

GRES · BRAND MANIFESTO



Capital with a destination.

Purpose and performance were never opposites.

HUMAN · OPTIMISTIC · SIMPLE · BUILT TO LAST

Capital with a *destination*.

Most capital is indifferent to what it builds. It asks one question: how much does it return? And looks no further. The street it shapes, the people who live there, the world it leaves behind: none of that enters the equation.

We think that's an incomplete question. And answering it fully is not a sacrifice. It's an advantage.

Purpose and performance were *never opposites*.

GRES is the capital partner to the businesses building places worth living in, and building them well.

We don't choose between returns and meaning. Efficiency, technology, and a clear view of where the world is going position us to pursue stronger returns with a far smaller footprint. The future isn't the expensive option anymore. Done right, it's the better one.

That's the whole thesis: the businesses aligned with where the planet and the new generations are heading are not the charitable bet. They're the sound one.

To us, generational wealth means two things: lasting wealth for those who hold GRES, and a lasting world for the generations after us.

Our *filter*.

We're not defined by a single kind of asset. We're defined by a question we ask of every opportunity:

Is this a solid, profitable business, where real estate is fundamental to the operation, and is it building for the future of the planet and the generations who'll inherit it?

That's the filter. It lets in planned neighborhoods and sustainable buildings. Hotels and short-stay operations that create real experience. Sustainable farming. Carbon. Solar. Any business where land and property are the foundation, and the future is the direction.

Not every green label belongs here, and not every grey one is excluded. What matters is whether the impact is real and the business stands on its own.

These aren't line items on a balance sheet. They're places where people live, work, gather, and grow. If it's built to last, for the people in it, for its investors, and for the world, it belongs in the portfolio.

A *way in.*

The high-value world of global real estate was, for a long time, reserved for institutions and family offices. We open it.

When you hold GRES, you hold a share of that world: borderless, liquid, and aligned with what you actually believe in. Your capital lands somewhere real. Somewhere you'd be proud to point to and say: I helped build that.

Because the instinct that makes you choose the brands you trust and the causes you stand for can move your capital, too. Investing and supporting were never meant to be different things.

Three Gs, one block.

Our name is built on three ideas, the three Gs that form our mark, held together because we are digital-first.

G

Generational

What we back has impact beyond the financial: the planet, and the generations who'll inherit it.

G

Global

We reach where others can't. We bring anyone, anywhere, to the high-alpha table.

G

Governed

Blockchain isn't only operational efficiency. It's transparency and accountability, built in.

GRES. Capital with a destination.

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