

ABSTRACT

The ALEN trades business is redefining crypto by offering a compelling and connected "plug and play" approach to digital assets. ALEN Trades' current and/or planned business development roadmap includes ALN Machine Learning Trading Platform A non-custodial, state-of-the-art machine learning software digital asset trading platform; ALN Wallet App Providing smartphone/tablet access to buy, sell, exchange and store cryptocurrencies including the ALN Token; ALN Wallet will also provide a FIAT gateway to purchase ALN Tokens and other major cryptocurrencies such as Bitcoin & Ethereum. ALN Trading Team Proven Investment Fund Strategy; ALN Decentralized Exchange Direct access to purchase ALN Tokens and other cryptocurrencies at the lowest possible fees; ALN NFT A bridged multi-chain NFT marketplace with no marketplace exchange fees; ALN Marketing Traditional and digital strategies enhancing social/viral tactics along with sticky user interface designs and PR.

THE SOLUTION

ALEN trades has conducted extensive research and development and has a clear strategy to deliver the solution to this challenge. First, by creating technology that supports what new and existing cryptocurrency stakeholders need most. Second, by creating a suite of products and services that complement our leading-edge technology. Finally, and most importantly, by working with government agencies and regulators to obtain the necessary approvals that will allow us to operate a licensed and regulated business in the fintech, cryptocurrency and blockchain space. ALEN trades is developing the next generation trading software, which will serve as an automated, machine learning cryptocurrency trading platform. We are also developing our own ALN wallet app, the NFT marketplace, as well as a decentralized exchange and of course the ALN utility token. All of our technologies are designed to work seamlessly together. For example, the ALN Token can be used to pay any applicable fees for any of the ALN technologies. The ALN Wallet can be used to trade on the ALN decentralized exchange. In addition, the ALN NFT Marketplace can be linked to the ALN Wallet to pay any applicable fees. Our technologies are supported by a complementary suite of services including ALN Investment Fund - Licensed & Regulated Digital Asset Management Services These products and services are all ALN branded and will provide existing and new stakeholders with a familiar, secure and trusted way to buy, sell, exchange, store, stake and trade cryptocurrencies and NFTs. As cryptocurrencies expand and their user base grows, there is a need and demand for a trusted user experience. trusted business that is both transparent and delivers:

- Licensed & Regulated Digital Asset Services;
- A Secure Digital Asset Machine Learning Trading Platform;
- World-leading Technological ments;
- Enhanced ALN Virtual Asset Mobile Wallet;
- ALN Decentralized Exchange;
- ALN NFT Universal Marketplace;
- Advances in Neural Machine Learning;
- Intelligent User Interfaces;
- Execution of World-class ALN Token Launch on Exchange Marketing Strategies;

- Apple & Android Apps;
- Further Licensing and IPRs;
- ALN Token staking rewards;

DISCLAIMER

This white paper is a technical document that describes ALN's business, vision, products and services. While every effort has been made to ensure that the information contained in this document is complete and accurate at the time of preparation, no representations or warranties, express or implied, are made as to the accuracy or completeness of such information, including its suitability for any particular purpose, or as to any implied warranties of merchantability or fitness for a particular purpose. In addition, no representation is made as to the accuracy or completeness of such information with respect to future performance. It is important that you do not rely on this document as legal advice or as a recommendation to enter into any transaction, nor should you rely on its completeness, accuracy or correctness. This white paper is not an offer or solicitation for the sale of any securities or interests in ALN and/or any of its subsidiaries, and no tokens, NFT and/or virtual assets should be purchased as consideration for the receipt of tokens in connection with the public offering contemplated by this document. This white paper may contain forward-looking statements based on our current beliefs and assumptions, which are inherently subject to significant business, economic and competitive uncertainties and contingencies. This information is subject to change without notice and may become unreliable with respect to any of the timeframes referenced herein due to factors such as changing market, industry and regulatory conditions. The information provided is believed to be accurate as of the date hereof. ALN undertakes no obligation to update, amend or clarify the information in this white paper to reflect events or circumstances that have occurred. ALN is not responsible for updating the information contained on its website or other materials related to such ICO campaigns. This white paper is not intended to be, and should not be construed as, a solicitation of an investment. It does not constitute or relate to, and should not be construed as, an offer of securities in any jurisdiction.

CONTACT

Email

info@ALENtrades.com

Website

www.ALENtrades.com

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There are inherent risks in trading digital assets that can go down as well as up. Trade with caution and do your due diligence.

THE ALN BUSINESS

ALN aims to be a global leader in the crypto and blockchain space. As the ALN mutual fund gained traction and market share in its first three years, with steadily increasing trading volume and investment performance, the team decided to dedicate countless hours and capital investment to research and development in the fastest growing application in financial markets: the implementation of machine learning. We built ALN on years of successful cryptocurrency trading, market research, software analysis and R&D. Current ALN products in development, led by the ALN Token, are the ALN TRADER trading platform, the ALN NFT marketplace, ALN decentralized exchange and the ALN WALLET. Our products and services are designed to provide a seamless user interface (UI) experience. ALN TRADER also allows for manual trading and in addition the UI will provide comprehensive back-testing capabilities to measure the effectiveness of different trading strategies. The ALN business is integrating its suite of products to offer a one stop shop for consumer needs within virtual assets.

COMPANY HISTORY

ALN was brought to market by Ben Bedford, Alexander Gray and Daniel Stone, all highly successful business people in their own right, with extensive experience in business management, digital trading, B2B and B2C e-commerce, scalability, technology and software solutions & global marketing for unrivaled execution, reach, branding and engagement. ALN is a licensed and regulated company designed as a scalable, marketable and internationally recognizable brand to reflect the company's ethos, product suite and diverse offerings. ALN is a next-generation digital asset company, building leading machine learning technology and advanced software to enable mass consumer engagement under a single umbrella with a trusted brand. ALN will offer the most comprehensive and sticky set of services and products in the digital asset space. With multiple revenue streams derived from a broader, loyal user base, ALN is a legacy business built for long-tail trading and an eventual IPO via direct or traditional listing.

ROADMAP

Dec 2017
ALEN Inception
Jul 2018
ALEN Company Formation
Mar 2018
ALEN Proof of Concept Trading
Feb 2019
ALEN Investment Funds Public Launch
Nov 2019

ALEN Company Inception

Feb 2020

ALEN Company Formation and Financial Service UAB Granted

May 2020

\$1m+ Managed Digital Asset Funds

Dec 2020

\$2m+ Managed Digital Asset Funds

Mar 2021

Newly Advanced 'ALN GLOBAL' Company Formation Pre-Launch Token Raise.

Series A - Successfully completed Trademark of UK brand, Token stack and Token Logo

Contracted AI Technology Specialists - Trading Platform, Dashboard, Apps & Digital wallet

Trademark of ALN complete

Feb 2022

Series B Pre-Launch Platform Raise completed

April 2022

ALN LU Company Formation and Digital Financial Service License Granted

May 2022

ALN Token Launch on Exchange

Q2/3 2022

ALN Token Launch on other exchanges

Q2/3 2022

ALN Mobile Wallet App Launch

Q2/3 2022

Non-Public Beta Launch ALN Web

Q2/3 2022

Non-Public Beta Launch Mobile Apps

Q2/3 2022

Public Launch of ALN decentralized exchange

Q2/3 2022

ALN Token Launch on other Exchanges

Q 3 2022

Commence Full Marketing Campaigns

Q3/4 2022

Full Public Launch ALN Trader

Q3/4 2022

Software Development of ALN NFT Marketplace

Q1/2 2023

ALN Token Launch on further Centralized major Exchanges

BRAND STATEMENT

A brand should be the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and its target consumers at large.

DEVELOPMENT TIMELINE

SERIES A

Funding Completed
Website Developed
Website Security Certificate Enabled
Data Protection Principles Enabled
Data protection and GDPR enabled
Brand Name Trademark Application
Brand Logo Trademark Application
Trading Platform Contracted and in Development
Apps in Development
Contracting Hosting Partner
R&D Marketing
Social Network SoftLaunch Integration

SERIES B

Machine Learning Automated Trading Platform Development
Apple & Android Apps to be Launched
Website Rebuild & Search Engine Optimisation
Traffic Analytics
Competitions Launched
Client Dashboard Rebuilt With New Functionality
Trademark Of The Brand Name Territories Progressed
Trademark Of The ALN Token Design Territories Progressed
Trademark For ALN Complete
Corporate Contractual Due Diligence
Service Level Agreements With Providers
ALN Token Listing On exchange
Liquidity Pools Launched On other decentralized exchanges
Liquidity Pools Launched On ALN decentralized exchange
Corporate Insurances
Six Social Networks Launched & Active
Brand Video Campaign Launched UK, EU, Japan & China
Marketing Campaign Strategy And Soft-Launch Implementation
New Blue-Chip Partnerships Established

ONGOING

A Neural Network, Machine Learning Trading Platform
Non Custodial Decentralised Exchange ALN decentralized exchange
ALN Wallet Mobile Crypto App
NFT Universal Marketplace
Apple & Android Website Apps

Search Engine Optimisation
Traffic & Media Analytics
Corporate Contractual Due Diligence
Service Level Agreements With Providers
Numerous Website Advancements
Corporate Insurances
Social Network Integration
Marketing Campaign Strategy and Part-Implementation
Desktop & Mobile Access to ALN Technology

THE ALN TEAM

ADVISOR

Ben Bedford

MARKETING MANAGER

Alexander Gray

INVESTOR

Daniel Stone

✓ BE PART OF THE FUTURE ECOSYSTEM

ALN TECHNOLOGY OVERVIEW

The ALN team is developing a range of products and services to ultimately integrate ALN into the crypto business. R&D has been and will continue to be a continuous process throughout all stages of scaling the business. Complex machine learning technology is balanced with simple plug-and-play user interfaces.

ALN PRODUCTS AND SERVICES OVERVIEW

ALN TECHNOLOGY R&D

has been and will continue to be a continuous process throughout all stages of scaling the business.

ALN TRADER (MACHINE LEARNING TRADING PLATFORM)

The ALN Trading Platform, available on desktop, is a leading trading platform utilizing machine learning integrated edge, technically advanced software competencies to provide ALN users with world-class, secure, engaging and efficient trading experiences.

ALN TOKEN

Available on centralized and decentralized exchanges, the ALN Token is a utility token forged through supersmart tokenomics and generated for a long business model.

ALN TRADER MOBILE (MACHINE LEARNING MOBILE TRADING APPS)

Mobile version of the desktop based machine learning trading platform.

ALN DECENTRALIZED EXCHANGE

ALN Exchange is a non-custodial, decentralized exchange. This service will allow all users to buy, sell or exchange ALN tokens or any other major cryptocurrency at the lowest possible market fees; this decentralized exchange also includes a staking pool and yield farm.

ALN MOBILE CRYPTO WALLET

The ALN Wallet is a cross-chain mobile crypto wallet for buying, exchanging and storing cryptocurrencies available on IOS and Android. We will also have a FIAT to cryptocurrency gateway that will allow our users to purchase major cryptocurrencies as well as ALN Tokens with a credit or debit card via the ALN Wallet.

ALN NFT MARKETPLACE

The ALN Marketplace is a cross-chain NFT marketplace for buying, selling and exchanging NFTs across multiple blockchains, which will improve NFT trading across the virtual asset sector. Development is expected to be completed in Q4 2022 with a full launch in Q1 2023.

ALN STAKING POOL

The ALN Staking Pool/DApp allows ALN token holders to 'stake' their ALN tokens. ALN token rewards are accumulated daily and can be withdrawn at any time along with the original stake with a 7 day notice period.

ALN INVESTMENT FUND

ALN has two main investment funds that follow different but complementary strategies. The ALN companies have traded over \$100 million in volume.

ALN RISK MANAGEMENT

ALN applies a comprehensive risk management process to the management of its digital assets, including a risk intelligence engine that correlates with its proprietary node. The firm also conducts a detailed risk review of new alternative digital assets before adding them to the portfolio. ALN adheres to internal governance and security guidelines to reduce the overall risk to the ALN investment fund.

ALN FUND MANAGEMENT ASSURANCE

As a licensed and regulated entity, ALN adheres to strict internal processes for managing client digital assets. ALN is independently audited by the licensing and regulatory authorities and the ALN Investment Fund is peer reviewed weekly.

ALN BUSINESS FLOW CHART

ALN PRODUCTS

ALENTRADES.COM

ALN CAMPAIGNS

ALN TOKENOMICS

It is important to understand that when creating a digital asset such as the ALN token or any other utility token, there must be a market demand for such a token. Therefore, a fundamental aspect of a digital asset's success is its ability to present a good use case. The digital asset sector is littered with utility token ventures that fail at the first hurdle and either have no use case or their use case is fundamentally flawed. ALN has researched many projects before and during the development of ALN to understand the success and failure factors of many projects. This has helped us to identify factors associated with failure in order to mitigate or avoid them. The use of ALN Tokens is at the heart of our token economic model. A total of 1,000,000,000 ALN tokens have been created. The distribution of these tokens is shown in the table below:

Founders/Team %21
ALB Treasury %15
Investor AirDrop %1
Liquidity Funds & Exchange Listings %4
Advisors & Partners %5
Private Sale %5
Public Sale %31
Marketing %7
Tech Development %11

We are creating a suite of products and services that will drive the natural use and demand for the ALN token. These are explained in more detail here, but an important aspect of demand for the ALN token is that it is not dependent on any one source of demand.

1. ALN TRADER, once built and released to the public under license, will drive demand for the ALN Token. For example, the cost of using the software will be accepted in any major cryptocurrency, FIAT or ALN Tokens. Users who choose to pay with ALN Tokens will be entitled to a 50% discount on the license fee. This in turn will drive users to the marketplace to purchase ALN Tokens. As the ALN TRADER user base grows, so will the revenue generated from the license fees, likely in ALN Tokens, further driving demand. The growth of our ALN TRADER user base is closely aligned with our marketing strategy, which is designed to increase the ALN TRADER user base and limit attrition. Our ALN TRADER licensing fees will be unique in that users will only pay a fee to use the software if they make a profitable trade using ALN TRADER. A typical example would be User A trades using ALN TRADER and makes a successful trade resulting in a profit of \$1,000. ALN takes 1% of the profit, \$10, which is automatically deducted from User A's pre-funded ALN TRADER account. This strategy encourages increased usage of ALN TRADER because the user wins, and provides room to increase the 1% profit that ALN takes in royalties with very little impact on churn. It is unlikely that many users will stop using the software if they are making an overall profit. We will also offer a traditional subscription basis for

ALN TRADER, which can be a monthly, quarterly or annual subscription, giving users the choice of how they want to pay the license fee.

2. ALN STAKING POOL rewards those who stake ALN Tokens with a very competitive APY in ALN Tokens. This Staking Pool is the centerpiece of the fund that we have successfully traded our multi-million dollars ROI over the last several months of ALN investing. During this time, we have returned competitive performance and a steady increase in APY to our investors. With a history of stellar trading by those who have participated in our staking pool, ALN has set the bar high for what a decentralized finance business (i.e. licensed and regulated) should look like. The ALN Investment Fund sets aside of ROI each quarter for the ALN Treasury Management to purchase ALN tokens on public exchanges at favorable market conditions. This is explained further below. Increased participation in the Staking Pool will drive investment into the ALN Investment Fund, which is currently managed manually. Once the ALN TRADER is available, it will complement the management of the ALN Investment Fund, which in turn is expected to increase the average ROI. The current management of the Investment Fund is based on 8-hour days. This is likely to increase the profitability of the Staking Pool, the difference between the ALN Investment Fund and the Staking Pool rewards.

3. ALN TREASURY MANAGEMENT (ETM) sets the overall strategy for ALN's decentralized finance activities. The primary function of the ETM is to ensure the execution of the strategy and to manage the medium to long term assets of ALN's decentralized finance arm. The ETM works with the ALN Investment Fund to ensure a common approach to holding digital assets and a FIAT reserve. This combined approach allows ETM to take advantage of holding risks it is comfortable with, while reducing expenses on exchange rates between cryptocurrencies, crypto to FIAT, FIAT to crypto and between FIAT currencies. The larger the funds under ETM control, the greater the buying power, the lower the expenses and the greater the risk control. For example, if the ALN investment fund were to make an OTC purchase of BTC, but the BTC assets held by the ETM were in excess of that purchase, the entire ALN business would save on FIAT to crypto fees and transfer costs. The ETM could then buy back the same amount of sold BTC from the market at a lower price at a later date, thereby maintaining its overall BTC holdings and benefiting from a cheaper buyback at very low risk. By actively monitoring the markets, ETM will use the aforementioned ROI of the investment fund to buy back ALN tokens from public exchanges. ALN Tokens purchased through this process will be placed in a unique wallet for audit purposes and all ALN Tokens stored in this wallet will be burned every quarter. This will permanently reduce the total amount of ALN Tokens available and therefore increase the value of ALN Tokens in circulation.

4. ALN LICENSED FIAT TO CRYPTO & CRYPTO TO FIAT SERVICE allows easy access to purchase ALN tokens in a safe and secure manner using the ALN Mobile Wallet App (iOS & Android) or the ALN exchange. This has the potential to attract users who are new to crypto with the assurance that they are dealing with a regulated business.

5. ALN DECENTRALIZED EXCHANGE ALN will initially operate on the premise of no fees for the decentralized exchange and only a fee for the liquidity provider. This in turn will create

demand from consumers using our ALN exchange (users and liquidity pool providers). Once certain pre-determined users of ALN have been attracted then the ALN exchange fees will change from no fees to low fees being the lowest available in the open market place. These ALN exchange fees can only be paid in any major cryptocurrency or ALN Tokens. Those who pay with ALN Tokens will receive a 50% discount on fees, which will further increase demand. We will set a burn rate of 100% of all ALN Tokens received from ALN exchange fees. This effectively means that the supply of ALN Tokens in circulation will constantly decrease, thereby increasing the value of the other ALN Tokens in circulation. Our ALN Token burn feature will run on a quarterly basis and a public announcement of each ALN Token burn will be made on our main social media channels. Managing the amount of ALN Tokens in circulation is paramount to the ALN Token burn strategy. Our approach is to release only the ALN Tokens needed to build and develop the ALN technology and services, rather than flooding the market with available ALN Tokens. The main advantage of this is that there will be a minimum amount of ALN Tokens in circulation, which will maintain a good price tension between the supply and demand of the ALN Token. Our ALN Token release strategy has been optimized to ensure that the ALN Token price remains close to the ALN predicted market prices. We accomplish this by using trading methodologies from our successful ALN Investment Strategy. Of course, this strategy diminishes as the supply in circulation increases, at which point the ALN Token price becomes more market driven. Our token economics strategy also considers the longer term future of the ALN token and how the increasing growth of the user base for our technologies will influence that demand and the flow of tokens back to ALN for those services. With this in mind, as previously stated, we have established a 100% burn rate for all ALN tokens received from users in the form of fees associated with our products. Our ALN Tokenomics model is based on a 5 year projection that is aligned with the ALN business plan. The plan is to release all ALN tokens for public sale during this period, as shown in the table below:

*No Founders / Team Tokens

Release Year 1 10%

Release Year 2 20%

Release Year 3 40%

Release Year 4 20%

Release Year 5 10%

Total ALN Tokens Released

1,000,000,000

ALN tokens will be released to the public on a controlled basis, following a flat-line distribution principle throughout the year. Any ALN Tokens offered for public release and not sold in that year will be burned in the first quarter of the following year. This will permanently reduce the amount of ALN Tokens available and in turn increase the price of those ALN Tokens that are in circulation, thus increasing the value for ALN Token holders. In the event that the demand for ALN Tokens exceeds the release of ALN Tokens, no further ALN Tokens will be released, which in turn limits the amount of ALN Tokens in circulation and maintains the tension between supply and demand, thereby helping to maintain the market price. This approach ensures that the overall ALN business plan is aligned with our planned ALN token release. The ALN Business

Entity has legally bound its founder/team allocations of ALN Tokens so that their respective allocations of ALN Tokens will not be available until 12 months after the public launch of the ALN Token. The founders' / teams' ALN tokens will be released in a lump sum over a period of 4 years. This has several advantages to our economic model, such as ensuring long-term commitment from the project team and that the value of their ALN token allocation is effectively dependent on the success of ALN, plus there's a reduced adverse effect on the market price of the ALN token. In summary, our ALN Tokenomics model addresses many of the challenges faced in creating a utility token. We have done this by looking at our business holistically over a 5 year period and building into our roadmap the products and services that will be the core of our success.

ALN INTELLECTUAL PROPERTY

The company owns ALNtrades.com and has enhanced the domain by purchasing multiple extensions. ALN has a constantly updated online social presence. The company has secured usernames on all major sites and pages/stories will go live in conjunction with the marketing of the ALN Token and the ALN trading platform. Social media sites used are:

<https://instagram.com/ALNfoundation/>

https://twitter.com/ALENtrades_ALN

<https://t.me/ALENtrades>

ALN owns and protects all of its intellectual property, both creative and technological.

ALN LICENSE

ALN is authorized, licensed and regulated as a virtual currency exchange operator and a virtual currency depository operator. The company is licensed and regulated to exchange crypto assets for fiat, fiat for crypto and/or any currency, as well as to manage customers' private keys. All cryptocurrency services offered directly by ALN, including but not limited to direct sales of ALN tokens, ALN EZY BUY, ALN decentralized exchange, ALN NFT Marketplace and ALN Mobile Wallet, are provided exclusively by ALN LU UAB. All cryptocurrency activities strictly adhere to know your customer (KYC) regulations.

RISKS

Every investment has an element of risk. Companies fail for a variety of reasons, including lack of market, inability to monetize, poor strategy, and lack of vision/direction, but the most common reasons small companies fail are lack of capital or funding, inadequate management team, faulty infrastructure or business model, and unsuccessful marketing initiatives. Acquiring ALN tokens and/or using any ALN product involves a number of risks, particularly funding, development and management. Each user should carefully consider the risks, costs and benefits of acquiring ALN Tokens and seek independent advice if necessary. Any interested person who is unable to accept or understand the risks associated with ALN's activities or any

other risks, whether disclosed or not, should not acquire and/or trade ALN Tokens. Some elements of risk are more difficult to protect against, such as a global catastrophe or a sector affected by global news. In defense, digital assets have grown exponentially during the recent global pandemic. This digital financial space offers unprecedented growth and ROI opportunities as the market cap has increased.

RISK MITIGATION

Hacking / Ransomware

Technical provisions and firewalls built into all ALN enabled products

Global Crypto Crash

All financial sectors and institutions have peaks, troughs, and periods of stability. ALN hold a range of coins, tokens, and reserve funds to ride out any severe instances

Fraud

AntiMoneyLaundering, 2 factor authentication, firewalls, due diligence and ot measures are in place to avert this

Errors

Software based solutions employed to avert this

Lack of Investment

ALN has multiple revenue producing products to, in effect, self-fund development. Investment is required in the short-mid term but ALN has so far raised above expectation

Inadequate Management

The ALN founders are highly proficient in their field. Expert partners have been sourced

Faulty Infrastructure

The ALN founders have created ALN based on the evolution of their current businesses and experience

ALEN

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