



## Interview with Markus Bleiker, Co-Founder 'THE STONE COIN'

Hi Markus Bleiker, Thanks for giving us this interview. **Could you briefly explain what is THE STONE COIN (STO) about?**

THE STONE COIN has a real background and intrinsic value, making it a trusted payment method that will be leading in the field of NGO-donations and European PoS payment systems. It is a payment token with the full and official permission of the respective regulator. Right now we are engaging the Crypt-STONEzation of South America, which makes BitInka such an important partner for the project. Furthermore we see very interesting potentials for rising prices for THE STONE COIN at the exchanges due to all the organic demand our activities and our network of partners will create.

**Could you explain, in simple words, THE STONE COIN's business model?**

THE STONE COIN company invests the net returns from the token sale in a European Real Estate portfolio. The first objects are being acquired right now.

We are proud that we are able to do this full three months earlier than originally intended. The main purpose



of this so called REAL SHIELD is to maintain and expand the network of acceptance points at the PoS (Point of Sales) for THE STONE COIN and increase the real background and intrinsic value.

**Why Real Estate instead of other values like gold or diamonds?**

We deliberately chose real estate. Backing up by gold or diamonds cause high storage and insurance costs. If the gold price doesn't rise, the cover loses value year after year. With real estate, it's different. We buy real estate and keep it, which generates a regular return in the form of rental income.

This money is used to cover the costs - for example for the fast international expansion of the PoS acceptance network. The surplus is reinvested in real estate, which causes a permanently increasing value of the real estate portfolio.

**Who is the target audience for THE STONE COIN?**

On the one hand our audience is people all over the world with an affinity to handle crypto-currencies in their daily live. Therefore we are building up a fast acceptance network at the Point of Sales, and we support worldwide donations in crypto by proudly providing THE STONE COIN as the key currency for the non-profit charity portal REAL WORLD INSPIRE. And of course we aim for the crypto-investors and the traders, since we have high hopes regarding THE STONE COIN's performance at the crypto exchanges.

On the other hand we additionally address the traditional investors of the old world, out of the offline community. The combination of real estate, supporting charities on a worldwide scale and bringing crypto to the Point of Sales is a very attractive argument for their investments. And last but not least is THE STONE COIN an alternative currency for people in crisis countries, where local currencies constantly lose purchasing power due to inflation. There THE STONE COIN serves to preserve people's assets with the advantage of being liquid at any time.

**Can you give us a current example, where THE STONE COIN will be in use soon?**

Yes, of course. The most striking examples are the environmental organizations and charities. We partner with the donation portal REAL WORLD INSPIRE, which will go fully operational in a few weeks. The key currency on it is THE STONE COIN. No matter in which FIAT or crypto currency a donation is given, it will be swapped in THE STONE COIN and transferred to the orga-

nizations almost everywhere in the world. The funds are frozen for 90 days, and then the recipients can exchange it locally into their local currencies. THE STONE COIN will receive big and very positive attention, gets known by lots of people inside and outside the crypto community and will be in high demand once the portal starts growing. At one of our Roadshow events in Peru, literally all NGOs present were keen to participate and promised to post their projects on it as soon as it is available.

### **What is the advantage for the NGO to get their donations in THE STONE COIN?**

Basically, THE STONE COIN as the portals key currency solves one of the biggest problems of small and medium NGOs, which is only receiving part of the donated money. By not using middlemen and through transferring the money by THE STONE COIN, the local charities receive around 95% of the originally donated money - instead of a mere 50% as of today.

### **What effect on the price development of THE STONE COIN do you expect by becoming exclusive key currency on various**

### **crypto portals?**

Donors acquire STO and donate it, for example, on the NGO portal directly to the organization of their choice. The NGOs receive the STO volume of their donation account after 90 days and then sell THE STONE COIN on crypto exchanges when needed. This means that STO demand always precedes supply. The inclusion of further projects on the NGO portal means that the STO demand increases significantly over time and thus goes on exceeding the sales volume by the NGOs. Both mechanisms lead to a strong increase in the STO presence on the NGO portal.

From previous discussions it appears that NGOs will keep part of their STO to benefit from a rising STO value as well. This additionally fuels the price increase effect.

The same price-increasing effects can be expected on the portals in the start-up and travel sectors with STO as key currency.

### **Why should users buy THE STONE COIN token? How is it different from the rest?**

THE STONE COIN

presents a perfect combination of value, applicability and potential. The REAL SHIELD helps maintaining the company and the payment network, the NGO-portal and the ATMs provide certain demand for THE STONE COIN and therefore high volumes and rising prices are to be expected.

### **How was the idea of THE STONE COIN created? What was the reason behind it?**

From the start, the aim was to create a coin that has intrinsic value, which was the case with the US dollar, the Swiss franc and other major currencies until 1972. We are worried of the current monetary policy of the national banks. We are convinced that the bang in 2008 was just a shake-up and that we are facing a much worse crisis in the next few years - probably triggered by the EURO. THE STONE COIN by its intrinsic value will be a stable alternative, which will defy devaluation by government debt cuts.

### **What can you tell us about your team?**

When compiling our team, we paid special attention to core competencies, many years of

experience and already proven economic successes. Some of the most important key players in the project are:

**Rolf Jeker** (Chairman of the Board) is an expert in company strategies and business development with proven leadership skills.

**Klaus Stark** (Board of Directors) is a well-known entrepreneur in the crypto scene in Europe. He has launched a crypto association in Liechtenstein, is highly involved in various crypto projects and supports the scene throughout Europe.

**Markus Bleiker** (Board of Directors) is a very experienced real estate expert. He presides over one of the major cooperative building societies in Switzerland. In his professional career he has traded real estate worth a total of several hundred Million Swiss Francs and is currently involved in the development of the football stadium in Aarau with adjacent businesses and four residential towers. He is responsible for real estate procurement and its successful management.

**Werner Diem** (Board of Directors) is the responsible for the token

sales as well as the ATM and payment system.

**Michael Reinhold** (Head of Marketing) is an internationally well-known Marketing Expert and consultant. He is responsible for Exchange Listings, Social Media and Cryptonomics.

### **What has been, so far, the biggest challenge for THE STONE COIN?**

The biggest challenge as well as the biggest achievement was to receive the permission to implement THE STONE COIN as a payment token in the market, approved by the FMA (financial market authority) in Liechtenstein. In August 2018, after months of discussions with lawyers and audits by the financial authority, we finally got the GO for the distribution of THE STONE COIN.

### **How do you plan to scale THE STONE COIN?**

The biggest impact on THE STONE COIN's rapid growth will be THE STONE COIN's ongoing internationalization. The acceptance points network shall be rolled out throughout Europe, the donation portal will be attracting

more and more international projects, and the distribution of the ATMs through which you can buy THE STONE COIN as well as Bitcoin will be accelerated in 2019 and 2020 wherever we find favorable regulations and the surrounding conditions in Europe. The CrypSTONEization of South America will be another boost for THE STONE COIN, as well as future cooperations regarding crypto-payments, online and in countries where THE STONE COIN has not yet a strong presence. Last but not least we still have a great demand by traditional investors through our classic sales systems.

### **How was the crowdfunding phase? In your opinion, how successful was it?**

We were quite surprised of the great resonance THE STONE COIN received, and we are very satisfied with the results of our initial funding rounds. This enables us to already acquire the first properties, well ahead of schedule.

### **Why do you want to introduce THE STONE COIN to the Latin American market? Why is this an attractive market for THE STONE COIN?**

THE STONE COIN is a global project, so South America was on our agenda from the beginning. The CrypSTONEization of Peru, México, Argentina and Brazil is a very fruitful project. First of all, many NGOs are active in those countries and need our support, and the currency conditions in those countries make our payment token a welcome alternative to pay with, to escape inflation of local currencies, to store value and of course to bet on a rising value of THE STONE COIN, too. Another big advantage of THE STONE COIN in South America are the agreements with foreign exchange offices, that will accept and exchange THE STONE COIN. Especially in South America, a serious, legal crypto currency with a clear future orientation and a high market and price potential is generally very welcome.

### **What are the plans for THE STONE COIN in the near future?**

Since the growth and success of the donation portal happen through the NGOs and supported by our team in Peru, our main focus lies on the expansion of the acceptance points in the markets of Europe, Asia and South America.

Currently a mobile wallet for Android and iPhone is being programmed and will come to the market soon. It allows easy and convenient transactions with THE STONE COIN.

Due to the overwhelmingly positive feedback for the donation platform we intend to implement other portals soon:

- 1) Platform for financing start-ups
- 2) Platform for travel ... and more will be added in the future.

As you see, we are building an entire economic infrastructure for and around THE STONE COIN, and we are preparing a lot of cooperation agreements with more exchanges and crypto payment providers.

### **Where can users from all over the world find THE STONE COIN?**

THE STONE COIN can be found at [www.thestonecoin.com](http://www.thestonecoin.com), and for any investors there is the link to our ICO portal. Soon you can get THE STONE COIN at LATOKEN exchange (first listing on the 22nd of July 2019) and of course at BitInka (listing on the 1st of August 2019). Or just sent us an Email ([m.reinhold@thestonecoin.com](mailto:m.reinhold@thestonecoin.com)), and we get in touch with you.

## THE STONE COIN as part of START-UP City at the MONEY20/20 EUROPE in Amsterdam

Europe's largest FIN-TEC Conference in Amsterdam (03rd – 05th of June of 2019) focused on the future of enterprise and payment technology. This was not primarily the classic crypto scene meeting but large companies and payment service providers discussing the future of payment solutions. Many of them will ac-



tively enter the blockchain issue. In Amsterdam, we had exciting

cooperation agreements regarding the various portals where THE STONE COIN will be involved as the Key Currency.

At the same time we met professional investors, who like to acquire

both, THE STONE COIN (STO) tokens and equity of THE STONE COIN AG. It was particularly inspiring for us that various crypto-funds also rate THE STONE COIN as a forward-looking, secure token with a high upside potential and that they expressed a serious interest in investing in THE STONE COIN.

## THE STONE COIN at MALTA BLOCKCHAIN SUMMIT 2019

From MAY 22nd-25th, THE STONE COIN participated at the MALTA BLOCKCHAIN SUMMIT 2019.

Unlike at MONEY 20/20 EUROPE, the main focus in Malta was on networking and discussions

with the classic crypto community, and of course token sales have been on the agenda as well. Furthermore, THE STONE COIN was able to acquire a couple of uniquely fitting and very promising new sales and service partners.

## THE STONE COIN in Madrid, Granada & Hong Kong

THE STONE COIN is this year again very present at a lot of Crypto summits, meetings and events. After the teams active participation in Singapore, Malta and Amsterdam we have now scheduled the great events ahead in

Madrid, Granada and of course the RISE 2019 in Hong Kong. We are already looking forward to more exciting discussions and great networking. You can meet our President Rolf Jeker at our Stand No. 157 at RISE 2019.

## 20% SPECIAL DISCOUNT for participants of the RISE HONG KONG 2019

Participants of the RISE HONG KONG will receive an exclusive 20% discount on the purchase of THE STONE COIN (STO) on the ICO portal thestonecoin.tokengate.io. For the acquisition of THE STONE COIN (STO) on the ICO portal operated by the Swiss company DSENT AG (subsidiary of inac-

ta AG), please enter the following Promo Code: RISE-20. The

Promo Code is valid for all purchases starting at CHF 100.

Interested parties who wish to purchase quantities of 10,000 STO (THE STONE COIN) or more can get them directly from Michael Reinhold at [m.reinhold@thestonecoin.com](mailto:m.reinhold@thestonecoin.com). The exclusive 20% **Special Discount** by using the **Promo Code RISE-20** applies here as well.

