



LUXCHAIN

DIGITAL ASSETS OF THE LUXURY ECONOMY

PROBLEM

In the past 20 years, over \$ 4 trillion USD worth of personal luxury goods has been sold across the globe¹. However, luxury owners and buyers continue to face 3 key problems in the global secondary market for personal luxury goods such as handbags.

- **Counterfeits** - How do you know if a luxury second-hand product is real or not? Many buyers are unable to tell whether the goods they are purchasing are authentic. As a seller, how do you prove that your product is authentic?
- **Value** - How much is the luxury good you own worth? If you were to sell your product, would you know what the best selling price is? For most people, the answer is no. As a buyer, would you know the best deal? Buyers cannot benchmark against the standard to understand the right price.
- **Channels** - Would you know the best sales channels for highest conversion rate? Most sellers are not aware of the optimal sales channels, resulting in less profit. Many buyers do not know where, when and how to get the best deal.



SOLUTION

LUXCHAIN is the Decentralized Verification Solutions for Personal Luxury Goods.

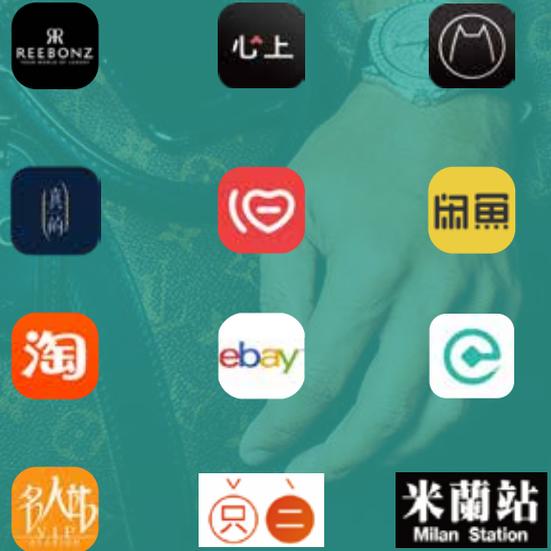
- **Counterfeits** - We are solving the counterfeit crisis with Digital Assets - a portfolio containing verified product information and history, authenticated by luxury experts.
- **Value** - Our Global Luxury Index powered by AI benchmarks the best price, market trends and market demands for your luxury goods.
- **Channels** - The Global Luxury Index also informs sellers and buyers of the optimal sales channels to find the best deals or make the highest profits.

¹Source: Bain and Company Luxury Goods Worldwide Market Study, Fall-Winter 2017

USE CASES

- 1. Data Exchange** - LUXCHAIN has the world's largest luxury product data that can be shared with the LUXCHAIN Business Intelligence Platform and Decentralized Data Exchanges. High quality data can be accessed by anyone while increasing security, transparency, and data integrity while lowering cost. We also reward users for providing data to LUXCHAIN.
- 2. Online Retail** - eCommerce sites can integrate Digital Assets to list products so shoppers can buy authenticated products with confidence.
- 3. Luxury Marketplace** - Digital Assets allow secure peer-to-peer exchanges of luxury goods for buyers and sellers to interact, cutting down the middle man who charges fees.
- 4. Offline Shopping** - Retailers can showcase buyers with absolute confidence in selling authenticated products via Digital Assets.

PARTNERS



INVESTORS



FOUNDERS



KENNY AU
CMO & Co-Founder



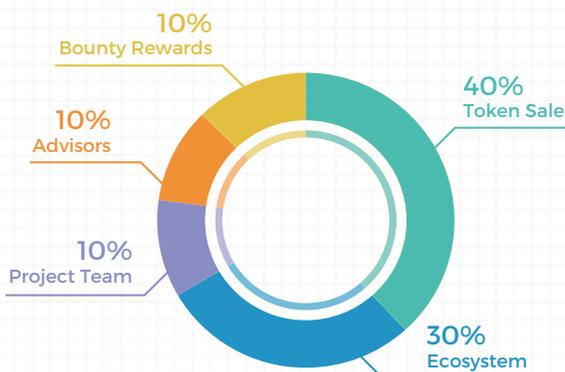
AIDAA WONG
CEO & Co-Founder

Meet The Rest Of Our Team

<https://luxchain.org/team.html>

LXR TOKEN ALLOCATION

Total LXR Supply: 800,000,000



USE OF PROCEEDS

