

Invest different

Wholesale Filecoin Fund

The opportunity to participate in the
economics of the future of data storage

August 2021



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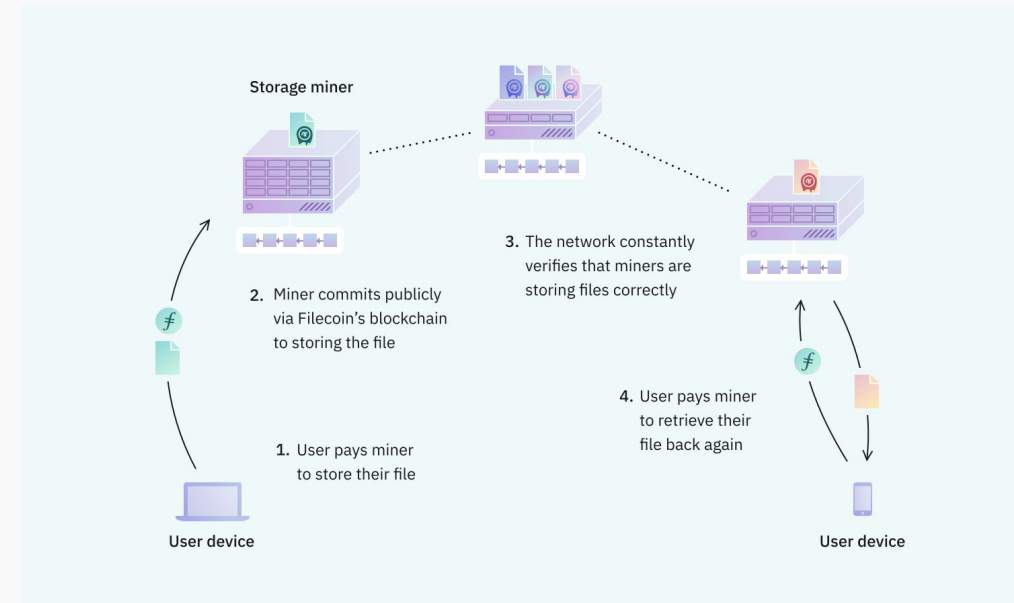
This Document is informational purposes only and is not a solicitation for units in the Fund. Application for units in the Fund can only be made via the Fund's Information Memorandum and Application Form. All information provided herein is qualified in its entirety by reference to such documentation.

Agenda

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01 What is Filecoin?

- Filecoin is a peer-to-peer network that stores files, with built in economic incentives to ensure files are stored reliably over time
- Users pay to store their files on storage provided by storage miners
- Available storage, and the price of that storage, is not controlled by any single company
- Filecoin facilitates open markets for storing and retrieving files that anyone can participate in
- Filecoin includes a blockchain and native cryptocurrency (FIL). Storage miners earn FIL for storing files
- Filecoin's blockchain records transactions to send and receive FIL, along with proofs from storage miners that they are storing files correctly



Key Differentiator - ESG Positive

Bitcoin's proof-of-work consensus generates a negative social externality: **burning electricity**

Filecoin's proof structure, has a consensus mechanism that yields a positive social externality: creating **data storage**

02 Why use Filecoin for storage?

- Filecoin enables users to store their files at hyper competitive prices and verify that their files are being stored correctly
- Instead of having a single point of control, Filecoin can remove the corporation, reducing the risk of censorship by a corporation and services vulnerability to denial of service attacks.
- It is a trustless infrastructure that allows users to have ownership and reclaim control of their data.
- Users can choose their preferred trade off between cost, redundancy, and speed by selecting their miner whose storage offer is best suited to their needs.
- Applications that implement Filecoin can negotiate storage with any miner on the network
- Available storage, and the price of that storage, is not controlled by any single company
- At any time, users can verify that their files are being stored correctly by looking at proofs on Filecoin's blockchain

03 Filecoin vs Incumbents



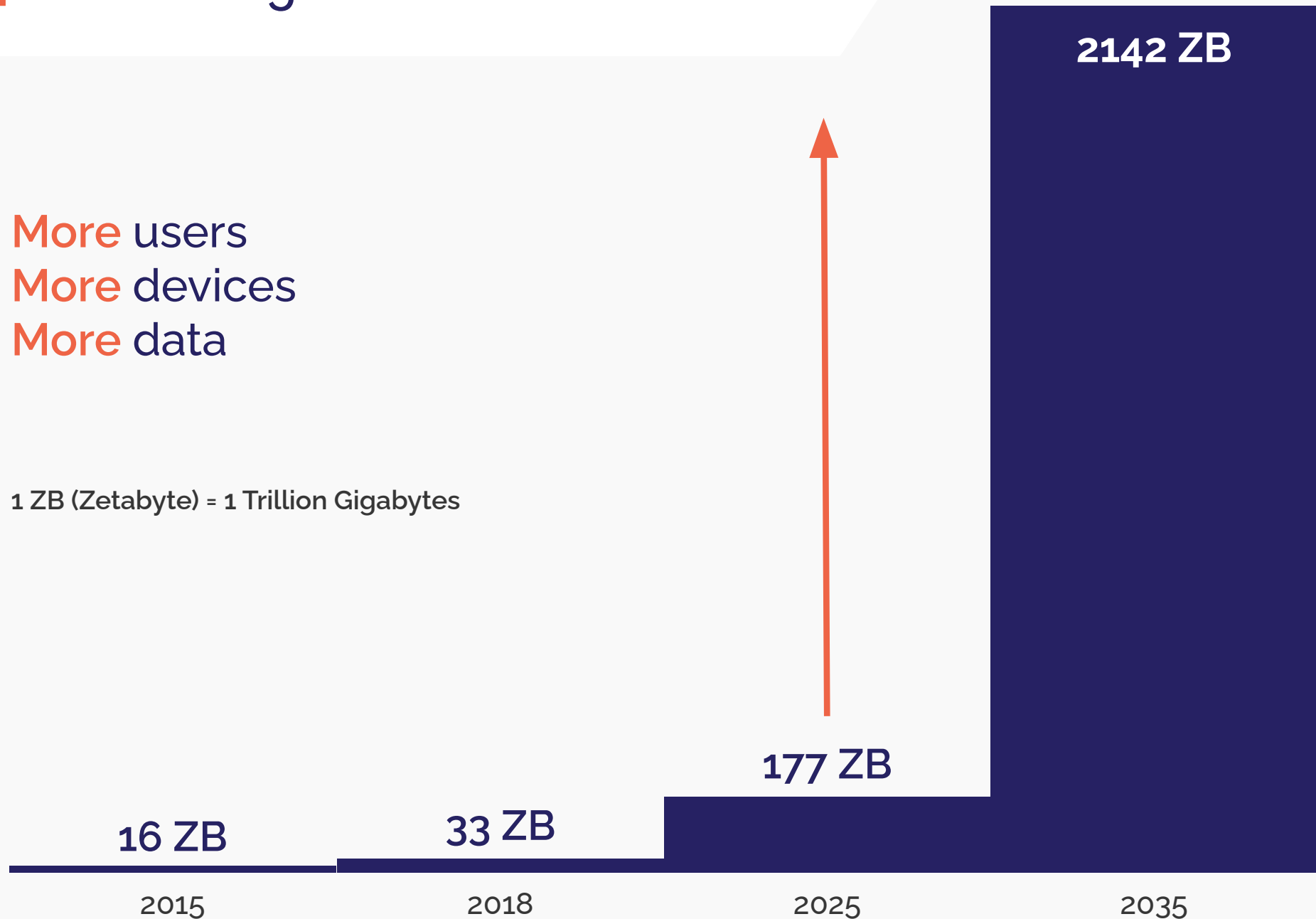
	Filecoin	Amazon S3, Google Cloud Storage
Main use case	Storing files at hyper competitive prices	Storing files using a familiar, widely-supported service
Pricing	Determined by a hypercompetitive open market	Set by corporate pricing departments
Centralization	Many small, independent storage providers	A handful of large companies
Reliability stats	Independently checked by the network and publicly verifiable	Companies self-report their own stats
API	Applications can access all storage providers using the Filecoin protocol	Applications must implement a different API for each storage provider
Retrieval	Competitive market for retrieving files	Typically more expensive than storing files to lock users in
Fault handling	If a file is lost, the user is refunded automatically by the network	Companies can offer users credit if files are lost or unavailable
Support	If something goes wrong, the Filecoin protocol determines what happens without human intervention	If something goes wrong, users contact the support help desk to seek resolution
Physical location	Miners located anywhere in the world	Limited to where provider's data centres are located
Becoming a storage provider	Low barrier to entry for storage providers (computer, hard drive, internet connection)	High barrier to entry for storage providers (legal agreements, marketing, support staff)

04 The next generation of data



More users
More devices
More data

1 ZB (Zetabyte) = 1 Trillion Gigabytes



05 The Potential



Today we live in a Centralised world

- Today, the world stores all of its data in a centralized way with AWS, Azure or Google Cloud
- Combined, this represents less than a Zettabyte of data, and market cap of \$1.5Trillion
- Data storage is expected to grow significantly

There is a better way

- Decentralized storage that is more efficient, inclusive and robust
- Juan Benet, Founder of Filecoin, is building the next-generation marketplace for data storage and retrieval

The potential

- We believe in the next decade the world will shift from centralised to decentralised storage
- In a world where developers and users own their data, innovation is likely to accelerate at a faster pace

o6 The Network Effect

- For the protocol to be successful a **substantial network effect** needs to be bootstrapped.
- Protocol Labs initially raised **US\$257m** for the first phase network rollout incentivising storage providers (or miners) to build on the network. Sequoia Capital, Andreessen Horowitz, Union Square Ventures, and Winklevoss Capital were among the early backers.
- The **crypto economic incentives** to encourage the phased development of the network are **material** and layed out in advance, and modelled off the principals of the Bitcoin protocol
- Approximately 450 million Filecoin block rewards will be earned by storage providers over the next five years for providing storage to the network. At the current FIL price (US\$100) this amounts to **AUD\$34 billion dollars**.
- In the next phase, storage providers earn **10 times** the Filecoin block reward for bringing verified clients onto the network. **Enterprise storage solutions, like Holon's** have the potential to further materially enhance the economics of our solution.
- Protocol Labs and the Filecoin Foundation is aiming to have **1,000 times more storage** than all the current cloud providers combined. Our forecasts on autonomy alone is likely to absorb this storage capacity.



07 The Holon and Filecoin Story

- In 2016, Heath Behncke the Managing Director of Holon, identified the achilles heal of the near unassailable economics of the Mega Cap 7 (Apple, Alibaba, Amazon, Google, Microsoft, Facebook, Tencent) was rooted in the shift to participants “owning their data” as opposed to a third-party closed platform.
- It was apparent to Heath at the time that the Filecoin protocol had the potential to solve the issue of data privacy for the internet and that it had the potential to rearrange the way that the internet works, while creating an open **commodity market** in data storage and retrieval.
- The FIL price will capture the economic benefits of re-organising the internet to be self-sovereign (the original intention), faster and cheaper, and in a world where data will grow **exponentially**.
- Heath arranged a syndicate of the early investors in Holon to participate in the Initial Coin Offering of Filecoin in 2017. The initial assets acquired by the syndicate (**AUD \$4.1m in FIL**) are being lent to Holon to participate in the build out on the Filecoin network.
- The terms between the syndicate and Holon are identical to those being proposed for the Fund. The syndicate, with Heath being the largest participant by a material margin, has lent their assets to Holon in exactly the same operating environment as the Fund. The Syndicate and the Fund are completely aligned.

o8 The Holon Filecoin opportunity



Trust Name	Holon Wholesale Filecoin Fund
Trustee	Boutique Capital
Manager	Holon Global Asset Management Limited
Term	5 years
Fee	0% p.a.
Liquidity	Illiquid, 5 year fixed term from close of the capital raise
Extensions	Two, one year extensions to manage sequencing risk
Unit pricing	Monthly unit pricing
Return	100% fixed rate of return paid in FIL at maturity
Distributions	There are no distributions, return is paid at maturity
Maximum capital raise	\$25 million AUD
Minimum investment	\$20,000
Use of FIL	Holon will use the assets of the fund as collateral in the provision of storage capacity to facilitate the growth in the decentralised cloud storage network.

09 The Holon Filecoin mining operation

Gemini (Digital Asset Custody)

- World leading Digital Asset custody provider
- Segregated accounts minimising risk exposure
- Transactions and withdrawal limits set low to minimise risk

Data Centre (Physical location)

- Multi-stage access restrictions to the data centre (no access without an approved ticket)
- 100% uptime on power in Airtrunk Service Level Agreement
- Full redundancy on internet providers for 100% uptime

Firewall (Gateway into the IT infrastructure)

- Restricted access to c-suite and senior engineers only
- Geo restricted access/exit of communication

Data Storage (where the Data Sectors & FIL are stored)

- Dual controller with automatic failover (High Availability) design
- All storage employs redundancy that allows for multiple, simultaneous drive failure
- Only c-suite has access to the root password of the storage system

Staff Management

- Segregation of roles and access ensuring staff do not have control over the entire operation.

10 The Risks



Risk	Discussion
Price of FIL	FIL has a short trading history and is in its very early days of trading. There is a risk that the protocol may not gain traction over time and at the maturity of the Fund, the price of FIL is below what it is when the Fund commences.
Protocol risk	There is a risk that the protocol does not work as intended and that the Filecoin network does not exist in the future.
Collateral risk	The FIL in the Fund is going to be used as collateral in Holon's mining operation. There is a risk that Holon has not developed a robust operating environment and that the mining system might fail, putting the FIL at risk.
Network effect	The future value of the price of FIL is dependent on developers, miners and users embracing Filecoin. If the network effect doesn't continue to build the value of FIL may decline.
Potential loss	There is a risk that you may lose your total investment in the fund and it be worthless at maturity.



About

We are a next generation, international fund management team that looks beyond traditional public markets to understand how innovation and disruption can benefit us in the future.

Further information

Rory Scott

Head of Asset Management
rory@holon.investments
0414 399 441

Peter Titley

Head of Distribution - Australia
peter@holon.investments
0403 554 244

www.holon.investments
hello@holon.investments
Office 18, Level 2, Lawson Place,
165-167 Phillip St,
Sydney NSW 2000
+61 414 259 013