sea)

**ARSI-App
Development**



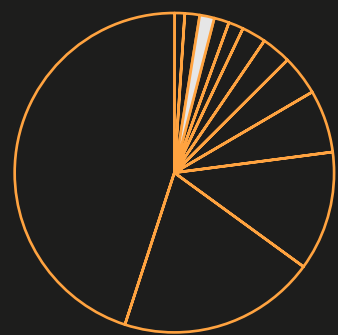
Provide an easy-to-use App so our community has easy and fast access to ARSI-Dashboard bringing the option to use our unique functions on any mobile device.

**Corporate
Design**



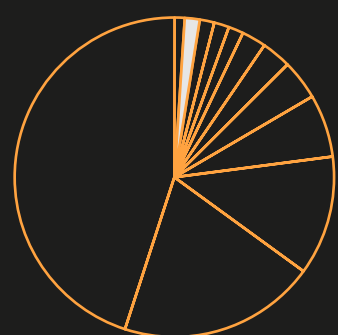
Develop the corporate identity and all external media designs e.g., website, layouts etc.

**Management of
Project ARSI**



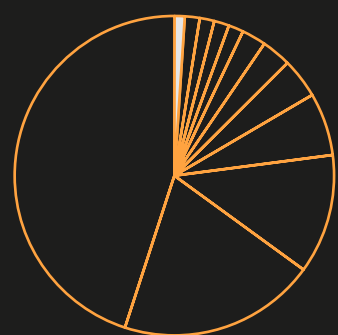
Manage the team, arrange meetings, scout properties, real estate agency fees, hosting costs of websites etc.

**Company
Reserve**



Create a stable reserve of funds to stay prepared for any unexpected changes on market. The funds stored under this topic will be only used as filling for the abovementioned points (1. – 11.) if necessary.

**Property
Management**



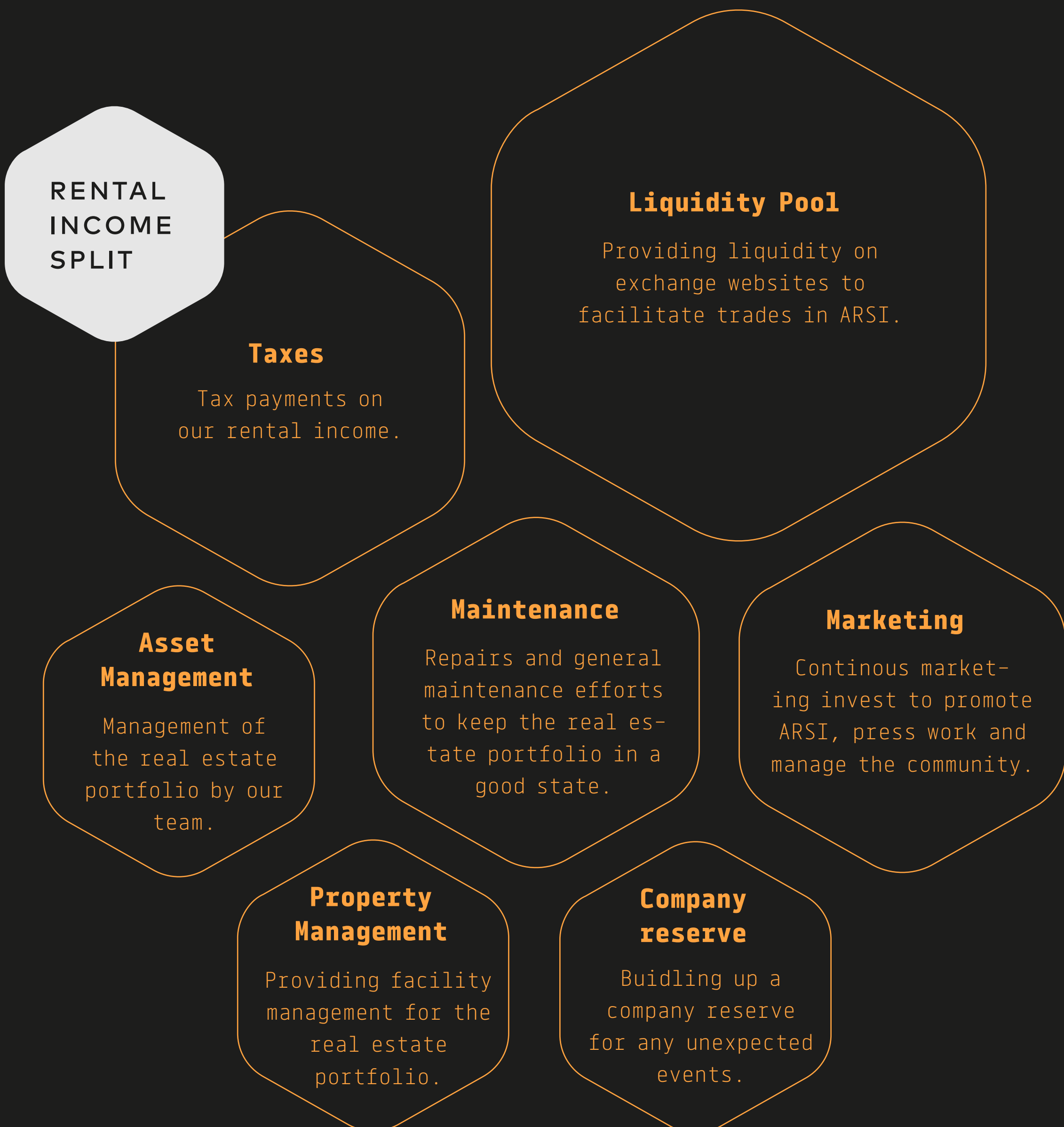
Get our real estate portfolio managed by professional companies to make sure to rent out our properties in a good condition and at a marketable rate.

*The above-mentioned points are estimates. The split can be amended for any reason at any time without giving prior notice.

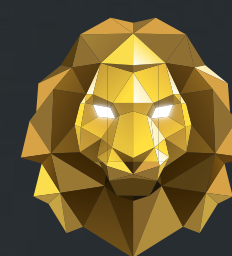
RENT SPLIT

HOW DOES THE ARSI ECOSYSTEM BENEFIT FROM THE REAL ESTATE PORTFOLIO?

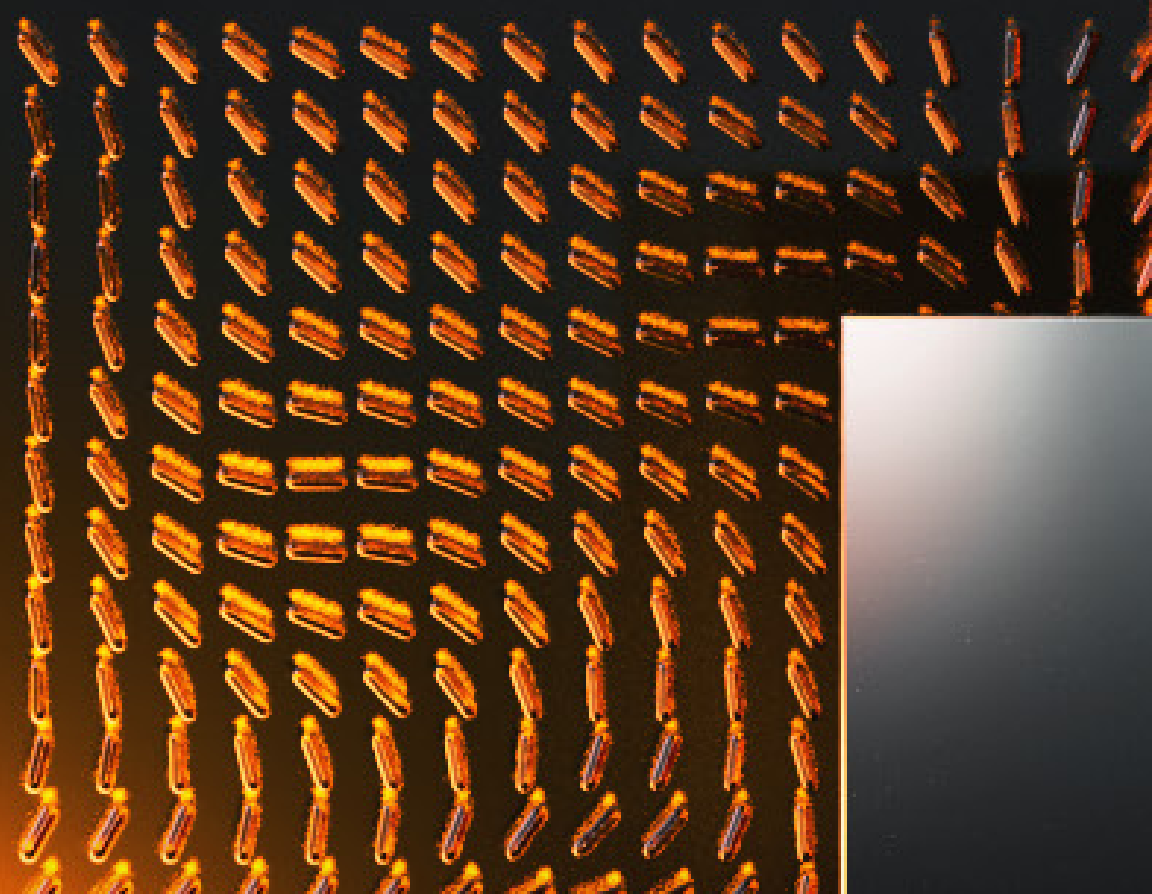
We intend to create a system that provides for itself. To achieve this goal we are planning to reinvest our earnings of our real estate portfolio into ARSI and therefore creating a stable demand and constant transactions. The following split should give an idea how we are using the earnings from our real estate portfolio in order to achieve this goal.



LAST BUT
NOT LEAST



ARULSINGAM
ARSI



TEAM

We are a team of experts on several sections of our company to provide the best possible customer service and asset management to execute your vision and turn your dreams into reality. Our long-lasting experience in the real estate industry and our founders experience in cryptocurrencies combine the necessary skillset to make ARSI and ARSI Charity a success. Any other necessary experts will be hand-picked to achieve excellence in all areas.



**ARULVARMA
UTHAYAKUMAR**

Founder –
Managing Partner

Crypto investor and strategist since 2017 and founder and initiator of ARULSINGAM INVESTMENT LTD and several other companies in the UK.



**ALEXANDER
STEHLE**

Director – Operations
& Real Estate

Managing Partner of Hamburg Sotheby's International Realty since 2015 with former experience as project- and portfoliomanager at Deutsche Bank.



**ROMAN
LEVYTSKYJ**

Director – Brand
Identity & Design

Creative Director,
Artist and
Motion Designer
since 2019.

ADVISORY TEAM

MARKETING ADVISOR

 **KryptoVergleich**

LEGAL ADVISOR

TaylorWessing





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ARSI

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Leicester / LE4 9EA
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ARSI LABS Ltd.

Whitepaper from 28.07.2022

Token address:

0x60c4D3DcA38B66cBAc8fAe198aabCac3E37296e2

Website:

<https://arulsingam-arsi.com/en>