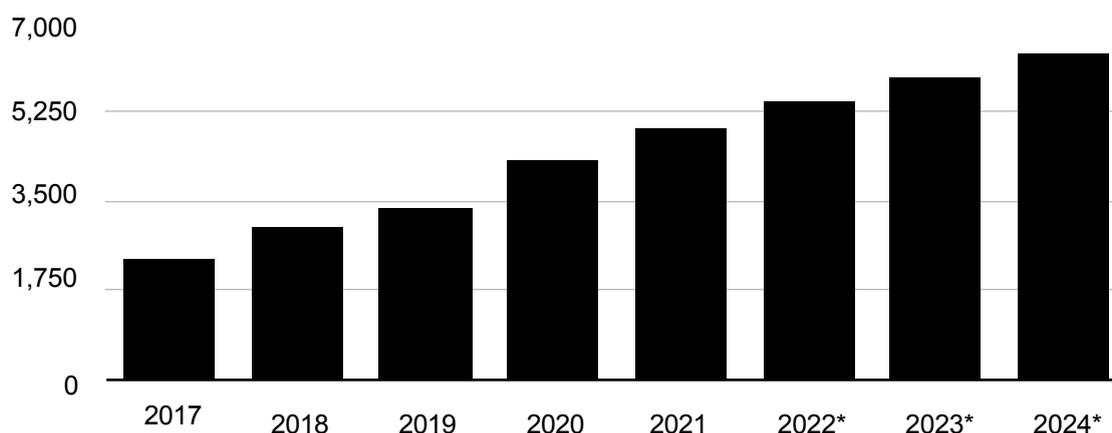




Shopperoo
25th May 2021
Updated: 1st July 2022
Litepaper v2.3

Background Into eCommerce & Cryptocurrencies

In 2021, E-commerce was responsible for around \$4.28 trillion in sales globally, increasing from \$2.92 trillion in 2018. By 2022, the global e-commerce is expected to rise to \$5.42 trillion (*Statista 2021*). This represents high expected growth over the next three years. The digital marketplace is growing, and the future belongs to the businesses that can stay ahead of the curve.



Annual global ecommerce spend in billions (USD) * denotes estimates

Customers prefer to make their purchases from their mobile devices. A staggering 72 percent of E-commerce sales will take place on a mobile device by the end of 2022. This is important for a couple of reasons. First and foremost, purchases can be made at home or on the go.

Now, unlike any time in history, you can order that Book while standing in line to pick up your Tuesday Tacos. Sales happen at any moment. This brings us to our next point: shops can stay open 24 hours a day. Even though the physical shoe store is closed, that online order can still be processed, anytime, anywhere.

While commerce has changed rapidly, it seems that online and offline payments have stayed relatively stationary. Most sales are processed through traditional methods like credit and debit cards. While this has been a decent medium of exchange for many years, new technologies are offering new options from additional payment systems.

Virtual assets such as Bitcoin and other popular cryptocurrencies are powerful financial tools which can transfer wealth immutably. They are decentralized so customers and merchants can transfer wealth between one another without having to go through banks. On the other hand, it's adoption currently is weak because most of the blockchain-related payments are quite slow. This is where Shopperoo will change things.

We are designing Shopperoo to have the following key features:

- To give holders of cryptocurrencies the ability to purchase any product or service online with their crypto holdings
- Enable consumers to purchase products from ecommerce websites/ platforms globally using crypto
- Allow Merchants to immediately settle transactions in their chosen fiat-currency (utilising relationships with Finery Markets & Kraken)
- Allow merchants to sell more products and services without price volatility risk associated with various cryptocurrencies

Cheaper transactions

Traditional transaction fees can range from 2% - 6%, greatly affecting the prices of goods and services traded online. The cost of transactions in a blockchain is lower than that of traditional ecommerce. For instance, public blockchains charge a fee of about \$0.50 - \$15) for every transaction, with private blockchains (Shopperoo) offering even lower charges. This makes blockchain highly preferable for digital transactions.

The low costs incurred in blockchain transactions have subsequently opened the door for rapid micropayments and online shopping. By almost eradicating the payment processing fees enforced by card companies and banks, online retailers would then be able to pass on the savings to customers through cheaper product costs.

Faster transactions

Compared to traditional payment systems, blockchains allow faster transactions. Bitcoin, for example, can handle up to seven transactions per second while other platforms such as Ethereum's 'Lightning Network' can potentially handle up to one million transactions a second.

Lightning Network and Shopperoo

The Lightning Network is a "layer 2" payment protocol designed to be layered on top of a blockchain-based cryptocurrency such as bitcoin or litecoin. It is intended to enable fast transactions among participating nodes and has been proposed as a solution to the bitcoin scalability problem. It features a peer-to-peer system for making micropayments of cryptocurrency through a network of bidirectional payment channels without delegating custody of funds.

Normal use of the Lightning Network consists of opening a payment channel by committing a funding transaction to the relevant base blockchain (layer 1), followed by making any number of Lightning Network transactions that update the tentative distribution of the channel's funds without broadcasting those to the blockchain, optionally followed by closing the payment channel by broadcasting the final version of the settlement transaction to distribute the channel's funds.

Shopperoo Solutions

Shopperoo Merchant Platform

<https://shopperoo.com>

An Intuitive Payment Gateway for Merchants. Easily send invoices and manage payments using our powerful dashboard.

We are developing a cross-platform extension that will attach to your favourite web browser to enable you to purchase anything and everything online using crypto. All without the store or merchant needing to accept cryptocurrencies. Settlement takes place via a crypto-fiat swap at current market rates. Shopperoo will be running one of 10,000+ Lightning Network nodes to facilitate faster transactions when processing payments.

As customers progress through the checkout process at their favourite stores they reach the final stage of the process: payment. Shopperoo will act as a virtual debit card allowing you to instantly pay for items by swapping your desired cryptocurrency for a payment on a single use virtual payment card (built using Crypto.com Pay and other partners). Your crypto will be converted at the current exchange rate according to the pricing of the pair. Eg BTC/USD. Our fees per transaction are set at 1%. Upon completion of payment, the merchant sends your product to your specified address*.

As an added bonus, those shopping with \$SRO as their preferred crypto will receive reward tokens and discounts on products across various marketplaces.

*Any returns and/or refunds are handled by the merchant directly through normal channels. Refunds are paid out in the default currency the initial transaction was completed in. No refunds are issued in crypto, as price fluctuations make it too difficult to manage risk for all parties. More information related to development and live implementation to be released via PR Newswire periodically.



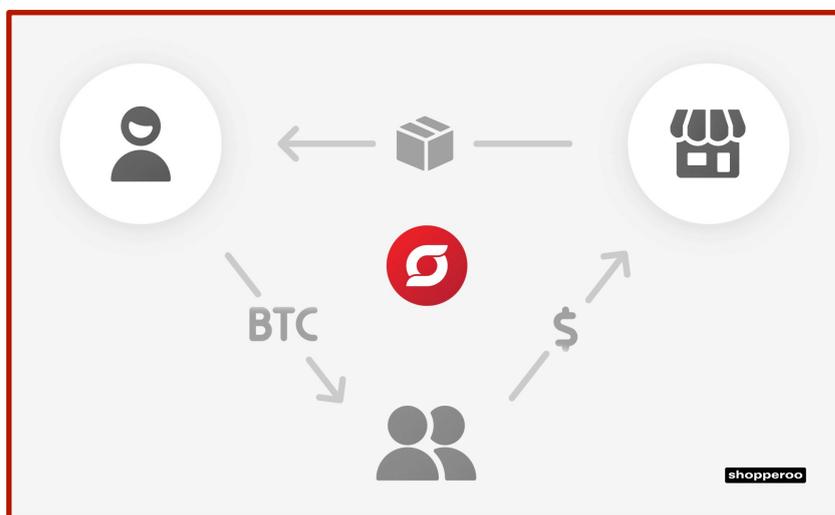
Shopperoo Marketplace

<https://market.shopperoo.com>

We understand running a store and adopting new technologies can be a daunting undertaking. Which is why the shopperoo.com marketplace is a full-scale online marketplace where both large and small scale vendors can sign up to list their products for sale on Shopperoo, avoiding any of the transaction process directly. We will handle user registration, stock lists, order processing, returns & refunds, and payment on behalf of the vendor.

The Shopperoo marketplace, as we call it in-house, will be an eBay/Amazon hybrid type of marketplace giving users access to millions of products from top brands* worldwide.

Our Platform will be accessible via the web.



With all imaginable categories, buying direct from Shopperoo is simple, fast, and secure whether you use PayPal, Visa/Mastercard, or your preferred cryptocurrency (BTC, DOGE, XRP, SRO)

*We are adding new brands and partners daily. While we may not announce them all, regular updates will be made across the website and mobile applications post-launch.

SRO - Token Economics Governance and Distribution

Shopperoo.com was created to give holders of cryptocurrencies the ability to purchase any product or service online with their crypto holdings, and to allow merchants to sell more products and services without the risk of price volatility when dealing with settlement of cryptocurrency transactions.

\$SRO is a Binance Smart Chain Token (BEP-20).

Contract Address: 0x8d98a4e36ca048b8e4616564e5a8ebb78895ddff

Staking opportunities are available on existing exchanges offering competitive rates.

Shopperoo OÜ received its financial license under the laws of the European Union.

Token Distribution

750,000,000 (750M) SRO have been created and will be distributed over the coming months and years.

Note: Insiders and seed investors are subject to certain lock-up conditions that must be met prior to any major beneficial sale on market. See FAQ for more details.

Token:	Shopperoo
Symbol:	\$SRO
Blockchain:	Binance Smart Chain (view)
Initial:	75,000,000 SRO (+/- 3m)
Total:	750,000,000 SRO
Fixed:	750,000,000 SRO
Rewards:	Yes, 5% cash back in SRO on all product purchases
Team lockup:	Yes (view on DeepLock.io)
License:	European Financial License (view)
Exchange:	WhiteBit.com (CEX)*
Litepaper:	Download PDF

We will not partake in any token burning or additional minting of the \$SRO token.

**Additional exchange listings will occur throughout 2022 & 2023.*

***Shopperoo is in the early stages of creating a private blockchain dedicated to deploying e-commerce technologies on an enterprise level (as at 7/2/22).*



Shopperoo Roadmap

The Shopperoo product & token roadmap helps us share what we're working on next and the direction that we're taking our business in. It helps open up a practical dialogue with our customers and leads about what they want and need without giving away any sensitive details. Below given is a summary of what we have achieved so far and how we aim to make the Shopperoo.com Marketplace & Shopperoo Merchant Platform the leading online eCommerce crypto solution on the global stage.

We believe meeting roadmap milestones to be one of the most important parts of building trust within a community of adopters.

2021

- Feb Shopperoo.com domain name acquired;
- Mar Team assembled and work begins on Shopperoo. Purchase arrangements with leading brands;
- May Shopperoo begins the process of securing a financial license. Chooses the jurisdiction of the Europe Union;
- Aug Shopperoo adds Crypto.com Merchant Pay to aid in processing crypto payments on the marketplace;
- Dec Shopperoo is successful in receiving a financial license relating to the issue and management of virtual currencies. Shopperoo OÜ is formed and registered;

2022

- Jan Shopperoo.com marketplace is completed and internal testing begins on crypto payment solutions, ordering, automated shipping and email systems. Shopperoo.com launches its marketplace and begins processing transactions in both fiat & cryptocurrencies. Shopperoo applies to list the \$SRO token with leading European cryptocurrency exchange WhiteBit.;
- Feb Shopperoo lists the \$SRO token on WhiteBit, making available 75,000,000 SRO to the public, with more than 85% of tokens time-locked for a period of up to 2 years;



Mar	Work will began on the Shopperoo Non-Custodial Wallet & Merchant Platform, to allow Australian's, and all around the world, access to leading crypto technologies;
May	Testing will begin on iOS & Android apps, along with settlement testing on the merchant platform;
Jun	Launch of the Merchant Platform will take place with the first merchant onboarding across Australia. Submission of apps to Apple & Google for review;
Ongoing	Launch of Shopperoo Blockchain, with ongoing development to further the adoption of cryptocurrencies across the world.

As One

Shopperoo is an ecommerce development company focused on crypto adoption as a broad method of transacting. Based in Australia and privately funded, Shopperoo is headed by a team of experienced operators in the technology and blockchain space, and joined by a group of senior researchers and developers.

- **Thomas (Founder / Lead)** 14 years of marketing, advertising, and ecommerce experience focusing on user experience with new technologies within online shopping environments. (Gold Coast, Australia)
- **Neale (CEO)** Australian Oil & Gas resources infrastructure tech specialist, with a Defence Aviation background. Primarily working on analysis equipment for industry development projects. (Brisbane, Australia)
- **Pradash (Developer/Blockchain Development)** Extensive knowledge of data structures and smart contract architecture. Written 12+ smart contracts with many implanted today including independent dev with Harmony Project (ONE). (Mumbai, India)
- **Aidin (Advisor)** Aidin brings over 20 years of extensive experience in e-commerce ux design and conversion rate optimization practice combining design thinking, user research and shopping strategy. (Los Angeles, United States)
- **Andero (Board Member/Advisor)** TalTech - Tallinn University of Technology, Co-founder of Precycle Project OÜ. (Tallinn, EU)
- **Andres (Board Member/Advisor)** Security & Crisis Management Expert. AML Compliance Officer - Complium OÜ. (Tallinn, EU)
- **Internal & Independent Contractors** We are working with many independent contractors whose skills include UI/UX development, graphic design, marketing, system architecture, smart contracts, blockchain design, and social management. (Australia, Canada, India, Italy, New Zealand, Singapore, United Arab Emirates, United Kingdom, United States)

For further biographical data on team members including social profiles, or interview requests, please contact the company on 1800 531 767 (Australia only), +1 1888 335 3312 (Global) or via email at support@shopperoo.com.



FAQ

What is the Shopperoo Token? Where can I purchase SRO? Where can I spend it?

Shopperoo (\$SRO) is a Binance Smart Chain (BSC) based token with a maximum lifetime supply of 750M. Initially you can purchase SRO via WhiteBit, with additional exchange listings coming in 2022. You are able to spend Shopperoo via the shopperoo.com marketplace. Value will be displayed according to the exchange rate at the time of transaction.

The documentation does mention the lock-up period for the team. What are the terms lock-up period?

We believe in creating a level playing field, and as such have created time-locked vaults to ensure no flooding of tokens into the market. Any team member who holds more than 5% of the total supply of tokens has deposited tokens into a locked smart contract. Each team member is entitled to have no more than 4% of their total holdings unlocked per calendar month.

Below you can view the SRO tokens locked via DeepLock, when they become unlocked, and the value of all locked tokens:

DeepLock - Bringing DeFi Infrastructure on Binance Smart Chain

Where can I buy \$SRO?

SRO can be purchased directly via the exchange at WhiteBit. Additional exchanges will be added throughout 2022 enabling greater access to buy/sell/margin services.

Is there a buy/sell tax with \$SRO?

In order to keep fees associated with e-commerce & shopping, we intentionally have not built any taxes into our smart contract. When you buy & sell on exchanges, however, you may incur fees associated with buying and selling of \$SRO.

How is Shopperoo developing further?

We believe access to online shopping should be available to all across the world. Cryptocurrencies enable fast, easy and safe transactions, and Shopperoo is developing technologies that will allow the use of crypto on any website! It is exciting times for us as a company and also the e-commerce sector. More info to come in 2022.

What if I have further questions?

You can contact team members directly at support@shopperoo.com, via [Twitter \(@shopperoo_com\)](#), or Telegram (https://t.me/shopperoo_official_chat).



Get in contact

Shopperoo is located in Coolangatta, Queensland, on Australia's Gold Coast.

(We are excited to meet you - please contact us to make an appointment)

web

<https://www.shopperoo.com>

email

support@shopperoo.com

legal@shopperoo.com

media@shopperoo.com

twitter

https://twitter.com/shopperoo_com

telegram

https://t.me/shopperoo_official_chat

linkedin

<https://www.linkedin.com/company/shopperoo>

Medium

<https://medium.com/shopperoo>

Disclaimer

No content of this website, nor any link or document on this website are a public offer of a security or any other financial instrument in relation with any company including the Shopperoo team or any of its associated companies including (without excluding any other) Shopperoo OÜ. This website or the litepaper or any other associated content does not constitute any advice to buy, sell, or any solicitation of any offer by the provider of the SRO tokens (the "token provider") to purchase any SRO tokens nor shall it or any part of it. The fact of its presentation does not form the basis nor is to be relied upon in connection with any contract or investment decision.

The sale and transfer of the SRO tokens will be performed by third party exchanges. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the SRO tokens. Any agreement as between the token provider and yourself as a purchaser and in relation to any sale and purchase of SRO tokens (as referred to in the litepaper or this website) is to be governed solely by a separate set of documents setting out the terms and conditions of such agreement. In the event of any inconsistencies between the T&Cs and the content of this website or the litepaper, the T&Cs shall prevail. You are not eligible to purchase any SRO tokens (as referred to on this website or in the litepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the USA, China, Singapore, Iran, North Korea or Syria.

The publication, distribution or dissemination of any content of this website, the litepaper or any linked content does not imply that the applicable laws, regulatory requirements or rules of a specific country have been complied with. The Shopperoo token sale or litepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of the litepaper is prohibited or restricted.

There are risks and uncertainties associated with the SRO token sale that should be taken into account. The companies of the Shopperoo team and/or the token provider and their respective businesses and operations, the SRO tokens, including the loss of value of the issued token which can result in a complete loss of its value.

Disclaimer of liability

To the maximum extent permitted by the applicable laws, regulations and rules, the companies of Shopperoo and/or the token provider as operator of this website shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance of the pre-sale, initial token sale or the litepaper or any part thereof by you.