



DEEU

DEFI Environmentally Efficient Unit

Date : 10.07.2022





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II- EXECUTIVE SUMMARY / ABSTRACT

DEEU PLANET is a Tallin based DEFI company

DEEU PLANET designed and emits DEEU – Defi Environmentally Efficient Unit

DEEU's main objective is to respond on international markets, to the pressing needs of financial vehicles structuring the growing carbon offsetting market.

DEEU PLANET ambitions to position the currency as a driving and hedging financial tool on corporate and governments' carbon offsetting strategies.

DEEU PLANET is securing a partnership with retail payment operators to offer at a global scale the possibility for millions of retailers to propose purchases with leveraged carbon offsetting impact.

DEEU PLANET structures partnerships to take a strong position on the principal pillars of the new carbon market led by European Institutions with initiatives such as the New EU Taxonomy, The European Emissions Trading System (EU ETS), and the related Carbon Border Adjustment Mechanisms (CBAM) which is increasing exponentially the carbon market.

Backed by engaging contracts securing the exclusive trade of carbon certificates using DEEU, the Emission rules (Tokenomics fundamentals) follow at maturity a strict ratio of 1:1,1 to secure at minimum an alignment between the value of DEEU and the value of carbon certificates on international markets. (Currently +/- 15\$)

Analysis by the UK government's Department of Energy and Climate Change and the Carbon Trust estimates that, in a scenario where warming is limited to less than 2 degrees, the global price of carbon is expected to converge at \$140 per ton of CO₂ by 2030 and \$400 by 2050. The US Environmental Protection Agency (EPA) estimates the social cost of carbon to range between \$16-152 by 2020 and \$26-212 by 2050. Other studies suggest even higher costs>> (<https://costofcarbon.org/faq>)

To start, DEEU PLANET has already secured from a 10 years perspective, the trade exclusivity (DEEU secured carbon credits) on 650 M tCO₂ of future carbon credits worth 9.75B\$. (Value for a 15\$ average – Current Carbon credit value), guaranteeing its positioning as a strategic stakeholder on the carbon market.

For local communities, DEEU's fund distribution Scheme turns it into funding leverage for carbon certificates programs as the majority of the tokens' sales revenues are reinvested in the local communities (See fund distribution scheme).

DEEU PLANET ambitions to become one of the greatest investors in carbon credits programs and self-nourish its Carbon credit supply in DEEU secured carbon Credits, with by 2030 1.150M carbon credits secured representing for DEEU PLANET an investment fund capacity of over 6.9B\$. (Estimation for a 15\$ average DEEU Value).

On such a paradigm, DEEU PLANET would become one of the greatest investors in carbon certificates program for the benefit of local communities and Host governments.



III-THE MARKET

DEEU PLANET positions DEEU as reference trading currency on carbon certificates which are the reference credit of the global Voluntary Carbon Offsetting (VCO) market, offering private stakeholders the possibility to offset their GHG emissions and to enforce toward their client and carbon tax authorities.

VCO market has boundaries and loopholes with the Emissions Trading Systems (ETS), the Carbon Border Adjustment Mechanisms (CBAM), and the UN Clean Development Mechanisms (CDM) that involves governments and WTO regulations on its good development. DEEU offer corporate CFOs and CSRs a unique financial solution to optimize their position at the crossroad of all these programs.

The Article 6 of the Paris Agreement agreed in Paris at COP26, reinforces and structures the role and impact of the VCO market and stakeholders.

The voluntary carbon market initiative is acting as the main international regulating advisor on the matter (<https://vcmintegrity.org/>)

A.The Situation

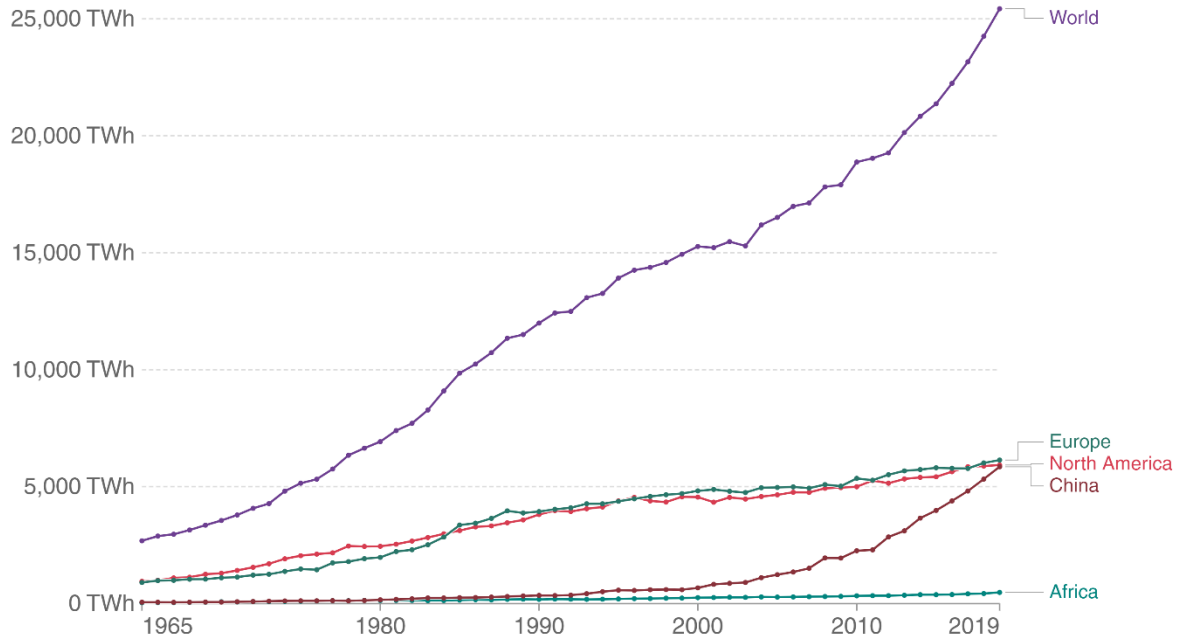
These excess CO2 emissions have increased the global average temperature to a level not seen for thousands of years.

This overall warming has led to large-scale shifts in weather patterns: • Floods, droughts, wildfires, tropical storms, heatwaves, cold snaps, etc. are all now more common, particularly in regions with little prior history of such weather. This is what you read and hear about daily now in the news cycle. ☞ KEY POINT: Even if you don't believe in climate change – that's the narrative, and it's here to stay. Fighting climate change is a global problem as emissions don't stop at national borders; they migrate around the globe. Gases emitted in Saudi Arabian oil fields end up in Europe, and Chinese gases end up in Africa. The world is at a tipping point and even the once heralded Amazon Rainforest, which used to be one the largest "carbon sinks" (taking in more CO2 than it emits) in the world, now produces more carbon than it absorbs. The Amazon Rainforest now generates over 1 billion tons of carbon dioxide a year due to land clearing, and beef and soy production on former rainforest land.

Low-carbon energy consumption

Our World in Data

Low-carbon energy is defined as the sum of nuclear and renewable sources. Renewable sources include hydropower, solar, wind, geothermal, wave and tidal and bioenergy. Traditional biofuels are not included.



Source: Our World in Data based on BP Statistical Review of World Energy

OurWorldInData.org/energy • CC BY

Note: Primary energy is calculated using the 'substitution method' which takes account of the inefficiencies energy production from fossil fuels.

B. Carbon Voluntary Offsetting

Structured by internationally renowned standards such as Gold Standard, Verified Carbon Standard, Puro Standard,... The Voluntary Carbon Offsetting (VCO) market enables private companies to structure the offset of their emissions for ethical; commercial and/or tax prevention reasons. The VCO market could potentially overpass the ETS market.

Major international industry-specific initiatives are scaling up the whole market:

CORSIA – Carbon Offsetting and Reduction Scheme for International Aviation
(<https://www.icao.int/environmental-protection/CORSIA/Pages/default.aspx>)

IMO – International Maritime organization

(<https://www.imo.org/en/MediaCentre/HotTopics/Pages/Reducing-greenhouse-gas-emissions-from-ships.aspx>)

Carbon certificates can be generated from different types of projects such as Forest conservation programs, Forest generation programs, Carbon capture programs, Agro-Ecology programs, Waste Management programs, ...

C.How Big can it Get?

(source: carbon credit)

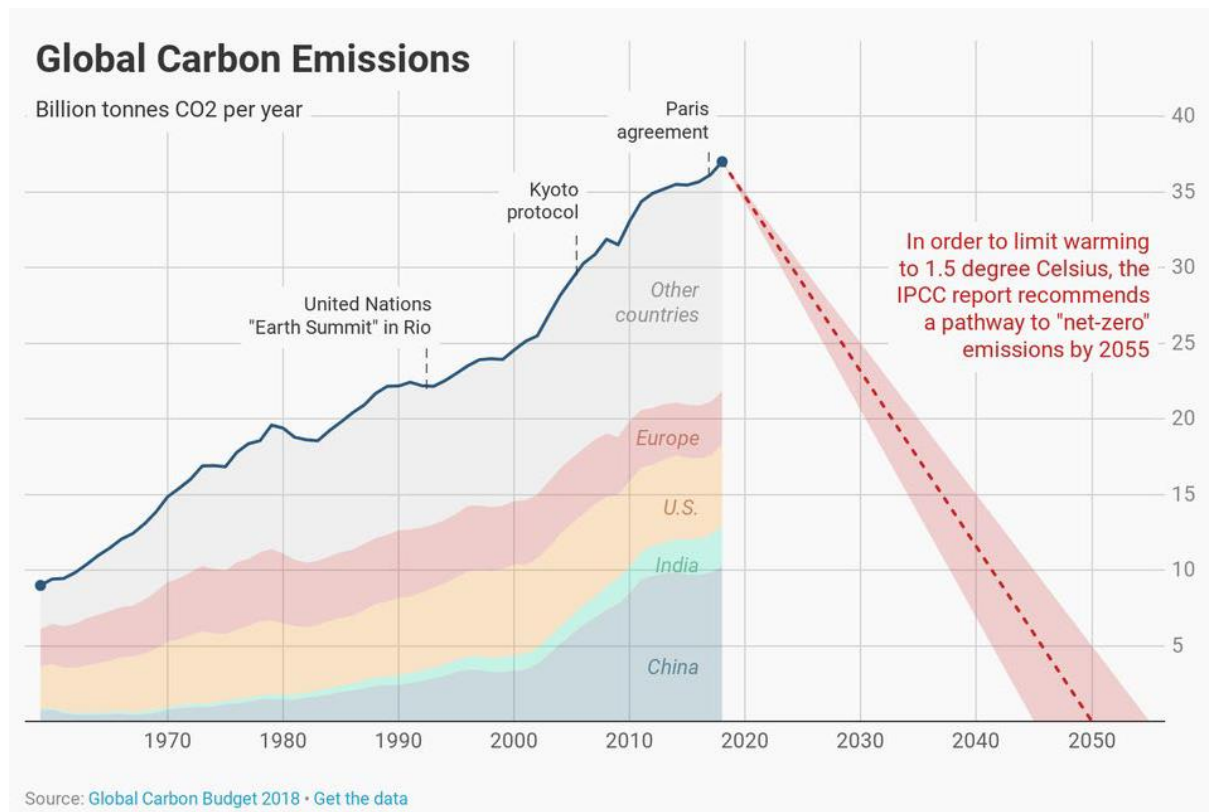
In December 2000, the EU's member states jointly committed to a binding target of a net domestic reduction of at least 55% in GHG emissions by 2030, compared to 1990 levels. The EU has set out a long-term strategy of becoming climate neutral by 2050.

Information from the UN shows more than 130 countries have now set or are considering a target of reducing emissions to net-zero by 2050.

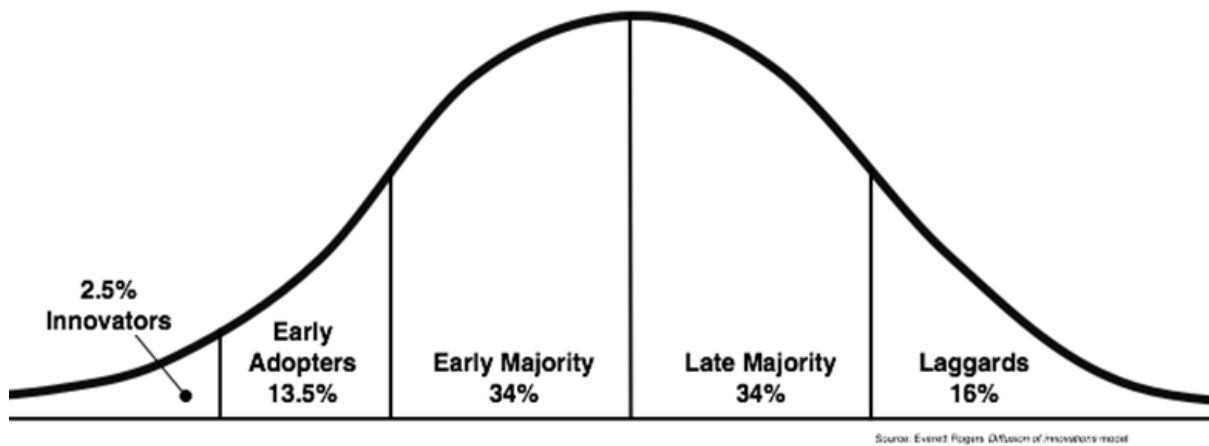
The website Netzerotracker keeps track of commitments made by countries. As of 11 November 2021, it showed that eight countries had self-declared they have achieved net-zero. It says that a further 16 countries have a pledge in law, 59 in a policy document, 21 another kind of declaration or pledge, and 72 countries are discussing or proposing a pledge.

The largest emitter, China commits is to reach carbon neutrality by 2060, although this is not legally binding. The USA's Pathways to Net-Zero Greenhouse Gas Emissions by 2050 outlines its commitment to achieving net-zero by 2050. However, like China, it has not set a legally binding target.

(source: <https://commonslibrary.parliament.uk/global-net-zero-commitments/>)



Where are we?



These excess CO2 emissions have increased the global average temperature to a level not seen for thousands of years

The carbon market is set to get ballistic in size

Worldwide CO2e emissions are estimated to be approximately 51 billion tons in 2021.

- Government and public sectors account for 16% of global emissions, or 8.2 billion tons of CO2e.
- The private sector accounts for the remaining 84%, 42.8 billion tons of CO2e.

If you only take the private sector emissions of 42.8 billion tonnes into account and subtract the nation-level required reductions of 34.3 billion tonnes that will be addressed via the compliance markets...

That leaves 8.6 billion tons that would need to be offset in the voluntary carbon market for the private sector as a whole to achieve “net-zero”.

Globally, only 1/5th of the world’s 2,000 largest companies have committed to achieving “net zero” by the year 2050. Each of those firms is aiming to reduce its direct greenhouse gas emissions to zero.

Matching the locale of each of the companies to each nation’s Paris climate agreement targets eliminates 2.4 billion tons of greenhouse gas emissions.

☑ Bottom Line: This leaves a requirement of 1.6 billion tons worth of carbon credits in the voluntary carbon market for just this one part of the private sector to achieve “net-zero”.

Can the voluntary market handle that kind of volume?

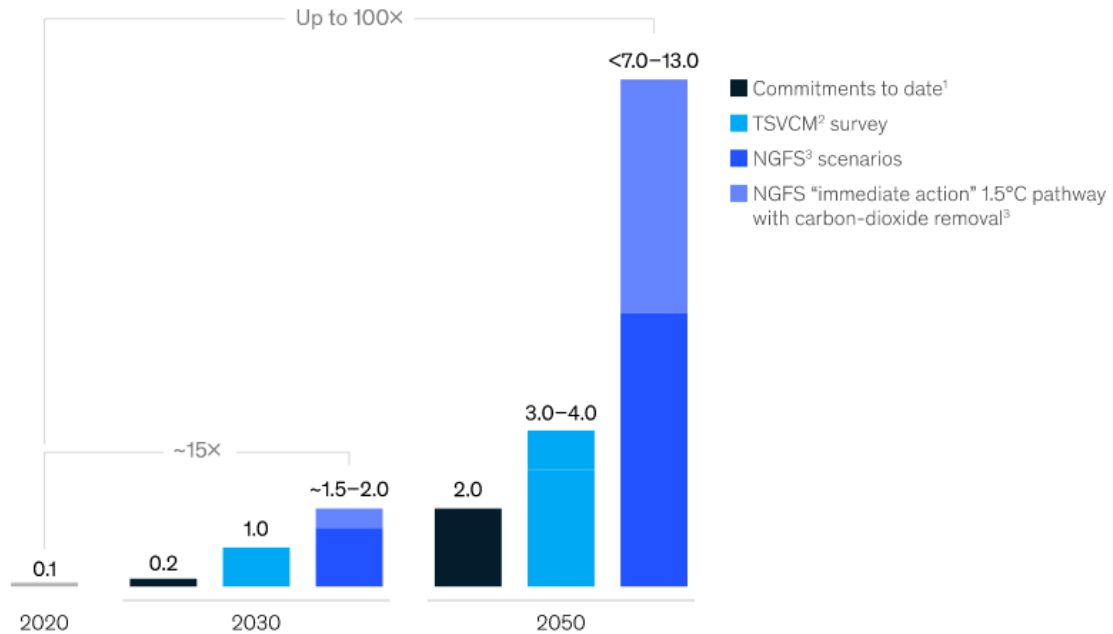
Not yet.

Below you’ll see a chart that shows the annual credit generation from carbon offset projects in the voluntary carbon market.

In 2020, annual credits production in the voluntary carbon market was a record 223 million tons.

Global demand for voluntary carbon credits could increase by a factor of 15 by 2030 and a factor of 100 by 2050.

Voluntary demand scenarios for carbon credits, gigatons per year



Comparing these 223 million credits generated last year...

To the 1.6 billion tonnes in demand demonstrates the optionality and growth potential of this market. As you can see from the chart, explosive growth is already projected for 2021, with an estimated 390 million credits to be generated – that's 75% year-on-year growth.

And remember, that 1.6 billion tonnes of demand only accounts for those 368 companies which have currently pledged net zero.

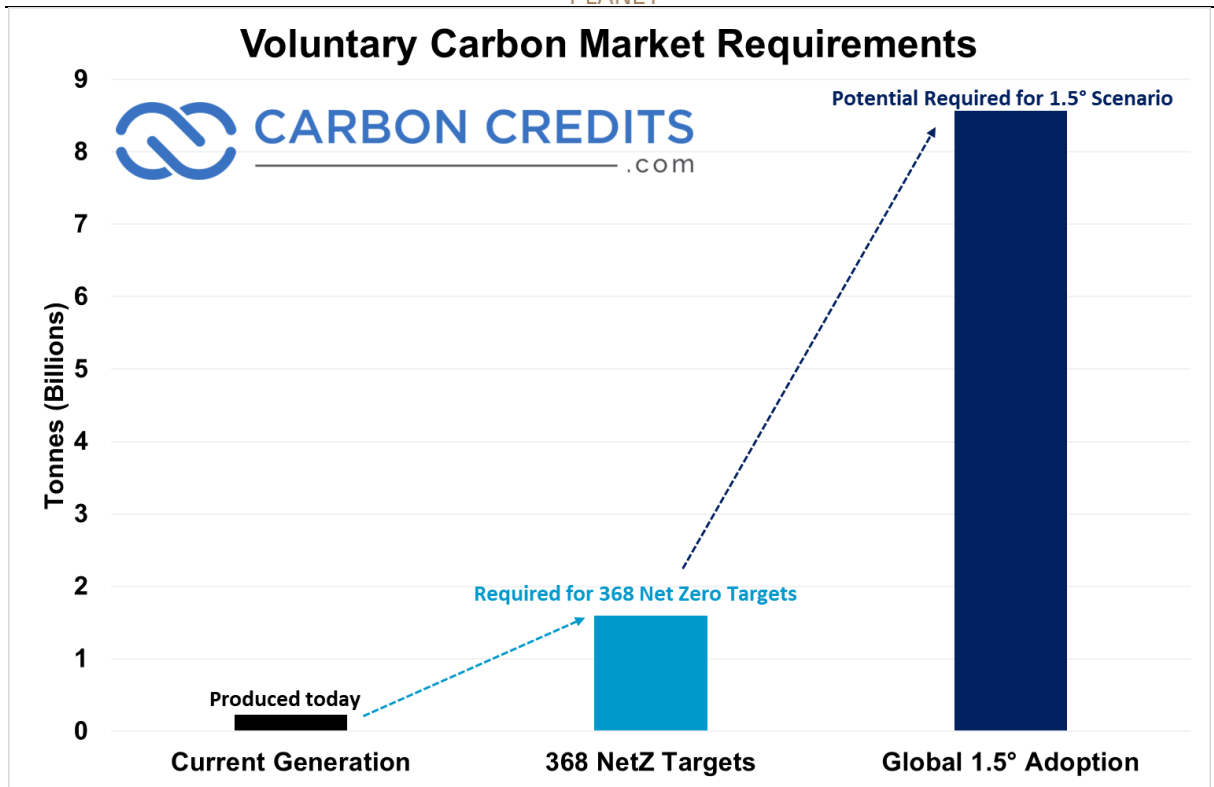
Carbon offset Market size expectations (<https://carboncredits.com/>)

Market Size 2020: 400M\$

Market size 2030: 10-25B\$

Market Size 2040: 40-115B\$

Market Size 2050: 90-480 B\$



D. Emissions Trading Systems (ETS)

Also referred as Cap-and-trade programs, it is an (Inter-)Governmental system regulating GHG emissions through the cap supply of Emissions Allowances that can be traded on market.

Emissions trading schemes may be established as climate policy instruments at the national level and the regional level. Under such schemes, governments set emissions obligations to be reached by the participating entities. The European Union emissions trading scheme is the largest in operation.

ETS are established based on the government’s commitments on Kyoto Summit.

Polluting governments can partly offset their GHG emissions excess through the funding of Carbon credit programs in developing countries to generate Certified Emission Reduction (CER), creating a point of Junction between VCO and ETS as concerned programs are the same.

An average of 7-9% of emissions excess can be offset through CDMs

E. Clean Development Mechanisms

The Clean Development Mechanism (CDM), defined in Article 12 of the Protocol, allows a country with an emission-reduction or emission-limitation commitment under the Kyoto Protocol (Annex B Party) to implement an emission-reduction project in developing countries. Such projects can earn saleable certified emission reduction (CER) credits, each equivalent to one tonne of CO₂, which can be counted towards meeting Kyoto targets.

An average of 7-9% of governments emissions excess can be offset through CDMs



<https://cdm.unfccc.int/about/index.html>

DEEU will offer governments the possibility to generate CERs through its partner programs

F. Carbon Border Adjustment Mechanisms

In its Fit for 55 packages published on 14 July 2021, EU Commission proposed a Carbon Border Adjustment Mechanism (CBAM) to pursue the overarching objective of addressing the risk of carbon leakage to fight climate change by reducing GHG emissions in the Union and globally. This mechanism requires EU importers of certain products to register and buy CBAM certificates, of which price will be based on the embedded direct emissions of the imported quantities and the CO2 EU pricing. It aims at ensuring that imported products are subject to a regulatory system that applies carbon costs equivalent to the ones that otherwise would have been borne under the EU ETS. For the products benefiting from CBAM, free allowances currently granted by ETS would be progressively phased out until complete deletion by 2036. The initial shortlist of products to which CBAM would apply are those considered as representing the largest sources of GHG emissions in Europe and being at the highest risk of carbon leakage: cement, iron & steel, aluminum, fertilizers (ammonia, urea, nitric acid, ammonium nitrate) and electricity

https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3661

Upon WHO regulations the EU recognizes GHG emissions reduction effort realized by Non-EU goods importers. Shall Carbon credits are accepted, DEEU has here a unique opportunity to structure a large-scale trading program with major stakeholders in concerned industries.

IV-THE PROBLEMS

These new environmental programs and regulations give a lot of opportunities for the carbon credits Market. However, the growing pressure on demand for high-quality carbon credits faces the risk of a too low and quality-poor offer from a young and unstructured market. Financial innovative tools and services must know to support the shift from the carbon economy. We have pointed out strategic segments:

- 1- Corporate CFOs and CSRs facing the risk to decide ambition carbon-neutral programs and lose their cost control on a versatile market.
- 2- Non-EU good importers might lose strategic opportunities in not being able to fund a sustainable carbon credit program.
- 3- European ministers of finance must structure their strategies on ETS to avoid environmental fines they haven't forecasted. Therefore they need to find valuable CDM opportunities to partially mitigate their excess GHG emissions.
- 4- When consumers' crowd or retailers require the possibility to neutralize the carbon impact of purchases, the quality of the certificate and the cost of the campaigns must be guaranteed upstream.

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V- THE SOLUTION

A blockchain-driven carbon-neutral decentralized financial (DeFi) vehicle which will help in

1. Securing and Trading Carbon Certificates
2. Leverage the funding on carbon programs and generate thou a virtual financing circle
3. Increase the benefits for local communities and host governments
4. Support industry-specific carbon-neutral initiatives
5. Support polluting governments in their ETS strategy
6. Support Host governments in securing their due tax revenues,
7. Support NFT programs,

A Defi Vehicle that has secured High-quality Carbon certificates with strong ethic, social and environmental impact to be traded exclusively through itself?

A Defi Vehicle accepted in strategic Carbon Offset trading platform

A defi vehicle accepted in strategic Crypto trading platform

VI-DEFI ENVIRONMENTALLY EFFICIENT UNIT (DEEU)

DEEU is a Carbon Neutral DEFI vehicle edited on Polygon Platform's Smart Contract.

(DEEU Carbon impact is yearly audited and offset – Environmental corporate publication will be done under EU taxonomy regulation)

DEEU's first objectives are to tackle climate change and protect biodiversity.

DEEU's first purpose is to serve as a financial vehicle to trade carbon certificates.

DEEU enables the development of financial derivatives fostering the carbon certificate market.

DEEU tokens are correlated to the number of carbon certificates committed by their emitting authorities, to be traded exclusively with DEEU currency.

DEEU tokens can be used for 3 purposes:

- 1- Purchasing Carbon certificates,
- 2- Be used as means of payment generating planting trees,
- 3- Green financial investment,

Carbon certificates can be issued from programs enabling the conservation and/or the capture of Carbon dioxide. In order of priority:

- 1- Primary forest protection programs, (UN regulated Carbon conservation)



-
- 2- Tree planting programs, (Unregulated Carbon capture)
 - 3- Carbon capture initiatives, (geo storage, Air nets, ...)
 - 4- GHG emissions avoiding initiatives. (Circular waste management, Mobility technology,...

DEEU redirects over 70% of its revenues for the benefits of Local communities and carbon programs.

By Doing so DEEU generates a 70% leverage impact of each carbon certificate on Economical growth of the communities and forest protection.

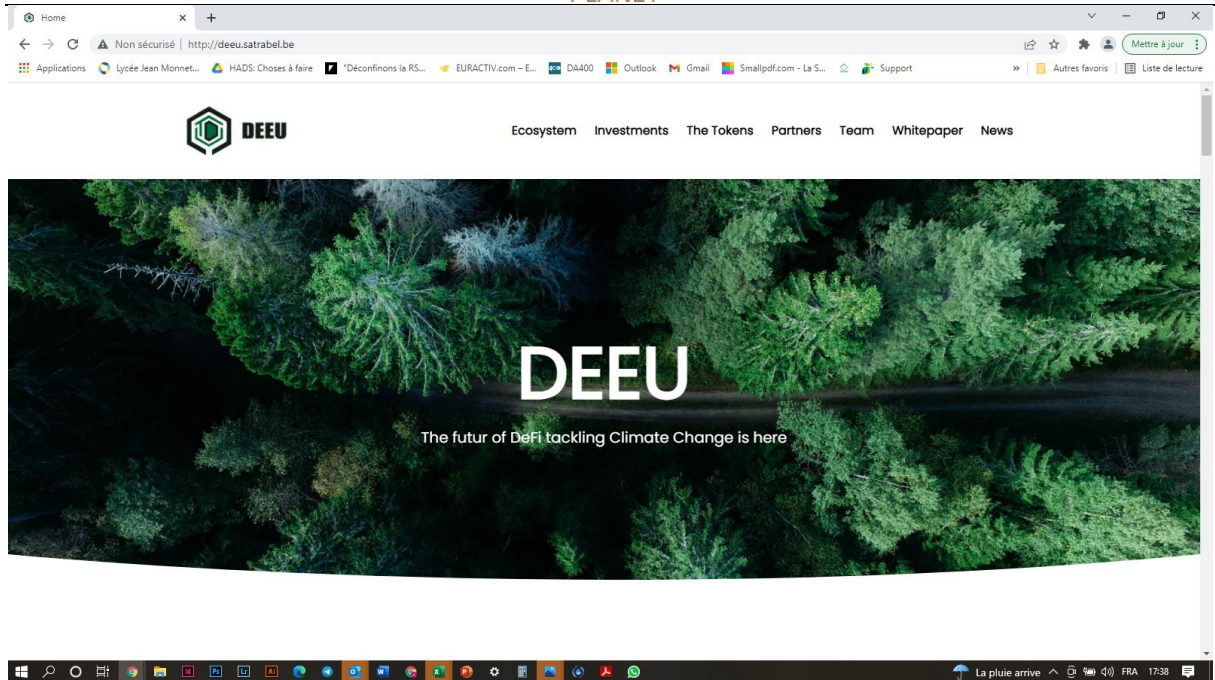


DEEU model contributes to over 8 UN Sustainable Development Goals.

DEEU proposes a unique DEFI Currency, minted on Polygon smart contracts, with derivatives sub-products such as futures and Swaps negotiated with trading platforms (CoinBase, Binance, eToro, BlockFi, ...)

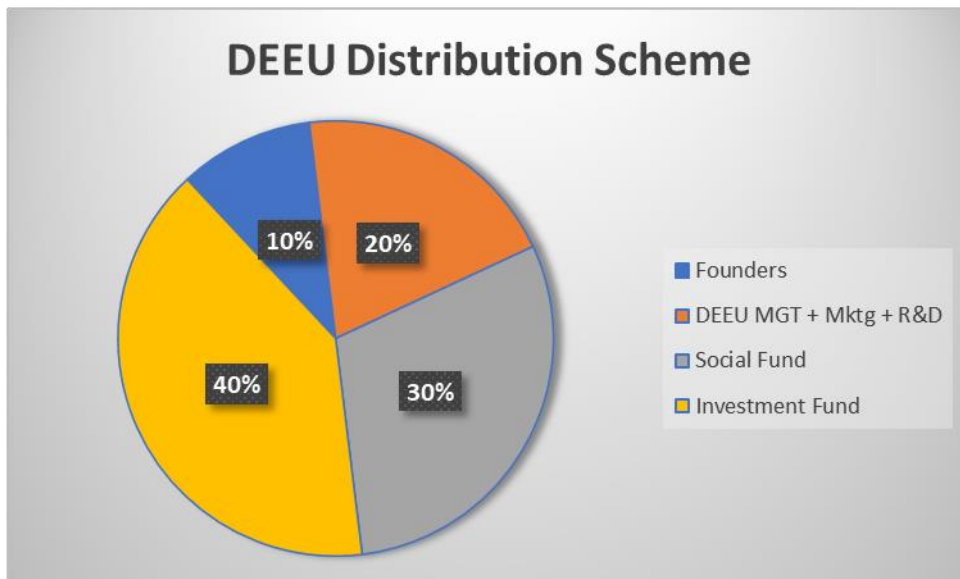
DEEU guaranty a tangible correlation between its emission protocol and guaranteed Carbon certificates with exclusive trading rights on the first market. DEEU supports the development of the Carbon certificates market.

DEEU's Website: <http://deeu.io>



A. DEEU distribution Scheme

Revenues from Traded DEEU tokens are distributed as follow:



(Applicable from IPO phase)

Social Fund

In partnership with development agencies, DEEU funds social and environmental impactful programs in the direct communities developing carbon capture programs through the “House of Trees” Platform.- and others partnering platforms.

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First initiatives to be funded:

- Planet WebTV: an OTT platform gathering best web media on environmental challenges,
- African Bamboo Institute,
- Congo Basin's Agroforestry Institute,
- Congo Basin's Seeds Bank, (Micro-credit)
- Program: From plastic Waste to social Housing in Kinshasa, (conceptos plasticos)
- ...

Investment Fund

When necessary, DEEU positions itself as the carbon capture program's promoter and provides the seed fund necessary for the development of Carbon Capture programs on the "House of Trees" Platform and others partnering platforms, generating a self-dynamized model supporting the growth of the carbon market.

DEEU Management, Marketing, and R&D

Funds dedicated to the development of adapted financial derivatives products

Funds used to finance the good marketing and operability of DEEU on major DEFI trading marketplaces (Coin Market, Binance, eToro,...)

Expanding the network of partnering platforms

Development of Corporate partners

Reporting on achievements enabled through DEEU trading.

Founder(s)

The founder(s) has the liberty to dedicate part of his revenues to the board of Directors and/or the social or the investment fund.

20% of the founders' revenues will be re-distributed to the Board of Directors.

B. DEEU PLANET procurement strategy

On forest protection

DEEU PLANET is securing carbon certificate exclusive trades through win-win partnerships with local governments.

Thanks to their commitment to trading on DEEU their carbon credits, local governments get the guarantee that DEEU will re-Invest 70% of its revenues in their communities, generating new carbon programs which certificates will mandatorily be traded on DEEU.

This systemic approach enables DEEU to expand exponentially its guaranteed trades and thus, the market needs on DEEU currency.



As it becomes a major carbon program funder, DEEU PLANET secures more or more transactions on DEEU tokens.

To support the demand for DEEU tokens and their legitimacy DEEU PLANET develop a multi-sectorial commercial strategy that aims is to increase the volume of daily transactions with DEEU tokens.

On Plastic pollution

DEEU PLANET is securing carbon certificates exclusive trade on zero emissions' Plastic waste-2-Energy industrial programs using state-of-the-art pyrolysis and gasification technologies to turn mixed plastic waste into Bio-Hydrocarbons. With such an approach DEEU PLANET foster the development of a 100% circular plastic economy.

On Carbon saving/Capture Innovative technologies

DEEU PLANET will remain on the hedge of Carbon capture and carbon saving innovations to support the most efficient technologies through carbon certificates programs modelization, deployment, and commercialization.

(see commercial strategy)

VII-TOKENOMICS

- 1- DEEU PLANET Secures with local governments, landowners, Business owners, emitting carbon certificates to have them traded exclusively with DEEU currency,
- 2- DEEU PLANET liberates units following an evolutive **emission ratio** of x units per carbon certificate, (see emission ratio agenda), at maturity DEEU tokens are emitted at a stable rate of 1.1 tokens per secured carbon certificate.

For each trading operation, DEEU PLANET secures an operating fee of 1-3% is used to finance tree planting programs. This enables retailers to propose environmentally friendly payment modes to their customers and acquire DEEU tokens for Fiat conversion or their carbon neutrality program, in a marketing-friendly way. No fee will be required when DEEU is used for Carbon certificate purchase/sale purposes.

A.DEEU Emissions and liberation agenda

(Indicative scenario based on a 0,1\$ minimum ICO value).



Phase	Date	Tokens Liberated	Token Value	Engaged DEEU Traded Carbon Certificates (tCO2)	CAPEX	Emission ratio
Phase 0-A*	July-22	100.000.000	\$0,004	0	\$400.000	0
Phase 0-B*	Sept-22	100.000.000	\$0,010	0	\$1.000.000	0
Phase 1	Dec-22	200.000.000	\$0,040	50.000.000	\$8.000.000	1/4
Phase 2-ICC	March-23	200.000.000	\$0,100	50.000.000	\$20.000.000	1/4
Phase 3	-	600.000.000	>1,7\$	200.000.000	\$1.020.000.000	1/3
Phase 4	-	400.000.000	>2,5\$	200.000.000	\$1.000.000.000	1/2
Phase 5	-	165.000.000	>5\$	150.000.000	\$825.000.000	1/1,1
Total		1.765.000.000		650.000.000	\$2.874.400.000	
15 months lock-up*						

(* The Token value on emission can change upward based on Carbon certificates Market fluctuation)

Premises:

- 1- Total emission on this phase: **650,000,000 \$DEEU**
- 2- DEEU PLANET reserves the right to liberate out of the present agenda an extra reserve of tokens **caped at 3% of total emitted tokens** to finance its development based on new specific needs. This reserve can be liberated by the founder with a maximum rate of 20.000.000 units per year. Non-liberated quantities can be liberated in the following years, creating a cumulated capacity,
- 3- DEEU PLANET acts as promoter and trader of carbon certificate programs when suitable with its strategy,
- 4- DEEU PLANET+'s fund distribution scheme is applicable from the ICO date – Earlier funding is used for start-up development purposes.

What to expect of DEEU Tokens valorization?

1- Alignment with Carbon credit values

At maturity, \$DEEU tokenomics move toward a quasi-parity (1:1.1) between the secured \$DEEU trade of carbon credits and the emission of \$DEEU tokens.

DEEU PLANET advocates for an alignment at minima of the value of the carbon credit and the one of its token.

Carbon credits average value on voluntary carbon offsetting passed from 3.5\$ to up to 15\$ in Feb 2022.

Carbon credit value forecasts through time can be analyzed on the following links:

<http://carboncredits.com>



<https://www.ecosystemmarketplace.com/articles/press-release-voluntary-carbon-markets-rocket-in-2021-on-track-to-break-1b-for-first-time/>

<https://www.edie.net/news/9/BNEF--Carbon-offset-prices-set-to-increase-50-fold-by-2050/>

<https://www.reuters.com/business/energy/global-carbon-markets-value-surged-record-851-bln-last-year-refinitiv-2022-01-31/>

<https://www.reuters.com/business/energy/europes-carbon-price-nears-100-euro-milestone-2022-02-04/>

<https://www.sylvera.com/product>

<https://ctxglobal.com/>

<https://www.globalcarbonproject.org/>

2- Positive dissociation from the carbon credit value

Through time the challenge of DEEU PLANET is to generate use of \$DEEU for other purposes than Carbon credits purchase.

Main strategical moves to generate extra activities bonded to the \$DEEU currency are:

- Partnerships with payment systems accepting cryptocurrencies (Pundi X, Pay pal) to integrate DEEU as ECO-minded cryptocurrency generating CO2 capture.
- Partnerships with Carbon credit trading platform to propose DEEU as a non-mandatory payment unit.
- Partnership with Micro-credit institutes to widespread the use of DEEU on social and development programs.

In such a scenario the value of DEEU will increase with the number of transactions and demand to increase substantially the value of the Token.

VIII-DEEU PLANET'S SIDE SMART CONTRACTS

A.Revenue staking pool

We have decided to provide an additional feature on top of the rewards from auto-staking, but directly connected to DEEU PLANET's initiatives, and in a way prohibitive of selling tokens but without having to send to a staking platform.

\$DEEU investors will have the ability to earn dividends from DEEU PLANET's revenue streams simply by holding \$DEEU tokens in their wallets and not selling. Dividends will be provided from a percentage of our profits from our Investment Fund in real-world projects and Impact funds such as MACC GREEN BONDS, and other revenue we generate. The dividends will be paid in \$DEEU proportionate to the amount of \$DEEU held in the wallet and available for claim quarterly for those who have not sold

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during the previous three months. There will be a fixed percentage of how much of DEEU PLANET's profit is siphoned into the staking pool; therefore, there will be a higher return if fewer people opt to hold without selling and claiming rewards.

Traditionally, to stake a token, one would have to send tokens to a staking platform and lock them. A negative aspect of staking pools is that they are more vulnerable to hacks than thousands of investors holding in their wallets. The DEEU PLANET's team is presenting an innovative new approach to this dilemma and will create a smart contract that can scan and track a wallet's transactions and then decide whether it qualifies for staking rewards.

B.Private Investment Access for \$DEEU Tokens

(subject to modification at any time)

DEEU Investment Fund is negotiating priority access to high return Impact investment fund with important minimum investment requirements. DEEU PLANET is planning to give access to these investment round opportunities to \$DEEU holders.

Holders on Centralized exchanges are not eligible. Your \$DEEU must be in a personal wallet for the smart contract to detect it.

There will be tiers ranging from 250,000 to 5,000,000 \$DEEU. The more \$DEEU one holds, the more they are allowed to invest in the private investment round. For each project, the amount allocated for the private Impact investment round will vary, and each tier will have its limit on how much a holder can invest. This will be calculated as a multiple of minimum investment. Holders of \$DEEU that meet requirements have guaranteed allocations to private Impact Investment round.

Tier 1: Holders with 250,000 \$DEEU - 1x minimum investment

Tier 2: Holders with 500,000 \$DEEU - 2.5x minimum investment

Tier 3: Holders with 1,000,000 \$DEEU - 6x minimum investment

Tier 4: Holders with 5,000,000,000 \$DEEU – 50X minimum investment

For example, if the minimum investment for the private Impact Investment round is \$500, holders could invest as follows:

Tier 1: \$500

Tier 2: \$500-\$1250

Tier 3: \$500-\$3000

Holders of \$DEEU who do not meet requirements will have an opportunity to participate in the launch's presale. However, allocation is not guaranteed as presales tend to fill very quickly.

DEEU currently has priority access to specific impact investment to launch on private investment rounds, and more applicants are to come. Eventually, we would like to be launching one project/trimester.



C. Side Smart Contracts – Investors Remuneration

Smart Contracts to distribute a share of Carbon Investment Fund ROIs to Investors as reward for trusting \$DEEU.

D.Side Smart Contracts – Retailers

Smart Contracts to hold a percentage on all purchases performed with \$DEEU on POS and e-commerce through partner payment systems. These amounts are hold to fun Carbon Offsetting and contribute to the carbon neutrality of the purchase.

E.Side Smart Contracts – Carbon Swap Desk

Smart Contract to decentralize the carbon neutralization of any types of tokens through a Carbon Swap Desk.

F.Side Smart Contracts - Carbon Clearing

Smart contracts on a partner clearing house accepting \$DEEU as currency on Clearing operations using Carbon certificates as secured asset.

G. Side Smart Contracts – Corresponding adjustments

Smart Contract positioning DEEU's bonded certificates as Offsetting certificates on governmental corresponding adjustments.

H.Side Smart Contracts - CBAM

Smart contracts positioning DEEU's bonded certificates on CBAM tax reduction's operations.

IX-COMMERCIAL STRATEGY

A.Securing 650 MtCO2 Worth > 3Billion US\$

DEEU secured with strategic landowners, Governors, tribal chiefs, or their representatives, an L.O.I. guaranteeing the exclusive trading of 650M tCO2's carbon certificates with DEEU currency.

For this first major deal, DEEU is working hand-on-Hand with House-Of-Trees and ACMA to secure the commitment of Tribal Chiefs and Land/Forest Owners in the development of CO2 certificates programs totalizing 650 MtCO2.

This a 2 step Process:



Step1:

100 MtCO₂ fully secured contracts + 550 Mtco₂ with bindable L.O.I.s .

Step2:

550 MtCO₂ fully secured contracts.

These certificates will guarantee the positioning of DEEU as an international standard on Carbon Offsetting market.

B.Collaborating with major certificate standards

DEEU's strategy is to trade carbon certificates emitted by top standards and cover a such over 90% of the range of widely traded carbon certificates.

With its first partnership with House-Of-Trees, DEEU PLANET guarantees the trade of the top 5 of international standards (VERRA, GOLD STANDARD, LEAF, GCC,...) and a strategic partnership with the rising Congo Basin's Local certifier MACC.

Each achievement with a given standard will represent a strong business case to foster the establishment of further partnerships with running Carbon programs' platform/

Targeted standards: VERRA, GOLD STANDARD, GCC, LEAF, MACC, CAR, CDM, American Carbon Registry (ACR),...

C.Mobilizing Corporate CSRs

House-of-Trees and DEEU PLANET will jointly approach industry sectors (Industry associations, Majors,...) with a unique opportunity for corporate CSR to manage tailormade carbon offsetting programs.

With the possibility to select:

- The type of project,
- The type of certificate,
- The region of action,

With the guarantees on:

- Fund distribution,
- Certificate transparency,

With the satisfaction of:

- Leverage on social and environmental impact thanks to financial engineering (DEEU PLANET) and partnerships (development agencies)
- Reliable Financial hedging tools provided to CFOs



D.Engaging Corporate CFOs

Collaborating with major Crypto trading platforms will enable DEEU PLANET to propose sound hedging tools to corporate CFOs to manage and plan their company carbon neutrality.

DEEU PLANET will organize events gathering CFOs and CSR directors to optimize the solutions toward Carbon neutrality.

Offering corporate CFOs reliable financial derivatives to structure financial hedging through time on CO2 as a commodity influenced by a great range of factors such as GDP, credit-risk, foreign exchange rates, and indices.... Are a great asset and a strong deal maker we plan to explore through our innovation department and our partnerships with a crypto trading platform such as Binance, eToro, Coinbase,...

E.Engaging Virtual assets service providers (VASPs)

DEEU PLANET and House-Of-Trees will structure offers to enable Crypto Market players to become carbon neutral and face the rising international criticism on Crypto Climate impact.

For example, the greatest GHG emitter is Bitcoin with an annual Carbon impact of 22-22.9 MtCO2. Our program could Offset the Entire Carbon impact of Bitcoin – Ethereum-ADA and Doge united.

DEEU PLANET and H.O.T plan to offer cooperation with Crypto industry associations to Structure the Industry Carbon Offsetting.

F.Collaborating with Carbon Offsetting platforms

Major Carbon standards are generated on a selection of platforms coordinating carbon capture/preservation programs. DEEU PLANET will structure and deploy a systematic commercial approach inviting these platforms to trade their certificates with DEEU. By doing so, they will attract corporate CSR, private investors, and landowners.

G.International summits participation on behalf of RDC government

The CDM standard allows Emissions-reduction projects in developing countries to earn certified emission reduction (CER) credits. These CERs can be traded and sold, and used by industrialized countries to meet a part of their emission reduction targets under the Kyoto Protocol.

The mechanism stimulates sustainable development and emission reductions while giving industrialized countries some flexibility in how they meet their emission reduction limitation targets

On behalf of the RDC government and the program 1MA2023, DEEU PLANET, MACC, HOT, and ACMA look forward to submitting previously to WEF, to participating governments of rich countries to contribute to Basin's Congo forest protection by purchasing such credits through \$DEEU currency.



Such action will position \$DEEU toward governments and foster new programs in countries such as the US, CANADA, and RUSSIA, and their substantial forests park.

H. Collaborating with Development agencies

DEEU PLANET's Social & Environmental Fund will collaborate with development agencies on Development programs in regions originating the carbon certificates. Such collaboration guarantees strong leverage on DEEU PLANET's social & Environmental Fund investments and greater collaboration with rich nations' governments.

I. Collaborating with micro-credit institutions

When authorized by financial authorities, In communities where Development and social initiatives are funded by DEEU PLANET, operating micro-credit institutions will be invited to accept \$DEEU as an efficient financial tool to secure and fasten transactions between projects' stakeholders.

J. Collaborating with Trading Platforms and crypto fund managers

Crypto trading platforms

Progressively DEEU PLANET will integrate world-class crypto trading platforms to guarantee both carbon program promoters and corporate CFOs the liquidity required for such an ambitious cryptocurrency. DEEU PLANET is planning to join among others: BINANCE, Coinbase, FIX, Kraken, eToro...

Crypto Fund managers

Progressively DEEU PLANET will approach Crypto Fund managers to foster the market value of DEEU and motivate the interest of program promoters to trade their assets with DEEU tokens. DEEU PLANET is planning to promote its token directly to top crypto fund managers such as Multicoon Capital, Hunting Hill Global Capital, Pantera Capital,...

K. Collaborating with Retailers

DEEU PLANET develop partnerships with market leaders in POS and e-commerce payment systems (Pundi-X, Paypal,..) to offer retailers a self-generating carbon offsetting payment framework. Such a process will lead retailers toward carbon neutrality and give customers the satisfaction of eco-minded purchases.



L.Environmental Policies & International institutions

DEEU PLANET secures exclusively Triple-A Carbon certificates validated by first class international standards (GOLDSTANDARD, VERRA, LEAF, MACC,...)

DEEU PLANET positions \$DEEU tokens in the trading of the EU CBAM- Carbon border Adjustment Mechanism - validated certificates (CERs). In partnership with MACC, and the international association House_Of_Trees, DEEU PLANET positions its token as trading option with safe hedging options.

DEEU PLANET positions \$DEEU tokens in the trading of UN CDM- Clean Development Mechanisms.

M.DEFI sector & carbon neutrality

DEEU PLANET foster the Carbon neutrality of the whole Crypto sphere through the establishment of a **CarbonSwapDesk** offering a trustless and highly decentralized financial structure guaranteeing the carbon offsetting of all tokens traded through DEEU PLANET's Carbonswap desk. Each token traded through the **CarbonSwapDesk** is certified "carbon neutral".

DEEU PLANET offset the tokens though the neutralization of certificates purchased and stocked in a dedicated pool.

N.Carbon certificates and financial clearing

DEEU PLANET develop a carbon clearing platform offering carbon certificates backed clearing services. Only "Carbon Neutral" DEFI tokens and FIATs are allowed as currencies.

This platform will propose a new settlement discipline regime to provide a set of common requirement for central carbon certificates depositories operating securities settlement system globally.

Such a platform will allow carbon certificates owners (Corporate CSR) to get financial benefits out of their stock of certificates, making carbon certificates more flexible, fluid, and valuable.

Clearing operations will be processed through DEEU PLANET second-tier's Smart contracts.

Targeted operational partner: www.euroclear.com

X- COMPETITORS ARE PARTNERS



To unlock the carbon credits market and its huge perspectives and essential impact on Climate change challenges, all initiatives are more than welcome. Decentralized finance has a strategic role to play in this ecosystem as it will foster both supply and demand.

Each CO2 related has a different tokenomics, mission and objectives. Nevertheless they have the same common goal to foster carbon market, protect biodiversity and tackle climate change.

As such, each CO2 related crypto initiative is potential

In partnership with House_Of_Trees, DEEU planet will propose online events gathering strategic Carbon market stakeholders and carbon related crypto companies to develop common strategies to foster carbon market.

Hereafter a selection of carbon crypto initiatives

A.KlimaDAO

Website : <https://www.klimadao.finance/>

B.Toucan

Website : <https://toucan.earth/>

C.SavePlanetearth

Website: <https://saveplanetearth.io/>

D.AirCarbonExchange

Website : <https://www.aircarbon.co/>

E.Carbon Token Project

Website : <https://www.aircarbon.co/>

F.MOSS

XI-ECOSYSTEM – PARTNERS/INSTITUTIONS/PROJECTS

Existing Partnerships

Un milliard d'arbres pour le Climat

1 billion trees 2023 is a presidential initiative adopted by the Council of Ministers as a priority program of the government to fight against climate change. 1MA2023 is a program to fight climate change

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through nature-based solutions and poverty reduction through the development of a green solidarity economy in the territories (villages), focused on sustainable community forestry and agribusiness. The 2023 goal is to conserve, save and restore 14 million ha of tropical forests to provide 3150 million tonnes of Co2e; develop sustainable agriculture on 1 million ha, empower 2 million women, engage 1 million young people (schoolchildren) in the climate cause, and ecopreneurs, lift to 10 million Congolese out of poverty; and improve living conditions in 15,000 villages by providing drinking water, electricity, viable schools, agricultural processing, quality health care, feeder roads, etc.).

<https://1milliardarbres.com/>

ACMA

ACMA Asbl is a national coalition aiming to fight against climate change, work for the sustainable development of local authorities and guarantee climate justice and social inclusion for all. Considering that the Government of the Republic has placed environmental concerns at the heart of its strategy to fight poverty, promote socio-economic inclusion and sustainable development at the grassroots, they appropriate the priority program of the Head of State "1 billion trees for the climate by 2023", targeting the reforestation of 3 million hectares and the reduction of deforestation by 25%. ACMA places at the heart of its activities, the strategic approach placing local communities and young people at the heart of the national climate effort, and relies on "public-private - population partnership" and bottom-up approaches, to address effectively and sustainably the challenges of climate change as well as those of poverty and the vulnerability of populations.

SettleMint

SettleMint is the #1 low-code platform for rapid blockchain innovation

SettleMint's mission is to make it possible for any organization to innovate with blockchain incredibly fast — whether they are looking to improve efficiency, bring new customer experiences, or completely reinvent existing business models. SettleMint platform takes the complexity out of blockchain technology, so any organization can accelerate blockchain adoption and leverage the benefits it brings.

SettleMint's low-code platform makes it easy for IT teams to deliver blockchain applications rapidly, taking a visual development approach. The platform includes a suite of ready-to-use tools, frameworks, templates, and APIs to speed up the development of a blockchain use case. A blockchain application will be up and running in weeks!

SettleMint offers a full-fledged Blockchain-Platform-as-a-Service solution. SettleMint offers not only a deployment environment but also a complete development and middleware environment, all available over the internet.

<https://www.settlemint.com/>

Hedman Lawyers Cabinet – Tallinn

DEEU PLANET's incorporation and crypto-related legislation



House Of Trees International Association

House_Of_Trees (HOT°) is a Brussels-based non-profit research and policy organization that tackles environmental and development challenges.

Located in the Iconic Villa of the sculptor Olivier Strebelle, hosting over 150 species of magnificent trees, HOT-House of Trees is registered and recognized as a Brussels-based international association.

HOT-House of Trees proposes an innovative approach in Environmental protection program design and promotion.

Our Mission:

- Fostering ideas for transformative change
- Socio-ecological research to support sustainability transformations.
- Policy solutions for a sustainable future
- Achieving results through dialogue and synergies
- Assessments of the socio-economic, legal, and environmental dimensions of policies and strategies for environmental improvement.

<http://houseoftrees.earth>

Carbon_T

Carbon_T is a fully integrated platform offering a unique one-stop-shop to land and forest owners willing to develop CO2 Certificates generating programs. Carbon_T offers forest and landowners, a unique platform gathering all services required for the deployment of ethical, sustainable, and efficient, certified carbon capture or conservation programs. Carbon_T provides the tools required for the seamless and cost-efficient trading of generated CO2 certificates. Project Design, Seed Funding, project management, Marketing & communication, certificates trading, partnerships. From A to Z, Carbon_T supports promoters in the monetization of their carbon capture/conservation efforts. Carbon_T Blockchain technology offers project monitoring, fund tracking, and tax management solutions for the best benefits of the promoter, the local community running the program, and the host government.

(Under Development)

MACC

The MACC (Community Carbon Market) project is the funding vehicle for the 1 billion trees program. MACC ensures the certification of carbon assets and the future marketing of carbon credits.

MACC will therefore organize and facilitate a fair and inclusive carbon market by:

- 1- The valuation, certification, digitization, and promotion of the carbon assets of communities;
- 2- The issuance and promotion of NFTs linked to tangible carbon assets;
- 3- Procurement between communities and buyers, channeling and monitoring of investments for the production of the CO2e ton



4- Certification of assets in carbon credits, transparent sale, and sharing of benefits

5- Strategic development and viability of the community carbon market

- Un milliard d'arbres pour le Climat (Who they are + How they will help)
- ACMA (Who they are + How they will help)
- SettleMint (Who they are + How they will help)
- The Official Development agency of the city of Tallinn (Who they are + How they will help)
- Baltic State Finance Inspection (Who they are + How they will help)
- House of Trees (Who they are + How they will help)
- MACC (Who they are + How they will help)

Projected new Partnerships

1. With major certificate standards – Why & when will they collaborate
2. Corporate CSR - Why & when will they collaborate

<http://macc.eco>

XII-FAQ

A.What is the price of the token?

The price of \$DEEU at the first stage of token sale will be at minima:

\$0.1 usd per \$DEEU.

B.What Blockchain do you use below \$DEEU?

\$DEEU is the main coin within the DEEU PLANET project, its based on POLYGON , which is not only created to meet the needs of COINS and TOKENS but also to support our Ethereum Scaling program

Polygon believes in Web3 for all. Polygon is a decentralised Ethereum scaling platform that enables developers to build scalable user-friendly dApps with low transaction fees without ever sacrificing on security.

Website: <https://polygon.technology/>

C.What is the volume of Token emission?

650,000,000 to be emitted on first pool.

DEEU first development phase is based on a 650,000,000 tCO2 binding commitment by rightful authorities of Congo Basin's primary forest.

On maturity, Tokens are liberated on a 1:1,1 ratio with secured DEEU tradable carbon certificates .

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D. Is There any additional DEEU token emission foreseen?

Not at this stage. New emissions could be considered when and if the first patch is liberated.

35 Gigatons of CO₂ is the average yearly quantity of CO₂ emissions to be reduced, eliminated and offset.

2,400 Gigatons of CO₂ is the total quantity of CO₂ emitted by humans since the industrial era.

XIII-LEGAL

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