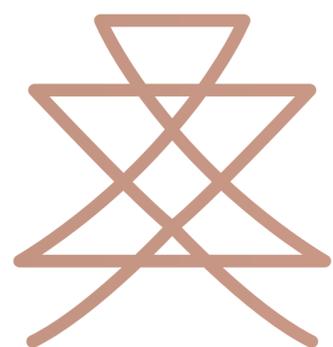


Identity Guidelines



FUSANG

VERSION 1.0



Fusang refers to several different entities which are described in ancient Chinese literature. Fusang is the name which is given to a mythical tree (represents a treasure trove in hidden wisdom) or it is the name which is given to a mysterious land which is located to the East of China.

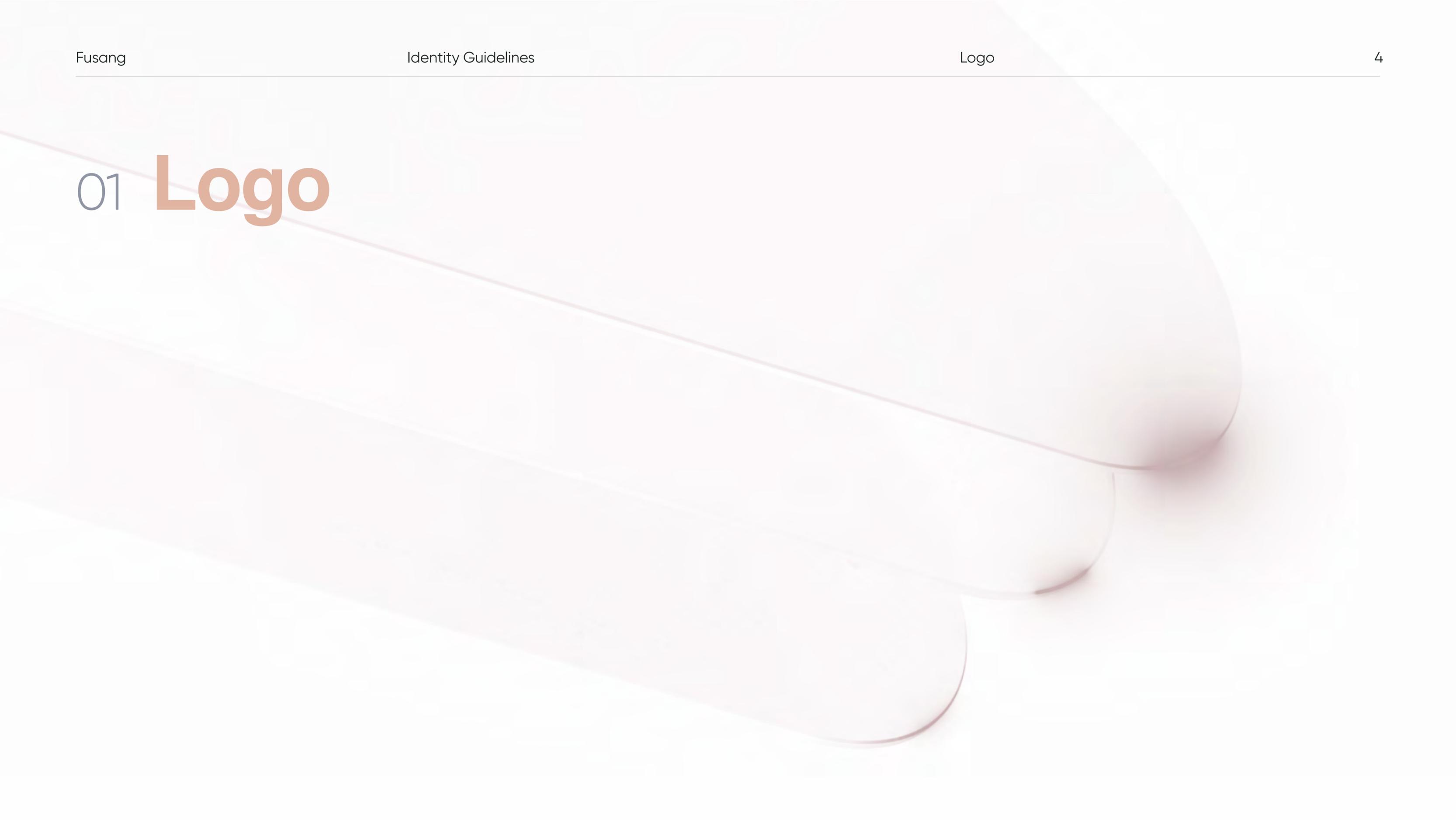
The aim of these guidelines is to present the basic elements of our visual identity and show how these can be applied to bring the Fusang brand to life with confidence and clarity.

This document gives detailed information necessary to correctly implement and express the Fusang brand enabling the production of items that are visually consistent and of a high quality.

Included are guidelines on how to use the logo colour palette recommended typefaces image style. Whatever you are producing follow these guidelines to ensure that you support the Fusang identity consistently.

| | | |
|----|--------------|----|
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| 02 | Colour | 08 |
| 03 | Typography | 11 |
| 04 | Social Media | 13 |
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01 Logo

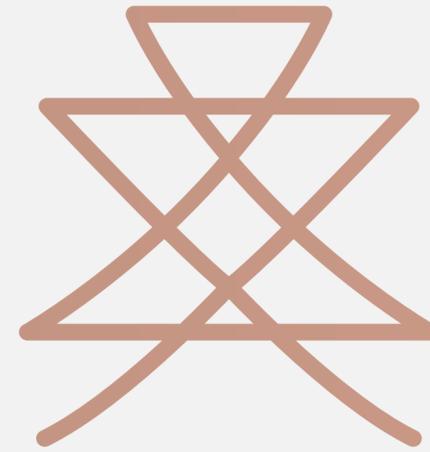


Fusang logo

The Fusang logo serves as a unique graphic symbol serving as the primary identifier for the company and its services. This logo is a registered service mark and holds a central role in corporate communications. Our logo consists of our brand symbol and our logotype.

The logo shown here and the versions on the following pages are the only forms authorized for use on Fusang communications. No alternate versions are permitted.

As a general rule the logo should prominently feature on all products, advertising digital and printed materials. It must maintain clear legibility and be positioned away from other elements so it does not conflict with legibility of the material it is being applied to.



Symbol

The image shows the Fusang logotype, which is the word "FUSANG" in a bold, uppercase, sans-serif font. The letters are a reddish-brown color and are spaced evenly. The font is clean and modern.

Logotype

Logo versions

There are two approved versions of the mark. Each has been precisely designed to produce an optimal visual effect. Always use the correct artwork to be sure of achieving proper logotype proportions and a consistent brand experience.

1. Primary

This is the recommended format for most applications, it is the strongest of the group and as such should be used with care. Please refer to the rules on the following pages covering its application.



2. Secondary (stacked)

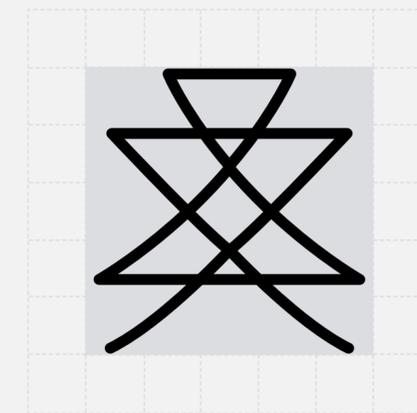
Where space is limited use the secondary stacked logo.



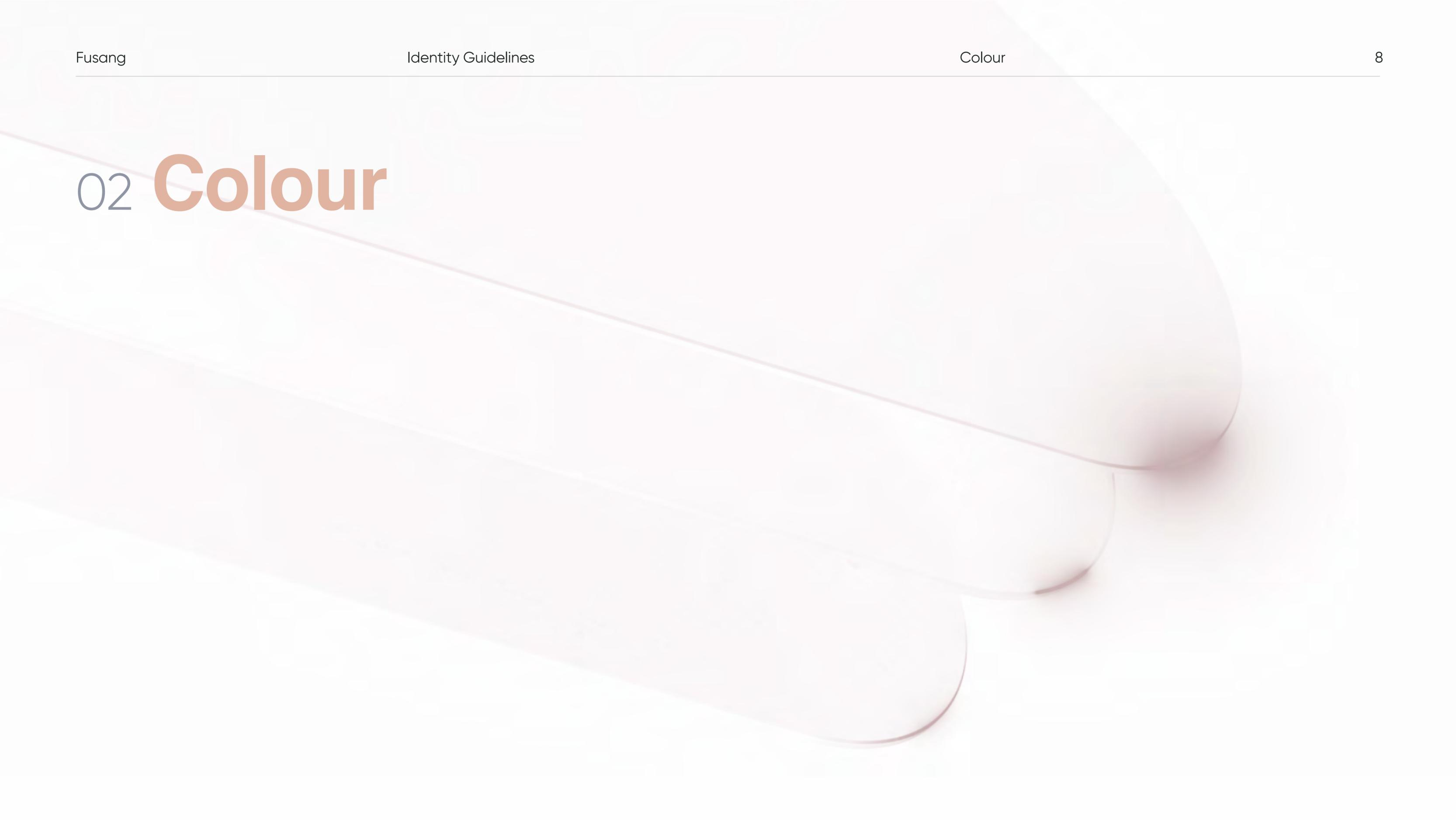
Clear space

To protect our logo preserve a margin of clear space around all four sides as shown. For the primary and secondary logos the clear space is 1 F-height. For the icon the clear space is 20% of the icon size.

No other graphic elements or text should be placed within this area. The clear space zone can be slightly smaller for electronic applications due to space restrictions.



02 Colour



Colours

Maintaining consistent colours within a brand fosters recognition trust and a strong brand identity. When customers encounter our distinct colours repeatedly, they start associating them with our brand creating a mental link that facilitates instant recognition even amidst a sea of competitors.

Consistency in colour usage also signals professionalism and attention to detail building trust and credibility with our audience. The adherence to a defined colour palette across various touch points from logos to marketing materials reinforces our brand's cohesion and leaves a lasting impression ultimately driving brand loyalty and engagement.

| | | |
|--|---|---|
| <p>Night</p> <p>#252F49 R37 G47 B73 C92 M78 Y42 K45 PANTONE 533 C PANTONE 282 U</p> | <p>Sand</p> <p>#D6A48F R214 G164 B143 C15 M39 Y41 K4 PANTONE 4050 C PANTONE 4260 U</p> | |
| <p>Gold</p> <p>#E7D7B9 R231 G215 B185 C11 M15 Y31 K 0 PANTONE 9161 C PANTONE 9161 U</p> | <p>Light Grey</p> <p>#FAFAFA R250 G250 B250 C2 M1 Y2 K0 PANTONE N/A (2% Natural Black)</p> | <p>White</p> <p>#FFFFFF R255 G255 B255 C0 M0 Y0 K0</p> |

Gradients

We use subtle gradients within our designs not just as a mere embellishment but as a strategic tool that communicates depth, modernity and top-tier quality. The gradual transition of colours in a gradient mirrors the complexities and sophistication found within the blockchain finance realm. Our gradients amplify the perception of worth and underscore the intrinsic value of the services we provide.

Put simply, our use of gradients is a visual metaphor for the transformation, growth and prosperity of Fusang.

Gradient 1



0%
#d6a48f



33%
#d6ac8e



66%
#d6b58c



100%
#d6bd8a

Gradient 2



0%
#efe0da



33%
#f1e7e1



66%
#f4ede8



100%
#f6f4ef

03 **Typography**



Typography

Our typographic system utilizes a very limited set of typefaces and weights to evoke a sense of simplicity and gravitas.

For headings we use Gilroy Semi-Bold or Regular depending on the size. All body copy is set in Open Sans.

Gilroy was designed by Bulgarian type designer Radomir Tinkov and is available on [MyFonts](#).

Open Sans was designed by American type designer Steve Matteson and is available at [Google Fonts](#).

Gilroy Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Character tracking - 20px

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Character tracking - 20px

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Character tracking - 20px

04 Social Media



Social icons and avatars

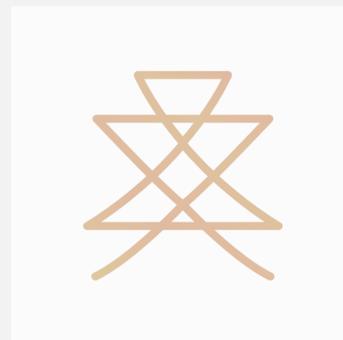
Across social media we use the brand symbol without the logotype as shown here.



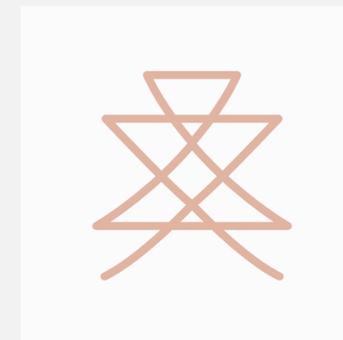
Instagram
180 x 180



X
400 x 400



Facebook
360 x 360



LinkedIn
400 x 400



Favicon
32 x 32

Social media banners

Across social media we use the brand symbol without the logotype as shown here.



LinkedIn Center
1584 x 396

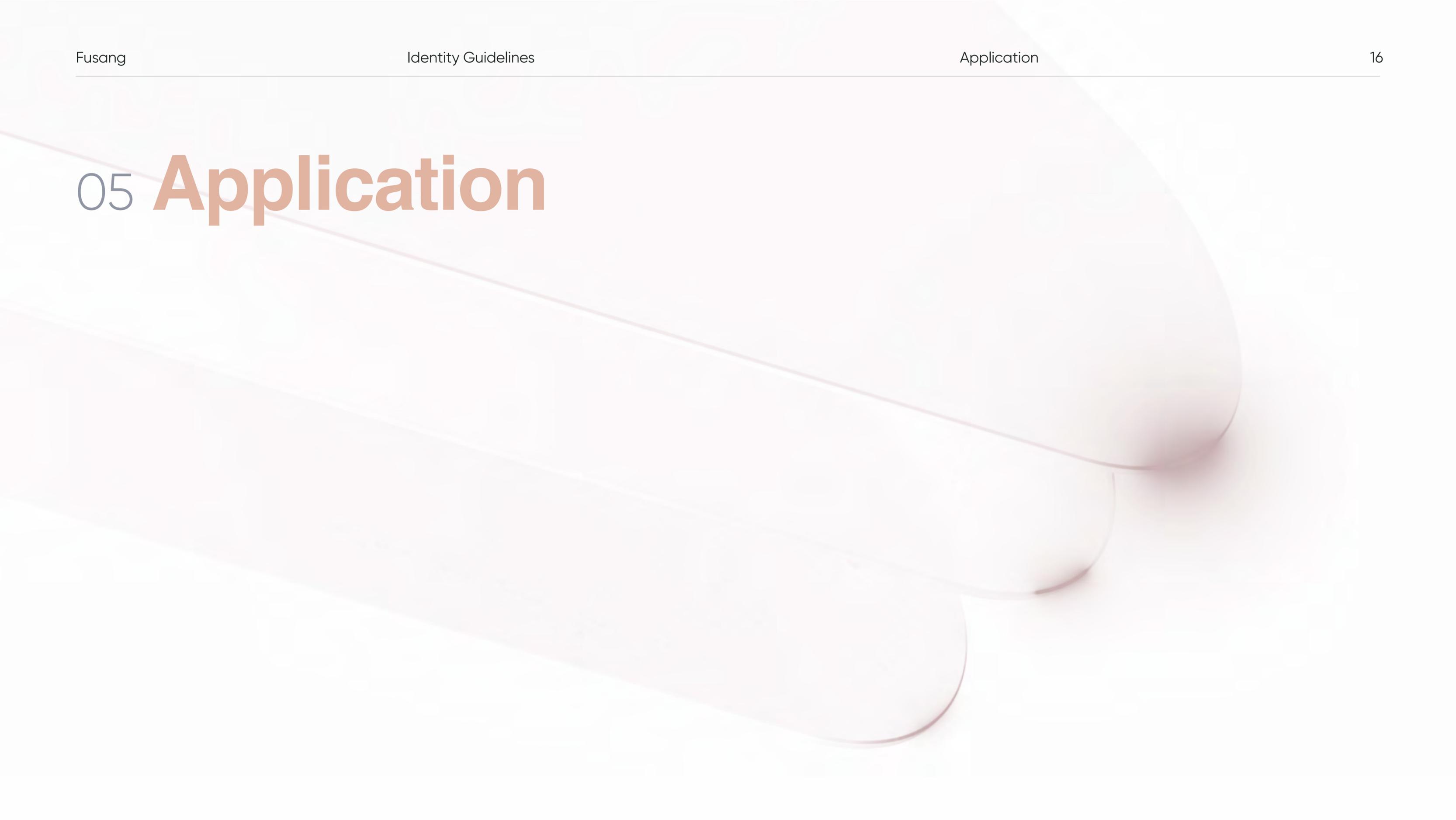


LinkedIn Right
1584 x 396



Twitter
1500 x 500

05 Application



Decks

Our pitch decks are made for Keynote and Powerpoint. Some slide examples are shown here.

Invest in a next-generation Digital Stock Exchange

Transforming capital markets by connecting institutions to access public, private, and alternative investments on a global scale 24x7

FEBRUARY 2024

The electronic trading industry transformed how buy side and sell side traders access financial markets operate, but exchanges never evolved, and got left behind...

is the digitisation of the national stock exchange model. An industry that has not evolved and has stagnated for decades.

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

Not all digital assets are the same

Digital securities

- 13 trillion USD to be tokenised 2024* (Citibank)
- Investors suggest they may allocate 7% to 9% of their entire portfolio to tokenised assets by 2027 (EY)
- Traditional finance generally focussed on securities and deposits only
- Investor access for assets that can be served to regulated financial institutions and investors

Cryptocurrencies

- Publicly traded blockchains suffer from regulatory scrutiny and AML risks
- Lack of regulatory clarity means banks and brokers struggle to comply with access to cryptocurrencies
- Thus institutional demand for the asset class is low

Growing institutional adoption | Limited institutional adoption

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

Institutional momentum

"Tokenisation of financial and real-world assets could be the killer use case driving blockchain's breakthrough, with tokenisation expected to grow by a factor of 80x in private markets and reach up to almost \$4 trillion in value by 2030."

| Issuer | Project | Size | Issue Date | Coupon | Tenor |
|--------------------------------|--|-------------------------|------------|---------------|-----------|
| 1 HK SAR | HK SAR Tokenised Green Bond | HK\$800m (US\$102m) | 16/02/23 | 4.05% | 1 year |
| 2 Siemens | Siemens Euro Denominated Digital Bond | €50m (US\$64.2m) | 14/02/23 | N/A | 1 year |
| 3 European Investment Bank | EIB 1st Digital Bond Issuance in sterling | €50m (US\$66m) | 31/01/23 | Floating Rate | 2 years |
| 4 ABN AMRO | ABN AMRO Digital Bond | €450,000 (US\$482,000) | 11/01/23 | N/A | N/A |
| 5 European Investment Bank | EIB €100m 2-Year Digital Bond | €100m (US\$107m) | 30/11/22 | 2.59% | 2 years |
| 6 UBS AG | UBS 1st digital bond publicly traded both in SIX Digital Exchange & SIX Swiss Exchange | CHF375m (US\$405m) | 14/11/22 | 2.33% | 3 years |
| 7 UnionBank of the Philippines | USP PNP denominated Digital Bond | PHP 1 billion (US\$18m) | 20/06/22 | 3.5% | 1.5 years |
| 8 The World Bank | World Bank first AUD denominated Digital Bond | AUD110m (US\$76m) | Aug 18 | 2.251% | 2 years |

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

Your opportunity: Invest in Asia's next Coinbase for digital securities

The only stock exchange you can invest into in Asia that is paving the way to access new asset classes instantaneously, and is built to serve regulated intermediaries only.

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

5B revenue opportunity

5.6% of their portfolios to tokenized assets by 2026 [E&Y]

PwC anticipates that global Assets under Management (AUM) will almost double in size by 2025, from US\$84.9 trillion in 2016 to US\$111.2 trillion by 2020, and then again to US\$145.4 trillion by 2025

Global market portfolios grew significantly last year to reach US\$179.0 trillion as of December 2021. [State Street]

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

The untapped multi-trillion dollar opportunity for digitisation of private markets and alternative investments

Institutional tokenisation case studies that will transform capital markets

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

Fusang Questions and answers

Digital securities exchange connecting brokers and banks on a global scale to private markets and alternative investments.

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

Governance

DIRECTORS

- David Chong** (Chairman, Director) - Founder & President, Pacific Bridge; Founder, Deal Chang; Co-Founder, Quantum Leap; Founder, Digital Assets; Founder, Digital Assets; Founder, Digital Assets
- Tan Sri Tee Tai Ba** (Non-Executive Director) - Managing Director of Asia; Managing Director of Asia; Managing Director of Asia
- Ying General Tan Si (Dr) Doru** (Non-Executive Director) - Managing Director of Asia; Managing Director of Asia; Managing Director of Asia

ADVISORS

- Benjamin Quinlan** (Board Advisor) - CEO & Managing Partner, Quinlan & Associates; Chairman, Pacific Investment of Hong Kong
- Derek Cowen** (Board Advisor) - Managing Director, Pacific Investment of Hong Kong; Managing Director, Pacific Investment of Hong Kong
- Mohammad Ridwan Abdul Aziz** (Board Advisor) - Managing Director, Pacific Investment of Hong Kong; Managing Director, Pacific Investment of Hong Kong

REGULATED DIGITAL SECURITIES STOCK EXCHANGE

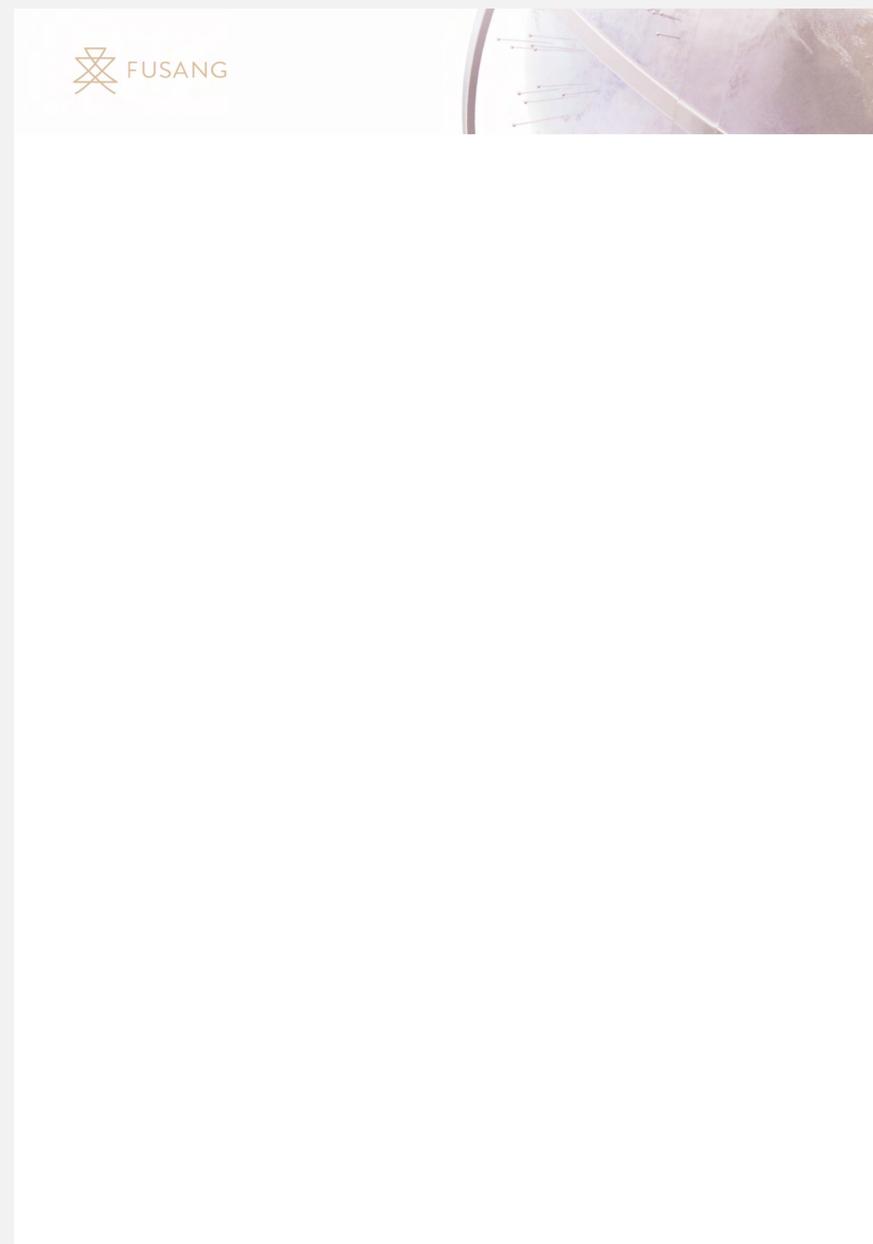
Social carousels

Examples of image carousels for LinkedIn and Instagram.

The image displays 12 examples of carousel slides for Fusang, arranged in a 3x4 grid. Each slide is a white rectangle with a light beige background and features the Fusang logo in the top left corner. The slides illustrate different ways to present information:

- Slide 1 (top-left):** Title: "Maximise global access to investor capital via the power of tokenisation". Includes a list of three bullet points: "Tokenise Private Funds", "Tokenise Private Debt", and "Tokenise Private Shares".
- Slide 2 (top-middle):** Title: "Launch your private marketplace". Includes a paragraph of text and a list of three bullet points: "Access to our matching engine technologies", "Fix/API connectivity to your investors", and "Operations and compliance support to run your middle and bank office so you can focus on marketing and sales for your business".
- Slide 3 (top-right):** Title: "Launch your co-branded listing board". Includes a paragraph of text and a list of three bullet points: "Bullets should ideally span no longer than two or three lines total", "Bullets should ideally span no longer than two or three lines total", and "Bullets should ideally span no longer than two or three lines total".
- Slide 4 (middle-left):** Title: "Greater access to products & liquidity at scale for your clients". Includes a list of four bullet points: "Access Private Funds", "Access Private Debt", "Access Private Shares", and "Access Crypto".
- Slide 5 (middle-middle):** Title: "Launch your private marketplace". Includes a paragraph of text and a list of three bullet points: "Access to our matching engine technologies", "Fix/API connectivity to your investors", and "Operations and compliance support to run your middle and bank office so you can focus on marketing and sales for your business".
- Slide 6 (middle-right):** Title: "Main headline". Includes a paragraph of text and a list of three bullet points: "Bullets should ideally span no longer than two or three lines total", "Bullets should ideally span no longer than two or three lines total", and "Bullets should ideally span no longer than two or three lines total".
- Slide 7 (bottom-left):** Title: "Large heading can span three lines". Includes a list of three bullet points: "Bullets should ideally span no longer than two or three lines total", "Bullets should ideally span no longer than two or three lines total", and "Bullets should ideally span no longer than two or three lines total".
- Slide 8 (bottom-middle):** Title: "Main headline". Includes a paragraph of text and a list of three bullet points: "Access to our matching engine technologies", "Fix/API connectivity to your investors", and "Operations and compliance support to run your middle and bank office so you can focus on marketing and sales for your business".
- Slide 9 (bottom-right):** Title: "Main headline for slide". Includes a paragraph of text and a "LEARN MORE BELOW" button.

Fusang banner images and product brochure




IILM SUKUK

Direct market access to tokenised Shariah-compliant securities

How does the Tokenised Depository Receipt (TDR) work?

- Tokenised Depository Receipts are tokens that directly represent assets held by the Depository on behalf of token holders.
- TDRs represent direct legal claims on the underlying assets, and can be redeemed back into the underlying assets if investors want.
- The tokenised IILM sukuk have the same legal and financial features as the underlying sukuk, and are themselves shariah-compliant securities.
- The tokenised sukuk will be listed for secondary market trading on the Fusang Exchange.
- The tokenised sukuk can be transferred between the regulated financial institutions who are participating Members of the Fusang Exchange.
- Upon maturity of the underlying sukuk, token holders will be paid out in USD via their subscribing broker.

Token Features

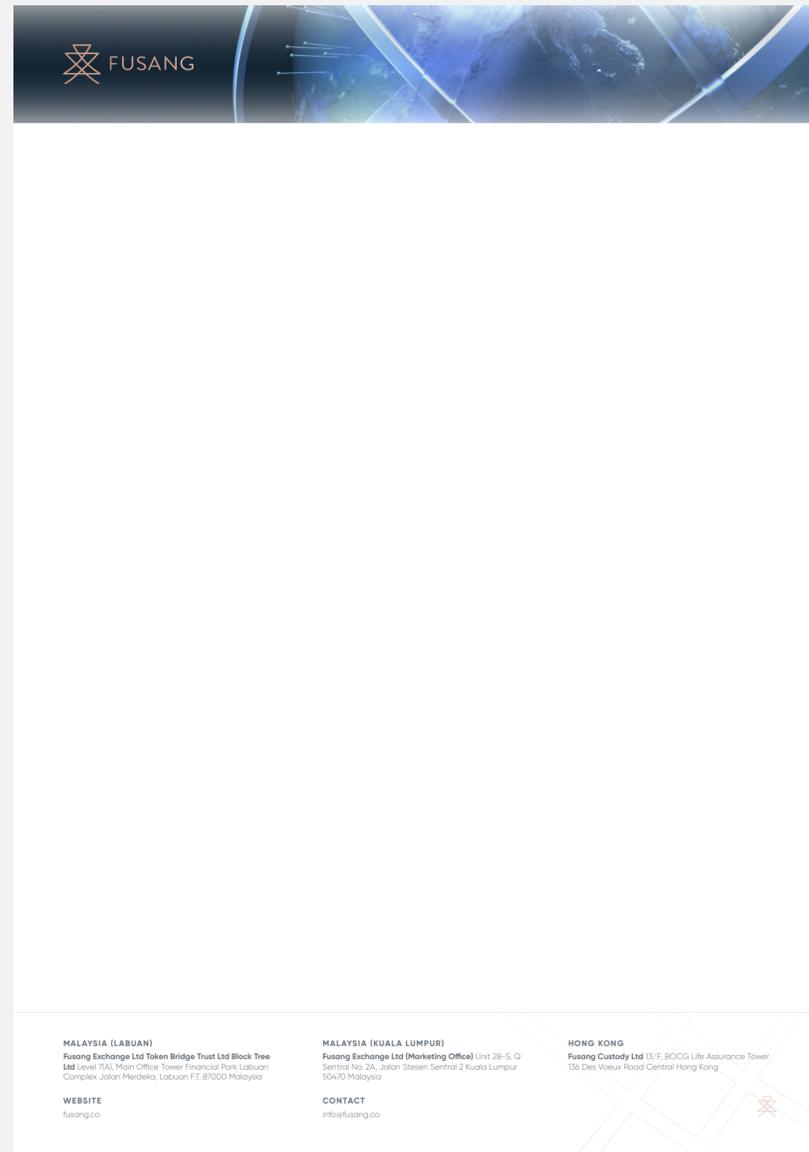
| | |
|---------------------------|--|
| Minimum Investment Amount | USD 100,000 |
| Token Unit | USD 100 |
| Currency | USD |
| Issuance Date | 7 September 2023 |
| Tenor | 1 month |
| Indicative Profit Rate | 5.3% annualised |
| Depository | Fusang Exchange Ltd |
| Issuance Governing Law | Labuan, Malaysia |
| Subscription Method | Brokers who are members of the Fusang Exchange |
| Eligible Investors | Institutional and sophisticated investors |

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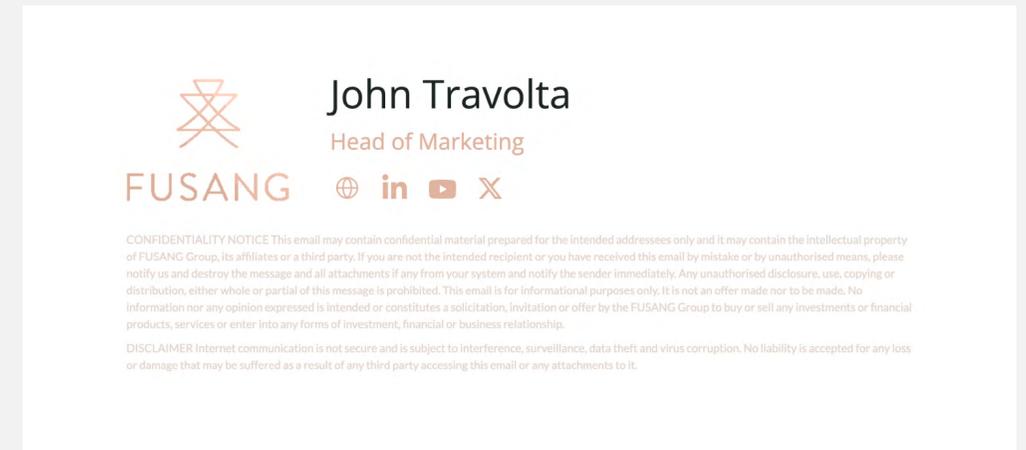
Stationery

Our letterhead and email signatures have been designed to ensure a consistent brand expression for our customers. Refer to the original supplied artwork files for exact design specifications.

Letterhead

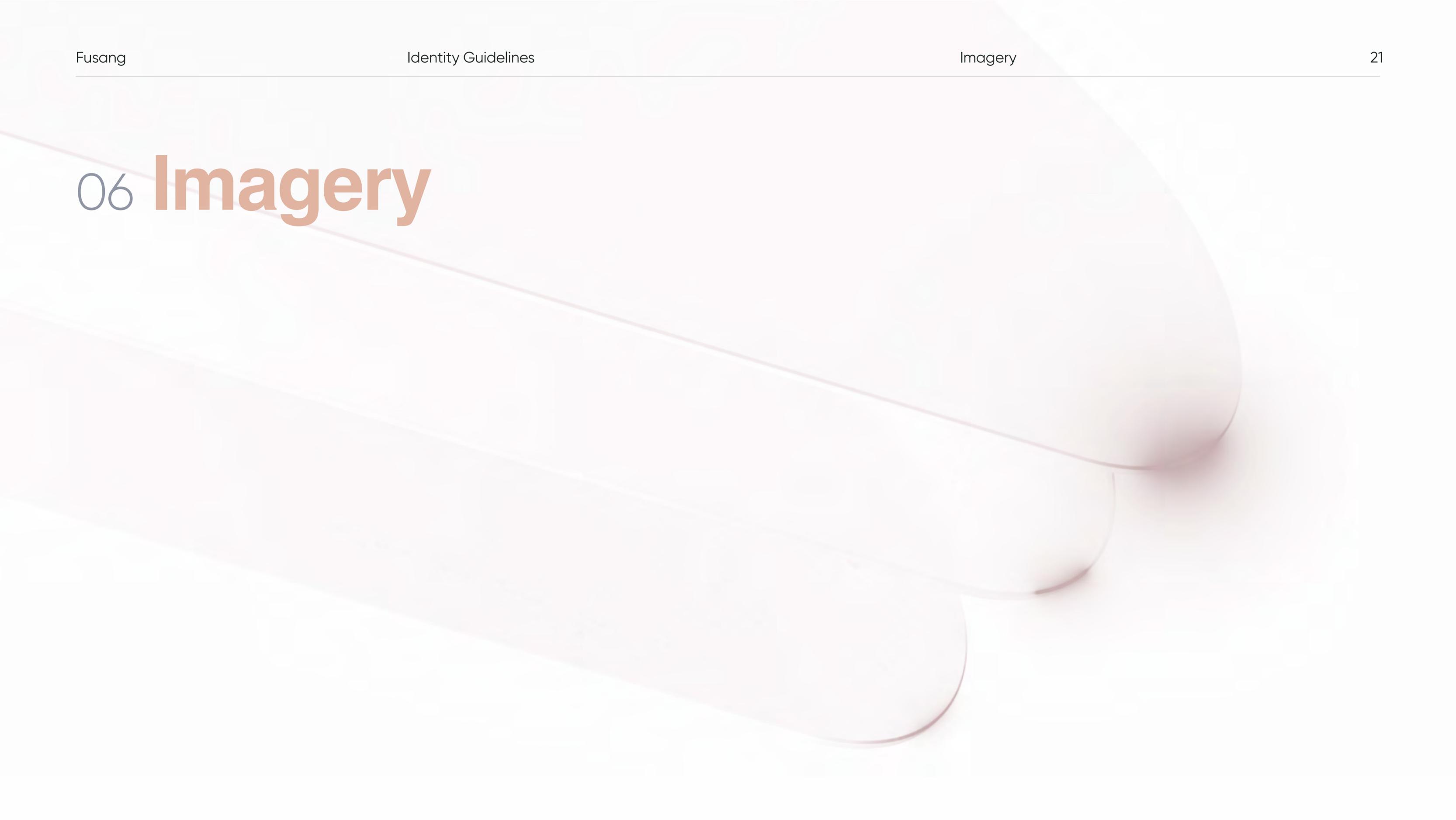


Email signature



| Name | Title |
|---------------------|-----------------|
| Midnight #252F49 | Sand #d6A48F |

06 Imagery



Imagery

We elevate our visual narrative through the use of cutting edge visuals that embody innovation technological advancement and the forward-thinking ethos that is paramount in the blockchain finance sector.

By blending these visuals with our carefully curated colour palette our imagery not only captivates the viewer's attention but also conveys the dynamic evolving nature of digital finance and communicating a promise of progress and excellence to our customers.





MALAYSIA (LABUAN)

Fusang Exchange Ltd/Token Bridge Trust Ltd/Block Tree Ltd
Level 7(A) Main Office Tower
Financial Park Labuan Complex
Jalan Merdeka Labuan F.T. 87000
Malaysia

MALAYSIA (KUALA LUMPUR)

Fusang Exchange Ltd (Marketing Office)
Unit 28-5 Q Sentral
No. 2A Jalan Stesen Sentral 2
Kuala Lumpur 50470
Malaysia

HONG KONG

Fusang Custody Ltd
13/F BOCG Life Assurance Tower
136 Des Voeux Road Central
Hong Kong

fusang.co