



## WHAT IS LEONDRINO?

Leondrino is the new type of digital currency, which combines the benefits of money supply control by central banks and the technological advantages of digital currencies, including crypto currencies, while avoiding the disadvantages as possible.

The Leondra GmbH (Leondrino Germany) issues branded enterprise currencies. These currencies follow a standardized Leondrino Lifecycle, which aims to gradually qualify these tokens from a multi-purpose voucher to a approved, tradable, digital currency. Each Leondrino will be created and issued under the name of each respective brand. The volume of each Leondrino is determined by the so-called token design and is fully aligned with the individual monetary policy that is agreed upon with each respective brand. In combination with the company's obligation to accept their branded Leondrino, it creates trust and enables the company to build a global token brand.

Brands seamlessly reach consumers (clients and fans) via Leondrino 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.



## HOW CAN TRUST IN LEONDIRNO ARISE?

The value of the various enterprise currencies is primarily achieved through contracts between Leondrino Germany and the respective companies as well as the modern Leondrino infrastructure including the use of blockchain technology.

For the tamper-proof storage of accounts and transactions, a Leondrino consortium is being built step by step, in which brand companies and banks or their IT service providers can participate. A legal structure including a corresponding statute, which complies to the special role as a future business-critical infrastructure for companies with a long-term tendency towards a public good, will be developed in dialogue with the consortium partners and with having regard to the latest regulatory developments in Germany and the EU in the context of crypto and digital currencies.

In addition to the relevant quantity of existing or demonstrably prospective customers of a company, the prerequisites for the qualification for issuing its own Leondrino currency are a minimum number of products and services that are to be offered in its own Leondrino currency. To secure the issuance of Leondrino, additional obligations need to be met, which are agreed within the so-called Leondrino main contract between Leondrino Germany and the respective company.



## WHAT DOES LEONDRINO OFFER?

Leondra GmbH (Leondrino Germany) is the contractual partner for enterprises in the EU who want to issue and manage their own enterprise tokens with the potential to become a tradable, digital currency. In addition to operating the Leondrino platform for the German market, the Berlin-based company is developing the key components of the Leondrino Platform in cooperation with its partners. In addition to the step-by-step release of APIs and the integration of the platform with external exchanges and wallets, Leondrino's own wallet solution is being developed gradually as a white label solution for crypto banks. In addition to Leondrino, other crypto values are very easy to handle for retail customers of banks.

Leondrino Germany plans to authorize the trade of Leondrino of first pilot customers on licensed exchanges in 2020 using the Leondrino MainNet to manage the accounts and transactions of these branded Leondrino.



## ADVANTAGES

**For Enterprises:** 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. An expansion of the acceptance of the branded currency to other eco-system partners extends the possibilities for data-based services and to secure the own eco-system.

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

**For Consumers (clients and fans):** Exclusive Offers

Consumers support their favorite brand by purchasing and using branded Leondrino. They receive exclusive offers and individual rebates. Early adopters and particularly loyal users are entitled to advantages, which are derived from the transaction history of the Leondrino Currencies they use. Consumers increase their chances to profit from value appreciation when holding Leondrino over an extended amount of time.

**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 brand companies. Leondrino represents such a new relatively liquid asset class, facilitating this. Based on strategic business outlook and potential of brands as well as the applied monetary policy, investors can decide which portfolio of Leondrino to build up according to their 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 and future branded currencies:

[www.leondrino.com](http://www.leondrino.com)



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Leondrino coins shown in this flyer exemplify potential future branded currencies. Based on this graphical representation, no declaration of intent by companies about the issuance of their own branded currency can be deduced.

# Leondrino

Digital currencies from brands you trust

