



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.





LUESSEN TECHNOLOGY

THE LUESSEN GROUP PROJECT

The Luessen Group ecosystem is based on the Luessen Token, which is backed by real renewable energy projects projected by the Luessen Group Company and/or purchased on the open market. The goal of the project is to create a freely tradable currency that directly reflects real energy and can be used for a variety of services. For example, it can be used as a payment method for one's electricity needs, the provision of investment opportunities, and access to energy-related services and products in the Luessen ecosystem, and more.

The Luessen token is based on the Ethereum blockchain and processed via smart contracts, which ensures the speed, security and transparency of all transactions with the Luessen token. Any possibility of fraud by the electricity provider is eliminated, and consumers receive all the information about their actual consumption and thus the associated costs.





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INDUSTRY OVERVIEW

200 years ago, there were fewer than one billion people on earth. Today, according to UN calculations, this number has already risen to 8 billion.¹

Of course, this enormous population growth has also led to a rapid increase in the demand for resources. Worldwide, the demand for energy sources continues to rise dramatically. Contrary to the opinion of some that only demand and production of renewable energy is increasing, statistics show that the situation is actually different: demand for energy sources is rising steadily, with a few exceptions such as coal and nuclear energy.

GLOBAL ENERGY MARKET & DEVELOPMENTS

To develop a better understanding of the global energy market, it is important to consider its market size, global energy consumption, and current developments and trends.

GLOBAL PRIMARY ENERGY CONSUMPTION

Before we look at the consumption statistics of the different forms of energy, we need to look at the total global energy consumption.

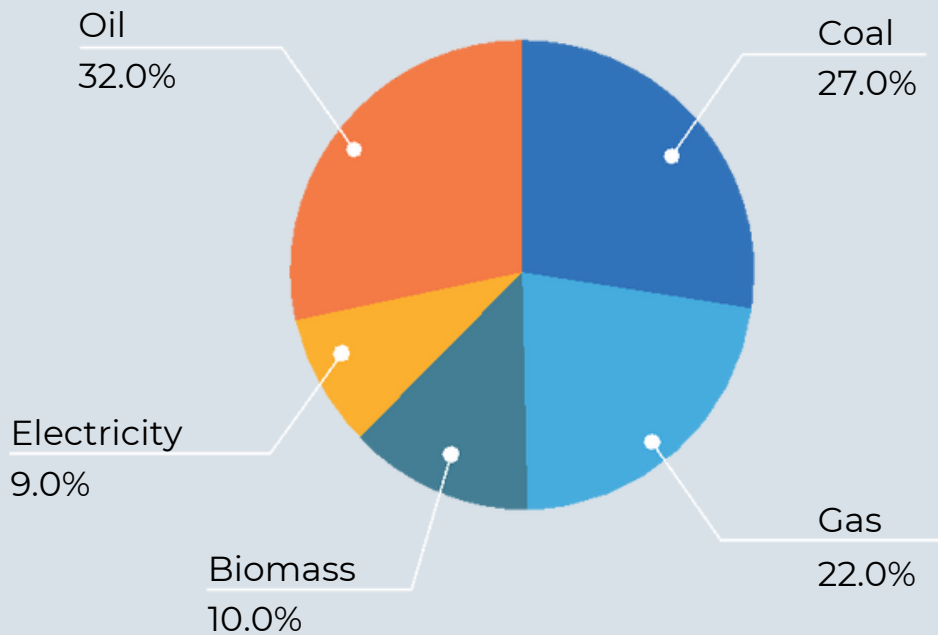
In 2018, global energy consumption increased by 2.3% from 13,418 to 13,730 Mtoe (million ton oil equivalent), according to the Global Energy Statistical Yearbook 2018. The distribution of consumption among the different regions is as follows: Asia consumed 5,755 Mtoe (41.92%), followed by the Americas with 3,336 (24.30%), Europe with 1,857 (13.53%), CIS with 1,037 (7.55%), Africa with 805 (5.86%), Middle East with 786 (5.72%) and Pacific with 154 (1.12%).

¹<https://de.statista.com/statistik/daten/studie/1716/umfrage/entwicklung-der-weltbevoelkerung/>





By energy type, consumption is distributed as follows: Oil 32%, coal 27%, gas 22%, electricity 9%, biomass 10%.²



Total primary energy consumption by energy source worldwide in 2022³

The biggest energy consumers are China and the United States, followed by India, Russia and Japan. Germany ranks 11th. Their consumption and percentage change from 2021 to 2022 are shown in the following table.⁴

²Data: Global Energy Statistical Yearbook 2018;
<https://yearbook.enerdata.net/total-energy/world-consumption-statistics.html>

³<https://yearbook.enerdata.net/total-energy/world-consumption-statistics.html>

⁴Data: Global Energy Statistical Yearbook 2018;
<https://yearbook.enerdata.net/total-energy/world-consumption-statistics.html>



Country	2021	2022	%-Difference
China	3,689	3,801	3.04
United States	2,145	2,182	1.72
India	936	1,005	7.37
Russia	826	822	-0,49
Japan	404	400	-0,99
Germany	288	270	-6,25
United Kingdom	159	154	-3,25
France	234	212	-9,41
Netherlands	72	63	-12,50
Austria ⁵	71	72	1.41

Chart 1 Total energy consumption 2021-2022 by country in Mtoe.

⁵www.de.statista.com/statistik/daten/studie/325788/umfrage/stromverbrauch-in-oesterreich/



The sustained growth in global energy consumption will continue in the coming years and decades. Especially as the population and economies of emerging countries continue to grow, so will their energy needs. Enerdata forecasts that global energy consumption will increase to 15,165 Mtoe by 2025. This corresponds to a compound annual growth rate (CAGR).⁶

ELECTRICITY CONSUMPTION

In 2022, total global electricity consumption was approximately 25,530 TWh(terawatt hours). Compared to the level of 25,026 TWh in 2021, this represents a growth rate of 2.01%. Broken down by region, Asia is the largest consumer with 49.64% of this consumption (12,674 TWh). Next is the Americas with 23.77% of global electricity consumption, followed by Europe with 3,315 TWh, equivalent to 12.98%.⁷

Asia is also the fastest growing electricity market, with a 12.17% increase in 2022, driven in particular by China's increased electricity consumption.

⁶<https://eneroutlook.enerdata.net/forecast-world-energy-primary-consumption.html>

⁷<https://yearbook.enerdata.net/electricity/electricity-domestic-consumption-data.html>





Here are the growth rates for key European and international markets where Luessen is currently active or plans to enter in the near future:

Country	2021	2022	%-Difference
Germany	505	490	-2.98
Austria	65.4	66.3	1.38
Hungary	43.9	45.1	2.73
France ⁸	442	425	-3.85
United Kingdom	291	280	-3.79
Netherlands	112	108	-3.58
United States	3,980	4,082	-.56

Chart 2 Total electricity consumption in Luessen target markets between 2016-2017 in TWh.⁹

As reported by Enerdata, global electricity consumption increased by 2.01% from 25,026 TWh to 25,530 TWh in 2022. The highest growth rates were measured in Asia, the Middle East and Africa. European electricity consumption fell slightly.

⁸http://www.mavir.hu/documents/10262/224168263/MAVIR_2017_rekordfogyaszt%C3%A1s_0122_final_2.pdf/3f501c ff-022b-45a0-a76d-09cdf6a10014

⁹<https://yearbook.enerdata.net/electricity/electricity-domestic-consumption-data.html>





Country	2021	2022	%-Difference
Europe	3,415	3,315	-2.93
CIS	1,354	1,326	-2,07
North America	4,549	4,659	2.42
Latin America	1,383	1,409	1.88
Asia	12,228	12,674	3.65
Pacific	286	290	1.40
Africa	723	722	-0.14
Middle East	1,088	1,135	4.32
TOTAL	25,026	25,530	1.07

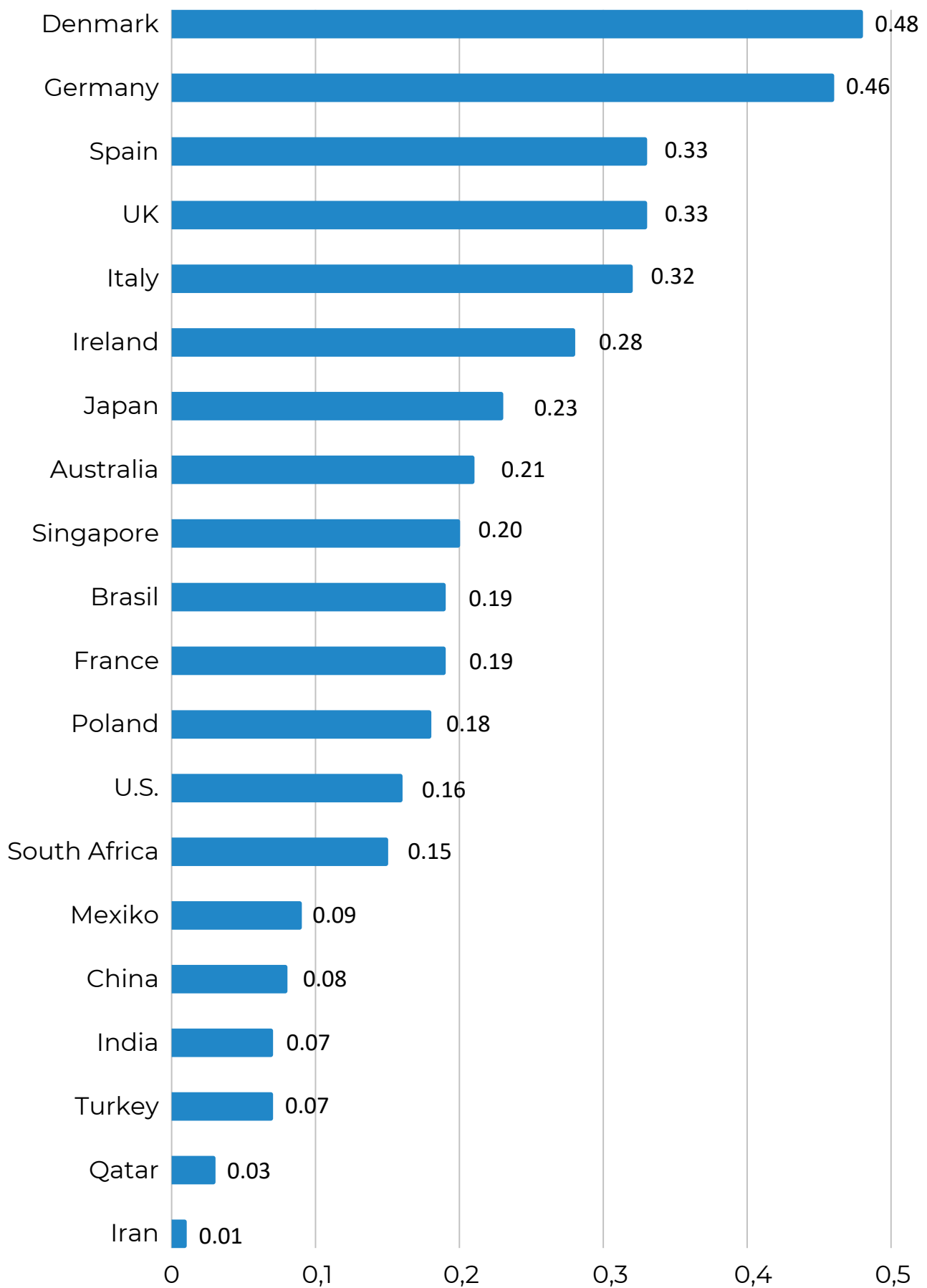
Chart 3 Global electricity consumption 2021-2022 by region in TWh.¹⁰

Looking at the forecast for future final electricity consumption, there is an increase for most regions. Enerdata projects that total electricity consumption in Europe will increase from 3,415 TWh to 3,528 TWh in 2025.¹¹

¹⁰<https://yearbook.enerdata.net/electricity/electricity-domestic-consumption-data.html>

¹¹<https://eneroutloo.enerdata.net/forecast-world-electricity-consumption.html>





Electricity prices in USD per kWh for 2022. Source: Statista





A global comparison shows that electricity prices are highest in Europe. Germany is clearly in the top third. As a certified electricity supplier and energy service provider based in Germany and serving the entire D-A-CH region excluding Switzerland, Luessen has set itself the task of changing this situation and creating significantly lower electricity prices. Luessen plans to expand its presence as an electricity provider in the Netherlands, the UK, Croatia and the US to thus gradually extend its services and the Luessen ecosystem to a global audience of energy consumers. Having analyzed the current and future growth of global energy and power markets, it is time to turn to the developments and trends of other energy sources.

NATURAL GAS

As BP's Statistical Review of World Energy 2018 shows, natural gas consumption is growing and developing dynamically. In 2021, world consumption reached a new high of 4,036.90 billion cubic meters, up 4.54% from 2020 (3,861.50 billion cubic meters). Broken down by region, North America, with a share of 23.1% of global consumption, followed by Asia-Pacific and the CIS. Behind the Middle East, Europe is in 5th place.¹²

¹²<https://eneroutlook.enerdata.net/forecast-world-electricity-consumption.html>



Country	2020	2021	%-Difference
Germany	87.1	90.5	3,9
Austria	8.5	9.0	7,14
France	40.6	43.0	5,91
Hungary	10.2	10.8	5,88
United Kingdom	73	76.9	5,34
U.S.	831.9	826.7	-0,63
Netherlands	36.2	35.1	-3,04

Chart 4 Total natural gas consumption 2020-2021 in bcm.¹³

In addition, natural gas prices have increased in 2021 compared to 2020. Data from the World Bank show that prices in Europe increased by more than 5 times between 2020 and 2021.¹⁴

¹³Data: BP Statistical Review of World Energy;

<https://www.bp.com/content/dam/bp/business-sites/en/global/corporate/pdfs/energy-economics/statistical-review/bp-stats-review-2022-full-report.pdf>

¹⁴<https://thedocs.worldbank.org/en/doc/5d903e848db1d1b83e0ec8f744e55570-0350012021/related/CMO-Pink-Sheet-September-2023.pdf>





RENEWABLE ENERGY

According to a report by BP, global renewable energy consumption, including hydropower, increased from 417.4 in 2016 to 486.8 Mtoe in 2017, an impressive growth rate of 17.0%. Of particular note is China's growth of 31.1% from 81.7 to 106.7 Mtoe. Relevant consumption in the countries where Luessen operates and will operate is also growing rapidly. The United States recorded an increase of 14.3% (83.1 to 94.8 Mtoe), Germany by 17.4% (from 38.3 to 44.8 Mtoe), France by 11.9% (from 8.4 to 9.4 Mtoe), and the United Kingdom by 19.3% (from 17.6 to 21.0 Mtoe). In Austria, renewable energy consumption increased by 14.6% (from 2.5 to 2.8 Mtoe), in the Netherlands by 19.9% (from 3.3 to 4.0 Mtoe), and in Hungary by 10.1%.¹⁵



¹⁵<https://www.bp.com/content/dam/bp/business-sites/en/global/corporate/pdfs/energy-economics/statistical-review/bp-stats-review-2022-full-report.pdf>, page 44





Country	2016	2017	%-Difference
Austria	8.3	9	9.0
Germany	84.9	90.2	6.5
France	44.6	44.7	0.7
Hungary	9.3	9.9	6.7
Netherlands	81	78.8	-2.4
United Kingdom	750.3	739.5	-1.2
U.S.	34.5	36.1	4.7

Chart 5 Other renewable consumption in Mtoe.





WIND

In the record year 2020, total global wind power capacity was 743 GW. Growth was driven primarily by China and the USA. The world's two largest wind power markets account for more than half of global wind power capacity. In addition to the rapid, global growth in wind power production and capacity, demand is expected to continue to increase in the future. ResearchandMarkets reports that the global wind power market is expected to grow at a CAGR of 15% between 2017 and 2026. Reasons for this strong increase include an increasing importance that consumers attach to environmental protection and national programs and targets in the transition from fossil fuels to renewable energy sources.¹⁶



¹⁶<https://www.windindustrie-in-deutschland.de/expertenwissen/gwec-das-weltweite-wachstum-der-windenergie-muss-sich-im-naechsten-jahrzehnt-verdreifachen>





SOLAR

With the increasing importance of renewable energies, the global market for solar energy will grow in the coming years. Already in 2017, production capacity from solar alone increased by almost 100 GW. China expanded its capacity by more than 50 GW, contributing more than half of the global growth in production capacity, which still grew by 35% overall (114 TWh) grew, driven by favorable legislation and policy support as well as a decline in the cost of solar energy.¹⁷

China plans to massively expand its solar power production capacity to reach its goal of 230 GW of total capacity as early as 2023.¹⁸ At the end of 2017, the United States was the second largest producer with a total production capacity of 51 GW.¹⁹ India is also looking to greatly expand its solar power production capacity to become the third largest producer in the world. For the next five years, the country is already planning to add around 56 GW to its current total solar capacity.²⁰ Germany aims to achieve an energy system based entirely on renewable energies by the end of 2035.²¹



¹⁷https://www.researchandmarkets.com/research/ksz36z/wind_energy_2018?w=4

¹⁸<https://frontnews.eu/news/en/10910/Goal-of-solar-energy-development-in-china-will-increase-to-230-gw>

¹⁹http://www.ren21.net/wp-content/uploads/2018/06/17-8652_GSR2018_FullReport_web_final_.pdf

²⁰<https://www.livemint.com/Industry/9U7aHwYKlhmQGASjSqiavN/India-to-be-third-largest-solar-market-in-2017-report.html>

²¹<https://www.cleanenergywire.org/factsheets/solar-power-germany-output-business-perspectives>





Hydropower

Global energy production from hydropower reached a record 4,250 TWh in 2021. In the same year, globally installed hydropower capacity was expanded to a total of 1,360 GW of capacity.²² Most of this increase (80%) came from China, where the majority of new projects were commissioned.

In Europe, France has the third largest installed production capacity after Norway and Turkey with 25,500 MW. Austria ranks eighth with 14,770 MW. The United States has a total installed capacity of 102,000 MW.²³ According to ResearchandMarkets, the global market for energy from hydropower was already worth \$64.4 billion in 2017. The market is expected to grow at a CAGR of 4.8% through 2026 to reach an estimated revenue of \$98.6 billion.²⁴ In the United States, the Energy Department anticipates a strong increase in production capacity, as projects totaling 1,712 MW of additional capacity were in planning and development at the end of 2017.²⁵

Based on the above data and our advanced market analysis based on our many years of experience in energy trading, we believe in the positive development of most energy sources and thus in the potential of a positive ROI.

²²<https://www.hydropower.org/publications/2022-hydropower-status-report>

²³https://assets-global.website-files.com/5f749e4b9399c80b5e421384/63a1d6be6c0c9d38e6ab0594_IHA202212-status-report-02.pdf

²⁴http://www.ren21.net/wp-content/uploads/2018/06/17-8652_GSR2018_FullReport_web_final_.pdf

²⁵<https://www.livemint.com/Industry/9U7aHwYKlhmQGASjSqiavN/India-to-be-third-largest-solar-market-in-2017-report.html>





PROBLEMS AND CHALLENGES IN THE ENERGY INDUSTRY

The energy sector faces numerous problems that we could cover on hundreds of pages. However, we would prefer to focus on the problems on the consumer side, and in particular those faced by small and medium-sized enterprises and individuals face.

One of the biggest problems in the energy sector is price volatility. This volatility is particularly high for non-renewable energies. Industry experts agree that while forecasting oil and gas prices has always been difficult, the task has become much more complex in recent years. This is due to a number of factors that increase uncertainty in the industry.

Primary among these are: global economic trends, the transition to renewable energy, cleaner energy sources, and protectionist trade barriers, which have led to greater fluctuations in actual and expected demand and supply. While a few years ago there was some consensus among industry experts on how energy demand and supply were expected to change, today forecasts and assessments of market factors vary widely. The steady decline in renewable energy production costs has also contributed to overall fluctuations in energy prices.²⁶

This creates a cautious, risk-averse market that presents utilities with great uncertainty when planning and investing in production facilities. Large energy companies currently dominate energy markets, controlling prices and lowering margins for small businesses with their inflated prices. We want to change that and make energy accessible to all at a fair price.

²⁶<https://www.ft.com/content/c9bdc750-ec85-11e7-8713-513b1d7ca85a>





A key issue in the industry that the Luessen Group wants to solve with the Luessen project is the expansion of renewable energy, especially in the area of private users. Detailed information about consumption is rarely presented to the end user, nor is information about the cost of the energy produced and sold to them. Luessen plans to change this and bring the benefits of blockchain to industry and offer self-sufficient energy to private households.

Another pressing issue in this sector is the limited access and affordability of both traditional and renewable energy, particularly in developing countries.²⁷ While well-developed countries generally provide consumers with greater access to renewable energy, this comes at the expense of higher energy costs. As governments have adopted ambitious renewable energy capacity expansion initiatives and utilities have invested in renewable energy generation, the costs are passed on to end consumers in the form of higher energy prices. The policymakers generally do not attempt to counteract this, seeing rising prices as a positive incentive for consumers to reduce wasteful energy consumption to offset higher energy costs.

The low level of energy efficiency of small and medium-sized enterprises can also be increased. As we know, these companies rely heavily on optimized cost structures if they want to compete with the larger players in their industry. Even when small companies prioritize energy efficiency, they tend to be too tightly staffed and busy with day-to-day business to effectively implement the necessary measures. As a rule, most small and medium-sized companies do not have the necessary know-how and time to identify and realize potential for energy-saving projects. As an experienced energy service provider, Luessen has the knowledge and resources to solve this problem for the community.

²⁷<https://www.powerengineeringint.com/articles/2016/08/three-issues-facing-the-global-energy-industry.html>





Another problem is the lack of transparency within the energy industry and the inability of small consumers to deal directly with producers. A middleman is often introduced to play the role of intermediary between producers and consumers, buying energy from producers at a low price and sells it to the end consumer at an abruptly higher price, profiting greatly at the expense of both parties. Often the whole process is a black box for consumers and producers, and the intermediary provides.

The expansion of the grid, as well as renewable energy in Eastern European countries, must also continue. Luessen Technology relies on state support to ensure the expansion of the infrastructure.





THE SOLUTION

Overview

Luessen Technology aims to change the existing power relations and information asymmetries both in the energy markets and between large electricity providers and end consumers. The company aims to be the world's first energy service provider to use blockchain technology to eliminate the existing information asymmetries between consumers and electricity providers and to provide the industry with full transparency about the assets it brings online. By cleansing all consumption data through smart meters developed by Luessen and using smart contracts and hybrid energy systems, information about electricity consumption and the prices at which electricity was purchased will be publicly available and unchangeable by any actor, including Luessen. Consumers no longer have to blindly trust their electricity providers - they have solid proof of the exact amount of energy they have used and are protected from exorbitant price demands by utilities. In addition, the high level of self-production means that little or no external energy is required, and consumers become self-sufficient with their hybrid energy system.

In addition, as an energy service provider with almost 14 years of experience, the Luessen Group has the necessary expertise to offer efficient solutions for optimizing electricity consumption. Consumers will have access to comprehensive data that is currently not provided by traditional electricity providers. This will help consumers to take the necessary steps for efficient electricity consumption.

However, Luessen's plans go beyond that. The company plans to combine the power of small consumers and businesses to create a whole new ecosystem where everyone will benefit from the combined power of the community and the expertise of the Luessen Group.





The Luessen Group has many years of experience in energy trading and achieves an average of 20% price savings on the final price for its customers (mainly private consumers, small and medium-sized company's). Another core competence of the company is the optimization of electricity consumption of households and companies with the help of so-called smart meters. These innovative meters are clearly superior to old-fashioned electricity meters because they can collect data in real time and transmit it to a data point. In combination with hybrid energy systems, this is the future.

The Luessen Group Token is the first energy token backed by real energy from renewable energy projects. The tokens will be freely tradable on the Luessen platform, which will be used in the early stages of project development and is an important part of the Luessen ecosystem. Token holders will be able to share their tokens with other members on the platform, use them as a payment and investment tool for all energy-related services and products in the ecosystem, and, if they are Luessen customers, receive hybrid energy systems with a tiered rebate system. Currently, Luessen Group operates in Germany, Luxembourg, Hong Kong, Isle of Man, Poland and the Netherlands, with plans to expand to Ireland, the UK and the US.

Token holders benefit from participating in the ecosystem and purchasing Luessen tokens in multiple ways. Firstly, due to the company's expertise in energy trading on the free markets, its track record of 20% cost reduction for its customers thanks to its trading and market experience (e.g. due to market forecasts based on the factors that influence the price of energy) and the combined investment power of the community, which will allow the project to strongly support the price of the Luessen token.





The synergy and economies of scale thus achieved will result in a higher value of the token compared to the invested funds. Since the investments in renewable energy projects and the increased value of the acquired energy will generate at least 20% ROI, the project will be able to fully secure the invested amount through the community and have sufficient funds for the further development of the ecosystem.

Second, since the transaction flow is routed via smart contracts on the Ethereum blockchain, all of the company's activities related to projecting and operating PV and wind farms to secure tokens are open to community members and therefore completely transparent. Unlike in the past, the power lies with the small consumers, not with the big investors and producers!

Third, through scalability and synergy, the company will further develop its energy ecosystem with the goal of positioning the Luessen token as a freely tradable and usable currency for all energy-related activities - from independent investments in renewable energy and energy projects to secure and fast payment of their electricity bill. The possibilities are endless.





THE ECOSYSTEM OF LUESSEN TECHNOLOGY

The Luessen Group ecosystem will initially consist of the following services:

- The Luessen-token
- The Luessen-platform
- The Luessen-wallet

Further expansion of the Luessen Group ecosystem will include a wide range of services. For example, the company will further expand investment opportunities in renewable energy production, and make investments in new technologies and other renewable energy generation products, as well as provide energy consulting services and more. In addition, the ecosystem will create the architecture necessary for consumers to trade energy from their own renewable sources, such as water, solar and wind.

An important step for the ecosystem will be the integration of smart meters, which Luessen has been installing for small businesses and consumers for several years. The smart meters collect information about electricity consumption and forward it to a central data point. In addition, the smart meters will allow consumers to pay their electricity bills with Luessen tokens. A mobile app will connect to the user's mobile device and display the electricity consumption of each electrical device in a user-friendly and comprehensive dashboard. Statistics and history of past consumption will be viewable in the application. They provide consumers with valuable insights that would not be possible with traditional electricity meters would be possible and can be used to further optimize processes. Everything will be optimized through smart contracts. In addition, the smart meters are based on technology with enormous potential, enabling Luessen customers, for example, to have the energy purchased by the company on the open markets transferred directly.





The ecosystem will provide access to the extensive knowledge of the Luessen community, including valuable information on all energy-related news - from technological innovations, current fuel prices, how you can optimize your energy consumption, to customized energy efficiency solutions for all members of the ecosystem. General energy efficiency information is provided free of charge, while participants can access personalized advice and analysis for a below-market fee.

THE LUESSEN TOKEN

The Luessen token is the first energy token backed by real energy: 80% of the funds raised in the ICO will be used exclusively for investments in renewable energy projects with an expected ROI of at least 20%. This means that the cumulative return on investment will start to exceed the initial investment already in the first year, with the second year already yielding a positive net result.

Luessen Technology will develop, operate and trade projects itself, which will experience positive will experience positive price growth and increasing demand over the years to maximize the potential return on investment.

We believe that securing the token with an asset of real value that is expected to increase in price is the only way to ensure the stability of our users' investments. With an average annual return of 20%, returns begin to exceed the initial investment once a year has passed. The amount and total value of all energy purchased is made publicly viewable and accessible at all times.





As an established company in the energy industry with over 10 years of experience, we are able to successfully analyze the potential of all investment opportunities related to hydro, wind and solar energy. Through the diversification of our investment portfolio and public visibility on the Blockchain, our clients have a clear view of investment performance.

In addition, all projects in which investments have been made are registered in land registers. A land registry generally describes systems by which matters involving ownership, possession, or other rights in land can be recorded (usually with a government agency or ministry) to provide proof of ownership, facilitate transactions, and prevent unlawful disposition. By registering all of our energy projects, we ensure that the investment is not only protected but also fully disclosed, making it virtually completely safe from fraudulent behavior. The fees for accessing a particular property, or investment in our case, are relatively low compared to the security and transparency involved and are fully covered by Luessen.

There are two different target groups for our project. On the one hand, there are the energy consumers who live in countries that have access to the Luessen Group. For these people, the investment is very lucrative because they have the opportunity to become Luessen Group customers and benefit from their lower prices, smart meters and the Luessen ecosystem. Users who do not have access to Luessen as an electricity provider can equally benefit from investing in Luessen tokens. Even if they do not have access to Luessen and its services as an electricity provider due to geographical restrictions, they can still benefit from the expected increase in the value of the Luessen token, which is supported by real energy and sustainable renewable energy projects.





With the Luessen platform, they have a reliable mechanism to trade their tokens easily and quickly with other parties who may use the Luessen token directly. More importantly, they will have the opportunity to participate in the Luessen ecosystem, which gives them access to a wide range of energy-related services, products, and investment opportunities.

The Luessen token is classified as a utility. It does not entitle the owner to shares in the Luessen company or to dividends. It allows holders to purchase real energy purchased by Luessen Group on the open market at a lower price than from traditional electricity providers. Other uses of the token will include access to services and products available only to participants in the Luessen ecosystem. The token will also be exchangeable with other holders on the Luessen platform, allowing users to benefit from positive price fluctuations in the value of the token.

The Luessen token will be available on most major cryptocurrency exchanges. The price of the Luessen token will be influenced by market forces and cryptocurrency mechanisms, as well as by global fuel prices. Users will be able to buy and sell the Luessen token in fiat currencies and cryptocurrencies.

The Luessen token will be available to a worldwide audience (except for the restricted countries mentioned in the disclaimer in this whitepaper). A total of 1,000,000,000 Luessen Tokens will be issued. The initial price of the Luessen Token in the Pre-Sale will be lower than the prices of the Main Crowd sale.





THE LUESSEN PLATFORM

In its initial version, the Luessen platform will provide the necessary infrastructure for the transfer of Luessen tokens, which will include trading with other participants and payment for services and products. Initially, these services and products will be limited to direct customers of Luessen who want an easier and cheaper way to pay their electricity bills, and to all holders of Luessen tokens who select investment portfolios from renewable energy projects.

As the project evolves, more services will be made available on the platform, such as access to services, products and investment opportunities from providers that are part of the ecosystem. All of these services are accessible to each participant through a personalized dashboard.

THE LUESSEN WALLET

The Luessen wallet will allow users to purchase Luessen tokens for a number of other cryptocurrencies and fiat. In addition, the wallet will facilitate the transfer and exchange of their Luessen tokens for real energy and all other transfers in the ecosystem, making it an important part of the overall infrastructure. The integration of the wallet with crypto exchanges will allow users to trade freely at any time.

The Luessen Wallet is a blockchain-based web application. It is available for free download on the Luessen Group website. Users can download the wallet after completing the ICO registration process.





After downloading the app, you create an account and get a private key. The private key and password created by the users allows you to access the wallet.

The wallet has a user-friendly and easy-to-use interface. The application is developed with the utmost care and adherence to the strictest security standards. Users do not need to have a bank account to set up a Luessen Wallet account. Since the application is a full-fledged blockchain explorer, users can view their transaction history. This creates a transparent ecosystem that removes the need for accounting. The wallet's addresses are base-32 encoded. Users can view their history of transactions made in their Luessen wallet, which ensures transparency of the transaction flow.

The user interface enables connection and communication with nodes on the Ethereum network. The information displayed on the wallet interface is information received from the nodes.

FUNCTIONS OF THE LUESSEN WALLET

- Multi-asset (compatible with major cryptocurrencies and Luessen token).
- Storage of funds
- Risk-free and fast transactions
- Integration with the Luessen platform and ecosystem





THE OVERALL CONCEPT

By supporting it not only with energy with stable prices, but also with promising renewable energy projects with positive ROI, we ensure the sustainability of Luessen Token. Moreover, due to its expertise in energy trading and the positive return on its investment portfolio, Luessen Group will increase the value of the invested funds by approx. 20%.

The Luessen ecosystem and the Luessen token will provide users with endless opportunities to meet their energy needs - from paying their electricity bills to a wide range of information services, products and investment opportunities available to Luessen token holders at an attractive price. Given the mentioned benefits, we believe that the Luessen token will have an assured minimum threshold for its price as it is backed by real energy and also has the potential to steadily increase in value over time as returns from projects in the renewable energy sector, which is steadily gaining in popularity, may be high.

We are proud of the fact that over the years our company has managed to provide our customers with approximately 20% savings on their investments. The net profit from the Luessen platform is used to buy more energy and invest in more projects, which in turn increases the value of the Luessen token and to further develop the ecosystem by attracting service providers with attractive offers for the community members.

The advantage of using Luessen tokens compared to other cryptocurrencies supported by the site is that users receive a bonus that correlates positively with their initial investment.





The reward system will be staggered - as a simple example, if someone invests 1000 Luessen tokens, he will receive 1% bonus Luessen tokens, while if someone invests 10000 Luessen tokens, he will receive 3%. The maximum bonus provided is 5% for purchases over 20000 Luessen tokens.

PROBLEMS AND SOLUTIONS AT A GLANCE

Problem: Consumers do not have information about their consumption - Electricity suppliers do not provide consumers with comprehensive data and evidence about their energy consumption.

Solution: As the first energy service provider to take advantage of blockchain technology, Luessen will optimize all of its transactions through smart contracts. Information such as detailed statistics on each customer's consumption, the price at which energy was purchased from Luessen, and the current market price will be made publicly available, so there will be no opportunity for Fraud by your electric utility: Consumers do not have to pay more for a higher purchase than their actual energy consumption or overcharge for energy.

Problem: Households, small and medium-sized enterprises generally do not have sufficient funds to benefit from scaling effects on the free market and are therefore forced to buy at the highest possible prices. The same applies to investment opportunities, which in most cases require a minimum investment amount that is too high for smaller consumers.

Solution: By combining the efforts of the community and the expertise of Luessen Group, small consumers can get up to 20% better prices for their investment with Luessen tokens. By pooling resources, investment opportunities become accessible to all.





Problem: Security. The current market structure requires participants to provide a lot of information, some of which is strictly confidential. Naturally, all necessary measures must be taken to protect these resources. Nevertheless, the risk of being hacked can never be completely ruled out.

Solution: The Luessen token is purchased and used through a dedicated blockchain wallet, eliminating the need to transmit valuable personal data that could be stolen. With blockchain technology and smart contracts, there is virtually no risk for the participant.

Problem: Most blockchain projects in all industries are having struggle to maintain the price of their token and fail within a year of their launch.

Solution: By backing the Luessen token with real renewable energy projects for price stability and by investing in renewable energy projects for returns, the Luessen token has a much more sustainable model than the majority of tokens on the market while creating value for its holders.²⁹

Problem: There is no global energy community where participants can get insights from trusted sources and other members on how to optimize their energy use and reduce their costs.

Solution: The Luessen ecosystem will enable information transfer among participants and give people direct access to the extensive knowledge and expertise of an experienced energy supplier and contractor.

²⁹<https://www.coindesk.com/over-half-of-icos-fail-within-4-months-suggests-us-study>





HOW DOES THE LUESSEN PLATFORM WORK?

The Luessen token serves as an exchange currency for energy on the Luessen platform. Therefore, the main purpose of the token is to serve the holders to purchase goods/services, which is why it is classified as a utility token. Initially, users can choose from different investment portfolios and pay their electricity bill if they are customers of the Luessen electricity provider.

Other cryptocurrencies such as BTC and ETH will also be usable on the platform - their value will be adjusted to a dynamic exchange rate that reflects the current market price of Luessen tokens in the respective currency. Users will be able to transfer from BTC to Luessen directly on the Luessen platform at the current daily rate, eliminating the need for cryptocurrency exchanges and making transfers much easier.

Luessen makes it easy for any user to exchange their existing cryptocurrencies or fiat money for the platform's native token. To do so, the user simply sends the desired amount from his cryptocurrency wallet to the corresponding address of his user account at Luessen. The amount received is then automatically converted into Luessen tokens. The user also automatically sees how much energy and in what form Luessen Group is purchasing with his investment. On the part of the user, therefore, no complex procedures are required and no knowledge of dealing with crypto exchanges are required.





THE COMPANY LUESSEN TECHNOLOGY

The project company Luessen Technology has many years of experience in the energy market as an independent electricity provider and energy supplier in Germany and Austria. Already in 2015, they were certified by the Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railway. Since its foundation in 2009, the Luessen Group has set itself the goal of offering SMEs and individuals better energy prices and improving their price structures.

The company was founded entirely with private funds and has achieved excellent financial performance since its inception, with sales and profits increasing annually.

Our headquarter is located in the Netherlands and currently employs over 16 people. The company has subsidiaries in Germany, Luxembourg, Hong Kong, Poland, and the Isle of Man the country of choice for the execution of our ICO and the Luessen project described in this whitepaper. Our network of partners and suppliers, which we have built over the last 14 years, consists of over 5000 external partners.

The turnover of the Luessen Capital Group company in 2021 was approx. 40 mil. EUR. By establishing several important partnerships in the industry, this turnover is expected to increase to more than EUR 1 billion in the coming years.

Thanks to our many years of experience in the energy market, we offer our customers secure investments with top returns.





Over the past few years, we have worked tirelessly on numerous energy efficiency projects and are proud to have successfully developed and integrated the "Smart Meter", a hardware component on a number of systems that not only monitors energy consumption, but also aggregates and analyzes important data to develop tailored solutions for energy optimization of essential production processes.

Smart meters are far superior to conventional power meters, which only need to be checked individually once a year, and offer the possibility of transmitting the data they collect to a central data point. We believe that digitization is the future of the energy sector and that it can offers significant benefits to both consumers and generators that traditional electricity meters cannot. Most notable here is the wealth of opportunities for energy savings:



- Capture and aggregate energy consumption data with broad access to it via mobile devices and computers.
- Full transparency and valuable information about the power consumption of individual devices in households and businesses. Our data analysis based on multiple data inputs over the period of the last few years shows that this information has enabled us to reduce our customers' electricity consumption by 20 to 30%. Some of the measures taken to achieve these figures are:





- Eliminating the consumption of electricity by standby devices.
- Eliminating the so-called "leakage current", which not only increases energy consumption, but also poses the risk of malfunctions that can lead to serious consequences for the property and welfare of its occupants or workers.
- Detection of inefficient processes in electrical equipment and machinery.

Hybrid energy systems developed by Luessen Technology are intended to make consumers independent of energy suppliers in the future. By combining solar and wind technology, this is possible coupled with storage systems and also saves CO2 emissions.





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.

FUTURE DEVELOPMENTS

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.





COMPETITOR ANALYSIS

In recent years, the energy industry has been among the most popular industries for blockchain projects. This is because the technology holds the potential to solve some of the industry's fundamental problems. Several successful ICOs in the energy industry, such as We Power and Restart Energy, have demonstrated promising concepts and achieved their funding goals.

Consequently, the bar for the competition is high. At Luessen, we are aware that only an innovative and value-adding project can succeed in the market. Therefore, we have thoroughly analyzed our competition and identified important aspects where there was still room for improvement.

Below is a table of some of the most successful ICOs in the Energy sector to date:

Competitor	Concept	Funding
WePower	Energy trading platform	Enables an independent marketplace for consumers and producers to trade renewable energy.
Restart Energy	Ecosystem for energy trading	Like WePower, however, also focuses on the efficient use of energy by providing users with analysis tools available to users.
Bittwatt	Matchmaking platform for energy trading	Marketplace for energy, where consumers and producers can trade directly with each other can trade with each other.





Energi Token	Ecosystem that rewards energy-efficient behavior.	Platform uses Artificial Intelligence and Deep Learning models to extract market intelligence for users and reward energy-saving behavior.
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We believe that our project is (currently) unmatched. Most Blockchain projects in the energy sector aim to create an ecosystem for energy trading between producers and consumers (WePower, RestartEnergy, Bittwatt) to eliminate the intermediary in energy trading and thus improve the margins of producers and consumers. Some of the projects aim to create an infrastructure for investment in energy sources (GreenX), which is almost always focused exclusively on renewables oriented. The focus is usually on renewable energy sources because they are politically attractive.

None of the above projects have chosen to back their tokens with a real asset (energy) with a defined market value. Luessen is the first project to implement this idea in the energy market. Several ICOs in other industries have already used real estate or gold to preserve the value of their tokens, also known as "stablecoins." The word "stablecoin" highlights the fact that the underlying physical asset helps prevent sharp fluctuations often seen in other cryptocurrencies. By purchasing real energy, the Luessen token is not only strongly backed by a real asset, but also increases in value when the price of energy rises. In this way, two factors can positively influence the price of the Luessen token - the market price of the energy source on the one hand, and the added value of the ecosystem for its users on the other. In addition, the expected positive ROI of investments in renewable energy projects will further strengthen the token and possibly increase its price over time.





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

Households consume relatively little energy.

In Germany, the average consumption for a household of 4 people is 3,500 kWh per year. Nevertheless, statistics show that the price of energy is seen as the decisive factor in the choice of heat source (oil, gas, electricity) and the choice of electricity provider is considered. In addition, small consumers show great interest in the digitalization of services related to their electricity consumption (e.g. mobile apps to report monthly consumption and obtain valuable data about their electricity consumption).

Although individual small consumers have the lowest electricity consumption per capita, overall they are responsible for the largest share of total electricity consumption.

By using blockchain, Luessen Group will create a transparent ecosystem where consumers will know both their consumption and the prices at which their energy was purchased. In this way, Luessen will ensure that people know they are not being scammed with inflated energy prices.

The synergistic effects of the Luessen ecosystem and the expected high return on investment will provide households with a wide range of benefits that can ultimately lead to better financial performance and appeal to this target group.





To reach individual households, we will use a comprehensive mix of marketing channels - from social media advertising to Email Marketing. The core strategy would be to educate smaller consumers and provide them with free resources on how to effectively optimize their electricity usage. These resources would be used not only to attract new customers, but also to keep Luessen's existing customers up to date on best practices for energy-efficient behaviors and processes:

Videos: The Luessen platform provides users with free informational videos specifically designed for small households or for businesses. The videos are divided into sections and are based on different variables that affect energy consumption, such as the time of year, the type of Energy or the fuel used, and more. Of course, our goal with this content is also to help users further optimize their energy consumption.

eBooks: Like the videos, the e-books are provided free of charge to all Luessen members. Separate e-books for consumers and businesses will educate about the differences between the two audiences and how each can more effectively optimize their energy use. The e-books will complement the videos and provide more in-depth information, supported with illustrations, graphics and statistics.

Quizzes: At the beginning of the customer acquisition funnel are free online quizzes that give visitors the opportunity to test their knowledge. At the end of the quiz, they receive a score based on their answers and a recommendation for that one of our e-books that best suits their individual needs (based on their profile, small consumers or businesses, their average electricity consumption, the fuels they use, etc.).





We will use conventional methods to reach people with low internet affinity:

Print: The traditional approach of giving away flyers and other printed materials is still a viable way to get in touch with potential customers. In this way, we can not only draw attention to the Luessen project, but also further promote our free online materials.

Post: Traditional mail is still a good way to stay in touch with existing customers who cannot be reached via online channels. Especially in Germany and Austria, traditional mail is still widely used by most service providers such as electricity suppliers, telecommunications companies and government institutions.

Small and medium company's

Small and medium-sized enterprises will be the core target group of the Luessen project. Manufacturing companies have a significantly higher per capita consumption than smaller customers. At the same time, companies rely on efficient cost structures, making a partnership with Luessen a highly valued asset.

ICO Investors

Another important target group is general ICO investors who are looking for profitable investment opportunities regardless of the industry the project is in and have little to no interest in purchasing goods or services from the Luessen platform. The main motivation for this target group to buy Luessen tokens is to benefit from the potential increase in the value of the token and thus make profits on the difference, which means that they will sell their tokens sometime after the ICO.





As with the previously mentioned target groups, we plan to reach potential ICO investors through multiple marketing channels, including.

Lead generation landing pages to capture email addresses of potential investors in combination with paid advertising on Google Ads (Search and Display Network), Facebook, Twitter, YouTube, as well as Native Ad Networks on crypto-related websites and crypto forums. By participating in some of the largest and most important crypto events, we can further engage the community of ICO investors and expand our reach globally.





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 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
- Minimum purchase amount: 1 LTE
- Hard Cap: 30.000.000 EUR
- In the phase of pre-sales the bonus is 20%.

Main sale:

- Timeframe: 01.01.2025
- Price: 1 LTE = 0,1 EUR
- Minimum purchase amount: 1 LTE
- Hard Cap: 70.000.000 EUR



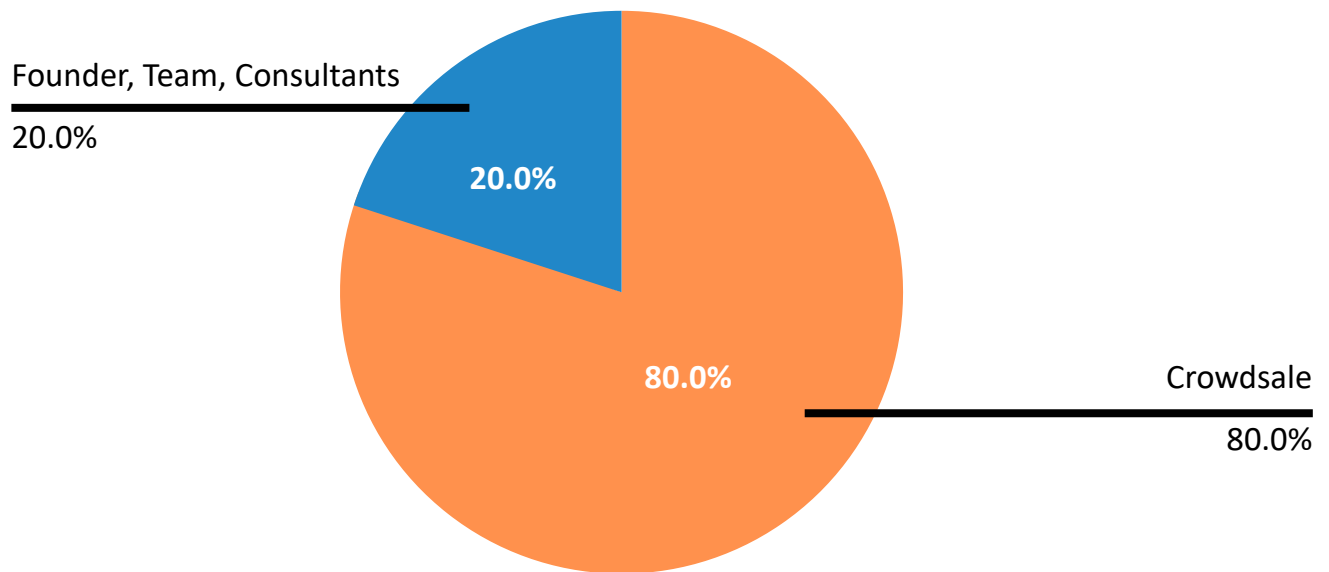


TOKEN AND FUNDS DISTRIBUTION

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:

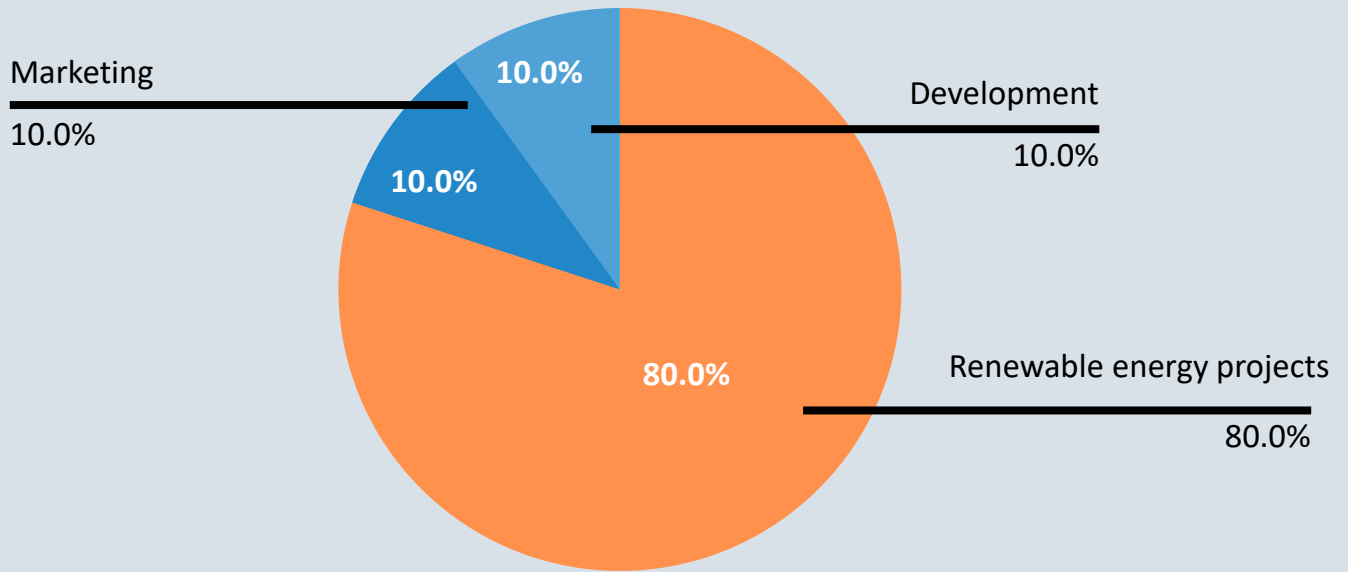


Graphic: Distribution of Luessen tokens issued during the token sale





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	<ul style="list-style-type: none">• 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	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.





Team

Jesse Warren

CEO

Dipl.-Kfm. Michael Opitz

CEO

Rolf Jahn

Project Manager

Sebastian Neumann

Project Manager





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

