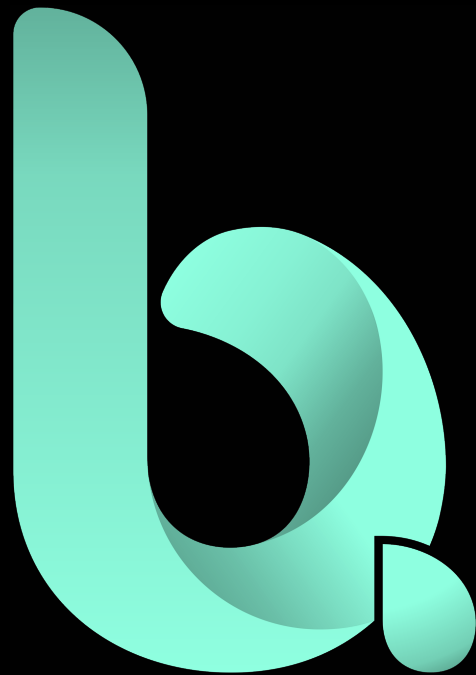


Forctis



be.fluid®

The solution for a
new era of luxury
product markets

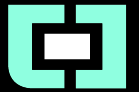
Isabelle Ganz
isabelle.ganz@forctis.io

April 2021



be.fluid eliminates old pain points and opens-up new opportunities.

- ✓ Facilitates quality & provenance control
- ✓ Enhances authenticity & reputation
- ✓ Enables monitoring of the product life cycle
- ✓ Leverages the proof of sustainable production & supply chain transparency
- ✓ A means to provide flexibility & liquidity
- ✓ Strengthens the connection between brands and clients
- ✓ Facilitates the access to a broad investor base
- ✓ Opens up an era of luxury-as-a-service by boosting new marketing and sales channels



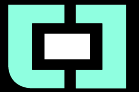
be.fluid mitigates challenges that got highlighted during the Covid-19 pandemic.

- ✓ Consolidating the evolution from bricks & mortar towards winning customers via digital channels
- ✓ Leveraging technology to open new mechanisms for successfully competing in increasingly challenging markets
- ✓ A new digital medium which meets the needs and preferences of luxury brands
- ✓ An alternate way for engaging HNWI to invest in luxury beyond traditional routes.



Forctis created a **holistic digital platform**
dedicated to **luxury goods**
providing a **unique** and **engaging ecosystem**

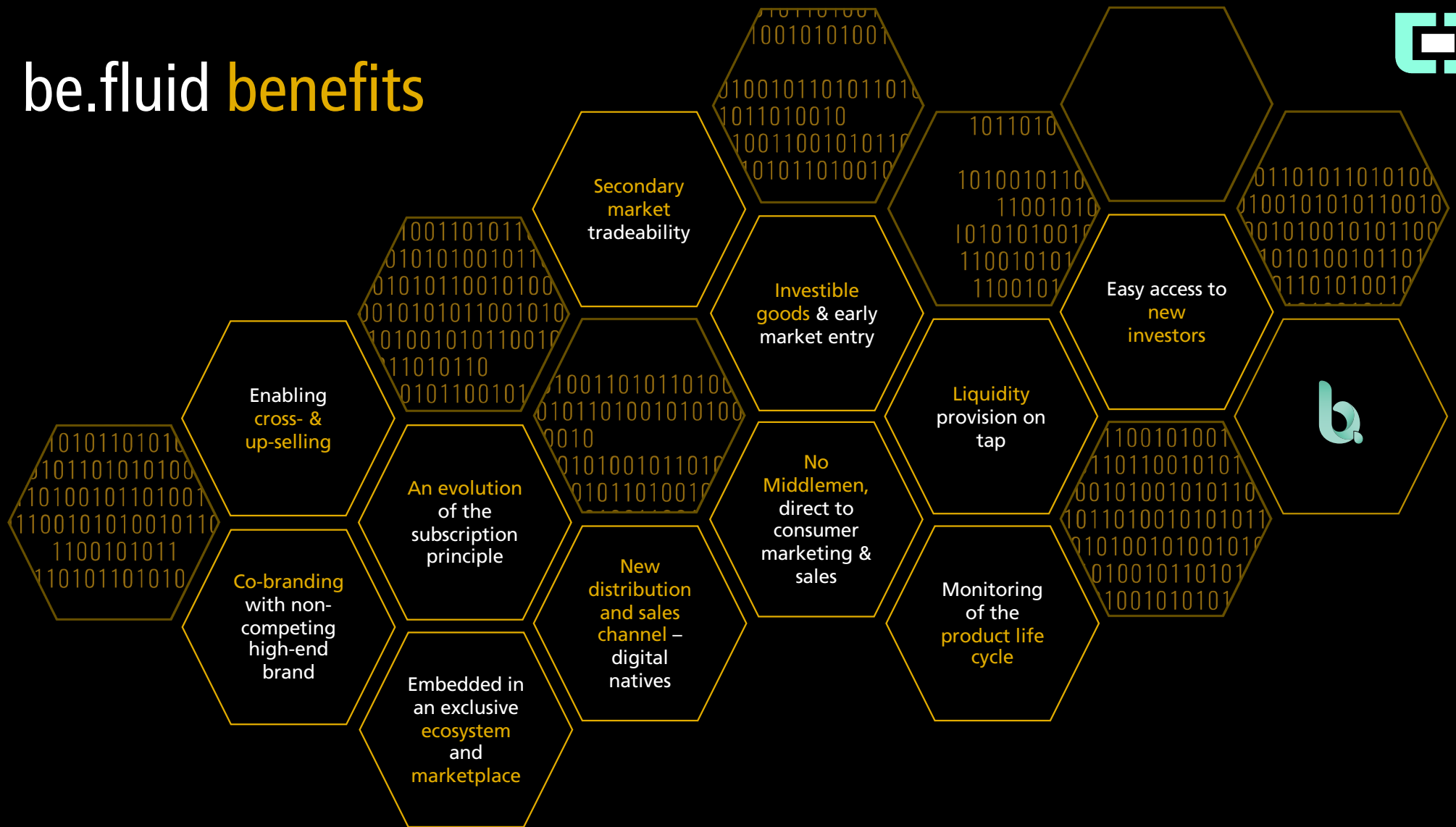


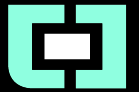


We help develop **new markets**
for the luxury goods sector
that **overcome existing limitations**
in **secure environment** for brands and investors



be.fluid **benefits**





Be.fluid is tailored towards servicing the following **potential markets** of high value assets



Whiskey



Gemstones



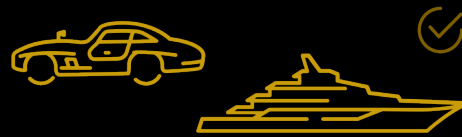
Jewelry



Timepieces



Real estate



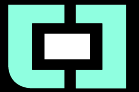
Motor vehicles and yachts



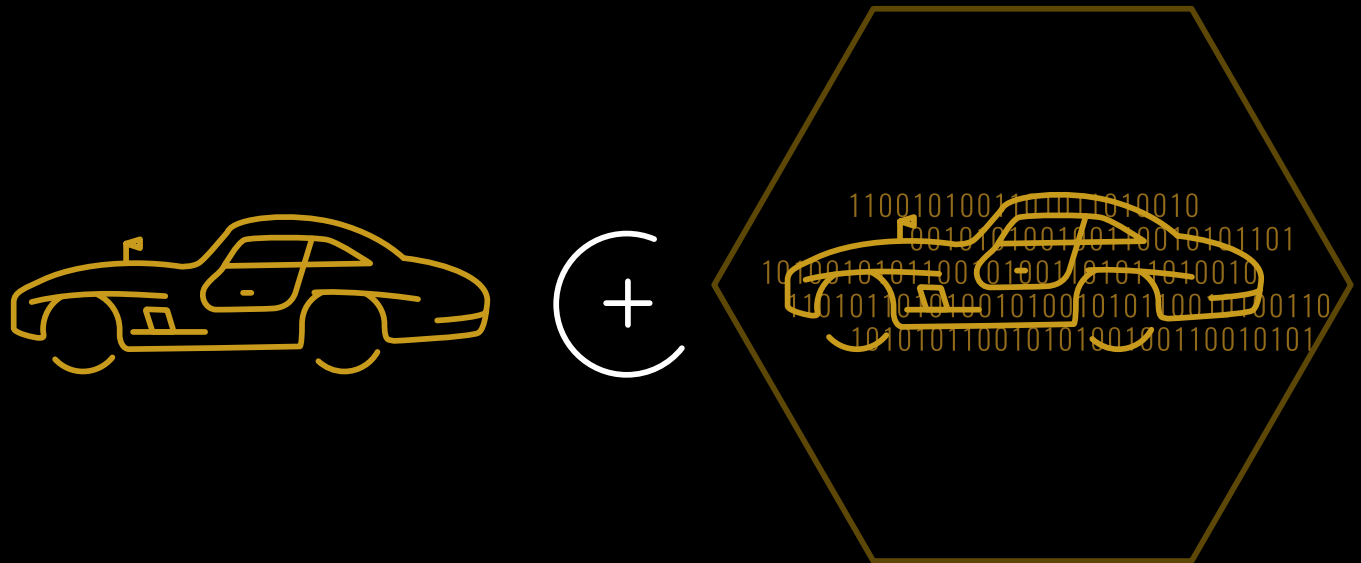
Art

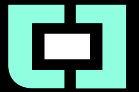


Wine



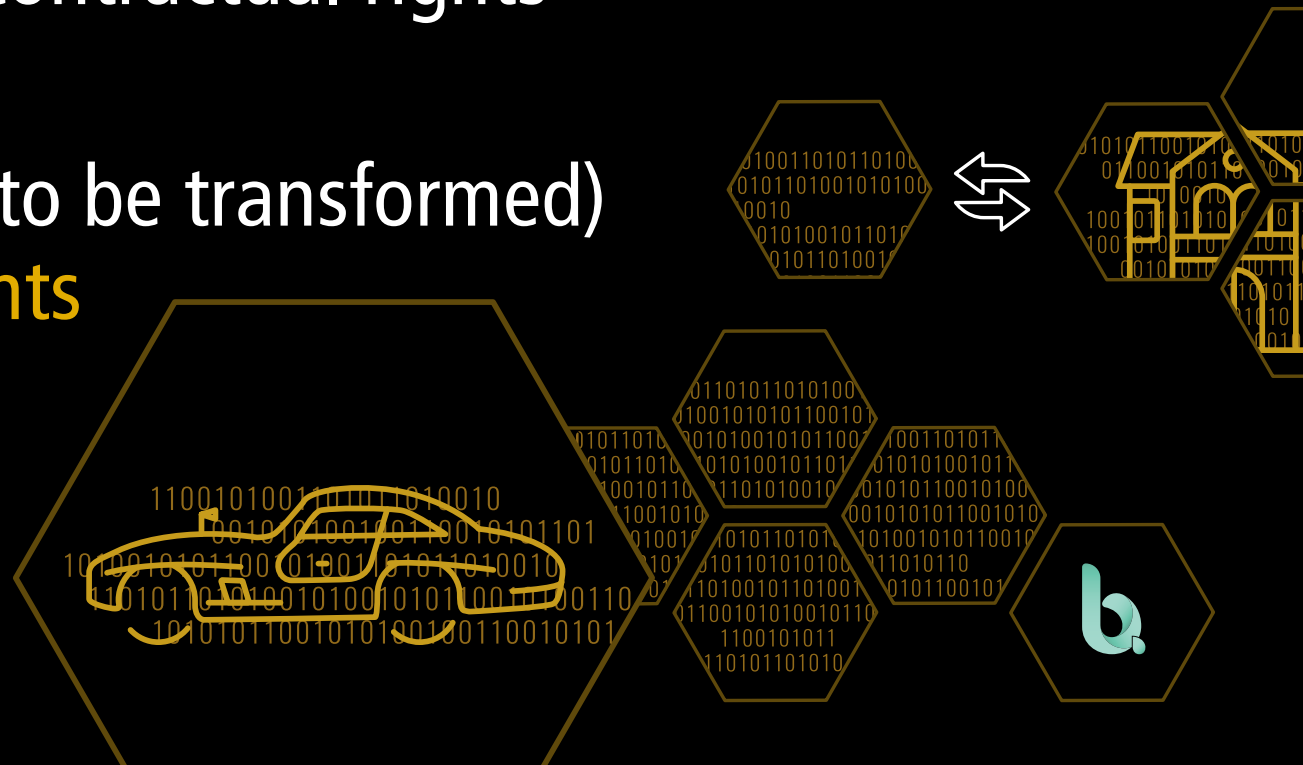
We create a **digital twin** of your asset that **stores all relevant information** and **lives alongside** the physical object





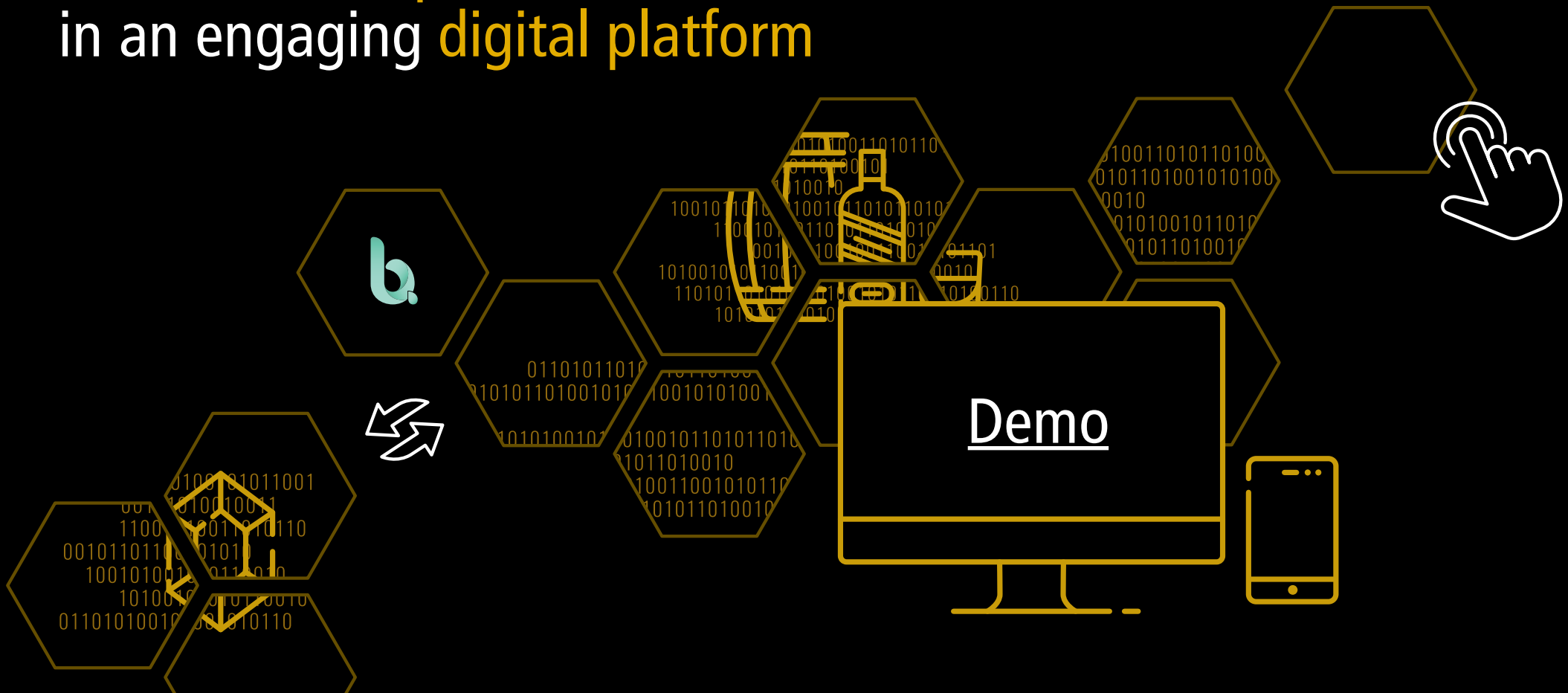
This process is called **tokenization** and allows for the **representation** or **creation** of property or contractual rights

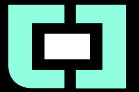
It enables **divisibility** (fragments of the asset to be transformed) into **tradeable instruments**





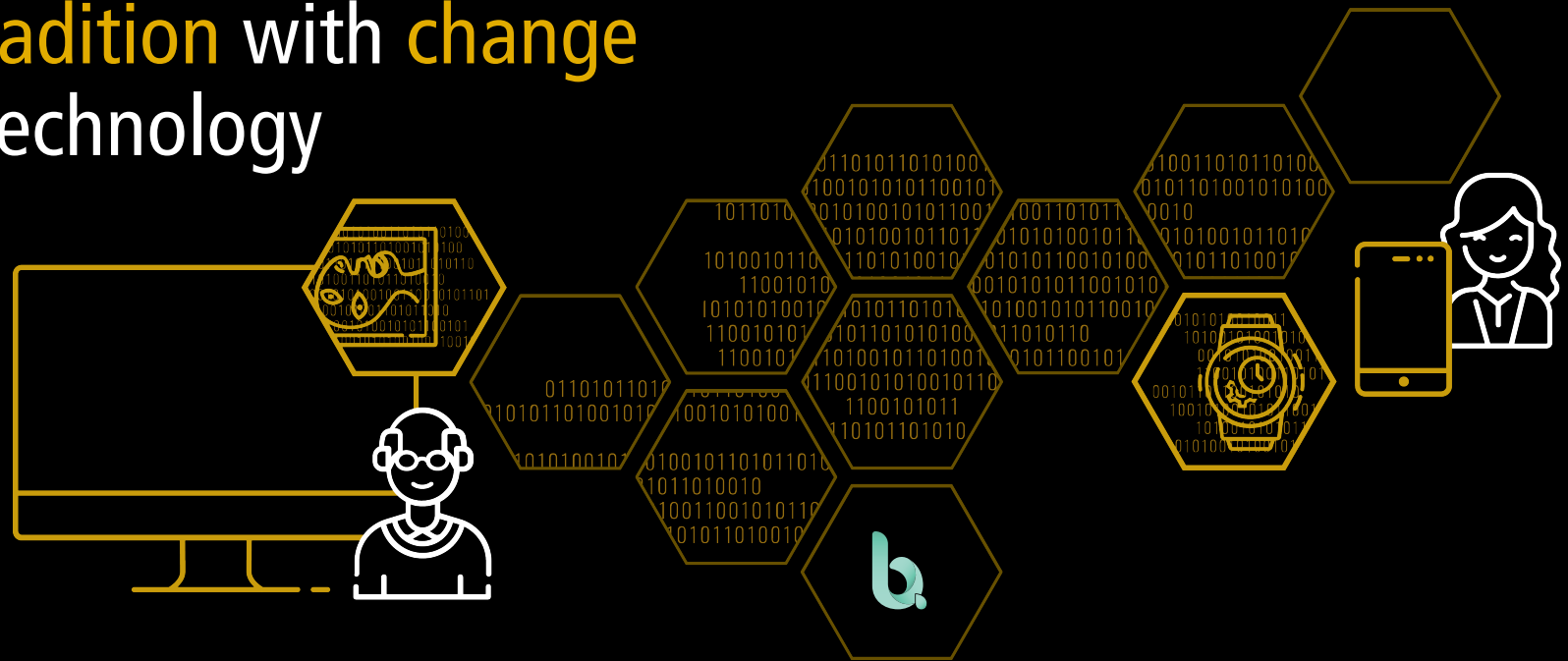
The **tokenized products** are embedded
in an engaging **digital platform**



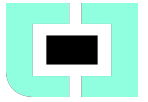


be.fluid allows brands to cater for **both** the old(er) and the **digital native generations** and open up a new way to access **investment grade luxury goods**

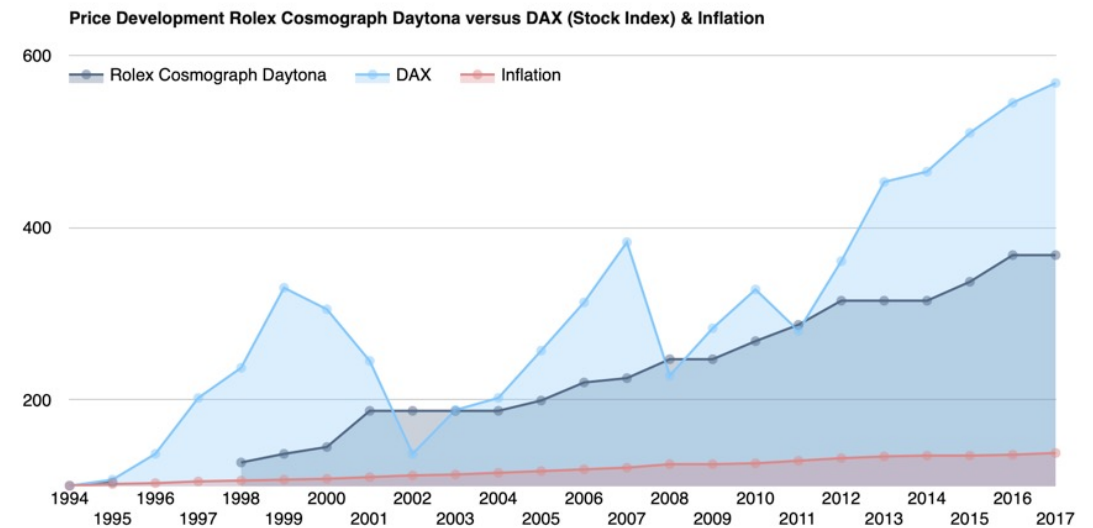
We merge **tradition** with **change** brought by technology



Trend 1: luxury goods as investment, no novelty!



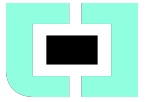
Price development: Rolex Daytona an example*



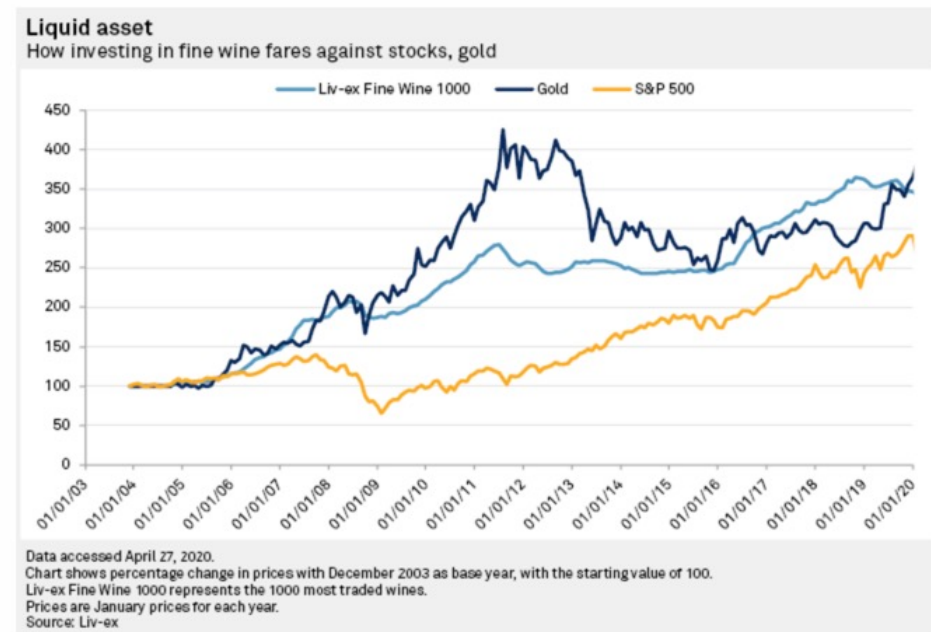
Sources:

*<https://www.timerating.com/en/watches/rolex-cosmograph%20daytona/#wertsteigerung>.

Trend 1:



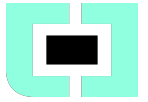
Price **development**: Liv-ex Fine Wine 1000 an example*



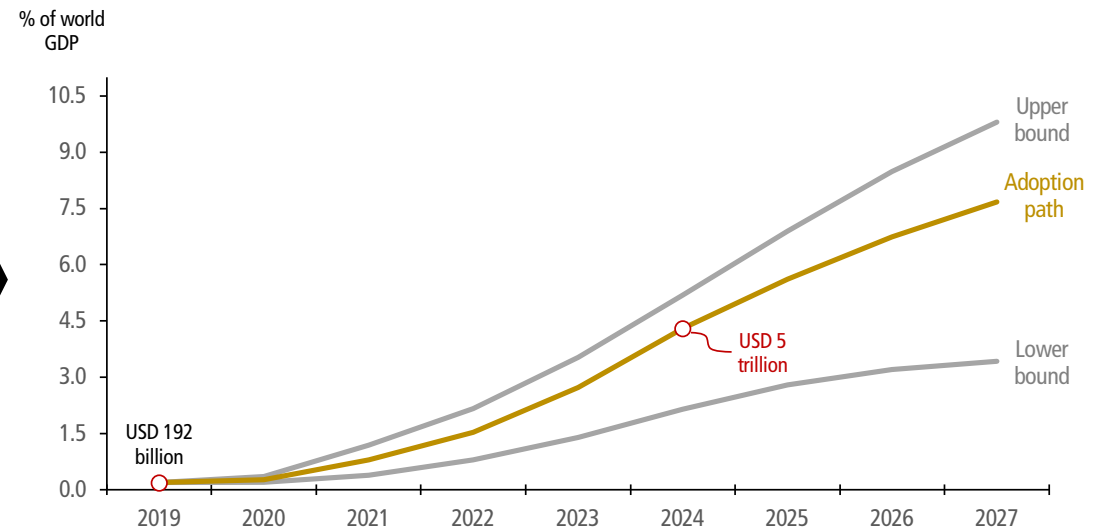
Liv-ex Fine Wine 1000: tracks 1'000 wines from across the world using the Liv-ex Mid Price.

Source:
*<https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/fine-wine-investors-toast-despite-stock-market-tumble-58149302>.

Trend 2: asset tokenization on the rise!



Market potential digital assets 2019 – 2027*



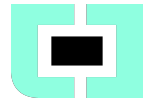
Moderate estimate: more than 7.5% of the global GDP stored on DLT by 2027.

Sources:
*World GDP: <https://data.oecd.org/gdp/gdp-long-term-forecast.htm>; own estimates based on various sources

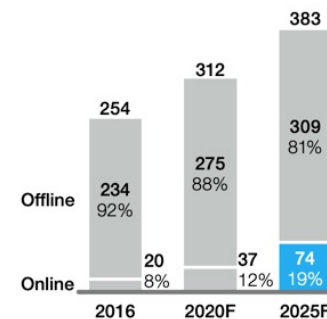
Trend 3: purchase behavior shift, digital platforms on the rise!

Source:

*<https://www.mckinsey.com/l-media/mckinsey/industries/retail/our%20insights/luxury%20in%20the%20age%20of%20digital%20darwinism/the-age-of-digital-darwinism.ashx>

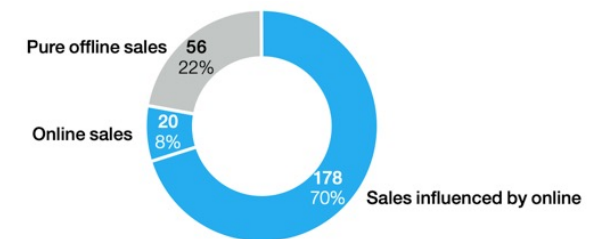


Digital platform use in the luxury sales global outlook*



- Tripling of online luxury sales by 2025 to about €74 billion.
- 1/5 of personal luxury sales will take place online by 2025

Digital influence on sales of personal luxury goods today*

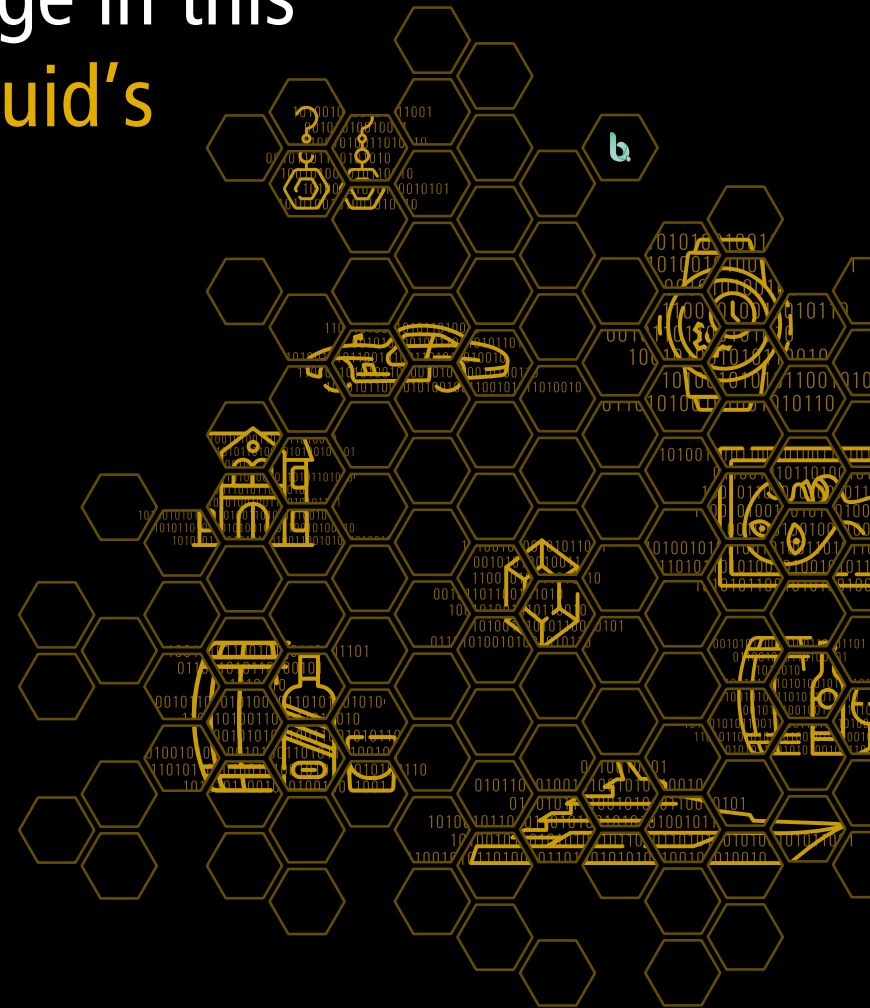


- 80 percent of luxury sales “digitally influenced.”
- 1+ digital touch points in the luxury shopping journeys.

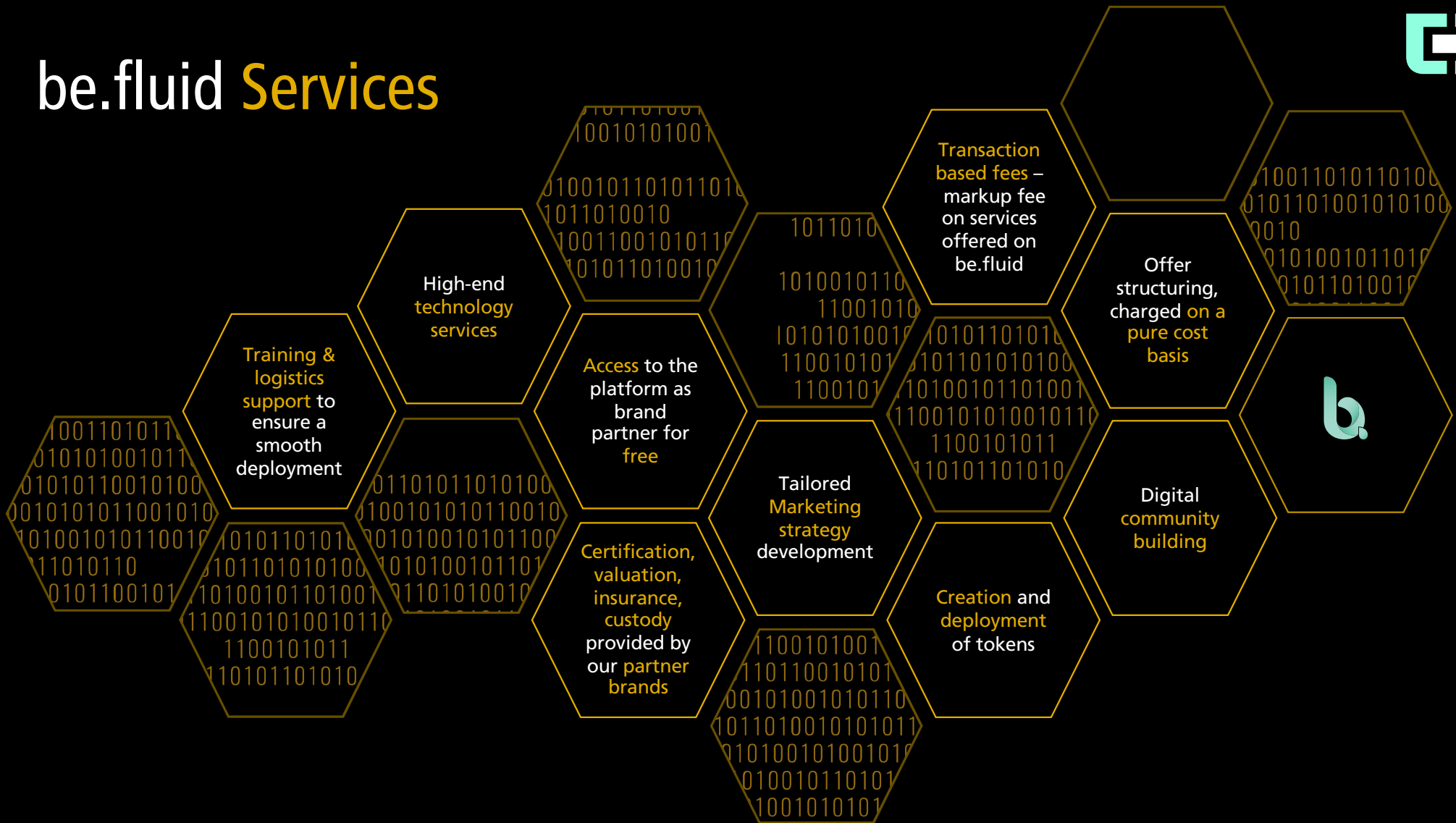


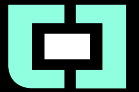
You can be amongst the **first** to engage in this **exclusive circle and** benefit from **be.fluid's** unrivalled **USPs**

- New sales and marketing distribution funnel that aligns current market scenarios, offerings & preferences.
- Designed to fundamentally increase customer engagement & sales through zero setup costs and limited marketing efforts.
- Intersection point between digital ad partners & online retailers.



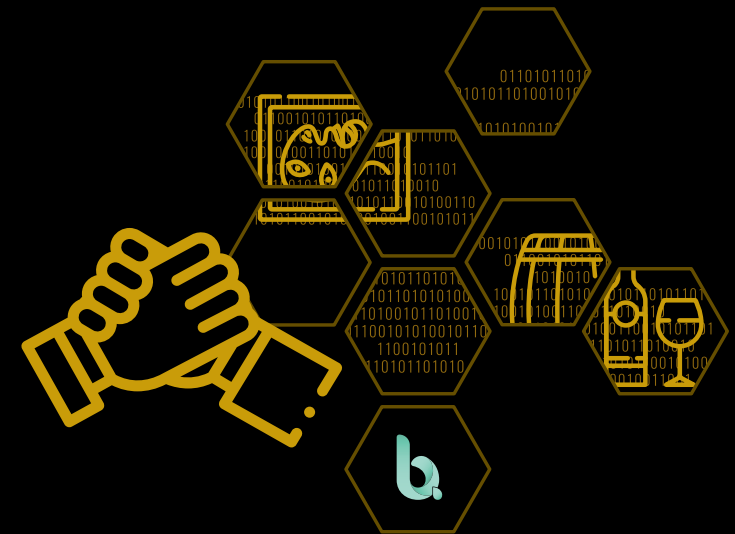
be.fluid Services

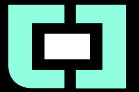




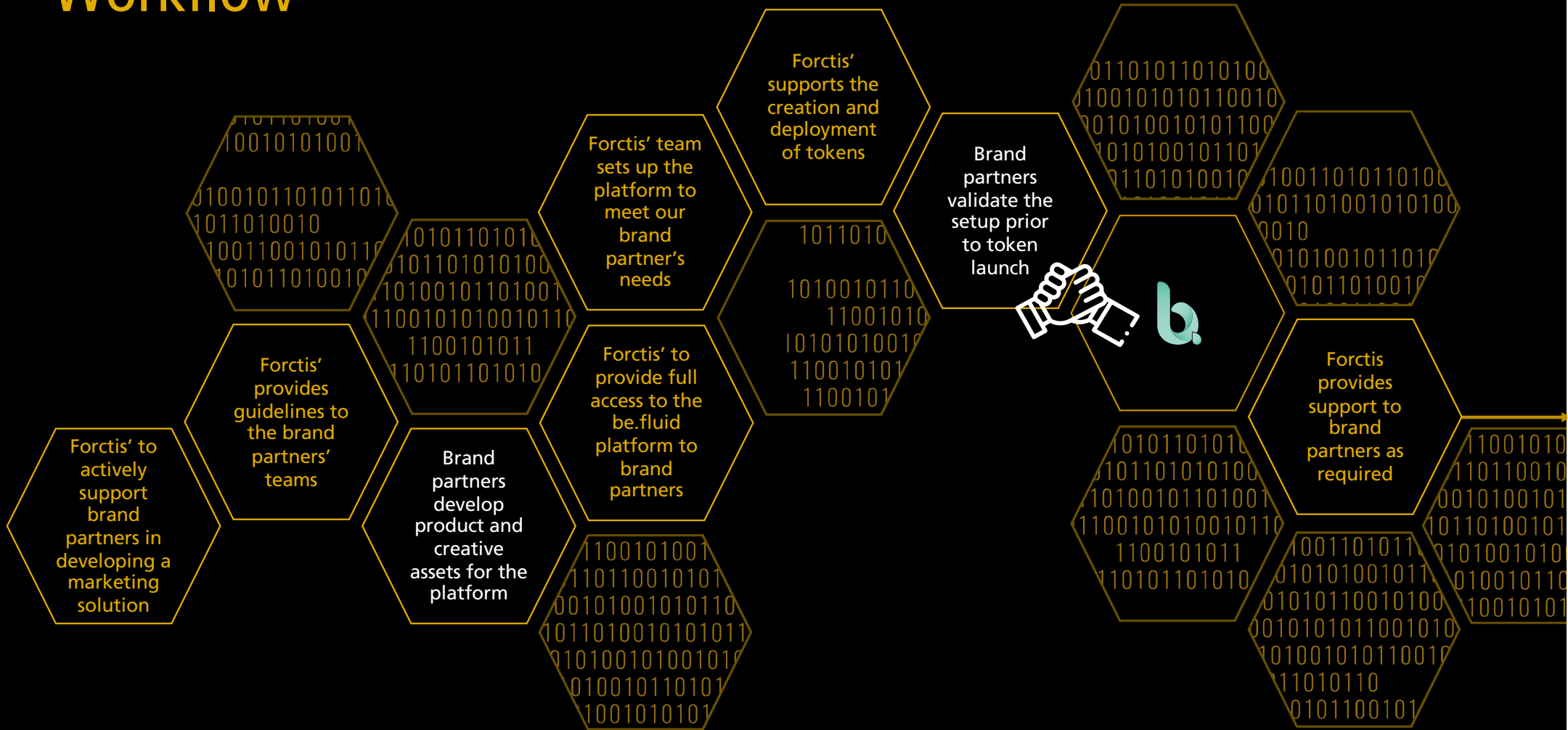
Forctis is **more** than a **technology provider**
we enable you to position yourself as
avant-garde company introducing
a **new area** in your industry

Working with us is **seamless**





Workflow

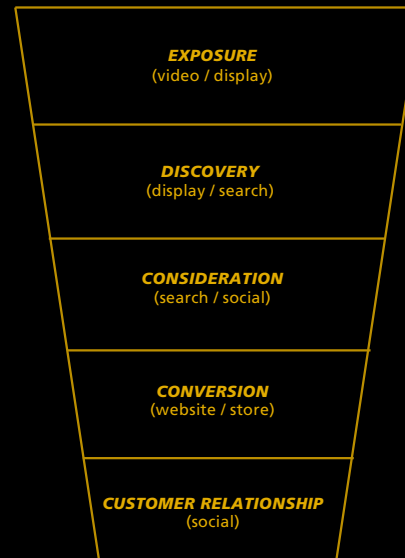




We supercharge the luxury goods marketing funnel



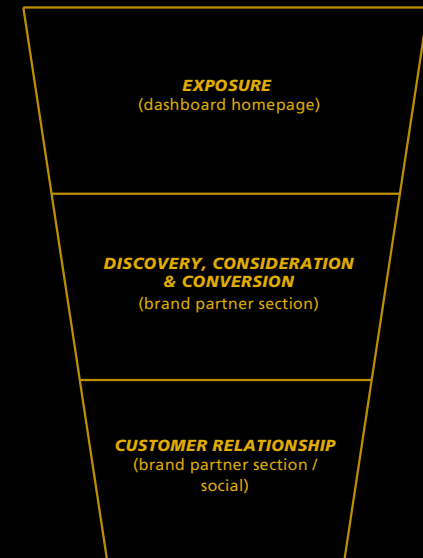
Traditional marketing funnel



Expensive & wastage
paid digital media costs, online retail costs & internal marketing costs

Lower Rol

be.fluid marketing funnel



Cost effective & premium
internal marketing costs

Higher Rol



A multidisciplinary team.

A **young, Swiss** technology company working **at the leading edge of science.**

Anticipating the future.

Patent pending.¹

Dr. Eduardo Salazar
Co-Founder and CEO

Isabelle Ganz
Co-Founder and COO

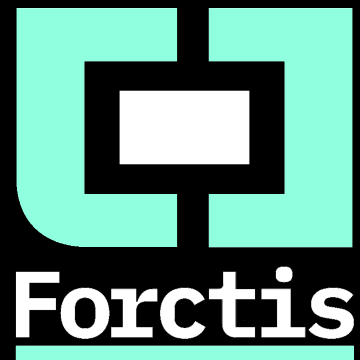
Kofi Osei-Ntem
Marketing & partnership
strategy

Prof. Hugo Scolnik
University of Buenos Aires
(Advisory Board)

¹ Patent application deposited at the Swiss IGE Ref. 00754/20

To be launched

Q2 2021



isabelle.ganz@forctis.io
forctis.io



This document and the information contained therein are © 2021 of Forctis AG. Some technologies are covered by patents. We kindly ask you not to distribute this presentation or parts thereof by any means.

For any queries, please contact us at info@forctis.io

To know more about our team simply go to <http://forctis.io/> and browse the About Us section.

Logos and isotypes are ® by Forctis AG. Images used are © of their respective authors. Some material in this presentation might be protected by Patents or Patent applications at the time of writing.

Forctis AG is a company registered in Switzerland under number CHE-410.610.981
Registered address is Samstagerstrasse 55, 8832 Wollerau, Switzerland