



# Novem Gold:

A better way to  
buy gold



“Gold is money,  
everything else is credit.”

—JP MORGAN

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# Summary

Gold has been the most important store of value for individuals and nations for thousands of years. In order to be able to trade with it, however, both the stored quantity and the ownership structure must be clarified at all times. This has historically presented something of a challenge.

Also, the gold trading industry has a bad public reputation for lack of established ethical standards. This sector is entirely analogue and does not use digital means to promote sales and growth.

Novem Gold is changing the precious metals industry by introducing robust ethical standards, modern communication technologies and advanced blockchain technology. We use distributed ledger technology, which entails the documentation of certain transactions, and allows us to establish an extensive network of branches that operates according to standardized and ethical principles. In doing so, we provide a security for buyers of precious metals, such as refiners, investors and traders - both online and offline.



# Vision

The gold business itself, in particular the purchase and processing of scrap gold, is an immensely profitable industry with tens of thousands of individual stores in Europe alone. These are mostly unknown sole proprietorships, and this is where Novem comes into play.

Our vision is to advance, improve, transform and revolutionize the precious metals industry by opening a major branch network based on the creation, implementation and enforcement of the highest standards, strictest regulations and security measures using the latest technologies and concepts. In addition, we intend to use blockchain technology in combination with our branch network to make gold accessible to everyone by eliminating problems with transportation and secure storage, and therefore simplify gold ownership. We also wish to promote our brand to the wider public, and bringing the trust and security that gold generates to the volatile, uncertain, complex and unclear world (VUCA Environment) of cryptocurrencies.

# Approach and USP

Our approach is based on security, transparency and trust. Our USP, as well as the most important difference to other gold tokens or gold coin projects is the fact that our NNN token is the first blockchain-based token allowing buyers to acquire direct ownership of physical gold. This is stored in a high-security vault in Austria, ready for delivery at any time; alternatively, it can be transferred and sold via the blockchain.



**Security Principle:** Instead of looking for quick profits and simple solutions with limited sustainability or reliability, we have taken the route of maximum security. That's why we founded the company in Austria, a financially secure and highly regulated jurisdiction in respect of blockchain technology, and invested in the most secure technologies, as well as choosing to work exclusively with the best partners.



**Transparency Principle:** Novem Gold proactively provides all information including stills and videos, allowing our customers to feel assured that we are not an anonymous, internet-based crypto project.



**Trust Principle:** We are real people running real businesses, working with real companies, and delivering real value to our investors and customers - both on the blockchain and in the real world. We conduct regular audits with established and recognized companies, proactively present ourselves, our suppliers and partners to the world, and are available for discussions and meetings. In the business culture of Novem Gold's founders, trust and a handshake are worth more than any written contract. Since this part is handled by the smart contracts of our tokens, all necessary steps are taken to instill this trust in our customers around the world.

# Business Model

Novem Gold derives its income from the trade in precious metals. In this sense, we are not a start-up, but rather a functioning and profitable company that has been around for many years. You can sell scrap gold and precious metals in our branches. On the strength of our ITO financing round, we plan to open another 100 branches in the next few years, first in Europe and then worldwide. Following the acquisition of scrap gold, we deliver it to a refinery, and have it melted down and refined to LBMA (London Bullion Market Association, the world standard regulator for the gold industry) certified quality. We use some of this gold to mint our gold token, which allows us to offer holders of our tokens the highest quality gold as well as generating solid revenue for the company. We also sell some of it in our stores. This is also a highly profitable business. Another portion is processed into various products and sold in the form of golden jewellery or gift cards, as well as silver bullion coins and bars.



Scrap gold is acquired in our branches. On the strength of the financing from our ITO, we intend to spend the next few years opening another 100 branches, first in Europe, and then worldwide.

# Products

Novem Gold offers both physical products and two blockchain-based tokens in the company branches. The physical products include certified gold bars of all sizes, as well as gold and silver products such as coins and gift cards. These products are available for purchase using traditional fiat currency or gold. There is a significant discount or a credit when paying with our utility token.



# Our Tokens

## Introducing the 999.9 (NNN) and NOVEM Pro (NVM) tokens

NNN – the 999.9 token (asset-backed token)

**Contract address:** [0x5D5c5c1d14FaF8Ff704295b2F502dAA9D06799a0](#)

The 999.9 (NNN) represents ownership of physical gold in high security deposit in Austria. It proves a legal claim for surrender of a certain amount of gold to the NNN holder, which may be exercised at any time. It's tied to the price of physical gold. The name 999.9 is derived from the industry standard for the purity of gold (999.9).



- ✓ 1 token corresponds to 1 gram of gold
- ✓ Built on the Binance Smart Chain
- ✓ Tradable on the blockchain
- ✓ LBMA-certified gold reserves fiziert
- ✓ Secure storage in Austria
- ✓ 999.9 NNN tokens do not form part of the ITO (Initial Token Offering)

NVM – the NOVEM ProToken (utility token)

**Contract address:** [0xbe2D8AC2A370972C4328BED520b224C3903A4941](#)

Will be used to pay for NOVEM products and services.



- ✓ You get a bonus when purchasing physical gold with NVM
- ✓ Built on the Binance Smart Chain
- ✓ Additional benefits for current and future partners
- ✓ A bonus is issued for gold purchases with this token
- ✓ Tradable on cryptocurrency exchanges

# NNN Token Details



## VALUE

The NNN token is tied to the price of physical gold.

## USE CASES

The use case Novem Gold had in mind in developing the NNN token, was primarily the possibility of simplifying the ownership of gold. Another aspect is the option to store wealth on the blockchain - without the volatility or uncertainty. This is of interest to the general public but also to institutional investors. Thanks to the characteristics of the ETH blockchain and the Binance smart chain, as well of our gold reserves, the 999.9 NNN token is capable of assuming the retention and transfer of major asset volumes around the world within seconds.

*Due to the characteristics of the Ethereum blockchain and the Binance smart chain, as well as our gold reserves, the NNN token is capable of assuming the retention and transfer of major asset volumes around the world within seconds.*



## ASSET AND SECURITY

Gold, the asset backing the 999.9 NNN token, is secured in high-security vaults at a storage location in Austria. An international high security transport company collects the gold at the refinery for secure transportation to the high security facility in Austria where Novem Gold inspects the quality and quantity and stores it safely. In the future we may offer the option to transfer gold to other sites around the world. However, in the present version of the whitepaper and until after our ITO, all assets will be stored in Austria (Europe).

The underlying asset is physical gold with a purity of 999.9% as certified by the London Bullion Market Association (LBMA), the world's leading regulator of the gold industry. The gold has either been refined by Novem from scrap gold collected at our branches or purchased directly from the refinery. We only work with the world's top refiners, which are of course on the LBMA's Good Delivery list and are also capable of supplying major quantities of gold if required.

We obtain gold from Heimerle & Meule, Germany's oldest refinery, but we also have the option of supply from the largest refineries in the world, eg B. C.Hafner, Geiger Edelmetalle, Nadir and IGR in Turkey, Perth Mint Australia and many more.





### THE MINTING PROCESS

Minting refers to the regular generation of new tokens. A certain amount of gold is accumulated before issuing a new token to ensure profitability. The gold is ordered, sighted and confirmed by Novem Gold to be 100% certified gold. After authentication, our partner will deliver it to our warehouse.

Once our partners have confirmed processing of the order and storage, we start the minting process by issuance of 1 token for every gram of gold stocked.

The total stock of tokens and thus the amount of gold stored is available using the standard “ERC20 or BEP20 token supply method” at any time.

In the future, all records will be held on the blockchain itself, which is currently being explored, or on the Interplanetary File System (IPFS).

The Novem Gold blockchain guarantees that NNN tokens can be exchanged for certified gold bars of any denomination at any time. We initiate a "burn" process (token burn) for any gold taken out of storage. In doing so, tokens are sent to a non-existent address in order to reduce the token inventory. This process is in line with the ERC20 or BEP20 token standard proposal officially accepted by the ETH blockchain or Binance Smart Chain.

In order to maintain transparency, each token burn performed is announced via the social media channel “Twitter”, allowing for the availability of tokens to be verified and for the process to be monitored.

### TRANSFER FEES

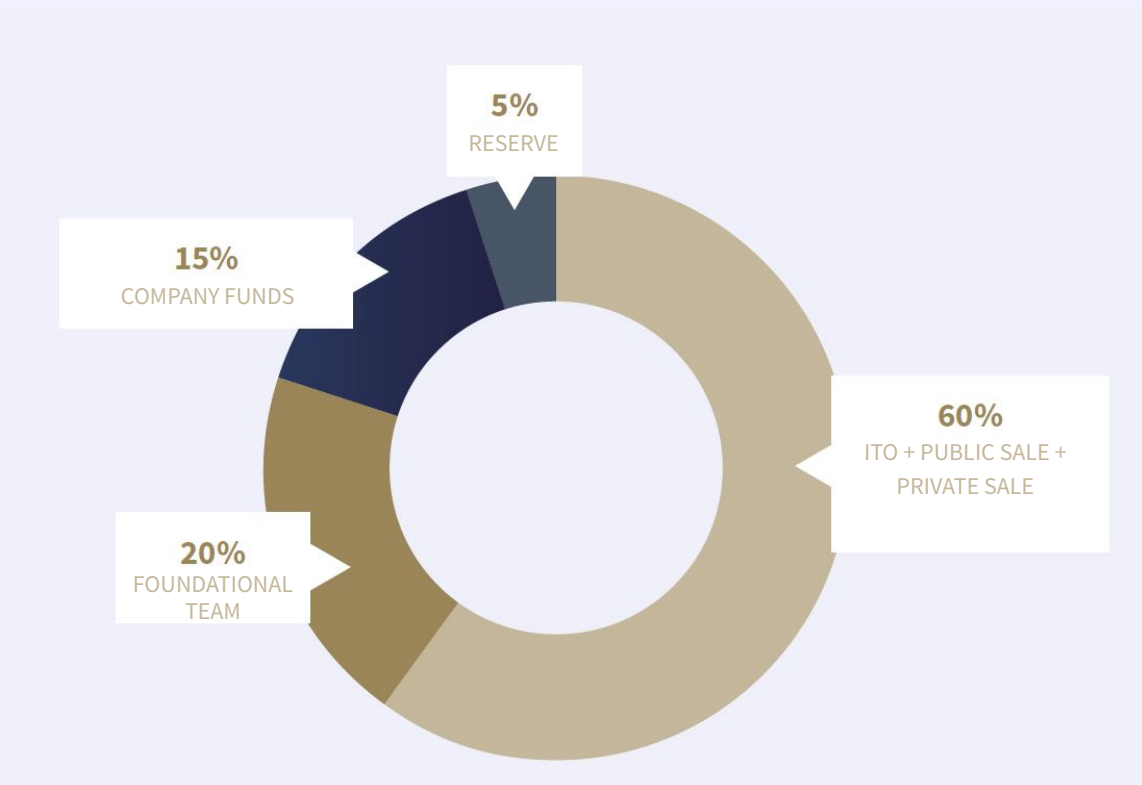
A fee of 0.25% is charged for wallet-to-wallet transfers. For any NNN token transfers, 0.25% of the tokens are sent to a Novem address. This fee is used to cover storage and insurance costs and to burn NVM Pro tokens. Please refer to the below section repurchase plan in this document for more information.

# NVM Pro Token Details

The Novem Pro Token (NVM) is a utility token. It allows customers to purchase precious metals in the form of coins and bars, as well as services from our company at a reduced price. These discounts are detailed below.

## TOKEN DISTRIBUTION

A total of 300 million NVM tokens will be issued. The NVM tokens are issued to private and public investors, the founding team and the corporate fund, as well as held in reserve:



## BLOCKING PERIOD

There is a blocking period for the founding team.

The founding team is subject to a 5 year blocking period, which permits an immediate liquidation of 20%, followed by 20% during each additional year.

## UTILITY

\*The NVM Pro token can be used for payment of goods and services of the Novem Gold blockchain at its current value. If the NVM Pro token is used for payment instead of a fiat currency, the following discounts apply:



### GOLD BARS:

- 1g bars: 5% discount on the market price
- 5g, 10g, 20g, 1oz, 50g, 100g bars:  
EUR 0.10 per gram discount on the market price



*Please note that there is no discount on bars over 100g due to the declining margin*

### SILVER COINS and SILVER BARS:

- 1% discount on the market price

### NNN GOLD TOKENS:

- 1% discount on the market price (world trade gold price)

The NVM token can be used to pay for goods and services on the Novem Gold blockchain at its current value.

For sales of scrap gold or jewellery to Novem, we offer payment in NVM tokens instead of fiat money with a bonus of EUR 0.50 per gram on the current daily buy-back price.

## TRANSFER FEES

A fee of 0.5% is charged for each wallet-to-wallet transfer. For any NVM Pro token transfer, 0.5% of the tokens will be sent to a Novem address.

## BUYBACK PLAN - TOKEN BURN

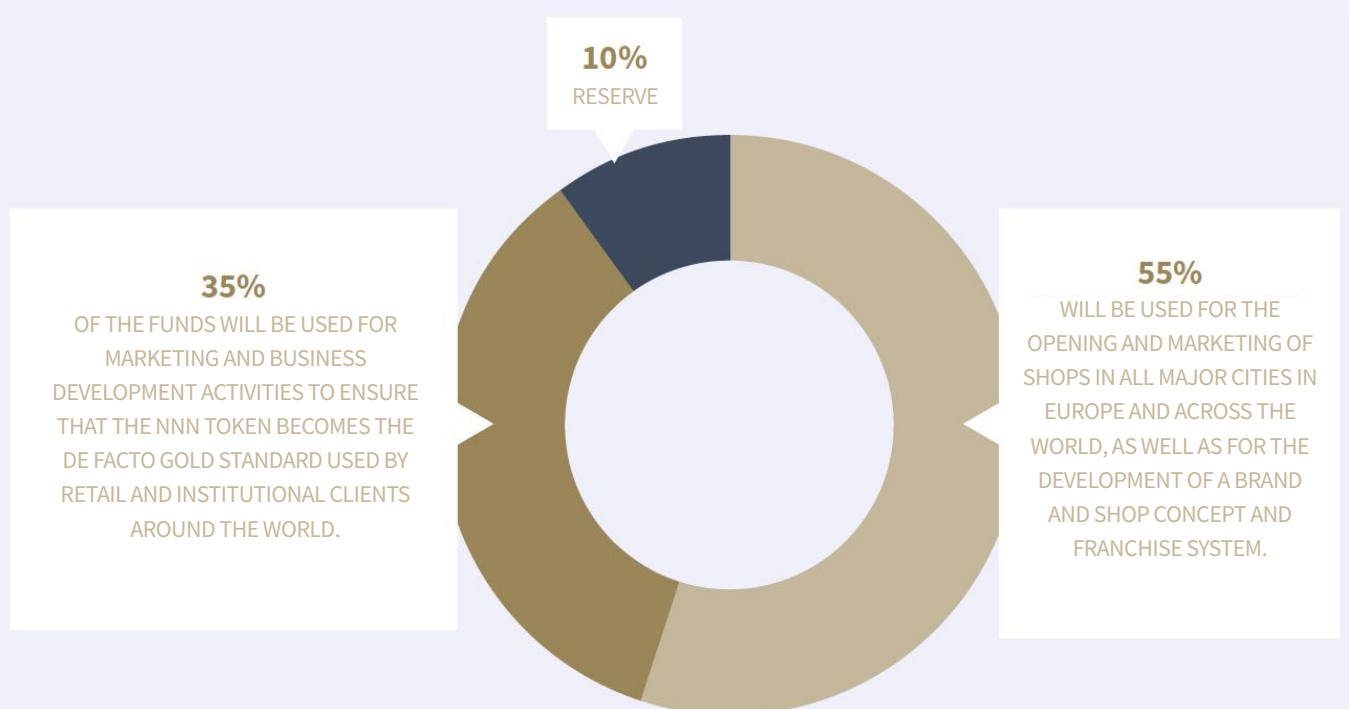
Each quarter, our company, the Novem Gold Blockchain, undertakes to spend at least 10% of business profits and at least 50% of transaction fees from NNN tokens and 100% of transaction fees from NVM Pro token to repurchase NVM Pro tokens for purposes of token burns. All token repurchases and burns will be announced on our website and social media channels.

\* Valid from the time of listing on 3 exchanges with a daily trading volume of EUR 100,000

# Economy and Use of Funds

The minimum funding for the pursuit of our goals is € 5 million. This is our so-called soft cap. Based on the number of tokens issued, there is a hard cap of € 117.000.000

We decided on an ITO in order to raise funds for the implementation of the Novem Vision. We believe the gold industry is ready for a revolution in the most positive sense of the word. The crypto community, as well as investors with with a penchant for blockchains are a perfect combination to help us make it happen.



We have a detailed and proven business plan for our gold stores. For the most part, the ITO funds will be used to finance the establishment of branches, initially throughout Europe starting in Austria, Germany, Italy, France and Spain, and then worldwide.

# Market and Competition

The precious metals market is huge:

- ✓ The German "Goldreporter" states that gold worth **€1.4 billion** was bought by private individuals in Germany in the first three weeks of 2019.
- ✓ According to Wikipedia, the gold trading company Ögussa operates 9 shops in Austria alone (a relatively small country with only 8.8 million inhabitants) and generates a turnover of **400 million euros** (!).  
Now just imagine a chain of 100 stores across Europe.
- ✓ The World Gold Council and the London Bullion Market Association LBMA say that the London gold market trades an average of **USD 36.9 billion** worth of gold over-the-counter every day.

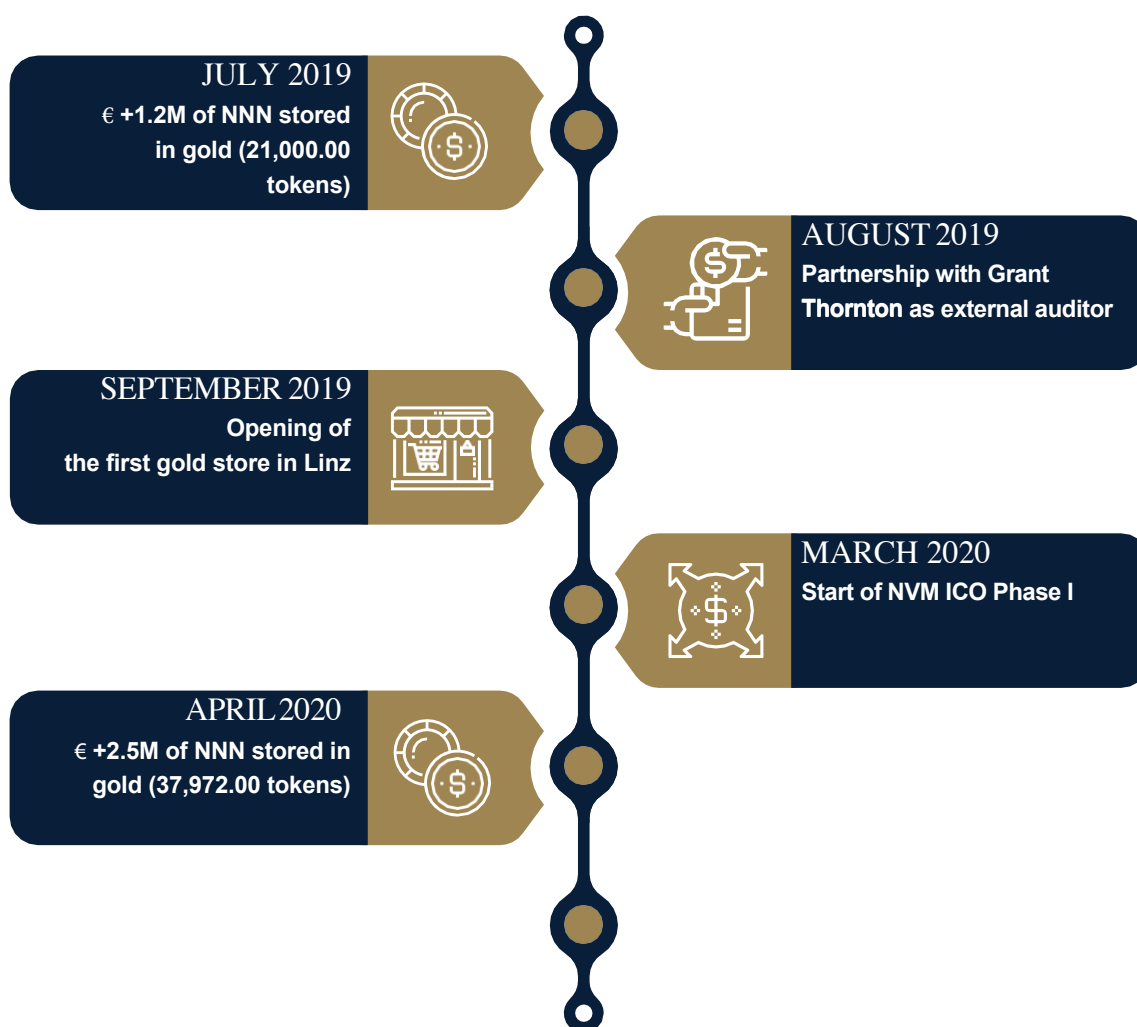
One of the Novem Gold blockchain founders, who used to work in Germany, estimates that there are around 1,400 scrap gold shops in Germany alone. This market is enormous in size and at the same time particularly outdated in its methods, which gives Novem Gold the opportunity to grow rapidly.

There are currently a few different gold tokens on the market, but only one that is similar to our NNN token in that it fully represents physical certified gold. The token holder may request issuance of said gold in the form of bars in any desired denomination at any time. However, we are convinced that none are as transparent and trustworthy as our NNN token. Furthermore, a well-known external auditor confirms the existence and compliance of the gold stock against the generated NNN gold tokens every six months.  
At Novem, 1 gram of gold corresponds to 1 NNN token.

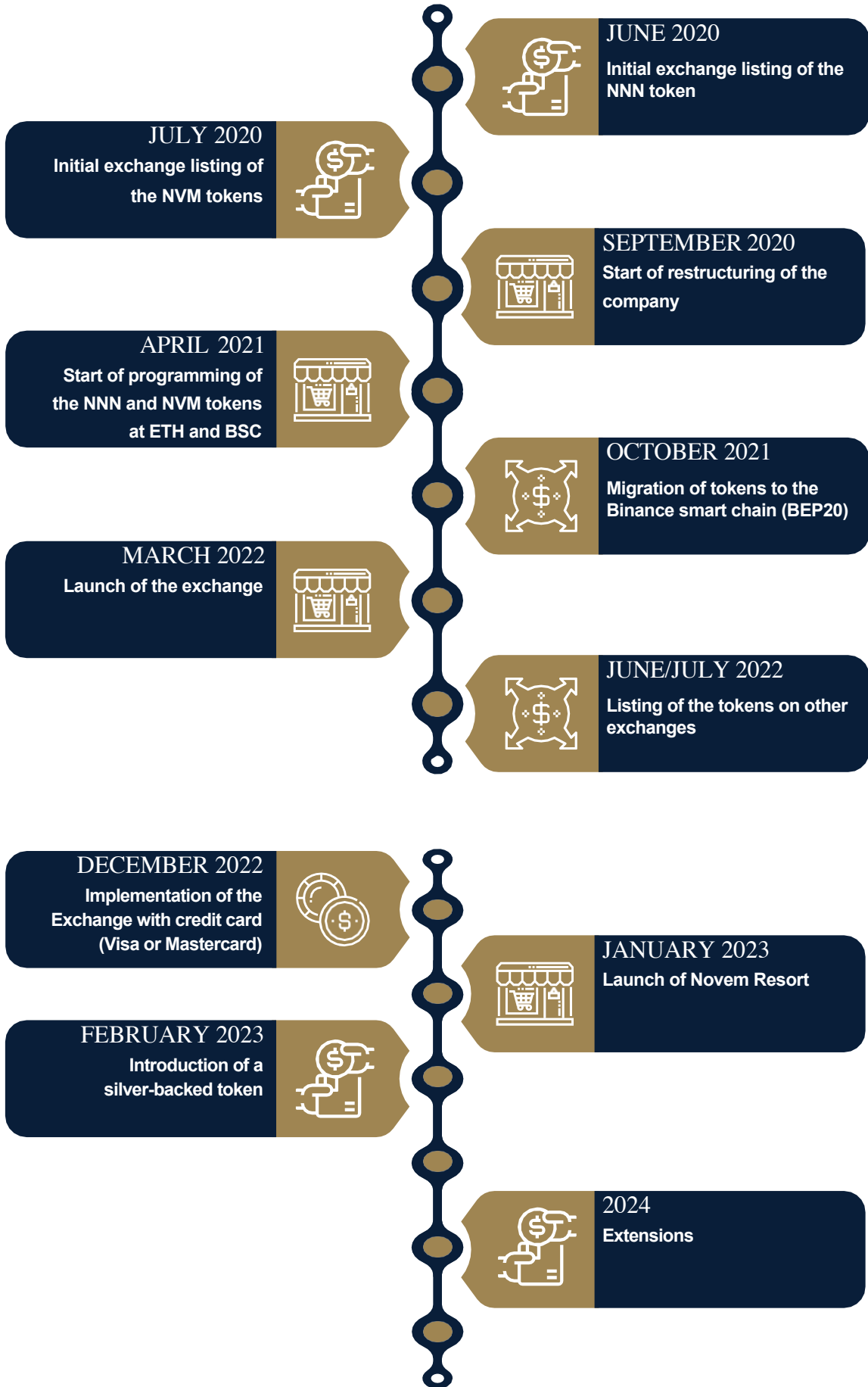
The Binance smart chain transfer speed is a huge advantage when buying/selling in our branches, since the transaction is processed within a mere 12 seconds.

# Achievements and Roadmap

As of April 15, 2019, after two rounds of funding, we have already generated in excess of EUR 1.9 million (USD 2.1m) in funding from private NVM sales, as well as 35.85kg in gold (EUR 1.33 million, USD 1.5m) from private NNN sales. Both tokens, the NVM and NNN, are fully operational on the ETH blockchain and Binance smart chain, and have already been issued to all investors to date. Our company was originally founded in Liechtenstein and reorganized to Austria in 2021. It is entered in the commercial register under register no.: FN558577m. Several exchanges are interested in listing both the NVM and NNN tokens. The first contracts have already been signed.







# The Team

One of the reasons for starting a new gold token project with the Novem Gold blockchain was the fact that we are actually linked to the precious metals industry thanks to decades of experience in trading and ongoing business with a very extensive network.

Our founders are experts in international trading in precious metals and diamonds in Austria, Germany and Dubai / UAE. Their experience and network are a great source of added value for Novem Gold and its customers. We know exactly what it takes to quickly build profitable businesses, allowing us to pursue our vision and open more than 100 stores across Europe.

We appointed our former COO, a multi-award-winning marketer with over a decade of experience in distribution, sales and product launches, as CEO on the strength of her international experience.

Our CTO is a full-stack developer with plenty of startup experience. The team also includes a multilingual expert for business development and project management with robust experience in blockchains for supply chain management from Germany.

By combining our individual skills and experience, we connect the new modern digital and technological world with the traditional business of precious metals. This combination puts us in a unique position to succeed in our mission.

# Consultants

Security, transparency and trust set us apart from other projects. We have ensured that we only work with the most reputable partners, known for their quality and the highest standards.

Being able to pass the strict due diligence processes on the one hand and being able to rely on their advice and network on the other is a further step towards meeting the high standards we set for ourselves.



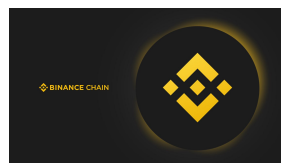
## CVVC - CRYPTO VALLEY VENTURE CAPITAL

We consult with the CVVC Advisory in all matters; this organization has supported us from the outset. Their extensive network helped us to build connections that we would not have been able to establish at such an early stage of the project otherwise. We are grateful that we have such experienced and well-connected consultants on our side in the form of principal Ralf Kubli.



## HEIMERLE + MEULE GROUP

Immeasurable precious metals expertise: Thanks to our 175 years of experience in the precious metals business, we dispose of incomparable expertise dating back generations, but also the most modern and innovative technology based on the permanent further development of our in-house processes. Around the world, each and every one of our products is known for trend-setting quality standards, the highest level of competence and absolute fairness.



# KYC and AML

Purchasing one of our tokens is subject to very strict rules regarding KYC (Know Your Customer) and AML (Anti-Money Laundering). We will work with one of the leading providers in the KYC verification industry for the provision of automated verification of personal data. This partner conducts the identification check via desktop or smartphone for larger investments.

Our investors are also vetted under the anti-money laundering law. All providers and companies we work with are in full legal compliance in Austria, and the AML regulations for countries we offer our tokens in.

# Liability Disclaimer

This version 5 of our whitepaper is not a finished document; rather, it's intended to grow with the project.

The present document is provided for informational purposes only, and does not constitute a contract, investment advice or recommendation in any way.

We are in the process of establishing compliance with all the requirements of future blockchain laws. This also means that we may adapt parts of our business model to meet future legal or regulatory obligations.



[novemgold.com](http://novemgold.com)