



# INVESTOR PRESENTATION

BANXA HOLDINGS INC

TSX-V:BNXA

OTCQX: BNXAF

September 2021

SECTION 1

# CRYPTO AND THE BITCOIN MARKET

BΔNXΔ

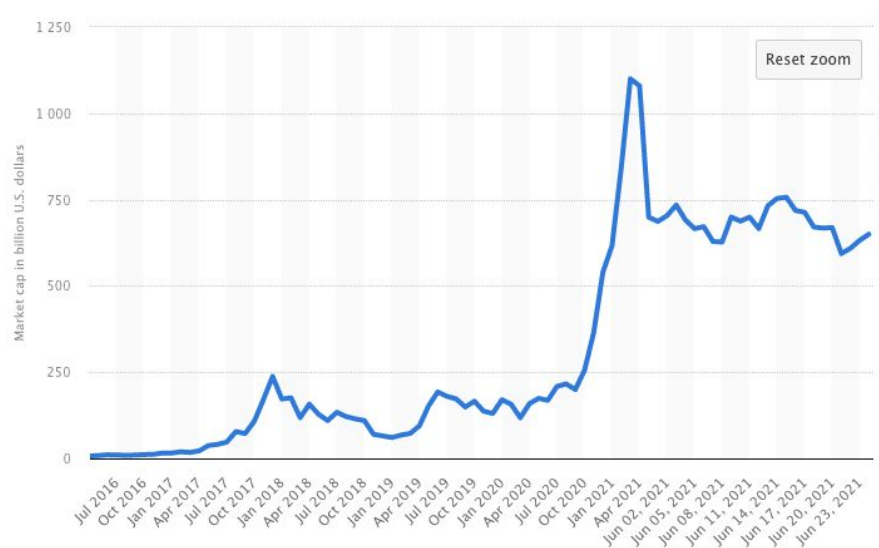
# CRYPTO AND THE BITCOIN MARKET

**Crypto & Bitcoin in general is moving from the domain of tech nerds to HNW's, family offices and institutions as a new asset class.**

Approximately 50m cryptocurrency wallets exist globally and this continues to grow rapidly.

We are still very early in the evolution of the industry where early mover advantage can be important (like Amazon is for e-commerce and Google is for search)

Market capitalization of Bitcoin from April 2016 to December 2020  
(in billion U.S. dollars)



Source: [Statista 2020](#)

# CRYPTO AND THE BITCOIN MARKET



Paul Tudor Jones is considered the father of the modern-day hedge fund industry holding just under 2% of his fund in Bitcoin.

**“My bet is Bitcoin as the best inflation hedge...”**

It has happened globally with such speed that even a market veteran like myself was left speechless. We are witnessing the Great Monetary Inflation - an unprecedented expansion of every form of money unlike anything the developed world has ever seen.”

**Paul Tudor Jones**

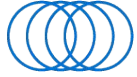
CEO Tudor Investment Corp



**Bitcoin** is not a currency, nor is it a payment network. **It is a bank in cyberspace**, run by incorruptible software, offering a global, affordable, simple, & secure savings account to billions of people that don't have the option or desire to run their own hedge fund.

**Michael Saylor**

CEO Microstrategy



## OUR VISION

To make digital assets available to everyone by bringing digital currencies to every corner of the globe.



# BANXA SNAPSHOT

1. World's first stock exchange listed **Fintech Payment Service Provider (PSP) & Reg Tech provider for the digital asset industry** (*Banxa is like the Stripe/Paypal of the digital asset industry*).
2. **Banxa is building the PAYMENTS & COMPLIANCE bridge** between “fiat” (USD/EUR/CAD etc) and “digital assets” (Bitcoin/Ethereum etc) via on/off ramps. (*'Picks and shovels' of the industry*).
3. **B2B focused business model** is **regulated, highly scalable, low touch** and in a growing market (*whether the price of Bitcoin goes up or down*).



# BANXA FOUR PILLARS - PAYMENTS & REGTECH

Global & Local  
**Payments**  
platform

Regulatory &  
**Compliance**  
platform

Data Science  
**Automation**  
platform

**Coin token**  
**delivery**  
platform

1. **Global** (Mastercard, Visa, Apple Pay) and **local** (Interac Canada, SEPA Europe, iDeal Netherlands, Faster payments UK, Poli Australia etc) **payment options**.
2. Banxa has multiple **digital asset licences and registrations (RegTech)** globally and a full **AML/KYC compliance platform** given the regulated nature of industry.
3. **Highly scalable technology platform** that automatically manages market data, pricing, payments, order management across an API and Widget.
4. **Coin token delivery technology** that will deliver customers order (Bitcoin/Ethereum etc) in the most efficient manner possible (on and off chain delivery technology solutions)

# SOME OF OUR EXISTING B2B CUSTOMERS

With a strong pipeline of new partners, Banxa continues to grow the network and access to new customers

**ABRA**

 AscendEX

**BOTS.**

 **BINANCE**

 Bingbon

 Bitcoin.comExchange

 bitfioneon

 **bithumb**

 gate.io

 bybit

 CAKEDEFI

 changelly

CoolBitX

 **DERIV**

 Dove Wallet

 edge

EST. 2013  
**HitBTC**

 **Huobi**

**+Invity**

 **KUCOIN**

 **MXC**

 **OKEX**

 **Phemex**

 ShapeShift

 **TREZOR**

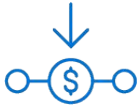
 **virtuse**  
exchange

 **XT.COM**

 **ZB.COM**



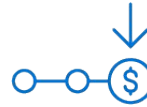
# REVENUE MODEL



## Currently

**1-3% commission**  
on order value

**1-3% on spread**  
depending on the supplier and partner

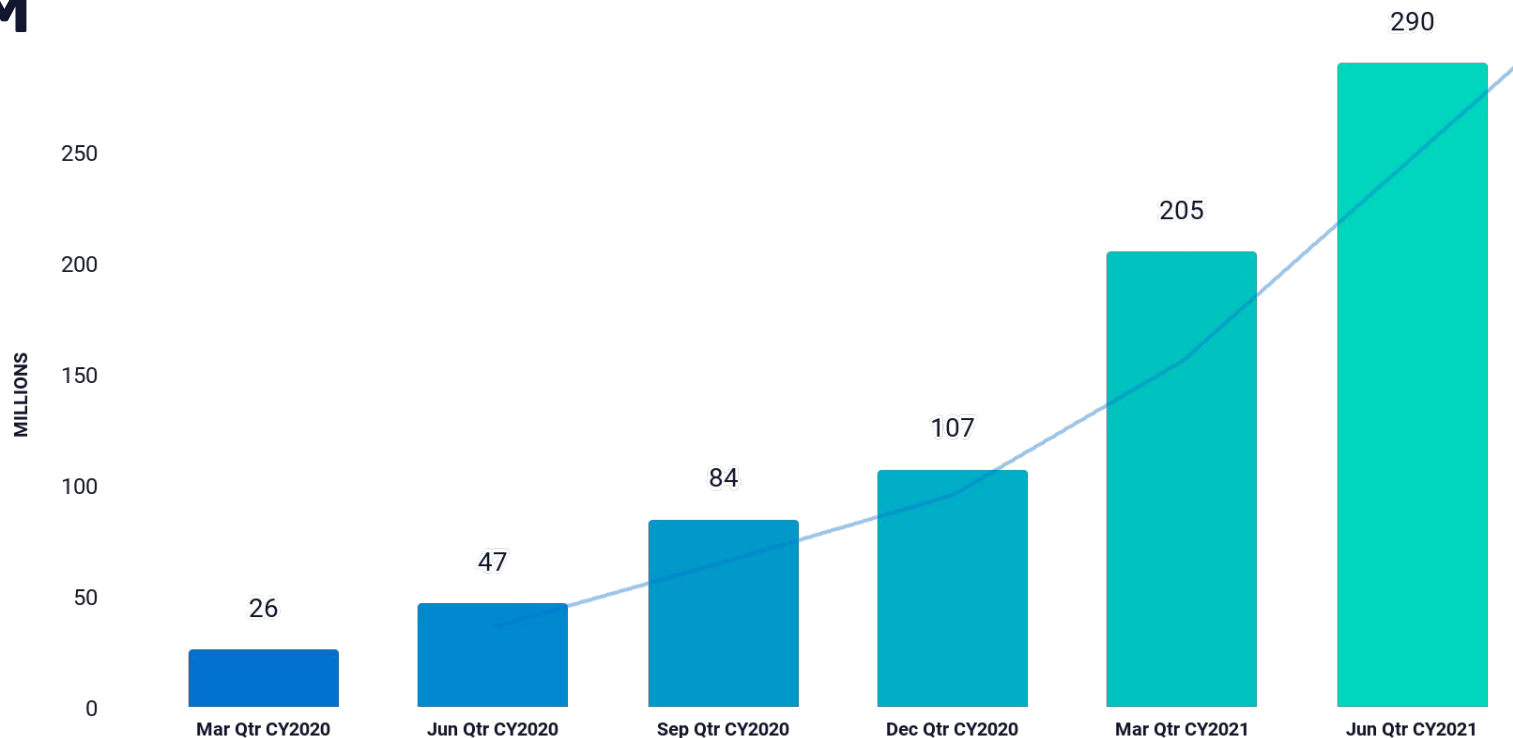


## Future

**Related financial services for the digital asset industry** (subject to financial services licenses etc)

- Interest bearing accounts
- Borrowing and lending
- Fiat wallets
- Other products typically seen at other financial institutions

# GROWING TOTAL TRANSACTION VALUE (TTV) - \$M



TTV numbers are management prepared.

# BANXA MARCH QUARTER 2021 SNAPSHOT

1. **Total Transaction Value (TTV) of \$396m** for the nine months ended March 31, 2021, **an increase of 1,470%** from \$25m for the same period in 2020
2. **Revenue of \$21m for the three months ended March 31, 2021, an increase of 1,479%** from \$1.3m for the same period in 2020
3. **Adjusted EBITDA Profit increased to \$1m** for the three months ended March 31 2021, up from Adjusted EBITDA Loss of \$480,170 for the same period in 2020
4. **March 2021 Quarter TTV of \$205m**, an increase of **93% from \$107m** for the prior quarter
5. **Over \$25m in cash and cash equivalents** based on account release date (26th May 2021)

# CAPITAL STRUCTURE

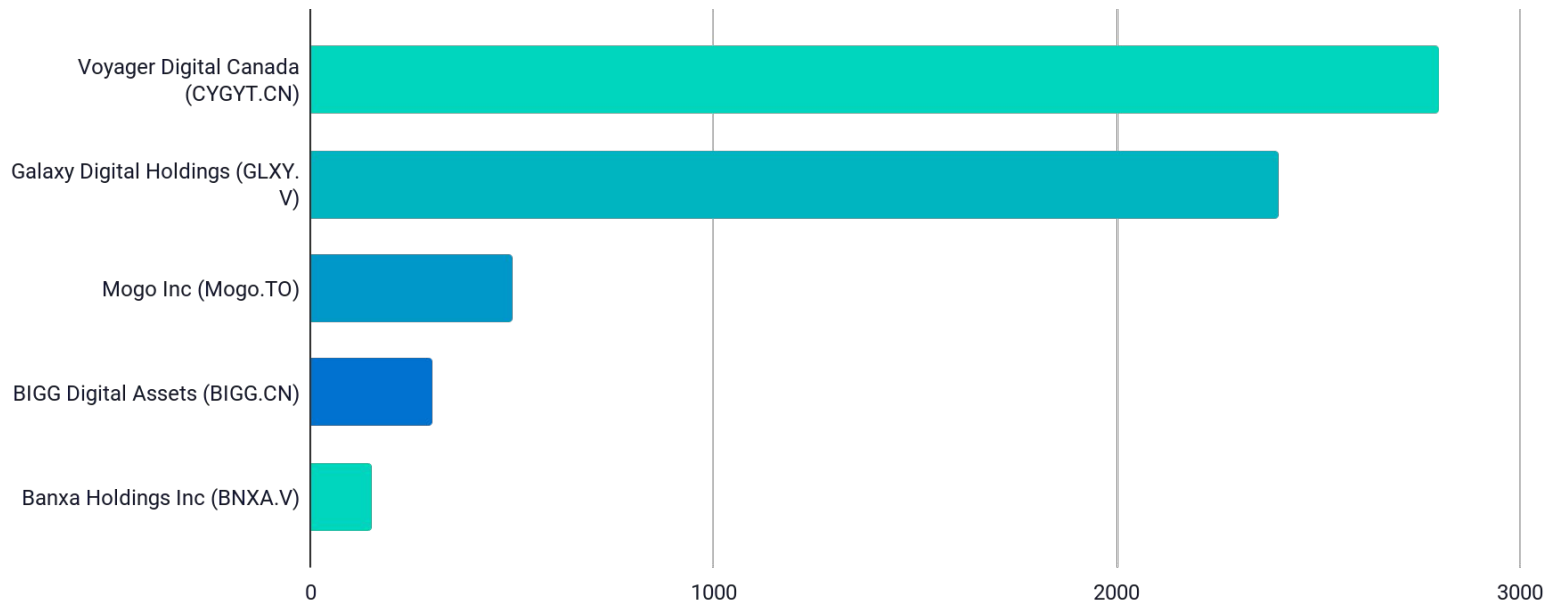
Share on issue: 45,326,144  
Stock Options (Employee ESOP): 4,127,513  
Warrants: 2,754,518  
Fully Diluted: 52,181,115

TSX-V: BNXA  
OTCQX: BNXAF  
FSE: AC00

Research: [Fundamental Research](#)  
[RAAS](#)  
[H.C. Wainwright](#)



# COMPARATIVE COMPANY SNAPSHOT ON CANADIAN EXCHANGES



All Market Cap prices in \$CAD, as at 3rd September 2021 unless otherwise stated.

# BANXA TOP 10 SHAREHOLDERS

Top 10 shareholders represent over 50% of the company

SHAREHOLDERS	%	SHAREHOLDERS	%
Board & Company Management	25.0%	OK Group/OKEx Exchange	2.5%
Alium Fund (aliumcap.com)	8.0%	Kucoin Exchange	2.5%
NGC Ventures Fund (Ngc.fund)	7.0%	TLC group holdings	2.5%
Thorney Investment Fund	5.0%	Xiao Ping Chen	2.1%
CCGF Group	3.5%	MJV Financial	2.1%

All %'s are approximate and have been rounded to one decimal place

# CATALYST TO GROWTH

1. **Focused execution while increasing Total Transaction Value (TTV)**
2. **Growing B2B customer base**
3. **Acquire new Crypto licences and registrations globally**
4. **Payment option expansion across LATAM, Asia, MENA & Africa**
5. **Expansion of coins and opportunities in DeFi and NFT space**
6. **Increased consumer interest and acceptance in digital assets**
7. **Increased Public company comps and investor acceptance of sector**

# BOARD AND MANAGEMENT TEAM



**DOMENIC CAROSA**  
**FOUNDER & CHAIRMAN**

Domenic a tech pioneer, having founded or invested into over 50 technology companies over the last 25 years, both private and public.

He holds a Masters of Entrepreneurship and Innovation (MEI) from Swinburne University Australia.



**JIM LANDAU**  
**NON-EXECUTIVE DIRECTOR**

Jim has significant experience as a Managing Director and Board member focused on technology companies since the 1980's. He holds a Bachelors of Electrical Engineering from Monash University, and graduate studies diplomas from RMIT, The Securities Institute and the Australian Institute of Company Directors.



**DORON COHEN**  
**NON-EXECUTIVE DIRECTOR**

Over 20 years of everything. A VP Biz Dev in an \$8 Billion, FTSE 250 public company, IPOs, M&As, a CEO of 6 different companies, many failures, many successes, one good marriage.. He speaks fluent English, French and Hebrew.



**MATTHEW CAIN**  
**NON-EXECUTIVE DIRECTOR**

Mr. Cain is the Committee Director at Melbourne Racing Club, and has extensive experience at the board level of a number of Australian technology companies.

Mr. Cain holds a Bachelor of Commerce from the University of Melbourne.



# AN EXPERIENCED TEAM



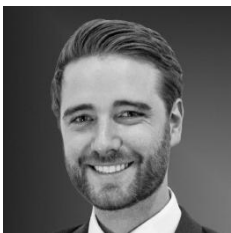
**HOLGER ARIANS**  
**CEO**

Holger has previously built and run several startups. Prior to BANXA, he oversaw and worked closely with a portfolio of 30 early stage technology companies as CEO of Dominet Venture Partners. He holds an Executive MBA from Manheim and Essec Business Schools and is an Alumni of Harvard Business School.



**KONSTANTIN LICHTENWALD**  
**CFO (CPA, CGA, ACCA)**

Konstantin has extensive experience as chief financial officer and specializes in providing corporate finance, taxation and financial reporting. He previously worked at Ernst & Young and holds a BBA from Pforzheim University, Germany.



**JOSH D'AMBROSIO**  
**GENERAL MANAGER**

Josh is an experienced risk and compliance executive serving in Ernst & Young's IT Risk Advisory Team for 5 years prior to joining BANXA in July 2017. Prior to these roles, Josh founded and scaled a social sports company to become the Australian market leader in its industry.



**IAIN CLARK**  
**CTO**

Iain was previously the CTO of public listed company Crowd Media for 7 years. Before that he was a Vice President at Goldman Sachs in London. He is focussed on technical excellence, platform security and executing the companies strategic vision.

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# Thank You

**ANY QUESTIONS?**

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[banxa.com](https://banxa.com)

