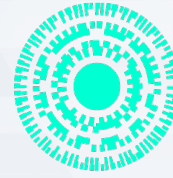


Introducing



**AURA
BLOCKCHAIN
CONSORTIUM**

Unleashing the Power of Innovation in Luxury



AURA
BLOCKCHAIN
CONSORTIUM

AURA BLOCKCHAIN CONSORTIUM: A UNIQUE COLLABORATION

Aura Blockchain Consortium was born from the need to address the common challenges faced by the luxury goods industry through the transformative power of blockchain technologies. They encourage luxury brands to dream big, begin with small-scale pilots, and use a trusted and secure platform to enhance the customer journey in unprecedented ways.

Founded by LVMH, Mercedes-Benz, OTB Group, Prada Group, and Cartier, part of Richemont, with a vision that collaboration can coexist between competitors for the greater good, Aura Blockchain Consortium is on a mission to help luxury embrace digital transformation by putting the consumer at the centre to enrich and empower the customer experience through simple solutions. Through traceability, transparency, and sustainability, Aura Blockchain Consortium forges trust and serves as a safe haven for luxury innovation. They are the first non-profit association of luxury brands investing in technologies and innovative thinking to bring the customer experience to a new level and build a virtuous future for the luxury industry. Today they have over 25 million products recorded on their permission-based blockchain.

They strive to make blockchain solutions and related technologies easy and available to all luxury brands by providing tools to assist in creating transparency and trust for all customers and stakeholders. Aura Blockchain Consortium strives to improve the buying, owning, selling, reselling and recycling experience of luxury goods.

Embrace the future of luxury with Aura Blockchain Consortium - where tradition meets innovation, and possibilities are reimaged. Together, let us craft a new era of luxury.

“FROM LUXURY, FOR LUXURY”

Today, Aura Blockchain Consortium proudly unites over 35 luxury brand members:

*The house icons represent member brands who have not publicly communicated as of yet



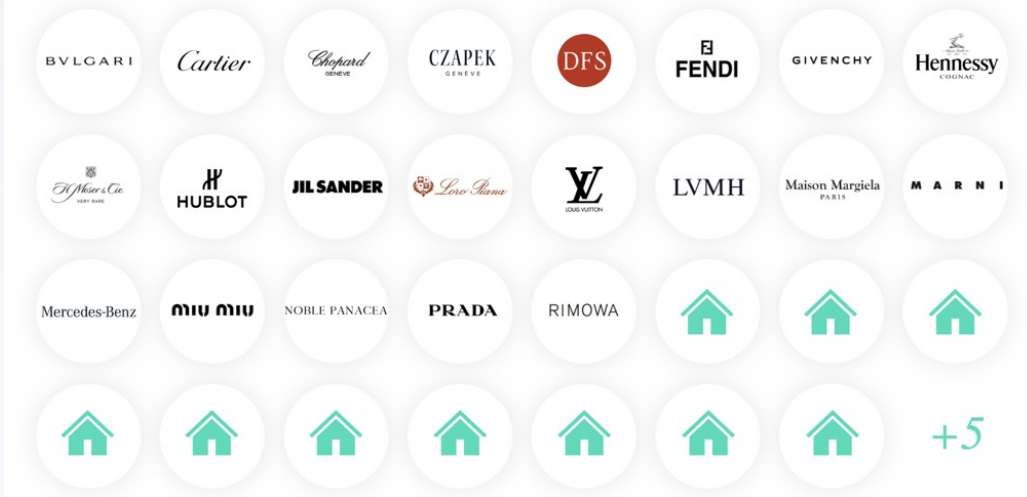
AURA
BLOCKCHAIN
CONSORTIUM

FOUNDING MEMBERS

LVMH Mercedes-Benz OTB PRADA Group RICHEMONT

MEMBERS OF THE AURA BLOCKCHAIN CONSORTIUM

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THEIR MISSION

The luxury industry is currently facing unprecedented challenges when it comes to traceability, sustainability, circular economy, and innovation. The European Union has placed a great deal of responsibility on brands, requiring them to take ownership of the end-of-life phase of their products. This is a daunting task, but it's one that can be tackled much more effectively when brands come together to share ideas and resources. Through collaboration, real impact can be made.

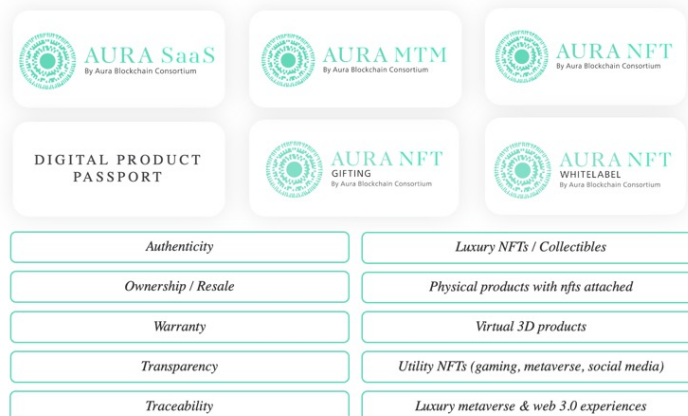
At Aura Blockchain Consortium, they understand these challenges well and are working hard together with their members to overcome them on a daily basis. By offering an additional blockchain layer to the digital product passports, the Aura blockchain can help brands ensure that the information provided to customers is authentic and traceable, which is critical to building trust with consumers.

Moreover, their platform opens up exciting new opportunities for brands to engage with customers in innovative ways that were previously impossible. This creates a unique value proposition for luxury brands, enabling them to differentiate themselves from competitors and offer customers a truly enhanced experience.

Overall, Aura Blockchain Consortium is one of the leading blockchain solutions addressing the critical issues facing luxury brands today. By collaborating together and leveraging the power of blockchain technology, we can create a more sustainable, transparent, and innovative future for the industry as a whole.

Aura Blockchain Consortium Solutions

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AURA BLOCKCHAIN CONSORTIUM SOLUTIONS:

Aura Blockchain Consortium is committed to supporting their member brands in embracing their digital transformation in its entirety.

With this, Aura Blockchain Consortium provides a diverse range of exceptional offerings, which includes three simple solutions:

- **Aura SaaS:** Their revolutionary cloud-based blockchain as a service solution. By providing this software-as-a-service, Aura SaaS allows member brands to quickly and easily onboard, maximizing the focus on the customer journey, digital innovation and allowing for both upstream and downstream traceability in the supply chain, making it one of the best direct-to-consumer offerings in the market.
- **Aura NFT:** They provide state-of-the-art NFT and digital collectible solutions so that their member brands can unlock new use cases, embrace their digitization, and make it a simple and supported process. With NFTs providing a new way to create engagement and unique experiences with or without a physical product, they are defining a new and innovative approach to CRM.
- **Aura MTM:** The Aura Multi Token Minter (MTM) is reimagining a new world of luxury allowing any brands in the future to mint any tokens, to any wallets, with any utilities on the public blockchain.

LIVE USE CASES FROM THEIR MEMBER BRANDS:

Aura Blockchain Consortium has a wide range of live use cases, such as Prada, Loro Piana, and Maison Margiela. These use cases showcase the adoptions of these technologies to the customer and how they enrich and enhance the customer experience. To see more use cases, you can visit Aura Blockchain Consortium's LinkedIn page.



PRADA ETERNAL GOLD

Prada, a founding member of the Aura Blockchain Consortium, is revolutionizing the luxury industry by leveraging blockchain technology to enhance transparency and traceability for clients. By doing so, Prada Group is tackling the significant challenges faced by the industry in our modern era.

Prada made a groundbreaking debut in 2022 with their Eternal Gold collection, the industry's first truly sustainable fine jewelry collection. Setting a new standard for luxury brands, Prada utilized 100% certified recycled gold. This mitigated the environmental impact associated with mining new gold and championing the cause of human rights. Prada extended the traceability of diamond origins from stones of 0.5 carats or larger to stones of all sizes, challenging the industry norms and promoting transparency throughout the supply chain.

The journey of individual pieces is accessed by Prada's clientele by tapping the authenticity card with their mobile. An Aura blockchain verified image of the product will appear and consumers are able to trace the provenance and authenticity of every aspect of their fine jewelry piece, from mining to cutting and polishing. Furthermore, they are able to see the certification of the recycled gold as well as the authenticity of the piece.



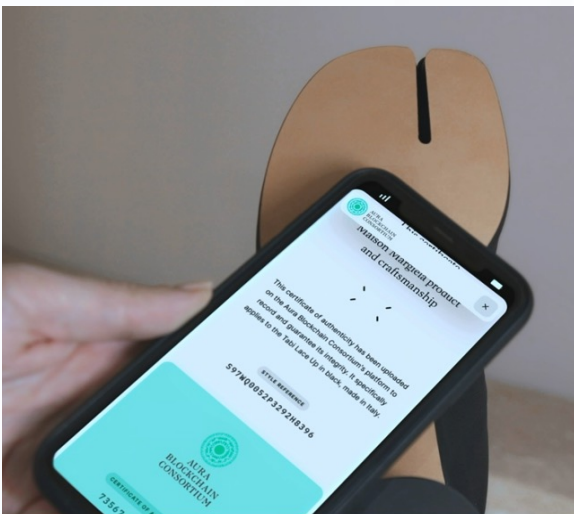


LORO PIANA GIFT OF KINGS

Loro Piana has always been about touching the exceptional in life. Transparency is the new frontier of luxury and in a world where information is power, knowing the origins and journey of your luxury good is the ultimate expression of sophistication.

Powered by the Aura SaaS solution, Loro Piana launched their first digital product certificate in March 2023. Starting from the Gift of Kings® collection and planning to expand to other product lines, Loro Piana leverages QR code technology to enable customers to verify the traceability, authenticity, and ownership of each item. Owners can see the item's complete journey from the farm, to the store. Additionally, thanks to a smart contract linking feature, Loro Piana provides visibility on the raw material life cycle and composition of each item, emphasizing the savoir-faire and craftsmanship dedicated to each product.

To further enhance the durability and legacy-tracing approach, which stand as core values for the Maison, Loro Piana has implemented Aura Blockchain's cutting-edge transfer of ownership feature, guaranteeing customers a secure and long-lasting item authentication process over time.

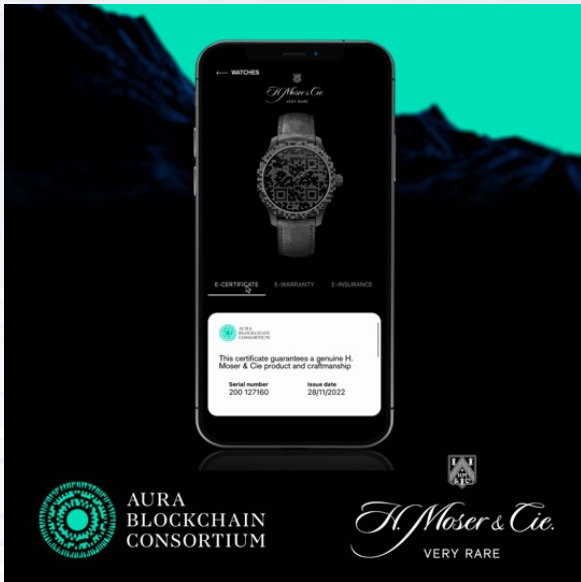


OTB GROUP

Aura Blockchain Consortium's founding member OTB Group understands the power of building a luxury environment where community is prioritized. They have now registered over 300,000 garments from their brands Maison Margiela, Marni and Jil Sander on the Aura Blockchain.

“The most powerful thing is that for the first time we are putting the community and consumers ahead of the process” - Stefano Rosso, OTB Group Board Member and BVX CEO.

By using Aura Consortium's private-permissioned no code smart contract editor to create a digital certificate of authenticity on the blockchain and inserting an NFC tag in the products, OTB Group offers new services, guaranteeing product value over time, while also making counterfeiting impossible. With this powerful tool, they are providing their customers an enhanced experience rooted in trust and transparency.



H.MOSER & CIE.

By offering an all-embracing, immersive experience and using an approach that combines physical, digital and virtual dimensions, Aura Blockchain Consortium collaborated with the luxury watch brand as they introduced a cutting-edge, customer-focused solution.

Based on the development of an ecosystem structured through a dedicated app, their new Genesis timepiece allows watch authentication through blockchain technology, provided by the Aura SaaS solution. This authentication and certification will eventually be introduced for all their watches via the warranty card that is included with each model giving the customer access to details they never had before.

Along with the traceability feature, through Aura Consortium's technology, owners can also access the warranty details, such as the technology used and the warranty expiry date as well as a first of its kind insurance service. Their SaaS solution provides full traceability on the watch's insurance that has been embedded to the products in this collection.

A truly groundbreaking development, these watch owners can now access the details of their insurance, such as who is the provider, the expiry date, any previous claims and cover in case of theft etc., thus giving the consumer an unrivaled insurance service.

KEY TAKEAWAYS

- Aura Blockchain Consortium was founded for luxury from luxury.
- Aura Blockchain Consortium is a non-profit association of luxury brands investing in technologies to enhance the customer experience and build a virtuous future for luxury.
- Aura Blockchain Consortium strives to make blockchain solutions and related technologies easy and available to all luxury brands.
- Aura Blockchain Consortium strives to provide tools to assist in creating transparency and trust for all customers and stakeholders.
- Aura Blockchain Consortium strives to improve the buying, owning, selling, reselling and recycling experience of luxury goods.



