



CHAINSLINKER

BESPOKE CHAIN-LINKS JEWELLERY

CRAFTED BY JEWELLERS, ASSEMBLED BY CONSUMERS

CHAINSLINKER



We believe in being at the forefront of customer choice, where every pattern is a statement, every item a unique creation

We believe in empowering customer choices, where luxury becomes priceless and a gift becomes a moment for ever

We believe in becoming a driving force in the exponentially growing personalised gift market



JEWELLERY CHAINS: THE GAP

Global personalised gifts market size is expected to reach USD 31.63bn by 2021
(Business Wire report)

GLOBAL MARKET GROWTH

2016
VALUE



\$20.46 billion

2021
VALUE



\$31.63 billion

**\$11.17
BILLION**

INCREMENTAL GROWTH

 technavio

There is a gap in the market for self-assembling, luxurious jewellery that can be personalised with infinite designs to create a personalised gift

ChainsLinker offers this functionality through bespoke jewellery chains!

JEWELLERY CHAINS: PLACING CONSUMERS AT THE FOREFRONT

- ✓ Product innovation is a requisite in personalised gift market to generate consumer interest
 - *hand decoration, embroidery, engraving, printing, and carving*
- ✓ Personalised jewellery gift market is part of the growth curve
- ✓ Consumers want to create individualised gifts for themselves and others
- ✓ Consumers want to be in control of costs

ChainsLinker offers all this through bespoke jewellery chains!



**NON-PHOTO
PERSONALIZED GIFTS**
The global non-photo
personalized gifts market is
estimated to grow at a
CAGR of 8.85%



JEWELLERY CHAINS: THE OPPORTUNITY

Jewellery chains using Chain-Links technology offer high scope for versatility, multiple item creation (necklaces, bracelets, earrings, pendants..)

Represents multi-billion \$ opportunity!

Current Limitations Jewellery Chains:

- ✓ Manufactured in a standardised way
- ✓ Require welding and heavy machinery
- ✓ Have limited scope for creativity
- ✓ Cannot be used as gifts on their own: need to be adorned with pendants, charms...
- ✓ Usually made with 1 or 2 metals for any one chain

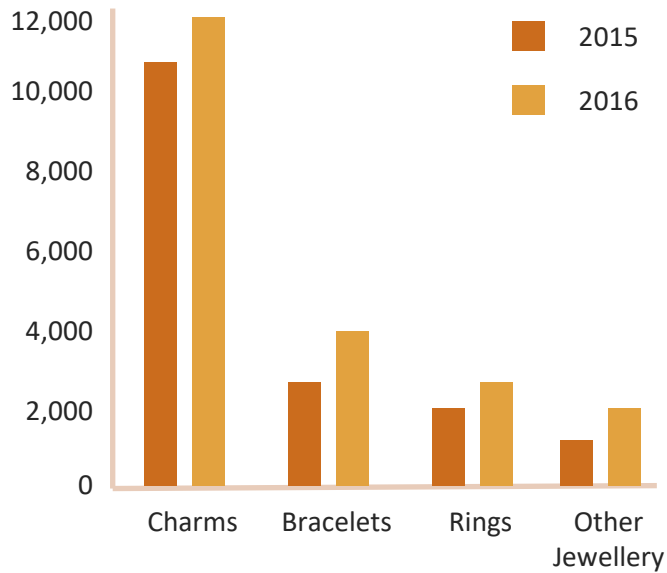


JEWELLERY CHAINS: FOLLOWING THE WAVE

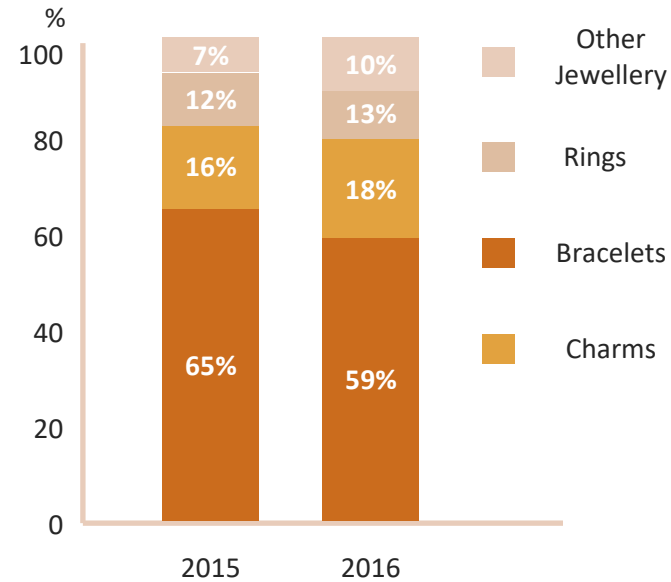
CHAINSLINKER

Players like Pandora have tapped into the personalised jewellery market with great success in their collection of charms

PRODUCT CATEGORY REVENUE



PRODUCT CATEGORY SHARE



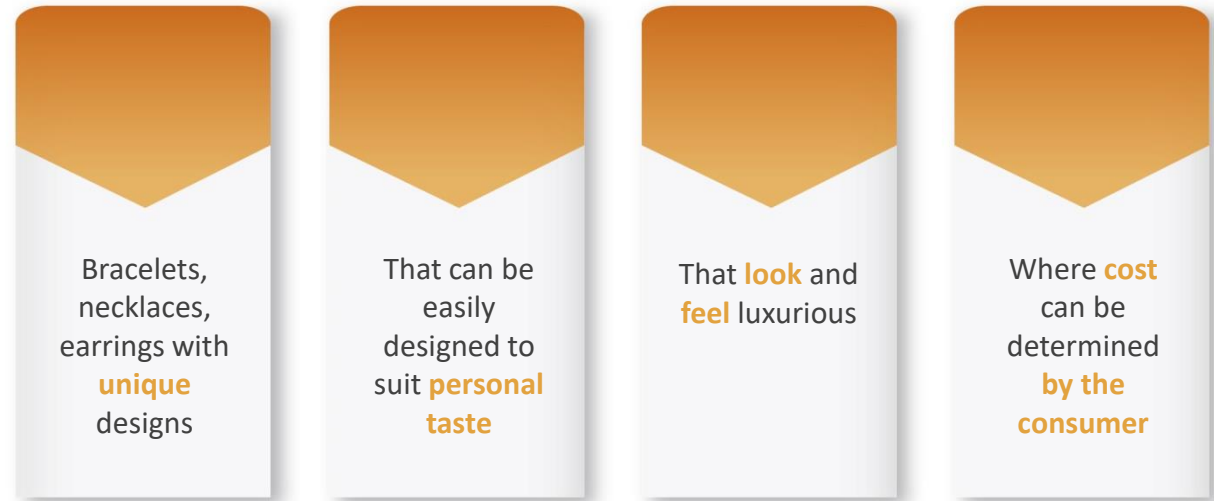
Chains-Linker offers consumers personalised choice of wide ranging jewellery items, not only bracelets





JEWELLERY LINKS: A PARADIGM SHIFT

CONSUMER CHOICE IN JEWELLERY MEANS



ChainsLinker linking technology:

- ✓ Jewellery links that create infinite possibilities of bracelets, necklaces, earrings or pendants
- ✓ Can be personalised and easily assembled ad hoc for delivery (in store or online) to consumers

Represents a multibillion \$ market opportunity

CHAINSLINKER: BUILD YOUR OWN JEWELLERY CHAIN

ChainsLinker offers the ability to build your own bracelets, necklaces, pendants and more!

For more information
Contact us on:
Info@ChainsLinker.com
Call or WhatsApp: 00-44-77-99-55-74-03

CHAINSLINKER™
REGISTERED PATENT No US 9,622,553 B2



CUSTOMISABLE: TECHNOLOGY PLATFORM

LIVE CHAT HOME LOG IN ABOUT US CONTACT US EDUCATION GALLERY STORES LOCATOR INVESTORS SEARCH BASKET U.S. Dollar

CHAINSLINKER

BRACELETS EARRINGS NECKLACES PENDANTS RINGS CLEARANCE


FREE SHIPPING FREE GIFT BOX 30 DAYS RETURNS FREE CERTIFICATE

Home » Build Your Own Bracelet

Build Your Own Bracelet

1-Select bracelet length >> 2-Select width >> 3-Select links >> 4-Drag and drop links >> 5-Choose bracelet metal >> 6-Choose stones quality >> 7-Checkout

Start Over Save For Later View on hand Question Add to Cart WATCH THE VIDEO



Animals

English Letters

- Ariel Blue Sapphire 5mm
- Ariel Diamonds 5mm
- Gothic Diamonds 5mm


Flowers

Frames

Hearts

Math


Click on a link to view options, drag and drop on the bracelet, then change properties of link.



Bracelet Details

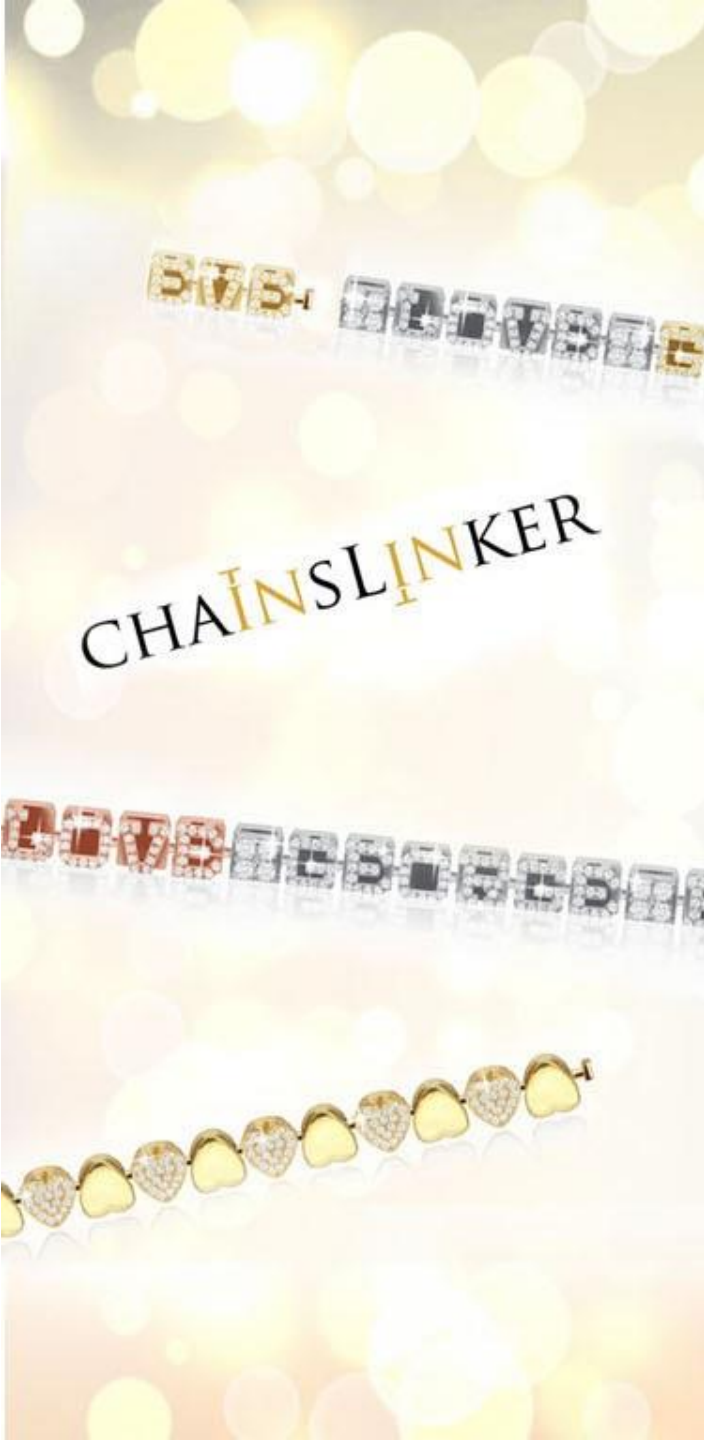
Length :	- 18cm +
Width :	5mm
Metal :	10K Gold
Metal Color :	White
Bracelet Cost :	\$503.92
Total Weight :	1.56gr
Total Carat :	0.14ct

Link Details



CHAINSLINKER


CUSTOMISABLE: VARIETY



Consumers can create any item of any size with array of precious metals and stones

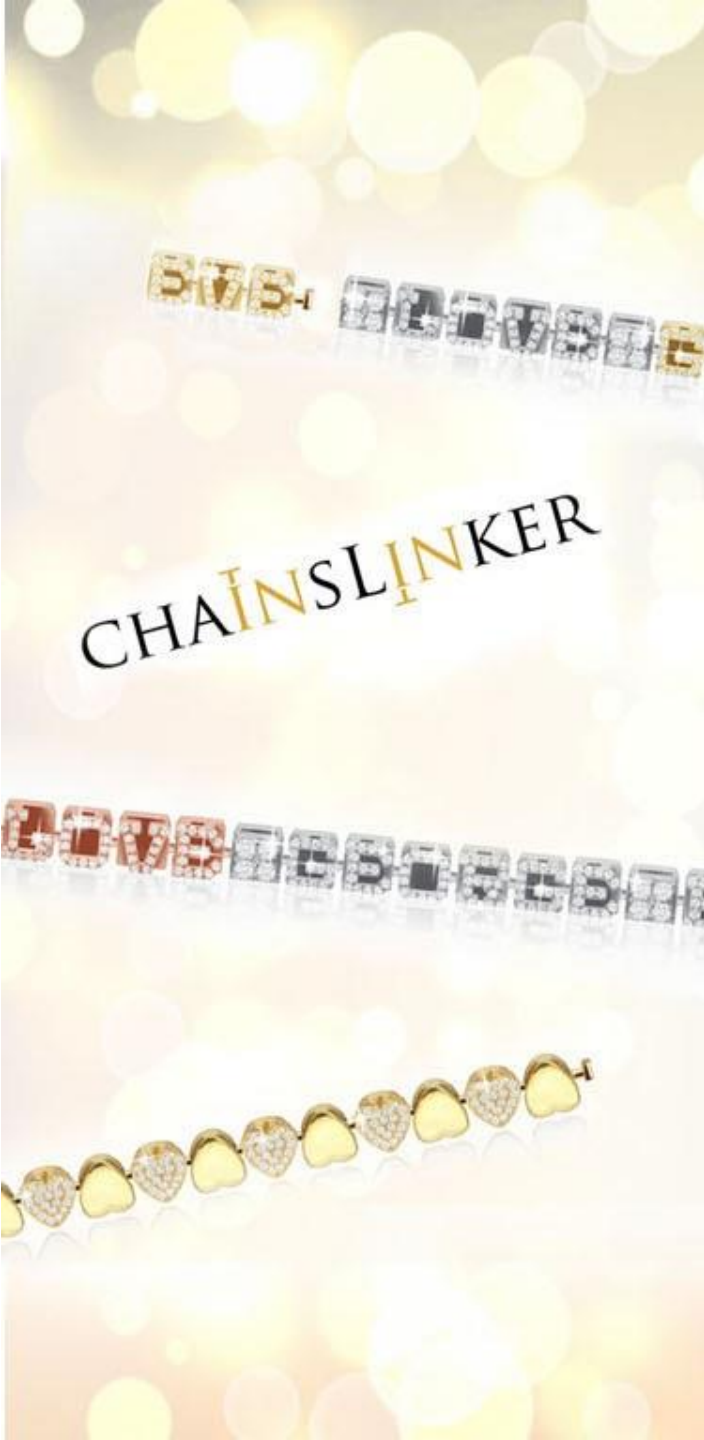
Bracelet Details	
Length :	- 18cm +
Width :	5mm ▾
Metal :	10K Gold ▾
Metal Color :	White ▾
Bracelet Cost : \$503.92	
Total Weight : 1.56gr	
Total Carat : 0.14ct	

Clear, upfront costs enables effortless budgeting

Link Details	
	
Model :	Inksq50-ltr-A-rdpav-001
Link Cost :	\$251.96
Dimensions :	5.0 x 5.0 x 5.5mm
Metal :	10K Gold (\$251. ▾
Metal Color :	White ▾
Stones :	Diamond Rnd 0.8mm I1 (+\$0.00) ▾
Stone Details	
Type :	Diamond Rnd 0.8mm I1
Carat :	0.0050
Clarity :	I1-I2
Color :	H-J

Empowers consumer with creative choice of design, detail and level of luxury

CUSTOMISABLE: DESIGN



Animals
English Letters
- Ariel Blue Sapphire 5mm
- Ariel Diamonds 5mm
- Gothic Diamonds 5mm
Flowers
Frames
Hearts
Math
Plates
Round
Square
View All Links

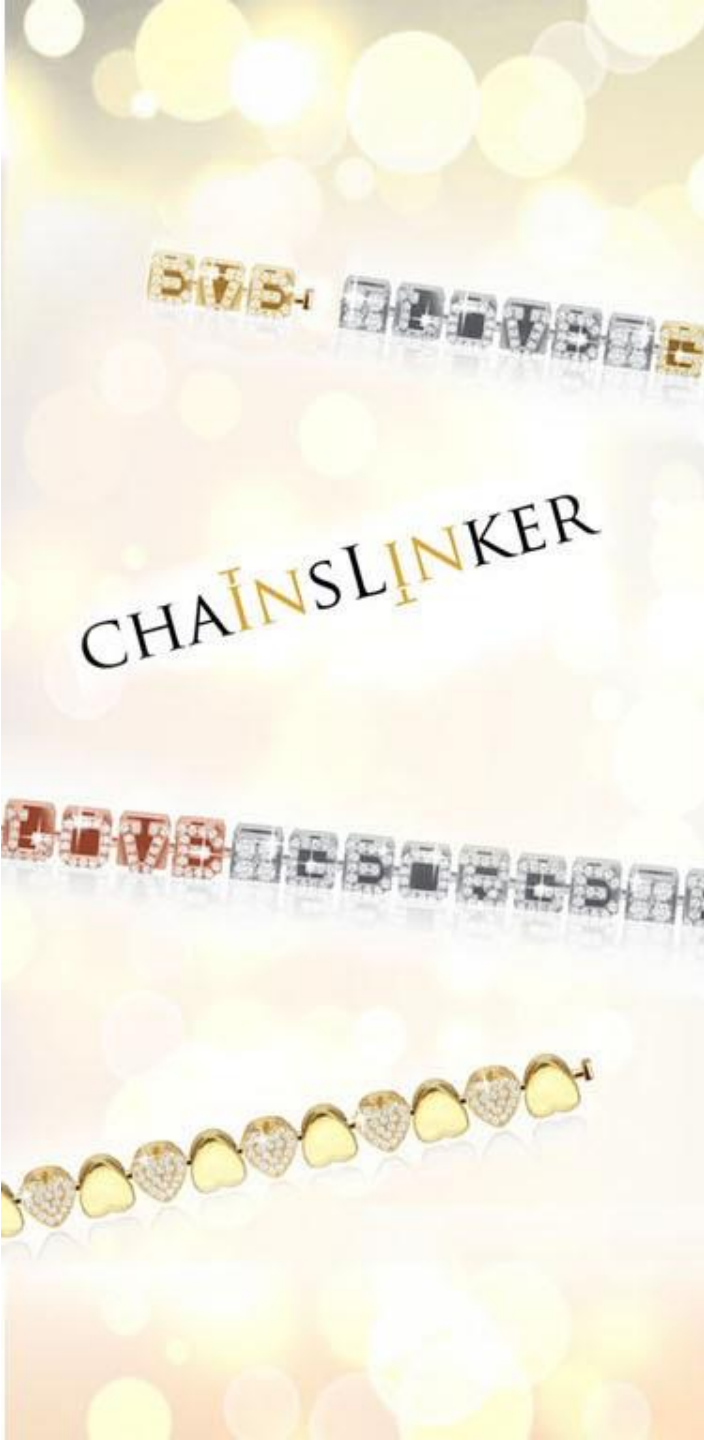
STEP 1: Consumers choose a multitude of shapes, letters and stones

STEP 2 Customers choose the design of the Links to create jewellery item

Result: iconic jewellery piece created by consumer

CUSTOMISABLE: ONLINE FUNCTIONALITY

To see real time video of functionality click on the video



Home » Build Your Own Bracelet

Build Your Own Bracelet

1-Select bracelet length >> 2-Select width >> 3-Select links >> 4-Drag and drop links >> 5-Choose bracelet metal >> 6-Choose stones quality >> 7-Checkout

Start Over Save For Later View on hand Question Add to Cart [Watch Real VIDEO](#)

Click on a link to view options, drag and drop on the bracelet, then change properties of link.

Bracelet Details

Length :	- 27.35cm +
Width :	5mm
Metal :	10K Gold
Metal Color :	White
Bracelet Cost :	\$1009.40
Total Weight :	3.60gr
Total Carat :	0.27ct

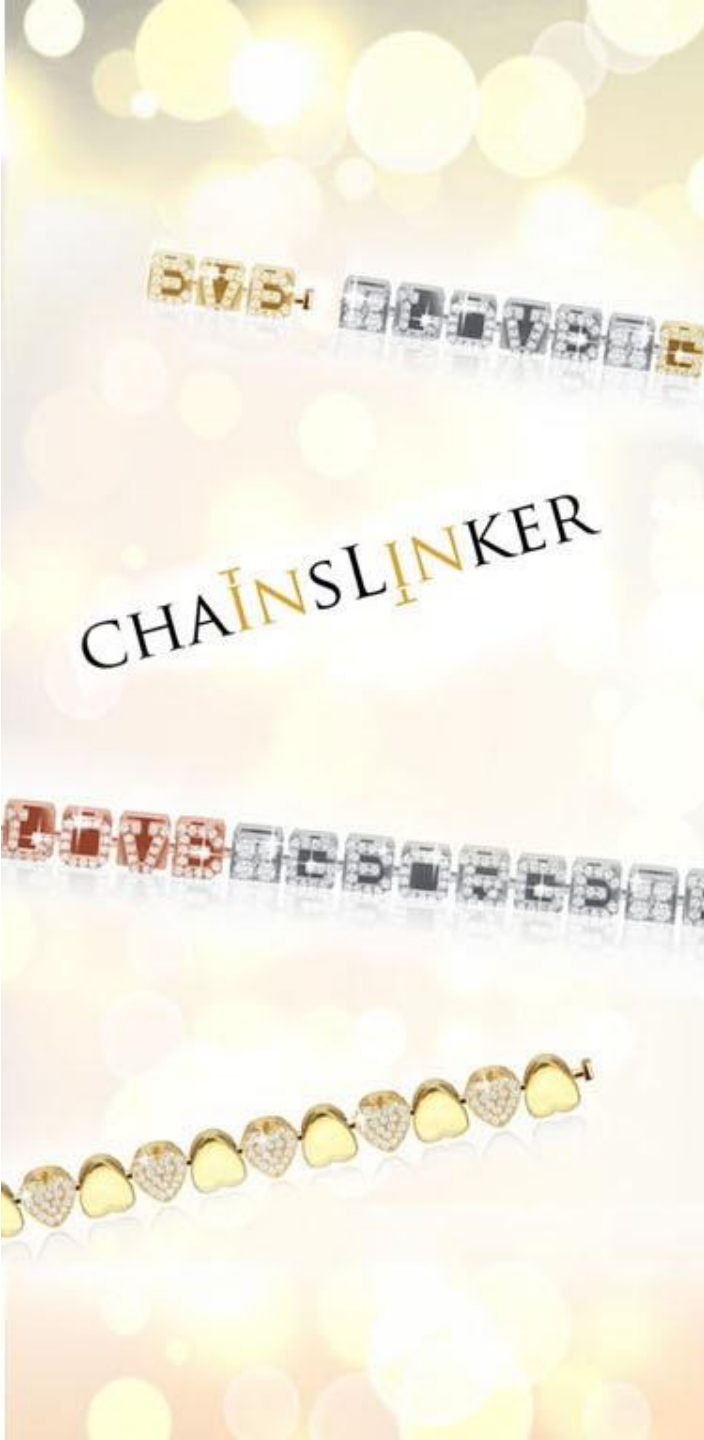
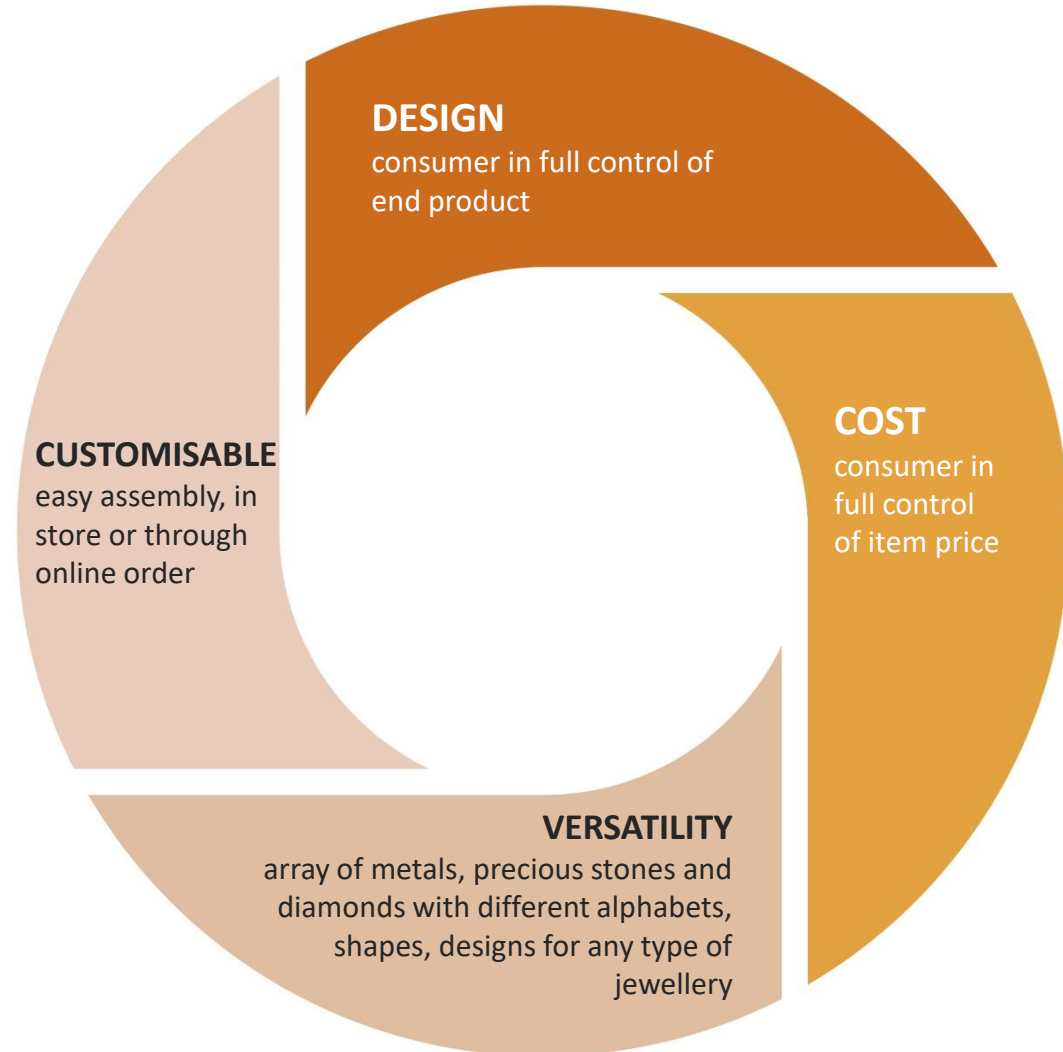
Link Details

Model : Inkrd50-flw-rdsol-005
Link Cost : 123

0:36 / 2:24

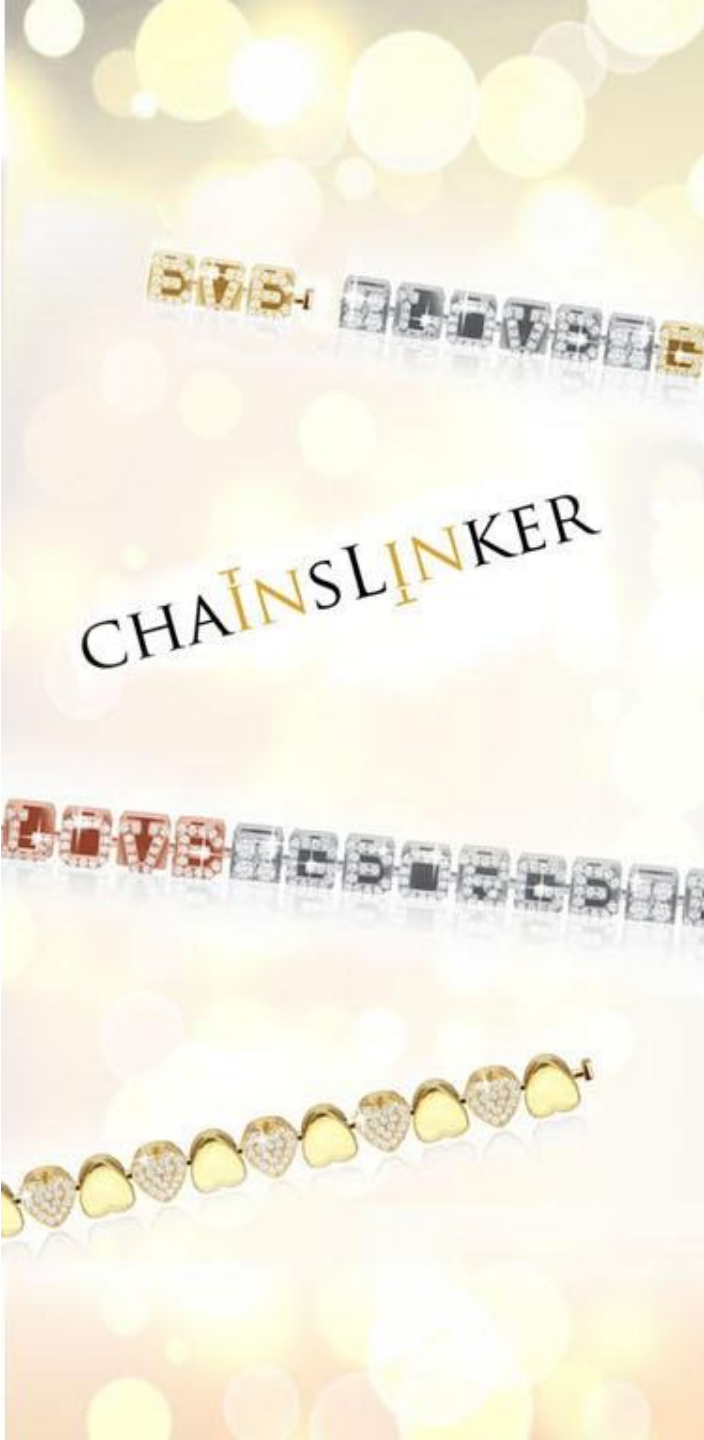
ADVANTAGES: CHAIN-LINKS FOR CONSUMERS

Satisfies demand: for personalised jewellery



OPERATIONAL EFFICIENCY: **MANUFACTURING**

	STANDARD JEWELLERY CHAINS	CHAINSLINKER
LABOUR	Require welding	No welding
MACHINERY	Machines create standardised end products (rings, bracelets etc)	3D printing for components to be used in end product for infinite versatility
COST	Upfront costs of new machines for every different type of chained design	No upfront costs to create new design
DESIGN	Machines are limited to a number of designs	Rayno creates 3D simulation for unlimited design variability
ENVIRONMENTAL	Pollution and emissions	Ecofriendly, runs on electricity



OPERATIONAL STANDARDS: CRAFTSMANSHIP

Full quality control and operations to ensure high standard Links

- ✓ Polishing and stone-setting: quality control
- ✓ Precious stones sourced with certificate
- ✓ No reliance on gold alone; access to variety of precious metals including platinum, palladium and sterling silver





COMMERCIALISATION: **ADDED VALUE**

	STANDARD JEWELRY CHAINS	CHAINSLINKER
LABOUR	Bespoke designs require skilled designer	Customer is designer so no designer is required
STORAGE	High upfront costs for inventory + space storage and security requirements	Lower upfront costs to acquire links, limited space requirement for stocking links
TIME	Made to order over a few weeks	Just-in time assembly
MARGIN	Low to medium on pure chains	High margin on pure chains
DESIGN	Added value comes using charms, pendants etc for uniqueness	Final jewellery design created by customer
PRICING	High down-payments for bespoke items	Customer in control of costs for any bespoke item



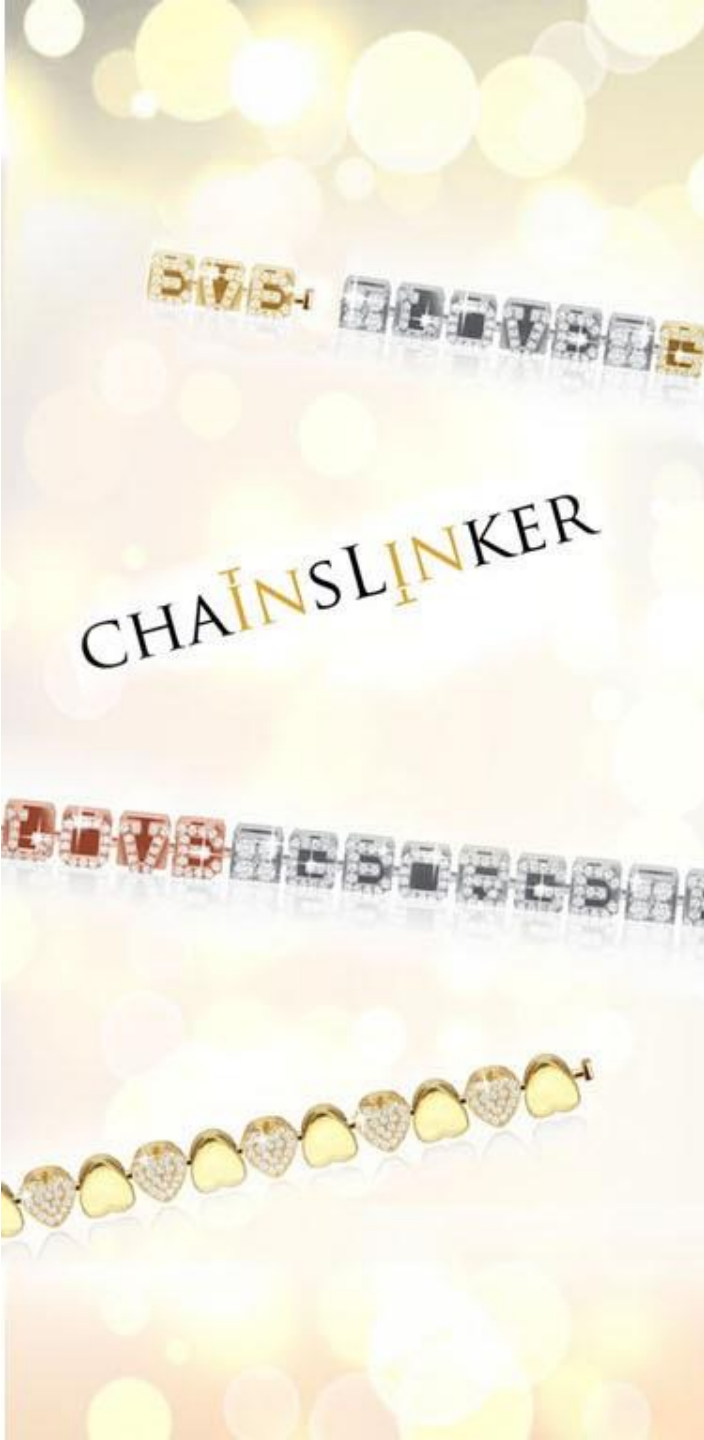
ADVANTAGES: FOR RETAILERS

FOR RETAILERS: high volume, high margin Links and end-products

- ✓ **Profit potential:** 300% margin for gold and platinum, 550% margin for sterling silver
- ✓ **Repeated sales:** personalisation encourages return to store or e-shop to create similar items, jewellery sets or an array of bespoke items
- ✓ **Limited investment** required for training staff
- ✓ **Easy to source and stock** Links

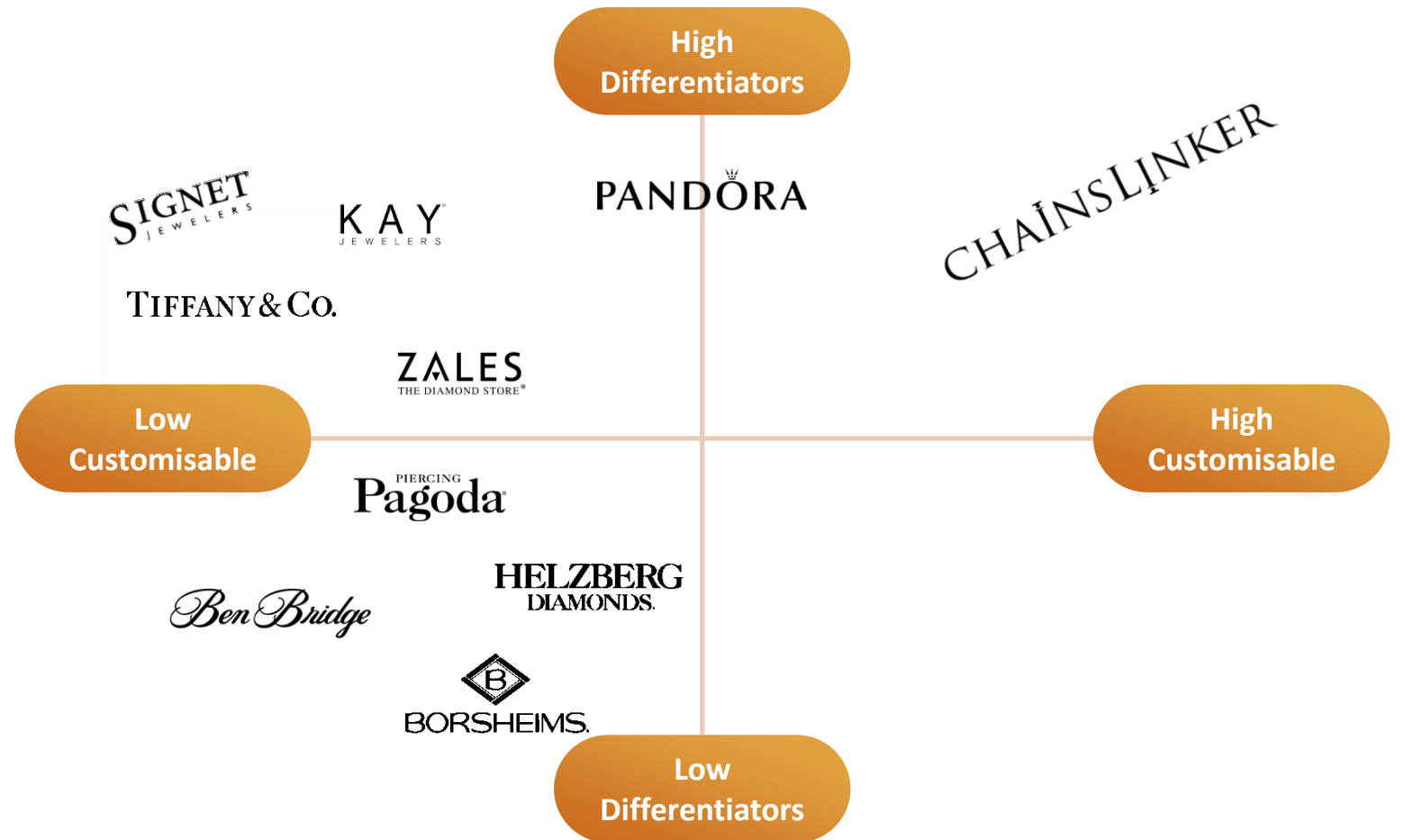
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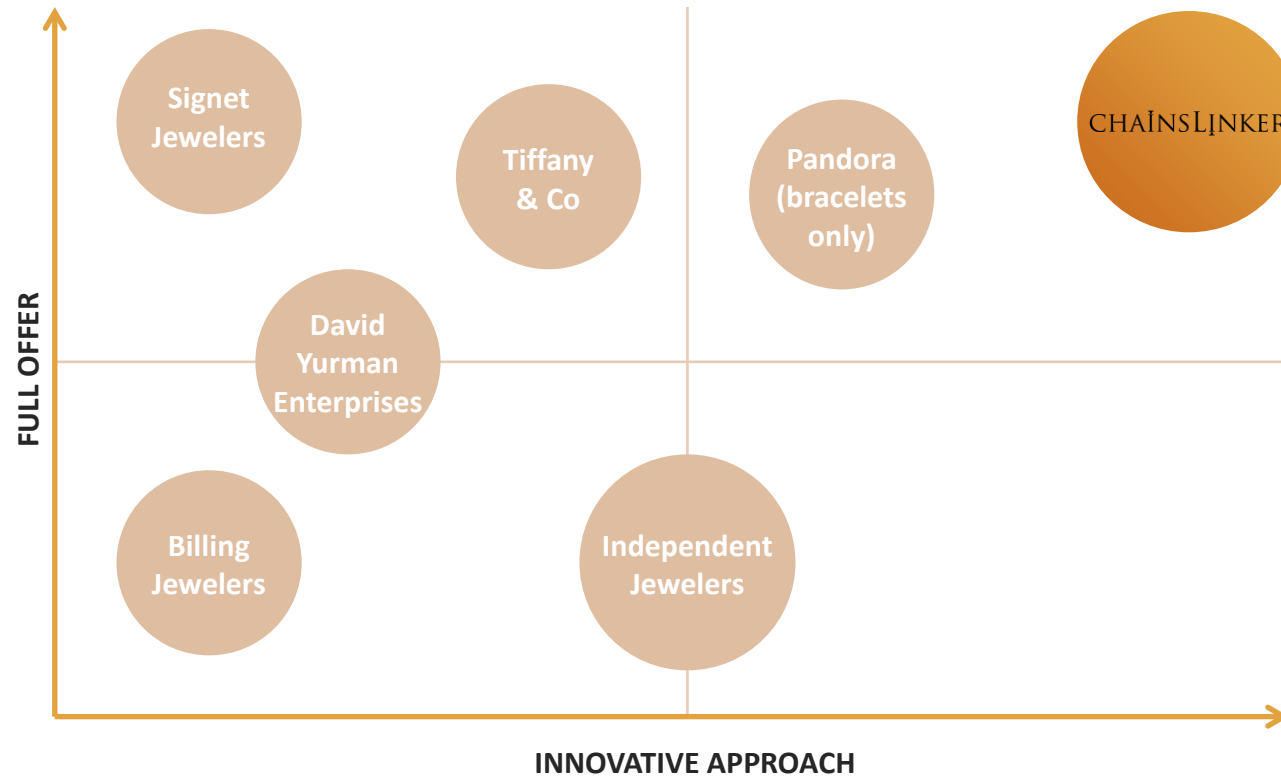


CHAINSLINKER: CUSTOMISABLE

High level of customisability compared to peer groups



CHAINSLINKER: WIDER OFFERING



Price range caters for all consumer spending means:

Affordable: less than US\$ 1,500

Luxury: between US\$ 1,500 and 10,000

High-end: more than US\$ 10,000

Wide consumer population:

- ✓ Males buying for females
- ✓ Females buying for themselves and for males
- ✓ Male buying for themselves
- ✓ Parents buying for children
- ✓ Pet owners buying for pets



COMPETITION: SOLID IP POSITION

Name: System and methods for assembling chain elements using a coupling mechanism

US Patent Number: US9622553B2

Inventor: Ben Z Lauren

Name: System and methods for assembling chain elements using a coupling mechanism

European Patent Number: EP3039984B1

Inventor: Ben Z Lauren

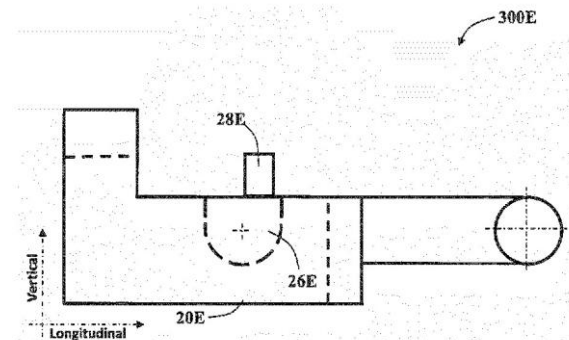
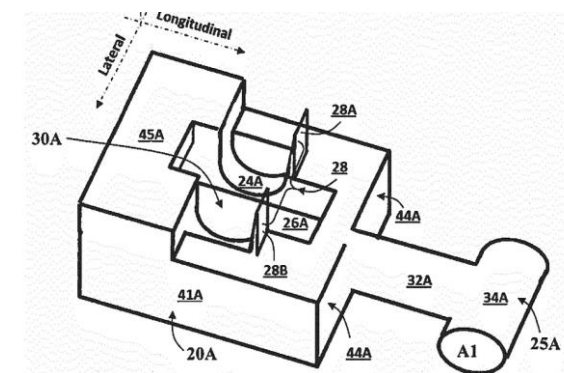
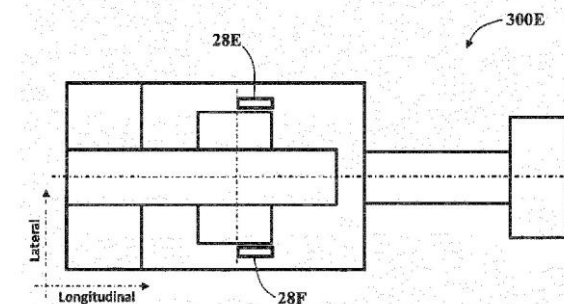
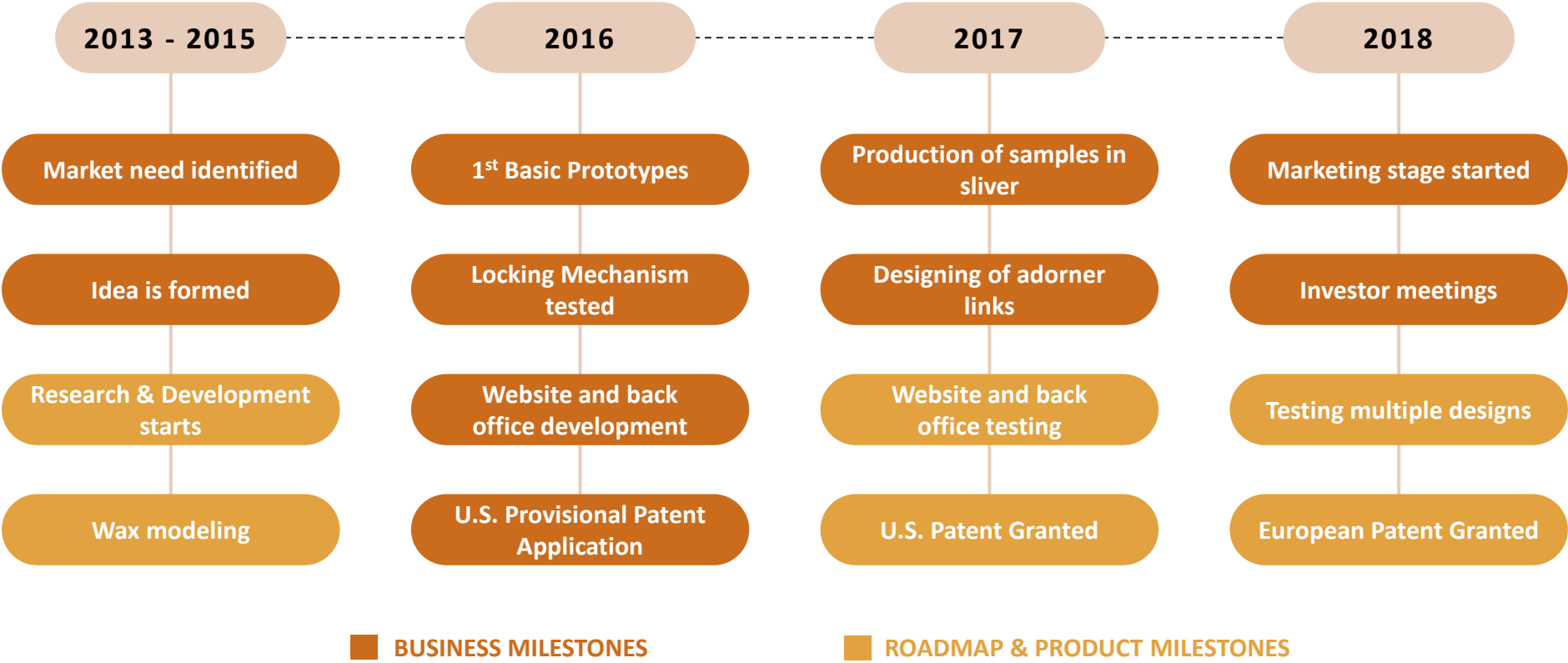


Fig. 3E



CHAINSLINKER: CURRENT STATUS



JEWELLERY: ADDRESSABLE MARKET

The \$310bn global jewelry market is forecast to grow 5% a year through 2020*

TWO MAIN SEGMENTS:

Fine jewelry : 30.49m people in the US alone between 2016-2017

Fashion jewelry - plated alloys & crystal stones

- ✓ Affordable
- ✓ Luxury
- ✓ High end

In the USA alone, households with income of US\$ 125,000 or more, 7.4% spent on average USD 500 to USD 999 on fine jewelry in 2017

**based on Euromonitor data*



CHAINSLINKER



CHAINSLINKER: WHY US, WHY NOW

ChainsLinker well positioned to take advantage of:

- ✓ **Segmentation:** Non-photo personalised gift segment: jewellery
- ✓ **Market drivers:** able to create seasonal designs
- ✓ **Market trends:** specialised jewellery for any market or culture

Represents a multibillion \$ market opportunity

SEGMENTATION

The non-photo personalized gifts segment held the largest market share for over 69% in 2017.

MARKET DRIVER

Advent of gift-giving culture and increasing demand for seasonal decorations.

MARKET TREND

Specialized merchandise by market vendors.

FORECAST

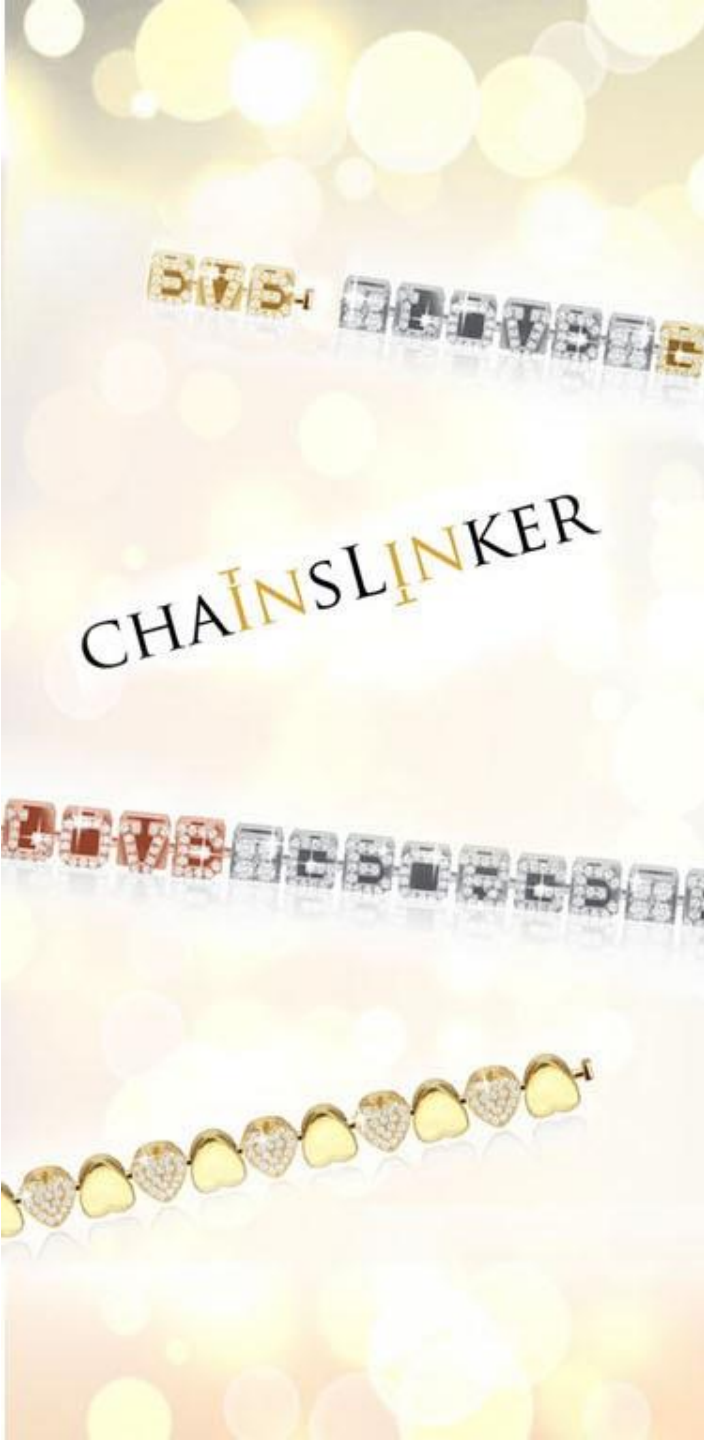
Market is projected to grow at a CAGR of over 9% until 2022.



CHAINSLINKER: REVENUE BUSINESS MODEL

Seasonality: demand for gifts usually experiences a surge during holidays like Christmas, Halloween, Easter, and Hanukkah

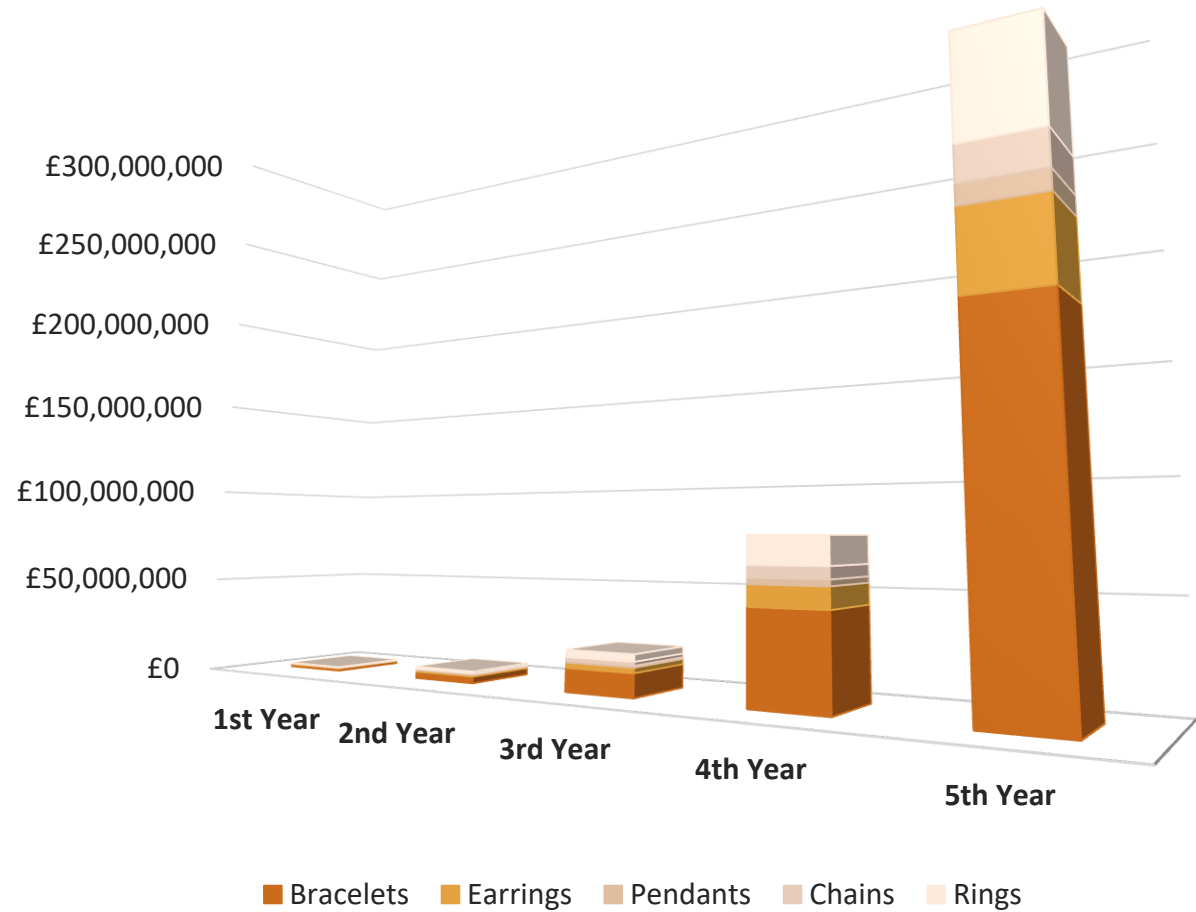
Special occasions: bespoke Links for festivities, gift retailing platforms, symbolic events, anniversaries





SEGMENTATION: FORECAST BY CATEGORY

The graph represents projected growth for ChainsLinker in each category to 2024*



INVESTMENT LANDSCAPE: LUXURY TECH

Early-stage luxury tech startups investments (2017)

Brickwork: Headquarters: New York, United States

- ✓ **Disclosed Funding:** \$8.4m
- ✓ **Select Investors:** Advancit Capital, Beanstalk Ventures, Cowboy Ventures, Forerunner Ventures, Recruit Strategic Partners, Safeguard Scientifics

Flont: Headquarters: New York, United States

- ✓ **Disclosed Funding:** \$7m
- ✓ **Select Investors:** C Ventures

Other examples: e-commerce unicorn **FarFetch** has achieved notable growth by curating luxury products online.

Other startups offer digital tools to build customer loyalty.



INVESTMENT LANDSCAPE: E-COMMERCE

Recent VC-funded online jewelry companies

Mejuri – Direct-to-consumer fine jewelry brand, raised \$5m in Series A financing

Bluestone – Bangalore-based e-tailer Bluestone raised \$5.87m

AUrate – NYC-based ethical jewelry company raised \$2.62m in Seed

Catbird – online jewellery company, hit U\$10m sales within a few years

Other examples : Caratlane, Velvetcase, Wearyourshine



CHAINSLINKER: GO TO MARKET STRATEGY

Creating Brand Awareness

- ✓ point of sales stores
- ✓ online presence through e-stores
- ✓ advertising local + national level

Sales/cash flow forecast

- ✓ **YEAR 1:** £2M
- ✓ **YEAR 2:** £ 5.8M
- ✓ **YEAR 3:** £ 20M

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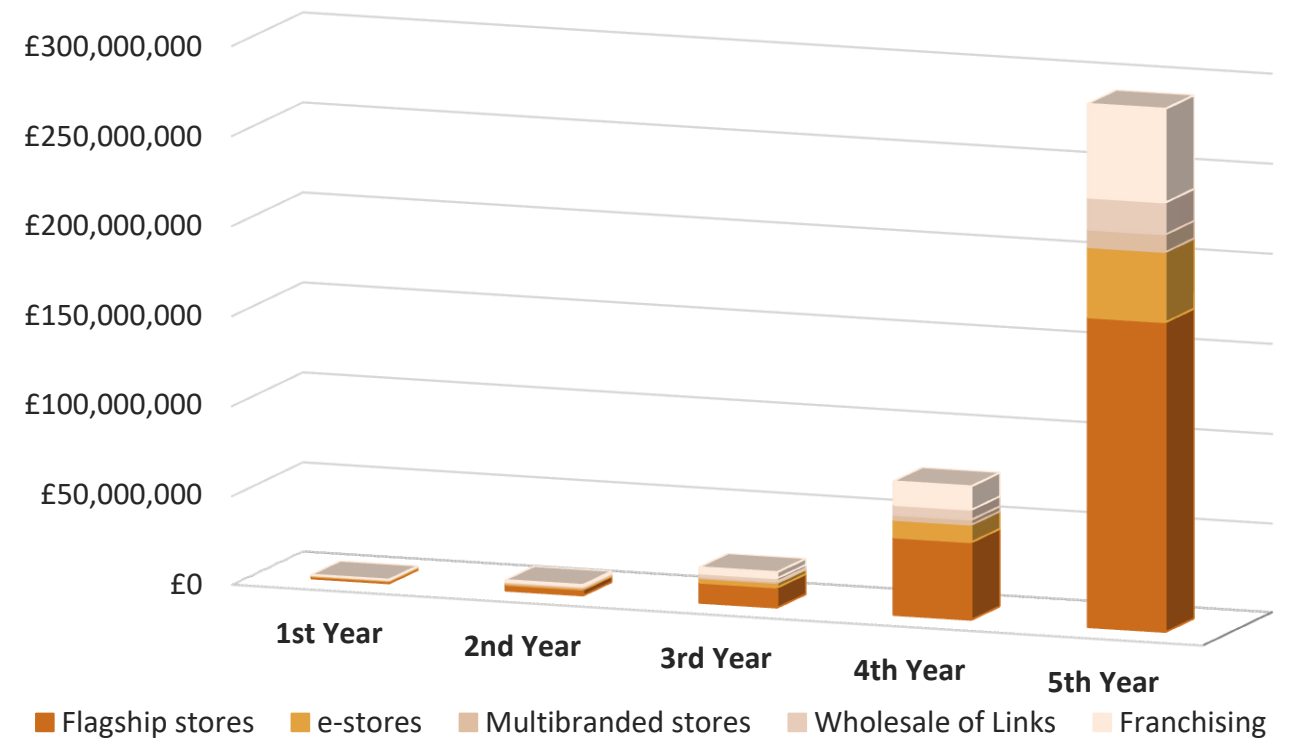
CHAINSLINKER: REVENUE BUSINESS MODEL

Revenue streams:

1. Flagship stores
2. Multibranded stores
3. e-stores
4. Franchising
5. Wholesale of Links

Scalable business model

Additional revenue streams through continued diverse offering



CHAINSLINKER: COMPETITIVE LANDSCAPE

Existing players in the market

- ✓ Blue Nile, James Allen, Belgium Diamonds
- ✓ Ringsberry.com (online)
- ✓ Pandora, Swarovsky, (high street retailers)

Disposable market – indirect competition

- ✓ Claire's, Accessorize, Monsoon
- ✓ Personalised gift market of non-jewellery products, especially gifts with photos
- ✓ Pop-up stores, stands at multi-offering retailers and stores

THE TEAM



BEN Z LAUREN

FOUNDER & CEO
25 years experience in jewelry industry



SARAH CHESSA

BD & STRATEGIC COMMS
12 years experience in VC and PE investment space



JAOUAD BEN RAFSA

CHIEF OPERATIONS OFFICER



EFRAIM BUCHBINDER

CHIEF FINANCIAL OFFICER





NEXT STEPS: FUNDRAISING, COMMERCIAL LAUNCH

To date: Seed £1.75m from inventor and founder, 100% owner

- ✓ Series A: £10m in tranches, £6m in 2019, £4m in 2020
- ✓ £20m pre-money valuation, £50m valuation by 2024

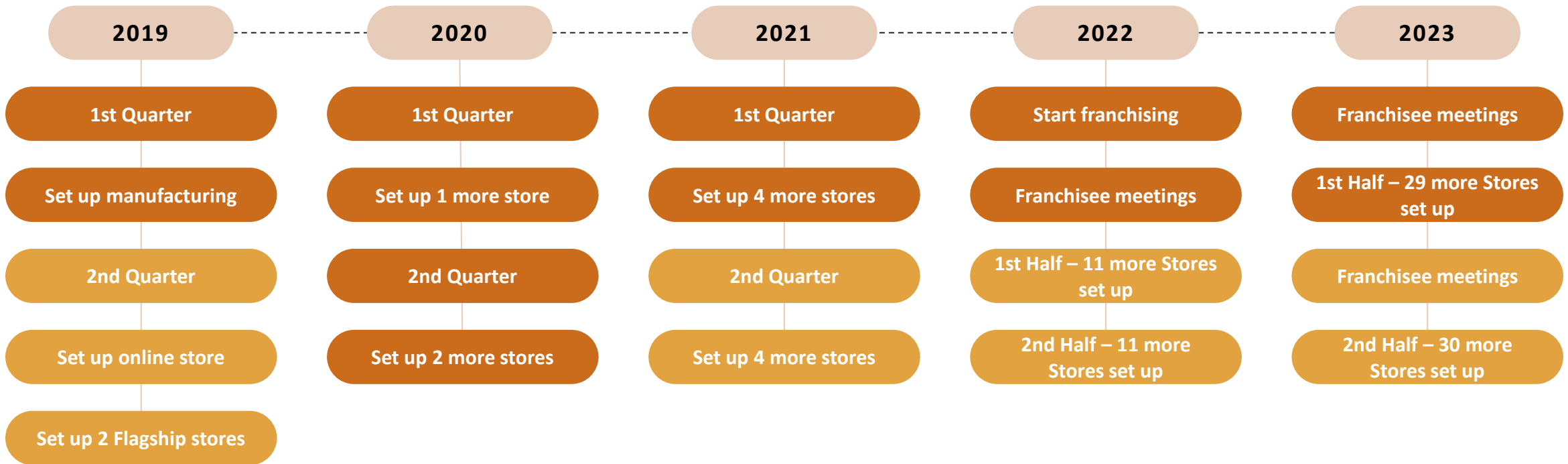
Funds for:

- ✓ Marketing activities, staff hire, operations
- ✓ Production, Links launch, commercialisation, portfolio expansion
- ✓ Setting up at least 2 flagship stores + e-stores

Funds to provides runway until Year 3

CHAINSLINKER: 5 YEAR ROADMAP

Close Series A - £10m for up to 15% stake for valuation of £50m by 2023 based on business plan





TRADE SALE OR IPO: EXIT STRATEGY

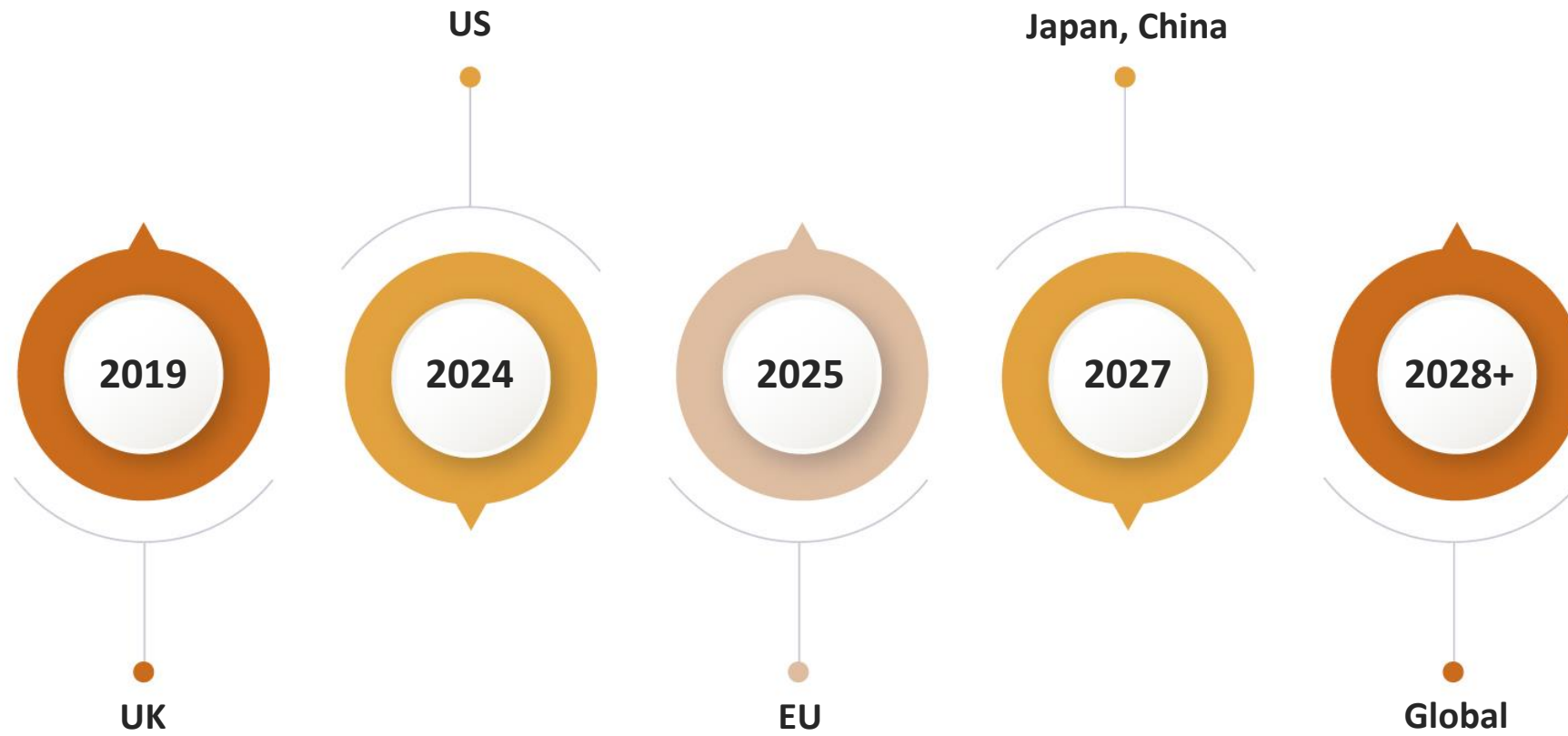
Series A will provide runway until 2023

Exit strategy within 5 years

Trade sale to major player
(Pandora, Swarovsky)

IPO
(AIM, HKSE)

MILESTONES: TARGET MARKET PENETRATION



CHAINSLINKER: UNIQUE PROPOSITION

Offers clear superior consumer value proposition

Convenient delivery model

Consumer choice and selection in a no-pressure environment

Aligns with trend of educated consumers seeking easy, online or in-store shopping experiences

High quality + transparent pricing + enhanced value through customisation





THANK YOU

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