



**Lykke builds a global  
marketplace for the free  
exchange of financial assets**

## Past 12 Months

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- Crypto bull run
- Rapid growth
- Explosion of fees
- Move to centralized exchange
- Consolidation phase from exploration to focused growth

# Agenda

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- Organisational Structure / Richard Olsen
- Transition Update / Nicholas Harwood
- Financials / Philipp Richner
- User Base / Marina de Mattos
- Key Metrics / Sergey Ivliev
- Product / Mikael Vaivre
- Liquidity / Richard Olsen
- Marketing / Laura Arcade
- Fields / Laura Arcade
- Regulations / Ivan De Casseres



# Organisational Structure

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# Lykke Board

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## Richard Olsen

Richard is a pioneer in high frequency finance with extensive entrepreneurial experience and well known for his academic work. He was a co-founder of OANDA, a currency information company and market maker in foreign exchange. Visiting professor at the Centre for Computational Finance and Economic Agents at the University of Essex.



## Heinrich Zetlmayer

Heinrich Zetlmayer is founder of Blockchain Valley Venture, the spinoff of Lykke. Heinrich was co-managing the largest e-sports company globally. Heinrich was a member of IBM's executive board in Switzerland and prior to that was international management consultant at Arthur D. Little. He holds a PhD in Industrial Engineering.



## Julian Circo

Julian Circo thrives at the intersection of innovation, technology and impact. He lead and turned around large global operations and delivered ambitious strategy at scale in some of the world's most challenging markets across Africa and Asia. He is also co-founder of several technology startups that have exponential technology at their core.



## Mikhail Nikulin

Mihail is an architect and designer with hands-on experience in creating market solutions for financial institutions, including Anti-Money Laundering, Fraud Detection and Financial Markets Compliance solutions. Combines deep knowledge of financial architecture with blockchain technology.



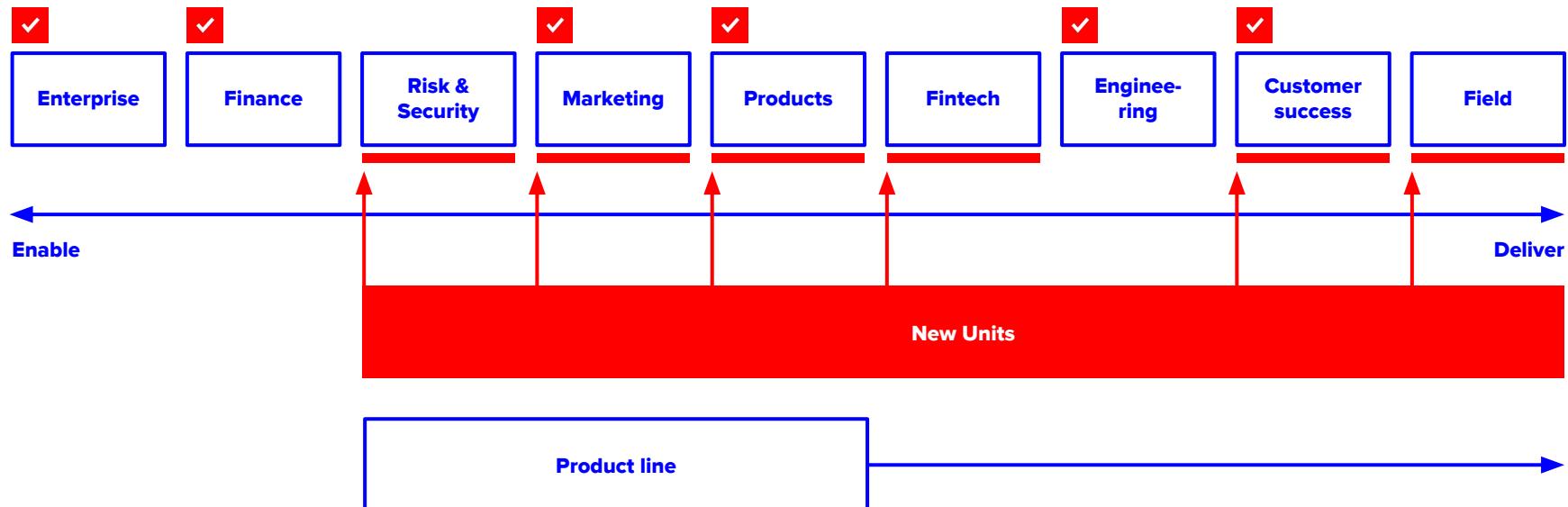
## Sergey Ivliev

Sergey's dream is to make financial market better, faster and more inclusive. For 20 years being an industry professional, lecturer, author, events curator, member of editorial boards of academic journals and expert councils he contributes to promote best practices of financial markets and risk management. Regional Director at PRMIA Russia and associate professor at Perm State University.

# Organizational Design: Overview



Principles: agility, autonomy, dependency, high level KPI



# Management Team

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**Andrey Migin**  
**Engineering**

Andrey is exceptional team leader with a decade professional experience of FX marketplace systems development. He brings world-class best practice to drive the development and maintenance of mission critical applications.



**Marina de Mattos**  
**Customer Success**

Marina brings over a decade of experience handling customer success in the financial services industry. She has established and managed a network of service centres around the globe focused on understanding the drivers of positive customer experience and translating this into more efficient and effective delivery of service.



**Mikaël Vaivre**  
**Product**

Mikaël graduated from the Swiss Federal Institute of Technology in Lausanne as an Environmental Engineer, but quickly shifted his career, helping grow a software startup from 3 to 40 employees. His experience in software development, design, business and product management helps building quality products with users' needs in mind.

# Management Team

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**Laura Arcade**  
**Marketing**

Laura is an expert online marketer and brand builder. She brings 10 years of progressive experience in world-leading companies like P&G, agencies and startups, combined with a passion for leveraging digital / online technologies to drive company growth.



**Nick Harwood**  
**Enterprise**

Nick has been Head of Equity and Managing Director of Global Markets Department at CJSC "Sberbank CIB" since October 2013. He also served as Head of Equities for Russia & CIS at UBS Securities. Has over two decades of experience in emerging market equities, based in Moscow, London, New York and Johannesburg.



# Transition Update

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# Lykke 2.0 — The Transition Journey



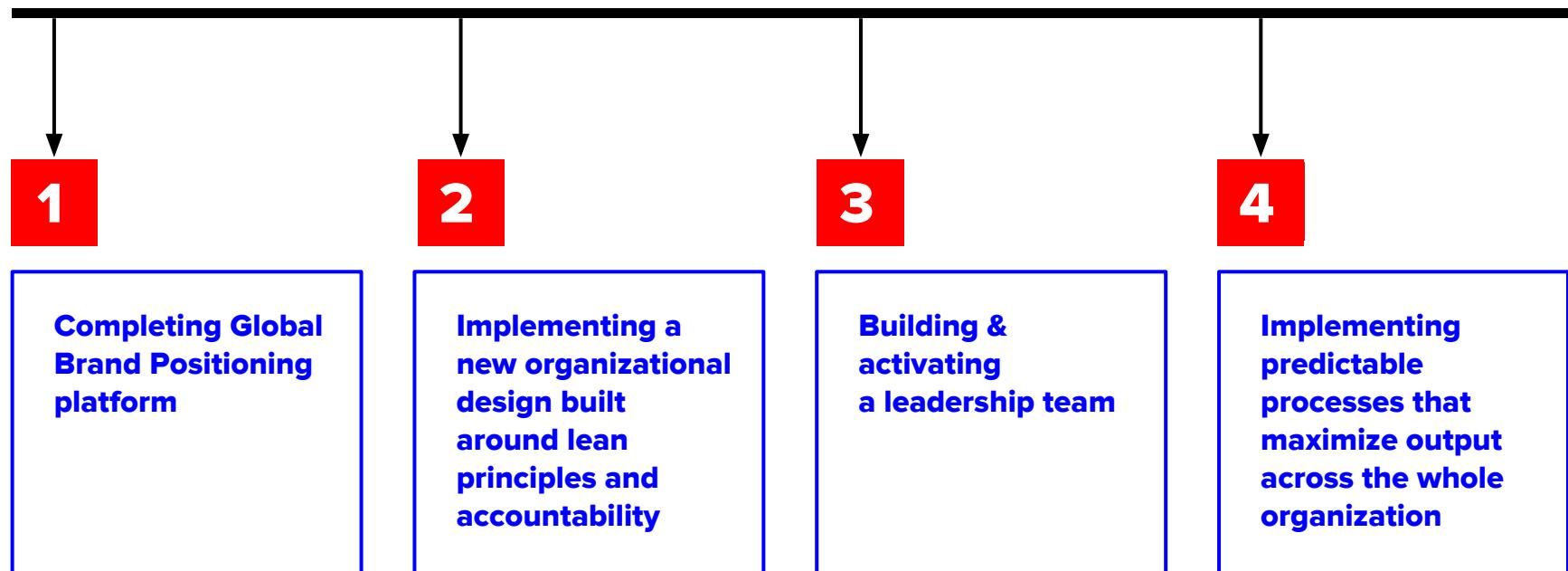
Investments in technology and regulation.  
Product experimentation.  
Growth largely organic.

Implementation of business model, and deployment of enterprise-grade and scalable organizational systems and infrastructure.  
Accelerate customer acquisition and product roll-out and execution of the regulatory strategy.

# Lykke 2.0 — the Goals



The overall purpose of the Transition Phase was to activate Lykke 2.0

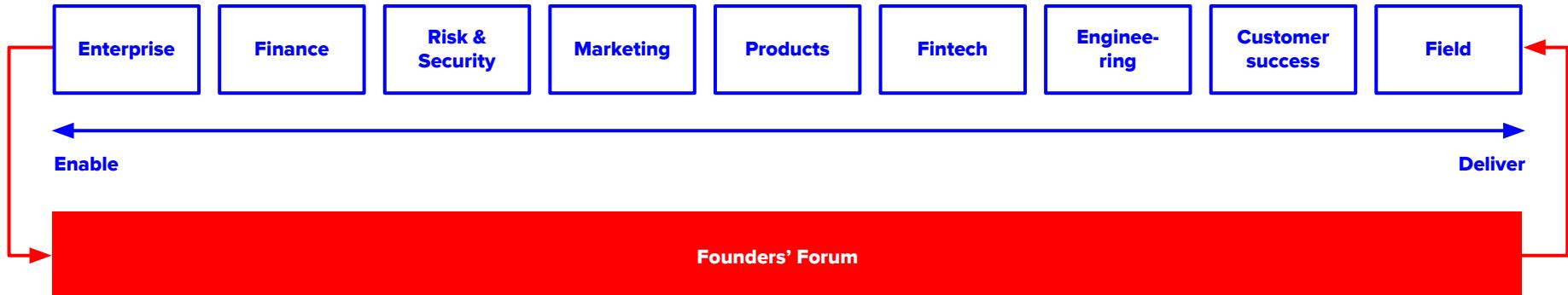


# Lykke 2.0 — June 2018, Forward in Partnership



**Aim: a new organizational design built around lean principles and accountability**

1. Most leadership positions have been filled, with two in progress.
2. Continued engagement of the Lykke founders embedded through the creation of the Founders Forum.
3. Success Metrics have been defined for the company overall and all teams.
4. Meaningful progress on regulatory strategy.
5. Further strengthening of strategic alliances with key partners to ensure that Lykke is able to deliver a leading edge digital financial service offering.



# Lykke 2.0 — Blockchain Valley Ventures

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- Spin-off of Lykke
- Lykke important shareholder
- Accelerator and venture capital firm offering investment, financing, and advisory services for blockchain-enabled businesses.



# Financials

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# Financials 2017

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- Lykke Corp 2017 Financials (audited)
- Lykke Group Consolidated 2017 Financials (audit commences soon)
- Outlook 2018

# Lykke Corp\* 2017 Financials (audited)



- Crypto and token values increase
- Financial assets represent the share- and regulatory capital of subsidiaries

Balance sheet		CHF 1'000	CHF 1'000
		31.12.2017	31.12.2016
Cash and cash equivalents	3'846.3	548.1	
Trade accounts receivable	330.8	843.9	
Other short-term receivables	1'664.9	1'256.4	
Prepaid expenses and accrued income	–	8.5	
<b>Total current assets</b>	<b>5'842.0</b>	<b>2'656.9</b>	
Financial assets	733.8	0.1	
<b>Total fixed assets</b>	<b>823.6</b>	<b>0.1</b>	
<b>Total assets</b>	<b>6'575.9</b>	<b>2'657.0</b>	

\* Represents Lykke Corp — Swiss entity on a stand alone basis

# Lykke Corp\* 2017 Financials (audited)



- Short-term liabilities increase due to several intercompany transactions. Deferred taxes also contribute
- No change to Share Capital
- Profit for 2017 of CHF 2.2 million

	CHF 1'000	CHF 1'000
	31.12.2017	31.12.2016
<b>Balance sheet</b>		
<b>Liabilities and Shareholder's equity</b>		
Trade accounts payable	–	209.1
Other short-term liabilities	2'352.2	223.7
Accrued expenses and deferred income	1'925.7	329.2
<b>Total short-term liabilities</b>	<b>4'278.0</b>	<b>762.0</b>
Other long-term liabilities	–	9.0
<b>Total long-term liabilities</b>	<b>0.0</b>	<b>9.0</b>
<b>Total liabilities</b>	<b>4'278.0</b>	<b>771.0</b>
Share Capital	128.6	128.6
Reserves from capital contribution	2'862.2	2'862.2
Accumulated losses/gains	(920.7)	(175.0)
Profit/Loss for the year	2'206.2	(745.8)
Treasury shares	(1'978.4)	(184.0)
<b>Total shareholder's equity</b>	<b>2'297.9</b>	<b>1'886.0</b>
<b>Total liabilities and shareholder's equity</b>	<b>6'575.9</b>	<b>2'657.0</b>

\* Represents Lykke Corp — Swiss entity on a stand alone basis

# Lykke Corp\* 2017 Financials (audited)



- Operating income increase driven by both operational activities and intercompany relationships
- Operating costs increase to support the activity in the Swiss entity and subsidiaries
- Growth in financial income offsets operating loss, delivering a net gain for the year

	CHF 1'000 2017	CHF 1'000 2016
<b>Income statement</b>		
<b>Income</b>		
Income from projects and advisory	2'675.2	163.5
Other income	3'331.1	685.0
<b>Total operating income</b>	<b>6'006.2</b>	<b>848.5</b>
Operating expenses	(7'348.2)	(2'199.8)
Personnel expenses	(1'439.2)	(98.3)
Business expenses	(73.4)	(20.9)
Administration expenses	(955.1)	(272.1)
Advertising expenditures	(363.1)	(101.5)
Depreciation and impairment losses on non-current assets	(1'108.4)	0
<b>Operating expenses</b>	<b>(11'287.6)</b>	<b>(2'692.6)</b>
<b>Operating result</b>	<b>(5'281.3)</b>	<b>(1'844.1)</b>
Financial result	7'890.4	1'099.9
Non-operational costs/income	0.0	0.1
Extraordinary, non-recurring costs/income	(11.4)	2.1
<b>Gain/(Loss) for the year before taxes</b>	<b>2'597.7</b>	<b>(741.9)</b>
Direct taxes	(391.4)	(3.9)
<b>Gain/(Loss) for the year</b>	<b>2'206.2</b>	<b>(745.8)</b>

\* Represents Lykke Corp — Swiss entity on a stand alone basis

# Lykke Group\* Consolidated 2017 Financials



- Consolidated results demonstrate materiality of the UK exchange
- Client accounts drive both the increase in assets and in liabilities
- All client assets in colored coins are backed by assets in crypto, accounts receivable from credit card providers, and cash on bank accounts
- Consolidated profit for 2017 of CHF 4.6 million

	CHF 1'000 31.12.2017	CHF 1'000 31.12.2016
<b>Balance sheet</b>		
<b>Assets</b>		
Cash and cash equivalents	12'570.7	733.2
Trade accounts receivable	5'566.7	161.4
Other short-term receivables	18.3	137.5
Inventory	5'984.5	895.6
Prepaid expenses and accrued income	29.1	8.5
<b>Total current assets</b>	<b>24'169.3</b>	<b>1936.3</b>
<b>Total assets</b>	<b>24'169.3</b>	<b>1936.3</b>
<b>Liabilities and Shareholder's equity</b>		
Trade accounts payable	13.4	209.1
Other short-term liabilities	20'267.3	659.7
<b>Total short term liabilities</b>	<b>20'280.7</b>	<b>868.8</b>
Long-term liabilities	–	9.00
<b>Total long term liabilities</b>	<b>–</b>	<b>9.00</b>
<b>Total liabilities</b>	<b>20'280.7</b>	<b>877.8</b>
Share capital	128.6	128.6
Legal capital reserves	–	–
Reserves from capital contribution	2'862.2	2'862.2
Accumulated losses	–	–
Loss carried forward	(1'812.7)	(175.0)
Gain / (Loss) for the year	4'644.1	(1'617.7)
Treasury shares	(1'978.4)	(184.0)
Translation reserve	44.8	44.4
<b>Total shareholder's equity</b>	<b>3'888.6</b>	<b>1058.5</b>
<b>Total liabilities and Shareholder's equity</b>	<b>24'169.3</b>	<b>1936.3</b>

\* Grant Thornton review of consolidation commencing soon

# Lykke Group\* Consolidated 2017 Financials



- Operating income increase driven by both the UK exchange and the Swiss projects / advisory activity
- Operating costs increase to support the activity across the group
- Growth in financial income offsets operating loss, delivering a net gain for the year

Income statement	CHF 1'000 2017	CHF 1'000 2016
<b>Income</b>		
Operating income	11'865.3	163.9
<b>Total operating income</b>	<b>11'865.3</b>	<b>163.9</b>
 Operating expenses	 (10'330.1)	 (2'246.8)
Personnel expenses	(2'125.4)	(98.3)
Business expenses	(87.7)	(20.9)
Administration expenses	(1'235.0)	(272.1)
Advertising expenditures	(363.1)	(101.5)
 <b>Operating expenses</b>	 <b>(14'141.3)</b>	 <b>(2'739.6)</b>
<b>Operating result</b>	<b>(2'276.0)</b>	<b>(2'575.7)</b>
 Financial result	 7'322.9	 959.6
Non-operational costs/income	(11.4)	2.3
 <b>Profit / (Loss) for the year before taxes</b>	 <b>5'035.5</b>	 <b>1'613.8</b>
Direct taxes	(391.4)	(3.9)
 <b>Gain / (Loss) for the year</b>	 <b>4'644.1</b>	 <b>(1'617.7)</b>

\* Grant Thornton review of consolidation commencing soon

# Outlook 2018

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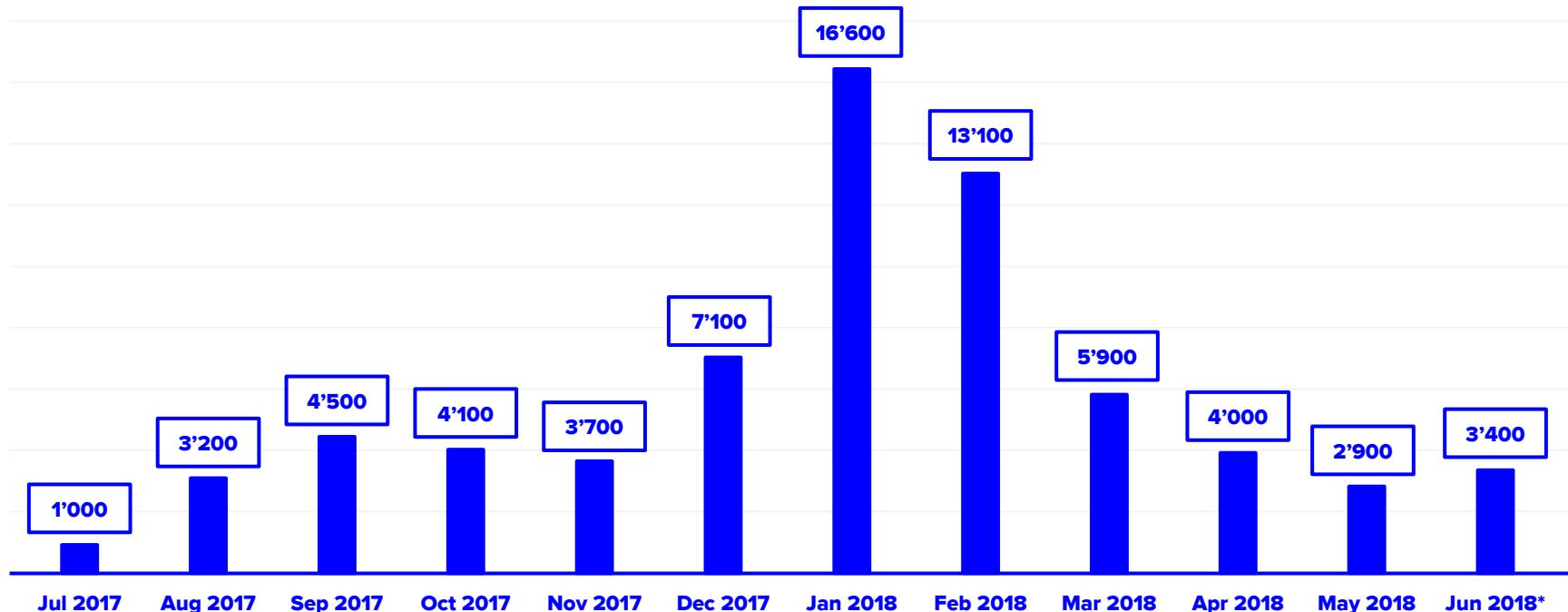
- Overall trend reversal of crypto asset values
- H1 absorbed by consolidation and transition into Lykke 2.0
- Momentum from rollout of revised strategy during H2



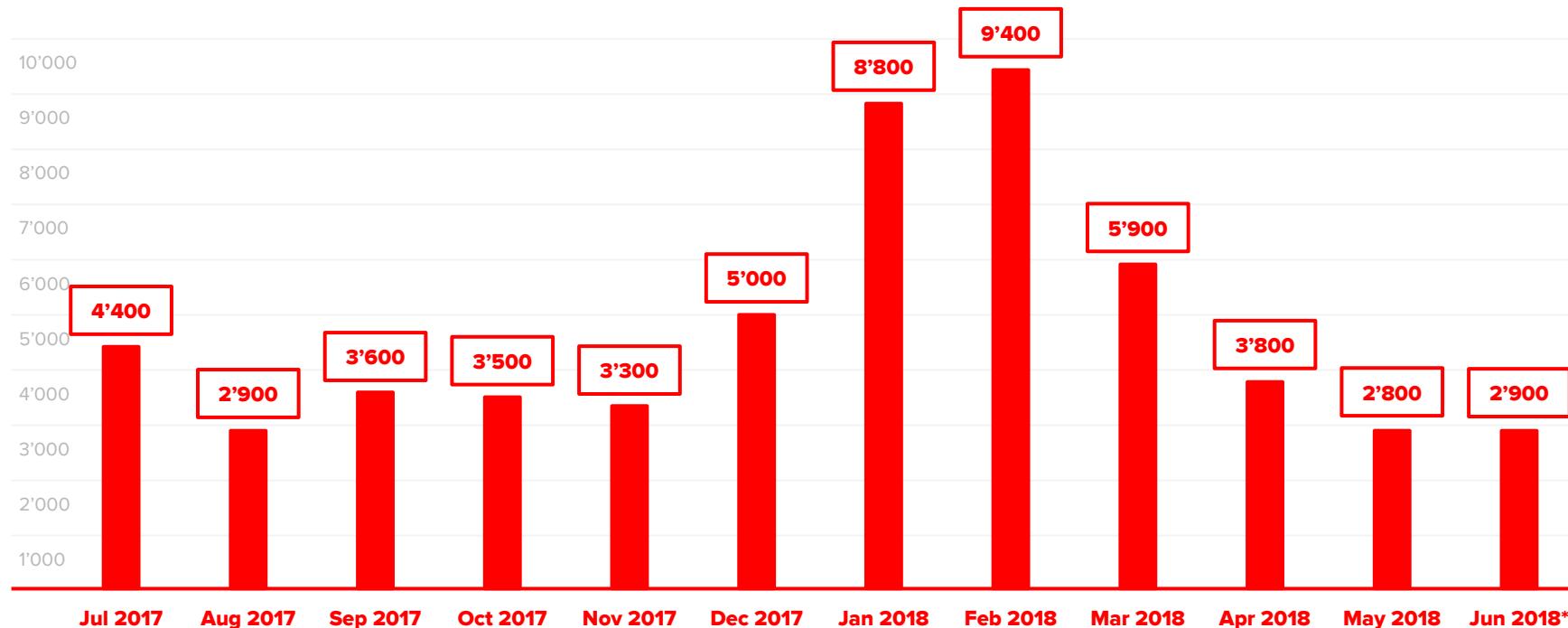
# User Base

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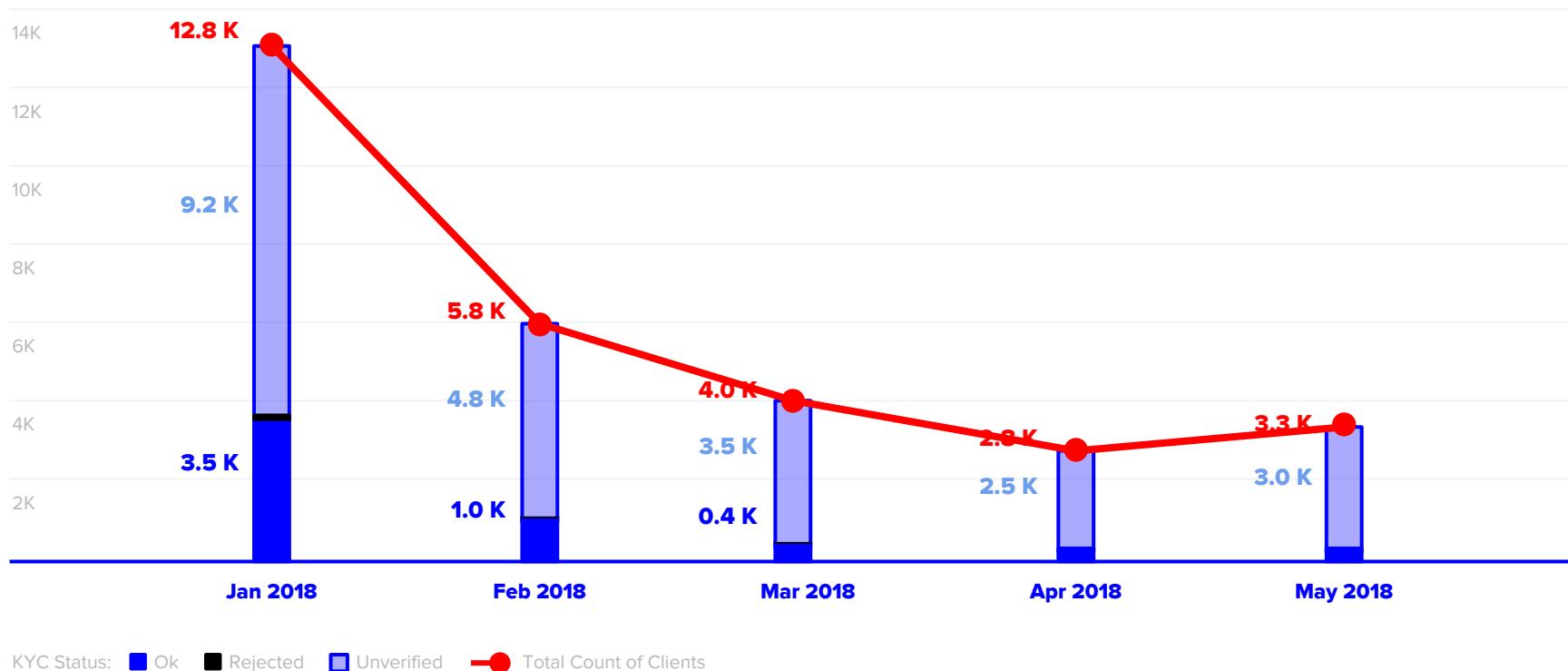
# New accounts opened



# Active users



# Registered users vs KYC status

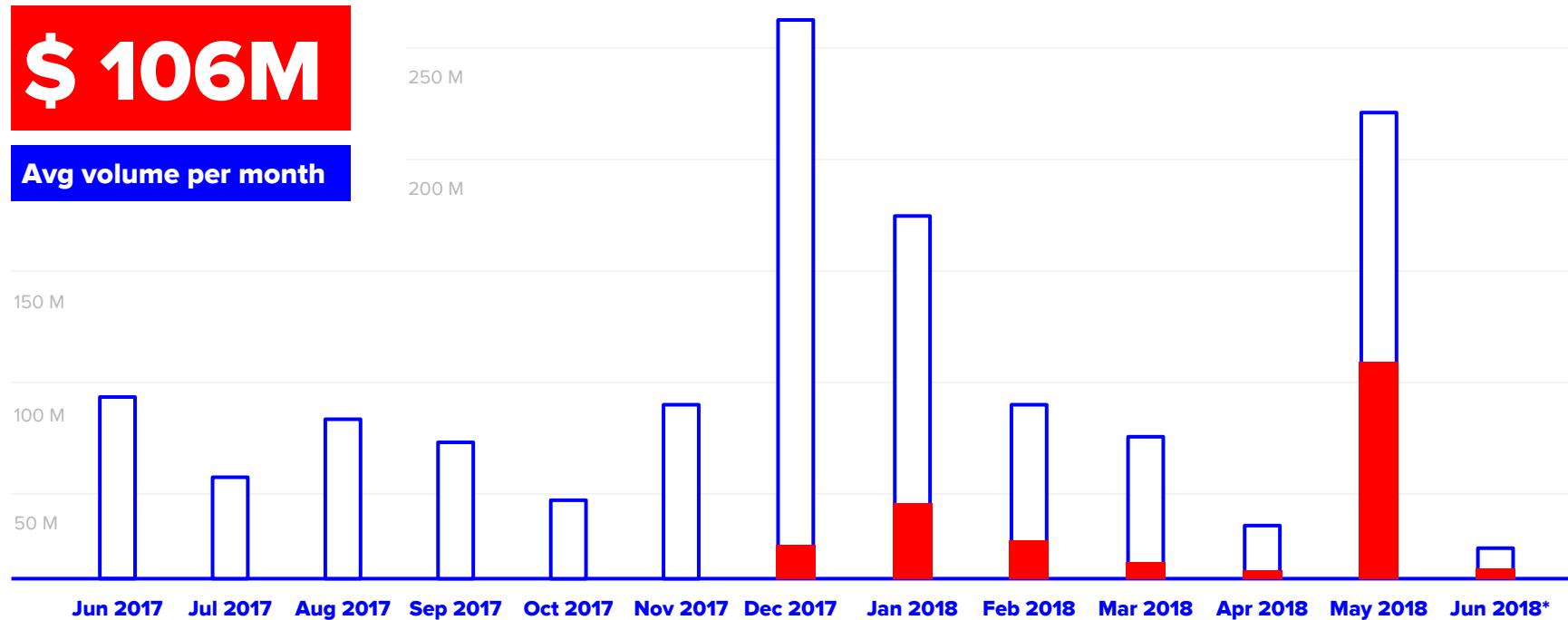




# Key Metrics

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# Trading volume



Type: █ Wallet   █ HFT-API



# Trading volume structure

**89%**

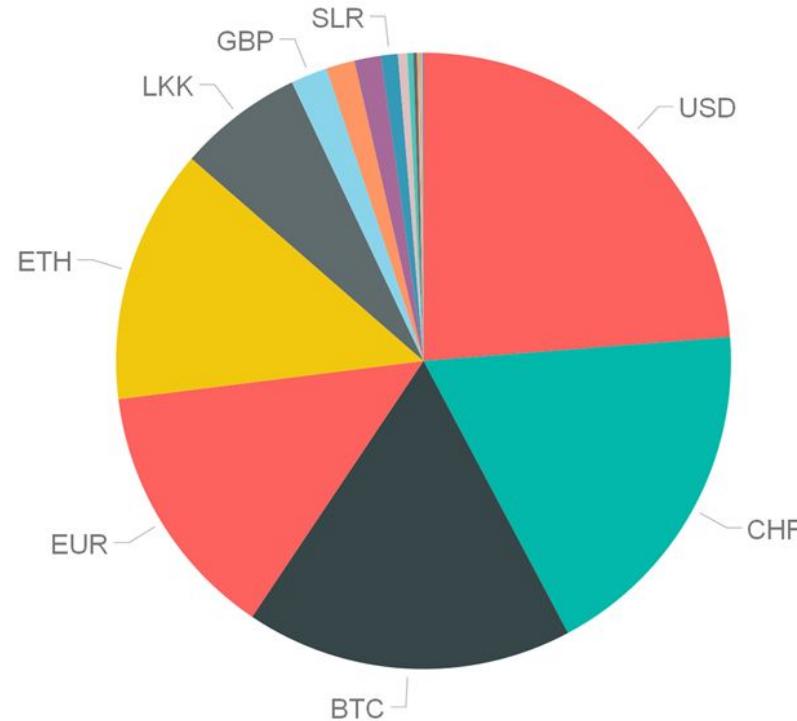
**4FX, BTC, ETH**

**8%**

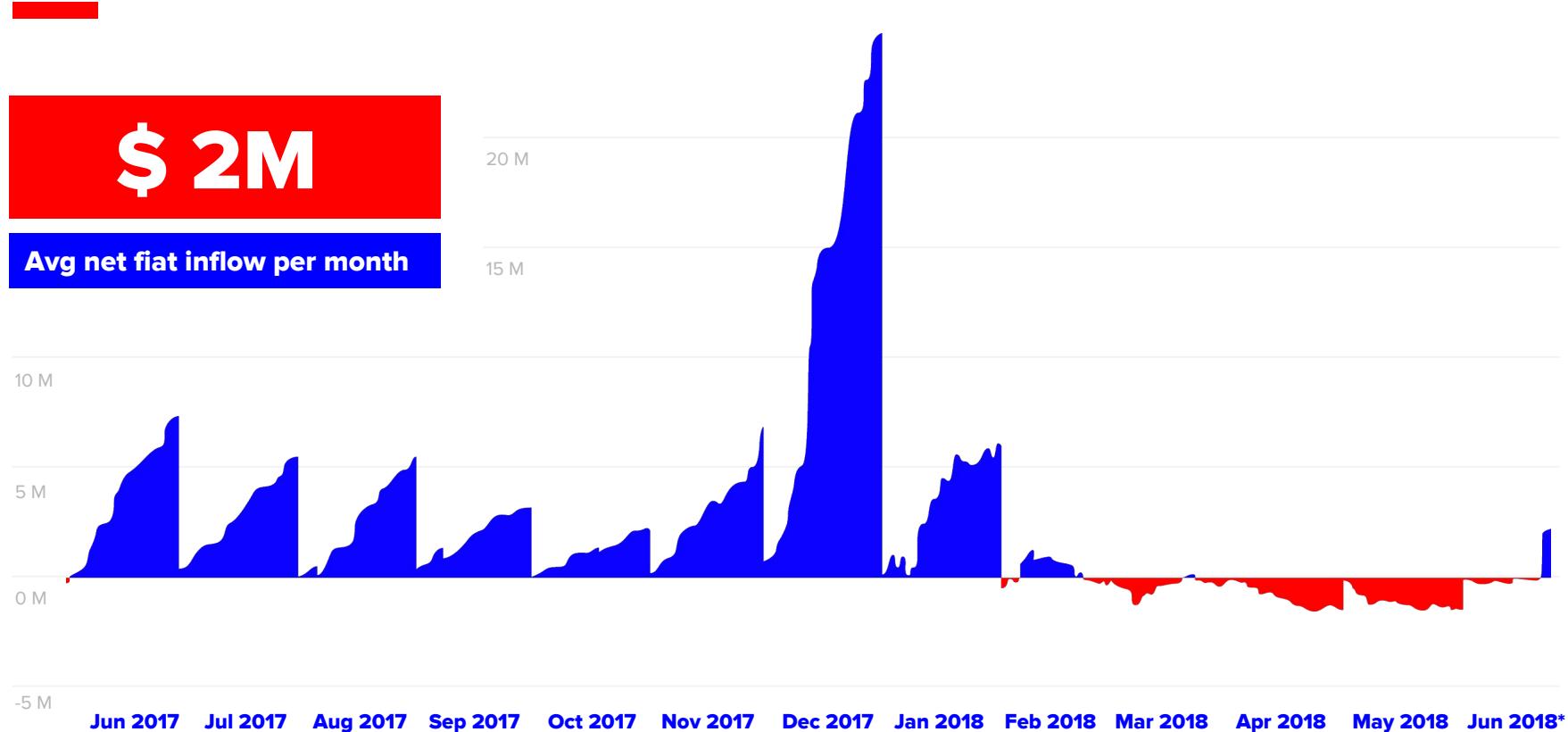
**LKK, LKKxY**

**3%**

**Altcoins, ERC20-tokens**



# Net fiat cashins/cashouts



# Cash and ALM overview



**\$ 1.3M**

Net liquidity (as of 1 June)

**\$ 4M**

Being raised (no dilution)

Jun 2018	15.5	1.3	-15.5	1.3
	Cash	Cryptocurrencies	Liabilities	Net liquidity

Jun 2017	5.4	1.0	-1.2	5.2
	Cash	Cryptocurrencies	Liabilities	Net liquidity



# Product

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# Internal processes improvements

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- Internal structure: from silos to cross-functional product teams
- We hired and empowered product owners for each product
- Most of the teams are now agile, adapting the scrum framework to their needs, increasing development velocity
- Noticeable improvements in communication, predictability, capacity to plan

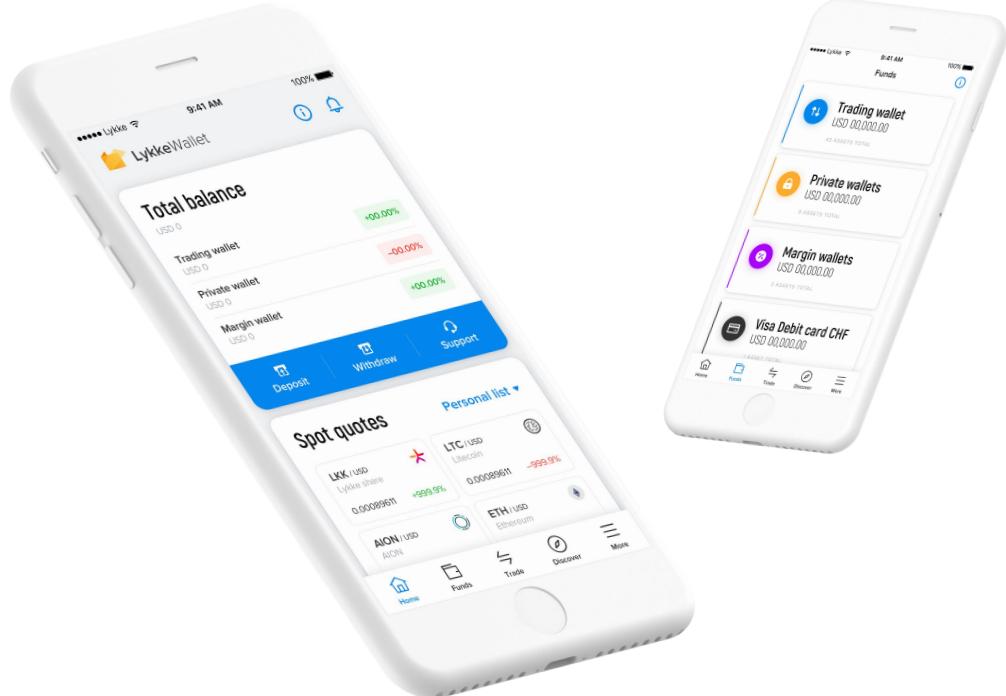
## Focus on core products, quality and UX

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- Background work: fixing technical debts, improving security, identifying UX bottlenecks
- Prioritize the delivery of our web trading platform
- Conceptualize, design and plan our next product iterations, simplifying the UX and streamlining the user flow — according to community's feedback
- UX improvement visible in the next redesign of Lykke Wallet, and in our web trading platform (web terminal, funds management, web KYC)
- Both are expected to be delivered this summer (Q3 2018)

# Next iteration: mobile redesign preview



# Next iteration: mobile redesign preview



Lykke 9:41 AM 100% LykkeWallet

## Total balance

USD 0

Trading wallet USD 0 +0.00%

Private wallet USD 0 -0.00%

Margin wallet USD 0 +0.00%

**Deposit Withdraw Support**

## Spot quotes

Personal list ▾

LKK / USD Lykke share	★ 0.00089611 +999.9%
LTC / USD Litecoin	● 0.00089611 -999.9%
AION / USD AION	● 0.00089611 +999.9%
ETH / USD Ethereum	● 0.00089611 -999.9%

**Home Funds Trade Discover More**

Lykke 9:41 AM 100% Trading wallet

# USD 000,000.00

+12,938 USD Last 1D

**ASSETS HISTORY**

## Currencies

LKK ★ Swiss francs	000,000.00	USD 000,000.00	+00.00%
EUR ★ Euro	000,000.00	USD 000,000.00	-00.00%
GBP ★ British pound	000,000.00	USD 000,000.00	+00.00%

Show more (6)

## Crypto

**Deposit Withdraw**

Lykke 9:41 AM 100% Trade

**Default list** BTC ETH LKK L...

Pair / Asset name	Last price / Vol	24h Chg
LKK / USD ★ Lykke share	00.00000000 Vol 000,000.00	-00.00%
KIN / ETH ● KIN	00.00000000 Vol 000,000.00	+00.00%
LKK / CHF ★ Lykke share	00.00000000 Vol 000,000.00	-00.00%
ETH / USD ● Ethereum	00.00000000 Vol 000,000.00	-00.00%
BTC / USD ● Bitcoin	00.00000000 Vol 000,000.00	+00.00%
LKK1Y / USD ● Lykke share	00.00000000 Vol 000,000.00	+00.00%
LKK / EUR ★ Lykke share	00.00000000 Vol 000,000.00	+00.00%
LTC / USD ● Litecoin	00.00000000 Vol 000,000.00	-00.00%
LKK / USD ★ Lykke share	00.00000000 Vol 000,000.00	+00.00%
BAT / USD ● Bat	00.00000000 Vol 000,000.00	+00.00%

Action +00.00%

**Home Funds Trade Discover More**

Lykke 9:41 AM 100% Funds

**Trading wallet** USD 00,000.00 43 ASSETS TOTAL

**Private wallets** USD 00,000.00 0 ASSETS TOTAL

**Margin wallets** USD 00,000.00 3 ASSETS TOTAL

**Visa Debit card CHF** USD 00,000.00 1 ASSET TOTAL

**Home Funds Trade Discover More**

# Next iteration: web trading platform preview



# Web terminal: continuous improvement



**Lykke**

LKK/USD + 0.00000000 +6.52% 0.00000000 0.00000000 LKK  
 Current asset pair Last Price Change (24h) High (24h) Low (24h) Volume (24h)

Order Limit Market Stop-Limit

Sell LKK 12,000 LKK available  
 0.00000000  
 25% 50% 75% 100%

Upper bound

Take profit price Limit order price  
 0.00000000 0.00000000

Lower bound

Sell 0.00000000 LKK at 0.00000000

Reset and clear

Price chart Orderbook chart

LKK/USD + 0.657.810 H 6.820.291 L 449.350 C 653.120 Market open  
 Volume 0.00200000 v/s

Order book Trading wallet 10.00000000 USD

Price	Volume	Value
8.730.138	5.97099998	52,127,653.2339
8.723.580	5.22099998	45,548.91100562
8.722.227	3.97099998	34,635.96324255
8.718.271	2.57199998	22,423.3923763
8.717.022	1.57199998	13,703.1580965
8.716.918	0.01099998	95.860.1083
8.715.271	2.57199998	22,423.39283763

8.480.684 8.480.655 1.61%  
 Mid price Spread

Price (USD)	Volume	Value
8.244.450	5.97099998	40,115,569.0000
8.393.919	5.22099998	48,260.742210
8.235.585	3.97099998	30,796.83193500
8.234.600	2.57199998	20,624.47731765
8.233.713	1.57199998	10,876.42366766
8.233.516	0.01099998	30,875.68491766
8.199.516	2.57199998	22,423.39200000

8.244.450 5.97099998 40,115,569.0000  
 8.393.919 5.22099998 48,260.742210  
 8.235.585 3.97099998 30,796.83193500  
 8.234.600 2.57199998 20,624.47731765  
 8.233.713 1.57199998 10,876.42366766  
 8.233.516 0.01099998 30,875.68491766  
 8.199.516 2.57199998 22,423.39200000

Order book Trading wallet 10.00000000 USD

Asset pair	Price	24h Change	Volume
TRX/ETH	0.00005311	-20.601% ▼	36,729.27 TRX 36,729.27 USD
VEN/ETH	0.00566085	+12.245% ▲	21,655.91 VEN 21,655.91 USD
WTC/ETH	0.024474	-1.201% ▼	18,533.21 WTC 18,533.21 USD
EOS/ETH	0.008719	-0.401% ▼	16,864.34 EOS 16,864.34 USD
XRP/ETH	0.00113615	+0.547% ▲	14,976.13 XRP 14,976.13 USD
NEO/ETH	0.134500	+3.587% ▲	12,466.65 NEO 12,466.65 USD

SELL Edit Limit Order  
 Volume 3.000.09738923 BTC available  
 0.00000000  
 25% 50% 75% 100%

CONFIRM Trade session  
 Please confirm your trade session with the phone

QR code

CONTINUE Continue in view mode

CHOOSE Change the duration of sessions  
 1 min 5 min 15 min 30 min

ATTENTION Attention!  
 To offer you the advanced range of services we need you to confirm your identity and pass KYC (Know Your Client) procedure. You can pass the KYC in the Lykke Wallet app.

APPLY OK

REFERRAL Referral friends Revenue share  
 24 up to 50%  
 Referral link lykke.com/?ref=dustin34le8

VIEW MODE View mode  
 You are using the terminal in a view mode

TRADE ACCOUNTS CARDS PROFILE ...

Trading wallet 10.00000000 USD

LKK/USD + 0.00000000 +6.52% 0.00000000 0.00000000 LKK  
 Current asset pair Last Price Change (24h) High (24h) Low (24h) Volume (24h)

Order Price chart Orderbook chart

Order book Trading wallet 10.00000000 USD

Asset pair	Price	24h Change	Volume
TRX/ETH	0.00005311	-20.601% ▼	36,729.27 TRX 36,729.27 USD
VEN/ETH	0.00566085	+12.245% ▲	21,655.91 VEN 21,655.91 USD
WTC/ETH	0.024474	-1.201% ▼	18,533.21 WTC 18,533.21 USD
EOS/ETH	0.008719	-0.401% ▼	16,864.34 EOS 16,864.34 USD
XRP/ETH	0.00113615	+0.547% ▲	14,976.13 XRP 14,976.13 USD
NEO/ETH	0.134500	+3.587% ▲	12,466.65 NEO 12,466.65 USD

SELL Edit Limit Order  
 Volume 3.000.09738923 BTC available  
 0.00000000  
 25% 50% 75% 100%

CONFIRM Trade session  
 Please confirm your trade session with the phone

QR code

CONTINUE Continue in view mode

CHOOSE Change the duration of sessions  
 1 min 5 min 15 min 30 min

ATTENTION Attention!  
 To offer you the advanced range of services we need you to confirm your identity and pass KYC (Know Your Client) procedure. You can pass the KYC in the Lykke Wallet app.

APPLY OK

REFERRAL Referral friends Revenue share  
 24 up to 50%  
 Referral link lykke.com/?ref=dustin34le8

VIEW MODE View mode  
 You are using the terminal in a view mode

# Next iteration: web trading platform preview



The screenshot shows the Lykke web interface for the KYC procedure. At the top, there's a navigation bar with links for TRADE, FUNDS, CARDS, PROFILE, and KYC. Below the navigation, there are buttons for LIMITS, AFFILIATE PROGRAM, and KYC.

## KYC procedure

Verify your account

Lykke requires additional user information before any deposits or withdrawals can be made in order to meet KYC/AML legal requirement multiple tier levels of funding limits, each with increasing amounts of deposit/withdrawal limits.

- Driver license**
- Address**
- Proof of funds**

Take a photo of Proof of funds.  
Take photo, upload a local image (.png or .jpg) or file (.pdf) limited to 3Mb.
- Selfie**

The screenshot shows the Lykke web interface for accounts. At the top, there's a navigation bar with links for TRADE, FUNDS, CARDS, PROFILE, and KYC. Below the navigation, there are buttons for DEPOSIT and WITHDRAW.

## Accounts

TOTAL BALANCE 36,897.32 LKK

Trading wallet is driven by LykkeWallet app. You can confirm a Trading Wallet transaction only by signing it on your mobile device. Trading Wallet is secured with 2-of-2 multisignature protection. One key is controlled by Lykke and another one is located on your mobile device. Please keep your 12 words seed private key backup safely.

Asset	Base currency	Amount
CHF	0.00 LKK	0.00 CHF
EUR	4,842.32 LKK	26,537.25 EUR
GBP	0.00 LKK	0.00 GBP
LKK	—	32,045.01 LKK
LKK1Y <small>LIMITED OFFER</small>	0.00 LKK	0.00 LKK1Y
USD	0.00 LKK	0.00 USD

**Lykke** 6 assets

Asset	Base currency	Amount
CHF	0.00 LKK	0.00 CHF
EUR	4,842.32 LKK	26,537.25 EUR
GBP	0.00 LKK	0.00 GBP
LKK	—	32,045.01 LKK
LKK1Y <small>LIMITED OFFER</small>	0.00 LKK	0.00 LKK1Y
USD	0.00 LKK	0.00 USD

**Bitcoin** 1 asset

Asset	Base currency	Amount
BTC	0.00 LKK	0.00 BTC

**Ethereum** 1 asset

Asset	Base currency	Amount
ETH	0.00 LKK	0.00 ETH

# Innovation in trading: the AlgoStore

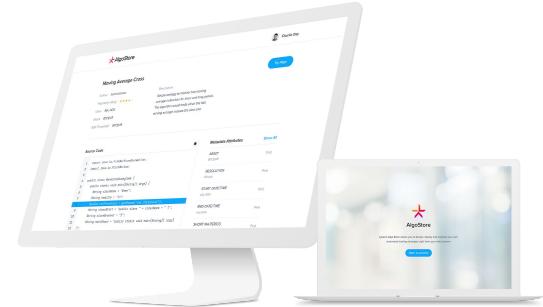


The image shows a large computer monitor and a smaller tablet both displaying the Lykke AlgoStore platform. The monitor screen is filled with a detailed view of a trading strategy named "Moving Average Cross". The strategy has a rating of 4.5 stars and is described as a "Simple strategy to monitor two moving average indicators for short and long period. The algorithm will fire when the fast moving average crosses the slow one." It includes fields for "Author: Administrator", "Repository rating: 4.5", "Date: 14/04/2017", "Assets: BTC/USD", and "Algorithm: BTC/USD". Below this, the "Source Code" tab is active, showing Java code for a class named "MovingAverageCross". The code includes imports for `java.io.FileNotFoundException`, `java.io.PrintWriter`, and `java.util.Scanner`. It defines a public static void main method that reads from a file named "open" and writes to a file named "close". The code also includes annotations for `@Title("Moving Average Cross")` and `@Description("Simple strategy to monitor two moving average indicators for short and long period. The algorithm will fire when the fast moving average crosses the slow one.")`. The "Metadata Attributes" tab is also visible, showing fields for ASSET (set to "BTC/USD"), RESOLUTION (set to "Minute"), START DATE/TIME (set to "anytime"), END DATE/TIME (set to "anytime"), and SHORT MA PERIOD (set to "Find"). The tablet screen shows a blurred version of the AlgoStore landing page with the Lykke logo and a "Open in browser" button.

# Innovation in trading: the AlgoStore



- We kept working in the background on some innovative products
- The AlgoStore allows anyone — even with low tech or financial skills — to pick and algo, tweak some parameters, try it on past data with fake wallet and finally let it run with real funds
- Making algo-trading simple
- Interesting for advanced traders: very low latency
- Status: close to MVP. First beta expected in Q3 2018



# Designing the future of Lykke

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- The future of Lykke is not only about trading
- The crypto-market is still in its infancy
- We aim to truly democratize finance through an ecosystem of apps that are accessible, reliable, easy to use
- Market research: helped refine the product vision to broaden our audience for a quick yet sustainable growth
- New products at the concept phase. More info before the end of the year



# Liquidity

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# Liquidity

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- Passport requirement
- Focus on improving liquidity
- Liquidity strategy:
  - External
  - Inhouse

# **Users generate liquidity**

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- No fee strategy for retail
- Smart fees for professionals
- Marketing push
- Algo store
- Third party market makers

# Lykke liquidity

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- Market making engine
- Integration with other exchanges
- Cash and risk management
- Alpha engine
- Investment products of liquidity provision



# Marketing

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**Where do we stand today?**

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**90'000**

**Registered users**

**Marketing goal for 2018/2019**

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**650'000**

**Registered users**



# **How are we going to get there?**

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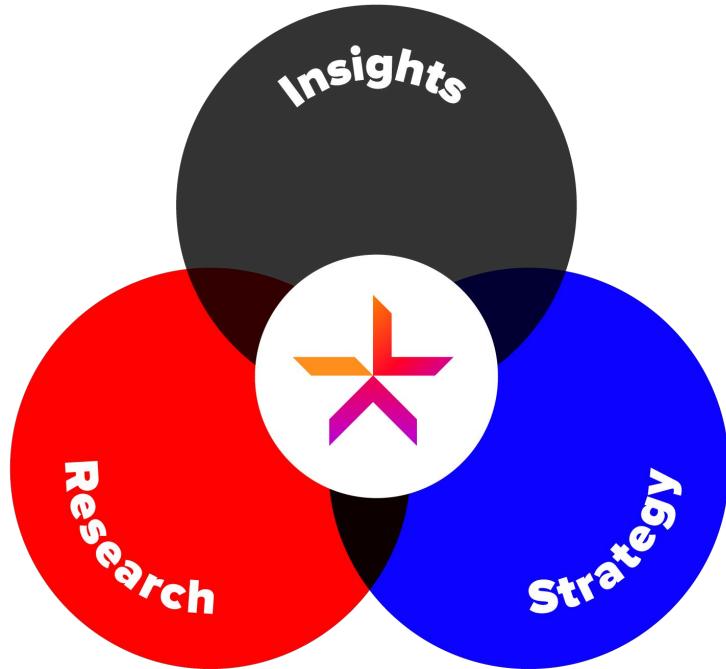
# Getting the basics right: a new Marketing organisation

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# Getting the basics right: a new Brand Strategy for Lykke

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# Getting the basics right : Brand Strategy Development Process





# Field

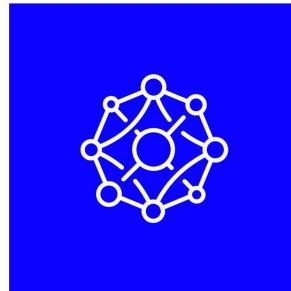
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# Role of the Lykke Field Team

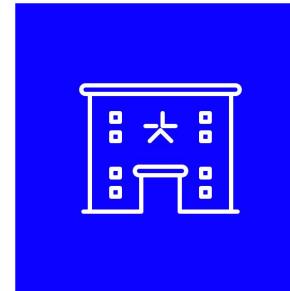
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Keeping up to date with the latest regulatory development in different parts of the world.

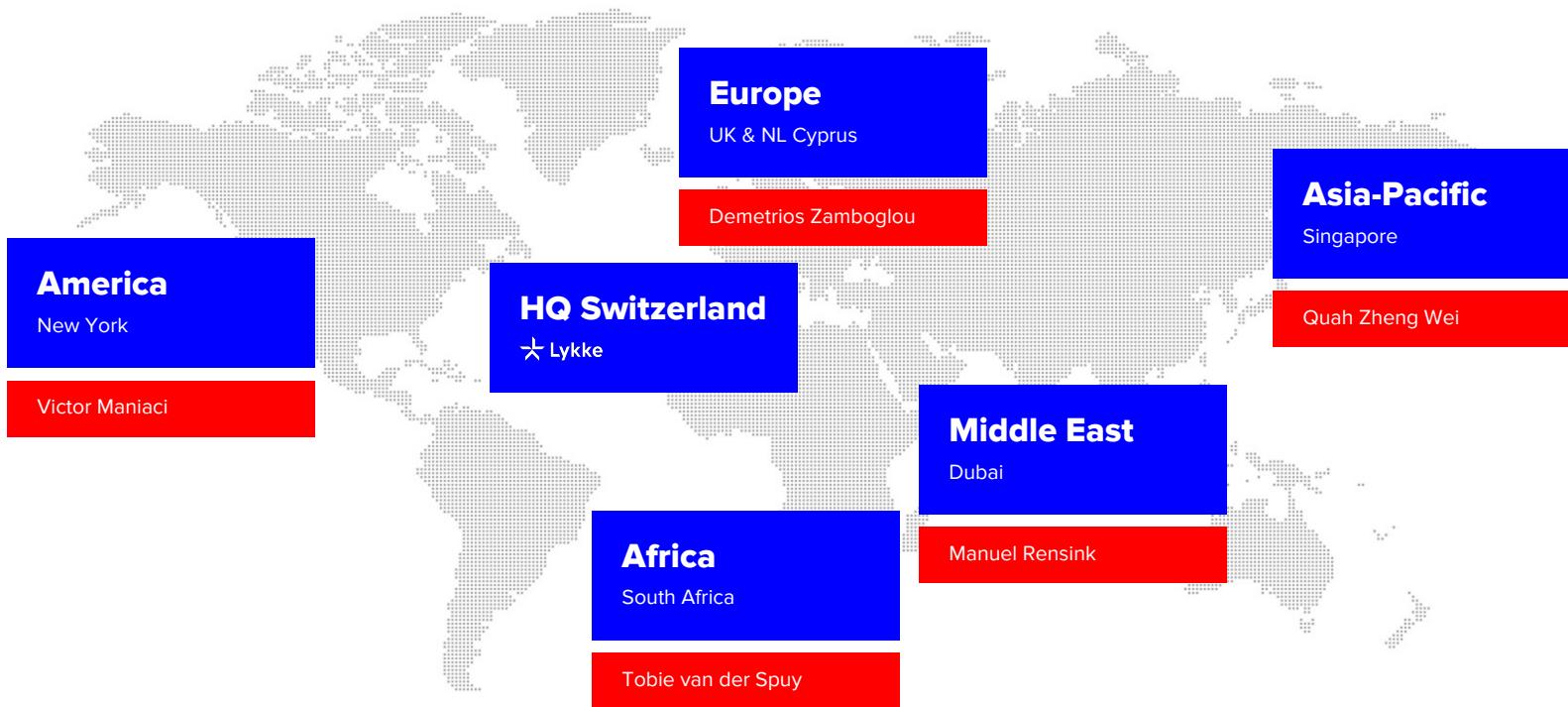


Provide localisation feedbacks on how best to enter different markets.



To be the anchoring point of contact for stakeholders in their respective region.

# Where are we today?



# Field Strategy

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Core Characteristics

**Lykke Light**

**Fast | Scalable | Profitable**

Possible use cases

**Singapore, Dubai, South Africa**

**Lykke Local**

**Regulated | Sustainable**

**Cyprus, Switzerland, Asian market**



# Regulation

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# Regulation Strategy for Lykke Exchange



## Lykke Exchange

Formerly unregulated tokens are becoming regulated

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Lykke aims to offer a broad range of financial products

Exchange license; to operate a marketplace for regulated instruments

### Regulation Strategy

#### Organised Trading Facility (OTF) in Switzerland

- Lykke can be 'market maker' to its own exchange
- Progressive regulator
- No services of other financial institutions required

#### Cyprus Investment Firm

Trades on the OTF for investors from the EEA ('EU+')

# Recent Regulatory Achievements

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- Cyprus — CySEC CIF License provisional approval
- Singapore — MAS registered as Stored Value Facility
- Australia — AUSTRAC registration as Digital Currency Exchange



# Thank you!

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Please go to **[coinholdermeeting2018.lykke.com](https://coinholdermeeting2018.lykke.com)**  
to share your questions and vote on the annual report.