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# Bitcoin Suisse

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**Company Presentation**

October 2024

# The trusted Swiss gateway to crypto

## History of innovation

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Pioneering the crypto asset industry since 2013, Bitcoin Suisse provides clients with unique access to the latest innovations, combined with stable infrastructure and a large team of expert support.







## Thinking beyond

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As one of the **oldest** and **most trusted** crypto companies in the world, we've been building throughout the many market cycles over the past decade. What guides us are not the short-term opportunities, but our desire to create a world where decentralized finance has a **net positive impact** on consumers, economy, and society.

# Agenda

- 1 Bitcoin Suisse
- 2 Bitcoin & Crypto
- 3 Investing in Crypto with Bitcoin Suisse



**Bitcoin Suisse**


# Swiss crypto-finance pioneer & market leader



Left: Marco Menotti, Chairman of the Board  
Right: Andrej Majcen, Group CEO & Co-Founder

Founded in 2013, Bitcoin Suisse AG is the leading Swiss provider of crypto financial services. The company is the most important company in the Crypto Valley in terms of business volume, customer assets, innovation, and employment.


## Offering



**24/7 Prime Brokerage**

Best execution


Global network of counterparties



**Custody**

Secure custody


ISAE 3402-certified



**Staking**

Validation services


Administration of protocol remuneration



**Collateralized Lending**

Crypto / Fiat

Access to DeFi borrowing protocols



**Further Services**

Token facilitation services

Crypto payment processing

Stablecoin XCHF

## Key Figures

**2013**

Founding of Bitcoin Suisse AG

**5+bn**

Assets held in custody (in CHF)<sup>1</sup>

**200+**

Employees

<sup>1</sup> as of June 2024

# Uniquely Bitcoin Suisse: Quality, security and a strong track record

1

## **Subject to Swiss AML/CFT regulation:**

Bitcoin Suisse is a Swiss crypto financial services provider and, as a member of the self-regulatory organization (SRO) “Verein zur Qualitätssicherung von Finanzdienstleistungen” (VQF), has been subject to Swiss AML/CFT regulations since 2014.

2

## **A 10-year track record across multiple crypto business cycles:**

Founded in 2013, Bitcoin Suisse is the Swiss crypto-native pioneer and trusted gateway to invest in crypto, offering institutional-grade services at the forefront of technical innovation.

3

## **Highest quality & security:**

Bitcoin Suisse offers the time and penetration-tested “Bitcoin Suisse Vault”, a highly secure custody solution for crypto assets, audited by PwC, Grant Thornton, and Zühlke Engineering, and ISAE-3402 certified.







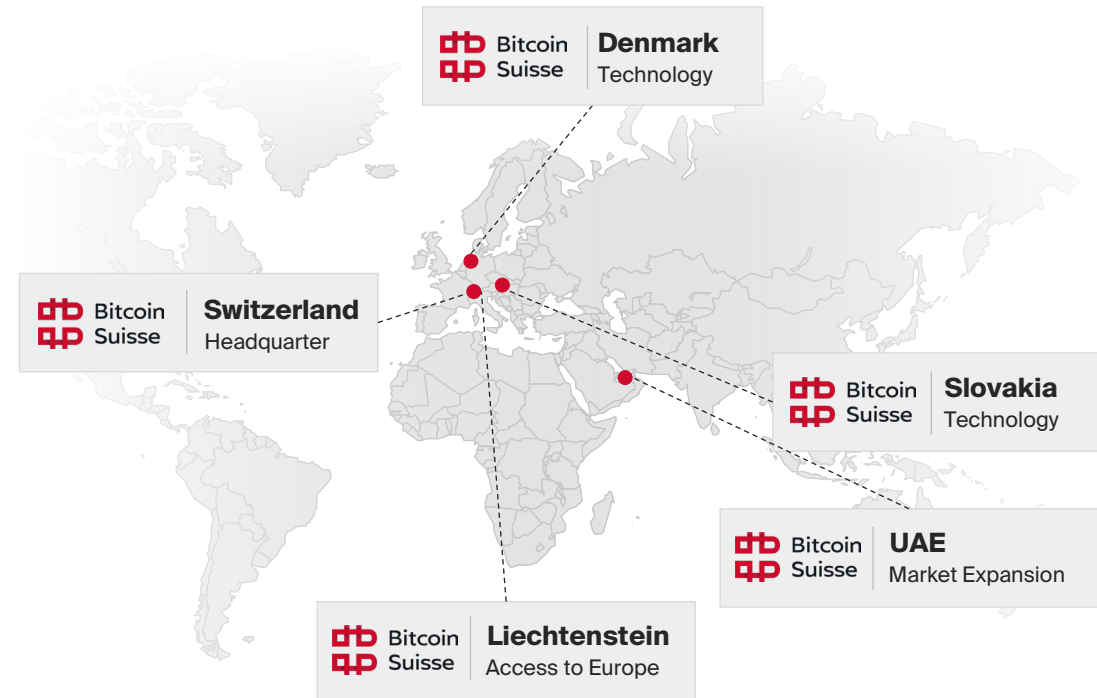
"Bitcoin Suisse is not just one of the **most reliable** crypto-financial service providers in the space, but they are always a pleasure to work with, providing friendly and thoughtful customer service. They are **rock solid**. There **is no better choice** in the region, and possibly globally."

- Joseph Lubin, Co-Founder Ethereum,  
Founder & CEO ConsenSys

# Deep roots in the ecosystem – trusted & reliable

## Selected partners & clients

**CoinRoutes** 20%-stake  
**CONSENSYS**  
**ethereum**  
**Zug** Kanton Zug  
**Bitcoin Association Switzerland**  
**SWISS BLOCKCHAIN FEDERATION** **OpenVASP**  
**Crypto Valley** **BLOCKCHAIN NATION SWITZERLAND**  
**HOCHSCHULE LUZERN** **MAMA** **cmta.**  
**Zuger Kantonalbank** **BANK FRICK**  
 ... and many more



## Professional Clients

**HNWI** **UHNWI & Family Offices**

## Institutional Clients

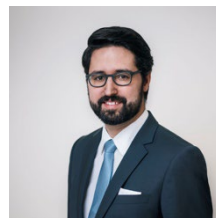
**Operative Companies** **Non-Operating Companies** **EAM** **Banks & Insurances** **Merchants**

# Experienced leadership team with unique industry knowledge

## Board



**Marco Menotti**  
Chairman of the Board



**Luzius Meisser**  
Member of the Board



**Gabriela Hauser-Spühler**  
Member of the Board



**Giles Keating**  
Member of the Board



**Dr. Philipp Rösler**  
Member of the Board



**Ani Banerjee**  
Member of the Board

> 310 years

Experience in banking,  
finance, IT und crypto

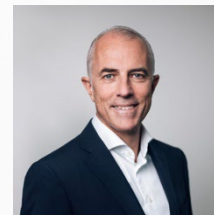
## Management



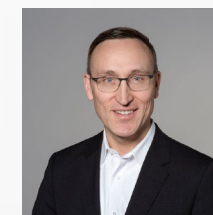
**Andrej Majcen**  
Chief Executive Officer  
& Co-Founder



**Peter Camenzind**  
Chief Operating  
Officer



**Lothar Cerjak**  
Chief Clients Officer



**Armin Schmid**  
Chief Product Officer



**Timo Musiol**  
Chief Financial  
Officer



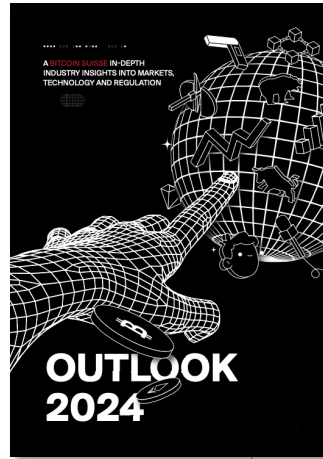
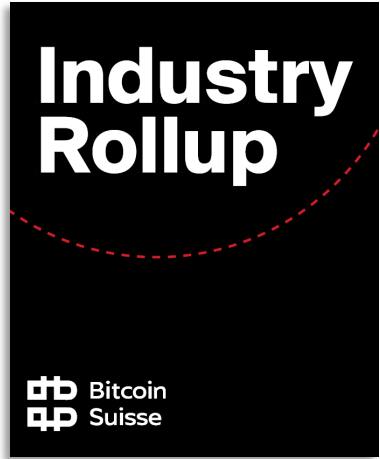
**Pierre-Alain Krohn**  
Chief Compliance  
Officer



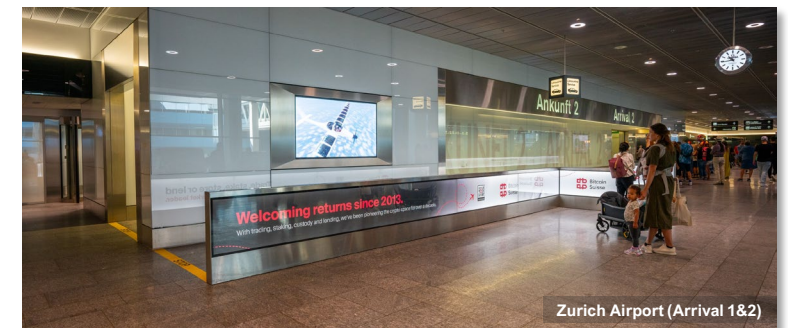
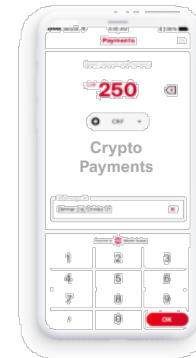
**Dr. Peter Märkl**  
Group General  
Counsel



# Powerful brand with international recognition and trust



Research & Publications





# Successful track record since 2013

## Selected Highlights

- 2013** • Bitcoin Suisse AG founded
  - First**-ever member of a Self-Regulatory Organization (SRO) recognized by FINMA specialized in crypto assets
- 2015** • Support of crowd sale of the Ethereum Foundation
  - First** anti-money laundering (AML) audit passed
  - As the **first** public entity worldwide, Zug accepts Bitcoin powered by the crypto payment technology of Bitcoin Suisse
- 2017** • Launch of proprietary and audited HSM-based custody solution
  - Enabled **first**-ever direct Bitcoin offering by regulated Swiss bank (Falcon Private Bank)
- 2018** • Founding of Bitcoin Suisse Liechtenstein
- 2019** • Bank guarantee to provide client bankruptcy protection
  - Partnership with Worldline, the European leader in payments
  - Successful Series A of CHF 45mln, valuing Bitcoin Suisse at CHF 302.5mln
- 2021** • Launch of the **first** Bitcoin Suisse Mobile App
- 2023** • Successful launch of TCS BaNCS as **first** crypto native core banking system
  - Launch of liquid staking together with the Liquid Collective
  - Launch of the **first** Global Crypto Taxonomy
  - Partnership with STOXX and Valour to launch the STOXX Digital Asset Blue Chip index
- 2024** • Cooperation with Zurich-based private bank Maerki Baumann & Co



## The early days & heritage

“Being a pioneer means to boldly go where no one has gone before – without guaranteed success. You must be a little bit crazy to do that!”

– Niklas Nikolajsen-von Karlishof, Founder & former Chairman Bitcoin Suisse



Vitalik Buterin, Co-Founder of Ethereum and Joe Lubin, Co-Founder of Ethereum, with Niklas Nikolajsen in 2015



Federal Council Ueli Maurer with Niklas Nikolajsen in 2017



Former federal council Johann Schneider-Ammann visits Bitcoin Suisse



The three founders Andrej Majcen, Niklas Nikolajsen, Fabian Hediger, and former CEO Dr. Arthur Vayloyan





**Think Beyond.**

Bitcoin Suisse is a partner of "SolarStratos", a unique Swiss aerospace technology company with a mission to reach the upper stratosphere for the first time in a manned solar aircraft.

# Bitcoin & Crypto



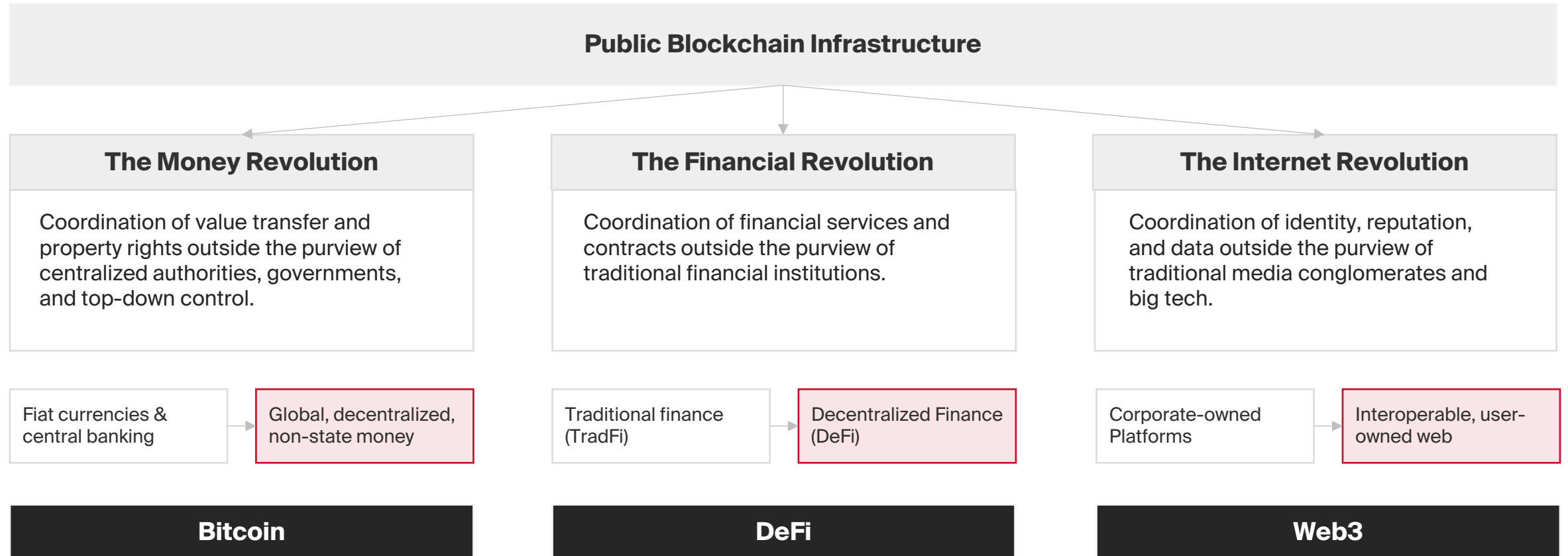
# A revolution in the making

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Public blockchains are powering novel forms of coordination across money, finance, and the internet. By decentralizing institutions with open-source software, blockchain technology minimizes the need to trust centralized authorities.

We believe bitcoin is the most profound application of public blockchains, the foundation of **“self-sovereign” digital money**. Besides the money revolution, the Bitcoin protocol has inspired two other revolutions: the **financial (DeFi)** and **internet (Web3)** revolutions.

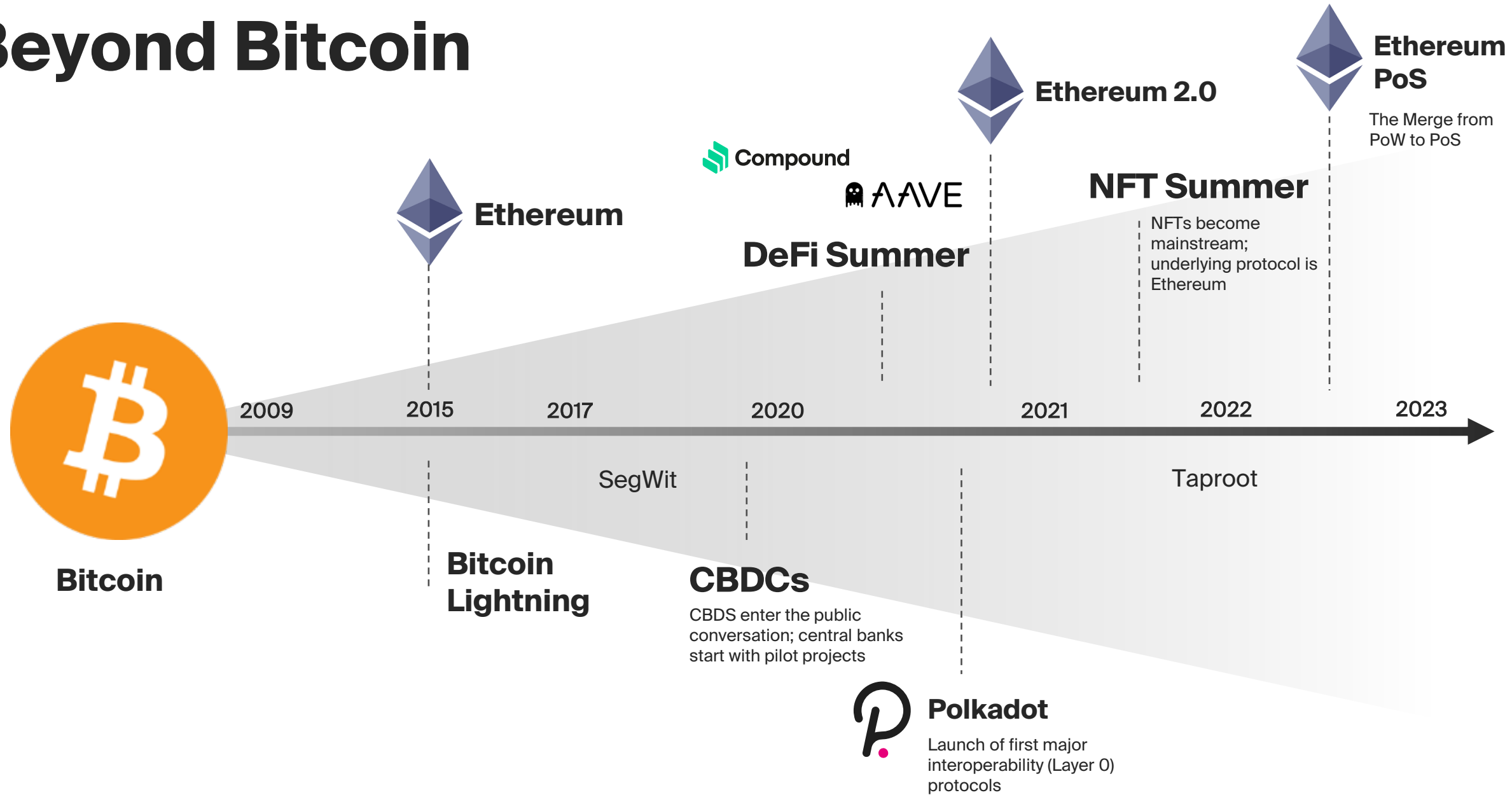
# Public Blockchains: Infrastructure for the next wave of innovation







# Beyond Bitcoin

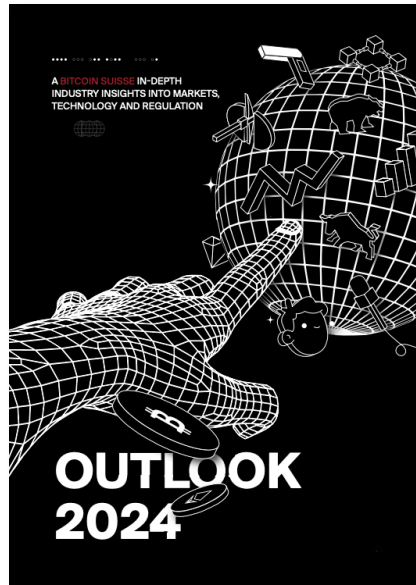


# Thought Leadership and Education for the Swiss Crypto Ecosystem and Financial Industry



Learn More!

## Research Publication Overview



The **Bitcoin Suisse Outlook** report, focuses on a wide range of strategically important topics in the crypto asset industry and providing insights from key industry leaders.



The **Industry Rollup** report unpacks complex narratives for seasoned investors and curious newcomers alike.



The **VERIFIED Podcast** offers a professional deep dive into the dynamic world of digital assets.



The **Uncut Gems Podcast** provides insights on major emerging narratives ahead of the curve.

## Bitcoin Suisse Global Crypto Taxonomy



The primary objective of the **Bitcoin Suisse Global Crypto Taxonomy (GCT)** is to make the young and very dynamic “crypto space” more accessible for our clients and a larger audience of professionals from traditional finance by offering a systematic structuring of the space into sectors and sub sectors.



Subscribe to receive our Bitcoin Suisse publications in newsletter format – the best way to stay informed about how bitcoin, cryptocurrencies and digital assets are transforming the global financial system.

[bitcoinsuisse.com/newsletters](https://bitcoinsuisse.com/newsletters)



# Investing in Crypto with Bitcoin Suisse



# Cryptocurrencies: four fundamental reasons to own them

1

## Liquidity

- High liquidity
- High capacity
- No vesting period

2

## Payoff Characteristics

- Convex payoff
- Early-stage tech investment
- No expiration date

3

## Diversification

- Low correlation to other asset classes
- Improving Sharpe Ratio in portfolio context in the long term

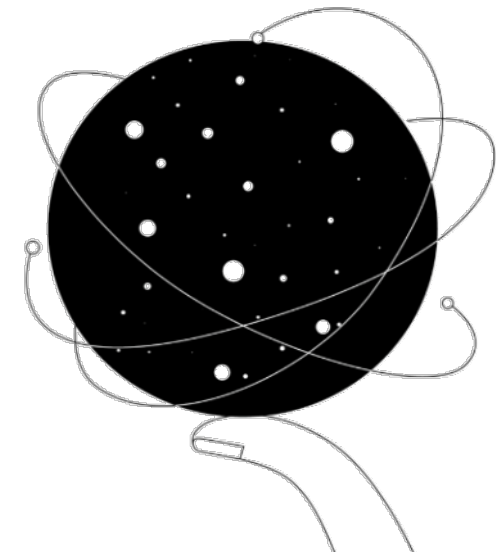
4

## Independence

Cryptocurrencies are politically and geographically independent thanks to their decentralized structure.

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Cryptocurrencies can provide an optimization for the risk-adjusted return in a multi-asset portfolio context.



# Bitcoin as asset allocation of treasury & hedge funds

- Diversification**

Crypto currencies have emerged to become an important diversification instrument for institutional investors, leading to a higher Sharpe ratio

- Inflation hedge**

Crypto has taken a role as inflation hedge

- Alternative investment**

Today, alternative investments form a common part of the treasury reserve for liquidity-flush firms, with Cryptocurrencies being the only one with 24/7 worldwide trading

**BITCOIN INVESTMENT THESIS**  
BITCOIN'S ROLE AS AN ALTERNATIVE INVESTMENT

Fidelity Digital Assets

**MicroStrategy**  
MicroStrategy Adds Bitcoin to Primary Treasury Reserve Asset

MicroStrategy Inc.

**Stanley Druckenmiller**  
Druckenmiller Sees Blue Wave as Long-Term Drag on Stocks

Stanley Druckenmiller

**Tesla Inc.**  
UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
FORM 10-K

Tesla Inc.

**Paul Tudor Jones**  
RECENT DEVELOPMENTS - MARKET PROSPECTS  
THE GREAT MONETARY INSULATION

Paul Tudor Jones

**Square Inc.**  
Square, Inc. Invests \$50 Million in Bitcoin

Square Inc.

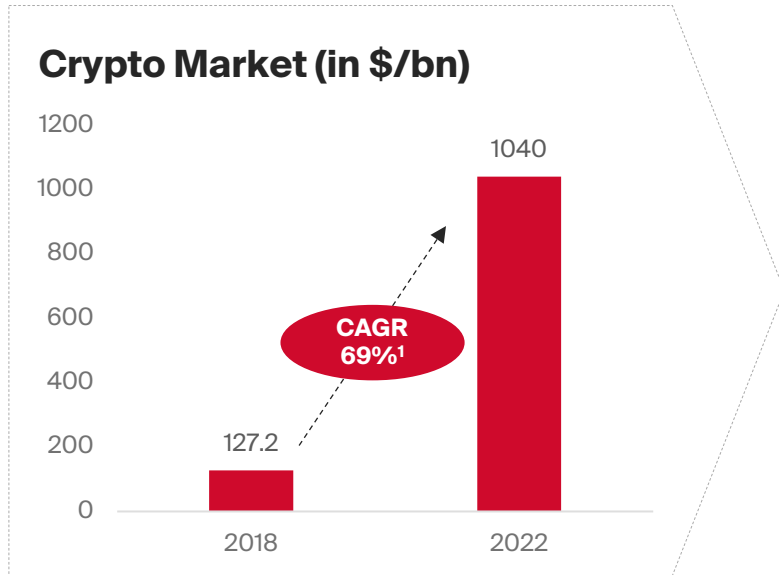
**Stone Ridge Group**  
Stone Ridge Reveals \$115 Million Bitcoin Investment As Part of Billion-Dollar Spinoff

Stone Ridge Group

**Ray Dalio: 'I Have Some Bitcoin'**  
The Billionaire Hedge Fund Boss says 'Bitcoin is an alternative to cash' and 'BTC is a much more secure asset' - Herald Expose

Ray Dalio

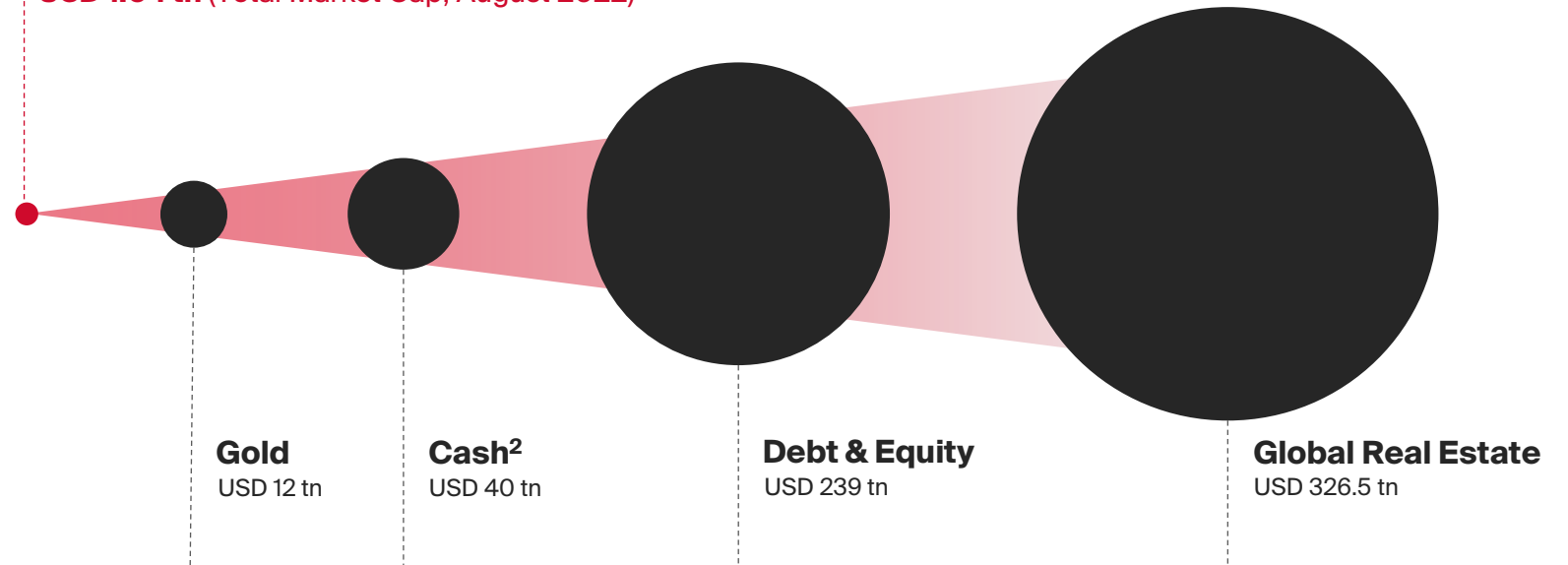
# Cryptocurrencies: A perspective on relative value



(Source: Coinmarketcap, as of 31.12.2018 & 19.08.2022)

**Crypto market will grow into existing asset size**

USD 1.04 tn (Total Market Cap, August 2022)



(Source: Coinmarketcap.com (2022), GoBankingRates (2022), SIFMA (2022), Savills.com (2021), World Gold Council & Incrementum AG (2021))

## Key growth catalysts

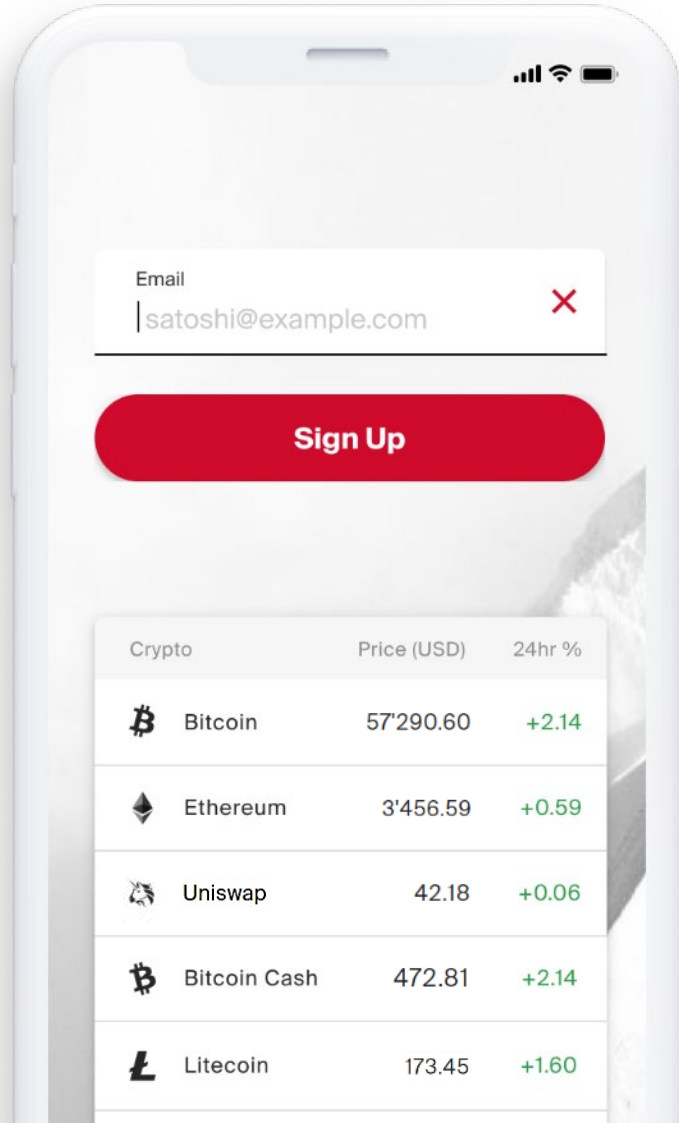




# Bitcoin Suisse makes it simple and safe to buy, sell, and hold cryptocurrencies



Learn more!



## Easily trade & store

Trade over 45 cryptocurrencies 24/7 via Bitcoin Suisse Online in an easy and safe way with competitive fees.



## Highest quality & security

Bitcoin Suisse offers the time and penetration-tested “Bitcoin Suisse Vault”, a highly secure custody solution for crypto assets, audited and ISAE-3402 certified.



## Best Execution

Compared to trading on a single exchange, we provide the best possible execution for your trades across the most popular exchanges globally. This means that you will always get the best obtainable result for your trade, which includes the best prices, liquidity, and risk-exposure.



## Trusted and Secure – Made in Switzerland

Bitcoin Suisse is a Swiss crypto financial services provider and, as a member of the self-regulatory organization (SRO) “Verein zur Qualitätssicherung von Finanzdienstleistungen” (VQF), has been subject to Swiss AML/CFT regulations since 2014.

# Manage your crypto-portfolio online (Mobile App also available)

- Buy, sell, lend and stake cryptocurrencies
- New crypto and fiat trading-pairs (**45+ crypto assets tradable, 1'500+ pairs**)
- Easily trade, deposit and withdraw funds
- Current overview of your own portfolio and all transactions

The screenshot displays the Bitcoin Suisse web interface. The top navigation bar includes the Bitcoin Suisse logo, language (EN), currency (CHF), and user profile icons. A sidebar on the left lists navigation options: Portfolio, Markets, Orders, Reports, Trade, Deposit, Withdraw, Staking, and Vault. The main content area is titled 'Portfolio' and shows a 'Good afternoon' greeting. A summary card displays 'TOTAL VALUE 260'873.22 CHF' and a '24H CHANGE +1.12%' with a '+2'884.22 CHF' gain. Below this is an 'Accounts' section with a search bar and a table of crypto assets.

CRYPTO	BALANCE	PRICE (CHF)	↓ VALUE (CHF)
Bitcoin	8.85782274 BTC	27'433.10 +1.19%	242'997.53 +2'864.13
Tron	39'582.356454 TRX	0.06694 +1.58%	2'649.51 +41.25
Cardano	4'375.747641 ADA	0.254 -1.44%	1'111.57 -16.28
USD Coin	453.329255 USDC	0.8933 +0.09%	404.95 +0.3721

Overlaid on the bottom left is a mobile app preview showing a 'Today' summary with 'By Marketcap' (Bitcoin, Ethereum, Tether), 'Gainers' (Bitcoin, Basic Attention Token, Ethereum), and 'Losers' sections. The mobile app has a bottom navigation bar with 'Today', 'Markets', 'Trade', 'Portfolio', and 'More' icons.

Desktop

Mobile App

# Prime Brokerage: Advanced trade execution

1

## Best execution

State-of-the-art smart order routing technology and long-term relationships with most established exchanges

2

## Multiple order types

Fixed quote (RFQ), best execution, TWAP or limit orders for a wide range of assets

3

## Liquidity provision

High volume trades in the tens of millions

4

## Transparent documentation

Exchanges, prices, time stamps, FX-rate, and brokerage commissions are transparently documented

5

## Premium service

Dedicated relationship managers available from:

Mon – Fri: 7AM-9PM

Sat: 10AM-5PM

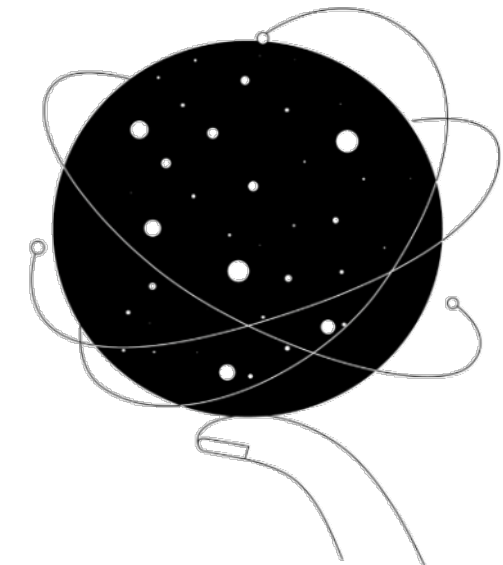
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## Connectivity / APIs

Support of STP (straight-through processing), REST and Web Socket; FIX API

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Best execution and deep liquidity through algorithmic smart order routing technology.





# Custody: Proven state-of-the-art cold storage solutions

1

## Scalable service

Based on Hardware Security Module (HSM) and allowing for off-balance sheet accounting

2

## Market proven solution

Since 2017 daily used and trusted with CHF >5bn stored in custody

3

## Audited and redundant

Redundant infrastructure audited by several best-in-class external parties including PwC, Grant Thornton and Zühlke

4

## Wide crypto asset coverage

Supports BTC, ETH, ADA, ATOM, DOT, LTC, MATIC, NEAR, SOL, TIA, XRP, XTZ, all Ethereum ERC-20 and Tezos FA1.2/2 tokens and many more

5

## Continuous market adaption

Of the infrastructure, hardware, firmware and software of the proprietary Vault solution by Bitcoin Suisse

6

## Shared benefits

Directly benefits from new product developments (additional supported crypto currencies, proof-of-stake etc.)

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Fully audited and redundant deep cold storage solution for a wide range of crypto assets.



# Staking: Earn rewards on your PoS crypto assets

1

## One-stop service

Simple overview of your staking rewards across different PoS crypto assets (ETH, NEAR, DOT, KSM, ADA, XTZ, TIA, MATIC, GLMR)

3

## Fiat & crypto conversions

Automatic conversions from the reward-token to fiat or other crypto assets

5

## Maximum up-time

A core parameter for maximizing rewards is keeping as close to ~100% uptime on the infrastructure

2

## No technical barrier to entry

We take care of all hardware and software requirements as well as updates and maintenance

4

## State-of-the-art infrastructure

Strict security environments around staking infrastructure leveraging our knowledge from the custody solution

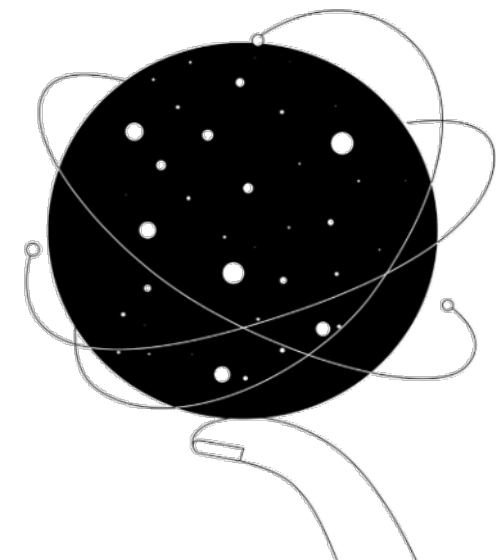
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## Use as collateral for lending

Utilizing the full potential of staked crypto assets by earning rewards and acting as collateral – all at the same time

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Full-service staking solution across various crypto assets, ensuring continuous rewards.

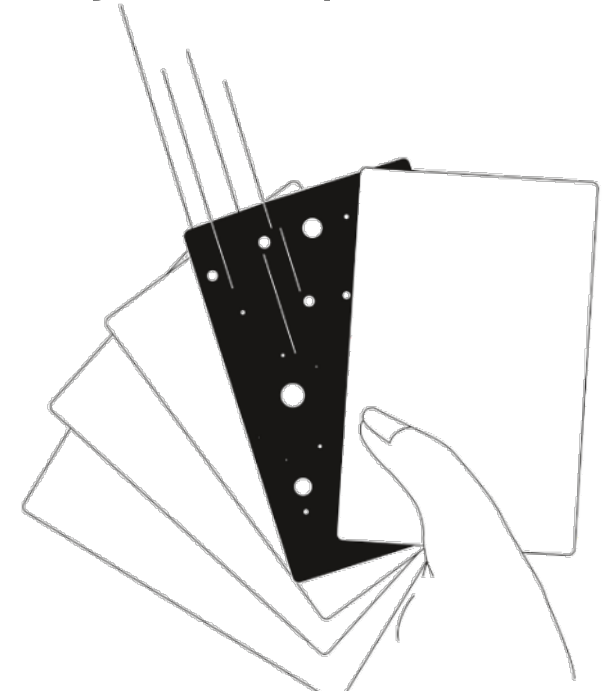


# Collateralized Lending: Crypto asset collateralized loans in USD, EUR, GBP, and CHF to provide liquidity

- 1 Large loan amounts**  
Credit volumes start at USD 100,000 or equivalent and are available up to multi-million single positions
- 2 Multiple currencies**  
Crypto asset-collateralized loans in USD, EUR, GBP and CHF and vice-versa. Multiple crypto assets can be pledged as collateral, while collateralization of credit is a minimum of 200%
- 3 24/7 monitoring**  
The collateral value is monitored 24 hours a day, 7 days a week with soft and hard margin calls in place
- 4 Secure storage**  
The crypto assets pledged as collateral are stored in the hyper-secure Bitcoin Suisse Vault solution
- 5 Cost-efficient interest rates**  
The interest rate is subject to an individual assessment and is determined by the liquidity and value of the collateral offered, as well as the volume of the credit. The indicative interest rate is 10% p.a.

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Remain invested in crypto assets while still having fiat liquidity at your disposal.





# Bitcoin Suisse Pay: Accept crypto payments for your business



## Accept at point of sale

Offer your customers to pay with crypto currencies in your store, also with **WORLDLINE**



## Send out invoices

Your customer receives an invoice to pay with crypto currencies





## Integrate into eCommerce


Extend the checkout / payment flow in your eCommerce shop with crypto payments, also with **WORLDLINE**





## Merchant benefits

 Easy, hassle-free API integration


 Instant exchange, no volatility risk


 Access to a growing crypto ecosystem

 Solution from a Swiss-based, trusted financial service provider

 Premium support from our experts

 Security & reliability

 Settlements in fiat: CHF, EUR, USD or in crypto: BTC, ETH

 Innovative payment solution for your business

# Think Beyond.



**Think Beyond.**

Bitcoin Suisse is a partner of "SolarStratos", a unique aerospace technology company with a mission to reach the upper stratosphere for the first time in a manned solar aircraft.



# Where to find us



Connect with us!

## Bitcoin Suisse AG

Grafenauweg 12  
CH-6300 Zug  
Switzerland





Calls from Switzerland (toll-free): [0800 800 008](tel:0800800008)

Calls from abroad: [+41 41 660 00 00](tel:+41416600000)

Email: [support@bitcoinsuisse.com](mailto:support@bitcoinsuisse.com)

Opening hours: Mon - Fri: 7AM-9PM and Sat: 10AM-5PM

## Social Media

-  [Facebook.com/BitcoinSuisse](https://www.facebook.com/BitcoinSuisse)
-  [Twitter.com/bitcoinsuisseag](https://twitter.com/bitcoinsuisseag)
-  [Linkedin.com/company/bitcoin-suisse-ag](https://www.linkedin.com/company/bitcoin-suisse-ag)
-  [t.me/bitcoinsuisse\\_announcements](https://t.me/bitcoinsuisse_announcements)



[bitcoinsuisse.com](https://www.bitcoinsuisse.com)



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