

IDONEUS

Reinventing the Global Luxury Asset Economy

Condensed White Paper

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Idoneus: Reinventing the Global Luxury Asset Economy

Idoneus is reinventing access to, and the value of, luxury. A new secure digital economy, that makes it simple and easy for luxury assets, goods and services to be purchased, sold, rented or otherwise experienced. This frictionless society is using a new common unit of value: a smart currency called IDON.

Created by leading industry professionals representing over a century of experience across five continents, supported by world-class partners and advisors, the new Global Luxury Asset Economy provides:

- A world-class user portal.
- Market leading high-end asset portfolio.
- IDON Token to increase the total value of the Luxury Asset Market.
- Blockchain technology for enhanced speed, security, and traceability.
- Private investors, family offices and institutions with greater speed and security of trading.
- Greater participation from new sources of wealth, creating new value flows.

Idoneus has a clear purpose: to build a borderless economy that increases value of assets, provides freedom of choice and control over personal wealth.

Idoneus: This is a Market that Needs Reinventing

At the start of 2019, the size of the global luxury market (excluding real estate) was estimated at over \$1.3 trillion (based on nine categories from luxury yachts to fine art); if we factor in the luxury real estate market, of \$3 trillion in the US alone, this is a market of unprecedented scale. The predominant method of trade in this market is “Trade and Barter”, a system estimated by the United States Department of Commerce accounting for 25% of world trade, dating back to biblical times and now regulated across the world.

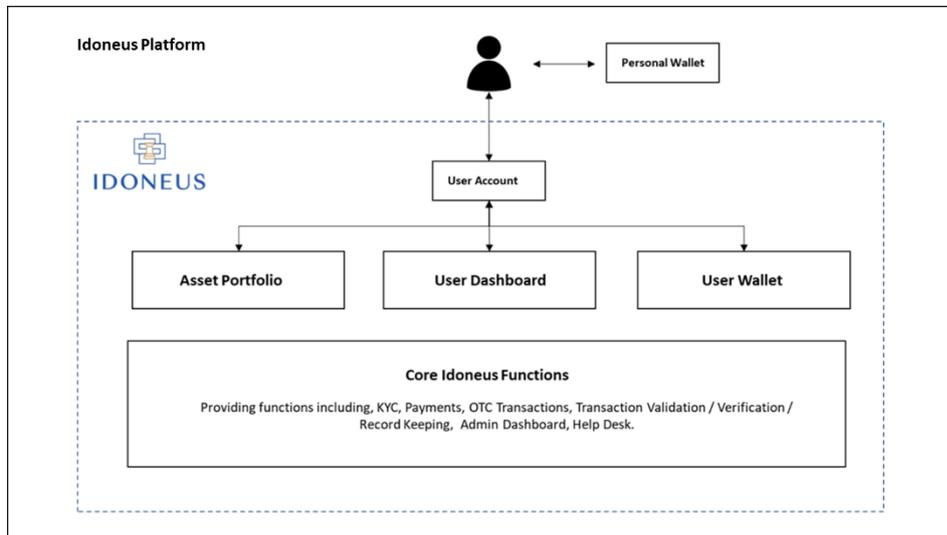
Yet despite its history and the advent of regulation, this is a market that still has significant risk and inefficiencies, that is being solved through reinvention and growth – solved by Idoneus.

At the heart of the New Idoneus Luxury Economy is the ability to **Use an Asset to Buy an Asset**, directly, without the need to convert to cash, irrespective of the physical complexities and variability across each asset type. Idoneus is reinventing the market and solving current market failures:

Problem	Current Market: Failing	Idoneus: Solving
Counterparty Risk	Parties not known, costly risk management	Verified Identity, known transparent economy
Luxury Asset Risk	Long, costly, assurance processes	Visible portfolio, authenticated, frictionless
Value Risk	Numerous 3 rd parties involved, taking margin	Platform facilitates transparent P2P transactions
Currency Risk	Multiple currencies in transactions, volatile	IDON volatility removed through Smart Contracts
Inflexibility	Basic products: buy, sell	Tokenisation enables new products
Additional Benefits	Rewards fragmented across many providers	Discounts, rewards, offers in one place

Idoneus: A New Luxury Asset Economy Enabled by a “First of its kind” Blockchain-Based Platform

The Idoneus Platform supports the First luxury marketplace with the world’s finest assets to accept crypto, assets, goods and services as payment, providing near instant liquidity and instant utility: **“Simply log on and trade”**.



Idoneus: Technology and the IDON Token

Our choice of technology represents the integration of the best “tools for the job” to create a platform that is modular, scalable and can be constantly upgraded and support new innovative products and features:

Token	Blockchain	Smart Contracts
<p>IDON - ERC20 payment token:</p> <ul style="list-style-type: none"> • Available OTC at Idoneus • Managed release on Public Exchanges • Publicly traded at a min \$10.00 token price. • Private trades subject to negotiation. • 1bn tokens max supply 	<p>Ethereum blockchain, supporting:</p> <ul style="list-style-type: none"> • Peer-to-Peer payments • Asset transaction recording • Identity management • Ownership registration • Enhanced transaction security • Monitoring and compliance • Smart contract implementation 	<p>Facilitate, verify & enforce agreements:</p> <ul style="list-style-type: none"> • Token generation • Token distribution • Token management • Purchase agreements • Rental agreements • Exchange agreements • Ownership transfers • Ownership registration

Idoneus Society: Value Protection and Benefit

Our Idoneus Society fall into three categories: **Industry Partners, Asset Owners, Token Holders.**

Every Society Member, as a registered and authenticated User of IDON, on the Idoneus Platform will automatically qualify for rewards programs. The rewards programs will develop over time, but will include benefits such as:

Discounts on assets, goods and services | Rewards for loyalty, frequent usage, long term token holding | Referral rewards | Invitations to exclusive events | Special offers | Giveaways | Merchandise | Exclusive access to privately owned assets| Personal invitations to view new assets before general availability.

IDON Token and Smart Contract Design is also structured to protect value and underpin value growth for our new Economy. We understand that protecting the value of one's assets is of paramount importance. This is true whether holding a physical or digital asset. In order to protect all holders of IDON, our technical specialists have implemented two mechanisms that protect the price value of IDON.

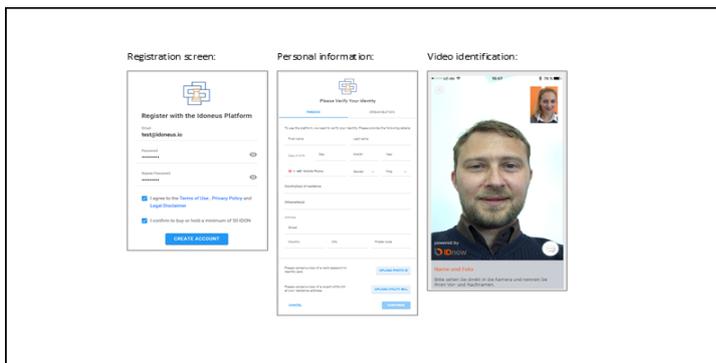
- The first mechanism is that in the token smart contract we have programmed the function that a token transaction is only allowed if the price of the token is at \$10 or above. This also means you cannot deposit or withdraw IDON from a cryptocurrency exchange, unless the price is at \$10 or above.
- The second mechanism is that the cryptocurrency exchanges and token management platforms where IDON is listed, have implemented functionality that disables trading (buying and selling) of IDON below \$10.

We have put these mechanisms in place as we desire to avoid any possibility for significant token holders to negatively impact value of the entire Idoneus Economy by one significant holder divesting of their tokens at a grossly discounted value which could be a detriment to the entire ecosystem. This value protection functionality gives all holders of IDON the confidence they require, while also providing the freedom to sell tokens privately at a price above or below \$10.00 per token, as well as the option to use IDON tokens as payment for other items of value at any price basis two parties deem acceptable. This functionality provides all holders of IDON significant avenues of utility while protecting the overall value of the entire Idoneus Economy at the same time.

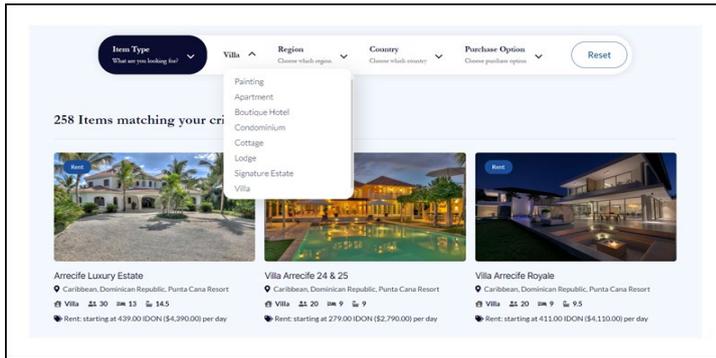
Idoneus Experience: Exceptional Usability and Features

The Idoneus Society has access to a platform with un-rivalled features. This is detailed in our Whitepaper and experienced in full via our website and platform. For illustration, two examples are as follows:

Onboarding and KYC



Portfolio View



Idoneus: An Outstanding Team



JARRETT PRESTON, CHIEF EXECUTIVE OFFICER

Over 25 years of direct industry experience as a respected Strategic Advisor and C Level Executive. As Founder and Chief Executive Officer of Obsidian International Asset Trading, the world's leading firm dedicated to facilitating the trade of high-value physical assets, Jarrett has built and overseen a multibillion-dollar trade portfolio spanning 26 countries, across nearly every class of asset.



JOSEPH WILSON, PRESIDENT

Over 25 years as an entrepreneur and leader in the real estate investment and barter industries. Prior to serving as President of Idoneus, he served as the Managing Member of multiple real estate-centric organizations, including; CW Real Estate Enterprises, a firm focused on strategic real estate investment in major markets of North America, where he and his team facilitated the acquisition, management, and sale of substantial residential and commercial asset portfolios.



TIM O'LEARY, VICE PRESIDENT PORTFOLIO DEVELOPMENT

Tim has served as Director of Portfolio Development for Obsidian International Asset Trading, the world's leading firm dedicated to facilitating the trade of high-value physical assets. Tim began his career in the asset and wealth services industry as Sales Director for Avpro, the industry leader in business and personal jet sales and acquisitions. He has cultivated and represented Fortune 500 companies, family offices and high net worth individuals throughout the world.



MIKA ROMANOFF, VICE PRESIDENT CORPORATE AFFAIRS

Over 20 years of international experience in financial services and consulting. Particular strengths in financial advisory, fund management, mergers and acquisitions (M&A), business development, deal origination, and both financial & business strategy. Mika acted as Fund Manager for a Dutch registered USD 200 million Private Equity fund Pluribus Optimum Fund.



MARCO VAN DER WEIJDEN, VICE PRESIDENT DIGITAL TRANSFORMATION

More than 25 years of experience as a manager, consultant, and entrepreneur. Delivering large-scale IT & Telecom projects around Europe, running an IT Consultancy company in Switzerland and co-founding multiple businesses. As a sought-after strategic advisor, he is working with several international crypto companies such as C6advisors.com, Gaimin.io, GeeGee.io, MoguTech.io and JOINTo.



BLAISE CARROZ, VICE PRESIDENT GLOBAL ACQUISITIONS

Blaise identifies and qualifies high value asset acquisition opportunities for Idoneus as well as forging industry partnerships. He brings vast market knowledge as an international real estate property developer with 25 years of experience in the luxury asset industry. He has developed and sold hundreds of millions of dollars in real estate. Blaise's first project was Aquaparc, a successful indoor waterpark in Switzerland (awarded the 2000 UBS Tourist Award). He developed, built and operated the venture before selling it to the Grévin Group.

Strategic Advisors



**DR. HANS
KUHN, SWISS
LEGAL ADVISOR**



**DR. JEPPE
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**DR. NEIL
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**STEFANIA
MINUTAGLIO,
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ADVISOR FINE
ART**

Useful Links

Website | <https://idoneus.io/>

FAQs | <https://support.idoneus.io/>

Whitepaper | <https://idoneus.io/idoneus-whitepaper/>