



PERFORMANCE ONE

WORLD

DUBAI

WHITE PAPER

# PERFORMANCE ONE WORLD



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Ladies and gentlemen, it's a pleasure to present to you a very special investment opportunity.

When the Performance One Luxury Car Rental Company was founded in 2020, nobody could have imagined how this business model would develop. It was clear that Dubai has experienced an immense upswing as a destination for many rich and famous people, but also for business people, and is still growing. This means that demand for cars in the luxury segment continues unabated. What began as a luxury rental company has now grown to include not only car rental, but also professional importing from Europe and selling in Dubai.

In summary, it can be said that Performance One is already one of the largest and most established companies in the luxury car sector in Dubai. We are therefore operating in the area of an established company in the Real World Asset segment.

In the course of our work to date, we have observed that the business activities of the companies based in Dubai have always been separate. There are car rental companies, there are car sales companies and a few providers in the storage sector. So far, everything has been separate.

Performance One is now planning to merge all segments. The aim is to offer both: The luxury car rental segment and the possibility of purchasing luxury vehicles under one roof for the discerning clientele. In addition, these vehicles will also be stored and serviced. In the medium term, cafés, restaurants and established car brands are also to be united under this roof. The vision is to establish this concept throughout the UAE and beyond.

# WHY PERFORMANCE ONE?



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Investing in the PERFORMANCE ONE token offers the opportunity to become part of an established luxury automotive company that offers both exclusive access to premium services and benefits from a growing global market. With innovative uses, strong market presence and expansion plans, the token promises both exclusive benefits for customers and potential returns for investors.

Since 2020 Performance One has been offering exclusive luxury cars to discerning customers from all over the world. Whether you want to rent a vehicle to glide through the streets of Dubai or are looking for your next dream car, we can fulfill your wishes. Our vehicles are handpicked to meet the highest standards and offer unparalleled elegance and performance.

Performance One in Dubai has all the necessary legal and administrative approvals to smoothly run its operations in the luxury automotive sector. With an experienced team and qualified back-office staff, the company ensures that all operations are handled efficiently and professionally to meet the highest demands of its exclusive clientele. Almost AED 20.000.000,00 has been invested in the past.

With these prerequisites, Performance One has developed into one of the leading providers in the luxury car segment in Dubai. The combination of legal security, comprehensive know-how and a dedicated team makes it possible to meet the exclusive demands of customers both at home and abroad.

Working in the luxury automotive market, especially for an established company like Performance One, naturally requires complex tools to meet the high expectations. This includes not only legal approvals and operational know-how, but also specialized strategies in customer service, financial management and marketing. These tools ensure success in such a demanding market and make it possible to stand out from the competition.





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# DESCRIPTION OF THE MARKET

Dubai has developed into one of the most dynamic and competitive markets in the world in recent decades. The city offers a strategic geographical location as a gateway between Asia, Europe and Africa, making it a major trading center. The Dubai market is primarily characterized by diversification and goes beyond traditional industries such as oil and gas.

Main features of the Dubai market:

The automotive market in Dubai is very dynamic and diverse. Dubai is known for its preference for luxury cars and high-end vehicles. It is one of the largest markets for luxury brands such as Mercedes Benz, Ferrari, Lamborghini, and Rolls-Royce. Due to the high standard of living and purchasing power of the population, as well as the city's status as a global trade center, the demand for luxury vehicles is strong.

In addition to luxury cars, there is also a growing market for used cars, as many expats buy and sell vehicles before they leave or newly arrive in the country.

Dubai is also an important hub for the re-export of cars to the surrounding markets in the Middle East.

The luxury car rental market in Dubai is extremely vibrant and popular, especially among tourists and business travelers who want to experience a certain lifestyle. There are numerous companies offering a wide range of luxury vehicles for rent, from sports cars such as Ferrari and Lamborghini to high-end SUVs such as Range Rover and Bentley.



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# DESCRIPTION OF THE MARKET

The demand for luxury vehicles for rent is driven by several factors. Firstly, Dubai attracts many wealthy tourists who want to travel in luxury during their stay. Secondly, many businesses and events in the city provide opportunities to showcase these vehicles.

Dubai attracts millions of tourists every year. In 2023, Dubai reached around 14.36 million international visitors, which continues to make the city one of the world's leading destinations. This number has recovered quickly after the COVID-19 pandemic, and Dubai remains a popular hotspot for tourists from all over the world traveling for both leisure and business. Major attractions such as the Burj Khalifa, luxury shopping malls, beaches and cultural events contribute significantly to this number of tourists.

Dubai is also known for its impressive hotel landscape and has over 180 five-star hotels that are characterized by luxury, design and first-class service. With this large number of luxury accommodations, Dubai is one of the cities with the most five-star hotels in the world. It is regularly in the top five cities with the highest density of luxury accommodation, making it one of the leading destinations for luxury travel. Few cities, such as London or Paris, compete at this level in terms of the number and quality of five-star hotels. Last year, Dubai recorded strong economic growth. The city achieved a gross domestic product (GDP) of around AED 507 billion (approximately USD 138 billion) in 2023, with key sectors such as trade, tourism, real estate, financial services and transportation contributing significantly to this performance.



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# DESCRIPTION OF THE MARKET

The tourism industry in particular recovered after the pandemic, and the real estate and construction industries benefited from continued investment in infrastructure projects.

The automotive sector in Dubai remains strong and diverse. In 2023, the market was characterized by high sales of luxury vehicles and SUVs. In particular, demand for luxury and high-end cars remains very high due to the high purchasing power of the population and the growing tourism sector. A significant part of the automotive business in Dubai is the re-export of vehicles to other countries in the Middle East, Asia and Africa. Many of the imported vehicles are sold on to other markets via Dubai, making the city an important hub in the global car trade.

The automotive industry generated several billion US dollars in sales in Dubai in 2023, with luxury car rental and sales playing a key role.

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# DESCRIPTION OF THE BUSINESS MODEL



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Performance One World has established itself as a leading provider of luxury car rental and trading services in Dubai. The company offers a first-class selection of exclusive vehicles that are available for both purchase and rental. With a focus on premium brands such as Ferrari, Lamborghini, Rolls-Royce and Bentley, Performance One World caters to the needs of the most discerning customers.

In addition to the rental of luxury cars, Performance One World also specializes in the purchase and sale of exclusive vehicles. The company's many years of experience and extensive network enable it to search for the best luxury vehicles worldwide and import them to Dubai.

Performance One World, an established luxury car rental and luxury car buying and selling company in Dubai, is planning an exciting expansion of its business. The company will not only continue its existing high-end car rental and trading services, but will also offer a new comprehensive concept for luxury car owners.

In future, **Performance One World** will also take over the storage and complete servicing of luxury vehicles in order to offer customers an all-round carefree solution for their exclusive automobiles. This new offering includes not only the safe and first-class storage of luxury vehicles, but also maintenance and repair services at the highest level.

The planned concept also includes the integration of restaurants and high-quality shopping facilities to offer visitors a unique experience. Customers can dine in a luxurious atmosphere while waiting for their vehicles or view their future vehicles.



# PERFORMANCE ONE   TOKEN — DUBAI —



# PERFORMANCE ONE TOKEN

Token quantity:	1.000.000.000
Issue price:	0,10 \$ per Token
Planned listing:	by 31.12.2027
Planned listing:	on the leading exchanges, e.g. Binance, Kraken, KuCoin etc.
Segment:	Real World Asset
Issue start date:	November 2024
Planned sale:	200,000,000 Units for the first
Start price:	0,10 \$ per Token
Price 31.12.2024:	0,20 \$ per Token
Purchase:	App & Web, Android & iOS
Planned price at IPO:	0,80 \$ per Token



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# VALUE OF A TOKEN



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The value of a token is created by a combination of different factors that influence supply and demand. Here are some of the most important factors:

## 1. Supply and demand:

As with any other commodity or currency, the price of a token is strongly determined by supply and demand. If the demand for a token is high but the supply is limited, the value of the token increases. Performance One limits the issue of its tokens to 200 million units, i.e. a maximum of € 20 million.

## 2. Benefit and use case (utility):

The value of a token depends on how useful it is. If a token has a clear function or practical use, such as access to a platform or service, it will be more in demand, which increases its value. Performance One is planning special offers for token holders. See the section "Performance One World VIP".

## 3. Scarcity:

If a token is limited in its total quantity, this can increase its value. Similar to Bitcoin, where the maximum number is capped at 21 million, scarcity often increases value, especially if demand remains high. Performance One limits the issuance of its tokens in the first step to 200 million, i.e. a maximum of € 20 million.

# VALUE OF A TOKEN



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## 4. Market sentiment and speculation:

The perception of a token on the market, investor confidence and speculative activity can strongly influence the price. Positive news about the project or the crypto market in general can lead to a price increase, while negative reports can reduce the value. Performance One is located in one of the most sought-after "real world asset" segments. In addition, the listing will take place on the large and established exchanges such as Binance, Kraken, etc.

## 5. Technological basis:

The technology on which the token is based (e.g. the blockchain, security, transaction speed) plays a major role. A stable and secure network that scales well attracts more users and investors, which can increase the value of the token. See point "Technical implementation".

## 6. Regulatory framework conditions:

Laws and regulations in the various countries in which the token is traded can have a significant impact on its value. A positive regulatory environment can strengthen confidence in the token, while restrictive measures can lead to a loss in value.

## 7. Team and project development:

The success of a token also depends on the team behind the project. An experienced and capable team that continuously develops the project and introduces new features or partnerships can increase the value of the token. Performance One is an established company for over 4 years with more than 25 years of international management experience.

# VALUE OF A TOKEN

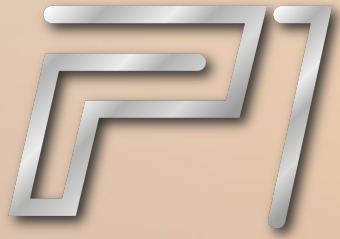
## 8. Liquidity:

How easily a token can be bought and sold also has an impact on its value. Tokens that are traded on large and well-known exchanges tend to have a higher value because they are more easily accessible to more people. Performance One is a company that has been established for years and has a steady and high cash flow.

All of these factors together influence the price and therefore the value of a token. It is important to understand that token prices are usually very volatile and are influenced by many external forces. The advantage of Performance One is clearly to be seen in the fact that it is a successful company from the real world asset sector that has been established for years.



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# PERFORMANCE ONE WORLD VIP



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Special benefits are planned for token holders as part of the Performance One Utility Token Program.

The Performance One Group will issue special vouchers and discounts and vouchers to holders of Performance One Utility Tokens. These vouchers will be allocated to token holders via the Performance One app. These may look like the following examples.

## Performance One Car Rental

- Free Days for Rental Cars
- First Serve for Cars
- Special delivery and full service package
- No Deposit
- Fines included

## Performance One Car Sales

- Discount on purchase Price
- First refusal for special Cars (Ferrari, Lamborghini, Mercedes)
- Special Maintenance package
- Special Garanty package
- Access for Storage Place

## Performance One Car Storage

- First serve for Storage places
- Full Maintenance Package
- Insurance package
- Safety package
- 24 hours Entrance
- 24 hours delivery and taking service
- Entrance to VIP Lounge "Champagner Box"

# PERFORMANCE ONE SPECIAL VIP

## **Invitation for special Events**

- F.e. Formula 1 VIP Tickets
- Closed presentations for Ferrari and Lamborghini Events

## **Worldwide VIP Service for Private Jet**

- Access and booking Service Worldwide

## **Special Concierge Service in Dubai**

- Events
- Restaurants
- Flowers Service „Garden Flowers“



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# PERFORMANCE ONE WORLD VIP



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The Performance One token could be of interest to many investors and car enthusiasts for several reasons:

**1. Exclusive access to the world of luxury automobiles:**

If the token can be used specifically for access to luxury vehicles, premium services such as vehicle rental or even VIP events in the luxury car industry, it will be particularly attractive to wealthy customers. It could also offer benefits such as discounts or priority bookings.

**2. Innovative use in the automotive sector:**

A token specifically designed for the luxury car market could be used in various areas, such as car rental, car purchasing or even exclusive services related to luxury vehicles. This specialized area of use could attract many who are active in this niche market.

**3. Trustworthiness through an established company:**

As Performance One has already been established in the luxury automotive sector in Dubai for several years, this could create confidence among potential investors. The association of a token with an experienced and well-known company could reduce risk and make the token appear safer to investors.

**4. Potential for international reach:**

Performance One is already targeting high net worth clients at home and abroad. A token could enable the company to expand its reach and reach a global audience interested in the exclusive offers that can only be accessed by holding the token.

# PERFORMANCE ONE WORLD VIP



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## 5. Integration into future projects:

If the token is integrated into Performance One's future expansion plans - such as the planned expansion of its offering to include storage and full service for luxury vehicles as well as restaurants and shopping opportunities - this could increase its appeal. The token could become a central element of the entire ecosystem, making it even more valuable.

## 6. Speculative investment:

Many investors are also interested in tokens that could potentially increase in value. As the token may be closely linked to the growing luxury car market and Performance One's expansion plans, it could be of interest to investors who are betting on the company's positive development.

## 7. Support through blockchain technology:

A blockchain-based token offers the advantage of transparency, security and traceability. This could be a decisive advantage, especially when renting or trading in high-priced luxury cars, as transactions can be carried out securely and efficiently.

In summary, the Performance One World Token offers a mixture of exclusive benefits, technological progress and trust in an established company. This makes it attractive for both customers and investors.

# PERFORMANCE ONE WORLD PLANNING

The capital generated by the placement of the tokens will be invested in the areas of luxury car rental, the purchase and sale of luxury cars and the planning and implementation of Performance One World.

The following plans are envisaged:

Investment in luxury car rental:

- € 4,000,000.00 to € 6,000,000.00

Income statement					
Rental income					
G63 MB		91.902,50		148.750,00	
G63 W		69.071,75		123.750,00	
G63 M		95.510,75		199.750,00	
RS Q 3		31.790,00		57.500,00	
RR Voque		84.055,25		198.750,00	
RR SVR		60.525,75		137.250,00	
URUS B		112.595,25		257.500,00	
URUS G		118.143,00		280.000,00	
Revenue 3. vehicles		50.000,00			
		713.594,25	100%	1.403.250,00	50,9%
Costs					
Insurance		60.387,50			
Warranty (maintenance and wear)		96.250,00			
Other maintenance		24.155,00			
License		3.905,00			
Office		11.000,00			
Miscellaneous		12.500,00			
Salaries		120.000,00			
		328.197,50	46,0%		
Surplus		385.396,75	54,0%		27,5%

# PERFORMANCE ONE WORLD PLANNING



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Investment in luxury car dealership:

- € 8,000,000.00 to € 10,000,000.00

Trade revenue						
G 63 Brabus		475.000,00	89%	325.000,00		
G63		259.394,14	89%	200.000,00		
G 63 Brabus		475.000,00	89%			
G63		259.394,14	89%			
G 63 Brabus		475.000,00	89%			
G63		259.394,14	89%			
		2.203.182,43	100%	525.000,00	23,8%	419,7%
Costs						
Transport airplane 2 days Fully insured	6			75.000,00		
Sale Commission	10%	220.318,24				
License		6.057,50				
Office		3.000,00				
Miscellaneous		10.000,00				
Salaries		120.000,00				
		434.375,74	20%			
Surplus		1.768.806,69	80%	337%		



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# PERFORMANCE ONE WORLD PLANNED USE OF FUNDS

Performance One is operating in the area of an established company in the Real World Asset segment. We have observed, that there are car rental companies, there are car sales companies and a few providers in the storage sector in Dubai in the luxury car segment. So far, everything has been separated.

Performance One is now planning to merge all segments. The aim is to offer both the luxury car rental segment and the possibility of purchasing luxury vehicles under one roof for the discerning clientele. In addition, these vehicles will also be stored and serviced. In the medium term, cafés, restaurants and established car brands are also to be united under this roof. The vision is to establish this concept throughout the UAE and beyond. In order to achieve this goal, the use of funds in the first phase is planned as follows.

Planned funds to be invested

Planned use of funds: \$ 20,000,000.00

Planned Investment in the luxury car rental sector: \$ 4,000,000.00 to \$ 6,000,000.00

Planned Investment in the luxury car trade sector: \$ 8,000,000.00 to \$ 10,000,000.00

Planned Investment in the luxury car storage sector: \$ 2,000,000.00 to \$ 5,000,000.00

Marketing and operating costs: \$ 1,000,000 to \$ 4,000,000.00

**Important:** This is a planned use of funds. The funds can vary within the budgets or be used in other ways according to requirements.







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ONE **TOKEN**  
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# TECHNICAL IMPLEMENTATION

The ERC-20 token standard is a technical standard that describes smart contracts on the Ethereum blockchain to create fungible (equivalent and exchangeable) tokens. ERC-20 tokens behave like a digital currency that can be traded against other ERC-20 tokens or cryptocurrencies. It is planned to program the Performance One token based on the ERC-20 token standard.

The main functions of an ERC-20 token:

An ERC-20 token requires certain basic functions that enable it to be used in various applications. The most important functions and properties are

1. `totalSupply``: Indicates the total quantity of tokens in circulation.
2. `balanceOf(address owner)``: Displays the current token balance of a specific account.
3. `transfer(address recipient, uint amount)``: Transfers a certain number of tokens from one address to another.
4. ``transferFrom(address sender, address recipient, uint amount)``: Transfers tokens from a sender to a recipient if the sender has given prior authorization.
5. ``approve(address spender, uint amount)``: Gives a third party (e.g. a smart contract) permission to use a certain amount of tokens.
6. ``allowance(address owner, address donor)``: Shows the remaining amount of tokens that a third party may still use after an authorization.

# TECHNICAL IMPLEMENTATION

## 1. Smart Contract on Solidity:

An ERC-20 token is typically implemented in the Solidity programming language. The minimum implementation could look like this:

```
```solidity
// SPDX-License-Identifier: MIT
pragma solidity ^0.8.0;
contract MyERC20Token {
    string public name = "MyToken";
    string public symbol = "MTK";
    uint8 public decimals = 18;
    uint256 public totalSupply;
    mapping(address => uint256) public balanceOf;
    mapping(address => mapping(address => uint256)) public allowance;
    event Transfer(address indexed from, address indexed to, uint256 value);
    event Approval(address indexed owner, address indexed spender, uint256 value);
}
```



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# TECHNICAL IMPLEMENTATION

```
constructor(uint256 _initialSupply) {
    totalSupply = _initialSupply * (10 ** uint256(decimals));
    balanceOf[msg.sender] = totalSupply;
}
function transfer(address _to, uint256 _value) public returns (bool success) {
    require(balanceOf[msg.sender] >= _value, "Insufficient balance");
    balanceOf[msg.sender] -= _value;
    balanceOf[_to] += _value;
    emit Transfer(msg.sender, _to, _value);
    return true;
}
function approve(address _spender, uint256 _value) public returns (bool success) {
    allowance[msg.sender][_spender] = _value;
    emit Approval(msg.sender, _spender, _value);
    return true;
}
```



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ONE TOKEN  
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# TECHNICAL IMPLEMENTATION

```
}  
function transferFrom(address _from, address _to, uint256 _value) public returns (bool success) {  
    require(_value <= balanceOf[_from], "Insufficient balance");  
    require(_value <= allowance[_from][msg.sender], "Allowance exceeded");  
    balanceOf[_from] -= _value;  
    balanceOf[_to] += _value;  
    allowance[_from][msg.sender] -= _value;  
    emit Transfer(_from, _to, _value);  
    return true;  
}  
}
```



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# TECHNICAL IMPLEMENTATION

## 2. Explanation of the code:

### Variables:

- ``name``, ``symbol``, ``decimals``: These variables describe the token name, the symbol (abbreviation) and the number of decimal places to define smaller units of the token.
- ``totalSupply``: The total number of tokens that will ever be created. This is defined in the constructor.
- ``balanceOf``: A mapping data structure that stores the token stocks of the individual addresses.
- ``allowance``: Another mapping data structure that stores how many tokens a particular address is allowed to transmit on behalf of another account.
  
- **Constructor:**
  - The constructor is executed when the smart contract is created. Here, the entire initial token quantity is issued to the creator of the contract (the ``msg.sender``).
- **Functions:**
  - ``transfer``: This function makes it possible to send tokens directly from the sender's address (``msg.sender``) to a recipient address.
  - ``approve``: Gives a third party permission to send a certain amount of tokens on behalf of the token holder.
  - ``transferFrom``: This function transfers tokens from one account to another based on a previously granted permission.



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# TECHNICAL IMPLEMENTATION

## - Events:

- `Transfer`: This event is triggered when tokens are transferred from one account to another.
- `Approval`: This event is triggered when an authorization (permission) is granted for a third party to send tokens.

## Deployment steps:

### 1. Testnet environment:

Before the smart contract is made available on the mainnet, it should be tested in a test network such as Rinkeby or Goerli.

### 2. Provision of the contract:

You can upload the ERC-20 smart contract to the blockchain using a tool such as Remix, an online IDE for Ethereum.

### 3. Connection to wallets and exchanges:

Once deployed, the token can be added to wallets such as MetaMask and listed on exchanges that support ERC-20.

## Summary:

The implementation of an ERC-20 token includes the definition of basic functions such as transfers, approvals and setting the total amount. The smart contract manages the entire token system and ensures that all transactions are processed trustlessly and securely via the Ethereum blockchain.

# RISK WARNINGS

Here are some typical risk warnings. They do not claim to be exhaustive.

## 1. Market volatility:

Cryptocurrencies and tokens are exposed to extremely volatile markets. The value of the token can fluctuate significantly depending on market conditions, demand and other factors. Investors should be aware of the possibility that they could lose some or even all of their investment.

## 2. Regulatory uncertainties:

The legal situation of cryptocurrencies and tokens can change depending on the country and region. Future regulations could restrict or completely prohibit the trading, possession or use of the token. This may have a negative impact on the value and usability of the token.

## 3. Technological risk:

Blockchain and smart contract technologies are relatively new and subject to constant change. Technical errors, hacking attacks or vulnerabilities in the underlying technology could lead to losses or render the token unusable. The programming of the token's blockchain has also not yet been completed.



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# RISK WARNINGS



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## 4. Lack of liquidity:

There is no guarantee that the token will be listed on an exchange or that it will be sufficiently liquid. As a result, it may be difficult to buy or sell the token, which increases the risk for investors of not being able to realize their investment at a desired time or price.

## 5. Competition and market risk:

The crypto market is highly competitive and new projects are constantly appearing. The project behind the token could lose market share to competitors, which could have a negative impact on the success and value of the token.

## 6. Dependence on team and project development:

The success of the project depends heavily on the founding team and its ability to successfully implement the project. Unforeseen events such as team changes or financial difficulties can jeopardize the project.

## 7. Cyber attacks and security risks:

Token projects are exposed to potential threats from cyber attacks and security vulnerabilities. Hackers could try to steal the token, manipulate the blockchain or misuse personal information.



# RISK WARNINGS



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ONE **TOKEN**  
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## 8. Economic and political risks:

Economic or political events such as recessions, inflation or geopolitical conflicts could have a negative impact on the crypto market and the token. Such external factors are beyond the control of the project and may have unforeseen effects.

## 9. Lack of investment guarantee:

Investments in tokens and cryptocurrencies are speculative and there is no guarantee of future profits. Investors should be aware of the possibility of a total loss and only invest capital that they can bear to lose.

## 10. Tax uncertainty:

The tax treatment of cryptocurrencies can be complex and country-dependent. There is a risk that unforeseen tax obligations may arise that affect investors.

These risk warnings are important in order to inform potential investors transparently about possible dangers and uncertainties in connection with the token project.

# Why Performance One Token?

Investing in the PERFORMANCE ONE token offers the opportunity to become part of an established luxury automotive company that offers both exclusive access to premium services and benefits from a growing global market. With innovative uses, strong market presence and expansion plans, the token promises both exclusive benefits for customers and potential returns for investors.



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