



The Connected Commerce Whitepaper

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1. Executive Summary

The way people shop, pay, earn rewards and interact with businesses is changing.

Yet much of today's commerce remains fragmented.

Customers use different applications for payments, loyalty programmes, shopping, memberships and digital assets. Businesses use separate systems for point-of-sale, customer management, payments, inventory and marketing.

Aurum Future Alliance (AFA) is building an ecosystem designed to connect these experiences.

At the centre of this ecosystem is **AFA Coin**, a utility token designed to connect customers, merchants, technology and digital commerce.

AFA is being developed around a simple principle:

Real businesses. Real transactions. Real utility.

The ecosystem begins with physical commerce through **AFA Coffee** and is designed to expand into convenience retail, payments, digital wallets, AI, marketplaces and other connected services.

AFA's ecosystem

AFA Coffee

Where the ecosystem begins.

AFA Coin

The utility layer.

AFA Mart

AI-assisted 24/7 convenience retail.

AFA Wallet

Your digital gateway.

AFA Pay

Payments for the digital economy.

AFA POS

Technology powering physical commerce.

AFA AI

Intelligence powering the ecosystem.

AFA Mall

A connected digital marketplace.

AFA Gold

Digital access to real-world value.

The objective is not simply to create another cryptocurrency.

The objective is to build a **connected commerce ecosystem in which the token has a practical role.**

2. The AFA Vision

This is not just another token.

It is designed to become part of an ecosystem where people can:

Earn → Hold → Spend → Access → Participate

A customer could purchase coffee through an AFA outlet, receive ecosystem rewards, manage those rewards through the AFA Wallet, use eligible AFA benefits across the ecosystem and eventually interact with merchants and services through AFA Mall and AFA Pay.

At the business level, AFA POS and AFA AI are designed to help merchants manage transactions, customers, rewards, inventory and business intelligence.

The long-term vision is to connect these components into one ecosystem.

AFA is building the infrastructure that connects physical commerce with the digital economy.

3. The Problem

Today's commerce ecosystem is fragmented.

A typical customer may use:

- One app for payments
- Another for shopping
- Another for loyalty points
- Another for memberships
- Another for digital assets
- Different accounts for different merchants

Businesses face a similar problem.

They need separate systems for:

- Point-of-sale
- Payments
- Customer loyalty
- Inventory
- Marketing
- Analytics
- E-commerce
- Customer engagement

These systems often operate independently.

AFA's approach

AFA aims to create a connected ecosystem where these functions can work together.

Instead of building another standalone application, AFA is developing a network of products designed to work together.

4. The AFA Ecosystem

4.1 AFA Coffee

Where the ecosystem begins.

AFA Coffee provides the initial real-world environment for testing AFA's commerce model.

The first AFA Coffee outlet is already operating.

The long-term objective is to integrate:

AFA Coffee → AFA POS → AFA Wallet → AFA Coin → AFA Rewards

This provides AFA with something many purely digital projects do not have:
real-world transactions and customer interaction.

4.2 AFA Mart

AFA Mart is planned as an AI-assisted convenience retail concept.

The intended model combines:

- 24/7 convenience
- Halal-certified products
- Cashless commerce
- AFA app integration
- Digital membership
- AI-assisted operations
- AFA POS
- AFA Coin rewards

Customers would interact with the AFA application before entering the store and use the ecosystem throughout their shopping journey.

AFA Mart is intended to become another high-frequency transaction environment for the AFA ecosystem.

5. AFA Coin

The Utility Layer

AFA Coin is designed as a **utility token** for the AFA ecosystem.

Its purpose is to create utility across eligible AFA products, services and participating merchants.

Potential utility includes:

1. Payments

AFA Coin may be used for eligible purchases and services within the AFA ecosystem, subject to applicable laws and the final approved structure.

2. Rewards

Customers may receive AFA rewards for eligible purchases and ecosystem activity.

3. Membership

AFA Coin may be used to access membership levels, benefits and ecosystem privileges.

4. Merchant Incentives

Participating businesses may receive incentives for joining and contributing to the ecosystem.

5. AFA Mall

AFA Coin may be integrated into eligible marketplace transactions, rewards and promotions.

6. AFA AI

Future AFA AI services may provide access or discounts through AFA Coin or ecosystem membership.

7. Community Participation

Future ecosystem governance or participation mechanisms may be introduced as the ecosystem matures, subject to legal and technical considerations.

6. The AFA Commerce Flywheel

AFA is designed around a simple economic cycle.

Step 1 — Commerce

Customers purchase products and services.

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Step 2 — Rewards

Eligible transactions generate AFA ecosystem rewards.

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Step 3 — Wallet

Customers manage their rewards and ecosystem benefits through AFA Wallet.

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Step 4 — Utility

Customers use AFA Coin and ecosystem benefits.

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Step 5 — Engagement

Customers return to AFA businesses and participating merchants.

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Step 6 — Merchant Growth

More merchants join the ecosystem.

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Step 7 — More Transactions

More merchants create more economic activity.

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Step 8 — Ecosystem Expansion

More activity supports expansion of AFA POS, AI, Mall and other services.

The flywheel:

Commerce → Rewards → Wallet → Utility → Engagement → Merchants → Commerce

The objective is to make AFA Coin useful because the ecosystem grows — rather than relying primarily on speculation.

7. Proof of Commerce

One of the principles behind AFA is:

Rewards should be connected to genuine economic activity whenever practical.

For example:

A customer purchases RM20 of coffee.

The transaction is processed through an AFA-enabled POS.

The transaction is verified.

The customer receives an eligible AFA reward.

This approach is different from simply distributing tokens without requiring meaningful ecosystem activity.

As the ecosystem expands, similar mechanisms may be applied to:

- Coffee purchases
- AFA Mart purchases
- Marketplace transactions

- Merchant activity
- Referrals resulting in genuine transactions
- Community contributions
- Ecosystem participation

The exact reward formulas will be published separately as the relevant products become operational.

8. AFA Wallet

Your Digital Gateway

AFA Wallet is planned to become the user's central digital account within the ecosystem.

Potential functions include:

- AFA Coin balance
- Rewards
- Membership
- Transaction history
- Merchant benefits
- AFA Pay
- AFA Mall
- AFA Coffee rewards
- AFA Mart access
- Ecosystem services

The long-term objective is to make the AFA Wallet more than a cryptocurrency wallet.

It is intended to become a **commerce wallet** connecting digital assets with everyday economic activity.

9. AFA POS

Technology Powering Physical Commerce

AFA POS is planned as the technology layer connecting physical merchants to the AFA ecosystem.

Potential functions include:

- Point-of-sale transactions
- Customer identification
- AFA Coin rewards
- Loyalty management
- Inventory
- Analytics
- Promotions
- Merchant dashboards
- AI integration
- AFA Wallet integration

AFA POS is also intended to become a potential **B2B technology product**, allowing external businesses to participate in the AFA ecosystem.

This creates a second potential business model beyond consumer transactions:

AFA does not only want to operate businesses. It wants to provide technology to businesses.

10. AFA AI (AURA AI)

Intelligence Powering the Ecosystem

Artificial intelligence will become an important component of AFA's technology strategy.

Potential applications include:

For customers

- Product recommendations
- Personalized offers
- AI Shopping assistance
- AI customer support
- Personalized rewards

For merchants

- Demand forecasting
- Inventory optimization

- Customer analytics
- Marketing automation
- Sales automation with AI Live selling Avatar
- Fraud and anomaly monitoring
- Business intelligence
- Store optimization

For AFA

- Ecosystem analytics
- Market intelligence
- Merchant performance
- Customer behaviour analysis
- Operational optimization

AFA AI is intended to improve the efficiency and intelligence of the entire ecosystem.

11. AFA Mall

A Community-Driven Digital Marketplace

AFA Mall is planned as the digital marketplace component of the ecosystem.

The objective is to connect:

Consumers + Merchants + Payments + Rewards + AI + Digital Assets

Potential features include:

- Merchant storefronts – completely built by AI in minutes
- E-commerce
- AFA Wallet
- AFA Coin
- AFA Pay
- Loyalty
- AI recommendations
- Merchant analytics
- Digital promotions

The long-term vision is to build a marketplace where AFA's physical and digital ecosystems converge.

12. AFA Gold

Digital Access to Real-World Value

AFA has established a partnership with **Fitrah Gold**.

AFA Gold is intended to represent a separate gold-related component of the broader ecosystem.

We would like to emphasize:

AFA Coin ≠ Gold

AFA Coin is intended as a utility token.

A future gold-related product would have its own structure, rights, reserves, custody arrangements and regulatory requirements.

Therefore:

AFA Coin powers the ecosystem. AFA Gold connects the ecosystem to real-world value.

AFA Coin itself is not backed by gold unless the final legal and economic structure specifically provides for that, we may move towards this structure.

13. Tokenomics

Total Supply

1,000,000,000 AFA

The current maximum supply is planned at **1 billion AFA Coin**.

The total allocation is designed to support the long-term development of the ecosystem.

Allocation	Tokens	%
Strategic & Public Sale	25,000,000	2.5%
Ecosystem Drive	275,000,000	27.5%
Ecosystem Rewards	300,000,000	30%

Allocation	Tokens	%
Team & Founders	150,000,000	15%
Strategic Partners	100,000,000	10%
Franchise Partner Rewards	150,000,000	15%
Total	1,000,000,000	100%

Important

Allocation does **not** mean that all tokens will immediately enter circulation.

Tokens will be released progressively according to their respective vesting, reward and ecosystem schedules.

The objective is to support sustainable ecosystem development rather than create unnecessary short-term token supply.

14. Ecosystem Rewards

The 300 million AFA ecosystem allocation is intended to support long-term adoption.

It may be used across:

- Customer rewards
- Commerce incentives
- Merchant incentives
- AFA Mall rewards
- Pioneer Program
- Community programmes
- Referral programmes
- AFA Lock & Rewards
- Future ecosystem initiatives

The reward pool is intended to be released over time based on actual ecosystem needs.

The principle:

A large rewards allocation does not mean a large immediate circulating supply. In fact, the 30% reward allocation is restricted by smart contract to enter exchanges.

Reward emissions will need to be managed according to user growth, transaction volume, ecosystem activity and treasury sustainability.

15. AFA Pioneer Program

The **AFA Pioneer Program** is designed for early members who want to contribute to the development of the ecosystem.

Pioneers may participate through:

- Education
- Community activities
- Product testing
- Referrals
- Content creation
- Merchant introductions
- Ecosystem activities
- Technology feedback
- Early product participation

Pioneer Score

AFA may use a **Pioneer Score** to measure meaningful participation.

The goal is to reward genuine contribution rather than simply rewarding account creation.

A high-quality contribution should matter more than simply having a large number of accounts or automated activity.

Final Pioneer eligibility, allocation limits and reward mechanisms will be published in the official Pioneer Program terms.

16. AFA Token Sale

AFA's current strategic fundraising objective is approximately:

US\$3 Million Soft Cap

The proposed sale allocation is:

20 million AFA

Stage	Tokens	Indicative Price	Indicative Raise
Pioneer	5M	\$0.1	\$500K
Private Sale	2.5M	\$0.15	\$350K
ICO Stage 1	2.5M	\$0.20	\$500K
ICO Stage 2	2.5M	\$0.25	\$625K
ICO Stage 2	2.5M	\$0.30	\$750K
IEO	5M	\$0.35	\$1.75M
Total	20M	—	\$4,475,000 (Hard Cap)

These figures represent the current planning model and should not be treated as a promise of token value, future market price or investment return.

The final sale structure will depend on the applicable regulatory framework, offering approvals, jurisdictional restrictions, platform requirements and final legal documentation.

17. Use of Funds

The target **US\$3 million** is intended to fund the development and expansion of the AFA ecosystem.

Indicative allocation

Area	%	Amount
AFA POS	20%	\$600,000
AFA Mall	20%	\$600,000
AFA Wallet & AFA Pay	15%	\$450,000
AFA AI	15%	\$450,000
Business Tokenisation / RWA Infrastructure	10%	\$300,000
Legal, Compliance & Security	7.5%	\$225,000
Marketing & Community	7.5%	\$225,000
Contingency	5%	\$150,000
Total	100%	\$3,000,000

Actual allocations may be adjusted according to development priorities, regulatory requirements and market conditions.

The use of funds should be reported transparently to the community and investors.

18. Token Release & Vesting

AFA intends to use vesting mechanisms to reduce unnecessary short-term selling pressure and align key participants with the long-term development of the ecosystem.

Indicative structure

Pioneer

- 3-month cliff
- 25% at TGE
- Remaining 75% released over 9 months

Strategic

- 3-month cliff
- Remaining tokens released progressively over 9–12 months

Team & Founders

- Longer-term vesting
- 12-month cliff
- Multi-year release by minimal percentage

Ecosystem Rewards

- Released progressively according to ecosystem activity

Treasury

- Controlled by defined treasury policies

Final vesting schedules will be published in the official token sale documentation.

19. AFA Staking & Rewards

AFA may introduce a voluntary token lock programme designed to reward users who commit their AFA for a defined period.

Indicative target rates may vary according to:

- Lock duration
- Total tokens locked

- Ecosystem activity
- Available rewards
- Treasury sustainability

Illustrative target structure:

Lock Period Target Reward

Flexible	3%
90 Days	6%
180 Days	8%
365 Days	10%
730 Days	12%

These are **target reward rates, not guaranteed investment returns.**

The actual programme will depend on the final technical, legal and economic design.

AFA's preference is to build rewards around **long-term participation and ecosystem activity**, rather than unsustainably high token emissions.

20. Roadmap

Phase 1 — Foundation



Phase 2 — Ecosystem Infrastructure



Phase 3 — Commerce Expansion



Phase 4 — Connected Commerce Network

2028-2029

- Regional merchant expansion
- AFA Mall growth
- AFA Mart franchise development
- AFA POS as a B2B platform
- AI-powered merchant intelligence
- Expansion of ecosystem partnerships
- Greater integration between physical and digital commerce

Phase 5 — Global Ecosystem

2030+

The long-term objective is to develop AFA into a global connected-commerce ecosystem combining:

Commerce + Payments + AI + Blockchain + Digital Assets + Real-World Businesses

The success of this phase will depend on execution, regulatory developments, market adoption, technology and the ability to build sustainable commercial activity.

21. The AFA Business Model

AFA is designed to develop multiple potential revenue streams.

Consumer Commerce

Revenue from AFA Coffee, AFA Mart and future physical businesses.

Marketplace

Potential transaction and merchant fees through AFA Mall.

Technology

AFA POS may become a B2B software and technology service.

AI

Potential AI-powered services for merchants and consumers.

Payments

Potential payment and transaction-related services where legally permitted.

Membership

Premium ecosystem memberships and enhanced benefits.

Partnerships

Commercial partnerships with businesses and ecosystem providers.

Digital Assets

Future services involving tokenisation and digital assets, subject to applicable laws and regulatory approvals.

This diversification is intended to reduce dependence on token sales as the ecosystem matures.

22. Why AFA Is Different

AFA does not begin with a token and then search for a use case.

The strategy is to build the **commerce ecosystem first and make the token useful within it.**

Traditional approach

Token → Community → Find utility

AFA approach

Business → Customers → Transactions → Technology → Utility → Token → Ecosystem

AFA Coffee provides the initial physical commerce foundation.

AFA Mart expands physical retail.

AFA POS provides technology.

AFA Wallet connects users.

AFA Pay facilitates digital commerce.

AFA AI provides intelligence.

AFA Mall expands the merchant network.

AFA Coin connects the ecosystem.

23. Security & Transparency

AFA intends to build trust through transparency rather than promises.

The project intends to publish, where applicable:

- Token contract information
- Token allocation
- Vesting schedules
- Treasury policies
- Use-of-funds updates
- Smart-contract audits
- Official wallet addresses
- Partnership announcements

- Development milestones
- Product updates
- Regulatory disclosures

Once deployed, official contract addresses should only be obtained from AFA's official documentation and verified blockchain sources.

Users should never send funds to unofficial addresses.

24. Risks

Digital assets involve significant risks.

AFA Coin may be affected by:

Market Risk

Digital-asset prices can be volatile.

Technology Risk

Blockchain systems, smart contracts, wallets and applications can experience technical failures or vulnerabilities.

Regulatory Risk

Digital-asset laws and regulations may change between jurisdictions.

Adoption Risk

The success of AFA depends on customers, merchants and businesses actually using the ecosystem.

Execution Risk

AFA's roadmap contains future plans that require capital, technology, partnerships and effective execution.

Liquidity Risk

There may not always be sufficient market liquidity for users wishing to buy or sell digital assets.

Business Risk

Individual AFA businesses may perform differently from expectations.

Competition

AFA operates in markets with established businesses and rapidly evolving blockchain, AI, payment and e-commerce technologies.

No return, profit, token appreciation or investment outcome is guaranteed.

Participants should evaluate the risks and obtain independent professional advice where appropriate.

25. Regulatory Position

AFA intends to structure its digital-asset activities in accordance with applicable laws and regulations in the jurisdictions in which it operates.

For Malaysia, the Securities Commission regulates digital-asset activities including digital-token offerings, and its current framework includes an IEO regime.

The SC's framework also makes clear that digital tokens are not automatically legal tender or a Bank Negara Malaysia-regulated payment instrument merely because they are digital assets.

Accordingly:

- AFA Coin should not be represented as a guaranteed investment.
- AFA Coin should not be represented as gold-backed unless the applicable structure specifically provides for this.
- Tokenisation of businesses or assets will be separately assessed for applicable securities and other laws.
- Availability of AFA Coin may be restricted in certain jurisdictions.
- KYC/AML and other eligibility requirements may apply.

The final legal structure and offering documentation will take precedence over this summary.

26. AFA's Long-Term Philosophy

AFA is not building for a single token sale.

The goal is to build a business ecosystem that can continue creating value through real economic activity.

The long-term philosophy is simple:

Build businesses.

Build technology.

Build utility.

Build community.

Build trust.

Then scale.

AFA believes the strongest digital ecosystems will not exist only on-chain.

They will connect blockchain technology to **real people, real businesses and real economic activity.**

27. The AFA Vision

Imagine a customer walking into an AFA Mart.

They open the AFA App.

They enter the store.

They shop.

AFA AI helps personalize the experience.

AFA POS processes the transaction.

The customer receives an ecosystem reward.

The reward appears in the AFA Wallet.

The customer uses eligible AFA benefits at another participating merchant.

That merchant uses AFA POS.

The merchant reaches customers through AFA Mall.

AFA AI helps the merchant understand demand.

AFA Coin connects the experience.

That is the AFA vision.

Not simply another cryptocurrency.

But a **connected commerce network.**

28. Closing Statement

This is not just another token.

It is the utility layer connecting real-world commerce, digital payments, AI and the future of connected economies.

AFA's journey begins with real businesses.

It continues through technology.

It grows through adoption.

And ultimately aims to create a connected ecosystem where commerce and digital assets work together.

Aurum Future Alliance

Building the future of connected commerce.

