



Pessoa colectiva de Utilidade Pública

Filatelia LUSITANA

ORGÃO OFICIAL DA FEDERAÇÃO PORTUGUESA DE FILATELIA - APD

SÉRIE III Nº 45 - Junho de 2023

CRYPTO STAMP A FILATELIA NO SÉCULO XXI E UMA NOVA FORMA DE INVESTIMENTO



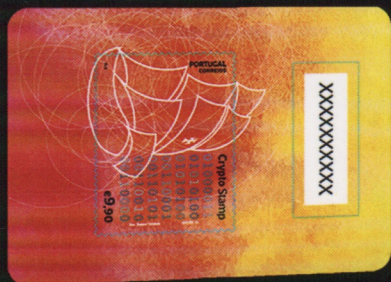
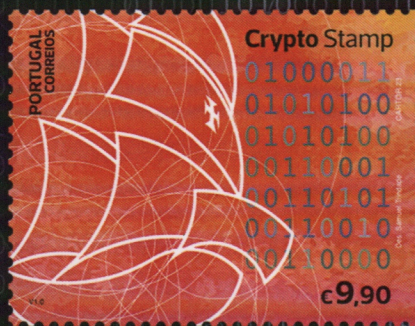
Crypto Stamp

Primeiro Crypto Selo CTT - «Caravela»

Valor Facial: 9,90 euros

Tiragem: 40,000 exemplares (30,000 em papel;
40,000 em formato de NFT - non fungible token,
símbolo virtual não transacionável)

Disponível a partir de: 28 / 02 / 2023



Siga os seguintes passos para ter acesso ao selo postal que adquiriu:

- 1) Por favor entre no link ctt.pt/crypto-stamp
- 2) Acceda à plataforma StampDAO. Raspe a sua chave digital e insira o código para obter
- 3) Verifique o nível de raridade do seu Crypto Stamp
- 4) Pode agora coleccionar o seu Crypto Stamp.

Follow this steps to gain access to the Crypto stamp you purchased:

- 1) Please access the link ctt.pt/crypto-stamp
- 2) Access the StampDAO platform, scratch use the code included to get your Crypto Stamp
- 3) Check the rarity level of your Crypto Stamp.
- 4) You can now collect your Crypto Stamp, sim

Crypto Stamp
Contém 1 selo
c9,90

ctt.pt
Linha CTT 21 047 16 16
CTT Correios de Portugal
Dias úteis das 8:30h às 19:30h



Crypto Stamp

First Portugal Post Crypto Stamp in NFT format

The world's 1st crypto postage stamp in NFT format appeared in 2019 and was issued by Austria Post.

In short, a "crypto" format postage stamp is a physical postage stamp accompanied by an NFT (non-fungible symbol, which cannot be exchanged for something else of the same kind), stored in a virtual structure that stores data on commercial exchanges. (blockchain) just like a traditional accounting ledger.

Crypto format stamps in their virtual NFT form can also be collected, exchanged, or traded, thanks to a cryptographic key that is used on the platform where they are stored.

About a year later, and assuming the positive reception of the classic philately market and the excellent penetration of the product in market segments hitherto not linked to philatelic collecting, CTT Correios de Portugal decided to study the entry into this new aspect of presenting the classics postage stamps, with 170 years of history in our country.

It would be easier and faster to enter this trend by purchasing a "turnkey" product, ready to sell, but the option chosen in Portugal was to develop our own skills so that later we could continue to issue stamps with these characteristics without relying on third parties, in addition to the inevitable partnership with the holders of the virtual platforms for this specific type of NFT.

In this way, we will be the 8th European country to enter this market, which is estimated to have a value of 23M euros today.

The main features of our first Crypto Stamp in NFT format are:

- Design – Portuguese Caravel
- Theme: Sailing to Discover the Future
- Face value – 9.90 euros
- Circulation – 40,000 stamps, of which 30,000 are self-adhesive stamps presented in individual booklets, each having its "virtual twin" accessible by secret code. And 10,000 just virtual stamps with no physical counterpart.

Virtual stamps can be redeemed on the specialized NFT collecting platform "StampsDaq", which we have chosen as a partner for this new adventure.

In addition to the Standard stamps, there are "rarities" with different colors in the virtual world (and only in this world): 35 000 standard red stamps; 4900 purple rare; 99 blue super rare and a white unique stamp.

The existence of rarities of our CTT crypto stamp is associated with an optimization of the customer experience and intends to be another attraction for those who are used to doing business over the Internet with crypto assets of the NFT type.

The customer can only find out if he is the owner of any of these rarities after having redeemed the physical stamp he purchased on the StampsDaq platform.

Or after directly purchasing the NFT virtual stamp on the same platform.

Additionally, in the case of our crypto stamp, and together with our partner, we decided to add a gamification aspect to the purchase and user experience. What this means is that a customer who buys CTT's crypto stamp will have access to the possibility of winning complementary awards, of which a trip to Portugal or other destinations stands out.

Despite being the 8th European launch, as previously mentioned, this aspect of gamification makes CTT's crypto seal the 1st in the world that combines the fact of being a mixed physical and digital issue with this dynamic of associated complementary reward.

Notwithstanding the potential valuation of any NFT upon resale, Portugal Post (CTT) does not look at these "crypto stamps" in terms of financial speculation associated with their transaction value in the secondary market, in exactly the same way as Portugal Post (CTT) is not responsible for the value that classic stamps may, or may not, achieve in specialized auctions all over the world.

For us, crypto stamps are above all a new format to present a charming old product to a range of new interested parties and to motivate the many philatelists who have faithfully followed us for many years.

Finally, the design and theme were conceived with the aim of symbolizing the exploration of new worlds, so characteristic of the Portuguese DNA.

We believe that the greatest symbol in our history, our most important collective characteristic, is the Portuguese "Caravela" (sailing ship), which we believe to be the ideal representation for such a philatelic issue, the first of its kind, which opens doors to new worlds.

The binary code that is on the stamp behind our "Caravela" when translated to common language has a surprise that represents tradition and the future: the year of the appointment of our 1st Master of the Kings Post (1520) and the initials CTT.

CTT Correios de Portugal