

The company wants to buy and sell fairly traded raw gold in the Central African Republic directly from the gold prospector. This should ensure a fair and steady livelihood for these people. The gold can be obtained mainly environmentally friendly, as it is washed by rivers from the sediment and the gold miners then sift it out. The gold is extracted in different forms, sometimes as dust, sometimes as small nuggets. In a short, direct and transparent way, the raw gold should then be resold.

1. *The current situation:*

Currently, everyone in the Central African Republic wants a "slice of the pie," favored by an unstable political situation. Greed and envy are governing people's heads and the streets. Due to poverty, the law of the strongest prevails, making it difficult to find reliable trading partners. Gold miners partly depend on dubious businesses and businessmen or are forced to travel far to sell their gold. The state-licensed gold miners are easy targets for highwaymen. In addition, they may walk up to 400 km to sell their gold. In part, their way leads them across borders in an illegal manner. People take all these difficulties upon themselves to provide for their sometimes 10-headed families. By working closely with charity organizations, foundations, and other partners, and through improved working and living conditions, this current state of ill-health should be changed. Increased employee satisfaction also increases productivity, resulting in a larger gold margin.

2. *The market and the business model:*

The company wants to buy gold directly from the small gold miners who have painstakingly washed the gold from river water. The gold extraction takes place environmentally friendly and without mercury or other chemicals and the gold is compared to a gold mine easy to win. Through the direct purchase, the workers should be able to have a secure income and provide for their families. It can be assumed that a gold production worth 100,000 € secures a future for about 2,500 people.

The purchased gold is melted, stored safely and then transported further to the EU, etc. There are no mining or mining rights and no expensive equipment needed. The mining rights are with the workers. The secure gold acceptance conditions not only give workers a guaranteed income, they also bind them to the company so they will preferably sell their gold to the company.

The obtained gold is sold either as raw gold, as smaller units of 999 quality or as Doré bars. In order to be able to achieve prices via LBMA, it is intended to use e.g. the Indian market to be conquered. In addition, of course, the European market is served.

Another way to shop is by pre-ordering Doré Bars, which will be pre-paid. This can result in a long-term cost reduction because these revenues are used for the current business. The pre-orders can be offered and secured at discounted gold prices. Thanks to variable delivery times, the discounted price can be lowered even further.

Unfortunately, raw gold has a bad reputation. As a result, the broad masses, banks and insurance companies are not interested in artisanal, unrefined gold. In the past there were too many scams and fraud attempts. In addition, such gold is associated with blood gold and large mining companies and is thus negatively affected.

That is why the company has set itself the goal of making the entire journey from purchasing to transport through to sales transparent and to be in constant dialogue with its partners and the

media in order to prevent negative action.

Compliance with OECD and UN rules and cooperation with NGOs will ensure the necessary transparency. In addition, arbitrariness on the part of the government can be prevented. The aim is to gain and deepen the confidence of the customer and of the employee. In order to guarantee a smooth process and open communication, experts were hired.

The production of gold is intended to be as environmentally friendly as possible and to ensure mercury-free production by means of newly developed processes and the fact that the gold is sifted out of the river water. Additional microloans of the company to the gold miners should contribute to more efficient gold recovery and better living standards. In order to facilitate the establishment of the company in the Central African Republic, there should be a foundation of a club in Bangui, whereby the local elite and the high number of resident foreigners become potential partners and customers. Due to the lack of entertainment options in the evening and the weekends, a lively inflow is guaranteed and the club becomes a self-runner.

The transport as hand luggage with max. 20-25 kg of gold is to be accompanied by Gurkhas and, it takes place with Air France. From Bangui, Paris is served and then on to Milan. Doré bars are imported duty-free, but advance notification is required from the authorities at the destination. In addition, the customs of all transit countries must be informed. Insurance cover is provided by Allianz Suisse.

3. Profitability and amortization:

First, employees of the company travel to Bangui, the capital, and buy gold there. In the long term, the entire Central African Republic is to be conquered and gold purchased nationwide. After the purchase and resale of 150 kg of gold, the investments made will pay for themselves.

Every year, there should be up to 12 shopping expeditions and at each up to 100 kg of raw gold is purchased. The obtained gold is then melted, mainly in the company's own smelting furnace, whereby the weight and thus the costs are lowered below the gold price and the gold purity and thus the value of the gold are increased. The purity can be between 850 and 950 fineness. An increased profit is the result.

In addition, to avoid wasting any resources, the company will acquire a reprocessing machine, allowing the prospectors to process the remnants of the gold prospecting process and filter out the remaining gold. The resulting profit is shared between the worker and the company.

It is expected that the political situation will stabilize within the next 10 years, favored by the UN administration. This will make it easier for the company to strengthen its position in the Central African Republic.

4. Which competitors are there?

There are four competitors, three of which have not been transacting for some time, the fourth has only implemented 70kg of gold since 2015 and is experiencing massive funding problems, especially as the OECD has frozen all EU accounts. Overall, there is little competition. Everything over 100g of gold cannot be deducted, as most buyers are lacking in liquidity. Due to the absence of legal alternatives, gold miners are forced to use illegal channels when they urgently need money.

5. Which financing is needed?

A total of € 2 million will be needed, of which, among other things, a smelting furnace should be purchased and the necessary precautions taken to store the gold and to transport it safely.

6. What vision does the company have?

The declared goal achieved within a few years' time is to acquire and import 2,000 kg gold p.a. from the Central African Republic. In addition, as many miners as possible and their families should benefit. The poorest of the poor should also be included and so the lives of many people are changed for the better. By a fair payment greed and envy are to be defeated and poverty becomes less of an issue. The whole experience is supported by close cooperation with NGOs, foundations and other partners.

According to the OECD, the sale of hand-made gold is the only relevant type of value creation in poor gold-rich countries. This company would like to use this fact to help the gold miners, but also its customers.

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