



BLOCKCHAIN PLATFORM
FOR REAL ESTATE
INVESTING OFFERING
ASSET-BACKED
CRYPTOCURRENCY



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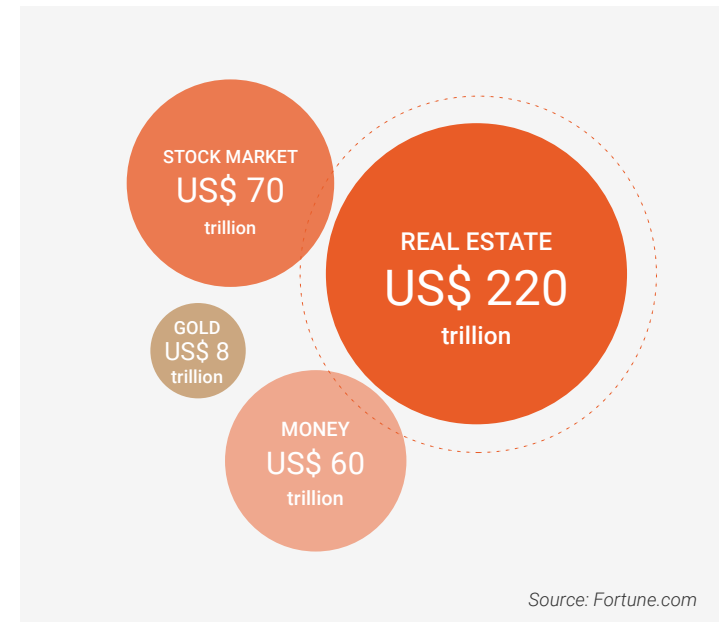
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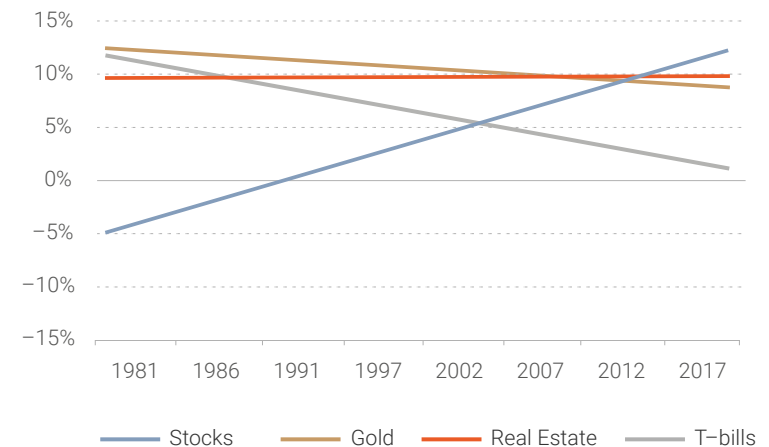
The Problem

- > Cryptocurrencies are extremely volatile, which prevents them from being more commonly used for the other than speculative purposes
- > Lower volatility can be achieved by backing them with physical assets
- > The best asset class we know of is Real Estate: The largest industry in the world, stable historical returns and high predictability
- > But Real Estate is capital intensive with high entry barriers. Smaller investors do not receive the same level of returns as do large corporations, and cannot control their assets pooled in funds under third-party management
- > Global exposure to real estate collective schemes for smaller investors is limited as most of the time regulations prevent them from accessing such vehicles outside their country of residence

Real estate is a US\$200 trillion industry with over US\$750 billion of annual investments



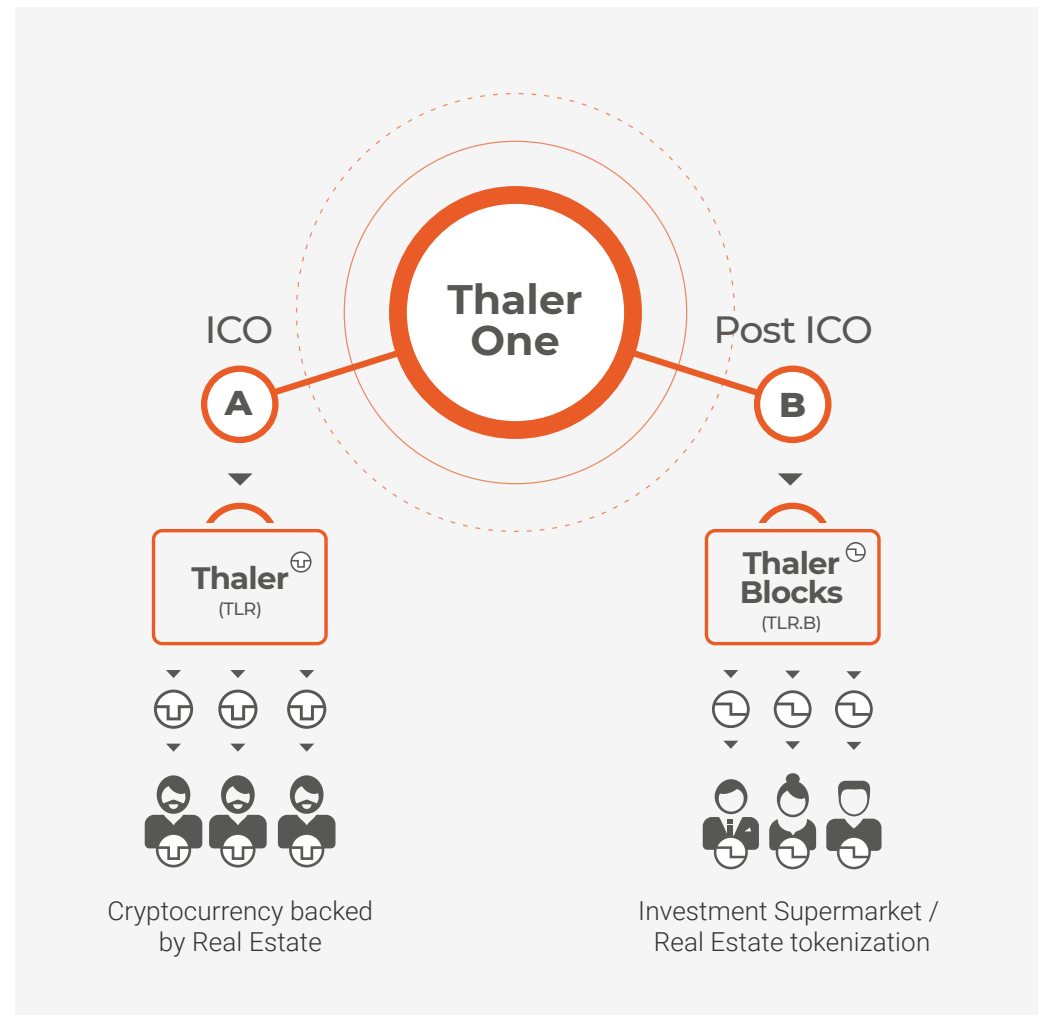
Lesser volatility than stocks or gold and historical returns at a level of 9% since 1980



Source: Bloomberg

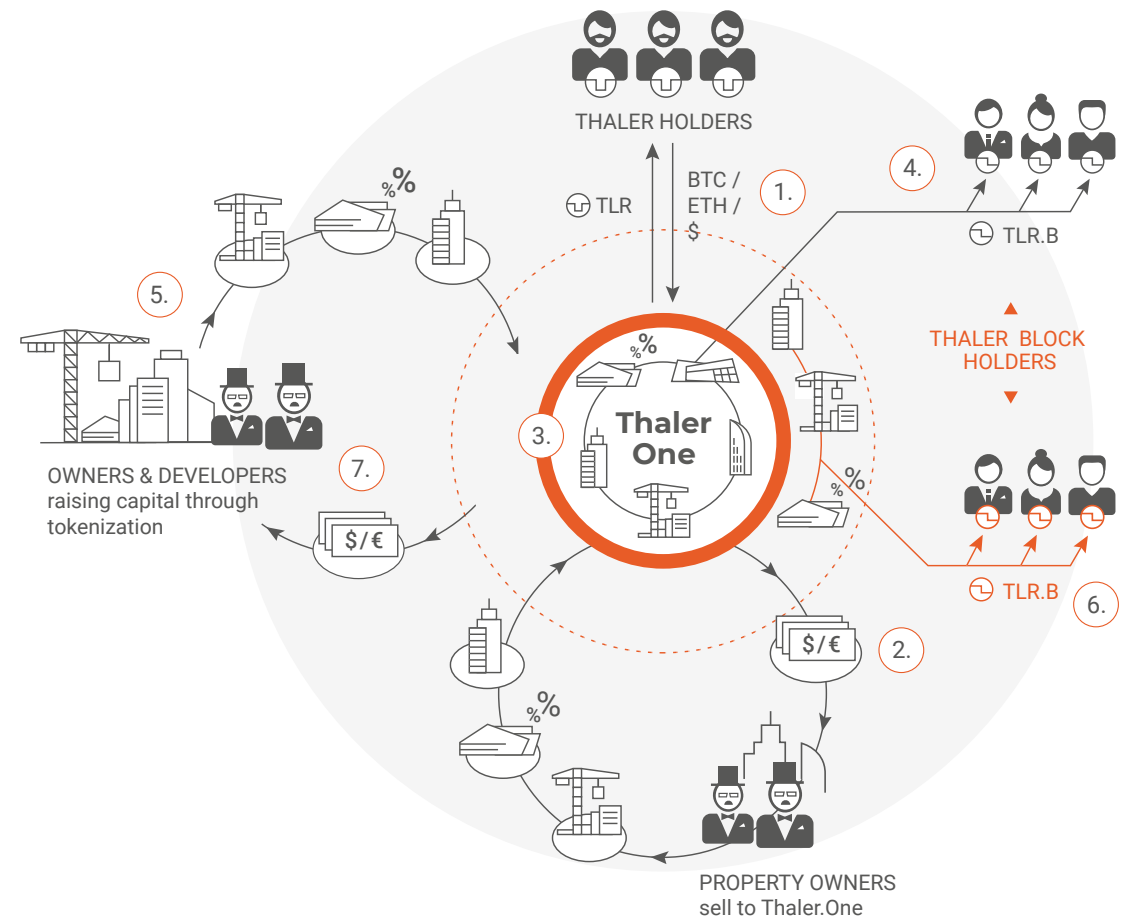
The Solution

- > Blockchain technology allows us to create a cryptocurrency secured by real estate and provides crowdfunding opportunities for investments
- > We introduce Thaler.One – an Ethereum-based platform that combines traditional real estate investing with blockchain technology, all under professional management
- > Thaler.One is an investment vehicle, which includes a marketplace to buy, sell and raise capital, providing opportunities to invest in real estate directly with any budget
- > Thaler.One will issue tokens called 'Thaler' which will be backed by real estate and will provide its holders with current income from real estate and income from services offered through the Thaler.One marketplace



Thaler.One Platform in action

1. Investors participate in the Token Sales and receive Thaler tokens
2. Thaler.One uses Token Sales proceeds to purchase real estate assets
3. Real estate assets in the Thaler.One earn income
4. Some assets are resold with profit through tokenization to investors, holders of Thaler.Block tokens
5. Real estate owners who want to sell or raise capital contribute their assets to the Thaler.One
6. Thaler.One tokenizes them and resells to investors in exchange for Thaler.Block tokens
7. After Thaler.Block tokens are sold, real estate owners receive funds for their assets



Sources of revenue for Thaler token holders

- > Current returns from real estate: rental income, interest on loans and profits from sale
- > Profits from re-selling real estate assets individually in the form of Thaler.Block tokens
- > Commissions for tokenization of assets charged to third-parties who want to buy/sell/raise capital through the platform

Key Team



Will
Andrich

Co-founder, CEO

Professional Investment Banker, worked at Morgan Stanley, LCF Rothschild, Astor Capital in London, New York and San Francisco

MBA UC Berkeley
CFA

Day-to-day operation, fund raising and strategy



Stan
Joukov

Head of Real Estate

Seasoned Real Estate Professional through Cushman Wakefield, EY, AFI, OPIN

York University,
MBA Laurier School of
Business & Economics

Real estate acquisition
and management



Anton
Zanimonets

Marketing Advisor

Knowledgeable IT Marketing executive. Participated in Tokenbox, OpenLongivity, IconicMobile, Nekupon, Psychofriend, Confeta, Mermaid.

MSU, Philosophy &
Political Science

Marketing in crypto
community



Igor
Levshin

CTO

Qualified IT Professional. Worked at leading investment and real estate development companies including Alfa Group and AFI. Advisor to many start-ups in IT security

Bauman Technical
University and HSE

Blockchain platform
architecture and
development

Thaler.One was founded by real estate and finance professionals with significant experience in real estate, excellent reputation. Each member of the team possesses from 10 to 25 years in their field and the team's total amount of raised capital exceeds US\$10 billion.

Comparables



Real estate crowdfunding platforms gaining popularity and have shown a sharp increase in funds raised over the past couple of years



www.realtyshares.com

- > Established in 2013
- > US\$700 mln invested in > 1 000 projects. Distributed US\$130 mln in dividends
- > 120 000 registered users
- > Over US\$1 bn total value of financed assets



www.realtymogul.com

- > Established in 2012
- > US\$320 mln invested in c.400 projects up to date. Distributed US\$70 mln in dividends
- > 150 000 registered users
- > Over US\$1 bn total value of financed assets

CADRE

www.realtyshares.com

- > Established in 2014
- > Over US\$350 mln in raised capital
- > Over US\$1 bn under management
- > Among investors – Goldman Sachs, Andreessen Horowitz, Jack Ma, Ford Foundation

Pros

- > Professionally managed by teams with expertise in real estate
- > Act within U.S. legislation, full legal transparency
- > Opportunity to select individual assets and strategies
- > Low entry-ticket starting from US\$5 000

Cons

- > Invest in the U.S. and available to U.S. residents only
- > Lack liquidity (investor needs to wait until the end of the project)
- > Limited size of investment and limited diversification
- > High fees charged to investors and companies looking for capital



20+ REAL ESTATE RELATED PROJECTS IN BLOCKCHAIN WERE PRIMARILY UNSUCCESSFUL

- > Lack of real estate experience as evidenced by lack of well-defined investment strategies
- > Do not disclose legal set-up, likely raising funds not in compliance with laws in any jurisdiction
- > Concentrate on IT solutions digging deep into technical details often ignoring the idea's economic rationale
- > Charge high up-front fees, which go back to founders (e.g. 20-30% of tokens allocated to team; 20-100% of collected funds are 'project' related expenses)
- > Nevertheless, gained attention and managed to raise c. US\$50 mln (combined) of which US\$30 mln went into the largest 3 projects



THALER.ONE OFFERS THE BEST OF BOTH WORLDS COMBINING TRADITIONAL CROWDFUNDING WITH BLOCKCHAIN

- > Clear investment focus and transparent legal structure
- > Professional team and alliances with the industry's majors
- > The bulk of funds raised are directed to buy assets, thus creating tokens backed by tangible real estate
- > No geographic boundaries and no limits to invest
- > Lowest possible fees with help of blockchain due to shortening the line of middlemen
- > Opportunity to offer investment products in countries, where foreign investment is limited, namely China