

# Secure and Regulated Access to Digital Assets



# What We Do

Valour is a regulated issuer and manager of digital asset exchange-traded products (ETPs).

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Valour's ETPs enable both retail and institutional investors to easily and securely access digital assets through market-leading investment products available through trusted and well-established financial brokerages, exchanges, and banks.

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Founded in 2019 by industry pioneers, Valour operates as a wholly-owned subsidiary of DeFi Technologies (CBOE CA:DEFI, OTC: DEFTF, FRA:R9B).

# Who We Are



Olivier Roussy Newton

Co-Founder

Previously founded HIVE Blockchain (NASDAQ; HIVE), the first publicly listed digital asset miner. Led the company to >\$450M in revenue and a multi-billion dollar market capitalization.

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Johan Wattenstrom

Co-Founder

Previously founded XBT Provider in 2015, the world's first Bitcoin ETP. Led the company to \$1Bn in AUM and accounted for 10% of Bitcoin's trading volume before being acquired by CoinShares.

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Anthony "Pomp" Pompliano

Advisor & Founder of Reflexivity Research (acq. By DeFi Technologies)

Previously founded Morgan Creek Digital, a digital asset investment firm, and currently a blockchain industry thought leader with an audience of over 2M followers and subscribers.

- Why ETPs?

# ETPs Offer Several Benefits over Alternatives for Digital Asset Exposure



## Security

Valour's ETPs are listed on trusted and highly regulated traditional exchanges, with the underlyings 100% hedged at all times.



## Diversity

Valour's ETPs provide investors with access to a range of individual digital assets or diversified indexes through single trades.



## Transparency

Valour's ETPs have a clear and consistent link between their price and the price of the underlying assets.



## Simplicity

There is a clear and accelerating market demand from retail and institutions that are unable to hold digital assets directly.



## Low Fees

Retail and institutional investors want securitized products traded on regulated stock exchanges, accessible via their bank or broker.

# Valour's Leadership in European Digital Asset ETPs Sets the Stage for Global Growth



## Market Demand is High

There is a clear and accelerating market demand from retail and institutions that are unable to hold digital assets directly.



## Trust & Security

Retail and institutional investors want securitized products traded on regulated stock exchanges, accessible via their bank or broker.



## High-Calibre Team

Valour's executive team consists of industry experts in trading, digital assets, custodianship, FinTech, and capital markets.



## Backed by Industry Leaders & Institutions

Valour is partnered with leading firms in the digital assets space such as Bitcoin Suisse, CORE, Hedera, justTrade, and more.



## Differentiated From Competitors

Many existing ETP issuers in the European market lack transparency, market-making skills and digital asset expertise. Our direct partnerships with web3 foundations further differentiates us in the marketplace.



## Product Innovation

Valour launched the world's first fee-free Bitcoin ETP and world's first yield-bearing Bitcoin ETP, and continues to innovate.

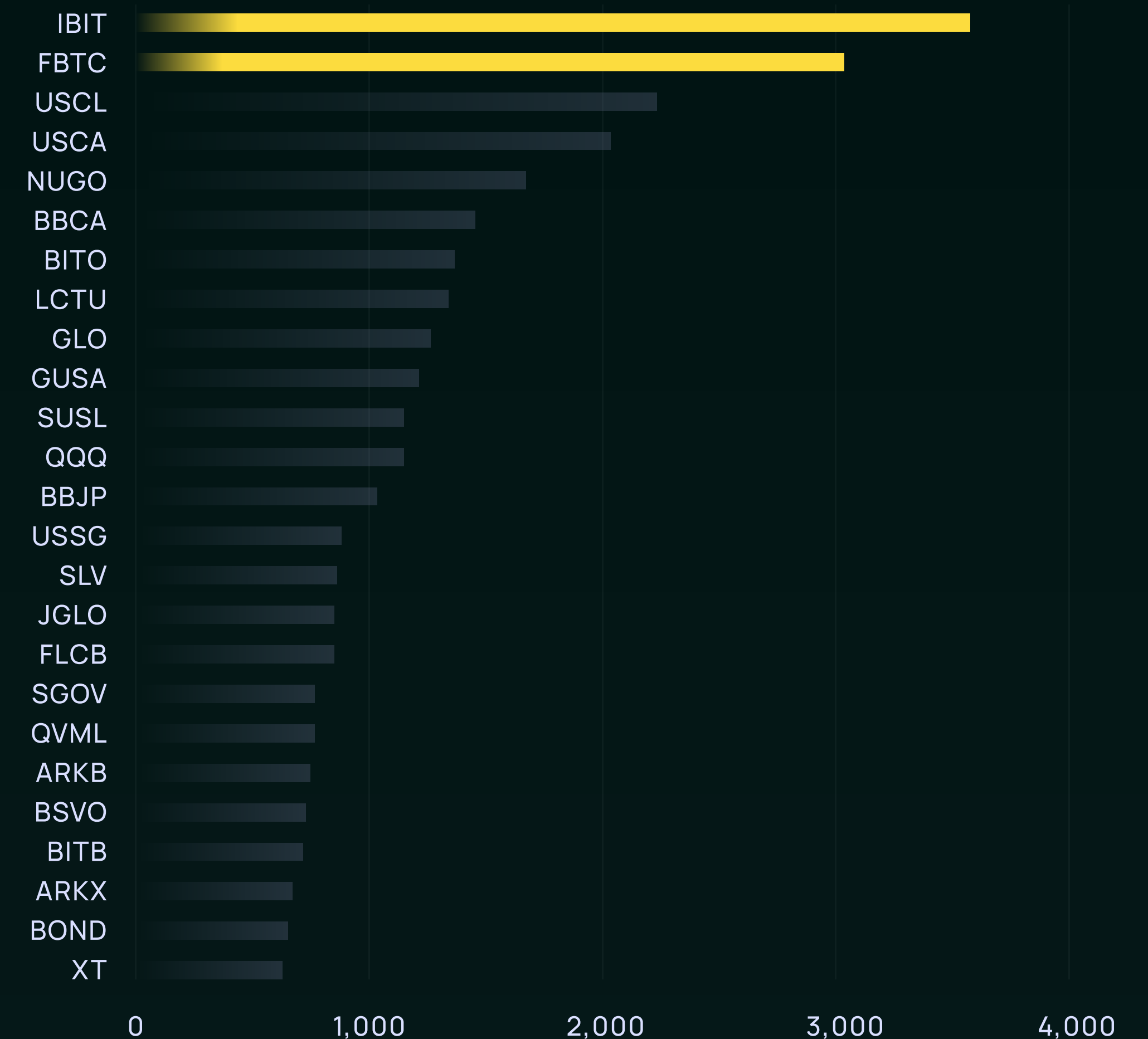


# Bitcoin ETF Approval Demonstrates Insatiable Demand and Opportune Timing for Digital Asset ETPs

The recently launched Blackrock and Fidelity Bitcoin ETFs in the USA achieved unprecedented success by each accumulating over US\$3 billion in AUM within the first 30 trading days, demonstrating the pent up demand for exchange-traded digital assets. This milestone marks them as the two most successful ETF launches in history out of the more than 5,530 launches that preceded them.

This success is forefront in the minds of investors, media outlets, regulators, and other stakeholders, making it an opportune moment to capitalize on the momentum.

Historical US ETF AUM After 1 Month, \$MM



AUM: C\$837/US\$609 Million as of July 31, 2024

# Single Asset ETPs

## BTC Zero

EUR ISIN: CH0573883474  
SEK ISIN: CH0585378661



## ETH Zero

EUR ISIN: CH0585378752  
SEK ISIN: CH1104954362



## ADA ETP

EUR ISIN: CH1114178820  
SEK ISIN: CH1114178796



## BNB ETP

EUR ISIN: CH1149139672  
SEK ISIN: CH1149139698



## DOT ETP

EUR ISIN: CH1114178812  
SEK ISIN: CH1114178770



## SOL ETP

EUR ISIN: CH1114178838  
SEK ISIN: CH1114178762



## UNI ETP

EUR ISIN: CH1114178846  
SEK ISIN: CH1114178754



## XRP ETP

SEK ISIN: CH1161139584



## AVAX ETP

EUR ISIN: CH1149139615  
SEK ISIN: CH1114178788



## ATOM ETP

EUR ISIN: CH1149139664



## ENJ ETP

EUR ISIN: CH1149139656



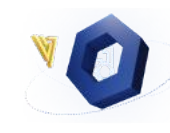
## Valour Short Bitcoin (SBTC)

SEK ISIN: CH1149139649



## LINK ETP

SEK ISIN: CH1161139592



## TON ETP

SEK ISIN: CH1161139600



## ICP ETP

SEK ISIN: CH1213604510



## HBAR ETP

EUR ISIN: CH1213604528  
SEK ISIN: CH1213604585



## NEAR ETP

SEK ISIN: CH1213604577



- Our Products

AUM: C\$837/US\$609 Million as of July 31, 2024

# Physical Backed, Basket and Joint Venture ETPs

**1Valour Bitcoin Physical Carbon Neutral**

EUR ISIN: CH1149139706



**Valour Bitcoin Physical Carbon Neutral**

EUR ISIN: GB00BQ991Q22



**Valour Bitcoin Staking**

SEK ISIN: CH1213604536

EUR ISIN: CH1213604544



**Valour Digital Asset Basket 10 (VDAB10)**

EUR ISIN: CH1149139623

SEK ISIN: CH1161139568



**1Valour Ethereum (ETH) Physical Staking ETP**

EUR ISIN: GB00BRBMZ190



**Core ETP in collaboration with Core Foundation**

SEK ISIN: CH1213604593



**Internet Computer Protocol (ICP) Physical Staking ETP**

EUR ISIN: GB00BS2BDN04



**1Valour STOXX Bitcoin Suisse Digital Asset Blue Chip**

EUR ISIN: GB00BPDX1969

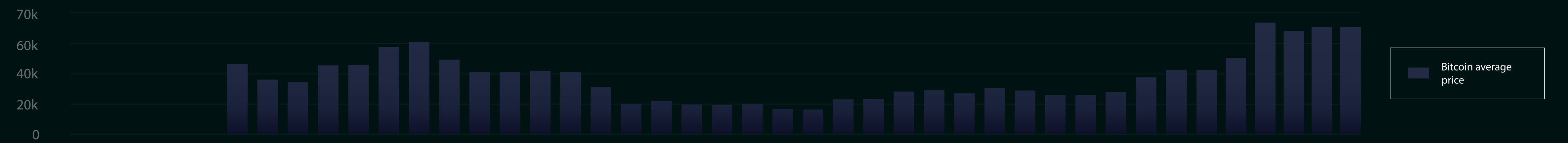
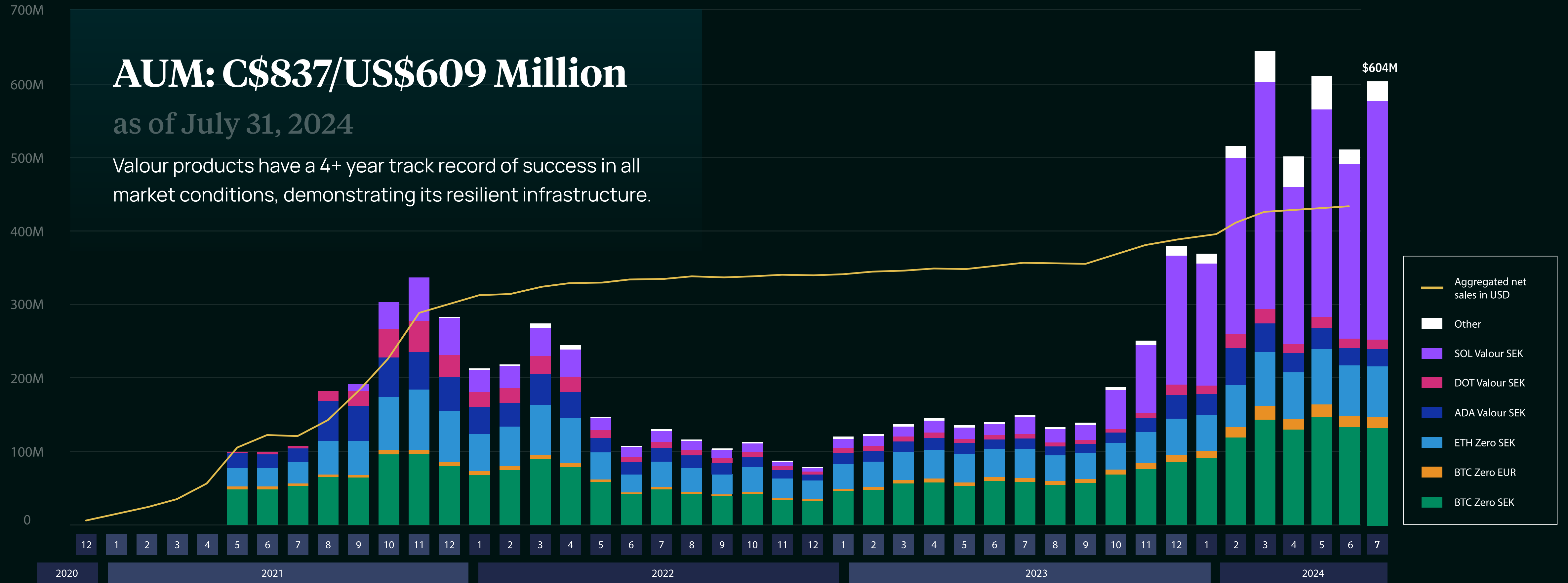


● Assets Under Management

# AUM: C\$837/US\$609 Million

as of July 31, 2024

Valour products have a 4+ year track record of success in all market conditions, demonstrating its resilient infrastructure.





- Visibility

# Building Awareness in Partnership with Reflexivity Research

Reflexivity Research, co-founded by Anthony Pompliano and Will Clemente, offers high-quality crypto-native research for traditional finance investors distributed via Twitter, an email list of over 60,000 readers, and various distribution partnerships with leading platforms like TradingView and eToro.

On February 7th, 2024, Valour parent company DeFi Technologies Inc. announced the completion of its strategic acquisition of Reflexivity Research.

This strategic alignment presents unique opportunities for Valour's partners to amplify the reach of their collaborations.



**Thank you.**

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

**valour**

BY DEFI TECHNOLOGIES INC.