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Singapore  
CrossAngle Pte. Ltd.

EN ▼

## Due Diligence Report



# ROONEX

**Hong Kong**  
(Country or jurisdiction of incorporation)

**71426992 - 000 - 12 - 19 - 8**  
(Entity Registration Number)

**24, 68-GIL, Kukhoi-daero, Mapo-Gu, Seoul**  
(Address, including zip code, including area code, of principal executive offices)

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### WHERE YOU CAN FIND MORE INFORMATION

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

Channels	Address
Company Website	<a href="http://roonex.io">http://roonex.io</a>
Main communication channel	kakaotalk
Twitter	
Company Blog	
Facebook	
Linkedin	
Github	
Reddit	
Telegram	
WeChat	
KaKaoTalk	<a href="https://open.kakao.com/o/gsupgVMb">https://open.kakao.com/o/gsupgVMb</a>
Custom Link	

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

**Company Representative (Report Data Submitter)**

<b>Name</b>	<b>Position</b>	<b>Office Phone Number</b>	<b>Telegram ID</b>
Kay Park	ceo	+82-10-5220-6582	

## PART I. Corporate Profile

### ITEM 1. Basic Corporate Profile

<b>Official Company Name</b>	ROONEX
<b>Establishment Date</b>	03 Dec 2019
<b>Jurisdiction of Incorporation</b>	Hong Kong
<b>Principal Office Location</b>	24, 68-GIL, Kukhoi-daero, Mapo-Gu, Seoul
<b>Address of Official Company Registration</b>	4/F., WAI LAM HOUSE, 12, LAN, KWAI FONG, CENTRAL, HONG KONG
<b>Company Name for Website Display</b>	<a href="http://roonex.io/html">http://roonex.io/html</a>
<b>Description of Company</b>	ROONEX is a company that is working on a project to share information using a blockchain, secure transaction transparency, and overcome the limits of payment methods based on the IT operation platform for small and medium-sized lodging establishments.
<b>Company Website</b>	<a href="http://roonex.io">http://roonex.io</a>
<b>Whitepaper Link</b>	<a href="http://roonex.io/html/RNX_whitepaper_en.pdf">http://roonex.io/html/RNX_whitepaper_en.pdf</a>
<b>Mission and Vision</b>	The ROONEX platform was launched to solve the shortage of resources, such as professional personnel, marketing budget, and operational know-how in business hotels and small and medium-sized lodging facilities. The ROONEX platform aims to build an integrated platform that is useful for both operators and users by expanding the IT operation platform targeted to small and medium-sized lodging establishments and based on this, efficiently managing transactions occurring in the travel and lodging industries. The RNX token is a utility token used in ROONEX, an IT operation platform targeted for small and medium-sized lodging establishments.

### ITEM 2. Team

#### 2.1 Executives & Founders

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2020-04-22

##### Park Kay

Position Title	ceo
Short Bio	ROONETS CEO LG-CNS SE.A Yonsei Univ MBA Design Web-Cloud TS Platform
Experience	
Education	
Company e-mail	<a href="mailto:ceo@roonex.io">ceo@roonex.io</a>
Social	

#### 2.2 Engineering Team Leaders

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2020-04-22

**Ray Choi**

Position Title	Manager
Short Bio	(Before) mania Consulting Group, JoongAng Ilbo Education Team, Ethen System Computing Team
Experience	
Education	Gannung University / Physics
Social	

**VU HUY KHANH**

Position Title	Manager
Short Bio	software development, VIET NAM
Experience	
Education	Hongbang University , Viet Nam / SOFTWARE TECHNOLOGY
Social	

**2.3 Advisory**

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-04-22

**김명옥**

Company	사인메이크
Role of Advisor	블록체인 기술지원및 사업운영 어드바이저

**정재우**

Company	메이키스트엑스
Role of Advisor	경영 및 프로젝트 컨설팅 어드바이저

**김익삼**

Company	케이프랜즈
Role of Advisor	경영및 여행 숙박 전문 컨설팅 어드바이저

**박진홍**

Company	엑스탁
Role of Advisor	블록체인 기술지원 및 API공동개발 어드바이저

**2.4 Organization Structure**

The following sets forth certain information regarding the structure of the company as of 2020-04-22

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
R&D lab	5	2	Ray Choi
Operation Marketing	5	2	Dwayne Park
<b>Total</b>	<b>10</b>	<b>4</b>	

## PART II. Business Information

### ITEM 1. Industry Classification

	Not Applicable
<b>Sector</b>	Technology
<b>Industry</b>	Software and Services
<b>Sub-industry</b>	IT and Blockchain Services
<b>Categories</b>	1. Enterprise

### ITEM 2. Industry Description

#### 2.1 Industry Overview

The online travel and hospitality industry, also known as E-Tourism, is growing at a fast pace across the globe. Beyond the realm of mobile proliferation, the needs for various services and solutions per the inflow of the 4th Industrial Revolution have increased immensely. There has been a steady development in enhancing the decrease in profitability of travel-related businesses, particularly the high vacancy rate, low average unit price, and the commission rate. The users are concerned about identifying reliable products and securing safe purchase contact. Thus, it is time to focus on ensuring the emergence of ecosystem composition in a new platform format that incorporates the new technology and trend to further fortify the value of customer experience, as well as to address concerns of various positions and improve efficiency.

#### 2.2 Recent Trends

##### (1) Digital payments and digital check-in

Sharing, reservation, and purchase service of accommodation information using IT technology is conducted by mobile, and payments using various payments are in progress.

In addition to general credit card payments, payments such as CPS (Wechat, Alipay) and points are being activated, and various attempts have been made to overcome the limitations of payment methods. In addition, non-face-to-face services such as mobile door locks and check-in kiosks are expanding into trends.

#### 2.3 Target Market Size

The global E-Tourism industry maintains an annual growth rate of 11.4% with continuous growth at a fast pace. Based on the achievement of \$550 billion in 2016, \$950 billion was expected by 2021. By the end of 2018, exceeding \$1.16 trillion, the annual size is now targeting more than \$1.5 trillion by 2023. The mobile travel industry is estimated at \$394.3 billion which is about 33.8% of online market. Reflecting the current trend of the mobile market, the proportion is expected to increase in 2023.

#### 2.4 Target Customers

The goal is to activate ROONEX Coin, which is used as a payment method within the platform, as well as the use of the platform for general users and lodging industry users who use the travel accommodation operation platform. It is operated by increasing the number of coin holders by activating the coin payment on the platform by paying the rewards to the ROONEX coin when purchasing the product.

## 2.5 Competitors

### 2.5.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2020-04-22:

#### ***Mountain and River Tech.***

Description	MRT began it services for same industry from the end of 1990. MRT has many clients and experiences.
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### 2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2020-04-22:

#### **None**

Token Symbol

Network Type

Description

## ITEM 3. Project's Business Model

### 3.1 Business Description

#### 3.1.1 Revenue Model

ROONEX tokens are used as a means of payments for the mutual transaction as well as a value discharged for rewards and commission fees generated within the transaction. The RNX tokens in the service platform provide the following functions:

#### 3.1.2 Platform or Application Overview

##### **General platform description**

ROONEX aims to build an integrated platform that can span both internally and externally while expanding IT operational platform targeted small to medium-sized businesses, and effectively managing the transaction flow. In the process, it is feasible to increase the safety and reliability of operations and transactions by expanding the SaaS-based operational platform, securing blockchain-based transactions, ensuring reliability through smart-contract and making improvements on the limitation on the payment methods

##### **Functions of the solution**

- A necessity on the expansion of software in industry
- Sharing of the travel information using a de-centralized ledger
- Reliable information disclosure based on the block-chain
- Secure the safety of purchase contract using smart-contract
- Revitalize industry through global payment methods

##### **User pain points**

Business hotels and small and medium-sized hospitality businesses are facing hardships in effective operation due to lack of professional human resources, marketing budget, operation skills, IT resources.

Also, there exist problems occurring from diverse perspectives besides the explosion of the global online reservation market. The conflict on the ownership of and sharing of sales of hotel packages, the securement of reliability on up-to-date data, excessive commission rate on the sales, assurance on the safeness of the purchase and definite delivery, limitation on the means of payments are the following problems.

### 3.1.3 Product/Service Line Description

#### - SaaS based Operation Platform

Based on the SaaS-based cloud platform, we provide rental services for travel and lodging operation systems through access to the system. It provides functions for the purchase, use, and settlement of products for hotel operators using the platform and general customers using the hotel. With the goal of overcoming limitations, we will expand service and activate coins. The platform aims to unify payment methods around the world through the establishment of a global platform through diffusion in each country.

### 3.1.4 Competitive Advantage

It is possible to use optional functions for the accommodations in the ambitious form through the accommodation operation platform package. In the case of a group that operates two or more hotels, it is a breakthrough that enables operational efficiency and cost reduction through the multi-hotel management function. Function. Based on the standardized platform system in Korea, Japan, Vietnam, and Saudi Arabia platforms are in the process of being exported.

### 3.1.5 Intellectual Property

No Input

## 3.2 Partnerships

#### ▶ ROONETS

<b>Counterparty Website</b>	http://www.roonets.co.kr/
<b>Counterparty Description</b>	Develop and operate for hotel and tour platform Hotel operation system, CMS, KIOSK, Direct-Booking, Booking-Engine
<b>Applicable Dates</b>	
<b>Does this partnership has an expiration date?</b>	No
<b>Revenue Generation</b>	No
<b>Expected Revenue (USD)</b>	N/A
<b>Partnership Description</b>	
<b>Expected Benefits to Project Team</b>	
<b>Expected Benefits to Counterparty</b>	

#### ▶ XTOCK

<b>Counterparty Website</b>	www.xtock.io
<b>Counterparty Description</b>	Block-chain platform, Operate STO trade
<b>Applicable Dates</b>	
<b>Does this partnership has an expiration date?</b>	No
<b>Revenue Generation</b>	No
<b>Expected Revenue (USD)</b>	N/A
<b>Partnership Description</b>	
<b>Expected Benefits to Project Team</b>	
<b>Expected Benefits to Counterparty</b>	

## 3.3 Project Progress

### History

Since mid-2019, we have been planning and running a service development and coin project that applies blockchain based on the lodging operation platform.

### Project Status

Pilot Stage

### Development of the platform and business operations have been or will be funded through the following sources

Initial token sale(Public and Private)  
Equity funding

### Plan or Strategy to expand platform or token

The roonex project was opened at the end of 2019, and we are building an environment for reward payments and payment methods using roonex coins. Since it is based on the proliferation of the platform, we proceed with the proliferation of the project platform and coin activation. We plan to increase the usability of the platform and conduct a coin project that is used in real life by providing reward coin payment and coin payment services to platform users in partner countries outside Korea.

## 3.4 Milestones

Title	Target Date	Status	Description
플랫폼내 리워드 코인 지급	2020-06-30		플랫폼내 상품구매자에게 코인 지급
코인지갑 생성	2020-03-02	Completed	퍼블릭 지갑 시스템 운영 시작
플랫폼 구축	2019-12-31	Completed	숙박운영 플랫폼의 구축및 서비스 확장중 (한국내 호텔 100여개, 기타 일본, 베트남, 사우디 추진중)
코인 생성및 상장	2019-12-24	Completed	ROONEX 코인 생성및 퍼블릭 상장

## 3.5 Key progress

### (1) Reward Coin

<b>Date</b>	2020-06-30
<b>Type</b>	Technology: Implementation and integration
<b>Name of main counter-party</b>	
<b>Involved companies or organizations</b>	
<b>Category</b>	application_development
<b>Main Participant</b>	1. 엑스탁 Company Website: XTOCK.IO Sector: Technology Details: 블록체인 전문회사, STO플랫폼 운영
<b>List of others involved</b>	
<b>Description of blockchain application</b>	When purchasing a product, reward points are paid in coins. The paid coins are recorded on the blockchain, and in the absence of a personal wallet, a process that is automatically transferred to the affiliate X-Tax wallet is applied.

## 3.6 Legal Concerns

No data available

## PART III. Financial Information

### ITEM 1. Equity Shareholders

The following sets forth company cap table of equity shareholders of the organization with more than 5% stake as of 2020-04-22  
Number of Shares Outstanding: 1,200,000

Shareholder Name	Title or Relations with Company	Percentage of Total Outstanding Shares	Number of Shares
KEEHYUN PARK	CEO	100.00%	1,200,000

### ITEM 2. Equity Funding History

#### 2.1 Equity Funding Rounds

Transaction Name	Announced Date	Number of Investors	Money Raised (In USD)	Lead Investors
No data available				

#### 2.2 Extraordinary Relations with Company

The following sets forth companies and organizations with extra-ordinary relations with company as of 2020-04-22

Company Name	Country of Incorporation	Start Date	End Date	Relationship Details
No data available				

### ITEM 3. Financial Disclosures

The following are simplified and condensed financial statements submitted by the company for disclosure last updated on 2020-04-22:

#### 3.1 Simplified Income Statement

Year  Quarter

(USD)

Revenue

Cost of Goods Sold (COGS)

Gross Profit

Operating Expenses (SG&A)

Other Revenue & Expenses

Operating Income

#### 3.2 Simplified Balance Sheet

Year  Quarter

(USD)

Fiat

Cash & Equivalent  
 Total Fiat & Cash  
 Digital Asset

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Book Value of All Assets

### 3.3 Key ratios

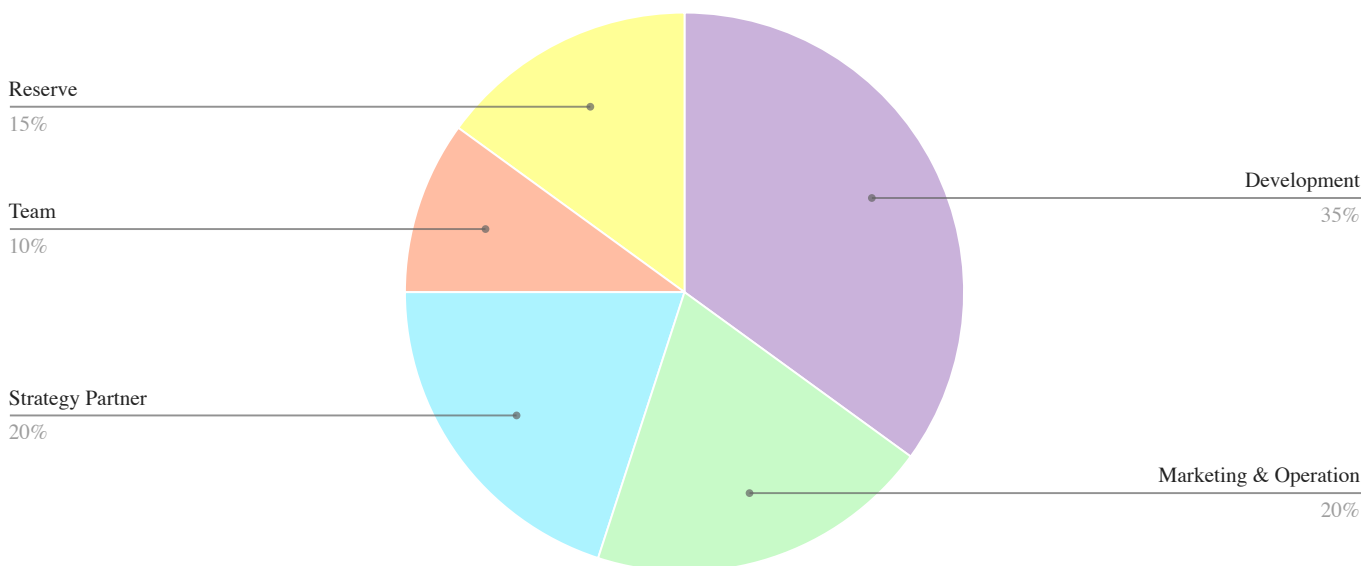
(USD)	2019
Key ratios	
Debt Ratio	0.00
Digital Asset Ratio	0.00
Runway	5750000.00
Reflected Accounts	
Total Assets	
Total Liabilities	
Total Equity	
Digital Assets	11,500,000
Cash and Cash Equivalents	
Cost of Goods Sold (COGS)	1
Operating Expenses (SG&A)	1

## PART IV. Token Information

### ITEM 1. Token Profile

<b>Token Name</b>	ROONEX
<b>Symbol</b>	RNX
<b>Token Economy</b>	
<b>Token Usage</b>	No particulars
<b>Short Token Description</b>	ROONEX aims to build an integrated platform that can span both internally and externally while expanding IT operational platform targeted small to medium-sized businesses, and effectively managing the transaction flow.
<b>Token Contract Address</b>	0x72a6344185B383035d6665C3f44a9DfCC73873c8
<b>Base Platform</b>	Ethereum
<b>Mainnet Explorer Url</b>	
<b>Network</b>	Type: Mainnet (Token) Network Type: ETH Network Sub-type: erc20
<b>Project Type</b>	Utility Token
<b>Tokens were initially available and currently obtainable in the following method(s)</b>	1. Exchange offering
<b>Additional Token issuance or minting conditions, including implemented natural inflation.</b>	none
<b>Trading practices after the Token Sale by Company</b>	1. Company has not purchased or sold Tokens after the Token Sale
<b>Method of allocating tokens during Token Sale</b>	None

Token allocation percentage based on Total Supply immediately after Token Generation Event



### Token Holder Rights

- a) Receive payments or other consideration under the following circumstances  
When you purchase a product on the platform, you receive a free reward.

- b) Tokens give holders ownership or contractual interest or rights in the following circumstances  
No Input
- c) Token holders may vote on the following matters  
No Input
- d) Other information that may be relevant to the Tokens or their sale  
No Input

## ITEM 2. Token Sales

### 2.1 Token Sales details

Initial Offering Status	No
Initial Offering Price (USD)	0.01
Initial Offering Price (ETH)	0
Initial Offering Price (BTC)	0
Funding achieved in relation to the target hard cap (%)	100

#### Percentage of individual investors at initial offering

1000000

#### Terms and conditions for top backers

none

### 2.2 Initial Offering Rounds

No data available

\*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by  $((High+Low)/2)$  of market price

## ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-04-22. Corresponding transactions hashes have not been provided within this report.

Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
상장발행	2019-12-24	11,500,000	115,000,000	11,500,000	11,500,000

## ITEM 4. Listed Exchanges

Exchange	Pair	Price	Volume	Percentage
No data available				

### ITEM 5. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2020-04-22.

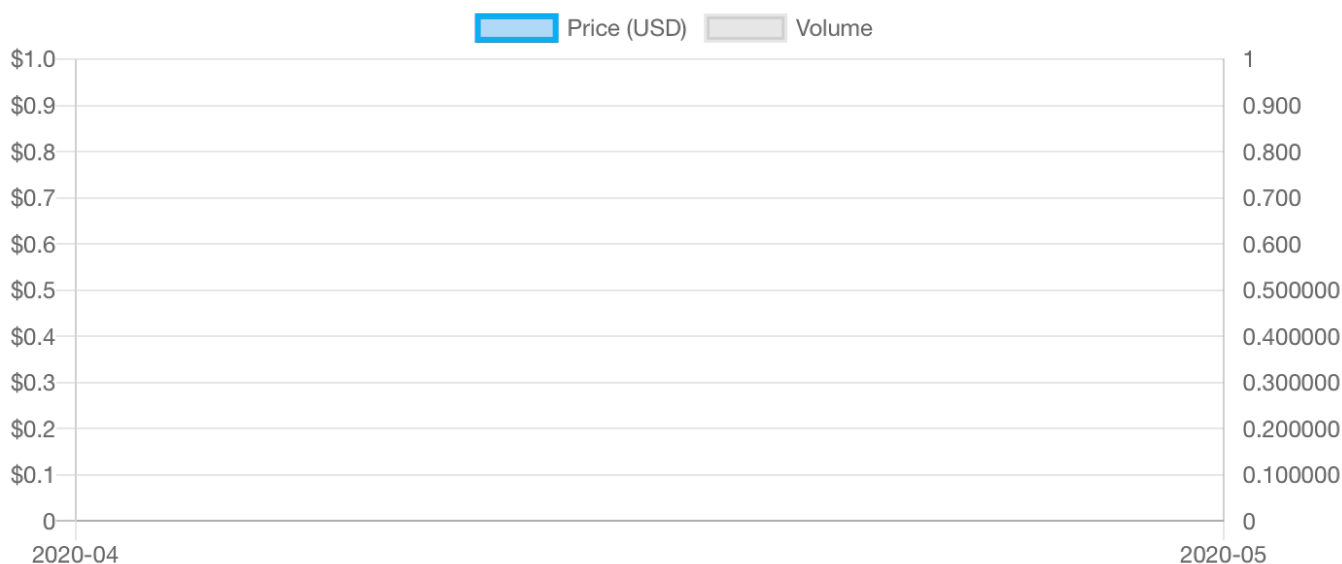
Rank	Address	Balance	Percentage
------	---------	---------	------------

### ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-04-22.

Market Cap Rank

#### Price Performance



▶ USD

**Current Price :**

**Change (7d/24h/1h) :** % | % | %

**Market Cap :** -

**Initial Offering Price :** \$-

**Return since Initial Offering :**

▶ ETH

**Current Price :**

**Change (7d/24h/1h) :** % | % | %

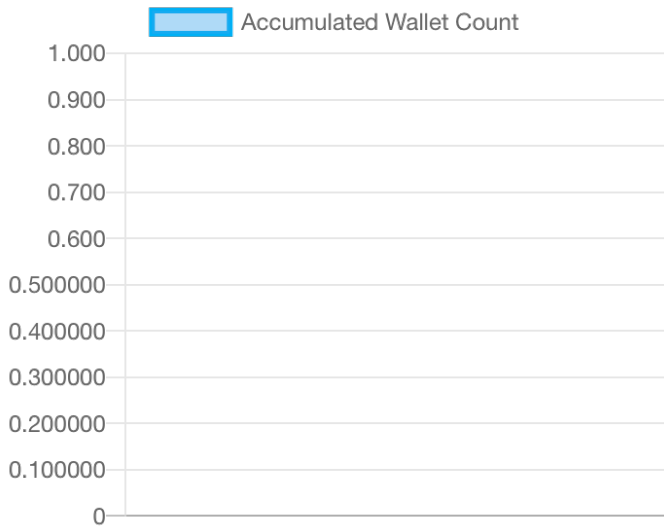
**Market Cap :** -

**Initial Offering Price :** - ETH

**Return since Initial Offering :**

## ITEM 7. On-chain Performance

### Accumulated Wallet Count



Date	Accumulated Wallet Count	New Wallet Count
	No data available	

### Transfer Count



Date	Token Transfer Count
	No data available

### Transfer Volume



Date	Token Transfer Volume
	No data available

## PART V. Compliance

### ITEM 1. Legal

#### Legal Memorandums and Opinions

Date	Target Jurisdiction	Sender / Written by	File
No data available			

#### Legal Compliance

**Q:** Can you ensure that your project is in compliance with all laws in the countries that you conduct business and the jurisdiction of where your company is incorporated? Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** No

**Q:** Can you ensure that there are no elements or features that potentially involve damaging public interests in certain countries due to the activities promoted by the project? (Gambling/drugs, etc.) Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** No

**Q:** Can you ensure that your token/coin project is not categorized as a security under any existing global capital market regulations? Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** No

### ITEM 2. Technical

#### Technical audit results and other equivalents

File	Date	Document Title	Audited by / Reported by
No data available			

#### Technical Compliance

**Q:** Can you ensure that your company has the technical capability to cooperate with exchanges? (Daemon/Wallet/Mainnet support/etc.) If your answer is yes, please use the input field to describe what necessary steps are required for the exchanges to engage in listing your project.

**A:** No