



GOLDARIO WHITE PAPER

Redefining the eco-cycle for precious metals, stones and jewellery by
utilizing the power of blockchain and cryptography

Version: 0.08

1 ABSTRACT

Goldario is the world's first-ever platform that strives to revolutionize the eco-cycle of mining of precious metals (gold), mining of precious stones (emeralds), jewellery manufacturing and retail business of jewellery. This financial instrument is a digitized share in gold and emerald mines, in-house jewellery production factories and jewellery retail businesses for the world market.

Goldario aims to harness the power of innovative blockchain technology and will replace the entire eco-cycle: right from mining ore to finished retail products, and the steps in between. By using blockchain, cryptography, and smart contracts, it strives to add trust among the transacting parties by enabling transactions to be carried out on the transparent distributed ledger. Moreover, by integrating sophisticated technologies such as AI, Machine Learning, Augmented Reality, Geo-Location Tracking, Blockchain, and Smart Contracts, Goldario offers a financial instrument that has no analogs to date in the traditional financial world.

We at Goldario aim to facilitate people from all walks of life — whether seeking to get access to a potential store of value or looking for getting high profits on their investments—people with lower investment minimums or having high-net-worth. We work to advance people's participation in our platform, their economic empowerment, and their role as social and resilience-builders. As part of our business building strategy, we utilize people full of synergy as our ambassadors and enable them to get lucrative rewards by promoting Goldario.

This white paper gives a detailed description of our research and planning. It also aims to demonstrate the current status and future plans of Goldario, its associated products and solutions, and GLD token—the financial instrument acting as a digitized share the Goldario ecosystem and its underlying businesses. The document strives to inform our readers about how we are using our teams' expertise to provide a completely revolutionized eco-cycle for the precious metals, stones and manufacturing process of jewellery in a seamless, efficient, cost-effective way, and with higher returns.

2 TOKEN SALE SUMMARY

- Start of Token Crowd Sale: 01-03-2021*
- Duration: 180 days
- Coin symbol: GLD
- Token standard: ERC-20
- Soft cap: 300 Million USD
- Hard cap: 1 Billion USD
- Total token supply: 1,000,000,000
- Token price: USD 1.00
- Bonus allocation: 30%

* Start date of Token Crowd Sale has been delayed due to worldwide Covid-19 pandemic.

3 INTRODUCTION TO GOLDARIO

After the financial crisis of 2008, the world required a new economic model whereby the authority of controlling finance was taken from centralized financial institutions and given back to masses. Satoshi Nakamoto, in 2009, proposed a decentralized financial model i.e., Bitcoin, which enables peer to peer exchange of value and resolves the issues of double-spending using proof of work model and enables incentivized community participation and trustless transactions. Consequently, this led the world to the creation of the first-ever cryptocurrency ecosystem where users can perform every-day transactions, peer to peer, without having to worry about centralized authorities controlling their fate. The concept of decentralized governance backed by immutability and transparency is an excellent achievement of Bitcoin. However, because of its pure reliance on supply and demand, hype and speculations, and considering the fact that it has no inherent value, it is highly volatile in nature and is prone to market manipulation. Goldario, a project of **ESC Management AS – a public limited company in Estonia**, works as a modern-age Electronic Smart Contracts management entity that redefines the entire eco-cycle for precious metals, stones, and jewellery, right from the initial stage i.e., mining to manufacturing and retail sale, and the steps in between. It harnesses the power of blockchain, cryptography, and tokenization, allowing the community to become part of an ecosystem whereby they can obtain and have

entitlement over physical mines, jewellery production factories and jewellery retail businesses from across the world, and in doing so, get access to a potential underlying asset backing to GLD Token.

GLD Token is an ERC-20 token that is deployed on the Ethereum blockchain network and serves as a truly democratic, decentralized, community-governed digital-asset backed by underlying business covering entire eco-cycle of precious metal, precious stones and their retail business. The stability and underlying value of precious metals and the revenue proposition in the eco-cycle of these businesses make GLD Token a potential financial instrument that has the capacity to grow over time while also rewarding its holders with periodic dividends (rewards). Moreover, as GLD Token acts as a utility token, it will be listed on top-tier crypto-exchanges whereby it can be traded in several crypto markets, thus ensuring seamless liquidity and conversion.

GLD Token will provide its holders — whether individuals with lower investment minimums, high net-worth individuals, and organizations— with a powerful decentralized tool of exchanging value. Moreover, it will create a complete ecosystem for precious metals and stones i.e., their mining operations, jewellery manufacturing.

HOW GOLDARIO WORKS?

Anyone — whether an individual or an institutional investor — can get access to the Goldario ecosystem by purchasing GLD Tokens, either during the token sale or via an exchange whereby GLD Token is listed. This acquired token will act as a financial instrument or a utility token that entitles the respective holder to a digitized share the underlying business of precious metals and stones based mines and in-house jewellery production for the world market.

All transactional activities of GLD token happening within the ecosystem are recorded on blockchain—a distributed ledger that is trustless and immutable in nature— which ensures transparency and auditability, Consequently, the revenue generated from the retail business activities i.e. selling of respective precious metals and stones is captured by GLD Token and is

proportionally divided among token holders against their positions. This way, even a novice trader with a low investment minimum has got the option to enter into potential revenue-generating underlying business.

Goldario platform will be a huge step in the development of its target market sector. Goldario global marketing involves the integration and further expansion of the existing ecosystem and products offered by Goldario. Goldario plans to develop and enable participation within its underlying business activities, as well as make it more affordable for people with medium and low incomes to get access to potential businesses. The development of the platform in this direction implies the Legalization of our Smart Contract Token in the territory of individual states, integration into social groups, licensing of our business revenues, paying taxes on income received from our business operations, and interest for using the platform on the territory of individual states.

4 ABOUT US: THE ORIGIN

The brand Goldario is the result of a work in progress. This story began to be told in 2017, when Mr. Saleem Ahmed Zaheer and Ms. Josy Escobar built the team that conceived G44 SA in Brazil, a holding company to manage their businesses. Shortly thereafter, the opportunity emerges to expand the company's business in a new area: mining. An emerald mine in Campos Verdes, Goiás - Brazil, and a shareholding in a gold mine in the north of the country, in the Lourenço district, in Calçoene (AP), Brazil.

Entering the mining market offers us an opportunity to invest in cutting edge equipment combined with innovation. With this, an ore extraction was expanded to a cutting & polishing center and we realized the dream of building a jewellery factory.

And that work took us further. We were able to impact the regions where we mine. In Campos Verdes, our mining work has rekindled the local economy, we are offering vocational training, more than 400 jobs have already been created and by the end of the year, around 1,000 jobs will be opened.

Then Vert Vivant, jewellery brand, was born. A new business model that combines the most innovative technology in the production of jewellery with the best quality of mineral production, gold and emeralds in the country. The proposal is to give you a jewel.

Beautiful adornments that reach our final customer through direct sales. Our goal is to “add to multiply”. Take care of the entire mining production chain and offer products of the highest quality to the jewellery market, generating business opportunities and shared values and thus being the largest company in the world in the marketing of jewellery through direct sales and exquisite physical stores in all over the world and via online e-commerce platform.

RETROSPECTIVE AND GROWTH

It has been two years of hard work to offer the market: technology, innovation, safety, commitment and quality in the management of our business. Over this time, we have grown a lot, exceeded all established goals and added new operations:

- MINING – G44 Brazil S.A. arrives in the city of emeralds with determination and audacious goals.
- GOLD – Gold mining is carried out with the company H. Jomaa Mineração, in Lourenço, in the district of Cidade Calçoene in Amapá, where the gold mined together with the extracted emerald stones are transformed into jewellery sold by the group.
- VERT VIVANT – In 2019, we launched our jewellery store, Vert Vivant. The company produces and sells high-end jewellery at retail and through direct sales. Soon the first stores will be opened in two of the largest malls in the country. The project is already underway
- INOEX – We offer wide possibilities, such as: technical analysis, chart trading, robots and much more. Start trading on Metatrader 5.

5 WHY SUPPORT US?

Precious stones, gold, and jewellery are some of the most ancient and enduring forms of personal expression and ornamentation. Whether it's a luxurious diamond necklace or a simple charm bracelet, somehow jewellery makes the wearer instantly feel more confident and put together. The [value of the jewellery market](#) is expected to increase from about 279 billion U.S. dollars in 2018 to about 480 billion dollars by 2025.

Taking into consideration the recent trends of the booming tourism industry, establishment of a large number of exclusive showrooms by leading players, and rising online availability of gems & jewellery, as and population growth in general, this industry is bound to grow further. We are taking measures to curb challenges faced by this market sector by revolutionizing the entire eco-cycle and making a coherent, well-connected marketplace whereby all steps right from the extraction and mining to jewellery manufacturing and retail is managed by a single entity, thus reducing the role of middle-man and the costs that comes with it.

We believe that because of existing infrastructure i.e., regulatory compliance, already owned emerald mines, a jewellery factory, and retail business in U.A.E. and Brazil, and considering our team's expertise in the fintech and blockchain space, Goldario will gain a decisive advantage. Consequently, its early investors/token buyers have the opportunity of contributing to a platform, that will disrupt traditional eco-cycle for precious metals and stones industry by completely eliminating the role of intermediaries. The leadership team aims to harness sophisticated technologies i.e., Artificial Intelligence (A.I.), Cryptography Combined with Big Data, and the Blockchain technology that will revolutionize the target market entirely. Unlike traditional cryptocurrencies and tokens, GLD. token will have native utility within the Goldario ecosystem and potential backing from the underlying business, which gives giving it a real-life inherent value. Furthermore, backing by the community and future collaboration with Merchants from all across the world will add a significant amount to Goldario Platform and GLD Token.

Goldario's business model allows self-regulation, where all financial activities will be recorded on a distributed incorruptible distributed ledger following the mission of the Goldario platform of unifying yet decentralizing the multi-hundred billion dollars precious metal, stones and jewellery industry. Goldario platform has a team that combines the best of both worlds – renowned professionals with years of industry experience and dedicated blockchain evangelists with a track record of successful projects. Considering the offering Goldario's is providing the marketplace with, we are confident this will be a huge success.

6 OUR VISION

We envision to revolutionize the entire eco-cycle of the precious metal industry by utilizing emerging technologies, i.e., blockchain, cryptography, smart contracts, AI, and Fintech. We aim to create an ecosystem whereby we make it easy for individuals—whether typical consumers or HNIs— to invest in precious metals while also taking care of security, auditability, and liquidity.

7 OUR MISSION

Goldario aims to be the world's leading platform of choice for consumers and businesses dealing in the precious metals, stones and jewellery industry. It strives to allow users to obtain and have entitlement over physical mines, jewellery production factories and jewellery retail businesses from across the world, and in doing so, create potential underlying asset backing to GLD Token.

8 STANDOUT FEATURES

Established Infrastructure

Goldario is not a typical fundraising project or ICO who is selling dreams. It has an established infrastructure already in Brazil with the name of [G44 SA](#) (Registration no.: CNPJ [28.839.840/0001-61](#)), whereby it owns Emerald Mines ([G44 Mineração](#) (Registration

no.: CNPJ: [31.975.883/0001-89](#))), Gemstones Cutting and Polishing Factory, Jewellery Manufacturing Factory, Jewellery Retail Business [VERT VIVANT](#) (Registration no. CNPJ [34.461.941/0001-44](#)) and **H. JOMAA E G44 Mineração** (Registration no.: CNPJ [30.033.381/0001-76](#)) shares in a gold mine with a big sum of reserves. Moreover, it also owns [Inoex.Exchnage](#) (Crypto Trading/Crypto Exchange) (CNPJ: [31.548.911/0001-81](#)).

TEAM EXPERTISE

The Goldario team consists of industry veterans and experts from serial entrepreneurs, traders, and venture capitalists with the experience in financial services, mining, jewellery manufacturing, and information technology. It also has a dedicated technical team whose job is to ensure the Goldario Ecosystem is developed and maintained as per the standard of modern-age enterprises.

POTENTIAL UNDERLYING BUSINESS

Goldario deals in a potential business having expected market valuation of over 480 USD Billion by next 5 years. This way, the native token i.e. GLD Token will capture revenue from the under underlying business activities, helping record growth of value.

LIQUIDITY AND ACCESSIBILITY

With trustless exchange of digital assets, Goldario provide users with the opportunity to easily liquidate, access and exchange precious commodities i.e. precious metals and stones through GLD Token, which is exchangeable in a crypto trading exchange and can also be used for peer to peer exchange of value. Built as an ERC-20 token on the Ethereum blockchain, GLD Token can easily be moved or traded anywhere in the world, 24/7.

LOWER INVESTMENT LIMITS

Unlike traditional startups or early-stage companies, where entry for a person with low investment is almost impossible, Goldario through tokenization of commodities and its business models offers lower investment minimums.

TRUSTED AND REGULATED

Goldario is regulated by the Estonia Financial Supervision Authority (EFSA) and its parent company i.e. **ESC Management AS** is a publicly listed company in Estonia.

DATA TRANSPARENCY:

Traceability and transparency is significant when it comes to various steps involved in the precious metal supply chain. **ESC Management AS** keeps track of the progress of the companies in which they invest.

PASSIVE INCOME

Get periodic dividends on holding your assets through pre-defined trustless smart contracts. All revenue and profit distribution is monitored and audited by third-party evaluators and auditors, ensuring that token holders get the best returns on their investments.

9 TECHNICAL ARCHITECTURE

At the launching stage of the project, Goldario will utilize Ethereum blockchain technology to offer its services to interested parties i.e., whether individual investors, HNIs, institutional investors, venture capital firms, or anyone from the industry it deals in i.e., Precious Metal and Precious Stones Industry. It deploys all transactional activities on a trustless, transparent and immutable blockchain network, which allows a level of transparency that was previously unrealized while incentivizing/rewarding users to adopt and use the platform with dividends or passive income using GLD Token.

DEPLOYMENT OF GLD TOKEN

The Goldario management will generate a token smart contract for the creation and issuance of its Ethereum blockchain network based ERC20 GLD Tokens. Tokens will be allocated to buyers/investors or token-sale participants through a devised, predetermined structure. There will be two planned stages to purchase, a presale and a crowd sale. The

limited presale will be used to generate initial funds for crowd sale preparation and development. The crowd sale will allow for maximum user adoption and token distribution.

DATA STORAGE AND MANAGEMENT

The GLD Token will be used in Goldario explorer ecosystem for storing transaction signatures and metadata as signatures for encrypted storage on the blockchain, and Google Cloud Platforms. This is done as a proof of concept. A dedicated Customer Relation Management (CRM) Software would be created whereby a buying interface for the token sale would be offered through a user-friendly dashboard.

All token sale participants, members, sales portal, object information, and transactions related to the business activities within the Goldario ecosystem will be stored using a secured CRM in this transition phase. However, for the data storage of images and extended data, it will not be possible to store on the blockchain network as this is simply too expensive in terms of Gas on the Ethereum platform in the prevailing market. The technical team at Goldario will be exploring ways to include all data on the blockchain through off-chain or scaling solutions.

GLD WALLET

As part of the roadmap, the Goldario platform will also create and offer its own native wallet, with the feature of offering blockchain explorer APIs to other wallet providers as well, helping users maintain a current balance of tokens, perform peer to peer exchange of value, store tokens and spend it across merchants.

FUTURE DEVELOPMENT

With the passage of time, i.e. as per the roadmap, as this smart contract system evolves, the infrastructure will need to be modified to keep pace with emergent upgrades to the blockchain protocol. From the standpoint of data storage, the Goldario platform will be blockchain-neutral, and the calls it makes to write to the platform are not married to any given coin ecosystem.

Moreover, the Goldario platform would offer APIs that are platform-agnostic, and the data can be stored on any blockchain or server, the essence being the original proof of concept is already planned and under development, and Goldario technical team's engineering is focusing on keeping costs low and throughput high for users during the benchmarking phase of the deployment.

TOKEN-DRIVEN ECOSYSTEM

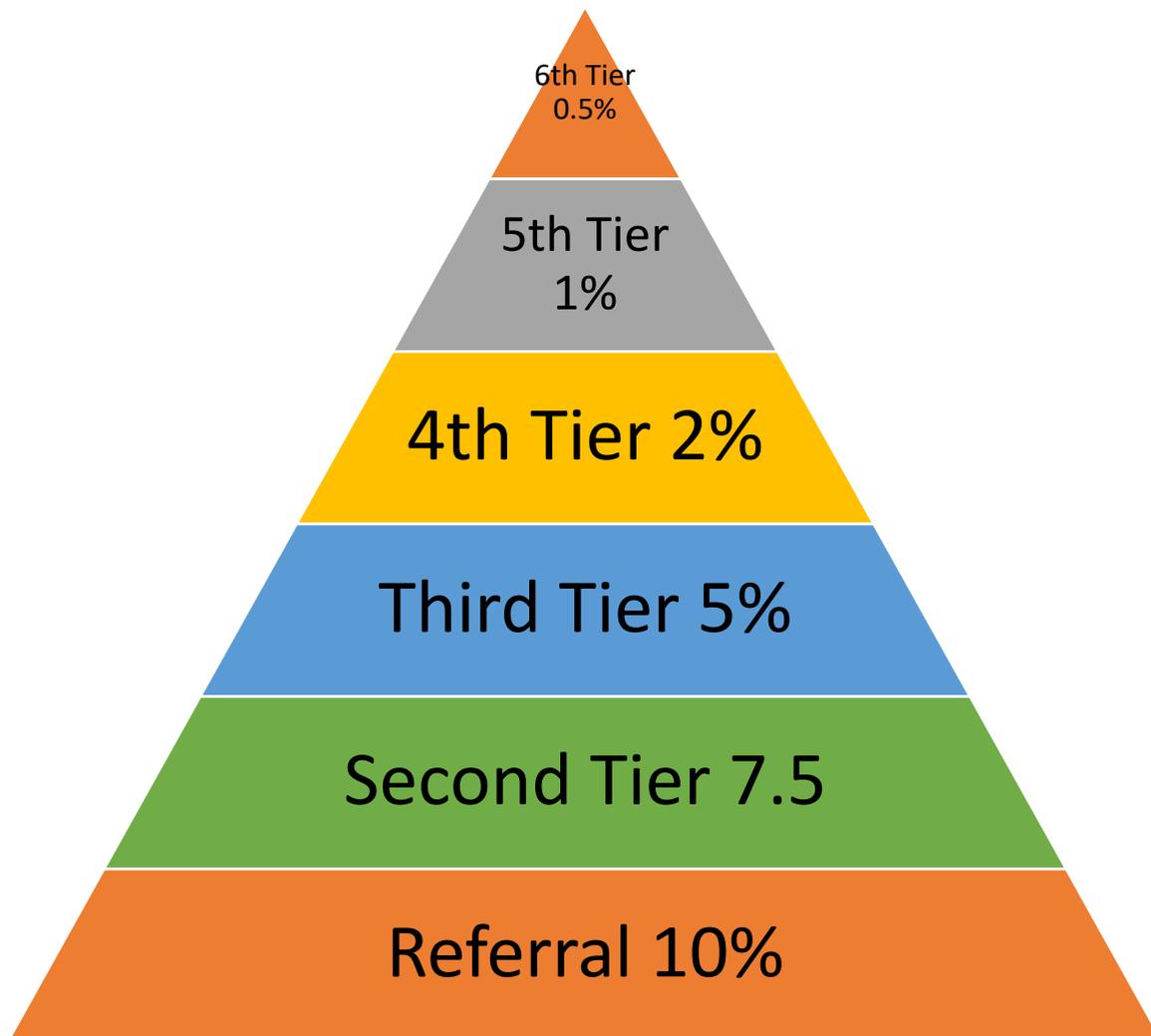
The Goldario platform bootstraps its own transaction reward ecosystem, starting with platform users who promote the token-sale (both private sale round and the main public offering) and the project by referring it to others. In what follows below describes the different stages of the token-driven ecosystem built around the transaction platform, which can be exchanged for cryptocurrency and/or local currency in arbitrary amounts.

TOKENS FOR PARTICIPATING IN THE TOKEN SALE:

Early participants receive tokens for their financial contributions towards the project's token sale.

HOW IT WORKS?

- John recommends the GLD Token sale too one of his friends i.e. Tom who decides to purchase tokens Worth of one hundred Thousand US dollars. As a referral commission, he is rewarded a certain percentage of tokens from the amount purchased by his friend/referral.
- Now, the same referral i.e. Tom further refer another friend e.g. Emma, who make an investment/purchase of 5,000.00 USD worth of GLD Tokens. In return, while Emma's purchase would make Tom eligible for the reward, a certain percentage of reward will also be issued to John, being the main referral.



SMART CONTRACTS

Goldario uses Smart Contracts for the purpose of trustless exchange of value and to eliminate the role of centralized financial institutions. These contracts are self-executable programmable codes that work much like traditional contracts but with the difference of being trustless (as they can't be manipulated once created) and immutable. Within the Goldario Financial ecosystem, Smart contracts help us perform transactions of all sorts for executing a service or transfer anything of value in a transparent, conflict-free way while avoiding the services of a middleman. In simpler words, for normal dealings that involves value, we hire a lawyer or a notary, pay them, and wait while they get us the document. This process is expensive and time taking.

With Goldario Smart Contracts, a user simply perform a transaction on our ecosystem and the Smart Contract serve as your trusted escrow, that ensures that you get your reward in a trustless manner, and thus, using this technology the Goldario ecosystem not only define the rules and penalties around an agreement in the same way that a traditional contract does, but also automatically enforce those obligations.

Goldario uses Smart Contracts technologies that are the deterministic exchange mechanisms controlled by digital means that can carry out the direct transaction of value between untrusted agents. We use this technology to facilitate, verify, and enforce the negotiation or performance of economically-laden procedural instructions and potentially circumvent censorship, collusion, and counterparty risk. Moreover, by using trustless Smart Contracts, Goldario ensures that clearing and settlement process is trustless, and automated across its blockchain-based distributed ledger environment.

DEPLOYMENT PLAN

Goldario's primary mission is the execution of its business model through token sale offering by acquiring shares of new precious metal and stones mines, expansion of its jewellery polishing and manufacturing factories and expansion of its retail jewellery sale network across the globe. In this pursuit, the first phase is to conduct a private sale offering whereby buyers/investors are given GLD Tokens at a predetermined mechanism plus significant bonuses on their purchases.

INITIAL DEVELOPMENT EFFORTS

The leadership body has been working on the idea since early 2018, considering which, the objectives for Goldario are clear, and have been refined not from speculative ideas about how it should work, but the result of experience and industry observation derived from already working in these business areas, and by experienced founders. Goldario already encompasses its owns Emerald Mines (G44 Mineração CNPJ: 31.975.883/0001-89), Gemstones Cutting and Polishing Factory, Jewellery Manufacturing Factory, Jewellery Retail Business VERT VIVANT (CNPJ: 34.461.941/0001-44) and H. JOMAA E G44 Mineração (CNPJ 30.033.381/0001-76) shares in a gold mine with a lot of reserves. As the project develops

further, the management will strive to integrate design and protocol updates, particularly those residing with the blockchain technology. Moreover, as part of the initial deployment plan, the Goldario management has created an ERC20 Token Smart Contract that is deployed on Ethereum blockchain network. The token contract would be audited through credible auditors and once it has been confirmed, the token would be launched on the Ethereum blockchain network.

GROWTH PLAN

As part of the initial ecosystem building process, apart from the existing infrastructure, Goldario will identify key venture capital firms, institutional firms and family offices during the private offering, so that the project and its ecosystem can be scaled seamlessly; where the underlying business can be tokenized into GLD Token, and in turn, the marketing team will identify the participants who will most quickly boost the value of the token for the upcoming stages.

The management is already in late discussions and negotiations with key representatives from various (precious metal and jewellery) industry players, organizations, venture capital firms, investment funds, traders and crypto-funds whales that are simply awaiting our final roll out, which gives it immediate participants around the globe. Moreover, the leadership has also acquired licensing from relevant regulators, financial auditors in the jurisdiction of its operations.

In light of the innovation and open market niche involved in launching this platform, Goldario benefits from first-mover advantage, and as it has an existing infrastructure, so this is not your traditional crowd-sale starting from scratch- it is not a startup that only can provide speculative value for its tokens, as you can see for yourself.

10 MARKET OPPORTUNITY

Gold, Precious Metals, Gems and Jewellery has one of the most ancient and enduring forms of personal expression and ornamentation. Whether it's a luxurious emerald necklace, or a simple charm bracelet, somehow jewellery makes the wearer instantly feel more confident and put together. The [value of the jewellery market](#) is expected to increase from about 279 billion U.S. dollars in 2018 to about 480.5 billion dollars by 2025, on account of booming tourism industry, establishment of a large number of exclusive showrooms by leading players, and rising online availability of precious stones, gems & jewellery.

A report suggests that the [demand for gold worldwide](#) has risen from over 3.1 thousand metric tons in 2007 to around 4.4 thousand metric tons in 2019. In 2017, the [jewellery industry used over 2.1 thousand metric tons of gold](#), accounting for a little over half of all gold demand worldwide. Regionally, China and India account for the largest share of [global gold jewellery demand](#).

Expanding urbanization, changing lifestyles, growing e-commerce sales, rising presence of organized retail channels, growing number of premium product launches and synchronized distribution networks, etc., is projected to drive global precious metals, stones, & jewellery market during the forecast period. Demand for gold, emerald, platinum, gemstones and pearl jewellery has always been high regardless of prices, globally. Further, major players operating in global gems & jewellery market are changing their product portfolios and increasing their focus on making customized jewellery, as per consumer demands.

The Goldario team believes that by revolutionizing the entire eco-cycle of the industry it deals in, i.e. from mining to manufacturing to retail, it has a potential to gain a significant proportion of market across the globe.

1.1 COMPARATIVE ANALYSIS

A brief comparative analysis is under way and will be updated in the final version of this white paper

1.2 BUSINESS AND REVENUE GENERATION MODEL

Goldario is creating a platform for its jewellery based ecosystem and deploying its financial model on a blockchain. It is tokenizing the existing emerald mines, stone cutting & polishing factories, jewellery manufacturing factories, and retail merchant networks. Mainly, in this way, it enables people with lower investment minimums and high net worth individuals or institutional investors alike. This creates an ecosystem whereby the community can benefit from their positions against underlying businesses, getting lucrative periodic rewards and dividends.

Imagine a scenario whereby anyone can own a financial instrument that has direct backing in precious metals and stones mines, stone cutting & polishing factories, jewellery manufacturing factories, and retail shops, and the perks that come with it.

The Goldario management will pre-mine tokens to eligible the token offering, which could be any individual or institution passing the KYC/AML test. Eligibility will be set by the Goldario Management and the respective launchpad or exchange platform. A token holder will hold the tokens in his respective wallet address or create collateral in the form of a master-node. The management will pre-announce planning of where the raised proceeds would be consumer e.g., in the acquisition of a gold mine at Brazil or establishment of a new jewellery manufacturing factory in the Netherlands. The funding and use of proceeds would be transparent and can be monitored on the related company's website. Moreover, third party auditors and regulators would also audit the spending, revenue generation from the business activities and create periodic audit reports that would be published and share with

the community. Consequently, from the raised revenue, rewards would be distributed among the master-node holders or token holders (as stake), proportional to their positions.

REVENUE STREAMS

Goldario would create a business model that has multiple revenue streams that includes but is not limited to:

1. Revenue from Mining and Ore Extraction Business: Saving expenditure of buying from a third-party and selling own reservoirs to other manufacturers and retailers.
2. Revenue from the in-house jewellery manufacturing process: both for in-house and third-party operations (avoiding third-party costs and taking orders from third parties)
3. Precious stones cutting & polishing infrastructure: both for in-house and third-party operations.
4. Retail business of jewellery – with physical store chains and online e-commerce systems.
5. Transaction fee for using GLD Wallet
6. Transaction fee for exchanging Emerald and Other Precious stones with GLD Token.

DIVIDENDS

A dividend in simpler words can be termed as the percentage of revenue a token holder can expect as a recurring periodic payment proportional to the token he is holding/staking. All dividend allocation and distribution is managed by blockchain deployed Smart Contracts that works as self-executing contracts and is not prone to human input or bureaucratic manipulation. Moreover, based on the business model, Goldario is also able to accommodate quarterly, semi-annual and annual disbursement to our token holders against their positions.

13 MARKETING STRATEGY

The management at Goldario has a belief that marketing, and community building plays a significant role in the success of a platform and especially in a crowdfunding project that involves the participation of a common man. Planning a strategy to market our project from the day one is essential, and we are taking a multi-faceted approach that maximizes limited resources and utilizes different conventional and non-conventional marketing channels.

Some of the strategies we would be following are:

WORD OF MOUTH MARKETING

Word of mouth marketing is when one person mention a certain product or project to another and the message pass on and on. At Goldario, we would be offering bonus and referral campaigns to our token sale participants and as incentive, reward contributors with GLDs tokens who are committed to the cause by growing our community base.

OFFERING UTILITY

One of the most important aspects for a crypto project is marketing it in a way that all the people holding it have a place to spend it. As a platform that directly deals in manufacturing of precious metals and stones into jewellery products, Goldario enjoy the advantage as it offers direct utility by accepting GLD Token as a payment method against precious stones and metals. Furthermore, in our quest of making GLD as a mass mode of payment and a store of value, our marketing team have devised a thorough research and have the best strategies for people from all walks of life belonging to all demographics.

CRYPTO EXPOS

To spread our message to potential investors, traders and general public, we create awareness campaigns throughout the globe and always participate in crypto expos and

blockchain conferences. We sponsor mega events and our highly professional marketing team actively participates in these Expos ensuring maximum conversion of GLD token.

PRESS RELEASES

We also make periodic press releases across top financial news and tech sites. Moreover, we also aim to share our project with top publishers and authors and in doing so get coverage for the project.

STRATEGIC ALLIANCES

We also keep on partnering with key merchandisers around the globe that is beneficial for both of the parties and helps in enhancing acceptability of the GLD Token.

CELEBRITY ENDORSEMENTS

For ensuring maximum outreach to the public, we conduct events and advertisements where our GLD token is endorsed by famous celebrities from music and film industry.

LISTING ON ICO/IEO SITES

We also aim to list our crowd-sale across the leading IEO/ICO sites. This will help us reach direct target audience i.e. people who are interested in cryptocurrency.

14 GLD TOKEN

GLD Token is an ERC20 token deployed on the Ethereum blockchain network that works as a financial instrument offering a digitized share in the underlying gold and emerald mines and in-house jewellery production for the world market. The token can serve as a store of value while also enabling peer to peer exchange of value in a blockchain-based trustless environment.

FEATURES OF GLD TOKEN:

Scalability

GLD Token is capable of handling any amount of transactional volume— all the time— without having the chances of the network getting down or showing any sign of sluggishness. Unlike centralized apps and payment financial structures, there is not a single point of failure and all the transaction activities are open and transparent to the whole community.

Decentralization

GLD Token is decentralized and community-owned. Deployed on Ethereum Network, it ensures no central point of failures or bureaucratic manipulations.

Security

For digital assets and the network, GLD Token uses Ethereum based proof of work consensus for transaction confirmation, ensuring that no hacker or bad actors can manipulate any transaction.

Minimal Fees

GLD Token will offer a significantly lower fee than any other major online payment system enabling users to send, receive or perform any GLD Tokens at minimal costs

Exchangeable

GLD Token can easily be exchanged for fiat such as USD, EURO and Pound. Moreover, it can also be redeemed against other commodities such as Gems and Jewellery via the Goldario Platform.

Passive Income

Get access to passive income by purchasing and holding GLD Token. After a certain time, revenue captured from the business activities are distributed among token holders proportional to their holdings.

Utility

Unlike traditional cryptocurrencies whose value depends on speculations and market supply and demand hype, GLD Token has a direct utility within the Goldario ecosystem whereby it can be exchanged against precious metals and stones.

Easy Transactions

Exchange and transfer of GLD Token is as easy as sending an email. All you need is to download any existing ERC20 Token supporting wallet.

Transparency

The transparent, immutable nature of the blockchain provides open access to information at all times, thereby, ensuring fully transparent process, accurate data records and equal terms for everyone.

1.5 TOKEN SALE

It is true that Goldario is not a traditional startup as it has already acquired shares in Emerald and gold mines, ownership of a gold manufacturing and polishing factory and has a dedicated team committed for it. However, in order to execute the Goldario ecosystem as per the roadmap, and to incentivize community participation within the ecosystem, Goldario will offer an initial coin offering or a crowd-sale for public participation.

PRIVATE ROUND

The first phase i.e. Private round would be reserved for selected individual traders, institutional investors, venture capitalists, HNIs, and organizations dealing in precious metal and stones industry. A specific bonus reward mechanism would be adopted during this round, details of which would be shared on the website i.e. <https://goldario.com>

MAIN IEO SALE

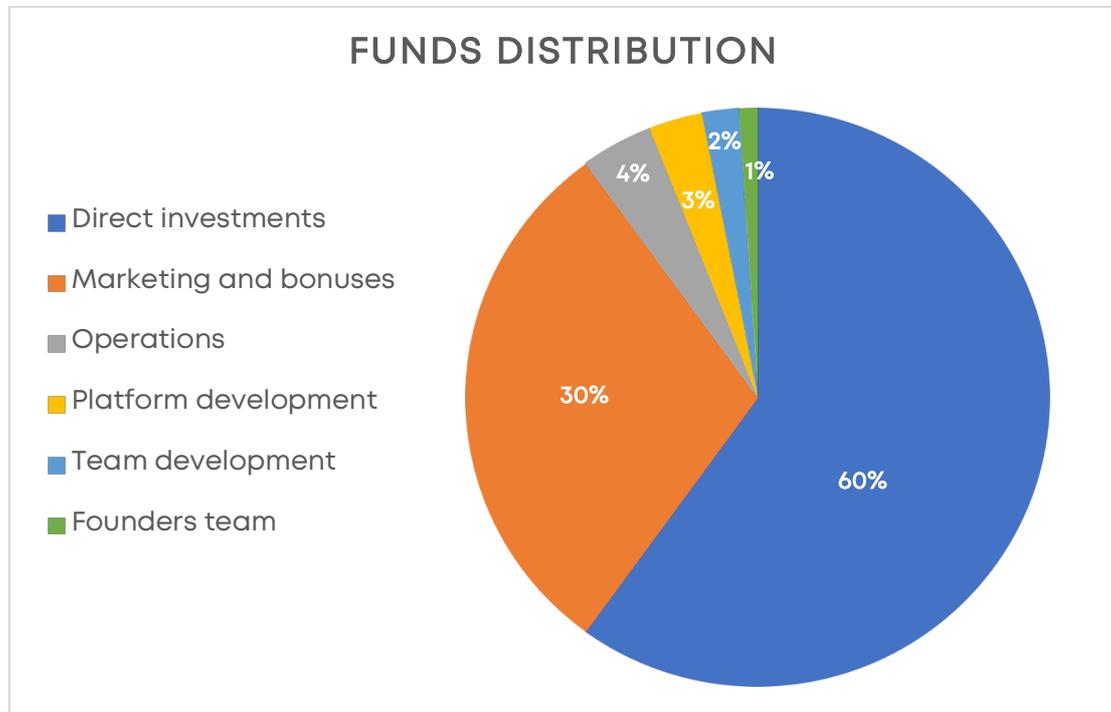
During this phase, the Goldario management would provide users/investors with the main public round sale i.e. crowd-sale which will be conducted on a certain initial exchange offering launchpad or offered directly through the CRM Software. The token sale activity would be followed with an immediate exchange of Goldario Token from their contribution.

CROWD SALE INFORMATION

- Start of Token Crowd Sale: Date 01-03-2021*
- Duration: 180 days
- Token symbol: GLD
- Token standard: ERC-20 (For Token Sale)
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- Token price: 1.00 USD per token
- Bonus allocation: 30%

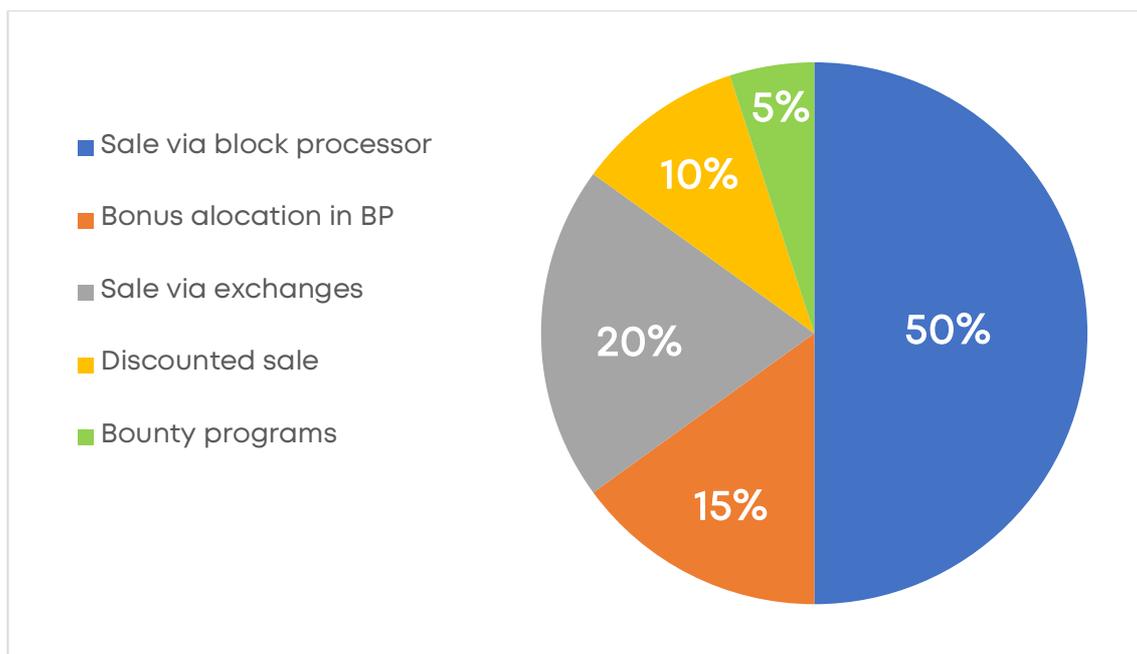
* Start date of Token Crowd Sale has been delayed due to worldwide Covid-19 pandemic.

16 Funds Distribution Plan*



*This plan is subjected to change as per final requirements.

17 Token Allocation Plan*



*This plan is subjected to change as per final requirements.

18 TOKENOMICS

Token economics proposal – GOLDARIO (Token ICO price : 1.00 USD per token)

The presale will take place using a smart contract and an ether address that will be sent with instructions by email and may or may not be on a web page. The presale is limited to 100 million tokens. Price per token will be as per indexed price in this white paper.

The token sale will offer 300,000,000 tokens to the public as a soft cap. They will be sold using a smart contract until all 300 million have been sold, in 4 months, whichever comes first. The price will be set in ether/usdt. Buyers will receive ERC20 tokens at the conclusion of the sale/or immediately during the IEO.

The minimum raise for presale and sale combined will be around \$300 million, set ahead of the sale and priced in ether (approximately 03 million tokens).

The target is roughly \$1 billion has a hard cap for this project.

- The marketing effort will receive 90 million tokens, or 30 percent. This is to pay all the people and companies who have worked so hard to create and manage the token sale. 1 percent of these tokens will be tradable immediately — they are bounty and contest rewards. The other two percent will be locked up for 3 months after the sale ends.

19 ROADMAP

Goldario has its established infrastructure already in Brazil with the name of G44 SA (Registration no.: CNPJ: 28.839.840/0001-61), and whereby it owns Emerald Mines (G44 Mineração (Registration no.: CNPJ: 31.975.883/0001-89)), Gemstones Cutting and Polishing Factory, Jewellery Manufacturing Factory, Jewellery Retail Business VERT VIVANT (Registration no.: CNPJ: 34.461.941/0001-44) and HJOMAA E G44 Mineração (Registration no.: CNPJ 30.033.381/0001-76) shares in a gold mine with a lot of reserves. Inoex.Exchnage (Crypto Trading/Crypto Exchange) (Registration no.: CNPJ: 31.548.911/0001-81), To develop the required infrastructure and to expand our operations across the globe, we have devised a concrete plan and an ambitious roadmap set, which is given on the website of the project, www.goldario.com.

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