

## WHAT IS LUXFI?



LuxFi is the world's first asset-backed NFT marketplace for luxury assets, where people can buy, sell and invest in luxury assets using cryptocurrencies and traditional payments. We eliminate counterfeiting while minting an NFT on a multi-chain blockchain network, with a focus on luxury assets that hold value well and have a high reselling value. Leveraging on our big data intelligence system and unique algorithm for automated data collecting and data processing, the value of each NFT on our platform is backed by real-world data.

## LUXURY MARKET OVERVIEW

# US \$4 Trillion

worth of personal luxury goods that retain a high resale value such as branded bags, luxury watches, limited edition sneakers and fine jewelry were sold in the past 20 years.



## CHALLENGES IN LUXURY MARKET



### Counterfeiting

Counterfeiting is one of the key concerns when buying luxury assets in secondary market.



### Illiquidity

It is too slow to convert luxury assets into cash, and traditional financing services do not accept luxury items as loan collateral.



### Real Value Has Not Been Unlocked

Luxury assets and collectibles have high resale value in general but they are usually idle and not circulating.



### No Benchmark Price For Pre-owned Luxury Items

Price of pre-owned luxury assets differ greatly across different countries, sales channels and sellers, so owners do not know the true value of the assets they are holding.

## SOLUTIONS



### Product Information Is Stored On Blockchain

Once the item is authenticated or is produced, a digital profile that contains metadata and history is created, which is permanently stored on blockchain for product verification and source traceability.



### Real-World Asset is Physically Tied To NFT

For finished products, Product Fingerprint Technology is used to link each physical asset with its virtual asset. For the products we directly work with brands and manufacturers, we use an anti-forgable NFC chip inside each product.



### Asset-backed NFT Marketplace

A NFT marketplace for anyone to convert real-world luxury assets into NFTs for trading, investment and various uses of asset-backed NFTs in LuxFi ecosystem.



### MultiChain Technology Is Used For Various Use Cases

NFTs that are minted on our network can be used in various use cases in LuxFi ecosystem, such as our own asset-backed NFT marketplace, other gaming platforms and different DeFi solutions to increase liquidity of the real-world assets.

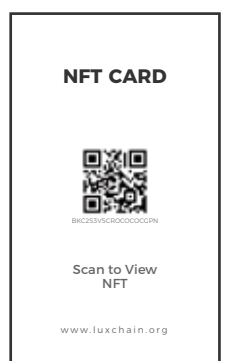


### Real-world Data Benchmarks Asset Value

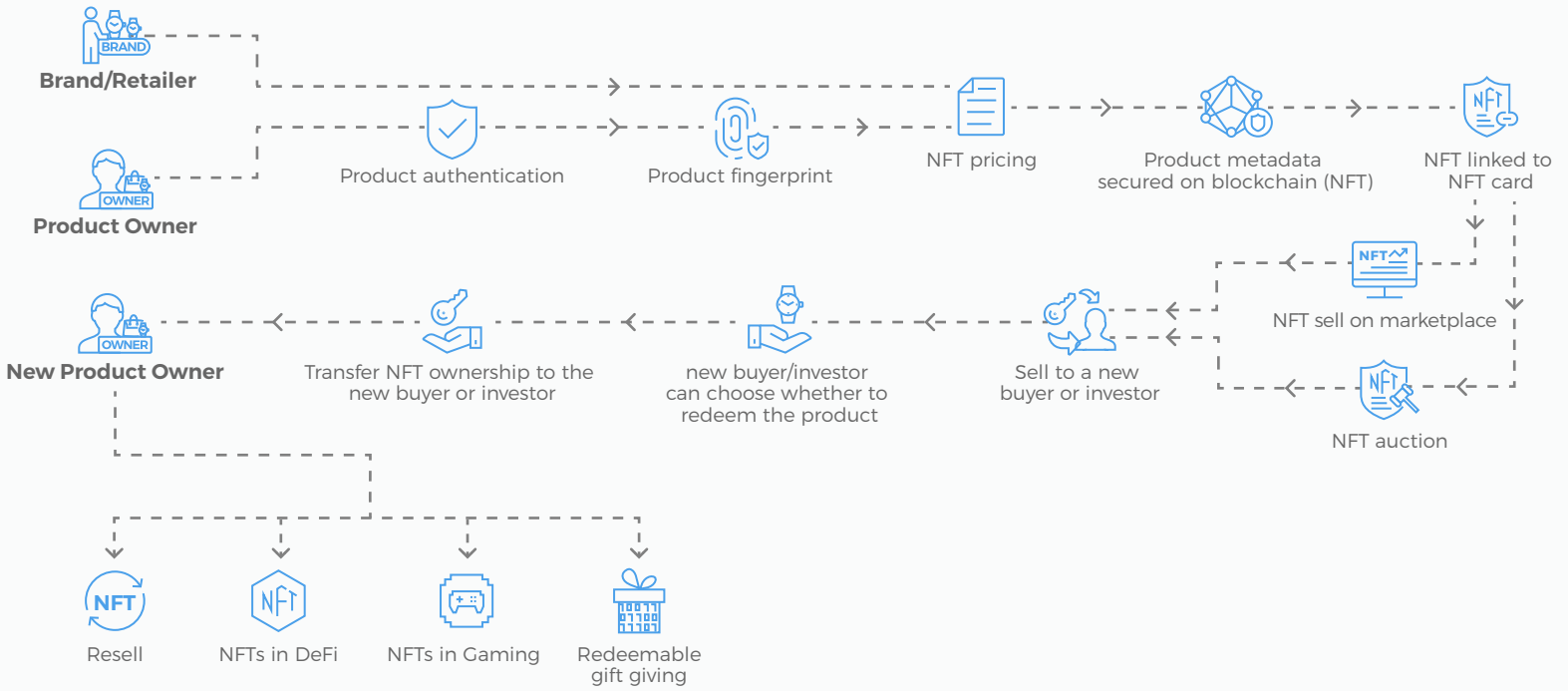
Real-world data of the same items is collected from global sales channels and social media platforms for each NFT pricing.

## LUXURY ASSET TOKENIZATION

Non Fungible Token (NFT) is used to represent a unique digital asset, a traceable product profile built on blockchain that contains the metadata and history of an authenticated item. LuxFi uses product fingerprint technology to associate a physical item with its virtual NFT on blockchain and its NFT Card. Product information and history can be viewed by scanning the anti-forgable QR code/NFC tag on the card.



# LUXFI ECOSYSTEM



## ROAD MAP

### 2019

- Data Intelligence System for Pricing and Market Trends
- Crawlers for 685+ Data Sources across 28 Countries

### 2020

- Business Intelligence Portal
- Public Blockchain Base Layer Integration
- Blockchain Layer 2 Development & IPFS Intergration
- Blockchain-backed Product Fingerprint

### 2021 Q1

- Tokenization (NFT minting) Portal for Brands/Retailers
- DeFi Saving & Lending

### 2021 Q2

- Marketing & Community
- Partnerships & Business Development

### 2021 Q3

- Token Sales\_Private Round
- Marketing & Community
- Partnerships & Business Development
- Oracle Integration

### 2021 Q4

- IDO
- Partnerships & Business Development
- MultiChain Technology
- NFT Marketplace Beta

### 2022 Q1

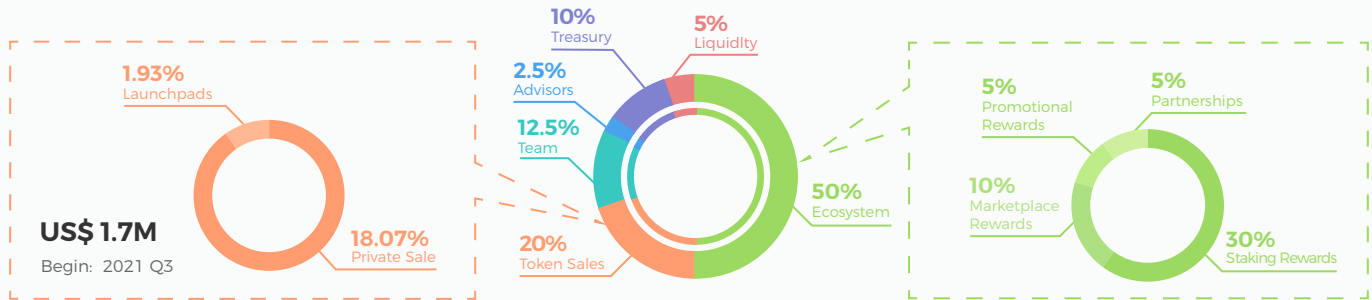
- NFT Marketplace Official Launch
- NFT Auction

### 2022 Q2

- NFT Partnerships with different projects for digital gifts and collateralized loans
- Tokenization(NFT minting) Portal for individuals

## LXF TOKEN ALLOCATION

Total LXF Supply: 100,000,000



## STRATEGIC PARTNERS, INVESTORS & INFLUENCERS

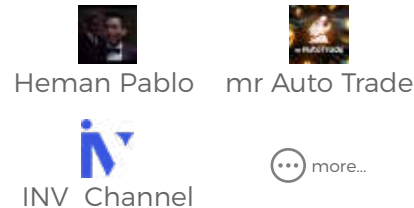
### Blockchain & Tech Partners:



### Investors:



### Influencers Who Invested:



## FOUNDER



**AIDAA WONG**  
CEO & Co-founder

Meet The Rest Of Our Team: <https://www.luxfi.io/about>

Aidaa Wong is a serial entrepreneur with many years of experience in luxury brands and fashion industry before co-founding LuxFi. She used to work for companies such as Max Mara Fashion Group, DBHK, Cosmopolitan, Harper's Bazaar and WestEast magazine etc. She studied Fashion Design for bachelor's degree at Central Saint Martins in London. She also got a master's degree in Fashion Womenswear from Royal College of Art in London.

LuxFi has a very experienced team and advisors with extensive knowledge and connections in business development, partnerships, anti-counterfeiting, big data and blockchain technologies, who worked in top luxury companies, investment banks, investment firms and technology firms and also graduated from top schools, including Yale, HKUST and UIBE.