The background features a teal and blue color scheme with a digital theme. It includes binary code (0s and 1s), circuit board traces, and a large, semi-transparent padlock icon. The padlock is filled with a grid of binary digits. The overall aesthetic is modern and technological, representing blockchain and digital security.

# The Blockchain Financial Services Ecosystem

Key industry verticals within Blockchain Financial Services

August 2018

# Blockchain Financial Services Ecosystem: Overview

The Key Change:

Deep Dives on following slides:

Tokenization

Lending

Wallets

Exchanges

Asset Management

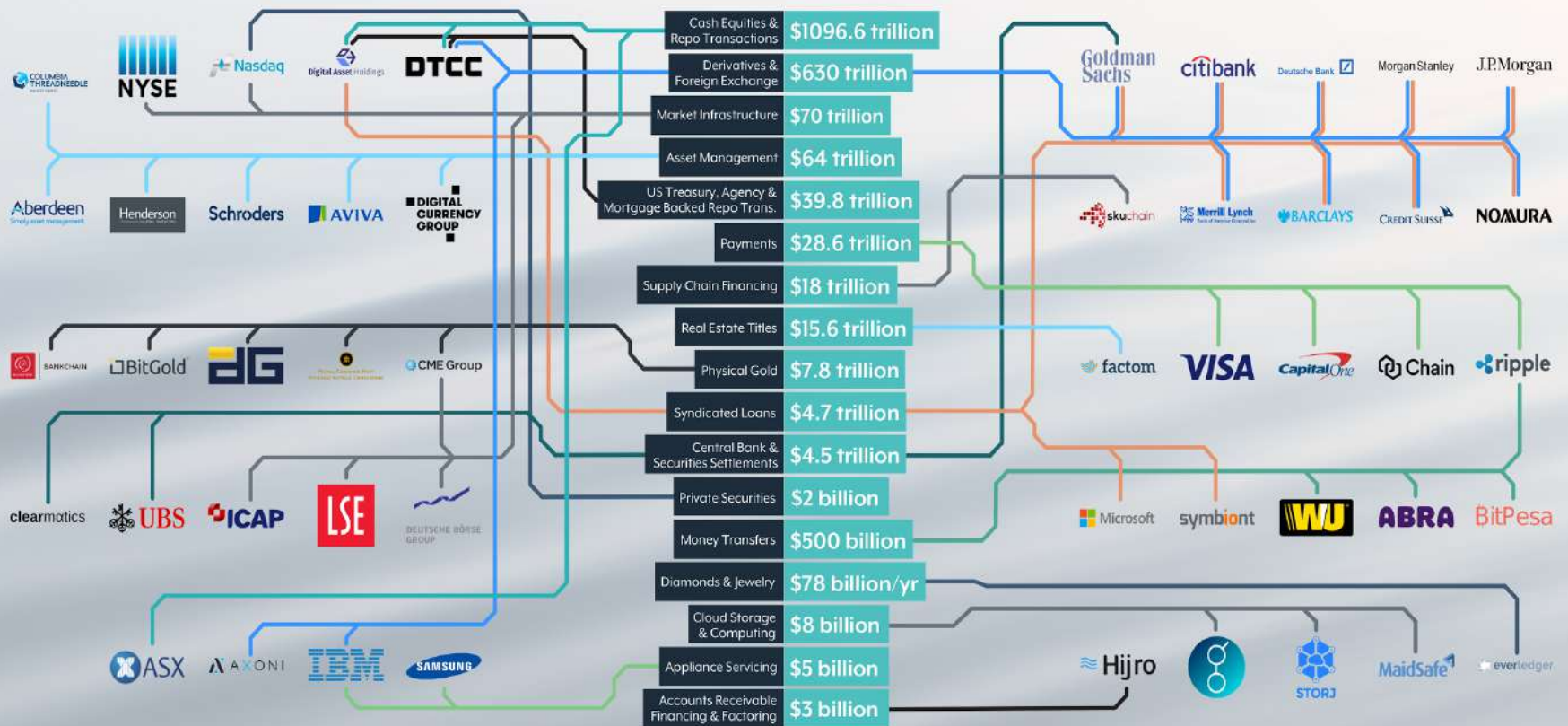
Custody

Insurance

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# Ecosystem Deep Dive: Tokenization

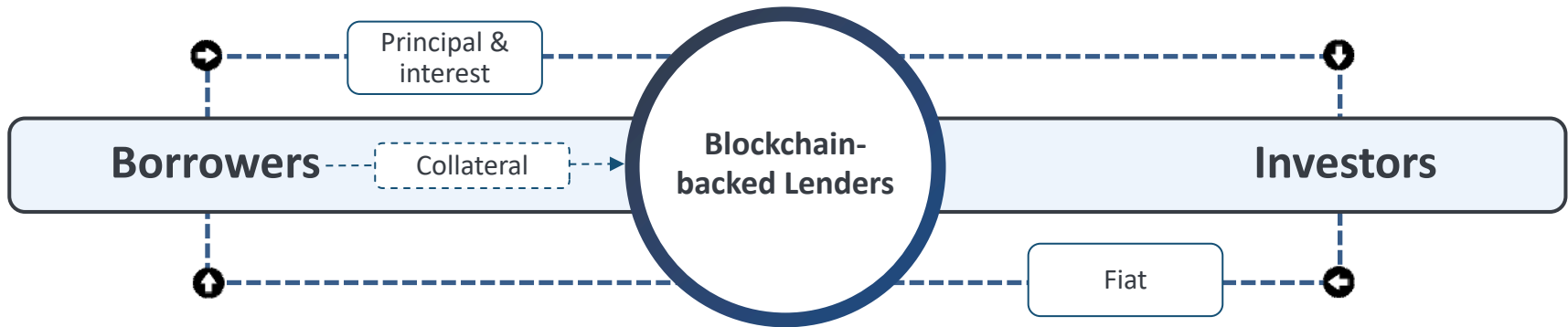
## Tokenization of the World's Assets - A Fundamental Shift



In the same way that a bitcoin can be sent directly from party A to party B without an intermediary, trillions of dollars of diverse financial assets will be similarly transactable. Distributed ledgers will therefore transform finance by: (a) massively increasing the speed of settlement; (b) enforcing the finality of settlement; and (c) facilitating the complete traceability and auditability of asset movement.

*SALT Blockchain Financial allows both new and traditional digital financial assets to be used as collateral for lending products*

# Ecosystem Deep Dive: Lending



## Value Proposition

### Borrowers

- Access to liquidity
- Efficient lending process

### Lenders

- Fixed income return product
- Indirect exposure to blockchain assets

## Key Revenue Streams

### Loan origination fees

- May be in the form of token membership

### Platform servicing fees

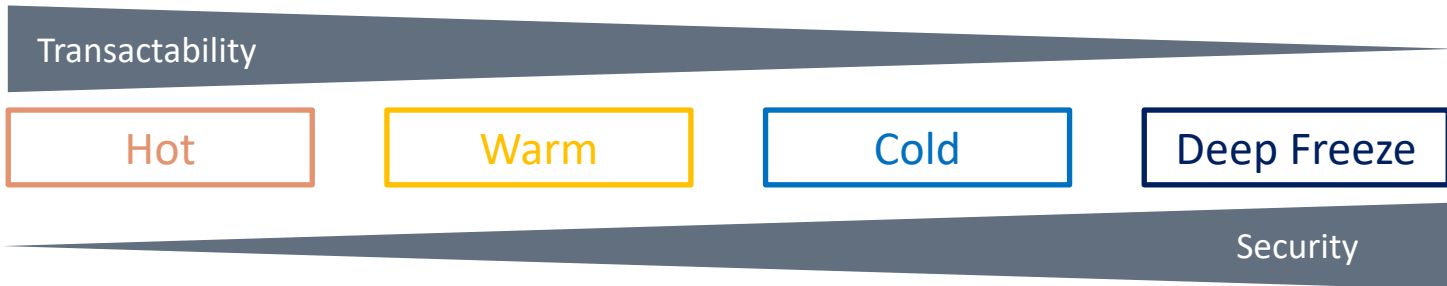
- Payment processing
- Margin call system

### Technology licensing fees

- 3rd party servicing
- Collateral management

# Ecosystem Deep Dive: Wallets

## Wallet Types and Key Characteristics



### Value Proposition

- Management of digital assets
- Facilitate transactions
- Storage optionality (hot vs. cold)
- Enhanced security measures
  - ✓ Multi-signature capabilities
  - ✓ Private key management



### Key Revenue Streams

- Hardware sales
- Transaction fees
- Partner integrations
- Third-party services



# Ecosystem Deep Dive: Exchanges

## Value Proposition

### For Borrowers

- Access to liquidity
- Efficient lending process

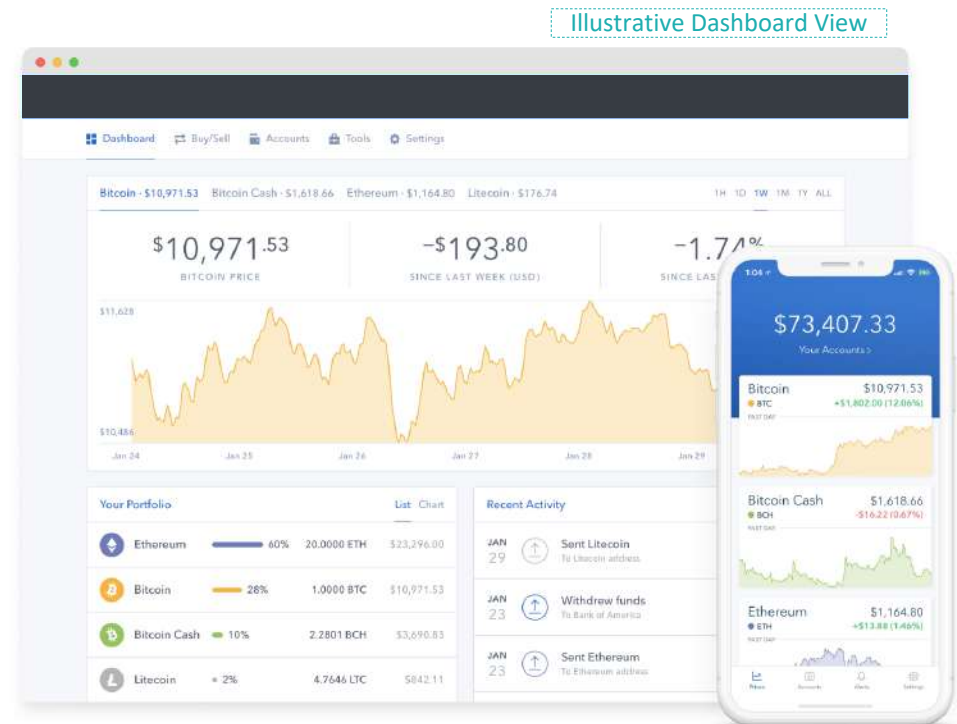
### For Lenders

- Fixed income return
- Indirect exposure to blockchain assets

## Key Revenue Streams

### Typical fee structure

- Market order fee
- Limit order fee
- Fiat conversion fee



# Ecosystem Deep Dive: Asset Management

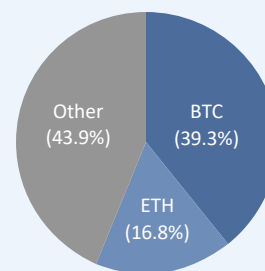
## Value Proposition

- Access to new asset class
- Diversification across blockchain ecosystem
- Attractive risk-adjusted returns
- Low correlation to traditional risk assets
- Increased market liquidity

## Key Revenue Streams

- Management fees
- Performance fees
- Custody services
- Fund partnerships

**\$258.5B** in Blockchain Based Assets  
(as of 06/30/2018)



### BY ASSET CLASS (\$B)

Bitcoin (BTC)

**\$106.4B**

Ethereum (ETH)

**\$43.8B**

Other Cryptocurrencies

**\$108.3B**

### BY THE NUMBERS

Countries

**75**

Global Financial Banks

**100+**

Blockchain Startups

**~1,000**

VC Raised

**\$2.5B+**

ICO Raised

**\$5.0B+**

# of Cryptocurrencies

**1,500+**

Source: CoinMarketCap.com; Coin.Dance; CoinDesk.com; VentureScanner.com

Thank You.

