



EBCF's Private Reserves for Sustainable Development
"AMAZON RIO"



WHITEPAPER
An Asset Economy
For Sustainable Development



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1. OVERVIEW

Sustainable development of traditional local communities, ecotourism, ecoservices and business-related activities have started to attract private contributors and companies who share a will to finance sustainable initiatives.

Sustainable harvesting of timber-free products, land rehabilitation, wildlife reintroduction, reduction of CO2 emissions, research in biodiversity, technological development for individual and corporate social responsibility are the most commonly cited areas covered by these projects.

That being said, the ecoservices market is still far from the reach of sustainability-aware contributors. In the age of decentralization and digitalization, this should no longer be the case and we now face a need for solutions to capture these opportunities and unlock their true value.

While finance is deemed the hot sector of distributed ledger technology, the benefits of this technology may go beyond inclusive finance to reach other types of new and innovative services.

The objective of EBCF (Empresa Brasileira De Conservação De Florestas - Brazilian Rainforest Conservation Company) is to introduce cryptocurrencies and blockchain-based technologies into this overly regulated and rigid market on a global level.

EBCF sustainable development strategy consists in acquiring native forests that are suffering from the effects of deforestation and transform them into “Conservation Units” to support development of the Reservas Particulares de Desenvolvimento Sustentavel project (Private Reserves of Sustainable Development) or RPDS.

The lands will be protected ad eaternam, in character of perpetuity. Using blockchain’s core principles will provide us with fairness, accessibility, transparency, and trust. We will combine these values with the issuance of a payment digital currency while applying them to an already existing, fully operational and licensed alliance of companies across several sectors delivering a USD Million annual income and substantial annual profits.

This will allow us to operate in our community in respect of Planet Earth’s best interest, essentially guaranteeing an entry into domestic markets to all contributors. Therefore, projects that are traditionally restricted to foreign crypto transactions will become universal with a tangible contribution to the preservation of Amazon’s local communities and ecosystems.



1.1. OUR ORIGIN

Under the management of EBCF, an alliance of several companies that supports physical natural assets and sustainable initiatives, we have created the first private reserve in Amazon Rio.

It is located in the Southern region of the state of Amazonas, Brazil, on the Madeira River, in the municipality of Manicoré, between the Rio Madeira reserve (RDS Rio Madeira) and the Rio Amapá reserve (RDS Rio Amapá) and lies approximately 330 km (207 miles) by air from Manaus (the state capital) and 430 km (265 miles) by boat.

EBCF was created to be the leader in the creation and management of Private Reserves of Sustainable Development (RPDS) with 2 million Acres of private properties in its pipeline.

To date, EBCF holds the title and certification of the first RPDS ever created in the Amazon rainforest - "AMAZON RIO".

Our goal is to provide crypto holders with the opportunity to participate directly in the conservation of the Amazon rainforest while using their cryptocurrencies in a secure, efficient, and cost-effective way.

The introduction of a new coin – the AMACOIN – will act as a viable, new blockchain-based cryptocurrency to support the conservation of biodiversity through sustainable initiatives. This combination will act as a powerful motivator for corporates to do good in their communities, and as an accessible option for non-institutional contributors, willing to back an environmentally and socially sustainable economy.

AMACOIN is the very first of its kind, and sets a new standard.

Based on the United Nations Sustainable Development goals, EBCF expands through certified new initiatives in:

- forestry,
- energy production,
- national parks concessions,
- water,
- agriculture.

Hence, we will increase the adoption of the coins compliant with globally recognized certification standard by consumers who want to make a difference, and by corporations whose goal is to advance social responsibility and engage in a new way with customers.



1.2. OUR MISSION

EBCF is a social enterprise driven by a social-environmental mission to promote: (i) Rainforest Conservation; (ii) Biodiversity Protection, (iii) Sustainable Development of Local Communities and; (iv) CO2 emissions reduction. As a result, we fight actively against deforestation, poverty, global warming and climate change.

EBCF's economic mission is to develop a variety of ecoservices and business-related activities to finance its social-environmental mission, based on 7 (seven) different revenue streams:

- Sustainable Harvesting of Timber-Free Amazonian Products (fruits, seeds, extracts, oils, essences, fragrances, powders, etc.)
- Carbon Credits
- Corporate Social Responsibility
- Individual Social Responsibility
- Ecotourism (Eco-Resort)
- Scientific Research (R&D)
- Technology Development.

At EBCF, we understand that the private sector and individuals have to be part of the solution against deforestation, poverty and global warming.

We aim to provide a platform where there will be the opportunity for the global community to participate side by side with us in our mission.

We see a world where sustainable values are the currency rather than just a by-product of financial donations and profit-driven strategies.



1.3. OUR VISION

EBCF is leading the way to practical and measurable solutions to end Amazon rainforest deforestation, associated poverty, and negative global climate change through the implementation of a scalable business model that benefits both the stakeholders and the local communities: a win-win deal for all.

AMACOIN holders will gain access to meaningful projects. Shared values will be delivered in ways that will allow corporations, service delivery agencies, consumers and regulators to track and measure the impact of the value created, ensuring the conservation of the Amazon rainforest as well as the protection of biodiversity.







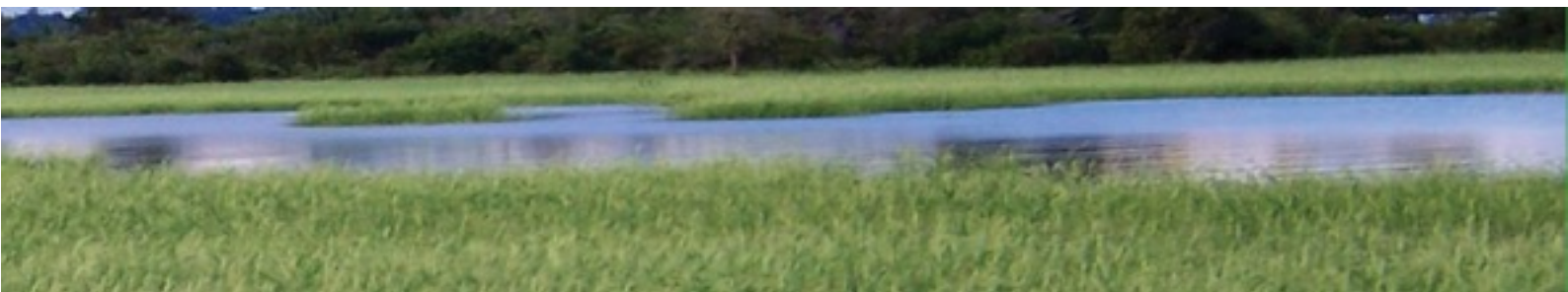
2. LARGE-SCALE IMPACT THROUGH SOCIAL ENGAGEMENT AND LOCAL INVESTMENT

The AMACOIN (AMACOIN) is a new cryptocurrency for sustainable initiatives and biological assets. The AMACOIN is an integral part of the platform of Empresa Brasileira de Conservação de Florestas (EBCF) - the custodian of a mosaic of private conservation units focused on the Amazon rain- forest conservation.

With the launch of AMACOIN and its underlying blockchain, EBCF will be building the solution to establish local environmental projects in the Amazon leading to effectively converting corporate social responsibility from a cost into a tradeable asset on their balance sheet.

Instead of pushing a target market into doing social good by investing, AMACOIN will allow the creation of a multi-layered, sustainable and symbiotic economy via a payment token. This ecosystem will connect people, corporations, governments, NGOs and institutions on one platform. This approach has never been attempted before.

EBCF will capture, secure, contextualize and manage data and funds to steer the activity within this new asset economy for sustainable development. It is structured as a broad-based economy with all the layers of activity and data that flows within it.



At the base level, sustainable and income-generating assets from water to ecotourism, carbon offsets, eco agriculture, ecotourism and wildlife will underpin the EBCF economy. This means that the system's native digital currency (AMACOIN) will be used to purchase the products produced from these natural resources that have an intrinsic value.

The AMACOINs will be traded on international exchange platforms. These Coins are the currency of the consumer economy where people can buy and sell sustainable-branded goods or donate to causes of their own choice.



For the first time in its history, the Amazon rainforest is opened up as a scalable and sustainable reserve. Moreover, through the combination of world-leading academics and companies working across scientific and technical disciplines, we aim to rapidly deepen and accelerate our understanding of this globally critical resource to develop and launch new technologies for global markets.

We have now reached a phase where additional investment is required to accelerate the growth of these activities. Selecting the right partners is critical with regards to:

- Symbiotic philanthropic, ecological and commercial business plan,
- Highly attractive workstreams in growing markets,
- Passionate and competent management team,
- Solid average 25% EBITA,
- Opportunity to add scale and growth.

Blockchain is an actual game changer that can protect data, consumers and corporations if fostered within a relevant regulatory framework.



2.1 A NATURAL INCENTIVE

The power of the AMACOIN lies in its ability to be adopted by businesses that can advertise their corporate social responsibility initiatives as meaningful contributions to support sustainable development and the protection of biodiversity. It offers corporations a venue to deliver real value and engage in a new dialogue with consumers and stakeholders. For all, it is a genuine way to participate and nominate projects to receive blockchain-guaranteed support.

All audit reports and financial statements will be available on a continuous basis to our community and partners. The audits will be conducted in accordance with ISA standards. As the AMACOIN matures, the company will further commit in the sustainable development of the local communities of the territory of Amazon Rio.



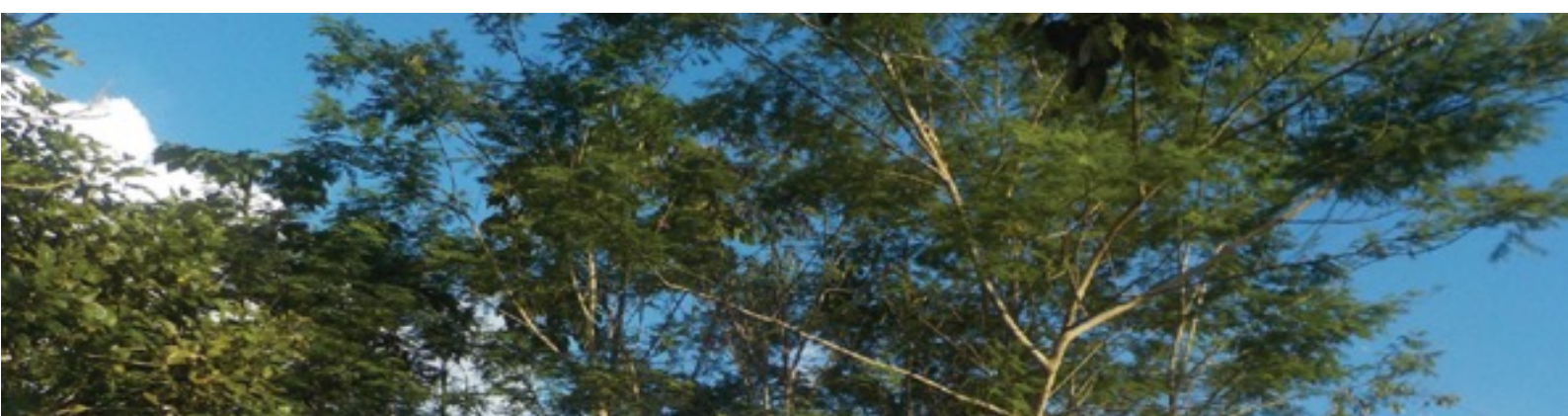
2.2 NATURAL INVESTMENT CHOICES

Of the 17 sustainable development goals (SDGs) set out by the United Nations, 7 relate to EBCF's purpose with the other 10 relating to social equity, health and justice. AMACOIN is the digital currency that has the capacity to support them all.

The 17 SDGs were built on three core elements: economic growth, social inclusion and environmental protection. These all aim to bring nations together to support one cause: a sustainable future for generations to come.

Hence, each goal is interconnected to the others so that the success of one will include the conversation and possibly the solution to several other societal issues.

We have to start where we will have the biggest impact. Our initial focus is on developing 20,000 hectares of private rainforest for the creation of the first private sustainable reserve in Amazon's history.



We will enable a stable plan that will improve the situation of the natural and social environment. These returns will run collaboratively with a social program that will benefit more than 3,000 local inhabitants and protect the globally vital Amazonian rainforest.

Together with the agreement of harvesters in the surrounding areas, EBCF will provide a total of 200,000 hectares for harvesting Brazil nuts and other non-timber products to be traded as food, beverage, cosmetic and pharma ingredients, and own-brand finished food and cosmetics products.

The Social Program implemented by EBCF will directly benefit 3,000 people across fifteen villages in the areas of education, health, infrastructure, women's empowerment and income generation. The program will transform natural resources into income, and conservation according to the principles of social and environmental responsibility which in turn will attract Corporate Social Responsibility sponsorship revenue via our global sustainability program: "We are Amazonians".



EBCF land will remain a managed private reserve protected by Brazilian law. EBCF will be able to attract carbon offset credit revenue through the voluntary carbon offset market. The project certification standards align to VCS + CCB with a project duration of 36 years yielding 65,000 tons carbon credits generation per year. The first package of credits was issued in 2017 from a total of approximately 250,000 tons.

The final aspect is in technology. A Science & Innovation Working Group led by Redpill Group and initially including Imperial College London, University of Sussex and Satellite Applications Catapult are working on innovative technology solutions to measure and monitor the health of the rainforest in a way that will not only satisfy and enhance REDD+CSR but that will also deliver industrial IP applications.

Furthermore, a fully monitored rainforest will provide an environment to stress test complex applications such as AI and SMART city software, as well as further income generation for the local population.

There is also a unique opportunity to implement and manage an eco-resort inside the reserve (the first of its kind inside a private reserve) to promote its biological diversity for various industries and research organizations.

Our main focus will be eco-agriculture, eco-tourism, pharmaceutical industry, cosmetic industry, organic food and beverages and specific ventures for local communities to develop their own projects in the AMACOIN economy. As a participative economy, every AMACOIN holder will be allowed to suggest projects of their own choice and as such give his contribution to the project. All suggestions will be submitted to the Board for approval to ensure alignment with overall sustainable policy and thereafter put into practice.



3. UNIQUE BUSINESS WITH EXCELLENT PROSPECTS

EBCF business initiative is a unique alliance of private/public partnerships that develops a new cryptocurrency: the AMACOIN. For blockchain technology to be used to its full potential, it needs a system that stimulates sustainable and Earth-friendly behavior to stop the Amazon rainforest deforestation, thus ensuring:

1. Amazon Rainforest conservation and biodiversity protection;
2. Sustainable development of local traditional communities;
3. CO2 emissions reduction;

Amazon Rio Private Reserve management plan is registered within the Amazonas State Environmental Secretary. EBCF is the first RPDS ever created in the Amazon rainforest history called "AMAZON RIO". We ensure the conservation of the first protected sustainable private reserve ever created while supporting the:

1. Protection of more than 100 million native and rare trees
2. Protection of more than 500 endangered and rare species
3. Conservation of rivers of a great importance to the world
4. Offset of more than 3 million tons of CO2 emissions

Luckily for AMACOIN, we are not the only ones to foster a sustainable blockchain technology. We have peers (and partners) that we can learn from. People that are developing their own platforms in the same, bottom-up way as AMACOIN is doing.

But how are we going to use cryptocurrency technology for the betterment of communities and biodiversity?

The AMACOINs will be used to support humanity (humanitarian?) projects, generating ecological and sustainable value over time.

Within this framework, we also aim to fundamentally change the fundamentals of blockchain technology by including humans and ethics into the equation.

The next step in the development of our Private Conservation Units is the promotion of EBCF's "We Are Amazonians" initiative, which includes:

1. Reserve Licensing Rights (Name, Image and Exploitation)
2. Web/App Platform - Register membership to interact with followers, stakeholders, consumers and suppliers
3. Financial and physical support of 15 villages benefiting more than 3.000 (three thousand) people with social projects:
 - Education
 - Health
 - Infrastructure
 - Income generation
4. Expansion of the business model to support the creation of 5 million Acres in new sustainable protected reserves (an area half of the size of Switzerland) translating into saving approximately 50.000.000 (fifty million) tons of CO2 emissions.



Part of the funds raised via the AMACOIN will be used to support Social Projects, Environmental Projects, Climate Projects, Economic and Income Generation Projects and to develop the EBCF business activities.

EBCF is already an owner of Native Forest. Post-ICO, EBCF contemplates - without having any obligation to do so - extending such acquisitions, depending on the EBCF business development, liquidities and acquisition opportunities. EBCF has created Conservation Units and Sustainable Reserves.





3.1 CERTIFICATIONS AND OPPORTUNITY

We have created a solid team of experts and partnered with companies active in the conservation and sustainable development universe. To this effect, we have co-founded the Amazonian Alliance in partnership with Citizen Group - a respected pro-social global marketing communications agency - to create unique private/public partnerships and bring much needed support to Amazonia and sustainable development among riverside communities.

The Amazonian Alliance is a B-Corporation based in the United States, Florida, which has the legal rights to represent EBCF all over the world. It is the most important partner of EBCF with the main purpose of procuring and obtaining funding as well as establishing strategic partnerships focused on the development of EBCF's environmental assets related but not limited to:

- Sustainable Harvesting of Timber-Free Amazonian products (fruits, seeds, extracts, oils, essences, fragrances, powders, etc.),
- Carbon Credits,
- Corporate Social Responsibility,
- Individual Social Responsibility,
- Eco-tourism (Eco-Resort),
- Scientific Research Development (R&D),
- Technology Development.

EBCF has also partnered with Amazon Roots as its non-timber forest products distributor who in turn has channel sales agreements with Amazonian Alliance, Planet Organic, Rigby Foods, Marigold, JPC International, Universal Taste, Yerbalatina and Sinerga.

CADI will lead the social program implementation and CSR contracts are already in place with Sony and Hyundai. The EBCF land is fully REDD+ certified and is ready to release its first 2 million tons into the voluntary offset market.

The ICO is being launched to provide the working capital required to establish and grow this project. The funds raised will help push this philanthropic project, which is also commercially viable, forward faster and on a much larger scale. While initially the focus will be on the Amazon Rio existing land, a number of additional local land acquisitions are in the pipeline.



3.2 SHAREHOLDING AND STRUCTURE

The ownership is split between:

- Barrionuevo Family (holding) 90%,
- Valdenor Costa – Amazon Rio 10%,

The existing land controlled by EBCF is the result of a negotiation between the Valdenor family (the previous owners of the land) and the Barrionuevo family in a transaction which saw the Valdenor family donate the land to EBCF and in return have a promissory note whereby the Valdenor family will be compensated, on a yearly basis, with 20% of the net profit generated by EBCF until such time as a total amount of USD 12 million has been paid to the Valdenor family. The land has been valued by a third-party at USD 15 million.

Within the negotiated private agreement between Valdenor and Barrionuevo, Barrionuevo has paid a down payment and taken on all of the debts associated with the land on behalf of Valdenor in 2010 when EBCF was established. As part of this agreement, the Barrionuevo and Valdenor families have agreed to a 33% / 66% split of the total amount owed respectively to repay the land.





4. FRAMEWORK

Amazonian Alliance's policy is to avoid the destruction of the rainforest through a successful and sustainable social program that improves and maintains the traditional lives of the Amazon people, to enable commercial workstreams. Sitting at the center of this strategic rationale is the social program and the implementation of specific technologies.

People are required to harvest food products in such a manner that does not harm their surrounding environment. A properly harvested and managed landscape is required to market the land on the carbon credit market. A thriving local community of indigenous people will further attract CSR sponsorship.

The key to unlocking scale is the use of technologies, both existing and in development. A Science & Innovation Working Group, led by Redpill Group and initially including Imperial College London, University of Sussex, Satellite Applications Catapult and a number of other international partners is working on innovative technological solutions to measure and monitor the health of the rainforest in a way that will not only satisfy and enhance REDD+ and CSR but also provide IP applications.

Furthermore, a fully monitored rainforest will provide an environment to stress test complex applications such as AI and SMART city software as well as providing further income to the local population. Sections 6.2 and 9.13 describe this work in more detail. What is not included in the financials of this document are the opportunities from revenues from scientific R&D and eco-resorts. The EBCF Private Reserve is the only reserve in the country to be licensed for eco-resort development.

4.1. DEMOCRATIZING TO AID SUSTAINABILITY

Ethics should become a part of the conversation in the blockchain universe. Moreover, agencies and self-regulation are a central issue in existing networks and regulators: how can we regulate or steer something that is not tied to any physical location nor can be shut down?

The AMACOIN is making people work towards the same collective goal of doing more sustainable actions and treating Earth respectfully. While the Amazonian Alliance Team points the projects in the direction of a solution, it builds systems that outsource the decision-making on environmental issues and uncertainties to its community of users.

Our solution is a decentralized monetary system so that users can vote on where the money should go. This means that the authority about what is and what is not sustainable will not be held within EBCF as a company, but will rather be collectively agreed upon by the community of users. We are currently working on the voting system, that will be integrated in AMA App.

EBCF shareholders, our partners and our community will all work towards a system where AMACOINS can only be spent on sustainable products, thereby leaving no other choice but to change their consumption habits. Consequently, a thorough audit of the supply chain and production methods of the companies that want to partner will be demanded, in order to verify that they are indeed selling sustainable products that will be eligible for AMACOINS.





Therefore, supporting irrelevant projects using AMACOINs will be nearly impossible to do. Such attempts will also be strongly de-incentivized by the network as a whole, since AMACOINs can only be spent at certified vendors.

4.2. NATURE IS HARD-WIRED INTO OUR TECHNOLOGY

Our AMACOINs are not just superficial numbers on a blockchain: they are based on sustainable values. Part of our ecology will be hard-wired into the technological universe for generations to come.





5. VALUE OF BLOCKCHAIN TECHNOLOGY FOR EBCF

Determining the real value of physical commodities in the Amazonian rainforest is the most important criteria in furthering the development of Amazon Rio. Yet, most people must rely on experts to provide analyses and investment recommendations.

A technical and financial industry background alongside years of experience evaluating projects and companies are a necessity in our endeavor. That is why our team draws expertise and methods from across the value chain.

5.1. USE CASES OF BLOCKCHAIN TECHNOLOGY FOR AMAZON RIO

EBCF blockchain-based ecosystem will be useful in various cases:

1. Provenance tracking for authenticity and quality control

A blockchain transaction ledger could track the origin of raw materials and products from suppliers throughout the entire production and distribution channels.

The ledger could include digital data linked to unique identifiers on labels, using hologram technology as is done in other industries (software, consumer products, pharmaceuticals).

When quality problems go detected, having greater knowledge of where the products originated from and then where they were sent could avoid having to announce broad and expensive recalls.

2. Asset lifecycle management

The blockchain also tracks which suppliers produced the components for a blow-out preventer.

In case of failure, the operator could consult data in the chain to determine when, where and by which company the component was produced.

Manufacturers might examine the data to see if maintenance—frequently outsourced—was performed as recommended.

As an increasing number of assets are computerized, blockchain technology will help to keep track software updates to protect sabotage and potential damage from cyberattacks.



3. Enabling performance-based contracts Blockchain can also support new business models

The operational performance of a critical asset or equipment can be tracked based not only the cost of the equipment but also the cost of all aspects of the performance lifecycle, including maintenance, operating costs, uptime, downtime, etc.

Once a service-level agreement has been determined and coded in the system, sensors could communicate to the blockchain, and performance factors would determine payment amounts (including bonuses or penalties).

4. Trading and third-party impacts

Blockchain technologies are beginning to disrupt and open energy trading markets. By trading physical commodities on a blockchain solution, commodity traders could benefit from increased speed of exchange, improved availability of data, and enhanced reliability and auditability as records are verified in near real-time.

The sustainable development of the Amazonian rainforest has a lot of potential to evolve using Blockchain technology. Through improvements in transparency, trading, and supporting new business models, Blockchain technology can provide an efficient, money saving solution which would bring this part of the world into the future while preserving its biodiversity.





6. EBCF ECOSYSTEM

EBCF ecosystem will be a trusted, transparent and inter-operable sustainable alliance that supports an ever-expanding suite of activities for participants who generate, consume and transact locally sourced products (with the exception of timber) on the territory of 4 different private reserves named “Amazon Rio”.

This novel ecosystem will use blockchain technology and cryptocurrency to transform natural resources of the Amazon rainforest into income and conservation, according to principles of social and environmental sustainability. This will change the face of the sustainable development and biodiversity preservation system because instead of being focused solely on profits, it will focus on the broader needs of communities, on aspirations for independence and co-creation, and the long-term sustainability of environmentally-conscious creation and consumption.

6.1. ACHIEVEMENTS

2009 - EBCF was created to be the world leader in the creation and management of Private Reserves of Sustainable Development with 2 million Acres of private properties in its pipeline.

2010 - EBCF applied to the Amazonas State Government for the creation of 4 different Private Reserves named “Amazon Rio”, measuring 50.000 (fifty thousand) Acres benefiting 15 communities with approximately 3.000 people.

2013 - Amazonas State Government legally granted EBCF with the title and certification of the FIRST RPDS ever created in the Amazon Rainforest history called “AMAZON RIO”.

2014 - EBCF registered its Amazon Rio Private Reserve Management Plan within the Amazonas State Environmental Secretary

2015 - EBCF co-founds Amazonian Alliance in partnership with Citizen Group, a respected pro-social global marketing communications agency, in order to create unique private/public partnerships and bring much needed support to Amazonia and sustainable development among riverside communities.

2018 - EBCF launches EBCF Amazon Protection Switzerland SA with the aim to enlarge its sales of non-timber products into the European market and bring on board new contributors and advisors.

2019 - EBCF creates the first Amazon Protection Foundation which is a purpose driven non-profit organization designed to fight Global Warming, Climate Change, Poverty and Deforestation in the Amazon Rainforest.

2019 – EBCF creates EBCF Amazonians Green Assets Switzerland SA to launch AMACOIN’s ICO (payment tokens), enabling our community to have access to our products and support our efforts in our private reserve. Additionally, EBCF has started the integration process of 10 billion sqm in its portfolio to transform this area into a new protected reserve.



6.2. PARTNERS

Led by EBCF's Global Innovation Partner, Redpill Group Ltd, the Science & Innovation Working Group has been established to support the development of commercial and financial models for the rainforest that yield more profit than logging, thereby setting in motion a virtuous circle of growth, harvest and renewal. The Group will achieve this through the development of the Reserve Science & Innovation Research Centre, described in 9.13, and a range of research and innovation programs. Initial members of the Working Group are;

Redpill Group Ltd: strategy consultants and technology innovators working internationally with cities, companies and universities to deliver sustainable solutions to complex challenges.

Imperial College London: Dr Thrishantha Nanayakkara, Reader in Robotics Technology, the Dyson School of Design.

University of Sussex: Dr. Anthony Alexander, ESRC Research Fellow for Sustainable Supply Chain Management; Chair of the British Academy of Management's Sustainable & Responsible Business group, British Council Newton Fund, Brazil 2017 on social indicators and sustainability, expert in performance measurement and decision analysis for sustainable development.

Prof. Constantin Blome, Professor of Supply Chain Management and Prof. Roger Strange, Professor of International Business, on the integration of indicators for sustainable development with those of global sourcing supplier capacity building. In addition, colleagues from Data Intensive Science Unit of the University of Sussex, led by **Prof. Seb Oliver**, to support integration of data architectures and analysis of large datasets, including pattern recognition of rainforest features via the Sussex High Performance Computer (HPC) cluster.

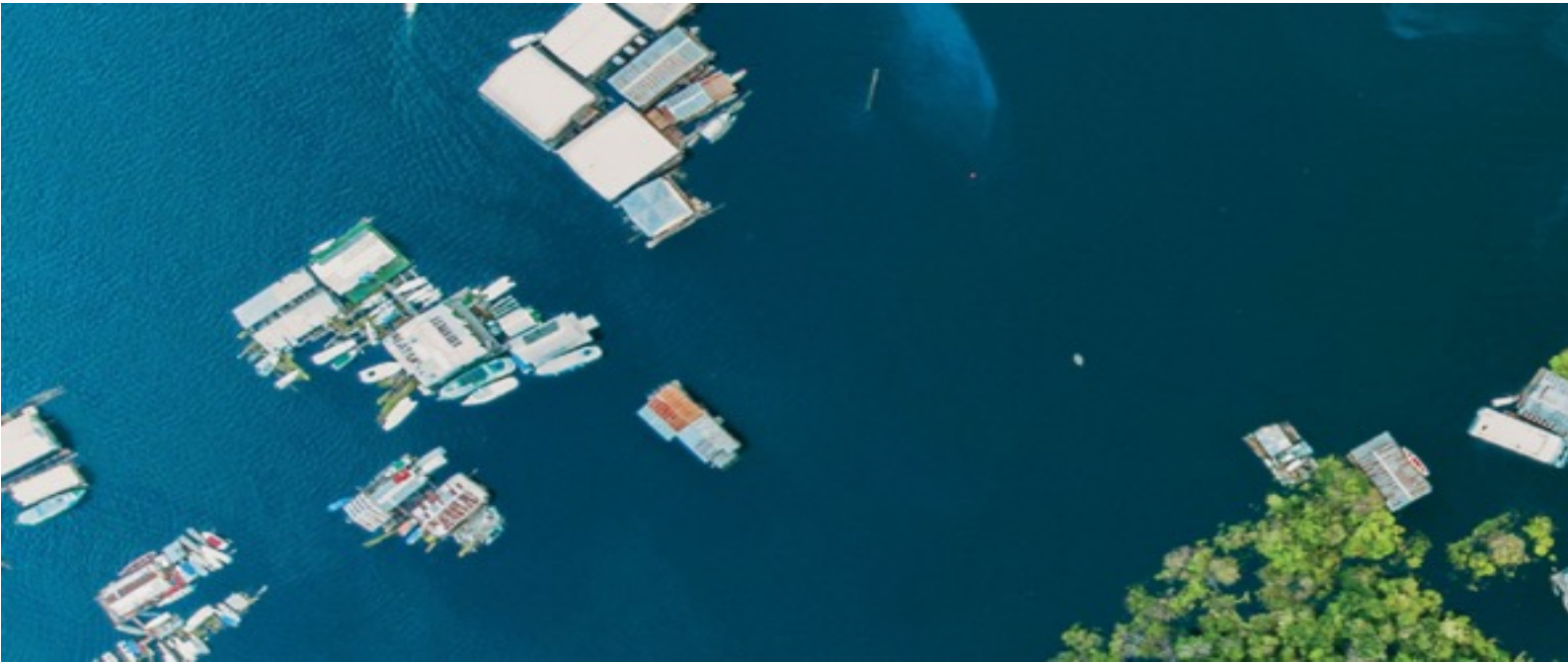
Dr. Amber Huff, Institute of Development Studies, expert on sustainable development in forest communities. This work is to be supported by post-doctoral researchers.

Loughborough University: Shahin Rahimifard is Professor of Sustainable Engineering, leading a wide range of research on sustainability issues and resource efficiency as the Founder and Director of the Centre for "Sustainable Manufacturing and Recycling Technologies (SMART)" and Deputy Director of a UK National Centre for 'Innovative Food Manufacturing' in which he is leading a wide range of research ranging from 'resource efficient localized production of food products' and 'valorization of food waste for human nutrition' to 'embedding resilience within global food supply chain'. His skills and expertise will be targeted at identifying new sources of natural food and where possible maximizing the value creation from existing food resource within rainforest.

HdomConsultoria Ambiental, Brazil: Brazilian environmental consulting firm located in Manaus, State of Amazonas, that aims to promote sustainable business through the development of local production chains and promote specialized technical services.

Satellite Applications Catapult: independent innovation and technology institute, created to foster growth across the economy through the exploitation of space.

Effective Solutions Europe Ltd: company specializing in cloud-based internet of things (IoT) solutions.



Our broader ecosystem includes partners in four countries who share the intractable challenge of protecting their rainforests and natural ecosystems because of logging or excessive use of pesticides.

Brazil: Dr. Niro Higuchi, National Institute of Amazon Researches (INPA).

Sri Lanka: University of Moratuwa, the highest ranked university for engineering in Sri Lanka will focus on two aspects of the project:

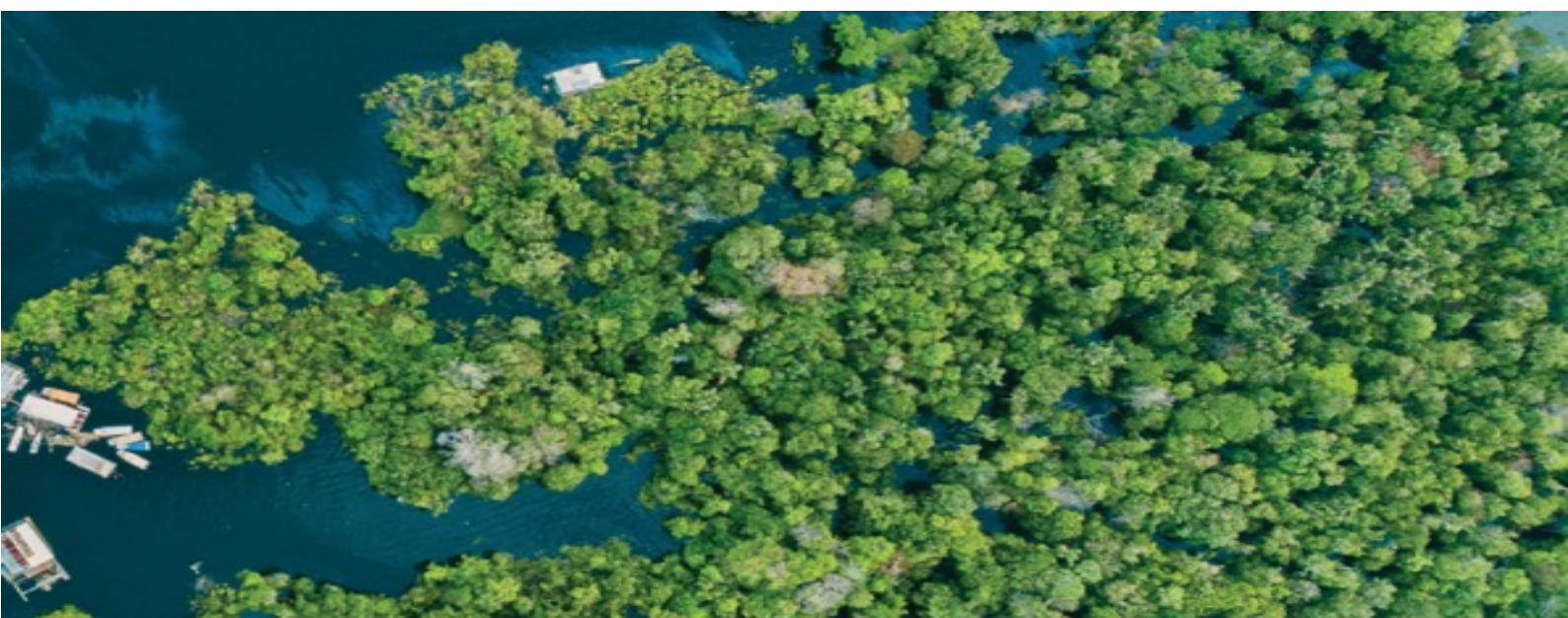
1) Prof. Rohan Munasinghe will extend their current research in autonomous unmanned aerial vehicles (UAV) and use one existing drone with multispectral (Green, red, NIR, IR) imaging capability over Sinharaja virgin rainforest to create the canopy map, and to develop algorithms to process the multispectral imagery to differentiate plant types and health using their reflections in different wavelengths,

2) Prof. Rangika Halwatura will develop new construction materials as alternatives to timber.



Ecuador: Prof. MirianCapa, National University of Loja will conduct research on:

- 1) studying the impact of climate variability on rainforest systems in Ecuador,
- 2) developing and calibrating a predictive model of this impact to establish a methodology for decision support to public and private sectors (e.g. Agricultural Ministry and/ or farmers),



Indonesia: LIPI (Indonesian Institute of Sciences) is the largest and the oldest research institution in Indonesia. The institute has a repository of tropical biodiversity resources. All the botanical gardens in Indonesia are under management of the Indonesian Institute of Sciences (LIPI).

Prof. Estiko Rijanto will collaborate to develop locally relevant methods for robotic exploration for non-timber resources in Kawasan Taman Nasional Kayan Mentarang (TNKM) forest reserve in Borneo, community development, and economics and management. In addition to researchers in LIPI, a senior researcher on business and management from the Research and Development Agency of the Ministry of Home Affairs of the Republic of Indonesia, a researcher from the Forestry Research Agency of the Ministry of Forestry of the Republic of Indonesia, and a lecturer in forestry, natural resources and environmental management from the Palangka Raya University at Central Kalimantan Province of the Republic of Indonesia will contribute to the consortium.



7. EBCF ECOSYSTEM APPLICATIONS

The EBCF ecosystem supports a growing number of sustainable trading applications. The key classes of platform applications developed by EBCF are listed below, with some already operational, and others in advanced conceptual design or in development:

1. **Sustainable Harvesting of non-timber forest products for the food, beverages, cosmetics, nutraceutical and pharmaceutical industries (certified ingredients – FSC = Rainforest Alliance).**
 - Oils, Butters, Extracts and Essences
 - Nuts
 - Berries
 - Seeds and Leaves
2. **Carbon Credits**
 - 3 million tons of CO2 (projection)
 - VCS & CCB Standards
3. **Ecotourism**
 - Government licensing for private reserves
4. **Scientific Research & Development**
 - Government licensing for the private reserves
5. **CSR “Corporate Social Responsibility” (social and environmental projects)**
 - Global Sustainability Program
 - Naming and Image Licensing Rights
6. **ISR “Individual Social Responsibility” (social and environmental projects)**
 - Global Sustainability Program
 - Naming and Image Licensing Rights
7. **Technology Development**
 - Satellite monitoring
 - Remote sensing imagery







8. RAINFOREST PRODUCTS

The CEO and GM of EBCF are currently responsible for selling the forest products to food ingredients companies, wholesalers and supermarkets both locally and internationally. They either contact buyers directly or team with local agents to sell the products.

Once the ICO has been closed and the funds raised, a sales manager will be hired to focus on the distribution of rainforest products to the domestic and overseas markets. This manager will work together with the international business development team. Commissioned agents will be hired when necessary.

EBCF has a database of the world's major buyers of nuts and berries. The international business development team has prioritized the list and will systematically approach each of the companies.

EBCF has already secured contracts with 3 of the 34 names of the list (Appendix II). Central to each commercial stream is the sustainability and environmentally positive aspect. The multi layered proposition blends the help that the social program brings to local communities, the combat against poverty, forest degradation and river pollution and the protection of the bio- diversity of the rainforest which will in turn offset carbon emission.

To buy the quality organic forest products and to invest in EBCF is to be part of a global sustainability program.

We are all Amazonians.

Other distribution agreements are under advanced negotiations by Amazon Roots for the North America (United States, Mexico and Canada); Europe (Netherlands, Germany and Spain) and; Asia/Pacific (Australia).

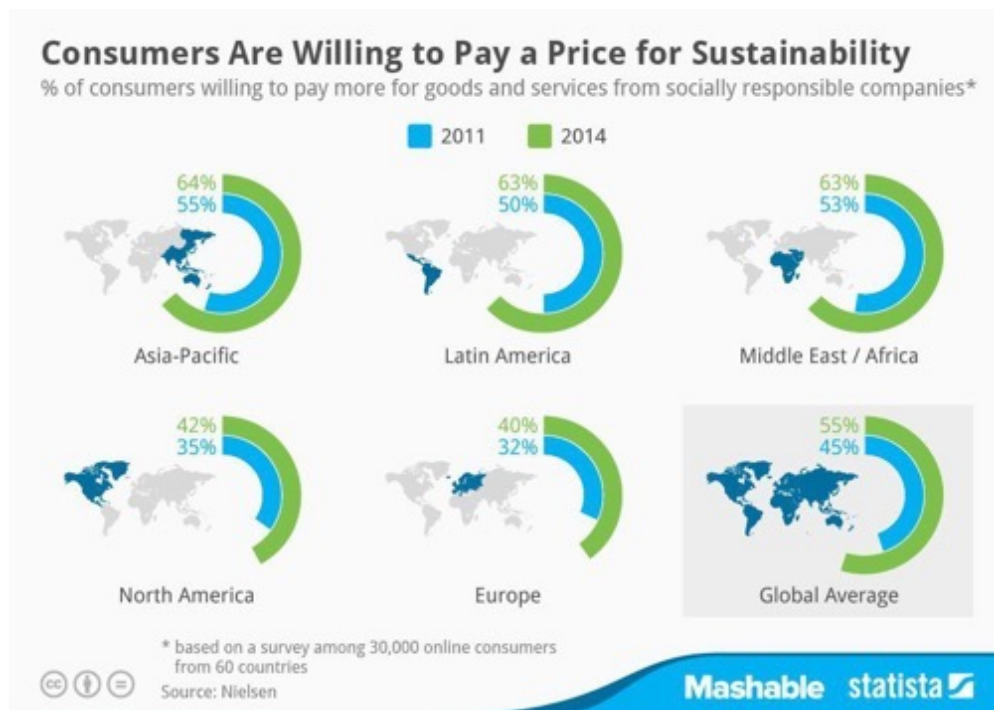
9. TARGET MARKETS ANALYSIS

9.1. ECO-TOURISM

Ecotourism is among the biggest travel trends of 2018, according to the industry. According to a study conducted by UNWTO, eco-tourism is the fastest growing sector of the tourism industry, expanding globally between 20% and 34% per year. According to Travel Weekly, sustainable tourism could grow to 25% of the world’s travel market by 2012, taking the value of the sector to approximately USD 473 billion a year¹.

Since the 1990s, eco-tourism has been growing 20% – 34% per year. In 2004, eco-tourism/nature tourism was growing globally 3 times faster than the tourism industry as a whole. Analysts predict a growth in eco-resorts and hotels, a sector already growing at 20% a year — and suggest early converts to sustainable tourism will make market gains.

Evolving consumer demands are seeing more than two-thirds of U.S. and Australian travelers, and 90% of British tourists, considering active protection of the environment to be part of a resort’s responsibility. A survey of U.S., British, and Australian travelers revealed that 70% would pay up to \$150 more for a two-week stay in a hotel with a “responsible environmental attitude. In 2013 alone travelers looking for adventurous and cultural experiences registered \$263 Billion in global spending with 42% of travelers reporting an adventure activity as the main activity of their trip.

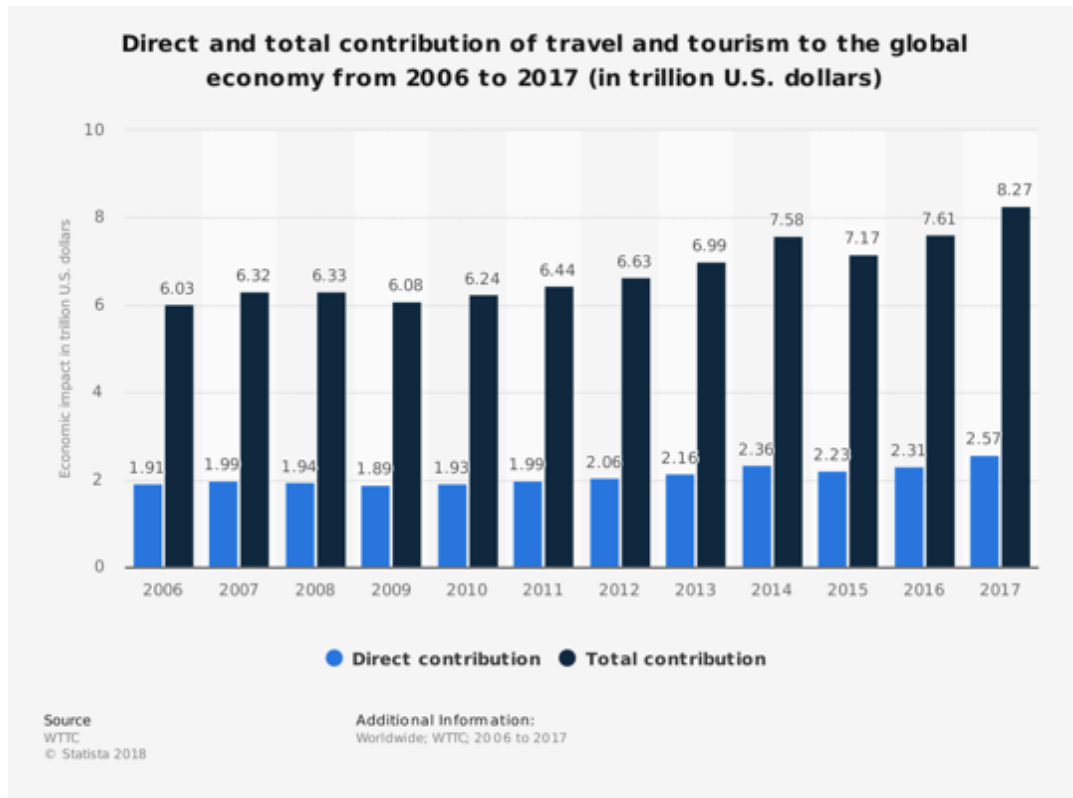


The World Travel and Tourism Council estimates that the total impact of travel and tourism on global economic output will reach \$9.2 trillion by 2021. In its annual travel trends report the Association of British Travel Agents (Abta) said that despite a weak pound and uncertainty over Brexit more Britons

¹ https://cccmaldives.com/?page_id=33

² <https://www.statista.com/chart/2401/willingness-to-pay-for-sustainable-products/>

took holidays this year than at any time since 2011³. Early bookings suggest that next year this trend will remain stable.



Sustainable tourism development is attracting contributors as a growing number of travelers increasingly seek environmentally friendly vacation destinations. According to the UNEP Green Economy Report (2011)⁵, global spending on eco-tourism is increasing by 20% per year. International donors, IFIs, and the private sector support this trend. The Sustainable Investment and Financing of Tourism (SIFT) project⁶, for example, defines and promotes sustainability criteria for tourism-related investment as well as provides relevant data, tools, and financing options to integrate sustainability into the tourism development and investment process. 74.5% of surveyed travelers saying a resort's environmental policies influence their decision to stay there⁷ and are willing to pay more to companies that benefit local communities and conservation.

Hotels using experiential concepts (tents, cabins, alternative building methods, historic structures) consistently appear at the top of the rankings of the best hotels in the world. For instance, they comprised 9 out of the top 10 in 2014 Conde Nast Reader's Choice Awards and 6 out of 10 on the same Conde Nast list in 2015⁸.

The Boston Consulting Group recently estimates the size of the luxury travel market at USD 455 billion with 9.5% annual growth⁹. This amount exceeds the global spending on all personal luxury goods (jewelry, leather goods, apparel and cosmetics), valued at \$375 billion by comparison.

³ https://www.abta.com/sites/default/files/media/document/uploads/ABTA_Travel_Trends_Report_2018_0.pdf

⁴ <https://www.statista.com/statistics/233223/travel-and-tourism--total-economic-contribution-worldwide/>

⁵ <https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=126&menu=35>

⁶ <https://www.responsibletravel.org/docs/SIFT%20Business%20Plan%20Final%20revised.pdf>

⁷ <https://www.mozaikhospitality.com/blog/hospitality-news/ecotourism-sustainable-tourism-trends/>

⁸ <https://www.cntraveler.com/stories/2015-04-20/hot-list-2015-world-s-best-new-hotels>

⁹ <https://www.bcg.com/industries/consumer-products/luxury.aspx>



Furthermore, the Adventure Travel Trade Association estimates the size of the Adventure Travel market at USD 263 billion, with an astonishing 65% annual growth since 2009¹⁰.

Eco travelers and millennial consumers like to discover the local culture and its people with 58% saying their hotel choice is influenced by the support the hotel gives to the local community. To do this, they want to interact with locals. The majority of U.S. (57%), Australian (62%), and British (74%) travelers favor hotels that employ local staff, and even higher proportions from each country expect that their hotels “guarantee good wages and working conditions”¹¹.

Part of Amazon Rio’s value proposition is its authentic ambiance – achieved through careful restoration of the biodiversity of the reserves to the benefit of local communities and conservation of nature. The limited number of building permissions and protected status of the National Reserve Park are erasing the line between ‘accommodation’ and ‘place’ to create an immersive experience of cultural, environmental and social importance.

Consequently, EBCF will develop a luxury Eco-resort through a joint venture with a world-renowned hotel company, specialized in delivering spectacular experiences to high-end clients and contribute to the development of the reserve.

9.2. BRAZIL NUTS & AÇAÍ

The global food ingredient market is worth USD298.9bn It is expected to grow to USD400 billion by 2022 (CAGR 6% 2017 to 2022). Tree nuts account for USD 30bn (118% increase since 2006)¹².

In 2014 Brazil nut export reached 38,000 tons with (USD246m) up 64% from 2004. Bolivia has 62% market share. Main import markets are USA 23%, UK 18 %, Germany 15%. Brazil has 20% of the global production market share by producing 8,000 tons of Brazil nuts.

The CAGR of the Brazil nut production from Brazil between 2007-2014 was 3.4 % in volume¹³.

In 2017 the US Organic food sales increased by 8.4 percent, or USD 3.3 billion, from 2016, blowing past the stagnant 0.6 percent growth rate in the overall food market. Sales of organic non-food products were up 8.8% in 2016, also handily surpassing the overall non-food growth rate of 0.8 percent¹⁴.

Likewise, in the UK the organic market is now in its fifth year of strong growth and worth £2.09 billion. Total sales of organic increased by 7.1% in 2016 while non-organic sales continued to decline.

¹⁰ <https://www.tripsavvy.com/the-adventure-tourism-boom-3252455>

¹¹ https://antemandic.files.wordpress.com/2016/07/1427454609_i1815016-csr-tour-travelife-dmc.pdf

¹² <https://www.statista.com/statistics/627706/market-size-of-food-ingredients-worldwide/>

¹³ <https://www.freshplaza.com/article/2161126/brazil-nut-market-goes-global/>

¹⁴ <https://theorganicreport.com/us-organic-sales-set-new-record-2016>



Organic represents around 1.5% of the total UK food and drink market. Key trends in the UK market are¹⁵:

- Supermarket sales of organic have grown by 6.1%²
- Independent retailers increased sales of organic by 6.3%
- Sales of organic products through home delivery have grown by 10.5%
- Sales of organic into the foodservice market have grown by 19.1% • The organic beauty and wellbeing sector grew by 13% to be worth £61.2 million
- Soil Association textile licensees increased organic sales by 30% to £28 million
- Fair Trade has returned to growth seeing a 2% increase in 2016
- Greater consumer interest in wellness – 30% of under 35s are willing to pay a premium for food quality
- Wider availability of quality products in supermarkets as well as independent stores and online

Millennials are the largest demographic in the USA. A recent Goldman Sachs report¹⁶ lists the cohort size at 92m. Furthermore, their buying behavior has reshaped the retail world, they buy 'beyond the brand', they eat healthier and are willing to spend money on compelling brands.

The superfood market continues to grow at a rate substantially higher than the food average. The volume of 'super' products grew 202% 2011 – 2015 and now extends from food to beauty to health, hygiene, cosmetics and pet products.

Açaí is the fastest growing superfood – in 2015 it accounted for only 3% of the niche superfood market¹⁷. Awareness, availability and buyer's willingness to pay a premium price point to a high growth opportunity.

¹⁵ <https://www.soilassociation.org/certification/trade-news/2017/uk-organic-market-tops-2-billion/>

¹⁶ <https://www.goldmansachs.com/insights/archive/millennials/>

¹⁷ <https://www.mundodomarketing.com.br/ultimas-noticias/36180/superfoods-crescem-globalmente-202-entre-2011-e-2015.html>

Demand for premium and sustainably sourced brazil nuts is ahead of current supply capabilities. Harvesting is only driven by disorganized cooperatives while a lack of private investment has hampered growth. Leadership, management and technology will unlock the growth potential that has been held back to date.

The wholesale price of the Brazil nuts fluctuated between USD 8-10 dollars per kilograms from 2014 to 2016. In 2017 Brazil nuts price rose to USD 14 dollars per kilo due to the dry weather in the Amazon rainforest which hampered supply¹⁸.



There was also a structural change in the supply of Brazil Nuts in the last 15 years as Bolivia replaced Brazil as the major exporter of the product. The Mutran family of Brazil, while still a major exporter of Brazil Nuts, has lost ground in the recent years¹⁹. The family has other business interests and as the Bolivian producers aggressively penetrated the market with competitive prices, the family saw their Brazil nut business shrink, so they moved to alternative use of the forest, including cattle and timber.

EBCF will face competition from the Mutran family and the Bolivian exporters. EBCF's strategy and rationale to penetrate the market are the following:

- Offer premium certified Brazil Nuts (FSC, Rainforest Alliance, Brazil Organic, USDA Organic, Fair Trade and Non-GMO) with competitive prices
- The offer of Brazil Nuts is limited to the availability of the product in the forest. While EBCF is not organized to harvest/buy the products from the communities, others are doing so, including the Mutran family. As EBCF organizes to harvest the products from the Reserve and surrounding areas, it will control a share of the nuts available to the market.

¹⁸ www.tridge.com

¹⁹ <https://www.smh.com.au/world/clan-blamed-for-bringing-brazil-nut-industry-to-its-knees-20040828-gdjm7.html>



- In the conversations EBCF has had with some traders it was made clear that they would like to have supply alternatives to the Mutran family and the Bolivian producers, so EBCF will position itself as an alternative supplier with quality products at competitive prices.

Açaí is a traditional Amazonian fruit that is now a modern 'superfood'. "Acai Berry Market: Global Industry Analysis & Opportunity Assessment, 2016-2026," estimates that in 2016, more than 300,000 tons of acai berry products were sold across the world. Future Market Insights anticipates an impressive rise in global consumption of acai berry products, and expects the global sales to surpass 1 million tons by the end of 2026.

During this forecast period, the global market for acai berry will reflect a volume CAGR of 12.5%²⁰. 80 % of the acai berries were sold in the food and beverage segment²¹. The increasing demand for premium cosmetics and personal care products is one of the major factors affecting the demand for organic cosmetics from Acai berries. The growing middle-class population across South American countries is expected to contribute toward the market growth, as this consumer group is constantly seeking premium cosmetic and beauty products.

Açaí berry processors use celebrity endorsements as a strategy to promote their products²². Intense sports and workouts consume more oxygen and result in free radical production causing in muscle ache. Antioxidants "recharge" the body after heavy training/exercise.

Consumption of antioxidant foods after heavy exercise and workouts will help the body to recuperate faster Product line extensions gain the attention of consumers by offering them with an array of options to choose from.

Owing to the increasing demand for Açaí berry products, manufacturers are planning to launch more such products by extending their product lines. Açaí berry products are available in the market in various forms such as freeze-dried powder, pulp, juice, capsules, sticks, and others Latin America has 55% of global share in Açaí berries sales and hence is the largest market for this product²³.

Brazil is a major consumer market of Açaí berries, with an estimated 181,437 tons per year. However, Açaí berries have gained popularity internationally. Many US based companies (such as Sambazon) have become the big players in the field. The Coca-Cola Company in also an active participant in the Açaí berry market.

²⁰ <https://www.consultingindustry24.com/acai-berry-market-worth-us-2285-7-million-by-2026/>

²¹ <https://www.marketwatch.com/press-release/top-3-emerging-trends-to-impact-the-acai-berry-market-in-the-next-five-years-technavio-2017-09-08>

²² <https://www.marketwatch.com/press-release/top-3-emerging-trends-to-impact-the-acai-berry-market-in-the-next-five-years-technavio-2017-09-08>

²³ Acai Berry Market: Global Industry Analysis & Opportunity Assessment, 2016-2026



9.3. COPAIBA OIL

Copaiba essential oil is derived from the resin of the copaiba tree which can grow upwards of more than 100 feet and can be found in tropical South America. Copaiba oil is widely used in cosmetic products including soaps, creams, lotions, and perfumes.

Since the 16th century, copaiba essential oil has been utilized in traditional health practices by the local communities of north and north-eastern Brazil. Like Black Pepper essential oil, Copaiba can help soothe anxious feelings and it can be applied to the skin to promote a clear, smooth complexion.

Taken internally, Copaiba essential oil supports the health of the cardiovascular, immune, digestive, nervous, and respiratory systems. Although Copaiba does not contain psychoactive cannabinoids, the main component caryophyllene may be neuroprotective and have cardio-vascular and immune benefits.

It's also a powerful antioxidant that promotes immune health²⁴. Copaiba is part of the growing global essential oils market which has grown steadily in the last few years.

The market size is projected to reach USD 11.19 Billion by 2022, at a CAGR of 8.83% from 2017 to 2022²⁵. Increasing applications in aromatherapy coupled with rising demand for fragrances and flavors in food & beverages and personal care is expected to drive market growth over the forecast period.

Growing consumer preference for natural products has led to the development of innovative applications in personal care and beauty products. Rapid industrialization and increasing disposable consumer income are the other major factors driving the market growth, mainly in developing countries such as China, India, Vietnam, and Thailand.

These naturally derived oils have no known detrimental side effect unlike most conventional drugs and medicines, which is a major driving factor for the essential oil market. Increasing demand for natural personal care products and pleasant aromatic cleaning agents is expected to foster the industry growth in these applications.

Growing need for aromatic flavors and fragrances in cosmetics, perfumes, as well as spa and relaxation applications are expected to fuel demand in upcoming years.

Essential oils are also widely utilized in cleaning & home products owing to their superior antibacterial and antiseptic properties. Customers are keen on specialized products as various applications require specific characteristics and ingredients²⁶.

²⁴ <https://www.amazonoil.com.br/copaiba/>

²⁵ https://www.marketsandmarkets.com/Market-Reports/essential-oil-market-119674487.html?gclid=EAlaIqObChMlw_Xkf6Z5AIVAgmRCh2KzA2gEAAYASAAEgKC6fD_BwE

²⁶ <http://www.aromazen.com.mx/documentos/grand-view-research.pdf>

9.4. ANDIROBA OIL

Andiroba oil is extracted from the seeds extracted from the tree known as Andiroba tree which is native to South America. The botanical name of andiroba tree is *carapaguianensis* and it is also known as crabwood and candiroba. The andiroba tree is found abundantly in the Amazonian areas which includes Brazil and Peru, the tree is also found in parts of Africa²⁷. Andiroba oil possess various medicinal properties such as astringent and anti-inflammatory along with medicinal compounds such as palmitic acid, andirobin, linoleic acid, linolenic acid, stearic acid and oleic acid. The andiroba oil is also high in omega 3 fatty acids, Vitamin A, C and E²⁸.

Andiroba oil is used in the manufacture of health products, cosmetics and insect repellent. Key market drivers are:

- The increased use of andiroba oil in the production of pharmaceutical products and cosmetics
- Easy availability of raw material at low cost is expected to drive the market growth globally.
- Increasing demand for organic cosmetics products.
- Andiroba oil is also an antioxidant which not only acts as a natural insect repellent, but can be used as an antiseptic, as well as an emollient.



²⁷ <https://www.wood-database.com/andiroba/>

²⁸ <https://www.teadorabeauty.com/blogs/all/8-benefits-of-andiroba-oil-for-skin-and-hair>



9.5. MURUMURU BUTTER & CUMARU SEEDS

The organic beauty boom is part of the larger shift in consumer awareness about health and wellness. Thanks to a growing number of beauty blogs and social media accounts dedicated to the benefits of going chemical-free, consumers have access to more information than ever before. Late last year, Dianne Feinstein, a Democratic senator from California, introduced the Personal Care Products Safety Act, a bill to strengthen regulation of ingredients in personal care products. “Our skin is our largest organ, and many ingredients contained in these products—whether it be lotion, shampoo, or deodorant are quickly absorbed by the skin,” Feinstein said in her testimony to the Senate Health, Education, Labor and Pensions Committee²⁹. “There is increasing evidence that certain ingredients in personal care products are linked to a range of health concerns, ranging from reproductive issues, such as fertility problems and miscarriage, to cancer.”

The above is the backdrop to the growth in Murumuru butter. Murumuru butter is among the best organic ingredients used in the cosmetic industry³⁰. Murumuru butter is derived from the Murumuru palm tree. This butter is highly versatile and has a creamy yellowish texture and a distinctive smell. It is rich in fatty acids, oleic acid, vitamin A, inflammatory and offers anti-bacterial properties.

Beraca’s (a leading provider of natural and organic-certified ingredients ethically sourced from the Amazon rainforest) Murumuru Butter has been chosen by cosmetics giant L’Oréal for its Absolut Control hair care range, which is sold in Brazil. Beraca is also launching a skin care new line with Brazilian organic beauty brand Surya Brazil. It believes that in the wake of the worldwide success of argan oil, Brazil’s murumuru butter is set to show great promise for hair care products. “It’s natural approach to nourishing and revitalizing the hair fiber has caught the attention of cosmetic giants and has been gaining new fans every day,” says Beraca³¹.

Thus, murumuru butter was used as the key active in L’Oréal’s recently launched Absolut Control hair care range, which features six different hair care products and is sold exclusively in Brazilian hair salons. A true success in Brazil, the line has just announced a new addition to its portfolio - the Amazonian Oil to help taming rebellious hair, to provide anti-frizz control and to nourish hair - and is set to reach out to new markets, starting with Japan.

The ingredient is extracted from the seed of the murumuru (*Astrocaryum murumuru*), a palm tree typical from the Amazon region. Rich in lauric, myristic and oleic acid, murumuru butter is a powerful emollient agent, which nourishes and moisturizes the hair and skin. When used in hair care products, it has an anti-frizz effect, reducing hair volume and providing softness and shine.

- Although Brazil has seen something of an economic slowdown recently, the country is still a beauty powerhouse with its growing middle class and a more sophisticated beauty marketplace.
- Between 1996 and 2012, Brazil’s beauty market grew 10%, a significant amount compared to the 2.2% increase for general industry in Brazil during the same time period³².
- Innovative ingredients are a hot commodity in Brazil due to the country’s rich biodiversity.

²⁹ <https://www.feinstein.senate.gov/public/index.cfm/press-releases?id=6237DD59-167A-4B5C-861C-4A95F117739F>

³⁰ <https://thebestorganicskincare.com/murumuru-butter-skin-and-hair-benefits/>

³¹ <https://www.cosmeticsandtoiletries.com/networking/news/company/232503851.html>

³² <http://www.scielo.br/pdf/bjps/v52n2/2175-9790-bjps-52-02-00319.pdf>



Some of the most talked about ingredients are from Brazil include murumuru butter, patauá oil and cupuaçu butter. Brazil is now the world's third largest beauty market, according to Euromonitor data for 2012³³. Valued at USD42 billion, it is only bested by the U.S. (valued at USD69 billion) and Japan (valued at USD47 billion).

While leading the world's markets in perfume and deodorant sales, Brazil is second in hair care products, men's and children's products, bath and shower products, and depilatories and sunscreen; third in color cosmetics and oral hygiene products; and fourth in skin care.

Though growth of the beauty market in Brazil has slowed in line with other major markets lately, there still are some key factors behind the country's expanding importance. There is an increase in working women who have more disposable income for beauty products and who use such products to look presentable in the workplace. Life expectancy is also increasing in Brazil, as is the trend for cosmetics, which helps consumers preserve a youthful appearance.

Meanwhile, the country's beauty industry has been changing and growing in sophistication, leading to increased investment in new products and formulations, as well as in productivity using new technology³⁴.

Cumaru seeds are also known as 'Tonkin (or Tonka) Beans' and have a taste similar to vanilla beans but have distinctly fruity and spicy elements to them where vanilla is more floral. The ingredient is especially popular in France and in high end dishes as well as fragrance oil and perfumes³⁵.

Global menthol tonka beans market has been witnessing strong growth over the past few years because increasing application in luxury fragrances and the trend is expected to continue over the forecast period. Increasing demand from luxury fragrances are key factor to drive the market.

Demand for menthol tonka beans is also increasing owing to its superior deep, warm, sweet fragrance of caramel, almond and tobacco and subsequent use in the F&B market.

Some companies including Givaudan, who are committed to conservation and social projects understand that support of forest conservation results in an improvement of beans quality, which is expected to support the market growth. Other players in this market include The Different Company Perfumes and Colognes, Monin flavors, Cerbatana C.A., Health & Beauty Natural Oil.

³³ <https://news.in-cosmetics.com/2015/06/15/overview-of-brazil-toiletries-fragrances-cosmetics-market/>

³⁴ <https://www.gcimagazine.com/marketstrends/regions/bric/Booming-Brazil-242267781.html>

³⁵ https://en.wikipedia.org/wiki/Dipteryx_odorata





9.6. COSMETICS

The cosmetics market is forecast to reach USD 22 billion by 2024 (CAGR 8%) Organics account for 30% and are set to grow by 20%. Although 58% of new product development within this sector is driven by herbal and botanical claims, only 6% has focused on organic formulations, using organic essential oils and natural ingredients (Mintel, 2016)³⁶. From a marketing perspective, using food-related claims on beauty product packaging is likely to be an important factor on consumers throughout 2017, as this highlights the freshness of ingredients. Understanding and availability, coupled with a more affordable price point is driving growth are consumers towards organics so too is the global environmental disclosure platform, CPD. The CPD tracker shows increases across the board of companies setting emissions targets and having board level sustainability officers. Topping the charts are Unilever and cosmetics giant, L'Oréal.

L'Oréal has actively been working to tackle deforestation, sourcing 100 percent of its palm oil derivatives from sources certified by the Roundtable on Sustainable Palm Oil. Additionally, the company has developed a Sustainable Product Optimization Tool (SPOT) tool to evaluate the environmental and social performance of all its products. Programs such as these have helped L'Oréal reduce its risks associated with deforestation and allowed it to map its supply chain and trace back 91 percent of raw materials to the refinery level. As with the green building initiative in the UK success only came when legislation and commercial advantage were merged with social conscience.

EBCF has a current contract with Italian cosmetics manufacturer Sinerga. Leading global brands, such as Loreal, L'occitane, Estee Lauder, Natura and Body Shop use the same set of organic ingredients that EBCF is able to offer. EBCF have employed Alex Cripchuck to lead the cosmetics product development. Alex has 25 years' experience in cosmetics R&D.

³⁶ <https://www.stephensonpersonalcare.com/blog/2017-02-28-category-insight-the-rise-of-organic-beauty-products>



9.7. VOLUNTARY CARBON OFFSET MARKET

Nearly all economists agree that if you want to end climate change, you need to put a price on carbon and then integrate that price into the economy — whether via offsets that pay for emission-reductions elsewhere or via a carbon tax. The voluntary offset market is no different.

In addition to the climate change mitigation benefits associated with the reduction of greenhouse gas emissions, the project expects to generate a variety of social and environmental benefits in the project area. These benefits will come from the following programs and groups of activities:

- Strengthening of environmental monitoring and control by making improvements in the existing monitoring system managed by the local communities and by making large investments in the work of the environmental protection infrastructure and staff and the land titling agencies, as well as in advanced remote sensing monitoring techniques. The costs of monitoring remote areas like the Reserve are very expensive because the area is very difficult to access. The REDD mechanism will provide the resources necessary to overcome the deficiencies of the State's ability to monitor such areas.
- Income Generation Through the Promotion of Sustainable Businesses: Community organization and business training will be combined to improve the local capacity in forest management and forest product extraction. Research and development of new technologies will allow for innovation in the quality and types of products local communities produce. Furthermore, market development activities will be undertaken to improve market access. This combination should enhance the production of forest products from the local communities involved in the project.
- Community Development, Scientific Research and Education: Education centers will be constructed to train and transmit scientific information to local communities in conservation efforts as well as to provide opportunities for the training of professionals specializing in biology, forest management, environmental education, etc. The involvement of local communities will only be possible through the existence of solid and active organizations, which are also necessary for organizing and strengthening local populations.

The United Nations created the REDD+ mechanism to quantify and value the carbon storage services that forests provide. By making forests more valuable standing than felled, REDD+ provides forest communities and developing countries with a new, sustainable, low-carbon pathway to economic growth.

The mechanism allows credits to be traded via traditional brokers and directly from individuals. It is different from the mandatory compliance market in that it comes with a limited carbon offset quantity, which is regulated by government schemes, voluntary carbon offset market is driven by concerned organizations and citizens with voluntary standards. In the year of 2016, the total transacted volume in voluntary carbon offset market is 63.4 MtCo_{2e} with a total value of USD 191.3 million³⁷.

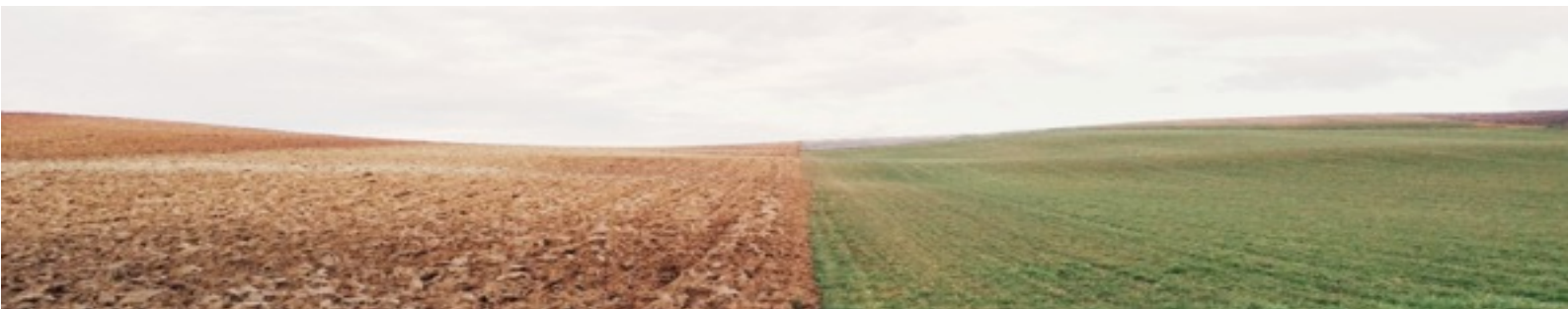
³⁷ <https://www.cbd.int/financial/2017docs/carbonmarket2017.pdf>



REDD credits are transacted in the voluntary market for carbon. Voluntary carbon markets emerged in the mid-1990s, are self-regulated, and exist separately from carbon markets set up by governments in response to the 1997 Kyoto Protocol. Carbon credits are transacted over-the-counter, and often directly between project developer and buyer, in voluntary carbon markets. Voluntary credits are not eligible for compliance under the Kyoto Protocol or the EU Emissions Trading System and cannot be used in other equivalent schemes. Still, major voluntary standards, such as the Verified Carbon Standard (VCS), follow a rigorous asset creation process resembling the one developed for the Kyoto Protocol.

Market Size and Prices Voluntary buyers have spent nearly USD 4.6 billion on transacted offsets over the last decade. 0.99 billion tons of CO₂e have been transacted over time. As transactions are bilateral, lack of transparency in the voluntary market complicates price discovery and creation of a reliable forward price curve. REDD offsets/credits are the most commonly transacted voluntary offset over the past decade. As at 2014, REDD projects surpassed historical demand for wind offsets to transact a cumulative total of 87 MtCO₂e. REDD projects was the top-selling offset project type in 2013 and 2014 and only wind was larger than REDD in terms of volume transacted in 2015.

REDD retained high average prices in 2015, however, receiving more value than wind at USD 37.5 million despite the lower sales volume. REDD - Growing Demand REDD and wind offsets have existed in nearly equal volumes over time, but REDD has historically higher average prices. Demand for REDD offsets accelerated after the Bali climate negotiations (2007) brought REDD to the international stage, with the general expectation that demand would come, sooner or later, in the form of compliance offset markets.



The key findings of the market dynamics in 2016 were:

- Despite affordable prices, market volume decreased this past year.
- The overall amount of carbon offsets bought and sold on the voluntary carbon markets dropped 24% in 2016 from the previous year. We tracked a total of 63.4 million tons of carbon dioxide equivalent, compared to 84.1 MtCO₂ e traded in 2015, earning a total market value of USD 191.3 million.
- Prices remained highly variable and differed based on particular project location, standard, project type, or other attributes. Prices ranged from less than USD0.50/tCO₂ e to more than USD50/tCO₂ e. For example, wind offsets from Asia were bought and sold at an average of USD0.7/tCO₂ e, while afforestation/reforestation offsets from Africa transacted at an average of USD6.7/tCO₂ e. The average price across all transactions was USD3.0/tCO₂ e. In general, prices were lower on higher volumes traded.



- Most offsets sold came from wind, REDD+, or landfill methane projects, but smaller or more community-focused project types were more prominent on the primary markets. Reduced Emissions from Deforestation and Forest Degradation (REDD+), community-focused energy efficiency, and clean cookstove projects produced most of the 18.5 MtCO₂ e offsets sold by primary market³ participants. In contrast, most of the 44.8 MtCO₂ e offsets sold by brokers, retailers and other intermediaries were from REDD+, wind and landfill methane projects. Many more project types sold offsets on both primary and secondary markets, though in smaller amounts³⁸.

Again, the EBCF value proposition is in its holistic approach. The pricing data tells us that primary rain forest offset credits that are multi layered, holistic (and therefore more viable) are more likely to demand a higher price. The table below gives the clearest indication that commands the highest average price and has a large volume potential.

9.8. WHO AND WHERE ARE THE BUYERS?

While voluntary carbon offset projects are found around the world, voluntary offset buyers are typically from industrial or post-industrial “Annex I” countries. Annex I countries were identified in the first global climate change agreement, the Kyoto Protocol, as countries that had contributed to historic climate change and needed to make emissions reductions targets. They are the 43 countries classified as industrialized or countries in transition. The United States (US) government infamously did not agree to reduce emissions, but since then many US businesses have joined those in Europe, Australia, and other countries to voluntarily purchase offsets.

Ten years after the Kyoto Protocol became active, a new climate change agreement, the Paris Agreement, was negotiated in 2015, calling on every country to make emissions reductions targets. However, voluntary buyers in 2016 largely reflected the geographical distribution of those in years past, with 48% of offsets sold to buyers in Europe and another 38% of offsets sold to North American buyers. Smaller volumes sold to buyers in Oceania (9%) and Latin America and the Caribbean¹⁰ (5%), while buyers from Africa and Asia combined purchased less than 1% of the remaining volume.

The bulk of offsets were sold to buyers who purchased offsets in previous years, but new buyers did appear in Europe, Latin America and the Caribbean, and North America in 2016. For the most part, these buyers did not purchase as many offsets as returning buyers; for example, though 17% of European buyers were new last year, they only purchased 4% of offsets sold in that region.

New buyers from Latin America and the Caribbean purchased the highest percentage of offsets compared to other regions: over one-fourth (27%) of reported Latin America and the Caribbean buyers purchased their first offsets in 2016, and they purchased 14% of total offsets sold to Latin America and Caribbean buyers.

The data also suggests that the decision to enter the carbon market is a combination of many factors – wanting to stand out among their peers for their commitment to the environment appealing to customers, clients, and employees, or meeting a defined goal for reducing green- house gas emissions.

³⁸ <https://www.cbd.int/financial/2017docs/carbonmarket2017.pdf>

Sometimes it has less to do with reducing carbon than with investing in projects that are doing good for the world. In fact, according to survey respondents, buyers for whom co-benefits had “some” or “major” influence over their decision to enter the market purchased over half (58%) of offsets sold in 2016³⁹. For forest carbon offset buyers, the beyond-carbon impacts are often of equal or greater importance than emissions reductions. Leading reasons are often ‘brand and policy’ associated in that climate leadership and target pursuit are as important as customer engagement and sustainable supply chain development.



9.9. WHY SHOULD THE MARKET GROW?

Company commitments could stir new offset demand. Companies’ commitments around reducing deforestation or emissions have potential implications for offsetting⁴⁰:

- Commitments to reduce or eliminate deforestation from sourcing key commodities (like soy, timber, or palm oil) are trying to protect at-risk forests. Since both forest carbon project developers and national REDD+ programs have been active in this space, this means that there is clear potential to overlap work and/or funding across REDD+ projects/programs and incorporate sustainable supply chain activities. So far, Forest Trends’ Supply Change initiative has tracked 447 companies making zero deforestation commitments around their commodity sourcing.
- Meanwhile, 262 companies have committed to science-based emissions reductions targets, meaning that they have set targets in line with keeping a global temperature increase below 2 degrees Celsius. As these companies seek to make good on their promises, they may turn to offsetting once they have taken other measures to reduce their carbon footprint.
- Measurement has taken place, reduction is reaching a limit, so offsetting remains a viable option.

³⁹ <https://www.cbd.int/financial/2017docs/carbonmarket2017.pdf>

⁴⁰ <https://www.cbd.int/financial/2017docs/carbonmarket2017.pdf>



An example of such growth is in the viscose market where innovation in supply chain, building a circular economy and next generation fabrics have driven the two largest producers (25% market share) having robust forest management policies.

The Suruí Forest Carbon Project was the first REDD project to be developed and run by indigenous people. The Suruí's Seventh of September territory covers an area of 248,000 hectares on the border of the states of Rondônia and Mato Grosso. The chief of the Suruí, Almir Suruí, has been lauded internationally for his role in promoting the project. He's been called the Gandhi of the Amazon. In 2013, he won UN Forest Hero Award and in the same year, the Suruí project sold 120,000 carbon credits to Natura, a Brazilian cosmetics firm⁴¹. The following year, FIFA bought carbon credits from the Suruí to "offset" emissions from the World Cup. The Suruí have received help from a wide range of organizations, including: Forest Trends; Google; the Brazilian Biodiversity Fund (Funbio); The Institute for the Conservation and Sustainable Development of the Amazon (IDESAM); The Etnoambiental Kanindé Defense Association; Amazon Conservation Team (ACT-Brazil); The Katoomba Group; software company Rhiza; and Trench, Rossi and Watanabe (an associated firm of Baker & McKenzie).

The challenge for the Surui project was that subsequent local monetary demands and logging rights have shown that a singular approach to sustainability is not enough and that a truly holistic solution needs to be applied. EBCF's multi layered revenue solution ensures that the economic and sociological demands of the community are recognized and reflected in its operations and adherence to the principles of REDD.

"Reducing Emissions from Deforestation and Forest Degradation (REDD) is a concept that has emerged in the UN climate negotiations to reduce large-scale forest loss and associated CO₂ emissions. Over time, REDD has evolved to include avoided forest degradation, a precursor to deforestation. In 2010 REDD added under its umbrella projects that include important benefits beyond avoiding carbon emissions, such as biodiversity protection, community engagement, and income generation for forest dwellers/users. Such added benefits have become a standard for REDD projects, spurred in part by the Climate, Community and Biodiversity Standard, which project developers refer to when developing and implementing REDD projects."



⁴¹ <https://redd-monitor.org/2017/10/03/the-suru-i-forest-carbon-project-faces-illegal-logging-gold-and-diamond-mining-almir-suru-i-is-looking-for-alternatives-to-carbon/>



9.10. Corporate Social Responsibility

Corporations can have enormously detrimental effects on the environment. Oil spills are some of the most conspicuous examples, but industries as varied as chemical manufacturing, mining, agriculture and fishing can do permanent damage to local ecosystems. Climate change can also be attributed in large part to corporations. While their responsibility is hard to untangle from that of the consumers who demand electricity and transportation, it is difficult to deny that many corporations have profited from the deterioration of the global environment⁴².

In many cases, harm to the environment and harm to vulnerable communities go together indigenous groups in the Amazon rainforest, for example, have been decimated and even wiped out, both intentionally and unintentionally, to make room for logging, cattle ranching, gold mining, oil and gas drilling and hydroelectric power generation Companies can invest in local communities to offset the negative impact their operations might have.

A natural resources firm that begins to operate in a poor community might build a school, offer medical services or improve irrigation and sanitation equipment. Similarly, a company might invest in research and development in sustainable technologies, even though the project might not immediately lead to increased profitability.

As in the carbon market the policy that many modern corporates take is to measure, reduce and offset. Corporate Social Responsibility (or CSR) sits at heart of this policy. Its actions are more than just greenwashing or the triple bottom line: social, environmental and economic or “people, planet, profit.” it is a genuine strategy that recognizes that to be a global player means you need to be ‘world responsible’.

A 2015 study by Harvard Business Review⁴³ showed that CSR should align a company’s social and environmental activities with its business purpose and values.

Financially CSR can encompass a wide variety of tactics, from giving non-profit organizations a portion of a company’s proceeds, to giving away a product or service to a worthy recipient for every sale made⁴⁴.

It is easy to prove and hard to deny the importance that corporate social responsibility (CSR) policies have in the reputation of companies. In fact, some studies published over the last years showed that companies with good CSR practices find their reputation and brand image improved⁴⁵.

⁴² <http://www.sdsigroup.org/Pages/view.aspx?PostID=769>

⁴³ <https://hbr.org/2015/01/the-truth-about-csr>

⁴⁴ <https://www.capitalethiopia.com/doing-business/about-social-responsibility/>

⁴⁵ <https://e-csr.net/top-100-companies-best-csr-corporate-social-responsibility-reputation-26948/>



9.11. CSR MARKET DYNAMICS

Some of the key drivers are government regulations, investor's pressure for social investments, employee and customer relationships maintenance. CSR activities are growing in all part of the world with the most preferred areas being Asia and Africa, which are priority areas for CSR. Specific activities include health care, women empowerment, education, self-employment generation, hunger and poverty eradication and disaster relief activities.

The United Nations' Global Compact initiative of 1999 and the Organization for Economic Cooperation and Development have put together a set of social guidelines for international companies to follow, created with the help of over thirty different nations.

CSR is definitely a priority among the largest companies. Number of the S&P 500 companies publishing Sustainability or CSR reports jumped from less than 20% in 2011 to 82% in 2016, below is the evolution⁴⁶:

- in the year 2011, just under 20% of S&P 500 companies had reported on their sustainability, corporate social responsibility, ESG performance and related topics & issues;
- in 2012, 53% (for the first time a majority) of S&P 500 companies were reporting;
- by 2013, 72% were reporting – that is 7-out-of-10 of all companies in the popular benchmark;
- in 2014, 75% of the S&P 500 were publishing reports;
- in 2015, 81% of the total companies were reporting;
- in 2016, 82% signals a steady embrace by large-cap companies of sustainability reporting.

Forecast trends, from Giving in Numbers 2017⁴⁷ show that 48% of companies will continue giving at commensurate levels and another 48% will grow giving by an average of 2.3%. It also showed that 60% of companies want a deeper partnership in giving and that 87% wanted measurable outcomes. Changes in corporate contributions can be driven by internal decisions, as well as external economy demands. Giving in Numbers respondents cited numerous factors for changes in corporate giving in 2016, compared with 2015. Reasons cited for giving increases:

- Review of societal investment areas;
- Improving business performance for companies;
- Operational changes: foundation launched, change in grant making process;
- Increase in product or property donations; and
- International giving expansion

Digital transformation can drive greater transparency in the impact of corporate contributions. Lucy Bernholz's Philanthropy and the Social Economy: Blueprint 2017⁴⁸.

⁴⁶ <https://www.3blmedia.com/News/Flash-Report-82-SP-500-Companies-Published-Corporate-Sustainability-Reports-2016>

⁴⁷ <https://cecp.co/wp-content/uploads/2017/10/Giving-in-Numbers-2017.pdf>

⁴⁸ <https://pacscenter.stanford.edu/publication/philanthropy-and-the-social-economy-blueprint-2017/>





The report evidences new ways in which the public donates directly to end-recipients through digital platforms that bypass non-profit intermediaries (e.g., GoFundMe donations raised and routed directly to victims of the Orlando nightclub mass shooting in 2016). Key findings on future trend areas for giving are:

- Education (K-12 and Higher) continues to be the top program area to which companies allocate their contributions.
- Culture and Arts was the program area that had the largest cash giving increases.
- STEM and Workforce/Employment showed the largest gains in the percentage of companies reporting them as their top-priority focus areas.
- Companies have increased the share of direct cash contributions in the last three years.
- Employees' volunteer participation rates continue to increase.
- Approximately two-thirds (65%) of companies give internationally, with those that do typically allocating 20% of total giving to international giving.



When you overlay the data with the various lenses of territory, funding type, recipient / giver and the employee factor you find the giver with more to give are employees (with corporate match funding) giving to international socio-economic projects with deep partnership and measurable benefits. The EBCF social program with technological engagement and direct giving is an exact match⁴⁹.

A case study is Novo Nordisk. Novo Nordisk aspires to be a sustainable business, and this implies being profitable to secure future growth while also taking into account the social and environmental dimensions of performance. In order to address business sustainability, Novo Nordisk translates its commitment to sustainable development by using the Triple Bottom Line principle: balancing financial, social and environmental considerations in a responsible way. The triple bottom line principles were included in the articles of association in 2004.

In practice, this means that Novo Nordisk manages and accounts for its social and environmental performance in the same way it does for the financial performance. By managing the business with the Triple Bottom Line principle, Novo Nordisk wants also to ensure that decisions and priorities are balanced and have long-term view, protecting and enhancing shareholder value taking into account the concerns and interests of its stakeholders⁵⁰.

⁴⁹ <https://cecp.co/wp-content/uploads/2017/10/Giving-in-Numbers-2017.pdf>

⁵⁰ https://www.csreurope.org/novo-nordisk-managing-using-triple-bottom-line-business-principle#XWka4_ZFzIU



India is the first country in the world to enshrine corporate giving into law. Following a change in company law in April 2014, businesses with annual revenues of more than 10bn rupees (£105m) must give away 2% of their net profit to charity. Areas they can invest this money in include education, poverty, gender equality and hunger⁵¹.



⁵¹ <https://www.theguardian.com/sustainable-business/2016/apr/05/india-csr-law-requires-companies-profits-to-charity-is-it-working>



9.12. BIOTECH

Brazil is now targeting investment in Biopharma and Biotech industries specializing both in human health for the tropics, and plant and animal husbandry for tropical agribusiness.

In a world dominated by northern hemisphere drug companies focusing on the health needs of higher-income nations, these two sectors constitute a less competitive arena for Brazil to attempt the high-tech dominance that has long eluded the nation.

With most spaces on the high-tech chessboard such as IT and software already fully occupied by US, European or advanced East Asian nations, Biotech could be Brazil's "next big thing" in the years to 2020⁵². Early stage biotech drug discovery is at a key stage for Brazil's pharma tech industry.

It is also one of the best options for making the leap from low-margin producer of commodities subject to global cycles of boom-and-bust, to a more advanced knowledge society where assets are measured in intellectual property, not polluting industrial plant or potentially catastrophic mining infrastructure such as that of Vale and its now devastated Rio Doce operations.

After more than four decades and billions of dollars invested, a few technology hits and many spectacular misses, Biotech is Brazil's next "moonshot." Agriculture needs biocontrol's to confront invaders like the African bollworm. This fledgling industry plays to huge needs in terms of human health products for the tropics – not just for Brazil but Africa and Asia too.

Brazil has already taken key steps in the approval of genetically modified crops under the patent of multinational seed companies and is a massive user of pesticides and agrochemicals. Reducing this dependence through home-developed technology is a strategic goal.

"Biotechnology related to agriculture is our single best competitive advantage," says Carlos Henrique de Brito Cruz, scientific director at Fapesp, the São Paulo state research foundation. "Brazil has efficient agriculture, available land and reasonable research that can feed into this."⁵³

One way to cut insecticide usage is to develop biotech alternatives. So here comes Biotech. Success has come slowly – and the pace only picked up with the arrival of international sponsors such as the Structural Genomics Consortium, which fostered the emergence of a biotech cluster around the University of Campinas.

This has helped the emergence of companies like Recepta Biopharma, which recently closed a USD86 million deal to license its monoclonal antibody for cancer detection, to US company Mersana Therapeutics.

Recently Eurofarma, a São Paulo-based pharmaceutical company, broke ground by becoming the first Latin American company to achieve regulatory approval for a biosimilar drug. After nine years, including four spent jumping through the hoops established by Anvisa, Brazil's health regulator and RUSD25m in investments, Eurofarma will now be able to sell Fiprima, which is used to help boost immunity in cancer sufferers.

⁵² <https://www.theguardian.com/sustainable-business/2016/apr/05/india-csr-law-requires-companies-profits-to-charity-is-it-working>

⁵³ <http://www.scienceforbrazil.com/biotech-brazils-big-high-tech-industrial-hope/>



Eurofarma has now won restricted access to the important market for biosimilar drugs, which are complex molecular medicines produced in living cells through genetic engineering and which are considered similar to their reference product. Only 20 such drugs have been approved globally since the first of these products entered the market in 2006, but it is a sector which is expected to generate USD35bn in sales by 2020, according to industry sector consultants.

Small wonder, then, that UK-based pharma multinational GSK in November 2015 announced it would partner in a RUSD\$88.4 million investment to develop research in sustainable chemistry for drug innovation and studies of respiratory and metabolic diseases, as well as immunology/inflammation and antibacterial-antiviral treatments. GSK's partner is FAPESP, the São Paulo Research Foundation, now emerging as a core sponsor of biotech and biopharma cluster initiatives across São Paulo state, particularly around universities at São Carlos and Campinas.

FAPESP and GSK will put in RUSD34.6 million, with the remaining RUSD53.7 million will be invested by the university institutions⁵⁴.

Companies like GSK have played an important role in developing this industry. The company has been sponsoring target drug discovery programs in Brazil. It's also working with FAPESP, the São Paulo Research Foundation, to develop so-called "sustainable chemistry" or more green ingredients and precursors for developing a local pharma industry.

It's unsurprising that GSK has been tracking Brazil's biotech scientists in the human health sector closely. The company's RTS, S-based malaria vaccine – under development for decades and potentially the biggest IP asset in the entire drug industry – was originally developed from work done in New York by a couple of Brazilian scientists who had been exiled by then-military rulers.

The octogenarian couple, Victor and Ruth Nussenzweig, are still working in Brazil on Plasmodium vivax, the less-deadly but debilitating malaria vector that's endemic to the Amazon basin and hotter regions of Latin America, as well as parts of Asia, Africa and north America.

Biotech and plant science have taken over. And Brazil has shown it certainly has the biodiversity — The country contains 20% of the world's biodiversity including 103,870 animal species and 46,000 plant species. One new plant is discovered every two days. But it so has the know-how to turn its basic science of research into hard cash. A case in point is the career of Paulo Arruda, a biologist who together with a group of other scientists and majority shareholder Votorantim in 2008 sold the sugarcane breeding companies Alellyx Applied Genomics and CanaVialis, two biotech outfits spun off to Monsanto for USD300m.

Scientist-entrepreneurs like Arruda, who is now leading the Campinas biotech cluster initiative for SGC, will become more and more vital as Brazil's increasingly impoverished state sector backs out of risk-taking research funding, which will increasingly be funded by venture capitalists.

⁵⁴ <http://www.scienceforbrazil.com/biotech-brazils-big-high-tech-industrial-hope/>



9.13. TECHNOLOGY INNOVATION

Launching with a series of 200-acre plots and support facilities, a Science & Innovation Research Centre, led by Redpill Group, will be used for field research across a huge span of pharmaceutical, zoological, botanical, environmental and sustainable development interests.

In addition, the Centre will open up the Amazon as the ultimate 'living lab'; a test-bed for a range of adjacent science and technology, including but not limited to pharmaceuticals, nutraceuticals, food science, energy, Big Data, sensor and drone technologies, bio-mimicry robotics, satellite & Remote Sensing Imagery, 3D modelling & data visualization, image recognition and many more.

We see significant growth opportunities in the spaces where software/big data, biotechnology and robotics meet. Satellite Imagery is another high-potential focus of early work combining with airborne photography and high-resolution UAV imagery data to provide an unprecedented level and volume of accurate, consistent and reliable data to drive applications and business analytics powered by geography.

Such developments will allow us to dynamically monitor and determine the changing value of the rainforest – such as the real Carbon Footprint value when connected to the Carbon Credits market, but also develop applications and services with real data and real requirements that can re-used and reapplied globally.

Moreover, the application of such technologies will also support increases in harvesting and other operational efficiencies, thereby further strengthening EBCF's core business model

Our first planned R&D project, led by EBCF partner Imperial College London and a number of world leaders in their respective fields will focus on the development of innovative technologies to map non-timber-based resources from above and under the primary rainforest canopy.

These technologies will include new miniature sensing methods combining multi-spectral imaging, laser range finding, acoustic, and ultrasound measurements together with new biologically inspired robotic solutions to carry the sensors inside a rainforest.

Based on the partners' experience in developing and testing field robots for other applications (like humanitarian landmine detection and ocean fisheries protection), the consortium will address bottlenecks in robotic capability to move through cluttered environments such as a remote primary rain- forest.

These new robotic platforms will include technologies inspired by gliding squirrels and brachiating primates.

These ground-breaking advances will not only enable us to move sensor nodes under the canopy on demand, but also provide a robotic paradigm to test biological hypotheses focused on animal survival in a rainforest. The robots will also provide nodes for an ad-hoc data communication network within a remote primary rainforest.





10. WHAT IS THE OPPORTUNITY FOR THE CONTRIBUTORS?

EBCF will issue its own coin: the AMACOIN. The valuation of AMACOIN will be transparent and based on international standards.

Our objective is to create a payment token to purchase products & services offered by environment-friendly brands (B2C), and support local communities or contribute to environmental projects (B2B).

10.1. HOW AMACOIN OUTREACH WILL WORK

The CEO and the GM of EBCF are currently responsible for selling the forest products to food ingredients companies, wholesalers and supermarkets both locally and internationally. They either contact the buyers directly or liaise with local agents to sell the products.

10.2. PARTNERS, CERTIFICATES AND OPPORTUNITY

EBCF has partnered with Amazon Roots as its non-timber forest products distributor who in turn are in channel sales agreements with Amazonian Alliance, Planet Organic, Rigby Foods, Marigold, JPC International, Universal Taste, Yerbalatina and Sinerga. CADI will lead the social program implementation and CSR contracts are in place with Sony and Hyundai.

EBCF land is fully REDD+ certified and ready to release the first 250,000 tons into the voluntary offset market. The opportunity is to provide working capital, for equity to inject pace and scale into a purpose driven project that is both philanthropic and commercial. It has a heart and attractive revenue streams in adjacent growing markets. Further local land acquisitions are also in the pipeline.





10.3. COMMERCIAL AND STRATEGIC RATIONALE

The business school question, and indeed the transferable truth is that a rainforest non-timber industry can be profitable.

The commercial rationale is in three streams – food and pharma ingredients commodities, CSR and Carbon Offset Credits.

From a total of 520 thousand hectares EBCF will sustainably harvest Brazil nuts and other fruits. The harvesters are local indigenous people, of which three thousand live on EBCF land. Nuts and fruits are purchased from cooperatives and then either sold direct to stores, such as Planet Organic, who will stock non-timber produce from next year, or via wholesalers, such as UK-based Marigold, or to food & pharma ingredients companies or finished product manufacturers.

EBCF already has an LOI to supply major of the products from the Business Plan Regarding Brazil Nuts our volume will represent a very small share in the international market volume, less than 0,5% in Year 1 (120 tons) and 2,5% in Year 5 (969 tons). The rationale behind the penetration in the market is more associated with the availability and quality of the product than a major marketing effort.

Açaí fruit pulp will be sold in the local and international markets. Brazil consumption is estimated at 80k tons/year, growing at double digit. EBCF sale volume will also represent a small share of the Brazilian market, 0,15% in Year 1 (119 tons) and 1,2% in Year 5 (972 tons). EBCF is already supplying commercial volumes of Açaí fruit pulp to a couple of Brazilian customers (Yerbalatina, a major producer of Amazon ingredients and Banka, a large ice cream producer in the South of Brazil).

The oils and butters EBCF will supply is a niche market, used in the cosmetic and fragrance industries, small volumes yet, a market under development. Negotiations under way with the following players: Sinerga, Agilex, Fermich and Sobalia. EBCF also owns its own brand, 'We are Amazonians' that has a wide food and cosmetics range, I development ready to be pushed through multi-channel retail.

CSR. The social program implemented by EBCF directly benefits three thousand people across 15 villages in the areas of education, health, infrastructure, and income generation. It transforms the natural resources of the rainforest into income and conservation according to the principles of social and environmental responsibility.

CSR is a win-win for all. Corporations from around the world can prove they have a positive impact on the planet, they can make society better and, for themselves better engage with customers and employees, show brand differentiation and embed long-term thinking. Of all the CSR offerings out there, the Amazon is the most attractive. It is holistic and widely beneficial. Contracts are currently in place with Sony Music and Hyundai.

Carbon Credit. REDD+ By adopting a non-timber economic model EBCF can enter the carbon off-set market. As countries move from debating climate change to implementation the voluntary market grow more relevant. Whilst the voluntary market does not have a central marketplace, as the compliance market does most sales are through this off-market method and forestry attracts the highest average prices. EBCF are engaged with a broker.



The Amazonian Alliance policy is to avoid the destruction of the rainforest through a successful and sustainable social program that improves and maintains the traditional lives of the Amazon people which enable commercial workstreams.

What sits at the center of the strategic rationale, therefore is the social program and implementation of targeted technology.

People are required to harvest food product in such a way that does not harm the environment they live in. A properly harvested and managed landscape is required to market the land on the carbon credit market and a thriving indigenous people will further attract CSR sponsorship.





10.4. Lifecycle of EBCF products and CO2 offset

10.4.1. FOREST PRODUCTS – ACQUISITION, PROCESSING & EXPORTING

EBCF will acquire the forest products from the communities in the surrounding areas. The harvesting area will expand from 20,000 hectares in year one to 520,000 hectares in year ten. EBCF's capability to expand its harvesting area will depend on local industry upgrade, operating efficiency improvement and relationship with the local communities.

Through the implementation of the social programs, EBCF has managed to form and maintain a close-knit relationship with the nearby communities. The strong ties between EBCF and the local people ensure the harvest of the forest products will be sold solely to EBCF.

One forest manager and an assistant will be responsible for the acquisition of forest product harvests. They will also be responsible for the application of and renewing of related certificates.

Once the forest harvest is collected from the local communities, the raw products are then sent to cooperatives in the nearby area for processing.

An Industry Manager and one assistant will be responsible to source suitable cooperatives for processing and control the quality of the finished products. An export services manager is being hired to co-ordinate the logistics of product transportation and other exporting related matters. Agreements with cooperatives are made as needed depending on the quantity to be processed.

EBCF now has partnership with 4 cooperatives – Covema, Coopema, Cupuama and Coopmas.

EBCF already has distribution agreements for its superfood and cosmetic ingredients with AMAZON ROOTS LLC, a U.S based company. Amazon Roots LLC has signed a distribution contract with two companies: MARIGOLD (London - UK) and RIGBY FOODS (San Luis Obispo – CA).



10.4.2. CARBON CREDIT

The offset cycle runs from project development to retirement as below:

EBCF has valid certification in place, verified by VCS and REDD with the following objectives:

1. Implement alternative economic activities to generate revenue for the project, benefiting at least 300 families surrounding the target area and ceasing logging practices;
2. Reduce approximately 2.20 million tons of carbon dioxide because of project activities;
3. Contribute to the maintenance of regional biodiversity through the preservation and conservation of the forest;
4. Contribute to improving educational processes and attention to regional health;
5. Promote inclusion and empowerment for women, youth and social groups in the communities in the project area.

The Amazon Rio REDD+ IFM project expects to reduce greenhouse gas emissions in the Amazon Rio I area by promoting forest conservation activities, replacing the logging activities which were licensed in August 1998 and began in 1999.

The first project crediting period is 36 years, beginning on June 5, 2013 and ending on June 5, 2048. This period is equivalent to the remaining 11 years of the first authorized management plan (25 years starting in 1998) plus another 25 years with respect to a new forest management plan that was intended, as is common practice for forestry in northern Brazil.





11. OUR MODEL

We are a social enterprise with the purpose driven mission to fight poverty, and through our work in the Amazon Rainforest, fight global warming and climate change. The Amazon is the largest and most biodiverse tract of tropical rainforest on Earth. It represents half of the planet's remaining rainforest, and is home to half of all our plant and animal species, many of these unique to the Amazon. The diverse ecosystem contains priceless and essential resources for human existence and longevity, and is a vital world treasure that must be protected and proactively sustained. Our Model embraces the challenge to make our planet sustainable and green again with the SMART use of the natural resources in the Forest, City and Water.

11.1. OUR MISSION

We undertake the quest to foster for generations to come ecological solutions and actions in order to leave a sustainable footprint for our children. Following areas will be our focus the future;

- Sustainable Forests
- Sustainable Cities
- Sustainable Water

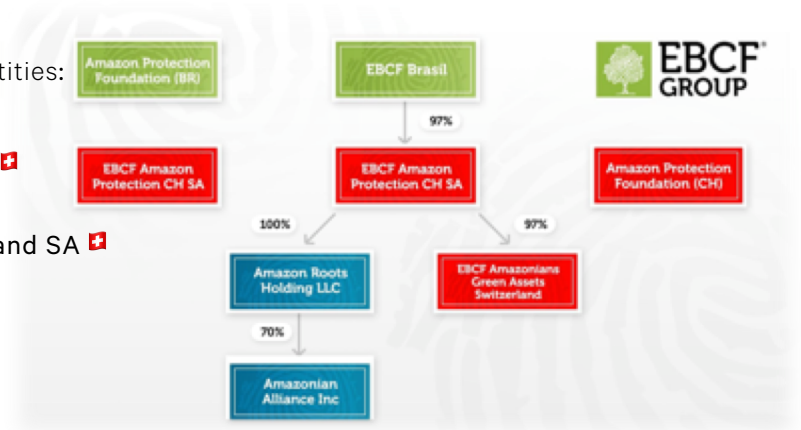
11.2. OUR VISION

United Brands and Companies in the World willing to fight poverty, climate change, support sustainable and social projects, join forces together to offer a new green impact model for the next generation, where its communities purchase goods and change the world for better using renewable & efficient energy, optimizing waste management, enhancing urban mobility and supplying clean-purified water for all.

11.3. OUR LEGACY

EBCF’s ecosystem is composed of following entities:

- EBCF SA 🇧🇷
- EBCF Amazon Protection Switzerland SA 🇨🇭
- EBCF Foundations 🇧🇷 🇨🇭 🇺🇸
- EBCF Amazonians Green Assets Switzerland SA 🇨🇭
- EBCF Amazonian Alliance Inc 🇺🇸
- EBCF Amazon Roots Holding LLC 🇺🇸



Within the context of the issuance of the AMACOIN, the EBCF Switzerland companies are hosting the ICO itself and the Green Marketplace. Their purpose is to finance and manage the whole structure within the Swiss legal framework that provides the highest standards of governance, trust and transparency to our community.

The US EBCF Companies have the purpose to distribute EBCF’s superfoods and products. Our Foundations objective is to support and finance other conservation units outside EBCF’s Private Reserve that are in alignment with our values for a more sustainable future.

11.4. GREEN MARKETPLACE

An integral part of the AMACOIN ecosystem will be the AMACOIN Green Marketplace. Fully licensed and integrated into the platform, it will be managed under its own retail brand to allow users to buy natural products harvested and/or produced on reserve, thus using their AMACOINS directly on the platform.

We will begin with a standard offering of the most sought-after sustainably produced products such as pharmaceuticals, beverages, foods, and nutraceuticals to expand to a fuller product offering while establishing an online presence.

Additionally, any Company is allowed to enter our Green Marketplace only if it can justify that it is actively supporting at least one of the 17 Sustainable Development Goals of the United Nations:

Our Green Marketplace brings:

- **Green Community** together
- **Liquidity** for our AMACOIN
- **Stability** in price fluctuation



Our Environmental Assets provide:

- **Recognition** among peers
- **Brand awareness** for the future

Stability and liquidity are enhanced by our **payment Gateway** (GreenPal) and our EBCF’s ecosystem, including environmental services and products, which stands as Store Value to back the valuation of our AMACOINS. The **GreenPal** will be used as a means of payment for environmental, sustainable, green & smart brands and assets.



Furthermore, we will act as a certification body that guarantees that all the Companies within our Green Marketplace are, contributing *de facto* to changing the World and make our planet great again. Our certification seal “EBCF Green Approved” will be delivered upon due diligence check in accordance with UN Sustainable Development Goals.



Visit us at www.amazoniansgreencoin.com !

11.5. MARKETING & COMMUNICATION STRATEGY

Our goal is to bring to the attention of current and future generations the fact that we must focus on reducing the resources that we consume, the waste and leakage that we create, conserve our resources and reduce environmental pollution.

The social media and in particular TV platforms are the best vehicle to convey this vital message to people, increasing the awareness of this scourge in order to shift for more sustainable and green actions in our daily life.

The social dimension of sustainability is extremely important to us. We put emphasis and focus on Individuals & Companies to be part of this new green economy and sustainable world.

The SMART use of natural resources from forests, cities and water will make our world sustainable and green again.

We are planning a TV Series composed of 3 seasons and 8 episodes each of a real-doc-fiction hosted by a first-class Hollywood actor and guests to show a real sustainable world to Humanity based on smart solutions within Forests, Cities and Water.

Sustainable use of natural resources, renewable and efficient energy will help optimizing waste management while enhancing urban mobility to supply clean water for all based on the UN 17 SDG's.

Further actions are planned as follows:



All the actions are aligned on our values with the intention to bring to the biggest number of people that we need to care about our planet (please refer to section 9.1 highlighting our vision on eco-tourism within a forest reserve).

Together,

Let's make our planet green & sustainable again!





12. THE AMAZONIANS GREEN COIN (AMACOIN)

The Amazonians Green Coin’s purpose is to drive economic, social and environmental values to fight climate change, poverty and deforestation for the benefit of mankind. The AMACOIN will be used as means of payment for:

- Green Assets
- Environmental services and products
- Green Marketplace

Thus, the AMACOINS will provide direct and indirect benefits to Individuals and Corporations:

Individuals:

- Access to our Green Marketplace benefiting from discounts when using AMACOINS,
- Access to Green Assets, environmental services and products from EBCF Group,
- ISR (Individual Social Responsibility),
- Additional action described in paragraph 14.5.

Corporations:

- Access to our Green Marketplace introducing their green brands, services & products,
- Get the Green Certification Label from EBCF as being actively supporting the UN 17 SDG’s,
- Access to Green Assets, environmental services and products from EBCF Group,
- CSR (Corporate Social Responsibility),
- Participate to the TV Series and promote their services & products. See under paragraph 12,
- Additional action described in paragraph 14.5.

Finally, the purpose of the AMACOIN is among others, to support our social, climate and environmental actions. Here below you will find the impact of your contribution and support:

For each AMACOIN equivalent purchase per year	Support the "We are Amazonians" Program	Access to Climate, Social and Environment Reports	Individual Social Responsibility, support CO2 reduction	Protected EBCF reserve licenced Naming Right	You support preserving a virgin forest area of:	Coupon for Amazon Roots products	Virtual EBCF Reserve visit / interaction	On-site Vist EBCF Reserve
USD 1 000	✓	✓	10 tons	-	15 052 m2	2% discount	✓	-
USD 10 000	✓	✓	100 tons	1ha	150 519 m2	4% discount	✓	-
USD 100 000	✓	✓	1'000 tons	10 ha	1 505 195 m2	6% discount	✓	3 days for 2pers
USD 1 000 000	✓	✓	10'000 tons	100 ha	15 051 948 m2	8% discount	✓	Private event during 2 days for max 50 pers

Note that EBCF’s superfoods products are distributed and commercialized by Amazon Roots.







13. AMACOIN TOKENOMICS

The AMACOIN can be exchanged for fiat currency (EUR, USD, CHF, GBP) in jurisdictions where such exchange is legal, or other cryptocurrency (e.g., Bitcoin, Ether) on various cryptocurrency exchanges. Subscriptions will be accepted in FIAT (USD, CHF, GBP, EUR), Ethereum and Bitcoin.

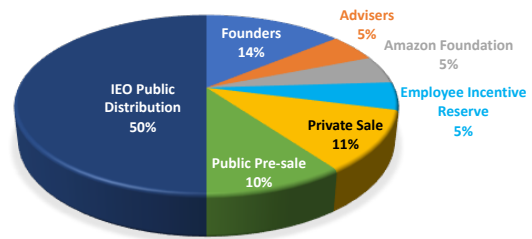
The AMACOINS will be created with a compliance layer framework which embeds a compliance oracle within the smart contract, thus enabling:

- Fast network speeds with transactions settling in a minute or so,
- Backed voting feature: PRG uses blockchain-based voting for a true democracy,
- Expanded notary and/or oracle service is possible with AMACOINS,
- Multi-signature accounts can be implemented in just two clicks.

13.1. AMACOIN DISTRIBUTION

The AMACOIN distribution is an important part of the Initial Coin Offering. The distributed value and frequency of coin production influence the coin price. In total, 88 billion AMACOINS will be minted. These coins will be sold during 3 separate phases (private sale, public pre-sale, and public sale) :

- Founders: 14%
- Advisers: 5%
- Amazon Protection Foundation: 5%
- Reserve for Employee Incentive: 5%
- Private Sale: 11%
- Pre-Public Sale: 10%
- Public Sale (Exchange Distribution): 50%



Vesting period for Founders:

- 20% after 12 months
- 30% after 24 months
- 30% after 3 years
- 20% after 4 years

Unsold AMACOINS will be allocated to a Reserve for future distribution.

13.2. PRIVATE SALE

An amount of 9'680'000'000 AMACOINS will be offered to strategic contributors in the crypto, green and sustainable community. The private sale period commences on November 1 until November 30, 2019. The AMACOINS will be offered to prospective buyers at a 20% discount.

13.3. PRE-SALE & PUBLIC SALE

The (Pre-)& Public Sale phase will be divided into pre-public sale starting on December 1, 2019 until January 31, 2020 and public sale from February 1, 2020 until April 30, 2020.

The IEO Public Distribution will occur on following Exchanges: Latoken, CoinAll, , CryptoBridge, p2pb2b & Foxbit (this list may be subjected to further updates, please visit us on www.amazoniansgreencoin.com for additional information).



During the pre-IEO, a total of 8'800'000'000 AMACOINS will be available at a discount of 15% for the first 4 billion AMACOINS. The remaining balance will be sold at a 10% discount.

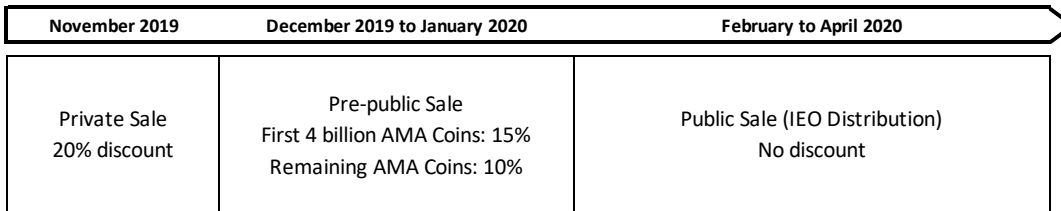
The total amount allocated to the IEO distribution on the Exchanges will be 44 billion AMACOINS. We will no longer offer discounts at this stage.

13.4. DESCRIPTION

These are the key aspects of the AMACOIN token:

- Role of the coin: payment token
- Platform: Ethereum Blockchain
- Standard: ERC-1592 (ERC-20 compliant with additional features)
- Smart Contract: compliance layer framework
- Legal Compliance: Continuous KYC/AML monitoring on primary market (ERC-1592 embedded features)
- Transparency: Tracking of payments & AMACOIN registry (ERC-1592 embedded features)
- Maximum Coins for sale: 62'480'000'000
- Symbol-Ticker: AMA
- Price: 10 AMA = 0,077 USD
- Store Value: Backed by EBCF's Ecosystem including its environmental services & products
- E-commerce: Payment Gateway

13.5. TIMELINE



13.6. ERC-1592 FEATURES

The ERC-1592 token extends the ERC20 standard with the following features:

- Operable: provide an owner and ability to delegate restricted features to operators
- Auditability: track sending and receptions
- Proofs of ownership: store balance history within Ethereum state
- Rule Engine: ERC-1592 (<https://github.com/ethereum/EIPs/blob/master/EIPS/eip-1592.md>)
- Claims: provides claims based on token balance or generated proofs of ownership
- Seize: authorize operators to seize any tokens. Any seizure will release a Seize events in the Ethereum history.

Following ERC-1592, the token contains a rule engine. It allows to plug rules which follow the IRule interface implementations. Available rules are:

- YesNoRule: permissioned transfers
- FreezeRule: reject sending and receiving for an address or the token until a specified date,
- LockRule: lock the token inside or outside a timeframe while allowing some addresses to have either sending or receiving exceptions,
- KYCRule: lock all addresses which are not contains within a specified user registry.
- RulesPackage: contains itself a list of sub rules



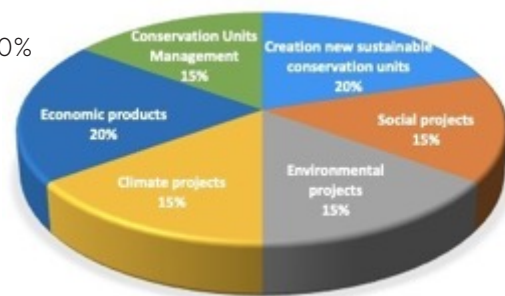
Three oracles are provided:

- **UserRegistry:** contains a list of users along with their respective profiling information,
- **RatesProvider:** contains a list of rates for many pairs. Rates history is available through events search,
- **TokenSale:** provides a way to operate a token sale with happened both in FIAT (centralized) and in ETH (decentralized).

13.7. AMACOIN ALLOCATION

The Amazonians Green Coin will fund specific actions:

- Creation of new sustainable conservation units: 20%
- Social Projects: 15%
- Environmental Projects: 15%
- Climate Projects: 15%
- Economic products and services: 20%
- Conservation Units Management: 15%



14. EBCF FINANCIAL PLAN AND DEVELOPMENT

EBCF intends to develop and increase the protection green areas in the Amazonas, by implementing social and environmental project to fight climate change and deforestation. We will then start harvesting non-timber products, trainings of the local communities, and commercialization in line with our Green Label criteria and philosophy. We need to raise a minimum of CHF 20'000'000 (our soft cap) to launch our project composed of the six actions listed in point 13.7 .

We believe that our philosophy and goal will be shared by millions of Individuals and Corporates around the world. That's why we estimate that our initial coin offering will reach a significant level of commitments, enabling us to:

- acquire new land (turning them into new Protection Reserves),
- finance and support sustainable projects for social, environmental, climate, and economic actions implemented in our partners' sustainable reserves and conservations units around the globe, giving priority to UNESCO mosaic of Sustainable Reserves,
- increase the protected areas and fight deforestation,
- bring sustainable solutions to a higher number of communities,
- fight climate change with a higher impact.

We intend to distribute the entire net income into our Green Economy. We will increase our footprint in the Amazon Forest and other conservations units worldwide, for the benefit of mankind. The bigger the areas we support and protect, the higher the probability to offer a greener & more sustainable planet to our children.



15. AMACOIN PAYMENT CARD

We will provide our AMACOIN holder with the very unique Amazonians Green Coin payment card, which can be used either as a debit or as a credit card on the VISA network worldwide. All the financial and banking transactions are merged with the crypto wallets in one single app, fully integrated.

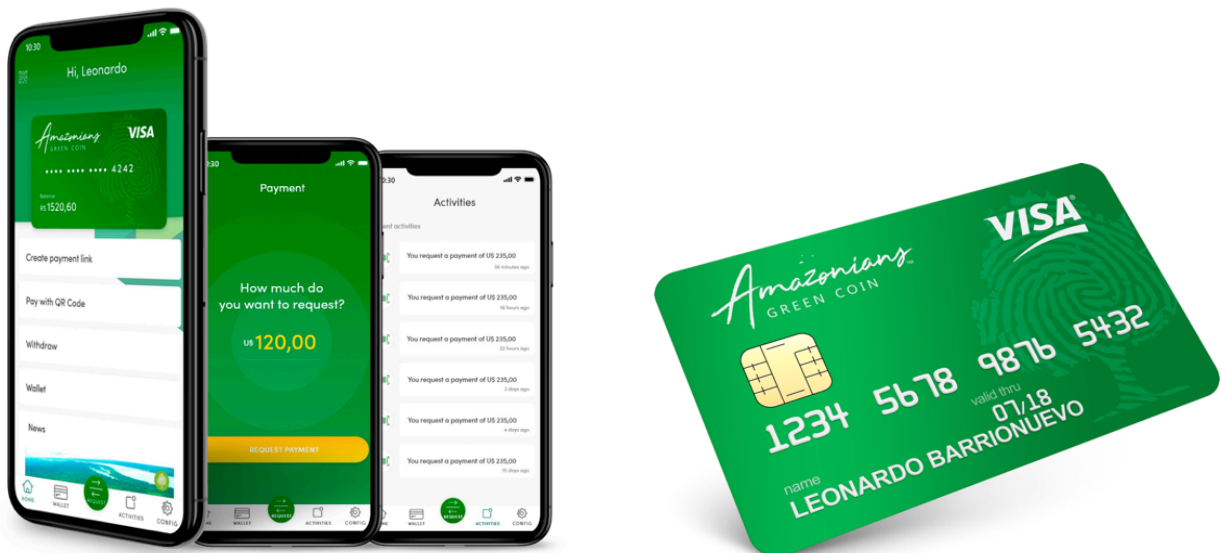
The entire back-end solution and services is provided by a regulated and licensed global bank. Our digital banking solution will remain a front-end solution only, integrating the essential and most-used payment features into one single digital interface.

The AMACOIN Card will offer several embedded features, such as:

- Payment of any kind of invoice using QR-codes
- Banking transfers
- Mobile recharges
- Withdraws
- Crypto wallets in one dashboard
- Donations
- Corporate Social Responsibility
- Individual Social Responsibility
- Carbon Credits
- Integration of your cash, AMACOIN & credit balance

For each payment done through our AMACOIN Payment Card, every user will have the possibility to determine a mark-up percentage to be allocated to EBCF projects.

Users will be able to access the AMACOIN by downloading the AMACOIN Card App which will be available on our website.



16. RISKS AND MITIGATIONS

International Revenue	Exports slowdown - Two thirds of EBCF revenues are projected to come from exports, so a slowdown in international sales would impact EBCF's revenues	Brazilian consumption of Brazil Nuts and Açai fruit pulp is relatively big and could absorb volumes not sold abroad. EBCF is already selling Açai fruit pulp in the domestic market to important players with no major marketing efforts. Brazil Nuts are also strongly demanded in the domestic market.
Brazil Nuts Crops	Weak Crop - weak crops would prevent EBCF from selling volumes projected in the financial model.	Based on historical data, years of weak crops resulted in increased sales prices (e.g. 2017 crop), so lower volumes could be offset with higher sales prices. Besides the products included in the financial model, there are several other food products to be explored yet which could offset lower revenue from the products considered in the model (e.g. Camu-Camu, Cupuaçau, among others)
Fruits and Seeds Harvesting	Difficulties to harvest/acquire the raw materials -EBCF will acquire the raw materials from the local communities which today already harvest such raw materials and sell them to third parties.	By increasing and providing the planned social programs to local communities EBCF will narrow relation with them and therefore should be positioned to be the exclusive buyer of the raw materials it needs. EBCF already has a very good relationship with the communities and the increased social programs might strengthen this relation.
Logistics	Interruption of river transportation from Manicoré to Manaus - transportation of products will be done by boats thru the Madeira/Amazon river. There is an important fleet covering the route Manaus-Manicoré-Manaus, but any problem involving this system would impact the transportation of EBCF's products.	There is an unpaved road from Manicoré to Manaus which is not frequently used given the poor conditions of conservation. In case of interruption of the traditional transportation by boats the road would be an alternative but requiring investments to improve general conditions. Manicoré is the third largest city in Amazonas state so the trade flow between Manaus and city should continue anyway be it by river or by road.
Supply Reliability	Unreliable supply chain will have an impact on revenue and reputation	Robust contracts and the locally advantageous social program will ensure EBCF receives priority from cooperatives.



17. MANAGEMENT TEAM AND EMPLOYEES

EBCF is composed of multi-cultural, very knowledgeable and experienced professionals in different areas such as Forest, Finance, Marketing, Communication and Legal advisory. Our entire team has a solid background and fully supports EBCF with the highest level of trust, commitment and dedication.

17.1. EBCF MANAGEMENT TEAM – POSITIONS

President & Global CEO	Leonardo Barrionuevo
Chief Financial Officer	Nilton Constantino (Board Member of the Amazon Protection Foundation)
Chief Marketing Officer	Robin Raj
Chief Legal Officer	Fernando Barrionuevo O'Reilly
Chief Operating Officer	Carlos Akira Sato
Chief Digital Officer	Pedro Silva
Chief Innovation Officer	Robin Daniels
Swiss Administrator & Acting CTO	Jérôme Heelein
Forest Director	Valdenor Costa
Carbon Project Developer	Heberton Barros
UK Business Coordinator	Chris Worcester
Product Sales Coordinator	in hiring process
Finance Coordinator	Edmilson Robles Castilla
Marketing Coordinator	Vinicius Vilela
Supply Chain Coordinator	Hdom Consultoria
Social Programs Coordinator	CADI NGO
Scientific Research Coordinator	Francisco Higushi



17.2. FINANCE PARTNERS & LEGAL ADVISORS

Pereira Gionedis Advocacia (Lawyers Brazil)	Fernando Barrionuevo O'Reilly
GT - Grennberg Traurig (Lawyers UK)	Tim Webb
Winch Capital Partners S.A. (Swiss Advisor – Official AMACOIN distributor)	Jérôme Heelein
3Capital Partners (Official AMACOIN distributor for LATAM area)	Claus Vieira, Marco Antonio Carneiro, Roberto Sidi
Ochsner & Associates (Lawyers Switzerland)	Fabien Gillioz, Alexandre de Bocard
Machado Attorney LLC (Lawyers in USA)	Brasilio Machado
Altcoinomy SA (AML/KYC provider, token architecture)	Afsaneh Heyat, Olivier Cohen, Noé Curtz

17.3. PRODUCT: CLIENTS & PARTNERSHIPS

Yerbalatina - SuperFood Production	Efren William
ICC (International Chemical Corporation)	Maluendas Paul Narpaul
PAKLAB LLC (Cosmetic Advisor)	Alex Cripchuck
SINERGA S.p.A (Cosmetic Lab)	Alessandro Fontana
Quimilaus Ltda (Cleaning & Household Products)	Silvio Laus
Health Genesis Private Label Corp.	David Bozdogan
Planet Organic UK	Al Overton
Planet Organic UK	Peter Langsam

17.4. OTHER PARTNERS

Imperial College London	Thrishantha Nanayakkara
Redpill Group; Global Innovation Partner	Robin Daniels



18. LEGAL DISCLAIMER

EBCF expressly specifies that this White Paper is for informational purposes only and is subject to change without notice. It is not and shall not be considered as a contract. Therefore, no part of this White Paper is legally binding or enforceable, nor is it meant to be.

This White Paper shall not be communicated or used in any jurisdiction or in any circumstances in which such White Paper, its content and/or the AMACOIN are not authorized for sale, distribution and/or unlawful. Potential acquirer of the AMACOIN and/or contributors to the ICO should note that acquisition of the AMACOIN (including participation to the related ICO) is subject to limitations imposed by applicable securities laws in various jurisdictions (other than Switzerland).

As an example, the ICO will exclude certain groups of people such as “U.S. Person” (within the meaning of “Regulation S” of the Securities Act 1933 under U.S. law). Other specific selling restrictions and limitations may be outlined in the upcoming coin purchase agreement (i.e. general terms and conditions), and/or on the issuer’s website and/or on any other documentation.

Moreover, potential acquirer of the AMACOIN should be aware that some jurisdictions may introduce new regulation or adapt their current regulation and/or definitions / categories of tokens (including Switzerland).

Please do not copy or disseminate any part of this White Paper without including this disclaimer. The final version of this White Paper will be published on www.amazoniansgreencoin.com as soon as adopted by EBCF.

As issued from Switzerland, from a Swiss regulatory perspective, the Initial Coin Offering (ICO) is an unregulated coin fundraising operation, with reserve to the application of the Swiss Anti-Money Laundering Act of October 10, 1997 (AMLA).

The ICO and the AMACOIN are not for speculation or investment purposes, but meets the definition of a mean of payment under art. 2 para. 3 let. c AML.

The AMACOIN issuance terms and all the rights attached shall be described in a coin purchase agreement (either private or public).

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect contributors.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort (including under art. 652a or 1156 of the Swiss Code of obligation). This White Paper does not constitute or form an offer part of, and should not be construed as, an offer for a sale or subscription, or an invitation to buy or subscribe to any securities or rights belonging to the issuer (including corporate direct or indirect rights such as equities or participation rights or any right to receive the income or part of the income of the issuer) or any holding, related or associated company, in any jurisdiction.

None of the information or analyses in this White Paper is intended to provide a basis for an investment decision, and no specific investment recommendation is made. Accordingly, this White Paper does not constitute investment advice or an invitation to invest in any security or financial instrument.

This White Paper has been drafted in accordance with the Swiss regulations.

From a Swiss regulatory and legal perspective, the AMACOIN does not represent and shall not be considered a security as such term is defined under art. 2 let. b of the Swiss Financial Market Infrastructure Act of June 19, 2015 (FMIA) or a derivative under art. 2 let. c FMIA. More specifically, it does not represent and shall not be considered as a share (equity), bond (or note), structured product (including a certificate), investment fund / collective investment scheme / mutual fund or a derivative of any kind. As the AMACOIN meets the definition of mean of payment, any initial user (i.e. primary issuance) shall be subject to a preliminary KYC screening (including as regards the origin of the funds) under the AMLA performed by a Swiss financial intermediary subject to AML.

