ENTER THE NEW AGE OF LUXURY
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What is an NFT?

NFTs are digital assets represented as photos, videos, and/or audio. NFTs are one-of-a-kind, verifiable digital assets that are traded on blockchain technology while providing an unbreakable proof of ownership.

NFTs can be transferred between users without a third-party. NFTs create a degree of scarcity on the internet, where most things currently exist in infinite supply.

How does an NFT work? NFTs are recorded on blockchain technology, a decentralized public ledger that records transactions.

The asset’s digital file is then minted as an NFT and recorded on the blockchain, making it easy to verify ownership and trade NFTs. There can only be one holder of an NFT at any given time, as all transactions are traceable and secured by the blockchain.
After missing out on the eCommerce boom 15 years ago, and the resale economy 10 years ago, luxury brands are more willing than ever to develop new business segments that allow them to recruit and nurture their future clients.

There is an old saying in luxury: "Cultivate today tomorrow’s client". The industry is going towards a general saturation of its geographies, distribution channels and communication platforms. With the rise of conscious consumerism and heightened scrutiny around sustainable practices, NFTs have the potential to become a long-term growth engine for Luxury brands, and a new business division.

**NFT sales surge to $10.7 billion in Q3 - DappRadar**

Quarterly non-fungible token sales volumes across multiple blockchains, in U.S dollars.

Why not now?

The global pandemic forced long-term store closures and deeply affected the entire luxury market. Brands had to adapt quickly and they gained 5 years of technological adoption within the first 12 months of the pandemic.
NFT technology unlocks an immense potential for creating unique digital assets and developing richer connections between creators and their fans. Imagination is the limit. NFTs have already spread through art, sports, culture, music and media.

NFTs are paving the way to a broader metaverse adoption. Brands started developing experiences, NFTs and digital products on various platforms, to tap into the gaming community and expose their brands to new audiences.

**Bloomberg’s assumptions for Metaverse growth by 2024**

Source: Bloomberg Intelligence, as of June 2021. LHS = Market Size ($bn) / RHS = Annual Growth Rate.
OUR DIFFERENTIATION POINTS

What are our differentiating factors?

NFT Marketplace dedicated to Luxury Brands
A platform for minting NFTs issued by luxury brands. A secondary marketplace, for authentic certified NFTs – an elevated experience aligned with luxury standards. A clear positioning, focusing on 5 luxury pillars: Fashion, Watches, Jewelry, Beauty and Supercars.

A Community for collectors -
Social features encouraging users to share and showcase their collection with like-minded collectors and cultivate clients through rich utilities attached to each NFT. From Digital, Physical and Experiential utilities, NFTs are a gateway for a new kind of connection between a brand and its fanbase. Utilities can be invitations to private events, co-development of future products, drive-to-store programs linked to NFT exhibits, etc. Imagination is the limit of what CRM programs brands can develop for their NFT communities*

Exclusible ambitions to be the “Net-a-porter” of NFTs.
We are brand advocates. Our deep understanding of luxury allows us to protect our brand partners image, positioning and equity.

Our objective is to democratize access to NFTs, starting with crypto enthusiasts, but ultimately serving traditional luxury goods customers. Our endgame is clear: onboard millions of new users, especially women, to NFTs.
WHO ARE WE?

Exclusible is a startup that was born with the sole purpose of taking Luxury Brands a step further into their digital transformation by opening up the world of NFTs and its immense potential. We are a team of entrepreneurs, luxury executives, blockchain technologists but above all, we are all NFT enthusiasts!

Working remote, between Portugal, Paris and New York, we cover the European and US markets and bring senior level experience to the table. All of us have held founders, executive or senior roles within highly recognized and respected firms in our respective industries.

Our overarching vision is that in this decade, Fashion and Luxury brands will integrate digital assets as a new business division, to dress the Metaverse and offer unlimited possibilities to their communities to express their digital identities.

The first step in the realization of this vision is to help brands tap into NFTs and develop engaging experiences for the crypto community. This is our passion and our mission. Helping brands develop rich and compelling NFT concepts which will enrich their brand equity and create long-term value for the community. More than just an NFT marketplace, Exclusible connects Luxury brands and the extended crypto community. That positive feedback loop between Brands and Community is our mission. Exclusible is the gateway for that relationship to take place and blossom.

_Exclusible Vision_
Thibault Launay
Chief Executive Officer

Olivier Moingeon
Chief Commercial Officer

Artur Goulão
Chief Technology Officer

Pierre Guigouresse
Chief Operating Officer

Olivier Bureau
Chief Digital Officer
Our diverse and experienced team, with deep background in luxury and crypto, makes us a partner of choice for brands.

THE BRILLIANT MINDS
BEHIND EXCLUSIBLE

Joana Rodrigues
Social Media & Comms Manager

Sara Teixeira
Content MKT & Future Insights Manager
OUR ADVISORS & EARLY INVESTORS

Romain Girbal _Contributor
Serial entrepreneur and Crypto-collector

Sajida Zouarhi _Investor
Senior Technical Product Manager at ConsenSys

Ivan Bascle _Contributor
Managing Director & Senior Partner at BCG

Geoffrey Perez _Contributor
Global Head of Luxury at Snap Inc.

Mohamed Haouache _Contributor
CEO at Storefront
Alpha NFT Collection

We developed the Alpha Collection to build our community of fans and collectors. Acting as an access card to our private community, there are 3000 NFTs released at 0.2 ETH each on the Ethereum blockchain. Divided in 4 distinct designs, any person who successfully collects each design automatically receives a 5th bonus design. The more NFTs, the more rewards and benefits towards all future drops from our luxury brand partners. Besides having 3D and Augmented Reality capabilities, our Alpha Collection is a celebration of powerful women writing the future of digital luxury!

Utilities:
- Facilitated access to future branded drops.
- Members-only drops: Some of our future branded NFT collections will be reserved to our members (i.e. holders of Alpha NFTs), with no public sale.
- Private community of collectors: Alpha NFT holders will enjoy access to our private discord channels dedicated to NFT collectors, and have the opportunity to take part in the creative process around some of our collections.
- Airdrops, rewards and more!

HOW TO JOIN US ON THIS JOURNEY?

Royalties on secondary market sales: 5%. 150 NFTs will be reserved for Exclusible’s community giveaways, team, and marketing partners.
22 OCTOBER 2021
Exclusible’s inaugural NFT drop. 3000 NFTs with 3D and AR capabilities, granting special privileges to their holders.

Q4 2021
First NFT drops from niche luxury brands. We are currently under NDA with luxury groups and brands, and developing our first drops with them. More to be announced soon.

Q1 2022
Upgrade of our platform, integrating secondary market capabilities and beginning to roll out AR features and metaverse presence to accommodate major luxury brands and artists creativity.

Q2 2022
Next funding round. Accelerate our tech capabilities throughout the metaverse eco-system. Develop our NFT creative agency. Extend our brand partnerships and integrate new product categories. Develop community-oriented programs.

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THANKX

exclusible

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