

Leondrino Wallet

Get currencies of brands you trust

WHAT IS LEONDRINO EXCHANGE?

Leondrino Exchange is currently planning the issuance and administration of "Branded Currencies" under the Leondrino name. Leondrino are a new type of alternative virtual currencies. Leondrino Currencies combine the advantages of central bank's policies, which help curb monetary volatility along with the cost advantages of digital currencies.

Leondrino Exchange is offering its services to brands. Each Leondrino will be created and issued under the name of each respective brand. The currency volume is managed by Leondrino Exchange and fully aligned with the individual monetary policy that is agreed upon with each respective brand. This will enable both growth financing and the expansion of a global brand.

Brands seamlessly reach consumers (their clients and fans) via Leondrino Exchange in addition to their current touch points. Consumers who use Leondrino Currencies for purchases are rewarded with exclusive loyalty advantages. These advantages, in combination with other Leondrino-based loyalty initiatives, will enable increased consumer reach, even on a global scale – including increased monetization and greater insight into the brand's consumer base.

WHAT IS LEONDRINO EXCHANGE'S FUNCTION?

Leondrino Exchange is taking advantage of the New York State virtual currency regulatory framework, the first of its kind in the US, to become an issuer and administrator of Leondrino Branded Currencies. Leondrino Exchange will have a role similar to that of a central bank, which is responsible for multiple Leondrino Currencies. Additionally, Leondrino Exchange will operate a trading platform, an exchange on which Leondrino Currencies can be traded for national currencies and other virtual currencies.

Going forward, smart phone-based electronic wallets will have the capability of handling multiple currencies. Leondrino Wallet is specifically designed to handle Leondrino Currencies and will also have the capability to be linked to other online accounts at banks and interactive platforms.

HOW TO ENSURE SAFETY AND EXECUTION CERTAINTY?

Leondrino Exchange will apply for the license as issuer of virtual currencies based on the BitLicense Regulatory Framework of the New York State Department of Financial Services. This regulation, combined with the state-of-the-art Leondrino infrastructure, as well as the contract between Leondrino Exchange and each respective brand, together constitute a highly secure consumer protection framework for virtual currencies.

To protect the reputation of the currency-issuing brands, the monetary supply of each unique Leondrino Currency will be restricted by transparent rules (monetary policy). These rules, among others, will be defined by the number of registered consumers, past revenues and anticipated and ongoing transaction volumes on the Leondrino trading platform.

A minimum number of consumers and a minimum number of goods and services – priced in Leondrino and some exclusively offered via Leondrino Currency – constitute the minimum prerequisites for a Leondrino Currency. Additional guarantees may also be required to secure approval for the Leondrino Currency issuance.

ADVANTAGES

For Brands: Strengthening Brand Value and Client Engagement

Successful brands enjoy the trust of their customers. This credit of trust will be transferred to currencies. Based on transaction data of a Branded Virtual Currency, established CRM and similar systems will be enhanced by additional analytic features. This will lead to more targeted offers for customers with a greater consideration of the lifetime value of customers, even at the point-of-sale.

Moreover, corporations can leverage the issuance of Leondrino to raise growth capital via Leondrino Exchange, based on future revenues without issuing shares or losing equity.

For Consumers (Fans and Customers): Exclusive Offers

Consumers support their favorite brand by purchasing and using Leondrino. They receive exclusive offers and individual rebates, and profit from value appreciation when holding Leondrino over an extended amount of time. Early adopters and particularly loyal users are entitled to advantages in advance of the introduction, and then ongoing, for the Leondrino Currencies in which they participate.

For Investors: A New Asset Class With Growth Potential

Professional investors want to participate in the success of an entire brand without resource-intensive familiarization with revenue streams, cost drivers and intellectual property aspects of brands. Leondrino represents such a new asset class of virtual currencies. Based on strategic business outlook and potential of brands as well as the applied monetary policy, investors can decide – for each individual brand – the appropriate investment strategy.

Leondrino Exchange enables the financing of high-growth brands through the introduction of Branded Virtual Currencies and combines them with existing and established customer loyalty systems.

Additional information about Leondrino Exchange and future branded currencies:

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The coins shown in this flyer exemplify for potential future branded currencies.