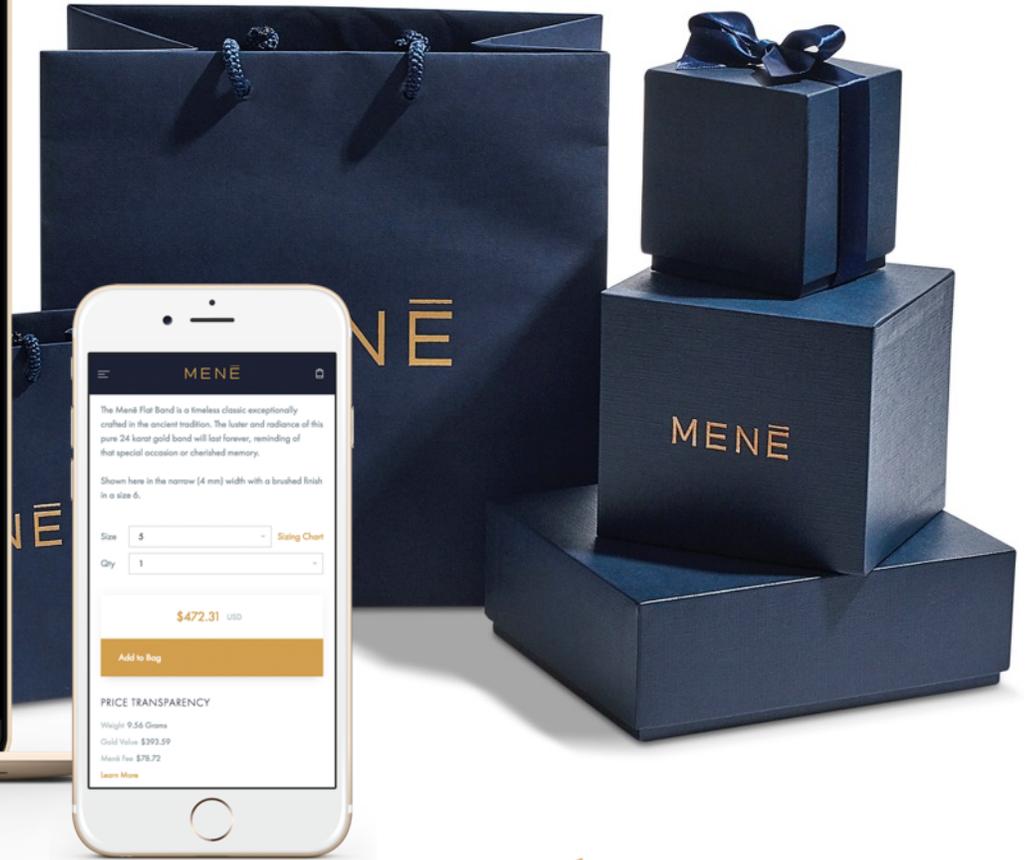
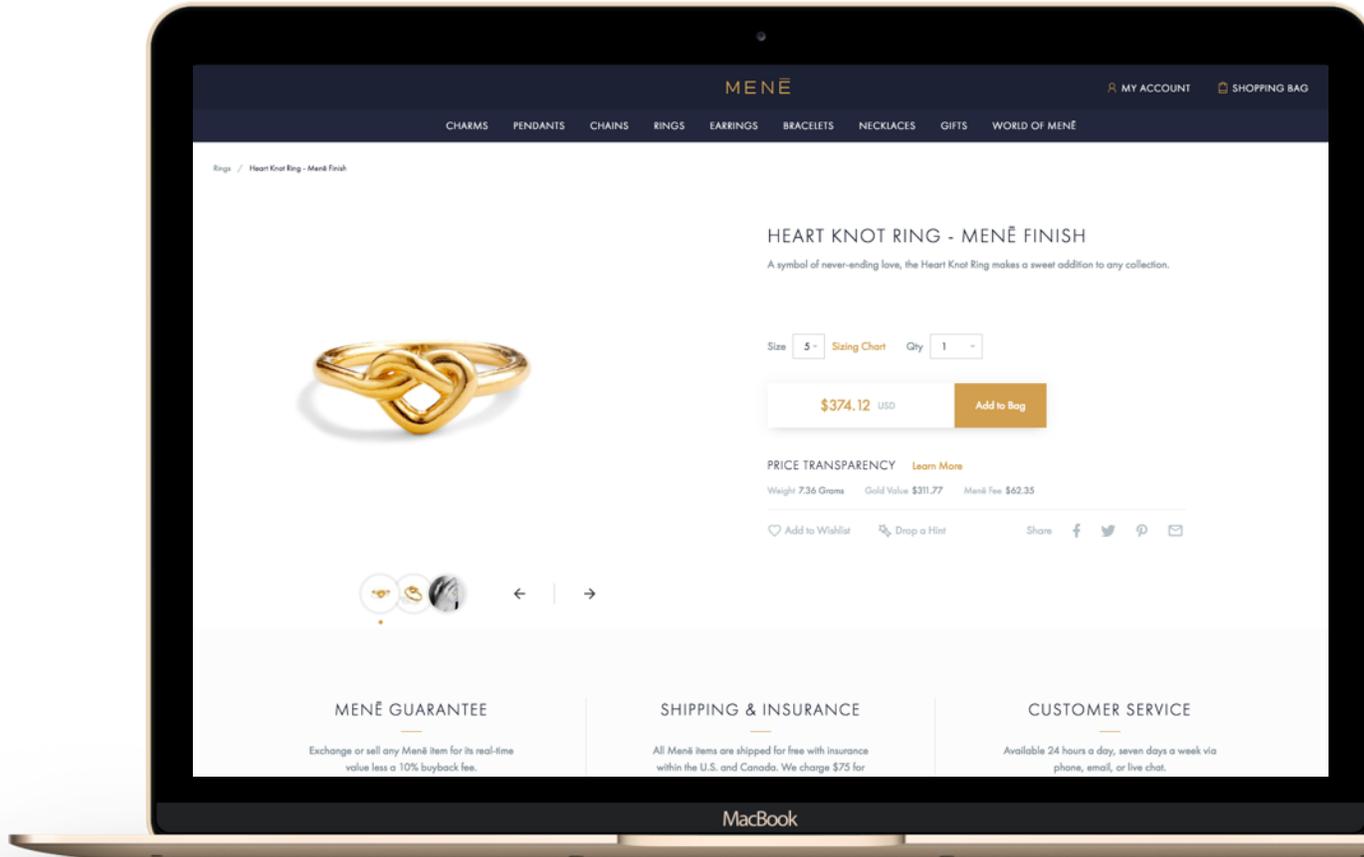


# MENĒ

24K INVESTMENT JEWELRY™

INVESTOR PRESENTATION  
NOVEMBER 2018



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# THE CONCEPT

Menē is a revolutionary concept in jewelry which has never existed at scale.

## LARGE ADDRESSABLE MARKET

The jewelry industry is massive amounting to nearly \$300 billion a year in sales. Virtually every person will purchase or receive jewelry at least once in their lifetime. Increasingly, jewelry sales are transitioning to online e-commerce sites with nearly \$30.5 billion of online sales estimated in 2021.

## UNIQUE CONVERGENCE OF TECHNOLOGY, BUSINESS, ACCESS TO CAPITAL

Embracing a combination of technology, access to 24 karat gold and platinum bullion, and a direct-to-consumer e-commerce model, a passionate management team with experience in building and scaling internet ventures is seeking to change how consumers around the world perceive jewelry.

## A DISRUPTIVE VISION

We believe jewelry can be restored to its historic position as an investment asset in the same way stocks, property, or art are viewed in the 21<sup>st</sup> century. Through our disruptive concept we are also reinventing the gold investment market. If we are successful, the market for jewelry will expand beyond that of consumer discretionary products and begin to compete with the investment asset market.

Menē restores the link between savings and jewelry.



Menē 24 karat gold and platinum charms

# INTRODUCTION



Across the East and West, past and present, jewelry holds a unique and sacred role in the lives of its owners as a token for expressing love and friendship, reifying a sacred commitment, or immortalizing a moment in time. Throughout history this token served an additional role: a precious store of enduring value that would forever hold its monetary value and could be exchanged with ease<sup>1</sup>.

The global jewelry industry is valued at nearly \$300 billion annually<sup>2</sup>, making it one of the largest industries in the world. The online market for jewelry is growing rapidly, recently reaching \$17 billion or 6% of the total market size in 2017. This figure is projected to grow to \$30.4 billion in 2021<sup>3</sup>.

However, these figures disguise two completely different markets. In the East, around 90% of the \$150 billion sold annually can be attributed to the actual precious metal value found in the items of jewelry. In the West, only 10% of the \$150 billion of jewelry sold annually has any lasting precious metal value<sup>4</sup>.

It is clear that in the East, consumers are buying jewelry for its precious metal value which endures as a savings asset that can be sold or exchanged in the future. In the West, consumers are buying a discretionary item which has de minimis intrinsic value.

What is profoundly missing in global luxury markets is the forgotten role of jewelry as wearable estate, an heirloom as important to family wealth and savings as property, stocks, or art.

Menē seeks to restore the relationship between jewelry and savings, empowering consumers by crafting pieces that will endure as a store of value.

# THE JEWELRY ECONOMY

## EAST



### OVERVIEW

In the East, it is not “jewelry” but rather precious metals which are ultimately being accumulated as long-term savings by consumers. The investment bank Goldman Sachs estimates this natural rate of accumulation at 0.5 grams of gold per capita per year<sup>5</sup>. This trend dates thousands of years and has resulted in a \$3 trillion high karat (22-24k) gold jewelry stock owned by nearly 2 billion people. It is this immense wealth which powers a thriving jewelry economy with subsequent sales, exchanges, lending, and gifting.

### INDUSTRY DYNAMICS

Jewelry is primarily 22 or 24 karat gold and is transparently priced by weight with changing daily values and a minimal design premium (10-30%). The ecosystem has evolved into a decentralized and sophisticated economy with vibrant demand for branded jewelry, unbranded jewelry, layaway, exchanges, gifting, and borrowing. The industry is extremely fragmented with the top 10 representing less than 7% of total sales.

### INDUSTRY STATISTICS (TOP PUBLICLY TRADED COMPANIES)

Market Cap. (USD)	\$9.7 Billion	\$11.0 Billion	\$2.7 Billion	\$1.4 Billion (EV)	\$2.0 Billion
Revenue (USD FY16)	\$1.7 Billion	\$7.3 Billion	\$700 Million	\$1.5 Billion	\$1.8 Billion
No. of Stores	160	2,300	4,275	4,000	1,428



# THE JEWELRY ECONOMY

## WEST



### OVERVIEW

One hundred years ago, Tiffany & Co. sold silver jewelry by the ounce<sup>6</sup>, and only 50 years ago 22-24k gold chains in the U.S. were sold by gram weight. Today, the principles guiding Western Jewelry brands are consolidation, reduction of working capital, and maximization of gross margins. This has led Western jewelry brands to compete with other discretionary goods while entirely missing out on the customer lifetime value which arises from the long-term cumulative stock value of high karat jewelry (as is seen in the East).

### INDUSTRY DYNAMICS

Twenty years of corporate consolidation (30% of market controlled by top 10) has led to “apparel-like” business model mandating high returns on minimal working capital. The pursuit of higher margins has required a systematic dilution of precious metal content (18k or less, plating, inexpensive metals, and non-metal costume jewelry) requiring ever more marketing to “stimulate” discretionary spending. The relationship with the customer is highly transactional as the jewelry has no intrinsic resale value. The weight of the jewelry is almost never disclosed, and pure 24 karat gold is not offered by any of the leading players below. Heavy focus on gems, and the subjective aspect of jewelry (adornment, expression, seasonal) rather than being a store of enduring value.

### INDUSTRY STATISTICS (TOP PUBLICLY TRADED COMPANIES)

Market Cap. (USD)	\$15.5 Billion	\$10 Billion	\$7 Billion	\$6.5 Billion (EV)	\$5.2 Billion	\$3 Billion
Revenue (USD FY16)	\$4 Billion	\$5.7 Billion	\$3 Billion	\$6.5 Billion	\$2 Billion	\$1 Billion
No. of Stores	313	200	2,100	3,000	300	100

TIFFANY & CO.

Cartier

PANDORA

SIGNET  
JEWELERS

BVLGARI

Chopard  
GENEVE

# INVESTMENT JEWELRY™

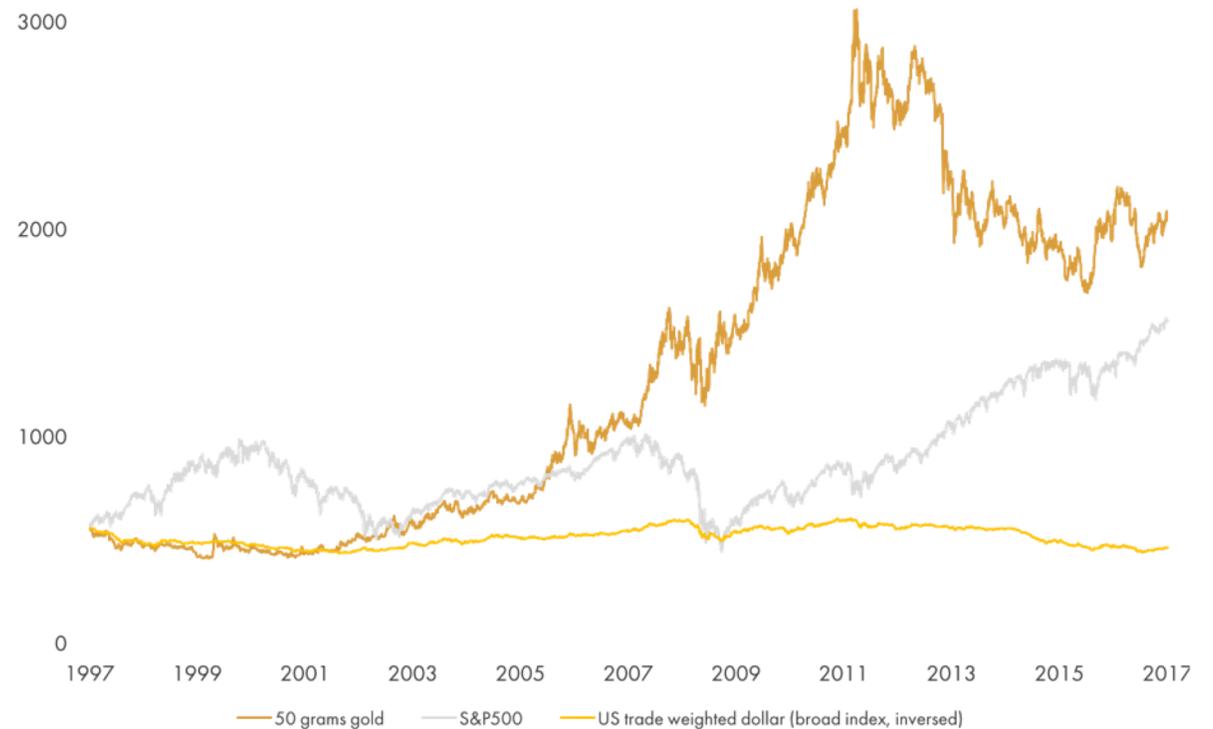
Jewelry is more empowering using the eastern model where it is viewed as accessible savings.

Though the margin is much lower, the nominal transaction value is higher as the consumer is making an informed savings decision rather than a discretionary purchase.

The potential to introduce this paradigm shift to the west, where the savings economy is worth trillions of dollars a year is prodigious.

As we can see in the graph, a 50 gram pure gold bracelet purchased for \$500 twenty years ago would have outperformed the S&P 500 Index, and the Trade Weighted Dollar Index. That bracelet would be worth \$2,000 today.

Additionally, there is an opportunity to establish leadership in the East by codifying the ancient tradition into transparent standards promoted by a trustworthy brand.



# MISSION – AN AMBITIOUS GLOBAL OPPORTUNITY

Menē crafts 24 karat gold and platinum investment jewelry™ sold by gram weight. By combining innovative technology, timeless design, and radical transparency, we are restoring the link between jewelry and savings.

## OUR FOUNDING PRINCIPLES

Three principles of transparency uphold our commitment to crafting jewelry that preserves its original value:

1. Menē jewelry is crafted from pure 24 karat gold (Au) and platinum (Pt) with no diamonds or gemstones. This means our creations become a timeless physical object that will never tarnish (unlike [man-made chemical alloys of 18 karats or less](#)). It also means that simply weighing Menē jewelry will always unveil its objective value.
2. Menē jewelry is sold by the gold and platinum weight value plus a transparent design and manufacturing premium. This premium is roughly 20% of the precious metal value each day. The result: a \$500 Menē ring will have at least \$400 in gold or platinum value at the time of purchase while \$100 is the revenue earned by Menē.
3. Menē provides a lifetime guarantee to buy-back or exchange any authentic Menē jewelry at the prevailing gold and platinum prices minus a 10% fee.

These principles result in a truly revolutionary value proposition for the consumer. A rise in gold or platinum values of just 26% would render the jewelry more valuable than at the time of purchase. If history is to repeat, Menē jewelry will maintain its purchasing power and appreciate as an exceptional investment. As we will show, there is truly no comparison between the Menē value proposition to consumers vs. the incumbent jewelry brands as things are today.

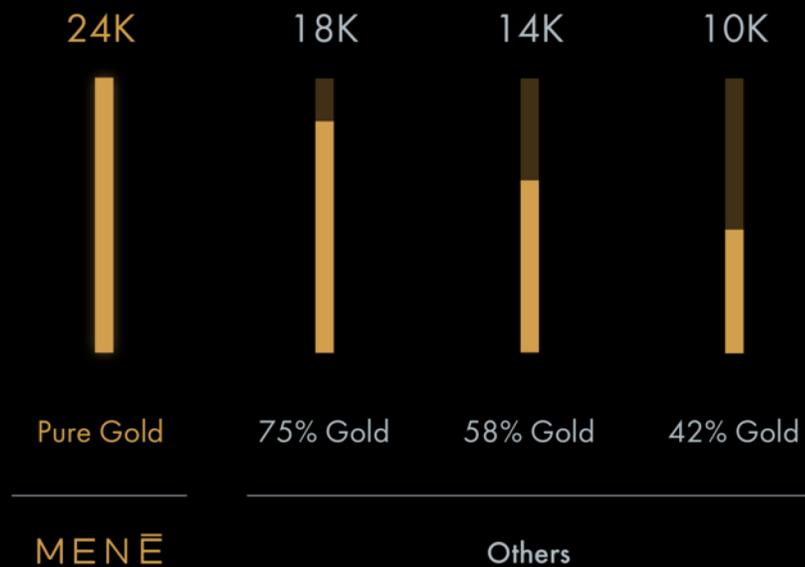
## THE GLOBAL OPPORTUNITY

- Eastern World: Build a trusted brand and leadership within the fragmented jewelry economy. Set standards, transparency, and direct customer-relationships.
- Western World: Establish a trusted direct-to-consumer jewelry brand based on unique 24 karat concept. Re-introduce jewelry as savings through a disruptive business model with lower margins but higher customer lifetime value. Grow the industry beyond the consumable flow figure by competing with the western savings economy (\$200 Trillion).

## FOUNDING PRINCIPLES

The natural elements Gold (Au) and Platinum (Pt) have been coveted for thousands of years due to their unique qualities. Inherently timeless, these noble precious metals are indestructible, exceedingly rare in nature, and radiant like the sun and the moon.





## 24 KARAT PURITY

### THE PROBLEM

Man-made chemical alloys of 14-18 karats (58%-75% pure) have become the most common jewelry marketed and sold. Alloys do not exhibit the natural properties of gold and platinum and even tarnish with time.

### THE MENĒ DIFFERENCE

Menē jewelry is crafted from pure 24 karat gold or platinum, the same form that these precious metals are found in nature. The difference in purity over man-made chemical alloys of 14-18 karats (58%-75%) is instantly observed and felt. It also means our jewelry will never tarnish, is hypoallergenic, and antimicrobial.

This commitment to purity is also the reason why we do not craft jewelry made of "rose gold" or "white gold". These two industry inventions are man-made alloys that dilute the gold with copper or nickel – abundant metals that tarnish over time due to oxidization.

There is a myth that jewelry cannot be crafted from pure 24 karat gold due to its softness. While it is true that pure gold is more malleable than other metals and may contour to your body, gold is indestructible. This special quality can only be understood when experienced physically, leading to an appreciation of this authentic purity as superior to any element in nature.

## \$1,000 RING COMPARISON



Other Costs: Manufacturing, Design & Operations

## RADICAL TRANSPARENCY

### THE PROBLEM

The precious metal weight and value are almost never disclosed. This lack of transparency is what enables modern jewelry brands to earn up to 80% of the original purchase price as revenue and is why modern jewelry fails to maintain its value.

### THE MENĒ DIFFERENCE

Menē jewelry is sold by the gold and platinum weight value plus a transparent design and manufacturing premium. This premium is never more than 20% of the precious metal value each day. The result: a \$1,000 Menē ring will have at least \$800 in gold or platinum value at the time of purchase while \$200 is the revenue earned by Menē.



Gold (Au)

1 Gram



Platinum (Pt)

1 Gram



Silver (Ag)

60 Grams



Sapphires

5,000 Grams



Diamonds (C)

400,000 Grams



## STORE OF ENDURING VALUE

### THE PROBLEM

The modern jewelry industry has ascribed nonexistent intrinsic value to diamonds and gemstones, causing consumer confusion when it comes to what is truly rare in nature. Diamonds and gemstones are merely crystals of Carbon (C), one of the most abundant elements, and Aluminum Oxide (Al<sub>2</sub>O<sub>3</sub>). Sadly, diamonds have played an important role in the declining value and increased price subjectivity of modern jewelry.

### THE MENĒ DIFFERENCE

By avoiding gems and diamonds, the pieces we design are homogenous as pure gold and platinum leaving no doubt as to their long-term precious metal value. As the value of Menē jewelry is essentially a weight of pure precious metals, the jewelry can be exchanged or sold in the future as easily as it was purchased. We stand behind this value by offering the Menē Guarantee which allows you to sell or exchange your jewelry at the daily precious metal value minus a 10% fee. We also provide an innovative dashboard to keep track of your collections real-time value.

## ETHICALLY SOURCED GOLD AND PLATINUM

Menē jewelry is crafted from pure gold that is ethically sourced from gold mines in Nevada, USA and Ontario, Canada. Our gold carries the coveted London Bullion Market's Responsible Sourcing Certification.

Additionally, we only source metals mined by publicly traded precious metal miners who are held accountable to stricter environmental best-practices. We specifically audit these mines to ensure there is little disturbance, minimal impact to local communities, and a reclamation plan that ensures former gold mines will be terraformed back to nature within two decades or less.



# WORLD CLASS DESIGN

Art historian Diana Widmaier-Picasso and multifaceted designer Sunjoo Moon met when they were both living in Paris and have been close friends for decades. They joined forces for Menē, combining their extensive experience in their respective fields of art and design, and worked closely with skilled craftsmen to fully comprehend and utilize the qualities of pure gold and platinum to create timeless pieces.

Diana and Sunjoo draw inspiration from antiquity when developing designs in pure metal; artists have been paying homage to gold since the beginning of time, the Ancient Egyptians believed that it conferred immortal power, and there is no doubt that the dynamic Menē design team has enhanced both the modern and spiritual values of 24 karat precious metals.



Diana Widmaier-Picasso

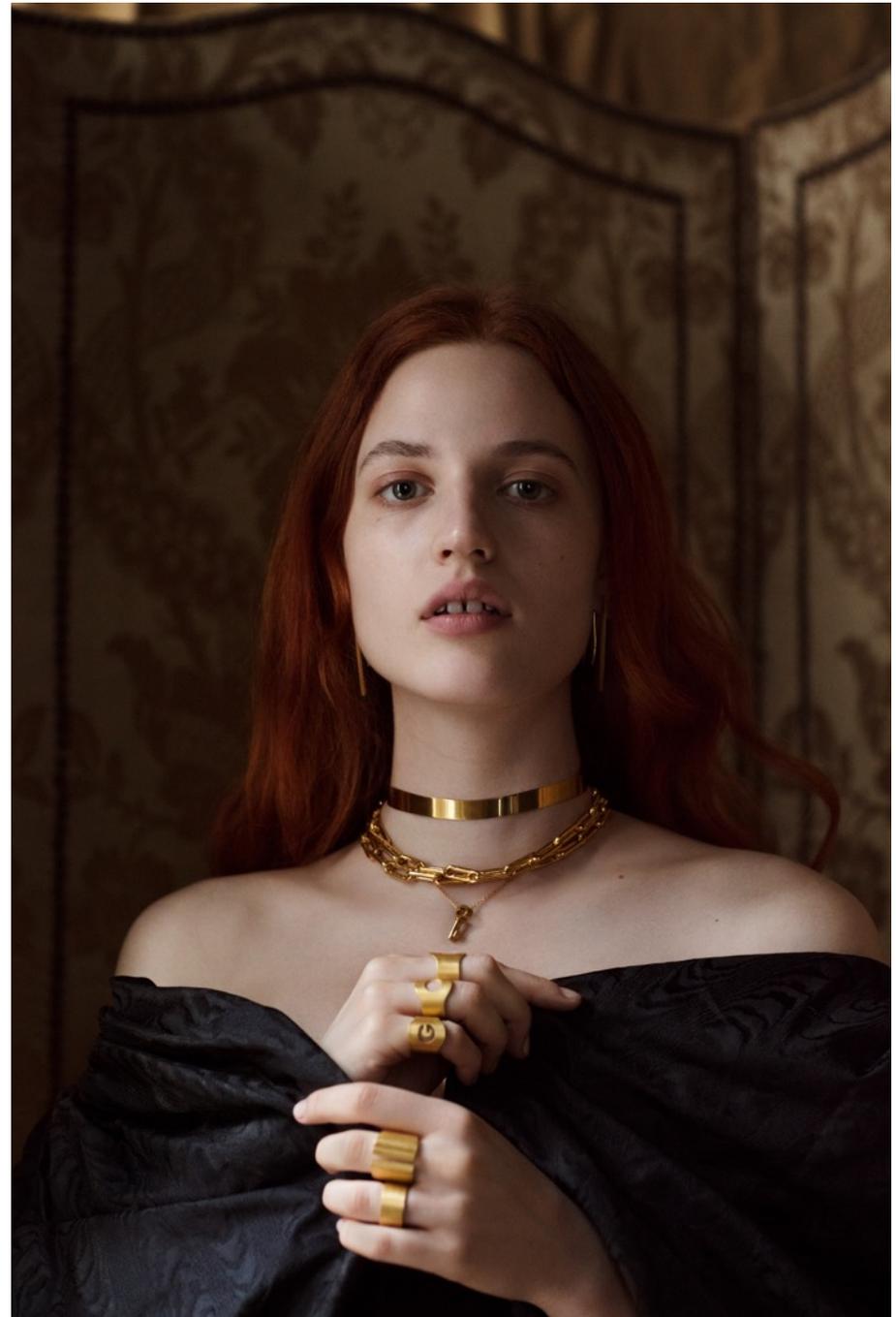


Sunjoo Moon

## MENĒ - THE NAME

The word Menē (pronounced “meh-ney”) is an ancient Aramaic word that has a deep meaning, reminding us of the immutable link between jewelry, gold, and long-term savings.

The Menē, reflecting 567 grams of pure gold, is the first written word for “money” as codified in the Codes of Hammurabi and Ur-Nammu 4,000 years ago. For most of written history, the term “money” has always meant a standard weight and purity of gold or silver. Whether worn as jewelry or kept in a satchel as exchangeable coins These natural precious metals formed the basis of long-term savings, outlasting quickly decaying commodities and enabling trust and cooperation amongst diverse communities with different skills.





## WHY MENĒ?

BUY

24K Gold  
Transparent pricing  
Menē Harvest  
Gifting + Wishlist

KEEP

Design Excellence – Diana W. Picasso &  
Sunjoo Moon  
Investment Value  
Heirloom-Grade

SELL/  
EXCHANGE

Lifetime Buyback Guarantee  
Lifetime Exchange Guarantee  
Independent Jewelers will offer high  
sale due to metal purity

EARN

Referral Program – Invite Friends and  
Earn Jewelry

# UNDERSTANDING THE MENĒ REVOLUTION

The Menē concept is fundamentally disruptive because it empowers western consumers with information that they were not previously aware of. We believe that over time, this good and objective knowledge will proliferate and lead to loyal consumers and adoption of our brand. Already, in just four months we have seen a repeat customer rate of 27% which is exceptionally high for a jewelry brand.

MENĒ

100% Pure 24 Karat Gold

Pure gold is exempt from sales tax in most countries as it's investment grade. Sales tax is only levied on the design and manufacturing of Menē pieces, which results in significant savings.

Official gold price as quoted by the London Bullion Market.

Always. Every Menē piece is priced by gram weight.

Transparent and objective price formula separates the gold value (weight x gold price) from the design fee.

Lifetime buyback and exchange guarantee at the prevailing gold value less a 10% fee.

80% or more of the purchase price paid by the customer goes toward the lasting precious metal value. Gold value has risen by about 8% per year over the last 40 years (or 3,100%), which means the value of Menē pieces may appreciate over time.

PRECIOUS METAL FINENESS

TAX BENEFITS

PRICE TRANSPARENCY: GOLD

PRICE TRANSPARENCY: WEIGHT

PRICE TRANSPARENCY: PRICE FORMULA

EXCHANGES & RETURNS

INVESTMENT APPRECIATION

14-18K Gold Alloys or Plated Silver

As gold is diluted and mixed with other metals to form alloys, jewelry must be taxed at the prevailing sales and import tax rates for fine jewelry.

Opaque – not disclosed.

Almost never. When weight is rarely disclosed it's never adjusted to denote the pure gold weight.

Subjective and opaque formula. Usually results in markups of 400-2,000% over the lasting precious metal value.

30 Days (Average)

Improbable due to the high premium paid over the precious metal value for the design and brand at the time of purchase.

TIFFANY & CO.

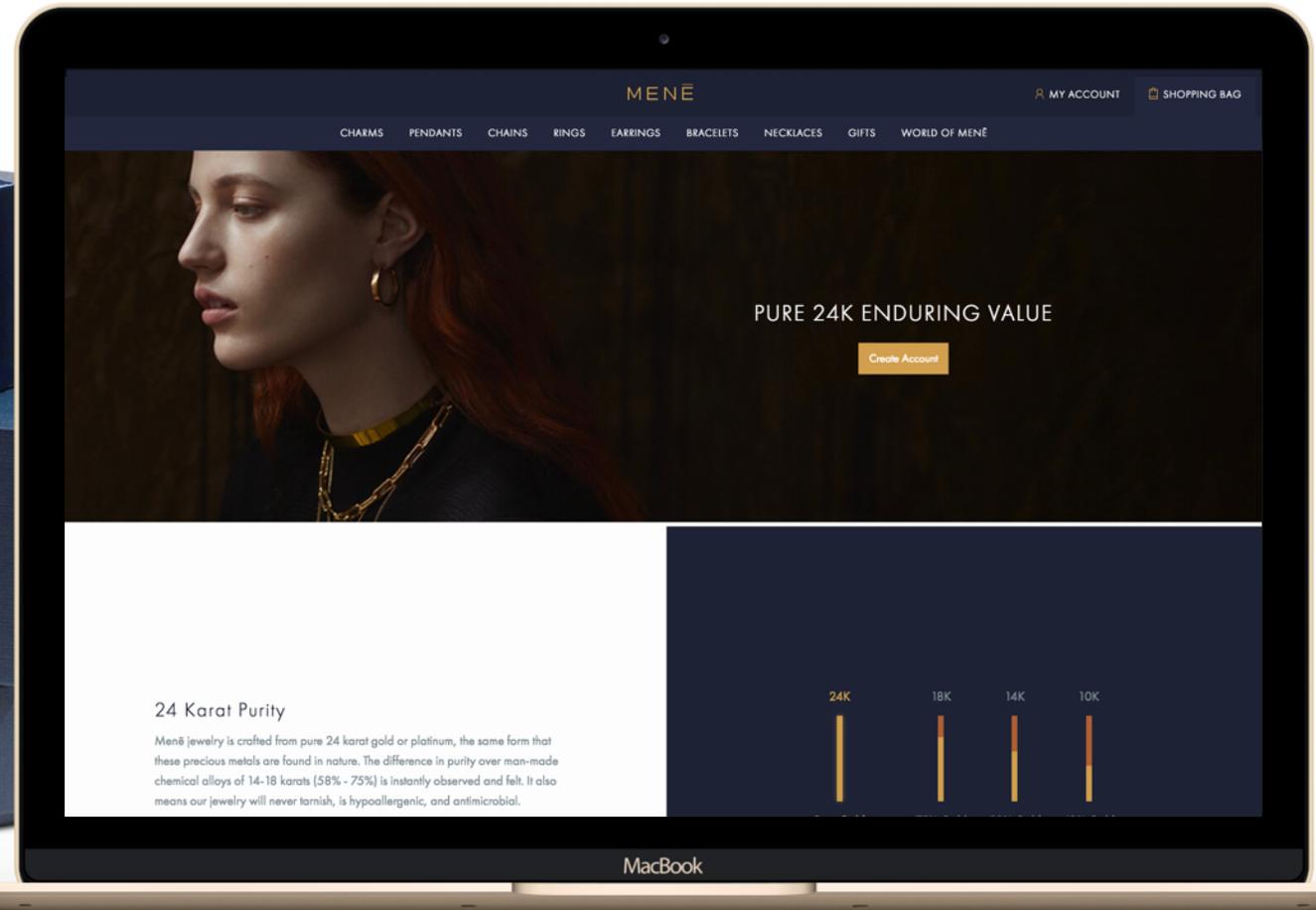
Cartier

PANDORA

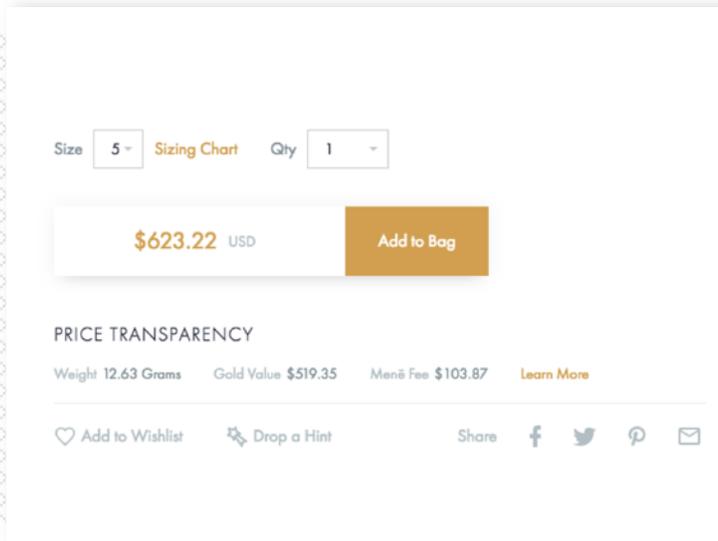


# THE MENĒ ONLINE EXPERIENCE

The Menē online shopping experience is designed to empower customers with transparency and security when buying jewelry. We designed our site to build long-term customer relationships. We require all users to open an account so they can experience the technology which is an integral component of the overall Mene experience. From one e-commerce platform, customers can buy, monitor the value of, sell back, exchange, or gift 24 karat gold jewelry.

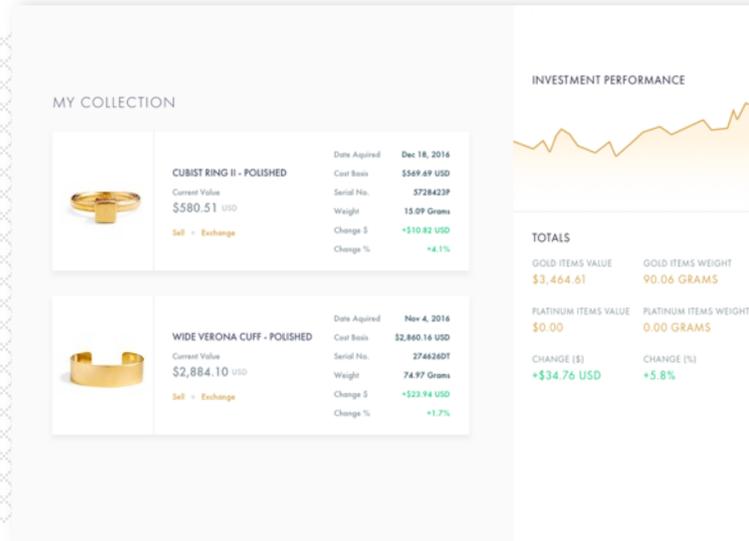


# THE MENĒ ONLINE EXPERIENCE



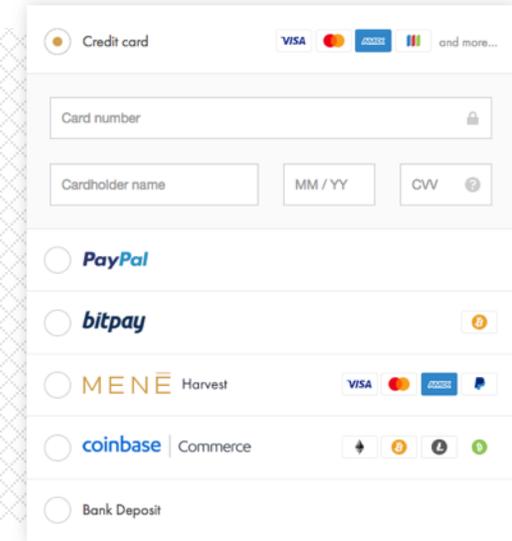
## PRICE TRANSPARENCY

A revolution in online jewelry pricing. Every Menē item is priced by its unique weight. This weight is transparently displayed next to the gold value which is derived from the real-time gold price. The Menē fee is also displayed. This dynamic engine means the price of Menē jewelry changes each day along with the price of gold.



## MY COLLECTION

This section of the dashboard is akin to an investment portfolio. Here customers can monitor the value of the jewelry they have bought, initiate a buyback (Selling the jewelry back to Menē), or initiate an exchange.



## MULTIPLE PAYMENT OPTIONS

Menē jewelry can be purchased with a variety of payment methods such as: Credit Cards, Debit Cards, Paypal, Bitcoin, Goldmoney, Bank Wire, and Menē Harvest.

# THE MENĒ ONLINE EXPERIENCE

## GIFT INFORMATION

Type a message for us to include along with your gift.

Please indicate when you would like us to ship your gift. Items are delivered in three to five business days.

Month  Day  Year

Include notes about your gift below. This information will not be shared with the recipient of your gift. (Optional)

[Make this a gift](#)

## WISHLIST

[Share Wishlist](#)



**Wrap Ring - Brushed**  
27.65 Gold Grams [View Details](#)

[Share](#) [Drop a Hint](#) [Purchase](#)



**Oculus Necklace - Polished**  
91.47 Gold Grams [View Details](#)

[Share](#) [Drop a Hint](#) [Purchase](#)

## ORDER BUYBACK

Order # 74629 [Need Help?](#)

Select Items to Return

<input checked="" type="checkbox"/>	 <b>Lunar Necklace — Polished</b> 16.9 Grams <span>\$543.92</span>
<input checked="" type="checkbox"/>	 <b>Cube Drop Earring — Brushed</b> 18.4 Gold Grams <span>\$153.70</span>

SHIP RETURN PACKAGE TO

Mike Busby  
11 Brunel Ct. Unit #5001  
Toronto, Ontario  
Canada, M5V 3Y3  [Select](#)

[Add Alternate Shipping Address](#)

CREDIT TYPE

## GIFTING

The Menē gifting technology allows a customer to purchase jewelry as a gift and set a scheduled delivery date in the future.

## WISH LIST

This section allows consumers to build a wish list which is sent to loved ones or as part of a registry for gifts.

## MENĒ LIFETIME BUYBACK & EXCHANGE GUARANTEE

Menē offers a lifetime buyback and exchange guarantee. Through our proprietary technology and fulfillment center in New Jersey, we are able to mail customers in 90 countries, a prepaid shipping package which provides insured transport back to Menē. A credit of the incoming gold weight minus a 10% fee is credited to the customer based on their selection: Menē Credit, Goldmoney, Paypal, or Check (US & Canada). The entire process takes around 10-14 business days.

## THE BUSINESS

Menē is a vertically integrated direct-to-consumer jewelry brand that benefits from a unique working capital model.

### VERTICALLY INTEGRATED BUSINESS

Starting from gold and platinum bullion, we conduct every activity from design, manufacturing, fulfillment, customer service, marketing, and software engineering in-house.

### BUILDING VALUABLE LONG-TERM CUSTOMER RELATIONSHIPS

At the core of our business model is the long-term customer lifetime value (CLV) we accrue with each sale. We believe this is due to the fact that the jewelry we sell, having lasting value, is ultimately our single greatest marketing tool. With each sale, more people discover the brand and join Mene.com leading to a growing community of loyal and passionate customers.

### CUSTOMER LOYALTY AND INTRINSIC VALUE FEED SUBSEQUENT TRANSACTIONS

We have already demonstrated that our customers exhibit an extremely high repeat rate (27%) and believe this can be attributed to the fact that Menē is retailing an investment product with multiple additional conversion paths in the future: Sales, Exchanges, Gifting.

Menē restores the link between savings and jewelry.



# BUSINESS MODEL – GLOBAL FOOTPRINT

We design, manufacture, and offer our jewelry through a transparent pricing and e-commerce platform. Through Mene.com, customers can buy, sell, and exchange their jewelry by weight at the prevailing market prices for gold and platinum.

Our experience in the precious metal industry along with our online business model allows us to avoid many of the costs that are typically incurred by traditional western jewelry brands. As a result, we are able to realize lower profit margins while remaining financially viable. This in turn allows us to build valuable long-term relationships with our customers through subsequent sales, exchanges, and purchases of our jewelry. Our operations are run from three global offices: 1) Toronto - administrative, customer support, and technology headquarters. 2) New Jersey - manufacturing and fulfillment operations. 3) Paris – design, marketing, and press office.



# BUSINESS MODEL - MANUFACTURING

## VERTICALLY INTEGRATED MANUFACTURING

For nearly two years prior to our launch, we made significant capital investments in the infrastructure necessary to make our business model possible.

Through an investment in an independent fine jewelry manufacturer, we craft all jewelry in-house in the United States. We are obsessive about high quality manufacturing and have invested in specialized machinery and technology which has been customized for the crafting of our designs.

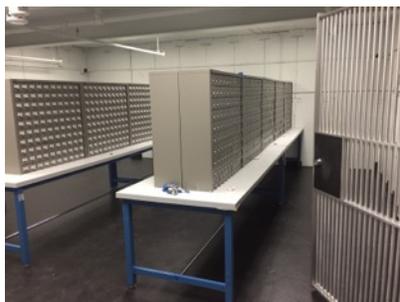
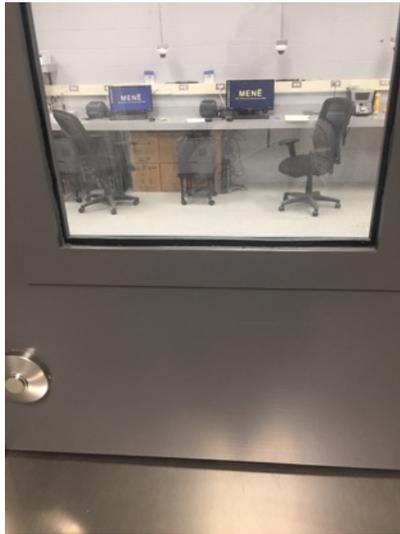
Through a joint venture with The Brinks Co., we have constructed an insured and vaulted packing and shipping facility in New Jersey which allows us to ship insured packages to customers in 90 countries within 3-5 business days.

Unlike most jewelry brands, our manufacturing and shipping facilities are located nearby which means that we are able to craft and ship jewelry to our customers within days of an order being received.



# BUSINESS MODEL – FULFILLMENT CENTRE

Through a Joint Venture with The Brinks Co. we've established a state of the art vaulting and fulfillment centre only an hours drive from our manufacturing operations. At this fulfillment centre, we are able to process and ship up to 500 packages per day which would could support up to \$200 million in annual sales revenue.



# BUSINESS MODEL – MARKETING STRATEGY

The Menē website was built from the ground up to cultivate direct-to-consumer relationships at scale through the conversion and service of incoming web traffic. To this end, the marketing strategy borrows from our prior experience in launching and scaling global internet businesses. In the early days, we will focus on digital traffic acquisition and a powerful referral program. Within the first year we will also begin to unveil a unique offline model that will support the digital strategy. We have engineered Menē to achieve a network/viral effect powered by a disruptive concept (“Investment Jewelry”) which has never before existed in the West. Because Menē is a physical object, every successful sale translates into an opportunity to exhibit our jewelry. Over time, the superior qualities of 24 karat gold and platinum will be experienced and understood creating positive feedbacks for the brand.

## DIGITAL TRAFFIC ACQUISITION

The Menē site will initially be unveiled in English with 5 additional languages being deployed in the first year. Digital traffic acquisition will include: Search (PPC), Display, Social, and Direct Media Purchases. The ad market for jewelry is large and well developed. There exists significant potential for reach by employing programmatic buying and long-tail analysis of data. We have built a team with a proven track record in digital traffic acquisition.

## VIRAL REFERRAL PROGRAM (INVITE-ONLY)

Menē jewelry is a physical object which is immediately discernible in both touch (weight) and sight (luster and radiance) to any other jewelry. We believe this feature will support a referral program whereby jewelry is bought, shown, and shared among friends who then share the information about Menē with their friends.

## LIMITED EDITION COLLABORATIONS

We are preparing to launch several limited edition collaborations with noted celebrities and philanthropic organizations. Under these joint ventures, Menē benefits from organic third party marketing of the brand and share in the revenue generated by each design.

## PR AND OFFLINE

We have engaged the leading fashion and public relations consultancy Karla Otto. Offline marketing will be achieved via: Event Sponsorship, Stores, and Jewelry Displays at leading hotels and destinations.

# BUSINESS MODEL

## CAMPAIGNS AND CONTENT

Every year, Menē will fund two high quality ad campaigns producing branded print and video content. These campaigns will be led by Ms. W. Picasso as Creative Director. Prominent male and female ambassadors who speak to the sensibilities of the brand will be engaged for each campaign. Bi-Annual Catalogs will also be produced and distributed online and offline.

Menē has built an internal content creation team led by Diana W. Picasso and Anja Rubik. The team has already produced three world-class content campaigns with leading models, actresses, and celebrities. This in-house ability to produce content is important as it allows for companywide collaboration according to a systematic calendar of events, holidays, and marketing strategies.



INVEST IN PURE LOVE

SEPT 2018 | In-House

BUSINESS MODEL  
CAMPAIGNS AND CONTENT



MOTHER'S LOVE IS GOLD  
MAY 2018 | Isabella Rosellini



GOLDEN RENAISSANCE  
MAR 2018 | Julia Banas



LOVE OF GOLD  
JAN 2017 | Anja Rubik, Andrés Velencoso

# THE COMPANY

We are a mission driven company that seeks to empower people with savings jewelry.

## MISSION DRIVEN BUSINESS

Our mission is to empower consumers with both transparency and a store of enduring value. We achieve this by crafting pure 24 karat gold and platinum jewelry which is priced and sold transparently by gram weight. Our minimal design and manufacturing premiums result in the creation of jewelry pieces which have an objective precious metal value that can circulate and appreciate over time.

## STRONG CAPITAL POSITION AND INSTITUTIONAL BACKING

Following a successful Series A financing, Menē has a formidable capital position with no debts or encumbrances. We also benefit from strong institutional investor backing including: Goldmoney Inc., Wellington Management, US Global Funds, and other institutional investors providing us with the access to patient capital required to build our business.

## ALIGNED MANAGEMENT WITH LONG-TERM VISION

Our management team has a track record of building successful internet businesses and raising significant equity capital. They have founded Menē with great passion to empower consumers and effect change in the global jewelry industry. This passion energizes them to run this business for the long-term benefit of all stakeholders.

Menē will be listing on the TSX Venture Exchange under the symbol: MENE in November 2018.



# CORPORATE OVERVIEW

## CORPORATE PROFILE

Menē (TSXV: MENE) crafts pure 24 karat gold and platinum jewelry that is transparently sold by gram weight. Through Mene.com customers can buy jewelry, monitor the value of their collection over time, and sell or exchange their pieces by gram weight at the prevailing market prices for gold and platinum.

Menē was founded by Roy Sebag and Diana W. Picasso to restore the relationship between jewelry and savings, empowering consumers by crafting pieces which endure as a store of value.

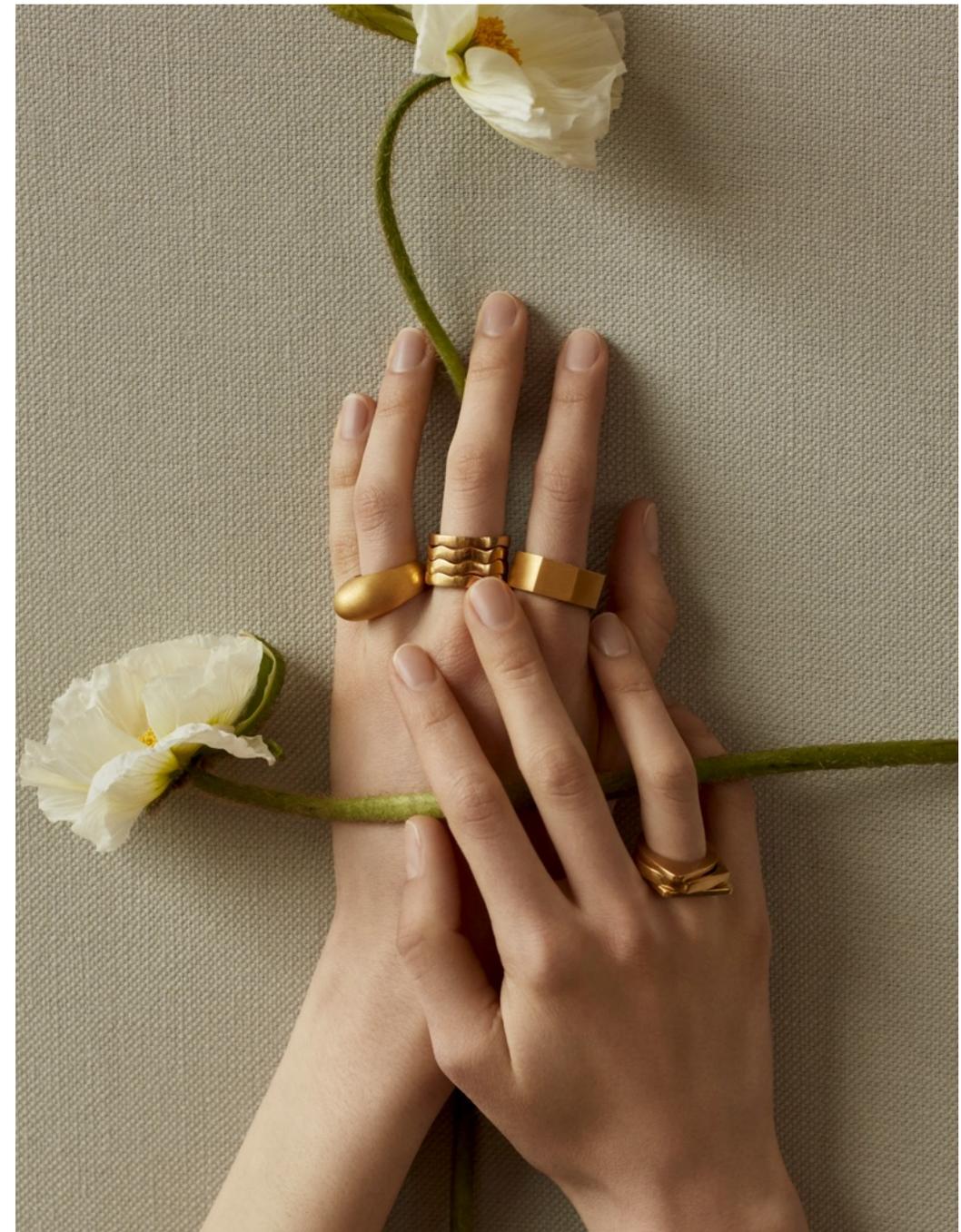
## THE NAME

Menē (pronounced “meh-ney”) is an ancient Aramaic word with a deep meaning that reminds us of the historic link between gold, jewelry, money, and savings.

A “Menē”, reflecting 567 grams of pure gold, is the [first written word](#) for “money” as codified in the Code of [Hammurabi](#) approximately 4,000 years ago.

## VERTICALLY INTEGRATED BUSINESS

Menē is a vertically integrated business encompassing the acquisition of metal, in-house design and manufacturing, software engineering of its proprietary platform, customer support, marketing operations, and our own vaulted fulfillment centre.



# CAPITAL STRUCTURE AND SHARE LISTING

Following a successful Series A financing, Menē Inc. has \$11 million in equity capital with no meaningful debts or encumbrances. An additional \$23 million of capital may be potentially available through the exercise of warrants issued to Series A investors. The business officially launched its first collection in January 2018 and has already generated \$6.0 million of revenue with over \$1 million in August of 2018.

Menē Inc. has a dual-class voting structure with tradable Class B Shares owned by Goldmoney Inc., Series A investors, employees, and the investing public upon completion of the public listing. These Class B shares carry 1 vote for each share outstanding. The Class A shares are non-tradable, carry 20 votes per each share outstanding, and are owned by Roy Sebag and Diana W. Picasso.

Stock listing	MENE CLASS B (TSX V)*
Shares Outstanding	117,496,921
Voting Power	1:1

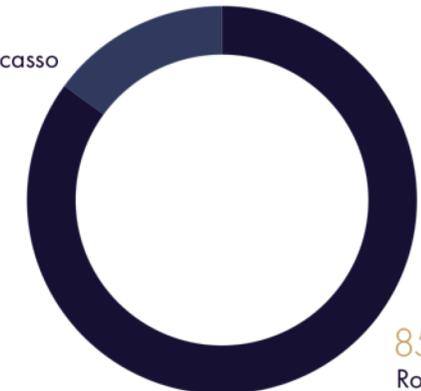
Non-Tradable Shares	MENE CLASS A
Shares Outstanding	94,587,598
Voting Power	20:1

28%  
Employees,  
Series A, and  
Public Investors



72%  
Goldmoney Inc.

15%  
Diana W. Picasso



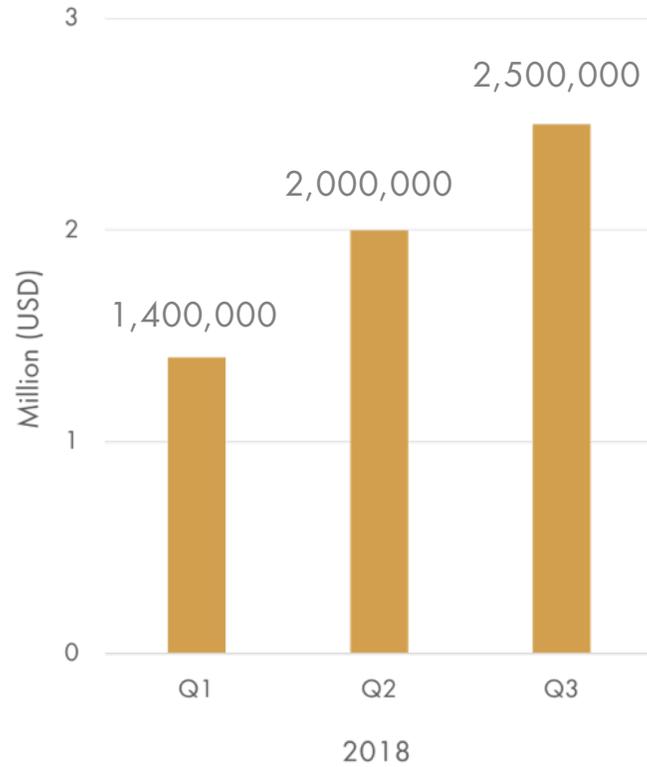
85%  
Roy Sebag

\*The company's Class B shares are expected to be listed on the TSX Venture Exchange by November 2018.

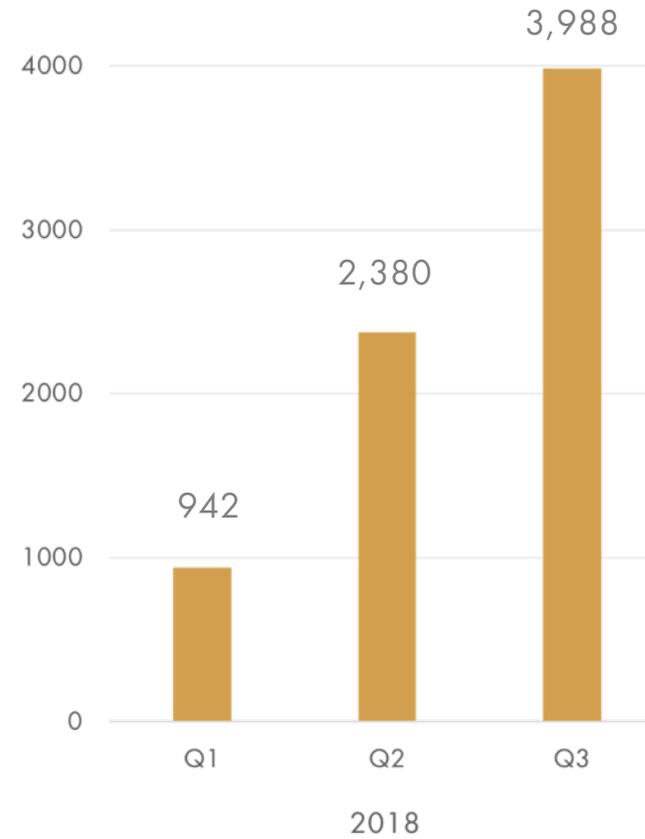
# FINANCIAL PERFORMANCE

(The business officially launched sales on January 6, 2018)

## REVENUE FROM SALES



## NUMBER OF ORDERS



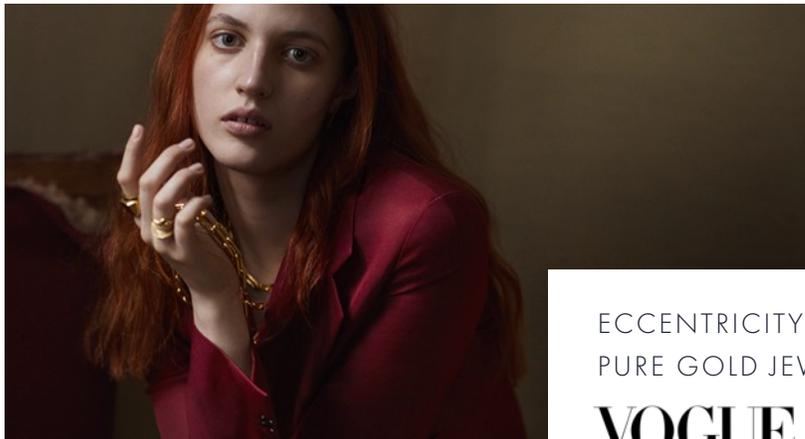
# PRESS & MEDIA



JEWELRY WORTH ITS GRAMS  
IN GOLD  
**The New York Times**



MENĒ IS THE JEWELRY  
COLLECTION QUITE LITERALLY  
WORTH ITS WEIGHT IN GOLD  
*Interview*



ECCENTRICITY OF THE DAY:  
PURE GOLD JEWELRY  
**VOGUE**



HOW MENĒ IS  
REVOLUTIONIZING THE  
GOLD BUSINESS  
**VOGUE**

# PASSIONATE COMMUNITY & REVIEWS

Since launching our proprietary product review system, Menē has registered over 3,000 independent product reviews with 99% being 5 stars.

[See more at mene.com/reviews](https://mene.com/reviews)

24 Karat Gold and Platinum In: x  
https://mene.com/reviews

MENĒ

CHARMS CHAINS BANDS EARRINGS PENDANTS RINGS BRACELETS GIFTS WORLD OF MENE

## CUSTOMER REVIEWS

From passion in design, to craftsmanship in production, and attentive care from our customer service team, every step of the Menē experience is about Pure Love. Nothing says that louder than the words of our customers. Read our reviews and see how our customers share their love of the Menē experience.

**Menē Wide Band**  
10.96 Grams

Ramiro  
Sep 26, 2018

★★★★★  
Verified Purchase

**Mene wide band**

I received my Mene wide band less than a week after ordering it. It was everything that I expected. The color is beautiful and it feels heavier than my other similar sized rings. Very good quality.

**Alphabet Charm**  
2.31 Grams

Rachael  
Sep 26, 2018

★★★★★  
Verified Purchase

**Love my charm.**

I love my alphabet charm. It is bold, but subtle and not overwhelming. It looks great with my other charms as well. Easy to style, looks great on my wrist or on a necklace. Looking forward to adding more charms to my collection.

**Groove Ring**  
19.84 Grams

sajid  
Sep 26, 2018

★★★★★  
Verified Purchase

**Before\_receiving**

Even before receiving the ring..i know it's beautiful...gold is noble metal and mene is giving it in noble hands...

**Menē Classic Chain Bracelet**  
2.92 Grams

TUAN  
Sep 26, 2018

★★★★★  
Verified Purchase

**Nice**

Beautiful piece of work

**Jaguar Charm**  
5.1 Grams

Rachael  
Sep 26, 2018

★★★★★  
Verified Purchase

**My first and favorite charm.**

The jaguar was the first charm I bought from Menē and it remains my favorite. I like that it doesn't get caught on anything and looks great styled on my wrist. The ball design is also very clever as it features the animal face while keeping it comfortable on the skin.

**Menē Classic Chain**  
6.43 Grams

William  
Sep 26, 2018

★★★★★  
Verified Purchase

**Great chain**

Shiny durable and beautiful

**Menē Classic Chain**  
6.43 Grams

Frank

★★★★★  
Verified Purchase

**Narrow Verona Cuff**  
23.25 Grams

Frank

★★★★★  
Verified Purchase

**Menē Narrow Band**  
6.98 Grams

Frank

★★★★★  
Verified Purchase



## Menē Narrow Band

7.26 Grams



32 Reviews



## Number Charm

2.46 Grams



76 Reviews

Jeremy

Jul 18, 2018



Verified Purchase

### Gorgeous Ring - Perfection

This ring is elegant and timeless - and it looks beautiful on my wife's hand. I am so glad I purchased this item, and will definitely buy from Mene again. Packaging was elegant and shipping was very quick and efficient.

Terrance

Jun 28, 2018



Verified Purchase

### All that I expected.

Mene Narrow Round Band is truly stunning. It was everything I expected and more. Overall great quality and very efficient shipping methods. I can't wait to purchase a new item.

Marco

Jun 12, 2018



Verified Purchase

### A beauty, rare and empowering

I have never owned pure gold jewelry. Never thought I would wear any and here I am with it on right now. This ring is wonderful. I wear it on my right hand just about everyday. A huge talking piece. Love the concept of the company and a huge advocate I

Bharani

Aug 8, 2018



Verified Purchase

### Looks Perfect!

Delivered as promised. I was afraid of ordering Gold online but MENE has made the process easier and the customer service is great. Got the product on time and looks exactly like it was shown in pictures. Gift packing was good and they took good care to wrap it. Will definitely recommend MENE.

Mike

Jul 31, 2018



Verified Purchase

### How can you go wrong?!?!

Mene makes it so easy to purchase investment grade precious metals, how can you go wrong? Just noticed they also keep track of the value of your piece in your account page. How cool is that?

Matthew

Jul 20, 2018



Verified Purchase

### My First Experience

I first saw a video about Menē, and immediately fell in love with the designs and concept. The world has been waiting for a company like this. They make gold accessible and give it great utility. My other gold jewelry does not even compare in colour and feel. I absolutely love Menē.



## Heart Knot Ring

7.1 Grams



30 Reviews



## Suits Dice Charm

2.3 Grams



22 Reviews

Mark

Aug 25, 2018



Verified Purchase

### A Beautiful Ring!

I purchased this for my wife for our upcoming anniversary and she is in love with it! The presentation was incredible but mostly the quality of the Ring itself is second to none. I would urge anyone who is thinking about placing an order from this company to do so and confidence.

Brian

Jul 3, 2018



Verified Purchase

### Love Mene! This was the perfect gift!

I ordered this ring for my wife for our anniversary and Mene could not have been more prompt and professional to deliver in time! My wife loves the ring and the value is just incomparable! I will certainly be ordering from Mene for every big occasion! Thank you!

Juliana

Jun 26, 2018



Verified Purchase

### Glowing Gold!

This ring is very comfortable and feels so smooth on the finger! I love the Mene finish (as compared to the polished finish) because it is the bright yellow color which matches my 24K gold Chinese jewelry. I can now tell my husband that I am investing, not just

Dawn

Sep 25, 2018



Verified Purchase

### Such a great charm

The "Suits Dice Charm" is absolutely amazing. Can't wait to buy some more! Love the quality and value.

Sergio

Aug 29, 2018



Verified Purchase

### Love Mene Concept

I really think you are innovating the gold market and make it easy for people to invest in gold, while they buy timeless jewelry.

Michael

Jul 3, 2018



Verified Purchase

### Perfect gift for trip

Got this for my significant other to start a fun trip in Vegas. She loved it. Though the charm is small, 24k gold is very dense. The suit impressions seem shallower than in the picture but they still look squared off and great.

Tammy

Aug 23, 2018



Verified Purchase

# MANAGEMENT & BOARD



**ROY SEBAG**

**CHAIRMAN & CHIEF EXECUTIVE OFFICER**

Roy Sebag is an investor, entrepreneur, and writer. He has enjoyed a successful 15 year career in diverse industries ranging from technology, precious metals, and investment management with a focus on making positive social impact through his business ventures.

Mr. Sebag is the founder of Goldmoney Inc. (formerly BitGold) which in less than three years has grown to 1.5 million customers and \$2 billion of precious metal and cryptocurrency assets. He is also an independent writer and scholar on the history of precious metals, money, and jewelry. The idea for Menē was conceived as a direct result of his extensive inquiry and writings about the global jewelry industry. Along with his friend Diana-W. Picasso, he hopes to create a paradigm-shift in how consumers view jewelry, restoring the ancient wisdom of jewelry as a store of enduring value.



**DIANA W. PICASSO**

**DIRECTOR & CHIEF CREATIVE OFFICER**

Diana Widmaier-Picasso is an art historian and curator specialized in modern and contemporary art. She holds a master degree in Art History (Paris-Sorbonne) and a master degree in business law (Paris-Assas). She is the author of the forthcoming catalogue raisonné of Pablo Picasso's sculptures.

She has curated major exhibitions such as "Picasso and Marie-Thérèse: L'amour fou" (Gagosian Gallery, New York, 2011), "Picasso.Mania" (Grand Palais, Paris, 2015-2016), "Picasso's Picassos: A Selection from the Collection of Maya Ruiz-Picasso" (Gagosian Gallery, New York, 2016-2017), and "Desire" (Deitch Gallery, Miami Basel 2016).

## MANAGEMENT AND BOARD



SUNJOO MOON  
CREATIVE DIRECTOR

Sunjoo Moon is an acclaimed designer, multifaceted creative director and established presence in the international fashion realm. Her accomplishments, which include chief designer roles at European couture houses and storied accessories brands as well as lead creative positions at ready-to-wear companies in the US, are decidedly diverse, unique and global.

Sunjoo's work has been featured in leading fashion publications including Women's Wear Daily, Elle, InStyle, Lucky, The Los Angeles Times and Angeleno. Her creations have been worn by celebrities, artists and personalities across the continents. Today, she brings a wealth of experience and her international expertise to the world of Menē.

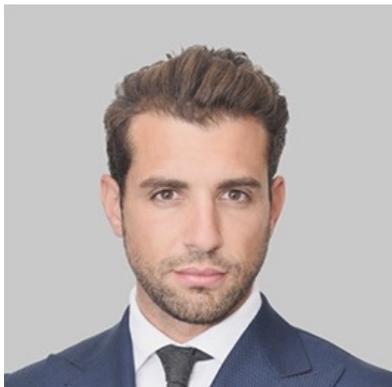


JACQUELYN HUMPHREY  
CHIEF OPERATIONS OFFICER

As Chief Operations Officer of Menē Inc., Jacquelyn oversees all divisions of the business including: Design, Manufacturing, Logistics, Customer Service, and Marketing.

Jacquelyn previously held the role of Director of Global Communications for Goldmoney Inc., where she led investor relations and oversaw external communications for all divisions of the Goldmoney business. Prior to Goldmoney, Jacquelyn served as a communications strategist at Edelman, a leading global communications firm that partners with many of the world's largest and emerging businesses, where she advised consumer and enterprise technology clients across a variety of sectors and specialized in financial technology. She holds a BA in Sociology from the University of Western Ontario, and graduated Summa Cum Laude with a 2nd BA in Marketing Communications from Columbia College Chicago.

# MANAGEMENT AND BOARD



**TOMMASO CHIABRA**

**DIRECTOR**

After earning a degree in Communication from IULM University of Milan (Italy), Mr. Chiabra went on to found a series of successful ventures in the event marketing, maritime, and luxury goods sectors. In 2010 he founded World Wide Events where he produced luxury events for companies such as Persol, Luxottica, and Formula One. In 2015 he founded Royal Yacht Brokers, which has become one of the leading luxury yacht-rental services in the world brokering nearly 2,000 mega yachts for charter worldwide.

He joined Menē in 2017 as both an early investor and consultant, with responsibility for strategic messaging, communications, and brand positioning. He is also an Advisory Board Member of the United Nations Children’s Fund (UNICEF) and is an active philanthropic supporter of The Foundation for AIDS Research (amfAR).



**JOSH CRUMB**

**DIRECTOR**

Mr. Crumb is a co-founder of Goldmoney Inc. and has served as its Chief Strategy Officer and Director since 2014, and its Chief Financial Officer since 2017. Mr. Crumb was previously an Executive Director at Goldman Sachs - the Senior Metals Strategist in the Global Economics, Commodities and Strategy Research Division in London; a co-founder and Chief Financial Officer of Coffee Flour, and a Director of Corporate Development at the Lundin Group of Companies. Mr Crumb holds a Master of Science in Mineral Economics, a Graduate Certificate in International Political Economy, and a Bachelor of Science degree in Engineering from the Colorado School of Mines.

## MANAGEMENT AND BOARD



**SHIREEN JIWAN**

**DIRECTOR**

Shireen Jiwan is the founder and CEO of Sleuth, the leading brand consultancy at the intersection of luxury, lifestyle and technology. Named in part for Shireen's signature discrete working style, Sleuth's strategy work is behind some of the world's most influential brands, including Microsoft, Amazon, Netflix, Ralph Lauren, Rolex, DeBeers, Creative Artists Agency, Harry Winston, Xbox, PepsiCo, Target Style, The Coca Cola Company and others.

Prior to Sleuth, Shireen held senior strategic planning positions at agencies WPP, Ogilvy & Mather, and Fallon Worldwide. Her breakthrough agency planning work resulted in a myriad of awards including Cannes, Effie, Clio One Show (Gold) and D&AD. Most recently, Shireen served as Chief Brand Experience Officer where she re-activated the long-dormant fashion brand by drawing a new generation of loyal fans.



**MICHELE ASHBY**

**DIRECTOR**

Michele Ashby is Principal & Founder of Ashby Consulting Enterprises LLC. (ACE LLC.), where she uses her extensive corporate, executive and entrepreneurial experience in corporate strategic planning, career coaching, financial and business advancement, investor engagement, organizational development, evaluation and analysis, marketing, branding and communications to help professionals realize their market and growth potential. Michele is an engaged independent director with 17 years of corporate board experience on four public boards. She also serves as an Independent Director for McEwen Mining Inc. (MUX:NYSE).

## MANAGEMENT AND BOARD



**ANJA RUBIK**

**INVESTOR & CAMPAIGN CREATIVE DIRECTOR**

Polish born supermodel Anja Rubik has been at the pinnacle of her industry for 18 years. She has featured in ad campaigns for the most notable houses that included Chloe, Gucci, Chanel, Valentino, Estee Lauder, Versace and YSL. She has become one of Karl Lagerfeld's most recognizable muses and helped launch the career on new Saint Laurent Creative Director Anthony Vaccarello, where she continues to be the inspiration behind his designs.

As founder and editor-in-chief of her own annual Magazine, *25*, she became a creative force showcasing artists and photographers from around the world. Contributors to the magazine include Inez van Lamsweerde and Vinoodh Matadin, Marina Abramovic, Araki, Woodkid, JR, Carsten Holler, Hedi Slimane and Daniel Arsham. End of 2014 Rubik designed and launched her own fragrance "Original by Anja Rubik," and continues to successfully run the label as a private enterprise selling across the world.



**BRAD SZELA**

**V.P. MARKETING**

Brad Szela is Vice President of Digital Marketing and Engagement where he is responsible for all elements of digital marketing.

Brad has almost two decades of design and marketing experience. Before joining Menē, Brad spent over a decade as an independent designer and marketer, working for a broad array of for-profit and non-profit clients. Brad brings a wide array of experience to Menē, allowing him to manage a variety of projects outside of the traditional scope of digital marketing.

# INVESTOR RELATIONS & PRESS CONTACTS

## Menē – Corporate Press Office

6 Place Vendôme, Paris, France – Paris 75001

[press@mene.com](mailto:press@mene.com)

## Menē – Public Relations Contact France

Daniel Alfredo, KARLO OTTO PARIS

[daniel.alfredo@karlaotto.com](mailto:daniel.alfredo@karlaotto.com)

## Menē – Public Relations Contact North America

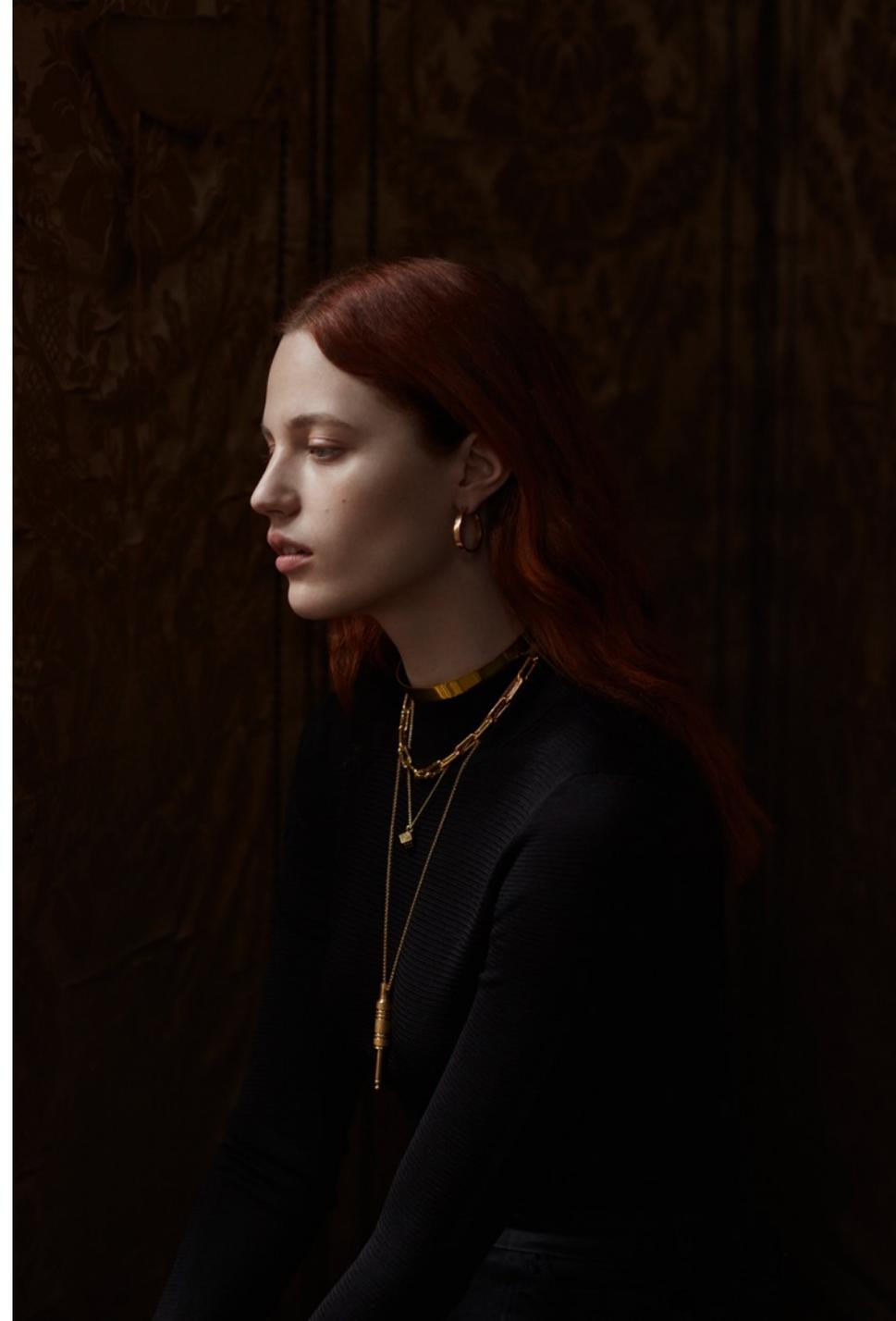
Brent Fisher, KARLO OTTO NEW YORK

[brent.fisher@karlaotto.com](mailto:brent.fisher@karlaotto.com)

## Menē – Investor Relations

Jacquelyn Humphrey

[investor@mene.com](mailto:investor@mene.com)



# REFERENCES

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