



TREE TOKEN

The Frontier of Impact Finance

THE FRONTIER OF IMPACT FINANCE

TREE Token is an investment platform for impact finance projects.

On this platform, qualified investors can invest in profitable and impactful projects, efficiently monitored and managed thanks to blockchain technology. The first product offered on the platform is a tokenized fund investing in agroforestry projects in Peru and Colombia.

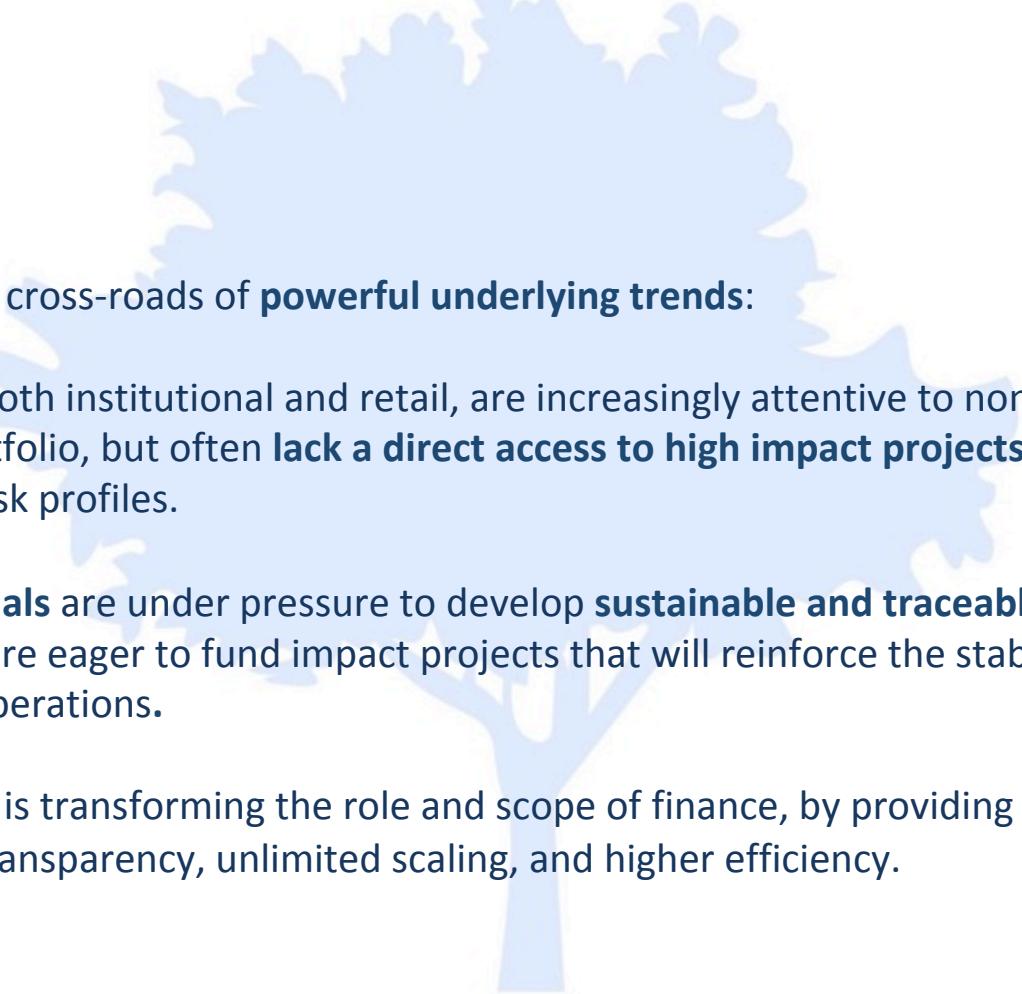
This document is targeted to Venture Capital and qualified investors: we are looking for 2 million euros in seed capital (in FIAT currency) to fund the development of the platform that will manage the tokenized fund and propose progressively direct tokenized impact investments.

The platform aims to become the leading marketplace for impact finance, powered by blockchain technology.

Invest in the future of Impact Finance, welcome to TREE Token.



THE OPPORTUNITY



We stand at the cross-roads of **powerful underlying trends**:

- **Investors**, both institutional and retail, are increasingly attentive to non-monetary aspects of their portfolio, but often **lack a direct access to high impact projects** that offer attractive risk profiles.
- **Multinationals** are under pressure to develop **sustainable and traceable supply chains** and hence are eager to fund impact projects that will reinforce the stability of their providers operations.
- **Technology** is transforming the role and scope of finance, by providing the tools for increased transparency, unlimited scaling, and higher efficiency.



OUR SOLUTION (1/2)

We are developing a **marketplace for impact finance projects**, executed on the **blockchain** to offer:

- **Direct investments** into projects with high impact that are integrated into larger sustainable supply chains.
- **Higher transparency** and trust on both financial returns and impacts thanks to the blockchain technology.
- **Automation, flexibility & unlimited potential to scale up** the platform and the fund thanks to the tokenization of the financial contracts.



OUR SOLUTION (2/2)

On the **investment side** of the marketplace:

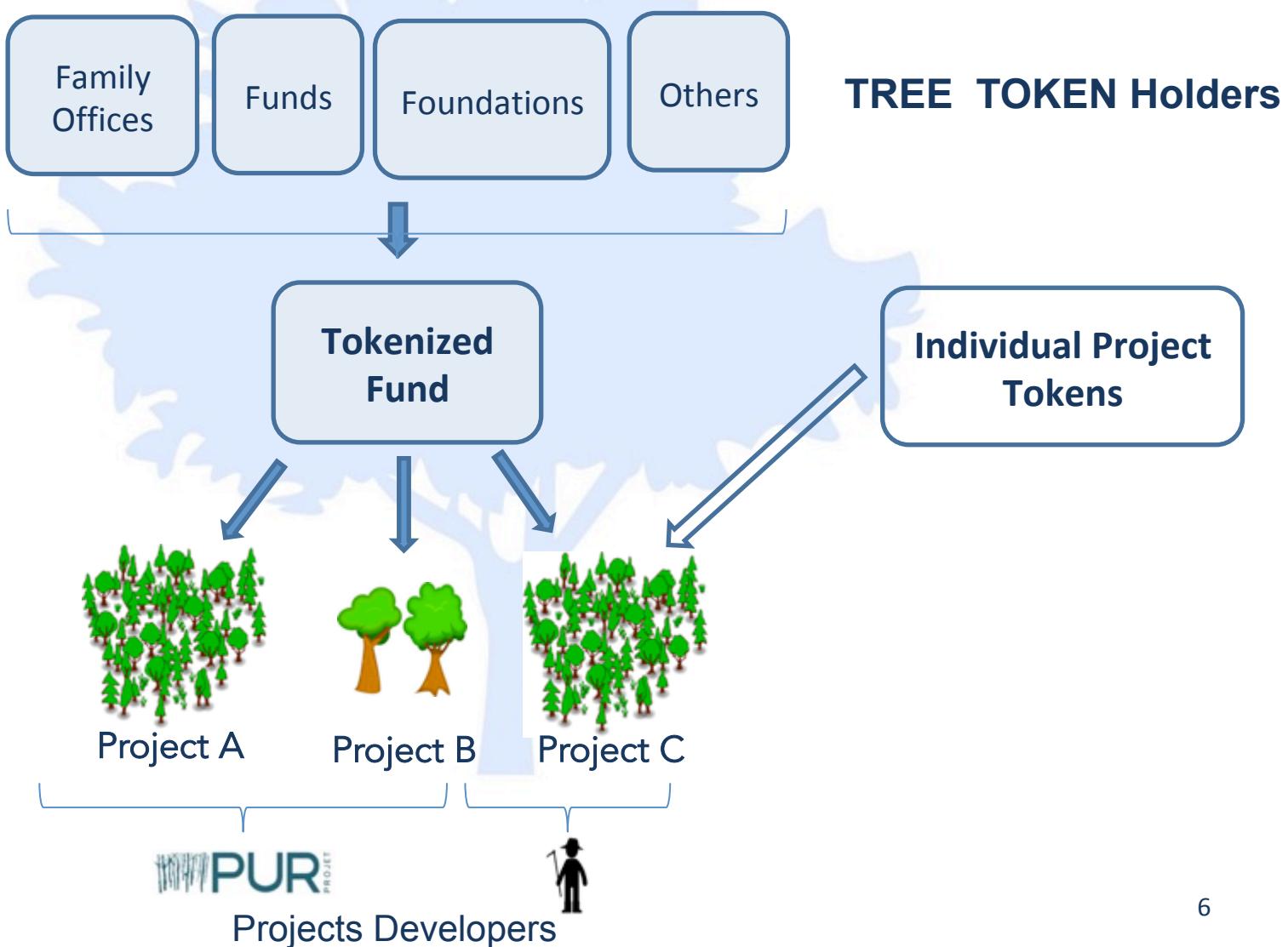
- **Investment** are targeted towards a large variety of **small-scale agroforestry projects**.
- **Capital** is provided through a **profit participation contract** that allows **risk sharing** between farmers and investors.
- **Contract** has a fixed horizon to **give back full control to the farmers** in the midterm.

On the **financing side** of the marketplace:

- Investors can invest in a **diversified fund**, or, in a second stage, in **specific projects** picked individually, under a tokenized format.
- Investors can monitor in total trust **both financial returns and impacts** generated by the projects they funded, and the waterfall of benefits linked to their token.



MARKETPLACE STRUCTURE

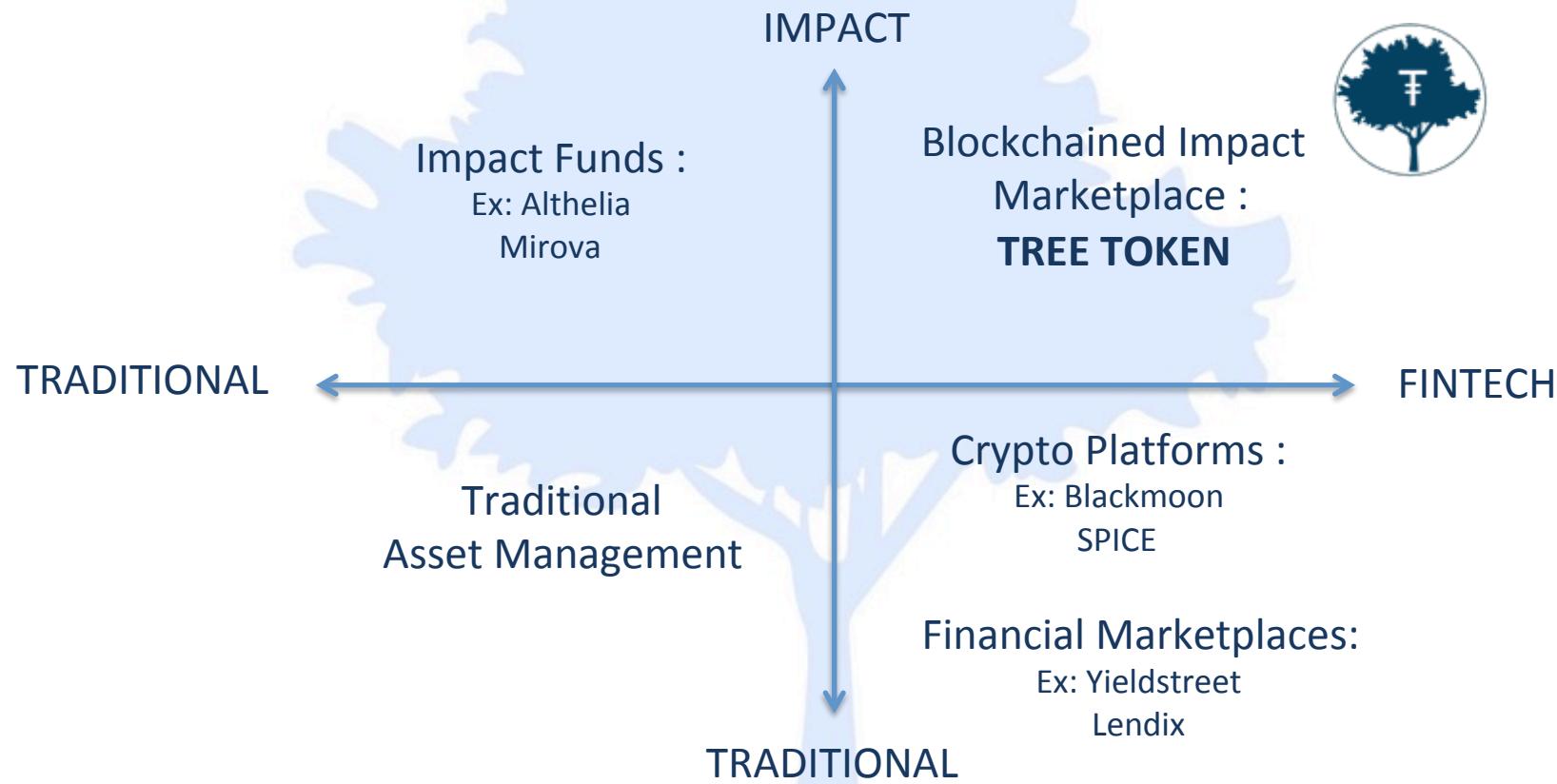


THE ROLE OF AGROFORESTRY

- Today, more than **10 million trees are cut and burnt every day to plant crops**, destroying invaluable biodiversity for low short term pay-offs.
- However, **planting trees in combination with crops in a sustainable approach** can generate much more **financial, social and environmental value**: this is called **agroforestry**.
- **Agroforestry projects** can typically be implemented at **large scale** by coordinating multiple small scale farmers or collaborating with cooperatives.
- **PUR Projet**, our lead project manager, has the technical expertise and the relationships with local organizations and farmers required to efficiently seed such projects.



A UNIQUE POSITIONING FOR INVESTMENT: COMBINING IMPACT & BLOCKCHAIN TECHNOLOGY



TYPES OF INVESTORS TARGETED

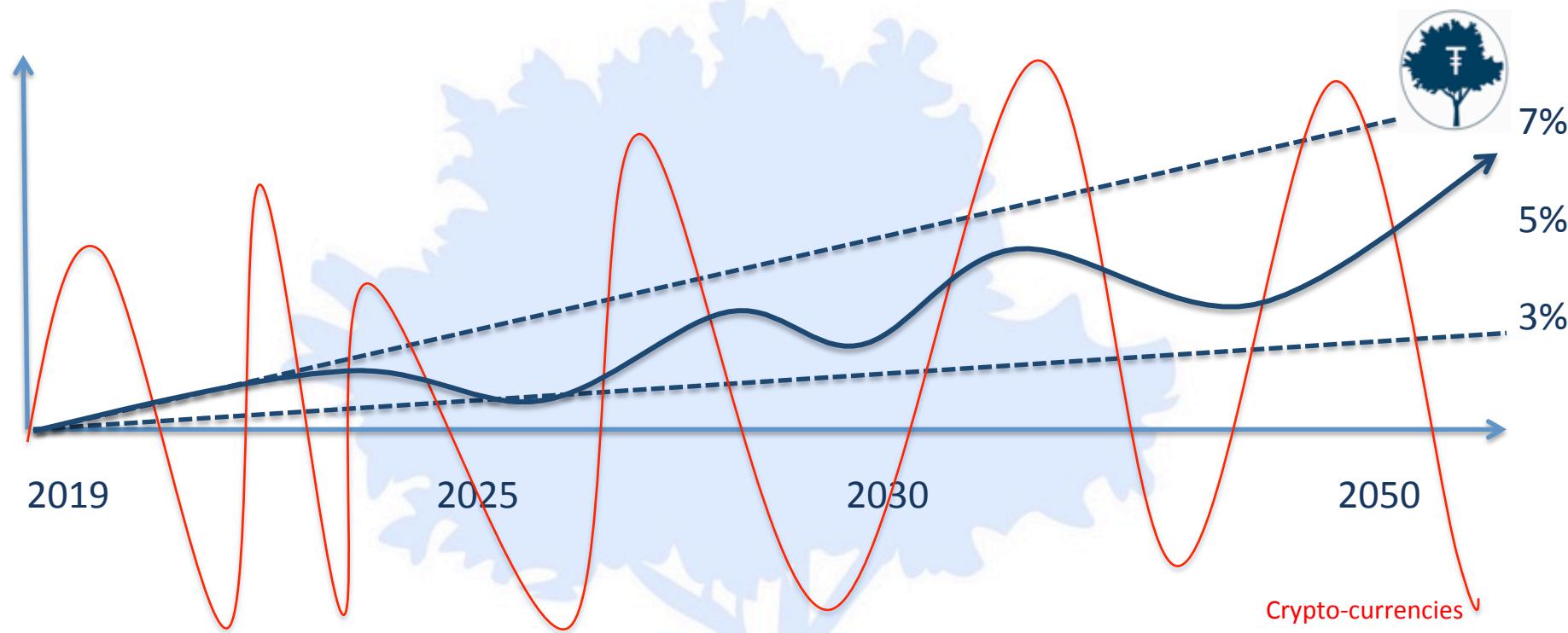
A diverse set of investors having appetite for both impact investing and crypto-investing:

- Asset Managers
- Pension Funds
- Impact Funds
- Crypto Funds
- Family Offices
- Endowments & Foundations
- High net worth Individuals & qualified investors



Non-qualified investors (crypto & fiat) will be invited to participate at a later stage, under specific rules and for certain countries only. Both the platform and fund are regulated activities.

INVESTMENT THESIS FOR INVESTORS ON THE PLATFORM



A steady token value increase **uncorrelated** with traditional assets and crypto-currencies.

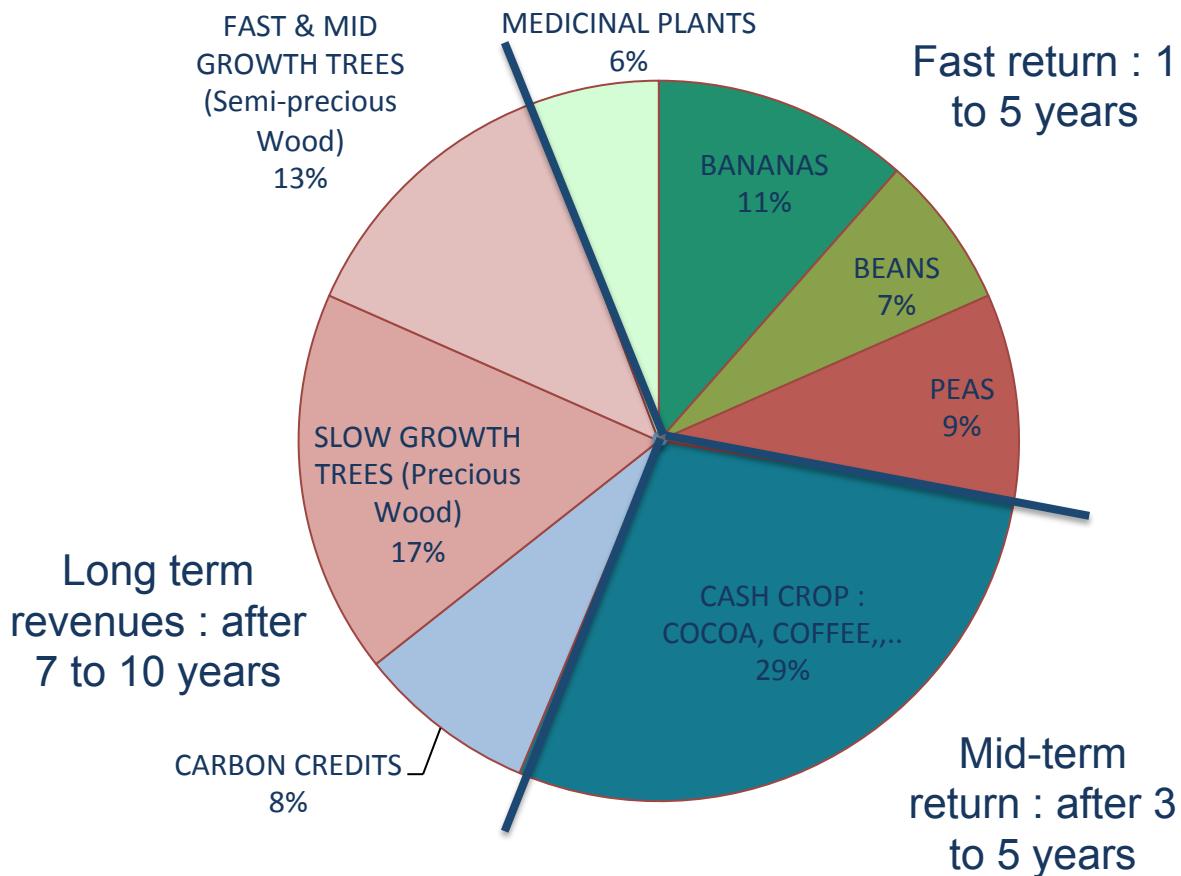
A ideal investment to bring **large and measurable impact** and stable revenues to a conventional fiat investment portfolio, or to complement a crypto portfolio.

A channel to take a position on the future value of **high-standard sustainable products & services**.

TREE TOKENS INVESTED IN TREES & CROPS

Agroforestry : Combining short to long term crops

Example of average contribution of each crop to TREE Token financial return and term :



TREE Token Dynamic Agroforestry model : combining the plantation of trees and crops to maximize financial returns.

Intercropping provides significant returns over and above what trees and crops alone can produce.

This agricultural model is more resilient, better adapted to climate change and generates multiple marketable products & ecosystem regeneration services (Co₂, water, biodiversity,...).



UNPRECEDENTED WAY OF MONITORING ROI AND IMPACTS ON THE BLOCKCHAIN*



PROJECT'S SPECIFICITIES : Tropical Humid Ecosystem (Amazon Forest in Peru)

Economic impacts : Plantation of high value timber trees and high quality coffee and cocoa, combined with multiple crops in dynamic agroforestry models.

Environmental impacts : Carbon Sequestration, High reduction of erosion, restoration of degraded lands; biodiversity hotspots;..

*Source : PUR Lab & Scientific Studies. All investments, plantations, revenues and impacts are registered in the blockchain to give decentralized, transparent and permanent records to farmers & TREE Token holders.

PROOF OF CONCEPT: SAN MARTIN PROJECT

€ 10 M invested can generate 3 to 7 % yearly ROI and
10X more impacts in 10 years

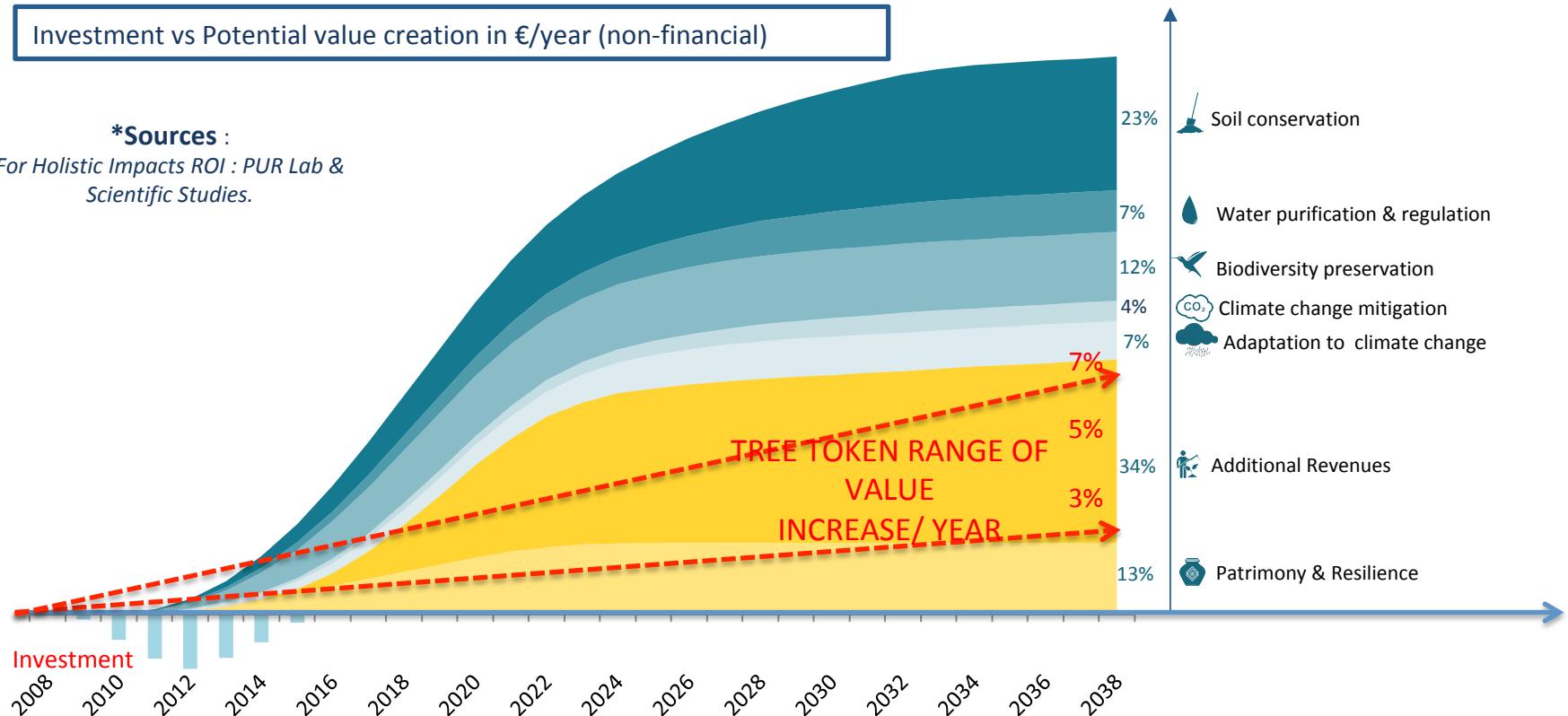
SAN MARTIN REFORESTATION ACTIVITIES

Investment vs Potential value creation in €/year (non-financial)

*Sources :

For Holistic Impacts ROI : PUR Lab &
Scientific Studies.

Total investment = €10 mln
Cumulated potential impacts (non-financial)* = €100 mln
Holistic Impacts ROI = 48%



*Applying a 10% discount rate proxy over 30 years.

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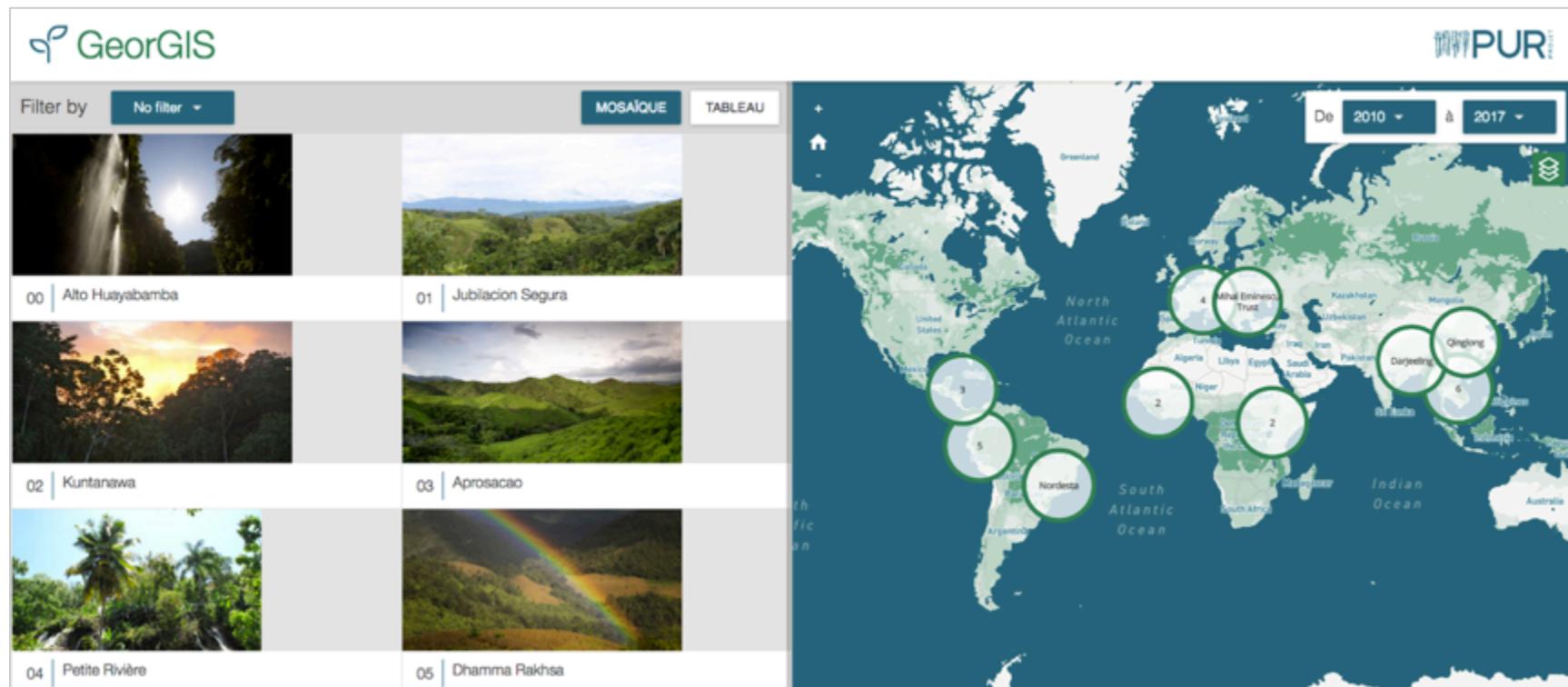


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VIEWING PLANTATIONS REVENUES & IMPACTS THANKS TO BLOCKCHAIN & A DYNAMIC GIS SYSTEM *

An Interactive Dashboard to give "Proof of Planting"

View a demo here : https://www.dropbox.com/s/w2b5m1mil0xwttq/NN_GeorGIS.mov?dl=0



*All data of the GIS Georgis system are blockchain registered.

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FOUNDERS



Tristan Lecomte, Co-founder TREE Token

20 years career as a “Serial Social Entrepreneur” (SFN, Alter Eco, PUR Projet, IPI, TREE Token)
Alter Eco & PUR Projet : 70 M USD Sales, 100 M USD Capital value, raised 10 M USD in Capital and 70 M USD in grants (ecosystem services & social impacts).

SFN & IPI : NGOs created and active respectively since 1994 and 2013, Fund raising

Distinctions

2013 : **Schwab Foundation Social Entrepreneur** of the Year

2010 : Nominated as one of the **Time Magazine 100** “Most influential people in the World”

2009 : **Nominated Ashoka Fellow**

2008 : **Nominated “Young Global Leader”** by the **Davos World Economic Forum**

Education

Global Leadership Program **Harvard Kennedy School**

MSc. **HEC Grande Ecole Paris**

Fundacao Getulio Vargas, Sao Paulo Brazil

Author of 5 books on Fairtrade and Sustainability of which “Let’s Climb back to the trees”, 2016.

Member of various Boards and Special advisor to charities and foundations.



Boris Vallee, Co-founder TREE Token

Finance Professor at Harvard Business School

FinTech academic expert

Member of the Scientific Committee of the AMF (French Financial Markets Regulation Authority)

Co-founder of a Wealth Management Firm

Former Investment banker - Deutsche Bank, London

Boris has taught the corporate finance course in the MBA required curriculum to more than 400 students. He will be teaching the elective course “Real Property” from next year.

He holds a Ph.D. in finance and a M.Sc. in management, both from HEC Paris, and is a CFA Charterholder.

Academic articles, Case Studies, and Distinctions :

<https://www.hbs.edu/faculty/Pages/profile.aspx?faId=738417&faInfo=pub>

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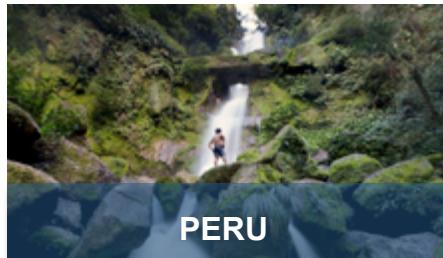
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APPENDIX



TREE TOKEN FUTURE PROJECTS PORTOFOLIO

DIVERSIFYING REVENUES



PERU

4 000 000 trees planted

- San Martin Region
- 6000 farmers
- Acopagro , Oro Verde Coops

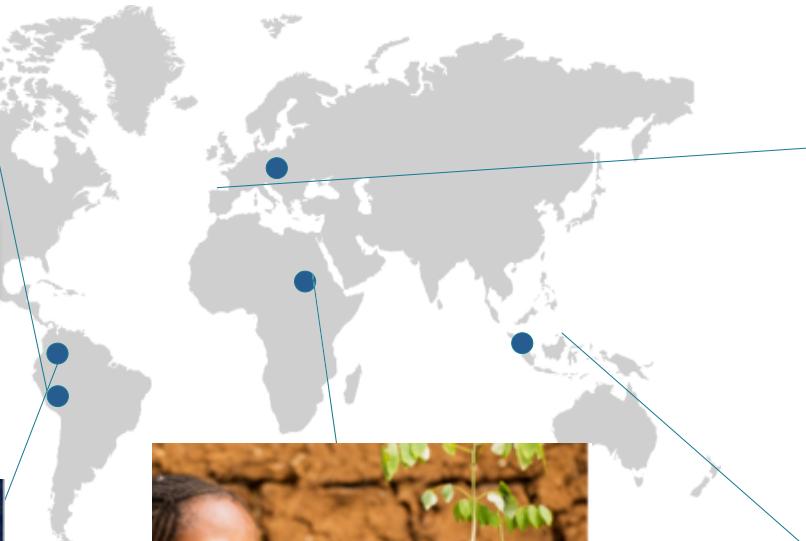


COLOMBIA

1 000 000 trees planted

292 000 in 2017

- Nariño & Cauca regions
- 2 650 farmers
- FNC



ETHIOPIA

550 000 trees planted

109 000 in 2017

- Bokasso, Kinante and Lalamo
- 520 farmers
- Bokasso Cooperative



ROMANIA

1 500 000 trees planted
155 000 in 2017

- MET NGO & 2000 farmers



INDONESIA

450 000 trees planted

155 000 in 2017

- KBQB Cooperative
- Kopi Lestari Project.

TREE Fund 1 will be composed of an investment of 50 % in Peru and 50 % in Colombia, 5 million Euros in each project, to plant a total of 10 million trees and plants (5 million in each project). TREE Fund 2 could be composed of an investment in the 5 projects mentioned above.

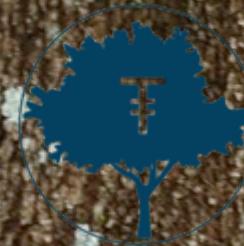
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CASE STUDY :



**TREE Token
Investment in
SAN MARTIN
PROJECT
PERU**

Francisco Allegria Ruiz, with his son, in front of a high value timber tree planted with PUR Projet in 2008,
picture taken on June 3rd 2017, San Martin Project

CASE STUDY PERU PROJECT

SAN MARTIN PROJECT ACHIEVEMENTS

4 million trees already planted, 400 000 ha preserved

€ 10 million

Already invested over 10 years

5000

Families supported



6000

Hectares planted



400 000

hectares in conservation

(equivalent to 300 million trees)

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20'000
in 2008



80'000
in 2009



350'000
in 2010



650'000
in 2011



800'000
in 2012



650'000
in 2013



400'000
in 2014



100'000
in 2015



500'000
in 2016



500'000
in 2017

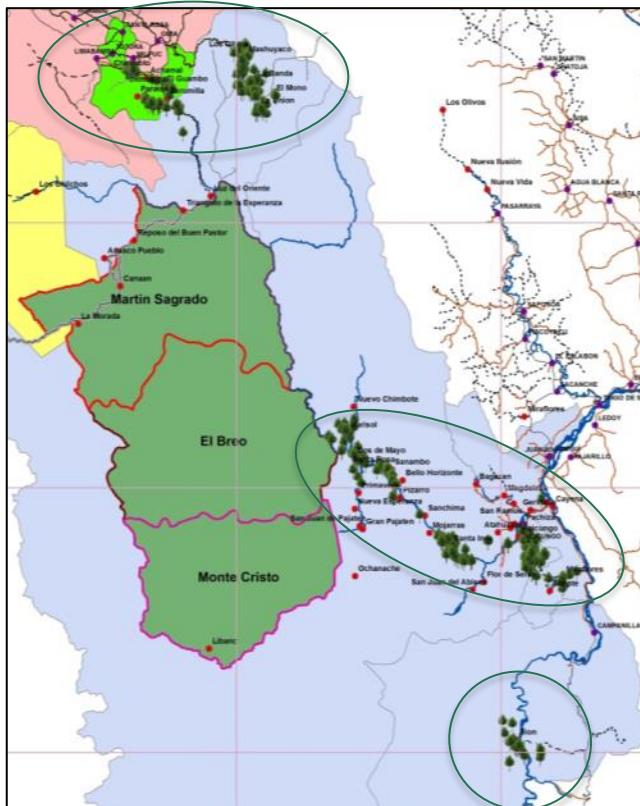
4'000'000

Trees planted

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CASE STUDY PERU PROJECT

SAN MARTIN REFORESTATION AND CONSERVATION ACTIVITIES



REFORESTATION ACTIVITIES (Circled)

REFORESTATION & AGROFORESTRY (2008-Present)

Since 2008, PUR Projet has both developed a local association, Fundacion Amazonia Viva, and worked with local large-scale small farmers cooperatives. Acopagro & Oro Verde undertake ARR activities with local San Martin Farmers. Planting activities have supported mixed stand reforestation, as well as agroforestry intercropping within cocoa and coffee agricultural parcels. 4 million trees planted.

FOREST CONSERVATION ACTIVITIES (Shaded Green)

CONSERVATION UNDER REDD+ (2010-Present)

PUR Projet, in partnership with Fundacion Amazonia Viva, arranged the allocation of 400,000 ha of primary Amazonian rainforest to local communities as conservation concessions. These areas of high conservation value are protected and maintain ecosystem services provided to local communities.

Project Partners:



Project registered in March 2016 as a UNESCO Biosphere Reserve over 2.4 million hectares.

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CASE STUDY PERU PROJECT

SAN MARTIN REFORESTATION ACTIVITIES

Developing premium agroforestry systems for cocoa

[Click here to view a 2' video :](#)

<https://youtu.be/Ce4FPo3cOUI>

TYPE
Agroforestry

LOCAL PARTNER
ACOPAGRO & ORO Verde cooperatives

PARTICIPANTS
4,000 Fairtrade & Organic cocoa farmers

MAIN THEMES

- Develop best-class agroforestry systems for cocoa & coffee with high yields
- Preserve the resources in a hot spot of biodiversity and regenerate local ecosystems
- Perpetuate the community empowerment following the switch from coca to cocoa

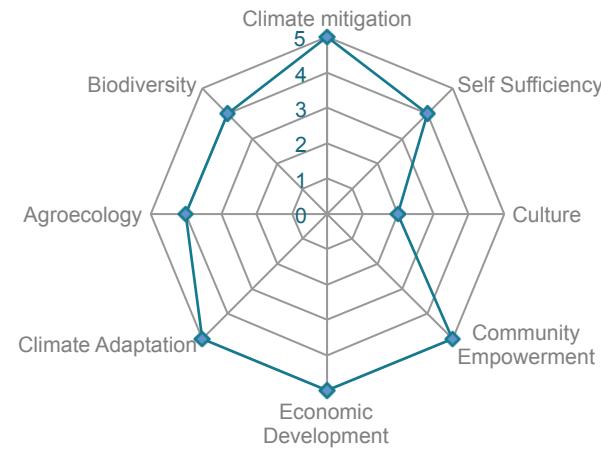
STATUS DECEMBER 2017

4 million trees planted

CERTIFICATIONS :



MAIN SOCIO-ENVIRONMENTAL IMPACTS



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CASE STUDY PERU PROJECT

SAN MARTIN CONSERVATION ACTIVITIES

Developing an alternative economic model for communities

[Click here to view a 2' video :](#)

<https://youtu.be/zNzpa25KgIE>

TYPE

Forest conservation (REDD+)

LOCAL PARTNER

Fundación AMAZONIA VIVA (10 000 beneficiaries)

PARTICIPANTS

Local communities and farmers' associations,
ACOPAGRO cooperative (2000 farmers)

MAIN THEMES

- Protect the primary forest, a hot spot of biodiversity in the Peruvian Yungas of San Martin
- Ensure long-term sustainability of cocoa & coffee production by preserving farming environment
- Develop alternative economic activities from forest services, recreation and environmental education
- Facilitate the empowerment of communities, managing their community forests and creating conservation areas

STATUS DECEMBER 2016

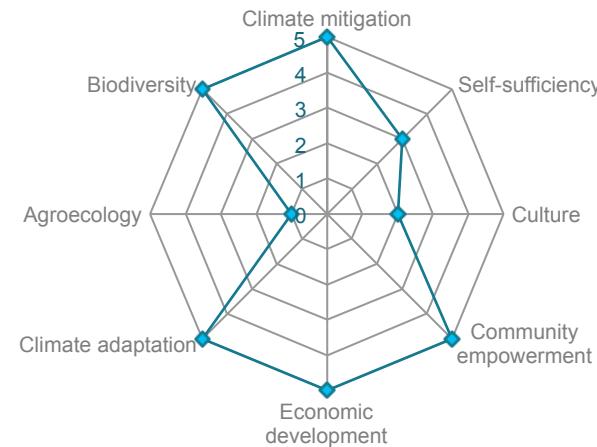
400,000 hectares of forests in conservation

CERTIFICATIONS



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MAIN SOCIO-ENVIRONMENTAL IMPACTS

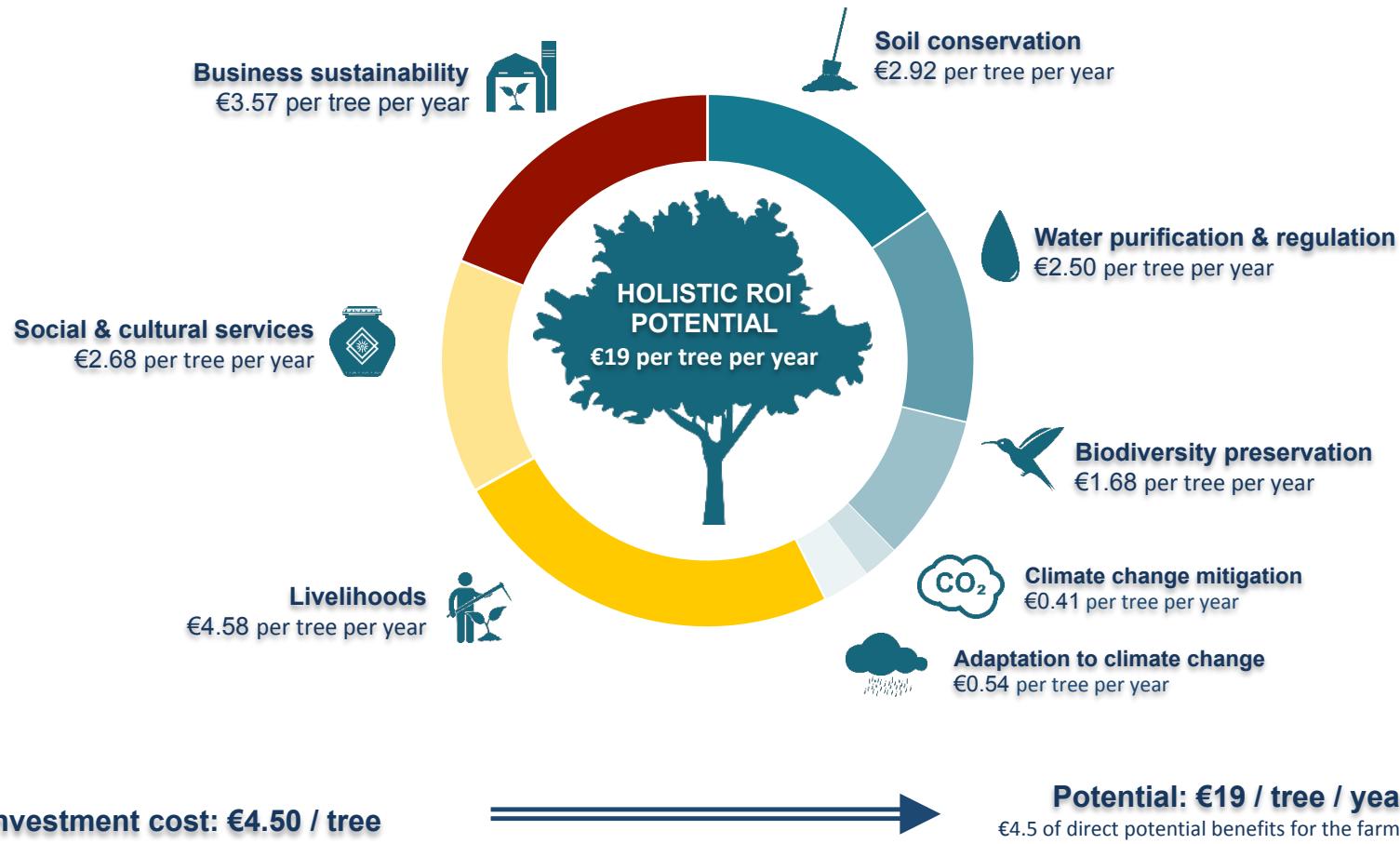


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CASE STUDY PERU PROJECT

PERU PROJECT POTENTIAL IMPACTS*

Up to €19 worth of services per tree per year



*Source : see PUR Lab & Scientific Review

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A 5 years old Pino Chuncho (native tree from Peru), planted in 2013,
pictures taken in february 2018, San Martin reforestation project



PUR PROJET DEVELOPING THE 2 FIRST TREE TOKEN PROJECTS

P U R P R O J E T T E A M (n o n - e x h a u s t i v e)



Pierrick Jammes, Co-Founder and General Manager PUR Projet

13 years strategic & managing skills to ramp up the activity, passionate for Nature

Develops and Manages PUR Projet Team & projects for 10 years,

Masters all plantations & carbon certifications processes.

Former Mc Kinsey Consultant

Education

Stanford University : Master of Science, Aeronautics & Astronautics

X Ecole polytechnique, Engineer



Vincent Rabaron, Deputy General Manager PUR Projet

Career

12 years in large-scale industry and ecosystem projects design and development

Projects design, management and development in various countries

Passionate about Michael's Porter "Creating Shared Value" vision

Education

Masters in Management from **Stanford University**

X Ecole Polytechnique, Engineer



Andrew Nobrega, Chief Investment Expert

Director PUR Projet Americas

Career

10 years in sustainability and ecosystem finance

Projects design, development and due diligence in North America, South America, Africa and Europe.

Director of Research & Design for a sustainability consulting firm in Canada

Former consultant at the European Investment Bank on Biodiversity Investment

Education

Masters of Science from the **University of Oxford** focused on ecosystem services

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CASE STUDY

PUR PROJET PARTNERS : POTENTIAL TREE TOKEN USERS & PARTNERS



L'instant Culinnaire
L'artisan traiteur bio éthique



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CASE STUDY

PUR PROGRAMS EXAMPLES

COMPANY	PROGRAM	OBJECTIVES	FIELD PROJECTS
 NESPRESSO.		<ul style="list-style-type: none"> - 10 million agroforestry trees in Nespresso AAA coffee supply chains by 2020 - Multi-criteria positive impact on coffee ecosystems + carbon neutrality 	<ul style="list-style-type: none"> - Active : Colombia, Guatemala, Ethiopia - 2 million trees already planted
		<ul style="list-style-type: none"> - Reduce laundry in hotels - 10 million trees planted by 2021 - Develop activities (sourcing, ecotourism) with local communities 	<ul style="list-style-type: none"> - 25 projects in 22 countries - 6 million trees planted to date
		<ul style="list-style-type: none"> - Strengthen small-scale producers providing B&J ingredients (PDI*) - Restore climate justice - Inset Ben & Jerry's : 65 000 tons of Co2 / year 	<ul style="list-style-type: none"> - SAN MARTIN Projects of which conservation : 300 million trees in conservation (400 000 ha) - Uganda agroforestry project
		<ul style="list-style-type: none"> - Improve food security through sustainable local farming - 2 Million trees planted 	<ul style="list-style-type: none"> - Ethiopia agroforestry project - Thailand agroforestry & self-sufficiency and innovative rice farming projects - 1 Million trees planted

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*PDI: Producer Development Initiative

CASE STUDY

40 PUR PROJECTS AROUND THE WORLD

