



BLOCKCHAIN PLATFORM  
FOR REAL ESTATE  
INVESTING OFFERING  
ASSET-BACKED  
CRYPTOCURRENCY



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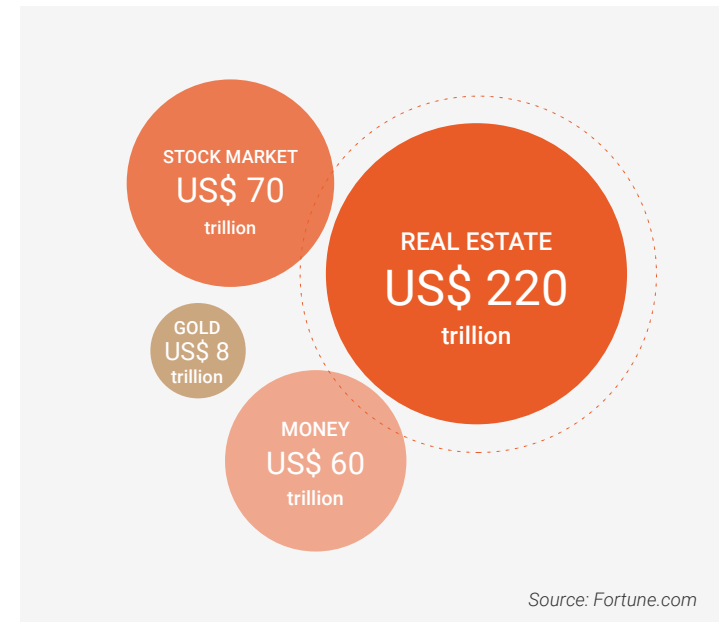
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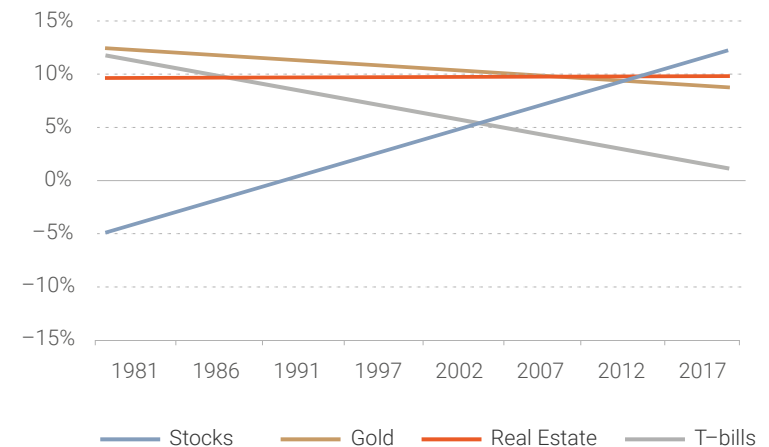
# The Problem

- > 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



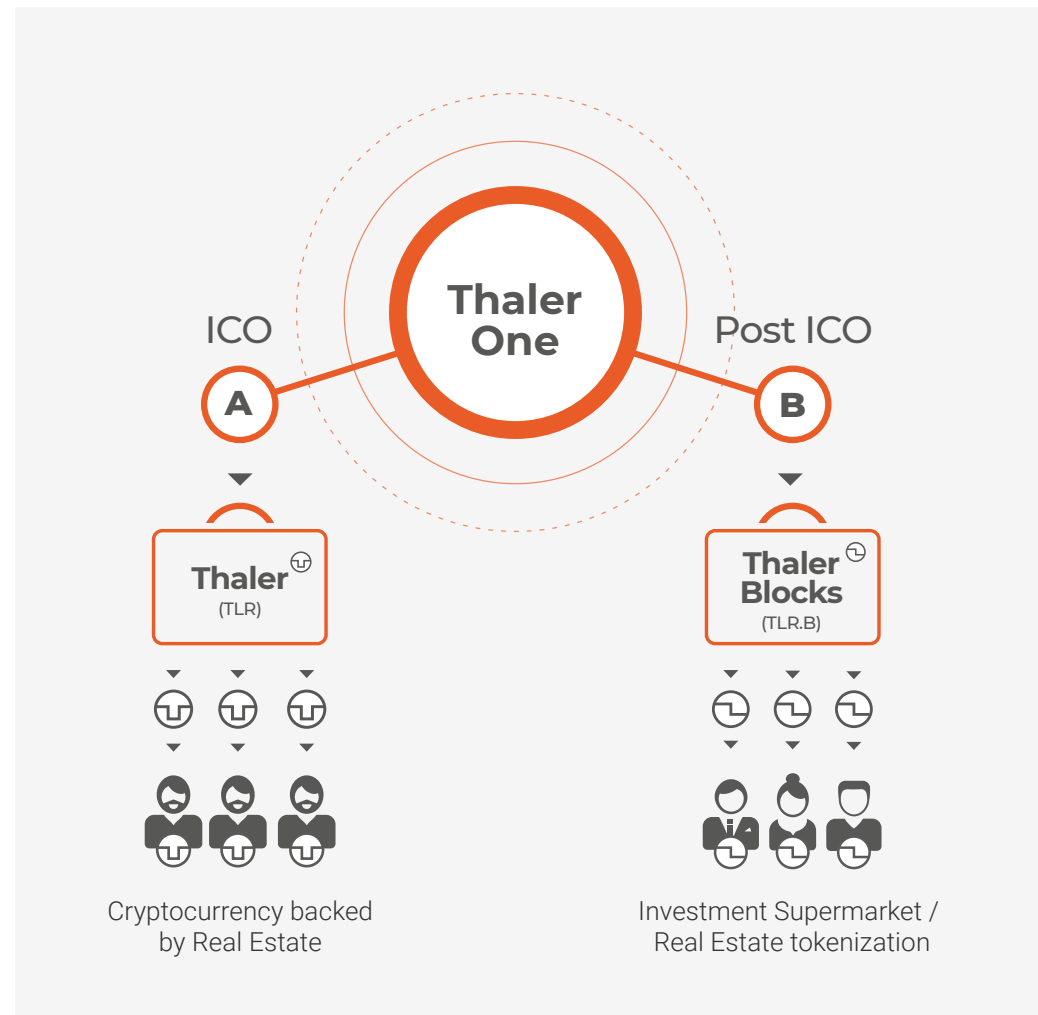
Lesser volatility than stocks or gold and historical returns at a level of 9% since 1980



Source: Bloomberg

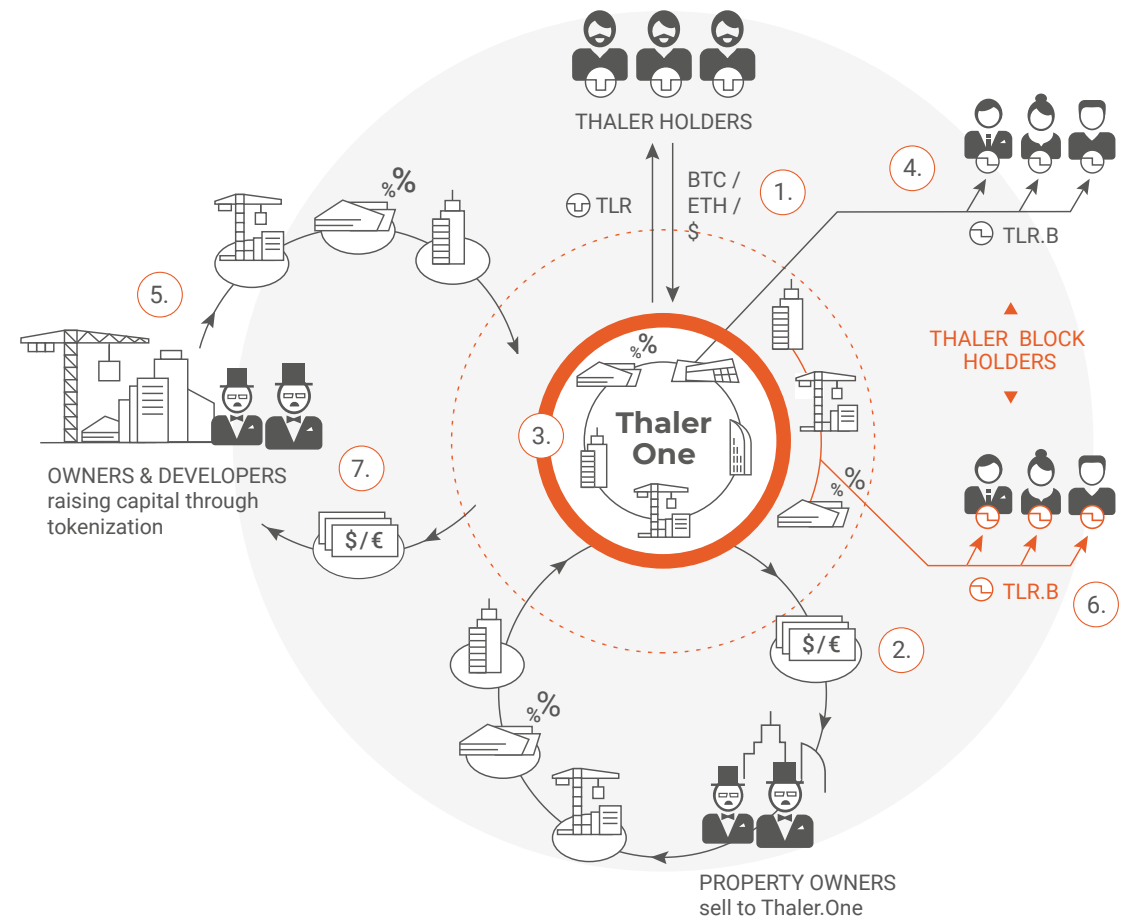
# The Solution

- > 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

# Advisory Board



Michael  
Lange

*Managing Partner at ACG, alternative investment management firm with focus on Europe and Asia. Former Chairman of the Board, Jones Lang LaSalle CIS-a global money management firm*

Recognized among the top most influential real estate executives in the European market

Supervised, raised, placed and structured equity and debt directly and indirectly in real estate up to USD 20 billion

Executive Degree from INSEAD



Mattia  
Rattaggi

*Member of Crypto Valley Association, Switzerland  
Co-chair of the Regulatory Policy task force  
Co-author of ICO Code of Conduct  
Former head of regulatory relations at UBS Group*

Advisory Board member of the Smartone Foundation.

Seasoned financial services executive and a fintech specialist with focus on blockchain applications, ICO processes, cryptoassets and regtech solutions.

Ph.D. in Economics from Fribourg and post doc research Cambridge



Saydam  
Salaheddin

*Head of EMEA Real Estate, Credit Swiss  
Senior executive investment banker with over 20 years of experience in the European real estate market*

Former Head of Capital Markets for Jones Lang LaSalle, Global Head of Real Estate for Renaissance Capital, various roles in Credit Swiss and Morgan Stanley

Extensive experience in IPOs, M&As, PP, LBO, deal structuring for large real estate assets c. \$25 bn worth of transactions

LLB King's College London and La Sorbonne, Paris



Stephen  
Inscoe

*Real estate Executive with vast experience in development, research, project finance  
Co-founder of a number of listing and e-commerce platforms*

Co-founder of a blockchain research and analytics platform for commercial real estate

Former Head of Research for HRO Group, one of the United States and Europe's largest speculative real estate developers

Completed research and financing missions for Cushman & Wakefield, MLP Logistics, HP Data Centers, JP Morgan, GE Capital, Pfizer, L'Oreal, Shell, Bouygues Telecom, SFR, Oracle, and other finance and real estate institutions.

Graduate Degree in Estate Management and Economics from the University of Birmingham, UK

Chartered Surveyor and a Member of the Society of Property Researchers



Our blue-chip management team and advisory board have the unrivalled network and experience to source, price and buy high-quality European real estate assets – both on and off market.

# 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



Evgeny Luneev

*Co-founder*

Experienced executive in the fields of international finance, banking and capital markets

Stanford University, CPA, MGIMO

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, Phychofriend, 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](http://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](http://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](http://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