BRICKKEN

# Brand Identity Guidelines

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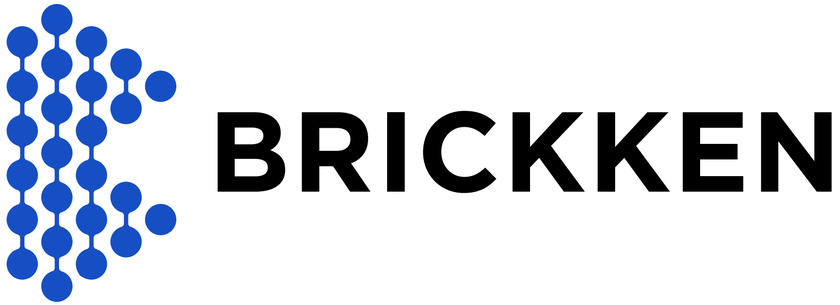
01

# Logotype

**LOGO**
COLOR SET




**DENIM**

R=22 G=79 B=195

164FC3

**BLACK**

000000





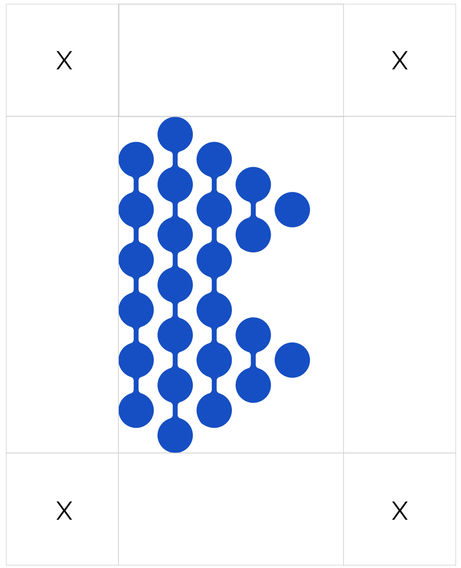


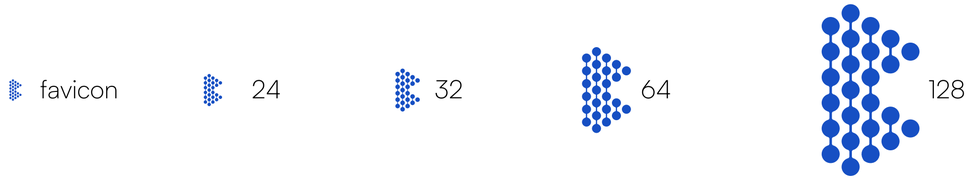
**INVERSE**



**LOGO**
SAFEZONE



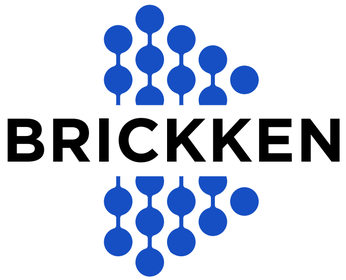

to calculate the minimum safe zone of the logo, you need to take a **third of the height of the sign**, it is recommended to use **two thirds or more** for placement from the edge of the layout or other blocks

**LOGO**

INCORRECT USAGE




























02

# Colors

**COLOR**
BASIC

## Bunting

# 1D2D50

R=29 G=45 B=80

## Royal Blue

# 4C82DF

R=76 G=130 B=223

White FFFFFF

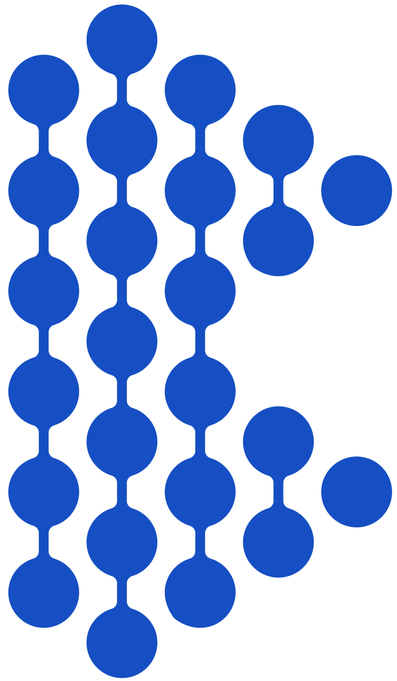
0597F2

8DBCFA

BFC9FC

86D2FB

000000



**DENIM**

R=22 G=79 B=195

164FC3

03

# Typeface

**TYPEFACE**
BASIC

Main Font

Satoshi

Font weight

Light Regular **Medium** **Bold** **Black**

Additional Font

*Times New Roman*

Font weight

*Italic*

Heading 100

**Heading 50**

Heading 40

Heading 34

Heading 28

Subtext 20 Subtext 18 Subtext 16

*Quotes 70*

04

# Illustrations

**ILLUSTRATIONS**
SET



GLOBAL



ACCELERATE

**ILLUSTRATIONS**
SET



MANAGEMENT



SYSTEM

**TYPEFACE**
BASIC

BRICKKEN

# Transforming Financial Markets *through* Tokenization

*Times New Roman*

Redefining access, **liquidity**, and **transparency** in financial instruments

At Brickken, we aim to **transform markets** by tokenizing financial instruments, making them more accessible, liquid, and transparent for businesses and investors worldwide.

Satoshi
Light

**Bold**

Medium

Regular



04

# Basics, Elements & Social

**BASICS**
GRADIENT

4C82DF

Gadient 1

BFC9FC

Gadient 2

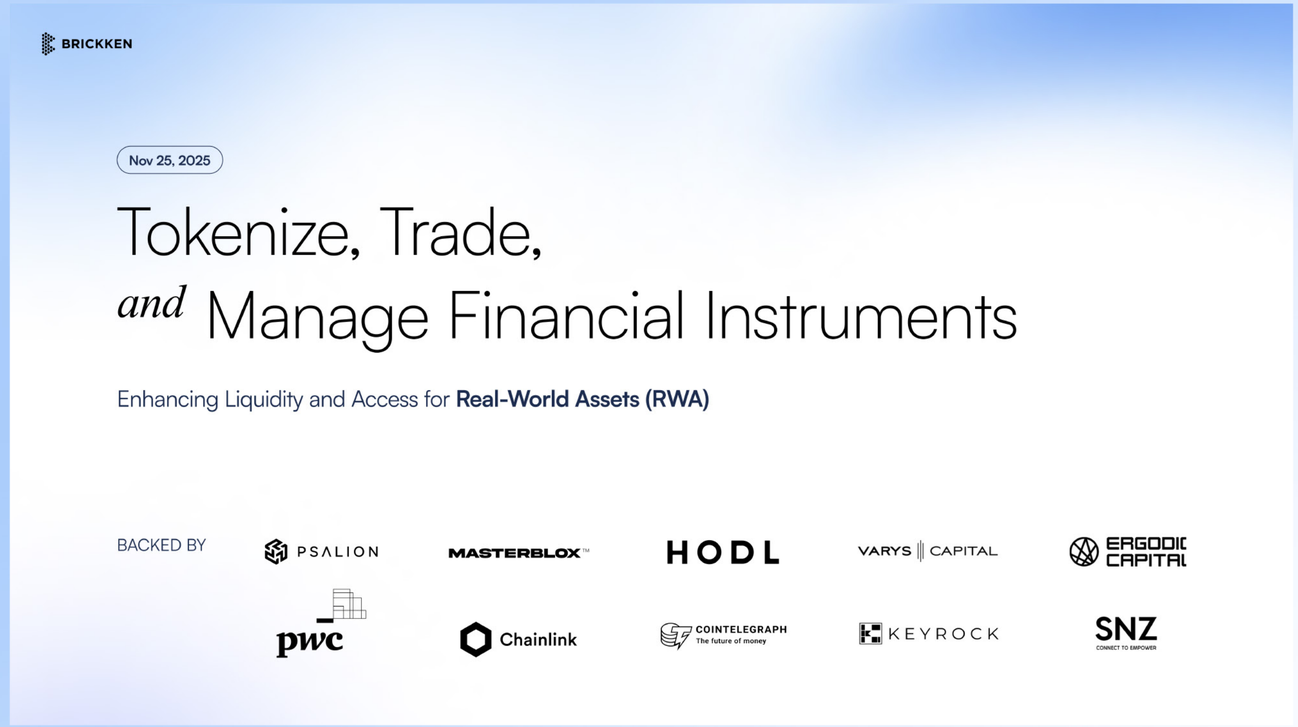
8DBCFA

Gadient 3

## Basic rules for using gradients:

1. The gradient should be placed in places where there is less content, so as not to overlap it.
2. The gradient should not overload the layout and should occupy approximately 20% of the entire canvas.
3. The gradient can be rotated and set to transparent.

Sample



**BASICS**
GRADIENT

8DBCFA

4C82DF

The gradient should not overload the layout
and should occupy approximately 20%
of the entire canvas.

BFC9FC

**BASICS**
GRADIENT

BRICKKEN

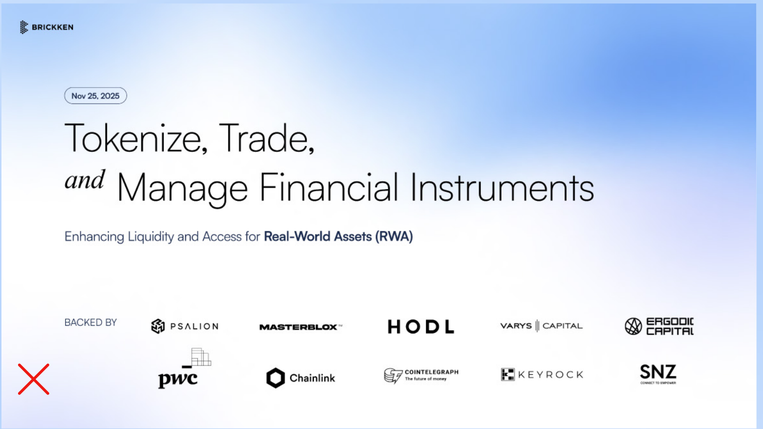
Nov 25, 2025

# Tokenize, Trade, *and* Manage Financial Instruments

Enhancing Liquidity and Access for **Real-World Assets (RWA)**

BACKED BY

PSALION · MASTERBLOX™ · HODL · VARYS CAPITAL · ERGODIC CAPITAL · pwc · Chainlink · COINTELEGRAPH The future of money · KEYROCK · SNZ CONNECT TO EMPOWER





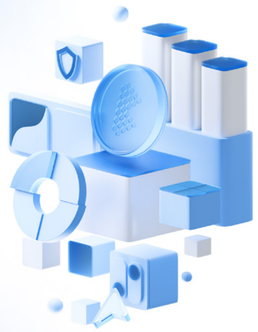

# ELEMENTS
PRESENTATION

BRICKKEN

## Transforming Financial Markets *through* Tokenization

Redefining access, **liquidity**, and **transparency** in financial instruments

At Brickken, we aim to **transform markets** by tokenizing financial instruments, making them more accessible, liquid, and transparent for businesses and investors worldwide.



BRICKKEN

Nov 20, 2025

## Tokenize, Trade, *and* Manage Financial Instruments

Enhancing Liquidity and Access for **Real-World Assets (RWA)**

BACKED BY

PSALION · MASTERBLOX · HODL · VARYS CAPITAL · BROOKE CAPITAL · pwc · Chainlink · COINTELEGRAPH · KEYROCK · SNZ

BRICKKEN

## Transforming Financial Markets through Tokenization

At Brickken, we aim to **transform markets** by tokenizing financial instruments, making them more accessible, liquid, and transparent for businesses and investors worldwide.

Redefining access, **liquidity**, and **transparency** in financial instruments

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## The Current Problem

Challenges in Access, Liquidity, and Transparency in **Financial Markets**

01 **High barriers to access**
Complex regulations and outdated infrastructure.

02 **Inefficiency**
Slow, costly processes with multiple intermediaries.

03 **Illiquidity**
Complex regulations and outdated infrastructure.

04 **Lack of transparency**
Limited real-time tracking and performance insights.

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## Brickken's Solution

**A Complete Platform to Tokenize,** Trade, and Manage Financial Instruments

01 **Lower barriers**
Simple tokenization opens access to capital markets.

02 **Streamline operations**
Automate earnings distribution and corporate actions.

03 **Unlock liquidity**
Enable global trading and fractional ownership.

04 **Increase transparency**
Real-time tracking and performance insights.

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## How it works

Convert any financial instrument into a **digital asset,** such as debt, equity, bonds, and more.

**Tokenize your assets**
Digitize your assets on-chain.

**Onboard your investors**
Customize your investment portal and launch.

**Manage your digital assets**
Automate your digital asset operations.

One stop solution

Covering the digital asset life cycle

BRICKKEN

## Saas Model

Less friction, more LTV

A clear business model to accommodate all our clients' needs with streamlined onboarding, easy-to use platform for fast client adoption.

**Basic Plan:** Startups and SMEs.

**Professional Plan:** Scale Ups, SMEs.

**Enterprise Plan:** Full support, Whitelabel & APIs for entrepreneurs, family offices, asset managers, banks, and more.

| | Basic (1 blockchain) 99 €/month | Pro (3 blockchains) 299 €/month | Enterprise Plan |
|---|---|---|---|
| Multichain (1) each blockchain | Limited only Ethereum | Unlimited Eth, Sol, Base, Pol | Unlimited Eth, Sol, Base, Pol |
| Digital each blockchain | Professional | Professional BRICKKEN | Professional Whitelabel optional |
| Compliance guidance | — | ✓ | ✓ |
| Investors freezing | — | ✓ | ✓ |
| Earnings distribution | ✓ | ✓ | ✓ |
| On/Off ramping | ✓ | ✓ | ✓ |
| Bank transfer / card payment | — | ✓ | ✓ |
| Reporting | ✓ | ✓ | ✓ |
| KYC / KYB / AML | +50€ | +10€ | Unlimited |
| Whitelisting | +4€ | +2€ | Unlimited |
| Number of investors | +4€ | +2€ | Unlimited |
| Max value issued | +100.000€ | +2.000.000€ | Unlimited |
| No of available offers | 3/year | +10€ | Unlimited |
| Status support | ✓ | ✓ | ✓ |
| Dashboard recapital | — | — | ✓ |
| Asset consultations | — | 1h free consultation | ✓ |
| Recovery volume transacted | 3% | 1.50% | +1.00% |

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## Business Traction — Key Metrics

**Sales**

| | |
|---|---|
| Customer Acquisition Cost (CAC) | 537 € |
| Year over year growth | 80% |
| Total Tokenized Value (TTL) | +230M |
| Total Locked Value (TVL) | +14M |
| Countries | 14 |

**Marketing**

| | |
|---|---|
| Cost Per Lead (CPL) | 170 € |
| Monthly Lead Generation | 68 |
| Organic Lead Acquisition | 42 |
| Paid Lead Acquisition | 26 |
| Monthly Web Traffic | +9,000 |

OUR PARTNERS TODAY

BRICKKEN

## Go-To-Market

Form strategic **partnerships** and optimize revenue systems for **global expansion**

Phase 01
**Market Experimentation**
GOAL
Identify good fit segments and how to reach them.
ACTION PLAN
- Test different customer segments and use cases, gather feedback.
- Test acquisition channels: Outbound, digital paid and organic, performance- based.

RESULT
Real estate verticals and companies looking to raise funds.

Phase 02
**Use case expansion** (Ongoing)
GOAL
Create a system to scale and make repeatable customer acquisition efforts.
ACTION PLAN
- Refine acquisition channels to scale.
- Improve and adapt product to current ICP.
- Identify next CPs and use cases.

CURRENT SITUATION
Major partnerships, developing finance & institutional solutions.

Phase 03
**Expansion Growth** (2025)
GOAL
Replicate use case- programs and uses cases for other audiences.
ACTION PLAN
- Launch AIT & SSR-tradeit solution.
- Approach Financial & Institutional.

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## Roadmap

**2024**

**Q3/Q4**
- Additional Blockchain networks integrations
- Standardized protocol for debt tokenization
- Advanced digital asset origination wizard
- Legal and marketing partners ecosystem expansion
- Scale marketing and sales efforts

**2025**

**Q1/Q2**
- Token stores templates marketplace
- AI-powered token store builder
- Customer acquisition & support funnels automation
- Multilingual token store features
- KYCed liquidity pools

**Q3/Q4**
- Predictive AI model for digital asset simulation
- App store release (API Integrations for Developers Ecosystem)
- AI model for digital asset valuation
- AI-powered token management workflows automation

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## Milestones *and* achievements

— Value creation model

**2021**

**April**
Close our Pressed Share Round, raising €200k.

**September**
Obtained the Spanish Investor's Visa (passport of the European Investment Bank), moving to the developer and our Ajos.

**December**
Released the Spanish Personal Brickken, under the supervision of the Spanish Securities and Exchange Commission and the Spanish Tokens Bank to test the ajos.

**2022**

**April**
Our Community Round for our Rich Token closed, raising $2,000,000 across 1500 wallets, including Varys Capital and Draglabs.

**2023**

**March**
Launched our Minimum Viable Product (MVP) and began onboarding our first clients.

**April**
Entered Draper's BLUE program and Cotrabogan Accelerator programs.

**July**
Launched our NFT Lines on Bitcoin, Mode, and Celo ecosystems.

**September**
Entered Polygon and Tezos domestic PSI Acceleration Programs.

**November**
Closed our pre-seed round with investors in our ICMX process including well-known venture capitals like PSL Services and DRAGMA Lines). Brickken is listed on 5 exchanges.

**2024**

**January**
Launched our first institutional company, Profile Group, on Base, with recognition from Coinbase's Incubator.

**February**
Transferred our first institutional company, Profile Group, on Base, with recognition from Coinbase's Incubator.

**April**
Partnered with Republic and Aux Labs to onboard renewable energy company Hydro Wind Energy on Avalanche.

**May**
Joined Pwc's Build Digital Academy of startups cohort Program.

**February**
Launched our first institutional company, Profile Group, on Base, with recognition from Coinbase's Incubator.

**April**
Partnered with Republic and Aux Labs to onboard renewable energy company Hydro Wind Energy on Avalanche.

**May**
Joined Pwc's Build Digital Academy of startups cohort Program.

Joined the European Blockchain Sandbox with Coinbase and Polkadot to be "Master in Blockchain & Crypto" for Binance in Europe.

**2025 ...**

BRICKKEN

## Founders

**Felipe D'Onofrio** — CEO
- Self-taught blockchain expert with over four years of focused experience.
- Specializes in blockchain technology and development.

**Bram Duindam** — CMO
- Marketing expert with eight years of experience in performance marketing.
- Specialized in growth hacking and cross-channel campaigns.

**Dario Lo Buglio** — HEAD OF BLOCKCHAIN
- Blockchain researcher and security auditor with over seven years of experience.
- Deep knowledge of major protocols and blockchain security challenges.

**Edwin Mata** — CTO
- Serial entrepreneur (one exit), blockchain lawyer, and lecturer.
- Advisor for seed startups, keynote speaker.
- Created the "Master in Blockchain & Crypto" for Binance in Europe.

**Ludovico Rossi** — CMO
- Entrepreneur focused on growth, business developing, and fundraising with over 7 years of experience.
- Lecturer on business in the web3 industry with expertise in go-to-market strategies.

BRICKKEN
*featured by*

BOOK A MEETING

Bloomberg · Investing.com · MarketWatch · yahoo! · BENZINGA · MORNINGSTAR · Nasdaq · COINTELEGRAPH · CoinMarketCap · CoinGecko

www.brickken.com

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**ELEMENTS**

ICONS



# ELEMENTS

Avatar



Header

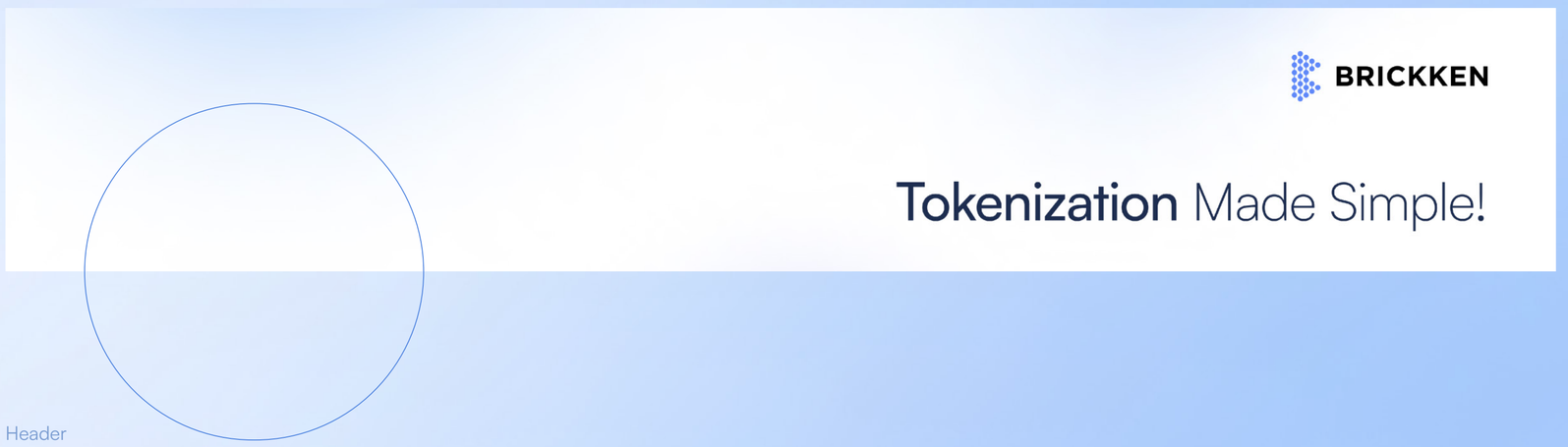


**ELEMENTS**
LINKEDIN

Avatar



Header

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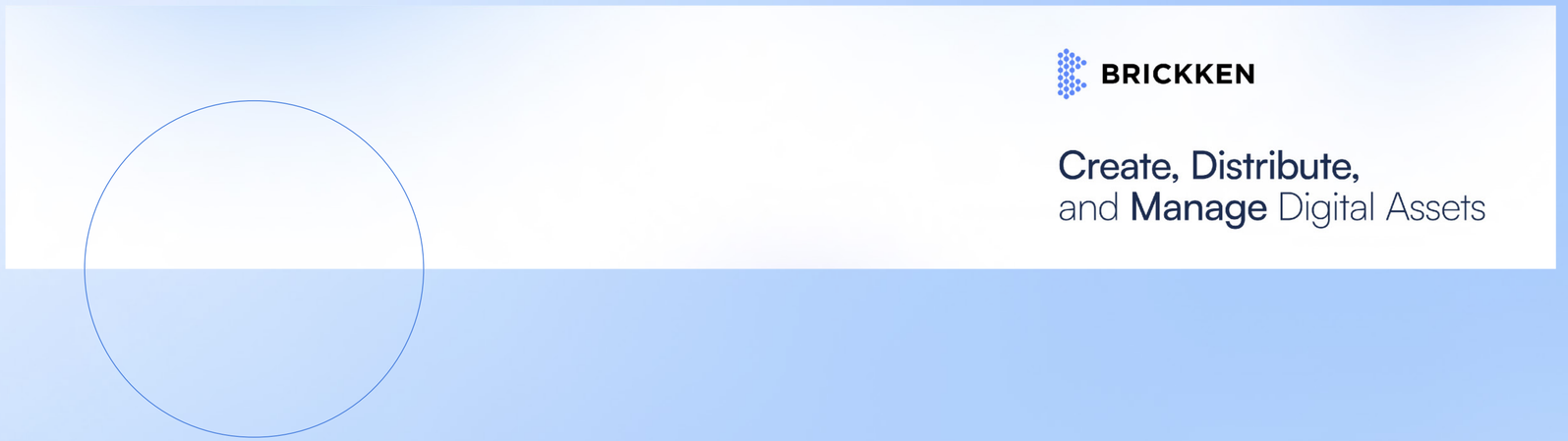

**ELEMENTS**
POSTS

Nov 25, 2025

BRICKKEN

# Tech Update

Take the Next Step
in your **Tokenization Journey**

https://consa.cl/

BRICKKEN

# New Tokenization

Become a **Token Holder**

- Base Chain
- Profit Sharing

16:00 UTC **EP.05 HACKEN**

BRICKKEN

Nov 25, 2025

# Brick *by* Brick



Edwin Mata
CEO Brickken



Dyma Budorin
CEO Hacken

https://consa.cl/

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Nov 25, 2025

BRICKKEN

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Take the Next Step
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Nov 25, 2025 16:00 UTC **EP.05 HACKEN**

BRICKKEN

# Brick *by* Brick



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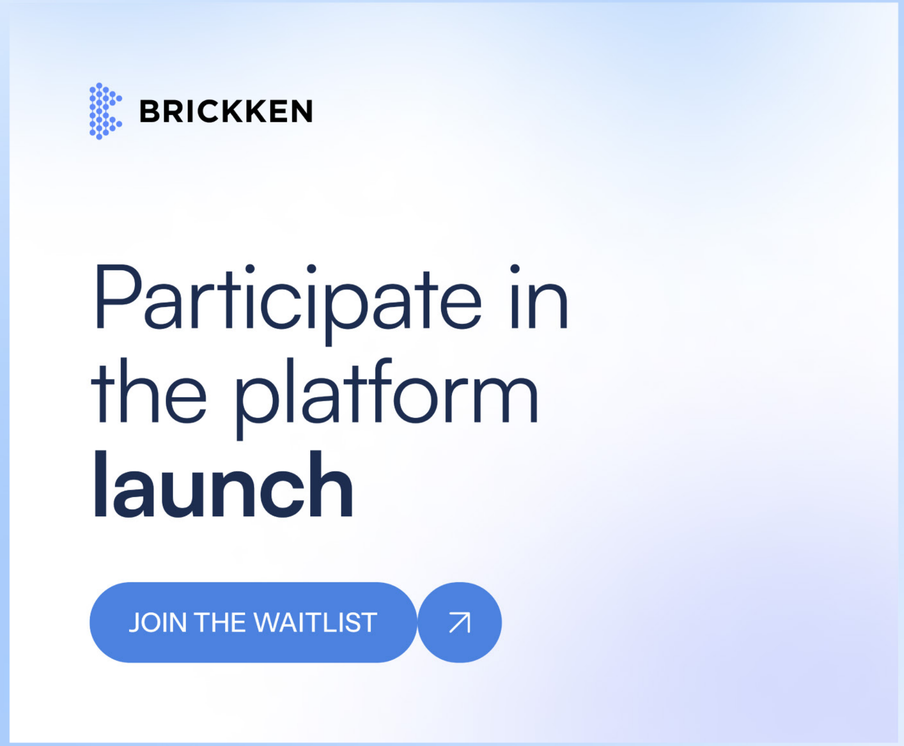
CEO Hacken

**ELEMENTS**
DIGITAL ADS



# ELEMENTS
A4

BRICKKEN

## Services SAAS

Create, distribute, and manage digital assets.

**Brickken** revolutionizes asset tokenization by transforming real-world assets into digital assets.

Our platform supports Equity, Debt, invoice fractionalization, and future revenue tokenizations, enabling seamless creation, distribution, and management of digital assets.

Serving industries like real estate, startups, franchises, entertainment, and institutional investments, **Brickken** drives business growth and attracts global investors, making tokenization the new standard for asset ownership and investment.

| | Basic<br>ANNUAL PLAN | Pro<br>ANNUAL PLAN | Enterprise Plan |
|---|---|---|---|
| Multichain D.<br>asset issuance | Limited<br>(only Ethereum) | Unlimited<br>(ETH, BASE, BNB, AVAX, more) | Unlimited<br>(ETH, BASE, BNB, AVAX, more) |
| Digital<br>asset management | Professional | Professional | Professional |
| Compliance guidance | – | BRICKKEN | Initial consultancy included |
| Investors freezing | – | + | + |
| Earnings distribution | + | + | + |
| On/Off ramping | + | + | + |
| Bank transfer / card payment | – | + | + |
| Reporting | + | + | + |
| KYC / KYB / AML | <50* | <150* | Unlimited |
| Whitelisting | <40 | <120 | Unlimited |
| Number of investors | <40 | <120 | Unlimited |
| Max value issued | <100.000€ | <1.000.000€ | Unlimited |
| No. of available offers | 3/year | <120 | Unlimited |
| Setup support | + | + | + |
| Customer support | – | – | + |
| Free consultation | – | 1h free consultation | + |
| Fee on volume transacted | 3% | 1.50% | <1.50% |

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## Services

Equity, Debt, and Rev. Share Tokenization.

An asset **tokenization platform** that operates on a decentralized, secured network, providing a user-friendly experience while ensuring full compliance with regulations. The platform offers an end-to-end solution for tokenizing assets and it is designed to make the process as simple as possible.

### Included services:

Support

01 Access to the expert's marketplace
- Advisory
- Legal
- Marketing
- Custody service
- Others

02 Technical support

Kick-start

01 Brickken community access
- AMA in our Telegram channel (30k)
- Promo on our twitter profile (45K)
- Newsletter list (25K)
- Exposure to partner's communities where you will be allowed to promote your project and kick-start your offering.

Features

01 Branded launchpad and end-to-end dashboard
- KYC approval
- Investors management tools
- Easy interests/dividends payment
- Analytics
- Exposure
- Voting polls
- Others

### Pricing:

5.000€
Issuance Fee

3% Success Fee
(only if STO is successful)

50€/month
Maintenance Fee

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## Onboarding

The **T-REX platform** provides qualification and subscription features to easily onboard investors.

01 KYC Checks and Document Collections

Investors will go through a workflow where an AI-driven KYC solution (chosen by the issuers) ensures individuals who conduct the KYC check online are the same person on the authorized documents. Investors will also submit all required documents for the KYC check in one place.

02 Qualification of Investors

Issuers or their authorized compliance agents will determine whether to approve an investor. Only qualified investors who are approved are able to purchase or trade the security tokens throughout the lifecycle of the securities.

03 Document Signature

Qualified investors will be able to subscribe to securities by signing the document digitally with an embedded e-signing solution.

04 Payments

Issuers can accept fiat and/or tokenized cash (cryptocurrency as well). The platform provides a calculator to provide information on the total cost of the securities, including calculating based on the exchange rate as well as additional fees.




- **Fiat:** For fiat payment by wire transfer, issuers, or their paying agents, need to reconcile payments with payment references to confirm they receive the funds on the platform.
- **Tokenized cash/cryptocurrency:** The payment will be simultaneously confirmed once received in the issuer's wallet. There are no fees for these types of payments.

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## About us

**Tokeny** is a leading global provider of tokenization solutions that enable securities issuers, agents, and investors to seamlessly issue, manage, and transfer digital assets on a secure and efficient blockchain infrastructure.

**6 years**
of track record

**$28bn**
in assets tokenized

**100+**
security tokens issuers

We are the creator of the market
**standard ERC3643**

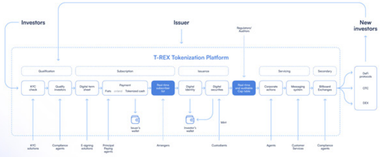
The standard is supported and adopted by large traditional institutions

BRICKKEN

## Introduction

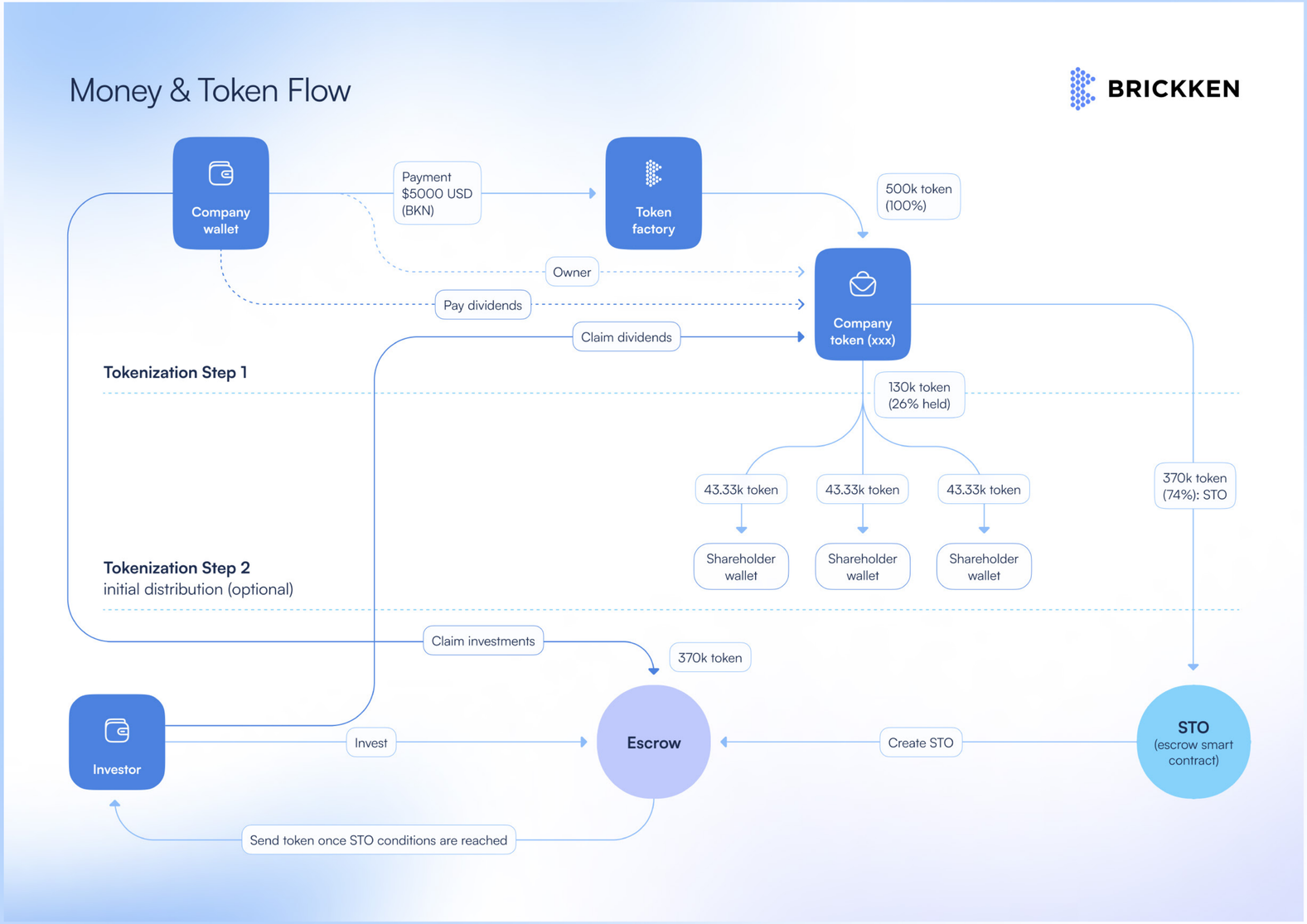
**Enable tokenization** of any asset on any EVM blockchain, regardless of jurisdiction.

Our **T-REX tokenization platform** is assets-agnostic, jurisdictions-agnostic, and multi-chain (EVM). The platform provides a flexible plug-and-play infrastructure to enable issuers to tailor the platform and processes to accommodate their needs. Below, we illustrate the complete process that covers the entire lifecycle of ERC3643 security tokens from onboarding to secondary trading from the issuers' and their agents' points of view.




Our mission is to simplify capital markets with tokenization by providing an all-in-one platform that hides blockchain complexity from traditional end-users.

**ELEMENTS**
INFOGRAFICS



# ELEMENTS
EMAIL

BRICKKEN

Lorem ipsum dolor sit amet

### 01. Lorem ipsum dolor sit amet

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries

### 02. Lorem ipsum dolor sit amet

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable

### 03. Lorem ipsum dolor sit amet

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything

### 04. Lorem ipsum dolor sit amet

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BRICKKEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Duis sit vehicula dui sit amet ligula cursus.

Unsubscribe

Header

BRICKKEN

Lorem ipsum dolor sit amet

Footer

BRICKKEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Duis sit vehicula dui sit amet ligula cursus.

Unsubscribe




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