

A LOOK LATERAL GROUP COMPANY



 LOOK LATERAL



SUMMARY



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A red and white Formula 1 car is shown from a front-three-quarter perspective, driving on a dark asphalt track. The car is moving towards the right, with its front wheels slightly turned. The background features a blurred landscape with trees and a fence under a warm, orange-hued sky, suggesting a sunset or sunrise. The text "toward the impossible" is overlaid in a white, serif font across the center of the car.

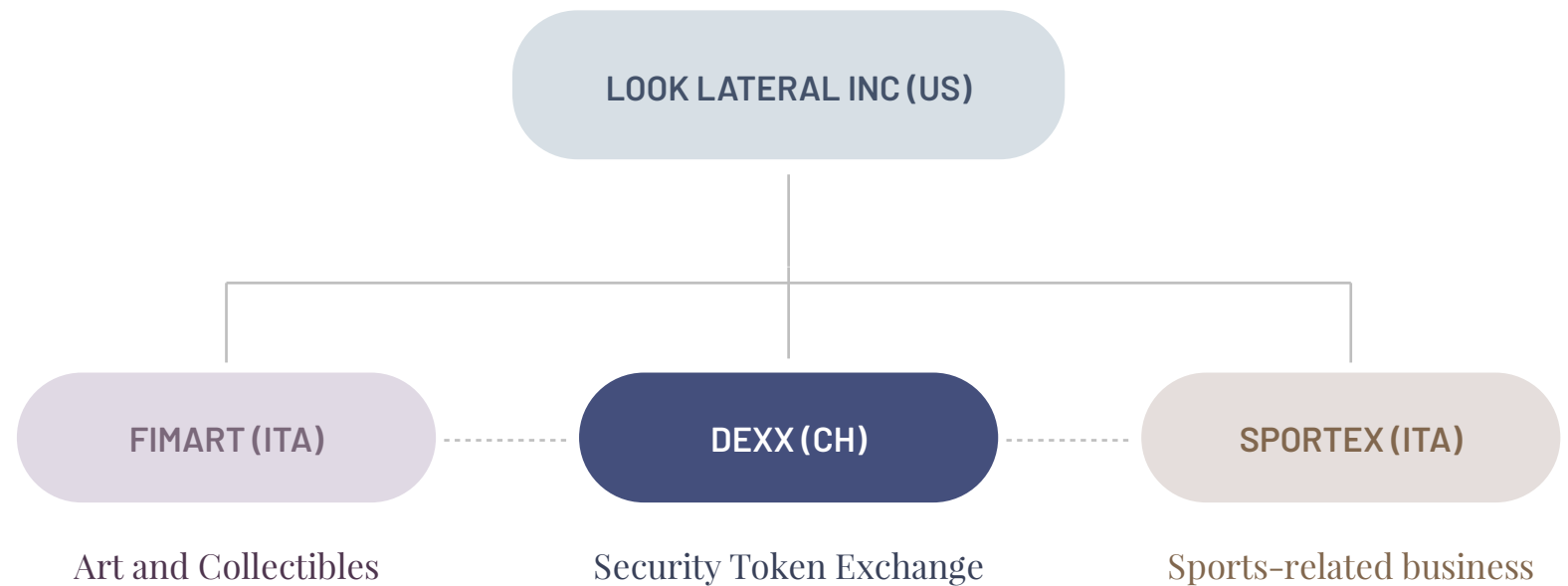
toward the impossible

1. Company Overview

The Group

Look Lateral is a group of Fintech companies active in the issuance and trading of tokenized artworks, sports rights and other alternative assets such investment funds. Each business division is currently run by a subsidiary of the Group, while all support functions are located at the Look Lateral parent.

DEXX is the core of the Look Lateral Group. This is the venue where all issuances and trading of security tokens occurs.



Our Mission

Our goal is to make available to financial intermediaries and investors a digital ecosystem through which they can better manage innovative investment opportunities, represented by new asset classes, whose market potential is, as of yet, untapped today.

An infrastructure that, exploiting the potential of blockchain, is able to dialogue with the systems currently used by operators, adapt to their needs and operate, where required, in white label.

Our ecosystem is designed to manage the entire life cycle of the token, from its creation to secondary market trading, taking care of security and legal compliance of transactions.



...and Vision

The Look Lateral ecosystem is adaptable to any asset, whether real and tangible, such as art, real estate or collectibles, or virtual, such as sports rights or financial products. There is no limit, then, to what can be traded and managed, thus expanding the boundaries of the marketplace, benefiting customers and traders alike.



2. Target Market

A growing opportunity in the tokenization space

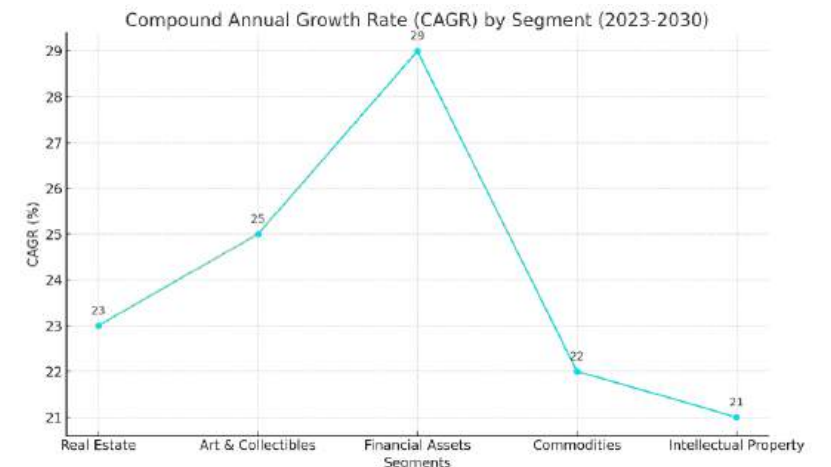
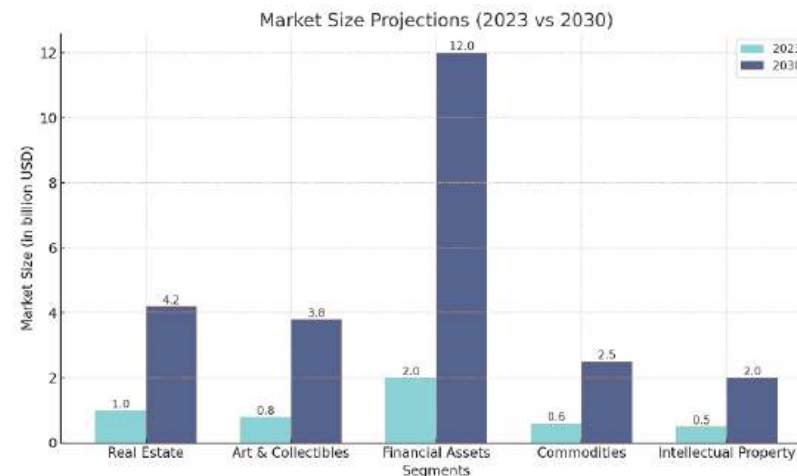
The tokenization market is on a robust growth trajectory reflecting the transformative impact of tokenization across industries **like financial services and real estate, enhancing security, liquidity, and efficiency.**

As we look to the next decade, the potential is immense, with North America leading adoption and Asia-Pacific poised for explosive growth.

With increasing venture capital investments and supportive regulations, tokenization is set to **redefine asset management and ownership.** Embrace the future of digital assets and capitalize on this unprecedented opportunity for growth and innovation.

The **Key Segments** of the Tokenization Market will be:

1. Real Estate Tokenization
2. Art and Collectibles Tokenization
3. Financial Assets Tokenization (stocks, bonds, derivatives)
4. Commodities Tokenization (gold, oil, etc.)
5. Intellectual Property Tokenization



Data source: Deloitte Insights, World economic forum, McKinsey & Company, Gartner, PwC, CB Insights



3. What We Do

What We Do

Our digital infrastructure resolves the management and diversification needs of traders and investors. DEXX tokenizes assets already in your possession to improve liquidity in addition to enabling the tokenization of third-party assets for investment purposes.



Asset Search & Collection

Our technology can securely and effectively tokenize any asset with a solid value and market



Token Design

Token design must fulfill the needs of the asset owner and the market, providing the token a secure and industry-compliant digital structure.



Tokenization Process

The contractual process by which the ownership of any asset is divided into digital certificates ("tokens") each representing a fraction of that asset.



Primary & Secondary Market Trading

Each liquidity pool allows investors to always be able to trade immediately, at a price decided by an algorithm on the secondary market.



4. How we do it

How We do it

The Look Lateral ecosystem operates primarily through its **Dexx digital platform**, the heart of the ecosystem and an already Swiss-licensed infrastructure that manages the tokenization phase of the asset, as well as the token minting and trading, in both the **primary and secondary markets**. The latter is also assisted by an innovative liquidity pool system which uses proprietary algorithms to ensure token liquidity and reduce price volatility.

The platform operates on a **hybrid blockchain** by combining select elements of public and private networks, which serves to preserve traceability and enforce the immutability of transactions to provide an optimal balance between efficiency and control.

How We do it

Our Capabilities





5. Differentiating Pillars

DEXX Pillars

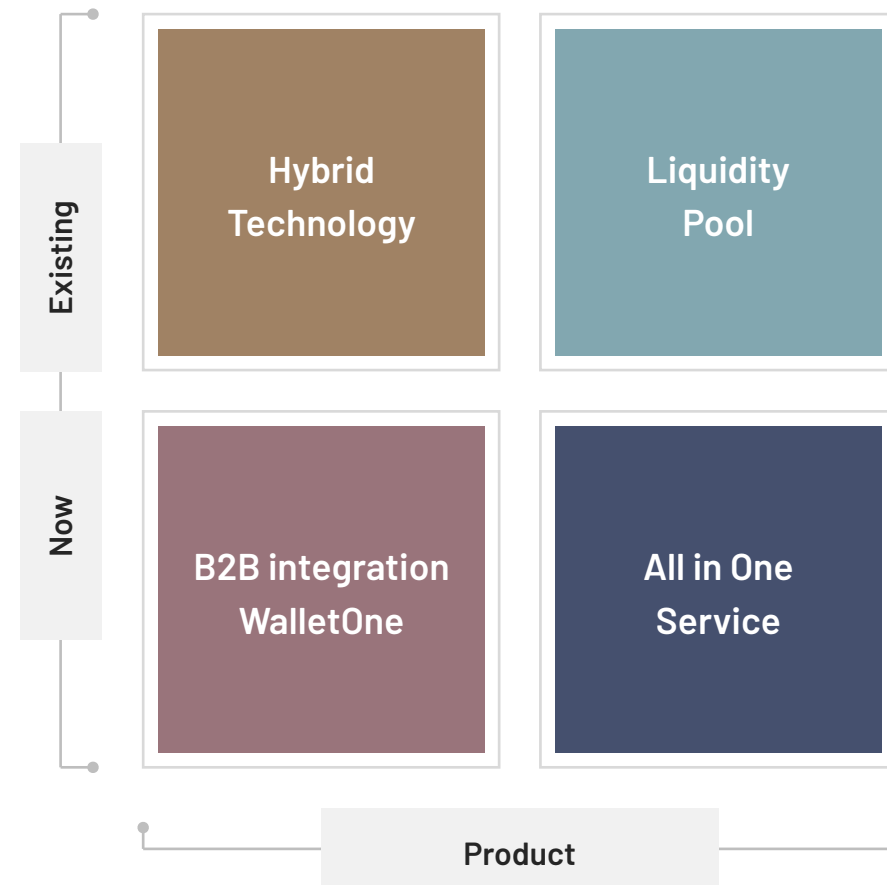
1 Hybrid Technology

2 Liquidity Pool

3 B2B Integration: Wallet One

4 All in One service

Look Lateral technological infrastructure is built on four main pillars, which sets the platform apart from other players.





Hybrid Technology

Easy to use with on / off
chain systems via interchain
patent.

- **Collaborative vs exclusive logic:** Agnostic integrated ecosystem capable of **dialoguing and interacting with all major public chains** and other private blockchains → blockchain of blockchains*
- **Extreme scalability** allowing up to 260+ million transactions per day with no network congestion Vs. the congested max ~1.5 million of ETH and ~11 million of BSC
- **Compatibility** and easy **integration** with all Banks Legacy systems (i.e. CRM, internet banking, etc.)
- **Possibility to easily support/prove GDPR and CCPA privacy compliance.** No privacy and other sensitive data is disseminated unless explicitly authorized, as opposed to ETH and BSC where on-chain data is exposed for all to see
- **Several "internal" authorization layers** and one final "external" level for notarization on public chains (BTC, ETH, BSC, NEO)

* DEXX is a pure hybrid blockchain ecosystem, not comparable with other projects claiming the same but being «public multichain» in fact



Hybrid Technology

PUBLIC BLOCKCHAIN

PRIVATE BLOCKCHAIN

HYBRID BLOCKCHAIN

FLEXIBILITY

Less flexible due to distributed open-source development environment.



Easier to incorporate new functionality due to a traditional development environment.



Flexible like Private blockchains due to a centralized development process. The ability to also connect to any Public chain makes them most flexible.



TRANSPARENCY AND SECURITY

Highly transparent. Proof of Work makes it very secure against takeover threats.



Secure but since not as widely distributed the security leverages other methods other than POW.



Depending on what type of data is being ledgered they are either very transparent (ledger to Public) or less so (ledger to Private).



SCALABILITY

The blockchain can scale in nodes but transactions per second (TPS) do not scale well. TPS can be very slow as with Ethereum.



Transaction speed is much faster than Public chains. Nodes scale but since fewer users by design there are fewer nodes.



Architecture can be modified to maintain the highest TPS capability. Ability to use Public chains makes them the most scalable.



INTEROPERABILITY

Limited interoperability to other chains public or private. They do allow other chains to write to their blocks.



Loch chains are not interoperable by definition. They do not integrate with others Public or Private.



They are interoperable by design being able to leverage either type of block chain based upon the business requirement.



GOVERNANCE

Governance is public and slow as it is open-source software.



Governance is tight and efficient though much less transparent.



Governance is similar to Private chains with the ability to leverage the governance of Public chains as needed.



COSTS

Gas can be very expensive. Even if you could transact at high speed (1000s of TPS) it could be too expensive to do so.



Depends on platform but typically much less expensive than Public. Private chain peak fee is \$xx per Txn while Ethereum peak fee is \$yy per txn.



Similar to Private chains except they can shop for the best TPS rates and ledger accordingly if transparency is required.



POWER CONSUMPTION

Mining new blocks to support POW requires massive amounts of electricity.



Low power consumption because POS and PO? are typically used and much less processor intensive than POW.



Similar to Private with option to write to Public when transparency is required. Can write small blocks to prove data stored privately for a lower overall cost.





Liquidity Pool

Our system includes proprietary algorithms that can dramatically increase liquidity when applied to the secondary market.

For each traded instrument we will allow both the token issuer and our investors to decide whether to use an **automated market making system** (AMM) or a more **“traditional” order book system** to trade on the secondary market. Our infrastructure supports both solutions.

LIQUIDITY POOLS are essentially made of:

- A certain **amount of tokens**;
- A corresponding **amount of FIAT currency or stable coin**.

These two amounts are linked by a formula which determines the price at which each transaction against the pool will be executed

LIQUIDITY POOLS MAIN ADVANTAGES:

- Immediacy
- No price gaps
- Low operation costs
- Fees become rewards



B2B Integration

White Label Tokenization Ecosystem

Building a consistent and circular market

POSSIBLE APPLICATIONS

- **Banks:**

- Banks will mainly act as an issuer and tokenize alternative asset (i.e. funds, club deals, art collection, etc) to be sold to their customer;
- Banks will be able to make existing assets on the DEXX Platform (i.e. issued by other banks or directly issued by Look Lateral).

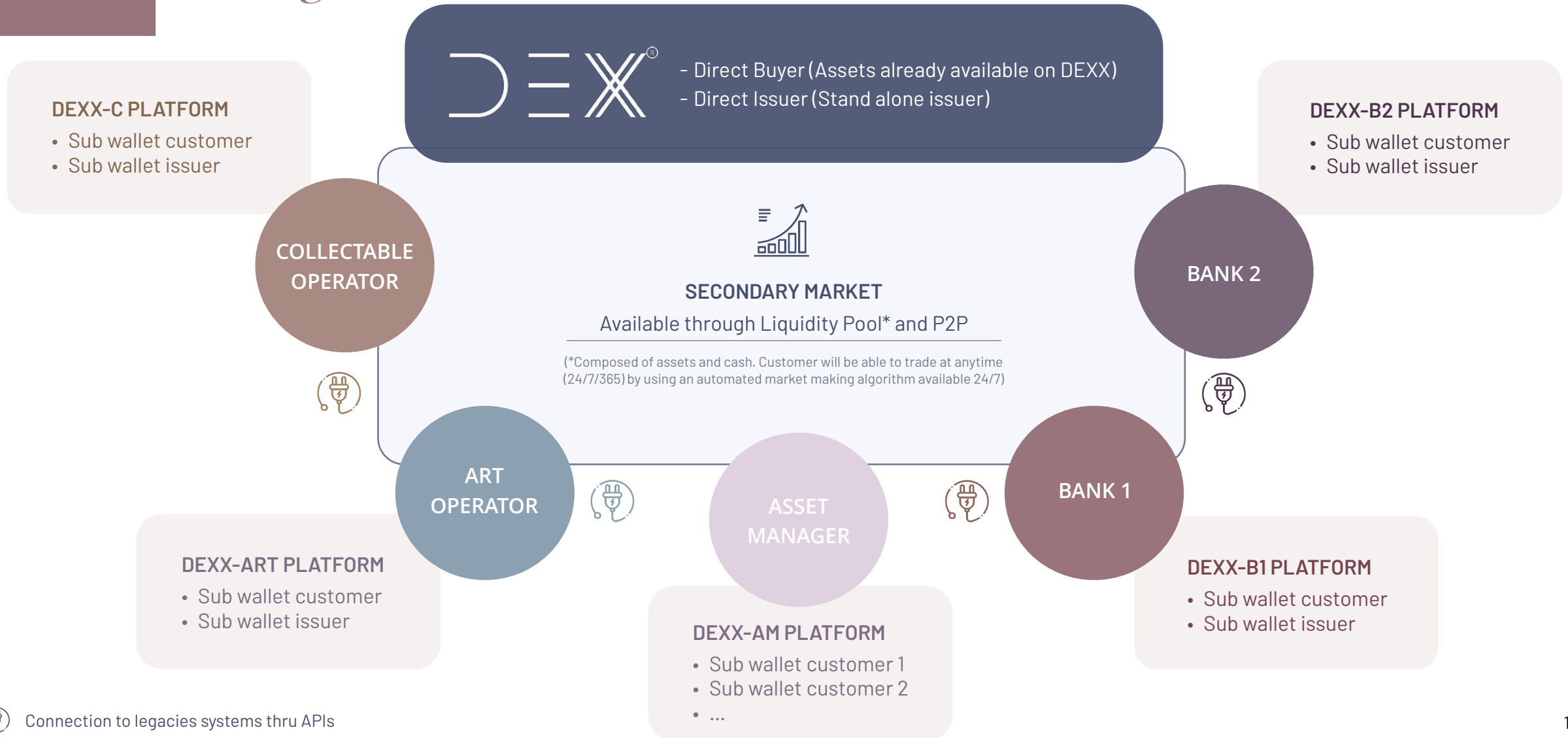
- **ART operators:**

- Auctioneer might act as an issuer selling both to Galleries and direct customers;
- Art galleries will act as issuers selling to direct customers and/or other galleries.



B2B Integration

White label tokenization ecosystem





All in One Service

An integrated system designed for banks and financial institutions to increase platforms volumes.

Our model has a holistic approach, which includes:

- Token **design**
- Token **issuance**
- **Primary market**
- **Secondary market** with both P2P and Automated market makers
- Token functionalities related to **underlying asset practice** and regulation
- **APIs** for a simple connection with bank's legacies systems
- **White label** platform



new token economy

6. The Business model

Available Operating Models

The DEXX platform adapts to any operating model adopted by the intermediary. It can be available as a stand-alone ecosystem or can be integrated directly into legacy systems through its individual components as APIs

Service Models



- Leverage of the **existing DEXX platform** "as a service"
- **Integrate DEXX** components into your own environments and systems

Business Models (Main models)



Tokenization of **available** assets:

- Funds
- Non-Strategic Assets
- Club deal
- Bond
- Equity

Tokenization of **innovative** assets:

- Art
- Real estate
- Sport Rights
- Pleasure assets and collectibles

The main "use cases" with the highest added value

| SERVICE MODEL | IMPLEMENTATION APPROACH | MAIN TYPE OF TOKENIZABLE ASSETS | MAIN BUSINESS FUNCTIONS INVOLVED | KEY VALUATION ELEMENTS FOR THE BANK |
|--|--|--|---|---|
| Adoption of the DEXX platform | <ul style="list-style-type: none"> • Plug & play model; • The institution, through APIs, incorporates the DEXX platform into its systems; • The customer will have a "seamless experience" without having the perception of migration between the institution's native environments and Look Lateral (seamless CX and UX consistent with the bank's Look & Feel). | <ul style="list-style-type: none"> • Funds • Bond • Unlisted Shares • Art • Sport Rights • Collectibles • Real estate • Club deal • ... | <ul style="list-style-type: none"> • Operation • Transformation • Digital • Legal • Compliance • Audit • IT • Data engineering • Wealth • Distribution • Marketing | <ul style="list-style-type: none"> • Turnkey approach that is quick and easy to implement; • The platform is made available in a "white label" mode; • Availability of Look Lateral's tech team; • Guaranteed interoperability. |
| Integrated Implementation of DEXX operating components in the institution operating systems (Front end and back end) | <ul style="list-style-type: none"> • The institution, through APIs, incorporates the operational components of the DEXX platform into its systems; • The institution calls up the APIs necessary for the tokenization processes and related functionalities (liquidity pools) integrating them into its front and back - end systems in line with its seamless Customer and User Experience. | | | <ul style="list-style-type: none"> • More time-and-budget intensive approach; • Deeper level of integration; • Availability of Look Lateral's tech team; • Guaranteed interoperability. |



7. The Team

Executive Team

The Look Lateral team is broad and diverse, encompassing prominent professionals in various target markets (art, sports, collectibles, finance, etc.).

The Group works with a legal team located across the United States, Europe, and Switzerland, as well as with a group of analysts and developers with specific expertise in blockchain, AI, and IoT.

The team is led by CEO Niccolò Filippo Veneri Savoia, who decided to launch this initiative inspired by the passion for art and fashion inherited from his mother - Maria Grazia Savoia - who was a well-known journalist. Niccolò took advantage of these competences with a "lateral thinking" approach.

Niccolò, in addition to taking care of institutional relationships, governs the development of the Group supported also by the strategic advisory of Andrea Viganò, former Country Head of Black Rock EMEA.



Niccolò Filippo Veneri Savoia

Founder & CEO



Joe Roets

Co-Founder



John Fiore

Head of Operations



Antonio Mele

Analytics & Finance Advisor



Manuela Ronchi

Executive Partner



Andrea Viganò

Executive Partner



Claudio Colombo

Executive Partner



Nicholas Thadaney

Executive Partner



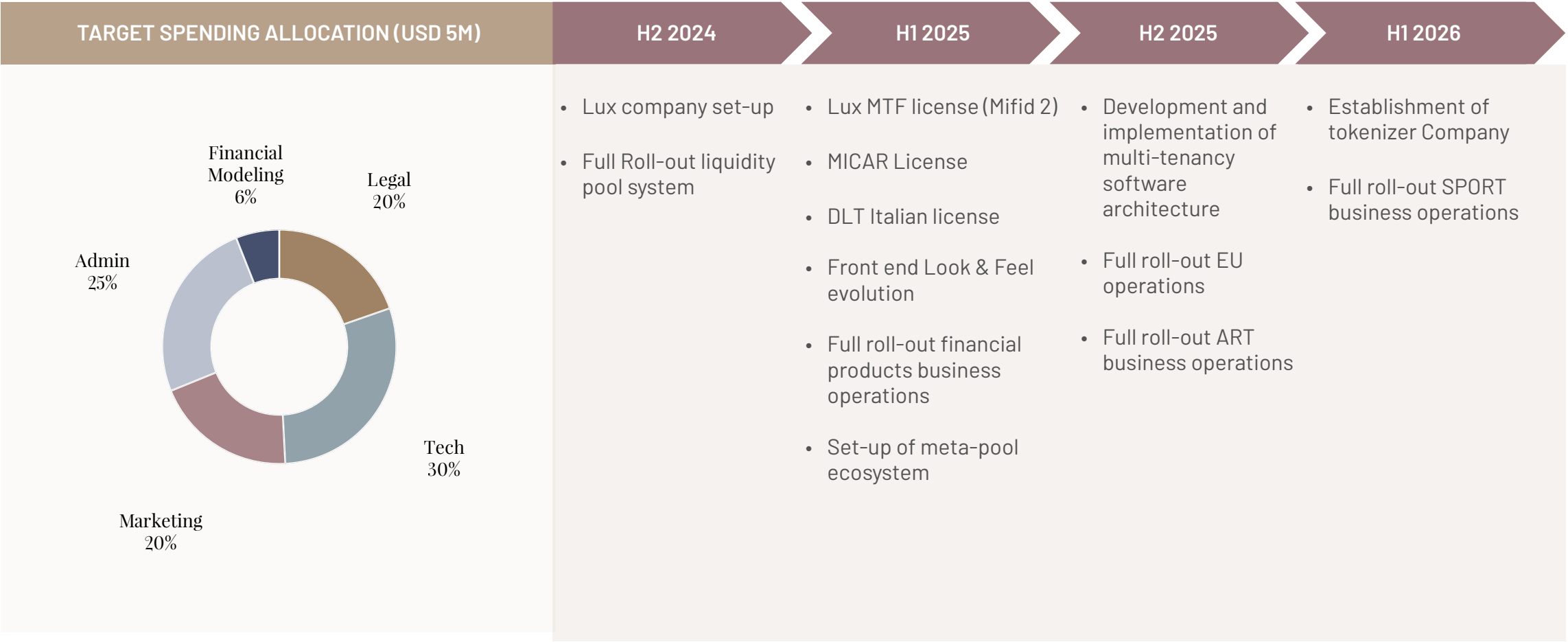
Mauro Coazzoli

Executive Partner



8. Strategic milestones

To date approximately **USD 5M** of seed capital has been raised by Look Lateral Inc. and used to develop the core technology, legal and commercial aspects of the ecosystem. The Group is currently in the middle of a **USD 5M investment round** and plans to enter the market in the group of first movers





9. Annex – Team details

Key people | Business Lines

Investment funds & Business Advisory



Claudio Colombo

With more than 20 years of experience in the world of finance and investment, through the company "Colombo & Partners" provides Look Lateral with professional advisory on the selection of funds being tokenized



Matteo Cerin

Having gained extensive business development experience mainly at JP Morgan and Muzinich, he combines his financial expertise with a distinctly entrepreneurial soul that ensures Look Lateral's strong attraction from high-standing investors

Sport Rights



Luca Ferrari

Senior equity Partner and Global Head of Sports at Withersworldwide. As a business lawyer with a wealth of experience in the international sports industry Luca provides Look Lateral with strategic advisory in the identification and grounding of sports rights tokenization activities

Art



Nicola Mafessoni

A former director of major international galleries, he heads Look Lateral's art department and is responsible for coordinating advisory and asset selection activities. Building on a long-established network, Nicola represents a qualified gateway to the best opportunities in the market



Lorenzo Rudolf

Former director of ART BASEL and creator of, among others, Art Stage Singapore, Lorenzo is a point of reference for the best fairs and galleries on the world stage. For Look Lateral, he is the project's "ambassador" to key players in the international art market and selector of its best assets.

Key people | Architecture

Technology



Joe Roets

He has gained more than twenty years of experience in the world of software engineering, becoming in the last decade a true global reference in the field of blockchain applications. Owner of several patents developed in this field, he makes available to the DEXX project all the technology required



Andrea Visconti

He's been working as an associate professor of cryptography at the University of Milan for more than 15 years. For Look Lateral he is Blockchain strategist in collaboration with Joe Roets for all technological applications and developments

Operations



John Fiore

John has more than 25 years of experience in roles across operations, finance, data science, loyalty marketing and supply chain management. He has held key roles in large companies like Starbucks as well as in tech startups and overseas positions in Italy and Japan. For Look Lateral, he is responsible for coordinating all operations



Gabriel Caorsi

Gabriel has decades of experience as both CFO and COO in different industries. For Look Lateral, he combined these two souls by bringing strategic value to the development of the project in close synergy with John Fiore



Tino Cennamo

A former Chairman of Ricordi SpA, Marketing Director of Apple Computer and SIAE Advisor, Tino is an experienced manager who has lived between Europe and the US. For LL Tino works as a strategic advisor for the development of the company and the analysis of potential new business verticals, such as, for example, that related to rights and authorial works

Liquidity Pools & Analytics



Antonio Mele

A prominent figure in academia, he is a Professor of Finance at Università della Svizzera Italiana and the Swiss Finance Institute after a decade at the London School of Economics. He has been a leading figure in the world of quantitative finance since many years and he is the co-inventor of fixed income counterparts to the equity VIX. At Look Lateral, he is responsible for the creation and development of the algorithms underlying the "liquidity pool" system



Matteo Prandi

He has more than two decades of experience in automation technology and software engineering, holding positions as CTO, Board Member and CEO. His passion for mathematics and finance led him to develop extensive experience in the blockchain and DeFi fields. For LL Matteo oversees software development and researches innovative algorithms to improve LP performance

Key people | Legal Department

Italy



Angelo Messore

A lawyer and Partner at LEXIA Firm, he follows the Financial Services and Fintech markets in depth as well as having extensive experience in Corporate & M&A. For Look Lateral, he coordinated all legal activities in the start-up phase and continues to assist the company also in relation to international activities



Pietro Ferrazzi

A lawyer at BCF Law Firm, Pietro is a professional who provides legal and strategic advice to innovative companies and start-ups. For Look Lateral, he manages contractual relationships between the group's various corporate entities and commercial relationships for the Italian market

Switzerland



Lars Schlichting

Attorney Partner at Lexify is founding board member of the Ticino Blockchain Technology association. For Look lateral he provided his expertise in the establishment of the subsidiary DEXX S.A.

United States



David Otto

Founder and managing Partner of the law firm Martin Davis in Seattle, with specific expertise in the blockchain and cryptocurrency worlds contributed to the Look Lateral project from the very first hour by establishing its U.S. parent



Matteo Daste

A partner at Mayer Brown Law Firm in San Francisco, Matteo is a consultant to major Silicon Valley fintech firms. For Look Lateral, he oversees business processes between the European and U.S. markets, where he oversees the legal aspects of digital infrastructure technology development

Luxembourg



Aurélia Viémont

Partner of CMS Law Firm, specializing in banking & financial services, provides expertise for Look Lateral Group in defining activities useful for the opening of the upcoming Luxembourg branch

Key people | Other Key Functions

Finance



William Kennedy

As a relevant figure in the field of corporate finance & accounting, he has consolidated his experience in such companies as Robert Rollins LLC and Bandai NAMCO. For Look Lateral he's been acting as a CFO consultant



Ufuk Ince

More than a decade of experience in the financial world as chief investment officer is now Partner & CCO of Eagle Harbor Asset Management in Seattle. For Look Lateral, he is in charge of investor relations in the U.S. market

Marketing



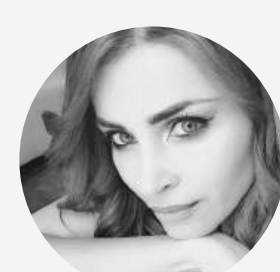
Vittorio Villani

With more than two decades of experience in financial services, he has served as chief marketing and distribution officer in financial international companies. For Look lateral, he coordinates marketing activities



Manuela Ronchi

In the world of communications since her early work experience and a major figure in the creation of innovative formats, today Manuela is CEO of Action Holding, one of Italy's leading communication and events agencies. Manuela is PR and communications advisor for the Look Lateral Group



Chiara Rizzolo

After a multidisciplinary experience as a hotel Art Director and Communication Manager, Chiara is specialized in creative contents shifting from Graphic Design to website architecture. Chiara takes care of the coordinated image of Look Lateral Group, the management of social channels and the graphic implementation of the web platforms



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