

## **BRAND VISION**

At Darwinbit, our vision is to bridge the longstanding gaps in traditional finance, pioneering the evolution of digital assets with innovative crypto structured products. As trailblazers in the digital asset management space, we offer products that are safer, more flexible, and more transparent. Ultimately, we endeavour to unlock new opportunities and pave the way toward accessible crypto investing across diverse industries and markets.

## **BRAND STORY**

The advent of blockchain technology led to a digital revolution in the finance industry. As a result, cryptocurrencies boomed in popularity, gaining prominence among retail and institutional investors. Yet, the crypto market is often referred to as 'The Wild West' for its high volatility, deterring potential investors from entering the space.

Darwinbit's co-founders, David Luo and Jeff Zhao saw this as an opportunity. Combining their extensive experience in traditional finance with their passion for cryptocurrencies, they sought to bridge the gaps. The solution — crypto structured products based on TradFi mechanisms, but with technological enhancements.

As a pioneering digital asset management platform, Darwinbit unlocks new opportunities for clients, providing investors with lucrative opportunities to maximise returns, balanced with robust risk management as a safety net in volatile markets. Our comprehensive product range caters to a wide range of investor needs, from savvy crypto natives aiming to earn high yield, to Web2 crypto curious looking to gain exposure to crypto assets and diversify their portfolio.

## **BRAND MESSAGE**

## **BRAND STATEMENT**

Pioneering the revolution of digital asset management with innovative crypto structured products