



# London Digital Bond

## London Residential Property Digital Offering

**SOLIDBLOCK**

# Important Notices and Disclaimers

## **THIS IS AN OFFERING OF UNREGISTERED SECURITIES:**

The interests described in this Presentation are being offered by Solidblock, (the "Company") and have not been registered or qualified for sale under the Securities Act of 1933, as amended (the "Securities Act"), or any state's securities laws. However, we plan to follow all related regulatory requirements as part of this offering

This Presentation has not been filed with or reviewed by the Securities and Exchange Commission (the "SEC") or any state or non-U.S. securities administrator and neither the SEC nor any state or non-U.S. securities administrator has passed upon or endorsed the merits of an investment in the security token offering ("STO") described in this Presentation or the accuracy or the adequacy of the information contained in this Presentation. Any representation to the contrary is a criminal offense. This Presentation does not constitute an offer to sell or a solicitation of an offer to buy interests in the STO in any state or jurisdiction in which such an offer or solicitation is unlawful.

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## **CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS**

This Presentation may include "forward-looking statements." To the extent that the information presented in this Presentation discusses financial projections, information, or

expectations about the Company's business plans, results of operations, returns on equity, markets, or otherwise makes statements about future events, such statements are forward-looking. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans," and "proposes." Although the Company believes that the expectations reflected in these forward-looking statements are based on reasonable assumptions, there are a number of risks and uncertainties that could cause actual results to differ materially from such forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" and elsewhere in the offering statement referred to above. Forward-looking statements speak only as of the date of the document in which they are contained, and the Company does not undertake any duty to update any forward-looking statements except as may be required by law.

## **GENERAL DISCLAIMERS**

The tokens offered by the Company are highly speculative, and investing in the Company's tokens involves significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Furthermore, potential investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the tokens, and if a public market develops following the offering, it may not be active or continue. The Company intends to list its tokens on an alternative trading system ("ATS") and doing so entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards. Additional information concerning risk factors related to the Company and the offering can be found in the Memorandum that will be made available prior to the offering. All photos are for reference only

# Table of Contents

Project Overview	04
Project Partners	05
Investment Strategy	06
Property Location	07
Property Selection	08
Investment Overview	09
Financial Overview	10
Project Team	11
London Deal Examples	12
Home County Deal Examples	13
Current London Pipeline	14
About SolidBlock	15
SolidBlock Project Team	16
Why Invest Digitally	17
Get in Touch	18



# Project Overview



LONDON  
CHELSEA

**SOLIDBLOCK**

**London Chelsea**, a real estate investment consultancy, partnered with SolidBlock on the **London Digital Bond (LDB)** project.

The **LDB** project combines London Chelsea's world class expertise in London residential real estate and SolidBlock's top digital securities platform, which issued the most famous digital security, the ASPEN COIN,

- ✓ Invest digitally
- ✓ Secured with assets
- ✓ 10% - 15% interest per annum
- ✓ Min investment £5,000

# Project Partners



## LONDON CHELSEA

- ❖ An investment consultancy that advises on the buying and selling of residential investment properties in London and the Home Counties
- ❖ Brings decades of real estate experience and outstanding results and returns to investors

## SOLIDBLOCK

- ❖ Creates asset-backed security tokens to help security issuers raise more capital and offer investors true liquidity
- ❖ Brings industry expertise, track record and extensive networking



# Investment Strategy



Source Great London properties for sale



Target properties 20-30% below market value



Properties acquired from distressed sellers



Cash offers & buy properties quickly



Refurbish & sell the properties

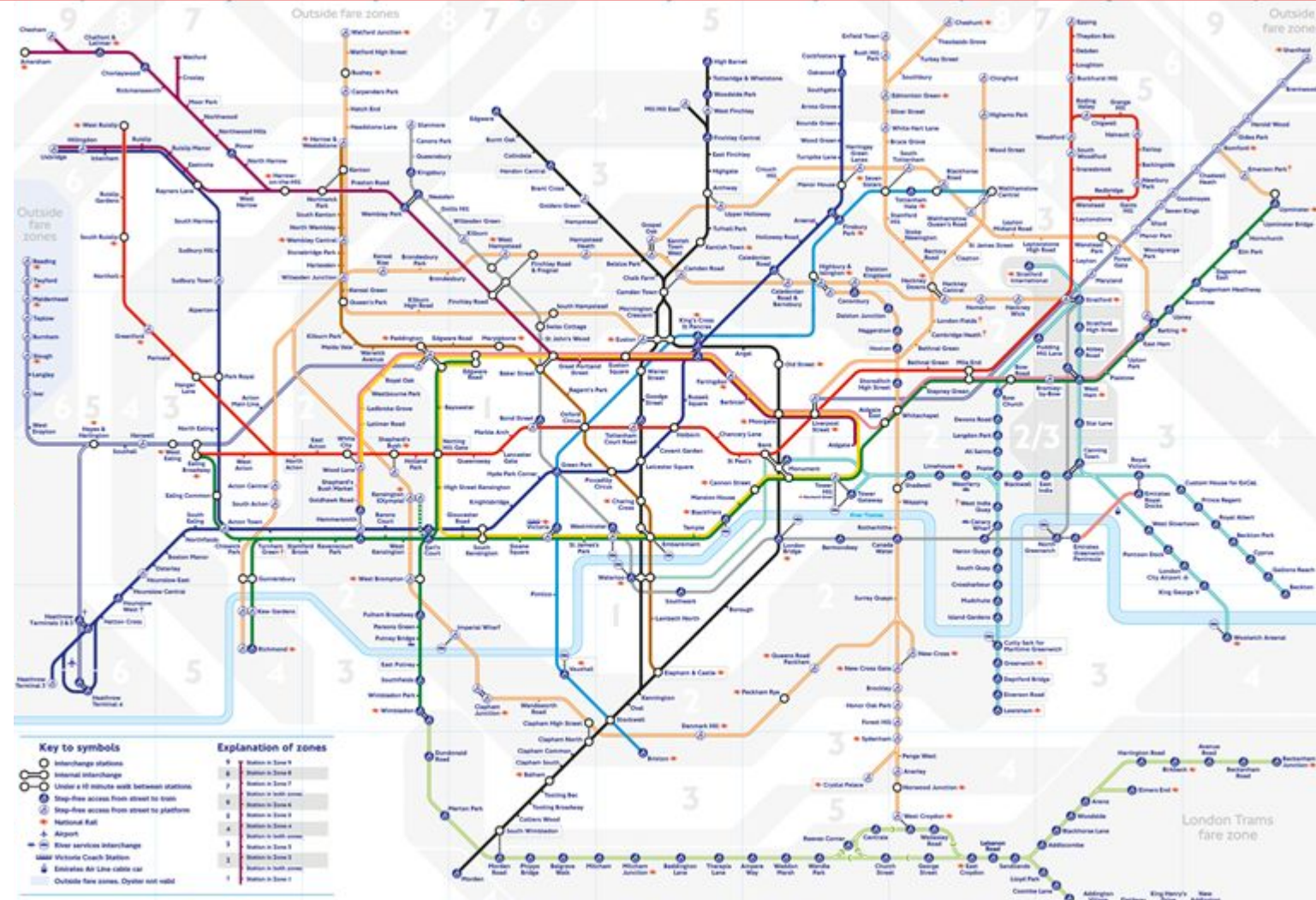


Deal earning goal: £100,000+ per property



# Property Location

- ❖ London Chelsea is targeting **London residential properties**
- ❖ Our main areas of investment are in **London zones 2-6**
- ❖ We focus on up-and-coming areas with long-term **capital growth**
- ❖ **London prices increased 3.9%** in the past year to July 2020 [Rightmove]
- ❖ UK government has recently reduced stamp duty resulting in a summer **2020 market boom**



# Property Selection

- ❖ London Chelsea will purchase **existing properties**, often in need of minor refurbishment
- ❖ No purchase will be made of new-build or off-plan properties, only properties which are **at least 10-years old** will be bought
- ❖ Properties will typically be valued between **£200,000 and £500,000**
- ❖ Properties are normally between **500 and 1,000 square feet**
- ❖ Only purchase properties that are at least **20% below the current market value**
- ❖ We target a profit of £100,000 on each property we purchase
- ❖ From July 2020 until April 2021 the **UK government has reduced stamp duty** on properties below £500,000, which will initially **save London Chelsea up to £15,000** on property purchases





# Investment Overview



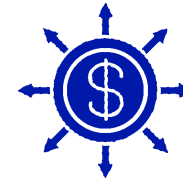
**£ 10,000,000**

Project raise target



**10% - 15%**

Interest rate per annum



**Flexible Trading**

Fix-rate bond with variable  
bonuses. Term: 5 years\*



**Launch Date**

September 2020

\*SolidBlock platform enables trading FRACTIONS of the bond throughout its duration and before the end of its term

# Financial Overview

Soft cap	<b>750 GBP</b>	Revenue Type	<b>Yielding</b>
Min. Inv. Amount	<b>5,000 GBP</b>	Distribution	<b>Quarterly</b>
Primary Property Type	<b>Residential</b>	Exp. Cashflow	<b>10-15%</b>
Target IRR	<b>N/A</b>	Capital Stack	<b>Equity</b>
Targeted Equity Multiple	<b>N/A</b>	Project Type	<b>Value add</b>
Target Inv. Period	<b>5 Years</b>	Asset Structure	<b>Portfolio</b>





**Andrew Thompson**

**Chief Executive Officer**

20 Years experience in the London Real Estate investment market.

Managed the real estate investment portfolios for a large number of high-net-worth clients. Holds an MBA, Masters in Finance, Economics degree and has qualifications in Corporate Finance and Fund Management



**Chris Lynn**

**Chief Operating Officer**

20 Years experience in the Residential Property Investment Market.

Oversees the day-to-day operations of London Chelsea in London including the valuation of Real Estate Assets. Ensures compliance with the investment mandates and manages the buying and selling process.

# London Deal Examples



**1 Ripon Road, Edmonton,  
London, N9 7RE (Zone 4)**

**Purchased /** 27 April 2016

**Purchased Price /** £ 220,000

**Auctioned /** 26 May 2016

**Sales Price /** £ 361,000

Net Profit £ 141,000



**295 Clarence Lane, Putney,  
London, SW15 5QA (Zone 2)**

**Purchased /** 19 June 2017

**Purchased Price /** £ 145,500

**Auctioned /** 28 June 2017

**Sales Price /** £ 245,000

Net Profit £ 99,500



**9 Tanhurst Walk, Abbey Wood  
London, SE2 9SN (Zone 4)**

**Purchased /** 7 January 2018

**Purchased Price /** £ 95,000

**Remortgaged /** 31 January 2018

**Sales Price /** £ 170,000

Net Profit £ 75,000



# Home County Deal Examples

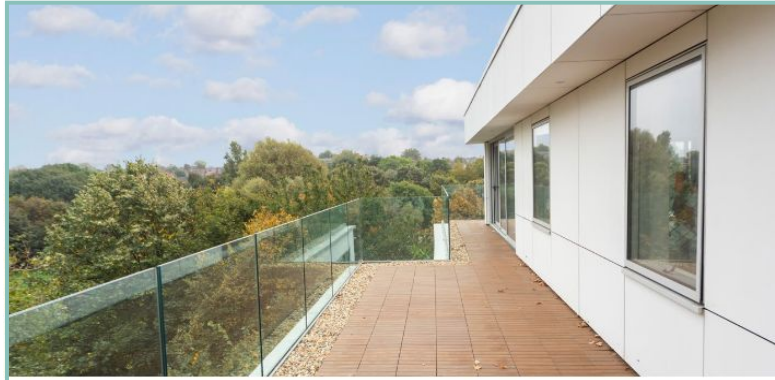
## 22 CHURCH ST, Cambridgeshire

**Location /** In a picturesque village in Cambridgeshire, this property is in a popular commuter location, around 1-hour by train from central London

**Project /** five-bedroom country house - 6,000 sq ft. A modern mansion with grounds extending to around 4.8 acres full of formal gardens, fenced paddocks, stables and outbuildings

**Gross profit £ 700,000**    Land Cost: £ 750,000  
Sale Price: £ 2,250,000    Construction: £ 800,000

# Current London Pipeline



## Battersea, close to central London

**Location** / Valuation: £5.5m (by Savills estate agents)  
Discount: 27%

**Project** / completed development of 9 residential units and 3 retail units

Profit £ 1,500,000



## 1 Maida Vale, close to central London

**Location** / Valuation: £2,000,000 (by Savills estate agents)  
Discount: 32.5%

**Project** / luxury duplex penthouse

Profit £ 650,000

# About SOLIDBLOCK

SolidBlock is a smart contract development & management platform for tokenized securities.

SolidBlock technology enables you to:



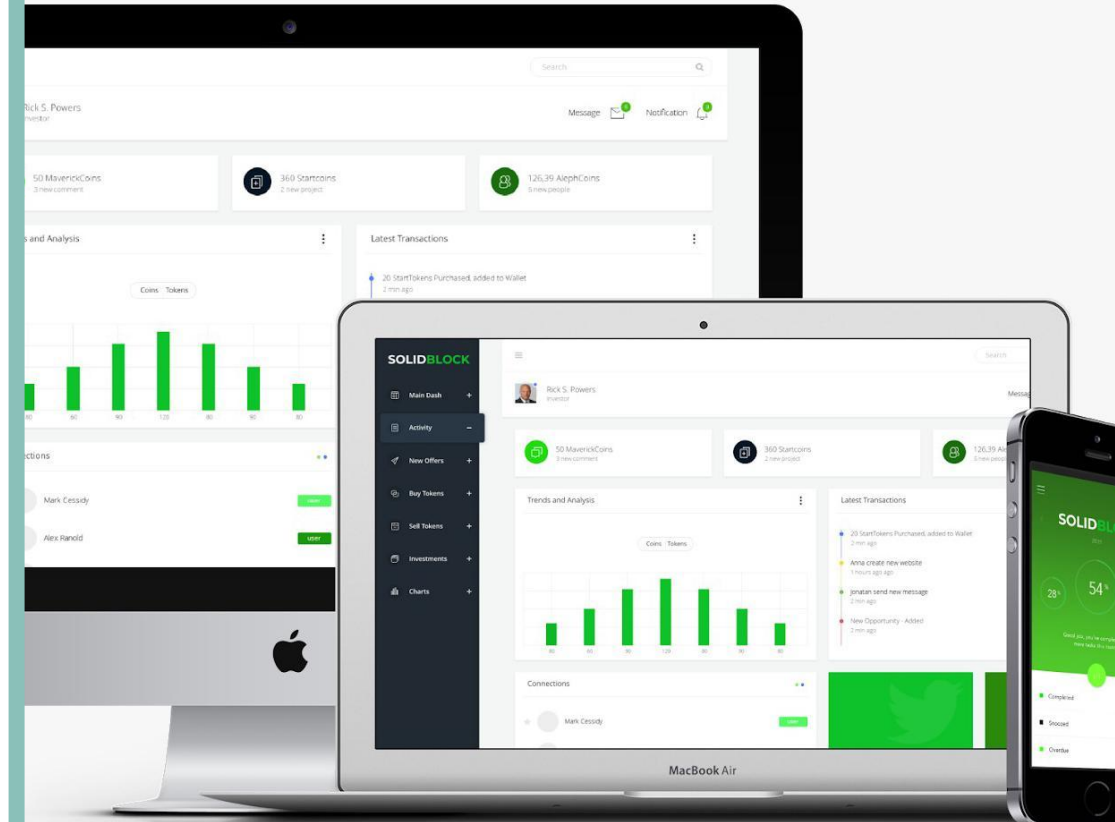
**Tokenize** any asset and sell shares in exchange for fiat or cryptocurrency



**Reduce** overhead costs and get up and running quickly



**Structure** your security according to your business objectives



# SOLIDBLOCK Project Team




**Yuval Wirzberger**

**Founder & CEO**

Over 15 years of technology and product management experience to SolidBlock. He's helped both startups and large enterprises bring to life new media and marketing plans. Yuval's vision for SolidBlock is to democratize private equity, venture capital, and real estate investing

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**Yael Tamar**

**CEO & Co-Founder**

Over a decade of experience as a marketing executive within the fintech, finance, telecom and energy industries, an entrepreneur and a co-chair at the FIBREE. Yael's vision is to make property investing accessible and transparent

 [Yael@solidblock.co](mailto:Yael@solidblock.co)

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# Why Invest Digitally?



## Direct

Invest **directly** into a property-backed fixed income fund



## Data Tools

Available **data tools** for market analysis and predictions



## Diversify

and de-risk via lower minimum investment amounts and **transparent structures** and governance



## Follow Your Investment

Extensive investor **reporting** and on-going **communication** with asset manager



## Decide

Trade and liquidate **on your own schedule**



## Security

**Security, compliance** and full **control** over your investment





## Get in Touch **SOLIDBLOCK**



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