

An abstract network diagram on the left side of the slide. It features a curved, semi-circular arrangement of nodes connected by thin lines. The nodes are represented by small circles, some of which are white with a black outline, while others are solid white. The connecting lines are thin and colored in shades of teal and orange. The overall shape of the network is reminiscent of a stylized globe or a complex web structure.

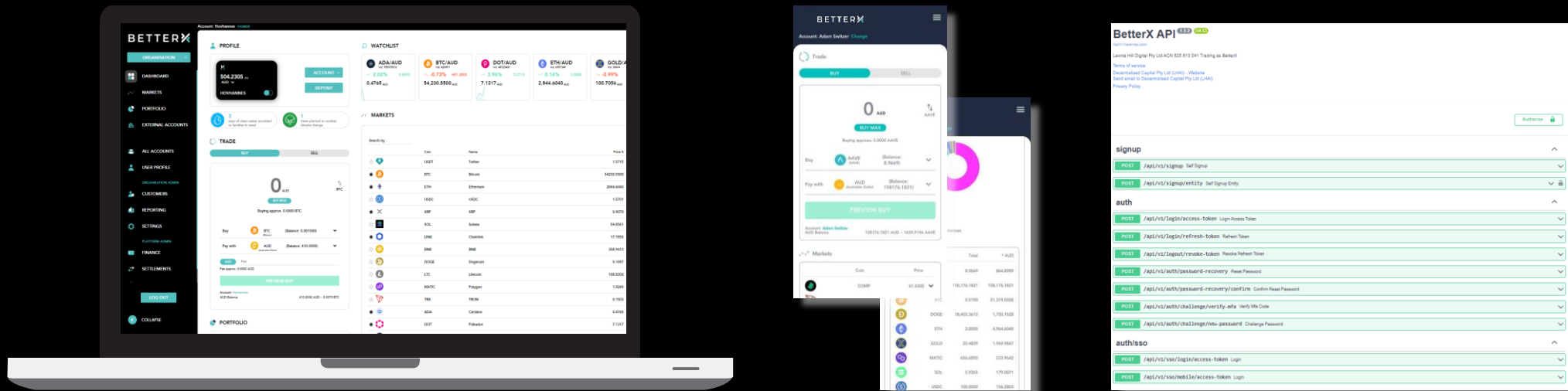
BETTER

- Building tomorrow's market infrastructure to bridge the future of finance
Trade. Manage. Tokenise. Report.

BETTERX

BetterX challenges traditional crypto exchange and trading software norms by combining TradFi stability with Web3 technology to offer a **turnkey solution**.

- BetterX bridges the gap for businesses and investors to build their own digital asset platform. Digital asset trade, management, reporting and tokenisation solutions offered through a suite of infrastructure and tools.



Better Trading. Better Management. Better Solutions. Better Control. BetterX.

Market growth and adoption

The time is here

Crypto Adoption by Institutions

	Crypto Trading and Custody ⁽¹⁾	Private Crypto Funds	Crypto ETFs	Crypto-Enabled Payments	Tokenization
Bank of America	●				
BlackRock	●	●	●		
BNY Mellon	●		●		●
CBOE	●				
Charles Schwab	●		●		
CME	●				
Deutsche Bank	●				●
Fidelity	●	●	●		
Franklin Templeton	●	●	●		●
Goldman Sachs	●		●		●
JPMorgan Chase	●	●	●	●	●
MasterCard				●	
Morgan Stanley		●			
PayPal	●			●	●
Société Générale	●				●
UBS	●		●		●
Visa				●	

Source: Bitwise Asset Management with data from company filings and presentations. Data as of December 31, 2023. (1) Crypto Trading and Custody includes the trading of crypto spot, futures, and derivatives products.

\$1.75T+
Total Cryptocurrency Market Cap as at 1 Jan 24
Source: Coinmarketcap.com

425 Million users worldwide
986 Million users by 2027
Source: Statista.com

Growth in blockchain technologies 67.3% CAGR
The global blockchain market size is expected to grow to USD 39.7 billion by 2025
Source: ReportLiner

USD\$24 trillion in tokenised assets by 2027
The World Economic Forum has projected a tokenised asset market of ~ 120% pa CAGR.

The Team

Uniquely experienced team to build the bridge businesses with tomorrows technology



Tony Yammine

Co-Founder, CEO

CEO, with management consultant experience. Co-founder of Avarni the world's first carbon data platform providing cloud-based software solutions for supply chain risk management.



Adam Switzer

Co-Founder, CTO

Over 20 years experience in banking technology and risk. Previously Head of AI/ML Technology at DBS (Best Bank in the World x4), Head of Treasury Risk Technology at HSBC (\$3Tn balance sheet).



Eric Chau

Co-Founder, COO

Over 8 Years of ASX listing and compliance experience. Senior roles held across technology and compliance.



Kinsey Cotton

Co-Founder, Senior Advisor

Co-founder and non-executive director of Tibra Capital. Experienced market maker and trader with overseeing billions in trading volume.



Ben Herron

Head of Engineering

Solutions architect and senior software engineer roles at DBS, RHB Bank, Singtel & Singapore Airlines, PWC and Heffron SMSF. AWS Keynote Speaker at re:Invest.



Calvin Ng

Co-founder, Senior Advisor

Board member of AU listed bank, extensive experience across lending and private credit, overseeing in excess of \$2bn originated. Co-founder of Finsure which was sold to MA Financial for \$152m in Dec 2021. MD at Aura Group.

Our advisors

Proven track record across digital asset and tradfi



Ricardo Sentosa
Director

CMO at leading GameFi and P2E platform Play it Fwd. Founded SEA based marketplace and SASS solution Venuerific.



Andrew Porter
Advisor

First seed investor in Haven, now Synthetix (SNX) with over 30bn trading volume and \$600m TVL. Ex Fintech Australia CEO and has held Senior roles at three global payments fintechs OFX, World First and TransferMate



Tim Griffith
Advisor

Co-founder of ASX listed technology business XF1, scaled and XREF to become the most trusted and largest global candidate referencing and compliance platform. Partner at Scalare partners.



Vicknesh Pillay
Advisor

Co-founder and Managing Partner of SEA fund TNB Aura. Previously founded and grew and exited his real estate mezz fund managing over \$350 million.

Problem and challenges

Infrastructure for businesses will become an essential with the adoption of blockchain

Accessibility to infrastructure

Maturing digital asset landscape requires tools and infrastructure for traditional businesses.

The global Crypto Asset Management market size was valued at USD 410.88 million in 2021 and is expected to expand at a CAGR of 20.51% during the forecast period, reaching USD 1258.26 million by 2027.

➤ BetterX offers user access permissions and a suite of API for individuals and businesses to plug and play.

Integrated solution

Adoption of digital assets means requirements for infrastructure to streamline entry and facilitate broader adoption.

Like any business, advisors and asset managers aim to create customers by selling products people want or need.

➤ BetterX offers an integrated solution which is flexible enough to match existing frameworks and workflows to minimise friction.

Security / Asset Segregation

In 2022, centralised players failed, including bankruptcies.

➤ BetterX uniquely separates asset custody from trading through operating two DCE registrations through AUSTRAC. The only company in Australia to hold this client protecting structure.

Leveraging best-in-class technologies, the platform integrates multiple upstream and downstream channels, and provides institutional grade security to protect clients and assets

RWA trading and tools

The World Economic Forum has projected a tokenised asset market of ~USD\$24 trillion in financial assets by 2027 growing at a 120% pa CAGR.

The adoption of real-world asset tokenisation calls for tools and infrastructure to manage and trade this new class of assets.

➤ BetterX has developed a MVP tokenisation-as-a-service engine for users to tokenise and trade RWA's on the trading platform.

Source: Fintech news 2023, World Economic Forum and research reports world 22 Aug 2022

Customers

Digital asset trading infrastructure is ripe for adoption with the growing trend of digital assets. BetterX offers an end-to-end trading and management solution.

Wealth

- Advisors/planners
 - Brokers
- Family offices
- Fund/asset managers

Traders

- White-label solution
 - Brokerages
 - OTC desks
 - Traders

Tokenisation

- Private markets
- Luxury goods / fine arts
 - Collectable wines
 - Carbon and environmental

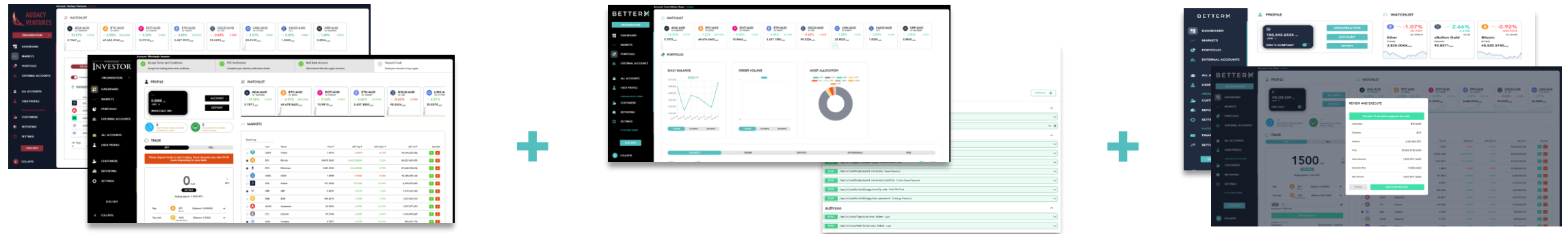
B2B/B2B2c

- White-label solution
 - Fintechs
 - Lending desks
- Professional services

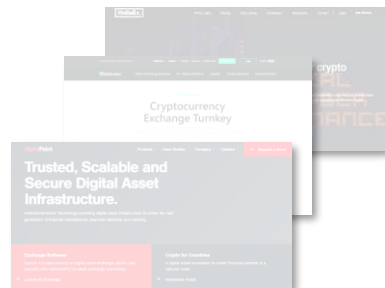
- Market adoption of digital assets and digital wallets
- Shift from web2 to web3
- Difficult to access and or implement web3 infrastructure
- High costs associated with building from the ground up
- Dedicated resources required
- Lack of knowledge and expertise
- Administrative efficiencies using web3 tools
- Reduce leakage as clients are seeking other ways to enter the digital asset markets
- Security and compliance resourcing
- Fractionalisation
- Secondary trading
- Increased liquidity

Product and Market

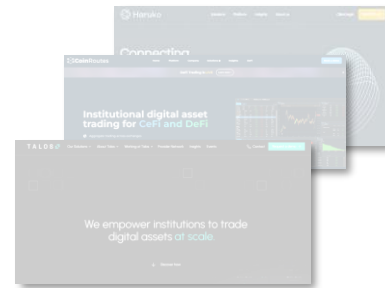
BetterX offers an end-to-end turnkey white label solution to support digital assets from trading, reporting and management solutions via single API integration, licensing, on/off ramp solution and other services.



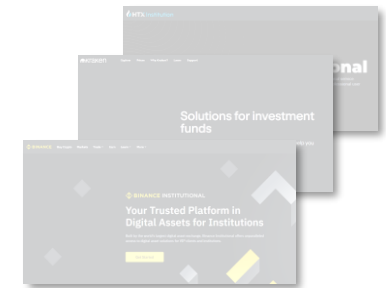
White-label



Management software



Trade and execution



END-TO-END building blocks

A unified turn-key solution.

Tools and infrastructure	Trading	Management	Reporting / interface / Support
✓ White-label	✓ 30 core Digital assets	✓ Account management and CRM	✓ Portfolio reporting
✓ API integrations and reporting	✓ Multi-venue execution	✓ Organisation & Sub-Org Management	✓ Revenue sharing
✓ Single-sign on (SSO)	✓ Request for Quote & Streaming Prices	✓ Configurable account Permissions	✓ Historical data and analytics
✓ Portfolio price feeds	✓ Customised trading fees	✓ Client On-boarding and KYC	✓ Client account reporting
✓ Custom links	✓ Charting	✓ Account for entities	✓ Custom branding
✓ Customisable interface	✓ Live news feed	✓ Portfolio management	✓ Customer Support
✓ Access widgets	✓ High speed order matching engine	✓ Settlements solutions	✓ Content set-up
✓ REST / WebSockets / FIX API's	❑ Add additional assets	✓ Wallet and custody solutions	✓ Website support
❑ Tokenisation-as-a-service engine	❑ Trading API's	❑ Banking and licensing solutions	❑ Live Chat integration
❑ Real-World Asset tokenisation and trading	❑ Custom rewards program	❑ Integration with list of payment systems	❑ Mobile App

✓ Available Now

❑ Coming soon

Go to Market

BetterX's 3 stage implementation plan

Stage I (1-6 months)



Strategy

- Increase sales MOM through channel optimisation
- Go-live trading with 5 key partners with access to over 50,000 users
- BetterX platform token - BTTX token development

Product

- 46% MOM target increase in platform registrations
- Address platform user feedback
- Add sought-after features
- Tokenisation smart contract MVP

Marketing

- 30% increase in user engagement
- A/B testing on marketing material
- Train 100+ sales representatives within partner firms



Stage II (7-12 months)

Strategy

- Acquire partnerships with at least 15 new distribution channels within TradFi verticals
- 35% increase in monthly sales through new channels
- Formalise agreement with 3 tokenisation issuers
- Tokenisation strategy rollout
- BTTX token rewards

Product

- Tokenisation platform pilot with live clients
- Mobile app development
- Trading platform and tokenisation integration

Marketing

- Increase marketing channels
- Secure new distribution channels through educational program
- Deep penetration into existing networks through success manager



Stage III (13-18 months)

Strategy

- Acquire 30 new distribution partners
- Go live with 3 tokenisation issuers
- Live tokenization contracts tokenising at least \$100m in asset
- Series A for expansion and technological advancements

Product

- Increase tokenised assets class to 5 core sectors
- Risk management reporting tools
- Launch of exclusive BTTX community hub

Marketing

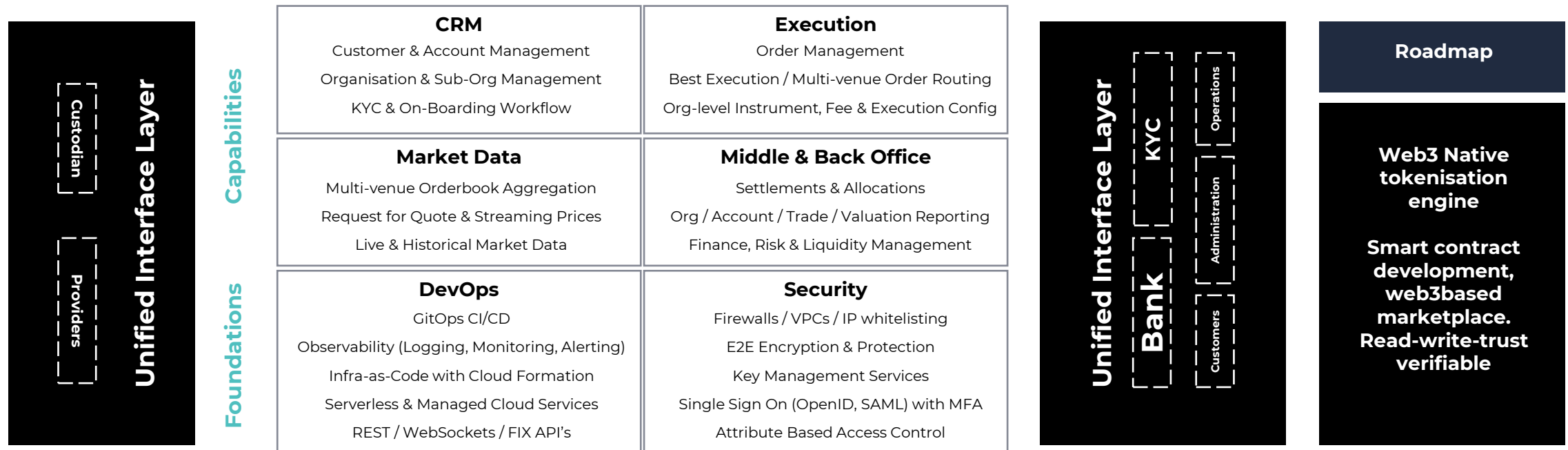
- BTTX community hub
- Hosting exclusive events
- AI-driven sales tools

Business Model

	B2B/B2B2C
Trading fees and spread We make a platform 0.20% to 0.75% on trading fees/spread	✓
Platform integration and onboarding fees Integration fee's starting from \$10k upwards	✓
Monthly Platform fees Ranging from \$1k - \$20k per month	✓
Seat Based fees Partners can subscribe to different platform modules based on business and seating requirements. Seats starting from \$50 - \$150 per month per user	✓
Referral fees Referral partners can earn fees through our referral program. 50/50 revenue split	✓
Ancillary service fees Referral revenue through FX, referrals and distribution of structured products	✓
Token benefits BTTX Token benefits for members. Discounted trading fees, payment towards platform services	✓
Tokenisation-as-a-service Tokenisation and management fee for the tokenisation of real-world assets. Fees ranging from \$5k - \$20k plus an on-going % for management.	✓

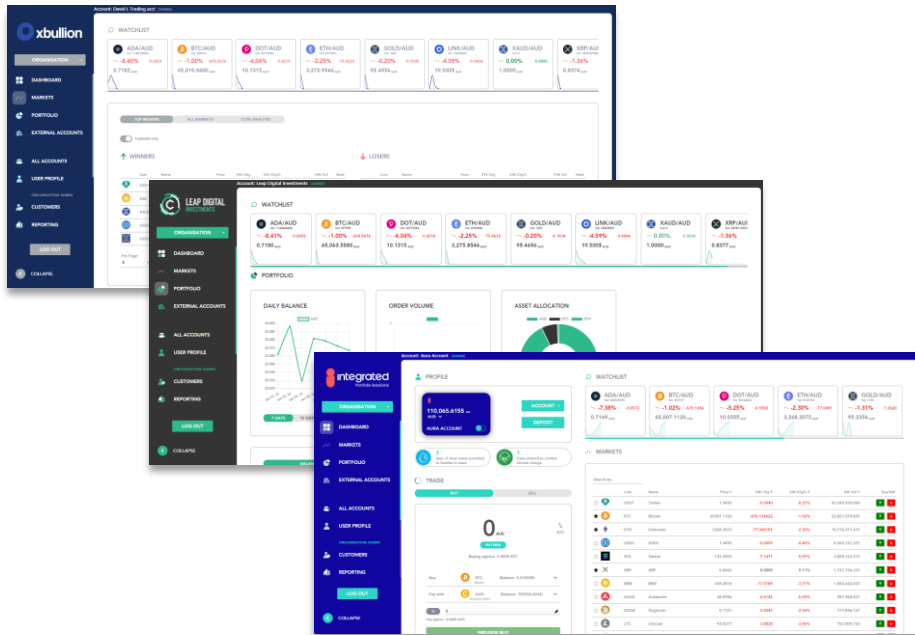
Architecture

A fully modern stack with a micro-services, serverless architecture designed for agility, performance and resilience at scale. Leveraging best-in-class technologies, the platform integrates multiple upstream and downstream channels, provides enterprise grade security and offers flexibility to adapt to customer needs.



Our Clients, Partners and Sales Pipeline

Our initial clients and partners manage in excess of A\$11b in client assets and are the foundation of a powerful ecosystem.



Clients



[Horological Vault]

Sales / Discussion pipeline



Energy Shift

Segregation of Client Assets

BetterX segregates its business operations separate to client assets in an entity which only holds client fiat and digital assets. Both the digital asset trading entity and custody entity are based in Australia, ASIC registered and are reporting entities of AUSTRAC. The FX entity is also based in Australia and will apply for AUSTRAC registration as a remittance provider.

*Digital Currency Exchange - DCE

Operates trading
platform and
operations

Leonie Hill Digital Pty Ltd (AUS)
trading as BetterX
ASIC - ACN 625 613 041
AUSTRAC – DCE100578761*

Agent custody
entity for client
funds and assets

Leonie Hill Custody Pty Ltd (AUS) trading
as BetterX Custody
ASIC - ACN 650 197 630
AUSTRAC – DCE100756107*

- Client assets are held 1:1 and segregated - Fiat funds and digital assets
- Transparency - Proof of digital asset balances
- Built on and utilising institutional grade infrastructure
- No rehypothecation – buy and sells via multi-venue execution in real time
- No trading against clients and client positions

Appendices

Case study

Real World Asset (RWA) Tokenisation

Private Lending



The private loan market now \$1.4 trillion, up from \$250 billion in 2010 (\$100 Billion in Australia alone). Preqin forecasts a CAGR of 17.4% between 2022 and 2026, propelling it to become second-largest private capital asset class in 2023.

- BetterX has tokenised 2 loans to the value of AUD \$3.6m.
- Onboarding
 - Secured with physical assets
 - Primary issuance
 - Digital blockchain based registry
 - Platform reporting

Luxury Goods

[Horological Vault]

A very large, growing asset class that is difficult to access.

Global growth from US \$42.2b in 2022 to US\$48.38bn in 2023. Expected annually CAGR 2.38% (23-28). APAC represents 49% market share.

BetterX has Secured 2 rare Audemars Piguet Royal Oak time pieces to tokenise, Total value of AUD\$1.1m



Token supply:
400,000



Token supply:
330,000

Carbon and Environmental

Energy Shift

Carbon Credit Market was valued at USD 87.9 billion in 2022 and is set to grow at a CAGR of 14.2% during 2023 to 2032.

Carbon credit trading is anticipated to grow through the introduction of tokenized credits and reductions.

- BetterX is in discussions with several companies to utilise the tokenisation-as-a-service platform to service carbon credit trading and trackable carbon reductions.
- Trackable carbon target initiatives
 - Climate risk
 - Data for third-party verification

Commodities



The Market Capitalization of Gold is currently around \$13.6 Trillion and Silver 1.3 Trillion.

Xbullion tokenise Gold and Silver with Online Convenience and Blockchain Security

- BetterX has developed reporting and trading infrastructure for Xbullion.
- Over 80kg of Gold tokenised
 - Over 474kg of Silver tokenised
 - 100% bullion backed
 - Vaulted and audited

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