



# **Institutional Adoption of Crypto & Digital Assets**

**In a managed, secure & compliant manner**

April 2022

THERE'S LOTS OF MONEY  
TO BE MADE IN **CRYPTOCURRENCY...**  
IF ONLY WE KNEW SOMEONE  
**WITH EXPERIENCE!**

Hacking  
for  
Money

Bitcoin for Newbies

TAP  
TAP TAPITY  
TAP  
TAP

Bathstein/MORGAN 2020

 **CYBERSECURITY  
VENTURES**  
CYBERSECURITYVENTURES.COM

# Finance is ripe for disruption.

## **Banks:** *Double Entry Accounting*

- **Perception:** Lack of accountability & verifiability
- **Monetary Policy:** Politically influenced
- **Symptom:** 20% of all dollars in circulation were created in 2020 alone

## “Wirecard CEO Quits After \$2 Billion Goes Missing And Fraud Accusations Fly”

-CNN Business

## “Biden Team, Pushing Quick Stimulus Deal, Prepares for Renewed Recession”

-NY Times

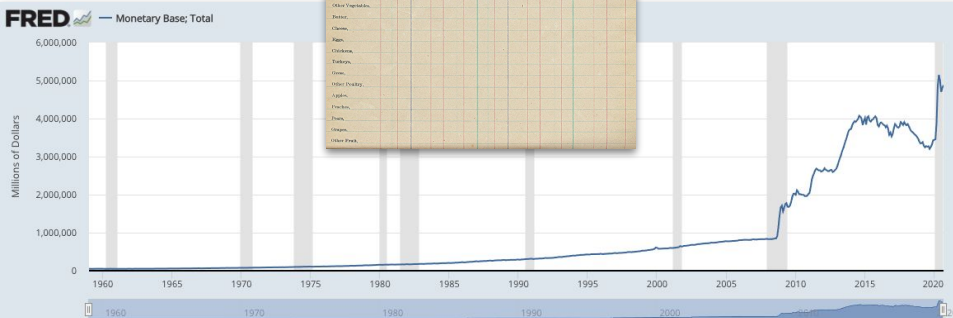
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## “Wells Fargo Forced To Pay \$3 Billion For The Bank’s Fake Account Scandal”

-Forbes

**"Trump administration  
overrules Jerome  
Powell and cuts off Fed  
emergency lending  
programs"**

-CNN



Shading indicates U.S. recessions; the most recent one is ongoing. Source: Board of Governors of the Federal Reserve System (US)

[fred.stlouisfed.org](http://fred.stlouisfed.org)



## Crypto/Blockchain: Triple Entry Accounting

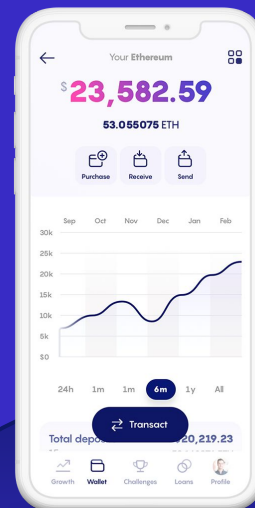
- **Perception:** Renowned as the future of financial markets
- **Monetary Policies:** Mathematical, predictable
- **Symptom:** Cryptographically guaranteed smart money

**"Private Capital And Institutions Are Piling Into Bitcoin And Other Digital Assets But You Need To Know Where To Look"**

-Forbes

**"Growing Number of Institutional Investors Believe That Digital Assets Should Be a Part of Their Investment Portfolios"**

-Bloomberg



**"PayPal allows Bitcoin and crypto spending"**

-BBC

**"Square Buys \$50 Million in Bitcoin, Says Cryptocurrency 'aligns with company's purpose'"**

-CNBC

### BTC value over time

2010

2015

2020

3

\$20M —

\$15M —

\$10M —

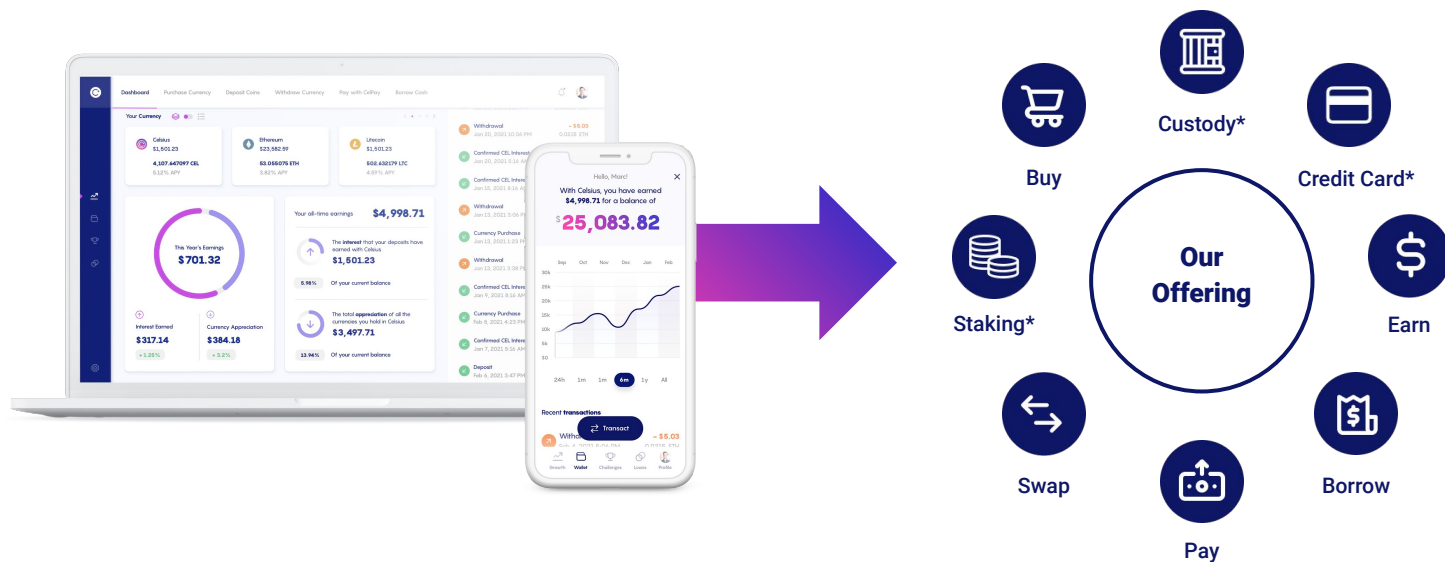
\$5

# The Crypto Jungle (*for the individual*)

- Web 2.0
  - Web 3
  - Various Blockchains
  - **Endless** token/coin types
  - DeFi Deployment & Yield
  - Staking & Yield
  - **Bridges**
  - **NFTs**
- ★ *Lack of Regulation*
  - ★ *Lack of Standards*
  - ★ TradFi vs **CeFi vs DeFi**
  - ★ Securing your assets
  - ★ **FUD** (fear, uncertainty & doubt)

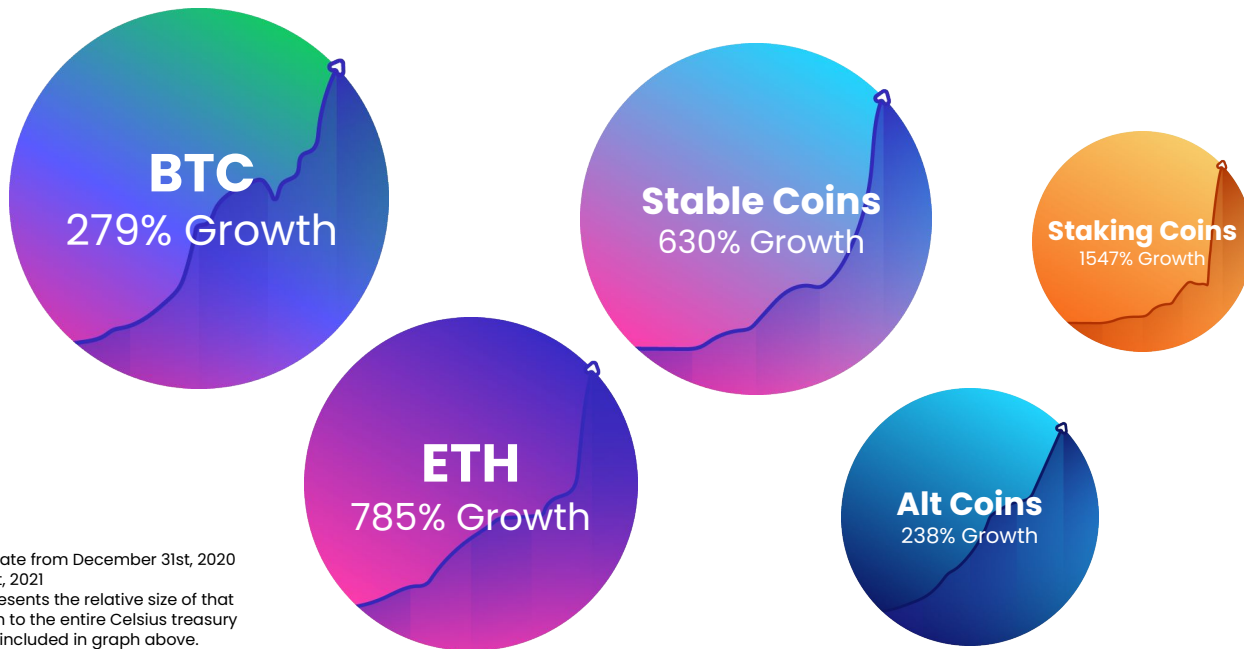


# Our best-in-class digitally-native set of products provide holistic financial services ; Retail & Institutional



\* Coming soon

**In the last year alone, the amount of assets on the platform has increased dramatically, across all asset classes**



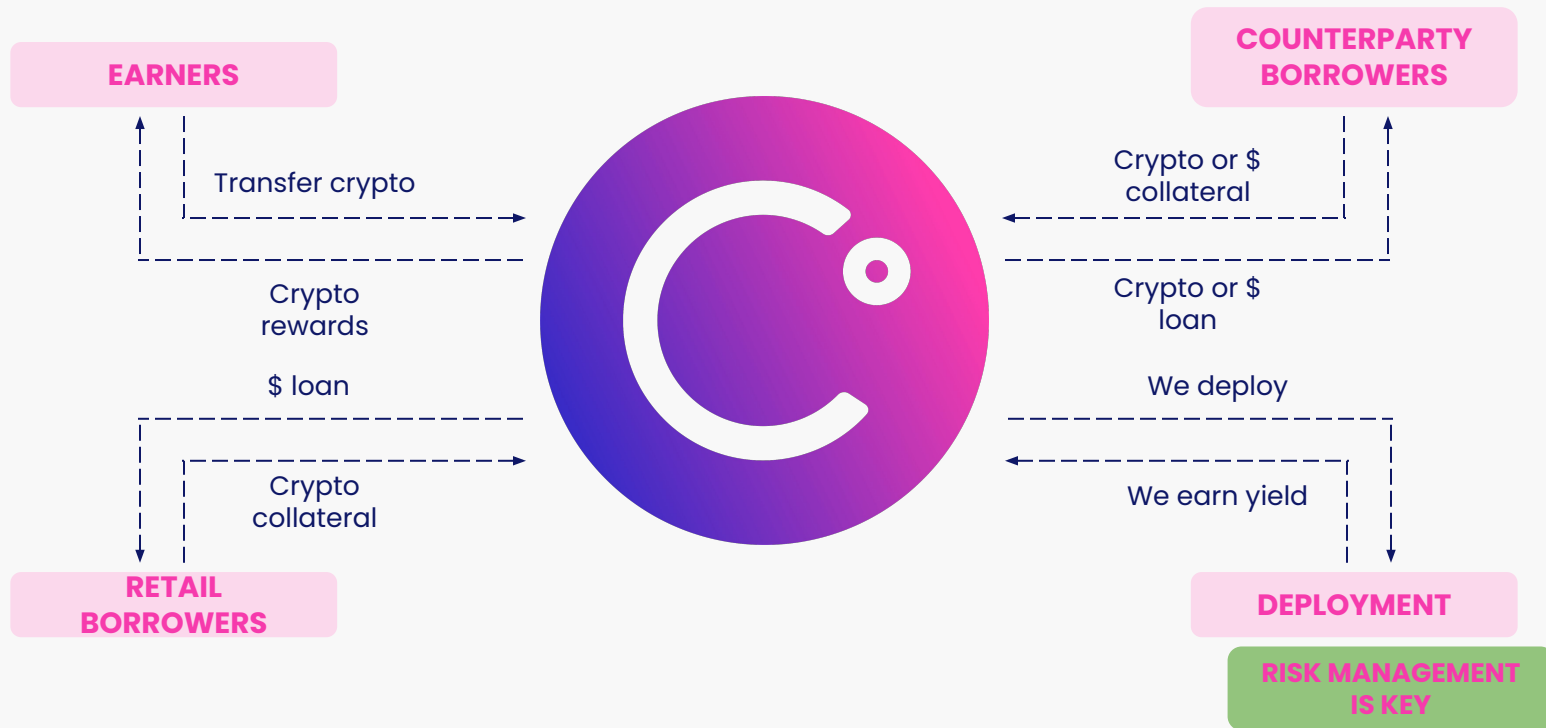
\*Annual growth rate from December 31st, 2020 to December 31st, 2021

\*\*Circle size represents the relative size of that assets proportion to the entire Celsius treasury

\*\*\*CEL token not included in graph above.



# Our Business Model



# At Celsius, managing risk is everything

Financial activity must be understood and manageable.

To manage that risk, we have a strict set of principles:



**We require excess collateral on loans to retail borrowers**



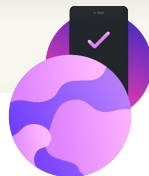
**Thorough credit reviews on all institutional borrowers with strict limit on our exposure**



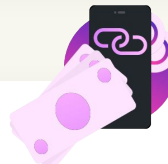
**Pricing and collateral levels for loans must reflect the credit risk**



**Execute margin calls if/when the value of collateral falls**



**Exposure to counterparties is considered within the overall portfolio of our assets**



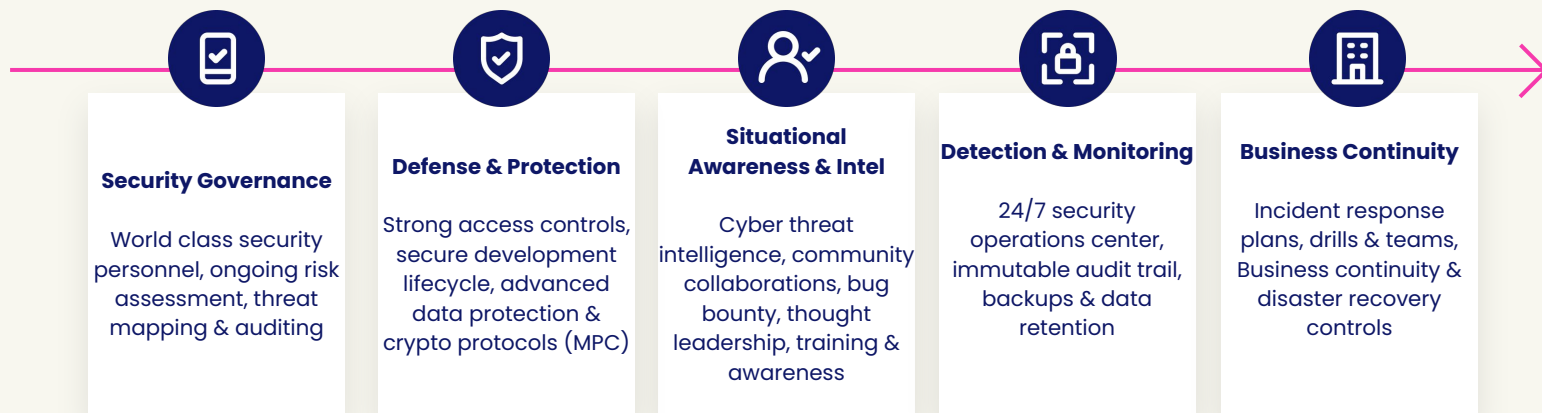
**We limit our currency risk by matching our positions across assets and liabilities**



# Securing our clients, the company and the sector

Our Security Operations Center (SOC) follows an integrated, proactive security defense framework and is operational 24/7, keeping assets and data safe.

Based on the following cyber security framework – built like the banks, and more:



# Nasdaq Crypto Index (NCI) Tracking the Crypto Landscape

THIS SOLUTION HELPS

Investors | Financial Advisors | Traders

## Crypto Index Overview

- Tracks the performance of a diverse basket of USD-traded digital assets.
- Applies rigorous liquidity, exchange, and custody standards to asset eligibility.
- Assets must be traded on at least three vetted Core Exchanges and supported by at least two Core Custodians.
- Rebalanced and reconstituted on a quarterly basis.
- Free float market cap weighted.

The Nasdaq Crypto Index (NCI) was specifically designed with these challenges in mind. The Index is designed to be dynamic in nature, broadly representative of the market, and readily trackable by investors.

(as of March 1, 2022)



BlackRock CEO Larry Fink seemed to confirm these reports in a letter to shareholders on March 24. Fink, who had labeled Bitcoin “an index of money laundering” just five years ago, has done an about-face, now telling shareholders that “a global digital payment system, thoughtfully designed, can enhance the settlement of international transactions while reducing the risk of money laundering and corruption.”

**John Csiszar**

Mon, March 28, 2022, 4:00 PM · 4 min read

# Thank You

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**\*Celsius approval should be provided, before distributing or using the materials seen in this presentation.**