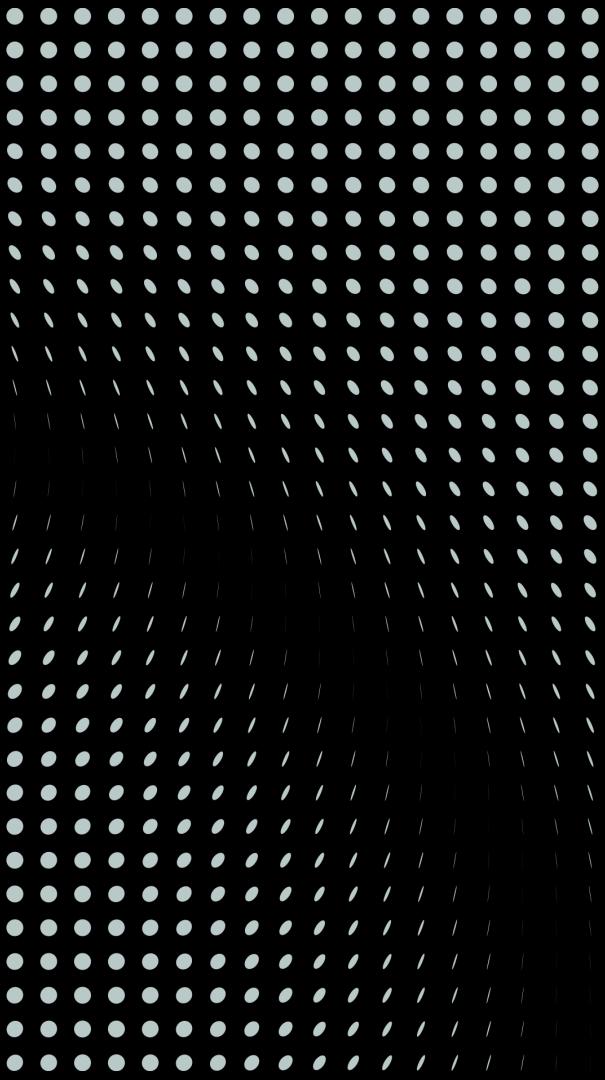




Q3 2021

# Coinbase Institutional Overview



# 8+ years building the crypto economy

---

\$180B

Assets on platform

\$92B

Assets on platform from  
Institutions

142+

Digital Assets on  
Platform

\$462B

Quarterly volume traded

---

68M+

Verified users

---

2100+

Employees

---

100+

Countries

---

9000

Institutional Clients

# Team

Executives from tech (Airbnb, Google, Twitter, LinkedIn) and finance (Barclays, Goldman Sachs, Och Ziff)



**Brian Armstrong**  
CEO & Co-Founder  
Airbnb, Rice



**Emilie Choi**  
President & COO  
LinkedIn, Naspers



**Alesia Haas**  
CFO  
Och Ziff, OneWest



**Philip Martin**  
CISO  
Palantir, US Army



**Surojit Chatterjee**  
CPO  
Google



**Sam McIngvale**  
Head of Product, Custody  
Apex Clearing, PEAK6



**Brett Tejpaul**  
Head of Inst. Sales,  
Trading and Prime  
Barclays, J.P. Morgan



**Greg Tusar**  
Head of Inst. Product  
Tagomi, Goldman Sachs



**Kevin Johnson**  
Head of Trading  
Tagomi, KCG Holdings

# Coinbase is built on a culture of regulatory compliance

Our legal and compliance teams work closely with regulators

## US FEDERAL



### Coinbase is subject to the Bank Secrecy Act

- ✓ Only digital currency member of the Bank Secrecy Act Advisory Group<sup>1</sup>
- ✓ Federally registered Money Services Business (MSB)
- ✓ Anticipate future regulation by the SEC (hold B/D, RIA, & ATS licenses)

## US STATES



### Regulated by state Banking Departments as a licensed money transmitter

- ✓ State registered Money Transmission License in 43 jurisdictions
- ✓ Granted ability to operate in 6 additional states
- ✓ NY BitLicense granted in Jan. 2017; Limited Purpose Trust granted in Oct. 2018

## INTERNATIONAL

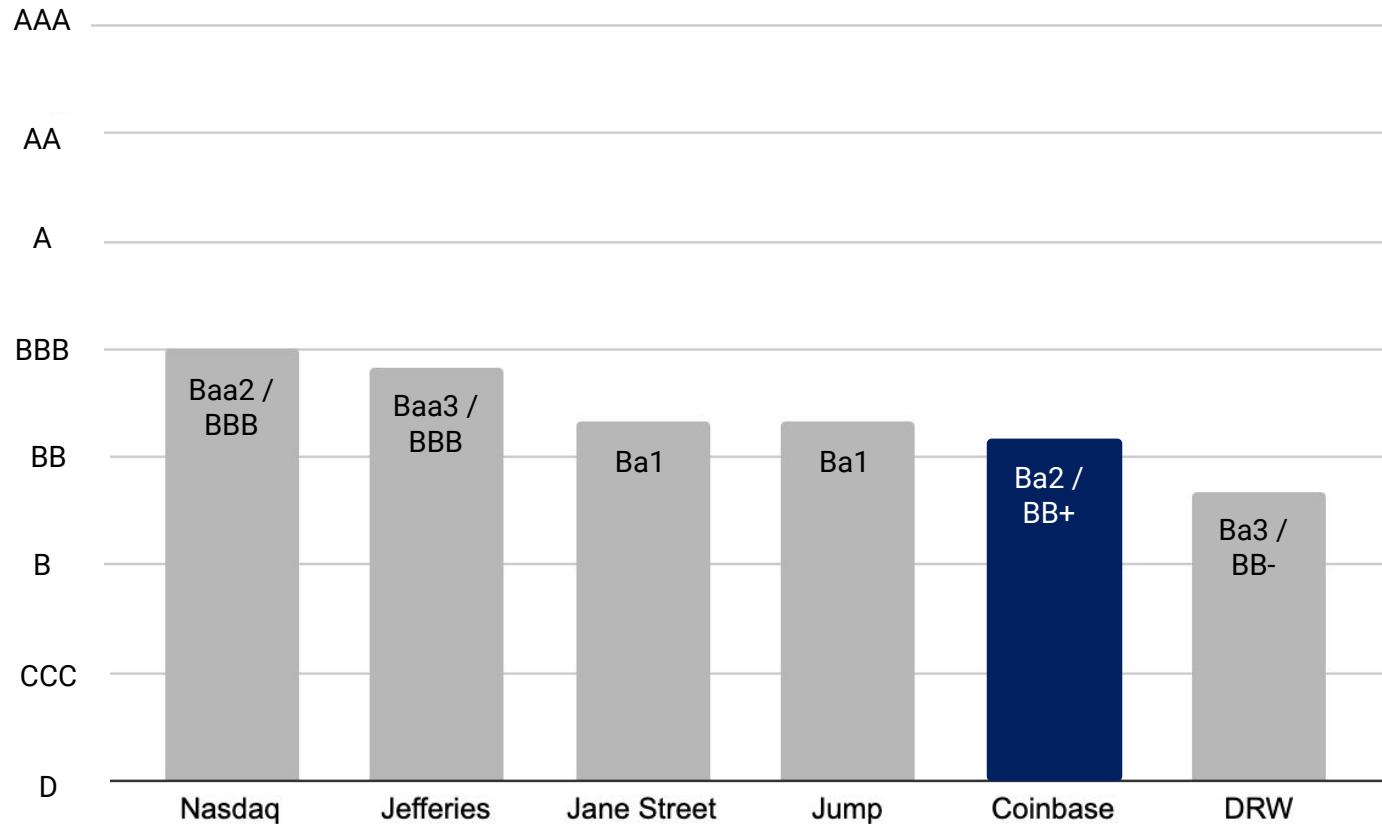


### Focused on expanding into international jurisdictions

- ✓ Operate E-money License in the EU (authorized by the Central Bank of Ireland)
- ✓ FSA licensed in Japan
- ✓ In process with MAS to obtain a Payment Services License

# Moody's assigns Ba2 corporate family rating

Coinbase's financial profile is second to none in the crypto ecosystem

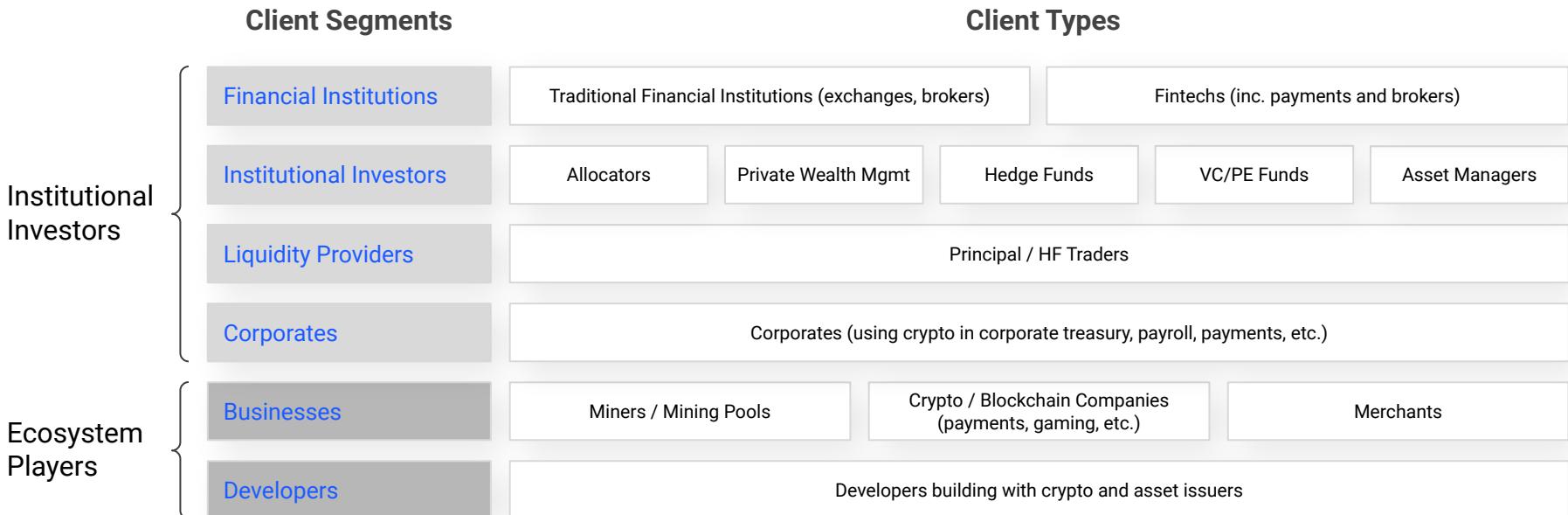


## Our Clients

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# We serve a wide variety of client types

Our client ecosystem facilitates trading, custodial, and lending activity for many of the world's leading Institutions



# Sophisticated investors choose Coinbase

We have seen an influx of influential traditional finance institutions and investors over the past few years

## Institutional Investors



Polychain Capital

a16zcrypto



Bitwise

## Corporates, Brokerages, Fintechs



VOYAGER



Revolut



meitu 美图

# Top 10 reasons institutions choose Coinbase

## 1 Trusted

Alignment with clients' interests

## 2 Public company

With public financials

## 3 Regulated

Robust compliance & strong partner network

## 4 Secure

Unblemished track record & insurance

## 5 Products

Powerful trading platform & largest custodian

## 6 White glove service

Expertise from a team with deep experience

## 7 Scalable technology

You can connect with us in a variety of ways

## 8 Balance sheet

We provide true credit intermediation

## 9 Crypto innovator

Stay at the forefront of the crypto economy

## 10 Broad asset support

90+ tradable assets & 142+ assets for Custody

# Global Platform | Local Team

Dedicated APAC institutional team with ex-finance professionals



**Kayvon Pirestani**

Head of APAC Institutional  
Sales &  
COO Coinbase Singapore

Morgan Stanley  
Deutsche Bank   
**CHICAGO BOOTH**



**Wilson Cheng**

Institutional Sales



Language: Mandarin,  
Cantonese



**Sagar Desai**

Institutional Sales



Language: Hindi



**Adam Rubinsztajn**

Institutional Sales



UNIVERSITY OF  
MARYLAND



**Kai Li Oh**

Account Manager



Language: Mandarin



**Aaron Tay**

Manager, Client Services Senior OTC Sales Trader



Language: Mandarin



**Lianne Ngori**



Language: Mandarin

# Overview of our products

## coinbase EXCHANGE

### Crypto spot trading

- Direct access to world's most liquid pool of regulated crypto liquidity through our exchange
- Low-latency API access

### Robust analytics

- Real-time market data and robust analytics allow our clients to glean unique insights and develop their own internal programmatic trading tools.

## coinbase PRIME

### Smart Order Router

- Direct access to world's most liquid pool of regulated crypto liquidity through our exchange
- Low-latency API access

### OTC Brokerage

- Full-service, agency-only crypto OTC desk with settlement layer

### Algorithmic Execution

- Tranche large orders to minimize market impact and visibility
- TWAP, Iceberg, others available

### coinbase CUSTODY | Prime Vault

- Our offline cold storage custody uses the same architecture that underpins Coinbase's custody of crypto assets for its retail customers
- Qualified custodian and fiduciary licensed to custody assets through a separate New York Limited Purpose Trust Company
- All assets covered under Coinbase's omnibus insurance policy, one of the largest crypto insurance facilities in the industry
- Support for 90%+ of crypto assets by market cap, and growing
- Advanced crypto-first features including staking and network participation

**coinbase PRIME**

# Coinbase is the first choice for sophisticated investors

Coinbase Prime offers easy access to crypto markets through advanced trading and custody technology, built on top of a robust security infrastructure.

## coinbase PRIME

### Trading

- Industry's most sophisticated trading tools
- Access to real-time market data, smart order routing, robust analytics

### Custody

- Best-in-class battle-tested cold storage with dedicated on-chain addresses
- Industry-leading insurance. Audited by Deloitte & Touche. SOC 1 Type 2 & SOC 2 Type 2 audits

### Treasury Management

- Institutional-grade solutions to add and manage digital assets to corporate treasury strategy
- Built based on experience managing our own digital assets

### Financing

- Short-term trading credit for some clients
- Instant trading for funds in cold storage, so clients don't need to make trade-offs between liquidity and security

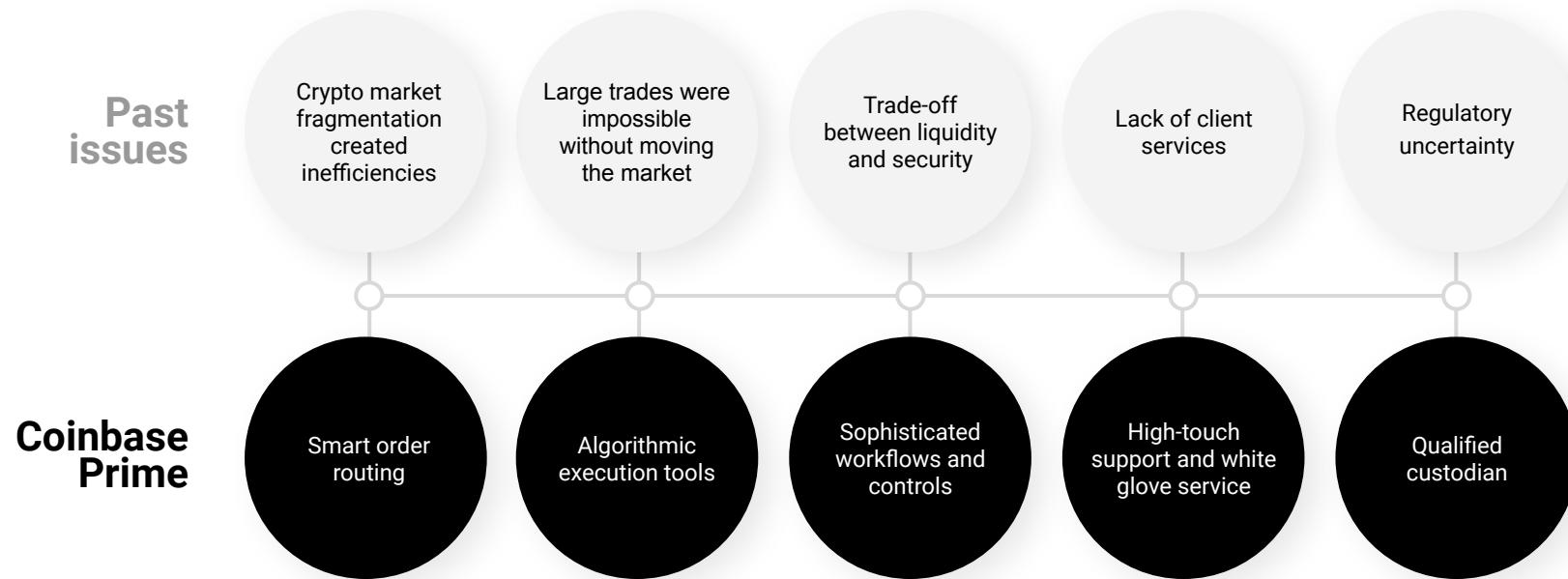
**skew.** Real-time analytics for crypto markets



Bison Trails Blockchain infrastructure platform-as-a-service

# Past problems, Prime solutions

As institutional interest has grown, so too has demand for a full service prime brokerage that overcomes past hurdles



# Introducing Coinbase Prime

Prime combines our best-in-class custody, advanced multi-venue trading platform, and high-touch support

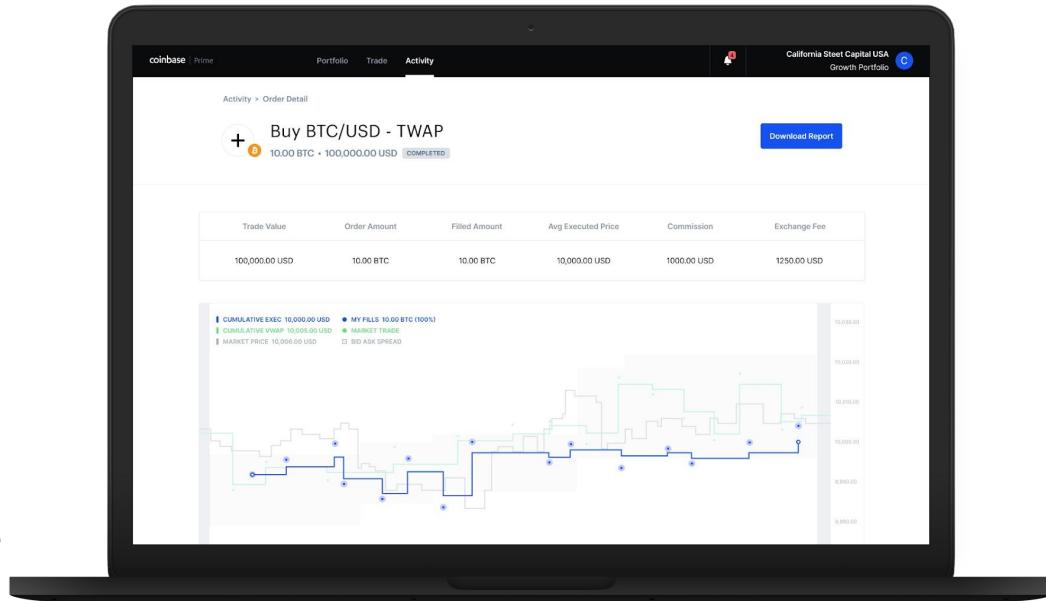
The screenshot displays the Coinbase Prime platform interface, which includes:

- Top Bar:** coinbase | Prime, Portfolio, Trade, Activity.
- Header:** coinbase | Prime, Portfolio, Trade (selected), Activity.
- Market Overview:** BTC / USD, 10,000.00 USD (+0.30%), 24H VOLUME \$10,505,211 +12.38%, 24H LOW \$9,301.18, 24H HIGH \$12,301.20, S2W LOW \$9,239.75, S2W HIGH \$12,529.88.
- Price Chart:** Shows price over time with various indicators and a depth chart below it.
- Price Ladder:** Displays current bids and asks for buying and selling BTC.
- Buy/Sell Buttons:** Buttons for Limit, Market, and TWAP orders.
- Activity Log:** A detailed log of recent actions including API requests, deposits, withdrawals, and auditor events.
- Bottom Status:** All Systems Operational.

# A powerful toolkit

Prime has all of the tools sophisticated investors need to execute large and complex trades

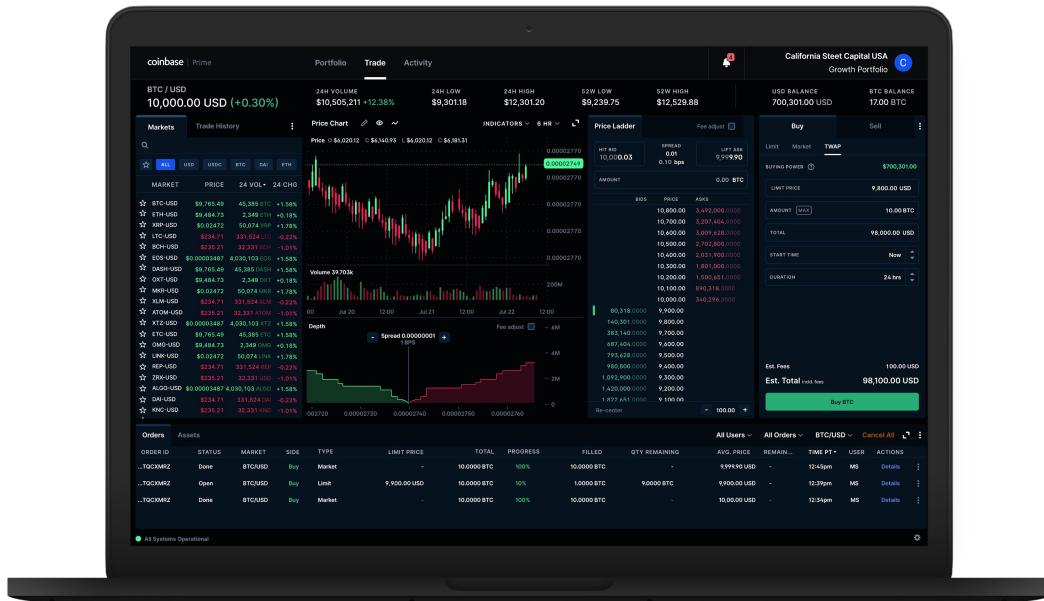
- Advanced algorithms like TWAP, “Float” orders to optimize for execution price, and “Opportunistic” orders for more aggressive trading
- Execution Services team with expert traders to assist
- Agency-only trading creates alignment of interests
- Wide array of assets available for trading (60+)
- User controls and reporting designed for institutional investors
- Crypto native features like staking and governance
- Transparent post-trade transaction analysis



# Sophisticated multi-venue trading platform

Our platform was built to service the complex execution needs of institutional investors

- Deep, multi-venue liquidity from vetted third-party exchanges
- Smart order router aggregates liquidity to find the best all-in price<sup>1</sup>
- Algorithms designed to optimize execution for a client's specifications

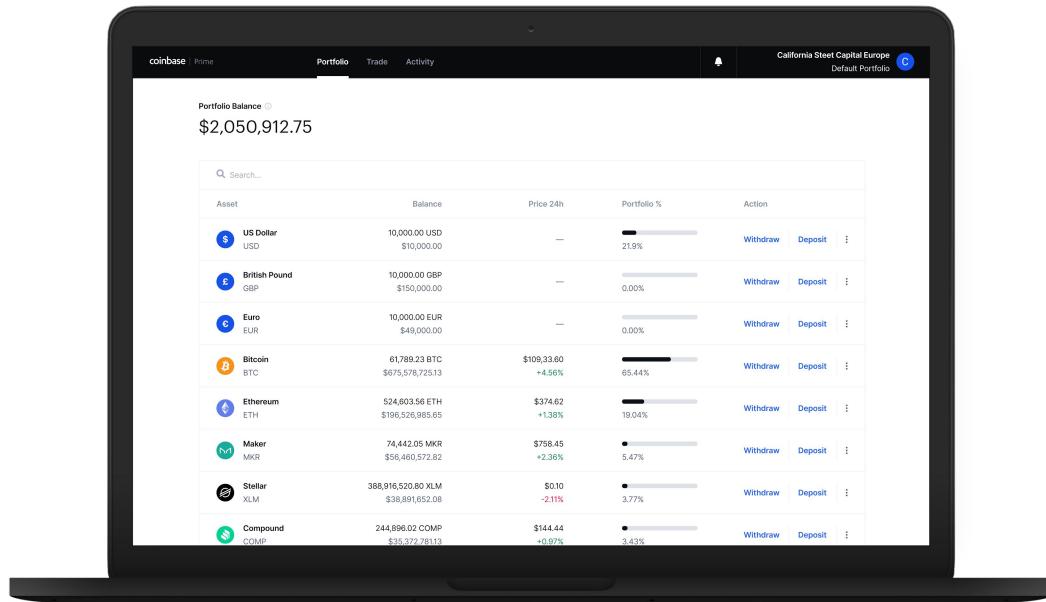


<sup>1</sup>Digital Assets may trade at different prices on different trading venues and trading venues not used by Coinbase may offer better prices than the trading venue used to execute your Order.

# Custody with an industry leading security track record

Coinbase Custody is one of the largest and most trusted digital asset custodians

- Proprietary key generation and storage battle tested over 9 years of in house development
- Crypto-native capabilities, 120+ assets available
- Coinbase Trust Company is a fiduciary under New York state banking law and a qualified custodian
- Audited by Deloitte & Touche. SOC 1 Type 2 and SOC 2 Type 2 audits
- Backed by an industry-leading insurance policy, totaling \$320 million
- Reporting APIs and administrator connectivity



# High-touch support

Coinbase's seasoned trading, coverage, account management, and client services ([clientservices@coinbase.com](mailto:clientservices@coinbase.com)) teams help leading institutions plan and execute massive trades with white glove service



A dedicated coverage team available across multiple time zones



Our team has deep experience in traditional financial markets and crypto



From trading strategy to post-trade analysis, we're here to support you

# We look forward to working with you

Reach out to our coverage team to get started

## Understanding your needs

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- Understand execution goals
- Evaluate goals against market conditions and global liquidity
- Align on plan of action

## > Onboarding

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- Entity information
- Certificate / Articles of Incorporation
- Form W9
- Proof or Registration with a Financial Regulator
- Photo ID(s) for owners & directors

## > Test trade

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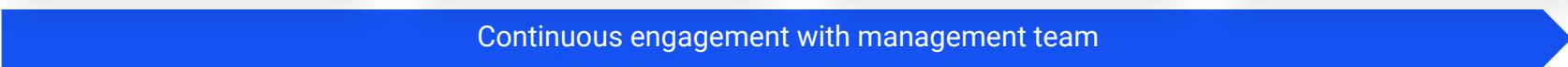
- Pre-fund trade if necessary
- Execute nominal test-trade to evaluate effectiveness of strategy
- Review post-trade report with management team

## > Trade execution and secure storage

---

- Execute trading strategy
- Transfer BTC to custody cold storage solution
- Enable provisioning and monitoring for key personnel

Continuous engagement with management team



# Prime - User Roles Available

	Read	Initiate	Approve	Trade	Team Mgmt
Administrator	Yes	Yes	Yes	Yes	Yes
Auditor	Yes	No	No	No	No
Initiator	Yes	Yes	No	No	No
Approver	Yes	No	Yes	No	No
Authorized Signatory	Yes	Yes	Yes	No	No
Trader	Yes	No	No	Yes	No
Full Trader	Yes	Yes	No	Yes	No
Team Manager	No	No	No	No	Yes

Note:

Each user (person) can only have one (and only one) user role.

For more info, please see: <https://help.coinbase.com/en/prime/getting-started/authorized-user-roles-and-permissions>

# Fee Schedule: Trading on Prime

Two execution options: self-serve or high touch

Execution option	Description and User Interface	Fees (indicative)*
1 <b>Self-serve</b>	Self-serve via GUI ( <a href="https://prime.coinbase.com/">https://prime.coinbase.com/</a> ) or API	0.15%-0.20% all costs inclusive*
2 <b>High touch</b> via OTC Agency Brokerage Desk	Interact with Coinbase's execution professionals and put orders in via Bloomberg chat, Telegram, Email, or Phone	Fees from Self-serve  + 0.10% for large-cap (BTC / ETH) trades  + 0.20% for small-cap (altcoin) trades

Note:

\* Fee begins at 0.20% for Prime eligible clients, potentially lower for clients expecting to trade US\$25m++/month. Fees include cost of execution on for multi-venue execution, eg. exchange costs are typically 0.02% to 0.07%, depending on how aggressively the order is being worked on different trading venues.

(2) For example, buying ETH using USD with Coinbase's high touch execution will cost 0.25% or 0.30%, all inclusive.

# Fee Schedule: Custody on Prime

The more stored, the lower the % fees

Amount	Annualized custodial service fee (%)	
	Trading Balance <i>Omnibus hot/cold storage</i> Available for immediate trading or withdrawal	Vault Balance <i>Segregated cold storage</i> Requires 4-8 hours to trade or withdraw
First \$50M		0.35%
Next \$50M to \$100M		0.30%
Next \$100M to \$250M	Free	0.25%
Amounts over \$250M		0.20%

Within Prime, clients have option to keep assets on Trading Balance, on Vault Balance, or a combination of the two depending on their needs.

Using Vault Balance will incur the % custodial service fee, or minimum monthly fee of \$208.33 (\$2,500 annually)<sup>(1)</sup>, whichever is higher, for any months where the Vault Balance is used, on a pro-rata basis.

Note: Vault can only custody digital assets (eg. BTC, ETH), including stablecoins (eg. USDC), but not fiat currencies.

(1) No minimum balance required as long as the minimum monthly charge is paid. Minimum fee represents Vault balance of roughly \$714,300 assuming 0.35% annualized custodial service fee.

**coinbase EXCHANGE**

**Institutional-grade crypto spot trading platform**

# Fee Schedule: Coinbase Exchange

Three available fee schedules on Coinbase Exchange, trading available 24/7 via GUI or API

Client Segment	Description	Fees
1 <b>Public fee rate (standard fees)</b>	Standard retail and business clients	0.00% - 0.50% depending on trailing 30 day volume (see next page)
2 <b>Market Makers</b>	Dedicated liquidity providers who qualify for our market maker program	0.00% maker, ~0.04% taker Indicative <sup>(1)</sup>
3 <b>Introducing Brokers</b>	Brokerage clients who use Coinbase Exchange's liquidity to provide trading services to their clients	0.05% - 0.15% Flat fee <sup>(2)</sup>

(1) For eligibility and latest fees on Coinbase's market making program, please contact [apac\\_sales@coinbase.com](mailto:apac_sales@coinbase.com)

(2) Introducing brokers can also select Option 1, where fees are dependent on trailing 30 day volume.

# Fee Schedule: Coinbase Exchange Public fee rate

Fees are updated based on trailing 30 days trading volume

PRICING TIER	TAKER FEE	MAKER FEE
Up to \$10k	0.50%	0.50%
\$10k - \$50k	0.35%	0.35%
\$50k - \$100k	0.25%	0.15%
\$100k - \$1m	0.20%	0.10%
\$1m - \$20m	0.18%	0.08%
\$20m - \$100m	0.15%	0.05%
\$100m - \$300m	0.10%	0.02%
\$300m - \$500m	0.08%	0.00%
\$500m - \$750m	0.06%	0.00%
\$750m - \$1b	0.05%	0.00%
\$1b+	0.04%	0.00%

**Taker fee:** When you place an order at the market price that gets filled immediately

**Maker fee:** When you place an order which is not immediately matched by an existing order, and matches with another customer's order later

**coinbase** INSTITUTIONAL

FAQ

# FAQ

## General - Coinbase Institutional at a Glance

### What is Coinbase Prime?

- A new institutional product that launched in September 2021. It combines the best of trading and custody in a single interface with improved controls and full multi-user permissioning, and is designed for both institutional investors and ecosystem players in mind (see p.5). Please see <https://www.coinbase.com/prime> or contact [apac\\_sales@coinbase.com](mailto:apac_sales@coinbase.com) for the latest info. Current supported assets on Prime are here: <https://help.coinbase.com/en/businesses/prime/trading-and-funding/supported-cryptocurrencies-and-trading-pairs>

### What is Coinbase Exchange?

- Regulated cryptocurrency trading platform that also allows for fiat deposits and withdrawals. Onboarding to Coinbase Exchange allows you to trade on exchange directly through our APIs, web, and mobile applications.

### Which product should I choose?

- Most institutional customers should choose Coinbase Prime for its high quality execution, secure custody service, fine-grained user roles as well as additional functions such as financing. However, active high-volume traders such as market makers, as well as introducing brokers may choose Coinbase Exchange

### What is the difference between Coinbase Pro and Coinbase Exchange?

- They both refer to the Coinbase trading platform, except retail users with trading experience ('advanced traders') apply for Coinbase Pro accounts, while corporate (institutional) users apply for Coinbase Exchange accounts. They share the same liquidity (eg. trading volumes on Coinbase Pro and Coinbase Exchange for BTC-USD are identical)

### How about Coinbase.com?

- Coinbase.com (our consumer offering) is designed primarily for retail users without sophisticated trading needs, and institutional customers generally will not need to interact or login from here.

### What about Coinbase's other products?

- For a full list of Coinbase's latest product and services, please visit: <https://www.coinbase.com/products>

### Is Coinbase regulated?

- Yes. Coinbase complies with all applicable laws and regulations in each jurisdiction in which it operates. For more info, please see: <https://www.coinbase.com/legal/faq>

### Is Coinbase insured?

- Yes. Coinbase has a comprehensive \$320M crime policy with Coinbase Global as the named insured. For more info, please see: <https://www.coinbase.com/legal/insurance>

# FAQ

## Coinbase Exchange - Onboarding

### How long will the onboarding process take?

- It depends on the number of applications at the time and each case is unique, but it typically takes 4-6 weeks end-to-end.

### What is the onboarding process?

- You will be sent an invite to the onboarding portal via email. After registering, you will be able to login to prepare and submit an onboarding application. Filling in the onboarding application generally takes about an hour (shorter if documents are readily available), and will include providing basic information such as the onboarding entity's name, and uploading all the required documents such as incorporation documents, etc.

### What onboarding documents are required?

- The documents required are similar to what you would be asked if you were to apply for a bank account. Basic requirements include incorporation documents; director's ID and address proof; as well as bank statement or basic source of funds document.

### Are there different Coinbase entities that I can onboard to? What is their difference?

- Most APAC-based clients onboard to Coinbase Inc, our US-incorporated entity. An exception is Singapore-incorporated companies, which onboard to Coinbase's Singapore entity, Coinbase Singapore Pte Ltd.

### Do you support companies incorporated in country X?

- We support companies incorporated in a wide number of countries/regions, including US, most of Europe, Hong Kong, Singapore, Japan, Australia, New Zealand, BVI, Cayman Islands, etc. Please contact [apac\\_sales@coinbase.com](mailto:apac_sales@coinbase.com) if you are unsure.

### I cannot find the right answer from the drop-down lists provided in the onboarding application. What should I do?

- You can provide the closest matching answer first, as you will be given the opportunity to change or provide more info later if needed.

### The onboarding/compliance is asking questions that are not applicable to my firm. What should I do?

- You can simply say "Not applicable" and provide a reason where appropriate.

### I am in a rush to get the account opened - can the process be expedited?

- We generally do not expedite applications, but may be able to do so on a case by case basis depending on the urgency / reason. Please contact [apac\\_sales@coinbase.com](mailto:apac_sales@coinbase.com).

### I would like to onboard more than one entity. What do I do?

- After creating an account with the onboarding portal (<https://institutional.coinbase.com/business-onboarding/s/login/>) the first time, you can simply go there to add a new onboarding application for a new entity(s), or to add a new product for an existing onboarded entity(s).

# FAQ

## Coinbase Exchange - Other questions

### *Fees and minimum balance*

#### **What are trading fees for Coinbase Exchange?**

- Please see p.23-24.

#### **Is there a minimum balance or minimum fees for Coinbase Exchange?**

- No minimum balance or fees.

### *Advanced trading*

#### **Does Coinbase Exchange support API trading?**

- Yes, many institutional clients take advantage of API trading capabilities available. Please see <https://docs.exchange.coinbase.com/> for our API documentation.

#### **Does Coinbase Exchange offer sub-accounts?**

- Yes, each Coinbase Exchange account comes with 10 sub-accounts.

### *Safety and Security*

#### **Anything else I can do to ensure my account even more secure?**

- We highly recommend setting up 2 factor authentication ("2FA"), in particular, we recommend Google Authenticator or Duo over SMS. This can be setup within minutes in [https://www.coinbase.com/settings/security\\_settings](https://www.coinbase.com/settings/security_settings). For details, see: <https://help.coinbase.com/en/coinbase/getting-started/verify-my-account/managing-google-authenticator>

### *Digital asset support for trading*

#### **What digital assets are supported on Coinbase Exchange?**

- Coinbase Exchange currently supports over 50 digital assets, and the number continues to increase. For details, please see: <https://help.coinbase.com/en/coinbase/getting-started/getting-started-with-coinbase/supported-cryptocurrencies>

#### **What are the trading pairs available?**

- Coinbase Exchange currently supports over 150 trading pairs. For details, please see: <https://help.coinbase.com/en/pro/trading-and-funding/cryptocurrency-trading-pairs/locations-and-trading-pairs>

#### **Do you support any stablecoins?**

- Coinbase Exchange supports USDC wallet and trading pairs. In addition, USD-USDC conversion is 1:1, 24/7, instant and free on Coinbase Exchange

#### **Are there any trading pairs denominated in fiat currencies other than USD?**

- In addition to USD, EUR and GBP trading pairs are available for onboarded Coinbase institutional clients

# FAQ

## Coinbase Exchange - Other questions (cont'd)

### *Depositing and withdrawing*

#### **What are the fiat currency deposit options on Coinbase Exchange?**

- There are two primary options for making a fiat deposit: 1) an international SWIFT wire transfer or 2) a US domestic wire transfer (aka a "Fedwire")

#### **What are the deposit/withdrawal limits?**

- There are no daily deposit limits. By default, the daily withdrawal limit (includes both fiat and digital assets) is US\$500,000. You can request to increase the withdrawal limit directly from <https://exchange.coinbase.com/profile/limits>

#### **Can I deposit using a third party bank account that is under my personal name?**

- Unfortunately, you can only deposit from a bank account that has the same name as the entity you onboard to Coinbase with. For example, if you onboard to Coinbase Exchange using "XYZ Co.", your bank account's name must also be under "XYZ Co." in order for the deposit to go through.

#### **How do I make a fiat deposit?**

- See instructions below for making a deposit through international swift wire transfer (if you plan on funding with a US-based bank, pick "wire transfer" at step 4 instead):
  - Login to exchange.coinbase.com
  - Click on Deposit on the left hand side of trading screen
  - Click on USD
  - Click on "international wire transfer" (note: \*not\* the recommended "bank account" option, which is an ACH transfer - takes longer and typically for lower amounts)
  - Click continue
  - You should now see the transfer instructions. Please provide this information to your bank when giving them the transfer instructions, and remember to add your account's unique reference number that's provided by us.
  - After initiating and sending the funds using these instructions from your bank's end (not from Coinbase), you should see the funds appear in your Coinbase Exchange account.
- Once a deposit has been made, your bank account info should automatically appear when you try to make a withdrawal.

#### **How do I withdraw money from Coinbase?**

- You must first make a deposit using a bank account, in order to connect the bank account to your Coinbase Exchange account, before you can make a withdrawal to that bank account.

# Contact information



## Institutional Coverage APAC

[apac\\_sales@coinbase.com](mailto:apac_sales@coinbase.com)



## Client Services

[clientservices@coinbase.com](mailto:clientservices@coinbase.com)

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