



***International Wildlife Bond***

**International Wildlife Bond**

**Draft Market Rules**

**Version 1.0**

**1 September 2015**



## International Wildlife Bond

### Contents

1. IWB's Legal Entity Status .....	3
2. IWB's Platform .....	5
Chart 1 – IWB's Platform's International Arena .....	5
3. IWB Wildlife Bond Purchase .....	7
Chart 2 – Initial Distribution of Wildlife Bond Purchase Value .....	8
Chart 3 – Distribution of Wildlife Points based on Bond Purchase Value .....	9
4. IWB Wildlife Bond Purchase Value.....	10
5. IWB Wildlife Bond Expiry .....	11
Chart 4 - Wildlife Bond Expiry .....	11
6. IWB Bond Holders – Submitting Ideas and IWB Projects .....	12
Chart 5 – IWB Projects - Redeeming Wildlife Points to Support a Project .....	13
Chart 6 – IWB Project Management .....	14
7. IWB Trustees Assessing Bond Holders' Ideas.....	15
8. IWB Bond Holders Redeeming Wildlife Points .....	17
9. IWB Index and Bonus Dividend Rewards .....	18
10. IWB Bond Holding Transfer to a Third Party .....	19
11. IWB's Management of Funds and Sponsors.....	20
Chart 7 – IWB's Management of Funds and Sponsors .....	20
12. IWB Contacts.....	22
13. Eligibility.....	23
14. Data Protection .....	24
Appendix 1 – Monthly Calendar Index.....	28
Appendix 2 – Bonus Wildlife Points .....	33
Appendix 3 – Redeeming Wildlife Points .....	35
Appendix 4 – IWB Ideas Submission Pro Forma.....	37
Glossary of Terms .....	42



## **International Wildlife Bond**

### **1. IWB's Legal Entity Status**

1.1. IWB was constituted on 18 August 2015 as a Foundation Charitable Incorporated Organisation (CIO) under the auspices of the UK Charity Commission (with registration at UK Companies House).

1.1.1. For your assurance, under the UK Charity Commission rules and IWB's Governing Document<sup>(1)</sup>:

1.1.1.1. IWB's Trustees cannot be paid;

1.1.1.2. The current list of IWB's Trustees can be found under Site Notices on IWB's web-site, [www.iwbond.org](http://www.iwbond.org);

1.1.1.3. IWB's Trustees can appoint IWB employees

1.1.1.4. At some future stage, when and only when IWB is an established entity, then a IWB Chief Executive Officer, or other IWB employees might be sought by the IWB Trustees (and employed at market commensurate rates, in accordance with Charity Commission guidance).

1.1.1.5. As a Foundation CIO, IWB is under the control of the IWB Trustees

1.1.1.5.1. Any person or persons that purchase a Wildlife Bond on IWB's platform will become Bond Holders.

1.1.1.5.2. Being a Bond Holder does not infer 'membership' and control under a Foundation CIO's constitution.

1.1.1.5.3. IWB's control will always remain with the appointed IWB Trustees.

1.1.1.6. IWB 'Founding Patrons' will also be listed at Site Notices on IWB's web-site, [www.iwbond.org](http://www.iwbond.org)



***International Wildlife Bond***

- 1.1.1.6.1. Founding Patrons are a person, or persons that initially funded IWB's start-up costs in accordance with the 'rewards' stated in IWB's 'Kick Starter' technology project funding submission, September 2015.

---

*Note (1) International Wildlife Bond (IWB), A 'Foundation' Charitable Incorporated Organisation (CIO), Governing Document, Version 1.2 : Dated 18 August 2015*

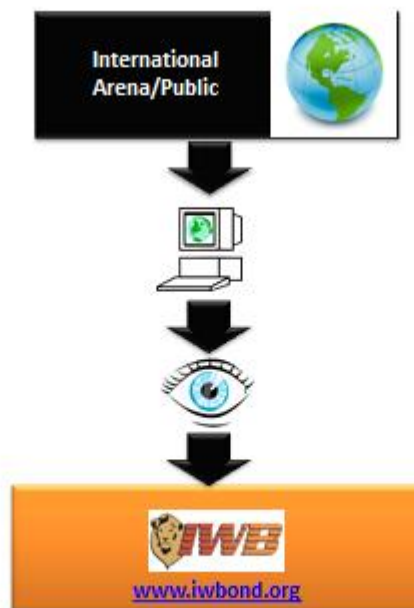


**International Wildlife Bond**

## 2. IWB's Platform

- 2.1. IWB means *"Digital innovation to protect the World's Animal Kingdom, with a new platform to bring 'ideas' and 'funds' together."*
- 2.2. IWB will present an on-line platform (at <https://iwbond.org>), where enthusiasts from anywhere on the globe can access IWB's platform via the internet and purchase Wildlife Bonds.

**Chart 1 – IWB's Platform's International Arena**



- 2.3. IWB's platform will support Wildlife Bond purchase in British Pounds (GBP) (pounds sterling) (£), United States Dollar (USD) (\$) and the Euro (€).
- 2.4. Wildlife Bonds are denominated in GBP with purchases in an alternative currency converted at the current, prevailing market rate.



***International Wildlife Bond***

- 2.5. The Wildlife Bond Holder can purchase a Wildlife Bond on behalf of a nominated third-party (as gift for example), thus transferring the Bond Holding to that third-party,
- 2.6. The Wildlife Bond Holder will be able to submit project ideas to IWB for potential 'funding' and project management via the dedicated IWB platform.
- 2.7. The Bond Holder will be able to redeem their reward points (Wildlife Points) to support IWB Projects of their choice.
- 2.8. The Wildlife Bond Holder will receive Bonus loyalty points (Wildlife Points) for their generosity.
- 2.9. The IWB platform will be supported, hosted and maintained by Lolly Rewards - [www.lollyrewards.com](http://www.lollyrewards.com)



## ***International Wildlife Bond***

### **3. IWB Wildlife Bond Purchase**

3.1. The breakdown of the income generated (100%) from a Wildlife Bond purchase is as follows below and illustrated at Charts 1 and 2 below.

3.1.1. 50% of the Wildlife Bond purchase will be held in the IWB Fund, for financing IWB Projects and initiatives.

3.1.2. 30% of the Wildlife Bond purchase will be converted (at the set rate of 1 Wildlife Point = £0.01) into Wildlife Points to be held in the Bond Holder's IWB account, or in an account of a named third-party.

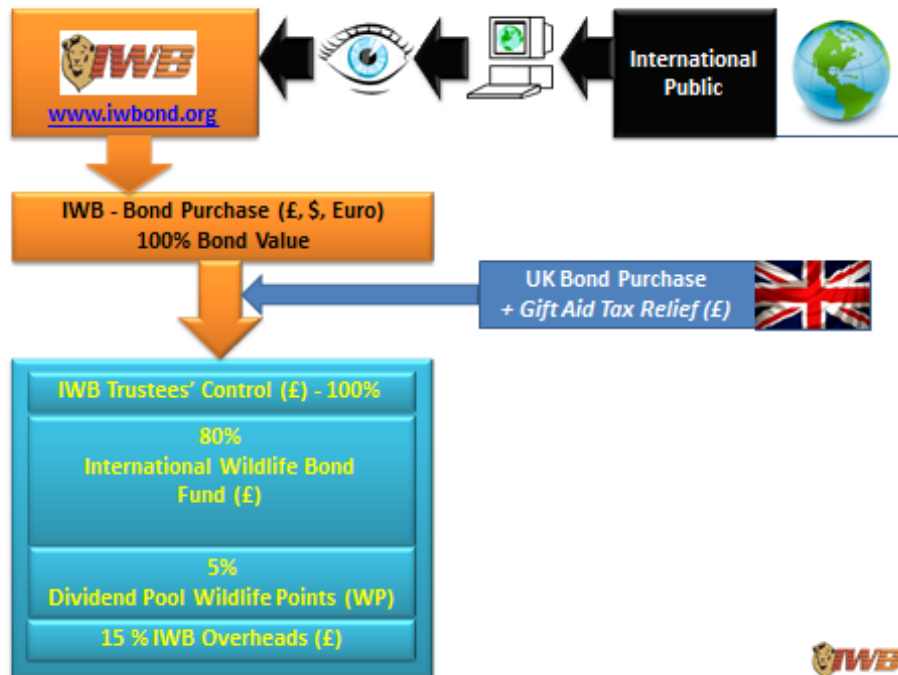
3.1.3. 5% of the Wildlife Bond purchase will be converted into Wildlife Points (at the set rate of 1 Wildlife Point = £0.01) into Wildlife Points to be held in a IWB Dividend Pool of Wildlife Points. This Dividend Pool will cover future distribution of Dividend Wildlife Points awarded against IWB Index linked rises (Reference Section 9) and other Bonus Dividend Wildlife Points (Reference Sections Section 9).

3.1.4. 15% of the Wildlife Bond purchase will be held to cover IWB's administrative cost, such as software licencing, utilities, marketing and general expenses.



## International Wildlife Bond

Chart 2 – Initial Distribution of Wildlife Bond Purchase Value

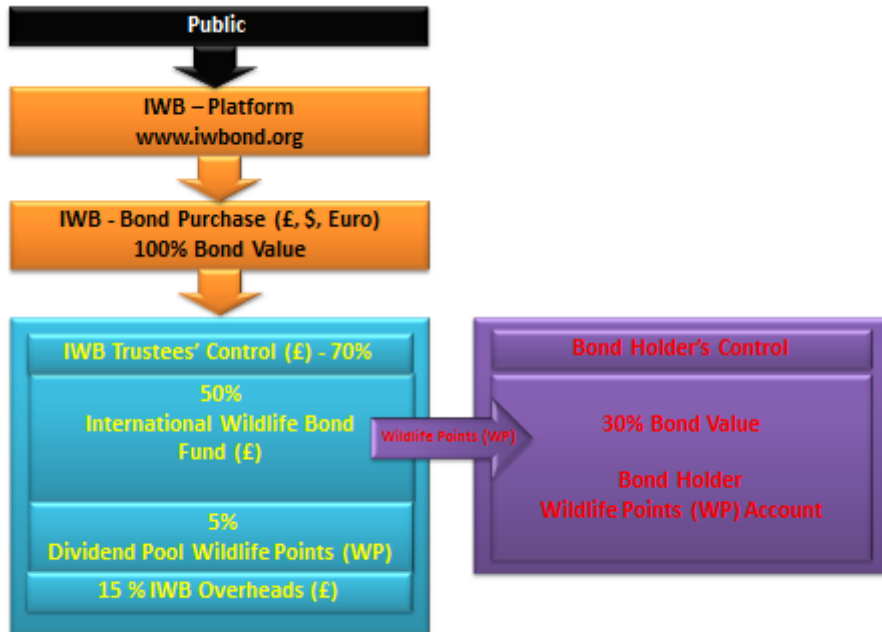






## International Wildlife Bond

Chart 3 – Distribution of Wildlife Points based on Bond Purchase Value





**International Wildlife Bond**

#### **4. IWB Wildlife Bond Purchase Value**

- 4.1. A given Wildlife Bond's purchase face value is fixed and non-refundable.
- 4.2. IWB's 'credit package' will facilitate secure on-line Wildlife Bond purchases.
- 4.3. Credit and Debit cards, plus Direct Debit facilities will be provided on IWB's platform.
- 4.4. The IWB's Wildlife Bond's purchase face value will be in British Pounds (GBP) Sterling - £5, £10, £15, £20, £25.....£100.
- 4.5. IWB's 'credit package' will facilitate IWB Wildlife Bond purchase in GBP Sterling (£), United States Dollar (USD) (\$) and the Euro (€).
- 4.6. Wildlife Bonds are denominated in GBP with purchases in an alternative currency converted at the current, prevailing market rate.
- 4.7. *Gift Aid* will be applied to any UK based IWB Wildlife Bond purchase (at the time of purchase) based on the IWB Wildlife Bond's [full face value] – Reference Chart 1 above and <https://www.gov.uk/donating-to-charity/gift-aid>

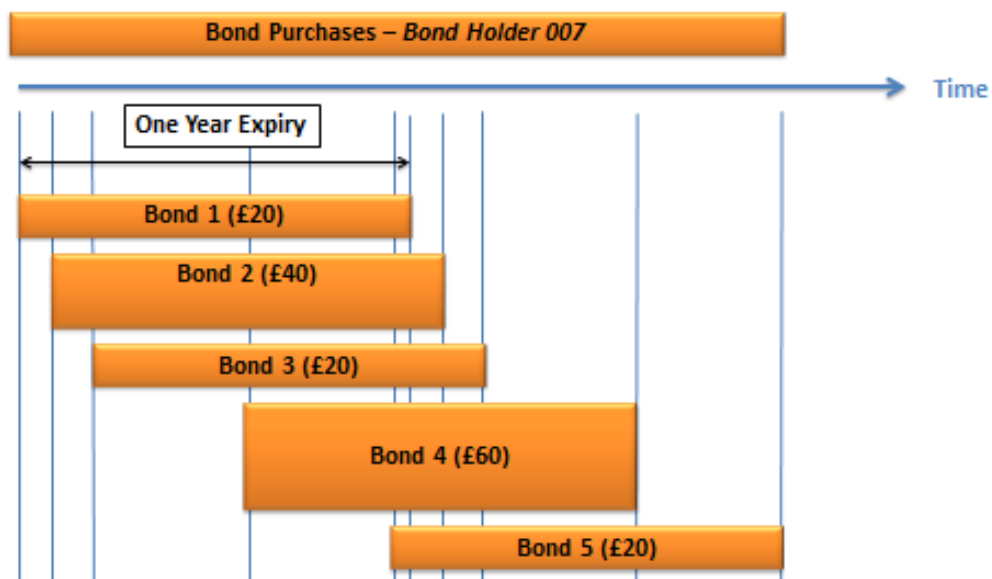


## International Wildlife Bond

### 5. IWB Wildlife Bond Expiry

- 5.1. Each Wildlife Bond will have a One Year expiry, which is set from the purchase date time stamp on the Wildlife Bond purchase.
- 5.2. Any Wildlife Points deemed to still be associated with a given Wildlife Bond at Expiry will be held in the Bond Holder's account at 365 days for weighting purposes (Reference Appendix 1) .

Chart 4 - Wildlife Bond Expiry





## ***International Wildlife Bond***

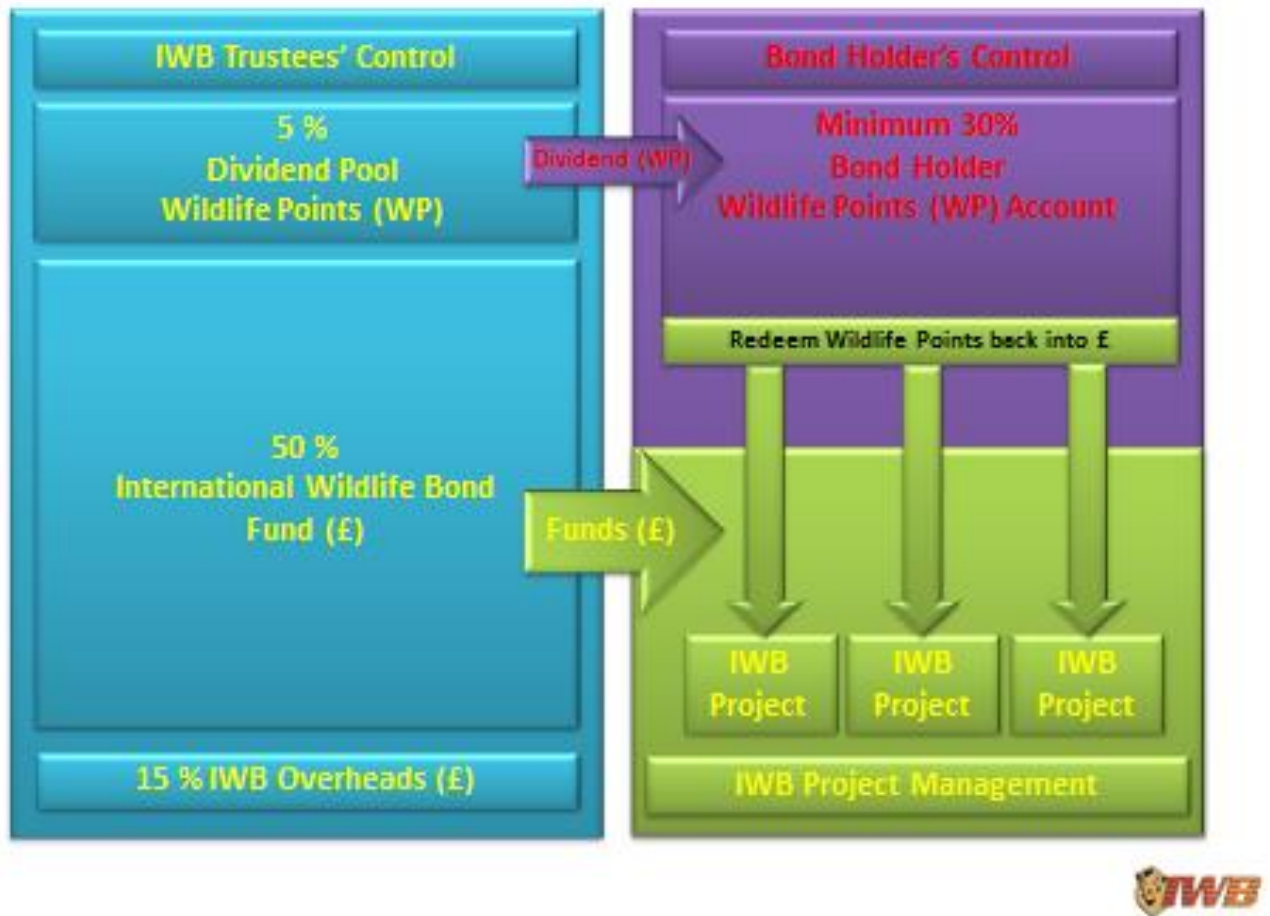
### **6. IWB Bond Holders – Submitting Ideas and IWB Projects**

- 6.1. For the submission of 'ideas' by IWB Bond Holders, please the submission pro forma outlined at Appendix 4 – IWB Ideas Submission Pro Forma.
- 6.2. The 'best ideas' will then be posted on International Wildlife Bond's platform for a period of one month and a "total Wildlife Points needed limit" set for the project to be deemed as 'accepted' by the mass commitment of Bond Holders.
- 6.3. Bond Holders can redeem their Wildlife Points (at the Bond Holder's discretion) in support of International Wildlife Bond approved projects that are displayed on International Wildlife Bond's platform – Reference Chart 5.
- 6.4. International Wildlife Bond will also accept submission for ideas and advice from relevant academics, experienced individuals and from International Wildlife Bond's own Trustees – Reference Chart 6
- 6.5. The 'best ideas' will be selected by International Wildlife Bond's Trustees in accordance with set criteria (Reference Section 7, IWB Trustees Assessing Bond Holders' Ideas).
- 6.6. Upon 'acceptance' a 'best idea' it will be project managed by International Wildlife Bond as an International Wildlife Bond Project to fruition.



## International Wildlife Bond

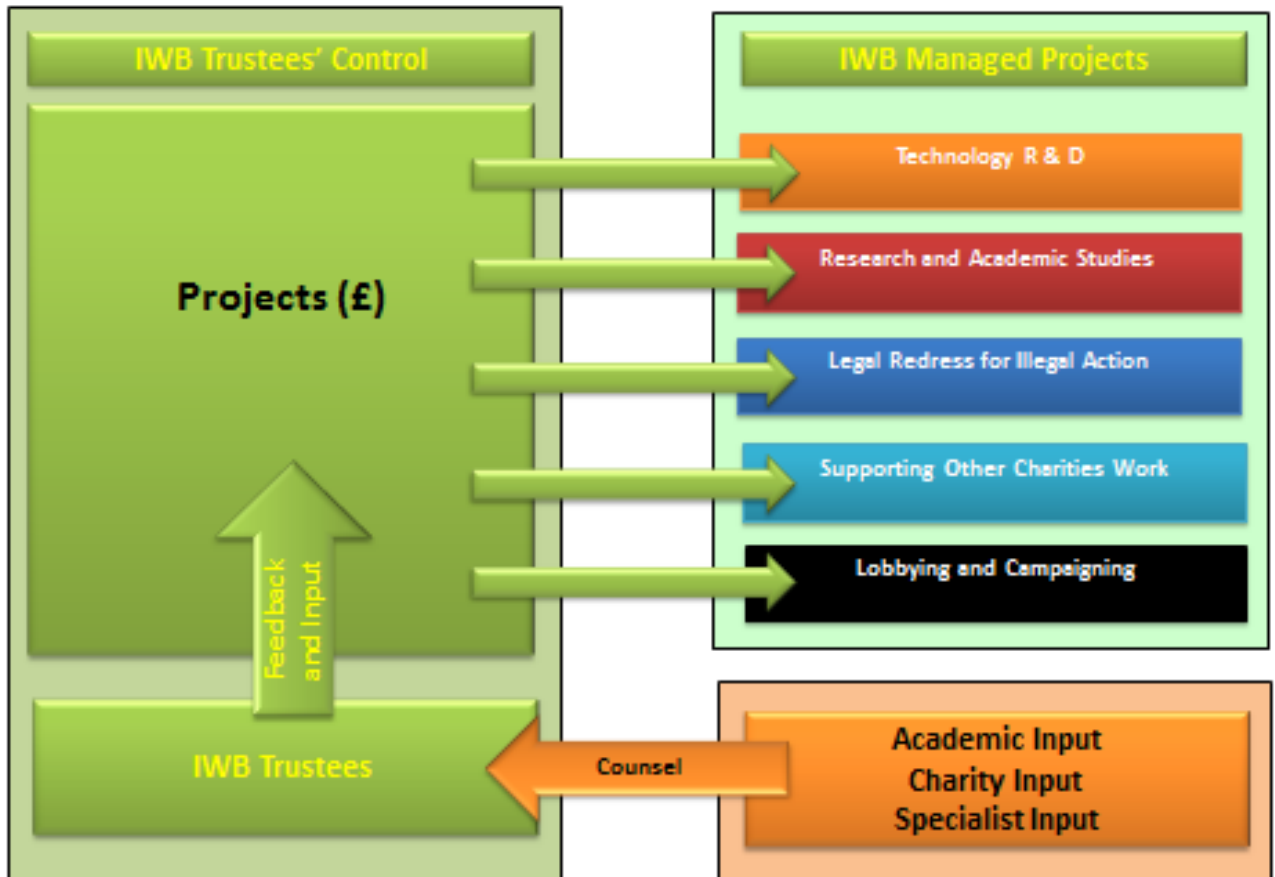
Chart 5 – IWB Projects - Redeeming Wildlife Points to Support a Project





## International Wildlife Bond

Chart 6 – IWB Project Management





## **International Wildlife Bond**

### **7. IWB Trustees Assessing Bond Holders' Ideas**

- 7.1. The IWB Trustees will decide on the selection criteria for assessing submitted ideas.
- 7.2. The IWB Trustees will garner any relevant scientific support/evidence that's appropriate, plus confirm how much funding any given idea/project will require.
- 7.3. The IWB Trustees will help form an opinion on measurable benefit that can result from any course of action taken.
- 7.4. Trustees may decide to allocate additional funds and/or Dividend Pool Wildlife Points to support a post-approved IWB Project.
- 7.5. IWB's criteria for project selection will include the following (but this is by no means a definitive list going forward and could always be 'improved' with experience). If a project does not answer 'yes' to all applicable criteria, then it will be excluded from further consideration by IWB Is the proposed project:
  - 7.5.1. Within IWB's stated remit?
  - 7.5.2. Within legal and ethical boundaries?
  - 7.5.3. Within acceptable financial commitment and risk (could the project potentially require an over commitment of resources and lead to a potential unsustainable liability)?
  - 7.5.4. Within foreseeable and manageable downside risk (what mitigation is proposed to counter potential downside risk and foreseen consequences)?
  - 7.5.5. Within current technological boundaries (if applicable)?



***International Wildlife Bond***

- 7.5.6. Within scientific and 'provable' boundaries/current thinking (what is the potential for the project to achieve its stated aims, will it be pushing current boundaries and understanding, or stay within)?
- 7.5.7. Within scope for delivery in a timely/acceptable manner?
- 7.5.8. Within only IWB's scope (or perhaps there is a risk it is being pursued elsewhere)?
- 7.5.9. Within scope for potential long term benefits to IWB derived from holding the Intellectual Property Rights?

DRAFT





***International Wildlife Bond***

## **8. IWB Bond Holders Redeeming Wildlife Points**

### **8.1. Reference:**

#### **8.1.1. Appendix 3 – Redeeming Wildlife Points**

DRAFT



***International Wildlife Bond***

## **9. IWB Index and Bonus Dividend Rewards**

### **9.1. References:**

9.1.1. Appendix 1 – Monthly Calendar Index

9.1.2. Appendix 2 – Bonus Wildlife Points

DRAFT



## ***International Wildlife Bond***

### **10. IWB Bond Holding Transfer to a Third Party**

- 10.1. The Wildlife Bond purchaser is the originating Bond Holder.
- 10.2. The Bond Holder can nominate a third party recipient via IWB's platform (ie. transferring the Bond Holding and associated Wildlife Points as a gift to a nominated third-party).
- 10.3. The transfer of Bond Holding to a third party can happen at the Wildlife Bond purchase stage, or the transfer can be facilitated via IWB's platform at any point prior to the given Wildlife Bond's Expiry.
- 10.4. Each Wildlife Bond purchased will have a One Year (365 day) Expiry, which is set from the purchase date time stamp on the Bond purchase.
- 10.5. Any Wildlife Points deemed to still be associated with a given Wildlife Bond at Expiry will be held in the Bond Holder's account at 365 days for weighting purposes (Reference Appendix 1, paragraph 3 for 'weighting' definition).
- 10.6. Wildlife Bond Expiry will always be determined from the original Wildlife Bond purchase date (time stamp). A given Wildlife Bond's Expiry will not be restarted upon any transfer to a nominated third party.

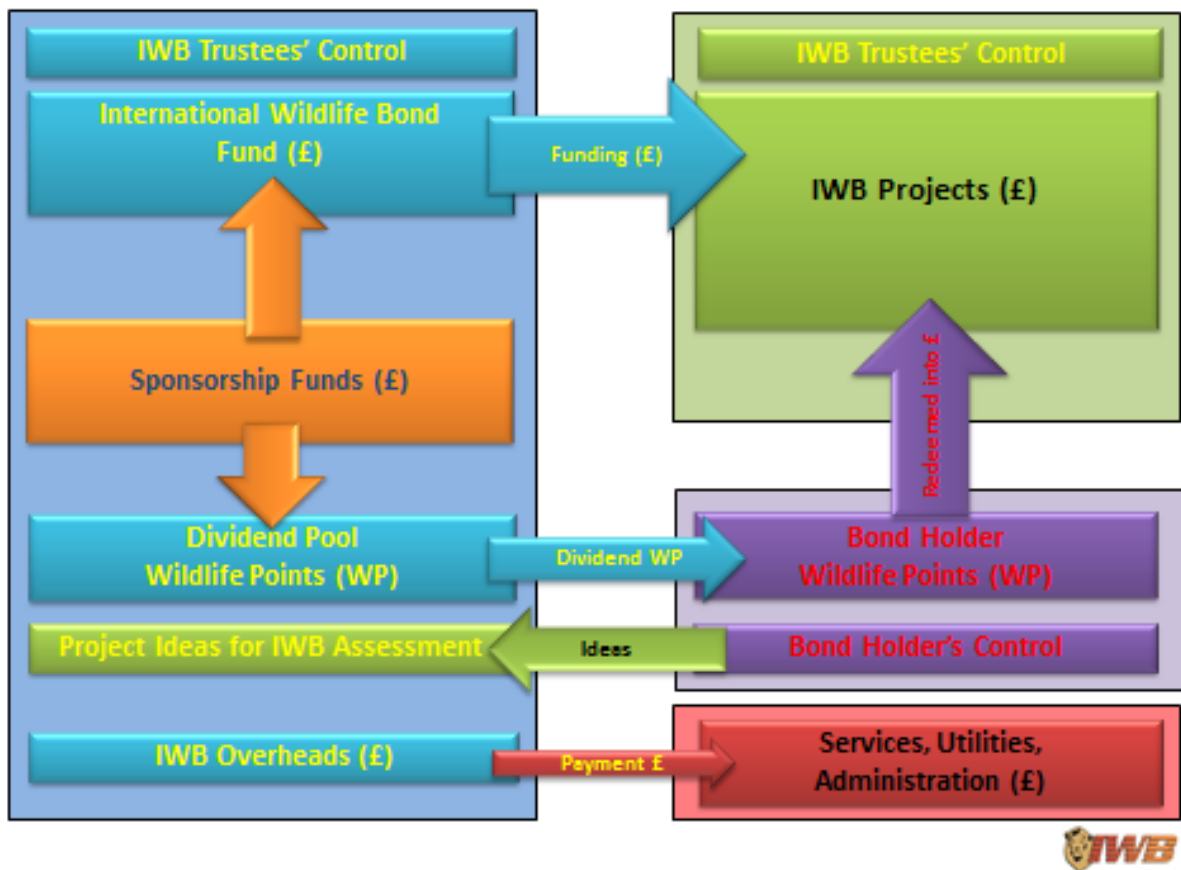


**International Wildlife Bond**

## 11. IWB's Management of Funds and Sponsors

- 11.1. IWB will accept sponsor donations directly into the IWB Fund (used to finance and support IWB Projects), or to support the IWB Dividend Pool – Reference Chart 7 - IWB's Management of Fund and Sponsors.

**Chart 7 – IWB's Management of Funds and Sponsors**





***International Wildlife Bond***

11.2. The IWB criteria for accepting a sponsor's donation are:

11.2.1. Does the sponsor's brand fit with IWB's aims and mission?

11.2.2. Does the sponsor have other, credible brand links with organisations and charities similar to IWB?

11.2.3. Is there any cross brand risk with the association with a given sponsor?

11.2.4. In this context, a sponsor can 'donate' knowledge and support instead of, or as well as financial commitment.

11.3. IWB Trustees will also administer the pool of funds to cover IWB's overheads, such as software licensing, accounting, marketing, utilities and sundry items etc.



**International Wildlife Bond**

## **12. IWB Contacts**

- 12.1. IWB Web-Site: <https://www.iwbond.org>
- 12.2. E-mail: [info@iwbond.org](mailto:info@iwbond.org)
- 12.3. Facebook: <https://www.facebook.com/iwbnd>
- 12.4. Twitter: <https://twitter.com/iwbond>

DRAFT



## ***International Wildlife Bond***

### **13. Eligibility**

- 13.1. The IWB platform will be open to anyone 16 years of age or older who has lawfully registered as a Bond Holder on IWB's platform.
- 13.2. Minors must have consent of a parent or legal guardian to participate on IWB's platform.
- 13.3. The following persons are not eligible to participate on IWB's platform:
  - 13.3.1. Trustees, employees and directors of IWB, who are involved in the execution or administration of IWB's Initiative.
  - 13.3.2. Trustees, employees and directors of an organisation directly involved in the execution or administration of IWB's Initiative.
- 13.4. The following persons are eligible to participate on IWB's platform:
  - 13.4.1. The family members of Trustees, employees and directors of IWB's initiative (dependents, immediate family members and individuals residing in the same household).
  - 13.4.2. The family members of Trustees, employees and directors of organisations directly linked to IWB's initiative (dependents, immediate family members and individuals residing in the same household).



**International Wildlife Bond**

## **14. Data Protection**

### **14.1. IWB's Website ([www.iwbond.org](http://www.iwbond.org)):**

14.1.1. No data on individual visitors is sought or kept by IWB or anyone associated with the IWB initiative.

### **14.2. IWB's Platform:**

14.2.1. Personal data, or personal information as it is sometimes called, is data that relates to or is capable of identifying a living person. Member privacy is very important to IWB and IWB will do all it can to protect it.

14.2.2. The purpose of this Privacy Policy is to let you know the type of information IWB may gather about you, how IWB may use it, whether IWB can disclose it to anyone, and the choices you have regarding IWB's use of the information.

14.2.3. IWB reserves the right to revise and update this Privacy Policy from time to time and will publish any updated version in a new draft of this document and notices on IWB's website.

### **14.3. General Information**

14.3.1. When one joins IWB's platform, personal data will be collected, processed, stored. This personal data will be used by IWB to provide customer support and the award of Wildlife Points by IWB to Bond Holders and for other purposes referred to in this Privacy Policy, plus other terms and conditions set out in this document and on IWB's website.

### **14.4. The information IWB Collects**





## **International Wildlife Bond**

14.4.1. Personal data: When one first signs-up to IWB, IWB will ask for your name, an email address and a mobile telephone number.

14.4.2. IWB does not require and will not handle your sensitive personal data.

14.4.3. IWB will retain your personal data for as long as is permitted for legal, regulatory, taxation and fraud prevention purposes.

14.4.4. IWB will also put the information IWB gathers about you and other users together in an aggregated and anonymous manner:

14.4.4.1. So that your identity and personal data are not readily accessible to others;

14.4.4.2. So that your identity and personal data can be used for internal IWB management purposes.

14.4.5. Your personal data may be disclosed if IWB, or an entity processing your data on IWB's behalf, is compelled to do so by law, or upon receipt of a valid, legally-compliant request for its disclosure.

### **14.5. Security**

14.5.1. IWB is committed to protecting your personal information.

14.5.2. All information that you provide to IWB is stored on secure servers. Access to this database is restricted internally and shared with IWB's offsite data collection holders, who are located within the European Economic Area.

14.5.3. While no computer system can be 100% secure, IWB believes the measures IWB and its service provider uses reduces the likelihood of security problems to a level appropriate to the type of data involved.



## **International Wildlife Bond**

14.5.4. Access to your IWB account is password-protected for your privacy and security. While IWB will do its best to protect your personal information you also must protect yourself. What does this mean?:

14.5.4.1. Keep your IWB password or other access information secret;

14.5.4.2. Make sure you sign out from your IWB account when not using it.

14.5.5. The security of your personal data is extremely important to IWB. In relation to all your personal data IWB maintains a high level of security. If you have any questions or comments about IWB's policy, please contact IWB directly.

14.5.6. In order to assist IWB in maintaining your security:

14.5.6.1. Please select a password that is not a word in the dictionary or a name associated with you.

14.5.7. Please be aware that IWB would never ask you in a cold call, or in an unsolicited email to reveal your password. If you receive any such communication please contact IWB at once on 0203 608 5288, or send a copy of it to [info@iwbond.org](mailto:info@iwbond.org)

### **14.6. Editing your Account and Mailing Settings**

14.6.1. IWB would like to keep in touch with you and other IWB users. So after you have signed up to IWB's platform, IWB will send you news updates and information about projects or services provided by IWB, or our partners that we think will be of interest to you to enable you to make the most of IWB's platform and community.

14.6.1.1. Of course, IWB's knows that lots of emails can be annoying, so IWB will try to keep its email contacts to a minimum. Each communication gives you the opportunity to opt-out of receiving similar future communications.



## **International Wildlife Bond**

- 14.6.1.2. You can review, change or correct your identity and email address information by signing into your IWB Account and going to 'Personal Profile.'

### **14.7. Access to Information**

- 14.7.1. The Data Protection Act 1998 gives you the right to access the personal data IWB holds about you.
- 14.7.2. In accordance with that Act, IWB reserves the right to charge a small fee if you ask IWB to provide you with this information.
- 14.7.3. If you have questions about the handling or protection of your personal data, a written enquiry should be sent to IWB by email to [info@iwbond.org](mailto:info@iwbond.org)

### **14.8. Changes to this Privacy Statement**

- 14.8.1. This Privacy Policy is correct as of 01/09/15.
- 14.8.2. Any changes to it will be made in accordance with the terms and conditions in this document and IWB's website.

### **14.9. Registered Details**

- 14.9.1. IWB's systems provider, Lolly Rewards is registered as a data controller with the Information Commissioner's Office ("ICO") under registration number ZA075672.
- 14.9.2. If you have any further questions about this Privacy Policy you can contact IWB on the details given above and at Section 12 above.



**International Wildlife Bond**

## **Appendix 1 – Monthly Calendar Index**

### **1. Monthly Calendar Index**

1.1. Index formed after midnight, on the last calendar day of a given calendar  $Month_{(m)}$ .

1.2. 'Data' will be sourced from research projects such as the Wildlife Conservation Research Unit (ie. Wild CRU) and wildlife news sources.

Where,

1.3.  $Index\ WB_{(m)}$  for a Wildlife Bond

Where;

$WB$  - Wildlife Bond

$m$  - Month

$SN_{WB}$  - Estimated applicable Species Numbers for applicable region(s) increase/decrease in the wild

$WBP_{WB}$  - New data on Wild Breeding Programme increase

$RP_{WB}$  - Release Programme increase

$AO_{WB}$  - Any Other species data applicable increase/decrease

$PN_{WB}$  - less Poached Numbers known/reported in applicable Region(s)



## International Wildlife Bond

So, for the Wildlife Bond

**Index WB<sub>(m)</sub> SN<sub>WB</sub> Month<sub>(m)</sub> =**

**{Index WB<sub>(m-1)</sub> SN<sub>WB</sub> Month<sub>(m-1)</sub> +/- SN<sub>WB</sub> Month<sub>(m)</sub> + WBP<sub>WB</sub> Month<sub>(m)</sub>**

**+ RP<sub>WB</sub> Month<sub>(m)</sub> +/- AO<sub>WB</sub> Month<sub>(m)</sub> – PN<sub>WB</sub> Month<sub>(m)</sub>} \_\_\_\_\_ Equation (1)**

Where;

**C Index WB** - Change (Rise/fall) in Wildlife Bond Index

**PC Index WB** - Percentage Change in Wildlife Bond Index

**WP WB** - Wildlife Points Wildlife Bond

So, for Wildlife Bond

**C (Rise/fall) in Index WB =  $\frac{\{\text{Index WB}_{(m)} \text{SN}_{\text{WB}} \text{Month}_{(m)}\}}{\{\text{Index WB}_{(m-1)} \text{SN}_{\text{WB}} \text{Month}_{(m-1)}\}}$  \_\_\_\_\_ Equation (2)**

**Note:** The Stop-Gap Loss Guarantee provision will reduce the worst case negative Change in any given calendar month to 0.8 (or a 20% drop in Index change from one calendar month to the next calendar).



## International Wildlife Bond

PC in Index WB =

$$((100 \times \frac{\{Index\ WB_{(m)}\ SN_{WB}\ Month_{(m)}\}}{\{Index\ WB_{(m-1)}\ SN_{WB}\ Month_{(m-1)}\}}) - 100)$$

Equation (3)

Eg. Example 1.  $((100 \times (2456/2300)) - 100) = + 6.783\%$  PC in Index

Example 2.  $((100 \times (2456/2800)) - 100) = - 12.286\%$  PC in Index

## 2. Wildlife Bond Fund® Change per Calendar Month<sub>(m)</sub>

### 2.1. Investors in Wildlife Bonds

#### 2.1.1. Individual Investor in a Wildlife Bond

2.1.1.1. Individual Investor No. 1 in a Wildlife Bond no. 1 held

2.1.1.2. Individual Investor No. 1 in a Wildlife Bond no. 2 held

.

.

2.1.1.3. Individual Investor No. 1 in a Wildlife Bond no. (n) held

Repeat for Investor No. 2 to..... Investor No. N



## International Wildlife Bond

### 3. Weighted Wildlife Points Volume, Per Investor

Where;

$WB$	- Wildlife Bond
$C\ Index\ WB$	- Change (Rise/fall) in Wildlife Bond Index
$WPV\ WB$	- Wildlife Points Volume per Wildlife Bond
$DH$	- Total number of days a given Wildlife Bond has been held since initial purchase
$n$	- Number of Wildlife Bonds held
$WV_{WB}$	- Weighted Wildlife Points Volume, Wildlife Bond

So, Wildlife Bonds, Investor No. 1

$WV_{WB}$  for Investor No.1's Wildlife Bonds =

$$\sum_1^n \{(WPV\ WB_1 \cdot DH_1) + (WPV\ WB_2 \cdot DH_2) \dots\dots\dots + (WPV\ WB_n \cdot DH_n)\}$$

\_\_\_\_\_ Equation (4)



## International Wildlife Bond

### 4. More 'Wildlife Points' awarded as a Dividend from the 'Dividend Pool' based on the 'Wildlife Bond's' index rise/fall:

Where;

$WB$  - Wildlife Bond

$C\ Index\ WB$  - Change (Rise/fall) in Wildlife Bond Index

$PC\ Index\ WB$  - Percentage Change in Wildlife Bond Index

$WP\ WB$  - Wildlife Points Awarded

$WV_{WB}$  - Weighted Wildlife Points Volume

$F$  - A variable Factor to 'Balance' Dividend Awarded

*Eg. For a new addition of 4 cubs to a study heard, this could be factored up by a factor (F) of 1000% to make the bonus award more meaningful in terms of the Lolly Points bonus applicable*

*So, for Wildlife Bond, Investor No. 1*

$$WP\ WB = WV_{WB} \cdot PC\ Index\ WB \cdot F = \text{Dividend Volume Wildlife Bond, Investor No. 1}$$

\_\_\_\_\_ **Equation (5)**

Repeat for Investor No. 2 to..... Investor No.N





## International Wildlife Bond

### Appendix 2 – Bonus Wildlife Points

#### 1. Bonus Wildlife Points

1.1. General Bonus ‘Dividend’ for the Wildlife Bond awarded anytime (not just at calendar month end) based on a combined view<sup>(1)</sup> of factors such as:

- 1.1.1. on rise/fall of poaching incidents reported;
- 1.1.2. “Good News” positive Dividend Wildlife Points for all;
- 1.1.3. “Bad News” negative Withdrawal of Wildlife Points for all.

Where;

$WV_{WB}$  - Weighted Wildlife Points Volume \_\_\_\_\_ **Equation (4)**

$BD Vol._{WB}$  - % Bonus of Wildlife Points;  
(+) Dividend, or  
(-) Withdrawal

$MBD Vol._{WB}$  - % Bonus applied, (+) Dividend Wildlife Points

So,

**Investor No.1, Weighted holding of Wildlife Bonds x Dividend**

$$= \{WV_{WB}\} \cdot BD Vol._{WB} \text{ _____ Equation (6)}$$

Repeat for Investor No. 2 to..... Investor No.N



## **International Wildlife Bond**

### **2. Major Bonus Dividend**

2.1. Major Bonus 'Dividend' for Wildlife Bond awarded at any time (not just calendar month end) for factors such as:

a. 'Wildlife Points' Dividend haul for all Bond Holders for a big result:

- i. A major poaching gang caught;
- ii. Successful prosecution of poachers;
- iii. Beneficial changes in the law to protect species;
- iv. Other major breakthrough in anti-poaching endeavours<sup>(1)</sup>.

**Investor No.1, Weighted holding of Wildlife Bonds x Dividend**

$$= \{WV_{WB}\} \cdot MBD \text{ Vol.}_{WB} \text{ Equation (7)}$$

Repeat for Investor No. 2 to..... Investor No.N

---

*Note (1) – To be decided by 'Wildlife Bond Fund®' Trustees.*



## International Wildlife Bond

### Appendix 3 – Redeeming Wildlife Points

#### 1. Redeeming Wildlife Points

With the Wildlife Points a Bond Holder has in their IWB Wildlife Points account, the Bond Holder can Redeem their Wildlife Points as follows:

##### 1.1. Redeem Wildlife Points to Support Projects

Directly from their International Wildlife Bond account and transfer Wildlife Points to support International Wildlife Bond Projects.

Where;

*TWP* - Total Wildlife Points held per Investor across all Wildlife Bonds

*WPV WB* - Wildlife Points Volume, per Wildlife Bond

*n* - Number of Wildlife Bonds held

*VR<sub>WB</sub>* - Volume (of Wildlife Points to Redeem) Request, Wildlife Bond

So,

**Investor No. 1, Wildlife Points to Redeem Request**

$$TWP = \sum_1^n \{(WPV WB_1 - WPV WB_1 \text{ sold}) + (WPV WB_2 - WPV WB_2 \text{ sold}) \dots\dots\dots + (WPV WB_n - WPV WB_n \text{ sold})\}$$

**Equation (9)**

**Note:** Any Wildlife Points Redemption will reduce an Bond Holder's International Wildlife Bond Fund Wildlife Points volume. This will reduce potential future Dividends. To minimise this impact on behalf of the Bond Holder, the volume of Wildlife Points redeemed will automatically be those Wildlife Bonds held for the shortest period, thus maintaining and protecting the maximum weighted volume for the Bond Holder.



## International Wildlife Bond

Where;

$$VR_{WB} = \{ (WPV_{WB_n} - WPV_{WB_n \text{ sold}}) + (WPV_{WB_{n-1}} - WPV_{WB_{n-1} \text{ sold}}) \dots \}$$

Until;

$$\{ (WPV_{WB_n} - WPV_{WB_n \text{ sold}}) + (WPV_{WB_{n-1}} - WPV_{WB_{n-1} \text{ sold}}) \dots \} \geq VR_{WB}$$

Equation (10)

**Note:** Any residual volume for a given Wildlife Bond is retained in the Bond Holder's portfolio.

Repeat for Investor No.2 to Investor No. N

### 1.2. Market Opening

- 1.2.1. The Transfer/Redeem can be initiated by an Investor at any time (ie. 24 hours per day x 7 day per week x 365 days per year market availability, with the exception for IWB's platform maintenance outages).



*International Wildlife Bond*

## Appendix 4 – IWB Ideas Submission Pro Forma

### IWB Wildlife Protection and Conservation Ideas Submission

IWB Office Reference No.: \_\_\_\_\_

Proposed Project Title: \_\_\_\_\_

**1. Please sum up a just a couple of sentences the outline of your project:**

Text

**2. Project steps outline (the sequence of what needs to happen, when and how):**

Text

**3. Estimated financial commitment required for each project step:**

Text



**International Wildlife Bond**

**4. Estimated timescale to reach each project step:**

Text

**5. Likely positive outcomes at project fruition, meeting IWB's stated aims (attached):**

Text

**6. Potential project downside risks (what could the consequences be of project implementation in the wider, 'big-picture' perspective?):**

Text



**International Wildlife Bond**

**7. Summary of project risks and proposed mitigating actions:**

Text

**8. Any other relevant notes, or references to add:**

Text



## ***International Wildlife Bond***

### **IWB's Stated Aims**

#### **1. What does the IWB charity want to achieve?**

- a. The promotion of activities to conserve the World's Animal Kingdom:
- b. Specifically targeting the detection and removal of illegal poaching activity.
- c. Supporting the abolition of Trophy Hunting.
- d. Supporting the abolition of synthetic 'canned' hunting 'conservation.'
- e. Pursuit of lobbying and legal channels to change/enforce laws to protect the World's Animal Kingdom.
- f. Particular attention to vulnerable and endangered species.
- g. International, geographical spread.
- h. IWB will only ever work, condone and support 'legal' means of riposte.

#### **2. How can IWB achieve these lofty aims?**

IWB will start small, but aim big:

- a. IWB will seek to fund innovative technologies to enhance the anti-poaching detection and elimination, for example:
  - i. Advanced Tracking collar and activity monitoring product development.
  - ii. Safe habitat area protection and automatic alert systems.





### **International Wildlife Bond**

- iii. Anti-poaching 'mission specific' Unmanned Aerial vehicle (UAV, or drone) technology and supporting communications.
- iv. Specifically developed, rapid response equipment, be that 4x4s, Unmanned Aerial vehicles (UAVs, or drones), or helicopters.
- v. Necessary equipping of rangers and wardens, including training, equipment and tactics/strategy analysis.

**3. IWB will endeavour to challenge key 'game changing' players, to achieve its stated aims to improve/change animal protection laws and practices by:**

- a. Commission academic research, studies and reports, for example:
  - i. "What is the best approach to take local villages off the meagre support they derive from poaching, trophy and canned hunting activities?"
- b. Supporting 'legal' redress for 'Illegal' activities.
- c. Directly Lobbying governments, businesses and individuals.
- d. Seek ways to provide alternatives for poachers to find alternative lifestyles.
- e. Supporting organisations that share a mutual objective, be that by sharing of knowledge and expertise, or indeed financial support to achieve IWB's goals.



## **International Wildlife Bond**

### **Glossary of Terms**

#### **Bond**

Just a general term to highlight the nature of the **Wildlife Bonds** offered.

#### **Bond Holder**

The **Bond Holder** (or their nominated third-party recipient) that purchases a given **Wildlife Bond** is also referred to as the **Bond Investor**.

#### **Bond Investor**

The **Bond Investor** (or their nominated third-party recipient) that purchases a given **Wildlife Bond** is also referred to as the **Bond Holder**.

#### **Bonus**

An award of bonus **Wildlife Points** to relevant Bond Holders as dictated by the governance policy set by the Trustees of **International Wildlife Bond**.

#### **'Canned' Animal Hunts**

A hunt for animals that have been specifically raised on game ranches until they are mature enough to be killed for trophy hunter's 'needs.' The bodies of the deceased animals are also broken down and sold for 'hypothetical' medicines. 'Canned' farms are a commoditisation model exploiting animal abuse and maltreatment.

#### **Dividend Pool**

A pool of **Wildlife Points** collected from **Bond** purchases by **Investors**. The **Dividend Pool** will be used for **Bonus Wildlife Points** to **Bond Holders**. Bonuses awarded under the scrutiny and discretion of the **IWB Trustees**. The Dividend Pool could also be topped up by sponsor companies\* that purchase **Wildlife Points** to donate to the **Dividend Pool** in exchange for brand recognition with the **International Wildlife Bond** initiative. If the **Dividend Pool** becomes too large, then at the **Trustees'** discretion, some of the **Dividend Pool Wildlife Points** could be used for the benefit



## ***International Wildlife Bond***

of other good causes and charities that support the ethos of the **International Wildlife Bond** initiative.

\* Sponsor companies could also make donations directly to **International Wildlife Bond Fund**, to be used at **International Wildlife Bond's** discretion by the **International Wildlife Bond Trustees**.

### **Expiry**

See **Wildlife Bond Expiry**.

### **International Wildlife Bond (IWB)**

**IWB** was constituted on 18 August 2015 as a Foundation Charitable Incorporated Organisation (CIO) under the auspices of the UK Charity Commission (with registration at UK Companies House).

### **International Wildlife Bond Fund**

This fund is the accumulated portion of a **Bond Investors** purchase of a **Bond**. The **International Wildlife Bond Fund** will be under the control of the **International Wildlife Bond Trustees**, for funding on **IWB Projects** and initiatives to meet **International Wildlife Bond's** stated aims and mission.

### **International Wildlife Bond Projects**

**Bond Holders** will have the opportunity to submit their ideas for projects via a pro-forma on the **International Wildlife Bond** platform.

**International Wildlife Bond** will also accept submission for ideas from relevant academics, experienced individuals and from **International Wildlife Bond's** own **Trustees**. The 'best ideas' will be selected by **International Wildlife Bond's Trustees** in accordance with set criteria (Reference Section 7, **IWB Trustees Assessing Bond Holders' Ideas**).

The 'best ideas' will then be posted on **International Wildlife Bond's** platform for a period of one month and a total **Wildlife Points** needed limit set for the project to be deemed as 'accepted' by the mass commitment of **Bond Holders**. Upon 'acceptance'



## **International Wildlife Bond**

the 'idea' will be project managed by **International Wildlife Bond** as an **International Wildlife Bond Project** to fruition.

**Bond Holders** can redeem their **Wildlife Points** (at the **Bond Holder's** discretion) in support of **International Wildlife Bond** approved projects that are displayed on **International Wildlife Bond's** platform.

### **Investor**

An **Investor** is an individual that purchases a **Wildlife Bond**, or **Wildlife Bonds** in their own name, or on behalf of a third-party (as a gift) - in which case the third-party will become the **Bond Holder**. An **Investor** is also referred to as a **Wildlife Investor**, or **Bond Holder**.

### **Lolly Rewards**

4th Floor Tuition House  
27/37 St George's Road  
Wimbledon  
London  
SW19 4EU

<https://www.lollyrewards.com>

### **Poaching**

**Poaching** is the illegal taking of an animal for financial gain, eg. Rhino horns for 'hypothetical' medicines, or elephant tusk for ornaments and decoration.

### **Projects**

Refer to **International Wildlife Bond Projects**.

### **Stop-Gap Loss Guarantee**

This provision will reduce the worst case negative Percentage Change to 0.8 (or a 20% drop in an Index for the **Wildlife Bond** change from one calendar month to the next calendar).



## **International Wildlife Bond**

### **Trophy Hunting**

**Trophy hunting** is the hunting of wild game (or '**canned**' animals). Although parts of the slain animal may be kept as a hunting trophy or memorial (usually the skin, antlers and/or head), the carcass itself is sometimes used as human food, but if often left in the wild to be disposed of by natural means.

### **Trustees**

Trustees on the board of the **International Wildlife Bond** - The Trustees decide how the **International Wildlife Bond** will invest funds at its disposal to combat anti-**Poaching, Trophy Hunting** and **Canned Hunting**.

### **Wild CRU**

Wildlife Conservation Research Unit  
Department of Zoology,  
University of Oxford,  
Recanati-Kaplan Centre, Tubney House,  
Abingdon Road, Tubney, UK. OX13 5QL

<http://wildcru.org>

### **Wildlife Bonds**

Just a general term to highlight the nature of the **Bonds** offered.

### **Wildlife Bond Expiry**

Each **Wildlife Bond** will have a One Year expiry, which is set from the purchase date time stamp on the Bond purchase.

Any **Wildlife Points** deemed to still be associated with a given **Wildlife Bond** at **Expiry** will be held in the **Bond Holder's** account at 365 days for weighting purposes.



## **International Wildlife Bond**

### **Wildlife Points**

**Wildlife Points** are issued and managed by **International Wildlife Bond** via its platform. **Wildlife Points** cannot be used, or transferred outside of **International Wildlife Bond's** platform.

**Wildlife Points** cannot be used as a currency, or barter entity. **Wildlife Points** can only be used on **International Wildlife Bond's** platform to support **International Wildlife Bond Projects**.

**Note:** Set rate: **1 Wildlife Point = £0.01**

**Wildlife Points** can be redeemed (at the **Bond Holder** discretion) in support of **International Wildlife Bond** approved projects that are displayed on **International Wildlife Bond's** platform.

Any **Wildlife Points** deemed to still be associated with a given **Wildlife Bond** at **Expiry** will be held in the **Bond Holder's** account at 365 days for weighting purposes.

### **Wildlife Points Redemption**

With reward points such as **Wildlife Points** the **Bond Holders** can Redeem some, or all of their **International Wildlife Bond® Wildlife Points**:

- Redeem **Wildlife Points** to support **International Wildlife Bond Projects**.

To minimise this impact on behalf of the **Investor/Bond Holder**, the volumes Redeem will automatically be those **Wildlife Bonds** held for the shortest period, thus maintaining and protecting the maximum weighted volume for the **Investor/Bond Holder**.