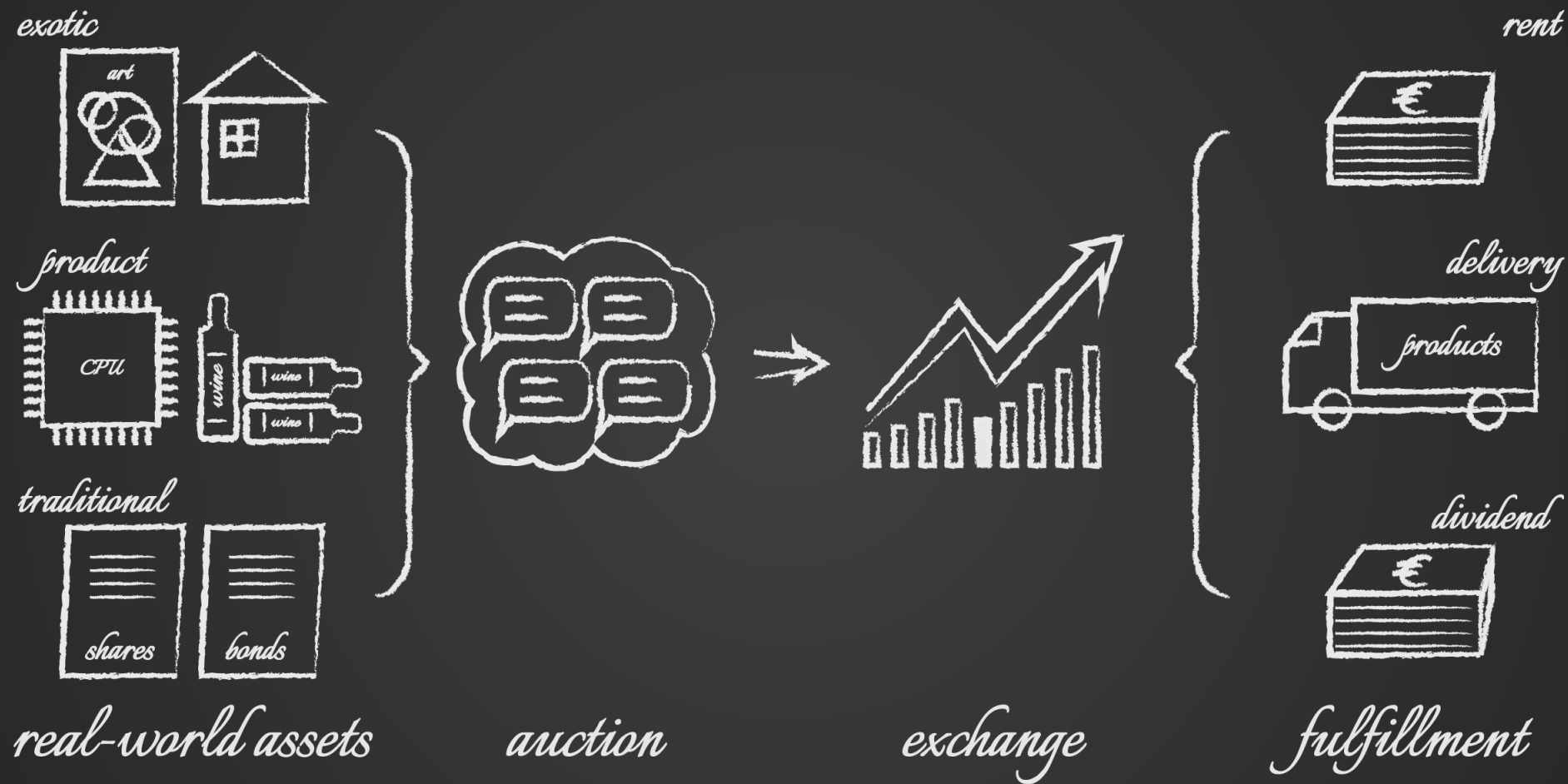




Marketplace for Tokenized Real-World Assets

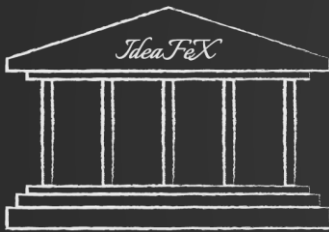
Presentation v3.3



What is IdeaFeX?

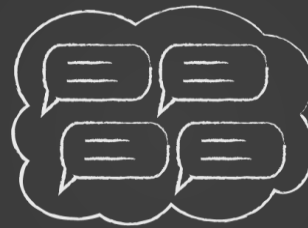
IdeaFeX has three interwoven components...

Marketplace



- Flexible with new assets
- Improves discovery & matching
- Uses DLT to govern fulfillment

Auction



- Aids price discovery
- Boosts access
- Increases speed

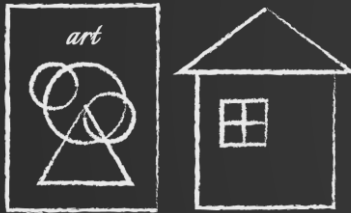
Exchange



- Safe & compliant
- Sustains liquidity

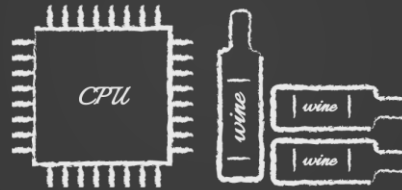
... serving three categories of real-world assets

Exotic assets: rent-generating



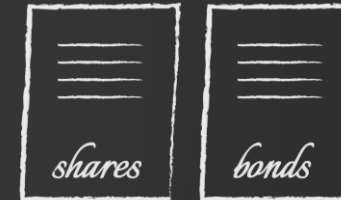
- Business assets
- Collectibles
- Infrastructure
- Real estate

Product futures: physically-delivered



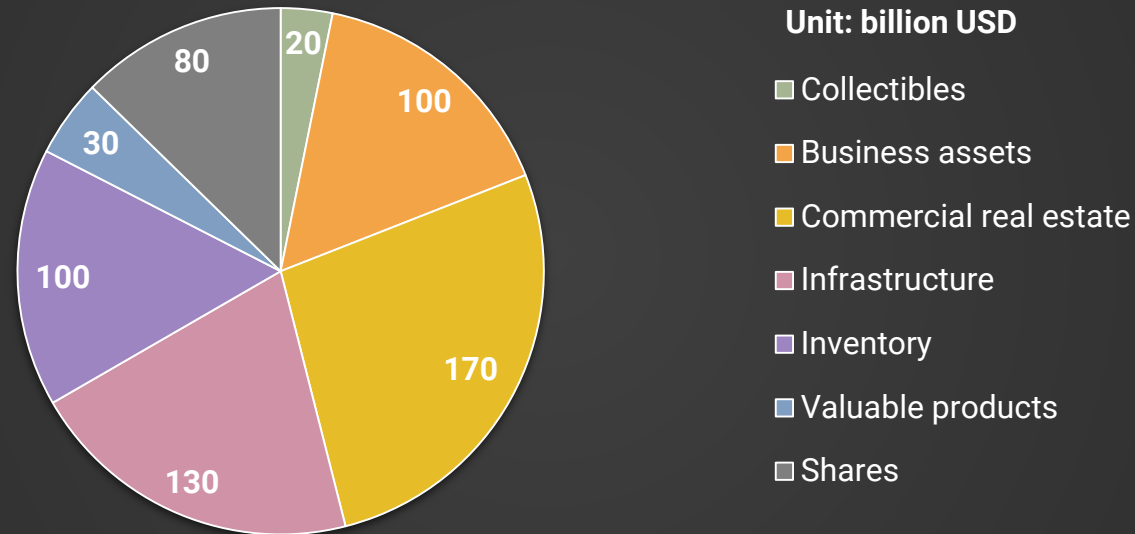
- Inventory
- Valuable products

Traditional instruments: securities



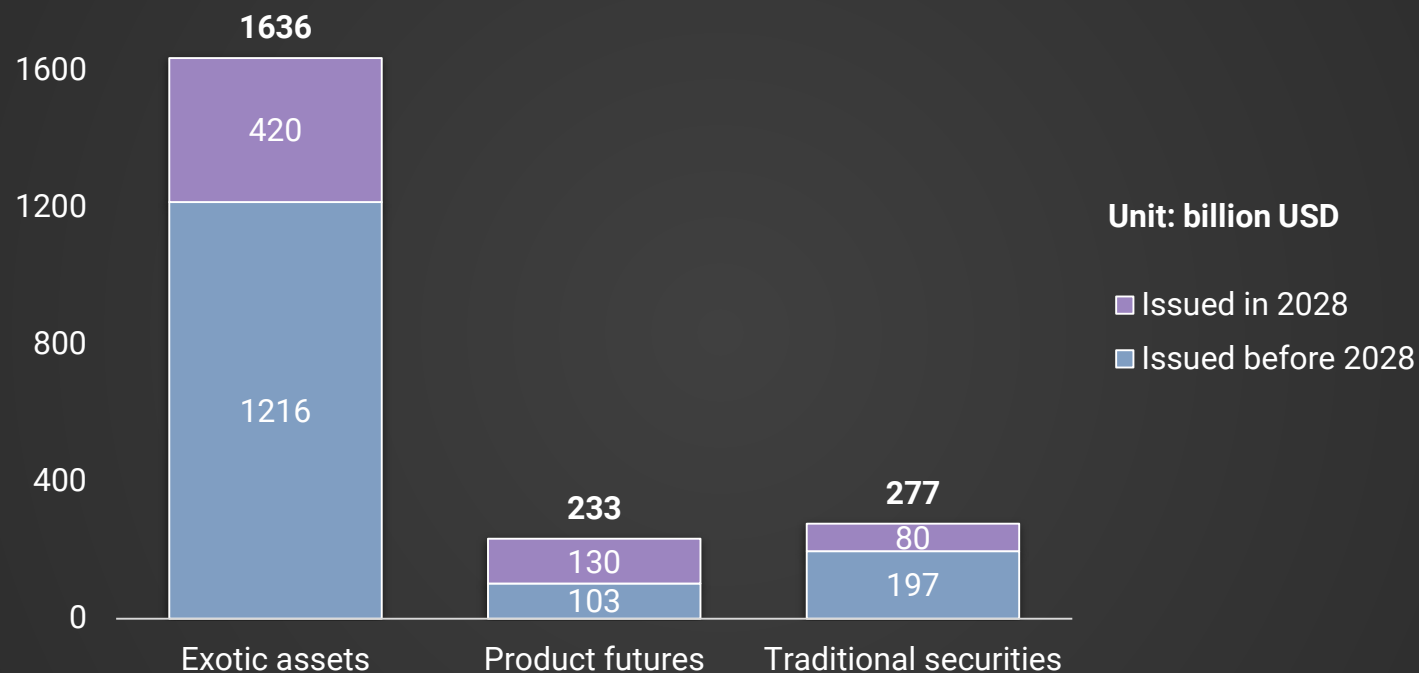
- Equity
- Debt

This will quickly grow to a \$630 billion / year¹ primary market...



1. Our projections for 2028 by assuming between 5% and 100% of the volume of non-tokenized market for each asset class.
2. Debts are excluded, as exotic assets serve as superior alternatives. We will nevertheless offer the option for debt securities.

... with a market cap in excess of \$2 trillion in 2028



1. Assuming that exotic assets, product futures, and traditional securities will see annual market exit rate of 10%, 50%, and 15% respectively.
2. Assuming that the average price remains unchanged since initial issuance.

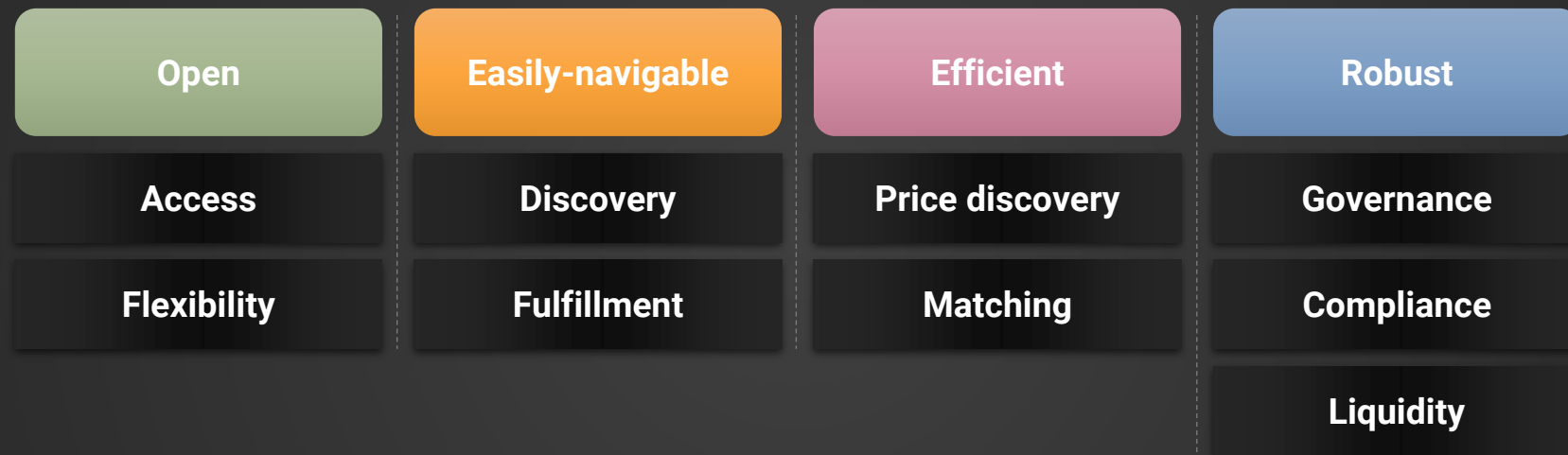
We have a simple success-fee business model



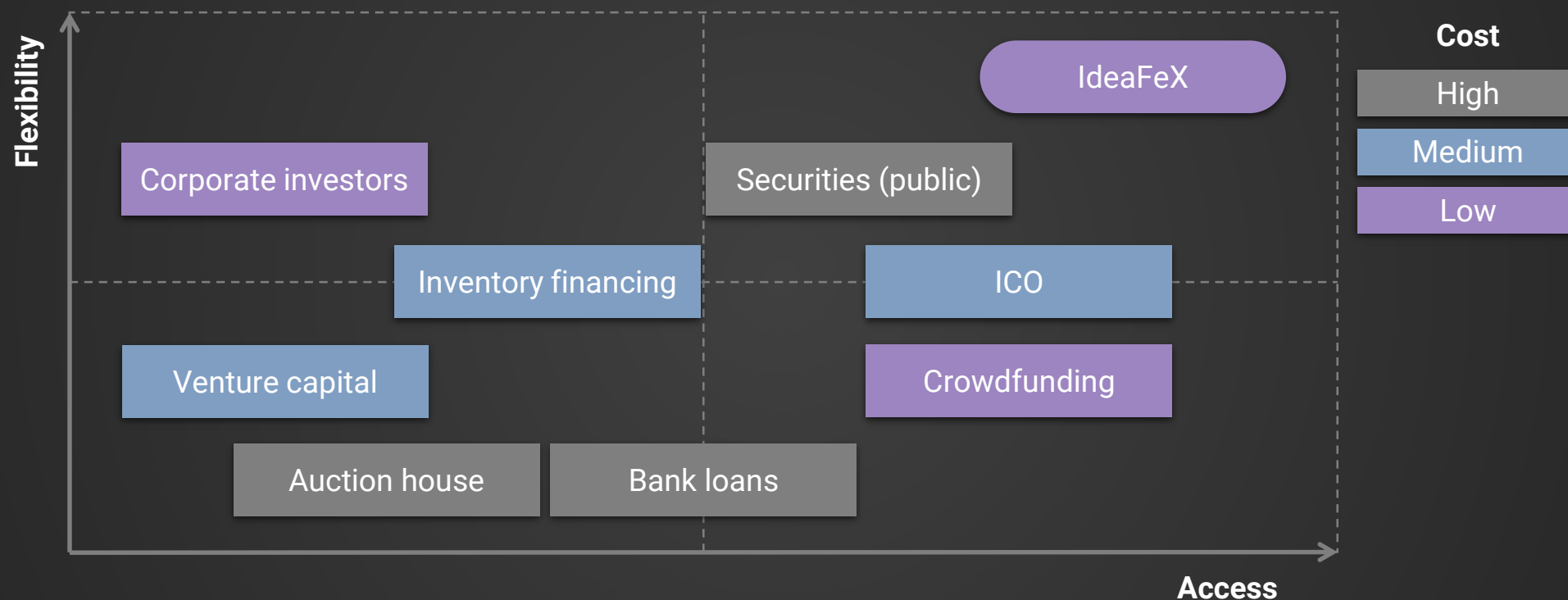
1. Rates subject to adjustment.
2. May vary among asset classes and by the total amount raised.

How do we compare?

We have strong unique selling propositions

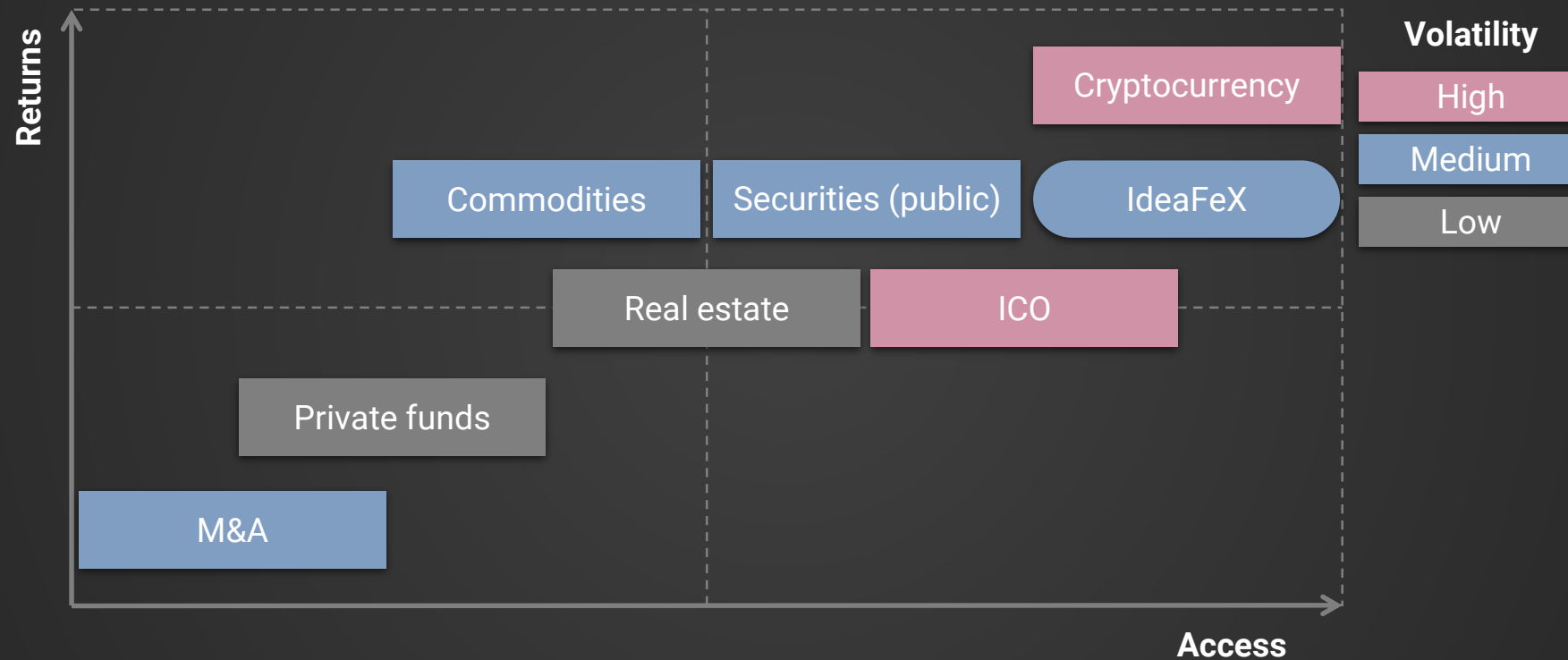


Fundraisers enjoy lower cost, broader access, & higher flexibility



1. This qualitative comparison reflects our overall understanding of the alternatives included. Particular services / offerings within each alternative may vary widely.

Investors enjoy broader access & higher returns potential



1. IdeaFeX supports multiple asset classes. Returns and volatility can vary among them.
2. This qualitative comparison reflects our overall understanding of the alternatives included. Particular services / offerings within each alternative may vary widely.

Our initial token offering

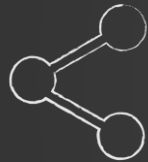
The IdeaFeX token (IFX) has 5 features

Discount



fee payment

Referral



awards

Staking



search ranking

Bonus



for IFX use

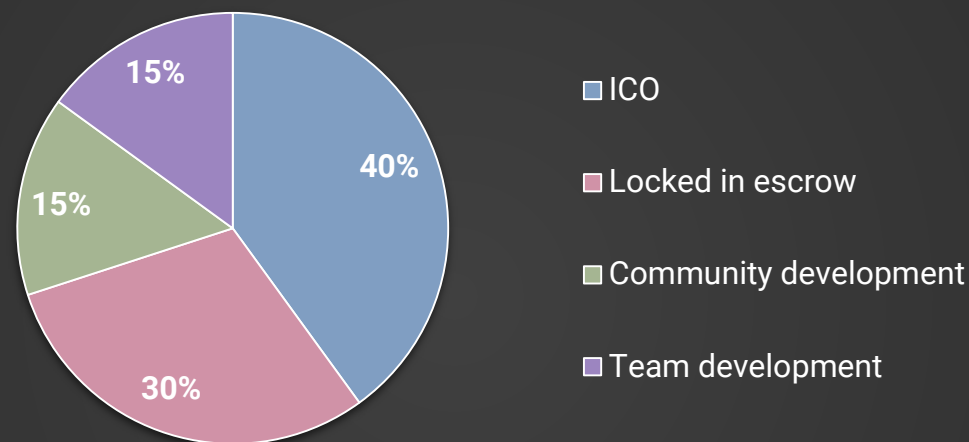
Burn



reduces supply

Please refer to our Token White Paper for conditions and details of each feature.

The token allocation is designed to serve the community's interests



1. Unsold tokens from ICO will be offered on our marketplace **after launch**
2. Future sales of tokens locked in escrow must be approved by **community vote**
3. Tokens for community development are reserved for challenges, events, and meetups etc. that help our **community grow**
4. Tokens for the IdeaFeX team are reserved for talent attraction and retainment, **earmarked** for three years (cannot be sold)

What happens now?

We are on a clear path to success



Prepare yourself for our ICO & marketplace launch

- Follow us on social media & share our stories
 - Twitter: @ideafex_com
 - Medium: @IdeaFeX
- Find out more on www.ideafex.com