Institutional Adoption of Crypto & Digital Assets

In a managed, secure & compliant manner
THERE’S LOTS OF MONEY TO BE MADE IN CRYPTOCURRENCY... IF ONLY WE KNEW SOMEONE WITH EXPERIENCE!
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

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

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

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

"Wells Fargo Forced To Pay $3 Billion For The Bank’s Fake Account Scandal" - Forbes

"PayPal allows Bitcoin and crypto spending" - BBC

"Square Buys $50 Million in Bitcoin, Says Cryptocurrency ‘aligns with company’s purpose’" - CNN

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

**BTC**
279% Growth

**ETH**
785% Growth

**Stable Coins**
630% Growth

**Alt Coins**
238% Growth

**Staking Coins**
1547% Growth

*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

EARNERS
- Transfer crypto
- Crypto rewards
- $ loan
- Crypto collateral

COUNTERPARTY BORROWERS
- Crypto or $ collateral
- Crypto or $ loan
- We deploy
- We earn yield

RETAIL BORROWERS

DEPLOYMENT
- We earn yield

RISK MANAGEMENT IS KEY
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:

- **Security Governance**: World class security personnel, ongoing risk assessment, threat mapping & auditing
- **Defense & Protection**: Strong access controls, secure development lifecycle, advanced data protection & crypto protocols (MPC)
- **Situational Awareness & Intel**: Cyber threat intelligence, community collaborations, bug bounty, thought leadership, training & awareness
- **Detection & Monitoring**: 24/7 security operations center, immutable audit trail, backups & data retention
- **Business Continuity**: Incident response plans, drills & teams, Business continuity & disaster recovery controls
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.”
Thank You

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Shiran Kleiderman,
Chief Security Officer & Head of IT

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