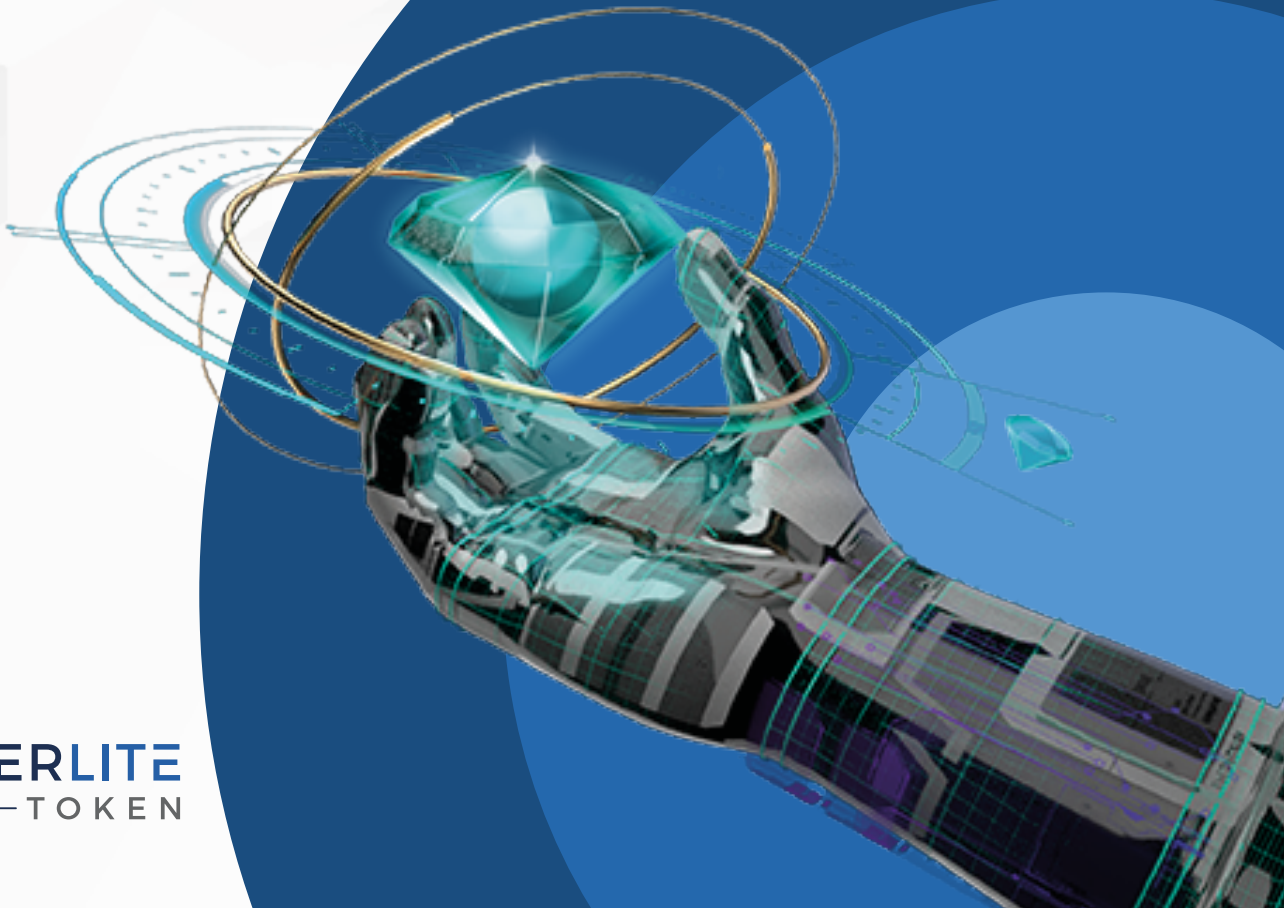


**Converging Diamonds  
with Blockchain Technology**

# KimberLite

Modernising the \$79B Per Year Diamond  
Industry through Web3 Infrastructure



**KIMBERLITE**  
— TOKEN

# Abstract

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Our team of investment and commodity experts have spent more than 3-years developing a cutting-edge ecosystem based around diamonds. It encompasses Commodity Trading, Tangible Non-Fungible Token (TNFT) Sales Portal and the ultimate in 'Play-to-Earn' gaming.

**KimberLite** is the worlds first cryptocurrency that is designed specifically for buying and selling precious commodities such as Diamonds and Gold, providing exceptional stability.

The core use of KimberLite shall be undertaking peer-to-peer payments necessary within multi-million dollar precious commodity transactions. Blockchain technology will allow vendors to validate receipt of buyer funds instantly enabling completion of complex trades in real-time.

The main focus at all design stages has been a genuine desire for controlling circulating tokens and life-cycle which will result in a constantly buoyant market value. Our vesting and lock periods as well as an annual program for 'burning' tokens will generate growth and increased token demand.

The cornerstone of successful economies globally is based upon incentivisation, whether that be banks offering interest rates or sellers providing discounts.

The KimberLite ecosystem shall be no different, rewarding user participation with a range of innovative schemes. These include investors being granted access to diamonds at drastically reduced prices and annual dividend payments derived profits realised from commodities traded on the platform.

**KimberMarket** is our online sales gateway offering diamonds and AU bullion in Tangible Non-Fungible Token (TNFT) format backed by physical assets held in bank storage. The unique feature of our TNFTs is that owners will be able to change between virtual and real world assets at any time.

**KimberRush**, a metaverse based play-to-earn (P2E) game experience where players can build their own virtual diamond mine and find real diamonds (in TNFT form). The stones hidden within the game space will be valued between \$10,000 and \$50,000 and backed by real stones held in storage. The lucky player can sell his gems in KimberMarket earning real profits.

Our ecosystem shall then be completed with **KimberWallet**, a mobile app designed for storing not only KimberLite tokens but also TNFTs purchased from our marketplace.

# Index

<b>Introduction</b>	<b>4</b>	Creating Demand (In Flows)	20
Story Behind a Name	5	Commodity Trades	20
Access to a Proven Network of Producers and Buyer	6	KimberMarket Sales	20
		KimberRush Land Sales	20
		Token Life-Cycle	21
		Equipment and Service Procurement	21
		Producer Buy-Back	21
<b>The Problem</b>	<b>7</b>	<b>Incentivising the Community</b>	<b>22</b>
Diamond Price Point	8	Investor Incentives	22
Problem One: Payment of KPC Fees and Taxation	8	Air Drops and Bounty	22
Problem Two: Making Miner Payments	9	Product Acquisition	22
Problem Three: End Buyer Completion	9	Wholesaler, End-Buyers and Producers Incentives	22
Why not use an existing Cryptocurrency?	10		
<b>The Solution</b>	<b>11</b>		
		<b>Our Team</b>	<b>23</b>
<b>A Complete Ecosystem</b>	<b>13</b>	<b>Our Advisors</b>	<b>26</b>
		<b>Road Map</b>	<b>29</b>
<b>Our Partners</b>	<b>15</b>	<b>Disclaimer</b>	<b>30</b>
<b>Future Development</b>	<b>15</b>		
<b>Tokenomics</b>	<b>16</b>		
Executive Summary	16		
Token Allocation	17		
Vesting and Lock	17		
Distribution and Release of Tokens	19		
Burn Strategy	19		

# Introduction

Diamonds, the solid form of Carbon, are renowned for being the hardest material on Earth. They have long been recognised for their beauty as a gemstone, used in various jewellery items for centuries.

About 30% of diamonds discovered are considered 'gem quality' and distributed to experts for cutting, polishing then finally jewellery manufacturing. The remaining 70% of stones produced are used within industrial applications, including; cutting, drilling, grinding and polishing.

We are all familiar with the tradition of giving your future wife a 'diamond engagement' ring, yet few know the history behind this ritual.

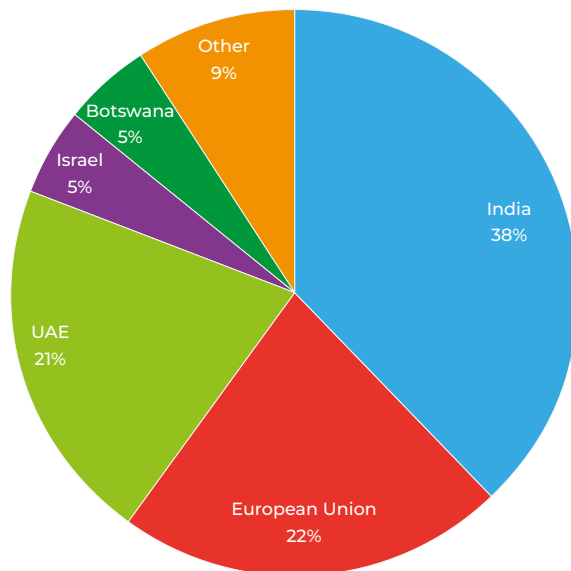
In 1477, Archduke Maximilian of Austria commissioned the first diamond engagement ring on record for his betrothed, Mary of Burgundy. In doing so he sparked a trend for diamond rings amongst European aristocracy and nobility.

However, De Beers, the British company who mined gemstones in South Africa, are famed for making diamond engagement rings the common item they are today. It was their 1947 advertising campaign which was supported by Hollywood stars and their slogan recognised globally; "Diamonds are forever" that caused the tradition to sky-rocket in popularity.


Mined diamonds are mostly sold via the major international diamond centres:

- ✓ Antwerp
- ✓ Dubai
- ✓ New York
- ✓ Hong Kong
- ✓ Mumbai
- ✓ Tel-Aviv

There is no universal market price per carat for rough diamonds. Nevertheless, diamond prices have increased more than tenfold since 1960 to current market values..



**Diamond Imports by Dollars 2021**



Diamonds increase drastically in value through processing from production to retail. For example, in 2019 rough stone sales amounted to \$13.9 billion worldwide. However, after cutting and polishing, their value then increased by nearly double to \$26.7 billion. While the global diamond jewellery market for this same period recorded revenue of circa \$79 billion.

Nearly half (48%) of polished diamonds in 2019 were sold within the United States, whilst China ranked second.

There has been a sharp increase in Chinese market share over recent years based on their adaptation of a traditionally western custom; for giving a diamond engagement ring.

The impact of COVID-19 clearly cannot be ignored, during 2020 there was a decline in mine production compared to 2019. Whereby, output fell from 138.3 million carats in 2019 to 107.1 million in 2020 with a rough stone sales value of \$9.2 billion.

However, in 2021 we saw significant signs of improvement with production increases in Botswana (+37%), Canada (+16.6%) and Angola (+26.3%) this resulted in growth of 1.4%.

The long-term outlook continues to be bright with a predicted compound annual growth rate of 2.5% which will see production volumes reach 124.8 million carats by 2025.

## Story Behind a Name

The Eureka Diamond was found near Hopetown, South Africa, on the Orange River by a young 15 year old boy named Erasmus Stephanus Jacobs in 1867. It was the first diamond discovered in South Africa and sparked what is known as the 'Kimberley Diamond Rush'.

Kimberlite is an igneous rock, which sometimes contains diamonds it is named after the town Kimberley where Erasmus made his remarkable discovery.

Kimberlite occurs in the Earth's crust in vertical structures known as kimberlite pipes, as well as igneous dykes but can also occur in horizontal sills.

These Kimberlite pipes are extremely rare and are the most important source of rough diamonds mined today.

## Access to a Proven Network of Producers and Buyer

Our parent BSR Global Group (BSR) was established in **1968**, and are accomplished experts in Commodity Trading, Civil Construction and Engineering.



Their sub-division **BSR Global Commodities** was founded circa **30 years ago** for managing the sale of crude oils which were accessible as a result of their projects within the oil and gas engineering field.

However, BSR has continually increased their product range so that it encapsulates the entire commodity spectrum, namely; Crude Oils, Rare Minerals, Refined Petroleum, Precious Metals, Agricultural, Base Ores and Gemstones.

Despite expanding scope, they have always rigidly adhered to their original core philosophy of strictly purchasing from legitimate product producers. This guarantees reliability as well as smooth transaction execution.



BSR specialise in 'uncut rough diamonds' as well as raw AU metals and has developed their own unique secure logistics platform for delivering high quality gemstones into the very heart of the worlds' diamond districts.

They supply a huge variety of traditional clear diamonds, covering all available grades, yet prefer to focus on exceptionally desirable 'Gem Grade' consignments, besides offering small parcels of flawless and fancy coloured stones.

Through our exclusive partnership with BSR Global Group we are granted direct access to a proven network of miners and end-buyers of precious commodities.

Utilising their existing ground teams based locally in-country we have already identified producers as well as wholesale buyers who are extremely eager to join the KimberLite ecosystem. **The first sales and purchase agreements using KIMBER as the preferred method of payment will commence in Q3 2023.**

# The Problem

The transactional process required for completing commodity trades has two inherent problems. For those with less experience to appreciate these issues, it is essential to first understand the work-flow step-by-step:



The implementation of the Kimberley Process Certification Scheme (KPC) by the United Nations in 2003 eliminated so called 'blood diamonds' from the international market place. However, it not only ensured that any stones being sold were conflict free but at the same time legitimised sales of rough stones.

Long gone are those days where consignments can be purchased with suitcases of cash and simply transported out of the source country. The entire export process is now monitored at a Governmental level with official fees as well as taxation being paid prior to final export.

## Diamond Price Point

The rough diamond value is a convoluted subject, whilst in general the price is stated as a cost per Carat (ct) there are a number of factors behind an individual stones valuation these include (but may not be limited to); Colour, Clarity, Shape and Florescence. Such a wide array of variables makes calculating final consignment sale prices extremely complex.

It is for this reason that both miners as well as the wholesale industry, tend to transact shipments based on an 'average price per carat'. With specific parcels categorised into groups depending on their overall quality.

High-end 'Gem Grade' stones usually have an average price per carat of circa \$2,800 to \$3,100 when sold in one of the worlds diamond trading centres such as New York or Antwerp. Whilst lower quality product for use within the general jewellery manufacturing sector will fetch \$1,000 up to \$1,750 and industrial grade stones at approximately \$100 as an average.

## Problem One: Payment of KPC Fees and Taxation

Local Government Gemmologists, working in the KPC department, verify each stone contained within consignments prior to export, creating a detailed manifest as well as permits and Kimberley Process Certificates.

Once their inspection has been completed exporters are required to pay both KPC fees and export taxes which are typically 5-8% (depending on the source country) of 'assessed' parcel value. These costs must be paid before any documentation is issued.

There are two problems at this stage. Firstly, the so called 'assessed' consignment value is only defined during inspection by the Government experts, it is not known in advance. Therefore, exporters are unable to prepare funds in-country beforehand.

Secondly, there is a trust issue, if exporters were to deposit additional cash locally ready for paying these fees then there is no guarantee banks will be able to return any excess.

**Thus a delay occurs in completing the export operation whilst funds are being transferred bank to bank for making payment locally.**



## Problem Two: Making Miner Payments

Diamond exploration is undertaken at numerous locations globally, yet the vast majority of natural rough stones are mined in what can only be classified as less developed countries.

Concession owners struggle in gaining access to international bank accounts outside of their jurisdiction and are forced to cooperate with smaller local banks. These banks generally offer limited service levels and often their 'intermediary' connections throughout global banking networks can be unwieldy.

Exporters are required to transfer funds, commonly in the multi-million-dollar bracket, for paying miners. However, undertaking international wire transfers is a complicated procedure these days with banks required to conduct much deeper due diligence to satisfy anti-money laundering (AML) regulations.

Naturally, miners require final payment prior to consignments being exported, whilst buyers on the other hand are intent on ensuring consignments are securely loaded on board their aircraft before depositing any funds.

**Therefore, the window for payment transfer is extremely time sensitive, with mere minutes available to satisfy both parties needs rather than days often taken by banks.**

## Problem Three: End Buyer Completion

Upon completion of final end-buyer inspection by their Gemmologist payment must be made to the exporter in full for the consignment being purchased. With parcel sizes ranging from 10,000 to 50,000 carats this equates to a financial transaction between \$28 million and \$150 million.

Utilising conventional banking infrastructure is extremely cumbersome when transferring funds of this size. Not only are there regulatory processes that must be completed but physical wire transmission and clearance into the beneficiary account can take anywhere from 1 to 3 banking days. Yet again this will be even further complicated when dealing with international transfers.

There are of course several ways of reducing time taken for undertaking banking operations, such as; ledger-to-ledger movement of funds within the same bank or placing cash into attorney escrow prior to commencing Gemmology inspection.

However, the diamond industry is notoriously secretive with both wholesale buyers and sellers constantly seeking methods for making deals less visible. Therefore, in reality using those solutions mentioned will not only be costly but undoubtedly increase a transactions profile.

Unfortunately, end-buyers are not generally speaking banking or financial professionals, albeit there are a few exceptions to this rule. **They do not comprehend waiting days while funds are transferred**, instead they want to simply complete their Gemmology checks and then take immediate delivery of the goods.

## Why not use an existing Cryptocurrency?

We all know that there is a seemingly endless plethora of Cryptocurrencies already in circulation, which are either aimed at investors or 'Metaverse' participation.

The cost of exchanging between these different coins or tokens can be costly, especially when trading between Blockchains. Those exchange fees become significant when undertaking a sales transaction of up to \$150 million.

When negotiating sales and purchase agreements pertaining to physical trades it is exceptionally difficult for any contracting party to bear these costs.

**With so many different options available there is no doubt that if selecting which Crypto to use was left for miners to decide they would each have their own preference.**

It is of course impossible for wholesalers to hold multiple forms of tokens with sufficient capacity for enabling large payments. They would have to hold a single Crypto then accept exchange fees for when concluding individual deals.

Yet for a trade valued at up to \$150 million exchange fees for swapping between tokens will be extremely expensive, negatively impacting the overall cost of the deal. It is not feasible to expect buyers to shoulder these exchange fees. Therefore, at the present time conducting high-value commodity transactions with Cryptocurrency is frankly unrealistic.

What is clearly missing from the current Crypto marketplace is a token designed and developed purely for conducting exceptionally lucrative 'precious commodity' deals. A token which seamlessly synchronises payments between all parties; wholesaler, end-buyer and producer.

# The Solution

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**Our mission in launching KimberLite Token (KIMBER) is to deliver a standard cryptocurrency which can be utilised throughout the precious commodity sector for conducting peer-to-peer payments.**

The KIMBER Token is based upon existing proven Blockchain infrastructure and industry standards thus avoiding any complex technical issues'.

KIMBER has been minted on the Binance Smart Chain (BSC) network utilising BEP20 protocols offering users and investors the most stable of working environments as well as cost effective transfers.

Those core problems identified within commodity trades of timing issues whilst depositing funds utilising conventional banking methods shall be totally eradicated via the peer-to-peer solution delivered through state-of-the-art Blockchain technology.

Instantaneous confirmation of remittances shall allow transactions to be completed in real time, thus eradicating delays during both export and sales processes.

While decentralisation coupled with 'access for all' crypto principles will allow miners located in even the remotest regions to participate in our platform.

There are countless small to medium sized miners unable to penetrate international markets merely as a result of poor banking capabilities in their local communities.

KIMBER will open up the possibility for conducting sales globally for a vast range of new producers eager to take advantage of our services.

**In addition to reducing completion time for transactions and establishing ease of access throughout the industry, there are also obvious cost advantages that KIMBER presents our users.**

The extortionate fees charged by banks for multi-million-dollar wire transfers shall be removed from the equation, with only network 'Gas' fees being applicable to transmission via the Blockchain.

There are also clearer lines of responsibility with senders being the party who pays those fees, easing execution of sales and purchase agreements between wholesaler, miner and end-buyers alike.

**The key attractions for diamond traders around the world are undeniable, our platform simplifies sales and purchase transactions, reduces costs as well as bypassing time constraints. It shall be superior to any conventional banking system or rival in every conceivable way.**



**We already have binding agreements in place with several wholesale buyers of rough gemstones as well as a number of producers desirous to take advantage of the amazing benefits KIMBER offers.**

These initial partners create the scope for transacting circa 40,000 (forty thousand) carats monthly. This shall generate \$114 million per month of payments being made using KIMBER tokens.

Our conservative target is 100,000 carats of trades through KIMBER per month by Q4 2024. We feel confident, based on initial responses received throughout the industry, that this is an extremely realistic objective, that may well easily be surpassed.

Therefore, based on trading 100,000 carats we shall be implementing approximately \$285 million per month and \$3.42 billion annually in diamond deals through the KIMBER platform.

# A Complete Ecosystem

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## A Truly Unique Ecosystem That Combines Precious Commodity Trading, TNFT Sales and The Ultimate In 'Play-to-Earn' Gaming



**KIMBERLITE**  
——— T O K E N

**KimberLite is the worlds first cryptocurrency designed specifically for buying and selling precious commodities such as Diamonds and Gold.**

Our token removes the frustrating problems of lost time in carrying out trades and high banking fees while creating a common currency that all buyers and sellers accept.

However, we are not just about making financial payments. Our team, has created a complete ecosystem, including a marketplace which offers Gold and Diamonds in Tangible Non-Fungible Token (TNFT) form as well as a Metaverse 'Play-to-Earn' game which gives players the chance to find real diamonds.

When you look at the many ways KimberLite will be used, there can be no doubt that this extremely exciting project provides investors an opportunity to achieve guaranteed immediate profits alongside unprecedented long-term growth.

KimberRush is the ultimate 'Play-to-Earn' gaming experience offering users the chance to find NFT diamonds in the Game that they can then exchange for real diamonds.

The value of stones dotted around waiting to be found will range from \$10,000 to \$50,000 providing serious income potential.

In game currency will be KimberLite Tokens with players able to both buy any equipment they need from KimberMarket as well as sell the stones they discover.

The revenue generated through sales in KimberRush will naturally increase our tokens value and further boost investor profits.



**KIMBERLITE**  
——— G A M I N G



Our KimberMarket will offer both Gold and Diamonds in the form of Non-Fungible Tokens (NFTs), created as 3D images of 'real world' actual gemstones held in bank storage.

Investors can purchase these highly desirable assets, exclusively with their KimberLite tokens, receiving not only the NFT but a gemmology report and bank storage receipt.

This allows owners to exchange between their 'virtual' and 'physical' assets with a simple mouse button click at any time.

Those who choose to cash-in their NFT will receive the real diamond in return, delivered to their doorstep, without any additional payment. Investors can avoid any market instability and earning genuine profits on the physical gemstones they own.

KimberWallet is a custom mobile wallet app designed to be used with KimberLite Token and NFTs purchased from KimberMarket.



When installed the app will automatically be configured to Binance Smart Chain and have KIMBER token set-up ready to go.

This allows even inexperienced users or crypto newbies to access our platform giving everyone the chance to benefit from this truly remarkable project.

The app is available for both Android and IOS operating systems and offers a simple user interface for sending and receiving tokens.

## Our Partners

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# BNB CHAIN

KimberLite is a BEP-20 token running on BNB Chain (formerly known as Binance Smart Chain) which offers users both low 'gas' fees and exceptionally fast transfers.

BNB Chain can be used for creating (minting) standard tokens as well as Non-Fungible Tokens (NFTs) making it the ideal platform to host the entire KimberLite ecosystem.

Our technical partner Covalent brings unrivalled Blockchain expertise with more than 100 years of cumulative crypto experience.

The Covalent API connects to billions of data points allowing users to pull balances, transaction data and countless other pieces of critical information from dozens of blockchains.

This amazing tool forms the backbone of KimberMarket as well as our KimberWallet. Creating our own TNFT Marketplace where users can buy and sell their TNFTs exclusively with KimberLite tokens.



## Future Development

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The vast majority of commodity transactions encounter those same completion difficulties associated to 'time sensitivity' issues surrounding transferring funds and high banking fees charged. Our KIMBER token will, therefore, lend itself to a diverse range of applications within the industry.

However, one product that stands out as having an obvious use case for KIMBER is raw AU Metal, whose basic sales and purchase procedure mirrors that of rough gemstones. There are identical key parties involved with producers, who have limited banking access, wholesalers and end-buyers.

The countries in which raw AU Metal is produced are very similar to those exploration locations of rough diamonds. There are between 2,500 and 3,000 tons of raw AU Metal mined annually around the globe this results in trade volume of circa \$7.09 billion monthly or \$85 billion per year.

# Tokenomics

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Token allocation and metrics are the foundation of any prosperous Crypto ecosystem, their significance is often overlooked by many. However, our team has spent a huge amount of time and effort throughout the development of KIMBER on defining tokenomics that create platform stability whilst eliminating price volatility.

The bed-rock of conventional economies worldwide is based up a principle of ‘incentivisation’ whether spending or saving the currency of choice users are presented with motivational stimulus. In our opinion any crypto ecosystem must also offer its community similar impetus for participation, thus establishing longevity alongside value advancement.

**With growth assured, volatility can be eradicated through balancing token supply with demand. This is where KIMBER is unique to any other crypto currently available.**

The prime case-use of KIMBER is purchasing precious commodities, the sales and purchase agreements for which are accessible to our team. Therefore, we are able to accurately calculate how many KIMBER tokens are required to complete planned transactions each month.

With such information in-hand token supply can be precisely aligned to demand, protecting investors against unpredictable price fluctuations and generating greater profits.

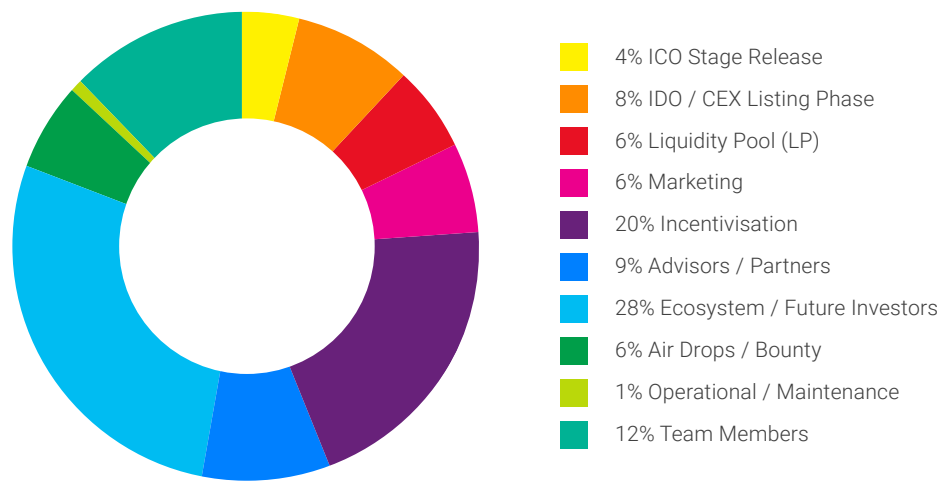
## Executive Summary

Token Symbol	KIMBER
Tokens Minted	200,000,000
Protocol	BEP-20
Blockchain	BNB Chain (Formerly Binance Smart Chain)
Token Generation Event (TGE)	February 27 <sup>th</sup> 2022
Sale Start Date	February 28 <sup>th</sup> 2022
Token Locker	Unicrypt - Tokens locked with linear release
Smart Contract Number	<a href="#">0x5Cb007F759d897E450D4B15Ac0EAe2001A0b35Ae</a>



# Token Allocation

We have minted 200,000,000 tokens, a supply volume that can never be increased as per the smart contract definition. Thus, we are building an ecosystem which is based upon the deflationary model.



**NOTES:**

- 1. The total amount being released into the ecosystem for users and investors to purchase is **52% of minted tokens**.
- 2. We have reserved 6% of minted tokens for Air Drops and Bounty, these shall be released in stages.
- 3. We have reserved 28% of minted tokens for release into the Ecosystem for future investors.
- 4. There is 6% of tokens which shall be utilised for establishing Liquidity Pools (LP) on the Exchanges selected.

## Vesting and Lock

It is our belief that a core element in building investor assurance levels can only be achieved via creating 'vesting' and 'lock' periods for certain portions of minted tokens.

**Both 'Lock' period and percentage released at each interval have been calculated to guarantee that a maximum of 2% of total minted tokens (4,000,000 tokens) are released per month throughout the first 5-years, this shall eliminate any early price fluctuations and build price momentum.**

The token 'Lock' and 'Vesting' periods are not defined within the smart contract, which is by-no-means an investor safe method for locking tokens.

They have been implemented via Unicrypt and are currently held in vault storage with a linear release mechanism. This is totally impossible to bypass and locked tokens will only become available for use in accordance with the agreed schedule.

A total of 190 million tokens have been safely locked away to establish long term liquidity. **Our team tokens are then locked for 10 years with a further 12 months vesting, showing our commitment to the KimberLite project.**

Our token release strategy is designed to match planned ecosystem expansions, including the launches of KimberMarket and KimberRush when demand is increased, generating the desired stability.

	Percentage	Supply	Token Price	Total Raise (USD)	Lock From TGE	Vesting From Release	Notes
ICO Stage	4	8,000,000	\$0.10	800,000	0	12	Tokens will be locked until completion of the IEO Phase
Second Pre-Sale (before IEO)	4	8,000,000	\$0.15	1,200,000	13	0	Tokens locked until one month before IDO/IEO Start
IDO / CEX Listing Phase	4	8,000,000	\$0.20	1,600,000	14	0	Tokens locked until start of IDO/IEO
Liquidity Pool	6	12,000,000			15	3	Locked for 1 months after IEO then released 4,000,000 monthly
Marketing	6	12,000,000			18	6	Locked for 4 months after IEO then released 4,000,000 monthly
Incentivisation	20	40,000,000			24	20	Locked for 10 months after IEO then released 4,000,000 monthly
Advisors and Partners	9	18,000,000			44	9	Locked for 44 months after IEO then released 4,000,000 monthly
Ecosystem / Future Investors	28	56,000,000			24	37	Locked for 10 months after IEO then released 2,000,000 monthly for 18 months followed by 4,000,000 monthly for 19 months
Air Drops / Bounty	6	12,000,000			-	-	Released in stages - Maximum release 1,000,000 tokens
Operational Costs	1	2,000,000			-	-	Operational and Maintenance costs
Team Members	12	24,000,000			120	12	Unlocked 120 months after TGE then released 2,000,000 monthly
	<b>100</b>	<b>200,000,000</b>		<b>3,600,000</b>			

#### NOTES:

1. The two key fundamental principals behind our KimberLite ecosystem has always been to create a 'supply and demand' atmosphere ensuring stability and eliminating any possibility for a 'pump and dump' culture. With this in mind no more than **2% (4,000,000) tokens are released per month during the first 5-years.**
2. Team member tokens will be locked for ten years and then vested for a further 12 months, demonstrating our commitment to project success and longevity.
3. Tokens will be released at the end of the month shown and are then available for use within the ecosystem at the start of the subsequent month.

## Distribution and Release of Tokens

Our calculations pertaining to the number of tokens to be minted as well as projected future worth are all based upon rapid growth and market valuations for KIMBER far in excess of the initial price offerings.

We shall achieve our growth target as well as stability through closely regulating how many tokens are in circulation during all stages of deployment, **creating a strong 'Supply and Demand' atmosphere which shall benefit the community as a whole.**

The primary use case for KIMBER is purchasing precious commodity consignments. These transactions shall all be subject to sales and purchase agreements executed between the parties. This then allows us to establish accurate models for the number of tokens required to complete those deals on a monthly basis.

Total value of commodities to be purchased using KIMBER per month as well as the current token market price are known parameters. Therefore, we are able to align token releases with demand levels in order to accomplish price growth.

**This ability positions us uniquely amongst the crypto assets currently available for investment and shall enable us to maximise both the evolution of KIMBER and returns for our investors.**

## Burn Strategy

We shall support long-term stability and value growth via our dedicated 'Buy-Back and Burn' strategy. A percentage of the profits generated from provision of equipment and services to miners as well as the sale of TNFT's shall be allocated to repurchasing KIMBER tokens.

Our plan is that buy-back and burn shall be an annual event, whereby 20% of the overall operating profits are employed for obtaining KIMBER Tokens from the secondary market. **This process shall continue until 50% of tokens originally minted have been repurchased and burnt.**

# Creating Demand (In Flows)

## Commodity Trades

The prime use case for KimberLite tokens shall be making payments within precious commodity trades, whereby end-buyers are paying both the exporter and producer using our token.

Demand will then be generated by new end-buyers or wholesalers wishing to join the platform and gain access to a large supplier network as well as the other advantages offered by KIMBER.

They will have to purchase sufficient tokens through Exchanges for conducting their monthly transactions. Driving not only demand but also value of KIMBER in the marketplace.

## KimberMarket Sales

KimberMarket is our own dedicated TNFT sales portal, it utilises KimberLite as its only permitted currency for any purchases or sales.

The store will be mainly for selling highly desirable and unique rough diamonds in TNFT form. However, it will also cater for sales of stones discovered within KimberRush as well as offering players a chance to purchase upgrades for use in the game.

Those wishing to trade in the market will be required to first purchase tokens from an exchange supporting KIMBER. Generating both demand and increases in token price.

## KimberRush Land Sales

Players who want to join the fun and gain a chance to find real diamonds within KimberRush will require a parcel of land in order to play the game.

Therefore, in addition to the upgrades they will purchase from KimberMarket, revenue is also created through in game real estate sales, establishing 'land owners'.

However, we want to offer everybody an opportunity to participate and realise that some may be unable to afford to buy game space. Therefore, we shall also offer rented land to expand the number of users who can access the platform.

Whether purchasing or renting land the accepted currency will be KimberLite, which once again drives both token usage as well as growth.

## Token Life-Cycle

Following conclusion of commodity trades conducted using KIMBER, those tokens utilised for purchase will reside with the producers, having passed from buyer to seller. Producers naturally need Fiat currency for continuing mining operations, acquiring goods and services or for paying employee salaries.

If producers are simply permitted to exchange their KIMBER for physical currency this may generate unpredictability in token prices. Therefore, we have designed mechanisms for controlling token life-cycle and eliminating any prospect of producers randomly selling off tokens.

### Equipment and Service Procurement

The vast majority of small to medium sized mine operators are commonly supporting entire communities as well as their exploration operations through selling product.

Utilising profits realised for purchasing a wide range of equipment, machinery, food, medical supplies, clothing and other services. Sadly, they often face procurement challenges either as a result of weak international connections or suppliers determined to over charge them for often outdated merchandise.

We shall assist our miners to use their KIMBER Token for obtaining the goods and services they need from reliable supplier networks.

This supply-chain shall be managed by the existing BSR Global team of procurement experts and offered as a service to incentivise producers when joining our KIMBER platform. We shall charge a nominal service fee which in-turn can be used for financing our burn program.

### Producer Buy-Back

We will 'buy-back' tokens from producers and shall then burn those tokens as part of our annual strategy to reduce the number of tokens in circulation.

The tokens received from producers, whether as part of our procurement support plan or buy-back, will be utilised by BSR Global for purchasing future consignments. This will ensure a regulated flow of KimberLite throughout the supply chain.

**In essence BSR Global will be able to control the circulation of tokens, they can ensure demand and price growth by holding back tokens which will eliminate fluctuations. There is no other crypto in the world that has this ability to manage its own value.**

# Incentivising the Community

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## Investor Incentives

### Air Drops and Bounty

In our Token Allocation plan we have reserved 6% of minted tokens (12,000,000) for rewarding ecosystem participants via Air-Drops and Bounty campaigns.

These tokens shall be released in stages and will recognise both long-term partners and early stage investors.

### Product Acquisition

We know that many institutional investors as well as hedge fund managers purchase physical assets, such as; Diamonds and AU Metals as part of their overall portfolio of holdings. These are precisely the type of stakeholders our KIMBER platform is looking to attract as partners.

Therefore, we will offer long-term participants opportunities to purchase product direct from our supplier network at dramatically reduced prices that are well below market value at the time of the acquisition.

### Dividend Payments

Dividend payments will be awarded to long-term holders of KimberLite token, the dividend pool shall be derived from NET profits from diamond sales achieved by BSR Global.

A total of 11.5% of those NET profits will be used to make dividend payments, investors will need to satisfy minimum requirement levels to receive a share of the pool;

- ✓ Number of KimberLite tokens
- ✓ Minimum holding period of 6-months

Those investors with more than the minimum number of tokens in their wallet or that have held them for a longer period of time will receive additional shares from the dividend pool.

## Farming and Staking

When selecting exchanges for listing KimberLite Token we shall only consider those who offer either Farming or Staking. This will allow holders of KIMBER to earn passive income from their investment.

## Wholesaler, End-Buyers and Producers Incentives

Within our allocation plan we have reserved 20% of minted tokens to be employed for 'Incentivisation'. These shall be used to attract new wholesalers, end-buyers and producers to participate in the KIMBER platform.

For wholesalers and end-buyers we will offer them a 5% 'bonus' based on the total value of KIMBER they initially purchase, paid to them in tokens.

Whereas, producers shall be rewarded when selling their first consignment via receiving 5% additional payment, which shall also be paid in tokens.

## Our Team

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Our executive team retains a vast wealth of experience with a particular emphasis on banking, finance and investment. Their combined knowledge, alongside a truly exceptional international reputation for achieving success, is the driving force behind KIMBER and guarantees future project prosperity.

Where required our board of directors shall be complemented by external advisors and technical experts, ensuring that project goals are realised at every stage. These external partners shall be motivated to help us achieved by them becoming KIMBER stakeholders themselves.

The core management team all possesses extensive experience within the commodities sector having been involved with BSR Global Commodities Division previously. Their network of connections, that spans every corner of the globe, is unsurpassed within the industry.

BSR Global has a vast amount of project management and technical know-how when it comes to implementing software systems. Their team of proven engineers have been completing multi-million-dollar projects for decades.

They are taking a lead role in overseeing development of our Web3 software applications ensuring that all key knowledge is retained in-house, protecting our KimberLite ecosystem.



### **Ian Lavender**

Co-Founder & CEO

Mr Lavender is a qualified Electrical / Electronic Engineer who spent more than 15 years developing as well as commissioning robotic and software systems.

He first entered into management with BMW Group in the role of Technical Support Manager for Plant Oxford. Ian now boasts 25 years' experience in senior positions.

It is his responsibility within the KimberLite team to provide leadership and steer the ecosystems direction as well as having ultimate oversight of the project milestones to guarantee our goals are realised.



## Paul Hughes

Co-Founder & Commercial Director

Mr. Hughes studied Commerce and Finance, graduating with a BCom from the University of British Columbia.

Paul built an extremely successful career in the investment banking sector, launching a number of large IPOs in the international market while working for an impressive range of financial institutions.

He is a proven commodity trading expert, managing diamond sales in New York for BSR Global. Within KimberLite Paul handles institutional and hedge fund investors as well as negotiating commercial contracts.



## Gabriel Popa

Co-Founder & Business Development Director

Originating from Romania Mr. Popa earned his MBA in Economic Science and Banking at Aurel Vlaicu University in Arad.

He has subsequently worked in banking, insurance and auditing. He is an accountancy expert conducting audits during mergers or takeovers. Gabriel has also worked on a consultancy basis for numerous local and global organisations.

He is involved in business development through leading our promotional teams and expanding our producer networks, building the KIMBER family. His friendly approach makes him immensely popular with those he meets.

## Neil Landsberg

Investor Relations Manager

A vastly experienced individual with a background in banking and business management.

Neil is responsible for all aspects of investor relations including providing world-class support for those new to the crypto industry. His down-to-earth yet professional attitude ensures a smooth interface with token buyers.

Additionally, Neil is a member of the BSR Global team where he manages our diamond exporting operations from on the ground in Africa. Overseeing collection, KPC inspection and final transportation.



# Our Advisors

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We have assembled a team of the best 'Crypto Advisors' in the industry who will expertly steer KimberLite and ensure we reach our true potential.

They possess a huge amount of specialist knowledge and unrivalled experience in the cryptospace and help our project stand-out from the crowd in terms of attracting top talent.

The entire team are dedicated to ensuring that KIMBER becomes one of the most respected as well as valuable crypto to own. We have secured their services on long-term contracts and all of our advisors have a vested interest in making KimberLite successful.



## **Taylor Ryan**

Growth Hacker

Taylor is known globally as a marketing and growth 'hacking' expert with a focus in Web 3 and Crypto start-ups.

He has won numerous awards including the prestigious 'Eco System Hero of the Year 2020', as well as being a prominent keynote speaker. Taylor has successfully launched six start-ups and retains more than 14-years experience in digital marketing.

His role within our management team is to creating marketing strategies and our social media presence to drive growth and attract token holders, we are sure his enthusiasm will be a huge asset to the project.

## **Richard Trummer**

Strategic Advisor

Mr. Trummer has been actively participating in the cryptocurrency industry since 2016 and has accumulated a wide-range of knowledge in this field.

Eager to help shape the space Richard provides advice and guidance to a few hand-picked projects which he believes really stand out.

He is one of those crypto-enthusiasts who can see the huge possibilities to make this world better using blockchain technology. A lot of good things are going to come - stay tuned.





## Yushito Liu

Investment Specialist

Yushito has been actively participating in digital asset project investment and advisory. Holding degrees in economics, policy and political economy, she provides professional advisory with a global vision.

As a talented young professional, Yushito is keen to explore new business territories and expand her capabilities. She has the expertise required to close deals effortlessly always finding the best terms for all parties.

In the KimberLite team Ms. Liu is focussed on building brand awareness within the Asian market as well as expanding both investor and partner networks. She is a motivated individual and a real asset to our project.

## Pekka Kelkka

Crypto Influencer

Pekka is extremely well respected throughout the industry and is a guest speaker at many international blockchain conferences while also having a huge online following. He is fondly known as 'Popa Crypto'.

He established his first internet based company in 1994 providing solutions and services to blue-chip organisations such as; IBM, HP, Oracle, Netscape, Nokia, Mc Donald's, several Telecom Operators and Government Entities.

Since then he has gone on to develop state of art processes combining Blockchain Business Consultancy and Digital Marketing services to plan and execute successful Blockchain projects.



## Rohit Tandon

Technical Blockchain Wizard

Mr Tandon is Head of Design at Covalent with 15 years of experience as a digital native. He is a multi disciplined designer, who has applied agency experience to several early stage start-ups.

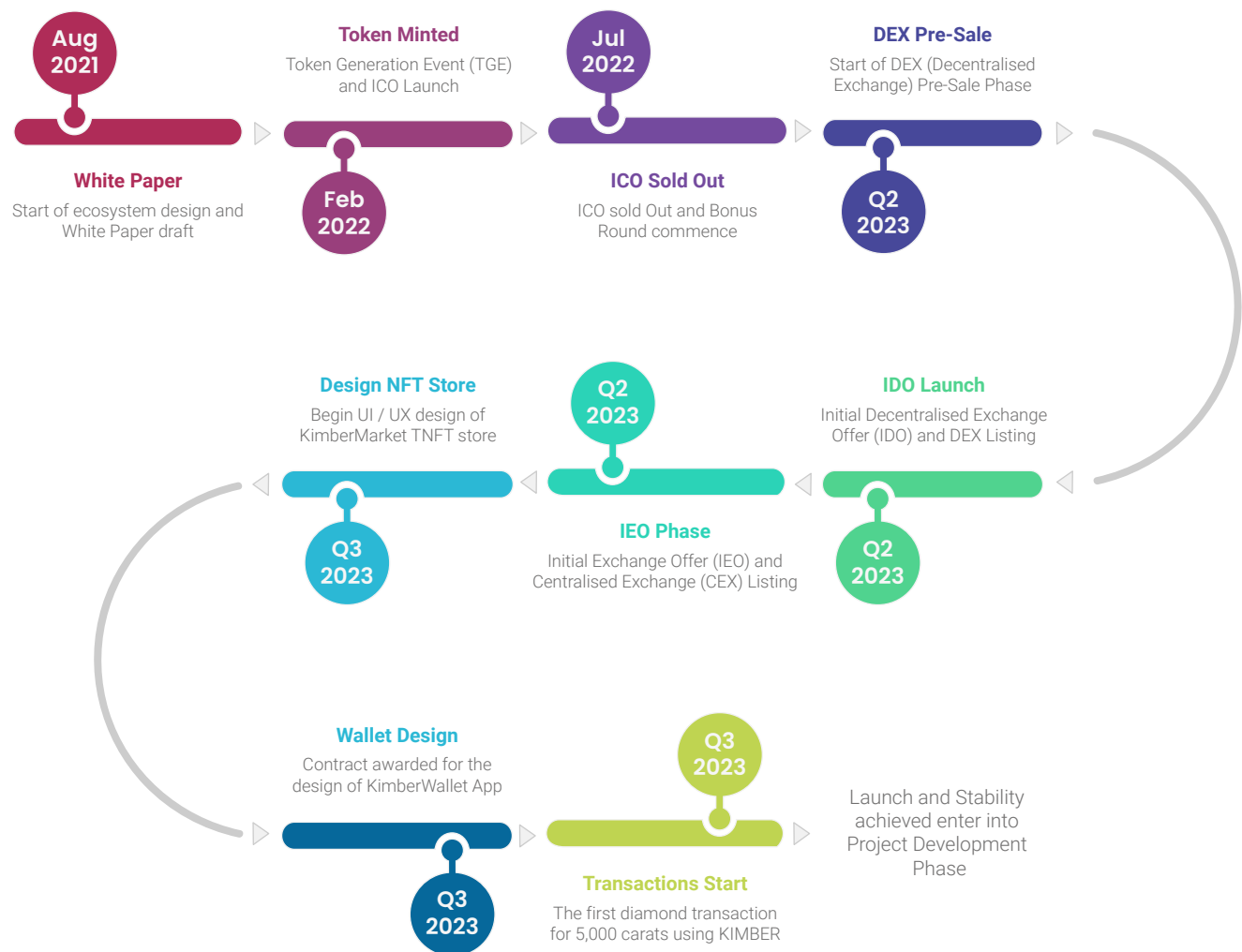
Rohit is our technical advisor on Blockchain technology and all aspects of Metaverse integration.

He will provide a seamless interface between KimberLite and our partners Covalent in deployment of their API software.



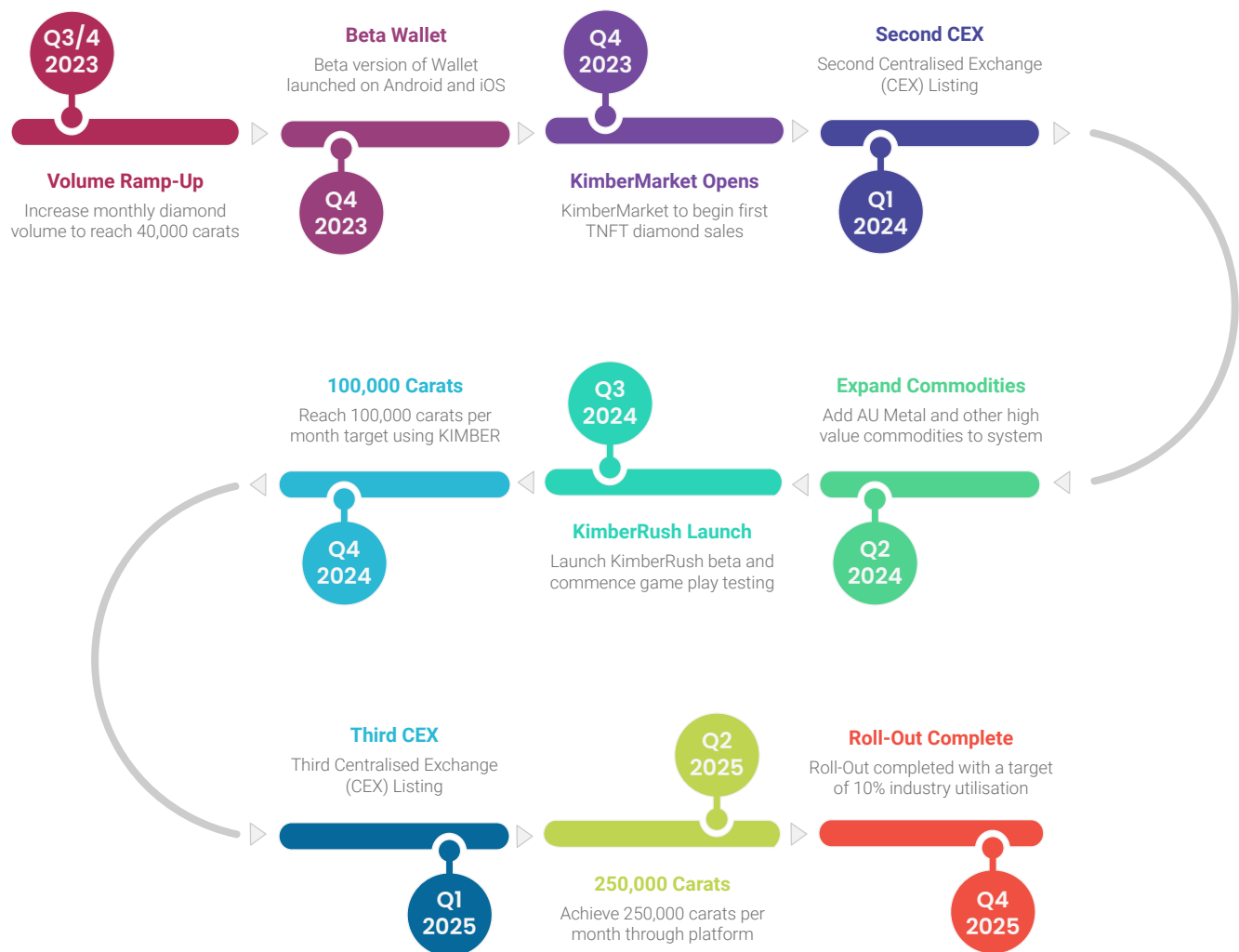
# Road Map - Launch Phase

During the launch phase focus and attention shall be given to listing of KimberLite Token with one major Centralised Exchange (CEX) as well as three Decentralised Exchanges (DEX). Successful deployment will be supported through organic community growth and building brand awareness.



# Road Map - Project Development

Price growth and demand shall be driven by increasing the volume of diamonds being transacted each month using KIMBER for payments alongside expanding the range of commodities available. While TNFT as well as in-game sales will create additional use-cases for KimberLite, resulting in rising token prices.



# Disclaimer

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The above information is non-binding and subject to change. It is intended only to give potential investors and partners insight into the KimberLite business model that has been developed.

The directors, partners, and advisors of KimberLite reserve the right to alter the models and information provided within this white-paper as the business progresses and evolves.



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