



LUESSEN TECHNOLOGY



DISCLAIMER AND ABSTRACTION

The purpose of this whitepaper is to introduce Luessen - a blockchain-based project in the energy industry - to potential community members who wish to join the Luessen community through the planned Luessen Token Launch or "Initial Coin Offering" ("ICO") and Crowd sale. The information set forth below is not intended to be complete and does not constitute any element of a contractual relationship. Its sole purpose is to provide relevant and appropriate information to potential token holders to help them decide whether to conduct a thorough analysis of the Company with the intention of acquiring Luessen Tokens.

Nothing in this whitepaper shall be deemed to be a prospectus of any kind soliciting investment, nor does it relate in any way to an offer or invitation to purchase securities in any jurisdiction. The document is not prepared in accordance with the laws or regulations of any jurisdiction and is not subject to any laws or regulations of any jurisdiction designed to protect investors.

Certain statements, projections and financial information contained in this white paper constitute forward-looking or pro forma statements and information. Such statements or information involve known and unknown risks and uncertainties that could cause actual events or results to differ materially from the projections or results implied or expressed in such forward-looking statements.





ABSTRACT

Due to rapid technological progress and the emergence of industrial mass production, the energy sector has grown enormously over the last 100 years. The demand for energy is constantly increasing. But the energy industry faces a number of obstacles that it must overcome to keep up with the pace of exponential technological development: Environmental pollution, ever higher prices for energy sources, lack of transparency between electricity providers and consumers, and much, much more.

For more than 10 years now, the Luessen company has therefore been dedicated to making energy as affordable as possible for individual consumers and small to medium-sized companies. The company has extensive experience in energy trading (gas, electricity and renewable energy). As an energy service provider, Luessen helps its customers optimize energy consumption with the help of smart meters, an innovative technology that is superior to old-fashioned electricity meters and offers much more flexibility and the ability to transfer and analyze valuable consumption data.

Due to the rapid development of blockchain technology and its rapid deployment in recent years by major corporations such as IBM, the company recognized the benefits this innovative technology could bring to the energy sector. In early 2018, a new chapter was opened in the energy industry, through smart meter technology aimed to change forever the way we buy, sell and consume energy.





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LUESSEN TECHNOLOGY

THE LUESSEN ECOSYSTEM

The Luessen Group Ecosystem is powered by the Luessen Token, a blockchain-based utility token backed by real energy technology and market-ready products. At the core are innovative solutions like the Nano Heating Module, which is already being distributed internationally, as well as high-performance battery storage systems and planned PV modules. These technologies enable sustainable energy to be used more efficiently and cost-effectively.

The project's goal is to provide direct access to real energy projects and sustainable technologies through the Luessen Token. Investors have the opportunity to benefit from the value growth of these technologies while simultaneously supporting the expansion of renewable energy.

The Luessen Token is built on the Ethereum blockchain and processed through smart contracts, ensuring maximum security, transparency, and efficiency for all transactions. Users benefit from tamper-proof documentation of energy flows and a clear overview of technological progress.





THE COMPANY LUESSEN TECHNOLOGY

The Luessen Group combines years of experience in the energy market with cutting-edge technology development. Since its founding in 2009, the company has consistently focused on developing sustainable energy solutions while leveraging modern technology to open up new markets.

In 2015, the Luessen Group was certified by the Federal Network Agency for Electricity, Gas, Telecommunications, Post, and Railway (Bundesnetzagentur) and has since operated as an independent electricity provider and energy supplier in Germany and Austria. The company's headquarters are located in the Netherlands, complemented by subsidiaries in Germany, USA, Hong Kong, Poland, and the BVI.

Steady Growth & Strong Partnerships

The Luessen Group was fully established with private capital and has demonstrated impressive financial performance since its inception – with **consistently growing revenues and stable growth rates**. In 2021, the Luessen Capital Group achieved a turnover of approximately **40 million euros**. Through the expansion of key partnerships in the energy sector and the introduction of new technologies, this revenue is expected to increase to **over 1 billion euros** in the coming years.

A strong network of **over 5,000 external partners** supports this expansion. Long-standing collaborations with regional and international energy providers, as well as technology partners, have established a solid foundation for the **global distribution** of Luessen products.

In recent years, the Luessen Group has invested heavily in the development of energy-efficient technologies. The focus is on:

- Nano Heating Modules: Already in international distribution, highly efficient, and space-saving.
- Battery Storage Solutions: Long-term stable storage options for autonomous energy supply.
- PV Modules with Integrated Storage: Decentralized energy production for households and businesses.

Future projects include the development of hybrid energy systems designed to make consumers independent of traditional utility providers. By combining solar, wind technology, and modern storage solutions, energy consumption will not only be optimized but also significantly reduce CO₂ emissions.





THE OVERALL CONCEPT

The Luessen Token (LTE) is a blockchain-based utility token that is backed by real, sustainable energy projects and market-ready technologies. It is based on innovative products such as the nano heating module, high-performance battery storage solutions and planned PV modules with integrated storage systems. These technologies are already established on the market or about to be launched - a clear difference to purely speculative token projects.

Sustainable growth through real projects

In contrast to many purely virtual tokens, the Luessen Token focuses on tangible value creation. The Luessen Group's technologies are designed to enable real increases in energy efficiency while reducing CO₂ emissions. The company actively develops sustainable energy solutions that not only reduce costs but also protect the environment.

The revenue generated by the token sale flows directly into the expansion of these technologies:

- Further development of our PV technologies and battery storage systems
- Market entry of new PV technologies with storage integration
- Establishment of international sales partnerships in Europe and beyond

A strong token - with real substance

The Luessen Token (LTE) stands for sustainable growth:

- 50% discount in the pre-sale gives early investors a significant price advantage
- Planned listing on ZBX in 2026 with a starting price of € 0.10 - direct 100% increase in value compared to the pre-sale price
- Participation in real economic growth supported by actual sales in the energy sector

Conclusion:

The Luessen Token (LTE) combines the progress of renewable energy with the transparency and efficiency of blockchain technology. Investors benefit not only from a lucrative pre-sale, but also from participation in real economic projects with clear growth potential.





INNOVATIVE NANOPRODUCTS - EFFICIENCY REDEFINED

Luessen Group develops and distributes innovative energy solutions based on state-of-the-art nanotechnology. At the core of its portfolio are energy-efficient heating modules, advanced battery storage solutions, and planned PV systems with integrated storage technology. Our nanoproducts are distinguished by their exceptional efficiency, compact design, and high environmental compatibility. They not only reduce energy costs for households and businesses but also actively contribute to the reduction of CO₂ emissions.

The Nano Heating Module, which is already being distributed internationally, is revolutionizing the way heat is generated and distributed. By using nanocoated heating surfaces, heat transfer is optimized, reducing energy consumption by up to 30% compared to conventional systems. Its compact design also allows for easy installation, even in existing buildings. This technology is ideal for residential properties, commercial buildings, and industrial applications.

The portfolio is further complemented by high-performance battery storage solutions currently under development, which enable secure and sustainable energy storage. With over 100,000 charge cycles and twice the charging speed compared to traditional storage systems, Luessen Group sets new standards in energy autonomy. The decentralized nature of the technology allows companies and individuals to operate more independently from energy providers while contributing to environmental sustainability.

Future projects also include the development of innovative PV modules with integrated storage, enabling solar energy to be used more efficiently and stored locally. These systems are specifically designed for households and commercial properties aiming to optimize their energy consumption sustainably.





All these technologies are closely linked to the Luessen Token (LTE). The token represents a digital reflection of the economic success of these technologies and offers investors the opportunity to participate directly in their growth. While many cryptocurrencies are purely speculative, the Luessen Token is backed by real projects with clear market strategies and scalable products. The proceeds from the token sale are directly reinvested into the development and expansion of these technologies, ensuring sustainable growth. Investors benefit not only from the token's value appreciation but also from the long-term market presence of Luessen Group's technologies.

By combining real energy solutions with blockchain technology, Luessen Group is creating a unique ecosystem that generates both ecological and economic value – an investment in the future of energy supply.





TECHNOLOGY

Blockchain technology allows all companies to participate absolutely independently. The technology will allow us to bring efficiency and transparency to the energy industry:

- Creation of liquidity for third parties
- Increased efficiency, as smart contracts can handle transactions and intermediaries are no longer necessary
- Increased security due to immutability of data
- Lower maintenance costs compared to the conventional model of a central database
- Increased transparency due to traceable transaction history, which allows transactions to be predicted.
- Increased speed: Blockchain technology speeds up processes compared to using a centrally managed ledger.
- Cost savings: Eliminating intermediaries results in lower transaction costs.
- Security: The use of cryptography (public key, private key) to encrypt transaction data ensures that no one except the sender and recipient can access the data sent over the blockchain.





DLT-Model

The term DLT - Distributed Ledger Technology - is an umbrella term that captures any technology by which records or information (e.g., in business ledgers) are distributed and stored among all parties using the technology.

This can be done both publicly and privately. The blockchain itself is a type of DLT technology.

When a user visits Luessen, he receives a unique ID (or seed). He decides that he wants to buy Luessen tokens and transfers the fee for the purchase of the tokens. All transactions take place via smart contracts on the Ethereum blockchain and are thus publicly visible on the platform with the respective partially encrypted addresses and the number of tokens purchased.

This step is necessary to let users know how much has been invested. In addition, data on the energy purchased to secure the value of the token will also be available at all times. By ensuring full transparency of the funds invested and spent on the energy, there will be no possibility of misuse or fraudulent behavior.





MARKETING

In our effort to grow our existing base of Luessen users, we will use a combination of multiple marketing channels. An omni-channeling approach will be used to implement consistent marketing communications with the clear goal of generating leads and converting them into users of the Luessen platform.

The following describes the marketing channels we use and how we use them. Note also that bounty programs are an important part of our marketing strategy and are communicated across all channels.

Display-advertising: Our expertise enables us to build an internal media buying process for which we leverage a variety of advertising networks. We plan to acquire leads through media advertising at a low cost per lead by creating well-converting funnels with separate thematic landing pages.

Affiliate Marketing: Through the network and experience of our partners and team members, we aim to build partnerships with various affiliate networks. These networks will leverage their existing user base of webmasters to generate leads for our platform. In addition, we will launch our internal affiliate program and reward anyone who acquires a new user for the Luessen platform.

Email Marketing: We will use email marketing primarily to improve the conversion rate of leads from other marketing channels. E-mail addresses of potential users will be collected using display advertising, a newsletter system, opt-in forms on the website, and affiliate marketing. Using email communication, we will then build and maintain a relationship with them. The goal is always to turn them into users of the Luessen platform.





Social Media Marketing: Luessen's social media presence is not limited to Facebook and Twitter, but also includes thematic communities on Reddit and energy-related websites. In addition, communication channels such as Telegram are regularly maintained by our community managers to ensure that all questions are answered in a timely manner. Incentive programs such as participation bonuses are used to increase the popularity of the project on these platforms and ensure that the community is always informed about the latest updates as well as future plans and milestones achieved.

Forums: The Luessen ICO thread on Bitcointalk is continuously updated and developed by one of our community managers and provides further incentives for the community to participate in the platform.

Marketing funnel: By populating all of the channels described above with valuable content that helps people become more efficient in their energy use, informs them about wise investments, and keeps them informed, we provide value to the community for free, turning them into potential future customers.

TARGET GROUPS

There are three important target groups that Luessen must address with its marketing strategy. The first group is small consumers (households), the second is small and medium-sized enterprises. A proper differentiation between both target groups of actors is necessary, because they cannot be classified in the same category due to their different energy consumption, demand and the importance of the energy price for their budget.

In addition, pure ICO investors are the third relevant target group for our ICO. The following section describes how we address and communicate with each target group.





Small consumers / households

Private households are one of the largest end consumer groups in the energy market. They use heating systems, electricity storage and PV systems to reduce their energy costs and optimize their energy consumption. With rising energy prices, interest in innovative and cost-saving technologies is growing.

Why is this a target group for Luessen?

The Luessen Group's nano heating module has been specially developed for use in private households. The technology enables a significant reduction in energy consumption while simultaneously increasing efficiency. Households therefore benefit from lower heating costs and a reduced ecological footprint. In addition, the Luessen Token (LTE) offers private investors the opportunity to benefit directly from the performance of sustainable energy solutions by participating in the pre-sale.

How do we reach this target group?

- Direct marketing: Targeted approach via online campaigns, social media (Facebook, Instagram) and energy forums.
- Partnerships with energy distributors: Cooperations with regional suppliers to bring the heating module directly into households.
- Trade fairs and energy events: Presence at regional trade fairs for sustainable energy solutions.
- Conventional methods to reach people with low internet affinity via print and mail.





Small and medium-sized enterprises

Small and medium-sized enterprises form the core target group of the Luessen project. Manufacturing companies in particular have a significantly higher energy consumption per capita than private households. These companies are heavily dependent on a stable and cost-efficient energy supply in order to remain competitive. A partnership with Luessen represents a valuable asset for these companies, as the technology used can achieve a sustainable reduction in energy costs.

Why is this a target group for Luessen?

Luessen Group's technology - especially the nano heating module and the planned battery storage solutions - offers SMEs an effective way to optimize energy costs while reducing CO₂ emissions. By integrating them directly into production facilities, companies can not only improve their energy balance, but also increase security of supply. This means less dependence on rising energy prices and more planning security.

How do we reach this target group?

- Direct sales and B2B sales: Targeted approach by sales staff who present the added value on site.
- Industry networks & trade fairs: Presence at trade fairs and industry events.
- Partnerships with energy distributors: Cooperations to integrate Luessen products into existing energy systems.
- Energy management seminars: Workshops and training for companies to demonstrate the benefits of the technology.
- Case studies & white papers: Presentation of best practice examples from the industry to strengthen credibility.





ICO investors

Classic ICO investors are another key target group of the Luessen project. This group of investors is primarily interested in profitable investment opportunities in the crypto sector, regardless of the industry in which the project is based. The focus of these investors is on profiting from the increase in value of the token - without necessarily using products or services from the Luessen platform. The main motivation is to sell the token at a profit after a successful market launch.

Why is this a target group for Luessen?

The Luessen Token (LTE) offers a clearly defined upside potential: while the pre-sale price is currently €0.05, the token will be listed on the ZBX Exchange in 2026 at an entry price of €0.10 - a guaranteed 100% increase in value. This structure creates trust and clear expectations for ICO investors who are specifically looking for projects with predetermined growth. In addition, the link to real-world technologies increases attractiveness and reduces risk compared to purely speculative crypto assets.

How do we reach this target group?

- Crypto marketing & platforms: Presence on relevant ICO listings such as CoinMarketCap, ICO Drops and 99Bitcoins.
- Social media & influencer marketing: Collaboration with well-known crypto influencers on Twitter, YouTube and Instagram.
- Crypto forums & communities: Introduction and active communication in forums such as Bitcointalk, Reddit (r/cryptocurrency) and Telegram groups.
- Paid Campaigns: Targeted advertisements on crypto websites and financial portals.





TOKEN SALE

Luessen is a utility token issued on the Ethereum platform under the ERC20 standard. No more than 800,000,000,000 tokens will be issued in the crowdsale in total.

Tokens allocated to team members are subject to a 12-month lock-up period. Subsequent monthly release of team tokens shall not exceed 5% of the total number of team tokens allocated.

- Token-Name: LTE
- The number of tokens to be issued: 1.000.000.000 LTE
- Total for sale: 80% of the total issued tokens
- Accepted FIAT currencies : USD, EUR
- Accepted cryptocurrencies: Bitcoin (BTC), Ether (ETH)
- Soft cap: 10,000,000 EUR
- Hard cap: 100,000,000 EUR

The token sale is conducted in two steps: Pre-Sale, Main Sale

Pre-sale:

- Timeframe: 01.10.2024 — 31.12.2024
- Price: 1 LTE = 0,05 EUR
- Minimum purchase amount: 1 LTE
- Hard Cap: 30.000.000 EUR

Main sale:

- Timeframe: 01.01.2026
- Price: 1 LTE = 0,1 EUR
- Minimum purchase amount: 1 LTE
- Hard Cap: 70.000.000 EUR



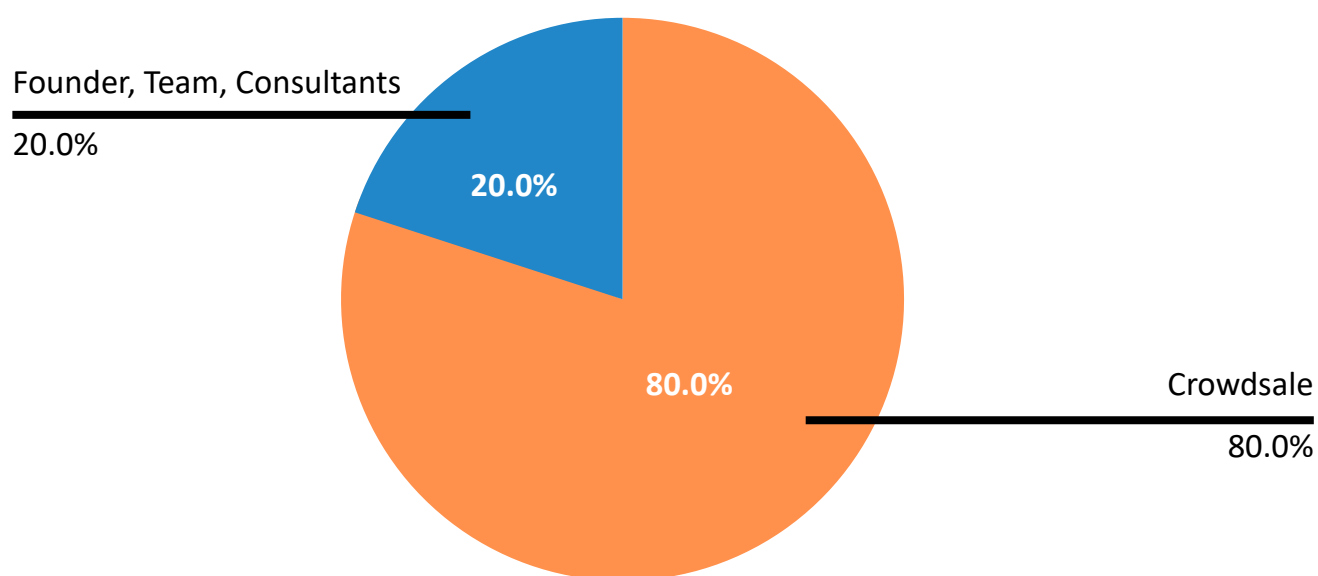


TOKEN AND FUNDS DISTRIBUTION

The Crowd sale will be conducted in accordance with the Token Purchase Agreement as published and available on our website. Crowd sale participants must go through the KYC process. In addition, certain restrictions apply to participants from different countries.

The Luessen Utility Token is the main component in the architecture and economics of the Luessen ecosystem. Initially, the token will be the currency used on the platform, which can be exchanged for real energy in the form of fuel purchased on the energy markets.

A total of 1,000,000,000 Luessen tokens will be issued and distributed as follows:

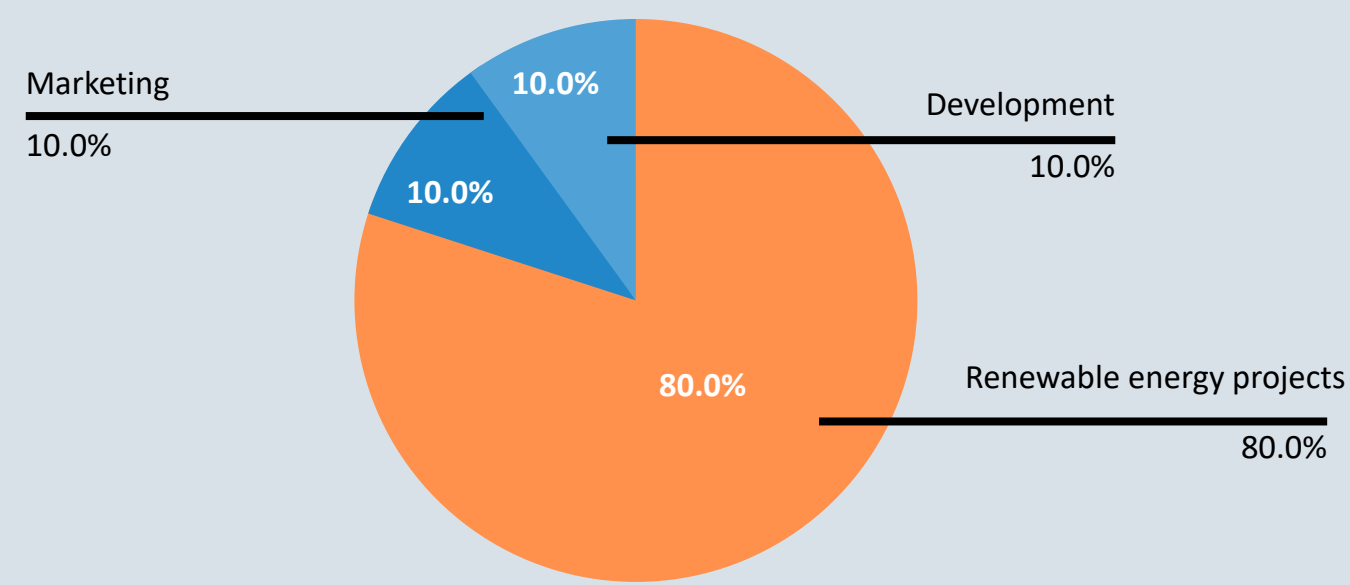


Graphic: Distribution of Luessen tokens issued during the token sale





Funds raised from the token sale will be distributed as follows:



Graphic: Fund distribution for Luessen in percent

ROADMAP

Timeline	Milestones
2009	Founding of the Luessen Capital Group
2014	Obtaining the energy supplier license for companies & energy brokers by the Federal Network Agency (state supervisory body in Germany)
2016	Obtaining of the energy supplier license for companies & energy brokers by E-Control Austria (state supervisory body in Austria)
2018	• Foundation of a consulting subsidiary • Foundation of a contracting subsidiary





2021	Founding Luxembourg S.A.
2022/2023	Founding Luessen Capital Group Green Energy Fund
2023	Foundation of Luessen Technology S.A. i.G. Poland Issue Luessen Token LTE
2024/2025	Further expansion of research and development in wind technology and nanotechnology

The table above shows the milestones we have planned for the further development of the Luessen platform.





QUESTIONS AND ANSWERS

QUESTION: Is this just another speculative token?

ANSWER: No. The token is based on real, tangible products - including a market-ready nano heating module that is already being actively marketed internationally. We combine physical growth with digital added value, not just price fantasies.

QUESTION: What distinguishes Luessen from typical crypto projects?

ANSWER: Most tokens have no direct connection to the real economy. The Luessen token, on the other hand, is embedded in a technology-driven energy company with a concrete product portfolio, ESG-oriented projects and a strategically clearly defined scaling.

QUESTION: Is the price increase you mentioned realistic or purely marketing-driven?

ANSWER: The initial price jump is systemically anchored in the model: pre-sale 50% cheaper than listing - this difference is not a forecast, but a fixed entry price on ZBX. In addition, real market growth potentially allows for further increases.





RISKS AND WARNINGS

Regulatory risks in the energy industry

The energy sector is closely monitored by regulatory authorities, which are constantly making changes and clarifications to existing legislation. We warn you of the risk that at some point the project will not comply with the new regulatory requirements.

Risks of the financial markets

Energy purchased on external markets depends on both parties taking certain actions. We cannot be held liable for the actions or activities of other parties set on financial markets.

Risks from external fraud

Hackers focus on finding and exploiting potential vulnerabilities. Attacks also extend to the open source algorithms of smart contracts, so we have to consider the risk of an attempted hacking of our platform. We cannot give a 100% guarantee that the Luessen platform will never be compromised in such attacks.

Risks in the industry

We warn you that we do not guarantee that the project will generate a profit sufficient for successful operation. Due to several ICOs successfully carried out in the energy industry at the beginning of 2018, competition is very fierce.

Regulatory risks of the blockchain industry

The blockchain industry is only at an early stage of its regulation. Country governments are exploring blockchain technology, and some countries have set strict restrictions (e.g., the United States, China, South Korea). There are no legal acts regulating the crypto industry yet regulate - the laws will be passed at a later stage and may limit the scope and activities of blockchain-projects, including our project, significantly. We warn you that such laws may significantly restrict and even stop project activity. We are not responsible for the negative consequences associated with the possible regulation of the industry in the future.





Financial risks

Contributions to cryptocurrency projects are a big risk, and you could lose the full amount of your investment. Luessen tokens, like any other cryptocurrency, are subject to wide fluctuations and can lose significant value. We are not responsible for fluctuations in the value of the token on Exchanges. We do not guarantee the ability to exchange Luessen tokens for fiat. Governments may pass laws requiring the payment of taxes on profits from Luessen Tokens. Luessen tokens can only be used on the Luessen platform, they do not grant you voting or ownership rights in Luessen. The Luessen project does not guarantee any income, you may suffer significant losses.





LUESSEN TECHNOLOGY

Road Town Tortola
British Virgin Islands

