

The background features a large, light blue gear with a grid pattern overlaid on it. The gear is positioned on the right side of the page, and the grid pattern covers the entire background.

Introducing

.arianee

Connecting People Respectfully

.arianee

Dynamic NFTs for real-world use cases and consumer engagement

Founded in 2018, Arianee leverages the power of digital assets and web3 technologies to free brands from Big Tech dependency and optimize new marketing capabilities.

Digital assets, known as zero-party data, are more dynamic and cost-effective to secure and maintain than first-party data. Users truly own them, connecting them to the brands they love.

Digital assets unlock circularity, engagement, personalization, and community building.

They are the new tool to acquire, engage and retain consumers.

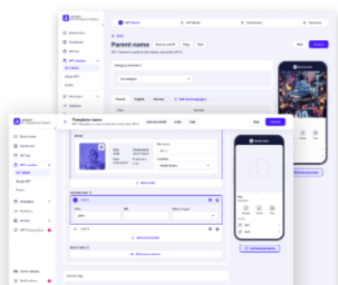
- **Acquire:** Utilize free digital collectibles to acquire clients and convert them into engaged fans
- **Engage:** Take your loyalty program to the next level with direct communications, personalized experiences, and premium options
- **Retain:** Maximize consumer engagement with a Digital Product Passport (DPP)

ARIANEE STARTED AS AN OPEN-SOURCE AND OPEN-ACCESS PROTOCOL AND HAS BEEN DEVELOPING WEB3-BASED SOLUTIONS

1/ ARIANEE'S SUITE OF SOLUTIONS

ENTERPRISE GRADE BLOCKCHAIN & WALLET AS A SERVICE

NFT MANAGEMENT PLATFORM



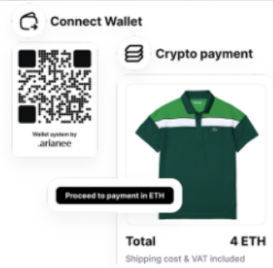
Tokenize - distribute - engage

WALLET SOLUTIONS



Click & mint - connect

WEB3 TOOLINGS



Engage - explore - reward

ARIANEE PROTOCOL

Open source / Mint without wallet / Timestamp / Push notification



INDEX

True to its mission of empowering brands to acquire, engage, and retain consumers through enriched and dynamic NFTs, Arianee has been developing technological solutions through their NFT Management Platform, user-friendly wallet solutions, and cutting-edge web3 tooling.

By providing these comprehensive tools, Arianee enables brands to effortlessly and seamlessly embark on web3 strategies and implementations, ensuring smooth and successful transitions.

- **NFT Management Platform:** one platform to tokenize assets, distribute tokens, communicate with brands' holders, and extract campaign insights
- **Multi-Chain web3 Wallet:** Powering Arianee's Enriched NFTs, the Arianee Wallet is the optimal way to onboard brand users to web3. No crypto, no gas fee needed. Deploy it as a standalone app or within the brand's existing ecosystem. Connect it to any dApp via Wallet Connect.
- **web3 Toolings:** Take advantage of Arianee's complete set of web3 toolings (e.g., APIs, widgets) to create the most advanced web3 experiences

Arianee brings together more than 50 brands and partners, including Moncler, Richemont Group, IWC, Panerai, L'Oréal, Breitling, Paris Fashion Week, Lacoste, Château Pape Clément, The Sandbox, POAP.

*In Greek mythology, **Ariadne delivers a thread** that guides Theseus out of a labyrinth inhabited by a Minotaur. In today's internet "labyrinth," **we connect users and brands with digital assets: the decentralized internet's zero-party data.***

ARIANEE SOLUTIONS AND USE CASES

- **Digital Product Passport (DPP):** enabling high product circularity and preparing for ecodesign compliance
- **Social and Community NFTs:** building innovative membership and loyalty tokens with native interoperability
- **Pure Digital Assets:** distributing digital collectibles with utilities

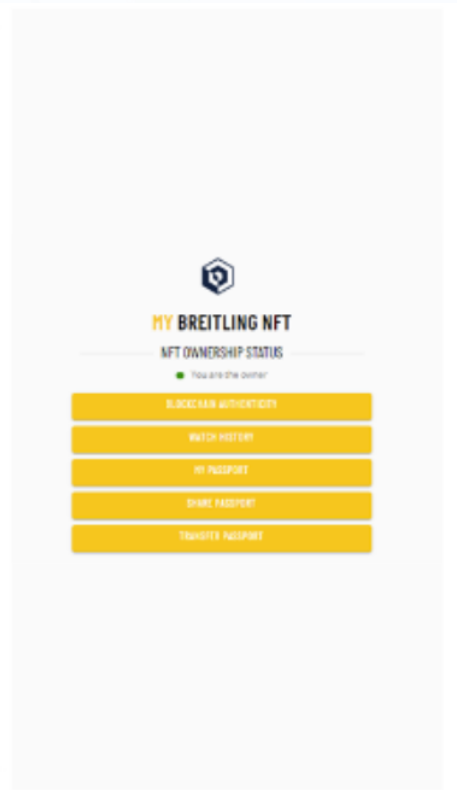
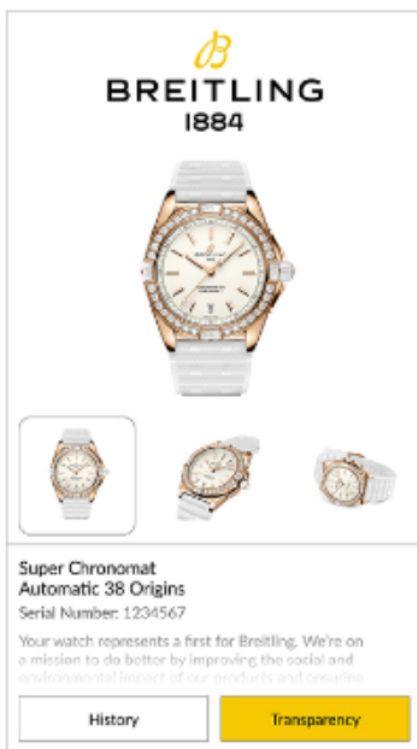
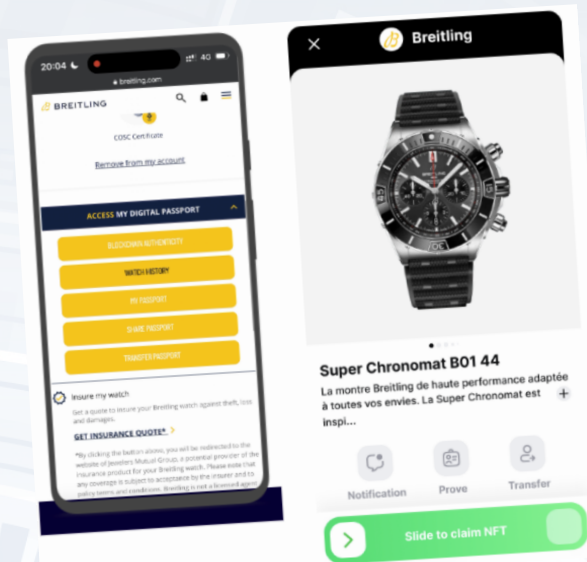
FOCUS ON A WEB3 CONSUMER JOURNEY: THE ICONIC BREITLING JOURNEY

In March 2020, Breitling, one of the world's most prestigious Swiss luxury watchmakers, embraced a forward-thinking web3 strategy, becoming an early adopter of blockchain-based innovations.

Integrating the Arianee NFT Management platform, Breitling revolutionized its approach to creating and distributing Digital Product Passports (DPP) for its timepieces on a large scale.

All Breitling watches now come with a DPP powered by Arianee's blockchain technology, providing digital security, proof of ownership, and authenticity and giving access to exclusive services.

These DPPs connect to Breitling's digital warranty program, allowing consumers to initiate and track repairs, extend warranty periods, and subscribe to insurance in the case of theft or loss.



In 2022 Breitling took its consumer engagement to the next level by releasing its first-ever traceable watch, The Super Chronomat Automatic 38 Origins. Each watch owner has access to fully transparent information about their watch, including its raw materials, verified by Sourcemap, a global supply chain transparency, and traceability software provider, and stored in the Arianee Enriched NFT.

With the Arianee Protocol, Breitling has had more than 500,000 NFTs minted and continues to establish a unique combination of modernity and tradition.

ABOUT ARIANEE'S CARBON FOOTPRINT

At Arianee, we have decided to make sure that our carbon footprint is as low as possible from day one. In fact, Arianee operates on two Ethereum side chains under the Proof of Stake (PoS)(Polygon) and Proof of Authority (PoA), which are very efficient in terms of energy consumption. We audited our Carbon and Energy footprint, and we're proud to say that even if we reach the threshold of 200 million NFTs created in one year, our carbon footprint is only 25% of what a French family emits in one year.

EMBRACING CIRCULARITY THANKS TO ARIANEE'S TOKENIZED DIGITAL PRODUCT PASSPORTS

Building a more circular economy requires consumers to make informed purchasing decisions. Arianee enables brands to issue tokenized digital product passports at scale using web3 technologies and NFTs to increase transparency and information sharing.

A tokenized digital passport is a digital passport claimed by a physical identifier (e.g., NFC chip, QR code). It can be stored in a custodial or non-custodial wallet, and all data is stored in an NFT imprinted on a public blockchain.

Through digital product passports, consumers can access the following:

- Certificate of ownership and authenticity
- Upstream product information
- Added value services such as recycling, repair, and resale
- Repair through timestamping: consumers can book a repair service in a physical store with one click from their DPP. Once repaired, the brand will timestamp the DPP, showing the date and time the service was delivered
- Resell service through NFT-backed marketplace: consumers can list and sell their items in a seamless experience
- Regulatory information

Brands can take advantage of digital assets to embrace circularity and leverage them as product lifecycle management and new CRM tools while allowing product owners to use their valuables and keep them longer.

THE BRAND BENEFITS OF ARIANEE'S TOKENIZED DIGITAL PASSPORTS INCLUDE:

- **Lowering** the cost of secondhand infrastructure
- **Staying** in direct contact with end consumers
- **Creating** the conditions for future revenues through royalties
- **Understanding** consumers' consumption patterns and expectations
- **Engaging** consumers through tailored communication
- **Running** state-of-the-art loyalty programs

To learn more about the many benefits of DPPs, scan this QR code to see our recent report, "*The Case for Native Digital Product Passport Tokenization*" conducted in partnership with BCG

