



# BLOCKLUXE Network



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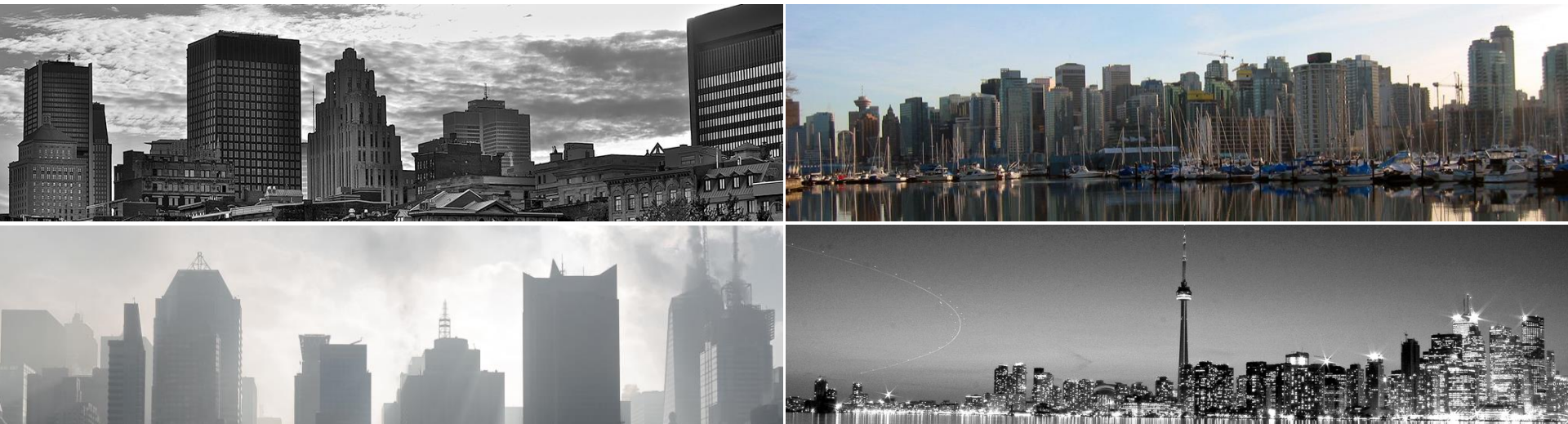
# BLOCKLUXE

## The Vision

Empowering the balance sheet of millennials and collectors through Blockchain-powered authentication & Artificial Intelligence underwriting therefore allowing users to unlock the full value of their luxury items + allowing manufacturers to differentiate their products in truly important ways.

**Protect the authenticity of luxury goods & transfer them to your balance sheet.**

*Verified by BlockLuxe™*



# BLOCKLUXE

## The Counterfeit Market

“Counterfeit goods constitute one of the biggest threats to the global fashion industry” Business of Fashion

The global counterfeit good market is valued at **\$450B**

The apparel resale market is an **\$18B** industry, projected to grow to **\$33B**

Counterfeit goods reduce both **brand value & value of luxury goods** on the resale market.





# BLOCKLUXE

## The Luxury Market

**85%**

% of Millennials and Gen Xers who think:  
*"When I buy a luxury item, I see it as an investment"*

**\$289 USD Billion**

Projected luxury goods sales for 2017

**\$324 USD Billion**

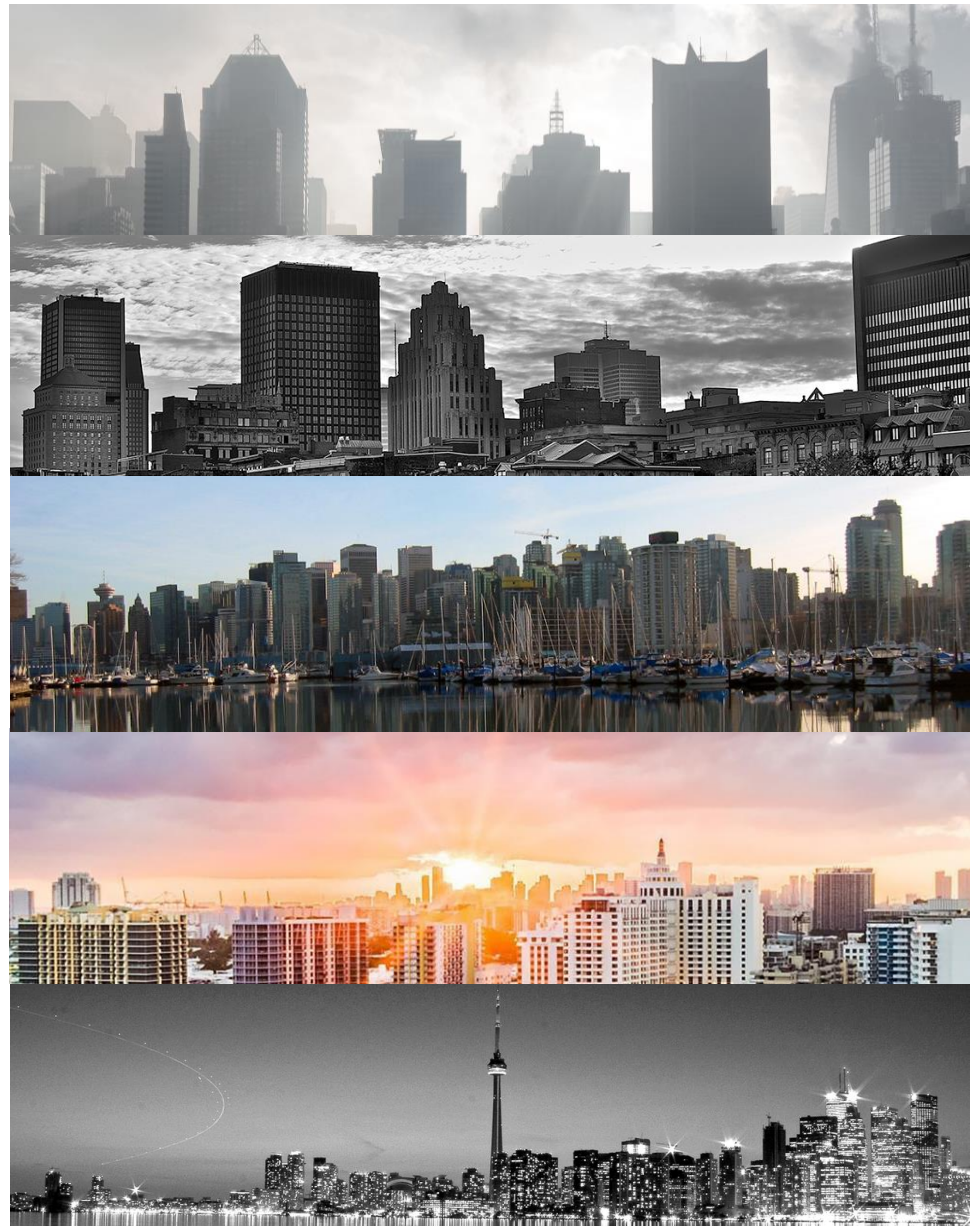
Projected growth to 2020, at 3-4% growth  
per year

**45%**

% of global personal luxury goods market  
driven by Millennials and Gen Z by 2025

**BOF**

**BAIN & COMPANY** 



# BLOCKLUXE

## Technology Strategy

### **Verified by BlockLuxe™ Blockchain Technology**

The initial exclusive technology platform will enable brands to protect against counterfeit goods and expand margins through increased after-market value.

#### *Key Features;*

- ▶ Registration of luxury items on the blockchain, creating a secure audit trail.
- ▶ Specialty insurance for luxury items and financial products available directly through the app.
- ▶ Confirm authentication of Verified by BlockLuxe™ goods to potential buyers on resale platforms, creating confidence for buyers and sellers.
- ▶ Search feature to determine the real-time market value of luxury items.







# BLOCKLUXE Authentication

**Verified by BlockLuxe™ Blockchain Technology**

Validator installed  
in product

Product registered  
on blockchain

Transfer of product  
to BlockLuxe closet

Ability to confirm  
authenticity via  
BlockLuxe app

Insurance and financial  
products offered via  
app

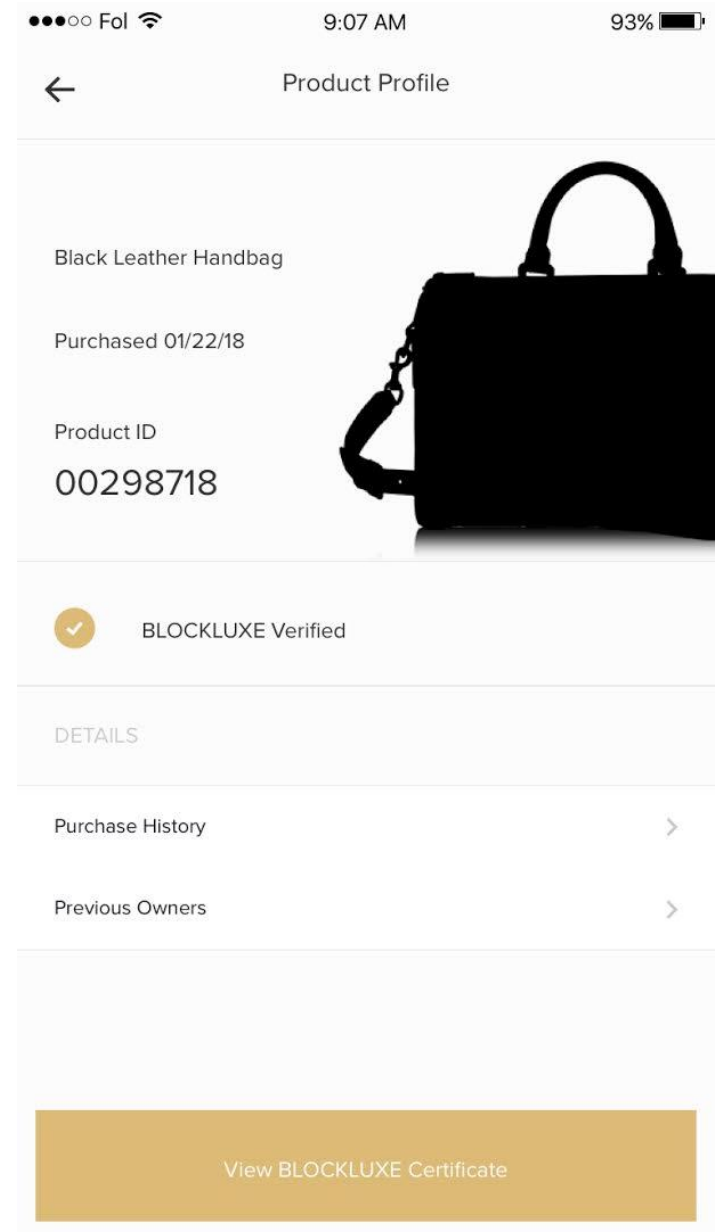
# BLOCKLUXE

## Luxury Insurance & Financial Products

By enabling BlockLuxe, we are simultaneously underwriting your products and credit worthiness.

### *Key Features;*

- ▶ Partner with various insurers and specialty lenders to provide a wide range of products
- ▶ Implement AI technology into underwriting to maintain low loan loss rates
- ▶ Enable users to put their closets on their balance sheets





# BLOCKLUXE

## Global Growth Strategy

BlockLuxe will collaborate with highly innovative, disruptive brands and influencers with;

- ▶ significant retail distribution
- ▶ robust e-commerce strategy
- ▶ established consumer base
- ▶ strong social media presence

Collaborations with these brands allows for the immediate distribution of BlockLuxe's technology and increases the global footprint exponentially.



# BLOCKLUXE

## Trusted Network

### *Manufacturer + OEM*

- ▶ Initial distribution
- ▶ Direct implementation into products at manufacturing stage
- ▶ Exclusive, limited-edition product lines to be BlockLuxed

### *3<sup>rd</sup> Party Appraisers*

- ▶ Implement validators into after-market products if authentication confirmed
- ▶ Appraisers must be BlockLuxe approved to authenticate
- ▶ Confirm current market value of products for underwriting purposes

### *Resale Platforms*

- ▶ Partner with various resale platforms to expand the trusted network
- ▶ Users can access BlockLuxe easily through their preferred resale platform
- ▶ Example; The RealReal StockX



# BLOCKLUXE

## Monetization Strategy



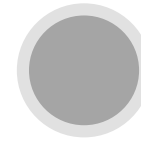
### **Licensing Fees**

*From  
manufacturers +  
collaboration  
partners*



### **Data Harvesting**

*Provide collected  
data to  
manufacturers +  
retailers*



### **Insurance & Loan Profits**

*Profit-share with  
insurance co. +  
lenders*



# BLOCKLUXE

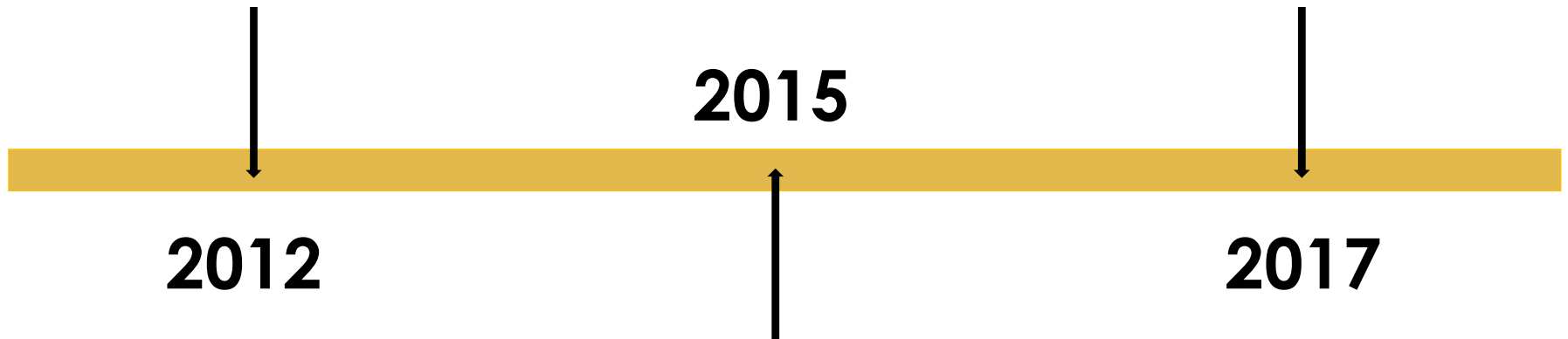
## Data to Dollars



\$500K invested. Data mining Noranda's historic drilling - produced an 8M ounce gold deposit at Horne Five.



Based on previous business models, begin data collection to mine information for loan & insurance purposes.



\$300K invested. Partnering with Alternative Lenders using Automotive Underwriting Algorithms, CHP has built one of Canada's leading performing alternative funding platforms generating very attractive returns using enhanced data analytic tools.





# BLOCKLUXE

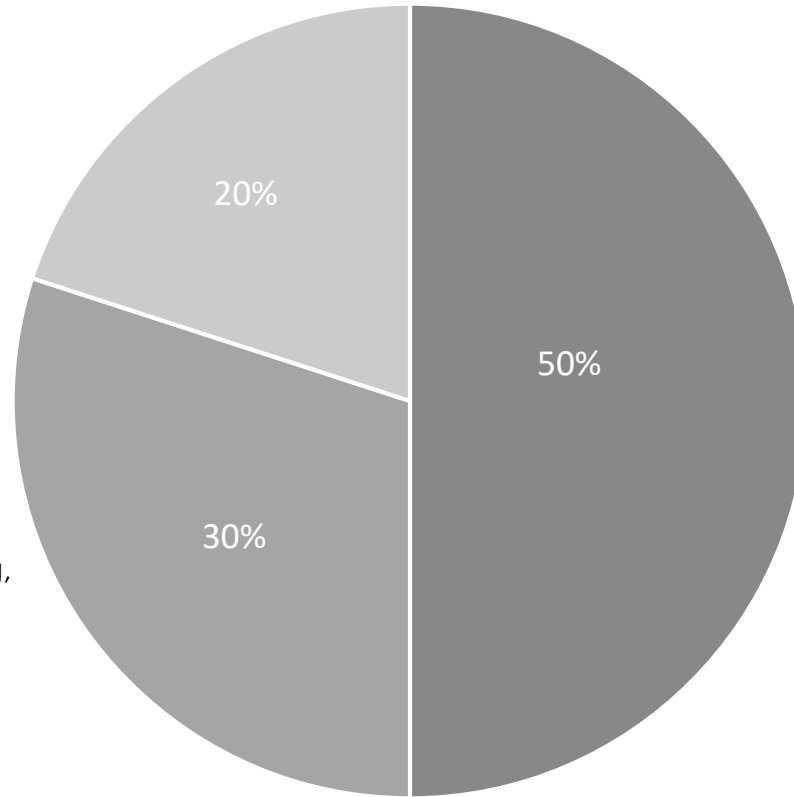
## Use of Proceeds

### **Distribution & Collaboration**

Collaborate with disruptive brands to increase global distribution.

### **Marketing & Partnerships**

Boost Leadership, Marketing, Partnerships, PR and Social Media to meet the growing demands of the business.



### **Technology Development**

Developments including application, backend operating system and blockchain integration.

# BLOCKLUXE

## Proforma Capital Structure

Financing Round	Shares
Current	11.8M
Pre-Listing Round (\$0.20)	2.7M
<b>Total Projected Outstanding Pre-Listing</b>	<b>14.5M</b>

# BLOCKLUXE Management

## Dean Linden

### CEO/Director

Dean has over 20 years of experience as a financier and business development professional. He has spearheaded the financing and development of Companies in Consumer Finance, Biotech, Healthcare, Media, Entertainment and Natural Resource sectors. He joined ID Biomedical in 1997 and in 2005 it was sold to Global Pharma giant Glaxo SmithKline for \$1.7B. Dean was also one of the founding executives of Falco Resources, which is current in excess of \$200M Market Cap and will be one of Canada's largest producing VMS deposits.

## Rhonda Klatik

### President

With over 25 years of experience in the financial industry, Rhonda was instrumental in building out a \$16 billion investment fund management business in Canada, during her tenure as Managing Director and Head of Sales for Sentry Investments. Most recently, she served as Executive Chairman of a luxury apparel brand, which is sold in over 35 retailers globally and 9 countries around the world. Currently, as President of BlockLuxe, she brings expertise in budgeting, strategic planning, raising capital, sales and business development.

## Kevin Day

### CTO

Kevin has close to 20 years of experience developing fintech solutions. He has led the development of blockchain technologies particularly around Bitcoin, Ethereum and Counterparty insurance products. Through the use of blockchain technologies such as smart contracts and multisignature addresses, digital tokens and cryptocurrencies, he has developed applications to improve the efficiency and cost effectiveness for tech enabled companies.

## Kelly Klatik

### COO/Director

Kelly has over 25 years of experience as a strategist, financier, and operator with an emphasis on transforming traditional businesses utilizing tech enabled solutions. Currently he is a co-founder and Managing Partner of Cypress Hills, which is a leading alternative investment fund using advanced data analytics as its core differentiator. Most recently, as co-founder and CEO of Falco Resources, built an innovative data analytics platform to integrate over 80 years of historic data resulting in the rediscovery of the 8 million ounce Horne 5 deposit.

# BLOCKLUXE Directors & Key Partners

## **Pete Bryant**

### **Director**

Pete is a Co-Founder and Managing Partner of Pioneer Venture Partners, an early stage venture capital group that has been investing in technology platform companies since 1998. Pete currently serves as Chief Executive Officer of Expedition Travel Advisor (ETA) a leading online travel platform company serving the adventure travel industry. Previously, Pete was Executive Vice President of Corporate Development and Strategic Business Development at VUBIQUITY (a Pioneer portfolio company recently sold to Amdocs) where he led all aspects of VUBIQUITY's mergers and acquisitions, strategic investments and partnerships. He brings over 18 years of digital media leadership, having invested in and operated successful entertainment service businesses in the linear, on demand and digital media markets.

## **Dr. Michael J. Byron**

### **Director**

Dr. Michael Byron has thirty years of field work, research, and senior management experience within the mineral exploration industry and government. Dr. Byron was co-founder of Falco Resources and was the lead technician of one of the largest data mining exercises in Canada in converting and interpreting over 80 years of hard data and maps. The process combined historic numerical drill results with 3D imaging of historic mapping enabling Falco to rediscover the Horne 5 Deposit as purely a data driven process. Horne 5 deposit size is now exceeding 8 million ounces of gold equivalent and is on path to become one of Canada's largest producing underground bulk gold producers with a capex of in excess of \$1 billion. Dr. Byron currently sits on the board of five publicly traded companies, is a professional geoscientist registered in Ontario and the Northwest Territories, and holds advanced degrees in Geology including a PhD from Carleton University of Ottawa, Ontario.

## **Benard Ebinu**

### **Technology Development Consultant**

Benard has over 15 years of professional software engineering and product development experience in Vancouver. He brings a wealth of experience taking products from idea to revenue having been involved in numerous startups and a successful exit. Benard has worked for diverse clients ranging from Fortune 1000 companies serving millions of users such as Electronic Arts, to startups, to the BC Government.