

# TOKEN CITY

Agile, Secure & Liquid

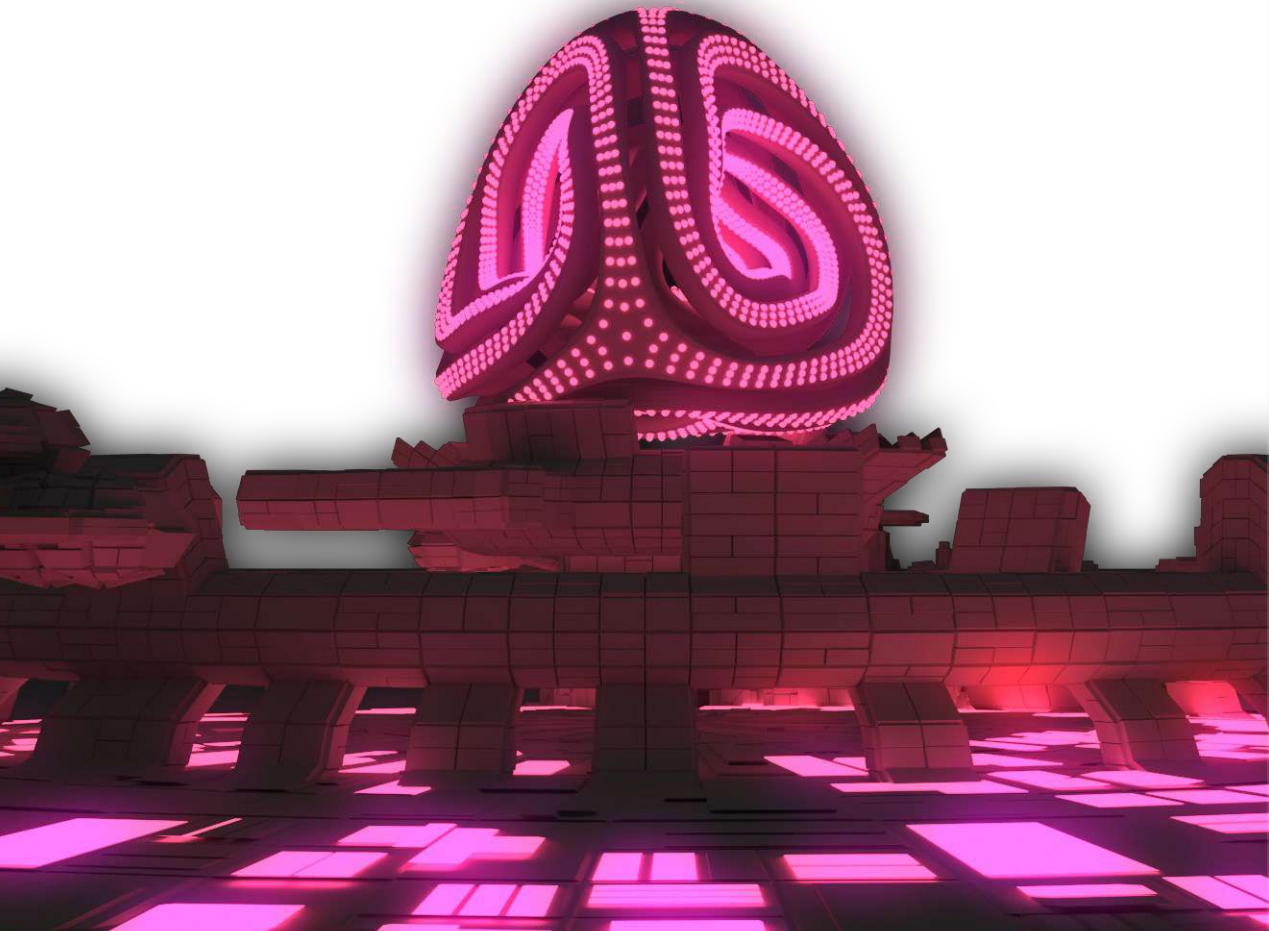
Leading company in tokenized asset management

## Investor Deck

May 2023

[www.token-city.com](http://www.token-city.com)

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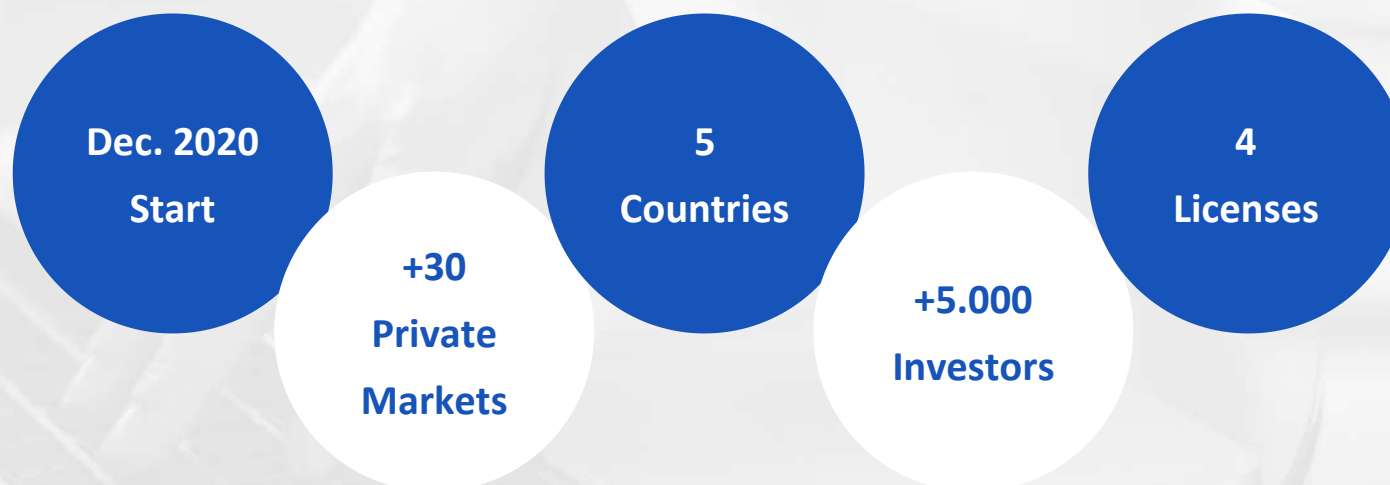


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WHAT WE DO

# Solutions for the comprehensive management of tokenized financial assets

We offer **advice**, **technological infrastructure** and **regulatory compliance** to clients, companies and asset managers to issue, manage and trade their tokenized assets on blockchain, aware that our activity contributes to reducing barriers to investment and to the progress of society



OPPORTUNITY

# Tokenization of illiquid assets to reach \$16.1 trillion by 2030\*

2030E non-financial corporate and quasi-sovereign debt

**\$ 187 trillion**

Estimated 2030E  
**\$1.9 trillion tokenized**

2030E Real Estate Funds

**\$ 20 trillion**

Estimated 2030E  
**\$1.5 trillion tokenized**

2030E trade finance

**\$ 12 trillion**

Estimated 2030E  
**\$1 trillion tokenized**

2030E security financing and collateral

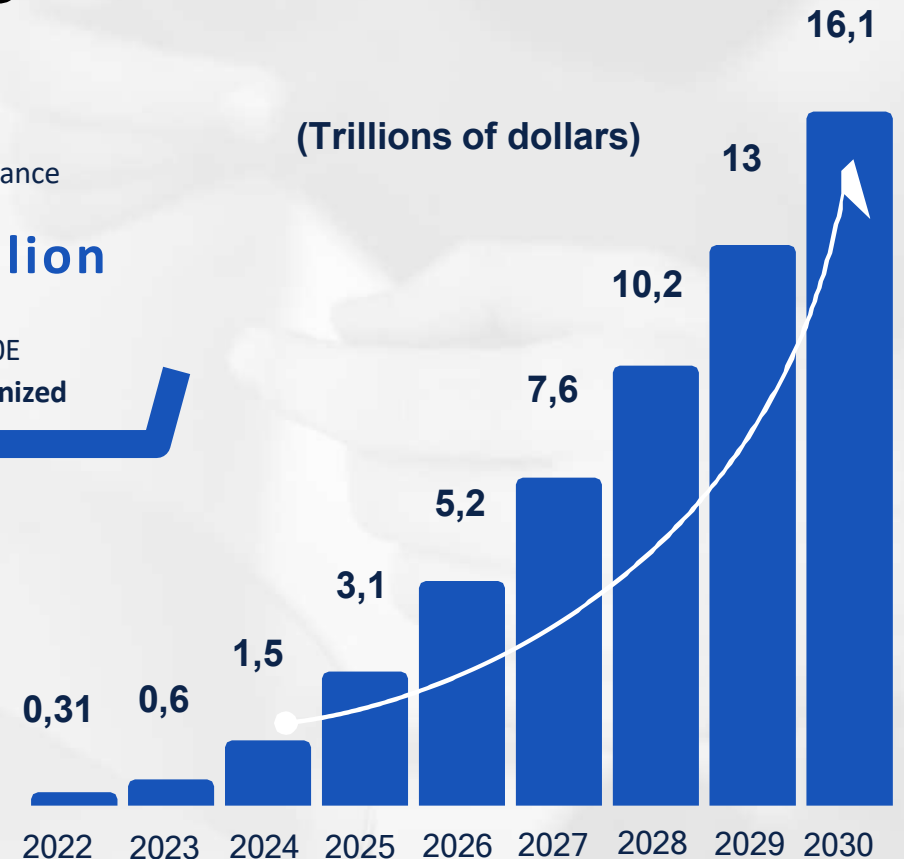
**\$ 42 trillion**

Estimated 2030E  
**\$0,5 - \$1 trillion tokenized**

2030E Private equity / venture capital

**\$ 7 trillion**

Estimated 2030E  
**\$0,7 trillion tokenized**



\*[IReport](#) published by Boston Consulting Group (BCG)

PROBLEM AND SOLUTION

**Problem**



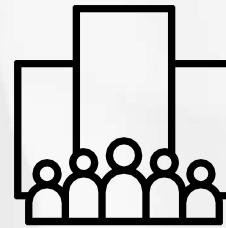
Limited access to International investment markets

Legal and bureaucratic procedures are long and complex

Lack of transparency for investors

Few alternative financing options

**TOKEN CITY Solution**



**COMPANIES**

More financing formulas and alternatives



**ASSET MANAGERS**

Lower costs, greater efficiency and higher reach



**INVESTORS**

More investment options, agility and liquidity

Transparency



Democratization



Agility



Efficiency



Liquidity



Global reach

**TOKEN CITY**

## VALUE PROPOSITION

Token City is the **first aggregator of economic rights-backed token markets**, which has developed a **comprehensive global solution** that enables the creation, management, purchase and sale of tokens by corporate investors, investment funds, portfolios, broker-dealers and other investment services firms

**Regulated Markets**

**Exchanges**

Small Business District

Renewable Energy Plaza

Art Coliseum

**Private Markets**

**OTCs**

Startup Neighborhood

Real Estate Boulevard

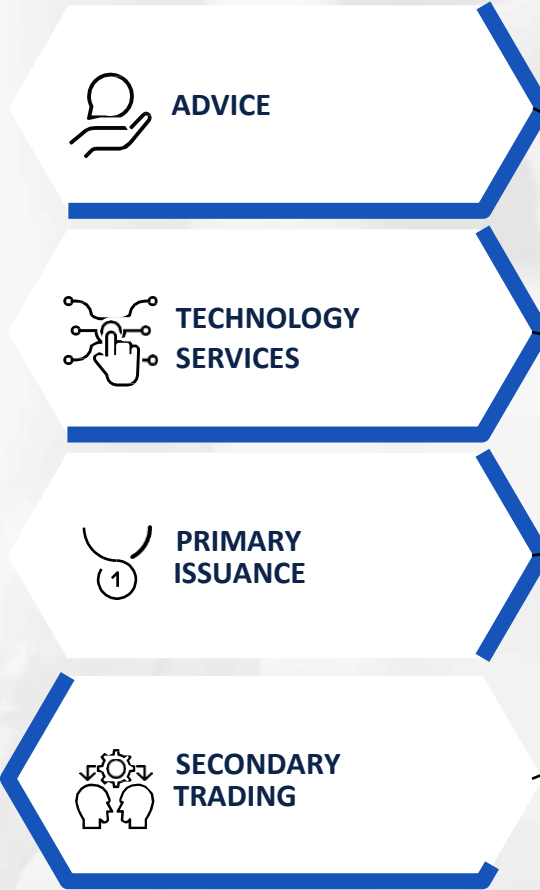
**TOKEN CITY**

BUSINESS MODEL

VALUE CHAIN



SERVICES



## REGULATORY COVERAGE

Token City is a pioneer in the field, leading the development of market infrastructures in Blockchain worldwide, always in strict regulatory compliance

**CNMV** >> Adventarees Capital, first and only Crowdfunding Platform regulated by the CNMV to issue STOs

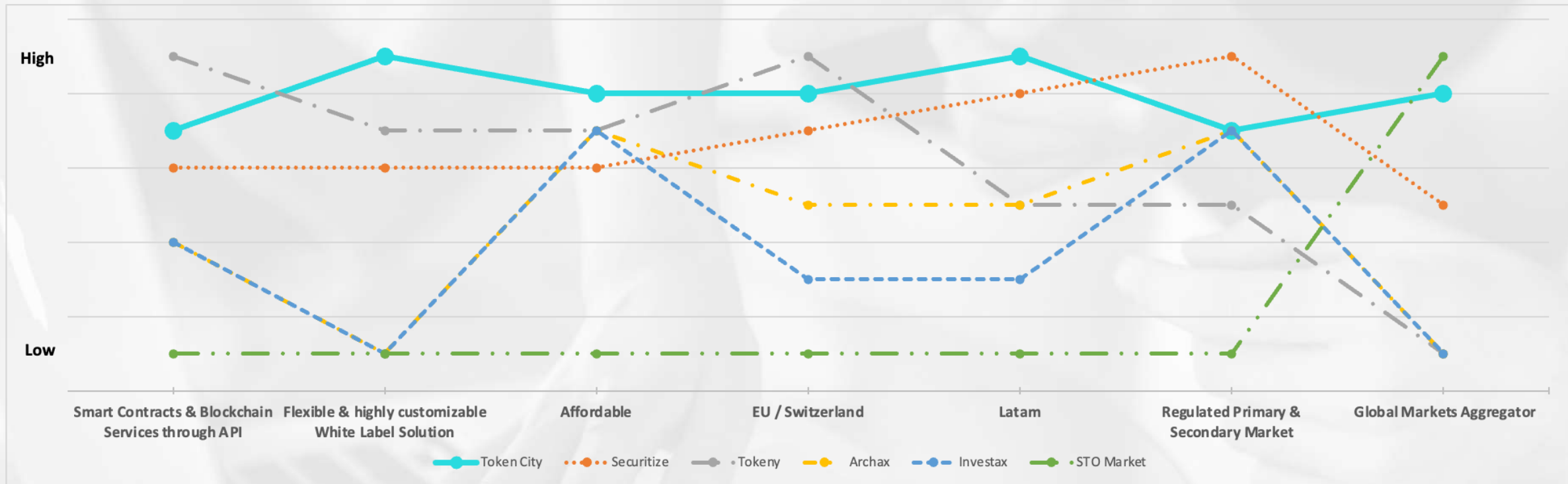
**ESIs CNMV** >> Alliances with Investment Services Companies (ESIs) regulated by the CNMV in Spain (and its equivalents around the globe) to issue through White Label

**Sandbox CNMV** >> Entry into the CNMV regulatory Sandbox to operate a Blockchain Market Infrastructure under the European Pilot Regime (for tokens representing Equities, Debt and UCIT Funds)

**FINMA** >> In the process of launching a Secondary Token Market in Switzerland (for all types of Digital Assets)



## COMPETITORS



## BOARD OF DIRECTORS



**Yael H. Oaknin**  
Founder & CEO



Industrial engineering degree from the Polytechnic of Madrid and the Ecole Centrale Paris, and postgraduate degree in Technology Management from the University of Texas.

Token City founder. Previously founded Adventurees Capital and Adventurees Alliance. Regular speaker at business schools and corporations with extensive experience in business development. Named Innovative Entrepreneurship Woman of Reference 2021 in Spain by the High Commissioner of the Government of Spain.



**Rocío Álvarez Ossorio**  
Shareholder & CMO



Law and Economics Degree from the University of Navarra, EMBA from IESE and Master from ICADE. She started her career in Banking M&A in London with Deloitte and E&Y. She founded and sold the startup Nonaly. She has extensive experience in creating entrepreneurship and investment ecosystems, in EAE (Grupo Planeta), Women in a Legal World (WLW) and VC4Women, among others. Named Innovative Entrepreneurship Woman of Reference 2021 in Spain by the High Commissioner of the Government of Spain.



**Jaime de Andrés**  
Shareholder & COO



Degree in Economics and Business Administration from CUNEF and EDP from IESE. He was an audit and consulting manager for companies in the service sector. Subsequently, he successively assumed, the responsibilities of Financial Administrative Director at GDM, Corporate Financial Director of Prisa Internacional and Strategic Planning Director of Prisa Radio, all in highly complex and international environments.



**Enrique Sánchez**  
Shareholder & Sales



Telecommunications Engineer. Entrepreneur, investor and advisor in several startups, scale-ups and innovation environments. Previously, business development in companies such as Infoempresa, Deloitte and Linde. Lover of technology, sports and healthy living.



**Alberto Ortega**  
Business Development



Law Degree and Master in Financial Markets from the University San Pablo CEU (No. 1 of the promotion). More than 20 years of experience in the banking sector in the UK and Spain, as well as in CFO and CEO roles in several Spanish and international companies. Founder of several companies and Board member in several companies.

## ADVISORS & BUSINESS ANGELS



Pedro Antón



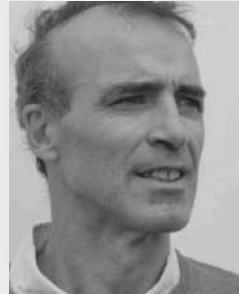
Financial and M&A advisor, investor and advisor to technology startups. He has been Chief Financial and Resources Officer (CFO + Technology and HR) at Prisa Radio, at OESIA (technology and defense) and at HUNE (controlled by the private equity firm Advent). In these companies, he led debt and operational restructuring processes. Previously, he was a member of the management committee of several Telefónica units: CFO for Brazil, CEO and founder of Tgestiona (BPO), General Manager at Telefónica LATAM, director of Telefónica Factoring, among other responsibilities. He also worked for JPMorgan where he was COO for Spain, leading Technology and Operations.



Nacho Alonso



Co-Founder, CEO, and Investor. He has more than 10 years of experience as an investor and 35 as an entrepreneur in multiple business sectors, including Real Estate, hospitality, and agribusiness. President of the Board of Directors at CLUB IMPACT ANGELS. Member of the Selection Committee at Angels Capital. President and Co-Founder of Pinama 17 inverstartups. Co-Founder and CEO of Pinama Inversiones. Second Vice President of BIGBAN Private Investors. Board Member of THECUBE Madrid. Bachelor's degree in Business Administration from the Complutense University of Madrid. Degree in Economics and Business from CEU San Pablo University.



Alejandro Soto



CFO, founder and investor, he's an expert in financial management MMC and M&A. Partner & CFO of Da Vinci Platform. CFO & Financial Analyst at COREangels Madrid, where he invested in 25 early stage companies. Board Member & Financial Analyst at Mimotoparking.com. Financial and Investment Support at VT-Lab. Financial and fundraising advisor at Claire Global. 10 years of experience as University lecturer. Bachelor's Degree in Business Administration from Universidad Complutense de Madrid. Industrial Construction Expert by the Official College of Technical Architects of Madrid. Management and Marketing Diploma from CEF and Finance Management Diploma from IESE.



María Parga



Former Secretary of the IBEX 35 Indices Committee at Sociedad de Bolsas, S.A.. Former General Director of Bolsas y Mercados Españoles Innova. Former Director of Open Innovation at Bolsas y Mercados Españoles. Former Business Development Director at BME Inntech. Member of the Professional Advisory Council of FIFED. Vice President of the Business Continuity Institute. Member of the Advisory Council of the Spanish Association of Foundations. Co-founder and Honorary President of ALASTRIA. Co-founder of Ways. Co-founder of The Muxic. Innovative Woman Leader Award in the Top 100 Ranking by Diario Empresa 2022. Bachelor's degree in Mathematical Sciences from Universidad Complutense.



Nacho Loscos



Senior executive and expert in Digital Strategy, negotiation and alliances, business development, digital advertising and telecommunications with extensive international experience. Professional career with more than 20 years in the Telefónica Group where he has been one of the leaders of: Mobility and Carrier billing in Spain; the identification, negotiation and commercial development of strategic internet related alliances for the entire Telefónica Group; the creation and international deployment of Terra. He holds a degree in Telecommunications Engineering and an MBA from the Universidad Politécnica de Madrid.

AWARDS

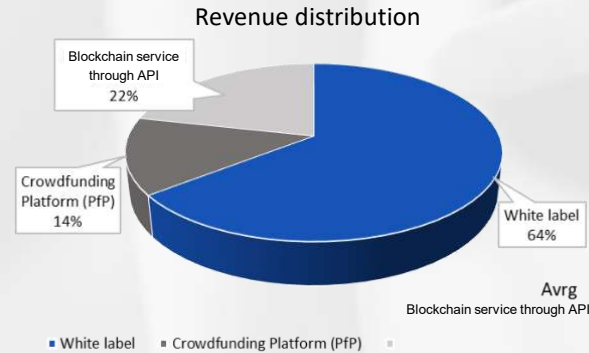
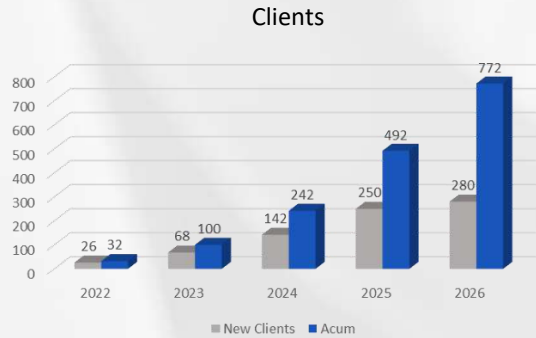
# XXI Century National Technology Award in the blockchain category

Recognized among the top 50 startups by 4YFN. Selected by Forbes Spain among the 22 most influential ideas. Considered one of the 5 most promising companies created in Spain in 2020 by Finnovating. Highlighted as one of the most innovative startups by Entrepreneurship World Cup, AIBC Malta and Molo9

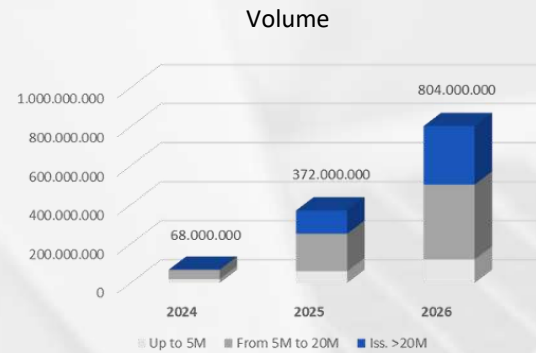


## FORECASTS

### Infrastructure business assumptions



### Exchange business assumptions

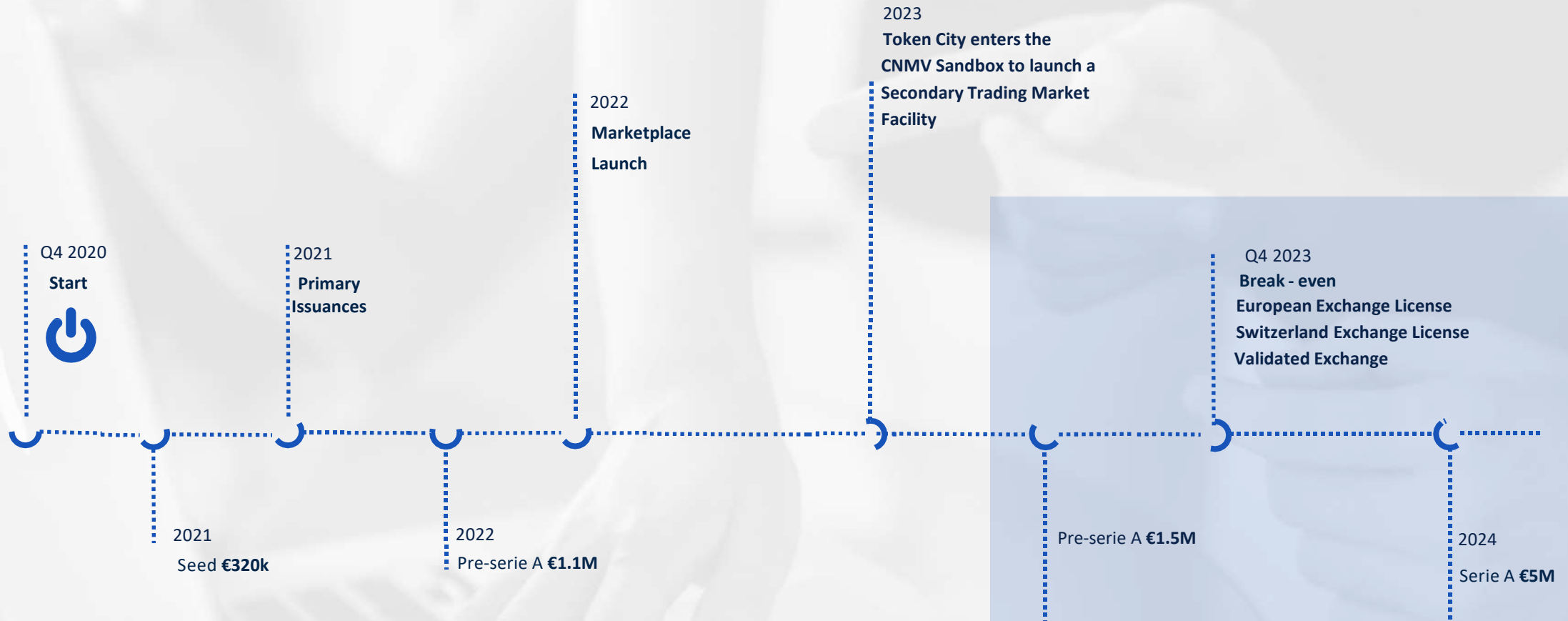


|                                   | 2023             | 2024             | 2025              | 2026              |
|-----------------------------------|------------------|------------------|-------------------|-------------------|
| <b>Revenues</b>                   |                  |                  |                   |                   |
| - Tech Infrastructure             |                  |                  |                   |                   |
| a) Origination                    | 738.333          | 2.219.450        | 6.658.350         | 19.975.050        |
| b) Mangmt /Markets                | 23.833           | 505.250          | 1.515.750         | 4.547.250         |
| <b>Subtotal</b>                   | <b>762.167</b>   | <b>2.724.700</b> | <b>8.174.100</b>  | <b>24.522.300</b> |
| - Exchanges (Switzerland-Euro)    |                  |                  |                   |                   |
| a) Structuring & Registration     |                  | 476.000          | 2.499.000         | 5.124.500         |
| b) Fees per transactions & Others |                  | 693.600          | 4.651.200         | 10.485.600        |
| <b>Subtotal</b>                   | <b>0</b>         | <b>1.169.600</b> | <b>7.150.200</b>  | <b>15.610.100</b> |
| - Capitalization of developments  | 305.000          | 400.000          | 400.000           | 400.000           |
| <b>Total Revenues</b>             | <b>1.067.167</b> | <b>4.294.300</b> | <b>15.724.300</b> | <b>40.532.400</b> |

|                                 | 2023              | 2024              | 2025              | 2026               |
|---------------------------------|-------------------|-------------------|-------------------|--------------------|
| <b>Operating Costs</b>          |                   |                   |                   |                    |
| - Infrastructure                |                   |                   |                   |                    |
| Wages/Salaries/Benefits         | -637.649          | -1.125.565        | -2.701.356        | -6.483.255         |
| Advertising/Marketing           | -30.000           | -100.000          | -240.000          | -576.000           |
| Serv.Prov/Accounting/Legal Fees | -302.994          | -362.730          | -870.552          | -2.089.325         |
| Other Expenses                  | -73.833           | -221.945          | -532.668          | -1.278.403         |
| <b>Subtotal</b>                 | <b>-1.044.477</b> | <b>-1.810.240</b> | <b>-4.344.576</b> | <b>-10.426.983</b> |
| - Exchanges (Switz-Euro)        |                   |                   |                   |                    |
| Wages/Salaries/Benefits         |                   | -461.250          | -1.281.000        | -1.637.213         |
| Advertising/Marketing           |                   | -500.000          | -600.000          | -700.000           |
| Serv.Prov/Accounting/Legal Fees |                   | -195.000          | -324.000          | -396.000           |
| Other Expenses                  |                   | -367.788          | -611.691          | -969.681           |
| <b>Subtotal</b>                 | <b>0</b>          | <b>-1.524.038</b> | <b>-2.816.691</b> | <b>-3.702.893</b>  |
| <b>Total Op.Costs</b>           | <b>-1.044.477</b> | <b>-3.334.278</b> | <b>-7.161.267</b> | <b>-14.129.876</b> |

|                                | 2023          | 2024              | 2025             | 2026              |
|--------------------------------|---------------|-------------------|------------------|-------------------|
| <b>EBITDA</b>                  |               |                   |                  |                   |
| - Infrastructure               | -1.143        | 809.210           | 2.713.774        | 9.948.067         |
| - Exchanges (Switzerland-Euro) |               | -2.100.956        | 202.058          | 5.204.184         |
| <b>Total Ebitda</b>            | <b>-1.143</b> | <b>-1.291.746</b> | <b>2.915.832</b> | <b>15.152.251</b> |

# ROADMAP



ROUND

Amount  
**€1.5M**

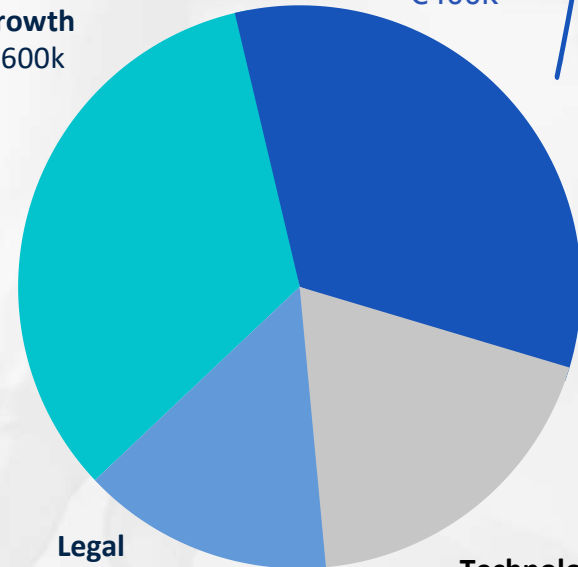
Pre-money valuation

**€10m**

Convertible note, 33% discount on the €15M valuation at the maturity date

Use of funds

Growth  
€600k



Swiss Exchange  
A.G. (\*)  
€400k

(\*) % of the investment goes to increasing capital in the Swiss Exchange.

Milestones

EU Exchange License

Swiss Exchange License

Tech Infrastructure

Break even

# TOKEN CITY

Agile, Secure & Liquid

## Some of our use cases





## USE CASES



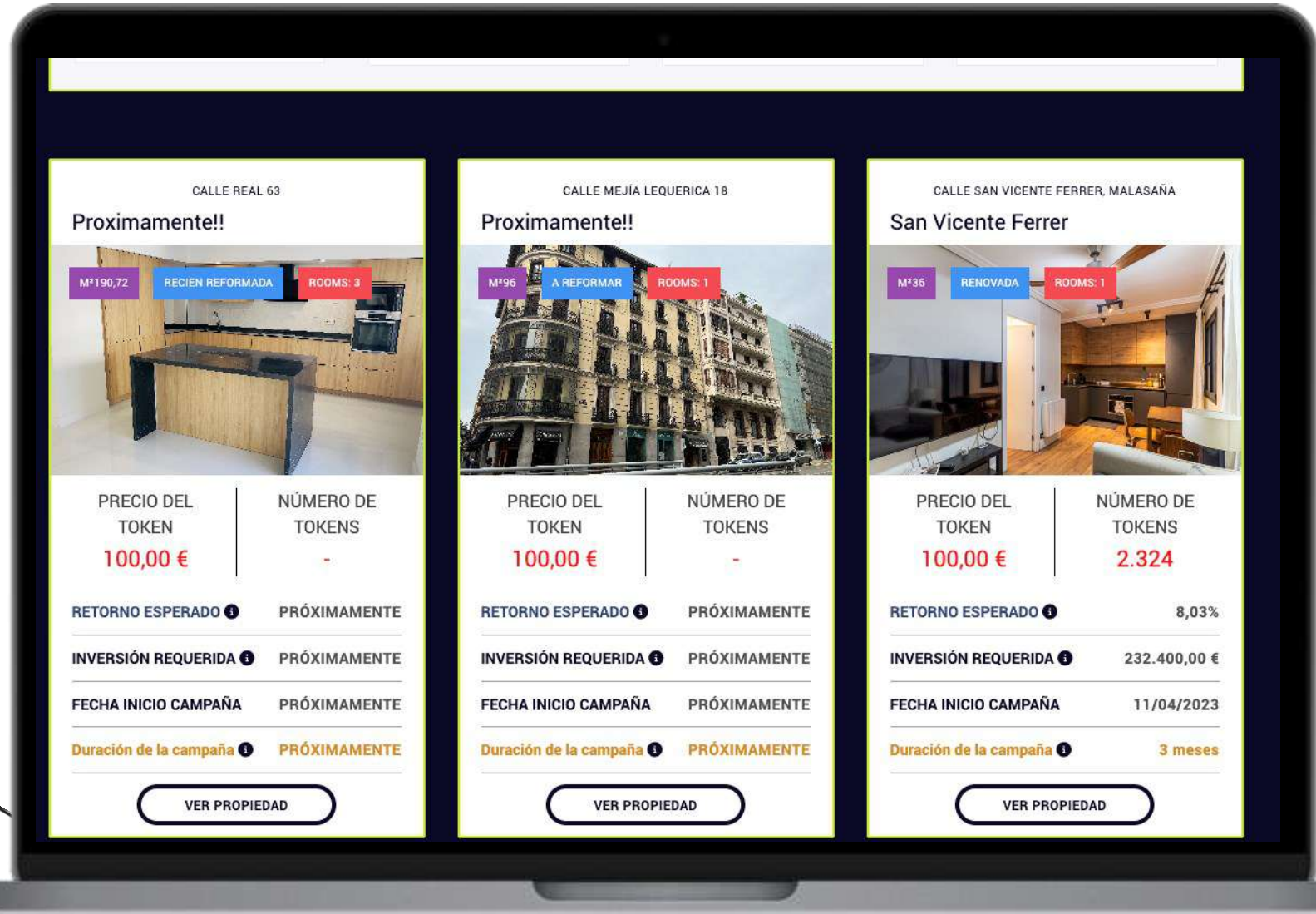
## First operation for a Blanco SAF fund in Peru

Tokenization of assets with Token City technology.



# Customized platform for the tokenization of Real Estate assets

Offering a wide range of Real Estate investment options in Spain, Mexico and the US.

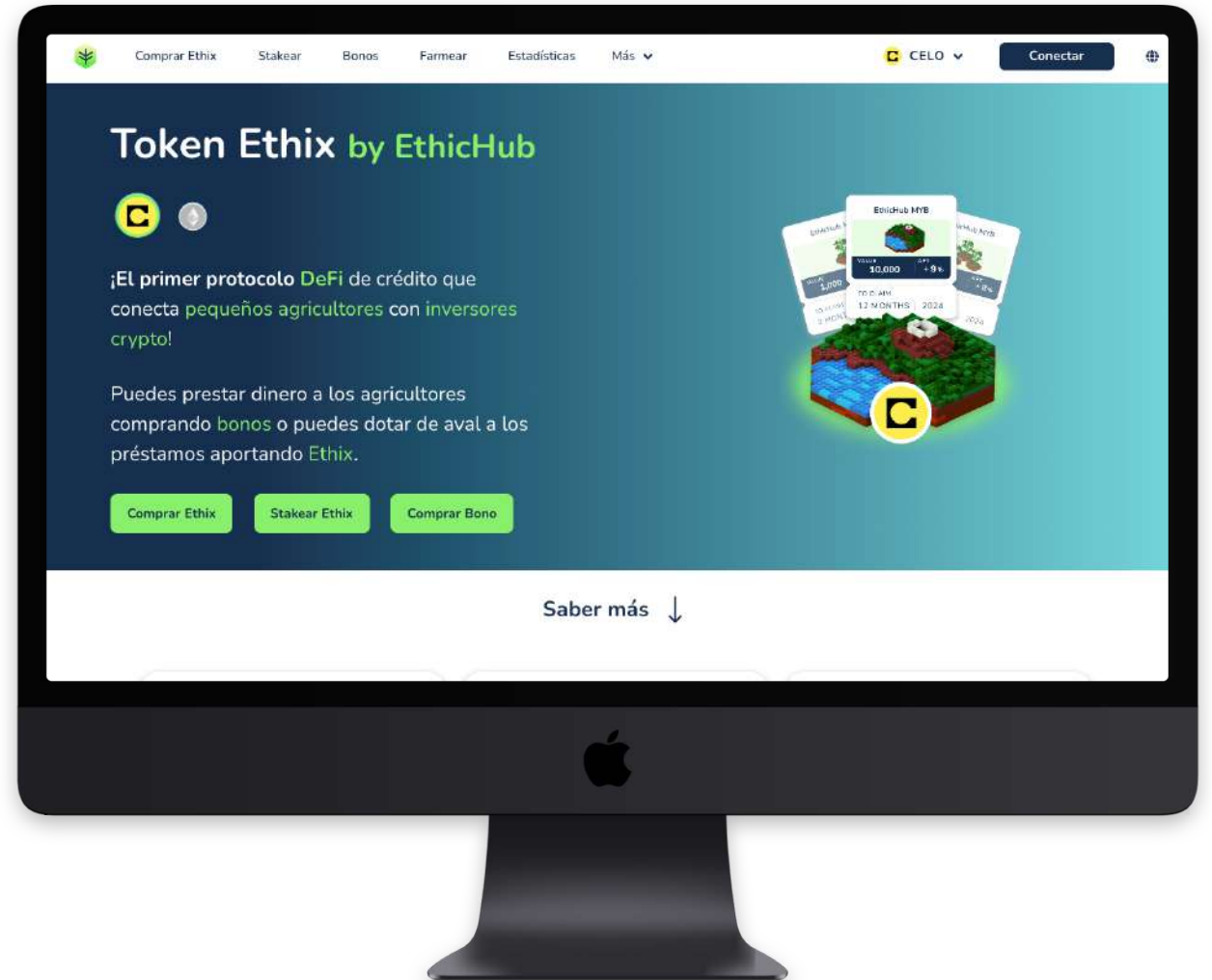


## USE CASES

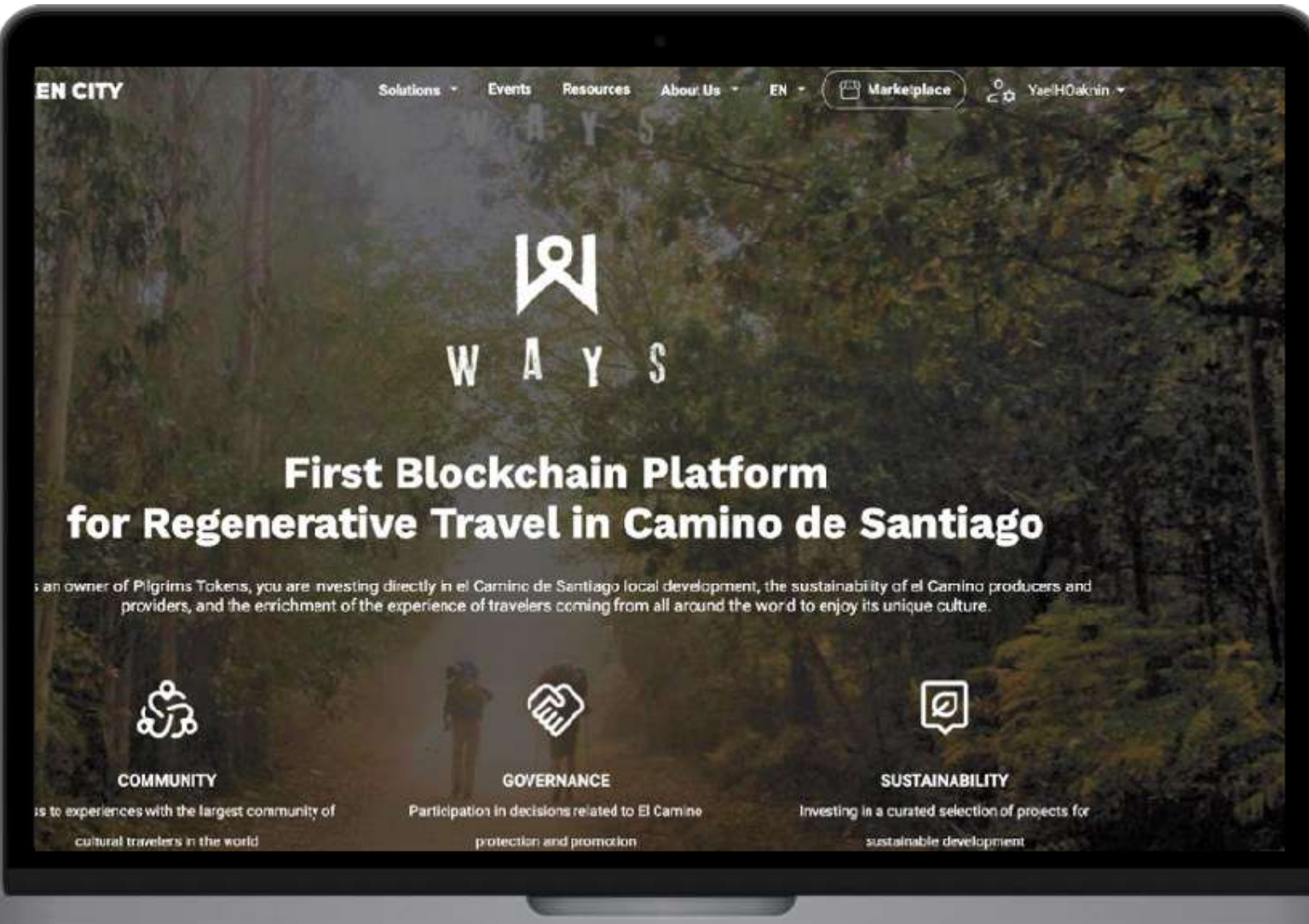
Tokenised issuance  
of a DeFi startup in the  
agricultural sector



EthichUB recently received the Financial Innovation Award in the  
Impact Category



## USE CASES



## Web3 blockchain service connected through the official platform's interface

Tokenization of the Camino de Santiago.

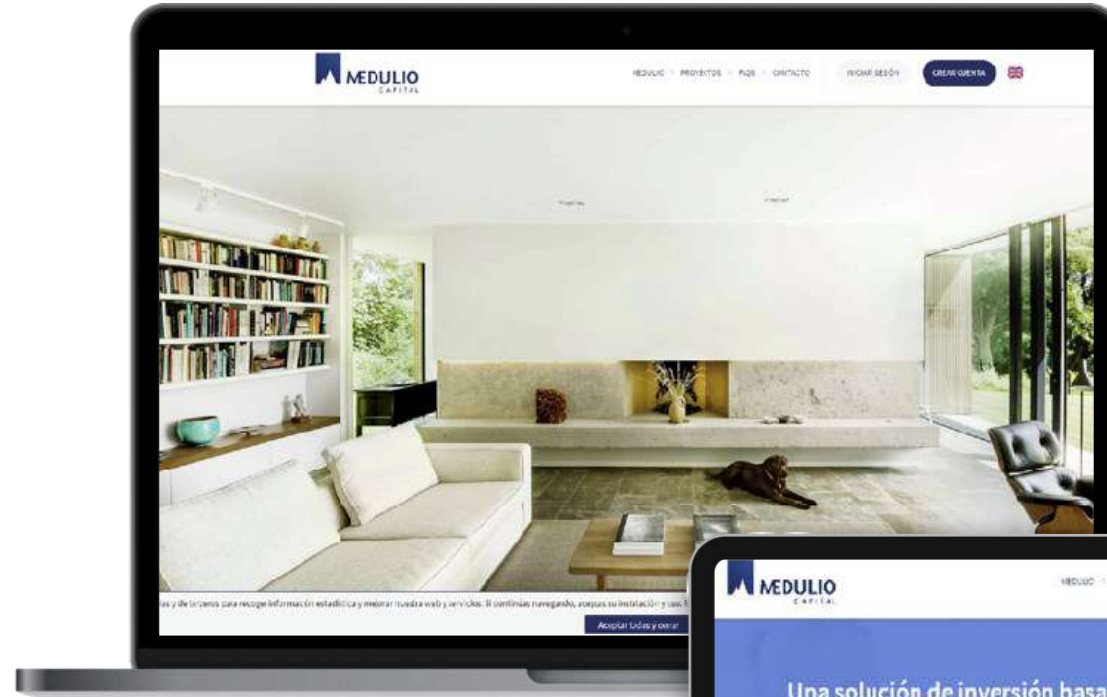
Technology provided through API to enable access from the client's own interface.

## USE CASES

# Customized platform for the tokenization of Real Estate assets



Platform customized to the client's image and brand for token issuance in the Real Estate sector



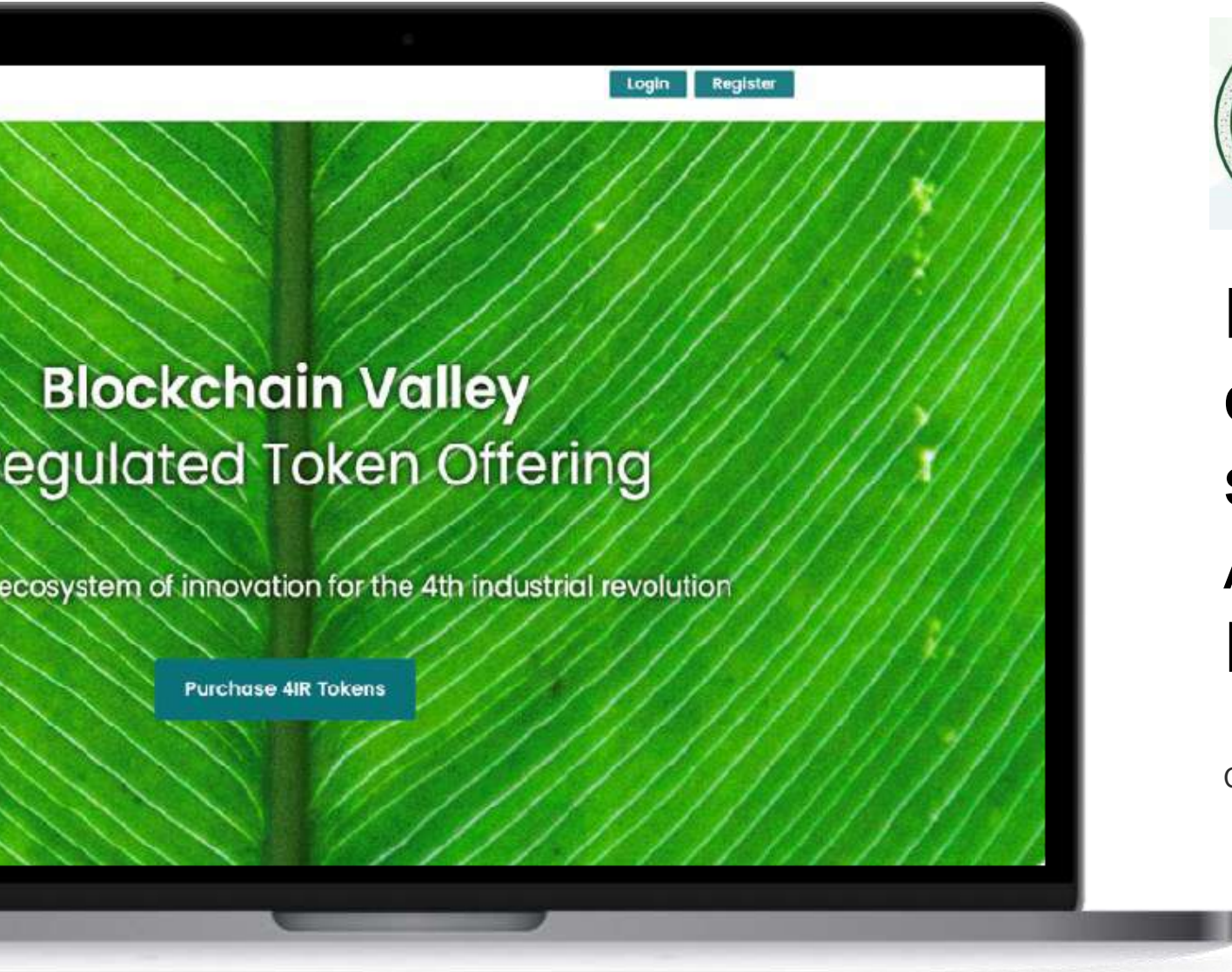
# Loan tokenization



Issuance of a tokenized loan, convertible into equity capital, utility tokens and NFTs



## USE CASES



Platform for the issuance of a 200 million ICO supervised by the French Autorité des Marchés Financiers (AMF)

Customized platform for a Utility Token launch

## USE CASES

# Customized platform for Renewable Energy assets tokenization



Personalised platform with the client's image and brand for the issuance of tokens in the renewable energy sector.

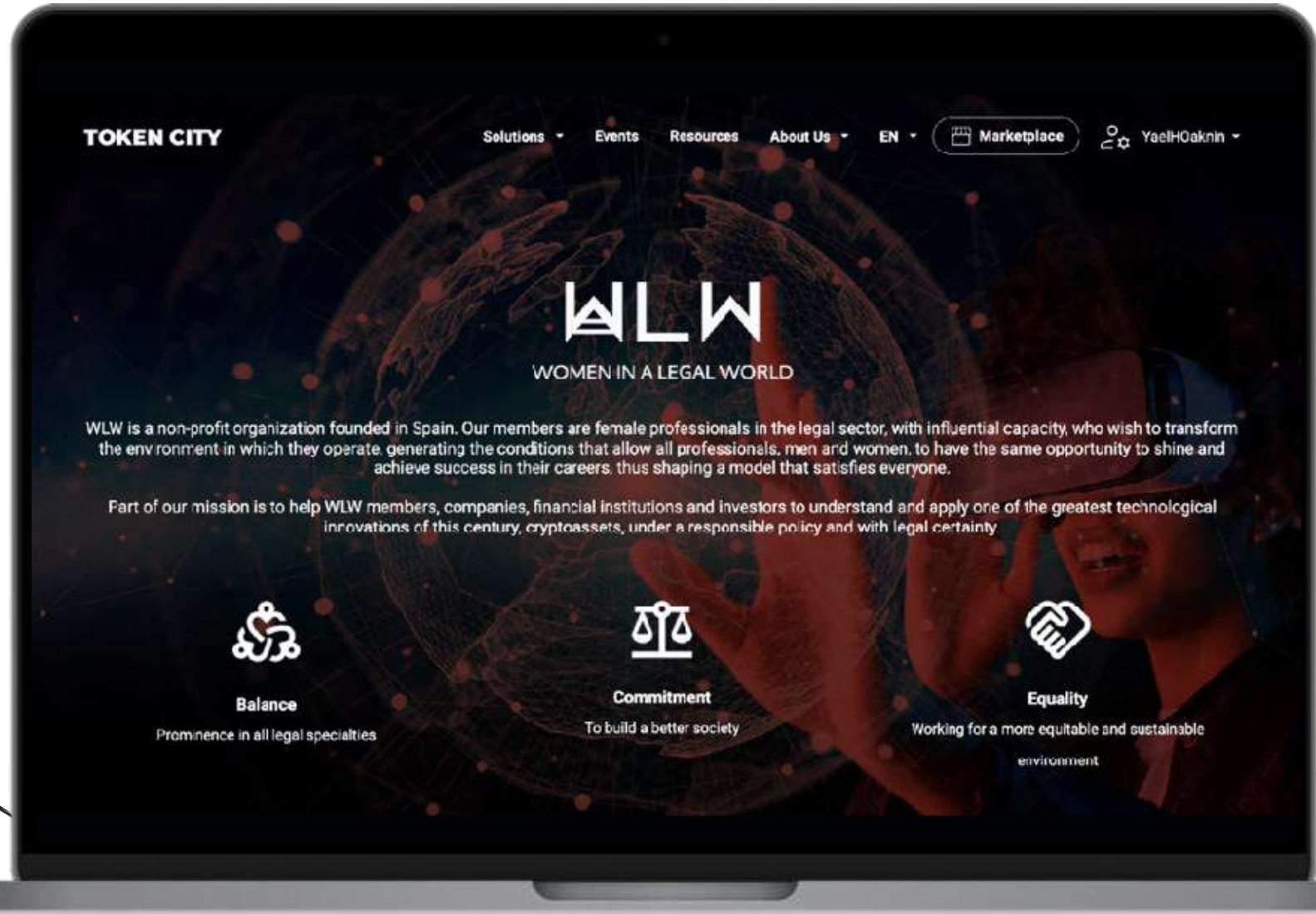




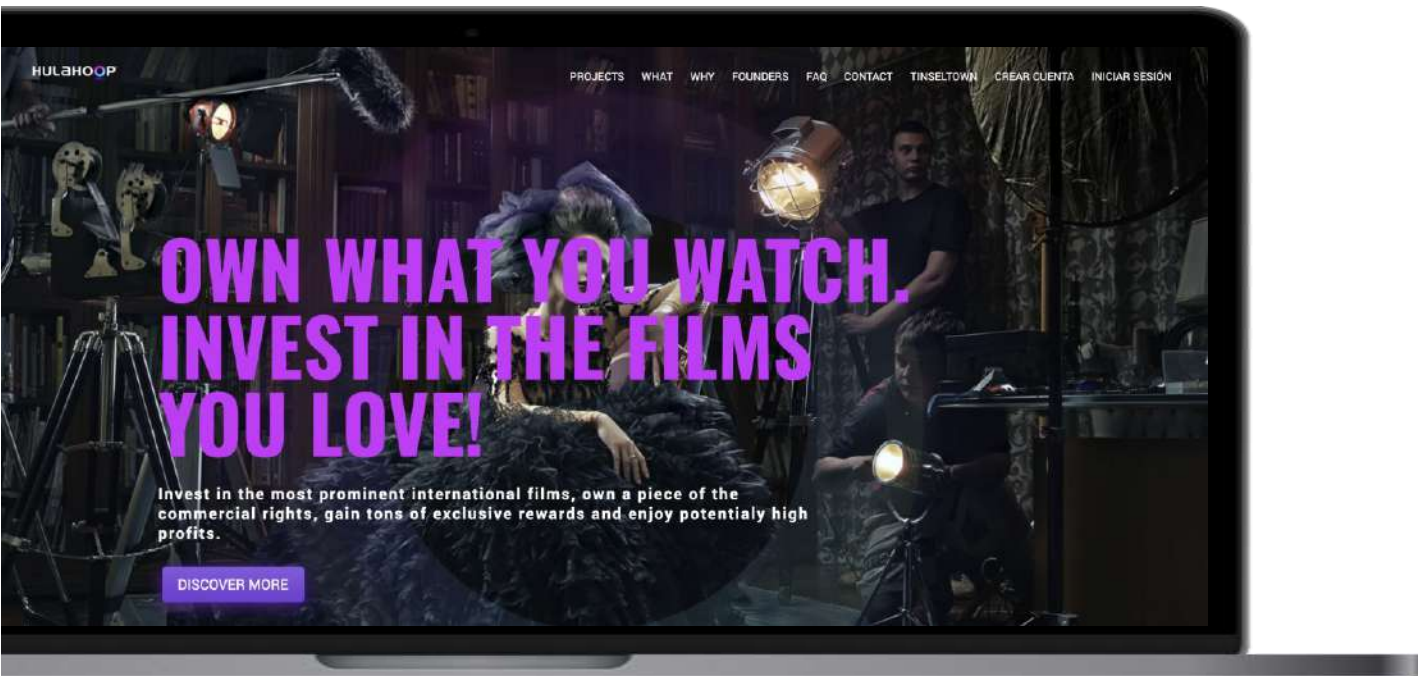
## USE CASES



NFTs Airdrop as  
incentive for the  
client's community



## USE CASES



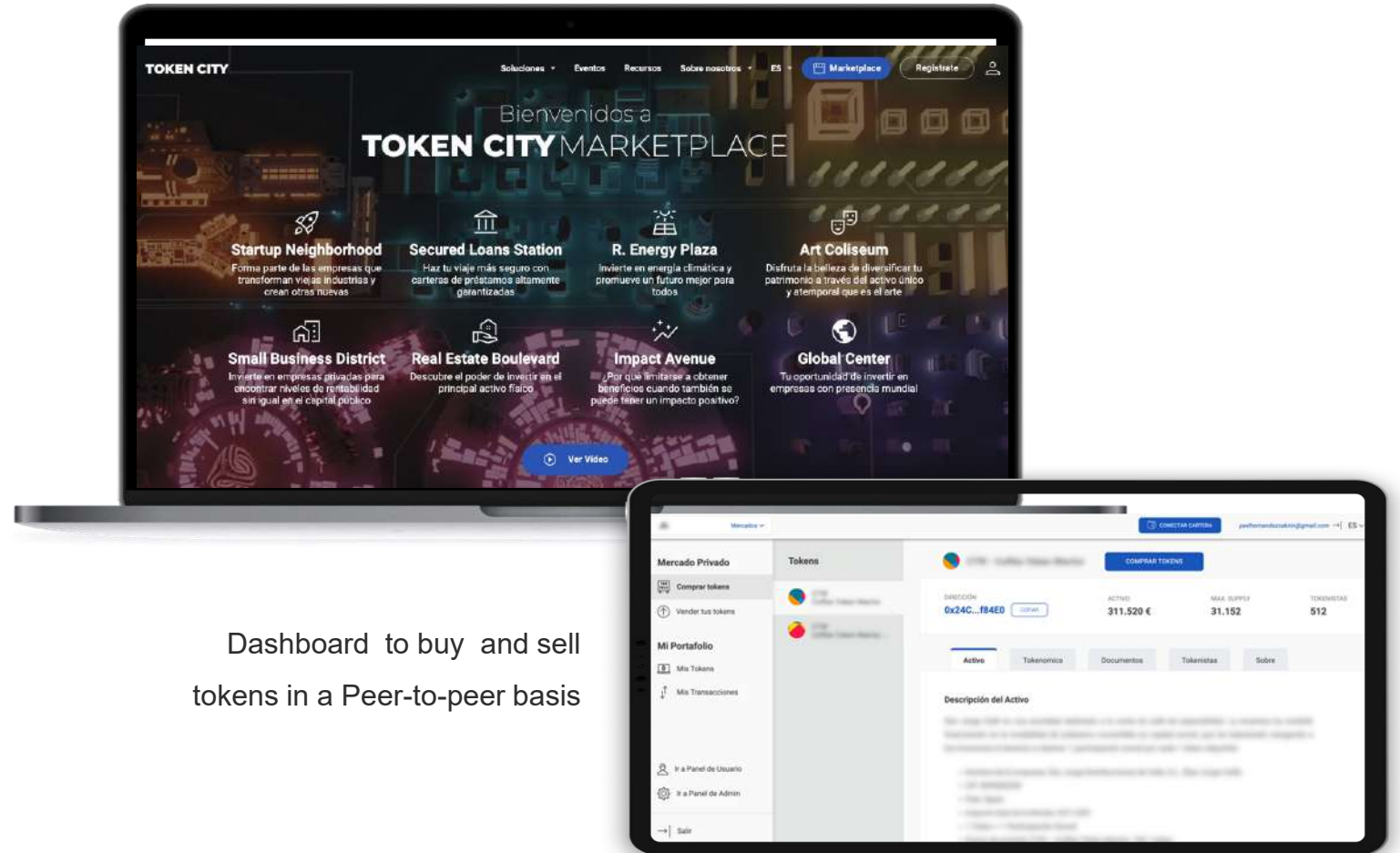
Customized  
tokenization platform  
for the Film Industry

# Tokenization of Royalties



## USE CASES

# P2P Private Market at the marketplace



Dashboard to buy and sell tokens in a Peer-to-peer basis

# Thank you!

# TOKEN CITY



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28001 Madrid



INVESTOR DECK - May 2023