

Introduction

Beself Brands is a group of lifestyle and home brands that empowers people to be their best selves through proprietary products that encourage interests and passions, distributed via marketplaces and our own channels. In May 2025, **we became the first Spanish company to issue tokenized shares** under **Law 6/2023**, offering new investors a modern and accessible way to participate in our growth.

Business Plan

The tokenization project for the company's shares, **the first of its kind in Spain**, aims to support territorial expansion and the diversification of sales channels, as outlined below:

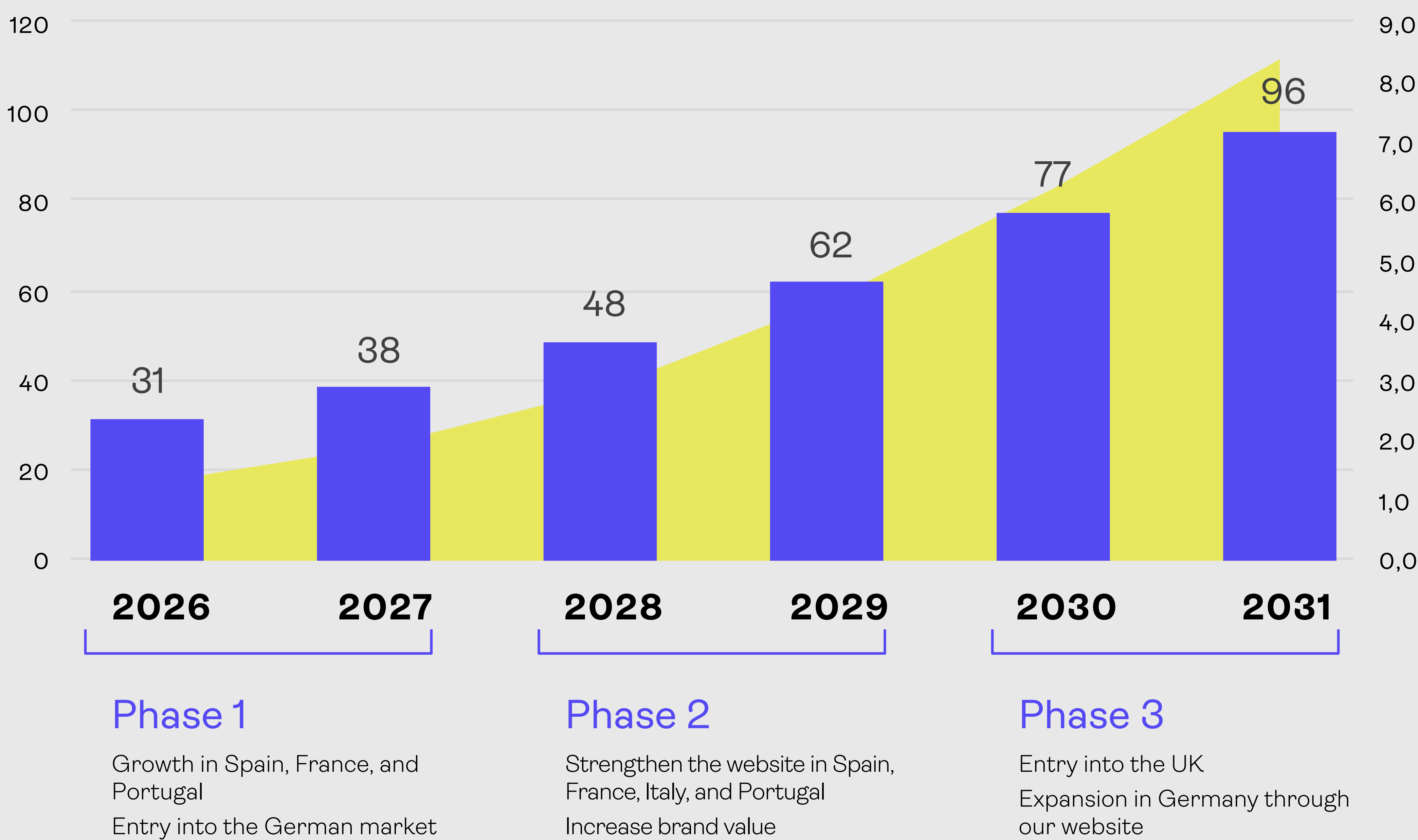
Sales and Net Profit (€M)

Investors will be able to purchase Betoken (www.betoken.io) in four phases.

Each sales phase increases the unit value of the token, benefiting those investors who join earlier:

Net income

Sales



	Number of Tokens	Token value	Total €M
Sale 1 - 23 July	594.240	2,60	1,55
Sale 2 - 17 September	891.360	2,65	2,36
Sale 3 - 24 September	594.240	2,70	1,60
Sale 4 - 1 October	891.360	2,75	2,45
Total	2.971.200		7.96

34,6%

Expected Return

Project Leaders

Guided by passion, united by commitment and strengthened by respect and cooperation



Albert Prat
Founder



Mireia Calvet
CEO



Toni Diaz
CFO



Tamara Navarrete
CMO