

GlamJet - World's 1st crypto-luxury coin

The GlamJet Vision - The Opportunity in the Luxury Goods Sector

In order to remain relevant in the modern world, it will be necessary for the luxury goods industry to adapt to this changing climate, in the same way they have been doing for decades. It's clear that attitudes about online shopping are shifting as technology develops, and the luxury goods are no exception. Today, the online marketplace model of ecommerce has a huge an impact on how people purchase luxury brands. The concept of private sellers and reputable dealers occupying the same marketplace online is well-established by now, but its potential for luxury goods has only just begun to be realized. Traditionally, luxury products have been highly exclusive and the preserve of the mega-rich. While no one is claiming a seismic shift in that respect – luxury items are still exclusive – the sector is nevertheless seeing a rise in accessibility. Online marketplaces pit multiple retailers in direct competition with each other on the same platform.

However, online luxury marketplaces are changing that perception. With GlamJet as world's first crypto-luxury marketplace will have a vetting process for both private sellers and luxury dealers to ensure genuine products. Online shoppers seeking luxury items are concerned first and foremost with three variables: security, quality and price. Whether you are in search of yachts, helicopters, exotic cars, real estate, vintage and modern furniture, fashionable clothing, or high-end jewelry, you are encouraged to shop around for the best possible deals. But the issue with fake luxury goods is no secret, so this guarantee is reassuring for consumers and establishes trust. Furthermore, GlamJet shoppers will be presented with ratings of luxury dealers and private sellers directly on the marketplace pages. This way, you can clearly assess the reliability of the seller up-front, before even clicking on the item.

But accessibility is not just about affordability, however. In fact, luxury goods are still prohibitively expensive for most, and those who can afford it won't necessarily be concerned with slightly discounted prices. Traditional luxury brands are increasingly demystifying and modernizing their image by embracing online marketing techniques, such as social media marketing. However, because the exclusivity of these brands is part of the appeal, they're finding novel ways to straddle the accessible-exclusive divide. GlamJet as an online luxury

marketplace aims to transform the way we approach luxury goods shopping online. GlamJet is focusing solely on high-end items in each of its luxury asset categories: luxury cars and yachts and superbikes, luxury hospitality and personal luxury goods. GlamJet connects sellers and buyers with one another to facilitate most secure transactions using an innovative double secure blockchain technology with its own token: the GLAM.

The Luxury Goods Sector

Worldwide, the personal luxury goods market experienced growth across all regions, driven both by more robust local consumption (up 4%) and by strong tourist purchases (up 6%).

According to studies which analyzed recent developments in the global luxury goods industry, the overall luxury industry comprises nine segments, led by luxury cars, luxury hospitality and personal luxury goods, which together account for more than 80% of the total market.

Considering all segments, the luxury market grew by 5% to an estimated €1.2 trillion globally in 2017. Sales of luxury cars continued to dominate the market, increasing by 6% to reach €489 billion in total. Luxury experiences remained very attractive to consumers, as illustrated by sales growth of high-end food and wine (both up 6% from last year), and sales of luxury cruises (up an impressive 14%). The market for personal luxury goods—the "core of the core" reached a record high of €262 billion. Wholesale remains the largest channel for personal luxury goods, accounting for roughly two-thirds of all sales. The relentless march toward e-commerce continued, with online sales jumping by 24% in 2017, reaching an overall market share of 9%.

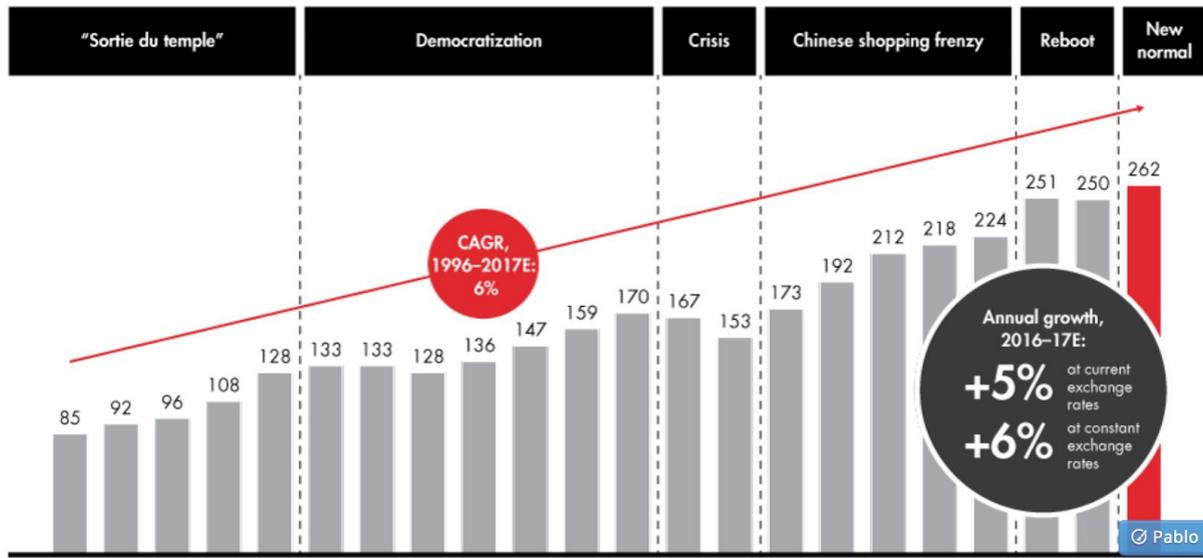
The future of luxury

The growth of the upmarket goods segment will continue at a 4%–5% compound annual rate over the next three years (at constant exchange rates), with the market for personal luxury goods reaching €295–€305 billion by 2020. Over the next decade, analysts expects that the luxury market's distribution footprint will evolve significantly. Physical stores will still account for 75% of purchases, but the mix of store formats will shift toward off-price stores and airport stores, to the detriment of monobrand stores, department stores and specialty stores. In addition, experts estimate that online sales of personal luxury goods will make up 25% of the market by 2025.

There is significant growth potential in the years ahead. With the remarkable growth of the online channel, GlamJet comes in as a fully-integrated luxury online ecosystem. Physical stores haven't lost their purpose; however, GlamJet is reinventing the way to better engage with customers, in a way that transcends all luxury segments, from personal luxury goods, luxury cars, luxury hospitality, luxury cruises, designer furniture, fine food, fine wines and spirits, private jets and

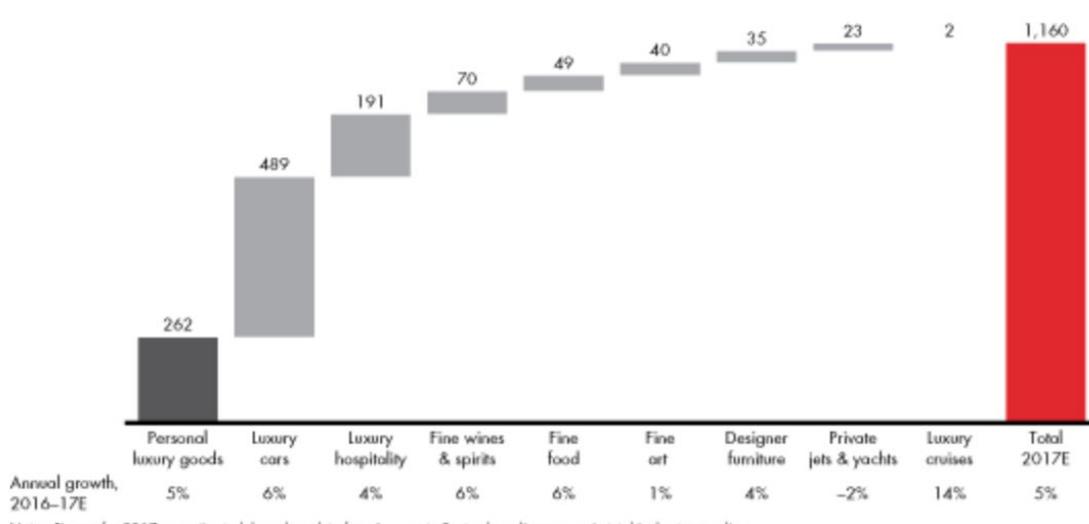
yachts, to fine art. GlamJet aims for customers to feel its luxury ecosystem like home, delivering

Global personal luxury goods market, 1996–2017E (€ billions)



distinctive, great experiences and engaging in a genuine dialogue with customers.

Worldwide luxury market, 2017E (€ billions)



- Luxury cars, luxury hospitality and personal luxury goods together account for more than 80% of the total market.
- The overall luxury market grew by 5% in 2017, to an estimated €1.2 trillion globally.
- Sales of luxury cars continued to dominate the market, growing by 6% to reach €489 billion in total Asia and a nascent online channel propelled the segment's expansion.

- Luxury travel saw brisk growth. Luxury hospitality was up by 4%, and sales of luxury cruises increased by an impressive 14%, driven by strong appeal to baby boomers and millennials (particularly in the "expedition" segment).
- Sales of high-end food and wine both grew by 6%. Growth in the luxury food segment is accelerating within a rapidly evolving ecosystem, in which home-delivery apps now "coopete" with fine restaurants. Spirits outperformed wines globally, as growth returned to the Chinese spirits market.
- Yacht sales were stable, though we noted an underlying trend: Younger generations seem to have adopted chartering, favoring usage over possession. The private jet market continued to contract due to uncertainty in most markets.

Distribution trends on the Luxury Market

- Wholesale remains the largest channel for luxury goods, accounting for roughly two-thirds of all sales. Yet the retail channel continued growing steadily—rising 8% in 2017 alone—as companies increasingly seek to control the experience they deliver to customers. Of that gain, 3% came from new-store openings and the remaining 5% came from same-store sales growth. Wholesale grew by only 3%, as the strong performance of specialty stores was partially offset by the disappointing performance of department stores globally.
- Off-price stores and airport stores showed strong growth (up 8% and 12%, respectively).
- **Online sales continued their relentless climb, increasing by 24%.** The Americas market makes up close to half of global online luxury sales—which total €23 billion—but growth was particularly strong in Europe and Asia. Accessories (including handbags and shoes) remained the top category sold online, ahead of apparel. Beauty and hard luxury (jewelry and watches) were both on the rise.

Future Outlook

According to a McKinsey study from 2015, the luxury shoppers increasingly view online channels as a legitimate and trusted source for luxury purchases. When buying luxury apparel or accessories online, most customers (60 percent) say they go directly to an online shop they are familiar with, whether mono- or multi-brand. Search engines still play a role, though: 46 percent say they use one to find a specific product; 31 percent use one to find the brand they're looking for. GlamJet is coming in as a proactive and multi-brand, multi-segment player by establishing an

online luxury ecosystem with its own GLAM coin. Analyzing the development of the luxury market which continues to grow at an estimated 4%–5% compound annual rate over the next three years we believe that the luxury market's distribution footprint is likely to evolve significantly. In addition, we estimate that online sales for personal luxury goods is likely to make up 25% of the market by 2025. Also, overall market conditions shifted in a positive direction in 2017. Nearly two-thirds of all luxury brands (65%) experienced growth, up from only 50% in 2016. However, long-term performance hurdles remain high, given a clear polarization between winners and losers. Over the period from 2014 to 2017, among the 65% of brands that managed to grow revenue, only one-third were also able to grow their profits. GlamJet is eliminating all the challenges the luxury market faces today: the trust into genuine products having one marketplace for all luxury segments while transactions are done with its own GLAM coin, ensuring quality and security at all times for all constituents involved.

The GlamJet Marketplace

GlamJet (GLAM) will be built as a decentralized application (Dapp) based on the Ethereum blockchain which belongs to a class of Bitcoin 2.0 Protocol. Its token, the GlamJet Coin (GLAM) is one of the first cryptocurrencies that empowers its users to utilize a broad variety of travel, luxury and lifestyle services as an attractive and exclusive private consumer cryptonomic incentive.

The GLAM token will be a standard ERC20 token that GlamJet members can exchange for travel, lifestyle or luxury inventory on its GlamJet Platform. The total supply will be 125B GLAM tokens.

By being part of GlamJet, individuals and groups will be directly connected to the provider of the above mentioned services through our private consumer platform available only to GLAM token holders using our GLAM tokens.

GlamJet members form a **Closed Consumer Group (CCG)**. Because offers made inside the group are not publicly available, they are “fenced off” from the rate integrity agreements, and thus can be offered at a significantly **lower price**. Owning one GLAM token is sufficient for becoming a member and gaining access to GlamJet’s Platform. Since the Platform requires a log-in and is open to members only, the listing is not public, allowing GlamJet to

circumvent the artificial prices that various service providers have imposed on the market through their rate integrity agreements.

The way the GLAM token is implemented in Ethereum allows GlamJet to offer a **unique reward system** to its members. On top of the already substantial savings provided, members can receive super discounts through GlamJet's Reward Program, a discount which is awarded in the form of Reward GLAM tokens that can be used to make future travel, lifestyle or luxury purchases or blockchain-based escrow services on the GlamJetPlatform for its members. The way it works is as follows:

1. GlamJet members purchase travel, lifestyle or luxury inventory using GlamJet tokens
2. A portion of those tokens, depending on the Reward rate for that item, is returned to that member's wallet as Reward GLAM tokens.
3. Reward GLAM Tokens can only be used to make new transactions on the GlamJet Platform. They cannot be sold or transferred. Being returned through the Reward Program is the only way that GLAM can be locked.

As an additional marketing strategy, and as an additional incentive to its most enthusiastic customers, GlamJet offers an extremely generous **Referral Program**. The system is simple: **Up to XX%** of every transaction made with GLAM tokens by the person referred is given to the referrer on every transaction on the GlamJet Platform. GLAM coins given in this way are normal tokens, not locked like those from the Reward Program. Spending locked Reward tokens does not trigger the referral bonus.

Summarized, the GlamJet ecosystem is comprised of:

1. **The GlamJet membership** which can be granted through a purchase of the GLAM token (**wieviel?**)
2. GLAM tokens can be exchanged to purchase travel, lifestyle and luxury inventory as well as use escrow services on the GlamJet Platform
3. **Reward GLAM tokens** which are created through the Rewards Program and which can only be spent on the GlamJet Platform ("locked tokens, unlike referral tokens which are open). They cannot be sold or transferred. **5%**
4. Buying and selling goods to anonymous people on the Internet can be an unsettling experience - especially when it comes to luxury and expensive goods. The

GLAMEscrowShield will provide a fair exchange service for digital currencies, digital assets and physical goods by making transactions safe and secure by holding the financial agreements on a secured blockchain and using the GLAM coin as medium. The release of funds (GLAM tokens) will then be double-verified by a second blockchain. The highest security standards possible today, the Double Chain Check System, will enable the buyer or investor to safely buy/invest and in case the milestones are not reached, the funds can be returned. Wallets (and private keys) are stored using double **AES-256 encryption (or is a 128-Bit good enough?)**.

5.

The typical **GLAMEscrowShield** architecture:

- 1) Buyer and Seller apply an escrow request on GlamJet including dispute settlement (Smart Contract), service charge and arbitration bonus
- 2) GlamJet runs escrow smart contract, and responds the list of mediators to Buyer and Seller
- 3) Buyer and Seller send secret shares to each mediator separately ;
- 4) Buyer and Seller send secret shares to each other
- 5) Buyer transfers GLAM coins to the escrow address, and then, neither Buyer or Seller nor the third-party could take the funds; Seller sends goods to Buyer; Buyer receives the merchandise, and after checking, starts the confirmation of goods, and sends private key to Seller; When Seller gets Buyer's key, Seller can transfer the GLAM coins from escrow address to his own address; The smart contract on GlamJet calculates and distributes service charge to mediators.

The **GLAMEscrowShield** operates on the basis of message-and-feedback rounds to provide anonymous reputation score mechanism. Each escrow client has an associated reputation score and a one-time pseudonym. Neither servers nor clients can link one-time pseudonyms or reputations to an identity. Clients then post messages anonymously using these one-time pseudonyms. The servers can associate these messages with their corresponding reputation scores without learning clients' sensitive information. Each client may then provide GlamJet feedback (e.g., votes) on other clients' posted messages. Each vote is signed by a linkable ring signature, enabling the servers to verify that each client votes only once without revealing which client submitted each vote. This design enables the servers to tally positive and negative feedback without linking this feedback with long-term identities. Finally, the servers tally the feedback received for each one-time pseudonym, update the

reputation score, and then perform a “reverse scheduling” to transform these one-time pseudonyms and their updated reputation scores back to the original long-term identities and their encrypted updated reputation scores.

The **GLAMEscrowShield** service can provide privacy for all peers while eliminating the financial risk.

6. **Rewards Program** based on the Reward rate for each transaction of the travel, lifestyle and luxury services, a percentage of the Reward GLAM tokens are returned to the member’s crypto luxury wallet with each purchase
7. An extremely generous **Referral Program** will be a percentage-based bonus as open GLAM tokens.
8. The **GLAMTimeDeposit** allows you to invest your funds for a fixed period of time and earn a daily interest rate. Interest is calculated from start date of the deposit up until the date of maturity.

The Daily interest calculation is done with the following formula:

$(\text{Principal} \times \text{Interest rate}) / 365$ (or 366 in case of leap year)

Principal amount is the total deposit balance of the given day. Principal amount can contain initial deposit amount, and cumulative deposit amounts. The **Interest rate** is the annual nominal interest rate defined for the specific deposit amount and period.

Example:

Deposit amount: 15,000 EUR

Term: 6 months

Interest p.a.: 1%

Daily Interest: 0.41%

On deposit maturity, the credit proceeds back to the existing Wallet or the deposit can rollover for a similar period at prevailing interest rates. The interest of **1%** will be calculated on the basis of your locked-in amount and credited to your **GLAMFundWallet** as tokenized GLAM. The minimum amount for placing a **GLAMTimeDeposit** is **EUR 100?** and Interest is

payable at the specified rate for the term period payable on maturity. There are **no ledger fees** on a *GLAMTimeDeposit*.

Fixed Deposit Plan:

Amount in EUR	Term: 1 - 3 months	Term: 3 - 6 months	Term: 6 - 12 months	Term: 12 - 18 months
> =100 - < 25k	0.80%	1.00%	1.50%	2.00%
> =25k - < 50k	0.90%	1.15%	1.70%	2.30%
> =50k - < 100k	1.00%	1.30%	1.90%	2.60%
> =100k - < 250k	1.10%	1.45%	2.10%	2.90%
> =250k - < 500k	1.20%	1.60%	2.30%	3.20%
> =500k - < 1M	1.30%	1.75%	2.50%	3.50%
> =1M and above	1.40%	1.90%	2.70%	3.80%

9. The GLAM token can be seamlessly exchanged using Meta Trader 4 (**MT4**).

Secured through Blockchain, all member's transactions will be on a **secure ledger** protecting this information from attack and forming a reliable record that can be consulted in case of any problem or dispute. The GlamJet Platform will introduce a new generation of a secured blockchain, the so-called **Double Chain Check System**, in which all transactions made will be double-verified through another blockchain. The transfers are thus guaranteed to be safe and secure and nobody can challenge the legitimacy of the transfer. A super secure transfers of physical (luxury) assets or almost anything associated with value will thus contribute to a growing consensus across multiple stakeholders. All assets will be thus stored on an immutable ledger and all transactions processed by GlamJet's innovative double-verification blockchain technology. Stakeholder's can also opt-in for GlamJet's GPS-based asset tracking system.

As a decentralized Platform, GlamJet will be shielded from hackers from raiding personal and credit card information through the decentralized cryptographically secured ledger.

