

DIGITAL  
FINANCIAL PLATFORM  
FOR EVERYTHING

***bithumb***







# Bithumb's DNA

## : Innovation and Bold Execution

In January 2014, while the concept of cryptocurrency or digital asset was still vague, Bithumb embarked on its' journey as a digital asset exchange, solely focusing on the future possibilities. Over the past 7 years, Bithumb has overcome multiple crises, even during turbulent times in the market, and continued to innovate while focusing on its motto, Customer First. Bithumb has successfully developed into Korea's leading crypto exchange and became one of the leading global digital asset exchanges. Leveraging the accumulated experience over the past 7 years, Bithumb is continuing its efforts to become one of the major global, digital financial platforms.

ABCD (AI, Blockchain, Cloud, Data) is the underlying technologies of the 4th Industrial Revolution, which will create noticeable changes in people's daily routines. The recent societal trends of "Contactless Economy" and "New Normal" have brought innovation to the financial industry, more so than any other sector. In line with the technological innovation, the Korean government is prioritizing services geared toward individuals with policies such as Open Banking, MyData, MyPayment and issuing regulations such as the newly revised Act on Reporting and Using Specified Financial Transaction Information.

Keen on the changing institutional and societal trends, Bithumb is eager to take a step forward leveraging the company's core competencies.

As a result of managing the exchange over the past 7 years, Bithumb has developed a deep understanding of the business and distinct competencies related to the development, and operation of platforms and utilization of blockchain technologies. Also, Bithumb boasts the largest pool of talented individuals in the sector, specializing in blockchain, finance, and IT security. Furthermore, 5 million registered users, a strong community of early adopters, support the brand and service.

With any nascent technology, obstacles and challenges are inevitable. Bithumb also endured the growing pains during its' journey. Bithumb overcame the obstacles and paved a new road through relentless ingenuity and a winning spirit. As one of the foremost companies in the blockchain and digital asset industry, we will continue our effort in leading this technological innovation in finance with a dedication towards the sound development of the market and related industries. We will forge ahead embracing the Bithumb DNA, comprised of bold innovation and execution, focusing on making the impossible to become possible. By focusing on timeless principles such as reliability, innovation, excellence, and customer centered service, Bithumb will continue to labor for the well being of our customers, employees, shareholders, and society. We shall continue our pursuit to become a sustainable and innovative company.

We ask for your continued support and interest in the ongoing innovations and bold challenges pursued by Bithumb in the near future.

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<b>Corporation Name</b>	Bithumb Korea Co., Ltd.
<b>Date of Establishment</b>	Jan 5th, 2014
<b>Address</b>	124, Teheran-ro, Gangnam-gu, Seoul, Republic of Korea (Yeoksam-dong, Samwon Tower)
<b>Main Business</b>	Digital Asset Exchange, Blockchain-based New Business
<b>Capital</b>	20.1 billion KRW
<b>Revenue</b>	144.7 billion KRW (2019)
<b>Employees</b>	250 Personnel (HQ based; Sep, 2020)
<b>Website</b>	<a href="http://bithumbcorp.com">bithumbcorp.com</a>

Overview

# COMPANY OVERVIEW

- 06 Overview
- 08 Core Value
- 10 Business Scope
- 12 Company History



## “ Digital Financial Platform for Everything ”

Bithumb Korea Co., Ltd. (Bithumb Korea), a global financial platform company, operates multiple services, including Bithumb exchange, which has grown rapidly since its' inception in 2014, as well as services related to payments, and digital asset custody.

Building on top of the competencies and knowledge accumulated over the past 7 years, specifically related to blockchain technology while managing a financial platform, Bithumb Korea will relentlessly pursue innovation to create a better future.

## Core Value

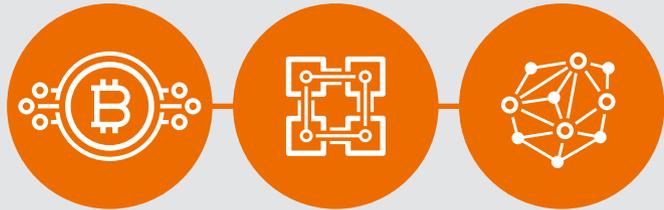
COMPANY OVERVIEW

- 06 Overview
- 08 Core Value**
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Bithumb Korea aims to become the leading, global digital financial platform utilizing digital asset, blockchain, and fintech technology.

# Vision

Digital Financial Platform  
for Everything



Digital Asset

Blockchain

Fintech





# Mission

We aim to enhance convenience and reliability for our digital financial services through relentless innovation.

Bithumb Korea is at forefront to connect the entire world through a single financial platform, overcoming the physical limitations of time and space.

# Core value

## ● TRUST

We are committed to upholding our reputation as a reliable financial platform that is trusted by our customers, business partners, and the industry.

## ● CUSTOMER ORIENTED

We are mindful that user experience, including convenience and user benefits, is vital to our success, and accordingly prioritized our resources to realize the best user experience.

## ● INNOVATION

We relentlessly innovate to integrate new services and technologies, resulting in a business model and user experience that is unparalleled as a leading company in digital finance.

## ● AIMING FOR THE BEST

We are committed to securing the latest technology, maintaining the highest level of professionalism, resulting in the highest service quality for our users.



## Business Scope

### COMPANY OVERVIEW

- 06 Overview
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Bithumb Korea has positioned itself as the leading global digital asset exchange. Leveraging our global brand power, strong balance sheet, and technical prowess, we will expand our business into new fields and take the next step as a global financial platform company.



## Digital Asset Exchange



The Largest User Base in Korea

**5.01** Million



Global Network through Bithumb Family

**15** Countries



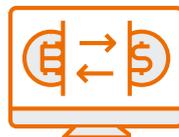
Reliable System and Services



Customer Assets and Stable Balance Sheet



Fiat Deposit/Withdrawal Support Linked with Real Name Bank Account



Systemized IT Security and Asset Protection System

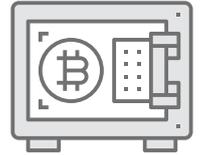




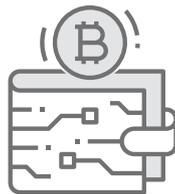
## Financial Services



Digital Asset Custody



Payment Service for Digital Asset



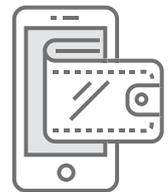
Financial Service (DeFi)



Decentralized Identity (DID)



Blockchain Wallet (Wallet)



## Blockchain



Technology Development and Consulting (Research Center)



# History

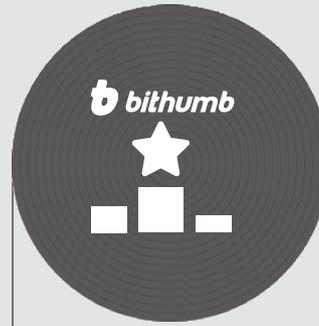
## COMPANY OVERVIEW

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# 2020

- 06 Nominated as a 'Best Enterprise' in Cyber Crisis Simulation Training(KISA/ first in the field)  
1st place in brand reputation survey for digital asset exchanges (Korea Corporate Reputation Research Institute)  
Joint development MOU for AML and FDS solution with Octasolution
- 05 KSQI Best Call Center Award for 2 years in a row
- 04 Launch of 'Bithumb Trader'
- 02 Industry-Academic cooperation MOU for blockchain technology with Korea University
- 01 Establishment of technology research institute



# 2019

- 08 Acquired global standard information system (ISO/IEC 27001:2013)  
Acquired global standard personal information protection management system(BS10012:2017) first in the field
- 07 Establishment of anti money laundering(AML) center(First for the exchange in Korea)
- 06 Launch of digital asset payment service for 4 Shinsegae Duty-free branches
- 05 Partnership with CrossAngle Inc., a listing/announcement platform for digital asset
- 05 Strategic alliance with Kodebox Inc., a security token platform company
- 05 KSQI Best Call Centre Award (Korea Management Association Consultants)
- 04 MOU with Standard & Consensus Co., China  
Launch of digital asset online payment service for Shinsegae Duty-free Shop
- 02 MOU with Nvelop Holding Ltd., UAE
- 01 Anti money laundering agreement with major exchanges in Korea





# Achieve 1 trillion

## 2018

- 12** Ranked as No. 1 company in digital asset exchange customer service (Financial Consumer Agency)  
Acquired Information Security Management System (ISMS) certificate  
2018 Web Award Korea "Grand Prize"
- 11** Launch of a payment service for global shopping platform "Qoo10"  
Won an appreciation plaque for voice phishing prevention (Gangbuk Seoul Police Station)
- 10** Signed an agreement with seriesOne to establish a security token exchange  
Opened Bithumb cryptocurrency index (BTCI)
- 07** Launch of official website for BTC Korea.com  
Opened Bithumb Cash gift certificate mall
- 05** Opened Bithumb Cash barcode payment service
- 04** Ranked No. 1 in financial call center service (Korea Management Association)
- 03** Voted No. 1 in digital asset exchange brand awareness (Embrain)  
Rated No. 1 in digital asset exchange brand reputation (Korea Institute of Corporate Reputation)  
Released "TouchB" kiosk service
- 01** Achieved monthly transaction volume of 115 trillion KRW  
Reached maximum daily transaction amount: 7.6 trillion KRW (as of January 16)

## 2017-14

- 2017 08** Pioneered the establishment of customer centers for the industry (Gangnam, Seoul)
- 07** Achieved the world's highest traded volume on Jul 19 (1 trillion KRW)
- 2016 04** Released easy remittance mobile web service
- 01** Launch of a gift certificate mall
- 2015 07** Changed the exchange name to Bithumb
- 01** Released Bitcoin gift certificates
- 2014 11** Pioneered the provision of market price alert service in Korea
- 05** Launch of a Bitcoin payment service
- 03** Recorded No. 1 Bitcoin transaction volume in Korea  
Opened the first world trade service in Korea
- 01** Launch of Bitcoin exchange "Xcoin"

Bithumb Korea Introduction

# WHO WE ARE

**16** Organization/Manpower

**18** Core Competency

Brand

IT

Investor Protection/Transparency

AML & FDS



Our services are managed and operated by Tech/Business/Management teams comprised of experienced, professionals who are knowledgeable and experienced. In addition to ensuring the stable operation of the exchange business, our organization is organized to act decisively on newly discovered business opportunities.

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## Organization/ Manpower

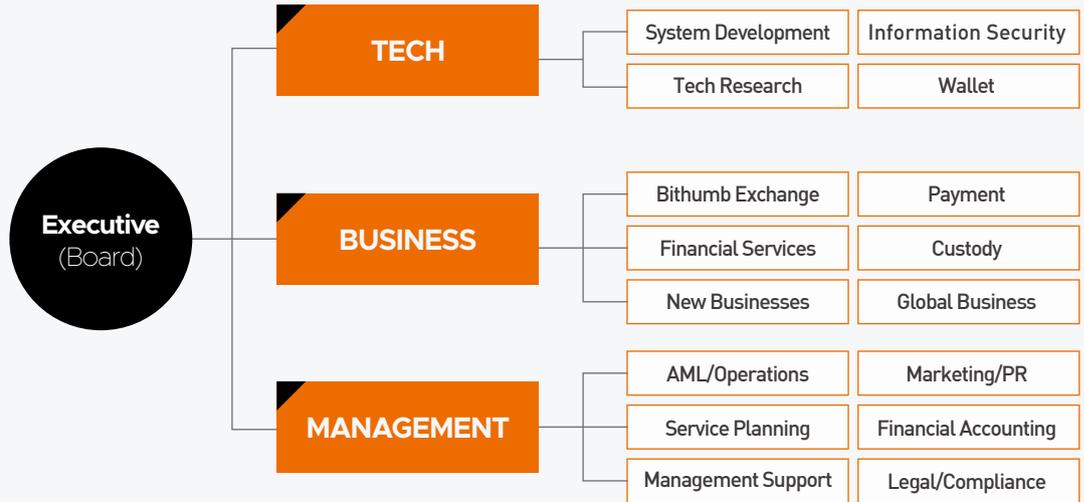


# Organization/Manpower

Who We Are

- 16 Organization/Manpower
- 18 Core Competency

## Organization



## Main Personnel



**Huh Baek-young**  
CEO

CEO of Bithumb Korea  
ING Group Seoul Branch  
Citigroup Capital Korea  
Citibank Korea  
Mechanical Engineering at  
Hongik University



**Lee Jung-ah**  
Vice President

Vice President of Bithumb Korea  
Representative of Bithumb  
Holdings  
Communication Studies at Seoul  
National University



**Lee Jae-geun**  
CTO

CTO of Bithumb Korea  
Development Team Manager of  
Newurysystem Co.  
Director of Trading  
Development of IMJ  
Computer Science Engineering  
at Seoul National University of  
Science and Technology



**Kim Young-jin**  
CFO

CFO of Bithumb Korea  
CFO of HSENC  
Certified Tax Accountant (CTA) of  
Ihyun Accounting Firm  
Economics at Korea University



**Cho Sin-geun**  
CSO

CSO of Bithumb Korea  
Financial Planning Team  
Director of Solborn/Solborn  
Investment  
Management Support Team of  
Samsung Electronics Co., Ltd  
Business Administration at  
Seoul National University



**Hwang Seung-wook**  
CAO

CAO of Bithumb Korea  
Change & Innovation Manager of CJ CGV  
POSCO e-Campus  
POSTECH Leadership Center  
Ph.D of Organizational Behavior & Human  
Resource Management at Youngnam  
University  
M.A of Organizational Behavior & Human  
Resource Management at Hongik  
University  
Accounting at Hongik University



**Han Sung-hee**  
Director

Head of Business Management  
Dept. of Bithumb Korea  
General Director of Delivery Hero  
Korea(Yogyjo, Foodfly)  
Smart TV service Senior PM at  
Samsung Electronics Co., Ltd.  
Team Director of Naver Content  
Services  
Business Administration at  
Sungkyunkwan University



**Shin Min-chul**  
Director

Head of New Business Development  
Dept. of Bithumb Korea  
Representative of SparkPlus  
Strategy/Investment Manager of  
Bluehole Studio  
Strategic Consultant of Bain &  
Company  
Kellogg School MBA  
Urban Engineering at Seoul National  
University



**Moon Sun-il**  
Director

Head of Financial Business Dept.  
of Bithumb Korea  
Business Development/Alliance  
Manager of SK Telecom/SK  
Planet(China/Japan/Mobile  
Payments, etc.)  
Economics at Korea University



**Seo Seung-won**  
Director

Head of Legal Dept. of Bithumb  
Korea  
Attorney of SK Communications  
Legal Team/Foreign  
Cooperation Team  
Science of Law at  
Sungkyunkwan University

The Bithumb brand has built itself as the leading digital asset exchange, by maintaining stable operations, establishing active trading volume, and providing customer-oriented services. Bithumb is reputed for having the largest membership base of over 5.01 million registered users, and for being the undisputed exchange leader in Korea, with a record daily trade volume of 700 billion KRW and record monthly trade volume of 11 trillion KRW (Mar 2020).

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# Brand



## Core Competency 1 - Brand

Who We Are

- Organization/Manpower
- 16 Organization/Manpower
- 18 Core Competency



### No.1 in Trading Volume

Record Daily Trading Volume

**700** Billion KRW

Record Monthly Trading Volume

**11** Trillion KRW

\*Mar 13th, 2020  
\*Mar, 2020



### The Largest Membership Base in Korea

Total Registered Members

**5.01** Million Users

\*Based on Sep, 2020



### No.1 Brand Reputation

Calculated by analyzing 67 Million Big Data points

**No.1** amongst 30 domestic exchanges in Korea

\*Korea Corporate Reputation Research Institute, Jun, 2020



### The Most Searched Exchange in Korea

Search Volume of the Brand

**1.48** Million Queries

\*Based on Naver Data Lab's Brand Keyword Result, Mar, 2020



### The Most Visited Exchange

Net Visitor

**5.5** Million Visitors

\*Based on Similar Web Result, Aug, 2020 (Including duplicates)



### No.1 Customer Service for 3 years in a row

**2020**

Korea Management Association Consultants

**2019**

Korea Standards Association, Korea Management Association Consultants

**2018**

Financial Consumer Agency, Korea Management Association Consultants



### Comprehensive Evaluation for Digital Asset Exchanges

by CryptoCompare

**Top Tier**

A Class Exchange

\*CryptoCompare Exchange Benchmarking, Jun 19th, 2019



### Trust Score by Ranking Website

Comprehensive Evaluation based on Reliability/Trading Volume

**10 out of 10**

\*CoinGecko Trust Score, May 27th, 2020



### Liquidity Rank by Ranking Website

**No.1** Liquidity amongst Exchanges in Korea

\*Coinmarketcap Liquidity, May 27th, 2020

Bithumb Korea owns an integrated IT/security system, combined with blockchain technology offering an optimized trading platform and providing solutions for various operational issues. Our best in class IT infrastructure and specialists have provided a stable and minimal latency system, thus providing the best service quality to our customers.

Product Design

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# IT Technology

3D RENDERING PERSPECTIVE DESIGN VIEW

LAYOUT PLAN DESIGN

Industrial Design

Urban Design

Facade Design

INDUSTRY

NETWORK

CONNECTIONS  
DISTRIBUTIONS  
SEGMENTATIONS

Interior Design



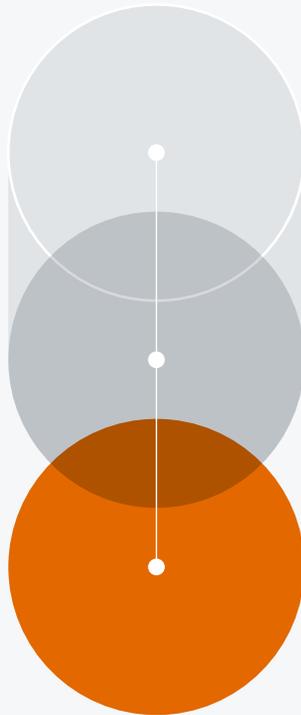
## Core Competency 2 - IT

### Who We Are



16 Organization/Manpower

18 Core Competency



[Scope of Certification] Operation of Cryptocurrency Exchange (Bithumb) Service  
[Valid Date] 2018.12.27 ~ 2021.12.26

### ● The Largest Order-processing Capability and Stable Service

We have constructed an integrated IT system incorporating various proprietary features which were developed after years of hands on experience. Incorporating Oracle DBMS, the best performing (order-processing capability) matching engine and self-developed IDC infrastructure, we are able to offer a stable, reliable service to our customers. Also, our IT team consists of top-class professionals in each specialty.

### ● Proprietary Wallet System for Digital Asset

We are using a proprietary wallet system that has been internally developed. Unlike other exchanges that have outsourced their wallet/custody services, Bithumb can immediately react to various technical issues such as main-net swap, airdrops, and can freely adapt the latest technologies.

### ● Authorized Financial Institution-level Security Infrastructure

In addition to separating the intra/internet networks, we have adopted intrusion prevention systems in order to block and prevent security breaches from external sources. Our security operations is supported by consulting from the leading Korean security company and a 24/7 monitoring system. Also, Bithumb uses an comprehensive security and anti-virus solution on par with the commercial banks, which is a first for the digital asset exchanges in Korea.

### ● Information Security Management System (ISMS) Certification

In December 2018, Bithumb received the ISMS Certification, which is a security certificate issued by the Korean government. We also acquired international certificates such as the BS10012:2017 (Personal Information Management, first in the field) and ISO/IEC27001:2013 (International Standard on Information Security) in August 2019.

As an industry leader, Bithumb is striving to establish significant internal controls and investor protection policies by adopting practices such as a compliance officer system and independent listing committee. In addition, we are enforcing strict ethical standards internally to exemplify best practices for the industry. We also publicly disclose our audits conducted by external accounting firms for greater transparency in the industry.

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## Investor Protection/ Transparency



## Core Competency 3 - Investor Protection/Transparency

### Who We Are

- 
- 16 Organization/Manpower
- 18 Core Competency



### Publication of Financial Due Diligence Reports of Bithumb Korea



#### ● Adoption of the Compliance Officer System

Bithumb has preemptively introduced the compliance officer system adopted by the financial institutions and established an internal control system and regulations for compliance. We also established a routine training program in order to cultivate business ethics awareness for the employees.



#### ● Operation of Independent Listing Committee and Investor Protection Policy

New listings of all digital assets and designation of specific investment items are decided through a transparent and fair review by an independent listing committee. Also, we continuously monitor and supervise the listed digital asset's eligibility as a listing policy in order to protect our investors.



#### ● Publication of External Audit Reports

All financial statements and the Internal Accounting Control System (K-SOX) are audited by independent accounting firms, and yearly reports are publicly disclosed through electronic disclosure by the Financial Supervisory Service (FSS).



#### ● Publication of Financial Due Diligence Reports

Every 6 months, an external accounting firm conducts an audit on the KRW and digital assets held on behalf of the company and customers, and transparently publishes the results.

For the sound development of the digital asset industry, the company is fully compliant with the blockchain industry association's self-regulation plan, as well as the AML guidelines set by the financial regulatory authorities. We have already met the conditions required by the upcoming "Act on Reporting and Using Specified Financial Transaction Information" and aims to be the first company to register as a digital asset service provider.

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## AML/FDS

The background image shows a person's hands typing on a laptop keyboard. The scene is overlaid with various futuristic digital elements, including glowing blue lines, a globe icon, a shield with a keyhole, a bar chart, and the text 'A1' and 'INNOVATION'. The overall aesthetic is high-tech and digital.

## Core Competency 4 - Anti Money Laundering/Fraud Detection System

### Who We Are

- 
- 16 Organization/Manpower
- 18 Core Competency



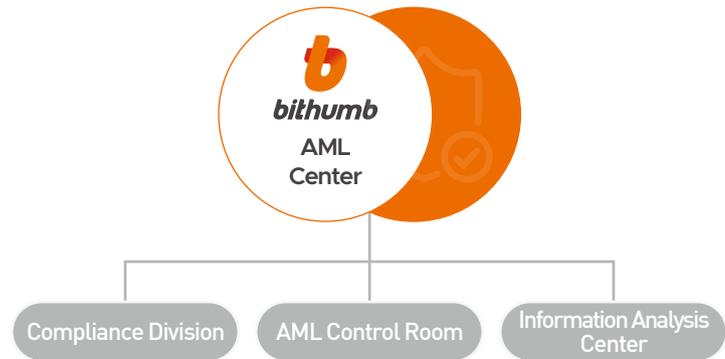
Fraud Account Detection/Analysis  
and System Design



### ● AML / FDS

A first for the industry, we established a AML center on par with regulated financial companies, in order to enhance our AML capability. Also, we have implemented Know-your-customer(KYC) and Fraud Detection System(FDS) practices. In addition, to promote and stimulate RegTech adoption in the digital asset market, we are developing collaborations with independent RegTech companies.

#### AML Center



- Best in class digital asset exchange operation expertise in the industry
- Organization consists of specialists in Anti-Money Laundering/Internal Control
- Processes optimized for prevention and post-processing for accidents

#### Preparation for Entry into the Regulated Space

- The company already meets the conditions required by the "Act on Reporting and Using Specified Financial Transaction Information" and aims to be the first company to register as a digital asset service provider.
- For the sound development of the digital asset industry, the company is fully compliant with the blockchain industry association's self-regulation plan, as well as the AML guidelines set by the financial regulatory authorities.
- Currently, the company employs Chainalysis and Dow Jones' services for fraud account detection and analyzing related data. The company established a AML/FDS regime optimized for digital assets, which complies with FATF recommendations and meets the conditions for entry into the regulated space.

Business Scope

# WHAT WE DO

28 Bithumb Exchange

34 New Businesses

Financial Service (DeFi)

Payment

Digital Asset Custody

Blockchain-based Businesses



Bithumb Korea, which has grown beyond Korea's border to become a leading global digital asset exchange, operates a comprehensive financial platform and is leading the digital finance renaissance utilizing digital asset and blockchain technology. From digital asset exchange to payment service and fintech, we will pave the way for a brighter future in the blockchain industry and foster continued value creation and innovation through active investments.

By providing stable operations, high liquidity for trading, and customer-oriented services, Bithumb has grown into a leading global digital asset exchange. Bithumb is reputed for having the largest membership base (over 5.01 million members; Sep, 2020) and already surpassed the record daily trade volume of 700 billion KRW and record monthly trade volume of 11 trillion KRW.

# Bithumb

*bithumb*  
**45.6%**

- No. 1 Exchange with 45.6% domestic market share  
\*Average during Jun 2020
- Record daily trading volume of 700 billion KRW
- Nominated as a Best Enterprise in Cyber Crisis Simulation Training (2020)
- 1st Place in Customer Service Rating Survey for Digital Asset Exchanges (First time in the industry, 2018)
- No. 1 Call Center Award for 2 years in a row (2019-2020)



## Bithumb Exchange Introduction

Bithumb is Korea's No.1 digital asset exchange with a record daily trade volume of 700 billion KRW and record monthly trading volume of 11 trillion KRW. By providing abundant liquidity, best in class customer service, stable trading environment, and distinguishable overall convenience, Bithumb has climbed the ranks to become one of the leading global exchanges.



### Safe and Reliable Exchange

Customers can deposit and withdraw their fiat asset from real-name verified bank accounts with the top tier banks in Korea. Bithumb also conducts a 24-hour monitoring service in order to prevent financial crimes such as money laundering or voice phishing. We also built the premier customer asset protection system in the industry and built a reputation as a trustworthy digital asset exchange.



### Customer-oriented Exchange

Bithumb's CS center has been nominated as KSQI's Best Call Center, a first for the industry, providing undeniable proof of its quality. We are currently operating a 24/7 CS service, in order to process the needs of our customers in a timely manner. Also, we value our customer's opinions and implement improvements requested by our customers.



### Exchange with Smooth and Convenient Trading

Bithumb offers the best trading experience in the industry with high liquidity and a deep orderbook. We are fully invested in continually improving the user interface, making trading more convenient and simpler for the users.



### Digital Asset Market Share

KOREA  
CRYPTOCURRENCY  
MARKET

## Bithumb Exchange Key Indicator

### WHAT WE DO

28 Bithumb Exchange

34 New Business

Bithumb exchange is facilitating roughly 700 billion KRW of digital asset trading on a daily basis, and the number of daily visitors is more than 350,000 visitors. The total cumulative trading volume (since 2017) has surpassed 1,062 trillion KRW.

Customer deposits are estimated at around 4 trillion KRW. KRW assets are deposited in a segregated bank account, and digital assets are deposited in a cold wallet.

Through a wide range of customers and high customer loyalty, Bithumb obtained abundant marketing assets as well as a total of 5.01 million members and still growing through customized services for our customers.



Digital Asset Deposits

**3.5** Trillion KRW

\*Sep, 2020



Total Trading Volume

**1,062** Trillion KRW

\*From Jan 2018 to Jun 2020

KRW Deposits

**500** Billion KRW

\*Sep, 2020







## Objective and Vision of Bithumb Exchange

### WHAT WE DO

- Bithumb Exchange
- 34 New Businesses



As the leading exchange in the Korean digital asset market, Bithumb Korea will continue its efforts to maintain the No. 1 position in Korea and aim to become the **No. 1 exchange in the global market.**

- We will contribute to the expansion of the blockchain ecosystem through the listing of promising digital assets and enhancing the verification process.
- We will improve the trading experience by customizing the user interface and optimizing the trading platform for each customer.
- We will continue our efforts to attract new customers by offering new services and making continual improvements.
- We will respond quickly and actively to the changing market environments, such as regulations, and strengthen our role as the leading figure of the industry.

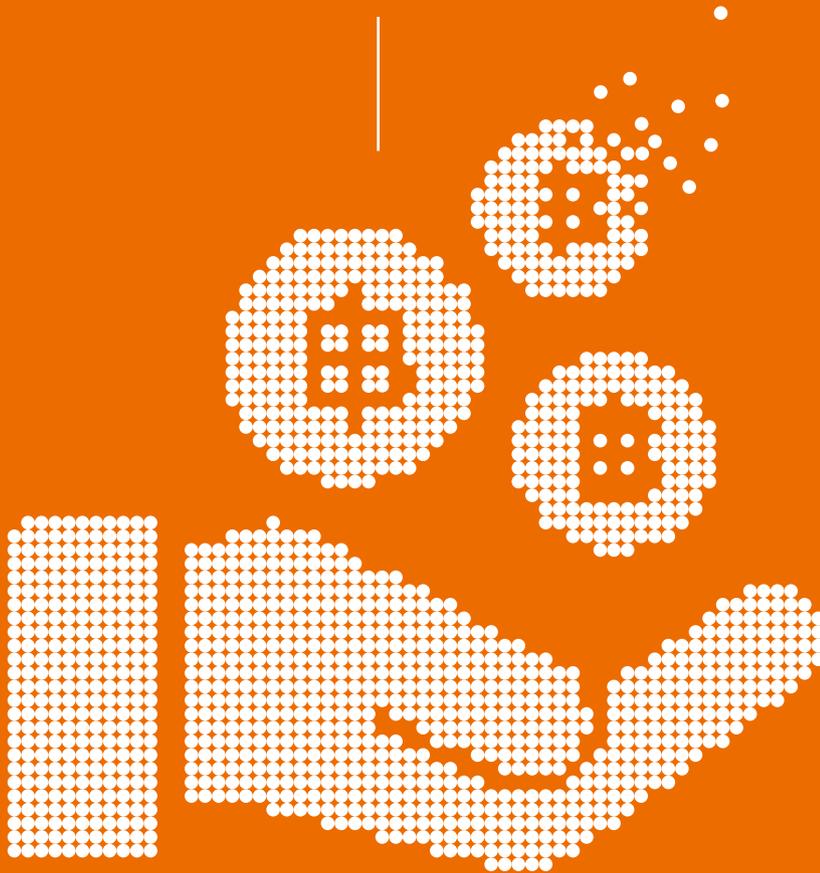
1. Establish Crypto Market
2. Enhance Mobile Services
3. Expand Institutional Customers

1. Enhance Financial Services
2. Improve Anti-Money Laundering (AML) System
3. Provide Various Information for Investments

1. Effective Customer Marketing
2. Improve Customer Service Quality



# Financial Service DeFi



An Investment Platform  
providing Digital Asset based Financial Services

We offer various digital asset-based financial services such as deposit, lending, and staking in order to provide a variety of investment options for the customers.

## WHAT WE DO

- 28 Bithumb Exchange
- 34 New Businesses

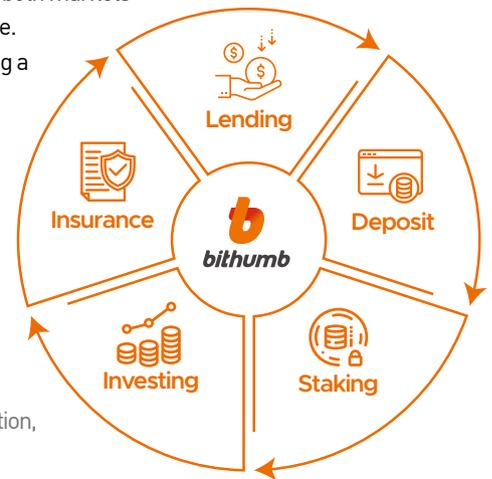
## Introduction

### Business Definition

- We offer various digital asset-based financial services and investment options to customers
  - Deposit** : Provide interest in digital assets deposited by customers
  - Lending** : Loan digital assets to the customers
  - Staking** : Offer rewards for the customers with digital assets based on PoS, dPoS algorithm

### Market Status

- The size of the lending and deposit markets for digital assets is 1.5 billion USD and 1 billion USD, respectively, and both markets are realizing a rapid growth rate.
- Staking service is also exhibiting a stable growth rate and is an established est. 7 billion USD market.



\*Source : Crypto Asset Management by Solution, Jun, 2020

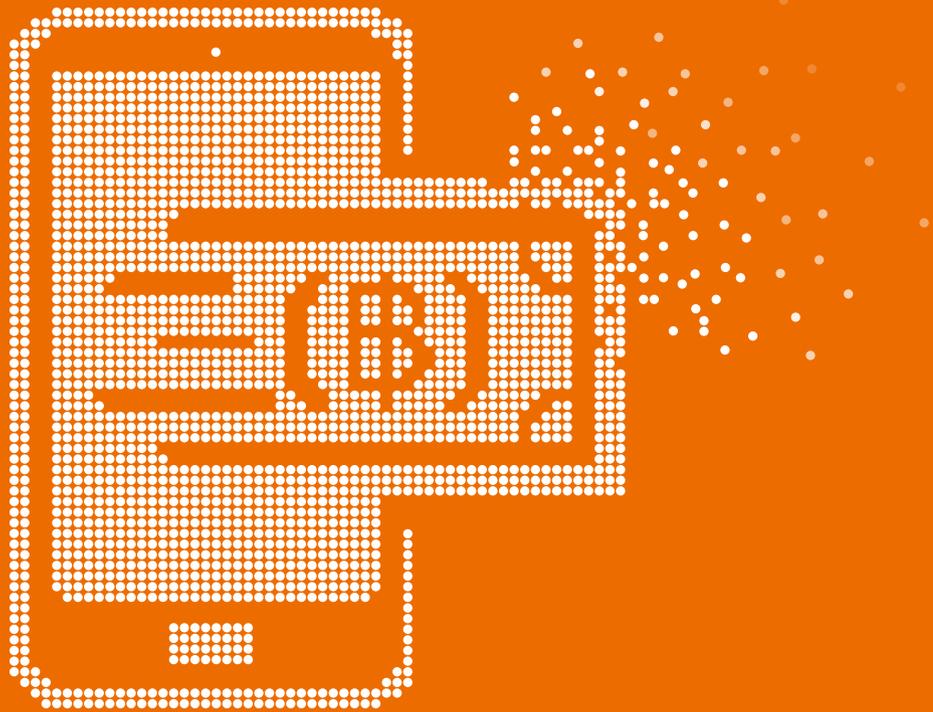
### Core Competency

- Operation Experience** : Bithumb is the only major exchange in Korea that is offering Deposit, Lending, and Staking services directly on the exchange platform, and showing reliable operations over the past 6 months
- Exceptional Team** : A team of professionals with more than 10 years of experience in global finance companies and blockchain industry
- Excellent Platform and Extensibility** : The structure of all financial services available in Bithumb is easy to access by external partners and thus easy to scale. Currently, Bithumb is discussing with multiple partners for cooperation.

### Business Purpose

- Offer a variety of high return financial services for our customers
- Top 5 in market share and revenue in the global market for digital asset financial services

# Payment



**The World's First Digital Asset-based,**  
**Comprehensive Payment and Remittance Service**  
**utilizing Bithumb Cash**

We increase the value proposition of digital assets in our daily routines and expand the commercial usage of the digital payment market.

## WHAT WE DO

- 28 Bithumb Exchange
- 34 New Businesses



Available with Bithumb Cash



## Introduction

### Business Definition

- On/off-line payment/remittance business based on digital assets (Bithumb Cash). Bithumb app will allow users to pay/remit with QR codes

\*Bithumb Cash: Total assets held by members (KRW + Digital Assets)

### Market Status

- An increase in digital asset payment service is expected due to favorable legislation

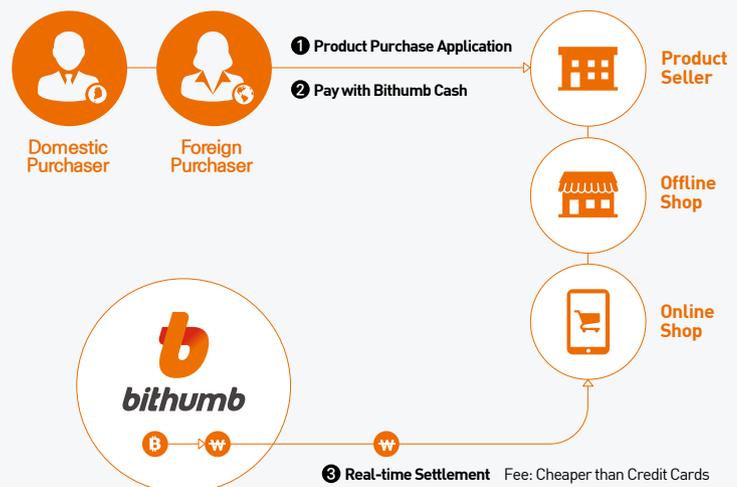
### Core Competency

- Technical prowess that developed the world's first comprehensive digital asset payment service
- Expand Bithumb membership base and partners, such as major e-commerce and duty-free shops

### Business Purpose

- Become a leading global digital asset payment/remittance platform in Korea
- Develop new offline-to-online (O2O) payment market initially targeting the Bithumb members and subsequently expanding into the global market

#### Bithumb Cash Payment Process



# Digital Asset Custody



**The Largest Custody and Management  
Service in Korea through Differentiated  
Digital Asset Management and Operational Expertise**

We secure and manage the customers' financial assets with high-level security technology, world class partnerships, and accumulated operational expertise.

WHAT WE DO

- 
- 28 Bithumb Exchange
- 34 New Businesses



## Introduction

### Business Definition

- Custody and management of exchange, Virtual(digital) Service Providers (VASP), and personal digital assets (digital assets, tokens, etc.)
- Safe storage of entrusted digital assets and creation of utility through additional complementary services.

### Market Status

- Increasing security threats related to digital asset management such as hacking, embezzlement, etc., due to the absence of a standard custody service for blockchain-based digital assets
- Increasing need for custody due to accelerating promulgation of legislation and improvement in market transparency

### Core Competency

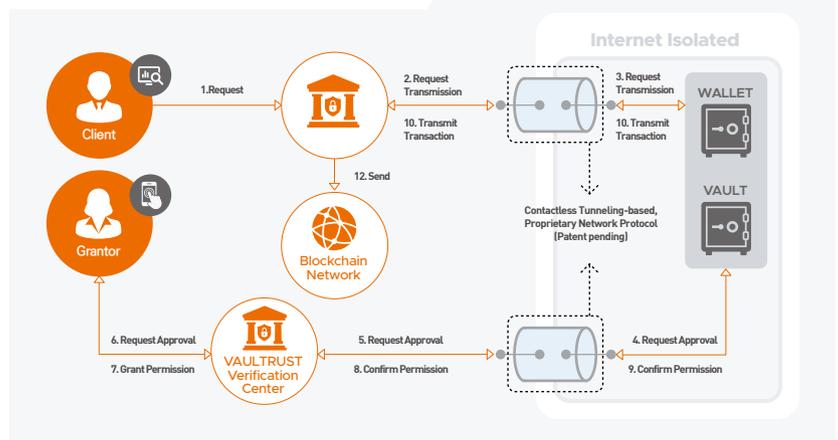
- Custody service with high-quality security that can completely eliminate online threats
- Application of multiple authentications according to grade and risk management policy at the financial level
- Providing additional services (Cryptofinance, OTC, Staking, Smart Escrow)

### Business Purpose

- Evaluation of the highest level of security and system safety with proprietary technology
- Set best practices for the business to be recognized as the global standard
- Aim to become Korea's largest digital asset custodian and Top 5 global custodian

## bithumb Custody Service Model

Powered by VAULTRUST



# Blockchain-based Businesses



## Expanding Next-generation Blockchain Ecosystem through Certification and Security Technology

A technology research center consisting of talented personnel will develop certification and asset management based technology, linking blockchain and traditional finance, in addition to establishing an innovative blockchain ecosystem.

## WHAT WE DO

- 28 Bithumb Exchange
- 34 New Businesses

## Introduction

### Business Definition

- **Wallet** : Blockchain wallet service that provides account information, remittance, investment, usage and the safekeeping of assets.
- **Blockchain Technology Development and Consulting** : Developing blockchain technologies such as node management, wallet security, etc. for expansion of blockchain ecosystem, providing and incubating for potential technologies and service providers
- **Decentralized Identification (DID)** : Electronic identification technology that saves the ID information to the user's device and presents them selectively when needed, and an identification technology that allows users to manage their own data, not by a centralized institution

### Market Status

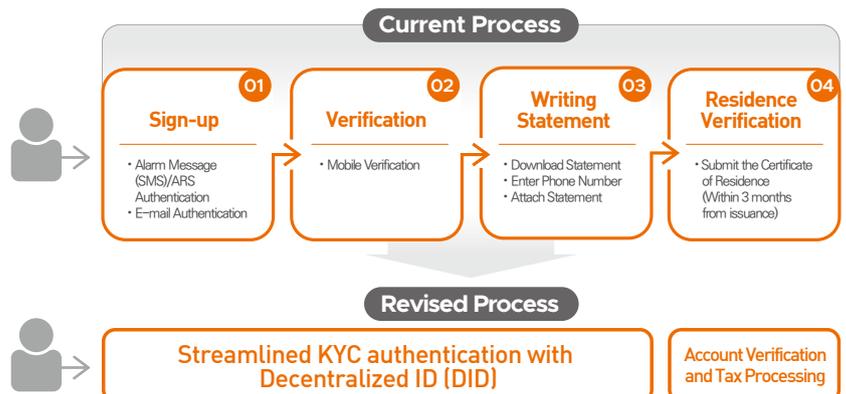
- Acceleration of digital financial innovation is expected with the scaling of MyData, MyPayment programs that opens up more financial information to individuals, and OpenBanking service that allows an app to extract data from all the financial institutions.
- Expecting commercialization and advancement of blockchain-network in Korea due to 『2020 Blockchain Pilot Project and Private-led National Project』 planned by the government

### Core Competency

- A blockchain technology institute consisting of the world's most talented individuals
- Capable of processing a massive amount of asset data

### Business Purpose

- Improve the customer experience for KYC certification via DID
- Establish the largest and leading integrated digital asset wallet in both the Korean and global markets



Vision and Roadmap

# VISION & ROAD MAP





Bitthumb Korea will not settle for the status quo as a global digital asset exchange, but will continue to push the boundaries by integrating digital financial innovations such as blockchain and fintech technology to become a leading global financial platform.

## Vision and Roadmap

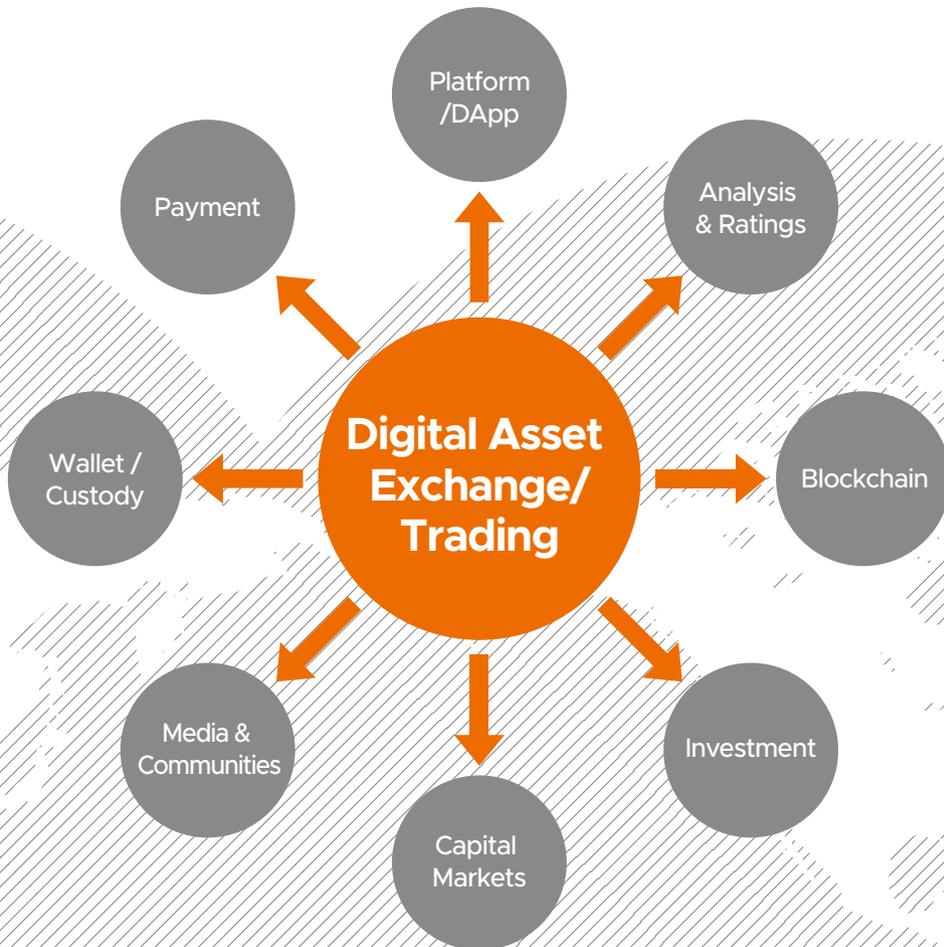
### VISION & ROAD MAP



**Bithumb Korea will not settle for the status quo as a global digital asset exchange, but will continue to push the boundaries by integrating digital financial innovations such as blockchain and fintech technology to become a leading global financial platform.**

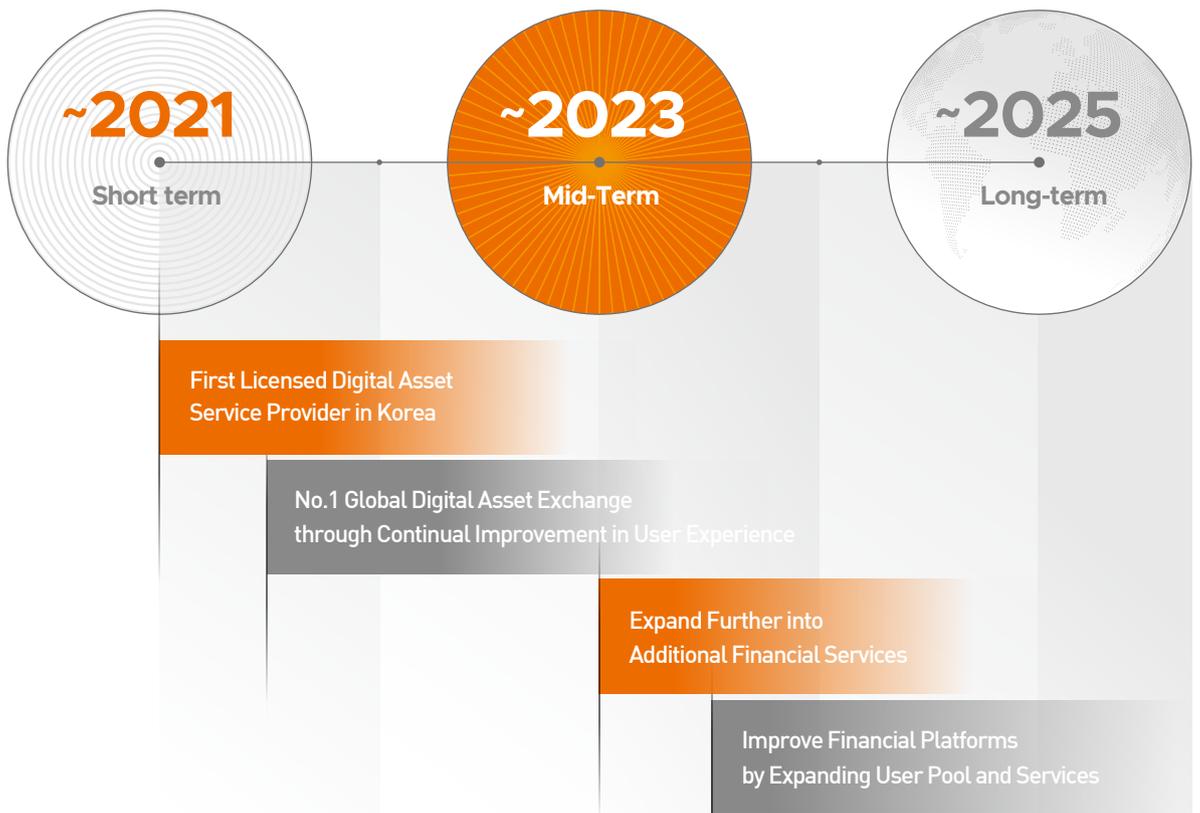
Since launching the exchange service in January 2014, Bithumb Korea's influence expanded beyond Korea to become one of the world's leading digital asset exchanges. Bithumb Korea will continue the effort to increase overall customer satisfaction and providing a fast, secure, and convenient trading experience.

Building on top of the company's core competencies, Bithumb will continue its' advancement into new business ventures. In addition to diversifying our service portfolio related to digital assets, such as custody, payment, and financial services, we will also search for new business opportunities and services.



Furthermore, as a leading figure in the industry, Bithumb Korea will strive to institutionalize the blockchain industry, strengthen public trust and enhance market development. By carrying through with the stated initiatives, we will play a crucial role in the development of the overall sector and contribution to our customers and society's welfare.

## Roadmap



[www.bithumb.com](http://www.bithumb.com)

***bithumb***