



LUXUS

CONSUMER LUXURY ASSETS FOR ALL INVESTORS

PRE-SEED CONTINUATION Q3 2022





ABOUT LUXUS

Selecting, securitizing, and distributing novel consumer luxury assets (predominantly precious gems) to create a curated equities portfolio for all investors.



WHAT DO WE DO?

Lets Work Through an Example:

Oppenheimer Blue Diamond

01

IDENTIFY OPPORTUNITY: COLORED DIAMONDS

Our research team works with the luxury industry to **identify key trends** that indicate value creation (i.e. closing of a diamond mine, major estate disposition, discovery of new stones etc.) In 2022, this **key trend was colored diamonds**.

02

ASSET IS SELECTED: OPPENHEIMER BLUE DIAMOND

Our asset acquisition team works closely with the luxury brands to **locate and procure** the precious gem at the best price possible.

03

ASSET IS SECURITIZED & IPO'ed: BLU *

Our legal team files an offering circular with the SEC to allow **all investors to participate** in the IPO and buy shares of BLU. The asset is then listed and **shares are sold** to the public.

04

ASSET IS TRADED AND LATER SOLD

We hold the asset for at least a year and then **sell it to a private buyer** for the best price.

OR

Investors can sell their shares in the secondary market with no restriction.



The Oppenheimer Blue Diamond, a 14.62 carat fancy vivid blue emerald cut diamond, sold at Christie's for a record breaking \$57.5 million in 2016. The diamond was mined in the Cullinan mine in South Africa. It is named for Sir Phillip Oppenheimer, a member of the Oppenheimer family that controlled DeBeers until 2012.

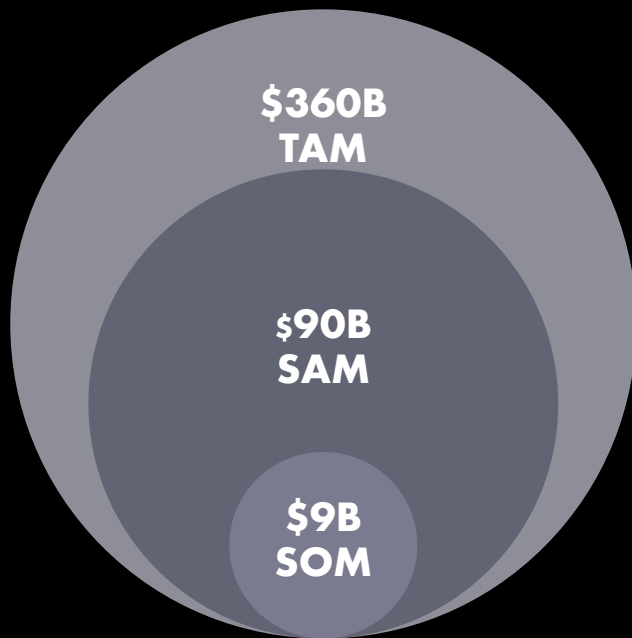
* Hypothetical Ticker



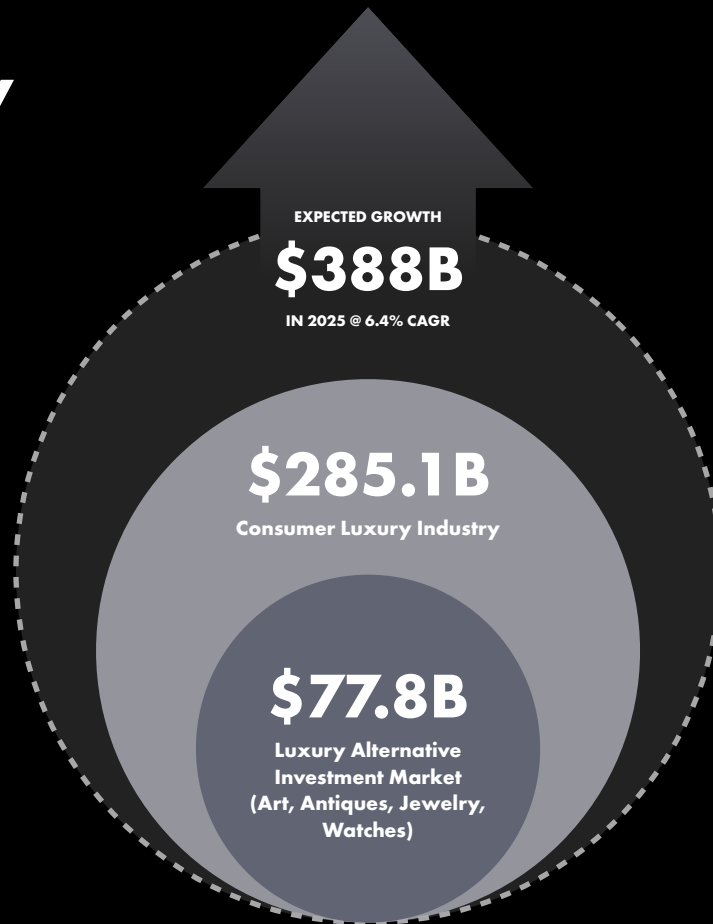
THE LUXUS ASSET MARKET

Unprecedented Opportunity

Addressing a Sizable and Growing Market that is Currently either Unavailable or Dramatically Underrepresented



US Addressable Market for Jewelry and Gems





THE LUXUS ASSET MARKET

A New Alternative Asset Class

Precious Gems Form a New Investable Asset Class Straddling **3 Existing Industry Sectors:**

- Luxury
- Commodities
- Collectibles





HOW WE REACH THE MARKET

Four Cohesive Sales Strategies



Institutional Demand

2022 Inflationary and geopolitical crisis' are driving B2B reverse inquiries from Sovereign Wealth Funds, ETF platforms, Non US Family offices and many investors fleeing to "safe haven" assets.

\$13T



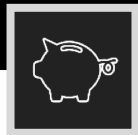
ADIA



مجلس أبوظبي للاستثمار
ABU DHABI INVESTMENT COUNCIL



FOSUN 复星



Traditional Asset Management

Private Wealth Management, Family Offices, RIAs, IRA, brokerage platforms

\$15T+

Morgan Stanley

BlackRock

Vanguard



RAYMOND JAMES



Deutsche Bank



Online Retail Trading / Brokerage

Strategic partnerships with fintech trading platforms & global distribution channels

\$5T+

Robinhood



Public



Betterment



ELLEVEST



Digital Marketing & Social Media

"Direct to Investor" & conversion of consumer luxury users to investors by proprietary digital marketing & advertising campaigns

3.8B Users



*Brand names are shown for illustrative purposes only



THE PROBLEM

Challenges For Consumer Luxury Brands & Investors



Inventory Management

Luxury brands resorted almost exclusively to e-commerce in the wake of COVID-19 and are still managing excess inventory



Historically Exclusive Client/Investor Model

Luxury brands rely on high earners, older demographics, and heavily marketed campaigns. An increasingly public ethos promoting inclusivity, ESG and equality is inherently absent



Unmet Investor Demand for "Hard" Assets

A gap in investment opportunities exists for investors seeking inflationary hedged assets, in contrast to volatility of deregulated finance



OUR SOLUTION FOR BRANDS

Permanent Capital & Inventory Monetization

Partner with a regulated, up-scale investment platform adhering to the high standards expected in the luxury industry

Liquidate inventory accumulated in the brands' archives as a result of the COVID-19 global shutdown

Earn double fees: 1) on the initial public offering and 2) on the subsequent sale of the asset back into the private market



BVLGARI

CHANEL

Cartier

LVMH

KERING

KWIAT
NEW YORK - PARIS

*Brand names are shown for illustrative purposes only. No business relationship is expressed or implied.



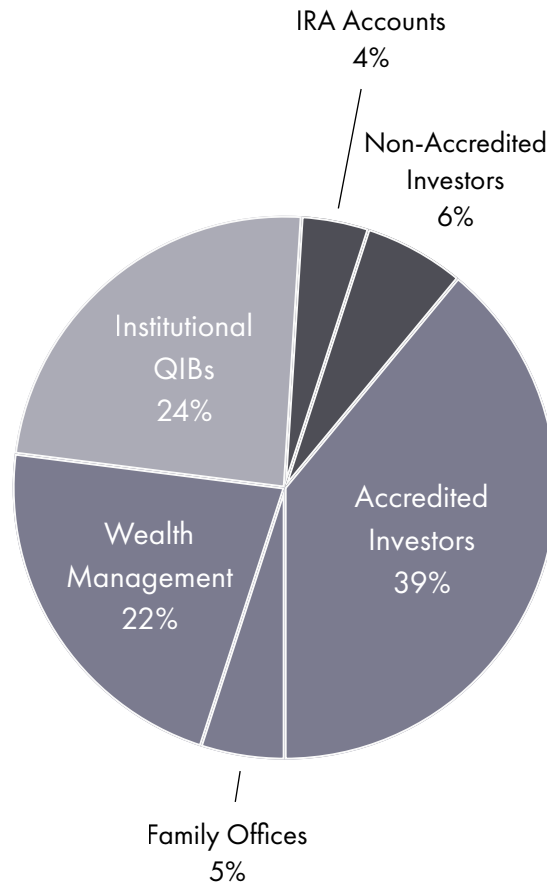
THE RETAIL INVESTOR MARKET

Capital Market Solutions For All

Non-Accredited Retail
First-Time Access

Accredited Retail
Enhanced Access

Institutional Investors
New Asset Class



\$194.2 Trillion Total Addressable Market



OUR SOLUTION FOR INVESTORS

Now Everyone Can Own a Piece of Luxury

Experience fractional ownership of best-in-class assets for accredited and non-accredited investors

Receive institutional-grade equity research, investment tools, and education campaigns to make informed investment decisions

Listed assets will include:



Gems



Jewelry



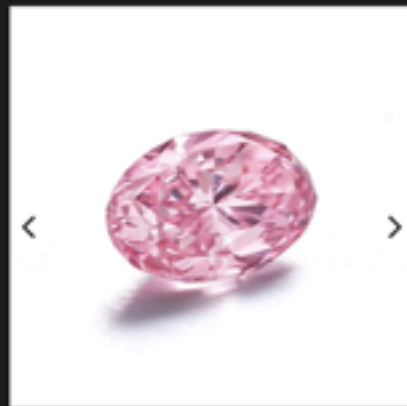
Watches



Art

*Other asset classes may be added at a later date

LUXUS



Rare Argyle Pink Diamond

Carats 0.54

Color Fancy Vivid Purplish Pink

Asset Value \$400,000 USD

BUY SHARES



HOW WE WORK WITH BRANDS

Consumer Luxury Portfolio Creation

Brands source assets pursuant to market demand / inventory; they also advise LUXUS on current trends, acquisitions, industry developments, etc.

01. Sourcing

02. Structuring & Underwriting

LUXUS structures the asset as a security and underwrites using industry standard valuation mechanisms and independent 3rd Parties



LUXUS

LUXUS serves as Issuer, files the asset with the SEC and upon qualification, distributes shares of the asset to retail investors

03. Issuance & Placement

04. Custody and Exit

Brands custody, insure, and maintain asset throughout its life; they later sell the asset back into the private market at a profit to investors (unless the asset is bought on the LUXUS website/app)



OUR PROCESS

Securitization and Listing

Sourcing

- Partner with Luxury Industry Brands
- Select Viable Assets together

Criteria

- Asset Value
- Rarity
- Cultural Significance
- Condition
- Provenance

Underwriting

- Value and Authenticate Assets using Industry Experts and In House Knowledge
- Risk Management and Rigorous Investment Committee Process
- Legal Structuring and Regulatory Filings with the SEC, FINRA etc.

Placement

- Engage with Private Wealth Management, RIA and Retail Channels
- Promote via Online Trading Platforms Cross Partnerships
- Aggressive Digital Advertising, Social Media and Marketing Campaigns
- Secondary Trading on a Listed Exchange or ATS



COMPETITORS

Distinct Place in the Market

Hard Luxury Asset Class		•			
Direct Brand Partnership					
Low-to-No Minimum Investment Threshold			•	•	•
Secondary Market		•	•	•	•
Gifting Capabilities			•		
Open Educational/Research Materials		•		•	•
High Value Asset Listings (\$750,000+)		•			
Social Responsibility Commitment					•
	 LUXUS			Otis	 COLLECTABLE



REVENUE MODEL

The Path to Profitability

ASSET LISTING REVENUE STREAM

7-15% listing fee per listing (paid by luxury brand)

Growth Scheme

Partner with top luxury brands to select & curate best-in-class asset listings



INVESTOR REVENUE STREAM

.50-.75% annual fee on AUM

Growth Scheme

Maximize investor engagement and reach to catalyze exponential platform growth

Other Revenue Streams to be added later on such as: equity research subscription fees, NFT/Meta revenue sharing, marketplace for lower priced assets etc.



FOUNDERS

Financial Services + Consumer Luxury

We believe that the aftermath of COVID-19 continues to usher in an era in which consumer luxury assets are and should be available to all investors.



Dana Auslander

Chief Executive Officer
& Founder

Hedge fund Executive, lawyer, Blackstone MD



FOUNDERS

LUXUS Board & Advisors



Greg Kwiat

Kwiat, CEO



Russell Kwiat

Kwiat, COO



Sandy Climan

*CEO of Entertainment
Media Ventures, Inc., CEO*



Daniel Costello

*Participant Capital,
Managing Partner*



Jill Newman

*Town & Country,
Contributing Jewelry
Editor*



**Jarkko
Matilainen**

*NorthPeak Governance
LP., Co-Founder*



**Jake
Perlman-Garr**

*Riot Games, Global Head of
Corporate Development*



TIMELINE

COMPLETED

Go-To-Market Strategy

Q4 2021

Pre-Launch & Technology Activities Commence; Key Hires Identified

March 2022

Marketing for Beta MVP Goes Live

Teaser Website/Waitlist launched; Social Media & Email Campaign Commence for the LUXUS brand

June 2022

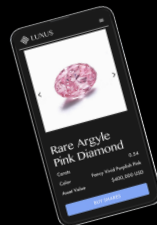
Beta Live/LUXUS Website Launch

Website & Offering are live and open for business; PR & NYC event schedule commence; social media, email & networking campaign in full force

Fall 2022

Second IPO of Beta; Technology Improved

Offerings continue, an additional asset "dropped", User Testing & Analytics; Technology revised and tweaked; Preparation for LIVE launch commenced (Asset rollout plan)



April 2022

Testing The Waters - Asset Marketing

Regulatory period of "testing the waters" begins for Beta Asset (social media, email and networking campaigns)

Summer 2022

Beta Continues and opens to Non US Investors

Initial Asset Closes; User Testing; UX/UI improved; technology adjusted and tweaked per investor feedback

Q1 2023

LUXUS is LIVE (no waitlist)/ Apps Launched

Assets are live with 2 assets a month cadence; Rare Watch vertical launched; Secondary Market Commences



INVESTMENT OPPORTUNITY

\$2.5M Pre-Seed Financing

\$2M Already Raised, \$500,000 Remains

15% Discount Through Q3 2022

Venture Capital led Seed Round in 2023,
fundraising to commence Q4 2022



THE BREAKDOWN

Use of Proceeds

PRE-SEED

\$2.5M

FINANCING

ALLOCATION

Technology	\$1M
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Website & App	500k
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ATS Integration/Secondary Market	500k
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Headcount	500k
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Legal & Compliance	\$150k
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Securitization	100k
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Org & Financing	50k
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Marketing	\$350k
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Working Capital	\$250k
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LUXUS

THANK YOU

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The securities offered are speculative and carry a high degree of risk, including the risk of losing your entire investment. Investments in consumer luxury assets are subject to risks including fluctuations in the global stock markets,, changes in the spending habits of individuals around the world, the global effects of the COVID-19 shutdown and changes related therein changes in taxes, reduced consumer demand, scarcity in consumer luxury asset supply and others. Additional risk factors are set forth in the Offering Circular of each security.

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