



Imatra, the app that turns the energy you generate by cycling into digital currency
Imatra Coin is the new sustainable digital currency, created through an innovative token and a highly energy-efficient 'proof of stake' process.

From today, cycling becomes a value. Imatra is the application that converts the kilometres travelled into a 100% green and human-generated digital currency.

Not to be confused with cryptocurrency, Imatra Coin is an ethical, non-speculative digital currency and offers the opportunity to purchase the most exclusive products from over one hundred premium luxury brands in the cycling world on imatra.com, in addition to several dedicated limited editions. Soon, the community will also be able to exchange and buy Imatra Coins from others in a circular and virtuous ecosystem.

The app is free for iOS and Android and is very easy to use: just a few steps and you can start earning money immediately.

After logging in, the user must remember to launch the app by clicking on Start before setting off on a ride. In this way, the activity will be registered immediately and the app will automatically calculate the kilometres, which will be converted into Imatra Coins. At the end of your ride, click on stop to validate the route and end the activity.

The kilometres are calculated using an algorithm that calculates the conversion based on distance and gradient. For every 25 normalised kilometres travelled, the user is entitled to 1 Imatra Coin worth between €0.5 and €4.00, depending on the type of product on imatra.com. There are different ways of purchasing: items can be purchased entirely in euros or entirely in Imatra Coins, or partly in euros and partly in Imatra Coins. Exceptions are some products that can only be purchased with this digital currency.

Sustainability is one of the cornerstones of the Imatra application, as the whole project is based on respect for the environment. The app also makes it possible to visualise the actual CO2 savings, showing how each kilometre travelled in the open air contributes to the well-being of all the inhabitants of the planet.

Health also plays an important role in Imatra's philosophy. Cycling involves several muscle groups, greatly improves stamina and helps to improve heart health. It reduces the risk of cardiovascular disease, lowers blood pressure and increases levels of good cholesterol (HDL). Cycling also helps to burn calories and is an effective way to control body weight.

The aim of using the app is to develop a good habit, geared towards a healthy lifestyle, by promoting exercise and the outdoors.

Imatra's mission is based on individual and then global change, uniting the community in something that is much more than a sport, it is a true lifestyle, creating value and helping to make a difference, one pedal stroke at a time. The journey of Imatra and its community continues to evolve; a journey of goals, commitment and ever greater achievements.