

Investment Brochure



LINDEN CONCEPT

Simple investments, big rewards: Invest with ease

Notice pursuant to Section 3 (2) of the Securities Institutions Act (WpIG):

Linden Concept GmbH is a contractually bound intermediary within the meaning of Section 3 (2) of the Securities Institutions Act (WpIG) and, when brokering financial instruments in accordance with Section 2 (2) No. 3 WpIG, acts exclusively in the name, on behalf and under the liability of the financial services institution Effecta GmbH, Florstadt. Linden Concept GmbH is registered with BaFin as a tied agent: BaFin Register tied agents (Registration number: [80177394]).

Dear investors,

Every year, institutional investors invest billions of dollars in various industries and sectors. However, over 94% of these investments do not make it to the public market, but are reserved for certain individuals with the right connections and network. As a result, only a small percentage ends up on the public market, which offers limited opportunities and little room for private investors.

However, Linden Concept GmbH has developed an active business model that covers this investment need and enables private investors to participate in the enormous investment market simply and profitably through "digital securities".

What are "digital securities"?

Digital securities are digital representations of assets that can be traded on an online platform. They are recorded and verified on a decentralized database, which ensures higher transparency and security.

Digital securities can represent various assets such as stocks, bonds, funds, commodities, real estate, and other assets, and are traded in small denominations, which also allows small investors to access certain assets.

Trading digital securities can be faster and cheaper than traditional investments, offering greater flexibility and global availability. For beginners or professionals, entry into the trading of digital securities can be facilitated through Linden Concept GmbH, which provides a user-friendly platform and professional advice.

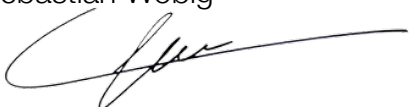
The business model launched by the issuer was conceived by Mr. Sebastian Wobig over 10 years ago and successfully implemented by Linden Concept GmbH, founded in 2012.

Our entrepreneurial success story has a key reason: since 2012, Linden Concept GmbH, entrusted by investors with managing their investments, has fulfilled all contractual commitments to its investors without exception, 100%. It is no coincidence that our customers attest to a willingness to recommend us of over 94%.

With the following content, we would like to present to you investment opportunities in various areas of Linden Concept GmbH that will meet your investment desires 100%. The sample calculations mentioned below are based on our business experience in various fields.

We are pleased to hear of your interest in the latest digital securities offered by Linden Concept GmbH.

Mr. Sebastian Wobig
CEO



We would like to present our investment product: Digital Securities. With these cutting-edge securities, you have the opportunity to acquire shares in our investment fund in a modern and secure manner.

Faster settlement: Digital securities are traded on online platforms that enable faster transaction processing. In contrast, settlement of traditional investments can often take several days.

Lower costs: Automated trading of digital securities can significantly reduce transaction costs compared to traditional investments. In addition, there are usually no fees for custody or similar services.

Greater flexibility: Digital securities can be traded in small denominations, enabling even small investors to invest in specific assets. Traditional investments often require the purchase of entire shares or fund units, which can be a higher hurdle for many individual investors.

Increased transparency: Since digital securities are traded on an online platform, all transactions can be viewed by all participants. This increases transparency and reduces the risk of fraud and manipulation.

Global availability: Digital securities can be traded globally without the need to open a physical account with a bank. This increases the availability of investment opportunities and enables investors to access markets that would otherwise be inaccessible to them.

Automated execution of dividends and other payments: With digital securities, dividends and other payments can be automatically distributed to holders without any additional steps required.

Linden Concept GmbH operates as a contractually bound intermediary in accordance with § 3 para. 2 of the German Securities Trading Act (WpIG) and offers investors the following conditions for securities: a fixed return of up to 10% p.a. and a term of up to 5 years. The safety of investors is of paramount importance, which is why a liability umbrella has been integrated through Effecta GmbH. Effecta assumes unlimited liability towards the investor for damages resulting from a breach of obligation on the part of Linden Concept GmbH. Effecta GmbH regularly monitors the investment product for content and consistency.

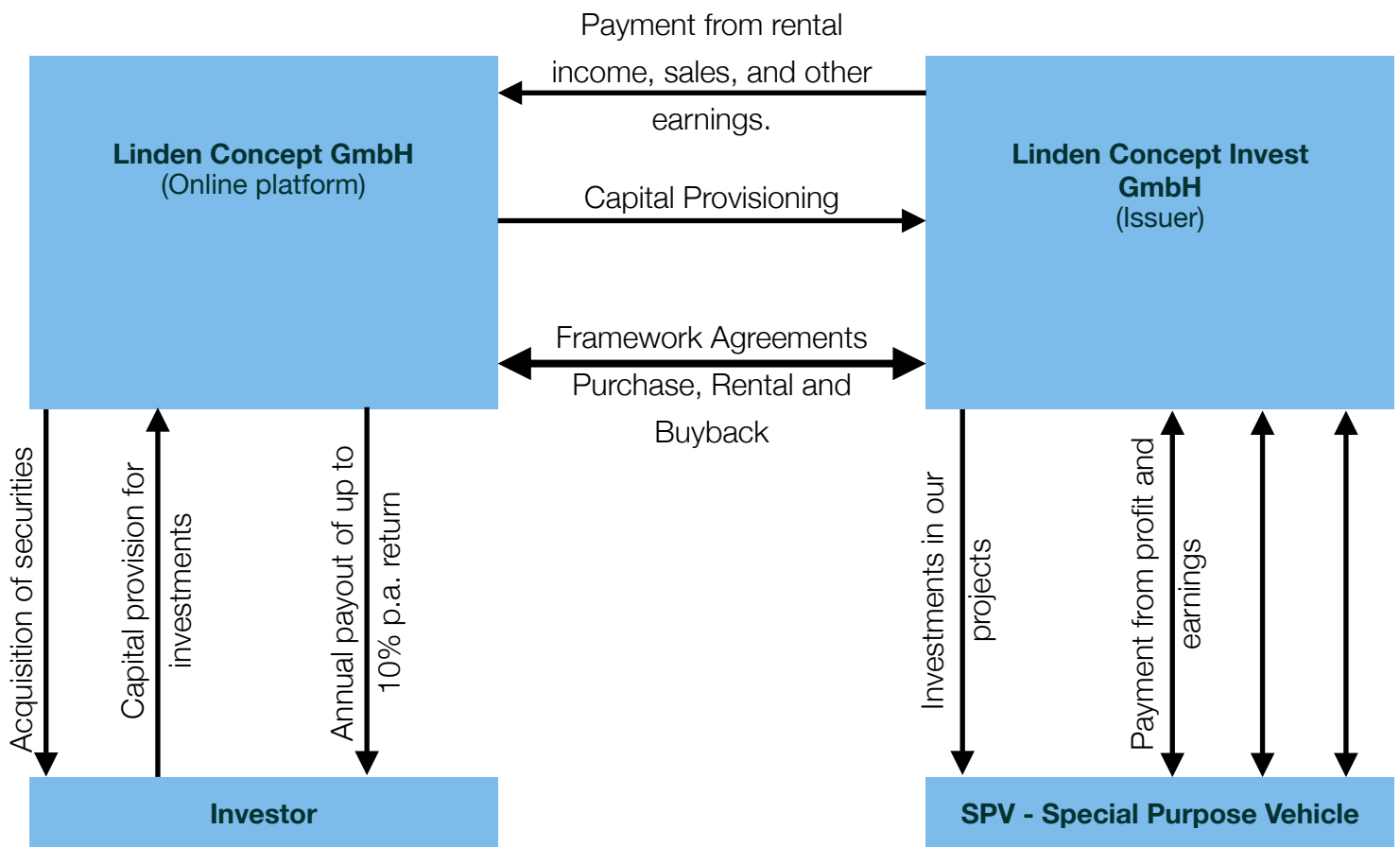
Who is Effecta GmbH?

Effecta is a liability umbrella designed specifically for financial brokers and industrial issuers. As a liability umbrella, Effecta assumes regulatory responsibility and ensures that all activities of the affiliated companies comply with regulatory requirements. This allows companies to focus on their core business, with the advantage that Effecta GmbH has its own KWG license (Credit Institutions Act license).

What sets Linden Concept apart from others?

In contrast to other companies, Linden Concept backs its digital securities with a real and physical asset. The company does not finance construction projects, third-party companies, or real estate projects, but only acquires and operates its own real estate, land, and companies as well as construction projects. This ensures that the business model and the safety of investors are 100% guaranteed.

Diagram of cash flows:

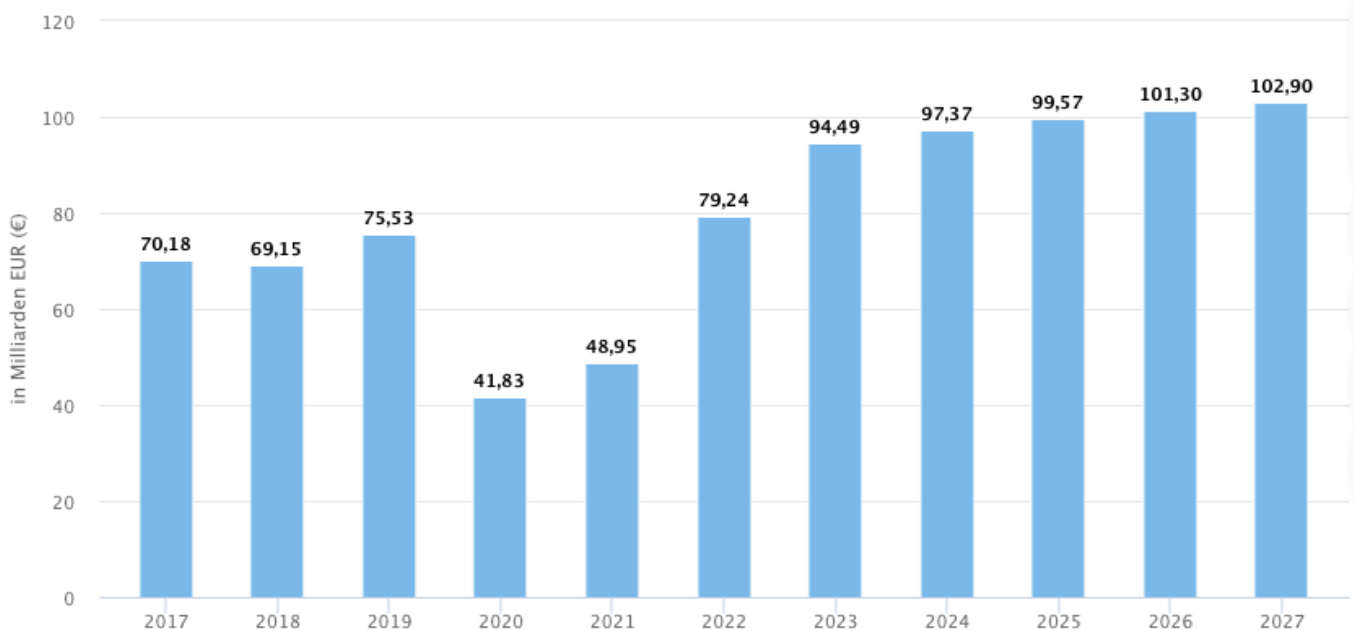


We would like to introduce our two main business models that ensure the physical value of your investment and provide investment security:

Acquiring real estate in top vacation destinations worldwide and independently renting them out as holiday apartments.

The private and vacation apartment segment generated a revenue of €79.24 billion in 2022 and is predicted to increase to approximately €94.49 billion in 2023. According to experts, the market volume is expected to reach €102.90 billion in 2027, representing an anticipated annual revenue growth rate of 2.15% (CAGR 2023-2027).

The number of users (renters) of private and vacation apartments is expected to exceed 1 billion by 2027, with over 75% of total revenue expected to be generated online.



revenue growth of 2017 - 2027 (source: Statista)

To operate successfully in this market, we require a team of experts in the fields of real estate, tourism marketing, and hospitality. Our real estate team is responsible for analyzing, researching, and acquiring properties. The tourism marketing team is in charge of promoting the holiday apartments, while the hospitality team handles the service, rental, and management of the apartments. Each of these teams comprises 11-16 members who conduct comprehensive research, create analyses, and monitor industry developments to ensure that Linden Concept covers every aspect of the investment.

We understand that expertise in these areas is critical to our success, and we have assembled a team of professionals with extensive experience in real estate, tourism marketing, and hospitality. Our team is dedicated to providing the highest level of service to our investors and ensuring that their investments are secure and profitable.

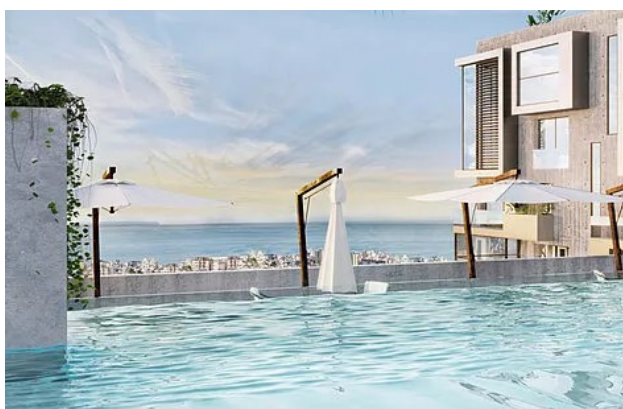
We believe that our comprehensive approach to investment, combined with our team's expertise and commitment, gives us a competitive advantage in the market. By continuously monitoring industry trends and leveraging our team's expertise, we can identify and capitalize on investment opportunities that others may miss. Our goal is to provide our investors with a reliable and profitable investment opportunity in the rapidly growing market of holiday apartments.

To illustrate the concept, we have prepared the following example for you:

Sample Calculation for Vacation Apartment

Location	(Spain) Mallorca, Palma
Living space	225 m ²
Bedrooms	3
Bathrooms	2
Amenities	Kitchen, underfloor heating, air conditioning, rooftop terrace
Condition	Upscale, new build
Landlord	Linden Investment company
Maintenance/Repair	Linden Investment company

purchase price	935.000 €
rental price per day	690,00 €
maximum number of people	6
average occupancy rate per year	66 %
investment duration	5 Years
rental yield per year	17,71 % p.a



As a potential investor in Linden Concept GmbH, you may wonder about the impact of the business model on your investment.

The good news is that the business model of Linden Concept GmbH is proven to be sustainable, thus offering a lucrative investment opportunity.

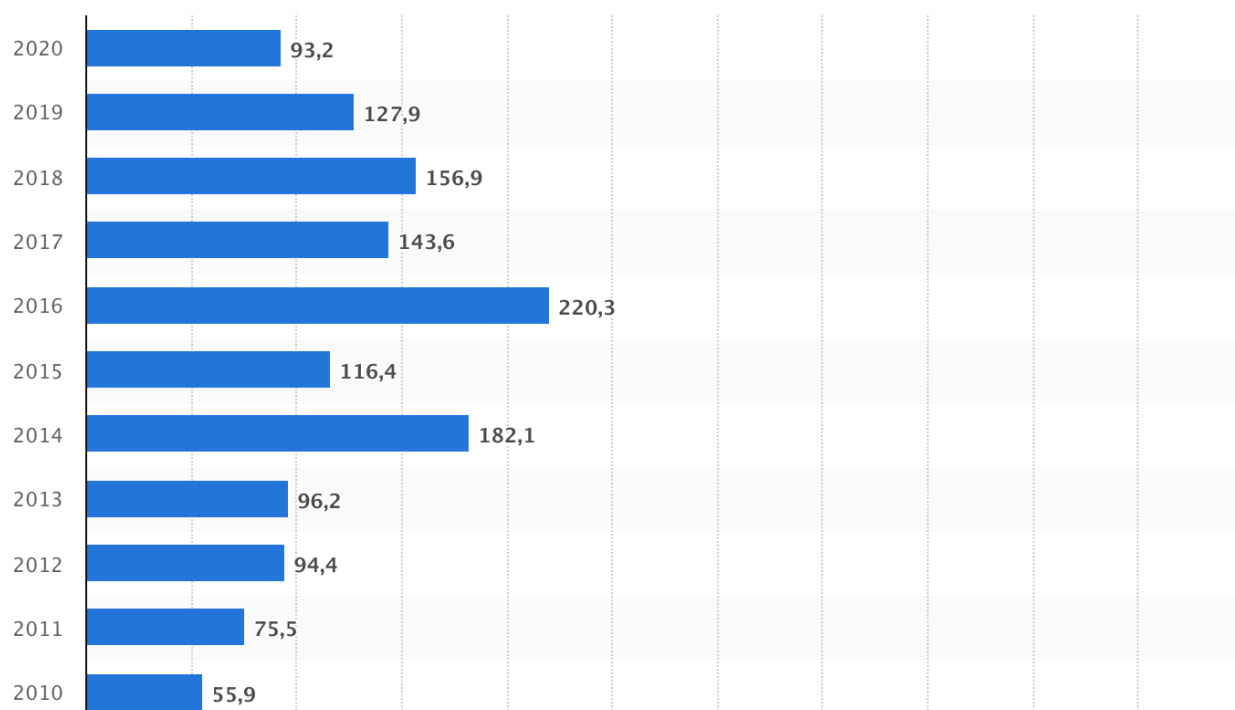
One of the biggest advantages for investors in Linden Concept GmbH is that there are no fees or other costs associated with investments. On average, only 8-9% of the return is deducted by Linden Concept for maintenance, upkeep, personnel, marketing, legal, and similar expenses. The remaining difference in returns is then distributed to investors. In this case, the return for our investors ranges between 8.71% and 9.71% p.a.

This approach provides investors with a higher return on their investments since they are not burdened with high fees or other costs. Instead, they can expect that their investment in Linden Concept GmbH is a solid and lucrative decision.

Linden Concept would like to introduce another business model from our portfolio:

The acquisition of rapidly growing companies in the online retail sector

M&A deals (mergers and acquisitions) have a long history in Germany, and the market volume reached an impressive 93.2 billion euros in 2020. Participating in M&A transactions is an attractive opportunity for Linden Concept to diversify our portfolio and potentially achieve higher returns.



Volume of M&A deals in Germany until 2020 (in billion US dollars) (source: Statista)

In summary, mergers and acquisitions (M&A) represent an important area of the economy. It involves the transfer and burden of ownership rights to companies, including the merger of companies and the acquisition of companies or corporate stakes. This also includes the restructuring of corporations, the formation of conglomerates, as well as mergers and transformations in legal terms.

As Linden Concept GmbH, we are pleased to assure our investors that we are an established company capable of making successful acquisitions.

We have demonstrated in the past that we have an eye for high-growth companies that are able to provide us with a good ROI (Return on Investment).

We have clear criteria for selecting our investments, which help us minimize risk and maximize profits. We only acquire companies that have been operating successfully in the market for at least 2 years and possess a scalable business model. Additionally, it is important to us that these companies have achieved comparable good revenues with initial prospects of profitability.

As experienced investors, we understand that successful acquisitions must be carefully planned and executed. We not only provide financial support to our partners, but also our expertise and resources in finance, marketing, and personnel management. Through working with us, our investors can benefit from our expertise and network to maximize the potential of their investments.

We are confident that our approach and strategy will continue to make us successful in the future. We are committed to providing our investors with the best possible returns and are constantly seeking new opportunities to expand and diversify our portfolio.

We always strive to maintain the necessary objectivity in our decision-making process, which includes evaluating each acquisition according to the following 7 points:

Whether the company is "exit-suitable" or "exit-ready" can be assessed relatively quickly based on the following seven questions:

Does the business model work without the founder?

1. Is the timing right to sell?
2. How compelling is the investment case?
3. How well-prepared is the exit?
4. How many shares should be sold?
5. Why do the founders want to exit?
6. Is additional fresh capital required?

Our Approach in Detail

1.

We assess what is possible.

The purpose of the acquisition is to leverage the growth potential of the target brand and achieve synergies. By acquiring the target company, we aim to achieve a stronger market position and improve our competitiveness. We strive to integrate the existing resources and capabilities of the target brand to enhance the performance and efficiency of our company. Ultimately, the goal of the acquisition is to secure a sustainable and profitable future for our company through successful integration of the target company.

The Linden Concept Due Diligence Process

Before acquiring a company, we conduct a thorough examination of various areas including the supply chain, compliance, and marketing. This process involves over 100 checkpoints to conduct a comprehensive assessment of the company. Based on these results, we create a comprehensive plan to fully capitalize on the potential of the acquired company and increase its profitability. With the integration of proven strategies and procedures through our business operations, we work hard to ensure that the company operates more effectively and efficiently, thereby strengthening its position in the market.

2.

3.

Now we bring in our experts.

Our team of e-commerce experts puts the comprehensive plan into action after the acquisition. We bring our experience and expertise to improve and expand every aspect of the company and explore new business fields. Our team takes care of everything from creating new photos and descriptions to managing the supply chain to maximize efficiency and quality. With our years of experience optimizing tens of thousands of products, we have the necessary know-how to help the new company break through and increase competitiveness in the market.

Proper Online Positioning.

Every company we acquire deserves to shine on stage and optimize its online presence. We ensure that the acquired company is present on all relevant online sales platforms, comparison sites, and social channels.

Our experts bring their experience in optimizing online marketing strategies to increase the visibility of the company and maximize its reach. This ensures that the company, and later the brand, gets the attention it deserves and can fully exploit its growth potential.

4.

Linden Concept offers a comprehensive examination and acquisition of businesses with a thorough plan to maximize potential. By optimizing online presence and improving all areas of the company, we put every business in the spotlight and make it a leading player in its industry.

CONCLUSION

Sample calculation for the acquisition of companies

As Linden Concept GmbH, it is important to us to reinvest our surpluses from profits in a meaningful and sustainable way. For this reason, profits are reinvested based on current market conditions to drive the further growth of the company. We are therefore able to convert our profits into meaningful investments, thereby expanding our company and earning returns for our investors.

We would be happy to show you a complex and profitable calculation for the acquisition of an online company with a revenue of 1 million euros, a profit of 25%, and an EBIT of 6. We are assuming a purchase price multiple of 5, which is a typical valuation for a growing online company.

Revenue 1.000.000 €
Profit: 250.000 € (25% from Revenue)
EBIT: 60.000 € (6% from Revenue)

Valuation/purchase price: 1.250.000 €

Now we can set up the profitable calculation:

Year 1 after acquisition:

Umsatz: 1.000.000 € + 10% Growth = 1.100.000 €
Gewinn: 25% from Revenue = 275.000 €
EBIT: 8% from Revenue = 88.000 €

Year 2 after acquisition:

Umsatz: 1.100.000 € + 15% Growth = 1.265.000 €
Gewinn: 28% from Revenue = 354.200 €
EBIT: 10% from Revenue = 126.500 €

Year 3 after acquisition:

Umsatz: 1.265.000 € + 20% Growth = 1.518.000 €
Gewinn: 30% from Revenue = 455.400 €
EBIT: 12% from Revenue = 182.160 €

Sum of profits for 3 years:

Year 1:	275.000 €	Return: 22,00 % p.a
Year 2:	+ 354.200 €	Return: 28,32 % p.a
Year 3:	+ 455.400 €	Return: 36,43 % p.a
In Total:	= 1.084.600 €	

The calculation we have shown is for illustrative purposes only and does not represent an active acquisition.

Why does Linden Concept specialize in acquiring companies in the online business?

Experience the opportunities of the growing online commerce! The market is growing rapidly and provides numerous opportunities to enter the success. The flexibility and scalability of online commerce enable companies to grow quickly and adapt to customer needs. With lower operating costs and higher profit margins, investors can quickly achieve returns and growth potential.

Growing market: Online retail is growing rapidly and is expected to continue to do so. The number of online shoppers and e-commerce sales are increasing each year, meaning there are many opportunities to invest in the market and profit from its growth.

Flexibility and scalability: Online retail offers high flexibility and scalability. Companies can easily and quickly grow and adapt to the needs of their customers. Investors can therefore benefit from fast returns and growth potential.

Lower operating costs: Compared to traditional retail, online shops often have lower operating costs as they do not need physical stores. This leads to higher profit margins and greater profitability for investors.

Better customer insights: Online retail provides companies with a better understanding of their customers' behavior and preferences. Companies can tailor their marketing strategies and product offerings to meet the needs of their customers, improving customer satisfaction and loyalty.

Larger reach: Online businesses have a larger reach than physical retailers as they can offer products and services globally. This opens up new growth opportunities for investors.

Investment in the future: Online retail is an investment in the future. Digitalization will continue to permeate more areas of life, and online retail will continue to grow. Investors who invest early in the market have the opportunity to profit from this growth in the long term.

Dive into the growing eCommerce market with a projected revenue of €4.01 trillion in 2023 and an expected annual growth of 10.90% (CAGR 2023-2027). By 2027, the market is expected to reach a market size of €6.06 trillion.

China is projected to generate the highest revenue in the eCommerce market in 2023 with a projected market size of €1.451 trillion.

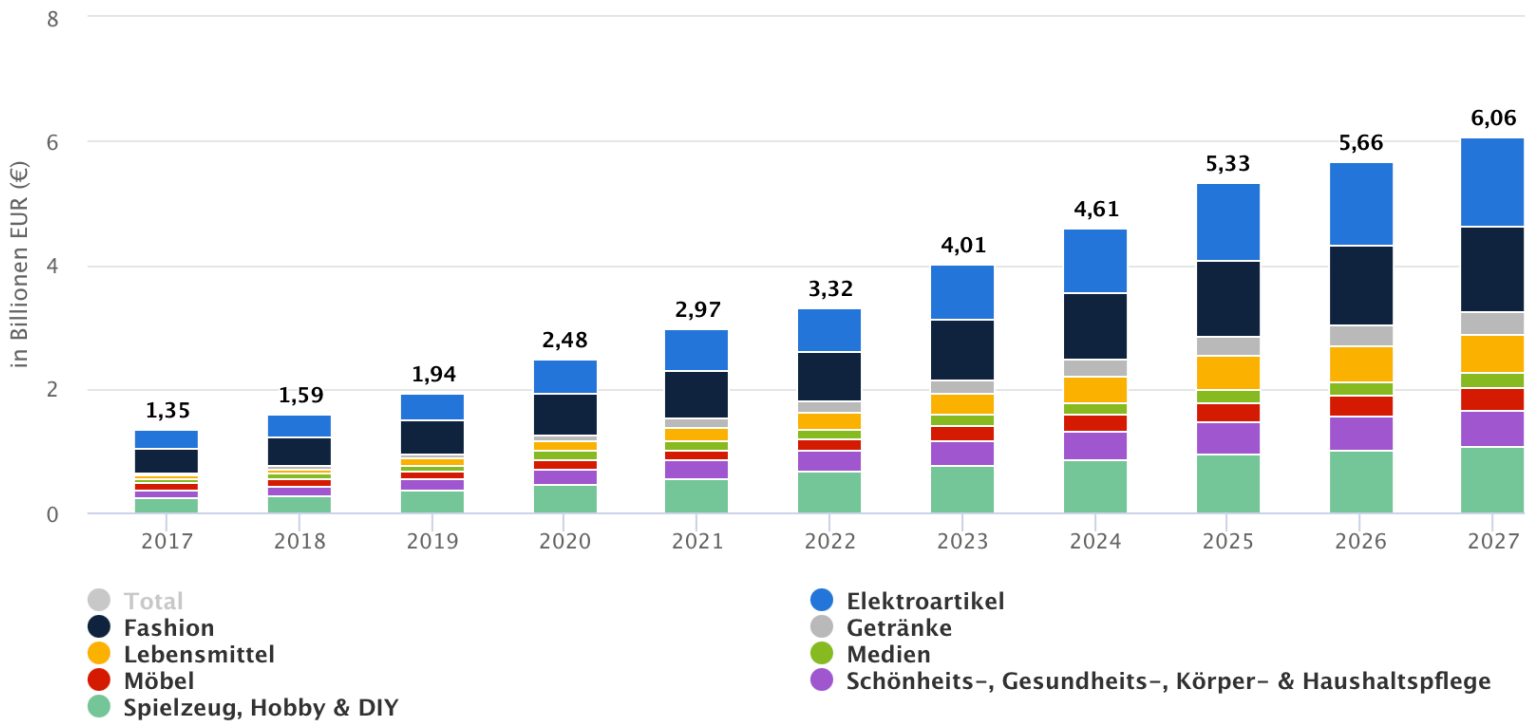
By 2027, the number of users is expected to reach 5.29 billion, and the penetration rate is expected to increase from 57.2% in 2023 to 66.6% in 2027.

The average revenue per user (ARPU) is expected to be €910.80, indicating that businesses have a lucrative opportunity to profit from this growth potential.

Be a part of this growth and invest in the eCommerce market through Linden Concept to reap the expected returns.

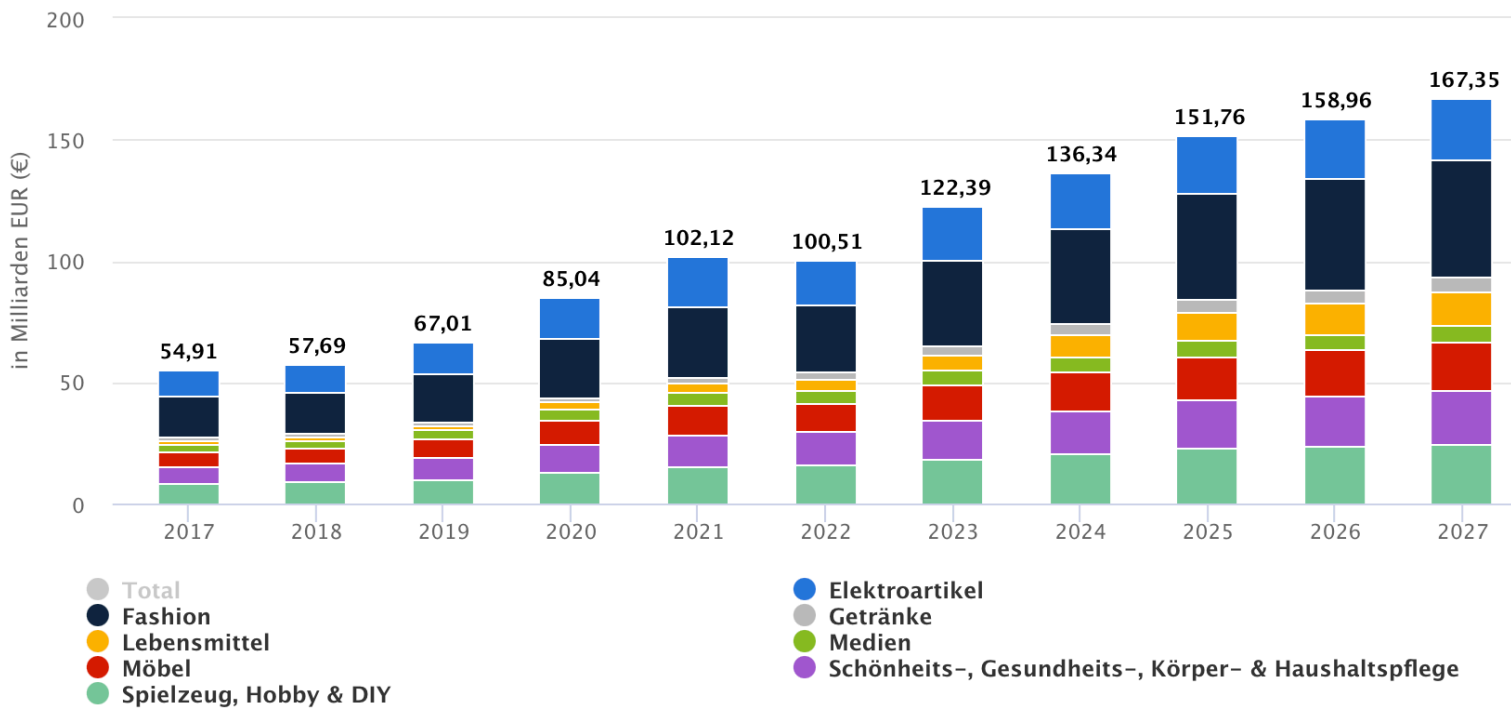
Join a future-oriented industry that offers long-term investments and significant profits.

The following statistic shows the global revenue from 2017 to 2027 in the online business.



Revenue in online business until 2027 (in trillions of euros) (source: Statista)

The following statistic shows the revenue in Germany from 2017 to 2027 in the online business.



Online retail sales in Germany until 2027 (in billion EUR) (source: Statista)

Congratulations on your decision to invest in the presented investment opportunities! You have made a wise choice to build your wealth over the long term and in a sustainable manner.

The investment products we present to you have been carefully selected and validated through comprehensive research and analysis. They are based on a solid fundamental basis and are led by experienced and successful management teams who have proven their ability to continuously increase investor returns.

Our expertise and know-how in the investment industry give us the confidence that we are able to offer you the best possible investment solutions. We are committed to providing you with an outstanding investment experience by offering a wide range of investment options and individual solutions that meet your specific needs and goals.

We are confident that the investment opportunities we offer have the potential to support you in achieving your financial goals. Our long-term perspective and focus on sustainability mean that you have a trusted partner by your side to secure and expand your wealth for years to come.

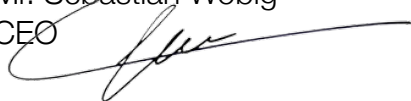
We thank you for your trust and look forward to supporting you on your investment and growth path. Please do not hesitate to contact us at any time for further information or advice.

Thank you for considering our digital securities as investment opportunities. To learn more about us and our digital securities, please refer to our securities information sheet, consumer information sheet, and bond conditions.

If you have any questions or need further guidance, please do not hesitate to reach out to us or directly to your advisor.

Best regards

Mr. Sebastian Wobig
CEO



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