

COINBASE

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

Executive Summary

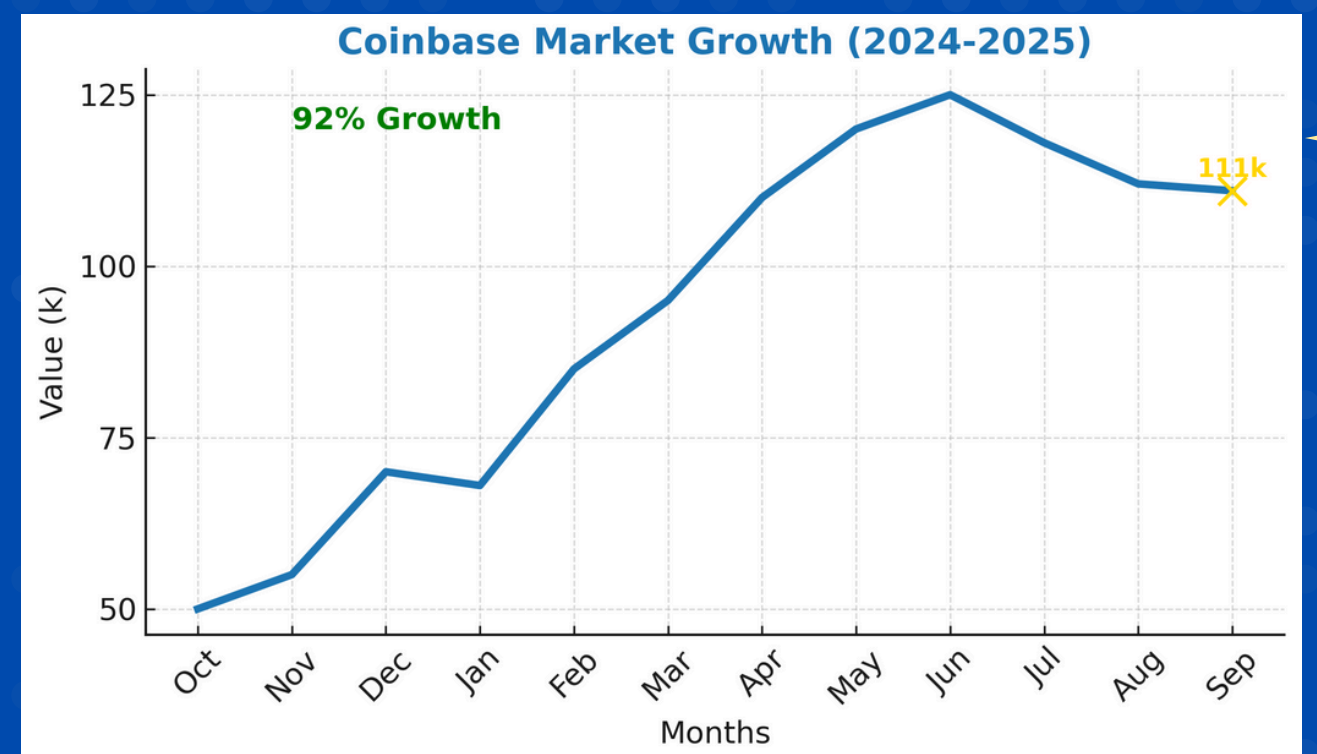
- Coinbase is the largest US-listed crypto exchange, founded in 2012 and trusted by millions worldwide.
- Its innovations span blockchain exchange, APIs, wallets, staking, stablecoins, and the Base blockchain, combining trust with regulatory compliance.
- Compared to rivals Block and Robinhood, Coinbase 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.

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