

# COINBASE

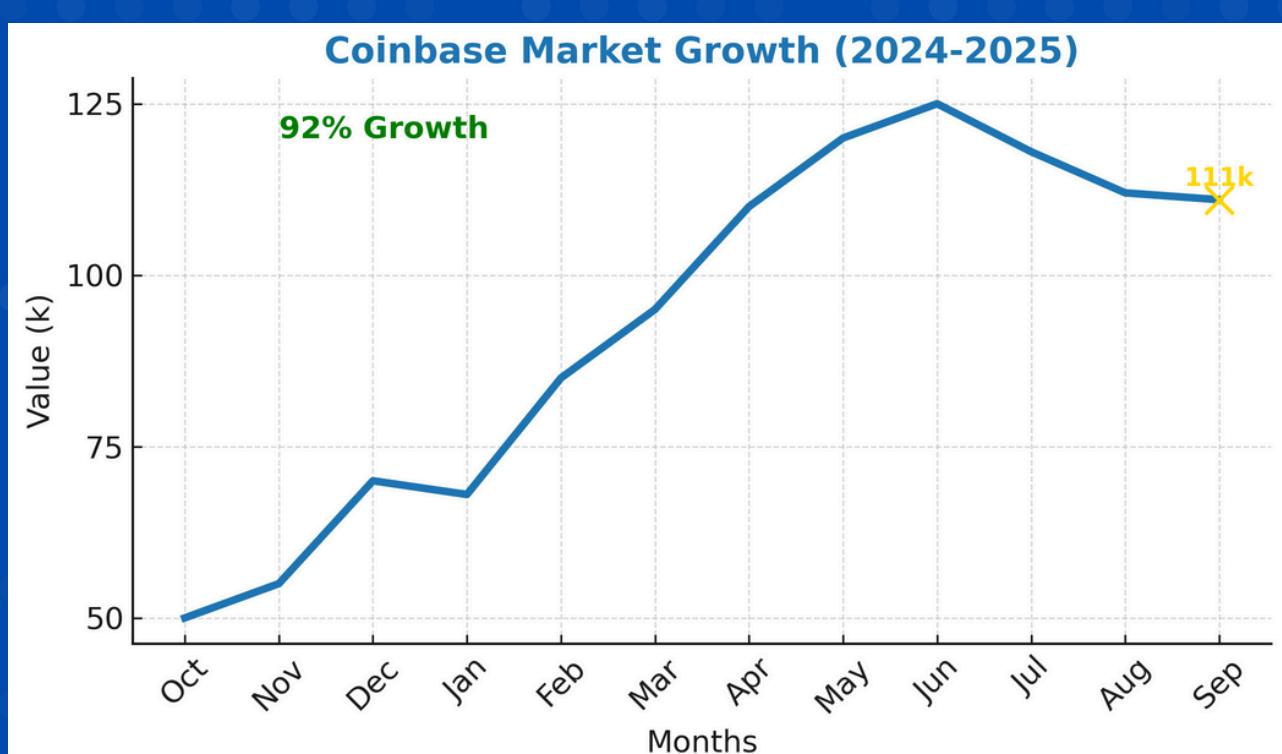
A Fintech Leader Driving Trust in Crypto, Stablecoins, and DeFi

## Executive Summary

- Coinbase is the largest US-listed crypto exchange, founded in 2012 and trusted by millions worldwide.
- Its innovations span blockchain exchange, APIs, wallets, staking, stablecoins, and the Base blockchain, combining trust with regulatory compliance.
- Compared to rivals Block and Robinhood, Coinbase leads in institutional adoption, global reach, and diversified revenue.
- With strong growth opportunities in Web3, APIs, and custody services, Coinbase is well-positioned to shape the future of digital finance despite regulatory and market challenges.

## Company Overview

- Founded 2012 | NASDAQ: COIN | HQ: San Francisco.
- Scope: Trading, custody, stablecoins, DeFi, Base Chain.
- Mission: Bringing trust & regulation into digital assets.
- Reduced high brokerage fees by offering commission-free crypto trading.
- Easy-to-use platform for retail & institutional investors.
- Tackled trust & security gaps in crypto markets through regulated custody services.



## Fintech Innovation

- A trusted blockchain exchange built for secure trading.
- Powerful APIs and tools fueling the next wave of fintech apps.
- Coinbase Wallet gives you full control and access to DeFi and NFTs.
- Institutional grade custody and staking trusted worldwide.
- Compliance without compromise with licenses in the US, Europe, and Asia.
- USDC stablecoin integration enabling seamless digital payments.
- One click staking and rewards designed for accessibility.
- Base blockchain built for faster, cheaper and scalable transactions.



## Rival Analysis



### Core Focus

Coinbase drives institutional trust with stablecoins and DeFi integration, Block powers a payments ecosystem through CashApp and Bitcoin services, while Robinhood remains the retail-friendly gateway to stocks and crypto.



### Innovation & Tech

Coinbase delivers a full blockchain exchange with Base Chain, APIs, custody, and staking. Block drives fintech forward with powerful apps, merchant tools, and a sharp Bitcoin focus. Robinhood keeps it simple with an app-based experience but offers fewer advanced tools.



### Market Reach

Coinbase commands global reach with licenses in the US, EU, and Singapore, driving institutional adoption. Block anchors a strong US presence with merchants and retail users. Robinhood focuses mainly on US retail investors with limited global expansion.

### Revenue Diversification

Coinbase earns through trading fees, subscriptions, custody, and blockchain services. Block drives revenue from payments, CashApp, and Bitcoin transactions. Robinhood depends heavily on trading fees and payment-for-order-flow.

## Market Position & Growth

- Largest US-listed crypto exchange, trusted by millions.
- Positioned to expand through Web3 adoption and institutional partnerships.
- Growth prospects: diversification via subscriptions and custody services; expansion of APIs and blockchain infrastructure.
- Challenges: reliance on trading volume in volatile markets; tightening US/EU regulatory environment.



### References:

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