



**NFT MARKETPLACE FOR
LUXURY BRANDS**

 exclusible



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CONTEXT

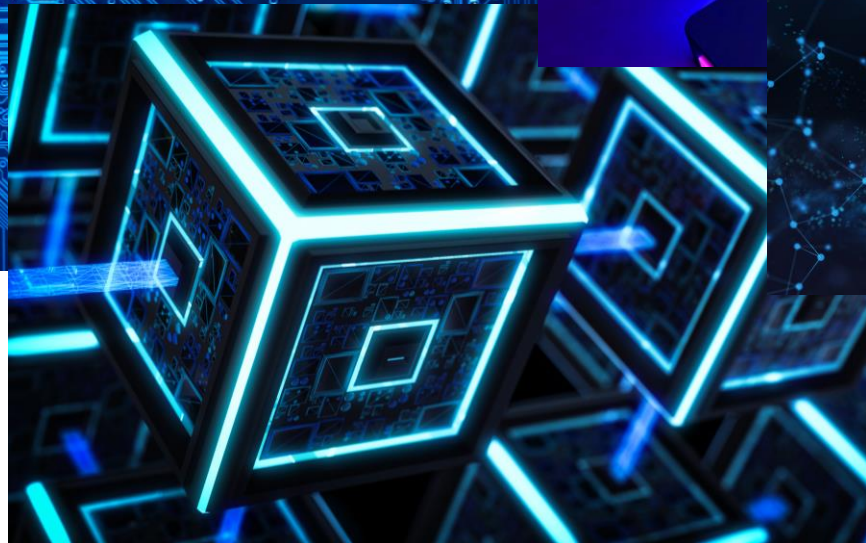
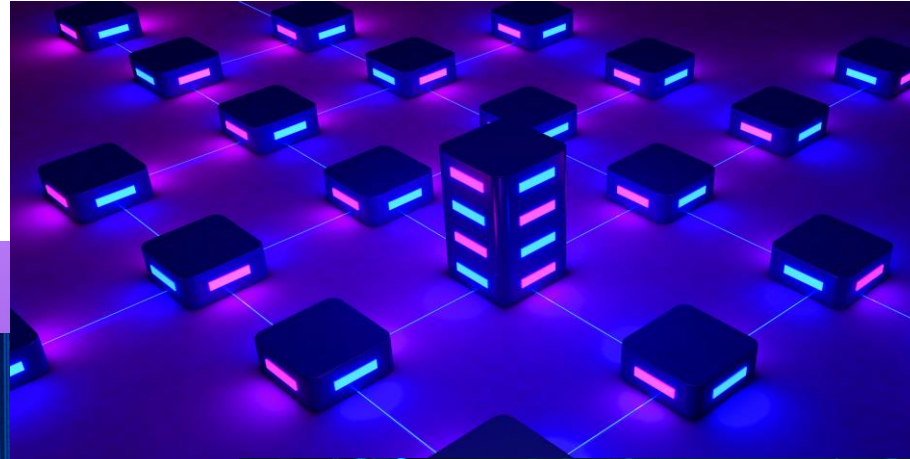
NFTs AND THE METAVERSE OPPORTUNITY

WHAT ARE BLOCKCHAINS?

Conceptualized in **1991**

Realized in 2009 with **Bitcoin**

Blocks of Data, all linked to each other in a chain



The creation of a Block needs to be validated by the majority of the computers on the chain. It is a **Decentralized network**

If a **Block is hacked**, the entire chain becomes instantly invalid, which is close to impossible

Public Ledger, each block is public information

WHAT ARE SMART CONTRACTS?

SMART CONTRACTS ARE:

Digital contract with terms of agreement between users set in code.

Work without human intervention

Decentralized & distributed blockchain networks

Positioned so that several organizations create smart contracts which will hold up in a court of law.

Hold assets, nfts and cryptocurrencies within them.
These assets can be distributed upon execution when a set of conditions are met based on the code defined in the contract.



WHAT IS AN NFT (NON-FUNGIBLE TOKEN)

- _ AN NFT IS A **DIGITAL ASSET** REGISTERED ON A BLOCKCHAIN
- _ GUARANTEE THREE MAJOR ASPECTS: **PROVENANCE, SCARCITY & OWNERSHIP**
- _ UNLOCK ACCESS TO **UTILITIES AND ACTIVATIONS** DEVELOPED BRANDS
- _ OFFER A NEW WAY FOR BRANDS TO **ENGAGE WITH FANS** AND CLIENTS
- _ POWER THE **METVERSE ECONOMY**



Adidas launched 30K NFTs, generating \$24m in 1 hour, granting access to future merchandise and rewards

HOW TO BUY AN NFT / WHAT IS THE PROCESS

Buy cryptocurrency on an exchange. The most used currency is Ethereum

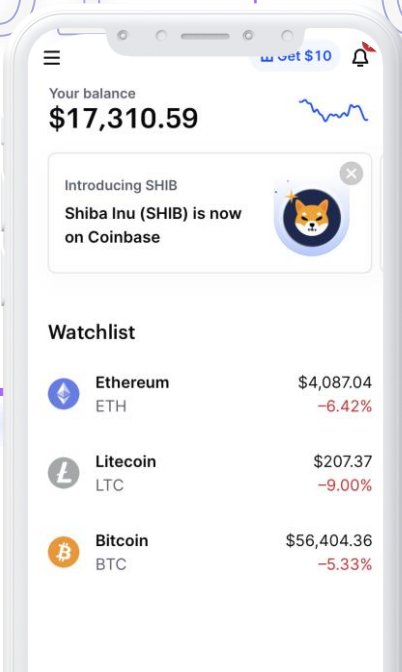
Transfer Crypto currency to a crypto wallet. Most popular are Metamask or Coinbase Wallet. Wallets are public (but anonymous)

Every NFT marketplace asks the user to connect their cryptowallet. This is the way to create your profile on a website.

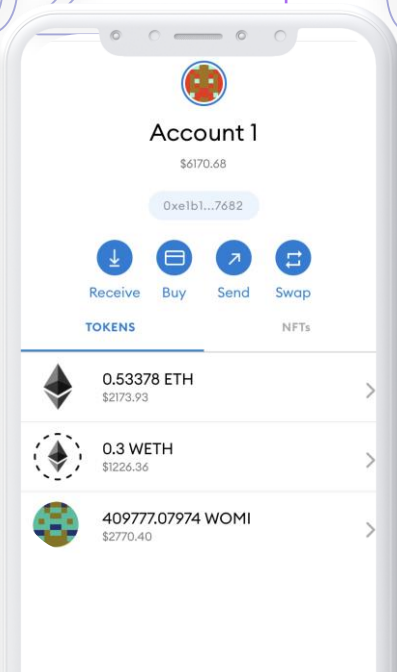
Connect your crypto wallet.

Mint your NFT. Your wallet, and all marketplaces, display your NFTs. It is public information as it is on the blockchain.

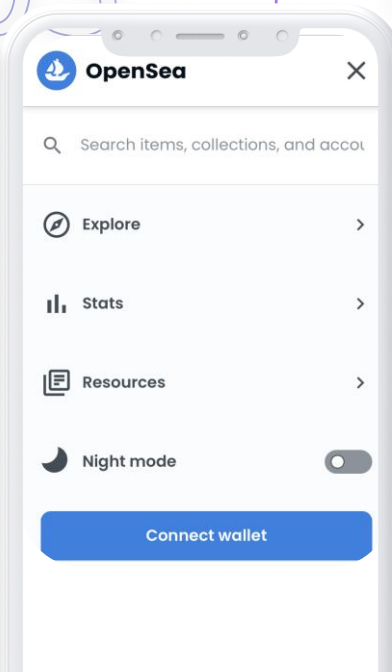
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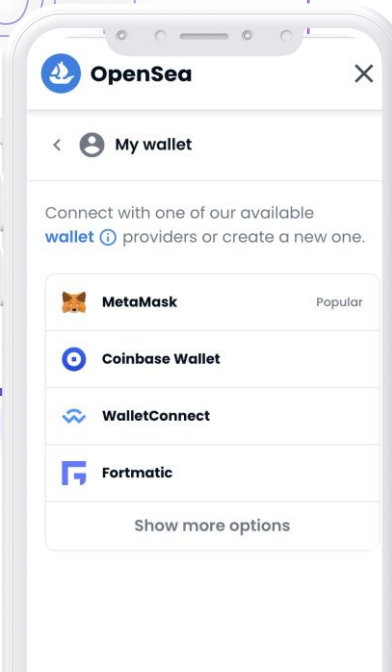
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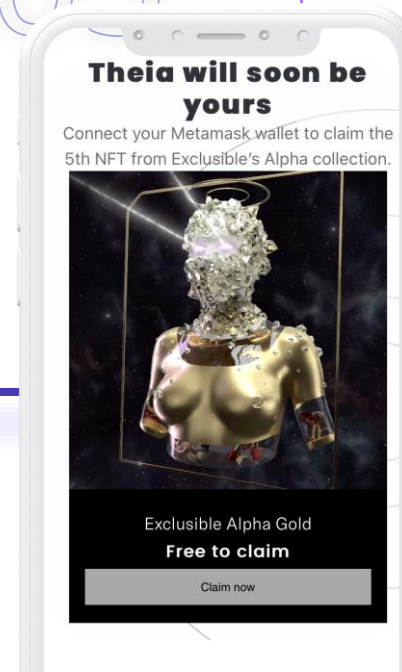
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04



05



THE METAVERSE

“THE MOMENT IN TIME WHEN WE VALUE OUR DIGITAL LIFE MORE THAN OUR PHYSICAL LIFE”

Shaan Puri

“YOU COME FOR ALL THE THINGS YOU CAN DO. YOU STAY FOR ALL THE THINGS YOU CAN BE.”

Ready Player One

Web 1

1990s

Read

Web 2

2005s

Read

Write

Web 3

2020s

Read

Write

Own

- . \$830 Billion expected market by 2028
- . Luxury Metaverse projected to be \$50 billion
- . NFT sales peak: \$46 billion in November '21

NFTs ARE INEVITABLE FOR LUXURY BRANDS



New business segment: **Digital Assets**

Engage with a **new customer base**

- Digitally Connected
- Young & Aspirational
- Gaming & Crypto Native

Sustainable offer drives **new revenue**

Merge 3 fundamental generational shifts:
Gaming, Crypto and Metaverse

NFTs CAN TAKE DIFFERENT FORMS

DIGITAL FASHION



ART/CREATIVE



ARTISANSHIP OF THE
21st CENTURY

Desirability
Scarcity
Status Signaling
Emotions

COLLECTIBLES



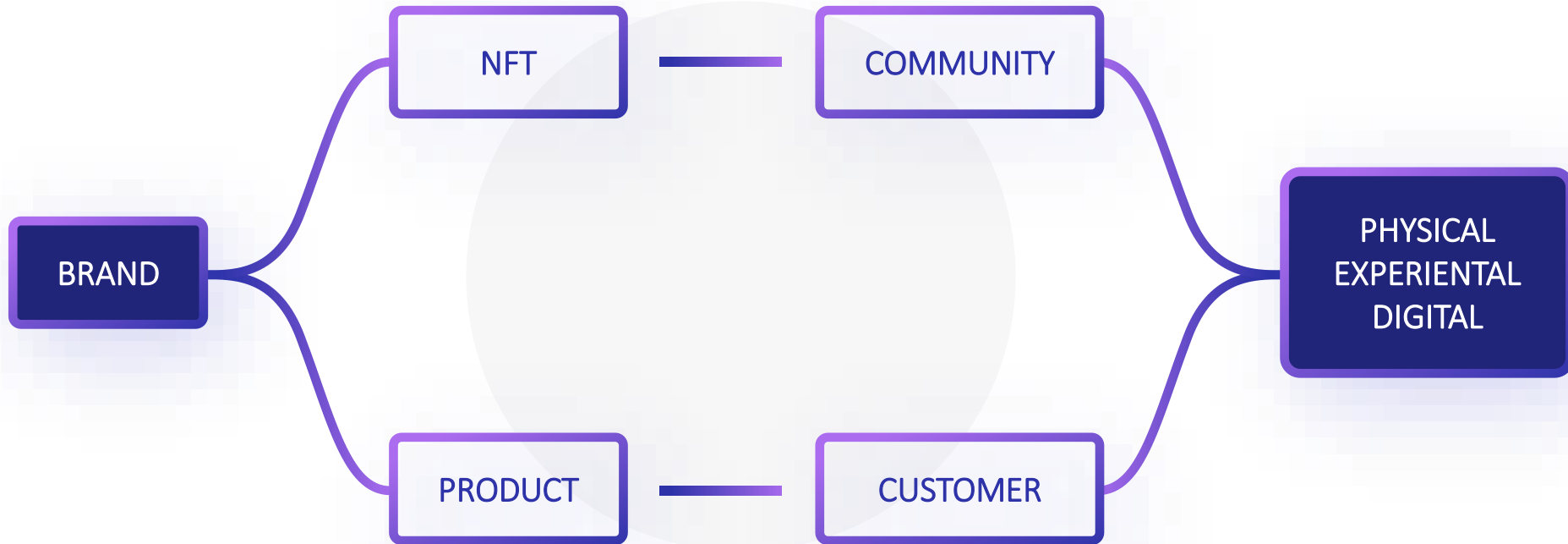
AVATAR



GAMING/METaverse



NFTs OFFER A NEW KIND OF BRAND RELATIONSHIP



-> THE CRYPTO-WALLET OFFERS
A NEW KIND OF CRM

-> BRANDS CAN DEVELOP UTILITIES
UNLOCKED BY OWNERSHIP OF NFT

-> COMMUNITY IS AT THE HEART OF
EVERY NFT PROJECT



2

EXCLUSIBLE

WHAT WE DO

ONE PARTNER FOR NFT & METAVERSE

NFT

the «what»

MARKETPLACE

Exclusible.com is the Net-a-Porter of NFTs:

- Platform dedicated to selling NFTs from Luxury Brands accross multiple segments:
 - Fashion / Jewelry / Watches / Cars / Beauty / Spirits / Fashion Art & Photo
- In-house tech: smart contracts + minting

COMMUNITY

Our community is eager to buy NFTs from Luxury Brands. We master go-to-market strategies for successsful NFT projects

METaverse

the «how» and «where»

THE SANDBOX

Exclusible owns \$1.8 million of virtual land in The Sandbox. We are developing:

- 25 luxury Islands
- A Luxury District: Luxury Mall, 150 villags, 1 art gallery, museum, etc
- «Exclusible Hills»: largest land next to Snoop Dogg

DECENTRALAND

Exclusible organises regular events in Decentraland and will participate in the Fashion Week in March 2022.

END-TO-END PROJECT MANAGEMENT



Collective of NFT agency partners, under Exclusible's supervision

Exclusible

UPSTREAM

Exclusible partners with a collective of agencies to handle all creative aspects of NFT and Metaverse projects

Our agency partners specialize in:

- . Creative and branding
- . NFT strategy and concept
- . Tech: 3D, AR, VR, gaming, etc
- . Artists and designers collabs

DOWNSTREAM

Exclusible's experience with our own Alpha drop, and our knowledge of NFT as Collectors, allow us to design drop concepts that will sell-out fast:

- . Community building on Discord, Twitter, etc
- . Teasing, pre-registrations, contests, etc
- . Content strategy
- . Partnerships and cross-community activations
- . Live drop and post-purchase customer-service



OUR DROPS
AS OF DECEMBER 2021

EXCLUSIBLE ALPHA COLLECTION

Concept:

A **VIP membership** card giving priority access to all drops from Excludible.

Drop Date: October 2021

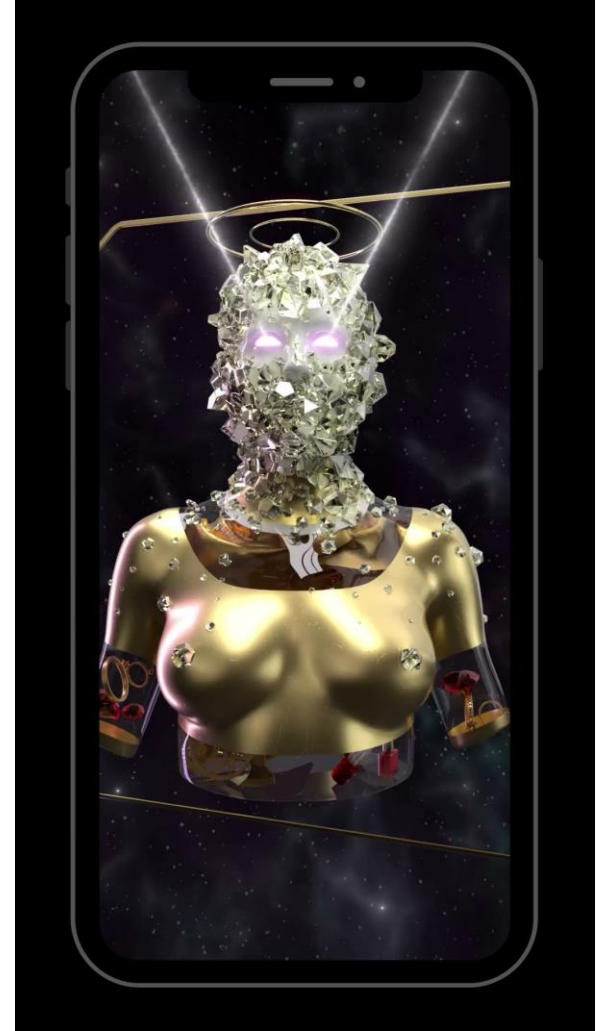
Results:

_ **3000 NFTS SOLD OUT IN LESS THAN 48 HOURS**

_ **\$2.4M OF REVENUE. 95% NET MARGIN**

_ **1.2K wallets hold our Alphas**

_ **382 wallets hold out Gold Alpha, the top tier VIP NFT**



Theia NFT – our top VIP NFT

DITA von TEESE BY ALI MAHDAVI

Concept: “The Queen of Glamour”

_ NFT with physical utility, physical Art print raffled to
Wallet holders of our Alpha collection

_ 23 NFTs at fixed prices between 0.1 and 0.2 ETH

_ 3 NFTs at auction starting at 0.25 ETH

Drop Date: December 2021

Results:

_ Sold out in 52 seconds, generating 6 ETH of revenue



A woman is shown from the back, wearing a VR headset. Her arms are outstretched horizontally. She is wearing a dark, form-fitting top and shorts. The background is a gradient of purple and blue, with faint, glowing lines radiating from behind her, suggesting a virtual or digital environment. The overall aesthetic is futuristic and immersive.

WHY WORK WITH EXCLUSIBLE?

OUR COMMUNITY



Alpha Community:

1.2K VIP members on Exclusible, who spent on average 2K euros to buy the Alpha NFT that give them priority access towards all future drops.



Theia Holders:

Our Ultra Luxury VIP NFT. We gave it for free in November '21, it now cost more than 4 ETH on the secondary market to buy one (\$12K+)

Benefits for brands to access our community

- . Increase chances of selling-out in record time
- . We can deliver a succession of drops without exhausting demand
- . Healthy secondary market, fueled by the utilities given to NFTs, sustaining royalty fees over the long term



Members in our [Discord Server](#)



[Twitter Followers](#)



[Email Database](#)

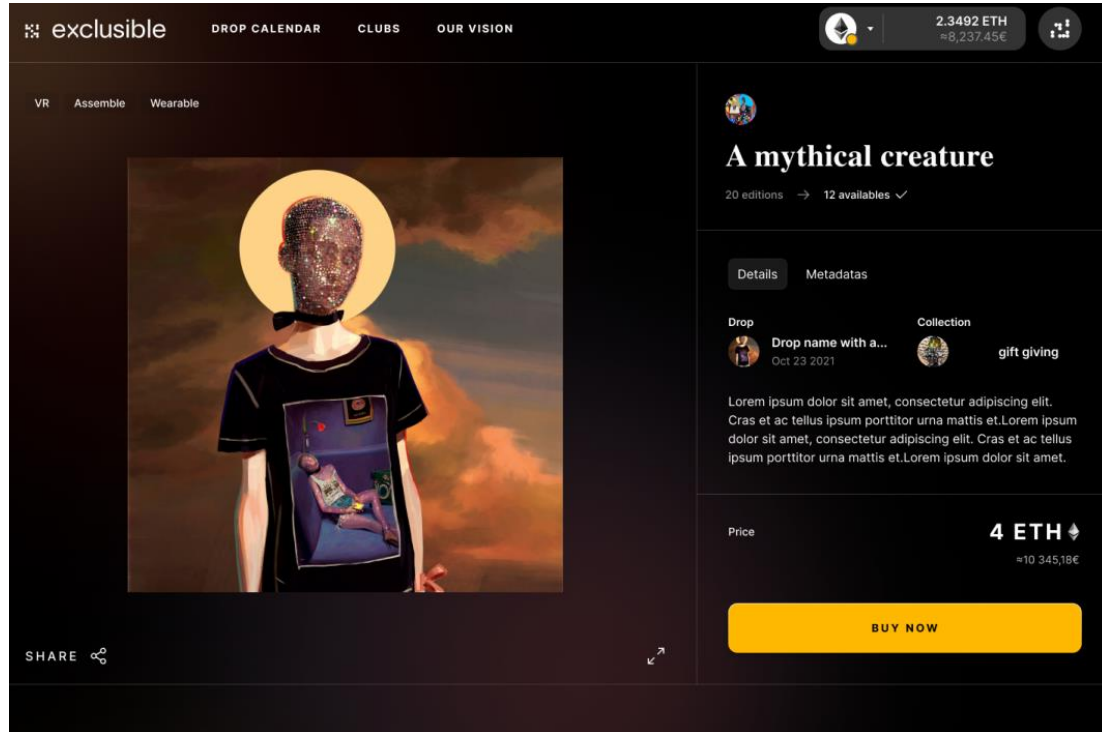
ADVANTAGE 1: DERISK THE TECH

Risk factors		Exclusible mitigants
Democratization	→	Ease of use to satisfy crypto community and attract traditional clients. Payment in Fiat.
Money laundering	→	KYC / AML safeguards on withdrawals from the platform
Counterfeiting	→	Partnerships with Brands, making Exclusible the de facto reference e-retailer of legitimate Luxury digital goods
Hacking	→	Combination of reliance on reputable third-party providers for key components of the platform (e.g., wallet), third-party audit, insurance

ADVANTAGE 2: ENGAGE PROPERLY WITH WEB3 COMMUNITIES

Risk factors		Exclusible mitigants
Crypto Community Backlash	→	We build our NFT community on values of authenticity, inclusivity and purpose.
Traditional Clients Backlash	→	Reason for Being of an NFT project is paramount. Protect the brand equity by developing NFTs with substance (utilities) and excitement (creativity)
Too Crypto vs Too eCommerce	→	Our UX/UI includes standard NFT marketplaces features, to satisfy NFT collectors. It also integrates brand story-telling and content .
Waiting for perfection	→	Test and Learn. Confront an offer to a qualified audience. Start your journey into the future of luxury

ADVANTAGE 3: BRAND STORY-TELLING IS KEY

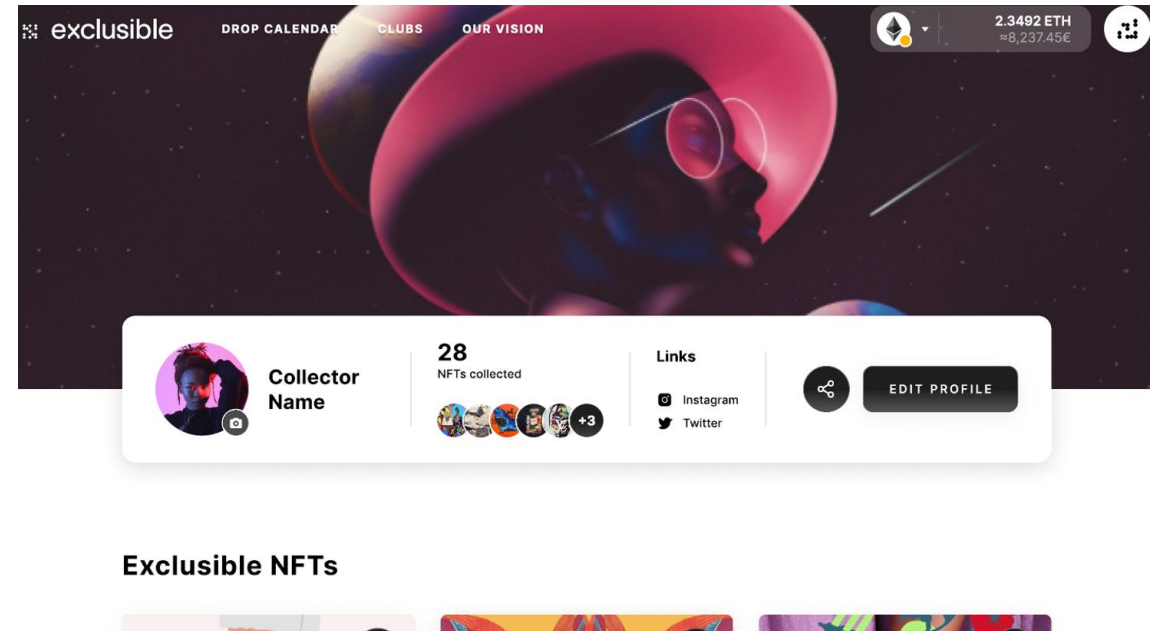


. Credit Card payment possible, to attract non-crypto native clients

. Only one brand NFT drop at a time to give 100% attention to the brand and maximize sell-out

. Your content, copy and assets, on your dedicated pages, on exclusible.com

. Brand storytelling is paramount to connecting with the crypto community and showing the NFTs value



SUMMARY OF OUR SAVOIR-FAIRE



COMMUNITY

Engaged community of NFT collectors and luxury fans: 1.2k paid members (Alpha holders), and 11k Discord members.



TECH

Our own tech team of 7 engineers allows us to develop our own smart contracts to fit any drop concept and reinforce gamification.



SUSTAINABILITY

Exclusible is a carbon-neutral company. As such, we will offer alternative blockchain options (e.g., Polygon)



EXECUTION

We have developed successful NFT projects end-to-end, generating millions in revenue. We know NFTs and the Collectors community



TEAM

Our team includes highly successful Entrepreneurs, luxury executives, blockchain CTO. We are also all NFT collectors and own more than \$4m of NFTs in our personal crypto wallets: Punks, Apes, Cool Cats, WoW, etc



DISTRIBUTION

Our marketplace is live. We will integrate payment by Credit Card by February '22 and a Secondary marketplace by Spring '22.



METaverse

Our ambition is to support brands in their journey towards Metaverse adoption. This is why we invested heavily in The Sandbox and are also developing Decentraland activations



LUXURY

We understand luxury. We protect Brand Equity and thrive to offer the best customer experience. On exclusible.com, every brand will have their own dedicated space, featuring their own dynamic content.



3

BUSINESS MODELS

WE ADAPT TO YOUR NEEDS

WE OFFER 2 FINANCIAL MODELS

	MODEL 1 END-TO-END	MODEL 2 SALES + MARKETING
Strategy & Concept	✓	✗
Agency / Artist / Designers Selection	✓	✗
Budgeting & Planning	✓	✗
Project Management	✓	✗
Cost of Asset development (3D, AR, etc)	✓	✗
Set-up web pages on exclusible.com	✓	✓
Prepare Smart Contract	✓	✓
Community Marketing	✓	✓
Digital Marketing (PR, Social, Influencers)	✓	✓
Primary Market Sales	Exclusible shares cost and revenue (% to be defined)	-Exclusible takes a Platform Fee % - Asset development cost paid by Brand (% to be defined)
Secondary Market Sales	5% Royalties split 50/50 (recommended)	5% Royalties split 50/50 (recommended)



4

METAVVERSE

The Sandbox + Decentraland

We work with the best architects, designers and builders in The Sandbox to get the best results.

Example of a villa we built. The first generation is very similar to luxury residential villas, but our 2nd generation villas will use the full power of the Metaverse. Unleashed creativity, where the laws of physics and time do not apply.



We are developing 150 villas, grouped in villages.

We are naming some villages after our brand partners and are also building shops within our Luxury Mall.

We are building 25 luxury islands which will be used for private events or celebrity activations

Some companies have asked us to build their HQ

5

THE TEAM

WHO ARE WE?

AN EXPERT FOUNDING TEAM



Thibault Launay, CEO

A serial entrepreneur & BA across various sectors. He is part of an NFT Hedge fund (Blackpool), advisor of OVR.ai and is a well-known collector of NFTs, & physical vintage watches. Thibault is an alumnus of Paris Dauphine, Harvard Business School & Forbes30U30



Olivier Moingeon, CCO

Olivier is a Luxury executive with more than 18 years of experience at Cartier, then as MD of Goyard Americas and more recently as CEO of Bastide. He created “The Luxury Weekly” podcast to review Luxury news and trends. Olivier is based in New York.



Artur Goulao, CTO

Artur is a cryptocurrency & blockchain enthusiast. Founder and former CTO of Utrust, a cryptocurrency payment gateways which was acquired by Elron in Jan. 2022. Before that, he was CTO at several fintech & cybersecurity companies, namely Portuguese Easypay and Privus.

AND MANY MORE!



We have a total team of 19 people, across Management, Marketing, Tech, and Ops.

We have 8 open positions to accelerate our development!



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

ENDORSEMENT



FrenchFounders @French... · 11/17/21 ...
[#PitchTLF2021 And the Winner is... 🏆
Congrats to @exclusible 🙌
And bravo to all the finalists who made it
today @50inTech @HeyGroover Lovebox,
Wondeur AI & @claa_p_io ❤️
#TLF2021



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Exclusible @exclusible · 11/4/21 ...
We're beyond proud of @next30years
presenting @exclusible at
#WebSummit2021. 🙌

#exclusible #nft #luxury #luxuryNFT



2,027 views



Exclusible @exclusible · 12/6/21 ...
Check this awesome french interview
from @vincentdaffourd to our CEO
@next30years on @forbes_fr about
@exclusible's origins, current success,
and the vision to the Metaverse 🚀

forbes.fr/entrepreneurs/... forbes.fr/
entrepreneurs/...



14 30

@OGGalaGames to talk about "The Role of
NFTs for Luxury Fashion Brands" along
with @SUKUecosystem, @TODNExist,
@dressxcom & @lukso_io today at 10:40
EST.

dcentralcon.com



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THANK YOU