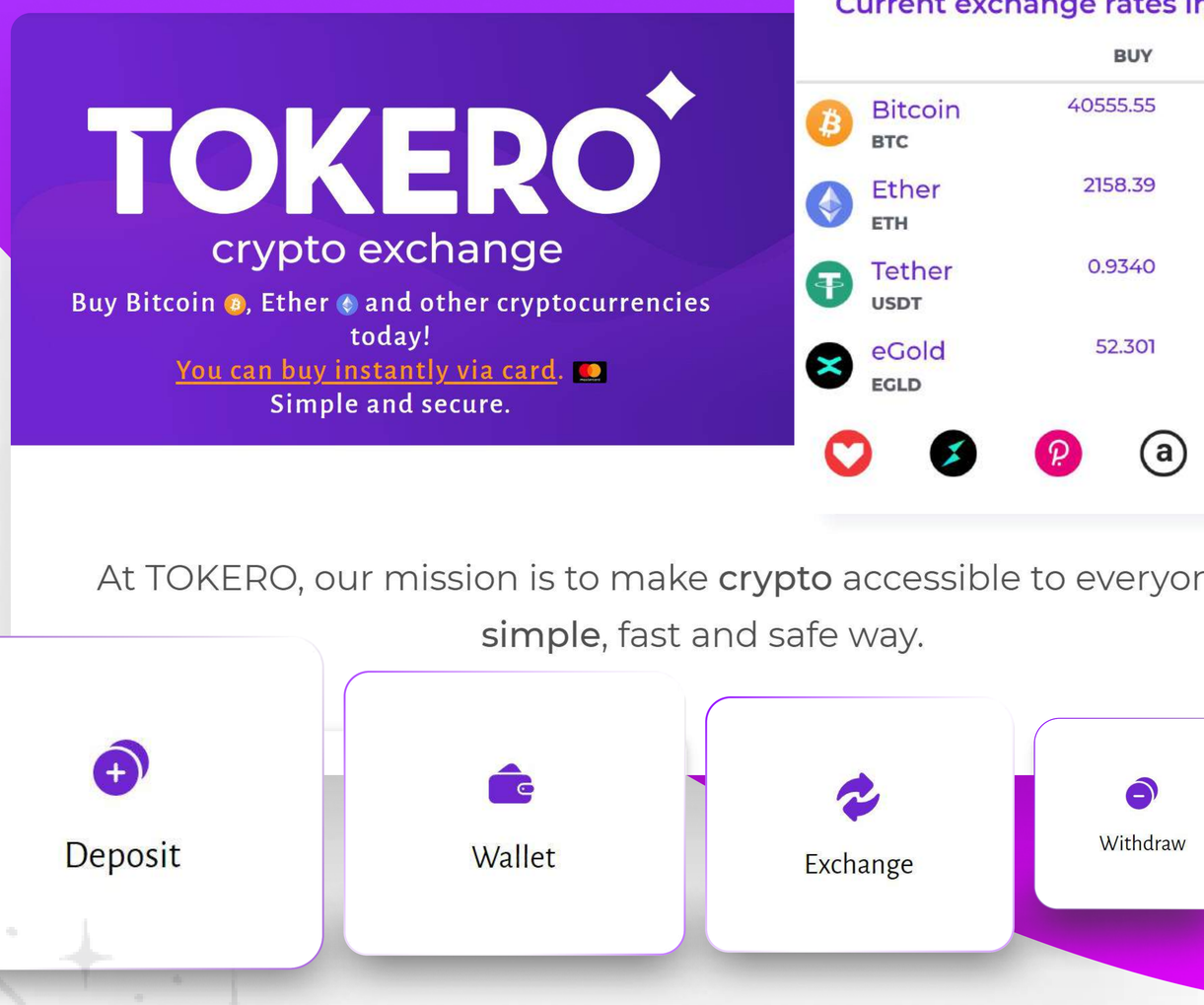
TOKERO

Next-generation crypto exchange ecosystem optimized for accelerated adoption & enhancing global financial literacy

Pitch Deck - Sep 2024

Introducing a cutting-edge crypto exchange ecosystem, designed to revolutionize the way we trade digital assets. With advanced features, enhanced security, and user-friendly interface, it's poised to drive rapid adoption in the world of cryptocurrencies.

On top of that, you will find the coolest program for ambassadors with the aim of discovering the new generation of web3 specialists, the mentors for a more financially educated and happier world.



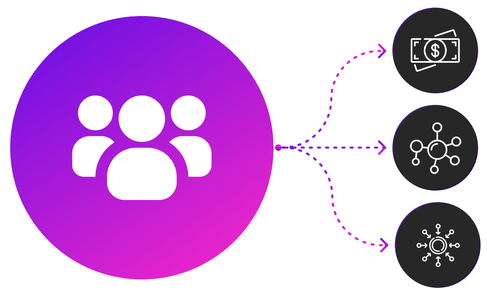
The Name

TOKERO

TOKEN + ROUTE

TOKERO (coming from TOKENS + ROUTE) is the **ROUTE** (the journey) of TOKENS **from cash to digital value** and the route of "explorers" (the crypto people) to financial freedom and independence.

On the **technical part** we are an aggregator of 3 different financial worlds: **cash, centralized and decentralised** with the community in the center.



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Who We Are?

TOKERO is fundamentally a cryptocurrency exchange, founded in 2017. It won the award for the **Best Exchange in Romania in 2023** and has evolved over the past six years into a complex business ecosystem, which will be detailed in the following slides. At the core of our ecosystem is the community, playing a major role.

Our motto: ***TOKERO*** *is not just an exchange with a community, but a community with an exchange. From the beginning, we have been very close to our* ***community*** *and take pride in this.*



"Our platform is optimized for accelerated adoption, offering seamless, secure, and efficient transactions."
Marius Morra - CEO

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Mission and Vision

At TOKERO, we aim to significantly increase the number of people who are financially educated. We strive to create and integrate the new generation of web3 specialists into their careers by revolutionizing the way financial education is conducted.

We use the most modern and attractive tools and technologies, including cryptocurrencies and blockchain. Financial education has a major impact on people. Financially educated individuals can manage their resources more efficiently, reduce financial stress, plan their future confidently, avoid scams, and contribute to a more stable and prosperous society.

At TOKERO, we help users evolve in their careers from beginners to professionals, entrepreneurs, and even investors by providing them with a real technical and business ecosystem. Unlike most projects, we offer not just education but also career opportunities



How we operate:

The Classic Style Of Doing Business

Problem

Solution

Team

Platform

Users

Results mostly financial

The TOKERO Way

Problem

Solution

Team

The platform becomes a 360 ecosystem with the users in the middle.

Users become a community that we help to evolve from simply users to ambassadors, professionals, entrepreneurs and investors

Super TOOL - TOKERO Level Up Token, educational and career token

Results become compound results

**Compound results become a Mission with a real impact:
evolved and financially happier people!**

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Problem

- **Poor financial education** globally, especially in Europe and Romania.
- Difficult access to traditional financial instruments.
- Increasing complexity of trading platforms.
- Lack of adequate career training systems.
- Absence of trustworthy mentors.
- Dispersed communities.
- Lack of certification/accreditation methods for web3 experts/ mentors.
- No methods to measure the real impact of those active in this field.

Financial Literacy Around the World



CRYP2NOVA

Financial Literacy in Europe



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Our Solution

A complex business ecosystem (360 degrees) and an education and career program where you can develop as an individual from a simple beginner user to a professional, entrepreneur, or investor.

The central tool of the ecosystem is the
TOKERO Level Up TOKEN

TOKERO
ecosystem

Crypto Exchange

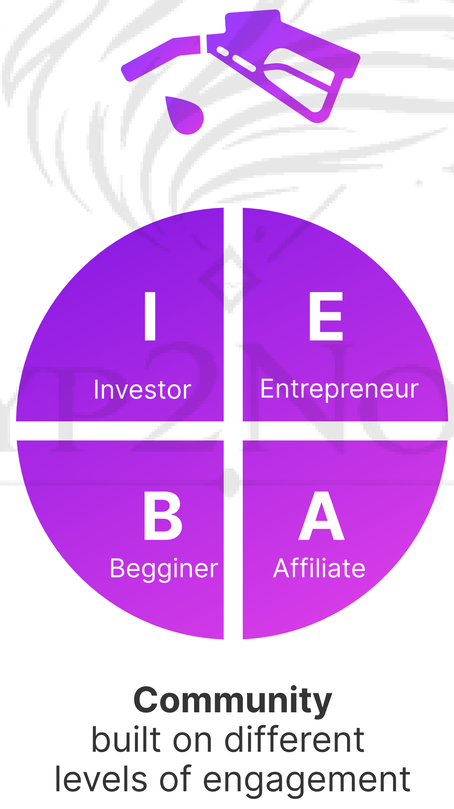
Safe begginer-friendly crypto exchange platform allowing easy transfers between cash and cryptocurrencies.

Platform as a Service

White label and franchise solution for entrepreneurs

Crypto Spots

Crypto exchange offices that ensure full support for your transfers, safe and fast exchanges. Say goodbye to Crypto ATMs!



Community
built on different
levels of engagement

Venture Capital & Hub

Incubation and acceleration for the top projects in the crypto ecosystem

Launchpad

An opportunity for startups and early projects to raise money while users can invest and gain equity in innovative projects.

TOKERO Academy

Learn to earn
Education and Career platform

TOKERO Level Up Token

The fuel of the entire ecosystem

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Past, Present and Future

With the publication of the Bitcoin White Paper in 2008 by Satoshi Nakamoto, a new class of digital assets was born. Blockchain has become Internet 2.0, Bitcoin has become Gold 2.0, and cryptocurrencies are the money of the future.

Thus, both we and future generations need to LEVEL UP in the digital future. Adapting to the new reality becomes mandatory for those who want not just to survive but to thrive. Recent studies show that young people, and not only them, are interested in investing in cryptocurrencies, preferring them over other traditional investments.

Money is changing, and new opportunities are emerging, so at TOKERO, we are reinventing Robert Kiyosaki's classic "Cashflow Quadrant" into Cashflow Quadrant 2.0. Through this, we facilitate education, professional training, and investments under the umbrella of an education program named “**LEVEL Up 2024-2028.**”



Robert Kiyosaki classic Cashflow Quadrant

E Employees	**B** Business Owners
S Self-Employed	**I** Investors

TOKERO Level Up Cashflow Quadrant 2.0



VC member
Launchpad Projects
Investor
TOKERO Investor for %

Crypto Spot owner
Course launch /
Content creator

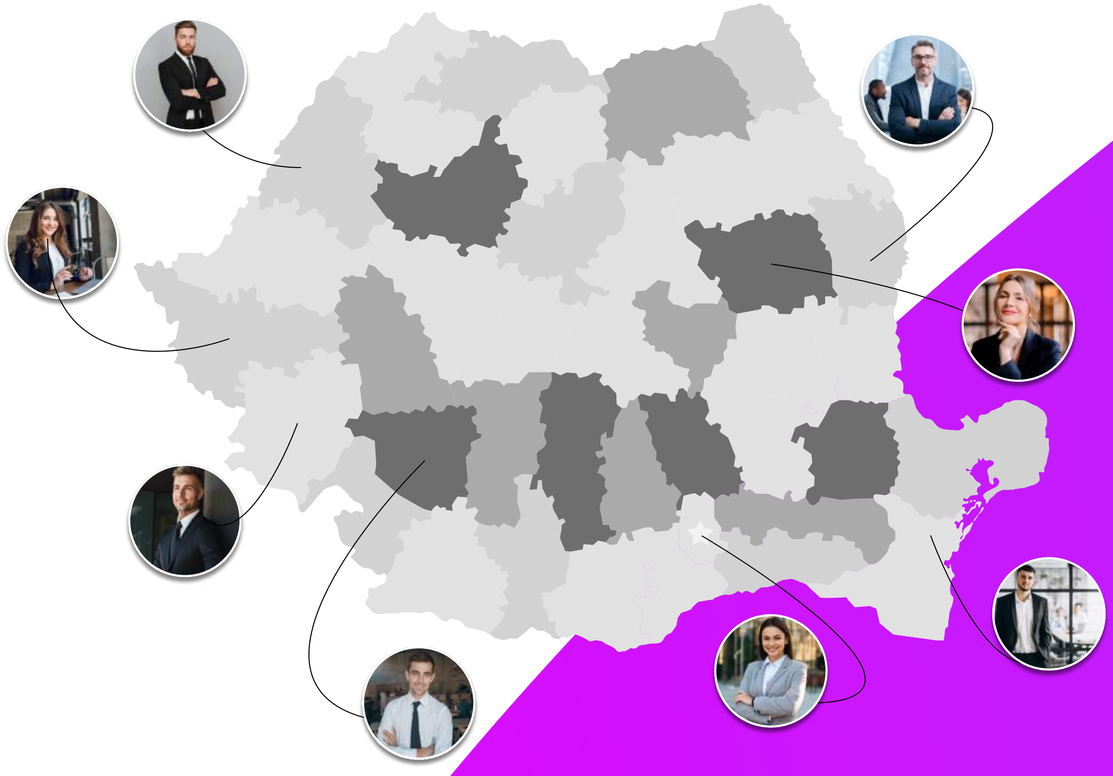
I Investor	**E** Entrepreneur
B Begginer	**A** Affiliate

Basic level crypto course
New Account
First Trade
Quiz solved

Counselor
Ambassador
CityManager
Crypto Mayor
Governor
Vicepresident
President

This program is based on another innovative and attractive tool, our own utility token, the educational and career-oriented **TOKERO Level Up TOKEN**. We emphasize career because we desire real impact, not just education, but also career integration for experts trained in the program.

At the heart of the career program will be "The Crypto Mayors," the TOKERO representatives in the field and the most important ambassadors of our mission.





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Why financial education through a crypto token?

Globally, the adoption and access to the crypto world compared to classic stock exchanges are radically higher in a much shorter period for at least three reasons:

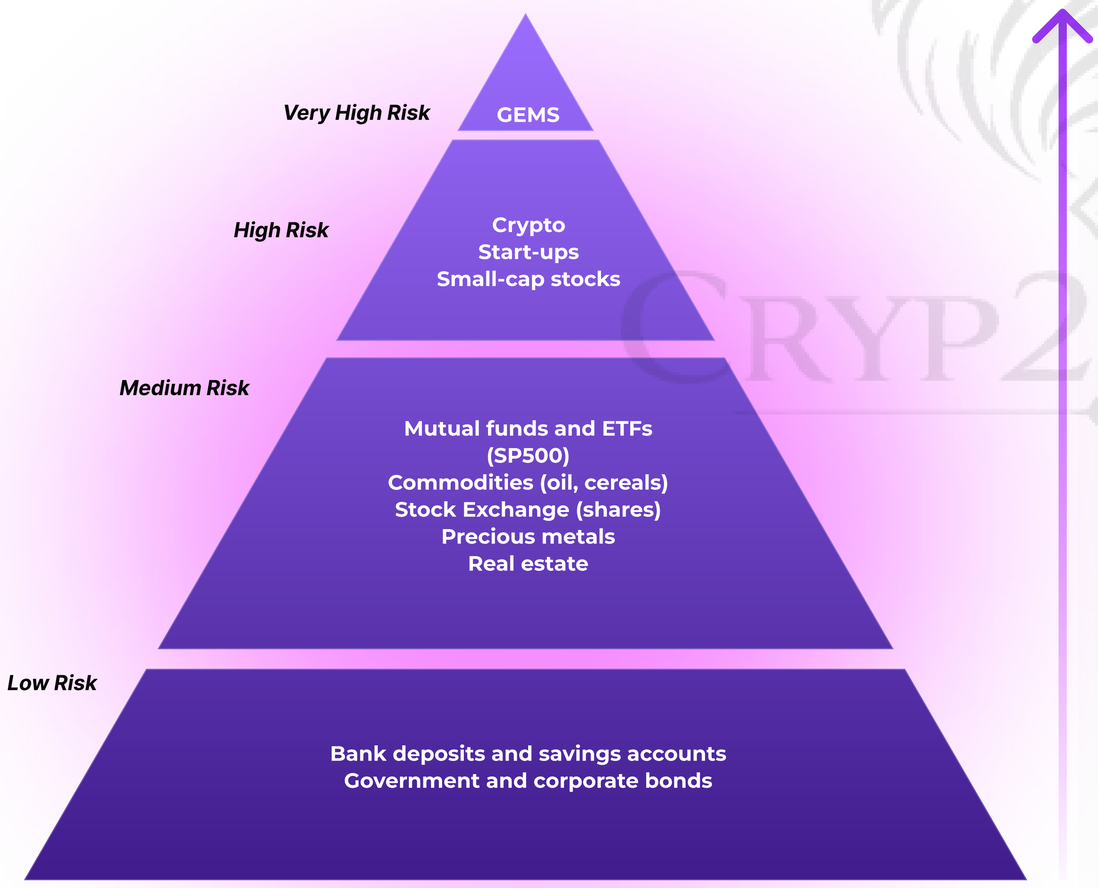
- Simpler platforms and reduced need for technical knowledge;
- The possibility to invest very small sums with high return potential;
- Greater attractiveness of crypto investments due to their speculative nature (we acknowledge) and higher volatility.

Just as we learned to use computers through games as children, we educate ourselves and learn about investments through crypto.

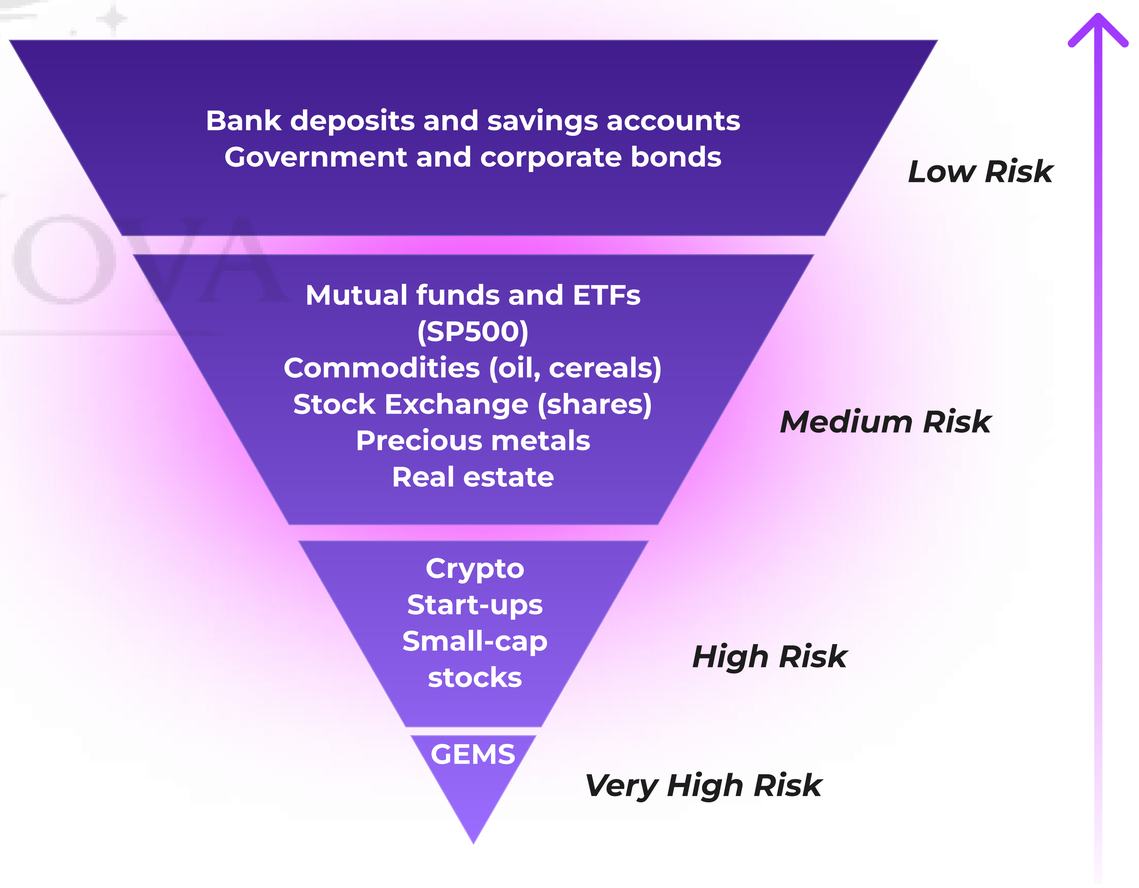
The conclusion is that investment education through the “cryptocurrency tool” is easier and more attractive. As a result, users almost imperceptibly enter the investment universe through simple actions and small investments, learn to create an account, fund it, make their first trade, and also face their first positive or even negative emotions, which are fundamental in every investor's financial journey.

Old Way of investing versus the new trends

Old Way



New Way



Starting wth Low-risk investments
Diversify later with Medium and High-risk investments

Starting wth High-risk investments
Diversify later with low and medium risk investments

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Investing in Cryptocurrencies compared to Stocks

Stocks

- Slower than the cryptocurrency market
- Time-varying operability
- Caters to a local audience

Crypto

- Acts nearly ten times quicker
- Works around the clock
- Captivates a global audience

Moreover, reality shows that many of them fall in love with the crypto field, with investing, and want to evolve in a crypto career, whether as employees, freelancers, or entrepreneurs.

Also, very importantly, as a result of the financial education acquired through crypto, investors realize that cryptocurrency investments are high-risk and subsequently begin to diversify their types of investments. They start with crypto because it's simple and easy, they educate themselves and diversify their portfolios like mature investors who can even become mentors for their communities.

Those who succeed are happy cases. Many others wish but fail for various reasons – lack of a community, lack of mentors, and lack of an adequate system in which to grow and develop.



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Educational & Career Program
Level Up 2024

Thus, the “LEVEL UP 2024-2028 Education and Career Program” was born, aiming to be the most comprehensive program of its kind, to become a global network of crypto professionals, and to distribute the best projects in the crypto ecosystem.
The “LEVEL UP 2024-2028 Education and Career Program” is structured on career levels according to the aforementioned Cashflow Quadrant 2.0.

Why “LEVEL UP 2024-2028”? Everyone avoids KPIs, and most Mission, Vision, and Values statements are generic, not SMART, and not time-framed.

We are not afraid of this, and we want to announce a **BHAG (Big Hairy Audacious Goal)**: **10,000,000** people enrolled in the program with an average impact of **1:10**, thus aiming to financially educate **100 million people** in the next five years!

Roadmap

2024



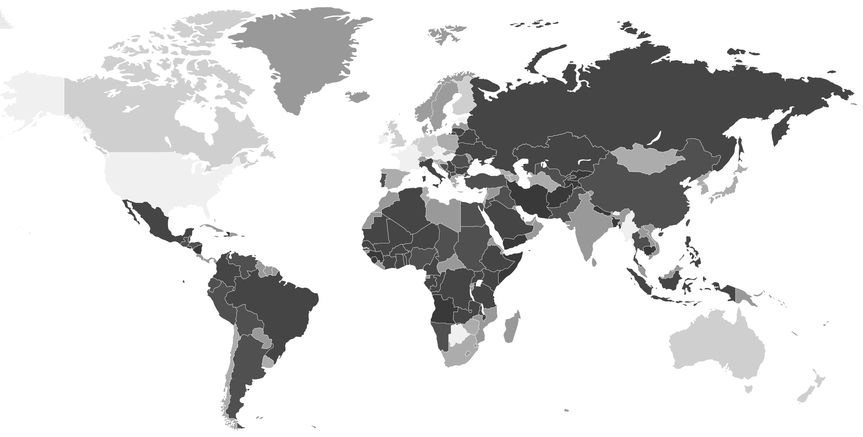
Romania

2025



European Union

2026



Worldwide

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Why Us?

TOKERO Highlights

- Over 150M EURO volumes traded
- The first in Romania that listed Elrond (MultiversX now)
- 4.5M EURO revenue generated
- Over 2M USDT raised in pre-sales for 5 projects on our launchpad - HUMANS.AI, WAM, BH.Network, Sense4Fit, Atlas NAVI
- 43000 clients
- 20 team members
- 1M EURO invested already in the scalability of the platform

2022 - 2023 Accomplishments

TOKERO goes from Start-Up to Scale-Up

2.5M Euro Revenue
75M Euro Volumes
15M Euro Valuation

yahoo! finance





TOKERO was entitled the market leader

TOKERO has been awarded the prestigious title of **“Best Crypto Exchange Platform in Romania”** at **Crypto Expo Europe**.

CRYPTO EXPO EUROPE

Benjamin Rameau, - Ex Director Binance Labs join TOKERO as Business Advisor

This incredible milestone reflects the tireless efforts and dedication of our team and the overwhelming support of our community.

Biz



Roadmap

2018
Launch, Craiova Office

2019
Upgrade to V2,
1st Crypto spot

2020
Elrond listing, Education program launch

2021
Rebranding to TOKERO,
Raised 500k Funding,
Raised over 2M through Launchpad for 5 projects

2022
Started scaling to France,
Raised 300k Funding from community, market leader in RO, Bucharest office

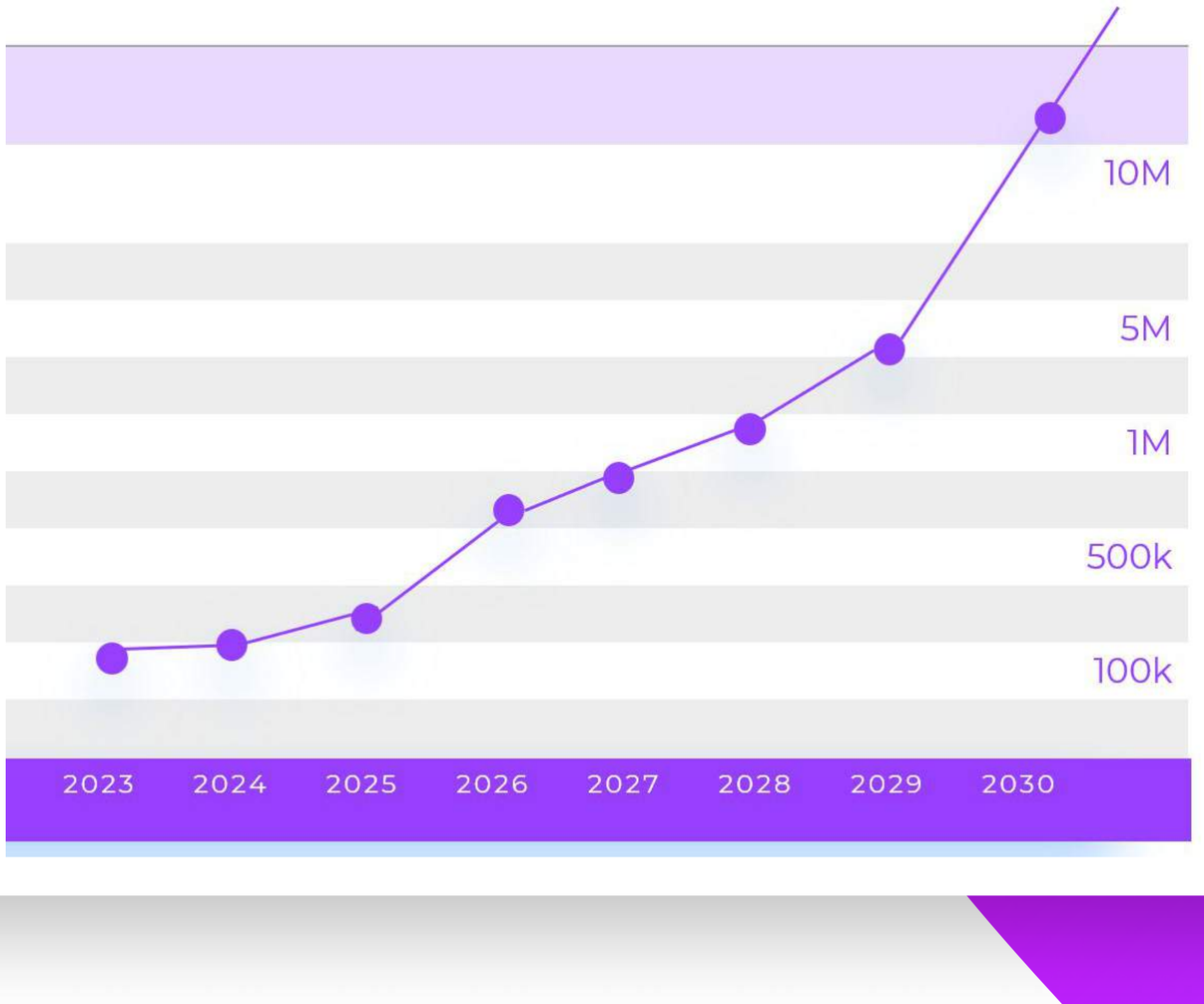
2023
Launch official Launchpad,
Doubled Romanian users,
Scale to France

2024
Expand to Italy and Spain

The end goal

One platform, every possible trading need

Growth/Adoption Goals



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Competition

Easy-to-use services

Cash to crypto (crypto ATMs, brick and mortar locations)

Crypto exchanges for PROS

Crypto exchanges for everyone

TOKERO

KUCOIN

BINANCE

SushiSwap

kraken

crypto.com

UNISWAP

PancakeSwap

Crypto to crypto online DEX- Decentralized Exchange

Complex services

Partners

Liquidity Providers

BINANCE

kraken

AscendEX

gate.io

KYC/AML Providers

Chainalysis

ondato

COVERY SOLVE FRAUD

OpenPayd

Banking Partners

NEXPAY

CLEARJUNCTION

Why competitors and not partners?

Level 1 integration: Base Offer

TOKERO aggregates the 5 most important CEXs via API and corporate accounts - users can buy from all of them in EUR, forgoing redundancies and time waste for intuitive UI and top-notch support.

Level 2 integration: adding DEXs

The integration process has already started with XPortal (Elrond Network) - users can buy tokens directly in EUR from TOKERO, raising efficiency even higher and turning tokens more accessible through fiat pair purchase options.

Level 3 integration: brick and mortar

The Crypto Spots activation (Crypto ATMs killers) expands our platform to physical exchange locations, implemented on a tried-and-true model used by giants like Western Union but with our own innovative twist: cash-to-crypto.



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Meetups

We are very proud of our community and our meet-ups.
The most memorable had a surprise guest: the one and only Ethereum founder **Vitalik Buterin**









Founders and Team

Marius Morra, CEO

12+ years of experience
Consulted and helped over 1500 entreprenurs

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marius@tokero.com

Sabin Simionescu, Co-CEO

Expert in 7 programming languages: Visual Basic 6, Pascal, Macromedia/Adobe Flash, PHP, VB.Net, especially C# and Solidity

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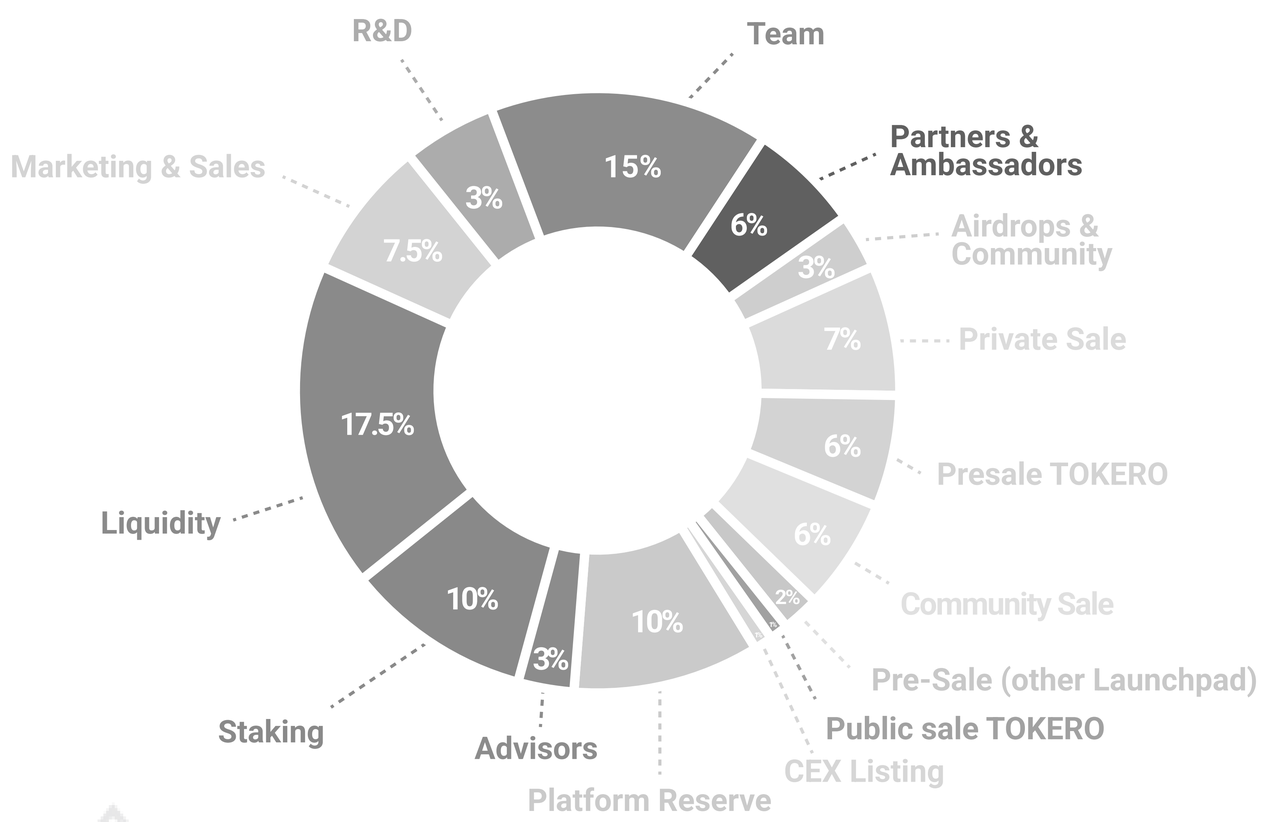


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TOKERO Level Up Token -Tokenomics

Ticker - $TOKERO

TOKEN SUPPLY
1 Billion



TOKERO Level Up Token *($TOKERO)* utility:

- Fee payment & Discounts
- Launchpad Priority & Discounts
- Token Staking
- Crypto Spots Licenses
- Community Benefits
- Education & Career
- Platform as a Service
- Venture Capital & Hub



Ammount		Price/Token	Discount
$500	**Goldfish**	0.05	0.00%
$1,000	**Shrimp**	0.05	0.00%
$2,500	**Crab**	0.05	0.00%
$5,000	**Octopus**	0.05	0.00%
$10,000	**Lobster**	0.0475	5.00%
$25,000	**Oyster**	0.0450	10.00%
$50,000	**Dolphin**	0.0440	12.50%
$100,000	**Shark**	0.0425	15.00%
$250,000	**Whale**	0.04	20.00%

Private Sale	**FEB+ MAR**	$0.020	**7.0%**	70,000,000	3	15% release every 3 months, 10% last release
Presale - TOKERO	**APR**	$0.025	**3.0%**	30,000,000	3	15% release every 3 months, 10% last release
Presale 2	**MAY**	$0.030	**3.0%**	30,000,000	3	15% release every 3 months, 10% last release
Community Sale	**JUN**	$0.035	**2.0%**	20,000,000	3	20% release every 3 months
Community Sale	**JUL**	$0.040	**2.0%**	20,000,000	2	20% release every 3 months
Community Sale	**AUG**	$0.045	**2.0%**	20,000,000	1	20% release every 3 months
Pre-sale (Other Launchpad)	**SEP**	$0.050	**2.0%**	20,000,000	10% at launch	25% release every 3 months, 15% last release
Public sale TOKERO (last call)	**30 SEP**	$0.055	**1.0%**	10,000,000	10% at launch	30% release every 3 months
CEX Listing - orderbook	**15 OCT**	$0.060	**0.5%**	5,000,000		
CEX Listing - orderbook	**JAN**		**0.5%**	5,000,000		
Platform Reserve			**10.0%**	100,000,000	10	20% release every 5 months
Advisors			**3.0%**	30,000,000	4	15% release every 3 months, 10% last month
Team			**15.0%**	150,000,000	6	10% release every 3 months
R&D Ecosystem dev			**5.0%**	50,000,000	5	15% release every 3 months, 10% last month
Airdrops			**3.0%**	30,000,000	3	10% release every month
Marketing & Sales			**7.5%**	75,000,000		5% release every month
Partners & Ambassadors			**6.0%**	60,000,000	4	10% release every 3 months
Liquidity			**17.5%**	175,000,000		10% release first month, 5% release every month
Staking			**10.0%**	100,000,000		4% release monthly first 12 months, 2% release monthly next 24 months, 1% release last 4 months
TOTAL			**100.0%**	**1,000,000,000**		

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Scan to Join The Crypto Universe

We are present on all social media platforms

Join our community

@tokerocryptoexchange

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All Services are available only to persons who are at least 18 years of age or are otherwise considered as having full civil capacity of their rights according to the applicable national regulations.

It is incumbent upon all Token Holders to understand and assume the risks associated with the use of Cryptocurrencies. It is further recommended to exercise a high degree of caution and assume responsibility for any decisions made in relation to any Cryptocurrencies – including the TOKERO Level Up Token ($TOKERO), bearing in mind that any actions taken shall be at your own risk.

Before purchasing tokens, you must consider the Purchase Terms and Conditions, and where necessary, consult with a lawyer, accountant, and/or tax professional, as appropriate. Furthermore, TOKERO reserves the authority to periodically update each of the Service Terms and Policies in accordance with the modification procedures stipulated therein.

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