



more pain more gain

Imatra Coin, the first digital currency that is 100% green, ethical and non-speculative

The pedal-powered currency will soon be available for use in bricks-and-mortar stores.

Imatra Coin is an ethical digital currency. Unlike most cryptocurrencies, it is not speculative and is produced with 100% green human energy. Users can therefore buy the most exclusive products from over a hundred premium luxury brands from the world of cycling on Imatra.com, using a currency generated without polluting emissions, promoting a sustainable and healthy lifestyle.

While it is easy to get confused when it comes to digital currencies, Imatra Coin has clear values and methods for all users who have decided to use the application to generate energy and monetise it accordingly. The currency is actually generated by cycling through a process called 'proof of stake', or 'the evidence'. The Imatra app tracks the route during the ride and at the end of the ride, the algorithm attached to the token issues one Imatra coin for every 25 normalised kilometres travelled. At the end of each ride, the Imatra App issues a token that encapsulates the route of the ride with the normalised km and the corresponding Imatra Coin produced.

*'The main difference with other digital currencies lies in the process by which they are produced,' explains **Manolo Bianchini, Founder and chairman of Imatra.** 'Cryptocurrencies are generated through a process called mining. Connected computers solve mathematical formulas and then generate a unit of cryptocurrency. This process is highly energy-intensive and not exactly eco-friendly given the amount of CO2 produced. Imatra Coins, on the other hand, are produced through physical activity by people, thus one hundred per cent green. In order to reach the standardised kilometres, one has to cycle outdoors and this does not lead to any emissions into the environment. The propulsive energy used is human'.*

Imatra Coins are an ethical and non-speculative currency, respecting the environment and the people living in it, as well as contributing to the well-being of society. This value is evidenced by the fact that it is ESG compliant - Environmental, Social and Governance - a financial theme that is increasingly popular with entrepreneurs and investors. This type of tracking is concerned with defining high standards of sustainability and places the concept of business ethics at the centre, leading the market to new possibilities, closely linked to the concept of community, sharing and value exchange.

'To date, Imatra Coin is the first complementary digital currency present in 39 countries worldwide,' Bianchini concludes. "Soon it will also be able to be used in the physical market, i.e. the sports shops that join the project. By expanding its use outside the digital world, it will be easier to demonstrate how Imatra's revolution is not just a utopia of a few but a real process of change that can involve everyone, starting from their own lifestyle.'