



LUXFOLIO

POWER OF LUXURY

UNLOCK THE POWER OF LUXURY

US \$300 billion+ a year is spent on jewelry, handbags, high-end fashion, shoes and more. And we invest even more in a plethora of other luxury items – from fine wine to fine art, sports memorabilia, rare carpets, cars and other assets.

Trillions of dollars of luxury assets are in our closets, hang on our walls, sit in wine cellars and garages, or are locked in storage lockers and safety deposit boxes. Luxury is even kept inside the proverbial shoe box – perhaps a pair of \$10,000 collectible sneakers – invested in by one of the millions of shrewd millennials now powering the collectible luxury apparel sector to new heights.

The human desire for luxury has few boundaries – it crosses most countries, cultures and demographics. From millennials to grandparents, start-up entrepreneurs to old-money billionaires, and everyone in between, luxury is almost universally seen as both a marker of personal success and a sound investment.

Luxury is a lifestyle. It is a global trend. It is a proven and premium investment class, representing an astounding amount of global capital.

Yet most people investing in luxury share a common dilemma: **It's difficult to unlock the value of this asset class.**

CHALLENGES

1 There is a **need for a secure and reliable place to authenticate and register the value of luxury investments**, making it difficult to insulate our assets against \$450-billion of counterfeit items produced every year.

LUXXFOLIO solves these challenges for everyone.

LUXXFOLIO is a new cloud-based platform with a free mobile application that enables you to easily record the authenticity of all your luxury assets in one place. It is powered by a proprietary technology platform called *SMARTLUXX*.

The custom-made application keeps a record of the important details and stories of your luxury assets – when, where and why they were bought, even why it was given as a gift or heirloom.

You can do it yourself, with no expensive or intrusive middleman, or have one of our LUXXFOLIO advisors assist you in authenticating your assets, from one major item to an entire estate.

LUXXFOLIO believes in the people who invest in luxury, at whatever level they do so.

We understand luxury can be a rock-solid and future asset class. Such purchases can show a person's financial reliability, particularly those who are younger. We see luxury as no different than investing in real estate or a stock portfolio.

One of the greatest benefits of LUXXFOLIO is its ability to help you **unlock the current and future value of your luxury assets, without you ever having to sell them.**

We have forged trusted partnerships with financial institutions. Our partners, like us, respect and value the discipline needed to build a LUXXFOLIO. Based on a person's history of purchasing and collecting luxury items, we will offer you access to important financial products and services: credit cards, lines of credit, perhaps even a mortgage for a house.

2 Despite the value or size of an individual luxury portfolio, **luxury goods are generally unrecognized or frozen assets**, never fully considered into our personal net worth or financial portfolio.



LUXXFOLIO can also protect your luxury assets in a way few others can. Members will be offered custom insurance for every item they put into their LUXXFOLIO, to ensure they are truly and fully covered, item by item, whatever might happen.

IF YOU ARE...



an entrepreneur who wants to build a trading business or create your own market in luxury, LUXXFOLIO is a powerful business tool. It will help you organize your luxury goods, verify them on the blockchain with a smart contract and guarantee your customers of your products' quality and authenticity.



an artist — or any kind of artisan, maker or gallery owner — you can create a LUXXFOLIO that will allow you to stamp and protect the authenticity of your work. You can even create a network of collectors, retaining total oversight because you can see every transaction on the blockchain and record its provenance.



a student, or someone who wants to go back to school, or try something new, LUXXFOLIO will allow you to use your luxury portfolio to receive the loan you might need to fulfill that dream, without selling your luxury collection.



an estate planner, or someone wanting to liquidate an estate, it will be easier than ever to pass on heirlooms to loved ones or donate to a philanthropy. Nobody will ever be confused about probate and the distribution of estate assets. Everything will be in LUXXFOLIO, recorded, valued and delivered to exactly who and where you want. It's an estate planner's — and lawyer's — dream app.

What is nearest to our hearts is that LUXXFOLIO can also preserve something money can't buy. The memories, people and wonderful stories that so often inspire the gifting or purchase of a luxury asset.

You will be able to enter those special moments — buying an engagement ring, receiving a watch or other heirloom from a parent or grandparent, or celebrating a career success — into your LUXXFOLIO permanently. Like a diamond, these memories will be forever.

At its core, we like to think LUXXFOLIO also unlocks the future potential of people — we are only beginning to imagine the possibilities.

Collecting luxury assets isn't new. Through the ages, a privileged few have always had the chance to collect fine things and precious objects. But now luxury is increasingly attainable by everyone. It's a global trend and a lifestyle.

We believe the value, and **power of luxury**, should be unlocked for everyone.

That's why we created LUXXFOLIO.

Technology behind LUXXFOLIO

SMARTLUXX

SMARTLUXX is built around blockchain's distributed ledger — using the same sort of algorithms and secure technology that banks and national security agencies now see as the future of registering transactions and storing wealth, referred to by experts as "smart contracts".

LUXXFOLIO is powered by our proprietary technology platform, SMARTLUXX — smart luxury contracts.

We realized we could bring those complex smart contracts to everyone, to help them authenticate, protect and unlock the value of their luxury portfolios.

HOW IT WORKS

SMARTLUXX in seconds.

Anytime. Anywhere.

1. Download the LUXXFOLIO app
2. Upload a picture of your luxury item and provide some documentation
3. Your LUXXFOLIO is started and ready for you to add other items

SMARTLUXX protects your luxury assets so you can unlock their value.



LUXXFOLIO WILL BE RELEASED SOON.

Please visit LUXXFOLIO.com and sign up to receive notifications regarding our product's progress and official launch date.

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