LUXOCHAIN

BLOCKCHAIN MEETS LUXURY

THE FUTURE OF AUTHENTICITY

In 1858, Sir William J. Herschel was the first person to use fingerprints to identify people.

Today, 161 years later, **Luxochain** is the first organization to provide **Unique Digital Fingerprints** to any product to identify them.

AUTHENTICITY VERIFIED

WHO WE ARE

Luxochain is a Swiss-based company, born in 2017, with world-class expertise on leveraging **blockchain technology and product certification,** to deliver **sustainability**, **reputation** and **authenticity** in the luxury market.

Our mission is to ensure ownership of real products, tracing goods on the blockchain, from raw material up to the distribution chain, providing **Certificates of Authenticity and Passports of goods**, to protect Brands and Customers, guaranteeing purchases of authentic goods.

Today, we are here to bring to life our mission, together with our business partners and global leaders in the commercialization of RFID UHF & NFC technologies, combined with NFTs, for the luxury, fashion, and apparel markets.

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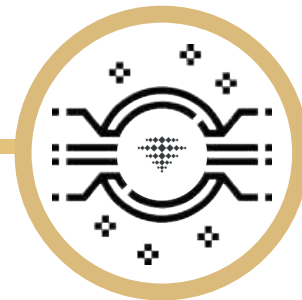# SYNCHING TOGETHER **2 WORLDS**

PHYSICAL
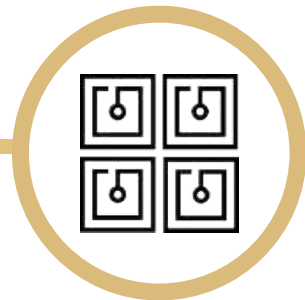
DIGITAL

1. **Using electronic tags, such as NFC** combined with **RFID** or **UNIQUE HOLOGRAMS.**

2. **Insert tags into each product,** ensuring supply chain efficiency for manufacturer and traceability of the entire story of the product for shoppers.

3. **Registration of the product tag tied to the product in the Blockchain and creation of the product NFT token.** When the product is purchased, the NFT will be transferred to the customer's Luxochain Wallet.

4. **Final shoppers will be able to scan the tag (NFC-RFID or Unique Hologram) with Luxo Wallet, visualize the NFT to verify authenticity, and store it in their Luxo Wallets.**

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1 PLATFORM, 2 WORLDS, **3 CHALLENGES SOLVED:**
KEY BENEFITS FOR BRANDS

How to Reduce Business Losses

Anti-counterfeiting: thanks to the unique 1:1 link between physical product and digital certificate.

In-store operation: warranty status, product return, product loss, addition of crypto-payments and Alipay.

Real-time Sales (sell-in, sell-out data): for stores and resellers, warehouse and secondary market transactions. This can be applied on on-line and off-line transaction.

How to Improve Traceability

Supply chain efficiency: monitoring of suppliers, subcontractors and licensees, certified on the blockchain, cross-country tracking and payment.

Full integration: fully integrated with existing company ERP systems.

Sustainability: blockchain explorer to verify complete product history from raw materials to sustainability.

Sustainability Roadmap for 2020

How to Create Ownership

Guaranteed purchase: buying the product and its digital certificate of ownership, registered on the Blockchain (in-store, e-commerce, resellers, StockX, etc), reduction of paper guarantees, simpler payment and cross-border.

Consumer Profiling (on/off-line): 1:1 relationship with final user after on/off-line purchase and in the secondary market: "what, when, where" each user has bought.

Key Benefits for brands

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EASY TO USE: 3Cs: "CLICK, CHECK & COLLECT"
KEY BENEFITS FOR CONSUMERS

Click to open the Luxochain Wallet Application;

Check the authenticity of the product through NFC;

**Collect** the NFT as "Unique Digital Certificates" in your wallet!

During this process, a shopper can see the details of a product, such as its general description, video usage, e-commerce links, colors, materials, history, manufacturing details, and all previous property transfers.

Easy to use: "Click, Check, & Collect" your NFT, Digital Certificates of Authenticity using Luxochain solution.

What could be better for uniquely identify each of your Luxury product?
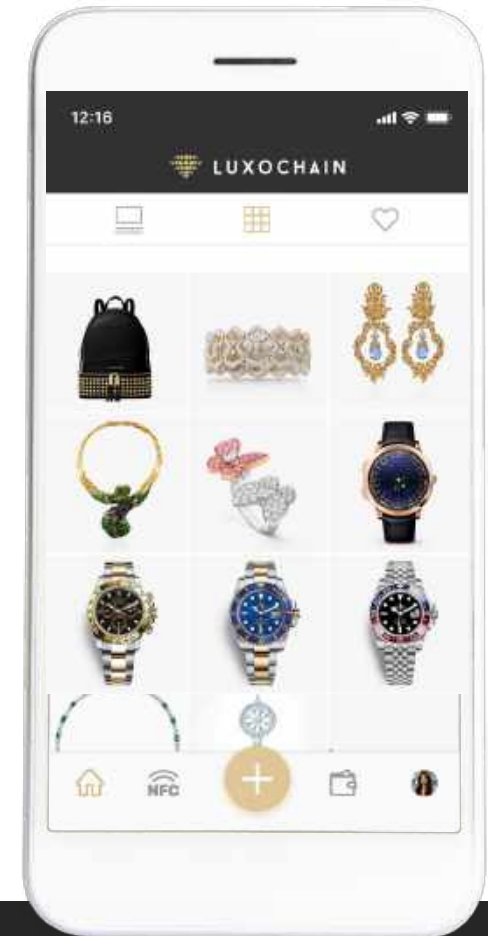
VIRGO WALLET

For more information, discover Virgo Wallet on iOS or Android, that allows you to:

- Create your NFTs in a simple and freeway, by importing or taking photos from your mobile.

- Receiving, safekeeping and sending NFTs and Digital Certificates of Authenticity and Ownership.

- View previous transactions of your luxury item before purchasing it.

- Scan and read NFC or QR Code of products, representing NFTs of goods before purchasing it.

- Claim the NFTs of you purchased goods from Brands.

- Synchronize your contact list.

- Reporting the event of theft or register a lost object and assign a prize for finding it.

- Receive privileges and rewards from your most loved brands.

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ADVANTAGES FOR LUXURY BRANDS:

SUSTAINABILITY, TRACEABILITY, REPUTATION , AUTENTICITY

- ❑ **INFORMATION CHECK**
- ❑ **SUPPLY CHAIN EFFICIENCY**
- ❑ **BLOCKCHAIN TRUSTLESS**
- ❑ **COMBAT GREY MARKET, ANTI-COUNTERFEITING**
- ❑ **GUARANTEE OF OWNERSHIP**
- ❑ **REAL TIME RETAILERS WAREHOUSE**
- ❑ **STOCK-EXCHANGES MANAGEMENT**
- ❑ **MARKETING OPPORTUNITY**
- ❑ **I-COUPONING END-CUSTOMERS**
- ❑ **SECOND HAND MARKET MANAGEMENT**

LUXOCHAIN CUSTOMERS

Application industries we are serving are luxury & Fashion, Art, Public Institutions, Media & Press Agencies, Automotive, Valuable goods, details into our press-release.

LUXOCHAIN

LUXO

BVLGARI

- https://www.bloomberg.com/press-releases/2022-06-28/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-jewellery-emeralds-rubies-and

- https://www.benzinga.com/pressreleases/22/06/n27882219/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-je

- https://www.marketwatch.com/press-release/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-jewellery-emeralds-rubies-and-nfts-2022-06-28?mod=search_headline

- https://www.2luxury2.com/the-new-era-high-jewellery-is-a-combination-of-emeralds-rubies-digital-twins-and-ultra-precious-nfts/

- https://finance.yahoo.com/news/temera-luxochain-polygon-pleased-announce-070500344.html?guccounter=1

- https://coindesk.cc/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-new-era-high-jew-107782.html

- https://www.blockchainconsortium.ch/notizie/blockchain/luxochain-e-bulgari-insieme-per-i-nuovi-gioielli-nft-che-rivoluzionano-il-metaverso/
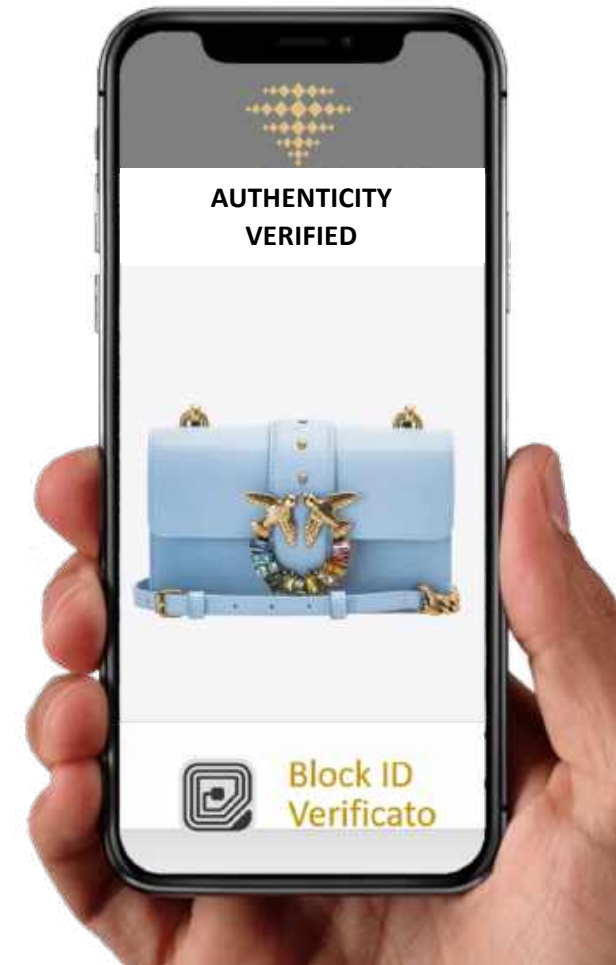
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Block ID Verificato

PINKO, Recycle collection, Meta Love Bags

PINKO

- https://www.fashionmagazine.it/market/il-debutto-a-parigi-a-viva-technology-pinko-si-inoltra-nel-metaverso-e-lancia-la-prima-collezione-di-nft-meta-love-bag-109798

- https://cryptonomist.ch/2021/03/15/reimagine-pinko-sulla-blockchain/

- https://www.money.it/Pinko-moda-circolare-collezione-Reimagine-blockchain

- https://www.milanofinanza.it/news/pinko-entra-nel-metaverso-con-meta-love-bags-202206161519135035

- https://finanzanow.com/nft-pinko-lultima-new-entry-nel-metaverso/

- https://www.mffashion.com/news/livestage/pinko-entra-nel-metaverso-con-meta-love-bags-202206161519135035

- https://www.adnkronos.com/anche-pinko-entra-nel-metaverso_39CjqiDauqSBmgIYIOOpQ3

- https://thecoin.news/articles/pinko-entra-metaverso-lanciando-suoi-primi-nft-meta-love-bag-1655364111453

AUTHENTICITY VERIFIED

Block ID Verificato

CITY OF LUGANO: MY LUGANO App

We have created a booking system for admission to the city's public facilities which today includes about 250 public and private businesses throughout the Lugano area. (info on https://my.lugano.ch). By joining the App, citizens can receive 10% or 5% cashback in LVGA tokens, issued by the City of Lugano, regulated by FINMA, to be able to spend again within the My Lugano circuit.
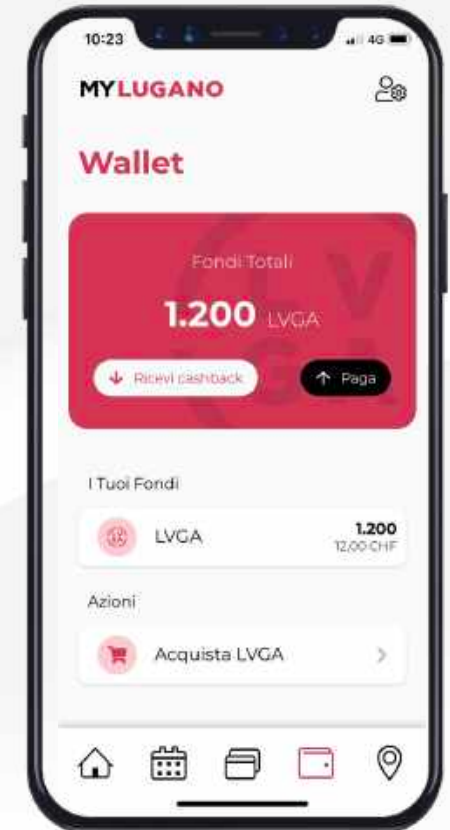
Everything is blockchain-based, secure, simple to use and on a human scale. Each transaction is tracked on the blockchain and helps the local economy without any kind of speculation. A concrete application of technology to help both citizens and municipal shops, in a transparent and easy to use way. This innovation could be applied by any large commercial chain or other public bodies.
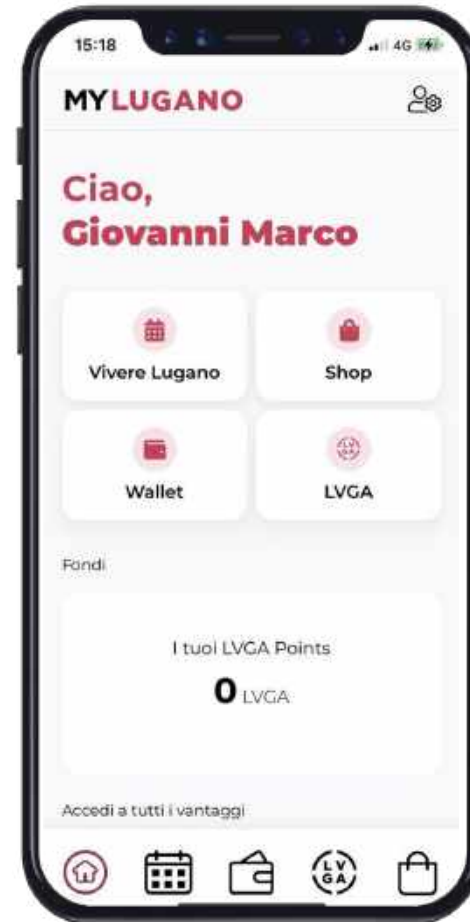
MY LUGANO INFRASTRUCTURE

Almost 15.000 Users and > 250 shops are using My Lugano App to permit admission to the city's public facilities throughout the Lugano area.

VIRGO PLATFORM for traceability

Together with our partners, Temera, Var Group and PwC, we have created a platform for the production chain, which can monitor the entire supply chain, from raw material to the finished product.

https://www.prnewswire.co.uk/news-releases/virgo-the-new-sustainability-reputation-amp-authenticity-platform-dedicated-to-fashion-amp-luxury-899253465.html

https://www.ledgerinsights.com/blockchain-luxury-counterfeit-prevention-pwc-var-virgo/

https://www.corrierenazionale.it/2019/10/30/virgo-difende-autenticita-made-in-italy/

VIRGO

temera pwc LUXOCHAIN VARGROUP
BLOCKCHAIN MEETS LUXURY inspiring innovation

www.virgo.tech

A unique collaboration among international leaders to provide sustainability, reputation, transaprency and autenticity to the market.

Temera, PwC, Luxochain and Var Group, four leaders on the international scene, are contributing towards creating the first integrated, safe and transparent solution for tracking the value chain and certifying the authenticity of luxury goods, from the acquisition of the raw materials, to production, logistic dispatchment then sale of the goods, up to ownership changes on the second-hand market.

Virgo is an open, modular solution capable of integrating multiple technologies, from RFID (UHF & NFC) to different Blockchain, keeping a totally *'technology-agnostic'* approach. The platform allows brands and customers to monitor the entire lifecycle of the product; it can be integrated with existing ERPs, aiming at ensuring maximum flexibility and user-friendliness for each actor involved, with focus on the user experience for brands, suppliers and end consumers.

temera

VARGROUP
inspiring innovation
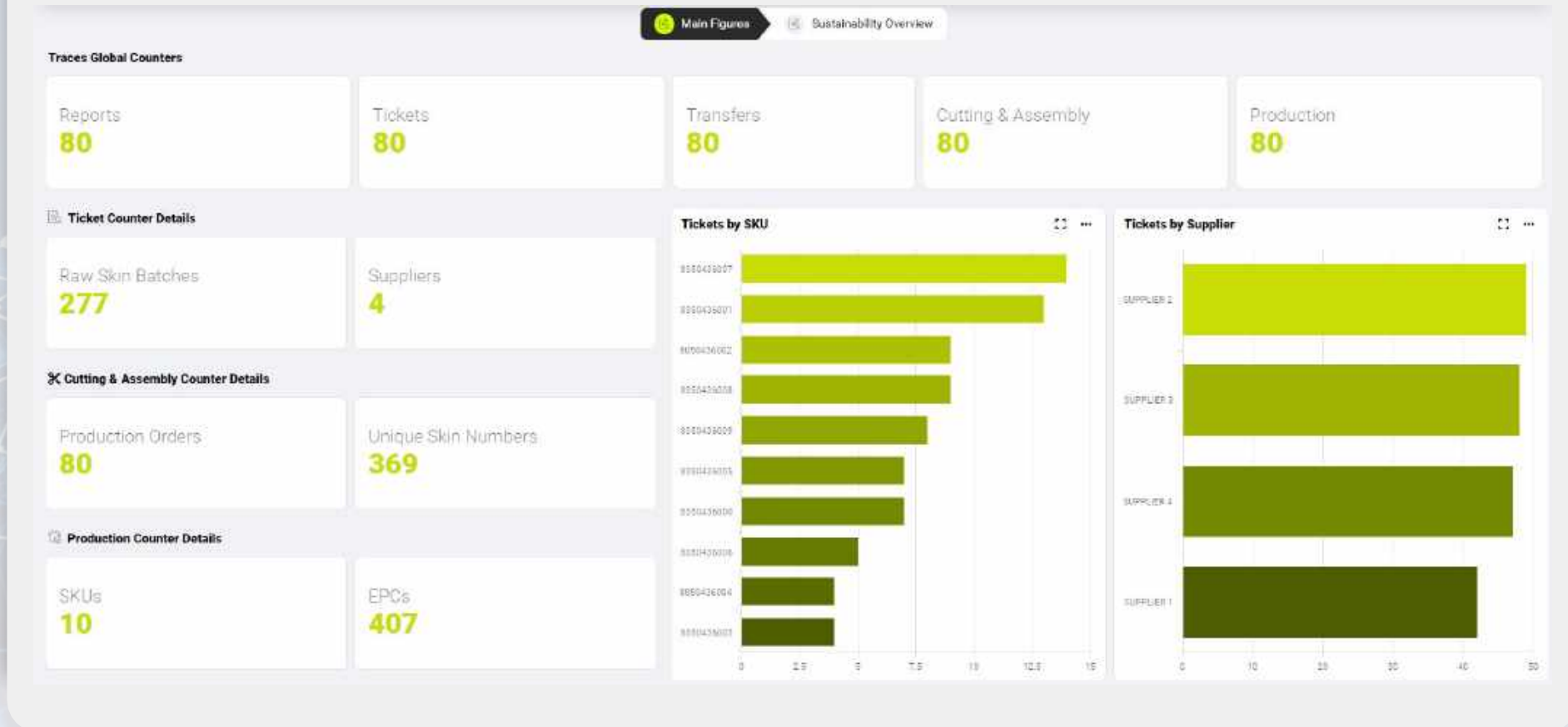
pwc

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❖Smart contract ESG traceability

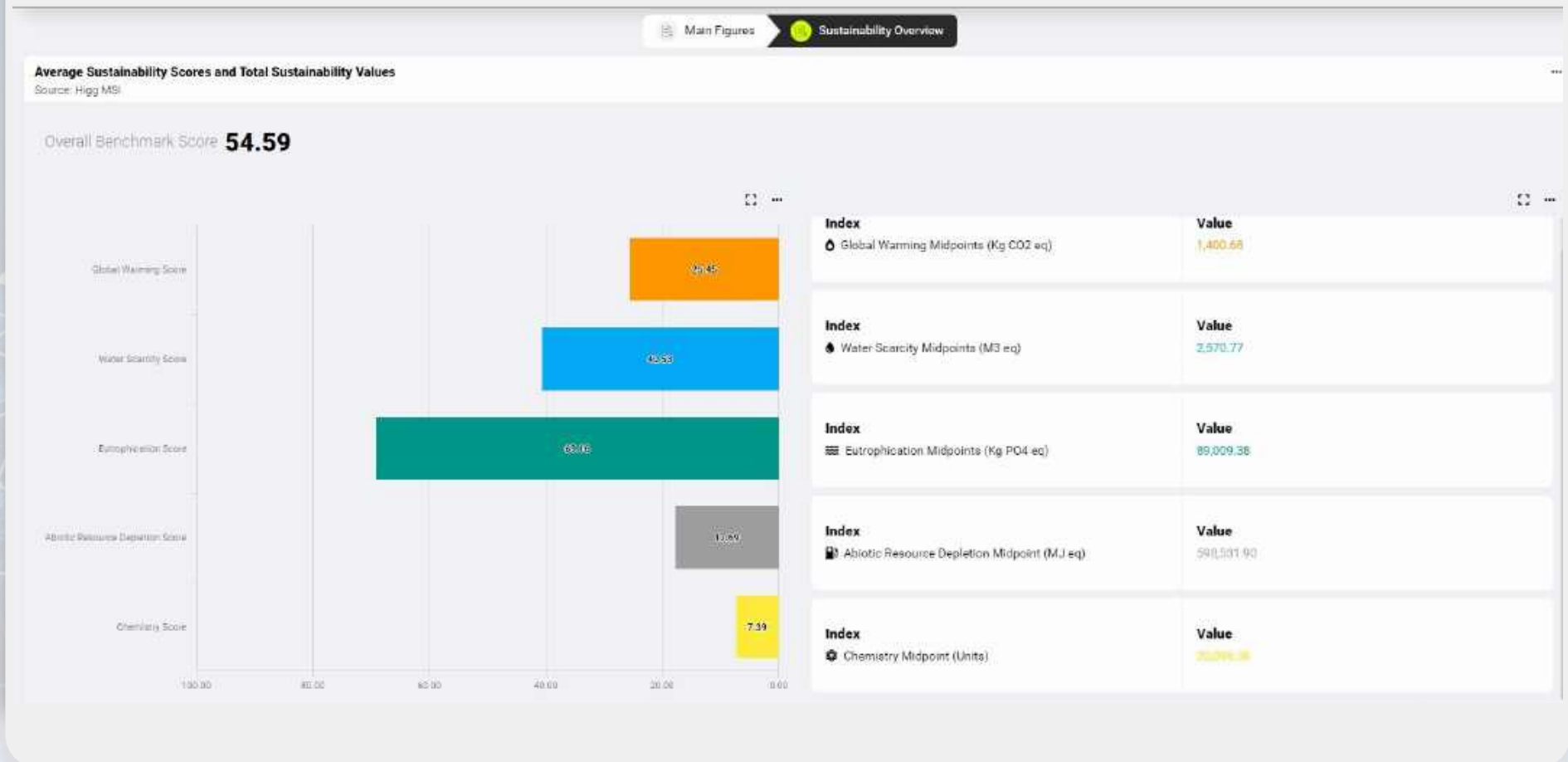❖Smart contract ESG traceability
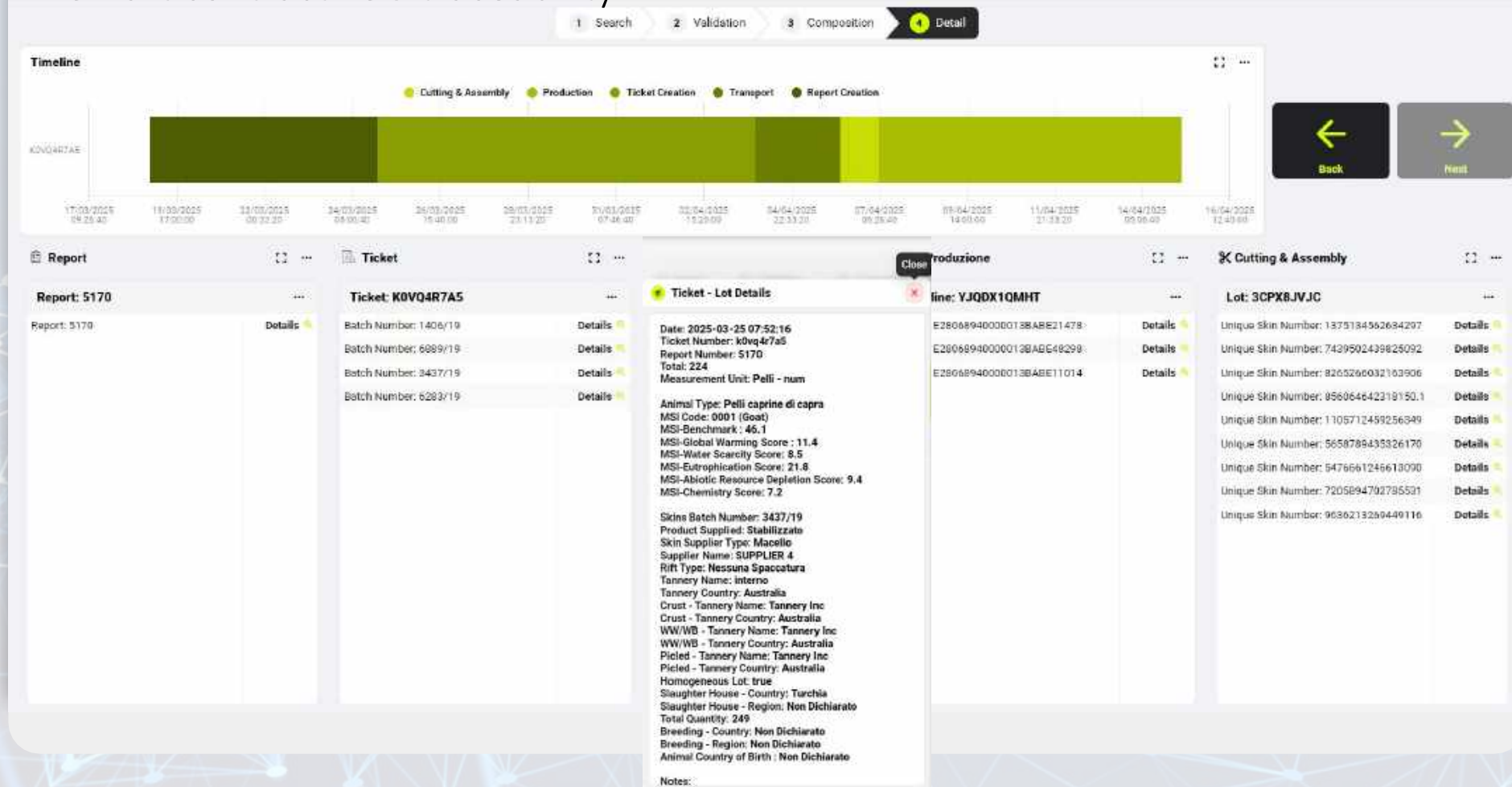
❖General supply chain overview

❖ESG scoring (in the sample Higg MSI)

LUXO MOBILE APP

«Luxo» and «Virgo» Apps, respectively used for certifications of finished products or supply chain traceability, allow manufacturers to self-certify each batch, using the best of different technologies, from RFID UHF and NFC up to certification on to the blockchain.

They allow companies and customers to monitor the entire life cycle of the product, which can be integrated with existing ERPs, aimed at maximum flexibility and ease of use by each actor involved, with a focus on user-experience for brands, suppliers and end consumers.

The aim is to protect the reputation of companies, creating fingerprints for each product, providing new analytics, improving the loyalty process. With our system, available for IOS and Android, any buyer, before making a purchase, can check the authenticity of each product with their smartphone and receive, at the time of purchase, the corresponding certificate of authenticity and ownership, registered in blockchain.

LUXO ECOSYSTEM

We combine products with their own unique NFTs, such as Digital Certificates of Authenticity, registered on the Blockchain, secure, readable, and transferable by any smartphone. The product's NFT becomes its authenticity passport, with a guarantee of non-duplicability thanks to the underlying technology.

Luxochain offers a service to end consumers, protecting them in the purchase of their products. At the same time, Luxochain works alongside the luxury brand, providing them a transparency, loyalty, and couponing system towards their customers.

LUXO is the token on which Luxochain ecosystem is based. Luxochain allows you to safely create, receive, storage and send Digital Certificates of Authenticity and Ownership of your Luxury goods.

Using our services, which can be purchased with the Luxo tokens, Brands can certify sustainability, traceability, ad authenticity of their products, improving their reputation.
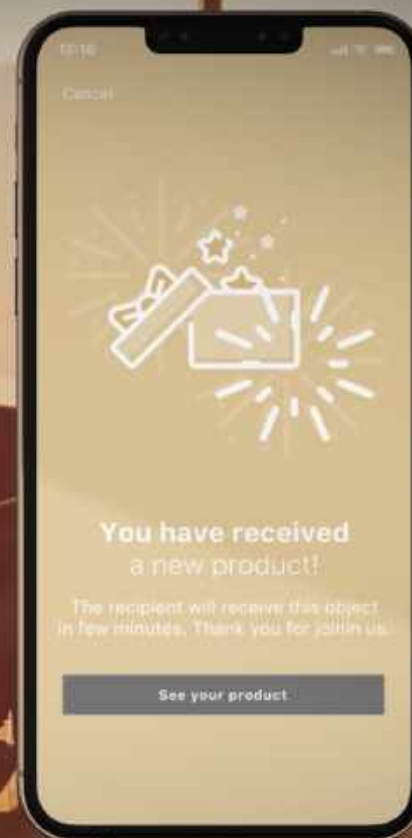
TRANSMITTING THE OWNERSHIP CERTIFICATE
VIA THE LUXOCHAIN WALLET

LUXOCHAIN
AUTHENTICATION & PAYMENT SOLUTION

POTENTIAL OTHER FUTURE APPLICATION INDUSTRIES:

- ❖ ART, MUSIC, SPORT
- ❖ PHARMACEUTICAL
- ❖ DIGITAL ASSETS
- ❖ COMPANY SHARES
- ❖ GOLD & DIAMONDS
- ❖ FOOD INDUSTRY
- ❖ AUTOMOTIVE

EVERYONE WANTS TO BE SURE OF WHAT THEY ARE BUYING.

LUXOCHAIN: CHANGING TOMORROW, TODAY.

INVESTORS

Polygon

Iconium - Blockchain Ventures

Swiss Crypto Advisors

Next Generation Fund

Poseidon NFT Fund

Aracanum Capital

LUXOCHAIN FOUNDERS

NATALE CONSONNI
FOUNDER

Founder and President of ICQ, Quality Certification Institute, Owner and President of IISG, Italian Toy Safety Institute, with over 500 employees worldwide, companies sold to the multinational UL (www.ul.com)in 2013. In the following years, he became Vice President and CEO worldwide of the consumer product division, specializing in product management, quality control, management, business development. Strong business development professional, Doctor of Engineering specialized in chemistry at MIP-Politecnico di Milano.
Previous experience: President and founder of Venture & Creation. Member of the Board of Directors of COMO VENTURE, an investor in start-ups. Vice President and General Manager Responsible Sourcing (RS), Registrar and Consumer Products of UL, Underwriters Laboratories INC.

DAVIDE BALDI
FOUNDER & CEO

Entrepreneur, venture capital, several years of experience into a management consulting firm, blockchain enthusiast since 2016. Graduated in Psychology at Padua University and specialized in business management and organization, experience in multinationals and in entrepreneurial companies. Lives in Lugano, Switzerland, since 2014.
Co-Founder & CEO at Luxochain.io
Partner: at Iconium - Blockchain Ventures, Blockinvest.it, ibooster.io.
Linkedin Davide Baldi,
Twitter Davide Baldi

ROBERTO GORINI
FOUNDER

Innovator, an entrepreneur with over twenty years of experience. He graduated in economics, and he got thousands of hours of experience as a trainer and coach for numerous courses and conferences. He is a blogger, public speaker, economics scholar, and author of the books Matrix Economy (2014), Crypto Economy (2016), and Caos Economy (2020). Ceo of Noku Project.
www.robertogorini.com

ALFREDO MALGRATI
FOUNDER

Graduated in Business Administration at Bocconi University, many years of experience in Ernst & Young, today an entrepreneur with over 300 employees in family businesses; for 25 years CEO of Vimoter SpA and Eurotubi Europa, ambassador of "made in Italy" in the metalworking sector, awarded among the top 500 Italian companies. Passionate about finance, innovative technologies, and blockchain, he is a convinced supporter of the combination of the old economy and digital technologies.

LUXOCHAIN TEAM

MARCO GUARDUCCI
CTO

FEDERICO VIGANÒ
COO

MARCO RUFFA
HEAD OF LUXURY
MARKET

DAVIDE ZUCCHETTI
MARKETING
MANAGER

MARCO BARCHETTI
MARKETING SPECIALIST

ELISA LAEZZA
CUSTOMER
MANAGEMENT

GIANMARCO CARUSO
DIGITAL PM AND UX / UI
DESIGNER

LORENZO RIGATTI
STRATEGICAL
PARTNERSHIP

GUIDO MENGONI
STRATEGICAL
PARTNERSHIP

FEDERICA FONTANA
SOCIAL MEDIA
MANAGER

CRISTIANO CANTELLI
SENIOR DEVELOPER

ANDREA NARDI
SENIOR DEVELOPER

FABIO PACCHIONI
SENIOR DEVELOPER

MARCEL BUJOR
SENIOR DEVELOPER

NAOR ADNO
BUSINESS DEVELOPER

VALERIA MONTINI
ADMINISTRATOR
MANAGER

LUCA IAVARONE
PROJECT MANAGER

BARBARA CAVALLINI
PROJECT MANAGER

FILIPPO LERDA
HEAD OF
ENTERTAINMENT
MARKET

ALESSANDRO DURBANO
HEAD OF
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