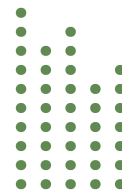
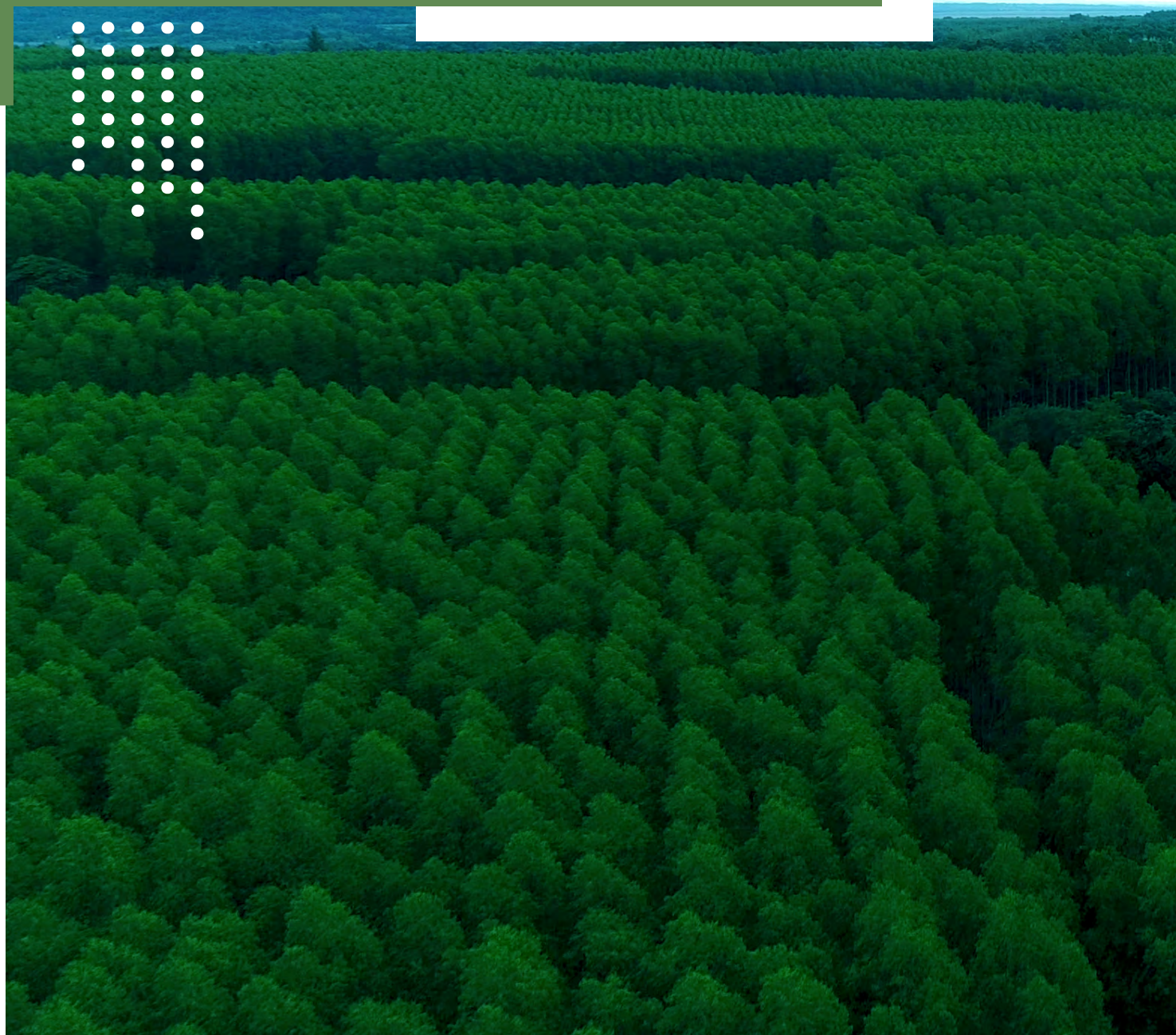




# TREECYCLE



## WHITEPAPER



[www.treecycle.ch](http://www.treecycle.ch)

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# EXECUTIVE SUMMARY





# EXECUTIVE SUMMARY

Landlocked in the heart of South America, and bifurcated by a major river running north to south, lies Paraguay. Voted the happiest country in the world<sup>1</sup> and blessed with the continent's second strongest growing economy, Paraguay is the ideal setting for an arboreal project. Its favourable geography, climate, government, economy and social structure make the country the perfect staging post for a regenerative project. It is here that the TREECYCLE project intends to engage in a major reforestation program by planting 10 million trees in 12,500 hectares of fertile land.

TREECYCLE's environmentally responsible cultivation will provide the local population with employment and feed Paraguay's growing demand for energy and timber. In the process, the project will earn investors generous annual returns from the moment the fast-growing plantation reaches maturity. A Security Token Offering (STO) will enable a global community of investors to stake their claim in an ecologically sound reforestation program and to reap the rewards endowed by their sustainable and environmentally friendly investment. The TREE security token will grant access to this investment vehicle and sow the seeds for a greener and more sustainable future.

With a number of successful reforestation initiatives to its name, the TREECYCLE team has the experience and network necessary to ensure its largest venture to date is also its most successful. A commitment to transparency and accountability, above and beyond that required of a limited company, will grant TREECYCLE's investors a deep insight into every facet of the project as it progresses. Detailed financial breakdowns and clear benchmarks will enable stakeholders to watch their investment grow in unison with 10 million trees as they take root in Paraguay's rich soil.

TREECYCLE is a project set to take place in the right place at the right time. Our planet has reached breaking point, following centuries of ruinous environmental policies that have left its ecosystem on the brink of collapse and decimated its biodiversity. Drastic and sustained increases in human population (current rate of 220,000 people a day<sup>2</sup>), further contribute to this worrying reality and simultaneously drive demand for energy sources such as timber. The environmental benefits of the project, including improved soil and air quality, sequestered carbon, and wildlife habitation, will be localised, but the financial benefits will extend as far and wide as TREECYCLE's token-holders. The TREECYCLE project aims to set the standard that future socially-minded projects will adhere to, and demonstrate that it is possible to at once foster reverence for nature and operate a profitable business.

Blighted by the world's second highest rate of deforestation, Paraguay has just 10% of its primary forests (native tree stocks) still standing. TREECYCLE's sustainable reforestation initiative will help to meet the country's demand for timber and stimulate its local economy while rejuvenating thousands of hectares of land. The scope of this reforestation project will surpass anything previously attempted in the region and its success will beget both financial and ecological gains. With the value of each tree correlated to the price of each TREE token, holders can assign a tangible value to their investment while playing their part in making the world a greener, cleaner place for future generations.



# MARKET OVERVIEW





## Paraguay

The tale of Paraguay's diminished forests is one of plundered resources, lost opportunities and unenforced legislation. Prolonged mismanagement, which peaked in the 1980s and early 90s, has vitiated the country's forests, hastening their decline and leaving vast swathes of land barren and unsuitable for cultivation. The rate of deforestation has since slowed, but not reversed. In the last five years, an additional 9.6% of Paraguay's forests are estimated to have been felled, granting the country the world's worst deforestation rate after Malaysia.<sup>3</sup> It will realistically take decades before Paraguay's verdant forests return to their former health. The effects of this drastic loss of woodland are felt from the canopy to deep below the soil, where tree roots play a pivotal role in preventing erosion and landslides through absorbing water and thereby reducing the risk of flooding.

Paraguay is a country that is both defined and fueled by its forests. Its native tropical forests attract ecotourists and serve as a home for a wide array of flora and fauna. These verdant wooded areas are supplemented by hectares of plantation forests and sustainably managed forests. Timber, together with agriculture and livestock, is among Paraguay's chief exports. These facts attest to the close connection between the country's ecology and its economy, but do not reveal the extent to which its precious forests have been mismanaged and destroyed.

Exploitation, both from local loggers and foreign operators, has eradicated much of the country's rich woodlands, impacting the environment and sullyng the reputation of foreign investors wishing to cultivate and export timber. Often, such ventures have been focused on short-term gain, placing profitability over sustainability, leading to the degradation of the country's forests and the jeopardy of future projects. It has been estimated that Paraguay loses 178,000 hectares of woodland per year, despite initiatives designed to stem the rate of deforestation. In 2005, 47% of the country was forested, but by 2016, that figure had dropped to 38%.<sup>4</sup> It is now estimated that just 10% of the country's primary forests remain after decades of aggressive deforestation.<sup>5</sup> In 1973, Paraguay's Forest Law was introduced in a bid to conserve diminishing wooded areas, obliging landowners with more than 20 hectares of forest to retain at least 25% of it. Difficulties in enforcing the law, exacerbated by lack of funding, however, meant the legislation had little effect in stemming the tide of deforestation and illegal logging remained rife.

To support reforestation efforts, the Paraguayan government introduced tree plantation subsidies in the 1990s. These grant a subsidy of up to 75% for the first three years of plantation operation and have thus far been concentrated in the east of the country; where TREECYCLE has established its plantation. These governmental subsidies adhere to the UN's Framework Convention on Climate Change (1992) which urges countries to "promote sustainable management, and promote and cooperate in the conservation and enhancement, as appropriate, of sinks and reservoirs of all greenhouse gases not controlled by the Montreal Protocol, including biomass, forests and oceans as well as other terrestrial, coastal and marine ecosystems." (Article 4.1 [d])





## ENVIRONMENTAL CONCERNS

Timber harvesting can be both sustainable and ethical, but for this to occur, it must be performed with a focus on longterm results rather than quick profits. Unfortunately, Paraguay has fallen victim to wide-scale deforestation that has not been followed by commensurate reforestation. In addition to wreaking havoc on tree populations themselves, unsustainable timber extraction also damages waterways and soil, leaving behind hectares of barren land and polluted rivers and streams. A 2016 report by the NASA Earth Observatory, for example, shows western Paraguay's Chaco forest as having lost 20% of its cover since 1985, with 142,000 square kilometres replaced by cattle ranches and soy farms between 2006 and 2016 alone.

The dramatic deforestation that Paraguay has experienced, eliminating 90% of its eastern forests over the past 68 years, has also caused a loss of habitat for the creatures that once called these wooded areas their home. The forest is inhabited by thousands of plant and bird species and hundreds of animal and reptile species. Reforestation initiatives on the scale proposed by TREECYCLE, therefore, don't just benefit the land they also aid the indigenous fauna, forming a natural habitat that will protect them for years to come.

While some environmental issues are easy to detect, such as polluted streams, scorched earth and acidic soil, others, such as climate change, are harder to meter. The scope and gravity of the climate problem, described by naturalist Sir David Attenborough as "our greatest threat in thousands of years," is indisputable, however. In South America, as elsewhere, there are telltale signs that the planet is rapidly and perhaps irreversibly changing. In Ecuador, Peru, and Bolivia, rising temperatures have caused the rapid melting of the Andean glaciers, which in some cases have already disappeared completely.

The effects of this are not limited to the natural beauty of these majestic mountain ranges; South America's melting glaciers are concomitant with a host of problems, including the disruption of the north-south rainfall cycle, with its negative impact on agriculture and hydro-electric power, which in turn causes flooding, landslides and soil erosion.<sup>6</sup>

With 8% of the world's forest plantations found in South America, the region plays a pivotal role in combating global warming through carbon sequestration. Conserving and regenerating as much of these wooded areas as possible, therefore, is pivotal in leading the fight against manmade climate change.

The wildfires currently raging through the Amazon rainforest are a further vivid reminder of what is at stake if efforts are not made to change the exploitative approach to forestry which continues to fuel environmental degradation.

## TIMBER MARKET

Timber is in great demand in Paraguay. The absence of natural gas or petroleum has resulted in firewood becoming Paraguay's primary energy source. 48% of the country's energy consumption is sourced from firewood, with hydropower and fossil fuels accounting for the remainder. Unable to easily import fossil fuels and economically reliant on the export of electricity from its hydro dams, the landlocked country must subsist on hydro and firewood to fuel its power plants. A rising population and subsequently increasing demand for wood products, coupled with diminishing forests has, however, resulted in a shortfall of quality timber.





Energy consumption in Paraguay by type<sup>7</sup>

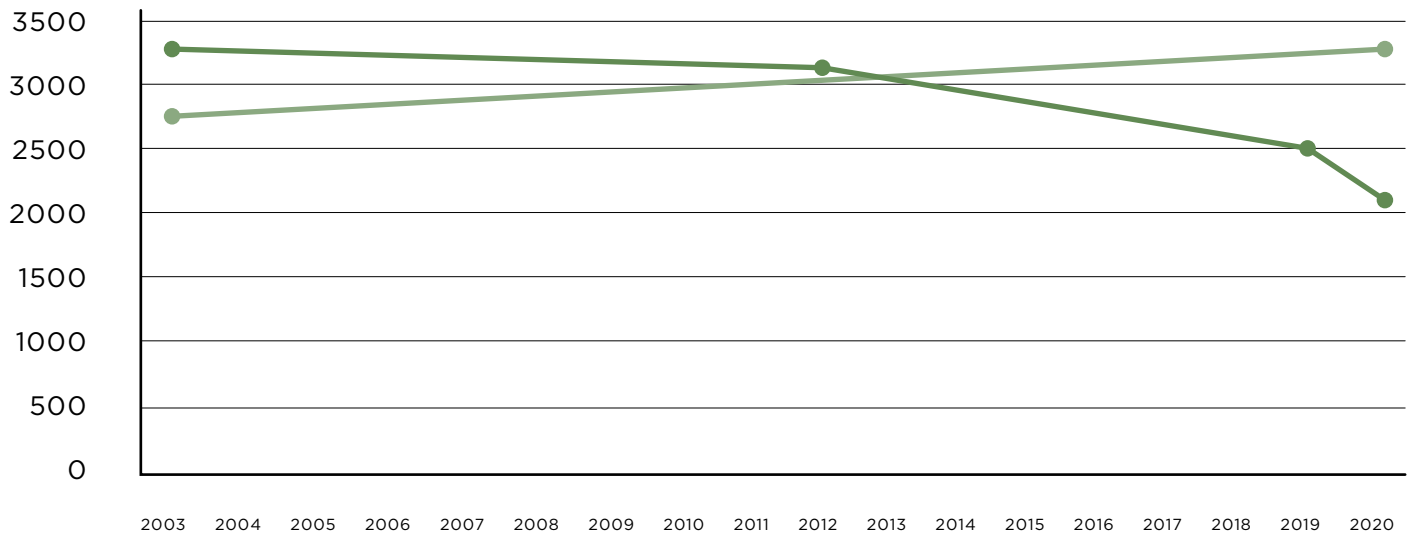
Over the past 30 years, total energy consumption in Paraguay has more than doubled, from 2.2 to 4.5 million tonnes of raw oil equivalent.<sup>8</sup>

Despite producing large amounts of hydroelectricity for internal use and export, hydro only covers 15% of domestic energy demand, the remainder is sourced from fossil fuels (37%) and 48% coming from solid biomass, consisting of fire- wood and vegetable waste.<sup>9</sup> The need for timber is particularly pronounced in Paraguay's industrial sector, which is still heavily reliant on firewood, accounting for 74% of energy consumed, primarily by small and medium-sized enterprises (SMEs).<sup>10</sup> Demand for biomass is rising and sourcing firewood for has become increasingly difficult as demand significantly outweighs supply.





## Projections of Supply and Demand of timber for industrial use (thousands of m3)



● Offer of timber for industrial use

● Timber demand for industrial use

Source: FAO, Trends and perspectives to 2020.  
Supply vs Demand of timber in Paraguay.

As the fourth largest exporter of soybeans in the world, exporting approximately 9 million tonnes per year, Paraguay's agricultural industry is a large energy consumer, relying on firewood to fuel the grain drying process of soybean production. This need equates to more than 500,000 tonnes of firewood per year and will only increase as population levels rise locally and internationally.<sup>11</sup> Firewood is also a primary heating source within Paraguay, making the country the largest consumer per capita of firewood in the Mercosur region.<sup>12</sup>

South America's millions of hectares of forest account for 27% of the world's total<sup>13</sup>, while the continent has seen an increase in forest plantations, up 200,000 hectares per year from 1990-2005.<sup>14</sup> However, while the rest of South America has increased timber production, Paraguay has fallen behind, growing only 1,300 hectares per year, in stark contrast to neighbouring Uruguay, which planted 38,000 hectares per year over the same period.<sup>15</sup>

The growing need for energy in the region has led to the Paraguayan government setting a target of 60% of all energy consumption coming from renewable sources; sustainable forest development and management will prove key in producing the biomass required for electricity generation.<sup>16</sup>





# MARKET OVERVIEW

Global demand for timber is also growing in line with population increase and rising energy consumption. In 2016, global production of wood products increased for the seventh consecutive year, averaging 3-6% per year. Global production of wood pellets grew 6% in the same year, reaching 29 million tonnes annually, and global production and trade of wood pulp increased by 2% and 5% respectively.<sup>17</sup> In the same year, Asian imports of wood pellets grew by 17%.<sup>18</sup> The robustness of the global timber market ensures that surplus Paraguayan production can be exported and absorbed by the international market.

## ECONOMIC INCENTIVES

Large-scale plantation efforts are instrumental in accelerating Paraguay's reforestation efforts, however, it is pivotal that they simultaneously serve the needs of the country's populace. Through sustainable management, these endeavours can balance the goals of restoring Paraguay's woodland, boosting the local economy and providing a return for investors. For the architects of such projects, seeking a suitable South American country in which to facilitate widespread reforestation, Paraguay is the obvious candidate.

The country's economy is flourishing, with the highest year-on-year growth in the region and the lowest debt to GDP ratio. Paraguay is particularly attractive to overseas investors, ranking second to Peru with average investment returns of 22%.<sup>19</sup> As a major global exporter, fourth largest for soy<sup>20</sup> and sixth largest for cattle<sup>21</sup>, Paraguay has traditionally been reliant on the agriculture industry to sustain its economy. Its government is aware of the dangers of relying on a singular industry, however, and has thus identified forestry and green energy as key areas for economic development and growth.

Finally, the Paraguayan government has signalled that it is "open for business" by welcoming foreign investors who can demonstrate that they are motivated by environmental concerns as much as financial ones. Projects that yield a net benefit for the region, both ecologically and economically, are typically welcomed by government officials. Due to budgetary constraints, Paraguay's government is receptive to outside investment that can stimulate the economy while aiding its broader goals of reforestation and meeting the country's energy needs. Government support for these initiatives is made evident by the passing of two key pieces of legislation, the Investment Incentive Law (60/90) which promotes foreign investment through tax exemptions and foreign capital transfers, and the 1991 Investment Law (117/91) which recognises property rights and equal treatment for foreign investors.





# THE TREECYCLE SOLUTION





# THE TREECYCLE SOLUTION

## OVERVIEW

Over the past decade, the coalescence of several disparate trends has made a project of TREECYCLE's nature possible. The setting, in Paraguay, is ideal, with a growing population and industrialisation straining demand for energy sources, exacerbated by a reduction in timber supplies; the repercussion of ruinous deforestation through the latter half of the 20th century.

Meanwhile, in a very different sector, the maturation of crypto assets has spawned the ability to tokenize a wide range of commodities and to make these tradable among accredited investors. The transparency and auditability provided by distributed ledger technology provide accountability to stakeholders, an attribute that forward-thinking projects have embraced. The use of blockchain-based protocols enables investors to verify token issuance, the number of tokens in circulation, and to ensure that profits have been issued on time and proportionately, as well as to trade digital assets on liquid secondary markets.

The convergence of these seemingly incongruous developments, ranging from the destruction of Paraguay's native forests to the emergence of cryptographic tools, has culminated in TREECYCLE. The project is primely poised to launch at a propitious time and place technologically, geographically and environmentally.

## THE PROJECT

TREECYCLE has partnered with Grupo Empresarial La Rivera S.A. Paraguay, who currently have 3,000 hectares under management and 2.5 million successfully harvested trees to their name. La Rivera has been combating deforestation in Paraguay for over a decade and in that time has developed a number of hybrid eucalyptus trees that are strong, pest-resistant and possess high growth yield. The TREECYCLE project will benefit greatly from the product and market knowledge of La Rivera as well as the industry partnerships and sales channels fostered over the years. TREECYCLE is thrilled to have La Rivera CEO, Andreas Jelinek, on board as a founder and reforestation specialist.

Thanks to the warm climate and steady rainfall in the area, eucalyptus trees grow four times faster in the subtropical climate of Paraguay than in regions such as Europe. This allows the roots to build a solid foundation for the tree and ensures exceptional strength and growth. The timber harvested from the eucalyptus is well established as a cheaper alternative to other tropical woods with the same characteristics, and is already traded in global markets. The trees also serve as a natural protector to indigenous animals living in the forests, forming a barrier against strong winds and other adverse weather conditions. By reforesting degenerate and arid pasture land with fast-growing trees, TREECYCLE will provide legitimately sourced timber to the market, actively combating illegal deforestation and protecting the rainforests through reforestation.

TREECYCLE is actively monitoring the evolution of the global emission certificate market. Should in the future the economic viability shift towards retention of all planted trees, TREECYCLE retains the optionality to adjust the business model accordingly to maximize the cash returns and the ecological impact of the project.

TREECYCLE has initially earmarked 12,500 hectares of land for the purchase and plantation of 10 million trees in the Villarrica region of Paraguay. Throughout the ensuing 23-year harvest, TREECYCLE will reinvest 50% of the profit and purchase additional land for tree planting, valued at EUR 460 million. In total, 59,450 hectares of land will provisionally be acquired for reforestation, the outcome of which will generate a projected profit of EUR 931 million. These figures are calculated on the basis of a certain funding threshold being met in the TREECYCLE STO.





# THE TREECYCLE SOLUTION

40% of this profit, worth some EUR 368 million in this example, will be distributed in to investors in the fiat or digital currency of their choice. 10% of the profits generated, projected to be EUR 92 million, in this case, will be directed to social projects in the local area.

The TREECYCLE project will service the energy sector's demand for firewood and enable token-holders to reap the rewards of their investment from as early as year four. That's when the first crop of eucalyptus trees will be harvested and sold on the domestic market, providing a significant revenue stream.

## THE LOCATION

The setting chosen for TREECYCLE's timber plantation, in an area close to Villarrica in the east of the country, is characterised by gently undulating wooded hills interspersed with grassy plains. Villarrica is situated less than 200km from the fertile Paraná River basin, an area that has been found to have the highest Land Expectation Value for forestry in the country. The TREECYCLE team has close ties with this area, having been engaged in reforestation work here since 2009 with local partner La Rivera.

The climate, rainfall, soil quality, PH value and other variables are all suited to establishing a eucalyptus plantation to the scale and time- frame proposed. In fact, Paraguayan forestry projects have been shown to provide a greater rate of return than in South American countries such as Colombia. In addition, there is a capable local workforce in place to assist with the manual labour that such an undertaking entails.

For any reforestation program to work, it needs to be capable of positively impacting the environment in quantifiable terms. TREECYCLE will be defined by clear and measurable outcomes, for the sake of its investors, stakeholders, and to satisfy local officials. All expenditure, income, plantation and cultivation will be meticulously recorded and shared with relevant parties, to ensure TREECYCLE meets the highest standards for accountability.

In establishing and subsequently expanding its plantation in Villarrica, TREECYCLE will pay particular care to minimise the impact on the land and on the local population. Close consideration will be given to environmental concerns during the course of each stage of the planting, maintenance and cultivation process. This will include:

- Paying local workers a fair wage and providing sustainable employment.
- Protecting the country's 1,000+ unique species of birds, mammals, amphibians and reptiles.
- Liaising with local forestry organisations including National Forestry Roundtable (Mesa Forestal Nacional) and National Forestry Institute (Instituto Forestal Nacional, INFONA) and Paraguayan Timber Merchant Federation (Federación Paraguaya de Madereros, FEPAMA).

While TREECYCLE cannot undo the wrongs committed by other companies, it can set new standards in environmental and ethical responsibility. In doing so, TREECYCLE will demonstrate that it is possible to balance its environmental and fiduciary responsibilities, benefiting the local community and countering climate change while securing token holders a return on investment.

Given that the reforestation efforts undertaken by TREECYCLE will occur in a different country and continent from the majority of the project's investors, transparency and close communication will be essential in order to retain trust.





# THE TREECYCLE SOLUTION

This commitment will be aided by blockchain technology, which provides a means of verifying tokens issued and determines how these tokens are traded, locked and/or unlocked. The immutability and tamperproof nature of the blockchain-powered solution used by TREECYCLE will further foster security and stakeholder peace-of-mind.

The transparency that is one of blockchain's defining characteristics will also be mirrored on the ground in Paraguay through a commitment to public reporting that goes above and beyond TREECYCLE's legal obligations. TREECYCLE and its partners will provide regular reports that detail activity conducted including trees planted, thinned, harvested and sold, as well as all out-goings and revenues. This will be done not only for the benefit of TREECYCLE's investors but also for the local community, to further illustrate TREECYCLE's ongoing desire to support sustainable reforestation.

## THE ECOSYSTEM

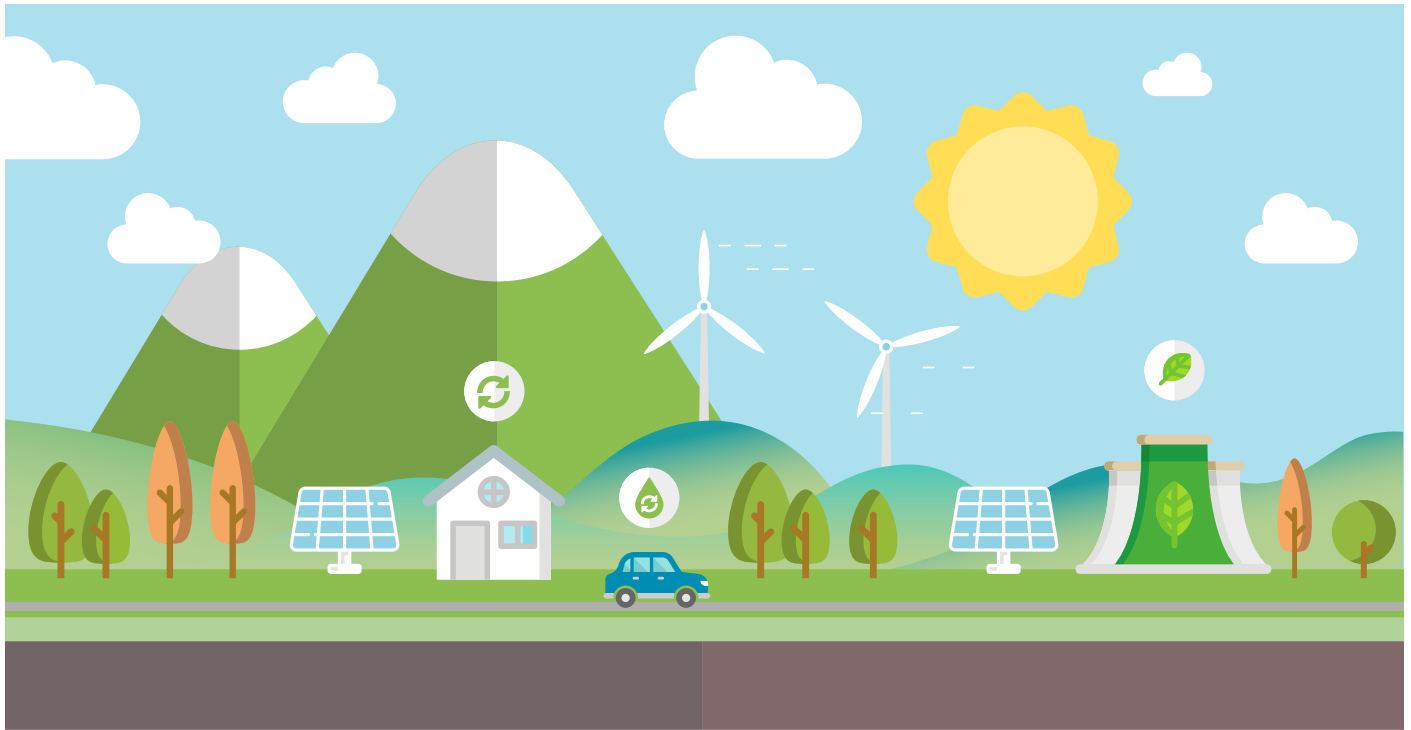
In the Villarrica region of Paraguay, where the plantation will be taking root, TREECYCLE plans to develop deep roots in the local community. In close proximity to the reforestation project, TREECYCLE will begin livestock farming (cattle breeding), beekeeping and organic fruit and vegetable cultivation. Wood processing plants and butcher shops are also planned for the area, creating an entire ecosystem in the region.

TREECYCLE also intends to integrate an online store that will offer select products from South America such as organic honey, tereré tea, beef jerky, medicinal herbs, wellness products, relaxation oils, organic nuts and textile products made of cotton and natural hemp. The online store will be available internationally, in a bid to connect local artisans to the digital economy and further promote the richness and beauty of the region.

Finally, TREECYCLE plans to build a hotel in Villarrica for investors and tourists to stay when visiting the area. In all cases, special care will be given to ensure that developments and operations are undertaken with strict adherence to TREECYCLE's commitment to sustainability and transparency.



# THE TREECYCLE SOLUTION



## Ecological agriculture

Reforestation

Sustainable livestock farming

Sustainable food



## Infrastructure

Real estate

Sustainable hotel concepts

Logistics



## Research & innovation

Ecological textiles

Drinking water production

Alternative fuel



## Social Projects

Foundations

Kindergartens and schools

Healing centres





# THE TREECYCLE SOLUTION

After each harvest, 40% of generated profits are distributed to TREE token-holders in the fiat or digital currency of their choice. These funds will be used to pay income taxes in Paraguay, maintain infrastructure and scale up the TREECYCLE ecosystem.

TREECYCLE is also in a unique position to introduce road construction, logistics, structural and civil engineering to the region, ensuring continual growth and generating opportunities for the region.

## SOCIAL GOOD

TREECYCLE recognises the need to give back to the community and to foster positive working relationships throughout the region. As a company committed to making positive social change, TREECYCLE is dedicating 10% of the profits generated by its tree plantation to social projects in the local area. These social initiatives include projects that deal with nature, water treatment, hospitals, child care centres, foundations, and associations for handicapped people.

The first social project TREECYCLE will sponsor is the Children's Centre „Die Angel“ located in San Roque, Villarrica. In partnership with the local church, disadvantaged children in the area will be provided with food and clothing and offered educational classes involving cooking, sewing, welding, gardening and painting. It is estimated that the Children's Centre will provide services for 200+ children in the local area, with projected management costs of USD 6,000 per month.

## PROCESS

### LAND SELECTION

TREECYCLE and its partner La Rivera have strategically selected land for afforestation based on criteria that will ensure maximum tree growth and harvest yield. Land has been chosen on account of various properties that include the following:

- Deforested areas, degenerated, over-acidified by livestock farming and plundered, allowing TREECYCLE to improve the soil in the long term, ensure ecological viability and enrichment which will ensure protection from further plundering.
- Suitable land for animals to resettle in the newly forested areas.
- Close proximity to large rivers which allow for draining due to large amounts of rainfall. Positive findings after conducting soil analysis, checking for quality, PH levels, height and the nutrient content of the soil.

TREECYCLE has already conducted the land selection process, and a number of suitable plots have been selected for reforestation. By relying on scientific analysis of the land, soil and environment, TREECYCLE is setting the foundations for many years of successful harvests, ensuring.

### PLANTING

Once a suitable area of land has been selected and purchased, TREECYCLE can begin the seedling fertilisation and planting process. The first step is to carefully select a number of already growing trees that are large, healthy and strong. Once the trees have been selected, the leaves of these trees are then propagated in special organic fertiliser in small bowls, managed and supervised by TREECYCLE'S team of bio-engineers





# THE TREECYCLE SOLUTION

Once the seedlings are mature, they are moved to TREECYCLE's nursery in tubes. For three months, the seedlings are carefully managed by staff as they are prepared for planting. Then, the land is prepared for planting, including necessary infrastructure, enclosures, paths and drainage ditches.

Following the land preparation, the seedlings can be planted. This action will only occur following a period of rainfall and the initial fertilisation of the soil, ensuring optimal results from the planting. The combination of rainfall and fertilisation is one of the most critical factors for the success of the harvest.

## GROWTH SCHEDULE

**Year 1:** The most important phase of tree growth, as the seedlings are young and require rigorous care and management.

**Year 2:** The pruning of the trees begins. Once trees reach a height of 11 metres, they are pruned free of branches. The cut branches and leaves remain on the land and serve the humus formation, which aids in soil improvement. The pruning at 11 metres is essential for the sale of wood.

**Year 5:** At this stage, the trees will be reaching heights of 20 metres and 30 cm in diameter. For optimal growth, they require space to ensure they reach the desired trunk size, which is achieved by removing and selling every second tree. During this harvest, the timber is used in paper and energy production or to make posts.

**Year 9:** An additional harvest occurs, ensuring the remaining trees have sufficient space and light. The harvested trees are sold and used for parquet flooring and general timber. At this stage, the trees are approximately 45 cm in diameter.

**Year 12:** The final harvest takes place as the trees reach 60 cm in diameter. Most of the wood is sold to the furniture, veneer, roof and parquet industry. Once the harvest is complete, the process can be repeated, beginning at the seedling stage.

## FINANCIAL INFORMATION

The funds the Company aims to raise will allow TREECYCLE to purchase 12,500 hectares of land, plant 10 million trees and ensure optimal tree growth.

TREECYCLE will generate revenue by strategically selecting well-placed locations to plant unique hybrid eucalyptus trees that can be harvested and sold for a variety of uses including firewood, posts and valuable timber.

Over the course of the 23 year harvest cycle, there will be nine planned harvests, where a portion of the trees are removed and sold. 50% of the profit from these harvests will be used to purchase additional land, increasing the total land ownership of TREECYCLE to 59,450 hectares, which will enable additional tree growth. This reinvestment will enable the purchase of an additional 47,000 hectares of land and the planting of 37 million trees.

Over the 23-year harvest cycle, profit will be calculated as per the following schedule: Years 4, 8, 11, 12, 15, 16, 19, 20, 22 and 23 years. Profit will then be calculated annually from year 23 onwards (except in the 25th and 29th years, where there are no harvests) with 40% being distributed to token-holders. 10% of the profit will be invested in social projects.





# THE TREECYCLE SOLUTION

The income generated during the 23-year harvest cycle will come from the sale of trees for firewood, posts and timber. The below calculations and predictions are based on current market prices (September 2018). These are forward-looking projections and no fluctuations in the price of timber or land have been taken into account for the entire harvest cycle. The table below outlines the breakdown of the total estimated costs involved over the entire 23-year harvest cycle and is based on a projected EUR 210m raise during the token sale:

| Year                     | 0           | 5           | 9           | 12          | 16          | 20          | 23           | Total         |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------|
| Land purchased (ha)      | 12,500      | 2,817       | 4,312       | 10,562      | 3,903       | 5,957       | 26,810       | 66,879        |
| Gross Harvest income     | 0           | 61,624,946  | 91,857,391  | 215,239,625 | 84,441,251  | 125,895,862 | 537,264,362  | 1,116,053,437 |
| Harvest Costs            | 0           | -13,694,432 | -20,352,754 | -47,831,028 | -18,764,722 | -27,976,858 | -119,392,080 | -248,011,875  |
| Net Harvest Income       | 0           | 47,930,513  | 71,234,638  | 167,408,598 | 65,676,528  | 97,919,004  | 417,872,281  | 868,041,562   |
| Afforestation Care       | -38,912,492 | -8,768,123  | -13,422,613 | -32,880,725 | -12,148,968 | -18,600,215 | -83,459,786  | -208,192,923  |
| GTP Costs                | 0           | -4,726,453  | -5,392,058  | -5,392,058  | -5,813,683  | -6,628,257  | -6,632,399   | -33,928,898   |
| Net Income Total         | 0           | 34,435,938  | 129,135,814 | 129,135,814 | 47,713,877  | 73,050,514  | 327,780,097  | 664,832,234   |
| Reforestation Investment | 0           | 13,774,375  | 51,654,325  | 51,654,325  | 19,085,551  | 29,220,206  | 131,112,039  | 265,932,893   |
| Investor Distributions   | 0           | 17,217,969  | 64,567,907  | 64,567,907  | 23,856,939  | 36,525,257  | 163,890,048  | 332,416,117   |
| Social funds             | 0           | 3,443,594   | 12,913,581  | 12,913,581  | 4,771,388   | 7,305,051   | 32,778,010   | 66,483,223    |

PLEASE NOTE: The predictions in this table are based on various assumptions, current market prices and historical data. As the predictions contained herein are forward looking statements including, statements regarding future operating and financial results and perspectives, they are subject to various uncertainties. The actual results, performance or achievements of the TREE token and/ or the TREECYCLE ecosystem depend on many factors (like wood prices, funds raised as part of token sale, political, regulatory and environmental impacts, etc.) and may substantially differ from these predictions.





# THE TREECYCLE SOLUTION

## **Land Purchase**

Over the 23-year harvest cycle, TREECYCLE will purchase 59.450 hectares of land in Paraguay for forestation.

## **Gross Harvest Income**

The gross harvest income represents the gross income from harvesting the trees before calculating any associated costs.

## **Harvest Costs**

The harvest costs involve the felling and limbing of trees and sorting at the storage site.

## **Marketing Costs**

The marketing costs include collection and freight costs along with dealer and sales fees.

## **Net Harvest Income**

The net harvest income represents the total revenue minus the harvest and marketing costs.

## **Afforestation Care**

Afforestation care costs include the purchase of seedlings and fertiliser, management and care of the trees, pruning and watering costs, and also employee salaries.

## **GTP Costs**

Associated corporate and business expenses such as commercial rent, tax, legal and marketing services for the day-to-day running of the company.

## **Income (after afforestation and GTP costs)**

The net income overall for the project after all associated costs have been deducted.

## **Reinvestment Income**

This is the calculated additional income from the additional land and expanded reforestation over the course of the harvest cycle.

## **Net Income**

Profit generated after deducting all associated costs, and including the reinvestment income.

## **Investor Distributions (40% of profit)**

Distributions for investors at years 5, 9, 12, 13, 16, 17, 20, 21 and 23. Distributions will be made annually from year 23 onwards (except in the 25th and 29th years as there are no harvests).

## **Reforestation Investment**

These funds are used to purchase the additional land required to expand the tree planting and reforestation in order to increase value for investors and expand the social and environmental impact of TREECYCLE.

## **Social Fund**

The Social Fund is a portion of profit generated by TREECYCLE which will be invested in local charities and environmental organisations.



# THE TREECYCLE SOLUTION ROADMAP



## Q3 2019

-Begin STO registration.

## Oct 30, 2019

-Begin of STO Part I  
-PreInvestor Sales.  
- without Token

## Sept 3, 2020

-End of STO Part I  
-Genesis Prozess  
-Start STO sales phase  
-Tokenshipment

## Q1 2020

-Purchase of land  
-Interruption of field work due to COVID-19 pandemic.

## Q4 2020

-Sign contracts for the fallow land.  
-Contract between Global TREE Project AG and La Rivera SA finalised and signed in.

## Q4 2021

-Fieldwork begins again  
-Land preparation including construction of drainage ditches, paths and fences, houses for foreman

## Q4 2022

-Seedlings from tree nursery transported to site.  
-Perform initial fertilisation on the prepared land.  
-Continues monitoring of seedlings, ensuring optimal growth. Replace seedlings as required.  
-Perform pest control to ensure trees remain healthy

## Q3 2023

-Perform quality checks on trees and replace them if necessary.  
-Begin delimbing selected trees.  
-Check trenches and rework if necessary.  
-Further improvement of roads on the site.  
-Perform pest control to ensure trees remain healthy.

## 2025

-Check trenches and rework if necessary.  
-Further improvement of roads on the site.  
-Pest control on trees and surrounding forest area.  
-First harvest of trees occurs.  
-Sale of harvested trees.

## 2023

-Trim trees, maintain trenches and fences as required.  
-Further improvement of roads on the site.  
-Perform pest control to ensure trees remain healthy.

## 2023

-Tokenlisting

## 2026

-Distribution of profits to investors from the first harvest.

## 2029

-Second harvest of trees performed.  
-Sale of harvested trees.

## 2030

-Distribution of profits to investors from the second harvest.

## 2030

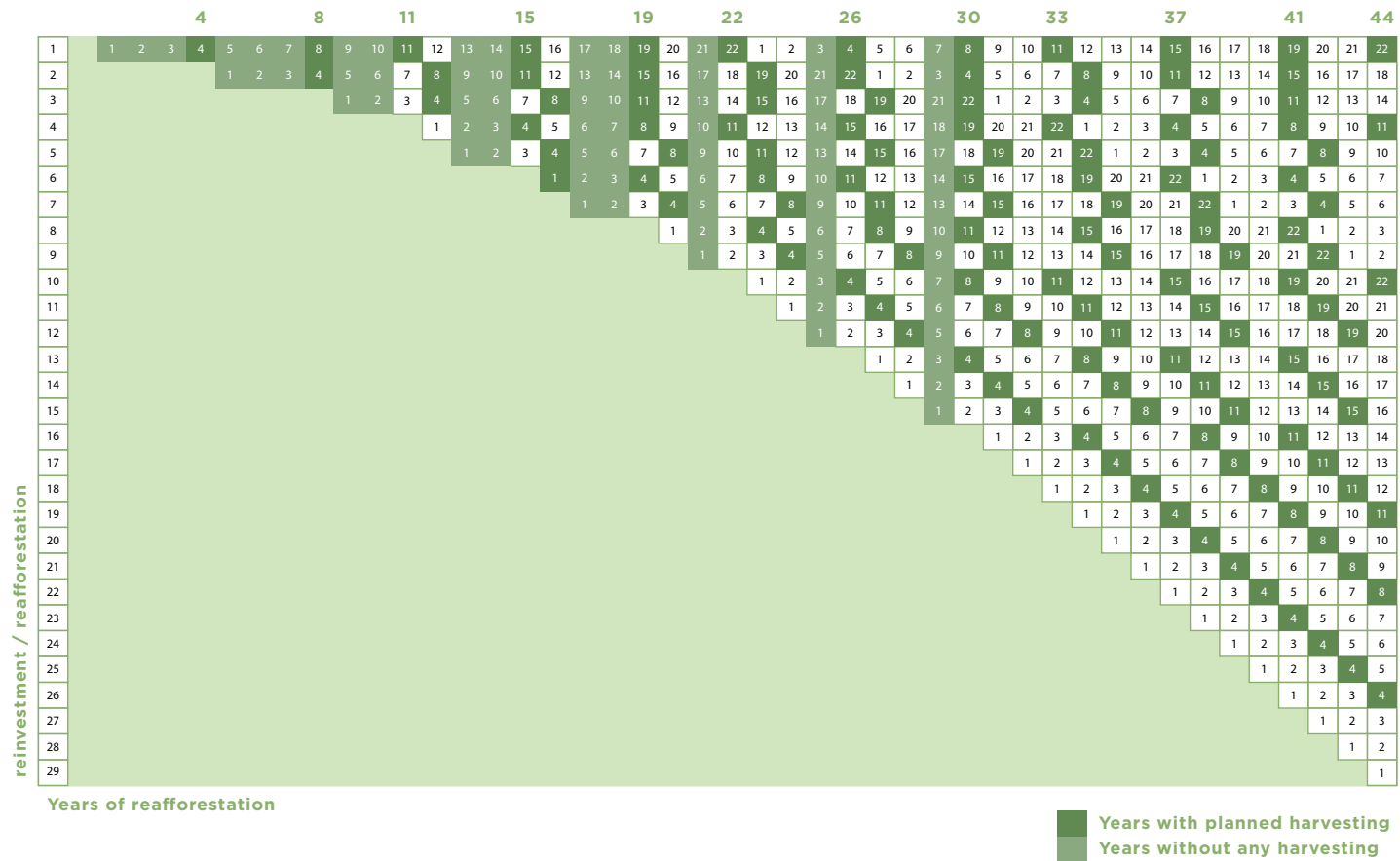
-Harvest 3-9 are conducted and profits distributed to investors, maintaining The TreeCycle of Life®.



# THE TREECYCLE SOLUTION

The table below outlines the projected schedule for two harvests of 22 years each. Dark green boxes indicate harvest years, while light green denotes no harvest years; reinvestment is recorded on the x axis in years and reforestation/reinvestment is shown on the y axis.

## Planned harvesting cycles for a period of 44 years



This graphic contain certain forward-looking statements including, but not limited to, statements as to future operating results and plans that involve risks and uncertainties. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the TREE token, and/or the TREECYCLE ecosystem to differ materially from any future results, performance or achievements expressed or implied by those projected in the forward-looking statements for any reason.





# TREECYCLE TOKEN





## SECURITY TOKEN

The TREE security token will provide token-holders with 40% of the net profit generated by TREECYCLE's reforestation project in Paraguay. The profit distribution will be completed according to the profit and distribution schedule which is based on the tree harvest cycle.

The tree harvest cycle entails two product cycles, each with a maturity of 11 years. Profit is calculated and distributed to investors according to the harvest cycle every 5, 9, 12, 13, 16, 17, 20, 21 and 23 years. After the 23rd year, the profit and distributions are calculated and distributed on an annual basis (except in the 25th and 29th years).

The Company will pay the 40% of the net profits to token-holders in FIAT or an established digital currency.

## UTILITY TOKEN

In addition to the TREE security token, TREECYCLE has developed a utility token called the TXC. TXC tokens will be gifted to investors free of charge (see distribution schedules below), and constitute a no-strings-attached bonus to supplement purchase of TREE security tokens.

|               |  |                  |
|---------------|--|------------------|
| <b>PSP 1:</b> | for each <b>TREE</b> purchased, investor receives 70 TXC | + 10.5 TXC (15%) |
| <b>PSP 2:</b> | for each <b>TREE</b> purchased, investor receives 50 TXC |                  |
| <b>PSP 3:</b> | for each <b>TREE</b> purchased, investor receives 30 TXC |                  |
| <b>PSP 4:</b> | for each <b>TREE</b> purchased, investor receives 10 TXC |                  |
| <b>PSP 5:</b> | for each <b>TREE</b> purchased, investor receives 5 TXC  |                  |





## TOKEN SALE

TREECYCLE aims to raise funds that will allow for 10,000,000 trees to be planted in deforested areas of Paraguay. The price of each TREE token is EUR 21. The TREECYCLE STO will be conducted in five phases, allowing early investors to take advantage of TREECYCLE's following generous bonus scheme: Each phase will have a minimum investment and a contingent of TXC tokens allocated. Once the contingent tokens from a phase are exhausted the sale will move onto the next phase. In the case that bonus TXC allocation is applicable, the required amount of TXC will be provided by the Company out of the TXC it retains. Please see the table below:

| Public Sale Phase PSP | Minimum Investment | Bonus <b>TXC</b> | Investment Contingents from |
|-----------------------|--------------------|------------------|-----------------------------|
| 1                     | EUR 441            | 15%              | Start - 31.12.2020          |
| 2                     | EUR 315            |                  | 01.01.2021 - 31.03.2021     |
| 3                     | EUR 231            |                  | 01.04.2021 - 30.06.2021     |
| 4                     | EUR 147            |                  | 01.07.2021 - 30.09.2021     |
| 5                     | EUR 105            | -                | -                           |

Upon the completion of the STO, TREECYCLE will commence the genesis token generation event. Once this occurs, investors will receive tokens in their designated wallet. The TREE token will be allocated as per the outline below:

| Token Distribution  | Percentage |
|---|------------|
| Public Sale   | 90%        |
| Bounty and bonus for marketing purposes to specific Investors | 10%        |





| Sale Summary         |   |
|----------------------|---|
| Symbol               | TREE  |
| Role                 | Security token entitling holders to 40% net profit share from timber sales  |
| Planned Sale Date    | 30.10.2019 – open*  |
| Token Price          | EUR 21.00   |
| Soft Cap             | N/A   |
| Accepted Payments    | EUR, CHF, BTC, ETH (minimum 11 TREE)  |
| Restricted Countries | USA, Bahamas, Botswana, Cambodia, Democratic People's Republic of Korea (DPRK), Ethiopia, Germany, Ghana, Iran, Pakistan, Panama, Sri Lanka, Syria, Trinidad and Tobago, Tunisia, Yemen |

\*Due to the ongoing corona crisis, the end of the purchase phase has been postponed. See the current status on at [treecycle.ch](https://treecycle.ch)

## GOVERNANCE & ISSUANCE

TREECYCLE is committed to providing token-holders with transparency and accountability that surpasses the level typically provided by blockchain and cryptocurrency projects. This includes supplying detailed audits of all financial accounts on a yearly basis, which will be published and available for token-holders.

Ownership of the TREE token will enshrine the following rights to investors:

- The TREE token is a nonvoting security token and token-holders will receive a lifetime claim on 40% of the net profit generated by TREECYCLE (Global TREE Project AG) timber sales, payable per the profit and distribution schedule.
- Net profit dividends will be paid to token holders in FIAT or an established digital currency.
- All rights are linked to the TREE token and are transferable upon sale or change of ownership.
- The Company will make an accounting subject to Swiss GAAP, which shall be audited by an independent auditor and transparently disclosed to TREE token-holders.
- In the event of a sale of the company, token-holders will retain all rights.
- TREECYCLE investors are not gaining any claim or right to land, property or other assets.





TREECYCLE's security token (TREE) will be launched on the Ardor Platform. This multi-functional blockchain platform provides a range of features that will enhance TREECYCLE's governance model and grant token-holders full oversight. These include:

- Web and mobile wallet where TREE can be stored, sent and received.
- Block explorer in which individual transactions can be monitored and total circulating supply of tokens accounted for.
- A decentralised exchange where TREE tokens shall become tradable in the future.





## USE OF FUNDS

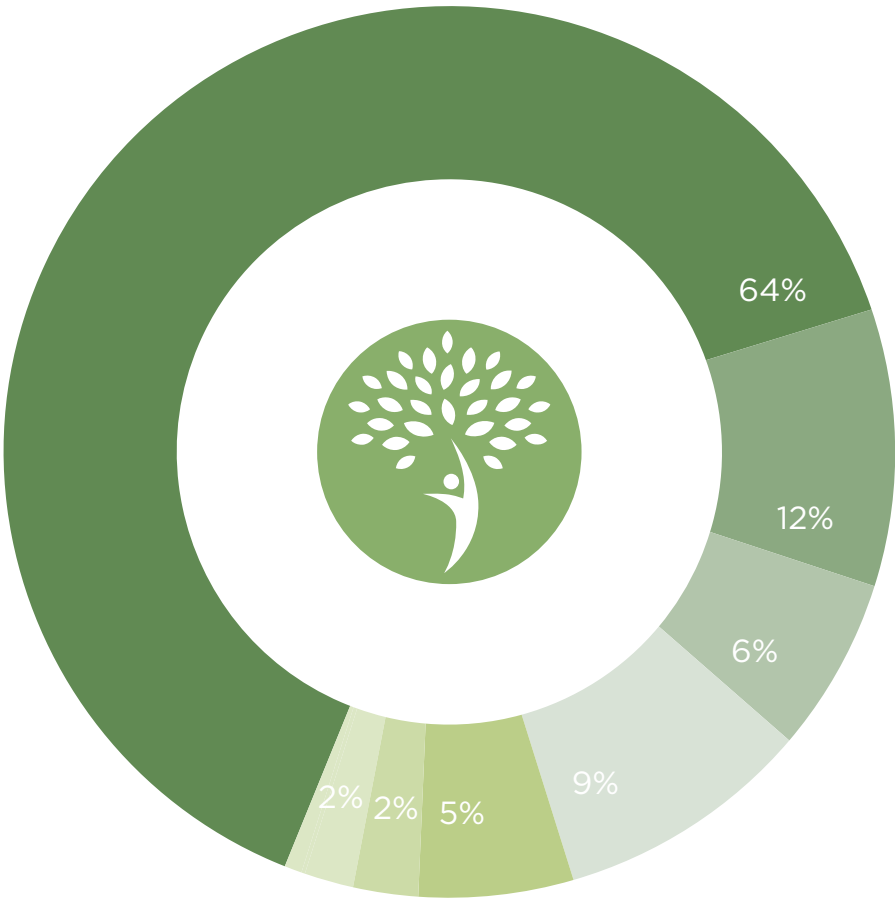
TREECYCLE is raising funds to cover the initial costs of founding, marketing, IT, legal and consulting, purchasing land for reforestation, the cultivation of seedlings and operating expenses for the first four years until the company begins to generate revenue and profit can be reinvested and distributed to investors. The table below outlines the projected use of funds:

| Description   | Percentage |
|---|------------|
| Purchase Land and Reforestation   | 64%        |
| Marketing Fee   | 12%        |
| Operating Costs (inc. initial 5 years of operation)<br>Commissions on the purchase of land  | 9%         |
| Founding companies<br>Programming and integrating ICO Platform<br>Purchase of ARDR (for transaction fees within the Ardor Platform) | 6%         |
| Contingency Reserve (Price Stabilisation Program)   | 5%         |
| Legal & Consulting Fees   | 2%         |
| Social Projects   | 2%         |





CAPITAL INVESMENT



- 64% Land Purchase Reforestation
- 12% Marketing Fee
- 6% Operating Costs
- 9% Founding Companies
- 5% Contingency Reserve
- 2% Legal & Consulting Fees
- 2% Social Projects





## SECURITY

TREECYCLE's tokens (TREE security token & TXC utility token) are built on the IGNIS (child chain) of the ARDOR proof-of-stake blockchain platform. Within the TREECYCLE investment platform, users are able to create an account and perform the required KYC/AML procedures prior to TREE token purchase. Upon successfully passing these compliance procedures, users can purchase TREE tokens, access updated account information, and view blockchain transactions. The TREECYCLE project. (Global TREE Project AG) is a member of the VQF, a Swiss-based self-regulatory organisation (SRO) authorised by the Swiss financial authority (FINMA) to ensure compliance of its members with with the Anti-Money Laundering regulations of Switzerland.





# TEAM



# TEAM



## JÖRG SCHÄFER

aka Señor Green

### CORE TEAM Founder and CEO

Jörg is the CEO of Global TREE Project AG Schweiz and has 30 years experience in sustainable investment, having worked on many large scale renewable energy projects across the globe. Jörg has been involved with renewable energy projects that have amassed over €100m in sales, including wood afforestation in Germany, Spain, Australia and Paraguay, wind and solar parks in Germany, France, the United Kingdom, Italy, Finland, Canada and the Philippines, along with hydropower plants and drinking water treatments.

Since 2008 Jörg has partnered with ThomasLloyd Global Asset Management GmbH, where he advises private and institutional clients on renewable energy investments, including bio-energy plants, solar parks and wind turbines. In 2011 Jörg and Thomas Lloyd launched Clean Tech Infrastructure Fund the CTI 20, which is achieving 18% yearly returns for investors. Over the last five years, Jörg's focus has been on large scale afforestation projects, including the Jäderberg & Cie project which won the 2017 German Investment Award for Best Alternative Investment.

Jörg is also a speaker at national and international events on the topics of sustainability and brain-friendly behavioural optimisation and performance improvement. In 2016 and 2017 he spoke at the National Achievers Congress in front of 1,000 participants with speakers such as Robert Kiyosaki (Rich Dad, Poor Dad) and many more. Jörg sits on the advisory board for Clean Water eV and is also a proud member of the Sustainable Investment Forum (FNG).



**Find Jörg Schäfer on LinkedIn**



# TEAM



## PHILIPP RUSCH

### CORE TEAM CFO

Phillip Sebastian Rusch has been involved in finance and capital markets since his studies in St. Gallen, Switzerland. After graduating in 2002, he started working in the financial market. His first job was at the Credit Suisse. After that he went to Munich, where he worked as a Mergers & Acquisition associate for UniCredit Markets & Investment Banking, gaining some important experience.

After three years, he made his way to New York, where he first came into contact with sustainability. He started working for ThomasLloyd Global Asset Management, a company responsible for solar panels, wind energy, and biomass technologies. ThomasLloyd also invested various technologies. Philipp soon assumed the role of Director and was in charge of the infrastructure and private equity. He studied the topic so intensively, that in 2014, he made his way to Miami to build the infrastructure for Hyperion Energy Partners, a firm covering the renewable energy and infrastructure sector.

In 2016, he joined the investment team of Sonnedix USA Services and assumed responsibility for investments in the photovoltaic solar market. He also developed a successful growth strategy for the company. Now Philipp Rusch is completely committed to sustainability and supports the TREECYCLE team as Chief Financial Officer.

 **Find Philipp Rusch on LinkedIn**





## ALF SCHRÖTER

### CORE TEAM Founder and COO

Alf has over 25 years of experience as a manager and advisor for leading private financial institutions around the world. Starting his finance career in the early 1990s, Alf was the District Manager for Bausparkasse Mainz, in charge of sales and finance, later moving into education and training employees, where he successfully trained over 400 staff in building societies and finance. Alf then went on to found a number of companies, dealing with real estate development and asset management for various public funds.

As the founder of Treuwert Projektgesellschaft, Alf managed a portfolio of real estate developments worth over €25m. As a founding partner at Astella GmbH, Alf and his team developed their own mutual funds with a multi-asset approach, managing over €50m in capital for a number of clients.

In 2008 Alf partnered with Proindex Capital AG and began working with investors in Paraguay and Bulgaria, primarily in agriculture and forestry projects, highlighting the importance of environmentally friendly and sustainable investments to those looking to invest in the region.



**Find Alf Schröter on LinkedIn**



# TEAM



## ANDREAS JELINEK

### CORE TEAM Founder & Reforestation Specialist

After completing his commercial vocational training, Andreas held various positions in international trade and logistics companies until 1989. Having been active in the financial services industry since 1990, he went on to found the financial services company Jelinek & Partner in 1992. In 1995, the sole proprietorship was incorporated into a limited liability company (GmbH), and in 1998, under the name of Jelinek Finanzdienstleistungs GmbH, was licensed as a financial services institution in accordance with § 32 of the German Banking Act (Kreditwesengesetz).

The company was later known as European Financial Advisors Services GmbH in Germany and became active in securities brokerage, with up to 550 tied agents. Here, Andreas gained experience as managing director of a financial services institution and in investment consulting for funds of funds.

An experienced entrepreneur who has founded several successful companies, Andreas' track record as a founder, partner and managing director of various enterprises led to him becoming an executive committee member with Proindex Capital AG. In conjunction with subsidiary La Rivera S.A., Proindex Capital AG oversaw more than 1,000 hectares being reforested since 2009 and 3,000 hectares under administration.

Projects for the re-enrichment of plundered rainforests and the planting and processing of castor oil in accordance with sustainable criteria as a substitute for oil were also implemented in Paraguay under Andreas' stewardship.



**Find Andreas Jelinek on LinkedIn**





## MARCEL MOYE

### CORE TEAM Founder

Marcel is an accomplished businessman and corporate strategist who has spent most of his career working for companies, improving their business processes and increasing efficiency to drive growth.

In 2012, Marcel founded his own company focused on telecommunications, energy management, wind power and PV with intelligent storage solutions. The company's consulting services have always focused on sustainability, cost efficiency and environmental awareness. Marcel holds a degree in computer science and has been working with blockchain technology since 2014.

In the knowledge of the countless marketchanging application possibilities, Marcel has gradually moved his activities into this area over the last few years.

Before starting the Global TREE Project with the first ideas and calculations together with Jens Nocke at the beginning of January 2018, he held seminars and coaching sessions for blockchain enthusiasts and newcomers.

Marcel is a supporter of Proof of Stake, and understands the benefits compared to Proof of Work in relation to energy resources. This is one of the reasons the leadership team and important strategic partners came together to start this project, and a key indicator of their dedication to environmental concerns.

Marcel regularly volunteers for his local community to ensure the maintenance and care of local rivers in order to reduce pollution in the area.



**Find Marcel Moye on LinkedIn**





## MARKUS OESER

### CORE TEAM Founder

Markus is an experienced sales and management executive with over 15 years of experience in logistics and supply chain management for international companies.

As account and product manager for Palm Group & Intercept Technology, Markus was responsible for key accounts such as automotive and medical technology and managed a worldwide network of dealers and suppliers.

Markus focused on the optimisation of processes such as the use of reusable systems and the replacement of disposable products or the long-term preservation of components without the use of environmentally harmful conservatives.

This ensured that necessary ecological changes were implemented in the production cycles that also generated measurable economic success.

In 2015, Markus founded his own company, GlobalSalesMining, where he established a worldwide distribution network for distributed storage and computer systems, conducted seminars and workshops for companies seeking to digitise and automate processes to increase efficiency and reduce costs.



**Find Markus Oeser on LinkedIn**





## JENS NOCKE

### CORE TEAM Founder

After completing his training as a metallurgist, Jens worked for quality assurance in the automotive industry, later as production manager of a foundry for cement industry products.

Jens worked at Mercedes Benz AG in the Quality Control department from 1990 – 2000 and then moved to Head of Production at Brockhausen und Holze GmbH.

Jens has been self-employed as an entrepreneur for the past 16 years and has dedicated himself to setting up large sales structures.

Constant provisioning of market analyses led him to the business areas of deregulated telecommunications and energy markets.

During his active sales career, Jens built large network structures with thousands of partners and has held leadership positions in various companies with annual sales in the tens of millions.

He is currently the Executive Director of NockeFX UG, an automated forex trading platform.

Jens has also consolidated his skills through continuous training in personality development including the NLP Master Practitioner.



**Find Jens Nocke on LinkedIn**





## TEAM PARAGUAY



**Susana Mendieta**  
Forestry Engineer



**VÍCTOR ARIEL AGUILERA**  
Production Science Specialist



**LUCAS ISAÍAS ORUÉ VILLALBA**  
Food Production Manager



**JOSÉ ROCKENBACH**  
Advisor



**SE VERIANO DOLDÁN BURGOS**  
Agrar Manager



**ADRIÁN CARDOZO**  
Agrar Operator





# TEAM PARAGUAY



**MARCELO PEDRO GAUTO DUARTE**  
Head Agricultural Engineer



**ANTONIO DUARTE DUARTE**  
Manager Security and Protection



**SILVINO FROIS**  
Head of Tree Nursery



**IGNACIO JOEL GODOY**  
Environmental Engineer



**RUBÉN DAVID BÁEZ**  
Agrar Operator



## TEAM



# THORSTEN WITTMANN

## ADVISORS

### Environmental Advisor

Thorsten Wittmann is an international financial author and speaker.

Despite starting out as a frustrated apprenticeship dropout at the age of 16, Thorsten now generates significantly more passive income than he needs to live after much trial and error and self-study on the street.

Together with his international seven-member team, he enlightens people with “plain language” about what banks and politicians like to conceal.

Thorsten Wittmann communicates highly effective practical strategies that guarantee money security and financial freedom.

He travels around the world and researches the best investments and financial tips for his community. His international fame and inspiring lectures make him a sought-after speaker at congresses and seminars throughout Europe.

Thorsten currently lives in his personal favorite city of Buenos Aires, as well as in his second home of choice, Asunción, Paraguay.

He is fluent in German, English, Portuguese, French, and Spanish and is a member of one of the most exclusive US Internet masterminds in the world.



**Find Thorsten Wittman on LinkedIn**



## TEAM



# STEFANIE HEIDTMANN

## ADVISORS

### Environmental Advisor

Stefanie Heidtmann started her working life as a lawyer and financial advisor. She addresses new projects with great passion, commitment and outstanding single-mindedness, which shows also in her career as a professional snowboard-cross pro.

A severe injury during a qualification for the Olympics in Turin forced her to quit it. Her completed osteopathy studies and formation in wilderness pedagogy shaped her mindset change.

Moving away from a sole performance driven thinking she developed an ideology in close touch with nature.

Today she proudly is the frontend of the “Lineage of the keepers of the earth” and her self-chosen title is “Advocate of earth”.

In her position as Environmental Advisor she benefits from her unique intuition and her exceptional networking talent.

Her innovative strength and willingness to improve associates her with the founders of this unique project.



**Find Stefanie Heidtmann on LinkedIn**



## TEAM



# JONATHAN SPRUNGK

## ADVISORS

### Environmental Advisor

Jonathan is a business advisor, specializing in leadership and sales coaching for companies undergoing significant change and cultural development.

Jonathan has spent his life educating and training, starting with Alcatel as a technical training engineer and then moving on to Airsys Navigation as an international sales engineer for Africa and Southeast Asia.

In 1999, he moved into consulting and coaching, founding his own company, ADEMA-Coaching.



**Find Jonathan Sprungk on LinkedIn**



## TEAM



# UWE MARTIN

### ADVISORS Enviromental Advisor

Uwe Martin supports TREECYCLE with his extensive knowledge in the wide field of tax consulting.

He is focused on advising companies in the hospitality, hotel, franchise, construction and printing industries.

Uwe is also a strong partner for young companies during their early stages.

With his holistic approach, innovative ideas, and an open mind, he has been supporting the TREECYCLE team right from the start.



**Find Uwe Martin on LinkedIn**



## TEAM



## HENDRIK KLEIN

### ADVISORS External Advisor

Hendrik is the founder and current CEO of Da Vinci Invest AG, overseeing an average return of 11% per annum and raising over €317m since 2004.

Hendrik is an accomplished financial executive, working at some of Europe's leading institutions, responsible for overall trading strategies, institutional clients, mergers and acquisitions and public offerings of newly listed companies.

As a partner at Frohne & Klein Wertpapierhandelshaus GmbH, Hendrik was responsible for 167% per annum returns for investors, and while at Fimat International Banque S.A. he was responsible for generating €10m profit per year.

Hendrik has held managing director positions at Fritz Nols AG, Fast Trade Securities in Dublin and Lakeview Capital Markets Services GmbH.

As the CEO of Da Vinci Luxury Goods, he was responsible for the acquisition and investment in luxury brands in Italy, Japan, and the USA and oversaw over 180 employees.

Hendrik has received numerous awards in the financial sector, including Austrian Hedge Fund Award, German Hedge Fund Award and recently Global Best performing Systematic Quantitative CTA.

Hendrik holds a Bachelor of Business Administration from the University of Mittweida, where he received honors for outstanding results.



**Find Hendrik Klein on LinkedIn**



## TEAM

CB Financial Service AG



# ROLAND RÜTTIMANN

### ADVISORS

CB Financial Services

Roland Rüttimann, TREECYCLE Compliance Officer, assists with compliance in KYC and AML processes.

He was previously CEO and cofounder of CB Financial Services, a company with ReqTech departments.

Working in the finance industry, he specialized in sourcing.

Roland Rüttimann studied economics at the universities of Heidelberg and Zurich, completing an executive education.



**Find Roland Rüttimann on LinkedIn**





## NICOLAS MERTEN

### ADVISORS Data Dash

Nicholas Merten is the founder of DataDash, the largest cryptocurrency YouTube channel with over 321,000 subscribers.

Being an international speaker, thoughtleader, and crypto analyst in the space, he's utilized his over eight years of experience in traditional markets to understand the potential of cryptocurrencies.

As a skeptic of modern finance, he's not only built an impressive set of knowledge on global markets, but he's constantly working to fix many of the key issues of the financial world and provide sustainable financial solutions for the two billion unbanked citizens in the global economy.



**Find Nicolas Merten on LinkedIn**





# LEGAL AND RISK





This White Paper is for information purposes only and may change as the underlying technology and/or legal background may develop or change over time. It only provides an explanation of the TREECYCLE project and the functionality of the TREE security token. TREECYCLE, all of its affiliated and related companies and persons do not guarantee the accuracy of the conclusions elaborated on and reached in this White Paper. Instead, this document is provided “as is”. This White Paper has not been reviewed by any regulator. It is just a draft and may change. In particular, the credentials of the TREECYCLE token sale are for information purposes only and should not be mistaken for the so called token sale terms. The White Paper further provides no representations and warranties, express or implied, whatsoever, including but not limited to:

- Warranties of merchantability, fitness for a particular purpose, title or on-infringement; that the contents of this White Paper are free from error or suitable for any purpose; and that such contents will not infringe third-party rights.

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There have not been made any representations or warranties regarding the accuracy or completeness of the White Paper and its content. Further, no representation or warranty was made regarding the viability of the described project. Therefore, nothing in this document may be considered as a promise or representation as to the future. To the fullest extent, all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on or following any information and opinions contained in this White Paper, notwithstanding any negligence, default or lack of care, is disclaimed to the extent permitted by any applicable law.

Risk warning: Potential contributors should assess their own appetite for such risks independently and consult their advisors before making a decision to contribute in exchange for TREE security tokens. Contributors shall be informed that by participating in a token sale, he/she is familiar with the technicalities and risks associated thereof and understands that their contributions are non-refundable and may result in a complete loss of the contribution made. This document does not constitute a prospectus nor an offer document of any sort. It is neither a solicitation for investment nor does it in any way pertain to an offering of securities in any country or jurisdiction (including the USA).

Furthermore, it does not constitute advice to contribute cryptocurrencies or FIAT in order to receive tokens described herein. It shall also not be relied upon in connection with, any contract or contribution decision.





This White Paper may contain certain forward-looking statements including, but not limited to, statements as to future operating results and plans that involve risks and uncertainties. TREECYCLE uses words such as “plans”, “expects”, “anticipates”, “believes”, “estimates”, as well as the negative of these terms and similar expressions to identify forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the TREE security token and/or the TREECYCLE ecosystem to differ materially from any future results, performance or achievements expressed or implied by those projected in the forward-looking statements for any reason.

**No information in this White Paper should be considered as business, legal, financial or tax advice regarding the TREE security token, TXC utility token, the TREECYCLE ecosystem, nor the sale of the TREE security token. You should consult your own legal, financial, tax or other professional adviser regarding TREECYCLE and their respective businesses and operations, the TREE tokens and their sale conditions. You should be aware that you may be required to bear the financial risk of any purchase of TREE tokens and for an indefinite period of time.**

**Binding Terms and Conditions of the Global TREE Project AG are available as a document “Terms and Conditions” on [www.treecycle.ch](http://www.treecycle.ch)**





# GLOSSARY OF TERMS





# GLOSSARY OF TERMS

## **STO**

TREECYCLE's Security token offering, covering sale of the TREE security token.

## **TREE**

The TREECYCLE security token, each of which will correspond to the planting of one tree.

## **TXC**

TREECYCLE's bonus utility token, provided to TREE token-holders as a no-obligation free gift.

## **GTP**

Global tree project.

## **KYC**

Know-Your-Customer procedures relating to investor authentication and verification.

## **AML**

Anti Money Laundering procedures relating to investor authentication and verification.

## **Ardor**

Ardor Platform. PoS-Blockchain, based on NXT Technology. <https://ardorplatform.org>

## **Global TREE Project AG**

The limited company that owns the TREECYCLE project. It is registered at Rothausstrasse 23, CH 6331, Hühnenberg, Aug, Switzerland

## **Grupo Empresarial La Rivera S.A. Paraguay**

TREECYCLE's Paraguayan partner who will assist with the logistics of implementing and overseeing the plantation project.

## **Terms and Conditions**

Document available on [www.treecycle.ch](http://www.treecycle.ch) outlining the binding terms and conditions of the Global TREE Project and its product offerings

## **Token**

A unit of value, representing a utility, payment instrument, or asset, recorded on a blockchain.

## **PSP**

Public Sale Phase

## **PoW**

Proof of Work. Blockchain consensus algorithm that requires energy-intensive computer calculation, also called mining.

## **PoS**

Proof of Stake. Blockchain consensus algorithm that requires coins to be staked by block validators and is much more environmentally friendly than PoW.





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