



Press Release: Extension of the HoToKeN ITO on an Invitation-Only Basis

March 20, 2018,

HotNow: Enabling the First Gamified Online-to-Offline Economy for Emerging Asia

Due to ongoing developments with prospective investors, the HoToKeN ITO will be extended until April 7, 2018 at 17:00 UTC on an invitation-only basis, with invitations to participate in the ITO beyond March 20, 2018 being given to individuals and institutions at the discretion of Red Anchor Trading Corp., a private British Virgin Islands company with primary operations in Bangkok, Thailand.

The public sale for other retail investors will end on March 20, 2018 at 17:00 UTC, as previously announced. It is expected that this extension will help increase the trading volume of HoToKeN, once it is listed on an exchange after the ITO, for the benefits of all contributors. The HoToKeN Team would like to thank all contributors for their generous support throughout the ICO process.

Sincerely,

Nithinan Boonyawattapisut
CEO, Red Anchor Trading Corp.

About HotNow

HotNow, a division of Red Anchor Trading Corp, is a marketing automation solution first launched in Thailand in 2017. HotNow is a mobile and web discovery application for goods and services that gives merchants more control over their marketing messages and marketing spend and gives users access to exclusive discounts and reduces their search time for relevant goods and services. HotNow's platform provides merchants in SE Asia with cost-effective, high-efficacy marketing tools, while encouraging merchants to transfer some of that value surplus to the consumers of their goods and services. HoToKeN is enabling the first gamified online-to-offline economy for Emerging Asia. HoToKeN completed its public sale on the 20th of March. For more information, visit <https://hotoken.io>

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