

## Why Gold?

Hiero financial community session  
Luxembourg, 5 June 2015





## Reasons why to offer a Crypto-Finance Facility based on Gold?

*>> The financial crisis drives demand in asset backed currencies, which fiat currencies fade to cater and central banks flood the market with cash*

### Institutional Investors

- Risk management strategy - a certain amount of gold is part of asset allocation rules to protect portfolios
- Many institutional investors built up large gold portfolios which are illiquid and bear no income besides possible market price gains

### Consumers and small investors

- The man on the street has lost his trust in the traditional banking system – but does not know an alternative
- **[Gold = Trust]** This simple formula is still valid, and consumers would prefer real gold to certificates and ETFs

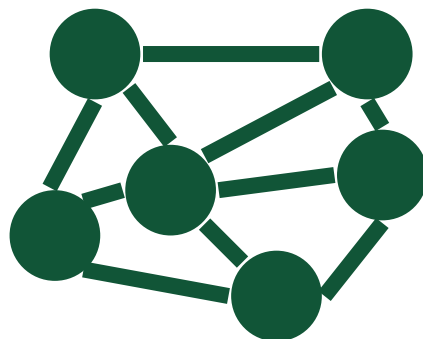
**Asset backed crypto finance flexibilises actually illiquid goods at low cost**

# In Gold we trust - How to make it happen

**Next Generation**  
**Blockchain Business**  
**Architecture**  
Made in Luxembourg



Gateways



Nodes



eWallets

Technology

**Clearing & Settlement**

**Transaction Banking**

Custody/ Safekeeping/ Accounting  
Audit / AML / KYC compliance

← (Support) PSF →

SaaS Gold-Plug in for other Wallets

FinTech Banks

Business



# Thank you – let's keep in touch!

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