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28 OCT 2021 | COMPANY NEWS

Crypto.com Launches Global Brand Campaign

Campaign starring Matt Damon to air in 20+ countries building on recent sponsorships including Formula 1, UFC, the 76ers and more.

[Watch the New Campaign Here](#)

Singapore, October 28, 2021 — Today [Crypto.com](#), the world's fastest growing cryptocurrency platform rolled out a global ad campaign supported by recent sponsorship announcements, platform to consumers around the world.

The company is committed to building the future of the internet: Web3. Powered by the company's own blockchain, the new platform will be more fair and equitable, owned by the builders, creators and users. The new campaign, titled "Be the Brave", which stars Matt Damon, is directed by Oscar winner Wally Pfister and Christopher Nolan. The campaign, which features a quote from the movie "Braveheart", highlights the company's own ethos, while inspiring those who want to change history with a timeless phrase first uttered thousands of years ago.

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The timing of this campaign coincides with the early stages of mainstream adoption of cryptocurrency, something we've been hard at work to advance since our founding five years ago. We're very excited to introduce our company to a global audience inviting them to our secure platform with a message focused on financial independence and self-determination.

Kris Marszalek, Crypto.com Co-Founder and CEO.

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Crypto.com recently partnered with Water.org, the global nonprofit organization that brings safe water and sanitation to people in need. Crypto.com made a \$1M contribution to support their mission, and is launching initiatives to encourage their users around the world to support the cause. Together, Crypto.com and Water.org believe platforms and life changing resources that support self-determination. Through the power of crypto users across the globe can join in to support this mission.

Much like what we're doing with Water.org, Crypto.com is a cryptocurrency platform that shares my commitment to empowering people around the globe with the tools needed to take control of their futures. They have built a crypto platform that is accessible and puts people first.

Matt Damon

Since its founding, Crypto.com has focused on building a regulated business in every country it operates, upholding the highest security and compliance standards – including a [largest insurance policy of \\$750M](#). Earlier this year the company became the first to receive a Virtual Financial Asset (VFA) license and an Electronic Money Institution license, adding to a growing list of licenses. On this backdrop, the company supports a wide range of products, from the Crypto.com App for those new to crypto, the Crypto.com Exchange for everyday users, the Crypto.com Wallet for experienced crypto enthusiasts who want self-custody of their crypto, and the Crypto.com Social Platform where some of the world's most popular artists, entertainers and athletes connect.

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A long-time partner of Visa, Crypto.com boasts the world's most popular crypto-card available in 30+ countries throughout Europe, North America, Singapore and Australia. The Crypto.com Visa Card seamlessly bridges the traditional financial world with crypto, making it the safest and most accessible way for users to tap into the future of finance.

Crypto.com is committed to developing the infrastructure of Web3 by accelerating the growth of early-stage crypto startups. Crypto.com's venture arm, [Crypto.com Capital](#) is a \$200M fund which leads Seed and Series-A rounds, investing into more than 20 companies in the first 6 months since launch.

Expect to see the campaign on billboards and on television around the world, starting tonight in Fox Sports' broadcast of Thursday Night Football where the Packers take on the undefeated Cardinals. The campaign will also be integrated across Crypto.com's portfolio of global brand partnerships ranging from Formula 1, UFC, Paris Saint-Germain, and the NBA's Philadelphia 76ers, to the NHL's Montreal Canadiens, esports team Fnatic, Aston Martin Cognizant Formula 1 Team, and Lega Serie A, the Italian Football league.

About Crypto.com:

Founded in 2016, Crypto.com today serves over 10 million customers with the world's fastest growing crypto app, along with the Crypto.com Visa Card — the world's largest crypto card program — the Crypto.com Exchange and Crypto.com DeFi Wallet. Crypto.com NFT is the premier platform for collecting and trading NFTs, carefully curated from the worlds of art, design, entertainment &

Crypto.com is built on a solid foundation of security, privacy and compliance and is the first company in the world to have ISO/IEC 27701:2019, CCSS Level 3, ISO27001:2013 & SOC 2 Type II certified. We are the first company to achieve the highest level of compliance, and independently assessed at Tier 4, the highest level for both NIST and GDPR Privacy Frameworks.

Crypto.com is committed to addressing the climate crisis, and has pledged to be carbon neutral by 2025. We are working to reduce our environmental impact and transition our business before the end of 2022.

With headquarters in Singapore and over 2,600 people in offices across the Americas, Europe, and Asia Pacific, Crypto.com is accelerating the world's transition to cryptocurrency. Find out more: <https://crypto.com>

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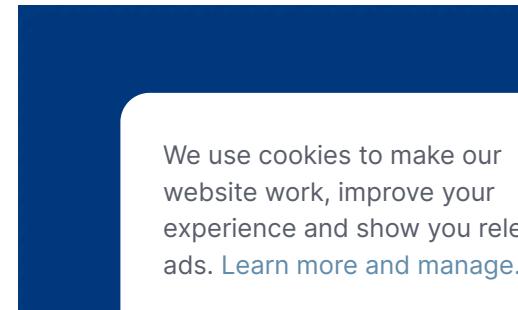
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