



# INVESTOR PRESENTATION 投资者报告

BANXA HOLDINGS INC  
(TSX-V:BNXA)

APRIL 2021 / 2021年4月

BANXA

# CRYPTO AND THE BITCOIN MARKET

## 加密货币和比特币市场

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

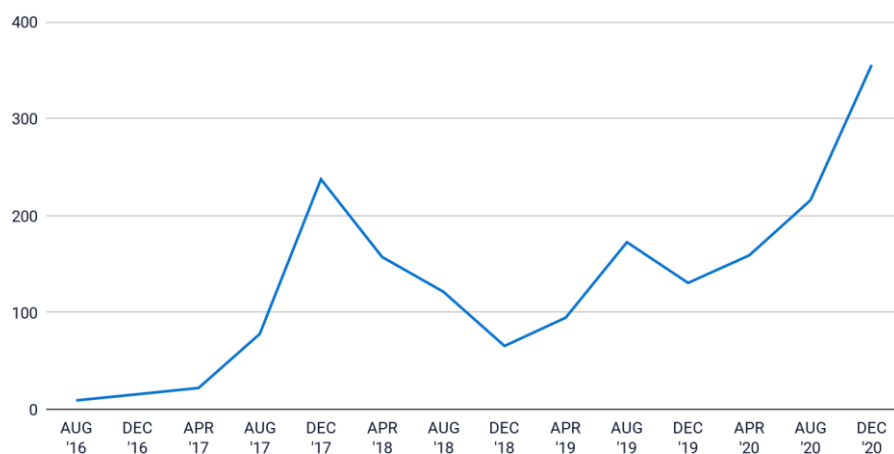
比特币和加密总体上正在从技术宅男的领域转向高净值人群、家族办公室和机构，成为一种新的资产类别。

Approximately 50m cryptocurrency wallets exist globally and this continues to grow rapidly. 全球约有5000万个加密货币钱包，并继续快速增长。

Major news is that Coinbase is expected IPO and be the first US company to list on NASDAQ at circa USD\$90billion market cap - 重大消息是Coinbase有望首次公开募股，成为第一家在纳斯达克上市的美国公司，市值超过900亿美元

<https://finance.yahoo.com/news/coinbase-goes-public-april-14-200526144.html>

Market capitalization of Bitcoin from April 2016 to December 2020 (in billion U.S. dollars) / 2016年4月至2020年12月的比特币市值（单位：十亿美元）



Source 来源: [Statista 2020](#)

# CRYPTO AND THE BITCOIN MARKET

## 加密货币和比特币市场



Paul Tudor Jones is considered the father of the modern-day hedge fund industry holding just under 2% of his fund in Bitcoin. / Paul Tudor Jones 被认为是现代对冲基金行业之父，他持有的基金中只有不到2%的仓位是比特币。

**“My bet is Bitcoin as the best inflation hedge... “我认为比特币是最好的通胀对冲工具.....**

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.” ...

它以如此之快的速度在全球范围内发生，甚至连我这样的市场老手都无言以对。我们正在见证大货币通货膨胀——每一种形式的货币都在前所未有的扩张，这是发达国家从未见过的。”

**Paul Tudor Jones**  
CEO Tudor Investment Corp  
Tudor Investment Corp 首席执行官



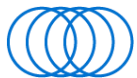
**“I am a supporter of Bitcoin,”  
“我是比特币的支持者”**

I was a little slow on the uptake,” he said, adding he should have bought it eight years ago.

**“I think Bitcoin is on the verge of getting broad acceptance by conventional finance people.”**

他说：“我上手有点慢。”他应该在八年前就买它。“我认为，比特币即将被传统金融人士广泛接受。”

**Elon Musk**  
CEO Tesla & Space X  
特斯拉和Space X首席执行官



## OUR VISION

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

## 我们的愿景

将数字货币带到全球的每一个角落，让每个人都能获得数字资产。

# BANXA SNAPSHOT 公司简介

1. World's first stock exchange listed **Payment Service Provider (PSP) for the digital asset industry** (*Banxa is like the Stripe/Paypal of the digital asset industry*). 世界上第一家在证券交易所上市的**数字资产行业支付服务提供商（PSP）**（*Banxa就像数字资产行业的Stripe/Paypal*）。
2. **Banxa is building the payments bridge** between the existing “fiat” world (USD/EUR/CAD etc) and the new “digital asset” world (Bitcoin/Ethereum etc) (*Banxa is the ‘picks and shovels’ of the industry*). / **Banxa正在为**现有的“法币”世界（美元/欧元/加元等）和新的“数字资产”世界（比特币/以太坊等）搭建支付桥梁。（**Banxa**是行业的“镐头和铲子”）。
3. B2B focused business model is **highly scalable, low touch** and in a growing market (*whether the price of Bitcoin goes up or down*). 专注于B2B的商业模式具有高度的可扩展性，低接触，并且处于一个不断增长的市场中（无论比特币的价格是上涨还是下跌）。



**BANXA** 



# FOUR PILLARS OF WHAT BANXA DOES

## BANXA业务的四个支柱

**Global & Local Payments platform** 全球和当地的支付平台

**Regulatory & Compliance platform** 监管和合规平台

**Data Science Automation platform** 数据科学自动平台

**Coin token delivery platform** 代币交付平台

- 1. Global** (Mastercard, Visa, Apple Pay) and **local** (Interac Canada, SEPA Europe, iDeal Netherlands, Faster payments UK, Poli Australia etc) **payment options**. **全球**(Mastercard、Visa、Apple Pay)和**当地**(Interac Canada、SEPA Europe、iDeal Netherlands、Faster payments UK、Poli Australia等) **支付选择**
- Banxa has multiple **digital asset licences and registrations** globally and a full **AML/KYC compliance platform** given the regulated nature of industry. 鉴于行业的监管性质，Banxa在全球范围内拥有多个**数字资产牌照和注册**，拥有一个完整的**AML/KYC合规平台**。
- 3. Highly scalable technology platform** that automatically manages market data, pricing, payments, order management across an API and Widget. **高度可扩展的技术平台**，通过API和Widget自动管理市场数据、定价、支付、订单管理。
- 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) **代币交付技术**将以最高效的方式交付客户订单（比特币/以太坊等）（链上和链下交付技术方案）。

# SOME OF OUR EXISTING B2B CUSTOMERS

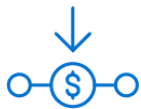
## 我们现有的一些B2B客户

With a strong pipeline of new partners, Banxa continues to grow the network and access to new customers  
凭借强大的新合作伙伴渠道，Banxa将继续扩大我们的网络和新客户



# REVENUE MODEL

## 收入模式



### Currently 目前

#### **1-3% commission**

on order value

/ **1-3%的佣金**  
订单价值

#### **1-3% on spread**

depending on the supplier and partner

/ **1-3%的点差**  
取决于供应商和合作伙伴



### Future 未来

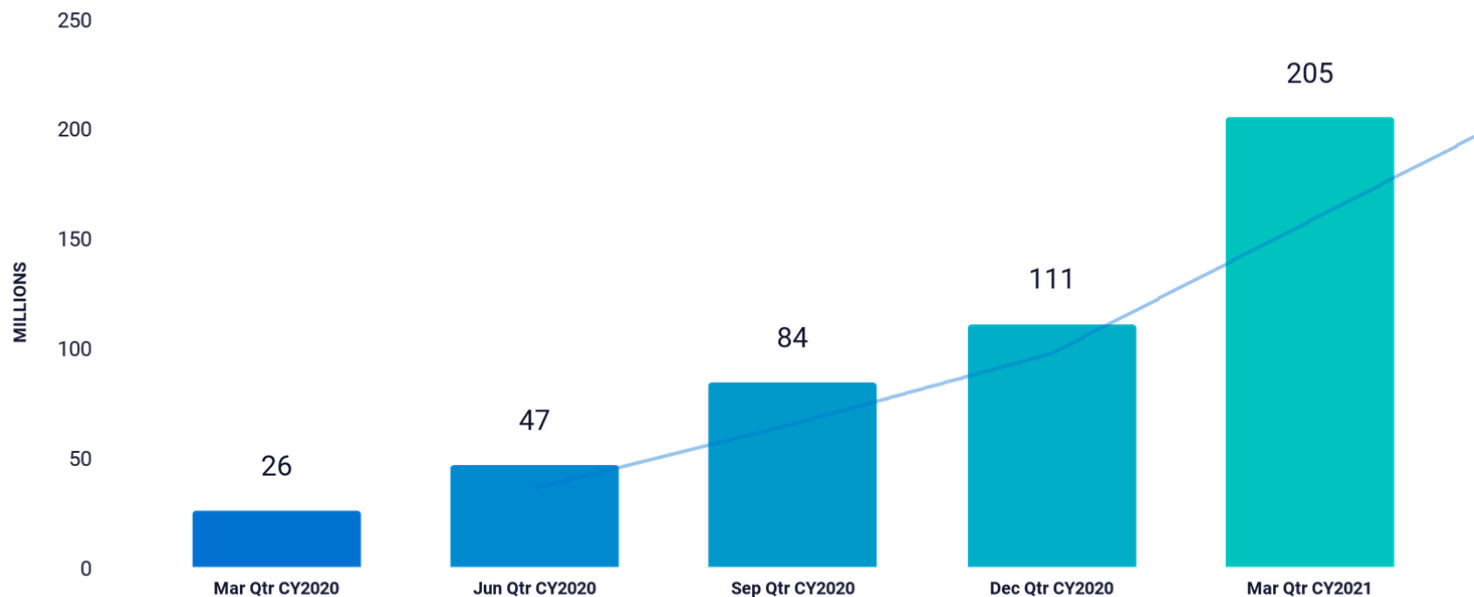
**Related financial services for the digital asset industry** (subject to financial services licenses etc) **数字资产行业的相关金融服务** (须取得金融服务许可证等)

- Interest bearing accounts 有息账户
- Borrowing and lending 借贷
- Fiat wallets 法币钱包
- Other products typically seen at other financial institutions 在其他金融机构常见的其他产品



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

## 不断上升的总交易额(TTV) -- \$百万



TTV numbers are management prepared. / TTV数据由管理层编制

# CAPITAL STRUCTURE 资本结构

Share on issue 已发行股份: 40,710,704

Stock Options (Employee ESOP)

股票期权（员工持股计划）: 3,898,745

Warrants 认股权证: 714,601

Fully Diluted 完全摊薄后股数: 45,372,050

TSX-V: BNXA

OTCQX: BNXAF

FSE: AC00

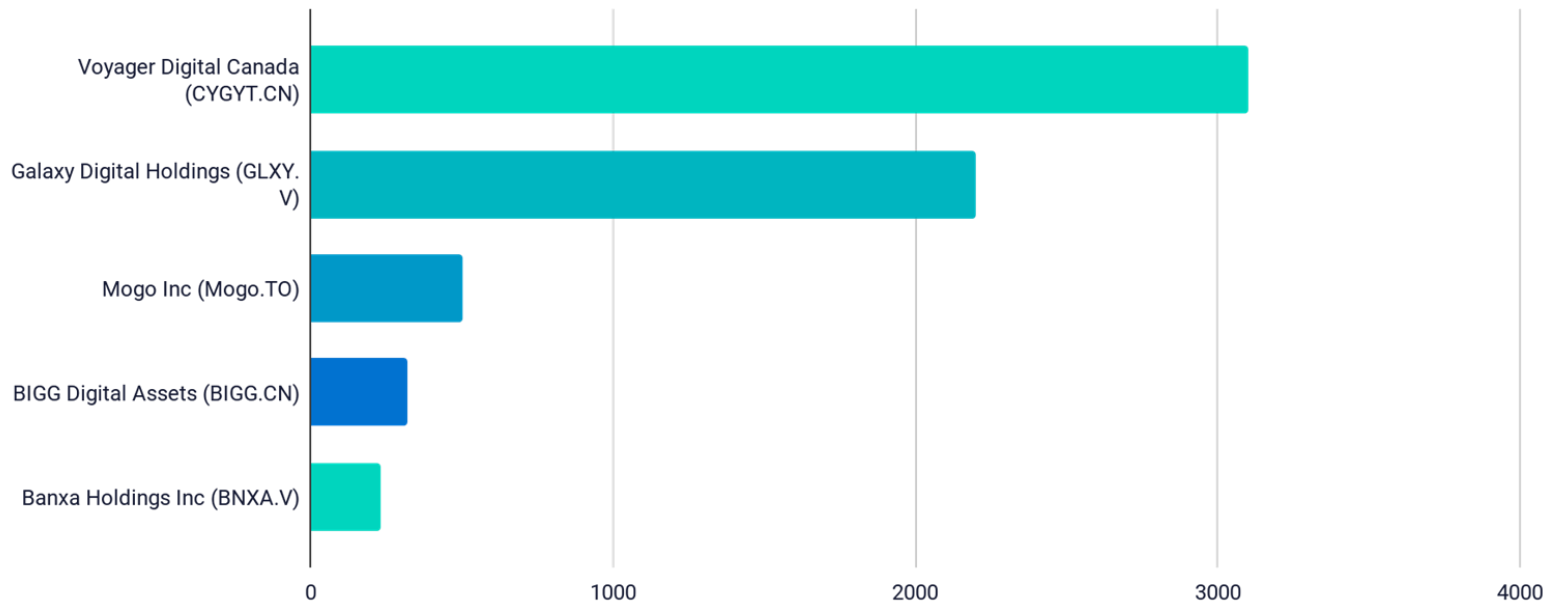
Research 研究:

[Fundamental Research](#)

[RAAS](#)



# COMPARATIVE COMPANY SNAPSHOT ON CANADIAN EXCHANGES 在加拿大的交易所上市的可比公司



All Market Cap prices in \$CAD, as at 30th March 2021 unless otherwise stated.

除非另有说明，否则截至2021年3月30日的所有市值价格均以加元为单位

# BANXA TOP 10 SHAREHOLDERS / BANXA前十大股东

Top 10 shareholders represent over 50% of the company 前十大股东占公司50%以上股份

SHAREHOLDERS 股东	%	SHAREHOLDERS 股东	%
Board & Company Management 董事和公司管理层	27.0%	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

所有百分比均为近似值，已四舍五入至小数点后一位

# CATALYST TO GROWTH

## 增长的催化剂

1. Focused and continued execution while increasing Total Transaction Value (TTV)  
突出重点，持续执行，同时提高总交易价值（TTV）。
2. Growing B2B customer base from circa 50 (target of 500)  
将B2B客户群从大约50个提高（目标是500个）
3. Payment platform expansion across LATAM, Asia, MENA & Africa  
支付平台在拉美、亚洲、中东和北非以及非洲地区的扩张
4. Expansion of coins and opportunities in DeFi and NFT space  
拓展DeFi和NFT领域的币种和机会
5. Increased consumer interest and acceptance in digital assets  
提高消费者对数字资产的兴趣和接受程度
6. Increased Public company comps and investor acceptance of sector  
提高上市公司的可比性，提高投资者对行业的认可度。



# BOARD AND MANAGEMENT TEAM

## 董事和管理团队



**DOMENIC CAROSA**  
**FOUNDER & CHAIRMAN** 创始人兼董事会主席

Domenic a tech pioneer, having founded or invested into over 50 technology companies over the last 25 years, both private and public. / Domenic 是一位技术先锋，在过去25年里，创办或投资了50多家科技公司，包括私人 and 上市公司。

He holds a Masters of Entrepreneurship and Innovation (MEI) from Swinburne University Australia. 他拥有澳大利亚斯威本大学的创业与创新 (MEI) 硕士学位。



**DORON COHEN**  
**NON-EXECUTIVE DIRECTOR** 非执行董事

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.

有20多年的丰富的经历。在一家市值\$80亿的富时250指数的上市公司担任商务开发副总裁，历经首次公开募股和并购，是6家不同公司的首席执行官，历经许多失败和许多成功，拥有美好的婚姻，可以说流利的英语、法语和希伯来语。



**MATTHEW CAIN**  
**NON-EXECUTIVE DIRECTOR** 非执行董事

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. / Cain先生是墨尔本赛马俱乐部的委员会主任，并在澳大利亚多家科技公司的董事会拥有丰富的经验。

Mr. Cain holds a Bachelor of Commerce from the University of Melbourne. / Cain先生持有墨尔本大学的商学学士学位



**JIM LANDAU**  
**NON-EXECUTIVE DIRECTOR** 非执行董事

Jim has significant experience as a Managing Director and Board member focused on technology companies since the 1980's.自20世纪80年代以来，Jim担任技术公司的董事总经理和董事会成员，拥有丰富经验。

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. 他拥有莫纳什大学的电子工程学士学位，以及皇家墨尔本理工大学、证券学院和澳大利亚公司董事协会的研究生文凭。

# AN EXPERIENCED TEAM

## 经验丰富的团队



### HOLGER ARIANS

#### CEO 首席执行官

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. / Holger此前曾建立并运营多家初创企业。在加入BANXA之前，作为Dominet Venture Partners的首席执行官，负责监督并与30家早期技术公司的投资组合紧密合作。

He holds an Executive MBA from Manheim and Essec Business Schools and is an Alumni of Harvard Business School. 他拥有曼海姆和埃塞克商学院的高级工商管理硕士学位，是哈佛商学院的校友。



### JOSH D'AMBROSIO

#### GENERAL MANAGER 总经理

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. / Josh是一位经验丰富的风险和合规高管，在2017年7月加入BANXA之前，在安永会计师事务所的IT风险咨询团队服务了5年。

Prior to these roles, Josh founded and scaled a social sports company to become the Australian market leader in its industry. 在担任这些职务之前，Josh创立了一家社交体育公司并拓展规模，使之成为该行业的澳大利亚市场领导者。



### KONSTANTIN LICHTENWALD

#### CFO (CPA, CGA, ACCA) 首席财务官（注册会计师）

Konstantin has extensive experience as chief financial officer and specializes in providing corporate finance, taxation and financial reporting. / Konstantin拥有丰富的首席财务官经验，擅长提供企业财务、税务和财务报告。

He previously worked at Ernst & Young and holds a BBA from Pforzheim University, Germany. 他曾在安永会计师事务所工作，并拥有德国普福尔茨海姆大学的工商管理学士学位。



### IAIN CLARK

#### CTO 首席技术官

Iain was previously the CTO of public listed company Crowd Media for 7 years. / Iain曾在上市公司Crowd Media担任首席技术官，长达7年。

Before that he was a Vice President at Goldman Sachs in London. 在此之前，曾是伦敦高盛公司的副总裁。

He is focussed on technical excellence, platform security and executing the companies strategic vision. 专注于技术卓越、平台安全和执行公司的战略愿景。



# THANK YOU

ANY QUESTIONS?

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